

Metro Atlanta and Midtown Atlanta

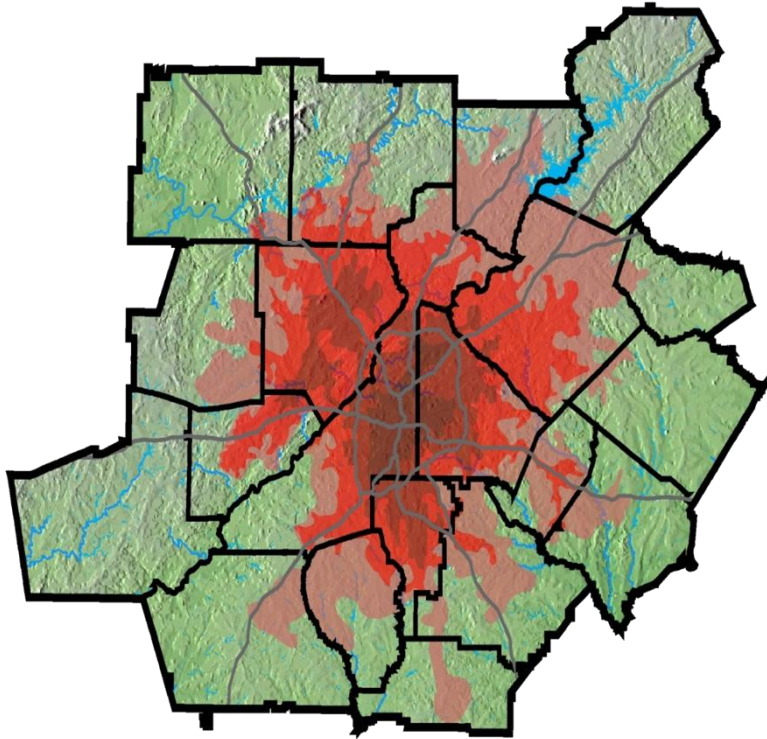
A regional and a local perspective

**Benefits of Active Design for Business
and Real Estate Development**

9/27/11

Kevin Green – Midtown Alliance

Metro Atlanta



Growth of the urbanized area
over the last three decades

Growth:

- Population doubled in 25 years
- 5 M people

Challenges:

- Spread-out development patterns
- 120+ local jurisdictions
- Growth outstripping infrastructure
- Traffic congestion worsening
- Limited water resources
- Limited sewer infrastructure on fringe
- Air quality challenges

Metro Atlanta Chamber of Commerce convenes Quality Growth Task Force



The model:

- Diverse, 46-person public-private Task Force tapping high-profile leaders in the region
 - **Business CEOs**
 - **Elected Officials** (Mayors, County Chairmen, Legislators)
 - **State and Regional Agency heads**
 - **Developers, Realtors and Bankers**
 - **Conservation and Homeowner groups**
 - **Planners**
 - **NGO's**
- Loaned talent from organizations represented on Task Force
- Grant funding from local foundations
- Pro-Bono support from Bain & Co.
- 9-month process

Quality Growth Task Force Focus:

As the region grows:

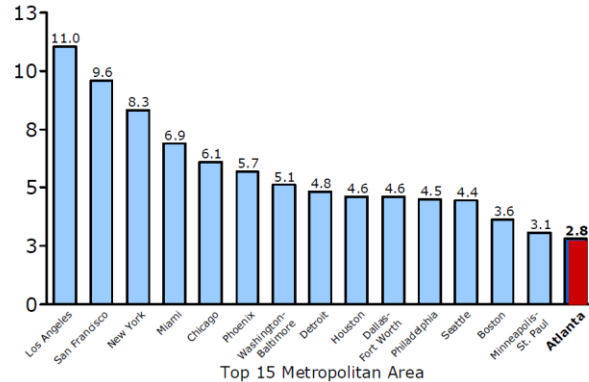
- Better satisfy future market demand, while consuming less land
- Ensure housing that offers a full-range of types, lifestyles and price-points, with more housing closer to jobs
- Leverage existing and planned transportation investments with supporting land development
- More sustainable use of the region's water resources and water/sewer infrastructure

Agree on the facts - Benchmark with other regions

Examples....

