Central Atlanta Progress, Inc. was chartered in 1941 as a private nonprofit community development organization with the goal of managing growth, integrating ideas, building partnerships, and coordinating efforts to improve the central city district. For 75 years, Central Atlanta Progress has fulfilled this mission by providing leadership, programs, and services to preserve and strengthen the economic vitality of Downtown Atlanta.
As Mayor of the City of Atlanta, I am pleased to congratulate Central Atlanta Progress (CAP) and the Atlanta Downtown Improvement District (ADID) as you celebrate your 75th Anniversary.

Since its inception, CAP has been committed to creating a healthy economic climate for the City of Atlanta. In 1995 CAP founded ADID to ensure a more livable and welcoming environment for Downtown Atlanta residents. Together they have made the Downtown area a safe and more diverse community for property owners, employees, students, and visitors.

Over the last 75 years CAP has worked relentlessly, embracing new concepts, forging new partnerships and orchestrating efforts to improve the City. Your organization has successfully rebuilt and expanded the downtown area as a world-class destination, and we are fortunate to have you as a partner. For the last 10 years you have been a part of multiple vital projects: rebranding Woodruff Park, partnering with the City of Atlanta to launch the Atlanta Streetcar and opening The Center for Civil and Human Rights. We commend you for all of your accomplishments.

As you recognize your 75th Anniversary, I encourage you to reflect on the many contributions you have made to the City of Atlanta. I applaud the leadership and dedication CAP and ADID have demonstrated. Our neighborhoods, communities and City benefit from the generous spirit of our civic partners.

On behalf of the City of Atlanta, I salute the leadership and members of Central Atlanta Progress and Atlanta Downtown Improvement District for their commitment to excellence.

Sincerely,

Mayor Kasim Reed
RESHAPING OUR CITY

PAST, PRESENT, AND FUTURE » CENTRAL ATLANTA PROGRESS SHARES IN THE DYNAMIC GROWTH OF OUR GREAT CITY

Atlanta has always been a city on the move. From its humble beginnings as a rail stop in the rural deep south, Atlanta continued a steady transformation that has only accelerated in the last 75 years. Over that time, Central Atlanta Progress has been an influential partner in the evolution of Atlanta into an international city that shows no signs of slowing its upward trajectory.
CONTINUED GROWTH AND PROSPERITY

The Downtown area becomes the center of progress

2016 was a year of celebration and reflection for Central Atlanta Progress, as we recognized our 75 years of service to the City of Atlanta and set goals for the next initiatives that will move Downtown forward. Thanks to the support of the business community, the nonprofit community, and individuals, we successfully completed our three-year Be Downtown campaign with nearly $1.3 million raised, and we’re proud to report that we have made notable progress toward our campaign goals.

We have been able to successfully catalyze new private investment, support core infrastructure developments, and enhance the quality of life for all who interact with our community. Our 75th year witnessed the completion of the Peachtree Street bridge enhancements, a rebranding of the Centennial Park District, the introduction of the Stitch concept, the start of the new Downtown Atlanta Master Plan effort, and much more.

This is an extraordinary time for our community, and we could not accomplish our goals without the support of our membership and our campaign funders. With more than $4 billion of new investment under construction and planned, and with meaningful progress being made on catalytic projects that will positively impact Atlanta for years to come, we are on the cusp of a new and exciting chapter. There has never been a better time to Be Downtown.

~ Dave Stockert, CAP Chair
MAKING A LASTING IMPACT

A collaborative effort moves Downtown Atlanta forward

ADID celebrated its 20th anniversary in 2016, and we are enormously proud of our role in serving a vibrant Downtown community that continues to grow stronger with each passing year. In the last decade alone, ADID has invested more than $73 million in a long list of transformational initiatives, including public safety and hospitality services, transportation infrastructure improvements, beautification programs, and sustainability planning.

The Atlanta Better Buildings Challenge continues to make a tremendous impact and has now grown to include over 400 buildings. Participants in the program have been so committed to improved efficiency that we reached our goal of 20 percent water savings five years ahead of schedule.

The 63-member ADID staff strives daily to provide a safe, clean, and healthy Downtown. Several recent changes have greatly enhanced the ability of the Ambassador Force to adequately serve the needs of the community, including the increased use of off-duty APD officers, addition of more bikes and Segways to more efficiently cover a larger area, and the addition of a Social Impact Director to address key socioeconomic issues affecting Downtown.

