

# SIMPSON ROAD REDEVELOPMENT PLAN UPDATE

Atlanta, Georgia



In 2006, TSW and a team of consultants were retained to create a redevelopment plan for the Simpson Road corridor west of downtown Atlanta. The Simpson corridor is another example of the many corridors that serve as gateway to central Atlanta. From H. E. Holmes Drive to Northside Drive, the corridor crosses through various land uses, and a range of urban conditions. The corridor has evolved throughout many social and economic trends to arrive at its current condition. Because different parts of the corridor were developed at different times, it does not function as a single-cohesive place. Rather, each sector has a unique character that often reflects the neighborhoods abutting it. The location is ideal for new growth and redevelopment, but currently lacks an established identity and sense of place.

ATLANTA'S TRADITIONAL URBAN TYPOLOGIES							TSW
<b>DOUBLE PEN</b>  <ul style="list-style-type: none"> <li>One story</li> <li>Single-family</li> <li>One-unit depth</li> <li>Two-unit width</li> <li>Side-gabled roof</li> <li>Full-width, one-story front porch</li> </ul>	<b>FOUR-SQUARE</b>  <ul style="list-style-type: none"> <li>One story</li> <li>Single-family</li> <li>Two-unit depth</li> <li>Two-unit width</li> <li>Front-gabled roof, side or front-gabled roof</li> <li>Full-width, one-story front porch</li> </ul>	<b>FOUR-SQUARE TWO-STORIES</b>  <ul style="list-style-type: none"> <li>Two stories</li> <li>Single-family or duplex</li> <li>Two-unit depth</li> <li>Two-unit width</li> <li>Front-gabled roof, side or front-gabled roof</li> <li>Full-width, one-story front porch</li> </ul>	<b>SHOTGUN</b>  <ul style="list-style-type: none"> <li>One story</li> <li>Single-family</li> <li>Three or more-unit depth</li> <li>One-unit width</li> <li>Front-gabled roof</li> <li>Full-width, one-story front porch</li> </ul>	<b>BUNGALOW</b>  <ul style="list-style-type: none"> <li>One story</li> <li>Single-family or duplex</li> <li>Two-unit width</li> <li>Front-gabled roof</li> <li>Full-width, one-story front porch</li> </ul>	<b>BUNGALOW TWO-STORIES</b>  <ul style="list-style-type: none"> <li>Two stories</li> <li>Single-family or duplex</li> <li>Two-unit depth</li> <li>Two-unit width</li> <li>Front-gabled roof</li> <li>Full-width, one or two story front porch</li> </ul>	<b>APARTMENT BLOCK</b>  <ul style="list-style-type: none"> <li>Two stories</li> <li>Multifamily with or without ground floor retail</li> <li>Three-unit depth</li> <li>Two-unit width</li> <li>Single-gabled, front-gabled or flat roof</li> <li>Full-width, two-story front porch</li> </ul>	<b>COMMERCIAL MIXED USE</b>  <ul style="list-style-type: none"> <li>One to four stories</li> <li>Three-unit depth</li> <li>Two-unit width</li> <li>Flat roof</li> <li>Ground floor retail with residential or offices above</li> <li>Ground floor awnings</li> </ul>

As part of the Redevelopment Plan, TSW focused on urban design aspects of the study area. The existing condition analysis showed the general auto-oriented public realm of the area clustered with disjointed sidewalks, overhead utilities, billboards, signs and a lack of public open spaces.

Key nodes were identified through the public participation process as catalytic areas for redevelopment. The BeltLine node integrates a transit line and multi-use trails envisioned by the BeltLine project to a mixed-use area. Supporting transit and providing a pedestrian-friendly environment are critical elements incorporated into the plan to serve as a catalysts for quality urban design in adjacent areas.



top: Project area urban design analysis map  
 middle left: Simpson Road BeltLine concept plan  
 above left: Atlanta's traditional urban typologies study  
 bottom left: Historic home on Simpson Road corridor  
 bottom right: Simpson Street Church of Christ - historic building