

#### **TEAM**



#### **SCHEDULE**





#### "DOWNTOWN" is defined here as a large, 4 square mile area

It includes the traditional Downtown core and surrounding neighborhoods.



#### STUDY AREA

Source: City of Atlanta, Interface Studio









---- STREET CAR

#### DOWNTOWN ATLANTA IN CONTEXT

# OF JOBS: 57,200



# OF JOBS: 135,000

# OF JOBS: 25,450

## DOWNTOWN ATLANTA MASTER PLAN

#### WHY NOW?

Downtown Atlanta is poised to take advantage of:





**\$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.

#### PUBLIC PROCESS TO DATE



## FACE TO FACE

--- 922 DIFFERENT PEOPLE IN 77 SESSIONS (since December, not including Market Study or Transportation Plan)

~400 FROM MARCH OPEN HOUSE

~335 FROM CAP OUTREACH



ON THE WEB 2,869 SURVEY RESPONDENTS!!!

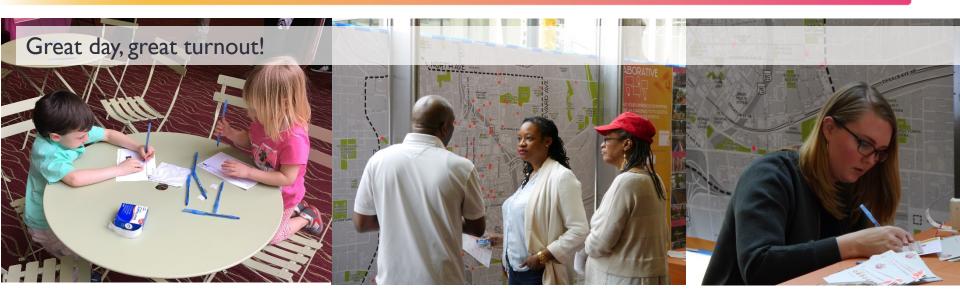
http://www.planDowntownATL.com

WEB ANALYTICS

12,870 SESSIONS
--- 9.090 USFRS



