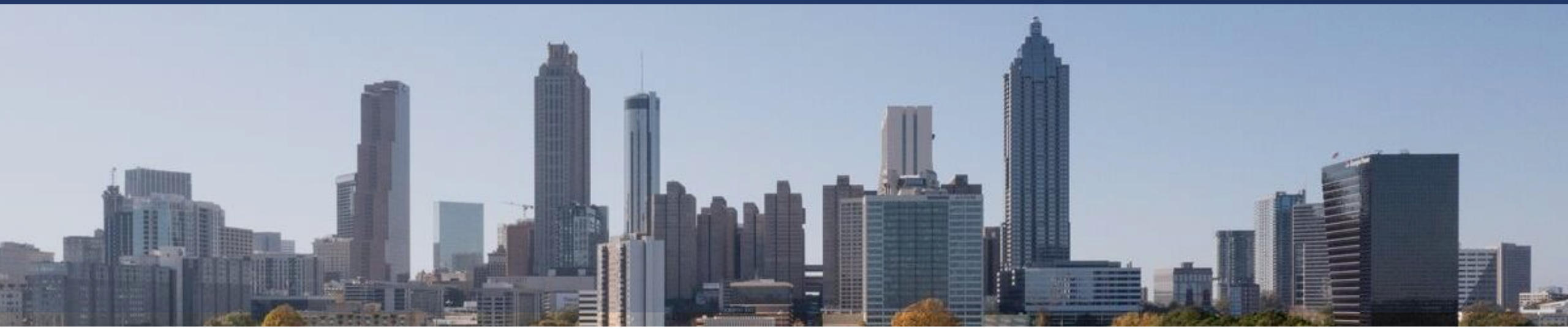


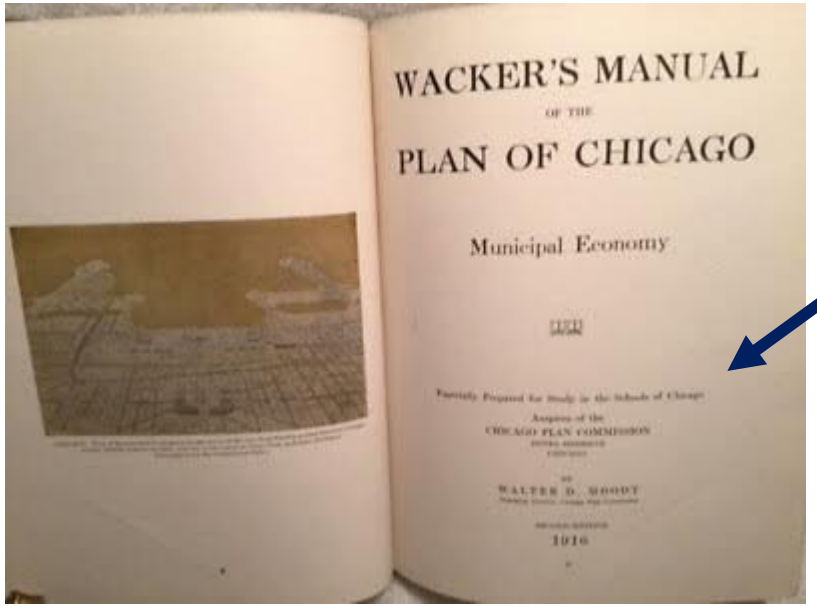
Housing as a group project

