RE-CONNECTING SPACES

Thesis Statement

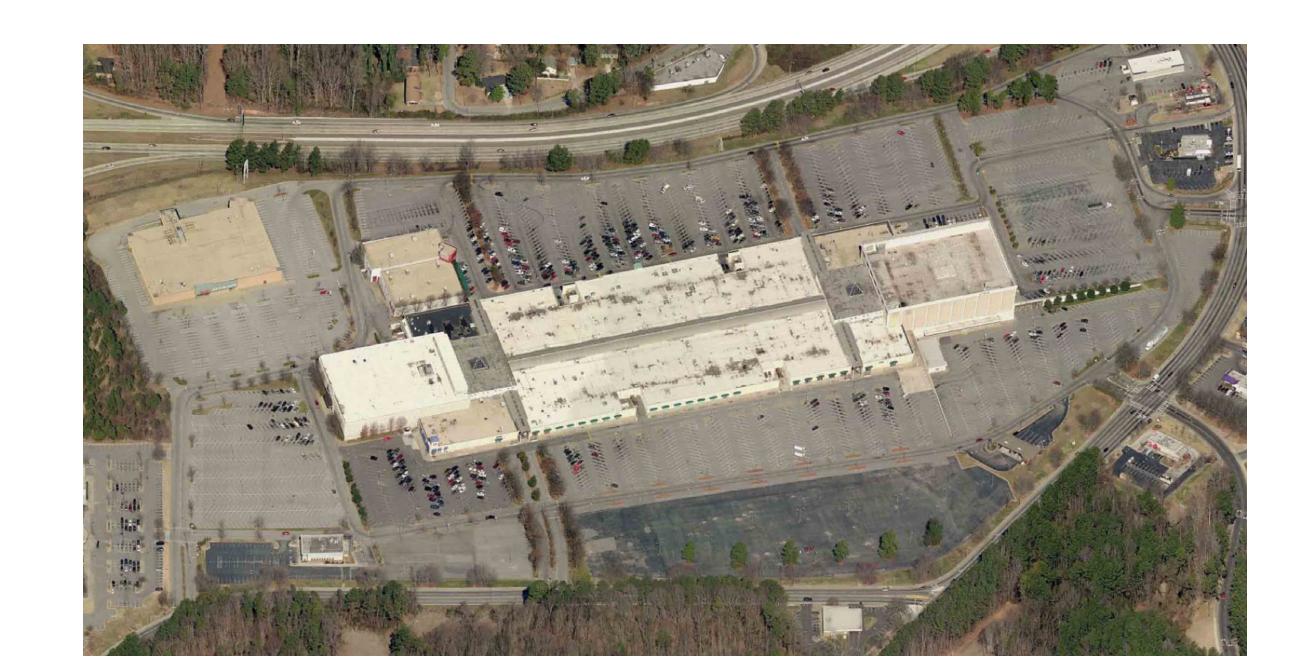
The suburban spaces we live in have been turned into areas of isolation, separating people from one another by vast distances and often unmanageable conditions. These spaces must be reconfigured and repurposed in order to provide places where people can reconnect with their neighbors and the region.

miles surrounding Greenbriar Mall. The Greenbriar Mall LCI study area is bounded by Giland Road and Panther Road to the sgan Road the city limits, and Tri-Cities area East Point on the East, and College Park and Hapeville on the South. There is



Greenbriar Mall was designed by John Portman and opened in 1965 as Atlanta's third enclosed mall. The mall and surrounding out parcels occupy 90.71 acres of prime developable land which is currently being underutilizd by vast amounts of impermeable surface parking. The mall proper has 113 stores which are 96 percent occupied and Macy's and Burlington Coat Factory as anchor tenants on opposite ends of the long axis of the mall. Burlington Coat Factory is located on the less visible western end of the mall. This anchor location has traditionally suffered due to its lack of visibility, starting out as a JCPenney's from 1965-1985 then an Upton's from 1987-1992. The more prominent anchor site is the eastern site which started out as a Rich's when the mall opened a recently changed ownership becoming a Macy's. This location seems to have always out performed its counterpart possibly due to its greater visibility, and while still under Rich's management signed a 10 year lease in 2001. The smaller tenant stores occupying the body of the mall are a variety of lower quality brand stores with some better quality non-brand stores. There is even a waiting list for some of the smaller locations indicating at the health of the location itself. The out parcels which exist consist of some fast food dinning and an automotive service center in the north east corner of the site along with a Wachovia Bank in the south east corner of the site. These out parcels appear to preform better than there larger counterparts to the west which consist of a sit down restaurant a Cub Foods and Magic Johnson in the theater though and it is being renovated for reopening in the near future. The remainder of the site consists of 68 acres of under utilized surface parking

