



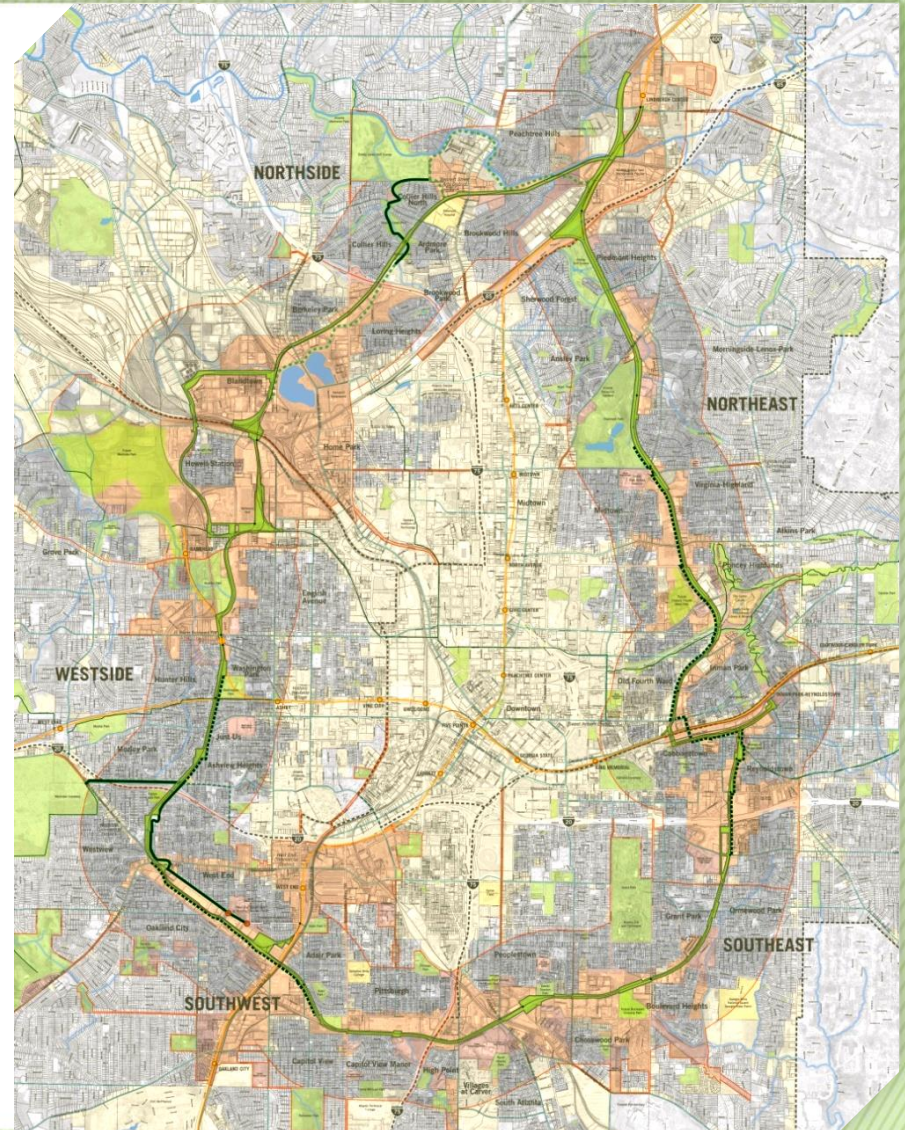
// Atlanta BeltLine, Inc. Update

*First Quarterly Briefing
March 1, 2016*

// What is the Atlanta BeltLine?



- Unites 45 neighborhoods
- 22% of the City of Atlanta population lives in the Planning Area
- 19% of the City's land mass is inside the mile-wide 15,000 acre planning area
- 6,500 acre TAD



// The Atlanta BeltLine: Key Elements



1,300 ACRES
of New
Greenspace
(+700 ADDITIONAL
ACRES REBUILT)



