# ATLANTA TRACK CLUB
# TRACK & FIELD CENTER

A DEFINING MOMENT TO MAKE HEALTH AND WELLNESS ACCESSIBLE FOR ALL



# EXECUTIVE SUMMARY

# Our Vision for Atlanta

**Atlanta grows into one of the healthiest cities in America — through aerobic fitness.**

### HEALTHIEST CITY

Aerobic fitness woven into everyday life across every Atlanta neighborhood.

### ACCESS FOR ALL

A permanent, welcoming home for movement — open to all ages and abilities.

### LASTING LEGACY

Infrastructure that serves Atlanta's health for generations to come.

**OUR NORTH STAR.**

Every decision we make moves Atlanta toward a healthier, more active future — for all.

EXECUTIVE SUMMARY

# We listened, we changed the plan, and we will keep listening

The Indoor Center at Cheney: what we heard, why this site, and who it serves first

## THE WORK BY THE NUMBERS

**5** independently facilitated community sessions over 7 weeks

**266** residents and neighbors took part

**461** written comments read and coded

**7** neighborhood organization sessions

**~30** one-on-one and small-group meetings

## WHY CHENEY?

An Olympic legacy site: the 1996 warm-up track the Club restored in 2017 and has been kept open to the neighborhood. Partnering with APS protects the outdoor track from development, where 2,458 local neighbors already run and walk with us.

## KIDS AND NEIGHBORS COME FIRST

Access is prioritized in order: Summerhill residents (free for seniors and youth; $20/month for others), then APS student-athletes (60+ free hours/week for training and STEM), then all of Atlanta through income-based pricing.

## WHAT WE CHANGED…

11 changes, each traced to a specific session; 7 are already in the plan. On-site parking cut from ~297 to ~150 spaces, addition of publicly available soccer fields, larger green setbacks, no event access from side streets, a redesigned stormwater system and an expanded traffic study.

## SUPPORT AND OPPOSITION, HONESTLY

Most rooms were open to or supportive of the project, and 53 people raised their score within a session vs. 10 who lowered it. Opposition is real, concentrated among households facing the site, and no concern is fully resolved yet.

**OUR COMMITMENT** If and when the project moves forward, the Club will continue to make decisions with ongoing community input, continuing to share traffic findings and stormwater studies while also giving the community a voice in programming decisions.


ATLANTA
TRACK CLUB
FLEET FEET
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ATLANTA TRACK CLUB

# PAST, PRESENT & FUTURE

OUR STORY | 1964 – TODAY

# Six Decades of Running and Community Impact

From a merger of two running groups to one of the nation's largest and most influential non-profit running organizations

## 1964

**FOUNDED**

Merger of the Metropolitan Track Coaches Association and the Atlanta Striders; early focus on honoring top high school athletes and local track meets.

## 1970

**PEACHTREE IS BORN**

150 runners start the first Peachtree Road Race, an idea sparked on a road trip home from Fort Benning.

## 1982

**GIVING BACK**

First philanthropic investment: lights at Grady High School's track, the city's first usable at night.

## 2006

**ACTIVE OVAL**

Donation of Active Oval and water fountains in Piedmont Park.

## 2017

**CHENEY RESTORED**

Restoration of Cheney Stadium, the former Olympic warm-up track in Summerhill, now open to the public year-round.

## 2020

**OLYMPIC STAGE**

Host and local organizing committee for the U.S. Olympic Team Trials – Marathon – runs under the Olympic Rings in Summerhill.

## 2025

**STRATEGIC PLAN**

The Track Club commits to its long held vision of investing in Atlanta with an indoor center and headquarters that welcomes everyone.

## TODAY 2026

| 44,000+ | 11,000+ | 40+ | 6,000+ | #1 |
|---|---|---|---|---|
| Members | Volunteers each year | Events & programs | Kilometer Kids served | World's largest 10K: the Peachtree |

PAST & PRESENT | THE PEACHTREE START LINE

# Same Starting Line, a Bigger Community

From 150 runners on Peachtree Street in 1970 to the world's largest 10K, Atlanta keeps showing up




THEN · 1970s




NOW · 2026

**150** runners at the first Peachtree in 1970, a road-trip idea sparked on a run home from Fort Benning

**#1** The Peachtree is now known as the world's largest 10K, part of 40+ Club events and programs for 44,000+ members

# Investing in Atlanta's Future Through Movement

Free and give-back programs that put kids and neighbors in motion, all year long



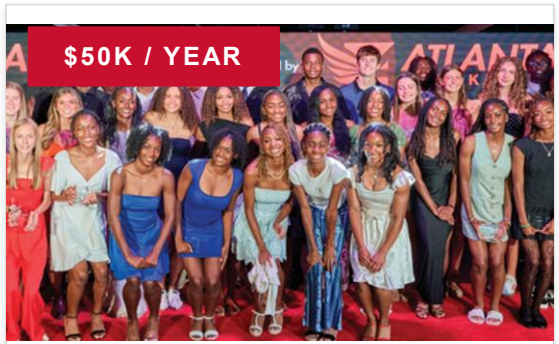

## KILOMETER KIDS

- 6,000+ youth served annually
- Completely free
- Nearly 150 Metro Atlanta program sites
- 64% of participants attend Title I schools
- Builds confidence, healthy habits and goal setting




## YOUTH TEAM

- Competitive opportunities for grades 4–8
- Track & field, cross country and Speed Academy
- Professional coaching and athletic development
- Competition for runners of all ability levels
- Need-based financial assistance available




## SCHOLARSHIPS & YOUTH SUPPORT

- Patty Foell and Hawthorne Wesley Scholarships
- $50,000 awarded annually
- Support of graduating high school seniors
- Recognizing academics, athletics and leadership
- Helps student-athletes pursue higher education




## AND MORE

- APS partnership
- Atlanta Track Club Elite Team
- Charity Partner Program
- Charitable entries
- Peer-to-peer World Major opportunities
- In-Training powered by adidas and Armour Day

**6,000+**
kids served free each year

**~150**
program sites across Metro Atlanta

**64%**
of Kilometer Kids at Title I schools

**$50,000+**
in scholarship & youth every year

THE FUEL FUTURE

# Atlanta Track Club's Mission

**Atlanta Track Club is committed to creating an active and healthy Atlanta. Through running and walking, we motivate, inspire and engage communities to enjoy a healthier lifestyle.**

### COMMUNITY

Bringing people together through running, walking and shared access.

### CAMARADERIE

Building connection, encouragement and belonging through movement.

### COMPETITION

Creating opportunities for every ability level to challenge themselves and grow.

**A MISSION-FOCUSED INVESTMENT IN ATLANTA'S HEALTH.**

The Indoor Center is not simply a building. It will be a permanent infrastructure for movement, access and healthier lives

# Strategic Plan (Approved August 2025)

**01**

EVOLVE EVENTS AND PROGRAMMING

**02**

ENRICH THE MEMBER EXPERIENCE

**03**

ELEVATE AWARENESS OF MISSION AND CORE VALUES

**04**

STRENGTHEN AND GROW OUR POSITION IN THE COMMUNITY

**05**

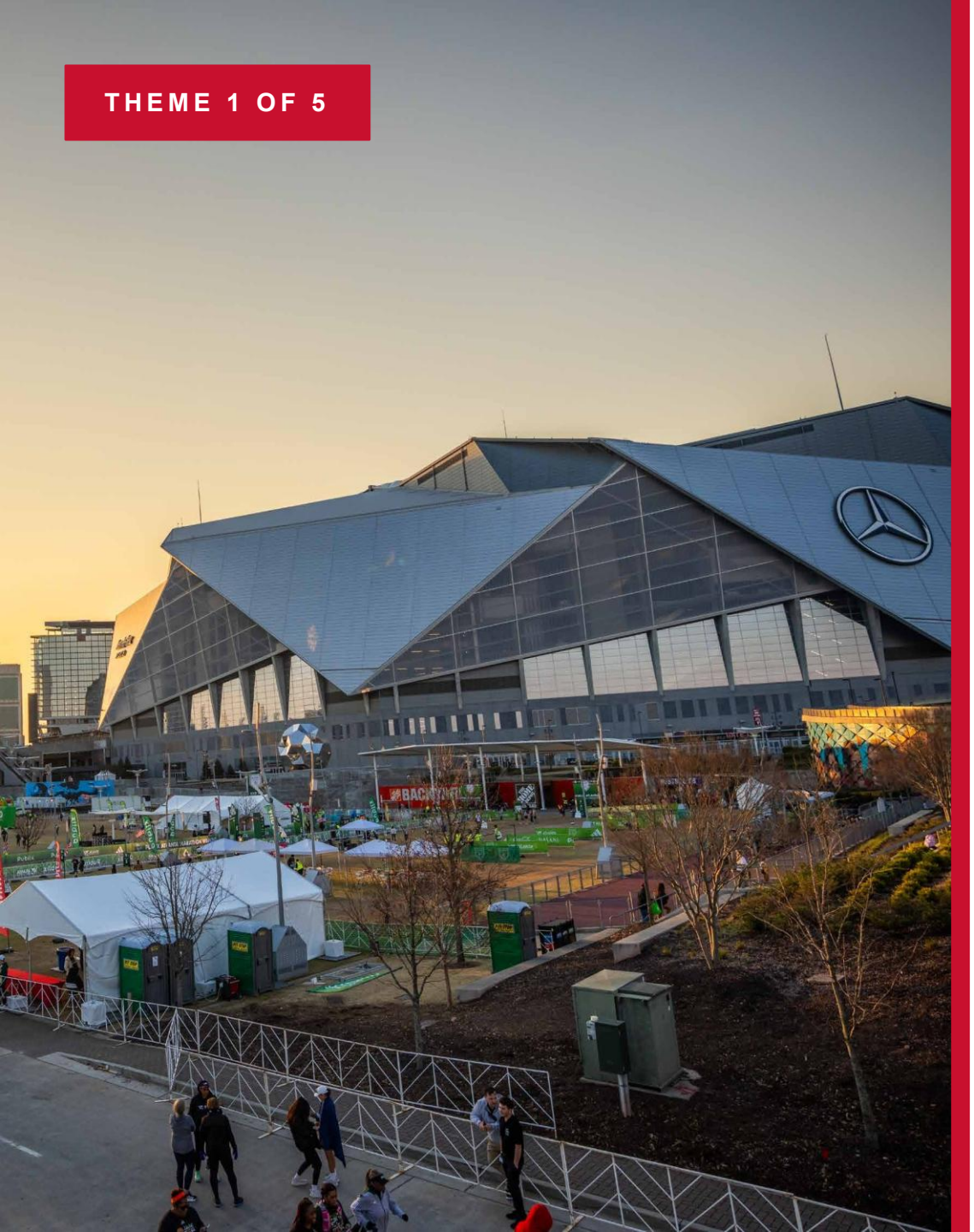
CONSTRUCT AND BEGIN TO ACTIVATE A WORLD CLASS INDOOR CENTER




ATLANTA TRACK CLUB

# STRATEGIC PLAN

THROUGH 2028 AND BEYOND



THEME 1 OF 5

# EVOLVE EVENTS AND PROGRAMMING

Our events and programming offerings should align with the evolving needs of the communities we serve which will enable the Club to continue to provide world class offerings. All who participate should feel the focus on excellence that goes into each event, as well as a robust portfolio that serves their individual needs.

**SUCCESS IS** the Club's events and programs are seen as industry leading, delivering memorable experiences that attendees regularly return to.

## OBJECTIVES

- Position the Atlanta Marathon as a nationally recognized destination event.
- Improve the geographic diversity of our events by introducing new venues/locations across the region.
- Broaden participation by actively fostering a more inclusive and demographically diverse environment.
- Advance online programming capabilities that broaden our ability to serve the training needs of our members and participants.

# ENRICH THE MEMBER EXPERIENCE

THEME 2 OF 5

The benefits of an Atlanta Track Club membership should be experienced throughout the year and enable engaging connections through events and offerings of the Club. Members should be overwhelmingly satisfied with their decision to join, are aware of the benefits offered, and experience a strong connection to the Club.

**SUCCESS IS** improved satisfaction with Club membership which drives retention and accelerates new member growth.

## OBJECTIVES

- Restructure membership benefits to provide differentiated offerings and experiences at our events and programming.
- Advance the member digital experience that improves all online interactions with the Club.
- Raise overall awareness of Club benefits to potential new and existing members.
- Communicate and demonstrate the value of membership to non-members to capture a growing interest in running/walking.





THEME 3 OF 5

# ELEVATE AWARENESS OF MISSION AND CORE VALUES

The full impact of Atlanta Track Club's efforts should be known beyond participants in signature events, but also to the broader community by experiencing firsthand the Club's philanthropic mission and dedication to community, camaraderie, and competition. Local business and community leaders should view the Club as an effective partner to positively impact health and wellness, and individual participants should understand the philanthropic nature of their contributions.

**SUCCESS IS** increased foundation support, membership growth, and increased sponsor/partner involvement.

## OBJECTIVES

- Showcase the mission at work locally, regionally, and nationally through compelling storytelling from the broad communities served.
- Create impactful partnerships with healthcare organizations that support and amplify the mission.
- Demonstrate positive impacts to health and wellness through promotion and tracking of measurable results.
- Consistently reinforce the mission and core values at events and programming to create authentic connections.
- Celebrate the inspirational and aspirational benefits of competition at all levels.

# STRENGTHEN AND GROW THE COMMUNITY

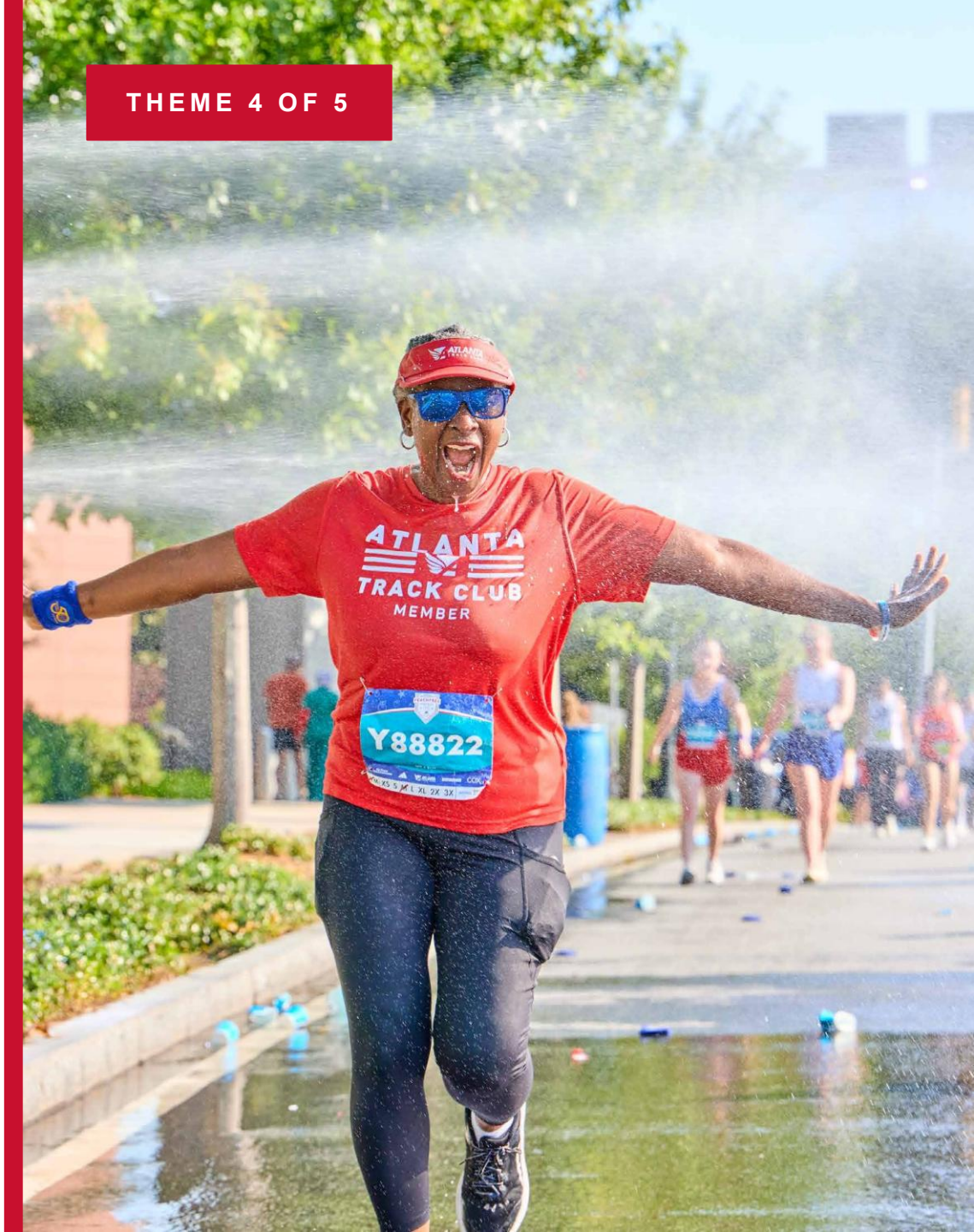
Members, participants, and volunteers should view the Club as a community to which they belong and gain a sense of identity through involvement. The Club should foster a strong sense of camaraderie and a place to develop lasting connections. Participants should be reflective of our local community, and all groups feel welcome.

**SUCCESS IS** sustained participant engagement and retention driven from personal connections enabled by the Club.

## OBJECTIVES

- Develop online engagement opportunities that create meaningful touchpoints for community connection.
- Create opportunities to engage and support group participation that fosters a strong sense of belonging.
- Strengthen individual connections by recognizing accomplishments, providing personalized offerings, and supporting regular fitness routines.
- Build and retain a more robust volunteer base through targeted recruitment, community engagement, and recognition strategies.

THEME 4 OF 5





THEME 5 OF 5



# CONSTRUCT AND BEGIN TO ACTIVATE A WORLD CLASS INDOOR CENTER

Bringing a World Class Indoor Center to our community will be a defining moment to make Atlanta healthier through a programmable indoor track and field facility.

**SUCCESS IS** the construction of the Center, a foundational investment in the growth of running and walking as a community activity and Atlanta's reputation as the premier destination.

## OBJECTIVES

- Secure land and execute a successful capital campaign for a community-centric, state-of-the-art indoor track and field center.
- Deepen current and expand new public and private partnerships designed to increase the Club's impact in underrepresented communities.
- Construct and open indoor center with retail, nutrition, health-care and non-profit partner support.
- Develop effective programming that welcomes all of Atlanta to a Track Club curated fitness journey. From grassroots track and field participants to Olympic level athletes, the Club will provide running and walking opportunities for all.
- Recruit and employ a workforce that is reflective of the neighborhood in which the indoor center sits.
- Bid on local, national and international track and field events with measurable economic impact on Atlanta while developing a new season for Georgia high school student-athletes.

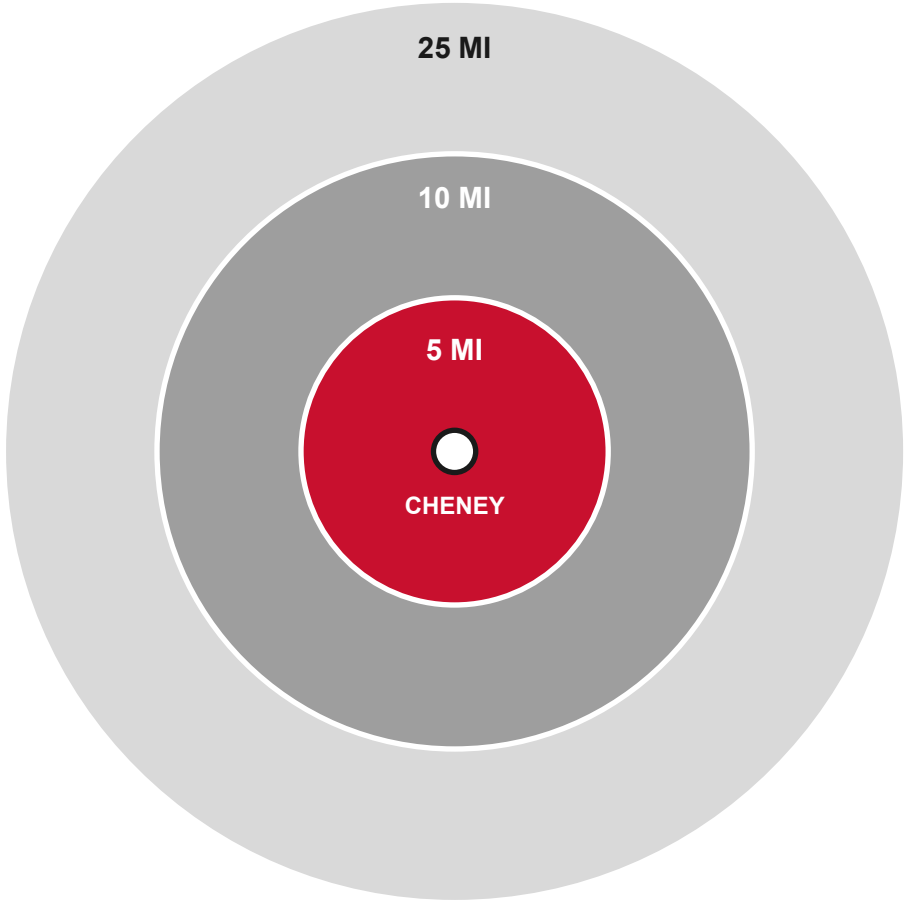
ATLANTA TRACK CLUB

# MEMBER & PARTICIPANT GEOGRAPHY

2026 | MEMBER PROXIMITY

# Geography of the Club’s current membership

Share of 44,000 + current Atlanta Track Club members living within a straight-line radius of 741 Connally Street SE




**12.8%**

### WITHIN 5 MILES

Downtown, Midtown, Grant Park, East Atlanta, West End and nearby neighborhoods

**32.9%**

### WITHIN 10 MILES

Adds Buckhead, Decatur, Brookhaven, East Point and the inner suburbs

**72.0%**

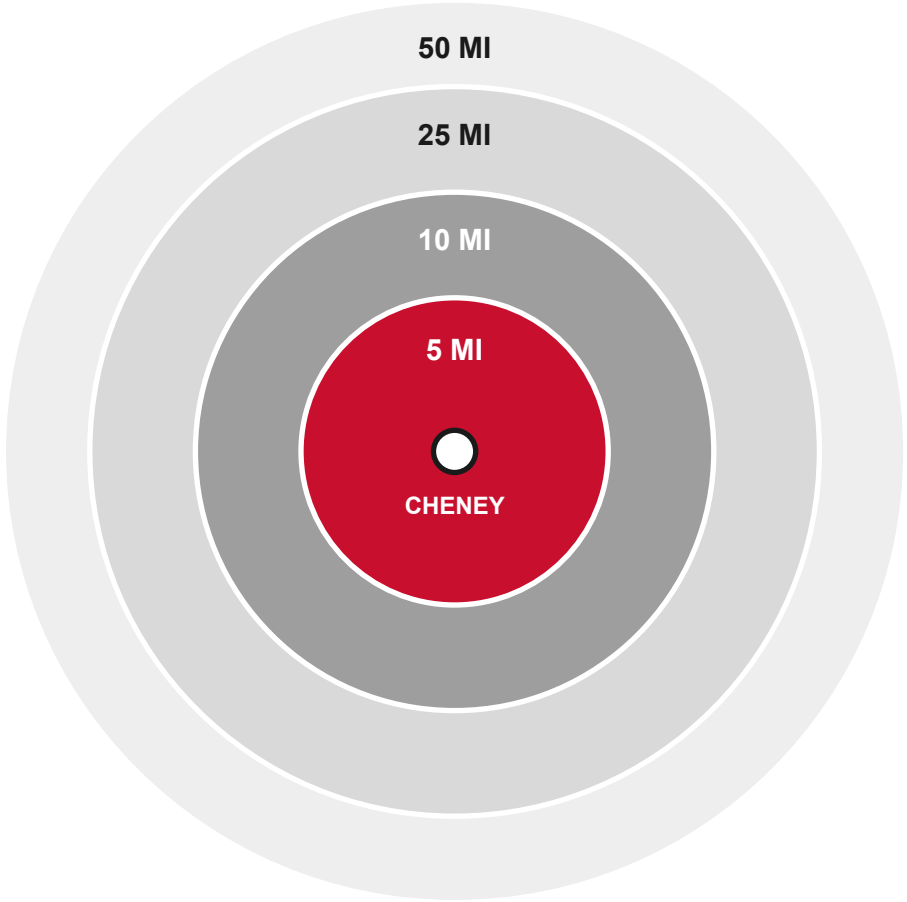
### WITHIN 25 MILES

More than two of every three members across the metro region

2026 | REGISTRANT PROXIMITY

# Geography of the event registrants for the last 12 months

Share of ~100,000 unique registrants in Atlanta Track Club events since Nov. 1, 2025, by straight-line radius from 741 Connally Street SE




**12.1%**

### WITHIN 5 MILES

Downtown, Midtown, Grant Park, East Atlanta, West End and nearby neighborhoods

**14.3%**

### 5 TO 10 MILES

Buckhead, Decatur, Brookhaven, East Point and the inner suburbs

**38.4%**

### 10 TO 25 MILES

Wider metro region

**18.8%**

### 25 TO 50 MILES

Outer metro and exurbs; 83.6% of all registrants live within 50 miles

COMMUNITY REPORT | INDOOR CENTER AT CHENEY

# Summerhill Neighbors Already Run & Walk With Us

Atlanta Track Club engagement from zip codes 30312 and 30315, 2025–2026

**826**

## Current Members

Club members living in 30312 & 30315

**2,458**

## Unique Participants

Individuals who joined our events in 2025 & 2026

**5,543**

## Total Registrations

Event registrations across 2025 & 2026

| Zip Code | Current Members | 2025 Participants | 2026 Participants | Unique Participants | Registrations |
|---|---|---|---|---|---|
| 30312 | 567 | 1,035 | 1,026 | 1,571 | 3,623 |
| 30315 | 259 | 562 | 587 | 898 | 1,920 |

**The takeaway:** While not our largest zip codes, these neighborhoods are home to a healthy, loyal base: participation held steady year over year, and participants averaged more than two registrations each.

Source: Atlanta Track Club membership and registration data, 2025–2026.



