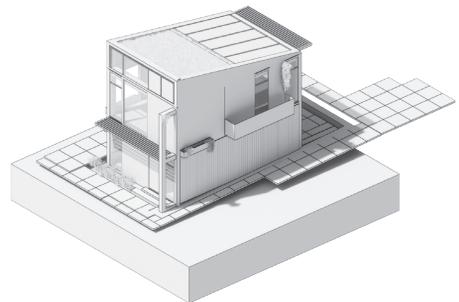
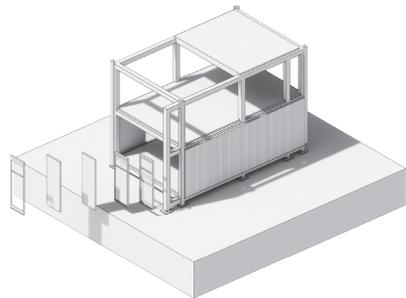


THE POWER OF PLACE AND SOCIAL PRODUCTION

*building a sustainable
community in Westside
Neighborhood - English Avenue*



ARCH 6049: Design + Research I Graduate Studio, Fall 2021
The Power of Place and Social Production

A STUDIO REPORT
School of Architecture - Georgia Tech

Editors:

Julie Ju-Youn Kim
Gillian Gingher

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The Work:

This report is based on the work of the graduate studio ARCH6049: The power of place and social production, fall 2021. This booklet features selections of proposals arranged to tell the stories of architecture, engagement, and investment. We see acts of design, of building, as ones of optimism. Our work seeks to amplify the voices of the community - to use the language of architecture to emphasize the power of place and social engagement.

I want to thank all of the participants who joined us over the course of the semester, offering their external lenses and perspectives on this important and relevant conversation. I am grateful for the enthusiastic and committed engagement of Jaren Abedania, Westside Future Fund; Lee Harrop; Westside Future Fund; Winston Taylor, The Beloved Community; Mother Moore, The Beloved Community; Jennifer Fine, Invest Atlanta; Tim Keane, City of Atlanta Planning Commissioner; Josh Humphries, City of Atlanta Planning Department; Carolina Rodriguez, City of Atlanta Planning Department; Michael Street, HDR Architecture; Robby Bryant, HDR Architecture; Richard Alsop, HDR Architecture; Jessica Flake, StudioSOGO; James Tomlin, resident and entrepreneur.

Our work is not done - we are just getting started. We were interested in testing whether the questions that motivated us can contribute to a broader local dialogue. They did just that.

Julie Ju-Youn Kim, Director
Flourishing Communities Collaborative



English Avenue Property Map

September 20th, 2021 ENGLISH AVENUE NEIGHBORHOOD

| | |
|---|----------------------------------------------------|
| ■ | C3 - COMMERCIAL LOT - C4 - COMMERCIAL SMALL TRACTS |
| ■ | UNDEVELOPED |
| ■ | R3 - RESIDENTIAL LOTS |
| ■ | E3 - EXEMPT CHARITIES (426 + 432) |
| ■ | U2 - OPERATING UTILITY |
| ■ | I4 - INDUSTRIAL SMALL TRACTS |
| ■ | E2 - EXEMPT CHURCHES (440) |
| ■ | I3 - INDUSTRIAL LOTS |
| ■ | E1 - EXEMPT - PUBLIC PROPERTY (450) |

BORDERS

- N - Donald Lee Hollowell Parkway
- E - Northside Drive
- S - Joseph E. Boone Boulevard
- W - Joseph E. Lowery Boulevard

| | |
|----|-------------------------------------------------------------|
| 06 | The Power of Place and Social Production, Julie Ju-Youn Kim |
| 09 | Listening to the Community |
| 29 | PROPOSITIONS FOR THE FUTURE: STUDENT WORK |
| 31 | The Porch |
| 39 | The Edge |
| 45 | Posturban Retrocores |
| 57 | Urban Frame |
| 69 | The Anchor |
| 77 | Moment Home |
| 85 | Studio Participants |

The power of place and social production

Julie Ju-Youn Kim

Dwelling is a means to meet others for exchange of products, ideas, and feelings; that is, to experience life as a multitude of possibilities; second, it means to come to an agreement with others; that is, to accept a common set of values. (Christian Norberg-Schulz, *The Concept of Dwelling*)

If the house is the starting point of architecture, then the neighborhood, city, or landscape is the ultimate architectural artifact. This work of this design studio accepts the idea that housing and community are inextricably intertwined. We employ tactics and strategies to empower the neighborhood at the multiple scales of city to community to housing to the single house.

Our work is focused on the Westside in English Avenue Neighborhood. Today, approximately 44% of homes in the surrounding English Avenue Neighborhood are vacant and two-thirds of the residents live below the federal poverty line, and urgent neighborhood concerns include the existing service desert, hydrology challenges exacerbated by climate change, and mounting, external development pressures. However, the neighborhood is poised for positive change through the Westside Land Use Framework Plan (2017), already approved by the community and city. We will consider programs - with housing at their center - as essential instruments for daily life and community engagement. In this project we will employ design research methods through the design of specific building programs aimed at redefining resiliency and economic sustainability. In a historically vibrant, but rapidly shrinking neighborhood, our work will set positive steps forwards to bolster retention and help in stabilizing the community.

What's at Stake?

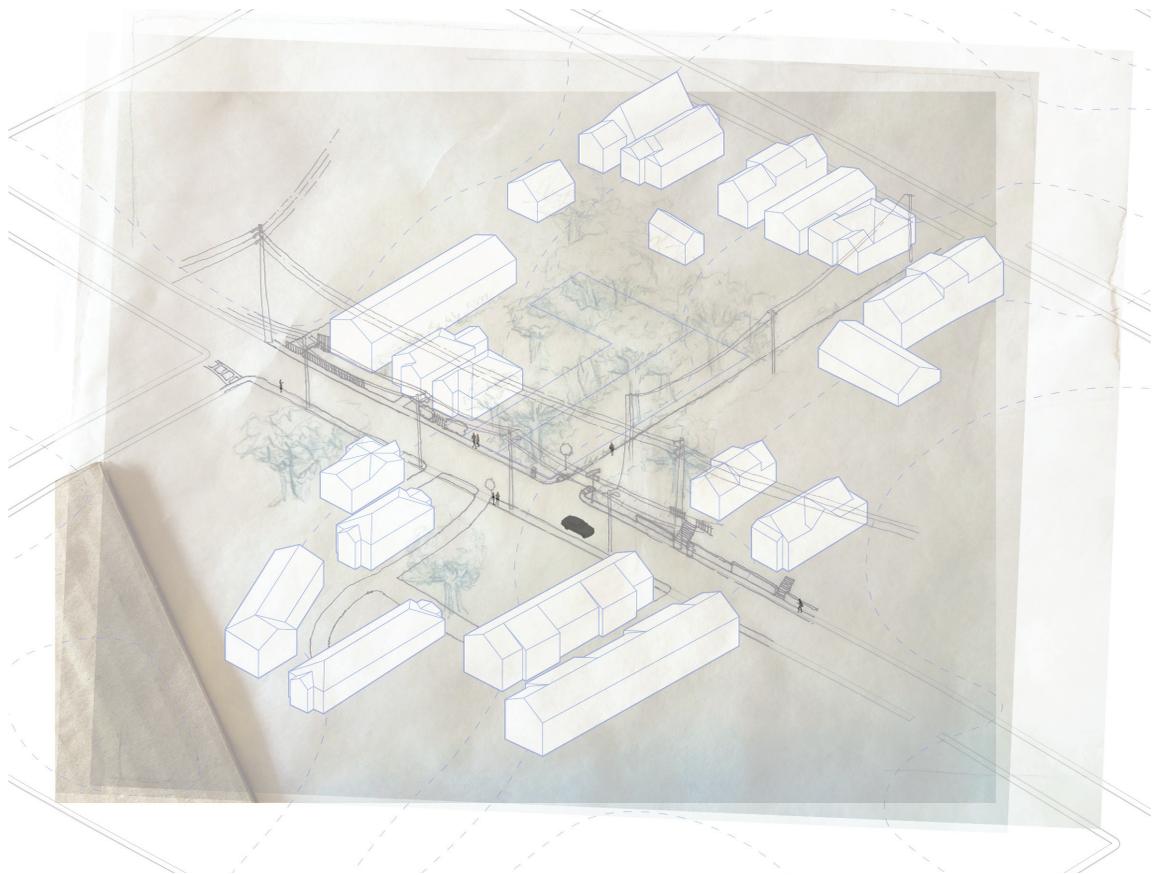
The home is a principal icon of American culture. It fulfills the physical need for shelter. Likewise, it symbolizes a set of aspirations and values. Unfortunately, the promise of home-ownership remains elusive to many individuals. Rising cost of housing tied to the increasing demands for housing

impacts the ability for many to fulfill the American dream of owning one's own home. In too many urban neighborhoods, this issue becomes even more magnified. For builders and developers, the key considerations of cost, site, and construction - not innovation in design - tend to be the drivers. Layering in the aim of "affordability" tightens the financial and construction constraints. In many (if not all) cases, this results in lower performance and diminished long-term value.

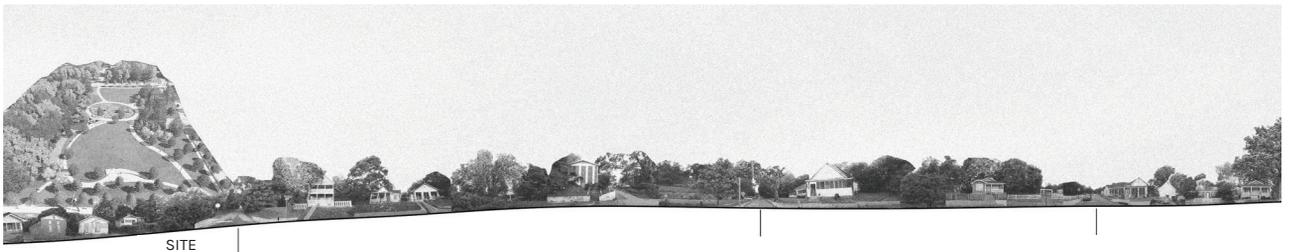
This studio offers the challenge for the architects to establish a proactive role in engagement with community stakeholders. Building on our understanding of momentum already in place, the studio takes on the neighborhood scale and offers an overall plan that addresses the genuine mix of programs required to stabilize and sustain the community. Integrating diverse and relevant building types, we aim to strengthen positive citizen-centric social impact and equity through the power of place. Students explored programs including the single-family house, multi-family housing (innovations in the SRO model), mixed-use projects with community/retail services at the street level with housing above, parks with integrated technologies that bring services such as energy and broadband access to the neighborhood, among others. Our design proposals consider interrelated issues of community, place, memory, story-telling, culture and identity across scales.

Provocations

Can we imagine a role for the architect where the act of design is an entrepreneurial and innovative endeavor - for those who are underserved and/or under-resourced? How can we be creative in imagining new models of dwelling with shared community services? What does a prototype for affordable living units (single-family, multi-family) that flexibly responds to the changing demographic of non-family households look like? What is the minimum footprint for such a housing unit? How has technology allowed for new and/or radical thinking in these areas?



