Central Atlanta Progress
Atlanta Downtown Improvement District

DYNAMIC DOWNTOWN

Town Hall Meeting

July 27, 2017

DYNAMIC DOWNTOWN

A.J. Robinson

President

Central Atlanta Progress
Atlanta Downtown Improvement District

Agenda

1. Welcome
2. Public Safety Briefing
3. Special Events Traffic Management Plan
4. Downtown Atlanta Master Plan
5. Program Updates:
   - Atlanta Arts & Entertainment District
   - The Stitch
   - Atlanta Better Buildings Challenge
   - Marketing and Events
6. Hot Topics
7. Q&A

DYNAMIC DOWNTOWN

Scott Taylor

President and CEO

CARTER

Welcome New Members

Welcome New Members

MAVEN CAR SHARING

NCR

MY FRIEND'S NEPHEW

lyft

NEWPORT

PARKETING

SP+

Residence Inn® Marriott®

SOUTH CITY PARTNERS

PRAXIS3 architecture + multidisciplinary design

STRICKLAND SECURITY&SAFETY SOLUTIONS, LLC

Zeller Realty Group®

Public Safety Briefing

DYNAMIC DOWNTOWN

Assistant Chief Rodney Bryant
APD

Major Scott Kreher
APD Zone 5 Commander

David Wardell
ADID Vice President of Public Safety and Operations

Downtown Safety Report

1st Half of 2017

- Overall **crime is down** in the ADID, Zone 5 and the City
- Continue to achieve great **success in containing Larcenies from Auto** through the Clean Car Campaign
- Continue to reach out to Visitors and Event Attendees to educate about **Clean Car Campaign** practices
- **Addressing Quality of Life issues**, and aggressively enforcing Monetary Solicitation
- **Police more mobile** on Bikes and Segways
- Directed Patrol **Crime Suppression**
- **Joint Patrols and Field Investigative Team Operations** with MARTA Police, GWCC Police, and GSU Police
- **Pre-Arrest Diversion** Program Rollout

Downtown Safety Report

DYNAMIC DOWNTOWN

Crime Type	2017	2016	% Change
Homicide	4	1	300%
Rape*	11	8	38%
Robbery	40	62	-35%
Agg Assault	48	47	2%
Burglary	25	26	-4%
Larc From Veh	357	364	-2%
Larc Non	238	250	-5%
Auto Theft	52	66	-21%
TOTAL	**775**	**824**	**-6%**

Date Range: Jan 1 to June 30

*The FBI revised its definition of rape to include additional categories. For the new definition, see https://ucr.fbi.gov/recent-program-updates/new-rape-definition-frequently-asked-questions. As of Jan 1, 2017, APD started using the revised definition for Rape.

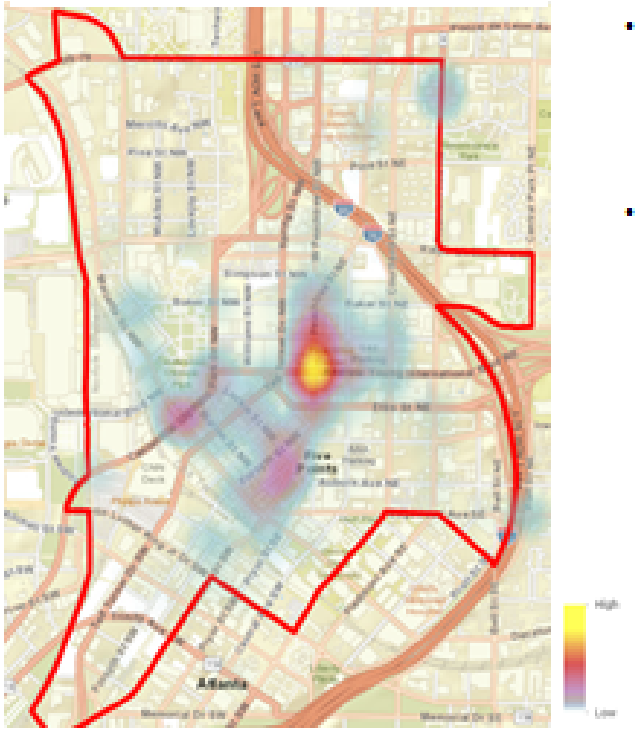
- **Robbery** has seen the biggest reduction compared to last year, **dropping 35%**
- **Larceny From Vehicles** is the driving crime for the ADID area, but has **dropped 2%** since 2016
- Overall, **Part I Crimes are down 6%** compared to last year at this time

Downtown Safety Report

DYNAMIC DOWNTOWN

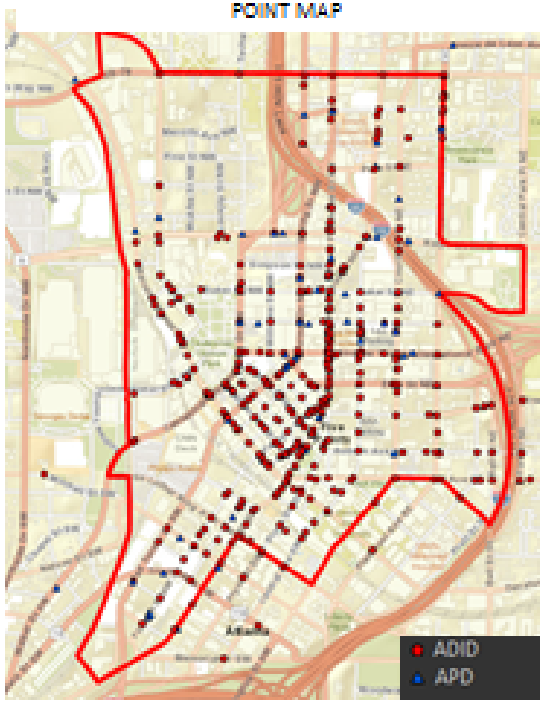
ADID AREA MONETARY SOLICITATION ACTIVITY• 2017 6-MONTH

COMBINED ACTIVITY FROM AMBASSADORS AND APD
HEAT MAP



- There were 5566 panhandling interventions by both APD and Ambassadors for the first 6-months of 2017
- A high concentration of these interventions occurred in the area near Peachtree St NE and Andrew Young International Blvd NW

COMBINED ACTIVITY FROM AMBASSADORS AND APD
POINT MAP



Crime data prepared by: John Moses, Phoenix Analytics Inc

Open House:
Marietta Street Resurfacing Project

Thursday, August 3, 2017
11:00 a.m. – 2:00 p.m.
5 Seasons Westside Restaurant and Brewery
1000 Marietta Street, NW
Atlanta, GA 30326

Faye DiMassimo
General Manager
Renew Atlanta Infrastructure Program

Keary Lord
Traffic Manager
Renew Atlanta Bond and TSPLOST Program

DOWNTOWN ATLANTA MASTER PLAN

WHY NOW?

Downtown Atlanta is poised to take advantage of:

MOMENTUM + OPPORTUNITY

$4 billion of public and private investment in the past 10 years and **$3.8 billion** currently under construction or planned to be completed before 2020.

SIGNIFICANT NEW RESOURCES

Atlanta is investing in its infrastructure. The **Renew Atlanta Infrastructure Bond**, **MARTA Referenda** and **T-SPLOST** represent opportunities to strategically upgrade Downtown Atlanta.

AUTHENTIC ATLANTA

Complexity and character that only Downtown can provide - a mix of residents, entrepreneurs, students and dreamers defining what kind of **place** Downtown should be.

