

**AN ORDINANCE BY
COUNCIL MEMBERS MARY NORWOOD AND MICHAEL JULIAN BOND
AS SUBSTITUTED BY COMMUNITY DEVELOPMENT/HUMAN RESOURCES
COMMITTEE**

**AN ORDINANCE TO AMEND CHAPTER 46 OF THE CODE OF
ORDINANCES OF THE CITY OF ATLANTA TO ADD A NEW ARTICLE
AND NEW SECTIONS CONTAINED THEREIN FOR THE PURPOSE OF
CREATING THE DOWNTOWN ARTS AND ENTERTAINMENT
DISTRICT; AND FOR OTHER PURPOSES.**

WHEREAS, as part of an overall economic development program, other cities have created districts where enhanced interaction between the streets, sidewalks and public spaces are expressed through ordinances that emphasize the unique character of the buildings in such districts through permissive signage mixed with art installations; and

WHEREAS, examples of such districts include the Denver Theater District, the Los Angeles Sports and Entertainment District, the Phoenix Legends Entertainment District, the Sacramento Entertainment and Sports District, the Magic Sports and Entertainment District in Orlando, the Station North, Highlands and Bromo Arts and Entertainment Districts in Baltimore, the Kansas City Power and Light District and the San Diego Gaslamp District, among others; and

WHEREAS, the creation of the Atlanta Arts and Entertainment District can expand the economic base of the City, by providing additional employment opportunities and additional revenues to the City and the region by making the District more attractive in ways that can increase tourism, attract conventions and assist in the development of specific plans that will allow for large scale sporting events, major conventions, and activities at major entertainment venues to consider the City when choosing their sites; and

WHEREAS, the introduction of this new district concept will build on the work begun by the creation of custom zoning regulations for the Downtown Special Public Interest District; and

WHEREAS, programs that will attract workers, residents and visitors to public spaces and gathering places will create an active pedestrian friendly environment; and

WHEREAS, programs that further enhance the pedestrian environment and the establishment of unique streetscape design guidelines that provide additional signage opportunities will enhance the downtown business environments and make the downtown businesses more successful; and

WHEREAS, the management of signage, art and other programs, with the input of other downtown stakeholders, will protect the public interest and balance the commercial and economic initiatives with an approach designed to keep downtown aesthetically pleasing and respectful of the interests of residents and businesses.

**NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA,
HEREBY ORDAINS AS FOLLOWS:**

Section 1: The Code of Ordinances, City of Atlanta, Georgia, is hereby amended by adding a new article to be numbered as Article V "Downtown Arts and Entertainment District Ordinance" in Chapter 46 "Civic And Cultural Affairs" with specific sections which shall read as set forth in full in Exhibit "A" attached hereto.

Section 2: This ordinance shall become effective when signed by the Mayor or as otherwise provided by law.

CHAPTER 46 CIVIC AND CULTURAL AFFAIRS

Article V Downtown Arts and Entertainment District Ordinance

Sec. 46-200. – Purpose and intent.

The intent of the City in adopting this Downtown Arts and Entertainment District Ordinance is to:

- (a) Define the boundaries of the Downtown Arts and Entertainment District;
- (b) Expand the economic base of the City, by providing additional employment opportunities and additional revenues to the City and the region by making the area of the District more attractive in ways that can increase tourism and conventions and assist in the development of specific plans that will allow for large scale sporting events, major conventions, and activities at major entertainment venues to consider the City when choosing their sites;
- (c) Provide the basis for the continued and expanded support for initiatives that will cause the District to be considered as a destination for large scale sporting events, major conventions, and activities at major entertainment venues, in conformance with the goals and objectives of other City policies;
- (d) Enhance the area encompassed by the District by through programs that will attract workers, residents and visitors to active public spaces and gathering places and create a pedestrian friendly environment;
- (e) Develop programs to further enhance the pedestrian environment through the establishment of unique streetscape design guidelines providing additional signage opportunities.

Sec. 46-201. – Creation of the District.

The Atlanta Arts and Entertainment District is established as an area of the City where it has been found that programs which will contribute to economic development through the development of a more active streetscape should be undertaken. The boundaries of the Atlanta Arts and Entertainment District shall be the area as shown upon the Atlanta Arts and Entertainment District map attached hereto and incorporated herein by reference.

46-202. – Relationship to Other Parts of the Code

The Atlanta Arts and Entertainment District created by this ordinance shall not define the boundaries of The Atlanta Arts and Entertainment Signage District created in the Zoning Code.