



# // Atlanta BeltLine Quarterly Briefing

*First Quarter // March 7, 2013*

- Welcome
- Atlanta BeltLine, Inc. Update
- Atlanta BeltLine Partnership Update
- Stakeholder Presentation – Trees Atlanta
- Q & A



# // Where is the Atlanta BeltLine?



- In the heart of the Atlanta region
- Connects many of Atlanta's cultural destinations
- Utilizes historic freight rail rights of way around the center of town



# // Opportunity for Significant Impact



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





# // The Atlanta BeltLine: Key Elements



**Parks and Arboretum**



**Trails**



**Transit & Transportation Infrastructure**



**Jobs & Economic Development**



**Affordable Workforce Housing**



**Streetscapes & Public Art**



**Historic Preservation**



**Environmental Clean-up**





# // ABI Update

*Lisa Y. Gordon*  
*Interim Leader & COO*

- **20 year plan** in five year increments to serve as a living document
- **Long range strategic plan**
- **Evaluation / Prioritization** of the project's core “workstreams:”
  - Transit
  - Trails
  - Parks
- **Program Components**
  - Brownfields, Jobs Policy, Affordable Housing, Economic Development, and Public Art



Phase 1:  
Situation  
Review

Phase 2:  
Stakeholder  
Advisory  
and  
Citywide

Phase 3:  
Funding  
Analysis  
(ongoing)

Phase 4:  
Priorities  
Matrix

Phase 5:  
Stakeholder  
Advisory  
and  
Citywide

Phase 6:  
Finalize  
Plan

Phase 7:  
Publicize  
Plan



## 1<sup>st</sup> Round of Engagement: November 2012 – February 2013

- 578 community members engaged through 8 public meetings and online surveys
  - Shared how the implementation plan will be shaped and formulated
  - Shared what criteria we will be used to prioritize projects.
  - Obtained community input on the project criteria and understand community priorities



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## Draft Prioritization Criteria Based on Community Input

### TRANSIT

- Project Readiness
- Development Impact
- Equity
- Practicality/Ridership
- Financial Options

### PARKS

- Project Readiness
- Development Impact
- Equity
- Consistent with City goals
- Financial Options

### TRAILS

- Project Readiness
- Development Impact
- Equity
- Leverage Existing Greenspace
- Financial Options

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## Second Round of Public Engagement:

- Summary of public input to date (Information Register, FAQs, and Survey Information)
- Draft project priorities matrix presentation

## Study Group Meeting dates:

- Northeast Study Group: Thursday, March 14th
- Westside Study Group: Monday, March 25th
- Southwest Study Group: Thursday, March 28th
- Northside Study Group: Monday, April 1st
- Southeast Study Group: Monday, April 8th



More info online at <http://events.beltline.org>

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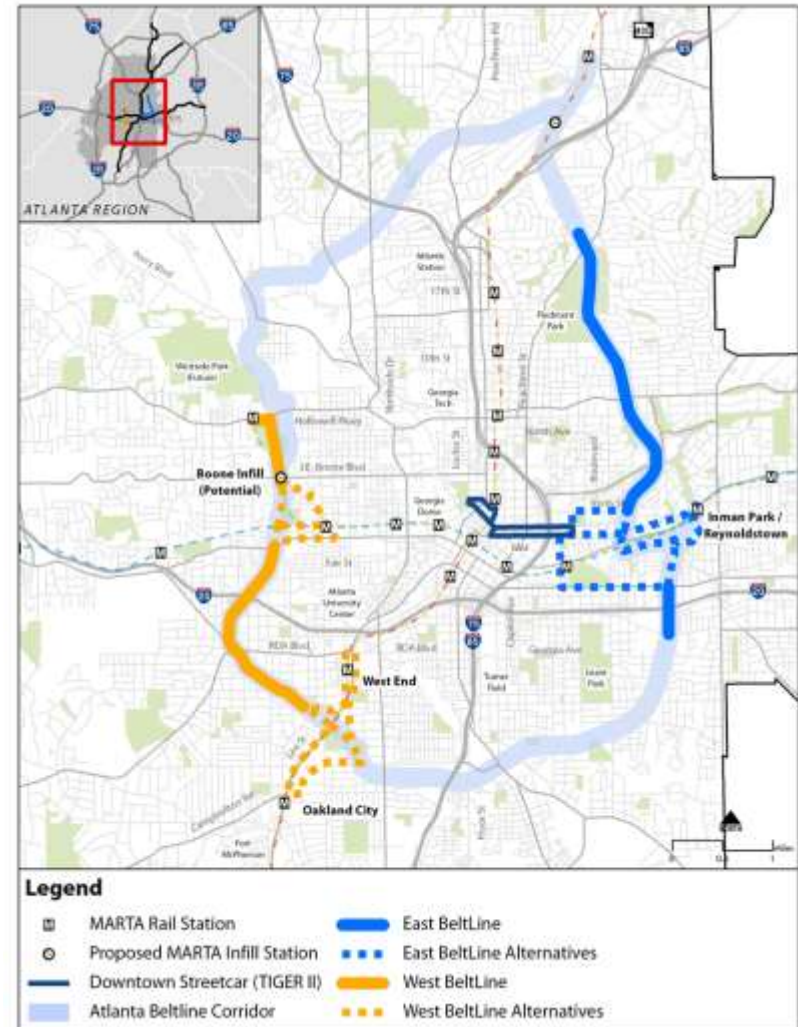
**Phase 7:**  
Publicize  
Plan



