



Reflecting Back, Moving Forward

5 years of Bringing the Vision to Life

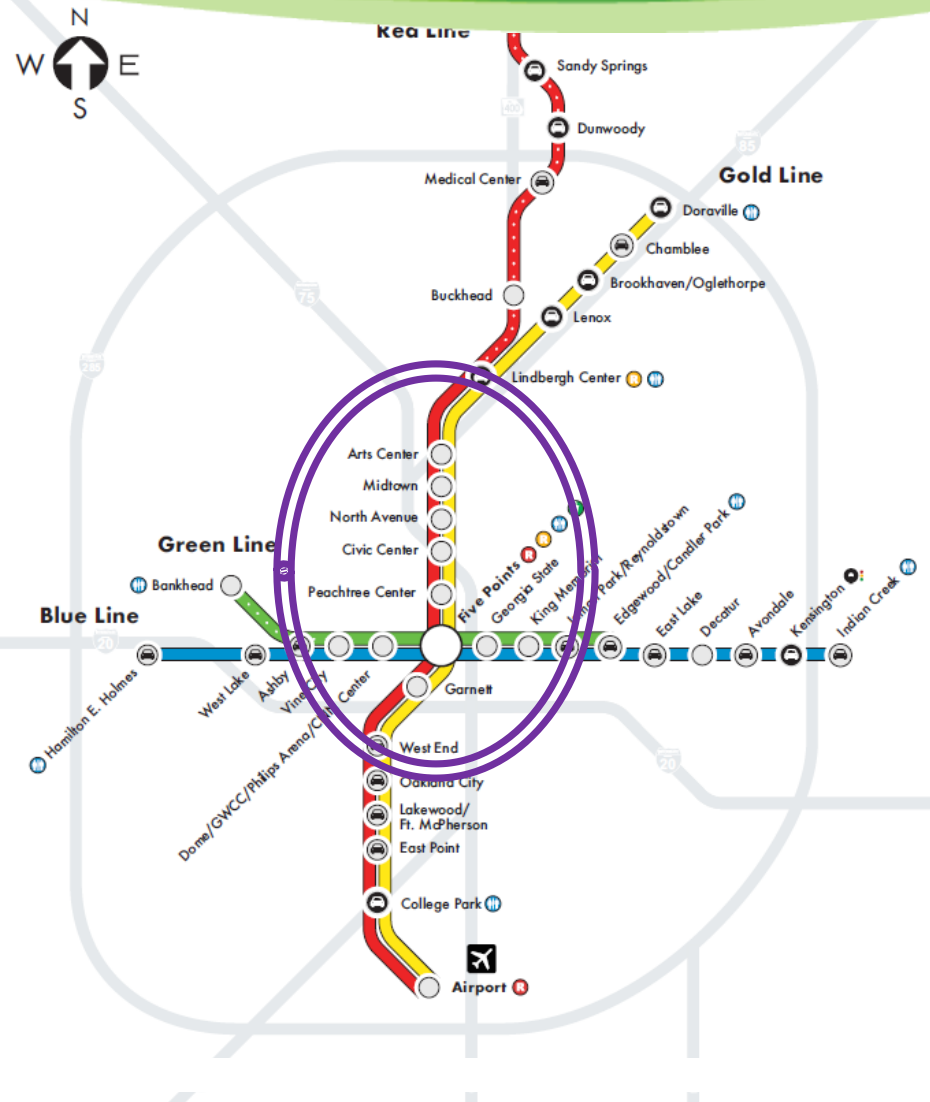
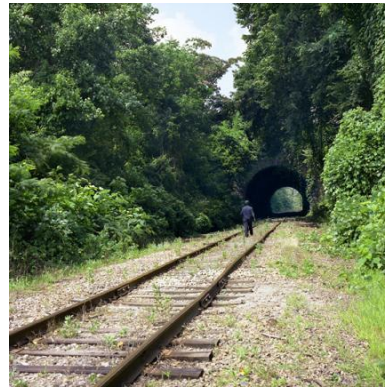
September 13, 2011

History & Context

Providing Region with Needed Connectivity



The Atlanta BeltLine is in the heart of the Atlanta region & utilizes historic freight rail ROW circling the City.

