

IMPLEMENTATION MATRIX

The Implementation Matrix summarizes necessary actions and potential funding sources for each recommendation. Agencies and organizations that should be responsible for leading implementation are also identified. The digital version of the matrix is intended to be a live tool, used and edited in real time, to track progress and changes in the implementation landscape, from new partners and funding sources to shifting priorities and new opportunities.

The Five-Year Action Plan under separate cover provides a more detailed overview of early-action transportation strategies proposed in the Downtown Transportation Plan as well as the ten “Jumpstart” strategies summarized

above, which highlight immediate priority projects of the overall *Downtown Atlanta Master Plan*. The Five-Year Action Plan distills the work plan for the planning partners for the next five years.

With the plan now complete, our collective efforts at the Downtown Atlanta community must shift – embracing this new action-oriented plan and working with it, actively, to create change.

THANK YOU, again, to the thousands of Downtown champions who helped shape the *Downtown Atlanta Master Plan*. Now it's time to get to work making Downtown the best downtown it can be!

I MAINTAIN FOCUS ON QUALITY OF LIFE ISSUES TO HUMANIZE DOWNTOWN

I.1 CONTINUE TO KEEP DOWNTOWN CLEAN AND SAFE

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Target street lighting improvements to support street life	planning, fundraising, installation	<3 years	City of Atlanta, ADID	CAP/ADID and City of Atlanta	Institutions
	Encourage building owners to install façade lighting	coordination, design assistance, policy change	<3 years	Property owners, ADID, philanthropy	CAP/ADID	APD, property owners, City of Atlanta
	Install functional and artful lighting to brighten the underpasses	planning, fundraising, design, installation	< 6 years	Philanthropy, City of Atlanta	CAP/ADID	GDOT, City of Atlanta, Georgia State University, Sweet Auburn, Edgewood Avenue businesses
	Work with surrounding commercial areas within Downtown to consider expansion of the ADID	coordination	ongoing	--	CAP/ADID	Property and business owners, institutions, ADNA, Castleberry Hill, Old Fourth Ward, Sweet Auburn, Grant Park
	Execute community-informed event management	coordination, policy change	< 3 years	--	Edgewood Avenue businesses	CAP/ADID, APD, City of Atlanta
	Use zero waste events to reduce trash and change habits Downtown	planning, marketing	<3 years	City of Atlanta, ADID, private dollars	CAP/ADID	local institutions, City of Atlanta, Keep Atlanta Beautiful, ABBC, neighborhood associations
	Launch a Best Block contest	planning, marketing	<3 years	private donations, City of Atlanta	Center for Civic Innovation (tentative)	CAP/ADID, neighborhood associations, property owners

I MAINTAIN FOCUS ON QUALITY OF LIFE ISSUES TO HUMANIZE DOWNTOWN

I.2 SUPPORT EFFORTS TO ADDRESS HOMELESSNESS DOWNTOWN

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Support the Continuum of Care’s efforts to integrate services and reduce homelessness	coordination, advocacy, policy change	<3 years	--	Continuum of Care	City of Atlanta, CAP/ADID, service providers
	Create a regular blog series featuring stories of people experiencing homelessness	advocacy, marketing, education	<3 years	Philanthropy, ADID	Continuum of Care	The River ATL, service providers, CAP/ADID
	Build public spaces that are hospitable to all	design assistance, fundraising, installation	<6 years	City of Atlanta, philanthropy, private dollars	City of Atlanta	CAP/ADID,APD
	Continue efforts that puts people transitioning out of homelessness to work Downtown	planning, fundraising, training	<6 years	Philanthropy, ADID	Continuum of Care	CAP/ADID, First Step Staffing, service providers