22 MILES
of Transit &
Transportation
Infrastructure



33 MILES
of Urban Trails



46 MILES
Streetscapes &
Complete Streets



**28,000
HOUSING
UNITS**
w/ **5,600**
Affordable
Workforce
Housing Units



**30,000 JOBS &
\$10-20B**
Economic
Development

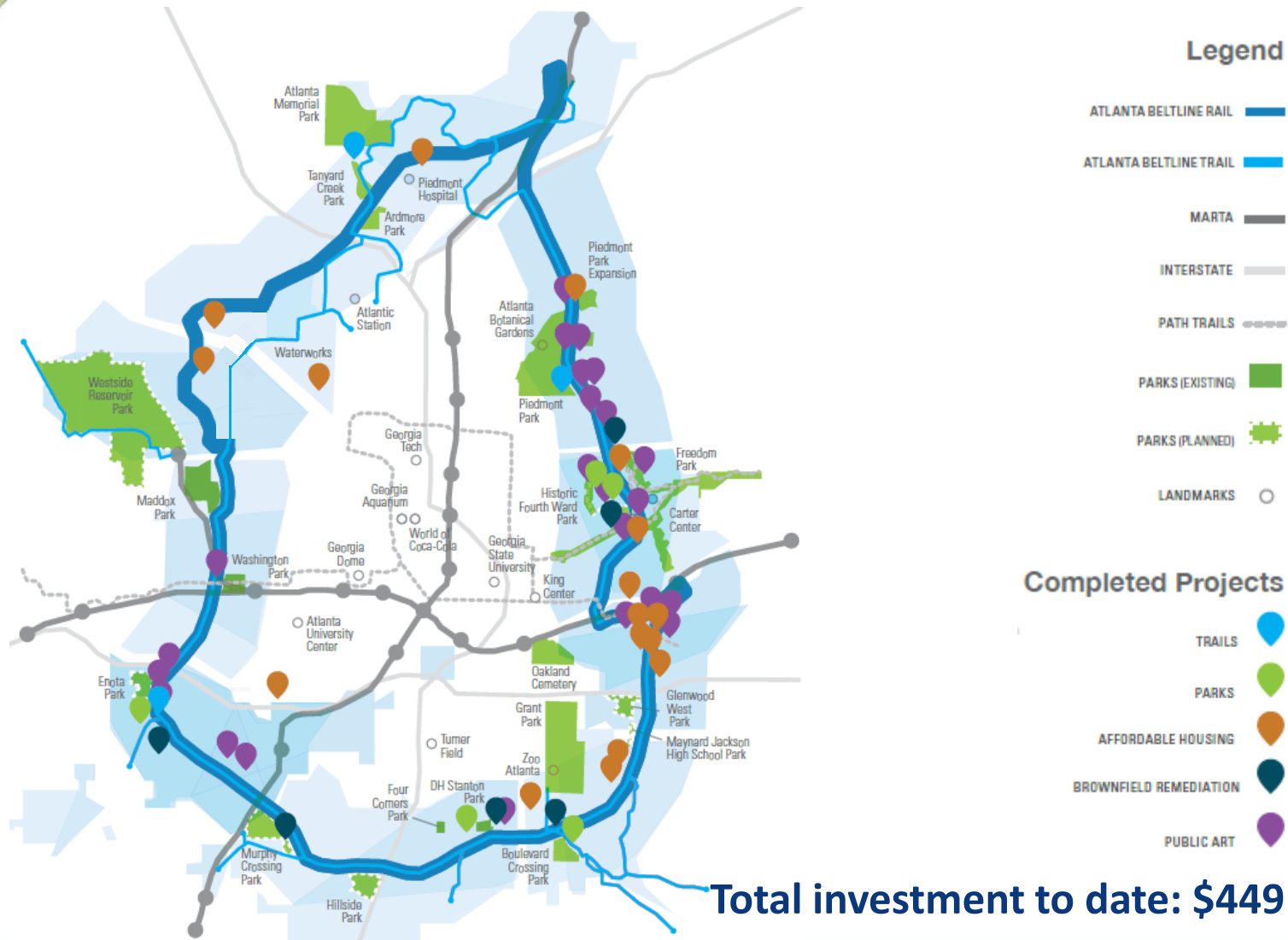


Corridor-wide
Historic
Preservation,
Public Art and
Arboretum



> 1,100 ACRES
of Environmental
Clean-up

// Overall Progress to Date



Total investment to date: \$449 million

// Overall Progress to Date



Performance Dashboard

2015

Change

2030 Benchmark (Target: 25-year/20-year reset) time elapsed

40% / 25%

Total Investment (Target: \$2.8 to 4.8 billion)	\$449 million		\$49 million
Transit Corridor Control (Target: 22 miles)	57%		0.18 miles
Trail Corridor Control (Target: 33 miles)	74%		0.55 miles
Park Land Control (Target: 1,300 acres)	63%		79 acres
Brownfield Remediation (Target: 1,100 acres)	25%		none
Transit Projects (Target: 22 miles) <i>Designed/Delivered</i>	20% / 0%		none
Trail Projects (Target: 33 miles) <i>Designed/Delivered</i>	35% / 18%		none
Park Projects (Target: 1,300 acres) <i>Designed/Delivered</i>	20% / 20%		2 acres
