



FALL 2010

Central Atlanta Progress  
Atlanta Downtown Improvement District

WHAT'S UP 

# DOWNTOWN

News for Central Atlanta Progress members and Downtown property owners.



**Atlanta  
Streets Alive in  
Woodruff Park  
Returning in  
October.  
See Page 12.**



# Georgia Forward Forum Explores Georgia's Future

**O**n Aug. 25, Georgia's academic, civic, economic, and government leaders began a long-awaited conversation about the future of our state. The Macon State College Conference Center played host to the 2010 Georgia Forward Forum. More than 200 stakeholders, representing every corner of the state, convened to discuss the most pressing challenges facing Georgians today, including the economy, water equity, education, and transportation.

Following the theme "Together, improving the state of our state," the day-long forum attendees were welcomed by Macon State University President Dr. David Bell and the mayor of Macon, Robert Reichert. An original short video, "Who We Are: What Does it Mean to Live in Georgia," started the morning session with a thought-provoking look at the current situation of Georgians, from Rome to Savannah and everywhere in between.



"I firmly believe that this forum represents a watershed moment in Georgia's history," said Augusta Mayor Deke Copenhaver. "Though the process won't be easy and will require a long-term commitment on behalf of all involved, I believe the forum gave a brief glimpse of a very bright future for Georgia."

Dr. Harold Hodgkinson, director of the Center for Demographic Policy, led an in-depth discussion about the state's ever-evolving demographic layout, including the social, economic and political implications that Georgians will face by the year 2030. Anita Brown Graham, director of the Institute for Emerging Issues, a public policy think-and-do tank that tackles issues facing North Carolina's future growth and prosperity, spoke to the possibilities of what a similar organization could accomplish in Georgia.

A highly anticipated question-and-answer session with Georgia's 2010 gubernatorial candidates kicked off the afternoon program, with candidates Deal and Barnes phoning in to talk about their visions for the state. Attendees spent the afternoon participating in four problem-solving interactive sessions on Georgia's new transportation bill, the economy, the Tri-State Water Wars, and education's role in economic development. [www.georgiaforward.org](http://www.georgiaforward.org).



# Internship Program Honors Paul Kelman

**I**n honor of Paul B. Kelman's 22 years of leadership at Central Atlanta Progress, the organization has renamed the existing internship program the Kelman Internship Program. During Kelman's tenure, major changes occurred in the landscape of Downtown Atlanta. Most notable is the creation of ADID in 1995, which funds the Ambassador Force, a highly visible authoritative presence on Downtown.

A Florida native, Kelman received his civil engineering degree from Georgia Tech and masters degrees from the University of Illinois (in urban planning) and Georgia State University (in public administration). He received the Owens-Illinois Scholarship at Georgia Tech and the Richard King Mellon Fellowship at the University of Illinois. Kelman is past president of the Georgia Planning Association and a charter member of the American Planning Association. In April 2003, he received the first Jack F. Glatting Mentoring Award given by the Georgia Tech School of City and Regional Planning. He also serves on the Georgia Tech Graduate City Planning Program Advisory Committee.

Kelman began his professional career as a commissioned officer in the United States Public Health Service and subsequently worked for the Metropolitan Dade County Planning Department as principal environmental planner. In Atlanta, Kelman worked as chief of environmental planning for the Atlanta Regional Commission. He served as vice president of CAP from 1988 to 2000 and was named executive vice president in July 2000.

Kelman interns are enrolled in a graduate program in city planning, public administration, public policy, engineering, architecture, urban design, urban studies, geography, real estate, business or a related program. Interns focus on one of three topic areas – Planning and Urban Design, Transportation or Economic Development.





## Restaurant Week Attracts 50,000

Downtown Atlanta Restaurant Week dazzled diners July 26-August 8. The dining promotion, in its ninth year, offered three-course dinners for \$25 or \$35 at some of Downtown's hottest and trendiest restaurants. Coupled with these culinary delights was the week's signature cool-down cocktail: the Bacardi Torched Cherry Blossom.

Thousands of diners flocked to Downtown to take advantage of this splendid opportunity to experience a favorite chef and restaurant or to try a new one. Participating restaurants in the Downtown

Dining District included Atlanta Grill, Avanzare, BLT Steak, Durango Steak House, French American Brasserie, Glenn's Kitchen, Il Mulino, Legal Sea Foods, Max Lager's

Wood-Fired Grill & Brewery, Meehan's Public House, No Mas! Cantina, Paschal's, Peasant Bistro, Pittypat's Porch, Ray's in the City, Rise Sushi Lounge, ROOM, Ruth's Chris Steak House, Sear, Social, Spoon, STATS, Sun Dial Restaurant Bar & View, Terrace on Peachtree, Thrive, Trader Vic's, and Truva.

Thank you to our sponsors Bank of America, Air-Tran Airways, Bacardi, Coca-Cola, Columbia Crest, Atlanta Business Chronicle, 360 Media, Opentable.com and the Atlanta Convention and Visitors Bureau.



