Reconnecting Atlanta to its Urban Waterfront: The Economic Development Potential of The Chattahoochee River

In Fulfillment of the Options Paper Requirement
Faculty Advisor: Dr. Nancey Green Leigh, F.A.I.C.P
School of City and Regional Planning, Georgia Institute of Technology

Jodi Lox Mansbach

April 30, 2010
# Table of Contents

**Introduction**

**Existing Conditions**

- *Standing Peachtree* .......................................................... 12
- *LaFarge and Georgia Power* .................................................. 13
- *General Shale* ................................................................. 14
- *Atlanta Incinerator* ............................................................ 15

- Undeveloped Land ............................................................. 16
- Atlanta Industrial Park ......................................................... 16
- Across the River ............................................................... 16
- Neighborhoods ................................................................. 18

**Environmental Protection and Other Plans**

- Chattahoochee River National Recreation Area .................... 21
- City of Atlanta ................................................................. 21
- Chattahoochee Greenway .................................................... 22
- American Society of Landscape Architects ......................... 23
- Other Studies ................................................................. 24

**Opportunities and Goals**

- Expanding Public Access .................................................... 25
- The Chattahoochee River as recreational resource ................. 30
  - *Georgia Power* .......................................................... 33
  - *Landfill* .................................................................. 33
- The Chattahoochee River as historical and cultural resource .... 37
  - *Military history* ...................................................... 38
  - *Railroad history* ...................................................... 39
- The Chattahoochee River as cultural resource ...................... 42
- The Chattahoochee River as economic resource .................... 44
Introduction

In the past decade, cities across the United States have engaged in significant economic development initiatives to reclaim their urban waterfronts. For many years, cities turned their backs on their waterfronts allowing industrial users to locate along the shores to avail themselves of the natural resource. Other cities made it difficult, if not impossible, for residents to access the waterfront by building major highways that bisect the community and the river. At best, the urban waterfront has been the victim of decades of public neglect.

Atlanta is distinctive in that it is the largest United States metropolitan area whose downtown is not on a river or an ocean port and whose modern development did not take place near or along its waterfront. Located approximately nine driving miles from downtown Atlanta or six miles from Atlantic Station, the Chattahoochee River does not go through downtown.

Figure 1: Orange shading shows the location of the Chattahoochee River relative to downtown.
but it does cut across the metro Atlanta area as it winds its way from Lake Lanier and the Buford Dam north of the city down to Columbus and ultimately to the Gulf of Mexico (See Figure 1). For over eight miles, the river forms the northwest boundary of the City of Atlanta, with Fulton County on its eastern bank and Cobb County on the west (See Figure 2).

Figure 2: Orange shading shows the area of the Chattahoochee River that is the focus of this report.
During this entire eight-mile section, there is not a single point of public access to the river, a location from which to get on the river or to even view it. Furthermore, there is no commercial recreational provider who will navigate this section of the Chattahoochee River.

Unseen and inaccessible, the Chattahoochee River in Atlanta has become nothing more than an abstract water source to the city’s residents. For many years, the stretch of the river within the city limits was a dumping ground for industrial waste and other byproducts of urban living. Neighborhoods near the river declined as industrial activity became the dominant land use. This area also became the site of operations for the City of Atlanta’s Department of Watershed activities and the location of a major landfill for the City’s waste.

In 1998, the Chattahoochee River reached a low point when it was named one of the ten most endangered rivers by American Rivers, the nation’s leading river conservation organization. Specifically, the stretch of the river in the City of Atlanta and for seventy miles south was named as one of the most polluted stretches of river in the nation. American Rivers cited rapid development and other nonpoint source pollution associated with the urban environment as the source of over 70% of the water quality issues (American Rivers, April 1998). The City of Atlanta’s combined sewer overflow, dysfunctional treatment plants and old cracked pipes that deposited untreated sewage directly into the River were also cited. Under the relentless watch and advocacy of the Upper Chattahoochee Riverkeeper, today water quality is much improved and the Chattahoochee River has great promise. The Trust for Public Land and The Nature Conservancy have contributed to the effort, raising funds and facilitating the acquisition of significant acreage along the River as a means to protect the waterway from further degradation imposed by future development.

---

1 This report looks specifically at the section of the Chattahoochee River from Standing Peachtree to Veteran Memorial or Donald Lee Hollowell Parkway. It is possible to access the river just before it leaves the City of Atlanta, in the northwest, by parking at Whitewater Creek which is part of the Chattahoochee River National Recreation Area’s East Palisades Unit. From the parking lot, the confluence with the Chattahoochee River near Long Island shoals is accessible.
Very little has been done, however, to consider how the Chattahoochee River, and the land adjacent to it, could become an asset and economic development resource for the City of Atlanta. History and recent examples from other great cities tells us that water has a natural appeal; people are drawn to water and shorelines regardless of whether the body of water is a small creek or a large port. Still, Atlanta’s waterfront has been largely unexamined for its economic development potential. While traditional community economic development theory has considered natural amenities such as rivers as a resource to be harvested, current economic development theory looks at waterfronts for their recreational potential, residential attraction and other migration effects (Shaffer, Deller & Marcouiller, 2006).

This options paper will examine the eight miles of the Chattahoochee River that are within the City of Atlanta, from Standing Peachtree to Veterans Memorial or Donald Lee Hollowell Parkway, to create a framework for reconnecting the city and its residents with the river. Opportunities for the Chattahoochee River as a recreational and cultural destination will be explored along with the potential economic development impact of these uses. Case studies of other cities that have undergone similar redevelopment will be utilized to explore other opportunities for the City of Atlanta. Finally, options for an organizational structure to drive the process and a place-specific identity to catalyze the project will be proposed.

The following study thoroughly reviews previously developed landscape studies and plans for the Chattahoochee River. Throughout this report, case studies of cities that have undergone or are undergoing urban waterfront projects are discussed in blue boxes. These case studies range from the well-known Riverwalk in San Antonio to lesser-known current projects such as the RiverStreet in New Haven. The South Platte River project in Denver is discussed in more detail in the green boxes, and is woven throughout the report, since I have deemed it as the model upon which Atlanta can build a comprehensive plan for the Chattahoochee River. Similarities between Denver’s urban river and Atlanta’s river are many, including the location just outside of downtown, the potential for using the confluence as a focal point, the large number of industrial users located nearby, the extensive and challenging network of rail lines, and the potential for connecting greenways that run alongside. Throughout the report, the reference to river development is used as a way to describe everything from passive recreation to high-density residential development.
In 1892, the *Atlanta Constitution* reported on the recent sale of residential lots along the river for a new subdivision called Riverside Park. The author of the article predicted in the article that, “Atlanta is going to be a city by the river some day” (Atlanta on the Chattahoochee: The City Has Gone Clear to the River -- The Sale at Riverside, 1892). Since we have yet to see that vision realized in the past one hundred plus years, the goal of this study is to draw attention to the opportunities that the Chattahoochee River presents the City of Atlanta as a means to continue to grow the economy and improve the quality of life of its citizens. It is time to move the Chattahoochee River from the City’s backyard to a focal point. It is time to see the Chattahoochee River not as a boundary, but as a way to connect. Rather than fighting over its water, this report proposes a new twenty-first century sustainable relationship with the Chattahoochee River that celebrates its importance as a natural, cultural, recreational and potential economic development resource.

**South Platte River, Denver**

How the South Platte went from what the author James Michener called a “sad bewildered nothing of a river” in his 1974 novel *Centennial* to a community asset and national leader in urban greenways is a story that will be examined throughout this report. Like many urban rivers, the South Platte had suffered the fate of many years of neglect and industrial abuse. Cement trucks would clean out their debris in the river, diesel oil from the rail yard was dumped into the river, and even the City of Denver was dumping its own street sweepings and raw sewage directly into the river. After a 1965 flood caused more than $325 million in damages, a Platte River Development Committee was formed to address the flooding issue and the resulting community issues. What started out as a grassroots initiative over forty years ago, has evolved into an ongoing effort monitored by the Greenway Foundation, in partnership with the City and County of Denver and the State of Colorado along with many other government and non-governmental entities. According to Jeff Shoemaker, current Executive Director of the Greenway Foundation, over the years a $100 million investment in the River has generated $10 billion in economic development. Residential property along the South Platte River near downtown commands high property values, values second only to Aspen in the State of Colorado. Today, efforts continue to improve recreational access to the river and to make locations along its banks into community gathering areas. While the South Platte River runs near highways and through industrial areas, it is still cited as one of the most frequently preferred greenways by experts and users alike.

---

2 Telephone interview with Jeff Shoemaker, March 24, 2010.
Existing Conditions

Most inventories or studies of the Chattahoochee River in Georgia divide the River into sections, with the portion from the Buford Dam to Peachtree Creek considered in one section and the portion from Peachtree Creek to Douglas County in another (See Figure 3). The top section sees a great deal of recreational activity such as canoeing and fishing and is mostly within the National Park Service’s Chattahoochee River National Recreation Area. The lower section, including the City of Atlanta portion, is generally referred to as the most polluted section of the River, especially the section from Peachtree Creek to the GA 166 Bridge. Conservation efforts are underway for many parts of the Chattahoochee River, however the portion of the river that runs through the City of Atlanta remains neglected. According to Sally Bethea, Executive Director of the Upper Chattahoochee Riverkeeper, “the state, the city and everybody involved has allowed 20 or 30 miles of river to be just totally written off and abused” (Brown, 1997, p. 118).

Figure 3: Trust for Public Land.
http://www.tpl.org/images/ga_chatt_map.jpg
Land Use

In this study, our primary area of interest is the eastern bank of the river, the stretch of land between Standing Peachtree and Veterans Memorial or Donald Lee Hollowell Parkway. As the map below shows, the predominant existing land use is industrial with several areas of residential (Figure 4). There is minimal commercial activity throughout the area. To illustrate the existing conditions, the map identifies several parcels owned by the City of Atlanta’s Department of Watershed as either Undeveloped or Industrial depending on the state of the property and the activities and structures on-site. This determination has been made based on observations of current activity on a parcel by parcel basis. The map also reveals that there is already a de facto greenway that runs along a large section of the river, specifically from Hollowell Parkway to the LaFarge property. This greenway is composed of parcels owned by the Atlanta Development Authority (ADA) and the Fulton County Development Authority, though it also includes several parcels with easements granted by Georgia Power and a private owner. Between Standing Peachtree and Hollowell Parkway, the only interruptions to this greenway come from the Landfill, LaFarge and the Department of Watershed’s facilities. These properties will be described in more detail later in the report.
Figure 4: Existing land use along the Chattahoochee River in northwest Atlanta.
Despite the appearance of large sections of greenway already running alongside the river on the map, today there is no public access permitted on these properties, no view of the river or no site to get on the river. Instead, these parcels suffer from illegal dumping and extensive kudzu overgrowth that inhibits views of the river (Figure 5). At the Department of Watershed parcels, one encounters fences and multiple signs announcing that access is not permitted to these areas (Figure 6).

Figure 5: Obstructed view of Chattahoochee near RM Clayton Water Treatment facility.

Figure 6: Signs at the entrance to Atlanta Watershed’s facility on Ridgewood Road.
The City of Atlanta's Bureau of Planning has recently completed a comprehensive analysis of existing land use throughout the City. A review of the numbers presented in their report confirms the overall land use pattern shown on the map created above and provides additional details of land use by type. If we look at NPU-G and NPU-D, the two NPUs that border the Chattahoochee River in the City of Atlanta, we see a large number of vacant acres, particularly vacant residential acres. We also see that by existing use, the area is much lower in residential land use and much more heavily industrial than the city as a whole with 19.28% Industrial use in NPU-G and 25.88% in NPU-D versus 5.9% for the city as a whole (See Table 1).