A LOT OF LISTENING

FACE TO FACE

~1730 DIFFERENT PEOPLE IN 106 SESSIONS
(since December)

this includes

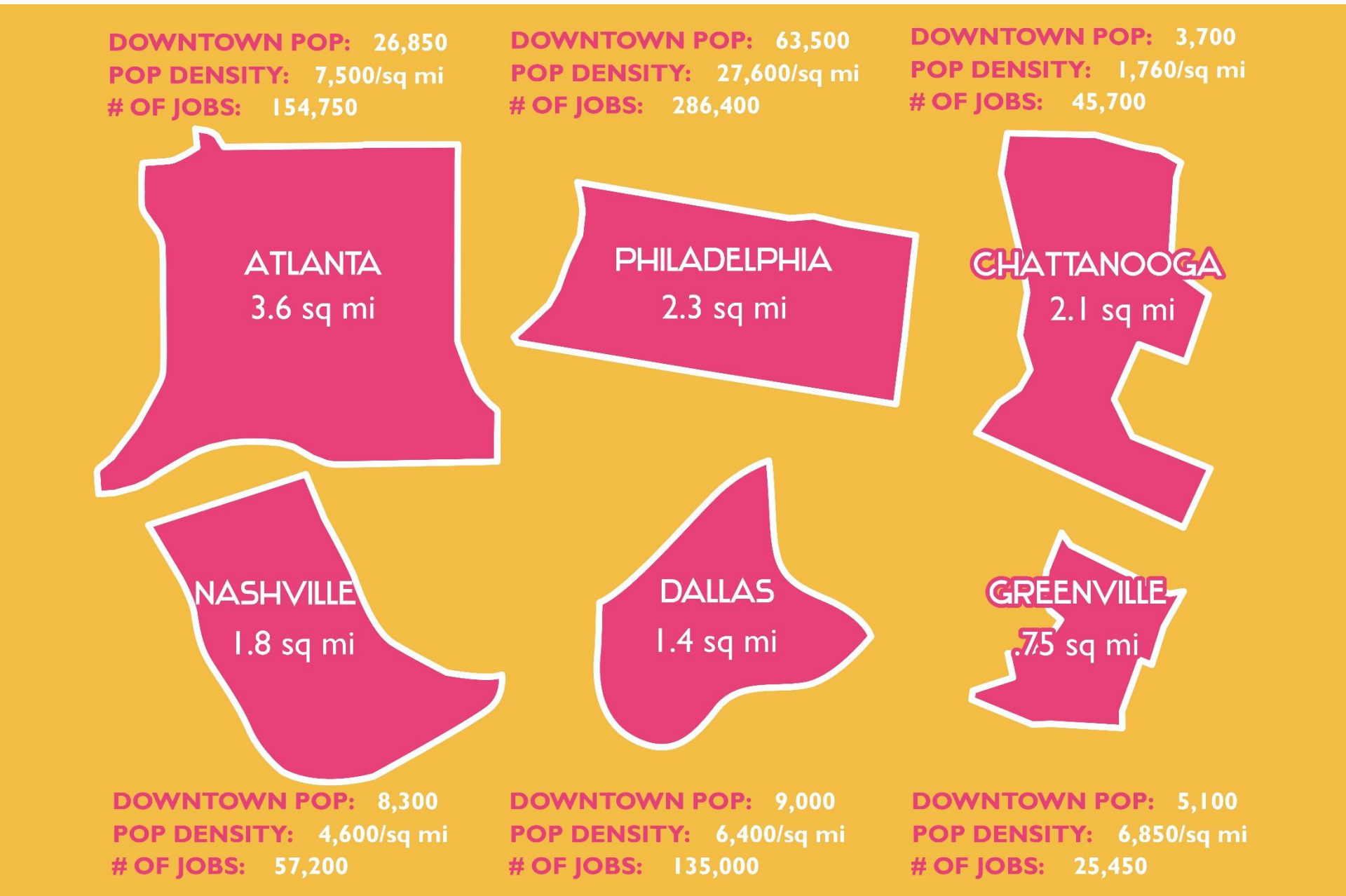
- ~400 FROM MARCH OPEN HOUSE
- ~250 FIRST TIME PARTICIPANTS AT JUNE OPEN HOUSE
- ~375 FROM CAP OUTREACH

ON THE WEB 2,869 SURVEY RESPONDENTS!!!

http://www.planDowntownATL.com

PLAN WILL ECHO THE COMMUNITY'S VOICE

DOWNTOWN ATLANTA IN CONTEXT



RESEARCH SPECIFIC TO DOWNTOWN

Not many people living in the core of Downtown… roughly 20% of 26,850 residents.

POPULATION

Source: City of Atlanta, Interface Studio, ARC, ACS 2015 5-year est., Bleakly Advisory Group

CENSUS 2010 BLOCK GROUP

1 DOT = 5 PEOPLE

BOUNDARY

HIGHWAY

0 0.125 0.25 0.5 MILES

OPEN HOUSE

1 Resident-Oriented

"

More grocery stores and bike lanes!

More housing (of all price levels).

10,000 Hip, affordable, residential units & retail.

High quality child care and good schools.

Businesses that are open after 5pm!

Grocery store the Centennial Park.

Lots more residents.

A lively place that everyone wants to visit and live in! (Including me!)

"

DOWNTOWN ATLANTA MASTER PLAN

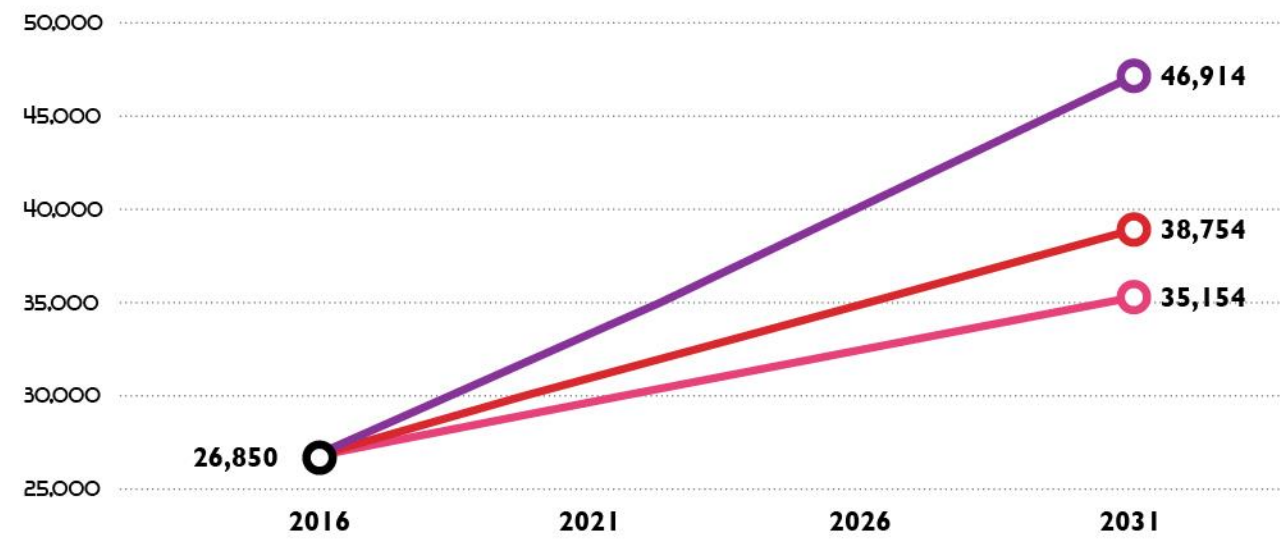
Two key goals are about growth and development

GROW DOWNTOWN AS A NEIGHBORHOOD tailored to meet the needs of residents

REINFORCE DOWNTOWN'S ROLE AS THE ENTREPRENERUIAL AND ECONOMIC CENTER of the region

DOWNTOWN MARKET ANALYSIS

DOWNTOWN ATLANTA **POPULATION** FORECAST



AVERAGE ANNUAL GROWTH

AGGRESSIVE

1,338 (5.0%)