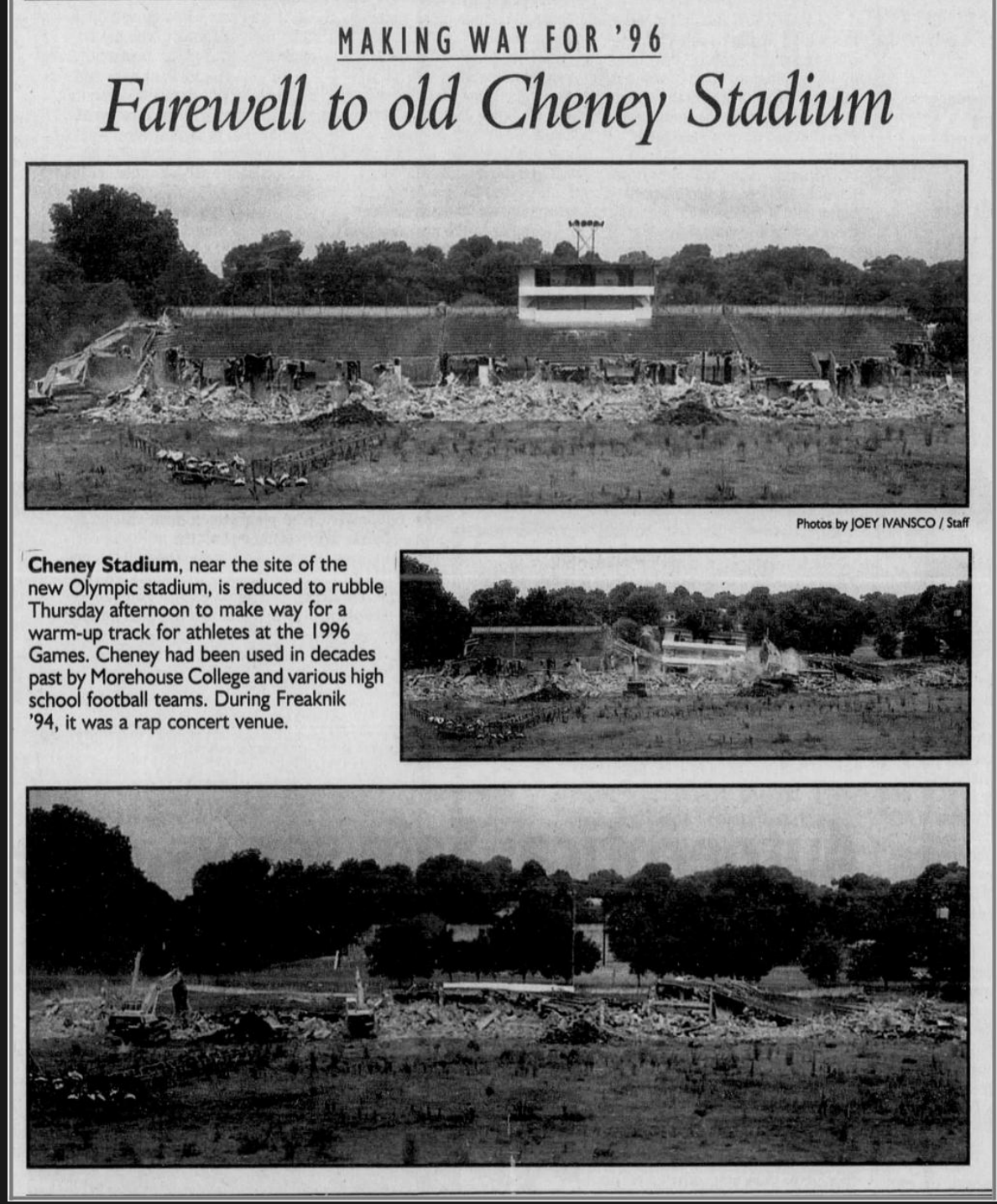

# PAST, PRESENT & FUTURE

INDOOR CENTER & SUMMERHILL

# Knowing Where We Stand

*Summerhill &*
*Cheney Stadium Property*
*1865–2026*

Atlanta Track Club has invested itself in better understanding the more than 160 years of faith, education, sport, displacement and resilience of Summerhill. We have learned from this history—and are designing the Indoor Center to build upon Summerhill's legacy, not repeat the injustices of the past.



MAKING WAY FOR '96

Farewell to old Cheney Stadium

Photos by JOEY IVANSCO / Staff

**Cheney Stadium**, near the site of the new Olympic stadium, is reduced to rubble Thursday afternoon to make way for a warm-up track for athletes at the 1996 Games. Cheney had been used in decades past by Morehouse College and various high school football teams. During Freaknik '94, it was a rap concert venue.

ERA 1 | 1865–1923

# A Community Built on Faith and Learning

*Founded after the Civil War, Summerhill quickly became a center of Black education in Atlanta.*

**1865**
William Jennings establishes Summerhill after the Civil War; early residents are freed slaves and Jewish immigrants.

**1866**
Wood's Chapel and Clarke's Chapel open on Martin Street, anchoring faith, unity and community safety.

**1867**
Freedmen's Bureau opens the original Summerhill School on Martin Street — the city's oldest Black school (to 1922).

**1869**
Clarke's Chapel hosts the first classes of what becomes Clark Atlanta University and Gammon Theological Seminary.

**1872**
Atlanta Public Schools buys the school and officially names it Summerhill School.

**1920**
The city dump on the Cheney property closes.

**1923**
Summerhill School is renamed E.P. Johnson Elementary.

ERA 2 | 1947–1968

# Stadiums, Highways and Displacement

*Major public projects reshaped the neighborhood — often at the expense of the people who lived there.*

**1947****

Atlanta Board of Education secures land for Cheney Stadium (which was colloquially referred to as White Stadium). Despite its location in a historically black neighborhood, it was for whites only until desegregation in the 1960's.

**1949**

Cheney Stadium is built, named for "Skipper" Cheney, Tech High principal for 26 years.

**1963**

I-20 opens directly through Summerhill, Mechanicsville and Grant Park.

**1964**

The Downtown Connector boxes Summerhill in with highways to the north and west.

**1965**

Atlanta Stadium is completed. With the highways, ~3,400 residents are displaced; 68% were people of color.

**1966**

The stadium opens as home to the Braves and Falcons.

**1966**

Summerhill Riot: protest over police brutality and displacement; 4 days of unrest. Residents form Summerhill Neighborhood Inc.

**1968**

APS fully desegregates, opening Cheney Stadium to Black APS student-athletes.

** An earlier version of this report, mistakenly and incorrectly referred to Cheney Stadium as White Stadium.

ERA 3 | 1973–1992

# Closures and Disinvestment

*Schools closed, buildings fell empty and Cheney Stadium was shut down as unsafe.*

**1973**
E.P. Johnson Elementary closes.

**1973**
McGill Elementary opens within the Atlanta Education Complex, alongside MLK Jr. Middle School and Cheney Stadium.

**1974**
Ground broken for two-site Phoenix Park with supervised play areas and sports facilities.

**1980s**
The E.P. Johnson building is demolished after sitting abandoned for over a decade.

**1989**
Final Downtown Connector segment opens near Georgia Avenue, completing today's highway footprint.

**1990**
Cheney football stadium closes after an inspection finds it unsafe.

**1992**
The Falcons leave Atlanta–Fulton County Stadium for the Georgia Dome.

ERA 4 | 1994–1997

# An Olympic Legacy on the Cheney Site

*The 1996 Games left behind the track that still serves this neighborhood today.*



**GAIL DEVERS • ATLANTA 1996**

## From the Olympic Games to the Atlanta Track Club Foundation Board

*A personal connection to the Olympic legacy that still lives at Cheney today.*

**1994** — Cheney football stadium is demolished to make way for an Olympic warm-up track.

**1996** — Cheney track is completed and serves as the warm-up track for the Olympic track and field events.

**1996** — Centennial Olympic Stadium is completed in March, ahead of the July Games.

**1997** — Atlanta–Fulton County Stadium is demolished.

**1997** — Centennial Olympic Stadium is converted to Turner Field for the Braves.

ERA 5 | 2005–2020

# Flooding, Change and Reinvestment

*Stormwater, school closures and the Braves' departure — followed by new investment.*

**2005**
McGill Elementary closes; a perimeter fence ends public access.

**2012**
Torrential rains overwhelm the combined sewer system near Atlanta Ave. and Connally St.; the city buys out dozens of flooded homes through eminent domain.

**2013**
Cooke Elementary closes; Summerhill is rezoned to Parkside Elementary.

**2014**
Underground stormwater vault completed beneath the purple lot behind Turner Field.

**2016**
The Braves play their last game at Turner Field (a 1-0 win) before moving to Truist Park.

**2017**
Atlanta Track Club resurfaces the neglected Olympic warm-up track; APS commits to keeping it open to the neighborhood.

**2017**
Georgia State and Carter-led partners acquire the 68-acre Turner Field site, creating today's Georgia Ave. hub.

**2020**
Georgia State Stadium is renamed Center Parc Stadium.

# Adding to Summerhill, Not Taking Away

*Atlanta Track Club wants to build its headquarters, be present in and operate as a good neighbor for at least the next 50 years…*

01

## What history tells us

Large projects on this and nearby land displaced thousands of residents.

02

## Stormwater matters

The 2012 floods hit homes near Atlanta Ave. and Connally St. Water management must be part of the plan.

03

## Schools left

E.P. Johnson, McGill and Cooke closed. Young people deserve places to gather and grow.

04

## A promise kept

Since 2017, the Club has kept the Olympic track open to the neighborhood. The Indoor Center builds on that.


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# WHY PARTNER WITH ATLANTA PUBLIC SCHOOLS

ATLANTA PUBLIC SCHOOLS


Georgia Ave SE




A shared commitment to **APS student-athletes** and the Summerhill community.

ATLANTA TRACK CLUB + ATLANTA PUBLIC SCHOOLS

# Why We Are Partnering with APS

### RUNNING BUILDS STUDENTS

Data supports that the more kids who run track and cross country, the better their performance in school and in life.

### ALREADY INVESTED IN THE SPORT

We are already investing resources to support and grow track and cross country at the middle and high school levels.

### A PROVEN STEWARD OF CHENEY

In 2017, we invested a half million dollars to refurbish the APS Cheney property, an Olympic legacy property, keeping it in good condition for APS student-athletes and the community.

### PROTECTING AN OLYMPIC LEGACY

Without this partnership, we believe the outdoor track will be developed, and Summerhill would lose a piece of its Olympic legacy.

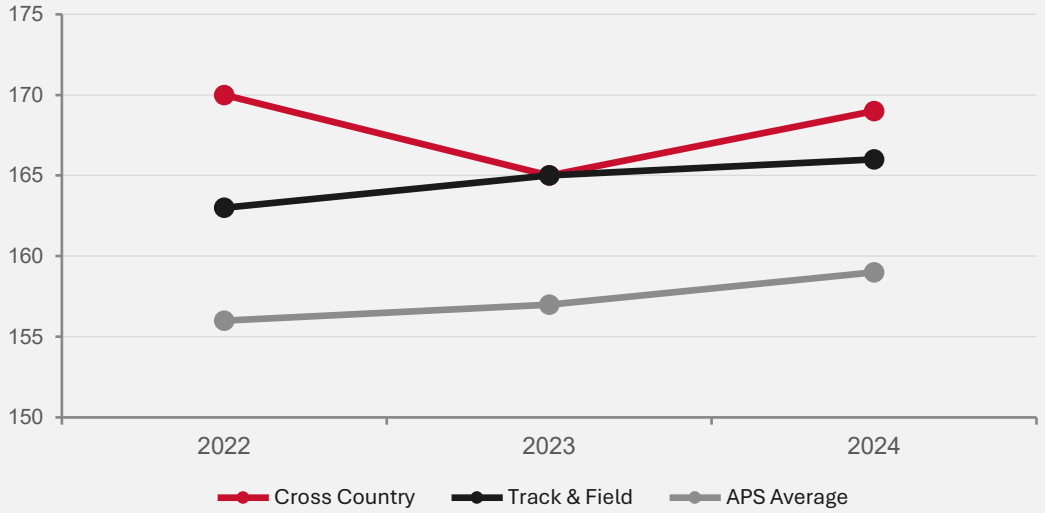
IMPACT OF TRACK & CROSS COUNTRY ON APS STUDENTS

# Runners Show Up. Runners Score Higher.

## ATTENDANCE | DAYS IN SCHOOL

**+10 days**

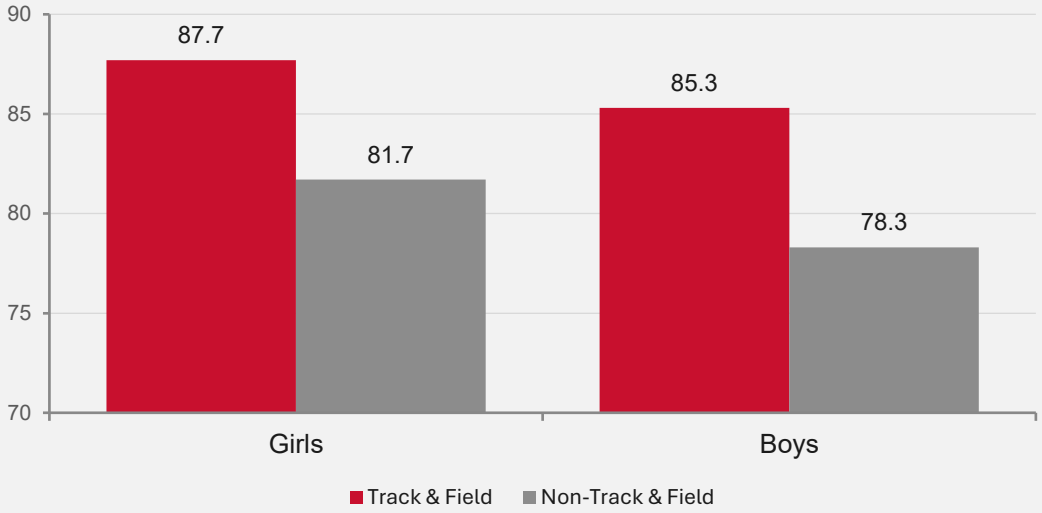
Cross country athletes vs. APS average (2024). Track & field: +7 days.




## ACADEMICS | AVERAGE GPA, 2024

**+6–7 pts**

Higher GPA for track & field athletes vs. non-athletes — every year, 2022–2024.




**THE TAKEAWAY:** Up to two extra weeks in class and a 6–7 point GPA edge. Running builds habits for life.

ATLANTA PUBLIC SCHOOLS

Source: Atlanta Public Schools student data, 2022–2024.

ATLANTA TRACK CLUB

# COMMUNITY ENGAGEMENT SUMMARY

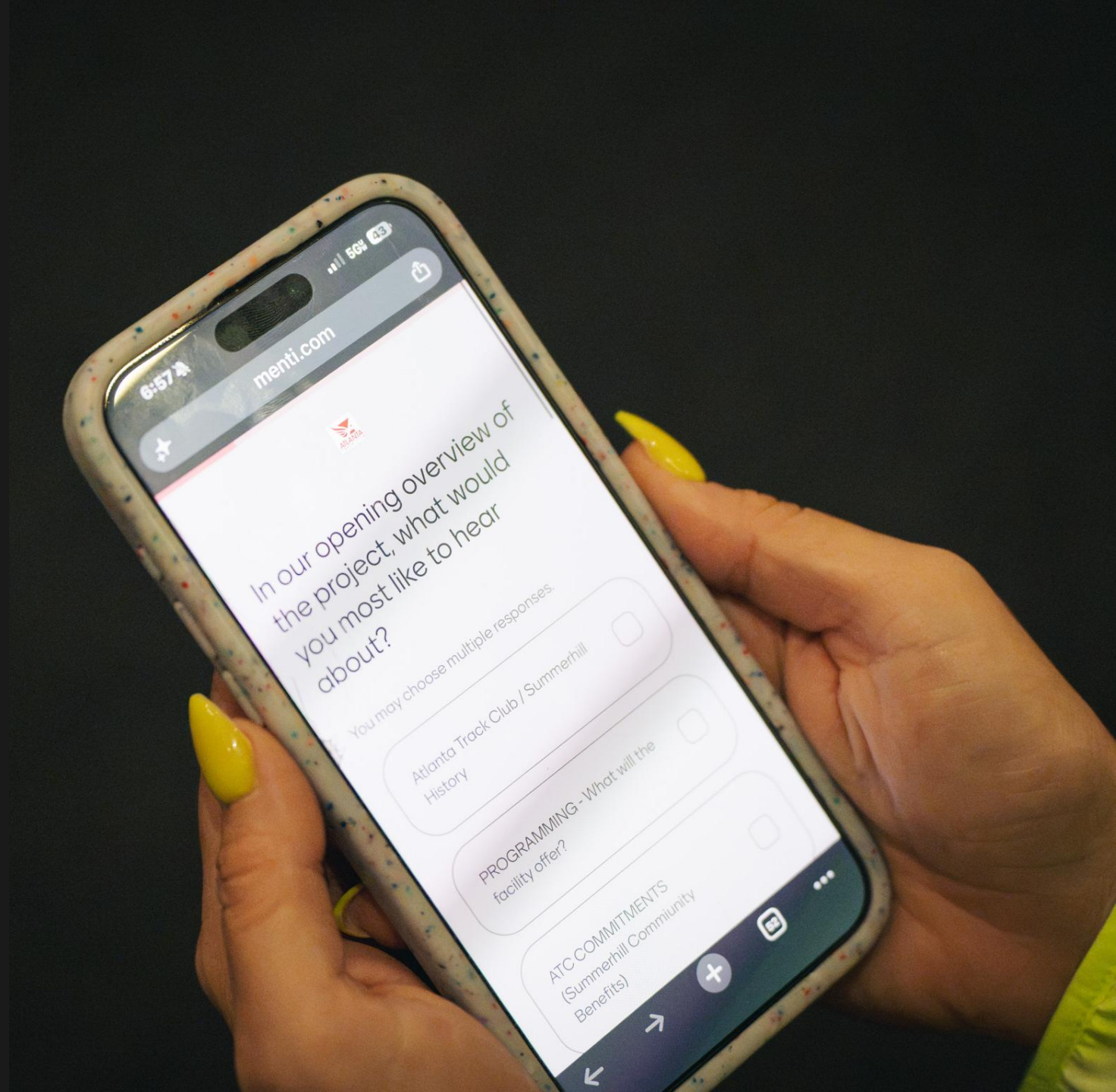
ATLANTA TRACK CLUB

COMMUNITY ENGAGEMENT

# Listening First

How we asked for input on the proposed Track & Field Center at Cheney, what we heard, and what we changed as a result.

August 12 – September 29, 2026 · Summerhill



THE ENGAGEMENT AT A GLANCE

# Seven weeks of listening, by the numbers

| 5 | 7 | 266 | 461 | 8 |
|---|---|---|---|---|
| community sessions | weeks of engagement | Took part with ~219 answering polling questions | written comments read and coded | pulse-check readings |

## Aug 12

**Open community meeting**

Introduce the proposal, gather first reactions

**~153** took part

## Aug 30

**Adjacent-neighbor session**

Test design changes with households facing the site

**30** took part

## Sep 8

**Open community meeting**

Traffic, stormwater and landscape experts answer directly

**51** took part

## Sep 17

**Neighborhood session**

Convened by Summerhill NDC to reach longer-tenured residents

**32** took part

## Sep 29

**Adjacent-neighbor session**

Return with renderings and answers to logged questions

**No Pulse Check recorded**

*All sessions independently facilitated (Your Crescendo LLC); findings published after every session. Sep 29 was an update and Q&A session, so no pulse check was taken.*

ATLANTA TRACK CLUB

# Indoor Center at Cheney: who we have met with

| 7 | 5 | ~30 | ~75 | 83 |
|---|---|---|---|---|
| ATC-hosted meetings | neighborhood organization sessions | one-on-one and small meetings | doors knocked on streets around Cheney | community survey responses |

## Community meetings (ATC)

**Aug 9** · Residents closest to Cheney

**Aug 12** · Community at large

**Aug 30** · Residents closest to Cheney

**Sep 8** · Community at large

**Sep 17** · Community at large, with invites to legacy residents

**Sep 28** · Summerhill Businesses on Georgia Ave

**Sep 29** · Residents closest to Cheney

## Neighborhood organizations

**ONS** · Jul 6, Aug 3, Sep 10

**Grant Park NA** · Jul 21

**Peoplestown NA** · Jul 30

**Intrenchment Creek Council** · Aug 1

**Peoplestown Revitalization Corp.** · Aug 8

## One-on-one and small meetings

**~20 Summerhill residents**, individually

**CM Jason Winston** (D1) · monthly updates

**Carla Smith** · former D1 Council member

**ONS** · John Helton (Pres.), Suzanne Mitchell (past Pres.)

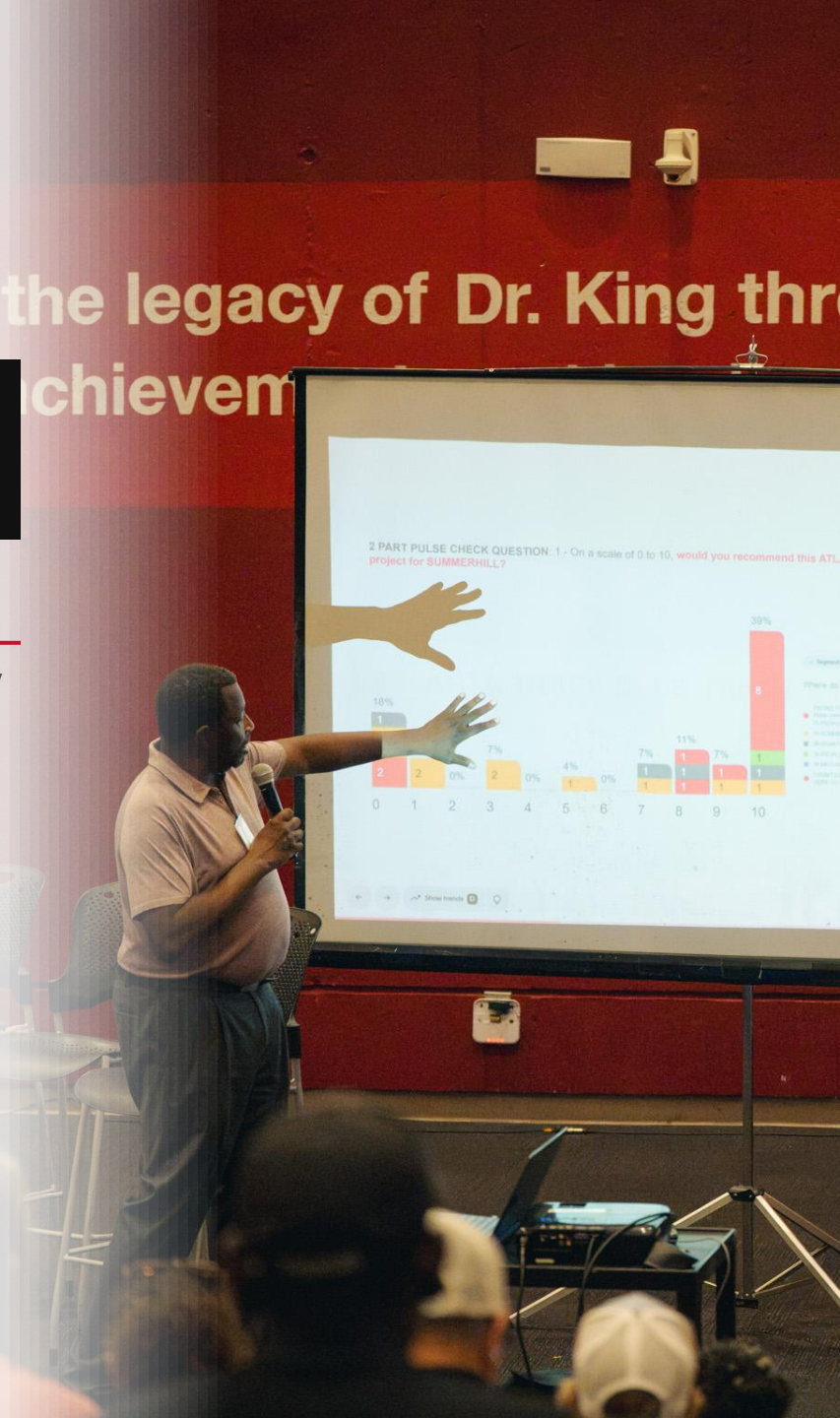
**SNDC** · Cheron Pitchford (Executive Director)

**Carter** · Adam Parker, Joe Severin (stormwater)

**American Rivers** · Ben Emmanuel (stormwater)

**Path Academy FC** · Jehu Jean Pierre

**Dwight Bell** · IOC member (Olympic legacy)



HOW WE LISTENED

# Four commitments that shaped every session

### We asked where you live — first

So the households closest to the site stay visible, not averaged away.

### Each neighborhood reported separately

Results are never blended into a single number.

### Change measured among the same people

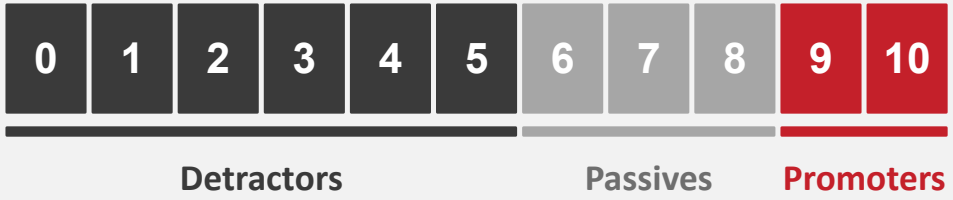
Before-and-after movement counts only those who answered both questions.

### Findings published after every session

Including the critical comments and unfavorable results.

THE QUESTION AT EVERY READING

*"On a scale of 0 to 10, would you recommend this project for Summerhill?"*




**Why a 6 counts as a passive.** Residents told us a 6 meant "on the fence" — still listening and telling us what would earn their support. We count it with the 7s and 8s rather than as opposition.

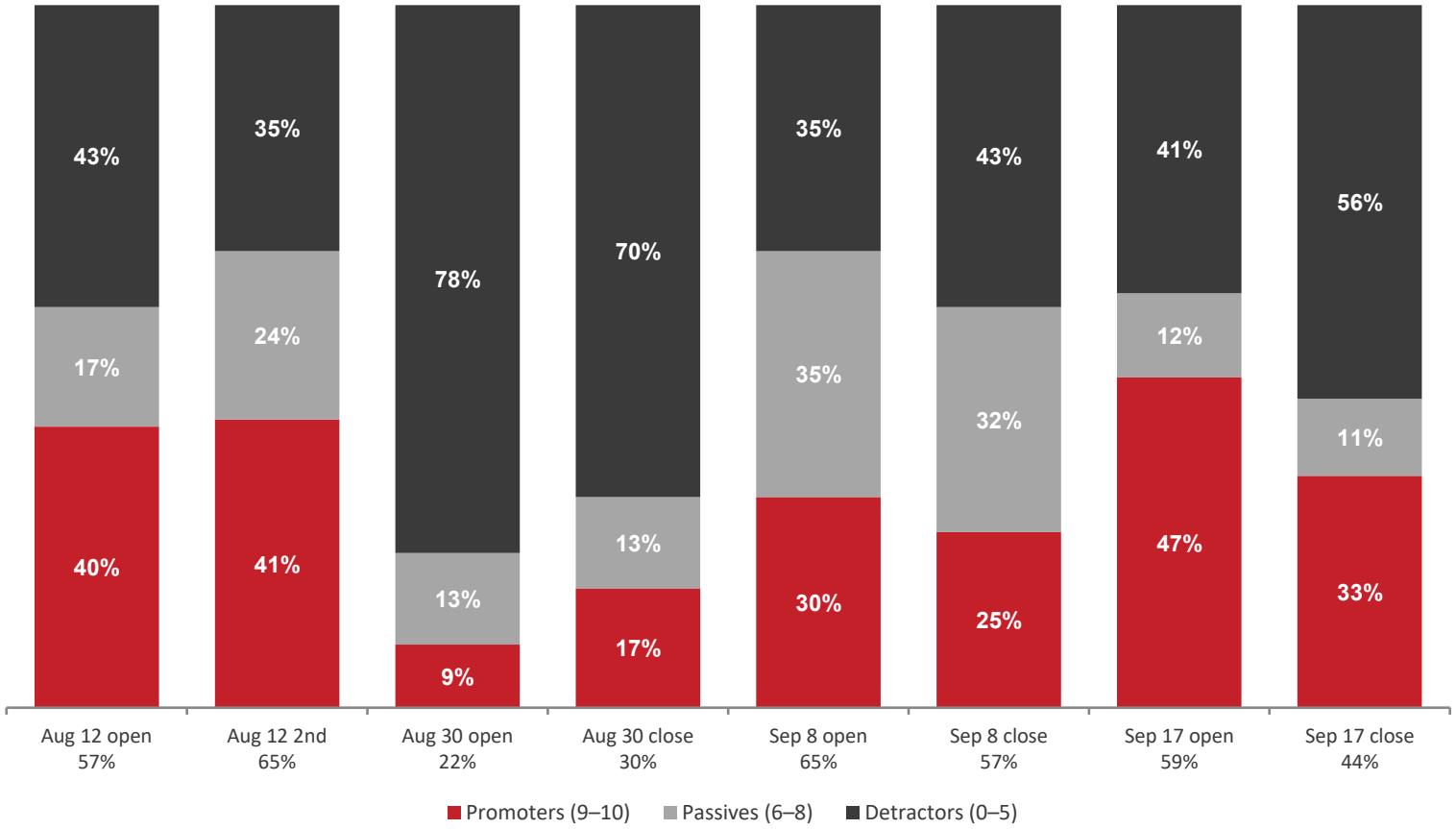
*Standard Net Promoter bands (detractors 0–6) are reported in the facilitator's data appendix.*

*Source: Community Engagement Findings and Record, Section 4; Pulse Check Data Appendix, Section 1.*

ATLANTA TRACK CLUB

WHERE SUPPORT STANDS

# Most rooms were open to or supportive of the project




Responses per reading (n): 128 · 105 · 23 · 23 · 37 · 28 · 17 · 9

**5 of 8**

readings found a majority open to or supportive of the project (scores 6–10).

