

1. MAINTAIN FOCUS ON QUALITY OF LIFE ISSUES

1.1 CONTINUE TO KEEP DOWNTOWN CLEAN AND SAFE

	SIGNIFICANT PROGRESS	PROGRESS UNDERWAY	STILL NEEDS WORK
Install functional and artful lighting to brighten the underpasses	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Execute community-informed event management	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Use zero waste events to reduce trash and change habits Downtown	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Target street lighting improvements to support street life	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Encourage building owners to install facade lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Work with surrounding commercial areas within Downtown to consider expansion of the ADID	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Launch a Best Block contest	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

1.2 SUPPORT EFFORTS TO ADDRESS HOMELESSNESS DOWNTOWN

Support the Continuum of Care's efforts to integrate services and reduce homelessness	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Continue efforts that puts people transitioning out of homelessness to work Downtown	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Create a regular blog series featuring stories of people experiencing homelessness	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Build public spaces that are hospitable to all	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

2. UNCOVER, CELEBRATE AND PRESERVE DOWNTOWN'S HERITAGE

2.1 CONNECT THE DOTS OF DOWNTOWN'S UNIQUE AMENITIES

	SIGNIFICANT PROGRESS	PROGRESS UNDERWAY	STILL NEEDS WORK
Enhance and expand the wayfinding system	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Develop new opportunities to interact and bring Downtown's history to life	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Integrate public art to highlight hidden and smaller spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Create and market linear experiences Downtown	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

2.2 TELL DOWNTOWN'S OVERLOOKED AND UNTOLD STORIES

Target public art to highlight untold stories	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Develop a Downtown storytelling app	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Use special events and tours	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Develop a crowdsourced project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

2.3 CELEBRATE AND PRESERVE DOWNTOWN'S CREATIVITY

Focus the efforts of the Atlanta Arts and Entertainment District to convene and promote arts organizations Downtown and coordinate their advocacy and investments	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Undertake a cultural plan for Downtown	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Activate underutilized ground floor spaces with art and active cultural or creative uses	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Market the arts with targeted programming and a guide to creative events Downtown	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

2. UNCOVER, CELEBRATE AND PRESERVE DOWNTOWN'S HERITAGE

2.4 PRESERVE DOWNTOWN'S BUILT HERITAGE

	SIGNIFICANT PROGRESS	PROGRESS UNDERWAY	STILL NEEDS WORK
Maintain a list of older structures or blocks under threat of redevelopment and demolition	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Complete a survey of all existing buildings, streets, infrastructure to identify what is eligible for Landmark status or other designations	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Work with the City to enact a temporary moratorium or evaluation period for demolitions Downtown	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Establish a diverse Downtown preservation task force	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

3. GROW DOWNTOWN NEIGHBORHOODS

3.1 REINFORCE THE UNIQUE CHARACTER OF EACH NEIGHBORHOOD

SIGNIFICANT
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SOUTH OF NORTH (SoNo): Continue to strengthen connections between Downtown and Midtown by advancing the Stitch vision plan and repurposing the building at Peachtree and Pine, Integrate new park space and improve stormwater management, Encourage infill development to better connect west to east, Redevelop the Atlanta Civic Center



CASTLEBERRY HILL: Better connections to Downtown including reopening the Nelson Street Bridge, wider sidewalks, more open space, and outdoor seating, better pedestrian safety



CENTENNIAL OLYMPIC PARK: Improve streets and add more retail and activities, add new housing, “focus on residents” but don’t forget about the tourists



GEORGIA STATE UNIVERSITY: More housing options that are affordable to the student population, Better and safer connections to the rest of Downtown, Improved bicycle network, Introduce more greening, Calm traffic



MEMORIAL DRIVE/GRANT PARK: Encourage resident-serving retail, Improve pedestrian connections - particularly the Memorial Greenway - to other parts of Downtown and to Oakland Cemetery, Improve pedestrian safety, Retain a mix of incomes



OLD FOURTH WARD: Maintain a mix of incomes, Add more greening including street trees, Advocate for Streetcar connections to Downtown and Midtown



