

**DOWNTOWN**  
**ATLANTA**  
**MASTER PLAN**

# DOWNTOWN ATLANTA MASTER PLAN

## WHY NOW?

Downtown Atlanta is poised to take advantage of:

### MOMENTUM + OPPORTUNITY



**\$4 billion** of public and private investment in the past 10 years and **\$3.8 billion** currently under construction or planned to be completed before 2020.

### SIGNIFICANT NEW RESOURCES



Atlanta is investing in its infrastructure. The **Renew Atlanta Infrastructure Bond**, **MARTA Referenda** and **T-SPLOST** represent opportunities to strategically upgrade Downtown Atlanta.

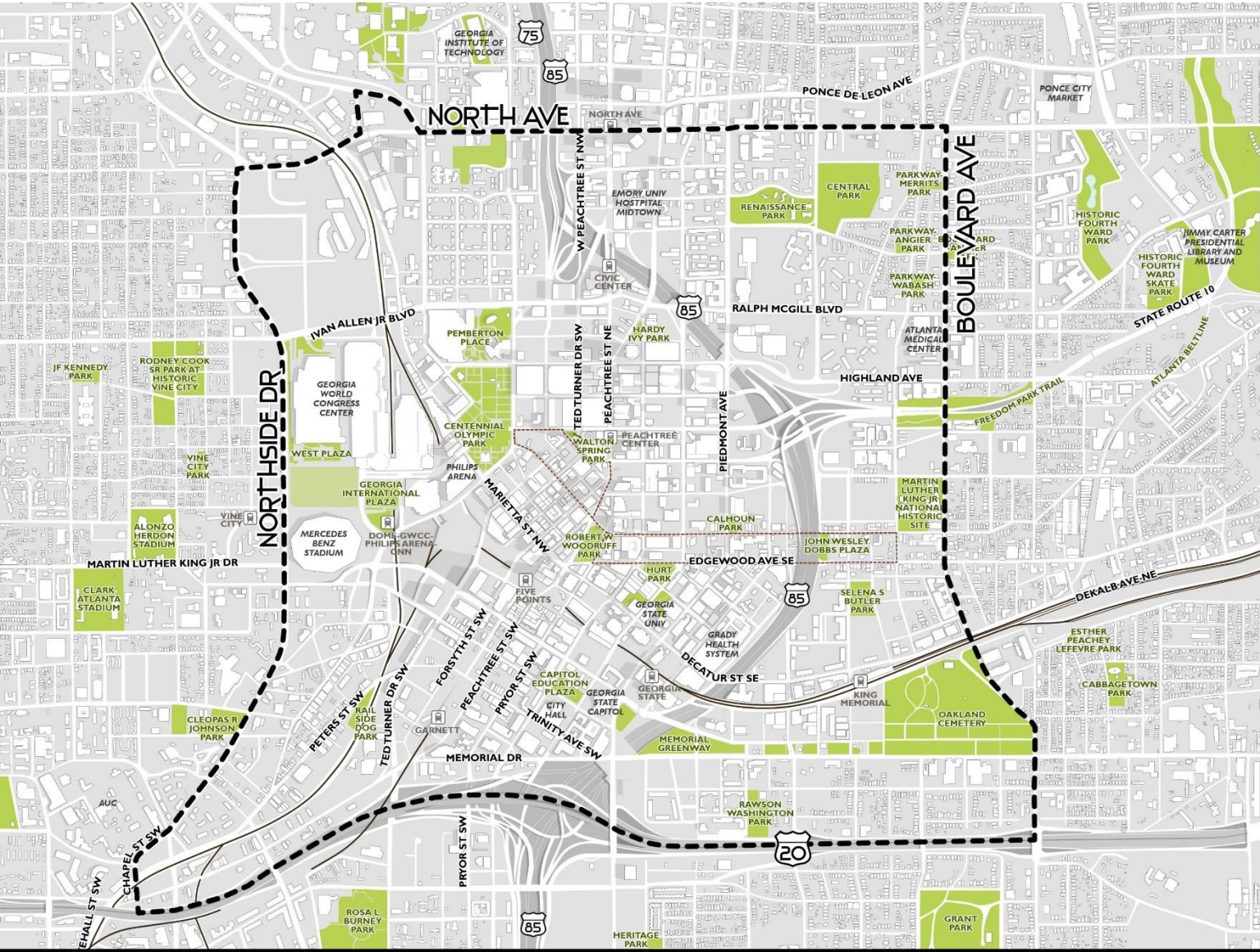
### AUTHENTIC ATLANTA



Complexity and character that only Downtown can provide - a mix of residents, entrepreneurs, students and dreamers defining what kind of **place** Downtown should be.

