The Road Ahead

The combination and integration of all of the ideas outlined in this Master Plan would establish a physical and visual presence for Georgia State University in downtown Atlanta that it does not currently have, would create a cohesive sense of place and would go a long way to mitigating the notion that the downtown campus is unsafe. It would improve the threshold issues facing all Universities: relevance, recruitment and retention. A simple strategy of drawing the project boundaries for new capital improvement well beyond the building footprint, to incorporate streetscape improvements, new plazas and courtyards and additional landscaping, would go a long way toward implementing the Plan overtime. Partnering with the City of Atlanta and local business leaders on mutual areas of interest and projects that are mutually beneficial is a policy the University should consider adopting. Rome was not built in a day, and the Master Plan for Georgia State University will not be either - but bit-by-bit progress, on a project-by-project basis, will yield long term benefits and will build a momentum that will become hard to resist.
QUICK WINS

Toward the end goal of implementing the Plan, the Master Plan identifies a handful of manageable projects that could be achieved almost immediately, quickly and inexpensively, that would be profoundly transformative. These “quick wins” or “low-hanging fruit” are illustrated in the following diagrams.

Piedmont Avenue & Ellis Street

The surface parking lot at the north-east corner of Piedmont Avenue and Ellis Street is a “missing tooth” that could be transformed in a number of ways to mark that important intersection and, potentially, provide amenities and new uses to enhance student experience.

Existing Condition

Option One: A Landscaped Plaza with Modest Additions

Option Two: A Galleria Connection to the Intersection with New Multi-Purpose Uses
**Auburn Avenue NE & Piedmont Avenue SE**

Piedmont Avenue and Auburn Avenue are plagued with vacant lots, surface parking lots and abandoned or dilapidated buildings. A quilt of a rich variety of high-quality, landscaped open space - coupled with a combination of new, in-fill, mixed-use building and a re-purposing of existing buildings - can be imagined that would transform this environment from one that is unwelcoming to one that is inviting.

**Woodruff Park & Hurt Park**

Georgia State University should partner with the City of Atlanta to re-imagine Woodruff and Hurt Parks to better serve the University and public community.
Student Center

Georgia State University should partner with the City of Atlanta to re-imagine Woodruff and Hurt Parks to better serve the University and public community.