<table>
<thead>
<tr>
<th></th>
<th>NPU-G</th>
<th>Percent of Total Land Use</th>
<th>Vacant Land (acres)</th>
<th>NPU-D</th>
<th>Percent of Total Land Use</th>
<th>Vacant Land (acres)</th>
<th>City of Atlanta</th>
<th>Percent of Total Land Use</th>
<th>Vacant Land (acres)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>1,324.37</td>
<td>36.81%</td>
<td>562.26</td>
<td>1091.4</td>
<td>26.3%</td>
<td>237.75</td>
<td>42,257.4</td>
<td>54.0%</td>
<td>7,337.7</td>
</tr>
<tr>
<td>Office</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>34.72</td>
<td>.84%</td>
<td>--</td>
<td>967.6</td>
<td>1.1%</td>
<td>34.9</td>
</tr>
<tr>
<td>Commercial</td>
<td>184.14</td>
<td>5.12%</td>
<td>77.9</td>
<td>208.68</td>
<td>53.46%</td>
<td>53.46</td>
<td>4,549.70</td>
<td>5.3%</td>
<td>1,150.6</td>
</tr>
<tr>
<td>Mixed Use</td>
<td>0.33</td>
<td>0.01%</td>
<td>--</td>
<td>4.79</td>
<td>.12%</td>
<td>--</td>
<td>228.4</td>
<td>.3%</td>
<td>--</td>
</tr>
<tr>
<td>Industrial</td>
<td>693.66</td>
<td>19.28%</td>
<td>74.76</td>
<td>1073</td>
<td>25.88%</td>
<td>94.33</td>
<td>5,082.6</td>
<td>5.9%</td>
<td>--</td>
</tr>
<tr>
<td>Institutional</td>
<td>393.04</td>
<td>10.92%</td>
<td>--</td>
<td>251.76</td>
<td>6.07%</td>
<td>--</td>
<td>8,392.5</td>
<td>9.8%</td>
<td>5,082.6</td>
</tr>
<tr>
<td>TCU</td>
<td>391.25</td>
<td>8.47%</td>
<td>--</td>
<td>938.9</td>
<td>22.62%</td>
<td>--</td>
<td>3,918.4</td>
<td>4.6%</td>
<td>--</td>
</tr>
<tr>
<td>Park</td>
<td>304.62</td>
<td>10.87%</td>
<td>--</td>
<td>135.59</td>
<td>3.27%</td>
<td>--</td>
<td>5,221.9</td>
<td>6.1%</td>
<td>--</td>
</tr>
<tr>
<td>ROW</td>
<td>306.60</td>
<td>8.52%</td>
<td>--</td>
<td>410.28</td>
<td>9.89%</td>
<td>--</td>
<td>11,029.4</td>
<td>12.9%</td>
<td>--</td>
</tr>
<tr>
<td>TOTAL</td>
<td>3,597.67</td>
<td>100%</td>
<td>714.92</td>
<td>4,150</td>
<td>100%</td>
<td>385.54</td>
<td>85,687</td>
<td>100%</td>
<td>9,487.38</td>
</tr>
</tbody>
</table>

*Table 1: City of Atlanta, Bureau of Planning.*
Ownership Analysis

Thirty-three parcels were analyzed in the area that is critical to the future riverfront development. Of these thirty-three parcels, 40.6% of this land is already owned by the Atlanta Development Authority (or its predecessor agency, the Atlanta Economic Development Corporation), the Fulton County Development Authority or the City of Atlanta’s Watershed Management Department. The following table itemizes these parcels, total acreage and current zoning.

<table>
<thead>
<tr>
<th>Name</th>
<th>Number of parcels</th>
<th>Total acres</th>
<th>Zoning</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADA/AEDC</td>
<td>7</td>
<td>23.8</td>
<td>NA</td>
</tr>
<tr>
<td>Development Authority of Fulton Co.</td>
<td>2</td>
<td>48.69</td>
<td>NA</td>
</tr>
<tr>
<td>City of Atlanta (Watershed)</td>
<td>4</td>
<td>127.86</td>
<td>NA</td>
</tr>
<tr>
<td>Blue Circle (LaFarge)</td>
<td>3</td>
<td>35.21</td>
<td>Industrial</td>
</tr>
<tr>
<td>Braden and Associates</td>
<td>2</td>
<td>34.90</td>
<td>Residential</td>
</tr>
<tr>
<td>Chambers of GA (Landfill)</td>
<td>1</td>
<td>Unknown</td>
<td>Industrial</td>
</tr>
<tr>
<td>RM Cash</td>
<td>1</td>
<td>Unknown</td>
<td>Industrial</td>
</tr>
<tr>
<td>General Shale</td>
<td>3</td>
<td>98.71</td>
<td>Industrial</td>
</tr>
<tr>
<td>IDH Realty</td>
<td>1</td>
<td>17.29</td>
<td>Industrial</td>
</tr>
<tr>
<td>Three Seven Five Five Atlanta</td>
<td>1</td>
<td>Unknown</td>
<td>Industrial</td>
</tr>
<tr>
<td>Norfolk Southern</td>
<td>3</td>
<td>Unknown</td>
<td>Right of Way</td>
</tr>
<tr>
<td>Georgia Power</td>
<td>3</td>
<td>Unknown</td>
<td>NA</td>
</tr>
</tbody>
</table>

*Table 2: Source, Fulton County Tax Digest, 2008.*
Key Parcels
Key parcels along the Chattahoochee River from north to south are: Standing Peachtree, LaFarge (formerly Blue Circle), Georgia Power, General Shale and the Atlanta Incinerator. A short description of each of these areas follows.

Standing Peachtree
Standing Peachtree is considered one of the most picturesque spots on the river, situated on a bluff overlooking the river (See Figure 7). It has steep topography, hardwood forests and offers beautiful river vistas. This is the site of the confluence of the Peachtree Creek and the Chattahoochee River, considered the birthplace of Atlanta. It is also the location of the Atlanta Waterworks managed by Watershed Management. The City’s main drinking water intake is located here. According to the Department of Watershed, the security risk associated with the City’s water system is too
great to allow public access in the area. It has been closed for many years though previously the public was allowed on the property to view recreations of historic Fort Gilmer that were created for the Bicentennial. The lure of the site is underscored by reports that Margaret Mitchell used to sit on the original water intake platform on the banks of the Chattahoochee River when she wrote *Gone with the Wind* (Kaufman, p. 163). According to Susan Rutherford, Department of Watershed Management, the site is in much demand from archeologists seeking to learn more about Native American history and kayakers who wish to access the river, particularly for The Wave, a class II/III rapid used for practice.

**LaFarge and Georgia Power**

Active industry on the river, on the Atlanta side, is limited to the LaFarge cement production facility (See Figure 8). The plant opened in 1963 as Southern Cement Company. In 2001, LaFarge, a French company, purchased Blue Circle, the successor of Southern Cement Company, to become the world’s largest cement producer with thirteen plants in the United States. Today, the plant produces specialty products, grinding and blending over 500 colors of masonry as well as producing NewCem Slag and Portland Cement Type III. According to the company’s brochure, the NewCem product takes slag, a byproduct from steel, and grinds it finely, making it a sustainable substitute for Portland cement.

The LaFarge parcel is over 26 acres and sits between a privately owned landfill and a 30-acre transmission line owned by Georgia Power. There is a significant concentration of industry on both sides of the river, with Georgia Power’s Plant McDonough and Plant Atkinson situated directly across the way. With its linear shape following the transmission line, the Georgia Power site on the Atlanta side is for all intents and purposes a greenway. Georgia Power has granted an easement to the City to build trails on it. However, the LaFarge plant disrupts the continuity of the Georgia Power property. As Ellen Wickersham who manages real

*Figure 8: View of the LaFarge plant from the Cobb County side of the river (ASLA, 1997).*
estate acquisitions for ADA says, “A LaFarge acquisition would be a game changer” as it would remove some of the last remaining active industry from the River on the Atlanta side (Ellen Wickersham, January 2010).

**General Shale**
The General Shale property was operational until several years ago. It is the site of the former Chattahoochee Brickworks now owned by the General Shale Company of Johnson City, Tennessee. Originally, clay was collected from the banks of the Chattahoochee River to make the bricks. At the time that it closed this location, however, clay was being brought in on the rail line from a site in northeast Georgia near Rome to be mixed, molded and fired in the 450-foot long kiln (Michael Booth, From the Good Red Earth, Business Atlanta, May 1985).

At one time, Chattahoochee Brick was the single largest landowner in the City. Over the years, various parcels were sold off, including 100 acres in 1941 to Pure Oil for a pipeline terminal. More recently, in approximately 2004, Jim Braden purchased a significant amount of land to build a residential development called Vinings on the Chattahoochee, just north of the General Shale site.

The site is approximately 72 acres of which 50 are wetlands and 22 acres referred to as the uplands. At the south end of the parcel, undisturbed forest fronts the Procter Creek and just to the east is a greenway parcel owned by the City of Atlanta, acquired as part of the Greenway Acquisition program. After the Upper Chattahoochee Riverkeeper filed suit against the City of Atlanta for violations of the Clean Water Act, a consent decree order was issued requiring that the city spend $25 million to purchase greenways along the Chattahoochee River and its tributaries.
Much of the General Shale site is paved over and filled-in wetland. There are several buildings remaining on the site including two large sheds, one of which is 125,000 square feet and holds the kiln, and a storage shed (See Figure 9). These have potential for reuse as a shell for a working manufacturing facility or repurposing as an interpretive facility. Active rail runs along the site and separates the site from the Whittier Mill Park and Whittier Mill neighborhood.

**Atlanta Incinerator**
The Atlanta Hartsfield Incinerator site occupies another key location along the river, north of the General Shale property, on James Jackson Parkway. The site is described as large, open and relatively flat. In addition to the now non-operational Incinerator tower, there is an existing building and hard surfaced areas (See Figure 10). Currently, the building is used by the City of Atlanta’s Department of Public Works for recycling. This building has the potential to be repurposed for active use, while the tower can be considered as an icon of industrial archeology and a focal point of a potential new use.

*Figure 10: Atlanta Incinerator site on James Jackson Parkway.*
Undeveloped Land
Between I-285 and Donald Lee Hollowell Parkway, a narrow strip of land adjacent to the River is entirely owned by ADA and Fulton County Development Authority based on Fulton County tax records. According to Ellen Wickersham, more investigation, including a title search, will need to be done to determine issues surrounding ownership of these parcels. There are no records of when or how this property became part of the Atlanta Economic Development Corporation (AEDC), ADA’s predecessor agency. There is no development on any of these parcels, however, which makes them suitable for a greenway or trail system and passive recreation along the river.

Atlanta Industrial Park
Atlanta Industrial Park (AIP) does not have river adjacency but sits just to the east of the greenway owned by ADA and Fulton County Development Authority. AIP is an industrial park, but most of the users in the park are involved in light industrial or assembly-type activities. The area within Atlanta Industrial Park is mostly built out though there is a possible expansion in the area owned by the Atlanta Housing Authority, formerly occupied by Bankhead Homes, and in the process of being demolished.

Across the River
While the focus of this report is on the City of Atlanta and Fulton County, it is not possible to evaluate the river corridor without examining the land use and proposed plans for the Cobb County riverfront across the way. Compared to the Atlanta side, the Cobb County side is more heavily industrial. Very little land adjacent to the riverfront owned by the local government. Instead, active and unsightly industrial uses such as automobile junkyards, pallet storage and concrete mixing take place, sometimes right up to the edge of the water, posing a threat to the riparian system (See Figure 11).

Figure 11: Junkyard on Riverview Road, Cobb County.
Recently, this area has been the subject of comprehensive master planning in a Riverline Study. Two of the main goals for the Riverline Study are to create more space for recreation and reconnect the nearby communities to the Chattahoochee River. The final plan addresses the challenge of integrating proposed residential communities and areas of greenspace with the existing industrial use. While the current Cobb Comprehensive Development Plan preserves much of the industrial use near the river, the Riverline plan originally removed most of this. Existing industrial users banded together to oppose the plan and ultimately a compromise was reached. In the final plan, the recommendation is for industrial use to be “adequately maintained and

*Figure 12: Riverline Land Use map, RiverLine Master Plan.*
buffered to become more community friendly” (Riverline Master Plan, 2009, p.70). The recommended land use in the final plan can be seen in Figure 12. The plan shows a combination of higher density mixed-use development close to the River with open space and industrial flanking it on either side.

The Riverline Plan also calls for a Riverwalk, a pervious and impervious trail, designed to connect residents to the River. The proposed Riverwalk would not necessarily run beside the River at all times. As seen in Figure 12, greenspace is next to the river and set back from it. The steep topography on the Cobb side would permit views of the river from these areas so a Riverwalk could turn inland in certain areas. In order to realize this trail, the authors of the plan suggest the use of easements as opposed to outright land acquisition.

Across from Atlanta Industrial Park, a planned mixed-use community has been proposed by Green Street Properties, the developers who built Glenwood Park, a new urbanist development on the site of another brownfield in southeast Atlanta near I-20. Green Street proposes a high-density, walkable community that would be located north of the County’s proposed Riverline Park and across from Atlanta Industrial Park and General Shale. Their preliminary plan situates restaurants and housing to take advantage of the views of the river and a town square with a potential view and possibly access to the river. There is also a proposed pedestrian bridge pedestrian crossing that would allow residents or park users to take advantage of amenities on both sides of the river.

