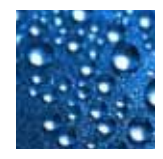


# IMAGINE DOWNTOWN: HEALTHY, LIVABLE & SUSTAINABLE PRE-CONGRESS FORUMS AND URBAN LABS



**for the 18th Congress for the New Urbanism  
“New Urbanism Rx for Healthy Places”  
organized with assistance from the Centers for Disease Control and Prevention**

On the occasion of and in collaboration with the 18th annual gathering of the Congress for the New Urbanism (CNU18) in Downtown Atlanta on May 19-22, 2010, Central Atlanta Progress embarked on an initiative to transform the way that the Downtown community aims to create a sustainable, healthy and livable urban core. Building on the existing Imagine Downtown 2.0 vision plan and with the benefit of invited CNU founders and experts, as well as local subject matter experts, ‘Urban Lab’ planning exercises, workshops and speakers were utilized to explore the following topics and their relationship to Downtown Atlanta:



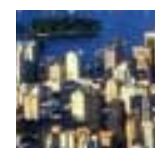
**WATER:** Individual building and district-level solutions to capture, conserve and control water to support the Governor’s Water Task Force Recommendations



**ENERGY:** Building and district-level options for conserving and generating energy via public-private initiatives with the Department of Energy and LEED-ND programs.



**TRANSIT:** Advance complete street networks and transit infrastructure in coordination with the Atlanta Regional Commission’s Livable Centers Initiative, the City of Atlanta’s Connect Atlanta Plan and the region’s transit vision, Concept 3.



**LIVABILITY:** Create a safe, healthy, walkable, bikeable Downtown with greenspaces and age, income and workforce diversity with the principles of the Centers for Disease Control and Prevention’s Healthy Community Design.

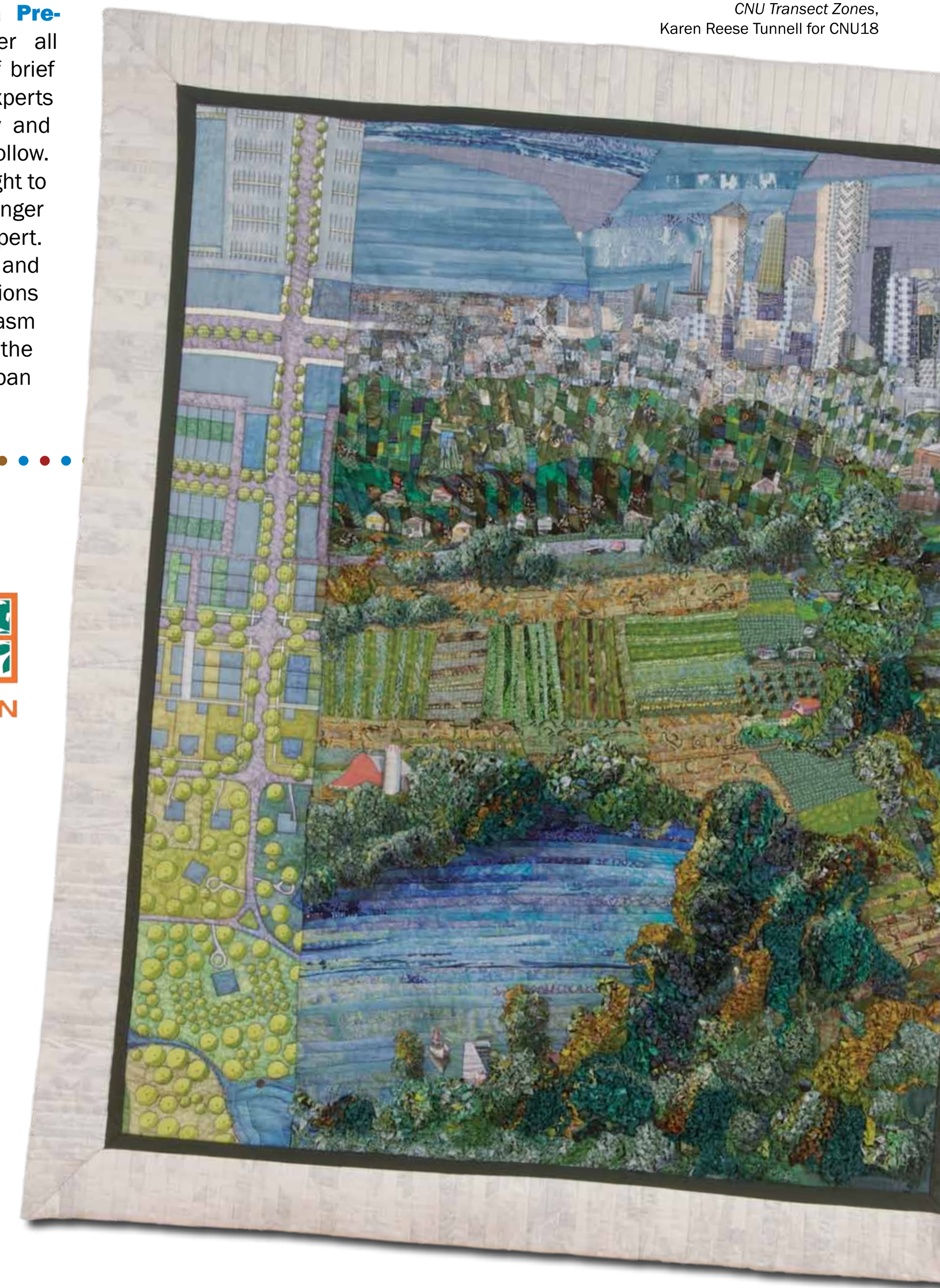
Up to and during the Congress, the Downtown community along with many of the nation’s leading planners, engineers, and community design specialists who will visit Atlanta for CNU18 will be engaged in vigorous two-way conversation about Downtown Atlanta today, the existing Imagine Downtown plan for the future, and a new enhanced, sustainable vision.

