

discover your hidden riverfront

# CHATTAHOOCHEE NOW

The Chattahoochee River is the lifeblood of Georgia. The Atlanta region is home to a 53-mile stretch, its currents winding through leafy neighborhoods and industrial parks, down to rolling farmland. From natural resource to natural beauty, the Chattahoochee is an extraordinary public good – but too often overlooked and too often out of reach.

Building on tenacious efforts to revitalize a once polluted waterway, while recognizing our region’s continued growth, we believe now is the moment to put this section of the Chattahoochee riverfront back on the map – not just the water, but the land, forests, and communities that surround it.

We envision this stretch of our river as a thriving riverfront of sustainability, community, and economic vitality, visible and accessible to all. We imagine residents living, working, learning, playing, and connecting throughout the corridor, and visitors seeking it out as a distinctive destination. More than just a waterway, it could become a way of life.

Today, we have an opportunity to chart the future course of the Chattahoochee riverfront and with it, the Atlanta region. That means creating an alliance of public, private, and citizen stakeholders – all those who have a stake in this future – and shaping a shared vision together.

The potential for these 53 miles is vast. But it can only be realized through a comprehensive and collaborative approach. The role of Chattahoochee NOW is to convene our collective imaginations and coordinate our collective efforts to reach the riverfront’s greatest potential, while sustaining the river’s health. That’s the role our riverfront can play here, now.

SIXPITCH

*“We’ve seen it happen with the Atlanta BeltLine – we know that when corridors like the Chattahoochee River take on ideas designed to improve the lives of people, they become life-affirming social spaces and engines for our culture and economy – they bring us together and make our region stronger.”*

Ryan Gravel, founder of Sixpitch and originator of the Atlanta BeltLine concept.

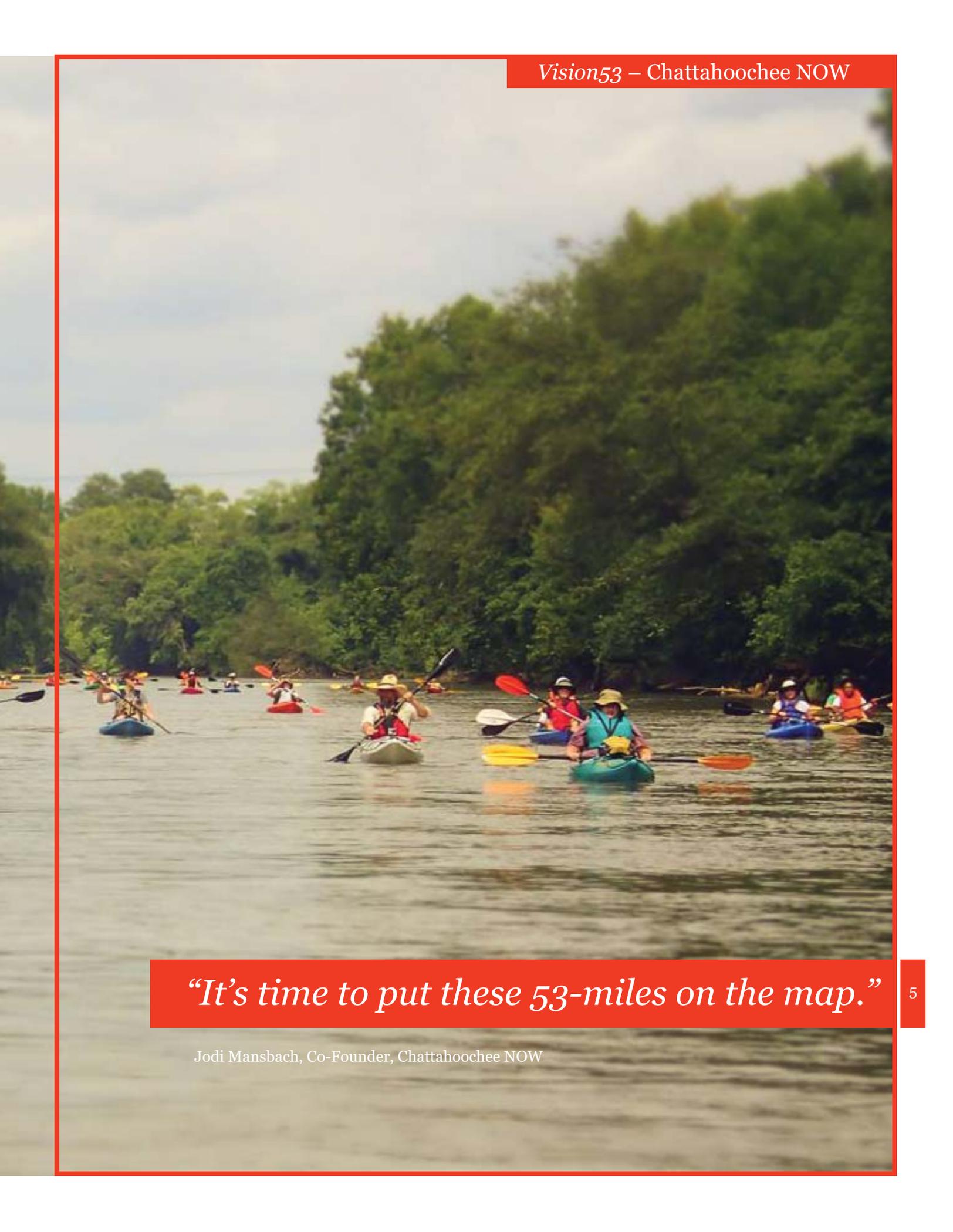
*“Vision53 outlines a framework of opportunity for the river corridor from Peachtree Creek downstream to Chattahoochee Bend State Park.”*

Walter Brown, Co-Founder, Chattahoochee NOW.



*“We envision the Chattahoochee River as a corridor of sustainability where recreation, preservation, community and development are interconnected.”*





*“It’s time to put these 53-miles on the map.”*

Jodi Mansbach, Co-Founder, Chattahoochee NOW

# Our Opportunity

Not since Native Americans traded on its banks at Standing Peachtree has the settlement that flourished here so needed the Chattahoochee River. For well over a century, as metro Atlanta built railroads and highways to shape a powerful economy and grow a region of nearly six million people, we simply drew our drinking water from the river and dumped our sewage at its banks. Thankfully, even as we grew ever outward, a handful of visionaries took notice of the presence of this river in our lives.

Metropolitan Atlanta is forever indebted to these groups – to the Chattahoochee Riverkeeper, the Trust for Public Land, the National Park Service, and others who proudly call themselves “river rats.” They worked tirelessly for decades to clean the river’s water, to preserve and protect its watershed, to reestablish wildlife, and to reinsert the river into our public consciousness.

As we look ahead, however, at the next 20 years and another 2.5 million people who will make this region their home, it is essential that we continue to improve our riverfront. Chattahoochee NOW is focused on the stretch that is downstream from the Chattahoochee River National Recreation Area, much of which is finding itself at the front-lines of change. Instead of growing outward, the new drivers of regional growth are increasingly focused inward, and we can see new development pressures on this land. It is becoming vulnerable to unplanned and irresponsible growth, and in the coming decades, these changes will almost certainly accelerate.

Meanwhile, some complain that Atlanta doesn’t even have a river – not because it doesn’t exist, but because it is nearly impossible to physically visit this lower stretch. It is close to downtown, but it is largely forgotten. And this lack of visibility allows poor decisions to be made about the use of land along its banks and throughout its watershed.

**We believe that in order to save our riverfront, we need to see our river differently. We need to see it. And we need to get there.**

**6** While Atlanta may lack a conventional urban waterfront or harbor, the Chattahoochee River offers a more natural and more generous riverfront than any major city in the United States. Like its upper stretches, this lower 53-mile section has real potential for wildness and adventure, and its lands provide sufficient scale for significant greenspace features. In this sense, the river and its watershed can be seen as a massively untapped regional resource capable of both amplifying our global competitiveness and improving our individual lives.

**Our vision is to expand Atlanta’s riverfront along this 53-miles with a 5,000-acre “working park” that is comprised of a protected and interconnected new network of farms, forests, parks, and nature preserves. It will be designed to benefit all the people of this region. It will be bordered by a strategic composition of riverfront redevelopment and rural outposts that provide thoughtful and balanced connections with people’s lives. And it will reframe metropolitan Atlanta from a city without a riverfront, to a model river reclamation district that becomes a signature aspect of the region’s dynamic civic identity. By improving access and embracing arts, commerce, health, and play, we can write the next chapter of our regional riverfront history.**

Chattahoochee NOW believes that such a vision for the entire river valley is possible – that the river’s social, cultural, and economic potential can shape a brighter future for our region and ourselves. We also believe that we need to do it now.

Defining, designing, and achieving such a bold and ambitious opportunity will require a lot of work, and we’ll ask everyone to join our efforts. We’ll need to tap into our innate human desire for connections to water, nature, and to each other, and then translate that energy to get the attention of the region at large. And as we rediscover this 53-mile riverfront – for adventure, tranquility, business opportunities or whatever else drives us – we’ll develop a strategic alliance of community, government, and nonprofit partners willing to work together to improve our lives and our riverfront.

So with people as a primary motivation, the actions we take to support a riverly life along this stretch of the Chattahoochee River are organized in this vision framework. The following pages outline a commitment to advancing both the value of the riverfront and the stewardship of the river itself, to its diversity of people and wildlife, and to the entire river valley as an invaluable resource for future generations.



*“We need more places defined by nature, not by cars. The Chattahoochee River is that kind of place and we should celebrate it.”*

Tim Keane, Commissioner, City of Atlanta Department of Planning & Community Development

*“Our riverfront can benefit everyone.”*



*New Orleans*

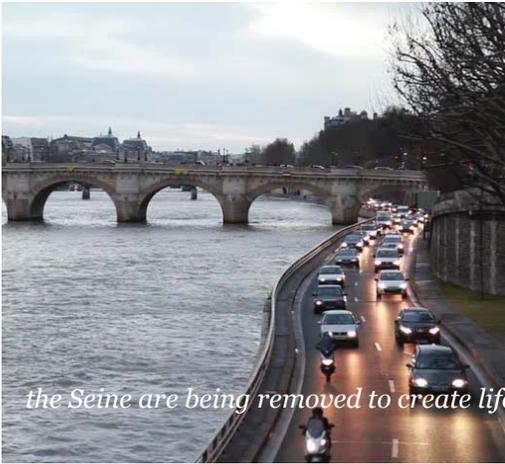
In cities around the world, we find revitalizing waterways.

Most are emerging as vibrant urban promenades.