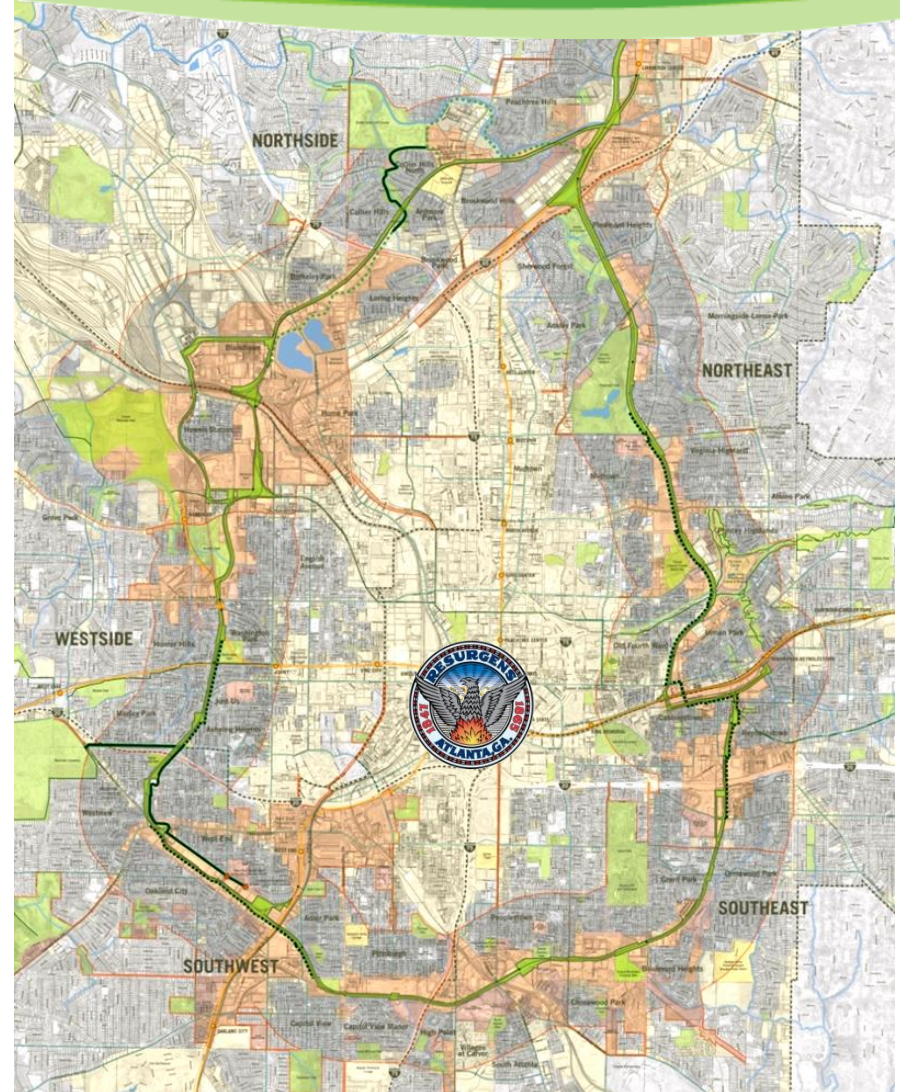


Location & Scale

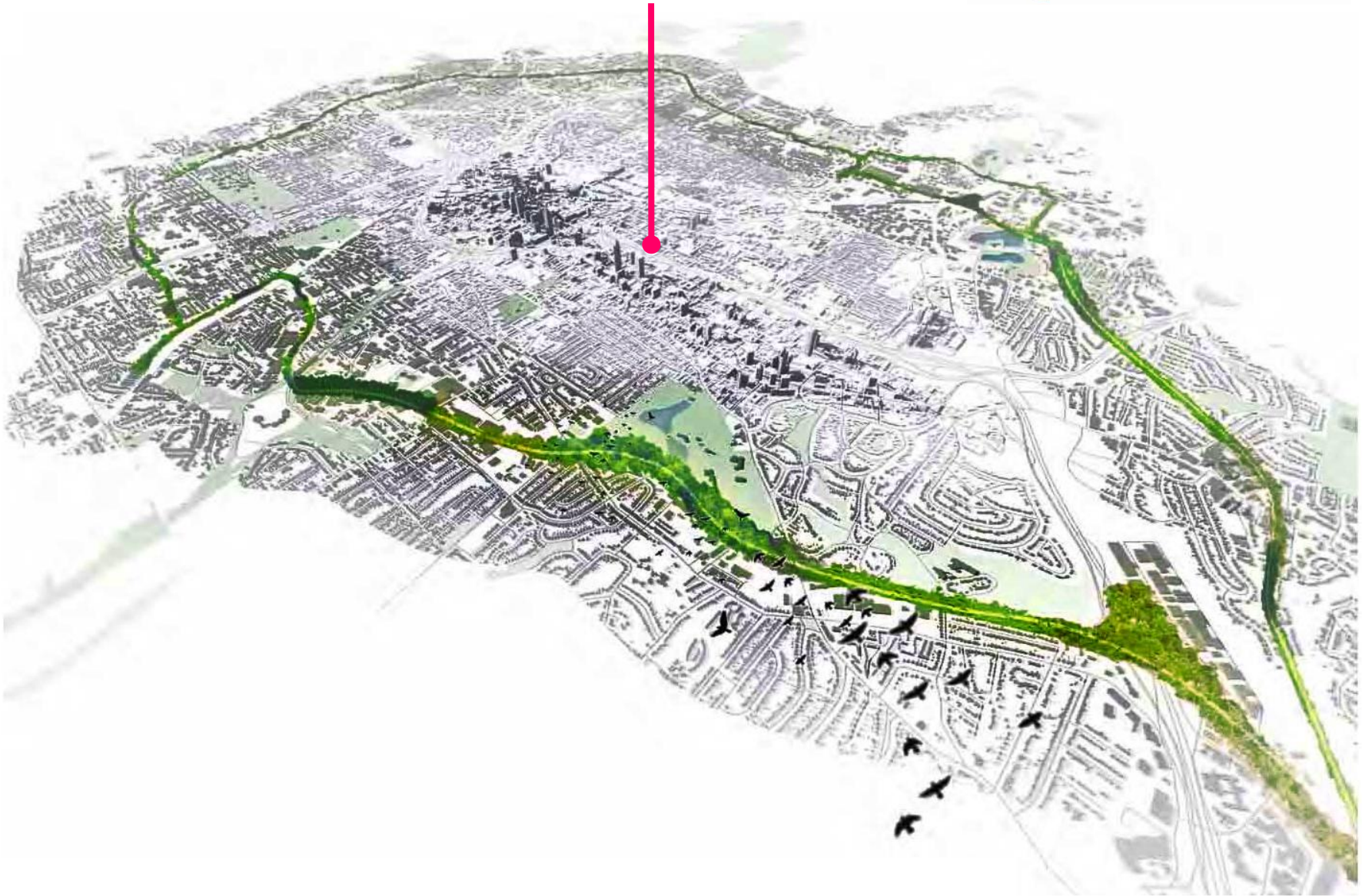
Significant Opportunity for Significant Impact



- Connects **45 neighborhoods**
- **22% of City of Atlanta population** lives in the Atlanta BeltLine planning area
- **19% of the City's land mass** is inside the Atlanta BeltLine planning area
- **40% increase** in Atlanta's parkland
- **6,500 acre TAD**



you are here.



