

Atlanta BeltLine, Inc.

Quarterly Briefing

Agenda

- Welcome & Open House
- ABI CEO Update
- Community Engagement Update
- Master Planning Update
- Design & Construction Update
- Atlanta BeltLine Partnership Update
- Q&A

September 16, 2010

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ABI CEO Update

Federal Engagement & National Outreach



- Federal Engagement – grants, appropriations, agencies
- Atlanta BeltLine Tours for Federal Officials
- National Conference – Partners for Smart Growth, Rail~Volution
- WSB-TV Primetime Special on Atlanta BeltLine



ABI CEO Update

Openings & Groundbreakings



Grand Opening:

- June 26, 2010 – West End Trail
Phase II: West End to Westview

Groundbreaking:

- October 30, 2010 – Eastside Trail:
10th and Monroe to Dekalb Ave

Grand Openings in 2011:

- Historic Fourth Ward Park & Skatepark
- D.H. Stanton Park
- Boulevard Crossing Park



ABI CEO Update

Art on the Atlanta BeltLine



- Closing Weekend – **October 2 & 3**
- East side **October 2** - Lantern Parade and concerts start 7 pm at the stage at Somerset
- West side **October 3** – Second Line Band & concerts start 1 pm at Gordon White Park



ABI CEO Update

Affordable Housing



- Affordable Housing Trust Fund currently capitalized over \$8 million
- **30** closings through down-payment assistance program
- Focus on Property Acquisition for Affordable Housing



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COMMUNITY ENGAGEMENT REPORT

Community Benefits Guiding Principles



- The **City of Atlanta BeltLine TAD Authorizing Ordinance 05-O-1733 Section 19** requires Atlanta BeltLine, Inc. to develop community benefit principles that ensure that input from citizens of the 45 neighborhoods that surround the corridor will be incorporated into the public and private development that uses TAD funds.
- The **City of Atlanta BeltLine Community Participation Framework Resolution 06-R-1576** requires Atlanta BeltLine, Inc. to use the framework identified in the resolution to receive input from the community in developing the community benefits principles and policy for adoption by the City Council.

COMMUNITY ENGAGEMENT REPORT

Community Benefit Guiding Principles Timeline



Date	Forum	Purpose
August, 2009	Citywide Conversation	Provided education on Community Benefits 101. Launched the development and decision-making process for community benefit principles.
October, 2009	Study Group Meetings – Round 1	Reviewed community benefits education and development process. Facilitated the brainstorming prioritization exercise.
November, 2009 – February, 2010	ABI, TADAC, and Working Group development & planning meetings	Organized and processed input for finalization of draft principles.
March, 2010 – July, 2010	ULI Developer Focus Group, TADAC, BAHAB, and ABI	Discussed final draft principles with stakeholders.
August, 2010	Citywide Briefing (Study Group Meetings – Round 2)	Briefed community on the outcomes of the principle development process. Validated the final draft principles that will become policy with the community.
Fall, 2010	ABI/ADA Board and CD/HR Committee Meetings.	Boards and City Council to review and approve policy.
September 8, 2010	Atlanta BeltLine Board of Directors	Approved the Guiding Principles