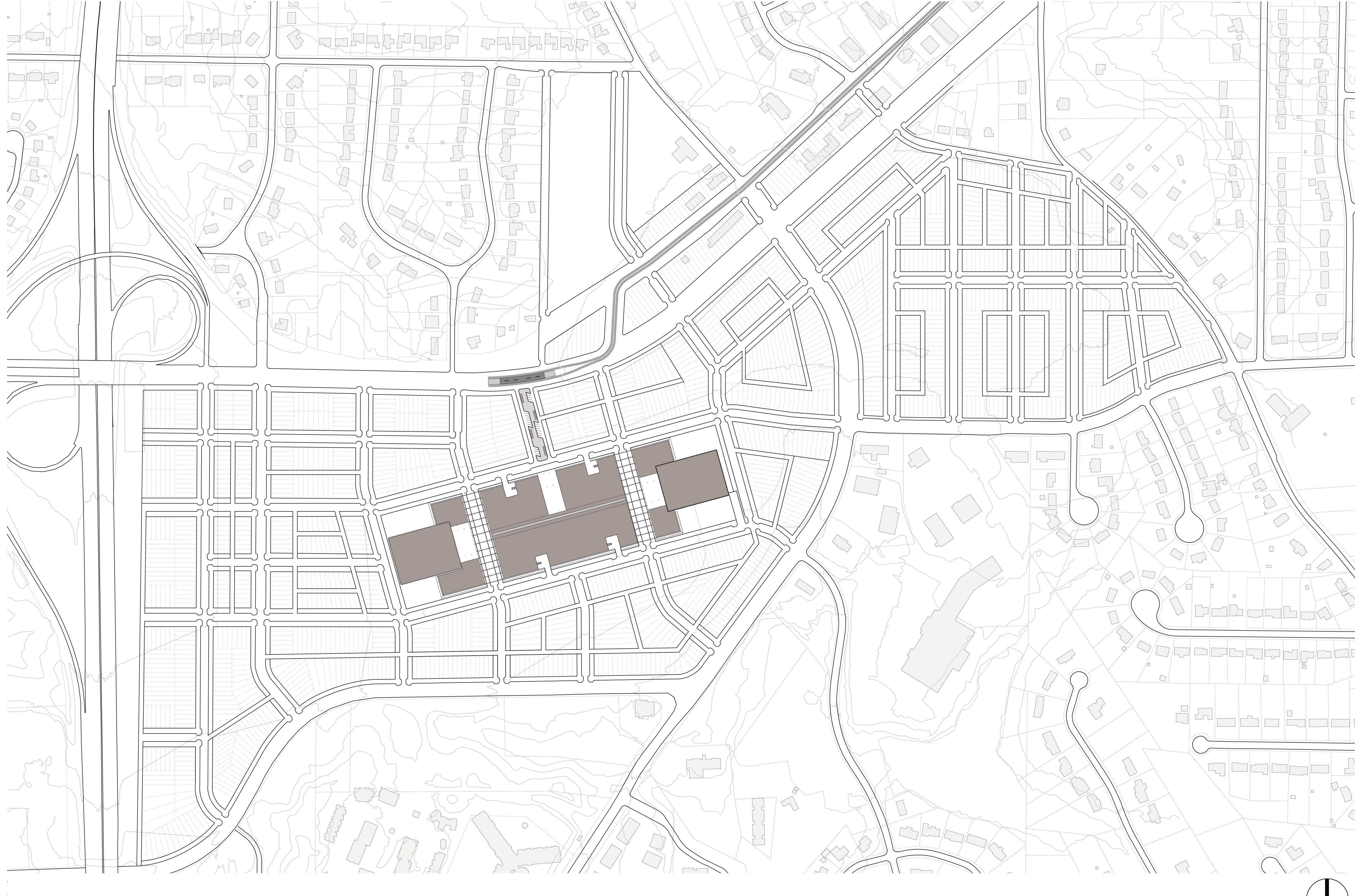




Built: 16.78 acres
Parking: 68 acres
Used: 48 acres



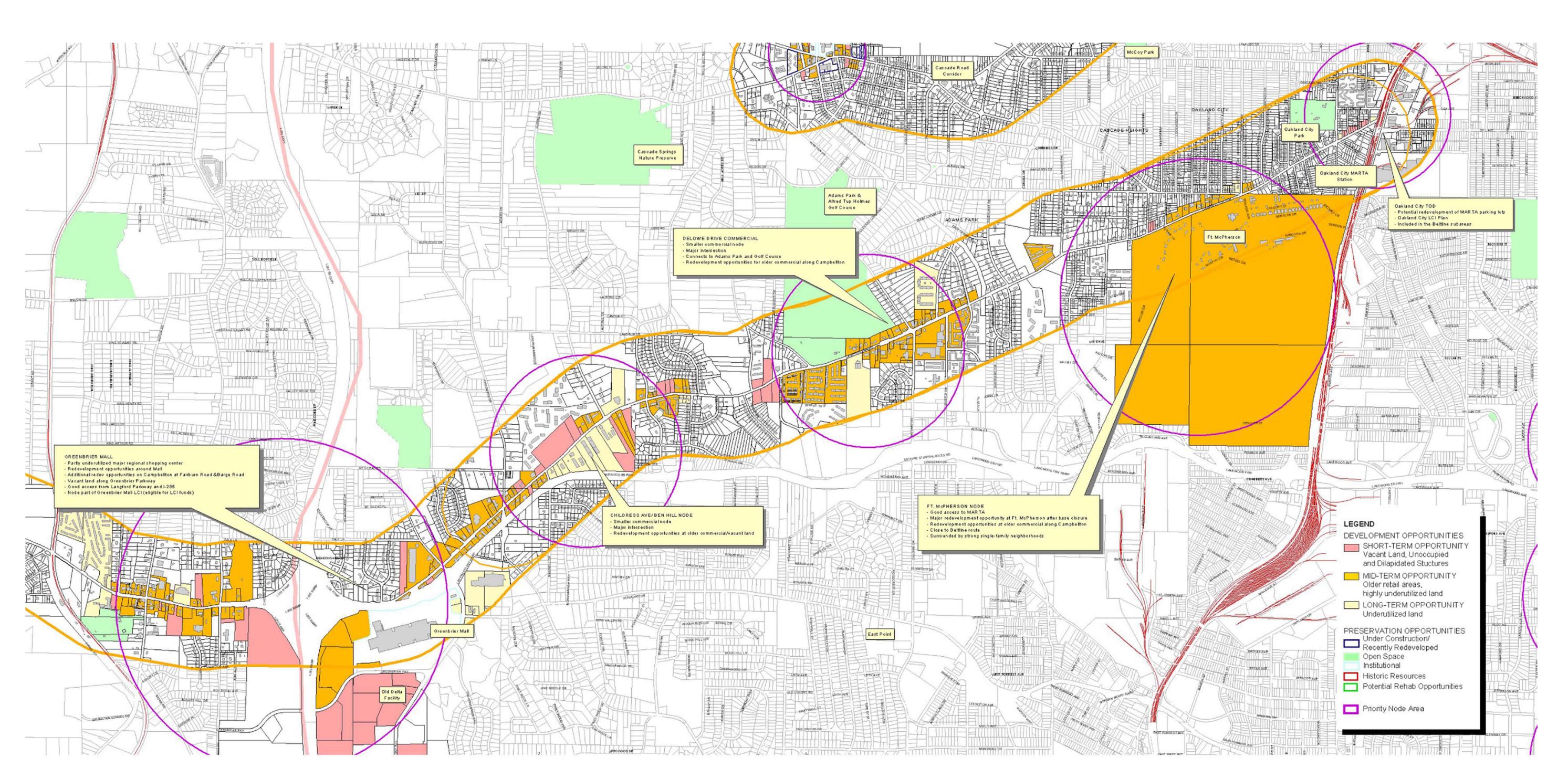
Site Plan



Site Connectivity

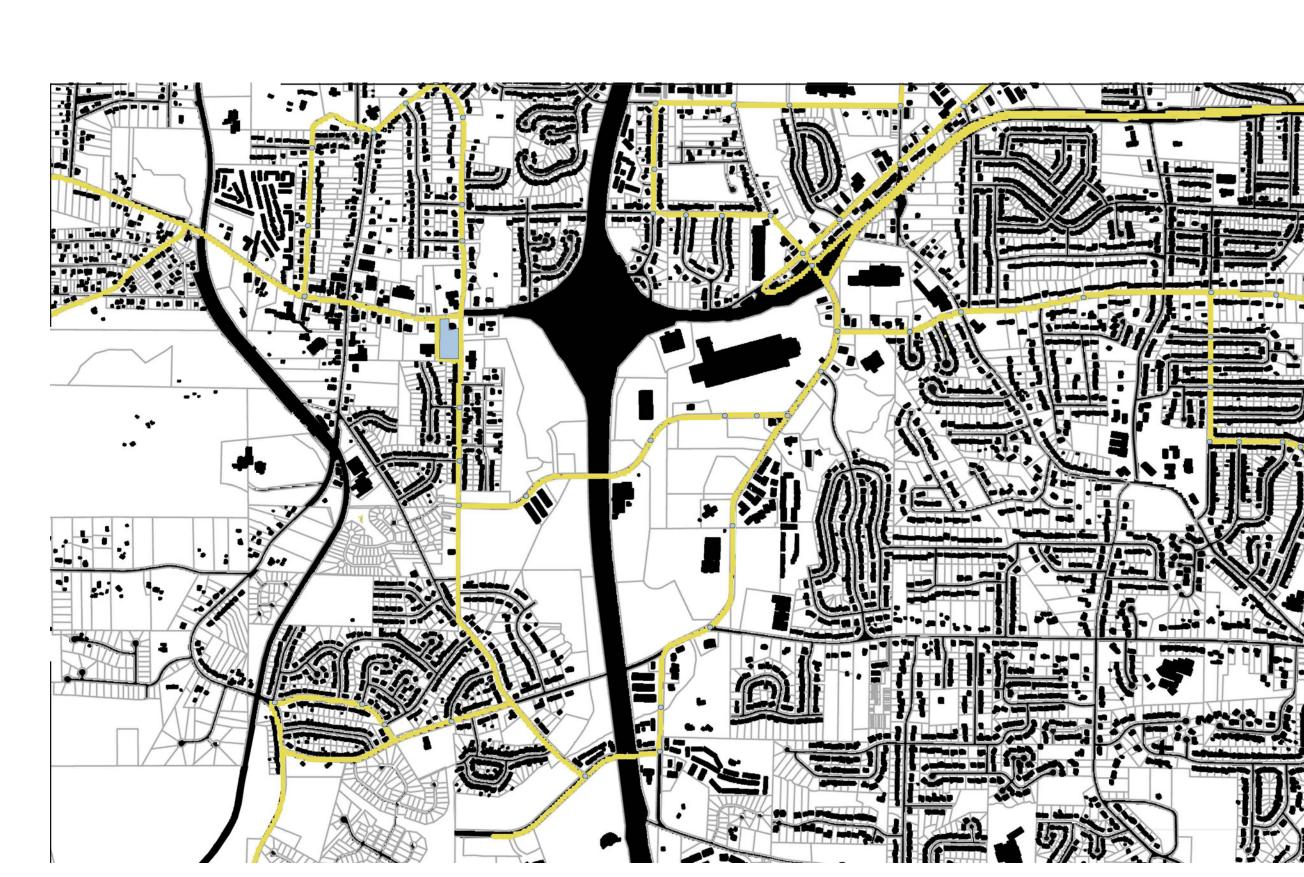
Greenbriar Mall is ideally located to be a node of access and connectivity for the southwestern region of Atlanta, Georgia. Currently the sites only regional access is by automobile off of Langford Parkway which has access to Interstate 285, but the sites visibility from these roads is limited and signage is poor. Additionally these highways are not able to be crossed by pedestrians further isolating the site from the surrounding neighborhoods. By adding more access points to the site from Langford Parkway and Greenbriar Parkway it becomes more accessible to all forms of transportation. Additional transit opportunities such as the proposed light rail system along Campbelton Road can also increase the connectivity of the site to the greater region and its significance as a regional retail and entertainment center if implemented properly. Finally a pedestrian environment is needed which for the safe movement of people through the site allowing them to reconnect with the environment and community which is around them instead of isolating them from it.

Campbelton Road TAD



- Seeks to increase economic development potential and connect surrounding neighborhoods.
 Route for new proposed mixed-flow light rail trolly connecting Greenbriar to Greater Atlanta Mass Transit System and future Beltline project.
 Develops connection of several new economic centers with Fort McPherson and Greenbriar serving as anchors for new transit corridor.

MARTA Bus Routes



-MARTA Park & Ride provides connections to Hightower and Oakland MARTA

-Five bus routes service Greenbriar Area.