**65%** at the Aug 12 second reading — the largest room (105 responses).

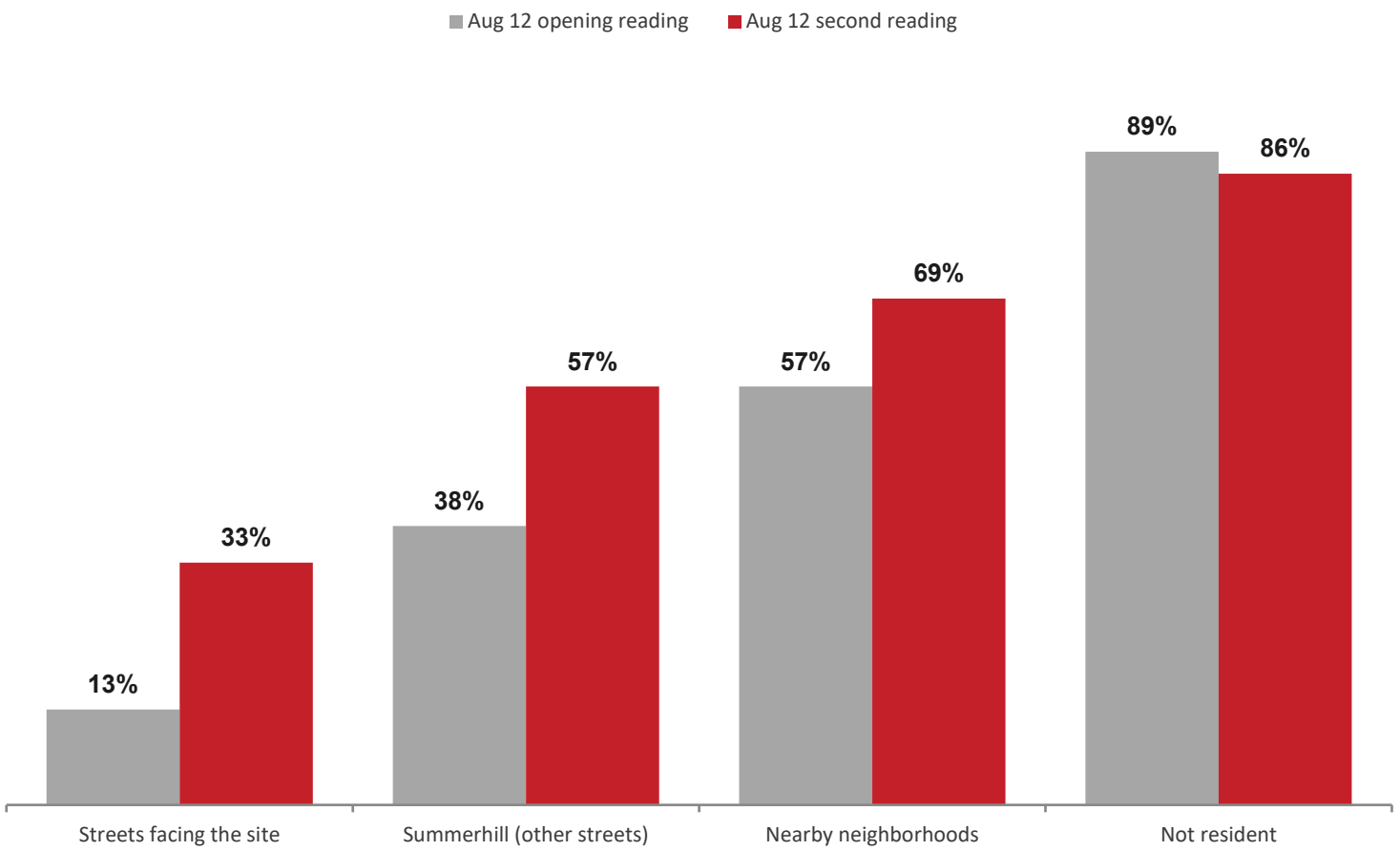
**The exceptions:** Aug 30, a session held specifically for households on the streets facing the site. Sept 17 closing read only had 9 people left in the room who responded.

*Source: Pulse Check Data Appendix, Section 2 (raw 0–10 scores), re-banded: promoters 9–10, passives 6–8, detractors 0–5.*

ATLANTA TRACK CLUB

SUPPORT BY DISTANCE FROM THE SITE

# Support rises with distance from the site




STREETS FACING THE SITE

**13%** Aug 12, opening

**33%** Aug 12, later that evening

**55%** Sep 8, opening

The streets facing the site moved as far as any group. The households closest to the site carry the most direct impact — and gave the design the most scrutiny.

*Share scoring 6–10, Aug 12 (largest session). Groups reported separately, never combined. n = 23/34/21/46 (opening); 18/23/16/37 (second). Sep 8 site streets n=11.*

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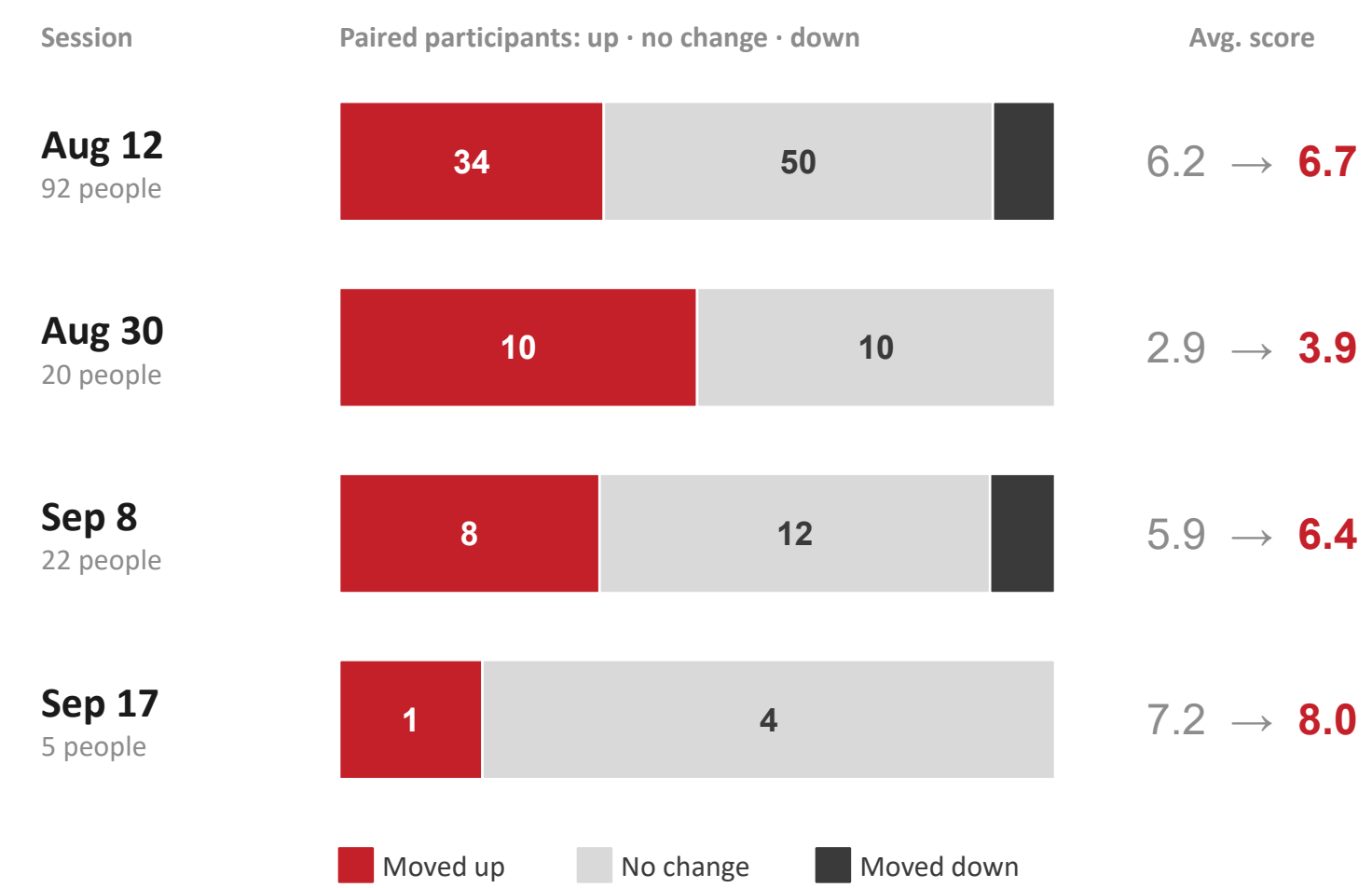
SUPPORT GROWS AS PEOPLE LEARN MORE

# More people raised their score than lowered it

**53** raised their score

**10** lowered it

Among the 139 people who answered at both the start and end of the same meeting — more than 5 to 1 in favor of moving up.

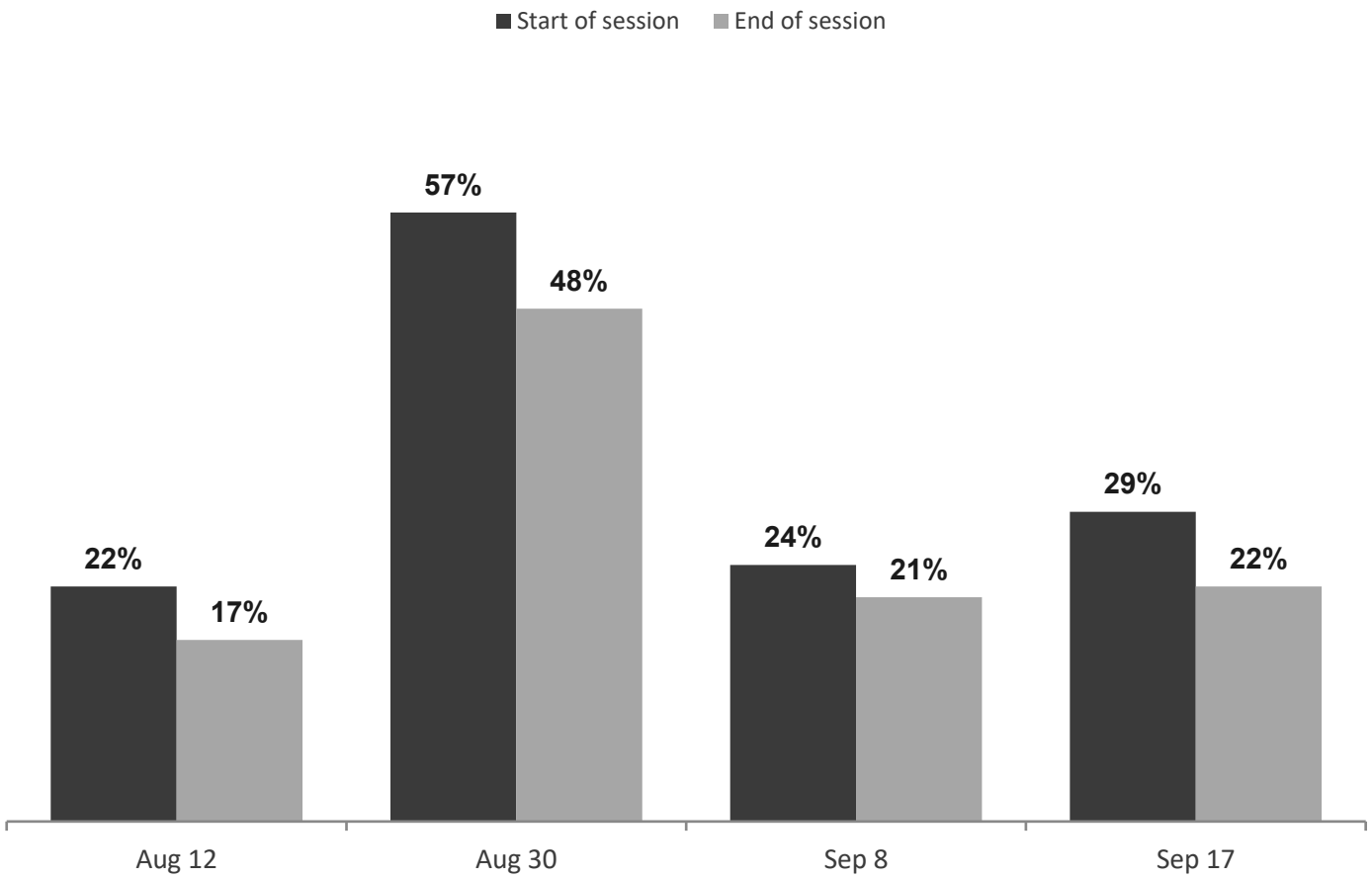



*Source: Pulse Check Data Appendix, Section 4. Counts only participants who answered both readings at the same session.*

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OPPOSITION IS SOFTENING

# Fewer “firm no” answers by the end of every session




**4 of 4**

sessions saw the share of 0–2 scores fall between the first and last reading.

**From “no” to “not yet.”** Among those still opposed (0–5), the share scoring 3–5 rather than 0–2 rose at every session. At Sep 8 meeting it went from under a third to half. Opposition is becoming conditional — and conditions are something we can work on.

*Share of all responses scoring 0–2. Start and end readings can include late arrivals. Source: Pulse Check Data Appendix, Section 2.*

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WHAT WE HEARD

# The conversation moved from impact to partnership

**EARLY · AUGUST**

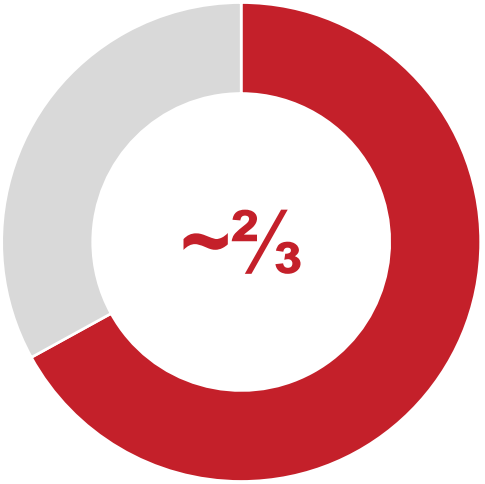
*"What will this do to my street?"*

- Traffic
- Stormwater & flooding
- Parking
- Green space

**LATE · SEPTEMBER**

*"How will this work for us?"*

- Hours & lighting
- Security coverage
- Homework space for kids
- Public access to fields
- A lasting neighborhood voice




of expressed opposition is about things design, engineering and follow-through can address. The rest objects to the location itself.

**40%** of comments at the final session were about green space — the most persistent theme

**23%** peak for traffic (Aug 30) and stormwater (Sep 8); both receded as studies got underway

**~19%** of final-session comments were about programming and partnerships, up from almost none

*Source: Findings and Record, Sections 2, 5 & 7 — 461 open comments coded against one theme list applied to all five sessions.*

