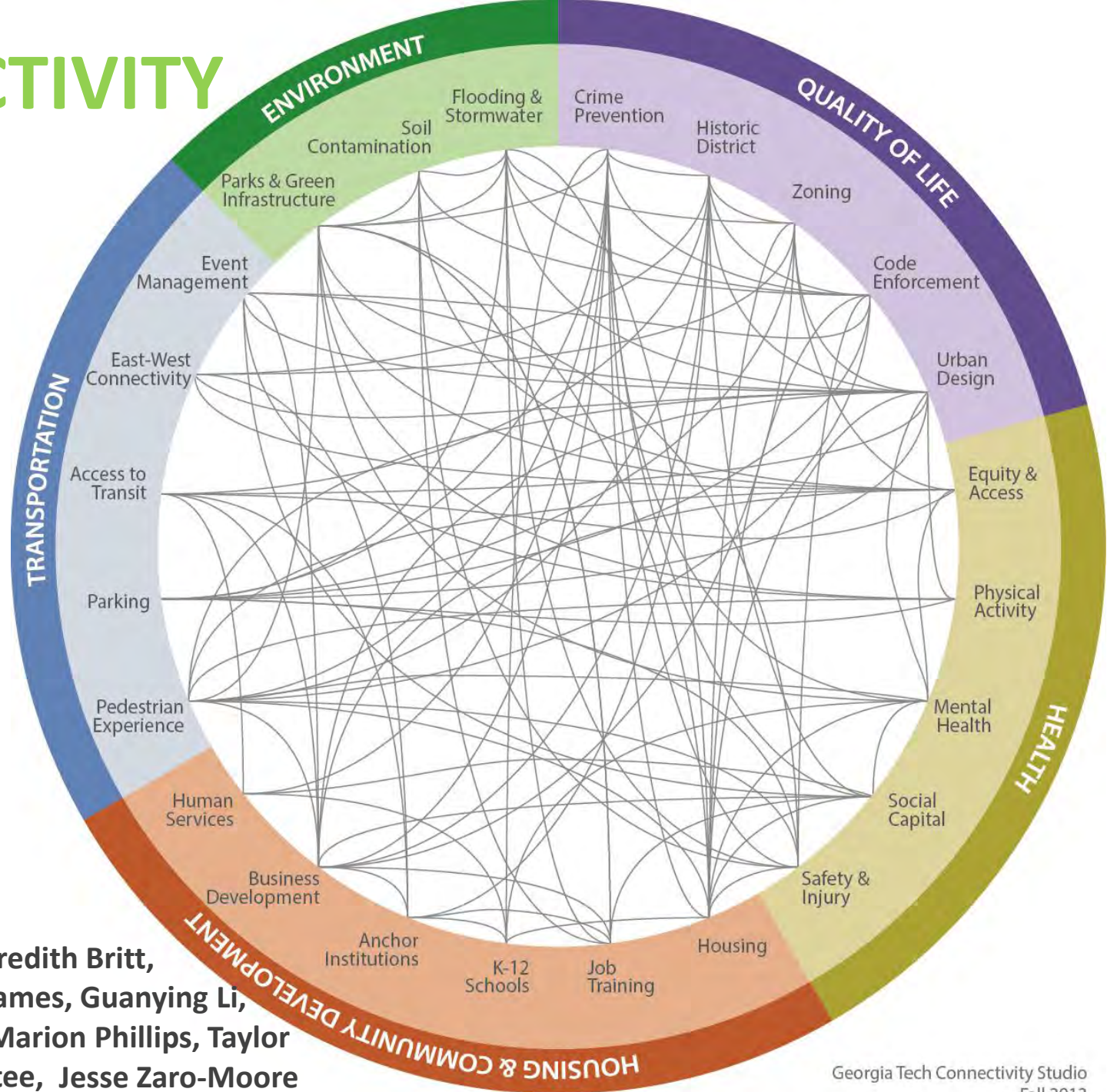


# CONNECTIVITY STUDIO



## Instructors:

**Michael Dobbins**

**Bruce Gunter**

## Studio Team:

**Elizabeth Adams,**

**Tharunya Balan,**

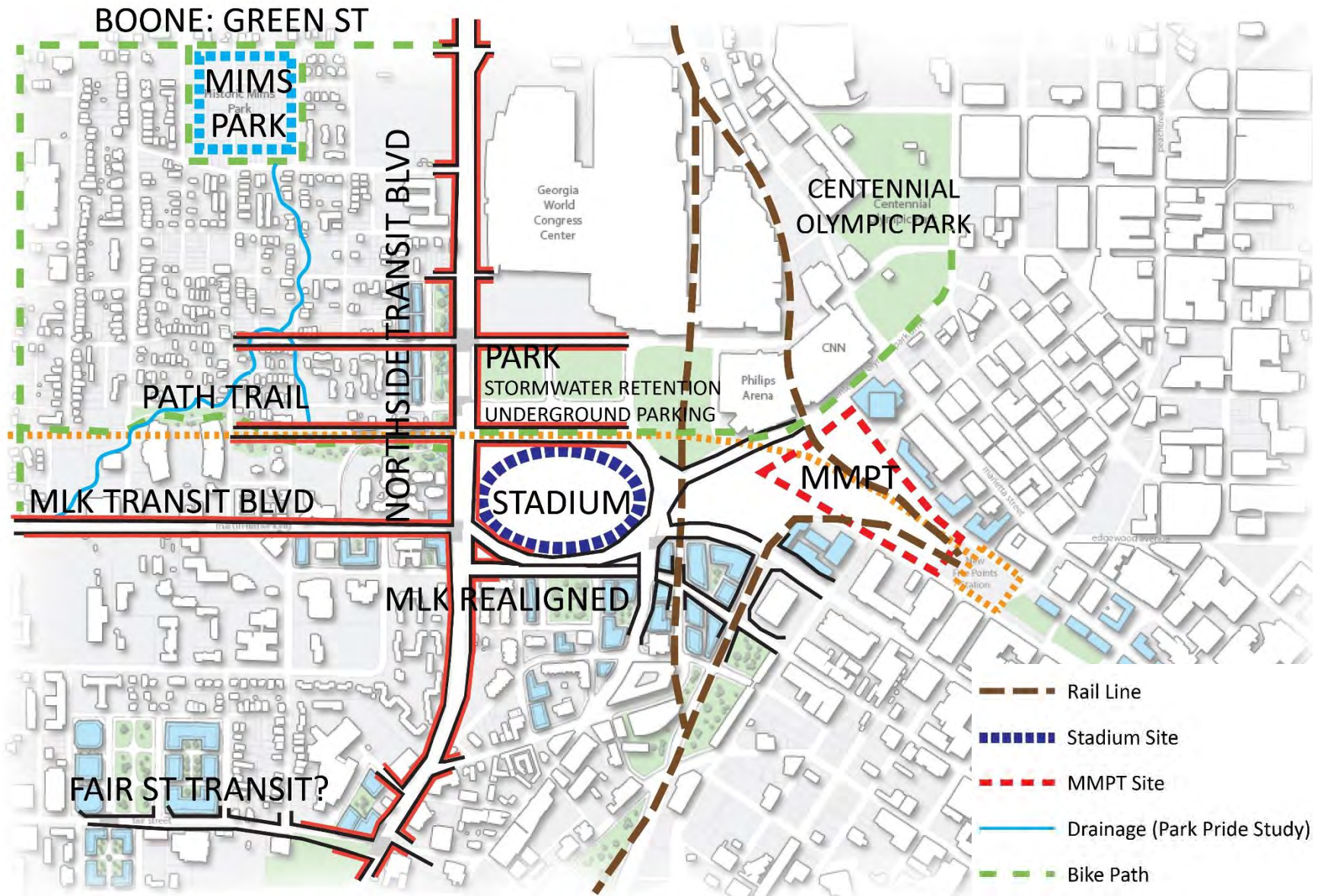
**Bruce Battle, Meredith Britt,**

**Sara Haas, Kyle James, Guanying Li,**

**Kaitlin Morano, Marion Phillips, Taylor**

**Tyger, Jeffrey Ultee, Jesse Zaro-Moore**

# Falcons Stadium & GWCC & MMPT



# Falcons Stadium & GWCC & MMPT | Overview

## TRANSPORTATION

Bend MLK back to align

Connect Magnolia through to Andrew Young Intl. Blvd

Use tiered parking for tailgating

Rework Northside Drive as transit boulevard

Accommodate streetcar route

## BUSINESS DEVELOPMENT

Develop pipeline for stadium and GWCC construction and permanent jobs

Create street fronting retail and service on Falcons MLK and Northside Dr frontages

## QUALITY OF LIFE

Create broad pedestrian crossing from Vine City MARTA Station

Accommodate PATH Vine City Promenade through to Centennial Olympic Park

Streetscape improvement

Street front commercial use; esp. around stadium

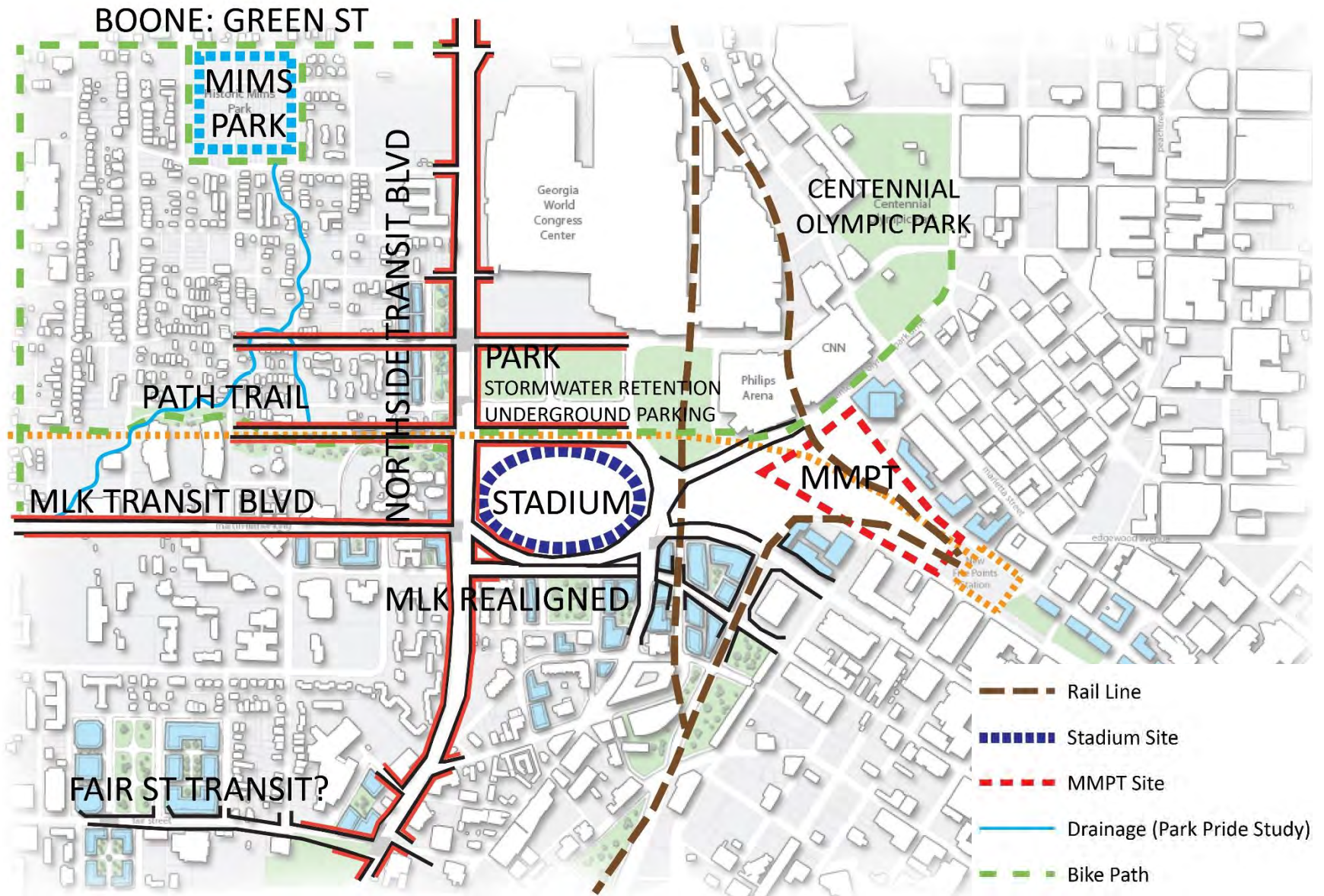
## ENVIRONMENT

Integrate storm water features into park design connecting MMPT to Vine City

**BREAK DOWN THAT**

**WALL**

# Falcons Stadium & GWCC & MMPT



# Falcons Stadium & GWCC & MMPT | Partners & Funding

## PARTNERS

- Falcons
- GWCC
- Central Atlanta Progress
- City of Atlanta
- Invest Atlanta
- GDOT
- Atlanta Streetcar