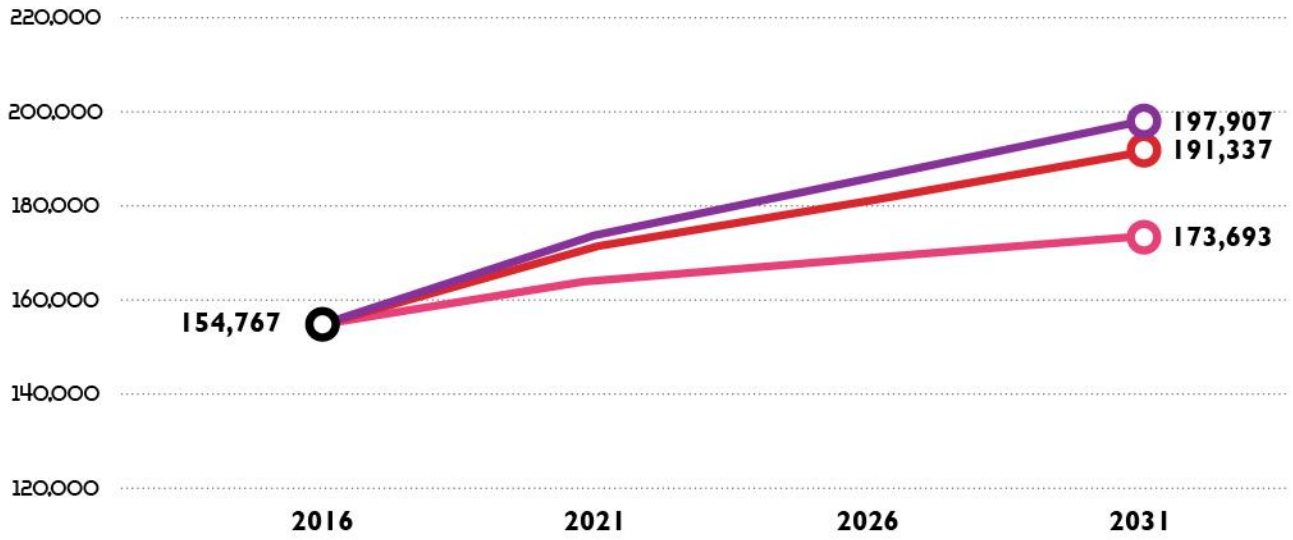
LIKELY

794 (3.0%)

CONSERVATIVE

554 (2.1%)

DOWNTOWN ATLANTA **EMPLOYMENT** FORECAST



AVERAGE ANNUAL GROWTH

AGGRESSIVE

2,876 (1.9%)

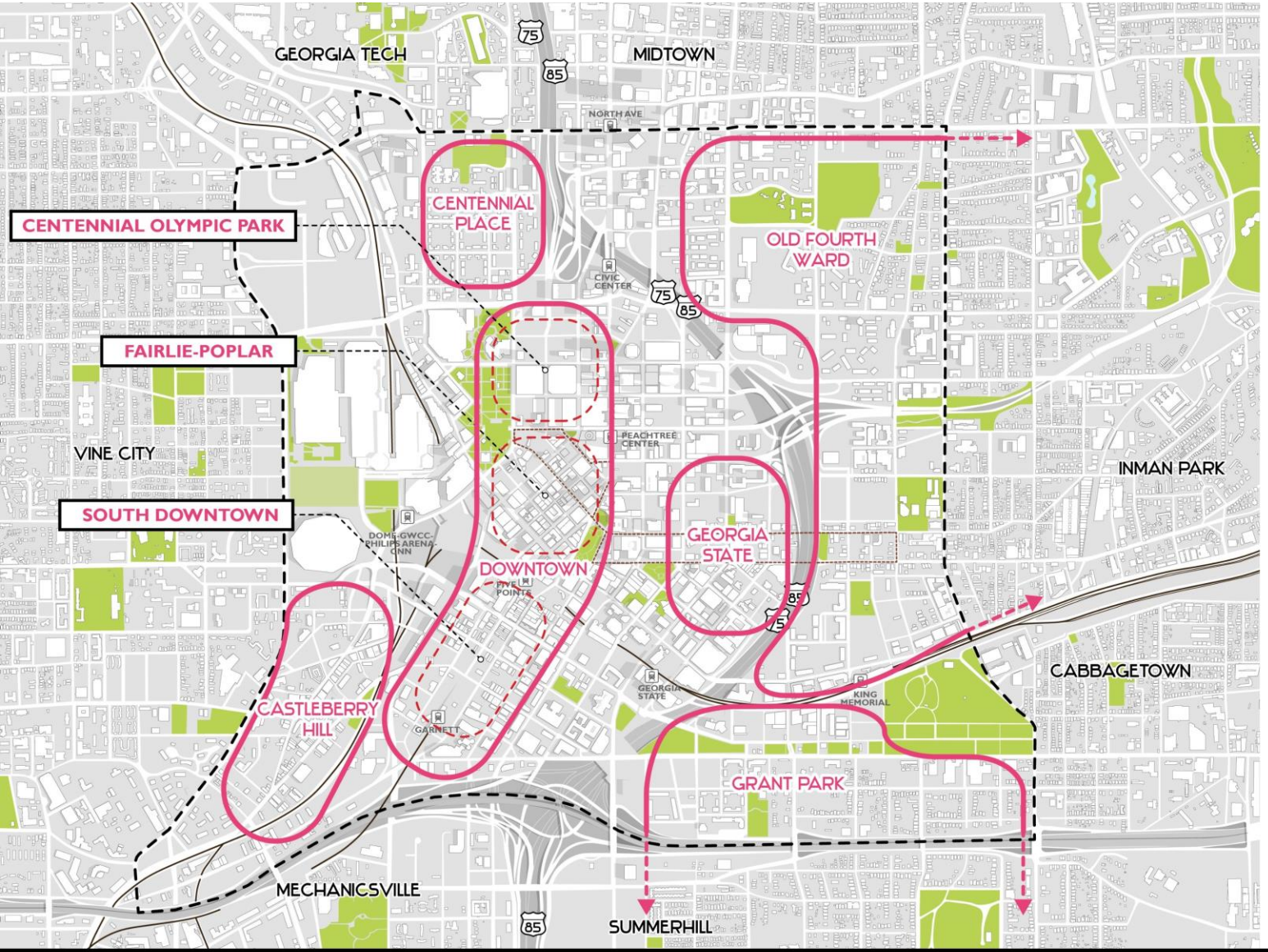
LIKELY

2,438 (1.6%)

CONSERVATIVE

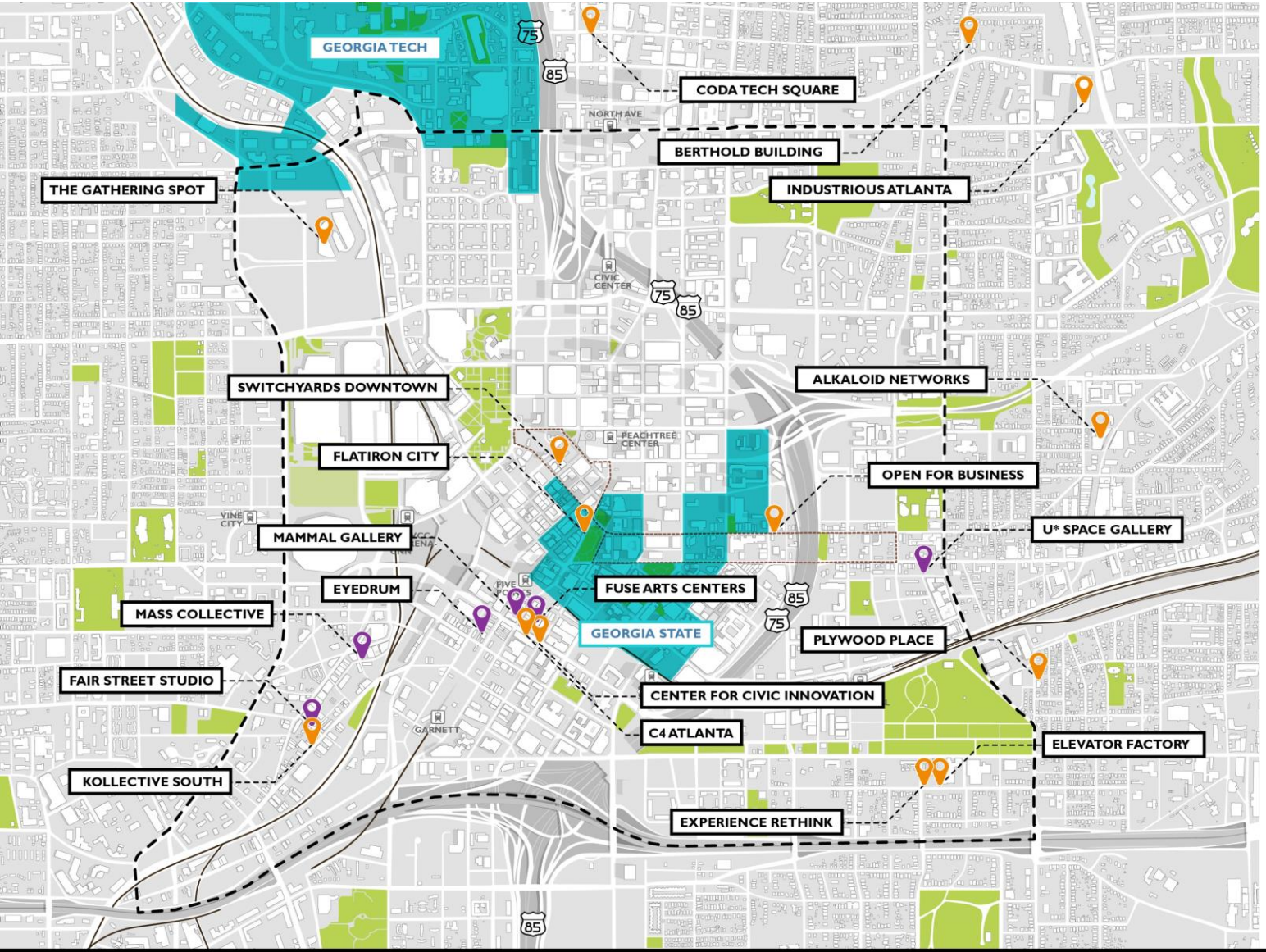
1,262 (0.8%)

