

#goals

StationSoccer

A different kind of a Transit Oriented Development

Sanjay Patel, Soccer in the Streets | John Benton, MARTA | Sheba Ross, HKS



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Soccer in the Streets



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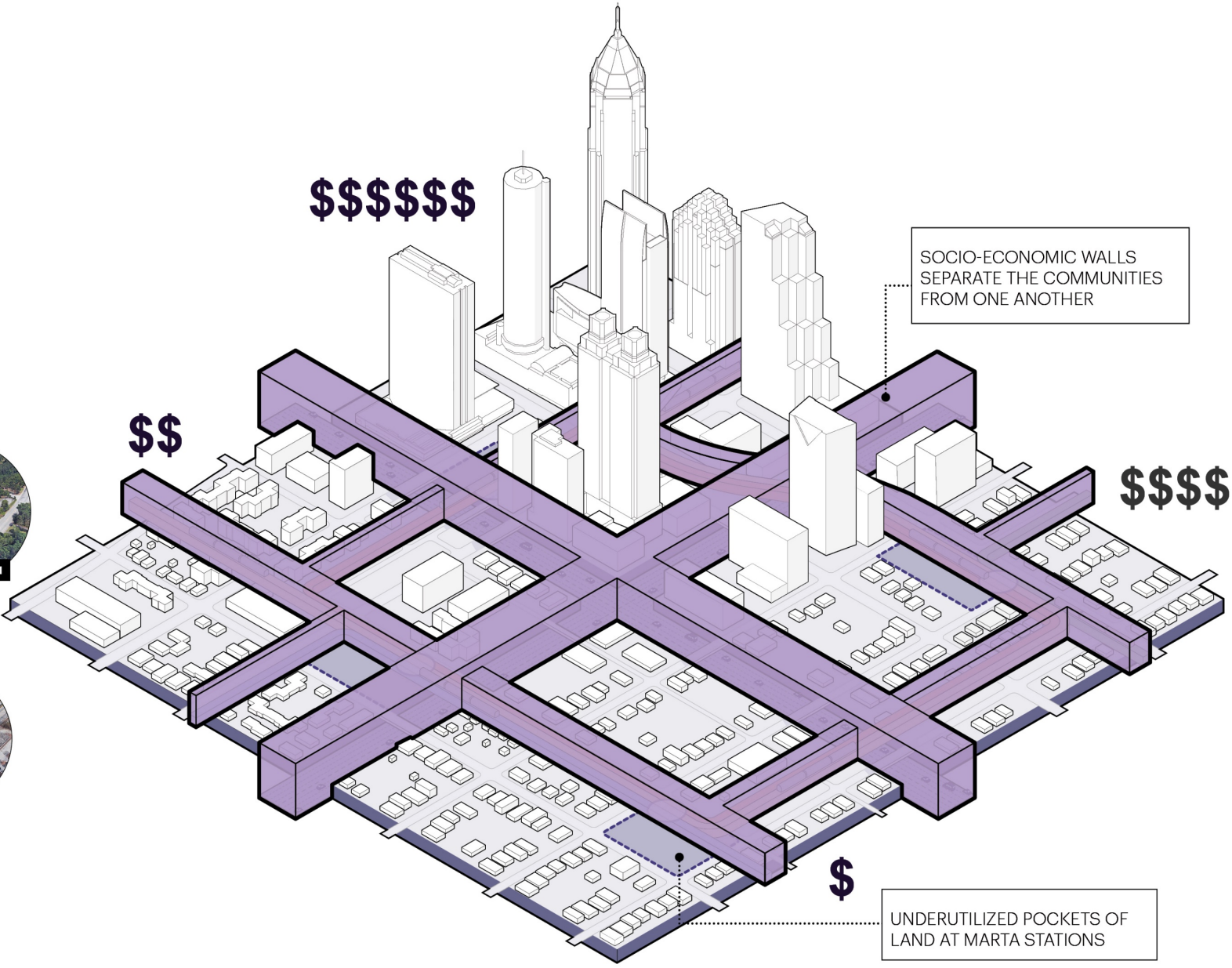
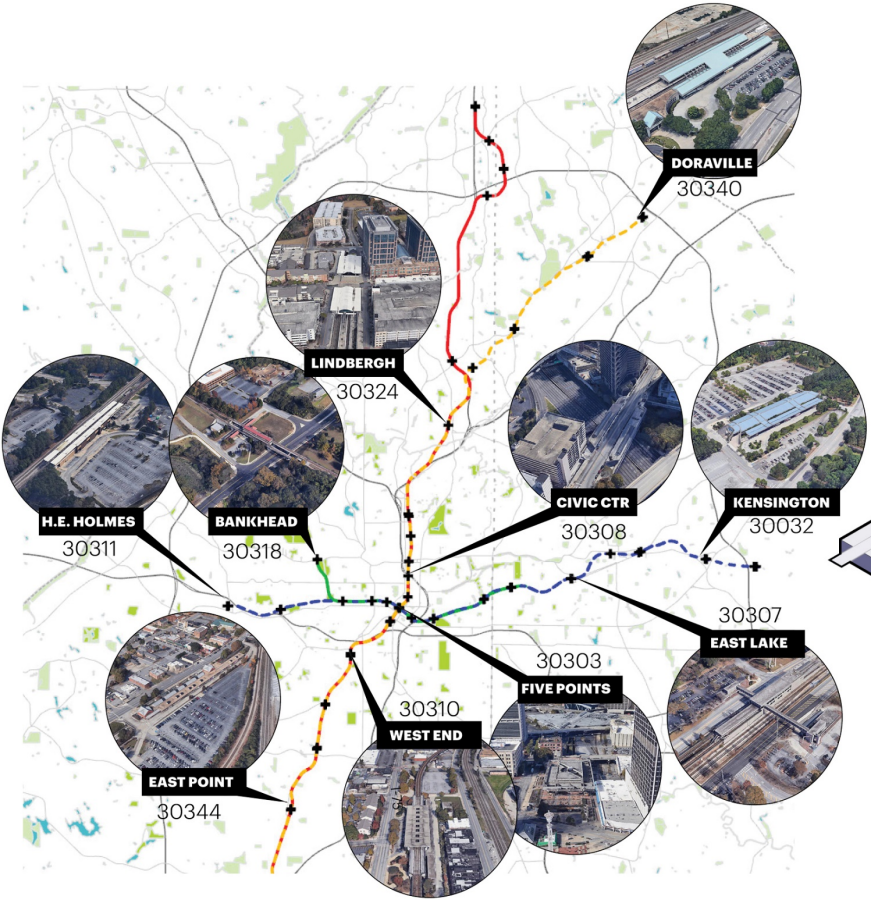
In between



