WHAT'S UP

OWNTOW

News for Central Atlanta Progress members and Downtown property owners and partners.



Downtown Atlanta Restaurant Week

Learn more on page 3

💪 CAP/ADID Annual Meeting Recap 😮 Downtown Partner Program

Vanpoolooza 4 Investment on Upswing Downtown

5 Bike Infrastructure 6 Atlanta Streetcar Development

entral Atlanta Progress and the Atlanta Downtown Improvement District work to maintain

central business district.



Social Media

Facebook: www.facebook.com/atlantadowntown

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LinkedIn: www.linkedin.com/company/central-atlanta-progress













owntown Dining

From July 27 through August 4, more than 40 Downtown restaurants will offer specially created menus as part of Downtown Atlanta Restaurant Week 2013. Enjoy a wide range of culinary creations, with brunch, lunch and dinner menus priced at \$15, \$25 or \$35 (plus tax and gratuity).

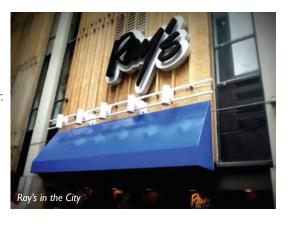


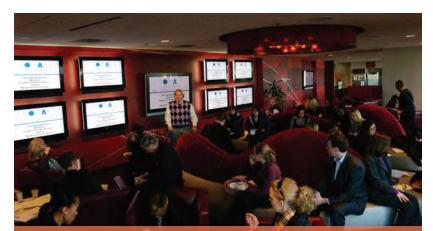
Restaurant Renovations

Keep an eye out for the new look at Ray's in the City, which features a new awning, upgraded lighting, revamped host area and a revolving door.

Pittypat's Porch

upgraded the look of its namesake frontispiece with a brand new porch as well as an upgraded interior.





Downtown Marketing Roundtable

Each month, CAP brings members of the Downtown marketing and communications community together for the Downtown Marketing Roundtable. The Roundtable meetings are held in locations throughout Downtown, from restaurants to businesses to retail outlets, and are a great way for Downtown's communicators to connect. For more details on how you can get involved, contact Lynn Williamson, Iwilliamson@ atlantadowntown.com.



Save the Date

CAP/ADID Town Hall Meeting • July 25, Theatrical Outfit 10th Annual German Bierfest • Aug. 24, Woodruff Park

Dragon*Con • Aug. 30-Sept. 2, various Downtown locations

Elevate Atlanta • Oct. 19-26, various Downtown locations

IIth Annual Downtown Development Day November 2013



Coming Soon to Downtown Atlanta

Downtown is gearing up for 2014, which will be a transformative year for the city center. Several high-profile projects will be completed, including:

- ► Atlanta Streetcar (April 2014)
- ► National Center for Civil and Human Rights (May 2014)
- ► College Football Hall of Fame (August 2014)

And stay tuned for updates on the new Atlanta Falcons Stadium coming to Downtown!

Meet the New Neighbors

Downtown's Newest Restaurants

- ► Big Kahuna Atlanta opened January 2013
- Chow Bing opened April 2013
- ► Game-X opened March 2013
- Hudson Grille opened January 2013
- ► It's Greek To Us opened January 2013
- Romeo's Pizza opened May 2013
- Subway (CNN Center Food Court) opened June 2013
- Sunday Gravy (Sweet Auburn Curb Market) opened June 2013
- Waffle House (on Centennial Olympic Park Drive at International) opened March 2013









2013 Downtown Dining Members

Agatha's A Taste of

Mystery

Alma Cocina

Big Kahuna Atlanta

BLT Steak

Chow Bing

CNN Center Food

Court

Dantanna's

Der Biergarten

The Drafting Table Durango Steak House

Fandangles

Game-X

Glenn's Kitchen

Haveli Indian Cuisine

Legal Sea Foods

Max Lager's Wood-Fired Grill & Brewery Max's Coal Oven

Pizzeria

McCormick &

Schmick's Seafood

Restaurant

Meehan's Public House

Nikolai's Roof

No Mas! Cantina

Paschal's Restaurant

Park Bar

Peachtree Center Food

Court

Pittypat's Porch

Prime Meridian

Ray's In the City

Ruth's Chris Steak

House

Sidebar

STATS

Sun Dial Restaurant.