COMMUNITY ENGAGEMENT UPDATE

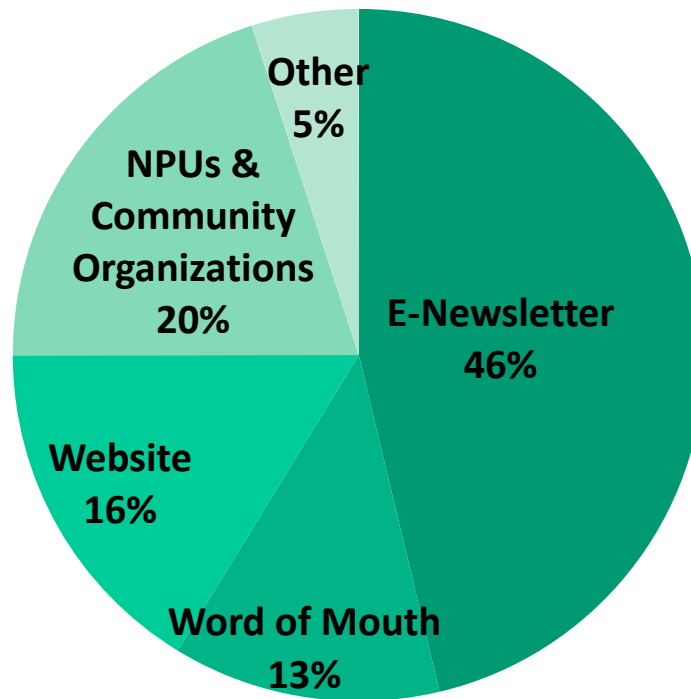
Community Benefits Principles Development



Draft Principles Developed by category:

- Housing
- Transportation
- Transportation (Non Vehicular)
- Greenspace/Environmental
- Multi-use Development
- Business/Economic Development
- Green
- Public Safety
- Neighborhood & Civic Life
- Land Use/Zoning
- Technology
- Appearance
- Accessibility

How Were Attendees Informed of Meeting?

