



Aspiring

to the Beloved Community

The Atlanta City Design   *@ATLcitystudio #designATL*



“The aftermath of nonviolence is reconciliation and the creation of the beloved community.”

Dr. Martin Luther King, Jr., 1969



Metropolitan Atlanta is expected to grow by nearly 50% over the next couple of decades: from 5.5 million today to over 8 million.

What is the Atlanta City Design?

1 of 2.

1.

*The City of Atlanta is
going to change.*

1.

Not changing is not an option.

1.

*Our change will involve
significant growth.*

1.

If properly designed, growth can be a powerful tool for shaping the Atlanta we want to become.

2 of 2.

2.

*More people are
better than fewer.*

2.

*A diverse population is better
than a homogenous one.*

2.

The most strategic scenario for growth includes everyone.

1. Where we came from.

2. Our best selves.

3. Our change ahead.

4. Our path forward.

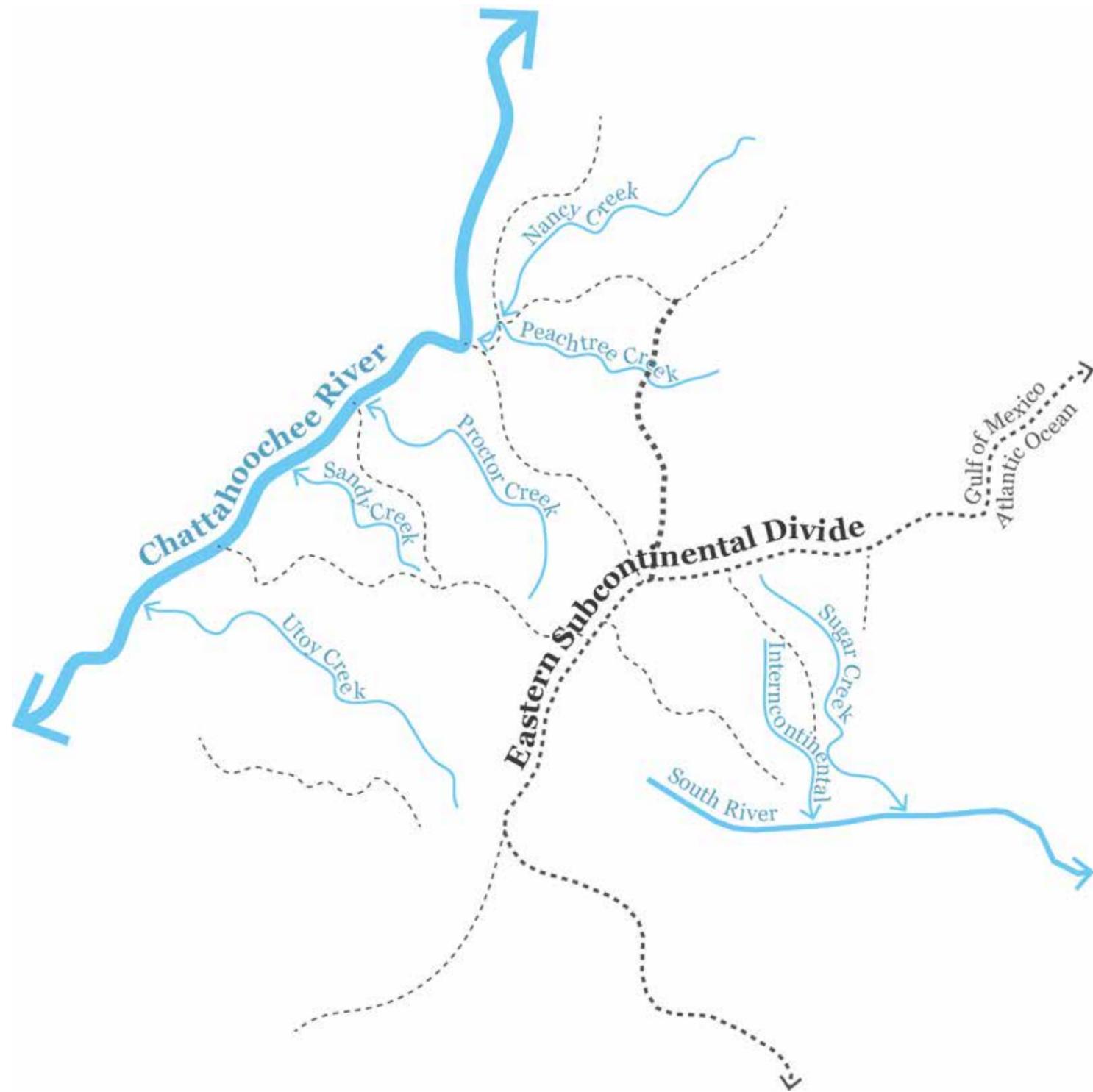
- Design recommendations.*

- Designing the form of the city.*

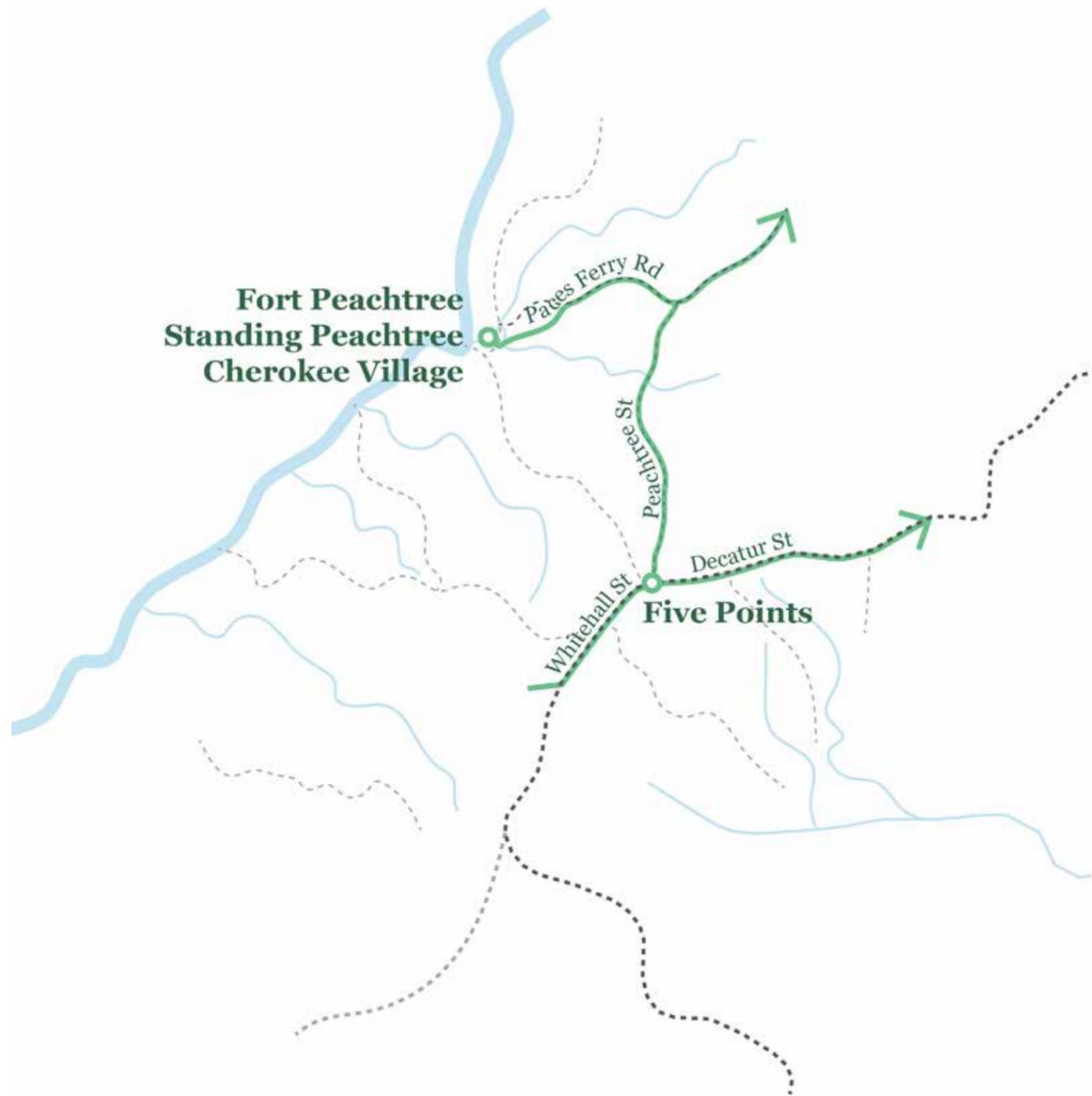


Where we came from.

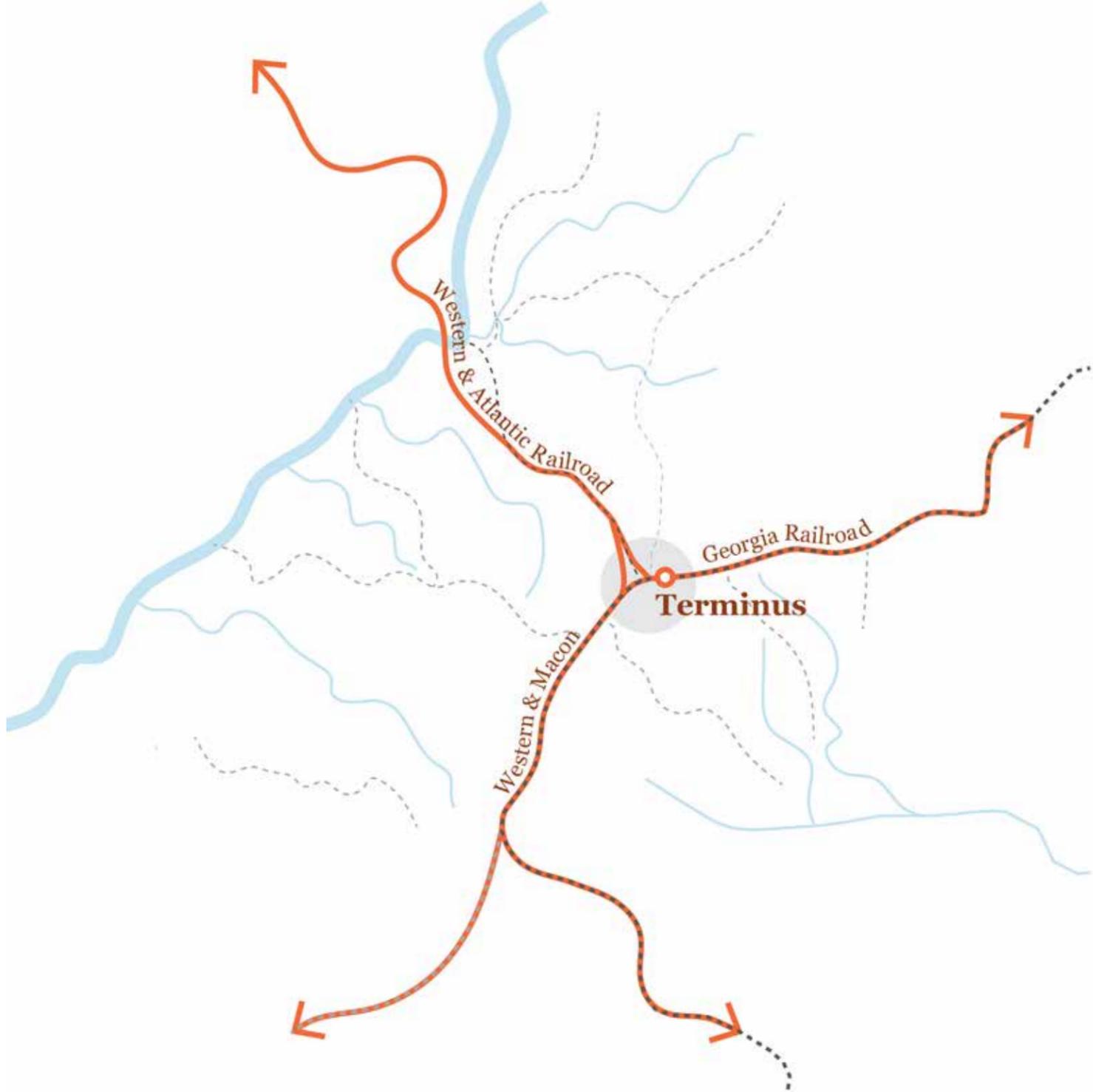
High Ridges; Green Valleys.



Native People.



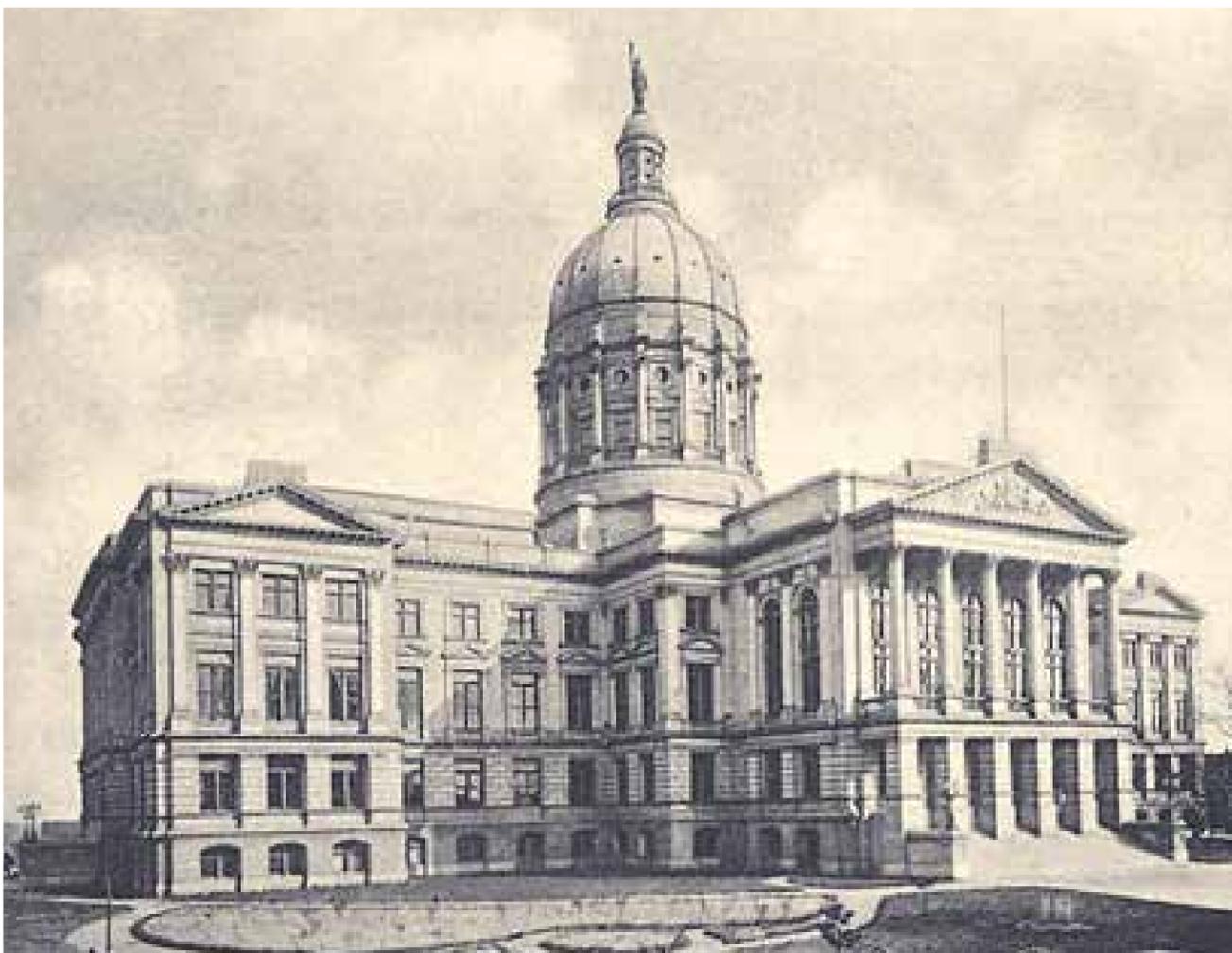
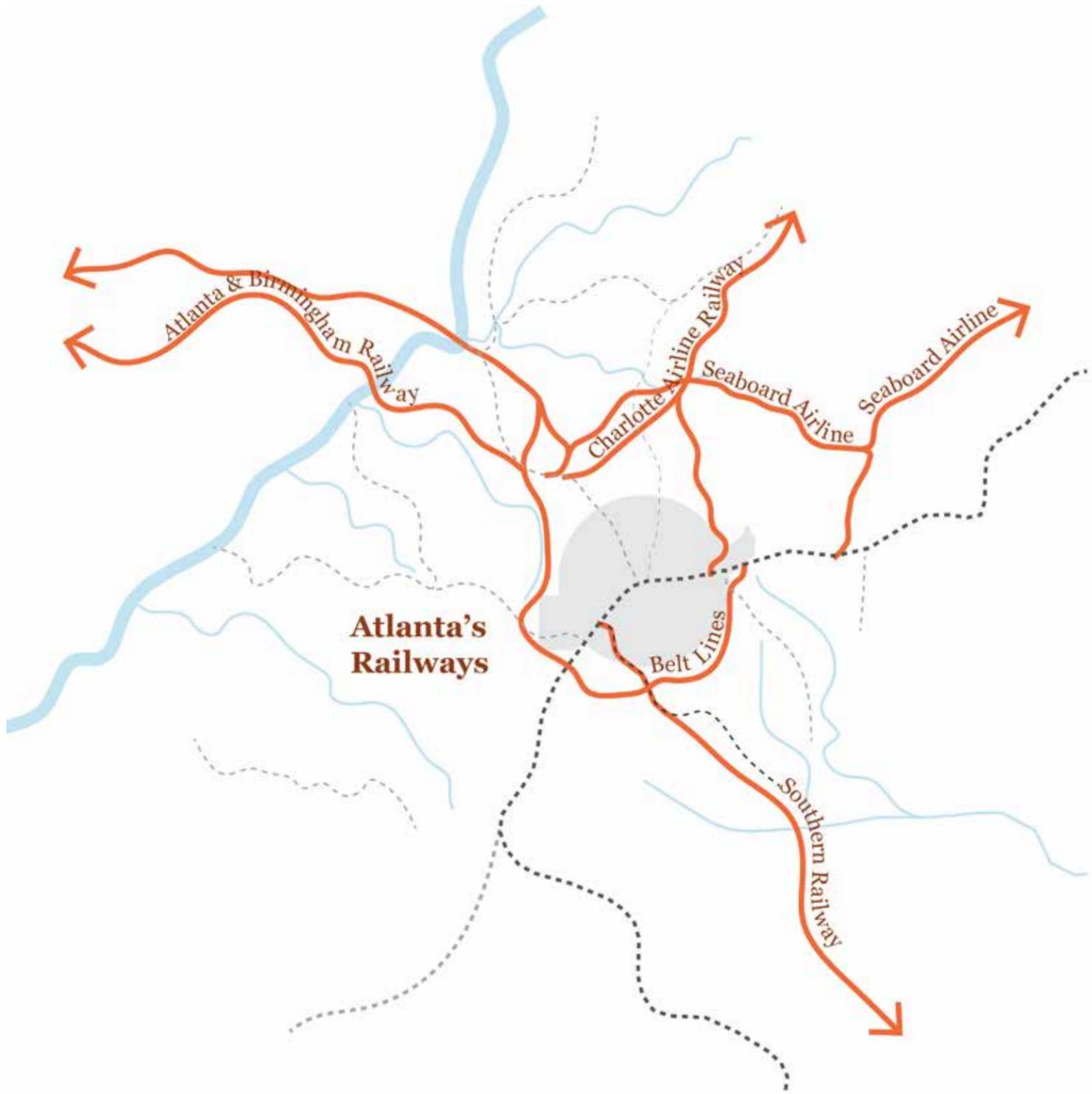
Pitch Trees, Crossroads & Railroads.



