


The Campaign for CODA

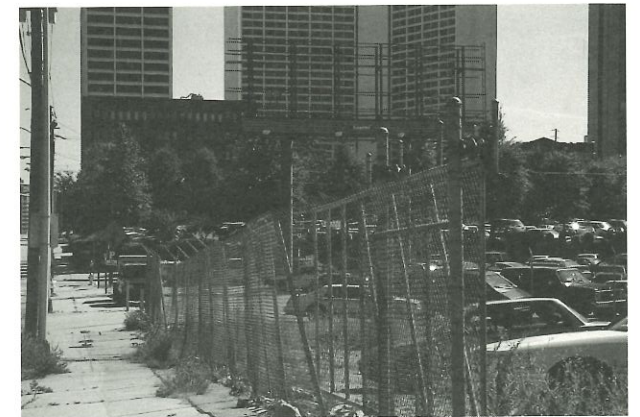
Corporation for Olympic
Development in Atlanta



CODA

In less than two years, between one and two million people from all over the world will arrive in Atlanta. 15,000 reporters, photographers, and TV cameramen will be here, too.

Is this what we want them to see?



*Visitors come to world-class cities
expecting charm, character and vitality.
Those qualities are too seldom found
in Downtown. ...*

*Atlanta's sidewalks are cold,
concrete strips that take you
from here to there, but offer few amenities
to make the journey more pleasant. ...
Atlanta has proven that it can manage
large crowds. Now it needs to create
reasons for crowds to want to be here.*

EDITORIAL IN THE ATLANTA CONSTITUTION
(SHORTLY AFTER THE 1994 SUPER BOWL)

For most of us, the memories of Barcelona are fresh: breathtaking images of a beautiful city revealing itself to the world. At the Centennial Olympic Games, our own city will stand revealed — and the impressions of Atlanta captured in July of 1996 will endure for decades to come.

If our guests arrived today, what would they see?

Picture yourself a pedestrian, moving to and from MARTA stations, hotels, restaurants, and Olympic venues. Sidewalks are crumbling. Weeds come up through the concrete and stretch above eye-level. Streetlights, trash receptacles and other fixtures are a mish-mash, with no attempt at design or continuity. You're in an environment created for cars, not people. Nothing is at human scale.

Many of the paths you take are bare and uninviting. There is no place to sit down, talk, eat, observe, savor the experience that is Atlanta.

Suddenly, you're caught in a gridlock of humanity. The sidewalk is too narrow at this point for even two people to walk abreast, and your fellow sightseers number in the tens of thousands. You long for open spaces. Greenery. Works of art. Places to celebrate. After all, you're here to have a good time.

Such an experience of downtown Atlanta would not be a new one. For many years, visitors and local residents have had little to draw them here at night or on the weekend. At 5:00 on a work day, people vanish.

We need to bring new life to our Downtown. We need attractive in-town spaces in which to do business, to welcome conventioners, to attract tourists. The pedestrian corridors of our central city need repair, refurbishment, and redesign.

In January of 1993, CODA was created to beautify and enhance Atlanta's pedestrian infrastructure: its sidewalks, streetscapes, and gathering places. Its mission is two-fold: to prepare for the Olympic Games, and to begin the work of revitalizing our Downtown.

With an initial grant from the Woodruff Foundation, CODA has conducted exhaustive research and set priorities for the work that needs to be done. The result is a well-defined, realistic program that will:

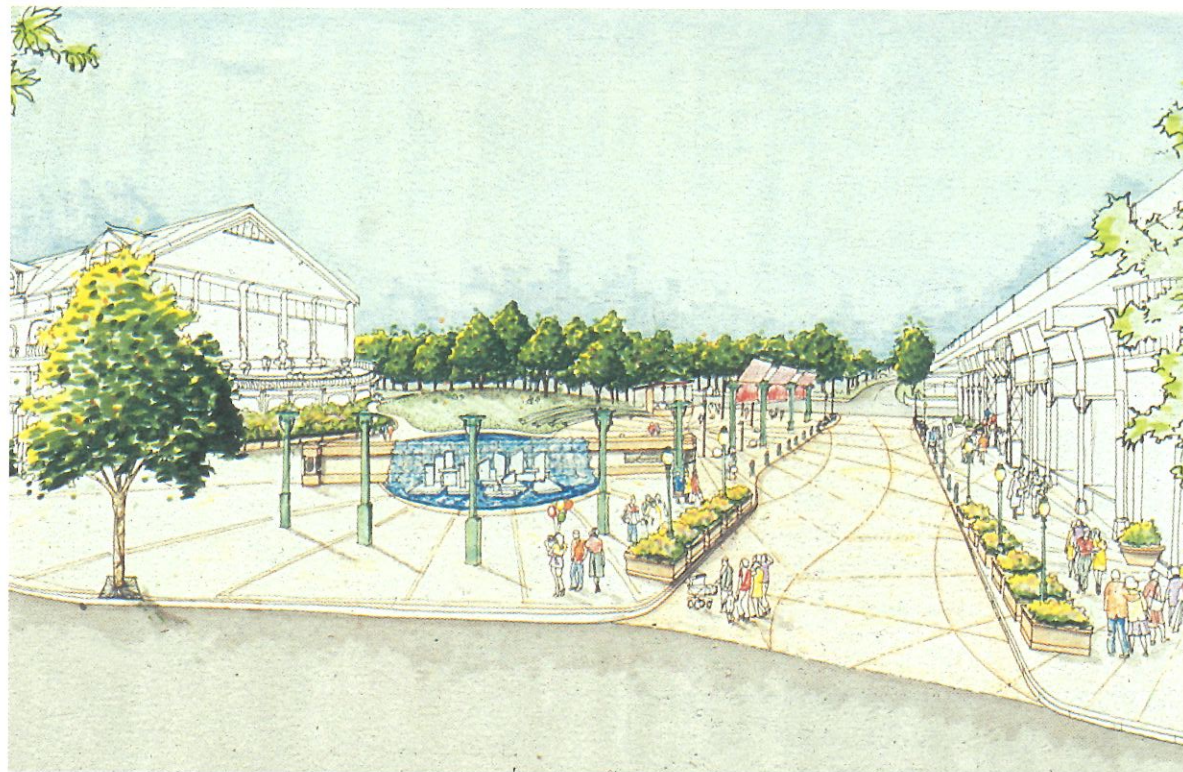
- > Ensure safe, effective movement of vehicles and pedestrians during the Games;
- > Facilitate the gathering of people in secure, attractive, open spaces;
- > Manage the impact of Olympic venues and crowds on neighborhoods; and
- > Create a permanent legacy of needed improvements for our city.

In making much-needed improvements to the infrastructure, CODA will foster conditions that will lead to the revitalization of in-town residential neighborhoods as well.

*CODA has a narrowly focused
list of vital projects.
Its mission is properly defined.
Things are going to be done on-time
and on-budget. This is going to be
a big success for Atlanta.*

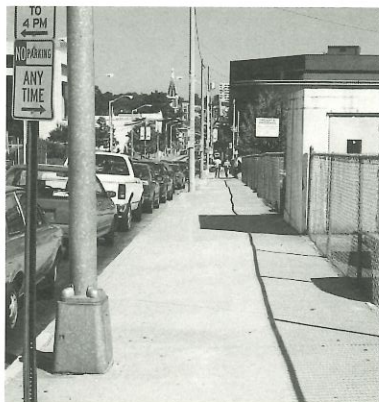
EDWARD P. "BUD" GOULD
CHAIRMAN AND CEO
TRUST COMPANY BANK
1994 CHAIRMAN
ATLANTA CHAMBER OF COMMERCE

Improvements such as Market Square and Dobbs Plaza will enhance the area's economic vitality, opening "Sweet Auburn" to local visitors and businesses as well as tourists and Olympic crowds.