It is truly extraordinary to consider the evolution of Downtown Atlanta over the last two decades, and ADID is excited to have played a part in that success. We are thrilled to have such a close and productive relationship with the City of Atlanta leadership, and we look forward to continuing to work together to enhance the Downtown experience.

~ Craig Jones, ADID Chair
A VIBRANT CITY CENTER

ONGOING EFFORTS TO HELP THE CITY WITH NEXT STEPS

Atlanta is in the midst of a dynamic renaissance, with new and exciting developments occurring each and every day. The Downtown area is the epicenter of this activity, serving as a catalyst for growth and opportunity that extends to all corners of the City and beyond. 2016 was a year of important new initiatives that are paying dividends today and will lay the groundwork for tomorrow’s successes. Atlanta remains at the forefront of smart growth, with a continued focus on new technology, innovative business concepts, better mobility, and long-term sustainability and preservation. In a year filled with great accomplishments, we would like to highlight some important achievements in our key focus areas.
COMMUNITY BUILDING

New management of the Centennial Park District » CAP assumed management of the former Luckie Marietta District

In the year that Atlanta celebrated the 20th anniversary of the Olympics, CAP helped the Centennial Park District build on its reputation as a world-class entertainment district with a rebrand, new signage, maps, and brochures; support for headlining events such as Shaky Knees, Shaky Beats, and the Sweetwater 420 Fest; partnering with Slide the City in June; and sponsoring the new Chinese Lantern Festival that illuminated Centennial Olympic Park throughout the winter holiday season.

Heart of the Community Grant in Woodruff Park » A $200,000 grant from Southwest Airlines aided park development plans

CAP/ADID worked with Project for Public Spaces to identify development priorities within the park. Through community-based participation, workshops, and surveys, stakeholders received feedback on preferred park programming and infrastructure options going forward.

Downtown Atlanta Restaurant Week » The 14th annual celebration of delicious offerings for every taste

Back for its final year, Downtown Atlanta Restaurant Week capped the summer with prix fixe menus from 30 Downtown restaurants. Promotional Business Bites events helped encourage early bookings, and it was all made possible through the sponsorships of Delta Air Lines, Phase 3 Marketing and Communications, Uber Eats, Captivate, and OpenTable.

Downtown Daffodil Project » Brightening Downtown with thousands of golden blooms

During the 2016-17 planting season, 65,000 bulbs were planted, for a total of 240,000 daffodils that will bloom throughout Downtown this spring. The 2016 Downtown Daffodil Celebration included “Dancing with the Daffodils” music parties in Woodruff Park, a special ceremonial daffodil planting at the Center for Civil and Human Rights, Downtown workers dressing up for Hello Yellow Fridays, and “Daffy Hour” cocktail specials at participating Downtown restaurants.

2016 CAP/ADID Annual Meeting » 1,000 attendees joined us for a day of celebration and recognition at the Georgia Aquarium

Wolfgang Puck Catering provided a delicious breakfast, and several awards were presented. The Dan Sweat Award was given to Bernie Marcus, who was also honored with the renaming of the Downtown Economic Impact Award in his name. The Marcus Downtown Economic Impact Award was then given to Centennial Olympic Park, and Andrea Videlefsky received the Turner Downtown Community Leadership Award for her work on the Daffodil Project. The presentation concluded with a preview of the new AT&T Dolphin Celebration.

20th Anniversary of ADID » A festive day at the Ellis Hotel marked 20 years of work for Downtown progress

ADID Chair Craig Jones was presented with a proclamation declaring March 25th “ADID Ambassador Day.” The award was given by Jay Tribby, chief of staff for Atlanta City Council Member Kwanza Hall, who sponsored the proclamation and also serves on the ADID Board.
COMMUNITY BUILDING (cont’d)

62nd Annual International Downtown Association Conference and Trade Show » CAP/ADID hosted the gathering of BID and DID professionals from around the world

More than 600 attendees at the Westin Peachtree Plaza participated in panels, workshops, and master talks, and many of Atlanta’s most notable projects and amenities were highlighted. Chief Turner of the Atlanta Police Department presented their Community Policing Initiative, and ADID’s operations and partnerships were recognized.