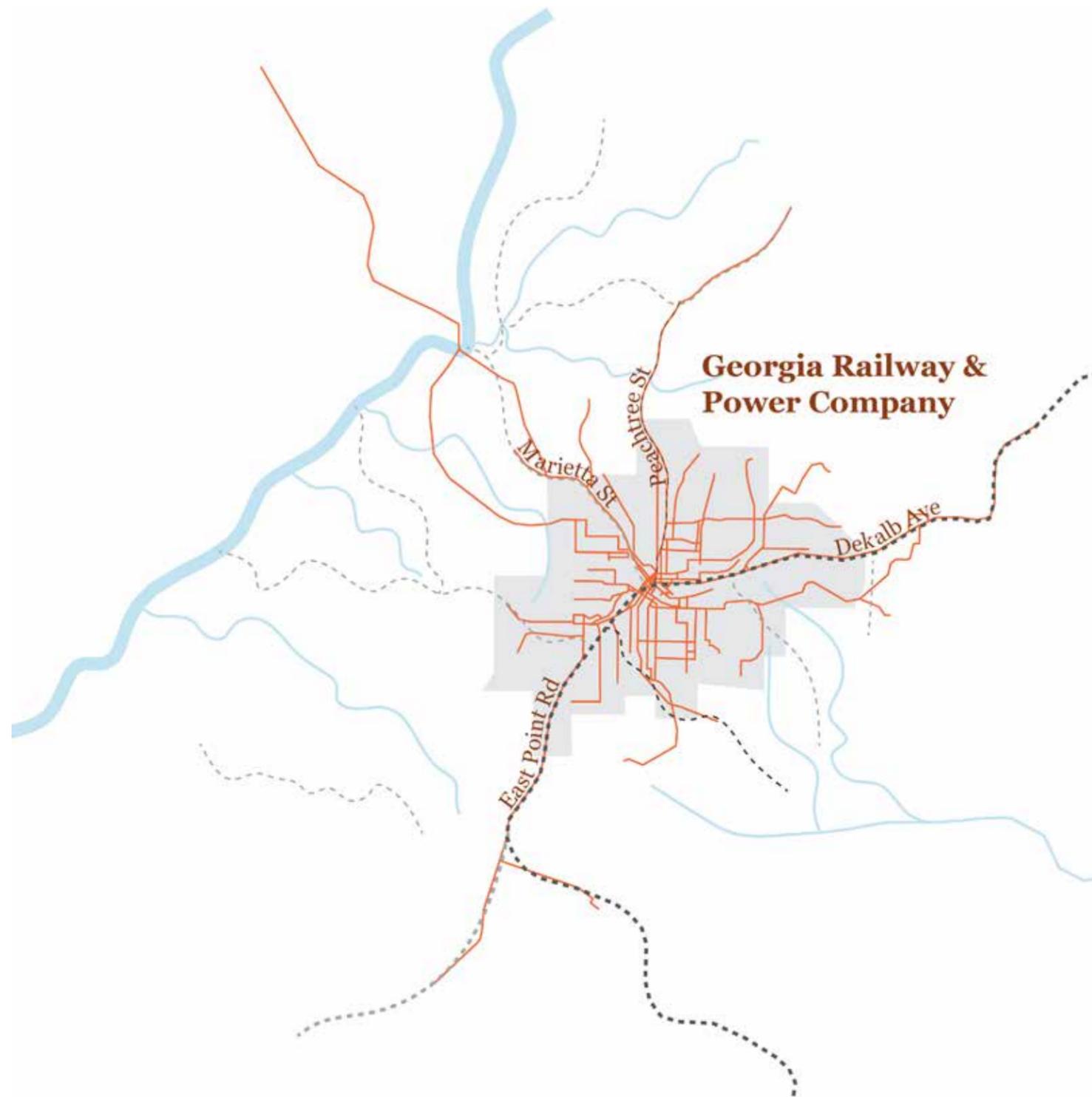
Breaking The Confederacy.



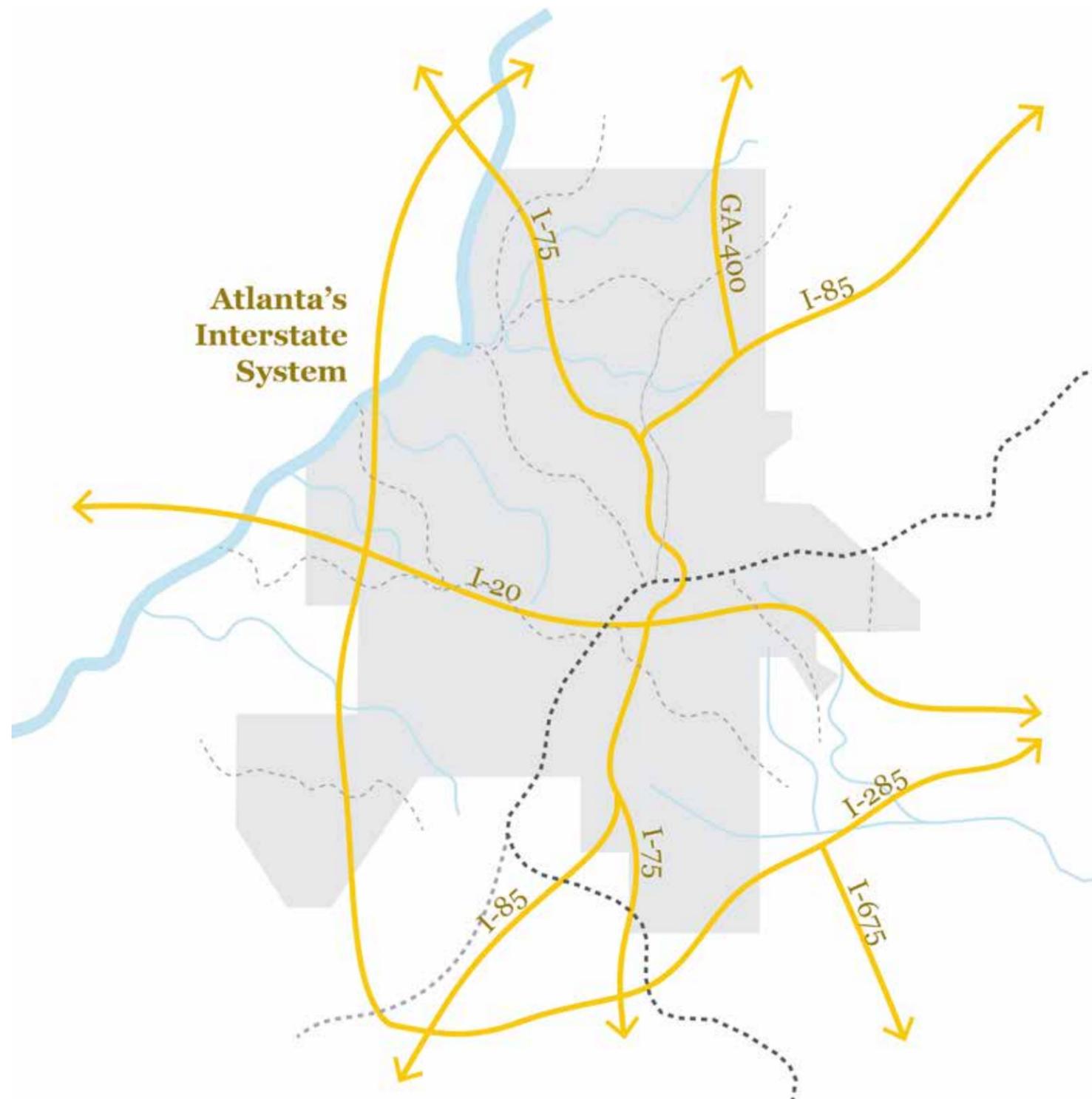
Reunification & Reconstruction.



Jim Crow & Streetcars.



Modernization & Automobiles.





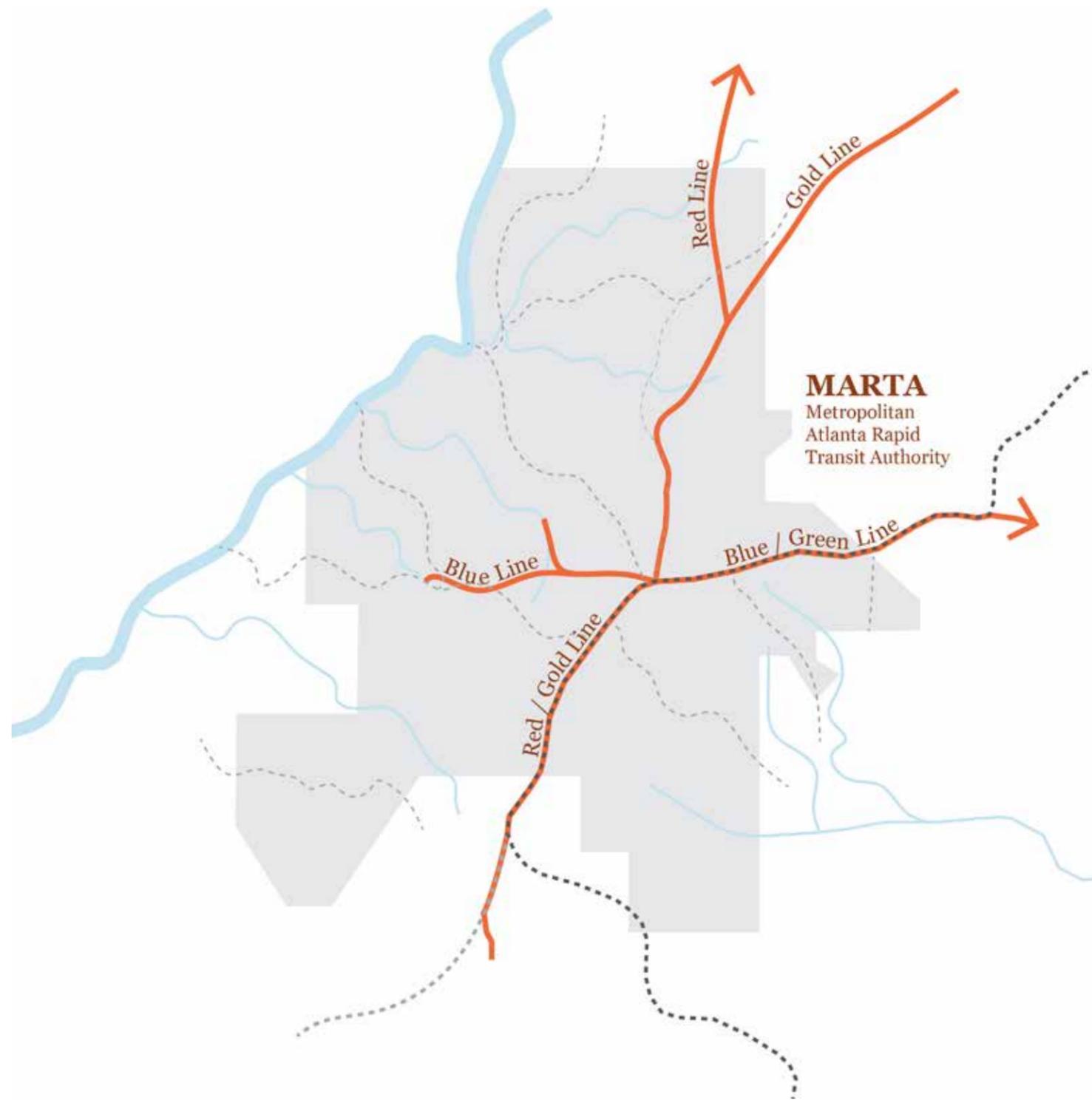
Black Mecca.



Civil Rights.

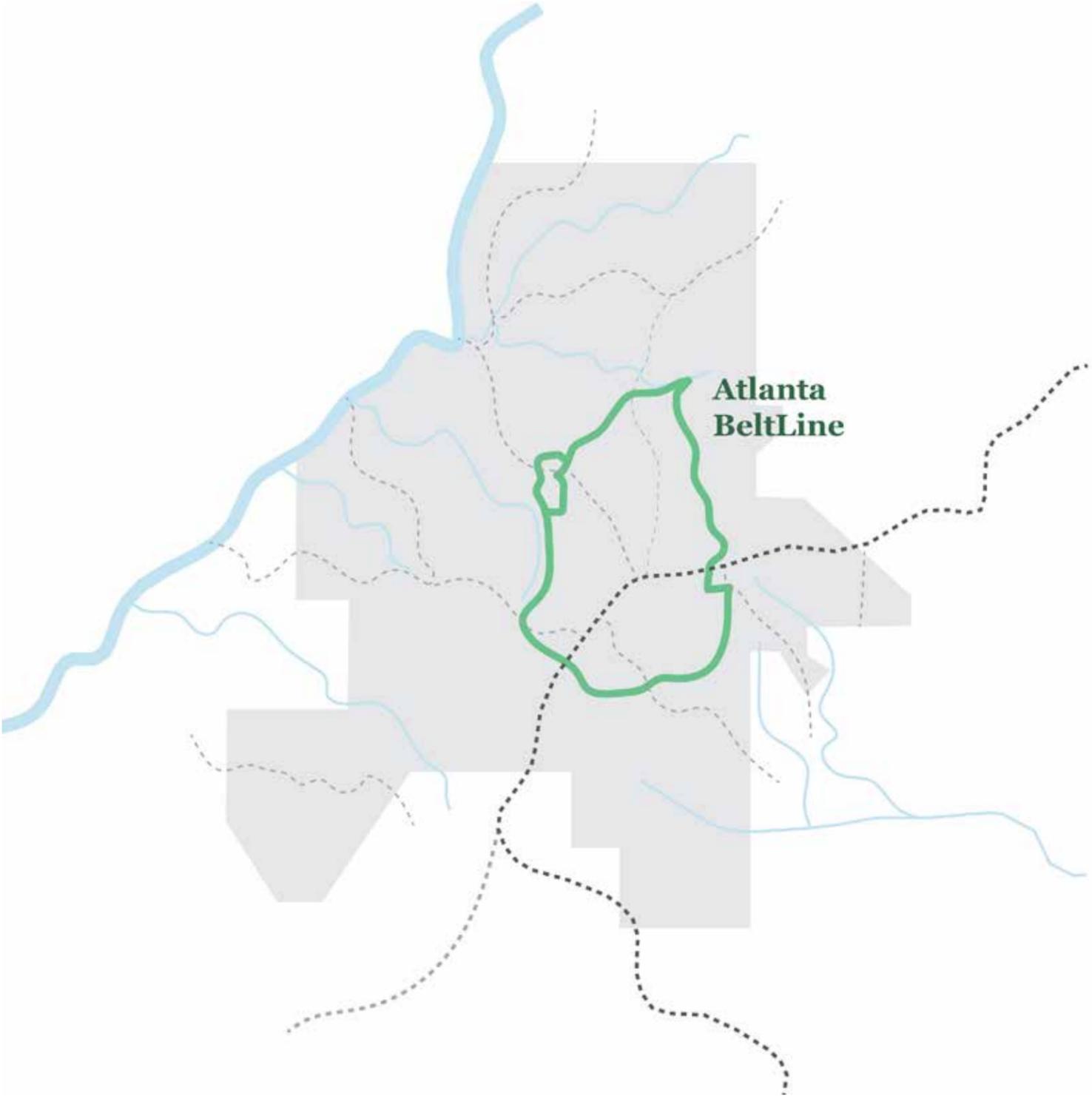


A New City For Civil Rights.



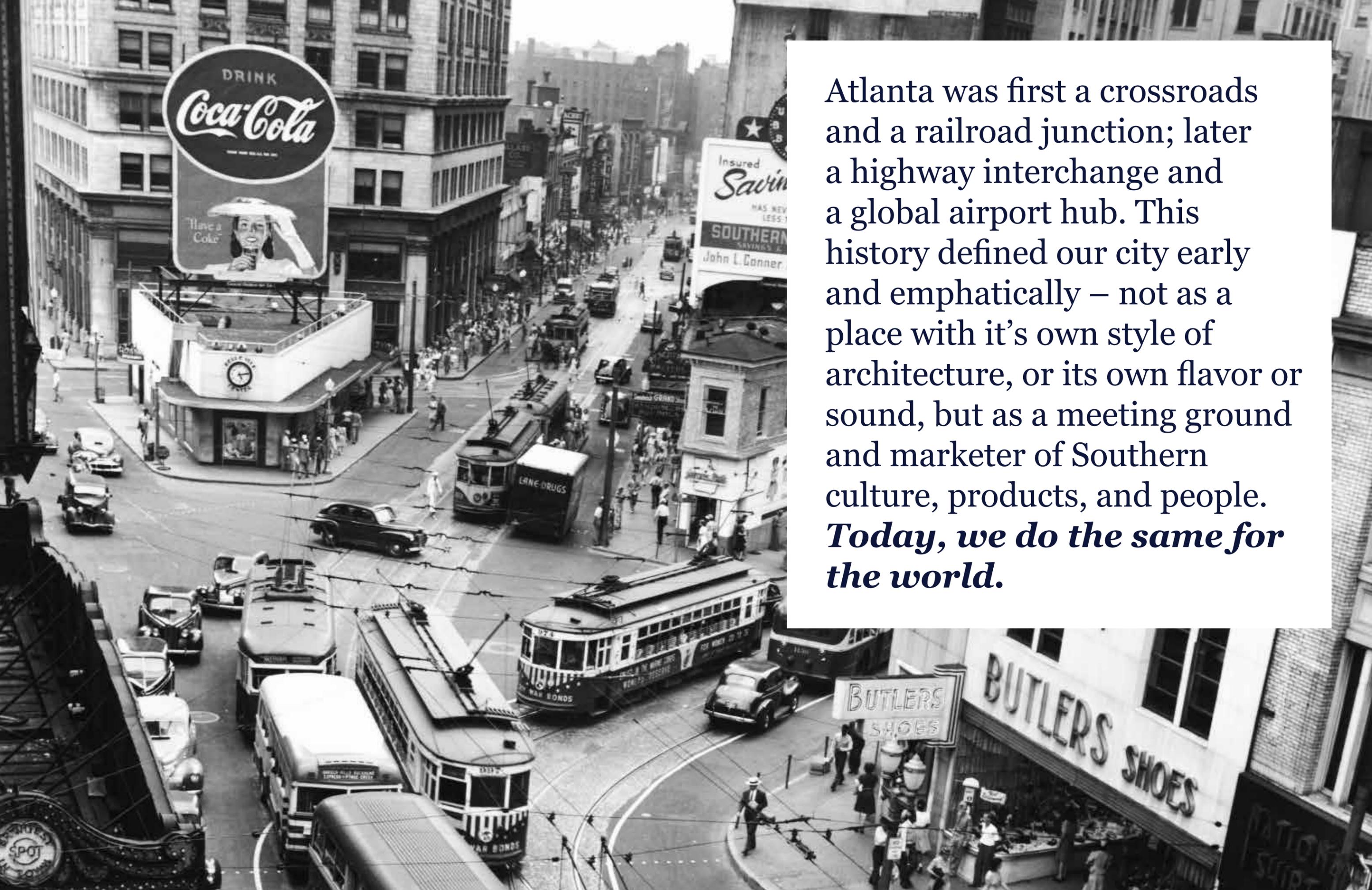


Rebirth. Like a Phoenix Rising (again).