- Funding
  - ABI is working in coordination with the City of Atlanta and the Atlanta Regional Commission to take the next steps in the federal transit funding process.
- Next Steps
  - Initiate a Tier 2 Environmental Review of the Atlanta BeltLine
    - *Tier 2 Environmental Reviews will examine the Atlanta BeltLine West and East corridors*
  - This is the final phase of the environmental process.
    - *Phase One, the Tier 1 EIS was completed in conjunction with MARTA in August 2012.*
    - *Tier 1 EIS studied the 22-mile Atlanta BeltLine corridor.*

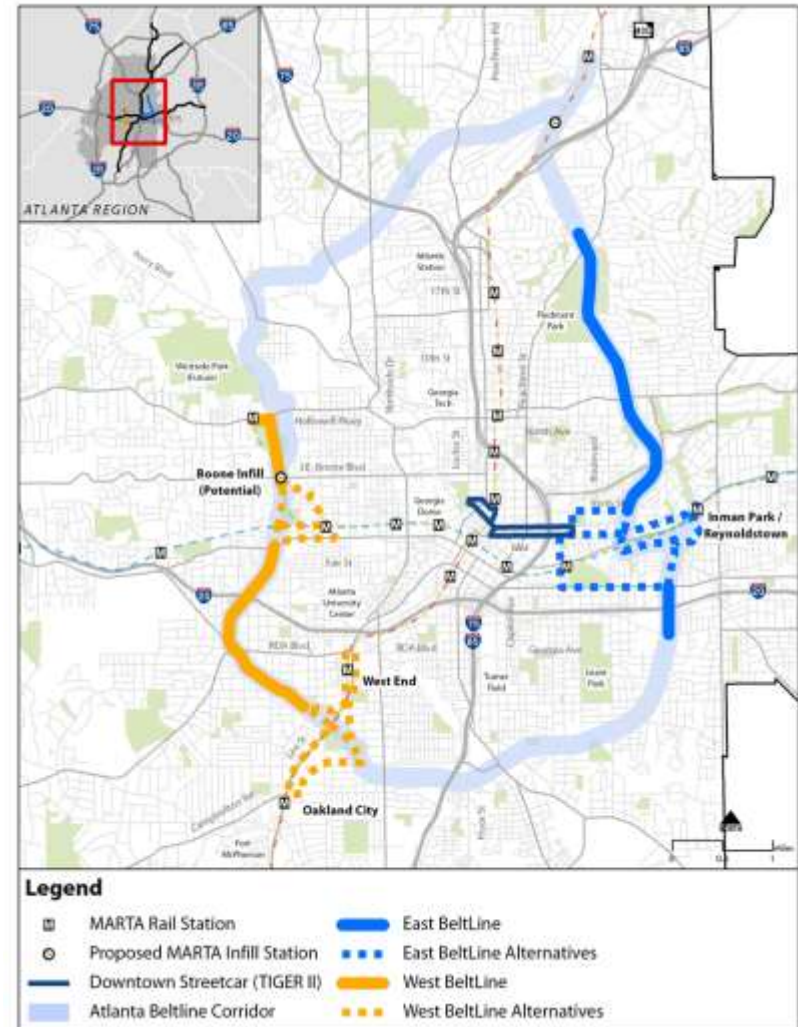


- Environmental Assessment (EA) Studies
- Study Areas
  - Atlanta BeltLine West corridor - From the West End MARTA area to the Bankhead MARTA area
  - Atlanta BeltLine East corridor - From Glenwood Park area to the Piedmont Park area
  - Studies will kickoff Summer 2013 with a public community engagement process





