



Downtown Atlanta Master Plan Implementation Progress Report

November 2019

This report aims to summarize progress to date on the implementation of the Downtown Atlanta Master Plan. The content of this report is based on the collective knowledge of Central Atlanta Progress staff of the work that has occurred since December 2017. Any omissions are unintentional. Additional updates and successes should be shared with Central Atlanta Progress to ensure that the report presents an accurate portrait of progress to date. Additions can be shared with aleous@atlantadowntown.com.

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Introduction

In December 2017, the [Downtown Atlanta Master Plan](#) was adopted by Atlanta City Council. In the two years since adoption, many aspects of the plan have been put in motion. This report focuses on those strategies that are underway or have made significant progress over the past two years and summarizes the activities that have taken place to date toward implementation.

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Section 1: Maintain focus on quality of life issues to humanize Downtown



REPORT CARD 2019

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"/>

1.1 Continue to keep Downtown clean and safe

Install functional and artful lighting to brighten the underpasses

The Auburn Avenue History & Culture mural and signage project was initiated in 2011 to address the dark and dreary pedestrian environment along Auburn Avenue under Interstate 75/85. The project was bid and began construction in 2019. By the first quarter of 2020, 30 new historic information wayside signs will be installed along Auburn Avenue and a historic photo montage artwork and lighting enhancement will brighten and enhance the area under the I-75/85 Connector. Upon completion of the Auburn focused project, attention will be turned to nearby Edgewood Avenue, as well as other Downtown underpasses.

Execute community-informed event management

Under the leadership of the Old Fourth Ward Business Association, businesses and property owners along Edgewood Avenue have engaged with the City of Atlanta on better approaches to handling weekend nighttime crowds along the corridor. These conversations have resulted in more collaboration with the Atlanta Police Department regarding proactive street closures, as well as a broader 'Nighttime Economy' analysis with the Department of City Planning.

Use zero waste events to reduce trash and change habits Downtown

The Downtown Atlanta Sustainability Action Plan was initiated in 2019 and will address this.

1.2 Support efforts to address homelessness Downtown

Support the Continuum of Care's efforts to integrate services and reduce homelessness

The Atlanta Downtown Improvement District (ADID) Social Impact Director works to coordinate with service organizations and the Continuum of Care to support these efforts.

Since 2017, Hope Atlanta, with support from United Way, ADID and others, increased their "boots on the ground" case manager resources to perform targeted Downtown street outreach to help guide individuals experiencing homelessness to available housing and services. CAP/ADID also worked with partners to develop "Addressing Homelessness: A 2019 Community Guide", the first stage of an educational campaign. The guide is available digitally on-line, as well as in print as requested.

In fall 2018 through a partnership of ADID and Hope Atlanta, Janika Robinson was hired to serve as the Woodruff Park Case Manager. She has been very effective in her first twelve months. In that time, she has had more than 2000 engagements in the park, more than half of whom are chronically homeless and about a quarter of which are experiencing homelessness for the first time. She has found housing for more than 100

people; enrolled more than 700 people in homeless assistance programs; and made almost 300 shelter placements.

Continue efforts that puts people transitioning out of homelessness to work Downtown

In 2018, the Ambassador Force's Homeless Intervention operations increased to a continuous 24/7 deployment to encourage people on the street to seek services in shelters and service centers.

In 2019, CAP/ADID have played a key role with the City of Atlanta and United Way to lead the HomeFirst Atlanta effort that will deploy up to \$115M of private and public funds to build permanent supportive housing, emergency shelters, a community day center and support rapid re-housing.

The July 2019 CAP/ADID Town Hall Meeting featured a panel discussion about homelessness in Atlanta. More than 250 people attended and received an advance copy of "[Addressing Homelessness: A 2019 Community Guide](#)". The guide represents the first stages of an educational campaign intended to educate the public about the current state of homelessness in the city, the work being done by service providers and stakeholders, and tactics the general public can employ to become part of the solution to making homelessness brief, rare, and nonrecurring.

Section 2 : Uncover, Celebrate and Preserve Downtown's heritage to ensure that new growth does not overwrite our history



REPORT CARD 2019

2. UNCOVER, CELEBRATE AND PRESERVE DOWNTOWN'S HERITAGE

	SIGNIFICANT PROGRESS	PROGRESS UNDERWAY	STILL NEEDS WORK
2.1 CONNECT THE DOTS OF DOWNTOWN'S UNIQUE AMENITIES			
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"/>
2.4 PRESERVE DOWNTOWN'S BUILT HERITAGE			
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"/>

2.1 Connect the dots of Downtown's unique amenities

Enhance and expand the wayfinding system

In 2018, the 10-year old wayfinding signage system throughout Downtown was reviewed for content accuracy, responding to user feedback and outstanding maintenance. 2020

will see the beginning of an overhaul of the system to modernize and target the program.

Work is also underway within the Centennial Park District to create district identity and wayfinding signs to support visitation to the entertainment area. This investment will build on the recent relocation of the Atlanta Convention & Visitors Bureau Welcome Center to Centennial Olympic Park from Underground Atlanta.

The final stages of the Auburn Avenue History & Culture mural and signage project began in February 2019. 30 new wayside signs will be installed along Auburn Avenue and a historic photo montage artwork and lighting enhancement project will be completed under the I-75/85 Connector.

