

Script for PLAN 2040 Presentation: Where will we grow?

Slide 1: Hello, this is Dan Reuter, Chief of the Land Use Planning Division at the Atlanta Regional Commission. In this presentation, I would like to share with you our current thinking on how our region could grow. You will see different areas of the region, how they have developed over time, what they contribute to our region and challenges they may be facing. These areas form the basis for regional policies for growth and development.

Slide 2: This simplified map shows where PLAN 2040 is focused. As you can see, we are a large and diverse region. This map shows county and city boundaries with the interstate system, but there is another way to view the region...

Slide 3: a better way to think about the Atlanta region is by mapping those areas we care about: What resources do you care about? Where are those resources? Where are the jobs located? Where are the entertainment destinations? Where do we currently have rail transit stations? Where are the city halls, schools and universities? Where are the natural resources that we value? For PLAN 2040, we have developed a draft land use growth map by incorporating existing local government plans and regional plans and policies along with forecasts for future growth. In the next few slides, we'll build a map of the metro area of the metro area's future. As you view these, consider where you live and work.

Slide 4: – This area contains 39% of the metro area's jobs and 6% of its population, but on only 3% of the land area. This area includes Downtown Atlanta, Midtown, Buckhead, the I-75, GA 400 and I-85 corridors, Fulton Industrial Blvd, and Hartsfield-Jackson airport.

Slide 5: Now we add residential areas. These areas represent three periods of time. Maturing Neighborhoods were developed before the 1970s. They have some areas of major employment, transit and are better connected to other areas of the region. Established Suburbs developed from 1970 to 1995, have less transit but do support major retail and office development. Developing Suburbs are generally areas that were constructed from 1995 to 2010, have limited transit and less roadway connectivity. Along with the regional core and employment areas, our now map contains 96% of the region's jobs and 87% of its population.

Slide 6: Finally we include in our planning map the rural and developing rural areas. This area is mostly agricultural and undeveloped land. While this area comprises over 51% of the region's land area, it represents only 4% of the region's jobs and 13% of its population. Developments such as Serenbe in south Fulton county area are located within this area.

Slide 7: This map reflects your local government plans and priorities – combined with regional policy for land development, transit and the roads. This is the region's vision for the future mapped out – it helps the region express what it wants to be. But it points to the need to make strategic choices for future policy. Because we have grown further and further from our core – our travel and land use patterns are becoming stressed.

Slide 8: As our region matures, so should our decision making. You will see in the next presentation what this could imply. As you are reviewing this presentation, please think about these questions:

- a. **Should we focus investments in existing communities and preserve rural areas?**
- b. **Should we increase densities in job centers and transit areas?**