



SCAPE  
NELSON  
NYGAARD

projects+  
PEOPLE



COMMONWEALTH



ASSEMBLE  
SOUND

WSP

HR&A

# GREATER CORKTOWN COMPREHENSIVE NEIGHBORHOOD FRAMEWORK PLAN

MARCH 28, 2019

PERKINS+WILL



# OUR GOAL **NUESTRO OBJETIVO**

1 OUR TEAM

**NUESTRO EQUIPO**

2 YOUR UNIQUE OPPORTUNITIES

**VUESTRAS OPORTUNIDADES ÚNICAS**

3 AN ENGAGED APPROACH

**ENFOQUE PARTICIPATIVO**



# WHAT ARE GREATER CORKTOWN'S UNIQUE OPPORTUNITIES? CUALES SON LOS RETOS ÚNICOS PARA GREATER CORKTOWN?

- 1 UNDERUTILIZED LANDS  
PARCELAS INFRAUTILIZADAS
- 2 LEVERAGING INVESTMENT & GROWTH  
BALANCE EN LA INVERSIÓN Y EL DESARROLLO
- 3 PRESERVING AFFORDABILITY  
MANTENER LA VIVIENDA ASEQUIBLE
- 4 MAKING THE MOST OF STREETS  
MAXIMIZANDO EL USO DE LAS CALLES



# OUR TEAM NUESTRO EQUIPO

UNIQUE + DIVERSE SKILLS

HABILIDADES DIVERSAS

# PERKINS+WILL TEAM

## EQUIPO PERKINS+WILL



James

**Engagement Lead & Economic Dev. Advisor**  
Lider de Consulta Pública + Desarrollo Económico  
projects+PEOPLE



Paul

**Project Director**  
Director del proyecto  
Perkins+Will



Zena

**Project Director + Engagement**  
Director del proyecto + Asesora Consulta Pública  
Perkins+Will



Scott

**Infrastructure + Mobility**  
Infraestructura + Movilidad  
WSP



Andrew

**Zoning + Land Use**  
Zonificación + Uso del suelo  
Perkins+Will



Clara

**Urban Design + Streetscapes**  
Diseño Urbano + Vial  
Perkins+Will



Rebecca

**Project Manager**  
Gerente del proyecto  
Perkins+Will



Alexis

**Landscape Design**  
Paisajista  
SCAPE Landscape Architecture



Meritxell

**Complete Streets + Traffic**  
Calles Completas + Tráfico  
Nelson\Nygaard



Katie

**Architectural Historian**  
Historiador de Arquitectura  
Commonwealth Heritage Group



Elaine

**Architectural Historian**  
Historiador de Arquitectura  
Commonwealth Heritage Group



Kate

**Market Analysis Lead**  
Lider de Análisis de Mercado  
HR&A Advisors



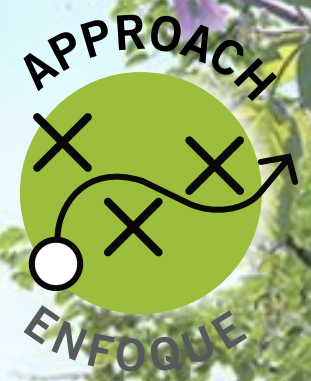
**UNDERUTILIZED SPACES**  
**PARCELAS INFRAUTILIZADAS**



# UNDERUTILIZED SPACES PARCELAS INFRAUTILIZADAS

*GOWANUS LOWLANDS*





LOWANUS

COMMUNITY CENTER

LOW LANDS

Old Navy



Draft Zoning Proposal  
General Government Mixed-Use District

Draft Zoning Proposal

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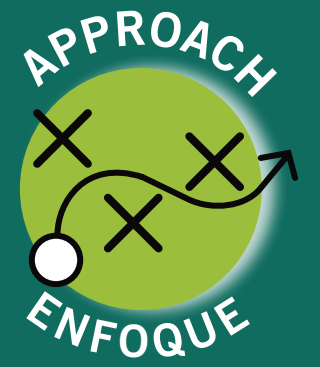
GNCU

