“DOWNTOWN” is defined here as a large, 4 square mile area. It includes the traditional Downtown core and surrounding neighborhoods.
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
.75 sq mi
DOWNTOWN POP: 5,100
POP DENSITY: 6,850/sq mi
# OF JOBS: 25,450
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.
PUBLIC PROCESS TO DATE

FACE TO FACE

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

this includes

~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 USERS
Great day, great turnout!
OPEN HOUSE

TELL US ABOUT DOWNTOWN

COLLABORATIVE MAP, 271 RESPONSES
Why is this stretch of International a parking lot?! This should be a park or a commercial building(s) with street level retail.

The Five Points station needs to be re-designed allowing buses to pull in under a lit structure - more secure for passengers.

Unbelievable that this building, a crucible of the civil rights movement, is abandoned and crumbling. Doesn't even matter what goes in there, just as long as it's not torn down.

Implement the Nelson St. pedestrian bridge and continue a safe, comfortable and well-designed bike & pedestrian route.

Area for kids to run around safely.
TOP TEN IDEAS

1. Parklet
2. BRT/dedicated lanes
3. Up-lit buildings
4. Pedestrian or shared street
5. Fun sculpture
6. Shade structure
7. Temporary street closing
8. Greenwall
9. Multi-use path
10. Multi-modal passenger terminal

〇 = 2 votes
WHAT DO YOU LIKE BEST ABOUT DOWNTOWN?

1. THE AREA IS WALKABLE / BIKEABLE
   - Live/Live/Work: 18%
   - Visit: 15%

2. THE LOCAL RESTAURANTS AND BARS
   - Live/Live/Work: 11%
   - Visit: 10%

3. I HAVE ACCESS TO PUBLIC TRANSPORTATION
   - Live/Live/Work: 11%
   - Visit: 10%

4. IT'S CONVENIENT
   - Live/Live/Work: 8%
   - Visit: 8%

5. I HAVE AN EASY COMMUTE
   - Live/Live/Work: 8%
   - Visit: 8%

6. MY NEIGHBORS OR SENSE OF COMMUNITY
   - Live/Live/Work: 7%
   - Visit: 6%

7. THE LOCAL PARKS AND RECREATION OPPORTUNITIES
   - Live/Live/Work: 7%
   - Visit: 7%

8. THE COMMUNITY SOCIAL LIFE (EVENTS, PROGRAMMING, ETC.)
   - Live/Live/Work: 7%
   - Visit: 6%

9. THE ARTS AND CULTURAL OPPORTUNITIES
   - Live/Live/Work: 6%
   - Visit: 7%

10. THE LOCAL HISTORY AND ARCHITECTURE
    - Live/Live/Work: 5%
    - Visit: 5%

11. THE LOCAL VIBE
    - Live/Live/Work: 5%
    - Visit: 5%

12. IT'S AFFORDABLE
    - Live/Live/Work: 3%
    - Visit: 3%

13. THE TYPES OF HOUSING AVAILABLE TO ME
    - Live/Live/Work: 3%
    - Visit: 2%

14. THE LOCAL SHOPPING AND ENTERTAINMENT CHOICES
    - Live/Live/Work: 3%
    - Visit: 2%

15. I AM CLOSE TO SERVICES (EX. MEDICAL CARE, SOCIAL SERVICES)
    - Live/Live/Work: 2%
    - Visit: 1%

16. I FEEL SAFE
    - Live/Live/Work: 1%
    - Visit: 1%

17. OTHER (PLEASE SPECIFY)
    - Live/Live/Work: 6%
    - Visit: 6%
# Survey

**What do you dislike most about downtown?**

<table>
<thead>
<tr>
<th>Dislike</th>
<th>Live, Live/Work (%)</th>
<th>Visit (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The lack of stores or businesses that meet my needs</td>
<td>18%</td>
<td>24%</td>
</tr>
<tr>
<td>I have concerns about public safety</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>The area does not look clean and attractive</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>There is too much traffic</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>The nuisance issues (noise, drunken behavior, etc.)</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>The cost of living / lack of affordable housing</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>It’s difficult to find parking</td>
<td>8%</td>
<td>14%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>The area lacks a sense of community</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>The lack of housing to meet my needs</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>The distance to my job</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>The lack of events and programming</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>The density of housing</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>

(Responses are based on a scale of 0% to 25%)
DOWNTOWN TODAY
DOWNTOWN FACES A LOT OF COMPETITION

“The areas surrounding Downtown are improving. How can we connect to that growth, capitalize on it, and remain relevant?”
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

NEW PERMITS
Source: City of Atlanta, 2014-2016

- NEW COMMERCIAL
- NEW SINGLE FAMILY
- NEW MULTIFAMILY

# OF PERMITS
- 1-4
- 5-9
- 10-14
- 15-19
- 20-24
- 25-29
- 30-34
- 35-39

ONLY 3% OF PERMITS ARE DOWNTOWN COMPARED TO 21% ALONG THE BELTLINE
DOWNTOWN NEEDS “MORE RESIDENTS”

“Millennials flock to Downtown, but there’s not that much housing. We need more housing here to support more car-free lifestyles.”
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

