

EXPERIENCE THE TRANSFORMATION OF BUCKHEAD

Mayor Franklin cuts ribbon on Peachtree Boulevard Phase I

ATLANTA (October 16, 2006) The Peachtree Boulevard Transformation from Maple Drive to the Buckhead MARTA station is complete. Today, Atlanta Mayor Shirley Franklin joined community and business leaders to cut the ribbon on phase I of the transformation.

*** Photos from today's ribbon cutting: www.peachtreeboulevard.com ***

"I know that Buckhead is setting the standard," Franklin said. "Buckhead is a part of our community that prides itself on setting very high standards for livability for quality of life, and I know this project is going to set a new high standard for Atlanta."

Walking along this stretch of Peachtree in Buckhead now means wider sidewalks protected by landscaped buffers and shaded by dozens of willow oaks. Planted medians ease the way across the new crosswalks with time-displayed signals. Better lighting improves the view at night. The choice to walk in Buckhead just got easier.

The Peachtree Boulevard Transformation is the major enhancement of a stretch of Peachtree Road in Buckhead into a more livable, walkable, bikable and drivable promenade. The transformation allows Peachtree to live up to its reputation as Atlanta's "signature street," making it a destination, not just a throughway.

"We want to get people out of cars by giving them an inviting place to walk," said Buckhead neighborhood activist Sally Silver, who was instrumental in the conception of the transformation, which began in the mid '90s. "Put some trees and benches and some street lamps between you and that car coming down the highway, and it increases your comfort level. It makes people feel more welcome to be out there."

Phase I is only the beginning. Phase II is longer and extends from the MARTA bridge to Roxboro Road north of Phipps Plaza. The Buckhead CID is working with GDOT to acquire right-of-way through purchase and donation. Pending the release of state funds, development of Phase II is set to begin in 2008.

The Peachtree Boulevard transformation is the most extensive urban retrofitting the Georgia Department of Transportation has ever attempted. Initiated by the Buckhead Coalition, conceived by community stakeholders, and partially funded by the Buckhead CID, the transformation redefines Buckhead as a vibrant, walkable metropolitan neighborhood.

"It's very exciting," said Buckhead CID Chairman David Allman. "The level and the quality of the pedestrian experience will be transformed almost overnight."

The completion of Phase I of the transformation lays the foundation for changing what Buckhead is. Long a mecca of youthful nightlife, the historic Buckhead Village is entering a new era.

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“The Streets of Buckhead” is a \$1.2 billion dollar mixed-use development featuring premier retail, office, residential, hotel and restaurant space. The pedestrian-oriented streetscape is not just the vision developer Ben Carter Properties LLC. It’s the new standard in Buckhead.

With more than 40 developments under construction or planned, a distinctive skyline is rising above the trees to greet those arriving from all directions. More than a dozen new developments have been announced in just the past year. Many have street-level retail and restaurants, adding an energetic vibe while maintaining the elegance Buckhead visitors demand.

As Buckhead is changing, so are the people who live here. Buckhead is becoming a cosmopolitan center, attracting people from around the world who are used to walking to work and taking transit.

The Buckhead Community Improvement District and Buckhead Area Transportation Management Association are working with the rest of the Buckhead community to change not only Buckhead’s appearance, but also its character, making Buckhead an international destination.

About Buckhead Community Improvement District

The mission of the Buckhead Community Improvement District is to leverage local tax dollars with a city, state and federal grants to attract new investment in Buckhead and promote sustainable, livable growth.

Members of the Buckhead CID tax themselves and use the capital to attract additional investment in Buckhead’s public infrastructure. These initiatives help to overcome the daunting challenge of creating a vibrant, pleasant community in a dense urban environment.

About Buckhead Area Transportation Management Association

The Buckhead Area Transportation Management Association (BATMA) offers a variety of transportation services that provide relief for commuters, residents and visitors traveling in and around Buckhead. Leveraging the dues of its membership, BATMA obtains grants to offer businesses and individuals incentives to try commute alternatives such as transit, teleworking, carpools, vanpools and more. As one of eight transportation management associations in the Atlanta region, BATMA fosters public-private partnerships to develop solutions for dense areas facing unique transportation challenges.

Photos from today’s ribbon cutting: www.peachtreeboulevard.com

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