## FUNDING

- Falcons
- GWCC
- Invest Atlanta
- GDOT
- City of Atlanta

# Falcons Stadium & GWCC & MMPT | Strengths & Challenges

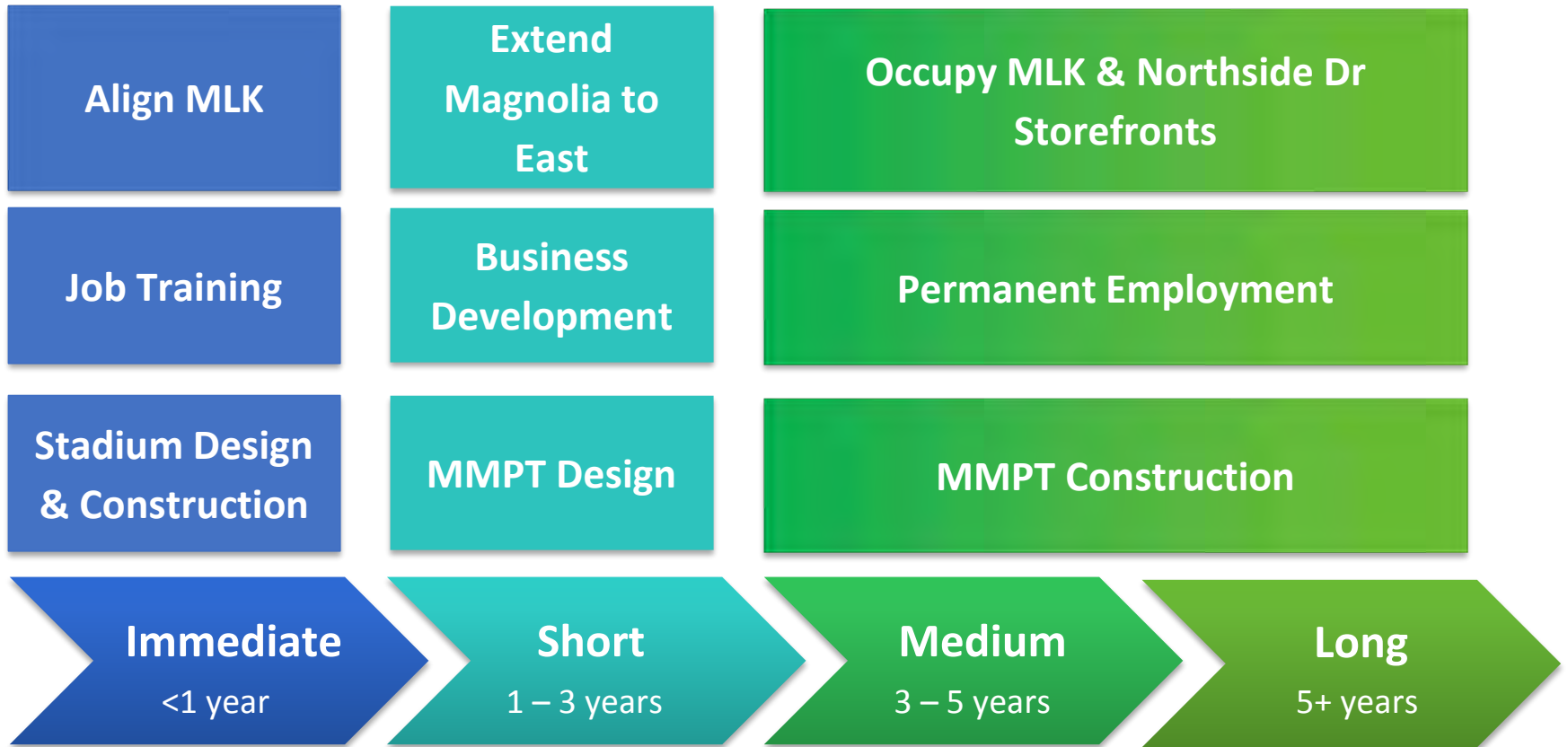
## STRENGTHS

- Stitches the downtown together with the west side
- Resources available to do the job
- Strengthens links of economic opportunity
- Positive treatment of park environment
- Heightens use of Vine City MARTA Station

## CHALLENGES

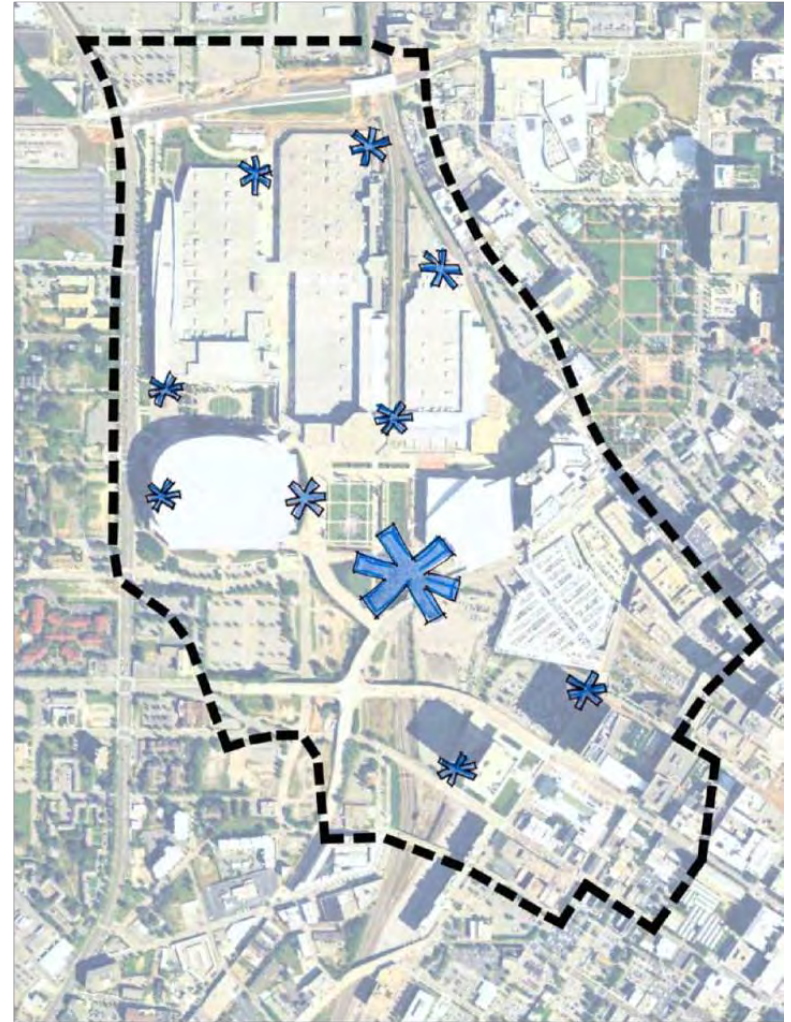
- Resistance of GWCC and Falcons to comprehensive solutions
- Lack of will at City to assist on a community-serving program and design
- Resistance of design team to make stadium accommodate MLK continuity

# Falcons Stadium & GWCC & MMPT | Timeline

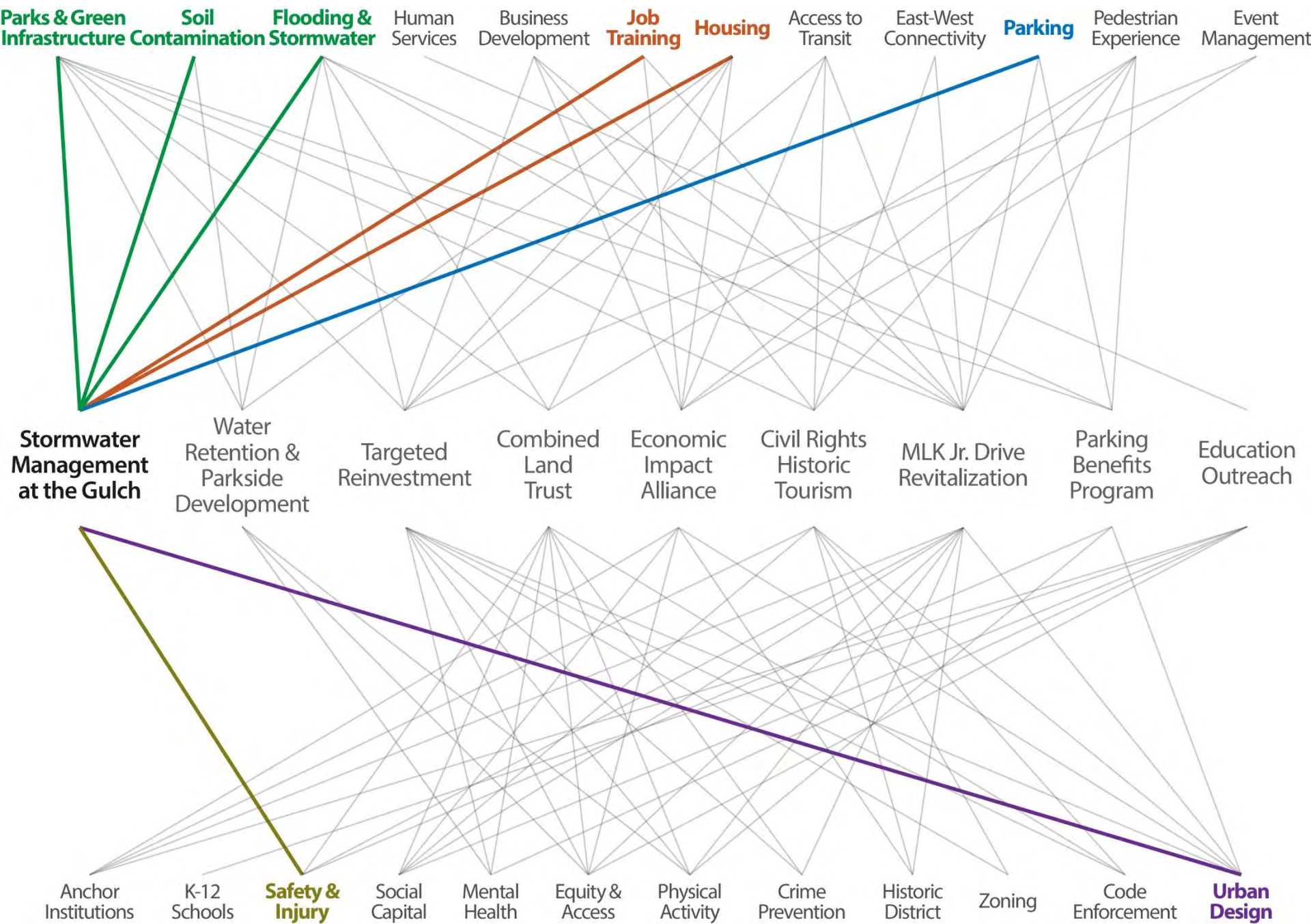


# Comprehensive Stormwater Management at the Gulch Overview

- **Gulch: 267-Acre sub-watershed**
  - Contains Dome, GWCC, NSP, MMPT
  - Over 80% Impervious
  - Major Source of flooding in VC/EA
- **Comprehensive Stormwater Management Plan:**
  - Retrofit Existing Buildings
  - Cisterns for capture/reuse
  - Green Infrastructure



Source: PNA Study



# Comprehensive Stormwater Management at the Gulch

## Partners & Funding

### PARTNERS

- Government:
  - Department of Watershed Management
  - EPA
  - COA Office of Sustainability
  - GWCC, MMPT, GDOT
  - Invest Atlanta
- Private:
  - Falcons
  - Blank Foundation
- Nonprofit:
  - Park Pride
  - WAWA
  - Conservation Fund
  - Ga Conservancy

### FUNDING

- NSP infrastructure fund
- Incentive programs
- Savings from reduction of potable water use
- Impact Fees
- Community Development Block Grants

# Comprehensive Stormwater Management at the Gulch

## Strengths & Challenges

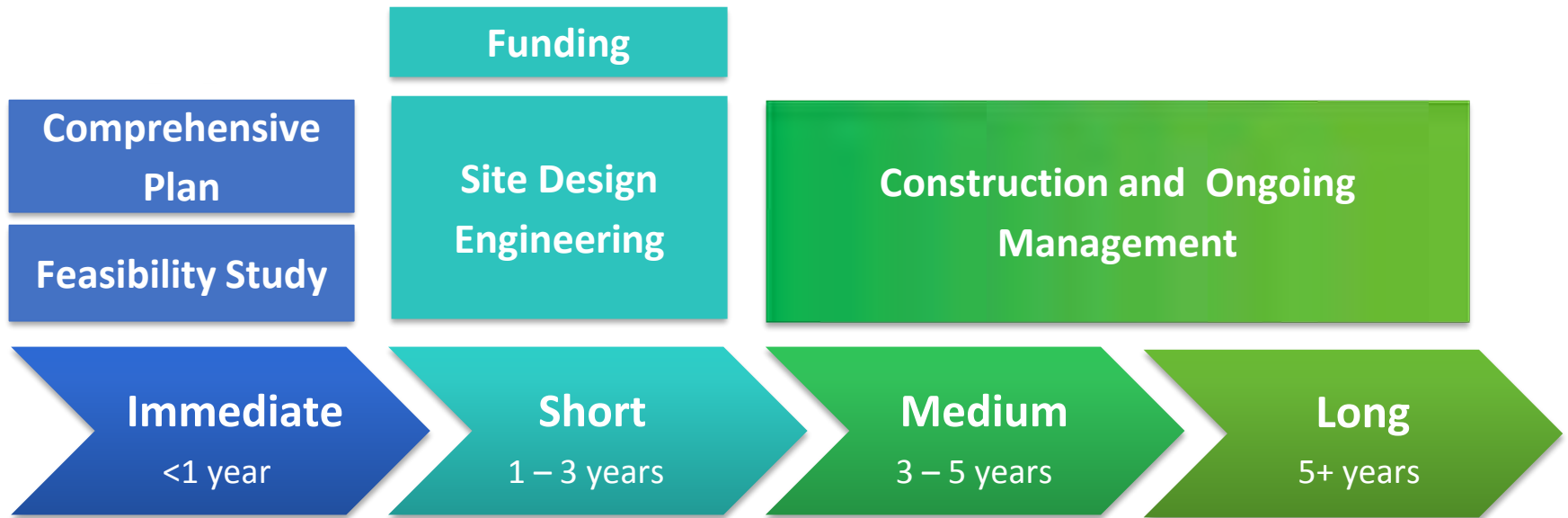
### STRENGTHS

- Major new development projects (NSP, MMPT) provide opportunity for implementation
- Minimizes impact of flooding on residential neighborhoods and related health effects
- Provides "green jobs" and construction jobs
- Clear, measurable goals
- Sets new precedent for addressing stormwater comprehensively at sub-basin level

### CHALLENGES

- Requires cooperation and coordination across multiple agencies and property owners
- Potentially prohibitively expensive, no clear funding source identified
- Long-term timeframe for implementation
- Lack of regulatory authority