**LOS ANGELES**



*After being channelized in the 1930s, the Los Angeles River is being reimagined as a new civic symbol for*



*the Seine are being removed to create life-affirming spaces for people.*

**NEW YORK**



*along the waterfront and views of the water have been protected.*

**CHICAGO**



*Detroit*



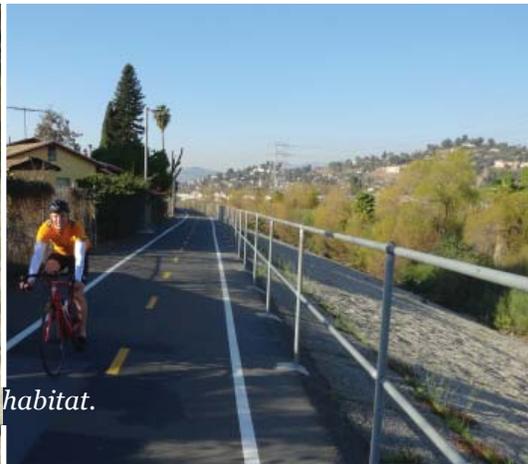
*Seoul*



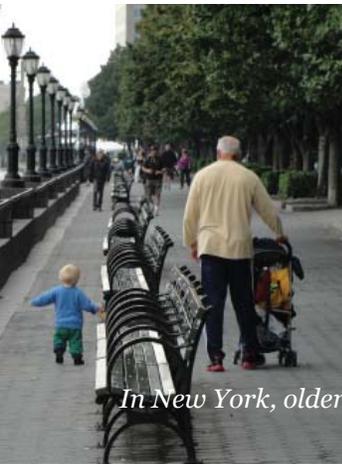
*San Francisco*



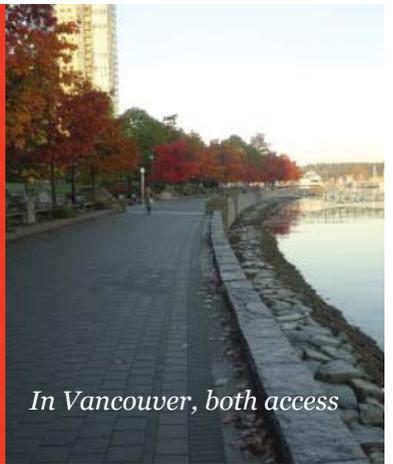
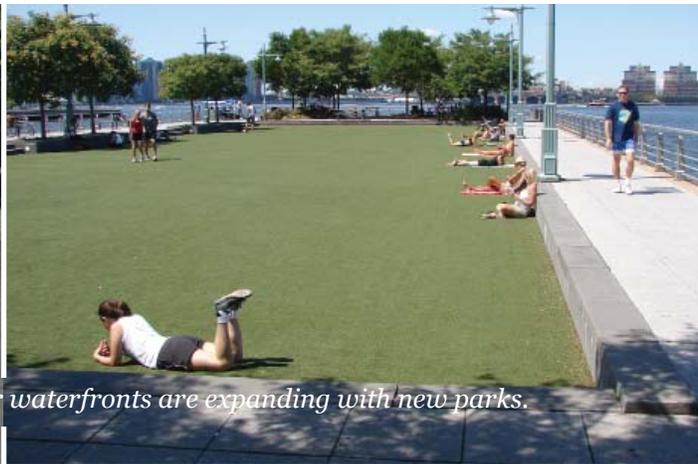
*both human and wildlife habitat.*



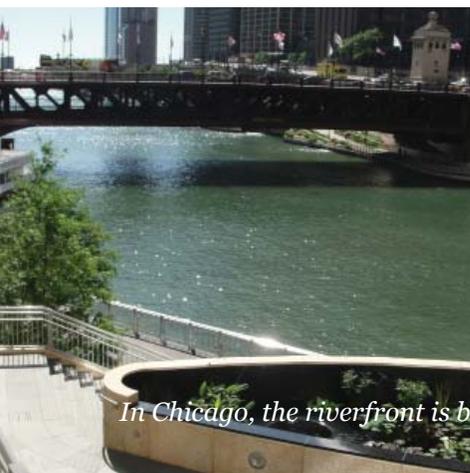
*In Paris, the highways that once lined*



*In New York, older waterfronts are expanding with new parks.*



*In Vancouver, both access*



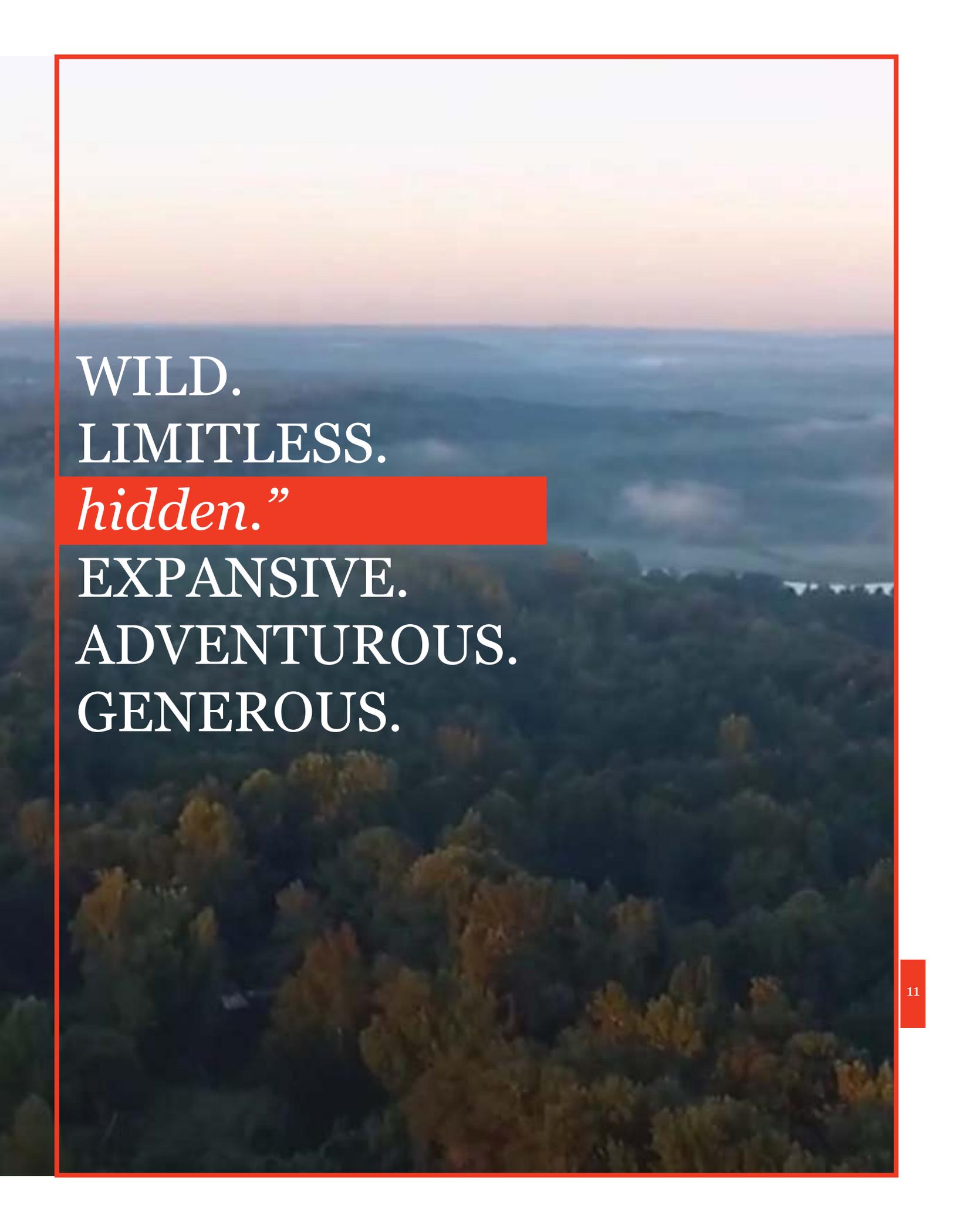
*In Chicago, the riverfront is being rebuilt and expanded for human use and occupation.*



Our opportunity looks very different.  
And because of that, too often we say,  
*“Atlanta doesn’t have a riverfront.”*

But we do. It’s just different.  
And in many ways, it’s better.

*“Atlanta’s riverfront is...”*



WILD.  
LIMITLESS.

*hidden.”*

EXPANSIVE.  
ADVENTUROUS.  
GENEROUS.



*“Atlanta’s riverfront is hidden.”*



Today, downstream from Buckhead and Vinings, we simply can't get there.

*“We need to see it. We need to get there.”*



## Long-term vision.

To claim Atlanta's riverfront, our vision is to expand it for another 53-miles. We imagine a **5,000 acre "working park"** that is organized along the banks of the river and comprised of a protected and interconnected new network of farms, forests, parks, and nature preserves to benefit all the people of this region.

1

2

3

4





*... exploring.*



*... adventure.*

## Near-term goals.

*We know that's ambitious, so to get started, we're proposing four near-term goals.*

*20 new ways to reach the riverfront.*

*20 new ways to have fun along the riverfront.*

*20 new places to meet on the riverfront.*

*20 new stories for Atlanta's riverfront.*



*... beauty.*



*... place-making.*



*... by every mode and means.*

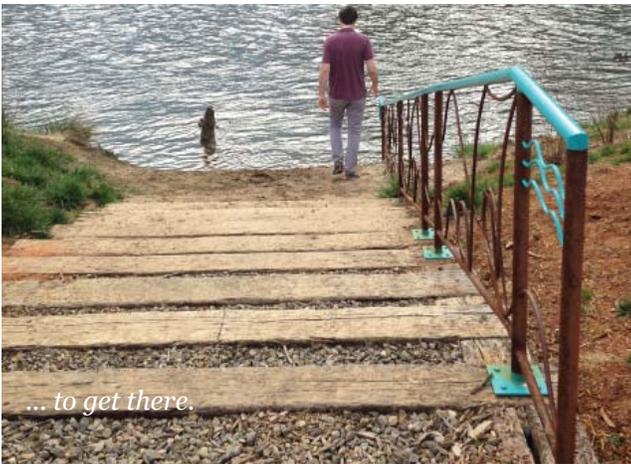


*... to the water.*



*“Let’s connect people to the water by replicating the Cochran Shoals trail and trailhead at bridge crossings downstream in South Fulton, Coweta, and Carroll Counties.”*

– Laura Richards, Chair, Friends of Carrollton GreenBelt.



*... to get there.*



*... to a new dialogue.*



**20 new ways to reach the riverfront.**



*... to the land along the water.*

*“Discover your way to the riverfront.”*



*... to nature.*



*“Everyone should be able to get to our river – not only by car, but by bike, foot, and transit too.”*

– Saba Long, metro transit advocate.



*... to learning.*



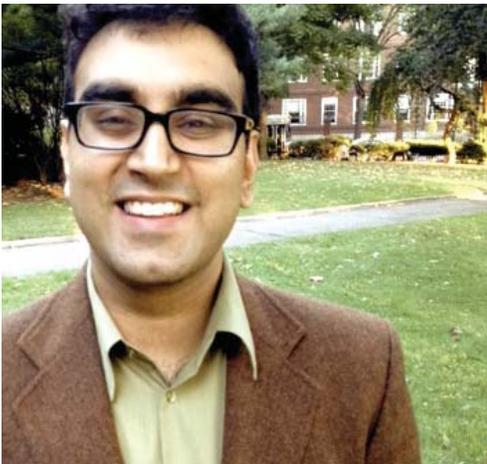
*... to adventure.*



*... surprise yourself.*



*... dare to connect in new ways.*



*“The riverfront could be a new connective infrastructure for social and entrepreneurial experimentation.”*

– Rohit Malhotra, Center for Civic Innovation



*... and follow your dreams.*

*... to the other side of the river.*



*... along the river.*

**20 new ways to have fun along the riverfront.**



*... with each other.*

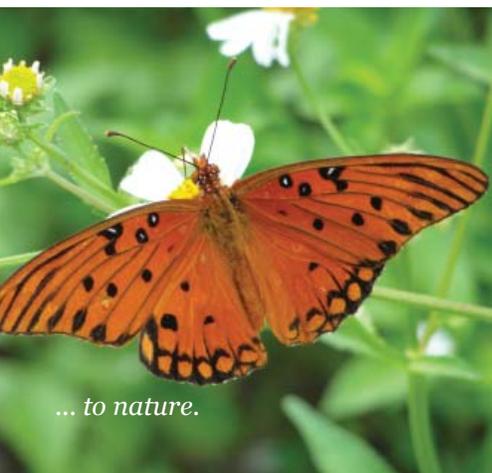


*“Discover your wild-side along the riverfront.”*

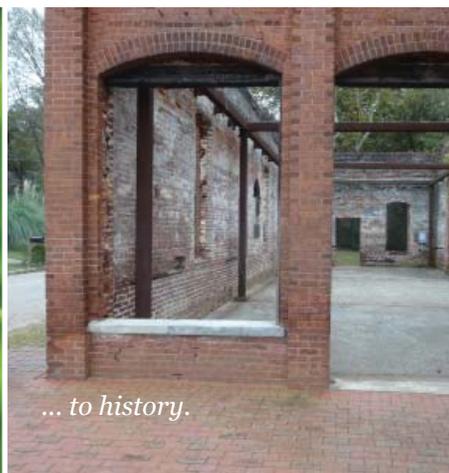


*“I grew up playing in the Chattahoochee River and would love to take my own kids there safely by bike or transit.”*