-Route	Ave. Riders
62	715
66	1,698
82	2,298
83	4,710
166	1,272
170	1,059



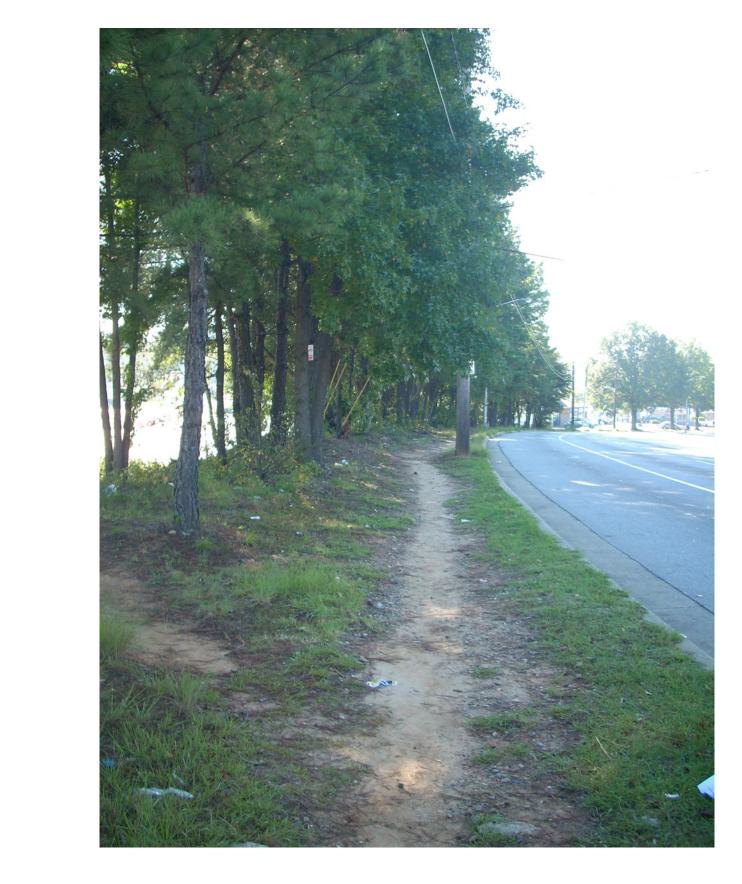


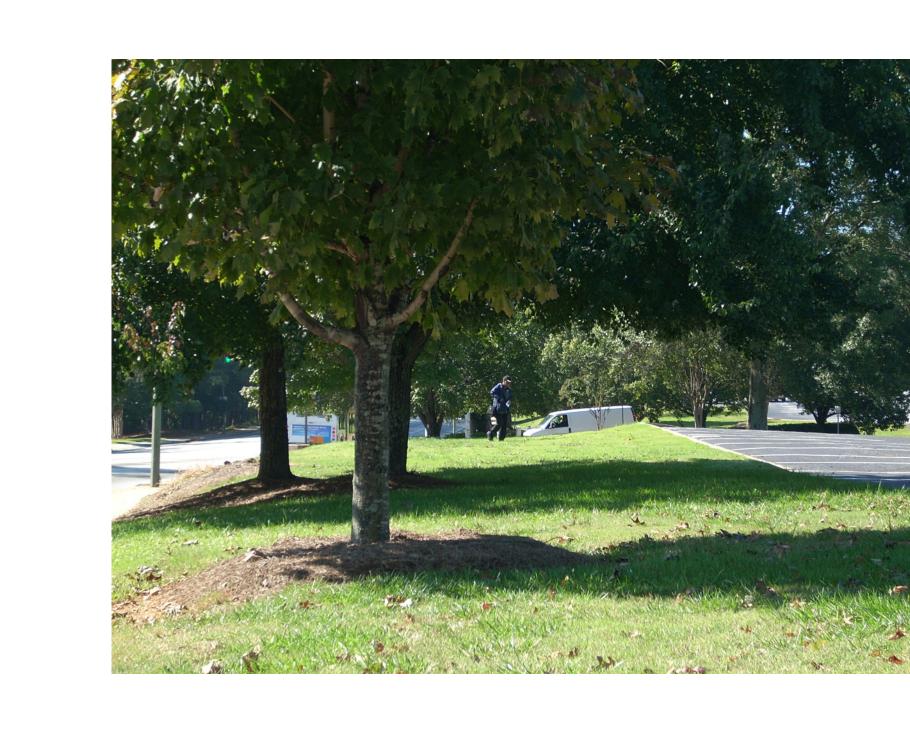






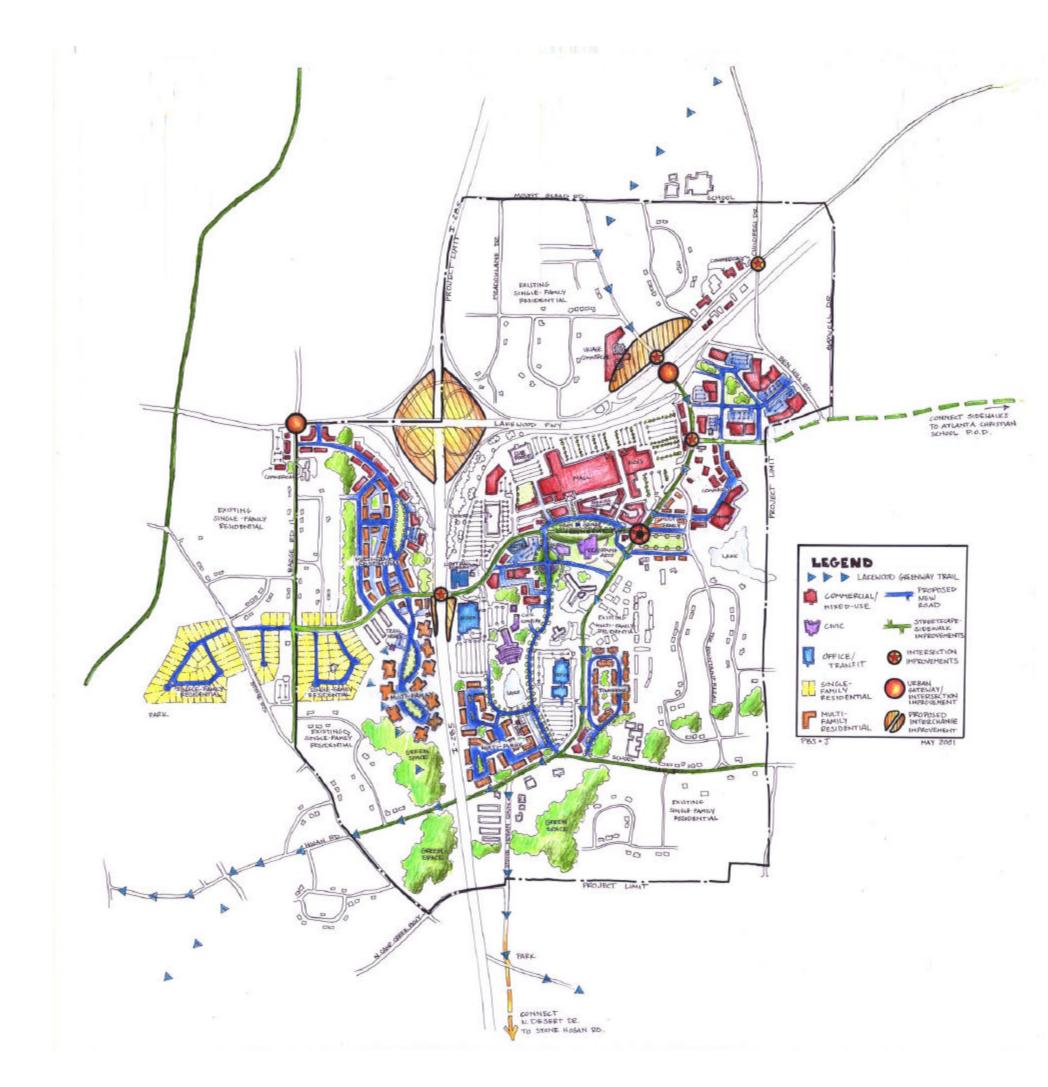








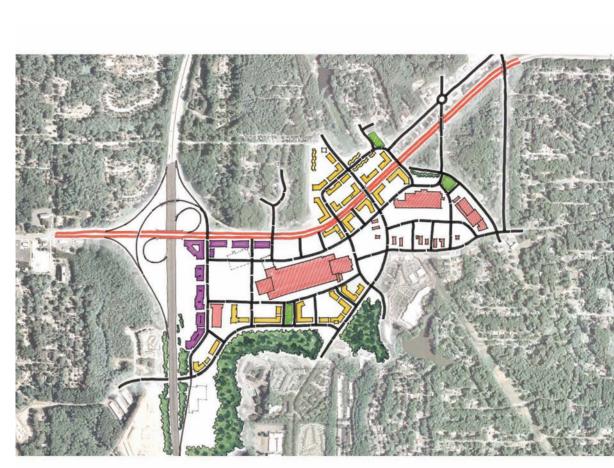
LCI Study Proposal



Key Concepts:
- Defining walkable neighborhoods and neighborhood commercial centers.
- Creating an interconnected street network that supports pedestrians as well as shorter local auto trips and transit. Proposing a mix of land uses, particularly higher density housing in a range of new housing types reflecting changing demographic needs and community desires.
Creating a new network of public squares, parks, community focal points, and natural open spaces.