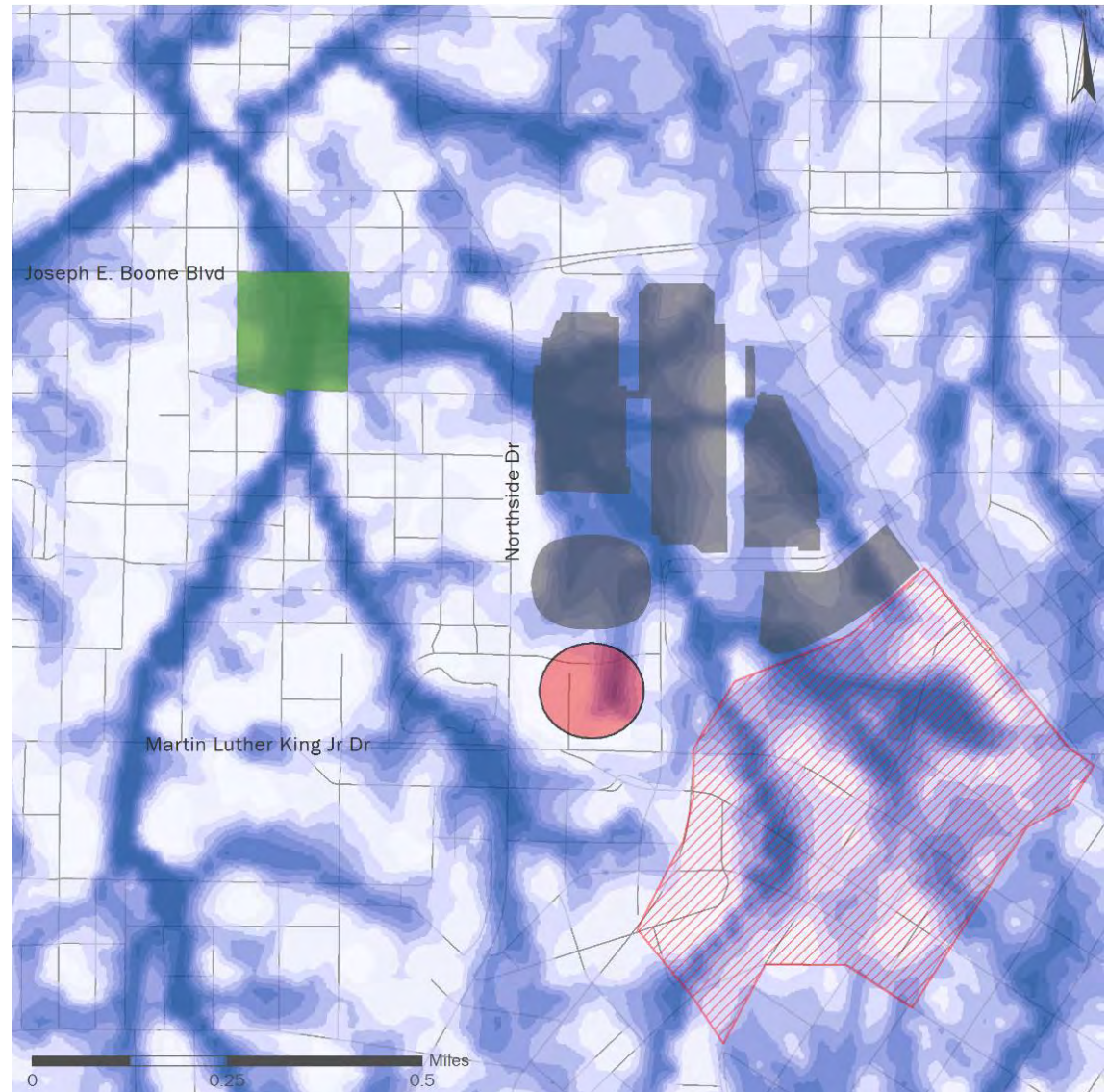
# Comprehensive Stormwater Management at the Gulch | Timeline

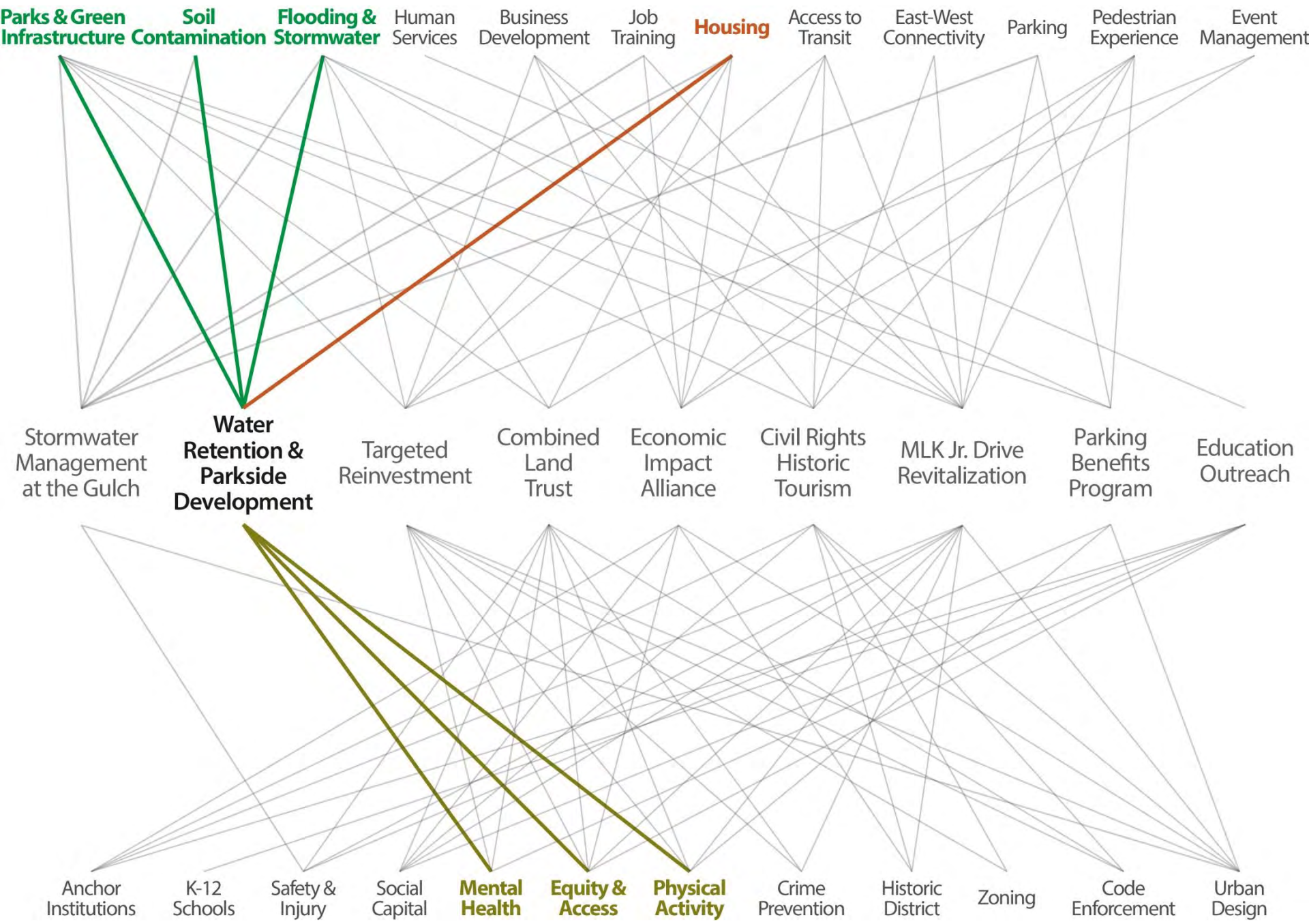


# Mims Park | Overview

The future site of Mims Park represents the **MOST CRITICAL OPPORTUNITY** to control stormwater in the Westside neighborhoods

- Water Retention
- Parkside Development





# Mims Park | Partners & Funding

## PARTNERS

- National Monument Foundation
- City of Atlanta Parks & Recreation
- Park Pride
- Community Improvement Association
- West Atlanta Watershed Alliance (WAWA)
- Metro Atlanta Urban Watershed Institute (MAUWI)
- Conservation Fund
- GA Conservancy
- Private housing developers

## FUNDING

- EPA
- Corps of Engineers
- National Monument Foundation
- Westside TAD
- City Park Improvement Fund

# Mims Park | Strengths & Challenges

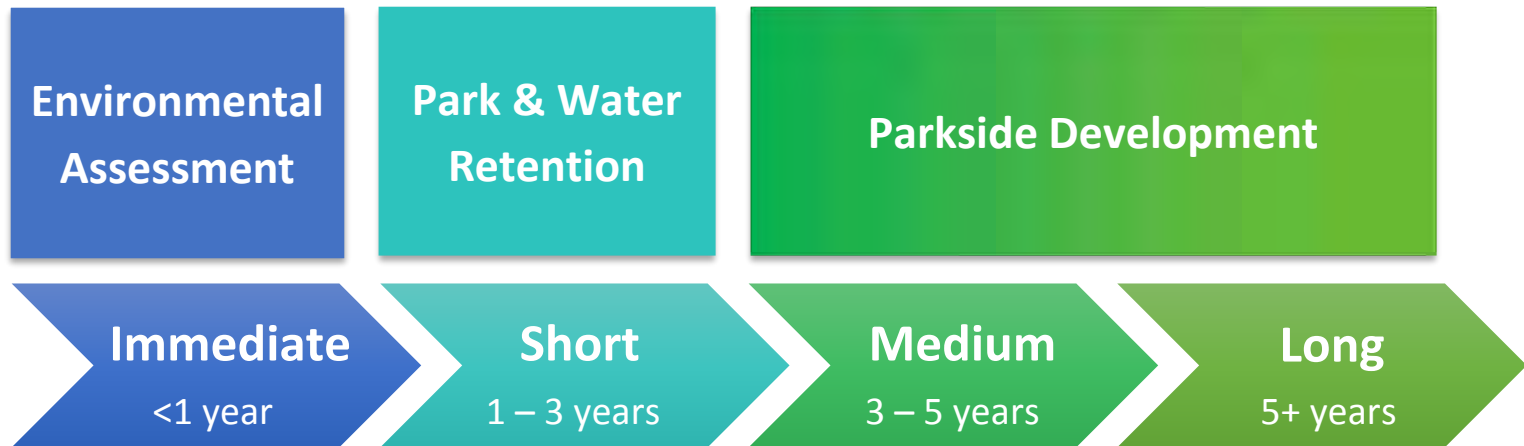
## STRENGTHS

- Flooding alleviation will make parkside development feasible
- Aligning housing development with greenspace addresses equity issues
- Potential green jobs supported by a workforce development program
- Increased access to recreation opportunities and improved mental health

## CHALLENGES

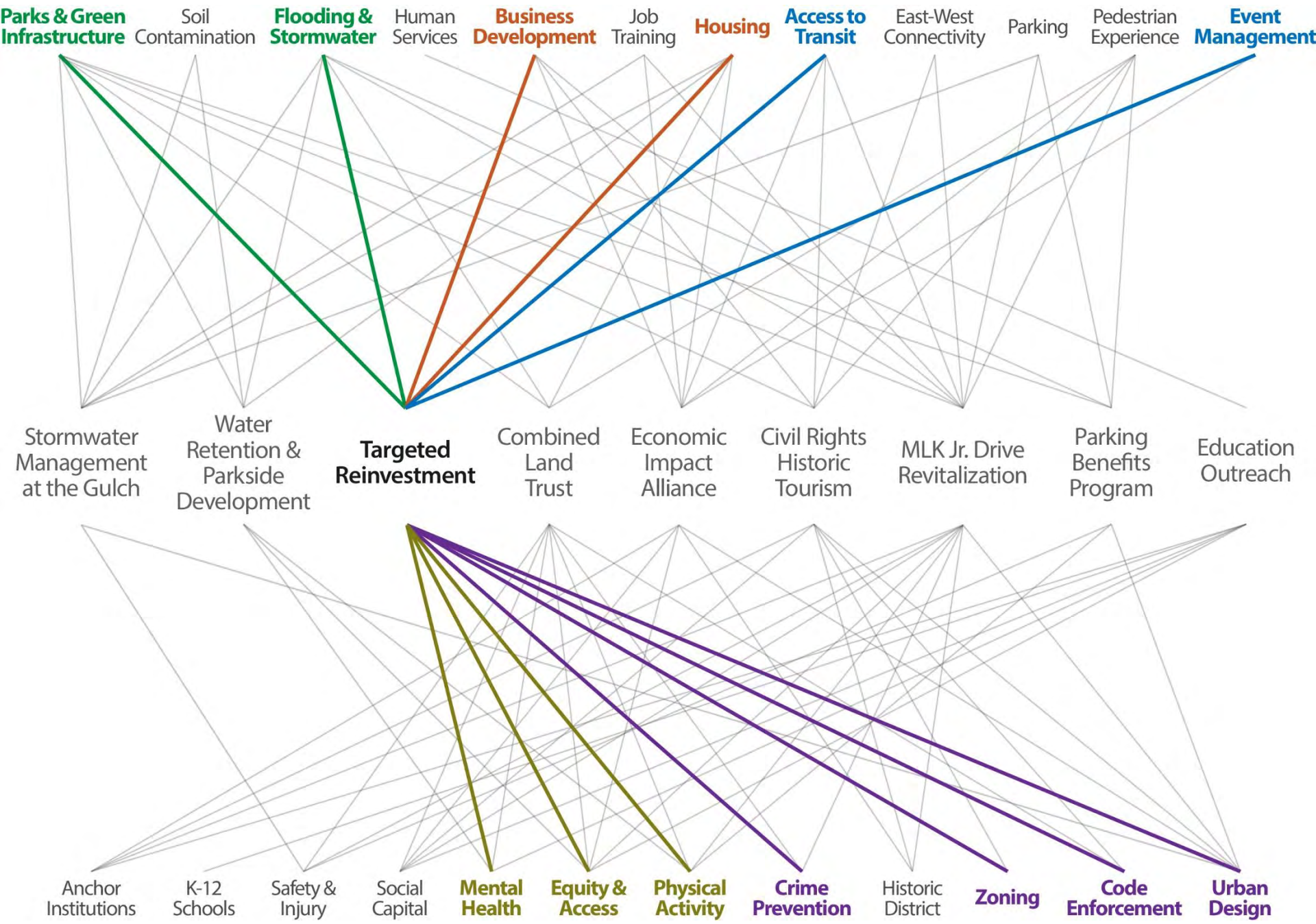
- New park space will require maintenance and security, requiring additional financial resources
- New parks could attract development too quickly, pricing existing residents out of the area

