



WHAT'S UP DOWNTOWN

Get Connected!

The Downtown Connects card is a great way to experience Downtown and save money.

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Takin' it to the Streets

Improvements to Downtown's sidewalks, crosswalks and intersections are underway.

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We Can Help!

The Downtown TMA is here to help with your transportation needs.

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Save the Date:

The 2007 CAP/ADID Annual Meeting is March 27, 2007.

Join us for an update on how we're working to make Downtown Atlanta the ideal location to live, work, and play.

...
Thomas Murphy Ballroom

...
Georgia World Congress Center



A message from our President:

Downtown Atlanta experienced a major period of growth in 2006. With nine significant properties changing hands, including The Hurt Building, 34 Peachtree Street, Peachtree Center, 191 Peachtree Tower, 55 Park Place, 30 Allen Plaza, SunTrust Tower and the Bank of America building, Downtown is poised to quickly become the vibrant city center we have been working so hard to create.

However, we couldn't have gotten here without the support of our constituents; specifically the Downtown property owners and Central Atlanta Progress membership. And that brings me to this newsletter we've designed directly with you and your needs in mind.

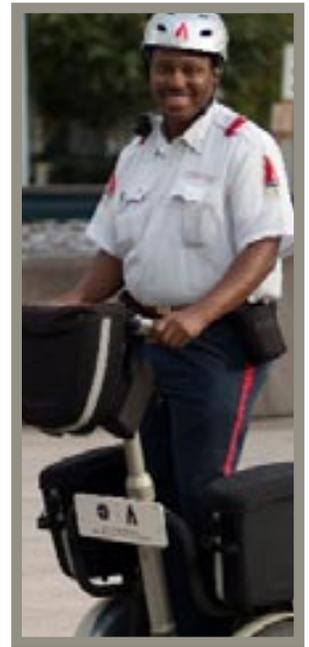
Once a year, we'll give you "What's Up Downtown," a handy reference that will keep you abreast of projects and programs

that can benefit your employees, your tenants and guests. While, of course, you're familiar with the much lauded work of the Ambassador Force® and Clean Team, you'll see that there's much more to report.

In this issue, you'll learn about the Downtown Connects Card, the Downtown Parking Action Plan, Downtown's newest neighborhood – the Railroad District, and the status of several public space projects.

As you can see, your support makes many things happen in our community. So keep in touch and keep up with Downtown.

A.J. Robinson
President



The Ambassador Force[®] of Downtown Atlanta

Need directions on where to go and what to do in Downtown Atlanta? Searching for a business or service? Want an escort to the parking garage? You won't have to look hard to find one of the 60 men and women of our friendly and helpful Ambassador Force. They're the ones in the pith helmets, often riding Segway human transporters or all-terrain bikes. Created by Central Atlanta Progress in 1996, the Ambassador Force of Downtown Atlanta (A-Force) is a full-time, private hospitality and public safety force that patrols a 200-block area from North Avenue to Martin Luther King, Jr. Drive, and from the Georgia World Congress Center to the Downtown Connector.

Ambassadors patrol the sidewalks looking for people in need of assistance—offering directions, medical help, and contact with the Atlanta Police Department via direct radio. They also assist with emergency response for building evacuations and fire drills, lending a hand with crowd control, information and communication, and security. Additionally, Ambassadors are up-to-date on events happening in Downtown and can answer those questions

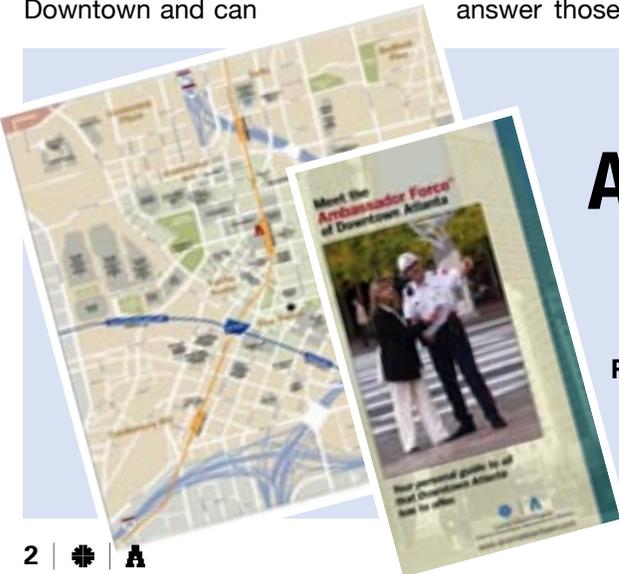
too. The A-Force also provides property owners with additional services such as advance e-mail notification of events that may close off roadways or cause increased traffic.