Streetscape Projects (Target: 46 miles) <i>Designed/Delivered</i>	9% / 5%		none
Permanent Jobs (Target: 30,000)	6,100		32%
Construction Jobs (Target: 48,000)	22,490		8%
Economic Development (Target: \$10 billion w/ ROI of 3.5 to 1)	\$3 billion (7:1)		\$600 million
Housing Development (Target 28,000)	15,483		16%
ABI/IA Supported Affordable Housing (Target 5,600 - 20%)	1,025		4%
All Affordable Housing Development	2,279		2%

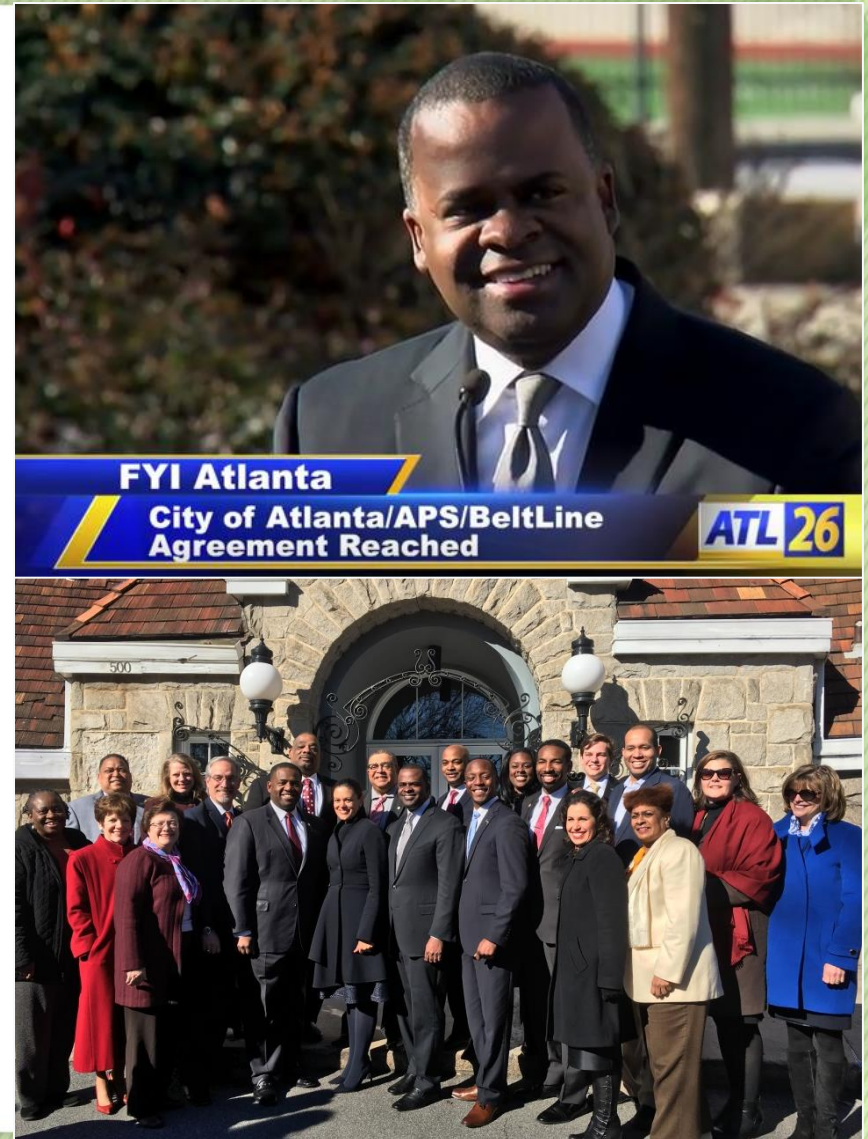
= On Schedule

= Near Schedule

= Behind Schedule

// APS/COA Funding Deal

- City Council, APS Board, Invest Atlanta Board, and ABI Board approved new terms totaling \$73.5 million paid over 15 years
- City to complete past-due payments totaling approx \$14 million
- City to make additional one-time payment of \$10,000,000
- City to transfer real estate to APS



// Trails: Westside Trail



Atlanta
BeltLine

- Construction is 25% complete
- On schedule and within budget
- 3-mile trail will connect 4 schools and 4 parks
- 14 access points
- Vertical connections
- Preparation for future transit