# Mims Park | Timeline



# Targeted Reinvestment | Overview





# Targeted Reinvestment | Partners & Funding

## PARTNERS

- City of Atlanta
  - Code Enforcement
  - Public Works
  - Public Safety
- Fulton County/City of Atlanta Land Bank Authority
- Atlanta Police Foundation Housing Incentive Program
- Nonprofit Developers
- Private Developers

## FUNDING

- Westside TAD Neighborhood Fund
- Westside TAD Community Improvement Fund
- Blank Foundation Westside Neighborhood Prosperity Fund
- Community Development Block Grant Program
- Proposed Housing Trust Fund

# Targeted Reinvestment | Strengths & Challenges

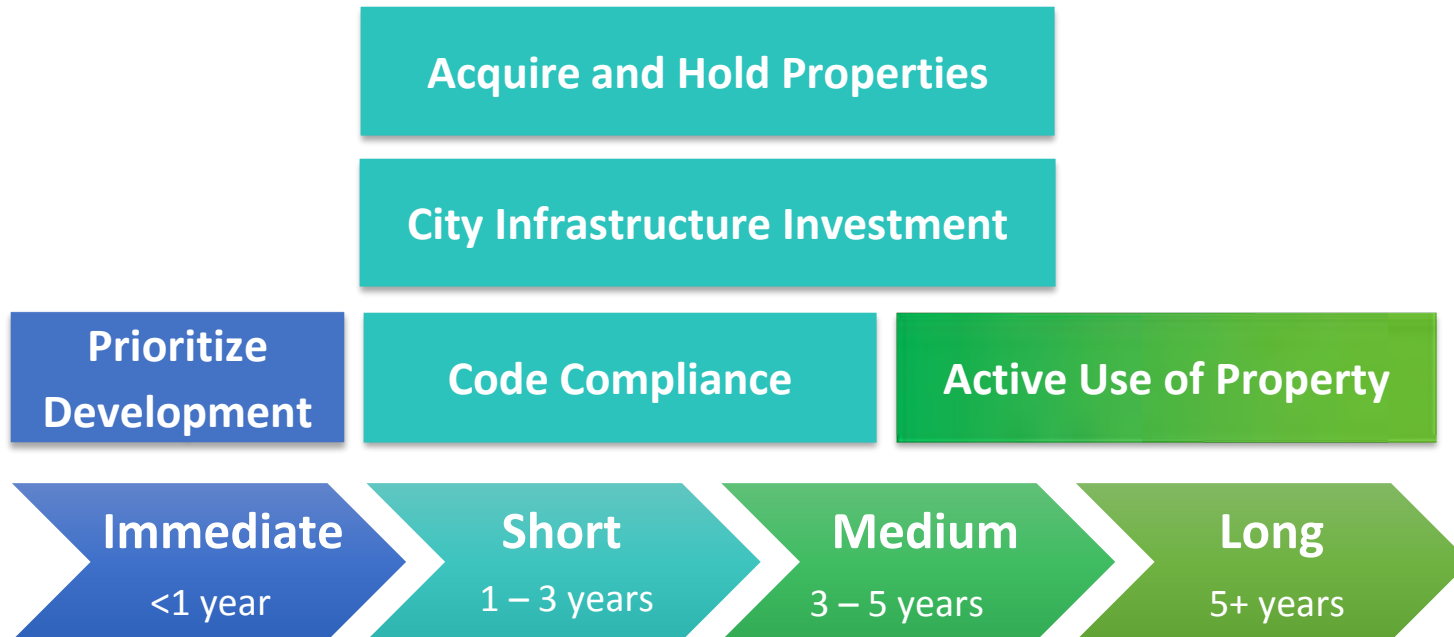
## STRENGTHS

- Maximize impact of limited resources
- Funds from different sources can be leveraged
- Visual impact of investment will attract residents and resources
- Investment will reduce crime, increase safety, and improve mental health
- Housing rehab and infrastructure improvements will improve equity

## CHALLENGES

- Limits areas that receive support initially
- No unified community coalition
- Financial resources are limited

# Targeted Reinvestment | Timeline



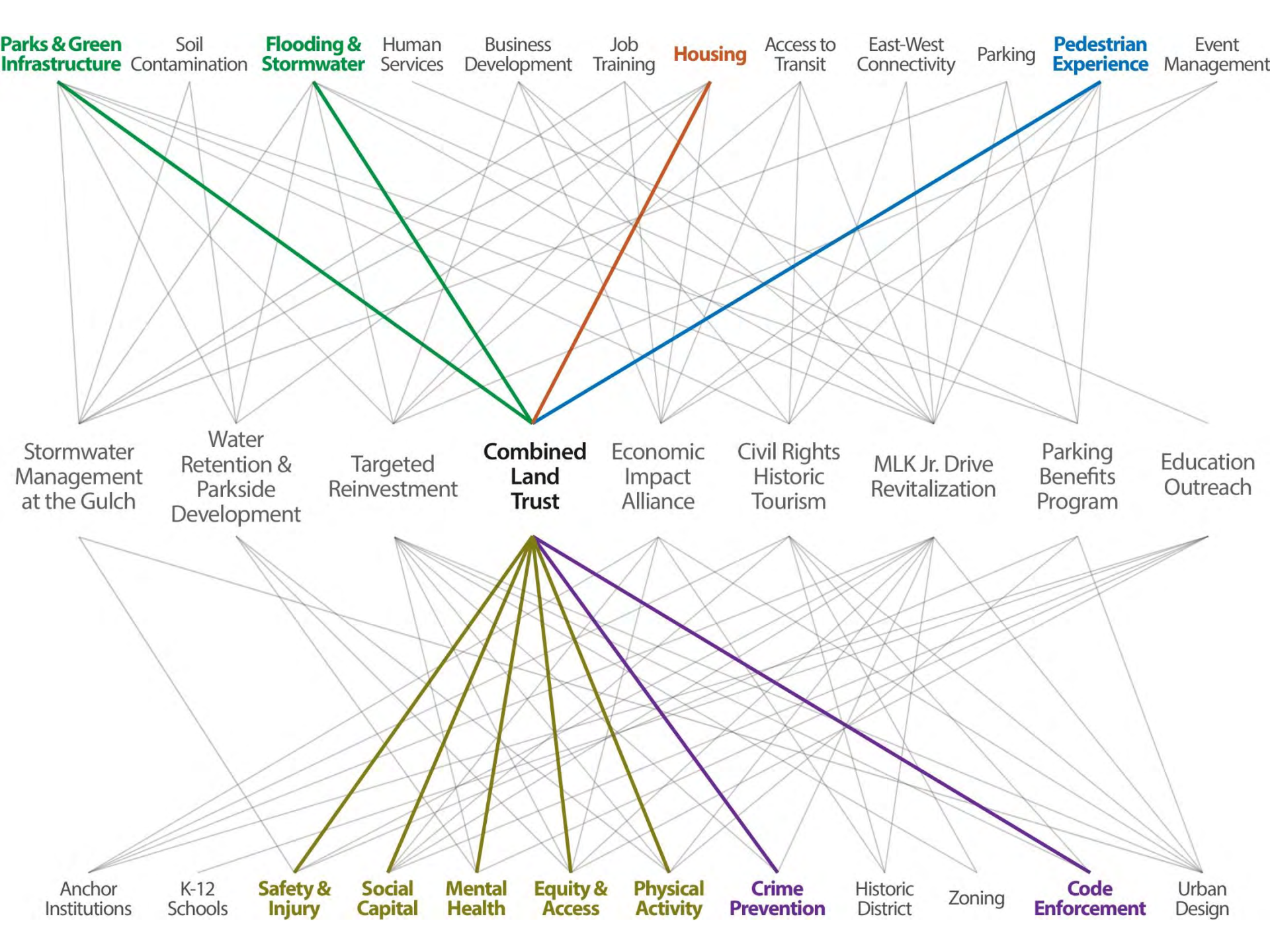
# Expansion of Land Trust | Overview

Community Land Trusts are often focused on for their affordable housing component, but they can also offer opportunities to

- Provide permanent environmental conservation
- Place interim uses on the property, such as urban agriculture
- Provide opportunities for affordable business development
- Assemble vacant property for future development



**Land trusts can take donated tax-delinquent properties and purchase land/houses from Fulton County Land Bank to make land use choices on a case by case basis**



# Expansion of Land Trust | Partners & Funding

## PARTNERS

- Westside Atlanta Land Trust
- Atlanta Land Trust Collaborative
- Vine City Health and Housing Ministry
- University Community Development Corporation
- Bethursday Development Corporation
- Fulton County/City of Atlanta Land Bank Authority
- Atlanta Housing Authority
- Park Pride
- Greater Vine City Opportunities Program, Inc.
- Community Improvement Association
- Other CDCs
- Private land owners

## FUNDING

- Seed funding grants
  - Invest Atlanta Westside TAD Fund
  - Blank Foundation Neighborhood Prosperity Fund
- EPA
- Revenue stream from home sales and land rent
- Donations

# Expansion of Land Trust | Strengths & Challenges

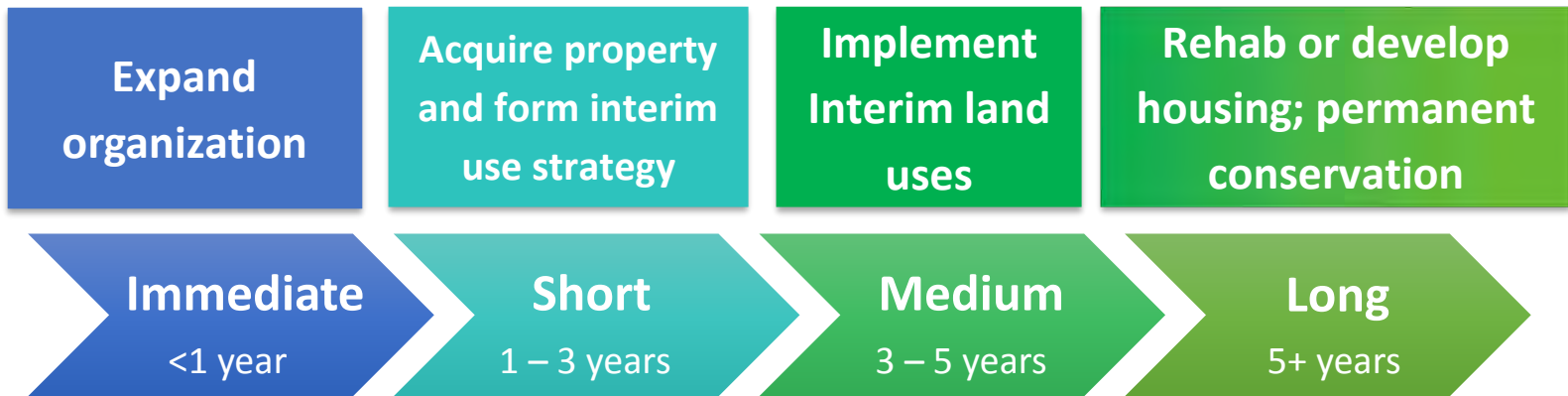
## STRENGTHS

- Flexibility in land use choices
- Active land trust already exists
- Increase safety through maintenance and upkeep
- Permanent housing affordability addresses equity issues
- Stormwater and flooding management
- Increased access to amenities improves mental health and provides recreation opportunities