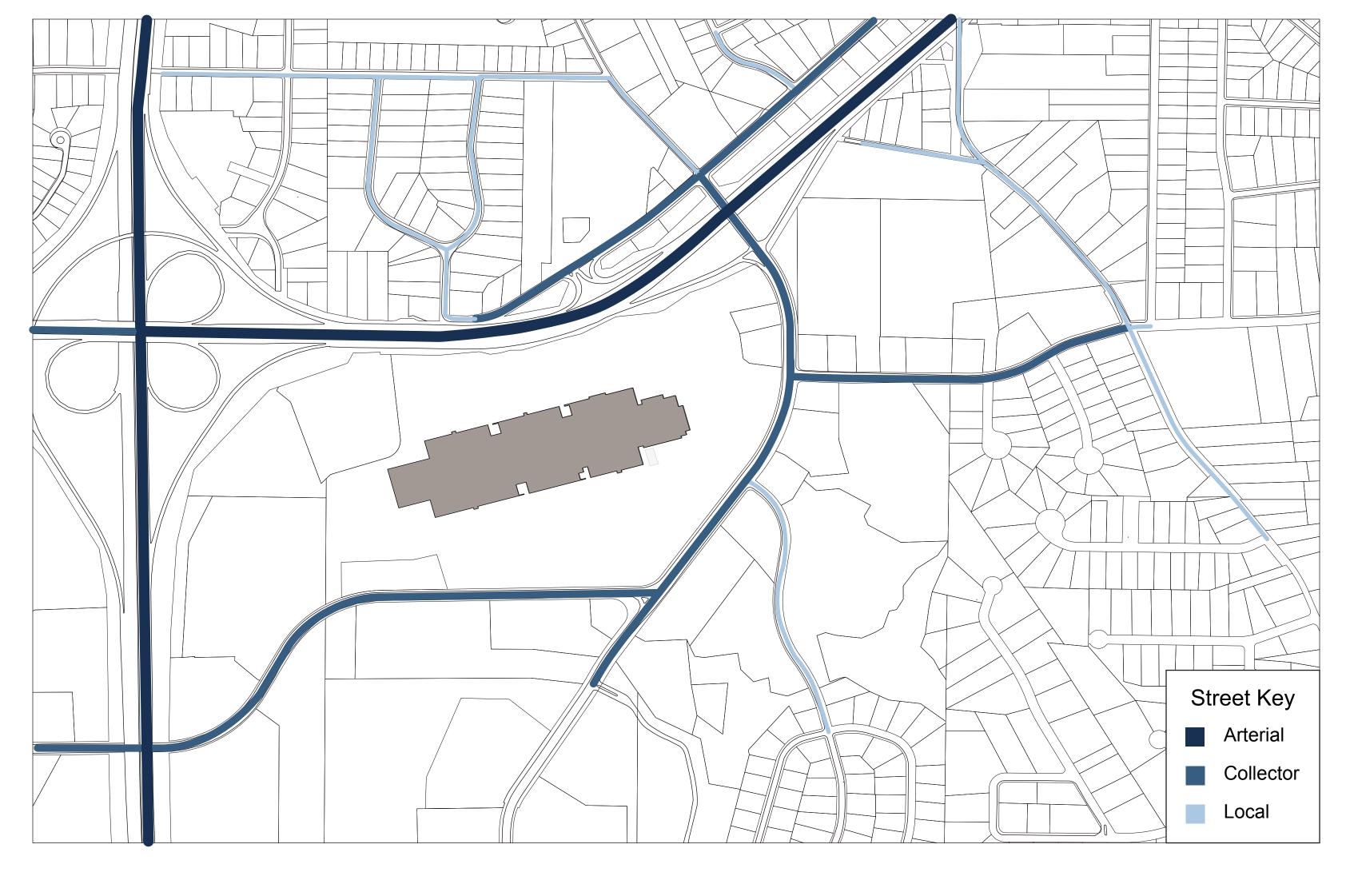
Connect Atlanta Proposal





- Defining Greenbriar Mall Area as a commercial and office anchor for south west Atlanta and south Fulton County
- Connect Mall area two Campbelton Road with enhanced street network which integrates Langford Parkway and Campbelton Road as a single atgrade street in advance of I-285 ending the freeway section on Langford Parkway near present alignment adjustment.
- Integrate with Campbelton road transit project
- Reconfigure Interstate 285/Langford Parkway interchange allowing local access to an expanded street network.
- Convert Langford Parkway to an at-grade street in advance of I-285