[Katie Reilly]



SITE
PROCTOR

NEAL

JETT

We asked a woman sitting at the bus stop for her thoughts about the community.

When we indicated we understood she was waiting for the bus, she replied, "no, I'm not waiting for the bus. **I am waiting for my friend who is getting a hair cut in the barber shop and there is no place else to sit.**"

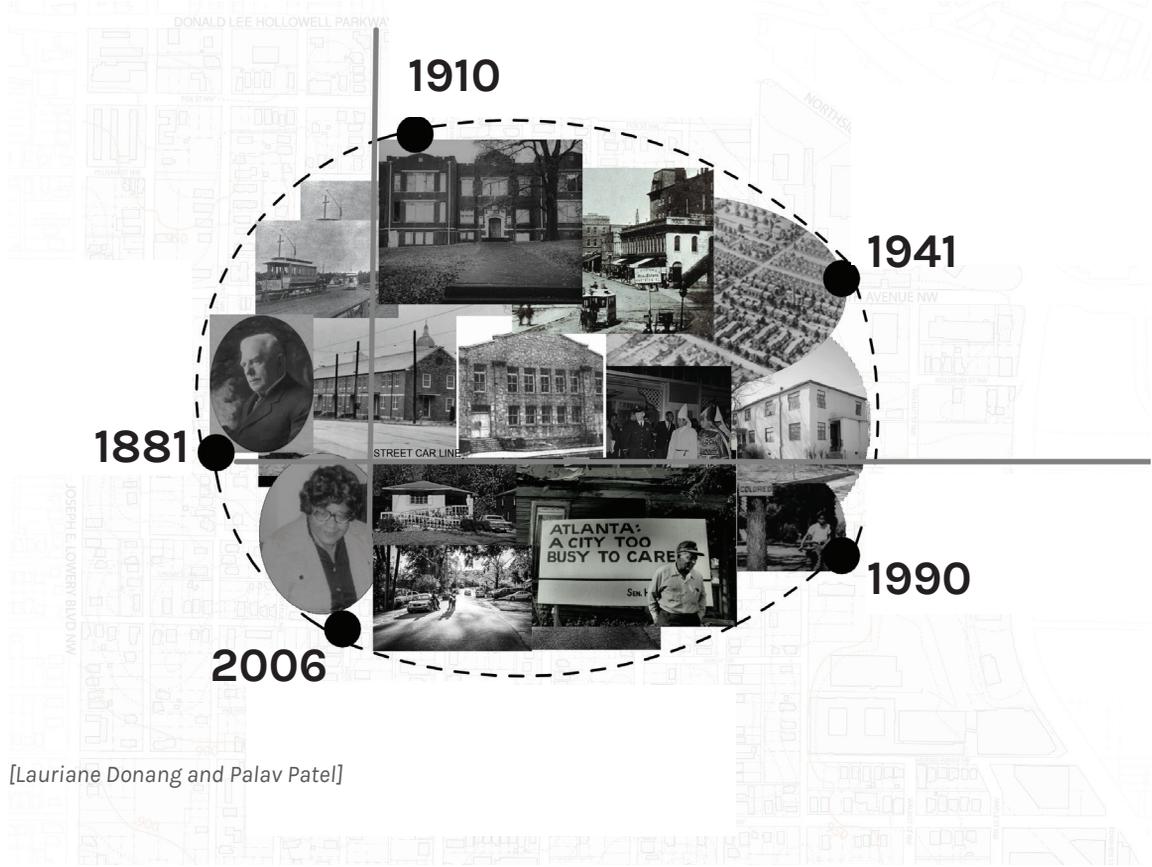


SITE

NORTH

PELHAM

[Katie Reilly]



[Lauriane Donang and Palav Patel]

1881

The namesake of English Avenue connects this Westside neighborhood to an influential figure in rebuilding and expansion of Atlanta in the decades after the Civil War. Jame W. English was a Civil War captain and Atlanta's mayor from 1881 - 1883.

1910

English Avenue School opened in 1910 to serve white, working-class students from the nearby community, but during the Atlanta Student Movement mobilization in December 1960, the English Avenue Elementary School was bombed.

1941

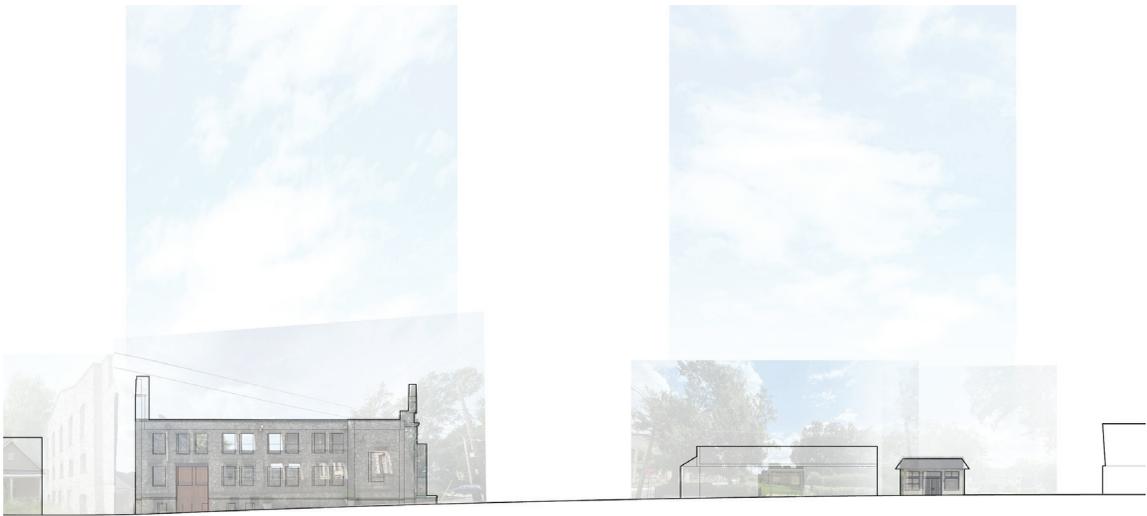
Along the eastern edge of the neighborhood near the Southern Railway tracks, the Atlanta Housing Authority built Herndon Homes as a segregated public housing complex for African Americans. In 1950, the City of Atlanta changed the racial designation of English Avenue School from white to black, a move that reflected changing demographic trends in the area.

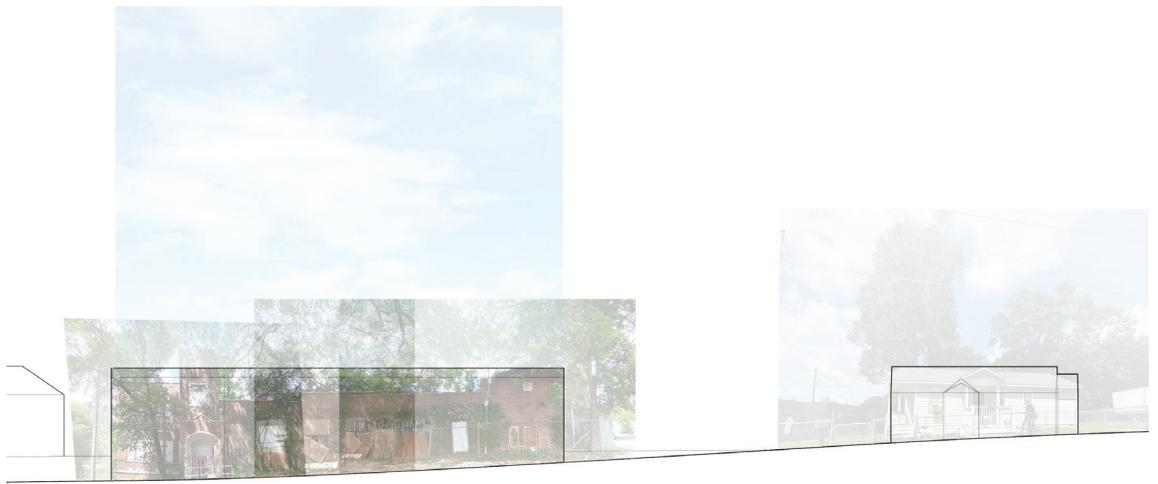
1990

In the late 1990s and early 2000s, violence and the illegal drug trade came to dominate popular perceptions of the neighborhood and the media helped to propagate this perception.

2006

The brutal 2006 killing of 92-year old Kathryn Johnston, a resident of Neal Street, by three Atlanta police officers brought the use of excessive force and police brutality against Black Atlantans to greater public attention. This prompted a reorganization of the City's drug investigation unit. Further, the killing precipitated a renewed push for community mobilization and improvement. A number of organizations and churches have worked for over a decade to build parks and gardens, restore homes, and rebuild community in English Avenue.



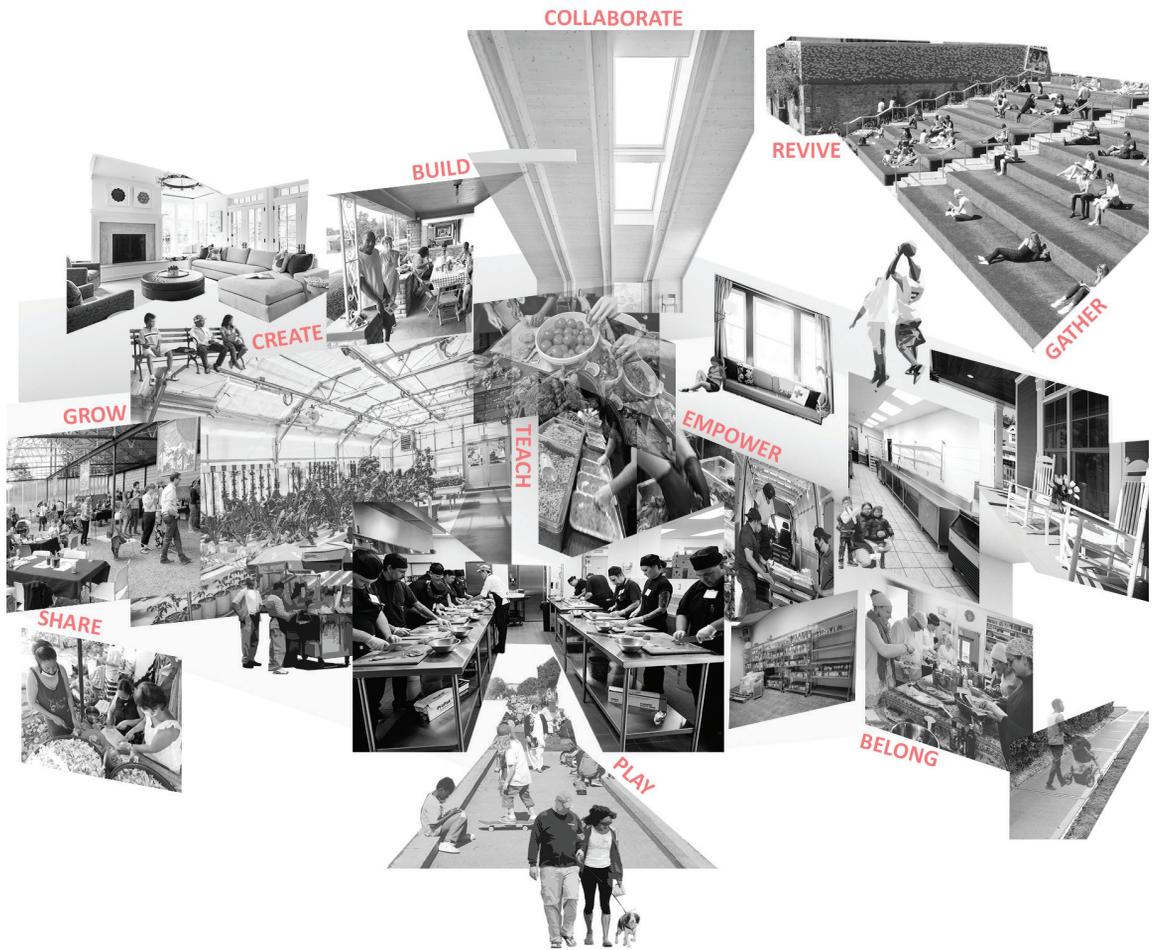


[Monica Rizk]