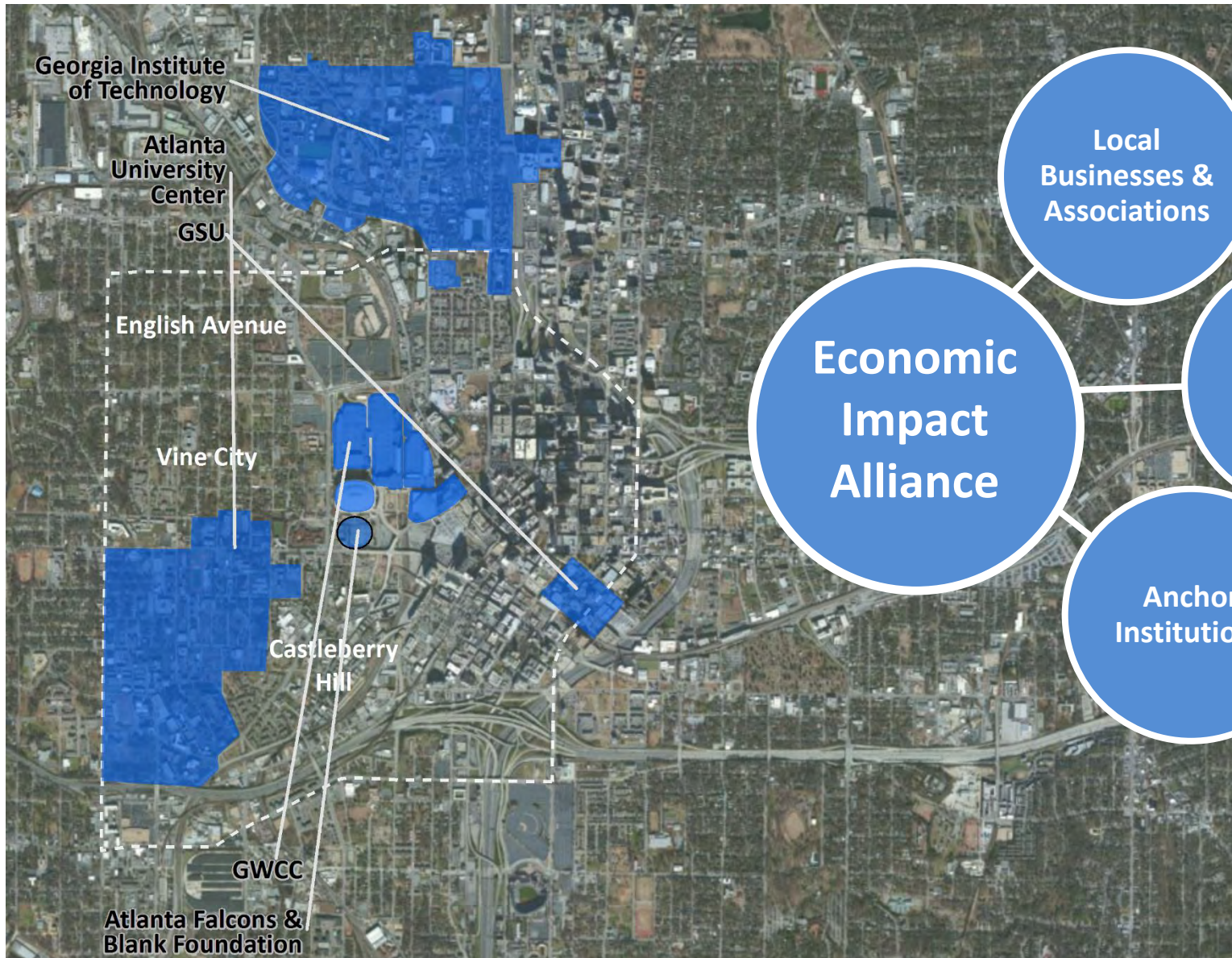
## CHALLENGES

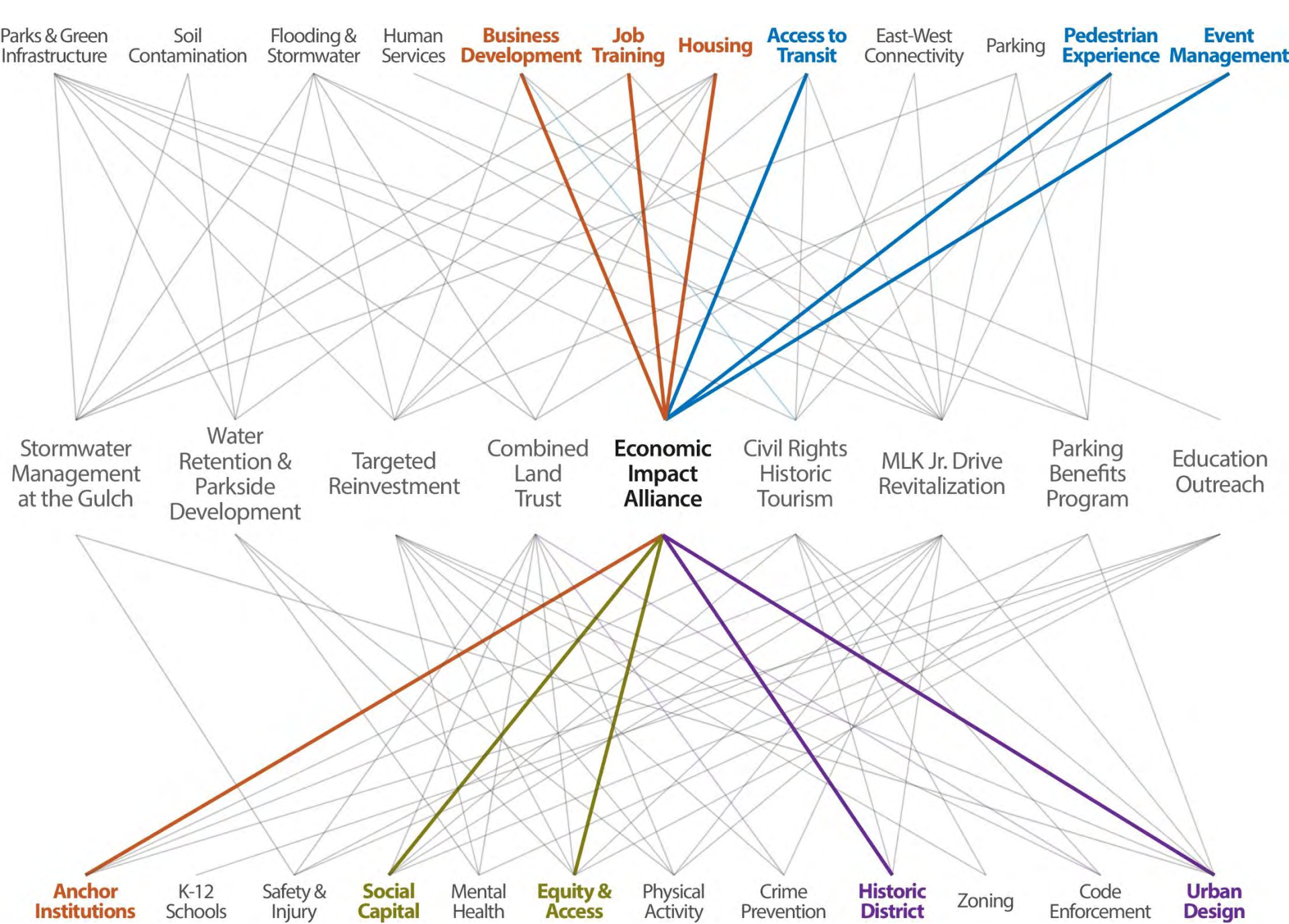
- Requires ongoing organizational structure
- Funding for increased technical assistance and property acquisition
- Maintenance and monitoring required for public safety
- Perceived complicated structure

# Expansion of Land Trust | Timeline



# Economic Impact Alliance-Anchor Institutions | Overview





# Economic Impact Alliance | Possible Goods, Services, and Jobs Path

ANCHOR INSTITUTIONS	BUSINESSES	WORKFORCE TRAINING
<ul style="list-style-type: none"> <li>Food for Dining Halls, Vendors, and Stores Carrying Food Products</li> </ul>	<ul style="list-style-type: none"> <li>Food Production, Processing, and Retail Vendors</li> </ul>	<ul style="list-style-type: none"> <li>Agriculture, Food Processing, Retail and Customer Service, Sales, Administration</li> </ul>
<ul style="list-style-type: none"> <li>Printing for Advertisements, Program Materials, Clothing</li> </ul>	<ul style="list-style-type: none"> <li>Commercial Printers</li> </ul>	<ul style="list-style-type: none"> <li>Basic Technical Skills, Math/Computer Skills, Retail and Customer Service, Sales, Administration</li> </ul>
<ul style="list-style-type: none"> <li>Life &amp; Bio-Science Research &amp; Production</li> </ul>	<ul style="list-style-type: none"> <li>Research consulting groups, advanced manufacturers, labware sales</li> </ul>	<ul style="list-style-type: none"> <li>Lab Technician, advanced technology, computer-aided manufacturing and automated manufacturing training, retail and customer service, sales, administration</li> </ul>
<ul style="list-style-type: none"> <li>Film and sound editing, Falcons media</li> </ul>	<ul style="list-style-type: none"> <li>Sound recording studios, sound engineers</li> </ul>	<ul style="list-style-type: none"> <li>Sound engineering</li> </ul>

# Economic Impact Alliance | Alliance Member Organizations

## ANCHOR INSTITUTIONS

- GT Westside Communities Alliance
- AUC Purchasing
- GA Tech Purchasing
- GA State University Purchasing
- Georgia World Congress Center
- Atlanta Falcons Stadium
- Screen Gem Studios
- GT Enterprise Innovation Institute
- UCDC
- Small Business Development Centers

## FUNDING & SUPPORTING ORGANIZATIONS

- Anchor Institutions
- Invest Atlanta Business Development
- Blank Foundation

## BUSINESSES & ASSOCIATIONS

- NPU-L, NPU-M
- English Avenue-Vine City Ministerial Alliance
- Atlanta Business League
- MLK-Ashby Merchants Association
- Castleberry Hill Association
- West End Merchants Coalition
- Tech Enterprise Park
- North Yards Research Center

## WORKFORCE DEVELOPMENT

- Atlanta Technical College
- Workforce Investment Board
- Georgia TRADE-UP
- Center for Working Families
- Veterans Priority of Service Program
- Quest Communities

# Economic Impact Alliance | Strengths & Challenges

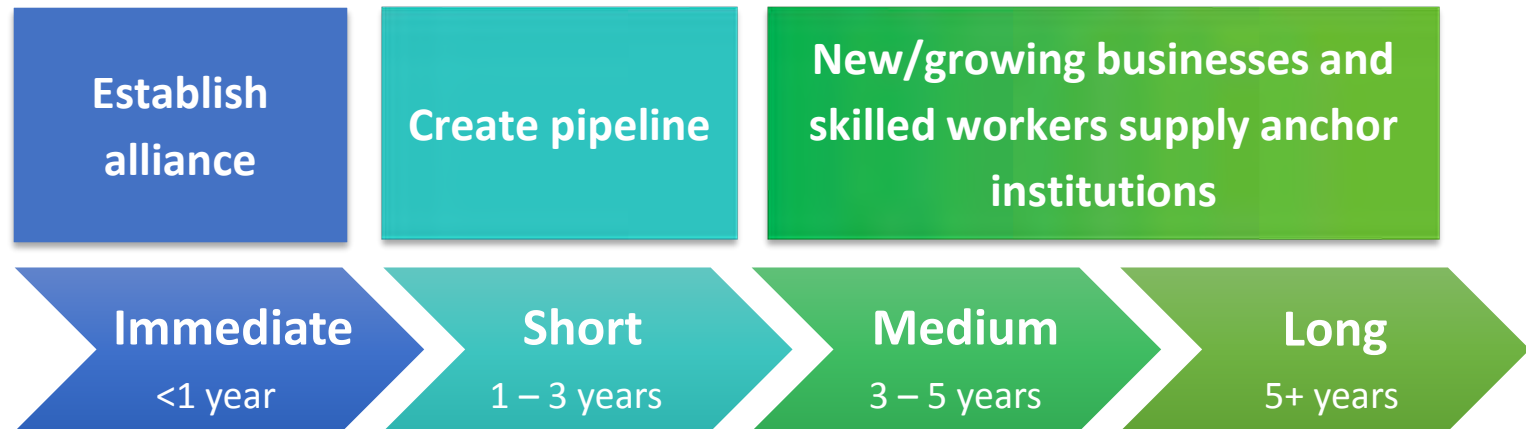
## STRENGTHS

- Feeds graduates of the workforce development program into construction and local businesses/anchor institutions
- Connects strengths and needs of anchor institutions with workforce training and business development
- Easy access to jobs for neighborhood residents improves equity
- Multiple possibilities for resource centers
  - English Avenue School
  - E.R. Carter School
  - Kennedy Middle School
  - Bethune Elementary School
  - Morris Brown College
  - GWCC
- Local entrepreneurship development
- Increases social capital through alliance network and local opportunities

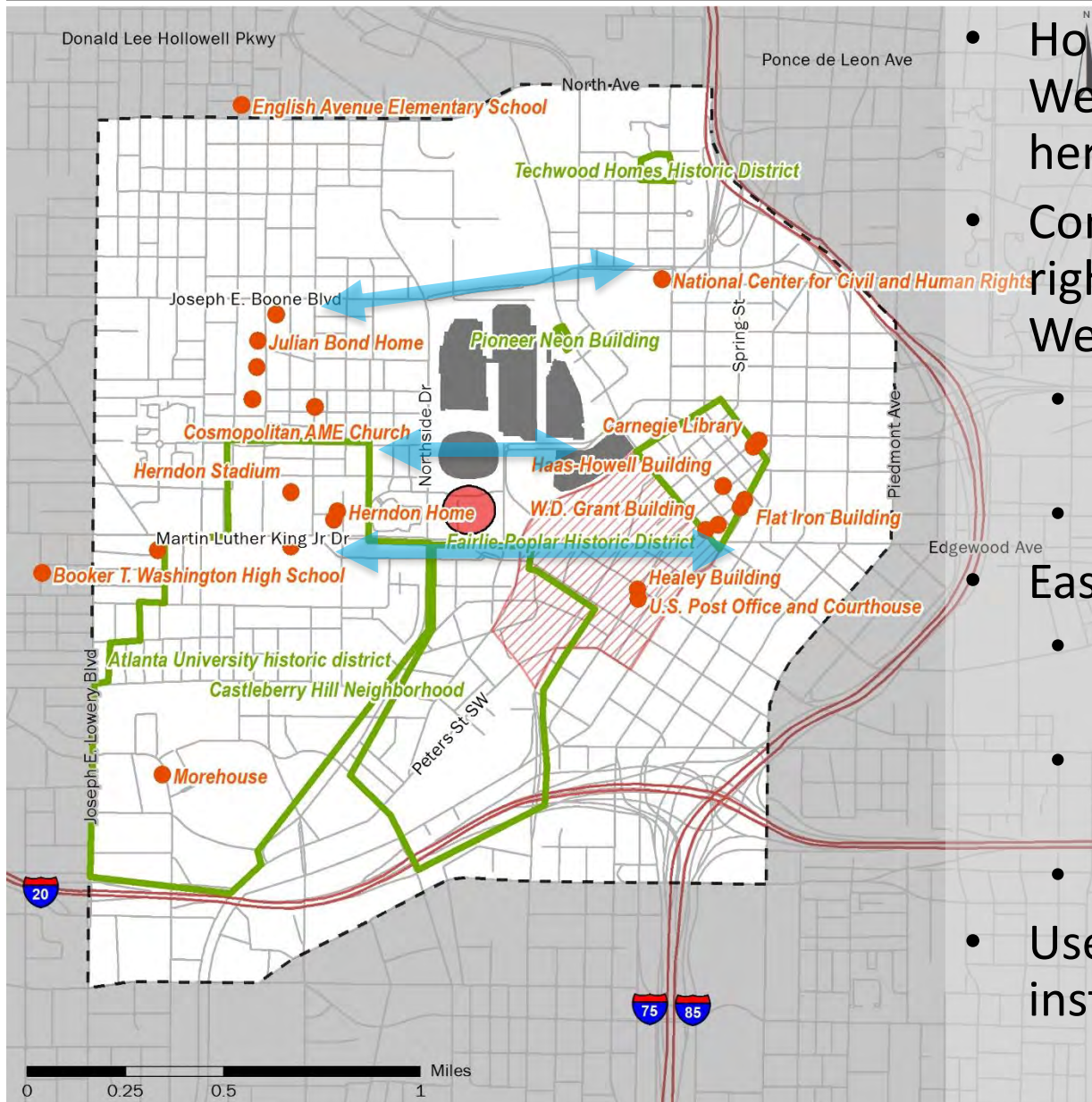
## CHALLENGES

- Potential difficulty gaining full commitment from anchor institutions
- Requires time and staff investment
- Aligning resource services with appropriate locations may be difficult
- Other activities to ensure job training/business development would still need to be occurring in the near term
- Jobs created from local businesses are potentially unstable

