Downtown Development Day 2011
Atlanta Streetcar Purpose

Provide integrated, multi-modal, high-quality transit that links communities, improves mobility by enhancing transit access and options, supports projected growth in a sustainable manner, promotes economic development and encourages strategies to develop livable communities.
Atlanta Streetcar Project Characteristics

- Modern streetcar operating with vehicular traffic
- Electrically powered by overhead catenary wire
- 2.7 track miles, 1.31 miles one-way
- 4 Siemens S70 streetcar vehicles
- 12 stops
- Direct connection to MARTA Peachtree Center rail station
- Fare collection consistent with Breeze system
- 15-minute frequency, 9.9-minute one-way running time
- 7-day a week operation
- Estimated weekly ridership – 2,600
Atlanta Streetcar Unique Collaboration

<table>
<thead>
<tr>
<th>Funding Sources</th>
<th>Capital Investment</th>
<th>20-year Operating Commitment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Federal Government</strong></td>
<td>$82,667,777</td>
<td>Est. $1.7 million annually (2013)</td>
</tr>
<tr>
<td>TIGER II Grant Funding</td>
<td>$47,667,777</td>
<td></td>
</tr>
<tr>
<td>CMAQ (Years 1 – 3)</td>
<td></td>
<td>$1.89 million (estimated)</td>
</tr>
<tr>
<td><strong>City of Atlanta</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recovery Zone Bonds</td>
<td>$15,600,000</td>
<td></td>
</tr>
<tr>
<td>Locally Funded Elements</td>
<td>$9,049,089</td>
<td></td>
</tr>
<tr>
<td>Hotel/Motel &amp; Car Rental Tax Proceeds</td>
<td></td>
<td>$20,000,000 ($1.0 million/year)</td>
</tr>
<tr>
<td>Operations Fare Revenue &amp; Advertising</td>
<td></td>
<td>$11.05 million (estimated)</td>
</tr>
<tr>
<td><strong>Atlanta Downtown Improvement District</strong></td>
<td>$6,000,000</td>
<td>$12,250,000 (up to $1.0 million/year)</td>
</tr>
<tr>
<td>ARC Livable Centers Initiative Grant</td>
<td>$4,068,880</td>
<td></td>
</tr>
</tbody>
</table>
Investing in a Streetcar Network

Transportation Investment Act
Regional Sales Tax Referendum
City of Atlanta Project
$602 million for City Transit Initiatives
Next Steps and Schedule

1st Quarter 2012
Utility Construction
Procurement of Design-Build Team

2nd Quarter 2012
Construction Begins

September 2012
Vehicle delivered

3rd Quarter 2013
Project Completion
Revenue Service
More than Access and Mobility

Over 80 acres of land & buildings within 2- blocks of the route are underutilized
Opportunities
Opportunities
Corridor Context Today

- 34,000 jobs – 29% of Downtown total
- 6.5 million SF office - 72% occupied
- 800,000 SF of commercial/retail - 75% occupied
- 2,000 housing units, 93% occupied
- 2,700 hotel rooms in 9 hotels
- Over 5 million annual visitors to the corridor
- Heart of growing Georgia State University campus
- 2010 sales tax revenues collected in the corridor $20 million
  22% of Downtown total
Leverage investment in streetcar by encouraging redevelopment along the route

Facilitate transit oriented development along the route =

- Improved quality of life for residents, employees, visitors, shoppers, students
- Economic opportunity for businesses large and small to prosper
Even though the 1st streetcar didn’t start operating until December 2007, Seattle property values within 3 blocks of the line rose at higher rates than city-wide average property values between 2003 and 2008.

**Comparison of median increases in Seattle property values (2003-2008):**

<table>
<thead>
<tr>
<th></th>
<th>3 Blocks of Streetcar</th>
<th>City-Wide Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raw Land</td>
<td>123%</td>
<td>53%</td>
</tr>
<tr>
<td>Mixed-Use Properties</td>
<td>85%</td>
<td>50%</td>
</tr>
<tr>
<td>Retail</td>
<td>61%</td>
<td>46%</td>
</tr>
<tr>
<td>Office Space</td>
<td>58%</td>
<td>44%</td>
</tr>
<tr>
<td>Industrial</td>
<td>53%</td>
<td>45%</td>
</tr>
<tr>
<td>Hotels</td>
<td>52%</td>
<td>46%</td>
</tr>
<tr>
<td>Multi-Family condo/rental</td>
<td>51%</td>
<td>48%</td>
</tr>
</tbody>
</table>
Demonstrated Success: Evidence of Value Creation

Charlotte

Just since 2007

- $1.8 million development investment
- 6,600 new housing units
- 800,000 square feet of office space
Demonstrated Success: Evidence of Value Creation

Portland

Original system investment
$57 million and
$3.5 billion development investment
= 42x multiplier

In 10 years, 10,000 housings units and 4.6 million square feet of office space
<table>
<thead>
<tr>
<th>Land Use</th>
<th>Range of Property Value Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family Residential</td>
<td>+2% w/in 200 ft of station to +32% w/in 100 ft of station</td>
</tr>
<tr>
<td></td>
<td>(San Diego Trolley, 1992) to (St. Louis MetroLink Light Rail, 2004)</td>
</tr>
<tr>
<td>Condominium</td>
<td>+2% to 18% w/in 2,640 ft of station</td>
</tr>
<tr>
<td></td>
<td>(San Diego Trolley, 2001)</td>
</tr>
<tr>
<td>Apartment</td>
<td>+0% to 4% w/in 2,640 ft of station</td>
</tr>
<tr>
<td></td>
<td>(San Diego Trolley, 2001) to +45% w/in 1,320 ft of station</td>
</tr>
<tr>
<td></td>
<td>(VTA Light Rail, 2004)</td>
</tr>
<tr>
<td>Office</td>
<td>+9% w/in 300 ft of station</td>
</tr>
<tr>
<td></td>
<td>(Washington Metrorail, 1981) to +120% w/in 1,320 ft of station</td>
</tr>
<tr>
<td></td>
<td>(VTA Light Rail, 2004)</td>
</tr>
<tr>
<td>Retail</td>
<td>+1% w/in 500 ft of station</td>
</tr>
<tr>
<td></td>
<td>(BART, 1978) to +167% w/in 20C ft of station</td>
</tr>
<tr>
<td></td>
<td>(San Diego Trolley, 2004)</td>
</tr>
</tbody>
</table>

SOURCE: Reconnecting America
Carefully considered, comprehensive development strategy to support real estate investment

- **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

- **Planning & Design**
  Develop a collective unified vision that embodies the principals of transit oriented design

- **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
Your Turn: Getting Oriented
Your Turn: Getting Oriented
Your Turn: Getting Oriented
Your Turn: Getting Oriented
Your Turn: Getting Oriented
Your Turn: Getting Oriented
Your Turn: Prioritizing Development

Use the dots to indicate where you think new projects would have the biggest impact.
Your Turn: Maximizing Investment

Cut out and tape down pictures for each area that reflect your preferred massing/density threshold.
Your Turn: Playing A Part

Discuss and answer the short questions below.