“Atlanta is the leading cultural and economic center of the Southeast precisely because of our legacy of inclusion.”

Mayor Kasim Reed, 2017
“The aftermath of nonviolence is reconciliation and the creation of the beloved community.”

Dr. Martin Luther King, Jr., 1957
1 Equity

Our challenge for Equity is the continuous, contentious, and often unappreciated work of ensuring that all the benefits of Nature, Access, Ambition, and Progress accrue fairly to everyone.
Our challenge for Progress is to protect people and places with meaning from the market forces that will otherwise overrun them.
3 Ambition

Our challenge for Ambition is to leverage the disruption of change to unlock new opportunities for people to do what they want with their lives.
Our challenge for Access is to update our hub of transportation for a new generation while also building a sense of community and place.
Our challenge for Nature is to protect and expand the ecological value of our watersheds, forest, and habitat in the face of rapid urbanization.
Metropolitan Atlanta is expected to grow by nearly 50% over the next couple of decades: from 5.5 million today to over 8 million.
A larger region.

A larger city.

A lot more people.
Not changing is not an option.

The most strategic scenario for growth includes everyone.
If we want it to be, change is an opportunity to fuel the creation of the future we want.

Ryan Gravel, Founder of Sixpitch
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.
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.
This is how Atlanta grows anyway. We’re just going to be more intentional about it.
Peachtree best illustrates the relationship between Growth and Conservation Areas because it already has tall buildings.
The exact same relationships we see on Peachtree can also be found along Hollowell and other major corridors.
It’s the same along Metropolitan. Each of the City’s radial corridors connect business centers, shopping, schools, social life, and other nodes of civic activity. Each one will deliver its own style, rhythm, and collection of places to go.
We’re going to connect people.
We’re going to connect nature.
We’re going to connect people and nature.
We’re going to connect people.
Spaces for Public Life

Civic Plazas

Civic Squares

4.1a

Confluence Parks

Neighborhood Parks
Design for Density

Align Density With Transit
Transit 1 (MARTA Rail)

Transit 2 (Atlanta BeltLine)

Transit 3 (Atlanta Streetcar)

Transit 4 (Local Bus)
Design for Everyone

Invest in the West
We’re going to connect nature.
Design for Wildness

Chattahoochee River Park

South River Park

Two Major New Parks
Design for Retreat & Adventure
We’re going to connect people and nature.
Design for Connections

Intersections With Waterways
The convergence of ideas and opportunity will create remarkable new connections that enrich community life.
Nature and people will flow together in these unexpected and awesome new public meeting grounds.
Design for Lifestyles

New Clusters for Eco-Development
We’re going to connect people.

We’re going to connect nature.

We’re going to connect people and nature.
What’s Next?
Following through on this aspiration is the next phase of the City Design. Over the next generation, we will operationalize its actions and ideas. This will require the work of the Department of City Planning, the Mayor and City Council as partners, other divisions of City Hall, and many external partners, including everyday community members.
Implementation

Equity
- Anti-Displacement Tax Fund
- Atlanta City Studio
- Westside Revitalization Strategy

Progress
- Affordable Housing Competition
- Affordable Housing Strategy
- Historic Preservation Strategy
- Housing Needs Assessment

Ambition
- District 3 Master Plan
- District 12 Master Plan
- Government District / South Downtown

Access
- Atlanta Transportation Plan
- Cycle Atlanta 2.0
- New Zoning Ordinance

Nature
- New Tree Ordinance
- Urban Ecology Framework
- Westside Reservoir & Park
www.atlcitydesign.com

Atlanta City Studio   Facebook   Twitter   Instagram   @ATLCityStudio   #designATL