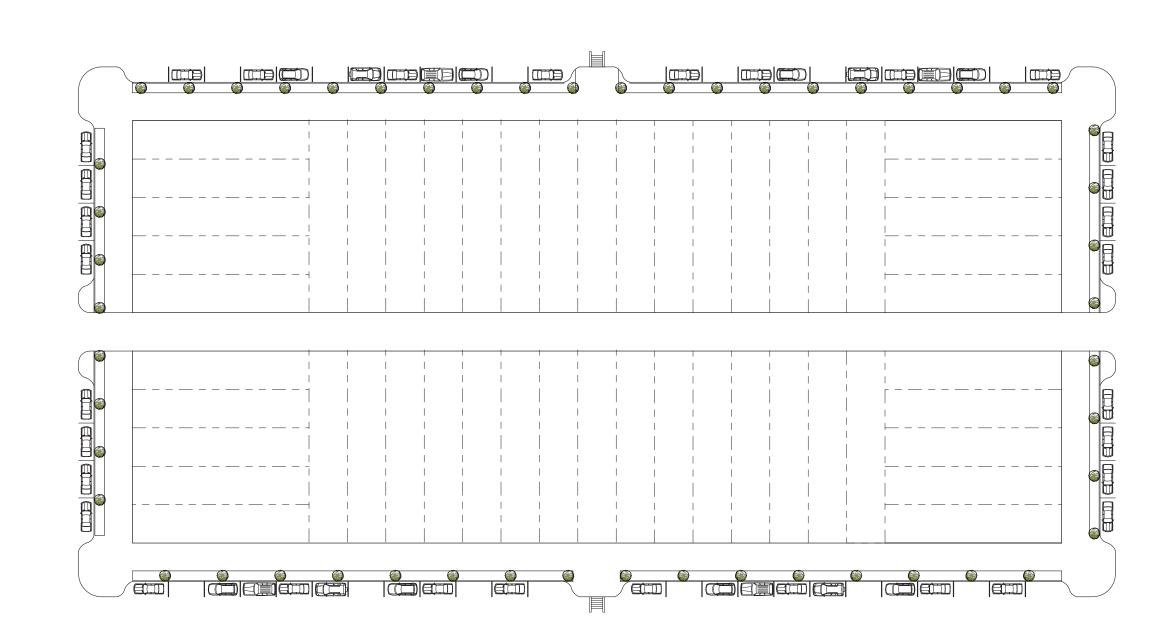
Origenal Street Network



Proposed Street Network



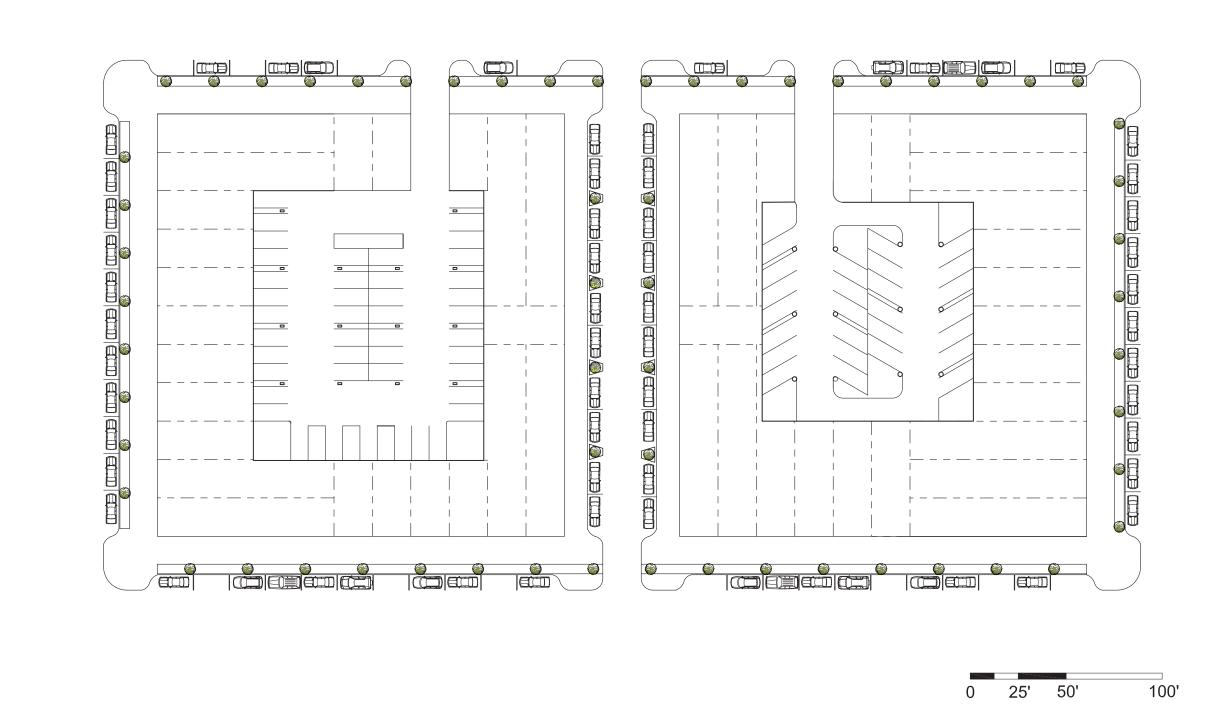
Typical Block Designs

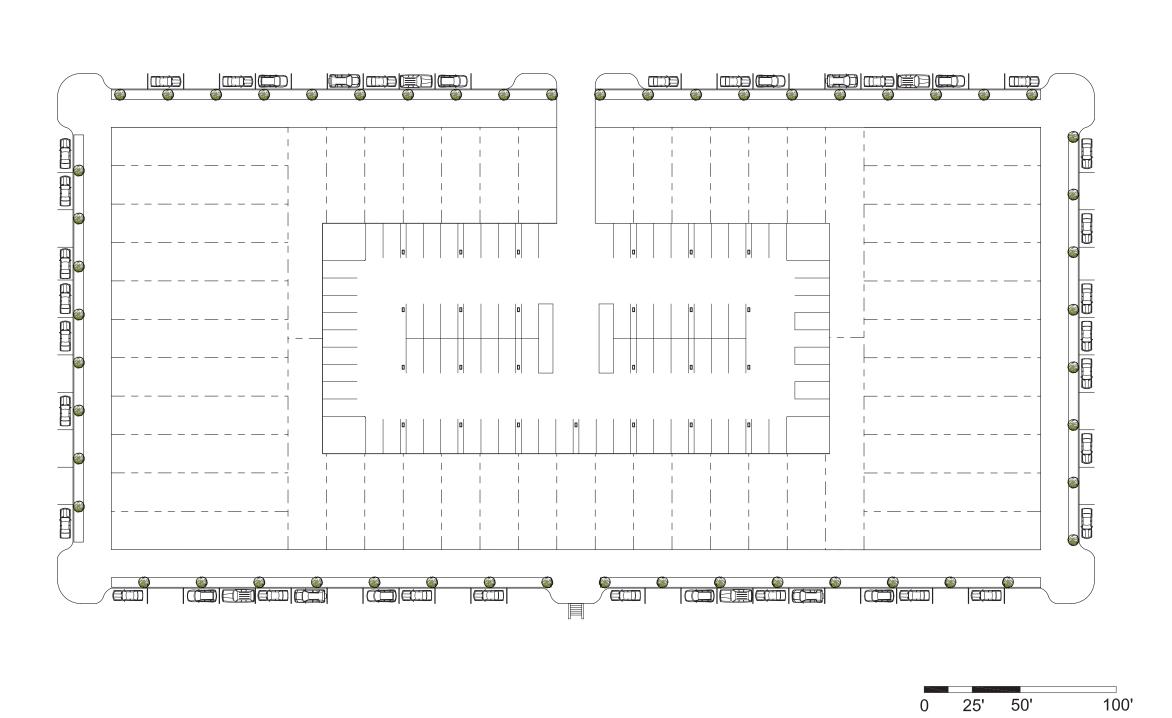