# “DOWNTOWN” defined here as a large, four-square mile area

It includes the traditional Downtown core and surrounding neighborhoods.



## STUDY AREA

Source: City of Atlanta, Interface Studio

-  BOUNDARY
-  OPEN SPACE
-  MARTA STATION
-  RAIL
-  STREET CAR

# THIS WAS OUR CHANCE TO ASK

WHAT KIND OF

# DOWNTOWN EXPERIENCE

DO WE WANT TO CREATE?



So how do we put together the plan? We listen.  
This is a plan built from public input.



## FACE TO FACE

**+2,090** DIFFERENT PEOPLE IN **+125** SESSIONS



## ON THE WEB

<http://www.planDowntownATL.com>

### WEB TRAFFIC

**+17,000** PAGE VISITS

**+11,800** DIFFERENT VISITORS

### ONLINE SURVEY

**2,869** RESPONDENTS

# MAIN THEMES SHARED BY THE COMMUNITY



# The Vision for Downtown

Over the next fifteen years, *Downtown Atlanta* will remain a **BUSTLING BUSINESS DISTRICT** and unique, national **DESTINATION** while shifting focus to strengthen its role as a **THRIVING, FULL-SERVICE, AND EQUITABLE NEIGHBORHOOD DESIGNED WITH PEOPLE IN MIND**. Downtown will preserve its rich history and architecture and attract new independent businesses **FULL OF LOCAL FLAVOR**. Lively, **WALKABLE AND BIKEABLE** streets coupled with a **LUSH, HEALTHY, AND HUMANIZED PUBLIC REALM** will serve as a backdrop to a friendly social life for residents, employees, and visitors who meet to enjoy all that Atlanta's **CULTURAL EPICENTER** has to offer. A range of policies and programs and new housing choices at a range of prices enable Downtown to remain **HOME** to a **DIVERSE AND INTENTIONALLY INCLUSIVE** community. Well connected by **TRANSIT AND TRAILS**, and desirable yet **AFFORDABLE** in the context of Atlanta's other growing neighborhoods, Downtown will capture a significant share of the region's projected growth, **BALANCING DEVELOPMENT WITH PRESERVATION** to remain the heart of historic Atlanta and the **HEARTBEAT OF THE CITY!**

# WHAT ARE WE SEEKING TO ACCOMPLISH

## 1 GO BIG WITH THE SMALL STUFF

to humanize Downtown

Topics include: clean and safe strategies and homelessness

- 1.1 Continue to keep Downtown clean and safe
- 1.2 Support efforts to address homelessness Downtown

## 2 UNCOVER, CELEBRATE AND PRESERVE DOWNTOWN'S HERITAGE

to ensure that new growth does not overwrite our history

Topics include: arts, culture, and preservation

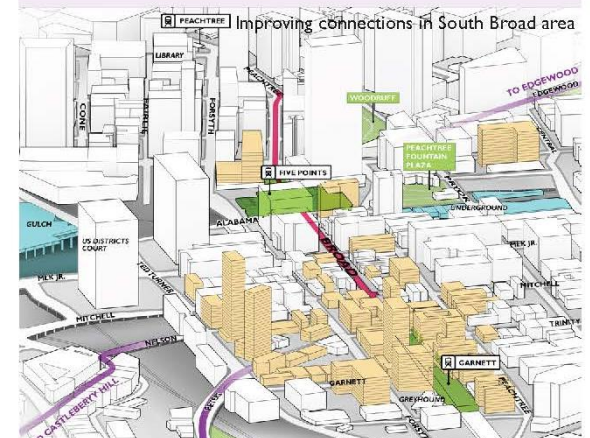
- 2.1 Connect the dots of Downtown's unique amenities
- 2.2 Tell Downtown's overlooked and untold stories
- 2.3 Celebrate and preserve Downtown's creativity
- 2.4 Preserve Downtown's built heritage

## 3 GROW DOWNTOWN NEIGHBORHOODS

tailored to meet the needs of residents

Topics include: residential and commercial development and neighborhood character, diversity, and pride

