



Amplifying the
Georgia World Congress Center (GWCC)
Comprehensive Master Plan Study

*What it means to be with and for
The Neighborhood,
The City of Atlanta,
The State of Georgia,
The Country of USA,
and The World*

Principles

GWCC Charge:

- Create a cohesive campus **identity**
- Identify opportunities to maximize the **economic** potential of the campus
- Pinpoint **sustainability** and stewardship opportunities
- Integrate our campus with and connecting it to the surrounding **community**
- Create a safe and **pedestrian-friendly** environment both within our campus and extending into the surrounding community





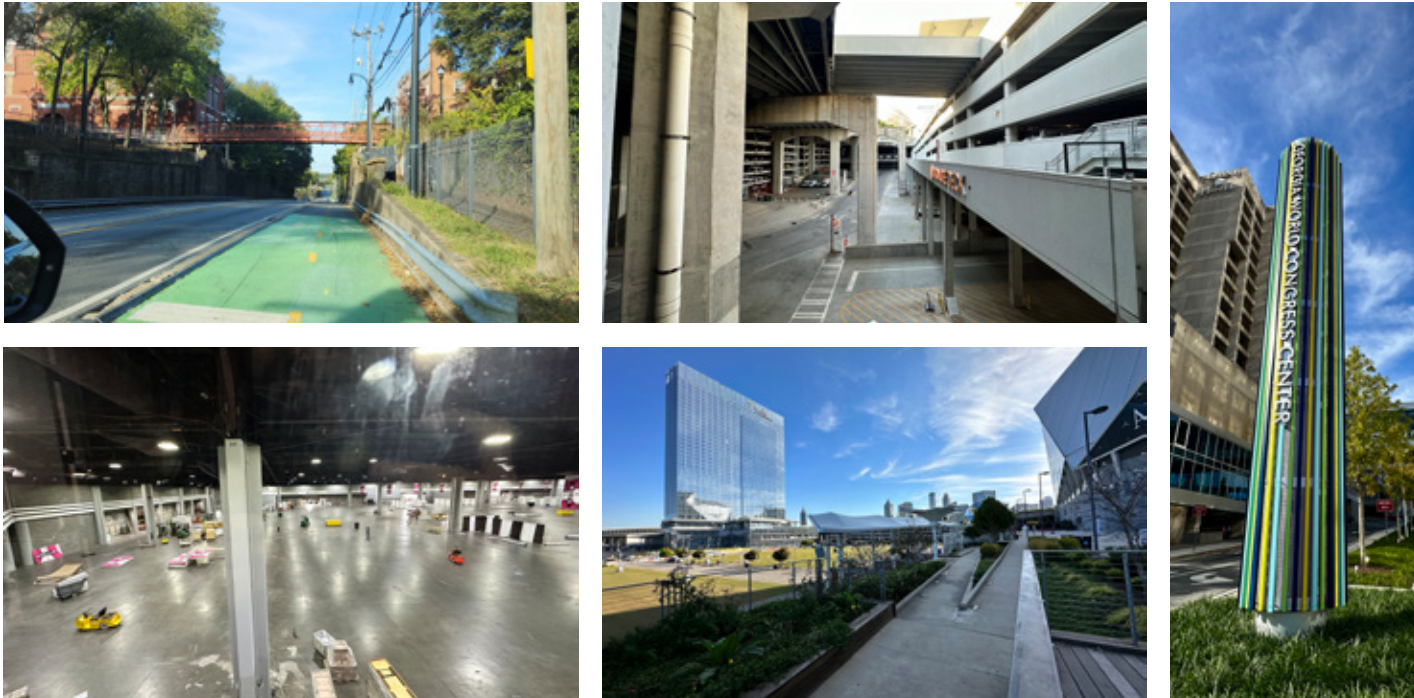
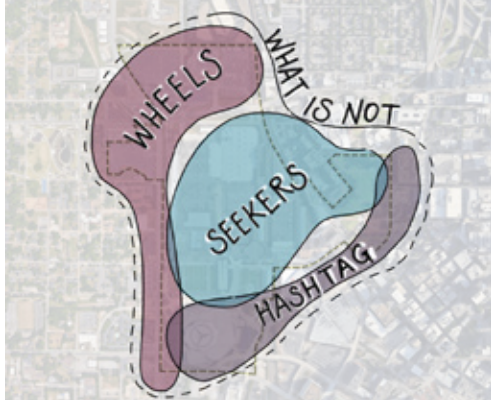


On the Ground, At the Site

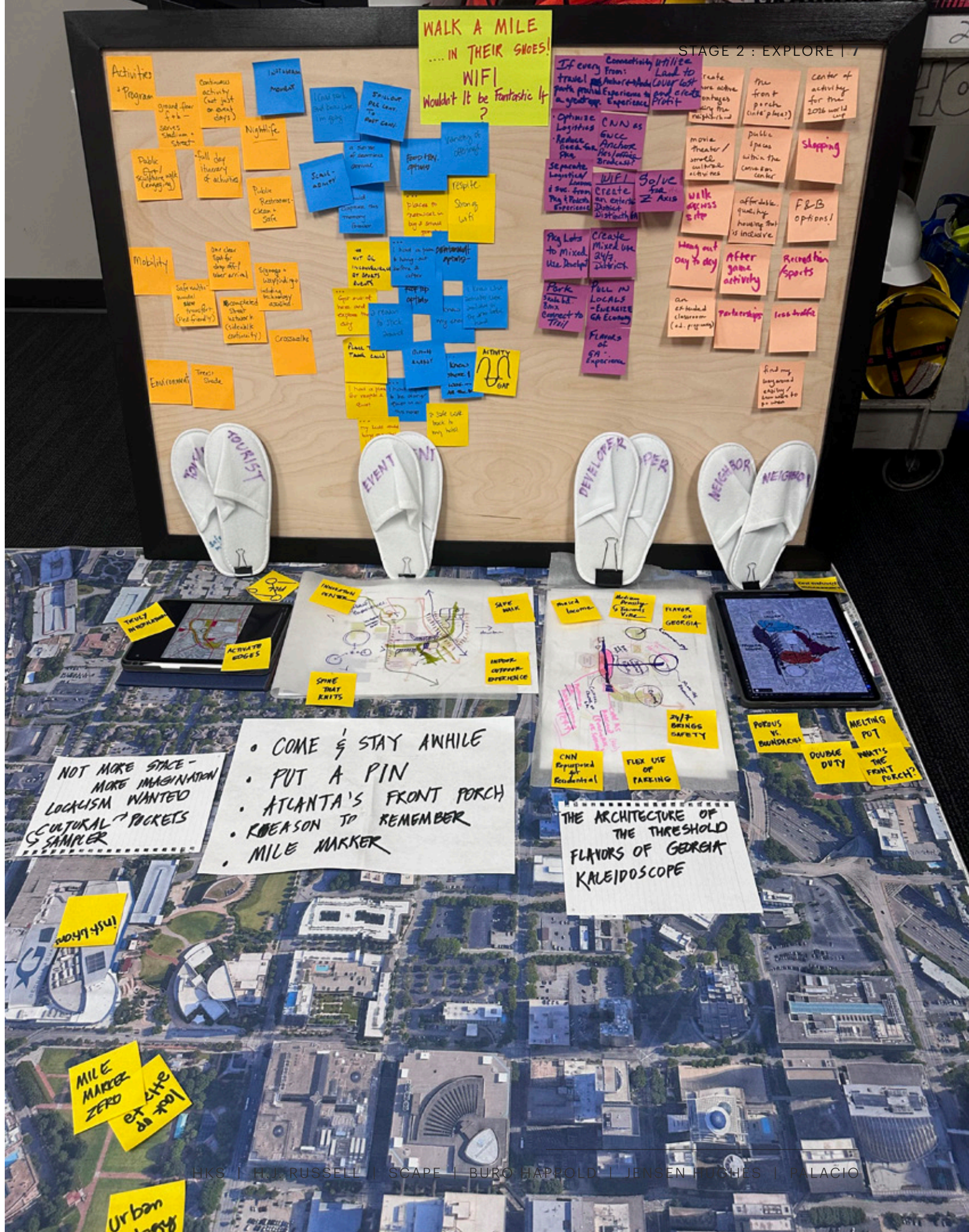
How do we perceive and experience the site from multiple scales and perspectives?

To cover ground and consider the site from multiple scales and perspectives, all site visit participants broke off into one of four groups to study critical areas of the campus that were initially considered during the Investigate phase.

Each team reported back observations in accordance with how they were analyzing the site, sounds, perceptions, and more.