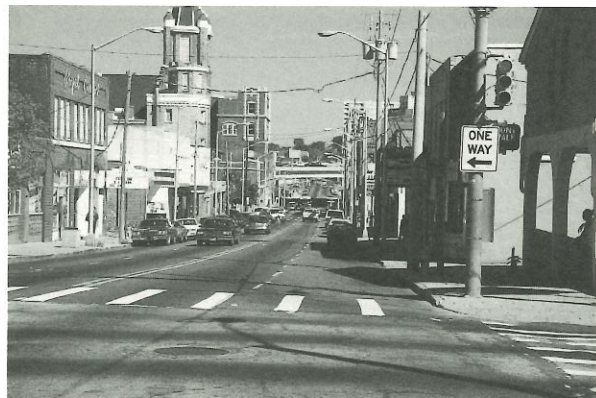


Auburn Avenue/Auburn Market/Dobbs Plaza

Chain-link fencing and narrow sidewalks make pedestrian access difficult.



Visual clutter mars the landscape on historic Auburn Avenue.



Walkway under overpass is dark and uninviting.



CODA Improvements

➤ Streetscape improvements will extend from Woodruff Park downtown to the King Historic District. Special pavement in key intersections will mark historic buildings along the corridor, and expanded sidewalk areas with trees, benches, historic monuments, and art displays will make Auburn Avenue more inviting and more usable for pedestrians.

➤ Under the I-75/85 freeway bridge, the Auburn Avenue Market will transform a dark, dangerous-looking overpass into a colorful, open-air specialty market, including lighting, signage, and public restrooms.

➤ Next to the freeway bridge on the east will be Dobbs Plaza: an open-air festival and entertainment area with attractive landscaping and a special fountain commemorating the life of John Wesley Dobbs and his contributions to the area.

➤ The "Script Strip," a 16-inch strip of granite paving inscribed with a historic narrative, will run the entire length of the corridor. The Script Strip will tell the "Sweet Auburn" story.

The Olympic Games will be a success for Atlanta only if we seize this opportunity to improve quality of life in our city—not just for 1996, but well into the new century.

PATRICK L. FLINN
CHAIRMAN AND CEO
BANK SOUTH

Strategic Importance

During the Games, the Auburn Avenue Corridor will move thousands of Olympic visitors from the hotel district and downtown Olympic venues to the most-visited tourist destination in Atlanta: Sweet Auburn and the Martin Luther King, Jr. Historic Site. The MLK Site and its world-wide significance in the Civil Rights Movement played a key role in Atlanta's selection as an Olympic city.

After the Games, the MLK Site will continue to be a major national and international tourist attraction. The King Site already is drawing 3.2 million visitors a year. CODA's improvements will spur revitalization of the entire Sweet Auburn community, birthplace of African-American entrepreneurship.

Architect's rendering of Abernathy Square. Enhancing the community's center will pave the way for commercial and residential development.

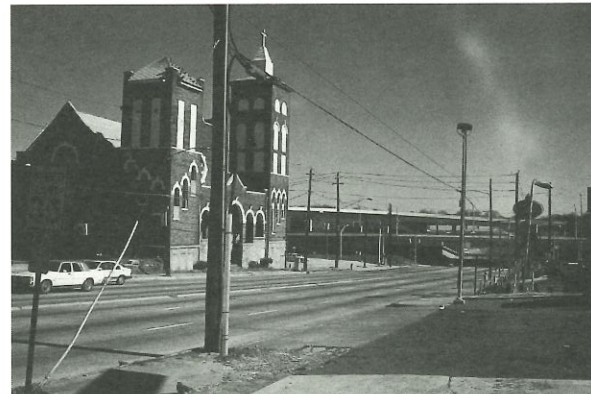


Ralph David Abernathy Boulevard Pedestrian Corridor and Abernathy Square

Desolate stretches along Abernathy Boulevard.



Historic buildings whose surroundings have fallen into disrepair.



Dilapidated storefronts—a reflection of the state of the corridor itself.