## OPEN HOUSE





#### **COLLABORATIVE MAP, 271 RESPONSES**

#### **TELL US ABOUT DOWNTOWN**

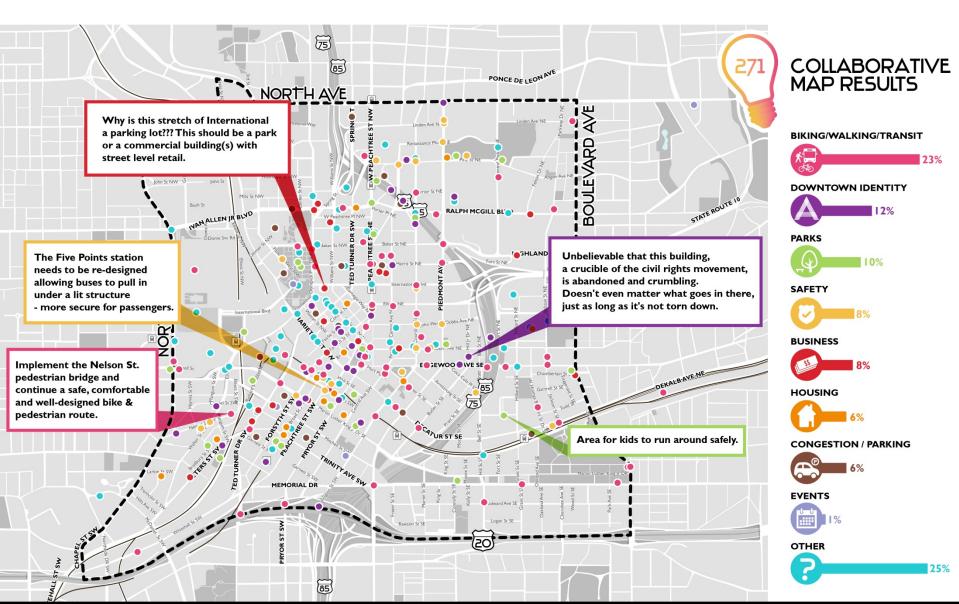






## OPEN HOUSE

#### **COLLABORATIVE MAP, 271 RESPONSES**

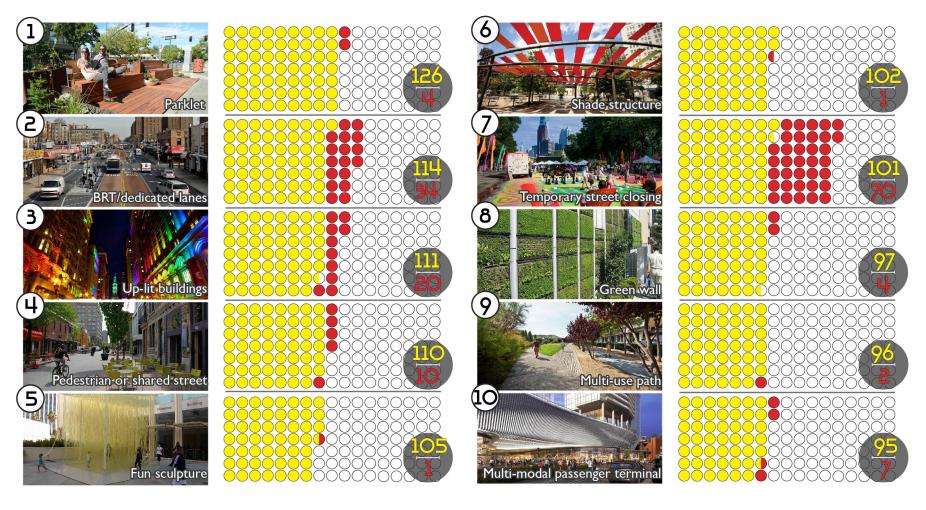


## OPEN HOUSE THUMBS UP/THUMBS DOWN 🖒



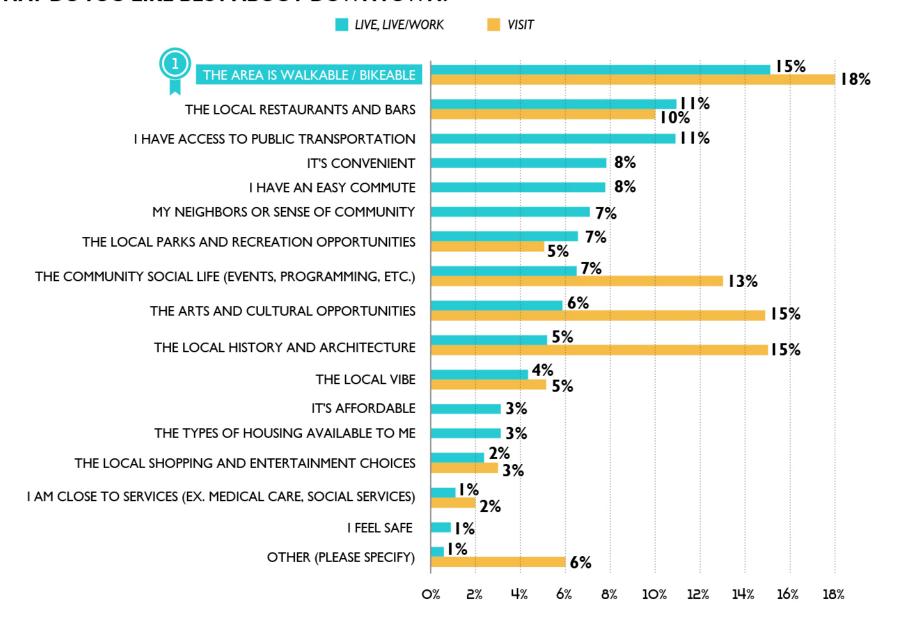


#### TOP TEN IDEAS



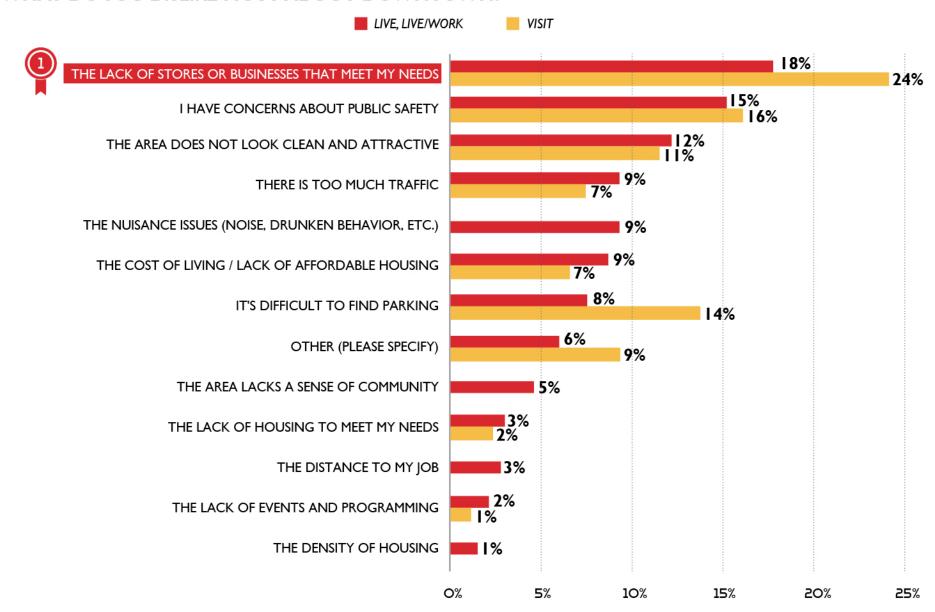


#### WHAT DOYOU LIKE BEST ABOUT DOWNTOWN?



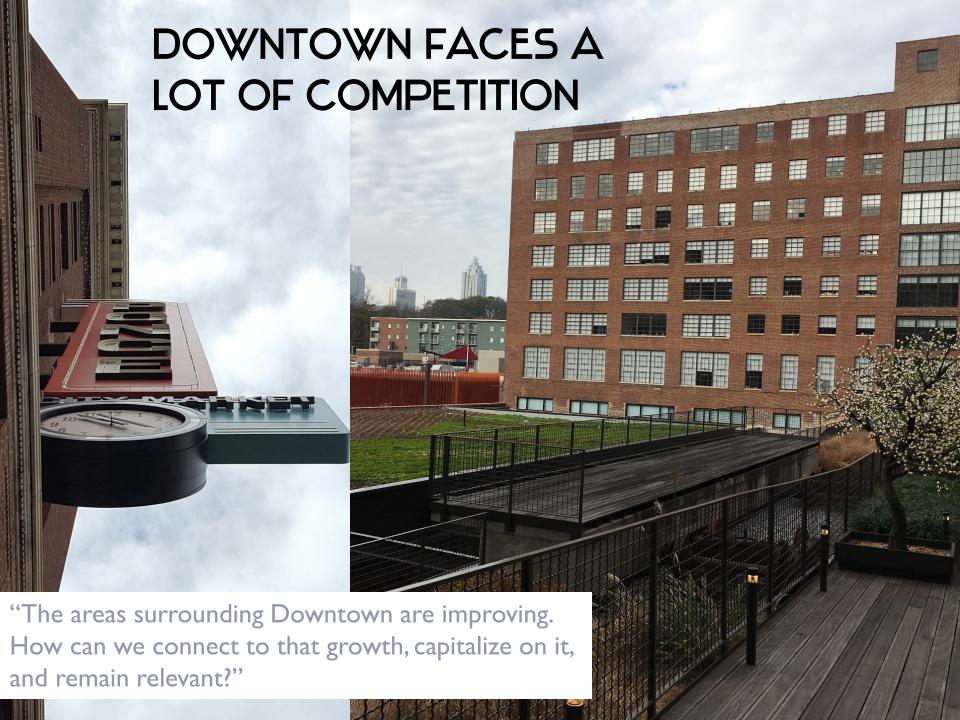
## SURVEY

#### WHAT DOYOU DISLIKE MOST ABOUT DOWNTOWN?



# DOWNTOWN TODAY





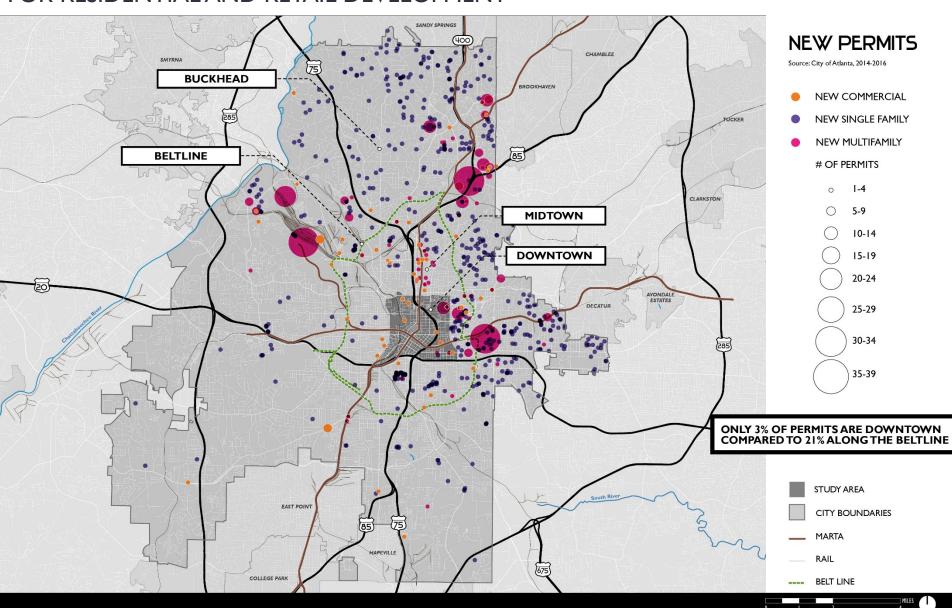
#### THERE IS A LOT OF INVESTMENT DOWNTOWN

\$2B in investment under construction, \$2.4B in investment planned



#### BUT, OTHER AREAS OUTPACE DOWNTOWN

#### FOR RESIDENTIAL AND RETAIL DEVELOPMENT





#### Lots of people nearby but few in the core of Downtown

There are about 26,500 people Downtown (including ~5,200 students in dorms). The core of Downtown represents about 18% of the total population.