© Selah Art

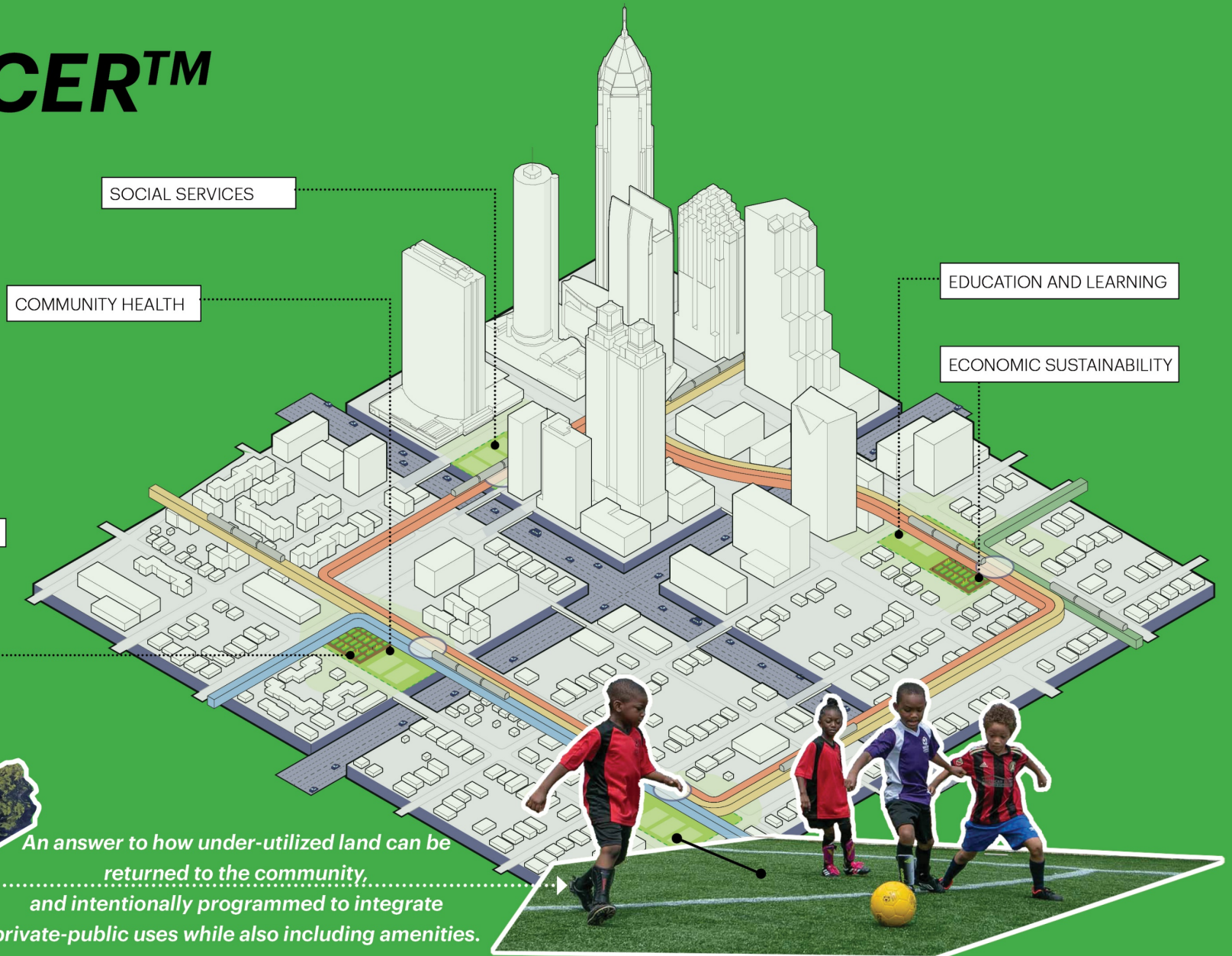
HKS

BARRIERS



STATIONSOCCER™

A different kind of Transit-Oriented Development that serves as a catalyst for real estate while it also enhances key attributes of a local community.



An answer to how under-utilized land can be returned to the community, and intentionally programmed to integrate private-public uses while also including amenities.