**Neighborhoods**

One of the challenges with many urban waterfront projects is that the river does not have a constituency per se. The Upper Chattahoochee Riverkeeper is the guardian of the River’s ecological well-being and has done an admirable job calling attention to the River’s degradation. Because of large swaths of industrial users (the LaFarge plant and the RM Clayton water treatment plant) and bisecting rail lines, the nearby neighborhoods of Whittier Mill, Riverside and Bolton/Adam’s Crossing, however, have very little relationship to the nearby water. A 2002 Livable Communities Initiative identified a goal to “utilize and capture green space taking advantage of the existing natural resources to create
open space and passive recreational opportunities” (Bolton/Moore’s Mill Livable Community Initiative, 2002, p. 4). In the final report, however, very little was written about the Chattahoochee River as a potential resource other than to recommend a series of greenway connections.

The following tables (Tables 3 and 4) provide additional information about the demographics and income of the neighborhoods along the Chattahoochee River. NPU-D is the northern of the two NPUs and includes the neighborhoods of Whittier Mill, Underwood Hills, Riverside, Hill’s Park and Berkeley Park. NPU-G is to the south and includes Atlanta Industrial Park, Bowen Apartments, Brookview Heights, Carey Park, English Park, Lincoln Homes, Monroe Heights, Scott’s Crossing and West Highlands. The two NPUs show two very different demographic profiles with NPU-D having a higher percentage of White residents compared to Black and Hispanic residents than NPU-G. There are also tremendous income differentials between the two NPUs with NPU-D median income more than double that of NPU-G and higher than the AMI for the City of Atlanta overall.

### 2000 Demographic Profile, Race

<table>
<thead>
<tr>
<th></th>
<th>White Alone</th>
<th>Black Alone</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>NPU-D</td>
<td>60.3%</td>
<td>13.2%</td>
<td>4.1%</td>
</tr>
<tr>
<td>NPU-G</td>
<td>1.1%</td>
<td>98.5%</td>
<td>.3%</td>
</tr>
<tr>
<td>City of Atlanta</td>
<td>33.22%</td>
<td>61.39%</td>
<td>4.49%</td>
</tr>
</tbody>
</table>

### Projection of Median Income

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2010</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>NPU-D</td>
<td>$39,028</td>
<td>$56,675</td>
<td>$87,22</td>
</tr>
<tr>
<td>NPU-G</td>
<td>$15,508</td>
<td>$23,456</td>
<td>$48,736</td>
</tr>
<tr>
<td>City of Atlanta</td>
<td>$34,770</td>
<td>$53,311</td>
<td>$108,678</td>
</tr>
</tbody>
</table>

*Tables 3 and 4: City of Atlanta, Bureau of Planning based on 2000 Decennial Census, 2007.*
In the past decade, there has been significant reinvestment in this area, especially in NPU-D. New homes have been built and renovation of many historic Whittier Mill homes has occurred. Some mixed-use retail has been attempted, though much of it remains unoccupied as it came online just as the recession began. NPU-G has not seen the same investment and this disparity must be addressed in a potential economic development strategy.

**River North, Denver**

One of the advantages of the Denver strategy that would work well for Atlanta is that it is neighborhood based. Joe Shoemaker was aware that the blighted neighborhoods had only to gain and nothing to lose from the project. “The river never had a budget, so it never had a constituency. When we approached the city for help, they thought we were nuts and the people said it was a joke to even call the South Platte a river at all. That is what we were up against,” Shoemaker said. Today, neighborhoods are highly engaged in the planning process for riverfront development. An area five minutes north of downtown in Denver is being targeted for the next phase of South Platte River restoration. The River North area is run-down and primarily industrial. In particular, the Elyria Swansea neighborhood is working actively on a 1.5 mile riverfront plan for 60 acres of industrial property, referred to as the RINO plan. According to Council Woman Judy Montero, the area has not benefited from the last economic boom. With extensive industrial activity and a highway running through the neighborhood, the area has much to gain from the RINO plan. This project should be monitored as it is implemented due to its many similarities with the Chattahoochee River in the City of Atlanta. For more information about the RINO plan, see

Environmental Protection and Other Plans

To date, most of the plans for the Chattahoochee River have focused on how to protect the natural resource. A list of the significant events and plans for the river since 1970 is attached in Appendix A. While protection is clearly an important goal and first step, it has also limited the discussions about the river’s potential and its connection to residents.

Chattahoochee River National Recreation Area
Starting in the 1970s, a citizen group called Friends of the River formed and, along with The Nature Conservancy and then Governor Jimmy Carter, sought funds to protect the river. As a result of their work, in 1978, the Chattahoochee River National Recreation Area (CRNRA) was established as a National Park thereby protecting 4800 acres. Today, the CRNRA has been expanded and crosses just over the city line to where Peachtree Creek enters the Chattahoochee River; the current CRNRA does not encompass the majority of the city of Atlanta-owned shoreline. Efforts to expand the CRNRA area forty-five miles to the south to Coweta and Heard County have been proposed by Representative David Scott in 2005 and again in 2009. Extending this protection would allow the National Park Service (NPS) to take title via purchase or donation to parcels and appropriate funds for planning, development and management. The land, however, could continue to be managed locally or transferred to the National Park Service. It would not change any existing land use or entitlement. It would, however, prevent new impoundment and facilities for power generation unless deemed necessary by the State and supported by Congress.

City of Atlanta
The first significant study produced by the City of Atlanta to look at watershed issues was completed in 1997 with the Metro Atlanta Urban Watershed Initiative by CH2MHill for City of Atlanta, Fulton County, DeKalb County and led by the Bureau of Pollution Control and Wastewater Services. In 1998, a consent decree was entered into, a result of the Upper Chattahoochee Riverkeeper’s suit alleging that the City was in violation of the Federal Clean Water Act. According to the terms of the order, the City was required to create a greenway corridor and spend $25 million to
buy land along the Chattahoochee and on tributaries to the river. The Atlanta Regional Commission became the entity responsible for managing this protection through the Corridor Plan it produced in 1998. As of 2007, the resulting Greenway Acquisition Project has acquired more than 120 properties selected for their ability to protect and enhance water quality. Most of these properties are not publicly accessible or suitable for recreation uses, however. 3

Chattahoochee Greenway
Beginning in 1995, the Trust for Public Land (TPL) and The Nature Conservancy (TNC) launched a campaign to acquire shoreline and protect the river from environmental degradation along a 181-mile corridor from Helen to Columbus. According to Rand Wentworth, then Director of TPL Georgia, the vision was "a corridor along the Chattahoochee a thousand feet wide, bringing nature and recreation within easy reach of the city." (http://www.smartcommunities.ncat.org/articles/greenwys.shtml). The Chattahoochee River Land Protection eventually expanded its vision to protect land within 3,000 feet of the river from Helen to Columbus. This campaign ended up succeeding beyond their expectations, raising $140 million that has been used to acquire land in the 181-mile corridor. To date, over 150 miles have been acquired including the land for Whittier Mill Park that was the first transaction.

The Chattahoochee River Land Protection campaign was limited to acquisition of property that would then be turned over to local governments. There was no firm plan in place for how to manage or make these properties accessible. As a first step in implementation, TPL composed the Chattahoochee River Greenway Planning and Implementation Handbook to provide a set of standards for the management of the land. According to the handbook, greenway implementation should entail a 1) regional plan 2) master plan 3) design and construction and 4) management. The handbook focuses on the master plan and design, but not the more challenging regional issues or ongoing management.

3 For more information about the Greenway Acquisition program, see http://www.atlantawatershed.org/greenway2/QuickFacts/default.htm
**American Society of Landscape Architects**

With the focus on environmental protection as the pre-eminent concern of the plans and legal measures above, none of the planning processes significantly addressed how the river could be a vital resource to the city and what, if anything, could happen along the shoreline. The first, and still most significant attempt to envision a greenway along with other uses along the river came from the American Society of Landscape Architects (ASLA) and the Landscape Architecture Foundation’s Demonstration Project sponsored by the Urban Resources Partnership in 1997. Working closely with the Trust for Public Land, City of Atlanta, Fulton County and the Georgia Chapter of the American Society of Landscape Architects, the Partnership looked at a twelve-mile corridor from Peachtree Creek to Camp Creek Parkway to develop a community vision for the riverway.

In the ASLA study, five specific sites – the Landfill, the Incinerator, Georgia Power, Standing Peachtree and Whittier Mill – were analyzed and landscape plans for each site presented. Of these, only the Whittier Mill plan has come to fruition to date. According to the final ASLA report, “Our goal is to help bring people to the river in their daily lives, and, by doing so, develop a broad “river ethic” which will influence future public policy on river protection, and to integrate the river into the daily life of Atlanta” (ASLA, 1997). The ASLA study was the first study to address not just the river but the parcels along the river with the goal of incorporating a wide range of issues including flood control, environmental quality, preservation, aesthetics, watershed management, and public access.
Other Studies
The PATH Foundation remains active building trails in the area near the Chattahoochee though building trails is extremely challenging given the railroads and terrain among other issues. Currently, a portion of riverfront is being evaluated as a Donald Lee Hollowell/Veterans Parkway LCI study, a joint project of the City of Atlanta and Cobb County (See Figure 13). This is the first time that the river is being looked at for its connectivity rather than as a boundary. This is a critical development and acknowledgment that since watersheds do not follow political boundaries, neither can riverfront planning. In 2009, the City of Atlanta issues its Project Greenspace report and named the creation of a Chattahoochee Riverway as a priority (Figure 14).

Figure 13: DL Hollowell Parkway/Veterans Memorial Highway LCI Study, 2010.
Opportunities and Goals

Expanding Public Access
Public access to waterfrotns is at the forefront of the Urban Waterfront Manifesto, a document created in 1999 by a group of advocates for waterfront planning that is conservation minded and encourages human interaction with the waterfront. According to the manifesto, “Water is a defining force that fundamentally shapes the character of each place it touches. The role of water in transport, industry, sanitation and nourishment made it the raison d’etre of human settlement. It is a feature to be honored and celebrated – not to be treated as merely cosmetic or a just a commodity” (Urban Waterfront Manifesto, 1999). Other tenets of the manifesto include site-specific waterfront planning, recognition that waterfront planning is a long-term process and a call for a mix of uses along the water, ranging from passive recreation to commercial retail.

Today, the nearest access point from downtown and much of the City of Atlanta to the Chattahoochee River is the Paces Mill entrance to the Chattahoochee National Recreation Area which is just off Cobb Parkway on the west bank of the river, about 12 miles north from downtown Atlanta. South of the city, the nearest point of access is in South Fulton at the Highway 166 crossing. This is 18 river miles south

Figure 14: Greenway system proposed in Project Greenspace, 2009.
of Paces Mill and almost twenty miles from downtown Atlanta. Even with these points of access, according to the Upper Chattahoochee Riverkeeper, it is not advisable to get on the River at Paces Mill today and head downstream in a small craft. One would encounter challenges at the city’s water intake including a waterfall at the man-made weir and large rocks that divert water going around Defoors Island.

Several studies have looked at proposed locations to provide access onto the River throughout the metro area, including sites within the City of Atlanta. The 2003 Tri-County Chattahoochee River Initiative study recommended several locations for access onto the river, including a point just south of the Peachtree Creek confluence and a point between James Jackson and South Cobb (see Figure 15). These locations would allow kayakers and boaters to put in. Currently, they would not be able to take out until South Fulton County, although additional points of access have been proposed.
Figure 15: Source, Tri-County Chattahoochee Study, Proposed Land Protection Areas.
Analysis of the population at .5 mile, 1.0 mile and 3 mile radii surrounding current access points at Paces Mill and Island Ford to the north of the city and Sweetwater Creek to the south of the City, compared to a proposed access point at James Jackson Parkway on the Atlanta side, shows that while population is not necessarily greater within the proposed City of Atlanta access point, it is increasing at a faster rate than the areas surrounding the current access points. (See Tables 5-7). This analysis supports the need for more points of public access to the Chattahoochee River within the City of Atlanta.

