

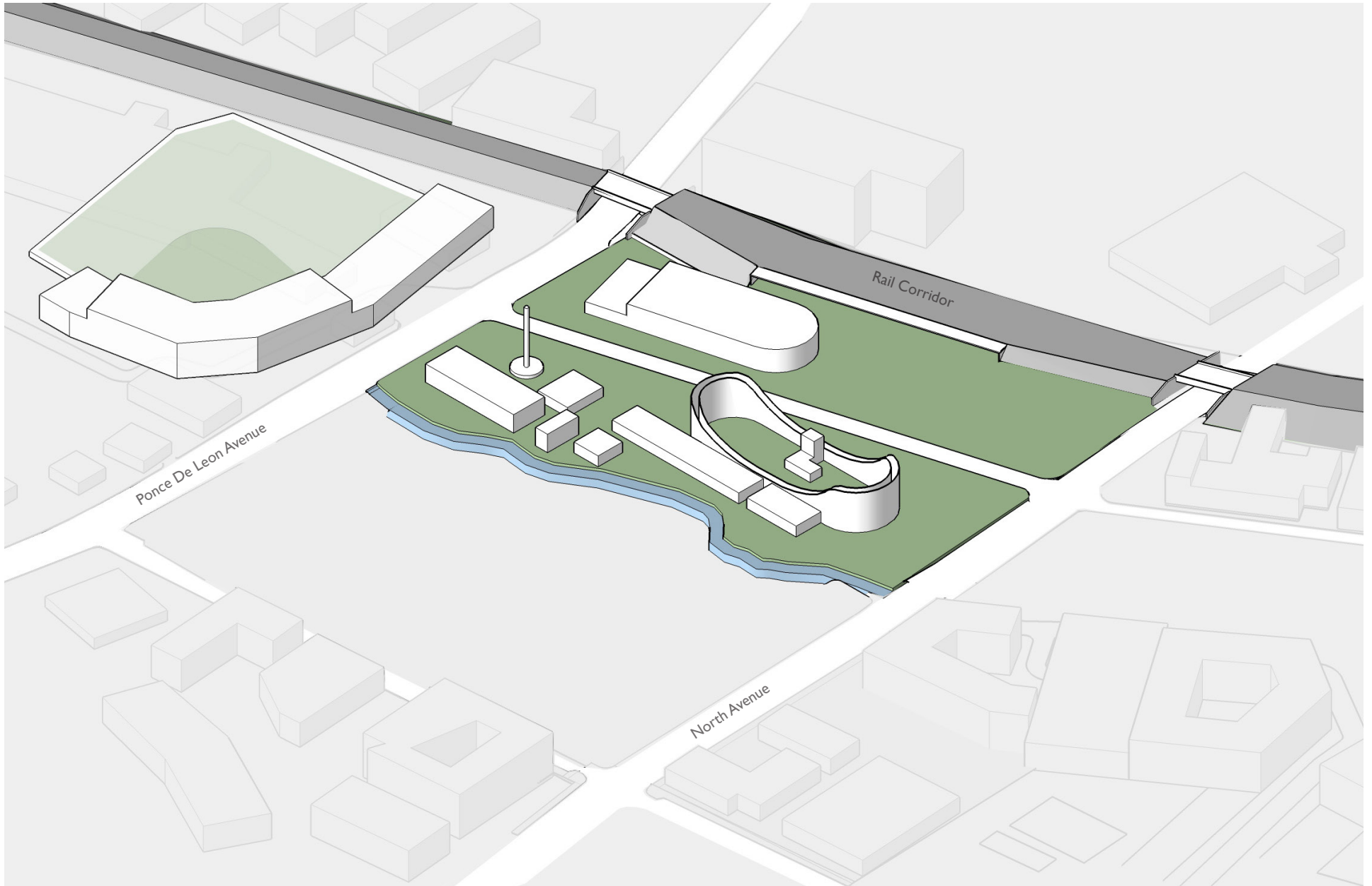
THE STORY OF

PONCE CITY MARKET

SURBER
BARBER
CHOATE+
HERTLEIN
ARCHITECTS



History



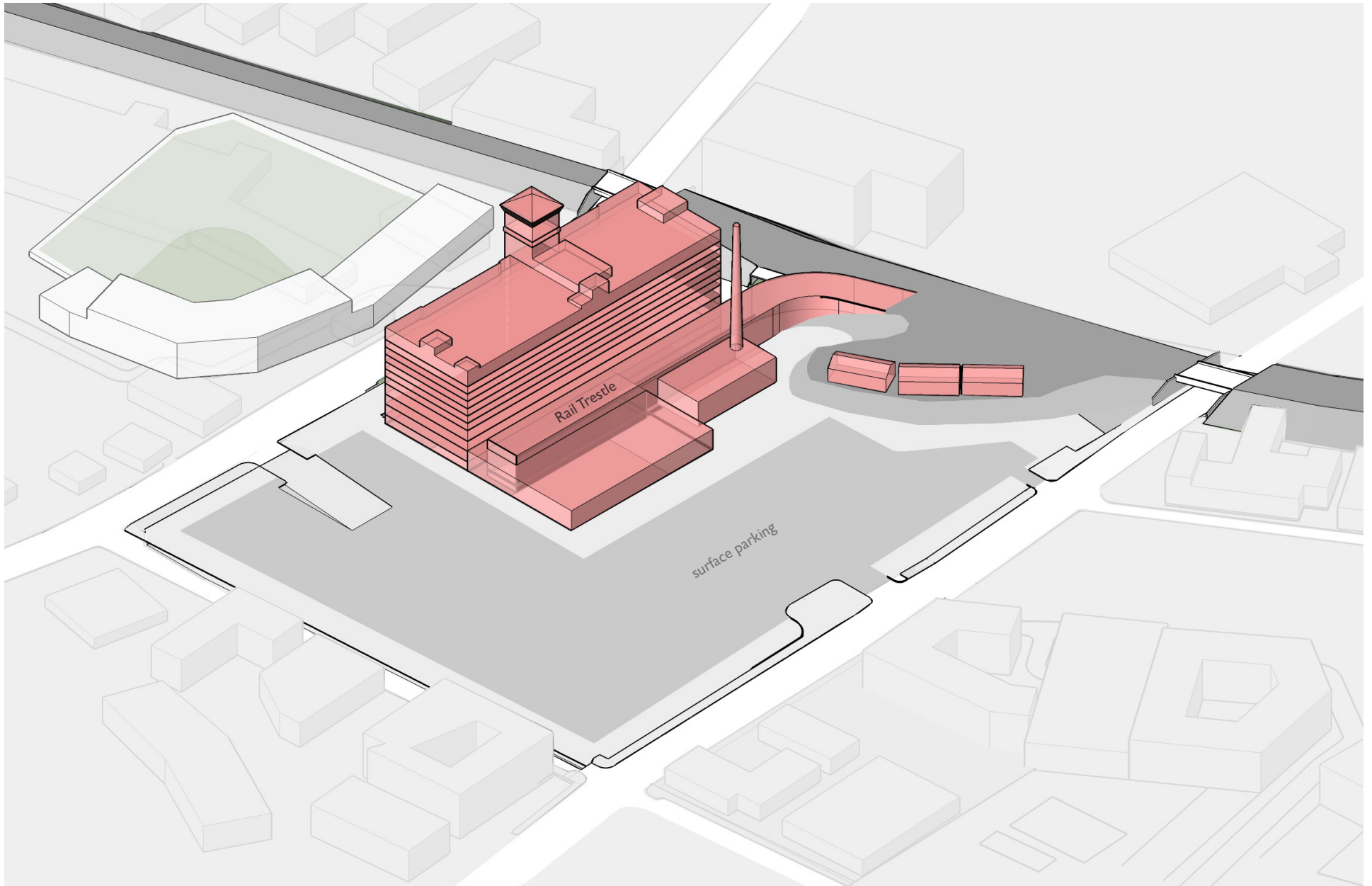
1872 - 1903

Ponce De Leon Springs and Amusement Park

1907 - 1925

Ponce De Leon Ballpark - Home of the Atlanta Crackers

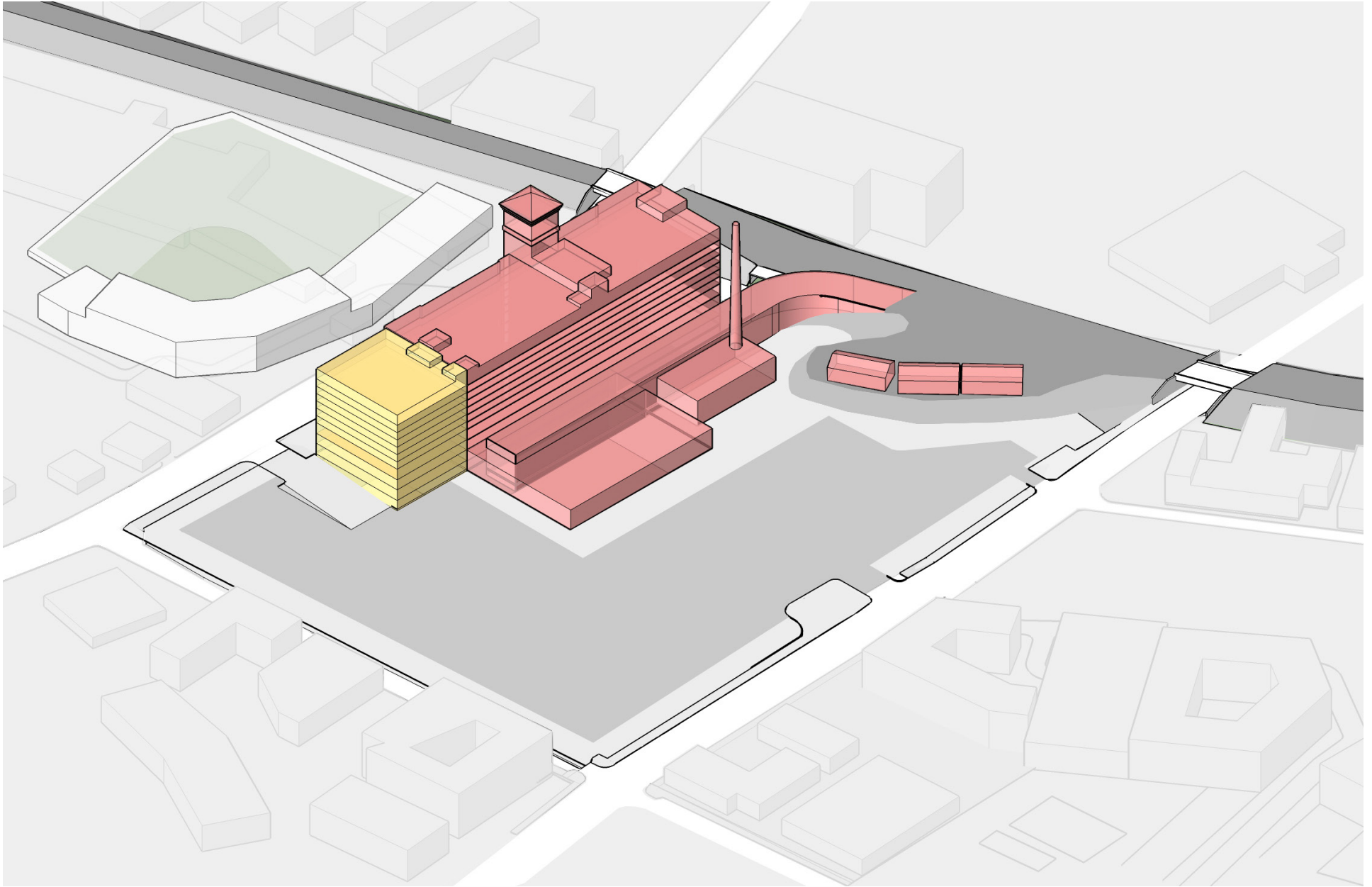
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1926
Sears, Roebuck & Company