Develop new opportunities to interact and bring Downtown's history to life

In 2018, WonderRoot's "Off the Wall" initiative increased the presence of public mural art throughout Downtown and the surrounding neighborhoods, highlighting untold stories of Atlanta's civil and human rights legacy. The initiative included 43 conversations with a range of community partners that engaged over 1,000 participants which collectively informed the designs of the 19 new murals.

Auburn Avenue stakeholders, with sponsorship from Sweet Auburn Works, launched Sweet Auburn Stories, a series of oral histories featuring Atlanta's entrepreneurial and civil rights STORIES that bring history to life and will support the cultural preservation of Sweet Auburn.

As of fall 2019, CAP/ADID are spearheading Local Story, a Digital Signage History Programming Strategy, to utilize the Arts and Entertainment Atlanta district as a vehicle for promoting local historic and cultural content as a programming component of the digital signs within the District, thus ensuring the signs reflect their surroundings and the local history of the location. The Local Story initiative has engaged an advisory committee with representatives from Georgia State University, the Atlanta Preservation Center, City of Atlanta Office of Design, the National Trust for Historic Preservation, and the Atlanta Chapter of the National Organization of Minority Architects. The strategy will be completed and launch new content in 2020.

2.2 Tell Downtown's overlooked and untold stories

Target public art to highlight untold stories

WonderRoot's "Off the Wall" initiative has increased the presence of public art throughout Downtown and the surrounding neighborhoods, highlighting untold stories of Atlanta's civil and human rights legacy

CAP/ADID are in the process of creating Local Story, a Digital Signage History Programming Strategy, to utilize the Arts and Entertainment Atlanta District as a vehicle for promoting local historic and cultural content as a programming component of the digital signs within the District, thus ensuring the signs reflect their surroundings and the local history of the location.

An exploratory committee of interested stakeholders who are motivated to act on the idea to create a tribute to Mayor Maynard Jackson and Mayor Ivan Allen Jr. in a location 'Where Peachtree Meets Sweet Auburn' as initially posited by Gary Pomerantz and Maria Saporta in 2018 has been formed. The goal of the committee is to vet the idea among the necessary partners, notably the descendants of the Jackson and Allen families, and to advance the idea to reality. Central Atlanta Progress has been identified as a possible convener and organizer of the effort and recently allocated funding to support predevelopment activities, as well as broad community engagement to inform the effort. The City of Atlanta will also play a key leadership role in executing a new monument.

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

Arts & Entertainment Atlanta is well on its way toward activating Downtown Atlanta.

By early 2019, the first permits were issued and sign fabrication and construction initiated. Arts organizations were convened to discuss promoting local artists and artworks through the Arts and Entertainment District resulting in a formal framework to guide art and culture programming. Developed by DASH, with input from a range of

organizations, the framework has set goals for the program and suggested an approach for the first two years of operation.

As of September 2019, there were 15 active sign proposals at various stages of review and permitting within the district. The first two projects in place were at 235 Peachtree Street and 76 Forsyth Street SW. The 235 Peachtree Street project incorporates digital art from local artists curated by Atlanta nonprofit, Living Walls, as well as, real-time transit information including MARTA schedule, Uber/Lyft/bike/scooter proximities, and walking distances. The 76 Forsyth Garage installation represents a partnership with Living Walls Atlanta to curate and execute a large format artwork on the parking garage. Neka King's "The Peaceful Peach" will be displayed on two large banners that span the two street-facing elevations of the garage when there is no advertisement displayed. In addition to the two art banners, Neka and Living Walls Atlanta painted the concrete areas surrounding the banner with the same colors and patterns as the primary artwork. This addition will both enliven the streetscape and provide a natural extension of her work when it is displayed.

2.4 Preserve Downtown's built heritage

Maintain a list of older structures or blocks under threat of redevelopment and demolition

In 2019, the City's Office of Design launched the [Future Places Project](#), an initiative to ensure that Atlanta retains its historic identity as the city moves forward. The work will seed future activities that include the identification of historic resources; outreach and education efforts; and multimedia tools to tell the story of Atlanta. Downtown specific activities are expected to follow the lead of and build on the citywide initiative.

The Sweet Auburn Technical Assistance and Predevelopment Program funded by Invest Atlanta's Eastside Tax Allocation District (ETAD) and Central Atlanta Progress is supporting 16 different property owners throughout the historic district to advance redevelopment strategies and prepare for ETAD funding applications. These projects will fill in gaps in a key Downtown neighborhood and help restore significant historic sites.

The Whitehall Street Retail Historic District was added to the Georgia Register of Historic Places. The multi-block area and historic commercial shopping corridor of the city is centered on Peachtree Street and Martin Luther King, Jr. Drive.

Section 3 : Grow Downtown Neighborhoods tailored to meet the needs of all residents



REPORT CARD 2019

3. GROW DOWNTOWN NEIGHBORHOODS

3.1 REINFORCE THE UNIQUE CHARACTER OF EACH NEIGHBORHOOD

	SIGNIFICANT PROGRESS	PROGRESS UNDERWAY	STILL NEEDS WORK
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	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CASTLEBERRY HILL: Better connections to Downtown including reopening the Nelson Street Bridge, wider sidewalks, more open space, and outdoor seating, better pedestrian safety	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CENTENNIAL OLYMPIC PARK: Improve streets and add more retail and activities, add new housing, "focus on residents" but don't forget about the tourists	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
OLD FOURTH WARD: Maintain a mix of incomes, Add more greening including street trees, Advocate for Streetcar connections to Downtown and Midtown	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Evaluate and increase awareness about existing incentives for historic preservation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Continue to expand student housing Downtown	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Encourage micro-units and townhomes for both rental and homeownership	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Explore employee assisted housing options	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



