

THE NONO

North of North Avenue

2016 ULI HINES STUDENT COMPETITION

Multi-disciplinary Team

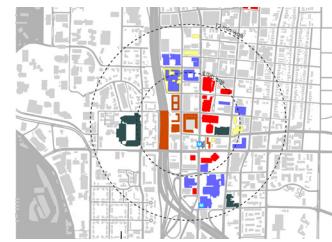
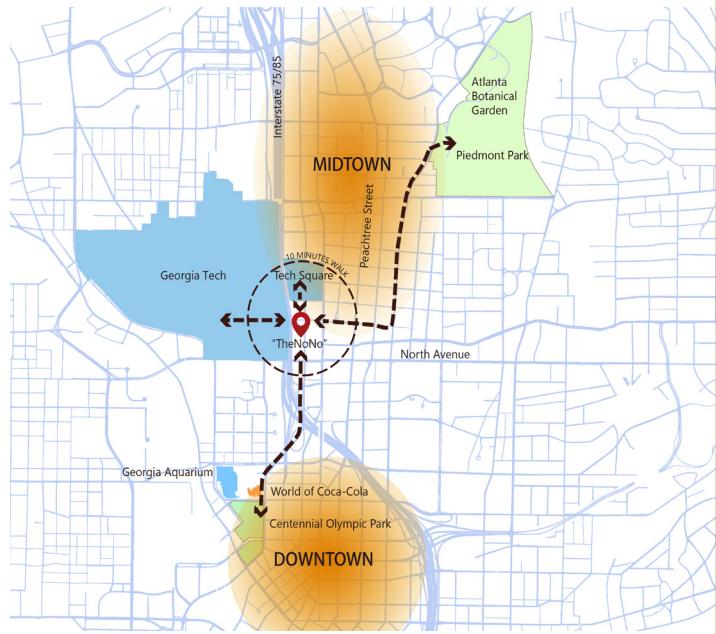
SPRING 2016

Site:

Atlanta, Georgia

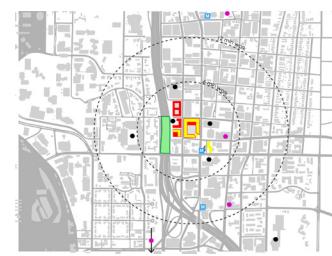
Project Summary:

Throughout Atlanta's illustrious history, progress has always delivered the newest forms of transportation: the railroads, the Interstates, the airport. TheNoNo will invite Atlantans into the future of transportation by returning to the past and discovering life at a human pace of walking, biking, and riding MARTA to their destinations. TheNoNo will be a walkable mixed-use development where residents and visitors will live, work, learn, and play together. TheNoNo's design hinges upon the development of a 5.25-acre park that will bridge the Downtown Connector and create a new and expansive green space while following Atlanta's tradition of bridging roads and railways with viaducts. Adjacent to the park, TheNoNo will feature high-end residences on what previously had been underutilized space along the highway. The Olympic Torch Tower will be reopened to offer an inviting view from its 120-foot tall observation deck.



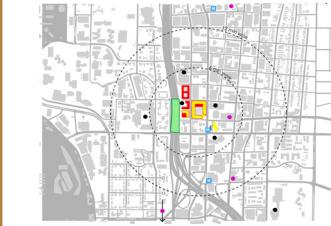
CONTEXT

Located amongst Georgia Tech's Technology Square, the Fabulous Fox Theatre, and The Varsity, TheNoNo is situated amongst some of Atlanta's most recognizable names.



LAND USE

As a walkable, mixed-use development, TheNoNo will feature residential, retail, and offices in addition to new open spaces for public enjoyment.



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TRANSIT

In keeping with the visions of the Midtown Blueprint, TheNoNo's reconnection will spur other developments to make connections to bicycle paths, and MARTA to lessen their dependence on cars.

