



Georgians for
Passenger Rail

Passenger Rail: The Time is Now

Keeping Georgia on Track

Jim Durrett – Buckhead CID

Georgians for Passenger Rail

Mission

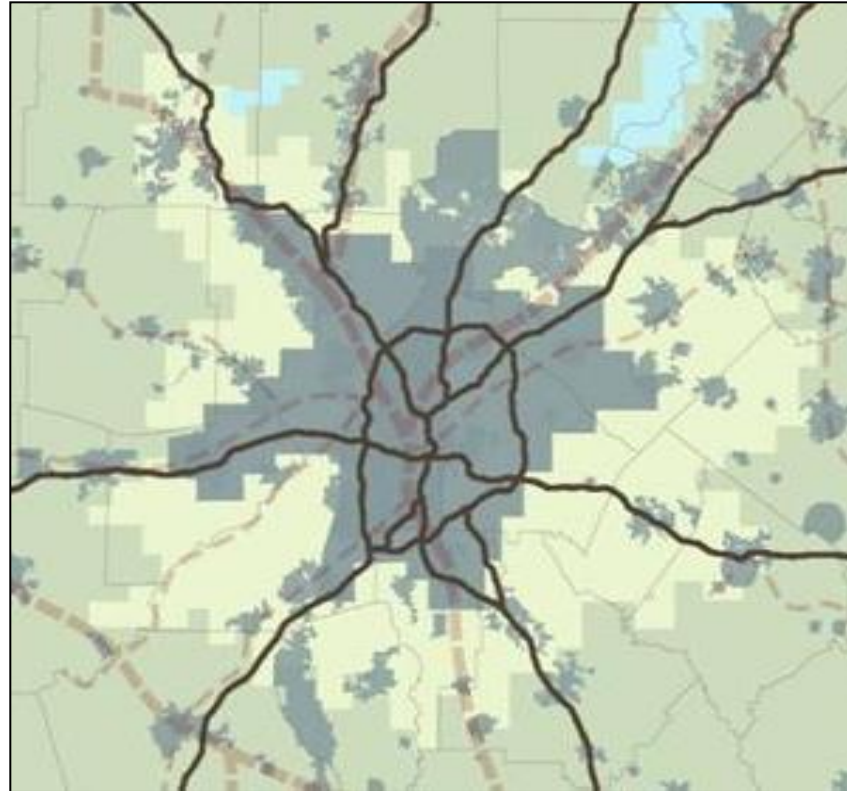
Passenger rail for all Georgia

Vision

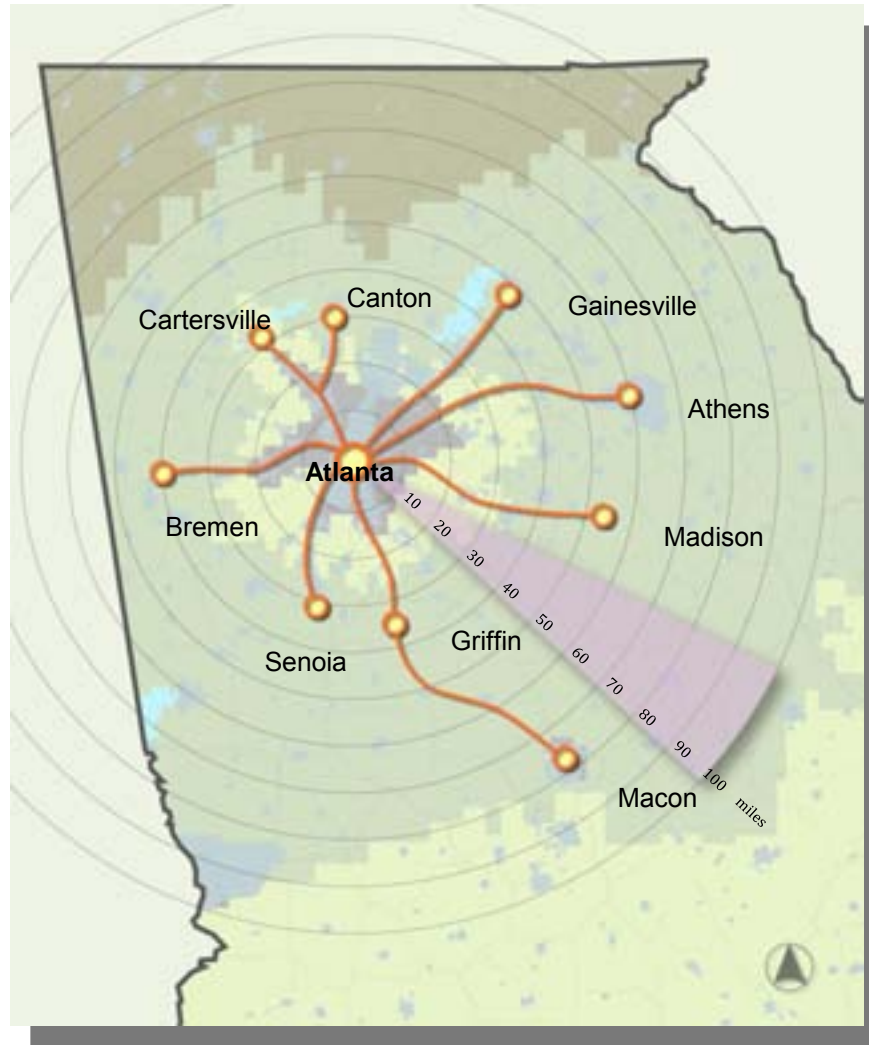
*Reconnect Georgia's communities
through passenger rail to achieve
new economic opportunities,
enhanced quality of life
and a better environment.*