3. GROW DOWNTOWN NEIGHBORHOODS

3.3 RE-IMAGINE CRITICAL SITES

SIGNIFICANT
PROGRESS

PROGRESS
UNDERWAY

STILL NEEDS
WORK

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	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Atlanta Civic Center	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
The Railroad Gulch	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Underground Atlanta	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Atlanta-Fulton Public Library System Central Library	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Target rehabilitation work to protect low-to-moderate income homeowners	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Help to educate landlords about the Housing Choice Voucher Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Seek to create a Downtown housing fund to assist in the creation of affordable housing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Establish a goal that 20% of housing Downtown will be affordable for low-income households	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Ensure protection of existing income-restricted units	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Create housing opportunities for the "missing middle," in terms of household income	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

3.5 STRENGTHEN RESIDENT TIES DOWNTOWN

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"/>

3.1 Reinforce the unique character of each Downtown neighborhood

Castleberry Hill –

- The Nelson Street bridge is slated for rehabilitation as part of the renovation of 99-125 Spring Street project. The estimated full build-out year for the project is 2022.
- Castleberry Park, south of Mercedes-Benz Stadium, will include a 200-room Reverb Hotel by Hard Rock, along with 130 apartments. The Home Depot Backyard, the 13-acre area adjacent to Mercedes-Benz Stadium, features programs and experiences that bring together local residents and sports fans alike.
- Smith & Porter Railside Flats is currently under construction and plans to deliver 115 multi-family apartment units along Atlanta's historic rail line. Fulton Supply Lofts, an adaptive re-use project, is also bringing new residents to the area.

Centennial Olympic Park –

- Post Centennial Olympic Park opened in 2018, adding 438 more residential units to the neighborhood. Generation Atlanta will open in 2020 and add another 366 apartments to the neighborhood.
- In time for the Super Bowl in 2019, the PATH Foundation with the Georgia World Congress Center completed a key segment of protected bike lanes along Baker Street between Luckie Street and Portman Boulevard. Plans are also in the works for a 'bike hub' at Centennial Olympic Park.
- The Georgia World Congress Center's 2020 Vision calls for noteworthy upgrades to the GWCCA's campus, including a new convention hotel, a contiguous exhibition facility, and other capital projects. The \$25 million renovation of Centennial Olympic Park was recently completed.
- To the southwest, the NBA's Atlanta Hawks have completed a \$200M renovation of State Farm Arena, with a focus on fan amenities and experience. The Georgia Aquarium has also announced a \$100 million expansion for a state-of-the-art shark and marine predator exhibit.

South of North –

- The Stitch Implementation Plan was completed in 2019, creating a feasibility roadmap for bringing the connector cap strategy to life. CAP/ADID also hosted a Urban Land Institute Advisory Services Panel regarding the Stitch in March 2019. The panel provided the opportunity to review, validate and fine-tune the preliminary Implementation Plan recommendations. Over 100 representatives of a broad range of groups including policy partners, property owners and design professionals provided input and engaged in the panel.
- Emory University Hospital has broken ground on the \$400 million Winship Cancer Institute Tower.
- Investment in one of Atlanta’s most recognizable office assets has proven to pay dividends, as several companies and start-ups have decided to make Downtown’s Bank of America building home, including Gro Solutions (200 jobs), Flexport (350 jobs), among others.
- The long vacant and visible Medical Arts Building will be preserved. The development team has secured historic tax credits and city permits and will soon start on the transformation to a boutique hotel.

Georgia State University –

- Georgia State University’s recently opened Creative Media Industries Institute (CMII) provides industry collaboration and entrepreneurial training to students.
- Downtown’s student population has grown. In 2019, The Mix at 120 Piedmont delivered another 685 beds of student housing. There is another 1,300 student housing units under construction or in the pipeline for Downtown.
- Driven by their student growth, Georgia State University has expanded their campus to Summerhill. Carter, in partnership with Oakwood Development and Healey Weatherholtz Properties, is redeveloping the old Turner Field site, a 72-acre mixed use project with GSU as the premier anchor. Aspen Heights, a 220 unit off-campus student housing project comprised of 680 beds will open in 2020.

Memorial Drive/Grant Park –

- Since 2015, more than 1.3 million square feet (msf) of new projects or redevelopments have been completed along Memorial Drive, adding new offices, apartments, condos, and retail – and more than 1 msf of that total were added to the corridor’s inventory since only 2018. In 2018, several neighborhood-serving retailers (Publix, Ace Hardware and the Grant Park Market) opened at Larkin on

Memorial; over 2018 and 2019, several multifamily buildings along the corridor also opened, bringing hundreds of new housing units to the corridor. Additional housing, retail and office are under development to be delivered over the next few years.

- The Georgia Department of Transportation's resurfacing and restriping of 4 miles of Memorial Drive, including conversion of the reversible lanes, has been completed. This transformational safety project serves as the foundation of making a street that is safer for all users. The change supports the ongoing design and funding for a second phase of safety improvements that will include medians, bulb-outs, pedestrian crossings, signal upgrades, and bus pullouts (estimated to be completed in 2021).
- Progress is being made to complete the Memorial Drive Greenway.

