

South Downtown Vision

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Once a bustling business district adjacent to Atlanta's main rail-road station, **South Downtown is now home to many vacant buildings and parking lots** intermingled with historic buildings and government offices. Anchored by the **Garnett MARTA station** in the center of the district and bounded to the east, west, and south by the Connector, the Gulch, and I-20, respectively, South Downtown boasts accessibility and proximity to the Georgia State Capitol, Georgia State University, and the Fulton County Government Center. The neighborhood plays an important role in **linking the eclectic arts community Castleberry Hill with the core of Downtown Atlanta**, but South Downtown has largely been overlooked for reinvestment amidst a wave of revitalization activity across Atlanta's in-town neighborhoods. While redevelopment activities have been minimal in South Downtown, the neighborhood contains many excellent foundational elements for a walkable, mixed-use community, including small block sizes, a navigable grid, good sidewalk conditions, and transit access. The greatest hindrance to the community is its volume of parking lots – over 50% of the land area in South Downtown is paved asphalt – but this also provides opportunity for new development. Our vision is to create a vibrant, mixed-use neighborhood that is considerate of existing community needs while attracting new businesses and residents. We hope to achieve this by proposing a transit-oriented development that offers hotel, office, residential, commercial, and recreational uses within walking distance of Garnett Station. Key to this design is the integration of bike and pedestrian infrastructure, landscaping, and placemaking strategies that will improve the public spaces in South Downtown.

Residential Demographics in 1/2 mile radius of Garnett Station

(2010 Data reported by MARTA)

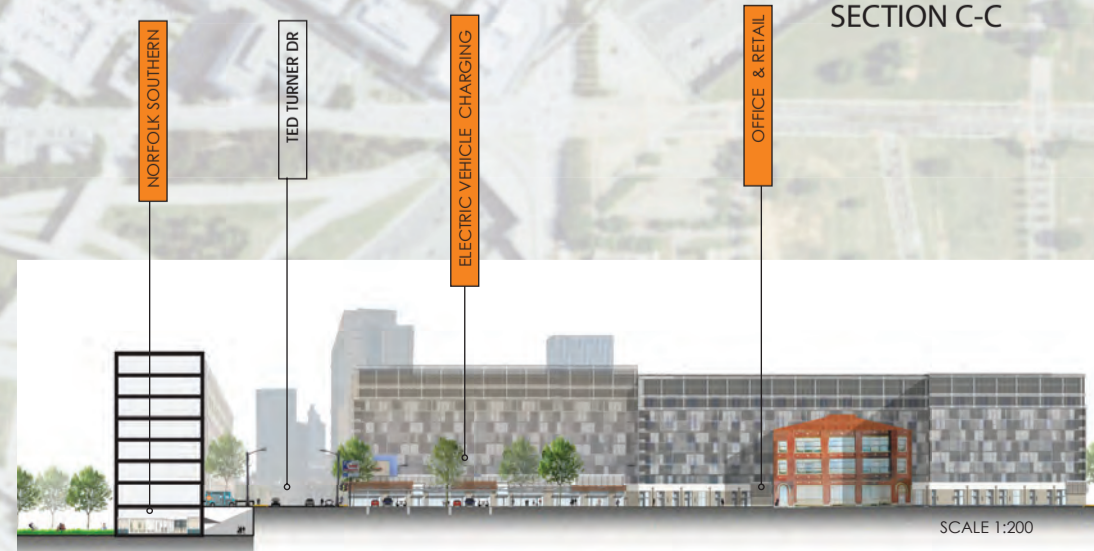
POPULATION - 4,757
 HOUSEHOLD - 1,258
 MEDIAN AGE - 30.8
 AVERAGE HOUSEHOLD SIZE - 1.94
 MEDIAN HOUSEHOLD INCOME - \$28,251



