

ATLANTA ARTS & ENTERTAINMENT DISTRICT

A NEW SIGN DISTRICT FOR DOWNTOWN



Central Atlanta Progress
Atlanta Downtown Improvement District

Overview Presentation
November 2016

INSPIRED BY....

DOWNTOWN ATLANTA 'S VERY OWN HISTORY

PEACHTREE STREET - 2016



DONALD O'CONNOR
GALE STORM
"CURTAIN CALL
AT CACTUS CREEK"

Coca-Cola
9:41
Work
refreshed

LOEW'S
"JOHNNY
ONE-EYE"
PAT O'BRIEN

POP CORN
Dale MILLINER

Five
O'clock
UPPER CLUB
ME & DANCE
WASH & CORRECT SHOES

AVON HOTEL
York's
RECREATION
PARLOR

OUTLET
SHOP

Courtesy Kenan Research Center at the Atlanta History Center

PEACHTREE STREET 2 1950

Atlanta Arts & Entertainment District

INSPIRED BY...

A COORDINATED DISTRICT APPROACH



Denver – Denver Theater District

Atlanta Arts & Entertainment District

INSPIRED BY...

A DISTRICT THAT LEVERAGES ART AND CULTURE

Denver – Denver Theater District



Atlanta Arts & Entertainment District

INSPIRED BY...

SPECIAL EVENTS POWERED BY DIGITAL MEDIA

Los Angeles – LA Live



Atlanta Arts & Entertainment District

INSPIRED BY...

ENTERTAINING NIGHTLIFE DISTRICTS



Washington D.C. – Gallery Place

INSPIRED BY...

CREATING CITY IDENTITY AND RECOGNIZABLE LANDMARKS



Piccadilly Circus, London

Atlanta Arts & Entertainment District

INSPIRED BY...

LIGHT, BRIGHT AND ACTIVE PUBLIC SPACES AT NIGHT

Shibuya District, Tokyo



Atlanta Arts & Entertainment District

INSPIRED BY...

ECONOMIC REVITALIZATION AND COMMERCIAL VIBRANCY

Times Square, New York City



Atlanta Arts & Entertainment District

INSPIRED BY...

MEDIA AND GRAPHICS THAT ACTIVATE BLANK WALLS

Denver – Denver Theater District



Atlanta Arts & Entertainment District

INSPIRED BY...

INNOVATIVE AND CREATIVE MEDIA TECHNIQUES

Denver – Denver Theater District



Atlanta Arts & Entertainment District

THE DISTRICT CONCEPT

WHAT IS IT

The **Atlanta Arts and Entertainment District** is ...

- New **permits** for private property owners to install additional, currently prohibited **commercial signage**
- A sign plan and **aesthetic guidelines** that ensure quality and creative installations
- Using media assets to **activate Downtown** with cultural and entertainment **programming** and non-traditional **bright lights**
- A collaboration with media companies to ensure a “coordinated look and feel” for **super-large special events**
- Empowering **Downtown Atlanta Community Improvement District** to implement and **manage the District**

DISTRICT BENEFITS

DOWNTOWN ACTIVATION

Host events and programs using the enhanced signage as the venue and organized and financed by the District

Activate public gathering spaces that are enjoyed day-in and day-out

Increased nighttime activity inherently bright and engaging



DISTRICT BENEFITS

ECONOMIC DEVELOPMENT

Increased economic activity in Downtown

- More real estate investment due to ability to leverage digital media
- Increased property valuation and tax revenues due to investment in existing building infrastructure
- Property owner revenues from sign leases



DISTRICT BENEFITS

SUPER LARGE SPECIAL EVENT MANAGEMENT

The City will have the ability to easily deliver a “unified look and feel” via a media “clean zone” as required by super large special events