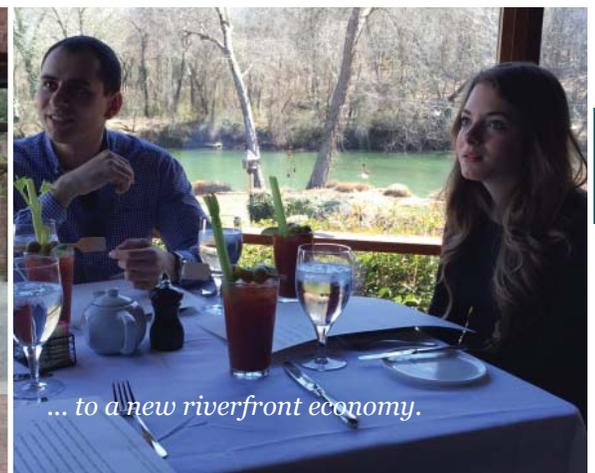
– Rebecca Serna, Director, Atlanta Bicycle Coalition



*... to nature.*



*... to history.*



*... to a new riverfront economy.*

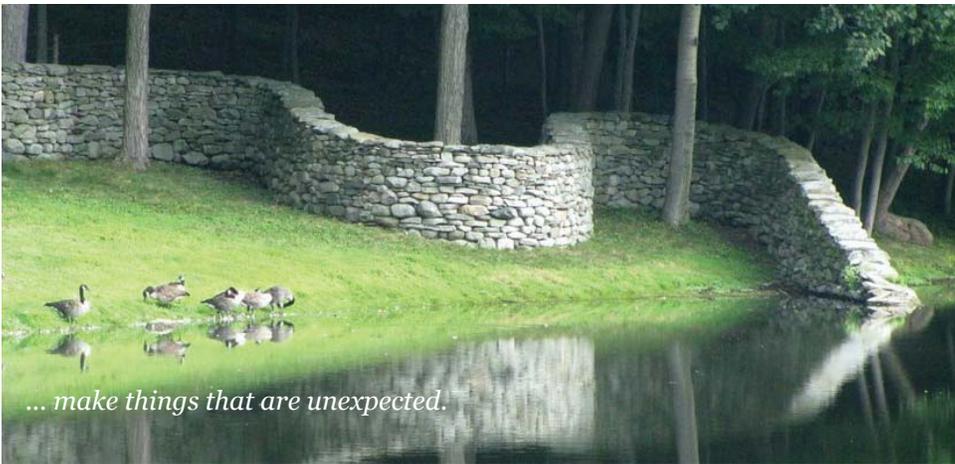


*... a life we didn't know we were missing.*



*“The river needs overlooks, restaurants, and a ferry you could ride on – it would be a treat to just be able to see it. I’d love to watch an illuminated boat parade go by – the Regatta Illuminata!”*

– Chantelle Rytter, Krewe of the Grateful Gluttons.



*... make things that are unexpected.*



*... new ways to play.*

20 new places to meet on the riverfront.



*“Discover your life on the riverfront.”*



*“What about building small-scaled, walkable, river-focused communities where people can live, work, and go to school; where teenagers can hang out on a bridge while eating ice cream and watching the river go by?”*

– Lain Shakespeare, MailChimp.

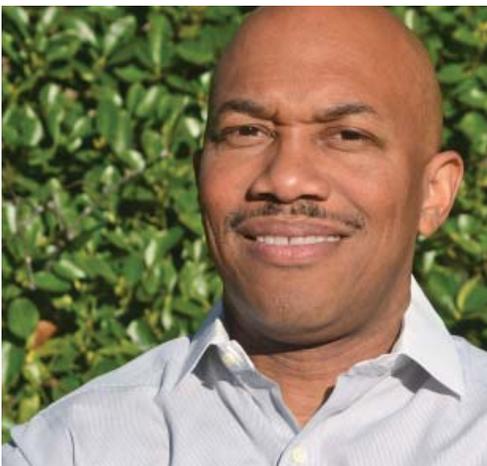




*... together time on the riverfront.*



*... a new riverly lifestyle*



*“Many communities don’t realize the riverfront is in our backyards. We should take this opportunity to transform the corridor into a place that we can all embrace.”*

– Bruce Morton, Chattahoochee Now board member, Utoy Creek resident and quality of life advocate.



*... new riverfront events.*



*... and fun.*



**20 new stories for Atlanta’s riverfront.**



... alone time on the riverfront..



*“Discover your city **has** a riverfront.”*



*“The river could be our ultimate staycation – I’d love to spend the day floating from an overnight lodge to lunch and dinner with stops to see nature and art.”*

– Lara Smith, Managing Director, Dad’s Garage



... river pop-ups.



river

other sides

people

around

to do

granium

up-up markets

artists

Festival

getting

vibrant

environmental

art

change

learn about

the river

trails

Chattahoochee

the river

see

most

see!

inquiry

er

a GAME

le to

do

exercise

city can own it

the culture of

connection

in tomorrow world

in horse stables; host horse rid

paths that connect

a way to travel

a water way

design

Go to diverse communities in Atlanta, to ask them these same questions.

humans to

we go

Chattahoochee river

we've shunted

up to the river

that I have

it at

Parks

St Flags → access

Ideas

Riverwalk w/ restaurants

all ppl ac

Water as transp

Tomorrow World - take

Disrupt for unplanned intru

Beltime river connects it

they want a congregation

navigat by boat from Creek

Art - fueled commu

scavenger hunt / w

challenge to see all

accessible parts of

comcov similar to

among the AT.

ATL natives NO Chatt experience

miss water for

Bottomless Tea

10m birthday

Priority:

Develop the banks with restaurants, Festivals, events that bring families and friends to the river.

any's bicycle focuses #11

at this

and Fulton County & Cobb

only drive over it now

not near river view

will along the

next venue

pedestall

see house hotel / work nete

Shelby

street

height

Fest

> 5m

current relationship

not engage

accessibility

relationship - "went there once"

is a city - not important

passes through

the river is more

natives have gr

about

to

my compla

once a

from B

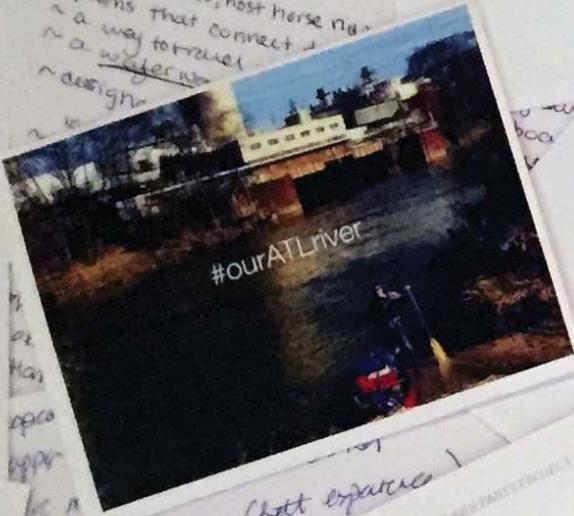
Cobb P

need 2 mile stretch - nice walk

continuous / accessible

CLEAN

Bike



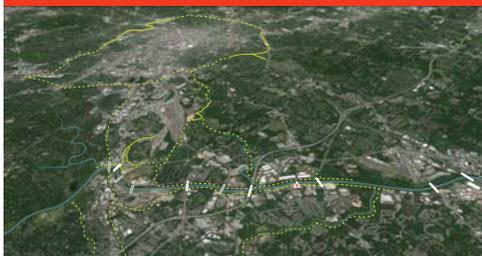


With your help and ideas, we can map and build a 5,000 acre “working park” organized along this 53-mile stretch of our riverfront.

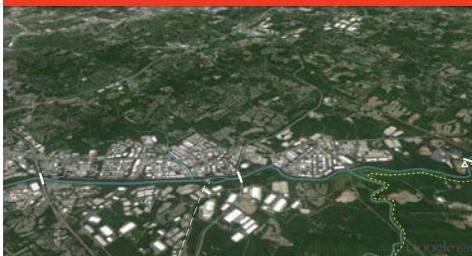


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**A** p. 28/29



**B** p. 30/31

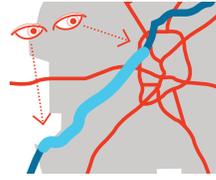


**C** p. 32/33



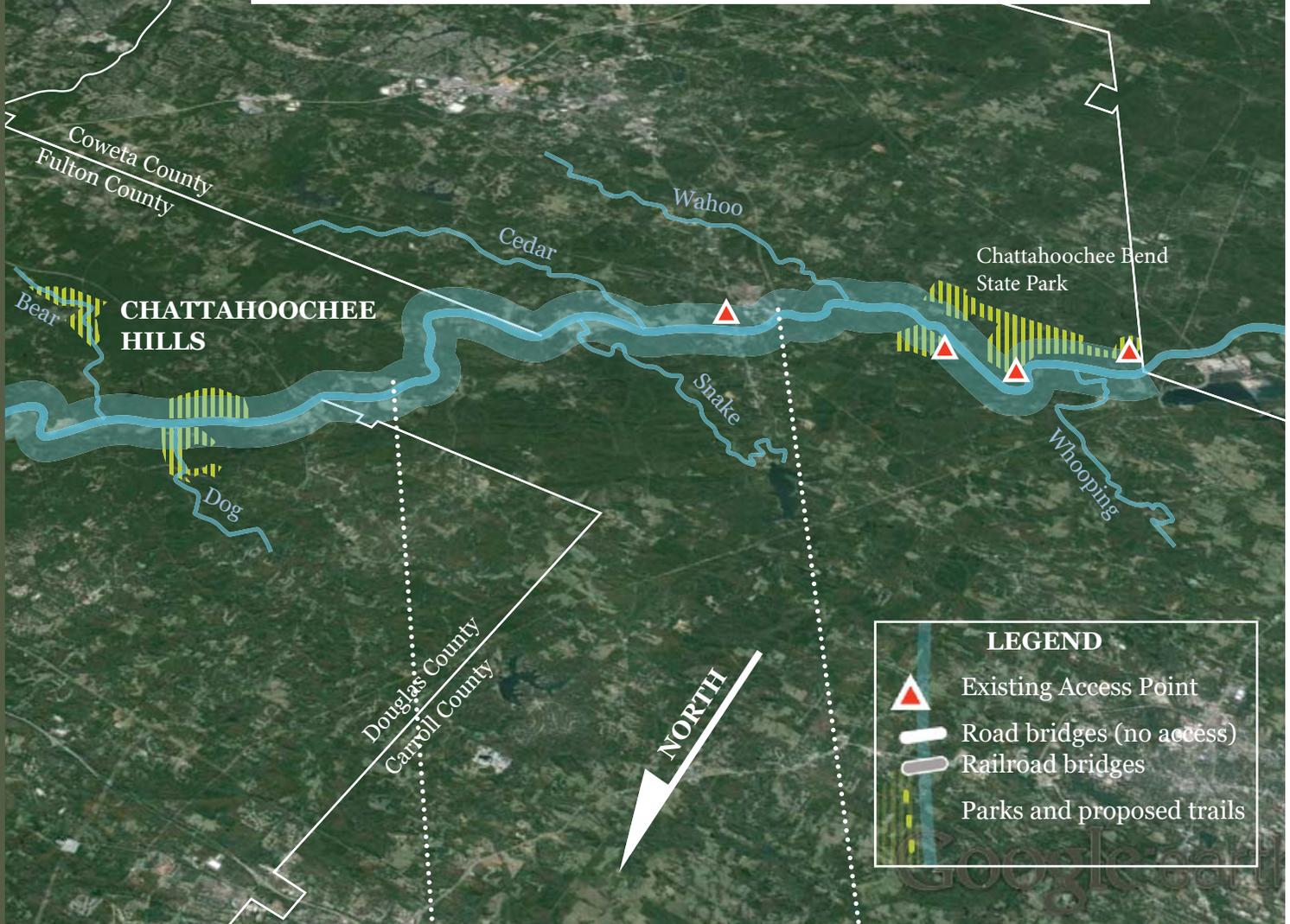
# IDEA MAPS

The following pages represent a sample of the many ideas that are possible for our riverfront. Many are bold and provocative, but we believe they are also attainable.