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WHAT WE CHANGED

# The plan changed in direct response to what we heard

## ON-SITE PARKING

~~~297~~

**~150**

Cut by roughly half, then reorganized to keep more of the fields — with a tree-lined corridor between the soccer pitches and green space and the parking areas.

*Raised Aug 12 & Aug 30*

### Green setbacks

45 ft on Georgia Ave; 30 ft on Connally St

*Raised Aug 12 & Aug 30*

### Fence removed

Along the northern edge of the site

*Raised Aug 30*

### Bass St cut-through closed

To cars — replaced with green space and a pedestrian path

*Raised Aug 30*

### Side streets protected

No parking or event access from Martin, Connally or Little Streets

*Raised Aug 12 & Aug 30*

### Stormwater redesigned

Larger trunk lines; first inch of rain held on site; outflow below today's levels

*Raised Aug 30 & Sep 8*

### Traffic study expanded

To all of Summerhill, combined with the neighborhood's own requested study

*Raised Aug 30 & Sep 8*

### Fitness center moved

Farther from Connally Street

*Raised Sep 8*

### Soccer fields opened up

Two fields proposed open to the public when not programmed

*Raised Sep 17 & Sep 29*

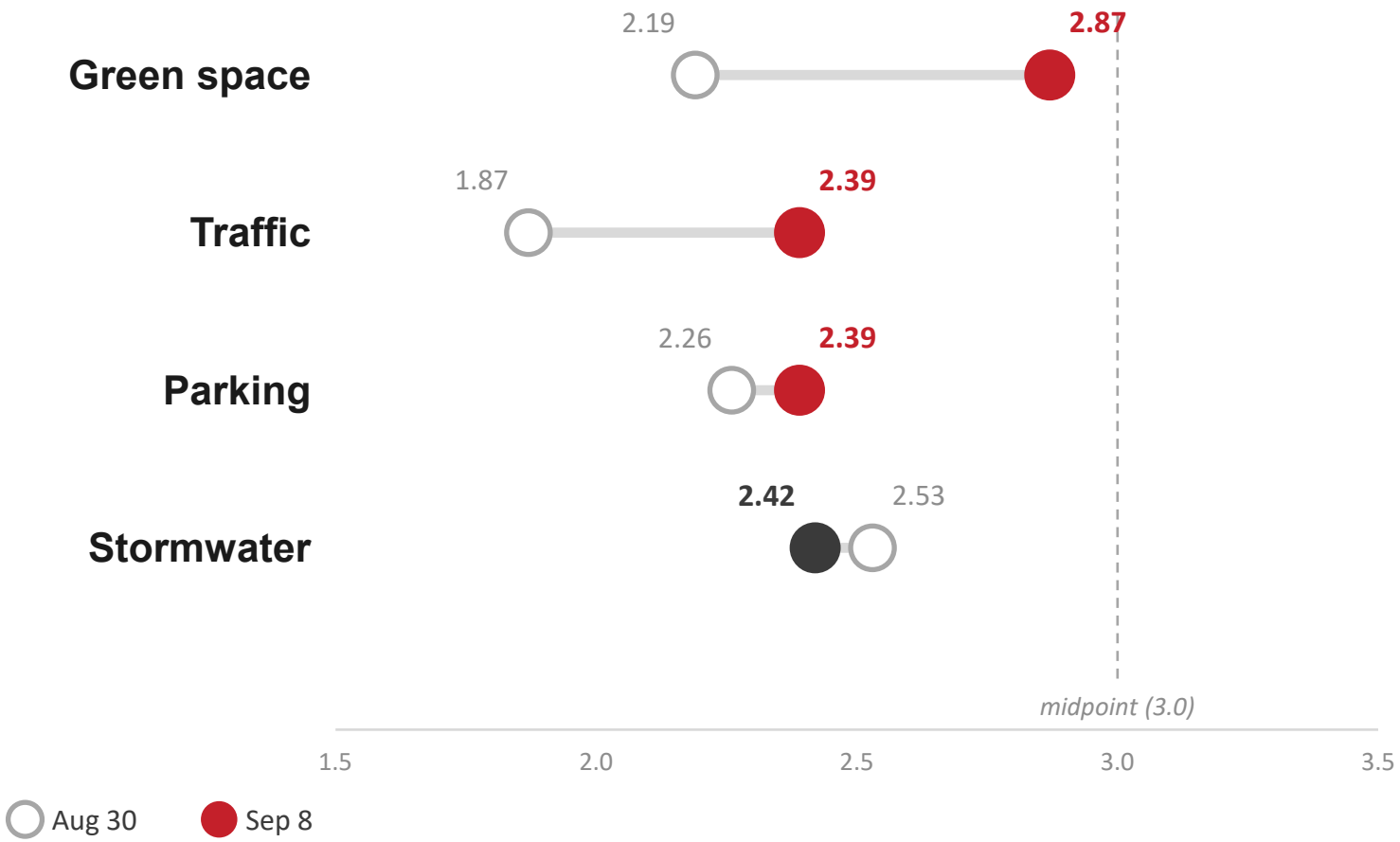
*Source: Findings and Record, Section 8. Stormwater design is subject to regulatory review; traffic study is underway; soccer-field access is proposed.*

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~~~

DID THE CHANGES LAND?

# What residents could see moved opinion most

Average satisfaction with each concern (1 = not at all, 5 = fully satisfied)




**3 of 4**

concerns improved between the two sessions that measured satisfaction.

**Green space rose most** — the one concern with a revised drawing to show, based on a resident's Aug 30 suggestion.

**Stormwater dipped** despite a detailed technical briefing. Residents asked to see the engineering, not hear it described — and we have shared it in this presentation.

***No concern has reached the midpoint yet. The work continues.***

*Source: Findings and Record, Section 8 (Figure 4). Responses: green space 21→30; stormwater 17→19; parking & traffic 23→31.*

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RESULTS OF ENGAGEMENT

# What Changed Because of Community Input

## PARKING & TRAFFIC

- On-site parking on McGill cut from 297 to ~150 spaces
- Ami St becomes a dedicated two-way road to parking, keeping traffic off Connally, Little, Bass, Bill Lucas & Martin
- ~3,800 off-site spaces identified on the Hank Aaron corridor
- Track Club to provide shuttles to and from any off-site parking
- Framework agreed with GSU Athletics for year-round use of the Purple lot (~450 spaces), subject to final terms

## BUILDING SCALE

- Georgia Ave setback increased to 45 ft
- Connally St setback increased to 30 ft
- No more than 2 stories facing Connally (3 on the Ami side), with green terraces wrapping the north and south corners

## GREEN SPACE & TREES

- Smaller parking footprint saves McGill Field green space, open to the public for the first time
- Maximum tree save; trees around the outdoor track left untouched
- All parking areas to use green bricks or a semi-permeable surface, not asphalt

## NEIGHBORHOOD ACCESS

- Existing 400m outdoor track at Cheney is retained
- Public restrooms for outdoor track users
- 10-ft chain-link fence replaced with a decorative fence
- Youth soccer access for Path Academy FC on McGill and the Cheney infield
- Soccer fields added inside the outdoor track, creating more space for youth soccer and community organized and recreational activities

**BALANCE** Some neighbors now want more on-site parking; ~3,800 identified off-site spaces are planned to carry event-day demand.

WHAT CHANGED BECAUSE OF COMMUNITY INPUT

# Eleven changes, each traced to a specific session

| Change made | Raised at | Status |
|---|---|---|
| On-site parking reduced from ~297 to ~150 spaces | Aug 12, Aug 30 | **In current plan** |
| Parking reorganized to keep more of the field, with a tree-lined corridor | Aug 30 | **In current plan** |
| 45-ft green setback on Georgia Ave; 30-ft setback on Connally St | Aug 12, Aug 30 | **In current plan** |
| Fence removed along the northern edge of the site | Aug 30 | **In current plan** |
| Bass St gravel cut-through closed to vehicles; green space and footpath added | Aug 30 | **In current plan** |
| No parking or event access from Martin, Connally or Little Streets | Aug 12, Aug 30 | **In current plan** |
| Fitness center moved farther from Connally St | Sept 8 | **In current plan** |
| Stormwater redesigned: larger relocated trunk lines, first inch retained, vault added | Aug 30, Sept 8 | **Regulatory review pending** |
| Traffic study expanded to Summerhill and combined with neighborhood’s request | Aug 30, Sept 8 | **Underway · phased** |
| Two soccer fields proposed to be open to the public when not programmed | Sept 17, Sept 29 | **In current plan** |
| Parking area near Martin St considered for conversion back to green space | Sept 29 | **In current plan** |

# Our commitments to neighbors

**Traffic study** Expanded to more of Summerhill; results expected late November to mid-December.

**Stormwater engineering** Thorough city Watershed Management review — shared when complete.

**Outdoor lighting** Whether to install, and on what hours, decided with neighbors.

**More green space -** Soccer fields adjacent to parking area near Martin St is to return to publicly accessible green space to the neighborhood

**A lasting neighborhood voice** A formal community role has been proposed.

**Full transparency** Findings shared “whenever they arrive and whatever they show.”

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# SPECIAL EVENT PARKING

PARKING FOR THE INDOOR CENTER

# A community training center, with parking sized for meet days




Aerial: existing lots within walking distance of the Indoor Center at 175 Georgia Ave.

**~150**
on-site (McGill)

**~3,800**
off-site, identified

**~450**
GSU framework agreed

| | | | |
|---|---|---|---|
| **Georgia State University** | | **2,250** | |
| 1 | Purple lot behind the stadium | 450 | **Framework agreed** |
| 2 | Blue lot (west & south half) | 700 | Identified |
| 3 | Convocation Center | 900 | Identified |
| 4 | Green lot (by baseball stadium) | 200 | Identified |
| **Atlanta Public Schools** | | **110** | |
| 5 | King Middle School | 110 | Identified |
| **AFCRA** | | **1,287** | |
| 6–10 | Fanplex, Grey, Yellow, Red, Brown lots | 1,287 | Identified |
| **Other lots** | | **150** | |
| 11 | Glenn & Fraser | 50 | Identified |
| 12 | Kaiser Permanente (off-hours/weekends) | 100 | Identified |
| **Off-site total** | | **~3,800** | |
| 13 | McGill Field (on-site) | 150 | Site plan |

**Daily use** (training, school teams, community programs) is served on site. **Peak meet days** (center capacity up to 3,000 people): ~1.3 identified off-site spaces per attendee, before transit, rideshare and walk-up. **Identified** = existing lot within walking distance; use arrangement still to be finalized.

# PHASE 1
# TRAFFIC MANAGEMENT REPORT

PRELIMINARY TRAFFIC & EVENT MANAGEMENT


01 Traffic Impact Study – Status

02 Existing, Programmed & Planned Conditions

03 Current Site Plan

04 Preliminary Event Management Framework

05 Preliminary Area Opportunities

06 Next Steps


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# Traffic Impact Study – Status

STATUS UPDATE

# Traffic Impact Study

- Background Research (Complete)