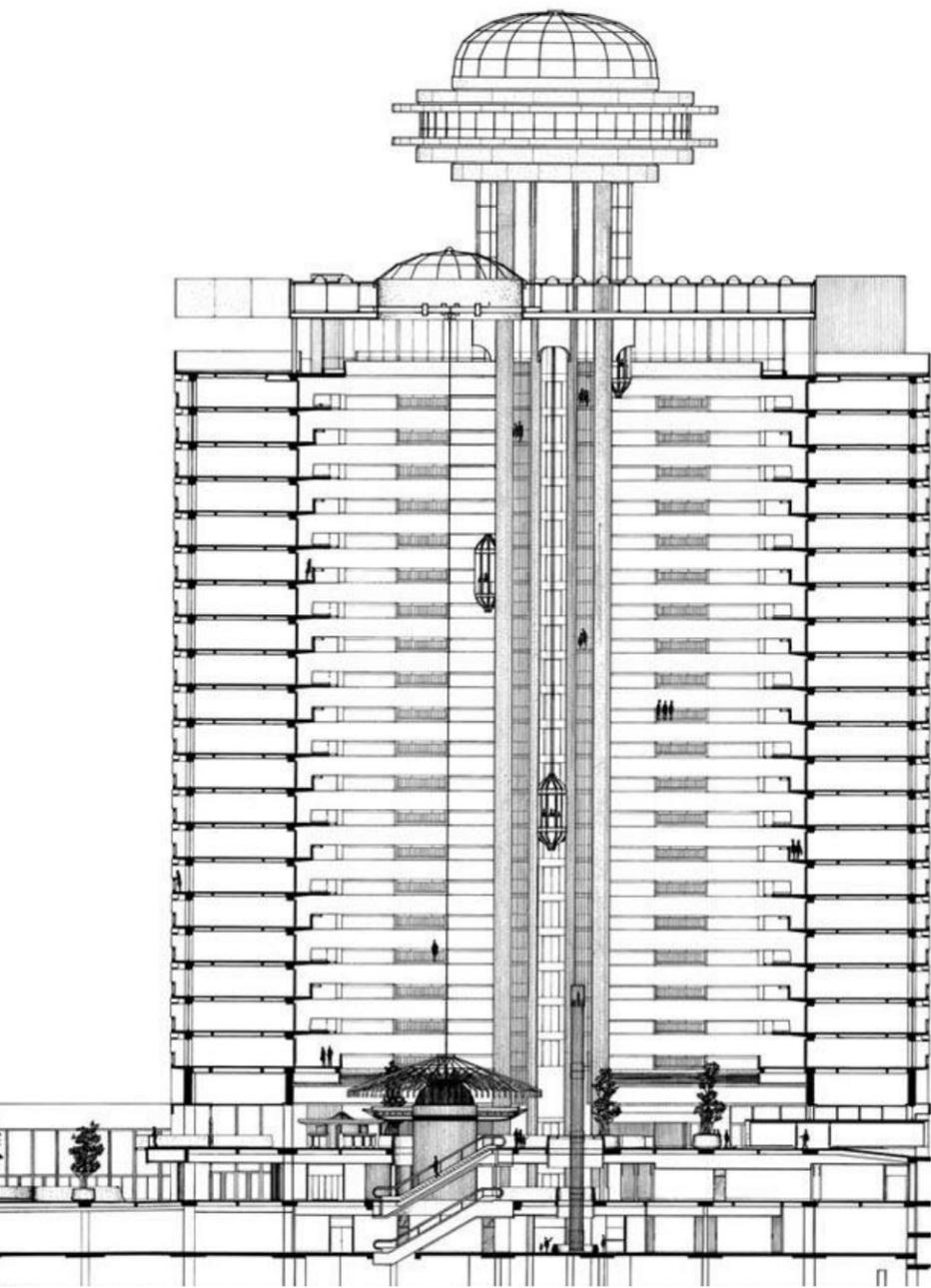




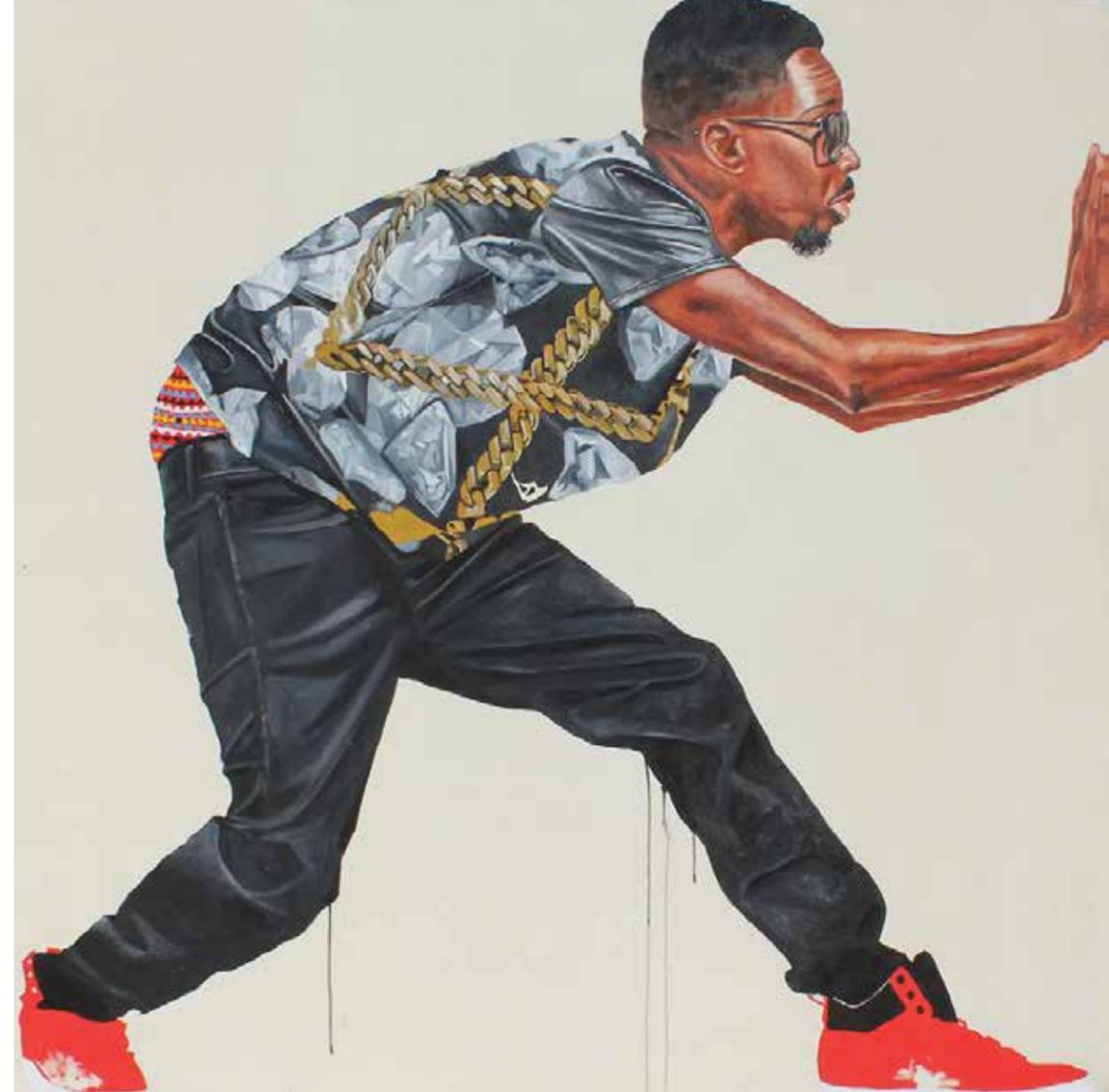
Our best selves.

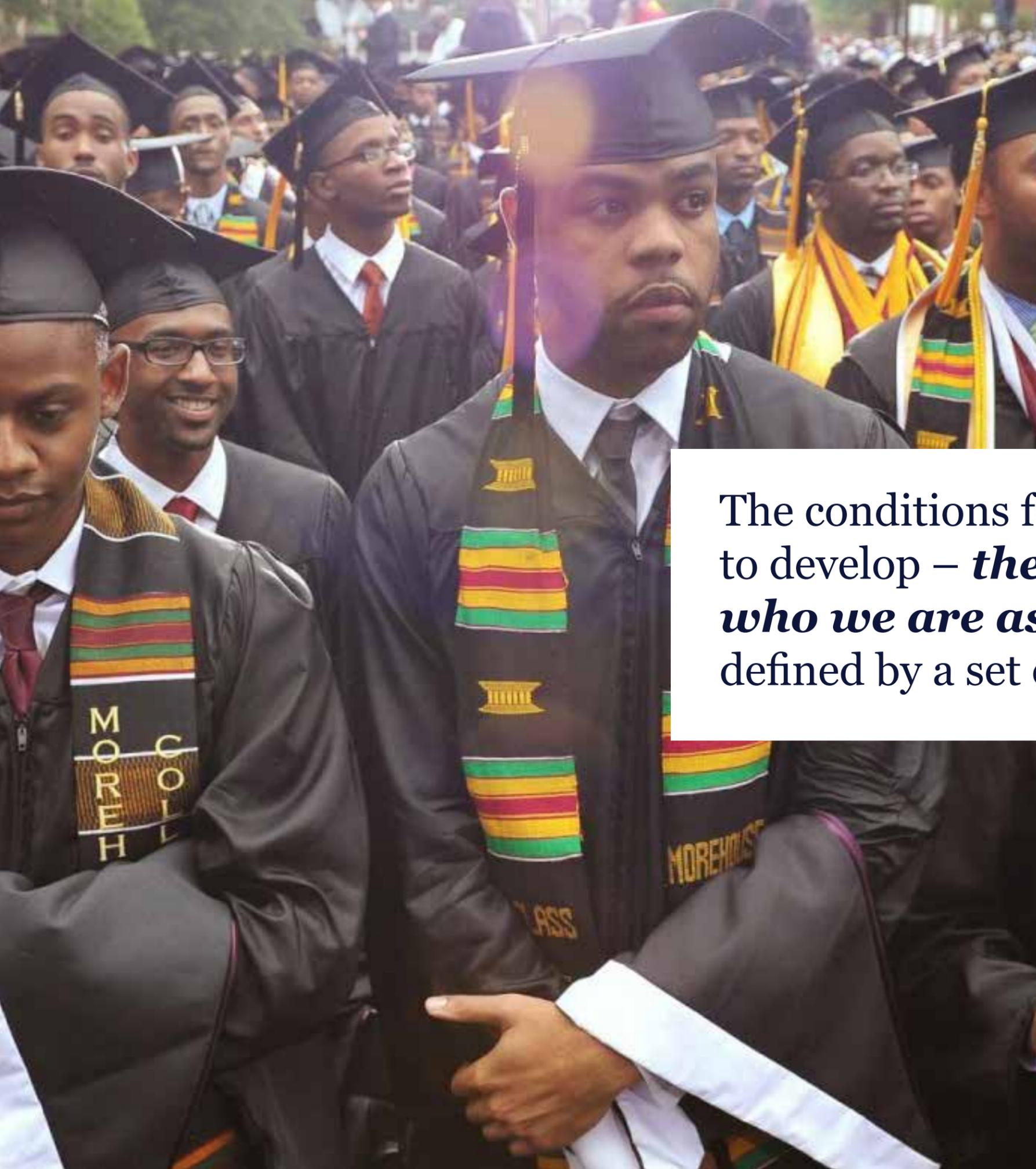


Atlanta was first a crossroads and a railroad junction; later a highway interchange and a global airport hub. This history defined our city early and emphatically – not as a place with its own style of architecture, or its own flavor or sound, but as a meeting ground and marketer of Southern culture, products, and people. *Today, we do the same for the world.*



That's not a slogan. It's just who we are. When we're at our best, Atlanta brings different people, cultures, and businesses together. And then we export our ideas around the globe.





The conditions for those ideas to develop – *the essence of who we are as a city* – can be defined by a set of five values.



(1) Nature.

Atlanta's defining natural feature is our tree canopy and the verdant wildness that inhabits it.



(2) Access.

Atlanta's founding mark at the Zero Mile Post was only the first of many strategic connections between its people and the resources to make something special.



(3) Ambition.

Atlanta's driving motive, more often than not, is to make our voices heard and promote our standing in the world.



(4) Progress.

Atlanta's focus on the future and determination to achieve our goals compels us to then engage in hard work and make tough decisions and significant investments.



(5) Equity.

Atlanta's legacy for the world is our belief that the Beloved Community is not only an aspiration, but a realistic and achievable goal.



Nature.

Access.

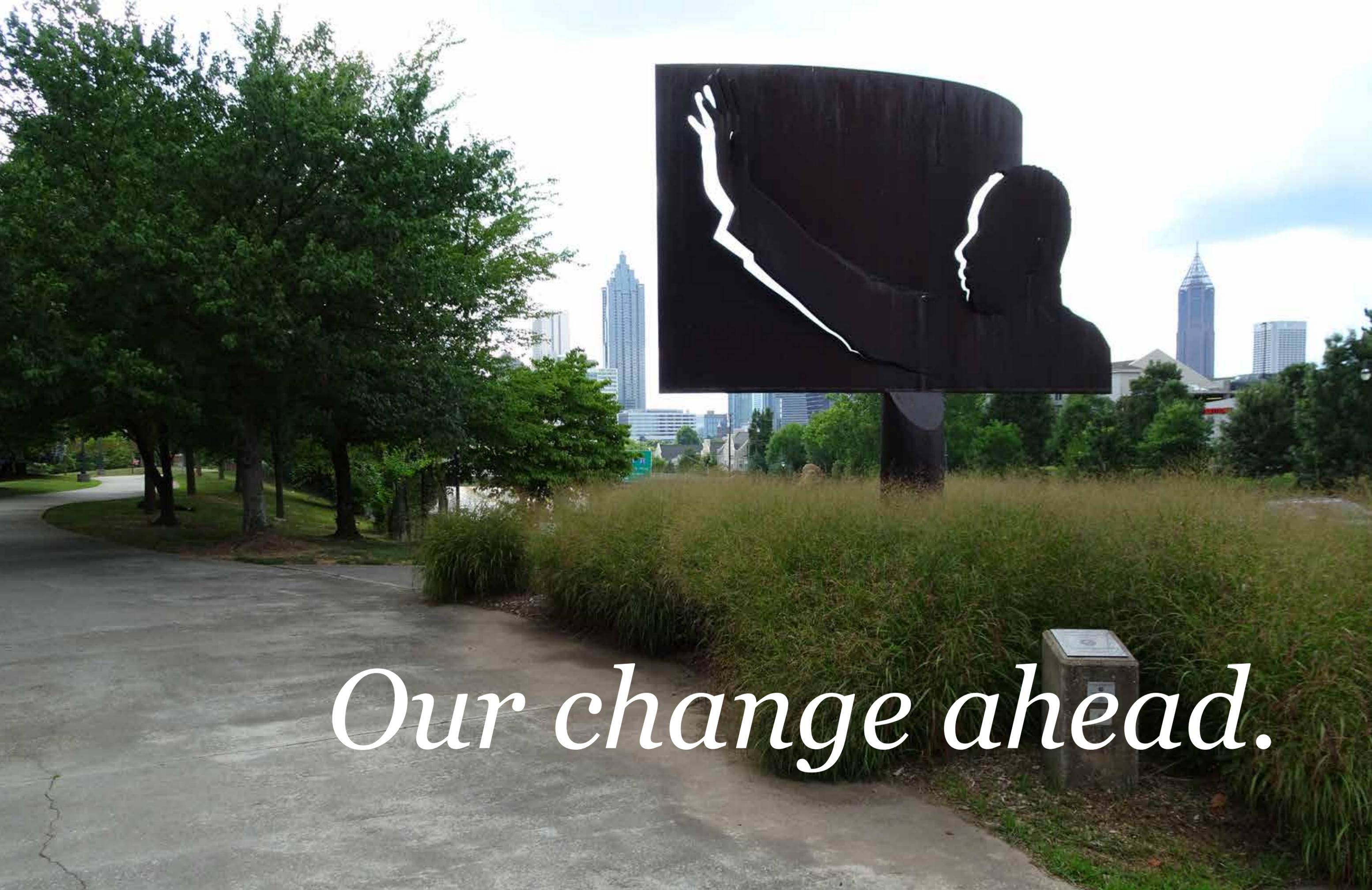
Ambition.

Progress.

Equity.

*If we aspire to these values and
to the beloved community,
we can design
the Atlanta we want to become.*

*We can ensure Atlanta remains a
city for everyone.*



Our change ahead.

Change is coming.

“World’s population increasingly urban with more than half living in urban areas.”

United Nations, July 2014

“Census shows big U.S. cities continue to grow.”

USA Today, May 2016

“Gentrification is a global problem. It’s time we found a better solution.”

The Guardian, September 2016

“Will Portland’s housing crisis repeat mistakes of San Francisco?”

The Atlantic, May 2014

*“Why companies are **moving back downtown.**”*

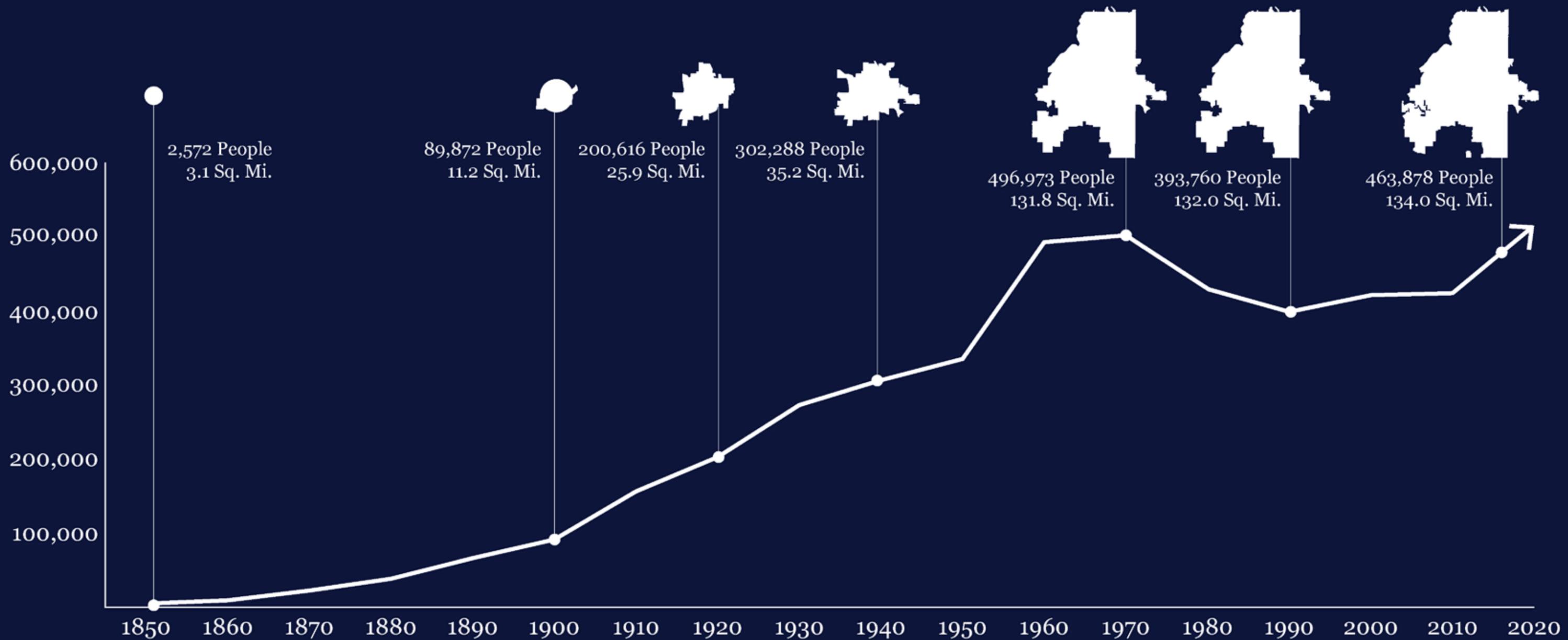
Governing, August 2016

*“To avoid housing nightmare, say ‘**yes in my back yard.**’”*

Boston Globe, July 2016

“As more people move in, NYC suffers affordable housing crisis.”