- 3.1 Reinforce the unique character of each Downtown neighborhood
- 3.2 Invest to create a connected, dense "residential backbone" in the heart of Downtown
- 3.3 Re-imagine critical sites
- 3.4 Provide housing options to retain a mix of incomes Downtown
- 3.5 Strengthen resident ties Downtown
- 3.6 Market Downtown living & promote a family-friendly Downtown





# WHAT ARE WE SEEKING TO ACCOMPLISH

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

of the region

*Topics include: retail and office redevelopment opportunities, ground floor activation, jobs, and economic development*

- 4.1 Help to grow new businesses and talent Downtown
- 4.2 Activate the ground floor
- 4.3 Protect space for making things Downtown



## 5 RESTORE THE FOREST IN THE CENTER OF THE CITY

to improve air and water quality, create shade, and add beauty Downtown

*Topics include: open space and greening, health, sustainability, and programming for all ages*

- 5.1 Boost the tree canopy
- 5.2 Integrate green infrastructure
- 5.3 Develop a program to re-design "blah-zas" as vibrant plazas
- 5.4 Integrate play and active green spaces at MARTA stations
- 5.5 Create green gateways
- 5.6 Increase linear connectivity to create green ribbons around the city
- 5.7 Integrate health into the Downtown experience
- 5.8 Develop with a commitment to sustainability

Proposed "blah-za" improvement on Decatur Street



## 6 OFFER REAL CHOICE IN TRANSPORTATION

to reduce traffic congestion and reliance on automobiles and create space for increased activity

*Topics include: street design and connectivity, a multi-modal future, and parking*

- 6.1 Manage Downtown streets, sidewalks, and parking for success
- 6.2 Design streets according to their personalities
- 6.3 Shift how people commute and travel in, out and through Downtown
- 6.4 Monitor and evaluate transportation projects