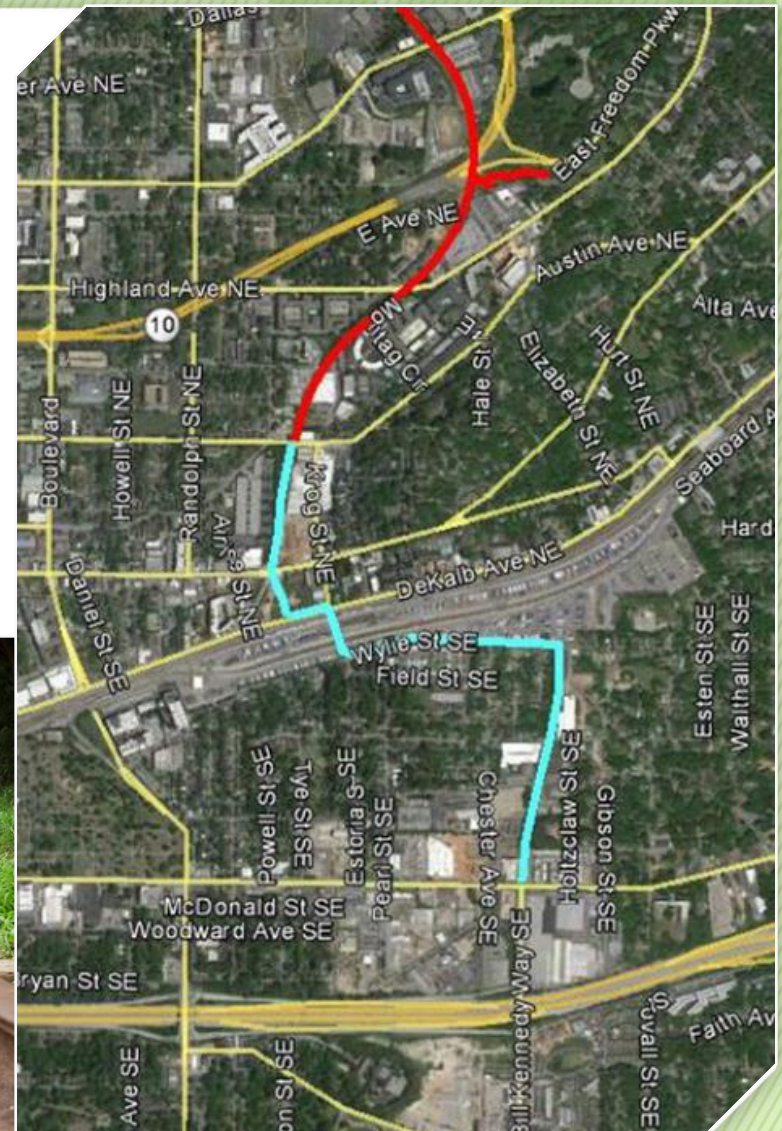


// Trails: Eastside Trail extension



Atlanta
BeltLine

- Phase I – Irwin to Kirkwood
- Contractor selected
- Finalizing easements and permits
- Construction anticipated to begin spring 2016
- Timeline for completions 18 months after start



// Trails: Southside Corridor



Atlanta
BeltLine

- Negotiating with design firm
- Includes 4-mile trail between University Ave & Memorial Drive
- Design to include lighting, retaining walls, vertical connections, storm drainage, signage/wayfinding, and bridges
- Design to be complete in 18-24 months followed by construction, subject to acquisition and securing funding