NPR, March 2016



1847
Atlanta
Incorporated

1860-65
American
Civil War

1885
Georgia Tech
Established

1906
Atlanta Race Riot,
African-American
Businesses Move
to Sweet Auburn

1915
Emory
University
Relocates

1936
Techwood
Homes Built

1954-68
Civil Rights
Movement

1960
I-75, I-85
Constructed

1979
MARTA
Rapid Rail
Construction
Begins

2005
Atlanta BeltLine
Plan Adopted

1850
Oakland Cemetery
Established

1864
Burning of
Atlanta

1865
Atlanta
University
Established

1886
Coca-Cola
Established

1889
First Electric
Streetcars

1926
Candler Field
Airport
Established

1937
William
Hartsfield
Elected
Mayor

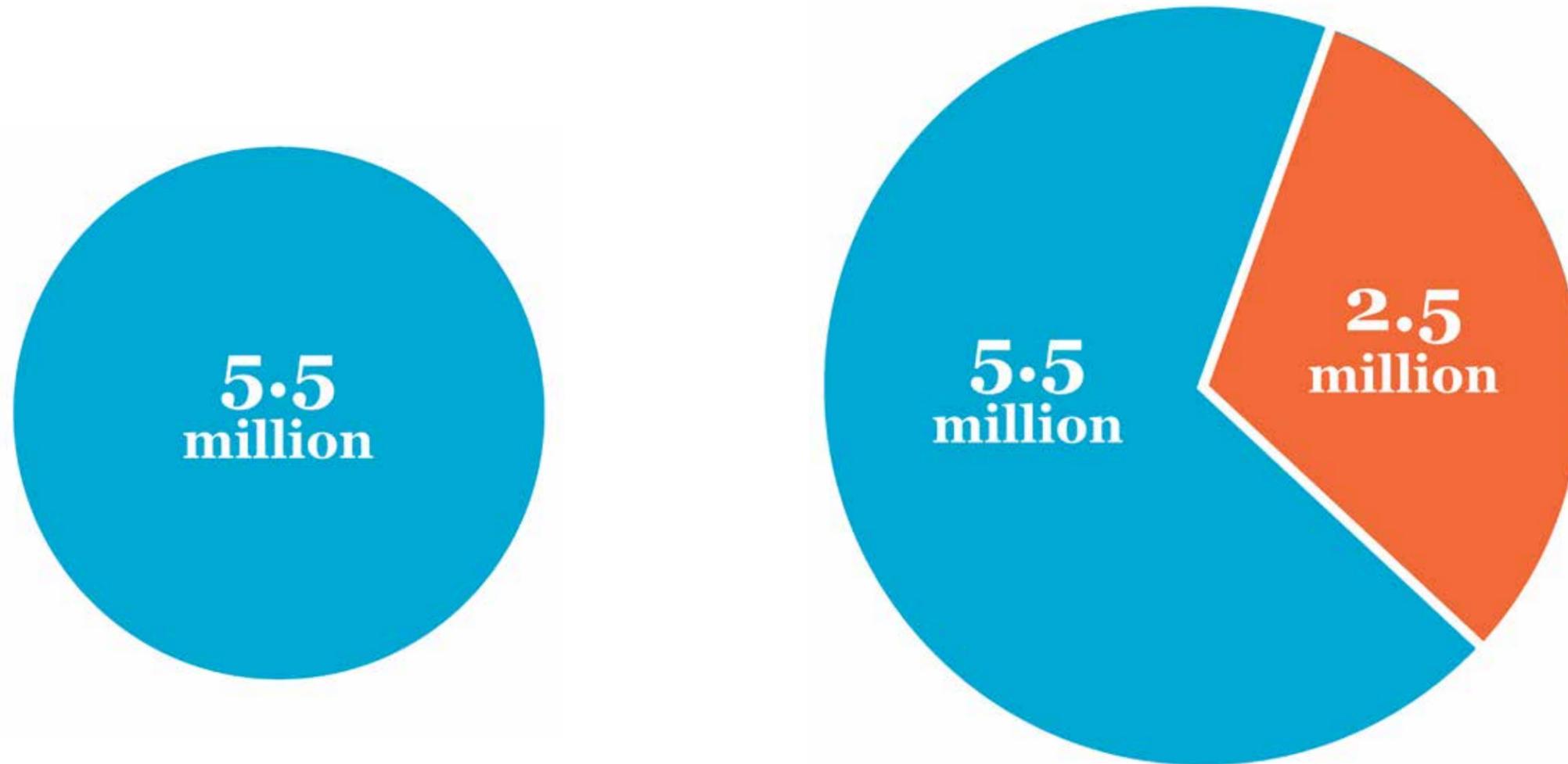
1949
Streetcar
Converted to
Trolley Bus

1974
Maynard
Jackson
Elected
Mayor

1996
Summer
Olympics
Hosted

1998
Hartsfield Atlanta
International
Airport Becomes
World's Busiest
Airport

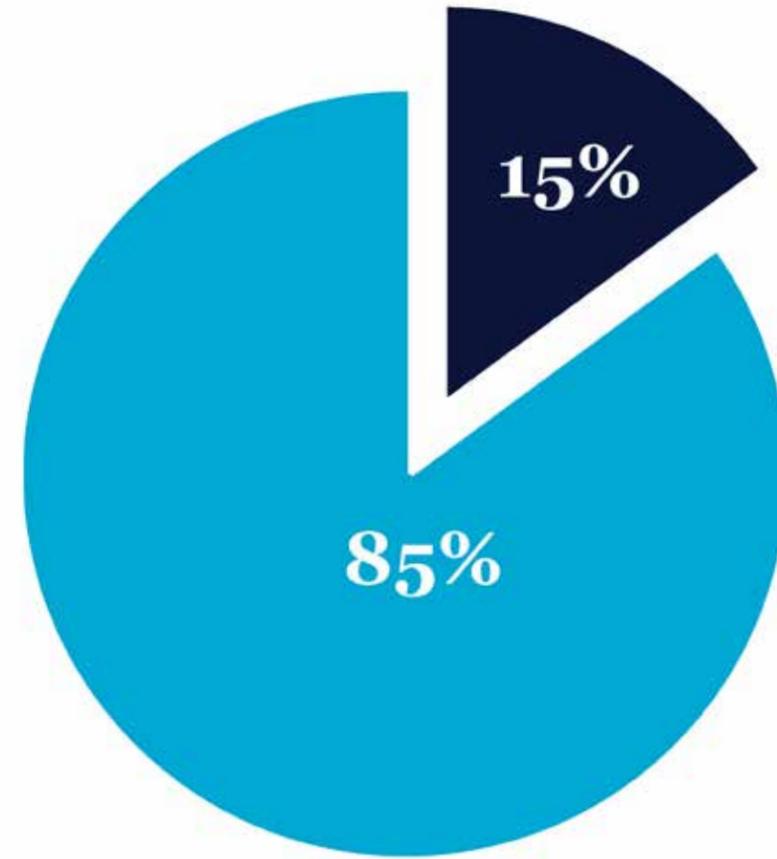
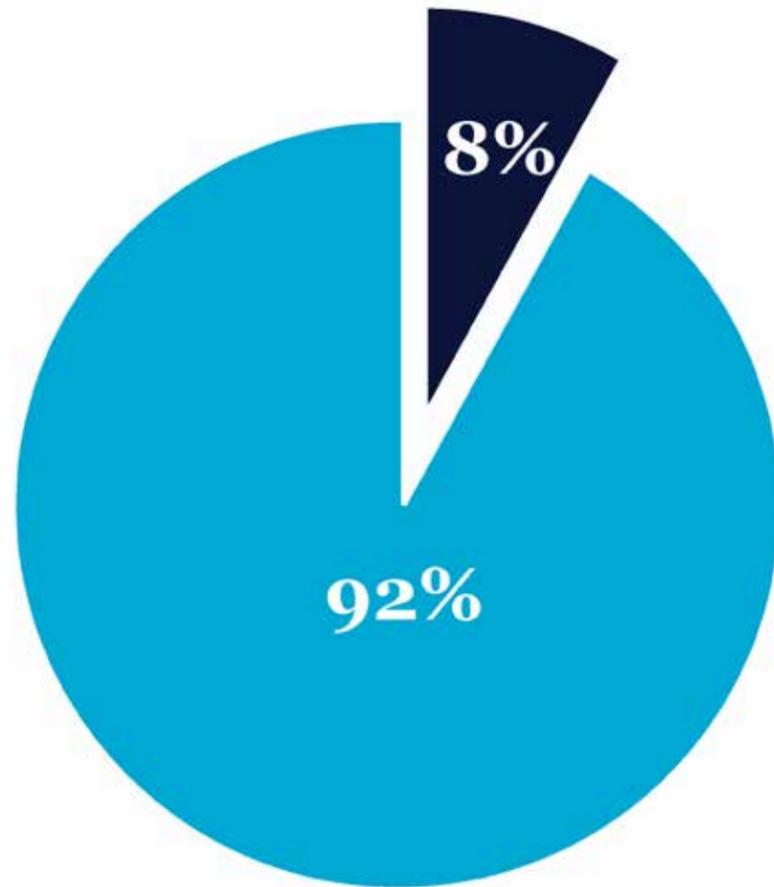
A larger region.



The region currently has 5.5 million people.

The ARC projects the region will grow by 2.5 million people for a total metro Atlanta population of 8 million by 2040.

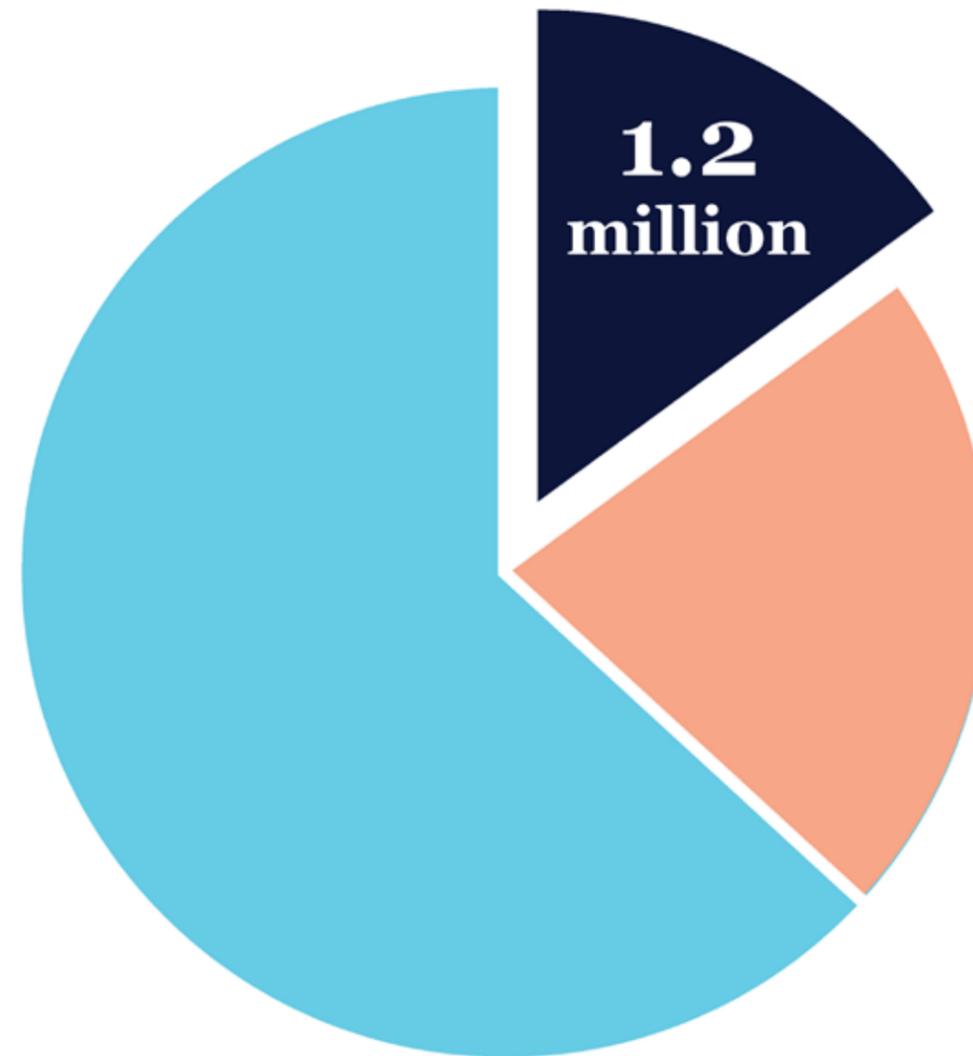
A larger city.



The City of Atlanta currently has 8% of the regional population. The ARC projects that percentage will remain steady at 7% as the region's population grows over the next 20-25 years.

However, research shows 15% of the US population wants to live in a city.

A lot more people.

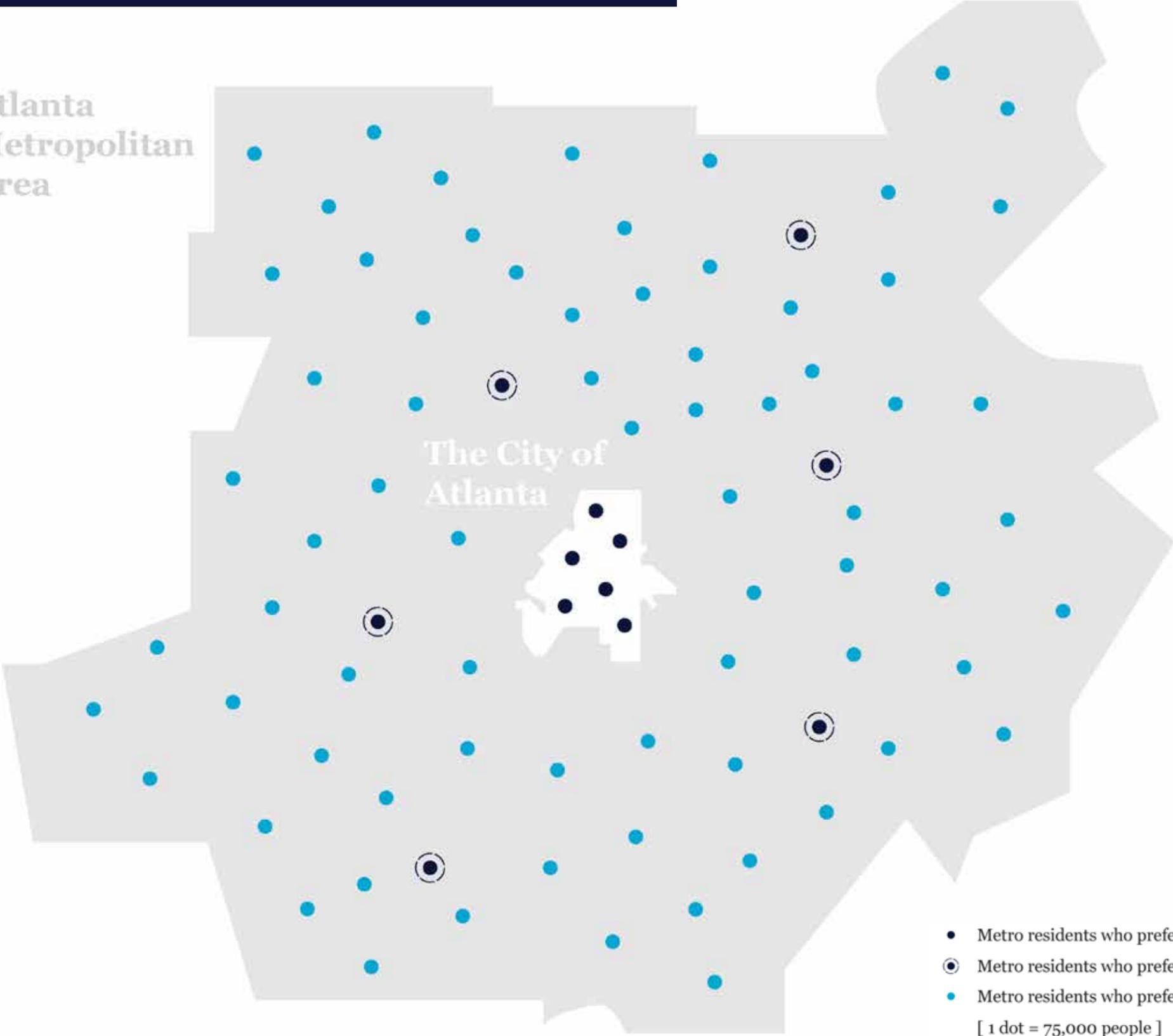


If we assume the region will grow to 8 million people and 15% of those people want to live in the City of Atlanta, then the population of the City will grow to 1.2 million.

What this potential growth looks like.

Atlanta
Metropolitan
Area

The City of
Atlanta

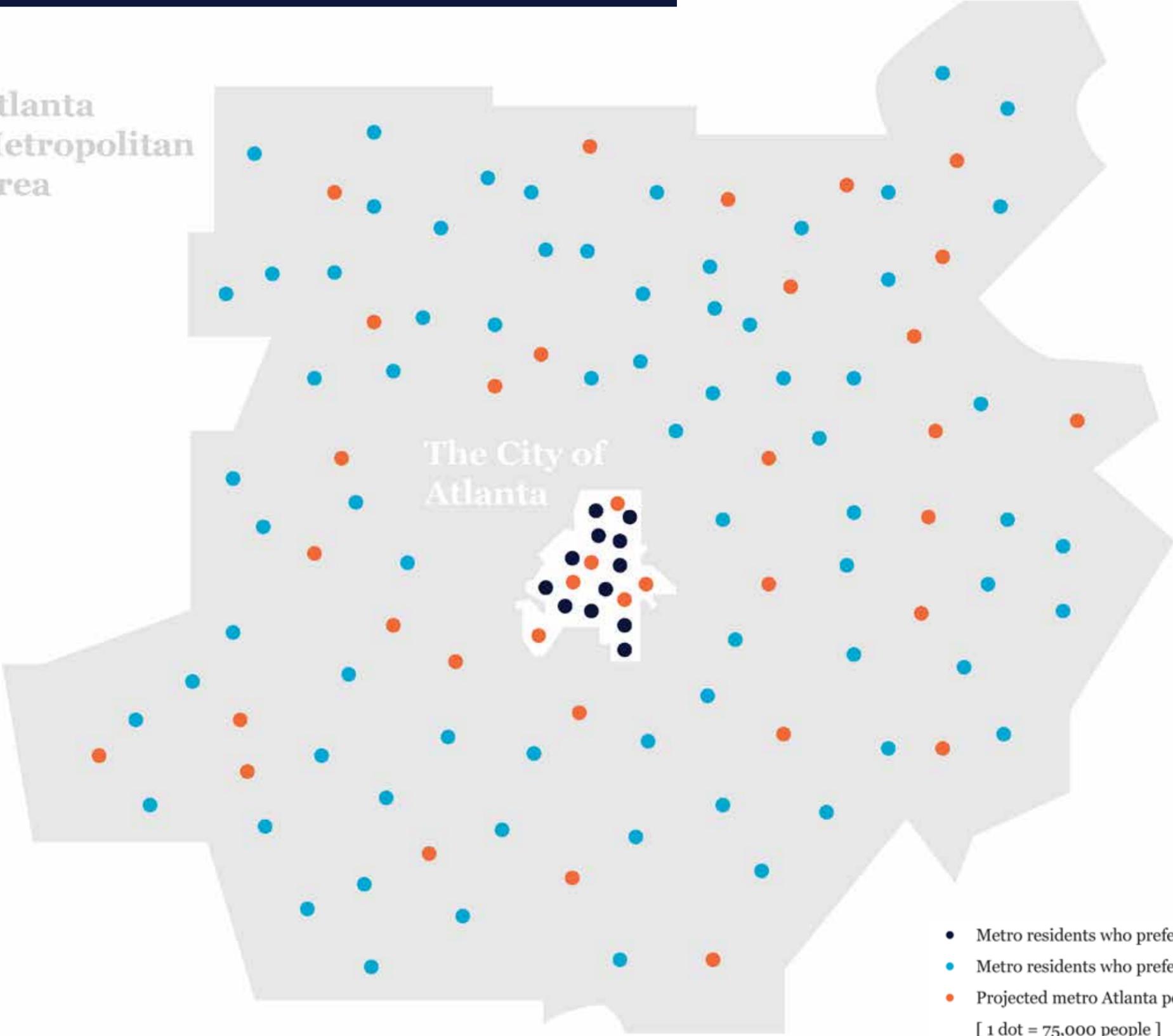


- Metro residents who prefer to live in the City
 - ⦿ Metro residents who prefer to live the City (but currently reside outside)
 - Metro residents who prefer to live in the City
- [1 dot = 75,000 people]

What this potential growth looks like.