Proposed street improvement on Courtland Street



# JUMPSTART: INITIAL INVESTMENTS & ACTIONS

**01** District Parking

**02** Retain and Expand Affordable Housing

**03** Activate the Ground Floors

**04** Neighborhood Capacity Building and Engagement

**05** From One-way to Two-Way Streets

**06** Shared Streets for a Special Pedestrian Experience

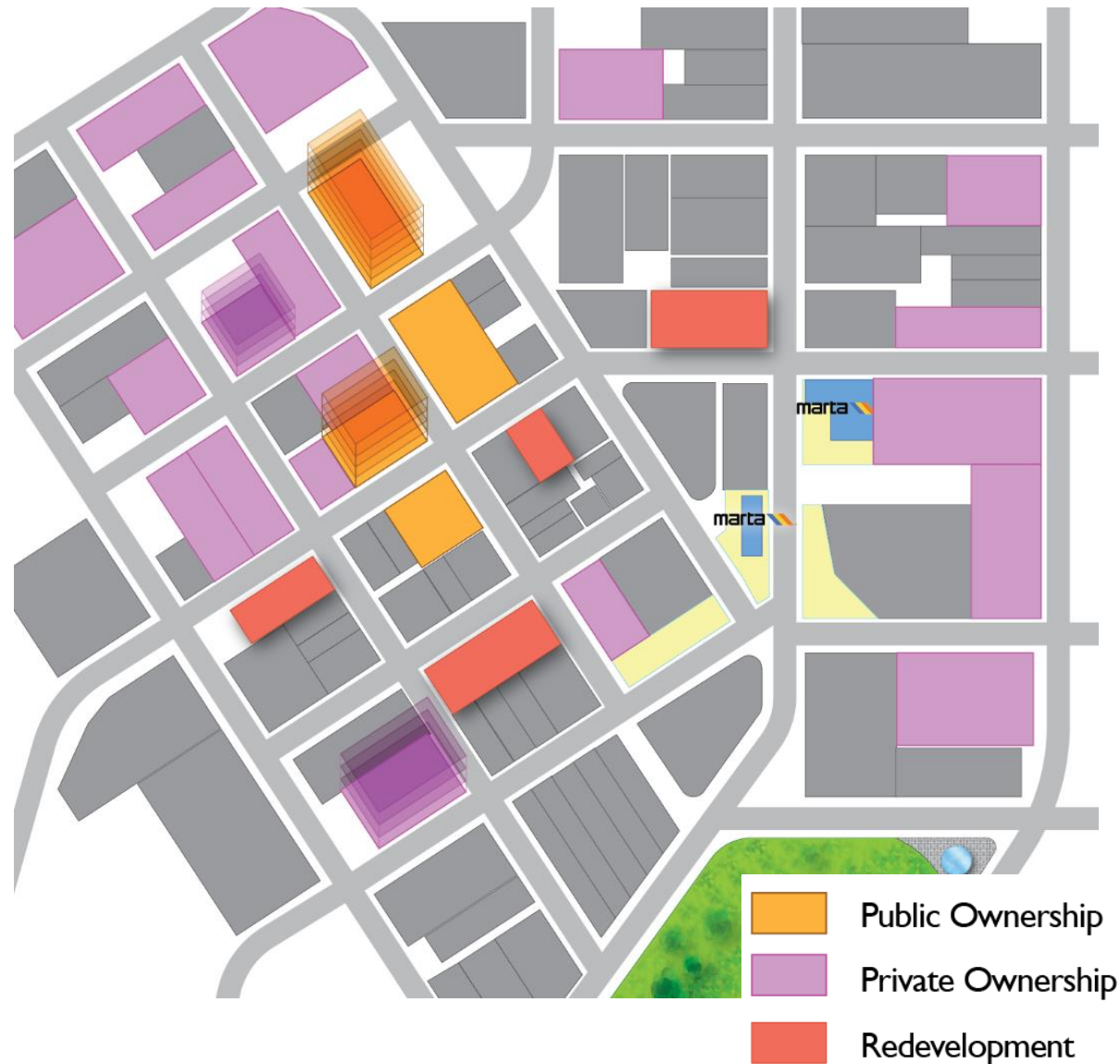
**07** Tell Downtown's Stories

**08** Integrate Green Infrastructure in Downtown Streets

**09** Plant 10,000 Trees

**10** Redesign the Blah-zas





Parking takes up space that could be used for housing. And, requiring a lot of parking pushes housing prices up. Managing parking differently is key to getting us more of what we want: more mixed-income housing Downtown.



**DOWNTOWN HAS 3,500 AFFORDABLE HOUSING UNITS**  
 = 26% OF THE TOTAL HOUSING UNITS  
 = 45% OF THESE AFFORDABLE UNITS' SUBSIDIES END BY 2030

## AFFORDABLE HOUSING

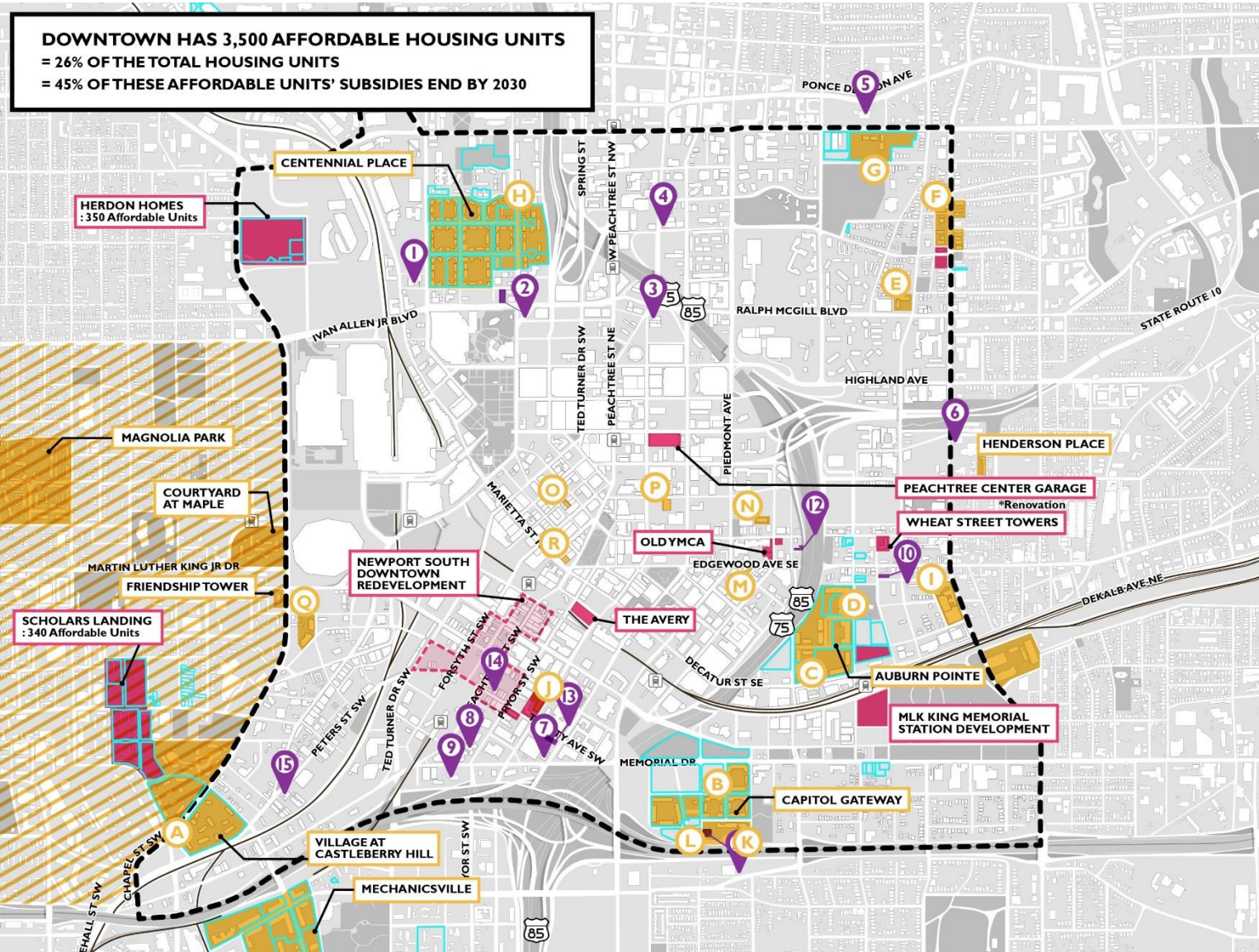
Source: Atlanta Regional Commission, Central Atlanta Progress, Atlanta Housing Authority, Partners for HOME, National Housing Preservation Database