## OPEN HOUSE



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!

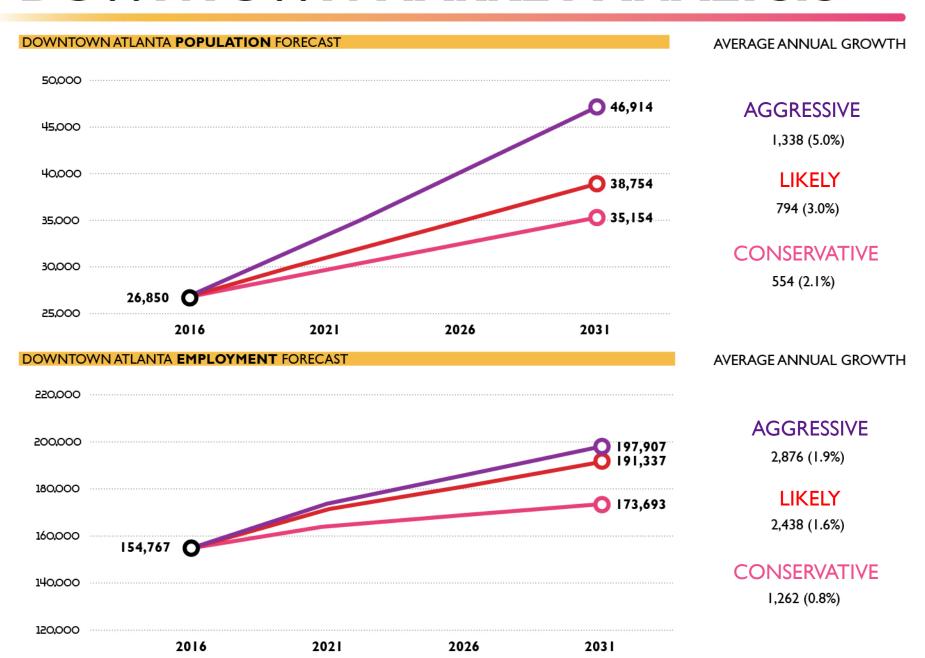
Grocery store the Centennial Park.

Lots more residents.

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



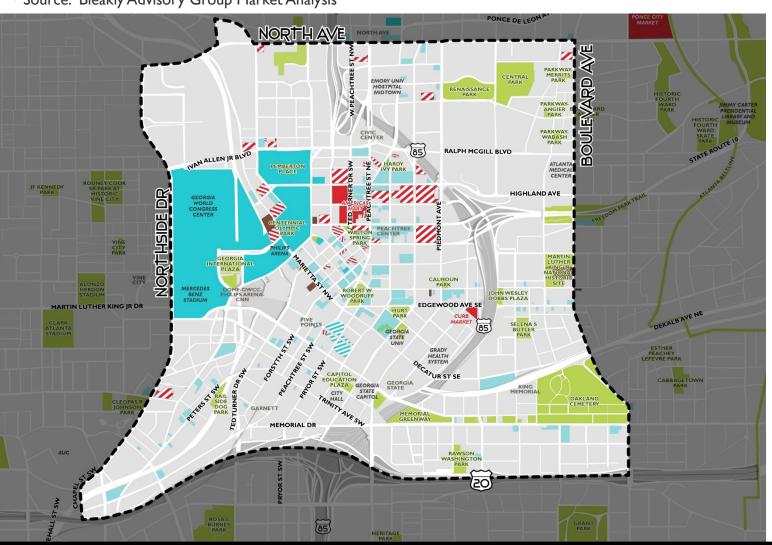
## DOWNTOWN MARKET ANALYSIS



## And then there are ALL OF THE VISITORS

Downtown has 11,500 rooms currently and 2,150 additional rooms planned; in 2016, occupancy averaged 72%\* or more than 8,000 guests per night

\* Source: Bleakly Advisory Group Market Analysis



#### ENTERTAINMENT HOTEL TOURISM

Source: City of Atlanta, Interface Studio Field Survey, Feb 2017, Bleakley Advisory Group

HOTEL

ENTERTAINMENT

PARK / CEMETERY

MUSEUM

MARKET

RESTAURANT / BAR

IN 2015

9. 4 MILLION TICKETED EVENTS

12. 9 MILLION TOTAL ATTENDANCE



BOUNDARY

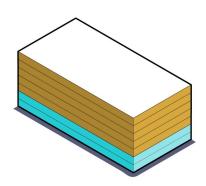


HIGHWAY



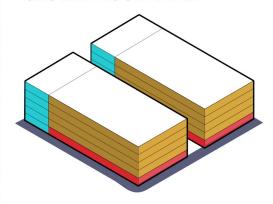
## WHAT'S HOLDING DOWNTOWN BACK?

#### A: MIDRISE RENTAL APARTMENT ON A PARKING PODIUM



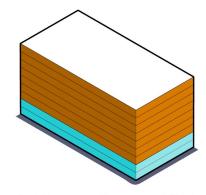
- Site: 1.5 acres, Centennial Park District
- 150 units 5 stories on two-level parking podium

#### B: MIDRISE RENTAL APARTMENT WITH GROUND FLOOR RETAIL



- Site: 3 acres, Garnett Station
- 180 units 4 stories over ground floor retail with connected parking deck

#### C: NEW LIMITED SERVICE HOTEL WITH STRUCTURED PARKING



- Site: I-I.5 acres, Centennial Park District
- 164 Rooms
   7-8 stories over two-level parking deck

# Residential Hotel

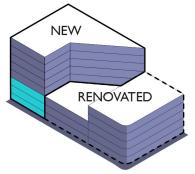
Retail
Office

Parking

#### D: OFFICE RENOVATION

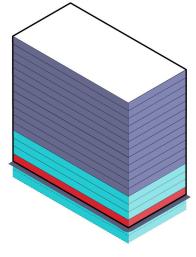
 Site: 143 Alabama, South Downtown

 Renovation of 95,000 SF building and new 90,000 SF tower with structured parking



#### E: NEW OFFICE BUILDING

- Site: I.5 acres, Centennial Park District
- 12 stories of office over 6 floors of parking (2 below ground), ground floor retail