Atlanta: Growth Pattern Today



What if We Did Something Different?



Why the I-75 South Corridor?



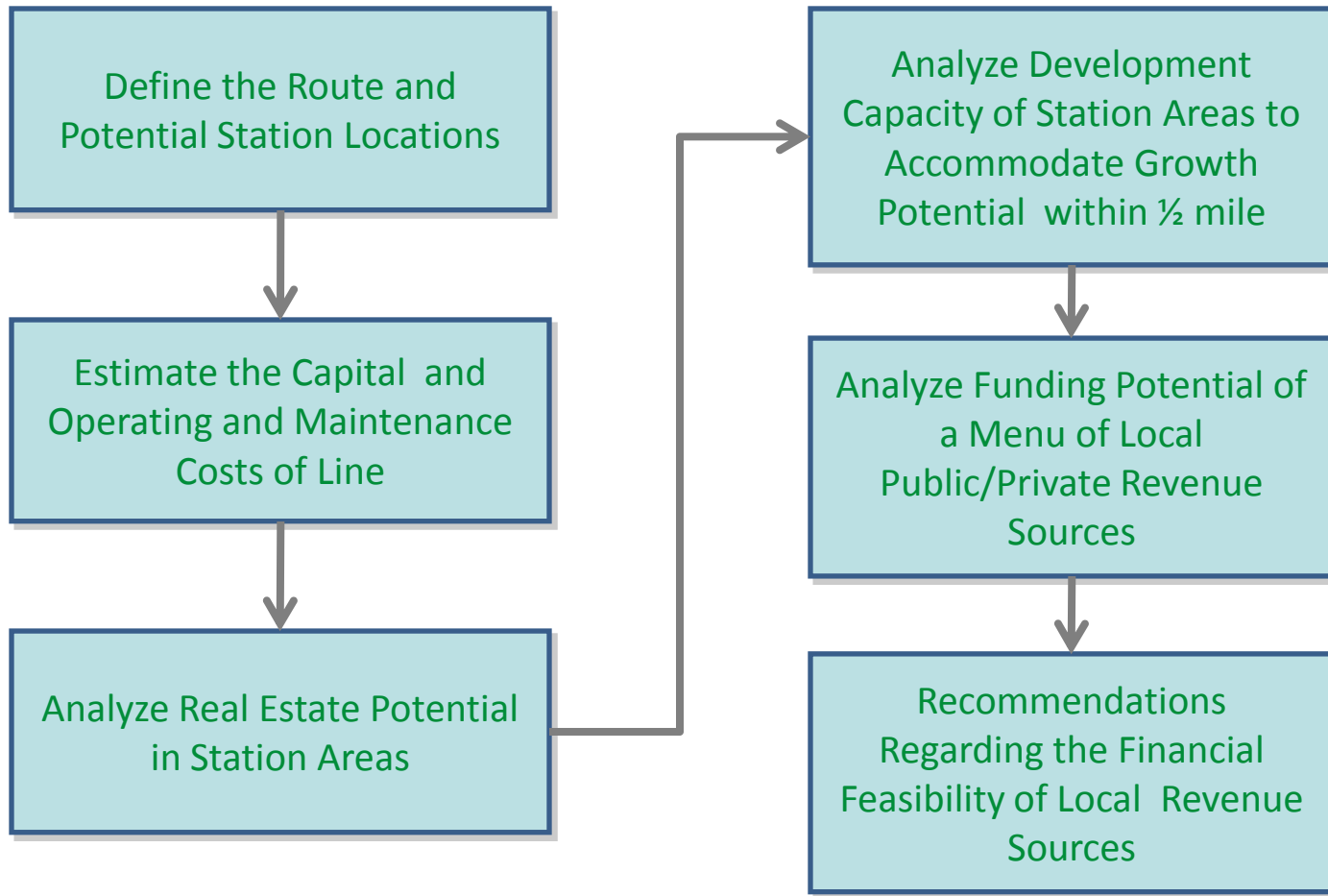
The Brookings Report

- Shows economic feasibility
- Provides technical validation
- Engages state agency support
- Demonstrates the leverage of private investment



The Brookings Report

The Study Approach



The Brookings Report

The Project Team

BROOKINGS

HDR

RCLCO
ROBERT CHARLES LESSER & CO.

Bleakly Advisory Group



Georgians for