-  UNIVERSITY CHOICE NEIGHBORHOOD
-  AHA OWNED
-  PROPOSED / UNDERWAY  
+980 units proposed
-  EXISTING

- A VILLAGE AT CASTLEBERRY HILL
- B CAPITOL GATEWAY
- C ASHLEY AUBURN POINTE
- D VERANDA AUBURN POINTE
- E MAGGIE RUSSELL TOWERS
- F BEDFORD PINES APARTMENTS
- G COSBY SPEAR MEMORIAL TOWERS
- H CENTENNIAL PLACE (TECHWOOD HOMES)
- I AUBURN GLENN APARTMENTS
- J CITY PLAZA APARTMENTS
- K COLUMBIA SENIOR RESIDENCES AT MLK VILLAGE
- L COLUMBIA TOWER AT MLK VILLAGE
- M EDGEWOOD CENTER
- N BETHEL TOWERS
- O FAIRLIE POPLAR APARTMENTS
- P FREEMAN FORD LOFTS
- Q NORTHSIDE PLAZA APARTMENTS
- R WILLIAM OLIVER BUILDING

 HOMELESS SHELTER BEDS & TRANSITIONAL HOUSING

- 1 THE SALVATION ARMY
- 2 ATLANTA MISSION
- 3 COMMONS AT IMPERIAL HOTEL
- 4 METRO ATLANTA TASK FORCE FOR THE HOMELESS
- 5 LIVING ROOM
- 6 OUR HOUSE (GENESIS HOUSE)
- 7 PROGRESSIVE HOPE HOUSE
- 8 GATEWAY CENTER
- 9 WELCOME HOUSE
- 10 O'HERN HOUSE
- 11 COLUMBIA TOWER AT MLK VILLAGE
- 12 TRINITY COMMUNITY MINISTRIES
- 13 TRINITY ASSESSMENT CENTER (ACTION)
- 14 ATLANTA RECOVERY CENTER
- 15 ATLANTA CITY RESCUE MISSION