2 UNCOVER, CELEBRATE AND PRESERVE DOWNTOWN'S HERITAGE TO ENSURE THAT NEW GROWTH DOES NOT OVERWRITE OUR HISTORY

2.1 CONNECT THE DOTS OF DOWNTOWN'S UNIQUE AMENITIES

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Enhance and expand the wayfinding system	coordination, design, installation	<3 years	ATL Arts & Entertainment District, ADID, philanthropy, private donations	CAP/ADID	City of Atlanta, property owners, Downtown destinations, Centennial Park District
	Integrate public art to highlight hidden and smaller spaces	coordination, design, installation	ongoing	ArtPlace, philanthropy, City of Atlanta	ATL Arts & Entertainment District	C4, City of Atlanta, Eyedrum, Georgia State, Goat Farm Arts Center, MARTA, Murmur, Office of Cultural Affairs
	Create and market linear experiences Downtown	coordination, design, installation	<3 years	ACVB, hotels, Downtown destinations, sponsorship	CAP/ADID	ACVB, Atlanta Movie Tours, hotels, Downtown destination, Office of Cultural Affairs, Centennial Park District
	Develop new opportunities to interact and bring Downtown's history to life	coordination, design, marketing	<6 years	ArtPlace, philanthropy, City of Atlanta	ATL Arts & Entertainment District	City of Atlanta, Georgia State, MARTA, Office of Cultural Affairs, Atlanta History Center, Atlanta Preservation Center, Sweet Auburn Works

2 UNCOVER, CELEBRATE AND PRESERVE DOWNTOWN'S HERITAGE TO ENSURE THAT NEW GROWTH DOES NOT OVERWRITE OUR HISTORY

2.2 TELL DOWNTOWN'S OVERLOOKED AND UNTOLD STORIES

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Target public art to highlight untold stories	coordination, design, installation	<6 years	ArtPlace, philanthropy, City of Atlanta, ATL Arts & Entertainment District	ATL Arts & Entertainment District	C4, City of Atlanta, Eyedrum, Georgia State, Goat Farm Arts Center, MARTA, Murmur, Office of Cultural Affairs
	Develop a Downtown storytelling app	coordination, app design, marketing	<6 years	ArtPlace, philanthropy, City of Atlanta, sponsorship	Center for Civic Innovation (tentative)	CAP/ADID, hotels, Downtown destinations, Office of Cultural Affairs, StoryCorp, Sweet Auburn Works
	Use special events and tours	coordination, event planning, marketing	ongoing	City of Atlanta, donations, philanthropy, sponsorship	CAP/ADID	Elevate, Open House, Atlanta Preservation Center, Downtown businesses and destinations, ACVB
	Develop a crowdsourced project	coordination, marketing, curating, fundraising	<6 years	ArtPlace, philanthropy, City of Atlanta	ATL Arts & Entertainment District	CAP/ADID, Downtown stakeholders

2 UNCOVER, CELEBRATE AND PRESERVE DOWNTOWN'S HERITAGE TO ENSURE THAT NEW GROWTH DOES NOT OVERWRITE OUR HISTORY

2.3 CELEBRATE AND PRESERVE DOWNTOWN'S CREATIVITY

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Undertake a cultural plan for Downtown	coordination, planning	<3 years	City of Atlanta, ARC, philanthropy, ADID	City of Atlanta	CAP/ADID, ATL Arts & Entertainment District, arts organizations
	Activate underutilized ground floor spaces with art and active cultural or creative uses	program design, fundraising, marketing	<6 years	Invest Atlanta, developers, philanthropy	CAP/ADID	Invest Atlanta, developers, C4, City of Atlanta, Eyedrum, Georgia State, Goat Farm Arts Center, Murmur, Office of Cultural Affairs, property managers
	Market the arts with targeted programming and a guide to creative events Downtown	marketing, event planning	<3 years	City of Atlanta, donations, sponsorship, ATL Arts & Entertainment District	CAP/ADID	ACVB, Creative Loafing, Atlanta Plant/ARC, Office of Cultural Affairs
	Focus the efforts of the Atlanta Arts and Entertainment District to convene and promote arts organizations Downtown and coordinate their advocacy and investments	coordination, advocacy	<3 years	ATL Arts & Entertainment District	ATL Arts & Entertainment District	CAP/ADID, C4, City of Atlanta, Eyedrum, Georgia State, Goat Farm Arts Center, Murmur, Office of Cultural Affairs, ARC

2 UNCOVER, CELEBRATE AND PRESERVE DOWNTOWN'S HERITAGE TO ENSURE THAT NEW GROWTH DOES NOT OVERWRITE OUR HISTORY

2.4 PRESERVE DOWNTOWN'S BUILT HERITAGE

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Complete a survey of all existing buildings, streets, and infrastructure - Downtown to identify what is eligible for Landmark status or other designations	surveying	<3 years	City of Atlanta, State of Georgia	City of Atlanta	CAP/ADID, Atlanta Preservation Center, Georgia Historic Preservation Division
	Work with the City to enact a temporary moratorium or evaluation period for demolitions Downtown	policy	<3 years	--	City of Atlanta	CAP/ADID
	Maintain a list of older structures or blocks under threat of redevelopment and demolition	data tracking, marketing	<3 years	--	Center for Civic Innovation	CAP/ADID, City of Atlanta, Atlanta Preservation Center, Georgia Historic Preservation Division
	Establish a diverse Downtown preservation task force	coordination, advocacy	<3 years	--	Center for Civic Innovation	CAP/ADID, City of Atlanta, Atlanta Preservation Center, Georgia Historic Preservation Division

