



Ambitious Project: Rendering of The Stitch, above and plan, below

townstrategy,” says Robinson. “We think it will be a strategy that will inspire other cities to do the same.

“A number of infrastructure projects slowed or got stuck during the COVID years. We’re lining up with the city to get them back on track and jumpstart projects that will make Downtown more functional and livable,” says Robinson. Some of them include better trash and litter removal and pedestrian crossings. “And we’ve got a whole new initiative to figure out so we can be a cleaner community for walkers and drivers,” says Robinson. “We’re constantly working on public safety, an issue people always want to talk about, and how to better address homelessness, including stepping up our own outreach services.”

After more than 20 years at the helm of CAP and ADID, Robinson’s to-do list is endless. “We face a number of positive deadlines in the coming years. One is the



World Cup, which is coming in 2026,” says Robinson. “It’s been described to me as something like six Super Bowls, all within a period of a couple of weeks. Downtown really is Atlanta’s postcard, and our community will continue to shine long into the future.”

ATLANTA DOWNTOWN IMPROVEMENT DISTRICT (ADID) BY THE NUMBERS

- 220 blocks, bounded by North Avenue, Memorial Drive, Piedmont Avenue and the Downtown Connector
- 32,800 residents
- 201,000 total jobs

Maintaining Momentum

“The transformation of the district over the past decade has been tremendous. Atlanta’s not getting smaller; it’s getting bigger,” says Gil Prado, executive director of the Boulevard CID. “We have to be able to accommodate that fact to make the Fulton Industrial Community Improvement District ripe for more growth and investment.”

Having been with the Boulevard CID since it started, Prado has been a driving force in revitalizing the long-overlooked

Fulton Industrial Boulevard District, which came into sharp focus during the pandemic due to the huge role it played in producing food and beverage for much of the Southeast (Frito Lay, Quaker Oats, Publix bakeries, Pepsi and Coca-Cola are just some of the large manufacturing facilities here) as well as ensuring truckers could keep things moving. It's the largest industrial district in the Eastern U.S. with more than 52 million square feet of industrial space, more than 500 industrial buildings, 28,000 jobs and a \$2.4 billion payroll. Its location near I-20, I-285, Hartsfield-Jackson International Airport, Downtown Atlanta and intermodal rail facilities make it a key player in Atlanta's burgeoning role as a logistics and transportation juggernaut.



Growth and Investment: The Boulevard CID gateway signage, left, and the Cascade Road/Industrial Boulevard intersection improvement program, right

So, in addition to continuing his focus on the basics – public safety, litter-free streets, cleaned-up landscaping and road improvement projects – Prado has secured a number of big wins over the

past year, both for short- and long-term projects.

Topping the list was the Freight Cluster Plan, which was funded by a \$250,000 grant

from the Atlanta Regional Commission (ARC) and another \$50,000 by the CID. The 52-point plan calls for \$30 million in transportation infrastructure improve-



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