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**The Vision for the  
Atlanta University  
Center District**

## DESIGN TEAM

# SOM

**SHAPE**  
STUDIO H ARCHITECTURE + PLANNING + ENVIRONMENTS

HR&A

**RRG** REDROCK  
G L O B A L

Clarification  
&  
Mediation, Inc.

## Global + Local Expertise

Skidmore, Owings and Merrill LLP (SOM) is a world-renowned architecture, planning and engineering firm and have been selected to lead this effort. HR&A, an economic and development advisor are bring a national expertise on institutional growth and development to the team.

They have teamed with three Atlanta based firms to support the effort. SHAPE, an architecture and planning firm, Red Rock Global, an economic advisor and Clarification & Mediation to support community outreach and engagement.

# Unlocking a Powerful Atlanta Asset

Importantly, this is an exciting opportunity. There is no place in the world like the Atlanta University Center and our goal is to envision a future that is powerful for both the institutions and Atlanta not just for today but for the next 20-50 years.

## COMPREHENSIVE RESEARCH UNIVERSITY



Co-ed (3,900+)

Center for Cancer Research and Therapeutic Development, America's largest, most comprehensive academic prostate cancer research enterprise

Center for Functional Nanoscale Materials revolutionizing the science of life-saving drug delivery to the human body

## LIBERAL ARTS COLLEGE



Men (2,200+)

#1 producer of black men who receive doctorate in STEM

#3 among the nation's Historically Black Colleges and Universities (U.S. News & World Report, 2019)

## MEDICAL SCHOOL



Co-ed (520+)

The #1 medical school in the nation in fulfilling its social mission

MSM is home to world-renowned centers and institutes: The Cardiovascular Research Institute; The Center of Excellence on Health Disparities; The National Center for Primary Care; The Neuroscience Institute (NI); Prevention Research Center (PRC); Research Core Facility and The Satcher Health Leadership Institute (SHLI)

## LIBERAL ARTS COLLEGE



Women (2,150+)

One-third of students enter graduate or professional school immediately after college graduation

One of the nation's leading producers of Black female medical students and doctoral candidates in STEM

#51 in the U.S. News and World Report Best College's National Liberal Arts Colleges, 2018

#1 HBCU and was included on the list of the nation's most innovative liberal arts colleges

# Engaging the residents and stakeholders



## Over 40 Stakeholder meetings held

with Institutions, students, city departments, non-profits, developers, community leadership and faith-based institutions