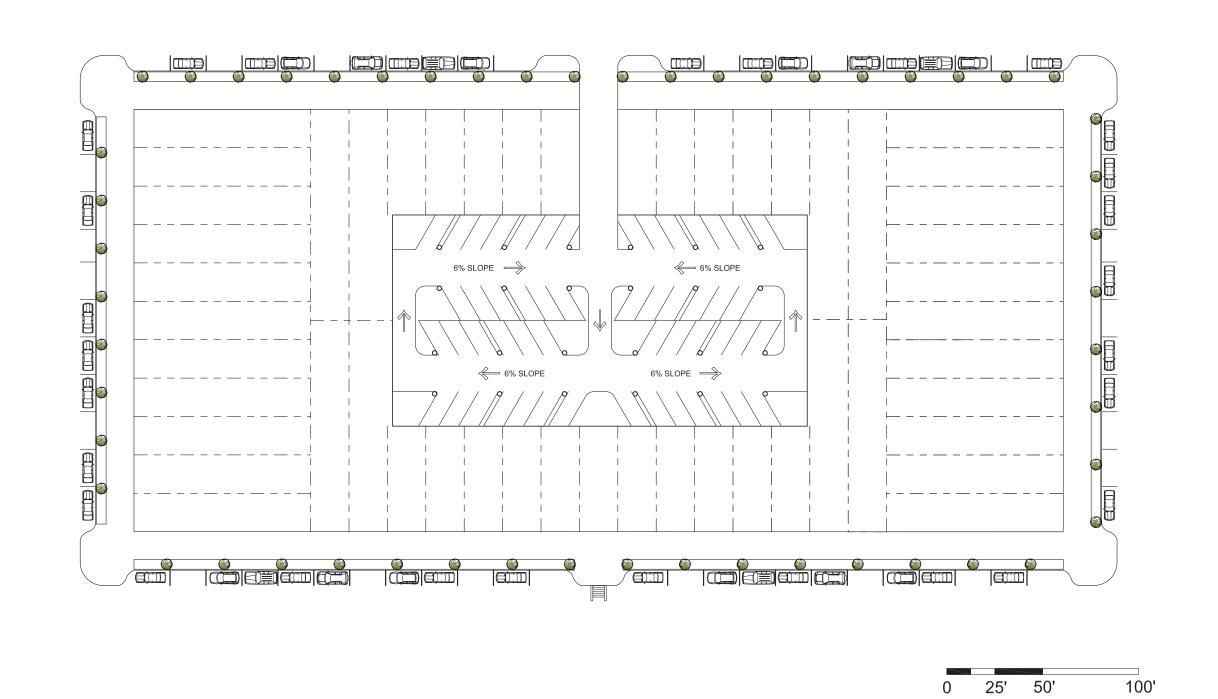
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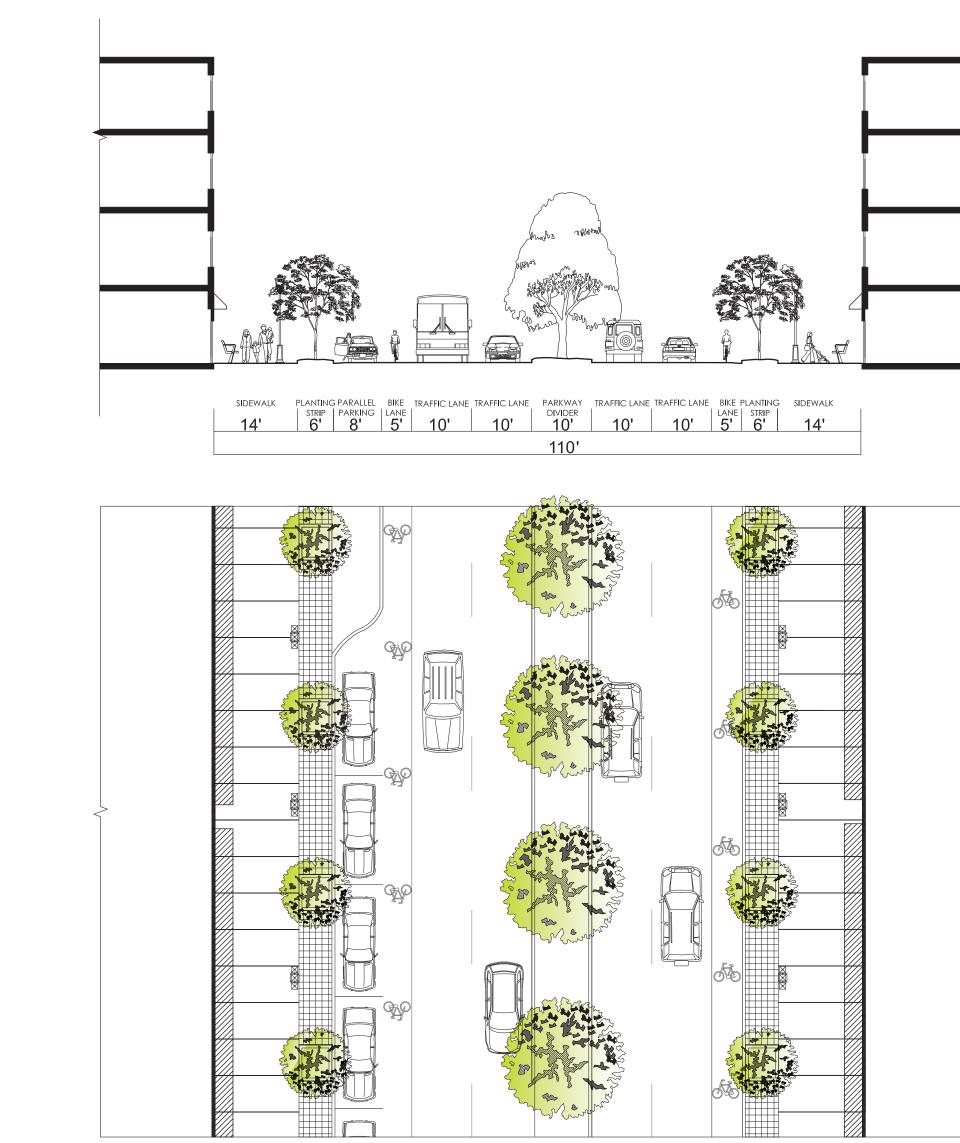
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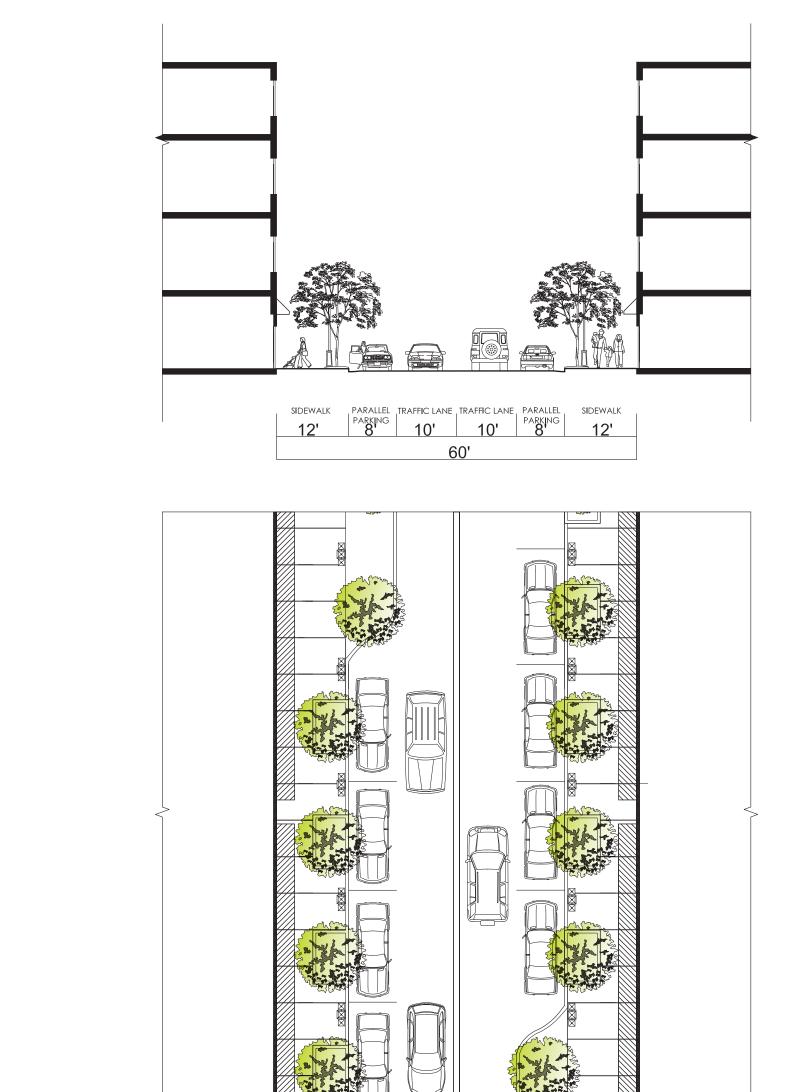