Old Fourth Ward –

- Several affordable housing investments are underway within the neighborhood. Station 464 is currently under construction and is scheduled to be complete by Q4-2019. The community will offer 96 units of affordable and workforce housing.
- The extension of the Atlanta Streetcar from Jackson Street to the eastside of the Atlanta Beltline was included among the More MARTA funding priorities established in June 2019. Design and environmental clearance work for this project is advancing.

South Downtown -

- Newport US RE's efforts to activate the 45 buildings they acquired south of Five Points MARTA station has begun along Mitchell Street. Following a successful Pop-Up Row program during the Summer of 2019, the historic Hotel Row properties are now being renovated for permanent retail tenants. Across the street, the 222 Office project will follow as zoning approvals are expected to be sought in late 2019.
- The \$250 million planned redevelopment of Underground Atlanta has begun with short-term activations - FreeMarket Gallery, a pop-up art gallery showcasing contemporary work, and a new short-term immersive experience from The Bakery – while predevelopment and permitting advances for the announced vertical development projects. Specific projects include the "Yotel" hotel concept on Block 1, a nightclub "Future", and The Avery, a mid-rise affordable housing development consisting of 130 units by Prestwick Companies.

- Restoration and adaptive-reuse of the former Atlanta Constitution Building at 143 Alabama is also slated to begin soon with developer Pope & Land proposing a nearly \$40 million overhaul of the building.
- Gallman Development Group repurposed the MC Kiser Lofts, an old shoe factory was transformed into 40 units of loft style housing in 2018.
- Efforts to create more walkable, bikeable and beautiful streets in South Downtown are focused on short term actions to effect change, as well as funding applications to support full-scale transformation. On-street parking spaces will be added to Peachtree Street SW between Alabama and M. L. King, Jr. Drive early in 2020 and an application for funding from the Atlanta Regional Commission Livable Communities Initiative (ARC LCI) has been submitted for a \$3.5 million investment in Peachtree Street SW between Alabama Street and Trinity Avenue.

Sweet Auburn –

- Sweet Auburn Works completed an inventory of retail spaces for lease in order to play a more active role in retaining and recruiting new ground floor tenants to the corridor.
- The Old Fourth Ward Business Association (OFWBA) adopted new strategic plan, which seeks to improve the patron experience of the Edgewood Avenue entertainment district. OFWBA is also working with the Atlanta Regional Commission on an analysis of previous planning studies, strategies, and initiatives impacting the community in order to synthesize these recommendations into a vision for the area.
- In 2019, the Sweet Auburn Technical Assistance and Predevelopment Program funded by Invest Atlanta's Eastside Tax Allocation District (ETAD) and Central Atlanta Progress is supporting 16 different property owners throughout the historic district to advance their redevelopment projects.
- Sweet Auburn Works also participated in a development tour organized by Operation HOPE for the Comptroller of the Currency, Joseph M. Otting, to help them better understand the need for bank support in communities that have historically lacked investment.
- The Sweet Auburn Walks initiative kicked off its first priority corridor along Hilliard Street between the King Memorial Station and Auburn Avenue. The goal of the initiative is to make the entire neighborhood more pedestrian friendly, promote wellness, and creative expression throughout the 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

CAP/ADID has been in conversation with multiple partners at the City of Atlanta around the idea of advancing a district parking approach. Parking strategies figure prominently in the city’s work with the American Cities Climate Challenge (ACCC). Thanks to the resources provided by Bloomberg Associates through the ACCC technical support program, the city sponsored an Urban Land Institute Technical Assistance Program and is part of peer city research being conducted by Nelson Nygaard, both focused on parking strategies to encourage changes in travel behavior. The outcomes of these analyses are anticipated to be studied further in 2020.

In conjunction with the Sweet Auburn Pre-Development Assistance program, a parking study is being conducted in the area. The study will use a district-wide approach to evaluate future parking demand and explore necessary parking improvements for this Downtown neighborhood.

Evaluate and increase awareness about existing incentives for historic preservation

The Sweet Auburn Technical Assistance and Predevelopment Program funded by Invest Atlanta’s Eastside Tax Allocation District (ETAD) and Central Atlanta Progress is supporting 16 different property owners throughout the historic district to advance redevelopment strategies and prepare for ETAD funding applications. Of these projects, twelve involve the restoration and activation of existing, significant historic buildings and will consider the use of all available historic property incentive tools available.

Continue to expand student housing Downtown

Several student housing projects are under construction. 1,365 student beds opened in Downtown in 2019. Another 1,330 are planned.

Additional progress to date

The Special Public Interest, Downtown District zoning text has been amended to unlock additional development intensity permission for residential uses throughout a large area of Downtown. In addition, 1,065 new housing units opened in Downtown in 2018. Another 1,121 are under construction and 6,500 more are planned.

3.3 Re-imagine Critical Sites

Atlanta Civic Center - CAP has shared the Downtown master plan recommendations with Atlanta Housing who is currently in control of the site. Recently, under new leadership, Atlanta Housing has expressed interest in reactivating the Civic Center building and advancing the redevelopment of the site.

The Stitch - The Stitch Implementation Plan was completed in 2019, creating a feasibility roadmap for bringing the connector cap strategy to life. In early 2019, CAP/ADID commissioned the Urban Land Institute (ULI) to conduct an Advisory Services Panel regarding the Stitch. Panelists provided expertise and insight on advancing the Stitch with a focus on key topics including project positioning, design and funding. By the end of 2019, the pre-development feasibility study concluded, providing guidance and recommendations for advancing the Stitch. ADID is committed to the continuation of the predevelopment process in order to leverage other external funding sources notably Eastside TAD funds from Invest Atlanta, More MARTA funds from MARTA and other strategic private partners. Pending external commitments, an incremental approach is proposed to achieve the entire scope of work identified in the Implementation Plan. Immediate priorities include creation of a new governance organization, an economic impact analysis, public relations and public engagement, as well staff and administration support.