CAP/ADID Town Hall Meetings » Hosted by the Crowne Plaza Hotel and Georgia-Pacific Center Auditorium

CAP President A.J. Robinson presented updates on a variety of topics, including economic development, transportation, the Atlanta Streetcar, and community initiatives, with supporting remarks from Atlanta law enforcement, CAP/ADID staff members, and other community figures.

Community Engagement » A robust marketing program yielded positive results in 2016

AtlantaDowntown.com garnered 957,776 sessions, which represents a 22.95% increase in website sessions over the previous year. Newsletter performance improved with a 6% open rate increase over 2015. The cumulative open rate for all CAP/ADID newsletters combined was 25.32%, compared to 19% in 2015. Considerable growth occurred among CAP/ADID’s main social media channels - Facebook (+26% change in followers); Twitter (+24% change in followers) and Instagram (+200% change in followers).

Food Truck Fridays at the Five Points MARTA Rail Station » Hundreds of hungry downtown workers enjoyed an array of food options each week

From April through October, food trucks served up delicious meals and helped promote positive activity and engagement for nearby office workers, students and commuters. In conjunction with other programs, the goal has been to provide a variety of services and amenities to activate the Broad Street plaza.

2016 AUDIENCE ENGAGEMENT SNAPSHOT

- **60,255** Downtown Atlanta Facebook Followers
- **33,300** Twitter Followers
- **29,800 / 25,961** 29,800 Instagram Followers / 25,961 #BeDown Posts
Since 2007, $3.8 Billion Invested in:
» Housing
» Hotels
» Retail & Restaurants
» Office
» Institutional / Government
» Attractions
Impact Study of Potential Casino Gaming » Phase I of a review of the possible positive and negative impacts of Downtown gaming

As a result of action in the Georgia General Assembly, CAP/ADID began a study of the impact of potential casino gaming facilities in Atlanta. The study is intended to educate the business community as to what it would take to realize such a gaming attraction, and what the ultimate impacts might be. Phase I results were presented in June. Phase II results will be shared with the public in 2017.

Downtown Market Study » Research and analysis on the long-term impact of proposed Downtown economic activities

The study will provide the roadmap for attracting the type of development that will strengthen Downtown’s position as a major employment center in the region, as well as a residential community and a tourism and convention destination. It will particularly focus on understanding the impacts and opportunities of current catalytic investments in Downtown, including the new Mercedes-Benz Stadium and the associated Westside development, the redevelopments of Underground Atlanta and Turner Field, as well as the Atlanta Streetcar and planned system expansion.

ADID Case Study by the Georgia State University Center for State and Local Finance » ADID partnered with the Center to examine the benefits of CIDs and BIDs

The report, titled “Georgia’s Community Improvement Districts (CIDs),” examined Georgia’s CIDs, and compared CIDs to another type of BID model used in Georgia, as well as BID entities in neighboring states. ADID worked with the Center and other metro Atlanta community improvement districts to examine issues surrounding the inclusion of multi-family residential properties in the digest for Georgia CIDs.

Private Investment Around the Atlanta Streetcar » The Streetcar continued to draw investors and new businesses to Downtown

The amount of “completed” real estate investment within a 5-minute walk of the Atlanta Streetcar corridor grew to $922 million between 2011 and 2015. There’s another $266 million in projects that are under construction with an additional $828 million in the planning and development stages.

Major Residential, Hotel, and Retail Developments » Hundreds of new apartments and lofts joined major hotel and retail projects in Downtown

Developers announced numerous new projects, including: the historic Candler Building renovation to become a Curio Hotel property with 265 rooms and restaurant and meeting spaces, a Cambria Suites hotel, The Kiser adaptive-reuse loft-style apartments, 235 residential housing units on Piedmont Road, 331 apartments near Centennial Olympic Park, and upgrades for retail, restaurant, and office spaces at CNN Center and Peachtree Center.

