WHAT IS THE ATLANTA CITY STUDIO?
The Atlanta City Studio is a pop-up urban design studio within the City of Atlanta’s Department of City Planning. The Studio is a space to invite the public into the process to design Atlanta’s best path forward.
OUR FOCUS ON DESIGN

• Public Realm Design
• Housing Innovation & Affordability
• Site Planning & Pre-Development Assistance
• Architectural Design Review
• Graphic Design & Communications
• Community Engagement
• Exceptional Customer Service
We are a team of experts that brings our best selves each day to help Atlanta bring together people, cultures, and businesses to work together to achieve something meaningful.
PONCE CITY MARKET: ESTABLISHING THE POP-UP & DESIGNING THE CITY
OUR FIRST LOCATION

ATLANTA CITY STUDIO
PONCE CITY MARKET
675 PONCE DE LEON AVE, N212
ATLANTA, GA 30308
The Atlanta City Design
Aspiring to the Beloved Community
A LARGER ATLANTA

A larger region. A larger city. A lot more people.
When we talk about design, we’re not merely describing the logical assembly of people, things and places. We’re talking about intentionally shaping the way we live our lives.
OUR APPROACH

Growth Areas will be designed to connect people and accommodate growth.

Conservation Areas will be designed to connect nature and protect other things that we value.
Strategic Actions

Core Values

Urgency

Identity

Design

Equity

Implementation

Nature

Urgency

Progress

Let’s Include Everyone

Access

Let’s Work Together

Ambition

Let’s Open Doors

Let’s Prioritize People

Let’s Elevate Ecology

We’re Going to Design
For People
For Nature
For People in Nature

Core Values ➔ Strategic Actions ➔ Design Proposals ➔ Detailed Plans
CASCADE HEIGHTS: TAKING CITY DESIGN TO THE NEIGHBORHOOD LEVEL
COMMUNITY IN A PARK
The Campbellton-Cascade Corridors Redevelopment Plan calls for the transformation of both corridors into vibrant, pedestrian-friendly, mixed-use neighborhoods.

This study illustrates how the design of public space can support community connections and drive economic development at a community scale.

This initiative offers a broad range of possibilities for private growth and redevelopment in the historic Cascade Heights Commercial District.
CASCADE SPRINGS NATURE PRESERVE

DESIGNING FOR NATURE
IMPROVEMENT STUDIES
SPRING HOUSE TRAIL
CASCADE PUBLIC SPACE
DESIGN ELEMENTS

Lexington, Kentucky

Phoenix, Arizona

Caxias do Sul, Brazil

Springvale, Australia

Arrivals

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STOREFRONT REDESIGN PROGRAM

DESIGNING FOR PUBLIC LIFE
DESIGN WORKSHOP
DESIGN PROFILES

**YOUNG DENTAL CLINIC**

Address: 2265 Cascade Road SW
Applicant: Dr. Walter Young
Years Open: 11 Years

**DESIGN NARRATIVE**

Young Dental Clinic is one of Cascade Heights’ seminal businesses. The building stands as a corner piece that reflects a Cascade Heights design concept. It is an important building for its visible location on the State Road and its strong visual presence on Cascade Heights Boulevard. The building offers a welcoming entrance with a large, covered entrance and a prominent sign that reads “Young Dental Clinic.”

**HISTORIC STATUS**

Vernacular Value: Yes
Community Value: Yes

The building is a significant example of mid-20th-century architecture in the Cascade Heights neighborhood. It features a modern design with large glass windows and a steel-framed structure. The building is located on a corner lot, providing excellent visibility from both State Road and Cascade Heights Boulevard.

**APPLICABLE ZONING REGULATIONS**

- Zoning: Commercial
- Parking: 30 spaces
- Building Height: 2 stories
- Building Size: 2,500 square feet
- Setback: 10 feet

**SPECIFICATIONS**

- Exterior: Metal siding, glass windows
- Interior: White walls, oak floors
- Plumbing: Standard fixtures
- Electrical: 200-amp service
- Heating: Gas furnace
- Cooling: Central air conditioning

**FUTURE POTENTIAL**

- Expansion to include an additional floor
- Conversion to a multi-use building

**CONSIDERATIONS**

- Cost of renovation: $150,000
- Estimated timeline: 6 months

**ACKNOWLEDGMENTS**

- Thanks to Young Dental Clinic for providing valuable information and assistance.