## Reviewing previous plans and trends from peer institutions

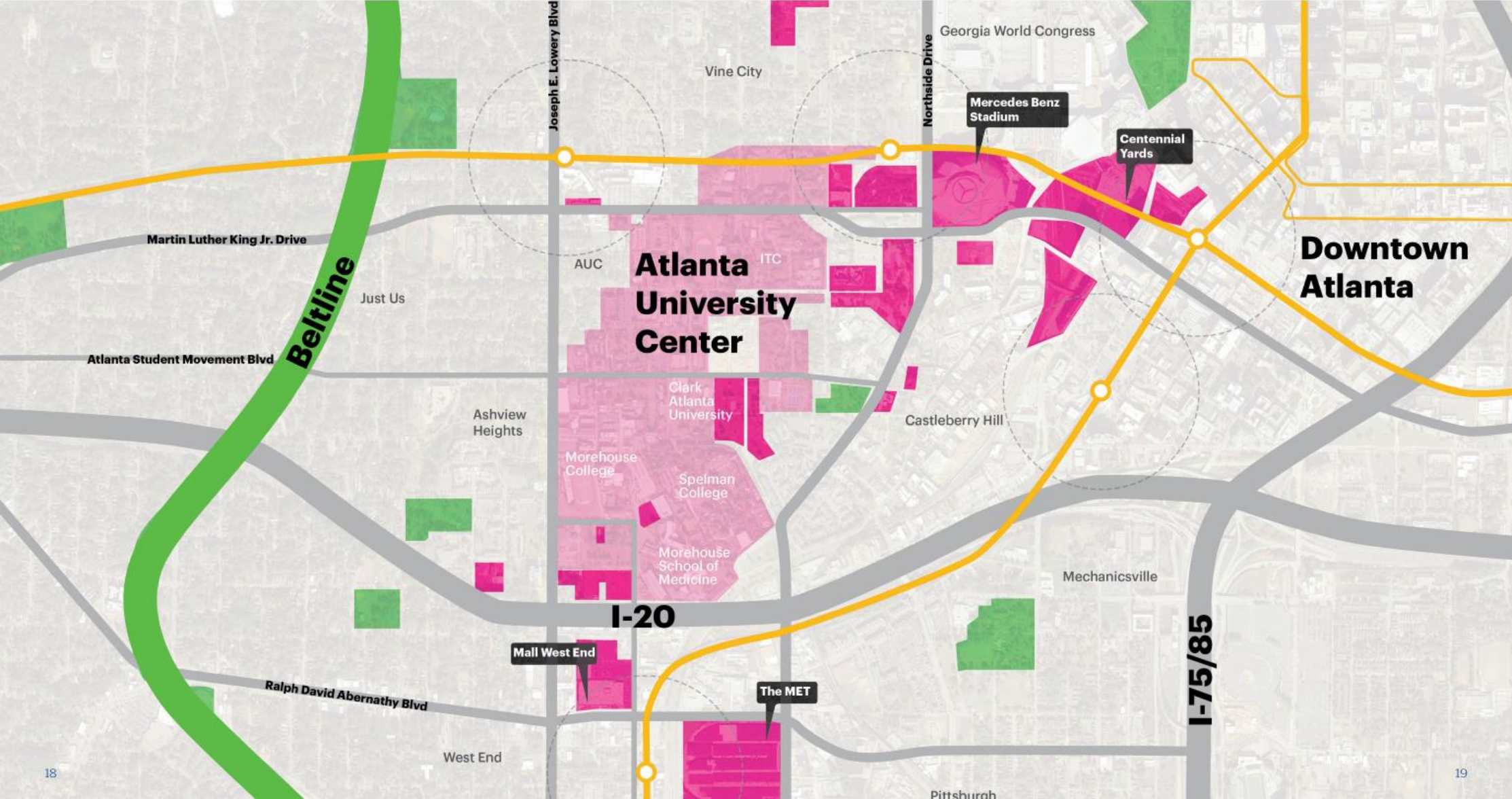


## Conducted 3 public meetings



# The Opportunity

The AUC is at the epicenter of Atlanta's growth. Development momentum is building within the district and in nearby neighborhoods. The City of Atlanta and other partners are committed to fostering equitable development and creating an upwardly mobile community.



## The AUC District will be...

A connected community that celebrates and amplifies our unique institutions, leverages the Atlanta's dynamic growth, and is the locus of black thought leadership in America

