Home Run: Reinventing a Sports Icon—Turner Field Stadium Neighborhoods LCI
September 29, 2017
GPA
Presenters

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Perkins+Will

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City of Atlanta

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Urban Designer / Architect
Perkins+Will
Introduction
John Skach
Perkins + Will
“This is not Wrigley or Fenway or even Petco. This is Turner Field, and outside this ballpark there’s nothing to do and nowhere to go but home”

Rebecca Burns, The Other 284 Days, Atlanta Magazine
April 1965: Atlanta Fulton County Stadium is completed
April 1974: Hank Aaron hits home run #715
September 1990: Atlanta is awarded the 1996 Olympic Games
July 1993: Construction begins on Centennial Stadium
October 1995: The Braves win the World Series
July-August 1996: Centennial Olympic Games
March 1997: Turner Field opens

September 2012: Invest Atlanta issues “Call for Ideas”
November 2013: Braves announce their departure
December 2013: Community-based Task Force created
May 2014: Carter / GSU unveil redevelopment plans to AJC
November 2014: Application for Livable Centers Initiative
March 2015: Turner Field Community Benefits Coalition formed
May 2015: Livable Centers Initiative consultant RFP issued
June 2015: Carter holds public meetings on redevelopment plan
July 2015: Consulting team selected
September 2015: AFCRA public forum on stadium disposition
October 2015: Developer RFP issued for 67 acres
November 2015: Start of LCI Planning Process
November 2015: Developer bids received
The Study Area
Four Essentials

A Plan: determined through research and a robust public process

A Communications Strategy: emphasizing transparency and education

An Organizational Strategy: with clear responsibilities and expectations

A Decision-Making Framework: inclusive and with consensus on terms
The Plan for Making the Plan
Introduction
Jessica Lavandier
City of Atlanta Strategic Planning Division
A Brief History

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A Rich History

**Historic photo at the intersection of Georgia Avenue and Capitol Avenue**

**Hebrew’s Orphan’s Home**

**Piedmont Hospital**
Existing Conditions- 1940
Every decade has its big idea.
Atlanta Fulton County Stadium

55,000 seats and 6,600 parking spaces, private land converted to parking, streets converted to one way, neighborhood flooded with game day parking
Many voices have shaped this place.

And each voice left their mark.
Many voices have shaped this place.

Depiction of the changes in the urban fabric of the core area (defined as the Turner Field stadium site and its surroundings lots).
Redevelopment Plans

**Summerhill:** 1993, 2006

**Peoplestown:** 1996, 2006

**Mechanicsville:** 1993 + 1995, 2004

**Pittsburgh:** 1994, 2008, 2017

**BeltLine Subarea Plans:** 2009
Redevelopment Plans: Zoning Changes
Stadium Tax Allocation District: 2006

Primary goal of the TAD is to: provide a funding source for the construction of public parking decks on the surface parking, and streetscape improvements and to encourage development activity

3,630 Residential units

860,000 SF of commercial uses (retail, office and hotel)
Stadium Tax Allocation District: 2006

Redevelopment of the 55-acre parking lots surrounding the stadium and neighborhoods into a **mixed-use sports and entertainment district**
The $300 million development plan for the 77 acres includes:

- a 30,000-seat football, soccer and track-and-field stadium on the Turner Field site
- a new baseball complex in the former location of Atlanta-Fulton County Stadium that preserves the Hank Aaron wall in the new baseball stadium
- the preservation of the Olympic cauldron
- a mix of student, single-family and apartment residences, restaurants, a grocery store and other retail
- new instructional space, parking and green space in a walkable setting
Turner Field Stadium Neighborhoods

**Highest amount awarded for an LCI**

Partnership with City of Atlanta, Invest Atlanta, Annie Casie Foundation and AFCRA

Core Management Team Included TFCB Coalition Representative

APS Middle and High School students created and completed survey

Incorporated Stormwater completed by the TFCB coalition
Time Line

**November 2013:** Braves Announce they are leaving Turner Field

**December 2013:** Task Force created to develop recommendations in the neighborhoods surrounding Turner Field

**May 2014:** Carter and GSU unveiled plans for a redevelopment of Turner Field into a football stadium, housing and retail to the editorial board of The Atlanta Journal-Constitution

