



Central Atlanta Progress
Atlanta Downtown Improvement District

April 18, 2012

Public Information Open House Attendee Instructions Atlanta Streetcar Corridor Revitalization Strategy

Thank you for attending the public information open house for the Atlanta Streetcar Corridor Revitalization Strategy. This effort is aimed at leveraging the investment in the Atlanta Streetcar by encouraging redevelopment and investment along the route of this new transit line in Downtown Atlanta. The work you see today along with your input will lead to a unified vision for the revitalization of the Atlanta Streetcar corridor that will be communicated to the public and notably to potential investors, businesses and developers through the “*Atlanta Streetcar Development and Investment Guide*” handbook.

In this handout package, you will find a project description, location map and comment card. As you enter the room, you will see displays regarding catalytic re-development sites and opportunities along the streetcar corridor. Project representatives, who can be identified by the name tags they are wearing, are available to discuss the project and answer your questions. Please take this opportunity to discuss the project with a representative. There will be no formal presentation.

You are encouraged to complete a comment card and deposit it into the box provided here or send in written comments about what you saw and heard here today until **May 1, 2012**. Written comments should be sent to Jennifer Ball, CAP/ADID, 50 Hurt Plaza SE, Suite 110, Atlanta, Georgia 30303. We encourage you to take advantage of this opportunity to let the Project Team know your views about revitalization of the Atlanta Streetcar corridor.

Again, thank you for attending this public information open house and for giving us your comments.

Sincerely,

Jennifer Ball

Attachments

Atlanta Streetcar Corridor Revitalization Strategy Overview

Over 80 acres of land and many buildings and structures within 2 blocks of the proposed route are considered underutilized. With the Streetcar's connection to MARTA rail, and future connections to the Atlanta Beltline, accessibility can be expanded significantly throughout the region. In facilitating transit oriented development along this route, the quality of life for residents, employees, visitors, shoppers, and students will greatly improve and provide economic opportunities for businesses large and small to prosper. The planning work that supported the City of Atlanta's application for federal transportation funding to support the Atlanta Streetcar identified tremendous economic development potential in the project corridor. The streetcar project is forecast to produce over \$167 million in overall benefits, including 5,600 jobs, over the next 20 years.

Further, precedent analyses of cities who have implemented modern streetcar systems demonstrate the successes of streetcar's unique value creation:

- *Seattle*: Between the announcement of the project and the opening of service, property values within 3 blocks of the line rose at higher rates than city-wide average property values between 2003 and 2008.
- *Charlotte*: Since 2007, there has been \$1.8 million development investment, 6,600 new housing units and 800,000 square feet of additional office space.
- *Portland*: An original streetcar system investment of \$57 million led to \$3.5 billion development investment - a 42x multiplier – that, over a 10-year period, included 10,000 housing units and 4.6 million square feet of office space.

A deliberate plan and vision document is in development that will outline a strategy for the desired reinvestment along the Atlanta Streetcar corridor. Conceived as a well-designed, graphic-intensive document for wide distribution in print and electronic format the **Atlanta Streetcar Development and Investment Strategy Guide** will include the following:

- i. *The Streetcar*: What it is, when it will be built, how it will operate, etc.
- ii. *Downtown Context*: Qualitative and quantitative information about Downtown to make the case for investment in the Atlanta Streetcar corridor
- iii. *Market Demand*: A summary of the projected market demand by land use for Downtown and the Atlanta Streetcar corridor and evidence of the economic development impact of streetcar projects in other cities
- iv. *The Plan*: A vision plan summary with corridor-long drawings and diagrams and block-by-block conceptual site plans, accompanying renderings and text narratives
- v. *Tools*: A description of the incentives that may be used to support the proposed development

Preliminary draft versions of "The Plan" portions of the Guide are available today for your review. Following this meeting, the Plan will be finalized and the Guide compiled for publication during the Summer of 2012.

Atlanta Streetcar Corridor Revitalization Strategy Study Area

Approximately a 2-block, 300 foot buffer around the route.