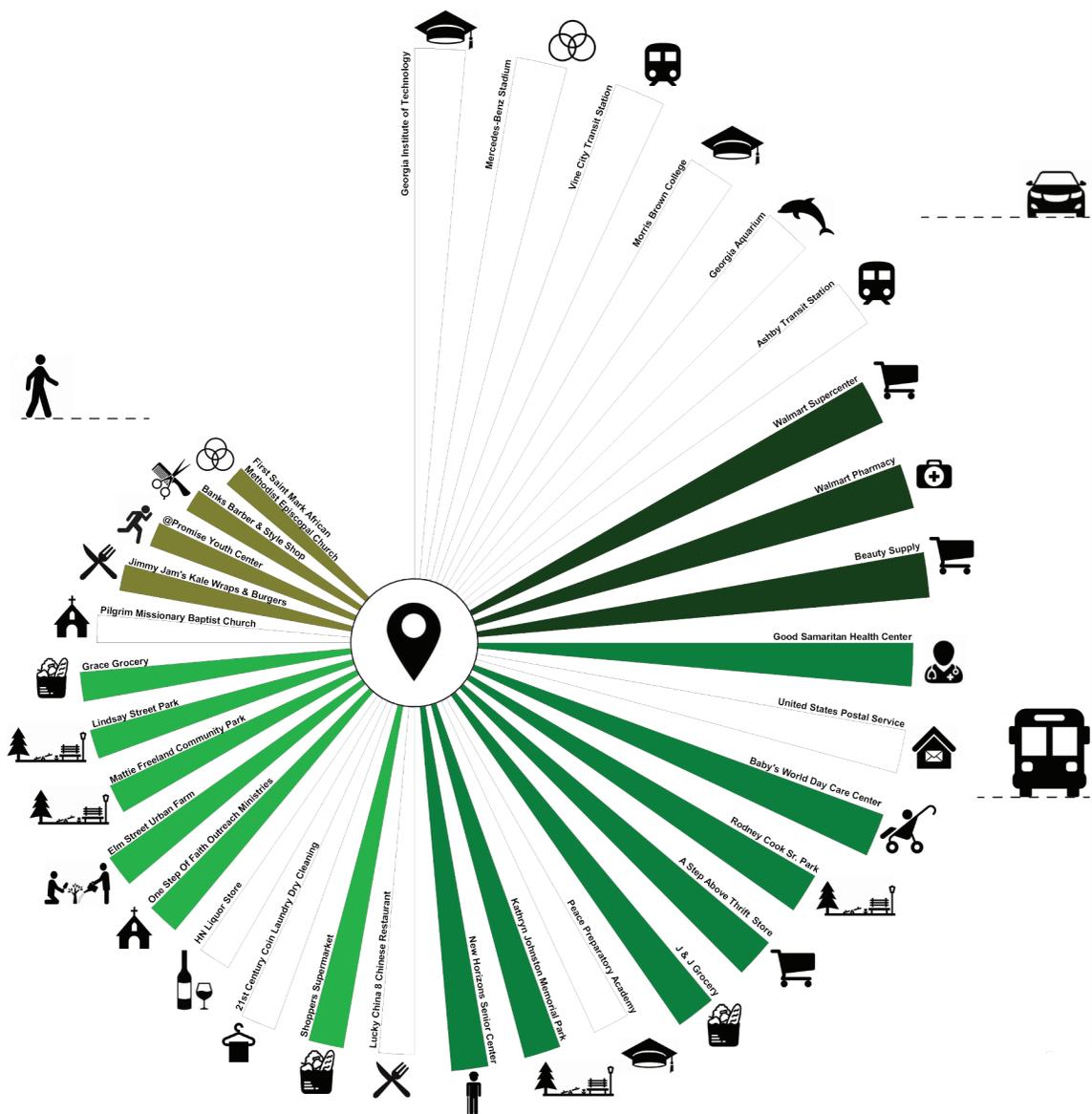
*James runs a neighborhood
vegan restaurant.*

**"The community needs
places like fresh food
stands and ice cream
shops. We need healthy
food options.**

**It also needs safe
places like a library or
a community center for
young people to go."**



[Monica Rizk and Rand Zalzal]



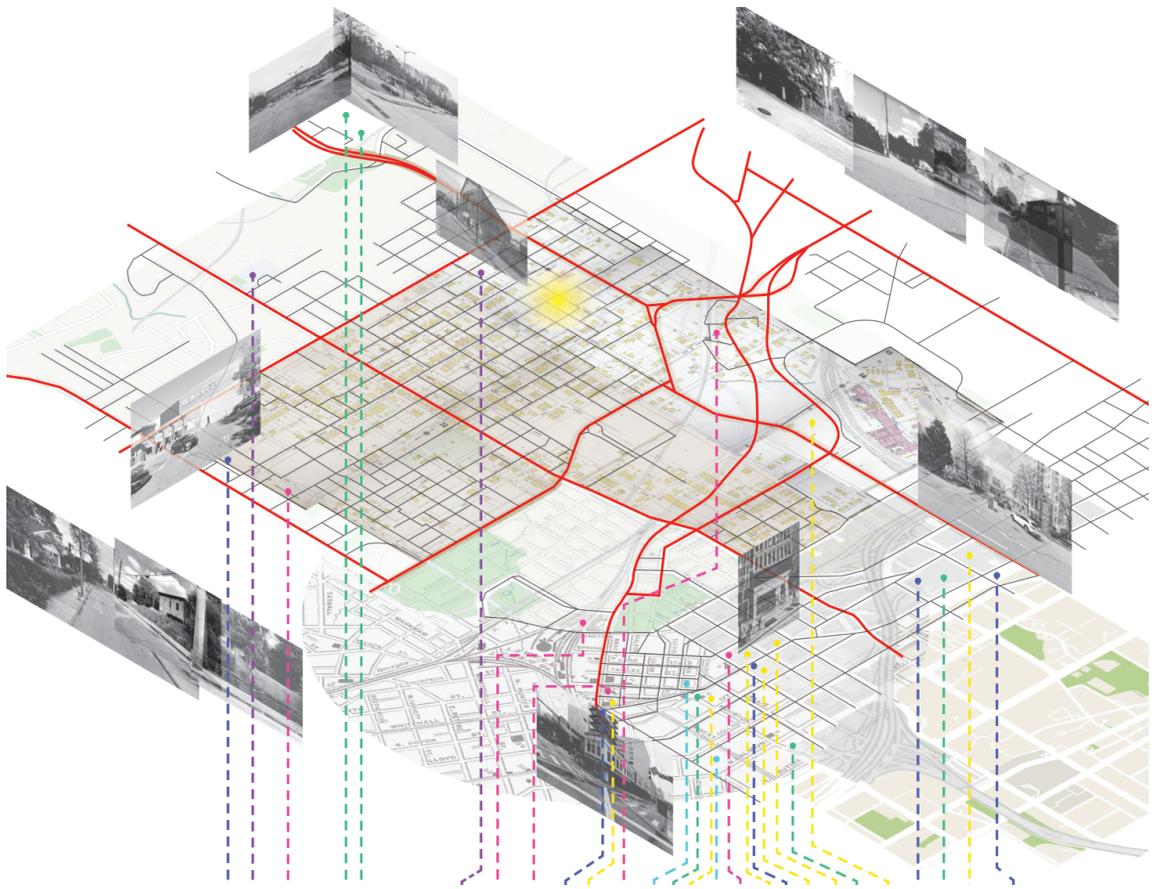
[Lauriane Donang and Palav Patel]

Will shared the history of this neighborhood getting sub-standard public facilities or no facilities at all.

"I would love to see locally owned stores with employees from the neighborhood. These stores can be centers where people can come in - not just from the neighborhood but also from the outside so that money from outside can flow in the community."

"There was a nice challenge working with different stakeholders -

thinking about not just the community but all the different parties that contribute to the program and development goals of a community-based design project. In this phase of our education, it is more beneficial to have this more accurate experience of the architectural process."



[Monica Rizk and Rand Zalzala]





[Monica Rizk and Rand Zalzal]

Kids are at risk in this community.

"They see fancy cars and think they want that. The community needs to have safe places where young people can go and learn about other opportunities that build them up."

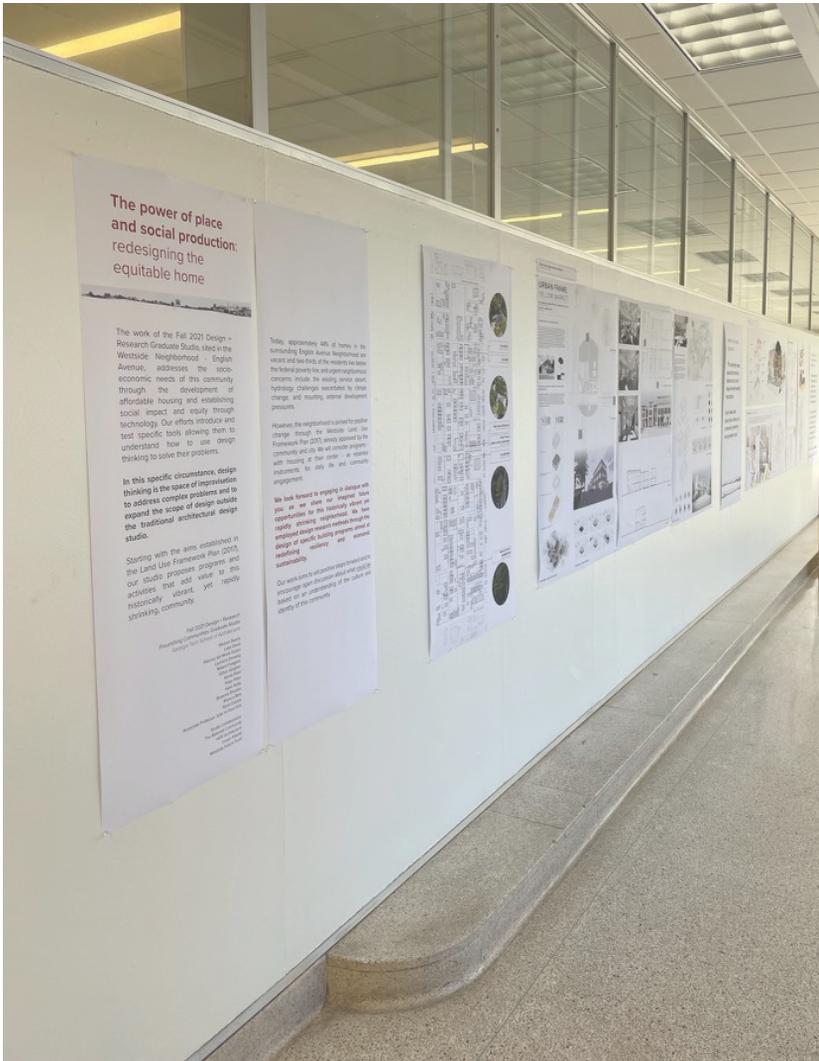


[Peace Prep Academy, December 2021]

A young girl runs a lemonade stand on a street corner.