  - Existing, Programmed & Planned Conditions
- Data Collection (Ongoing)
- Study Scenarios (Pending Data)
- Analyses (Pending Data)




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# Data Collection

## 24-Hour Bidirectional Count

Average Daily Traffic (ADT) – Saturday

- Weekday ADTs already available; will provide context for Saturday impacts

## Peak Hour Intersection Counts

Turning Movement Counts (TMC) – Weekday, Saturday

- Typical Weekday commuter 7-9 AM
- Typical Weekday commuter 4-6 PM
- Typical Saturday peak aligned with peak event + existing traffic peak (TBD)

## Locations

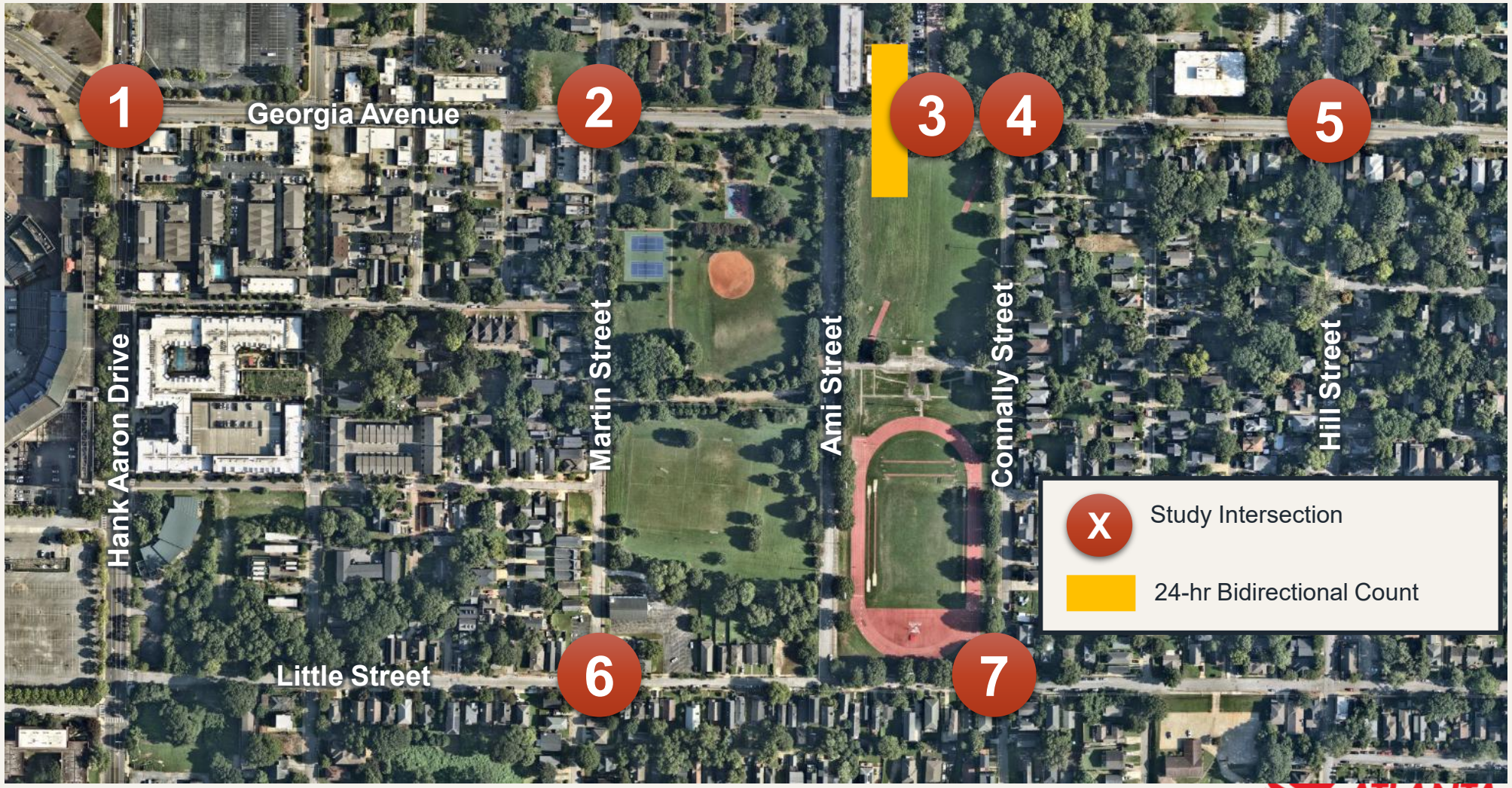
**ADT (Saturday)**

1. Georgia Avenue west of Connally Street

**TMC (Weekday, Saturday)**

1. Georgia Avenue at Hank Aaron Drive
2. Georgia Avenue at Martin Street
3. Georgia Avenue at Connally Street (traffic signal)
4. Georgia Avenue at Connally Street (stop-controlled)
5. Georgia Avenue at Hill Street
6. Little Street at Martin Street
7. Little Street at Connally Street

# Data Collection




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# Study Scenarios & Pending Analyses

## Study Scenarios

For each Weekday AM/PM and Saturday Peak:

- Existing 2026 Conditions
- Background 2029 Typical Day
  - Including Programmed Projects
- Build 2029 Typical Day
  - Background Future with ATC Indoor Track & Field Center
- Build 2029 with Medium Event
- Build 2029 with Large Event

## Pending Analyses

- Intersection level-of-service and delay
- Existing Operational Challenges
- Future Operational Challenges
  - Background with Programmed Projects
  - Build with ATC Indoor Track
- Testing of Operational Improvements
- Recommendations

# 02

# Existing, Programmed & Planned Conditions

EXISTING CONDITIONS

# Roadway Network






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# Roadway Network

| Road | Width (ft, typ) | Lanes | One-Way/ Two-Way | Speed | Parking |
|---|---|---|---|---|---|
| Georgia Avenue | 34’ | 3-lane* (2 east, 1 west) | Two-Way | 30 MPH | None |
| Little Street | 24’ | 2-lane (1 east, 1 west) | Two-Way | 25 MPH | On-Street (south) |
| Connally Street | 23’ | 1-lane (south) | One-Way | 25 MPH | On-Street (east) |
| Martin Street | 23’ | 1-lane (south) | One-Way | 25 MPH | On-Street (west) |
| Ami Street | 32’ | 1-lane** (north) | One-Way | 25 MPH | On-Street (both) |

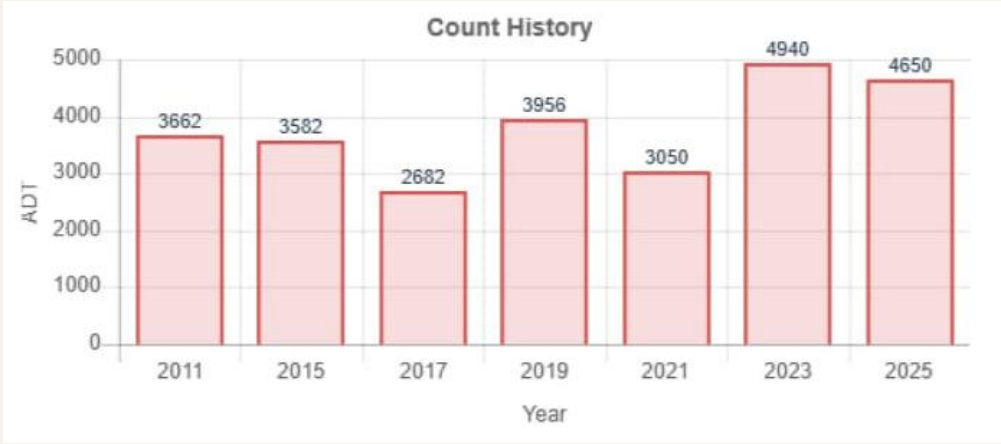
** ATLDOT funded RD Abernathy Blvd Safe Street project will modify Georgia Avenue to 2 lanes with bicycle lanes in 2027*
*** Ami Street considered to be integrated into the site for driveway/facility use only.*

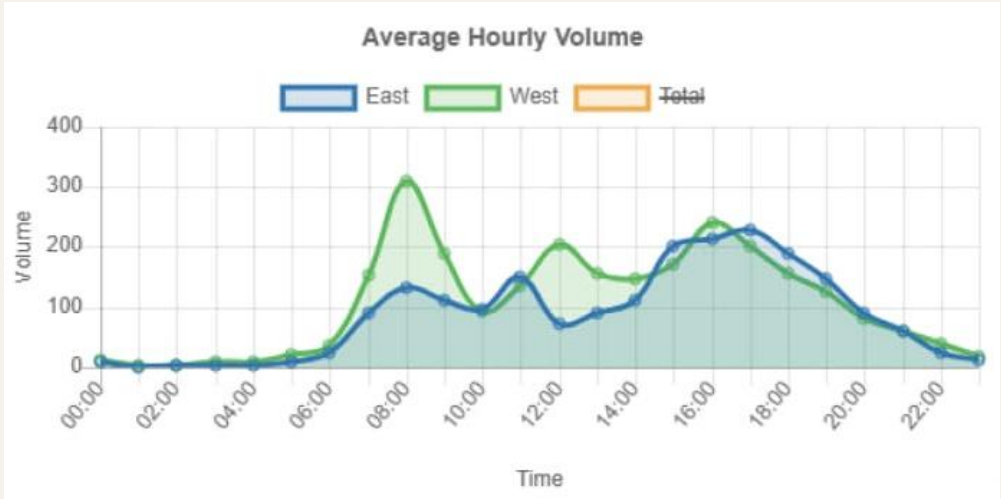
EXISTING CONDITIONS

# Weekday Average Daily Traffic




## Georgia Avenue

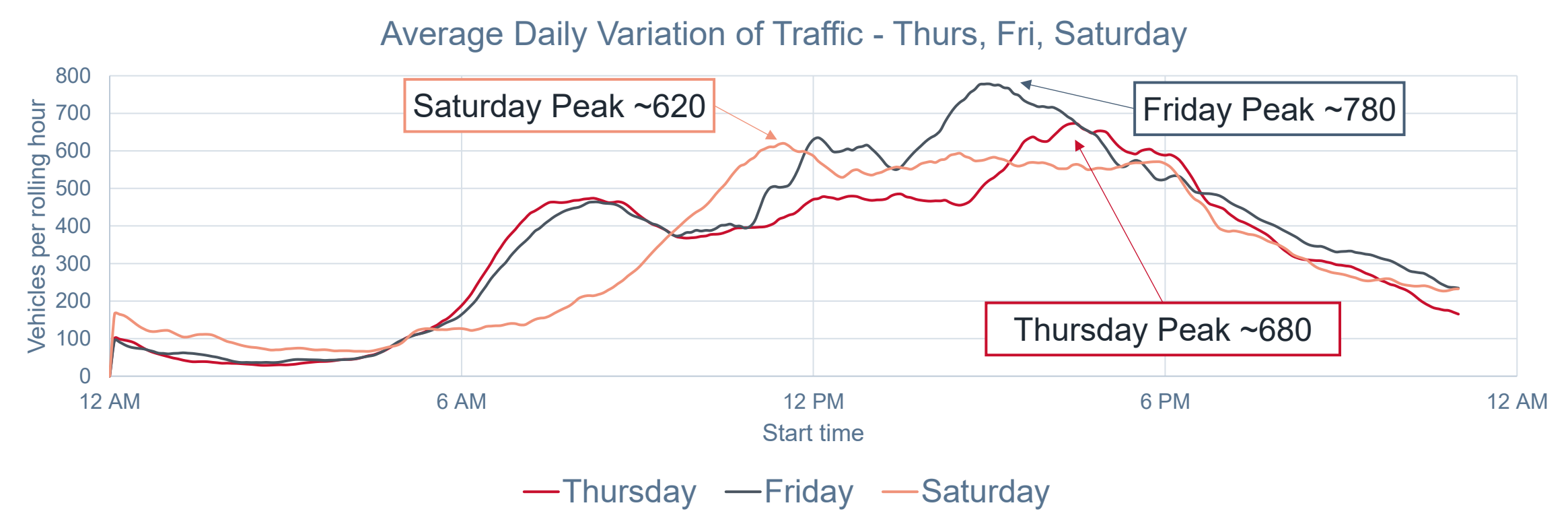



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EXISTING CONDITIONS

# Bidirectional Hourly Variation – Georgia Avenue

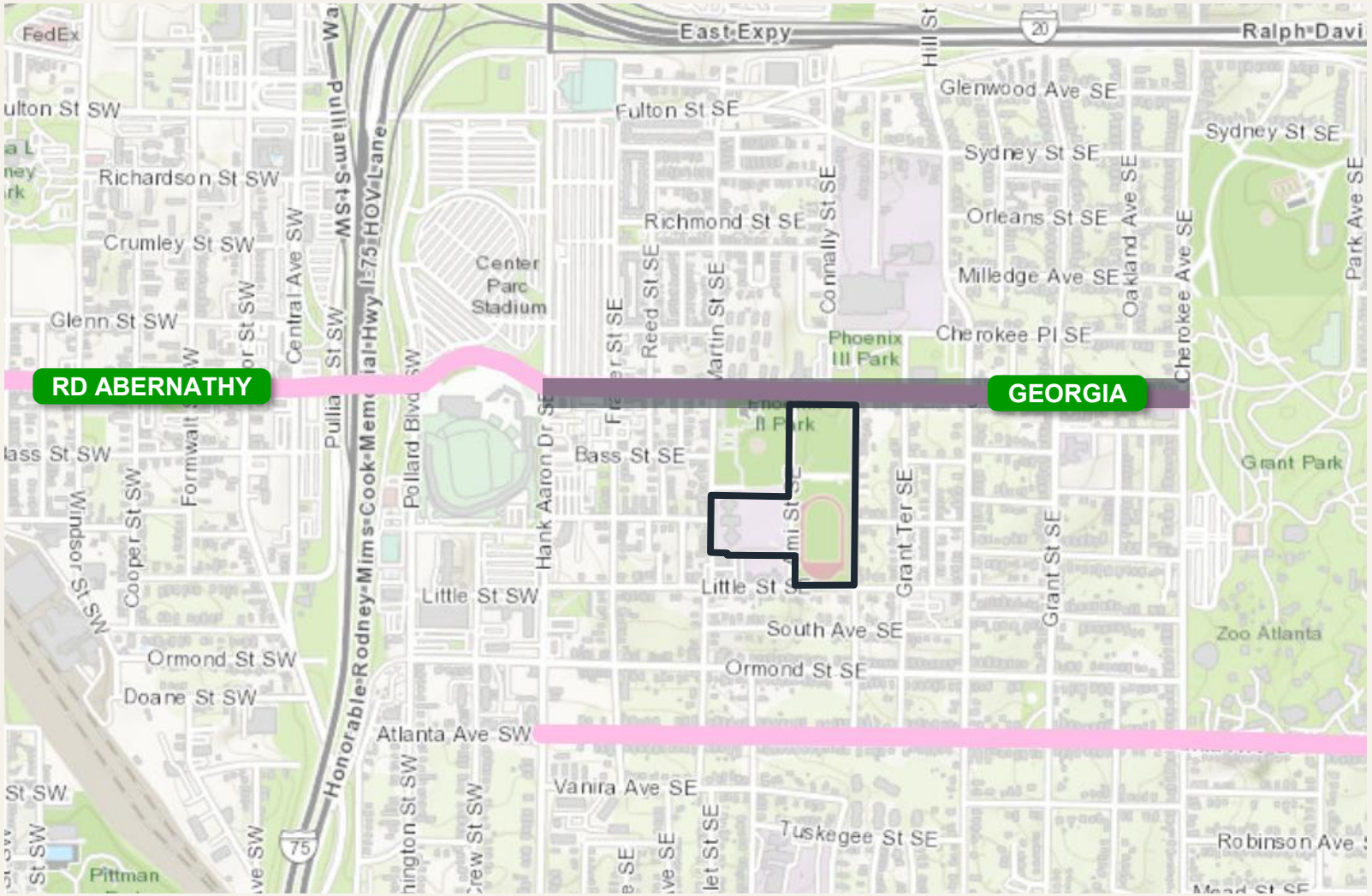



- *Data available through traffic signal detector databases; not a direct volume count.*
- *Additional data collection will provide confirmation of Saturday volume counts.*

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PROGRAMMED CONDITIONS – ROADWAY IMPROVEMENTS

# ATLDOT Traffic Combo 2 / GDOT PI #0018033




**Project Overview:**

- Minor signal and cabinet upgrades
- ADA Ramps
- Pedestrian push-button upgrades
- Vehicle detection
- Bicycle signs

**Project Schedule:**

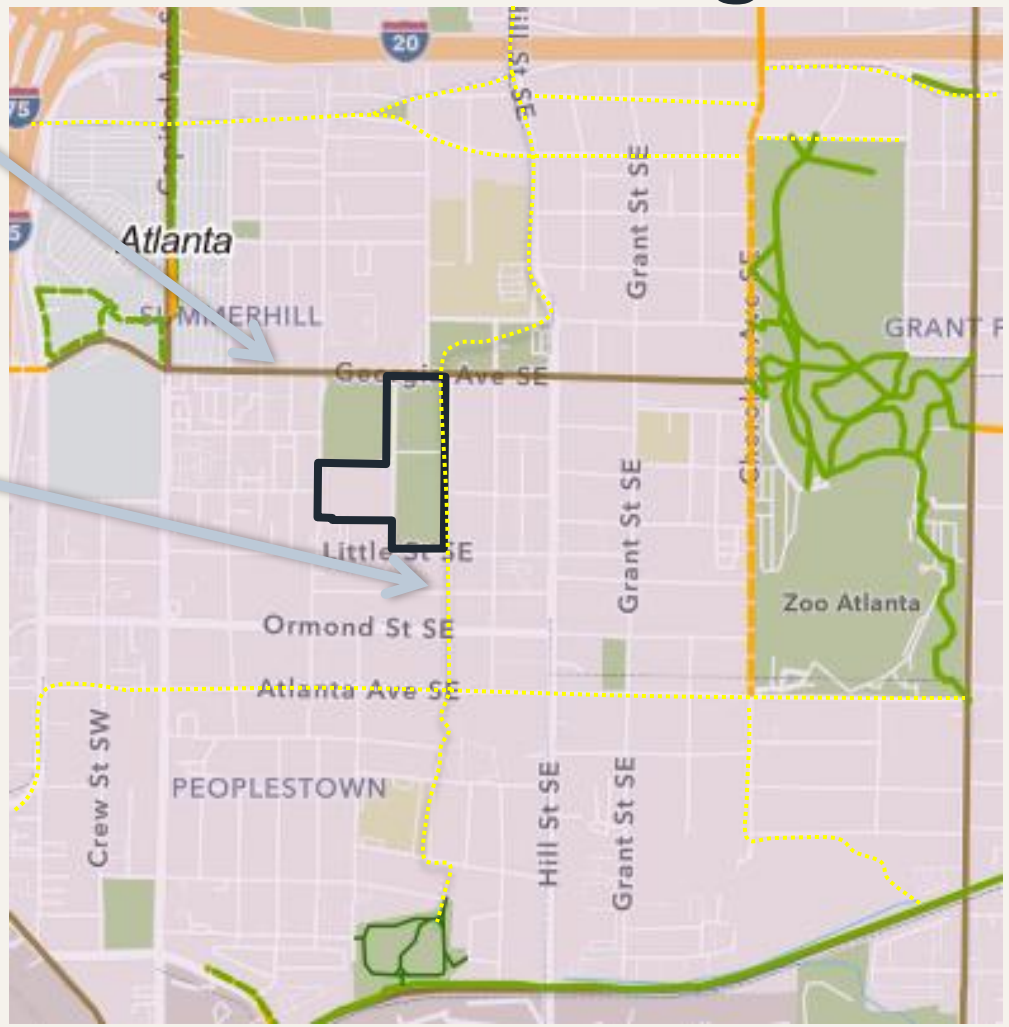
- Design – 2027
- Construction – 2029

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# Trail/Bicycle Facilities – Existing and Proposed

RD Abernathy Blvd Safe Street (Construction 2027 – ATLDOT)

Summerhill Trail – Beltline to Georgia State (Unfunded – Trails ATL)




**Existing Facilities - Bike and Trail**

Facility type

- Unprotected Bike Lane
- Protected Bike Lane
- Multi-Use Trail (Greenway)
- Multi-Use Trail (Sidepath)
- Park Trail

**Programmed Facilities Apr 2026**

- Funded/Scheduled

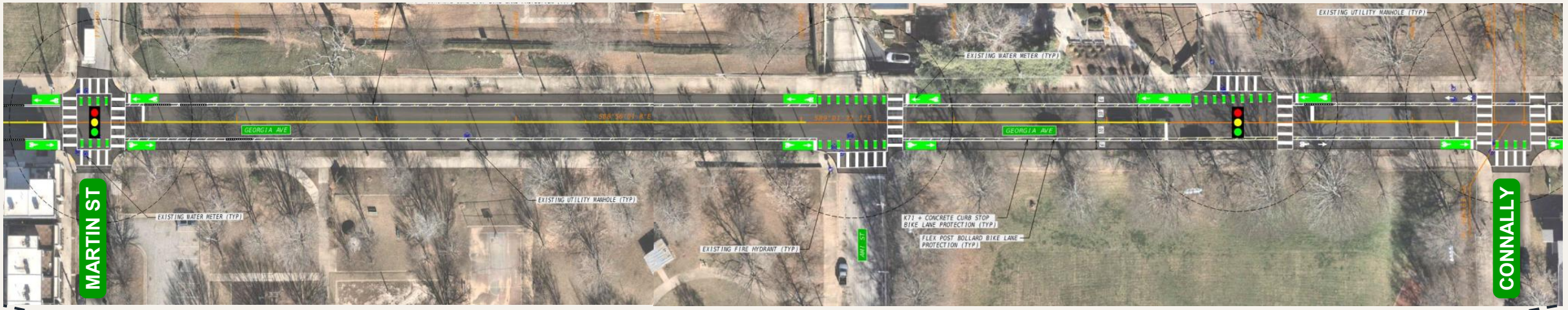
**Trails ATL Plan**

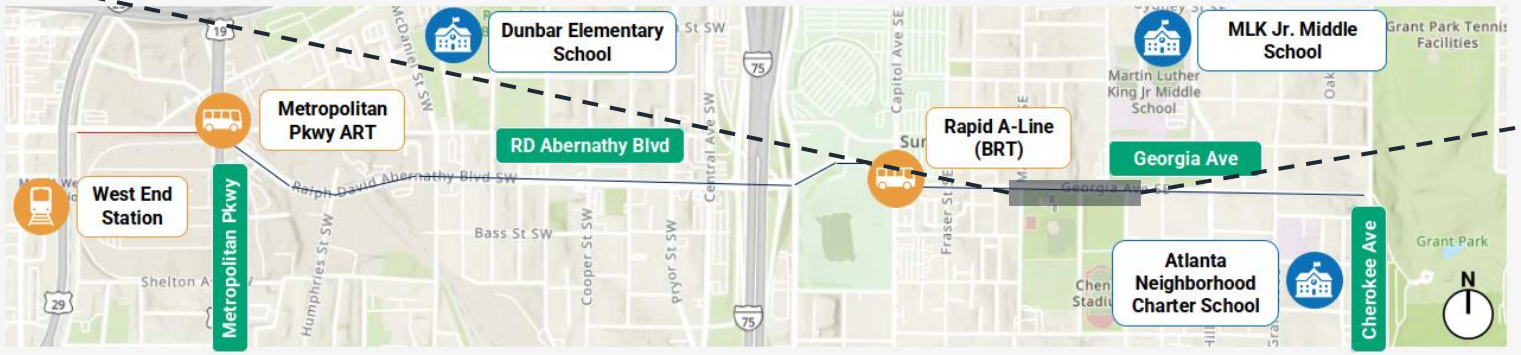
- Planned/Unfunded

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PROGRAMMED CONDITIONS – MULTIMODAL IMPROVEMENTS

# RD Abernathy Blvd Safe Street




**Phase I**: West Whitehall Street to Metropolitan Parkway (Designed → Construction)
**Metropolitan Parkway ART** included in Phase I

**Phase II**: Metropolitan Parkway to Cherokee Avenue

**Project Schedule per Public Information Open House (August 25 & 27, 2026):**

- Final Design – Nov 2026
- Construction – 2027

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PLANNED CONDITIONS (PENDING FUNDING)

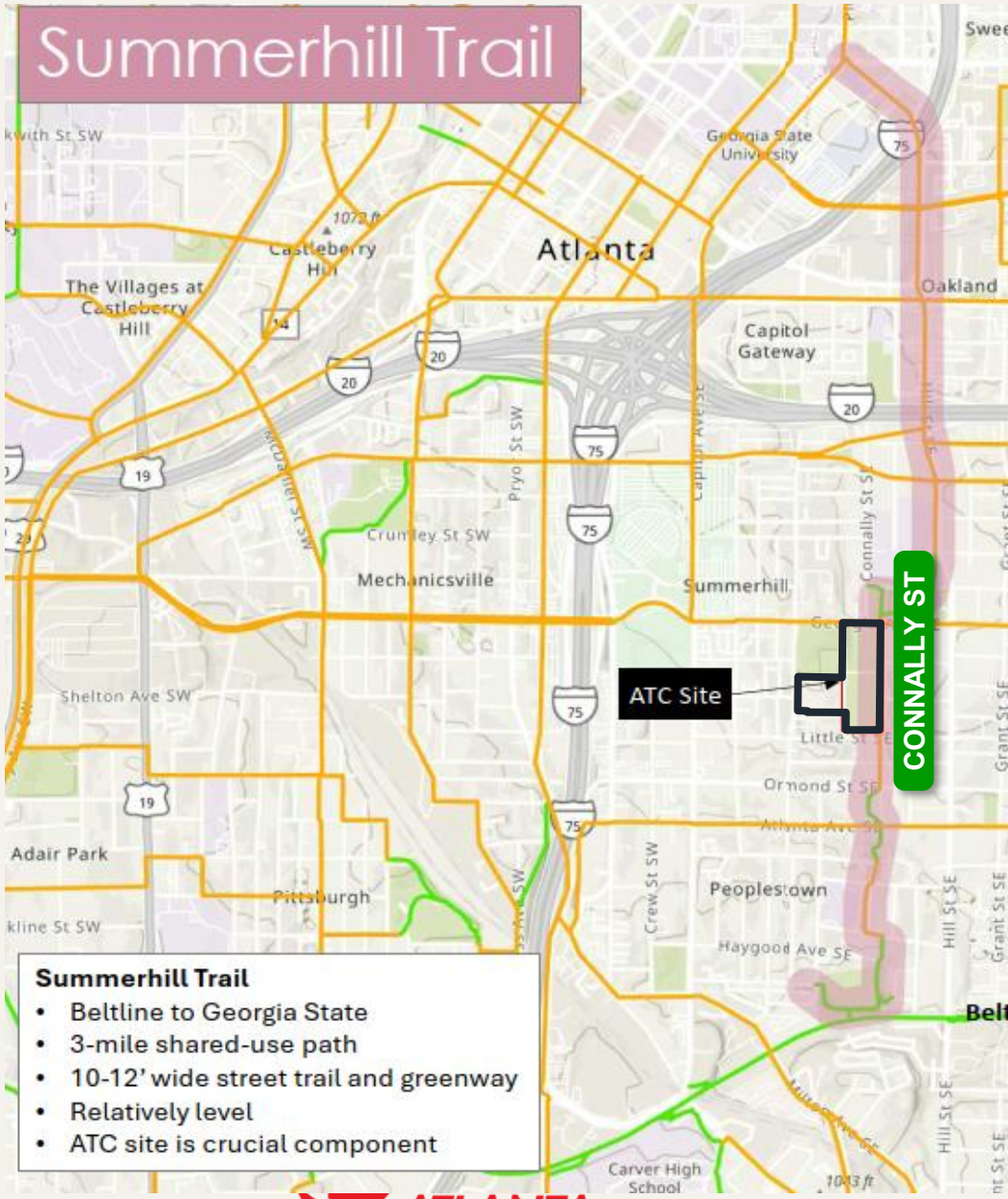
# Trails ATL – Summerhill Trail

**Summerhill Trail Status**

- Part of adopted Trails ATL Plan
- Alignment shown along Connally Street with official concept/design pending.
- Currently unfunded, with desire to identify funding for implementation (ATL Dept of Parks & Rec/ATLDOT)

**Coordination Ongoing with APS/ATC – Trails ATL Requests:**

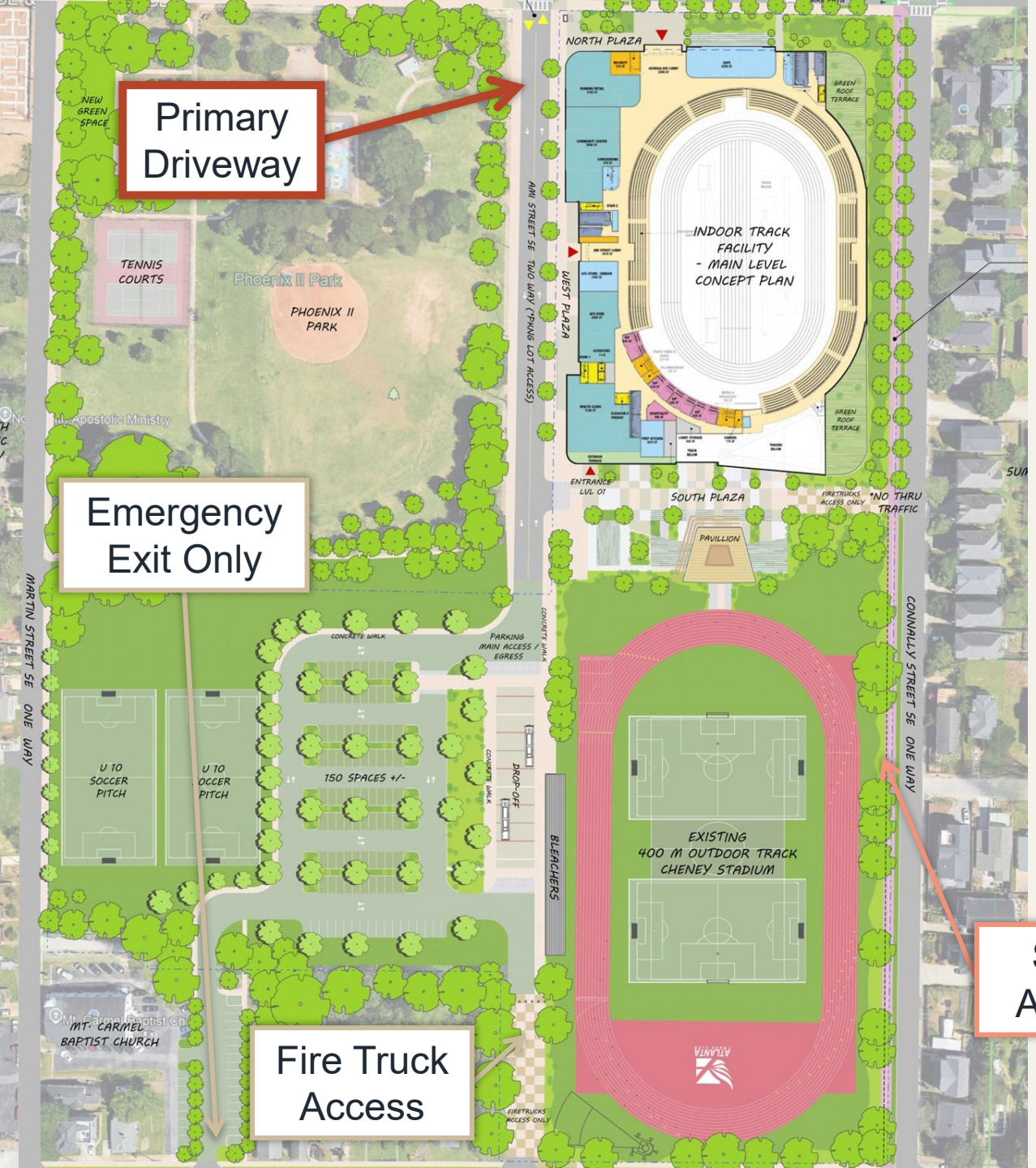
- Consider trail alignment along eastern frontage of APS property/proposed ATC Indoor Track & Field Center plans
- Consider potential easement for City of Atlanta to build trail along the west side of Connally Street (eastern site frontage).
- Note: pending design details, could be considered on east or west side of Connally Street.




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# 03

# Current Site Plan




STATUS UPDATE

# Site Plan

## Vehicle Site Access/Driveways

- Primary Site Access via Georgia Avenue
- Emergency Exit/Fire Truck Access Only via Little Street

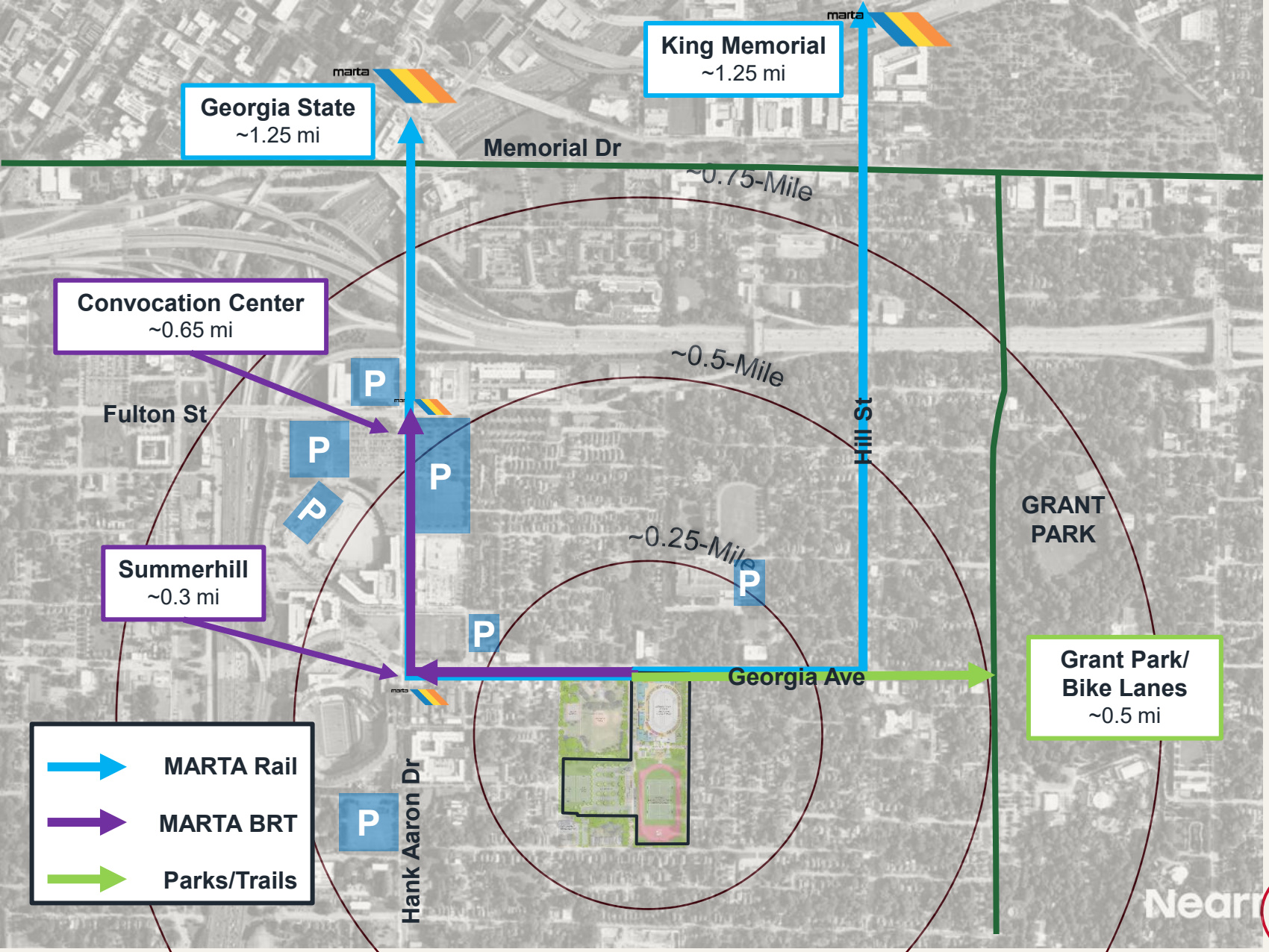
## Site Circulation – Walking/Biking

- Sidewalks/pedestrian circulation areas connecting throughout the site to all activity areas.
- Alignment test-fit for Summerhill Trail (Future Atlanta Beltline Connector Trail, pending design/funding).

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SITE ACCESS

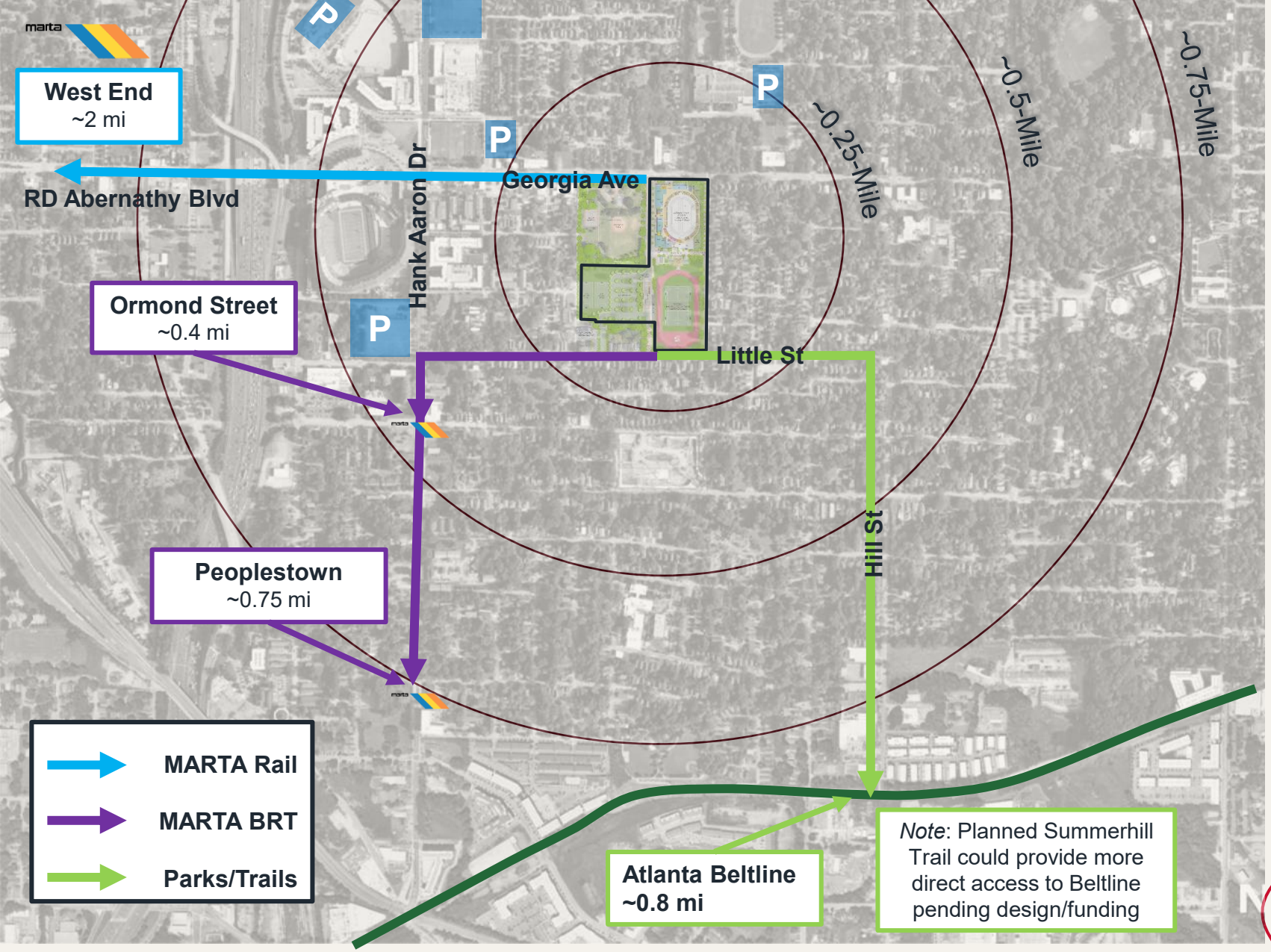
# Multimodal Connectivity (North/East)




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SITE ACCESS

# Multimodal Connectivity (South/West)

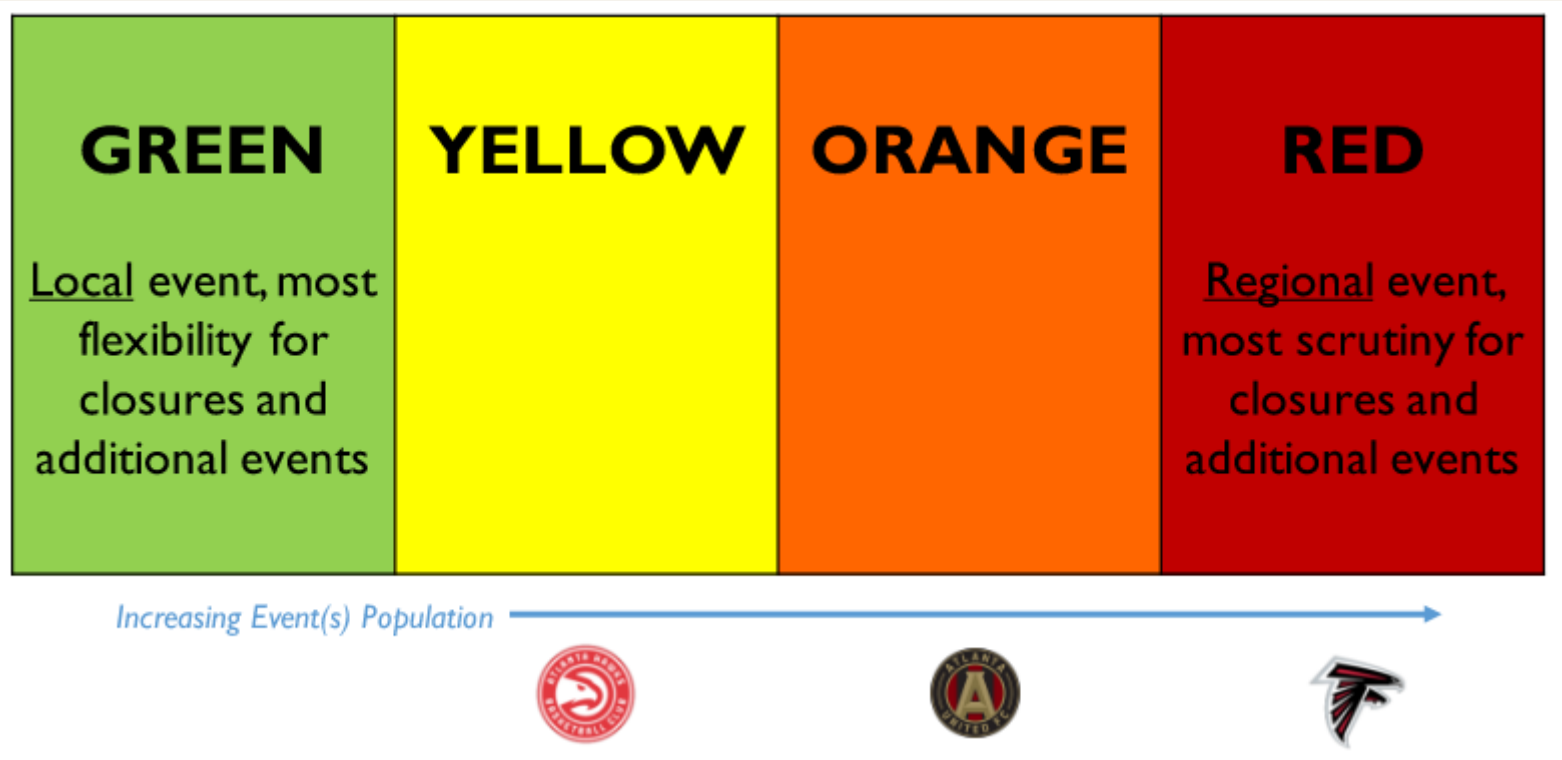



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# 04

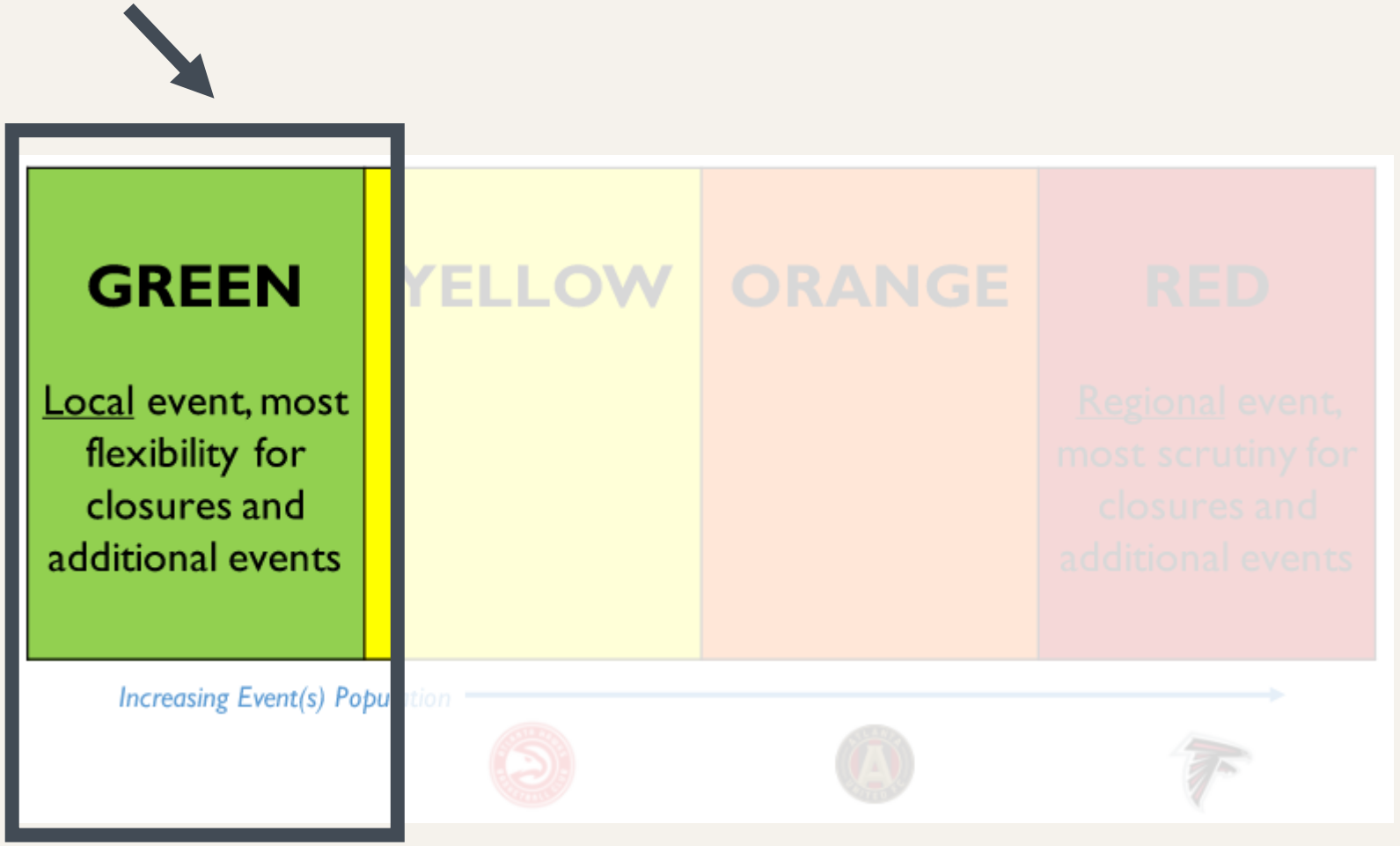
# Preliminary Event Management Framework

# Background – Downtown Special Event Levels



PRELIMINARY EVENT MANAGEMENT FRAMEWORK

# ATC Indoor Track & Field Center Events




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PRELIMINARY EVENT MANAGEMENT FRAMEWORK

# ATC Indoor Track & Field Center Events

## Highest Peak 1-Hour Impact to Area Roadways/Traffic

| Peak Hour Event Traffic | Less than 200 Vehicles/Hour | 200-500 Vehicles/Hour | More than 500 Vehicles/Hour |
|---|---|---|---|
| **Event Type** | **Typical Operations** | **Weekday Evening HS Track Meet**<br>**Weekend HS Invitational**<br>**Expo Weekend***<br>**Weekday Collegiate Invitational*** | **Weekend Collegiate Invitational**<br>**Weekend Youth Invitational** |
| **Off-Site Parking** | No | Yes | Yes, multiple |
| **Shuttle/ Drop-off Circulation** | No | Yes, some | Yes, extensive |
| **Event Traffic Management** | No | Yes, minimal<br>• Staff (incl. Police officers) at site/parking entrances | Yes<br>• Staff (incl. Police officers) at site/parking entrances<br>• Egress routing/lane use<br>• Signal Management (infrequent high-capacity events utilizing indoor & outdoor space) |