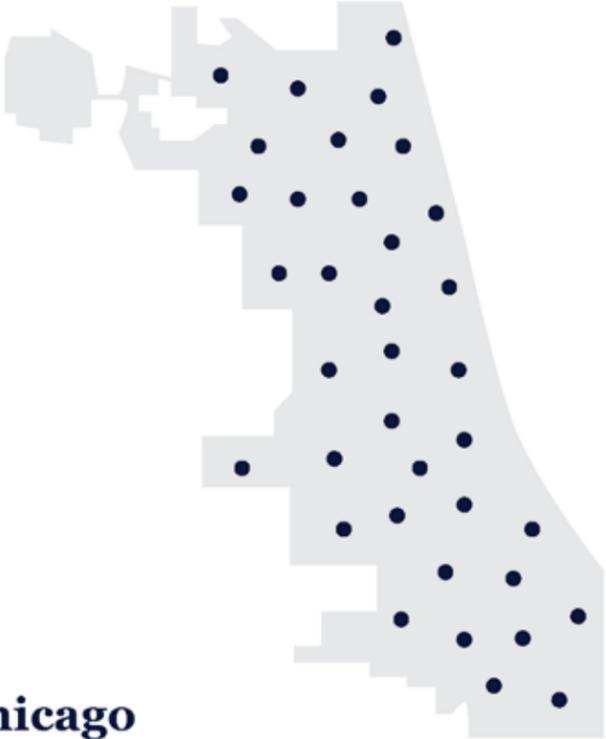
Atlanta
Metropolitan
Area

The City of
Atlanta

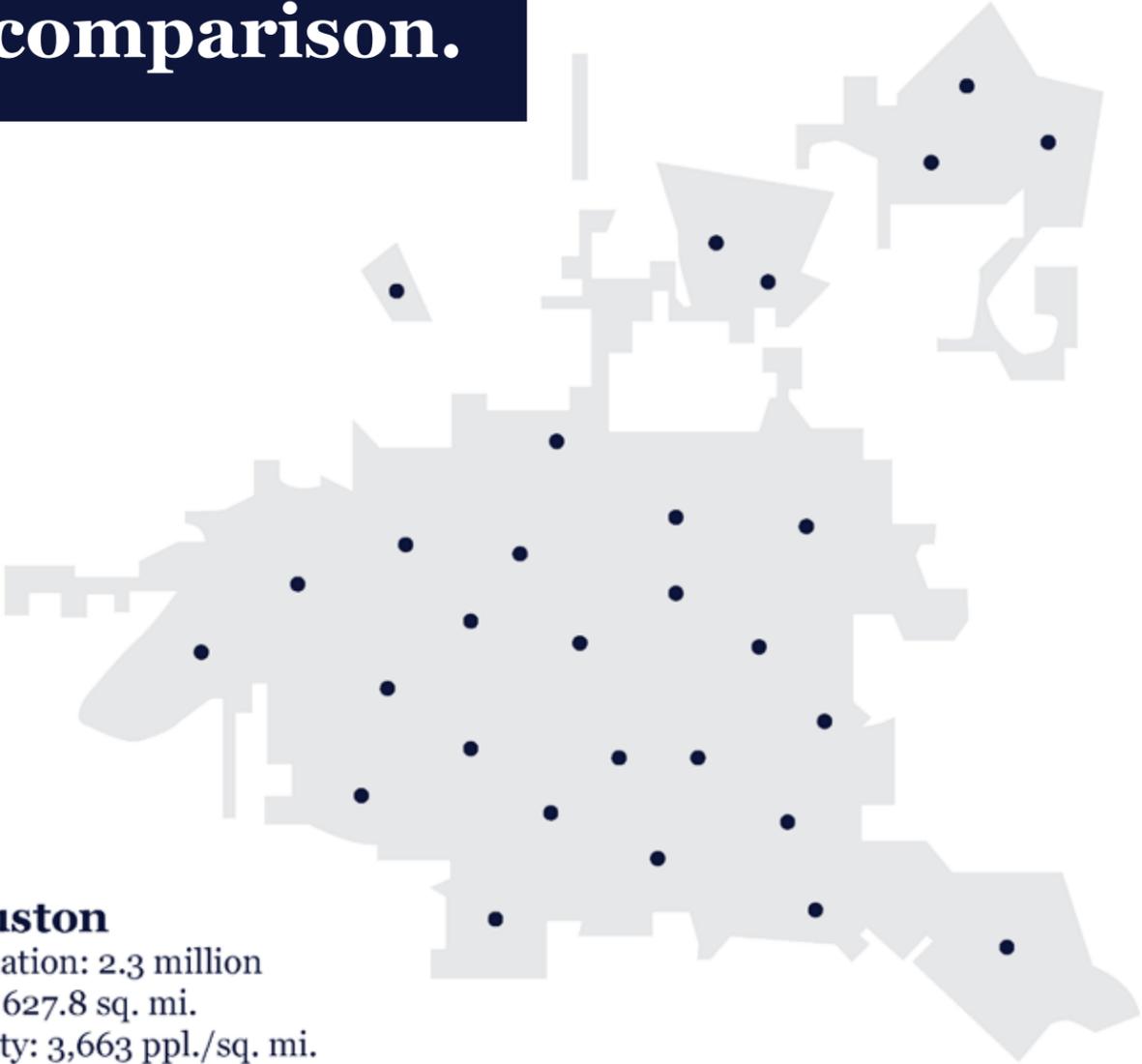


- Metro residents who prefer to live in the City
 - Metro residents who prefer to live outside the City
 - Projected metro Atlanta population growth
- [1 dot = 75,000 people]

Our potential growth in comparison.



Chicago
Population: 2.7 million
Area: 234.0 sq. mi.
Density: 11,538 ppl./sq. mi.



Houston
Population: 2.3 million
Area: 627.8 sq. mi.
Density: 3,663 ppl./sq. mi.



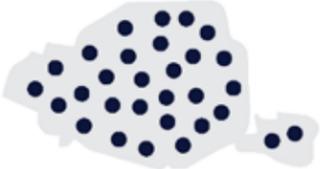
Atlanta (Today)
Population: 463,818
Area: 134.0 sq. mi.
Density: 3,461 ppl./sq. mi.



Washington, DC
Population: 672,228
Area: 68.3 sq. mi.
Density: 9,842 ppl./sq. mi.



Vancouver
Population: 603,502
Area: 44.4 sq. mi.
Density: 13,592 ppl./sq. mi.



Paris
Population: 2.2 million
Area: 40.7 sq. mi.
Density: 54,054 ppl./sq. mi.



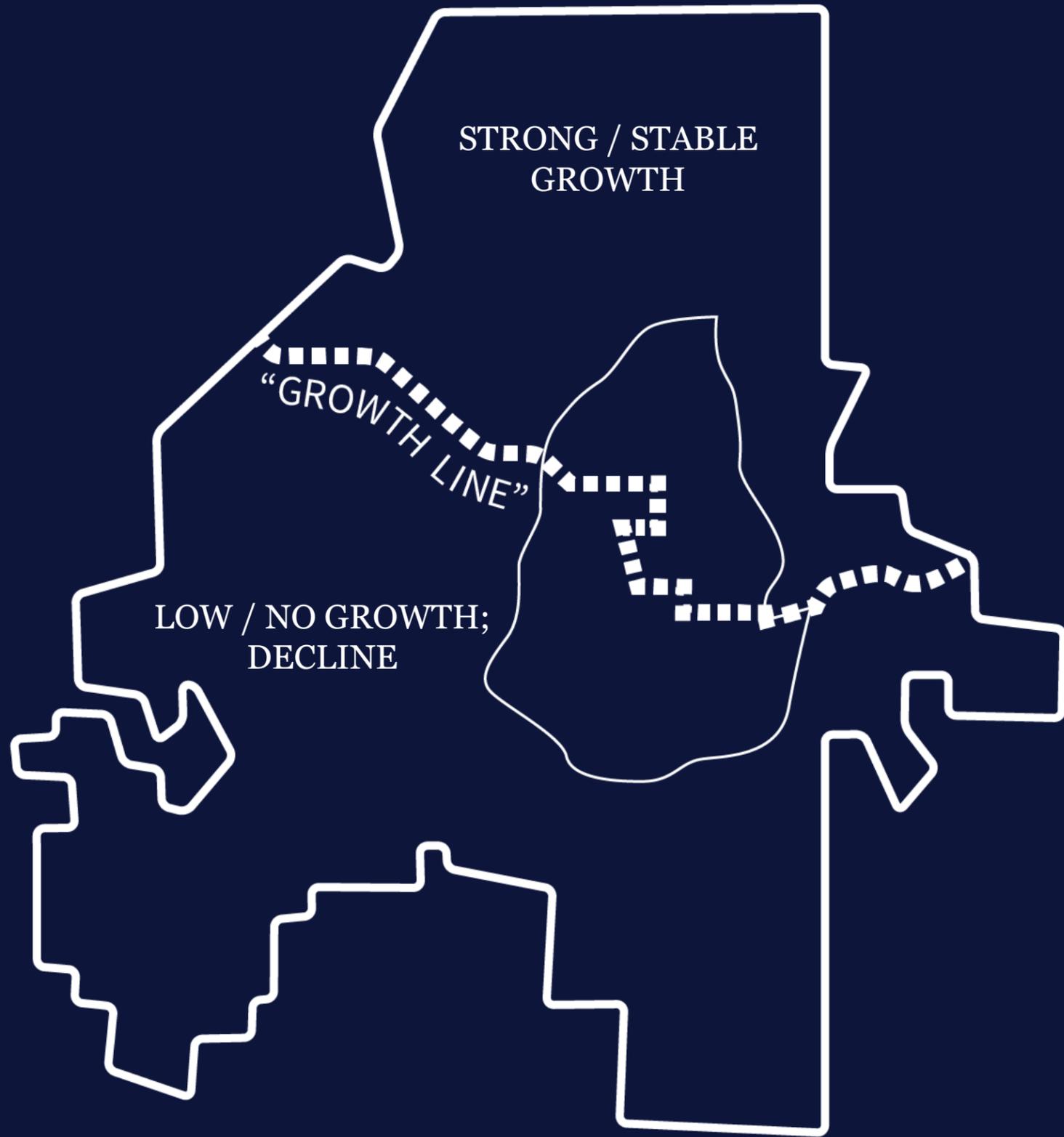
Atlanta (Future)
Population: 1.2 million
Area: 134.0 sq. mi.
Density: 8,955 ppl./sq. mi.

1. *The first premise of the Atlanta City Design is that the City is **going to change**. That not changing is not an option. That our change will involve significant growth. And that if properly designed, growth can be a powerful tool for shaping the Atlanta we want to become.*

2. *The second premise is that almost always, more people are better than fewer. That a diverse population is better than a homogenous one. And that the most strategic scenario for growth **includes everyone**.*

Change is exciting.

For some people, however, the scale of this change can be scary because historically, it has benefitted some more than others.



Demographic imbalance.

Geographic imbalance.

Economic imbalance.

Ecological imbalance.

Our imbalance.

The city's black population is declining. Growth in the black population above the growth line does not offset losses below.

The city remains largely black and white, even while the region is poised for sizable growth in other groups, especially hispanic and latinos.

The increase in households making over \$75,000 is equal or faster in the City than in the Region.

“Atlanta, once again the nation's leader in income inequality”

Creative Loafing, March 2015

71% of metro residents think public transit is “very important” to solving our problems.

Metro Atlanta Speaks, ARC

“This geography appears to play a major role in making Atlanta one of the metropolitan areas where it is most difficult for lower-income households to rise into the middle class and beyond.”

New York Times, July 2013

*It's easy to fear that
Atlanta - this home that we
love - will get ruined in the
process.*

If we want to instead leverage change to make an even better Atlanta, we need to design the changes we see coming to meet and uphold our core values.

An aerial, black and white photograph of a city. The center of the image is dominated by a large, cleared construction site with visible dirt, tracks, and some structural elements. Surrounding this site is a dense urban landscape with numerous buildings of varying heights, streets, and parking lots. The text is overlaid on the construction site area.

*Change is an opportunity.
It can fuel the creation of the
future we want.*



(1)

*Can we embrace
both the beauty
of Nature and
urban life?*

Forest.



City.



(1) The challenge for *Nature* is to strike the right balance with Atlanta's rapid urbanization.



(2)

*Can we maintain
our Access to the
region without
destroying the
places we live?*



Hub.



Place.

(2) The challenge for Access is to balance the value of our transport hub with its impact on the places we live.

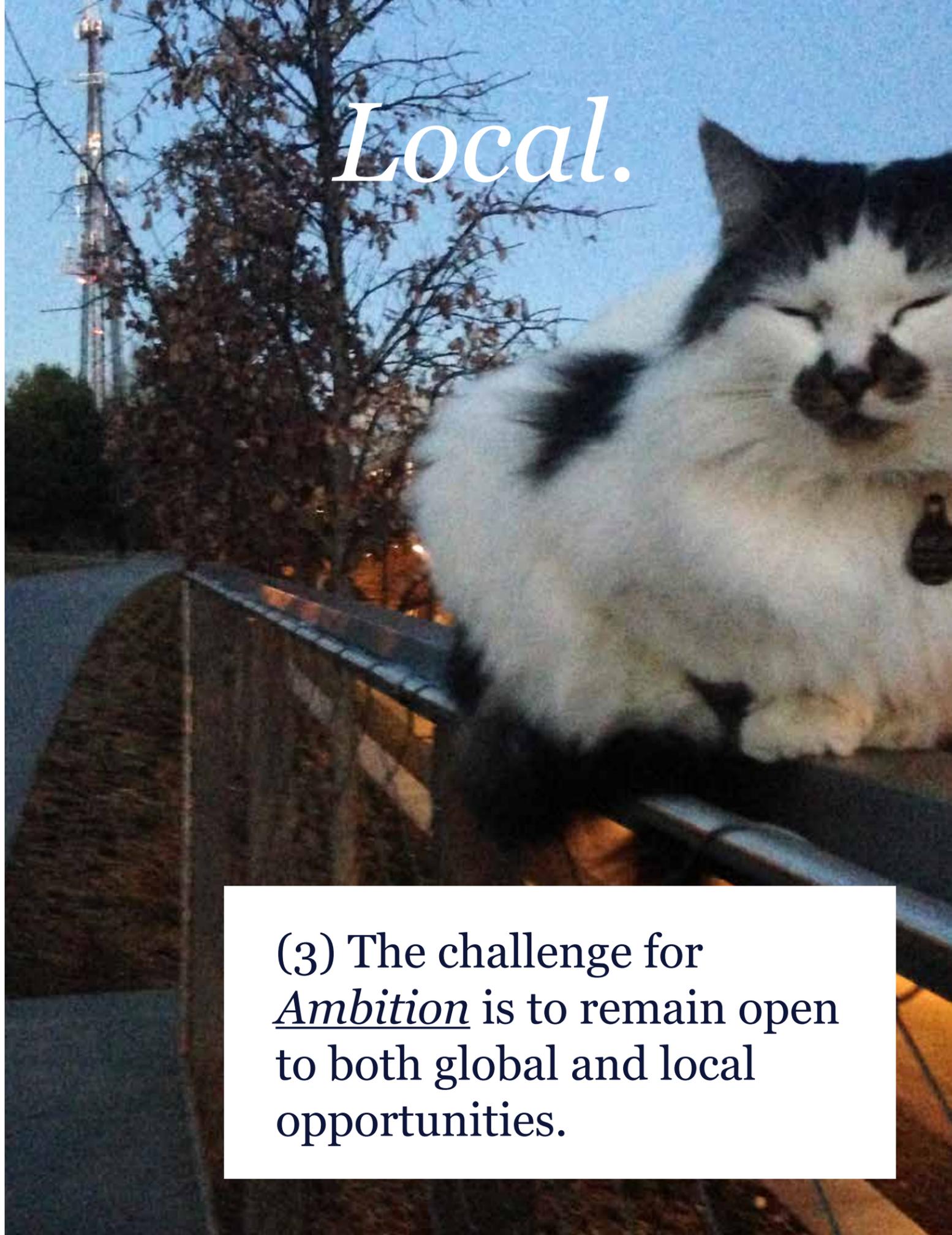


(3)
*Can we protect
opportunities
for both our
global and local
Ambition?*

Global.



Local.



(3) The challenge for *Ambition* is to remain open to both global and local opportunities.

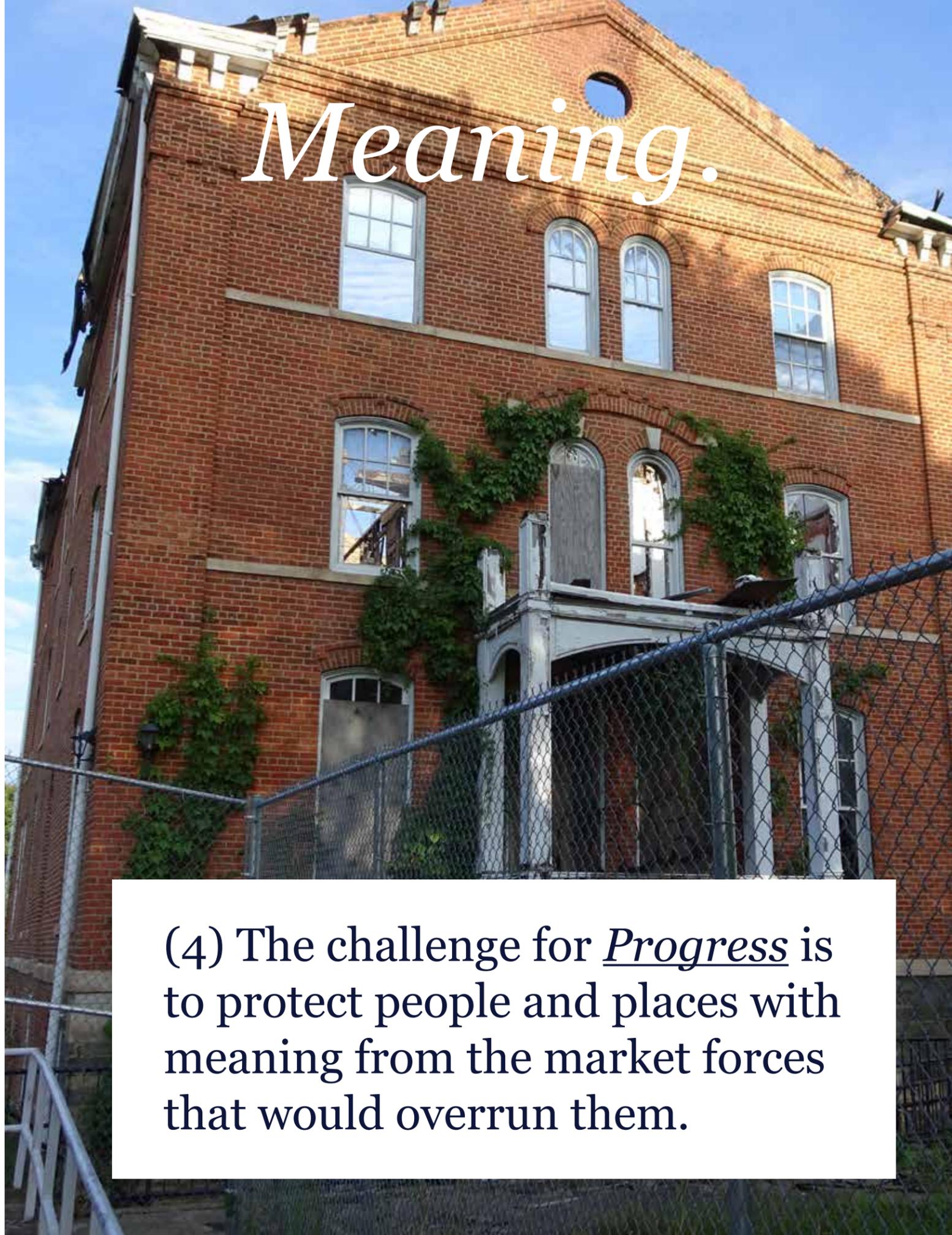


(4)

*Can we make
Progress and
still protect
things that have
meaning?*

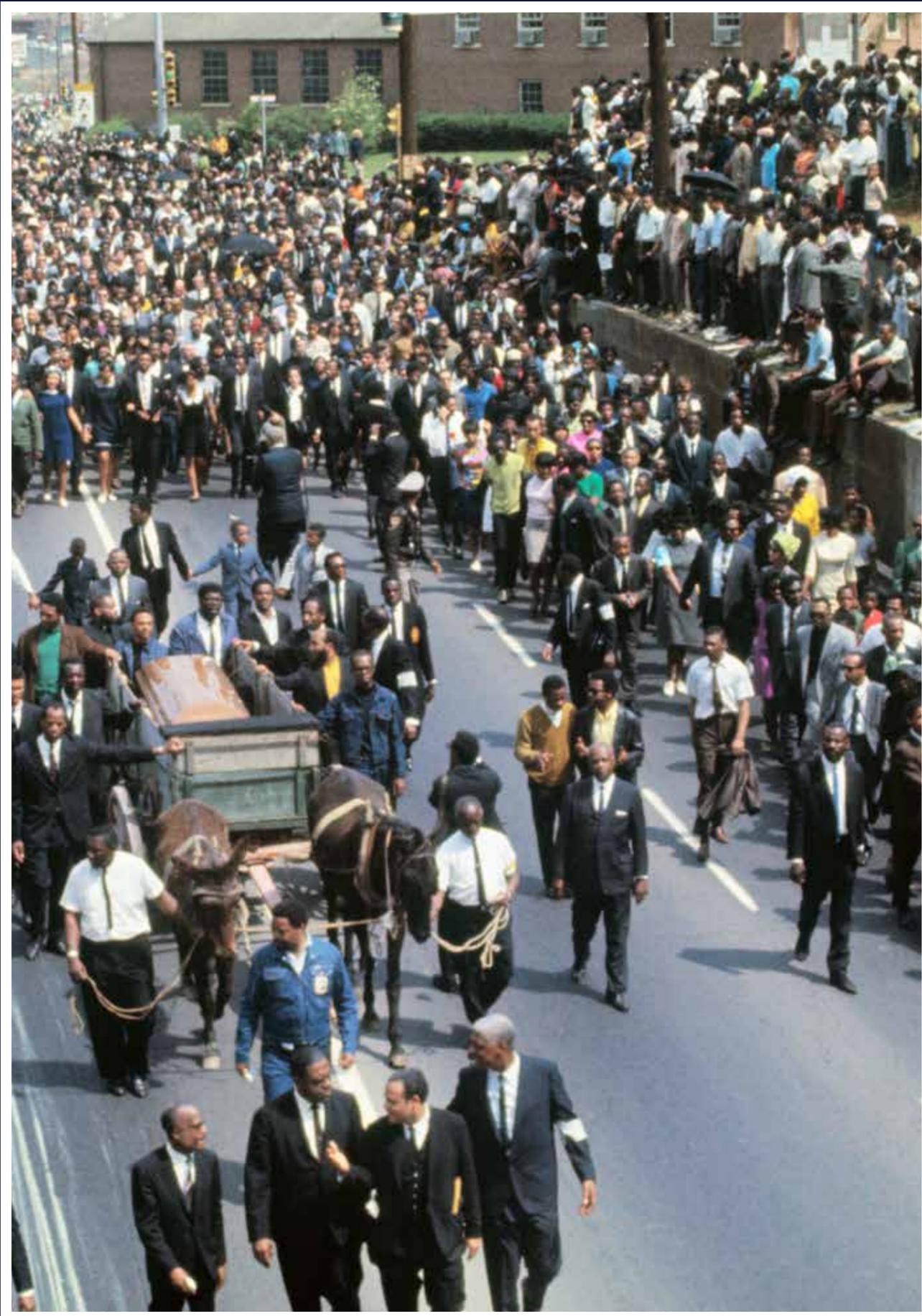


Market.