- Environmental Assessments
- Study Goals
  - Atlanta BeltLine West corridor – Identify which MARTA Stations to connect to at either end of the project
  - Atlanta BeltLine East corridor – Identify how to cross Hulsey Yard and connect to MARTA
  - Identify and minimize potential impacts from transit construction and operations
  - Integration with proposed extensions of the Downtown Atlanta Streetcar and crosstown streetcar routes



# // ABI Update – Organic Land Care Symposium



- 3<sup>rd</sup> annual symposium
- **Monday, March 11<sup>th</sup>**  
8 a.m. – 4 p.m.  
Atlanta Botanical Garden
- Renowned speakers include  
**Dr. Clint Waltz and Dr. Michael Dirr** from the  
University of Georgia
- Register today at  
[www.beltline.org](http://www.beltline.org)





## Art on the Atlanta BeltLine

- Atlanta's largest temporary art project returns this fall
- Call for Artists is out!  
**Deadline is April 10** –  
[art.beltline.org](http://art.beltline.org) for details
- Exhibition from  
September through  
November
- Upcoming information  
sessions start on March 9



## Railroad Artifact Sculpture

- Solicited Request for Proposals to construct sculpture from welded railroad artifacts
- Funding provided by the International Interior Design Association





## Developer Incentives

- Committed \$1.4M for 43 units of housing for seniors in Reynoldstown
- \$2.8M available for affordable housing development incentives



## Mixed Income TOD Implementation Strategy

- Enterprise Community Partners, BAHAB and Bleakly Advisory Group
- Analysis of existing housing and households
- Tools for ABI and developers to maximize impact of the Trust Fund
- Website with report and resources available in spring

# // ABI Update – Ponce de Leon Avenue Projects



- GDOT will begin resurfacing Ponce de Leon Ave from Juniper to Briarcliff this summer and will incorporate bike lanes
- ABI is working with GDOT to begin design work on the streetscape project along Ponce de Leon Ave between Boulevard Avenue and Freedom Parkway
- ABI is finalizing our contract with the selected bidder to design on the Atlanta BeltLine corridor, between the Eastside Trail and Ponce City Market



Office of Planning, Department of Planning & Community Development, February 6, 2013



## Southwest Connector Trail

- Groundbreaking took place January 12, 2013
- The PATH Foundation is opening the trail in early May (ribbon cutting date TBD).
- The trail runs along the southern boundary of Westview Cemetery from the ends of Westwood and Rogers Avenues to Lionel Hampton Trail, with a spur to Beecher Elementary on Bollingbrook Drive.





# // ABI Update – Construction





## Edgewood Bridge Replacement Project

- ABI is working in partnership with the City of Atlanta Department of Public Works.
- Works begins Monday, March 18. Demolition and reconstruction will continue through April 2014.
- Edgewood Avenue between Randolph St. and Krog St. will be closed where it crosses over the corridor.
- The detour routes are Irwin St. and DeKalb Avenue for east-west traffic.
- Open for business signs will be posted for business owners located near the construction zone.



**Detour info:**  
**[construction.beltline.org](http://construction.beltline.org)**

## Eastside Trail Construction Update

- Improved lighting at more than 20 locations installed by Georgia Power
- Additional lighting being installed or adjusted by nearly 10 adjacent property owners
- Additional security cameras being installed this month
- Working with DPW to install new lighting under bridges (Freedom, Highland, Virginia)
- Increased APD presence





## Eastside Trail Landscaping Plan

- The installation of over 100,000 native grass plugs is underway on the west side of the Eastside Trail by Trees Atlanta
- Upon completion of installation, these plantings will require no irrigation and minimal care
- Volunteers needed  
March through May



## Eastside Trail through Reynoldstown

- Construction of the privately funded multi-use trail between Irwin Street and Memorial Drive will begin this summer
- Bicycle improvements will be added along Wylie Street
- Trail will including lighting and security cameras at entry points