Clean Team and Public Works Team

Along with the Ambassadors, the Atlanta Downtown Improvement District (ADID) provides a Public Works Team that reports and tracks outages of street lighting; traffic signal and pedestrian signal controls; and sidewalk, surface, and street disruptions due to damage or construction. The Clean Team keeps our sidewalks and plazas clean with daily vacuuming and pressure washing, graffiti removal, and light trash clean up throughout the Downtown area.

Want to join the Force?

For information about Ambassador Force services or becoming an Ambassador, contact David Wardell, 404-215-9600 or dwardell@centralatlantaprogess.org.



Want to share the Ambassador Force with your clients and customers?

Request free copies of these
informational brochures and posters
and help spread the word today!





Get Connected!

The Downtown Connects card brings you the opportunity to experience the best Downtown Atlanta has to offer at a discounted price! Whether you're a Downtown Atlanta resident, out-of-state visitor, or simply traveling in from the suburbs, the Downtown Connects card enables you to enjoy Downtown while saving money.

The free program provides over 100 special offers and discounts at Downtown attractions, restaurants, hotels, stores, and museums. The card can be downloaded online or picked up at any distributing retailers for unlimited use while in Downtown Atlanta.

Central Atlanta Progress brings you this card in an effort to encourage native Atlantans and visitors alike to enjoy all that Downtown Atlanta has to offer. The card highlights Downtown Atlanta's assets while strengthening customer loyalty at Downtown Atlanta's businesses.

Card Features:

- Free of charge to both cardholders and merchants.
- Available to a vast audience, including Downtown workers, students, residents, and tourists.
- Entitles cardholders to discounts at Downtown businesses, including attractions, restaurants, hotels, retail stores, and service providers.
- The Downtown Connects card is the only such promotion targeted specifically to the Downtown Atlanta area.

The Downtown Connects card can be obtained from the following sources:

- Downtown Connects Website
www.downtownconnectscard.com
(Card available for download and print-out)
- Ambassador Force Information Booths
- Atlanta Convention and Visitors Bureau (ACVB)
Visitor Centers
- Participating Venues
- Downtown Atlanta Hotels
- ACVB Visitor Fulfillment Packages





The Railroad District

Have you heard the buzz about the Railroad District? If not, you likely will. The “Railroad District” name describes the area in Downtown Atlanta located between Peachtree Street, Martin Luther King, Jr. Drive, Memorial Drive, and the Norfolk Southern railroad tracks. Inspired by its history as the arrival and departure point of the railway industry that founded the city, the Railroad District is the site of renewed redevelopment interest. Driven by their desire to restore property values within this historically significant neighborhood, district stakeholders are organizing themselves to spark revitalization efforts. Led by a group of property owners, including the Morsberger Group, the Gallman Development Group, Wood Partners, and Central Parking, a vision is emerging that promotes new housing, expanded retail opportunities, and enhanced public spaces all within walking distance of two MARTA rail stations and significant local, state, and federal government centers.

One initial action item being pursued by the neighborhood is the expansion of the Atlanta Downtown Improvement District (ADID) to include the Railroad District. The potential for increased services from the Ambassador Force and Clean Team operations, as well as the planning and implementation of capital projects provided by ADID, are deemed instrumental to achieving revitalization goals in the area. Efforts are underway now to educate owners and recruit additional support for the expansion of the district in 2007.