WEST END 1975



WEST END 2015





Five Points

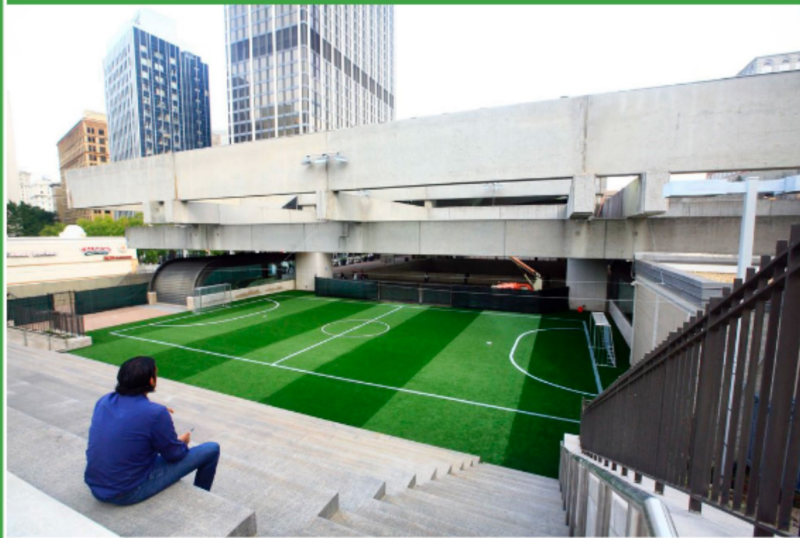
West End

East Point

BEFORE

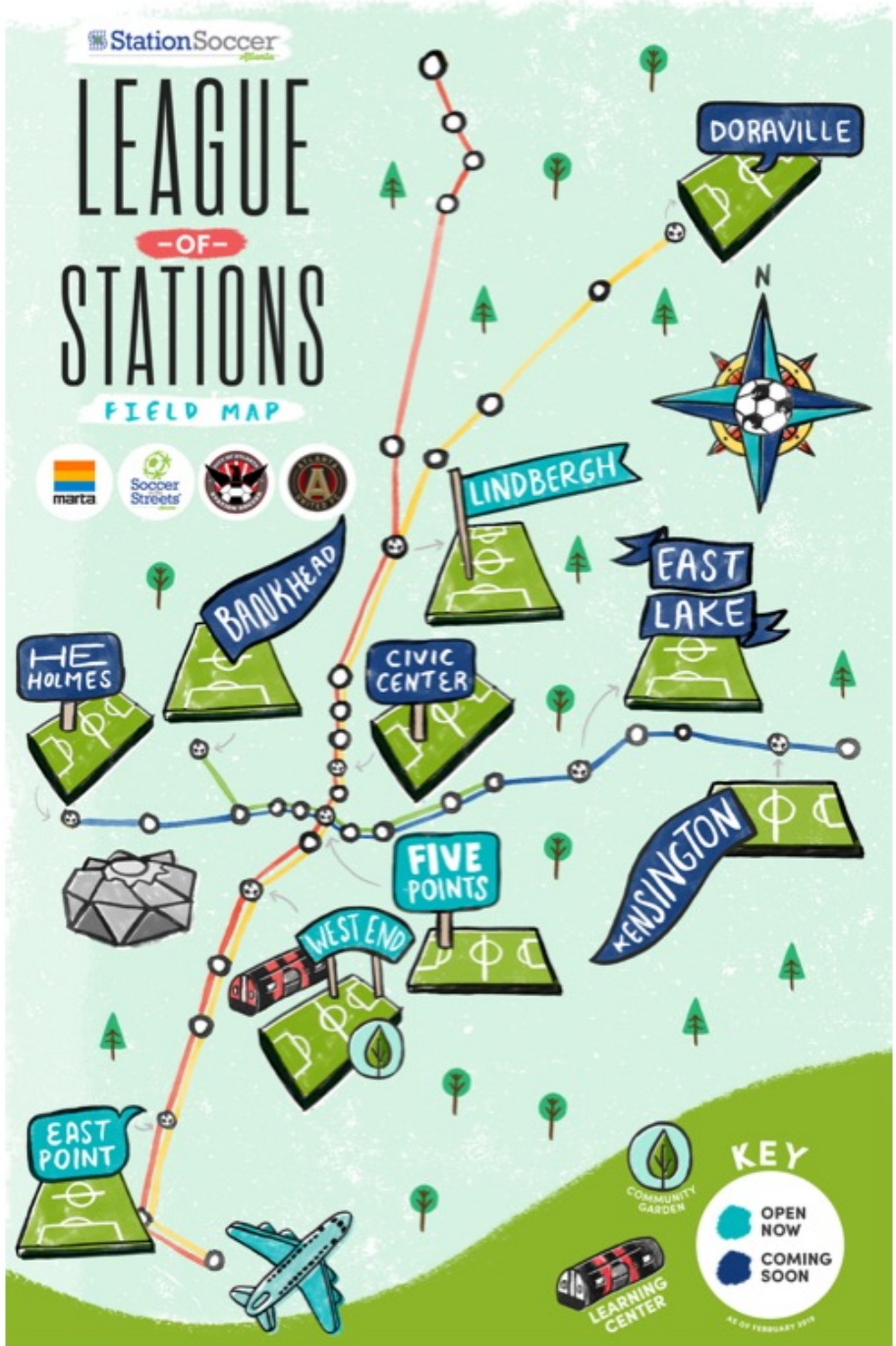


AFTER



(at MARTA transit stations)