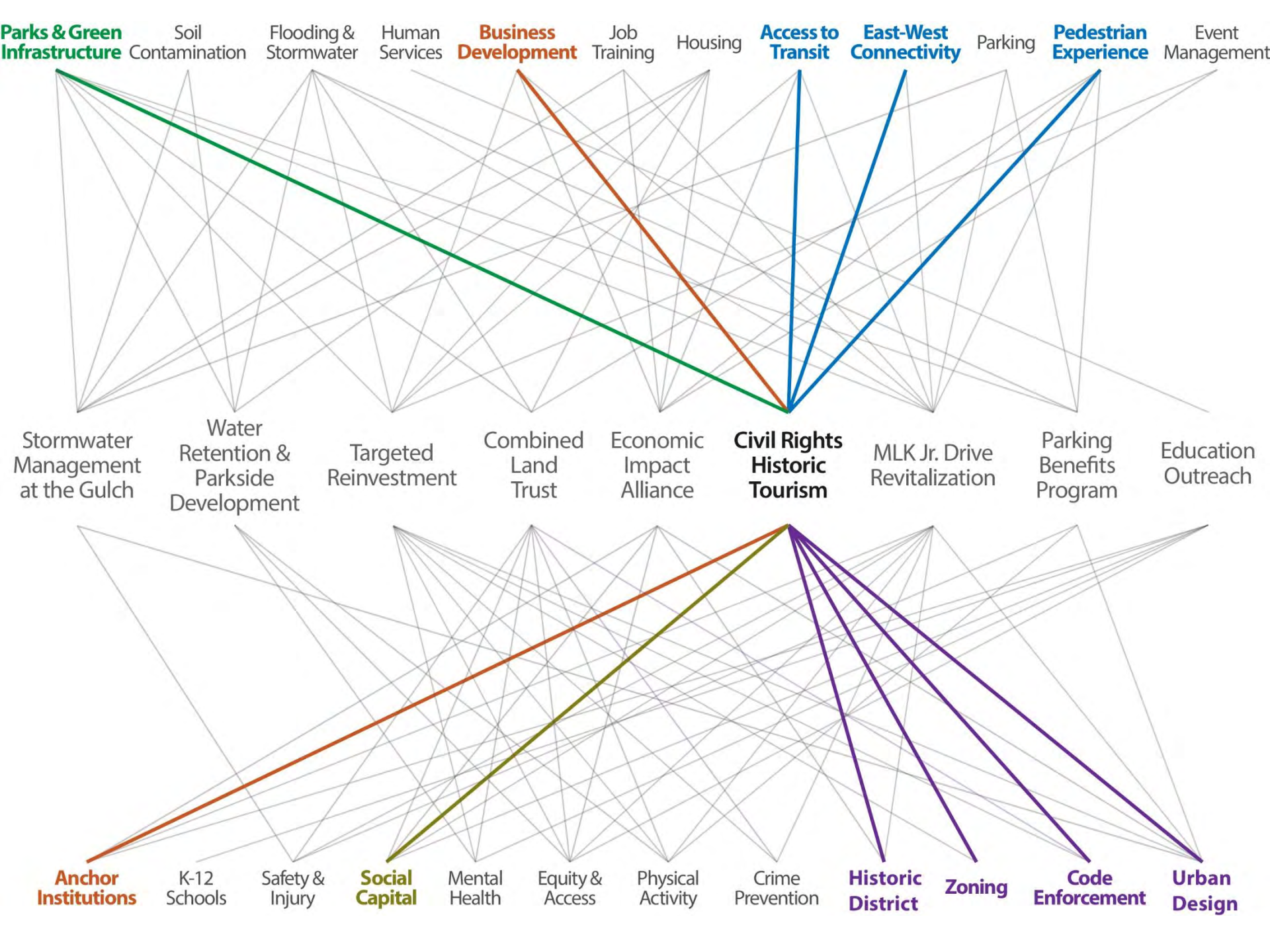
# Economic Impact Alliance | Timeline



# Civil Rights Tourism Extension | Overview



- Honor and celebrate Westside Civil Rights heritage
- Connect historic civil rights sites on the Westside to
  - National Center for Civil and Human Rights
  - Sweet Auburn
- East West Connections
  - Boone Blvd Green Street
  - Martin Luther King, Jr. Dr.
  - Magnolia Street
- Use of artful wayfinding installations



# Civil Rights Tourism Extension | Partners

## PARTNERS

- National Center for Civil and Human Rights
- PATH Foundation
- Atlanta Streetcar, Inc.
- The King Center
- Atlanta University Center
- GT Westside Communities Alliance
- City of Atlanta
- Invest Atlanta
- Blank Foundation
- Historic Westside Cultural Arts Council
- Greater Vine City Opportunities Program, Inc.

# Civil Rights Tourism Extension | Strengths & Challenges

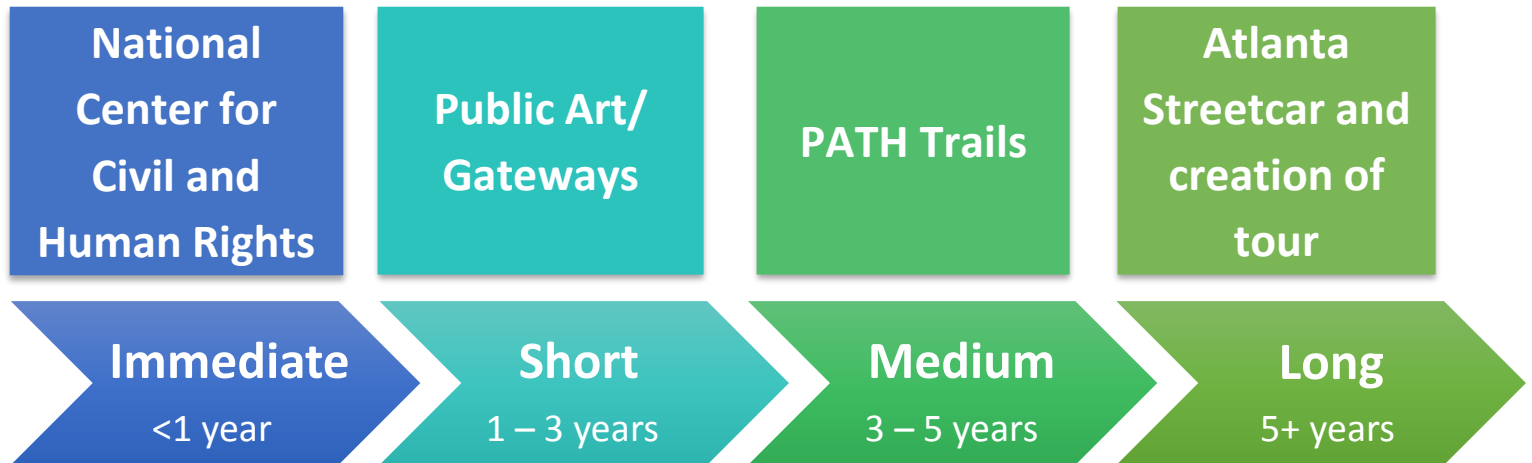
## STRENGTHS

- East/West connectivity potential
- Job opportunities
- Improved pedestrian experience
- Planned Boone Blvd. Green Street project
- Increased social capital through engagement and celebration

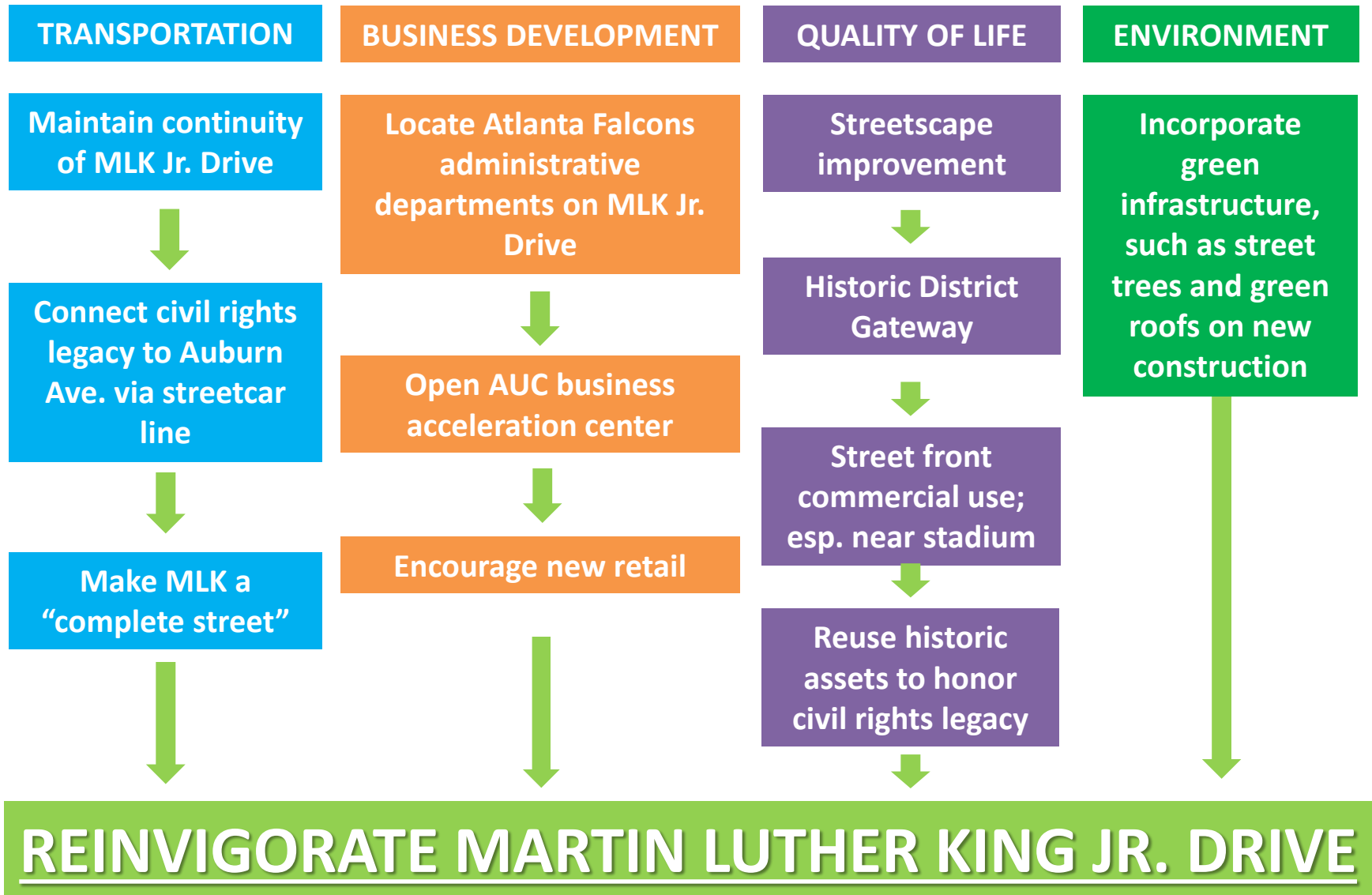
## CHALLENGES

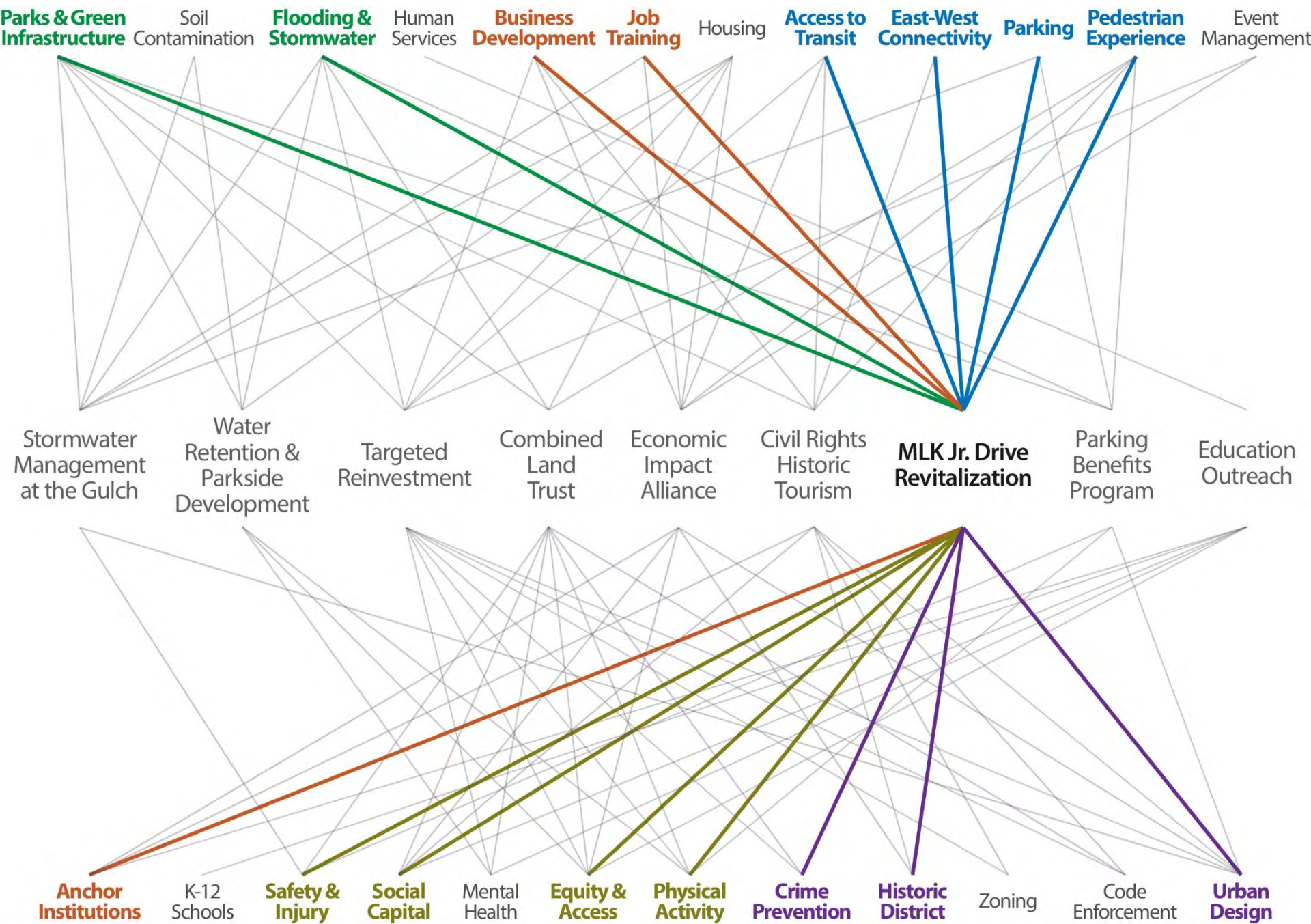
- Tours restrained by direct access to historic sites
- No entity currently pursuing heritage tourism on the Westside