"I have been doing this for three years and am saving money for college so I can go to Georgia Tech. I have five more years to go!

I am also not allowed to walk more than one block because it isn't safe. I wish there was a a safe place I could go to be with my friends."



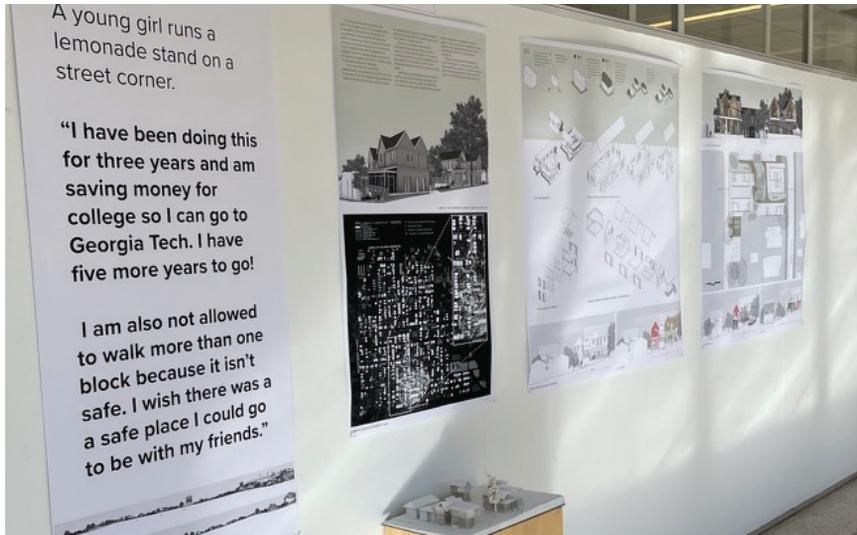
[Georgia Tech Cohen Gallery, December 2021]



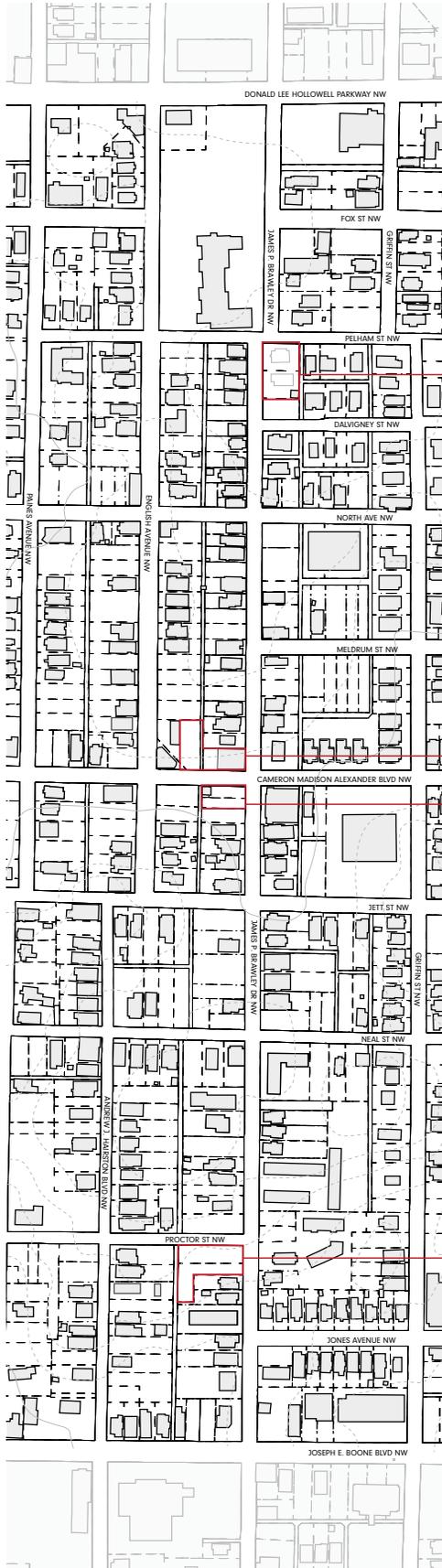
[Georgia Tech Cohen Gallery, December 2021]



[Georgia Tech Cohen Gallery, December 2021]



[Georgia Tech Cohen Gallery, December 2021]



The Porch

The Edge



**Post-Urban
Retrocores**

**Urban Frame:
Yellow Market**

The Anchor



**Moment Home/
MOMENTUM**



Propositions for the Future

The Porch:

Monica Rizk and Rand Zalzala

The Edge:

Weston Byerly and Nirmit Patel

Post Urban Retrocores:

Patricia del Moral and Gillian Gingham

Urban Frame:

Luke Davis and Robert Feagans

The Anchor:

Lauriane Donang and Palav Patel

Moment Home/MOMENTUM:

Katie Reilly and Breanna Rhoden

Propositions for the Future

The Porch

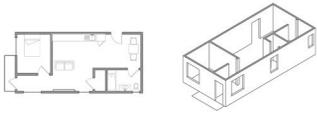
Monica Rizk and Rand Zalzala



MEET THE RESIDENTS!

WILSON

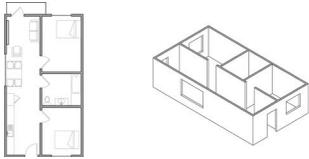
local resident passionate about cooking and nutrition. Works at the Farm to Table Cafe on James P. Brawley Drive.



"I love to share my passion for cooking with people in my community and outside of it! I've been leading weekly classes for six months now and many people, especially college students, told me that they come to our Community Restaurant on Wednesdays to try my new recipes. My grandmother would be happy to know that I'm keeping her home cooking alive."

NORA & IZZY

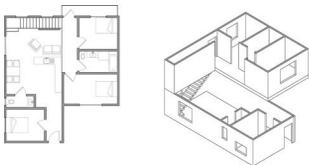
Single mother, works at the Bookhouse downstairs, and her 5 year old daughter.



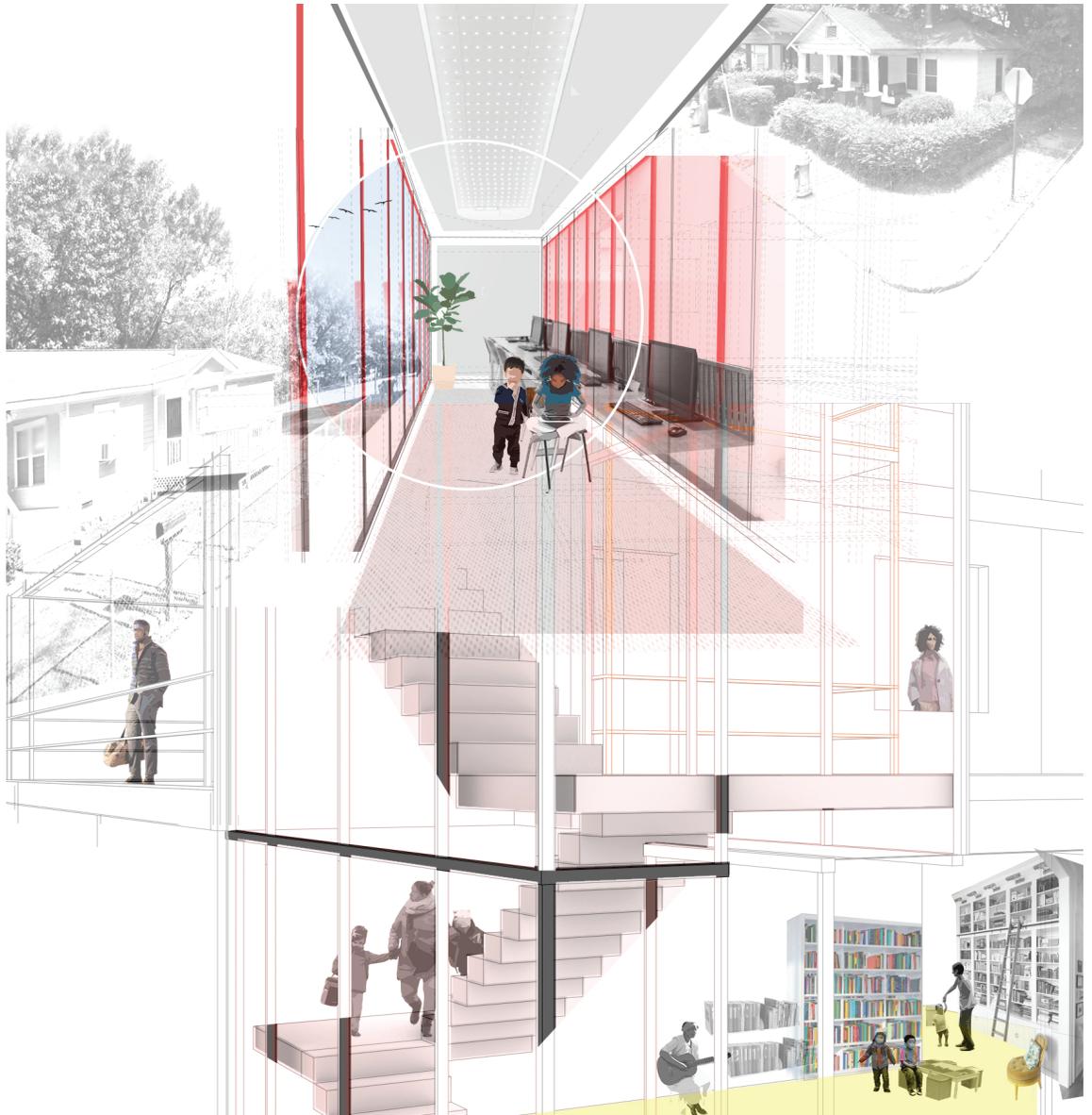
"I can easily drop off Izzy at the Kids Place during Storytime activities in the morning while I buy fresh produce from the Yellow Store Market. Izzy is 5 and has already met many neighbors and friends. I tutor Math at The Porch Workshop + Learning in the afternoon and occasionally take cooking lessons at the Teaching Kitchen. I want Izzy to grow up eating healthy home-cooked meals and to teach my own classes one day!"