3 GROW DOWNTOWN NEIGHBORHOODS TAILORED TO MEET THE NEEDS OF ALL RESIDENTS

3.1 REINFORCE THE UNIQUE CHARACTER OF EACH DOWNTOWN NEIGHBORHOOD

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	CASTLEBERRY HILL Better connections to Downtown including reopening the Nelson Street Bridge, wider sidewalks, more open space, and outdoor seating, better pedestrian safety	coordination, advocacy, fundraising, design, implementation	TBD with each community organization and their partners	varies based on specific improvement	Castleberry Hill Neighborhood Association	City of Atlanta District 3 office, CAP/ADID, developers, stadium, GDOT, NPUI neighborhoods
	CENTENNIAL OLYMPIC PARK Improve streets and add more retail and activities, add new housing, “focus on residents” but don’t forget about the tourists	coordination, advocacy, fundraising, design, implementation	TBD with each community organization and their partners	varies based on specific improvement	ADNA with Centennial Park District	CAP/ADID, City of Atlanta, ACVB, hotels, GWCC, Downtown attractions
	CENTENNIAL PLACE Improve perceptions of public safety, address local homelessness, add more retail options for residents, retain affordable housing	coordination, advocacy, fundraising, design, implementation	TBD with each community organization and their partners	varies based on specific improvement	AHA	ADNA, Georgia Tech, GWCC, City of Atlanta, Continuum of Care, Marietta Street Artery Association, property owners
	SOUTH OF NORTH (SoNo) Continue to strengthen connections between Downtown and Midtown by advancing the Stitch vision plan and repurposing the beautiful building at Peachtree and Pine, formerly a shelter, with a new mix of active and cultural uses, Integrate new park space and improve stormwater management, Encourage infill development to better connect west to east, Redevelop the Atlanta Civic Center	coordination, advocacy, fundraising, design, implementation	TBD with each community organization and their partners	varies based on specific improvement	Fourth Ward West	ADNA, CAP/ADID, Midtown Alliance, MARTA, Emory Hospital, City of Atlanta, St. Luke’s Episcopal Church, Shakespeare Tavern, Southface, property owners

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3.1 REINFORCE THE UNIQUE CHARACTER OF EACH DOWNTOWN NEIGHBORHOOD

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	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	coordination, advocacy, fundraising, design, implementation	TBD with each community organization and their partners	varies based on specific improvement	ADNA	CAP/ADID, MARTA, Georgia State, City of Atlanta, Central Library
	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	coordination, advocacy, fundraising, design, implementation	TBD with each community organization and their partners	varies based on specific improvement	Georgia State University	ADNA, City of Atlanta, GDOT, GBA, hotels, Grady Hospital
	MEMORIAL DRIVE/GRANT PARK Encourage resident-serving retail, Improve pedestrian connections - particularly the Memorial Greenway - to other parts of Downtown and to Oakland Cemetery, both a local and regional destination, Improve pedestrian safety by slowing down traffic and creating safe connections to Downtown, Retain a mix of incomes	coordination, advocacy, fundraising, design, implementation	TBD with each community organization and their partners	varies based on specific improvement	Memorial Drive Atlanta Initiative	CAP/ADID, GDOT, Invest Atlanta, City of Atlanta, Grant Park Neighborhood Association, AHA
	OLD FOURTH WARD Maintain a mix of incomes, Add more greening including street trees, Advocate for Streetcar connections to Downtown and Midtown	coordination, advocacy, fundraising, design, implementation	TBD with each community organization and their partners	varies based on specific improvement	Fourth Ward West	City of Atlanta, CAP/ADID, Fourth Ward Neighbors, Fourth Ward Alliance, Fourth and SAND, O4WBA, Sweet Auburn Works, BeltLine, MARTA, property owners