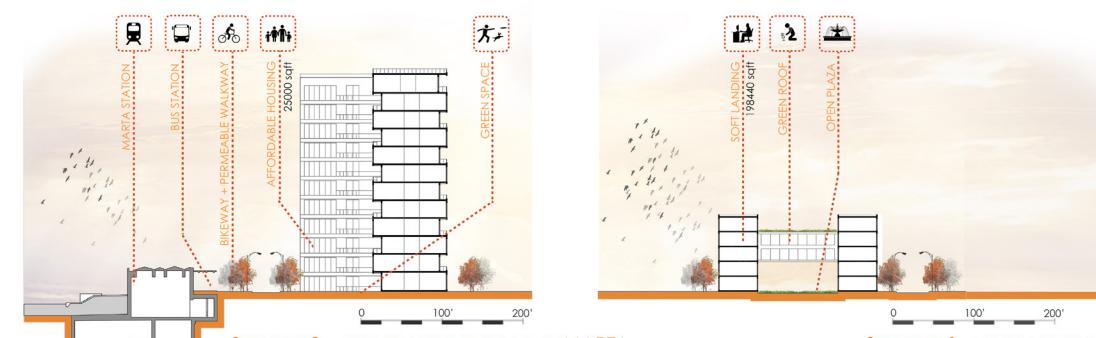
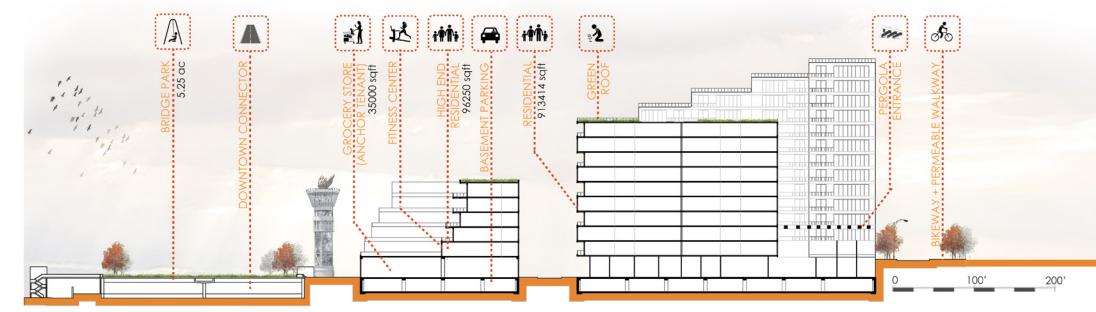
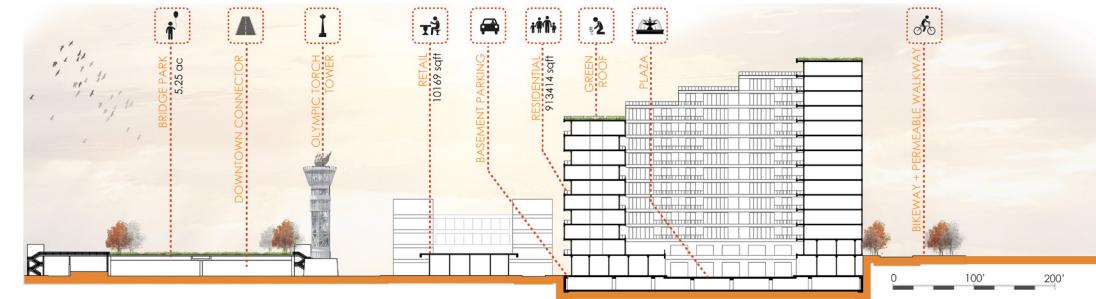
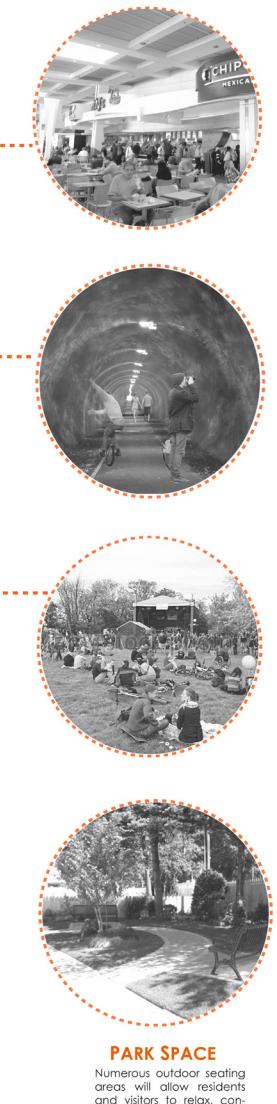
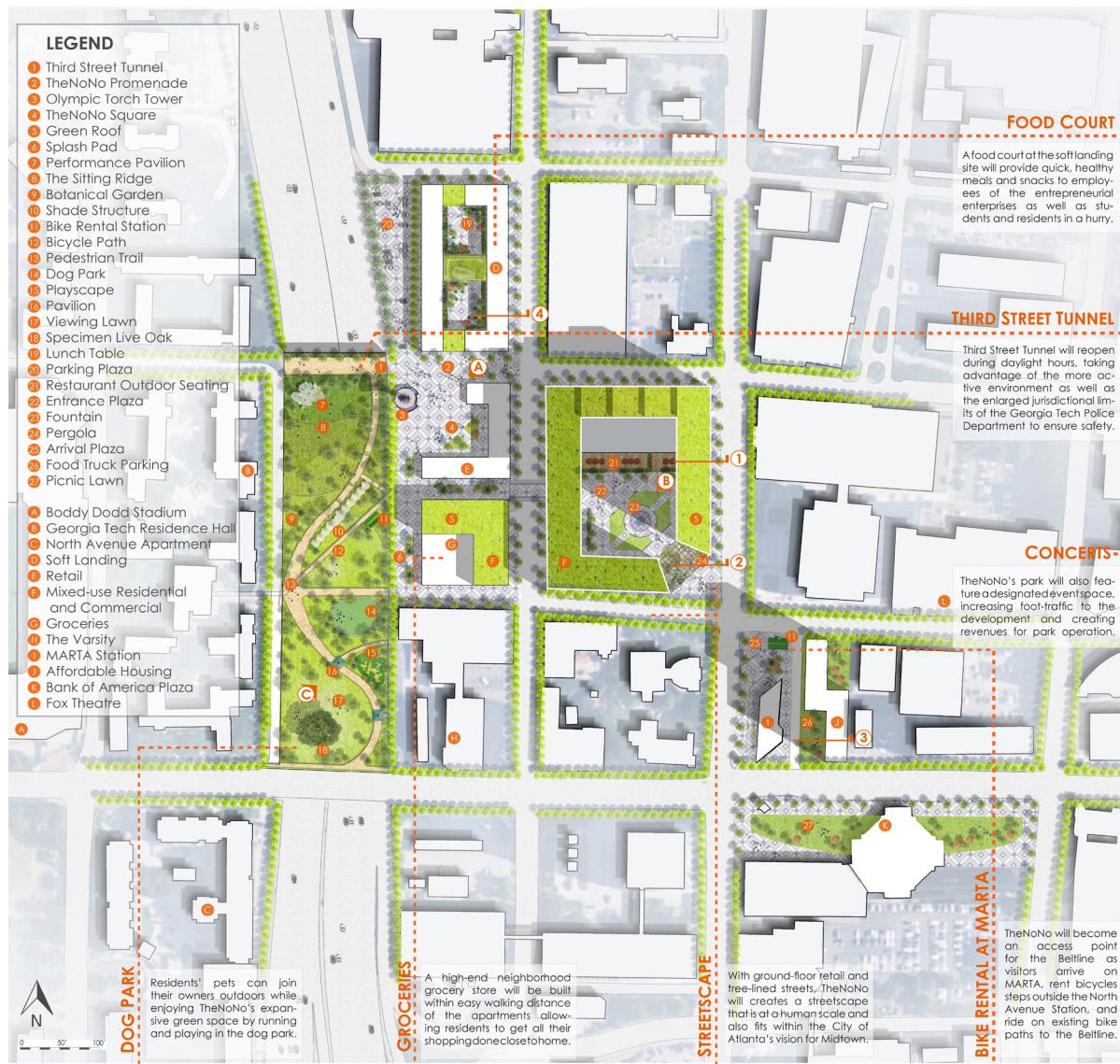