View these maps from the north looking south. The river flows left to right.

***What else can you imagine?***



**D** p. 34/35

**E** p. 36/37

**F** p. 38/39



## Social & Cultural Networks

### Idea Map A



Riverwalk Atlanta proposes to re-open an existing section of trail that was built by The PATH Foundation in 1996, yet closed in 2001. It also plans to extend that trail north over Peachtree Creek to Standing Peachtree Park, and south beyond Whittier Mill Village to where the future Proctor Creek Trail will link to the riverfront near I-285.

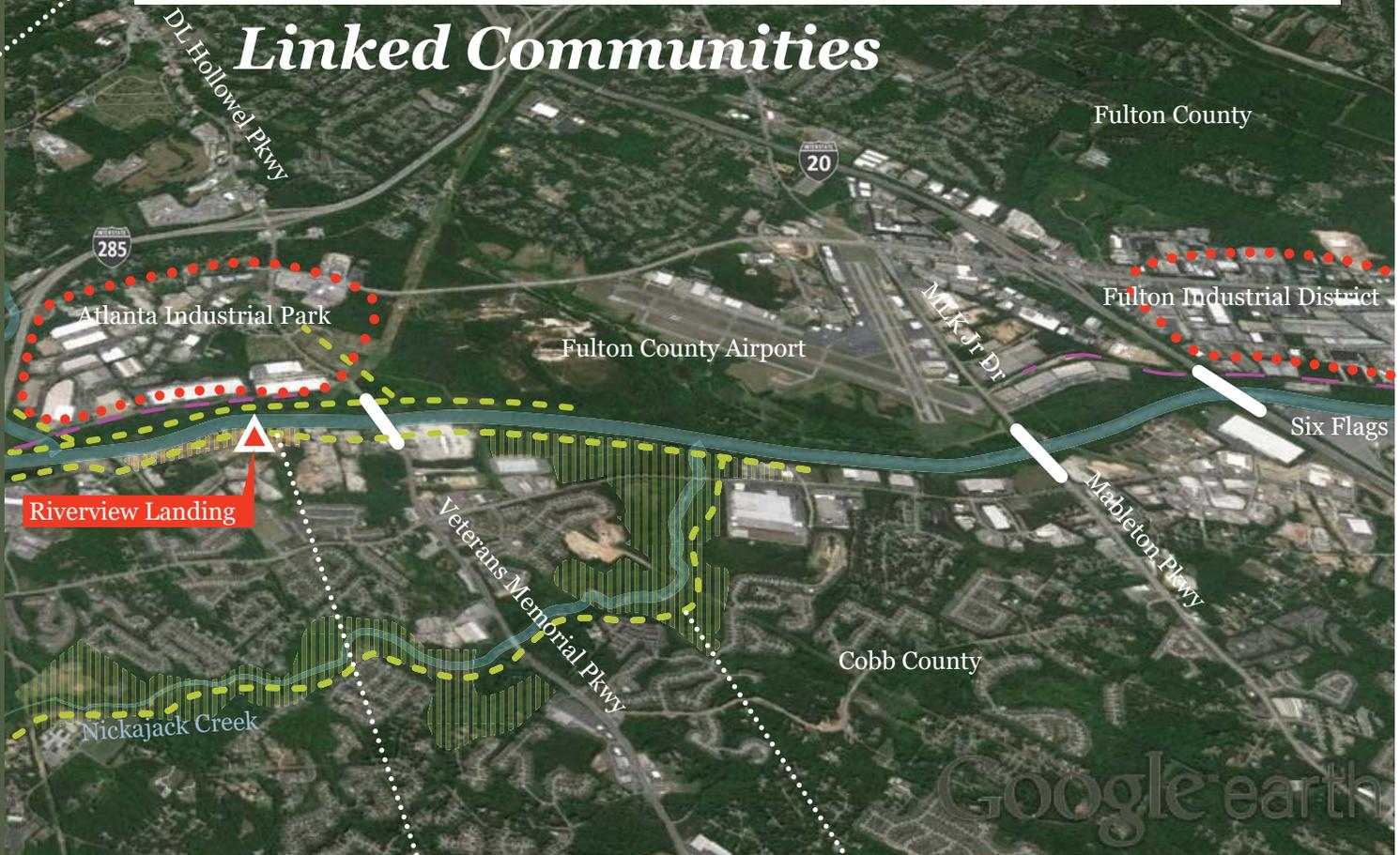


The Proctor Creek Trail, as proposed by partners like the Emerald Corridor Foundation, ABI, The PATH Foundation, and TPL, and others, will make a remarkable 7-mile multi-use link from the river to the Atlanta BeltLine and the Bankhead MARTA Station. It will provide direct access to the river and all of its benefits from some of the most ecologically and economically challenged communities in the region.

Other bicycle and pedestrian connections will create a network of trails and access that is unprecedented in the region.



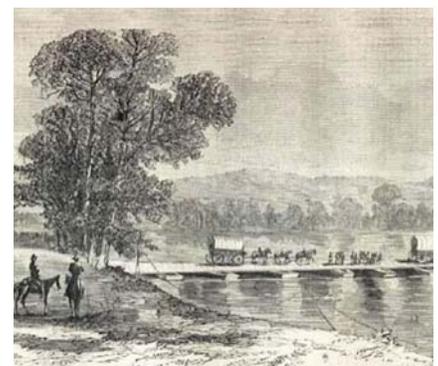
## Linked Communities



Riverly development like this one at Riverview Landing can model sustainable and eco-friendly land development practices by focusing new development on already-disturbed sites.



The River Line Historic Area is leveraging both historic and natural assets to connect and improve the lives of communities west of the river.

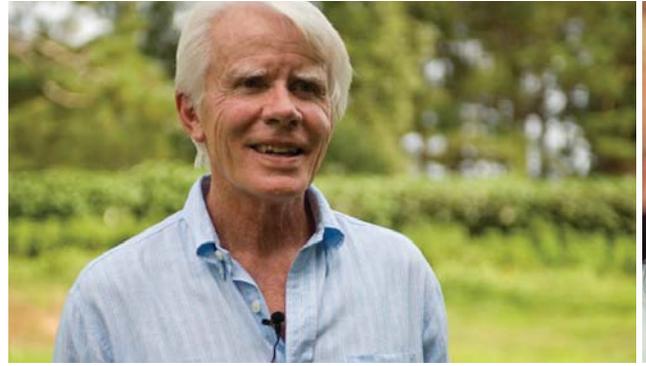




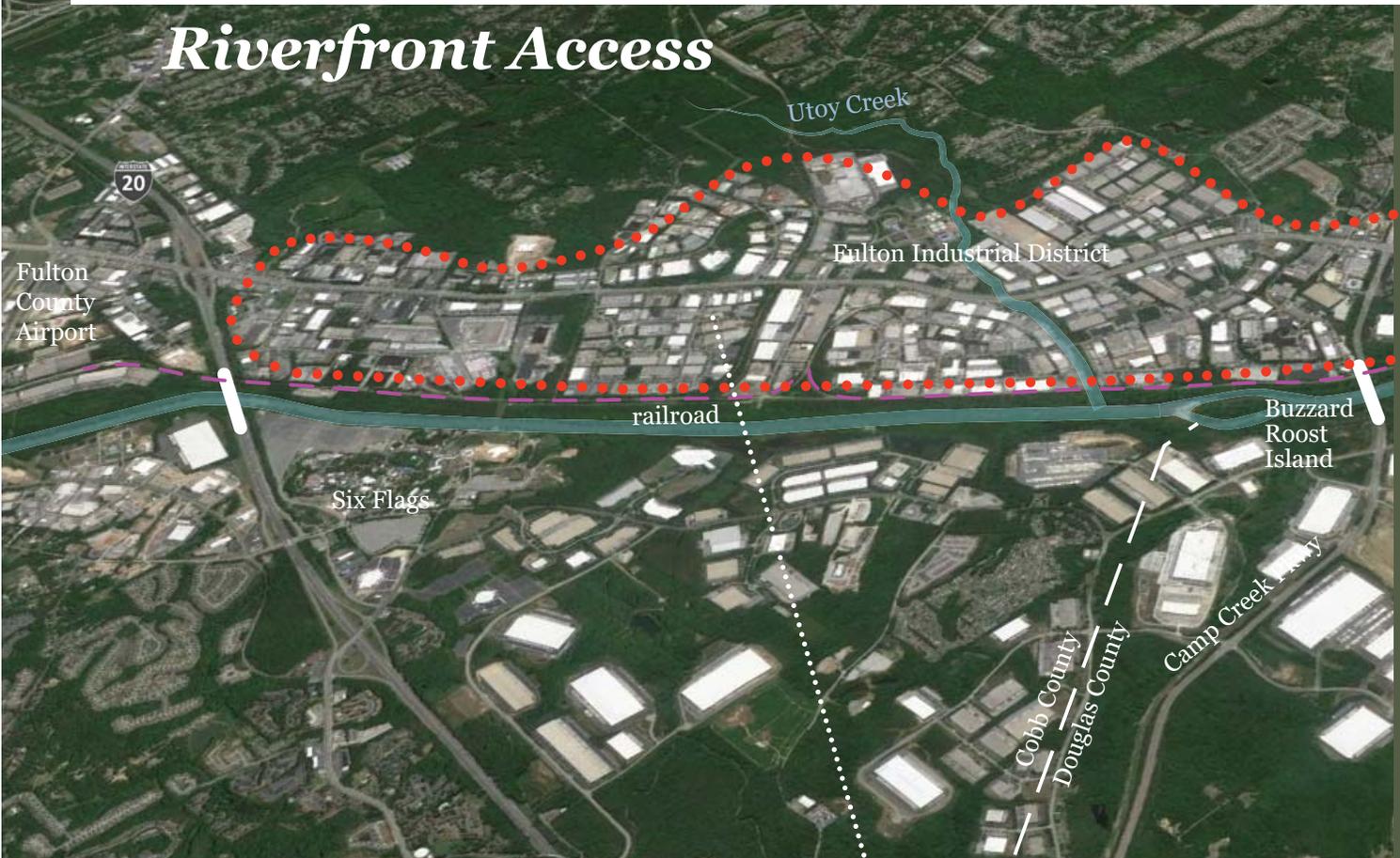
Perhaps the greatest need is also one of the most achievable. Small-scale access points for fishing, boating, or simply touching the water, can both improve our lives and build a culture that cares about our riverfront.

“Let’s make degraded old industrial sites into clustered mixed-use developments that are surrounded by preserved farms and forests and provide access to the riverfront.”