Comprehensive Concept

Key Elements



Transit
22-mile loop



Parks
1300 new acres



Trails
33 miles



Economic Development
30k jobs



Affordable Housing
5,600 Units



Historic Preservation



Public Art & Urban Design



Environmental Clean-up
1100 acres

How Does The Atlanta BeltLine Happen

Public Private Partnership



- Public side
- Formed by Atlanta Development Authority
- Planning, design, implementation and engaging residents in these processes

- PATH Foundation
- Trust for Public Land
- Trees Atlanta
- MARTA
- Piedmont Park Conservancy
- Many others

- Parks, Recreation and Cultural Affairs
- Planning and Community Development
- Public Works
- Watershed Management



- Private side
- Awareness and education
- Raises private funding
- Social Impacts
- Public input
- Grass roots support
- Volunteering
- City of Atlanta's Economic Development Arm
- Manages affordable housing programs
- \$1.7 billion in local bond financing

ADA



Atlanta Development Authority

ATLANTA BELTLINE PROJECT

Plan of Work for 2006-2010 Budget

July 5th, 2006

Five Year Work Plan

Extensive Community Engagement



- **Online Outreach**

- 10,000+ surveys completed with broad geographic participation
- 45,000 hits to the website

- **Public Meetings and Hard Copies of Documents**

- Community Conversations hosted by Partners; 200 comments gathered from >225 individuals and groups during community presentations and sessions

- **Events and Promotions**

- Informational booth and dedicated events organized by partners



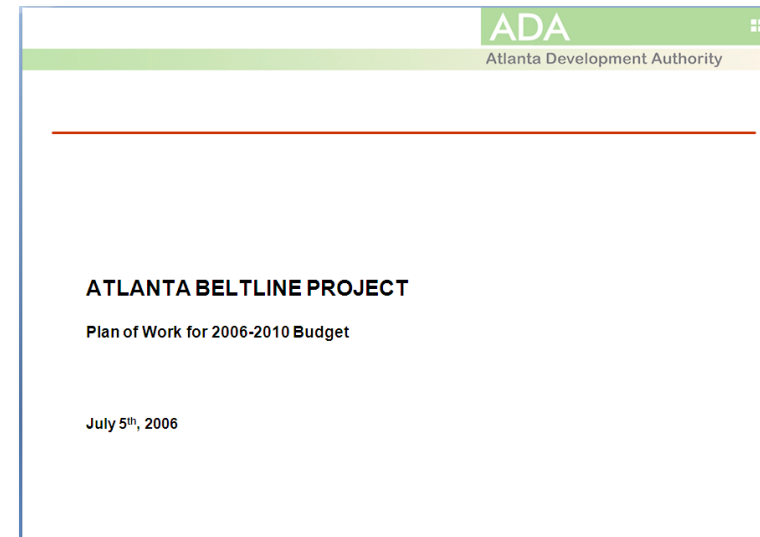
Five Year Work Plan

Community Engagement Led to Fundamental Principles



Principles for Five Year Work Plan

- **Secure the Right-of-Way (ROW):** Preserve continuity of full 22-mile BeltLine ROW
- **Complete critical planning activities early:** Establish framework for thoughtful build-out of projects
- **Achieve tangible successes within first five years:** Ensure people can enjoy the use of completed projects early on
- **Strive for geographic balance:** Balance projects and investments across quadrants
- **Ensure financial feasibility:** Ensure future TAD bond proceeds are sufficient to fund project components
- **Maintain strategic reserve for unforeseen opportunities:** Be ready to act quickly to make necessary investments



