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**MASTER PLAN FOR ATLANTIC AVENUE TO BE RELEASED**  
**Public Distribution at Atlantic Antic September 21**

September 16, 2003 Brooklyn, NY-- On September 21 the Atlantic Avenue Local Development Corporation, on behalf of the Atlantic Avenue Leadership Conference, will publicly distribute the long-awaited Master Plan for Atlantic Avenue in Brooklyn. A 4-color brochure of the plan will be handed out to thousands at the annual Atlantic Antic Street Festival. Prepared by Denver-based Civitas, Inc. the plan promises to transform Atlantic Avenue in Brooklyn into a great urban boulevard. Goals of the plan include increased walkability, development of consensus on traffic management policies, strengthening connections to emerging attractions and communities and facilitating implementation, which is expected to be a multiyear process. Distribution will be at Atlantic Avenue and Boerum Place from 12:30PM to 6PM on Sunday September 21 during the Atlantic Antic.

As a seam between well-established brownstone neighborhoods and downtown Brooklyn, Atlantic Avenue is anchored on the East by Atlantic Terminal and on the West by the East River. The Plan proposes strengthening links with Brooklyn Bridge Park and BAM Cultural District -- forming a corridor between "gateways" that link development sites and creating physical and visual connections between key destinations. These include a potential Ferry Stop at Pier 6, an improved intersection at Boerum Place connecting Atlantic Avenue with Brooklyn Bridge and an improved Flatbush Avenue intersection connecting the Avenue with BAM, Atlantic Terminals and other Brooklyn neighborhoods.

Seven implementation priorities are identified. Closing of the Brooklyn Men's House of Detention tops the list followed by streetscape improvements, redesign of three major intersections and parking improvements. "This is not just about aesthetic changes, this is a plan that will positively impact the future of the entire Atlantic Avenue community," said Candace Damon, President of the Atlantic Avenue LDC. "Atlantic Avenue must no longer be viewed as a thoroughfare to travel through; it is also a vibrant destination. As such, crossing Atlantic Avenue should be simpler and safer than crossing the Atlantic," added Sam Schwartz, President, Sam Schwartz LLC.

The plan also considers the unique character of Atlantic Avenue as a special zoning district, a major thoroughfare, a neighborhood street and a commercial district with an eclectic retail mix. Development opportunities are identified: the plan notes that the neighborhood is underserved by retail and demonstrates where space could be available. The Civitas team has been working for 11 months on the plan, largely informed by a series of public town hall meetings convened by the Atlantic Avenue Leadership Conference, a coalition of over 50 community groups, elected officials and businesses. The Conference's goal is to improve Atlantic Avenue for the benefit of retailers and the surrounding neighborhoods.

The Atlantic Avenue Local Development Corporation is a Section 501(c)(3) not-for-profit organization committed to the economic development of the Atlantic Avenue area from Fourth Avenue to the East River waterfront in Brooklyn, New York. In addition to sponsoring the annual Atlantic Antic, the organization's activities include implementation of streetscape improvements, historic storefront preservation, and advocacy on issues of importance to the retail and residential community. For more information, call AALDC at 718-875-8993.