Phase I: Retail Store, Warehouse, and Regional Office
Nimmons, Carr and Wright Architects (Chicago)

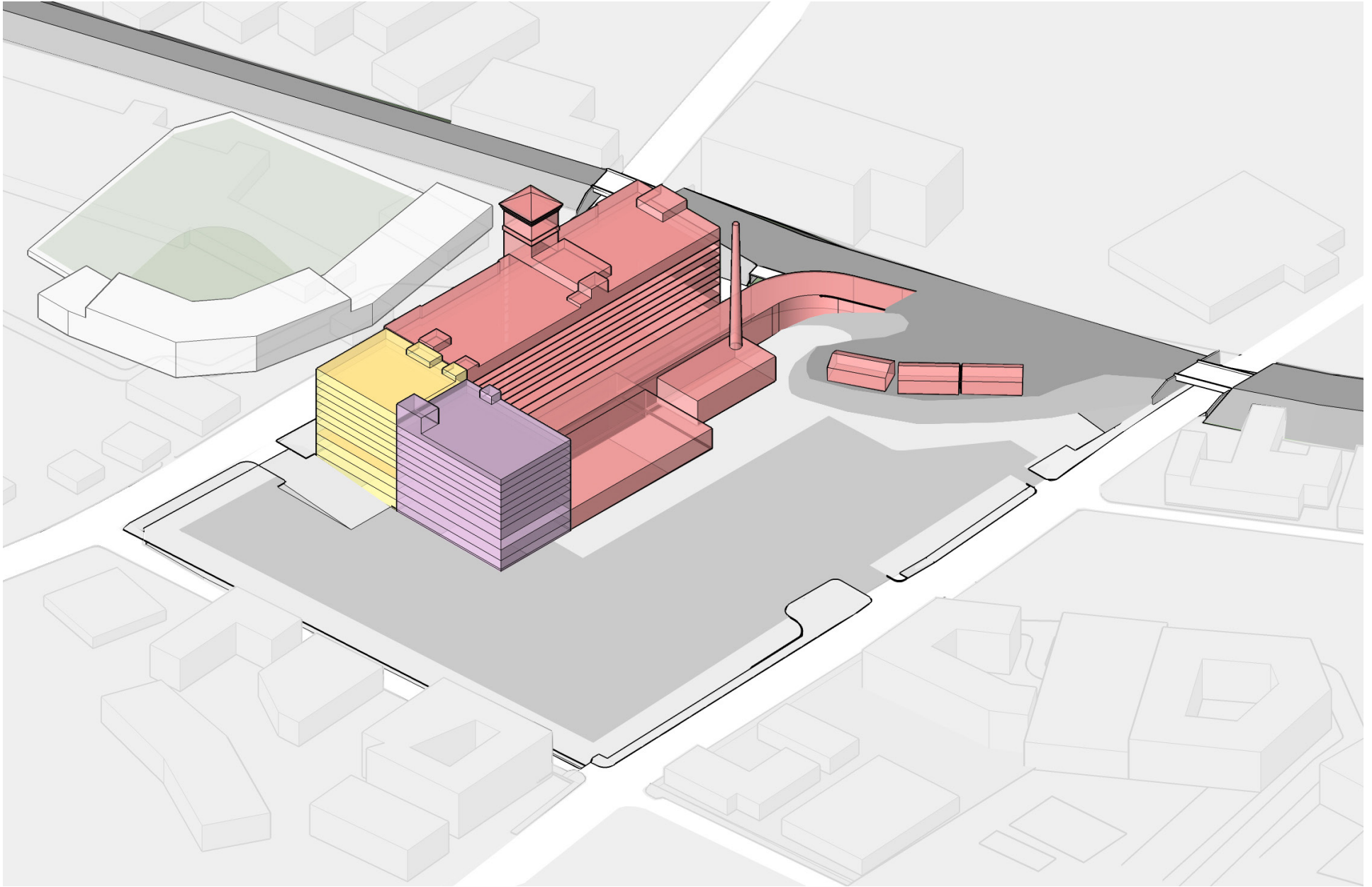
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1929
Sears, Roebuck & Company

Phase 2: Retail Store, Warehouse
Nimmons, Carr and Wright Architects (Chicago)

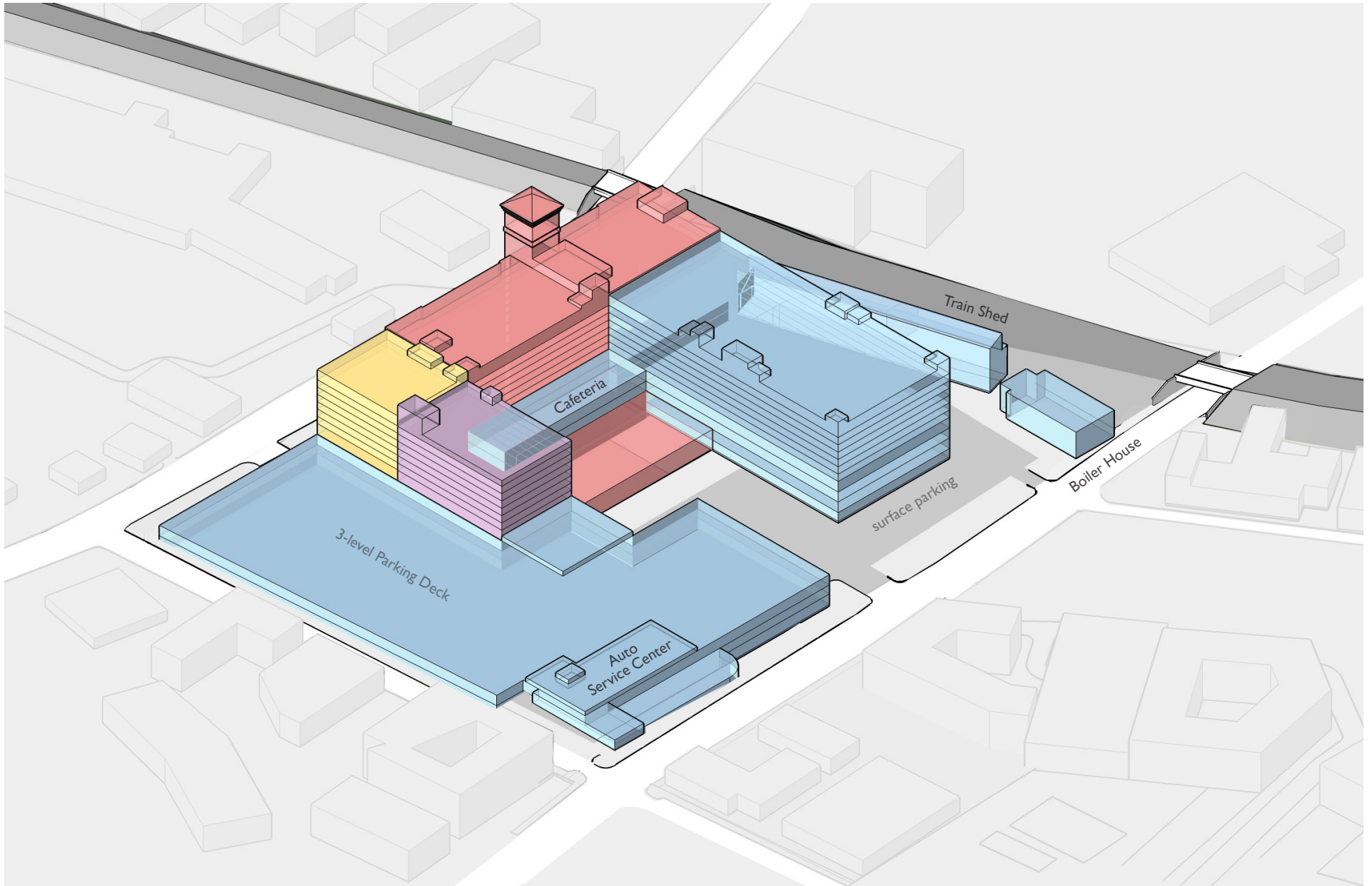
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1946
Sears, Roebuck & Company