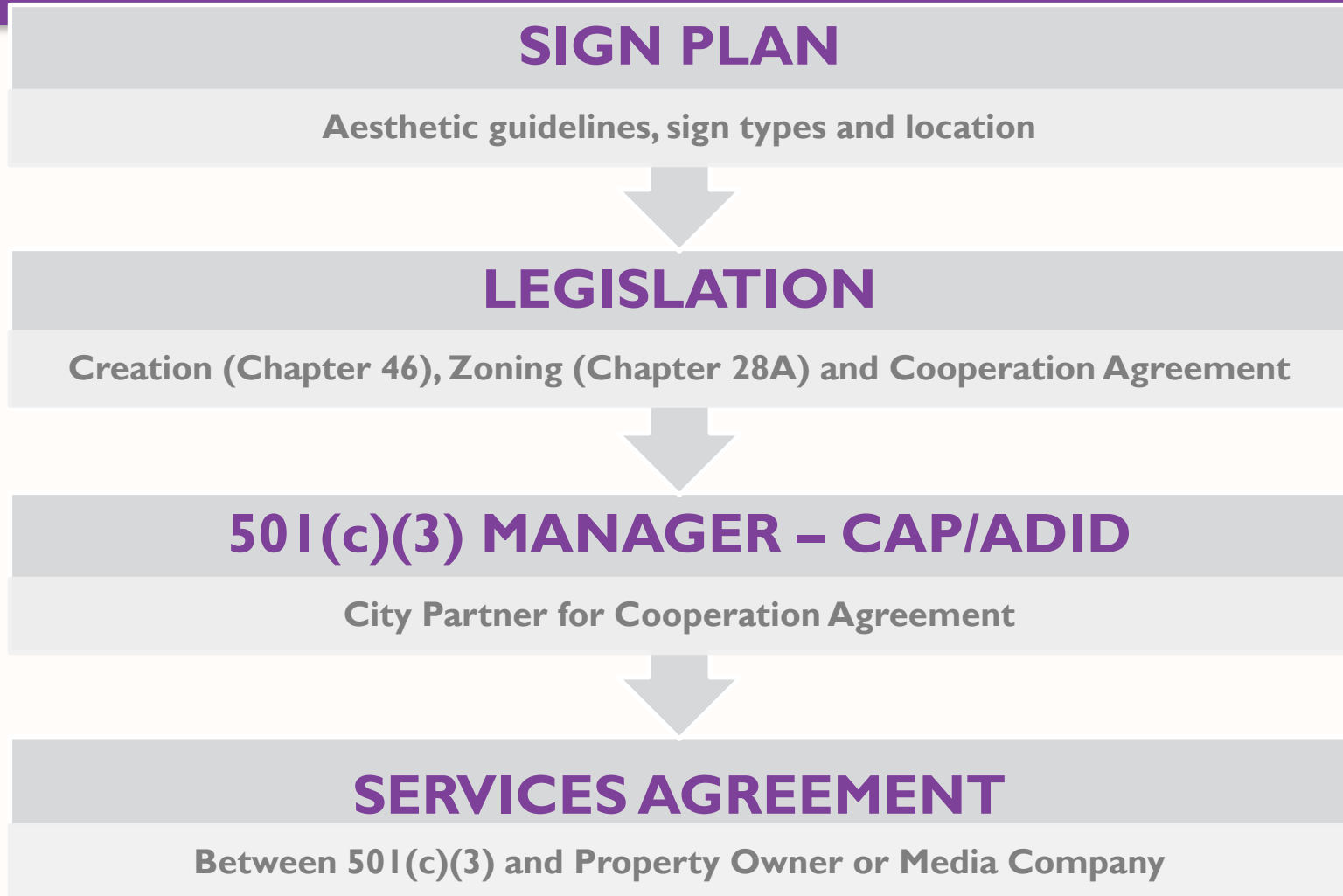
The new and coordinated media assets can be leveraged to position Atlanta as a premier location to attract national and international events



