

**Development Plan for the
Kelly Power Site
at
Gainesville Regional Utilities**

In partnership with

Gainesville Community
Redevelopment Agency

ZONING ANALYSIS | 6 Level Mixed-Use Building

Net Lot Area	parcel	SQ FT	Acres	Maximum Residential FAR	Factor	SQ FT
		31,185	0.85	maximum FAR allowable (Factor x GLA)	696	33,028
Total Net Lot Area		37,185	0.85			
R.O.W. (estimate)	street	13,142	0.3	Maximum Non-Residential FAR	Factor	SQ FT
				maximum FAR allowable (Factor x NLA)	2	74,370
Total R.O.W. Area		13,142	0.3			
Building Area		level 1				26,500
		level 4				28,500
Total Non-Residential FAR						55,000

EDGEWOOD COMMUNITY MASTER PLAN

ATLANTA, GEORGIA | June 2008



2
whiteford neighborhood core node

The corners of Whiteford Ave and Anairight Pk/Whiteford Ave represent the opportunity to create a vibrant, community-oriented neighborhood commercial node. As such, it will be the day-to-day location for the residents of the neighborhood to live and meet with neighbors. A successful Whiteford neighborhood commercial district will serve as the new heart and everyday life of the Edgewood neighborhood.



3
whiteford & hosea intersection

The southeast corner of the Whiteford Ave and Hosea/Walker Dr intersection will become the new focal point of the Edgewood community. It will transform into a community-oriented destination that will provide recreational, educational, and community service opportunities. By being directly adjacent to Whiteford Elementary School and located in the center of the neighborhood, this location will provide convenient and accessible opportunity for recreation and community space for Edgewood residents.

COMMUNITY VISION

The Edgewood Community Master Plan ensures that this dynamic urban neighborhood continues to grow and evolve in a way that enables it to live up to its potential as a vibrant, sustainable, and diverse area. The core of the neighborhood will afford opportunities for a wide variety of housing options for many age and income levels, serving to strengthen the diversity and eclectic nature of the neighborhood. The Edgewood corridors of Moreland Ave and Memorial Dr will offer higher density residential development opportunities as a way to provide a diversity of housing options while at the same time transforming these vital corridors into walkable urban thoroughfares and gateways into the area.

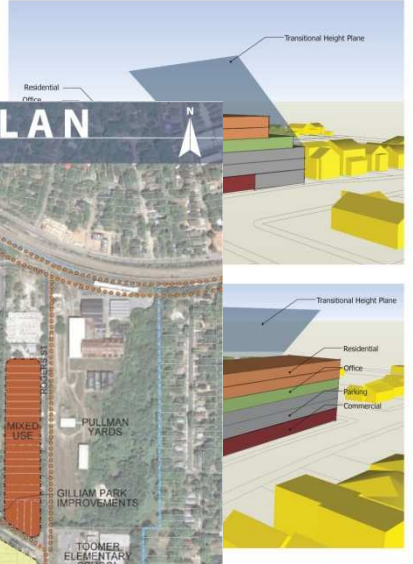
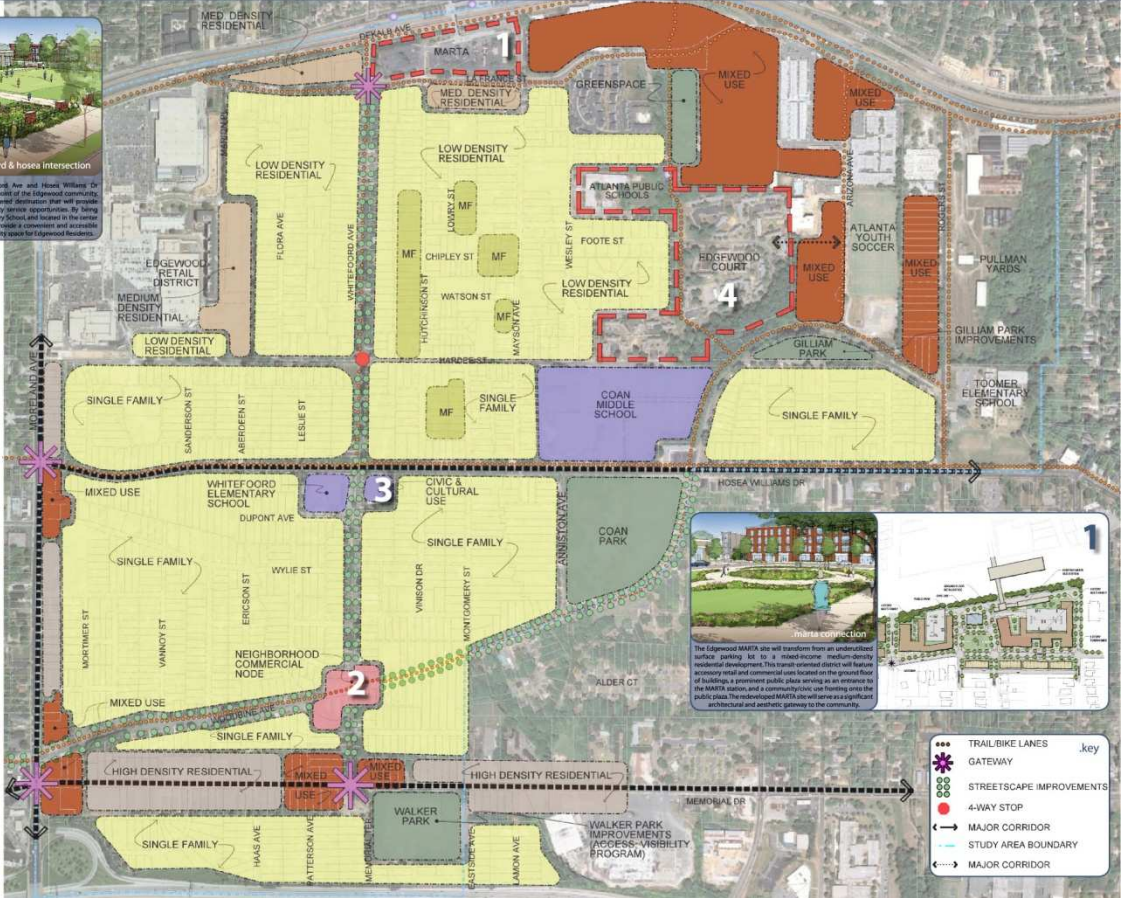
Edgewood Court and MARTA are strategic sites that will evolve over time into medium-density residential districts with opportunities for affordable housing and small-scale commercial opportunities. These sites will also serve to provide the entire community with a population base that will support the schools, businesses, parks, paths, trails, and neighborhood initiatives of the Edgewood Community. These areas will serve to replicate the best of Edgewood and blend into its current character and fabric. The Arizona Ave/Rogers St subdistrict will continue to evolve on a case-by-case basis into a multi-family loft area, if and when, the current industrial uses are to vacate their existing locations.

Connecting these vast areas together into a comprehensive community, existing and new streets will unite all parts of the community together. In linking the entire community, the streets will ensure that every opportunity for retail, commerce, recreation, transportation, housing, education, and community service will be both accessible and convenient to every person in the community.



4
edgewood court transformation

If the current Edgewood Court site is ever redeveloped, this plan calls for the preservation of the medium-density multi-family residential opportunities, while transforming it into a more urban and pedestrian-oriented fabric. The transformed Edgewood Court would include affordable housing opportunities, new street connections, ground-floor commercial opportunities, and open space with trail connections to nearby parks, schools, and fields.



1
edgewood MARTA site

The Edgewood MARTA site will transform from an underutilized surface parking lot to a transit-oriented, medium-density residential development. This transit-oriented district will feature economy retail and commercial uses located on the ground floor of buildings, a prominent public plaza serving as an entrance to the MARTA station, and a community-oriented use featuring open public space. The redeveloped MARTA site will serve as a significant architectural and aesthetic gateway to the community.

- TRAIL/BIKE LANES
- ✳ GATEWAY
- STREETScape IMPROVEMENTS
- 4-WAY STOP
- ← MAJOR CORRIDOR
- STUDY AREA BOUNDARY
- ↔ MAJOR CORRIDOR



Lord Aeck Sargent

Preliminary Findings GRU Development Plan

JULY 21, 2008

Problem

How to create a vision for this land without knowing what the future holds?

Everyone has different opinions about what should happen

Impossible to predict what the market will do in the future

The size, shape, orientation, legal process of the subdivision

City, Public & Private

Legally, publicly

Both public and private

How we divide up our land is more important than what we do with it.

Zoning, use changes, bulk limitations

This is all to help insure that the plan can accommodate future uses.

A STANDARD CITY PLANNING ENABLING ACT 1928

- It shall be the function and duty of the commission to **make and adopt a master plan for the physical development of the municipality,**
- Such plan, shall show the commission's recommendations for the development of the location, character, and extent of :

Streets

Boulevards

Parkways

Playgrounds

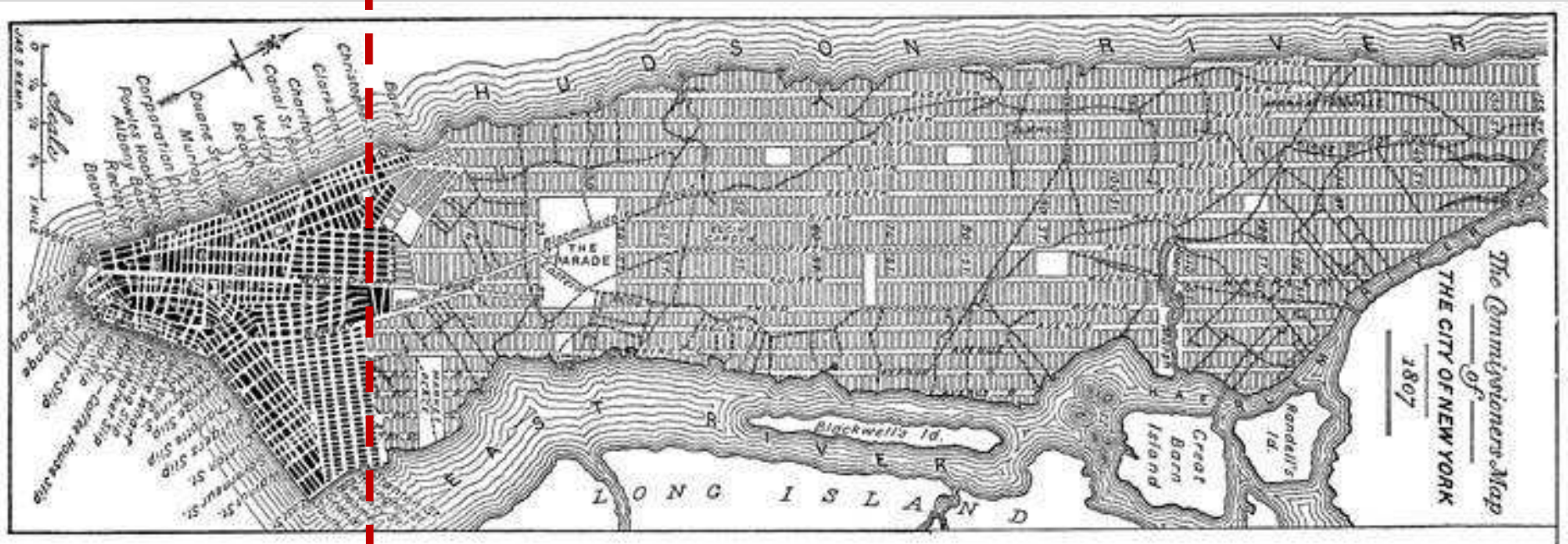
Squares

Parks

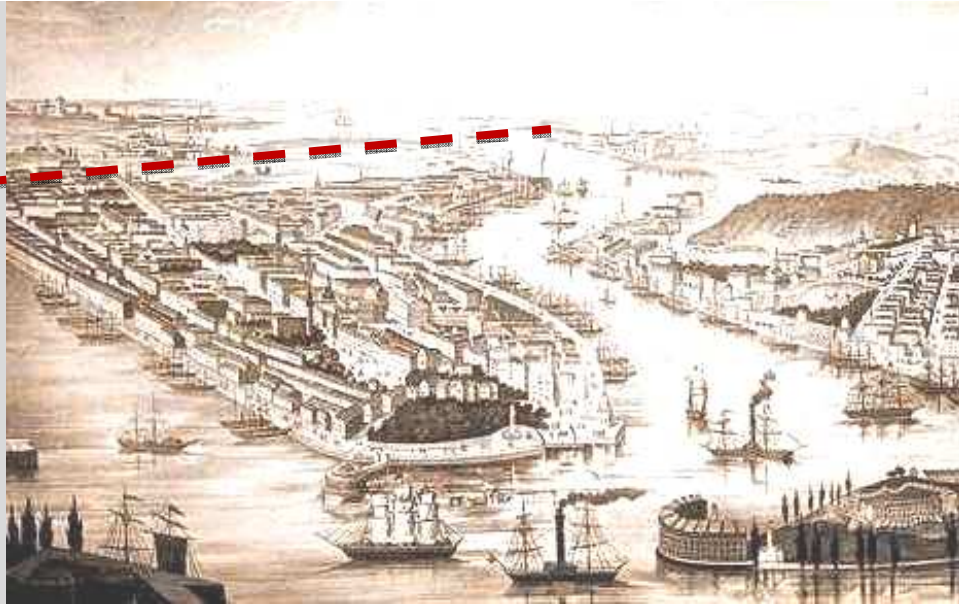
Public ways (grounds and open spaces)

- A zoning plan for the control of the height, area, bulk, location, and use of buildings and premises.