Atlanta is the least dense of the top 15 regions

Population density of urbanized area* (people/acre)

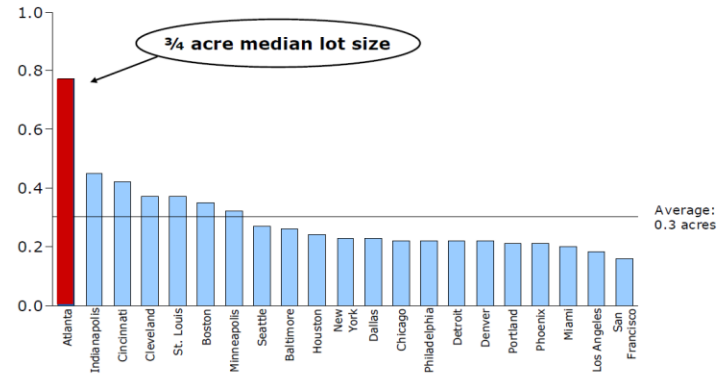


*All areas with population density of >1,000 people per square mile
Source: US Census Bureau

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Atlanta has the largest residential lot sizes of the top 21 regions

Median single-family lot size (acres) within MSA

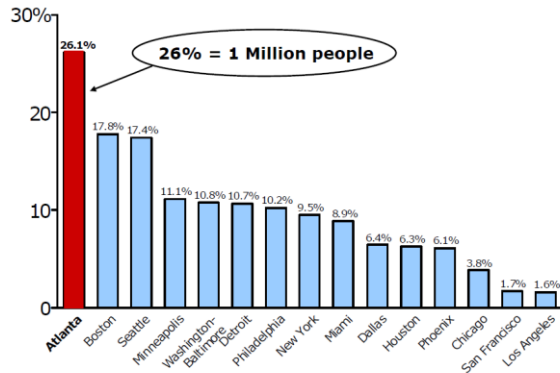


Source: American Housing Survey; U.S. Census

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Atlanta has the highest percentage of residents on septic systems compared to peer regions

Percent of households on septic systems



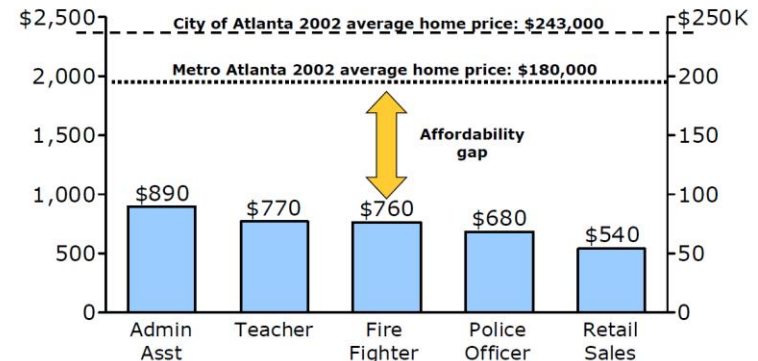
Source: American Housing Survey

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Many working families can not afford to buy a house in Metro Atlanta