1. Resident-Oriented ———— 25%

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

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></td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td>38,754</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2026</td>
<td>46,914</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2031</td>
<td></td>
<td>35,154</td>
<td>554 (2.1%)</td>
</tr>
</tbody>
</table>

AVERAGE ANNUAL GROWTH

- Aggressive: 1,338 (5.0%)
- Likely: 794 (3.0%)
- Conservative: 554 (2.1%)

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></td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td>173,693</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2026</td>
<td>197,907</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2031</td>
<td></td>
<td>191,337</td>
<td>2,876 (1.9%)</td>
</tr>
</tbody>
</table>

AVERAGE ANNUAL GROWTH

- Aggressive: 2,876 (1.9%)
- Likely: 2,438 (1.6%)
- Conservative: 1,262 (0.8%)
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
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: 1-1.5 acres, Centennial Park District
- 164 Rooms
- 7-8 stories over two-level parking deck

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: 1.5 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

<table>
<thead>
<tr>
<th></th>
<th>High Land Costs</th>
<th>High Development Costs</th>
<th>Mid-Level Rents</th>
<th>Viability</th>
</tr>
</thead>
<tbody>
<tr>
<td>A: Midrise Rental Apartment on a Parking Podium&lt;br&gt;Centennial Park District</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Viable with subsidy</td>
</tr>
<tr>
<td>B: Midrise Rental Apartment with Ground Floor Retail + Parking&lt;br&gt;South Downtown</td>
<td></td>
<td>X</td>
<td>X</td>
<td>Viable with subsidy</td>
</tr>
<tr>
<td>C: New Limited Service Hotel with Structured Parking&lt;br&gt;Centennial Park District</td>
<td>X</td>
<td></td>
<td></td>
<td>Viable</td>
</tr>
<tr>
<td>D: Office Renovation with Structured Parking&lt;br&gt;South Downtown</td>
<td></td>
<td>X</td>
<td>X</td>
<td>Viable with subsidy</td>
</tr>
<tr>
<td>E: New Office Building with Ground Floor Retail + Parking&lt;br&gt;Centennial Park District</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Not viable</td>
</tr>
</tbody>
</table>

Source: Bleakly Advisory Group Market Analysis
...BUT IT WILL REQUIRE
RETHINKING PARKING

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.

“Property owners make so much money on parking, so they hold on… and their asking prices are deal-killers.”
EXISTING PARKING: 95,000 SPACES

500 ACRES = TOTAL FOOTPRINT OF PARKING IN DOWNTOWN

210 ACRES = TOTAL FOOTPRINT OF PARKING IN CORE AREA
Downtown benefits from **LOTS OF JOBS**

Downtown is home to 152,500 jobs; ~¼ are in government/public administration

Source: Bleakly Advisory Group Market Analysis

28% of the city's total jobs are downtown
BUT DOWNTOWN SUFFERS FROM COMMUTER TRAFFIC…AND PARKING

Only 1.3% of Downtown employees live and work Downtown; the rest commute, mostly by single-occupancy vehicle. Source: Bleakly Advisory Group

DOWNTOWN EMPLOYEES
HOME LOCATION

99% OF DOWNTOWN EMPLOYEES (150,000 PEOPLE) COMMUTE INTO DOWNTOWN

ALMOST ONE QUARTER OF DOWNTOWN RESIDENTS DO NOT OWN A CAR

Only 1.3% of Downtown employees live and work Downtown.
"WE NEED TO CHANGE THE NARRATIVE" ABOUT DOWNTOWN.

“We are the heartbeat and economic engine for the entire state.”

“It’s not just about the car. How can we use transportation infrastructure to create places where we want to be?”
AMBASSADORS help people feel safe

“The most common request for help? CAR HUNTING.”

There are 95,000 parking spaces Downtown yet only 30 cars are broken into per week… This is down from 210 ten years ago.

“Panhandling is the biggest threat to economic development.”
DOWNTOWN NEEDS MORE “STREET ACTIVITY”
Places that can bring people together
DOWNTOWN HAS MULTIPLE PERSONALITIES

Some streets serve the car...

...others are more walkable.
ONCE IN DOWNTOWN, HOW OFTEN DO YOU WALK AROUND TO DESTINATIONS IN DOWNTOWN ATLANTA?

- **DAILY**
  - **LIVE/WORK:** Approximately 30%
  - **LIVE:** Approximately 26%
  - **WORK:** Approximately 16%
  - **VISITOR:** Approximately 14%

- **SEVERAL TIMES A WEEK**
  - **LIVE/WORK:** Approximately 20%
  - **LIVE:** Approximately 12%
  - **WORK:** Approximately 12%
  - **VISITOR:** Approximately 6%

- **ONCE A WEEK**
  - **LIVE/WORK:** Approximately 10%
  - **LIVE:** Approximately 10%
  - **WORK:** Approximately 6%
  - **VISITOR:** Approximately 1%

- **A FEW TIMES A MONTH**
  - **LIVE/WORK:** Approximately 8%
  - **LIVE:** Approximately 15%
  - **WORK:** Approximately 10%
  - **VISITOR:** Approximately 4%

