

TOWN CENTER STUDY

Union City, Georgia



In the summer of 2003 TSW was retained by the City of Union City to prepare a master plan for transforming 782 acres around Shannon Mall from a collection of disconnected, auto-oriented uses into a mixed-use and walkable town center. The Study was prepared as part of the Atlanta Regional Commission's Livable Centers Initiative program and included a focus on using public investment to maximize private development.

Through an extensive community-based process, TSW elicited a vision for the Study Area, and then created a 25-year Concept Plan that divides its into a series of neighborhoods and lays the foundation for turning the vision into reality. TSW then identified nearly \$13 million in public sector projects necessary to support the plan. One of the most significant recommendations was creating a zoning district to require pedestrian-oriented buildings, an interconnected street system, shared parking, and mixed-use buildings. Another key recommendation was the transformation of Shannon Mall from an inwardly-focused shopping center into a mixed-use urban neighborhood. Market conditions did not support the current amount of retail space in the Town Center, and the redevelopment of such space into other uses was essential from both an economic and physical perspective. At the periphery of the current mall, Londonderry Way was envisioned as a new "Main Street," complete with angled-parking, wide sidewalks and 5-to-6 story mixed-use buildings.

Over ten years the Town Center Study anticipated:

- 200 new single-family homes
- 295 new townhomes
- 770 new loft or multifamily units
- 250,000 sf of new office space
- 35,057 sf absorption of currently vacant restaurant space
- 166,377 sf absorption of currently vacant retail space
- 73,566 sf decrease of currently vacant retail space
- 80 acres of new park space

Today the Town Center Study guides growth in the area, including a new Wal-Mart being developed with a series of new streets and park space, as recommended in the Study.