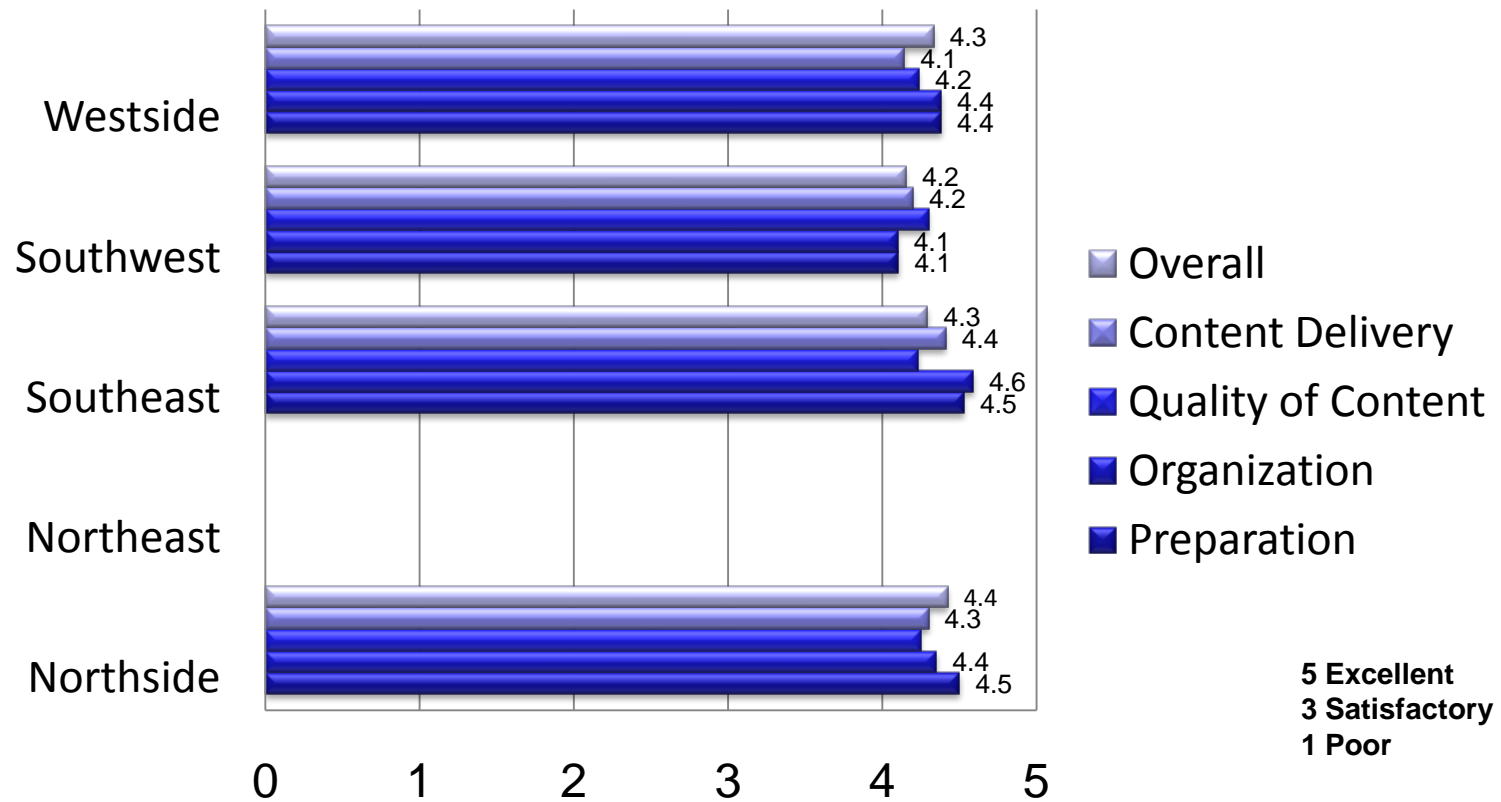


COMMUNITY ENGAGEMENT UPDATE

Master Planning Feedback to Date



Feedback by Study Group