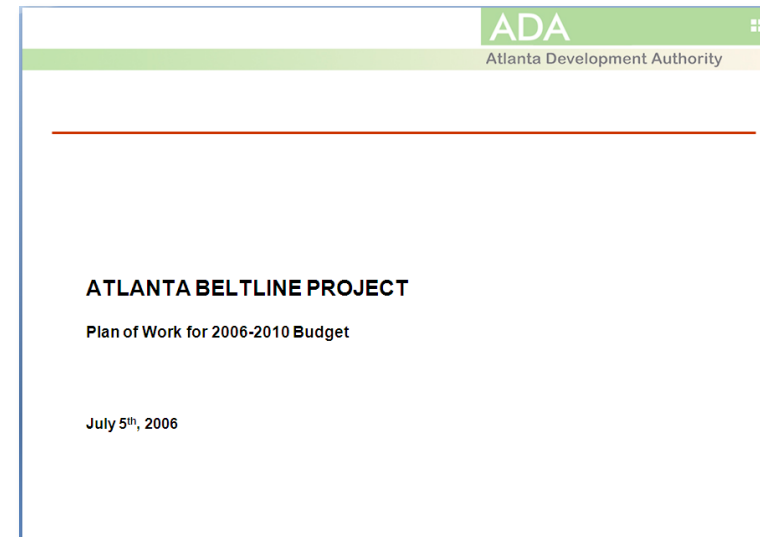
Five Year Work Plan

Fundamental Principles Led to Priorities

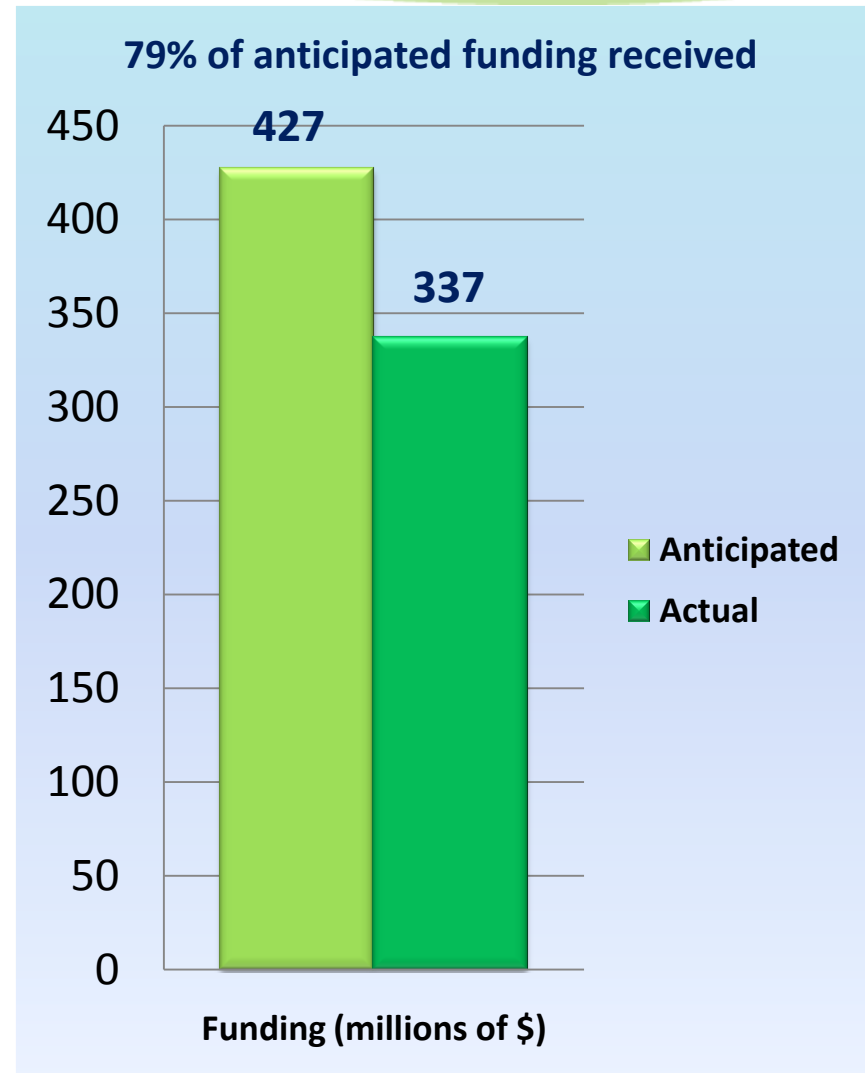


Priorities for Five Year Work Plan

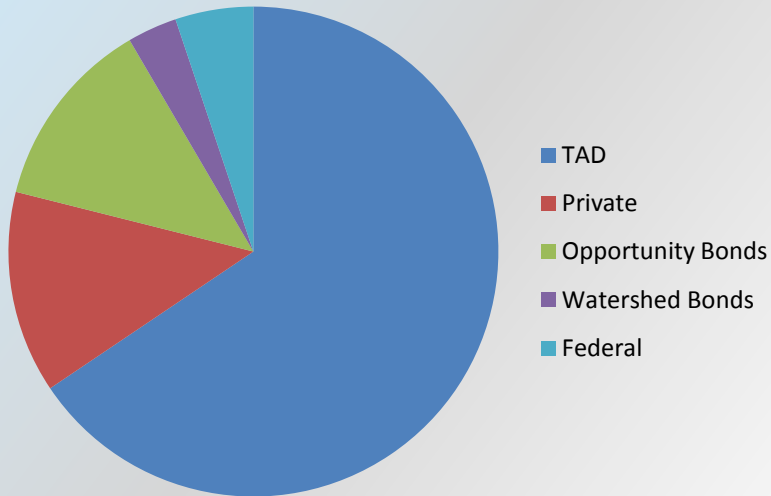
- **Growing greenspace with parks and trails:**
 - Acquire Westside Reservoir Park
 - Fully Develop 2-3 Parks
 - Complete at least two sections of trails
 - Strategic reserve
- **Transforming transit:**
 - Secure as much ROW as possible
 - Complete foundational and environmental studies
 - Pursue federal/state funding
 - Strategic reserve
- **Ensuring livable communities and attractive business climate**
 - Complete basic planning studies; land use, street connectivity, greenspace
 - Invest in development incentives, affordable workforce housing, preservation (historic and environmental), public art and transportation improvement to drive economic development