Planning work for the Stitch identified an opportunity to create of an off-street bus facility immediately adjacent to and west of the Civic Center MARTA rail station along Ted Turner Drive. The transit center would address the chaos and congestion caused by regional transit operators and intercity bus operators currently staging and loading and unloading along West Peachtree Street and Ted Turner Drive. An application for regional transportation funding had been made to pursue a scoping study in order to coordinate with key stakeholders and identify the preliminary design of an off-street bus facility.

The Railroad Gulch: Centennial Yards - CAP has shared the Downtown master plan recommendations with CIM, the developer in control of the site. CIM has integrated some of the recommendations into the initial design. The site has been rebranded as "Centennial Yards." CIM and partners are advancing design and predevelopment work on site. Phase one of the development, Freight House Lofts, will include residential and hotel components and is currently under construction. The residential component is scheduled to open in late Fall of 2020.

Underground Atlanta - CAP has shared the Downtown master plan recommendations with WRS, the developer who is in control of the site. Site work continues to prepare for new tenants, primarily focused on Block 3 and Block 4. New tenant announcements include a "Yotel" hotel concept on Block 1, a nightclub "Future", and a mid-rise affordable housing development (The Avery) consisting of 130 units.

Additional progress to date

The Atlanta-Fulton County Library System developed designs for the \$50 million renovation of the Central Library. The project garnered a fair amount of public debate regarding the planned scope of work. CAP/ADID provided feedback to the Library System and Fulton County leadership regarding the project and its importance to Downtown Atlanta. The comments shared relate to concerns regarding the disruption that the temporary closure of the building will create for homeless patrons; the lack of attention or solutions for long term operations and programming challenges at the library; and the lack of a realistic real estate and project delivery strategy to ensure the success of a proposal to incorporate leased spaces into the facility for independent third-party users. CAP/ADID remains engaged with Fulton County and Central Library leadership to ensure a successful launch of a renewed Central Library.

3.4 Provide housing options to retain a mix of ages and incomes Downtown

Target rehabilitation work to protect low-to-moderate income homeowners in Downtown and adjacent neighborhoods

Invest Atlanta has launched its Heritage Owner-Occupied Rehab Program, a new affordable housing initiative to help current lower-income City of Atlanta residents remain in their homes and avoid displacement. The program offers residents forgivable loans (up to \$30,000) to make critical health and safety repairs on their homes. Senior households aged 55+, military veterans, disabled head of households, and those that have been in their homes for 15+ years will have priority in the programs. Invest Atlanta received over 750 applications for the program and is in the processing of reviewing the applications. As of Q12019, work is underway at 95 homes around the city – 40 of which are in neighborhoods in or adjacent to Downtown. An additional 16 homes have completed the rehabilitation work.

Help to educate landlords about the Housing Choice Voucher Program

This recommendation has been incorporated into the HouseATL platform and is of particular interest to the new leadership team at Atlanta Housing.

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

With a broad set of partners including ULI Atlanta and the Arthur M. Blank Foundation, CAP has provided leadership and support to the HouseATL effort aimed at addressing the city’s affordable housing needs. The taskforce resulted in a targeted set of recommendations, and implementation committees are hard at work on implementation. Efforts were launched with the appointment of a Chief Housing Officer to spearhead the work and the release of the One Atlanta: Housing Affordability Action Plan which outlines a bold vision to achieve Mayor Bottoms’ vision to provide a pathway to affordable and equitable housing opportunities for all who desire to call Atlanta home.

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

Though not dedicated strictly to affordable housing, CAP along with partners advocated for the re-activation of the Eastside TAD, a key source of funding for Downtown developments and primarily residential developments that reach a variety of income levels. The application came online in summer of 2019 and a number of residential developments, with affordable components, are expected to apply for the funds.

Section 4: Reinforce Downtown's role as the entrepreneurial and economic center of the region



REPORT CARD 2019

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

	SIGNIFICANT PROGRESS	PROGRESS UNDERWAY	STILL NEEDS WORK
4.1 HELP TO GROW NEW BUSINESSES AND TALENT DOWNTOWN			
Network Downtown start-ups and small businesses	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Create strategic partnership with local universities and hospitals to expand their involvement Downtown and further support the needs of Downtown residents and businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Expand active engagement programs with universities	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Establish a shared commercial kitchen / food incubator Downtown	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Build upon the growing television and film industry	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4.2 ACTIVATE THE GROUND FLOORS			
Help to match potential tenants to available ground floor space	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Focus retail growth Downtown	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Encourage alternative ground floor uses	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Provide ground floor activation support services and incentives	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Provide coordinated marketing for small retailers	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Work with the City of Atlanta to ease the process for getting permits to start a business	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tweak the codes	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4.3 PROTECT SPACE FOR MAKING THINGS DOWNTOWN			
Upgrade Whitehall Street for a mix of manufacturing and light industrial space	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4.4 ENCOURAGE EMPLOYEES TO STAY A WHILE			
Work to undertake and promote night events to keep employees in Atlanta a little longer	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Launch a Downtown social club	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Consider discount deals for local businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Create a Downtown 101 program	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

4.1 Help to grow new businesses and talent Downtown

Network Downtown start-ups and small businesses

Downtown is attracting start-ups and small businesses which have driven the 6th year in a row of positive net absorption in Downtown's office market. New businesses to Downtown include CallRail, Steady, Revel Systems and OpenDoor.