Bar & View

Sway

Sweet Auburn Curb

Market

Ted's Montana Grill

Terrace Bistro

Thrive

Trader Vic's

Truva

Twenty-Two Storys

Underground Atlanta

Food Court

White Oak Kitchen &

Cocktails

YumDiggity

Partner for Hope

Though the activities are well-intentioned, feeding and donating to people on Atlanta's streets and public spaces is not a long-term solution. Experts on urban homelessness tell us that many people become dependent on these activities, leading them to stay on the streets instead of seeking the help and support that they truly need. Street feedings also pose public health risks for those being fed, and sanitation problems for the city.

Partner for Hope is a collaborative initiative started by members of Atlanta's clergy, nonprofit, local government, business and residential communities. Service providers participating in Partner for Hope are committed to reducing street homelessness by guiding those in need toward longterm solutions. Through Partner for Hope, those interested in assisting Atlanta's homeless population can find a variety of volunteer and donation opportunities at organizations whose sole mission is to provide holistic care for those in need.

If you see organizations feeding or donating on Atlanta's streets, please contact the Downtown Ambassador Force, 404-215-9600, and provide information about the location of the activities. To learn more about getting involved in Partner for Hope, contact Dan Williams, danw@atlantadowntown. com, or 404-658-5908, or visit www.PartnerForHopeATL.com.



Members of Atlanta's Clergy and SERVICE-PROVIDING ORGANIZATIONS



CENTRAL ATLANTA PROGRESS

13 Annual Meetir



arch's Annual Meeting was a huge success for CAP. This year's event highlighted the theme IMPACT, and was the setting for some memorable tributes to Downtown champions Dr. Clifford Kuhn of Georgia State University and Ann Cramer of Coxe Curry.

Interested in sponsoring the 2014 Annual Meeting? Contact Wilma Sothern for details on how your company can get front and center with some of Atlanta's biggest names: 404-650-5910 or wilmas@atlantadowntown.com.



Key CAP Member News Stories from 2013

- ► The Coca-Cola Company is launching an Atlanta IT center that will bring almost 2,000 jobs to SunTrust Plaza in Downtown Atlanta. (June)
- ► The Atlanta Falcons picked Atlanta-based Holder Construction, a CAP Member, to be part of a team that will build a planned \$1 billion stadium in Downtown Atlanta. (June)
- Breensmith took home five gold ADDY awards, tying with Leo Burnett Chicago for the most in the country. (June)
- ► Metro Atlanta Chamber (MAC) President Sam A. Williams will retire at the end of 2013 after 17 years. (June)
- ► The Coca-Cola Company Senior Vice President of Global Community Connections and Chair of The Coca-Cola Foundation, Ingrid Saunders Jones, retired in June, replaced by Lisa Borders. (June)
- ► Emory University and Georgia Tech received a \$4 million National Institutes of Health grant to establish the HERCULES Center at Emory University. (May)
- ► Alston & Bird, Ernst & Young, and Post Properties, were named among the Atlanta Journal Constitution's Top 100 Workplaces in Metro Atlanta. (April)
- Architecture firm Lord, Aeck & Sargent and urban planning and design firm Urban Collage are now one company. (April)











MEMBERSHIP

Central Atlanta Progress is driven by the investments and involvement of its nearly 220 Members. A diverse and highly influential group of business and civic leaders represent their companies and organizations in CAP Membership. More than 90% of these Members stay active year-to-year, often citing their confidence that CAP is a catalyst for economic development and vitality in Downtown Atlanta as the main reason they stay engaged. Members stay highly informed about Downtown and City issues and help guide the priorities of CAP through four Membership Councils. Here's what they've been up to in 2013:

The Economic Development **Council**, Chaired by Walter Dukes of Georgia Power, has met twice in the first half of 2013. Meetings have included a presentation at Georgia Power's Georgia Resource Center and discussions around key issues such as redevelopment strategies for the South CBD area of Downtown.

The Infrastructure Council. chaired by Maxine Hicks of DLA Piper, has met twice this year, focusing discussion on key efforts like the Spring Street Viaduct project and the Atlanta Streetcar.