## Downtown Dining District

### New Restaurants Add Variety and Spice

Downtown Atlanta continues to attract restaurateurs to the more than 300 places to eat and drink. New establishments that have come to Downtown in the last six months include:



- Baba Louz** – Broad Street
- Bell Street Burritos** – Sweet Auburn Curb Market
- Bistro 7** – Peachtree Center Mall
- Café Momo** – Peachtree Center Mall
- Ciao Bocca** – Sweet Auburn Curb Market
- Copper Blue** – South CBD
- Daily Bread Café** – Marietta Artery
- Der Biergarten** - Luckie Marietta District
- Footprints Restaurant & Lounge** – Underground Atlanta
- Goodfellas Pizza & Wings** – Peachtree Street
- Gogie Burger** – Centennial Olympic Park
- The Greek** – Sweet Auburn Curb Market
- Hill Street Tavern** – Pencil Factory Lofts
- Jack's Sandwich Shop** – Peachtree Center Mall
- La Vida** – Marietta Artery
- Nakoma's Coney Island III** – South CBD
- Pemberton Café** – Pemberton Place
- Republic Social House** – Memorial Drive
- Rising Roll Gourmet** – Candler Building
- Sound Table** – Edgewood Avenue
- Waffle House** – Petit Science Center

## Coupons on Your iPhone

CAP is excited to announce its partnership with ClipZone, a free service that delivers coupons straight to your iPhone so you can use them while you're on the go. With features such as easy coupon browsing, new coupon notification, coupon preference setting, geo-location, and retail partnerships, coupons are now available wherever you are, wherever you go, and on the routes you frequently travel. Simply download ClipZone to your mobile phone, register, find and save coupons, then redeem them at the retailers. ClipZone is currently available for the Apple iPhone in the Metro Atlanta area. New locations and mobile devices are coming soon. [www.clipzone.com](http://www.clipzone.com)



## Giving Meters

Money continues to be collected in the "Stop Panhandling" campaign's Giving Meters. A hundred percent of these funds goes to agencies that directly help the homeless, including United Way's Regional Commission on Homelessness and the Gateway Homeless Services Center. In addition to the original 16 meters that were strategically placed in Downtown, Midtown and Buckhead at the onset of the campaign, plans for an additional 24 meters are in development. It is very easy to obtain a meter. Any business or property owner within the city of Atlanta can request one by completing an order form online at [www.atlantadowntown.com](http://www.atlantadowntown.com) or by calling the Atlanta Downtown Improvement District, 404-215-9600.





# Atlanta Downtown Design Excellence Award

In its fifth year as the region's preeminent showcase of quality design, the Atlanta Downtown Design Excellence Award will be presented at Downtown Development Day by Central Atlanta Progress in partnership with *Atlanta* magazine. The award recognizes new, renovated, and rehabilitated spaces completed in the last year within Downtown. The program aims to raise awareness of the creativity and innovative designs that occur right here in our own back yard.

Projects will be recognized in the following categories: community, office, and restaurant/bar. With four notable judges from the design community, the public acts as the fifth vote. Visit [www.atlantadowntown.com](http://www.atlantadowntown.com) in October to vote for your favorite designs.



## Downtown Development Day: Celebrate and Discover

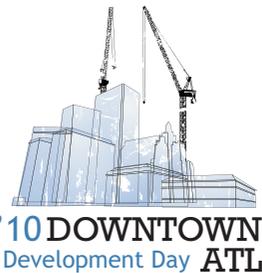
Central Atlanta Progress and Commercial Real Estate Women (CREW) of Atlanta are pleased to partner again this year for the Eighth Annual Downtown Development Day.

Discover the new and exciting changes Downtown has in its pipeline at this informative networking event. The day's program is designed to educate you on the progress made in the past year and the plans to continue Downtown's revitalization.

Join Atlanta's real estate community and Downtown stakeholders interested in the area's future at the new AmericasMart Building, 2 WestWing on Thursday, Nov. 4, 7:15 a.m.-noon.

This year's keynote speaker will be Bernie Marcus, chairman of the Marcus Foundation. It is no secret what he has done for Downtown, the City of Atlanta, and the region as a whole, through his very generous gift – the Georgia Aquarium. Not content with the \$3 million world-class attraction as it is, he decided to add a \$110 million expansion and create a dolphin exhibit, opening in late November 2010.

Mr. Marcus will discuss the economic impact of the aquarium on the city and state, how it has brought growth and new jobs and has helped create a destination to inspire visitors to stay – and stay longer. For more information, visit [www.atlantadowntown.com](http://www.atlantadowntown.com).



# Atlanta Streetcar System Update

**W**ork to implement a modern streetcar transit system continues through a collaborative public private partnership. On Aug. 23 the City of Atlanta, with support from ADID and MARTA, re-applied for funding through the U.S. Department of Transportation's TIGER II Discretionary Grant program for construction of an initial east-west starter route across Downtown.