GEORGIA WORLD CONGRESS CENTER



HKS | H. J. RUSSELL | SCAPE | BURO HAPPOLD | JENSEN FURBER | PALACIO

8 personas

Neighbor Naomi

Neighbor



Mystery Mary

Neuro-diverse



Maximizer Max

Urban dweller



Cool Carlos

Fan



Intentional Ingrid

Investor



Busy Bernard

Local Business owner



Convention goer

Gregarious Greg

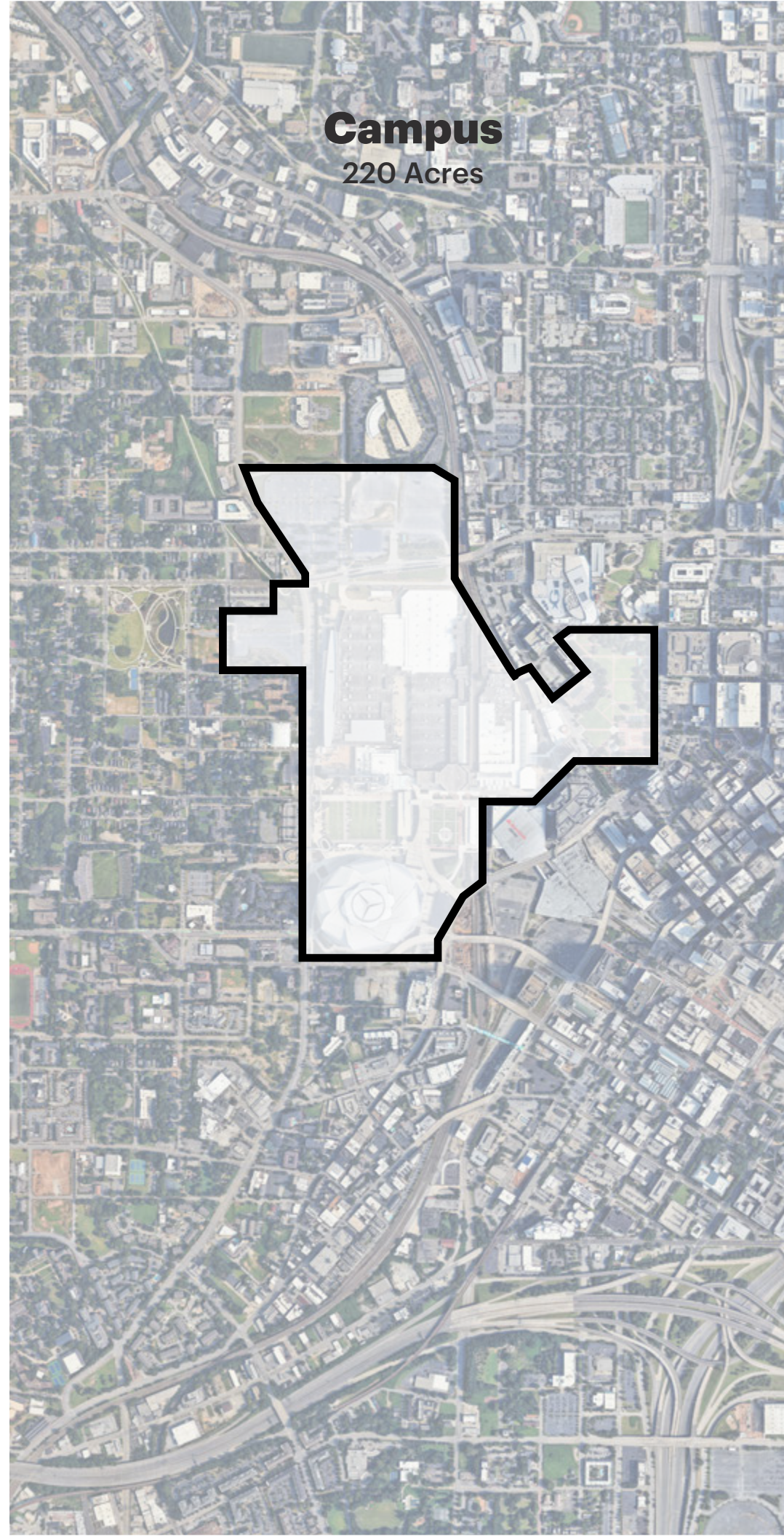


Fix-it Fred

Behind the scenes powerhouse

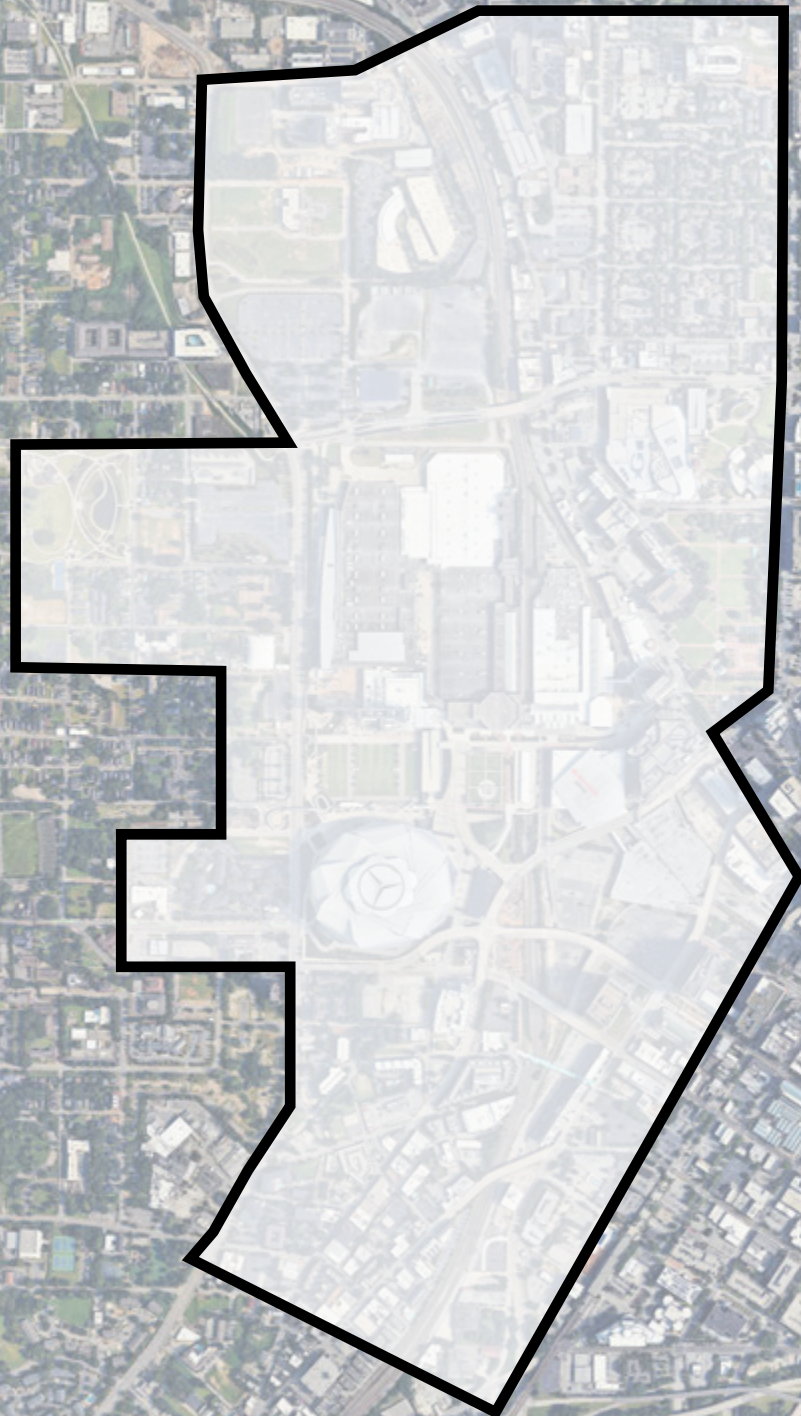


Campus
220 Acres



Neighborhood

900 Acres



Campus

220 Acres



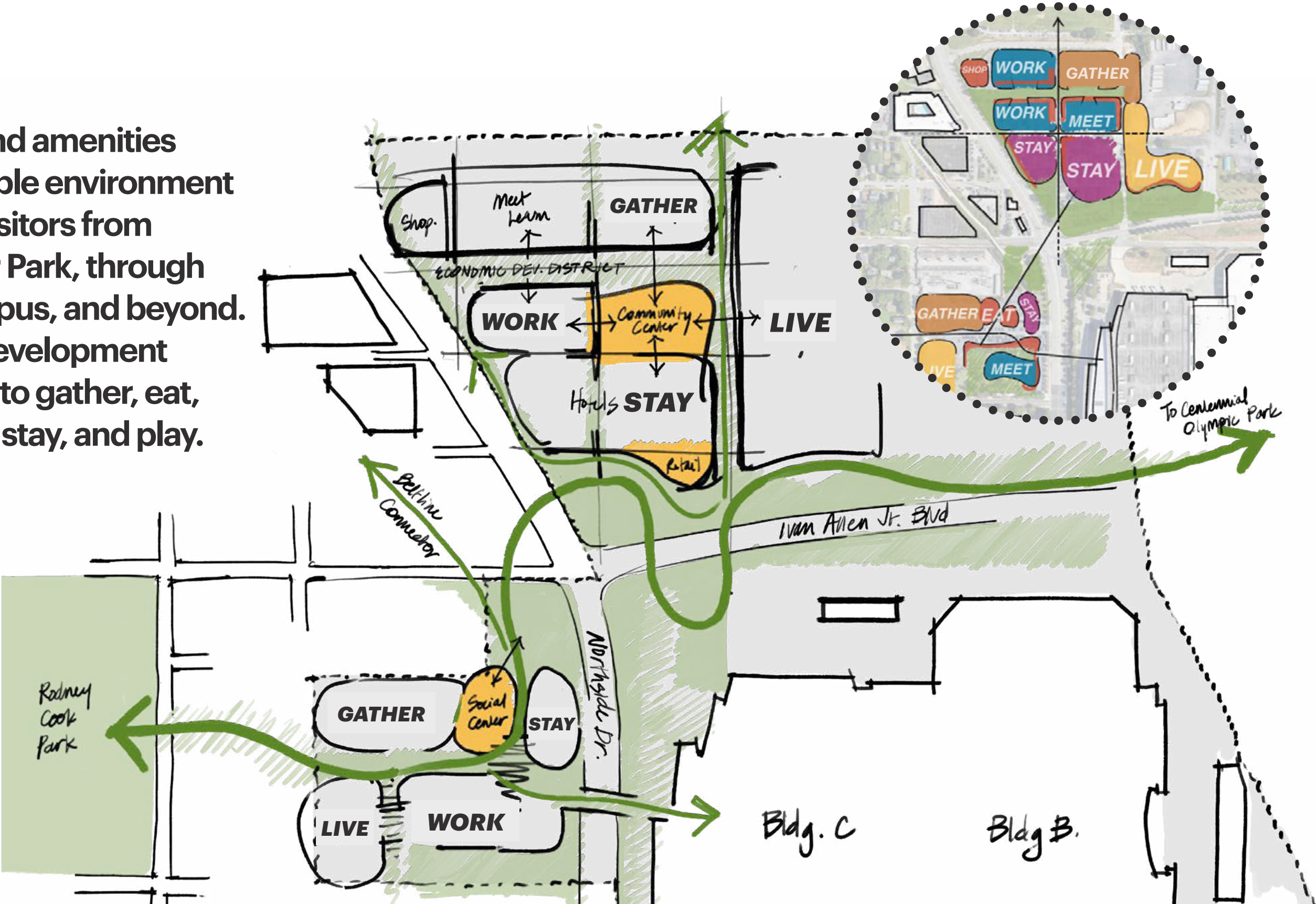
Threshold

27 Acres



PROGRAM DISTRIBUTION

Public spaces and amenities support a walkable environment that connects visitors from Rodney Cook Sr Park, through the GWCC Campus, and beyond. New adjacent development provides places to gather, eat, work, shop, live, stay, and play.



RE-IMAGINING BLUE & YELLOW LOTS

The master plan layout for the blue lot incorporates a community gathering space that can host events such as farmer's markets, outdoor gatherings and other events supporting ongoing programming at GWCC. A pedestrian path that connects to the terrace plaza incorporates stormwater features and can also be used as an educational tool. Townhomes that front Maple Street transition to the single family neighborhood and connect to Rodney Cook Sr Park.

The Yellow Lot uses the existing urban fabric as organizing elements for the developable blocks and public realm. A large linear greenway and dedicated pedestrian and bike path fronting Ivan Allen Jr Blvd. creates safe, direct connectivity from Northside Drive and Marietta St. Strategies for these new developments include the following:

1. Improve arrival experience at Gateway Plaza and activate existing public realm at Building C's north entrance
2. Provide safe access and connectivity across Ivan Allen Boulevard to the Yellow Lot
3. Integrate stormwater landscapes, shared streets and plazas with seating to create a pedestrian friendly environment at the Blue Lot
4. Create a multimodal Linear Greenway along southern edge of the Yellow Lot with recreation and play areas
5. Provide sufficient space to create a Yellow Lot quad to provide spaces of respite and seating for residents and the broader community

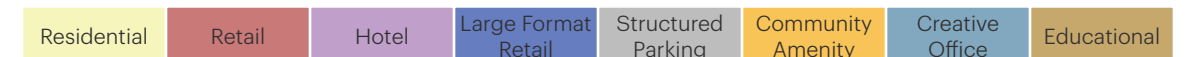
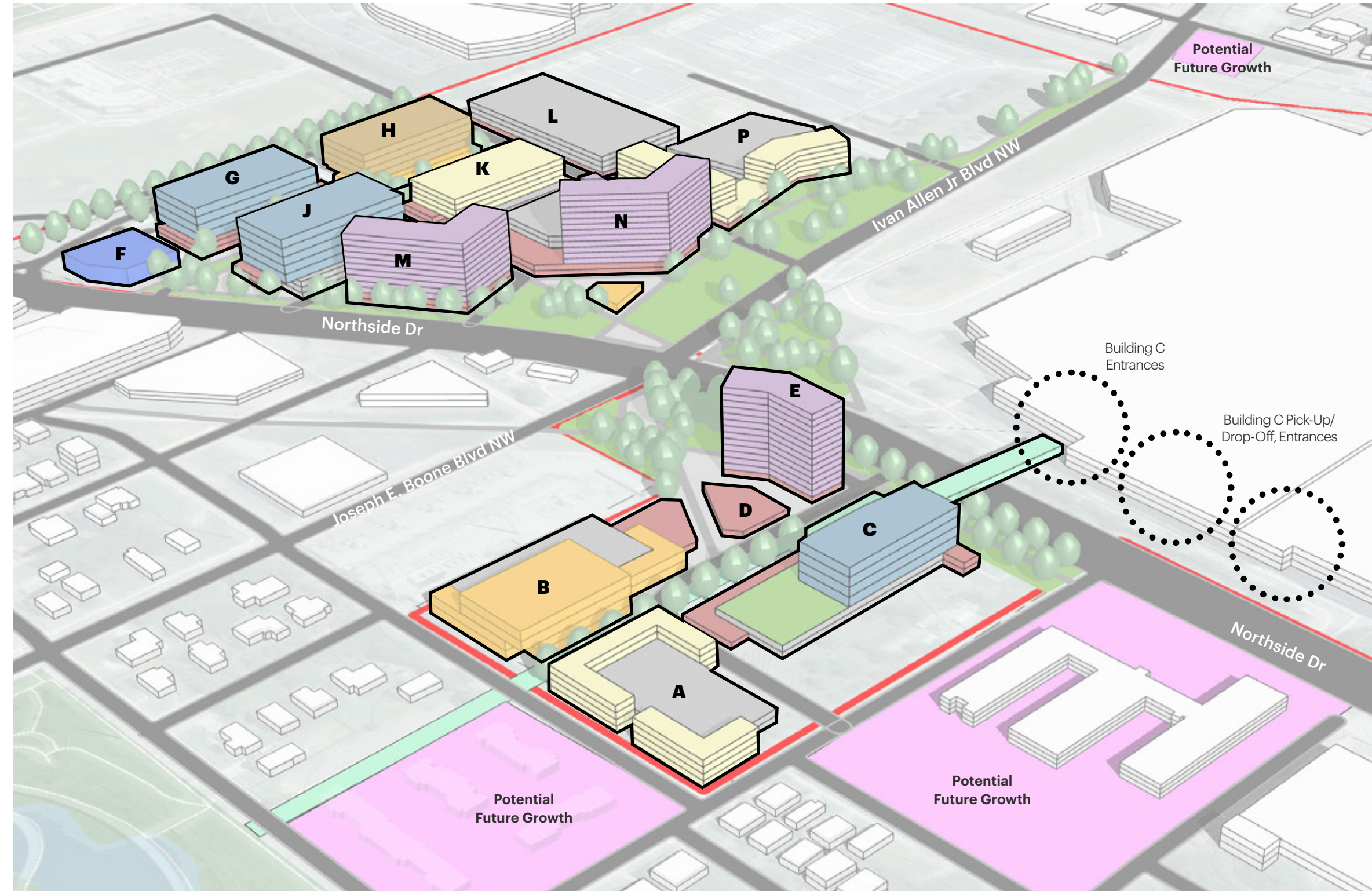


MASTER PLAN FRAMEWORK

Building Program Mix

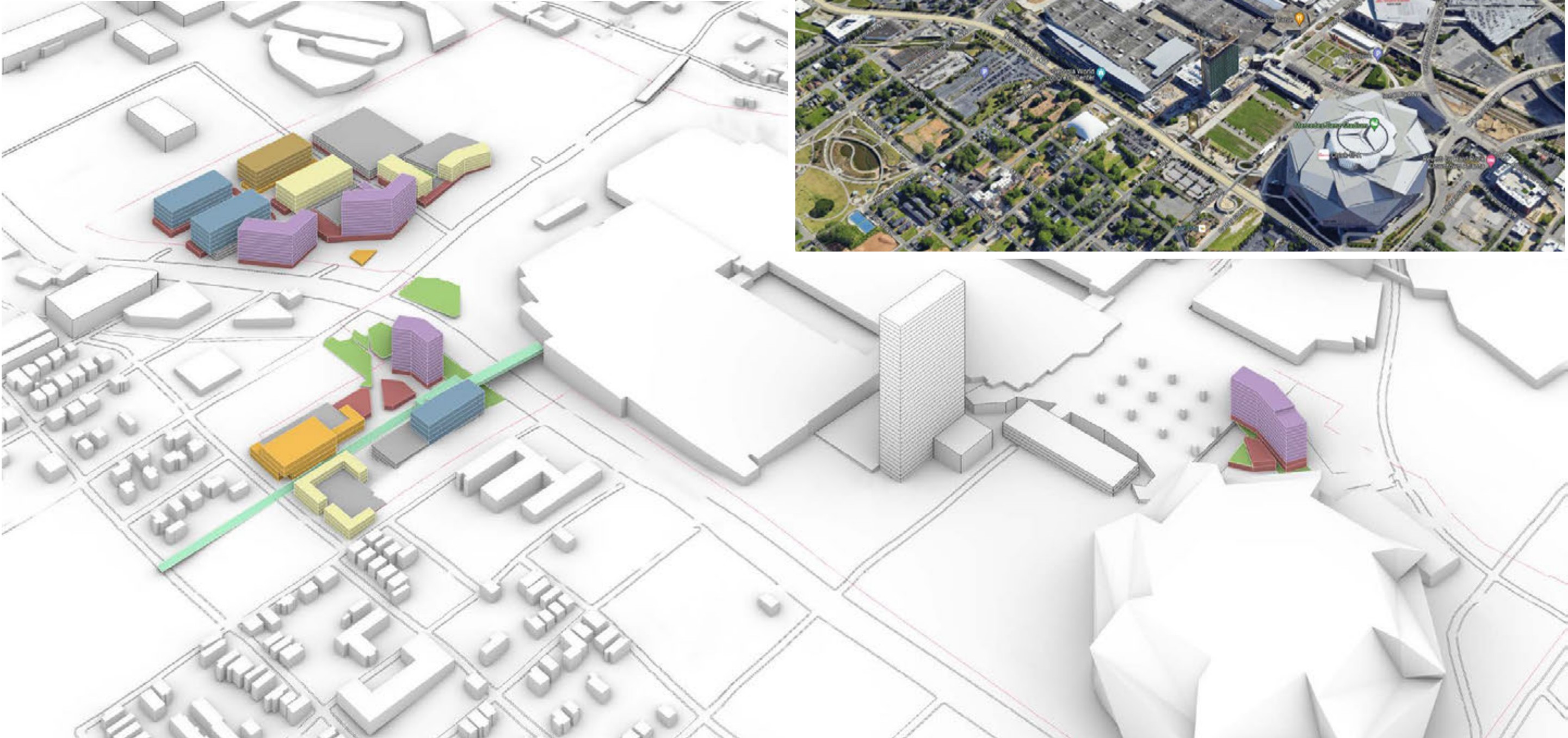
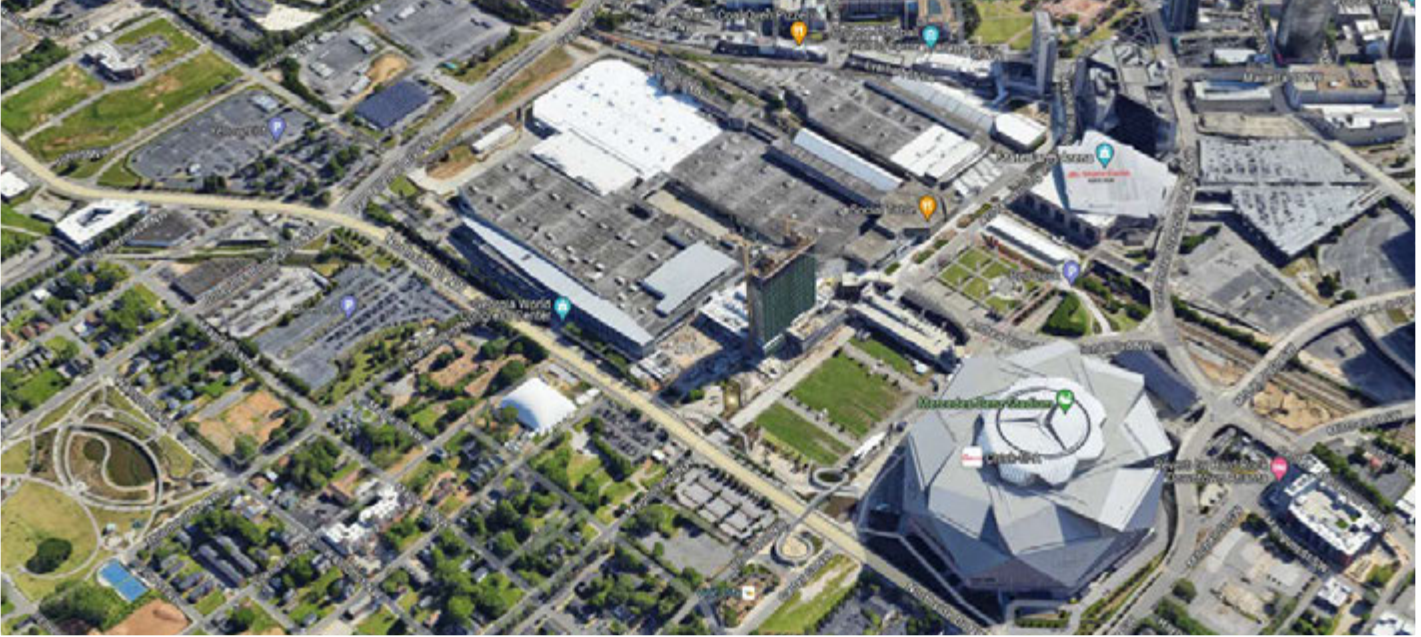
Building	Program Components								Totals
	Residential	Retail	Hotel	Large Format Retail	Structured Parking	Community Amenity	Creative Office	Educational	
A	50,000				103,125				153,125
B					84,375	125,000			209,375
C		65,000			150,000		65,000		280,000
D		20,000							20,000
E		10,000	100,000						110,000
Totals	50,000	95,000	100,000		337,500	125,000	65,000		772,500

