



- 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

The notion of Downtown having an expanded field is a new paradigm that underlies the fundamental goals of the Imagine 2.0, where Downtown Atlanta is...

Downtown community stakeholders are clear about the need to focus on districts where less development activity has occurred and to rethink Downtown's relationship to its adjacent neighborhoods. They also recognize the changing mobility landscape in the region and the need for Downtown to play a central role in an integrated and sustainable transportation strategy.

Necessary to support the next wave of new residences, attractions, retailers and offices.



Imagine BETTER YET... DOWNTOWN

A Vision for Downtown Atlanta

2.0

The Imagine Downtown 2.0 plan brings together the Downtown community to share one collaborative vision for how our community will grow and prosper. Downtown has witnessed remarkable growth and investment over the past five years. Building on this momentum and success, Imagine 2.0 prioritizes a new set of transportation network improvements and public space enhancements necessary to support the next wave of new residences, attractions, retailers and offices.

FROM VISION TO REALITY. AMAZING RESULTS IMPLEMENTATION REPORT CARD

The strength and validity of the Imagine Downtown vision is apparent in the remarkable number of achievements over the past five years that support the goals and recommendations of the plan. Resulting in infrastructure improvements, policy changes and significant development investment, the collaborative efforts of the entire community are visible throughout Downtown Atlanta.

Dense mixed-use development incorporating a variety of retail, office and residential uses

With over \$3 billion of investment since 2004 and even more planned for the next few years, the Imagine Plan is being built brick by brick. With close to 100 diverse projects representing a wide range of uses, the Imagine Plan is transforming existing historic buildings to large-scale new construction, developments are transforming the livability and vitality of the center city. In total the activity represents close to 6,000 new residential units, 1 million square feet of commercial space, 3 million square feet of office space and 3,000 new hotel or student dormitory rooms among other community amenities.

Investment in a multimodal transportation network that is accessible to all

Since 2004, over \$38 million dollars has been committed to transit improvements. From an entirely new park-and-ride connection named for former mayor Ivan Allen, Jr. and an integrated wayfinding sign system to new and expanded sidewalk amenities, the range of projects has improved mobility throughout Downtown. These enhancements, coupled with the expanded activities of the Downtown Atlanta Transportation Management Association, are making walking, biking and riding transit Downtown easier than ever. Vital planning has also been completed that supports further investment in streetcar service and an integrated multimodal passenger terminal for Atlanta.

Foster vibrant economic climate that supports new investment and business expansion

New incentives and updated policies have also brought the Imagine Downtown vision to life. Critical in this regard is the creation, success and sustained activity of the Westside and Eastside Tax Allocation Districts. The investment and commitment of public support from the TADs, coupled with a reformed City of Atlanta development permitting process and a new and expanded Special Public Interest zoning district for Downtown, ensured a development and investment friendly community.

For more detailed maps, drawings and images about Imagine Downtown 2.0, visit our website or call 404-658-1877