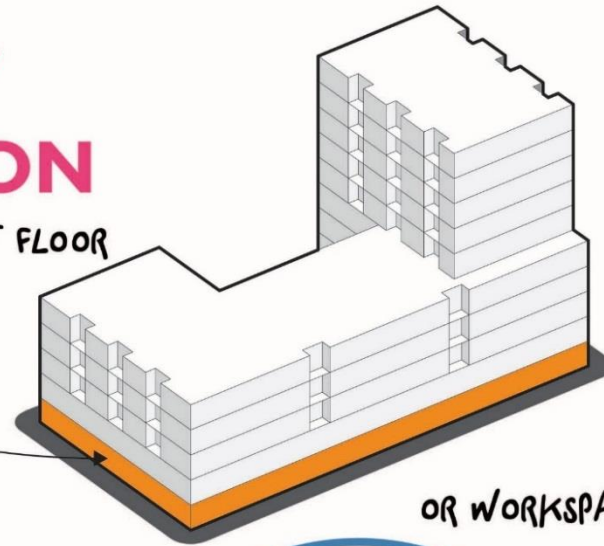


# 03 Activate the Ground Floors

Part of the opportunity to provide affordable space for new businesses is to use space that too often goes unused...or under-used. All housing developments have a first floor. We should redefine “active ground floor” to allocate space for small businesses, start ups, and artists.

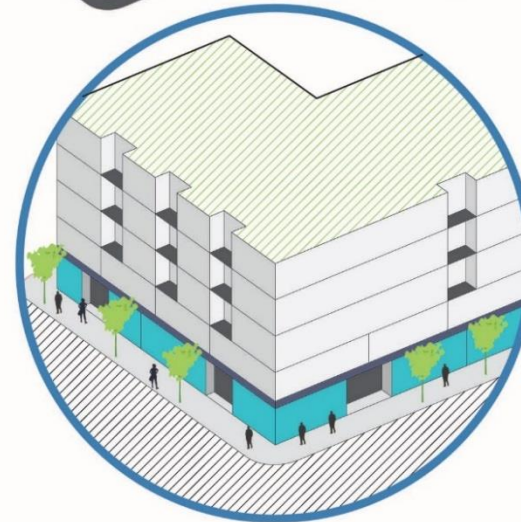
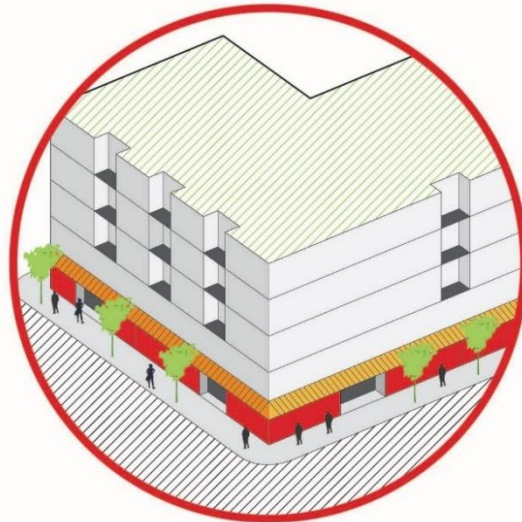
## TYPICAL NEW CONSTRUCTION

SOMETHING HAS TO GO ON THE FIRST FLOOR



SHOULD IT BE RETAIL?

OR WORKSPACE?



# 04 Neighborhood Capacity Building and Engagement

Market Downtown and strengthen resident ties within and across Downtown neighborhoods by creating materials that better promote the advantages of living Downtown and helping residents to address some of their local challenges



Example

Example

**Detroit, MI**

**Macon, GA**

**Seattle, WA**

NEIGHBORHOOD MATCHING FUND

**COME TO OUR MATCHING FUND WORKSHOP**

- Get an overview of the Small and Simple Projects Fund.
- Learn how to get up to \$25,000 for a community project.
- Understand the application process.

**APPLICATION DEADLINE IS OCTOBER 5**

**Thursday, October 26**  
 10:00 AM - 12:00 PM  
 14th Street Community Center  
 1400 14th Avenue  
 Seattle, WA 98101

**Thursday, October 26**  
 1:00 PM - 4:00 PM  
 14th Street Community Center  
 1400 14th Avenue  
 Seattle, WA 98101

Questions? E-mail us at [R.M.Peters@seattle.gov](mailto:R.M.Peters@seattle.gov) or call 206-253-4290.

Photo courtesy of [www.seattle.gov](http://www.seattle.gov)

**NEIGHBORHOOD MATCHING FUND**



# 05 From One-way to Two-Way Streets

Here is an example. MLK Drive is a WIDE one-way street that could better serve Downtown businesses and destinations as a two-way, green corridor. The top image is today, the bottom is just an idea for what could be.