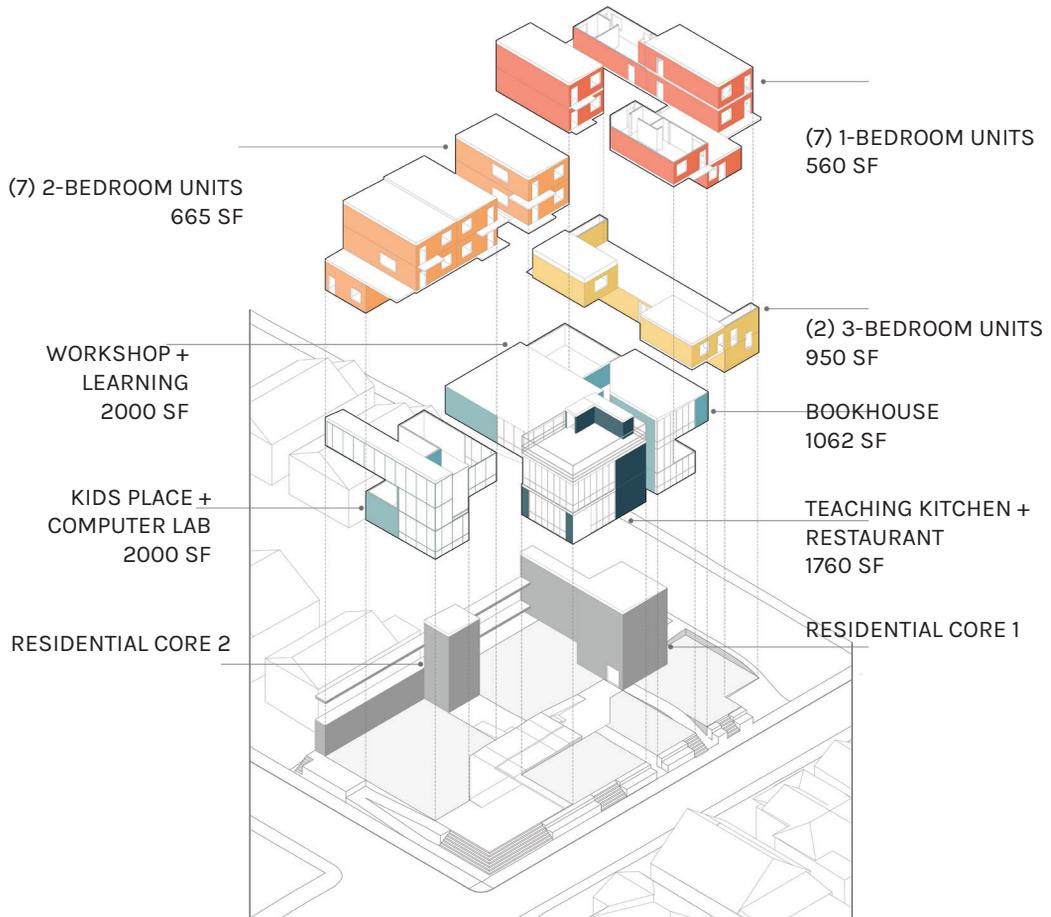
JOHN, SANDRA, ARIANA & JIMMY

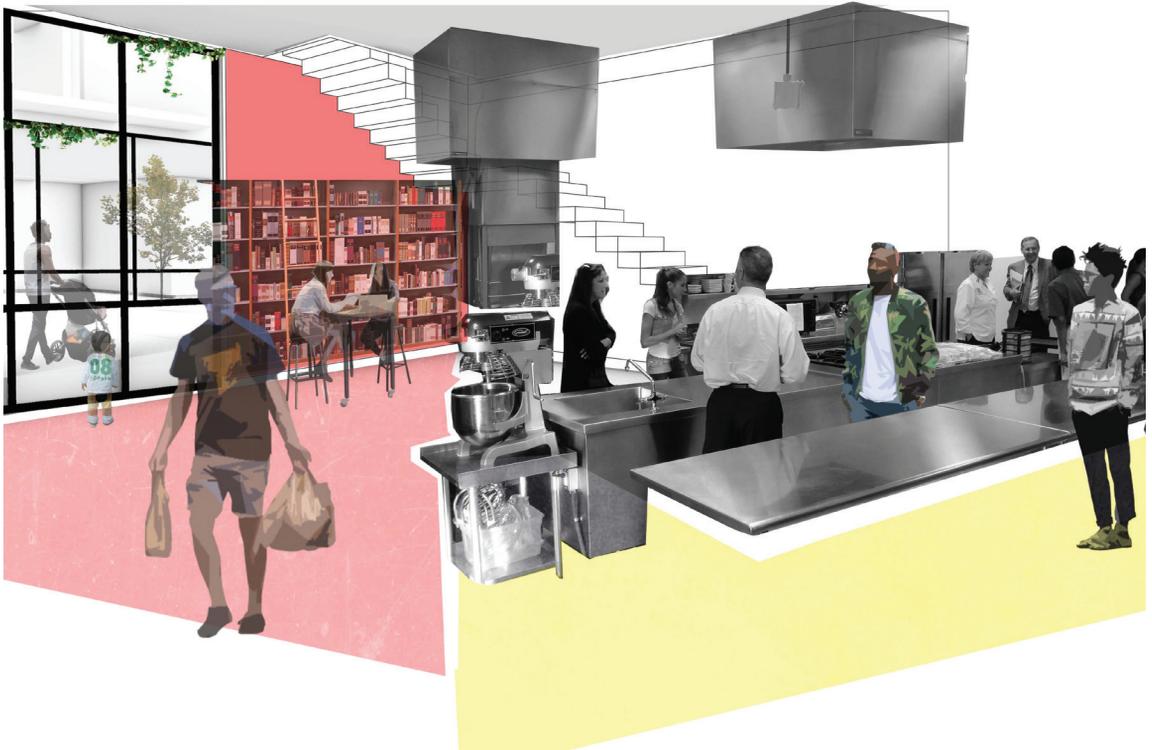
Parents of two children who work at the Porch Bookhouse and the local Yellow Store



"My wife and I are comforted to know that we can be at work while our children have a place that supports their educational growth and provides tutoring services with access to computers and internet after school at The Computer Lab. Ariana (9) told us that her science tutor goes to Georgia Tech and now she wants to go to college to become a doctor. Jimmy, 5, already knows how to play Minecraft with his friend Izzy and they both want to go on a field trip to the School of Architecture near us to look at student models. Ariana and Jimmy are always teaching us new things that they learn from student volunteers."







Meek
Terrace

Indigenous Plant
Garden

Community
Courtyard

Social
Yard

Playful
Meadow

El Dorado
Terrace





Propositions for the Future

The Edge

Weston Byerly and Nirmitt Patel

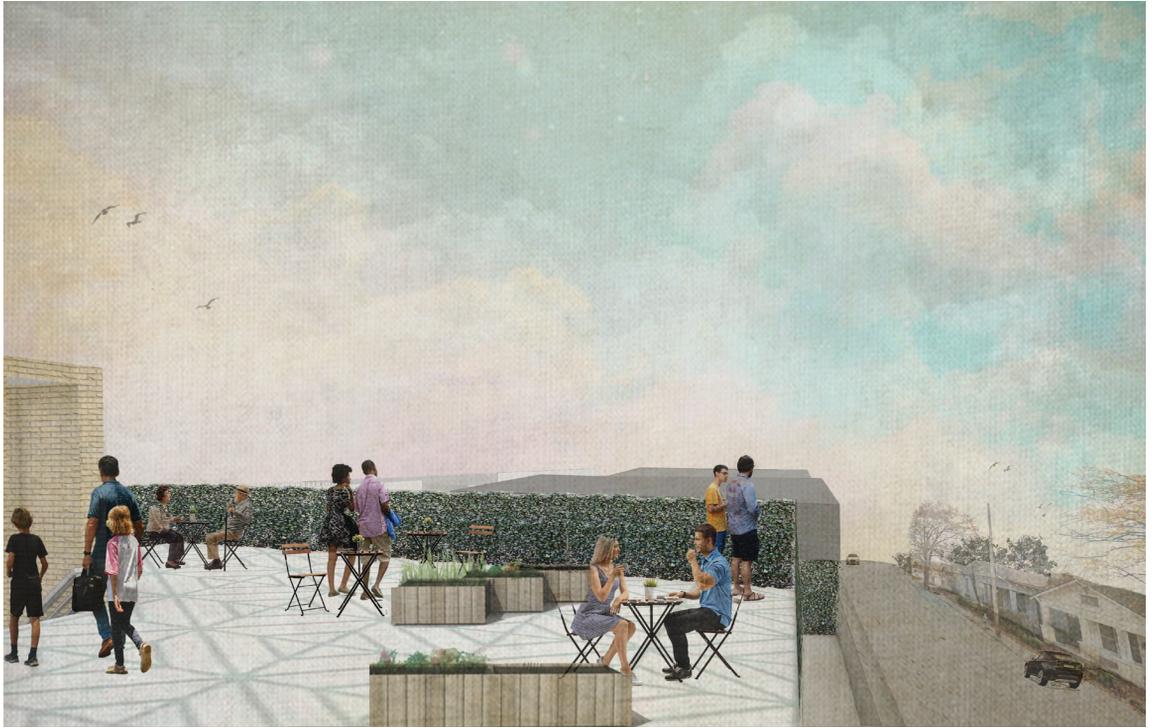


Through the introduction and mix of programs such as a daycare and a senior center, this project establishes a critical foundation for social production while also simultaneously bolstering this community.

This collection of collages helps provide visual reference of how these new spaces can coexist with the existing fabric of the neighborhood, while also adding missing amenities to help revitalize this historic community. The proposed program includes residential housing, an extension of the yellow store market, daycare, a senior center, community learning spaces, and green playscapes and pavillions to provide much needed outdoor gathering spaces.







Propositions for the Future

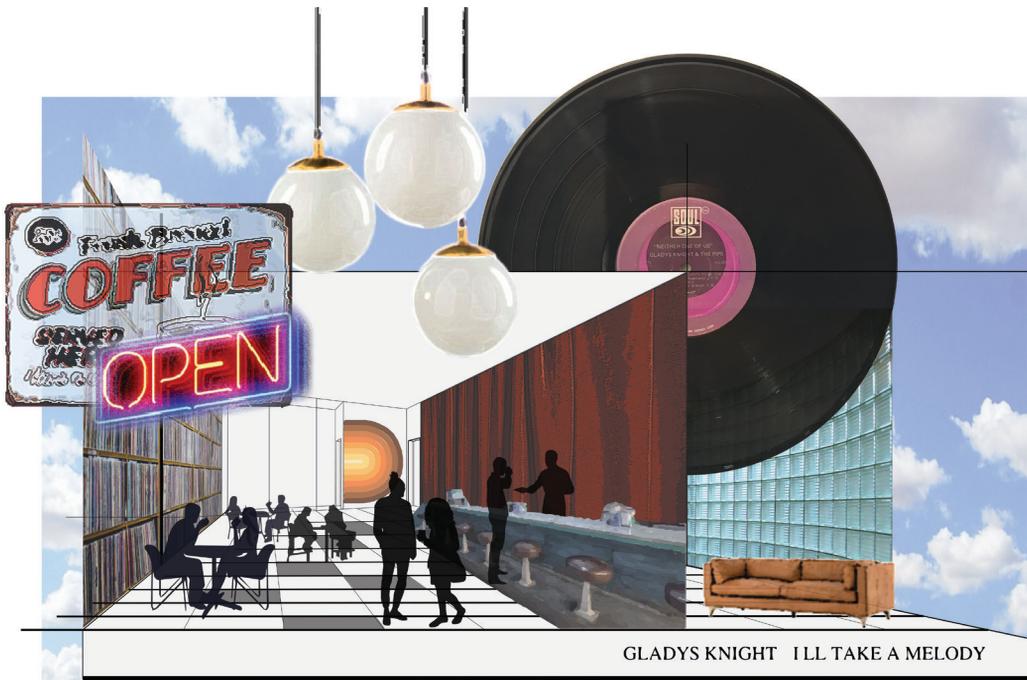
Post Urban Retrocores

Patricia del Moral Suazo and Gillian Gingham



Cafe - Concept Collage

We were very inspired by Gladys Knight, who was a resident of English Avenue during her childhood. We imagined a place where residents could grab a drink and listen to her music on vinyl.