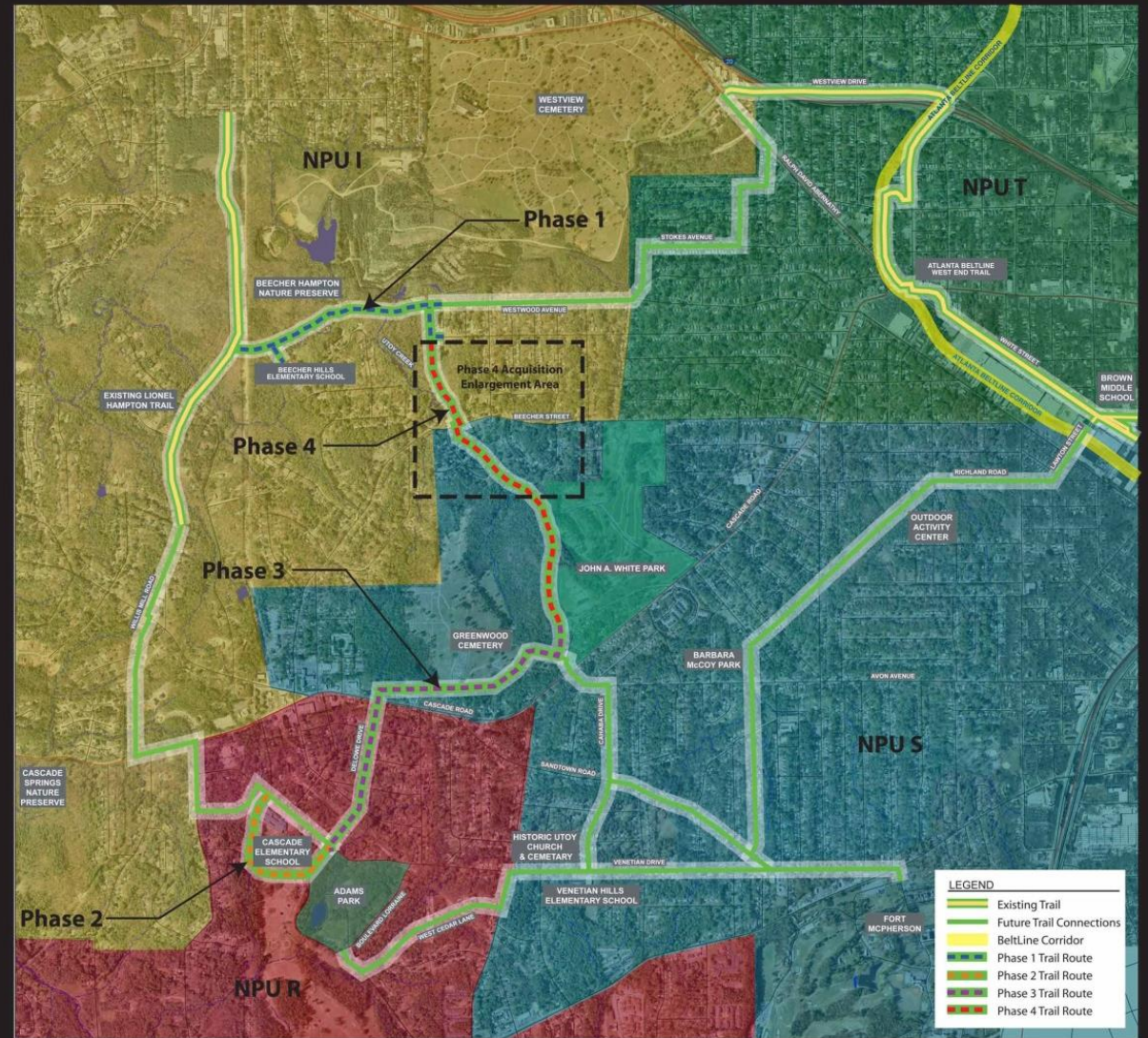


// Trails: Southwest Connector



Atlanta
BeltLine

- Will ultimately connect to the Atlanta BeltLine via West End Trail and at Lawton Street
- Outside of the Atlanta BeltLine TAD
- Design and Construction managed by PATH Foundation
- 8.7 miles when finished
- First Phase, 1-mile linking Lionel Hampton Trail, Beecher Elementary and Westwood Avenue, opened in 2013
- On-street route along RDA, W. Ontario, Stokes and Westwood begins construction this Spring, connecting Phase 1 with the West End Trail
- Design and land acquisition of subsequent phases are underway





- Ribbon was cut in December 2015
- Second official skatepark in City of Atlanta – both on Atlanta BeltLine
- Local artist to work with high school to design an paint mural
- Funding provided by The Coca-Cola Company



// Art on the Atlanta BeltLine

- Sixth year of exhibition
- RFP to be released in spring for seventh year
- More than 100 projects in 2015
- Three performance weekends
- More than 66,000 at the Lantern Parade



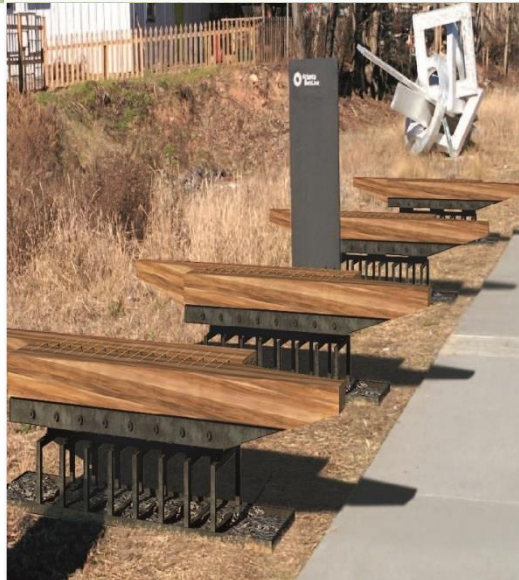
// Art Master Plan

- Comprehensive art master plan
- Support livable communities with increased creative activity
- Transformative potential of a linear gallery space
- Improve connectivity and access to cultural amenities
- Total \$150,000 budget
- \$50,000 from National Endowment for the Arts
- Proposals under review



