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
Scott Taylor
President and CEO
Welcome New Members

[Logos of various companies and organizations]
Welcome New Members
Public Safety Briefing

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

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

**Date Range:** Jan 1 to June 30

- **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

*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](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.*
Downtown Safety Report

ADID AREA MONETARY SOLICITATION ACTIVITY • 2017 6-MONTH

- 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

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
DOWNTOWN ATLANTA IN CONTEXT

ATLANTA
3.6 sq mi

DOWNTOWN POP: 26,850
POP DENSITY: 7,500/sq mi
# OF JOBS: 154,750

PHILADELPHIA
2.3 sq mi

DOWNTOWN POP: 63,500
POP DENSITY: 27,600/sq mi
# OF JOBS: 286,400

CHATTANOOGA
2.1 sq mi

DOWNTOWN POP: 3,700
POP DENSITY: 1,760/sq mi
# OF JOBS: 45,700

NASHVILLE
1.8 sq mi

DOWNTOWN POP: 8,300
POP DENSITY: 4,600/sq mi
# OF JOBS: 57,200

DALLAS
1.4 sq mi

DOWNTOWN POP: 9,000
POP DENSITY: 6,400/sq mi
# OF JOBS: 135,000

GREENVILLE
0.75 sq mi

DOWNTOWN POP: 5,100
POP DENSITY: 6,850/sq mi
# OF JOBS: 25,450
RESEARCH SPECIFIC TO DOWNTOWN

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

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!)
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 ENTREPRENEURIAL AND ECONOMIC CENTER of the region
WHAT'S UNDER CONSTRUCTION, or planned?

AGGRESSIVE
1,338 (5.0%)

LIKELY
794 (3.0%)

CONSERVATIVE
554 (2.1%)

DOWNTOWN ATLANTA POPULATION FORECAST

<table>
<thead>
<tr>
<th>Year</th>
<th>Aggressive</th>
<th>Likely</th>
<th>Conservative</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>26,850</td>
<td>35,154</td>
<td>38,754</td>
</tr>
<tr>
<td>2021</td>
<td>46,914</td>
<td></td>
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</table>

DOWNTOWN ATLANTA EMPLOYMENT FORECAST

<table>
<thead>
<tr>
<th>Year</th>
<th>Aggressive</th>
<th>Likely</th>
<th>Conservative</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>154,767</td>
<td>173,693</td>
<td>191,337</td>
</tr>
<tr>
<td>2021</td>
<td>197,907</td>
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<td></td>
</tr>
</tbody>
</table>

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
MANAGING GROUND FLOOR USE

TYPICAL NEW CONSTRUCTION

SOMETHING HAS TO GO ON THE FIRST FLOOR

SHOULD IT BE RETAIL?

OR WORKSPACE?
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.”
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
To address combined sewer overflows
And create greener gateways
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

WEDNESDAY, SEPTEMBER 13

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

Marketing Reach
www.atlantadowntown.com
average monthly sessions: 82K

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

@AtlantaDowntown
62,512 Likes

@DowntownAtlanta
45,100 Followers

@DowntownAtlanta
37,400 Followers
Woodruff Park 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

Program conditions subject to weather or other closures.

Check our Facebook or Instagram pages for daily updates.

AtlantaDowntown.com
Food Truck Fridays

Making Fridays Great Again!

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

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

Georgia Forward

COMMITTEE FOR A BETTER ATLANTA

DOWNTOWN counts
2017
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

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
Real Estate Updates

South Downtown Redevelopment

Mercedes-Benz Stadium

143 Alabama

Philips Arena

Underground Atlanta

Summerhill Redevelopment

Grant Building
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