GLADYS KNIGHT I'LL TAKE A MELODY



Midnight Train

Our goal for these vignettes was to create graphic representations of the project that could be used for the design of relic objects, such as postcards.

MIDNIGHT TRAIN

CAFE



A Church to Food

The stained glass panel enclosure is an homage to the church architecture that proliferates the neighborhood. A soul food restaurant--a church for food of sorts.



To Go

The Little Yellow Store activates the corner of the street, even at night. The cafe becomes a local hangout spot for nightcaps and conversation.





THE CANTRELL FAMILY, like many others, cobbled together their savings and their dreams to purchase the Little Yellow Store in the 1970's. Their investment in the built environment of English Avenue became so much more than just a building--their stake in the community created a place where residents could expect a hot meal in a time of need, or a spark of joy in life's greatest moments. Louise Cantrell's decision to set down her roots and raise her family in the neighborhood led to her becoming an anchor for many.

When her son sold the building to the Westside Future Fund in 2019, he had high hopes for the reimagining of her legacy through a new era for the Little Yellow Store.

From our research, we suspect that the building site was established somewhere around 1910 with several additions over the course of its history. There are significant features of this masonry construction that would be important in order to seek National Register of Historic Places status. Our core argument, however, is to go back to the Cantrell family, who maintained this site for many years and struggled due to divestment from their neighborhood and city. We have tasked ourselves with a proposal that extends the commitment of these caretakers, offering a new set of places that invite gathering and conviviality.

Without people like Louise Cantrell, opportunities to work on reuse projects like this would not be possible. ***Her legacy is at the core of our vision.***

"There is no center, therefore no periphery. Atlanta is now a centerless city, or a city with a potentially infinite number of centers, in a way Atlanta is like LA, but LA is always urban, Atlanta is sometimes post urban."

REM KOOLHAAS

When the famed architect visited the city in the 90's, he seemed disappointed--his understanding was limited. Atlanta is a city of many centers; we see this as an advantage.

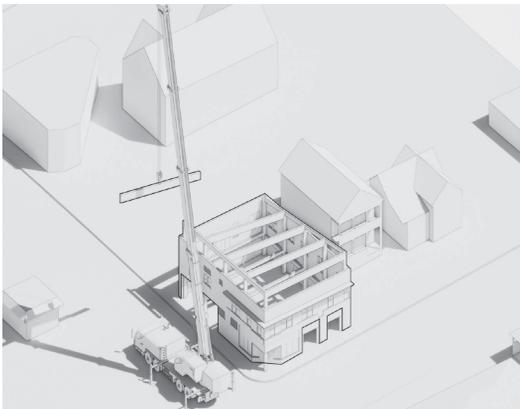
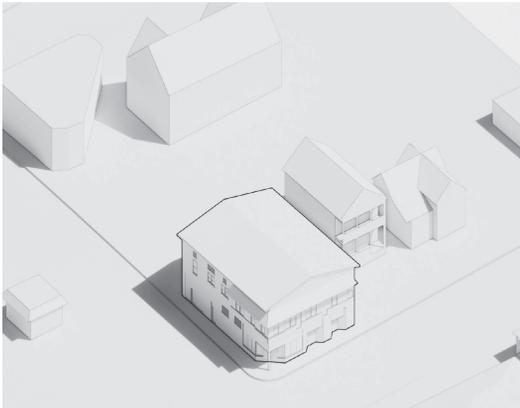
The qualities of a center hinge upon one important factor: activity, all the time. The busiest places attract the most people, after all, that's just common sense. Small grocers provide a place to quickly retrieve items forgotten during the normal trip to a larger grocery store. Across Atlanta neighborhoods, there are local markets that serve their communities in many ways, from acting as a true marketplace for all shopping, to serving takeout meals, beer and wine, and other items to be picked up when cooking is just not an option. Most importantly, these stores foster community amongst their patrons and even a sense of pride for a place--they are both locations of convenience as well as important gathering spots.

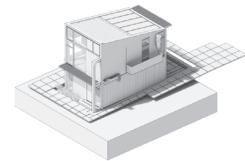
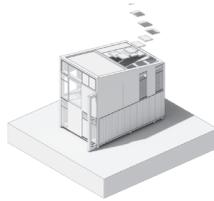
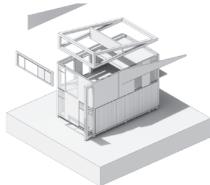
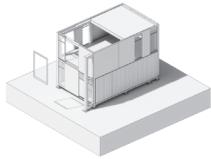
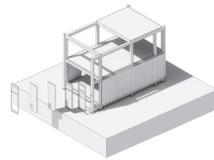
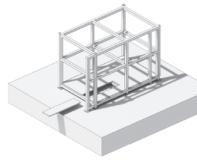
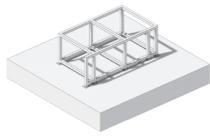
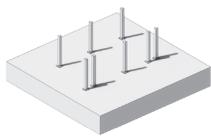
DONT FIX WHAT'S NOT BROKEN.

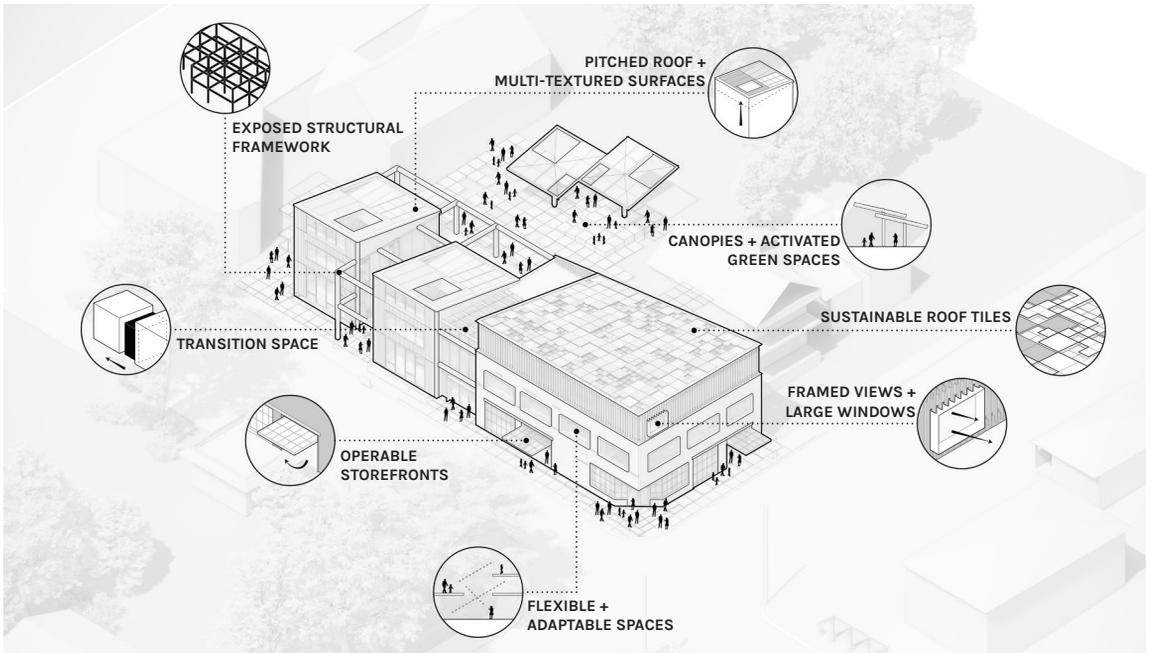
Our goal for the programming of the site is to expand upon the existing infrastructure of what the Cantrell family built. The neighborhood restaurant, a small coffee shop, a pop-in market, and open-air sites are the primary features on the ground floor. The existing building on site will be restored and adapted to accommodate two ground-floor commercial units--one a deli-style market with basic sundries based on the original store the Cantrells owned all those years. The other unit will become a coffee and vinyl shop to honor the history of one of the neighborhoods most famous residents, Gladys Knight. This coffee shop will be designed so that it may act as a small neighborhood bar in the evenings and be physically contiguous with the ground floor kitchen. An infill building will be constructed to accommodate for the full-scale restaurant space, with additional residential and/or office spaces in accessible units above. This expansion aims to densify the front along Cameron Madison Alexander Boulevard and lean heavily into the Framework Plan's goal to create a robust, mixed use urban center for the English Avenue Neighborhood.