In collaboration with allied organizations and partners, Downtown stakeholders and investors will serve as agents for ensuring Atlanta’s world-class environmental sustainability. Collaborating businesses, organizations, institutions and residents will develop solutions and implement action plans to address the challenges and opportunities inherent in the relationship between environment, equity and the economy.

An **“Urban Lab”** applies the principles of the New Urbanism, research and knowledge from the Congress and its expert leadership to specific places through focused discussion, site visits and peer review sessions. Critical evaluations are invited from CNU experts in a worksession with public agencies, owner representatives and stakeholders to consider design challenges from fine grain details to large infrastructure and development decisions for livable, walkable, healthy communities.

Each Urban Lab was kicked off with a **Pre-Congress Forum** that brought together all of the involved parties to hear a series of brief presentations delivered by subject matter experts on the topics with particular applicability and interest to the Urban Lab discussions to follow. The Pre-Congress Forums each included eight to ten, three minute presentations, as well as longer capstone presentations by a visiting CNU expert. The presentations were both preceded and followed by casual conversations, discussions and sketching. The energy and enthusiasm that the presenters generated during the forums was a perfect beginning to the Urban Lab collaborations.

CNU Transect Zones, Karen Reese Tunnell for CNU18



The Honorable Kasim Reed, Mayor, City of Atlanta  
Robert Reed, Southface Energy Institute  
Dan Reuter, Atlanta Regional Commission  
AJ Robinson, Central Atlanta Progress  
Catherine Ross, Georgia Institute of Technology College of Architecture  
Susan Rutherford, City of Atlanta Department of Watershed Management  
Trudy Strawn, The Coca-Cola Company  
Brian Stone, Georgia Institute of Technology, School of City and Regional Planning  
Julie Todd, City of Atlanta Department of Watershed Management  
Frederick D. Wacker, The Home Depot Foundation  
Ross Wallace, Central Atlanta Progress  
Arthur Wendel, CDC Healthy Community Design Initiative  
Lynette Young, Sustainable Atlanta

**The Imagine Downtown Pre-Congress Forums and Urban Labs were made possible thanks to the support of these transformative partners:**



The Imagine Downtown Pre-Congress Forums and Urban Labs were organized by the following organizations:

CNU 18  
Central Atlanta Progress  
Atlanta Regional Commission  
The City of Atlanta Office of Sustainability  
Sustainable Atlanta  
Southface Energy Institute

With assistance from:

Cousins Properties  
Georgia Institute of Technology  
The Governor’s Water Contingency Task Force  
The Brookwood Group  
Cooper Carry  
Lowe Engineering

The Imagine Downtown Pre-Congress Forums and Urban Labs would not have been possible without the insight, input, collaboration and participation of the following experts, speakers and contributors.

Congress for the New Urbanism Visiting Experts:

Stephanie Bothwell  
Doug Farr  
John Norquist  
Michael Ogden  
Stefanos Polyzoides  
Dhiru Thadani

Heather Alhadeff, City of Atlanta Bureau of Planning  
Shan Arora, Southface Energy Institute  
Rhona Applebaum, The Coca-Cola Company  
Doug Allen, Georgia Institute of Technology, College of Architecture  
Townsend Bailey, Sustainable Atlanta