**REFERENCES**

COMPLETED IMPROVEMENTS
URBANFRONTS CASCASE
HOUSING CASCADE HEIGHTS

DESIGNING FOR LIFESTYLES
How can the Cascade Heights business district enhance & support the identity of the greater Cascade community as a ‘community in a park’ while organizing future growth for a multi-generational community?
THE CONCEPT

Single Family

Multi Family

Single Family

Greenwood Cemetery

Commercial District

CASCADE RD
DIVERSITY

VISIBILITY

CONNECTIVITY
BEECHER STREET DESIGN

DESIGNING FOR LIFESTYLES
WHAT WE HEARD

• Need sidewalks to make Beecher more walkable
• Need traffic calming to slow cars down
• Design as a key connection between two commercial districts on Cascade Road/Avenue

• Make this a “Remarkable Street”
POTENTIAL PARKS & TRAILS NETWORK

- Beecher Hills Triangle
- Beecher Park
- Green Wood Cemetery
- Joseph D. McGhee Tennis Center
- John A. White Park
- Future SW Beltline Connector

Locations:
- Beecher Cir
- Beecher Rd
- Edgewater Dr
- Mt Airy Rd
- Benjamin E Mays Dr
- Cascade Rd
- Ferris St
- Herring Rd
- Mt Airy Rd
- Herring Rd
- Cascade Ave
- Rosemary Ave
- Benjamin E Mays Dr
- Mt Airy Rd
- Herring Rd
PHASE 1: EXISTING
Benjamin E. Mays Drive to Beecher Circle
PHASE 1: PROPOSED
Benjamin E. Mays Drive to Beecher Circle
Ringed on all sides with lush tree canopy, we are the center of a remarkable community. The circle is one of the strongest symbols of unity, this logo builds upon that, with various colors representing elements of our community.

Blue and green connote the resilient nature of water and our abundant tree canopy. Purple, traditionally a color of nobility, considers the legacy of families deeply-rooted in Cascade Heights. Finally, the earthy orange suggests bricks and Georgia red clay, symbolizing a solid foundation for growth and development. The mark’s empty center provides space for growth and expressions of personality.
SOUTH DOWNTOWN: DESIGNING ATLANTA’S PUBLIC REALM
Our work is guided by three fundamental questions:

1. What is the public realm?

2. What are the unique opportunities for public realm and public life in South Downtown?

3. How do we design the first, real southern city public realm in Atlanta?
PEACHTREE SHARED STREET
FIVE POINTS MARTA STATION
BETTER ARCHITECTURE
TWO YEAR “DESIGN PROJECT”

0 | SET UP SHOP
Land the Studio in South Downtown. Bring clarity to its mission in terms of City Design for the next two years and prepare the space accordingly. Open the doors.

1 | DO OUR HOMEWORK
Lead the residents of our city in understanding what we mean by “public realm.” Understand the unique conditions and opportunities in South Downtown.

2 | MAKE A PROPOSAL
Translate what we have collectively learned into an actionable design proposal that will guide our work in South Downtown. Ensure this work is implementable.

3 | DESIGN FOR SOUTH DWNTN
Do the work of designing an exceptional public realm for South Downtown in a publicly, collaborative fashion. Leverage partnerships formed to ensure the continuity of this work.

4 | SHARE THE VISION
Socialize and promote the “design” for South Downtown. Establish a long-term strategy for its continued implementation. Adopt as an extension of Atlanta City Design.
WANT TO VISIT?

Atlanta City Studio
99 Broad Street SW
Atlanta, GA 30303

Mon-Fri: 12:30-5:00p
Evenings & Weekends by Event Only

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