Propositions for the Future
Urban Frame: Yellow Market
Reclamation

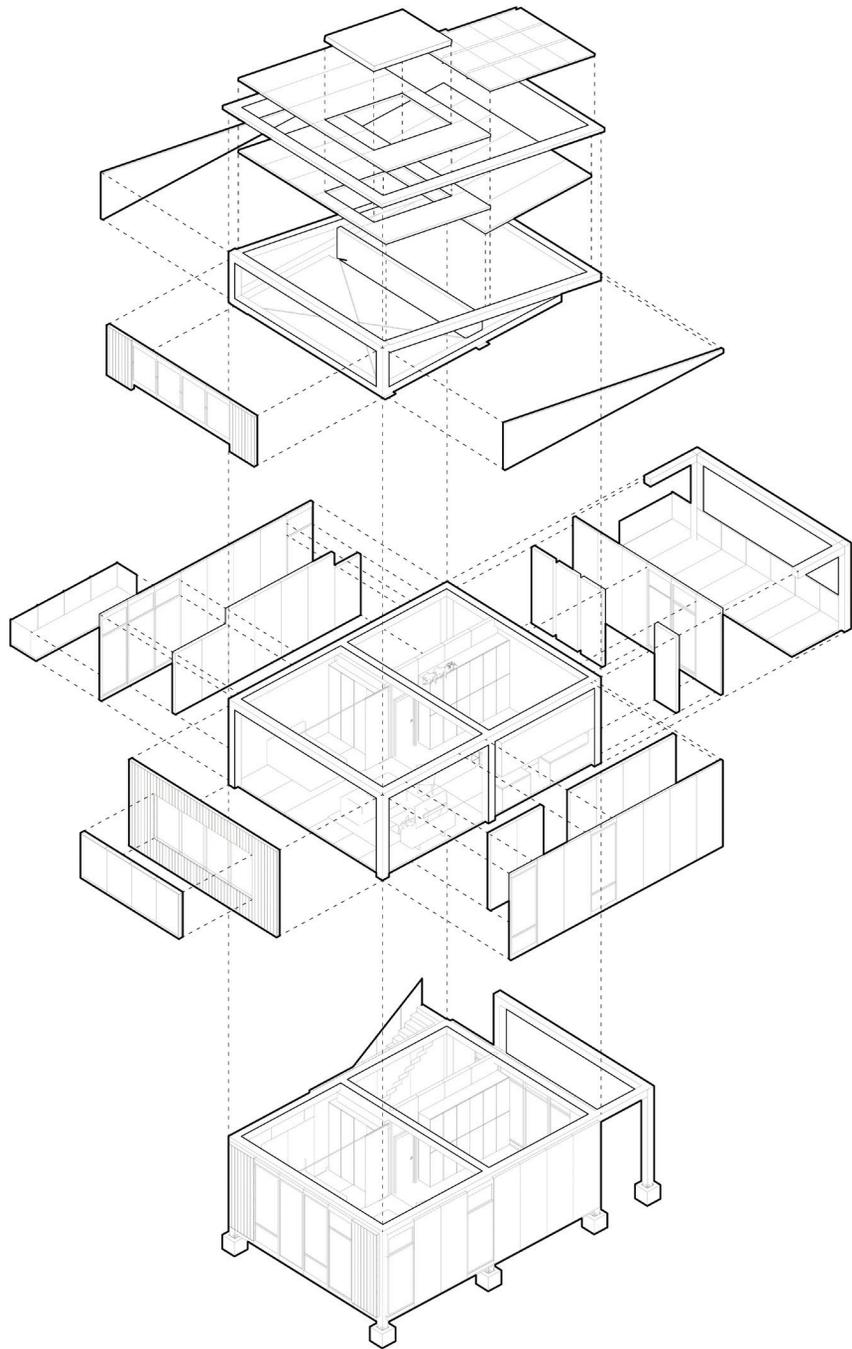
Luke Davis and Robert Feagans



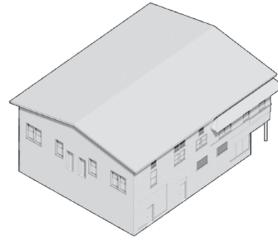




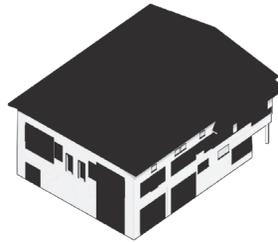




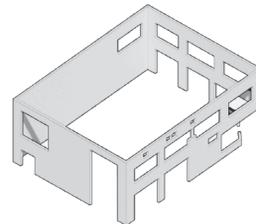
EXISTING YELLOW STORE



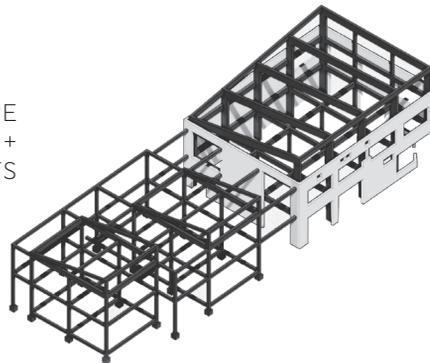
ENVELOPE + ROOF STRUCTURE
TO BE DEMOLISHED

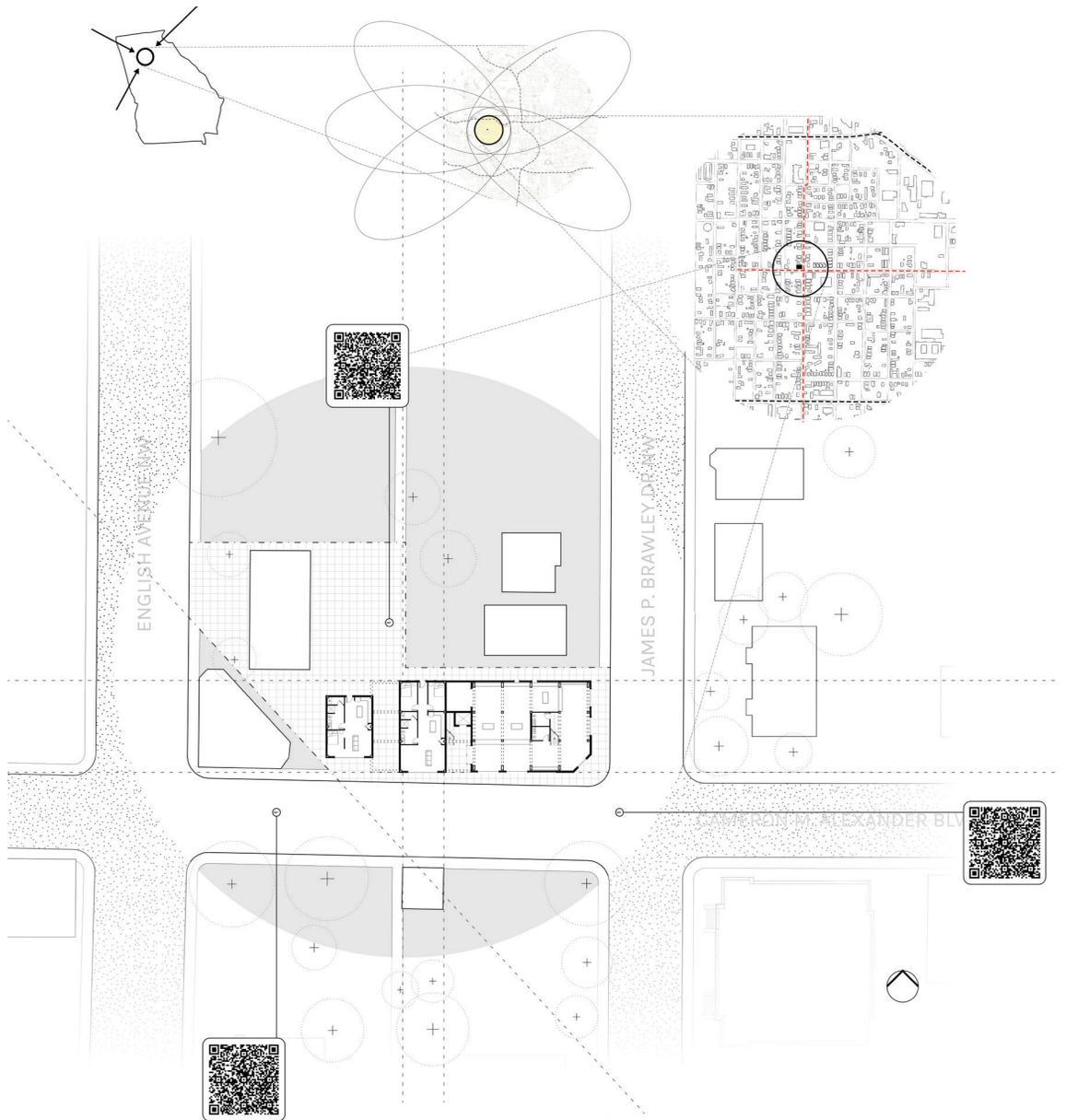


BRICK ENVELOPE RETAINED
FOR NEW CONSTRUCTION



GRAFTING MASS TIMBER STRUCTURE
FOR NEW YELLOW MARKET DESIGN +
FRAMEWORK FOR RESIDENTIAL UNITS











CLAIMING THE OLD, INFORMING THE NEW

The Little Yellow Store has been a vital part of the English Avenue Community for decades and has only recently fallen into disrepair and abandonment. Having seen so much change in Atlanta and still remaining the hub for this community, we are reclaiming the Little Yellow Store through the use of new architectural technologies and with simple yet robust moves to the facade.

The new proposal is grounded with the notion of expanding beyond what once was, allowing the new architectural moves, in unity with the history of the Little Yellow Store, to inform new uses for the space. Including a market-style ground floor, second floor gallery + exhibition space, and new residences expanding beyond the existing site boundary, allows for the hub of the community to be reclaimed and to facilitate the reflourishment of the community.

A DYNAMIC COLLECTION OF SPACES FOR BUSINESSES, LIVING AND GATHERING

Social public. Social private. This proposal addresses the need for diverse scales and kinds of gathering spaces. Reclaiming the Yellow Market with the insertion of public-facing programs, this project celebrates the community of residents and visitors. With the introduction of smart modular components, this proposal leverages technologies of sustainable building and materials to provide housing, simultaneously reinforcing the urban edge of the street and providing safe areas for private spaces for residents.

DESIGNING FOR A BUILDING'S ENTIRE LIFE CYCLE

Can buildings be specifically designed to enhance biodiversity, clean water, health and well-being as well as the possibility of upcycling materials? This proposal revives an existing and cherished structure that has fallen into decay.

Utilizing the Cradle to Cradle methodologies and circular design principles, this building is given new life through the implementation of green strategies and designing for the building's entire life cycle.

This proposal will act as a showcase for integrated green solutions that can be applicable throughout this neighborhood and beyond. At the heart of this project, the revitalized Yellow Store is meant to be perceived as a living organism that, within its design, is prepared to change and adapt over time, without creating waste brought on by the construction industry.

Implementing design strategies that aim to construct a building that is easily assembled, modified, and potentially disassembled throughout the building's life cycle is the goal of this proposal. Using sustainable materials and a specifically designed palette of modular construction elements and techniques, this system lays the groundwork for a truly circular architecture that can be applied to the struggling neighborhoods of southeast America.

Propositions for the Future

The Anchor

Lauriane Donang and Palav Patel



This project addresses the need for services in the Westside Neighborhood - English Avenue. Envisioned as an open playground for food, beauty, and technology, this project sits as a tree-house reimagined, anchoring this important corner in the center of the community for the current residents and for visitors.

Throughout the design process, our team had three major goals:

ONE | REINFORCE THE UNIQUE IDENTITY OF THE NEIGHBORHOOD

through the use of wood and other natural building materials. Material choice is used to strengthen the architectural style of the neighborhood. Furthermore, the anchor's material design strategy remains light throughout in contrast to the heavy masonry of the St. Marks Church and the Little Yellow Store.