## Eastside Trail Gateway

- Design is underway for the connection between Eastside Trail and Historic Fourth Ward Park
- Construction is scheduled to begin this summer for a duration of 8 to 10 months



## Allene Urban Farm

- 3.8 acres of planting area (located on Allene Avenue)
- Farm design completed and land disturbance permit received
- Request for Proposals for grading and stormwater management planned for late March 2013



*2008: prior to demolition*



*2011: after demolition*



## Southwest Corridor Design

- The Georgia Department of Transportation design process is starting for the federally-funded multi-use trail between Lena Avenue (Washington Park) and Allene Avenue
- Design and right-of-way acquisition is scheduled to take 18 months
- Construction scheduled to start in the next 3-4 years and take approximately two years for completion





# // Atlanta BeltLine Partnership Update

*Rob Brawner  
Program Director*



## 2013 Running Series (Run.BeltLine.org):

- Active Lifestyle Challenge
- Northside 5K + 1K Kids Race – April 27th
- Southwest 5K – July 13
- Southeast 8K – Sept. 18
- Eastside 10K – Dec. 7
- Monthly Run Clubs – 50-100 participants



## Adopt-the-Atlanta BeltLine ([Adopt.BeltLine.org](http://Adopt.BeltLine.org)):

- 1,600+ hours in 2012
- 170+ hours in Q1 2013
- Earth Day – April 20th





## Atlanta BeltLine Tours ([Tours.BeltLine.org](http://Tours.BeltLine.org)):

- Walking Tours with Trees Atlanta
  - Tour reservations open March 20 for April tours
  - Fridays and Saturdays at 10 a.m.
  - Limited to 20
- Bus tours are hot! Seats fill within hours of reservations opening on the 15th of each month

TREES  
ATLANTA





## Website Traffic

- 63,458 visits to Beltline.org
  - A 71% increase in traffic over one year previous: Q1 2012

## Facebook

- 13,200 fans
  - a 6.5% increase over Q3 2012
  - a 47% increase over one year previous: Q1 2012
- 1,800 fans for Art on the Atlanta BeltLine fan page
  - a 6% increase over Q4 2012
  - a 125% increase over Q1 2012
- 1,400 fans for Atlanta BeltLine Running series page
  - a 17% increase over Q4 2012
  - A 250% increase over Q1 2012

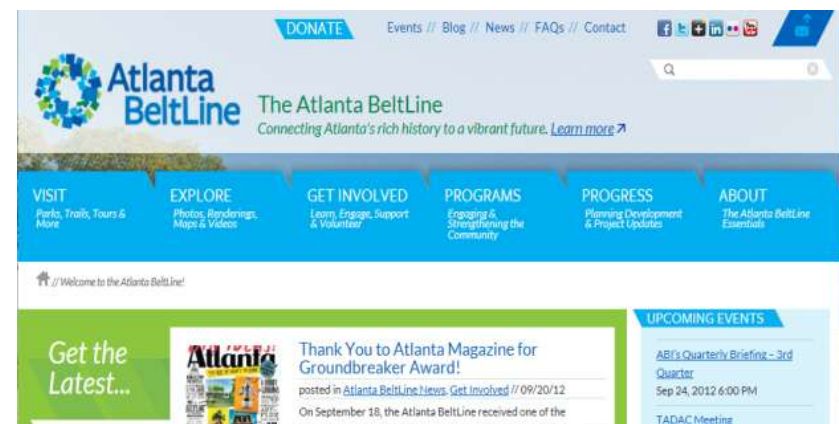


## Twitter

- 8,900 followers,
  - a 14% increase over Q4 2012

## eNews

- 16,300 recipients of email newsletters





## Addressing Social Impacts

- Forming workforce partnership in healthcare with Atlanta CareerRise, Georgia Department of Labor, Center for Working Families, New Hope Enterprises, Manpower, and Atlanta Technical College
- Atlanta Land Trust Collaborative continues to focus on creating permanently affordable housing around the Atlanta BeltLine

## Atlanta BeltLine Partnership Capital Campaign

- \$41.1+ million raised from 110+ donors
- Raising funds for southern extension of Eastside Trail and targeted projects along southern and western parts of the Atlanta BeltLine