Building	Program Components								Totals
	Residential	Retail	Hotel	Large Format Retail	Structured Parking	Community Amenity	Creative Office	Educational	
F				15,000					15,000
G		24,000	185,000		84,375				292,375
H					112,500		135,000		247,500
J		24,000			84,375		130,000		238,375
K		18,000			56,520		115,000		189,520
L					375,000				375,000
M		23,000	185,000		84,375				292,375
N		185,000	245,000		131,250				424,250
P	425,000	185,000			281,250				891,250
Totals	425,000	459,000	615,000	15,000	1.2M		380,000	70,000	2.95M



EXPERIENTIAL VIEWS

Overall Before & After



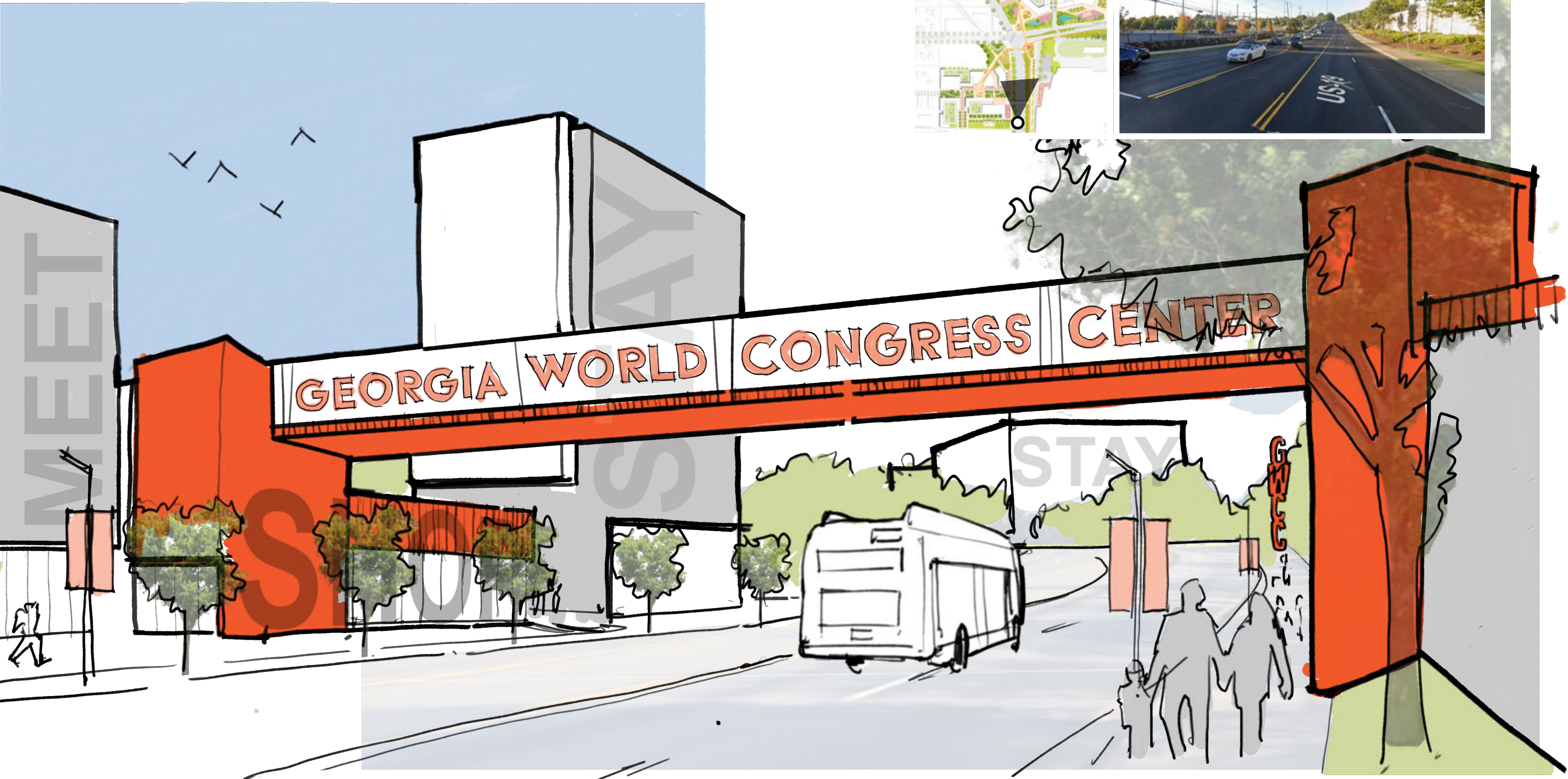
- Residential
- Retail
- Hotel
- Large Format Retail
- Structured Parking
- Community Amenity
- Creative Office
- Educational

NORTHSIDE DRIVE, LOOKING NORTH

KEY PLAN



EXISTING

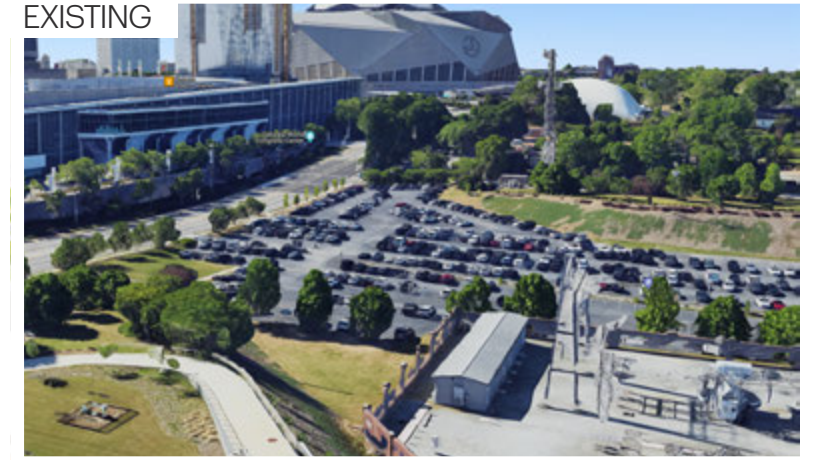


BELTLINE SPUR BRIDGE, LOOKING SOUTH

KEY PLAN

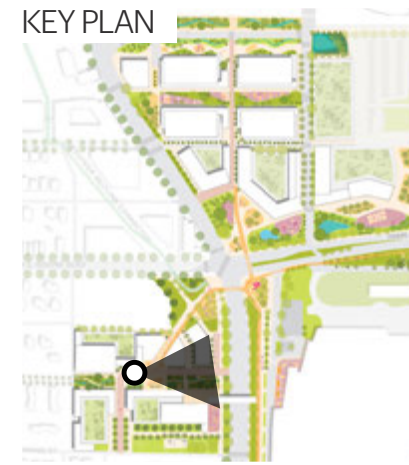


EXISTING

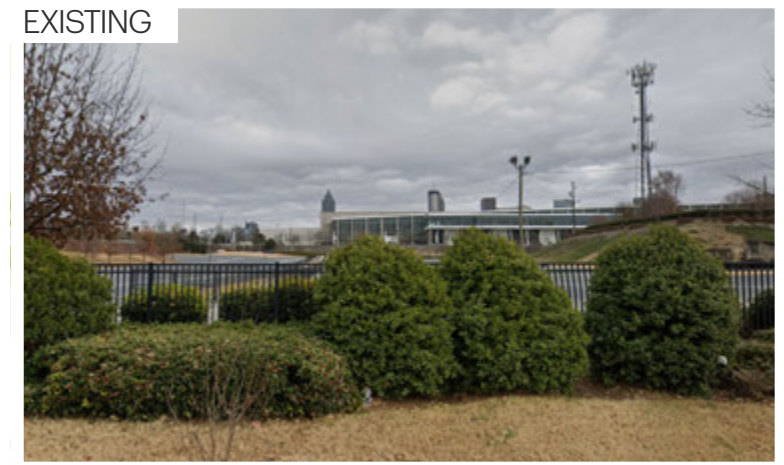


BLUE LOT - MAPLE STREET, LOOKING EAST

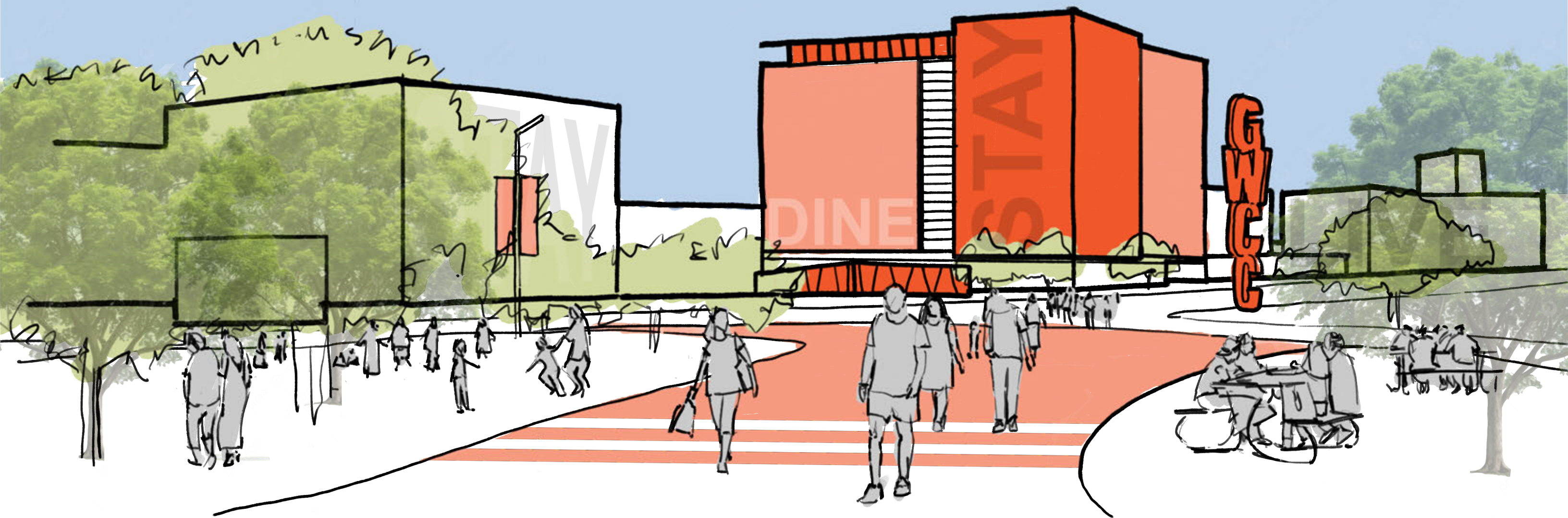
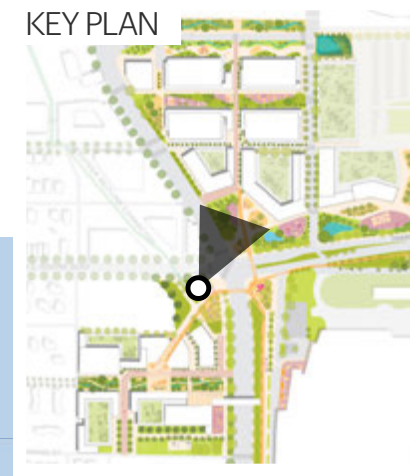
KEY PLAN