**November 2014:** Application for Livable Centers Initiative

**March 2015:** Turner Field Community Benefits Coalition formed

**June 2015:** Carter holds public meetings on their redevelopment plan

**October 2015:** RFP for the sale and redevelopment of 67 acres including Turner Field

**November 2015:** Start of Turner Field Stadium Neighborhoods Planning Process

**December 2015:** Carter/GSU bid selected for sale of Turner Field

**July 2016:** Rezoning of parcels around Turner Field- needed to close on the sale

**September 2016:** Turner Field LCI adopted

**January 2017:** Carter and GSU close on the sale of Turner Field
The Community’s Perspective
Laura Beall
Eagle Eye Planning Solutions, LLC
The Announcement

Braves Plan to Leave Turner Field for Suburbs
November 11, 2013 NEW YORK TIMES Richard Sandomir

The Braves Are Abandoning Atlanta and Their 17-Year Old Baseball Stadium
November 11, 2013 THE ATLANTIC Eric Levenson

Mayor: Turner Field to be demolished in 2017
November 12, 2013 AP Published

Based On Its Location, Is Turner Field Site Screwed?
November 13, 2013 CURBED ATLANTA Josh Green

If Braves leave Turner Field, what happens to the history?
November 21, 2013 CREATIVE LOAFING Tracey Long

Residents near Turner Field mixed about Braves moving
December 03, 2013 CBS46.com

So What Happens to the Summerhill Neighborhood After the Braves Leave?
September 18, 2014 ATLANTA DAILY NEWS Terry Shropshire
The Coalition Formation

**Began in 2014 within NPU-V Neighborhood Leadership**
Formally organized in Spring 2015

**Membership:**
Resident associations based in the immediate communities
Resident associations and other organizations in adjacent south Atlanta communities
Endorsing organizations that have a broader geographic focus.

**Mission:**
Inclusive Planning
Transparent Development
Community Benefits
The Coalition Activities

Educational Workshops
Organizational Training
Visioning
Experts & Partnership Resources
Activism and Lobbying
The Community, Coalition and LCI

Neighborhoods supported the application to ARC
Advocated scope for LCI RFP
Representation on the LCI Project and Core Teams
Grassroots neighborhood outreach of all LCI activities, meetings, updates

**Advocated LCI in AFCRA’s Development RFP**

Sponsored online **Community Survey** (summary)

**American Rivers partnership to address storm water component outside of LCI** (summary)

Advocated LCI in the City’s sale and rezoning of the property
The Coalition and LCI

**Turner Field Community Survey**
- 1,783 responses (960 w/i LCI)
- Funded by SMP Community Fund, Annie E. Casey Foundation, Atlanta City Councilmembers Carla Smith and Andre Dickens
- Sycamore Consulting conducted an online, paper and one-on-one surveying over a month in late 2015
- Coalition deployed a field crew with paper surveys at meetings, events, and door-to-door canvassing
- Neighborhood organizations promoted survey opportunity to all residents with in LCI Core Area

**Over 50% respondents envision that the new development should:**
- Manage Storm water
- Serve the Surrounding Neighborhoods
- Blend in with the Community
- Be Environmentally Friendly
- Create More Job Opportunities
- Include Public Parks/Green Space
The Coalition and LCI

**Green Stormwater Infrastructure Feasibility Assessment for the Core Area of the Turner Field Stadium Neighborhoods Livable Centers Initiative**

- Funded by the Turner Foundation
- Using three LCI Concepts for Core Area, the analysis is based on capturing and infiltrating the 95th percentile storm on site using GSI, which in Atlanta equates to 1.8 inches of rainfall in 24 hours

**Recommendations**

- Capture 1.8” of rainfall or more from rooftops and store the volume in cisterns for reuse.
- Dedicate 5.5% of all landscaped areas outside of buildings for bioretention.
- Dedicate 0.7% of all park areas to bioretention.
- Pave new streets with permeable pavers wherever possible throughout the site.
- Treat runoff from sidewalks and non-permeable streets with bump-out bioretention cells, which would comprise 6.6% of all non-permeable streetscape. updates to 1.8 inches of rainfall in 24 hours
- Analysis by: Christopher Morphis Contact: Jenny Hoffner, Jeremy Diner
The Coalition “Ask”

- Infrastructure & Design
- Economic Development
- Housing & Anti-Displacement
- Educations, Human Services, Arts & Culture
- Community Safety
- Community Benefits Implementation & Oversight
- $22.1 Million Initial Contribution plus $350,000 Annual Revenue Stream for Housing, Education and Community Grants
The Community Divided