The Marketing & PR Council, chaired by Jennifer Giarratano of GSU, has met bi-monthly, helping CAP strategize and launch its new Downtown Partners program, plan the 2013 Annual Meeting, and develop its marketing department priorities for the year.

The Public Safety Council, chaired by Dane Peterson of Emory University Hospital-Midtown, has focused two meetings on developing

strategies to improve public perception of safety Downtown, In 2012 it catalyzed the new Partner for Hope campaign.

Are you a Member not involved in a Council? Contact Dan Williams at danw@ atlantadowntown.com or (404) 658-5908.

New 2013 CAP Members

Active Production & Design, Inc. Brooks Berry Haynie & Associates Center Forward, LLC Dixon Hughes Goodman Epsten Group Gallman Development Group Georgia Development Partners Kutak Rock mas Energy, LLC McGriff, Seibels & Williams of GA, Inc. Paces Properties Pittypat's Porch Residence Inn Atlanta Downtown Southface Smith, Gambrell & Russell, LLP The Children's Museum of Atlanta Weissman, Nowack, Curry, & Wilco Zipcar

New 2013 CAP Board **Members**

Abraham Cox, BB&T Steve Forte, Smith, Gambrell &

Raymond King, Zoo Atlanta Carrie Jennison, Kaiser Permanente

Stephen Reis, McKinsey & Company

Rachel Tobin, Jackson Spalding Ambrish Baisiwala, Portman **Holdings**

Keith Holmes, AT&T Tad Hutcheson, Delta Air Lines Tim Loughlin, UPS

Alan Prince, King & Spalding Larry Gellerstedt, III, Cousins **Properties**





Introducing CAP's Downtown Partner Program

entral Atlanta Progress is proud to announce a new way to get involved and help build a 21st century



Downtown in Atlanta. The new Downtown Partner program allows small companies and organizations to join hundreds of active stakeholders who support the betterment of the Downtown Atlanta community. Downtown Partners will receive great networking, exposure, and information benefits that will help their business or organization and the Downtown community thrive.

Downtown Partners are active stakeholders of Atlanta's urban core, who make modest investments (\$250-\$500) to ensure that Downtown continues to thrive through the work of Central Atlanta Progress. In turn, Downtown Partners receive benefits that help them become more visible and active participants in the community in which they do business or live. Partners can be small businesses, neighborhood and homeowner organizations and even individuals who have a vested interest in making Downtown Atlanta ideal for living, work, studying, or having fun.













Downtown Partner benefits include: exposure through a robust interactive and print media program, an official logo window cling for their businesses, special event invitations and insider newsletters, and networking opportunities both virtual and through exclusive events. Each term of Downtown Partnership runs from June 1 through May 31 of the following year.

Interested in learning more? Contact Dan Williams at danw@atlantadowntown. com or call (404) 658-5908 or visit www. AtlantaDowntown.com/Membership/ Downtown-Partner

NEW 2013-14 DOWNTOWN PARTNERS (List current as of July 15)

- Atlanta Channel
- Atlanta Downtown Neighborhood Association
- Atlanta Movie Tours
- Atrium on Sweet Auburn
- Fillips International
- ► Fourth Ward Neighbors, Inc.
- ► Lutheran Services of Georgia
- ► The Catholic Shrine of the Immaculate Conception
- The Nature Conservancy, Georgia
- We Sell Restaurants

There are few organizations in Atlanta where small companies can be involved in a meaningful way with business and community issues. CAP provides our firm that opportunity, but more importantly, CAP is the unmatched leader in making Downtown Atlanta a safe, vibrant place to do business, attend a sporting event or enjoy a dinner out.

- J.R. Hipple, managing partner, albright group reputation management, Ilc www.thinkalbright.com







Downtown Green Source

Earth Day Cleanup Challenge

Central Atlanta Progress joined a host of organizations including the Environmental Protection Agency, the City of Atlanta, the Atlanta Community ToolBank, Fillips International, Livable Buckhead, Midtown Alliance, Park Pride, Southface, and Sustainable Atlanta to host the second annual Earth Day Cleanup Challenge in April, More than 200 volunteers from all over Atlanta participated in cleanup

Earth Day Cleanup Challenge Results At-A-Glance:

- Seven project sites
- 228 volunteers
- 190 cubic yards of invasive and overgrown vegetation removed
- 65 cubic yards of trash removed
- 150 feet of new trail constructed

projects. Participants picked up litter and tackled beautification projects, such as tree planting, invasive species clearing, landscaping and more. The cleanup was followed by a rally at Centennial Olympic Park, which featured remarks from Mayor Kasim Reed and U.S. EPA Region 4 Administrator Gwen Keyes Fleming.