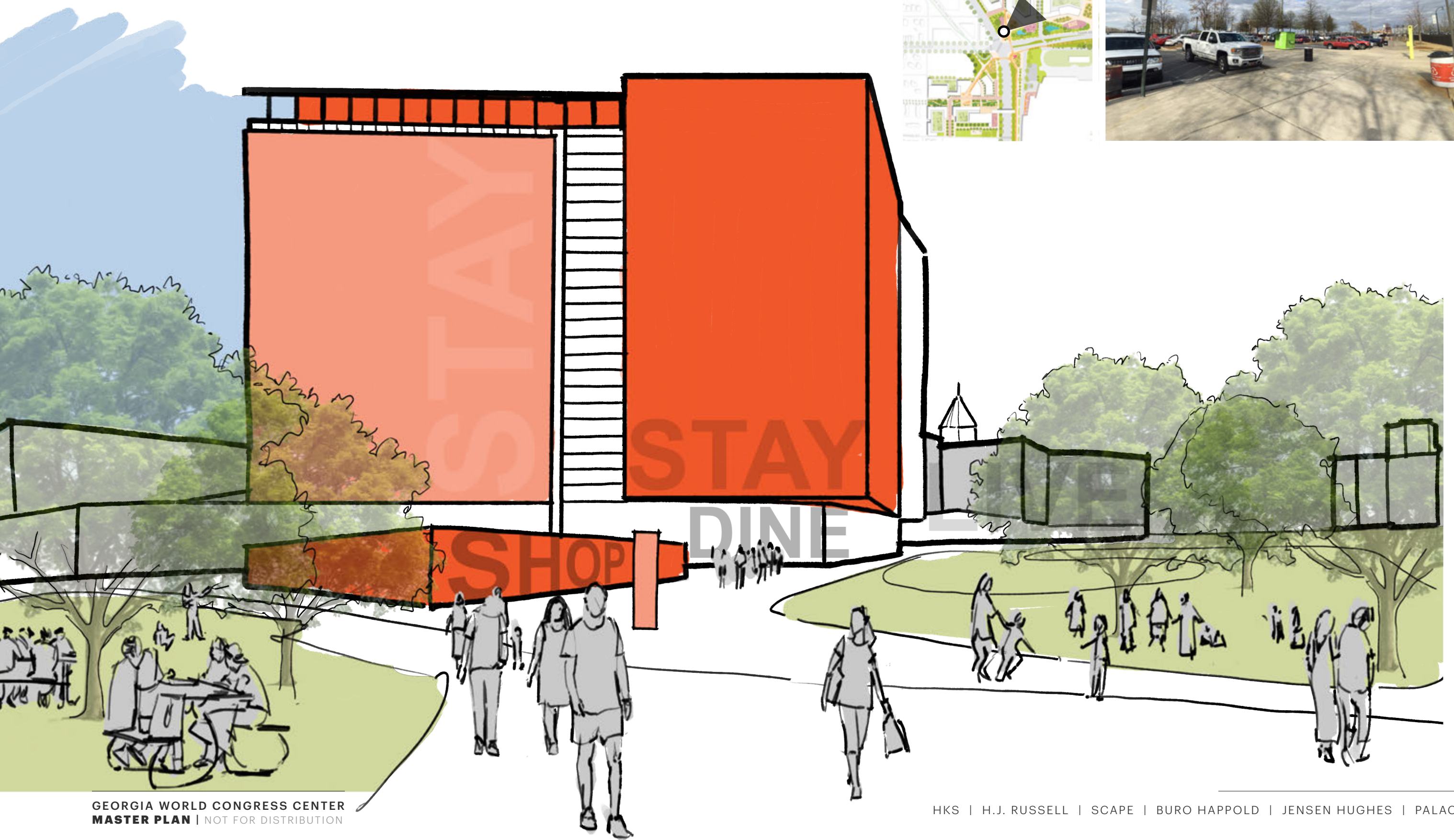
EXISTING



YELLOW LOT - NORTHSIDE DRIVE & IVAN ALLEN BOULEVARD, LOOKING NORTHEAST

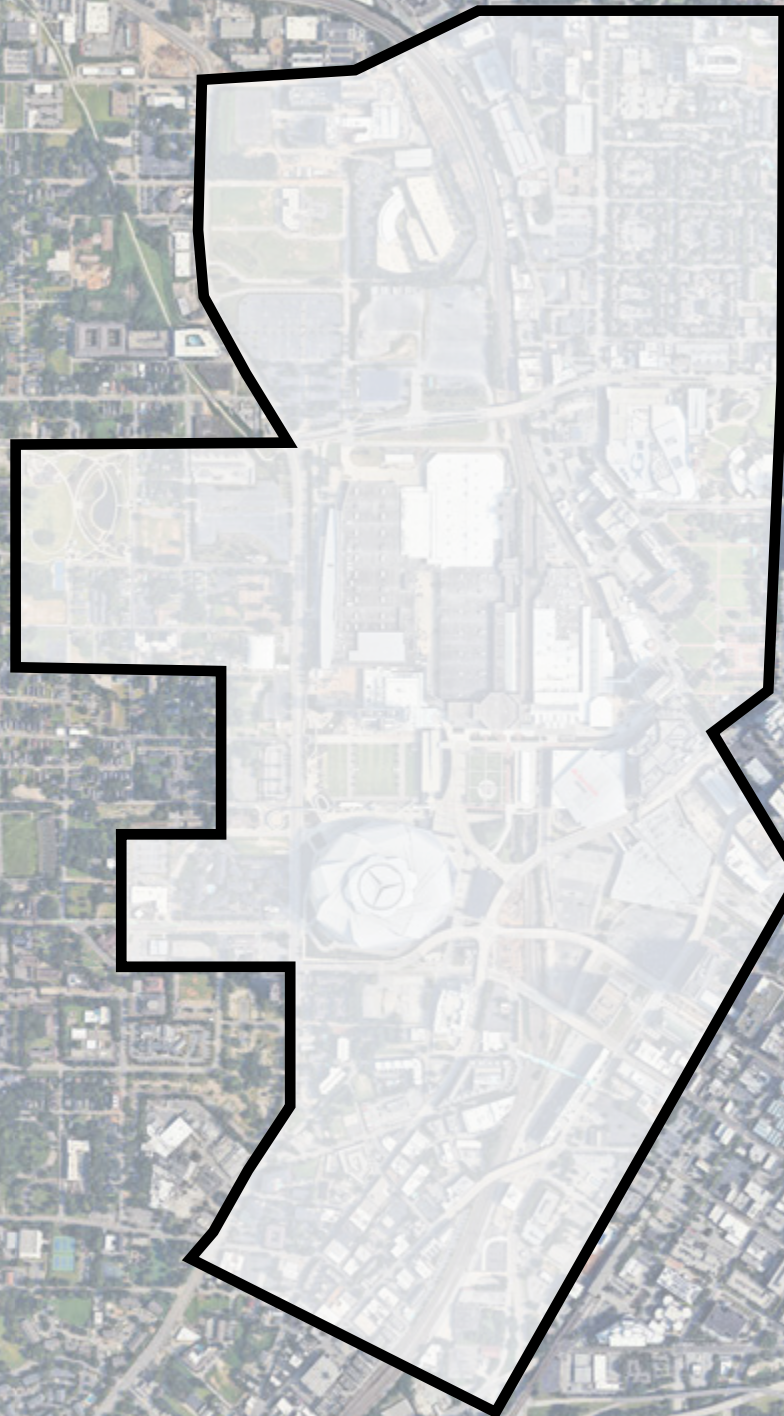


YELLOW LOT - PUBLIC SPACE, LOOKING NORTHEAST



Neighborhood

900 Acres



Campus

220 Acres



Threshold

27 Acres

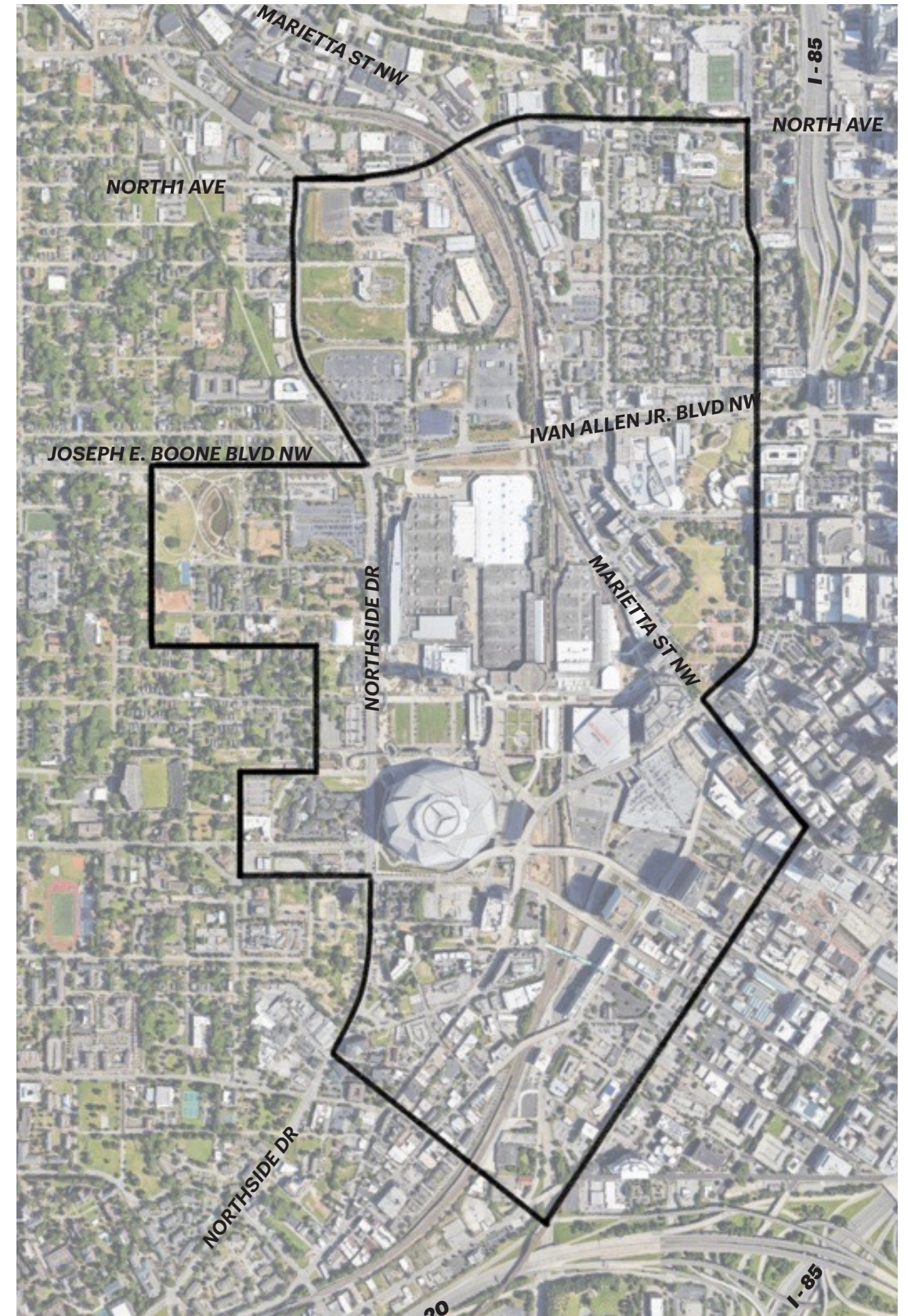


Study Area

The study area for the Composite Neighborhood Plan is **900 acres** and comprises of development around the Georgia World Congress Center.

The goal of this effort is to position GWCCA to make good decisions about creating development on the campus that best serves the needs of event customers and the surrounding community, complimenting what neighbors are planning around the convention center.

The planned developments are documented using an interactive GIS platform, that can be accessed by scanning the QR code below. The users can navigate through the slides to explore a curated story of developments, interact with the model by holding down the right mouse button and click on icons to view photos, metrics, and more!



Stakeholders

All materials were gathered through verbal communications with the following stakeholders and publicly available data.

- MARTA
- Antioch Baptist Church
- Herdon Square
- Georgia Tech
- Legacy Ventures
- CIM
- Atlanta Hawks
- South Downtown
- ATL DOT
- City of Atlanta Office of Design
- HJ Russell
- Diamond Hill

This content is intended for informational purposes only and should be verified independently before use in decision-making processes.

Opportunities

01

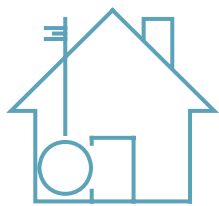


Creation of a Community Improvement District (CID):

A CID could support infrastructure improvements and incentivize commercial development, funded by new private developments occurring to the west and south of the area. This aligns with the vision to enhance local and global economic connectivity.

This could be a mechanism for the local land owners to have more control over street, sidewalk, pedestrian, and most importantly, safety improvements.

02



Encouraging Homeownership:

Promote homeownership in the campus area to balance the predominantly rental housing market and enhance community stability. This supports the vision of fostering deeper community integration.

This could be either through condos, townhouses, or single family homes, but emphasizing ownership will directly help safety and strengthen the community of the district.

03



Mixed-Use and Multi-purpose Development:

Introduce a mix of uses to support the increase in residential units, including retail, dining, entertainment, and essential services such as grocery stores and healthcare facilities. This addresses the need for everyday amenities and enhances the live-work-play environment central to the vision.

There is a concern of over saturation of food/beverage and entertainment areas. Building more housing and mixed-use allows the neighborhood to develop these naturally and with the support of density of population.

04



Utilization of Vacant/Under-Utilized Land:

Develop large swaths of vacant or under-utilized land, such as surface parking lots, to create vibrant, multifunctional spaces that serve both the local community and visitors.

There is a lot of parking in the district. Surface lots are often separating the continuity of the street. There is an opportunity for a district wide parking plan that promotes pedestrian activity.

Opportunities

05

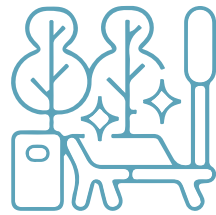


Mobility Enhancements:

Leverage transportation improvements like the Amtrak multi-modal hub and the Beltline to enhance connectivity and attract future developments. This supports the vision of making the area more accessible and pedestrian-friendly.

A central place for ride share could be key to developing the district. This could coincide with MARTA and bus services.

06



Main Street Transformation:

Transform Gray Street into a Main Street, fostering a vibrant, pedestrian-friendly corridor near Northside Drive and Ivan Allen Jr Boulevard.

This street has a great opportunity to directly connect GWCC to Georgia Tech through an active pedestrian family street.

07



Commercial Corridor on Martin Luther King, Jr. Boulevard:

Redevelop Martin Luther King, Jr. Drive as a commercial corridor to support local businesses and enhance economic activity, fostering a sense of community while serving a broader audience.

08



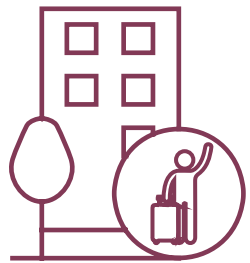
Bridge Visitor and Community Entertainment:

Create spaces that serve both visitors and the local community, enhancing the overall experience and fostering a sense of unity. This aligns with the vision of experiential equity.

There is an opportunity for smaller scale entertainment and programmed events that connects to the community and has daily offerings beyond the large scale events.

Challenges

01



Visitor-Centric Amenities:

Current amenities primarily cater to occasional visitors rather than everyday residents, highlighting a need for more resident-focused essential facilities. Addressing this is crucial for community integration.

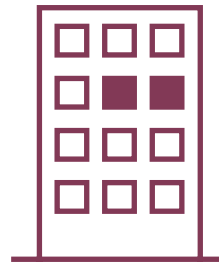
02



Limited Affordable Housing:

Only 8.2% of new housing units are designated as affordable, necessitating strategies to increase affordable housing options. This is essential for fostering community stability and inclusivity.

03



Office Space Vacancies:

High vacancy rates in existing office spaces, coupled with new office developments, present a challenge in attracting tenants. Strategies to make office spaces more appealing and multifunctional could address this.

04



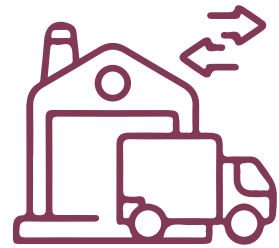
Pedestrian Connectivity:

DOT Plans for Bus Rapid Transit along Northside drive does not support the desired connectivity between Downtown and the Westside communities with pedestrian-friendly access. This aligns with the vision of experiential equity.

There is an opportunity for smaller scale entertainment and programmed events that connects to the community and has daily offerings beyond the large scale events.

Challenges

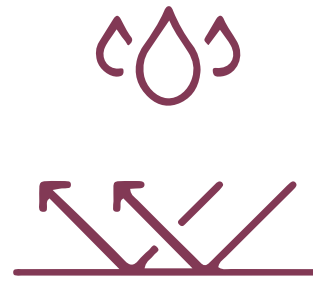
04



Logistics Solutions:

Address logistical challenges, potentially through the use of below-ground spaces to optimize land use. This would support the vision of creating a more efficient and user-friendly environment.

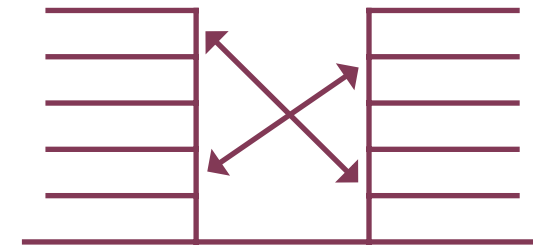
05



Lack of Greenspace and Shade:

The significant amount of impervious surface, lack of greenspace, trees, and shading structures negatively impacts the micro-climate, requiring measures to introduce more green and shaded areas. This aligns with the sustainability goals of the vision.