Meaning.

(4) The challenge for *Progress* is to protect people and places with meaning from the market forces that would overrun them.

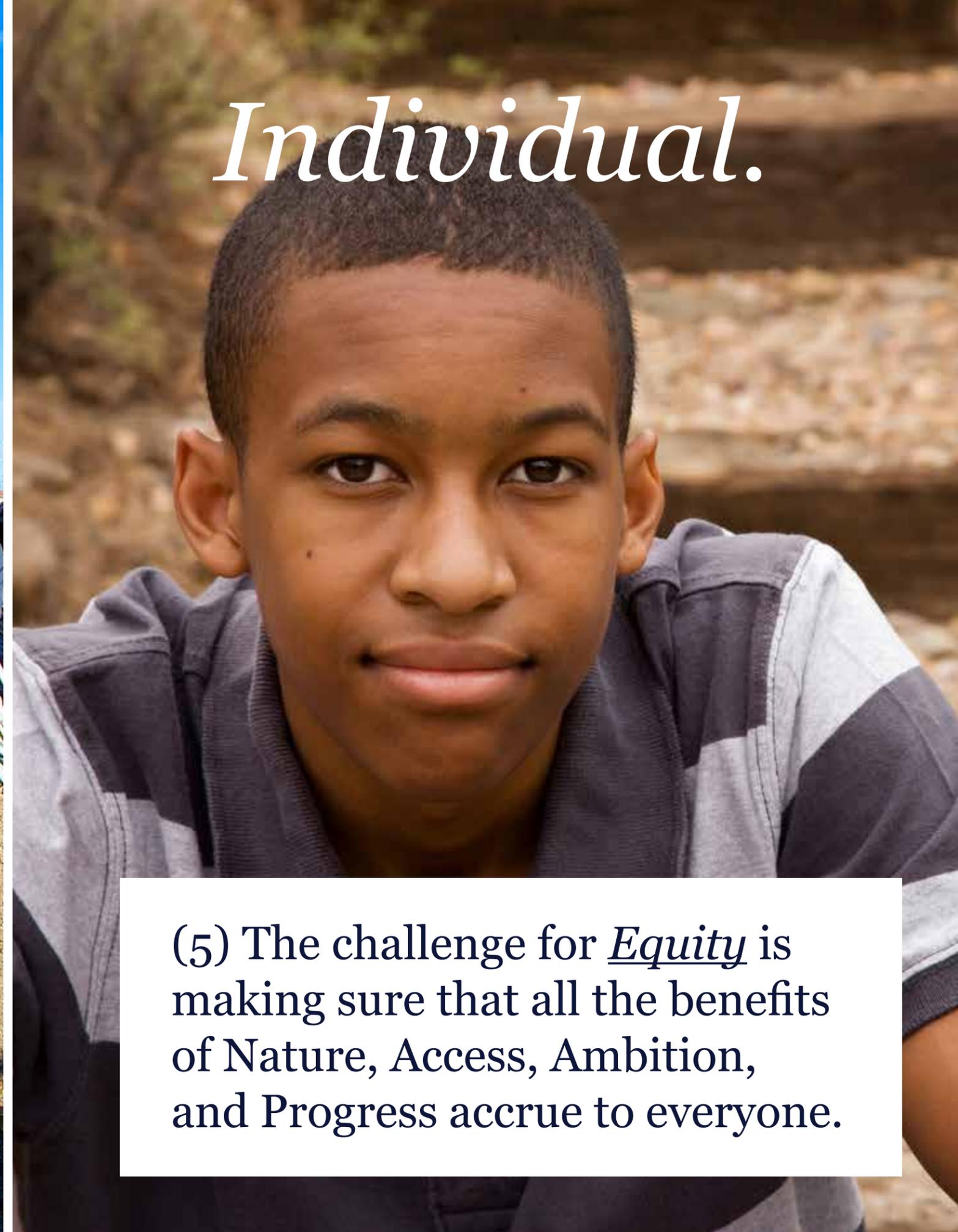


(5)
*Can we deliver
a city built on
Equity so that
everyone benefits
from change?*

Collective.



Individual.



(5) The challenge for *Equity* is making sure that all the benefits of Nature, Access, Ambition, and Progress accrue to everyone.

If we want a city designed for everyone, we have to do things to ensure that is possible.

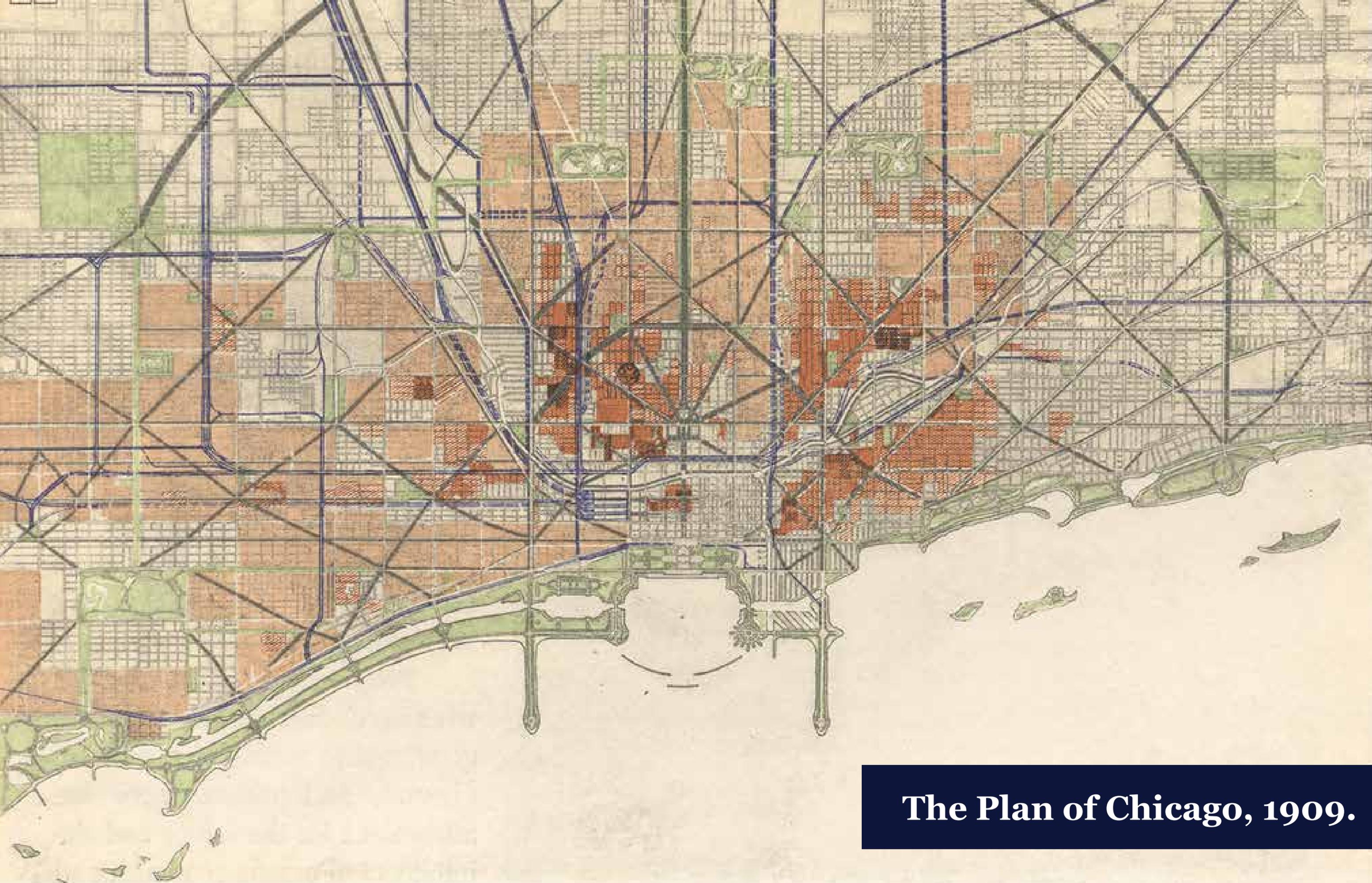
We can design change to address these tensions and make Atlanta the city we want it to become.



Our path forward.

City Design can help us tackle
the challenges of change and
live up to the promise of the
Beloved Community.

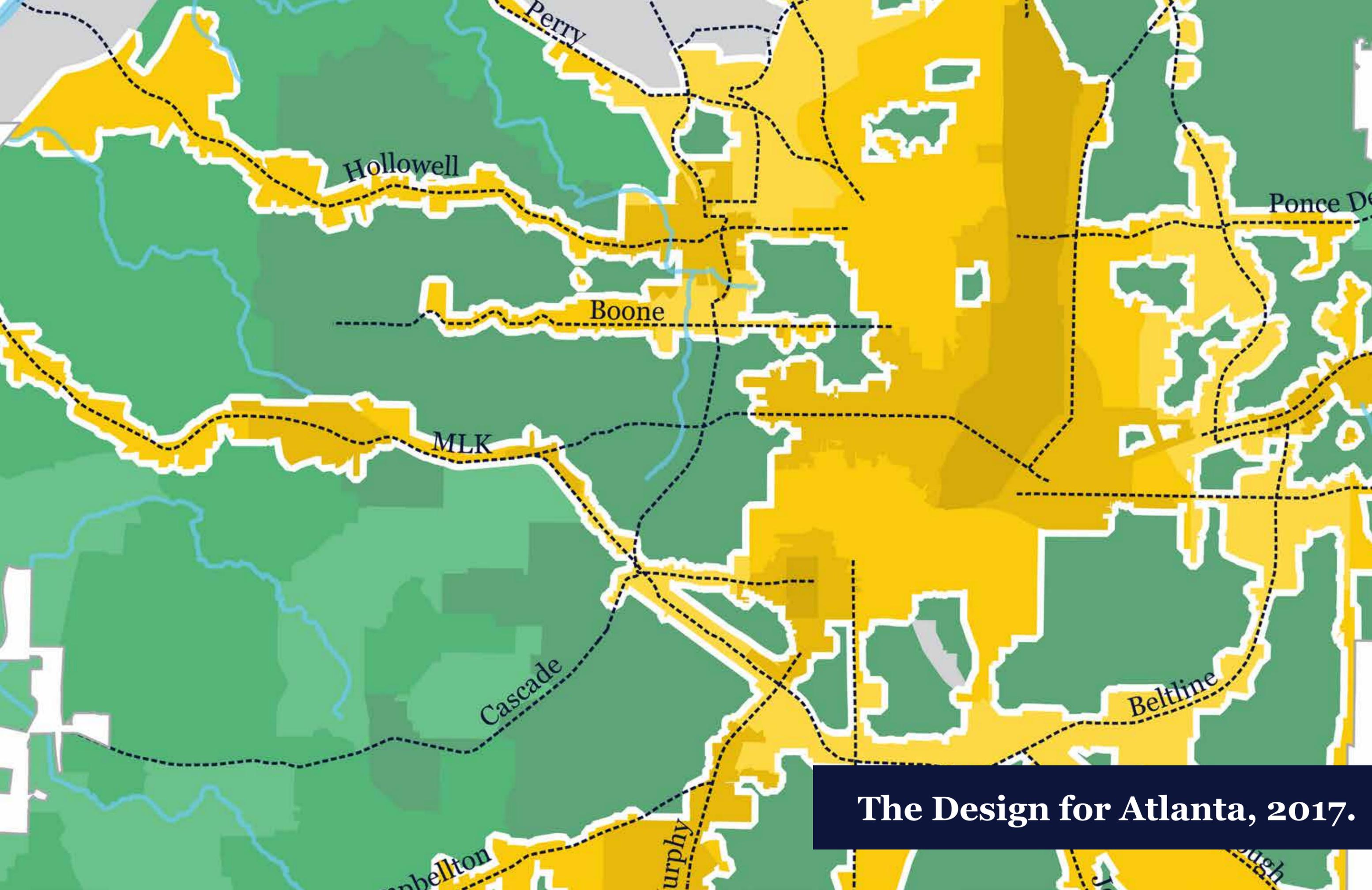
City Design is the
intentional shaping of the city
to reflect our shared values,
meet our opportunities,
and achieve our goals.



The Plan of Chicago, 1909.



The Plan of Vancouver, 1990s.



Hollowell

Perry

Boone

MLK

Cascade

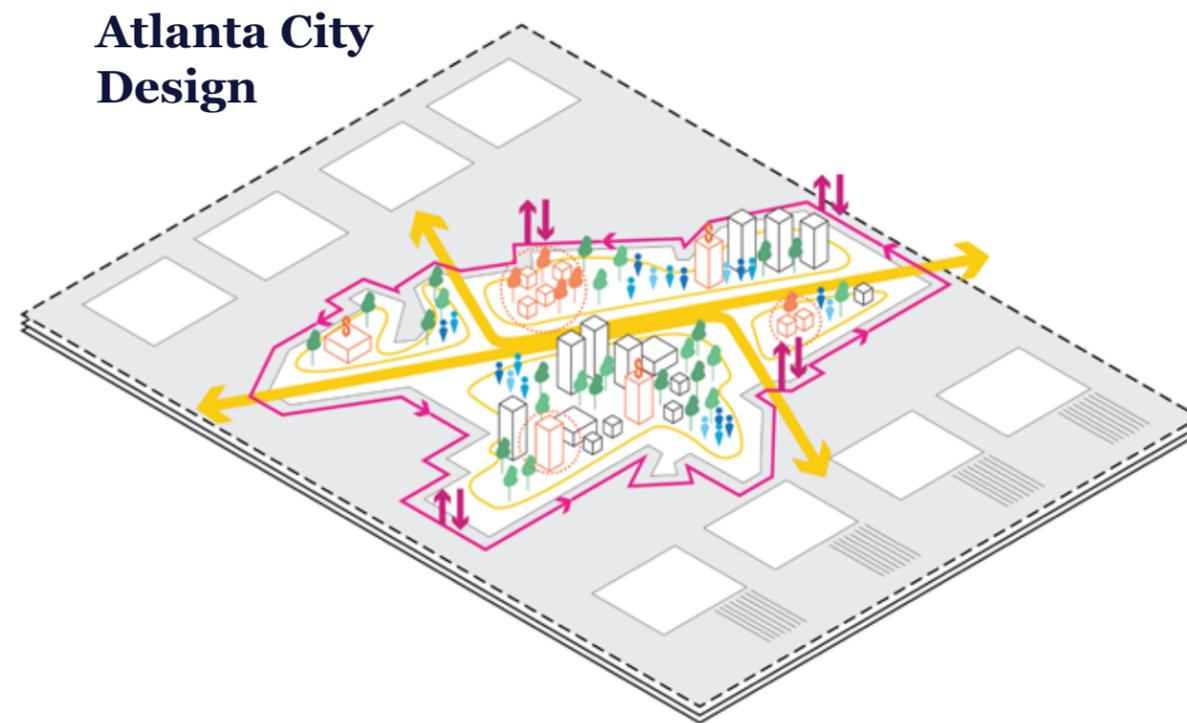
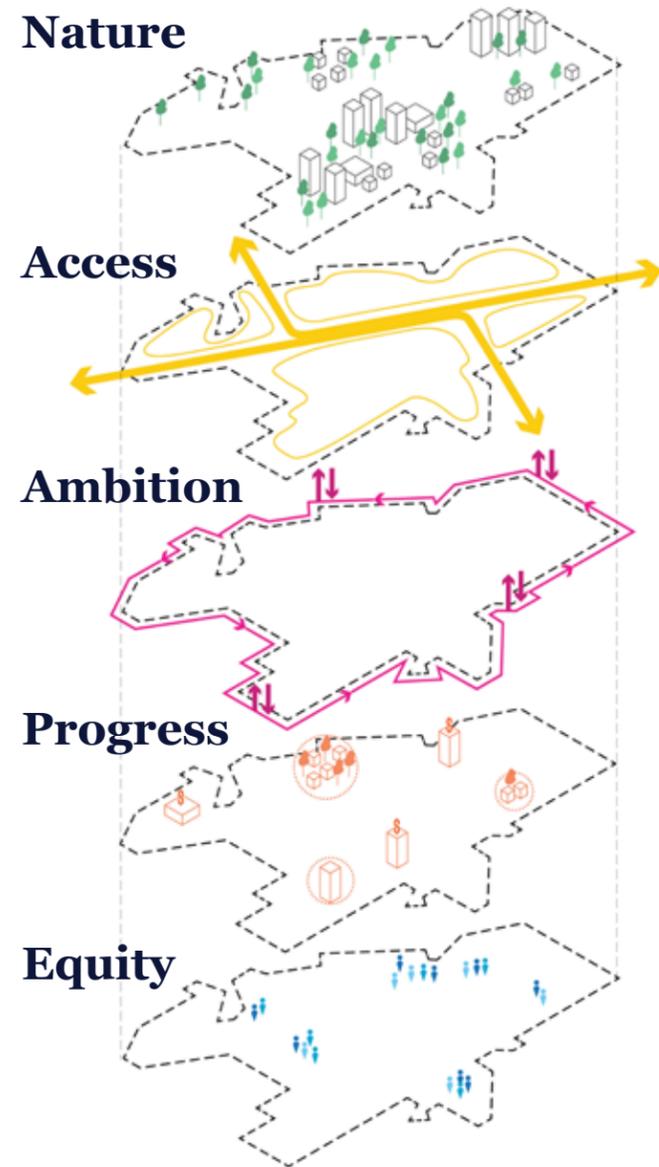
Beltline

Campbellton

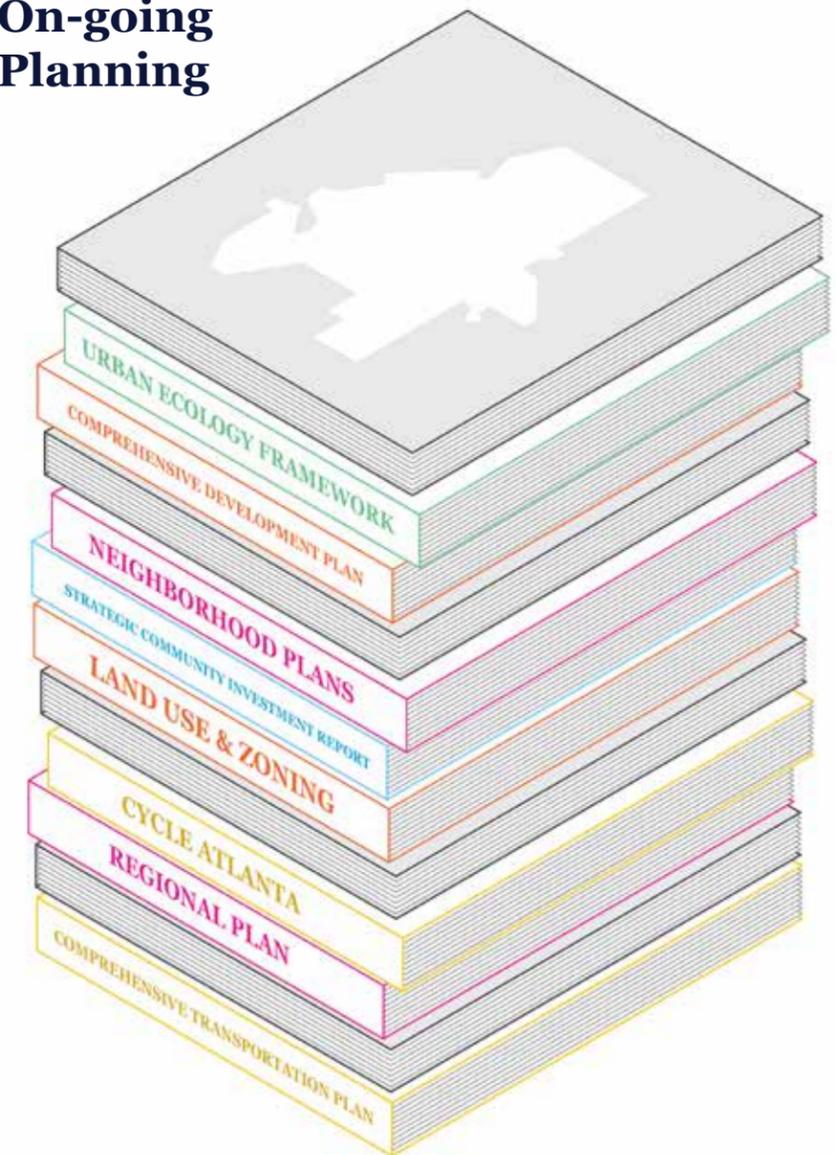
Murphy

The Design for Atlanta, 2017.