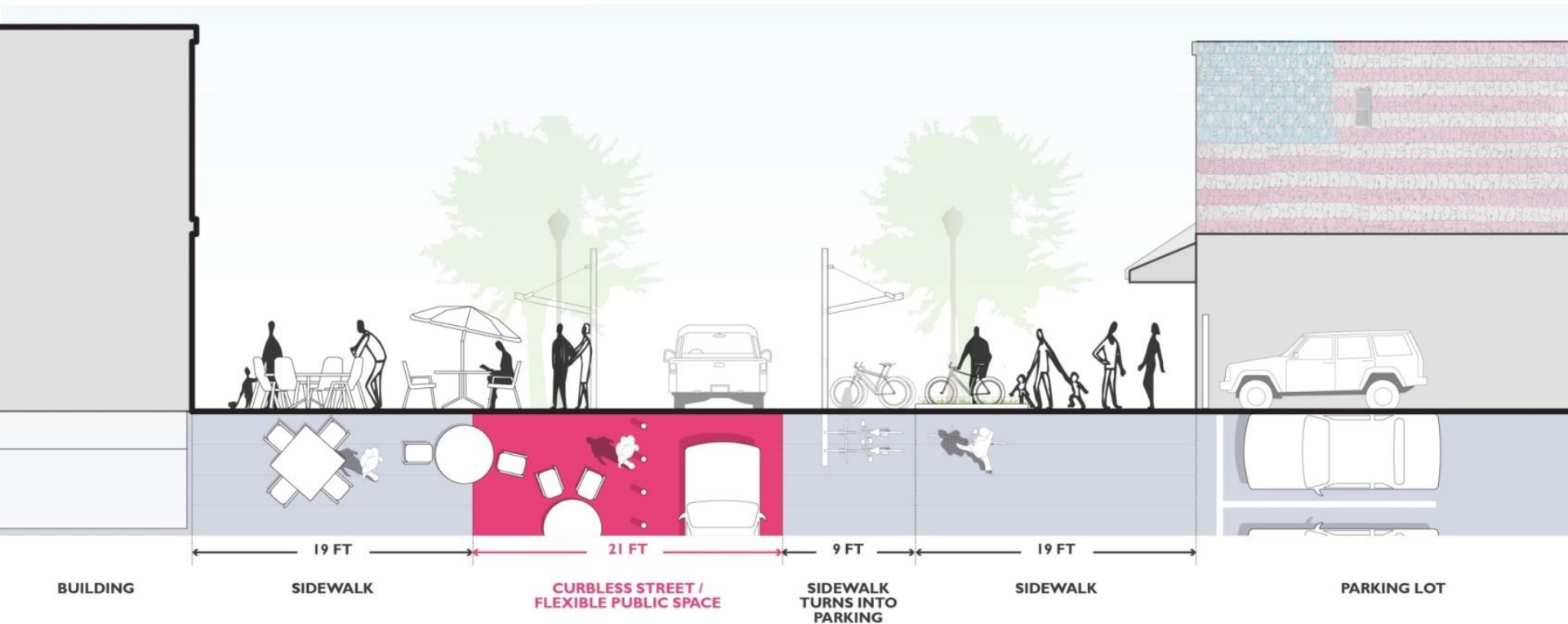


# 06 Shared Streets for a Special Pedestrian Experience



South Broad Street between Mitchell Street and Martin Luther King Jr Boulevard  
Allow cars...but ensure that they drive as slowly as those walking. A linear plaza.

## SOUTH BROAD ST - PROPOSED BETWEEN MITCHELL ST. & MARTIN LUTHER KING JR. DR.





Which stories need telling in Downtown Atlanta about the **PAST**?

CIVIL WAR  
 HISTORIC **HISTORY** "Atlanta's  
 the home of  
 black history"  
**BUSINESSES** "downtown businesses led the  
 resurgence of Atlanta after  
 the Civil War"  
 BLACK HISTORY CIVIL  
 CULTURE MUSIC AUBURN RIGHTS "Luckie  
 Street" "Herren's  
 Restaurant"  
 TRANSPORTATION ARCHITECTURE "rail history"

How can we tell them?