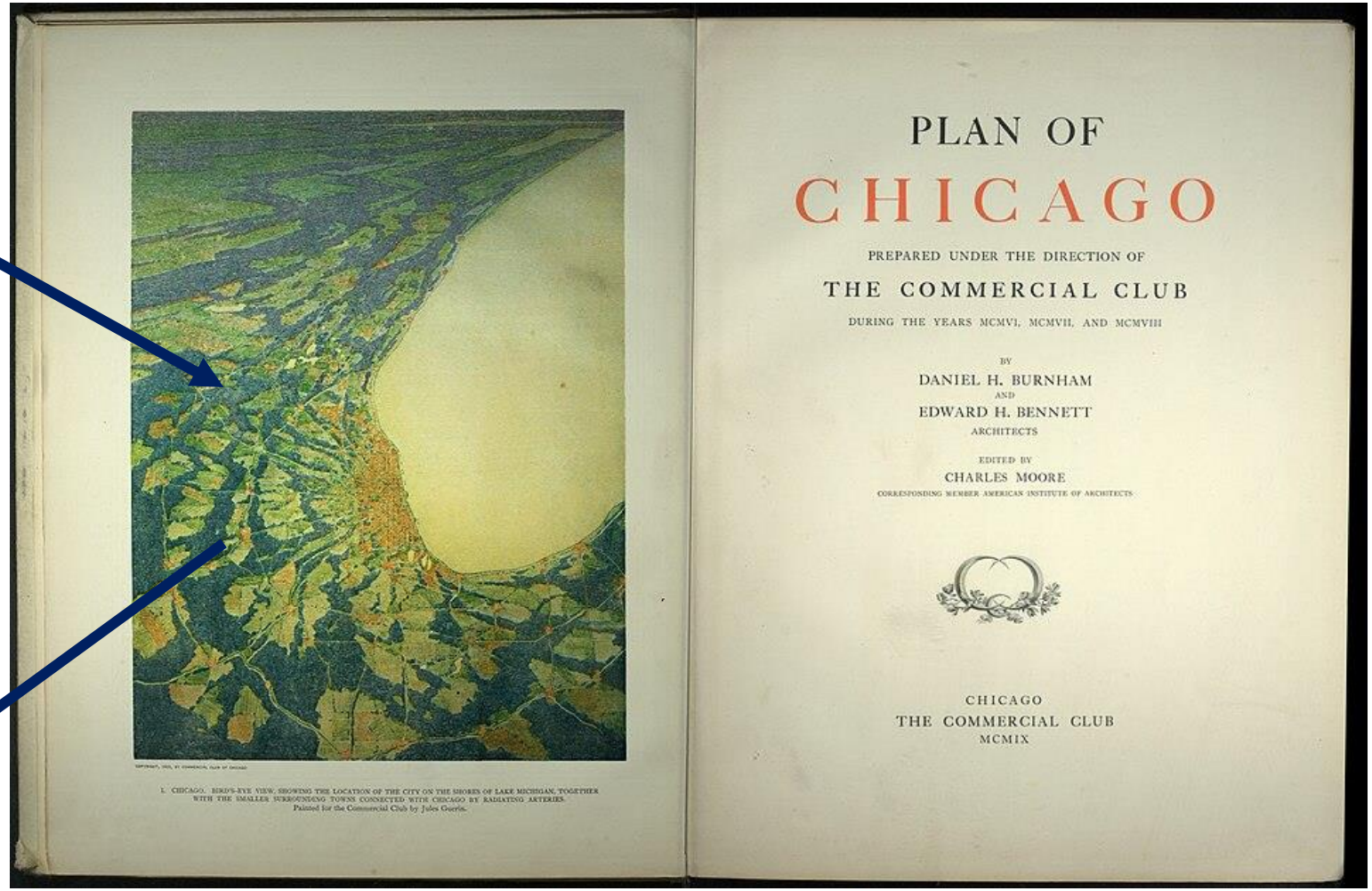
Storytelling and Cooperation as key building blocks for a successful housing regime