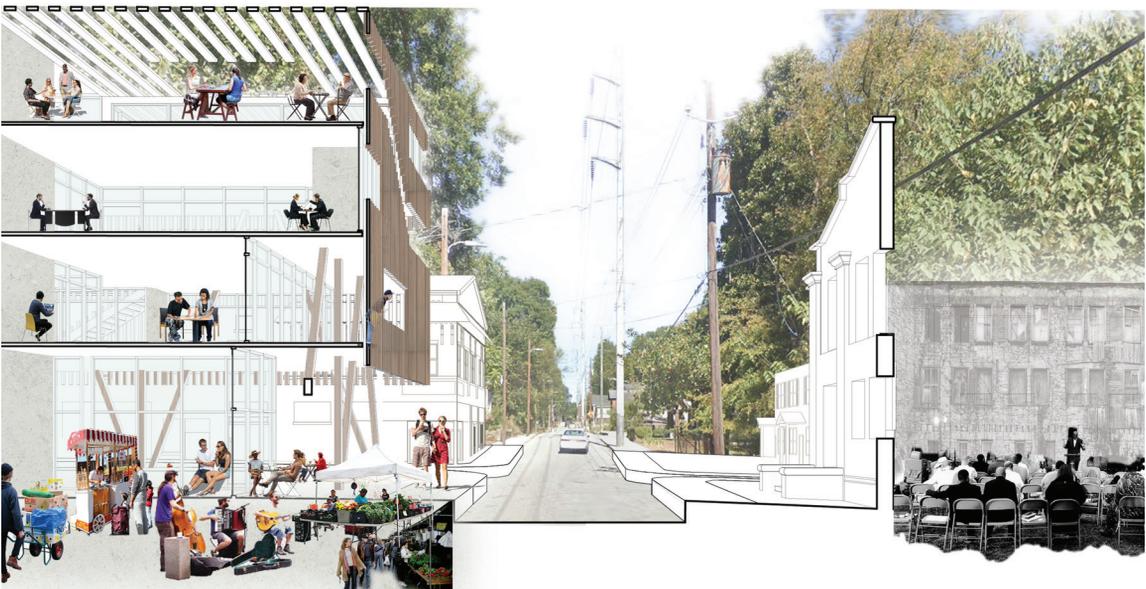
TWO | IDENTIFY KEY INFRASTRUCTURE PROJECTS & INVESTMENTS,

including an aquaponics greenhouse for food production and farmer's market. We also included rentable spaces that empower small businesses and start-ups and access to IT infrastructure that improves connectivity to adjacent areas and other programs within the neighborhood.

THREE | PROPOSE STRATEGIES TO STRENGTHEN EXISTING NEIGHBORHOOD ASSETS.

This comes through with support for existing urban agriculture by lifting the green space/park and creating an activated green space on the rooftop to provide views into the church. The proposal also provides support to existing programs and enhance them to increase community engagement (this is done by adding a beauty salon with a barbershop and a rooftop to overlook the church).





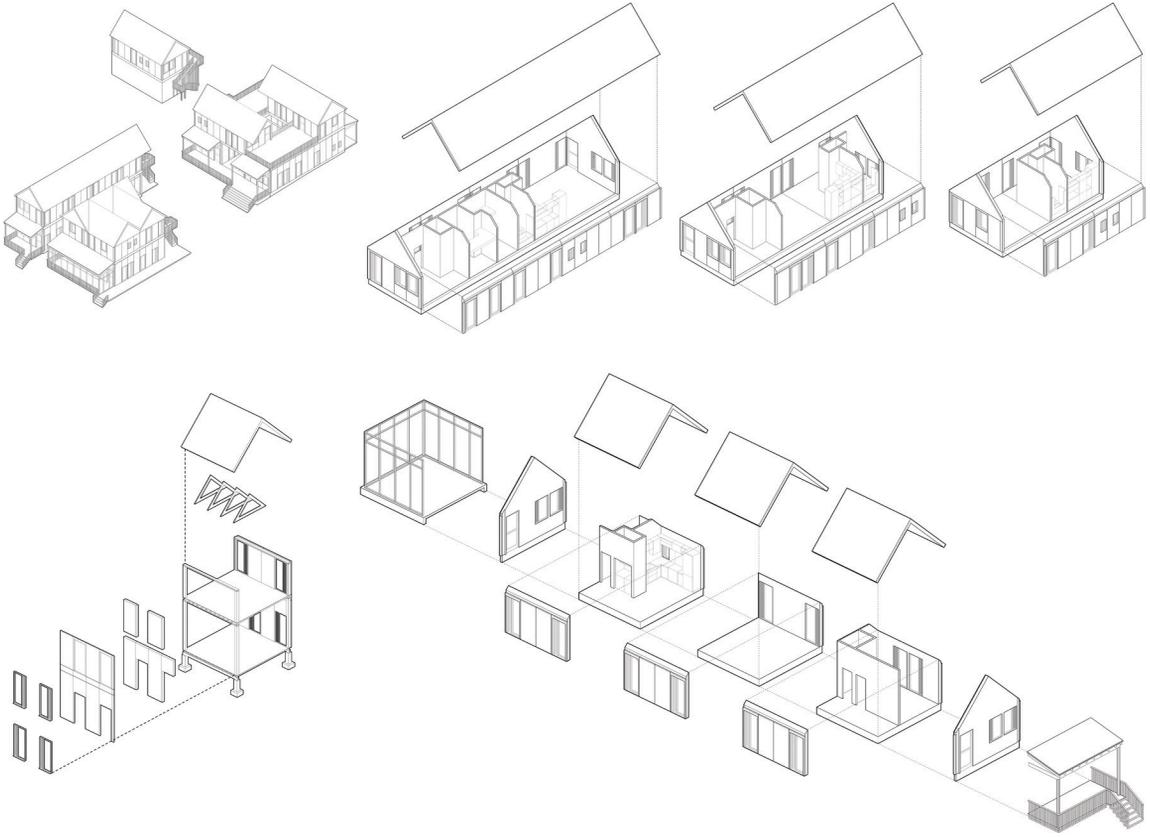




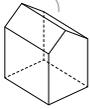


Propositions for the Future
Moment Home/MOMENTUM
Katie Reilly and Breanna Rhoden





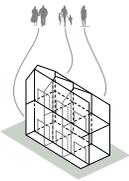
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TYPICAL SINGLE FAMILY RESIDENCE
HIGH COST DOWN PAYMENT, MONTHLY
MORTGAGE & INCREASING PROPERTY TAXES

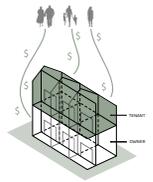
MINIMIZE SQUARE FOOTAGE
LOWER DOWN PAYMENT

\$

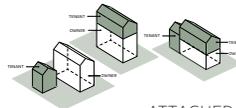


FLEXIBLE LAYOUTS PROVIDE FOR
DIFFERENT FAMILY TYPES & ALLOW FOR
CLASSIFICATIONS OF LESS BEDROOMS TO
KEEP PROPERTY TAXES LOWER

SINGLE FAMILY HOMES & TENANT UNITS
FOR DIFFERENT FAMILY TYPES ALLOW FOR
PROGRESSION IN THE NEIGHBORHOOD &
SHIFT HOME OWNERSHIP TO LOCALS

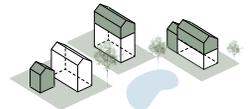


DIFFERENT TYPES OF HOME OWNERSHIP &
ACCESSORY DWELLING UNIT CONFIGURATIONS



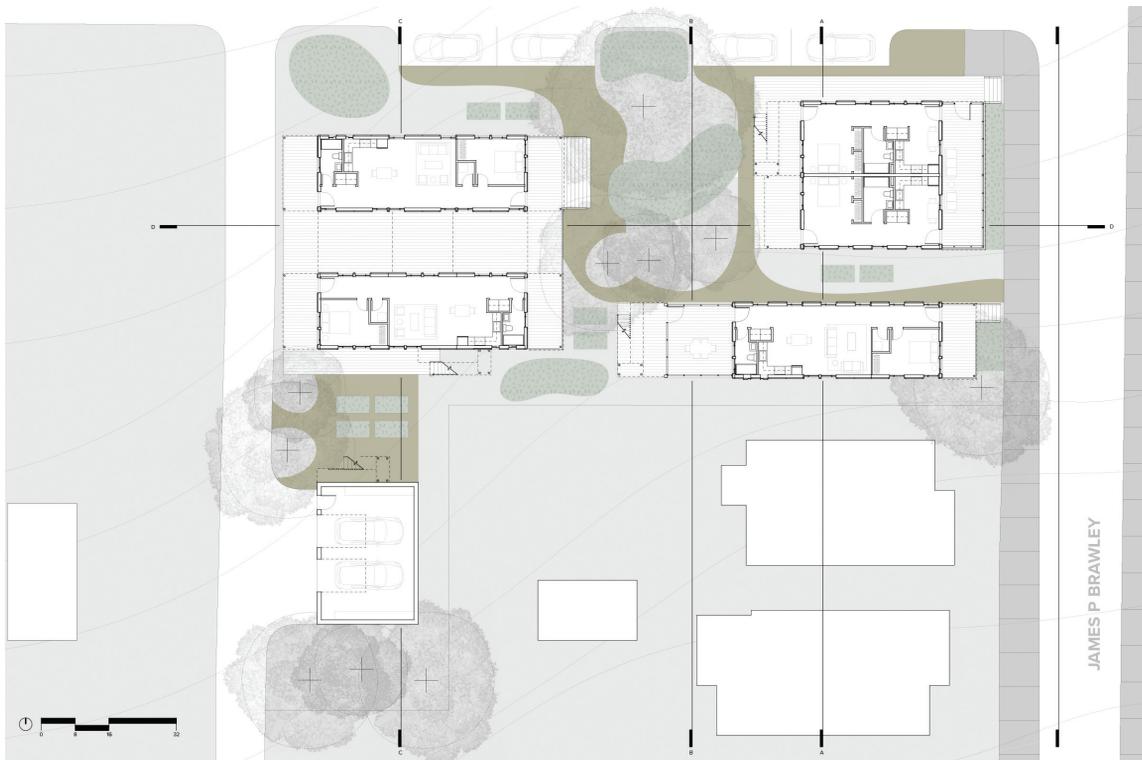
ATTACHED ADU'S, DETACHED ADU'S,
ATTACHED GARAGES, DETACHED GARAGES, &
SINGLE FAMILY HOMES

REPLANT POLLINATOR TREES AND
LOCAL PLANTS TO BRING BACK THE
NATURAL ECOSYSTEM.









The house is the starting point for the fabric of a neighborhood. This proposal seeks to establish a framework for living that can accommodate diverse family arrangements while simultaneously offering paths from tenant to home ownership. Building on the vernacular of the neighborhood and re-imagining the shotgun house, this project offers a nimble set of housing arrangements that can flexibly adapt to changing needs and demands.

From meetings with community stakeholders, our reading of the 2017 Land Use Framework Plan and neighborhood analysis we determined that our primary concerns would be addressing the high cost of homeownership and stitching together the successful patches of urban fabric in English Avenue.

There is an incredible opportunity to leverage the existing vacant lots to build a variety of residences and ADUs. This concept of multiple families on one lot, multiplied across the neighborhood, creates a path to more affordable homeownership for a variety of family types.

Additionally, extending the existing historic vernaculars (like the shotgun typology), that are inherently naturally daylit and ventilated, cuts down on utility costs. Raised floor structures and the integration of bioswales and rain gardens into the landscape mitigate stormwater flooding. Food gardens and pollinator plants contribute to a balanced neighborhood ecosystem.

Finally, the shared exterior spaces and mix of family types in close quarters provide opportunities for neighbors to get to know each other, potentially provide for each other and build a more resilient, flourishing community





The work of the Fall 2021 Design + Research Graduate Studio, sited in the Westside Neighborhood - English Avenue, addresses the socio- economic needs of this community through the development of affordable housing and establishing social impact and equity through technology. Our efforts introduce and test specific tools allowing them to understand how to use design thinking to solve their problems.

In this specific circumstance, design thinking is the space of improvisation to address complex problems and to expand the scope of design outside the traditional architectural design studio.

Starting with the aims established in the Land Use Framework Plan (2017), our studio proposes programs and activities that add value to this historically vibrant, yet rapidly shrinking, community.



**Fall 2021 Design + Research
Flourishing Communities Graduate Studio
Georgía Tech School of Architecture**

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