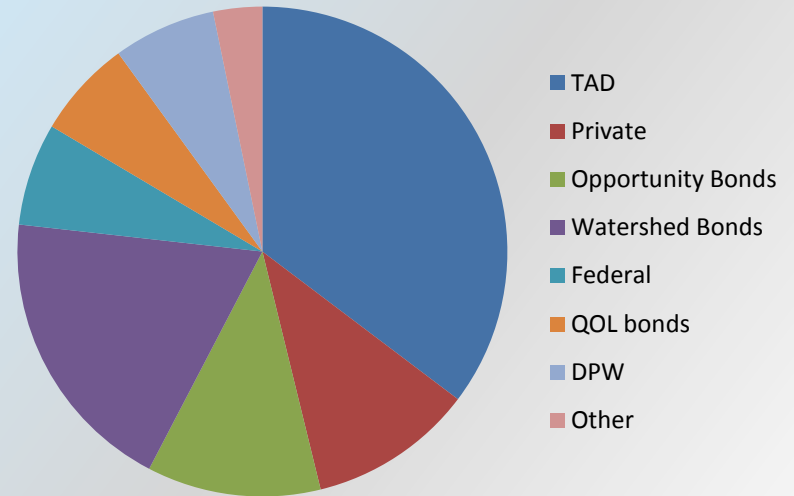
- **Unanticipated events necessitated adjustments to the plan**
 - TAD Litigation
 - The “Great Recession”
 - Collapse of the housing market
- **Unanticipated opportunities necessitated adjustments to the plan**
 - Federal Consent Decree - Historic Fourth Ward Park
 - Donor Directed Funds