Where can Downtown GROW as a neighborhood?



Supporting small and innovative businesses

The network of maker and co-working spaces

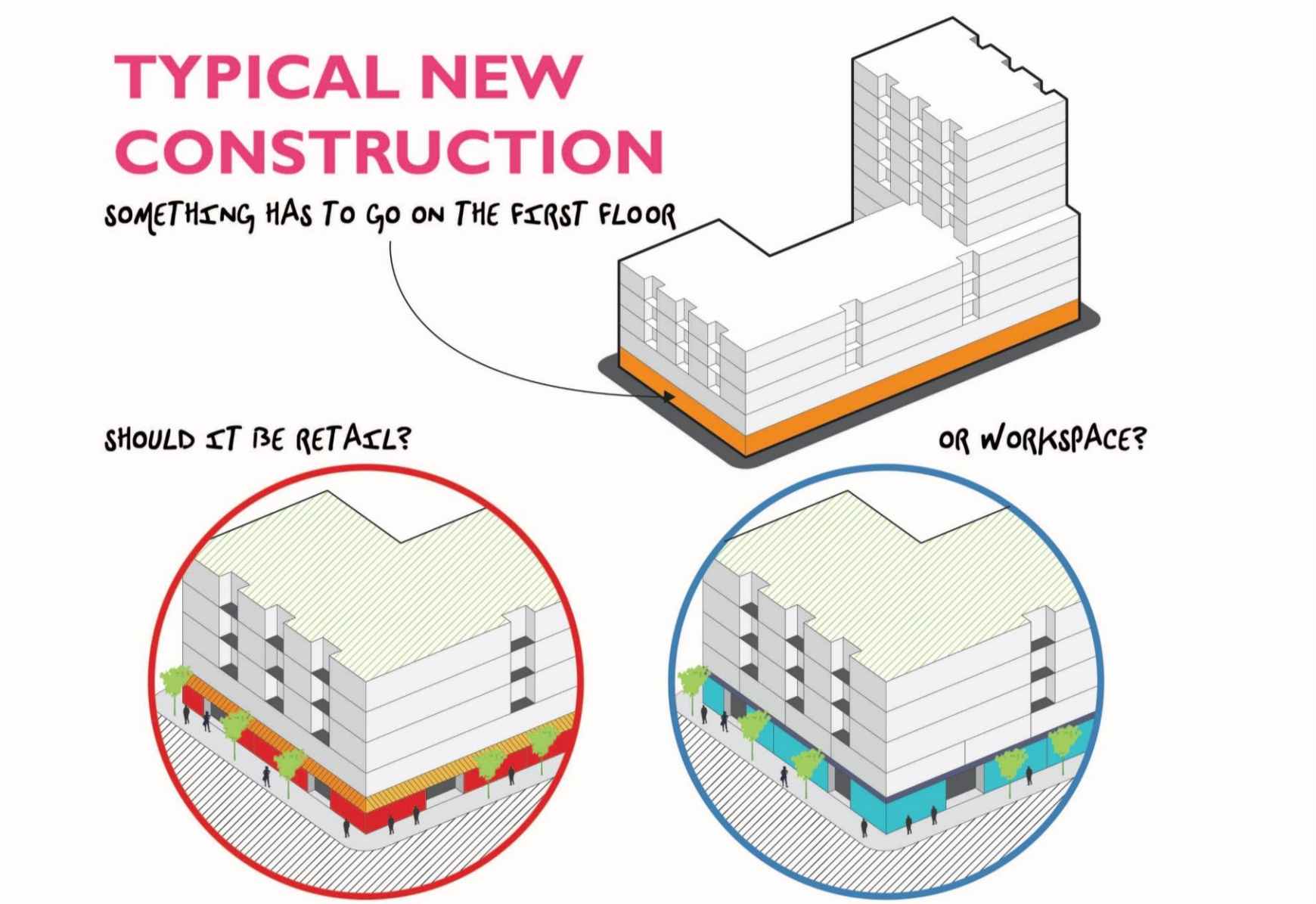


COWORKING/ MAKER SPACE

- STUDY AREA
- UNIVERSITY CAMPUS
- COWORKING SPACE
- ARTSPACE

0 0.125 0.25 0.5 MILES

MANAGING GROUND FLOOR USE



These goals are about humanizing the experience

UNCOVER, CELEBRATE AND PRESERVE DOWNTOWN'S HERITAGE
to ensure that new growth does not overwrite our history

GO BIG WITH THE SMALL STUFF to humanize Downtown

OFFER REAL CHOICE IN TRANSPORTATION to reduce traffic congestion and reliance on automobiles and create space for increased activity

Here are some examples of how other cities have helped to tell their stories…but also how they "connect the dots."