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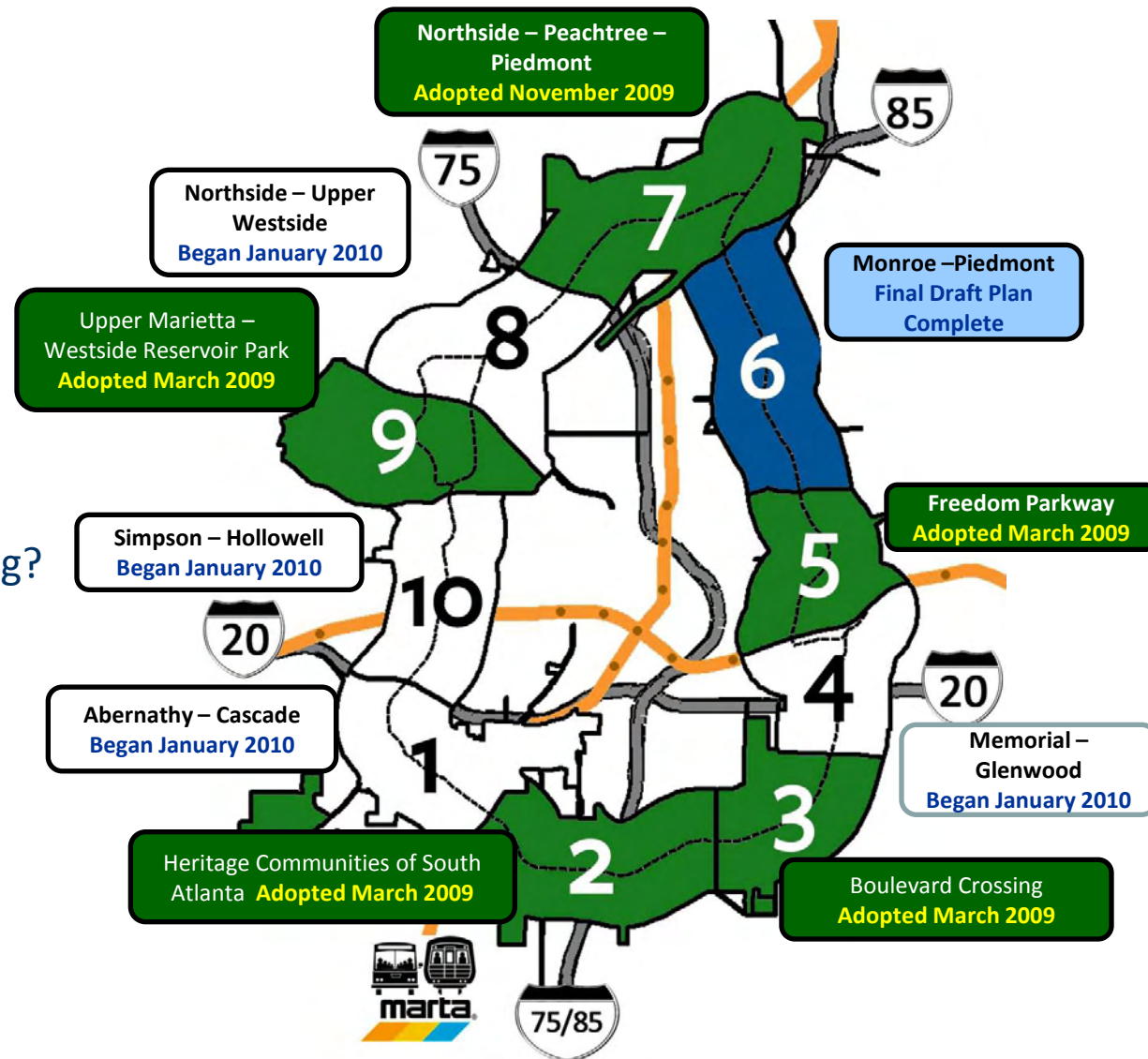
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MASTER PLANNING UPDATE