through soccer, dead spaces become community spaces



BY THE NUMBERS



35%
95 GIRLS



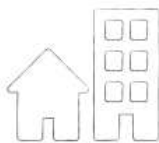
65%
230 BOYS



335
RETURN TO PLAY
PLAYERS



35
COACHES
INVOLVED



13
COMMUNITIES



1650
YOUTH HOURS IN
LEADERSHIP TRAINING



846
TEACHING
SESSIONS



1111
VOLUNTEER
HOURS



1,740 YOUTH COMMUNITY PLAYERS

COVID-19 RESPONSE OVERVIEW



1247
FAMILIES IMPACTED



1196
HOURS OF
SERVICE



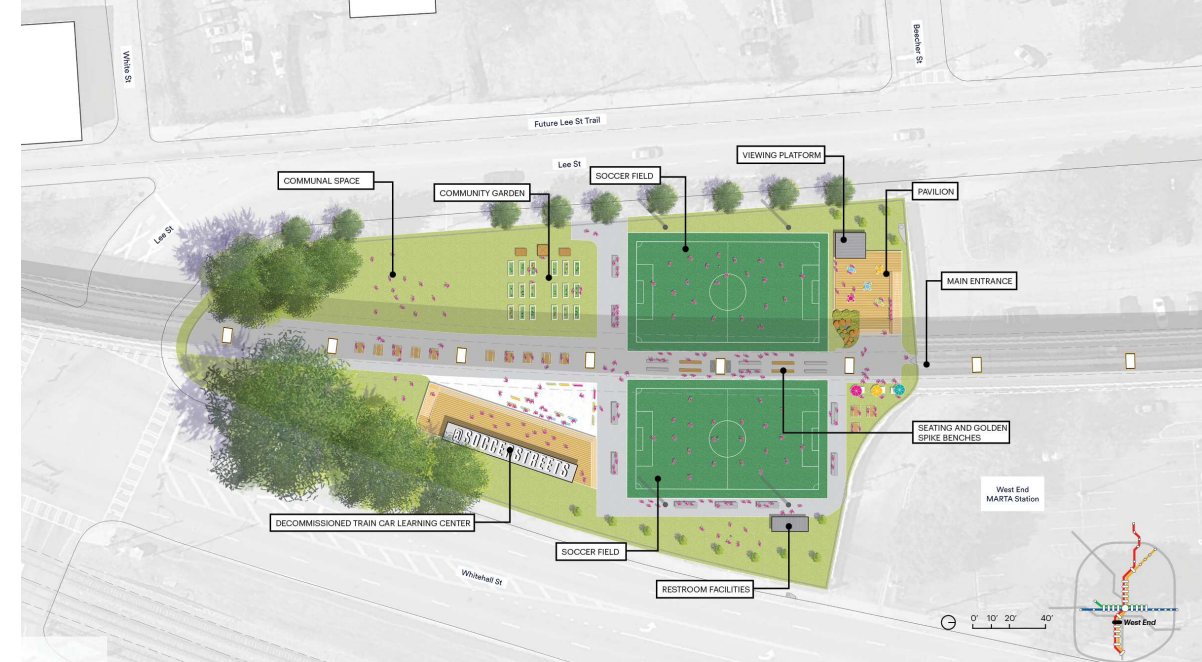
6507
MEALS SERVED

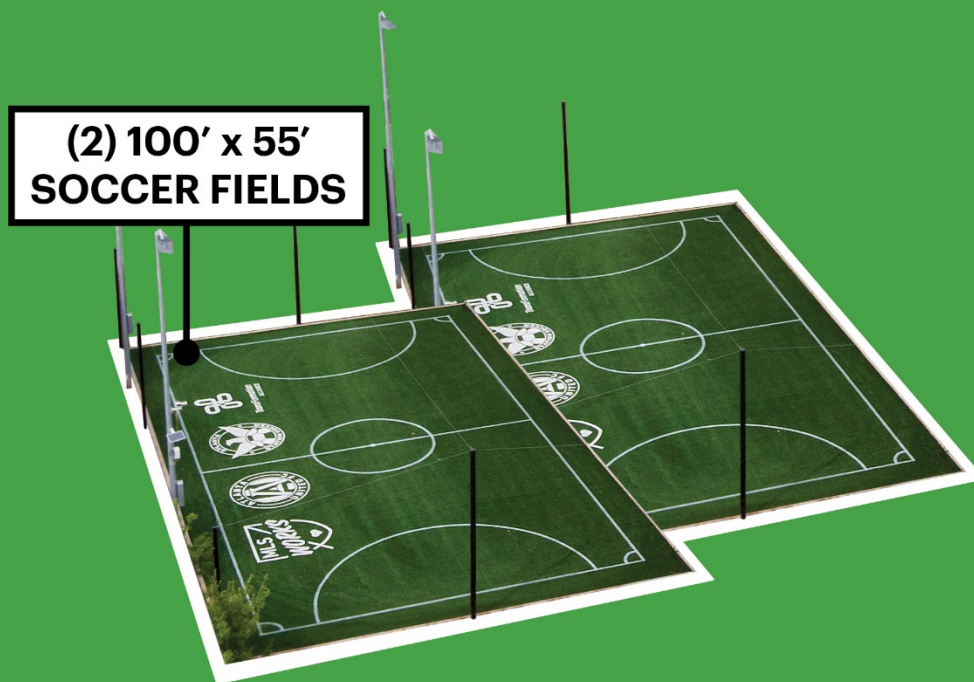


35
STAFF MEMBERS
ENGAGED



801
SOCCER BALLS
GIFTED



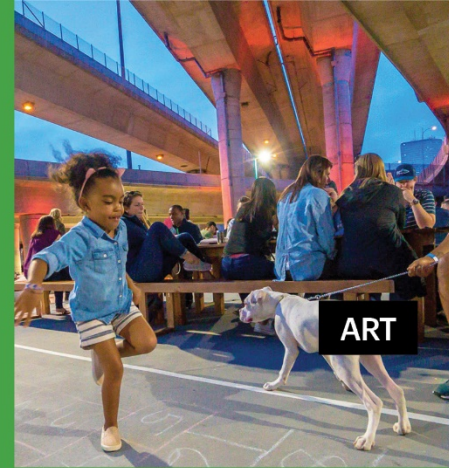




COMMUNITY ECONOMY



URBAN AGRICULTURE



ART

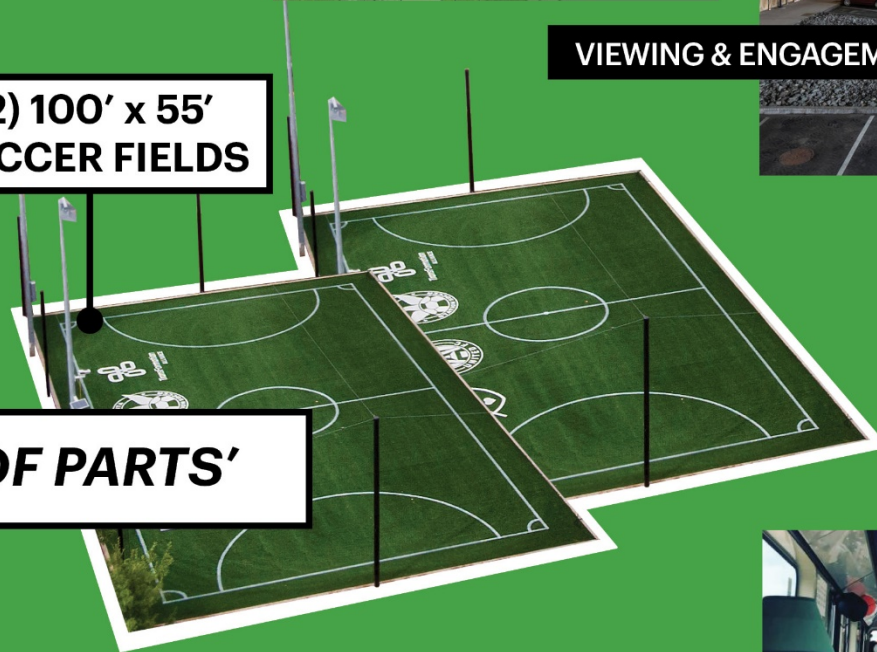


VIEWING & ENGAGEMENT



EDUCATION

(2) 100' x 55'
SOCCER FIELDS



STATIONSOCCER 'KIT OF PARTS'