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3.1 REINFORCE THE UNIQUE CHARACTER OF EACH DOWNTOWN NEIGHBORHOOD

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	<p>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</p>	coordination, advocacy, fundraising, design, implementation	TBD with each community organization and their partners	varies based on specific improvement	Center for Civic Innovation	CAP/ADID, City of Atlanta, arts organizations, ADNA, federal government, county government, property owners
	<p>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</p>	coordination, advocacy, fundraising, design, implementation	TBD with each community organization and their partners	varies based on specific improvement	Sweet Auburn Works	HDDC, CAP/ADID, Edgewood Avenue businesses, OFWBA, City of Atlanta, Fourth and SAND, Fourth Ward Neighbors, Fourth Ward Alliance, Georgia State

3 GROW DOWNTOWN NEIGHBORHOODS TAILORED TO MEET THE NEEDS OF ALL RESIDENTS

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

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Unlock development sites by pushing forward with a district parking approach	advocacy, policy, land assembly, redevelopment	<6 years	City of Atlanta, ARC, Invest Atlanta	CAP/ADID	City of Atlanta, Invest Atlanta property owners, parking operators, lenders, developers
	Encourage micro-units & townhomes for both rental and homeownership	education	<3 years	CAP/ADID	CAP/ADID	City of Atlanta, Center for Civic Innovation, universities, realtors, AHA, developers
	Explore employee assisted housing options	advocacy, coordination, program design	<6 years	major employers, institutions, ARC	CAP/ADID	major employers, institutions, ARC, Invest Atlanta
	Evaluate and increase awareness about existing incentives for historic preservation	advocacy, coordination, education	<3 years	--	Atlanta Preservation Center	CAP/ADID, City of Atlanta, Atlanta Preservation Center, Georgia Historic Preservation Division
	Continue to expand student housing Downtown	coordination, development	ongoing	universities, private equity	Georgia State	nearby universities, City of Atlanta, CAP/ADID, developers

3 GROW DOWNTOWN NEIGHBORHOODS TAILORED TO MEET THE NEEDS OF ALL RESIDENTS

3.3 RE-IMAGINE CRITICAL SITES

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Atlanta Civic Center	coordination, design, engagement, development	<3 years	City of Atlanta, Invest Atlanta	City of Atlanta	CAP/ADID, Fourth Ward West, Fourth Ward Alliance, developers, Southface
	The Stitch	feasibility, engineering, design, development	<10 years	City of Atlanta, GDOT, MARTA, philanthropy, private equity	CAP/ADID	City of Atlanta, GDOT, MARTA, Fourth Ward West, ADNA, developers, property owners, St. Luke's, Emory Hospital, federal government
	The Railroad Gulch	design and planning, land acquisition, engagement, development	<10 years	private equity, City of Atlanta	Developers	CAP/ADID, City of Atlanta, ADNA, Philips Arena, GWCCA, federal government
	Underground Atlanta	design and planning, engagement, development	<6 years	private equity, City of Atlanta, Invest Atlanta	Developers	CAP/ADID, City of Atlanta, Center for Civic Innovation, ADNA

3 GROW DOWNTOWN NEIGHBORHOODS TAILORED TO MEET THE NEEDS OF ALL RESIDENTS

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

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Establish a goal that 20% of housing Downtown will be affordable for a range of low-income households	advocacy, policy	<3 years	--	City of Atlanta	CAP/ADID, AHA, Invest Atlanta, developers
	Ensure protection of existing income-restricted units	fundraising	ongoing	LIHTC, Invest Atlanta	City of Atlanta	CAP/ADID, AHA, developers, Georgia Department of Community Affairs, Invest Atlanta, Federal Home Loan Bank of Atlanta, Enterprise Community Partners
	Target rehabilitation work to protect low-to-moderate income homeowners in Downtown and adjacent neighborhoods	marketing, enrollment, rehabilitation	<6 years	City of Atlanta, Invest Atlanta	City of Atlanta	CAP/ADID, Invest Atlanta, NPU, Enterprise Community Partners
	Help to educate landlords about the Housing Choice Voucher Program	education, coordination	<3 years		AHA	City of Atlanta, CAP/ADID, landlords
	Create housing opportunities for the “missing middle,” in terms of household income	coordination, advocacy, land assembly	<6 years		City of Atlanta	CAP/ADID, developers, Invest Atlanta
	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	coordination	<3 years	philanthropy	Representatives from public, private, and philanthropic sectors	Invest Atlanta, AHA, CAP/ADID, ULI Atlanta, Foundations, Metro Atlanta Chamber, developers, lenders
	Seek to create a Downtown housing fund dedicated to assisting in the creation of affordable housing	fundraising, program design	<6 years	Invest Atlanta, philanthropy, major employers	CAP/ADID	City of Atlanta, AHA, Georgia Department of Community Affairs, Invest Atlanta, Enterprise Community Partners