**Population growth at .5 mile radius from selected access points to the Chattahoochee River.**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cross Chattahoochee River at James Jackson</td>
<td>453</td>
<td>1653</td>
<td>3.84%</td>
</tr>
<tr>
<td>Island Ford</td>
<td>1277</td>
<td>1521</td>
<td>1.43%</td>
</tr>
<tr>
<td>Paces Mill</td>
<td>1770</td>
<td>1856</td>
<td>0.4%</td>
</tr>
<tr>
<td>Sweetwater</td>
<td>78</td>
<td>98</td>
<td>1.72%</td>
</tr>
</tbody>
</table>
Population growth at 1.0 mile radius from selected access points to the Chattahoochee River.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cross Chattahoochee River at James Jackson</td>
<td>3000</td>
<td>6052</td>
<td>3.77%</td>
</tr>
<tr>
<td>Island Ford</td>
<td>6369</td>
<td>7907</td>
<td>1.64%</td>
</tr>
<tr>
<td>Paces Mill</td>
<td>7081</td>
<td>8098</td>
<td>2.85%</td>
</tr>
<tr>
<td>Sweetwater</td>
<td>1330</td>
<td>1726</td>
<td>.98%</td>
</tr>
</tbody>
</table>

Population growth at 3.0 mile radius from selected access points to the Chattahoochee River.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cross Chattahoochee River at James Jackson</td>
<td>43,068</td>
<td>65,585</td>
<td>2.47%</td>
</tr>
<tr>
<td>Island Ford</td>
<td>74,424</td>
<td>92,112</td>
<td>1.60%</td>
</tr>
<tr>
<td>Paces Mill</td>
<td>56,968</td>
<td>69,287</td>
<td>1.24%</td>
</tr>
<tr>
<td>Sweetwater</td>
<td>18,808</td>
<td>28,819</td>
<td>2.64%</td>
</tr>
</tbody>
</table>

The Chattahoochee River as recreational resource

The Chattahoochee River already serves as a recreational resource for the citizens of metro Atlanta with almost three million people visiting the Chattahoochee River National Recreational Park’s access points outside the City each year. In the City of Atlanta, however, there is not access to the river or to adequate greenspace. The 2009 Project Greenspace report for the City of Atlanta confirmed that the City has less greenspace than other cities of comparable size and density based on benchmarks of park acreage per 1,000 residents. Noting that 4.5% of Atlanta’s land area, or only 7.9 acres per 1,000 residents is greenspace, the report contains a target of 20% greenspace and 10 acres per 1,000 residents. The Beltline will add an additional 1,200 acres of new greenspace to the inventory but even this is not enough to meet Atlanta’s future greenspace needs. Furthermore, to make park space available on an equitable basis, the report suggests that every resident should be within a ½ mile walk of a park or greenspace open to the public. After reviewing potential greenspace opportunities throughout the City, the report names the Chattahoochee Greenway as a priority corridor, and a system of interconnecting greenways with the Nancy Greenway, Peachtree Greenway and Proctor Greenway connecting up with the Chattahoochee Greenway. The latter two would also connect the Chattahoochee with the Beltline (See Figure 14).

Recreational Opportunities
Walking, biking, running along the Chattahoochee River and kayaking or navigating the river in other small craft are just a few of the recreational opportunities that have been explored in previous studies and evident in case studies of other riverfronts. In addition to a linear greenway alongside the river, there are other opportunities for recreation particularly at Standing Peachtree, Georgia Power and the Landfill.
Standing Peachtree

Standing Peachtree is the site of the confluence of Peachtree Creek and the Chattahoochee River. The ASLA study recommended that the Standing Peachtree site could offer a series of walking trails, an interpretive center and a kayak launch (See Figure 16). The site just above the water intake is referred to as The Wave by paddlers. It is a Class II-III rapid, much sought after as a practice area. Currently, paddlers must go upstream from the Nancy Creek Confluence (Atlanta Road) to get to this spot or put in at Cochran Shoals/Powers Island and continue downstream. If access could be provided to this site, it would be ideal for recreational facilities and a trail system that connects with Peachtree Creek and follows the river north into the more heavily wooded area.

*Figure 16: Proposed ASLA design for Standing Peachtree, 1997.*
South Platte River Greenway and Confluence Park

Confluence Park is the historic birthplace of Denver and the location where Cherry Creek and the South Platte River meet up. A park was built on this site in one of the earlier phases of the Greenway campaign, but it was inaccessible except from the greenway. In addition, there was an electric substation that sat on a platform just above the river and disrupted views. After decades of working with the power company, the substation was finally relocated and park improvements began. In the new park, there is a plaza along 15th street near the bridge, a “vista bar” overlooking the Confluence, a mid-level with tables and umbrellas and a flat grass level for free summer concerts. Finally, there are two areas with boulder steps for direct access to the River and the manmade kayak chutes.

Like many park projects, funding was a challenge for Confluence Park. It was originally to be funded from the City budget but when that funding was cut, the Greenway Foundation stepped in and raised additional funds. The entire budget for the park was $800,000.

Figure 17: Before recent renovations. Figure 18: After recent renovations.

The area near Confluence Park has experienced such a renaissance that in 2002, Recreational Equipment, Inc (REI) opened a new flagship store in the historic nearby Tramway Power Company Building, choosing this location over building a new facility. Working with the local economic development agency, REI was able to take advantage of tax incentives that made the cost of purchasing and rehabilitating the historic building comparable to purchasing an existing retail site or constructing a build to suit facility.
**Georgia Power**
The Georgia Power site was addressed in detail by the ASLA study. A Community Assistance Team with 14 volunteer designers and experts looked at how the space could serve the community and company’s needs. Their concept called for multi-use trailways, including boardwalks over wetland and limited access trails. In addition, they recommended outdoor classrooms, viewing towers, several points of access to the river, butterfly gardens, bird and bat house complexes, community gardens, small open areas for spontaneous play, water harvesting earthworks, enhancement of existing wetlands and stream bank stabilization using bio-engineering technology (See Figure 19).

**Landfill**
The privately-owned Bolton Road landfill sits adjacent to the River (See Figure 20). The ASLA team proposed many uses for this vast space with its high elevations. The landfill site could include as much as 3500 feet of trail along the Chattahoochee following the gravel road that leads from the Trolley Barn to the methane collection facility at the base of the landfill. It is, however, a challenging area with the railroad crossings and extensive kudzu.

*Figure 19: View of Georgia Power site (ASLA, 1997).*

*Figure 20: Landfill (ASLA, 1997).*
In addition to trails, the ASLA team proposed extensive recreational facilities including ballfields and a nine-hole golf course. They also proposed some intriguing uses of the area, including an Environmental Art space (See Figures 20 and 21) with communications towers treated as contemporary art and using the landform as a canvas upon which to display a signature image such as Martin Luther King (Figure 22).

**Figure 20:** Proposed Environmental Art Park (ASLA, 1997).

**Figure 21:** Communications towers arranged artistically (ASLA, 1997).

**Figure 22:** MLK image on Landfill (ASLA, 1997).
Repurposing closed landfills for park space is a project underway in several communities across the United States. In Staten Island, NY, a 2200-acre recreational destination is proposed for a series of capped landfills in the Freshkills area. Of the 2200 acres, 45% is landfill and the rest is low-lying wetlands. Like the Chattahoochee River in Atlanta, the Freshkills site is not in a high profile downtown location. It is a full hour from lower Manhattan by ferry. The goal is to take advantage of the 250-foot mounds for vistas and the surrounding areas for amenities such as ballfields, playgrounds, and a high-speed bike track. Other elements of the design include a seed farm and a plant nursery. All structures are designed with sustainable features including a composting comfort station and solar-paneled lighting for the parking lot. There is also a strong educational component to the park project with programs for schoolchildren and partnerships with local universities to better understand the area’s ecology.

The project is not without challenges which include the high cost of bringing the soil on-site to residential quality as is the standard from Department of Environment. The project is currently estimated at $1M per acre and the budget has already been approved by Mayor Bloomberg. According to Angelyn Chandler, New York City Department of Parks and Recreation’s Capital Manager for the project, the bigger challenge is obtaining timely approvals from the Department of Sanitation and the State Department of Environmental Conservation. For more information about this project, [http://webserver01.nycparks.org/sub_your_park/fresh_kills_park/html/fresh_kills_park.html](http://webserver01.nycparks.org/sub_your_park/fresh_kills_park/html/fresh_kills_park.html).
The Chattahoochee River as historical and cultural resource

The Chattahoochee River, particularly the confluence between Peachtree Creek and the river, has significant strategic, commercial, and cultural importance in Atlanta’s history. While Atlanta’s expansive growth as a metropolitan area is most often attributed to its emergence as a railroad hub in the nineteenth-century and as an aviation hub in the twentieth-century, it is impossible to tell the story of Atlanta’s founding without relating it to the Chattahoochee River. From Native American settlers to early industrial manufacturing sites, and issues of slave labor, large parts of Atlanta’s untold history unfold along the shores.

The Standing Peachtree site can be considered the true birthplace of Atlanta. It was at this site that Atlanta’s earliest settlers, the Creek Indians, established their most important trading post along the Chattahoochee. The River was not only used for transportation but also served as the dividing line of the Cherokee and Creek Indian nations, with the Creeks on the south and east and the Cherokees on north and west. This area remained under Indian control until the

Figure 23: Walter G. Cooper, Official History of Fulton County (Spartanburg, SC: The Reprint Company, 1978, p.17).
Creeks were forced out in 1821 in the Indian Springs Treaty and the Cherokee in 1835.  

European settlement of the area was also tied to the Chattahoochee River as the new Americans were drawn to the area to trade with the Indians. A map of Indian Villages and Trails shows that a network of trails including the Peachtree Trail, the Stone Mountain Trail and the Sandown Trail converged at the River (See Figure 23). These trails formed the basis of transportation routes for the new settlers as well. In fact, what we call Buckhead today began at the crossroads of two trails that connect back to the Chattahoochee River, when Henry Irby established a general store and tavern for travelers and traders in the area.

**Military history**
Standing Peachtree was also of strategic military importance in the War of 1812 when it became Fort Gilmer, otherwise known as Fort Peachtree. Though the Fort never saw active battle, it was used by the Georgia Militia to supply troops south of Columbus at Fort Mitchell and protect the local settlers from the Creeks who were allied with the British. One of the leading boat builders for the militia, James McConnell Montgomery, who worked at this site during the war, later returned and purchased 1,000 acres in the area. He opened the area’s first post office on the site in 1825 and established the eponymous ferry. Montgomery’s own home was built about a half mile away, at the intersection of Bolton and Moore’s Mill. During the Civil War, the area along the Chattahoochee near Standing Peachtree and along the Peachtree Creek was the

---

4 For additional information about the Native Americans in the Atlanta area, see Frank Garrett, *Atlanta and its Environs*. Lewis Historical Publishing Company, Inc., 1954.
site of a major battle for Atlanta with more than 4,500 killed or wounded in the Battle of Peachtree Creek. For the 1976 Bicentennial, a recreation of the historic Fort Gilmer was built on the site (See Figure 24).

**Railroad history**
The area near Standing Indian was so central to the lives of the area’s early settlers that it was initially selected as the location for the railroad terminus. Stephen A. Long, Chief Engineer for the Western & Atlantic, however, determined in 1837 that the grading at that point would be too challenging to run branches of the railroads. Instead, he selected Mr. Hardy Ivy’s property in the area now known as Underground Atlanta, where Foundry Street crosses the railroad tracks, to build the Western and Atlantic Railroad, linking Atlanta to Chattanooga. Later branches of the Georgia Railroad went east to Augusta, and the Macon and Western headed west and south from the terminus, forming a vast network centered in Atlanta.

**Manufacturing along the Chattahoochee River**
Although it would not be the site of railroad terminus, the Chattahoochee River continued to play an important role in the area’s economic development. Beginning in the late nineteenth century, industry sprung up along the river to take advantage of the natural resource. Lumber, wool, grist, cotton, tanning and paper mills dotted the banks of the river. One of the most prominent of these manufacturing sites was Whittier Mill, built in 1895 to produce the yarn that wrapped fire hoses. The mill remained in production until 1971. In 1986, arson destroyed a large number of the buildings and, in 1988, the main mill

*Figure 25: Mill ruins at Whittier Mill Park.*
buildings were torn down. Ruins from other buildings remain and were incorporated into a local park that was established in 1997 (See Figure 25).

The land on which the Whittier Mill Company established its production facility was actually purchased from the Chattahoochee Brick Company, founded in 1878, and a major contributor to Atlanta’s building history and its rebuilding post Civil War. The Chattahoochee Brick Company is said to have produced as many as 300,000 bricks per day in the late nineteenth and early twentieth centuries. These were the bricks that would pave Atlanta’s streets and sidewalks and form the walls of Atlanta’s finest homes built in this period.

There is a more disturbing side to the history of Chattahoochee Brick Company, however, that has emerged in recent years. In Douglas Blackmon’s 2008 Pulitzer Prize winning book, Slavery by Another Name, Blackmon refers to the Chattahoochee Brick Company as “the biggest and arguably most abusive buyer of forced laborers in Georgia” (Blackmon, 2008, p.74). Owned by James English, who would later become Atlanta’s mayor in 1880, the Chattahoochee Brick Company relied on forced labor and employed more than 150 prisoners at any given time (See Figure 26). These convict laborers worked under what testimonies describe as inhumane conditions being forced “to their absolute physical limits to extract modern levels of production using archaic manufacturing techniques” (Blackmon, 2008, p.74). The Chattahoochee Brick Company is also said to have been the site of a weekly market for convict labor. Interpretation in this area will need to be sensitive to this difficult history.