How this will work.



On-going Planning



Understand our core values and the challenges inherent to each.



Translate our aspirations into recommendations that can shape growth based on those values.



Operationalize City Design through specific policy and implementation decisions.

Design recommendations.

Translating aspiration into recommendations for action.

VALUES

Nature

Access

Ambition

Progress

Equity

CHALLENGES

Forest | City

Hub | Place

Global | Local

Market | Meaning

Collective | Individual

DIRECTION

- (1) Embrace Ecology.
- (2) Design Mobility.
- (3) Remain Open.
- (4) Balance Priorities.
- (5) Include Everyone.



(1) Nature.

Let's embrace ecology.

1a. Eco-system rehabilitation.



1b. Green infrastructure.



1c. Land conservation & stewardship.



1d. Urban agriculture.



1e. Sustainable building design.





(2) Access.

Let's design mobility.

2a. Transportation priority.



2b. City structure.



2c. Growth patterns.



2d. Transportation investments & maintenance.



2e. City-wide orientation & wayfinding.



B44 Avenue U 0
B44 Knapp Street 1
B44 Avenue U 2

FRI MAR 21 07:28 AM

Map showing the Flatbush area with highlighted routes and stations. Key locations include Marine Park, Flatlands, East Flatbush, Prospect-Lefferts Gardens, Flatbush, and Prospect Park.

Average frequency

Line	Frequency
B44	10:00
B45	10:00
B46	10:00
B47	10:00
B48	10:00
B49	10:00
B50	10:00
B51	10:00
B52	10:00
B53	10:00
B54	10:00
B55	10:00
B56	10:00
B57	10:00
B58	10:00
B59	10:00
B60	10:00
B61	10:00
B62	10:00
B63	10:00
B64	10:00
B65	10:00
B66	10:00
B67	10:00
B68	10:00
B69	10:00
B70	10:00
B71	10:00
B72	10:00
B73	10:00
B74	10:00
B75	10:00
B76	10:00
B77	10:00
B78	10:00
B79	10:00
B80	10:00
B81	10:00
B82	10:00
B83	10:00
B84	10:00
B85	10:00
B86	10:00
B87	10:00
B88	10:00
B89	10:00
B90	10:00
B91	10:00
B92	10:00
B93	10:00
B94	10:00
B95	10:00
B96	10:00
B97	10:00
B98	10:00
B99	10:00
B100	10:00





***(3) Ambition.
Let's remain open.***

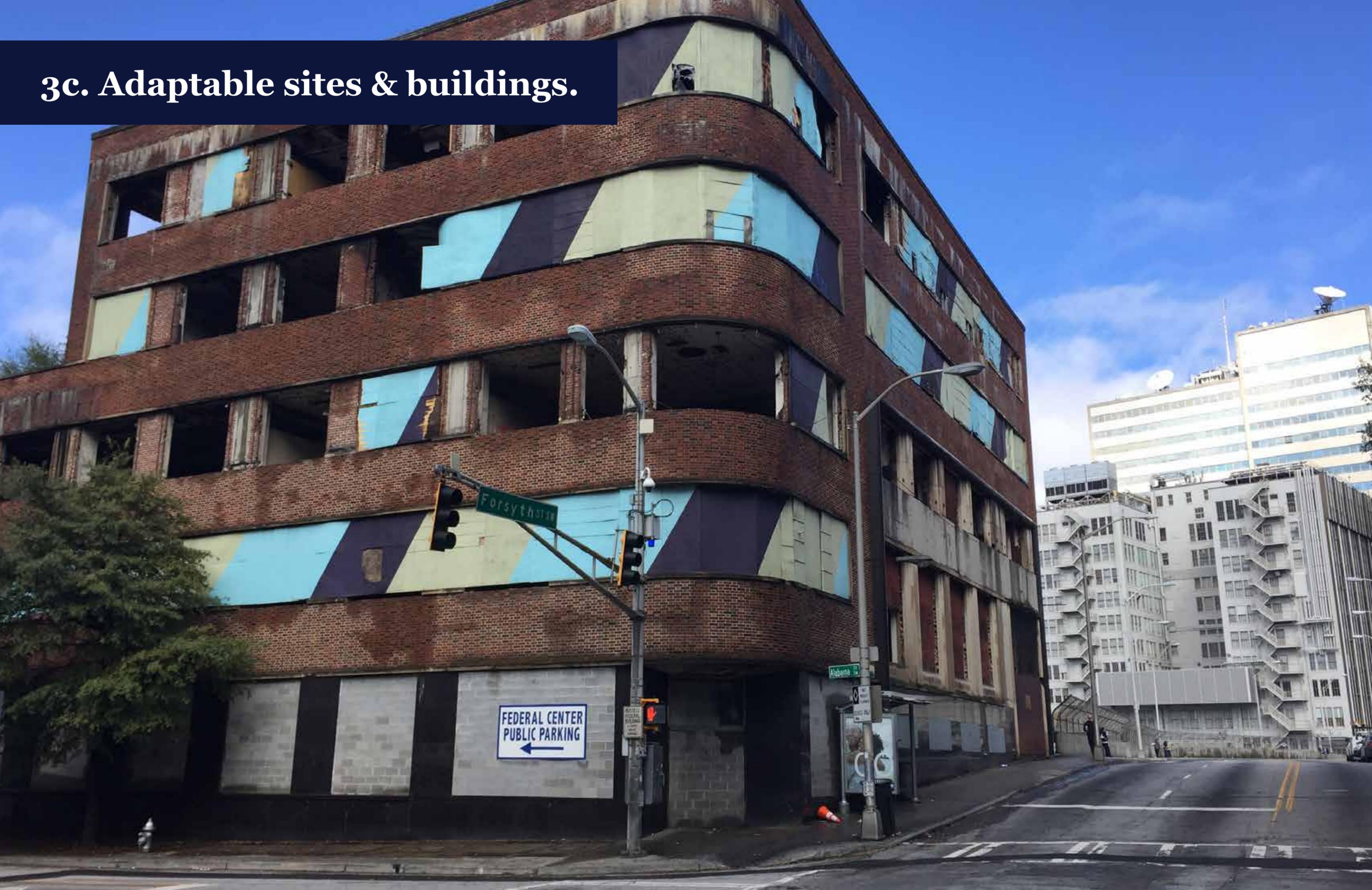
3a. Business innovation & incubation.



3b. Development & community benefits.



3c. Adaptable sites & buildings.



3d. The arts.



3e. Public life.



3f. Education.





(4) Progress.

Let's balance priorities.

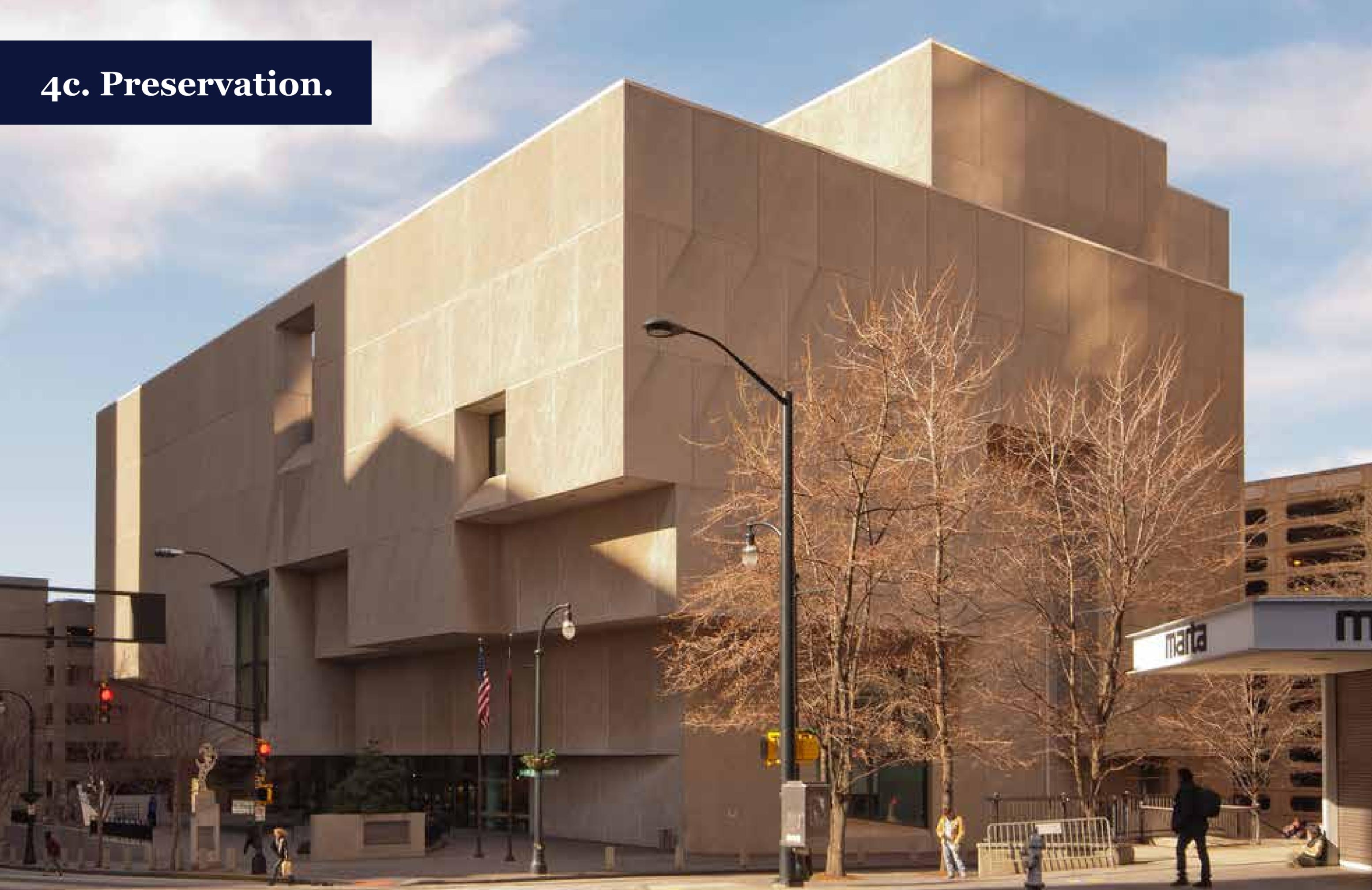
4a. Housing innovation & affordability.



4b. Cost of living.



4c. Preservation.



4d. Social Engagement.





(5) Equity

Let's include everyone.

5a. Investment priority.



5b. Civic participation.



5c. Welcome.



Designing the form of the city.

With these values and ideas in mind, we can define the physical form of Atlanta.

This form emerges from who we are.

(1) Nature/Embrace Ecology.

We're going to protect and expand whatever wildness remains, focusing denser development in already-disturbed places and embracing human life and city building as a part of the city's ecology.

(2) Access/Design Mobility.

We're going to design systems for moving around the city that prioritize people more than cars, and that promote physical access, health, and prosperity for the communities where we live.

(3) Ambition/Remain Open.

We're going to design spaces and infrastructures for social, entrepreneurial, and artistic interaction and innovation so that we can remain open to new opportunities and follow our ambitions.

(4) Progress/Balance Priorities.

We're going to protect people and places threatened by market forces, knowing that our city's cultural value and economic opportunity depends on them.

(5) Equity/Include Everyone.

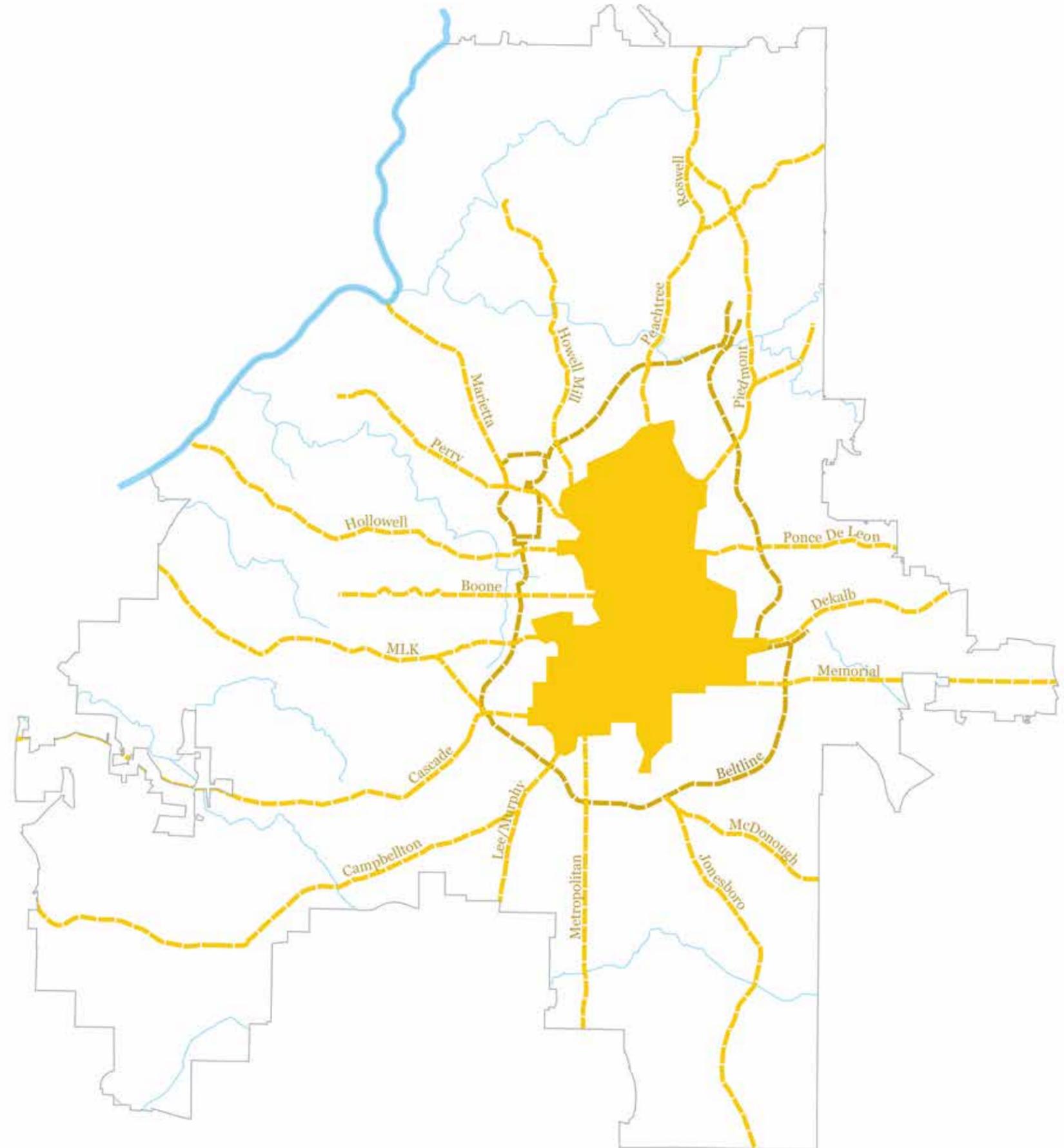
We're going to do all of this equitably, ensuring a balanced approach across our historic demographic, geographic, economic, and ecological divides, and committing to equitable outcomes in the implementation of any idea.

Structure.

Core Areas.

Corridors.

- Peachtree/Roswell
- Piedmont
- Ponce de Leon
- DeKalb
- Memorial
- McDonough
- Jonesboro
- Metropolitan
- Lee/Murphy/Campbellton
- MLK
- Boone
- Hollowell
- Marietta/Perry
- Howell Mill



Peachtree.

Buckhead /
Lenox

Lindbergh

Piedmont
Hospital

Armour Yards

Peachtree Hills

Peachtree St

I-85



Hollowell.

Downtown

Westview Cemetery

Bellwood Quarry

Inman Yard

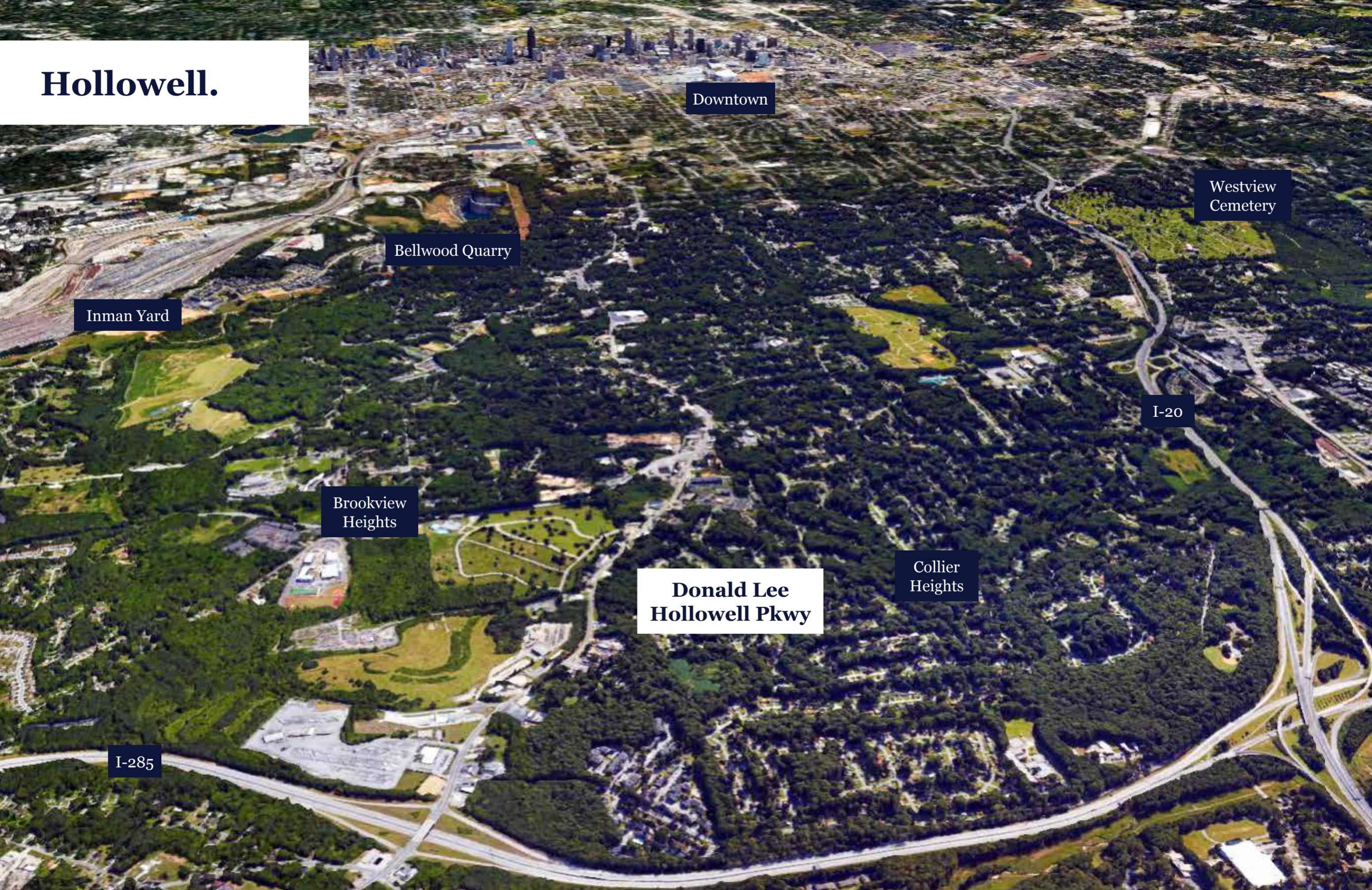
I-20

Brookview Heights

Donald Lee Hollowell Pkwy

Collier Heights

I-285



Metropolitan.