06

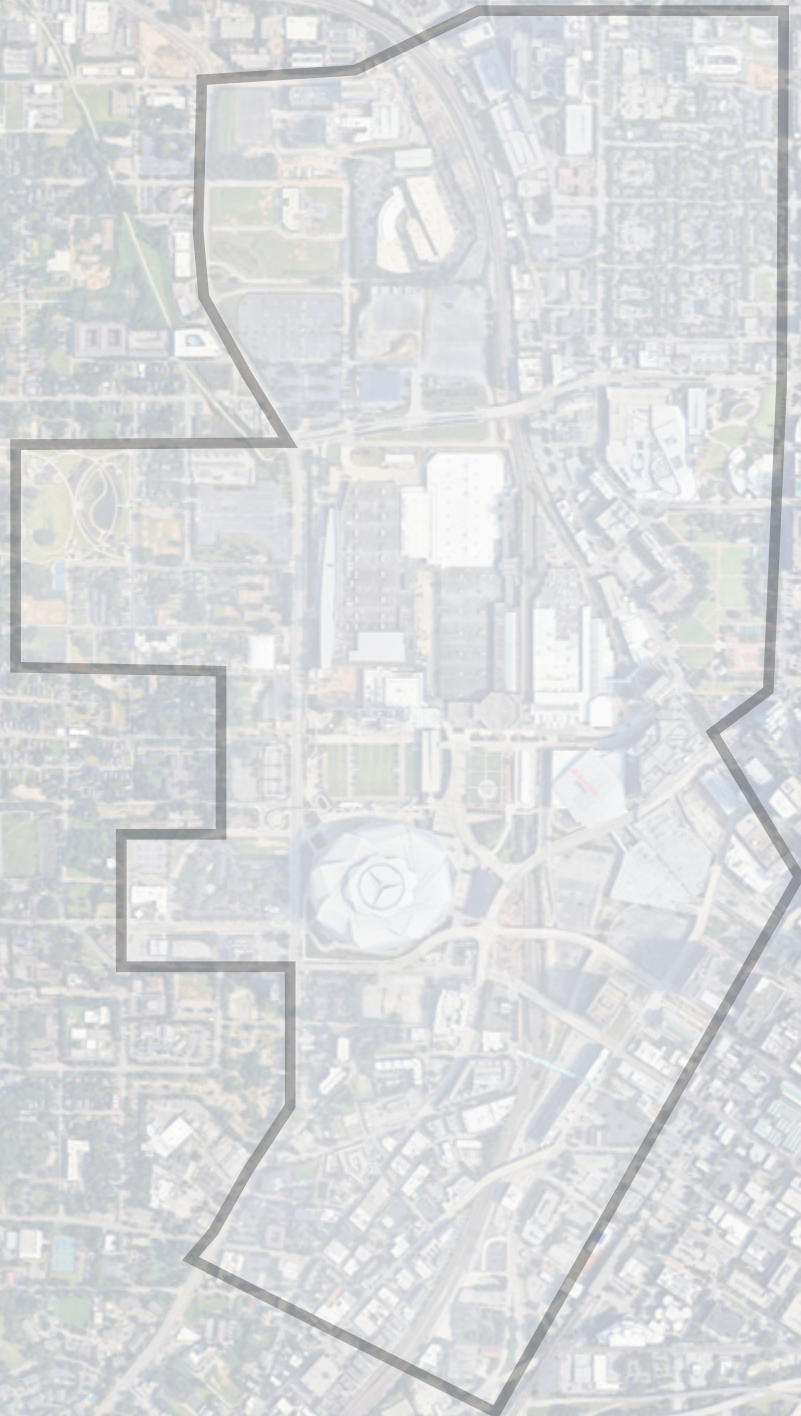


Z-Axis Challenge:

Overcoming the challenges associated with vertical development and multi-level integration in the urban environment is essential for creating a cohesive and accessible space.

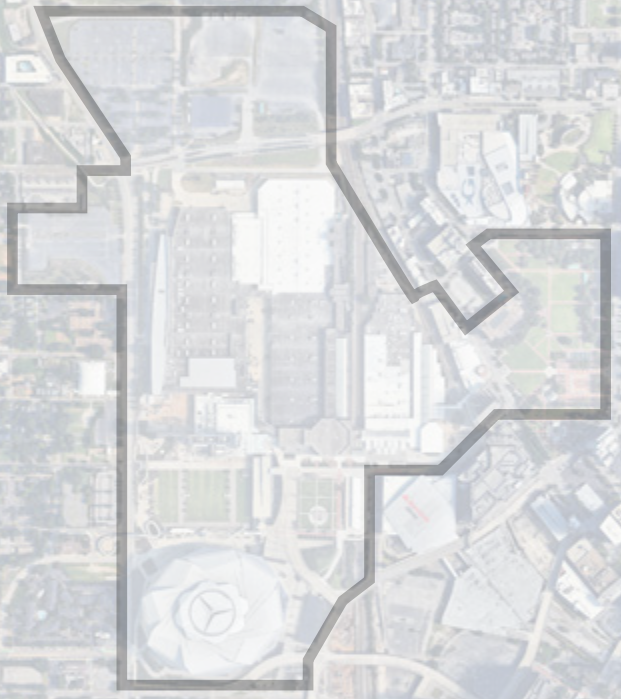
Neighborhood

900 Acres



Campus

220 Acres



Threshold

27 Acres



THRESHOLDS TODAY SITE WALK

View over Buildings 'B' and 'C' from Ivan Allen Junior Blvd (right)



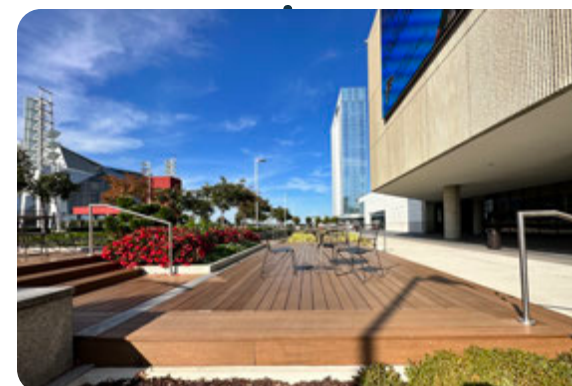
Views of Building 'A' Entry on Marietta Blvd (left) and adjacent East Plaza (below)



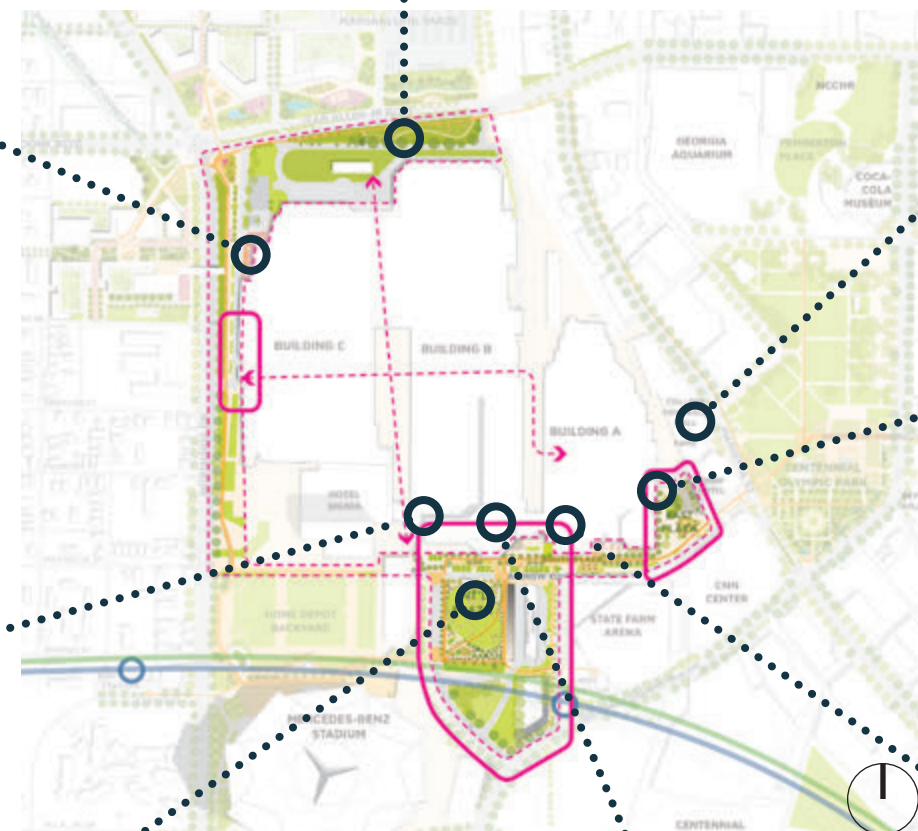
Views Building 'B' Main Entry on Andrew Young International Blvd (right) and Building 'C' Main Entry on Northside Dr (above)



Views of Georgia International Plaza (above) and Pedestrian Walk alongside Building 'B' (right)



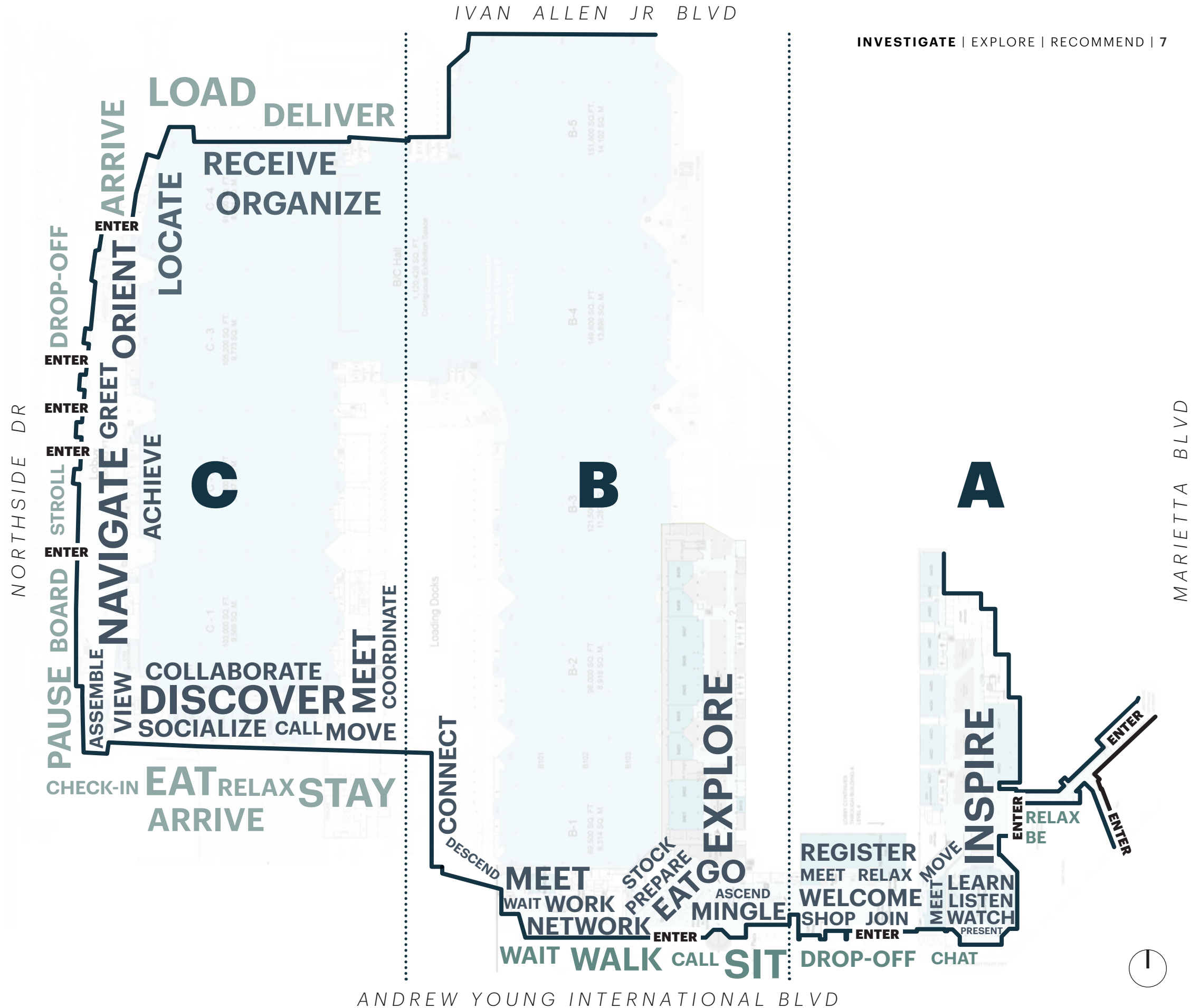
View of Building 'A' Main Entry on Andrew Young International Blvd (above)



VERB PLAN

Activities at Thresholds

The edges of Buildings A, B, and C distinguish between activities that uniquely occur on the interior or exterior side of the threshold. While both sides of the threshold include orienting oneself to his or her surroundings, the interior and exterior environments influence this activity in different ways. Interior activities might be characterized by more active motions, involving movement and socialization; exterior activities might be characterized by more passive motions, such as pausing, resting, and relaxing.