Bringing history alive
In addition to interpretive resources to call attention to this rich, untold history, one way to bring history alive would be to create an operational ferry system. In the past, at least ten ferries operated in the area (See Figure 27). A
recreational ferry system could be a draw and connect parks on both sides of the river. In addition, Atlanta’s first electric streetcar went from downtown to this area known as Upper West Side beginning in 1892. An old trolley barn – a waiting station for the Atlantic Northern Railroad that was built 1904-1905 – still stands near the Chattahoochee and was used until the last trolley ran in 1947 (See Figure 28). A historic preservation report by Ray and Associates notes that the trolley station is a fine example of an early 20th century substation. There is potential to turn this trolley barn into office space for a local nonprofit overseeing the greenspace, an interpretive center or even a commercial space such as a restaurant to provide amenities for users of the current and future trails and greenway nearby. PATH Foundation has already established a trail, the Whetstone trail, which currently terminates at the Trolley Barn.

Figure 27: Ferry crossing near present-day Bankhead Highway. (Kaufman, 2007).

Figure 28: Conceptual drawing of Trolley Barn, reused as office space. (ASLA, 1997).
The Chattahoochee River as cultural resource

Atlanta Incinerator
Because of the already impervious surfaces, the ASLA group recommended the Incinerator site as a location for a permanent plaza for social celebrations, arts festivals, craft fairs, ethnic celebrations, and musical events. Their study shows a plaza with an amphitheater that makes use of the existing hardscape area on which to locate festival booths, handicapped access and a central water feature (See Figure 29). According to the Project Greenspace report, the City of Atlanta turns down as many as 13 festivals per year for lack of a suitable venue. The Incinerator site offers a location for this type of event, relieves Piedmont Park of overuse, and provides a direct source of revenue to support the management of the property. It would also serve as a way to introduce relatively large numbers of visitors and residents alike to the river.

Figure 29: Proposed design for Incinerator, ASLA 1997.
Gas Works Park, Seattle
Gas Works Park is located on Lake Union, on the site of a former gasification plant where coal and then oil were converted into gas. When the plant closed in the 1950s, the 20-acre site was abandoned until the City purchased it in 1962. Rather than disguising the area’s industrial past, landscape designers chose to celebrate its industrial heritage by retaining some of the plant structures and making them central to the park design (See Figure 30). The boiler room became a picnic shelter area and the equipment in the exhauster-compressor room was brightly colored and turned into a children’s play area (See Figure 31). When the park opened in 1976, it immediately became a favorite of locals with its high mound for kite flying and the unusual surrounding structures. As a former toxic industrial site now accessible to the public, the park requires constant monitoring; additional remediation was conducted as recently as 2007.

Figures 30 and 31: Source: http://www.seattle.gov/tour/union.htm

For more information about GasWorks Park, see http://www.pps.org/great_public_spaces/one?public_place_id=670
The Chattahoochee River as economic resource

Taken together, the potential for recreation, historic interpretation and cultural happenings along the Chattahoochee set the stage for the area’s overall economic development potential. A review of many of the case studies from other cities, reveals that recreation is often the first phase of waterfront redevelopment, followed by infrastructure improvements and private real estate development, as office and residential users desire to locate near the park amenity. In Atlanta, land values went from $2 per square foot to nearly $200 per square foot, an almost one hundred fold increase after Centennial Park was built according to the recent Project Greenspace report.

There is substantial literature to document that parks and greenspace enhance the values of proximate properties. According to this literature, people pay a higher price for buildings and land near greenspace and also pay more in annual taxes to live near such amenities because of the “tranquility, peace and psychological relaxation such vistas provide” (Crompton, 2006, p. 115). Such findings have been reported since Frederick Law Olmsted made such a case for Central Park in New York City in the late nineteenth century and have been used to justify the cost of building parks in cities throughout the United States. The empirical evidence demonstrates that parks and open spaces contribute to a rise in proximate values of as much as 20%. Furthermore, the increase is larger for passive recreation than active recreation.

John Crompton’s recent studies of greenways – different from parks in that they can be anything from a few feet to a few miles – showed a $45,865 price premium paid per property for land adjacent to a greenbelt on the Barton Creek near Austin, Texas in one neighborhood and $14,842 in another neighborhood. The authors attribute the difference in these prices to the varied topography of the neighborhoods, meaning views are not accessible in both neighborhoods. The fact that a price premium is still present, however, indicates that access, not just a vista, is valued by homeowners. In the Austin case, Crompton and co-author Nicholls find that the total tax revenue of $312,000 may not be enough to capitalize the building of the park, but notes that this assumes the benefits are limited to the two surrounding neighborhoods. Given how most
greenways become regional assets, it is reasonable to spread this cost over the larger population, not to mention the public benefits of clean air, water quality and healthy lifestyles (Crompton and Nicholls, 2006, 107).

Three Rivers Greenway, South Carolina

Columbia, South Carolina is proud that they have parlayed $7M in taxpayer money into $400M in private development after building a series of linear parks along the Three Rivers – the Congaree, the Saluda and the Broad – which converge in downtown Columbia. The project is overseen by a private non-profit, The Rivers Alliance, which set two initial goals: public access and increasing the tax base. The Alliance identified over 14 projects – retail, residential, office – that have resulted from the increased greenspace. Examples include Congaree Park, a new development on the site of the old city dump that is expected to add $42M to the tax base when fully developed. A mill renovated into loft-style apartments was originally valued at $250K and the project is now valued at $35M. Even a former prison is destined for residential living near the river and greenway.

With the economy in a recession, future short-term expansion is questionable. Expansion plans include Rivertown, a 3-story retail center and a signature waterfront park that would be the central feature of University of South Carolina’s research campus, Innovista. One of the challenges is that investors bought many of the lots at Congaree Park, paying $300K for 1/10 acre. Only five houses have been built on 53 lots, however, and most are being resold. To avoid this situation in another development, the City is now requiring that construction begin in a specified time after purchase (The State, 2006).

Near the Chattahoochee River, there is potential for not only recreation but also thriving neighborhoods. The homes in the Riverside neighborhood have potential for additional investment. Access to a unique amenity like a greenway along the Chattahoochee would give current and future residential developments a distinct marketing advantage and increase land values. There is also opportunity to increase the tax base from additional retail to support visitors (local and tourists) to the greenway and from the building or expansion of light industrial activities along the river.
RiverStreet, New Haven, CT
The Fair Haven neighborhood in New Haven is one of the city’s oldest industrial neighborhoods with frontage on the Quinnipiac River. With many of the industrial businesses moving out, this 53-acre area is now 41% vacant with associated issues of blight. It is, however, an important manufacturing area for the city. According to the New Haven Development Authority, the city has been unable to accommodate many of the requests for manufacturing space they have had in the last few years. While manufacturing is only a small percentage of the city’s economy, it is an important source of income for the area’s blue-collar workers.

The plan for the Fair Haven River Street area proposes five major ideas: redevelopment of key parcels as light industrial and manufacturing, reuse of a historic industrial building, development of a waterfront park, improvement of public infrastructure and implementation of design standards. The New Haven Development Authority has identified 11 properties, the largest of which is the 8.5 acre Hess Terminal. Their plan calls for acquiring the properties and marketing each one as is, improved, or as vacant land. In total, they anticipate 150,000 square feet of new construction funded by $10M in public bonds. The space is expected to appeal to graphic designers who will want to locate near printers already in the area, home furnishing craftspeople who want to be near existing woodworks, and other members of the creative class seeking low-cost entry level space. The Authority hopes to add 200 permanent full-time jobs or 1 job per 1,000 square feet as a result of the project.

Figures 32-25: Existing Conditions at River Street – the Hess Terminal and Bigelow sites before being cleared at top left and after, bottom left. Bottom right is conceptual rendering of the future by Professor Anton Neleeson, Rutgers University.
http://www.cityofnewhaven.com/CityPlan/riverstreet.asp
Barriers to Atlanta Urban Waterfront Development

Increasing access to the Chattahoochee River is not without its challenges. Barriers include development restrictions, multiple landowners, valuable industrial land, brownfields and extensive rail lines. Case studies offer examples of how these barriers have been overcome in other cities. In some cases, these very same barriers have prohibited extensive development on the Atlanta side of the Chattahoochee River and ultimately may facilitate some of the recommendations proposed later in this report.

Development Restrictions
Due to the sensitive nature of the area around the Chattahoochee River, there are restrictions on what can and cannot be built in the area. The Chattahoochee River is protected by a number of laws that are a response to the serious environmental degradation that has occurred over the years. Federal laws include the Clean Water Act (CWA) of 1972, designed in response to the unregulated dumping of untreated sewage into our waterways. The goal for the Clean Water Act was to return the waterways to a level that makes them safe for fishing and swimming by 1983 and a full prohibition of discharge into waters by 1985. In Georgia, the Georgia Water Quality Control Act establishes the process for compliance with the CWA. In addition, The Georgia Erosion and Sedimentation Control Act (GESA) was initially passed in 1975 to protect our waters from activities, mainly related to building and road construction, that compromise retention or further sedimentation.

There are also state laws that are specific to the Chattahoochee River. The Metropolitan River Planning Act (MRPA), passed in 1973, requires a corridor on either side of the river defined as “all land within 2000 feet of the banks of the Chattahoochee River, including any impoundments thereon, or within the flood plain, whichever is greater...including the entire bed of the river, any improvements and all islands therein” (Georgia Code 12-5-440 et seq). The initial MRPA covered 48 miles, from Buford Dam to Peachtree Creek, but the area of compliance has been extended to Coweta and Heard Counties. MRPA requires a 50-foot vegetative buffer on either side of the Chattahoochee River and a 150-foot impervious surface setback. There is also a 35-foot height limit within the 500-year floodplain.
The Atlanta Regional Commission (ARC) is tasked with reviewing all construction, development or land-disturbing requests that impact the corridor. ARC reviews any proposed construction, building, clearing or landscaping to ensure that they are being conducted according to the standards of the Corridor Plan. This applies to both public and private development proposals. ARC classifies all proposed development according to a degree of vulnerability based on the percent of land disturbance and percent of impervious surface to determine a Vulnerability Category. Land disturbance is defined as “scraping, plowing, clearing, dredging, grading, excavating, transporting or filling of land or placement of any structure or impervious surface, dam, obstruction or deposit” (Georgia Code 12-5-440 et seq). The plan allows for adjustments, such as transfers to a less restrictive category, or to achieve protection for a “unique natural feature, archeological site, historic site, endangered or threatened plant species or endangered or threatened wildlife habitat” with the concurrence of DNR. In turn, local governments are empowered to issue approvals based on the ARC findings and enforce MRPA.

For the areas that were established as greenways as a result of the consent decree in 1998, the City of Atlanta is required to maintain these lands in a “natural, undisturbed state.” The City performs inspections of these areas at a minimum of twice per year and is instructed to look for specific activities that are not permitted in the greenway such as clearcutting, burning and disposal of waste, operation of wheeled equipment, disturbance of water, alternation of a natural stream channel, and vegetative manicuring such as mowing, cutting trees, etc. The City is allowed exceptions to these prohibited items to “provide for public safety, emergency operations, to prevent spread of vegetative disease, and as part of an activity authorized by the City or other responsible government agency” (Georgia Code 12-5-440 et seq). As of 2007, approximately 688 acres have been acquired and up to 10% can be developed for public access (Project Greenspace, p. 27).
Industrial Property and Brownfield Considerations
As demonstrated in the land use analysis, a significant portion of the area under consideration is heavily industrial. In particular, there are several private property owners whose parcels are critical to forming a full corridor connection and which could potentially command high market values given their location. These parcels include General Shale (70 acres near where I-285 crosses the river), Braden Partners (30+ acres) some of which is zoned residential, the LaFarge cement plant, and the privately-owned Bolton landfill. These parcels could potentially be acquired through fee simple, though the parcels with active use might require the identification of other potential locations for those businesses. Alternatively, the current property owners could grant an easement that would allow for the completion of the corridor connection. Braden & Associates, for example, has already granted an easement to the Georgia Land Trust that allows for trail building on some of the land that it owns near Whittier Mill Park. Finally, future development, whether it is residential or for recreational trails, will need to take into account environmental considerations resulting from the properties’ historical or current industrial use. There are, however, many examples of brownfields that have been redeveloped along the river edge.

Rail
The area around the Chattahoochee River is crisscrossed by numerous rail lines that bisect properties and make it difficult to create a continuous greenway. Both The CSX and Norfolk Southern still operate trains through the area, originating from the Tilford and Inman Yards nearby. A map provided by Georgia DOT shows that this is the busiest section of rail in the metro area with as many as 99 trains per weekday. A potential study to determine whether relocation of these lines is feasible is a recommended next step and a strategy that has been pursued in other cities.

The presence of active rail, however, does not preclude recreational use in the area. In Memphis, for example, a greenway crosses an active rail line. Rails with Trails, a national organization, offers many examples of trails built adjacent to active rail lines such as the one in the image at the right (Figure 36).