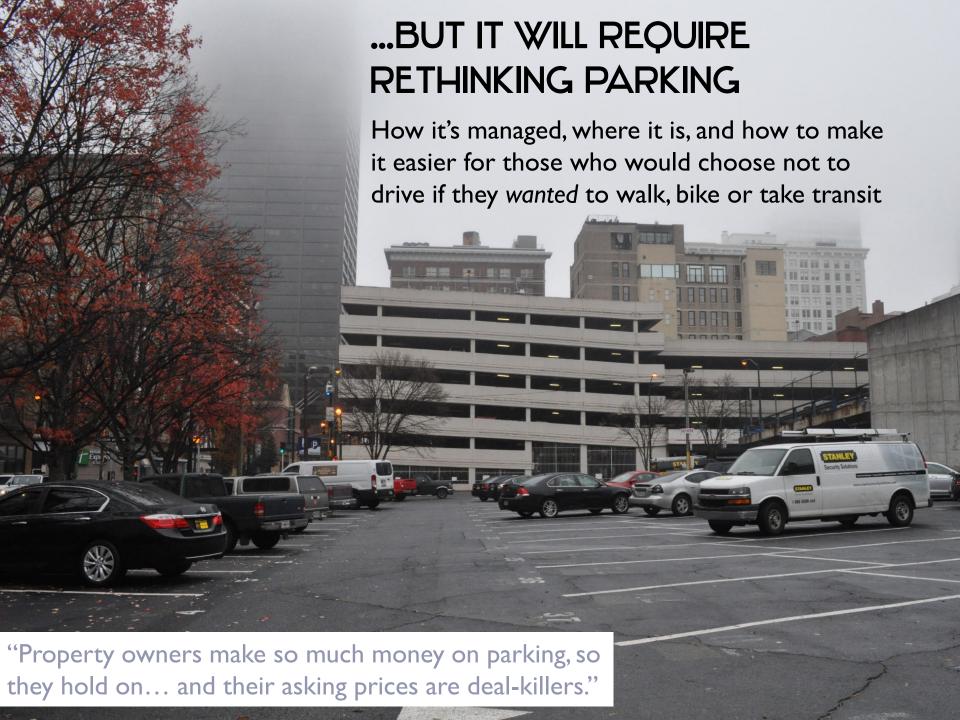


Source: Bleakly Advisory Group Market Analysis

## THE DOWNTOWN MATH PROBLEM

High land and development costs and lower rents make it difficult to develop without subsidy

	HIGH LAND COSTS	HIGH DEVELOPMENT COSTS	MID-LEVEL RENTS	VIABILITY
A: MIDRISE RENTAL APARTMENT ON A PARKING PODIUM Centennial Park District	X	X	X	viable with subsidy
B: MIDRISE RENTAL APARTMENT WITH GROUND FLOOR RETAIL + PARKING South Downtown		X	X	viable with subsidy
C: NEW LIMITED SERVICE HOTEL WITH STRUCTURED PARKING Centennial Park District	X	X		VIABLE
D: OFFICE RENOVATION WITH STRUCTURED PARKING South Downtown		X	X	viable with subsidy
E: NEW OFFICE BUILDING WITH GROUND FLOOR RETAIL + PARKING Centennial Park District	X	X	X	not viable
Source: Bleakly Advisory Group Market Analys	is			