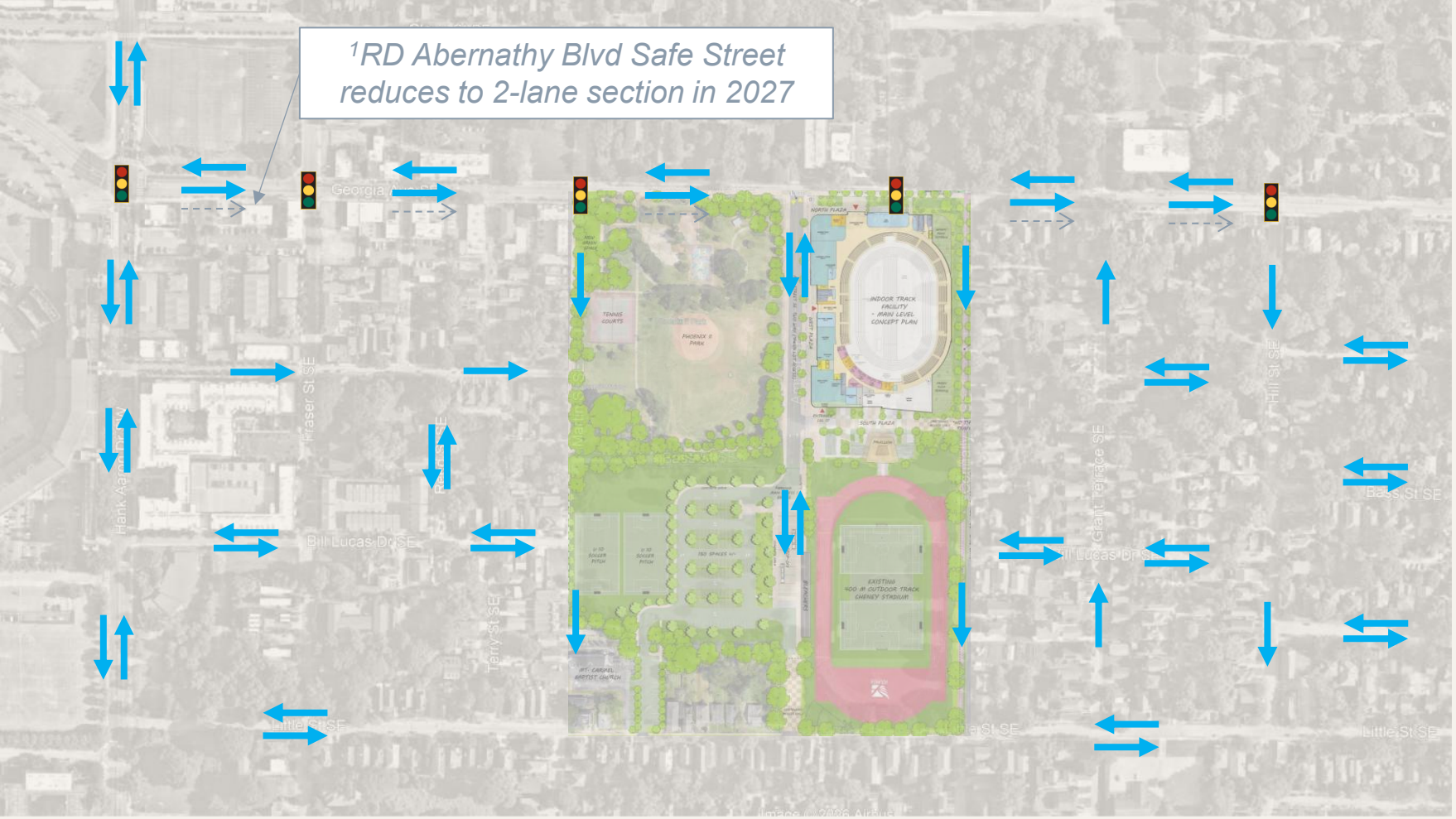
** Designated as "Large Events" with dispersed arrivals/departures and/or high % of athletes arriving by bus with effect of moderate vehicular traffic impact.*

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PRELIMINARY EVENT MANAGEMENT FRAMEWORK

# Roadway Capacity

## Inventory of Existing Area Roadway Lanes




**Event Management Rule-of-Thumb: "1,000 vehicles per hour per lane"**

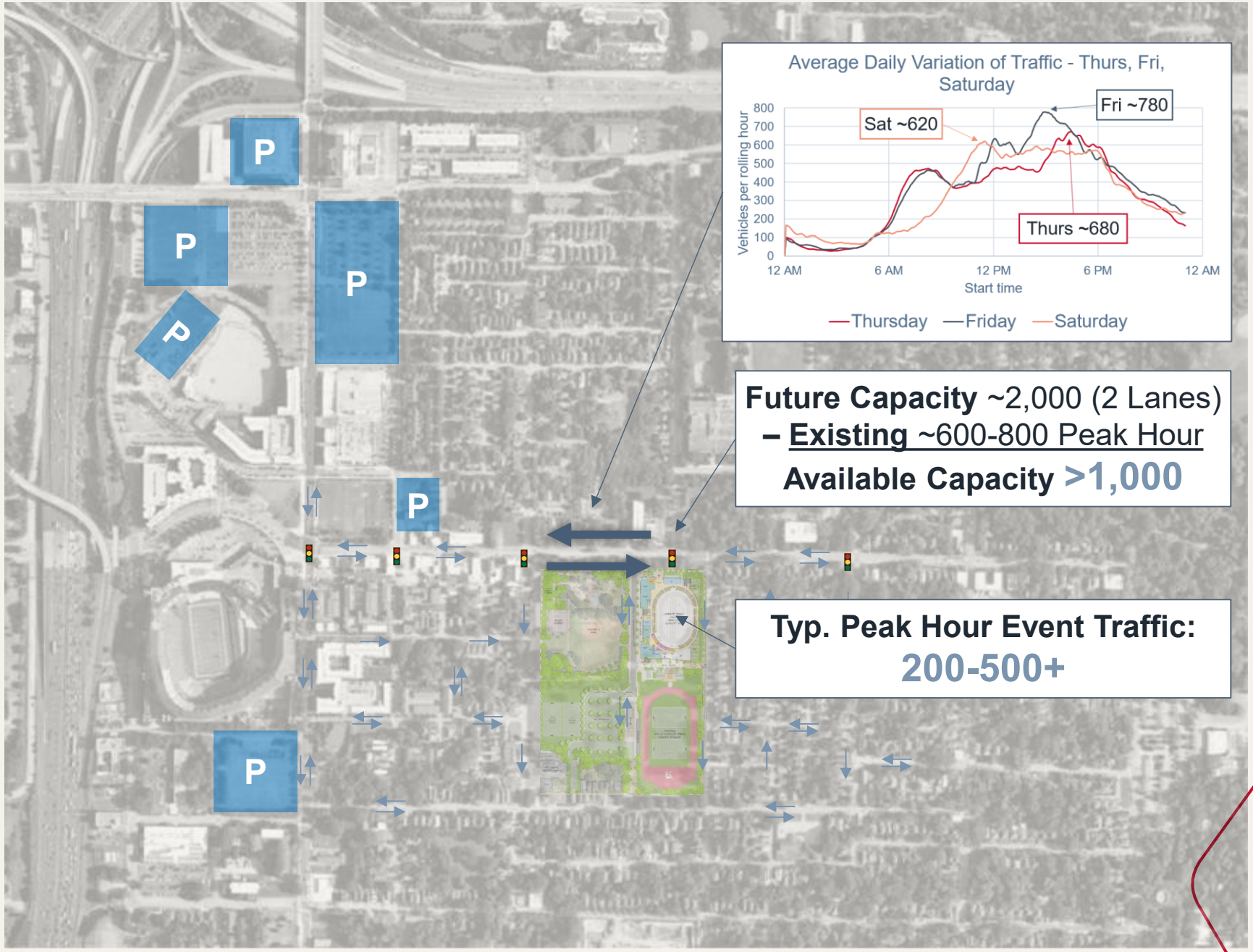
Georgia Ave[1] and Hank Aaron Drive both have 2 lanes = ~2000 vehicles/hour

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PRELIMINARY EVENT MANAGEMENT FRAMEWORK

# Georgia Ave

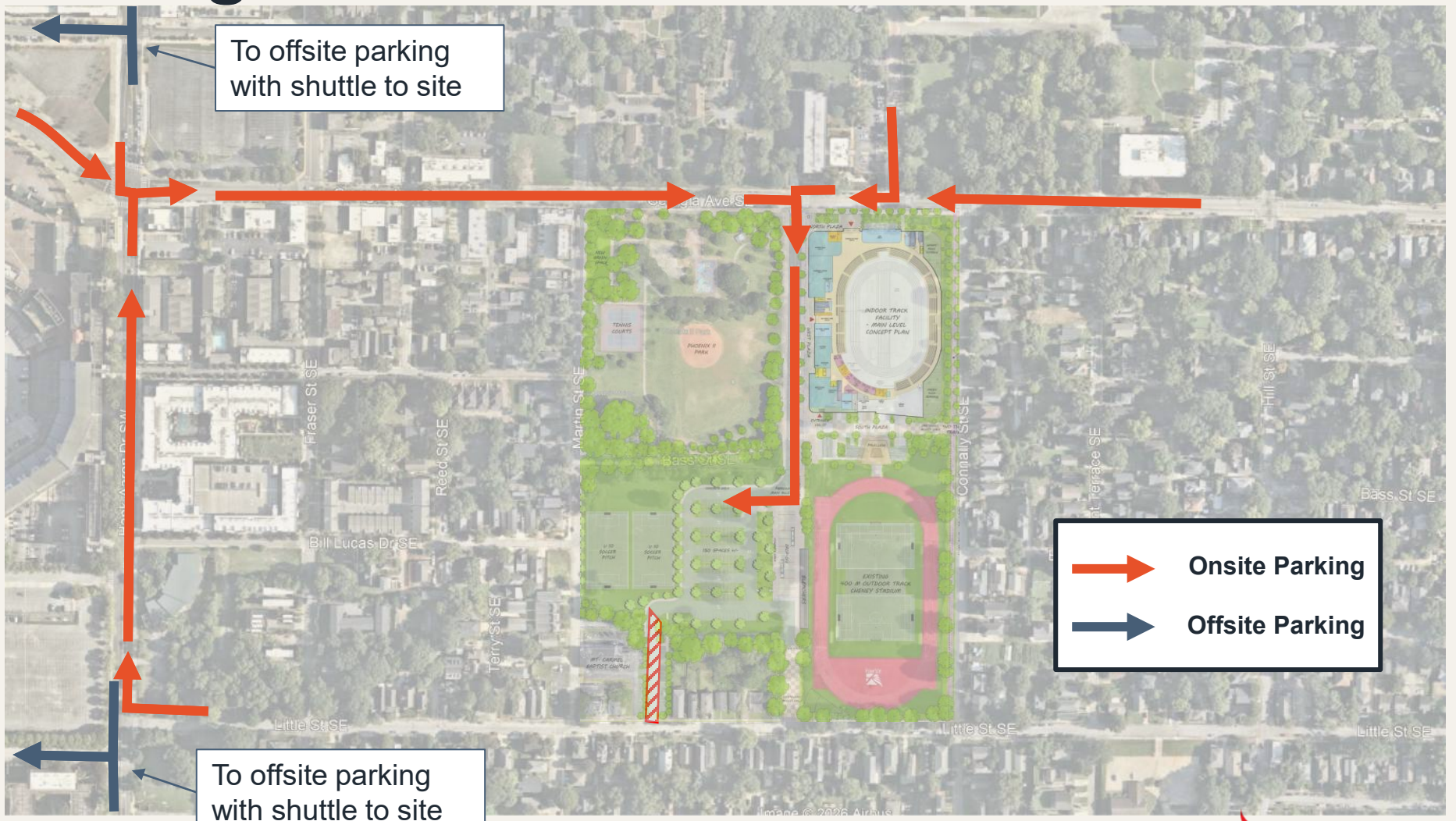
## Background Traffic




- Georgia Avenue has available capacity and is projected to accommodate events anticipated for the ATC Indoor Track & Field Center.
- Major events will **park off-site** with most cars using **Hank Aaron Drive** reducing impact to neighborhood streets.

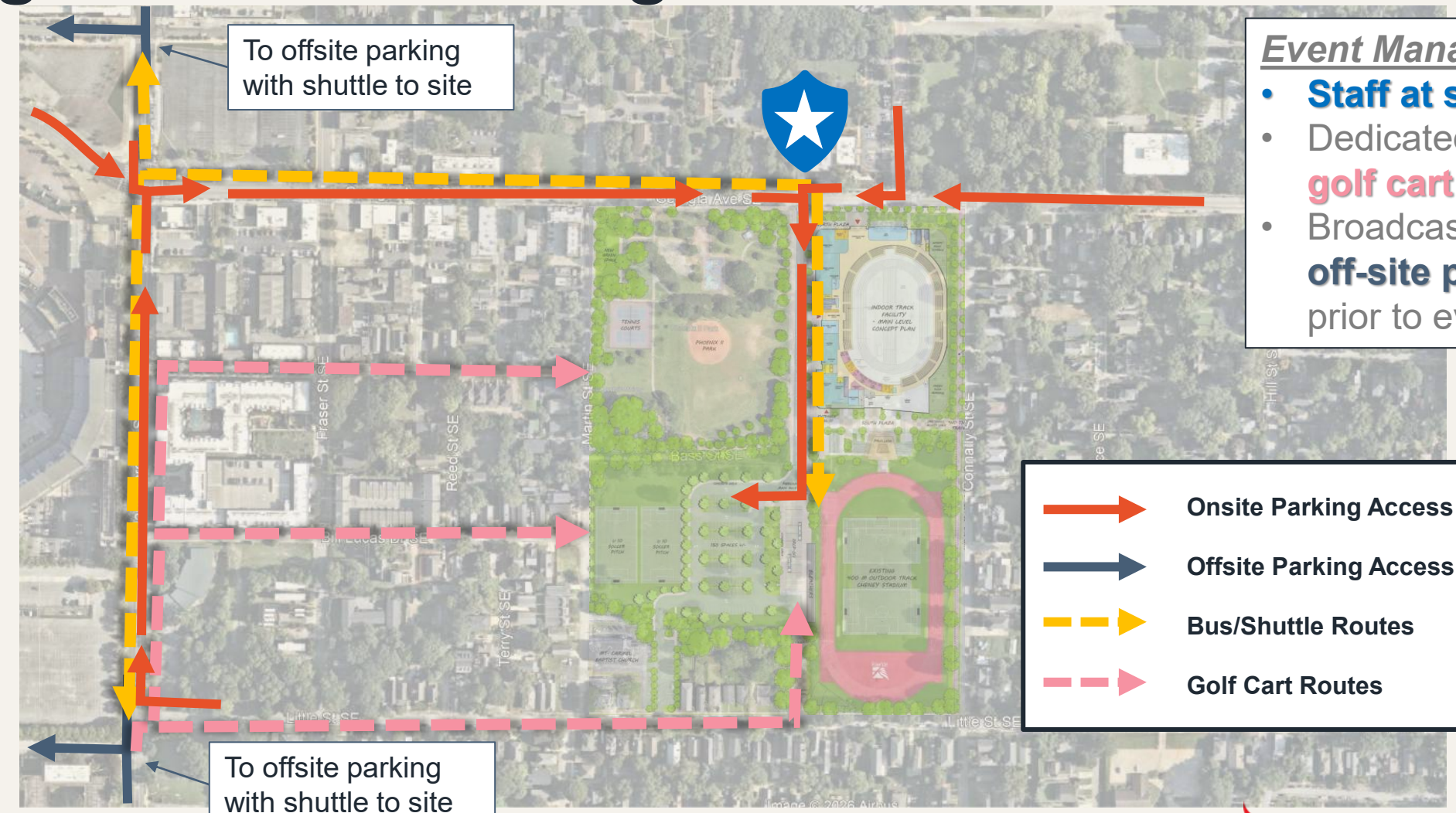
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# Event Ingress – Vehicle Routes




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# Ingress Event Management

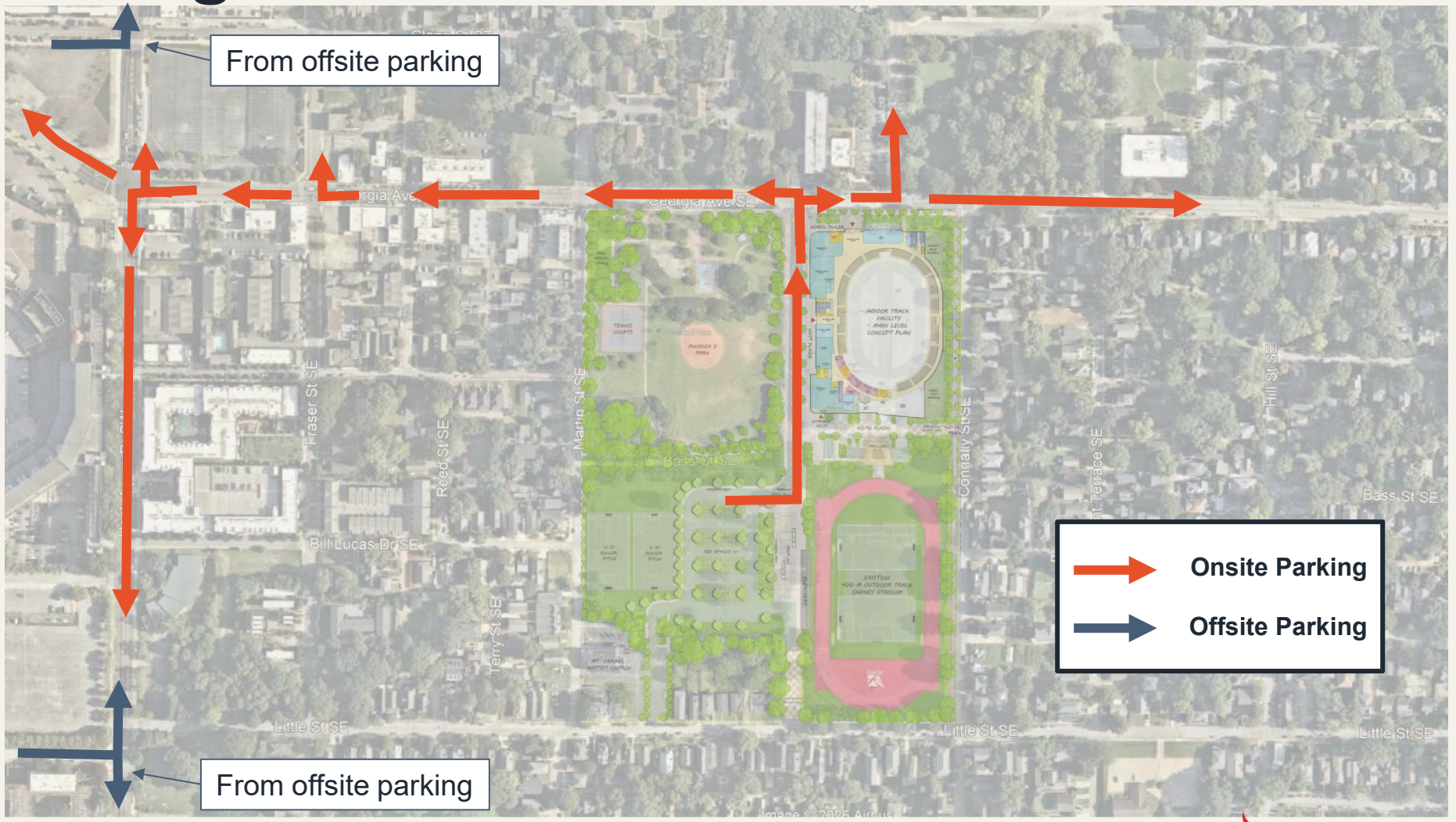



***Event Management***

- **Staff at site entrance**
- Dedicated **bus/shuttle** and **golf cart** routes
- Broadcast and/or assign **off-site parking** locations prior to event

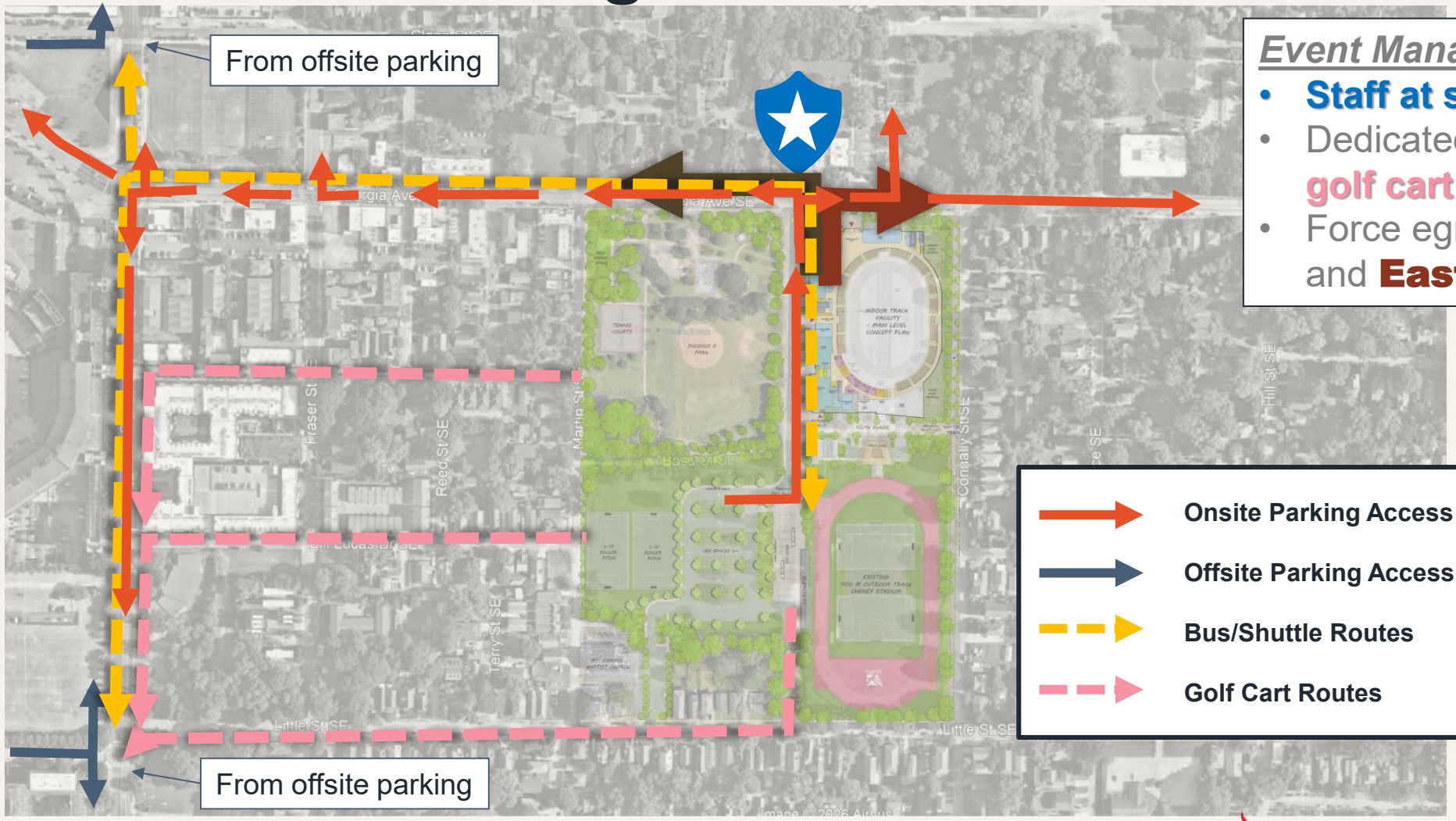
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# Event Egress – Vehicle Routes




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# Egress Event Management



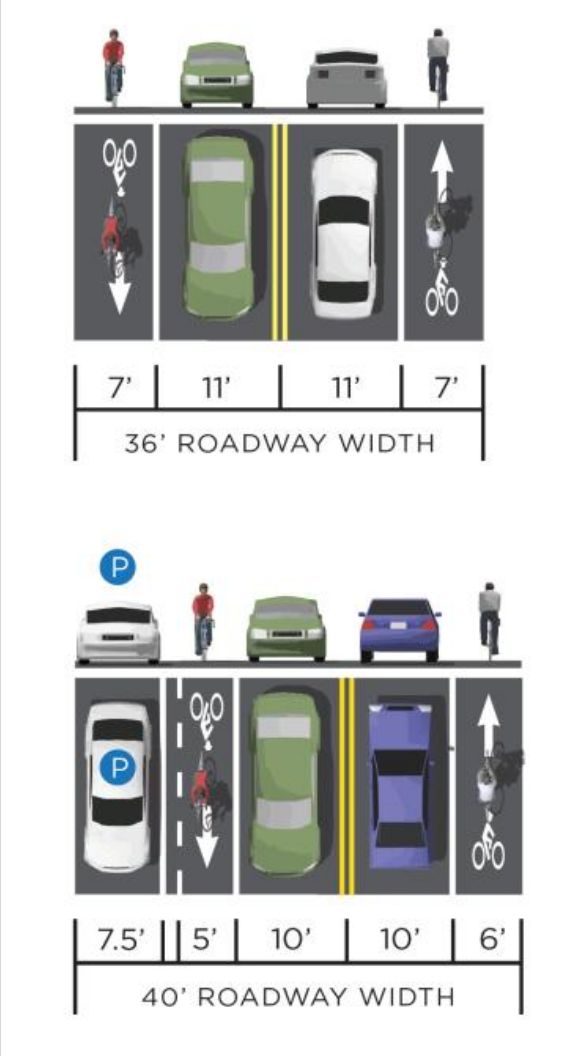

***Event Management***

- **Staff at site entrance**
- Dedicated **bus/shuttle** and **golf cart** routes
- Force egress to split **West** and **East** on Georgia Ave

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# 05

# Preliminary Area Opportunities




PRELIMINARY AREA OPPORTUNITIES

# One-/Two-Way Conversions & Lane Reallocations

- Funded/Programmed Changes
- Preliminary Ideas/Concepts*

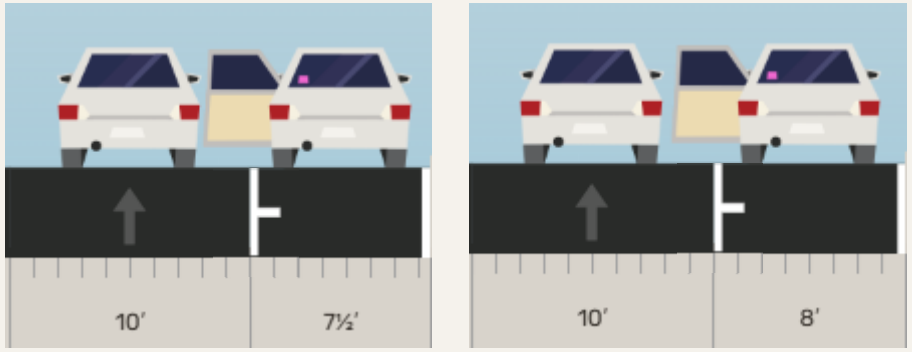
**Changes to roadway operations, locations of curbs, and other modifications within the right-of-way require City coordination and approvals including design, permitting, and funding for construction.*

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# Recommended Roadway Design/Lane Widths

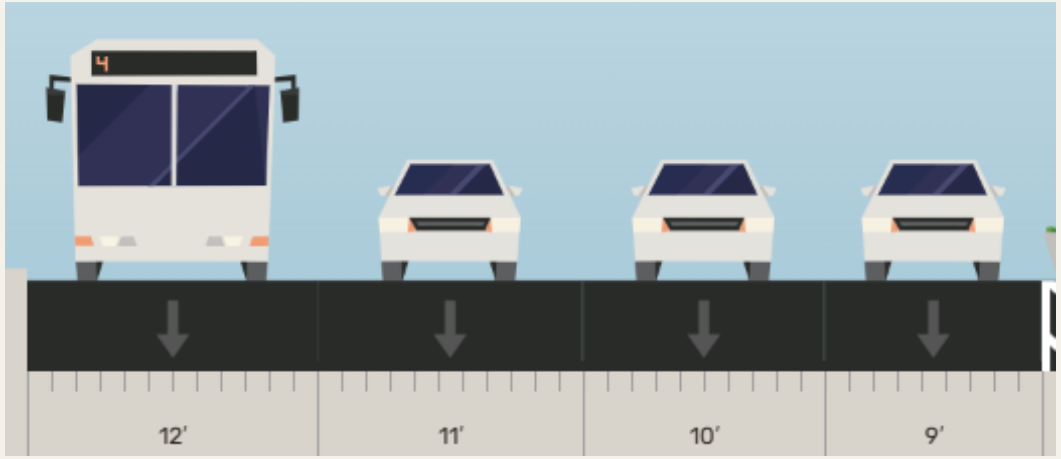
## Parallel On-Street Parking

- 7.5-ft – minimum width
- 8-ft – recommended/standard width



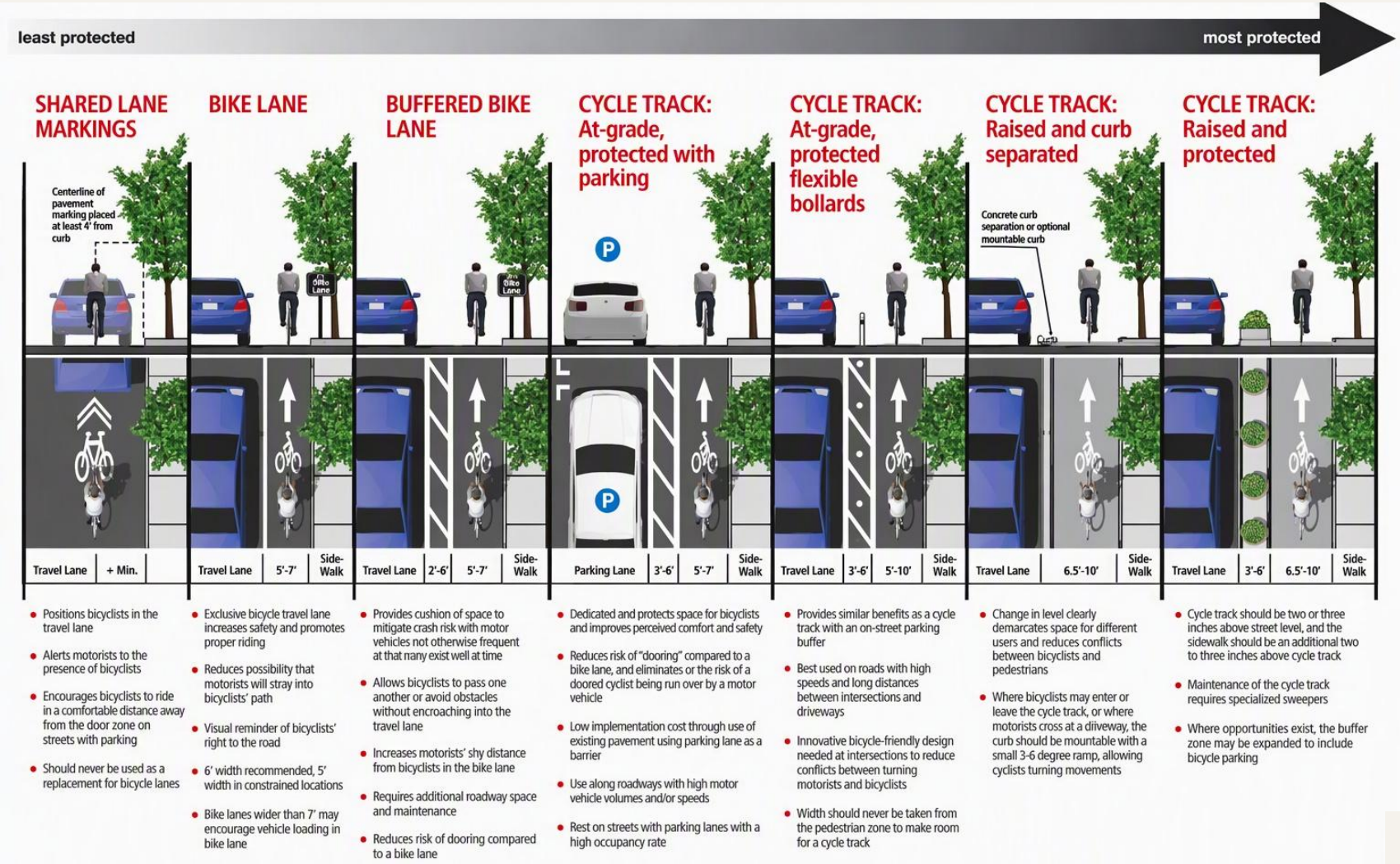

## Travel Lane – Local Street

- 9-ft – minimum (not recommended)
- 10-ft – recommended
- 11-ft – minimum for city bus
- 12-ft – recommended/common width




**Recommended widths aligned with sources including City, State and national guidance; design is context-dependent and may differ to align with actual site conditions.*

# Recommended Bicycle Facility Design




## Lane & Buffer Widths

### Single Direction Bike Lane

- 5-7-ft width

*Recommended buffer (not required):*

- 2-6-ft next to travel lane
- 3-6-ft next to parking

### Two-Way Protected Cycle Track

- 8-12-ft width

*Recommended 2-3-ft typical minimum buffer/separation depending on treatment and roadway conditions*

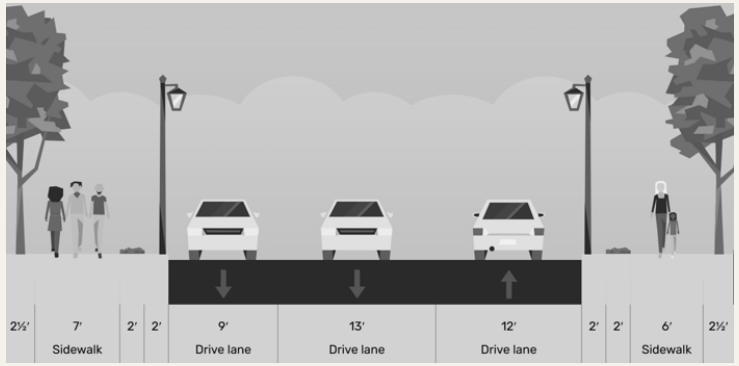
**Graphic and recommended widths aligned with City of Atlanta Cycle Atlanta 1.0; design is context-dependent and may differ from presented information.*

FUNDED PROJECT

# Georgia Avenue – 34-ft Curb-to-Curb

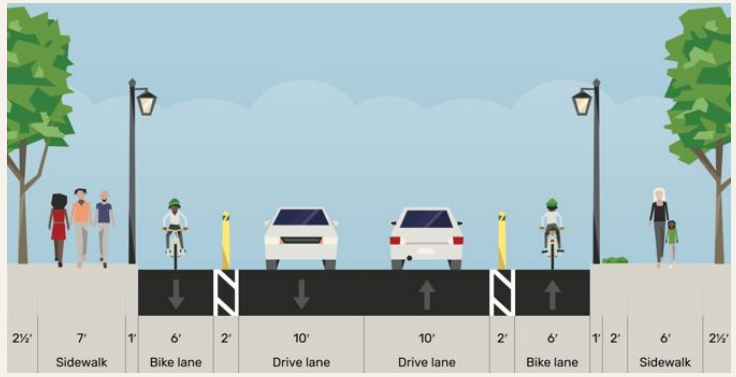
## Existing

Two-Way, 3-Lane (~34-ft, typ.)




## Funded Safe Street (2027 Construction)

Two-Way, 2-Lane with bicycle lanes (36-ft, typ. along frontage)




- RD Abernathy Blvd Safe Street (2027 Construction)
- Remove 1 eastbound lane, 10-ft travel lane widths
- 6-ft bike lanes on each side with 2-ft buffer



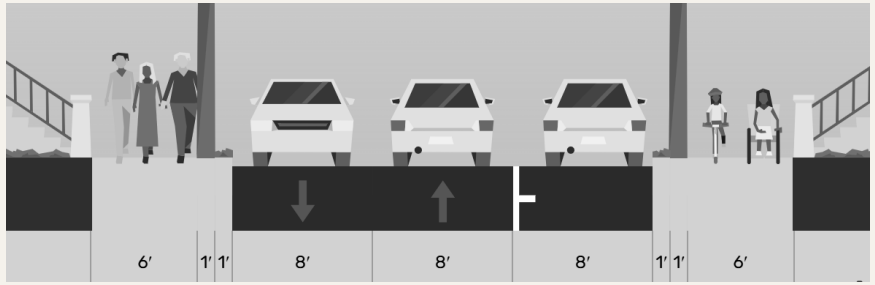

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TEST FIT OPPORTUNITY

# Little Street – 24-ft Curb-to-Curb (Two-Way)

## Existing

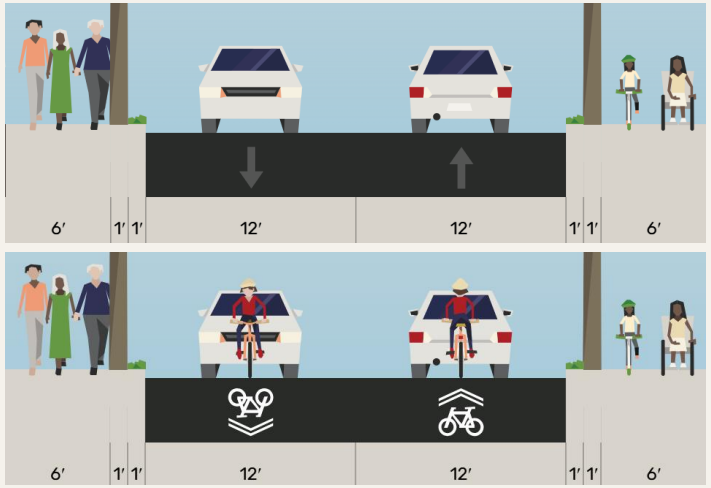
Two-Way, narrow parking/drive lanes





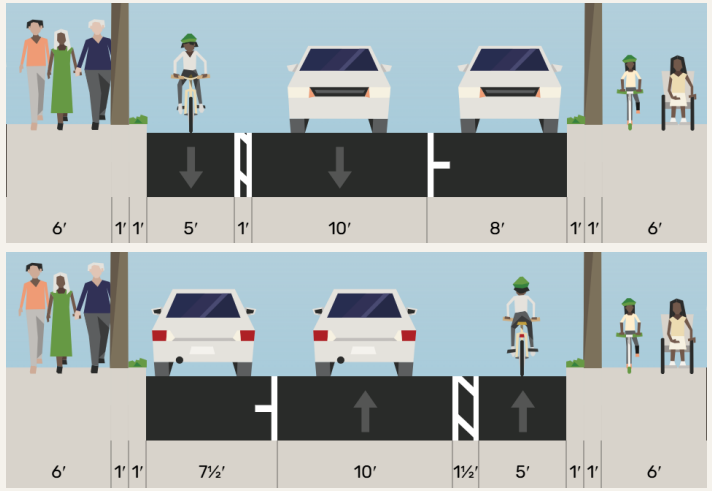

- Existing two-way operations with narrow drive/ parking on one side – constrained two-way passage.
- Configuration keeps volumes/ speeds relatively low.

## Remove Parking*




- Two-way travel/passage easier with wider lanes.
- Provides options to add shared bike lanes (sharrow).
- Parking loss may not be desirable and negatively impact neighbors.

## One-Way Conversion*




- One-way operations would improve passage with wider lanes, but would reduce neighbor accessibility and increase routes to/from homes.
- Provides option to add bike lanes.
- On-street parking maintained.

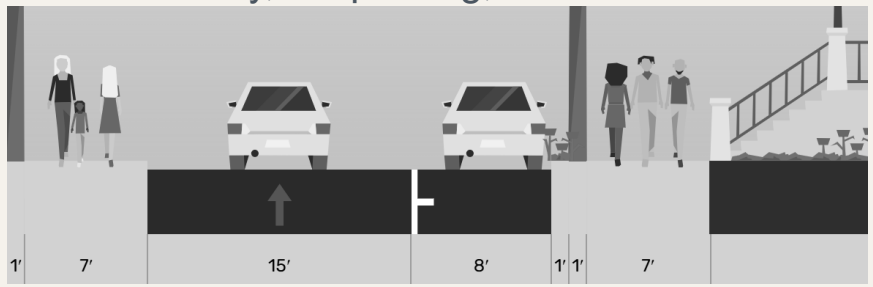
**Changes to roadway operations, locations of curbs, and other modifications within the right-of-way require City coordination and approvals including design, permitting, and funding for construction.*

TEST FIT OPPORTUNITY

# Martin Street – 23-ft Curb-to-Curb (One-Way)

## Existing (Southbound)

One-Way, ~8’ parking, 15’ drive lane



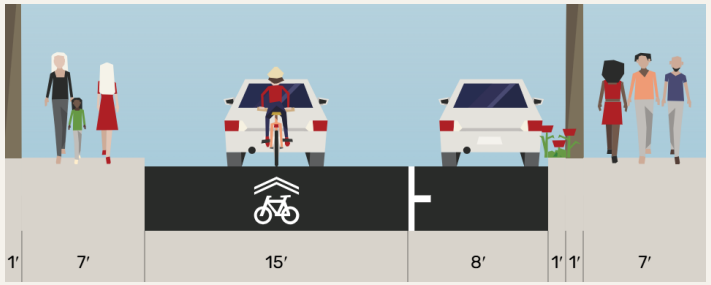



- Widening infeasible due to multiple property owner impacts and challenging relocation of power poles/lines.

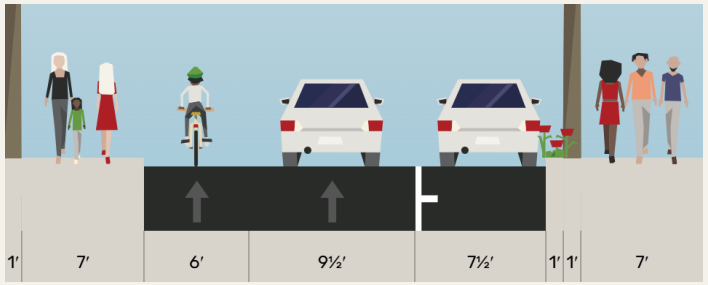
## Add Bicycle Facility*

Improve multimodal options:

One-Way, add shared lane (sharrow)

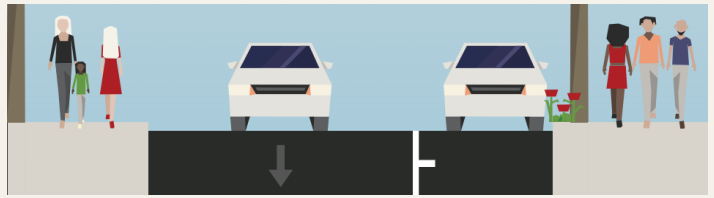



One-Way, narrow parking, drive & bike



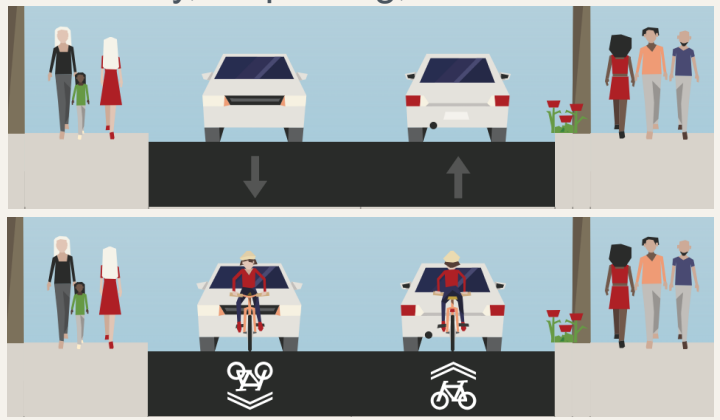

## One-Way Northbound*

Switch operations to northbound only



## Two-Way Conversion*

Two-Way, no parking, ~11-12’ drive lanes



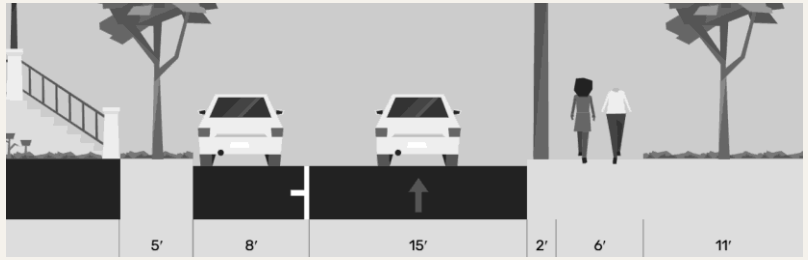
**Changes to roadway operations, locations of curbs, and other modifications within the right-of-way require City coordination and approvals including design, permitting, and funding for construction.*

TEST FIT OPPORTUNITY

# Connally Street – 23-ft Curb-to-Curb (One-Way)

## Existing (Southbound)

One-Way, ~8’ parking, 15’ drive lane





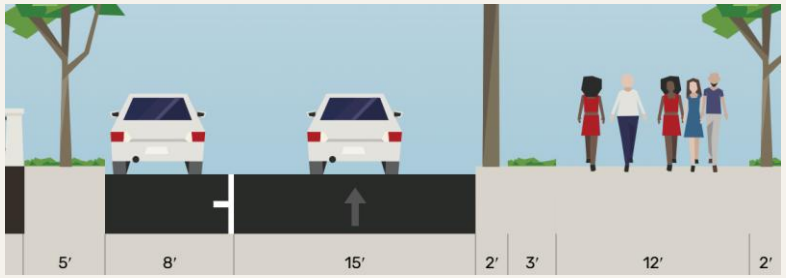


* Exploring test fits to consider re-allocation of space along west side of Connally Street for Summerhill Trail and/or other streetscape opportunities.

## Similar to **Martin Street***

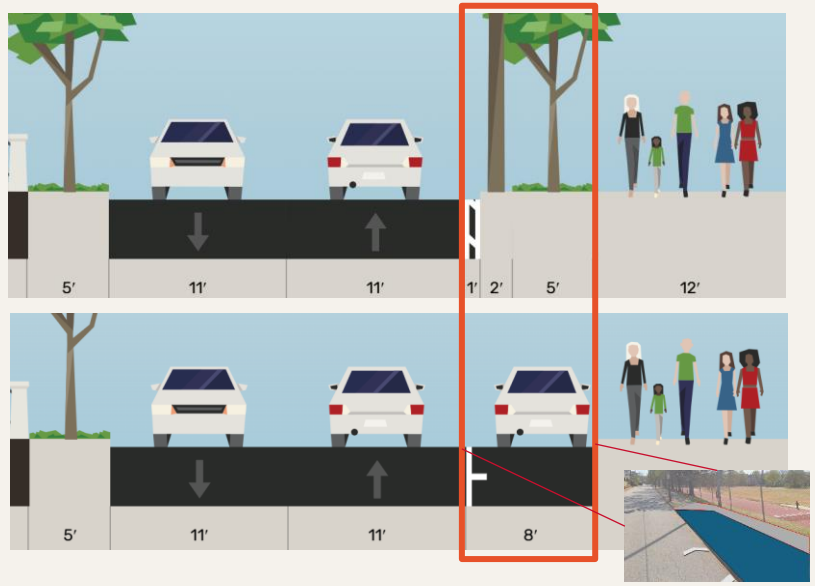
Bicycle facility, two-way conversion, or switching one-way direction is similar without moving curbs/property impacts.

## Summerhill Trail Test Fit*




- Preliminary consideration – provide pedestrian buffer/landscape strip between travel lanes and power poles
- Challenges may include avoiding existing trees and hill/slope into site.

## Two-Way Conversion w/Trail*




- Exploring curb modifications along site frontage to provide intermittent on-street parking while avoiding power poles.
- Additional width may further impact existing trees/replanting may be needed.

**Changes to roadway operations, locations of curbs, and other modifications within the right-of-way require City coordination and approvals including design, permitting, and funding for construction.*

# 06

# NEXT STEPS

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NEXT STEPS

# Traffic Impact Study

- Receive Traffic Count Data.
- Prepare Scenarios and Analyses.
- Identify area improvements to serve the ATC Indoor Track & Field Center, if needed/applicable.
- Coordinate with APS and ATLDOT to discuss implementation of improvements, as-needed.