Phase 3: Warehouse
Nimmons, Carr and Wright Architects (Chicago)

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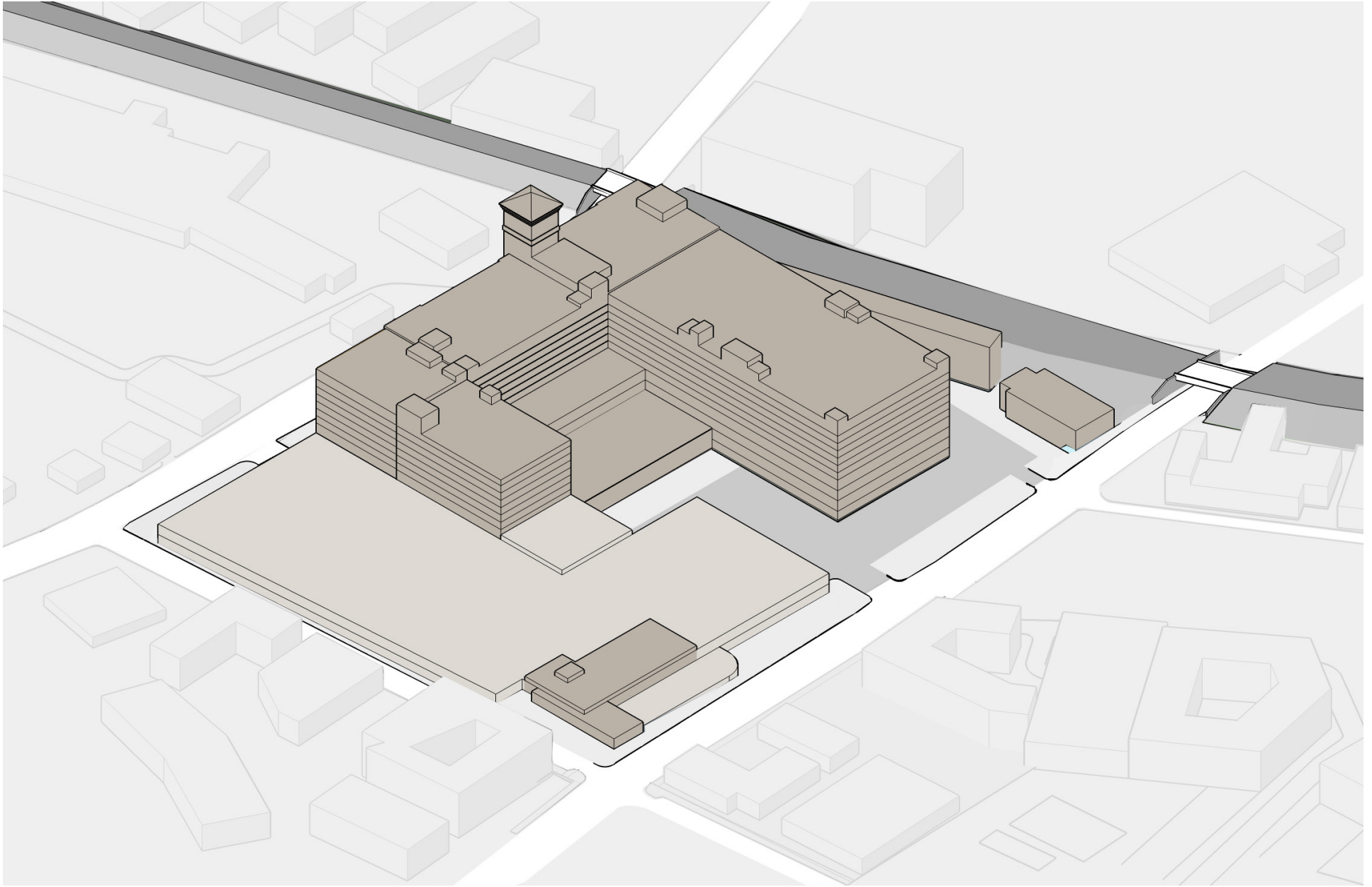
1966

Sears, Roebuck & Company

Phase 4: Warehouse, Train Shed, Boiler House, Auto Service Center and Parking Decks

Bothwell and Associates / F.E. Davidson Associates Architects

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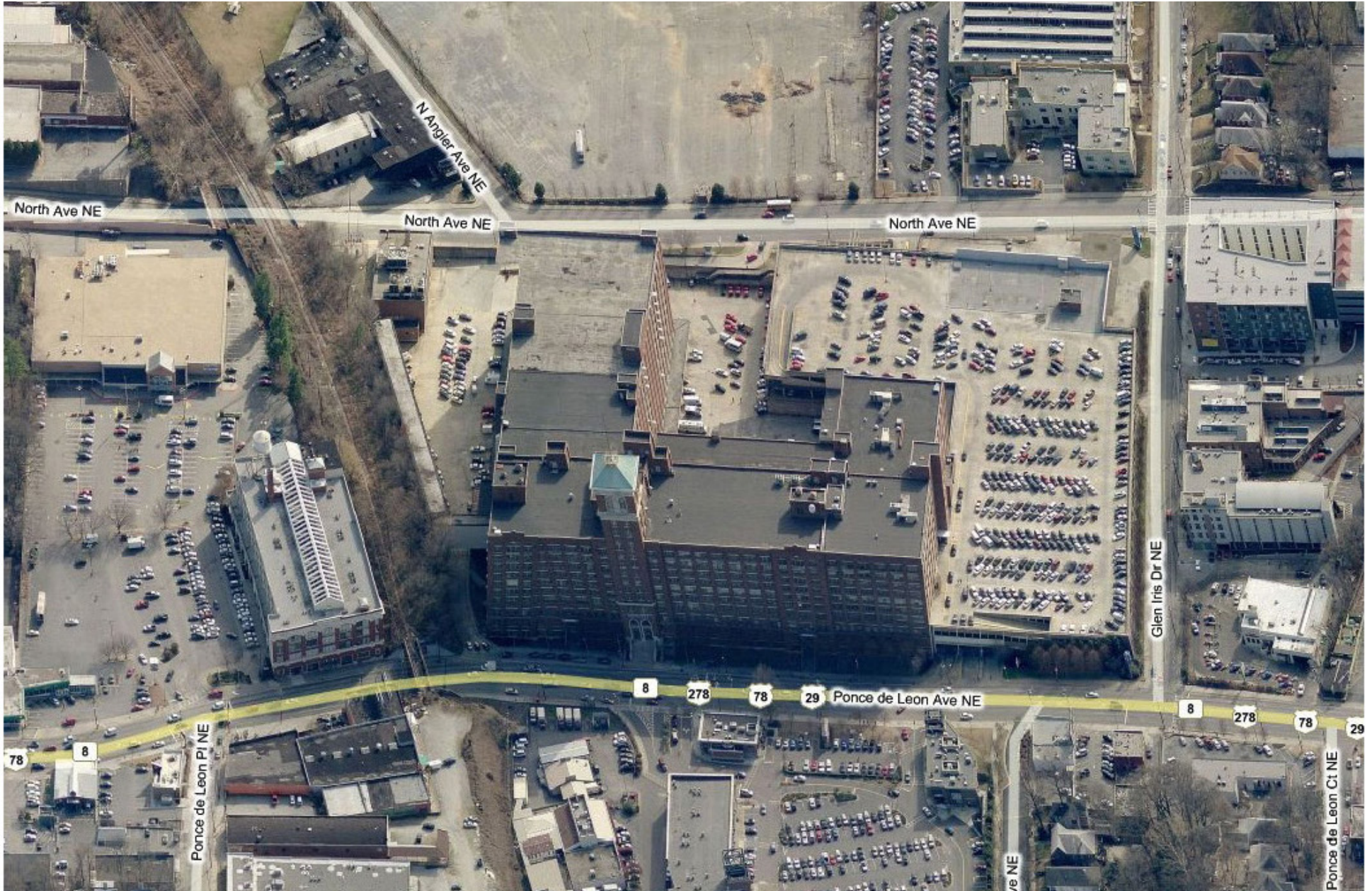
1966 - 1987