Eastside Tax Allocation District (TAD) » Invest Atlanta released a call for projects to receive funding from the TAD

The Eastside TAD will be an important catalyst for several real estate projects throughout Downtown, and specifically within the Atlanta Streetcar corridor. CAP/ADID, along with Sweet Auburn Works and the Old Fourth Ward Business Association, hosted a Technical Assistance Workshop to provide resources for small businesses and smaller-scale property owners applying for grant funding.
Atlanta Arts and Entertainment Sign District » Legislation before the Atlanta City Council helped move the initiative forward

CAP/ADID collaborated with ACVB, the Atlanta Sports Council, and the Georgia World Congress Center to propose an innovative urban signs and street graphics district to support public space programming and large special events.

Exciting New Business Openings in Downtown » Downtown continued its trend of welcoming new restaurants to serve residents and visitors

Among the new restaurants joining an already exciting array of Downtown eateries: Slice Pizzeria (2nd location), Amalfi Pizza, Red Phone Booth, Sisters Real Southern Cooking, Café + Velo, the Eatery at Flatiron City, Georgia Beer Garden, Highland Bakery, and Hungry Ghost. Additionally, the Hotel Indigo and restaurant JP Atlanta opened their doors, and Switchyards Downtown Club opened with a full house of creative technology entrepreneurs.

Sweet Auburn Works’ “Shop Small” » Small Business Saturday event targeted shoppers with goal of supporting local merchants

Sweet Auburn Works collaborated with the Old Fourth Ward Business Association and the Atlanta Streetcar to create the Shop Small Scavenger Hunt. It took place on Small Business Saturday, the nation-wide Shop Small promotion spearheaded by American Express. The community was encouraged to support local businesses via a fun scavenger hunt throughout these Downtown neighborhoods.

Accolades for New Downtown Walgreens » The drugstore’s opening in the historic Olympia Building received regional acclaim

CAP/ADID joined in the celebration of the store’s grand opening, and the exciting adaptive re-use project was awarded a Development of Excellence Award for Exceptional Merit for Historic Preservation by the Atlanta Regional Commission.

DOWNTOWN ATLANTA - AT A GLANCE

- 26,850 residents
- 152,500 daytime office workers
- 65,000 students
- $50,509 avg. household income
- 72.1% hotel occupancy
- 397 restaurants & bars
- 13,600 housing units
- 16 MIL annual event attendance
- 86 average walk score
Dump the Pump worked to move Atlantans toward greater use of public transportation - a pleasant, efficient commuting alternative. This month-long regional challenge encouraged commuters to utilize public transportation through cash incentives and free transit passes.

Downtown Atlanta Outreach
- Digital Reach: 17,439
- Participating Organizations: 36

Downtown Atlanta Impact
- 2,830 individual trips logged
- 106,000 Event Attendees
- 41 Bike Commuters Recruited

Downtown Atlanta Outreach
- Digital Reach: 17,000
- Free MARTA Passes: 156
- Interacted with 3,000 at 5 events

Downtown Atlanta Impact
- CO₂ Avoided: 5.8 Metric Tons
- Fewer Car Miles Driven: 14,080
- Driving ATL to LA & Back 3 Times
GETTING AROUND

The Stitch » An ambitious design for reconnecting Downtown and Midtown was unveiled

CAP/ADID’s plan to cap the I-75/85 Connector was released to the media and has received positive feedback from the community. With urban greenspaces and development pad sites both atop and adjacent to the cap, the Stitch will create a vibrant public realm with quality civic infrastructure and interconnected open spaces.

Peachtree Bridges Enhancement Project » Better accessibility along the Peachtree corridor – and some fun aesthetics too

C.W. Matthews completed construction of new sidewalks, landscaping, and protective fencing with decorative signage and artwork on the Peachtree Street Bridge. The “Peachtree” letters, featuring photos by Gene Phillips of iconic Downtown locations, were installed. CAP/ADID hosted a special event that culminated with the illumination of the Peachtree bridge letters.

Connect Downtown Neighborhood Outreach Program » A two-year campaign launched to encourage changes in commuting behavior

Modeled after Seattle’s successful approach to travel demand management, the program directly targets intown residents through direct mailings, personalized commute guidance, and incentives. In 2016 the Connect Downtown program emphasized engagement with four neighborhoods adjacent to Downtown: Cabbagetown, Reynoldstown, Vine City and English Avenue. In 2017 the program will continue with outreach to 5-6 new neighborhoods promoting clean commuting options like walking, biking and taking the train or bus.