# Prepare for and Manage Events

- Prepare detailed traffic management plans for specific event activities (future/ in preparation for events).
- Coordinate with APS and ATLDOT for ongoing activity on the site.

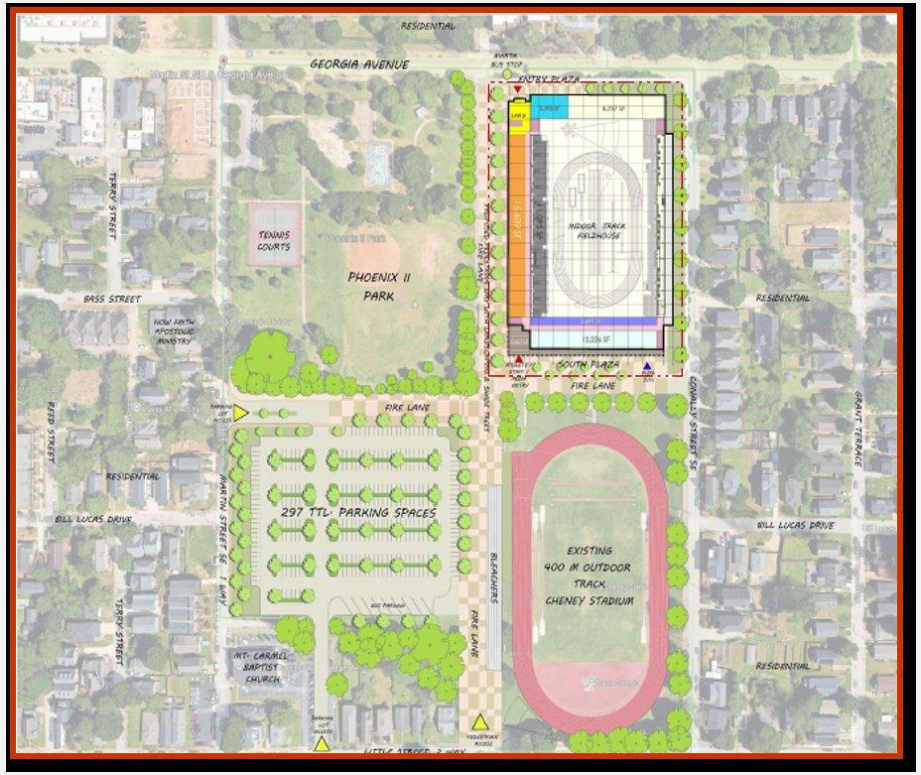
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# GREEN SPACE RETENTION & MANAGEMENT

SITE PLAN EVOLUTION

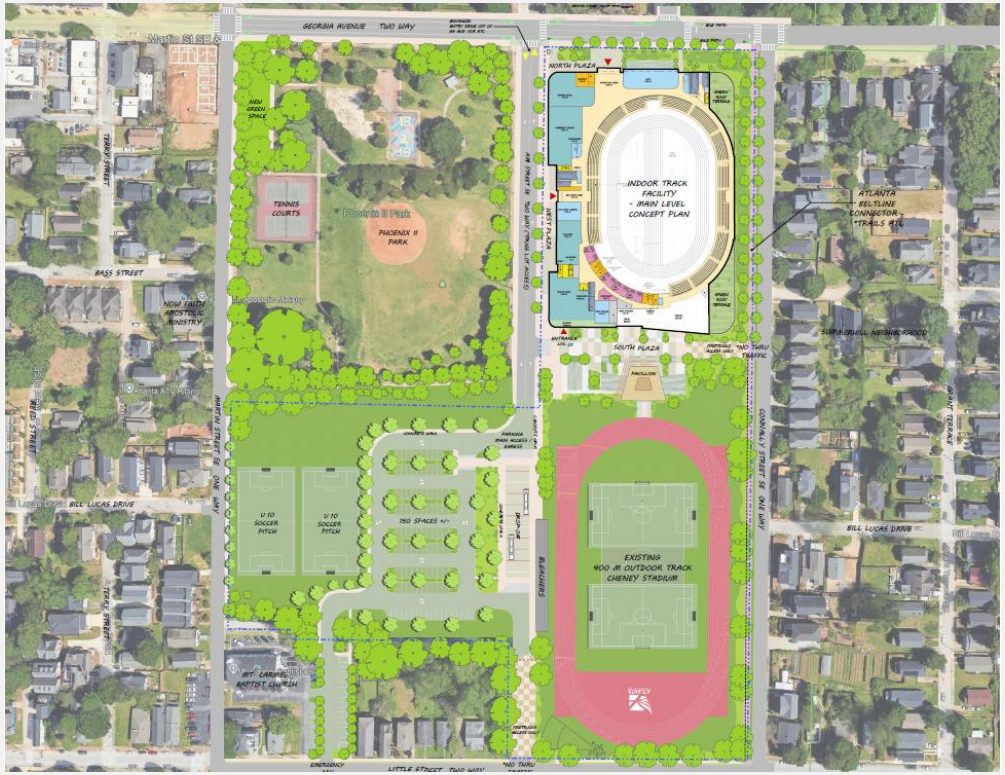
# From Early Concept to the Current Plan

*A walkable campus in the heart of Summerhill — open green space, fields, the outdoor track, and the Indoor Center, all connected to the surrounding streets and the Atlanta BeltLine.*




**EARLY CONCEPT**

297 surface parking spaces on McGill Field




**CURRENT PLAN · SEPT 28, 2026**

~150 spaces, soccer pitch, new green space around parking and ATC Facility

# A balanced plan for Cheney green space

The indoor center changes the north parcel, while the outdoor track stays intact and McGill opens to the public resulting in negligible loss of publicly accessible green space




*Current site plan and parcel acreages*

## WHAT CHANGES

**1 North parcel**
3.2672 acres occupied by the facility; 1.1798 acres remain green.

**2 Outdoor track parcel**
The 6.588 acres Outdoor track parcel remains unchanged and protected from further development, including the existing 400 m track.

**3 McGill Field parcel**
1.9635 acres removed for parking; 3.3637 acres gets added to to publicly available green space and will include soccer pitches and a small dog park

## THE COMMUNITY TRADE-OFF

**3.2672 acres** of north-parcel green space is occupied, but **3.3637 acres** at McGill becomes public green space, with the outdoor track parcel preserved.

Acreages are based October 20 concept plan. “Publicly available” describes proposed access; it is distinct from total physical green-space acreage.



A view from Connally Street

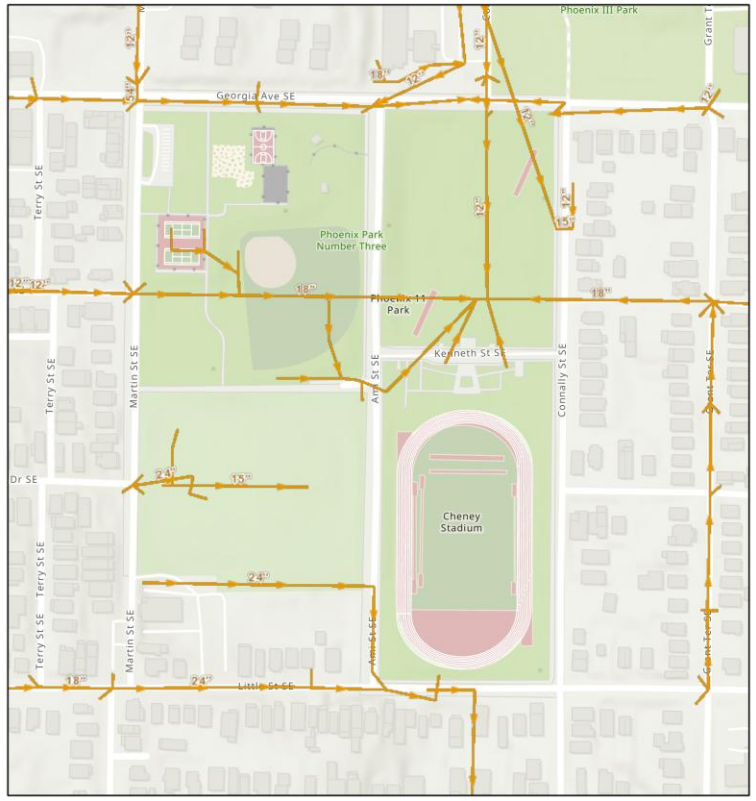
© ELKUS MANFREDI ARCHITECTS

# STORMWATER MITIGATION

# Existing utility infrastructure at Cheney

GIS maps of the storm water and wastewater systems on and around the property today

Storm Water



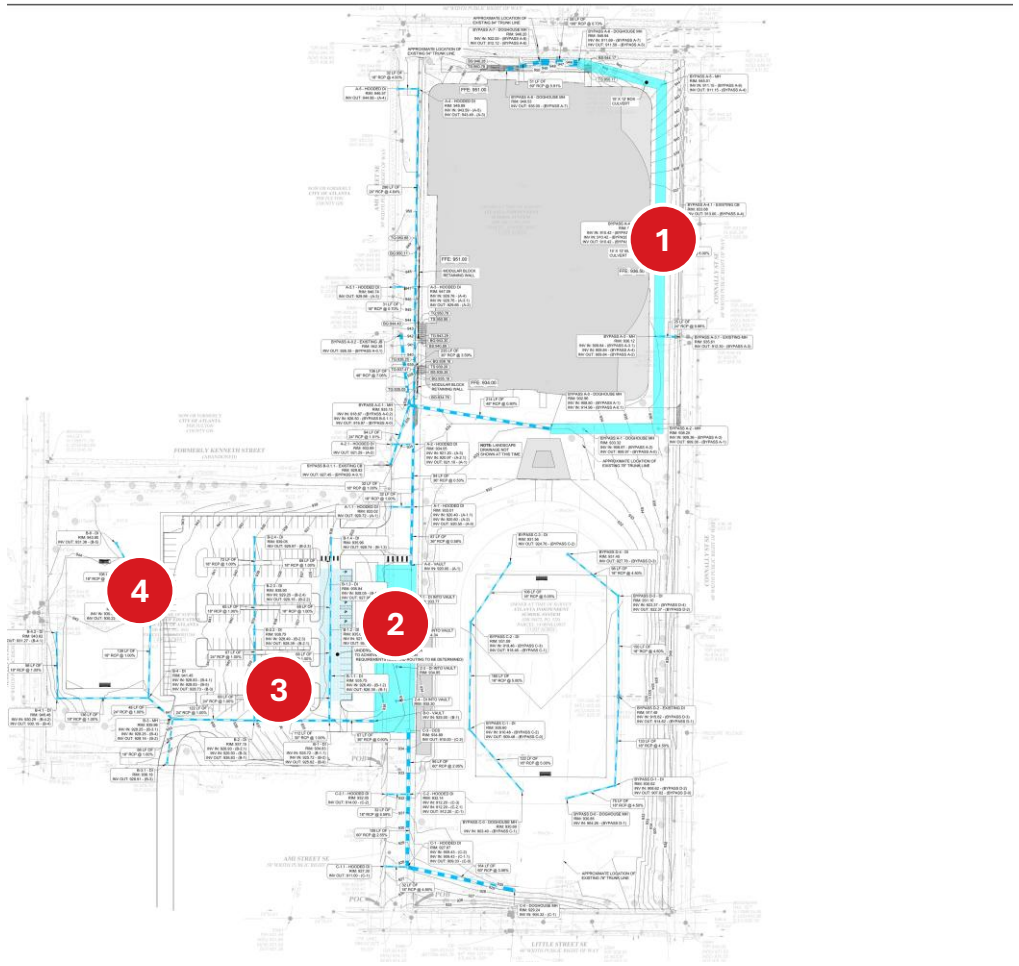

Waste Water




*Source: GIS maps dated July 31, 2026 (scale 1:3,222). Basemap: Esri and GIS user community.*

# How the Indoor Center will manage stormwater

Kimley-Horn's preliminary plan moves large city storm pipes around the building and holds rainwater on site




*Kimley-Horn Sheet C3.00, Grading & Drainage Plan (preliminary, Oct. 19, 2026). Blue = proposed storm pipes.*

### 1 Moving large city pipes

Large city storm pipes (54" to 84" across – up to 7 feet wide) run under the site today. They will be rerouted around the building in a new 15-ft by 12-ft concrete channel, so city drainage keeps flowing.

### 2 An underground holding tank

A concrete vault – 250 ft long, 60 ft wide, 14 ft deep – sits under the parking area. During heavy rain it fills up, then releases water slowly so storm drains downstream aren't overwhelmed. Capacity between 1 and 2 million gallons.

### 3 Letting rain soak into the ground

An underground infiltration area lets some rainwater soak back into the soil instead of running off. Final size will be set as design advances.

### 4 Catching water across the site

A network of inlets and pipes collects rain from the roof, parking and walkways and guides it to the vault before it leaves the property. Upsizing east/west inlets that feed into the city truck line and are undersized today

**WHAT IT MEANS FOR NEIGHBORS**

Rain that lands on the new site is captured, stored and released slowly – not sent all at once into neighborhood streets.

*Preliminary design – not for construction. Details will be refined through city review.*

# ACCESS, PROGRAMMING & PRICING




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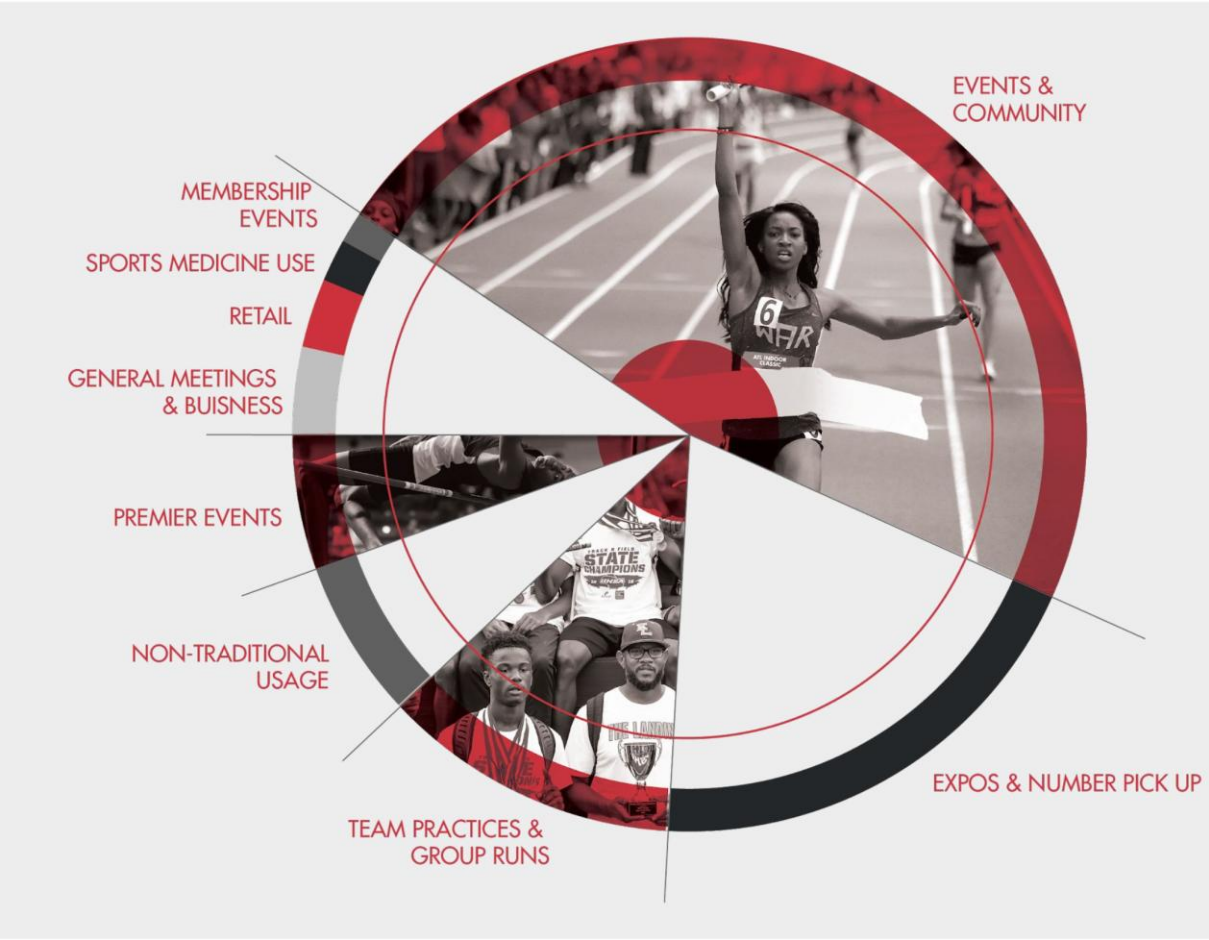
# Breadth of Programming & Access

*One mission, activated in many ways: year-round movement, gathering, competition, learning and community connection.*

## THE CENTER EXPANDS HOW ATLANTA MOVES

From everyday fitness to adult training programs, to youth events, the Indoor Center creates a year-round home for aerobic activity and community life.

**MISSION-FOCUSED INVESTMENT**



# A Better Public Space — and So Much More Inside

*Every neighbor benefits from an upgraded, welcoming campus and a full slate of health, education, and career offerings.*

## Outside: A Better Public Campus – Free for all

- Expanded open hours — 6 AM to 9 PM, 7 days a week (pending neighborhood approval)
- New soccer field(s) & netted infield for ball sports
- Controlled, limited free parking to relieve street parking
- Upgraded landscaping, trash management & lighting
- New public restrooms & a welcoming decorative fence
- Improvements to Cheney track & McGill fields publicly accessible

## Inside: Health, Learning & Careers – Free & Scaled Pricing

- Olympic Center of Excellence & Summerhill heritage
- Nutrition seminars & fresh produce Farmer's Table
- Exercise physiology lab & healthcare / PT services
- Sport-specific job training: coaching, officiating, media
- Female / minority-owned run specialty store
- STEM & financial literacy center for students

HOW WE COMPARE

# Best-in-Class Offerings

| | Track Club Center | Reggie Lewis Center Boston | Armory New York | New Balance Indoor Center | YMCA | Lifetime Fitness |
|---|---|---|---|---|---|---|
| Free Public Schools Access | ✓ | ✓ | Paid only | Paid only | | |
| Free Access to Neighborhood Seniors | ✓ | | | | | |
| Neighborhood or Income Based Pricing | ✓ | ✓ | | | ✓ | |
| Hydraulic Oval | ✓ | | | ✓ | | |
| Court Sports | ✓ | ✓ | | | ✓ | ✓ |
| Running Retailer & QSR | ✓ | | ✓ | ✓ | | |
| Health Care Services | ✓ | | | | | |
| Public Meeting Space | ✓ | ✓ | ✓ | | ✓ | |
| STEM & Financial Wellness Center | ✓ | | ✓ | | | |
| Neighborhood Employment & Training Programs | ✓ | ✓ | | | ✓ | |

COMMUNITY & ACCESSIBILITY

# An Ever-Present Open Door

Contemplated community hours per week at the Indoor Center at Cheney




## COMMUNITY HOURS PER WEEK

| | |
|---|---|
| Outdoor Track | 105 |
| Indoor Track | 30 |
| Fitness & Weight Room | 30 |
| STEM Center | 30 |
| Meeting Space | 30 |

*Hours shown are contemplated community hours per week.*

INDOOR CENTER AT CHENEY

# Community Event Space






OPEN TO THE COMMUNITY

## Meeting space

for non-profits and community groups

## 30 hours / week

of contemplated community access to meeting space

## Mon – Sat 6 AM – 9 PM

Sunday 7 AM – 5 PM: part of an ever-present open door

# Indoor Center Access Comes First — In This Order

*The Center is designed so those closest to it benefit most. Depth of access widens outward — from Summerhill, to APS students, to all of Atlanta.*

**1**

## SUMMERHILL & SURROUNDING RESIDENTS

*Deepest commitment, most affordable access*

**Free access Seniors & Youth + $20/mo premium membership for all other residents**

**2**

## ATLANTA PUBLIC SCHOOLS STUDENT ATHLETES

*Training, academics & competition*

**Free Access**

**3**

## ALL ATLANTA RESIDENTS

*Affordable, income-based membership*

**50% off Premium — from $40/month**

# Summerhill Residents

*The neighbors closest to the Center receive the deepest and most affordable access — by design.*

**20**

HRS / WEEK



## Free Senior Access

Dedicated free access for senior citizens, 5 days a week. Running, walking, fitness room, aerobics and social activities

**Free**

YOUTH PROGRAMMING