Sears, Roebuck & Company

1990 - 2010

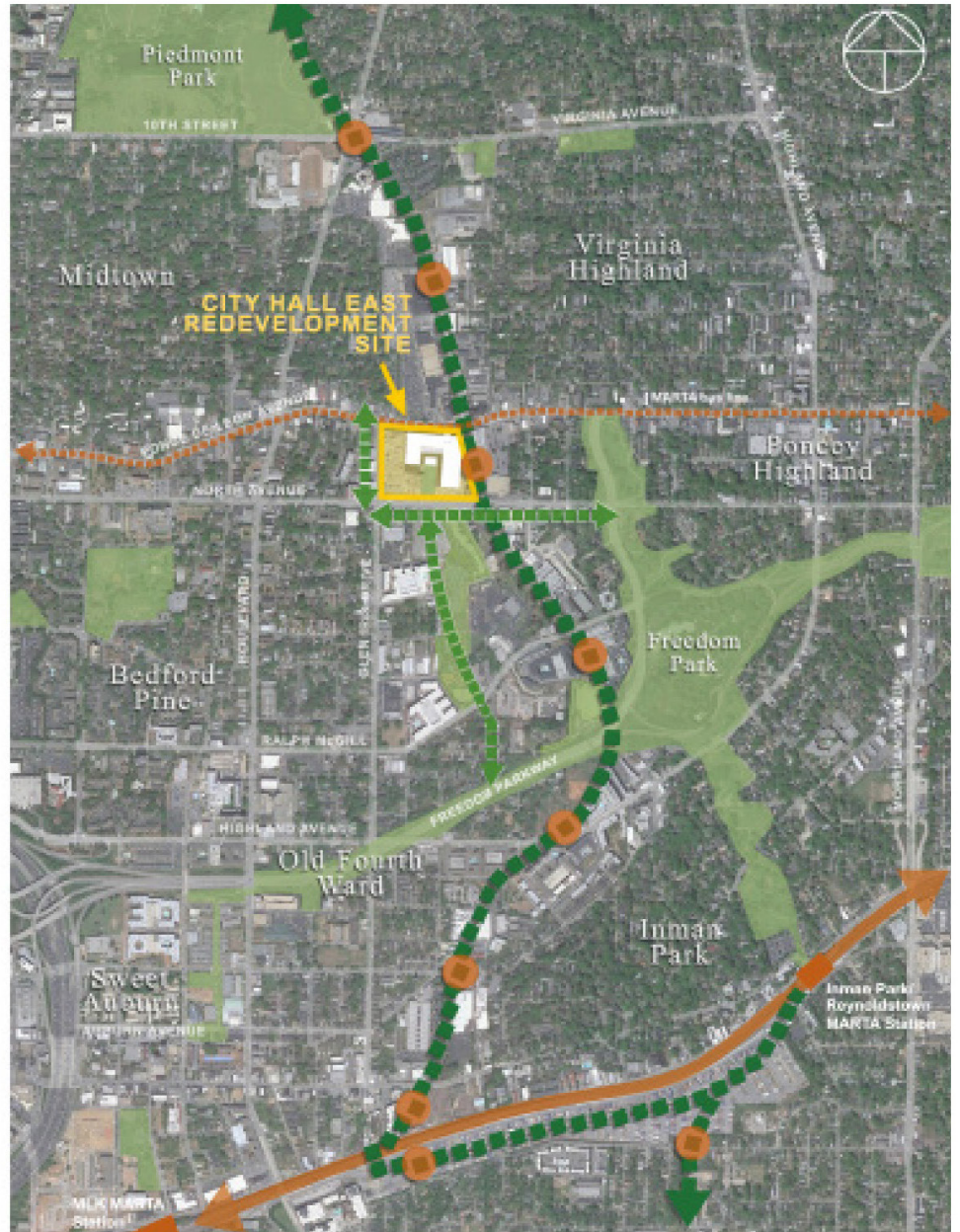
Atlanta City Hall East

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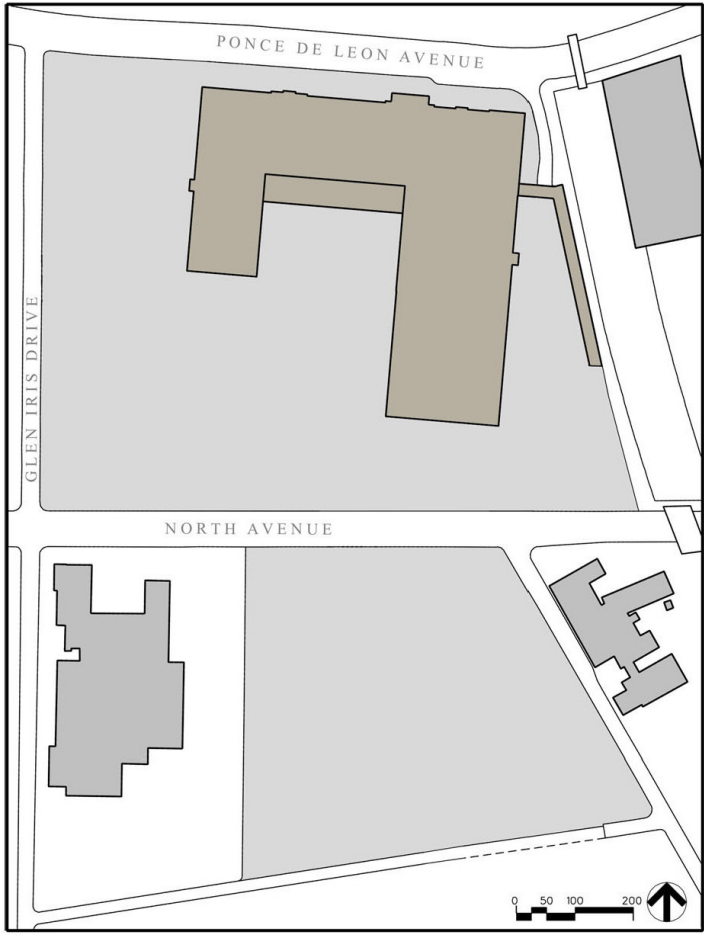


Assessment



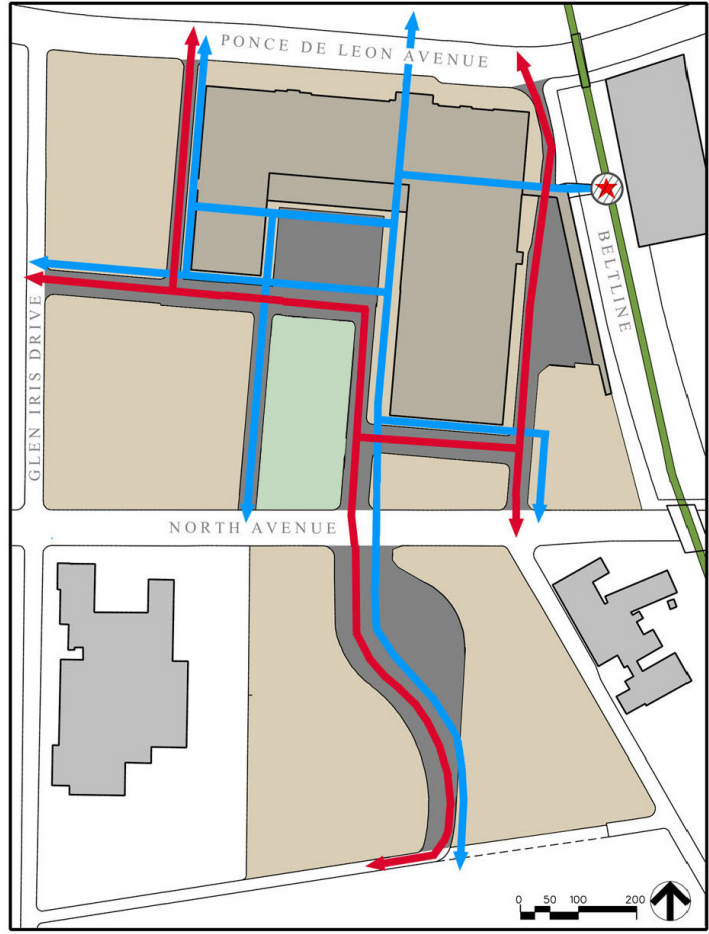
Old Fourth Ward

Existing Blocks



- Existing Blocks
- "Mega-blocks"
- No interior vehicular access
- Pedestrian unfriendly

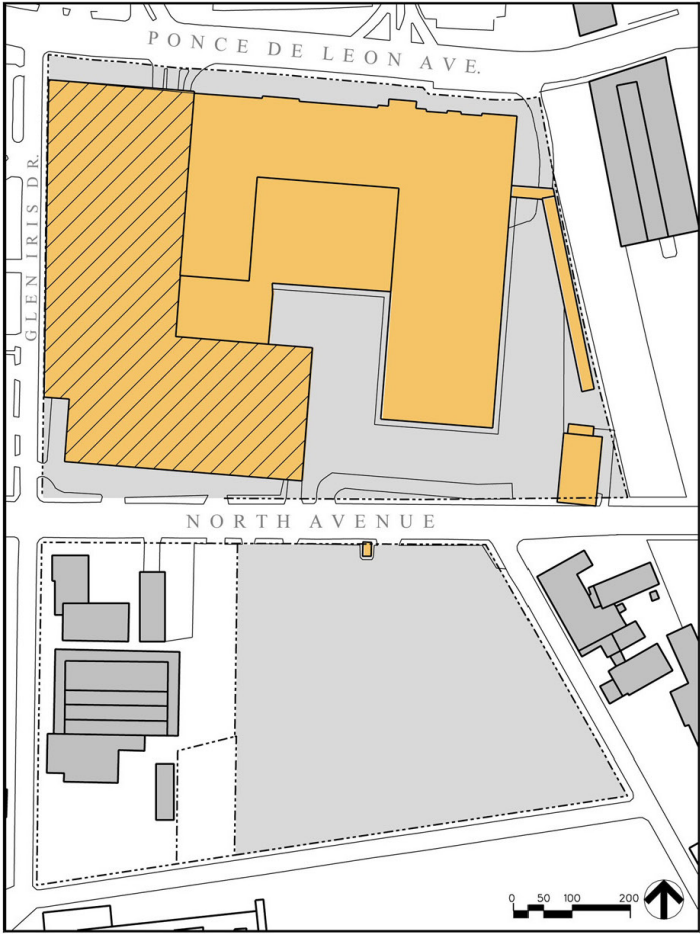
Proposed Blocks



- New Blocks
- Vehicle Access
- Pedestrian Access
- Beltline Stop
- Break up of "mega-blocks"
- New human scaled parcels
- Multiple points of vehicular access
- Improved pedestrian circulation

