

ATLANTA STREETCAR



Other Voices at the Table Rail~Volution 2011



A Voice of the Atlanta Business Community



Central Atlanta Progress
Atlanta Downtown Improvement District

Mission

To build a 21st century Downtown as the heart of the Atlanta Region – a vibrant community with strong leadership and sustainable infrastructure that is safe, livable, diverse, economically viable, accessible, clean, hospitable and entertaining



A Voice of the Atlanta Business Community

Central Atlanta Progress

Governance

70+ member Board of Directors representing member organizations, including an Executive Committee that oversees the monthly operational decisions on behalf of the Board

Corporate Structure

501(c)(4)

Funding

Membership dues from 200 companies and corporations and program management fees

Atlanta Downtown Improvement District

Governance

9 member Board of Directors, 6 elected by Downtown commercial property owners; 2 are appointed by the Mayor and Council President; 1 is the Councilmember whose council district encompasses the largest geographical area within the district

Corporate Structure

501(c)(3)

Funding

Tax levy annually (currently 5 mils) on commercial properties plus grants and contributions



CAP/ADID Core Constituents

Historic

- Corporations and Businesses

Current

- Corporations and Businesses
- Property Owners
- Developers and Investors
- Attractions
- Organizations & Not-for-Profits
- Residents
- Students
- Government



PORTMAN HOLDINGS



CAP/ADID Combined Work Plan

- Planning
- Economic Development
- Policy Advocacy
- Marketing, Communications
- Transportation
- Sustainability
- Public Safety, Cleanliness and Hospitality



CAP/ADID Role in Genesis of Modern Streetcar in Atlanta



Formal Planning Processes

- Downtown – and Midtown – adopted land use and transportation driven growth plans recognizing the need for and role of ‘last mile transit’ investment



On-going Advocacy

- Meetings, presentations, marketing
- Focus on education and awareness: Mayor Franklin, City Council, property owners, stakeholders,



Funding for Planning

- Atlanta Streetcar, Inc.
- Mayor’s ‘Peachtree Corridor Taskforce’
- Peachtree Corridor Partnership

Support Funding Applications

- Proposed Sales Tax District
- TIGER I
- TIGER II – **Current ‘Atlanta Streetcar’ Project**



Atlanta Streetcar at a Glance



Central Atlanta Progress
Atlanta Downtown Improvement District



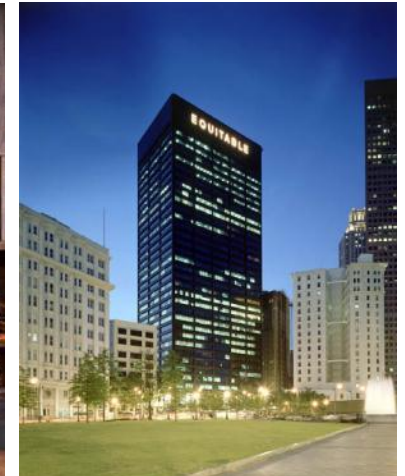
- Modern streetcar operating with vehicular traffic
- 2.7 track miles (1.31 miles one-way)
- 12 stops
- 4 vehicles
- Transfer connection to MARTA Peachtree Center rail station
- Fare collection consistent with Breeze system
- 9.9-minute one-way running time, 15-minute frequency
- Design-build model for project construction
- Operations projected for mid-2013