Phase 1: Issues and Opportunities
Phase 2: Goals and Concepts
Phase 3: Draft Master Plan
Phase 4: Final Draft Plan
Phase 5: Adoption

- Why are we master planning?
- Where are we master planning?
- Who is master planning?



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Quarterly Briefing

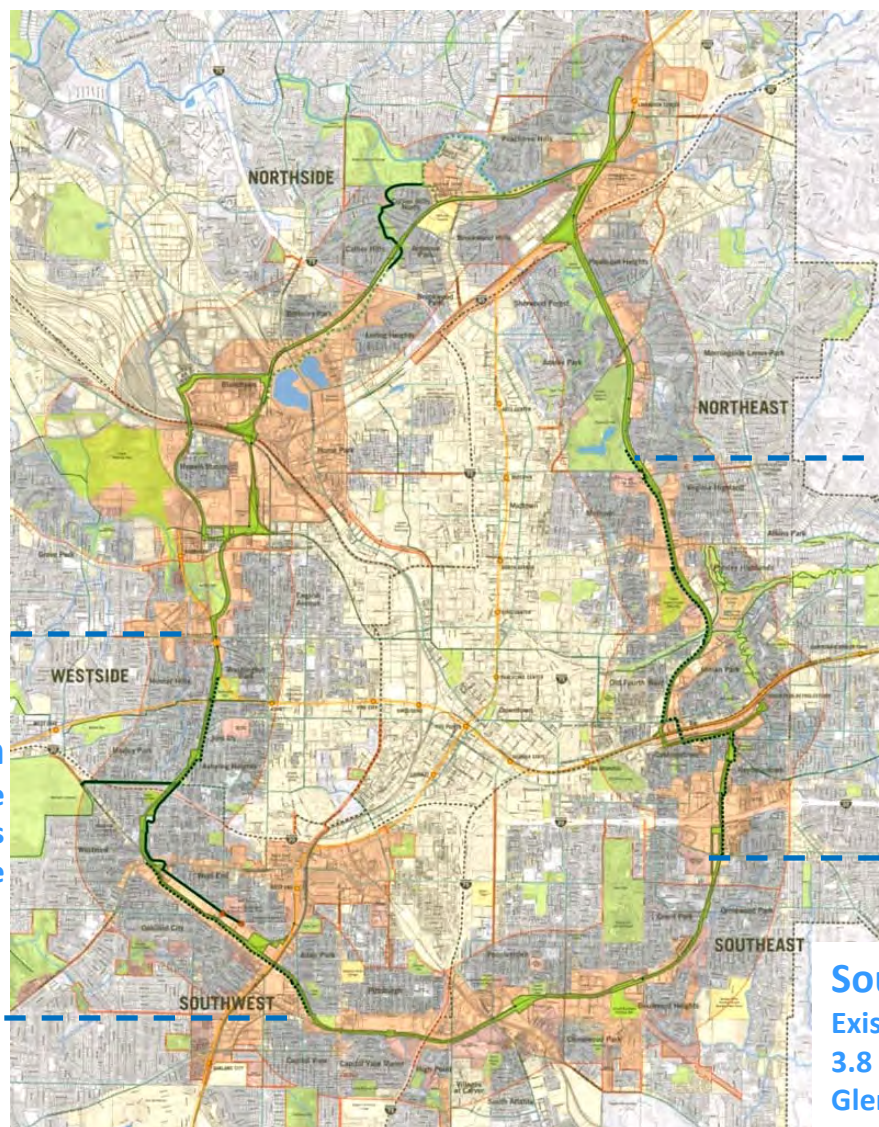
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DESIGN & CONSTRUCTION UPDATE