– Steve Nygren, co-founder of Chattahoochee NOW



## Riverfront Access

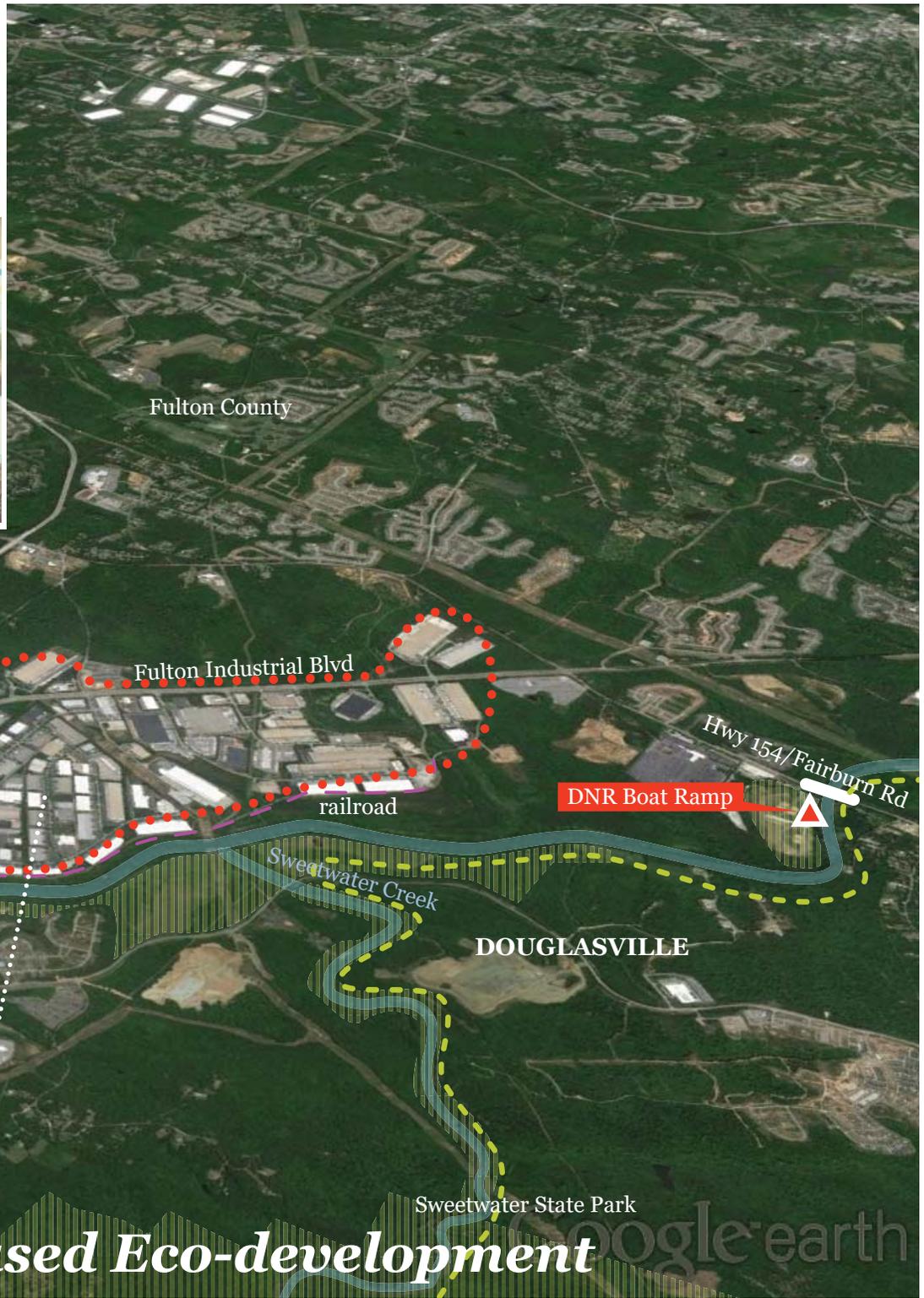


## Idea Map B



A Georgia Tech urban design studio proposed reactivating obsolete properties in the Fulton Industrial District for new river-focused industries and other uses. Concepts for stormwater, transit, habitat, and greenways made their vision a model of sustainable redevelopment.

Student projects and studios, pop-up events, and unconventional community engagements can generate even more ideas for access.



## *River-focused Eco-development*

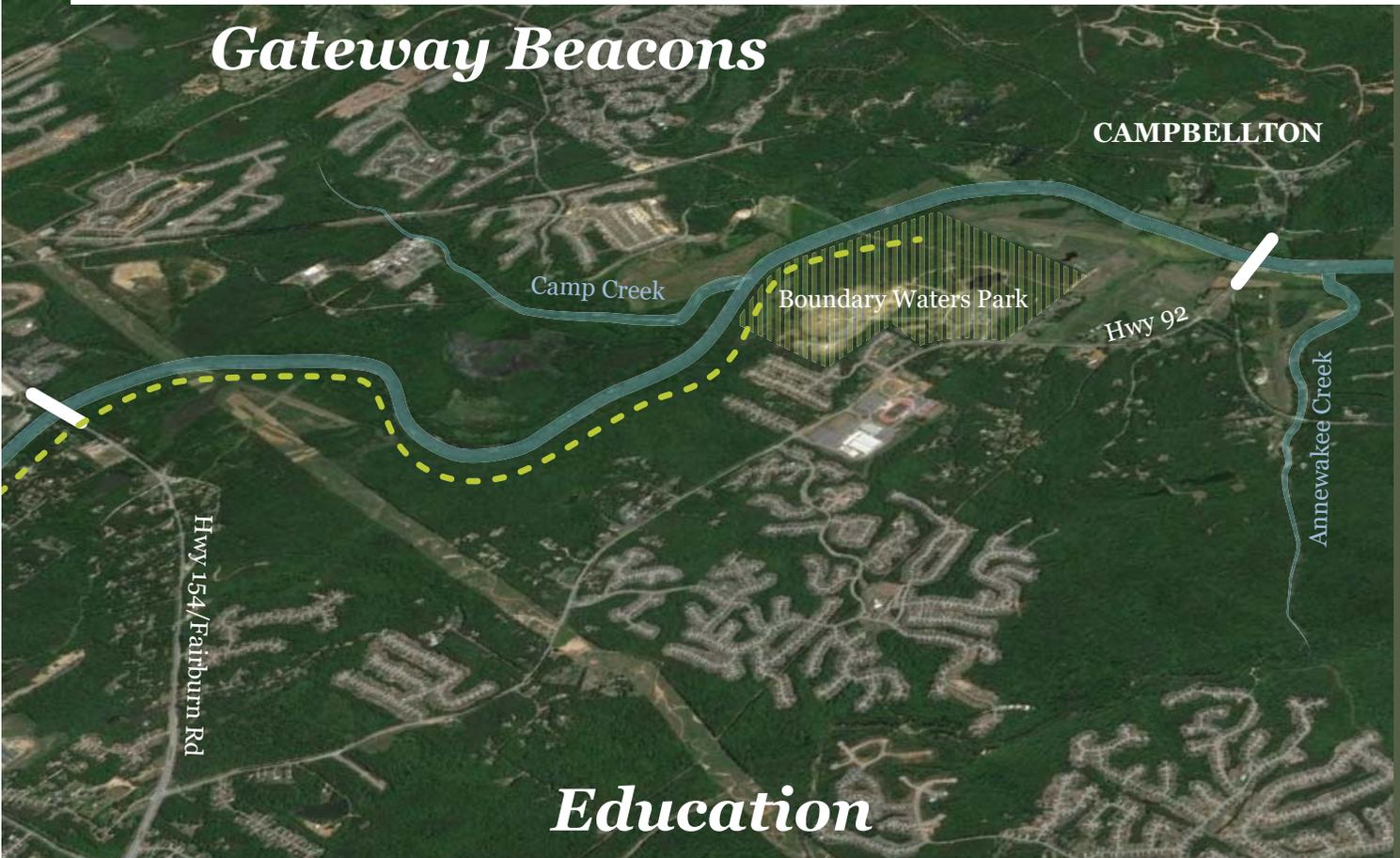




This concept for a series of gateway beacons was proposed by a Georgia Tech studio. Each unique structure would provide views of the river at strategic sites, support visibility for the riverfront itself, and become icons for civic identity.



## Gateway Beacons



## Education

## Idea Map C

A satellite nature center can provide educational programs. Signage and wayfinding are needed for awareness of the riverfront in many communities.





## *Identity & Orientation*



“I’d like to see new development be purposeful, inclusive, and designed with an eye to longevity. We can’t cut corners. Let’s truly make this our signature regional amenity – open and available to everyone.”

- Thomas Wheatley, journalist



We could develop large-scale art landscapes like Storm King in New York State's Hudson Valley. These environmental artworks require more expansive properties for exhibition, but remain close to the patrons and sponsors for the arts typically found in metropolitan areas.

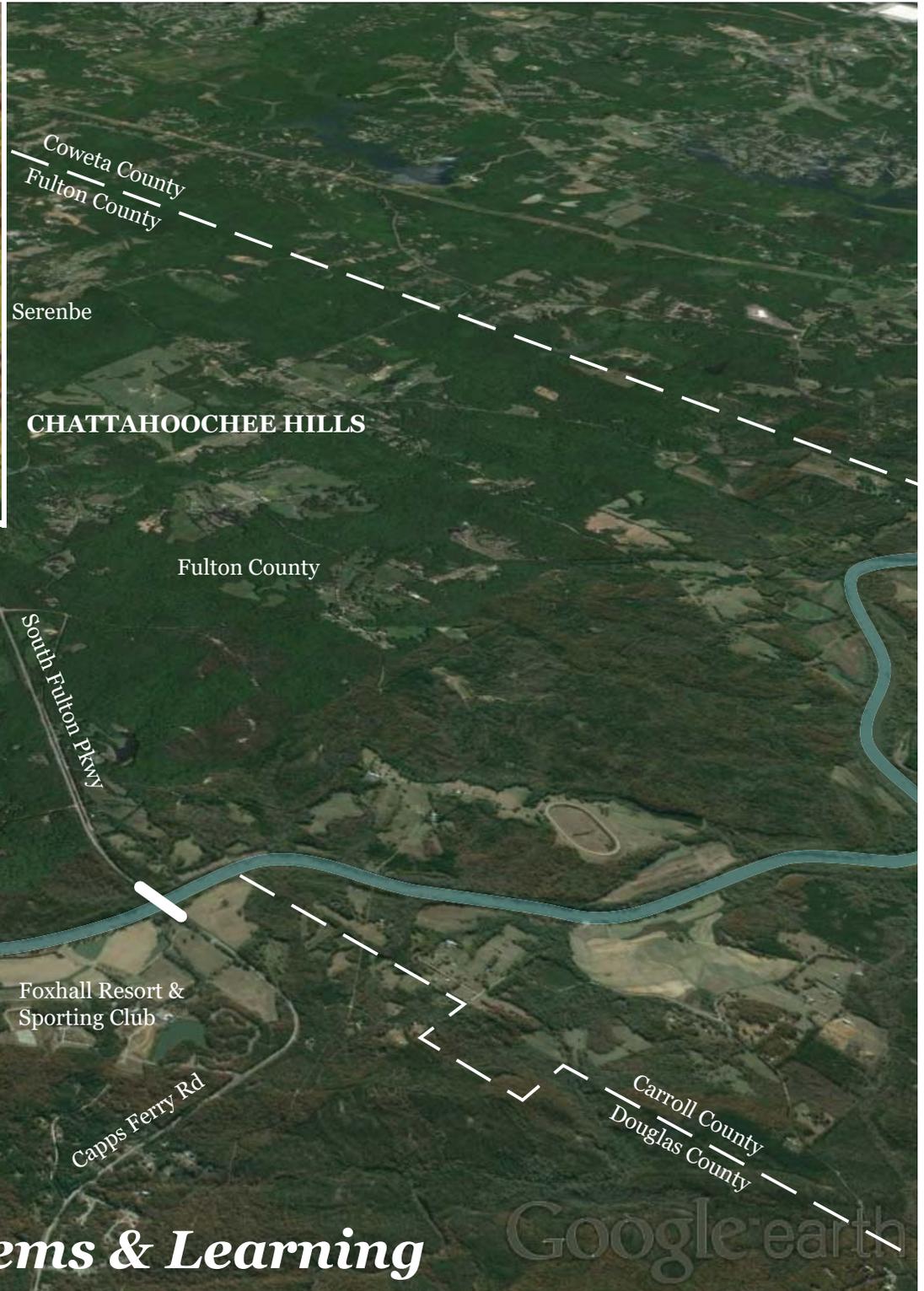


*Storm King, Hudson Valley*

## *Large-scale Art landscapes*



Let's get kids and others better connected to the land through physical access, agriculture, and educational programs. Let's develop a culture that values food and its production by becoming more intentional about the protection of land for food and food systems.