## Free Youth Programs

Free game-based running programming for young people, 5 days a week

**$20**

PER MONTH

## Resident Membership

Summerhill and other adjacent residents pay 25% of the Premium tier — for access, 7 days a week.

# A Home for APS Student-Athletes

*Training, academics, and citywide competition — for both high school and middle school students across the district.*

| High School | | Middle School | |
|---|---|---|---|
| 15 HRS/WK | Athletic training for student-athletes | 15 HRS/WK | Athletic training for student-athletes |
| 15 HRS/WK | STEM & financial literacy offerings | 15 HRS/WK | STEM & financial literacy offerings |
| 12 PER YEAR | Paid summer internships for student-athletes | Daily ACCESS | King Middle School XC & track team practice |

**Indoor City Championships:** a new citywide event for ~1,250 kids across ~25 schools (750 HS · 500 MS).

# Open & Affordable for Every Atlanta Resident

*Beyond Summerhill and APS, the Center welcomes all of Atlanta with income-based pricing and an ever-present open door.*

## Income-Based Pricing

**50%**

**off the Premium membership tier**

*As low as **$40 per month** · ~50 hours of access, 7 days a week.*

## An Ever-Present Open Door

**Mon – Sat**
**6 AM – 9 PM**

**Sunday**
**6 AM – 9 PM**

*A safe, climate-controlled home for movement — open to all ages and abilities:*

- State-of-the-art indoor running & walking track
- Fitness room: weights, treadmills, bikes, rowers
- Yoga, aerobics & guided run/walk workouts
- Meeting space for non-profits & community groups

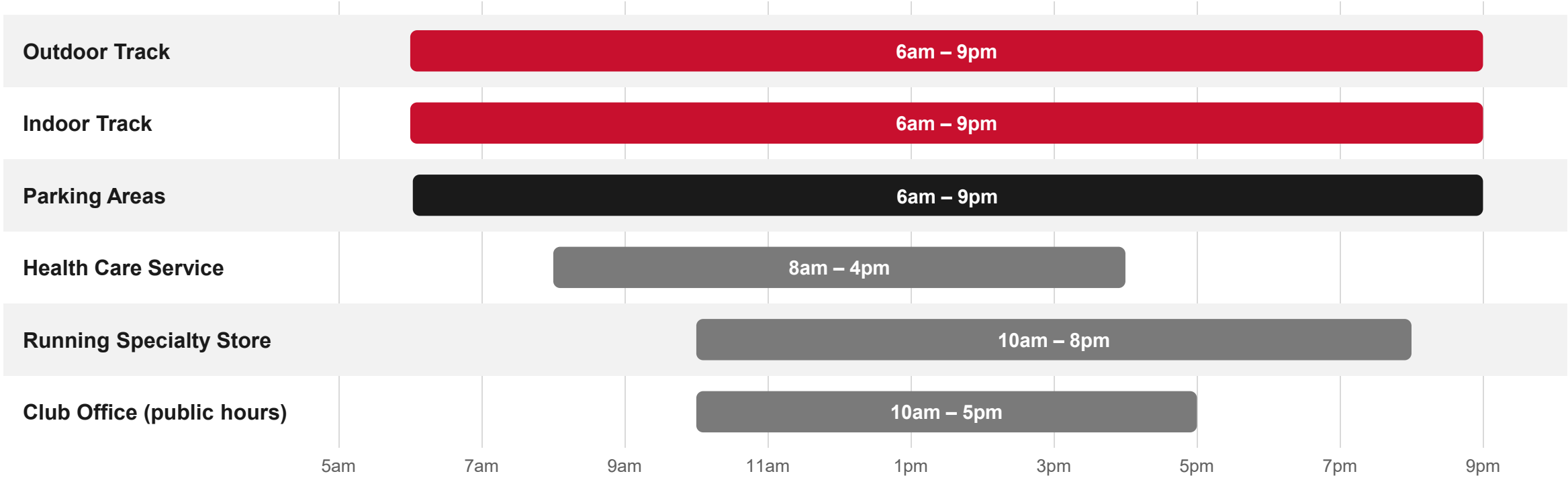
# REGULAR PROGRAMMING HOURS


HEALTH CLINIC
ATLANTA
TRACK CLUB
© ELKUS MANFREDI ARCHITECTS

INDOOR CENTER | DAILY OPERATIONS

# Open Early, Open Late, Every Day for Residents

What is open, and when, on a normal day at the Indoor Center at Cheney

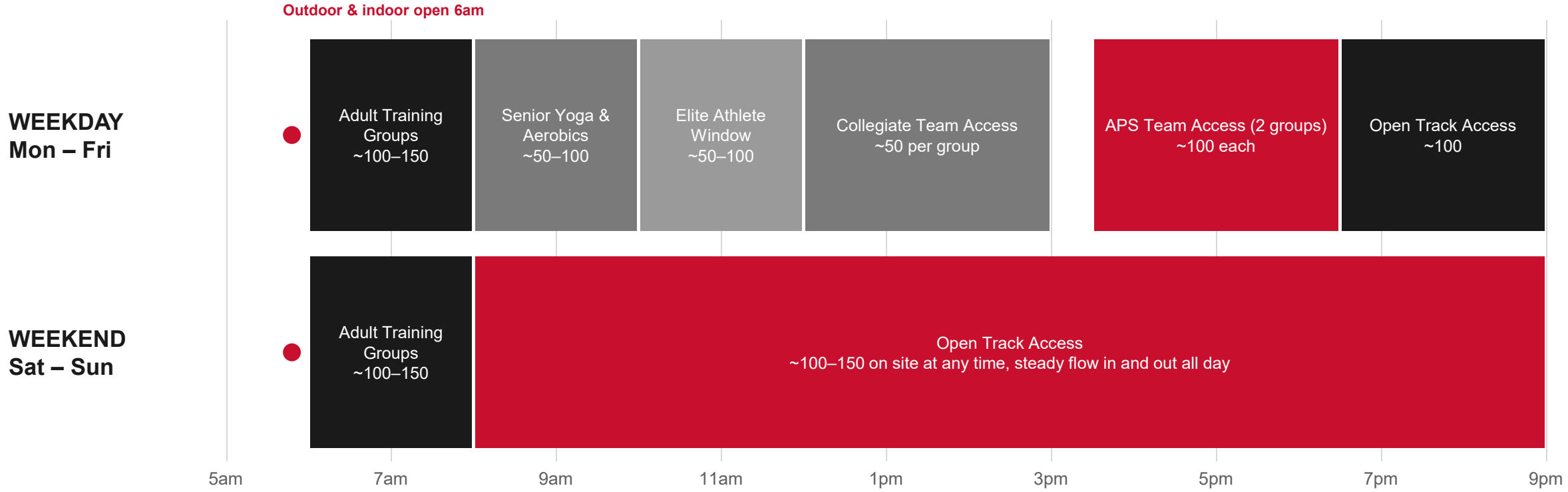



| EVERY DAY | | | | | | |
|---|---|---|---|---|---|---|
| | **15 hrs** | outdoor track open daily | **15 hrs** | indoor track open daily | **9pm** | tracks and parking close nightly |

Source: Atlanta Track Club Indoor Center Event Size Worksheet, Master Assumptions. Planning estimates; subject to change.

# A Full Day of Community Use

Normal programming. Most of the time, 50 to 150 people are on site.




**~150** max on site at one time, weekday (Adult Training Groups, 6–8am)

**APS** two after-school team access blocks, 3:30–6:30pm

**No** special parking or shuttle operations on normal days

# SPECIAL EVENT SCHEDULES

REGIONAL, NATIONAL & INTERNATIONAL EVENTS

# The Destination for Indoor Track & Field

With a Center capacity of up to 3,250, Atlanta Track Club will host best-in-class youth, high school, collegiate and professional competitions.

## EVENTS TO HOST

01 Junior Olympics

02 GHSA State Championships

03 High School National Championships

04 UAA Championships

05 ACC Championships

06 SEC Championships

07 ASUN Championships

08 NCAA Div I, II & III Championships

09 USATF National Championships

**3,250**

**CENTER CAPACITY**

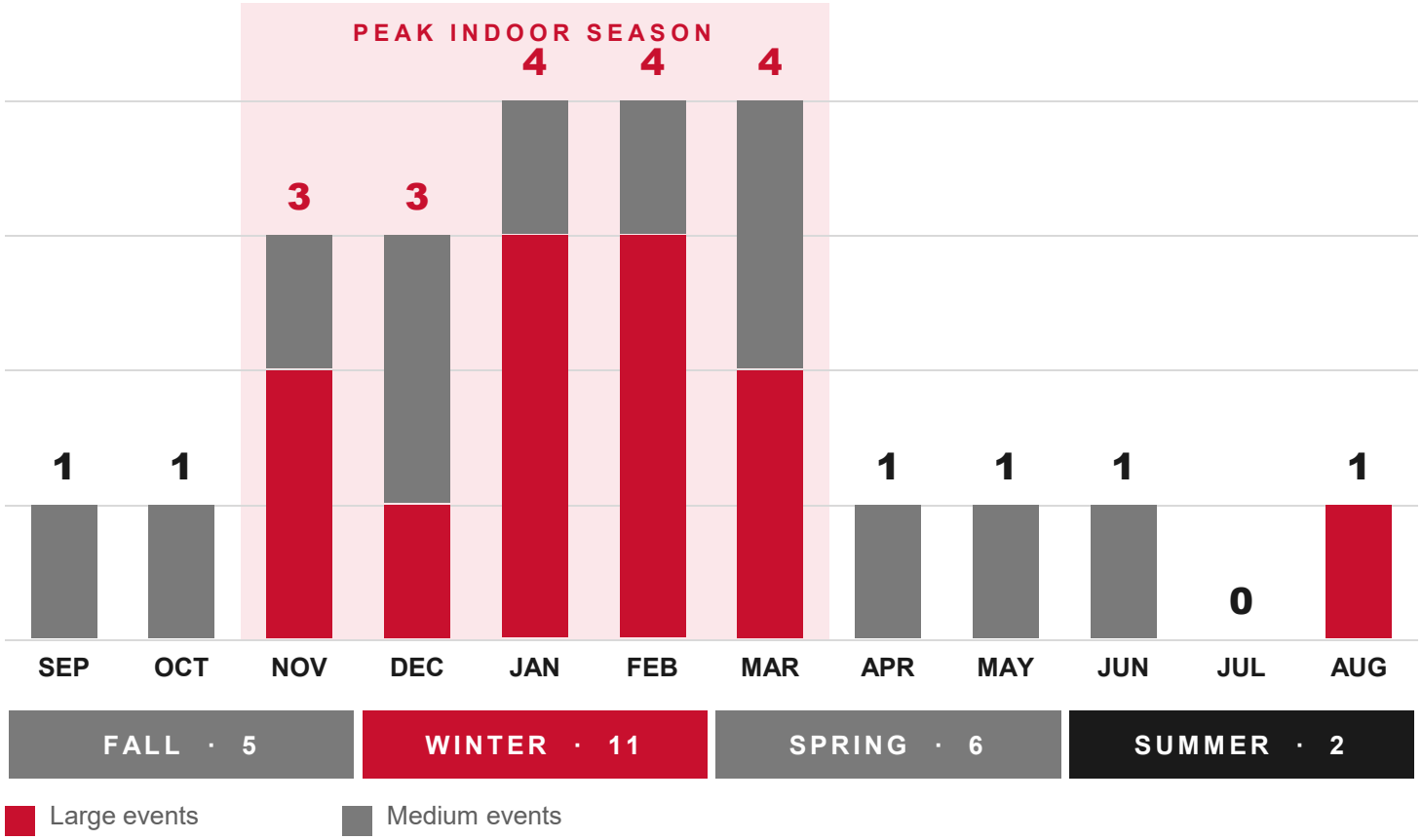





INDOOR CENTER | EVENT CALENDAR

# A Winter-Heavy Event Season

Planned medium and large events by month. Most event traffic falls in the late November to mid-March indoor season.




**24**

**EVENTS PLANNED PER YEAR**

12 medium and 12 large

**18 of 24**

**FALL IN NOV – MAR**

75% of events, incl. 11 of 12 large events

**4 / mo**

**AT THE JANUARY – MARCH PEAK**

Jan, Feb and Mar each host 4 events

**0–1 / mo**

**APRIL THROUGH OCTOBER**

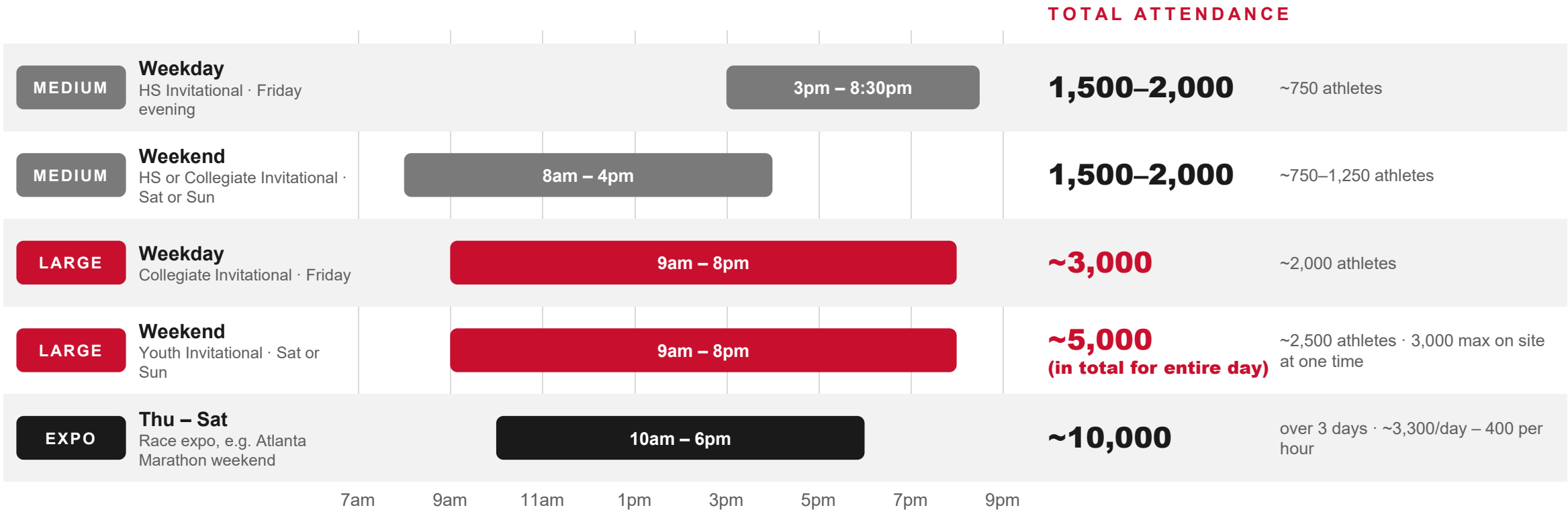
Mostly 1 medium event a month; 1 large in Aug

Source: Atlanta Track Club Indoor Center Event Size Worksheet, Monthly Schedule tab. Planning estimates; subject to change. Race expos not included in monthly counts.

INDOOR CENTER | EVENT DAYS

# Special Event Days at a Glance

Planning scenarios for medium events, large events and race expos, mostly from late November through mid-March




**ON EVENT DAYS** Buses drop off at the center, then park in the Blue Lot · Spectators park in the Purple Lot (Blue Lot overflow) · Shuttle runs from both lots to the center

SPORTS BROADCAST PARTNERSHIPS

# Every Lap, Live and On Demand

Events and programs hosted at the Track & Field Center will be featured on ESPN (NCAA Championships), NBC (USA Championships) and MileSplit (HS Championships). All smaller events will be webcast in-house through a content sharing partnership with a goal of every lap at every event easily viewed LIVE and on demand

**ESPN**

NCAA Championships

**NBC**

USA Championships

**MILESPLIT**

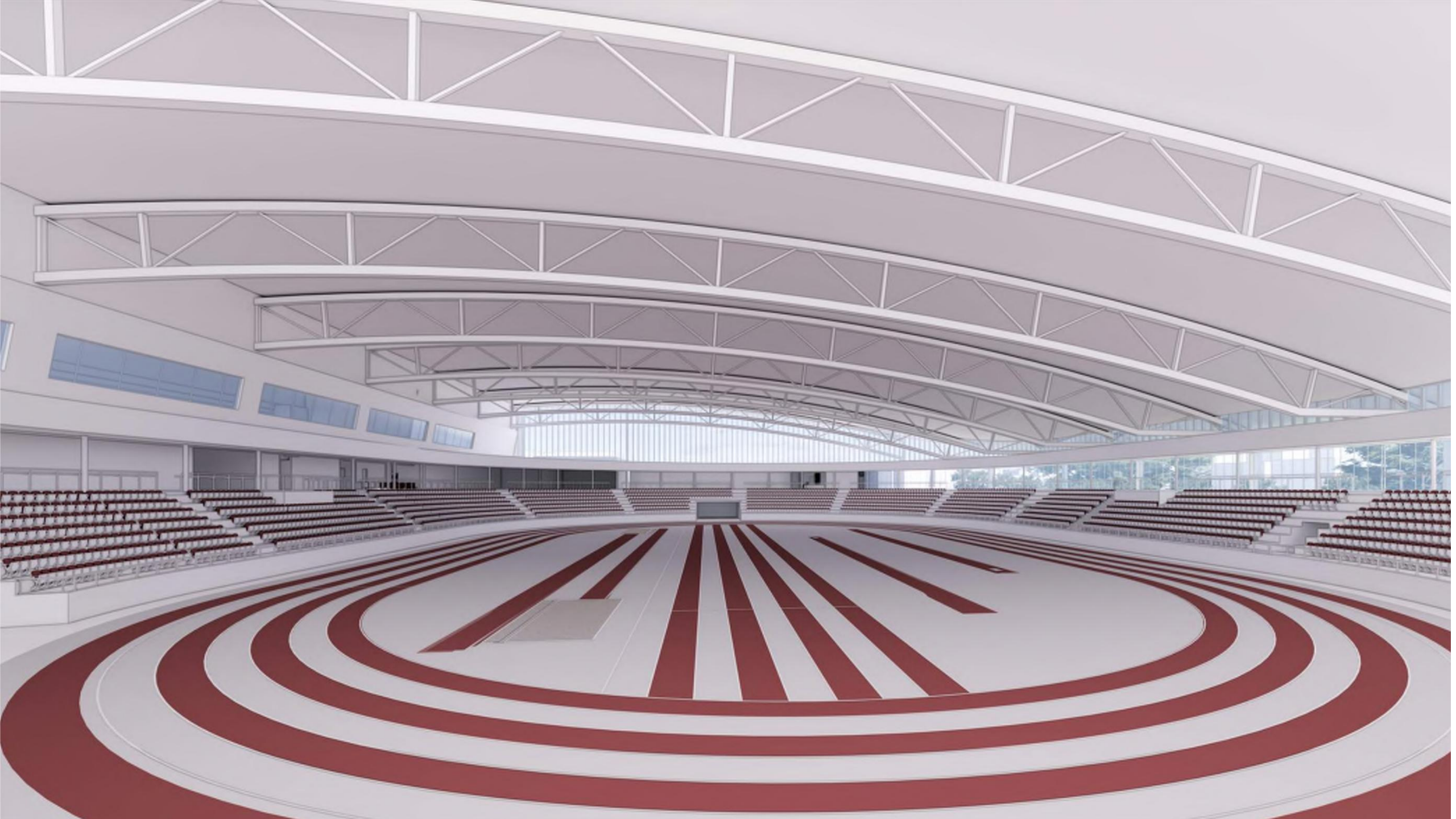
High school championships

**ATLANTA JOURNAL-CONSTITUTION**







# VOICES OF SUPPORT

# In Their Words

> *“This project will, quite simply, change what’s possible for our student athletes... Our athletes work as hard as any in the state. They deserve facilities that match that effort.”*

**Marilyn Turley** · Head Track & Field Coach, Maynard Jackson High School

> *“My middle schoolers have never had the chance to race indoors, and most never would. This center would give them that experience early.”*

**Thomas Pearson** · Track & Field and Cross-Country Coach, King Middle School

> *“Its commitment to fund, develop, and operate, at no cost to APS or taxpayers will provide APS students access, programming, a world-class facility and experiences that will shape their futures.”*

**Dan Corso** · President, Atlanta Sports Council

> *“The Track Club has done a good job of gathering input, listening, and making changes in response... Their engagement gives me reason to be optimistic about the benefits and relationships this project could bring.”*

**Cheron Pitchford** · Executive Director, Summerhill Neighborhood Development Corp.

# LETTER OF INTENT SUMMARY

LETTER OF INTENT SUMMARY – June 2026

# APS / Cheney Site LOI: Key Deal Points

ATLANTA TRACK CLUB

**01** 50-year ground lease providing long-term site control to Track Club

**02** Non-binding LOI; subject to Board approval + final agreements

**03** Track Club funds and operates project; no financial obligation to APS OR City of Atlanta Taxpayers

**04** Track Club assumes full development, permitting, execution risk

**05** Defined development milestones with APS termination rights for non-performance

**06** Graduated ground rent

**07** APS receives dedicated no-cost facility access + programming at agreed upon times/days

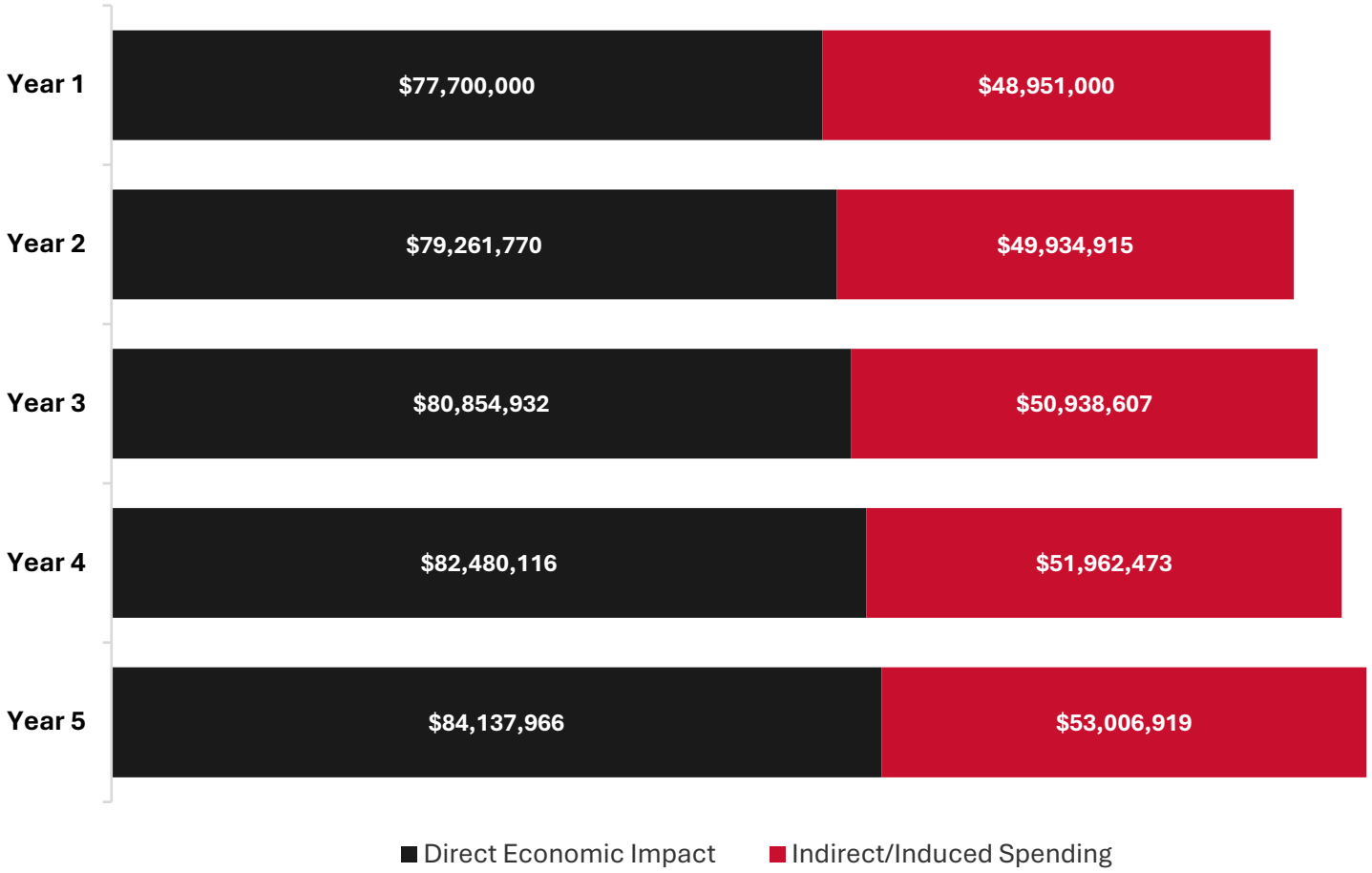
**08** Community commitments: access, workforce, healthcare

# ECONOMIC IMPACT STUDY

ECONOMIC IMPACT

# Annual Economic Impact

Atlanta Track Club commissioned an independent economic impact study which has been reviewed by the Chief Economist at the Metro Area Chamber of Commerce.




**$126.7M**

TOTAL ECONOMIC IMPACT, YEAR 1

**$137.1M**

TOTAL ECONOMIC IMPACT, YEAR 5

**$659.2M**

CUMULATIVE, YEARS 1 – 5

# PROJECT TIMELINE

# Project Timeline: 2026 – 2029

A 24-month capital raise and a 24-month construction period




## NOV 2026

Capital raise begins

## DEC 2027

Construction begins

## NOV 2028

Capital raise concludes

## DEC 2029

Construction complete

# NEXT STEPS

# Next Steps

ATLANTA TRACK CLUB

1

**APS Board Vote**

2

**Conclude Phase 2 Traffic/Parking and Stormwater Studies**

NOVEMBER / DECEMBER

3

**Subsurface Exploration and Geotechnical Engineering Evaluation**

4

**Capital Campaign**

NOVEMBER THROUGH 2028

5

**Construction**

BEGIN Q4 2027 to Q1 2028


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