Commissioners Plan of 1811



Manhattan c. 1800



Manhattan Today



Blocks

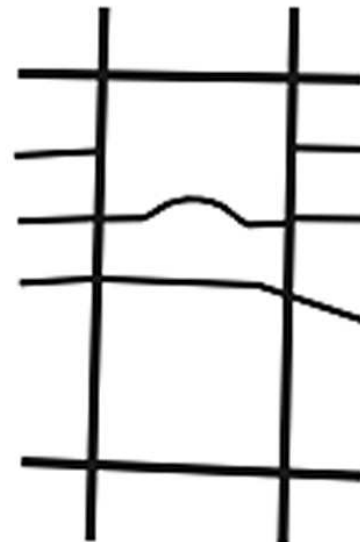
Blocks



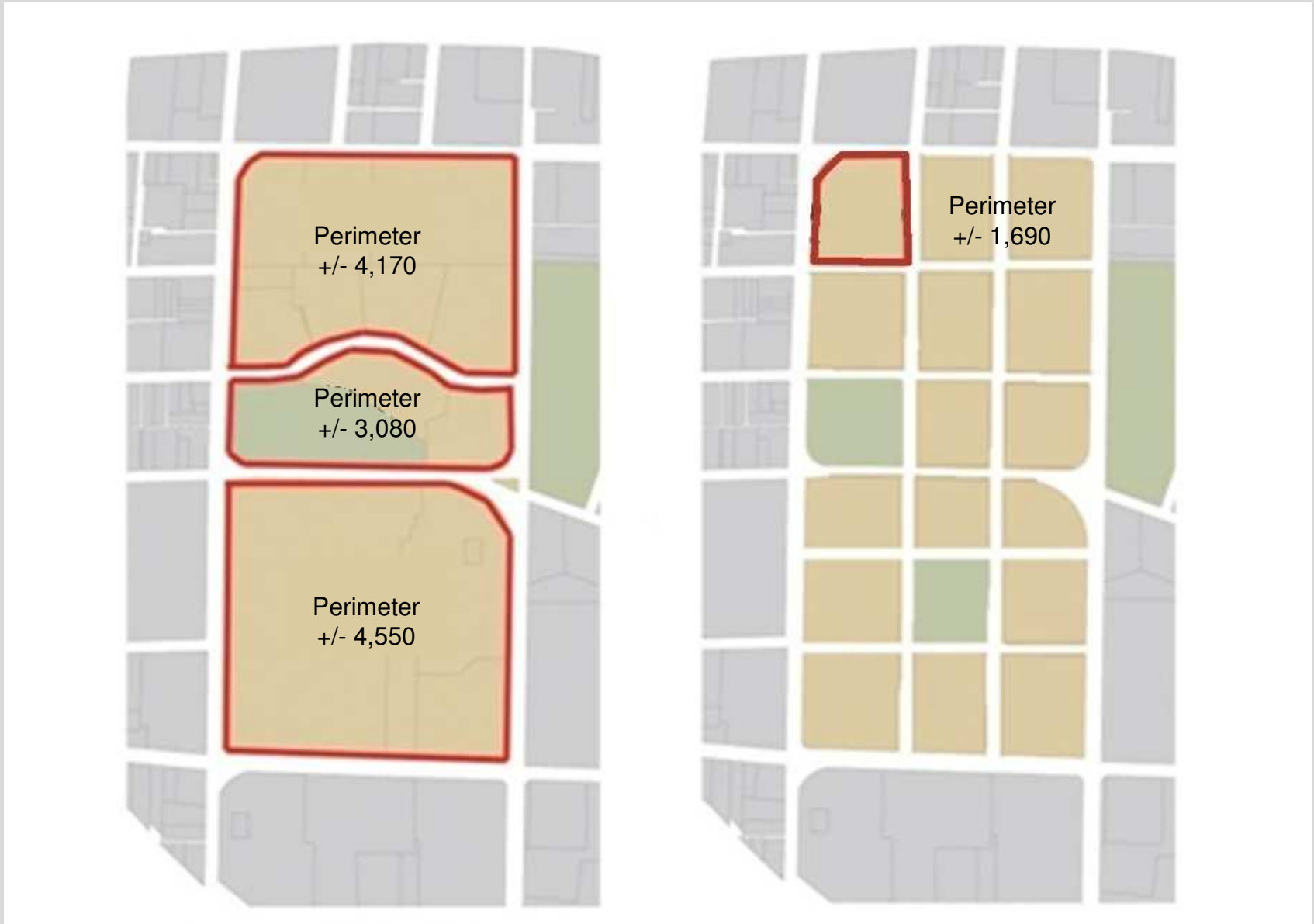
1911



2008



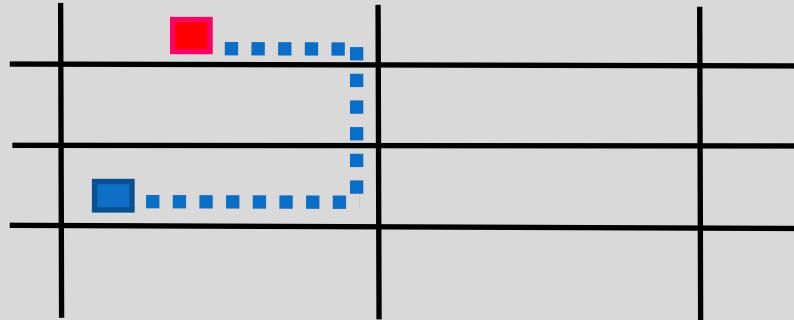
Blocks



Blocks

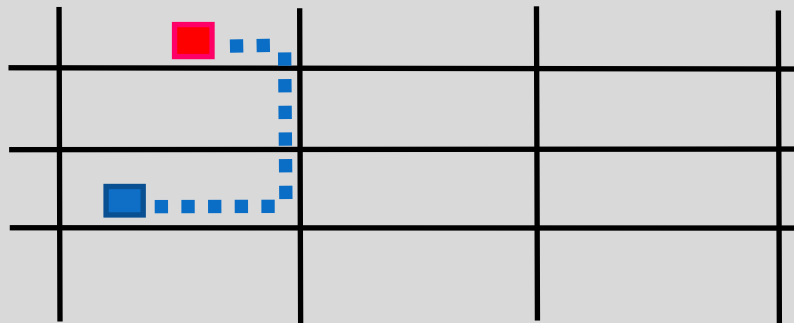


Blocks - Walkability



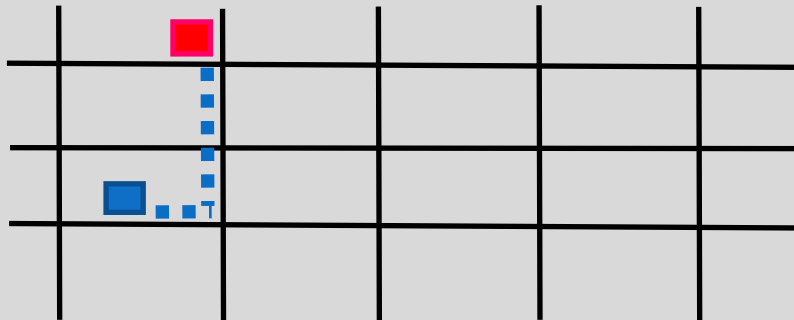
800 ft block

1650 lf = 5 minutes



600 ft block

1200 lf = 5 minutes



400 ft block

820 lf = 5 minutes

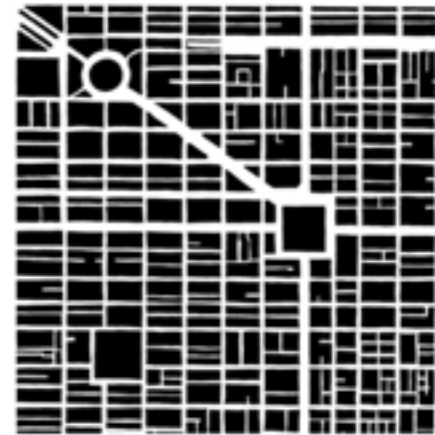
Blocks



Barcelona



470



Philadelphia



360



Atlanta



110

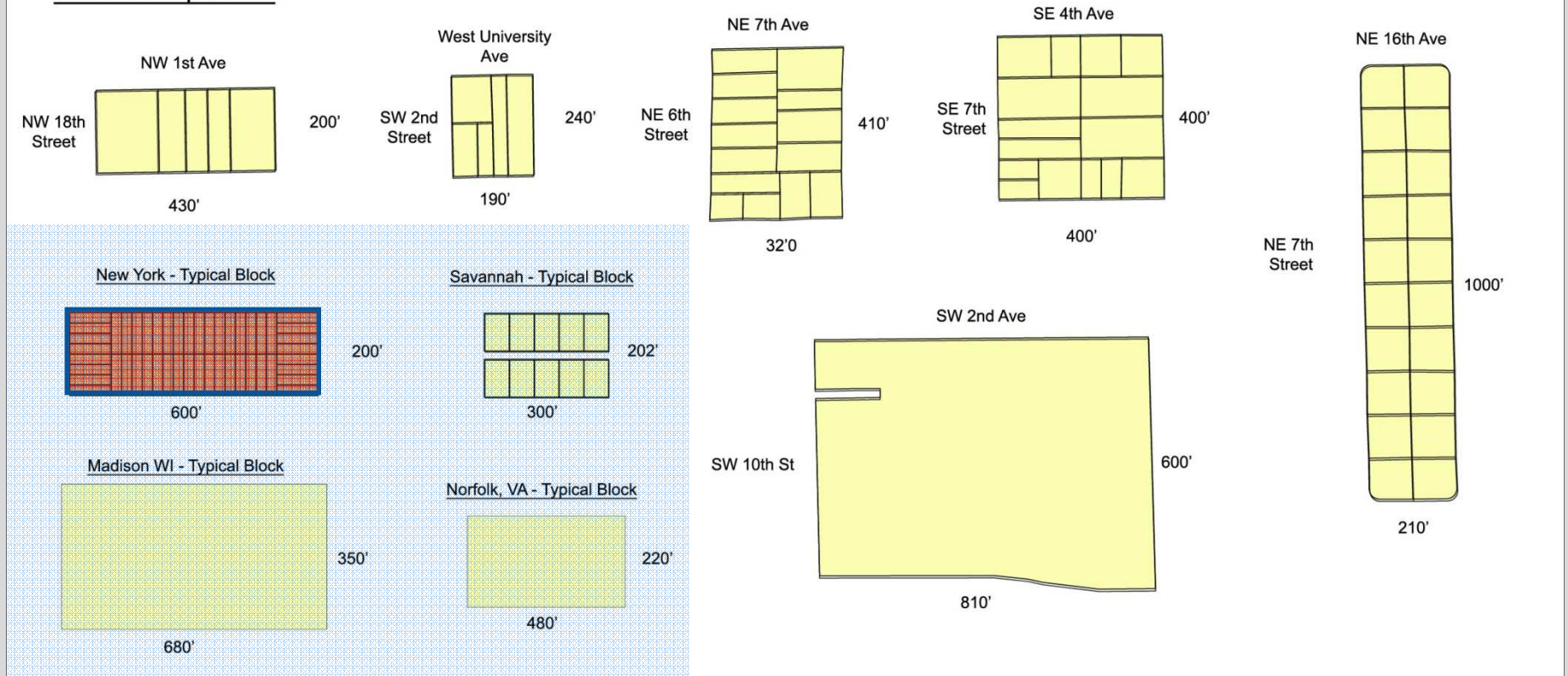


Gainesville

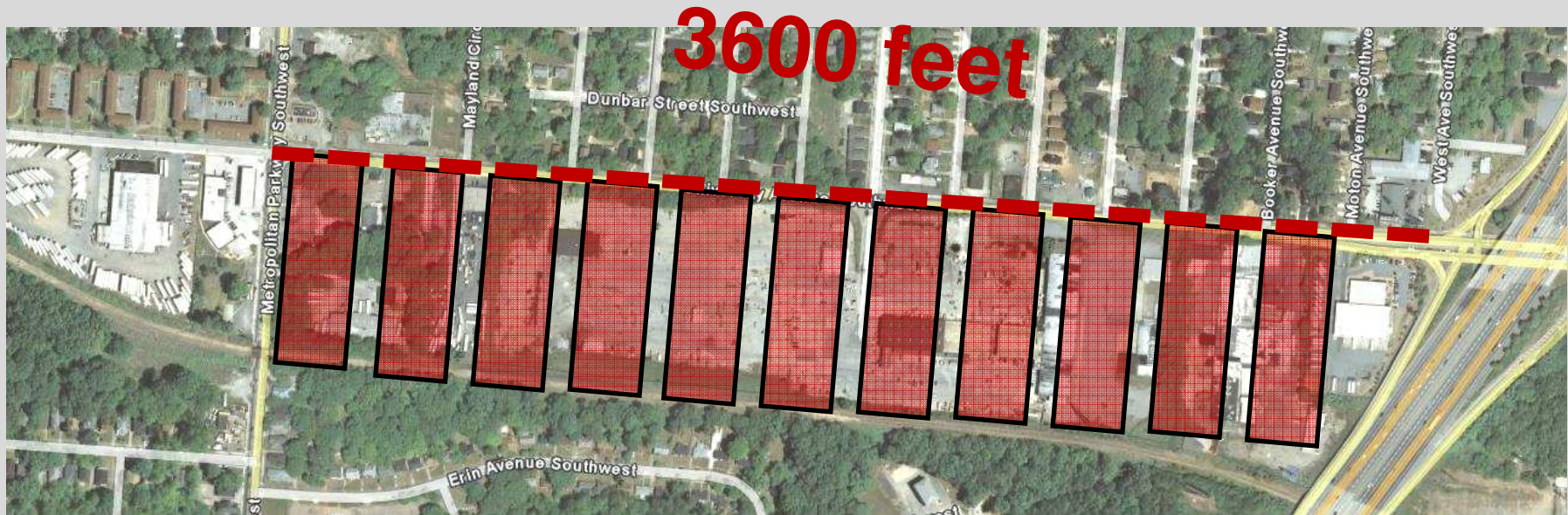
140

Blocks

Block Comparison



Blocks



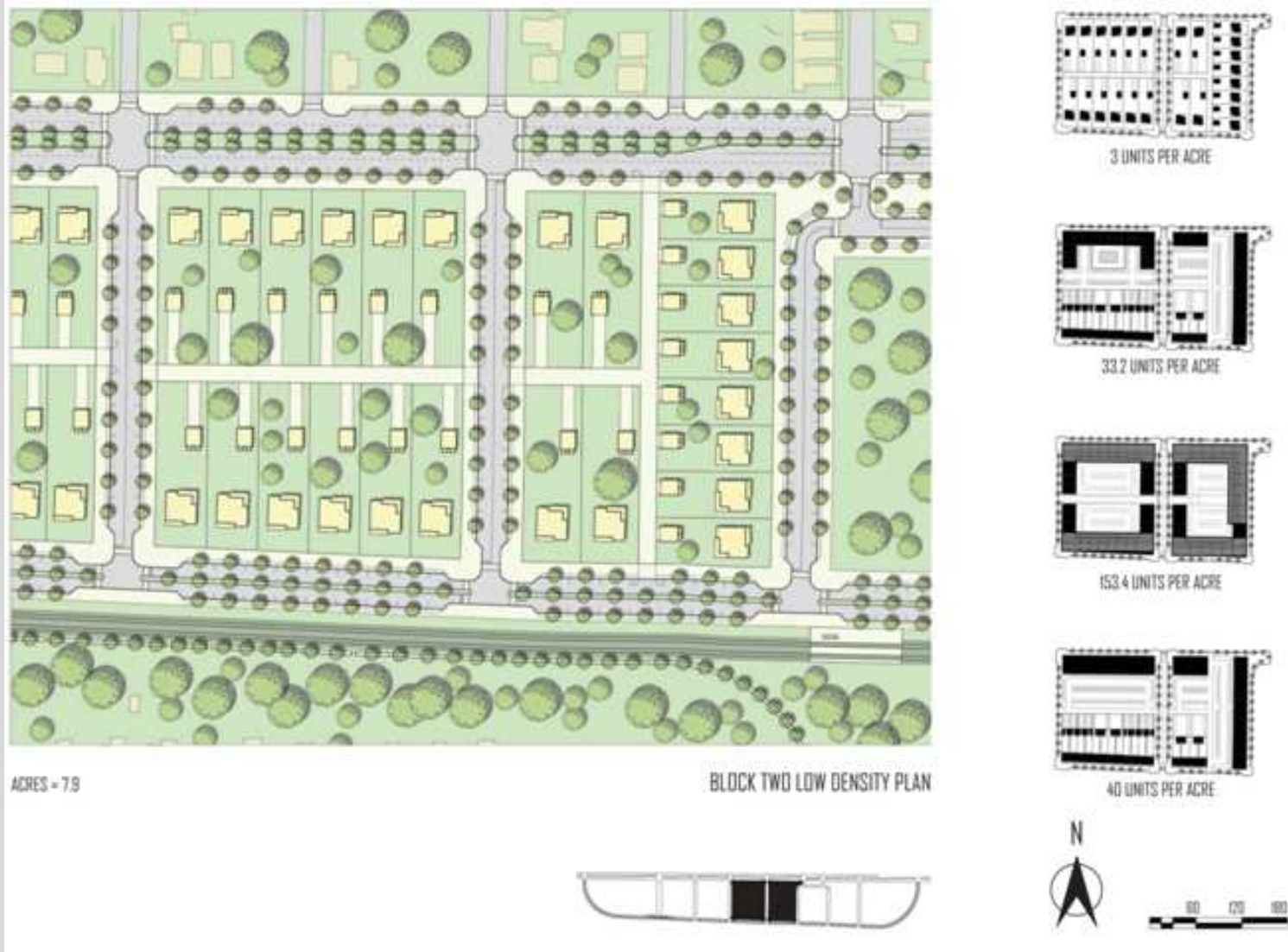
11 New York Blocks!