# Food Systems & Learning





We can celebrate cultural landscapes through interpretive trails, programming and signage. Historic relics can be celebrated through reuse, interpretation and reinvention. We can even construct ferries across the river like our ancestors.



## History & Geology



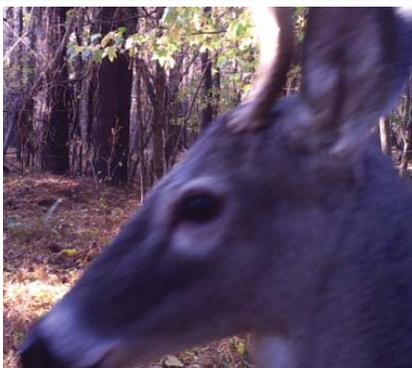
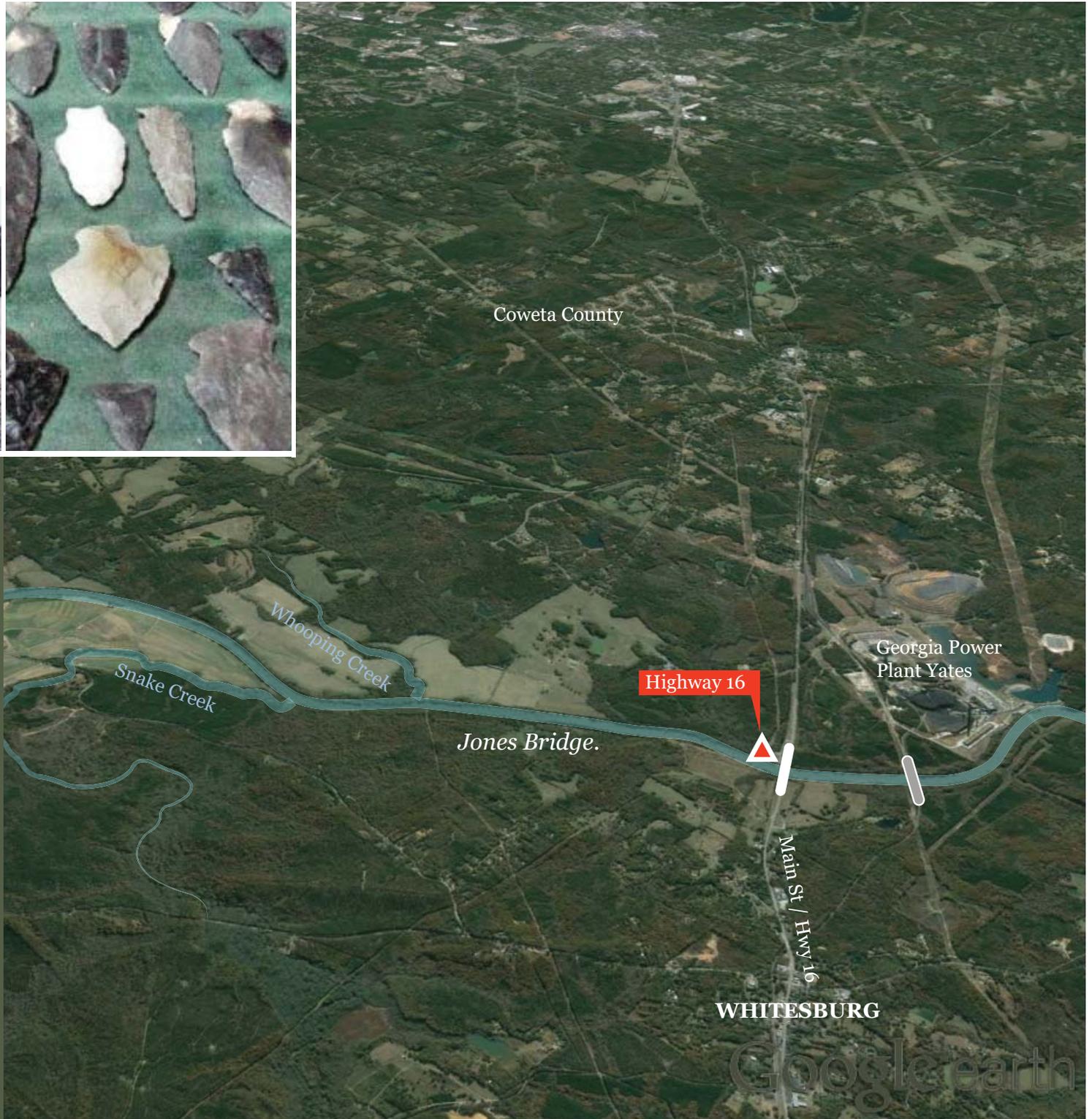
## Wildlife & Learning

### Idea Map E



An obvious and enormous asset for the riverfront is nature. We can build wildlife centers and viewing stations to give people wild new experiences within just a few miles of the city.





To keep the watershed wild, we'll need to protect and expand its habitat and biodiversity, and also support our partners in significant land conservation and land management efforts.





Festivals, races, pop-up experiences, and other events will attract people to the river where they can connect with each other along our region's greatest resource.



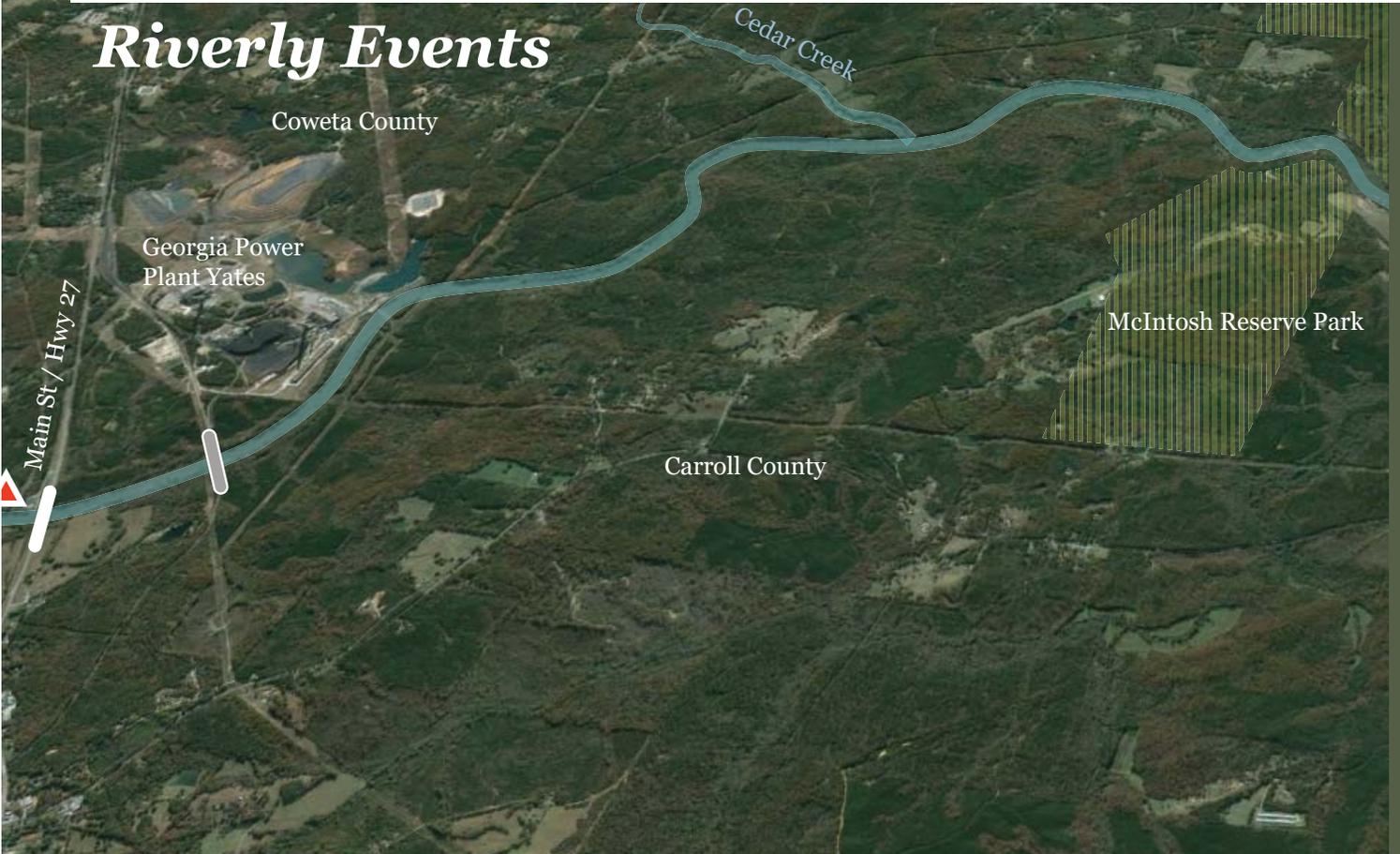
# Riverly Events

Coweta County

Georgia Power Plant Yates

McIntosh Reserve Park

Carroll County



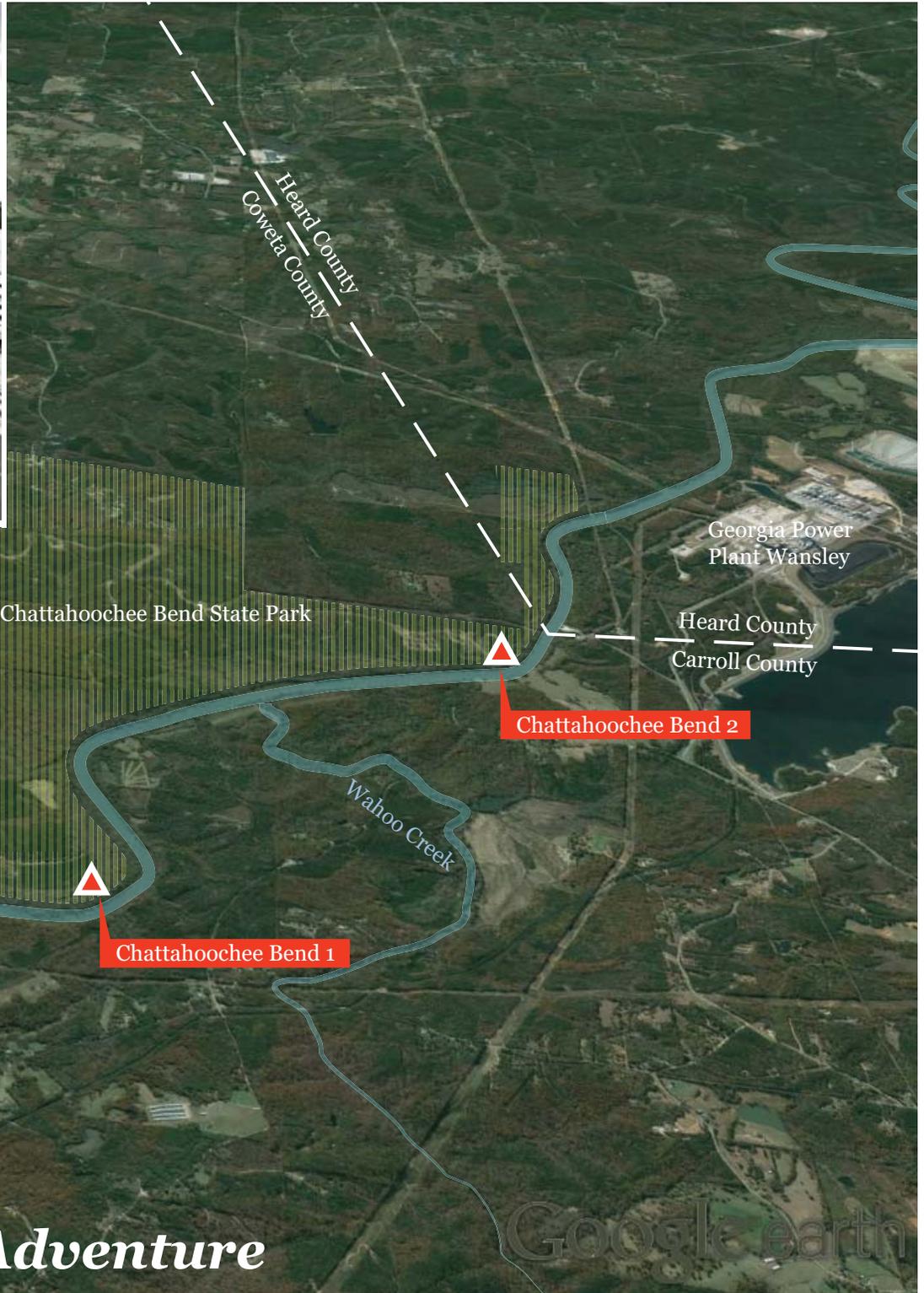
## Idea Map F



“Atlanta has such an ideal climate and natural environment – we need more opportunities to get outside and enjoy it.”