The route links Centennial Olympic Park with the Martin Luther King Jr. National Historic Site and Auburn Avenue District. Like the previous TIGER grant program, this federal funding opportunity is specifically targeted for alternative transportation with added focus on urban area projects. A total of \$600 million is available nationwide.

Project characteristics include:

- 2.7 track miles with 12 stops/stations
- Electric streetcar vehicle
- Shared with other traffic, on-street lanes
- Overhead power system (single trolley wire)
- 15-minute frequency (average)
- Operational costs to be covered by fare box revenue, advertising, the City of Atlanta, ADID and federal funds

The project is shovel-ready, and can move forward as soon as funding is awarded, resulting in immediate job creation, economic benefits, and improved mobility to transit-dependent populations. Benefits of the Atlanta Streetcar project are numerous:

- The streetcar will provide missing circulation and direct connectivity to the existing transit services coming into Downtown, as well as future intercity passenger and high speed rail services, a future regional light rail network and recreational trail connections (including future connections to the city's BeltLine transit and trail network).
- The permanency of rail tracks is a proven economic development generator; notably in cities such as Portland and Seattle. In Atlanta the proposed project will increase property values and sustain jobs:
  - one-fourth mile of the streetcar route 312 underutilized parcels have been identified, valued at more than \$684 million (2008). Within the same area 19 development projects are either proposed, planned, or under construction.
  - The estimated job creation resulting from the streetcar exceeds 5,600 over 20 years.
  - Over 20 years the benefits of the Atlanta Streetcar project are estimated to exceed its costs by a factor of 2.56, with overall, discounted benefits valued at more than \$167 million.

Attractive, convenient streetcar service will increase transit ridership, foot traffic and customers for the Centennial Olympic Park area, King Historic District, Georgia State University, and Edgewood and Auburn Avenue businesses. Notices of funding awards from the TIGER II grant program are anticipated by November.

# Sweet Auburn Curb Market – A Historic Atlanta Asset

## If you haven't been to the Sweet Auburn Curb Market on Edgewood Avenue lately, you're in for a surprise

A unique asset for Atlanta since its establishment in 1923, the Curb Market provides its surrounding neighborhood residents with an exotic array of fresh fruits, vegetables, meats, cheeses, and fish. This historic municipal market also stocks numerous specialty products such as locally grown dairy products, soaps, candles, salsa, and more. A row of small cafes serves daily meals that range from Atlanta's best soul food to gourmet Italian cuisine.

In the past year, six new vendors were added to the delicious variety at the Curb Market.

► **Café Campesino Coffee Bar** sells 100 percent Fair Trade organic coffee, tea, espresso, blended drinks, baked treats; with Wi-Fi, patio seating, and friendly faces.

► **Grindhouse Killer Burgers** and its proprietor, Alex Brounstein, have received critical acclaim from foodies, bloggers and restaurant reviewers alike since it opened last fall. Burgers come in three choices (beef, turkey, veggie), three sizes (single, double, slider), and 22 toppings, including avocado and green chilies, with unlimited combinations available. Grindhouse also offers a half-dozen predefined burgers, as well as hand-spun milkshakes/malts and chillers (soft serve with toppings such as Reese's cups, Heath Bar, Butterfinger, Oreo, and M&Ms).



► **Ciao Boca-Italian** offers fresh, made-to-order organic sandwiches, salads and pasta with daily specials. Many items on the menu are vegetarian, with subtle flavors to tickle your taste buds. It has a modern counter top for eat-in or carry-out.

► **The Greek Gyros and Pizza**, is a fast, fresh and casual spot with gyros, pizza and Greek cuisine presented in a bright, clean and contemporary atmosphere. The menu offers Greek-style gyros, kabobs, salads and desserts with heart healthy and low-fat choices also available.

### Sweet Auburn Curb Market

209 Edgewood Ave. SE  
404-659-1665  
www.sweetaurncurbmarket.com

### Operating Hours:

Monday-Saturday, 8 a.m.-6 p.m.  
Open late on Thursday

In response to growing demands the market has extended hours on Thursdays until 8 p.m. Some of the favorite guest vendors from Urban Picnics will join the delightful selection of eateries inside to kick off the new late hours.

► **Frozen Cooleys Lemonade** offers fresh, natural beverages made with hand-squeezed fruit juices and purees, with an emphasis on local and organic ingredients. John and Alexandria Cooley wanted to bring a New England favorite to their new hometown. Frozen lemonade is a popular treat in the Northeast. Very similar to Italian Ice, their version is something very special. You really have to taste it to understand.

► **Green City Market** is a hybrid of a farmers' market and a local/regional farm stand, artists' market, and green, healthy living destination. The market features an attractive mix of fresh, local, organic, and sustainably produced vegetables, fruits, nuts, herbs and herbal products, artisanal foods such as bread, cheese, farmstead jams, jellies and other goods. Other green-living items that are natural and have been produced sustainably are part of the mix, including cleaning products, market bags, rain barrels, composting aids, and home/urban gardening tools.