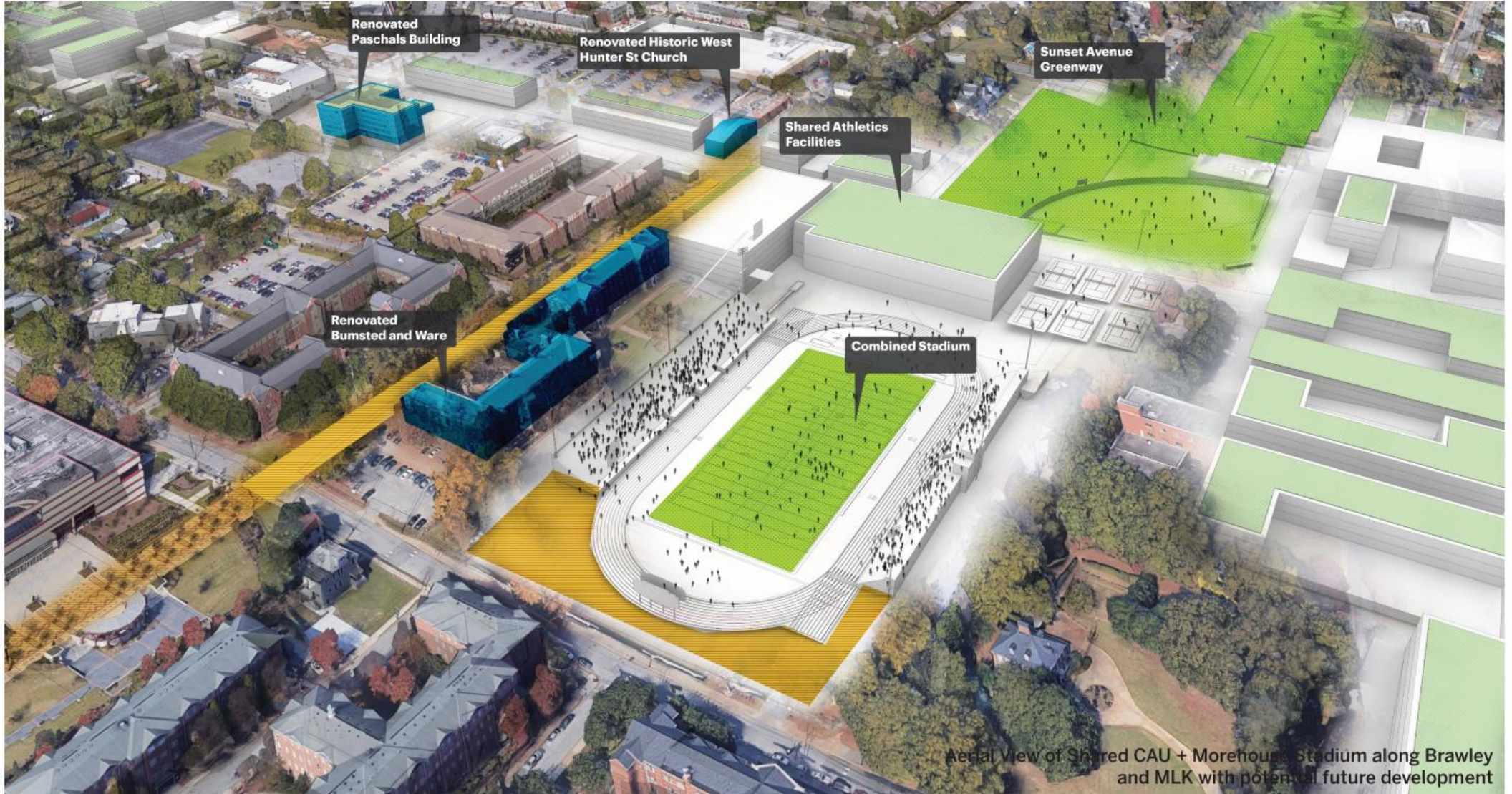
A true live, work, learn, play community and model for economic mobility

The Atlanta University Center Consortium and its community Stakeholders determined the objectives of this planning exercise:

- Position AUC campuses to support their academic and research missions
- Enhance the institutions' competitiveness for attracting students and faculty
- Create a dynamic and vibrant environment for community residents, businesses, faculty, staff, and students
- Develop a lasting vision that respects the neighborhood's rich history

# Shared uses create enhanced connections and collaboration

Shared facilities can provide a high quality for students as well as potential for monetization. Building shared stadium and associated facilities can reduce individual-institution costs, and create world-class experiences and powerful memories for students, alumni, faculty, staff and residents.



# Strengthen our identity... gateways as way to celebrate this place

Create unique, identifiable and pedestrian friendly connection across I-20 along Lee street to connect the West End Mall and MARTA station to the AUC.

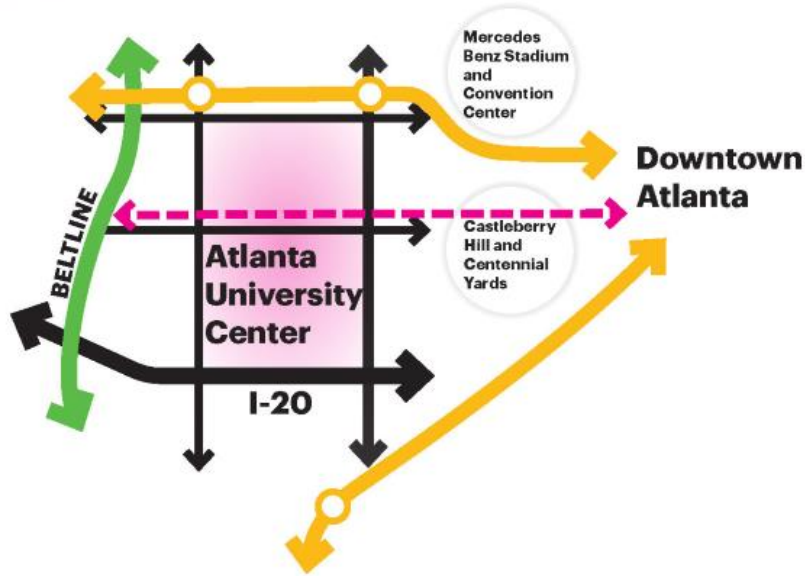


View along Lee Street and Park St.



