## 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

**Founded**
1941

## 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

**Founded**
1995
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.
Downtown Atlanta

- 4 square miles at the center of the City and region
- 24,000 residents
- 33,000 students
- 120,000 office workers
- 25 million annual attendance at sporting events, conventions, concerts, parades, festivals, and attractions

www.atlantadowntown.com
CAP/ADID Core Constituents

- Corporations and Businesses
- Property Owners
- Developers and Investors
- Attractions
- Institutions
- Government
- Residents
- Students
CAP/ADID Combined Work Plan

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

www.atlantadowntown.com
$45 million Infrastructure Investment

Sidewalks • Signs • Streets • Signals • Landscaping
Atlanta Streetcar at a Glance

- Modern streetcar operating with vehicular traffic
- 2.7 track miles (1.31 miles one-way)
- 12 stops
- 4 vehicles – Siemens S70 Ultra Short
- 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 3Q 2013
PERIMETER:
The Premier Office Market in Metro Atlanta

PERIMETER @ THE CENTER

Perimeter Community Improvement Districts

PCIDs Standard Template; Updated: March 19, 2012
EVOLUTION OF THE MARKET

Farm Land
1960s

Opened 1969

I-285
Opened 1969

Suburbs/ Perimeter Mall
early 1970s

Congested Office District
1990s

THEN & NOW

TODAY
Livable Center
Live -Work-Play
Sustainable
PERIMETER 30 YEARS AGO...

Disconnected by design

• Primarily a corporate office, shopping and hotel district – all developed in isolation
• Heavy traffic congestion
• Few connections and gateways across major highways
• Limited pedestrian mobility
• No ADA-compliant street crossings
• Under developed property
• Lack of multi-use developments
• Insufficient housing to jobs ratio
• Large surface parking lots and “super blocks”
PERIMETER TODAY

- Perimeter is fast becoming a model livable center, offering residents and visitors connectivity and choice.
- Access to amenities like transit, shopping, dining and much more make the market an attractive choice for small businesses and Fortune 500 companies.
- Pedestrian & Bike friendly.
- Walkable access to 3 MARTA stations (with 2 more in close proximity).
- 12 business-funded free shuttles to and from MARTA stations.
- More gateway connections underway.

PCIDs BOUNDARY: 
Approximately 4 Square Miles
PERIMETER MARKET STATISTICS

- 29-million-square feet of office space (leased & owned above 10,000 SF excluding medical offices)
- 80% of market space occupied
- 5,000 companies
- 123,000+ employees
- $3.36 billion corporate estate value
- $306.6 Million in tax revenues to the State of Georgia ($77 Million more in annual tax revenues expected by 2018)

Since 1999, the PCIDS have leveraged $28 million of CID funds to gain $106 million from other resources for a total of more than $134 million worth of transportation and infrastructure projects for Perimeter. **A Leverage of 4.8 to 1**

Sources: Colliers 2011, Atlanta Regional Commission 2011, RCLCO 2009

*Funding leverage updated Feb. 2012 to reflect $4.6M DDI construction contract and $3.1M LCI grant for Lake Hearn/Perimeter Summit*
Although 30 years ago the district was disconnected by design, today Perimeter integrates and connects all modes of transportation in its approach to road improvements, multiple gateway access to the market, connectivity to MARTA, pedestrian and bicycle amenities and quality of life.
DIVERTING DIAMOND INTERCHANGE @ ASHFORD DUNWOODY & I-285

• PCIDs initiated the DDI in 2009 with a $100,000 investment.

• Innovative design uses restriping, signalization and one reconstructed ramp to ease congestion and reduce accidents.

• Awarded an $800,000 grant from SRTA.

• Design will be the 1st DDI in Georgia.

• 15 - 20% reduction in delay* during PM-peak commute.
  (under free-flowing traffic conditions on surrounding highways)

• Construction began January 2012.

• Extensive outreach opportunities are being identified and implemented for public education.

*Moreland-Altobelli Project Concept Report; 2010
LAKE HEARN/ PERIMETER
SUMMIT PARKWAY

• In November 2011, PCIDs were awarded a $3.1 Million LCI Transportation Grant from ARC for this project.

• When complete, Lake Hearn/ Perimeter Summit Parkway will be safer and more accessible to pedestrians, cyclists and vehicular traffic.

• This project positions Perimeter at the front end of infrastructure improvements to support a future build out of:
  ➢ 2.7 million square feet of office space
  ➢ 800 hotel rooms
  ➢ 425 unit residential tower
FUTURE INITIATIVES

INTER-PERIMETER CIRCULATOR
A district-wide system that complements the 12 existing private shuttles operating within the market and provides a reduction in vehicle trips made within the PCIDs boundary.

DUNWOODY MARTA STATION AREA IMPROVEMENT
To improve access and infrastructure to enhance interaction between all modes of travel.

PATHWAYS TO TRANSIT
More accessible transit options mean more choices for commuters and fewer vehicles on the roads.

PCIDS OVERLAY DISTRICT
To seamlessly address the unique multi-jurisdictional needs of the market.

ARC LIFELONG COMMUNITIES
To provide an assessment of infrastructure that is user friendly for seniors and supports independent living.