3 GROW DOWNTOWN NEIGHBORHOODS TAILORED TO MEET THE NEEDS OF ALL RESIDENTS

3.5 STRENGTHEN RESIDENT TIES DOWNTOWN

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Form a Downtown Resident Council	coordination	<3 years	--	CAP/ADID	Center for Civic Innovation, neighborhood organizations, local Council representatives
	Create an online “front door” for Downtown neighborhoods	data collection, marketing, web design	<3 years	private donations, sponsorship, City of Atlanta, CAP/ADID	Downtown Residents Council	CAP/ADID, neighborhood organizations, property managers, HOAs
	Develop a “Meet Your Neighbors block party” series in residential neighborhoods	event planning, marketing	<3 years	philanthropy, sponsorship, City of Atlanta, neighborhood organizations	Downtown Residents Council	neighborhood organizations, local Council representatives
	Consider a Downtown neighborhood challenge	fundraising, program design	<6 years	philanthropy, major businesses and institutions	CAP/ADID	neighborhood organizations, local Council representatives

3 GROW DOWNTOWN NEIGHBORHOODS TAILORED TO MEET THE NEEDS OF ALL RESIDENTS

3.6 MARKET DOWNTOWN LIVING AND PROMOTE A FAMILY-FRIENDLY DOWNTOWN

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Market the experience of living Downtown with stories from residents	marketing	<3 years	CAP/ADID, philanthropy	CAP/ADID	Downtown Marketing Roundtable members
	Continue to bring key stakeholders Downtown together to coordinate on marketing initiatives	coordination	<3 years	--	CAP/ADID	Downtown Marketing Roundtable members
	Expand youth programming and promote Downtown for families	marketing, programming	<3 years	CAP/ADID, philanthropy	CAP/ADID	Downtown Marketing Roundtable members, APS
	Design open spaces with adventure in mind	design, programming	<3 years	City of Atlanta, CAP/ADID, philanthropy	City of Atlanta	CAP/ADID, local destinations, sports franchises, local schools
	Create a Centennial Olympic Park circuit	coordination, design, installation	<3 years	City of Atlanta, Downtown destinations, State of Georgia	Centennial Park District	COP, City of Atlanta, World of Coca-Cola, Georgia Aquarium, Center for Civil and Human Rights, College Football Hall of Fame, the Skyview Atlanta ferris wheel, CNN tours, sports franchises

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

4.1 HELP TO GROW NEW BUSINESSES AND TALENT DOWNTOWN

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Create strategic partnerships with local universities and hospitals to expand their involvement Downtown and further support the needs of Downtown residents and businesses	coordination, planning, marketing	<6 years	universities, Invest Atlanta, corporate sponsorship	Universities	CAP/ADID, City of Atlanta, hospitals, Invest Atlanta, SBDC
	Network Downtown start-ups and small businesses	coordination, event planning	<3 years	City of Atlanta, CAP/ADID, co-working spaces, Georgia Small Business Development Center	CAP/ADID	co-working spaces, City of Atlanta, Georgia Small Business Development Center, Invest Atlanta
	Expand active engagement programs with universities	coordination, marketing, program management	<6 years	universities, local employers	Universities	CAP/ADID, Downtown employers
	Establish a shared commercial kitchen / food incubator Downtown	fundraising, site assembly, design and implementation	<6 years	Invest Atlanta	Invest Atlanta	CAP/ADID, local restaurateurs, Curb Market
	Build upon the growing television and film industry	coordination	<3 years	State of Georgia, City of Atlanta	Georgia Film Academy	CAP/ADID, City of Atlanta, local theaters and production houses