– Clay Courts, Board Chair of the Nantahala Outdoor Center





## Health & Adventure



We should expand activities and facilities that propel Atlanta forward as a city with an adventurous, active, healthy, and outdoor-oriented civic identity.



Vision53 illustrates an ambitious framework for discovering our hidden riverfront. To focus on and achieve the outcomes we want, all the ideas we have collected are translated into a deliberate set of actions.

FIRST, the ideas are organized by our larger goals.

## ACCESS

### **20 new ways to reach the riverfront.**

These ideas get us to the riverfront – to its location, and to its economy and other benefits.

## CONNECTIVITY

### **20 new ways to have fun along the riverfront.**

These ideas connect us along and across the riverfront, to its assets, and to each other.

## ACTIVATION

### **20 new places to meet on the riverfront.**

These ideas foreground placemaking, striking a strategic balance between human life and wildlife.

## IDENTITY

### **20 new stories for Atlanta's riverfront.**

These ideas remind us that we have a riverfront, and embed it soundly in Atlanta's civic identity.

NEXT, each idea is considered according to its fundamental impacts.

## WATERSHED



Ideas focused on our human desire for water and the lands that support it.

## NATURE



Ideas focused on our innate connections to nature and all its benefits.

## PLAY



Ideas focused on our active, varied and enthusiastic joy of living.

## PROSPERITY



Ideas focused on our opportunities for business and global competitiveness.

FINALLY, each idea is articulated as one of three types of actions.

### PROJECTS.

Specific proposals for particular sites or programs along the riverfront, including opportunities to advance existing projects like the Proctor Creek Trail and Riverwalk Atlanta.

### PROTOTYPES.

Simple concepts or existing opportunities that can be implemented (or highlighted) quickly to offer model experiences in the short-term.

### PRACTICES.

General practices and policies that can shape what happens in the watershed, including sustainable land use policy and equitable development initiatives.

# ACTIONS



*“From waterway to our way of life.”*

# ACCESS

*20 new ways to reach the riverfront.*

These ideas get us to the riverfront – to its location, and to its economy and other benefits.



*“Discover your way to the riverfront.”*

## Impacts:



### WATERSHED

Actions that improve access to the Watershed are for everyone - by all modes and means - and include both physical and visual access.



### NATURE

Actions that improve access to Nature support mental health, spirituality, education, habitat, and better policy about our natural environment.



### PLAY

Actions that improve access for Play improve active recreation, physical health, and support our innate desire for adventure and exploration.



### PROSPERITY

Actions that improve access to the corridor's largely untapped economic benefits support both individual and regional Prosperity.

## Working List of Actions:

### PROJECTS

- **Riverfront Access Points** – a system of simply constructed access points along the corridor; recommend approximately every 3 miles- from Peachtree Creek downstream to Chattahoochee Bend State Park - to facilitate all levels of access to the river for people and boats;
- **Riverfront Trailheads** – a series of small-scale sites – low impact and low cost- that offer information, parking, and riverfront access along the river corridor;
- **Piers and Overlooks** – develop small-scale locations and access points along the riverfront for viewing and fishing;
- **Riverfront Beautification** – collaborate with partners to improve all riverfront property, so that we don't miss our chance to have a significant and truly identity-defining riverfront;
- **Standing Peachtree Park** – work with local government to rebuild access to the river, connection to nearby trails, and improved amenities overall.

### PROTOTYPES

- **Boat launch & trailhead** – use existing access points at Highway 16 and Campbellton Road as models for future access/launch sites throughout the corridor, especially at existing roadway bridge crossings.

### PRACTICES

- Support access to the riverfront by all transportation modes, including walking, hiking, biking, transit, and cars; for example, include bus stops at river crossings / major trailheads;
- Support the transformation of former/ vacant industrial sites into new parklands within and along the riverfront;
- Support equitable access to the riverfront, its assets, and its potential economic benefits by all of the communities along its route and across the region;
- Support access points for boating and fishing, even on conserved/limited access parcels;
- Develop model practices for access and trailhead design;
- Support access to the riverfront through the conservation of land and the expansion of already conserved lands;
- Support best management practices for riverfront access that is sustainable and cost effective;
- Require or encourage access to the riverfront as properties are rezoned, redeveloped, or other stages of the entitlement process;
- Support trails of varying surfaces and widths for hiking, walking, horse back riding, and biking within and along the riverfront;
- Highlight access to untapped historic and cultural assets that can support the vision objectives.

# CONNECTIVITY

*20 new ways to have fun along the riverfront.*

These ideas connect us along and across the riverfront, to its assets, and to each other.



*“Discover your wild-side along the riverfront.”*

## Impacts:



### WATERSHED

Actions that improve connectivity are between physical places throughout the Watershed and between the various policies that regulate it.



### NATURE

Actions that improve connectivity to Nature support both spiritual growth and the ecological systems on which such relationships depend.



### PLAY

Actions that improve connectivity for Play support active and passive desires for physical, social, and cultural activity.



### PROSPERITY

Actions that improve connectivity to the river's potential economy should include everyone and prioritize underserved communities.

## Working List of Actions:

### PROJECTS

- **Riverfront Greenway Trail System** – develop strategic networks of hiking, biking and equestrian trails that support and connect to existing trail networks in the region, including the River Walk Atlanta trail (sections both closed and in concept) in Atlanta, the Historic River Line in Smyrna, the Silver Comet Trail extension in Cobb and Atlanta, the 4 Country Greenway Trail in Douglas, Carroll, Chattahoochee Hills and Coweta, the trail networks in Fulton, and the Proctor Creek Greenway and Atlanta BeltLine trails in Atlanta;
- **Riverfront Pedestrian Bridges** – support non-motorized connections across the river, which are crucial for connectivity between communities and the riverfront's offerings; multiple crossings are needed along the 53-mile riverfront, such as a crossing at Proctor Creek; key historic crossings exist and should be considered priorities for providing connectivity, such as the historic Jones Bridge and the Silver Comet trestles;
- **Interpret the Riverfront** – take advantage of educational opportunities to celebrate the river and its land, and to connect people to the corridor's cultural and historic significance; Opportunities exist to highlight landscapes (Buzzard Roost Island),

historic features (Beaver House in the City of Chattahoochee Hills, former rail crossings in Carroll County, etc), cultural features (Civil War shoupage remnants within the River Line Historic Area in Smyrna/ Cobb County) and natural splendors (wild turkey roaming the landscape in Fulton County);

- **Riverfront Transit Connections** – develop concepts for connecting the riverfront to the City of Atlanta from the Bankhead and H.E. Holmes MARTA Stations, as proposed by the Georgia Conservancy/ Georgia Tech Urban Design Studio;
- **Riverfront Ferry Connections** – identify locations for ferry crossings; consider opportunities that combine this historic service with modern-day tourism.

### PROTOTYPES

- **The PATH Foundation's Chattahoochee Trail (closed) in Atlanta and Boundary Waters Trail in Douglas County** – model near-term examples of a hard-surface trail system along the riverfront, offering connections to both communities and nearby parkland;
- **Pop-up ferries** – offer during special events;
- **Seasonal bush-hogged trails** – identify landowners willing to offer temporary soft-surface trails for hiking paths, special-event trail runs, and other compatible recreational uses.

### PRACTICES

- Support trail connectivity along the river corridor – equestrian, bicycle, walking, hiking – to facilitate the creation of a new connective infrastructure;
- Connect sites together, where appropriate, to leverage storm-water facilities for other purposes like trails and habitat;
- Support the needs of animals when considering connective corridors along the River;
- Develop guidelines for equestrian trails (and trailhead facilities);
- Make connections in policy – water, land use, transportation, economic, public health, etc. – to advance the value of the riverfront as a resource for people;
- Cultivate cultural connectivity between historic communities along the Chattahoochee River, through new arts and educational programming, and with a region that has largely forgotten about this asset;
- Draw connections between economic opportunity and the protection and restoration of the river corridor;
- Recognize, and ultimately realize, the invaluable connection between the latent value of the river corridor and the demands for public space and civic life in cities of the new economy.

# ACTIVATION

*20 new places to meet on the river.*

These ideas foreground placemaking, striking a strategic balance between human life and wildlife.



*“Discover your life on the riverfront.”*



## Impacts:



### WATERSHED

Actions that activate land in the Watershed should balance human use, place-making, and development with genuine land conservation.



### NATURE

Actions that activate the river corridor with Nature should be defined and prioritized so that they enhance its biodiversity and ecology.



### PLAY

Actions to activate for Play should be temporary, performative, and permanent, and prioritize activities unique to the river corridor.



### PROSPERITY

Actions that activate opportunities for Prosperity, including land or business development, should be intentionally equitable.

- **Riverfront Nature/Educational Center** – determine partnership, costs and location to advance the development of a nature and education center;
- **Rowing on the Riverfront** – identify opportunities for rowing venues and training camps for local universities; Identify opportunities for rafting and kayaking rental and shuttle services, similar to current offerings upstream.

## PROTOTYPES

- **Boating and paddle trips** – partner with local organizations and outfitters to showcase the riverfront’s beauty and value;
- **Pop-up experiences and events** – design and offer temporary experiences along the riverfront like food trucks, after-work events, festivals, races, and even playgrounds, to generate near-term activation and increased awareness;
- **Market existing riverfront places** – build on the success of the Secrets of the Chattahoochee Tour by continuing to highlight existing assets like Foxhall Resort and Sporting Club, River Line Historic Area, Boundary Waters Park and Trail, Chattahoochee Bend State Park, Riverview Landing Launch and planned community, and others along this 53-mile stretch.