Monthly housing spend

Equivalent house price

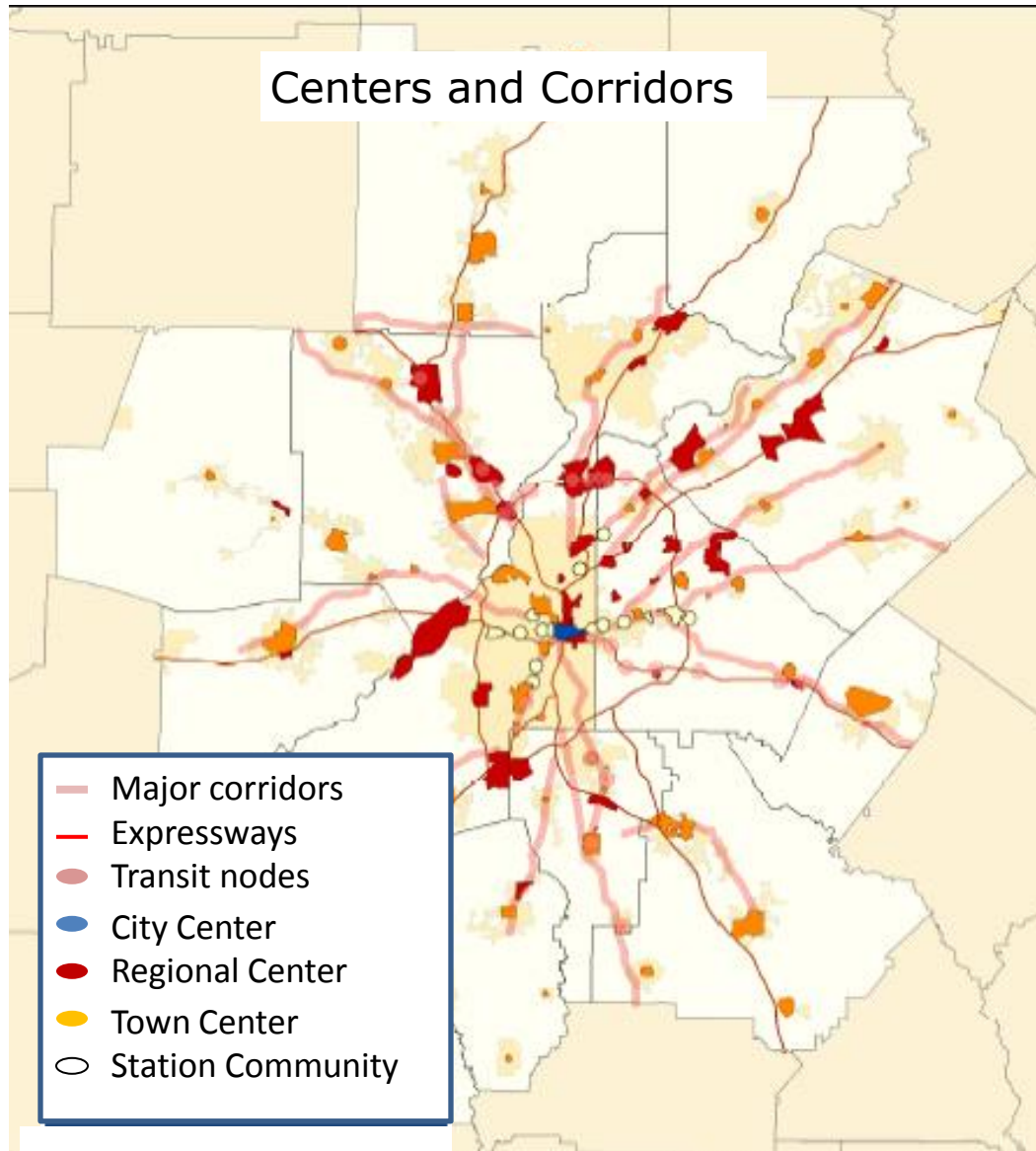


Assumptions: average annual salaries (not starting salary); 30-yr mortgage; 3% down; 7.5% interest

Source: Mayor Shirley Franklin's Housing Task Force (methodology); Bain analysis

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Final recommendations centered on achieving more dense, mixed-use development in centers and corridors



- Reform zoning and regulatory policy that frustrates market demand for walkable urbanism
- These centers and corridors should receive priority transportation funding
- Raise the leadership quotient and create more political will for change

➔ Created ***Livable Communities Coalition*** – 50+ organizations working to advance quality growth

Braves Payroll
Passes \$1 Billion
"You get on both who like to eat, and this is what I do best."
Sports E1

Georgia 400
toll rises
to \$15.01



Temperature to
top 110°
for 4th
day in
a row^{AA}

1ST EDITION ...

SUNDAY, OCTOBER 6, 2030

THE VENT, D3 LATEST SCORES, D10 WEATHER FORECAST, D12 STOCKS, 66 - 10 SPORTS; BRAVES 3 MARLINS 2



State Bill not seen in 3 years

Georgia House of Representatives has not seen a bill to raise the state income tax since 2007, according to a source familiar with the issue.



Households estimated to bring \$D more paid to

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Average Atlanta commute rises to 4 hours



Commuters sit in traffic at 835th St Monday on I-85, part of what now becomes an average Atlanta one-way commute of 2.25 hours.

By BETSY LYNN

Chico Roadhouse continues to be a steady stream of commuters with a hand-to-hand traffic jam. But now there's another traffic jam on the road, a traffic jam of the mind. "Five years ago it took you an hour and 15 minutes to get from Atlanta to Marietta. Now it's over two hours," says a commuter who has been stuck in traffic for the past several weeks.

And Chico Roadhouse isn't alone. According to recent studies, those commuters who live in the Atlanta metropolitan area now average nearly two hours of traffic. This year Atlanta is the top three largest metropolitan areas in the nation. "We make things worse by building more roads," says a commuter who has been stuck in traffic for the past several weeks.

Breaking news available 24 hours a day

Parts of Lake Lanier now dry

By JENNIFER BEE

When Lake Lanier was constructed in the 1970s, it was intended to provide water for the state. Now, 60 years later, parts of it are dry. The lake is now a series of small ponds, and the water level is at its lowest since it was built.