Passenger Rail

www.georgiarail.org

The Brookings Report

The Principal Research Questions

What is the role of rail transit for metropolitan Atlanta and Macon in the 21st Century knowledge economy?

How will passenger rail affect the pattern and pace of development in the communities along the rail line?

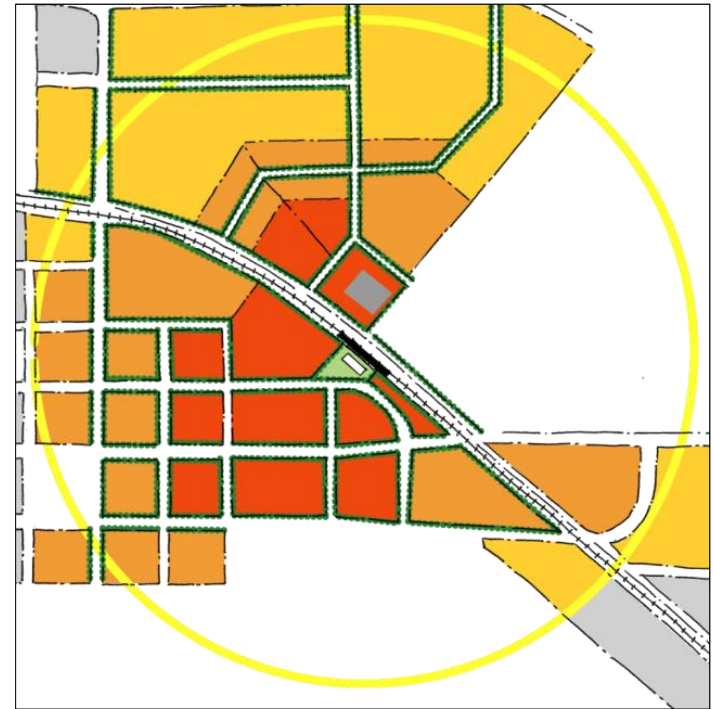
Could revenues generated by local development be sufficient to make a substantial contribution to the cost of constructing and operating the line?