CODA Improvements

> Abernathy Boulevard (formerly part of Georgia Avenue) was originally conceived as part of a city-wide boulevard system, complete with landscaped medians. CODA will implement this original concept within existing curb lines, including left-turn lanes and a 4-foot-wide bicycle lane—part of the proposed city-wide bike path system.

> Sidewalks will be repaired and upgraded to provide a safe, continuous pedestrian path from MARTA's West End station to the Olympic Stadium area. Major intersections will be ornamented by colorful unit pavers in the sidewalks, crosswalks, and street intersections.

> The sidewalks will be shaded by a row of large trees planted on both sides of the boulevard. The center median will be planted with large trees, smaller flowering trees, shrubs, and ground-covers.

> The creation of *Abernathy Square* will give the neighborhood a central gathering space and a focal point for affordable housing, community facilities, and a proposed retail and service center. Abernathy Square will be located in the heart of the neighborhood.

> *Gateway Plaza*, featuring colorful unit pavers, landscaping, a flag court, benches, and a large sculptural gateway, will serve as the main western pedestrian portal to Olympic Stadium.

CODA has greatly refined its plans. The goals are specific, targeted, and obtainable. This campaign is the last piece in the financial puzzle for CODA's projects—and we're almost there.

GERALD L. "JERRY" BARTELS
PRESIDENT
ATLANTA CHAMBER OF COMMERCE

Strategic Importance

During the Games, Ralph David Abernathy Boulevard will serve as a primary access route to Olympic Stadium—both for pedestrian and vehicular traffic. Abernathy Boulevard alone will carry some 100 buses an hour during the games. It will also be the main pathway between Olympic Stadium and the Basketball and Field Hockey venues, located in the Atlanta University complex.

After the Games, improvements made to Abernathy Boulevard will provide the seeds of revitalization in the Mechanicsville community, encouraging renovation and private development for retail, housing, and community uses.

Signs of neglect are evident in many neighborhoods.



Deterioration in Peopletown.



The "Olympic Ring" Neighborhoods

Footings is treacherous along sidewalks.



Vacant lots present a forbidding appearance.



Mechanicsville, as seen from Fulton Street.



CODA Improvements

CODA is not in the business of actual neighborhood redevelopment. However, CODA is working closely with the Olympic neighborhoods to plan their own redevelopment and revitalization. And the infrastructure improvements that CODA implements as part of its '96 agenda will be an important building block for positive change in these communities.

Funds from this campaign will be used to support CODA's consulting and planning function in the communities. Of the 15 Ring Neighborhoods, CODA has selected six as priorities for improving and revitalizing before the Olympics:

- > *Summerhill*, the home of the Olympic Stadium and the Olympic Warm-up Track.
- > *Mechanicsville*, which will carry major vehicular and pedestrian traffic to and from Olympic venues.
- > *Peopletown*, which is highly visible to visitors approaching Olympic Stadium and downtown Atlanta from the south.
- > *Vine City/Ashby*, adjacent to the Georgia Dome, the Omni, and the World Congress Center, where a majority of Olympic events will take place.
- > *Butler/Auburn/Old Fourth Ward*, home to Sweet Auburn and the MLK Center, a key factor in Atlanta's selection as an Olympic host city and a major tourist destination.
- > *Atlanta University*, home to Atlanta's historic black universities; the site of two Olympic venues; and the center of many and varied cultural activities.

CODA's plans for these in-town neighborhoods, once proud and prosperous, are the essential first step in their regeneration. These improvements will have a lasting, positive, energizing effect on these communities.

DR. JOHNETTA B. COLE
PRESIDENT
SPELMAN COLLEGE

Strategic Importance

During the Games, the Olympic neighborhoods that "ring" the downtown venues will give visitors their first impression of residential Atlanta. These communities will show, perhaps more than any other aspect of the Olympics, who we are as a people.

After the Games, the improvements made to the Ring Neighborhoods will pave the way for lasting health and stability in Atlanta's urban residential communities.