October 2026

STORYTELLING IN MUNICIPAL PLANNING – SOURCES OF INSPO

From World Fair to Wacker's Manual: The 1909 Burnham Plan of Chicago





Housing Exhibitions Inspiration – Internationale Bauausstellungen

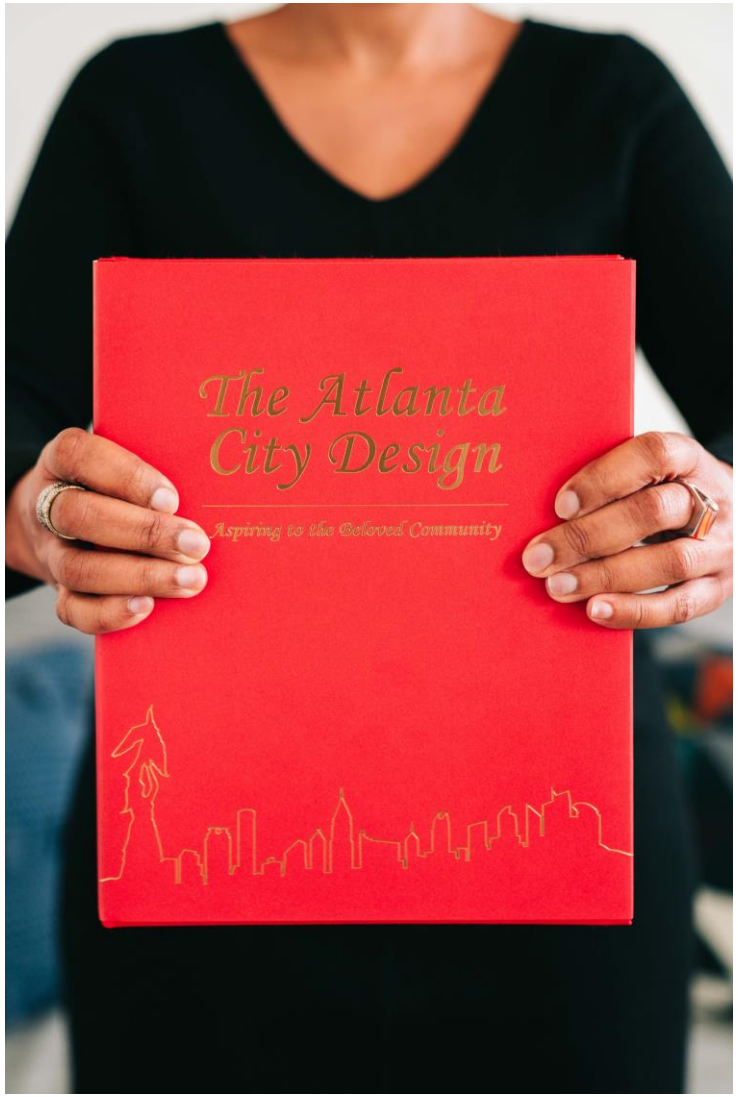
IBA Wien

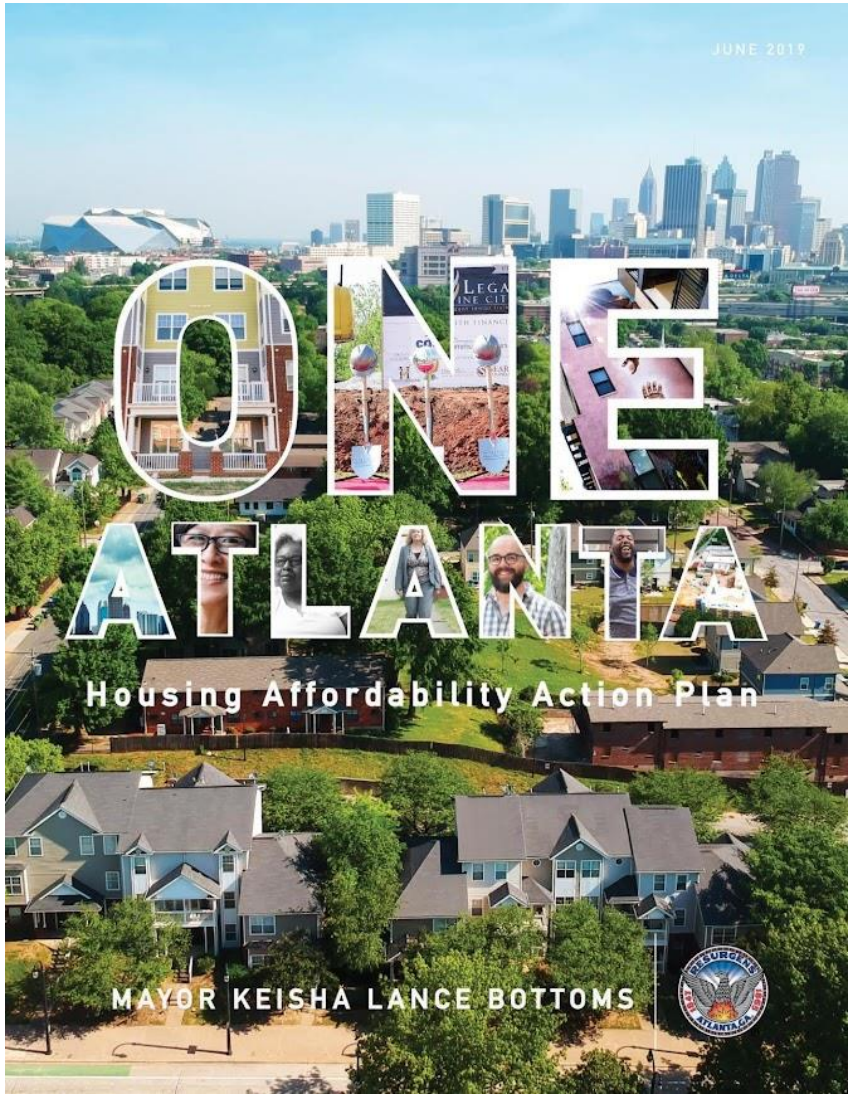
IBA Thüringen

Storytelling as political driver

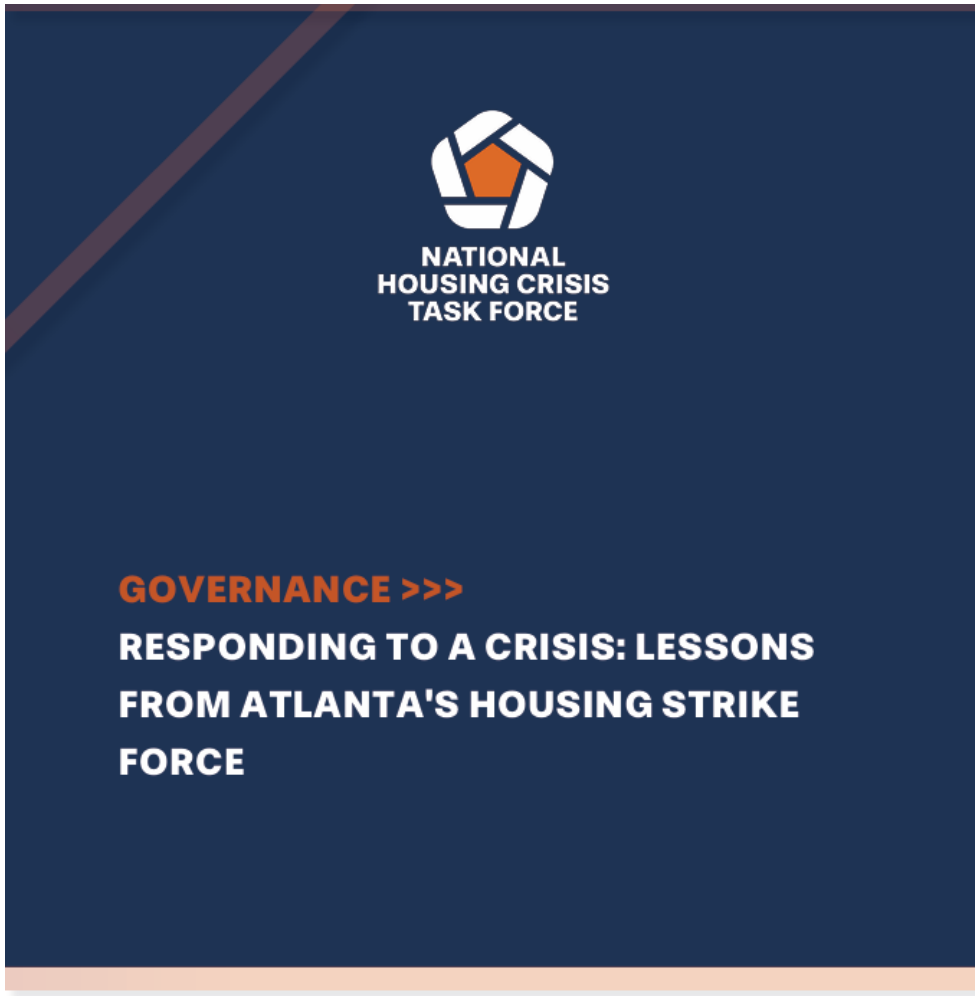
STORYTELLING AND COORDINATION FOR ATLANTA'S HOUSING

Atlanta City Design – 2017's vision of the City's future





Housing Strike Force – aligning around shared goals
20,000 units and public land development



ATLANTA PUBLIC SCHOOLS

ATLANTA HOUSING

INVESTATLANTA

METRO ATLANTA LAND BANK

marta

ATLANTA URBAN DEVELOPMENT

RESURGENS 1847 ATLANTA, GA. 1865

INVEST ATLANTA +/OR CITY OF ATLANTA

1	Cooper Street	4	143 Alabama
2	2 + **NEW** 5 Peachtree	5	104 Trinity
3	184 Forsyth	6	**NEW** Water Works

ATLANTA URBAN DEVELOPMENT

7	Thomasville	9	Johnson Rd/Proctor Creek
8	Midtown Fire Station	10	Gun Club

MARTA

11	H.E. Holmes Transit	14	Bankhead Transit
12	Art Center Transit	15	North Ave Transit
13	Oakland City Transit	16	**NEW** Lindberg Center

ATLANTA BELTLINE INC

17	350 Chappell Road	21	579 Garson
18	Pittsburgh Yards	22	Amsterdam Surplus
19	425 Chappell Road	23	Murphy Crossing
20	**NEW** 1540 Northside Dr		