- **RARELY**
  - **LIVE/WORK:** Approximately 6%
  - **LIVE:** Approximately 12%
  - **WORK:** Approximately 10%
  - **VISITOR:** Approximately 2%

- **NEVER**
  - **LIVE/WORK:** Approximately 5%
  - **LIVE:** Approximately 12%
  - **WORK:** Approximately 6%
  - **VISITOR:** Approximately 2%

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

AS A % OF ALL RESPONSES:
- **DAILY:** 16%
- **SEVERAL TIMES A WEEK:** 20%
- **ONCE A WEEK:** 10%
- **A FEW TIMES A MONTH:** 24%
- **RARELY:** 26%
- **NEVER:** 4%

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

- **DAILY**
  - **LIVE/WORK:** Approximately 45%
  - **LIVE:** Approximately 12%
  - **WORK:** Approximately 4%
  - **VISITOR:** Approximately 1%

- **SEVERAL TIMES A WEEK**
  - **LIVE/WORK:** Approximately 15%
  - **LIVE:** Approximately 15%
  - **WORK:** Approximately 5%
  - **VISITOR:** Approximately 1%

- **ONCE A WEEK**
  - **LIVE/WORK:** Approximately 5%
  - **LIVE:** Approximately 5%
  - **WORK:** Approximately 1%
  - **VISITOR:** Approximately 1%

- **A FEW TIMES A MONTH**
  - **LIVE/WORK:** Approximately 10%
  - **LIVE:** Approximately 10%
  - **WORK:** Approximately 10%
  - **VISITOR:** Approximately 4%

- **RARELY**
  - **LIVE/WORK:** Approximately 5%
  - **LIVE:** Approximately 12%
  - **WORK:** Approximately 4%
  - **VISITOR:** Approximately 2%

- **NEVER**
  - **LIVE/WORK:** Approximately 5%
  - **LIVE:** Approximately 12%
  - **WORK:** Approximately 4%
  - **VISITOR:** Approximately 2%

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

AS A % OF ALL RESPONSES:
- **DAILY:** 9%
- **SEVERAL TIMES A WEEK:** 9%
- **ONCE A WEEK:** 4%
- **A FEW TIMES A MONTH:** 18%
- **RARELY:** 33%
- **NEVER:** 27%
HOW FAR ARE YOU WILLING TO WALK FROM YOUR CAR TO YOUR DESTINATION?

NEARLY 74% OF RESPONDENTS FEEL THAT WALKING 10 MINUTES OR LESS IS A REASONABLE DISTANCE
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  PLANTERS  PLINTH  PLAZA

STEPBACK  PORTE COCHERE  OFFICE CAMPUS  TRANSIT STOP
Blank wall
“Plinth”
“Plaza”
What if these under-used spaces were more active and engaging?
Ultimately making Downtown more livable
DOWNTOWN IS “TRANSIT RICH”...

...BUT NOT

“TRANSIT FRIENDLY”
“Transit friendly” is about tackling spaces like this so they are welcoming for all riders.
There have been good ideas to address this issue – here’s a soccer field at the Five Points Station
SURVEY

WHICH TRANSPORTATION IMPROVEMENTS WOULD YOU PRIORITIZE FOR DOWNTOWN?

1. MARTA
   Transit Improvements
   MARTA expansions and upgraded stations

2. Pedestrian Enhancements
   New crosswalks and upgraded sidewalks

3. Roadway Improvements
   Repaving and general maintenance

4. Signal Optimization
   Better coordination of traffic lights

5. Bicycle Improvements
   Bike lanes, bike parking & bike share station

Those who live in Downtown prioritized Bicycle Improvements as number 3.
Drive alone trips remain constant (315,000)

Future trips to be satisfied by alternate modes:
- Carpool
- Vanpool
- Rail
- Local Bus
- Xpress Bus
- Bike
- Walk
- Telework

Cumulative:
+ ~195,000 trips
+ ~130,000 trips
+ ~65,000 trips

Based on ITE Trip Generation Methodology
BUT DOWNTOWN HAS A LOT OF OPPORTUNITIES TO IMPROVE OR “CREATE MORE PARKS AND GREEN SPACE”
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

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 spaces that serve many functions.

Example - let’s bring the forest back to the heart of the city… the red means 0% tree coverage… most of Downtown
One that addresses stormwater
But in everything we do, DOWNTOWN MUST REMAIN “TRUE IT ITSELF”

We need to “PRESERVE & REUSE” and build upon what makes Downtown unique.

“We can’t afford to lose any more of our historic buildings.”
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
“Retain Downtown’s creativity and diversity”

“Downtown is the only dense, gritty urban fabric.”
We also need to **FOCUS ON THE “BASICS”**

Atlanta is great at big ideas; don’t forget the day-to-day experience of Downtown!
WHAT'S YOUR WISH FOR DOWNTOWN ATLANTA?

Please TAKE THE SURVEY to inform the DOWNTOWN ATLANTA MASTER PLAN!

GO TO:  
www.planDowntownATL.com/survey

Complete the survey by JANUARY 31 for a chance to win a $100 GIFT CARD to a Downtown business!

THANK YOU!