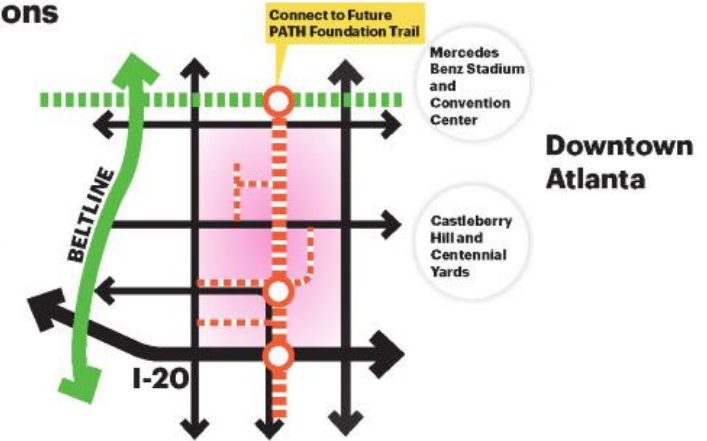
# Bringing it all together and enhancing connectivity for everyone

## Street Car connects AUC to downtown and Beltline



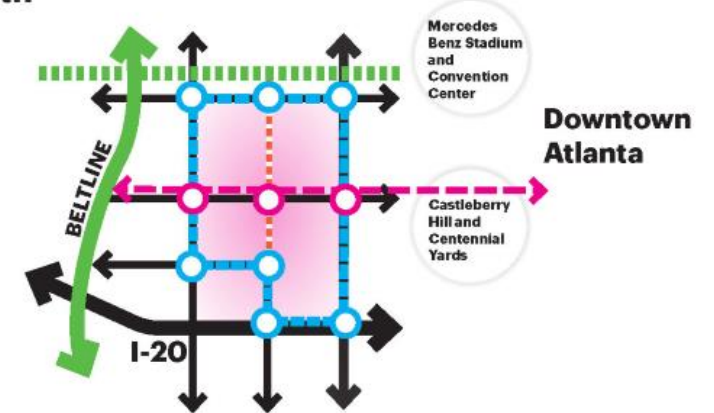
## Link AUC destinations to citywide trail systems

Enhance Lee Street to Brawley North-South pedestrian connection to leverage proximity of PATH foundation trail, Beltline and Lee Street.



## Connect AUC destinations to with circulator

Evaluate the creation of a shuttle connector route that can easily connect the existing and emerging assets in the area such as the YMCA and Russell Center for Entrepreneurship.



# Connecting AUC to growing neighborhoods and downtown

A branded gateway to Castleberry Hill can tie the AUC to the Russell center for entrepreneurship and re-development energy occurring to the district's northeast.