### Market History

In 1918 Atlanta established a farmer's market on land cleared by a massive fire that had swept through the city the year before. The market was an immediate success, reportedly soon enclosed by a tent. Wishing to give it a more permanent home, the Women's Club of Atlanta raised "seed money" and A. Ten Eyck Brown was commissioned to design the structure.

The fireproof brick-and-concrete building opened May 1, 1924, as the Municipal Market of Atlanta, in the exact geographic center of the city. It shortly became the largest single retail center for farm products in the state. It truly was "the place to shop" for every Atlantan. Atlanta was a segregated city at the time, however, and its racial divisions were reflected in the market.

In 1994 the market underwent a massive renovation and was renamed just before a visit from President Bill Clinton. This year it received a grant from the U.S. Department of Housing and Urban Development (HUD) to make much-needed repairs and renovations to the structure. The work should be completed by 2012 with a goal of restoring the market to the way it was in its glory days.

## Urban Picnics at the Market

In the plaza outside Sweet Auburn Curb Market, crowds gather around on the last Friday of every month to grab epicurean eats from metal trucks and push carts. This is part of a new movement started by the Atlanta Street Food Coalition and an event not to be missed!

A variety of scrumptious items are available at the Urban Picnic, such as Hayley Richardson's Artichoke Bliss truck, selling ciabattas with prosciutto, fontina and rosemary aioli wrapped in wax paper. Jessamine Starr's bright-red Good Food Truck sells "poodles" and "cones." The poodle is an all-beef hot dog, served in a sweet French toast bun and topped with apple maple slaw. The savory cones can be anything from a parmesan waffle cone filled with lentils and rice topped with lemon basil ricotta to a sesame-ginger Thai cone with panang curry and rice.

Steven Carse, aka King of Pops, peddles popsicles with an emphasis on local, fresh ingredients. Blackberry-mojito, chocolate sea salt and pineapple-ginger are always bestsellers. Buckhead's Souper Jenny brings "The Incredible Flying Soup Mobile." During warm months, it sells cold soups like gazpacho and sandwiches like fresh Nantucket lobster rolls on thyme-and-black-pepper buns. And Westside's Hankook Taqueria, known for its cheap Korean barbecue tacos, has dubbed its truck "Yumbii" and sells overstuffed burritos, barbecue pork sliders and other savory goodies.



## Streets Alive Returns in October



Last May, the Atlanta Bicycle Coalition (ABC) implemented Downtown Atlanta's first-ever Streets Alive event. During the event, a designated two-mile route was closed to motorists and open for pedestrians and cyclists to enjoy free events and games. Modeled on successful ciclovía events from around the world, Streets Alive provided a venue for Atlantans to safely enjoy their city, socialize with neighbors, and engage in healthy activities.

An estimated 6,000 attendees enjoyed an eclectic mix of music and street performances and participated in a variety of activities including skating, belly dancing, aerobics and breakdancing. Streets Alive supporters and business partners included Kwanza Hall, the Atlanta Regional Commission, Central Atlanta Progress, *Creative Loafing*, the Sweet Auburn Curb Market, Centers for Disease Control, GSU, and others.

The Atlanta Bicycle Coalition is working to make Streets Alive a regular part of the culture of Downtown Atlanta. The next Streets Alive will be held on Sunday, October 17.

### Breeze Success

In January 2010 the Downtown TMA converted 146 partner companies and more than 5,500 individuals to MARTA's Breeze "smart card" system. Because the plastic smart cards can be automatically renewed each month, card holders enjoy greater convenience in comparison to the paper, monthly tickets distributed previously. As the Breeze system continues to be refined, the TMA holds ongoing monthly training sessions to keep clients well informed and educated on Breeze updates. The TMA applauds its clients and commuters' partnership during the transition period. To learn more about the Downtown TMA, visit [www.atlantadowntown.com](http://www.atlantadowntown.com) and go to "Get Around."

## Walk for Lunch – a Lunch-Hour Fitness Program

Walk for Lunch is a new eight-day fitness program designed to encourage Downtown companies and employees to partner together to fight adult and childhood obesity in Georgia. The first Walk for Lunch program will take place Oct. 5-28, challenging participants to walk approximately two miles a day, two days a week, along four suggested walking routes in Downtown. Walkers will walk during the lunch hour and receive healthy lunches from Subway and giveaways for participation.

### WALK FOR LUNCH



One of the goals of the program is to promote physical activity and encourage Downtown employees to stay active. Walking promotes a healthy lifestyle, which in turn creates healthier employees who rely less on health insurance, ultimately increasing the bottom line. Companies are encouraged to participate by assigning teams among employees. Walking is also a creative way to boost company morale and a fun way for employees to interact outside the office.