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

4.2 ACTIVATE THE GROUND FLOORS

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Focus retail growth Downtown	policy, planning	<3 years	--	CAP/ADID	City of Atlanta, Invest Atlanta, developers and property managers
	Encourage alternative ground floor uses	coordination	<3 years	--	CAP/ADID	City of Atlanta, Invest Atlanta
	Provide ground floor activation support services and incentives	program design, fundraising, marketing	<6 years	Invest Atlanta, developers	CAP/ADID	Invest Atlanta, developers
	Help to match potential tenants to available ground floor space	marketing, tenant recruitment and placement	<6 years	Invest Atlanta, developers, Georgia Small Business Development Center	CAP/ADID	Invest Atlanta, developers, property owners, SBDC
	Provide coordinated marketing for small retailers	coordination, marketing	<6 years	Invest Atlanta, CAP/ADID, Georgia Small Business Development Center	CAP/ADID	retailers, Georgia Small Business Development Center
	Work with the City of Atlanta to ease the process for getting permits to start a business	coordination, policy	<3 years	--	City of Atlanta	Invest Atlanta, Georgia Small Business Development Center
	Tweak the codes	policy	<3 years	--	City of Atlanta	CAP/ADID

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

4.3 PROTECT SPACE FOR MAKING THINGS DOWNTOWN

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Upgrade Whitehall Street for a mix of manufacturing and light industrial space	planning, policy, land assembly, redevelopment	<10 years	Invest Atlanta, private equity	City of Atlanta	CAP/ADID, Invest Atlanta, property owners, developers, CHNA

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

4.4 ENCOURAGE EMPLOYEES TO STAY A WHILE

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Work to undertake and promote a range of night events to keep employees in Atlanta a little longer	coordination, event planning, marketing	<3 years	Downtown businesses, employers	Downtown Residents Council	CAP/ADID, businesses
	Launch a Downtown social club	coordination, event planning, marketing	<3 years	Downtown businesses, employers	Downtown Residents Council	CAP/ADID, businesses
	Consider discount deals for local businesses	coordination, program design, marketing	<3 years	Downtown businesses, CAP/ADID, employers	CAP/ADID	businesses, Downtown Residents Council
	Create a Downtown 101 program	coordination, marketing	<3 years	Downtown businesses, CAP/ADID, employers	CAP/ADID	businesses, Downtown Residents Council

5 CREATE A VIBRANT AND ACTIVE URBAN FOREST TO IMPROVE AIR AND WATER QUALITY, CREATE SHADE, IMPROVE HEALTH AND ADD PARKS SPACE DOWNTOWN

5.1 BOOST THE TREE CANOPY

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Increase Downtown's tree canopy by planting 10,000 trees	planning, fundraising, education, planting, maintenance	<10 years	City of Atlanta, private donations, institutions, property owners, Canopy Coalition partners	Trees Atlanta	CAP/ADID, City of Atlanta, property owners, institutions, Canopy Coalition partners
	Support a diverse and healthy urban canopy	planning, fundraising, education, planting, maintenance	<6 years	--	Trees Atlanta	CAP/ADID, City of Atlanta, property owners, institutions, Canopy Coalition partners
	Plant fruit-producing trees where possible	planning, fundraising, education, planting, maintenance	<6 years	City of Atlanta, private donations, institutions, property owners, Canopy Coalition partners	Trees Atlanta	CAP/ADID, City of Atlanta, property owners, institutions, Canopy Coalition partners

5.2 INTEGRATE GREEN INFRASTRUCTURE

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Introduce plantings and active landscapes that manage stormwater through Downtown	planning, fundraising, policy, installation	<6 years	City of Atlanta, Stormwater Utility fee, Canopy Coalition partners	Office of Watershed Protection	CAP/ADID, Office of Resilience, property owners, Trees Atlanta, Green Building Alliance, Canopy Coalition partners
	Encourage Green Infrastructure solutions of different types and scales	planning, design, installation	< 6 years	City of Atlanta, Stormwater Utility fee, Canopy Coalition partners	Office of Watershed Protection	CAP/ADID, Office of Resilience, property owners, Trees Atlanta, Green Building Alliance, Canopy Coalition partners

5 CREATE A VIBRANT AND ACTIVE URBAN FOREST TO IMPROVE AIR AND WATER QUALITY, CREATE SHADE, IMPROVE HEALTH AND ADD PARKS SPACE DOWNTOWN

