



Central Atlanta Progress  
Atlanta Downtown Improvement District



**Georgia Planning Association**  
**March 21, 2012**





## 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



Central Atlanta Progress  
Atlanta Downtown Improvement District

## Mission

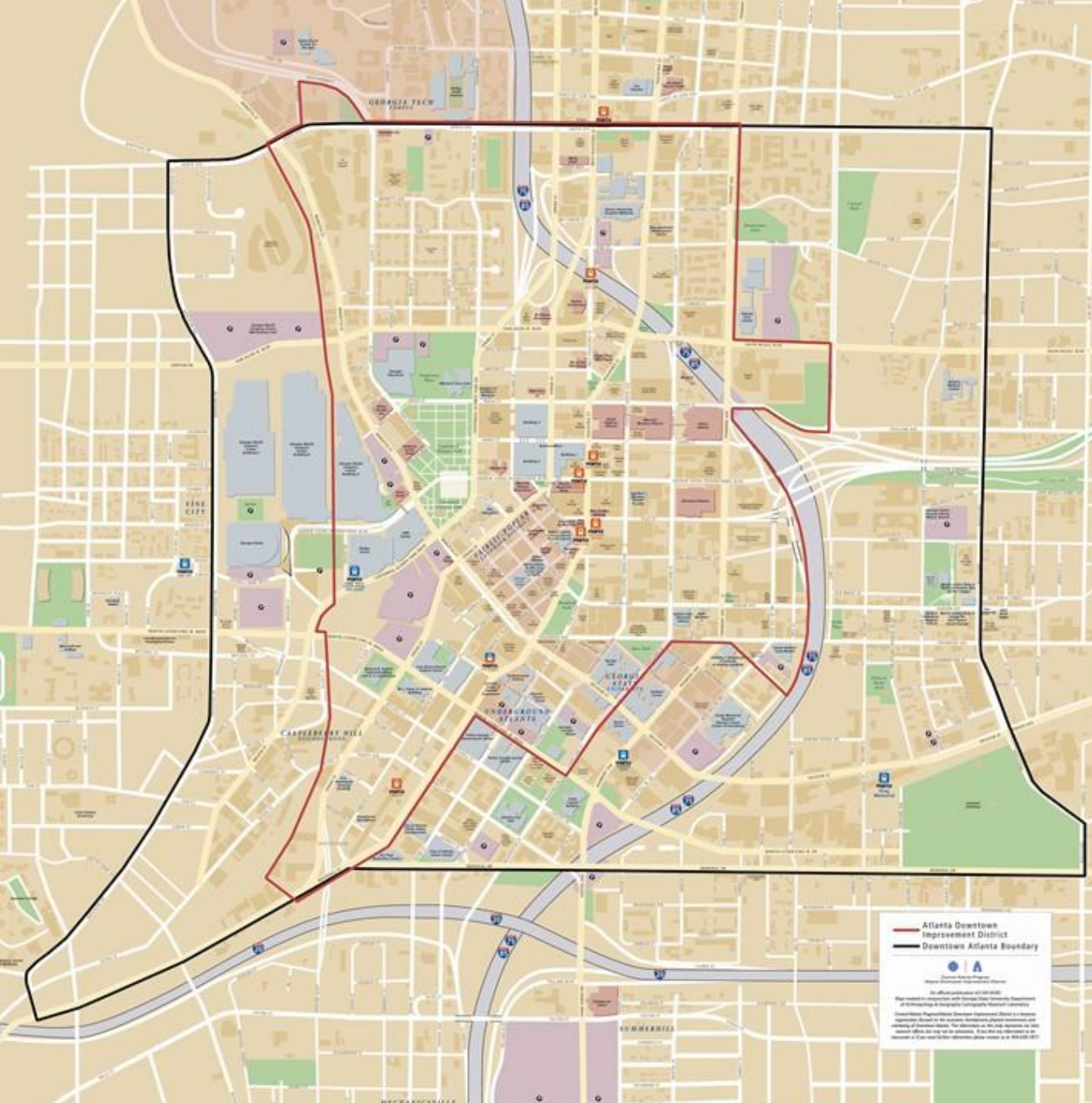
To build a 21st century Downtown as the heart of the Atlanta Region – a vibrant community with strong leadership and sustainable infrastructure that is safe, livable, diverse, economically viable, accessible, clean, hospitable and entertaining





