

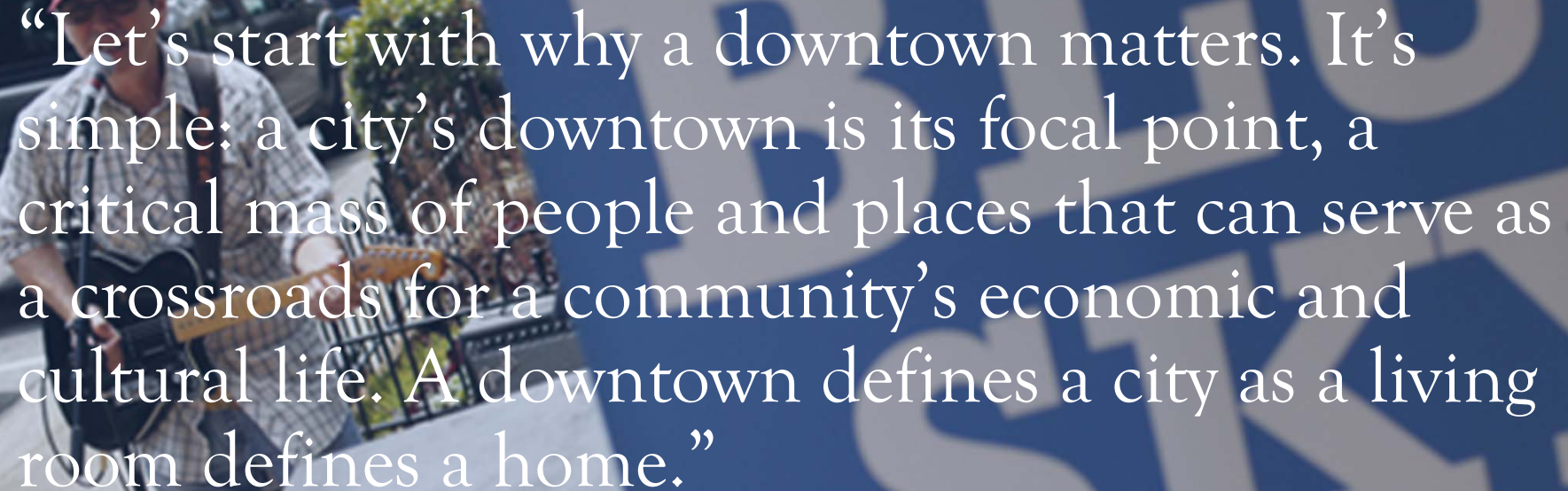
Downtown Athens



Downtown Athens Connectivity - Improvements



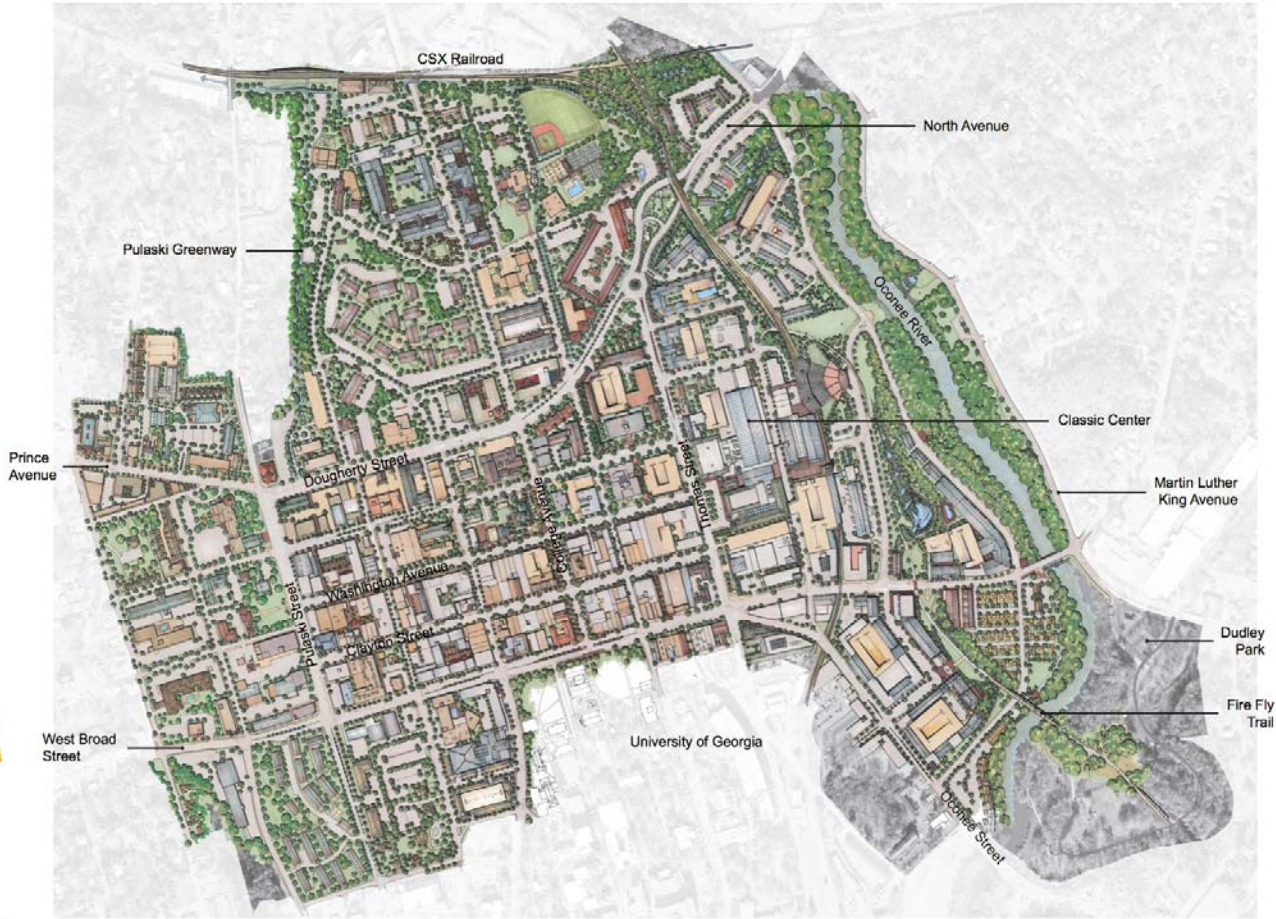
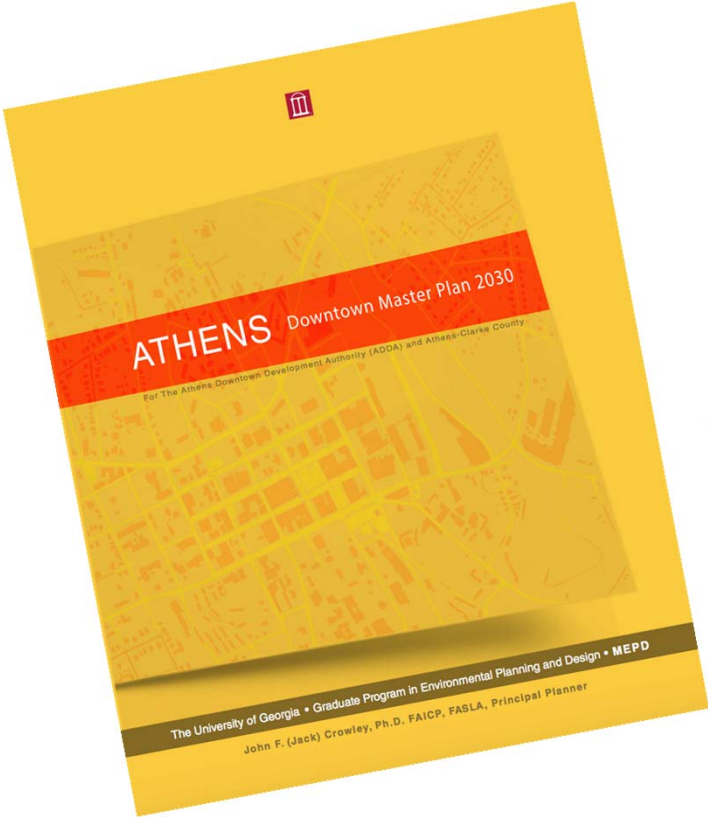
Why downtown?

A photograph of a man wearing a blue baseball cap with a white 'B' and a plaid shirt, playing an acoustic guitar on a city street. The background shows parked cars and a blue wall with large, stylized white letters. The text is overlaid on the right side of the image.

“Let’s start with why a downtown matters. It’s simple: a city’s downtown is its focal point, a critical mass of people and places that can serve as a crossroads for a community’s economic and cultural life. A downtown defines a city as a living room defines a home.”