SOUTH DOWNTOWN: More housing and more retail, restaurants, bars, galleries, and services, Retain affordable housing and space for artists, Improve public spaces and parks, Address safety concerns in the area, Better streets and wayfinding, Transparent public process as major developments proceed



SWEET AUBURN: Preserve the unique history of Auburn Avenue, Foster a well-managed entertainment district along Edgewood Avenue, Improve the sidewalks, Infill retail along Auburn and Edgewood, Develop joint solutions to common problems like parking, Protect and expand affordable housing



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CENTENNIAL PLACE: Improve perceptions of public safety, address local homelessness, add more retail options for residents, retain affordable housing



FAIRLIE-POPLAR: Focus on walkability and better pedestrian spaces, Add more housing, Provide more services and retail options, Build upon the concentration of arts and culture venues in the district, Protect the resources of the National Register Historic District



3.2 INVEST TO CREATE A CONNECTED, DENSE “RESIDENTIAL BACKBONE” IN THE HEART OF DOWNTOWN

Unlock development sites by pushing forward with a district parking approach



Evaluate and increase awareness about existing incentives for historic preservation



Continue to expand student housing Downtown



Encourage micro-units and townhomes for both rental and homeownership



Explore employee assisted housing options



3. GROW DOWNTOWN NEIGHBORHOODS

3.3 RE-IMAGINE CRITICAL SITES

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The following major sites are significant opportunities to shape the future of Downtown.
Engage in public dialogue to ensure that these sites are shaped in ways that reflect the public's priorities:

The Stitch



Atlanta Civic Center



The Railroad Gulch



Underground Atlanta



Atlanta-Fulton Public Library System Central Library



3.4 PROVIDE HOUSING OPTIONS TO RETAIN A MIX OF AGES AND INCOMES DOWNTOWN

Create and regularly convene an “Affordable Housing and Community Retention Task Force” consisting of members of the private, public and nonprofit sectors to create a comprehensive, affordable housing action plan



Target rehabilitation work to protect low-to-moderate income homeowners



Help to educate landlords about the Housing Choice Voucher Program



Seek to create a Downtown housing fund to assist in the creation of affordable housing



Establish a goal that 20% of housing Downtown will be affordable for low-income households



Ensure protection of existing income-restricted units



Create housing opportunities for the “missing middle,” in terms of household income



3. GROW DOWNTOWN NEIGHBORHOODS

3.5 STRENGTHEN RESIDENT TIES DOWNTOWN

	SIGNIFICANT PROGRESS	PROGRESS UNDERWAY	STILL NEEDS WORK
Form a Downtown Resident Council	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Create an online “front door” for Downtown neighborhoods	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Develop a “Meet Your Neighbors block party” series in residential neighborhoods	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Consider a Downtown neighborhood challenge	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

3.6 MARKET DOWNTOWN LIVING AND PROMOTE A FAMILY-FRIENDLY DOWNTOWN

Continue to bring key stakeholders Downtown together to coordinate on marketing initiatives	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Market the experience of living Downtown with stories from residents	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Expand youth programming and promote Downtown for families	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Design open spaces with adventure in mind	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Create a Centennial Olympic Park circuit	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

4. REINFORCE DOWNTOWN'S ROLE AS THE ENTREPRENEURIAL AND ECONOMIC CENTER OF THE REGION

4.1 HELP TO GROW NEW BUSINESSES AND TALENT DOWNTOWN

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Network Downtown start-ups and small businesses



Create strategic partnership with local universities and hospitals to expand their involvement Downtown and further support the needs of Downtown residents and businesses



Expand active engagement programs with universities



Establish a shared commercial kitchen / food incubator Downtown



Build upon the growing television and film industry



4.2 ACTIVATE THE GROUND FLOORS

Help to match potential tenants to available ground floor space



Focus retail growth Downtown



Encourage alternative ground floor uses



Provide ground floor activation support services and incentives



Provide coordinated marketing for small retailers



Work with the City of Atlanta to ease the process for getting permits to start a business