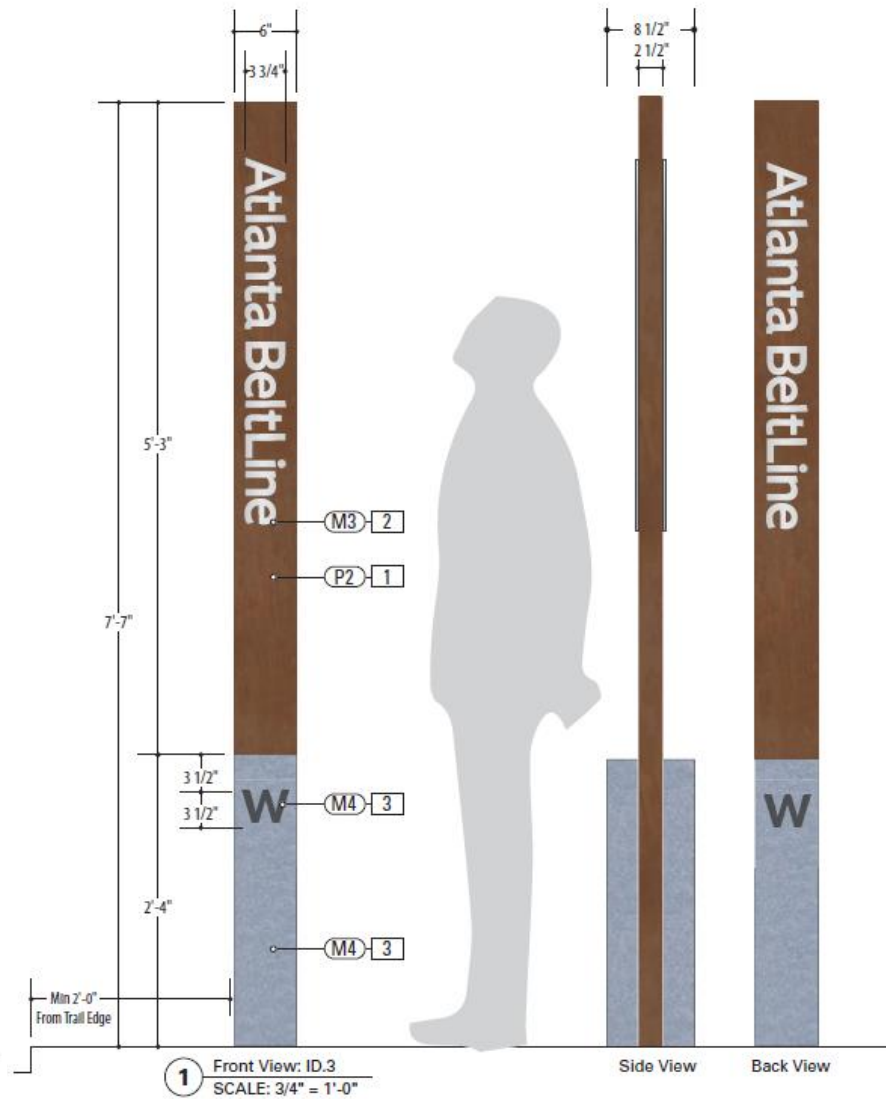
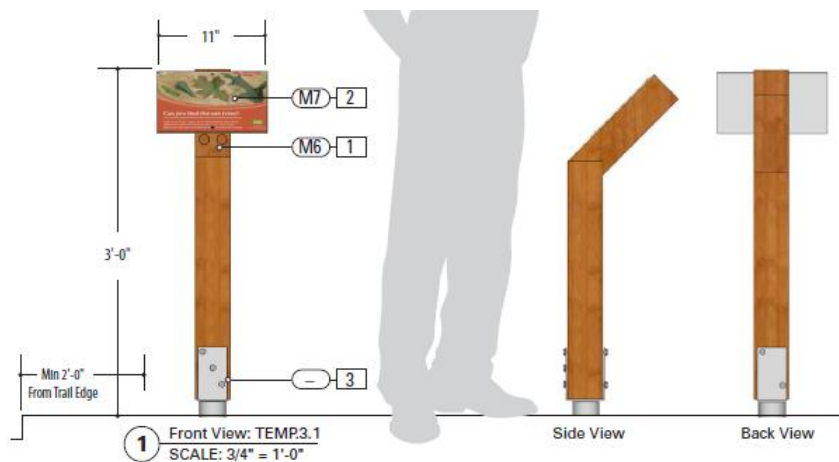
// BeltLine Benches