View along Atlanta Student Movement Boulevard and Northside Drive

# Walkable, transit- oriented, connected and safe

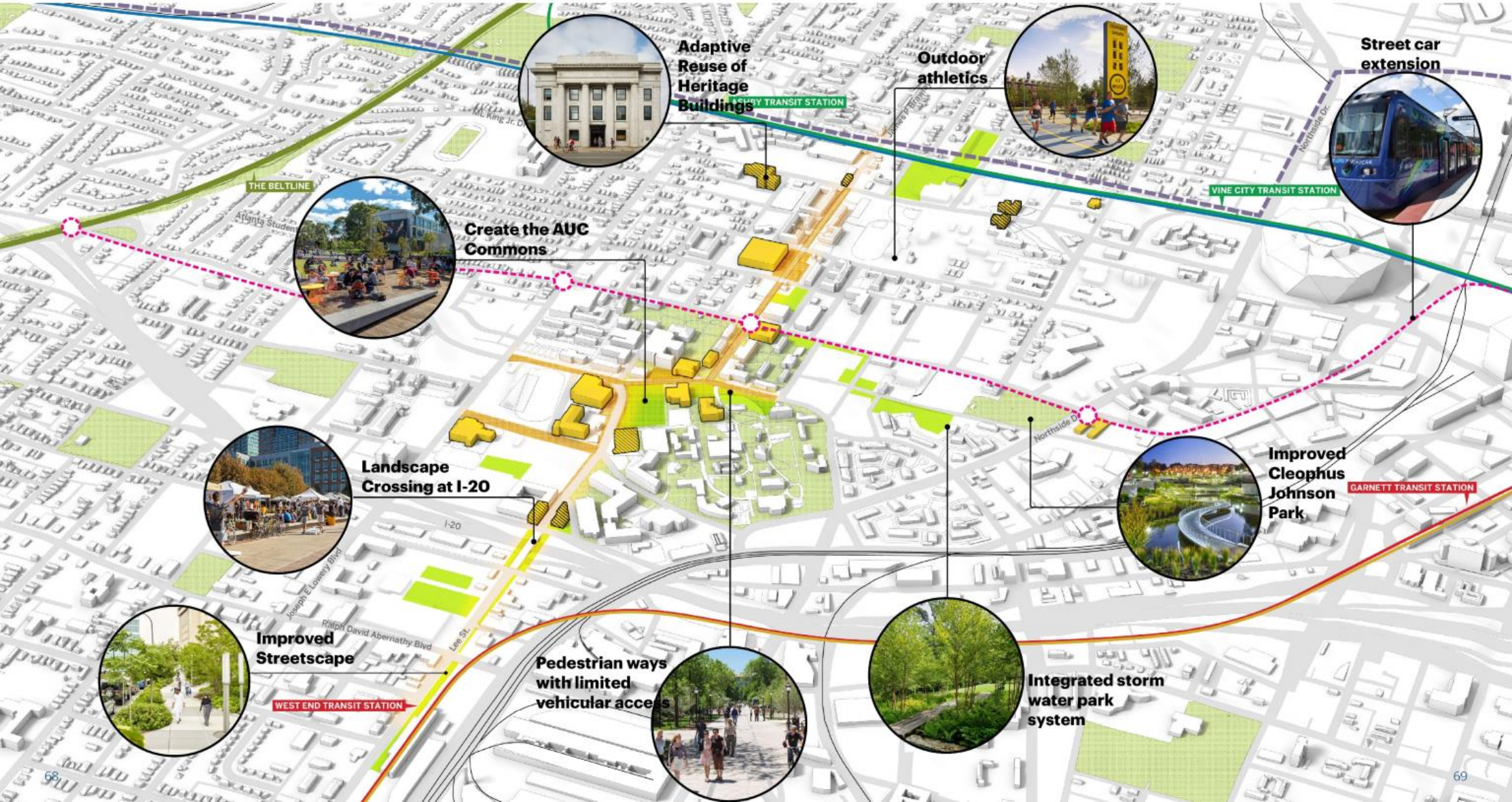
Anchored by a mixed-use hub along MLK drive with retail, restaurants, housing and commercial spaces can house the entrepreneurs of the AUC community.



View along Martin Luther King Drive and Lowery Intersection

# Framework

The framework is designed to leverage and amplify the existing assets of the Atlanta University Center. The district contains multiple museums, art galleries, and cultural venues with potential new facilities such as the Spelman Center for Innovation and the arts and Park Street Church. These are some examples of how these spaces can be further amplified by public realm improvements such as new openspace, transit, improved streetscape and adaptive reuse of historic facilities.





# Leverage technology

**Integrate technologies to promote efficiencies, reduce costs, and sustain the environment**

- Spaces and tools that enable idea generation
- Technology infrastructure that facilitates new partnerships to deliver greater impact
- Expanding where innovation and collaboration happens
- Global and local / research and impact
- Translating to the market

# Open Space

Opportunity for new public spaces. These spaces could be a mix of gathering spaces, health and wellness, art, and ecology. Creating places that both engage and perform stormwater management.