Blocks



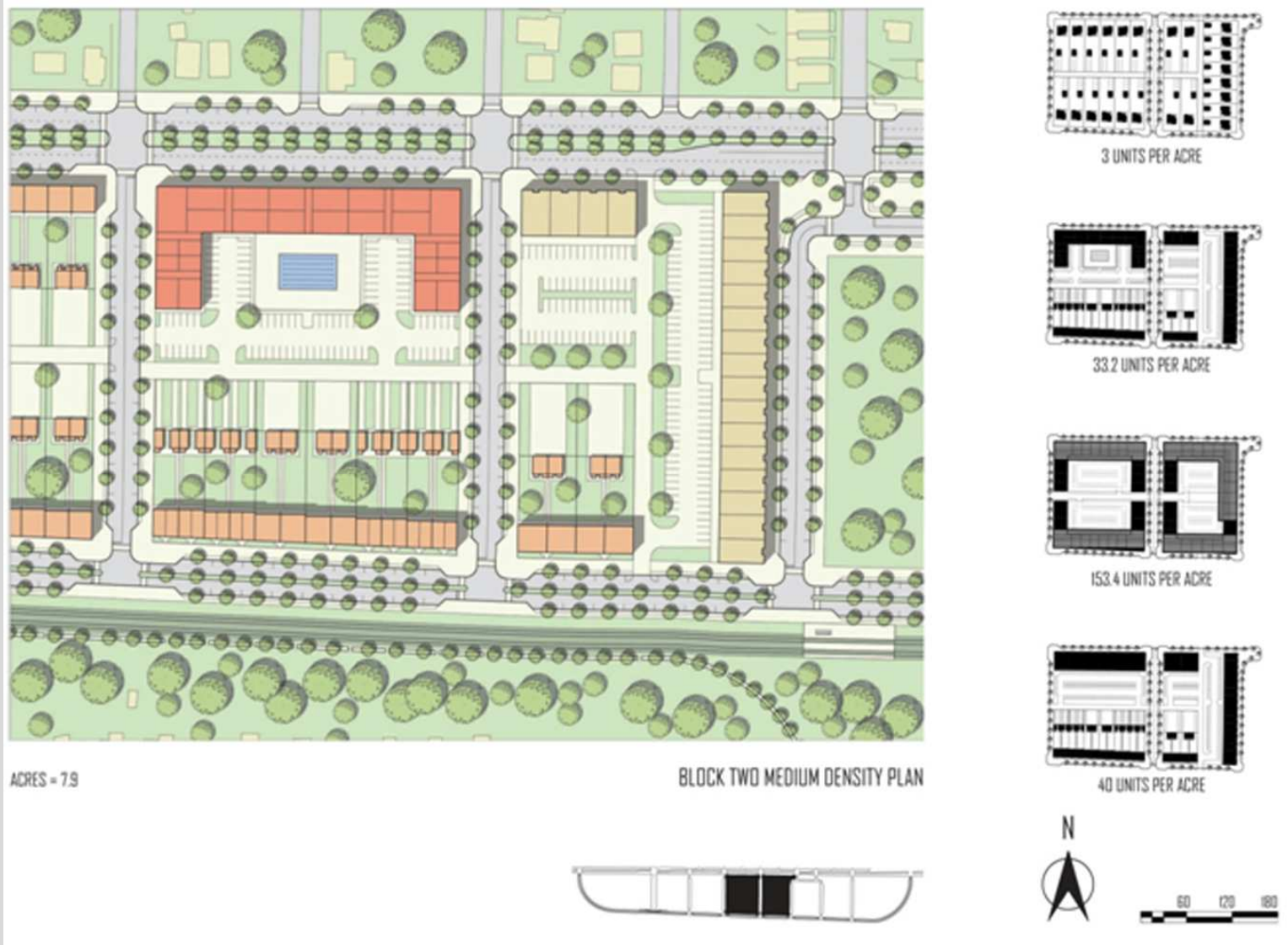
Subdivision

Blocks



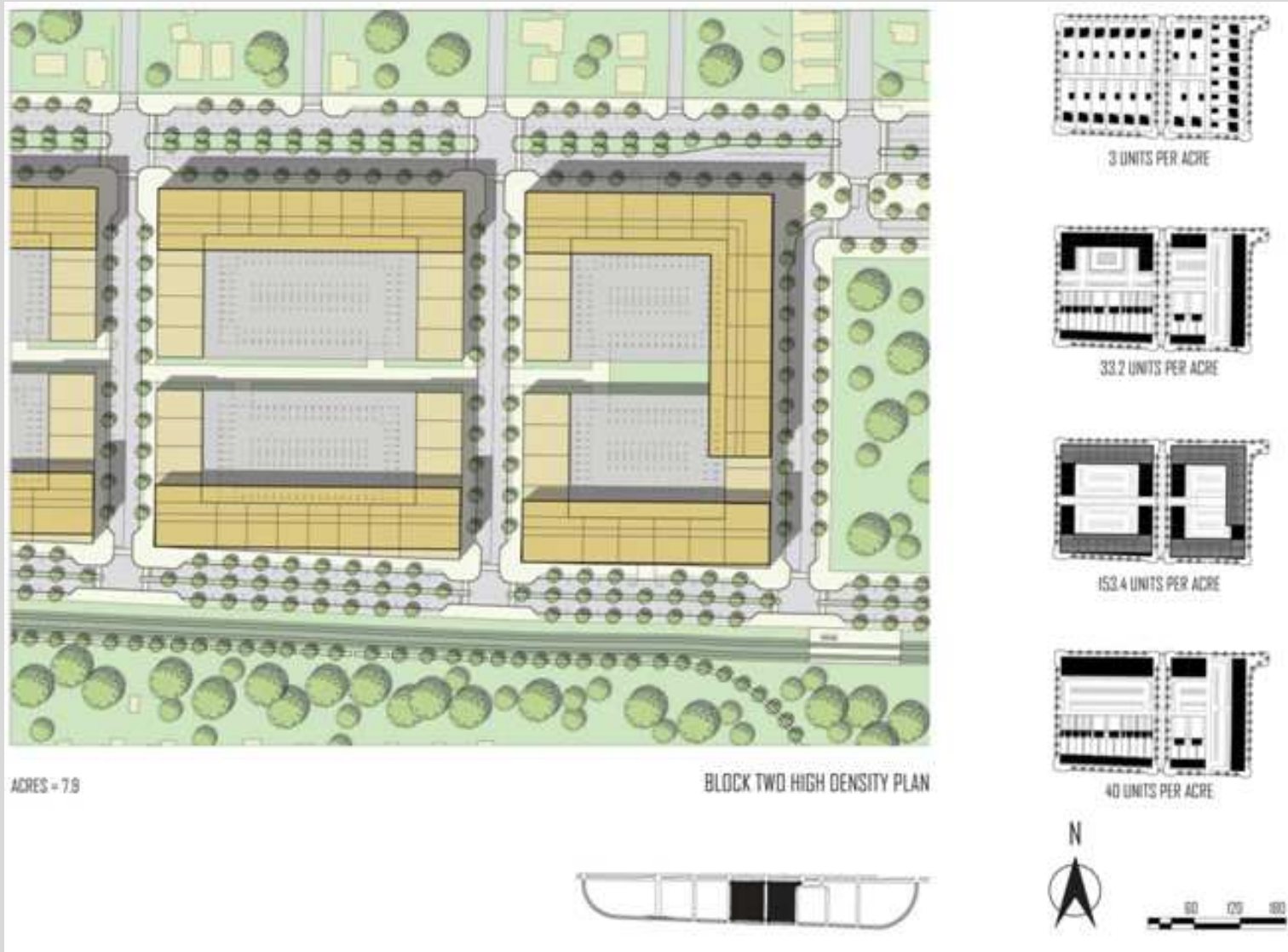
Development - low density (single-family)