- OrchestraOne
- Mitch Ryerson
- Hill, Foley, & Rossi
- Gensler

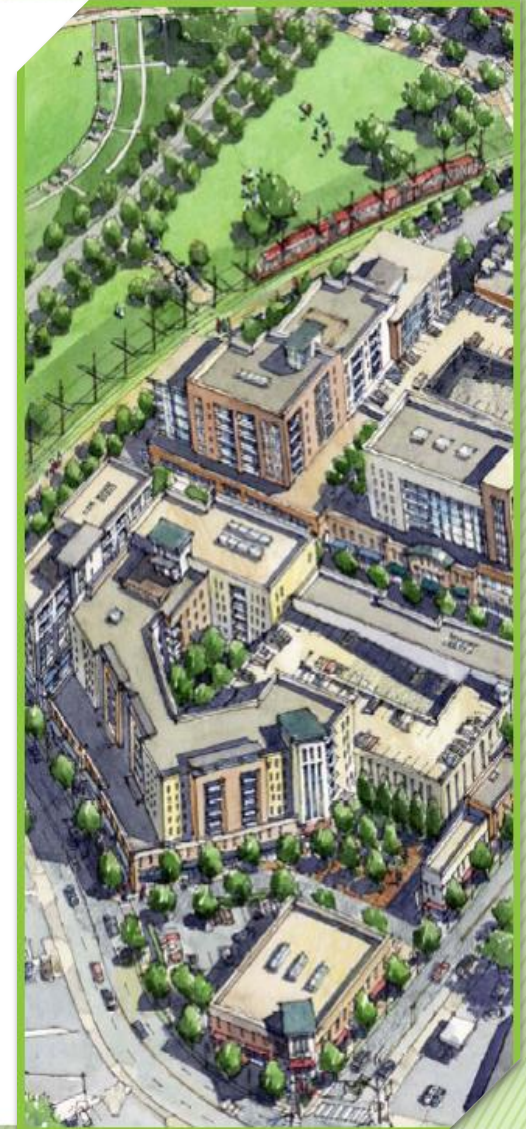


// Signage & Wayfinding

- Signage and wayfinding prototypes to be installed this summer
- Eastside Trail at Elizabeth Street
- Opportunity for feedback:
 - Location
 - Visibility
 - Information content
 - Readability and ease of use