**Group takes to tents to protest Georgia State’s plans for Turner Field**
April 3, 2017 The Atlanta Journal-Constitution  J. Scott Trubey

**CBA supporters camp at Turner Field to protest development deal**
April 7, 2017 Creative Loafing  Sean Keenan

**GSU-Turner Field neighborhoods strike deal to address community change**
April 24, 2017 The Atlanta Journal-Constitution  Leon Stafford

**Neighbors at odds over GSU-Turner Field agreement**
April 26, 2017 The Atlanta Journal-Constitution  Becca J. G. Godwin

**Turner Field Neighbors Divided Over Community Benefits Agreement**
May 12, 2017 GPB News/ NPR  Rickey Bevington
Agreement Reached

Southside Community Investment Agreement:
- Infrastructure & Design to follow LCI
- Economic Development
- Housing
- Public Safety
- Southside Fund with stakeholder and community oversight

GSU Commitment in five broad themes:
- Building Strong Educational Foundations
- 2. Building Vibrant, Healthy, and Safe Neighborhoods
- 3. Promoting and Leveraging the Arts, Culture, and Sports
- 4. Enhancing Science and the Urban Environment
- 5. Encouraging Entrepreneurship and Economic Development
The Current Status

**Activities in 2017:**
- City Council created Housing Trust Fund with $5 million from sale of property (Spring 2017)
- Team formed consisting of Carter and Four Neighborhood Association Presidents (Summer 2017)
- GSU renovated stadium and kicked off Panthers football season (Summer 2017)
- Carter renovating commercial buildings on Georgia Ave and preparing for next phase of development (current)
- Team creating Southside Catalyst Fund (current)
The Current Status

**Southside Catalyst Fund**

**Team is hiring staff Executive Director to:**

- Fundraise for operations and community grants
- Establish organization as 501(c)3
- Facilitate partnerships
- Develop an implementation plan re-prioritizing projects and programs
- Re-organize community engagement
Community Engagement Process
Audrey Plummer
Perkins + Will
LCI Process—Focused On Engagement
Organized Response

(1) LCI Kickoff
Workshop in December

(2) Core Area Visioning
Workshop in January

(3) Neighborhoods Visioning
Workshops in March

(4) Celebrating at Atlanta Streets Alive
Open House in April

(5) LCI Projects Open House
Open House in June

(6) Key Opportunity Forum
Forum in August
Living Design Lab—LCI Kickoff
Fanplex Before Intervention
Work Stations

**ASK**
Participants were encouraged to write questions on a chalk board and get real-time answers from DPCD and the consulting team.

**LEARN**
This station is focused on the local knowledge, the TFLCI process, initial existing conditions findings of the study area and recommendations from previous plans.

**WISH**
A wish list of the community’s aspirations was created and also included a portion of the Healthy Living Exhibition by the Museum of Design Atlanta in which participants sketched their desires for the future of the Turner Field Stadium and the surrounding parking lots.

**SHARE**
“Share” station was a video booth where participants were asked to record their answer to the question: What is your favorite thing about your neighborhood?
Mayor Kasim Reed at the Kickoff
Full House!
A Transformed Space Engages People
Giant Maps Engage Community
Drawings From MODA Vision Activity
Wish Wall

A community garden + urban farm on every block

I wish for a great catalyst for Atlanta tearing down the home irreparably.

More centers like King, Short Market or Ponce de Leon Market

A commercial area much like Emory with easy dining, shopping, entertainment

A comprehensive green infrastructure plan to capture storm water!
Beyond the Dots—Core Area Visioning
Defining The Activity Score

What Kind Of Community Should This Be?