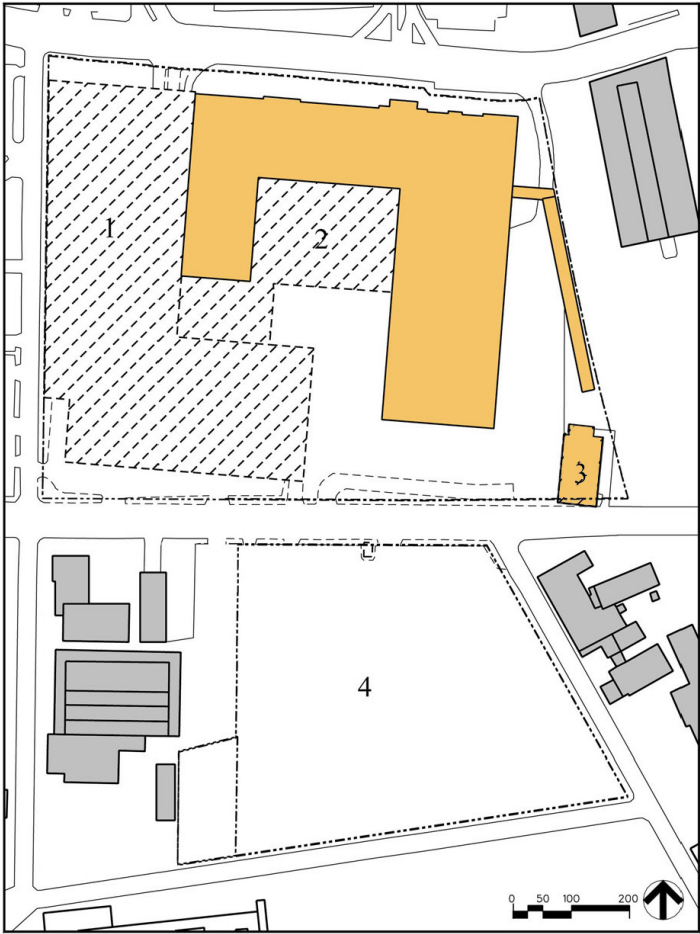
Initial Diagrams

Existing Building / Site



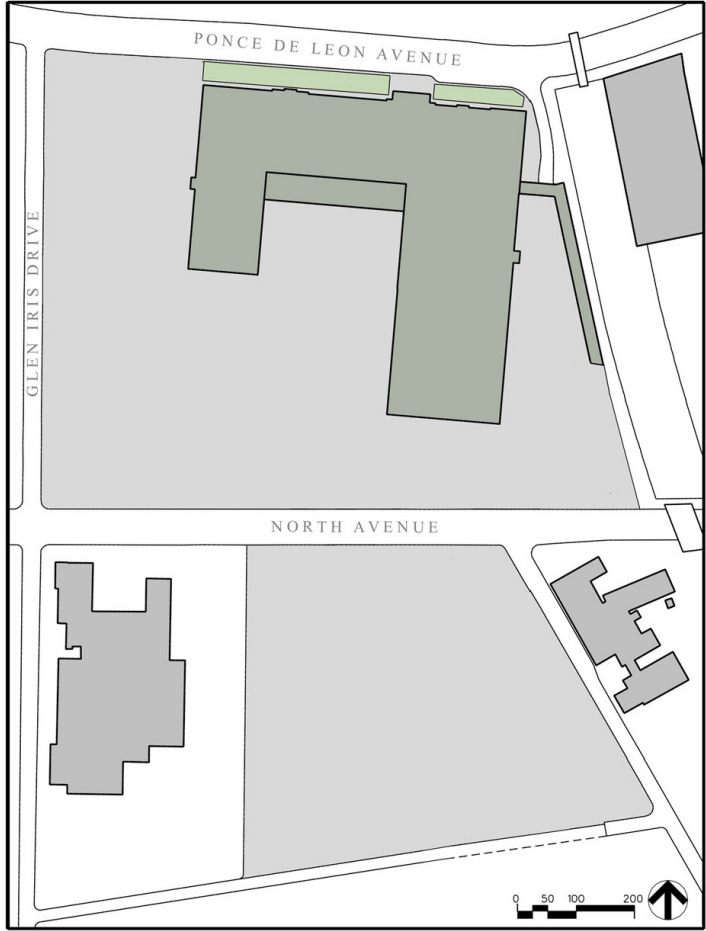
- Existing Buildings
 - Existing Parking Deck
 - Existing Site
- Approximately 2 million square feet
 - On site parking in deck/surface lot
 - 98% covered and impervious
 - Virtually no green space

Proposed Demolition



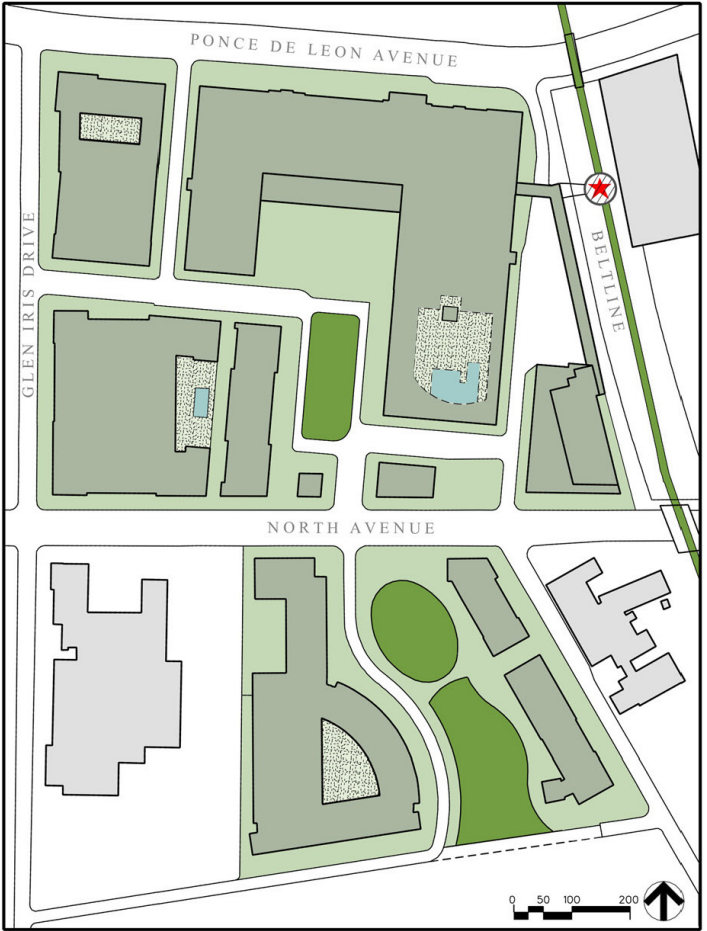
- Existing Building to Remain
 - Demolished Buildings
- 1 Remove existing parking deck
 - 2 Demolish miscellaneous additions
 - 3 Retain utility building/equipment
 - 4 Uncap parking lot site

Existing Ground Surface



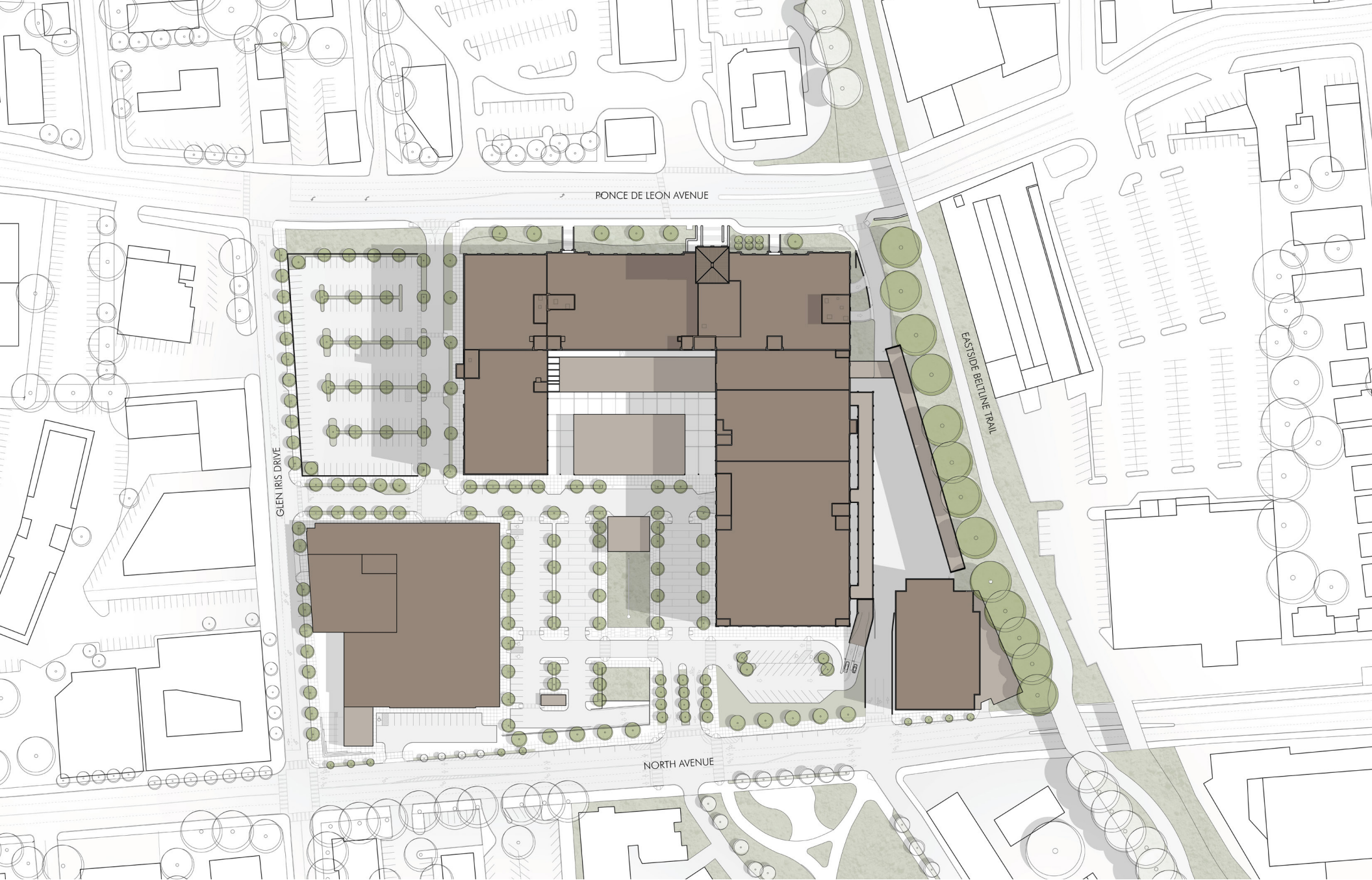
- Existing Impervious Ground
- Existing Green Space
- 98% covered and impervious
- Virtually no green space