Regional Vanpool Program



Nearly 60 commuters attended the Downtown Atlanta Vanpoolooza Open House on May 30 to learn more about the regional vanpool program that offers an easy way to reduce stress from traffic and save thousands on commute costs. Held at the Georgia Railroad Freight Depot, the open house luncheon event celebrated the joys of vanpooling with some fun and games provided by media partner STAR 94 (94.1 FM). Presented by Georgia Commute Options, Central Atlanta Progress and the Clean Air Campaign, Vanpoolooza continues this summer with more contests and fun. Learn more at www. GaCommuteOptions.com/Vanpoolooza.

Top 5 Reasons to Vanpool

- I. Riding to work in a van can save you thousands each year on gas and car expenses.
- 2. You can relax and spend your commute time doing things you enjoy.
- 3. You can earn cash and win prizes for choosing to vanpool.
- 4. Free services can help you find a convenient route to join.
- 5. Vanpoolers have all the fun!







Atlanta Better Buildings Challange

he Atlanta Better Buildings Challenge is a nationleading public/private initiative. Led locally by the City of Atlanta Mayor's Office of Sustainability and managed by Central Atlanta Progress and the Atlanta Downtown Improvement District, the goal of the Atlanta BBC is to reduce energy and water consumption by at least 20 percent in participating buildings across Atlanta by 2020.

The program has become a central component of the City's Power to Change sustainability plan which aligns with Mayor Kasim Reed's goal of making Atlanta a top-tier city for sustainability. Along with Seattle and Los Angeles, Atlanta was one of the first cities to join the Better Buildings Challenge. The nationwide program now includes more than 40 cities, municipalities, school districts and state governments.

Since launching in November 2011, the Atlanta BBC has signed on more than 75 participants representing more than 50 million square feet of commercial property, primarily located in Downtown Atlanta. Already, more than 20 million square feet have been assessed for



Atlanta Better **Buildings Challange**

- Received the Metro Atlanta Chamber E3 Award for Excellence in the Built Environment.
- · Was recognized by Dr. David Danielson, assistant secretary for Energy Efficiency and Renewable Energy, U.S. Department of Energy, at the second annual Better Buildings Summit in Washington, D.C.
- Hosted an Owner's Reception in June, attended by approximately 60 property owners and sponsors.

opportunities to reduce energy and water consumption, with the remaining 30 million square feet scheduled for assessment by the end of this year. So far, the assessments have identified potential changes that would save more than II million gallons of water - enough to fill the Georgia Aquarium, with one million gallons to spare – and enough electricity to power 3,168 homes for one year.

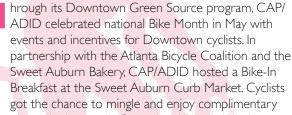
Most notably in June, the aggregated portfolio of participating buildings announced a 9 percent savings in energy consumption compared to the 2009 baseline year.

The Atlanta business community has rallied behind the Atlanta BBC, with more than a dozen sponsors signing on in the first half of 2013, many of them returning as sponsors since the program launched nearly two years ago.





Celebrating Bike Month in May



coffee and breakfast as they biked to work. On national Bike to Work Day, CAP/ADID hosted an energizer station in Woodruff Park, where cyclists could refuel on their way to work. More than 40 commuter cyclists participated in this year's Bike Month activities!

Also in May, CAP/ADID participated in Atlanta Streets Alive. Organized by the Atlanta Bicycle Coalition, Atlanta Streets Alive is an outdoor event that encourages "living streets" by closing thoroughfares to vehicular traffic and opening the streets to human-powered movement. The route of this year's Atlanta Streets Alive began in the heart of Downtown and continued 2.7 miles on iconic Peachtree Street. More than 15,000 attendees participated in a variety of activities throughout the route, including games, food trucks and a bicycle parade.