4.2 Activate the ground floors of buildings

Help to match potential tenants to available ground floor space

CAP manages an inventory of available retail space in Downtown Atlanta and continues to be a facilitator of introductions to prospective tenants and landlords.

Additional progress to date

A new public right of sidewalk dining ordinance has been approved by Atlanta City Council. The new regulations permit and encourage the activation of sidewalks and storefronts with cafes and outdoor dining

CAP convened a group of stakeholders to compile a list of recommendations for Fulton County to consider in their efforts to lease the ground floor retail space at the Central Library. CAP continues ongoing discussions with Fulton County leadership to ensure this ground floor space is activated.

4.3: Protect space for making things Downtown

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

Preliminary work is underway to explore rezoning of Whitehall Street to an "I-MIX" designation. The new I-MIX (Industrial Mixed-Use District) zoning designation allows a mix of industrial and non-industrial uses in areas previously used for industrial, high density commercial, high density mixed-use, or office institutional purposes. This new

designation paves the way for dense industrial and mixed-use new development targeting “New Economy” clean industrial uses

4.4 Encourage employees to stay a while

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

In 2018, CAP, the Flatiron and the City Design Studio partnered to produce the monthly Broad Street Block Party.

CAP/ADID has programmed a number of evening events in Woodruff Park.

Section 5: Create a vibrant and active urban forest to improve air and water quality, create shade, improve health and add parks space Downtown



REPORT CARD 2019

5. CREATE A VIBRANT AND ACTIVE URBAN FOREST

5.1 BOOST THE TREE CANOPY

	SIGNIFICANT PROGRESS	PROGRESS UNDERWAY	STILL NEEDS WORK
Increase Downtown's tree canopy by planting 10,000 trees	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Support a diverse and healthy urban canopy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Plant fruit-producing trees where possible	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

5.2 INTEGRATE GREEN INFRASTRUCTURE

Encourage Green Infrastructure solutions of different types and scales	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Introduce plantings and active landscapes that manage stormwater through Downtown	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MEDIUM: Central Library Entrance / Peachtree Center MARTA Station / Georgia-Pacific Plaza / Margaret Mitchell Square	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
LARGE: Georgia Plaza Park and Talmadge Square	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SMALL: Decatur Street - Georgia State	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



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"/>

5.6 INCREASE LINEAR CONNECTIVITY TO CREATE GREEN RIBBONS

Upgrade the highways as Downtown's Green Ribbons	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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5.7 INTEGRATE HEALTH INTO THE DOWNTOWN EXPERIENCE

Develop active design city guidelines	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Partner with Grady, Emory and Mercy Health System to develop visible expressions of preventive care and healthy living	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Organize Downtown health events	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Develop "health challenges" and designated fitness routes for Downtown businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Increase access to fresh food throughout Downtown	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

5.8 DEVELOP WITH A COMMITMENT TO SUSTAINABILITY

Develop a Downtown sustainability action plan	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promote green building and sustainable development practices	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Reduce energy demand and water usage	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

5.1 Boost the tree canopy

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

CAP has engaged Trees Atlanta in discussions regarding the Downtown tree canopy in conjunction with the creation of the Downtown Atlanta Sustainability Action Plan. ADID is considering allocating additional funding in 2020 to conduct a tree study in order to develop a strategy to implement this recommendation.

5.2 Integrate green infrastructure

Encourage Green Infrastructure solutions of different types and scales

The Ted Turner Resiliency Corridor Challenge - Student Design Competition encouraged students to explore ideas for enhancing the corridor with eco-friendly interventions. The context wrapped up in May 2018 with the awards being presented to the winning teams from the University of Georgia and Morehouse College.

CAP/ADID are collaborating with the Georgia Department of Transportation on a green infrastructure project at the I-20 and I-75/85 interchange, which will capture stormwater runoff. Construction should begin Q1 2020 and the project is scheduled to be completed before April 2020. The immediate next step is creating awareness of the project and to develop signage for the Capitol Avenue Bridge looking east and west.

The Downtown Atlanta Sustainability Action Plan, initiated in 2019, will address this; also, ADID is considering allocating additional funding in 2020 to conduct a green infrastructure study in order to develop a strategy to implement this recommendation.

5.3 Develop a program to re-design "blah-zas" as vibrant plazas

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

CAP/ADID worked with a cohort of interns at Lord Aeck Sargent to advance ideas for improving blah-za's in Downtown.

Georgia State University completed an overhaul of the blah-za at the 25 Park Place building. The new plaza features new shade trees, seating, an impromptu performance area to facilitate new energy and activation in the space.

CAP/ADID are nearly done enhancing the "blah-za" at the intersection of Ted Turner Boulevard and Carnegie Way, to replace the former slip lane with a well-designed public space. Construction commenced in September 2019 and is scheduled to be finished in December 2019.

In conjunction with the City of Atlanta's installation of a new piece of public art by Alicja Kwade at Georgia-Pacific Plaza, the surrounding blah-za will be reconfigured to accommodate the new art and encourage engagement with the piece.

The renovation of the Atlanta Fulton County Central Library includes the transformation of the current front entrance blah-za along Forsyth Street. The improvements will eliminate the current retaining wall to better connect the space to the sidewalk and engage the surrounding public spaces. Operational plans for the renewed library include using the new plaza to support new ground floor retail spaces and library programming and activities.