Downtown

Lakewood Heights

Polar Rock

Perkerson Park

Cleveland Ave

Hammond Park

I-85

Metropolitan
Pkwy

I-75



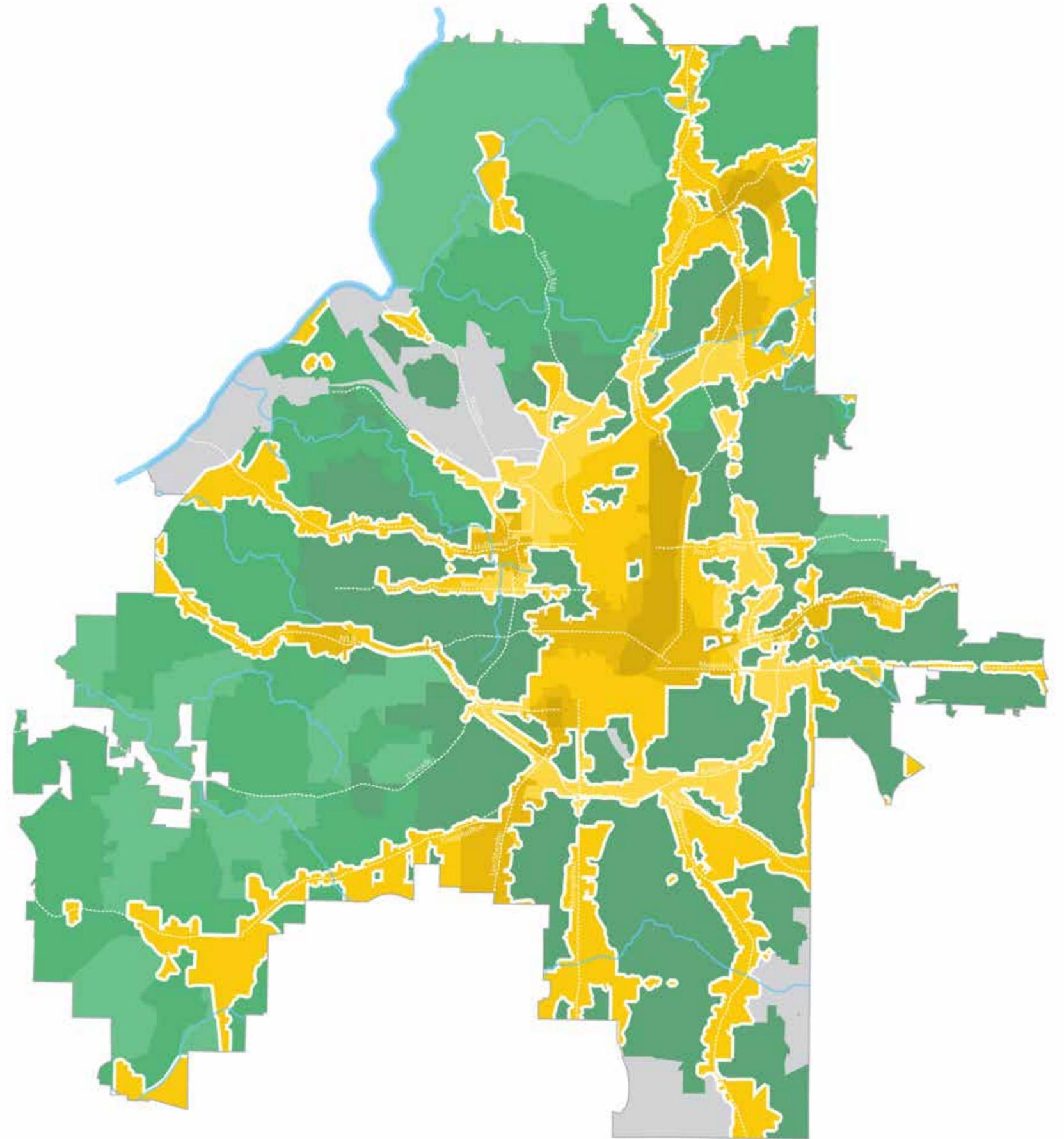
Land.

Conservation Areas.

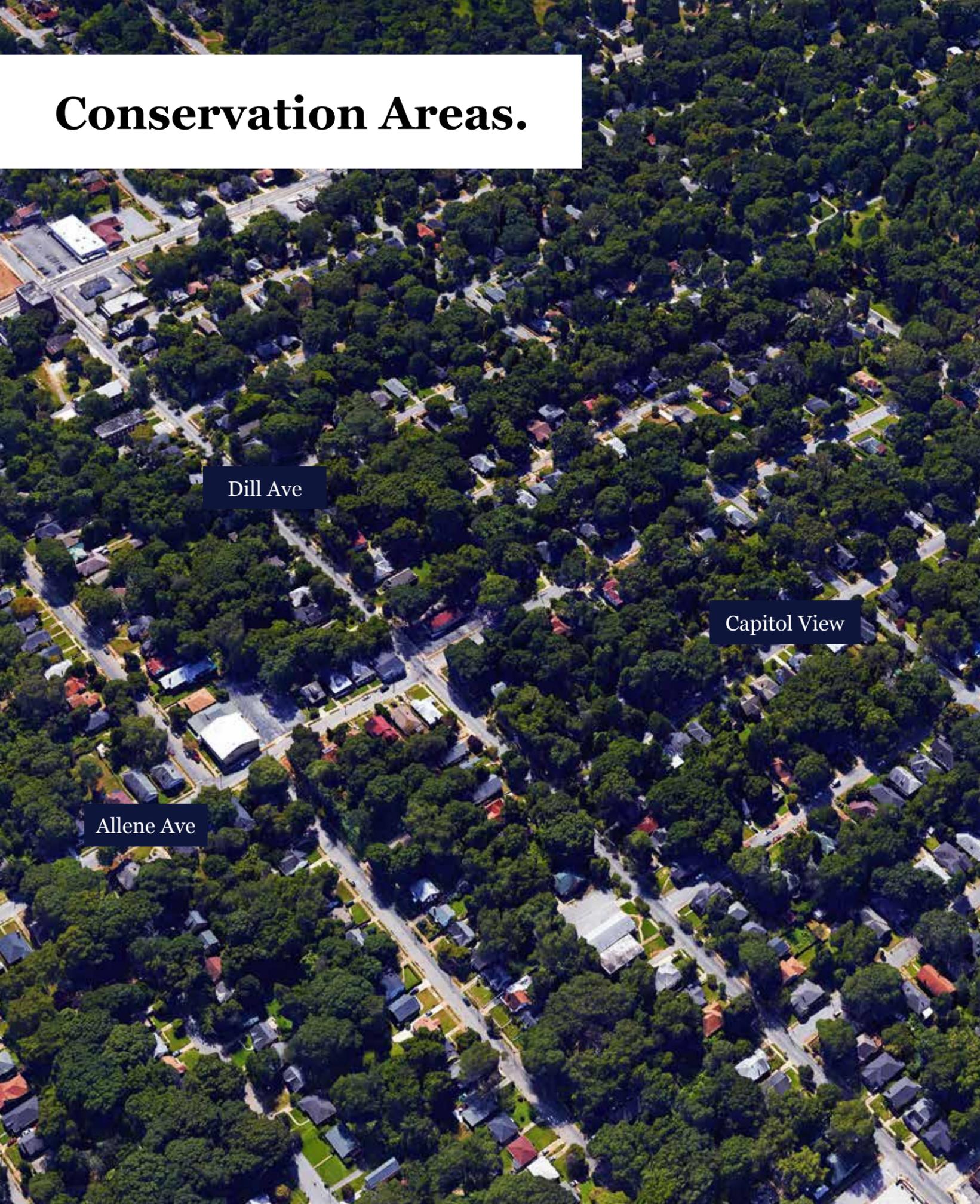
- Traditional neighborhoods
- Key industrial districts

Growth Areas.

- Core areas
- Corridors



Conservation Areas.



Dill Ave

Capitol View

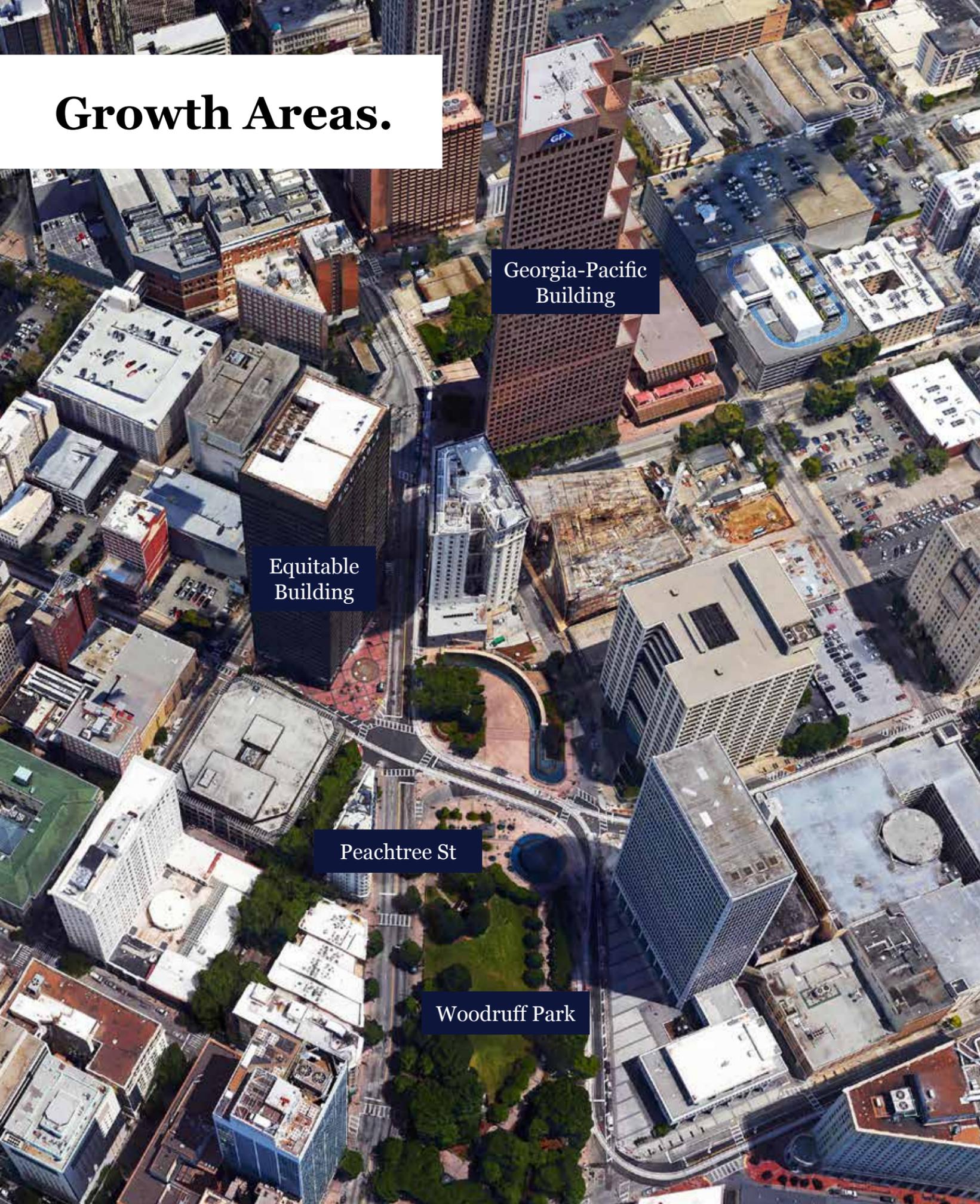
Allene Ave



Marietta Rd

Inman Yard

Growth Areas.



Georgia-Pacific Building

Equitable Building

Peachtree St

Woodruff Park



I-75 / 85

Sylvan Hills

Arthur B Langford Pkwy

Midtown.

Colony Square

Woodruff Arts
Center / High
Museum of Art

Ansley Park

West
Peachtree St

Peachtree St



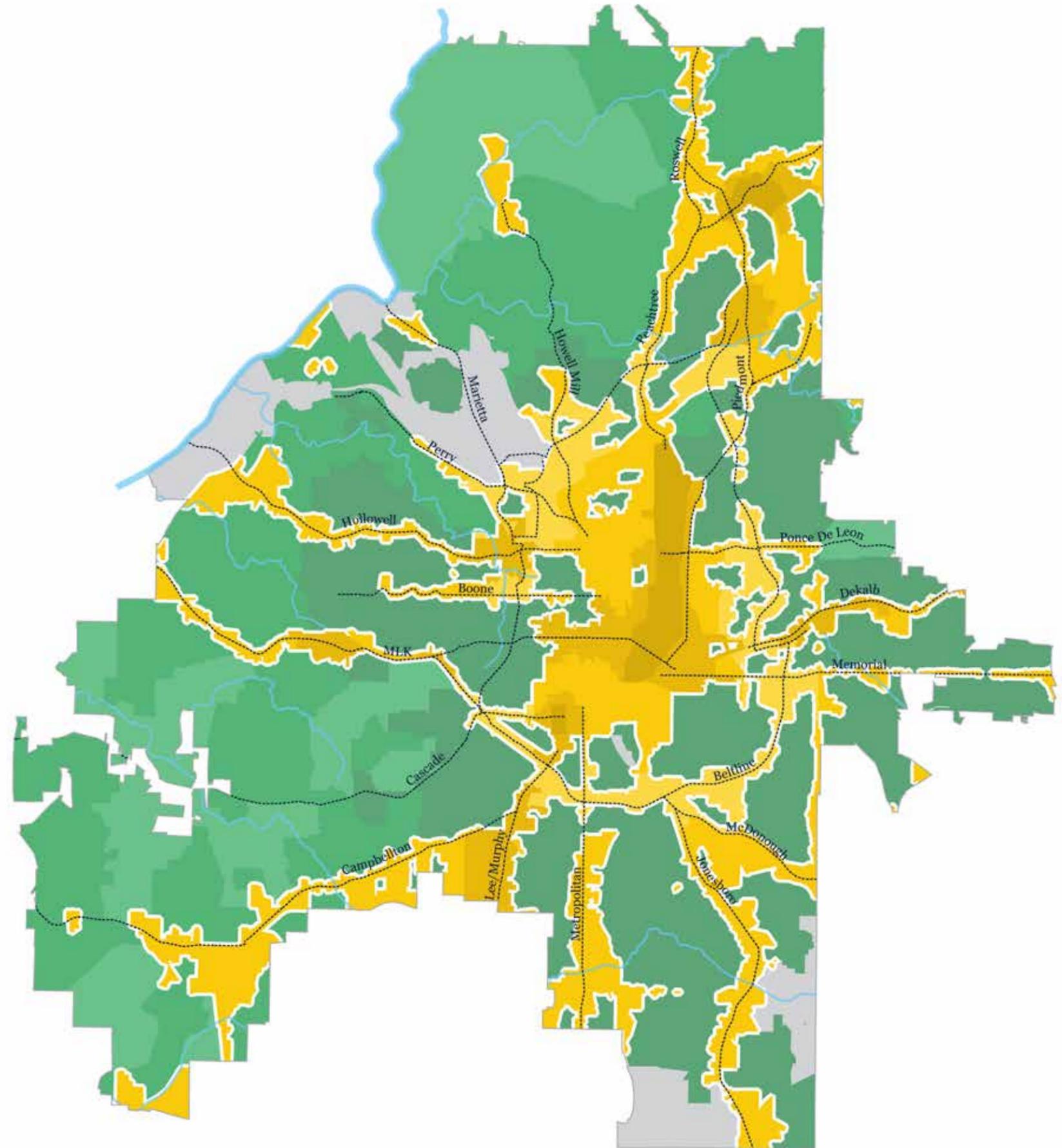
Structure and Land.

Conservation Areas.

- Traditional neighborhoods
- Key industrial districts

Growth Areas.

- Core areas
- Corridors



Conservation Areas.

CA-1 Urban (dark green)

CA-2 Suburban (medium green)

CA-3 Rural (light green)

CA-4 Industrial (grey)

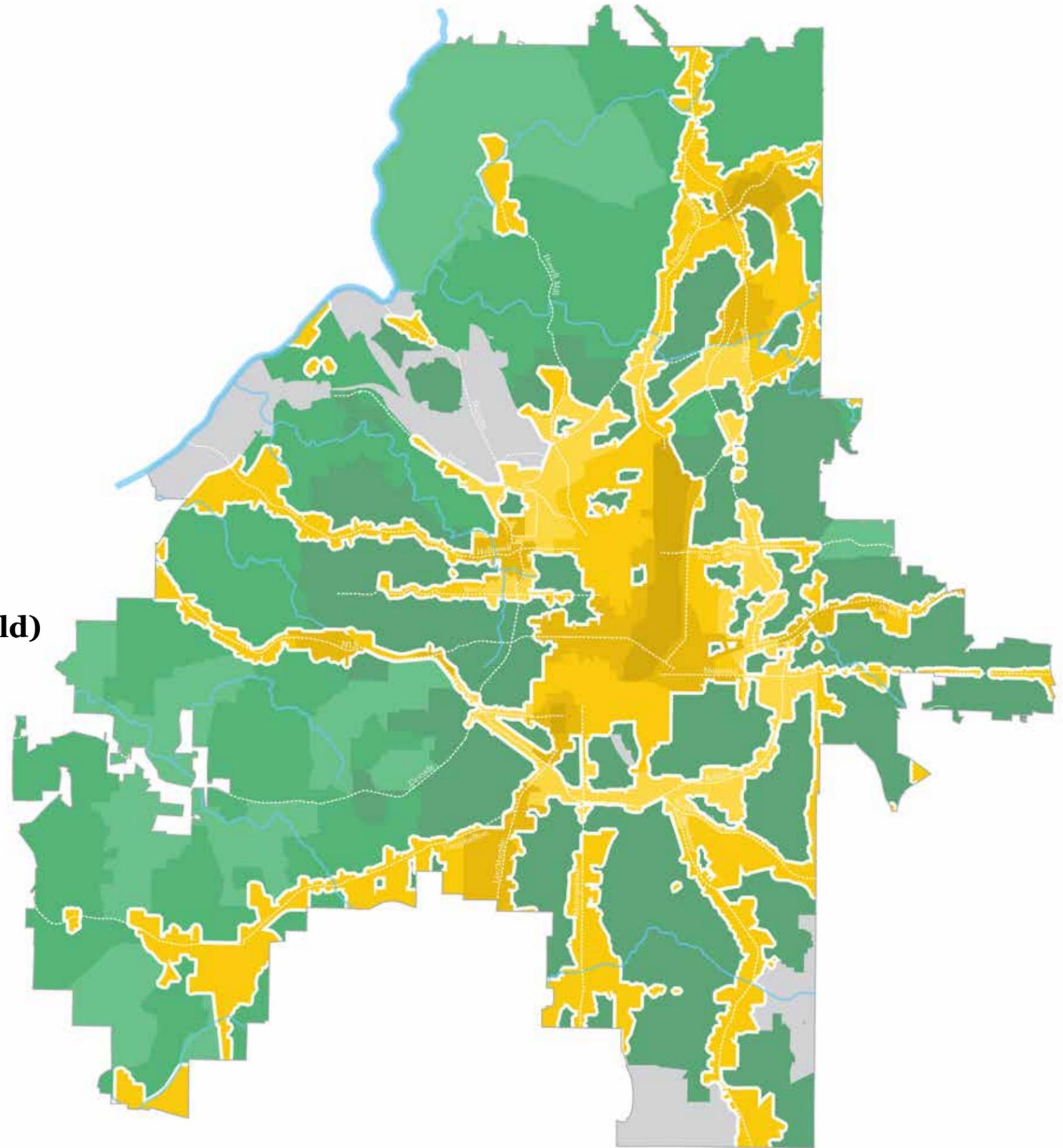
Growth Areas.

GA-1 Corridors (light gold)

GA-2 Fixed Guideway (medium-light gold)

GA-3 Heavy Rail (medium-dark gold)

GA-4 Supertall (dark gold)



Next Steps for City Design.

Your input today.

(1) Nature.

*Let's embrace ecology.
Forest | City*



1a. Eco-system rehabilitation.



1b. Green infrastructure.



1c. Land conservation & stewardship.



1d. Urban agriculture.



1e. Sustainable building design.

(2) Access.

*Let's design mobility
Hub | Place*



2a. Transportation priority.



2b. City structure.



2c. Growth patterns.



2d. Transportation investments & maintenance.



2e. City-wide orientation & wayfinding.

(3) Ambition.

*Let's remain open.
Global | Local*



3a. Business innovation & incubation.



3b. Development & community benefits.



3c. Adaptable sites & buildings.



3d. The arts.



3e. Public life.



3f. Education.

(4) Progress.

*Let's balance priorities.
Market | Meaning*



4a. Housing innovation & affordability.



4b. Cost of living.



4c. Preservation.



4d. Social Engagement.

(5) Equity.

*Let's include everyone.
Collective | Individual*



5a. Investment priority.



5b. Civic participation.



5c. Welcome.



Aspiring

to the Beloved Community

The Atlanta City Design   *@ATLcitystudio #designATL*