Funding Sources - Anticipated



Funding Sources - Actual

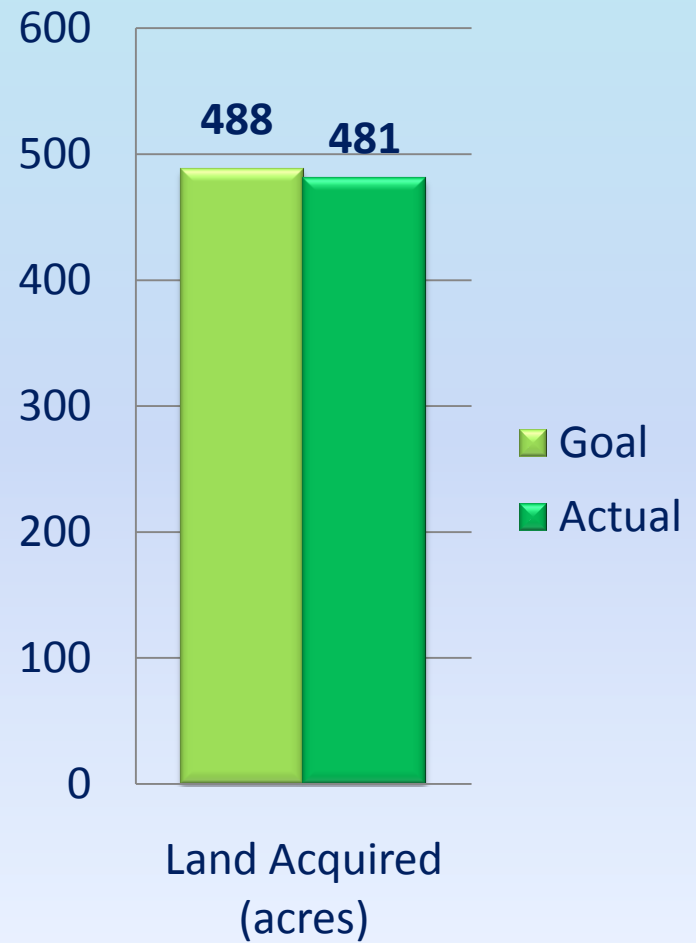


Five Year Work Plan Progress Update

Parks & Greenspace



99% of Goal Acquired



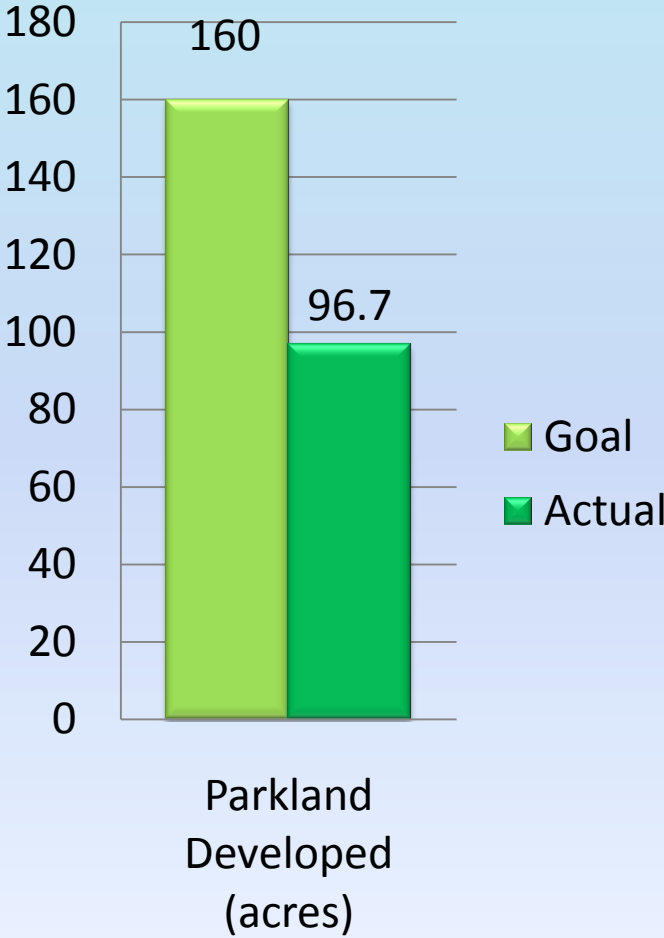
Five Year Work Plan Progress Update

Parks & Greenspace



Historic Fourth Ward Park

60% of Goal Developed



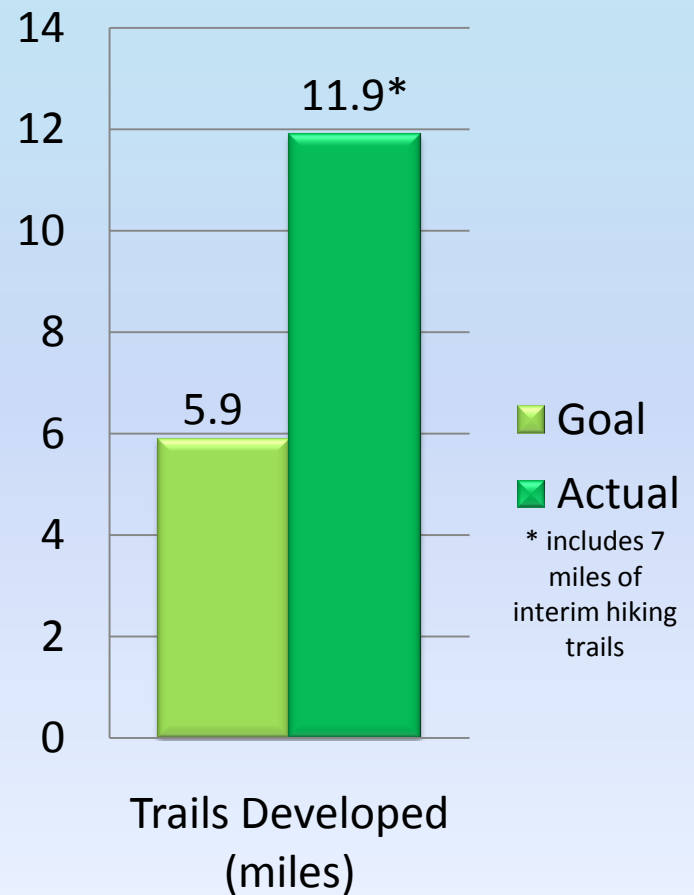
Five Year Work Plan Progress Update

Trails



Northside Trail

83% of Goal for Permanent Trails; 200% with Temporary



Five Year Work Plan Progress Update

Transit



Goal	Status
Acquire Right of Way for Transit and Trails	Completed – exceeded goal by 24%
Complete EIS, Preliminary Engineering	Draft EIS complete
Determine transit and trail alignment, particularly in NW	In progress
Determine governance and operating model for transit	Complete – pending City Council approval

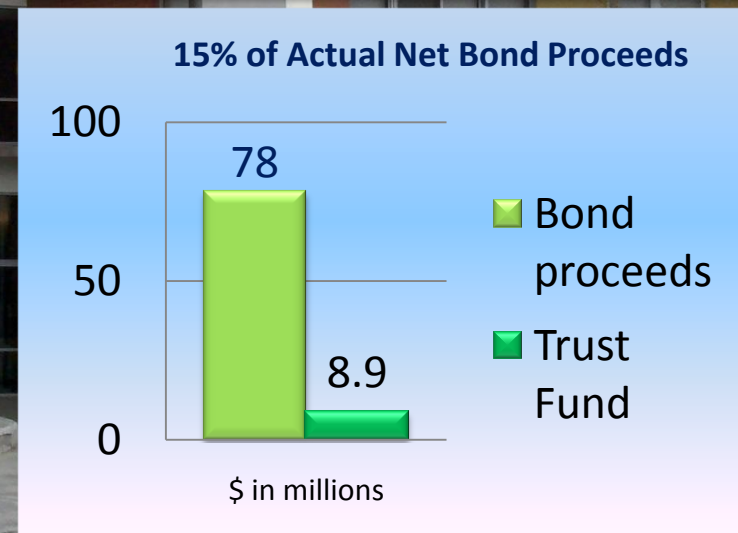
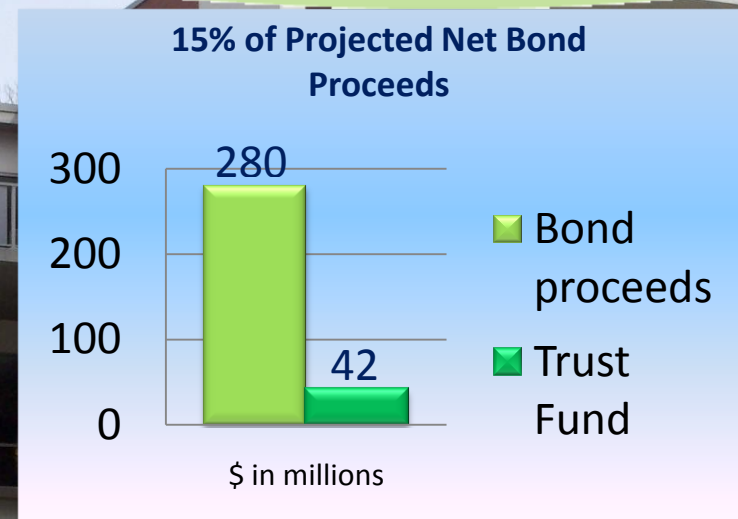