According to a recent report from the Georgia Water Clinic, population growth, increased water use, and a lack of precipitation have caused the water level to drop significantly.

On Lake Lanier, the water level is now at its lowest since it was built.

Revolt: Property owners steam as taxes increase 200%

By EMMA MEYER

Coordinated noise of protests and angry letters through the city and county offices through the night, property owners are protesting the 200% increase in property taxes.

Protesters blame the property tax increase on the city's need to pay for the city's debt, with increasing water and infrastructure costs.

"I never dreamed I'd live back on the street," says a resident who has been displaced by the city's need to pay for the city's debt.

Population of "Charleingham" tops 1.8 million

The growing megacity of Atlanta is now the largest city in the Southeast, with a population of over 1.8 million.

Population of "Charleingham" tops 1.8 million

Full-page mock-up of Atlanta Journal Constitution front page, circa 2030

+ Large format 11-pg Task Force report inserted in 400K newspapers



2030 Scenario A

2030 Scenario B

Which Future Will You Choose For Metro Atlanta?

OCTOBER 6, 2030

Lessons Learned

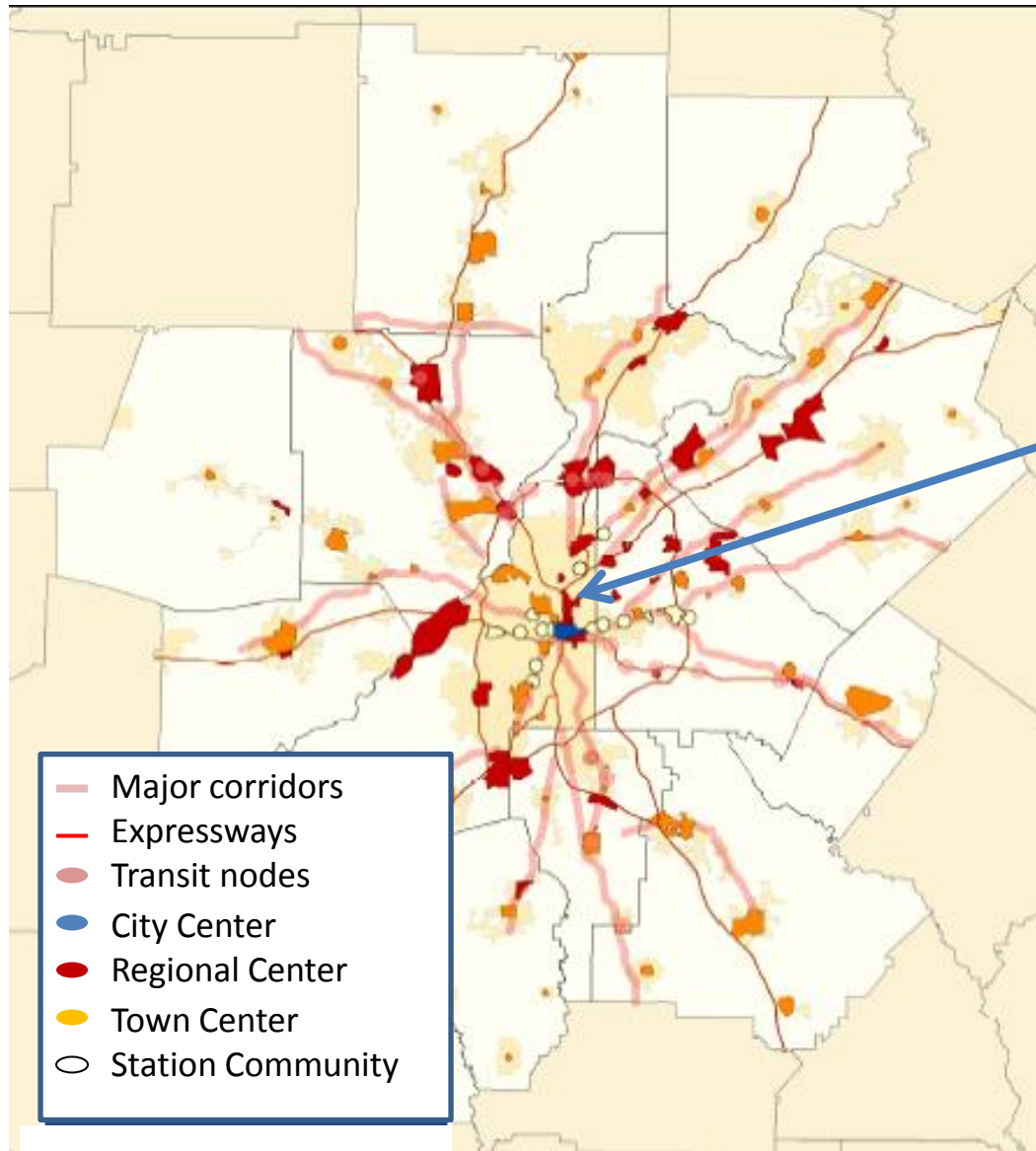
1. High-profile Leadership is key

- Biz leaders, Chamber of Commerce talking candidly about regional challenges can be powerful
- Ensure diverse perspectives
- Words matter

