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
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 Study Approach

- Define the Route and Potential Station Locations
- Estimate the Capital and Operating and Maintenance Costs of Line
- Analyze Real Estate Potential in Station Areas
- Analyze Development Capacity of Station Areas to Accommodate Growth Potential within ½ mile
- Analyze Funding Potential of a Menu of Local Public/Private Revenue Sources
- Recommendations Regarding the Financial Feasibility of Local Revenue Sources

The Brookings Report
The Brookings Report

The Project Team

BROOKINGS

HDR

RCLCO

Bleakly Advisory Group

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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?
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
Station Area Planning Approach

- Center
- General
- Edge
The Brookings Report

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

General

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

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Edge

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

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<tr>
<th>District Type</th>
<th>Description</th>
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| County-wide Assessment District                       | - Special tax assessment district in Counties along Rail Line  
- Additional millage on all real property to support the rail line |
| Municipal Assessment District                         | - Special tax assessment district in Municipalities with Rail Stations  
- Additional millage on all real property to support the rail line |
| Transportation Special Purpose                      | - Currently all but Fulton County have a transportation SPLOST in place  
- A portion of future County SPLOST Revenue to support the rail line |
| Local Option Sales Tax (SPLOST) Allocation            | - 1% Regional Transportation Sales Tax, Recently Approved by State Legislature  
- Must be approved at regional level in 2012. |
| Transportation Investment Act of 2010 (HB277)         | - A CID would be formed in each station impact area  
- All commercial development in district pays additional millage to support rail |
| Community Improvement District (CID)                  | - A TAD would be formed in each station impact area  
- All or some of incremental property taxes generated in district dedicated to support rail |
| Tax Allocation District (TAD)                         | - Passenger rail line will add significant value to properties in the station impact area  
- Capture a portion of this appreciation to support rail |
| Value Capture                                         | - 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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