Mayor Bill Bell, Durham, NC

ATHENS DOWNTOWN MASTER PLAN 2030



Downtown Master Plan

College Avenue

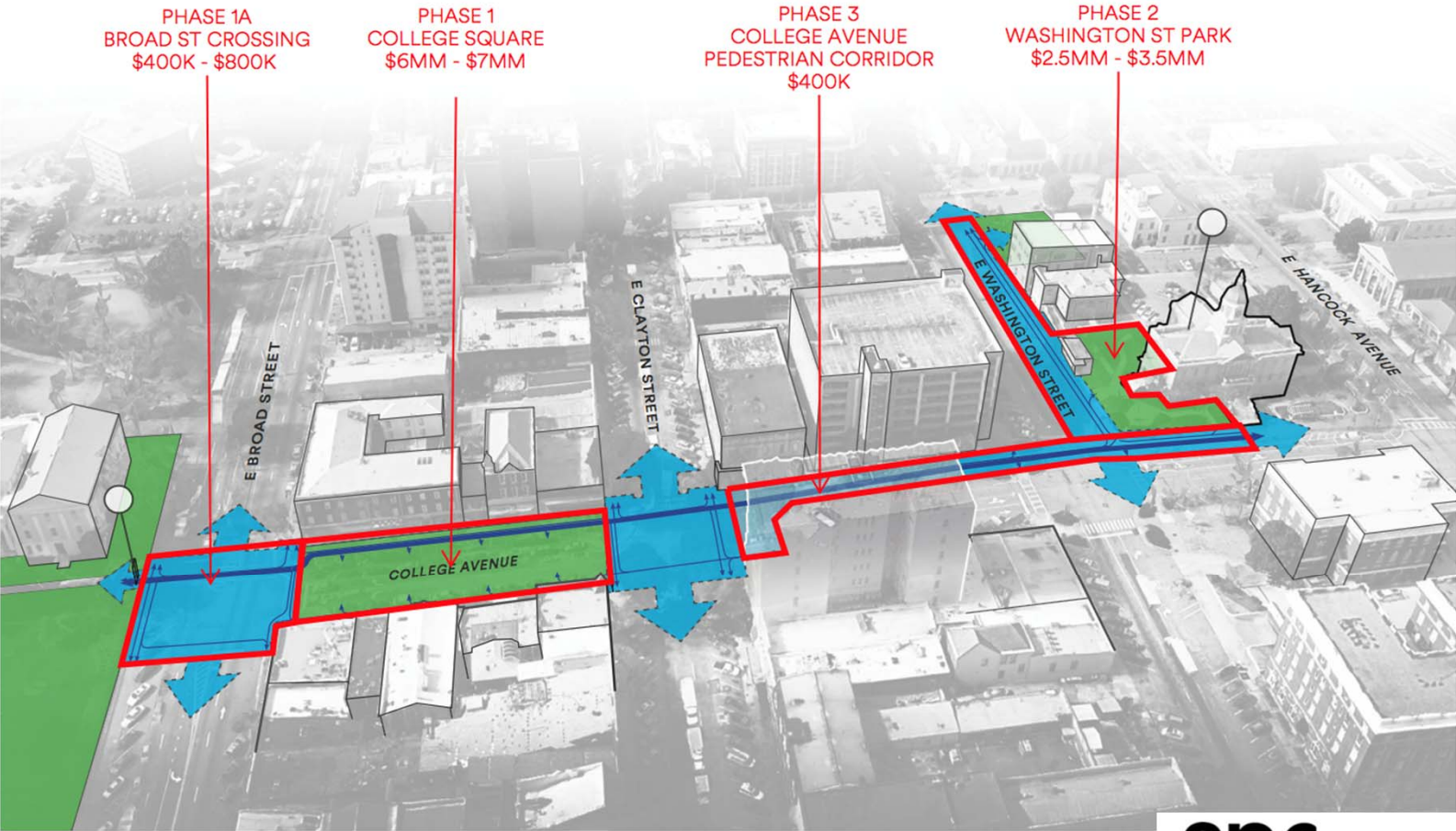
A thirty five foot wide landscaped pedestrian way along the east side of College between Broad Street and Hancock Avenue. The Corridor which exists between Broad and Clayton Streets needs to be redesigned.

The wide linear pedestrian corridor connects the campus at the iconic Arch to City Hall ... The east side of this same corridor could be widened as well once the Clayton Street Retail is expanded and well established.