FRESH VEGGIES AND HERBS FROM GARDEN FC



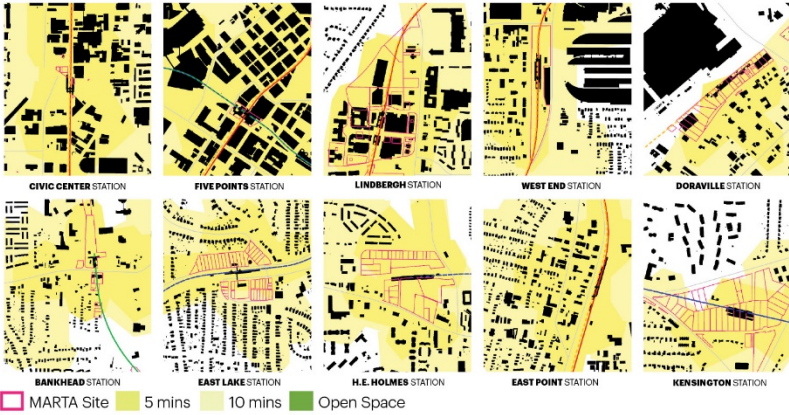
Food Education



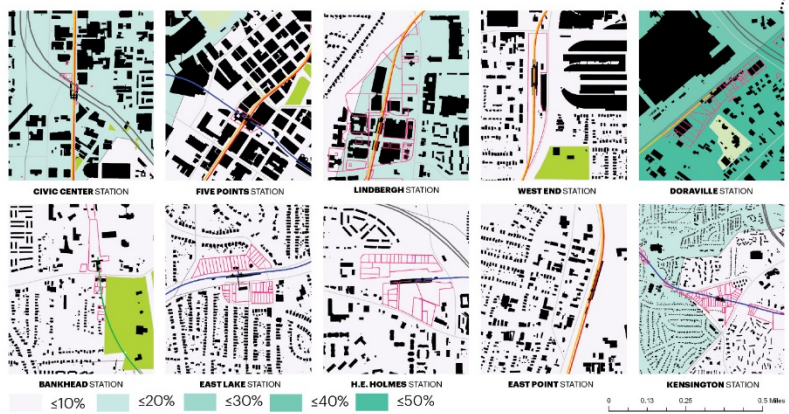
Community Programming



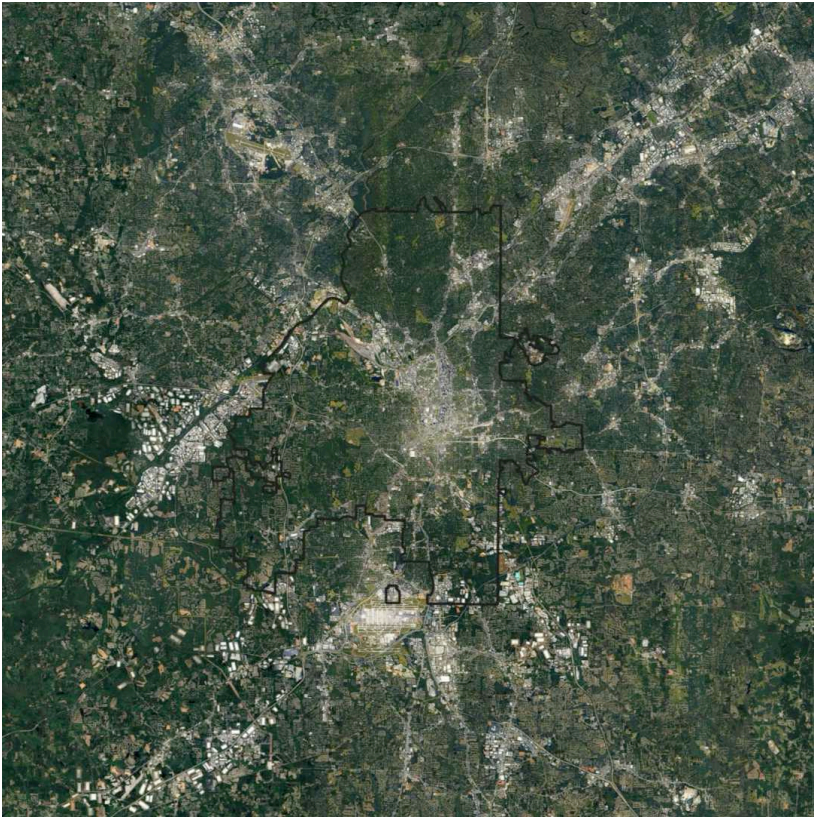
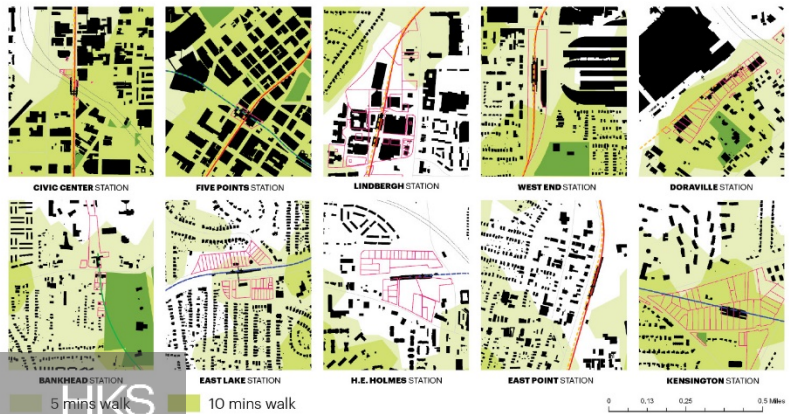
WALKSHED