Streetcar Route and Stop Locations



Atlanta Streetcar Context



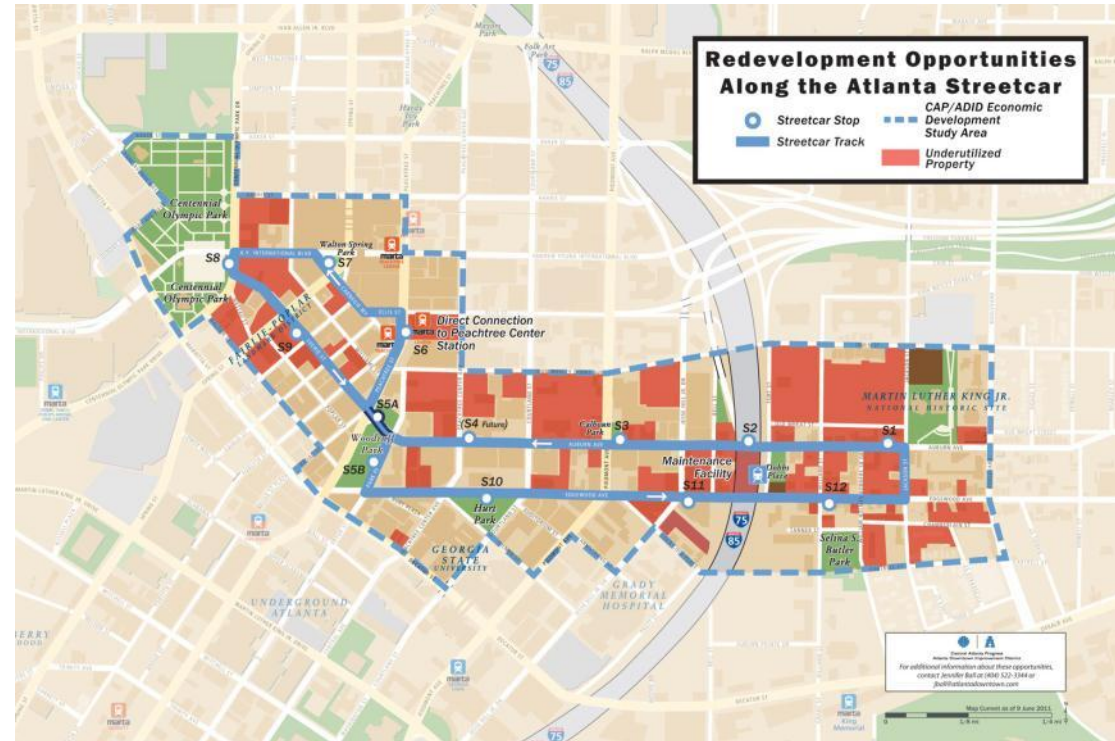
Atlanta Streetcar Context



CAP/ADID's Implementation Role: Economic Development

Atlanta Streetcar Development and Investment Strategy Guide

- Leverage investment in streetcar by encouraging redevelopment along the route
- Over 80 acres of land & buildings within 2- blocks of the route are underutilized
- Facilitate transit oriented development along the route =
 - Quality of life for residents, employees, visitors, shoppers, students will improve
 - Economic opportunity for businesses large and small to prosper



CAP/ADID's Implementation Role: Economic Development

Current Work

- **Outreach**

Meet with owners, institutions and business owners to understand their plans and visions to refine opportunities, as well as to identify perceived challenges and constraints

- **Metrics**

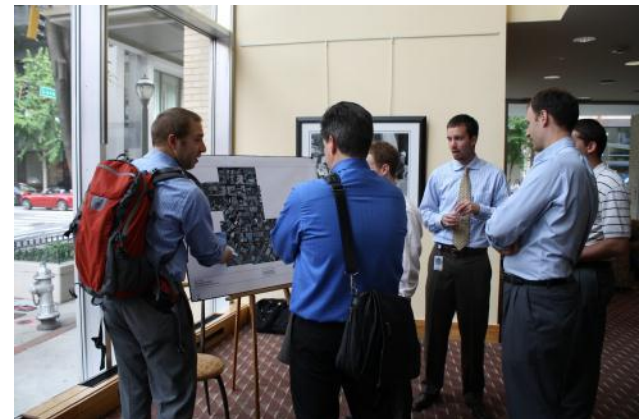
Document and review existing metrics of the real estate economics of the corridor including land values, recent transactions, sale prices and rents

- **Incentives and Tools**

Research successful strategies and tools that could facilitate redevelopment in the study area

- **Zoning**

Identify potential limitations or impediments to transit-oriented redevelopment in the zoning and approval process





I'M ON BOARD WITH THE ATLANTA STREETCAR

The purpose of the Atlanta Streetcar Project is to provide an integrated, multi-modal, high-quality transit network (including, but not limited to the Atlanta BeltLine and MARTA) that will link communities, improve mobility by enhancing transit access and options, support projected growth in a sustainable manner, promote economic development, and encourage strategies to develop livable communities.

For more information
www.GeorgiaTransitConnector.org
www.AtlantaDowntown.com