2. Everyone learns together + agrees on the facts

- Neutral fact provider/presenter: no perceived agenda or baggage
- Complete transparency
- Opportunities for meaningful participation by staff of all participating organizations (working groups)

3. Invite and pursue full access by media



Midtown
Atlanta

Midtown Atlanta



1970s

Peachtree & 10th Streets Looking North

Midtown Atlanta



'80- '90s

Peachtree & 10th Streets Looking North

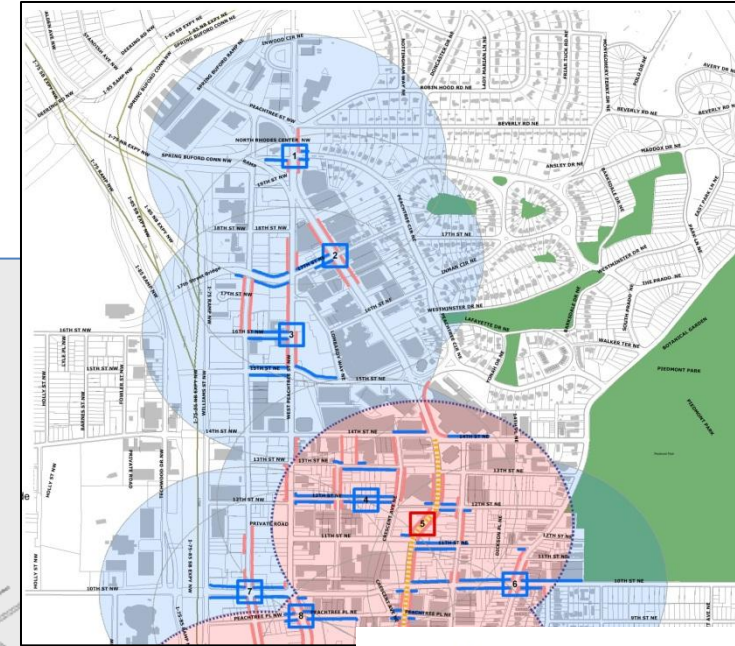
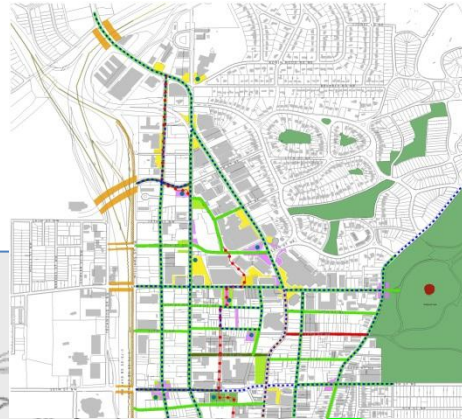
Midtown Atlanta



2011

Peachtree & 10th Streets Looking North

'97 Community Visioning and Blueprint led to the single largest rezoning in Atlanta history...



...and it got built... New major projects delivered at least every 18 months for 12 years (35 to date)



13 miles of new streetscapes, 500 trees, 650 light poles, street furniture (\$40M+ invested to date)







Since the Blueprint in 1997 - Unprecedented wave of economic development :

- 11,500 new residential units
- 8.7M sq. ft. of office space
- 2.4 M sq. ft. of retail space
- Two major University and College expansions
- High Museum of Art expansion
- Piedmont Park renovations, w/ 40+ acres of new greenspace
- New 5th, 14th and 17th Street bridges

Lessons Learned - Midtown

- 1. A relatively small nucleus of committed Leaders (7- public and private) made all the difference**
 - Community, Business and City: equal partners with their own unique role
- 2. Lengthy and Rigorous process of consensus**
 - 3+ years, more than 80 public meetings before agreement on Blueprint
 - Visual preference survey was key
- 3. Business Community will support implementation when they feel vested in the initial effort**
 - Created CID, funded more than \$65M to date
 - Committed Business Leadership continues



Midtown