5.4 Integrate play and active green spaces at MARTA stations

Five Points and Garnett MARTA rail stations – CAP/ADID has advocated for MARTA to use More MARTA funding to improve Downtown stations. The Five Points station has been identified as priority for significant enhancement. To advance the vision for a more approachable station and better rider experience, the City of Atlanta and MARTA have begun a conceptual design and feasibility process to identify a preferred alternative and refine a budget and schedule for the investment that is anticipated to be complete by the end of 2025.

5.5 Create green gateways

I-75/85 Connector – ADID, Georgia Department of Transportation (GDOT) and American Rivers have been collaborating on a green infrastructure project at the I-20 and I-75/85 interchange. This installation builds on other "Gateway Grant" projects advanced in partnership between ADID and GDOT to improve the greenspaces along

the Downtown Connector right-of-way. The next phase of landscape enhancement will take place around the Williams Street/Spring Street interchange in early 2020.

Memorial Drive Greenway - The City of Atlanta Department of Parks with support from Invest Atlanta and the Eastside Tax Allocation District have continued to acquire additional parcels to complete the Memorial Drive Greenway between Oakland Cemetery and the State Capitol. The Friends of the Memorial Drive Greenway are pursuing a capital campaign that aims to raise \$1 million by 2021. The group continues to activate the greenway with special events like movies in the park to increase awareness of the effort.

5.8 Develop with a commitment to sustainability

Develop a Downtown sustainability action plan

CAP/ADID is creating the first-ever Sustainability plan for Downtown Atlanta, outlining strategies for fostering a cleaner, greener way of life in Downtown. The plan will build off existing projects and programs already underway Downtown and identify opportunities for alignment with the City of Atlanta and a range of other Downtown stakeholders. The plan will address a range of topics, including energy and water usage in buildings; transportation; waste and recycling; greenspace and green infrastructure; and more. The process kicked off in summer of 2019 and expects to wrap up in early 2020 at which time the implementation of identified strategies will commence.

Reduce energy demand and water usage

CAP continued to lead the Atlanta Better Buildings Challenge (ABBC) initiative in 2018 and 2019. ABBC's goal was to reduce energy and water usage in buildings by 20% by 2020, and hit the target two years early. This program had many significant impacts - reduced emissions, saved millions of gallons of water, added \$50+M to the regional economy, created hundreds of jobs, and improved the bottom lines of program participants. A final report was completed in 2019 and is available at www.atlantabbcc.com.

Section 6: Offer real choice in transportation to reduce traffic congestion and reliance on automobiles and create space for increased activity



REPORT CARD 2019

6. OFFER REAL CHOICE IN TRANSPORTATION

6.1 MANAGE DOWNTOWN STREETS, SIDEWALKS AND PARKING

	SIGNIFICANT PROGRESS	PROGRESS UNDERWAY	STILL NEEDS WORK
Continue to improve event management	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play a proactive role in managing Downtown parking	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Improve curbside management	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Revisit street and sidewalk maintenance standards	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

6.2 DESIGN STREETS ACCORDING TO THEIR PERSONALITIES

Pursue the conversion of one-way streets to two-way	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pilot Shared Streets Downtown	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Develop conceptual designs for street enhancements in South Downtown	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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

Create a Downtown Transportation Demand Management (TDM) Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Improve transit service and experience Downtown	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Fill the gaps in the region's bicycle network	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Create new streets and target improvements to key intersections	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

6.4 MONITOR AND EVALUATE TRANSPORTATION PROJECTS

Maintain a comprehensive project list	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Use this plan's criteria to evaluate current and future transportation investments	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

6.1 Manage Downtown streets, sidewalks, and parking for success

Continue to improve event management

CAP/ADID managed the development of a Special Events Playbook, which is being used to manage special event traffic. Through this collaborative effort, ongoing permitting and operations committees were established to plan and coordinate high attendance special events Downtown. The committees facilitate collaboration among partner organizations and efficient utilization of organizational resources. A web-based format will be available to all of the Downtown community as a transportation awareness tool. Special Events Partners are also working on visualizing traffic flow related to events traffic, to further improve traffic management during special events

Play a proactive role in managing Downtown parking

The Downtown Master Plan outlines several strategies for addressing parking in Downtown that will likely take years to materialize due to their complicated nature. CAP/ADID are in ongoing communications with the City of Atlanta about these strategies and plan to advance a conversation around a parking tax in 2020. The City of Atlanta is receiving technical support through the American Cities Climate Challenge.

Through the American Cities Climate Challenge, CAP/ADID staff participated in a ULI mini technical assistance panel (mTAP) on parking policy in the City of Atlanta. The TAP recommended employer-based TDM policies, tax credits, zoning code amendments, and organizational structures for curbside management. CAP/ADID staff intends to advance some of these recommendations alongside City of Atlanta staff.

Improve curbside management

Thanks to grant funding from the Atlanta Regional Commission and in partnership with Midtown Alliance, CAP/ADID is gearing up to release a Request for Proposals seeking consultant support to create a curbside management strategy. The curbside management strategy aims to develop a suite of solutions aimed at managing the many competing priorities in Downtown's valuable curb space.