Athens Downtown Master Plan 2030 (page 48)



Downtown Athens



Nodes Corridors

Downtown Athens

Redevelopment of College Square



Downtown Athens

BULLDOGS, 81

Group effort: Unlike recent UGA teams, these Dawgs don't have a standout star.



FALCONS AFTER THE GAME

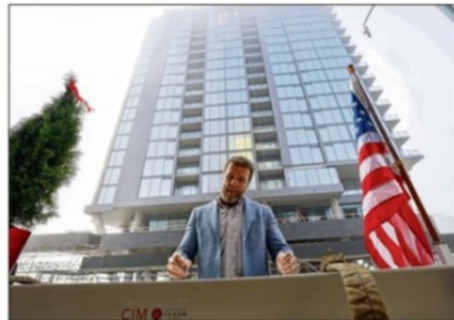
New quarterback, better outcome: Penix helps Falcons end scoring slump.

The Atlanta Journal-Constitution

The Substance and Soul of the South • Monday, December 23, 2024 • Atlanta, GA • AJC.com • \$2.00

Centennial Yards hotel reaches its zenith

Developer celebrates the final beam placed atop its second high-rise in the \$5B mixed-use development in Atlanta's Gulch.



Brian McGowan, Centennial Yards CEO, signs a piece of the roof to mark a milestone in the construction of the 18-story Hotel Phoenix. The hotel "kind of represents a second economic rising in the Gulch," he said. [JACQUES MONTAGNE/AJC](#)

By Zachary Hansen
[zachary.hansen@ajc.com](#)

Atlanta's story is one of rebirth, setting opportunity from ashes and rubble. After the Civil War reduced the city to cinders, it was reborn as the Capital of the South. Atlanta's rise out of Reconstruction is reflected in the phoenix adorning its city seal, and it's an influence for the megaproject aiming to revitalize downtown yet again.

The developer of Centennial Yards, the \$5 billion redevelopment of downtown's 50-acre tangle of rail lines and parking lots known as the Gulch, tapped out construction Wednesday on a 19-story hotel, which it will call Hotel Phoenix. The building is the second new tower to rise



FUTURE OF DOWNTOWN

This story is part of an occasional series by the AJC to look at the future of Atlanta's downtown. Several high-profile developments are poised to bring billions of dollars into the city's core while it continues to grapple with

Ex-Sen. Fort, champion of liberal causes, dies

Democrat fought for disadvantaged, unafraid to badger either party.

By Greg Bluestein
[gbluestein@ajc.com](#)
and Wiley Bunch
[wiley.bunch@ajc.com](#)



Vincent Fort, a former Democratic leader in the Georgia Senate and longtime candidate for Atlanta mayor and Congress who championed liberal causes for decades, has died of complications of cancer. He was 68.

Fort was both a politician and a prosecutor, unafraid to badger anyone — Republican or Democrat, banker or builder, prosecutor or presidential candidate — when he felt they were failing Georgians.

Fort continued on A6

Downtown Athens' face-lift to make area more inviting

Multimillion-dollar transformation of College Square to begin in 2025.

By Fletcher Page | [Fletcher.Page@ajc.com](#)

ATHENS — Across the street from the iconic arch entrance to the University of Georgia campus, construction on an enticing gateway to downtown bars and restaurants is expected to begin next year.

Downtown Athens' face-lift to make area more inviting

Multimillion-dollar transformation of College Square to begin in 2025.

By Fletcher Page | [Fletcher.Page@ajc.com](#)