Figure 36: The Mississippi River Trail shares right-of-way with active railroad line in Rock Island, IL. Source http://www.americantrails.org
Next Steps: Creating Ownership and Building Identity

The plans for the Chattahoochee River that have been presented to date contain many of the components of sound economic development projects such as increased greenspace, opportunities for recreation, and potential community spaces. Some of the most challenging work – the acquisition of greenway parcels – has already been completed. But, as Sally Bethea says, “We’ve got to raise awareness that solving the problem is not just buying land along the main stem of a river but it is applying major first aid and visionary planning and thinking within the entire watershed” (Montgomery, nd). As Bethea points out, the visioning needs to take place within the entire watershed. The River cuts through political boundaries. In the case of Atlanta, what happens on the east side affects the west side and vice versa in terms of not only riparian ecologic values but also viewsheds. Because of the multi-jurisdictional nature of these projects and the long-term timeframe, it may be impossible to fully coordinate implementation. But that does not mean that all parties cannot come together around a shared vision and identity.

This report proposes that three essential elements have prevented progress in creating a publicly accessible greenway. The first is that there is no single organization that oversees opportunities along the Chattahoochee River. The second challenge is that the area is without a recognizable and marketable identity. Lastly, there has not been the engagement of the Atlanta business community in this endeavor. In the following section of the report, we address these concerns and propose next steps.
Creating Ownership

In order for any future plans to be implemented, it will take multi-jurisdictional cooperation. This was recognized in the Tri-County Chattahoochee River Corridor plan commissioned by TPL in 2002. The final report proposed creating a regional greenway network and examined the area from the Chattahoochee River and Peachtree Creek confluence to the Old Campbellton Fairburn Highway historic site. The goal of this plan was to identify the types of projects that the three counties could engage in together. These included greenway, blueway river trails, greenspace protection, and scenic corridors. The plan, however, had no formal recommendation for the type of entity that should oversee the projects.

According to Chris Sawyer, attorney at the Alston+Bird law firm in Atlanta, and a lifelong preservationist who chaired the TPL Chattahoochee Riverway campaign and the Chattahoochee Nature Center campaign, an organization made up of all the federal and state organizations whose work impacts the Chattahoochee River is needed to develop the parkland and the community of users. Sawyer is disappointed that TPL’s acquisitions – 70 miles of frontage incorporating over one hundred parks -- are not widely known (Interview with Chris Sawyer, March 26, 2010). In order to direct attention to the river, an entity that exists solely for riverfront development is needed. This type of oversight could come from a private non-profit or from a governmental river authority. A review of case study cities shows that all successful river revitalization projects begin with an organization dedicated to this purpose.
The Greenway Foundation, Denver, Colorado

In Denver, urban riverfront projects have been consistently led by the nonprofit Greenway Foundation, an organization in existence since 1977 that has maintained its independence since its founding. Now led by Jeff Shoemaker, son of the original executive director Joe Shoemaker, the organization has stuck to what they call Shoemaker’s Law: “No power is all power.” The nonprofit does not have any official contract with the city. Over the year, it has partnered with the city and many levels of government. Current partnerships include: State of Colorado, Urban Drainage and Flood Control District, Denver Water, Denver Parks and Recreation and Great Outdoors Colorado. This “ability to morph with politics and realities” and not be tied to a four-year elected official cycle is what has made the Greenway Foundation and Denver successful, according to Jeff Shoemaker.

The Greenway Foundation got its start when then Democratic mayor Bill McNichols was looking for a legacy. He partnered with Shoemaker’s father, Joe, a Republican state senator and former public works director whom McNichols defeated in the 1971 mayoral race, and together they formed the Platte River Development Committee in 1974 to clean up the water, construct trails and develop parks and boat chutes. Rather than spending time on comprehensive planning, the Committee empowered smaller groups to focus on individual sections of the river to identify a node of activity. The goal was to connect the nodes with a trail. The committee’s first project was unveiled only a year later. Confluence Park – the site of the original settlement of the city of Denver – was outfitted with an amphitheater, boat chutes and a trail. In the years following, focus shifted to the outlying counties and connecting their trails to the main greenway. Currently, six state parks link to the greenway system and dedicated lottery funds contribute to the greenway’s maintenance.

In 1995, Mayor Webb wanted to increase economic development surrounding the South Platte. He declared 1996 the Year of the River and formed a Mayoral Commission consisting of 34 members who serve 2-year terms. Members include: Managers of Denver’s Department of Parks and Recreation, Public Safety, Public Works and Environmental Health; a representative of the Board of Water Commissioners; a representative of the Mayor’s Office; at least 2 members of Denver’s City Council; at least 3 representatives from the business community; at least 5 representatives from recreational, environmental, wildlife advocacy and educational nonprofit organizations; at least 4 representatives from neighborhood organizations; and representatives from up to 8 other governmental agencies.

The role of the Commission is to “coordinate activities and manage conflicts among various users of the Corridor.” As an initial charge, the group focused on five areas: Water, Wildlife, Open Space and Recreation, Youth, and Neighbors. One outcome is that the City took on the whole corridor as a part of the Denver Park System which, among other things, consolidated maintenance so that there were not two different crews responsible for the two sides of the river. They also hired an outside firm to serve as program manager. CDM of Cambridge, MA, brought the stakeholders together to submit a successful $20M funding request for flood control and additional recreation, for the last remaining sections of the River in the city and county of Denver. The Greenway Foundation remains as the main organizer of efforts with a membership crossing political boundaries and including four counties and nine municipalities. It is essential to have one organization to coordinate the many partnerships and to advance the many plans that are constantly underway to improve the corridor.
The San Antonio River Authority
One of the best-known riverfront development projects is RiverWalk in San Antonio. Originally built in the 1940s, RiverWalk continues to expand, adding another 1.3 miles to its developed riverway in the past two years. Under the auspices of the San Antonio River Authority (SARA), RiverWalk became one of the most successful and widely imitated river economic development projects. In San Antonio, SARA is a government organization, consisting of a twelve-member board elected for a six-year term. The SARA’s work covers the entire watershed which includes four counties. Major projects in the corridor are governed by a 22-member appointed oversight committee working with the City of San Antonio, the Army Corps of Engineers and the San Antonio River Foundation. The SARA provides project and technical oversight and also funding capacity. Like San Antonio, Dallas’s Trinity River project is a massive riverfront redevelopment campaign using the tool of river authority.

Trinity River Authority, Dallas
Dallas is in the midst of a comprehensive program for the Trinity River, its waterway located 1.5 miles from downtown. This program covers over 20 miles of river and 10,000 acres of property. The impetus for the program was to create a floodplain strategy that involves raising the levees two feet to protect neighborhoods and businesses from 800-year flood event. Several goals in addition to flood protection include economic development, recreation, and transportation. Over time, the plan has expanded to include many other components including: a soccer complex, horse park, canoe launch trails, a whitewater course, and art. There are also miles of trails and paths many of which converge at the Trinity River Audubon Center opened in 2008.

The project team consists of Planning and Development staff from the City of Dallas working with the North Texas Tollway Authority, U.S. Army Corps of Engineers, and the Texas Department of Transportation. The most significant funding the project has received comes from the Texas Parks and Wildlife Commission to build trails and boat launches and the TxDOT for the levee trails. The Trinity River Authority of Texas is a political subdivision charged by legislative mandate with three functions. These include maintenance of a Master Plan for basin-wide development, serving as local sponsor for federal water projects and providing services authorized by the Texas Legislature within TRA’s defined territory.

The Trinity River project dates back as far as 1959 when the Parks and Open Space Plan proposed the area for recreational use. In 1967, a bond program provided set aside funds to start a greenbelt. In 1970, they approved an Open Space plan. A series of plans for open space, state parks, and lakes were presented between 1970 and 1985 when another bond program was approved. Flooding in 1989 and 1990 brought attention to the area again. It was not until 1996, however, that city became a vital part of the project. A summit of City, Army Corps, EPA, TxDOT, Texas Natural Resources led to inter-agency cooperation and improvements. A master plan for the forest followed and a northern transportation study. In 1998, a $246 million capital bond program was passed and master planning began. Six years later, in 2004, Council adopted the 2050 Vision plan now being implemented.
Wabash River Enhancement Corporation, Lafayette, Indiana

In Indiana, the Wabash River Enhancement Corporation (WREC) was formed in 2004 as a nonprofit by Purdue University and three local governments -- City of Lafayette, City of West Lafayette, and Tippecanoe County. Today, the Wabash River Enhancement Corporation’s efforts include water sampling as well as master planning for a downtown riverfront corridor. According to Executive Director, Stan Lampert, the community elected to use a nonprofit entity for oversight rather than government oversight for the following reasons. First, as a non-elected organization, the WREC can provide continuous leadership that is not dependent on election cycles. This is highly important given the long-term nature of riverfront planning. Second, the nonprofit is regional in scope and multi-jurisdictional. In this case, the river area that is the focus of WREC’s work goes through four counties. Last, given the high cost of the project, it is imperative that there be community-wide support for the project. Again the non-governmental entity seemed a better fit to garner this support. The nonprofit is run by a nine-member Board of Directors that consists of the mayors of each of the two major municipalities, the County Commissioner for the largest county in the area, a representative of the County Council, the President or a designee of Purdue University, a representative from Parks and Recreation Board of each of the two major municipalities, a representative of the County Park and Recreation Board and a Wabash River Recreation Parkway representative.

WREC has established a key partnership with Purdue University working on a neighborhood plan, an urban design studio and a natural resource management study. As a result, Purdue created a Living Laboratory on the Wabash River for future, ongoing projects. With the Army Corps of Engineers, The WREC is working on hydraulic study, flood maps and a master corridor plan with funding from federal grants matched locally by a healthcare foundation.

In addition to the Enhancement Corporation, a separate Wabash River Heritage Corridor Commission, a state-run organization works to improve the river corridor. Funds are allocated by the State, administered by the Department of Natural Resources, and used to fund smaller, typically recreational projects, in each of the 19 counties that the Corridor covers. Since it is dependent on funding from the General Assembly, the Heritage Commission finds itself less powerful than the nonprofit Enhancement Corporation. With dwindling state revenues, this entity is now seeking to derive an ongoing source of funds from the mineral and gas royalties generated from under Indiana’s rivers, according to Lampert.

Like the cities cited above – San Antonio, Denver, Dallas and Lafayette – jurisdiction along the River involves multiple counties and multiple stakeholders. To date, development along the river has been monitored by the Atlanta Regional Commission. There is no entity, however, that looks beyond the river’s environmental protection. Given the large number of stakeholders involved, Atlanta clearly has a need for an entity, preferably non-governmental, dedicated to guiding this process. While the goal is to be as inclusive as possible, the proposed key partners are
itemized in the table below. In terms of the private sector especially, there needs to be more active engagement and this list should be expanded greatly to include not only other entities with interest in the redevelopment of the Chattahoochee River from a real estate perspective but also significant Atlanta companies with an interest in promoting sustainability and public health.

<table>
<thead>
<tr>
<th>Government</th>
<th>Nonprofit</th>
<th>Private</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta Development Authority</td>
<td>Upper Chattahoochee Riverkeeper</td>
<td>Marthasville Development Corporation</td>
</tr>
<tr>
<td>City of Atlanta, Department of Watershed</td>
<td>Trust for Public Land</td>
<td>Green Street Properties</td>
</tr>
<tr>
<td>City of Atlanta, Department of Public Works</td>
<td>Southeastern Blueways</td>
<td>Representative Industrial Companies</td>
</tr>
<tr>
<td>City of Atlanta, Department of Parks and Recreation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City of Atlanta, Bureau of Planning</td>
<td>Chattahoochee Nature Center</td>
<td></td>
</tr>
<tr>
<td>Atlanta Housing Authority</td>
<td>Urban Land Institute</td>
<td></td>
</tr>
<tr>
<td>City of Smyrna, Community Development Department</td>
<td>Manufacturing Extension Partnership</td>
<td></td>
</tr>
<tr>
<td>Cobb County Community Development Agency</td>
<td>Southface</td>
<td></td>
</tr>
<tr>
<td>Cobb County Department of Transportation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cobb County Economic Development Department</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cobb County Department of Parks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fulton County Development Authority</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fulton County Parks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Douglas County Department of Planning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Douglas County Parks and Recreation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Park Service</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Building a River Identity – The Sustainable Chattahoochee River Corridor

If the Chattahoochee River is to be seen as more than just a source of drinking water for Atlanta’s residents, the first step is to get people to the river. It is not enough, however, to create public access. It is equally, if not more important, to offer events, programs and other reasons for people to come down to the river to see what is has to offer. What follows are additional case studies that offer examples of the type of programming that could be created at the river at a relatively low capital expenditure. Taken together, they present the idea of creating a Sustainable Chattahoochee River Corridor, a series of projects and programs designed to showcase Atlanta’s sustainable riverfront, including recreational opportunities and residential living nearby neighborhoods.