DEAD END
NEIGHBORHOOD

GREEN

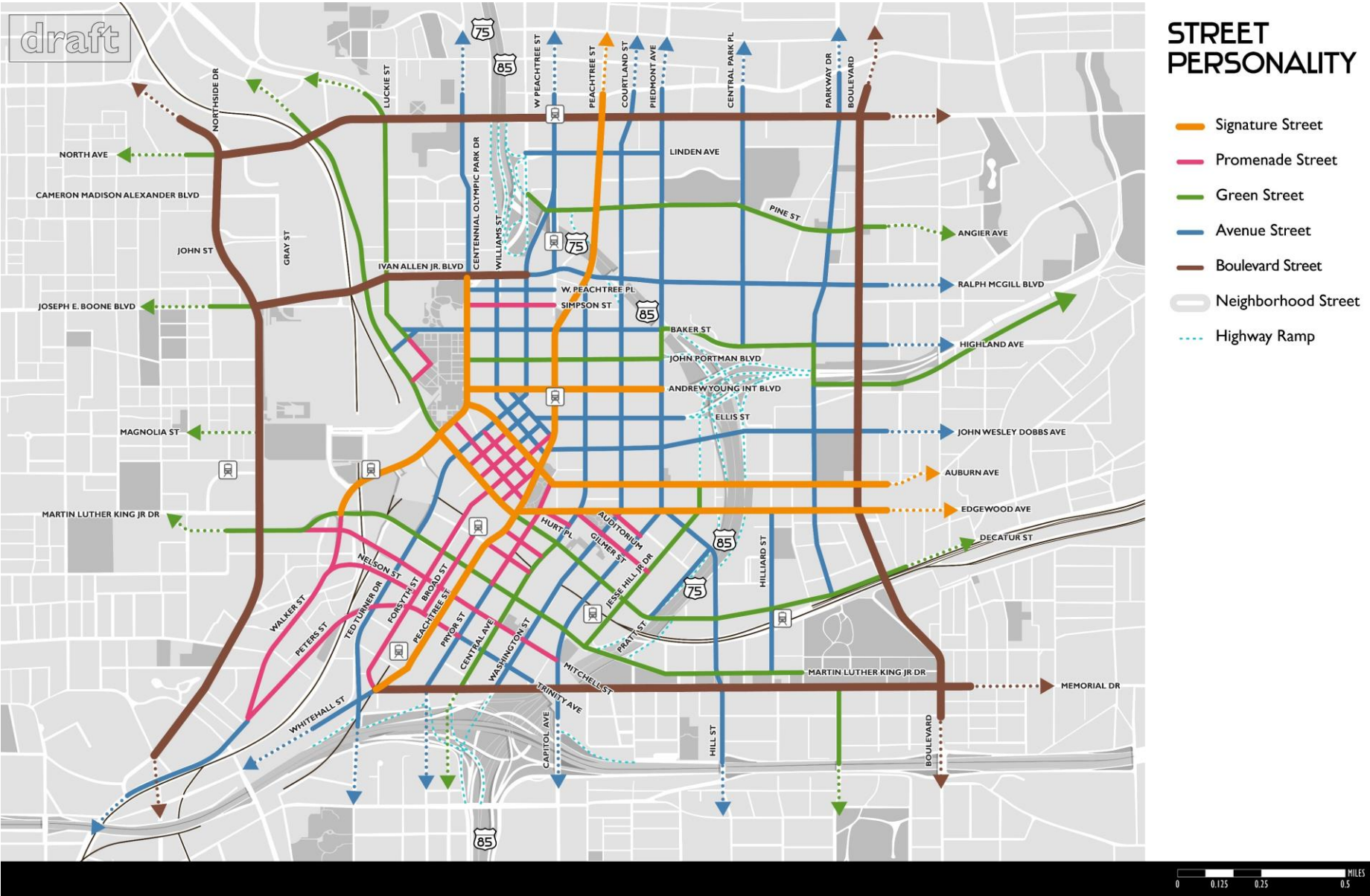
ROYAL
PROMENADE

AVENUE

ALDO
SIGNATURE

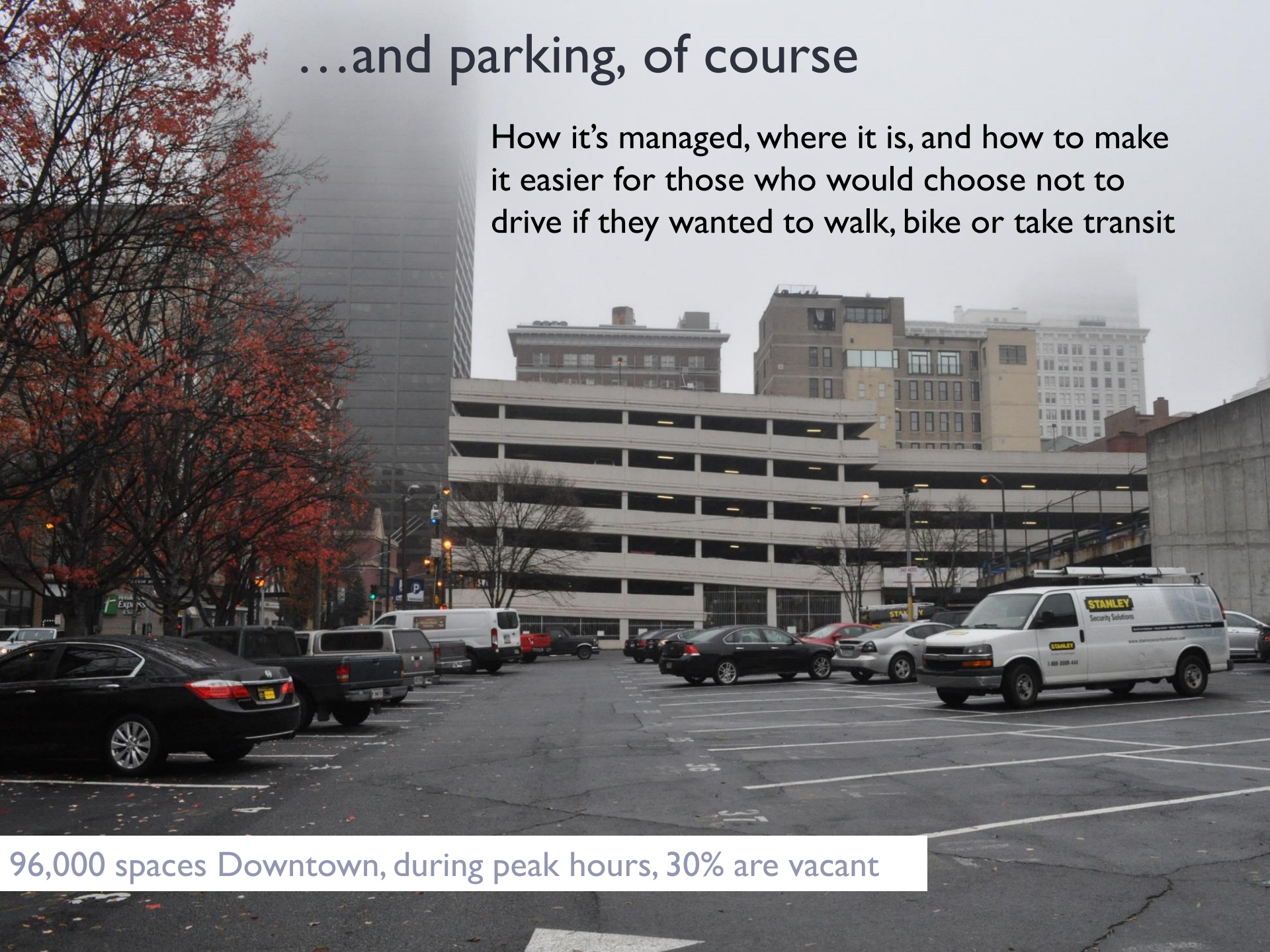
BOULEVARD

Streets designed to reflect their "personalities"



…and parking, of course

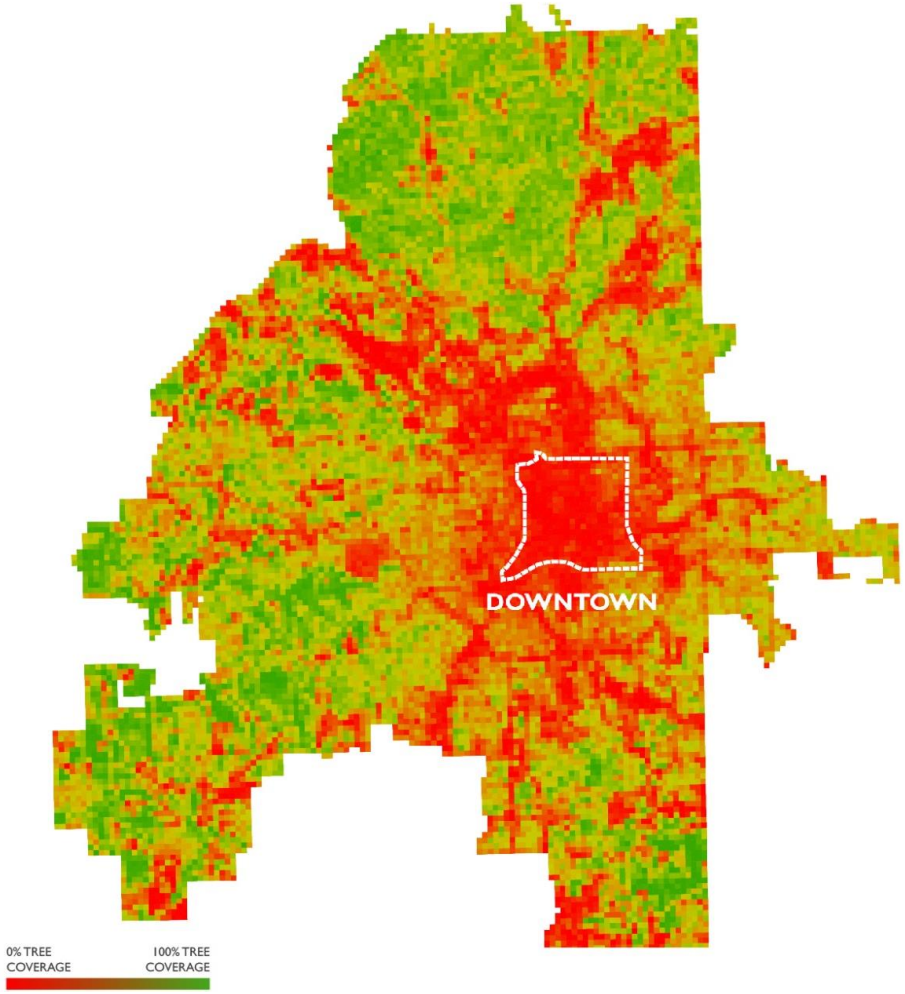
How it's managed, where it is, and how to make it easier for those who would choose not to drive if they wanted to walk, bike or take transit