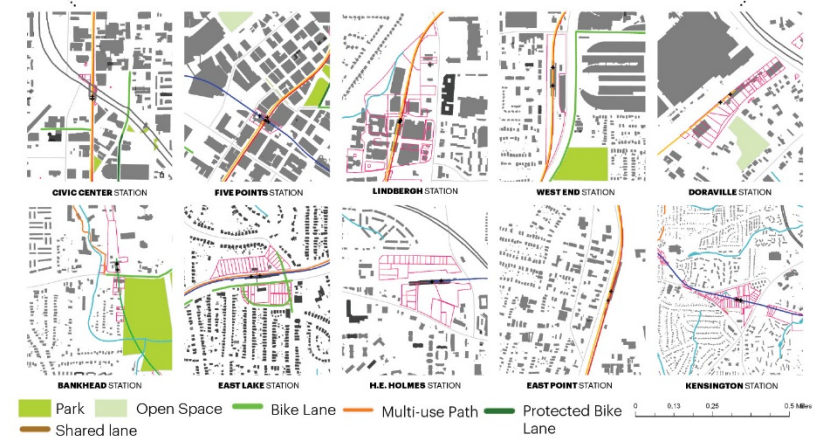
FOREIGN BORN RESIDENTS - %



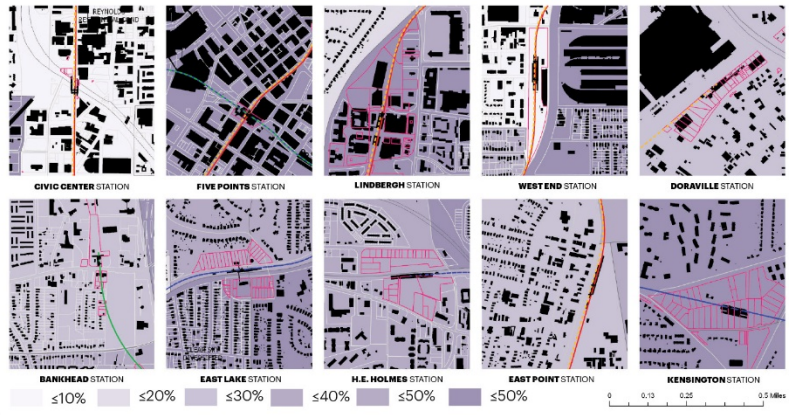
PARK AND OPEN SPACE ACCESS



TRAIL AND BIKE INFRASTRUCTURE



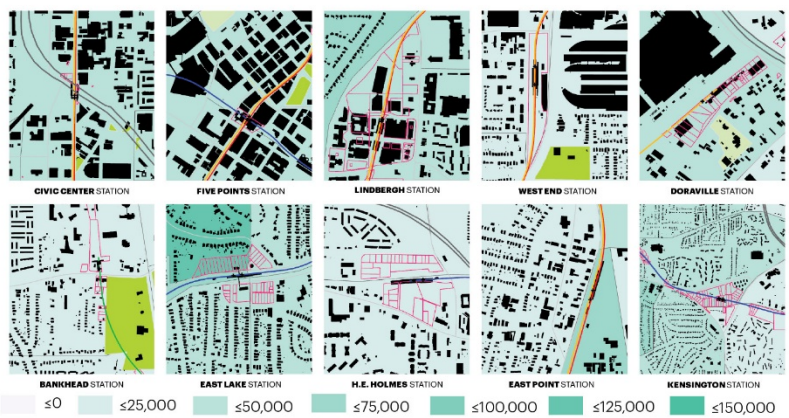
FOOD ACCESS



LAND USE



PER CAPITA INCOME



LEAGUE of STATIONS



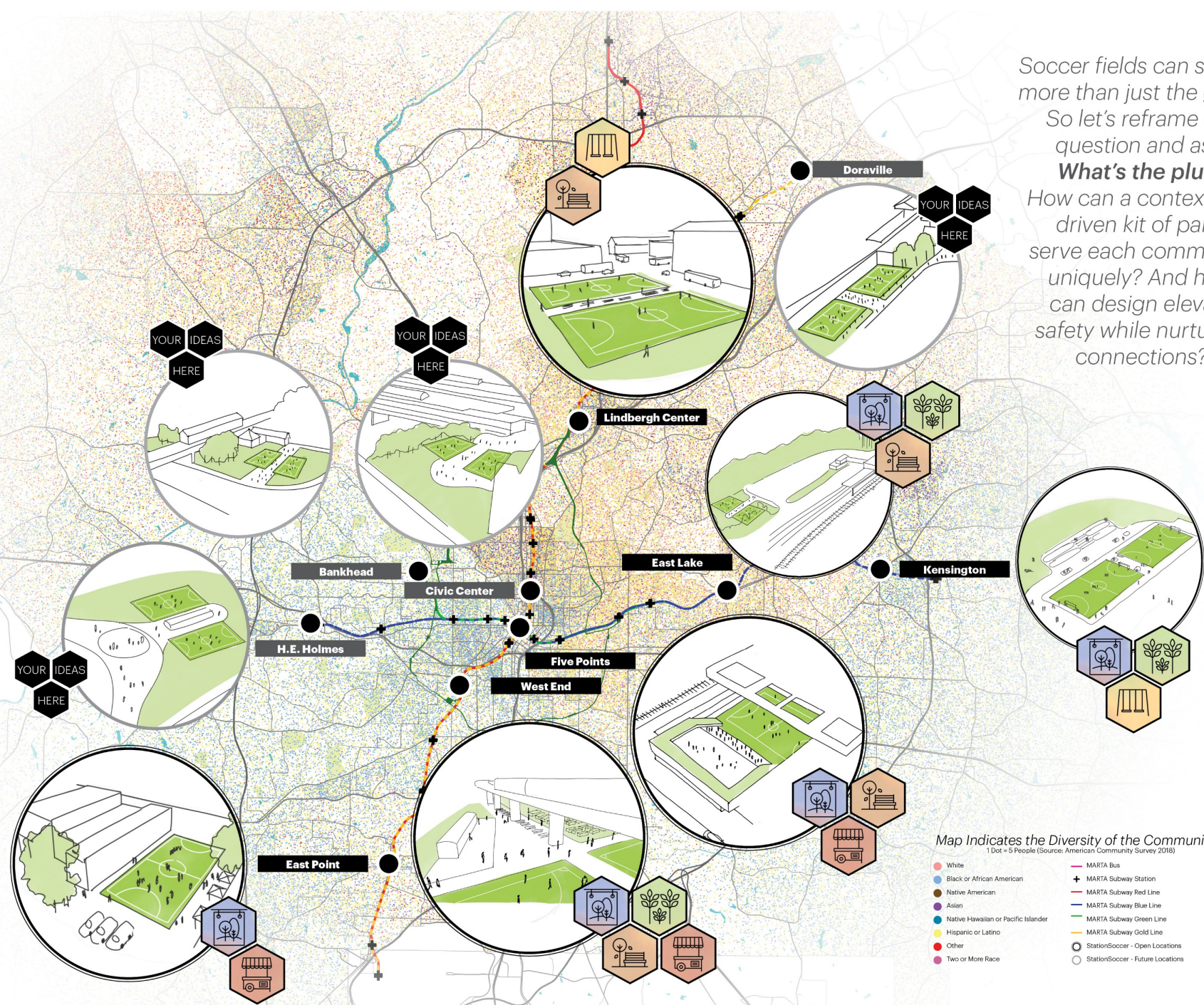
Inspiration
Canvas for local art, education and training

Nourishment
Health and wellness through active living and gardens

Recreation
Community interaction and social engagement

Respite
Spaces to retreat and relax

Service
Platform for small businesses



Soccer fields can sustain more than just the game.

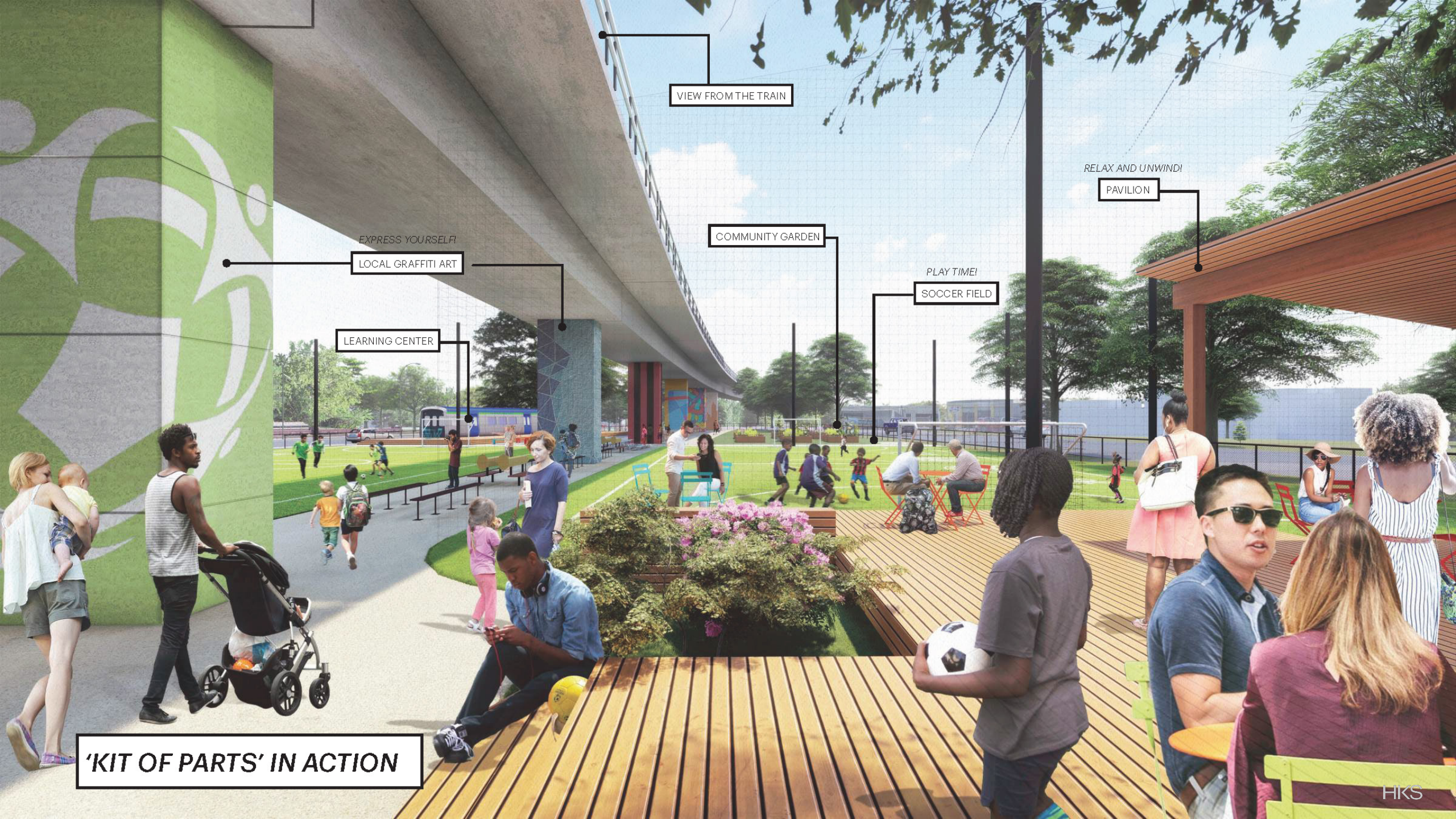
So let's reframe our question and ask:

What's the plus?

How can a contextually driven kit of parts serve each community uniquely? And how can design elevate safety while nurturing connections?

Map Indicates the Diversity of the Communities
1 Dot = 5 People (Source: American Community Survey 2018)

- White
- Black or African American
- Native American
- Asian
- Native Hawaiian or Pacific Islander
- Hispanic or Latino
- Other
- Two or More Race
- MARTA Bus
- MARTA Subway Station
- MARTA Subway Red Line
- MARTA Subway Blue Line
- MARTA Subway Green Line
- MARTA Subway Gold Line
- StationSoccer - Open Locations
- StationSoccer - Future Locations



VIEW FROM THE TRAIN

EXPRESS YOURSELF!

LOCAL GRAFFITI ART

LEARNING CENTER

COMMUNITY GARDEN

PLAY TIME!

SOCCER FIELD

RELAX AND UNWIND!

PAVILION

'KIT OF PARTS' IN ACTION

GIS data shows many of the ten MARTA stations **do not have open space or parks within a walkable area**. MARTA owned sites can be transformed with open space. The inclusion of open space alters not only these ten stations and their communities but the entire MARTA system as users from any of the thirty-eight stations can access a transformed station via the train system. StationSoccer brings green fields and structured sport to these communities. Children are encouraged to form healthy habits through multiple sessions that are conducted each week to ensure a consistent community presence and ongoing positive influence among the youth.



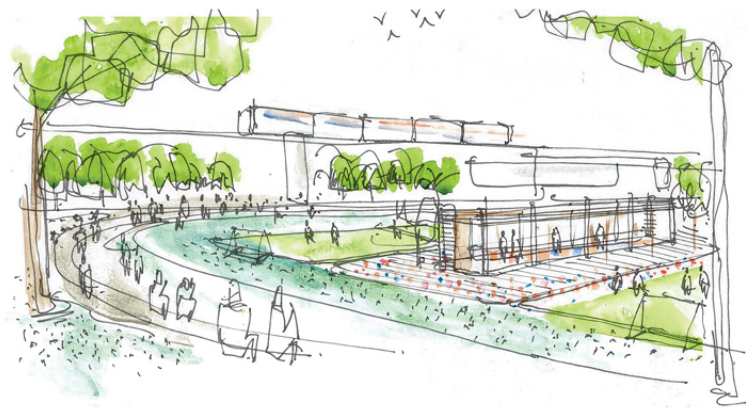
EAT FRESH!

COMMUNITY GARDEN

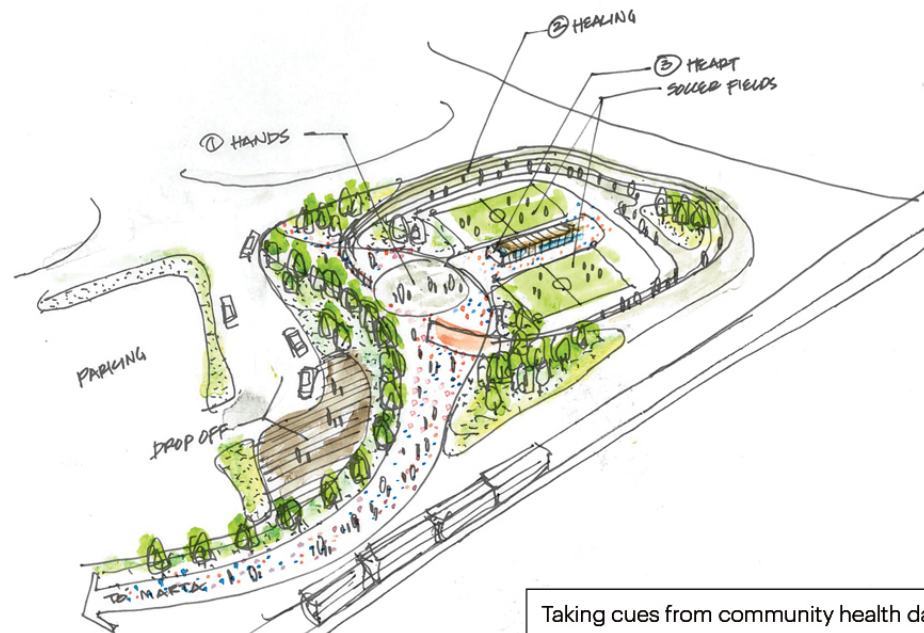
PHYSICAL ACTIVITY!

GO GET MOVING!