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

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	SMALL: Decatur Street - Georgia State	coordination, design, construction	<3	Georgia State, City of Atlanta, CAP/ADID	Georgia State Univ	City of Atlanta Public Works and Planning, CAP/ADID
	MEDIUM: Central Library Entrance / Peachtree Center MARTA Station / Georgia-Pacific Plaza / Margaret Mitchell Square	coordination, design, construction	<6	City of Atlanta, MARTA	CAP/ADID	MARTA, Atlanta-Fulton library system, Friends of The Library, CAP/ADID, property owners
	LARGE: Georgia Plaza Park and Talmadge Square	coordination, design, construction	<6	City of Atlanta, State of Georgia	City of Atlanta	GBA, County, CAP/ADID
	Work with property owners to help upgrade blah-zas on private property	coordination, design, construction	<3	CAP/ADID, private property owners	CAP/ADID	property owners

5.4 INTEGRATE PLAY AND ACTIVE GREEN SPACES AT MARTA STATIONS

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Garnett station	coordination, design, construction	<10	City of Atlanta, MARTA	MARTA	CAP/ADID, developers, City of Atlanta
	Five Points station	coordination, design, construction	<6	City of Atlanta, MARTA	MARTA	CAP/ADID, developers, City of Atlanta
	Peachtree Center station	coordination, design, construction	<6	City of Atlanta, MARTA	MARTA	CAP/ADID, City of Atlanta, Peachtree Center

5 CREATE A VIBRANT AND ACTIVE URBAN FOREST TO IMPROVE AIR AND WATER QUALITY, CREATE SHADE, IMPROVE HEALTH AND ADD PARKS SPACE DOWNTOWN

5.5 CREATE GREEN GATEWAYS

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	AUBURN and EDGEWOOD AVENUES	planning, coordination, design, construction	<6 years	City of Atlanta, GDOT,ARC	CAP/ADID	Sweet Auburn Works, O4WBA, Edgewood businesses, City of Atlanta, GDOT
	WEST SIDE	planning, coordination, design, construction	<3	City of Atlanta, GDOT,ARC	City of Atlanta	CAP/ADID, GDOT, Trees Atlanta, Office of Watershed Protection, Canopy Coalition partners, GWCCA, Mercedes-Benz Stadium/ Falcons
	I-75/85 CONNECTOR	planning, coordination, design, construction	<10	City of Atlanta, GDOT,ARC	City of Atlanta	GDOT, Atlanta Bicycle Coalition, CAP/ADID, Trees Atlanta
	INTERNATIONAL BOULEVARD	coordination	<6	City of Atlanta, GDOT,ARC	City of Atlanta	CAP/ADID, GDOT, Trees Atlanta, hotels
	CENTRAL AVENUE	planning, coordination, design, construction	<6	City of Atlanta, GDOT,ARC	City of Atlanta	CAP/ADID, GDOT, Trees Atlanta, State, County
	MEMORIAL DRIVE GREENWAY	planning, coordination, design, construction, site control	ongoing	City of Atlanta, GDOT,ARC	CAP/ADID	City of Atlanta, GDOT, Trees Atlanta, State, County

5.6 INCREASE LINEAR CONNECTIVITY TO CREATE GREEN RIBBONS AROUND THE CITY

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Upgrade the highways as Downtown's Green Ribbons	planning, advocacy, fundraising	<10 years	GDOT, City of Atlanta	CAP/ADID	City of Atlanta, GDOT, Midtown Alliance, ARC

5 CREATE A VIBRANT AND ACTIVE URBAN FOREST TO IMPROVE AIR AND WATER QUALITY, CREATE SHADE, IMPROVE HEALTH AND ADD PARKS SPACE DOWNTOWN

5.7 INTEGRATE HEALTH INTO THE DOWNTOWN EXPERIENCE

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Develop active design city guidelines	planning, policy	< 3 year	hospitals, City of Atlanta, philanthropy	City of Atlanta	CAP/ADID, hospitals, non-profit advocates
	Partner with Grady, Emory and Mercy Health System to develop visible expressions of preventive care and healthy living	coordination, event planning, design, installation	<6 years	hospitals, City of Atlanta, philanthropy	Hospitals	Georgia State, CAP/ADID, City of Atlanta, ARCHI, ARC
	Organize Downtown health events	coordination, marketing, event planning	<3 years	hospitals, City of Atlanta, philanthropy	CAP/ADID	Georgia State, hospitals, City of Atlanta, ARCHI, ARC
	Develop “health challenges” and designated fitness routes for Downtown businesses	coordination, marketing, event planning	<3 years	hospitals, City of Atlanta, philanthropy	CAP/ADID	Georgia State, hospitals, City of Atlanta, ARCHI, ARC, Downtown businesses
	Increase access to fresh food throughout Downtown	coordination, program design, marketing	<6 years	hospitals, City of Atlanta, philanthropy	City of Atlanta	CAP/ADID, ARCHI, ARC, MARTA, Curb Market