96,000 spaces Downtown, during peak hours, 30% are vacant

The last goal is about greening Downtown

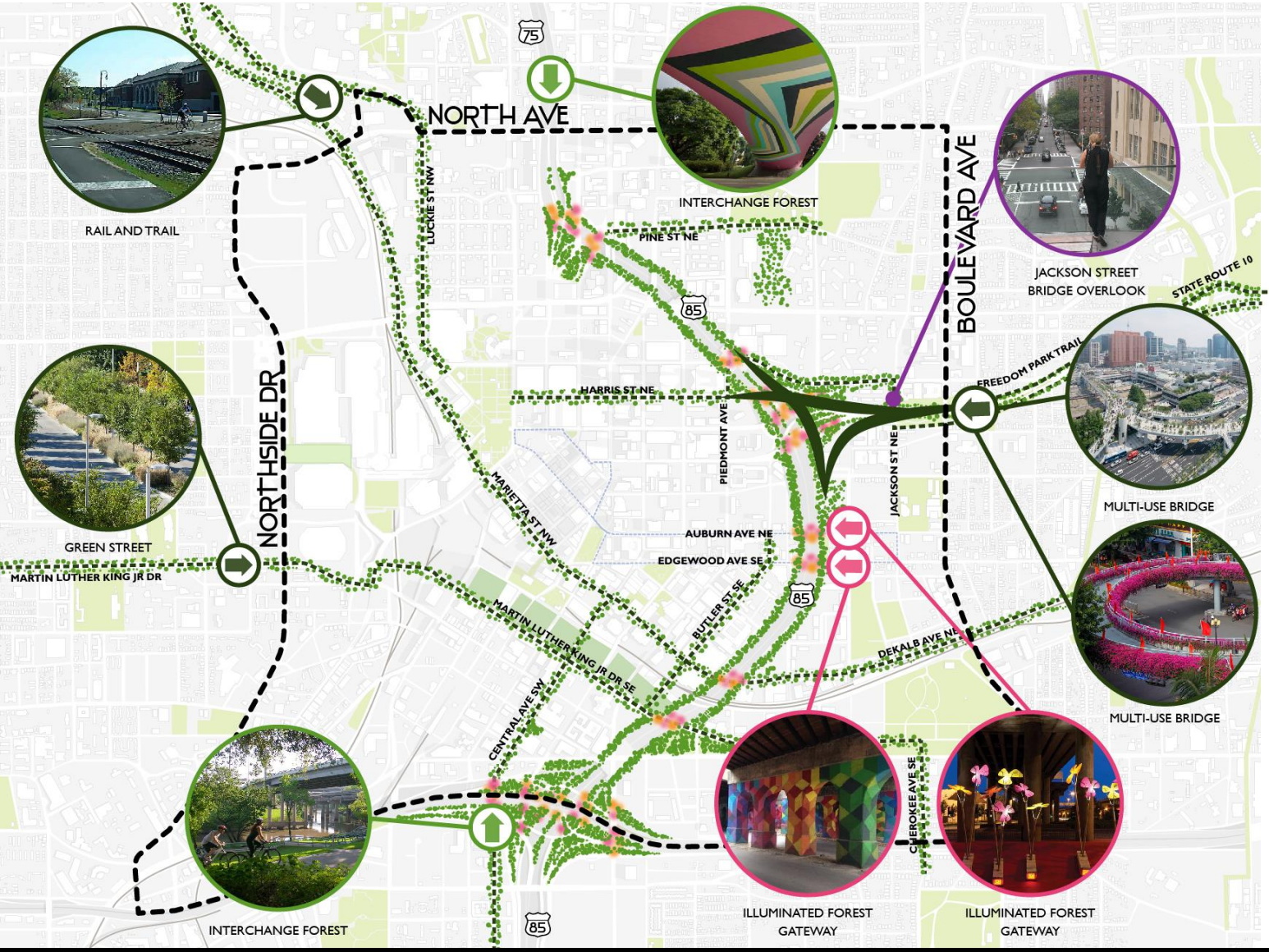
RESTORE THE FOREST IN THE CENTER OF THE CITY to improve air and water quality, create shade, and add beauty Downtown