The Atlanta Streetcar Experience » Year-long campaign highlighted the benefits of the streetcar and its surrounding amenities

CAP/ADID designed the initiative to help promote ridership and highlight each of the Streetcar’s 12 stops over a 12-month period. The program informed passengers on what they can Shop, Eat, See and Do at each of the stops along the route.

Relay Bike Share Program » CAP/ADID worked with the City of Atlanta to launch a pilot program to encourage biking commuters

Working with CycleHop, the City began a pilot of the Relay Bike Share program in Woodruff Park. The initial phase involved 100 bicycles at 10 bicycle stations, all in Downtown. The program is expected to expand to 500 bikes across the city in 2017.

Portman Boulevard Protected Bike Lane » A dedicated bike lane to increase safety for Downtown bikers

CAP/ADID shared in the celebration following the completion of the Portman Boulevard protected bike lane. Members of the PATH Foundation, City of Atlanta dignitaries, and property and business owners along the corridor joined CAP/ADID officials at the event. The success of the Portman Boulevard lane will be instructive for future plans to create similar traffic installations in other parts of the City.
PUBLIC SAFETY

Atlanta Police Department Safety Reports » APD Safety Briefings at CAP/ADID Town Hall meetings showed positive trends

In 2016, Downtown Part 1 crime was down 20% from the previous year, and down 11% for Zone 5. In the second half of the year, Downtown crime accounted for only 6% of the City’s total crime, while representing almost half of the City’s population. Most notable is a reduction in Part 1 crimes Downtown since 2008 by 101%, and a reduction of 166% from 2003, when ADID started briefing the crime data. Downtown remains one of the safest places to be in the City, with very little stranger-on-stranger or violent crime. The full report is available at AtlantaDowntown.com.

Sweet Auburn Curb Market Mini-Precinct » Greater police presence within Atlanta Police Department Zone 5

The market location provides operational support to foot beats utilizing bikes and Segways, and offers an enhanced presence along the Atlanta Streetcar route. Officers ride the Streetcar to the Curb Market, and then patrol the Sweet Auburn area on Segways or bikes. The Precinct itself is not manned, but demonstrates a presence, and has already had an impact on criminal trespass violators and general loitering in the area.

Segway Donation » ADID and Midtown Improvement District team up to donate Segways to APD

ADID, along with Midtown Improvement District, donated five Segways each to Atlanta Police Department Zone 5 to enhance officer deployment in the zone. The Downtown equipment will be deployed primarily in the Centennial Park District for large crowd and special event support and will operate from a forthcoming mini-precinct in that area, where they will be recharged and secured during the two shifts per day of focused support.

SAFETY BY THE NUMBERS


Greatest Crime Reduction in APD Award

More Mobility on Bikes & Segways with Targeted Suppression

Addressing Quality of Life Issues & Enforcing Monetary Solicitation

Zone 5 Part 1 Crime Down 11% for 2016

Clean Car Campaign Reduced Auto Larcenies by 11% in 2016
Atlanta Better Buildings Challenge »

2016 was a year of major progress in numerous categories for the ABBC.

The ABBC made great strides in 2016, and there were numerous milestones, including: the U.S. Department of Energy (DOE) confirmed the Atlanta program has officially met its 20% water savings goal and stands at 17% energy savings (with a goal of 20%). Four innovative, award-winning, energy saving technologies were presented at the 2016 ABBC/Ocean Exchange Energy Summit co-hosted with Georgia Power at Georgia Tech. Mayor Kasim Reed provided the keynote speech at the U.S. DOE Better Buildings Summit in Washington, D.C. ABBC welcomed new participants, including the Center for Civil and Human Rights, Greenbriar Mall, and Reynoldstown Commons. The ABBC hosted the kickoff of the Solar Initiative, aimed at installing renewable energy projects on participant buildings – more than 30 building representatives have begun conducting solar assessments. The ABBC announced its top performers at its annual recognition event at the College Football Hall of Fame, and six participants received outstanding achievement awards for work related to the Challenge.

Solar-powered Bicycle Products Vending Machine »

A first-of-its-kind vending machine makes “Commute Loot” easily accessible for all types of Downtown travelers.