Jennifer Ball, Central Atlanta Progress  
Celeste Botoroff, The Coca-Cola Company  
John Brock, Coca-Cola Enterprises  
Ben Brown, Placemakers  
Lori Thomas Bryant, Plan+Design  
Bob Bunker, The Brookwood Group  
Ray Christman, Livable Communities Coalition  
Jim Cumming, Trillium Properties  
George Dusenbury, Park Pride  
Brooke Jackson Edmond, Maynard Jackson Youth Foundation  
Valerie Edwards, The Integral Group  
Bill Eisenhauer  
Amy Githens, The Coca-Cola Company  
John Goff, Cousins Properties, Inc.  
Charles Green, CDC Healthy Community Design Initiative and CNU18 Co-Chair  
Ciannat Howett: Emory University Sustainability Center  
Ashlee Halbritter: CDC Healthy Community Design Initiative  
Rebecca Heery  
Jeremy Hess, CDC National Center for Environmental Health  
Ellen Dunham Jones, Georgia Institute of Technology College of Architecture and CNU18 Executive Co-Chair  
Katharine Kelley, Green Street Properties  
Sarah Kennedy, CDC  
Chick Krautler, Atlanta Regional Commission  
Jared Lombard, Atlanta Regional Commission  
Tim Lowe, Lowe Engineering  
Mandy Mahoney, City of Atlanta, Office of Sustainability  
Afzaal Malik, The Coca-Cola Company  
Ed McBrayer, PATH Foundation  
Roger Miller, Cooper Carry  
The Honorable Ceasar C. Mitchell, President Atlanta City Council  
Chris Owens, Lowe Engineering  
Andrea Pinabell, Sustainable Cities Institute  
Laura Heery Prozes, CNU Board and CNU18 Executive Co-Chair  
Caleb Racicot, Tunnell, Spangler Walsh  
Carolyn Rader, Atlanta Regional Commission, Lifelong Communities



**The Congress for the New Urbanism (CNU)** is comprised of decision-makers and thought leaders who define best urban design and development practices, policy and infrastructure for sustainable communities. As an international non-profit, CNU attracts designers, planners, engineers, and other members dedicated to reversing suburban sprawl and enabling more walkable, mixed-used communities friendly to people of all ages and incomes.

Organized with assistance from the Centers for Disease Control and Prevention (CDC), the 18th Congress will address design for healthy places. The Board of Directors of CNU includes: Zach Borders, Stephanie E. Bothwell, Jack Davis, Hank Dittmar, Victor Dover, Ellen Dunham-Jones, Douglas Farr, Norman Garrick, Raymond Gindroz, Jacky Grimshaw, Jennifer Hurley, Douglas Kelbaugh, Katharine Kelley, Hon. Mike Krusee, Steve Maun, Connie Moran, John Norquist, Scott Polikov, Russell Preston, Laura Heery Prozes, Sam Sherman, Dhiru Thadani, Todd Zimmerman FOUNDERS & BOARD – EMERITUS, Peter Calthorpe, Robert Davis, Andrés M. Duany, Elizabeth Moule, Elizabeth Plater-Zyberk, Stefanos Polyzoides, Daniel Solomon



## IMAGINE DOWNTOWN 2.0: Downtown Atlanta’s Vision Plan

Imagine Downtown is the Downtown vision framework plan focused on catalytic development opportunity areas to guide future public and private investment. The plan identifies redevelopment opportunities within Downtown and the future land uses and desired transportation and open space improvements necessary to attract and support that anticipated development.

At its core the Imagine Downtown 2.0 vision plan promotes the responsible growth and development of a vibrant and attractive Downtown Atlanta. Downtown will include more options for transit, pleasant sidewalks and enjoyable open space. New construction will be oriented towards dense mixed-use development incorporating a variety of retail, office and residential uses. Downtown will be a 24-hour community, a place where residents, business people and visitors can experience all that the Capital of the New South has to offer. The plan envisions a Downtown Atlanta that is:

- The center of a world-class city that welcomes diversity
- A model of progressive growth for the region
- Reflective of the rich cultural traditions of the South
- The bridge between neighborhoods north, south, east and west
- The location of choice for urban living in the metro area
- Safe and barrier-free for working families and seniors



**These six goals raise the bar and provide the rationale for a Downtown vision summarized by five powerful mandates:**

- Downtown will lead the way in advancing sustainable mobility choices by connecting the city, the region and all of Georgia through a state-of-the-art, multimodal transportation hub.
- Downtown will celebrate the identity by elevating the status, appearance and function of the Peachtree Corridor as Atlanta’s and the Southeast’s premier Main Street.
- Downtown will expand urban living options by supporting and encouraging the creation of diverse, affordable, and sustainable neighborhoods and workforce housing throughout its extents.
- Downtown will be a cultural and entertainment destination rooted in Centennial Olympic Park and colored by the vitality contained in the Auburn, Edgewood, Luckie and Marietta corridors.
- Downtown will approach its physical form with honesty and openness to unconventional beauty, and will seek to overcome design obstacles like the Interstate with creative solutions that build on intrinsic uniqueness and authenticity.