# Civil Rights Tourism Extension | Timeline



# Martin Luther King Jr. Revitalization | Overview





# Martin Luther King Jr. Revitalization | Partners

## PARTNERS

- MLK-Ashby Merchants Association
- Atlanta Business League
- City of Atlanta
- AUC
- Falcons
- GDOT
- Invest Atlanta
- MARTA
- Atlanta BeltLine /Streetcar
- Historic Westside Cultural Arts Council

# Martin Luther King Jr. Revitalization | Strengths & Challenges

## STRENGTHS

- Bring offices and employees to MLK – retail opportunity
- Connect civil rights legacy and provide access for potential clientele from King's boyhood to adulthood home
- Business accelerator – employment opportunity for AUC students
- Improve connectivity between Westside neighborhoods and Downtown
- Loosen dividing nature of MLK
- Manage game day travel demand
- Provide better transit access
- Encourage physical activity and increase safety

## CHALLENGES

- Difficult to relocate offices without commitment from anchor groups such as the Falcons
- Need to ensure that economy will support development along MLK
- Possible right-of-way limitations. Need to ensure that traffic impacts will be tolerable
- Need to ensure that transit ridership levels will be sufficient and consistent

# Martin Luther King Jr. Revitalization | Timeline



# Parking Benefits Program | Overview

The dedication of a small percentage of city and stadium parking revenue collected around the new stadium to go to streetscape improvement and maintenance.



Photo taken in Sept 2013

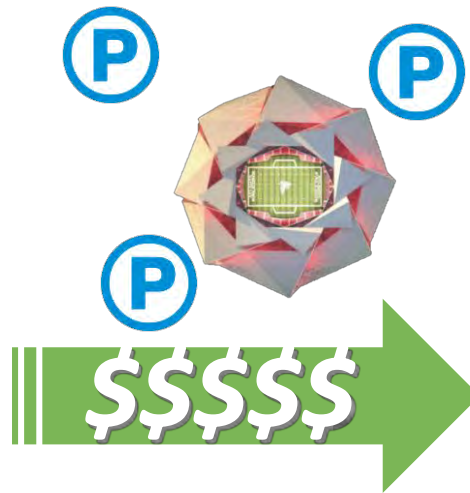
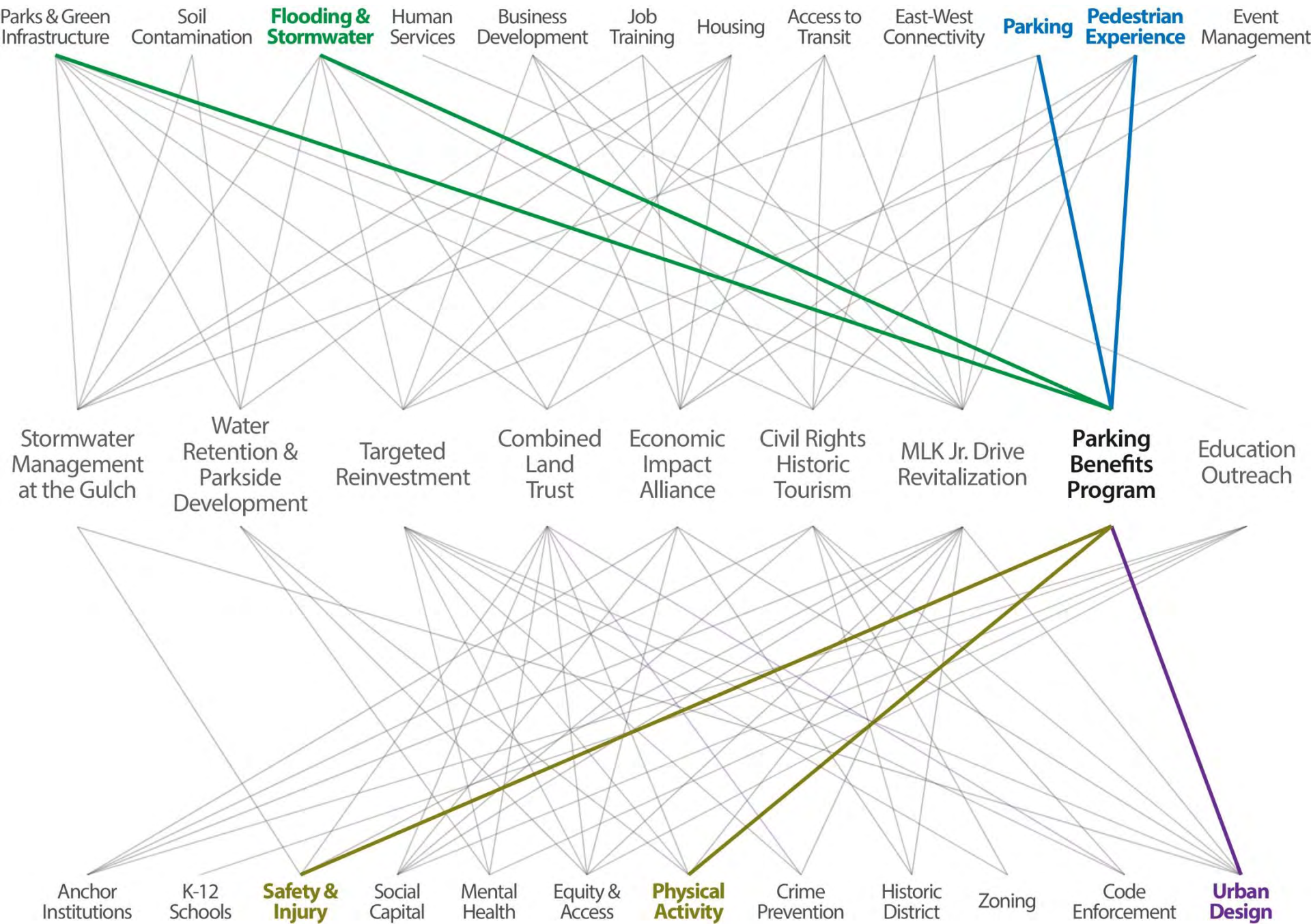


Image source: Google Image



# Parking Benefits Program | Partners & Funding

## PARTNERS

- Georgia World Congress Center
- Atlanta Falcons
- City of Atlanta Public Works Department
- Georgia Tech's School of Civil Engineering

## FUNDING

- No funding needed to set up the program

# Parking Benefits Program | Strengths & Challenges

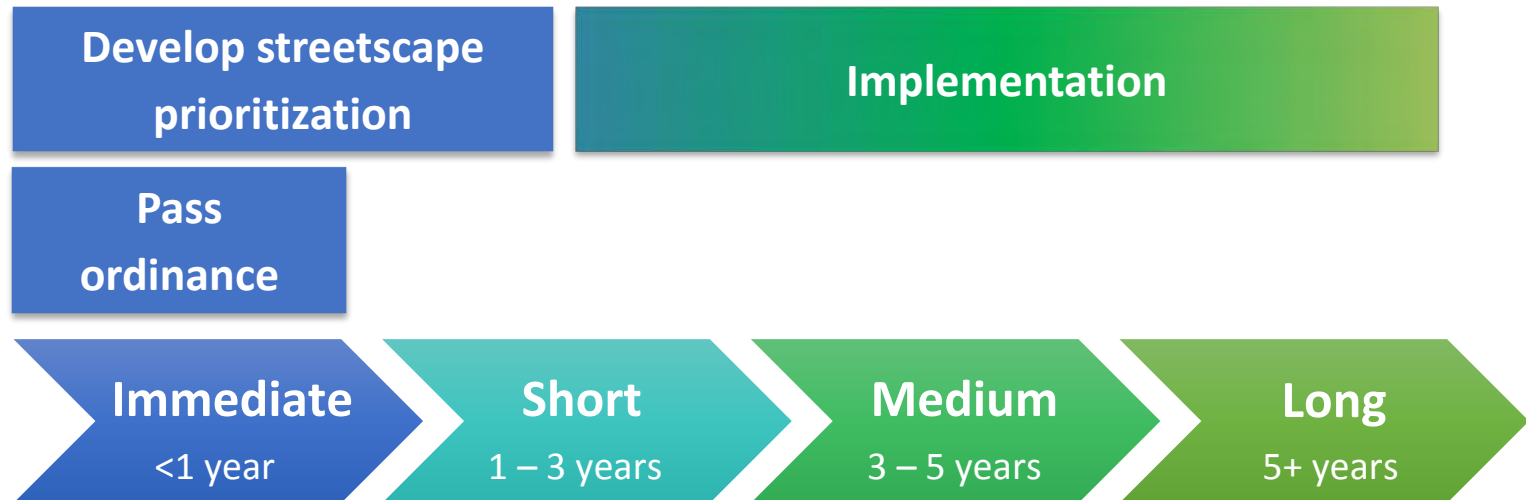
## STRENGTHS

- Funding for streetscape improvements
- Reinvestment in communities surrounding the stadium
- Increase safety and encourage physical activity through pedestrian infrastructure improvements

## CHALLENGES

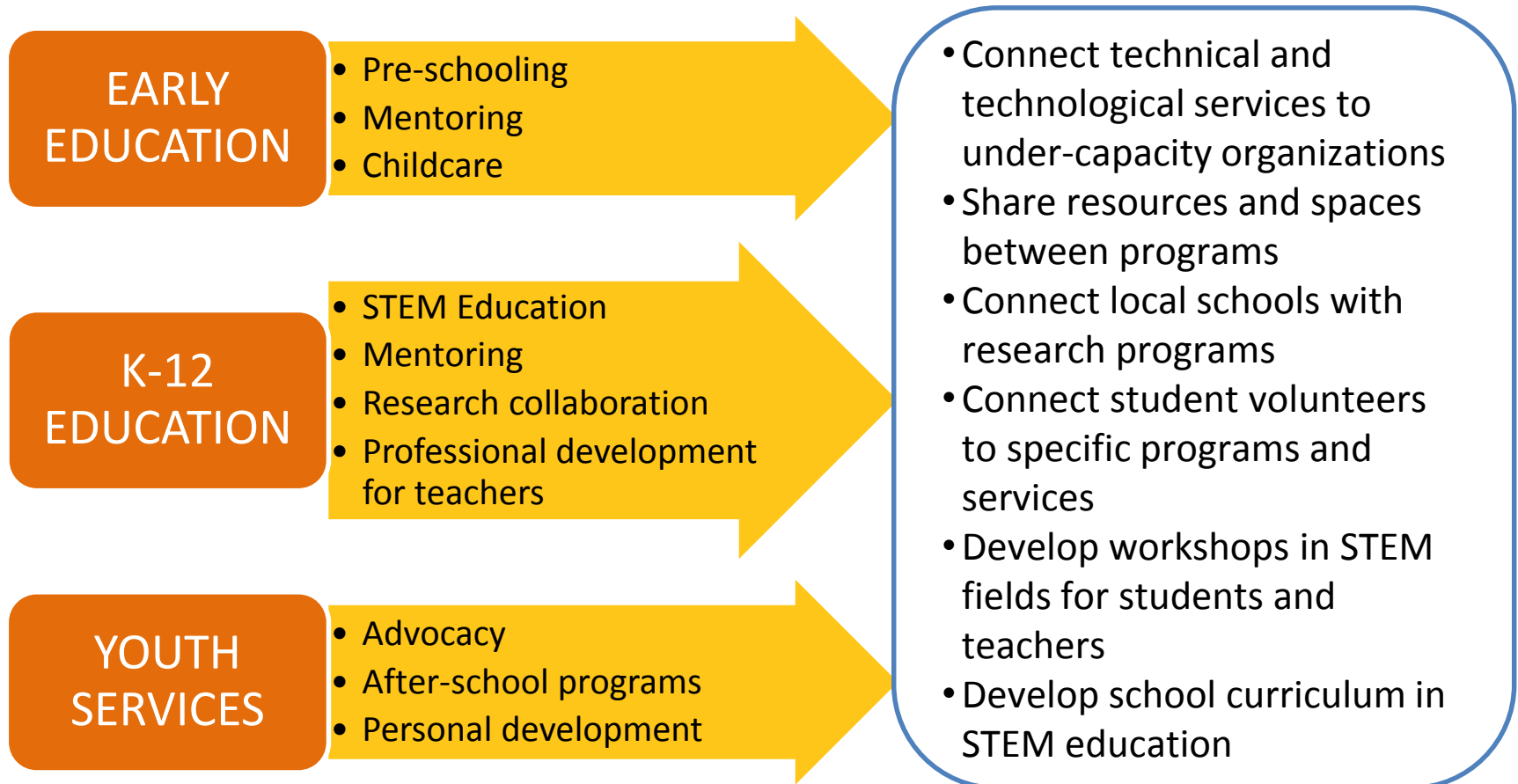
- Opportunity cost of other uses of parking revenue
- Sponsors favor surface parking over parking deck
- Discourage redevelopment of current parking lots