The idea that there must be programming to support a successful greenway is confirmed in recent studies of greenway design. One of the most important physical qualities of a greenway is that it promote a sense of arrival. Research shows that it is important for greenways to have three or four points of arrival as a reward for users. These destinations should either have recognizable names or take on names. Other important design features include combining physical features and activities and creating a sense of place, preferably by using indigenous materials such as a building out of native stone, and using natural vegetation. Finally, it’s important that greenways appeal to all ages.5

Below, we explore several concepts that could be used to call initial attention to the Chattahoochee River’s potential.

5 For a complete list of design suggestions for greenways, see Ann Lusk, Twenty Three Design Guidelines for Greenways from, “Guidelines for Greenways: Determining the Distance to, Features of, and Human Needs Met by Destinations on Multi-Use Corridors.” University of Michigan, 2002. Taubman College of Architecture and Planning.
RiverCity Company, Chattanooga, Tennessee

Chattanooga’s turnaround from most polluted city in the nation in 1969 to one of the most sustainable is nearly legendary in urban planning literature. Today, industries such as Alstom, a French company that manufactures steam turbines and related power equipment for American power generation, are choosing to locate along the river, in a location just downstream from where residents and tourists visit the Aquarium walk on its extensive greenway system, to be a part of the sustainable city that Chattanooga has become. Current design director at RiverCity, Jon Coddington, believes that what has made the Chattanooga waterfront and greenway successful is recognition that you need to program a space, not just build it. For this reason, RiverCity is just completing a major movie theater complex downtown to keep the area lively in the evening hours. The parkspace adjacent to the river is the frequent site of festivals and the location of Outdoor Chattanooga, where residents can rent recreational equipment and get right on the river.

The private, non-profit RiverCity Company has directed the development in downtown and contributed to the regional greenway program since the initial community visioning in 1986. River City works more as a developer than the Greenway Foundation in Denver, raising funds to acquire properties and participating as developer. One of their earliest projects, for example, was the acquisition of land on the river to build multi-family residences. Today, RiverCity continues to work on a variety of projects that enhance downtown and the riverfront, including additional housing at Walnut Commons and enhancements to the University of Tennessee in Chattanooga among many others.
The Public Market

Public markets have enjoyed a renaissance in cities across the United States. Tying into the Chattahoochee River’s original founding as a commercial trading area, there is an opportunity to establish informal markets along the Chattahoochee, selling everything from food (preferably organic) to local crafts. A regular program of markets with seasonally changing features could be designed to draw people to the area. This type of retail – less permanent, with little to no capital expense – is becoming more popular as the high costs of real estate and the need to move product quickly, without a middle man, becomes even more valued. Many cities offer public markets that are popular among residents and tourists. The following cities, have combined a waterfront setting with their public market.

Brick Works, Toronto

Like Atlanta’s General Shale property, Toronto has a former brickyard on its urban waterway, the Don River. When the Brick Works ceased operation in 1984, the site went under contract for $4 million by a private developer who proposed a high-density residential development. Given the location in a floodplain, however, the Toronto Region and Conservation Authority had final approval and chose to repurchase the property at a higher price given its now residential zoning. The area was restored as a wetland with ponds and a meadow.

An even more transformative project is now underway to showcase the urban ravine. What is unique about this project is that Evergreen, a nonprofit, submitted an unsolicited proposal to the City of Toronto to redevelop the Industrial Pad. Consequently, the City issued a formal RFP and Evergreen was chosen as the provider for the Adaptive Reuse of the Heritage Structures at the Don Valley Brick Works. The arrangement calls for Evergreen to lease the industrial pad for 21 years once the organization has raised the funds to for the reuse of the buildings. The city continues to manage and own the park. Overall, the nonprofit aims to raise $55 million. Funding has come from the Federal government’s Canada Strategic Infrastructure Fund that supports large-scale infrastructure projects ($20M), including tourist destinations or projects that promote urban development. The Provincial Government has committed $10 million through the Ontario Heritage Trust. Lastly, the City of Toronto and the Toronto Regional Conservation Authority have invested $32 million for the site and the creation of the Quarry Gardens.

In advance of the full build-out of the new environmental center at Brick Works, the City relocated its public market there. Evergreen has been onsite since 2004 offering a weekly farmer’s market, both retail and wholesale for chef. Today, the market alone is a significant destination. Even before the project is fully unveiled, Evergreen has had programs for local residents and estimates that over 40,000 visitors participated in their programs in 2007. (http://geotourism.changemakers.com/en-us/node/23438)
Granville Island, Vancouver

Granville Island has much in common with the industrial feel of the Chattahoochee River in Atlanta and in Cobb. There are no late nineteenth-century mill buildings suitable for loft conversion. Instead, there are rough, corrugated tin structures and active industry. Rather than build new, Granville plays upon this gritty gutsy image. Granville was the name of the original town that became Vancouver when the Canada Pacific railroad arrived in 1886. On this island in False Creek, all sorts of products related to the new industrial economy were produced with factories making chain, barrels, wire rope, nails, saws, paint, cement and all manner of industrial machinery. At its height in 1930, more than 1,200 workers were employed on the Island, most of whom arrived at work by streetcar.

Figures 37 and 38: A decorated concrete mixer shows how Granville combines art and commerce.

Over the years, Granville Island declined and many of the businesses relocated or shut down. Rather than watch it decline further, the City stepped in and put in place a plan to transition Granville Island’s all industrial base into one that mixes parks, housing, retail and even exhibition space. In all of these spaces, Granville’s industrial heritage is maintained. Active industry such as a concrete producer and a drill bit manufacturer exist side by side with tourist-oriented retail in this industrial setting (See Figure 37).

The public market is a highlight of the Island and located in one of the many corrugated tin structures (See Figure 38). Tourists and locals alike frequent the market for fresh local products. To maintain a lively feel, Granville Island also hosts a number of festivals every year, including the Vancouver International Jazz Festival, the Vancouver International Writers Festival, and the Vancouver Fringe Festival, to name just a few. Granville Island is also home to the Crafts Association of British Columbia, the Federation of Canadian Artists, and Circle Craft Co-op as well as two educational institutions, the Arts Umbrella and Emily Carr University of Art & Design.
The Urban Ecology Center

Urban Ecology Centers provide environmental education and community stewardship. Recently, several Urban Ecology Centers have been built as a way to connect our country’s growing urban population with their natural environment. Building an Urban Ecology Center near the Chattahoochee River could offer the surrounding communities and residents of Atlanta an initial reason to come down to the Chattahoochee River. Many of the previous studies, namely the Cobb Riverline Study and the ASLA studies, propose interpretive centers to tell the civil war and natural history of the area. While the history of the area is a compelling one, the focus on our sustainable urban future provides a way to make interpretation even more dynamic and interactive.

**Brick Works, Toronto**

Evergreen’s plan for the Brick Works includes transforming the industrial building into an “environmental community center” that engages visitors in the natural setting. The 48,000 square foot community center is also designed to serve as meeting and event space and includes 23,000 square feet available for outside tenants as office space. In addition to the main building, there is also the market building with a restaurant, a 130,000 square foot multipurpose space for festivals, conferences, visual and performing arts and private functions.

To attract visitation to the environmental center, Evergreen has designed a variety of programs that are inspired by the site’s history of working with clay and art. Overall, there is a theme of sustainability with gardening and retail nurseries, a youth green job employment training program and a showcase of green design.

*Figures 39 and 40: Evergreen Brick Works office space in the Environmental Community Centre.*
Trinity River Audubon Center, Dallas

Opened in 2008, the Trinity River Audubon Center is designed as the flagship center for Audubon programs throughout Texas (see Figure 41). The site, eight minutes from downtown Dallas, was at one time used as an illegal dumping site in the largest urban hardwood forest in the United States. As part of the Trinity River Corridor Project, the Center will ultimately connect to a system of trails allowing people to arrive at the Center on bike or on foot. Current programs focus on conservation and education. The Audubon Center is one of the first phases of Dallas’s massive Trinity River project designed to introduce residents and visitors to this vast project.

Figure 41: Trinity River Audubon Center

Mercer Slough Environmental Center, Bellevue

Mercer Slough Environmental Center, a collaboration between the City of Bellevue and the Pacific Science Center, opened in October 2009. Mercer Slough is a 320-acre park with a new facility, an urban education center with classrooms for community building, rentals, gatherings, and environmental programs. Funding for the building came from the U.S. Department of Housing and Urban Development, King County Parks – Recreation and Open Space Fund, the taxpayers of Washington State, Puget Sound Energy, the Boeing Company, Microsoft, Paul G. Allen Family Foundation, Tagney Jones Family Foundation and the Master Builders Association of King & Snohomish Counties.
Urban Ecology Center, Milwaukee

Milwaukee’s river had become polluted and a popular early 20th century park, Riverside Park, abandoned over the years. Creating a partnership with the local high school in 1991, an environmental scientist, Dr. Else Ankel started the Urban Ecology Center. Today there are two sites, one in Riverside and one in Washington Park. The Riverside Park site features a model green building on 15 acres on the east bank of the river. Programs range from canoeing to hiking for families and school groups. Citizen Science is a model program that engages people of all ages in data collection related to the plight of the urban environment and its river.

Figure 42: Urban Ecology Center

By putting the focus on urban ecology, the Center could complement the work being done at The Chattahoochee Nature Center in Sandy Springs. The issues that would be covered would be distinctive to the urban environment and the activities offered would engage visitors – residents, school children – in a broader understanding of the collective watershed as a system. Increasing awareness and becoming a sustainable city are high on
Atlanta’s list of aspirations. This can be done inexpensively as a program without walls or as more of a showcase, with a green demonstration LEED building as done in Dallas, Bellevue, Milwaukee and Toronto.
Public Art and Museum Exhibits
Public art, as well as off-site exhibits, offer another way for the community to experience the river and potential projects in advance of specific capital investments. Partnering with local artists or museums such as the Atlanta Historical Society or the High Museum, a series of exhibits about the waterfront, the natural history of the river or its cultural history, could be an effective community awareness builder and engagement strategy.

Walk Along the Waterfront, Oakland Museum of Art
In Oakland, California, A Walk Along the Water: Oakland’s Dynamic Waterfront was an exhibit on display from October 1996 to May 1997 at the Oakland Museum of Art. The exhibit was designed to increase public awareness of issues related to the estuary and encourage discussion in the community. As a working port, Oakland has a rich history of industry including shipbuilding, as well as food processing and shipping. As a way to explore the 19 miles of Oakland waterfront in a museum setting, the designers developed a “hike” along a 95-foot map of the waterfront punctuated by historical and current point of interest. Organizers also included an actual 40 ft rowing shell on display at the entrance as well as a large demonstration shipping container. For more information, https://server1.museumca.org/~museumca/exhibit/exhi_walk_along_water.htm

Rising Currents, Museum of Modern Art, New York
A current exhibition, Rising Currents: Projects for New York’s Waterfront, at the Museum of Modern Art in New York, invites interdisciplinary design teams to consider the challenge of how to deal with rising water due to global climate change along the New York and New Jersey coastlines of the New York Harbor. Organized by the curator of architecture and design, working in conjunction with the Department of Planning, the goal of the exhibit is to think about public space and parks differently. By exhibiting the results of the collaboration of five teams, each dealing with a different section coastline, in a museum setting, the museum is giving the project a high profile and encouraging creativity not only among the teams but also by engaging the public in a very visual way. Visitors are encouraged to post comments at a kiosk in the gallery and on a website. The museum location allows for “the kinds of ideas that are rarely addressed in the back and forth between government bureaucrats and bottom-line developers that characterizes most large scale design projects.” (Ouroussoff, 2010)
The Pop-up Park

A trend borrowed from the retail world is “pop-up” which refers to a brand’s use of a temporary or interim space to test a concept or location. Pop-up retail outfits started popping up in 2003 with the term coined by trendwatching.com but, in this economy, it has become a great way for retailers to make some income without expensive investment in infrastructure. Park designers are borrowing the concept and applying it to temporary park spaces. In the case of the Brooklyn Bridge, a Pop Up Park was opened in 2006 in advance of the full build-out of the park to raise awareness for the larger project (See Figure 43). “We want to get people out on the pier in a location that has never been accessible to the public before,” said Regina Meyer of the Brooklyn Bridge Park Development Corporation (Sederstrom, 2008). The temporary park cost $100,000 and was to be open from June to September, but it was extended several months due to popularity. The temporary park featured wide swaths of color painted over the asphalt, grass mounds for lounging, and hale bales planted with grass.