ATLANTA HOUSING

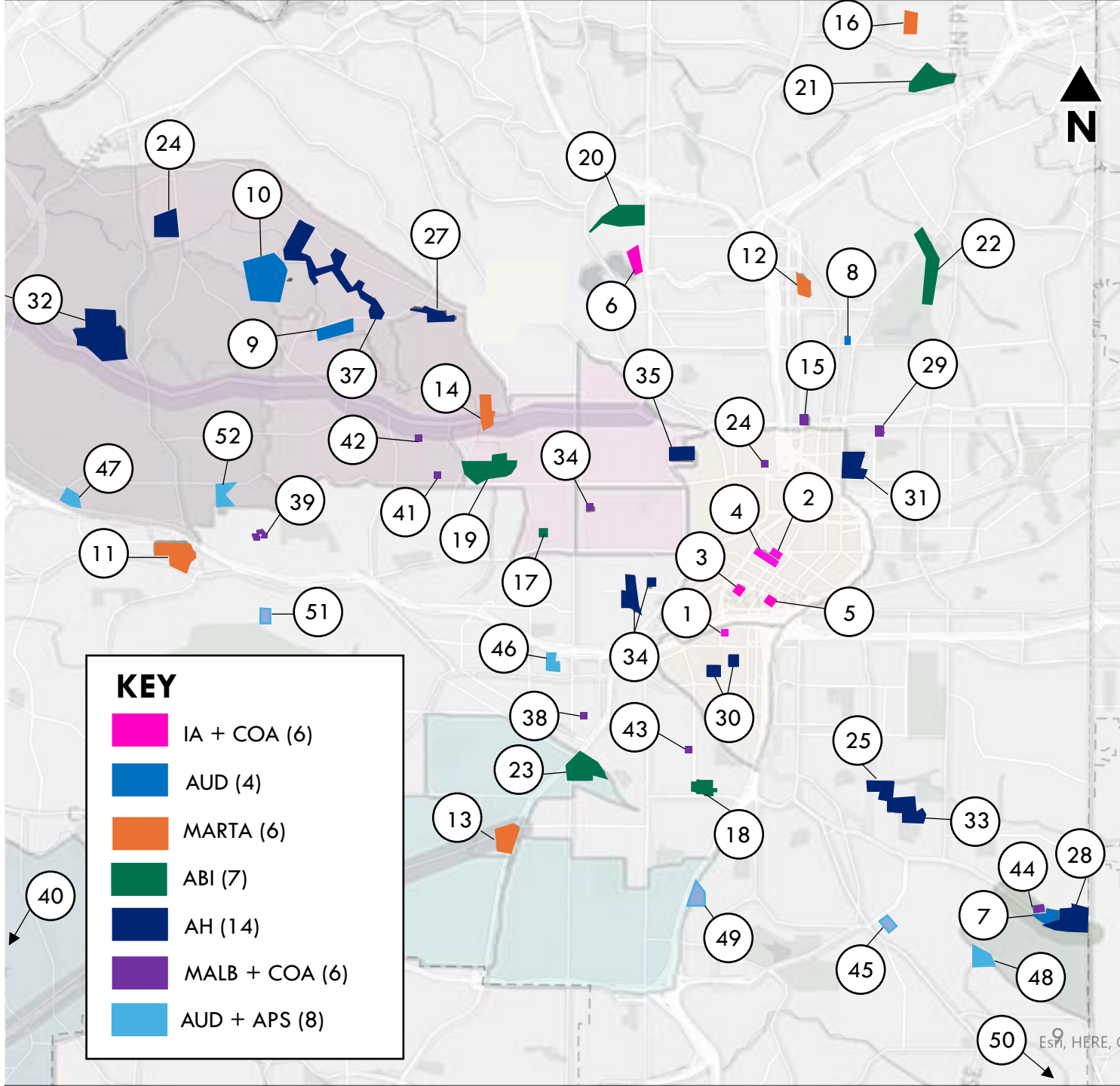
24	Hollywood Courts	31	Civic Center
25	Englewood #2	32	Bowen Homes
26	Palmer	33	Englewood #1
27	Johnson Road	34	Scholars Landing
28	Thomasville Heights	35	Herndon Square
29	North Avenue	36	Magnolia
30	Mechanicsville	37	West Highlands