With help from CAP partner Creative Solar, the machine was customized for solar power and installed in Woodruff Park in the fall of 2016. It is understood to be the first solar-powered bicycle products vending machine in the country. Funds supporting the vending machine were previously directed to monthly incentives paid to bike/walk commuters in Downtown, but surveys revealed users preferred to redirect the incentive funds to this amenity.

Auburn Avenue Legacy Center »

Grant funds directed to the historic redevelopment of the Prince Hall Masonic Lodge.

A grant from the National Trust for Historic Preservation helped initiate redevelopment work on the historic Prince Hall Masonic Lodge building, which will become the new Auburn Avenue Legacy Center. Through cooperation with Congressman John Lewis’ office and the National Park Service, the renovation will include the recreation of Dr. Martin Luther King Jr.’s office and other historic firsts and uses once housed in the building.

The Urban Land Institute’s Retail Strategy Report for the Sweet Auburn Historic District »

The study sparked a “Community Conversation” about preservation and ongoing development.

The key overarching recommendation is for Sweet Auburn Works to lead the charge to unite disparate property owners and other key stakeholders, with the proposition of speaking in a singular voice to develop and tell the story of the area and coordinate its ongoing development.

‘Preserving the Legacy’ Gala »

Over 250 attendees participated in the first annual fundraising event.

The gala was presented by Sweet Auburn Works and shined a spotlight on work to preserve, restore and revitalize Sweet Auburn. Congressman John Lewis, Mtamanika Youngblood, and F. Sheffield Hale were each honored for their roles in the preserving the legacy of Sweet Auburn.
HELPING SHAPE THE FUTURE OF OUR CITY
Together, we are putting Atlanta on a path for success

We are indebted to the businesses and individuals that support our efforts to bring about positive change in our city. It is only through the collaboration of our members and partner organizations that we are able to take the important next steps into Atlanta’s bright future.

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The Partnership » Tilman Douglas
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The University Financing Foundation Inc. » Thomas H. Hall III
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BE DOWNTOWN FUNDERS

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THE FACES OF PROGRESS

People Make it Possible – A Dedicated Team

There are many moving parts involved in taking an entire city forward into a promising future, and the advancements achieved in Atlanta would not be possible without the commitment of our board and the staffs at Central Atlanta Progress and the Atlanta Downtown Improvement District.
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A YEAR OF CELEBRATION AND ANTICIPATION

*We toast our storied past and put tomorrow into focus*

2016 served as a milestone year for Central Atlanta Progress and the Atlanta Downtown Improvement District in many respects. In addition to a yearlong celebration marking the 75th anniversary of CAP and the 20th anniversary of ADID, we also turned our attention to the future and an array of exciting new ventures that will usher in Atlanta’s next chapter.

The voters of Atlanta affirmed their commitment to improved mobility with their support of a TSPLOST and additional MARTA half penny tax that will generate millions of dollars for various transit initiatives, and those same voters will be called upon in 2017 to elect a new Mayor. Preliminary plans were unveiled for “the Stitch,” a transformational capping of the Downtown Connector that could reconnect the Downtown and Midtown communities, and an important study was conducted on a proposal to bring casino gaming to Georgia and the City. Work began on the Downtown Atlanta Master Plan, which will serve as 15-year blueprint for development and planning in Downtown, and construction continued on the new Mercedes-Benz Stadium, slated to open this year and play host to the college football national championship game in early 2018.

This is a time of remarkable change for Atlanta, specifically Downtown, and the future has never been brighter. As we close the door on 75 years of collaboration and innovation, we are boldly taking steps over a new threshold into tomorrow.

~ A.J. Robinson, CAP/ADID President
EYES ON THE HORIZON » EXTENDING THE LEGACY

Robust plans to keep the momentum going

At the close of 2016, the teams at CAP/ADID were able to reflect on a remarkable year of progress. As important as the developments of 2016 were, there is reason for even more excitement as we look ahead into 2017 and beyond. It is a testament to the hard work of CAP/ADID, the Atlanta Mayor’s office, City Hall, the Atlanta City Council, and the many partners, businesses, and community members who approach every day as an opportunity to make this City even better. There are numerous amazing projects on the horizon, and we would like to highlight a few that promise to help carry us forward.