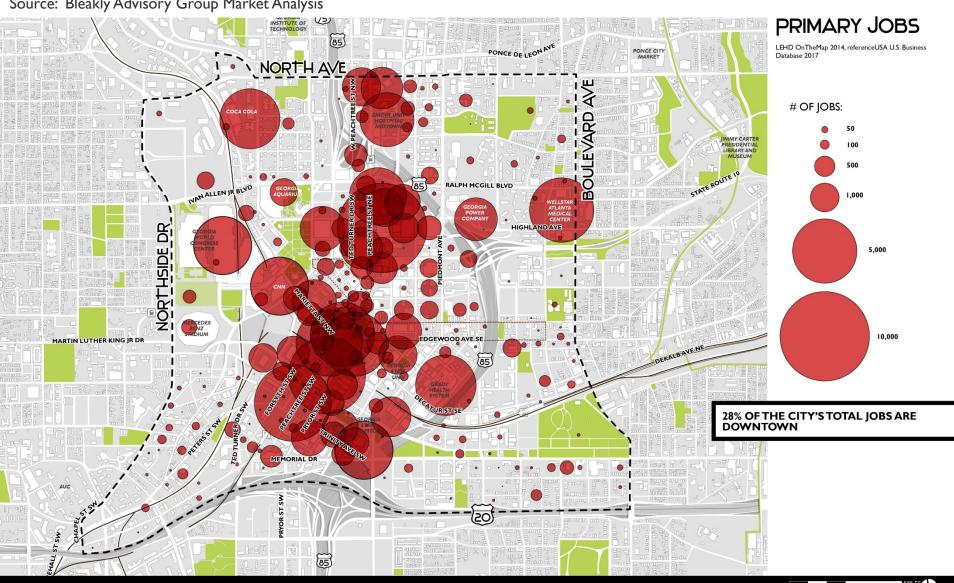
## **EXISTING PARKING: 95,000 SPACES**



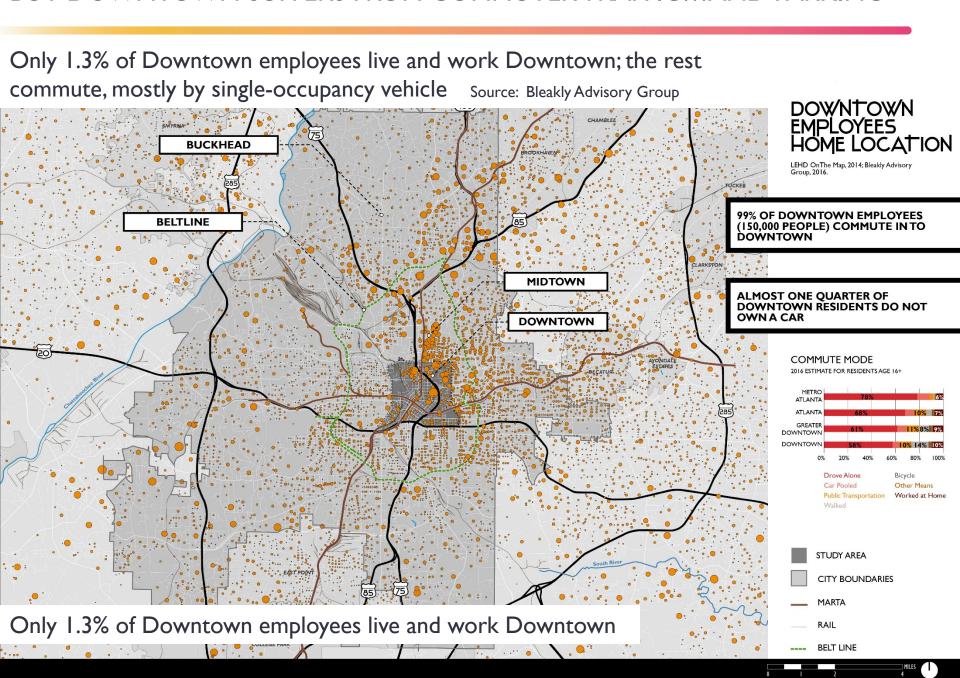
## Downtown benefits from LOTS OF JOBS

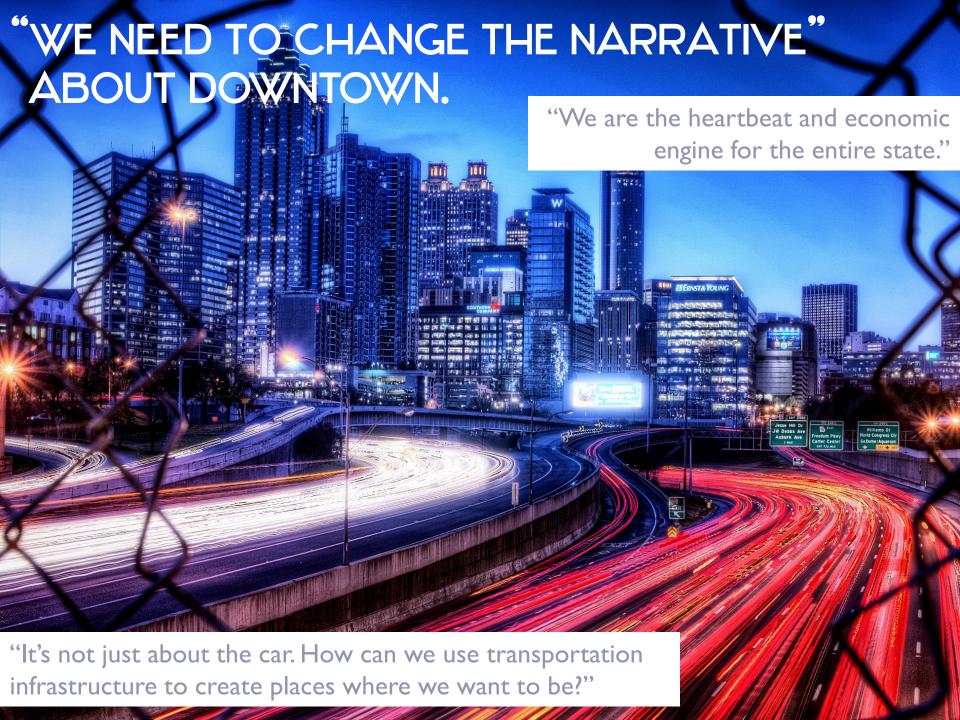
Downtown is home to 152,500 jobs; ~1/4 are in government/public administration

