

PRESS RELEASE

Arnall Golden Gregory Hosts Piedmont Park Conservancy CEO at Breakfast Briefing

ATLANTA – Arnall Golden Gregory’s Real Estate Practice Group hosted Piedmont Park Conservancy President and CEO Mark Banta at a recent breakfast briefing at the firm.

Banta discussed the conservancy’s effort to improve the park in order to effectively serve the millions of people who enjoy the wide array of activities in and about the nearly 200-acre expanse in Midtown Atlanta.

AGG partner Abe Schear, who joined the Conservancy Board of Directors in 2018, introduced Banta to the more than 60 people in attendance. Schear mentioned that commercial real estate activity in Atlanta continues to be strong. That’s particularly evident in Midtown around the park.

Banta discussed what he called “the magic of green space,” attracting residents and visitors alike. He noted that Piedmont Park draws more than 4 million visitors from at least 134 zip codes annually. One-and-a-half million of those visitors come off the Beltline.

Most of the city’s biggest festivals are held at Piedmont Park. Park users swim at the aquatic center, play sports on the oval green, take their dogs to the dog parks, and buy local produce and meat at the Green Market. More than 3,400 youngsters receive environment education at the park.

The park operates on a \$3 million-plus budget, comprised of donations, rental income and city funding. Banta said another \$1 million is needed to take the park to the next level.

Efforts are now underway to enlarge the park by acquiring and redeveloping two properties at the Monroe Drive, Piedmont Avenue intersection.

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