In addition, companies can raise funds to fight childhood obesity in Georgia, by donating to the beneficiary of Walk for Lunch, Choices for Kids. Choices for Kids is a nonprofit organization addressing the needs of overweight and obese children.

## Luminocity Set for Winter Launch

This proposed series of free-to-the-public 360-degree performance parades will chronicle the history of Atlanta through light, music, dance and acrobatics. Luminocity is currently in the planning stages and slated to open in early winter 2010 in the Luckie-Marietta District of Downtown Atlanta. Its mission is to deliver to Atlanta a celebration of cultural and artistic expression while creating high-profile transformative programs spanning all ethnicities, age groups and economic levels.

When not in performance mode, Luminocity will function as a teaching tool for Georgia's public schools, a work-readiness training program for transitional homeless, a work-study outreach program for universities and design schools, as well as a community improvement and cultural arts program for children.

*Luminocity will create an entirely new way for people to experience Downtown Atlanta. Its potential energy and imagination is unmatched in our city.*

— A.J. Robinson, president, Central Atlanta Progress and the Atlanta Downtown Improvement District



# BikeFest Receives National Recognition

The Downtown TMA and the Atlanta Bicycle Coalition continue their partnership in increasing awareness of cycling to Downtown commuters and residents. The third annual BikeFest took place in Woodruff Park this year. Attendees enjoyed meeting and interacting with other cyclists, receiving free bicycle repairs and choosing refreshments from a variety of vendors.



At the event, cyclists were provided with free bike adjustments and legal tips and advice from a bicycle lawyer. In addition to giveaways from vendors, BikeFest attendees received the chance to win raffle prizes, including a cyclist gift pack containing a \$100 REI gift card. BikeFest is steadily becoming an event recognized by Downtown commuters and the Downtown community in general.

BikeFest enables the Downtown TMA to spread the word about bike safety and information to both cyclists and motorists by providing resources that educate about numerous factors affecting individuals' decisions to cycle. Each year, new partnerships are formed by the addition of new BikeFest vendors. New vendors for BikeFest 2010 included the Center for Disease Control, Safe Routes to School, Bike Decatur and Cadence Sports. This year's BikeFest event received national recognition as a finalist for the Association for Commuter Transportation (ACT) TMA Marketing and Outreach Award.



## Downtown Holiday Adventure Returns

Central Atlanta Progress (CAP) and Atlanta Downtown Improvement District (ADID) are proud to bring back a holiday tradition, the Downtown Holiday Adventure, showcasing Downtown Atlanta attractions, entertainment venues and holiday activities for Metro Atlanta residents and visitors. The promotion provides something for everyone – from outdoor ice-skating in Centennial Olympic Park, to the Children’s Christmas Parade and the annual production of the Atlanta Ballet’s Nutcracker.

The holiday season is a stressful time for many families, with traveling, shopping and bill paying. Relax this year and enjoy nostalgic holiday performances, twinkling light displays, and world class attractions. Spend a wintry afternoon with the World of Coca-Cola’s Polar Bear or a



few thousand fish at the Georgia Aquarium. Toot your own horn during Tuba Christmas and watch the Peach Drop at Underground Atlanta. Enjoy these and other holiday adventures in your Downtown.

### The Stench Who Stank Up Christmas

Agatha’s A Taste of Mystery • Nov. 4-Jan. 12

### Woodruff Park Holiday Lights

Nov. 15-Jan. 6

### Ice Skating Rink

Centennial Olympic Park • Nov. 19-Jan. 30

### Holiday in Lights

Centennial Olympic Park • Nov. 19-Jan. 30

### Atlanta Ballet Nutcracker

Fox Theatre • Nov. 27-Dec. 26

### A Christmas Carol

Shakespeare Tavern • Dec. 1-23

### A Christmas Memory

Theatrical Outfit  
The Balzer Theater at Herren’s • Dec. 15-23

### Tuba Christmas

Underground Atlanta • Dec. 3

### The Children’s Christmas Parade

Children’s Healthcare of Atlanta  
Dec. 4

### GSU Gala Holiday Family Concert

Rialto Center for the Arts • Dec. 4-5

### Captain Planet’s X-Mas Party

The Georgia Aquarium • Dec. 10

### Holiday Jazz Vespers

Rialto Center for the Arts • Dec. 11

### Chick-fil-A Bowl

Georgia Dome • Dec. 31

### Peach Drop

Underground Atlanta • Dec. 31

### Live Music & Décor

Peachtree Center

### Holiday Programming

World of Coca-Cola

### Photos with Santa Claus

Georgia Aquarium

## Woodruff Park Introduces Music and Speaker’s Corner

Woodruff Park is dancing to a new beat. With the installation of a new outdoor Muzak system, park visitors can enjoy continuous music throughout the park. The type of music changes during the day with classic chamber music, contemporary jazz and relaxing instrumentals. Muzak programs allow park attendants to select specific programming for a defined target audience.