Tweak the codes



4. REINFORCE DOWNTOWN'S ROLE AS THE ENTREPRENEURIAL AND ECONOMIC CENTER OF THE REGION

4.3 PROTECT SPACE FOR MAKING THINGS DOWNTOWN

Upgrade Whitehall Street for a mix of manufacturing and light industrial space

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4.4 ENCOURAGE EMPLOYEES TO STAY A WHILE

Work to undertake and promote night events to keep employees in Atlanta a little longer



Launch a Downtown social club



Consider discount deals for local businesses



Create a Downtown 101 program



5. CREATE A VIBRANT AND ACTIVE URBAN FOREST

5.1 BOOST THE TREE CANOPY

Increase Downtown's tree canopy by planting 10,000 trees

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Support a diverse and healthy urban canopy



Plant fruit-producing trees where possible



5.2 INTEGRATE GREEN INFRASTRUCTURE

Encourage Green Infrastructure solutions of different types and scales



Introduce plantings and active landscapes that manage stormwater through Downtown



5.3 DEVELOP A PROGRAM TO RE-DESIGN "BLAH-ZAS" AS VIBRANT PLAZAS

Downtown has a number of large, underutilized spaces which are ripe for retrofit and could be transformed from open uninhabited 'blah-zas' into vibrant open spaces with increased tree canopy and diverse options for social and cultural activities.

Work with property owners to help upgrade blah-zas on private property



MEDIUM: Central Library Entrance / Peachtree Center MARTA Station / Georgia-Pacific Plaza / Margaret Mitchell Square



LARGE: Georgia Plaza Park and Talmadge Square



SMALL: Decatur Street - Georgia State



5. CREATE A VIBRANT AND ACTIVE URBAN FOREST

5.4 INTEGRATE PLAY AND ACTIVE GREEN SPACES AT MARTA STATIONS

	SIGNIFICANT PROGRESS	PROGRESS UNDERWAY	STILL NEEDS WORK
Five Points Station	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Garnett Station	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Peachtree Center Station	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

5.5 CREATE GREEN GATEWAYS

Challenging highway infrastructure that currently dominates the primary entrances to Downtown can be transformed into green gateways with lush green landscapes and creative lighting and arts improvements to highway infrastructure.

I-75 and I-85 Connector	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Memorial Drive Greenway	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Auburn and Edgewood Avenues	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
West Side	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
International Boulevard	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Central Avenue	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

5. CREATE A VIBRANT AND ACTIVE URBAN FOREST

5.6 INCREASE LINEAR CONNECTIVITY TO CREATE GREEN RIBBONS

Upgrade the highways as Downtown's Green Ribbons

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5.7 INTEGRATE HEALTH INTO THE DOWNTOWN EXPERIENCE

Develop active design city guidelines



Partner with Grady, Emory and Mercy Health System to develop visible expressions of preventive care and healthy living



Organize Downtown health events



Develop "health challenges" and designated fitness routes for Downtown businesses



Increase access to fresh food throughout Downtown



5.8 DEVELOP WITH A COMMITMENT TO SUSTAINABILITY

Develop a Downtown sustainability action plan



Promote green building and sustainable development practices



Reduce energy demand and water usage



6. OFFER REAL CHOICE IN TRANSPORTATION

6.1 MANAGE DOWNTOWN STREETS, SIDEWALKS AND PARKING

Continue to improve event management

SIGNIFICANT
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Play a proactive role in managing Downtown parking



Improve curbside management



Revisit street and sidewalk maintenance standards



6.2 DESIGN STREETS ACCORDING TO THEIR PERSONALITIES

Pursue the conversion of one-way streets to two-way



Pilot Shared Streets Downtown



Develop conceptual designs for street enhancements in South Downtown



6. OFFER REAL CHOICE IN TRANSPORTATION

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6.3 SHIFT HOW PEOPLE COMMUTE AND TRAVEL IN, OUT AND THROUGH DOWNTOWN

Create a Downtown Transportation Demand Management (TDM) Program



Improve transit service and experience Downtown



Fill the gaps in the region's bicycle network



Create new streets and target improvements to key intersections



6.4 MONITOR AND EVALUATE TRANSPORTATION PROJECTS

Maintain a comprehensive project list



Use this plan's criteria to evaluate current and future transportation investments