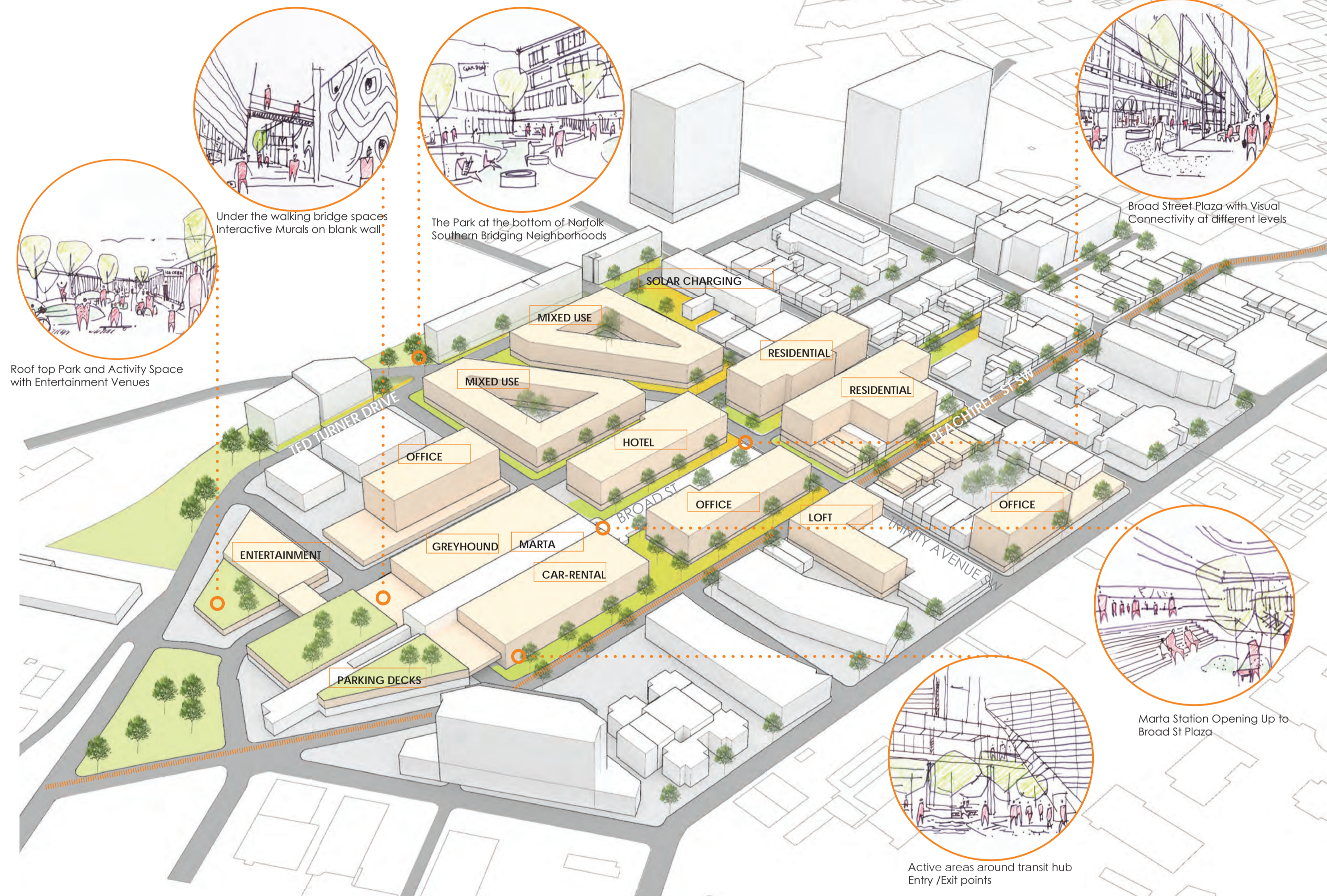
Business Demographics near Study Area

(2014 Data)

JOB COUNT - 7,632
 JOB COUNT BETWEEN AGE 30 - 54 - 5,310
 JOB BY RACE
 WHITE - 24%
 AFRICAN AMERICAN - 72%
 JOBS EARNING MORE THAN \$3,300 - 68%



- IDENTIFY** community needs and concerns
- INTRODUCE** mixed uses to support daytime and evening activities
- INCREASE** densities by leveraging generous FAR allowed under SPI-1 zoning
- IDEATE** inviting new public spaces
- INCLUDE** community members in design decisions
- INCENTIVIZE** improvements through facade grants and tax credits
- INITIATE** community arts and culture opportunities
- INSTALL** bicycle infrastructure along major roadways
- IMPLEMENT** landscape elements such as trees and planter boxes
- IMPROVE** sidewalks and streetscaping where necessary



DAILY GARNETT STATION ENTRY - 1,797 (FivePoints 22,821 and Peachtree Center station 7,633)

WALK SCORE OF 88
 SPENDING POTENTIAL INDEX (ON 100) - 74
 DINE OUT . 66 ENTERTAINMENT . 73 FOOD, RETAIL 63 SHELTER 72