Corridor Design



Southwest Corridor Design

Existing Conditions Analysis Complete
3.6 miles along 51-acres
Simpson Rd to University Ave

Eastside Corridor Design

Corridor Design 75% Complete
4.0 miles along 35-acres
10th/Monroe to Glenwood Ave

Southeast Corridor Design

Existing Conditions Analysis Underway
3.8 miles
Glenwood Ave to University Ave

DESIGN & CONSTRUCTION UPDATE

Corridor Design – Establishing the Look of the Corridor



THE ALLÉE



THE ARC



THE OVERLOOK



THE SQUARE



THE STRAIGHT-AWAY



THE GATEWAY



DESIGN & CONSTRUCTION UPDATE

Corridor Design – Evaluation of Existing Conditions



Narrow Corridor - Facing south just south of Irwin Street

DESIGN & CONSTRUCTION UPDATE

Corridor Design – Identification of Trail and Transit Needs



Narrow Corridor - Facing south just south of Irwin Street

DESIGN & CONSTRUCTION UPDATE

Corridor Design – Evaluation of Existing Conditions



Wide Corridor - Facing north just north of Ralph McGill Boulevard next to Historic Fourth Ward Park

DESIGN & CONSTRUCTION UPDATE

Corridor Design – Identification of Trail and Transit Needs



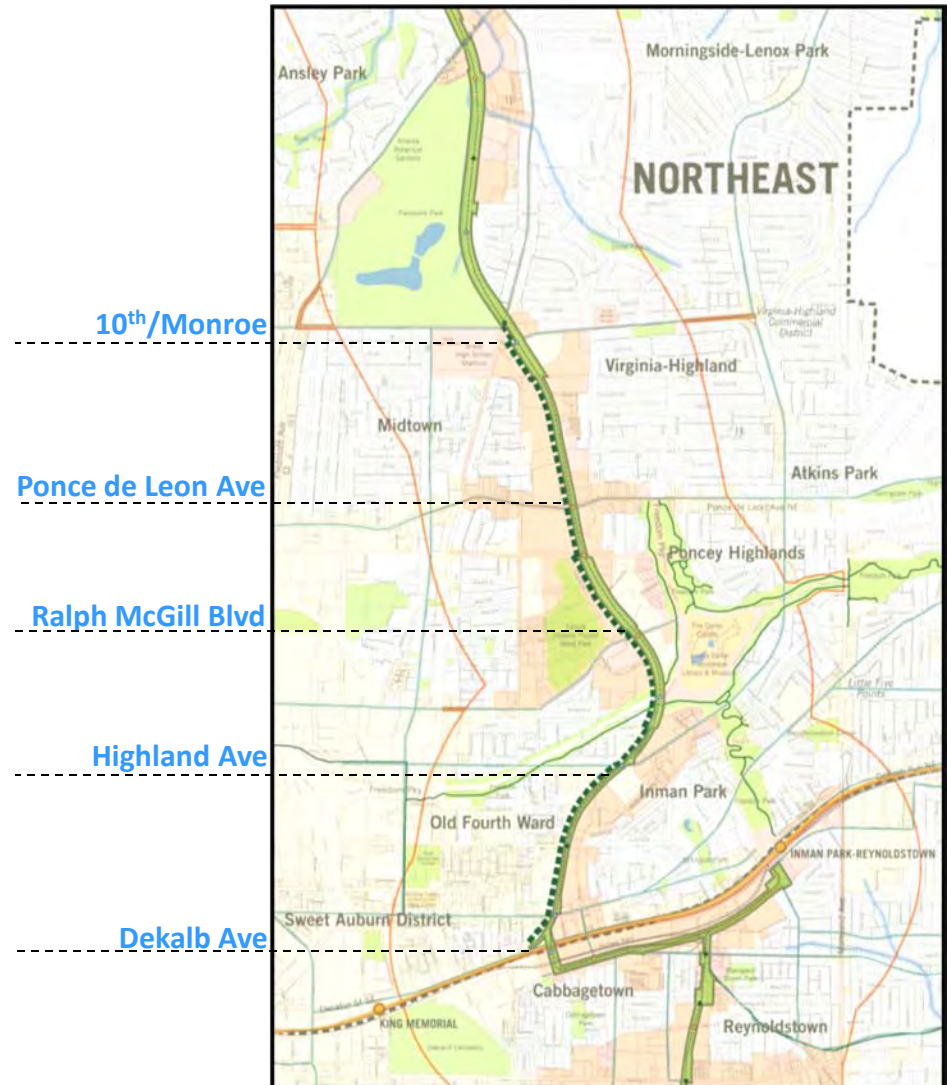
Wide Corridor - Facing north just north of Ralph McGill Boulevard next to Historic Fourth Ward Park

DESIGN & CONSTRUCTION UPDATE

Eastside Trail



- 14-foot wide concrete multi-use trail
- 2.5 miles along 30-acre corridor extending from Piedmont Park to Dekalb Avenue
- Connections to Piedmont Park, Freedom Park and Historic Fourth Ward Park
- Funded by Capital Campaign and PATH
- Bid Opening October 18, 2010
- Groundbreaking in late October
- Open to public Spring 2011