SCOPE OF STUDY

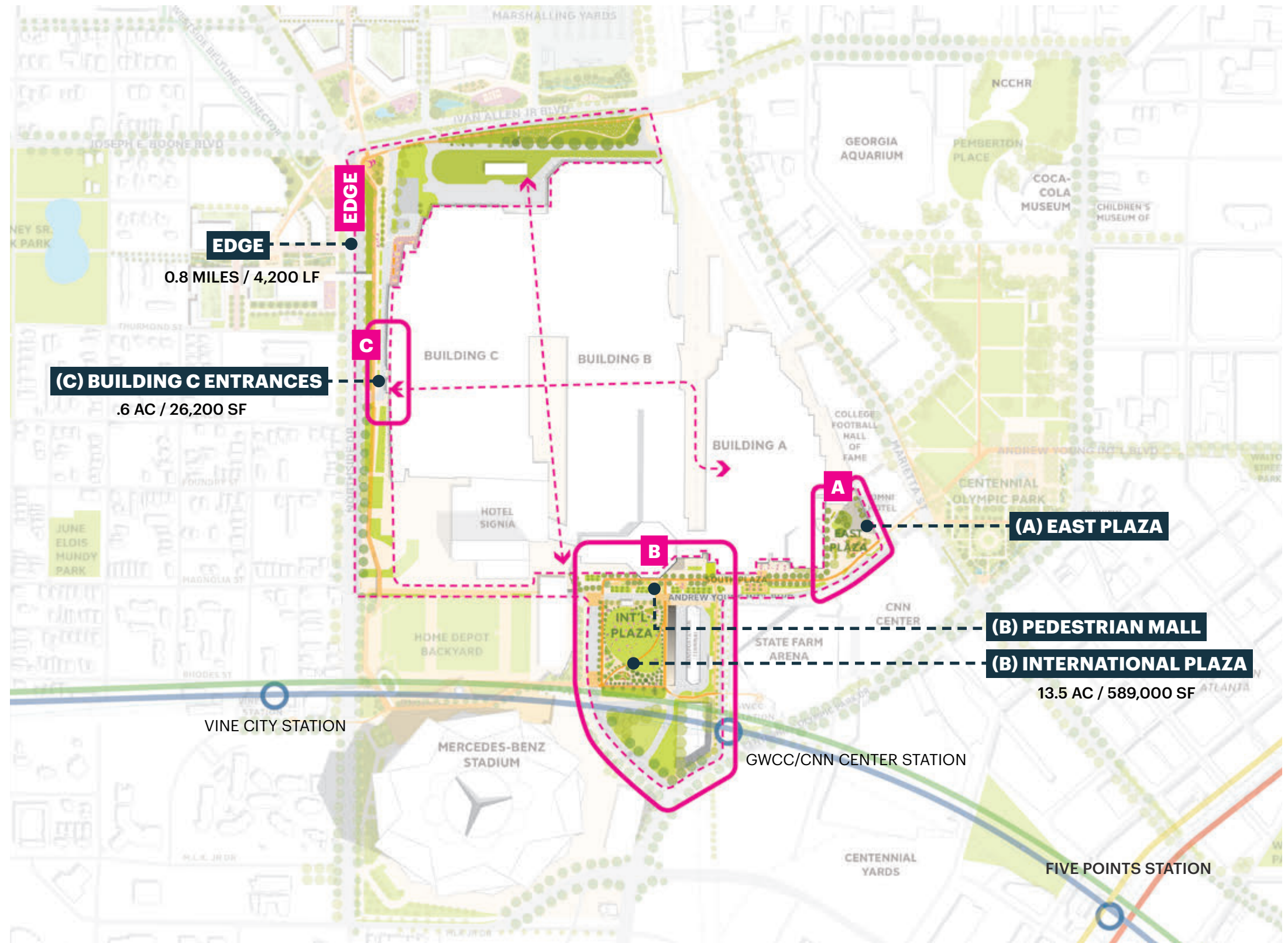
Three Thresholds

A: East Plaza

B: Andrew Young Int'l Blvd & Int'l Plaza

C: Building C entrances on Northside Dr

Edges: connections between buildings A, B, and C



Thresholds Tomorrow

EDGE | TACTICAL

How can the threshold engage the community through TACTICAL interventions?

C | ACTIVATE

How can the threshold ACTIVATE the public realm to accommodate events and the everyday?

B | BRIDGE

How can the threshold act as a BRIDGE to become a connector not a divider?

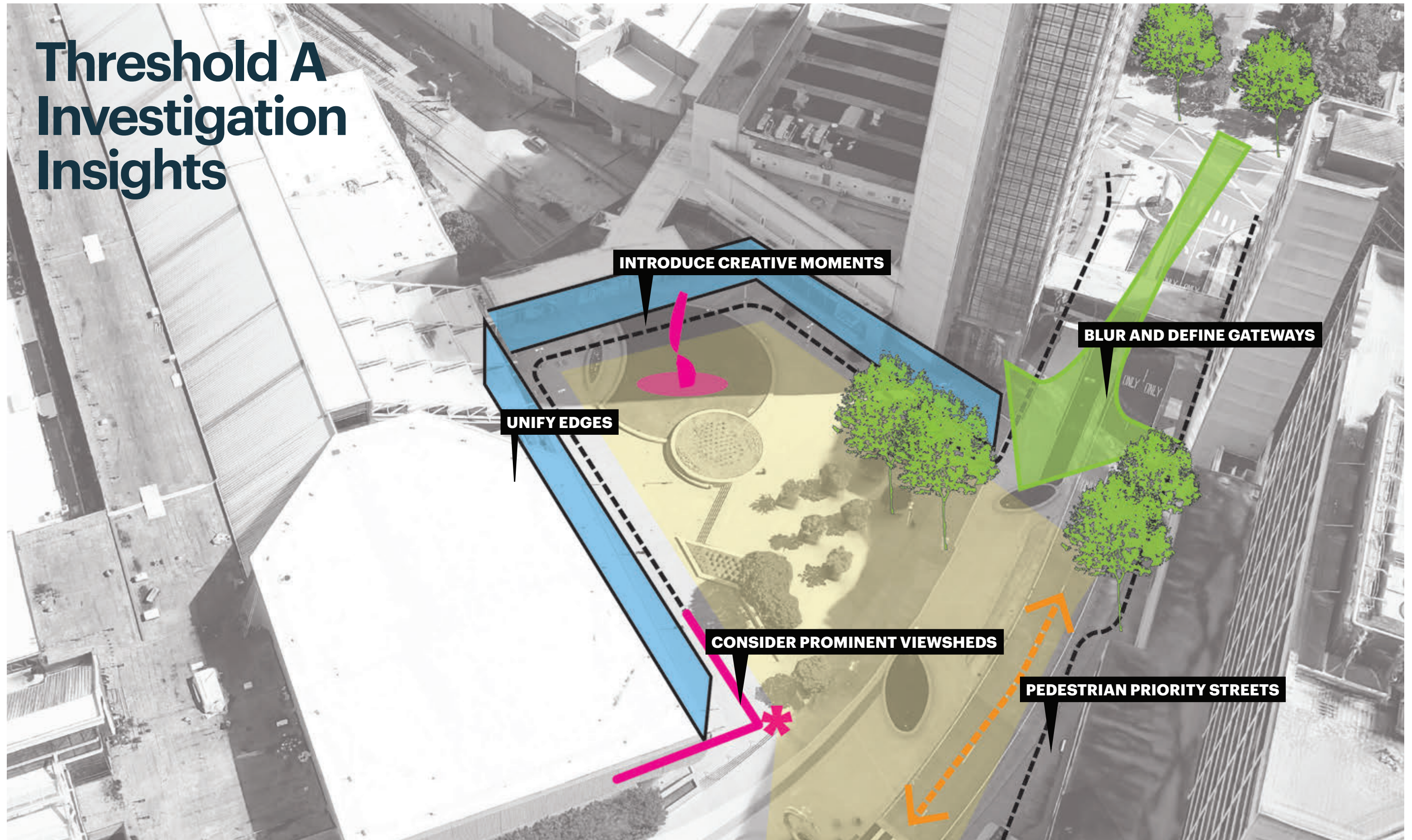
A | ENCLOSURE

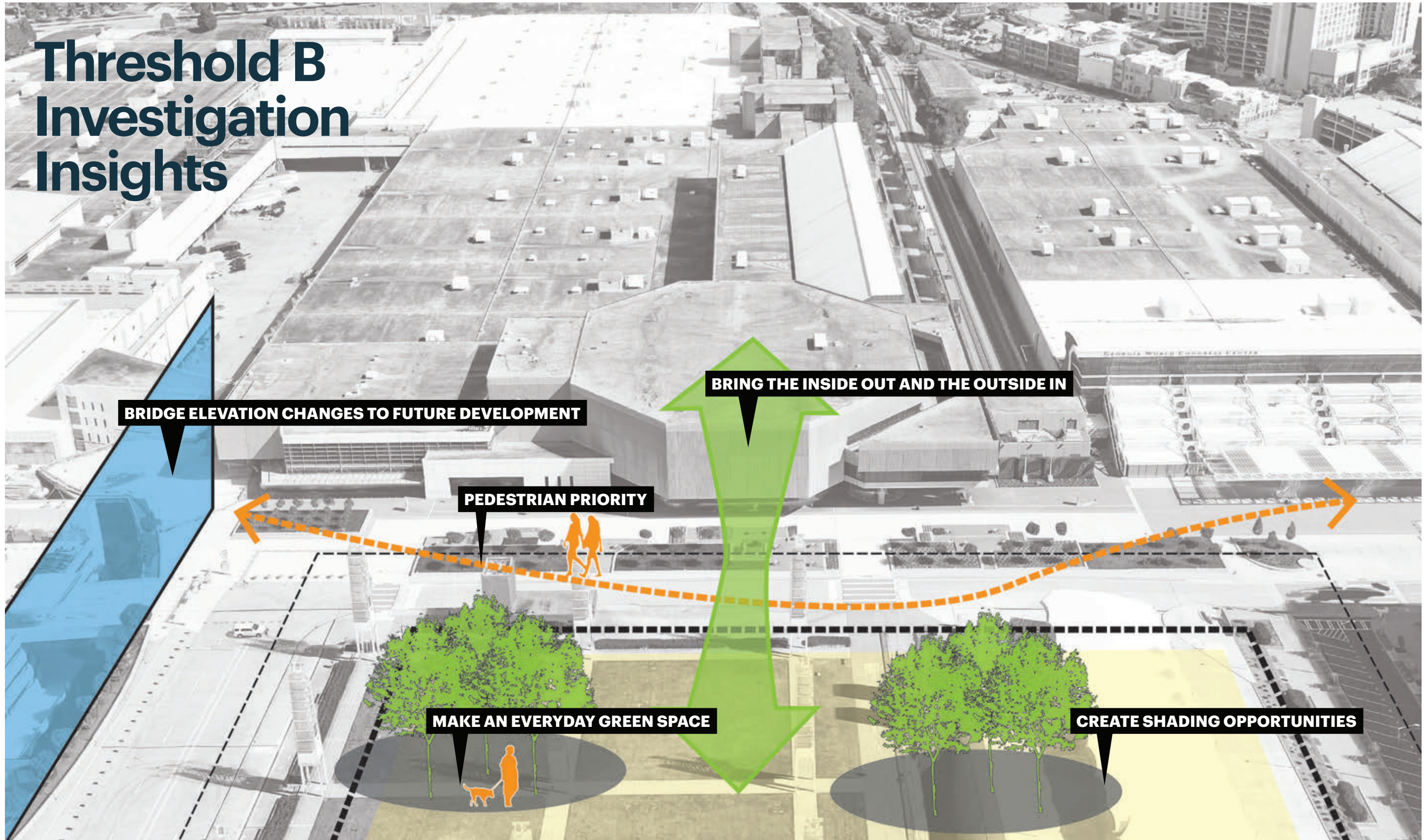
How can the threshold provide ENCLOSURE to respond to a human scale?

Threshold A



Threshold A Investigation Insights

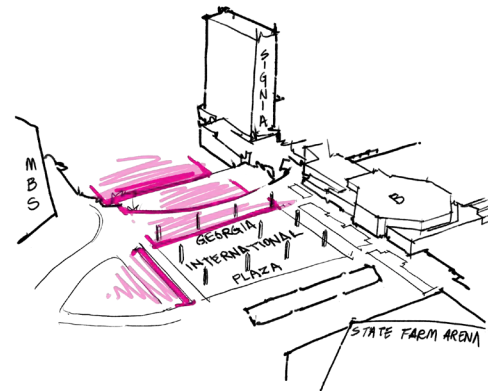




Threshold B

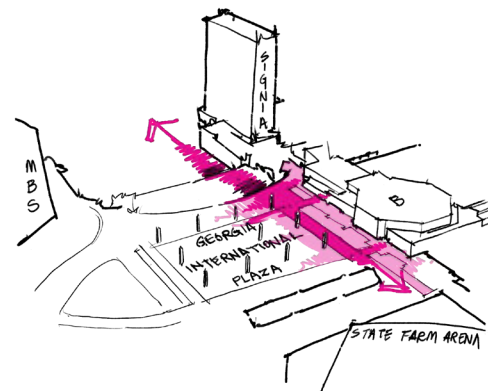
Compression

Consider how future development in the existing Home Depot Backyard will alter the feeling of the Georgia International Plaza.



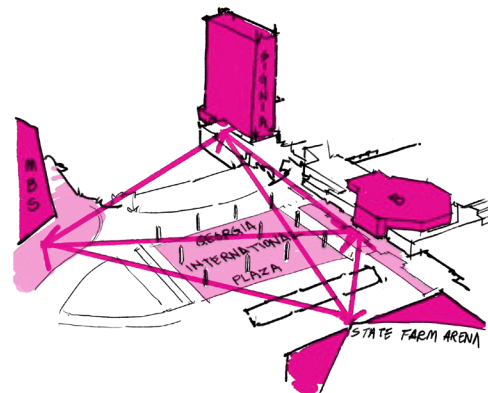
Alignment

Provide recommended guidelines to future on-site development, particularly as it relates to bridging the significant grade change from east to west.



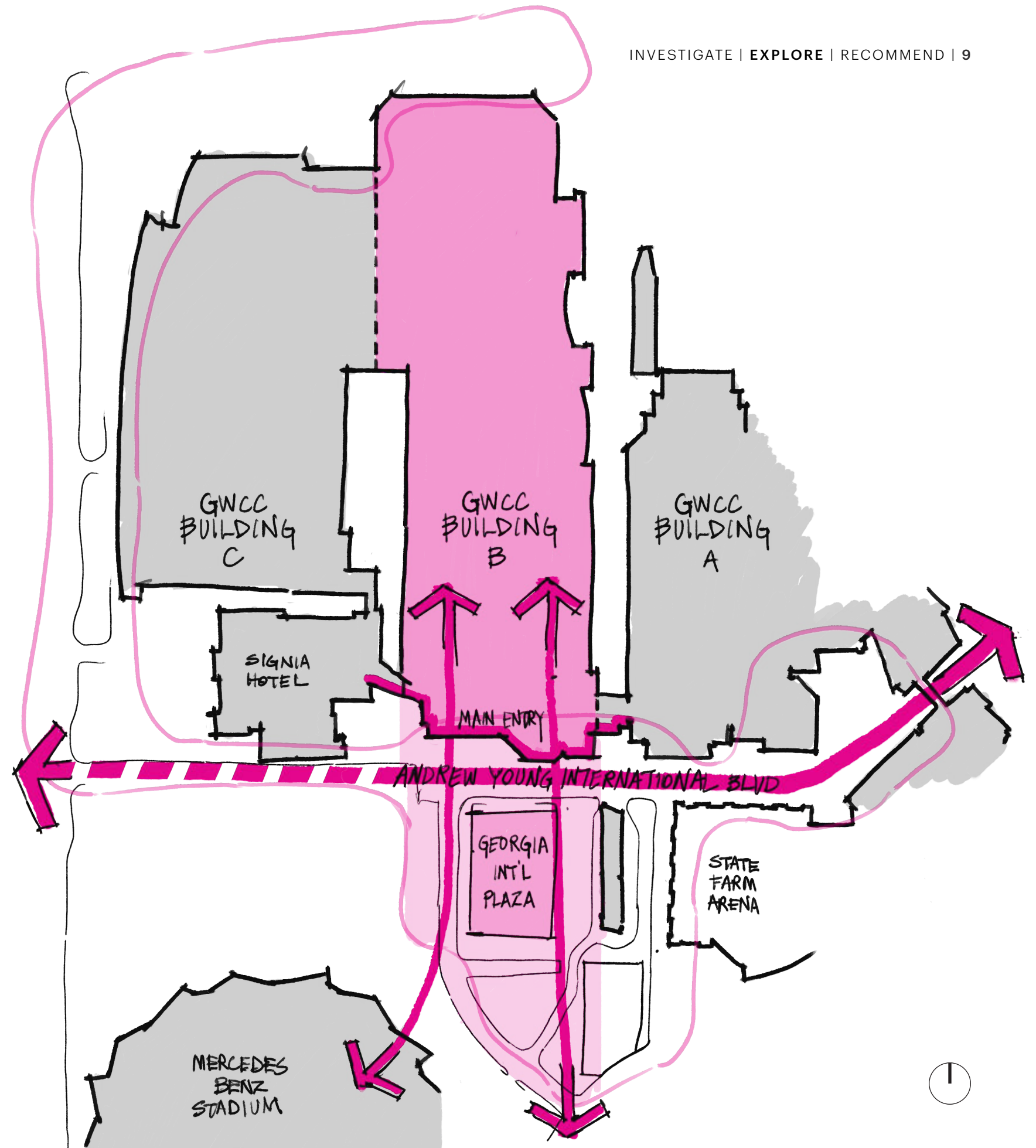
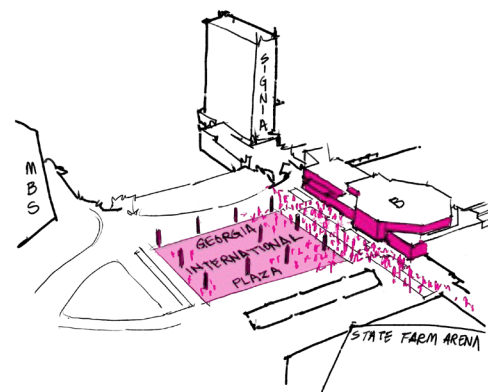
Direction

Program the Georgia International Plaza in such a way that encourages circulation and sight lines to and from adjacent attractions, such as Mercedes Benz Stadium.