Proposed Ground Surface



- Primary Green Space
- Public Plaza/Open Space
- Semi-Private Open Space
- New Buildings
- *
 Beltline Stop
- Overall "greening" of both sites
- New sidewalks and street trees
- Community gathering spaces created
- Stormwater management incorporated





PONCE DE LEON AVENUE

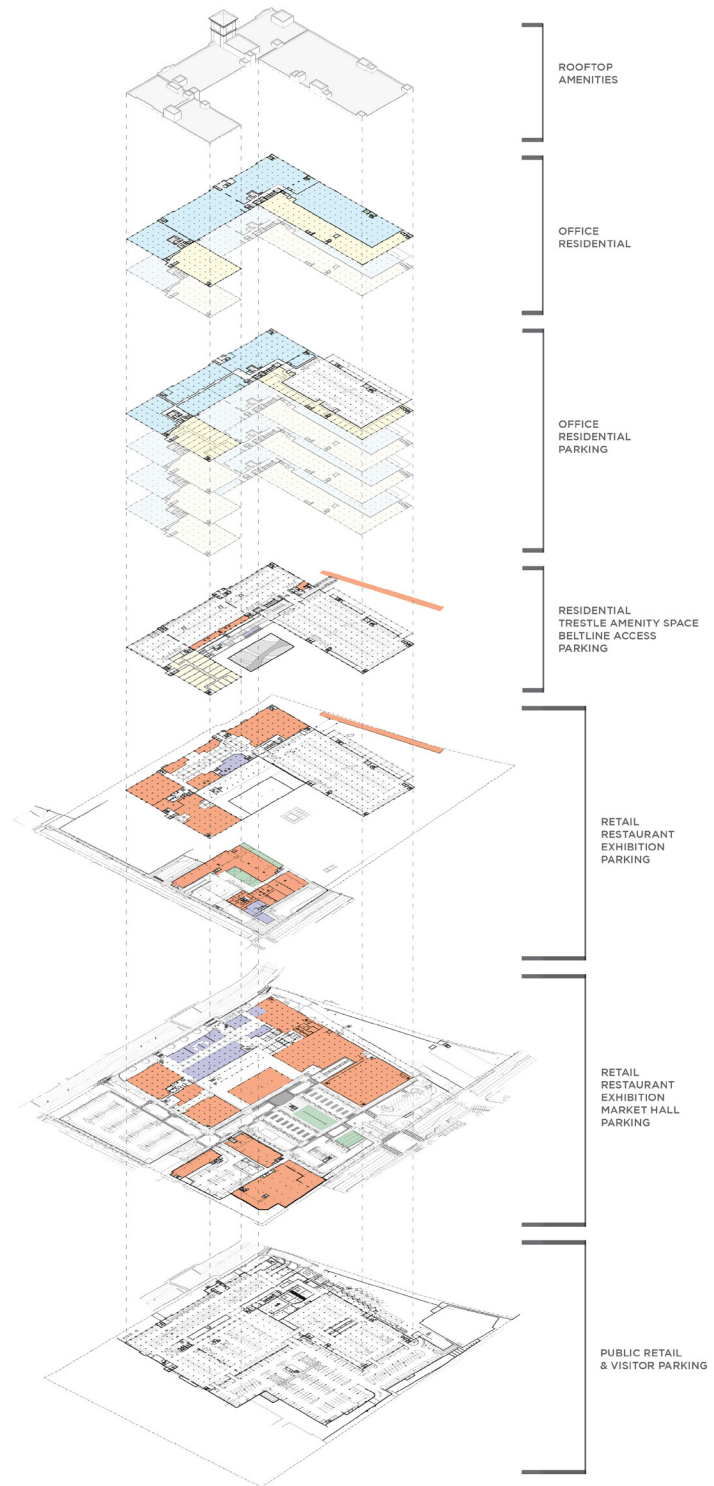
GLEN IRIS DRIVE

EASTSIDE BELLLINE TRAIL

NORTH AVENUE

Overall Site

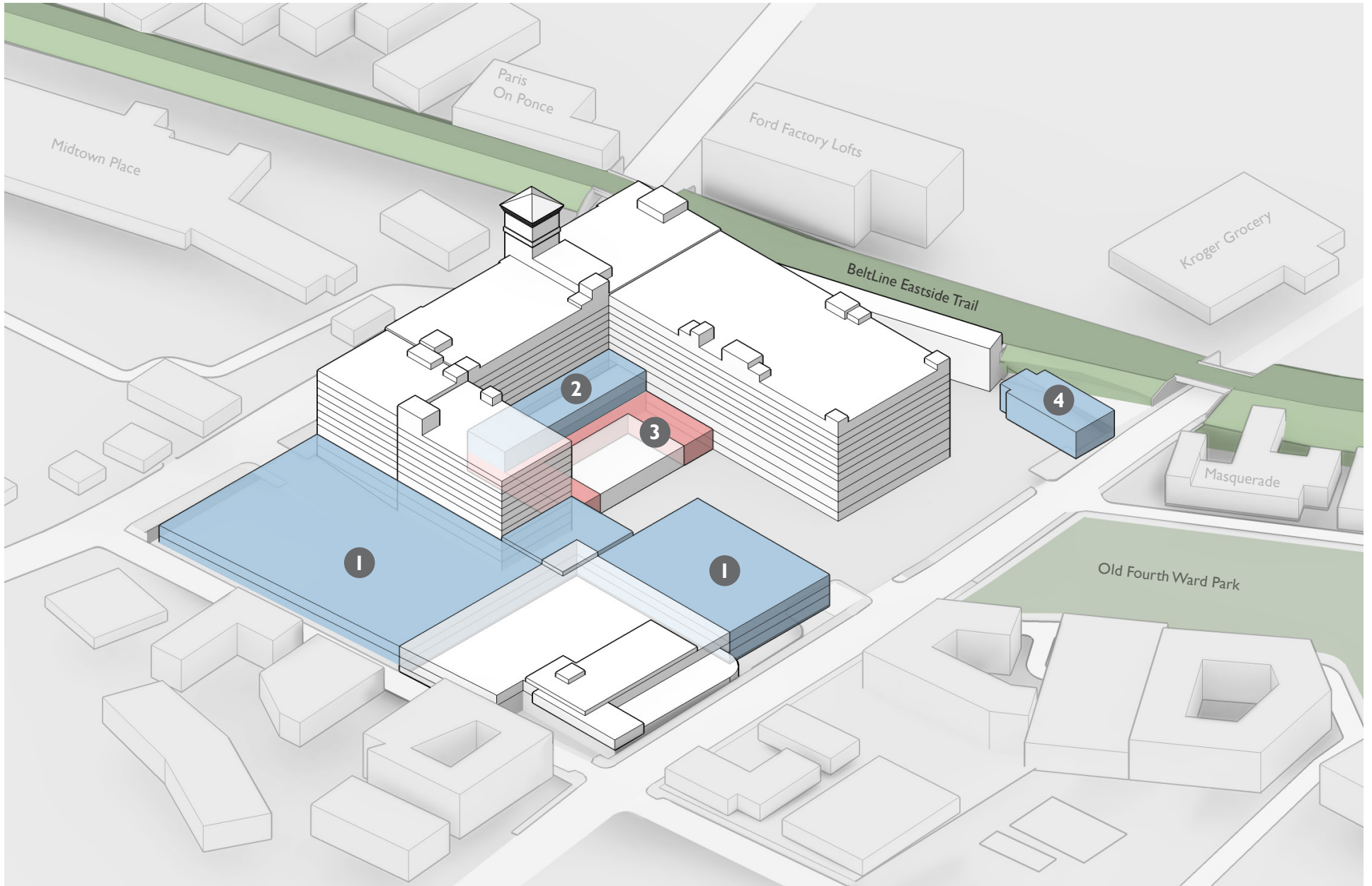
Stacking Plan



PONCE CITY MARKET

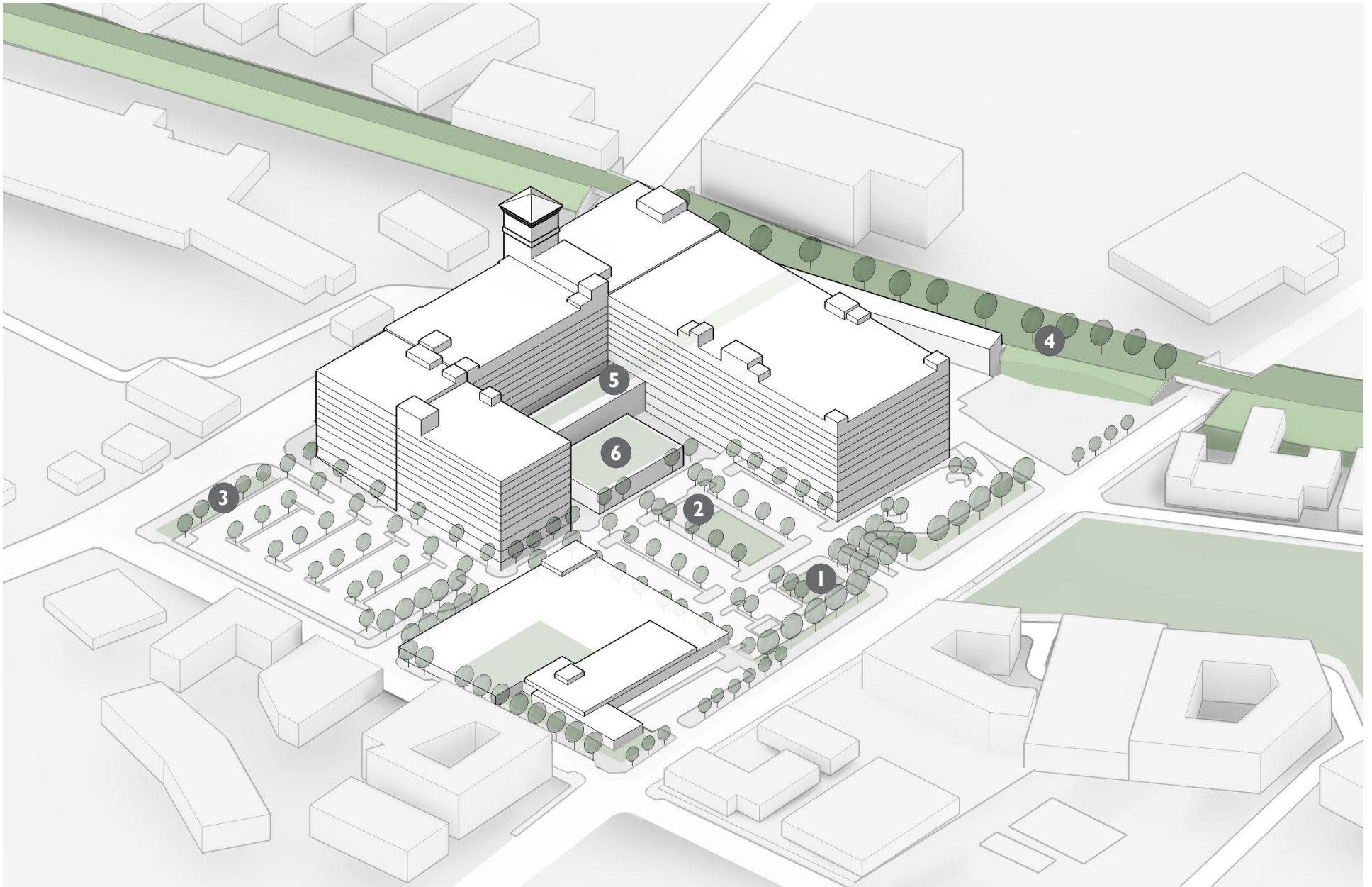
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the Site