Blocks



Development – Medium density

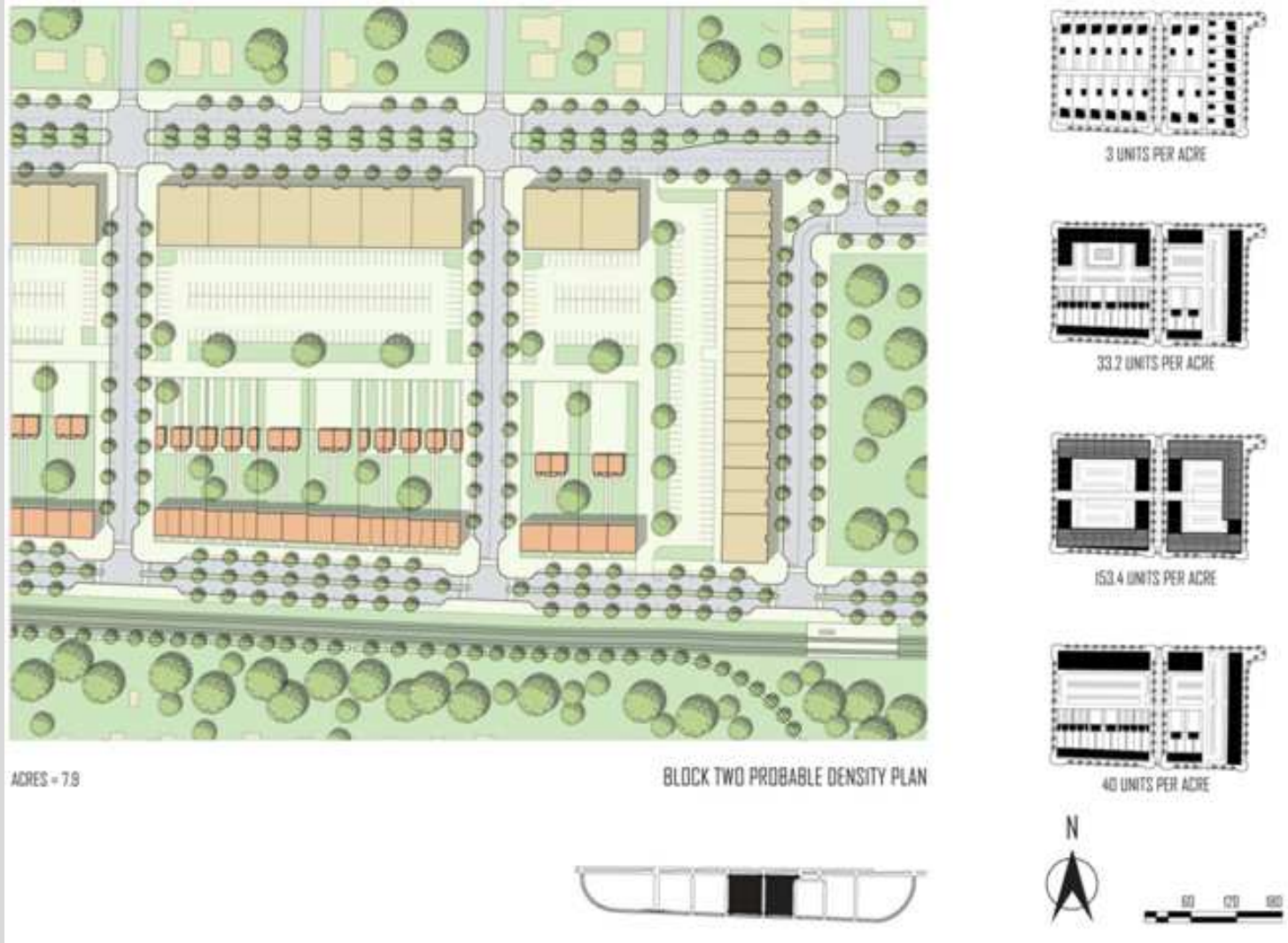
Blocks



Development – High density

Preliminary Findings
GRU Development Plan

Blocks

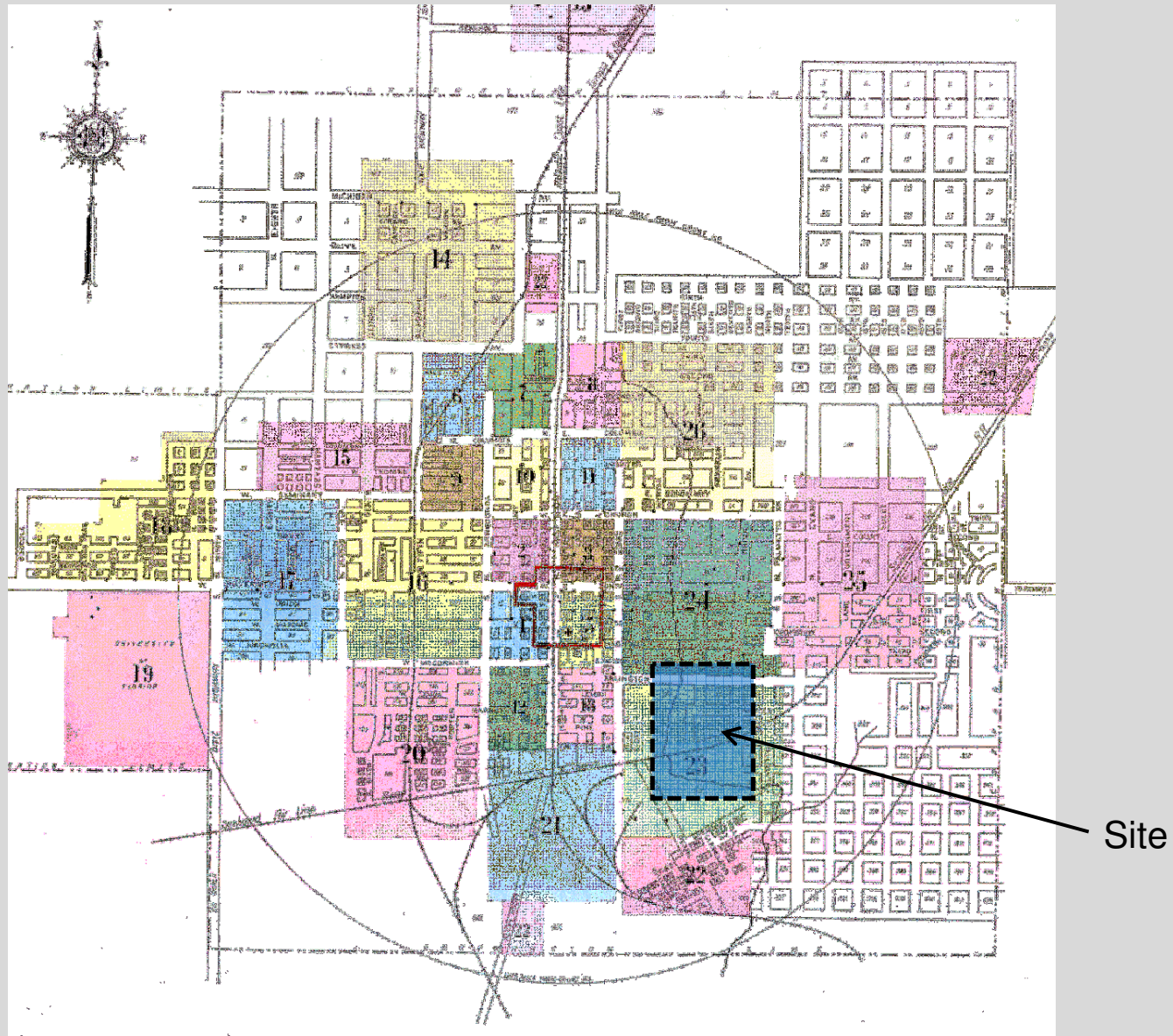


Development – Probable Density

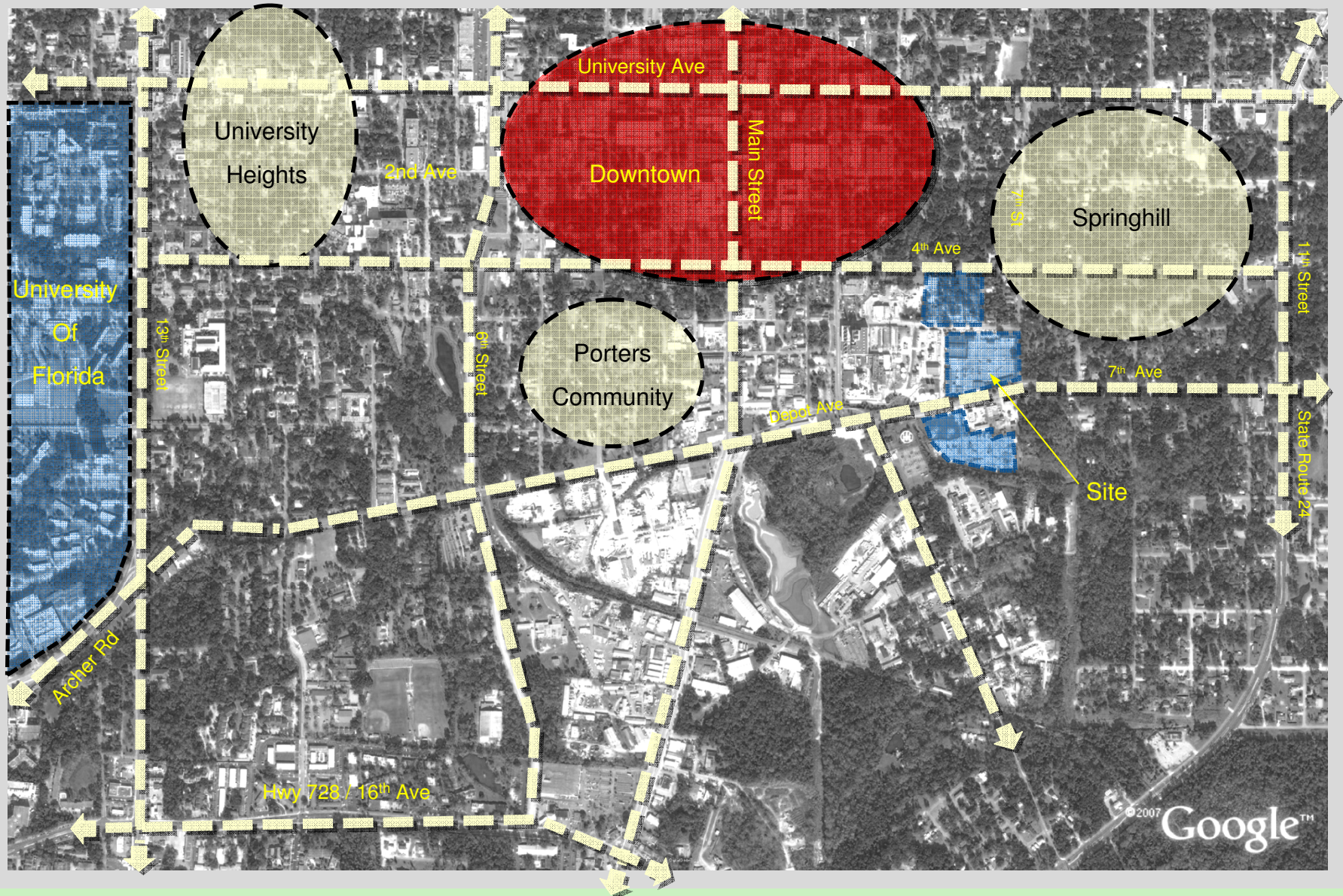
Preliminary Findings
GRU Development Plan