5 CREATE A VIBRANT AND ACTIVE URBAN FOREST TO IMPROVE AIR AND WATER QUALITY, CREATE SHADE, IMPROVE HEALTH AND ADD PARKS SPACE DOWNTOWN

5.8 DEVELOP WITH A COMMITMENT TO SUSTAINABILITY

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Develop a Downtown sustainability action plan	planning, policy, coordination	< 3 years	City of Atlanta, CAP/ADID	CAP/ADID	City of Atlanta, Green Building Council
	Promote green building and sustainable development practices	policy	<3 years	--	City of Atlanta	CAP/ADID, Green Building Council, developers
	Reduce energy demand and water usage	advocacy, coordination	ongoing	--	Atlanta Better Building Challenge partners	CAP/ADID, Green Building Council, City of Atlanta, developers

6 OFFER REAL CHOICE IN TRANSPORTATION TO REDUCE TRAFFIC CONGESTION AND RELIANCE ON AUTOMOBILES AND CREATE SPACE FOR INCREASED ACTIVITY

6.1 MANAGE DOWNTOWN STREETS, SIDEWALKS, AND PARKING FOR SUCCESS

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Revisit street and sidewalk maintenance standards	coordination, policy	<3 years	City of Atlanta	City of Atlanta	CAP/ADID, GDOT
	Continue to improve event management	coordination, training	<3 years	City of Atlanta	City of Atlanta	CAP/ADID, APD, event venues
	Play a proactive role in managing Downtown parking	planning, coordination, advocacy, policy change	<6 years	City of Atlanta, parking sales tax	City of Atlanta	CAP/ADID
	Improve curbside management	planning, coordination, advocacy, policy change, enforcement	<10 years	City of Atlanta	City of Atlanta	CAP/ADID, APD

6.2 DESIGN STREETS ACCORDING TO THEIR PERSONALITIES

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Pursue the conversion of one-way streets to two-way	planning, coordination, design, construction	<6 years	City of Atlanta, GDOT, ARC	City of Atlanta	CAP/ADID, GDOT, property owners, MARTA, GRATA, Streetcar, Atlanta Bicycle Coalition, Downtown employers
	Pilot Shared Streets Downtown	planning, coordination, design, construction	<3 years	City of Atlanta, GDOT, ARC	City of Atlanta	CAP/ADID, GDOT, Newport, property owners

6 OFFER REAL CHOICE IN TRANSPORTATION TO REDUCE TRAFFIC CONGESTION AND RELIANCE ON AUTOMOBILES AND CREATE SPACE FOR INCREASED ACTIVITY

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

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Create a Downtown Transportation Demand Management (TDM) Program	planning, coordination, advocacy, policy change	<3 years or <6 years	City of Atlanta, parking sales tax, GDOT,ARC	CAP/ADID	CAP/ADID,ARC, Downtown employers, GRTA, developers
	Improve transit service and experience Downtown	planning, coordination, design, construction	<3 years	MARTA, GRTA	MARTA	CAP/ADID, GRTA, developers
	Fill the gaps in the region's bicycle network	planning, coordination, design, construction	<6 years	City of Atlanta, GDOT,ARC	City of Atlanta	CAP/ADID,Atlanta Bicycle Coalition
	Create new streets and target improvements to key intersections	planning, coordination, design, construction	<6 years	City of Atlanta, GDOT,ARC	City of Atlanta	CAP/ADID, GDOT

6.4 MONITOR AND EVALUATE TRANSPORTATION PROJECTS

Priority Project	Recommendation	What kind of action does this require?	When could this happen? (<3 years, < 6 years, < 10 years)	What are potential funding sources?	Who will lead this?	Who are the key partners?
	Maintain a comprehensive project list	administration	<3 years	--	CAP/ADID	City of Atlanta, GDOT,ARC
	Use this plan's criteria to evaluate current and future transportation investments	administration, coordination	<3 years	--	CAP/ADID	City of Atlanta, GDOT,ARC