DESIGN FOR WELLNESS



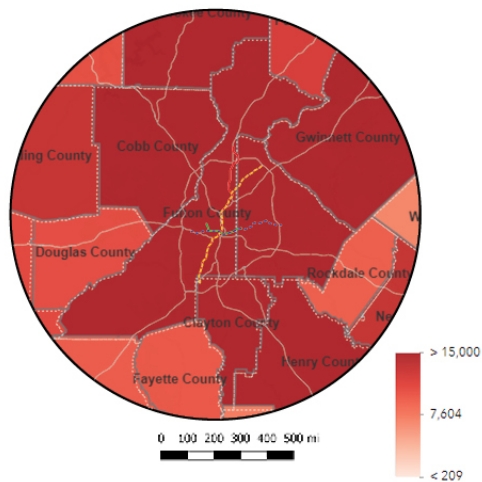
Connection to walking trails



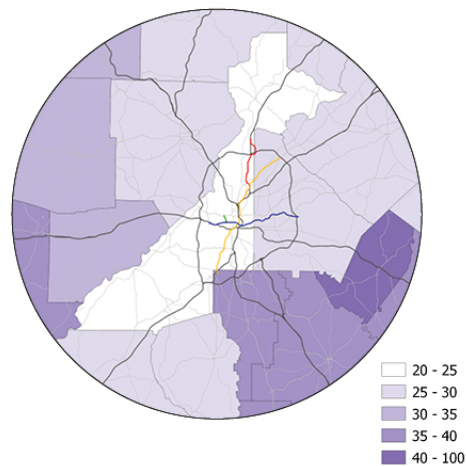
Taking cues from community health data



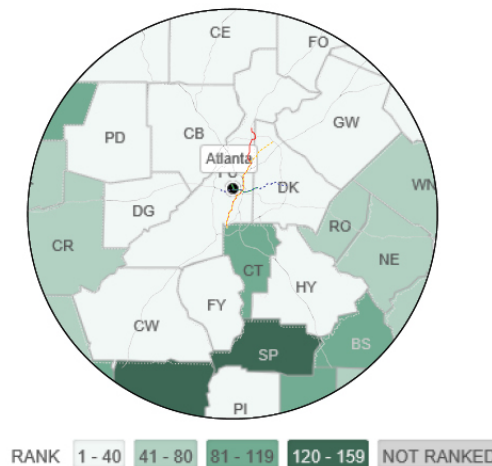
Fresh markets as a part in the kit



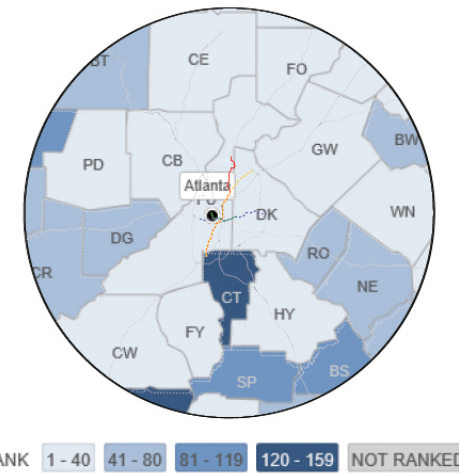
ADULT DIABETES %



ADULT OBESITY %

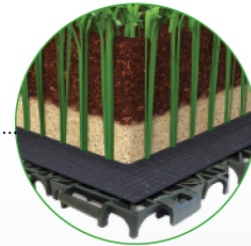
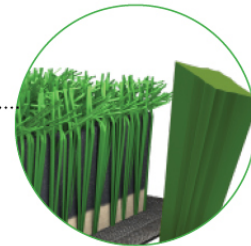
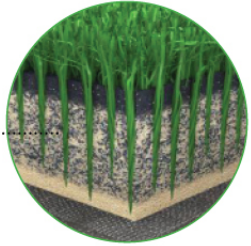


HEALTH RANKINGS - OUTCOME



HEALTH RANKINGS - FACTORS

ENERGY + RESOURCES



Variable Program
Responding to Location
Needs

BIPV - Building
Integrated Photovoltaic
System

Integrated LED digital
display possibilities for
education

'Facade' for signage and
local artistic expression.



Roof to be used for Solar
Panels and Rainwater
Collection



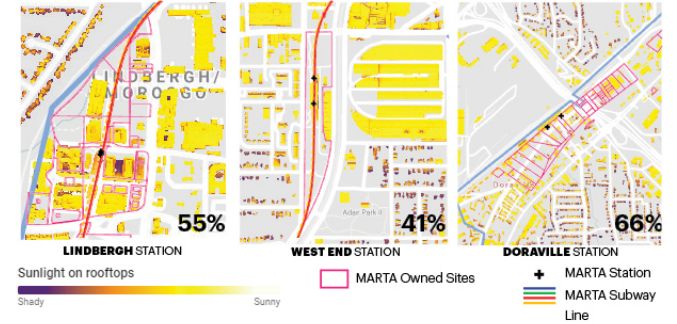
Reuse of chassis reduces
energy consumption and
removes waste being
directed to landfills



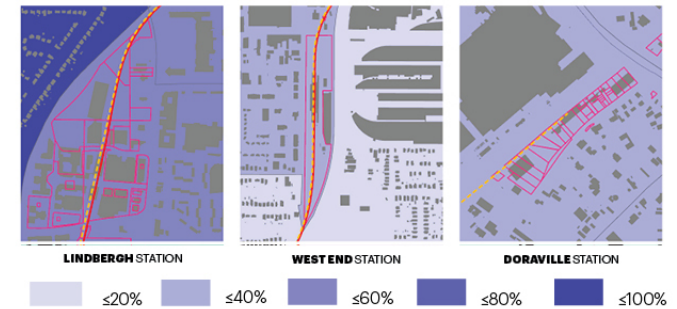
Wifi Signal
Boosting to
ensure equitable
access

Sustainable flooring based on
Amenity options chosen by
the community and informed
by data analysis

SOLAR ENERGY ACCESS



% HOUSEHOLDS WITH BROADBAND ACCESS



Water Collection

Recycled materials
for Canopy

Natural exhaust for warm air

Shading Providing Comfort
and Protection from Sun
and Precipitation

Recycled materials for
outdoor furniture

Natural intake of cool air

Rain Gardens

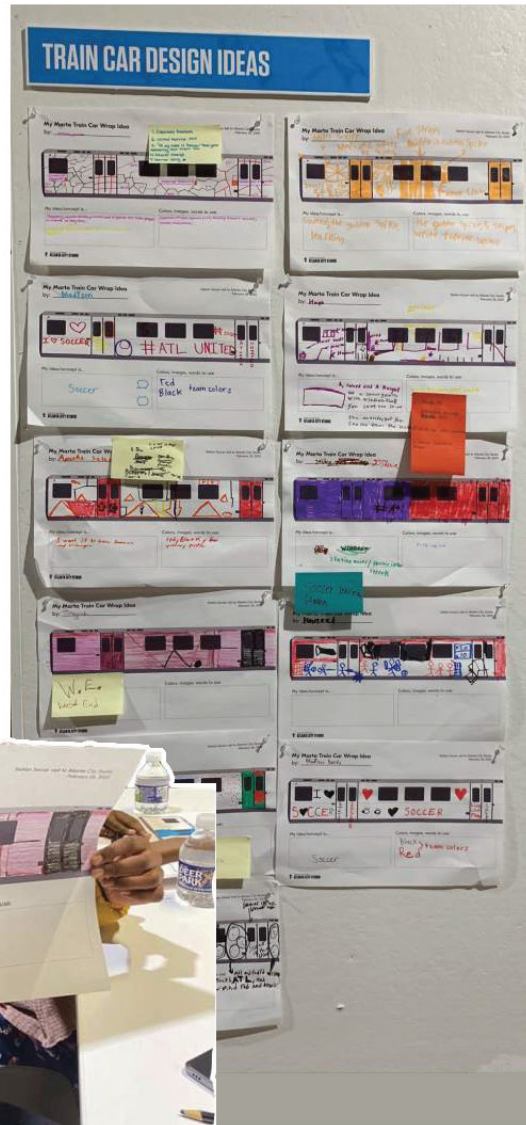
HIKS

Before



After









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