

EDGEWOOD RETAIL DISTRICT

Atlanta, Georgia



TSW was retained by the Sembler Company to facilitate a community-based process for design of a master plan for a 44-acre former industrial site within the Edgewood neighborhood, City of Atlanta. The mixed-use neighborhood center evolved through more than 30 community meetings where surrounding neighborhoods participated in the site planning and architectural design process. Community concerns were addressed at all steps; by creating greenspace in the form of a central park; preserving and rehabilitating historic structures; and creating a pedestrian friendly environment on the site.

Walkability and connectivity were imperative as the site, 800,000 square feet retail and 500,000 square feet of residential, is situated within a 10 minute walk of two separate MARTA transit stations. Part of the task of designing for walkability and pedestrian friendliness was fitting big-box retailers and their programmatic needs into smaller city-sized blocks to complement and adhere to the neighborhood context. Surface parking and service areas were also minimized and concealed. With the mix of new townhomes and streetfront retail the result is a pedestrian-oriented, neighborhood retail district and an architectural character in keeping with the surrounding historic neighborhoods.



above: New main street on Caroline Street
below left: Preliminary site plan of Edgewood Retail District
below right: New neighborhood park and Caroline Street section
bottom: Simulation of the proposed redeveloped Moreland Avenue



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TUNNELL-SPANGLER-WALSH & ASSOCIATES

Edgewood Retail District combines larger scale retail within a pedestrian-friendly environment (all architecture by others).

