

Fast Facts *about the Peachtree Corridor Project*



▲ A possible future scenario for the “Midtown Mile,” with improvements from the Peachtree Corridor project

Who:

- Formed in June 2007 at the request of Mayor Shirley Franklin, the Peachtree Corridor Partnership is a collaboration involving the Atlanta Development Authority, the Atlanta Committee for Progress and the three community improvement districts operating along the Peachtree corridor in Downtown, Midtown and Buckhead.
- The Partnership was formed to work with relevant property owners and neighborhood groups, members of Atlanta City Council and other interested parties to determine how to best implement the recommendations of the Peachtree Corridor Task Force, which were unveiled by Mayor Franklin in March 2007.
- The Peachtree Corridor Task Force met monthly for more than a year to develop the recommendations. It had 22 members plus five sub-committees that were each made up of five to 15 technical experts and paid consultants from four firms. (See www.peachtreecorridor.org for a list of the members).
- The Task Force also conducted more than 15 public input sessions along the Corridor during the development of the recommendations.

What:

- The vision of the Peachtree Corridor Partnership is to make Peachtree a grand boulevard that moves people better, makes businesses stronger and improves the quality of life of Atlanta’s residents and visitors.
- Part streetscape and part streetcar, the Task Force recommended a 25-year, \$1 billion vision to transform the city’s signature street into a world-class street complete with parks, trees, sidewalks and a modern streetcar.
- The Partnership’s plan is to implement a streetcar system in Downtown and Midtown first, while supporting efforts to implement streetscape and other improvements along the remaining segments of the corridor.

Where:

- The Corridor is 14.5 miles long and extends from the BeltLine crossing of Lee Street in the south to Club Drive and the city limits in the north. The initial phase of the streetcar system will also include a Downtown circulator route that will connect the major tourist attractions in that area.

When:

- While half of its investment must occur in the first few years, the plan will take more than 20 years to implement. But in that time, it will generate hundreds of millions of dollars in new private investment and additional city tax revenue.
- This plan will complement other invested improvements and “fast-track” a comprehensive vision for Peachtree.

Why:

- Atlanta’s economic opportunity is tied to the vitality of the Peachtree Corridor. It is a nexus of our business, tourism and convention economies, with a growing residential component.
- Population projections paint a clear picture of a rapidly-growing Atlanta with residents along the corridor expected to double; this plan will help manage that growth.
- Backed by Atlantans even prior to the Partnership’s efforts, the streetcar will improve connectivity and mobility along the Corridor. It will mean more access to jobs, businesses and attractions in less time.
- The streetcar will relieve congestion by providing an alternative to driving. Linking to MARTA and the proposed BeltLine, it will be the critical “last mile” that gets people to where they want to go.

How:

- The Partnership recommends that the first phase of implementing the Peachtree Corridor vision focus on developing a streetcar system in Downtown and Midtown, including about 10 miles of streetcar track. The system will serve Peachtree Street between Memorial Drive at the south end of downtown and the Arts Center in midtown, as well as an east-west circulator loop that will serve the city’s major visitor attractions, such as the King Center, the Georgia Aquarium and the New World of Coca-Cola.
- The total capital cost for implementing the first phase of the plan is approximately \$190 million. The Partnership is recommending that the City create a special assessment district along the Corridor in Downtown and Midtown to help pay for the project. The proposed increased millage on commercial and residential property in the district would be two to three mills. Single-family neighborhoods would not be included in the district.
- It also is proposed that the City support a portion of the cost of the project through a contribution of general fund revenues.
- Additionally, a parking tax is recommended to fund streetcar operating expenses for the initial system and also allow for growth and expansion of the system in the future.
- For the cost of one cup of coffee per week, Atlantans will enjoy more greenspace, take more walks or bicycle rides, and appreciate more public art while having access to more restaurants, retail and attractions.

For more information, please visit www.peachtreecorridor.org.

PEACHTREE CORRIDOR

PARTNERSHIP

191 Peachtree Street, 32ND FLOOR • Atlanta, GA 30303 • p) 404.736.3557 • f) 404.736.3607

www.peachtreecorridor.org