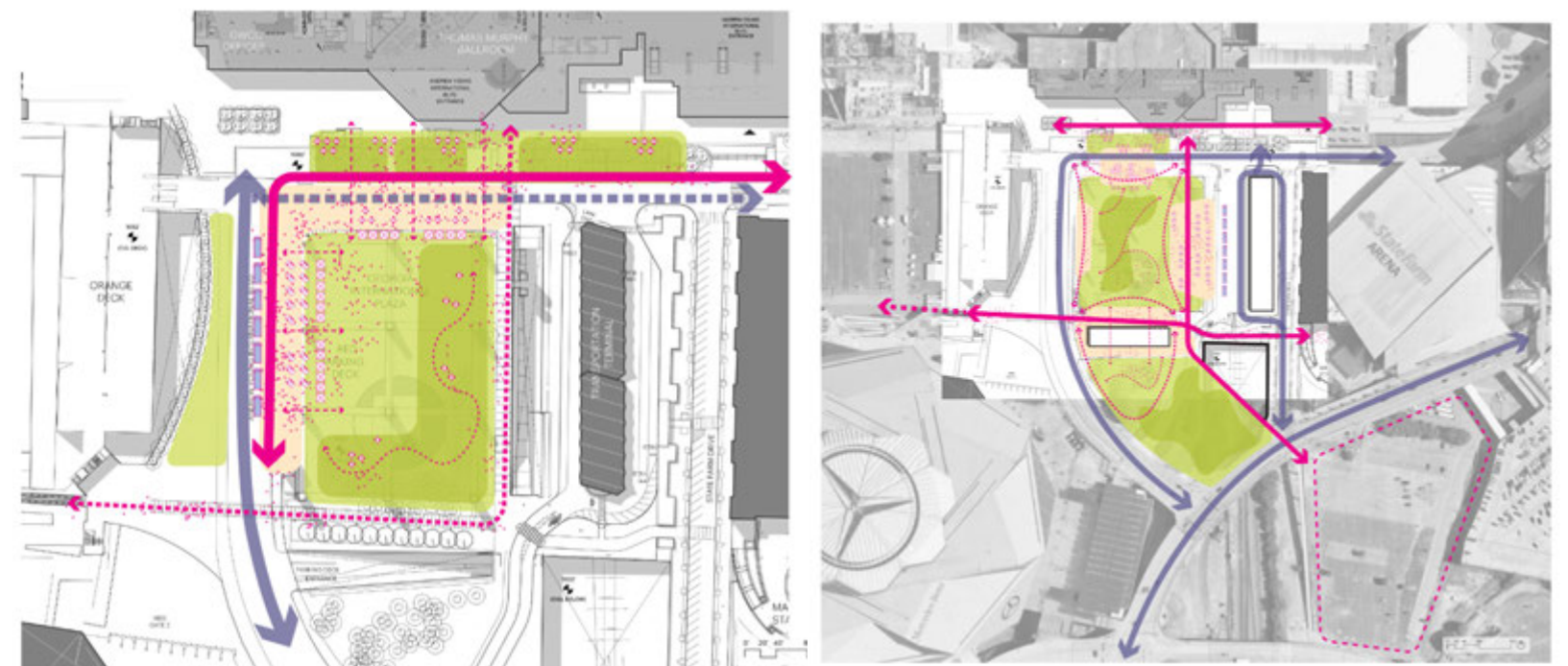
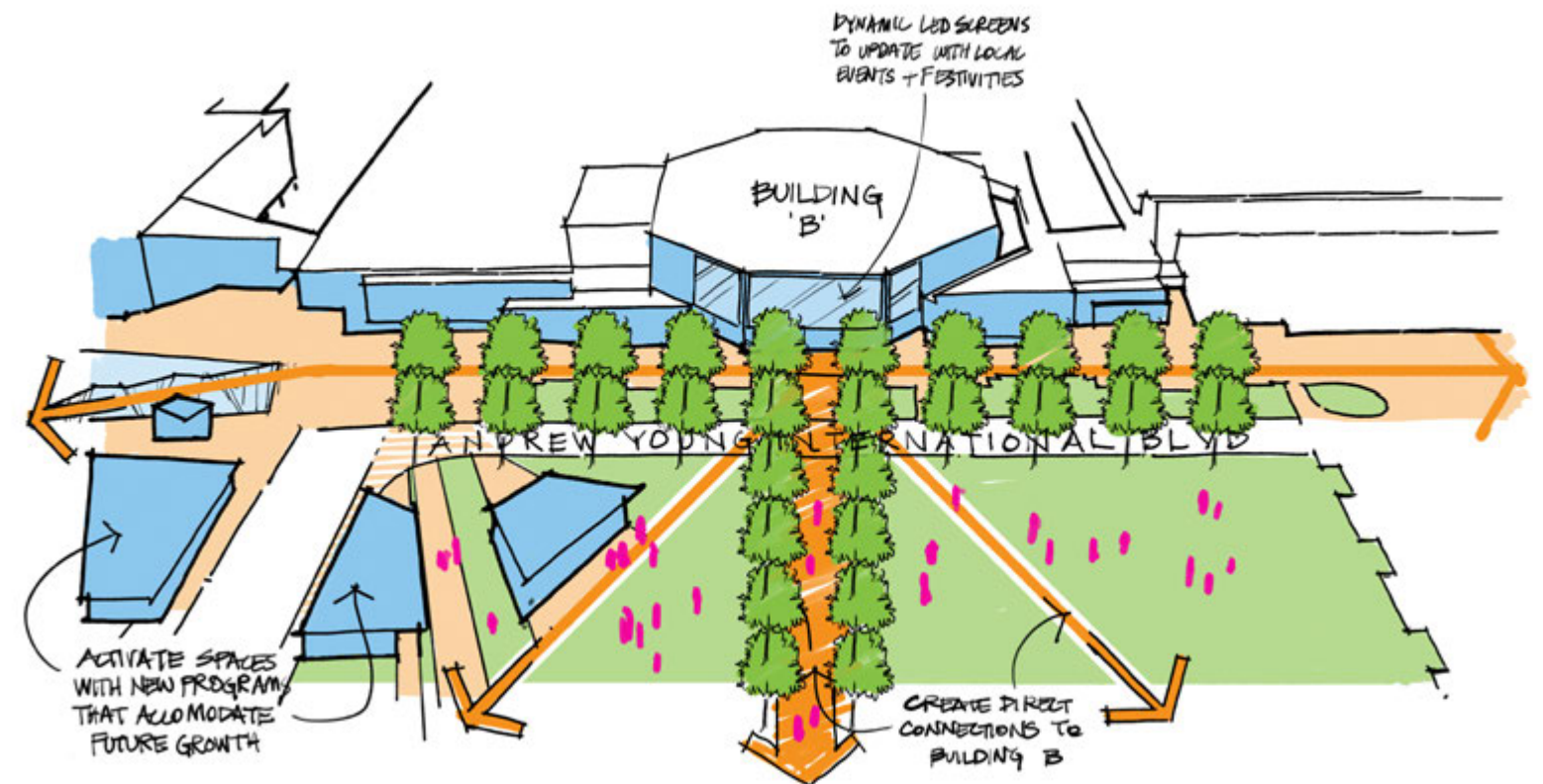
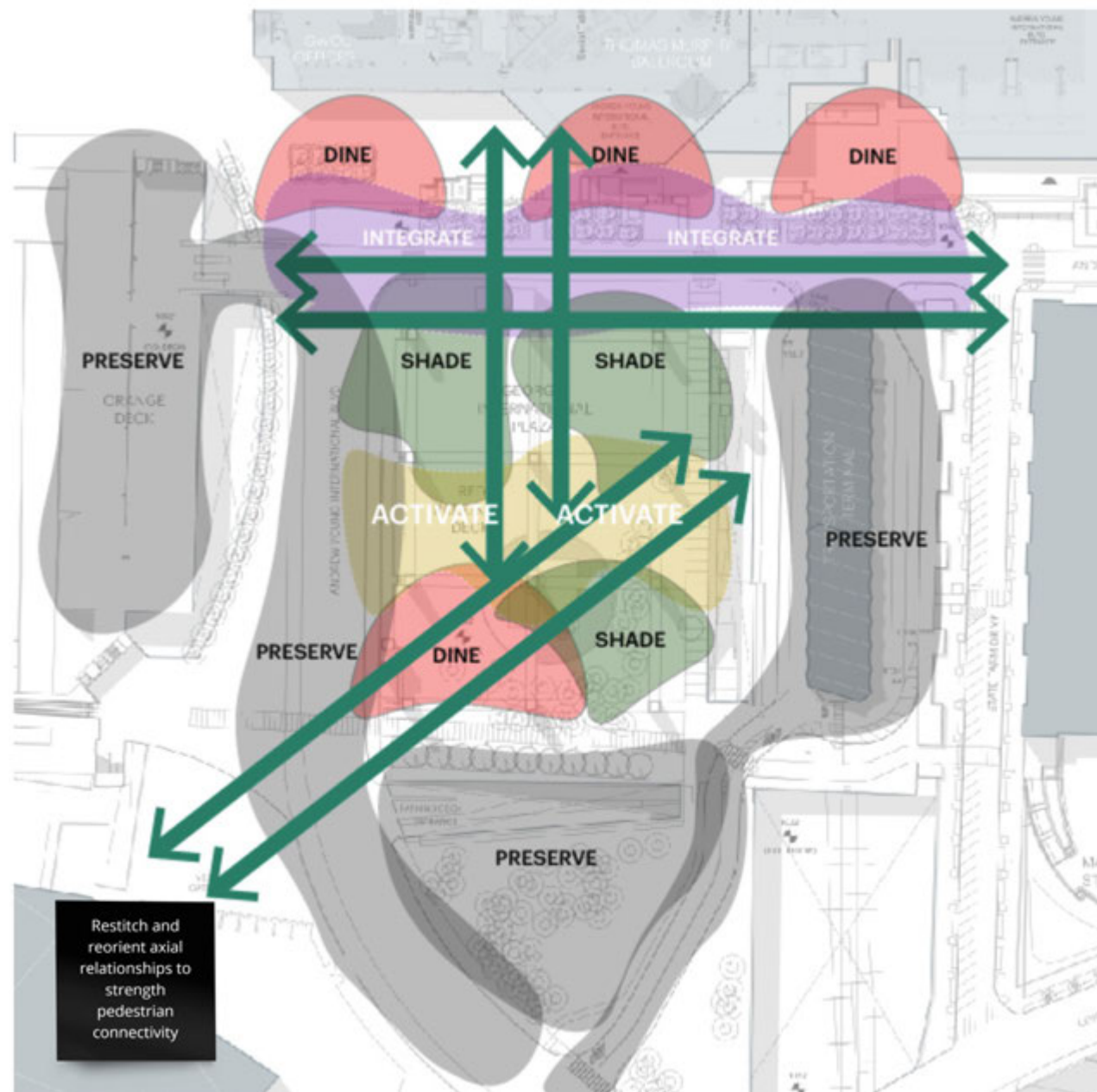


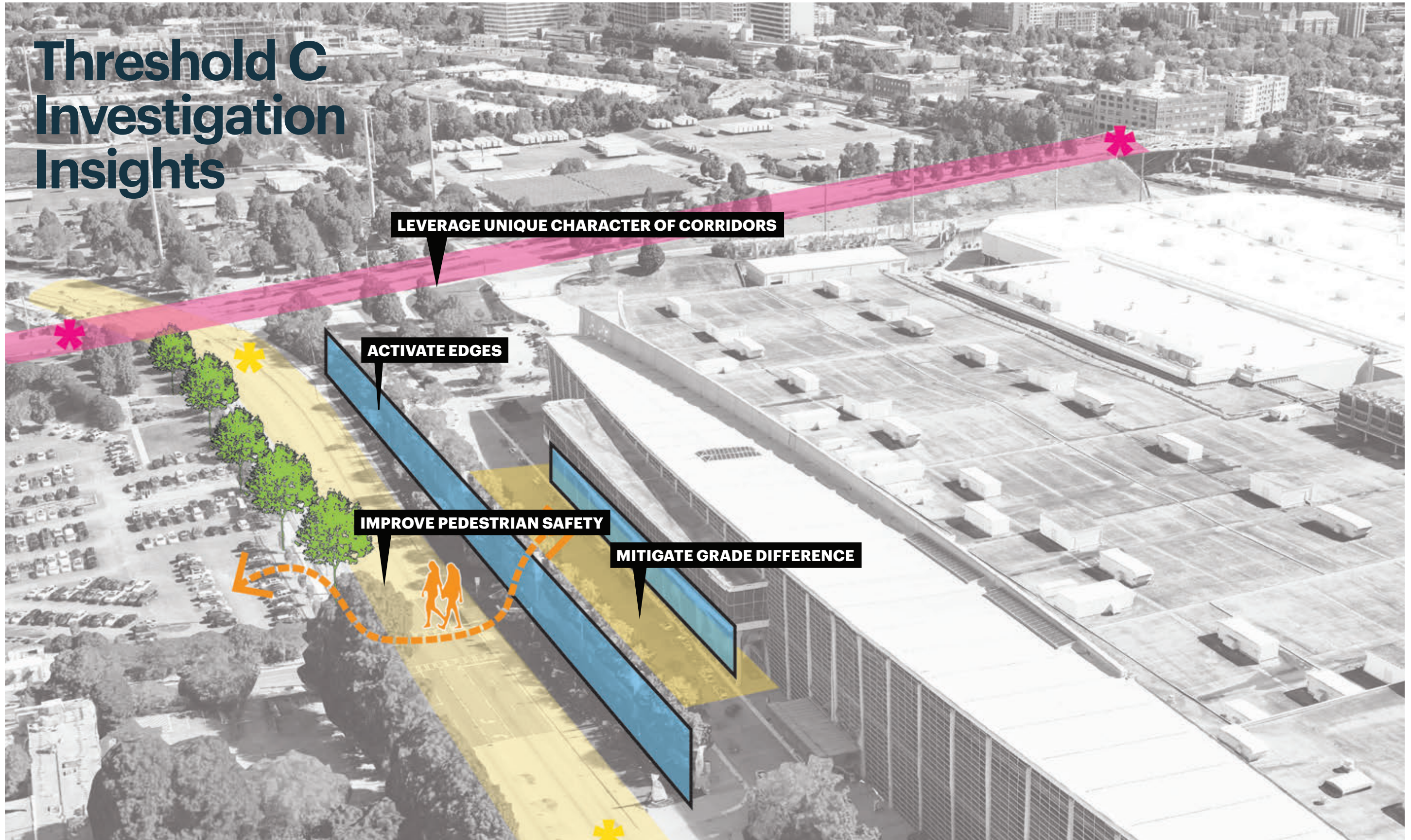
Organization

Define how the Building B entry will appear and function, especially as it relates to an understanding of who uses it, now and in the future.