GNCU

GNCU

# Support public art

Promover arte público



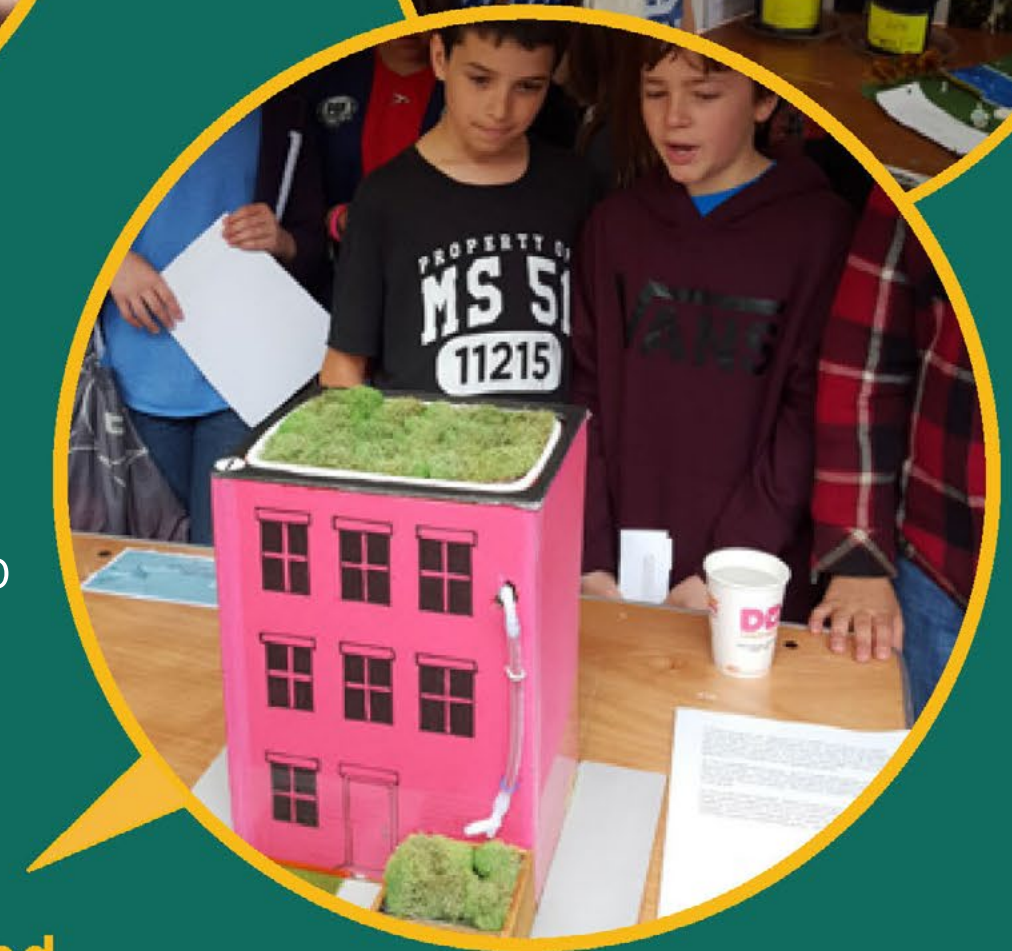
## Creative solutions for school campuses

Soluciones creativas para los campus escolares



Reducir cso utilizando infraestructura adaptativa y techos verdes

**Reduce CSO using adaptive infrastructure and green roofs**





# LANDSCAPE PAISAJE

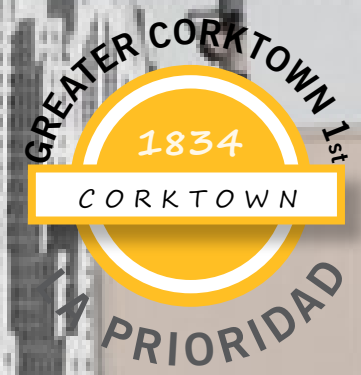
CREATING A PARTICIPATORY  
DESIGN PROCESS