Community Character
- **REGIONAL CENTER**
- **ACTIVE URBAN DISTRICT**
- **URBAN VILLAGE**
- **QUIET NEIGHBORHOOD**

Amenity Index
- REGIONAL EMPLOYMENT
- SUBWAY
- LIGHT RAIL
- LARGE PARK
- GROCERY STORE
- BRT / STREETCAR
- CULTURAL AMENITIES
- LOCAL BUS
- SMALL STORE
- POCKET PARK
- SIDEWALKS

Activity Score
- **REGIONAL CENTER**: 500
- **ACTIVE URBAN DISTRICT**: 200
- **QUIET NEIGHBORHOOD**: 100
- **URBAN VILLAGE**

Atlanta Case Studies
- **DOWNTOWN**
- **MIDTOWN**
- **ATLANTIC STATION**
- **GLENWOOD PARK**
- **EDGEWOOD**
# The Building Blocks

<table>
<thead>
<tr>
<th>Building Type</th>
<th>Type</th>
<th>Population</th>
<th>Jobs</th>
<th>Dwelling Units</th>
<th>Parking Spaces</th>
<th>Carbon Footprint</th>
<th>Gross Floor Area</th>
<th>Commercial Area</th>
<th>Residential Area</th>
<th>Retail Area</th>
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<td>Single Family Houses</td>
<td>Half Block</td>
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<td>Mixed Use Residential</td>
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<td>69</td>
<td>187</td>
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<td>335,000</td>
<td>67,000</td>
<td>201,000</td>
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# The Building Blocks

## Commercial Tower

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<th>BUILDING TYPE STATS</th>
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<td>Parking Spaces</td>
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<td>Gross Floor Area</td>
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<td>Commercial Area</td>
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<td>Residential Area</td>
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<td>Retail Area</td>
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## Residential Tower

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<td>Dwelling Units</td>
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<td>Parking Spaces</td>
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<td>Carbon Footprint</td>
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<td>Gross Floor Area</td>
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<tr>
<td>Commercial Area</td>
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<tr>
<td>Residential Area</td>
<td>127,500</td>
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<td>Retail Area</td>
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## Park

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<th>Type</th>
<th>Block Type</th>
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<tbody>
<tr>
<td>Park</td>
<td>Half Block</td>
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<tr>
<td>Park</td>
<td>Full Block</td>
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## Signature Streets

- Neighborhood Commercial Streets
- Quiet Neighborhood Streets

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Using Tableau To Measure The Vision
Explaining the Exercise
Discussing Density
Checking Activity Score in Real Time
Realizing a Vision
What Types of Streets Do We Want?
Putting the Design in the Model
Designs From Both Sessions
Translating What We Heard to Urban Design Options
### Flexibility & Density

1. The development should accommodate maximum flexibility in the future and should be designed as a part of the city, not a single mega-development. For example, buildings and their associated parking should sit on individual blocks with institutional parking dispersed throughout the district.

2. Density should reflect the mixed-use potential and regional significance of the site while maintaining compatibility with the adjacent neighborhoods.

### Edges (Neighborhoods & Interstate)

3. The neighborhood edges should respect the scale and grain of the neighborhood.

4. The interstate edges should not preclude the possibility of reducing the facilities impact through lane / access ramp reductions or redesign.

### Public Open Space

5. The infield of the Fulton County Stadium should be the core of a new public open space.

6. Heritage Park should be incorporated into the core area urban design framework in some significant way.

7. Public access to the I-20 overlook and views of the state capitol should be preserved.
Design Parameters

**Corridors And Transit**

8. Capitol Avenue / Hank Aaron Drive should be transformed into a signature boulevard, with dedicated right-of-way for transit.

9. Fulton Street and Georgia Avenue should be designed as multimodal east-west connectors.

**Legacy Neighborhoods & Sports)**

10. The essence of the historic street grid should be maintained.

11. Elements of the sports legacy should remain within the site (for example the Hank Aaron statue).

**Stadium Elements**

12. A portion of Turner Field should remain publically accessible on a daily basis even as the GSU football program occupies the structure.

13. The proposed GSU baseball stadium should be located to minimize its impact on future development potential.
The retrofitted "Ted" market halls
academic / officer
commercial / mixed use node
infill housing
infill institutional
townhouses
grocery
shared use plaza
heritage
capitol bridge and bike/ped corridor
district parking
aaron square
office cluster
townhouse
commercial

CONCEPT 01 BALLPARK PLAZA

This concept creates a central plaza on Hank Aaron Drive that combines transit and bikepaths with outdoor cafes and kiosks. To the west, a companion public square dedicated to Hank Aaron’s home run connects to GSU’s baseball field. Market pavilions separate the two shared spaces and provide a home for neighborhood retail and restaurants.