6.2 Design streets according to their personalities

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

The priority street to be advanced is Baker Street. ADID advanced a traffic analysis and conceptual design process with the corridor stakeholders to restore Baker Street to two-way operations between Piedmont Avenue and Centennial Olympic Park Drive. Atlanta City Council legislation to pursue the change was supported by Council but was not approved by the Mayor. Additional Downtown street network modeling analysis and advocacy work continues to seek support from the City of Atlanta in order to advance the project into detailed design phases of work and ultimately to construction.

To further advance this work, CAP/ADID commissioned the development of an area-specific transportation model. Once completed, the model will enable CAP/ADID staff to make data-based decisions about street configurations and to better communicate the value of two-way streets.

Pilot Shared Streets Downtown

CAP/ADID has been working with Newport RE US to redesign Broad Street SW as a shared street. Building on the South Downtown Street Concept Plan adopted by Atlanta City Council, work is underway by the Atlanta City Studio - that recently relocated to Broad Street SW - to both identify a design strategy and a policy approach to permanent change the orientation and character of the street.

The City of Atlanta Department of City Planning is advancing a design process for the transformation of Peachtree Street between North Avenue and Marietta Street into a shared street – officially described as concepts that de-emphasize the use of automobiles, improve safety, mobility, and access for all roadway users. The Peachtree Corridor Concept Summary, which is expected to be delivered in 2020, will document the goals for the project; a proposed concept, activation and programming strategy and implementation plan; as well as a draft GDOT Concept Report to facilitate funding for the identified changes.

Additional progress to date

ADID continues to partner with Newport RE US on design and engineering work to implement the adopted 2017 South Downtown Street Concept Plan. Efforts to illustrate the potential for and impact of more walkable, bikeable and beautiful streets in South Downtown will focus on short term actions to effect change, as well as funding applications to support full-scale transformation. To that end, on-street parking spaces will be added to Peachtree Street SW between Alabama and M. L. King, Jr. Drive early in 2020 and an application for funding from the Atlanta Regional Commission Livable Communities Initiative (ARC LCI) has been submitted for a \$3.5 million investment in Peachtree Street SW between Alabama Street and Trinity Avenue.

6.3 Shift how people commute and travel in, out and through Downtown

Create a Downtown Transportation Demand Management (TDM) Program

Since the Master Plan adoption and with support from the Atlanta Regional Commission Livable Center Initiative (ARC LCI) program, ADID lead a study to identify policies which can bolster and strengthen current TDM initiatives. The study recommended a handful of important policies including managing parking; requiring and incentivizing employers to support employees' use of alternate modes of transportation; enhancing communications to commuters; creating a TDM program for the City of Atlanta employees.

To advance these identified priorities, ADID is now spearheading a collaborative effort to create a strategic communications plan to support the implementation of the TDM Strategy. The plan will deliver key messaging that communicate the need for transportation policies among key policy decision-makers that optimize our current alternative transportation infrastructure.

A stakeholder committee is advancing zoning code changes in Downtown, Midtown, and Buckhead to improve TDM in the development process.

Improve transit service and experience Downtown

CAP/ADID continues to engage MARTA and the City of Atlanta in conversations regarding improvements to MARTA assets that can be made with More MARTA and Renew Atlanta funding

The MARTA Board of Directors recently adopted the Locally Preferred Alternative for the planned Summerhill Bus Rapid Transit (BRT) service that would connect the Summerhill community to both the Atlanta Beltline and Downtown Atlanta.

CAP/ADID hosted a stakeholder meeting with South Downtown developers, the City of Atlanta, and MARTA to discuss planned improvements at the Five Points MARTA station through the More MARTA program. MARTA is currently under contract with a firm to develop a conceptual design and feasibility analysis of Five Points Station over the next twelve months. CAP/ADID continues to serve on the stakeholder committee for the effort. MARTA intends to transform the station by the end of 2025.

CAP/ADID has applied for funds through the Atlanta Regional Commission's Transportation Improvement Program (TIP) to develop a scoping study for an off-street bus facility at Civic Center MARTA station. The potential location for the facility (between W. Peachtree Street and Ted Turner Drive, immediately south of the Connector) was identified through preliminary work on The Stitch. The transit center would address the chaos and congestion caused by regional transit operators and intercity bus operators currently staging and loading and unloading along West Peachtree Street and Ted Turner Drive and improve the rider experience and ease transfers between bus and rail.

Fill the gaps in the region's bicycle network

The Georgia World Congress Center (GWCC), the PATH Foundation and the City of Atlanta collaborated on a project connecting the Luckie St PATH to the Portman PATH by way of a separated bike facility on Baker St and Centennial Olympic Park Dr. This project was constructed in tandem with the renovation project at Centennial Olympic Park and was opened in December 2018.

CAP/ADID is working with the City of Atlanta to advance the Mayor's Action Plan for Safer Streets. Courtland Street, Piedmont Avenue, and Pryor Street have all been identified for future bicycle facilities.

Create new streets and target improvements to key intersections

Atlanta City Council District 2 Councilmember Amir Farokhi has consolidated unspent Downtown Renew and TSPLOST funding allocations totaling \$918,000 and dedicated them to supporting pedestrian transportation infrastructure in Downtown. Councilman Farokhi is lead a Participatory Budgeting initiative to decide how to spend the funds. CAP/ADID is partnering in the outreach and communication process and

will provide “matching” funds targeted toward project soft costs to ensure a feasible and impactful project implementation.

6.4 Monitor and evaluate transportation projects

Maintain a comprehensive project list

CAP/ADID has been developing an online map to comprehensively track transportation investments Downtown. The map is expected be live by the end of 2019 and will provide better accessibility for the list of projects.