# 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





# 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







# \$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



MAKING THE CONNECTION

# EVOLUTION OF THE MARKET



Farm Land  
1960s



I-285  
Opened 1969



Suburbs/ Perimeter Mall  
early 1970s



Congested Office District  
1990s



**TODAY**  
Livable Center  
Live -Work-Play  
Sustainable

## THEN & NOW

MAKING THE CONNECTION



# PERIMETER 30 YEARS AGO...

## Disconnected by design

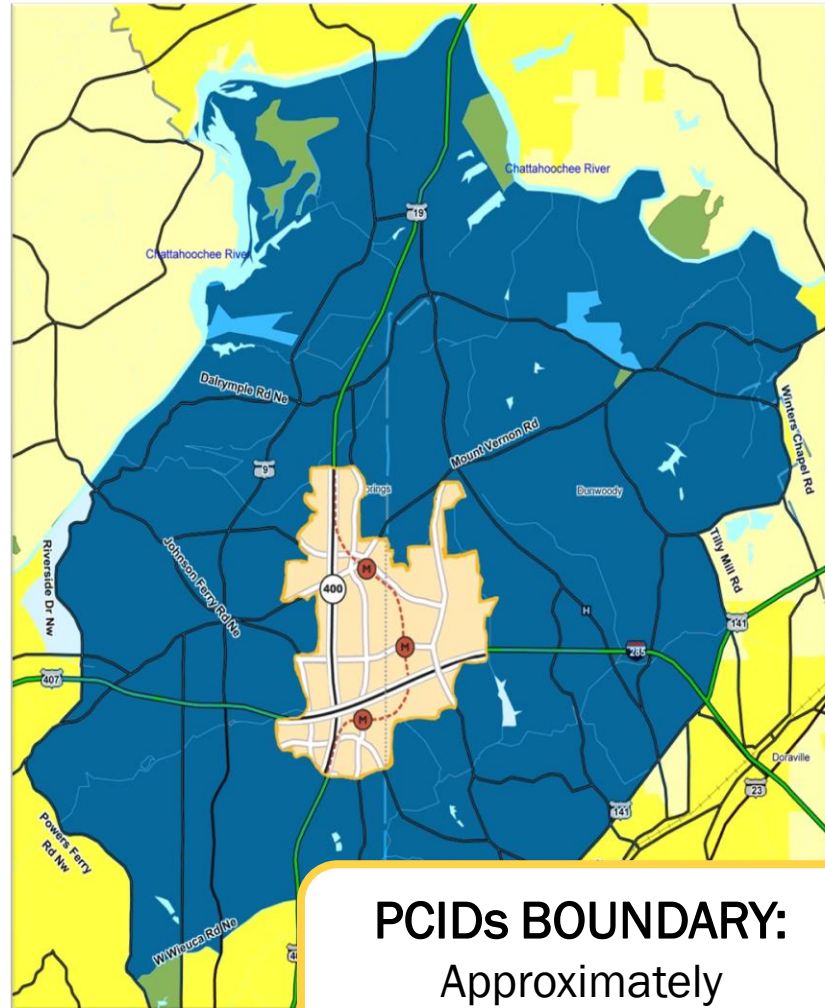
- Primarily a corporate office, shopping and hotel district – *all developed in isolation*
- Heavy traffic congestion
- Few connections and gateways across major highways
- Limited pedestrian mobility
- No ADA-compliant street crossings
- Under developed property
- Lack of multi-use developments
- Insufficient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



MAKING THE CONNECTION

# 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.

**4.8 to 1**

**A Leverage of**

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

# PERIMETER: POSITIONED FOR SUCCESS



- ✓ LOCATION
- ✓ LEADERSHIP
- ✓ LASER FOCUS

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.



# DIVERGING 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 1<sup>st</sup> 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.

MAKING THE CONNECTION