FUTURE INFLUENCE

TheNoNo will spur other developers to look to neighboring areas to take advantage of the increased economic opportunities within the region.

Residential developments around the North Avenue MARTA Station will attract people who both live and work in TheNoNo as well as inhabitants who wish to live in TheNoNo and use public transportation to commute to work in other parts of the city. Across the street from the station exit will be a block of ground-floor retail with apartments above and an inviting open-air central plaza at ground level. The northern section of the proposed development will feature a soft landing site with flexible offices and co-working spaces for businesses that are graduating out of Technology Square's incubator.

On a local scale, the park will connect TheNoNo's retail and offices to the Georgia Tech campus, encouraging students and residents to venture across the Interstate in a safe and healthy environment. At a larger scale, the park will also serve as a bridge for tourists walking from Centennial Park's attractions to Midtown's museums; previously there was no reason to walk between those areas, but by placing the tower's observation deck within easy walking distance of both sites non-residents will also be drawn to TheNoNo's public areas.





Phase 01

Phase One will consist of a significant amount of residential development, which has substantial potential for cash-flow generation.

Phase 02

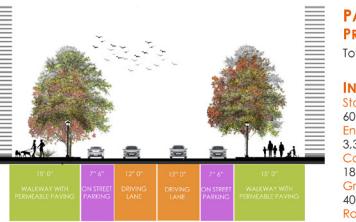
Phase Two will consist of the park and additional residential development.

Phase 03

The combination of the high-end residential adjoining the park as well as the soft landing sites for businesses will showcase TheNoNo's synergistic relationship with the site location.

Sustainability will be an important design principle guiding the development of TheNoNo. All new construction will be built at a minimum to LEED Silver standards while remaining structures, such as the Olympic Torch Tower and the pedestrian tunnel, will be reused to minimize resource expense. The park will be irrigated through drip-irrigation from rainwater captured and stored within the bridge structure for re-use. By reducing the number of commuters traveling by car, fewer emissions will be produced by TheNoNo's resident and work populations. Parking will feature electric car charging-stations, and once drivers are out of their cars they will be able to utilize the bicycle-rental station. TheNoNo will also improve urban sustainability overall by acting as a catalyst for further redevelopment in neighboring areas.

STREETSCAPE



ENVIRONMENTAL PERFORMANCE