Takin’ it to the Streets

2007 is shaping up to be a year full of construction activity in Downtown Atlanta. Several public space projects being planned and designed by ADID and our partners will start construction, including the following:

Baker Street Mid-Block Pedestrian Crossing

Project Cost: \$136,000

Installation of pedestrian-activated traffic signal with striping and signage improvements to facilitate a mid-block crosswalk between Centennial Olympic Park and The Georgia Aquarium and World of Coca-Cola.

Peachtree Pedestrian Crossings

Project Cost: \$200,000

Signalization and safety improvements to the existing pedestrian crossings on Peachtree Street at Walton and Poplar streets.

Simpson & West Peachtree Streetscape Enhancements

Project Cost: \$2.9 Million

Beautification and safety enhancement of sidewalks and intersections between the Civic Center MARTA Station and Centennial Olympic Park Drive, including new traffic signals.

Marietta & Centennial Olympic Park Streetscape Enhancements

Project Cost: \$4.3 Million

Beautification and safety enhancement of sidewalks and intersections between Five Points and Centennial Olympic Park. Particular attention will be given to “greening” the corridor with new in-ground sidewalk planters and enhanced median planting.

Decatur & Piedmont Streetscape Enhancements

Project Cost: \$6.7 Million

Beautification and safety enhancement of sidewalks and intersections on Decatur Street between Five Points and Piedmont Avenue and along Piedmont Avenue between the Georgia State MARTA station and John Wesley Dobbs Avenue. This is a project of Georgia State University.

More information will be communicated as project-specific schedules are set. In the meantime, if you have questions or need more detail, contact Jennifer Ball, 404-522-3344 or jball@centralatlantaprogress.org.





A Parking Action Plan

Parking is an integral part of a balanced, linked and sustainable multimodal transportation system and is crucial to maintaining the viability of Downtown Atlanta. In response to requests by Downtown property owners and stakeholders, the Downtown Transportation Management Association (TMA), a program of CAP/ADID, initiated a planning process for the development of the Downtown Parking Demand Management Action Plan. In late 2006, the nine-month planning process concluded, and the Action Plan final report was released. The Plan can be viewed online at <http://www.atlantadowntown.com/ParkingPlan.asp>.

The Parking Action Plan's mission is two-fold: a) "to understand Downtown Atlanta's parking needs" and b) to "identify strategies and projects that enable public and private stakeholders to maximize the available parking supply in order to enhance Downtown economic development and increase the attractiveness of all transportation modes." Undoubtedly, the Action Plan has resulted in a greater understanding of Downtown parking characteristics. **Key findings include:**

- There are approximately **95,000 parking spaces** within Downtown, located in 109 parking structures and 325 surface lots. Approximately 67,000 parking spaces are located in parking structures, 25,250 spaces in surface lots, and an estimated 2,000 in on-street spaces.
- There are **171 bicycle racks with 950 bicycle parking spaces** in Downtown.
- Off-street parking is primarily privately operated and market forces between property owners and operators dictate conditions.
- **Parking rates are set by the market** and vary with demand, especially during special events.
- **The combined occupancy rate** for both off-street and metered/marked on-street parking is **66 percent**.

In 2007 a major objective of ADID and the Downtown TMA is to work with other interested organizations to implement the recommendations of the Action Plan, which provides **solutions that will:**

- **Reduce parking demand** and improve the efficiency of the existing supply.
- **Optimize** the use and availability of the **existing parking supply** in meeting current and future needs.
- **Decrease** regular and special event **parking-related traffic congestion** and unnecessary travel and emissions.
- **Integrate parking management** that supports greater use of transit, vanpools, carpools, flexible work schedules, and mobility and access improvements for bicyclists and pedestrians.
- **Support a balanced, linked, and sustainable multimodal transportation system** characterized by transit use and vibrant neighborhood commercial and residential areas.

In the weeks to come, in concert with the promotion and implementation of the Action Plan's recommendations, the Downtown TMA will launch a web-based, interactive parking management website. The website will provide detailed information for Downtown employees, visitors, and tourists for each of the public parking facilities located within Downtown, including the facility type, location, access points, and other characteristics. A "Development Matrix" tool is also being finalized and will enable the Downtown TMA and ADID to better monitor parking need and utilization resulting from changes in land uses, building occupancy, and parking supply.