Site

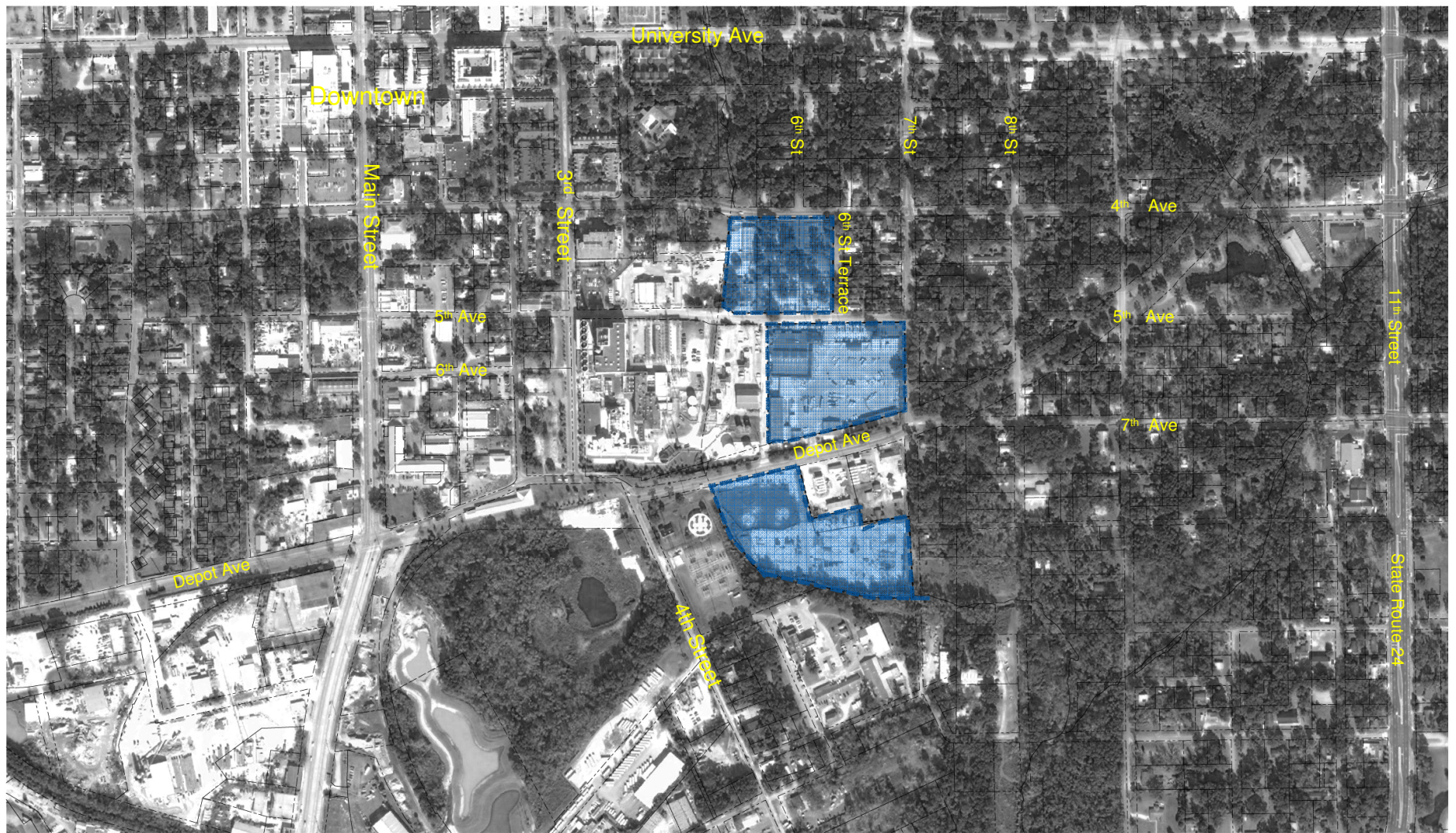
Sanborn Map



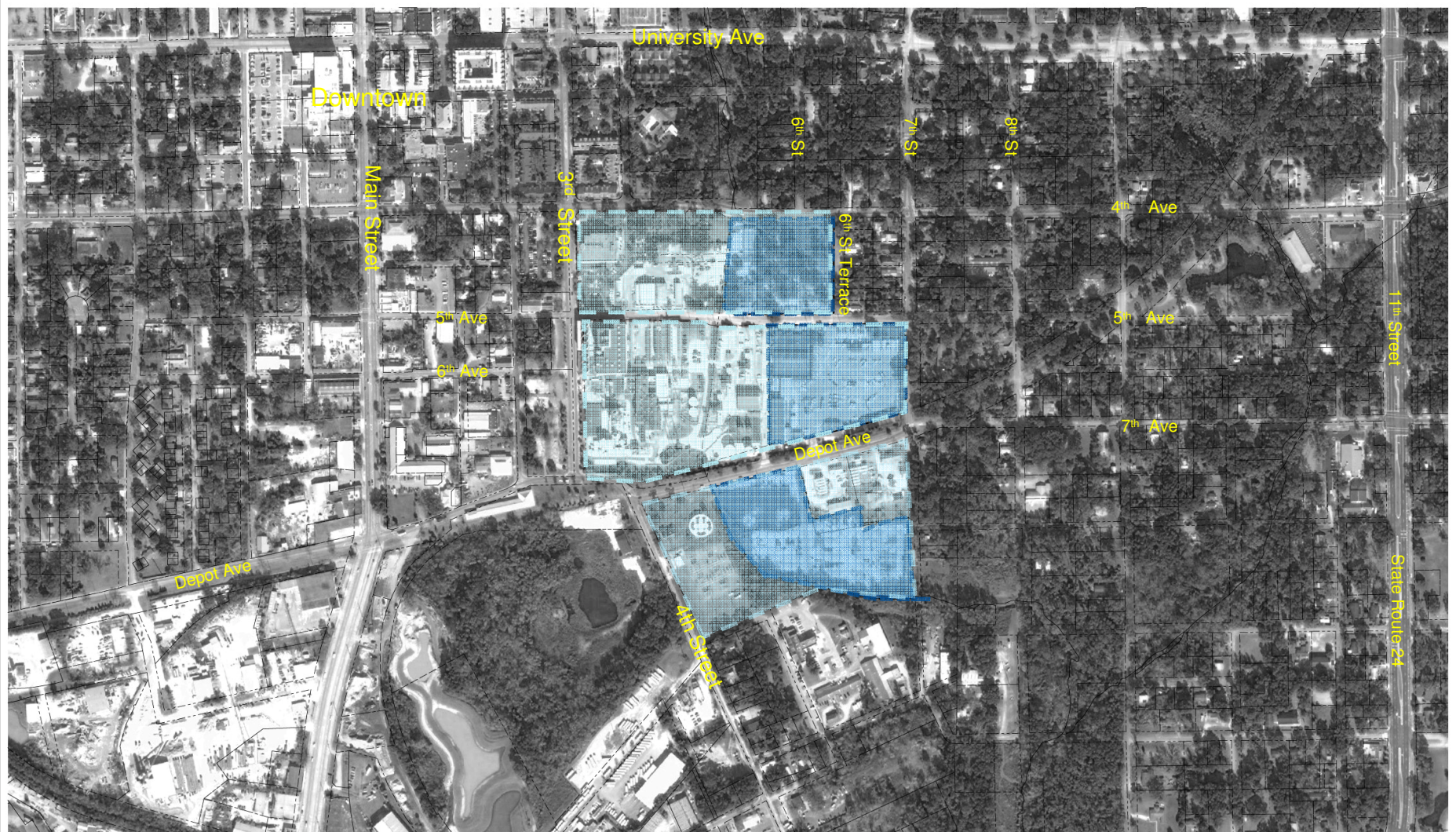
Vicinity



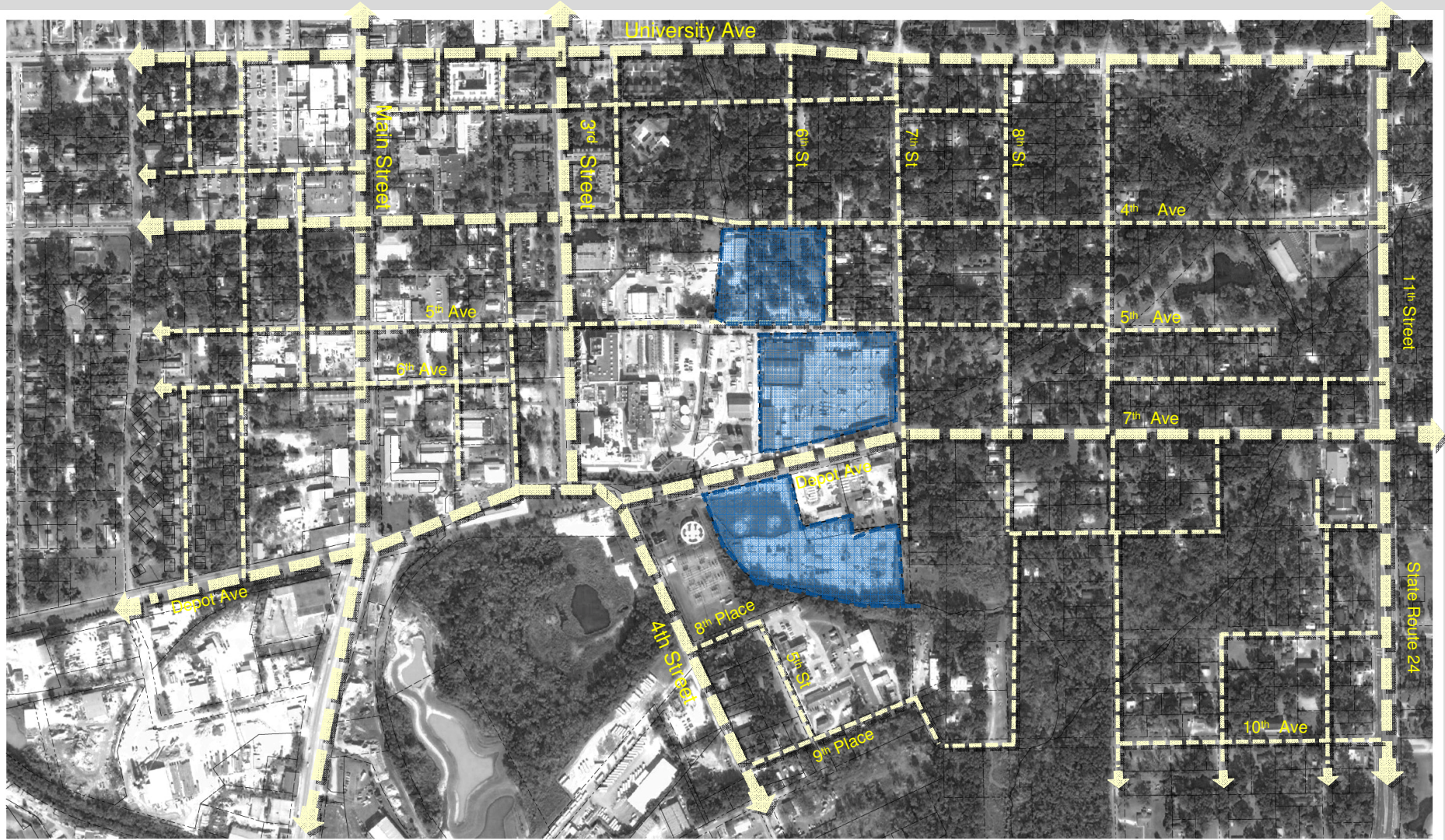
Site



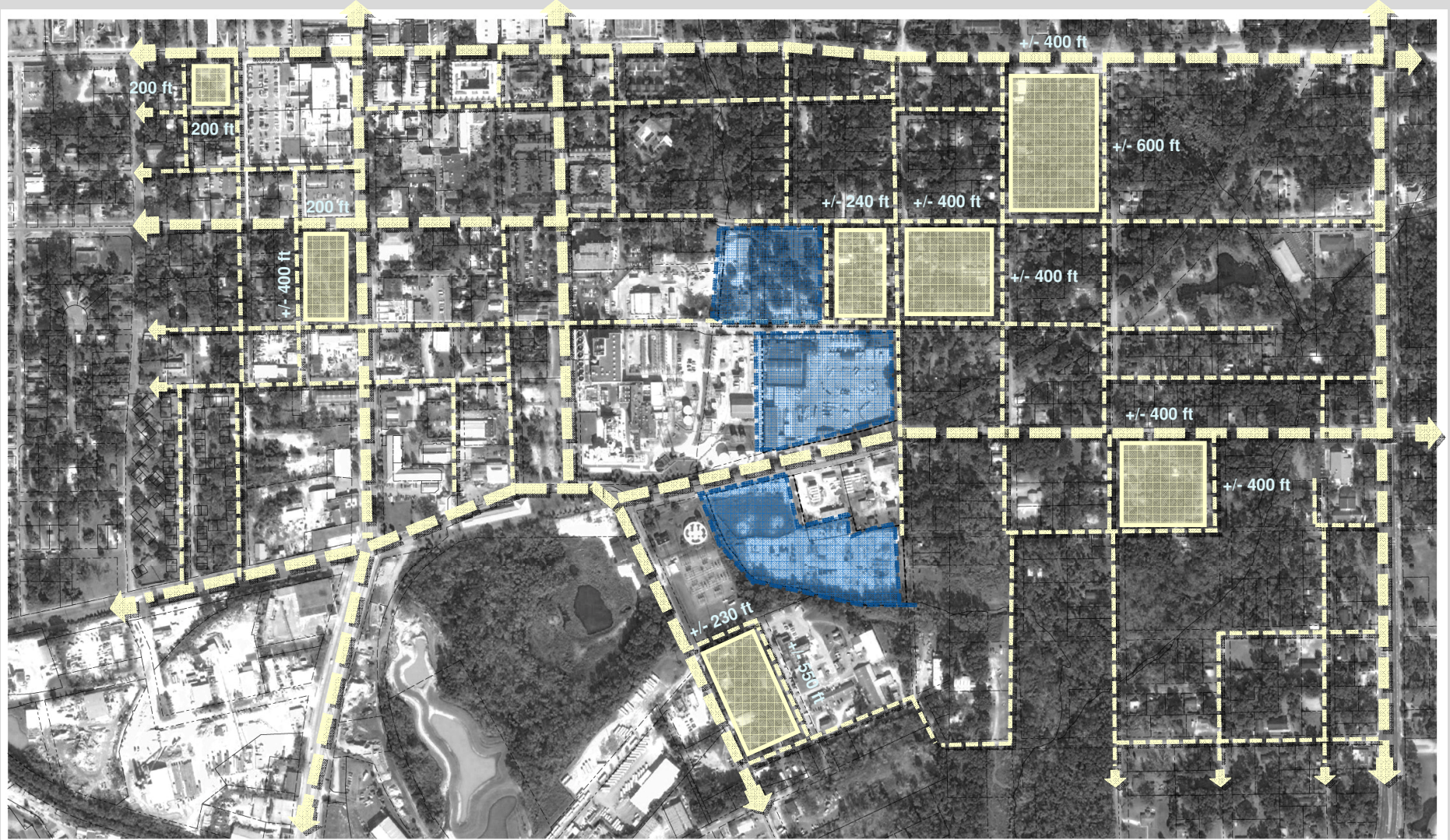
Study Area



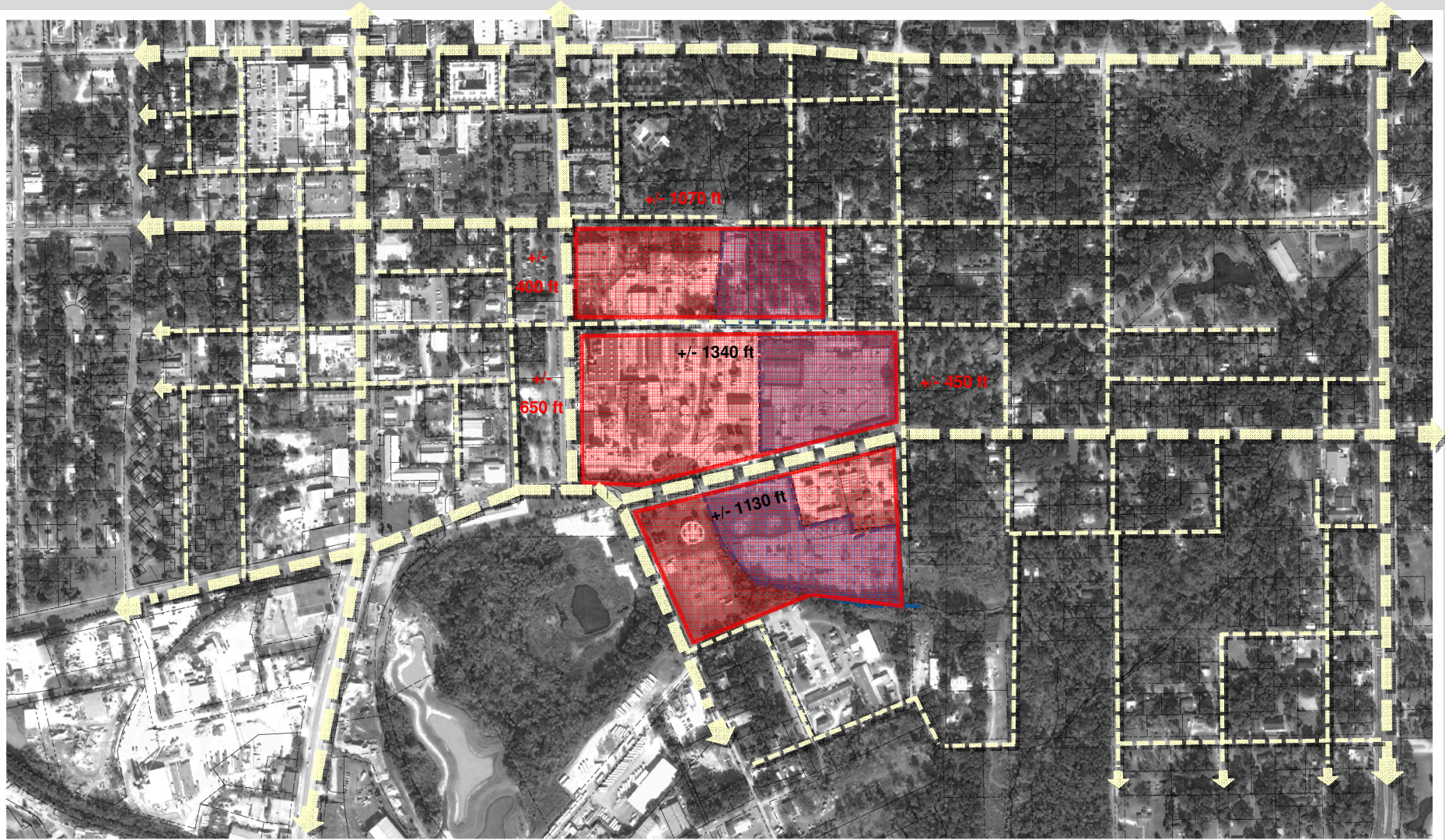
Street Grid



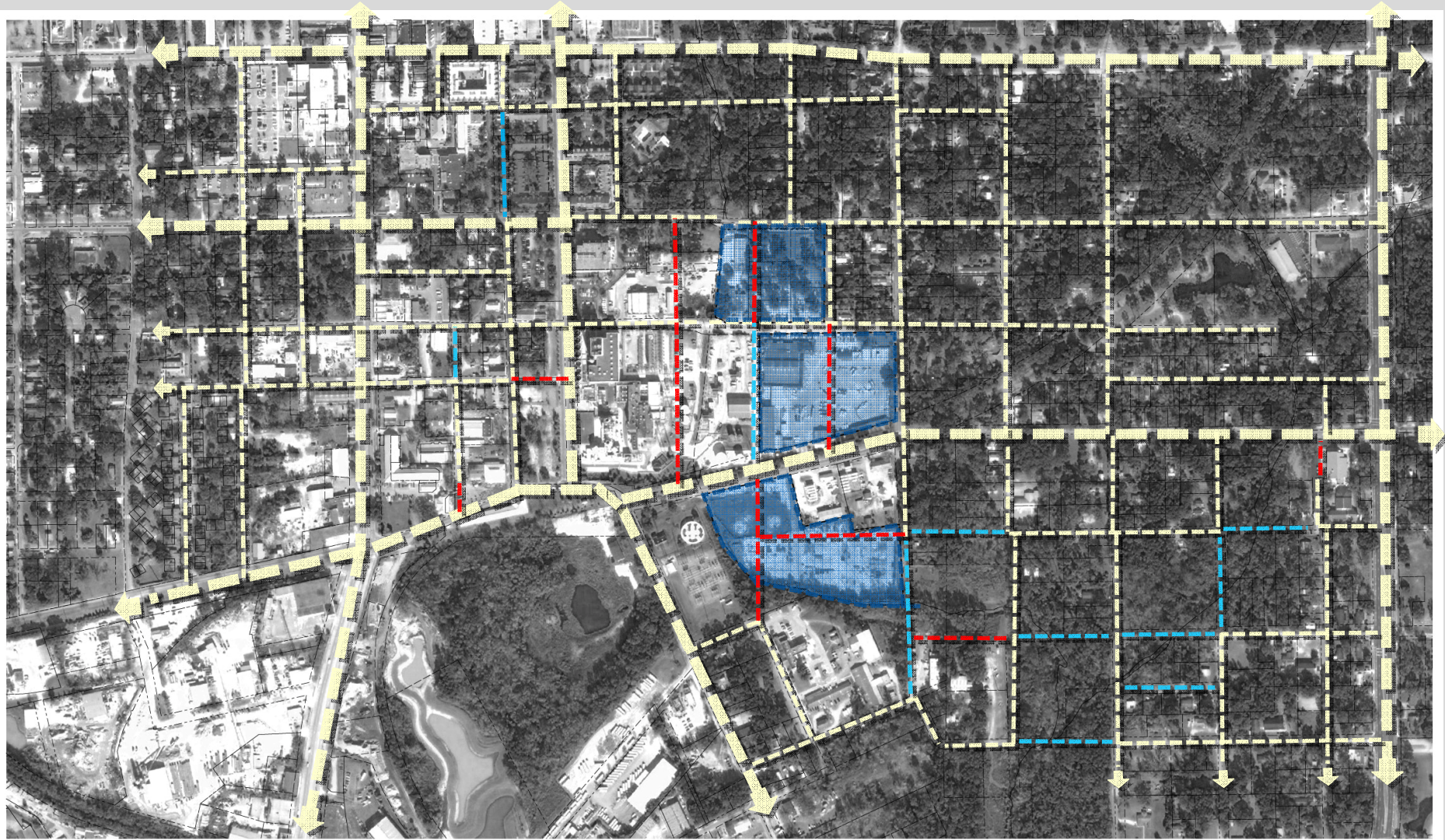
Street Grid - Dimensions



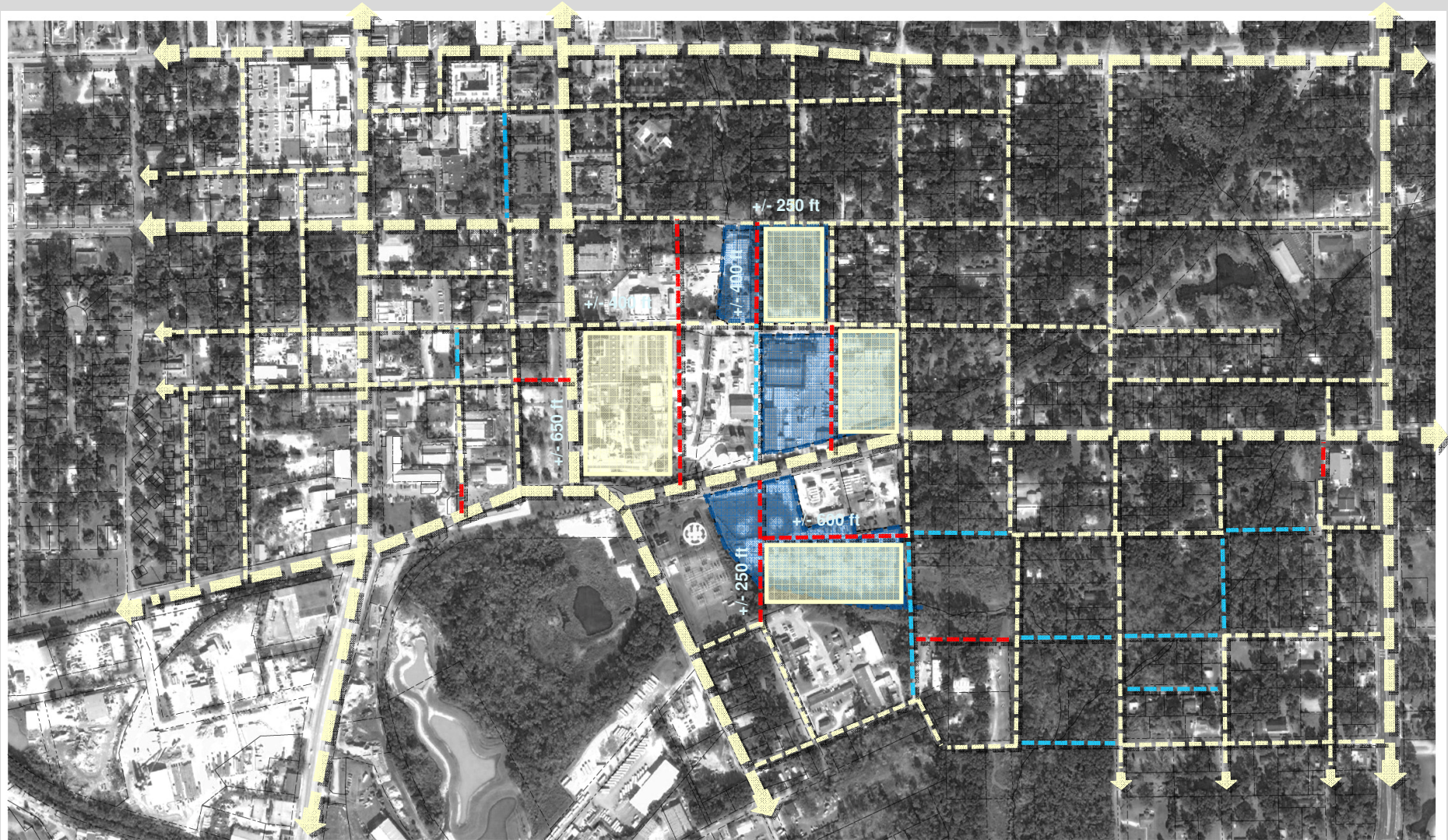
Street Grid - Dimensions



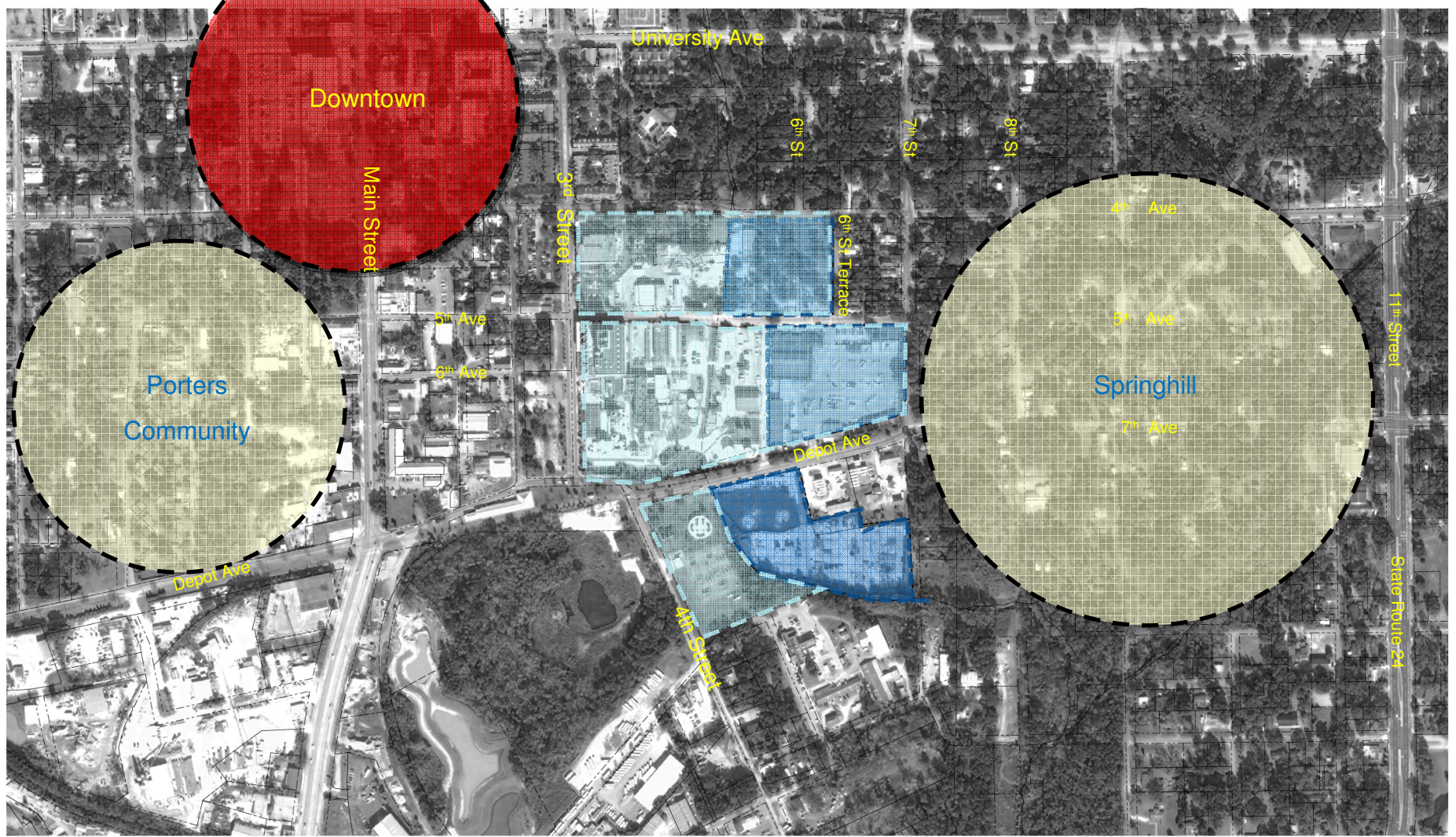
Street Grid – Missing Connections



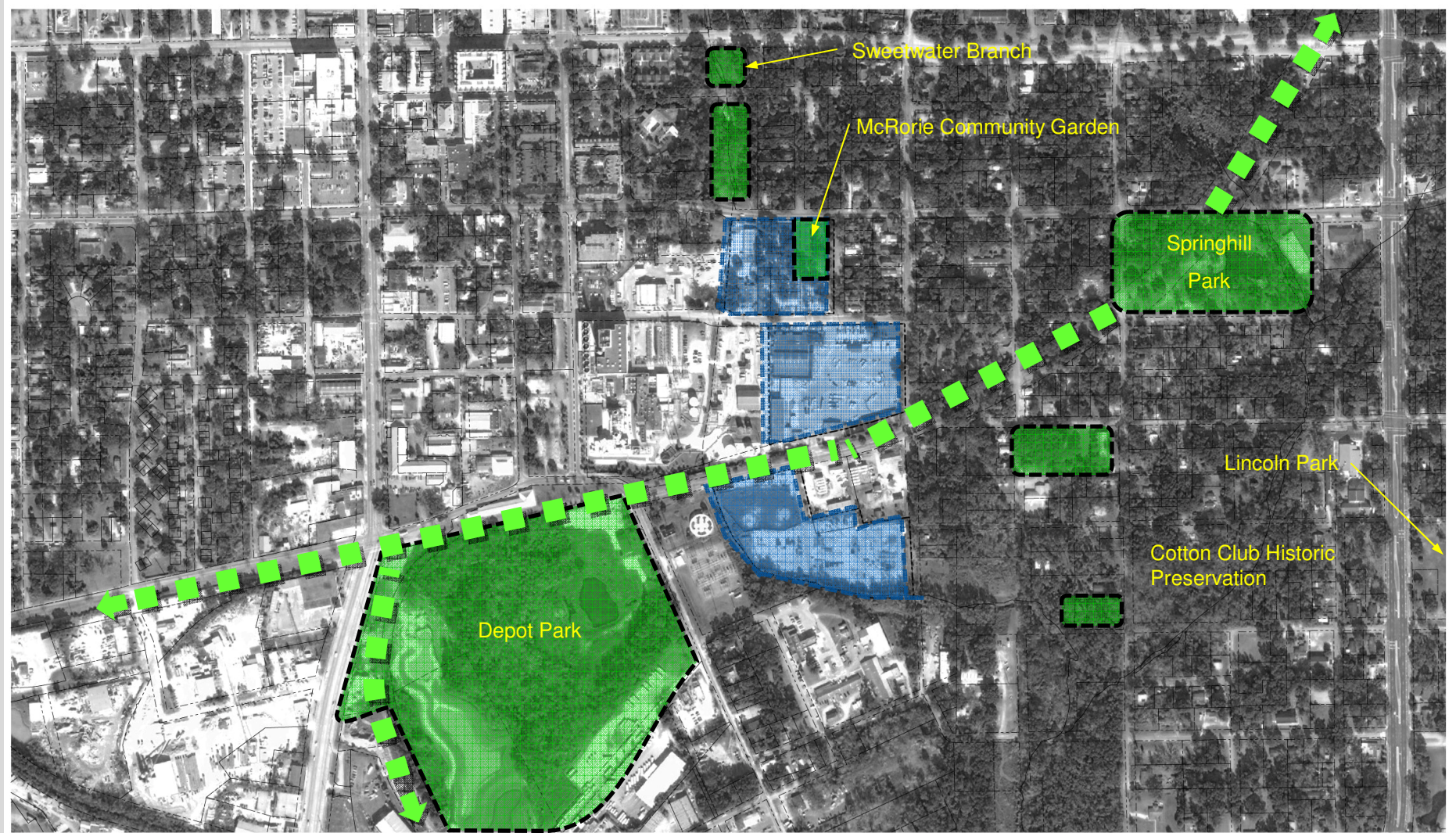
Street Grid – Missing Connections



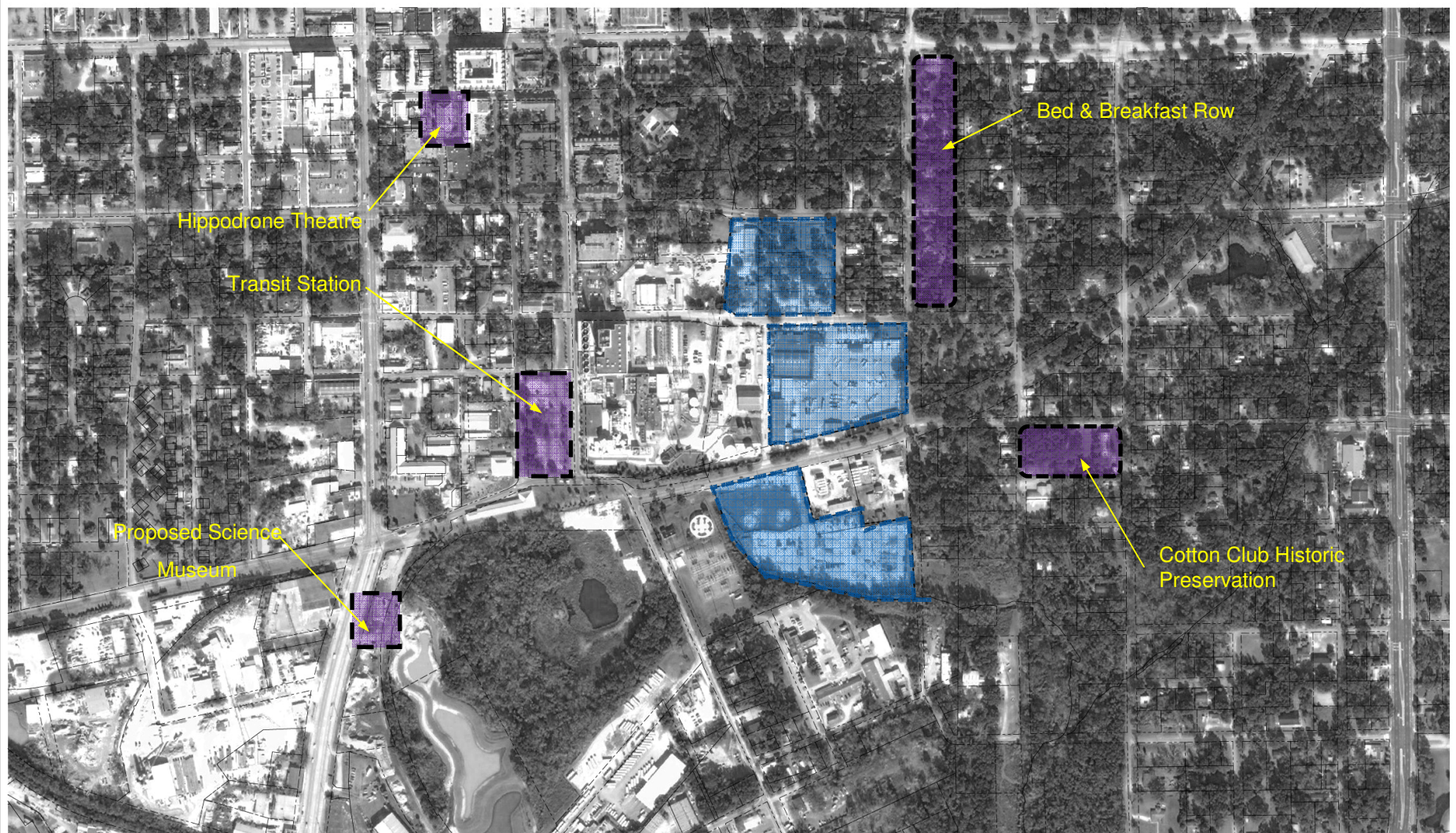
Communities