## Volunteer Opportunities

- **Festivals:** Season begins April 2013 .  
Visit [Volunteer.BeltLine.org](http://Volunteer.BeltLine.org) to register
- **Ambassadors:** Recruiting distribution officers  
([Ambassadors.BeltLine.org](http://Ambassadors.BeltLine.org))
- **Speakers Bureau:** New speakers currently training
- **Corporate/group clean-ups**
- **Volunteer Training:** 2nd Wednesday @ 5:30 p.m. and  
3rd Friday at noon
- **Running Series:** Pre-race and race-day opportunities

## Southwest Atlanta BeltLine Ambassador

- Shantae Robinson





# Atlanta BeltLine Arboretum



## **Trees Atlanta's Mission**

Trees Atlanta is a non-profit citizens' group, dedicated to protecting and improving our urban environment by planting and conserving trees. We also educate the public about the importance of trees



## **Arboretum**

ar·bo·re·tum

Noun

A botanical garden devoted to trees





# // *Trees Atlanta – Eastside Trail*

**TREES**  
**ATLANTA**

**About one year ago...**



# // *Trees Atlanta – Eastside Trail*

**TREES**  
ATLANTA

**Today...**





# // *Trees Atlanta – Eastside Trail*

**TREES**  
ATLANTA

**Today...**





## **We planted lots of trees!**

- 626 trees planted
- 61 species





## // Trees Atlanta – Eastside Trail

**TREES**  
ATLANTA

**You will be seeing Trees Atlanta a lot this month...**





## Our Urban Forestry Crew will be everywhere

Continued Care





**Crews will be watering daily through October**





## // *Trees Atlanta – Eastside Trail*

**TREES**  
ATLANTA

**Our trucks will be hauling lots of water**





## // *Trees Atlanta – Eastside Trail*

**TREES**  
ATLANTA

**We will also be planting meadows with volunteers' help**





**Planting native warm season grasses and wildflowers**





## By the numbers:

- 12 different species of grass
- 32 different species of forbs/wildflowers
- 109,000 individual plants to be installed
- 8+ acres to be planted with plugs





# // Trees Atlanta – Eastside Trail

**TREES**  
ATLANTA



*Andropogon  
virginicus*  
Broomsedge



*Andropogon ternarius*  
Splitbeard Bluestem



*Schizachyrium scoparium*  
Little Bluestem



*Chasmanthium  
latifolium*  
River Oats



*Echinacea  
tennesseensis*  
Tennessee  
Coneflower



*Rudbeckia hirta*  
Blackeyed Susan



*Lobelia cardinalis*  
Cardinal Flower



*Eragrostis spectabilis*  
Purple Lovegrass



## You will see a few other *temporary* things in the corridor:

- Signage to explain the benefits of native grassland planting
- Fencing to protect the meadow
- Irrigation to water the plants
- Wildlife to entertain us all





Changes will occur over the coming months





**A few patient years later...**



# // Trees Atlanta – Walking Tours

**TREES**  
**ATLANTA**

Trees Atlanta docent-led walking tours start in April  
Walks begin April 12 and 13<sup>th</sup>

- Fridays and Saturdays will continue weekly
- Go to [tours.BeltLine.org](http://tours.BeltLine.org) or [Treesatlanta.org](http://Treesatlanta.org) for more info

New docent training

- Go to [Treesatlanta.org](http://Treesatlanta.org) to register for docent training class of 2013





# // Trees Atlanta – Coming Soon

- Environmental Demonstrations
  - *Acorn installation*
  - *Grass identification*
  - *Water land sculpture*
  - *Beech Circle*
- Arboretum plantings
  - *3 tree hill*
  - *Freedom Park spur trail*
  - *A third to be determined*
- Signage and Labels
  - *Tree labels*
  - *Educational signage*



# // Trees Atlanta – Future Events

**TREES**  
**ATLANTA**

- **March – May:**  
Meadow Plantings (60 days to volunteer )
- **March 22<sup>nd</sup>:**  
Inman Park / Atlanta BeltLine tree walk
- **April 6<sup>th</sup>:**  
Native wildflower sale
- **April 12<sup>th</sup>:**  
First Atlanta BeltLine Arboretum Docent Walk
- **April 20<sup>th</sup>:**  
Earth Day – Atlanta BeltLine meadow planting
- **May 10<sup>th</sup>:**  
National Public Gardens Day Celebration on the Atlanta BeltLine Arboretum







# // Question / Answer

*March 7, 2013 // Quarterly Briefing*