Other Voices at the Table
Rail~Volution 2011
A Voice of the Atlanta Business Community

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.
## 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

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**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
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

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Atlanta Streetcar at a Glance

- 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
- Streetcar Stop
- Single Track
- Double Track
- 1/4 Mile Radius
- Georgia State University Facilities
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
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
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