Source: Bleakly Advisory Group Market Analysis



#### BUT DOWNTOWN SUFFERS FROM COMMUTER TRAFFIC...AND PARKING

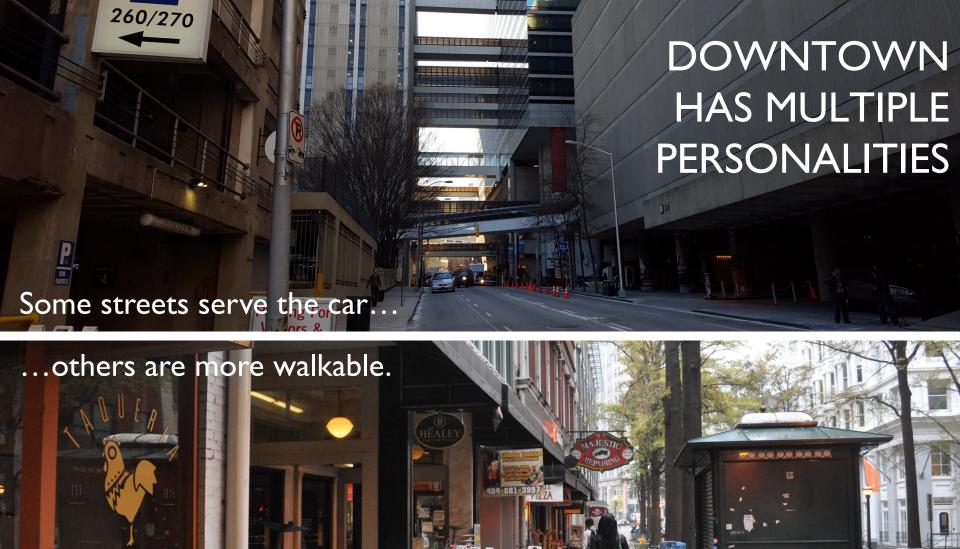




#### AMBASSADORS help people feel safe

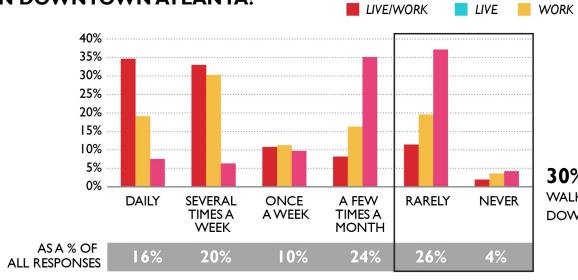






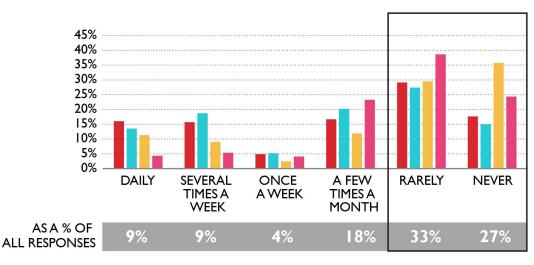


#### ONCE IN DOWNTOWN, HOW OFTEN DO YOU WALK AROUND TO DESTINATIONS IN DOWNTOWN ATLANTA?



**30%** OF RESPONDENTS DO NOT (OR ONLY RARELY) WALK TO DESTINATIONS ONCE THEY ARE ALREADY DOWNTOWN

## HOW OFTEN DO YOU BICYCLE OR TAKE TRANSIT EITHER WITHIN DOWNTOWN OR ORIGINATING IN DOWNTOWN?



**60%** OF RESPONDENTS DO NOT (OR ONLY RARELY)
BIKE OR TAKE TRANSIT WITHIN OR FROM DOWNTOWN

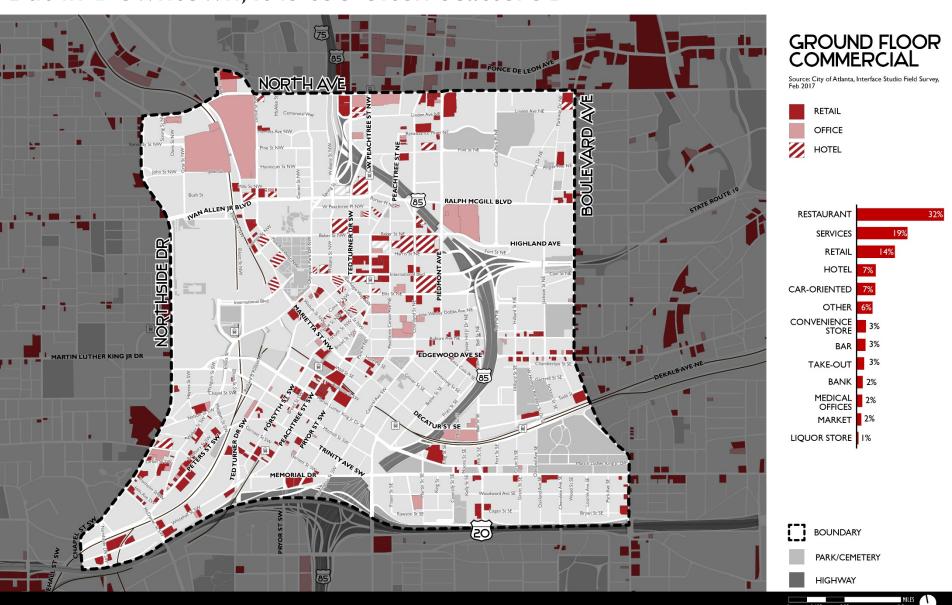
## SURVEY

#### HOW FAR ARE YOU WILLING TO WALK FROM YOUR CAR TO YOUR DESTINATION?



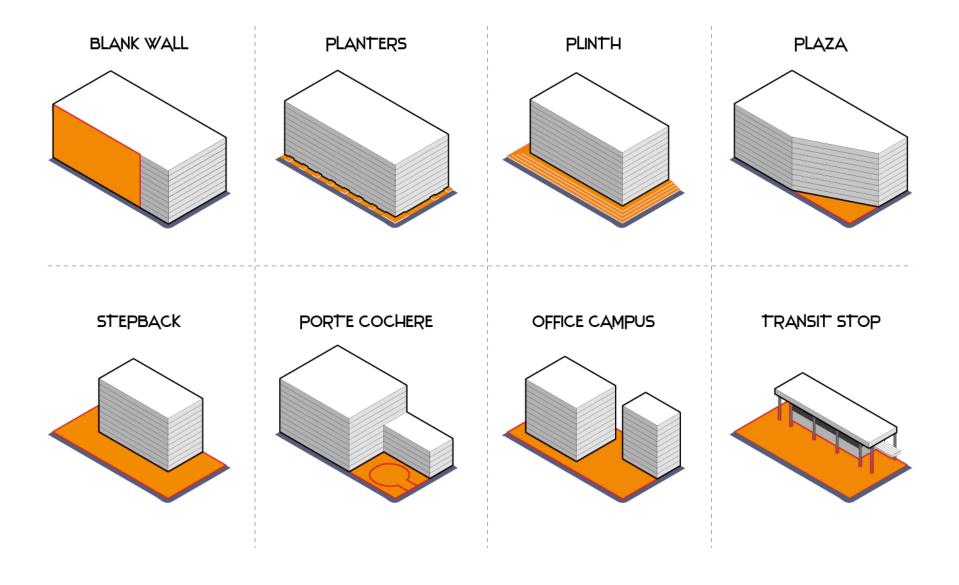