DOWN TOWN ATLANTA MASTER PLAN

The Downtown Atlanta Master Plan launched in the fall of 2016, with initial public meetings focused on transportation. Additional topics, including community engagement, will be addressed in early 2017. The Plan will be the primary vision-setting and policy-directing strategy to lead the ongoing revitalization and evolution of Downtown Atlanta for the next fifteen years. In addition to establishing priorities for future land use, transportation networks, parks and open spaces, and major development projects, the Plan is expected to guide real estate and infrastructure investments and economic development activities. Key elements of the master plan process include a Downtown Market Study and a Comprehensive Transportation Plan.

CASINO GAMING STUDY, PHASE II

Central Atlanta Progress and the Atlanta Downtown Improvement District (CAP/ADID) recently completed a comprehensive, year-long study to understand the impact of a gaming attraction to the State of Georgia as well as local communities, with emphasis on urban cores. The study concluded the following key takeaways:

1. Casino gaming could generate an additional source of state revenue, but has its drawbacks.
2. Casino revenue is primarily generated from locals, not tourists.
3. Substitution effects likely exist at multiple levels, but are complex and difficult to fully predict.
4. Local communities will incur costs, so funding mechanisms must be in place to mitigate impacts.
5. Social impacts need to be mitigated for communities closest to a casino.
6. Local communities must set and negotiate specific objectives before allowing casino development, or they are unlikely to see a positive impact from gaming.

CONTINUING DOWNTOWN INVESTMENT

Downtown Atlanta saw over $449 million in public and private investment in 2016. Another $4.4 billion is under construction or planned to be completed before 2020, for a total of $4.8 billion in redevelopment, including:

- 447,000+ retail s.f.
- 2,059 student beds
- 372,790 office s.f.
- 3,100,000+ institutional s.f.
- 5,662 housing units
- 2,528 hotel rooms
THE STITCH: NEXT STEPS

This work envisions capping the Downtown Connector by constructing a ¾-mile platform over the highway, extending from the Civic Center MARTA station at West Peachtree Street over to Piedmont Avenue. This would create new urban greenspace and foster new commercial and residential growth. Further, the project would fill the void between Downtown and Midtown, disjointed years ago by the interstate.

The “re-stitching” of the neighborhoods could bring about a unified central business district for the City of Atlanta. The project is still conceptual and requires a significant amount of design and engineering work. Next steps to advance the vision will include completing a detailed civil engineering survey, a technical feasibility study, and a financing plan.

ATLANTA ARTS AND ENTERTAINMENT SIGN DISTRICT

In 2017, CAP/ADID will coordinate the launch of the Atlanta Arts and Entertainment District, a neighborhood activation and economic development project for Downtown Atlanta. Powered by outdoor media that will create light, vitality, and activity, the district will help spur commercial investment and serve the needs and demands of national and international events hosted in Atlanta.

As the physical and symbolic center of the region, Downtown must grow and evolve as the active market place for commerce and entertainment. New digital signage and media, managed in a coordinated way, can play a significant role in supporting this desired activity and defining Atlanta’s culture and brand.

PLACEMAKING EFFORTS

CAP/ADID, in partnership with Project for Public Spaces, will execute the final stages of the Heart of the Community grant process. The funds, awarded by Southwest Airlines, will be used to reprogram the southwest corner of Woodruff Park, an area of the park identified by community members as ripe for reinvigoration. Anticipate new furniture, infrastructure, and programming materials (such as a mobile cart for storing program equipment), all of which will add more vibrancy and activity to the park.

MARTA Makeover efforts will continue at Five Points station with the return of the popular Food Truck Fridays event in spring 2017. Station Soccer, managed by the nonprofit Soccer in the Streets, will witness even more robust programming and league activity. Additionally, goals are in place for the expansion of the Five Points station community garden. Thanks to a partnership with Cristo Rey Atlanta Jesuit High School, the community garden and soccer pitch will be incorporated into classroom and athletic curriculums.
REACH OUT

We welcome you on our journey of progress

2016 was a year of great achievement and important developments for the city. It marked the culmination of 75 years of tremendous progress, while also setting the stage for exciting new plans that will usher us into the next 75 years. We are thrilled with the direction of the city, and we invite you to join us as we move forward.

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