Open Space



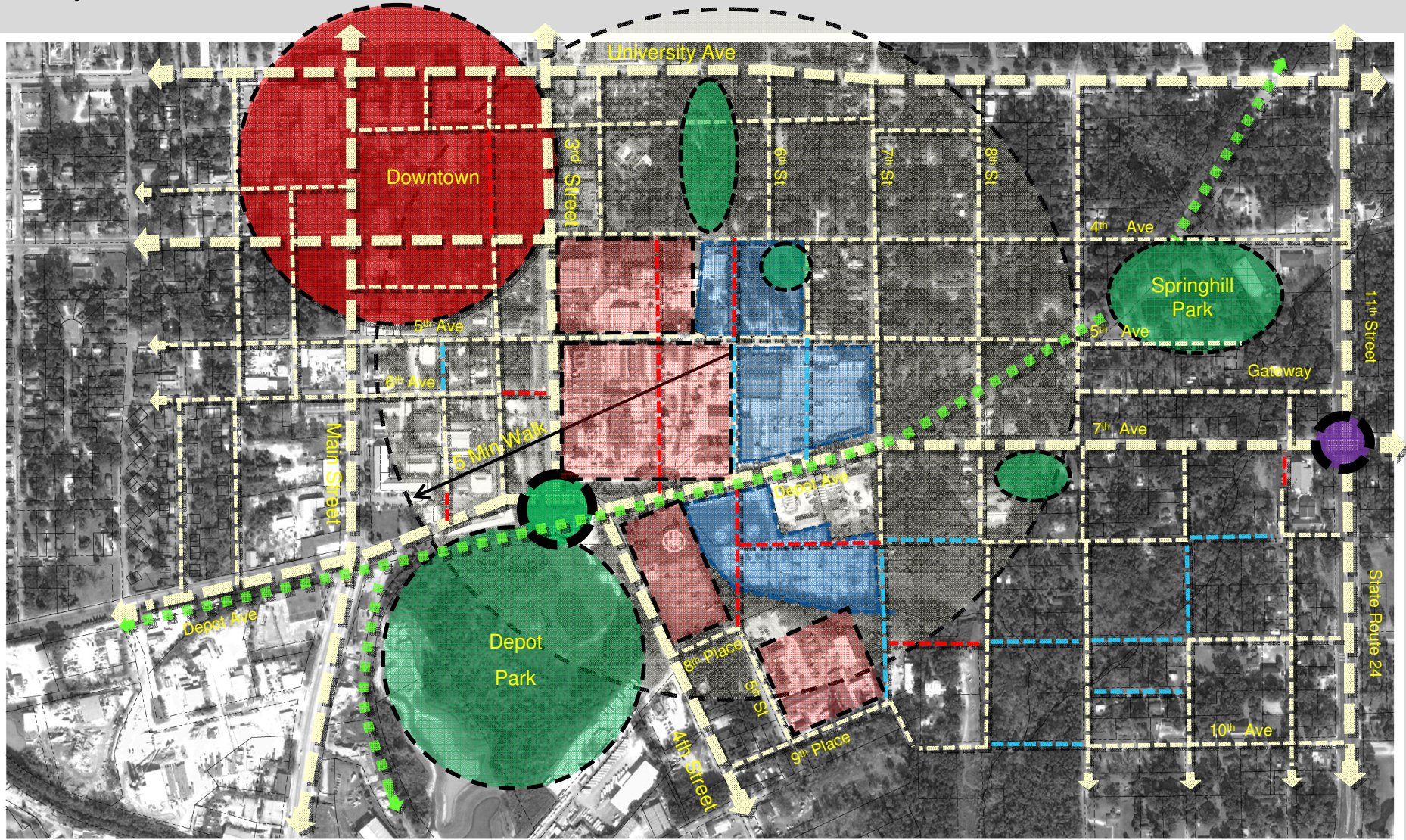
Amenities



Obstacles



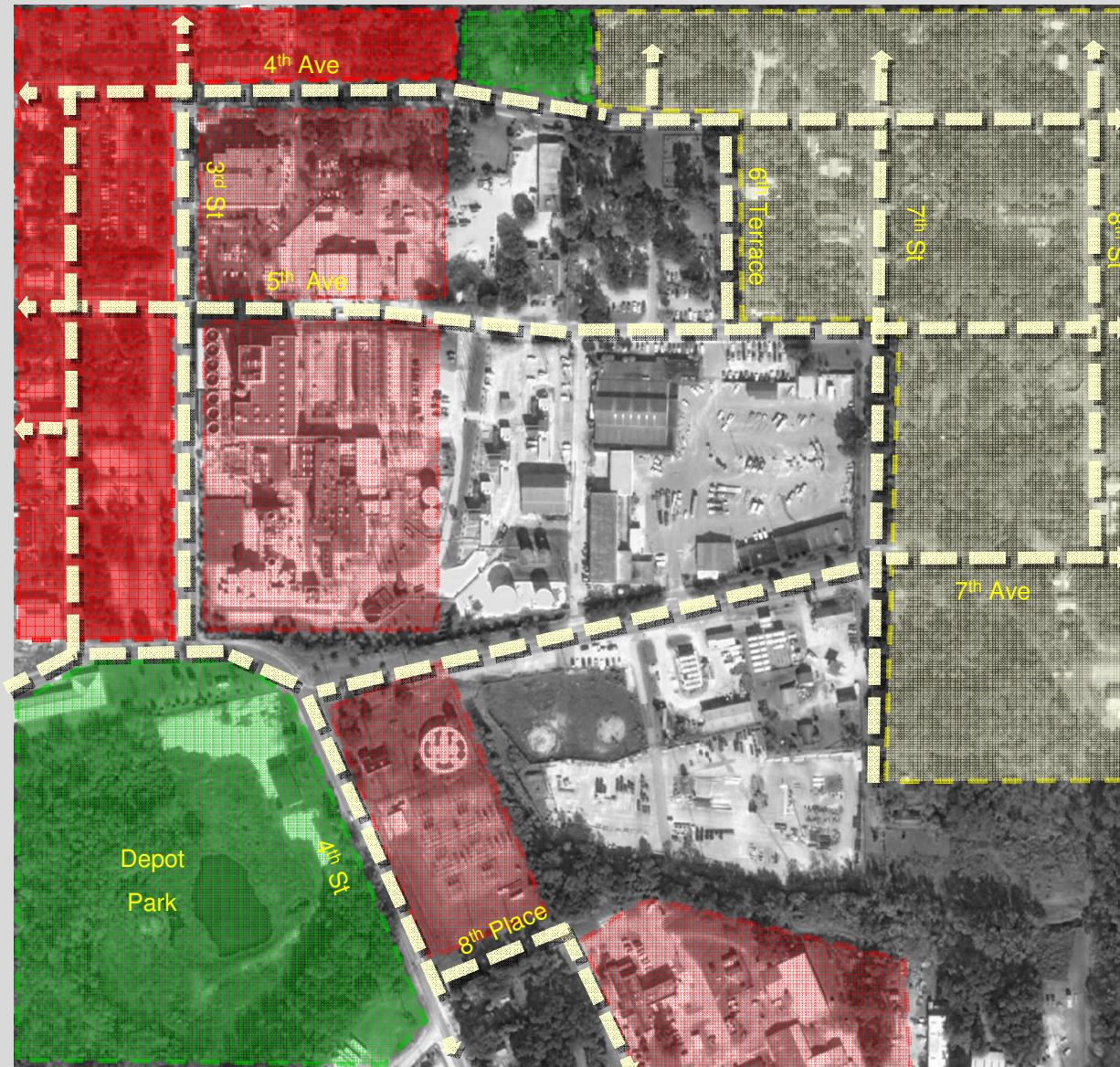
Analysis



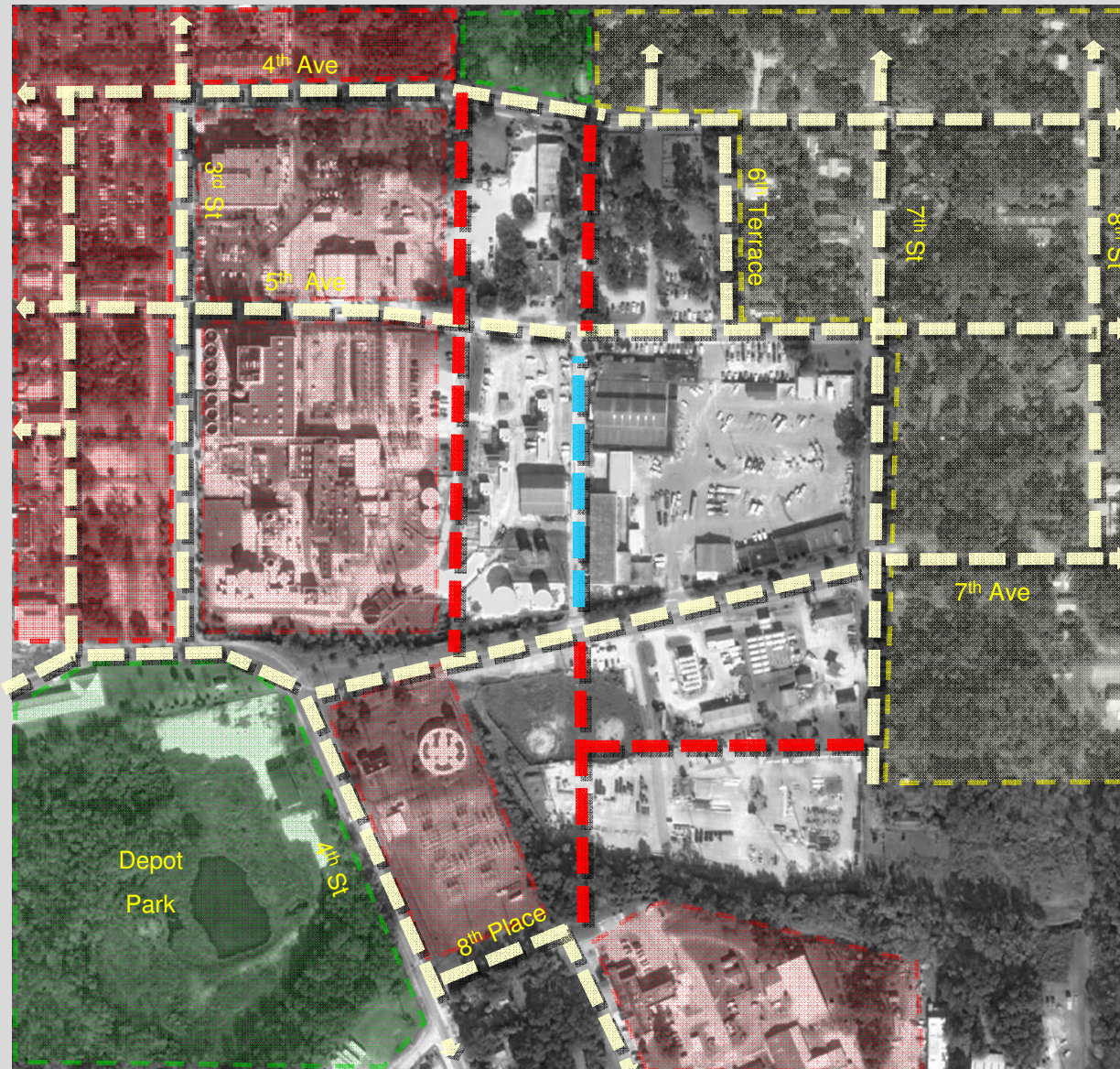
Site



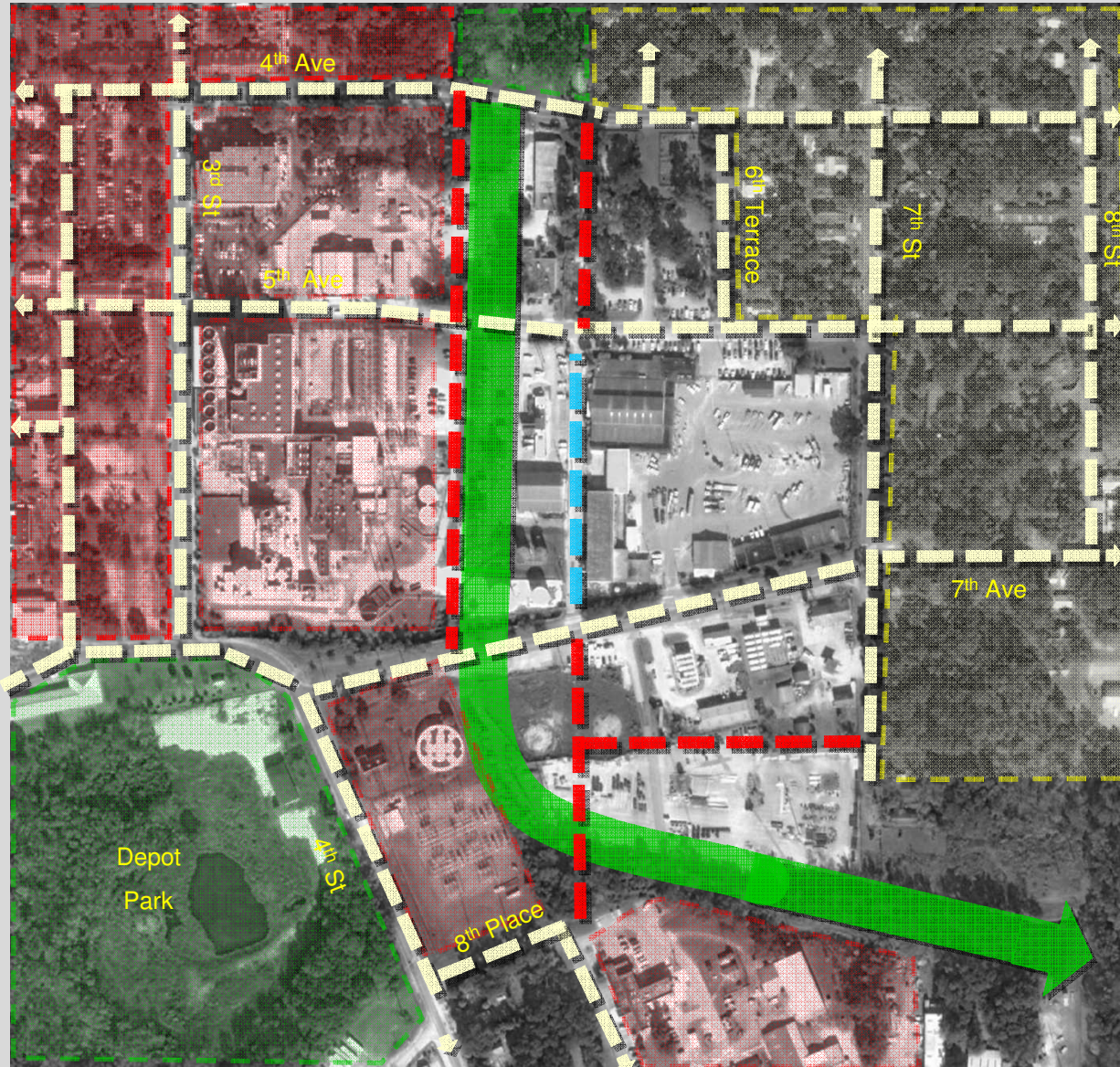
Site – Existing Conditions



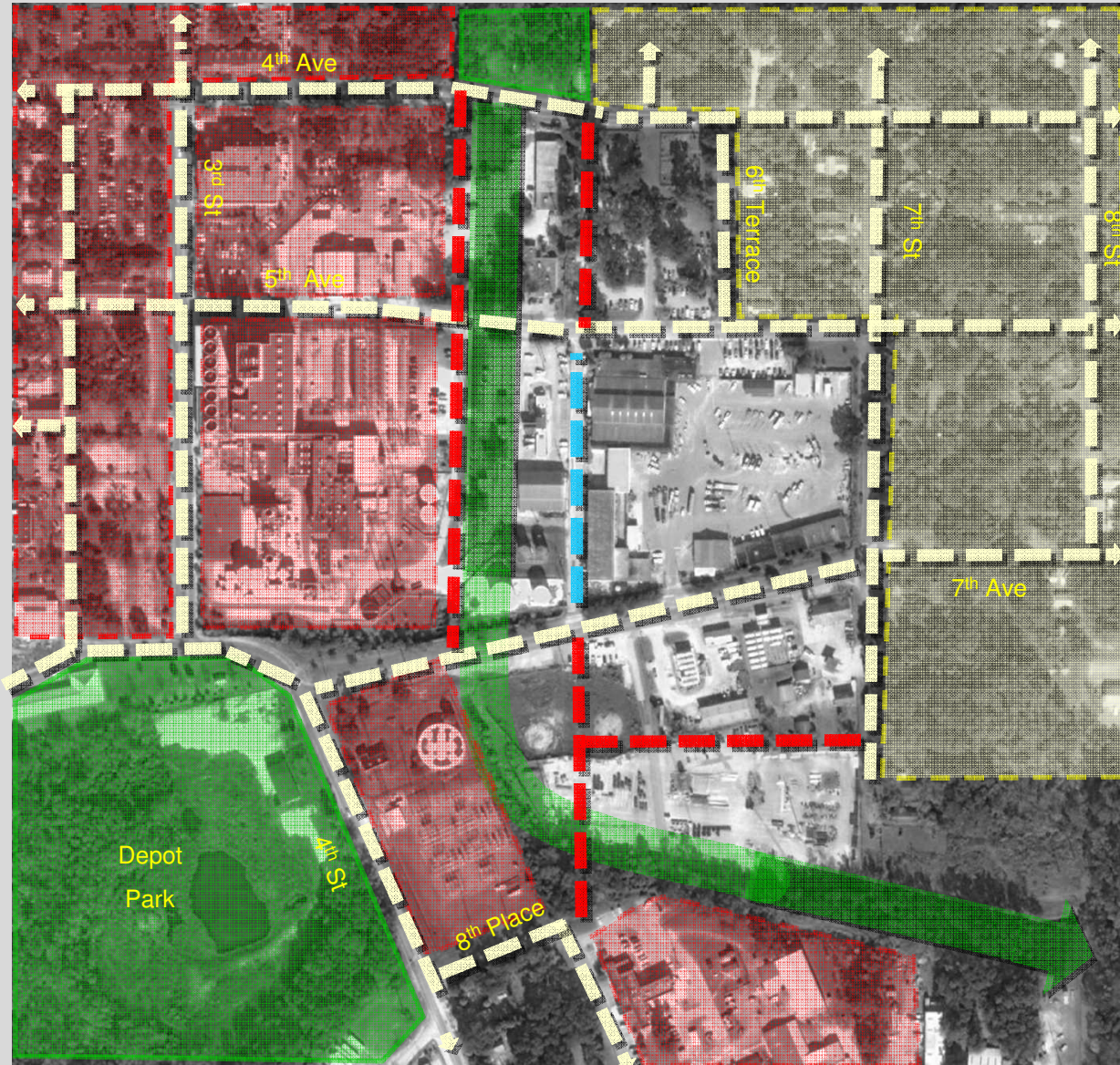
Goal – Restore the block structure



Goal – Restore Sweetwater Branch



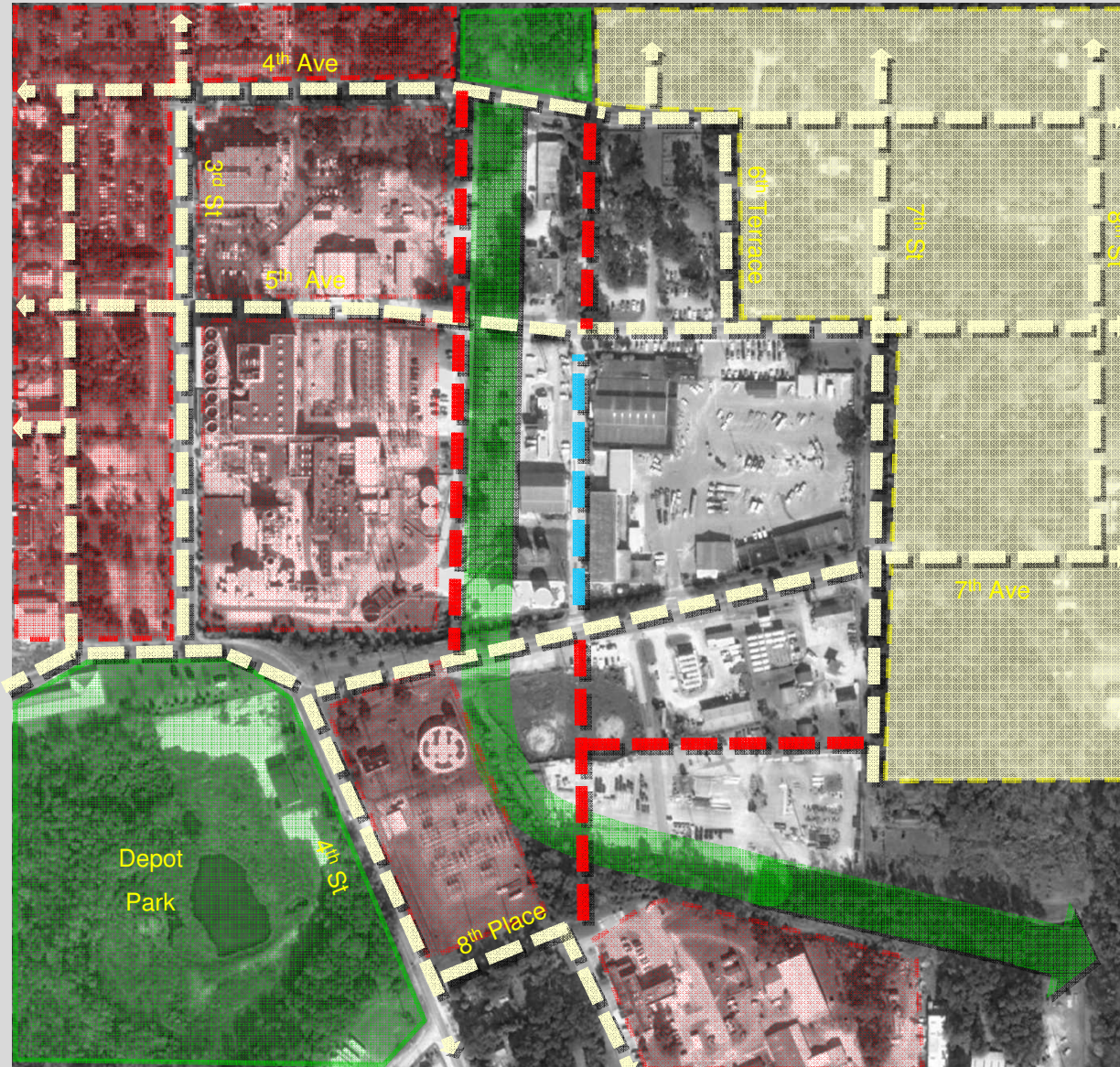
Goal - Preserve and Enhance Open Space



Goal – Enhance Connectivity



Goal – Respect existing neighborhood



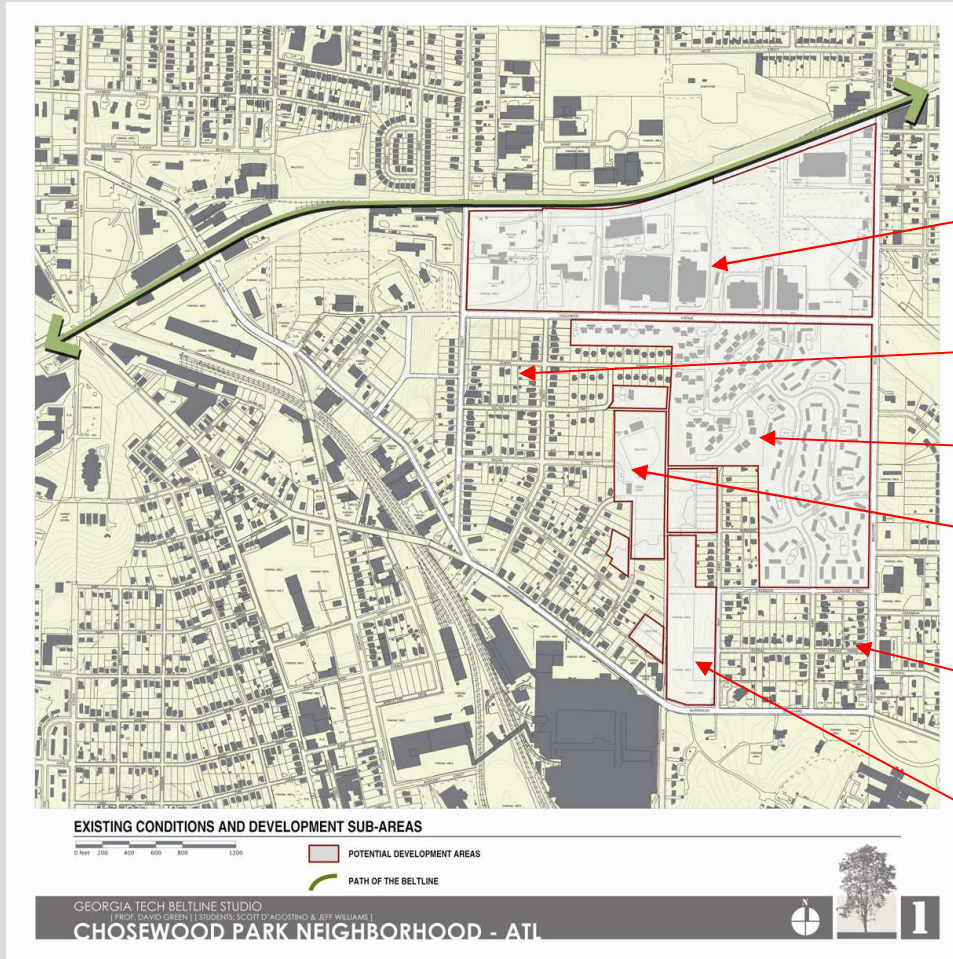
Land-Use

Case Study (1) - Framework