Did you know?

The Atlanta Downtown Improvement District is a Resource for Your Transportation and Infrastructure Issues

A Case Study

By now, most Downtown Atlanta stakeholders are aware of the many Atlanta Downtown Improvement District (ADID) capital improvement projects that are under design and approaching construction—an estimated \$34 million worth of new investment in Downtown. What many may not be aware of are the smaller accomplishments being achieved through partnerships among Downtown businesses, Central Atlanta Progress (CAP), and ADID.

CAP and ADID are committed to improving the Downtown experience and environment irrespective of the size of the improvement, and we want your input. Is there an issue with which we can be of assistance? Is there a project that we can help bring to fruition through a partnership? Working with property owners, City departments and officials, and others, CAP and ADID welcome the opportunity to work with you—as a facilitator, communicator, and partner—to improve Downtown.

A recent “win” for CAP member St. Luke’s Episcopal Church, at 435 Peachtree Street, is an excellent example. When traveling south along Courtland Street between North Avenue and Ralph McGill Boulevard, take note of the new traffic calming measures recently installed by the City of Atlanta’s Public Works Department in the right travel lane. The City’s installation of the vertical traffic delineators and dome-shaped traffic “buttons” improve safety by eliminating a travel lane that, although not highly utilized, was located “too close for comfort” to the historic “TACC House” of St. Luke’s Episcopal Church, which is situated at the northwest corner of Courtland and Currier streets. Until recently, high pedestrian volumes combined with a discontinuous sidewalk created a perilous environment for pedestrians and vehicles.

A little over a year ago, St. Luke’s Episcopal Church representatives met with ADID staff to discuss how traffic calming and safety improvements at this location might be implemented. At that time, St. Luke’s had developed preliminary concept plans for streetscape improvements along the west side of Courtland Street. After sharing their plans with us, they sought advice and guidance on how immediate, short-term safety improvements at this location might be expedited. Lacking the staff necessary to pursue solutions, St. Luke’s representatives established a partnership with CAP/ADID staff to work through the details. Over the course of the next year, CAP/ADID staff assisted St. Luke’s in the roles of consultant and facilitator. CAP/ADID defined a scope of work and provided review assistance for technical consultant proposals to secure engineering services for the documentation of traffic operational and safety deficiencies and the development of recommendations for short-term improvements.

Following completion of a traffic study funded by St. Luke’s, CAP/ADID facilitated conversations between City of Atlanta Public Works Department staff and the Atlanta Regional Commission staff to gain approval from the City for implementation of the traffic study’s recommendations to effectively eliminate the hazardous travel lane by installing vertical traffic delineators. On November 7th, the City of Atlanta issued a work order for the improvements, and within two weeks the safety improvements were a reality. In the words of one St. Luke’s member, “Feedback has been ecstatic... and it (the traffic calming measures) works well.”

This is but one example of the type of assistance CAP and ADID can provide for the improvement of Downtown Atlanta. Give us a call! We would be glad to work with you, too—as a facilitator, communicator, consultant, partner, and neighbor.



In the near future, a planning process will be initiated by CAP and the City of Atlanta to focus on key issues and opportunities for possible future development of the area from the State Capitol to the railroad “gulch” area. Turner Broadcasting System, Inc. is a key stake-holder and has awarded us a grant toward conducting the planning process.



Central Atlanta Progress
Atlanta Downtown Improvement District
Downtown Transportation Management Association

How Can We Help You?

Downtown TMA Providing Solutions for Downtown Employers

One of the top issues on the minds of Atlanta's workforce is transportation. The Downtown Transportation Management Association (TMA) is here to help employers throughout the Downtown area answer any question or solve any problem concerning transportation while also offering additional benefits and services.