DOWNTOWN ATLANTA MASTER PLAN

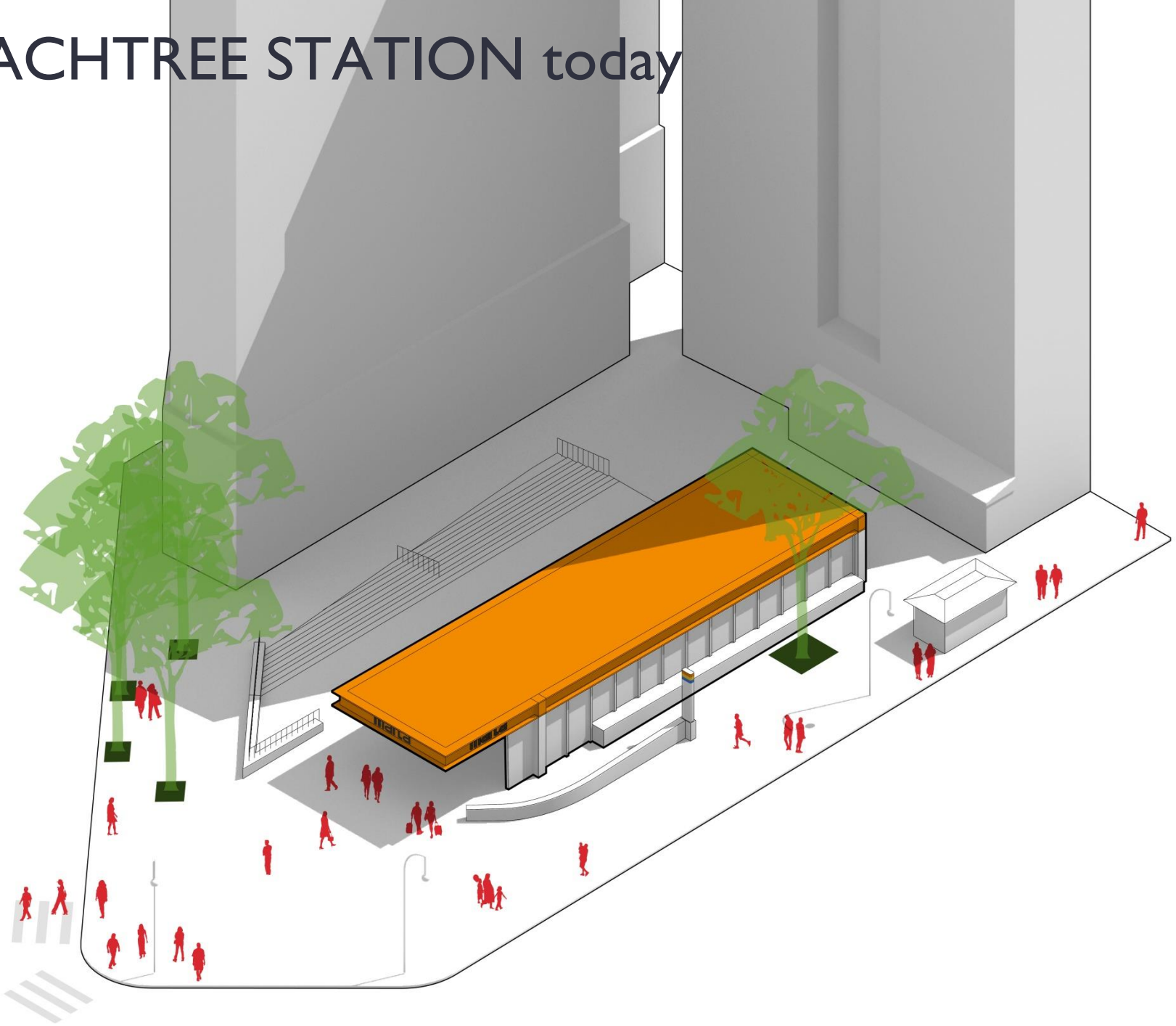
To address combined sewer overflows

And create greener gateways

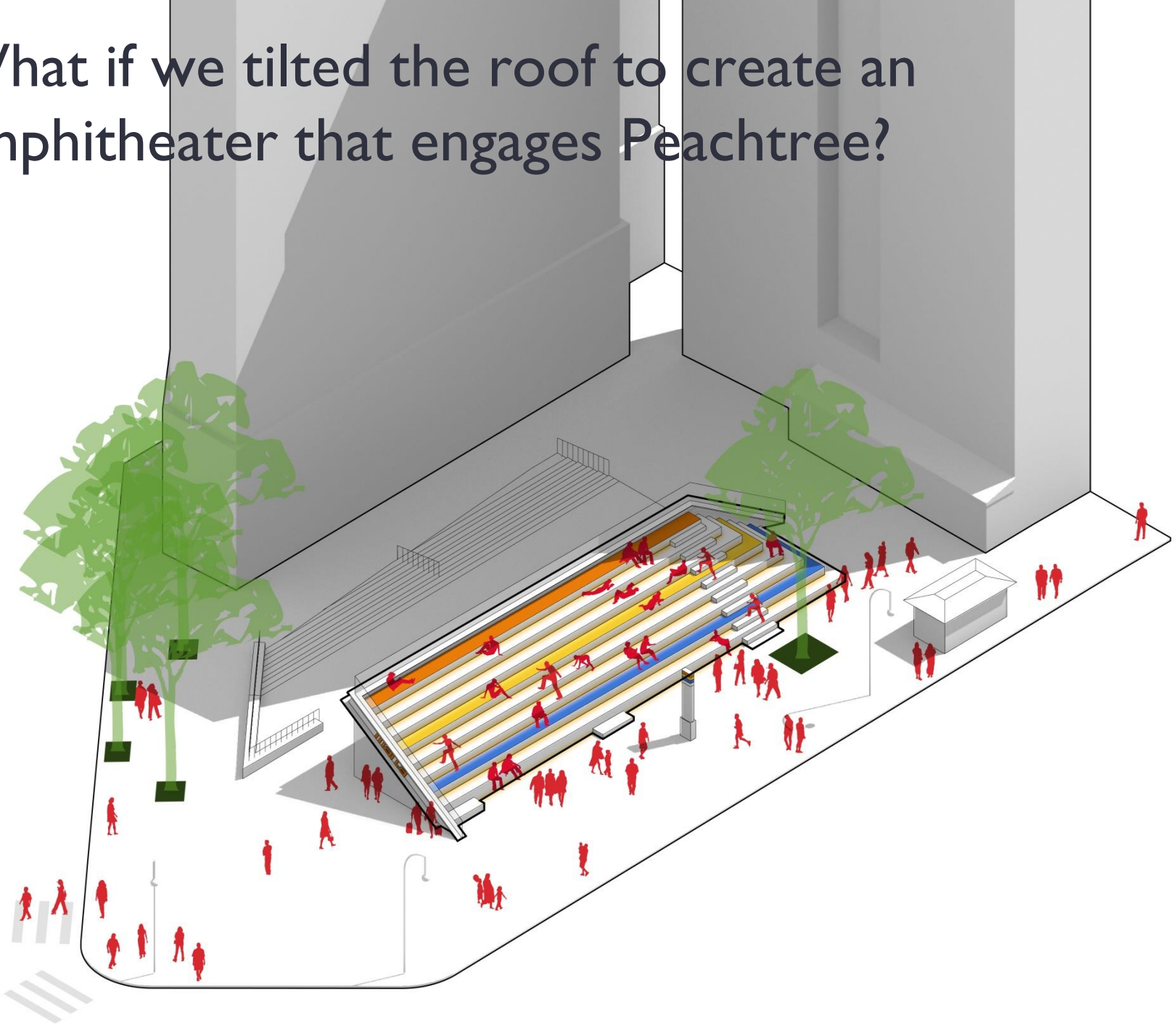


PEACHTREE STATION

PEACHTREE STATION today



What if we tilted the roof to create an amphitheater that engages Peachtree?



It could also be done with a lawn.

PLEASE MARK YOUR CALENDAR

JOIN US FOR OUR LAST PUBLIC MEETING

ATLANTA CENTRAL LIBRARY
1 MARGARET MITCHELL SQUARE NW
NEAR THE INTERSECTION OF FORSYTH ST AND PEACHTREE ST

3:00–7:00 PM
RECORDED PRESENTATION SHOWN EVERY HALF HOUR AND PUBLIC FEEDBACK STATIONS

LIVE PRESENTATION
AT 5:30 PM

FOLLOW THE PLANNING PROCESS ONLINE:

#planDowntownATL

facebook.com/PlanDowntownATL

www. planDowntownATL.com

@planDowntownATL

Program Updates

Atlanta council OKs bright lights in new district to energize Downtown

Becca J. G. Godwin

The Atlanta Journal-Constitution

12:19 p.m. .Thursday, June 22, 2017

Atlanta Arts & Entertainment District

The District is new, creatively and innovatively regulated advertising sign rights for private property owners that will power new public space programming. The new outdoor media will:

- Support Downtown as the preferred diverse and active market place for commerce and entertainment
- Create light, vitality and activity through multimedia signage and District-funded arts and culture programming
- Support commercial investment and enhance public gathering spaces
- Provide a marketing platform that helps make Atlanta a premier host city.

The District will be managed by ADID. Since the June adoption of Atlanta City Council legislation, work is underway

- To appoint representatives to the District Advisory Committee
- Establish a schedule and process for new sign permit applications

The Stitch: Connector Cap

Vision for a new urban neighborhood built on the underutilized space over and adjacent to the alignment of I-75/85.

Improves access to the MARTA Civic Center rail station and reconnects the street grid to create new public spaces and redevelopment opportunities.

Pre-development due diligence advancing in late 2017 to test the feasibility and develop a roadmap for implementation.

Atlanta Better Buildings Challenge

ABBC strives to reduce energy and water use by 20% by 2020.

Now in its 6th year, the Atlanta program is leading the national challenge and includes more than **599 buildings** throughout the city including Downtown, Midtown and Buckhead, totaling more than **114 million square feet.**

In 2016, the Challenge achieved over 17% in energy savings and 14% in water savings toward its goal.

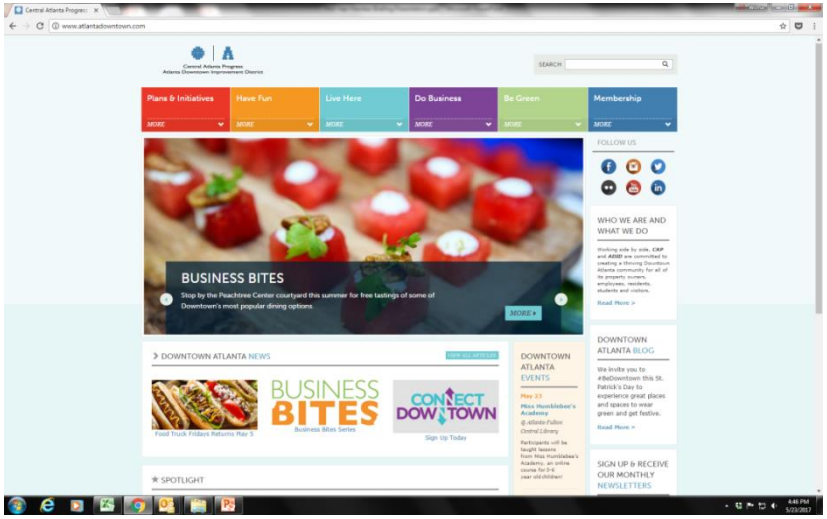
The challenge began in Downtown with CAP/ADID leadership and has grown to a region-wide program.