ATLANTA LAND BANK + CITY OF ATLANTA

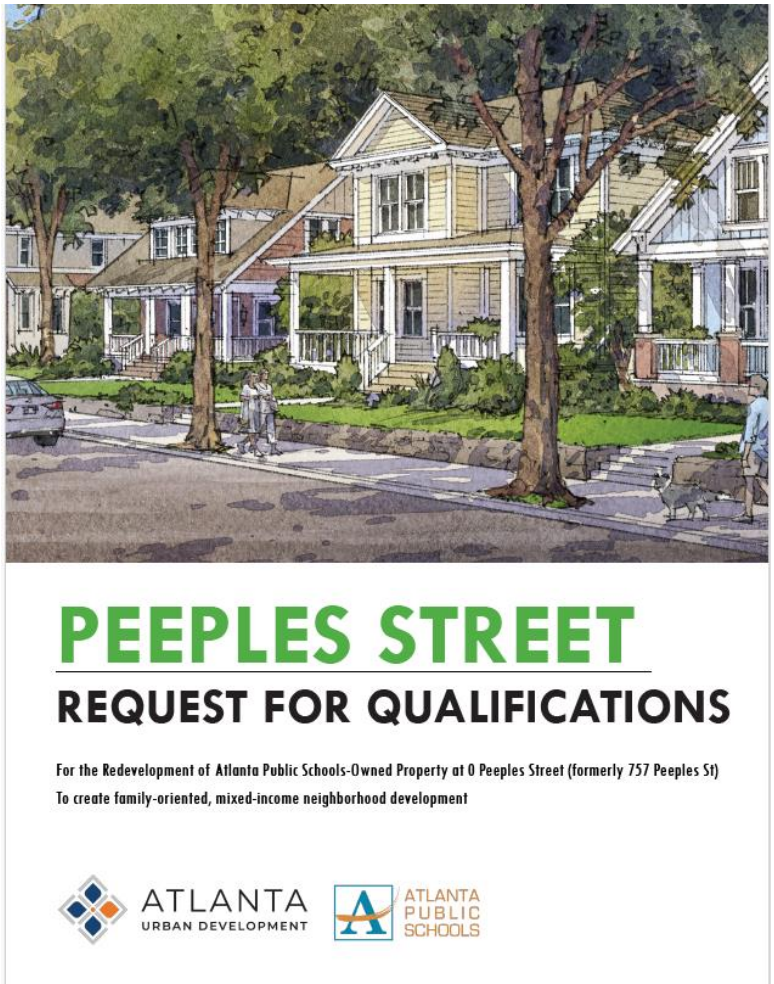
38	879 White Street	42	340 Holly
39	Verbena Gardens	43	1029 McDaniel
40	Barge Road	44	Asbury Pointe
41	Hasty Place		

ATLANTA URBAN DEVELOPMENT + ATLANTA PUBLIC SCHOOLS

45	**NEW** Lakewood Heights School	49	**NEW** Gilbert School
46	**NEW** Peeples St School	50	**NEW** Forrest Canyon Land
47	**NEW** Collier Heights School	51	**NEW** Rosalie H. Wright School
48	**NEW** Old Dobbs School	52	**NEW** Simpson Road Land

