

PARK PLACE MULTIMODAL MIXED-USE CENTER

Gwinnett County, Georgia



The Evermore Community Improvement District, which is responsible for revitalization in the Highway 78 corridor near Stone Mountain in suburban Atlanta, selected TSW to lead the Park Place Multimodal Mixed-Use Center study. The effort, funded through the Livable Centers Initiative, recommends improvements to the now-vacant Tennis Center that would serve as a catalyst for private investment and revitalize the area.

The Stone Mountain Tennis Center, constructed for the 1996 Olympic Games, now sits unused, adjacent to an abandoned big-box store in a corridor where retail is struggling. The proposed mixed-use center builds on a phased program of transportation and stadium improvements that will make the Tennis Center a viable venue for an expanded range of events including the performing arts. A world-class sports training center would reinvigorate the big-box store and anchor the development of a mixed-use village with hotels, residences, a tennis academy, and sports-oriented retail.

right and below: The proposed mixed-use village would build on stadium and transportation improvements and create a focal point to spur redevelopment throughout the corridor