Five Year Work Plan Progress Update

Affordable Housing

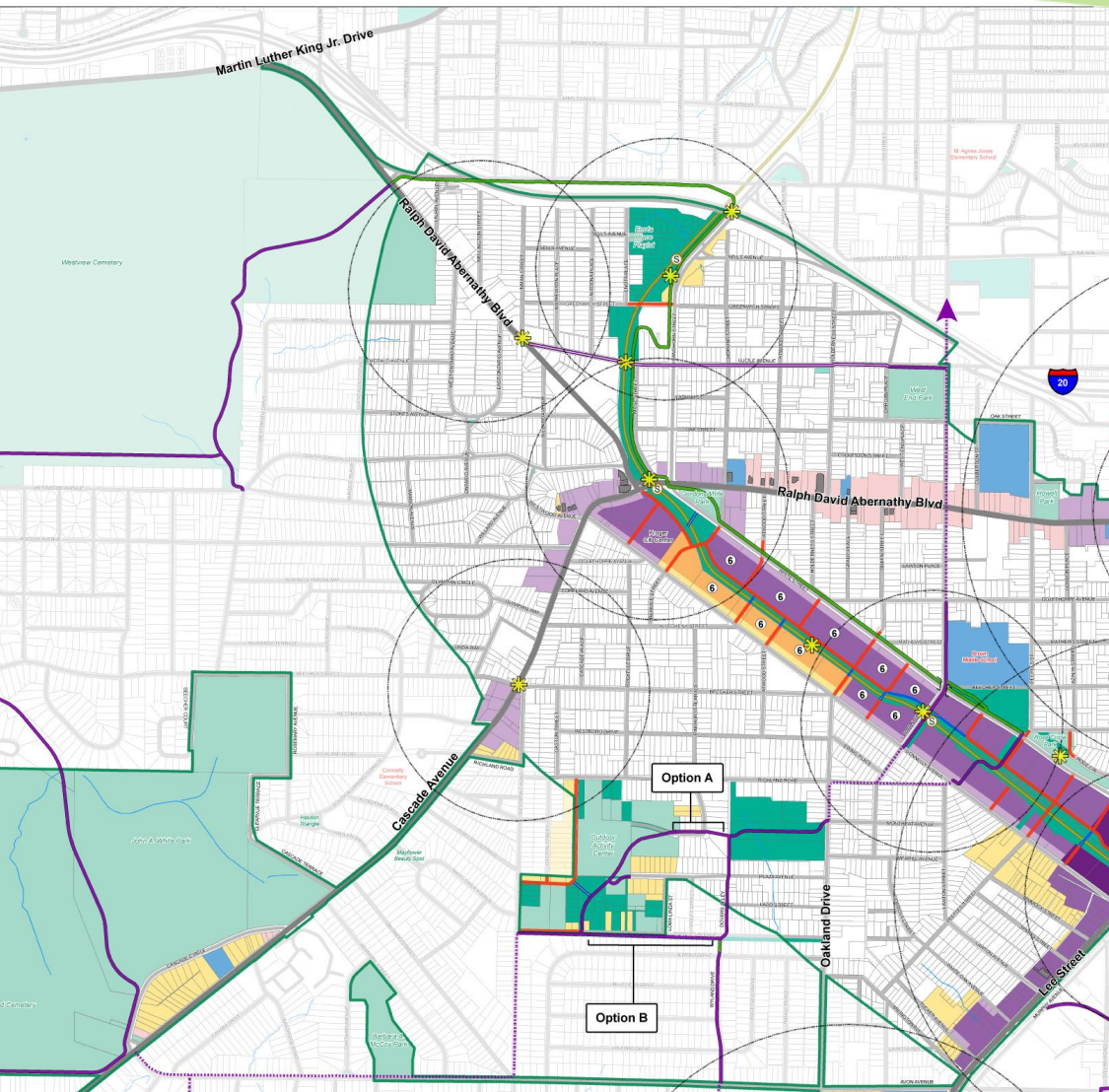


Goal	Status
Establish Affordable Housing Advisory Board	Completed July 2007
Establish Affordable Housing Policies	Completed September 2008
Launch Affordable Housing Trust Fund	Completed October 2008
Create Community Land Trust* (not in 5 year work plan)	Atlanta Land Trust Collaborative Launched 2010