General Building Use
1 Mixed Use
2 Multifamily Housing
3 Office and Academic
4 Sports and Entertainment
5 Student Oriented Housing
6 Dedicated District Parking

Graphic Legend
- Parks & Open Space
- Urban Block
- Active Street Frontages
- Streets

The Ballpark Plaza Concept

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Ballpark Plaza Concept

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conceptual view looking northeast from above the ted capitol building
Big Park Concept

Through a large formal mall preserving sight lines to the Gold Dome and a relocated Olympic Cauldron, this concept visually connects Hank Aaron’s historic homerun to Atlanta’s Civil Rights legacy, and Muhammed Ali’s torch lighting at the 1996 Games. Celebration Mall creates a unique space for commemorative sculpture and public gatherings.

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Neighborhood Squares Concept

This concept emphasizes a return to the historic neighborhood scale of the site by creating a series of small public squares. Each distinct square marks a site important to the story of the surrounding community. To acknowledge Hank Aaron's legacy, one square encloses the Fulton County Stadium infield as a parallel to GSU's baseball field.

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To acknowledge Hank Aaron's legacy, one square encloses the Fulton County Stadium infield as a parallel to GSU's baseball field.
Street Sections

Capitol Avenue Bridge | Existing
- shade trees
- new bicycle and pedestrian bridge

Capitol Avenue Bridge | Proposal A
- shade trees
- new bicycle, pedestrian, and transit bridge

Capitol Avenue Bridge | Proposal B
- shade trees
- new bicycle, pedestrian, and transit bridge

Hank Aaron Drive | Existing
- shade trees
- transit in dedicated lanes

Hank Aaron Drive | Proposal A
- shade trees
- transit in a dedicated right-of-way

Hank Aaron Drive | Proposal B
- protected bicycle lanes
- new shared use plaza for pedestrians, bicycles, transit, cars and active uses, such as cafe seating and retail kiosks

new bicycle and pedestrian bridge
new bicycle, pedestrian and transit bridge
new shared use plaza for pedestrians, bicycles, transit, cars and active uses, such as cafe seating and retail kiosks
Streets Alive—Taking the Plans to Atlanta
Turner Field Stop
Boards Explaining Process + Concepts

**CORE AREA DESIGN PARAMETERS**

**FLEXIBILITY AND DENSITY**
1. The development should create maximum flexibility long into the future and block framework, and should be designed as an integral part of the mega-development. For example, buildings and their associated parks and individual blocks with institutional parking dispersed throughout the core area will maintain compatibility with the adjacent neighborhoods at its edges.

**EDGES (NEIGHBORHOOD AND INTERSTATE)**
3. The neighborhood edges should respect and seamlessly integrate with the urban fabric of the adjacent neighborhoods. New development should be designed to fit in and back on its neighbors.

4. The interstate, its edges and access, should be redesigned to suit the function as a vibrant urban district and, as such, highway infrastructure should not be present state as a relic of outdated land uses and transportation demand.

**PUBLIC OPEN SPACE**
5. The infield of the Fulton County Stadium, with its historic significance to Aaron to the City of Atlanta, should be the core of a new fully accessible open space.

6. Heritage Park should be incorporated into the core area urban design and connect new development with the Summerhill Neighborhood.

7. Public access to the downtown overlook at I-20 and views of the state preserved.

**CORRIDORS AND TRANSIT**
8. Capitol Avenue / Hank Aaron Drive should be transformed into a signature corridor with dedicated right-of-way for transit.

9. Fulton Street and Georgia Avenue should be designed as multimodal elements.

**LEGACY (NEIGHBORHOOD AND SPORTS)**
10. The essential structure of the Historic street grid should be maintained and particularly in the core area around Turner Field and Olympic monuments.

**STADIUM ELEMENTS**
2. A park...
Voting on a Design
Redeeming Voting Card for Ice Cream
People’s Choice Awards

CLASS CLOWN
BEST ALL AROUND
MOST LIKELY TO SUCCEED
MOST MEANINGFUL
MOST NEIGHBORLY
MOST ATTRACTIVE
N/A

Ballpark Plaza

Big Park

Neighborhood Squares
Final Design Images
Proposed Georgia Ave Streetscape
Proposed Hank Aaron Memorial Park
Proposed Capitol Ave Streetscape
Thanks to everyone who took the time to make comments on the LCI Draft Plan and who has participated in this process. The final plan is now ready for your use.

Click here to see the final plan.

Click here to see 3D visualizations of the core area concepts.

If you have any questions, please email us at contact@stadiumneighborhoods1ci.org

Please check back for details on our final public forum in September.