Woodruff Park now features a Speaker’s Corner. This area of the park allows members of the public to speak, act, dance, or sing about anything, as long as it is within the bounds of public law and decency ordinances. Participants in the Speaker’s Corner are required to sign up with the Downtown Atlanta Ambassador Force on the South end of Woodruff Park.

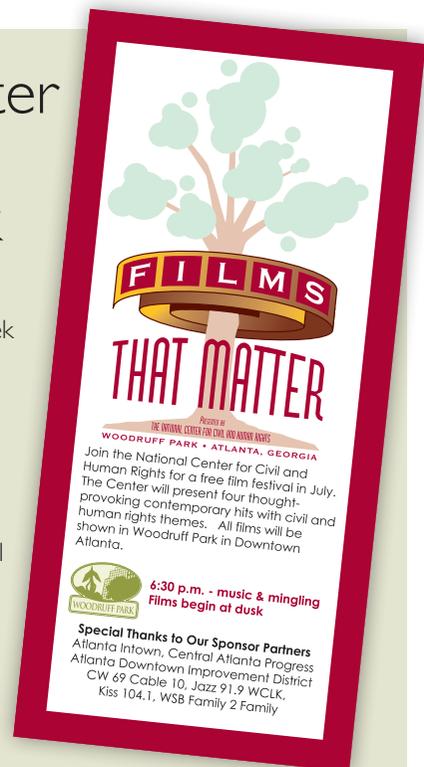
Scheduling is granted on a first-come basis, and is allotted in 15-minute increments for each speaker. If there is a scheduling conflict with another program or event in the park, the Speaker’s Corner will be relocated by Woodruff Park staff to an alternate site within the park. Speaking to the general public above a normal talking voice will only be allowed at the Speaker’s Corner. This includes additional amplification, unless permitted separately.



## Films That Matter Drew 1,200 to Woodruff Park

The National Center for Civil and Human Rights presented a four-week film series in July in Woodruff Park called Films That Matter. The films, Invictus, Milk, Hotel Rwanda and The Secret Life of Bees, attracted more than 1,200 people. Several Downtown Atlanta restaurants and vendors offered movie-goers special dinner deals and media sponsors helped entertain the crowds.

Learn more about the Center for Civil and Human Rights at [www.cchrpartnership.org](http://www.cchrpartnership.org).





# Traffic Signal System Upgrades

## Sixteen Signalized Intersections Upgraded and Additional Funds from the State of Georgia Granted

**O**n June 30, Governor Sonny Perdue announced the approval of \$1.49 million in grant funding to the Atlanta Downtown Improvement District (ADID) towards the Downtown Traffic Signal System Upgrades and Retiming Project.

Funding for the grant will be provided by the Georgia Transportation Infrastructure Bank (GTIB), a revolving infrastructure investment fund established in 2008 by Georgia legislators as a part of Governor Perdue's legislative agenda. The funding will support signalization improvements at 65 intersections Downtown, advancing a significant second phase to a signalization improvement effort by ADID and the City of Atlanta through an initial pilot project initiated in late 2009. The Atlanta Downtown Improvement District was among eight community improvement districts (CIDs) to receive GTIB grants.



### Equipment upgrades include:

- Replacement of traffic signal controller units and cabinets (provided through a GDOT equipment upgrade program);
- Replacement of outdated incandescent signal heads with new Light Emitting Diode (LED) heads and pedestrian "count-down" heads;
- Wireless communication upgrades and system integration;
- Development of new timing and optimization plans for better traffic movement; and
- A "before and after" study to assess the benefits of the improvements by measuring vehicle emissions, travel time savings and fuel consumption.

ADID's investment in traffic signal upgrades is reducing delay and improving mobility for travelers. The traffic signalization pilot project, consisting of 16 intersections on Marietta Street, Centennial Olympic Park Drive and Baker Street, was initiated in December 2009 and reached substantial completion in mid-July.

The pilot project, made possible through a partnership of the City of Atlanta and the Atlanta Downtown Improvement District, was the first phase of the Downtown-wide Traffic Signal System Upgrades and Retiming Project. The project presents an overall strategy to modernize outdated and deficient equipment, improve signal operations and thereby mitigate traffic congestion through better traffic flow within key Downtown corridors.

"With the pilot project substantially complete, total delay within the Downtown Marietta Street corridor has decreased by 62 percent," says Angie Laurie, vice president of Transportation, CAP and ADID. "Drivers experience fewer delays, and pedestrians benefit from safer, more consistent operations. Much of the traffic signal equipment within Downtown is at least 14 years old, last upgraded in preparation for the 1996 Olympics, so these improvements are needed." An effectiveness report has documented the benefit-cost ratio of retiming the Marietta Street corridor's intersections at 20 to 1.