Site Clearing

- 1 Parking Deck '66
- 2 Cafeteria '66
- 3 Warehouse '26
- 4 Boiler Building '66



Greenscape

1 Amphitheatre
2 The Lawn

3 Dog Park
4 BeltLine Park

5 BeltLine Connection
6 Green Roof

Shellwork



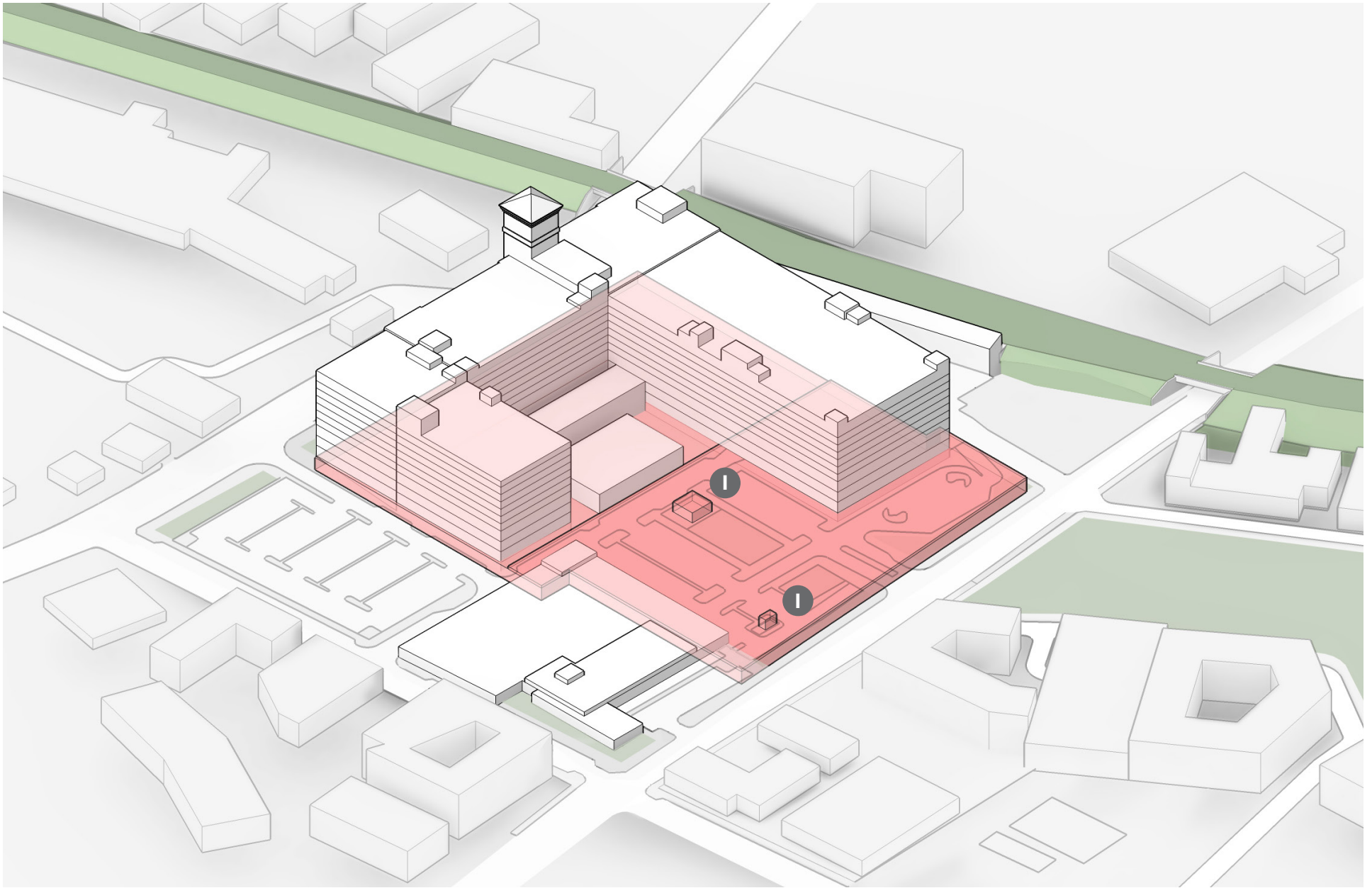






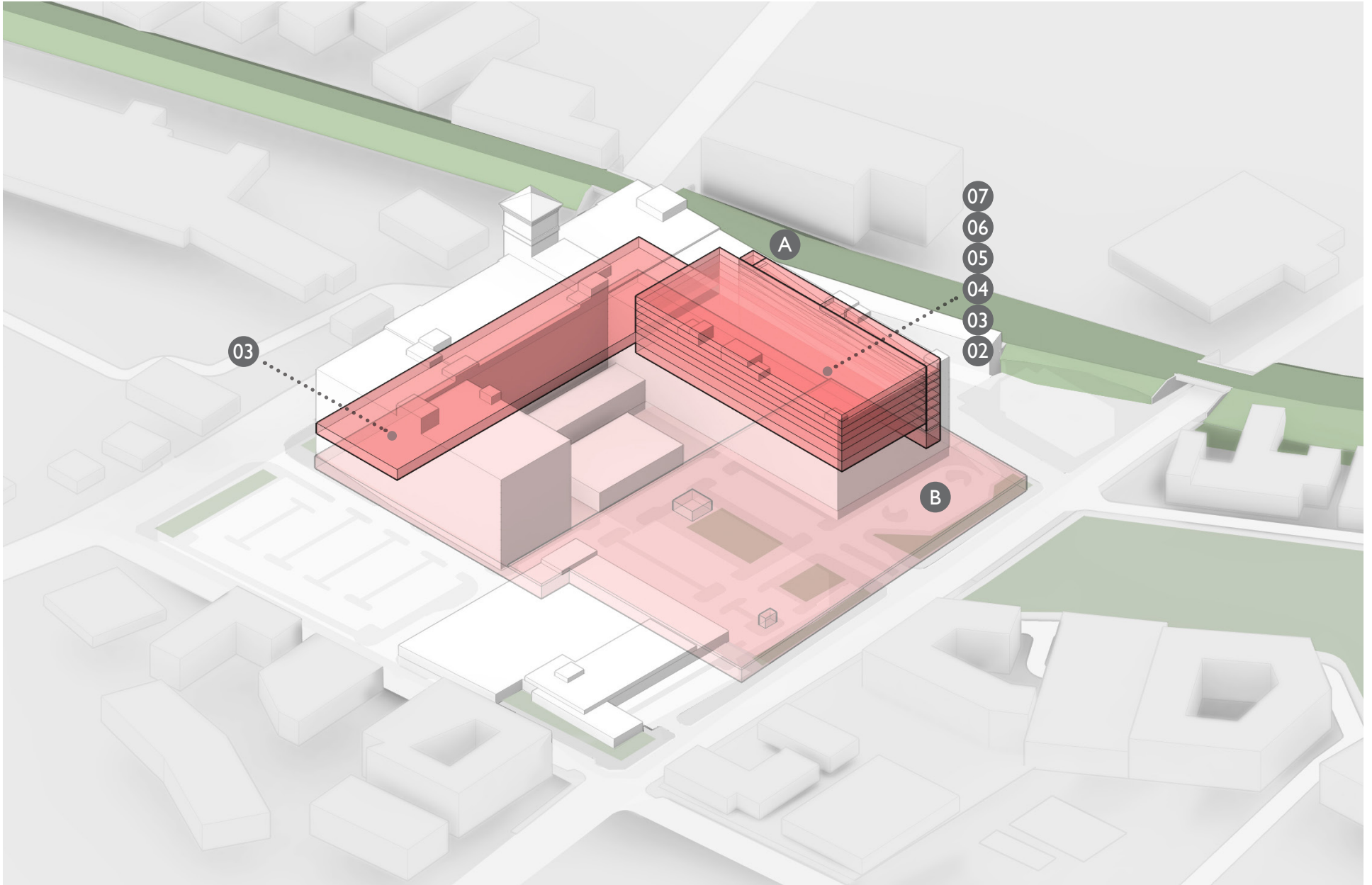


Parking



Parking: Table Top

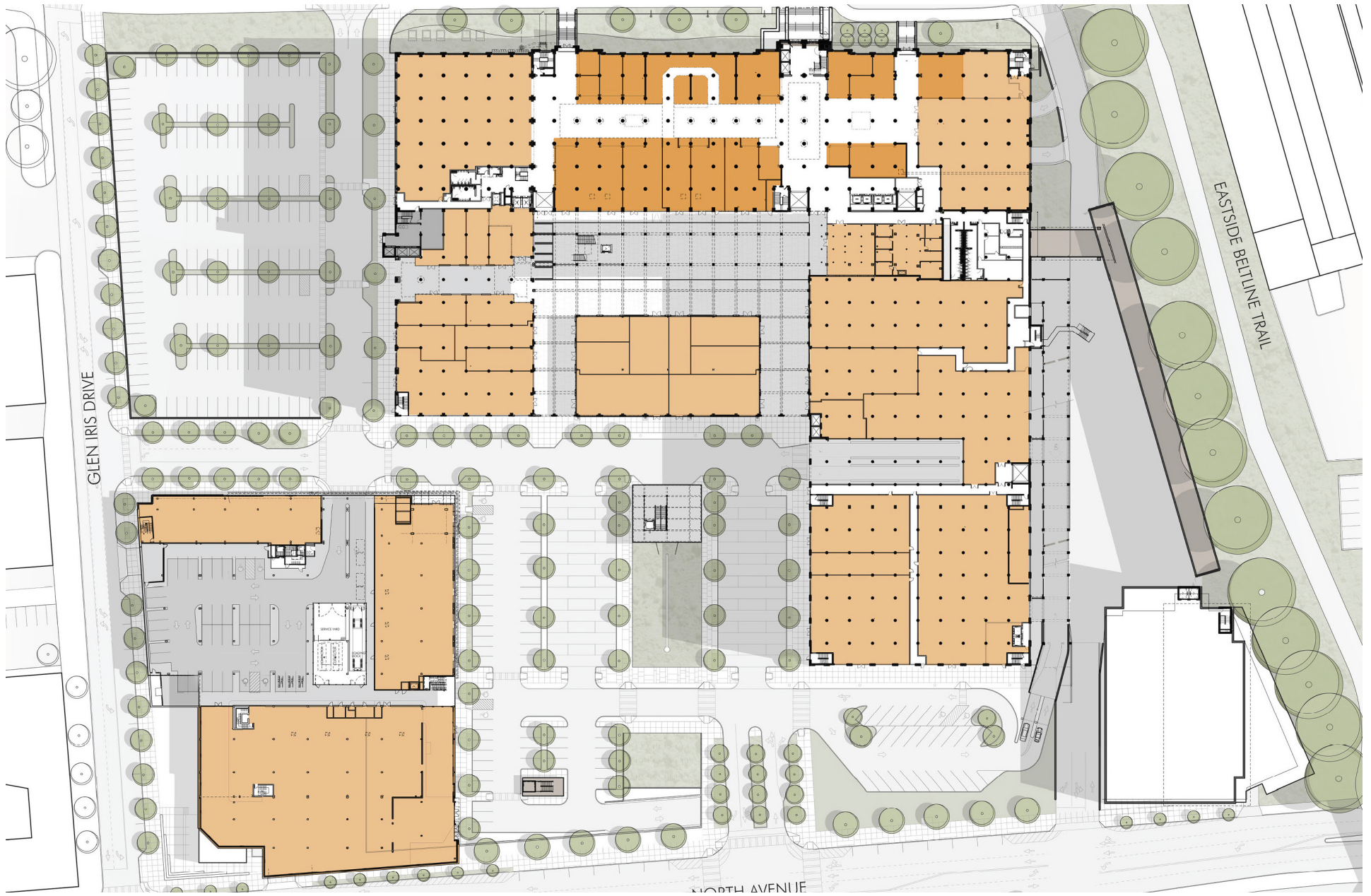
- I Access Points to Level 00
- Level 00 Parking

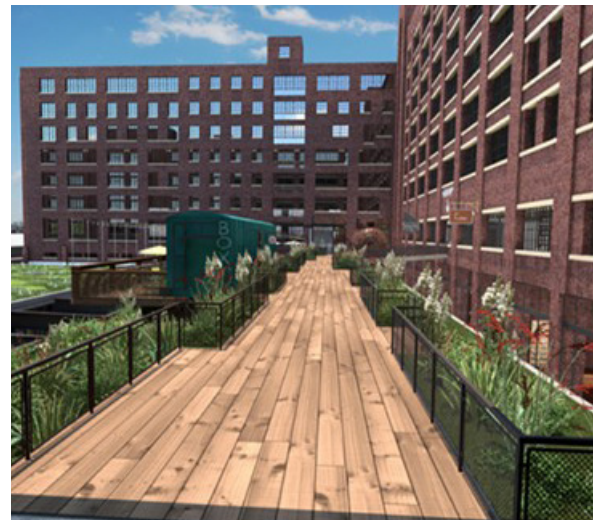


Parking: Interior

- Levels 02 - 07 Parking
- Level 00 Parking