The Brookings Report

Station Area Planning

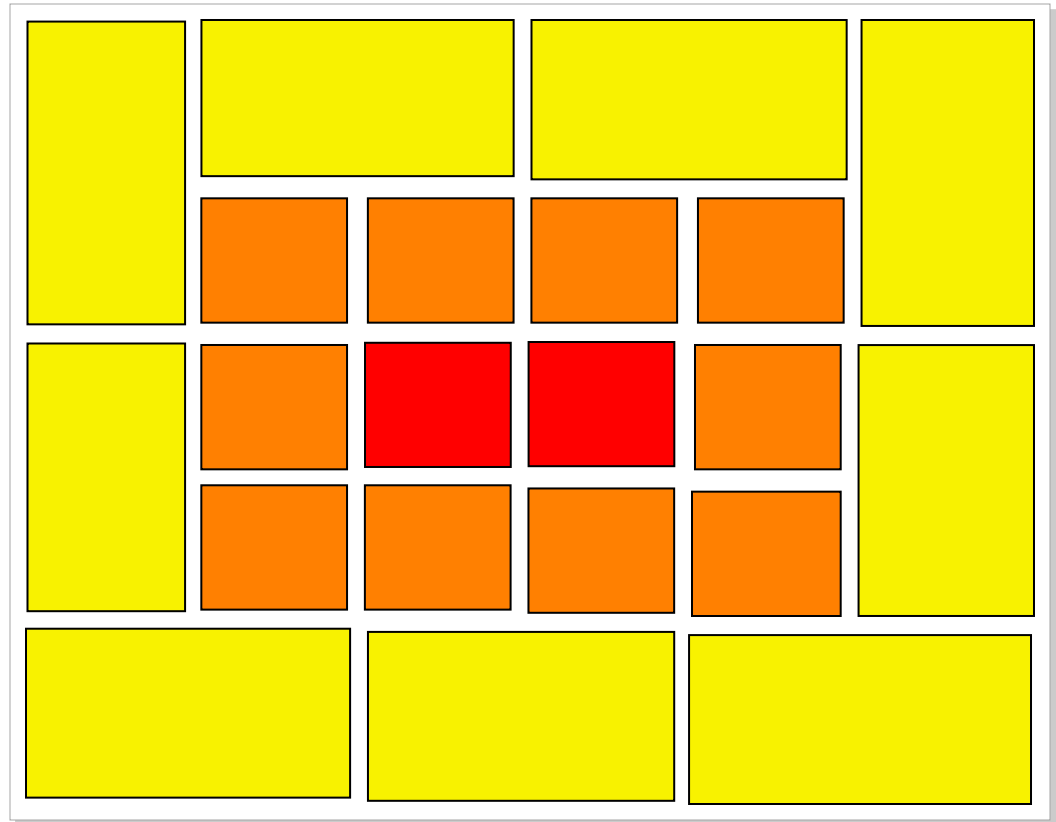
- Reflect potential market opportunities
- Focus on primary/secondary growth areas
- Organize supportive uses
- Use forecasted densities and intensities
- Starting point for future land use plans and zoning
- Input to future ridership



The Brookings Report

Station Area Planning Approach

- Center
- General
- Edge



The Brookings Report



Center

- Vertical mixed use required
- Highest densities/intensities
- Civic spaces
- Ground level retail at station
- Upper story office/residential
- Grid street pattern



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General

- Mixed use emphasized
- Middle densities/intensities
- Main Street retail, live/work
- Upper story office/residential
- Connected streets with Center and Edge



The Brookings Report

Edge

- Primarily residential and support retail
- Lowest densities
- Small lot single family, attached and townhouses
- Civic and park spaces
- Street grid with terminated vistas



The Brookings Report

Potential Local Revenues Sources

County-wide Assessment District	<ul style="list-style-type: none">• Special tax assessment district in Counties along Rail Line• Additional millage on all real property to support the rail line
Municipal Assessment District	<ul style="list-style-type: none">• Special tax assessment district in Municipalities with Rail Stations• Additional millage on all real property to support the rail line
Transportation Special Purpose Local Option Sales Tax (SPLOST) Allocation	<ul style="list-style-type: none">• Currently all but Fulton County have a transportation SPLOST in place• A portion of future County SPLOST Revenue to support the rail line
Transportation Investment Act of 2010 (HB277)	<ul style="list-style-type: none">• 1% Regional Transportation Sales Tax, Recently Approved by State Legislature• Must be approved at regional level in 2012.
Community Improvement District (CID)	<ul style="list-style-type: none">• A CID would be formed in each station impact area• All commercial development in district pays additional millage to support rail
Tax Allocation District (TAD)	<ul style="list-style-type: none">• A TAD would be formed in each station impact area• All or some of incremental property taxes generated in district dedicated to support rail
Value Capture	<ul style="list-style-type: none">• Passenger rail line will add significant value to properties in the station impact area• Capture a portion of this appreciation to support rail





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