**ARTS** MURALS "mural mile" "gateways, public  
 art, green space" "walking tour"  
**BUILDINGS** STREETS "signs that tell the story" "historical trails"

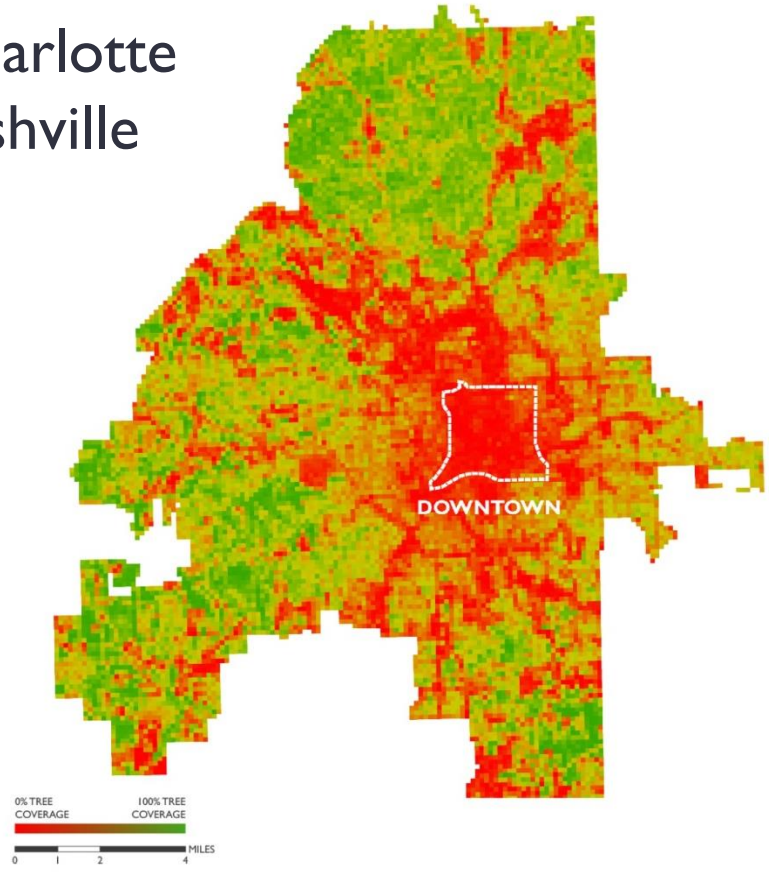
# 08 Integrate Green Infrastructure in Downtown Streets

There are places Downtown that regularly suffer from street flooding. Green infrastructure uses landscape to slow rain water before it rushes into the sewer system.



Atlanta has **48%**  
**TREE COVERAGE**

compared to...  
**50%** in Charlotte  
**47%** in Nashville



Downtown has **3%**  
**TREE COVERAGE**

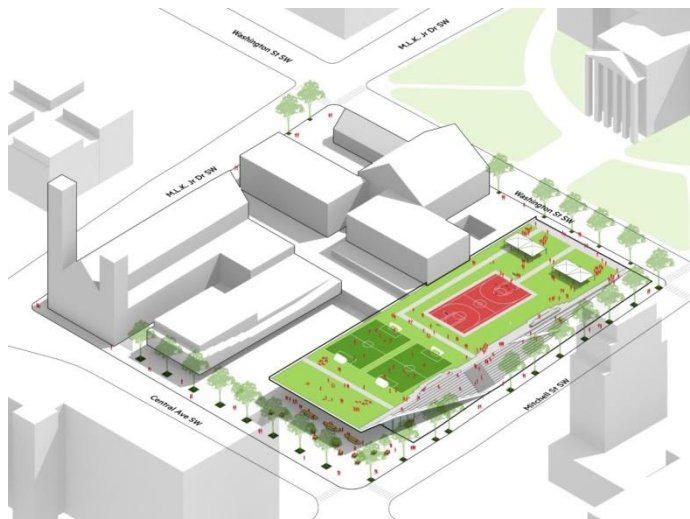
compared to...  
**14%** in Downtown Charlotte  
**5%** in Downtown Nashville



## GEORGIA PLAZA PARK



Before &amp; After



## PEACHTREE &amp; FORSYTH



Before &amp; After



# IMPLEMENTATION APPROACH

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**DOWNTOWN TASK FORCE** kick-off  
meeting to occur spring 2018

**TRACK PROGRESS** through ongoing  
communication

[www.planDowntownATL.com](http://www.planDowntownATL.com)