CREANDO UN PROCESO DE DISEÑO PARTICIPATIVO

*103RD COMMUNITY GARDEN*







# MAKING THE MOST OF STREETS MAXIMIZANDO EL USO DE LAS CALLES

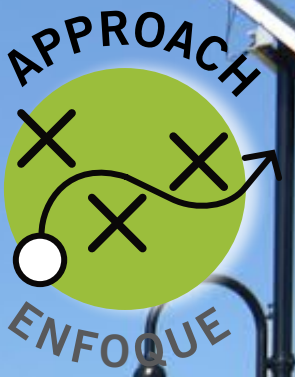




**MAKING THE MOST OF STREETS**  
**MAXIMIZANDO EL USO DE LAS CALLES**  
*S GRAND AVE, SAINT LOUIS*







**MAKING THE MOST OF STREETS**  
**MAXIMIZANDO EL USO DE LAS CALLES**

*LONGFELLOW STREET, SANTA MONICA*



# MAKING THE MOST OF STREETS MAXIMIZANDO EL USO DE LAS CALLES

*THE BELT LINE, ATLANTA*



# LEVERAGING INVESTMENT / GROWTH BALANCE EN LA INVERSIÓN Y EL DESARROLLO

**RETENTION (NOT DISPLACEMENT)**

**JOB CREATION**

**EQUITY AND AFFORDABILITY**

**ENVIRONMENTAL SUSTAINABILITY**

**SOCIAL INFRASTRUCTURE**

AREAS OF PUBLIC OWNERSHIP



**LEVERAGING INVESTMENT / GROWTH**

**BALANCE EN LA INVERSIÓN Y EL DESARROLLO**

DISPOSITION STRATEGY

RETAIN RESIDENTS + CREATE OPPORTUNITIES

NEGOTIATE FROM A POSITION OF STRENGTH

ESTRATEGIA DE DISPOSICIÓN

CREACIÓN DE OPORTUNIDADES

NEGOCIAR DESDE UNA POSICIÓN DE PODER



### CATALYTIC LAND DEVELOPMENT

Ford Campus & CBO Opportunity



### AREAS OF PUBLIC OWNERSHIP

Feasible Community-Building Uses



### URBAN BARRIERS

Bridging the 75/Fisher Freeway & Rail Line



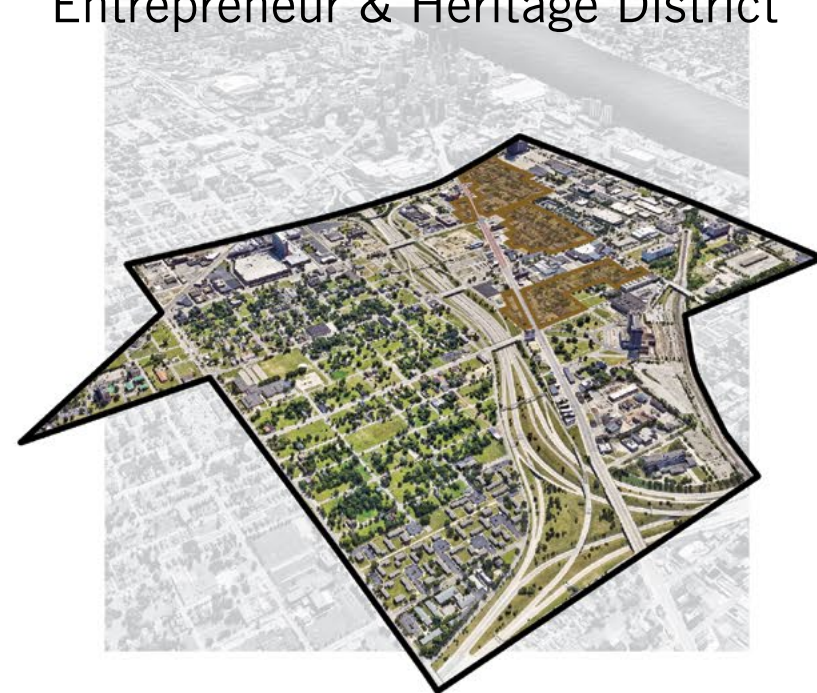
### INDUSTRIAL LAND

Current & Future Innovation



### HISTORIC CORKTOWN

Entrepreneur & Heritage District



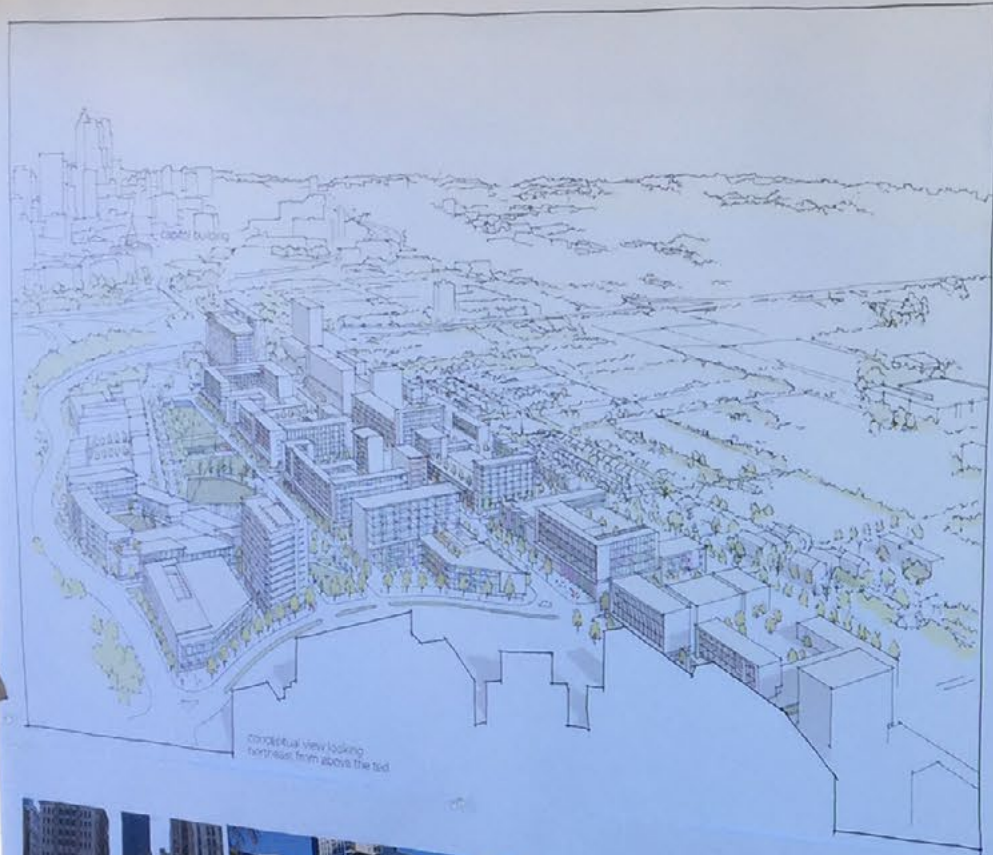
### NEIGHBORHOOD CONNECTIONS

Reach & Impact at the Edges



# CONCEPT 02 BIG PARK

Turner Field Stadium  
Neighborhoods  
URBAN CENTER INITIATIVE



- General Building Use
1. Mixed Use
  2. Multifamily Housing
  3. Office and Academic
  4. Sports and Entertainment
  5. Student Oriented Housing
  6. Dedicated District Parking
- Graphic Legend
- Parks & Open Space
  - Urban Block
  - Active Street Frontages
  - Streets

Large formal mall preserving sight lines to the Olympic Cauldron, and a relocated Olympic Cauldron, visually connects Hank Aaron's home to Atlanta's Civil Rights legacy. The relocated Ali's torch lighting at the 1996 Olympic Mall creates a unique space for sculpture and public gatherings.