# Parking Benefits Program | Timeline

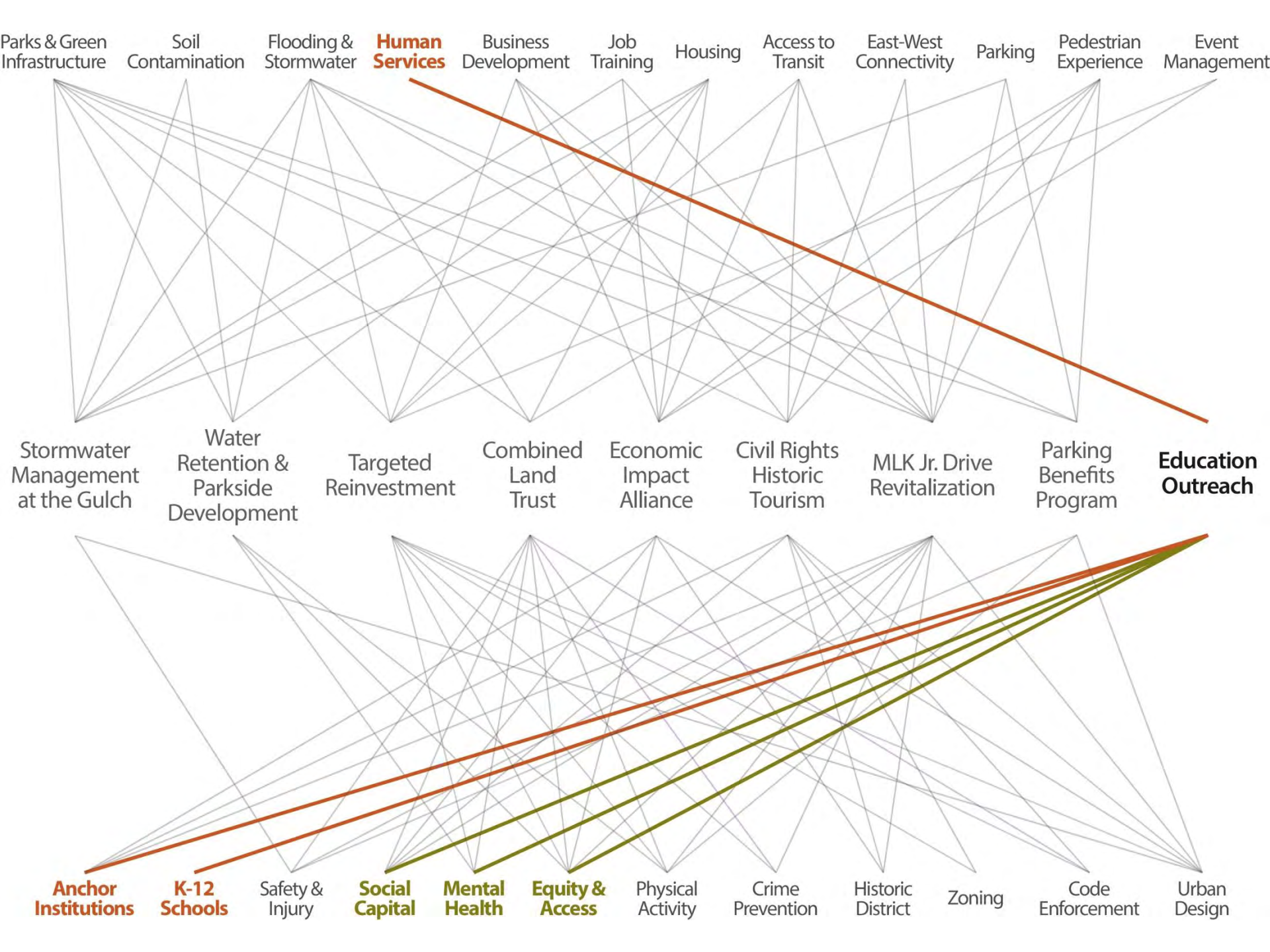


# Consolidated Education Outreach | Overview

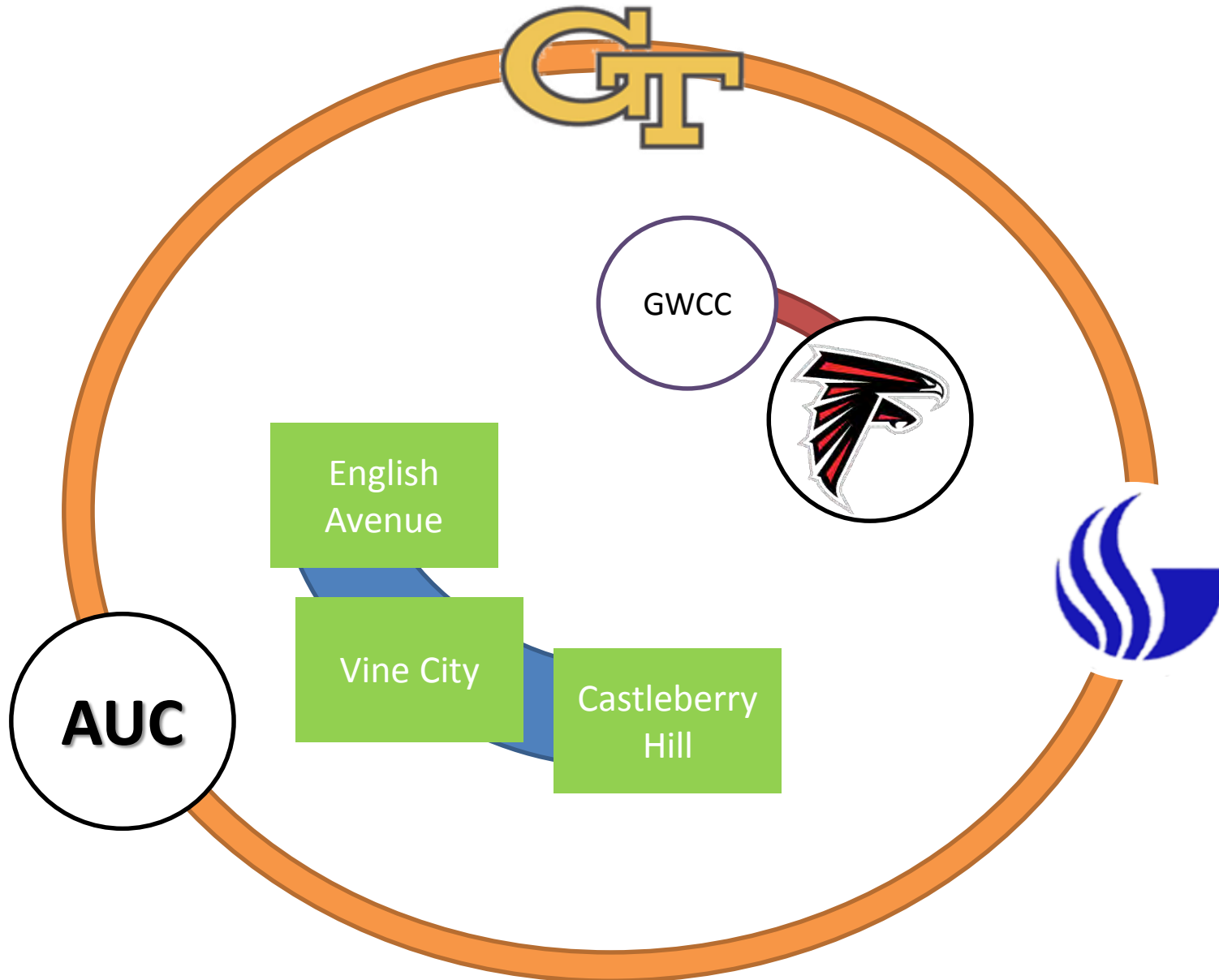
Creation of an overarching framework for education outreach involving the following:



STEM = Science, Technology, Engineering, and Math



# Consolidated Education Outreach | "Anchors" for Community



# Consolidated Education Outreach | Partners & Funding

## PARTNERS

- Georgia Tech Westside Communities Alliance
  - Ivan Allen College of Liberal Arts
  - College of Architecture
  - Office of Leadership & Civic Engagement
  - Office of Government and Community Relations
  - Center for Education Integrating Science, Mathematics, and Computing (CEISMC)
- Atlanta University Center (AUC) colleges
- Georgia State University
- Georgia World Congress Center
- Atlanta Public Schools (traditional and charter schools)
- Early education providers
- JumpStart, Americorps
- Local Houses of Faith
- Bellwood Boys and Girls Club
- Local organizations including
  - Kids First!
  - Raising Expectations
- Greater Vine City Opportunities Program, Inc.
- Historic Westside Cultural Arts Council

## Funding

- Grants/ funds
  - National Science Foundation
  - Board of Education
  - Blank Foundation
  - Georgia Tech Foundation
  - Atlanta Public Schools
- Private Funding for specific projects

# Consolidated Education Outreach | Strengths & Challenges

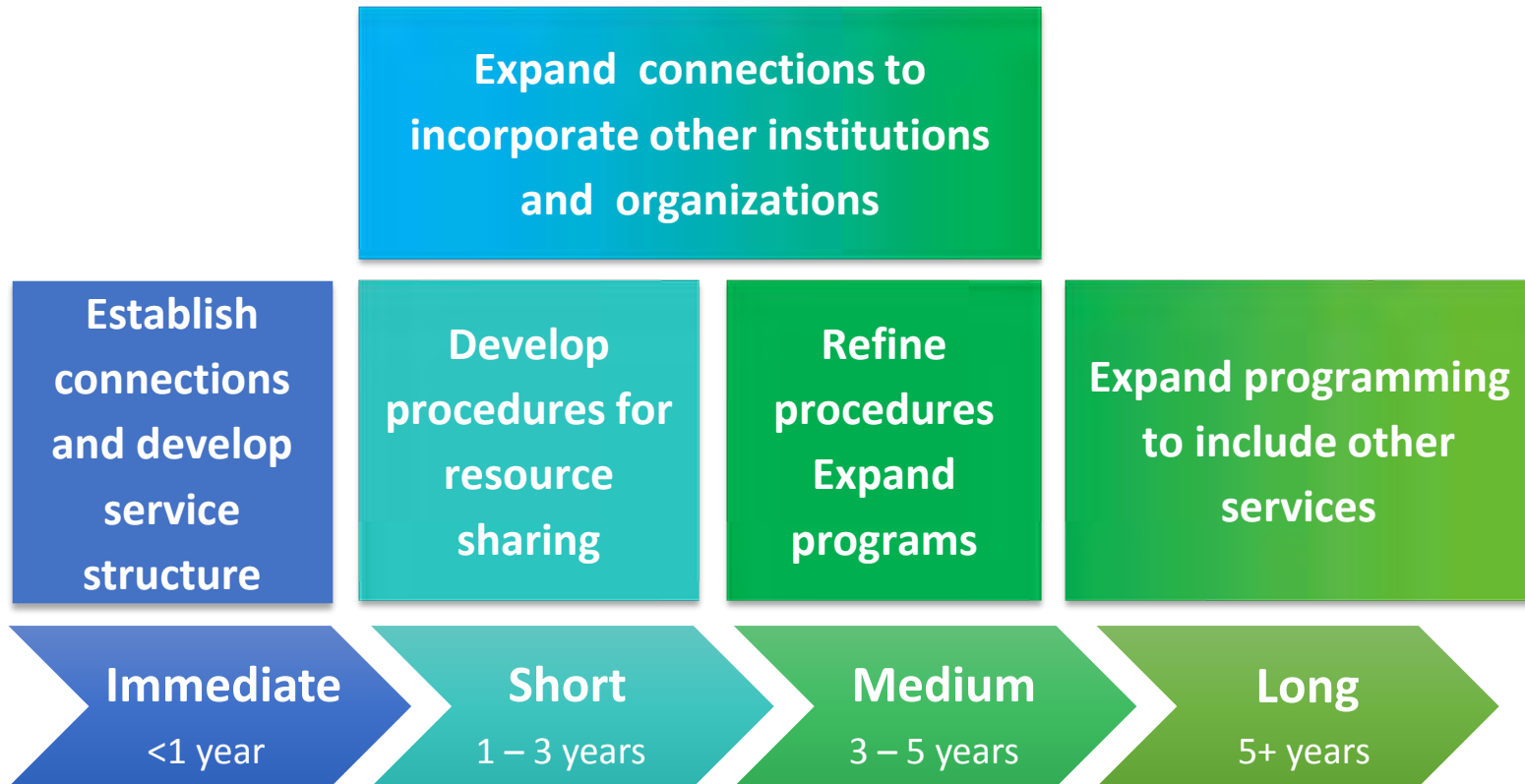
## STRENGTHS

- Connectivity between organizations
- Capacity building through combining resources
- Ability to scale up programs
- Improved overall property value because of school performance
- Potential to expand curriculum: e.g. ecological learning
- Improved education leads to positive health outcomes by increasing equity and access
- Increase in social capital through network building

## CHALLENGES

- Coordination between various organizations
- Administrative capacity requirements
- Sustaining power of student organizations
- No secure revenue stream

# Consolidated Education Outreach | Timeline



## Contact

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GT WCA Web: [westsidegtalliance.org](http://westsidegtalliance.org)