MidCity Lofts and Tech Square under construction

Case Study (2) - Existing



Current Industrial

Current Single-Family

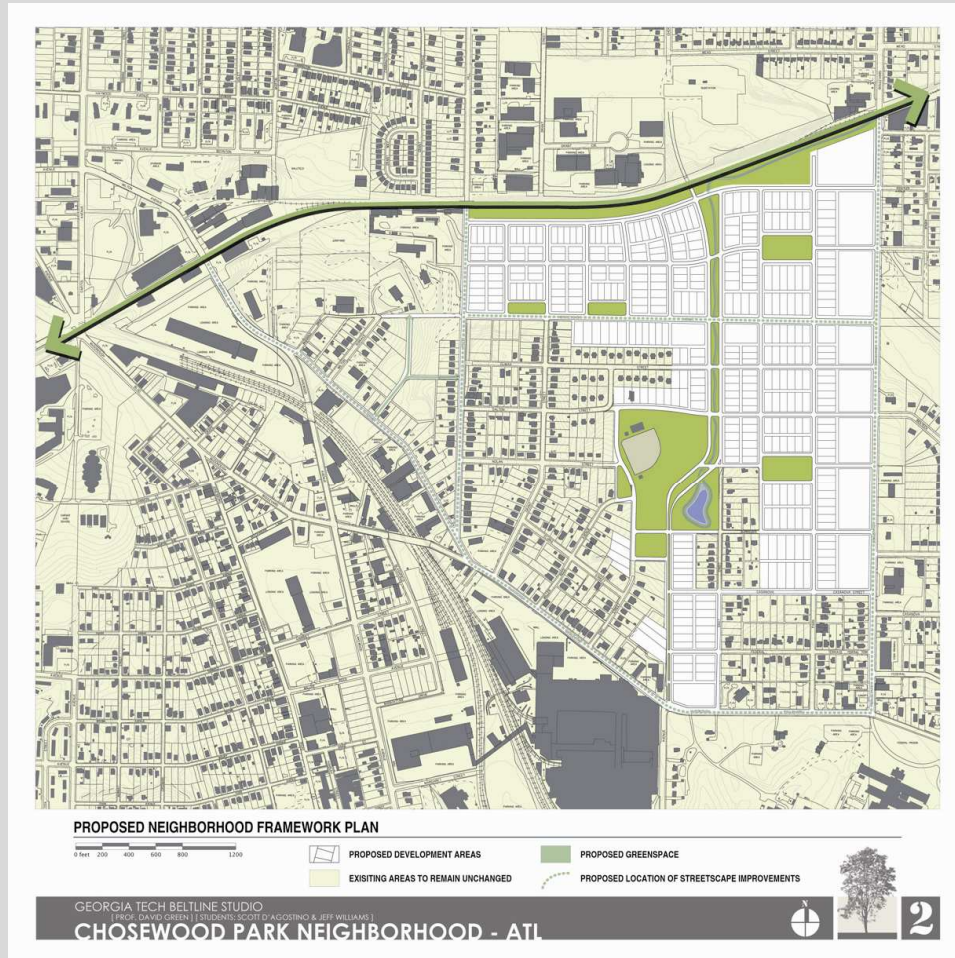
Current Multi-family

Current Park

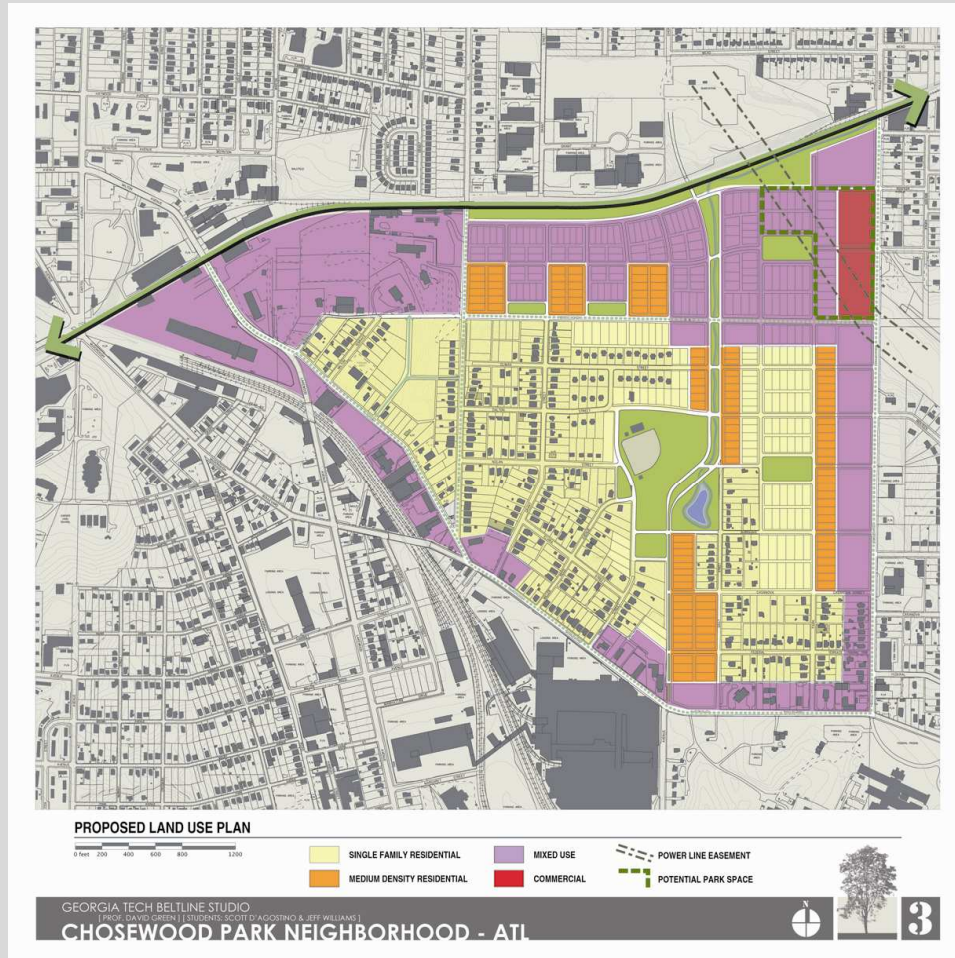
Current Commercial

Current Parking

Case Study (2) – Subdivision



Case Study (2) – Land-Use



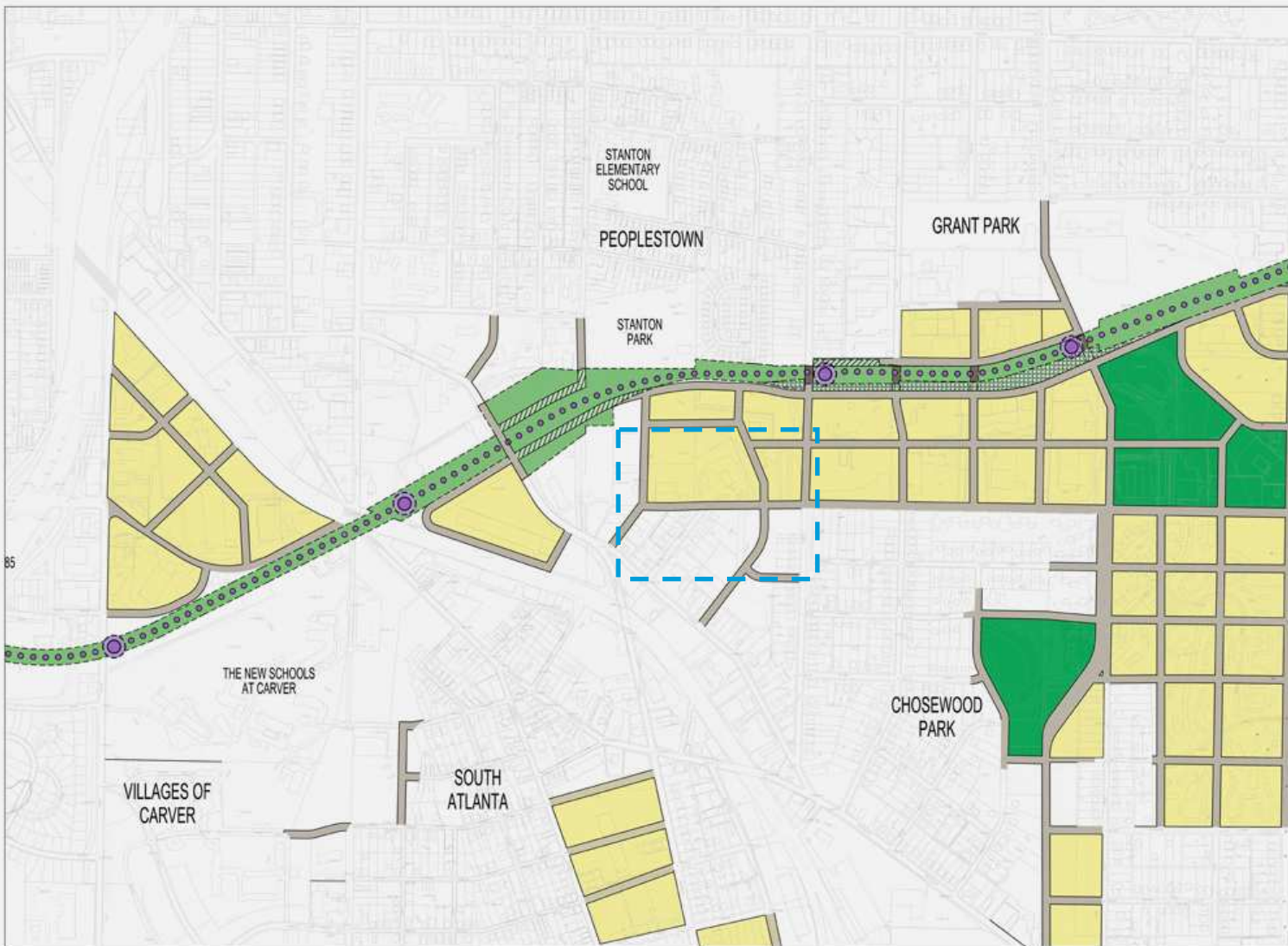
Case Study (2) – Buildings



Retail over Office
Retail over Residential
'Mixed-Use'

Townhomes

Single Family



ATLANTA BELTLINE
STREET FRAMEWORK PLAN
 GEORGIA INSTITUTE OF TECHNOLOGY
 LORD · AECK · SARGENT

LEGEND

- BELTLINE RIGHT OF WAY
- PROPOSED STREET RIGHT OF WAY
- PROPOSED STREET CROSSING OF BELTLINE
- PROPOSED PEDESTRIAN CONNECTION
- PROPOSED STREET R.O.W. PARALLEL WITHIN BELTLINE
- PROPOSED SEPARATED TRANSIT R.O.W.
- BELTLINE R.O.W. TO BE ACQUIRED
- PROPOSED TRANSIT STOP (PER REDEVELOPMENT PLAN)
- PROPOSED BELTLINE ROUTE
- ALTERNATE BELTLINE ROUTE
- PROPOSED BELTLINE ROUTE (DRAINED VEHICULAR FORM)
- ALTERNATE BELTLINE ROUTE (DRAINED VEHICULAR FORM)
- SEPERATED BELTLINE TRAIL
- MARTA STATION
- PROPOSED GREENSPACE

0 300 600

SOUTHEAST QUARANT
 PRELIMINARY SUBMITTAL
 SEPTEMBER 6, 2006

SE-3
 10 OF 24

Next Steps:

- Feedback
- Programming/testing the site
- Present the concept