The design-build pilot project with Atlanta and ADID was led by a team consisting of Wright-Brown Electric, Inc., and ARCADIS. ADID funded \$100,000 of the demonstration project's improvements, and \$500,000 was contributed through Westside Tax Allocation District (TAD) public purpose funds. The Atlanta Department of Public Works is a vital partner providing oversight, staff and equipment support, and necessary coordination. When complete, the Downtown-wide project improving more than 80 intersections will result in an overall investment in signalization improvements valued at more than \$5 million by ADID, City of Atlanta, and the State of Georgia.

### A report on the impact of signalization improvements on Marietta Street indicates that:

- Motorists using the Marietta Street corridor during the three peak traffic periods (a.m., midday and p.m.) will save a combined 1,624 days per year in reduced delay and 23,400 gallons of gasoline per year in reduced fuel consumption.
- Estimated benefits translate into a 42 percent reduction in travel time; a 59 percent reduction in the number of stops within the corridor; and a 62 percent reduction in total delay.
- The overall estimated benefit-cost ratio of retiming the Marietta Street corridor's intersections is 20 to 1. The retiming plan pays for itself every 12 to 13 weekdays.



## New CAP Members

Central Atlanta Progress welcomes these new members! Thank you for your commitment to growth, development and economic vitality in the central city.

**Clipzone** ▶ This free service delivers coupons to mobile phones so they can be used on the go. Clipzone has already partnered with several restaurants in the Downtown Dining District and attractions.

**PARKatlanta** (Duncan Solutions) ▶ A collaborative initiative led by Atlanta's Department of Public Works, PARKatlanta is modernizing the city's parking operations to improve convenience, access, fairness, and service for motorists, residents, businesses and visitors.

**MacTec** ▶ An industry leader in engineering, environmental, and construction services to public and private clients worldwide, MacTec is based in Atlanta. The MacTec team includes 3,000 employees in 80 locations.

**Snow Hill Farm Corporation** ▶ The corporation represents companies in the marketplace to connect them with potential clients. It provides new opportunities and manages the leads that are generated for a variety of companies.

**Perkins+Will** ▶ This international architecture firm sets worldwide standards for exceptional service and design innovation in architecture, interiors, branded environments, planning strategies, and urban design. Perkins+Will has the highest number of U.S. Green Building Council LEED-accredited professionals in North America, with nearly half of the firm's professionals accredited.

**WestPlan Investors** ▶ The privately held boutique firm represents investors in today's complex real estate market. Founded in 1994, WestPlan is headquartered in Atlanta.

### Social Media

## Extending CAP's Reach

Social Media is quickly becoming a preferred method for sharing opinions and collaborating publicly on a variety of subjects. You can connect with us on your favorite social media sites. Whether through Twitter, Facebook, email, or phone, we welcome the opportunity to share and discuss your favorite topics.

**Become a fan** of "Downtown Atlanta" on Facebook.

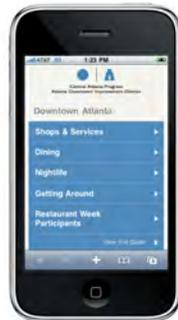
**Follow us** on twitter: @downtownatlanta.

**View our photos** on Flickr: [www.flickr.com/photos/atlantadowntown](http://www.flickr.com/photos/atlantadowntown).

**Watch our videos** at: [www.youtube.com/user/AtlantaDowntown](http://www.youtube.com/user/AtlantaDowntown).

AtlantaDowntown.com is widely recognized as an invaluable source of information about breaking news, events, and entertainment. In June CAP launched a mobile version of its organizational website at [AtlantaDowntown.com/mobile](http://AtlantaDowntown.com/mobile). This smartphone-compatible website includes the same elements as AtlantaDowntown.com, in a convenient and effortless format.

The mobile website puts restaurants, events and parking information at consumers' fingertips. It offers visitors and residents a free way to connect to dining, entertainment, business and transportation options. As a new addition to CAP's arsenal of guides to Downtown Atlanta, this new mobile site is ideal for employees, visitors, and residents on-the-go.



## Downtowners Social Outings

The Downtowners happy hours, now in their second year, continue to heat up Downtown. On the third Thursday of each month, May through October, Downtowners meet up to have a free cocktail and tasty appetizers at some of the hottest places in town. This year the group has met at Meehan's, Trader Vic's, Thrive and STATS. Downtowners is a social networking group open to anyone who wants to join us. Just show up, mingle and enjoy some of the most intriguing places in Atlanta.