#### **GROUND FLOOR RETAIL IS KEY**

#### But in Downtown, it is too often scattered



# IN ADDITION, THERE ARE TOO MANY "DEAD ZONES" THAT MAKE DOWNTOWN STREETS FEELS LESS ACTIVE

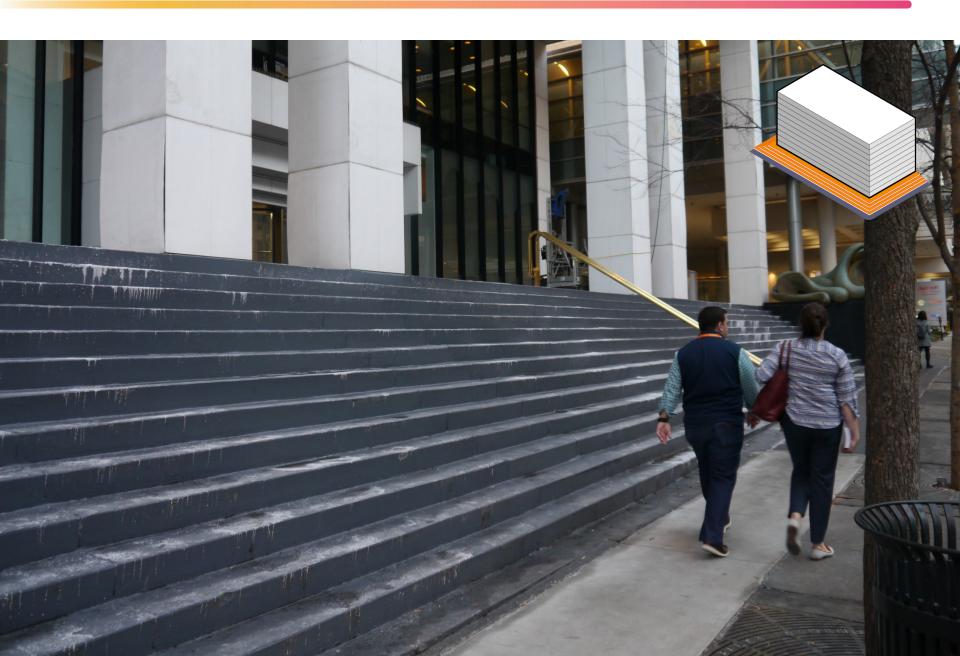
Here are a few examples



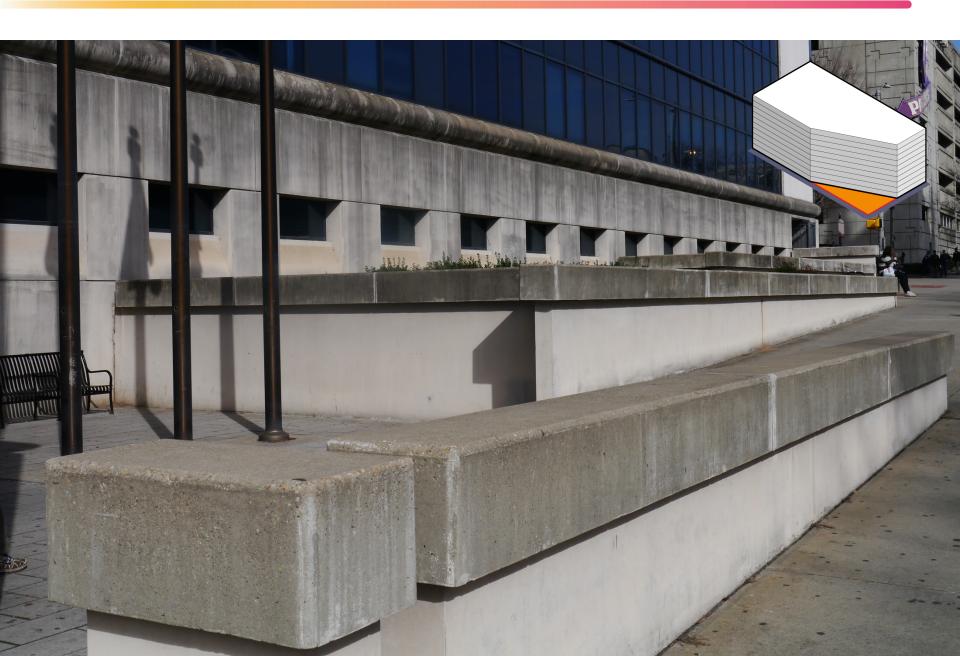
### Blank wall



## "Plinth"



# "Plaza"









"Transit friendly" is about tackling spaces like this so they are welcoming for all riders





### SURVEY

#### WHICH TRANSPORTATION IMPROVEMENTS WOULD YOU PRIORITIZE FOR DOWNTOWN?



PEDESTRIAN ENHANCEMENTS
NEW CROSSWALKS AND UPGRADED SIDEWALKS



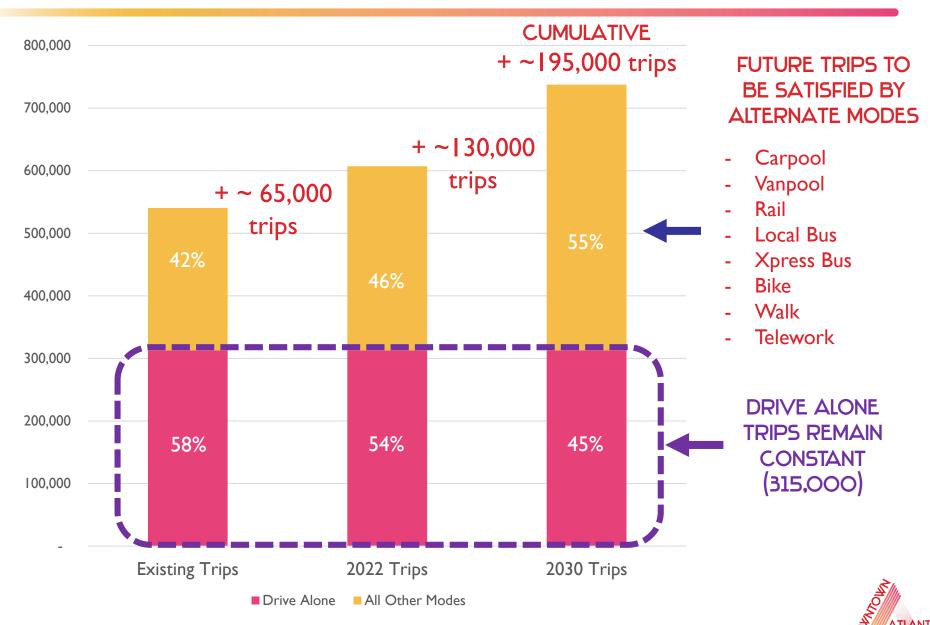






Those who live in Downtown prioritized Bicycle Improvements as number 3

### DAILY TRIPS





### THE NUMBERS...

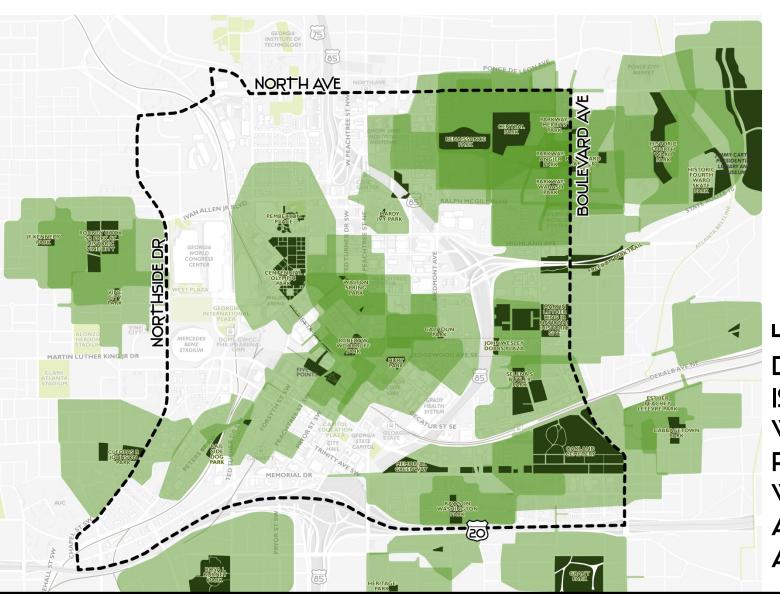
The desired number is **20 ACRES** of parkland per 1,000 residents in cities\*

During the day, Atlanta has 7 ACRES of parkland per 1,000 people (residents, employees, and visitors)