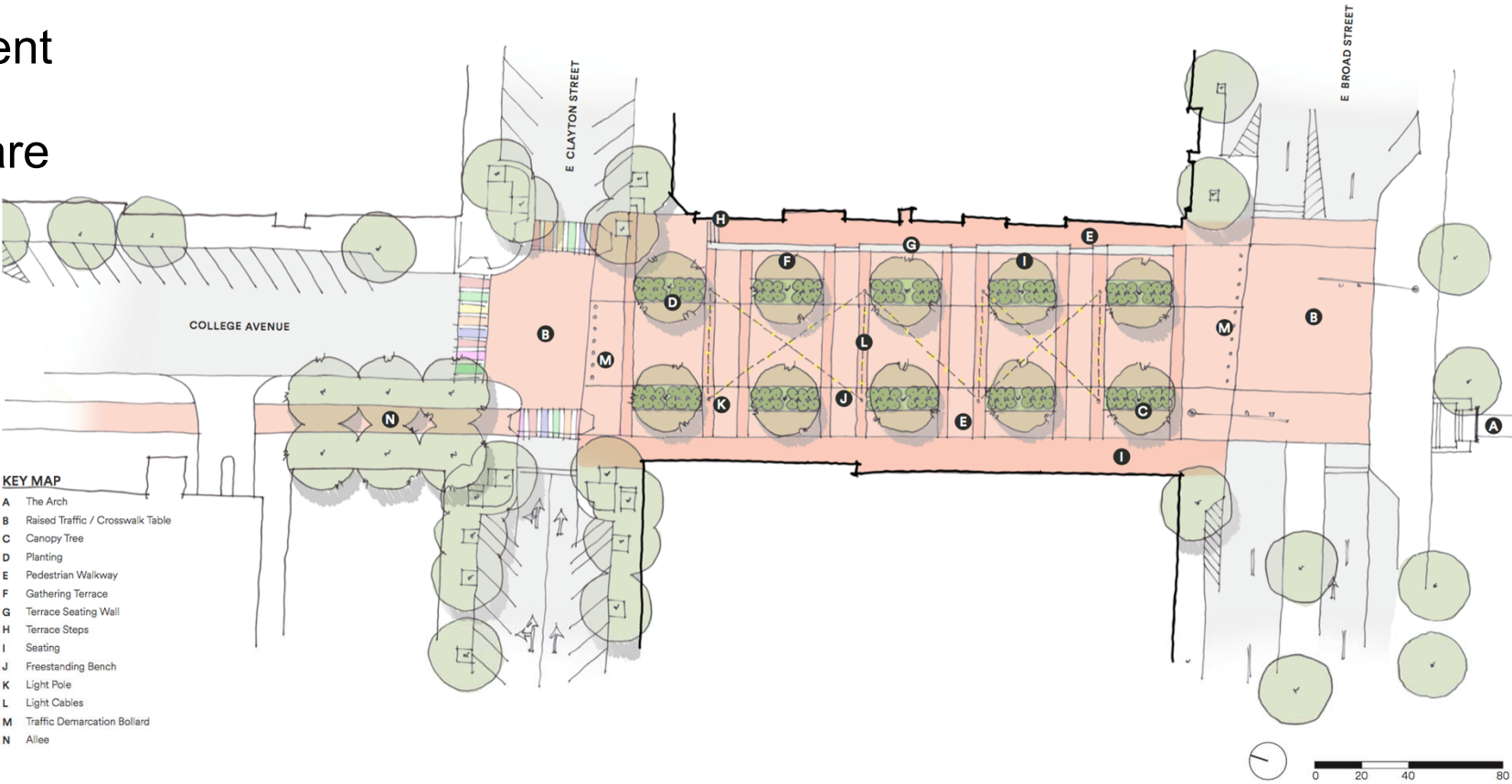
ATHENS — Across the street from the iconic arch entrance to the University of Georgia campus, construction on an enticing gateway to downtown bars and restaurants is expected to begin next year.

The plan calls for a multimillion-dollar transformation of College Square, the section of College Avenue between the arch and City Hall. Brick pavers will replace asphalt. Outdoor seating will increase. Trees will be added to mimic the feel of the nearby old campus.

"We see it as kind of a handshake between the university and downtown," said David Lynn, director of planning and outreach for the Athens Down-

Downtown Athens

Redevelopment
of
College Square



“The Stitch” Concept
College Avenue ReDesign

Downtown Athens

Redevelopment of College Square

spg Planners+
Engineers



Downtown Athens

Redevelopment of College Square



Downtown Athens

Redevelopment of College Square



Downtown Master Plan

Washington Street

The reconfiguration of Washington Street with its attendant side streets should be a project placed in sequence after the Clayton Street Corridor.

This recognizes the need for pavement replacements, infrastructure upgrades and the recent and projected developments along the corridor.

Athens Downtown Master Plan 2030 (page 44)



Downtown Athens

Redesign of City Hall Campus & Bus Kiosk



Downtown Athens

Legend:

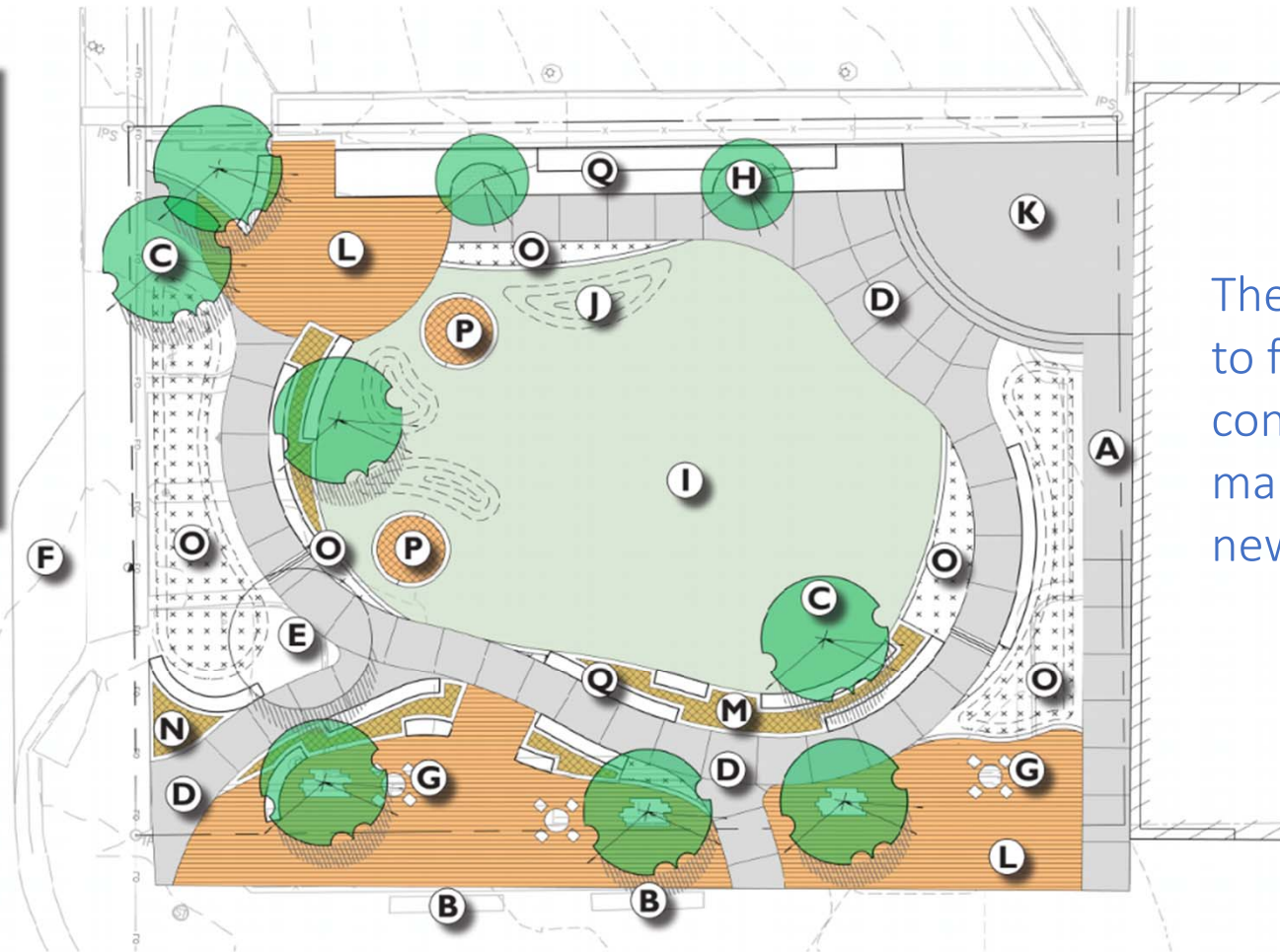
- 01 Future Development Opportunity
- 02 Pocket Park
- 03 Plantings
- 04 Spirit of Athens Plaza
- 05 Tapered Steps
- 06 The Hub
- 07 "The Porch"
- 08 Alley
- 09 Incubator Space
- 10 Future Park



Legend

- A** Accessible Ramp
- B** Benches to be Removed, Typical
- C** Canopy Tree, Typical
- D** Concrete Walkway, Typical
- E** Existing Tree to Remain
- F** Expanded Bumpout
- G** Fixed Furniture, Typical
- H** Flowering Tree, Typical
- I** Lawn Area
- J** Mounds/Berms, Typical
- K** Multi-Use/Performance Area
- L** Paver Plaza, Typical
- M** Permeable Pavers, Typical
- N** Pet Station
- O** Planting Area, Typical
- P** Sculpture
- Q** Seatwall, Typical

N. Lumpkin Street



E. Washington Street

The DDA has agreed to fund the design, construction and maintenance of the new park.

Downtown Athens



THANK YOU!

Downtown
Athens is a
Work of Art!