COLLEGE
FOOTBALL
PLAYOFF



THE COMPONENTS



PROPOSED LEGISLATION

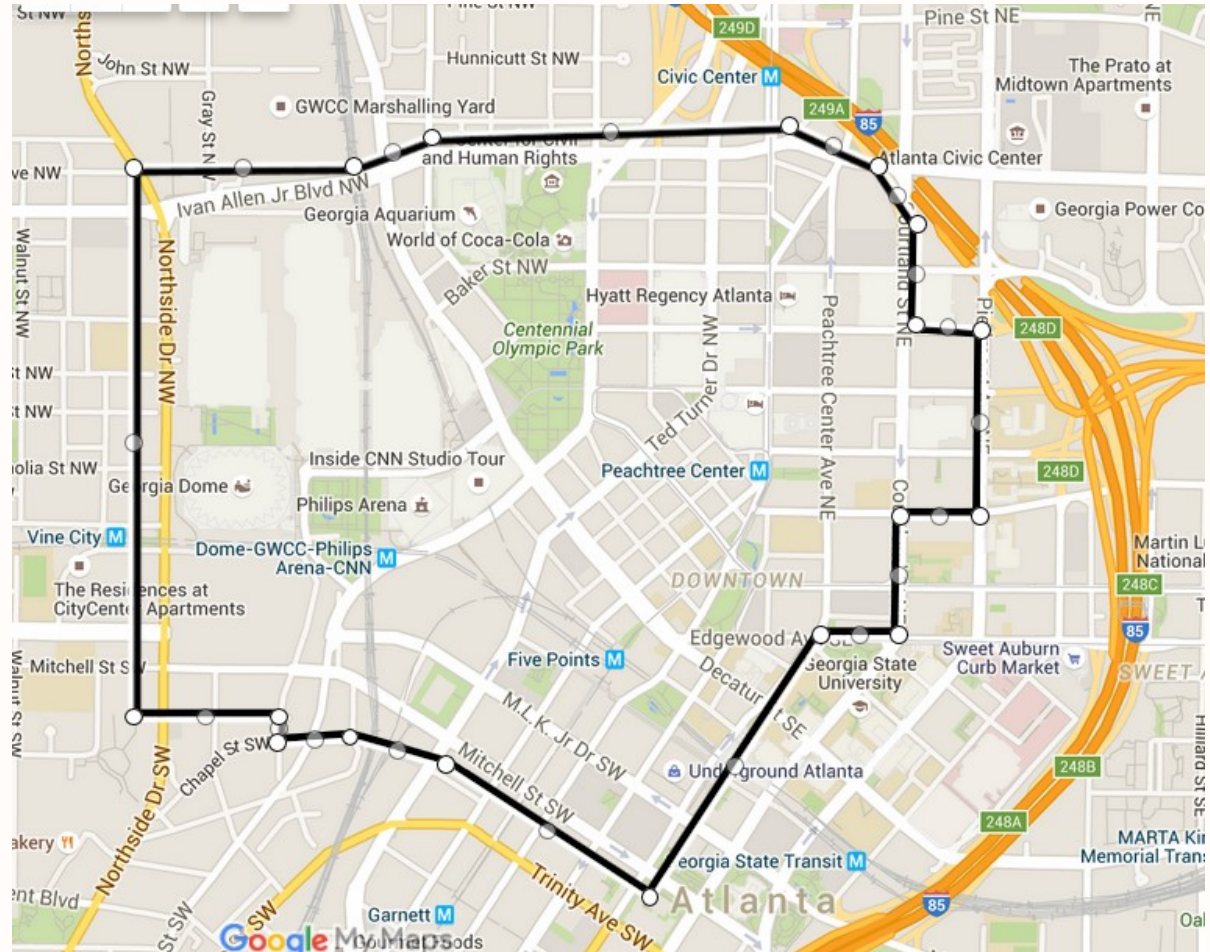
SUBJECT TO CHANGE BASED ON CITY OF ATLANTA REVIEW

1. **Chapter 46 Ordinance** – This Atlanta City Council code revision creates the District and authorizes the management of projects.
2. **Chapter 28A (Sign Ordinance) Amendment** – This Atlanta City Council ordinance amends the existing sign ordinance to create the Sign Overlay District and provides the procedure of the permits to be issued.
3. **Cooperation Agreement Resolution** – This Atlanta City Council legislation authorizes the City of Atlanta to execute a supplemental Cooperation Agreement with the Atlanta Downtown Improvement District (ADID).
4. **Sign Plan** – This overarching document establishes aesthetic guidelines and sign types and is referenced in the above legislation and is adopted by reference.
5. **Services Agreement** – This document establishes the contractual relationship between ADID and the District's sign owners and governs new signage, current signage and upgraded signage.

PRELIMINARY DISTRICT BOUNDARIES

EVENT DISTRICT AT CORE OF CITY CENTER

**DRAFT
FOR
REVIEW**



THE VISION

A DOWNTOWN ATLANTA THAT IS...

- Vibrant with nighttime activity because it is bright and programmed with art and entertainment special events that are **supported and financed by media**
- Activated by new and **enhanced streetscapes** and public gathering spaces that are enjoyed day-in and day-out and can host events and programs
- The premier location to attract national and international events to Atlanta - where we can leverage existing assets and provide a **“unified look and feel”** with a coordinated media approach

NEXT STEPS

- Introduction of Atlanta City Council legislation
October 2016
- Legislative process including Atlanta Zoning Review Board and community meetings
- Refinement and Sign Plan and District Boundaries
- Meetings with Community, Arts & Entertainment Partners, Property Owners and Media Companies
November – December 2016
- Launch of District – new Sign Permits can be issued
March 2017