## Working List of Actions:

### PROJECTS

- **Green Spaces on the Riverfront** – identify preferred parcels and collaborate with landowners and partner organizations to knit together all types of greenspace- active, passive, agricultural, and natural habitat- for inclusion in the 5,000-acre working park; include former industrial sites, like Atlanta’s former incinerator, as new features that provide valuable land for nature and people, as well as access to the riverfront;
- **Experiences on the Riverfront** – create festival grounds and social spaces within the working park so that it becomes a focal point for community gathering and civic celebration in the region; develop programming that encourages communities to “experience the river,” including floating lantern parades, rubber duck races, dinner parties, starlight movies, running and trail races, boating excursions, yoga along the river, night stargazing, etc.;
- **Art on the Riverfront** – identify location concepts for public art installations (temporary, permanent, and performances) within the working park, including large-scale environmental art similar to the Storm King Arts Center in the Hudson River Valley;

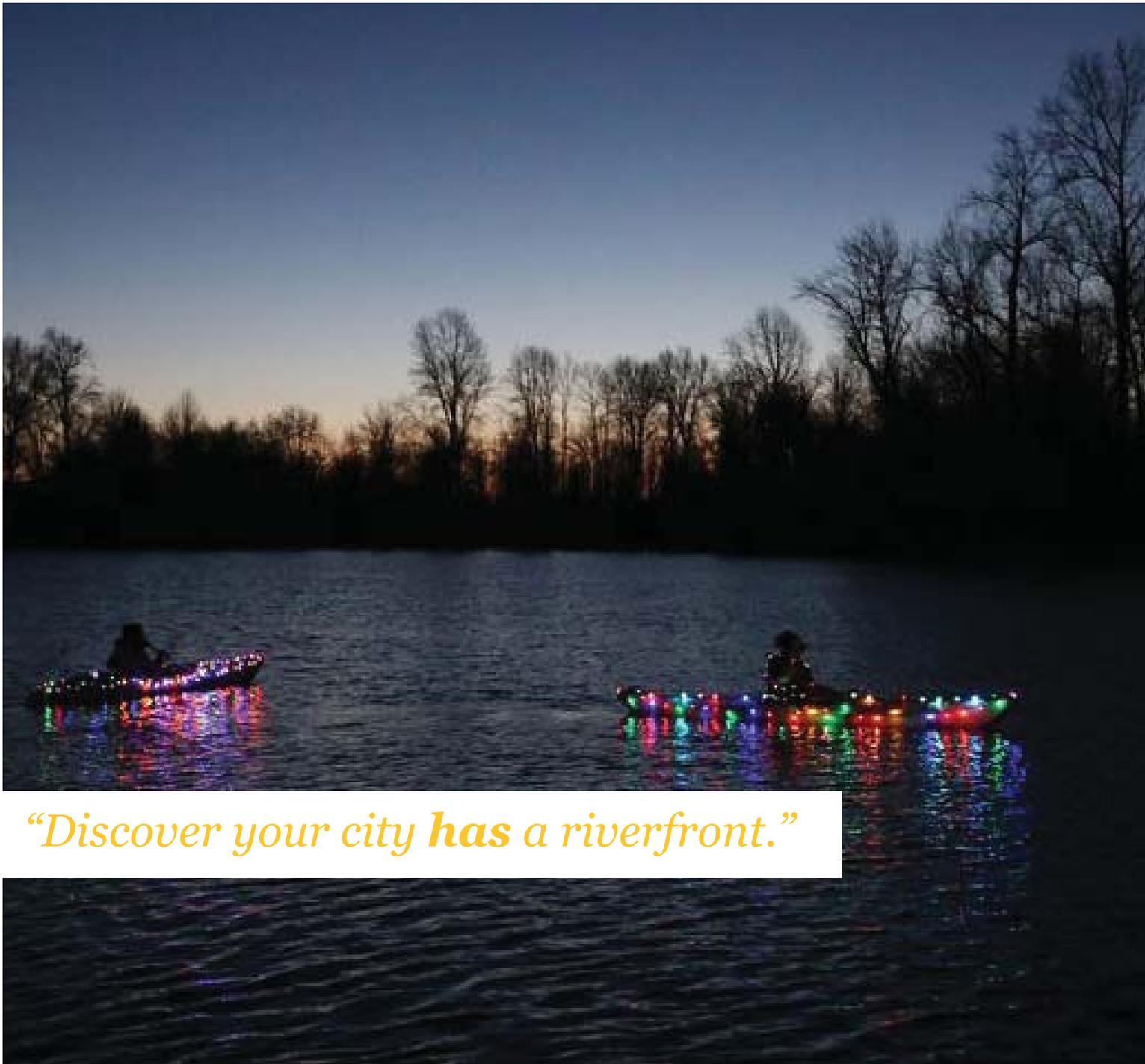
## PRACTICES

- Support local organizations focused on parks and greenspace acquisition for public use;
- Identify and develop strategies for vulnerable sites that should be protected from development;
- Support private developers and public regulators that are working on innovative strategies and policies for riverly development and place-making;
- Speak up for underserved communities by highlighting potential economic opportunities and resources along the riverfront;
- Protect and support agricultural land uses within the working park concept; model best practices for sustainable farming; strive to incorporate farming into new development concepts
- Focus major large-scale development to already-disturbed, degraded, and brownfield sites throughout the watershed; support best-practices for land development and green infrastructure within the watershed;
- Support storm-water filtration demonstration projects that include multiple other benefits
- Support strategies like conservation easements and transfer of development rights to maximize protected land and achieve the riverfront vision;
- Insist on the protection of waterways and sustainable storm-water management in any activation;
- Restore eco-systems; support increased bio-diversity; support the restoration of habitat.

# IDENTITY

*20 new stories for Atlanta's riverfront.*

These ideas remind us that we have a riverfront, and embed it soundly in Atlanta's civic identity.



*“Discover your city **has** a riverfront.”*

## Impacts:



### WATERSHED

Identity begins with re-introducing this stretch of the Chattahoochee riverfront and watershed to Atlanta, reminding us of its physical location.



### NATURE

Identity with Nature leverages the watershed's expansive tree canopy, tributaries, and verdant wildness to play critical roles for the region.



### PLAY

Identity with an active, outdoor, and adventurous lifestyle builds a broader civic brand and support for improved river policy.



### PROSPERITY

Identity with the river offers us a connection to water - an essential asset of Prosperity in an increasingly-mobile global marketplace.

- **Community Information and Engagement** – develop a website, social media campaign, and print materials that draw connections between the riverfront and people.

## PROTOTYPES

- **Temporary art/signage installations** – collaborate with educational partners to initiate near-term identity about the riverfront's physical location and proximity to other regional destinations;
- **Social media campaigns** – build on the success of #ourATLriver, the Cities of Purpose Dinner Party, Where the F\*\*\* is the River event, and others to continue building grassroots support for Chattahoochee NOW and the vision of a generous riverfront for the region;
- **Website content** – develop itineraries for hikes, floats, day trips, and driving tours that showcase how people of all ages and interests can experience and benefit from the riverfront's resources;
- **Market existing River Outposts** – promote small-scale development like the Chattahoochee Coffee Company (Cobb) and Canoe restaurant (Fulton) as potentially appropriate uses for the riverfront.

## Working List of Actions:

### PROJECTS

- **Regional Campaign** – develop communications for the 5,000-acre working park along the riverfront to highlight it as a true district, and to define its benefits for civic identity and economic competitiveness;
- **River View Towers** – design and support construction of river view towers throughout the working park, as proposed in the Georgia Conservancy/Georgia Tech Urban Studio, that become beacons for people on and off the riverway, and that support visual access and orientation along the riverfront; consider activation that may include rock climbing and bird watching, as well as art installations and education;
- **Riverfront Wayfinding and Guides** – highlight access and orientation within and along the riverfront, including key amenities and destinations, so that everyone can find their way to our (currently hidden) riverfront; identify locations for signage and other wayfinding needs between riverfront amenities and the communities;
- **Riverfront Branding** – develop a name and civic brand, and even merchandise for this 53-mile stretch of our river to differentiate and highlight its position in metropolitan Atlanta;

### PRACTICES

- Support both a watershed- and outdoor adventure-focused identity by balancing land conservation and riverly development, and by supporting restoration efforts throughout the river corridor;
- Partner with the River Line Historic Area, the Trust for Public Land, the Nature Conservancy, Trees Atlanta, and other organizations to protect and highlight this watershed, the lush tree canopy, and other natural, cultural, or historic assets that are the basis for a river-focused identity;
- Partner with other organizations to facilitate the safe and sustainable use of the river corridor for active recreation, adventure, education, and passive enjoyment so that these activities are embedded in the public conscience sufficiently to garner support for improved public policies and investments;
- Take advantage of riverly opportunities for hospitality, tourism, etc. that support river-focused objectives and identity;
- Develop themes for programming, events, and media campaigns that highlight the region's climate and promote an identity for Atlanta as a "green city," a "wild city," or a "city of adventure."

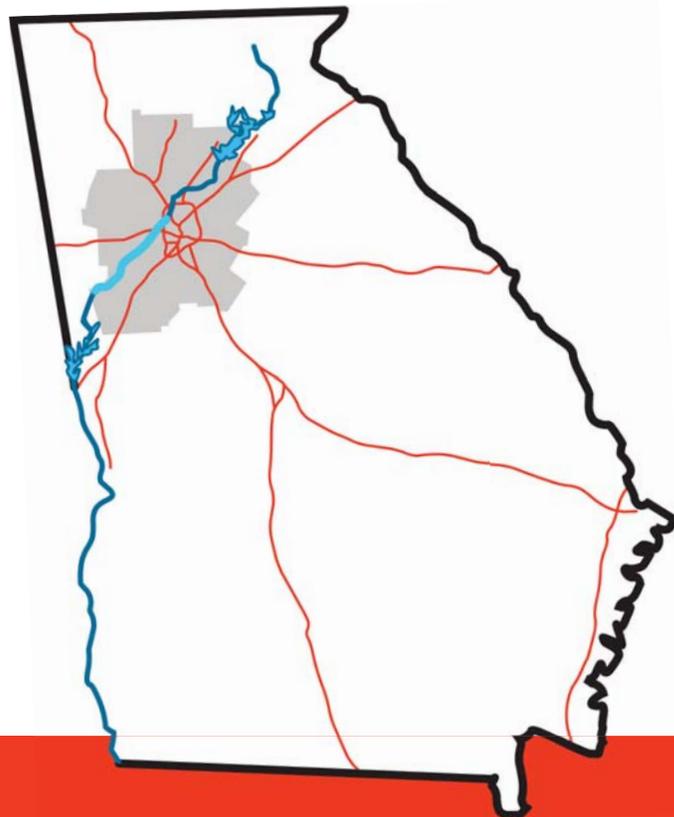
Each day this region benefits from the enormous efforts of others focused on the river's health and the sustainability of its resources. Chattahoochee NOW fully supports the work of the Chattahoochee Riverkeeper, Trust for Public Land, the National Park Service, and others who devote their time and talent to protect our region's greatest resource. Their continued success ensures that our riverfront – and our region – will thrive.

## Acknowledgements:

The Vision Framework builds on an immensity of work by many partners. Recent efforts include:

- Chattahoochee Riverkeeper
- Georgia River Network
- H Hart, Social Media Consultant
- Jacobs Engineering Group
- Jamestown Properties
- River Line Historic Area
- Riverwalk Atlanta
- The Georgia Conservancy and Georgia Institute of Technology School of Architecture's Blueprints for Successful Communities Studio: The 53-mile Chattahoochee Corridor (led by Professor R Dagenhart and Professor Emeritus Dr. T Debo, and Georgia Conservancy's Senior Director K Moore and Urban Designer J McCrehan)
- The National Park Service Rivers, Trails and Conservation Areas
- The Trust for Public Land's Chattahoochee Campaign
- The University of Georgia College of Environment and Design's "Urban River Restoration Case Study" (led by Assistant Professor A Smith and Associate Professor A Vick)

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## Founding Partners:

Atlanta BeltLine, Inc.  
Chattahoochee Riverkeeper  
National Park Service  
The Conservation Fund  
The PATH Foundation  
The Trust for Public Land

# Stakeholders:

Chattahoochee NOW has been honored to collaborate with the following stakeholders. Through continued efforts, we believe this vision framework can redefine our future way of life.

- American Rivers
- Atlanta Regional Commission
- Chattahoochee River Nature Center
- Chattahoochee River Natl Recreation Area
- City of Atlanta
- City of Chattahoochee Hills
- City of Douglasville
- City of Smyrna
- Carroll County
- Cobb County
- Dad's Garage Theatre
- Douglas County
- Emerald Corridor Foundation
- Environment Georgia
- Fulton County
- Fulton Industrial Boulevard CID
- Georgia Conservancy
- Georgia Department of Natural Resources
- Georgia EMC
- Georgia Institute of Technology
- Georgia Power
- Georgia River Network
- Green Street Properties
- Invest Atlanta
- Jacobs Engineering Group
- Jamestown Properties-Riverview Landing
- Park Pride
- Ray C Anderson Foundation
- Riverwalk Atlanta
- Serenbe Community
- Six Flags Over Georgia
- South Cobb Redevelopment Authority

- The Friends of Carrollton GreenBelt
- The River Line Historic Area
- Three Rivers Regional Commission
- US Army Corps of Engineers
- US EPA - Region 4
- University of Georgia
- Urban Land Institute (ULI) Atlanta
- Vinings Commty. Conservation Alliance
- Walton Communities

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*“Let’s discover our riverfront together.”*

Be a part of this story.

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