- A** Parking Ramp
- B** Table Top Parking (Level 00)

Courtyard

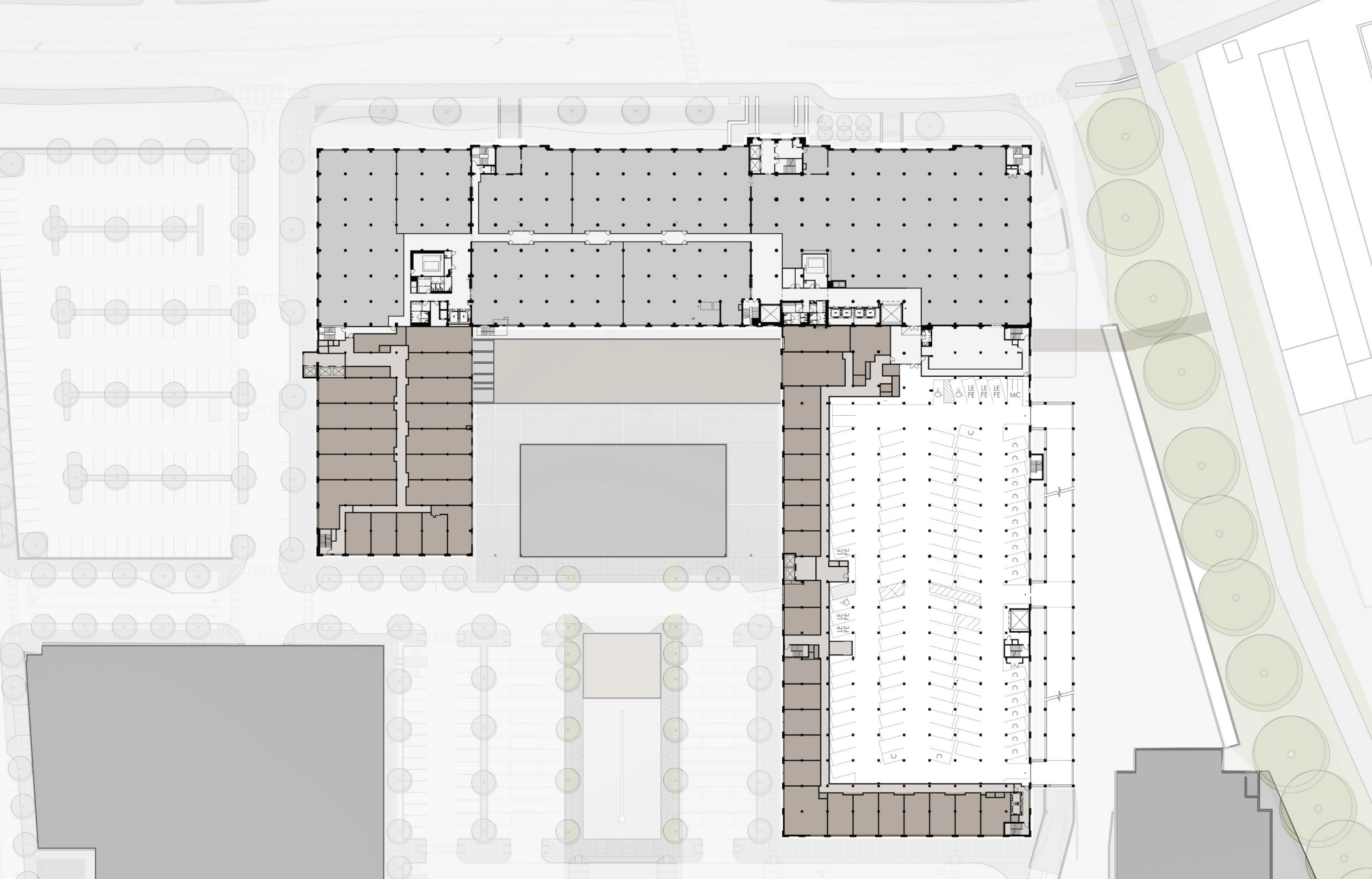




Food Hall



Residential Units



Service Building







NORTHWEST GLEN IRIS DR. CORNER

Boiler Building & New Deck



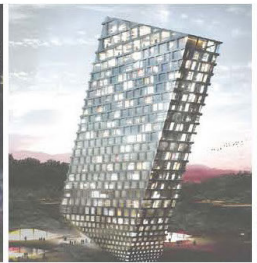
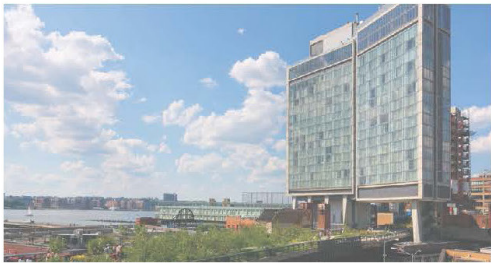
NORTH AVE./BELTINE, EXISTING CONDITION



NORTH AVE./BELTINE WITH PARKING GARAGE



NORTH AVE./BELTINE WITH PARKING GARAGE AND TOWER





FUTURE TOWER PHASE, NORTH ELEVATION



BELLINE PAVILION, EAST ELEVATION