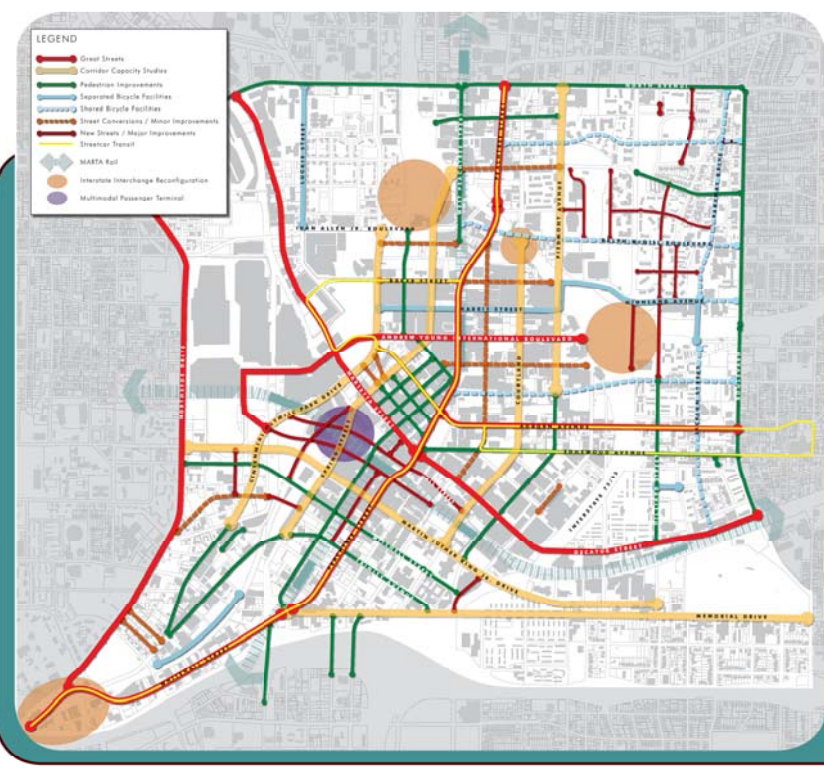
Parks and Open Space

The unique character and diversity of Downtown Atlanta is visible in its extensive network of public spaces. Comprised of streetscapes, parks, plazas, and open spaces - the Public Space Plan within Downtown provides a backdrop for the activity and vitality that gives Downtown its special sense of place. This map illustrates both existing public space resources, as well as planned new spaces.



Development Framework

The diagrammatic Development Framework Plan illustrates current land uses and anticipated future land uses for developed and underutilized land within Downtown Atlanta. The majority of future land uses are shown either as darker red and pink shades, which indicate a mix of uses including residential, office and retail; or shades of orange, which represent residential uses of varying intensities. Land areas outlined in heavy black shadow are future development parcels, color-keyed to anticipated uses.



Transportation Network

The integration of Downtown's Transportation Network Plan with its land use goals is critical to the Imagine 2.0 vision. The symbols and lines on this diagrammatic map illustrate future anticipated improvements to the transportation infrastructure of Downtown Atlanta. An efficient Downtown transportation system will result in continued commercial vitality within a livable mixed-use urban neighborhood. The Imagine 2.0 plan recommends significant transportation improvements to support the anticipated arrival of new office towers, tourist venues, and residential developments. These improvement projects have been identified to enhance the transportation network to serve pedestrians, bicycles, autos, buses and transit users. Ranging from streetscape improvements and multi-use pathways to new streets and a circulator shuttle, these projects are intended to encourage and support the redevelopment and revitalization of Downtown.



imagine BETTER YET... DOWNTOWN 2.0

Downtown will offer 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.

Covering a four square-mile area, Downtown Atlanta is a diverse interconnected set of neighborhoods. Opportunities for future growth and redevelopment along with the key public infrastructure investments that will support them are best described neighborhood by neighborhood to better capture these unique characteristics.

Envision the **Peachtree Street Corridor** as Atlanta's "Main Street." The A+ location for high-rise offices, a thriving shopping and entertainment district, and the heart of the hotel district. Peachtree Street is the one corridor in Downtown that traverses and connects all of Downtown's signature districts. It will be a destination unto itself, as well as a gateway to other neighborhoods. In particular, the continued revitalization of the Centennial Hill, Fairlie-Poplar Historic and Underground districts and the expansion of the Georgia State University campus will promote activity and energy on Peachtree Street. The addition of new housing options within the corridor will also be integral to attracting more retail, entertainment and cultural venues.