\*Source: National Recreation and Parks Association



### **EXISTING PARKS**



EXISTING PROGRAM ANALYSIS

BOUNDARY

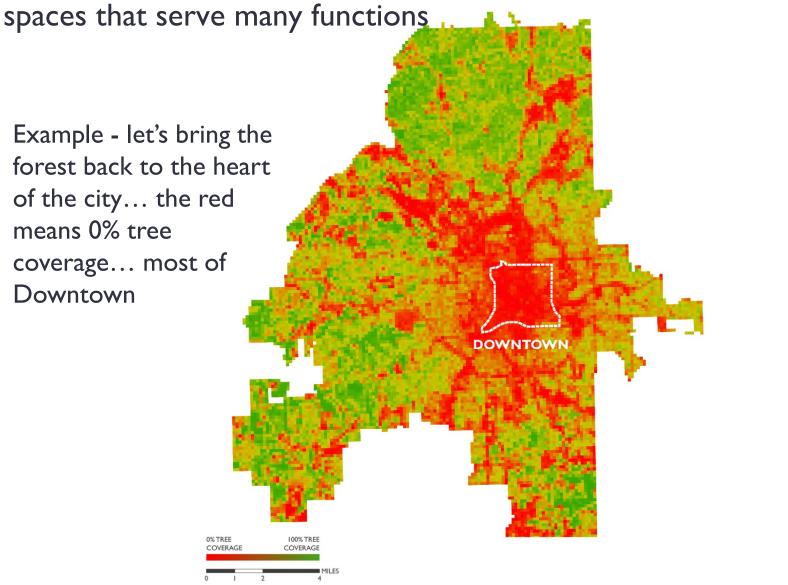
PARK

.25 MILE WALKING

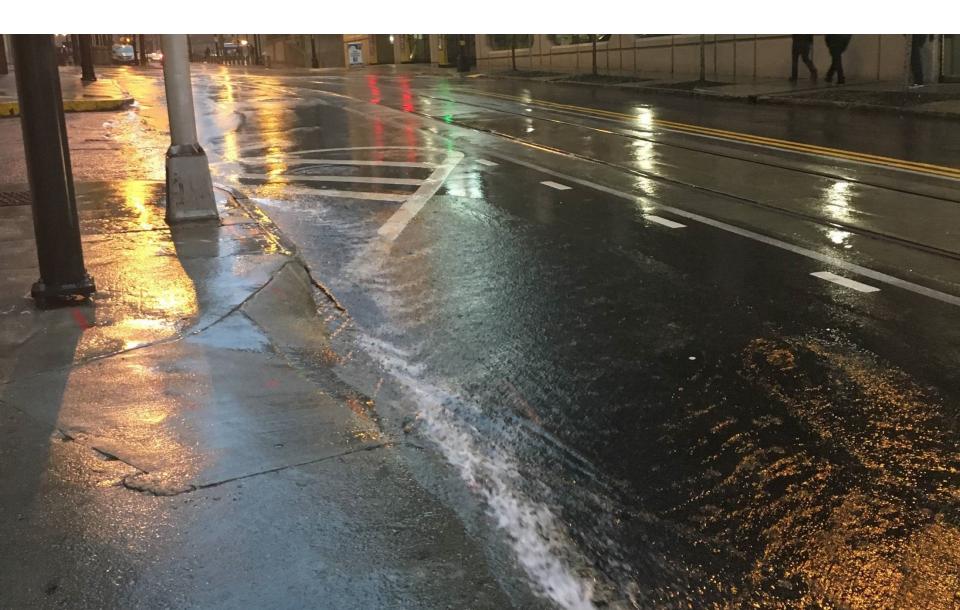
42% OF **DOWNTOWN** IS NOT WITHIN **REASONABLE WALKABLE ACCESS TO** A PARK

### We need a renewed approach to landscape...

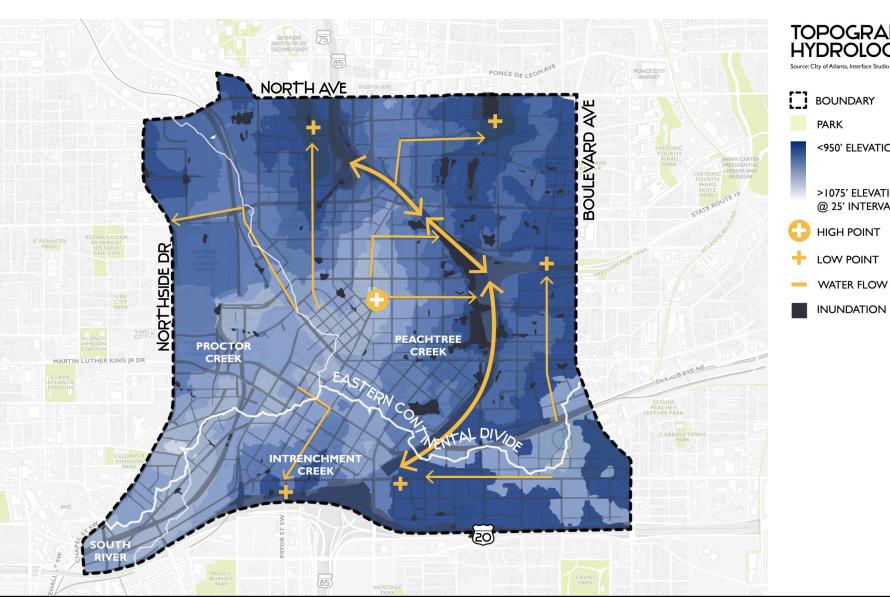
We should look to upgrade existing parks and create new open



### ...One that addresses stormwater



### AREAS OF INUNDATION

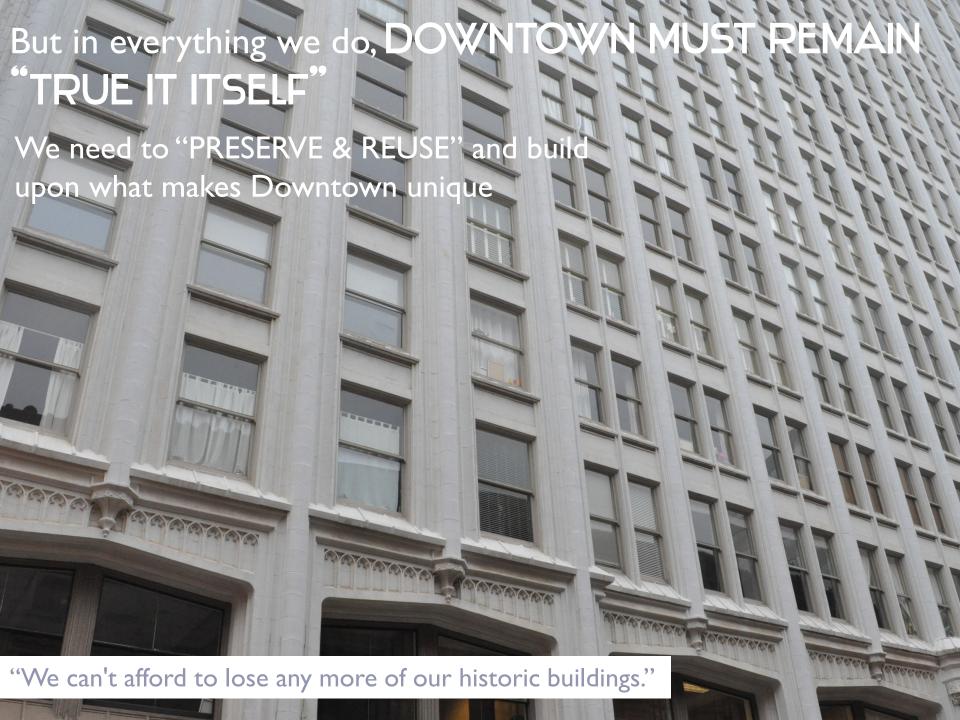




<950' ELEVATION

>1075' ELEVATION @ 25' INTERVALS

WATER FLOW



### TRACES OF DOWNTOWN'S PAST ARE ALWAYS VISIBLE

JUST DIG A LITTLE, AND YOU CAN SEE THE LAYERS THAT MAKE DOWNTOWN WHAT IT IS TODAY