---

6 For more about “pop-up,” see “Pop-Up Stores Pop Up as Inexpensive Way to Build Buzz,” Advertising Age, August 31, 2009.
The Eco-Park
The Chattahoochee River’s history as an industrial district need not be erased when implementing a future vision for the corridor. The Atlanta Industrial Park’s proximity to the river means that despite regulations, it is possible to permit some industrial use around the river, particularly green industrial businesses. One option is to build a true Eco-Park where one company’s waste becomes the input of another company, although it is a challenging economic development project as past studies have shown. This sharing of resources is what distinguishes the Eco-Industrial Park (EIP) from the traditional industrial park or green industrial park. Resources can be material, such as water, energy, raw material, infrastructure, or non-material and involve sharing of information or aspects of the natural environment. The goal is to minimize costs and environmental impact, creating a win-win-win for companies, communities and the environment.

The Danish town of Kalundborg is considered the world’s first EIP. In Kalundborg, there are five primary companies that collaborate, including a power plant, a refinery, a fish farm, a pharmaceutical manufacturer and a wallboard manufacturer. For example, the power plant produces a waste stream of steam and heated water. In turn, the water warms the tanks of the fish farm and the steam is used for heating at the pharmaceutical company. The Kalundborg model has proven harder to replicate than anticipated. First, Kalundborg is small town of 20,000 and it was not planned as an EIP, but instead evolved over time based on arrangements among existing businesses to lower costs by sharing materials. Despite the challenges, there has been a renewed interest in Eco-Industrial Parks in recent years.

An alternative to the full Eco-ark is to build a Green Industry Park where the criteria are slightly different and vary. It can be green because of the way that the buildings are designed, the open space preserved, the types of industries or some combination of these three used to differentiate the park from other parks and other industrial or commercial locations. Locating a green industry park near the river would reinforce the recognition of our natural resources and respect for it.7

---

7 For an excellent analysis of the Eco-Industrial Park and Green Industrial, see Camden County: Green Industrial Park Feasability Study. The UNC Institute for Environment (2008).
**Oak Point, New York**

One of the largest proposed Eco-Industrial Projects is Oak Point in the South Bronx, a proposed park on a 28-acre site that would include the following businesses: a construction and demolition debris recycling company, a plastics product manufacturer, a paper converting center, wood salvage and re-milling, a glass powder manufacturing facility, an educational exhibition space, and incubator space for craftspeople. Materials would be brought to the site from manufacturers nearby. Oak Point is designed to address issues of environmental degradation and local unemployment by creating a park where materials are sorted and diverted from the waste stream. The waterfront location will allow for material to be moved on rail and on water, minimizing truck traffic. For more information see Sustainable South Bronx, [http://www.ssbx.org/](http://www.ssbx.org/).

**Los Angeles CleanTech Manufacturing Center**

Los Angeles has purchased a twenty-acre site from the State of California to develop a CleanTech Manufacturing Center that will anchor its CleanTech corridor situated along the Los Angeles River. At the CleanTech Manufacturing Center, the City is seeking tenants of companies involved in cleantech technology, from R&D to manufacturing, to purchase and/or lease property and develop a cluster of businesses. Businesses that locate in the Center will be expected to pay a fair and living wage. The Center will also be a source of job training for workers. To make this a reality, the City of Los Angeles has put together an aggressive incentive package including discounted electricity, hiring credits and low interest loans. For a full list of incentives, see [http://www.crala.net/internet-site/Projects/Central_Industrial/CleanTech.cfm](http://www.crala.net/internet-site/Projects/Central_Industrial/CleanTech.cfm)

The center is still in its conceptual stage though the land has been purchased and remediation is complete. Recently, Los Angeles signed an agreement with Aldershof Clean Tech center in Berlin, Germany, to share information about this concept. According to LA officials, the center will bring scientists, creative and design professionals together, and provide the training for industrial workers needed to drive the energy revolution and innovation economy.
Funding

Riverfront development requires what Jeff Shoemaker of the Greenway Foundation in Denver calls an eclectic mix of funding and keeping track of a mix that is constantly changing. Recently, the Obama administration’s EPA introduced a Watershed Capacity Building Grant, its first Targeted Watershed Grants Program designed for local communities to “envision the role their watershed should have in their long range community development plans”. The RFP is specifically looking for projects that encourage communities to “foster an increased connection, understanding, and ownership of their waters”. For more information about this new grant program, http://www.epa.gov/twg/.

With the focus on sustainable and healthy living, another potential early source of funding could be The Healthcare Georgia Foundation, a local nonprofit that funds transformative projects in the area of health and wellness. Healthcare entities have been the source of funding for other riverfront community projects. In Indiana, the Wabash River Enhancement Corporation (WREC) received its initial funding of $500,000 from North Central Health Services, a grantmaking organization that serves eight counties in Indiana with a focus on creating healthy communities. Healthcare Georgia is a health conversion foundation founded when BlueCross BlueShield of Georgia converted from its nonprofit status to a for-profit corporation with its merger to Wellpoint Health Networks in 2001. In a settlement agreement following a lawsuit resulting from this planned merger, BCBS of Georgia was required to form a healthcare foundation with $80M in assets from the sale. Today, Healthcare Georgia is a grantmaking organization focused on the advancement of healthcare for all Georgians.

Positioning the Sustainable Chattahoochee River Corridor as contributing to our community’s physical health opens up a range of other funding opportunities. As home to the Center for Disease Control and several significant research hospitals, Atlanta can leverage partnerships and grant opportunities to begin the planning work to make the Chattahoochee River a true destination.
Conclusion
Undoubtedly, Atlanta already has several big projects underway such as The Beltline, The Civil Rights Museum and The College Sports Hall of Fame, all of which occupy the attention of our elected officials and corporate leaders. Mayor Kasim Reed has said that he is committed to finishing up the projects underway rather than starting new projects.

Why, then, should the Sustainable Chattahoochee River Corridor proposed in this report get on the City of Atlanta’s agenda in this challenging economic environment? Like the Beltline, the Chattahoochee River is a long-term economic development initiative. It fulfills several pressing needs and already established goals such as Atlanta’s desire to:

- Promote itself as a Sustainable City.
- Encourage its citizenry to lead healthy lives.
- Increase employment opportunities for its residents.
- Show leadership in the State and work collaboratively around the management of a critical natural resource, The Chattahoochee River.

The project that is framed in this report offers a way to fulfill all these goals. It is far simpler than the Beltline project underway. In fact, much of the hard work of acquiring key parcels has already been done. By starting with the recreational opportunity, a technique used successfully by many of the case study cities, the City of Atlanta has the opportunity to re-introduce its citizens to a virtually unknown asset right in its backyard. Initial
projects described above – the creation of some pop-up parks, a public market, an urban ecology center, an eco-park – are just some of the ways that the City of Atlanta can showcase its river to residents and tourists.

As the Chattahoochee Riverkeeper’s Guide says wishfully, the “blue line marking the course of the Chattahoochee River...serves as the city’s heart and center, defining and sustaining Atlanta as no strip of concrete can” (Smith, 1997, p.81). It is time to move this vision forward from the hopes of a few hopeful, committed ecologists to a reality for all Atlantans.
Bibliography

Books and Manuals


Reports


Journal Articles


Other Articles


Atlanta on the Chattahoochee: The City Has Gone Clear to the River -- The Sale at Riverside. (1892, June 9). *Atlanta Constitution*.


Interviews

Sally Bethea, Executive Director, Upper Chattahoochee Riverkeeper. February 1, 2010.


Sean Hart, Georgia Development Partners. March 5, 2010.
Interviews (continued)


Susan Rutherford, Watershed Manager, Department of Watershed Management, City of Atlanta. February 1, 2010.

Christopher Sawyer, Partner, Allston+Bird, March 26, 2010.

Jeff Shoemaker, Executive Director, Greenway Foundation, March 24, 2010.


Websites

Georgia River Network
http://www.garivers.org/

Great Waterfronts of the World
http://www.pps.org/waterfronts/info/waterfronts_articles/great_waterfronts
Upper Chattahoochee
http://www.ucriverkeeper.org/

Trust for Public Land-Chattahoochee River
http://www.tpl.org/tier3_cd.cfm?content_item_id=22731&folder_id=249

The Waterfront Center
Www.waterfrontcenter.org
### Appendix A: Timeline and Plans for the Chattahoochee River

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970s</td>
<td>Friends of the River</td>
<td>Citizen group works with The Nature Conservancy (TNC) and Jane Hurt Yarn convince then Governor Carter to find state funds to protect Chattahoochee River.</td>
</tr>
<tr>
<td>1973</td>
<td>Metropolitan River Protection Act</td>
<td>Creates a 2000-foot corridor (buffer) along both banks of Chattahoochee and impoundments for the 48 miles between Buford Dam and Peachtree Creek.</td>
</tr>
<tr>
<td>1978</td>
<td>Establishment of Chattahoochee River National Recreation Area north of city limits</td>
<td>Friends of the River, Georgia Conservancy and TNC with Governor Carter create CRNRA with 4800 acres and 70 miles in Fulton, Forsyth, Gwinnett and Cobb Counties. Expanded in 1998 to 48 miles from Buford Dam at Lake Lanier to Peachtree Creek. 1977 Carter signs into law the initial NRA.</td>
</tr>
<tr>
<td>1994</td>
<td>Upper Chattahoochee Riverkeeper formed</td>
<td></td>
</tr>
<tr>
<td>1994</td>
<td>Chattahoochee River Project</td>
<td>EDC Pickering for PATH and Bureau of Planning</td>
</tr>
<tr>
<td>1995</td>
<td>Upper Chattahoochee Riverkeeper files suit</td>
<td></td>
</tr>
<tr>
<td>1995</td>
<td>TPL begins to form vision for campaign to protect shoreline. Campaign is called The Chattahoochee River Land Protection Campaign</td>
<td>Raised $140M beginning with $25M from Woodruff Foundation. Also includes $25M for expanding CRNRA, $25M corporate and foundation, $15 and $20 from two state governors. Whittier Mill Park is first transaction.</td>
</tr>
<tr>
<td>1996</td>
<td>Biological Inventory for Proposed Chattahoochee River Nature Park</td>
<td>Garrow and Associates for Fulton County Environment and Community Development Department. County and City project. Contact: Betsy Stark.</td>
</tr>
<tr>
<td>1997</td>
<td>Metro Atlanta Urban Watershed Initiative</td>
<td>CH2MHill for City of Atlanta, Fulton County and DeKalb County led by City and Bureau of Pollution Control and Wastewater Services</td>
</tr>
<tr>
<td>1997</td>
<td>Chattahoochee River Basin Management Plan</td>
<td>Georgia DNR and EPD</td>
</tr>
<tr>
<td>1998</td>
<td>MRPA corridor extended</td>
<td>Additional 36 miles to the downstream limit of Fulton and Douglas County. MRPA requires ARC to adopt a plan and review development proposals.</td>
</tr>
<tr>
<td>1998</td>
<td>Chattahoochee River named one of the 10 most endangered rivers in nation</td>
<td>American Rivers designation.</td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
<td>Notes</td>
</tr>
<tr>
<td>--------</td>
<td>----------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>1998</td>
<td>Chattahoochee National Recreation Area expanded</td>
<td>Expands to include 10,000 acres and 48 miles.</td>
</tr>
<tr>
<td>1998</td>
<td>Study of Chattahoochee River from Peachtree Creek to West Point Lake Corridor Plan Study</td>
<td>ARC study. Contact: Jim Santos</td>
</tr>
<tr>
<td>1998</td>
<td>Governor Zell Miller appropriates $15M as part of RiverCare2000</td>
<td>This money is included in the TPL total above.</td>
</tr>
<tr>
<td>2000</td>
<td>Greenway Planning and Implementation Handbook, part of Chattahoochee River Land Protection Campaign</td>
<td>Jordan Jones and Goulding for DNR and multiple partners including TPL and TNC from Helen to Columbus divided into three physiographic regions: Blue Ridge Province, Piedmont Province, Fall Line District of the Coastal Plain Province. Includes natural inventories and land use categorization. Total as of July 2009 is 76 miles of riverfront from Helen to Columbus and 16,000 acres.</td>
</tr>
<tr>
<td>2001</td>
<td>City of Atlanta Greenway Acquisition Project</td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td>Roswell Riverwalk under construction</td>
<td>Link Gold Branch, Vickery Creek and Island Ford – all National Park Service properties. $8M, 7 mile path. Connects historic Roswell to the river.</td>
</tr>
<tr>
<td>2009</td>
<td>Proposed Extension of Recreation Area</td>
<td>Representative David Scott proposes CRNRA 45 miles south to Coweta and Heard County region. Idea was initially raised by Scott in 2005.</td>
</tr>
<tr>
<td>2009</td>
<td>Project Greenspace</td>
<td>Chattahoochee Riverway named a priority area.</td>
</tr>
</tbody>
</table>