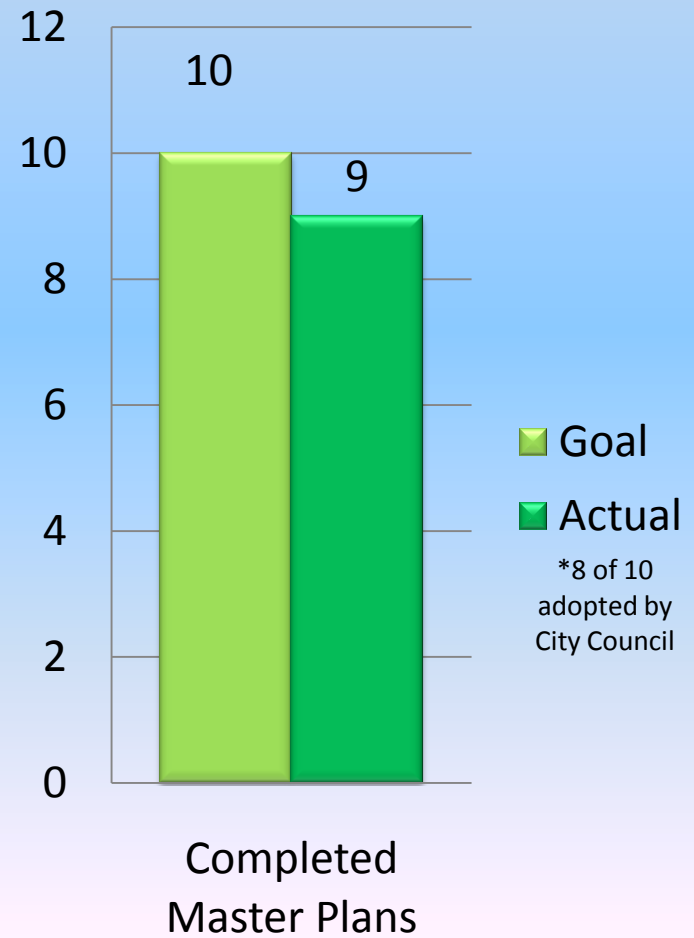


Five Year Work Plan Progress Update

Master Planning



90% of Goal Completed*



Five Year Work Plan Progress Update

Art on the Atlanta BeltLine



art on the
ATLANTA BELTLINE

- Launched ***Art on the Atlanta BeltLine*** – largest temporary public art exhibit in Atlanta’s history
- Installed permanent pieces of art in three parks
- Invested more than \$1.3 million in public art

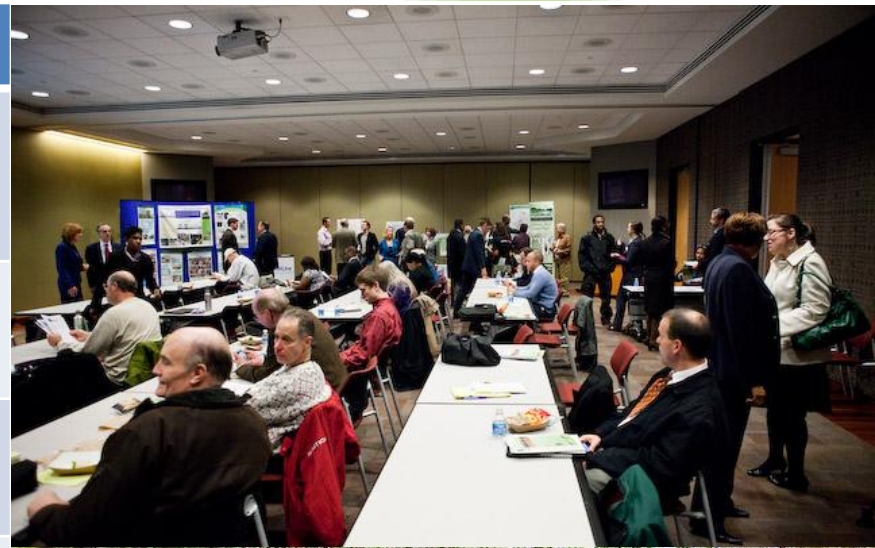


Five Year Work Plan Progress Update

Community Engagement



Goal	Status
Establish Tax Allocation District Advisory Committee	First meeting: December 2006
Community Rep on ABI Board	Completed Fall 2006
Hire Community Engagement Advocate	Completed April 2007
Formal Community Reporting – Quarterly Briefing	First Quarterly Briefing: February 2007
Establish Affordable Housing Advisory Board	First meeting: July 2007
Citizen Engagement Framework	Completed February 2008; added Study Groups, Citywide Conversations, Open Houses



Five Year Work Plan Progress Update

Community Engagement

ATLANTA
BELTLINE
INC.

Atlanta
BeltLine
Partnership



- 10,000+ tour participants
- 4,000+ Participants in Planning Process
- 1,800+ Volunteers
- 12,000+ e-news subscribers
- 7,500+ Facebook friends
- 3,600+ Twitter followers



Five Year Work Plan Progress Update

Atlanta BeltLine Partnership - Capital Campaign



Tremendous private support includes lead gifts from some of Atlanta's largest corporations:

- Capital Campaign launched in 2007
- More than 100 donors
- \$37.3 million of \$60 million goal raised to date



Five Year Work Plan Progress Update

Atlanta BeltLine Partnership Programs

Atlanta
BeltLine
Partnership



Building Awareness and Education

- Tour program launched in 2007
- Speakers Bureau launched in 2008
- Festival program launched in 2008
- Ambassador program launched in 2010

Creating Ownership by Engaging Partners and Residents

- Atlanta BeltLine Earth Day Clean-up launched in 2007
- Atlanta BeltLine Bike Tour launched in 2008
- Atlanta BeltLine Night at the Braves launched in 2009
- Adopt-the-Atlanta BeltLine launched in 2010
- Atlanta BeltLine Running Series launched in 2011
- 1,800+ people have signed up to volunteer



Five Year Work Plan Progress Update

Atlanta BeltLine Partnership Programs

Atlanta
BeltLine
Partnership



Addressing Social Impacts

- Mitigating displacement (Atlanta Land Trust Collaborative)
- Employment initiative
- Health impacts



Five Year Work Plan Progress Update

Atlanta Land Trust Collaborative

Atlanta
BeltLine
Partnership



- An effort of more than 30 public, private , non-profit and community organizations led by the Atlanta BeltLine Partnership
- Maintaining permanent affordability in neighborhoods at risk of gentrification or displacement along the Atlanta BeltLine route and elsewhere in the city.





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5 years of Bringing the Vision to Life

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