Depending on what part of Downtown you work or live in, chances are that you are near or even on top of a transit station. MARTA's new bus line, The Peach, is running buses every ten minutes on Peachtree Street while Cobb Community Transit, GRTA Xpress Buses, and Gwinnett County Transit are driving regular routes from all over Metro Atlanta to Downtown. Pedestrian friendly streets have also made walking and biking part of a daily routine. With all of these options in Downtown, let the Downtown TMA be part of your transportation solution.

Creating Workplace Solutions for Employers and Property Managers

Many Downtown companies have already taken advantage of all that is available through the Downtown TMA. While representing interests at local, regional, and statewide planning levels, the Downtown TMA provides employers and property managers with all the tools they need to offer commute solutions for their employees and tenants. The Downtown TMA offers:

- Free consultation on transportation solutions, including parking management and telework programs to address space needs;
- Free transportation fairs at work-sites to inform and motivate employees about the many options available;
- Seminars, workshops, and Lunch & Learns to share the wide variety of transportation-related services and events available to Downtown employees.
- Incentives, including Commuter Rewards, a program that rewards commuters who carpool, ride transit, vanpool, telework, bicycle, or walk to work, which can provide the motivation for employees to "make the change" to a cleaner commuting mode.

things TO DO



Wednesdays in April, May, September & October beginning April 4



Every Friday, beginning May 4



The Week of August 13-19



Central Atlanta Progress
Atlanta Downtown Improvement District

Town Hall Meetings

April 19 - Hyatt Regency Atlanta
 July 27 - The Ritz-Carlton Atlanta
 October 18 - Omni at CNN Center



Central Atlanta Progress
Atlanta Downtown Improvement District
Downtown Transportation Management Association

Downtown Transportation Committee

Are you interested in learning more about planned streetscape projects or other transportation studies and initiatives underway throughout Downtown?

Would you like to receive more frequent updates or provide your input regarding transportation issues facing Downtown?

If so, we have just the opportunity for you!

Downtown Transportation Committee meetings are held on the second Tuesday of every other month at 3:00 p.m. at the offices of Central Atlanta Progress. The group features guest speakers and presentations regarding timely projects, as well as discussion of on-going projects and specific proposals. Recent topics have ranged from the Atlanta-Lovejoy commuter rail proposal and the progress of the regional Transit Planning Board to the launch of the BREEZE program by MARTA and the Downtown Parking Management Action Plan. Everyone is welcome to attend and participate in the meetings.

For more information contact:
Downtown Transportation
Management Association
Grand Lobby, 50 Hurt Plaza
Atlanta, Georgia 30303
Tel: 404-658-1877
Fax: 404-658-1919
www.atlantadowntown.com



Resolve to use *Flexcar*

Another transportation amenity in Downtown Atlanta is Flexcar. Flexcar, a national leader in car sharing, has partnered with Atlanta-based Lanier Parking Systems to bring this new transportation alternative to Atlanta. Flexcar members save hundreds of dollars each month by paying to use a car rather than paying to own a car. There are currently 41 Flexcar vehicles located all over the Atlanta area, with more on the way. They can be reserved online or by phone and usage costs are about \$10 an hour, including gas, insurance, and a designated free parking space. Flexcar's service complements the work that Central Atlanta Progress and the Downtown Transportation Management Association (TMA) are doing to encourage transportation alternatives in the Downtown area. Each Flexcar can replace up to 15 privately-owned cars on the road, so members are helping to reduce emissions and ease congestion.

To learn more, particularly about the free incentives available for Downtown commuters, please visit <http://www.flexcar.com>.

Woodruff Park Chair Dedication Program



Commemorate a loved one, celebrate a birthday, or mark an anniversary or special achievement with a personalized plaque on a chair in Woodruff Park. It's an unforgettable gift for a friend, a family member, a colleague, your company, or even yourself.

The chair will remain in the park to be appreciated by the hundreds of patrons who visit the park every day to eat, relax, and unwind.

The chair plaques can be inscribed with a personalized message of up to 100 characters. The total cost to dedicate a park chair is \$100. Your gift helps Woodruff Park and your donation is tax deductible to the full extent of the law.

Call 404-658-1877 or e-mail
cholland@centralatlantaprogress.org
for more information.