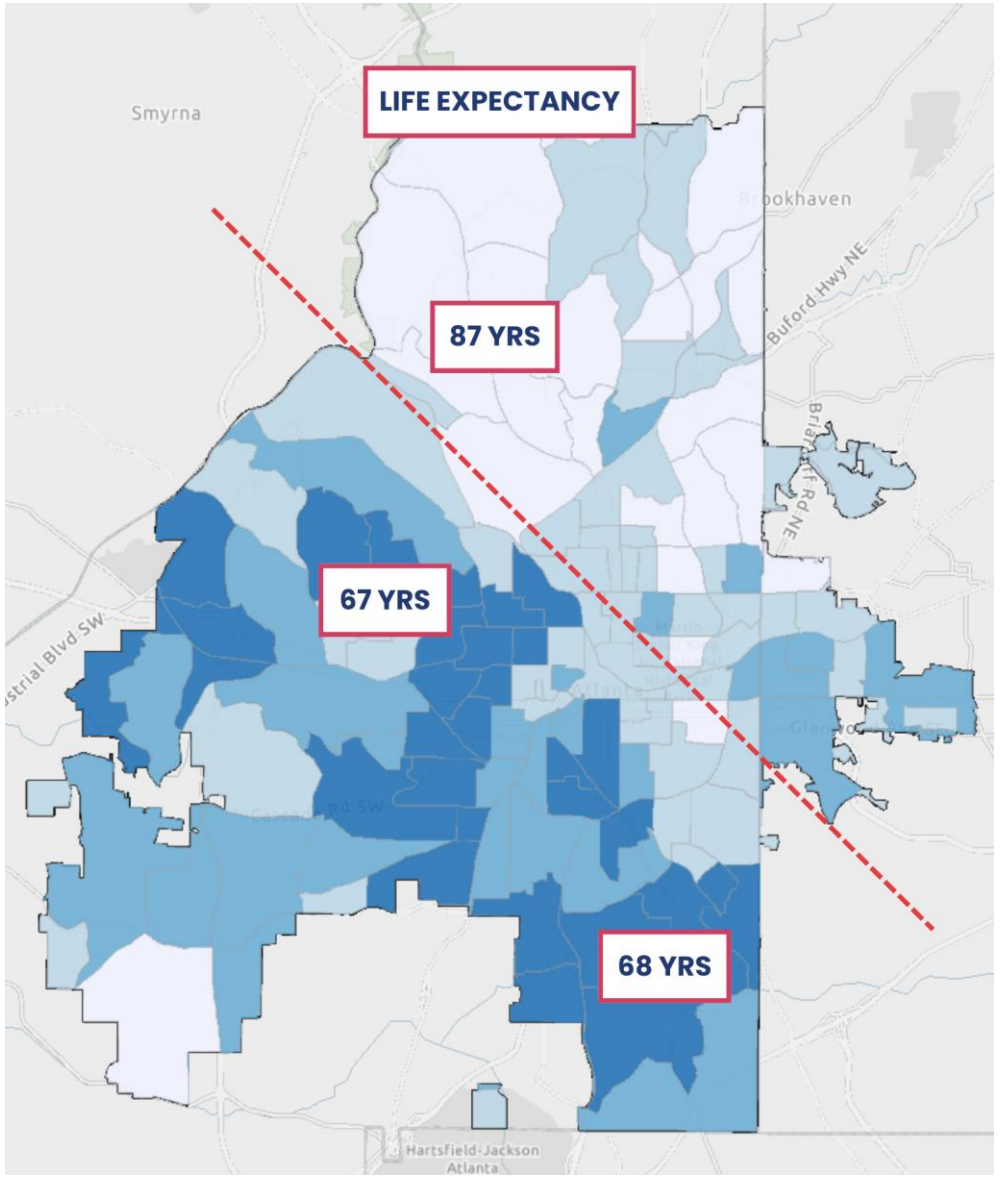


Limits to public engagement - limited scope, weathered conversations



Images Above: Herman J. Russell West End Academy Media Room (Public Meeting #1)

Neighborhood Reinvestment Initiative – "Erasing the Line"



Neighborhood Reinvestment Initiative - Translating a North Star into Housing priorities and outcomes

Every thriving community has a strong foundation

The Atlanta Neighborhood Reinvestment Initiative focuses on the essential systems—or building blocks—that every neighborhood needs to support children, families, and futures. Together, these elements work together to create places where people can live with dignity, move freely, learn deeply, and grow successfully.

Building lasting change takes a "whole of government" approach, requiring collaboration across all levels of government as well as support from the corporate sector, philanthropy and the community. Everyone has a vital role to play in this collective effort.

Community Design Strategies

01
COMMUNITY-ORIENTED LAYOUTS

- Shift from unit-focused design to **shared amenities on each floor** that support both daily life and connection with neighbors.
- Provide playgrounds, gardens, laundry, porches, and shared kitchens as **community touchpoints**.

02
LANDSCAPE EXPRESSIONS

- Use native plants and a shade-first strategy to combat Atlanta's heat, enhance comfort, and create a **sense of place**.
- Incorporate soft, walkable surfaces like decomposed granite, turf, and wood decking.

03
FAMILY-CENTRIC PROGRAMMING

- Integrate **play areas into the landscape**, include quiet refuge zones, and offer **community garden beds**.
- Provide flexible lawns for festivals, cookouts, and informal recreation while balancing family, social, and efficiency spaces for diverse needs.

04
TRAUMA-INFORMED OUTDOOR SPACE

- Promote physical and psychological safety with clear sight lines, warm lighting, and **defined transitions between public and semi-private spaces.**
- Offer multiple seating options to support comfort, choice, and observation.

City of Atlanta · Atlanta Public Schools · Gensler

International cooperation – translating across cities through stories

EU CITIES GATEWAY

Funded by the European Union