New Green Source Metrics

The Transportation and Sustainability team is currently working to expand upon the offerings of the Downtown Green Source Program. Current projects include an interactive map that highlights the sustainable features of various points of interest in Downtown, informative marketing materials, and baseline metrics for tracking improvement over time. Stay tuned for more details later in 2013!



Downtown enjoyed a colorful spring with the addition of new plantings by ADID.









Bike Infrastructure Coming to Downtown

ith a growing population of Downtowners embracing alternative means of transit, Downtown is working to become more bike-friendly. CAP/ADID is involved in two projects that are changing the face of cycling in Downtown Atlanta.

ADID is supporting streetscape improvements in conjunction with the PATH Foundation that will enhance the entire John Portman Boulevard corridor between Centennial Olympic Park Drive and Piedmont Avenue. The north sidewalk will feature an expanded multi-use PATH and the south sidewalk will mimic the north sidewalk design elements and incorporate streetscape improvements.

Along the north side of the street, the project will extend the existing sidewalk to accommodate a 10-foot-wide multi-use PATH and a landscaped buffer by reducing vehicular traffic on the boulevard to three

Would you like to see more bike racks around Downtown? If you have a location suggestion or request, contact David Wardell, 404-658-1267, or dwardell@atlantadowntown.com.

lanes. The streetscape enhancements will rebuild sidewalks, add landscaped tree well planters, make storm drainage repairs and upgrade streetlights. The proposed PATH will establish a unique bicycle and pedestrian thoroughfare that will serve as a critical link to the existing PATH system from the east to Centennial Olympic Park, a significant Downtown destination. Construction began in the first quarter of 2013.

Another project underway is the Peachtree Center Avenue Cycle Track, which consists of installing a semi-protected two-way cycling area along Peachtree Center Avenue from Edgewood Avenue to Peachtree Street. The project will involve conversion of the westernmost northbound lane on Peachtree Center Avenue to an 8-foot-wide cycle track with 2-foot minimum buffer delineated by thermoplastic striping, flexible plastic bollards, and durable green pavement markings in conflict zones. On-street parking and/or formal loading zones will be provided along the east side of Peachtree Center Avenue, and signals assemblies will be installed at the intersection of Peachtree Center Avenue and Peachtree Street, just south of Porter Place. Construction is anticipated to begin at the end of 2013.







Planning & Economic Development

Investment on Downtown



ranes now dot the Downtown skyline, signaling a more vibrant, economically

thriving city center. In addition to new construction, some existing Downtown properties are getting a new look, with renovations at Georgia State University's 25 Park Place (Phase I); I 00 Peachtree; Hotel Melia; Imperial Hotel; and the Westin's Sun Dial Restaurant, Bar & View.



New Construction Coming to Downtown

New for 2013:

- ► Ashley II at Auburn Pointe
- Waffle House
- ► Game-X
- SkyView Atlanta

Coming in 2014:

- Aloft Hotel
- ► One I 2 Courtland
- National Center for Civil and Human Rights
- Wheat Street Tower (renovation)
- ► College Football Hall of Fame

Coming in 2015:

- ► Georgia State University Law School
- ► Parker H. Petit Science Center, Phase II









Woodruff Park News

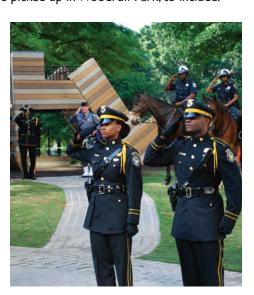


t has been a busy spring for Woodruff Park, most notably with the filming of Anchorman 2 in the park. As a result, the movie

production company replaced the grass and made a significant contribution to the park. The production brought a lot of positive attention to Woodruff Park, and many onlookers were able to observe and enjoy the filming and stunt scenes during production.