Emerging Priority Projects

- Bring streetcars back to Peachtree to improve mobility in the corridor
- Enhance the pedestrian experience along the corridor
- Create a destination retail and entertainment corridor by filling empty storefronts and reactivating existing buildings
- Invest in capital improvements and increased programming within Woodruff Park



A revitalized **SoNo (South of North)** will connect the thriving Midtown and Downtown communities to the north and south by building on the current activity along Peachtree Street. Opportunities abound to increase the retail mix along Peachtree and to build additional high- to mid-density housing to provide a transition from the dense commercial activity along Peachtree to the established single-family community of the Old Fourth Ward to the east. The Atlanta Civic Center site provides a significant opportunity for SoNo to accommodate additional commercial and residential growth with the added benefit of transformational civic and cultural amenities. Emory University Hospital - Midtown will also serve as a catalyst for increased investment in healthcare and research facilities.

Emerging Priority Projects

- Prioritize and support the redevelopment of the Atlanta Civic Center site
- Build an expanded Mayor's Park along Peachtree Street to 'cap' Interstate 75/85
- Focus sidewalk and traffic calming improvements along Piedmont Avenue



LEGEND

- Existing Buildings
- New Buildings (2004 - 2009)
- Planned/Proposed /Potential Buildings

Central Atlanta Progress
Atlanta Downtown Improvement District

A magnet for investment since the 1996 Olympic Games, the **Centennial Olympic Park Area** will continue to see additional new development that complements the surrounding landscape primarily on the eastern and western edges of the park. Visitor attractions, new residences, as well as retail and entertainment uses will be compatible with the Marietta Street Artery to the northwest and will strengthen connections with the established Fairlie-Poplar District to the southeast.

Emerging Priority Projects:

- Encourage and prioritize mixed-use development along the southeast corner of the Park
- Build on existing destinations to foster an entertainment and cultural district
- Streetcar service to support east-west transit mobility between the Park and destinations to the east
- Improved sidewalk amenities along key pedestrian routes



The **South Central Business District** will capitalize on the redevelopment of vacant land and parking lots in the area. Inspired by the scale and character of remaining historic structures, new buildings will house residences, small office and retail shops.

Ideally situated to capture the organic growth of the Castleberry Hill neighborhood and buoyed by a new vision for Peachtree Bottom to the south along Whitehall Street, as well as, the Capitol Gateway greenway connection to the east the South CBD will be the center of a connected mixed-use community.

Emerging Priority Projects:

- Focus in-fill residential development at the Garnett Street MARTA rail station
- Encourage the residential conversion of the 222 Mitchell and Norfolk Southern buildings
- Improve the Nelson Street viaduct as a direct connection to Castleberry Hill
- Build a greenway 'cap' over I-75/85 at the State Capitol to complete the Capitol Gateway connection
- Convert Spring Street to two-way operation for better connections to the north



The **Green Line** stitches the Heart of Downtown together through public spaces and transit connections. New parks, viaduct street connections and a multimodal passenger terminal will foster investment in new housing options particularly for Georgia State University students; additional retail, entertainment and hotel uses; and new office space.



Emerging Priority Projects:

- Create a greenway 'cap' - the Green Line - over the railroad tracks from east to west
- Subdivide the Railroad Gulch with new streets at viaduct level to create a walkable block structure and buildable development sites
- Construct the multimodal passenger terminal with entrances at viaduct level and rail, transit and bus connections below
- Transform the Five Points MARTA Rail Station with new platform access and an energized, programmed plaza



The vision for the **Sweet Auburn** neighborhood focuses on cultural tourism, historic preservation and entrepreneurship. Key goals include retaining and capitalizing on historic resources, expanding facilities that celebrate and teach the culture of Sweet Auburn and attracting new housing, office and retail uses as part of a vibrant mix of activity. In-fill development compatible with historic buildings will fill in the gaps and connect Downtown to the thriving Old Fourth Ward community.

Emerging Priority Projects:

- Continued compatible redevelopment of large sites at Auburn Pointe and Wheat Street Gardens
- Improvements to key pedestrian routes, particularly Auburn and Edgewood avenues, with an emphasis at the interstate under pass
- Streetcar service to support transit connections to the core of Downtown to the west
- Grant programs to support facade improvements and stabilization of historic buildings