Typical Main Street Designs

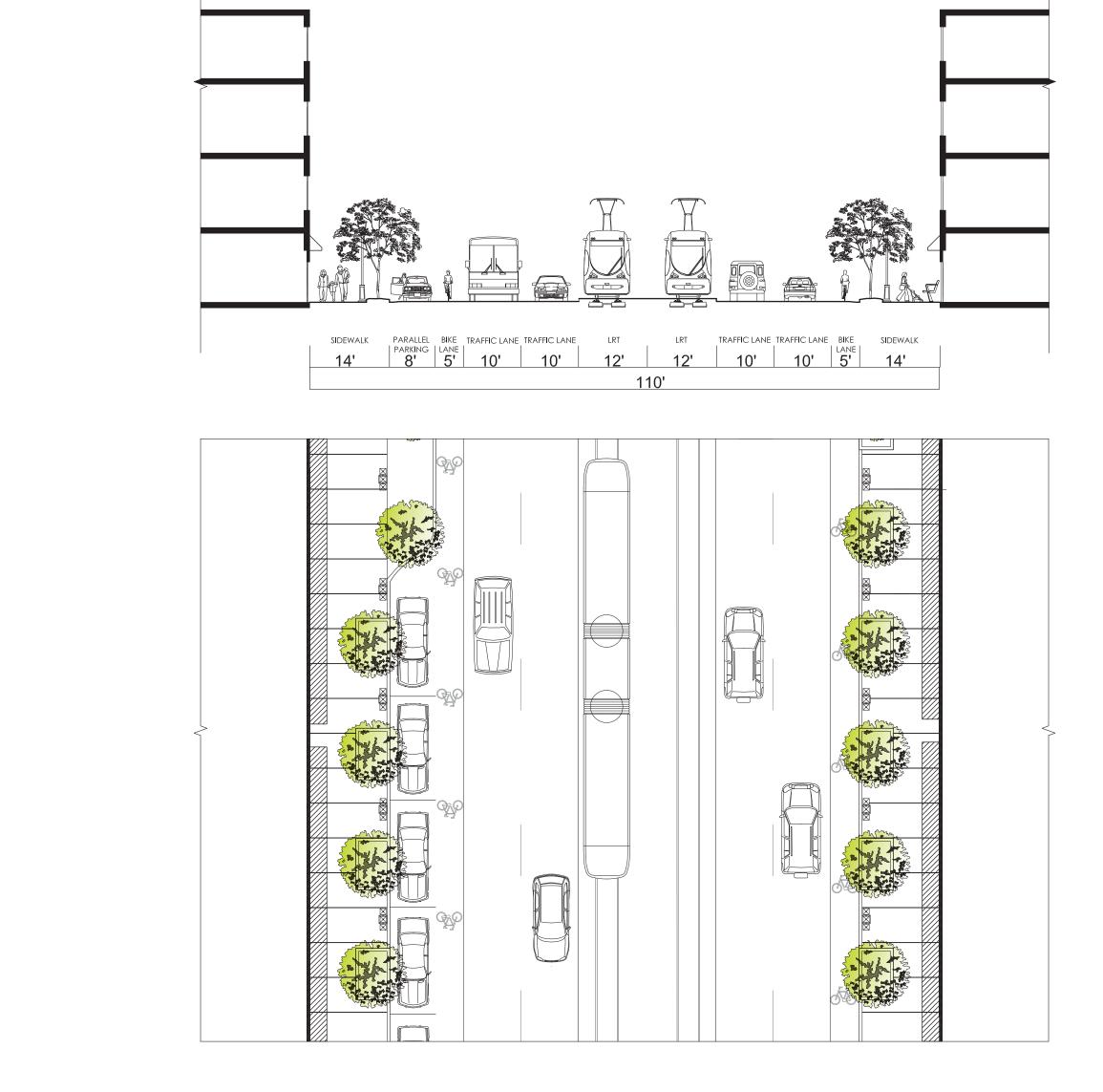


Typical Secondary Street Designs

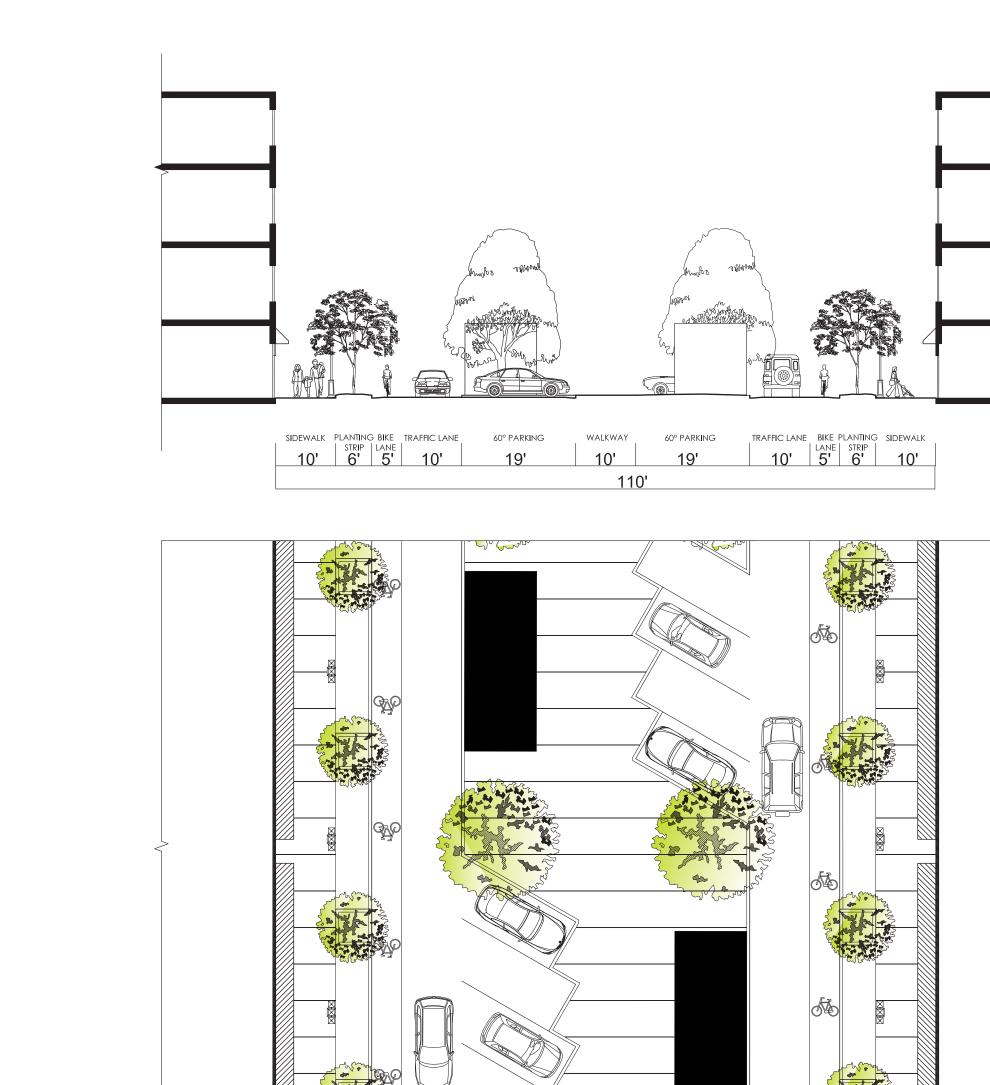


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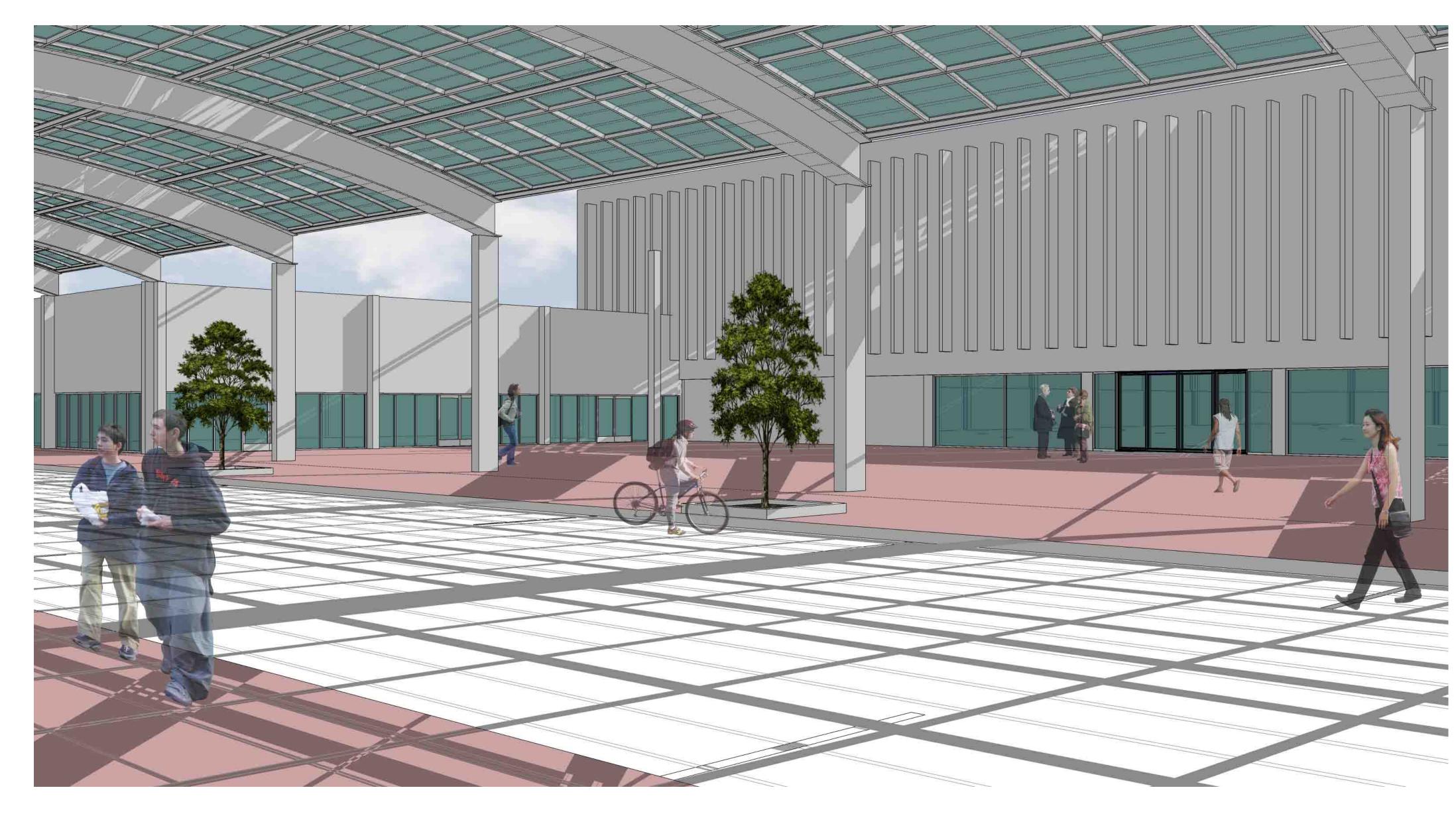
Typical Transit Street Designs