# CONCEPT 02 BIG PARK



People's Choice Awards Ballot

Vote for the concept you like best. Circle the number of your choice.

1. MOST ATTRACTIVE

2. MOST MEANINGFUL

3. MOST LIVELY

4. MOST WELL-THOUGHT-OUT

5. MOST PRACTICAL

6. MOST AFFORDABLE

7. MOST SUSTAINABLE

8. MOST INCLUSIVE

9. MOST COMMUNITY-ORIENTED

10. MOST VISUALLY INTERESTING

11. MOST FUNCTIONAL

12. MOST BEAUTIFUL

13. MOST INNOVATIVE

14. MOST ACCESSIBLE

15. MOST VERSATILE

16. MOST DURABLE

17. MOST EASY TO MAINTAIN

18. MOST ENVIRONMENTALLY FRIENDLY

19. MOST HEALTHY

20. MOST SAFE

21. MOST SECURE

22. MOST TRANSPARENT

23. MOST ACCOUNTABLE

24. MOST RESPONSIVE

25. MOST COLLABORATIVE

26. MOST INCLUSIVE

27. MOST DIVERSE

28. MOST REPRESENTATIVE

29. MOST AUTHENTIC

30. MOST GENUINE

31. MOST SINCERE

32. MOST HONEST

33. MOST OPEN

34. MOST TRANSPARENT

35. MOST ACCOUNTABLE

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95. MOST ACCOUNTABLE

96. MOST RESPONSIVE

97. MOST COLLABORATIVE

98. MOST INCLUSIVE

99. MOST DIVERSE

100. MOST REPRESENTATIVE



# PRESERVING AFFORDABILITY MANTENER LA VIVIENDA ASEQUIBLE

IDENTIFY TARGETED SITES

ASSESS GAP FINANCING TOOLS

RECOMMEND IMPLEMENTATION STRATEGIES

IDENTIFICAR SITIOS DIRIGIDOS

EVALUACIÓN DE HERRAMIENTAS DE FINANCIACIÓN

ESTRATEGIAS DE IMPLEMENTACIÓN



# **PRESERVING AFFORDABILITY** **MANTENER LA VIVIENDA ASEQUIBLE**

*DETROIT'S MULTIFAMILY AFFORDABLE  
HOUSING PLAN AND ONGOING LONG-  
TERM AFFORDABILITY STRATEGY*





# ENGAGED APPROACH ENFOQUE PARTICIPATIVO

CO-CREATING A VISION  
CO-CREACIÓN DE UNA VISIÓN



# BEEN- UPS & START- UPS

Challenge winners get a boost to their businesses



## URBAN REMEMBRANCE Past, Present & Future



# ENGAGEMENT CONSULTA PÚBLICA

IDENTITY, VOICES, IDEAS  
CBO AND LAND DISPOSITION

IDENTIDAD, VOCES, IDEAS  
ORDENANZA DE BENEFICIOS COMUNITARIOS Y  
DISPOSICIÓN DE BIENES

PERKINS+WILL



**THANK YOU**  
**GRACIAS**

**LET'S CONTINUE THE**  
**CONVERSATION AT OUR**  
**TABLE**

**CONTINUEMOS LA**  
**CONVERSACIÓN EN**  
**NUESTRA MESA**