DESIGN & CONSTRUCTION UPDATE

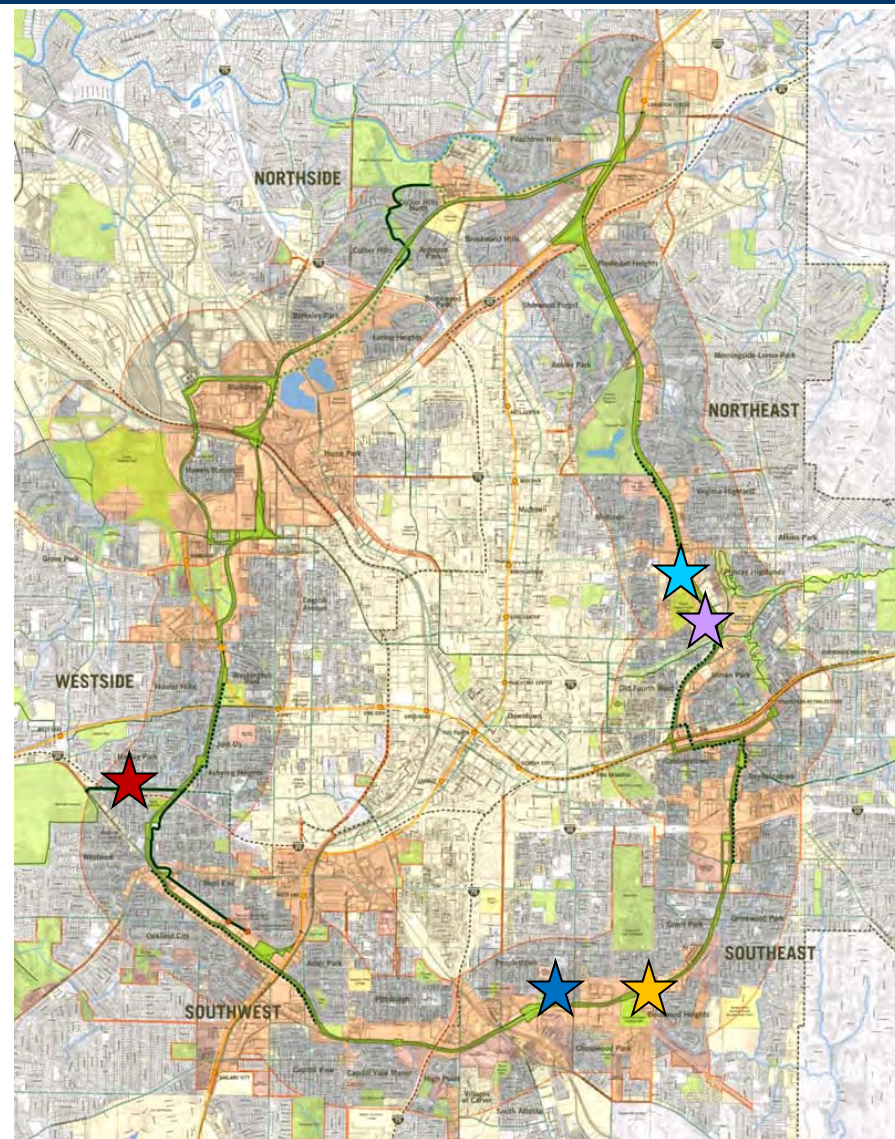
Park Construction



- Historic Fourth Ward Park ★
- Skate Park (Cox Parcel) ★
- Boulevard Crossing Park ★
- D.H. Stanton Park ★

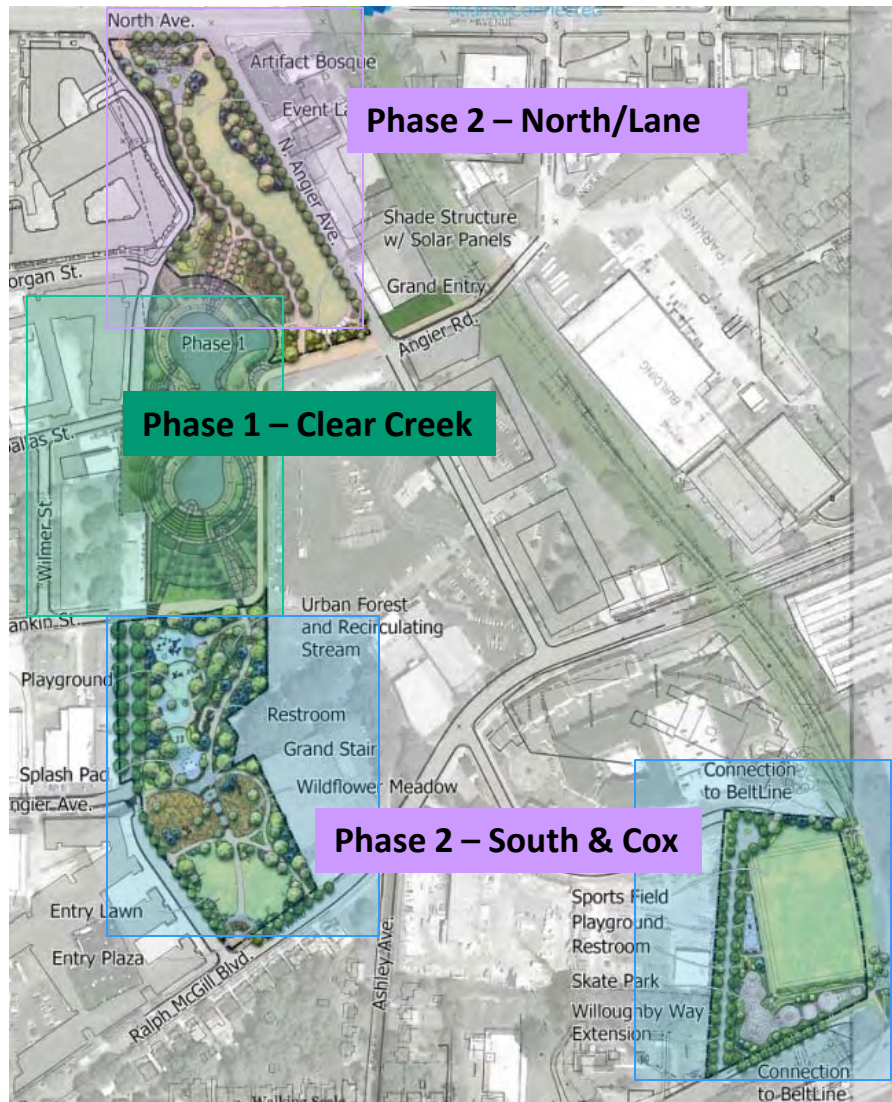
Recently Completed:

- West End Trail Phase II Opened in June ★



DESIGN & CONSTRUCTION UPDATE

Historic Fourth Ward Park



Historic Fourth Ward Park, June, 2010

- Phase 1 – Clear Creek over 50% complete
- Phase 1 completion in late 2010
- Phase 2 remediation complete on Cox and South Parcels, construction underway
- Phase 2 completion in late 2010/early 2011

DESIGN & CONSTRUCTION UPDATE

Historic Fourth Ward Park



DESIGN & CONSTRUCTION UPDATE

DH Stanton Park



- Three parcels on Grant Way acquired
- Environmental remediation complete
- Construction on Schedule
- Construction started on Concession Building, Bathhouse, and Trellis
- Ballfield to be sodded in September
- Scheduled to open Spring 2011



DH Stanton Park, August 2010

DESIGN & CONSTRUCTION UPDATE

Boulevard Crossing Park



- Sod, lighting and pavilions installed
- Demolition of existing building underway
- Construction on Schedule
- Scheduled to open Spring 2011



Boulevard Crossing Park, June 2010

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ATLANTA BELTLINE PARTNERSHIP

Update – September 2010



Awareness & Education

3rd Quarter Events:

- **June 19th** – Eastside Trail \$5 million donation from Kaiser Permanente and PATH Foundation
- **June 26th** – Atlanta BeltLine 5K and Westview Centennial
- **August 5th** – Atlanta BeltLine Night at the Braves
- **August 20th** – Home Depot Volunteer Build Day



Upcoming Events:

- Eastside Trail Groundbreaking



ATLANTA BELTLINE PARTNERSHIP

Update – September 2010



Awareness & Education

- Adopt-the-Atlanta BeltLine
- Atlanta BeltLine OnLine
- News Coverage
- Festivals
- Atlanta BeltLine Ambassadors
- Tours
- Atlanta BeltLine 101

Atlanta BeltLine Capital Campaign

Addressing Social Impacts

- Atlanta Land Trust Collaborative

Website Traffic Continues to Skyrocket

- 5 new record traffic dates were set in Summer 2010, when traffic is normally expected to decrease due to seasonality.
- The WSB Special in August gave BeltLine.org record traffic – more than doubling any previous records. 3,338 visitors.
- Facebook continues to provide synergistic surges of traffic to the Website as well.



Daily visits to beltline.org in August greatly outpaced previous months

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