Programming and activities have picked up in Woodruff Park, to include:

- Free tai chi sessions on Tuesdays and Fridays at 11
- Complimentary WiFi in the Reading Room, courtesy of W Atlanta-Downtown
- ► Fourth annual Interagency Law Enforcement and Appreciation Service during National Law Enforcement Appreciation Week
- Seven new umbrellas added to Reading Room
- Two additional Big Belly Solar trash compactors



WOODRUFF PARK



Atlanta Streetcar Developments

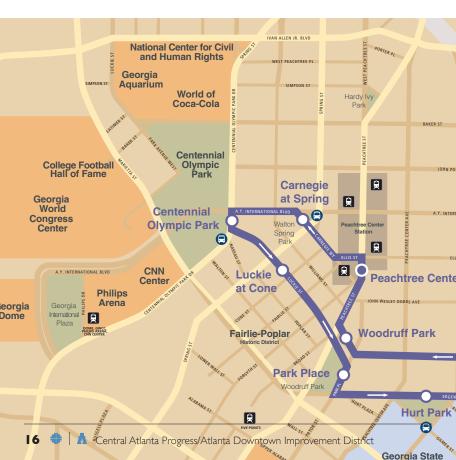
everal efforts are underway to revitalize the Atlanta Streetcar corridor. In June, CAP/ADID, the City of Atlanta Urban Design Commission and Councilmember Kwanza Hall embarked on a process to review and update the Martin Luther King Jr. Landmark District zoning regulations that govern development within the eastern end of the streetcar



corridor. The project aims for City Council adoption of a new code in early 2014.

Streetcar Development and Investment Guide: The Atlanta Streetcar will connect Downtown and spur development along a 2.7-mile route encompassing more than 80 acres of land and buildings that are ripe for development. A downloadable Atlanta Streetcar Corridor Development and Investment Guide, created by CAP/ADID, details the many opportunities available for residential and commercial growth in the corridor. Monthly walking tours of the route, hosted by the Atlanta Streetcar team, are free and open to the public.

Sweet Auburn Works formation: A group of stakeholders that includes CAP/ADID has organized to form Sweet Auburn Works, an initiative that aims to revitalize the historic Sweet Auburn district into a unique, historic and economically viable community following the National Trust for Historic Preservation's Main Street program model.





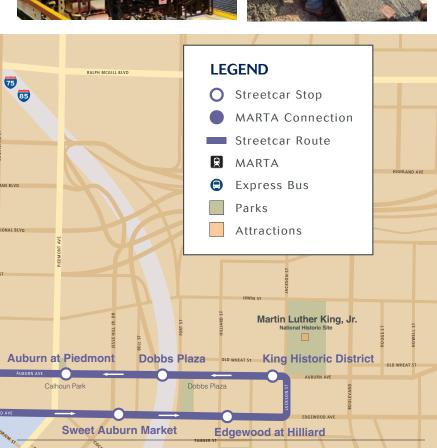
















Downtown Contemporary Historic Resources Survey

n partnership with the City of Atlanta Office of Planning, CAP/ADID is undertaking a field survey of Downtown's contemporary historic resources, comprised of properties built between 1935 and 1985. Funded by a grant from the federal Historic Preservation Fund, the project will identify and document the contemporary historic resources in the city center. The Historic Resources Survey Report will result from a reconnaissance-level historic resources survey of approximately 250 buildings, structures, and objects located in Downtown Atlanta.



Every day and night, the Downtown Ambassador Force patrols Downtown's 220-block area, ensuring that visitors and

"Hello! I went to a recent event in downtown Atlanta."

way to help us. If we even had a puzzled or searching than expected. I want to thank the crew around







Downtown Atlanta Parking Assessment Kicks Off

his summer ADID kicks off a new assessment of Downtown parking conditions. The effort is multi-disciplinary and is being led by Kimley-Horn & Associates, with partnership from The Schapiro Group, the City of Atlanta, and Downtown parking operators. Priority deliverables of the project include the development of a coordinated strategy to address continuing public perceptions of Downtown parking. The project will also advance key policy recommendations and update data from the Downtown Parking Demand Management Action Plan, completed by CAP/ADID in 2007. The project is being funded through an award from the Atlanta Regional Commission's Livable Centers Initiative (LCI) program, with ADID matching funds. Completion of the work is expected before spring 2014.



Atlanta Streetcar Socials

Construction of the Atlanta Streetcar is underway and businesses along the route are open! CAP/ADID encourages patronage of businesses along the Atlanta Streetcar route with monthly Streetcar Socials, which are held on the final Thursday of each month. Stay up to date with the latest happenings at www. theatlantastreetcar.com.





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