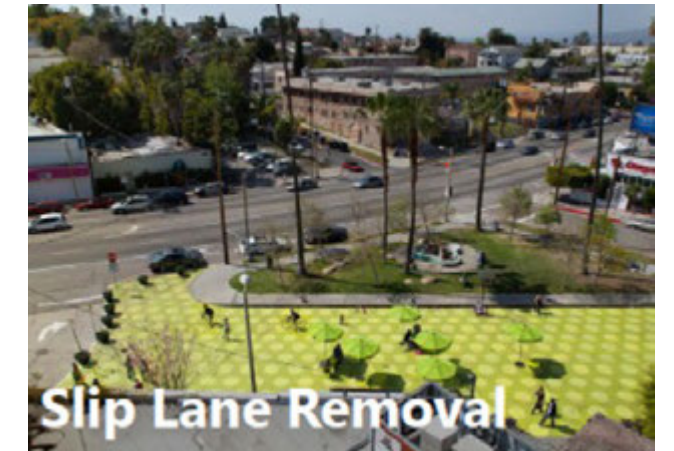
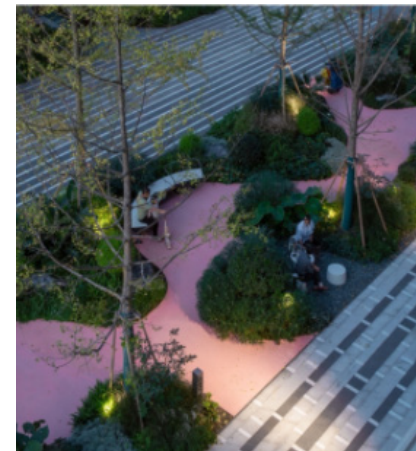
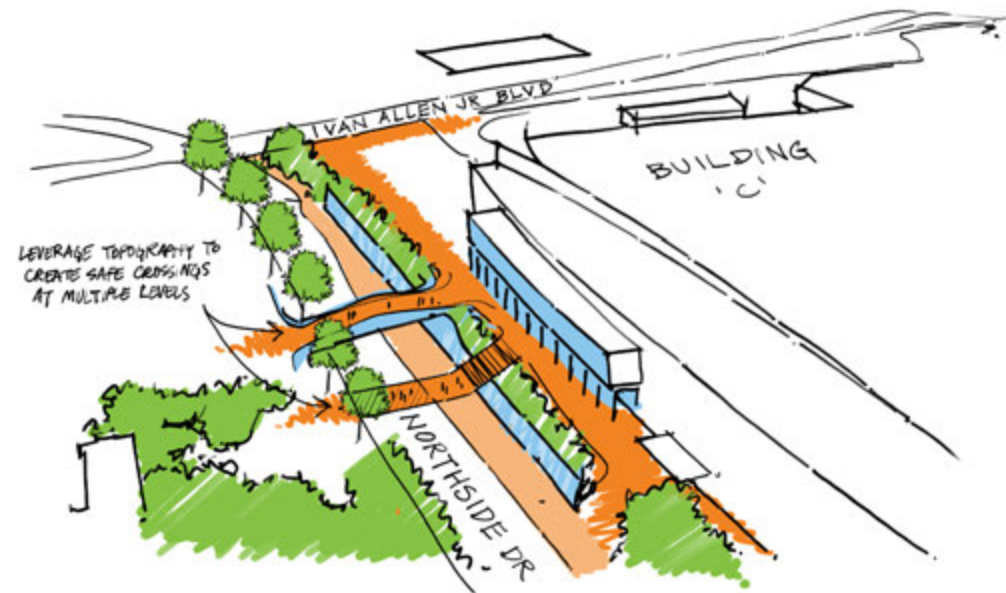
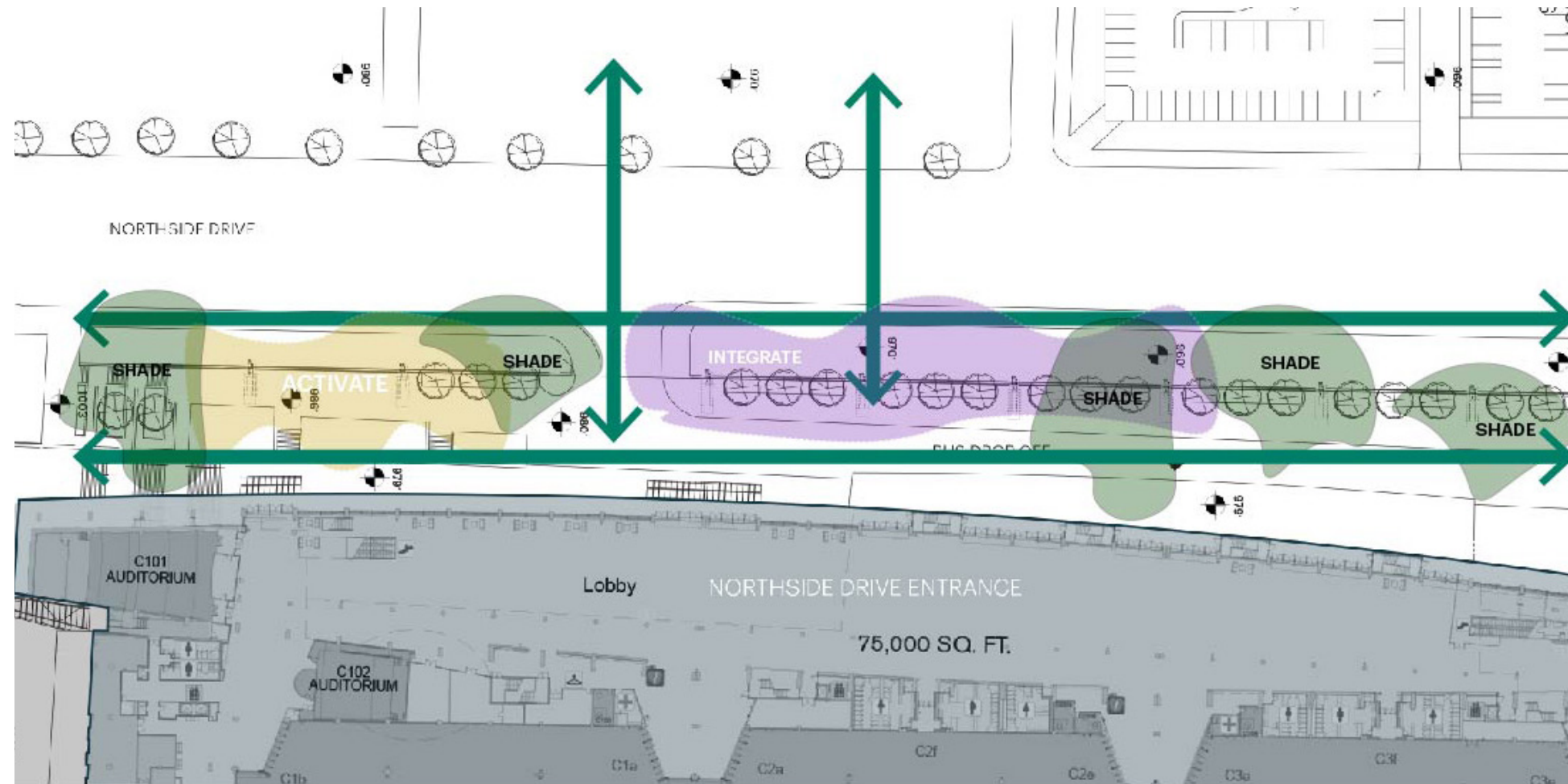


Threshold B

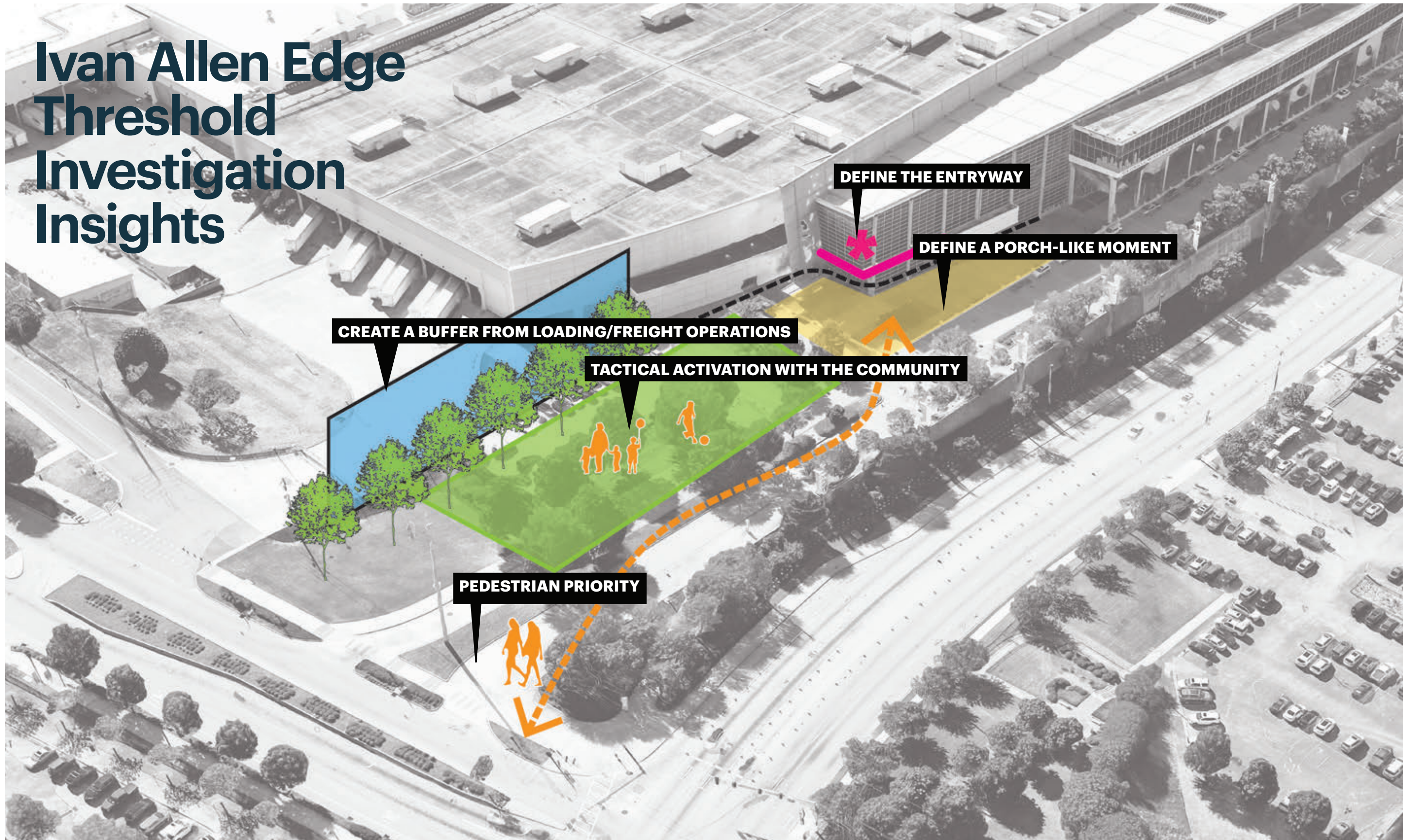


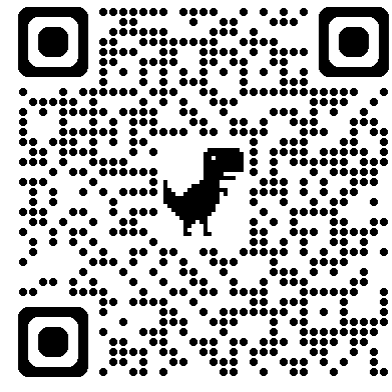
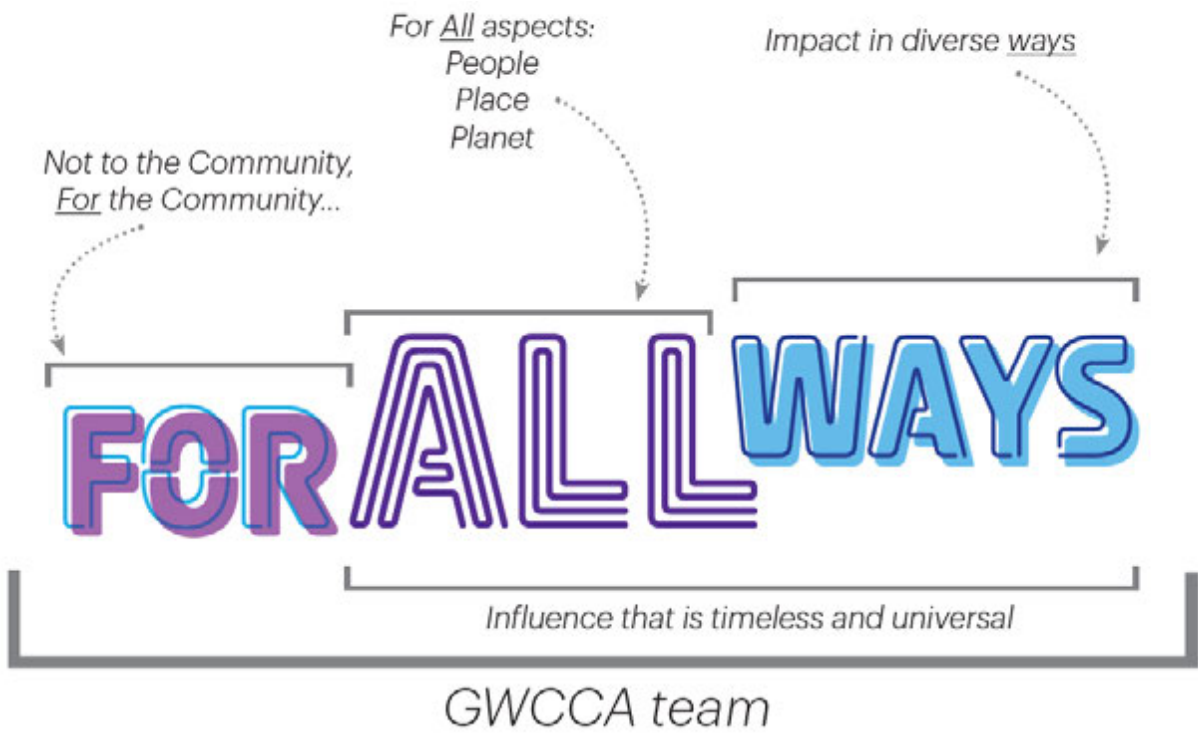


Threshold C



Ivan Allen Edge Threshold Investigation Insights





A partnership where the whole is greater than the sum of its parts.