Marketing & Special Events

DYNAMIC DOWNTOWN

Marketing Reach

www.atlantadowntown.com
average monthly sessions: 82K



E-Newsletter

Average monthly open rate: 22%
13.25% - Industry Standard

facebook

@AtlantaDowntown
62,512 Likes

@DowntownAtlanta
45,100 Followers

YouTube

flickr

@DowntownAtlanta
37,400 Followers

Woodruff Park Programs

DYNAMIC DOWNTOWN

FREE PROGRAMS FREE PROGRAMS

SUMMER IN WOODRUFF PARK

THROUGH AUGUST

TUESDAYS | 12-12:30PM

Guided Meditation
by the Water Wall

WEDNESDAYS | 11AM – 2PM

Wednesdays in Woodruff
Live Music Performance
Reading Room

1ST AND 3RD THURSDAYS
+ 2ND SUNDAYS | 12-1PM

Park History Tour
Reading Room

SATURDAYS | 9-10AM

Vinyasa Yoga
Main Lawn

Woodruff Park Atl
WoodruffPark.com
/WoodruffPark @WoodruffPark

Program cancellation subject to rain, extreme weather, or park closures.
Check our Facebook or Instagram pages for day-of news about cancellations.

Food Truck Fridays

DYNAMIC DOWNTOWN

Making Fridays Great Again!

Every Friday through September 1st
11:00 am – 2:00 pm

Food TRUCKS BROAD ST PLAZA

Downtown Daffodil DASH

DYNAMIC DOWNTOWN

NEW for 2017
The Inaugural **Downtown Daffodil Dash**

What: **5K Race** through Downtown Atlanta to showcase daffodil planting sites and raise awareness of the **Downtown Daffodil Project**

When: **Saturday, November 11th at 8:00 a.m.**

Where: **Woodruff Park**

Registration opens August 1st

DAFFODIL DASH DOWNTOWN ATLANTA | 5K

Special Events

DYNAMIC DOWNTOWN

NEW for 2017

PeachFest on Broad Street

August 13th; 4 – 7 p.m.

Back for its 14th Anniversary

German Bierfest in Woodruff Park

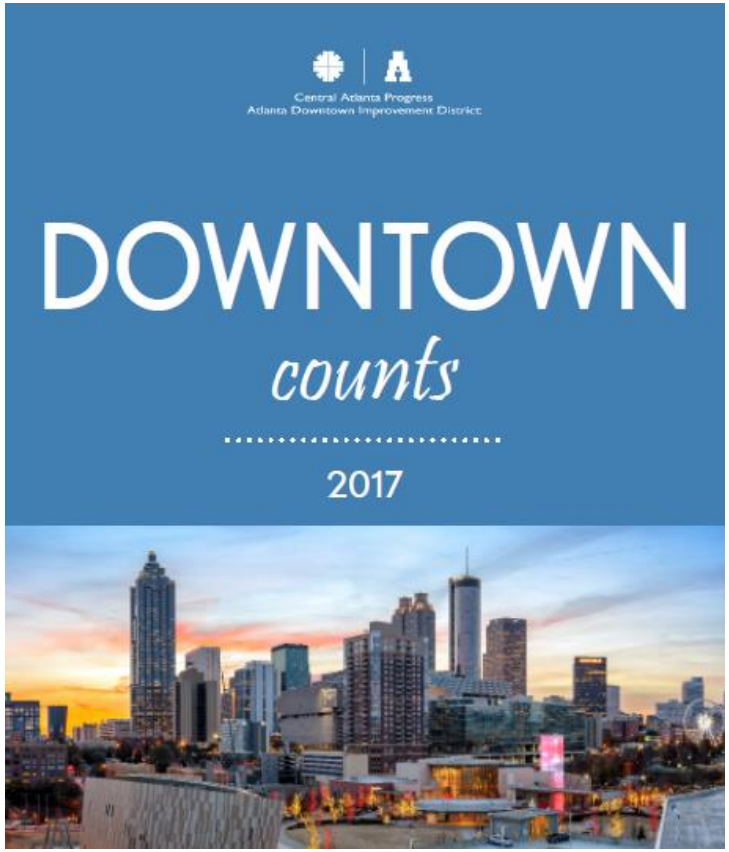
August 26th; 2 – 7 p.m.

Hot Topics

DYNAMIC DOWNTOWN

GeorgiaForward

COMMITTEE FOR A BETTER ATLANTA



GeorgiaForward

DYNAMIC DOWNTOWN

2017 Forum

September 28-29, 2017

Georgia World Congress Center
Presented by Bank of America

Annual gathering of thought leaders and idea generators from business, government and civil society of Georgia will explore and discuss emerging trends and the future prosperity of our state.

Don’t miss the opportunity for your voice to be heard as we collaborate to Define Georgia’s Prosperity.

Register at GeorgiaForward.org

CAP/ADID Downtown Platform

DYNAMIC DOWNTOWN

The following issues have been identified for their specific importance to protecting and nurturing the future growth, vibrancy and attractiveness of this critically important asset to the City of Atlanta, the metro region and the State of Georgia.

1. Ensure Atlanta's Vibrant Economy
2. Foster a Thriving and Equitable City For All Residents
3. Lead Innovative Solutions for Enhanced Access and Mobility
4. Bolster Commitment to Public Safety Initiatives
5. Promote Sustainable Development

COMMITTEE FOR A BETTER ATLANTA

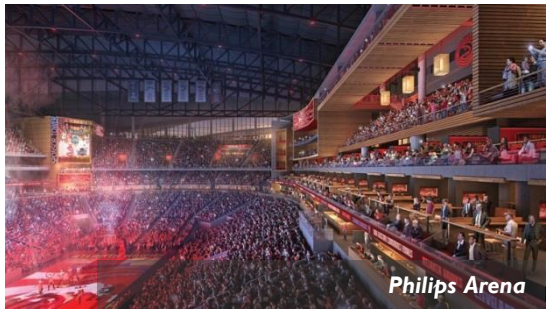
Real Estate Updates

DYNAMIC DOWNTOWN

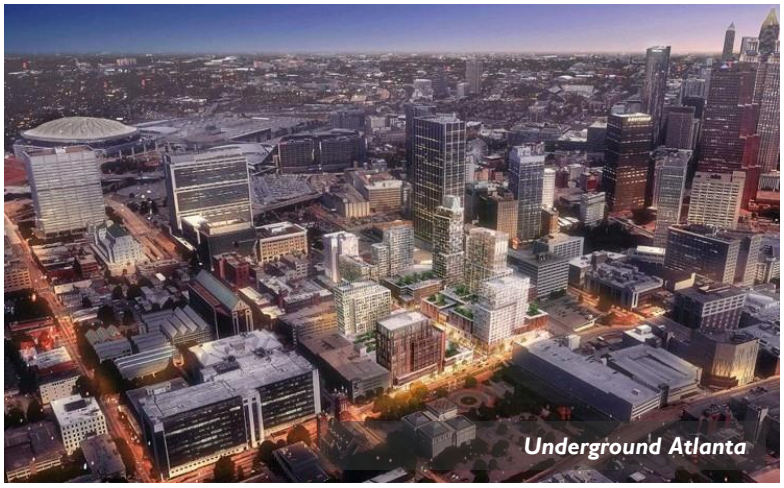
South Downtown Redevelopment

Mercedes-Benz Stadium

143 Alabama


Philips Arena

Grant Building


Underground Atlanta

Summerhill Redevelopment

Downtown Counts

- Demographic data and analysis for Downtown
  - Population/demographics
  - Real estate metrics
  - Visitor information
- Updated with real estate forecasts from the Downtown Market Study

Full report available on our website:
www.AtlantaDowntown.com/data

Key Takeaways

- Downtown is the region's **most urban environment** – the "city" in City of Atlanta
  - *26,850 population*
  - *154,000 jobs*
  - *34,000 students at Georgia State*
  - *Over 3 million hotel room nights demanded*
  - *18.5 million s.f. in commercial space*
  - *895 retail shops, eateries, and bars*
  - *9 MARTA stations*
  - *15 million visits annually to Downtown.*

- Downtown is experiencing **once in a generation rate of growth**
  - *Development pipeline of over $4.3 billion in new projects*

- Downtown Core has the potential to see **significant population and employment growth** over the next fifteen years
  - *Potential to add over 15,000 residents and 30,000 jobs*
  - *Will need the right tools to ensure an improving urban experience for future users*

QUESTION & ANSWER

DYNAMIC DOWNTOWN

AtlantaDowntown.com

Newsletter | Events | Data
Calendars | Initiatives
Maps | Membership

CENTRAL ATLANTA PROGRESS
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