## Get ready to Googie!

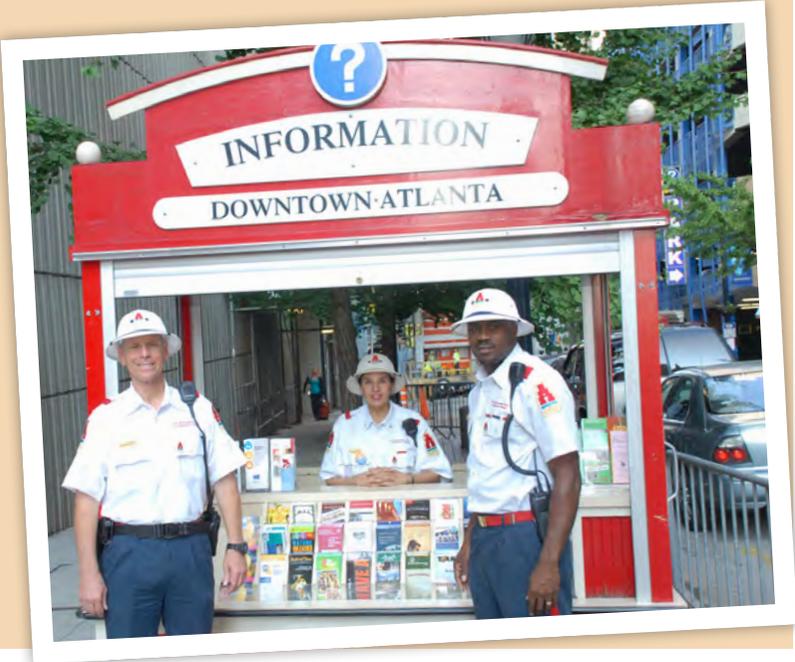
Located in Centennial Olympic Park, Googie Burger combines a futuristic design with a nostalgic menu featuring burgers, fries, hot dogs and milkshakes. This walkup burger joint provides tourists and locals with quick service and an exhibition kitchen that showcases the quality and freshness of the menu items. Googie Burger is open Monday through Friday, 11 a.m.-10 p.m., and on weekends, 10 a.m.-10 p.m., at Andrew Young International Boulevard and Marietta Street. For more information visit [www.googieburger.com](http://www.googieburger.com) or call 404-223-Goog (4664).





## Text the ADID – OMG!

Have you ever wished to report a problem or request assistance from the Ambassador Force by text? Now you can! Send a text to 404-732-4372 if you prefer not to call or send an email. This number is monitored live from 6 a.m. to midnight daily (to 11 p.m. on Sundays) by Ambassador Communications.



## Streetscape Improvements Set for Autumn



This fall will bring lots of new construction to Downtown streets. These streetscape projects, once completed, will enhance pedestrian safety and beautify Downtown. The streets to be effected through multiple projects are Marietta Street, Centennial Olympic Park Drive, Simpson Street, West Peachtree Street, Walton Street and Nassau Street. For more information about the scope of each project, as well as, on-going construction updates on their progress visit [www.atlantadowntown.com](http://www.atlantadowntown.com) and use the "Get Around" tab to find the details.

## Six-Month Crime report

While perceptions leave a lot to the imagination, numbers can tell a more accurate story. Downtown crime accounted for only 6 percent of Atlanta's total crime during the first six months of 2010.



Downtown is located in Zone 5 of the Atlanta Police Department (APD), which also includes Midtown, portions of the Old Fourth Ward and Southwest Atlanta. Downtown's boundaries include North Avenue (north), Northside Drive (west), the Connector/Piedmont Avenue (east), and Memorial Drive (south). Crime in Downtown only accounted for 31 percent of Zone 5's crime during the last six-month reporting period. Because of successful enforcement efforts by Zone 5, Downtown's total crimes are down year to date.

Total Offenses Downtown (January 1-June 30)	
2010	942
2009	1,381

Larceny and larceny from autos continue to be Downtown's most prevalent crime problem, but continued to drop in the first six months of 2010. Larceny/autos accounts for 74 percent of all Downtown crime. Further analysis shows that the majority of larceny/auto are in unattended, surface lots. Compared to the same period in 2009, larcenies were down by 297 incidents.

### APD Zone 5 – Moving Forward

- Continue to focus on reducing larceny from auto (FIT Teams and Directed Patrols)
- Stress continued interaction with constituents (Foot/Bike/Segway Patrols)
- Promote Clean Car Campaign through media/collateral distribution and communication
- Maintain aggressive operations for panhandling interdiction and enforcement as well as other quality-of-life offenses
- Continue to collaborate with public and private agencies
- Continue to analyze and respond to quantifiable crime data and results
- Lobby for improved panhandling and loitering related legislation





## Dolphins Coming to Georgia Aquarium

The Georgia Aquarium will open a \$110 million dolphin exhibit in Winter of 2010. The expansion will add 84,000 square feet to the facility (about the size of two football fields), including a 1.3 million gallon exhibit to accommodate bottlenose dolphins.

## CONGRATULATIONS TO 200 PEACHTREE



The former Macy's store at 200 Peachtree Street recently reopened, after an exhaustive restoration, as a special events facility.

## Georgia State Panthers Prevail in Inaugural Contest

Georgia State University head football coach Bill Curry acknowledges the growing crowd prior the Sept. 2 kickoff at the Georgia Dome. The Panthers defeated Shorter College 41-7 before a large crowd of enthusiastic GSU football supporters.





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