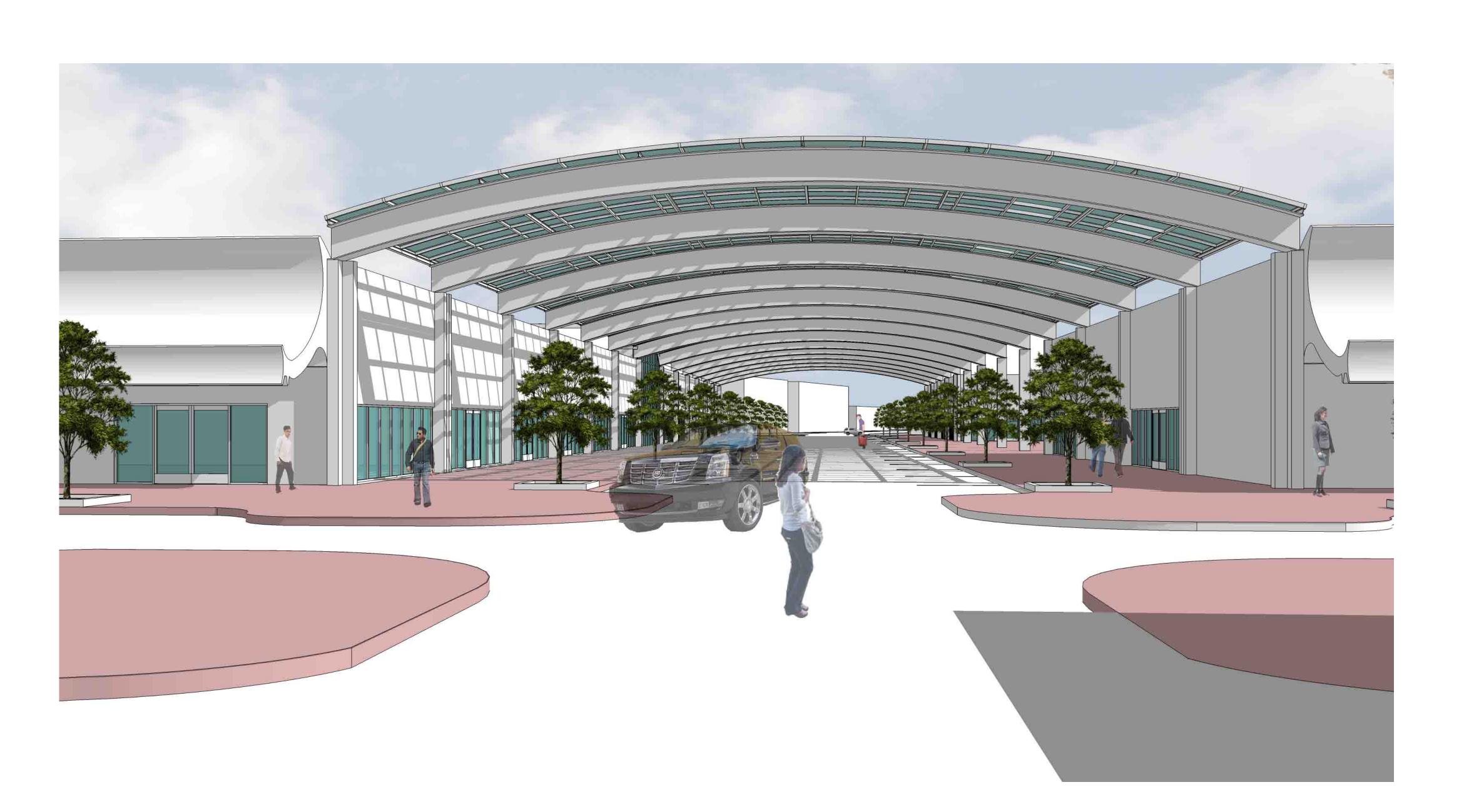
Special/Entertainment Street Design



Through Street Perspectives



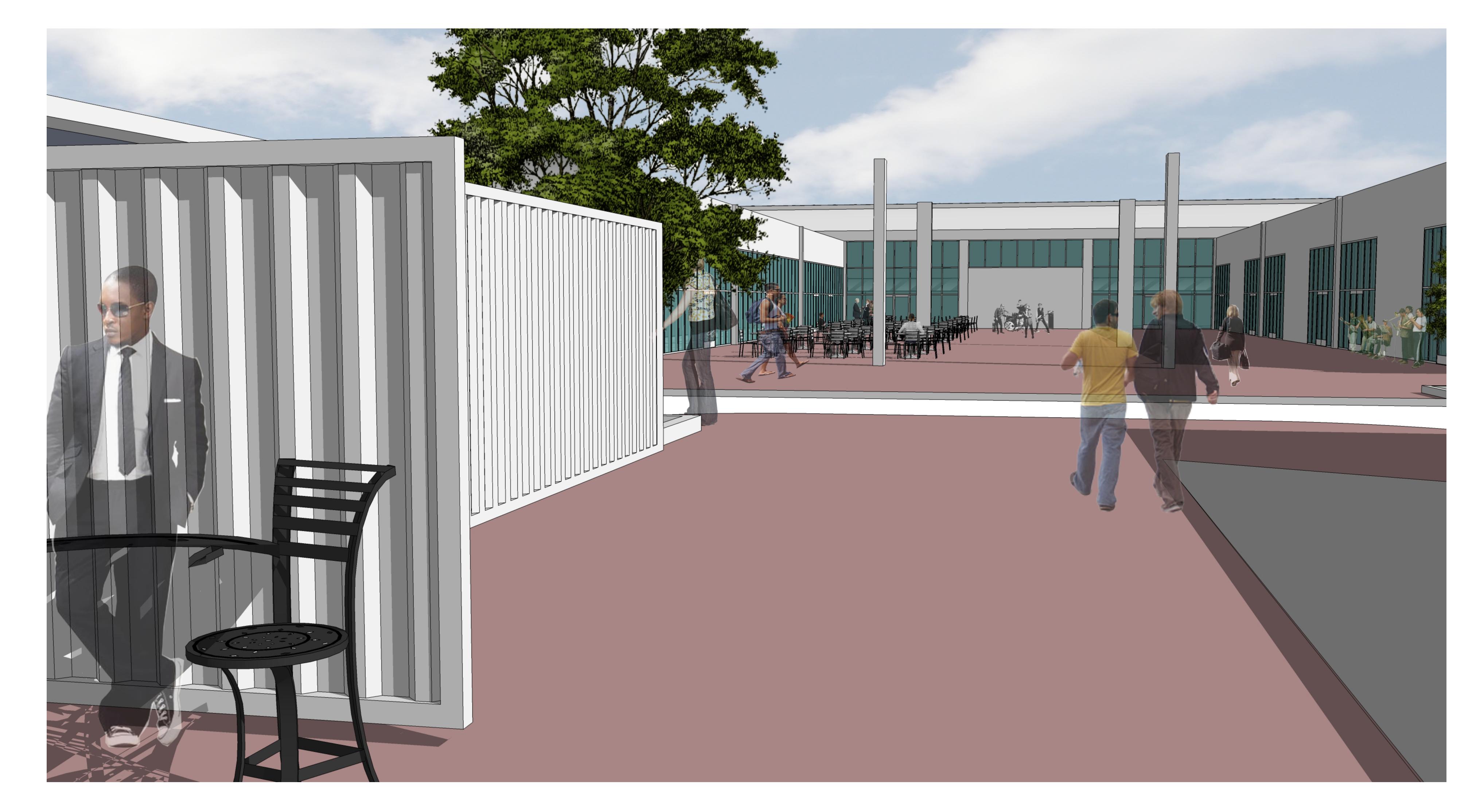
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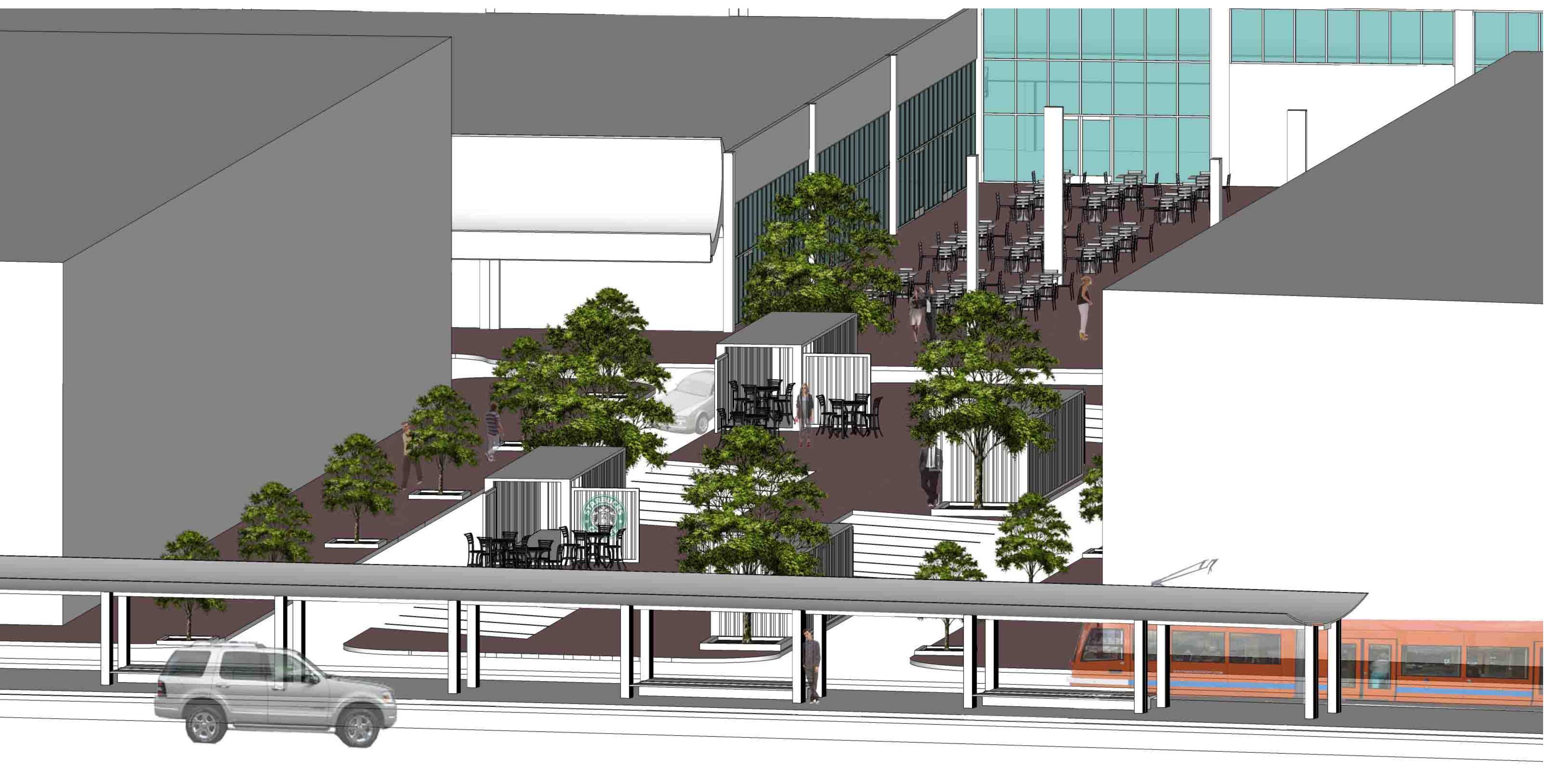


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New Plaza Perspective

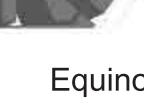


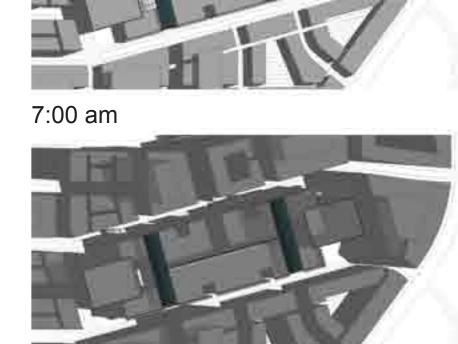
New Plaza/Mall to Transit Connection



Solar Shade Analysis







Winter Solstice