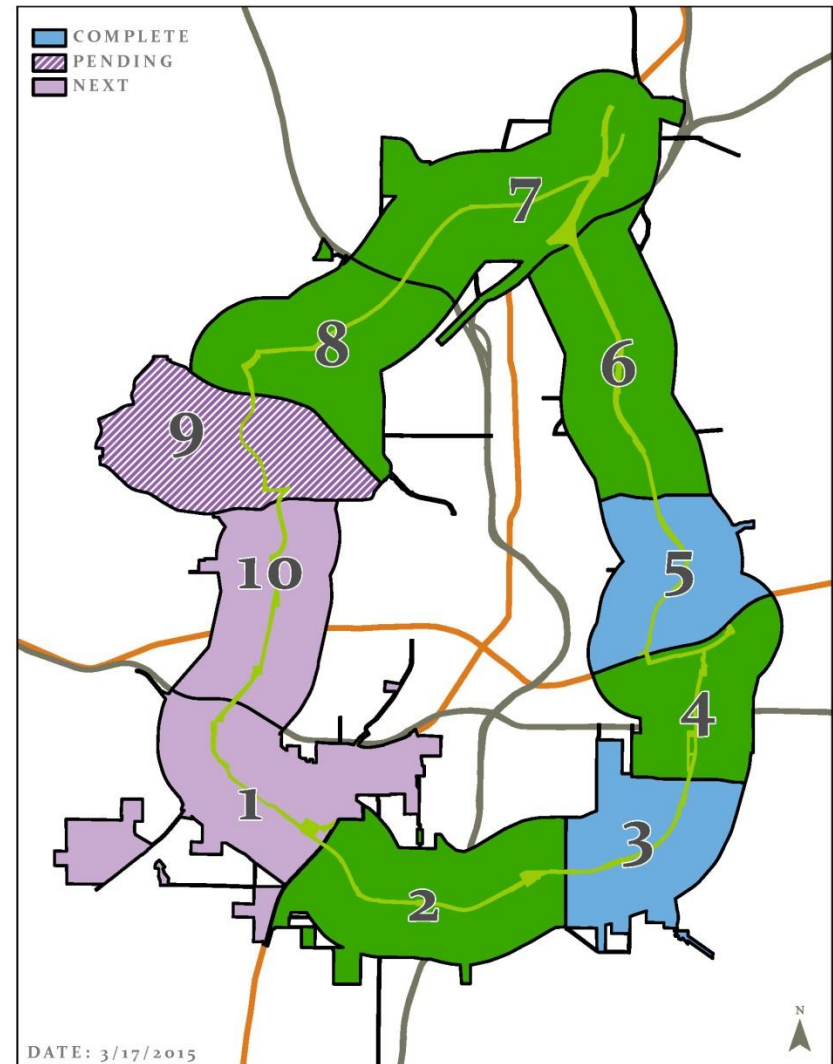


- Adopted by City Council in March 2015
- Comprised of nine members
- First meeting held in September 2015
 - Reviewed 13 projects to date
 - Made recommendations to City Planning Department
- ABI staff conducted 35 pre-applications project reviews
 - 2 pre-zoning meetings
 - 44 SAP reviews (pre-DRC)



// Proactive Rezoning – Phase II

- Multi-year effort by the City w/ ABI support
- Rezoning specific parcels to master plan specifications
- Phase II –
 - Activate the Subarea Master Plan
 - Implement zoning Recommendations of the Subarea Master Plan
 - Create Transit Supportive Development
 - Stimulate Economic Development
- Schedule
 - Phase 1: 3, 5, (2013-2014)
 - Phase 2: 1, 9, 10 (summer 2016)
 - Phase 3: 2, 4, 6, 7, 8
- Unified Plan – bring together subarea master plans for consistency
- Updating of master plans pending



// Eastside Corridor Enhancements

- Connection between trail and development complete
- Vertical connections to North Avenue underway
- First public plaza on the Atlanta BeltLine
- Completion in spring 2016

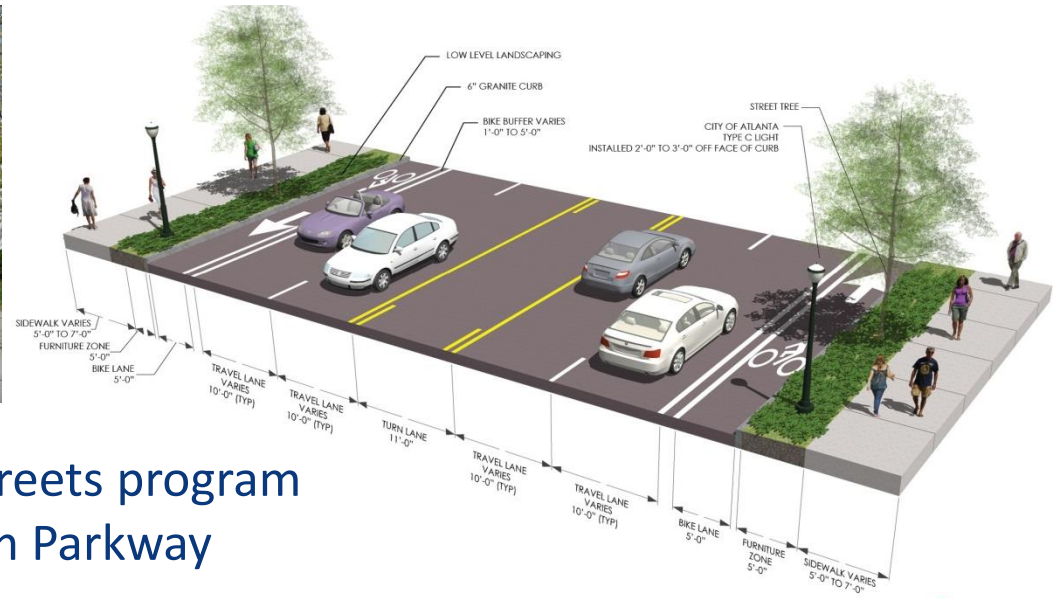


// Transportation: Complete Streets

Spring 2013



2017:

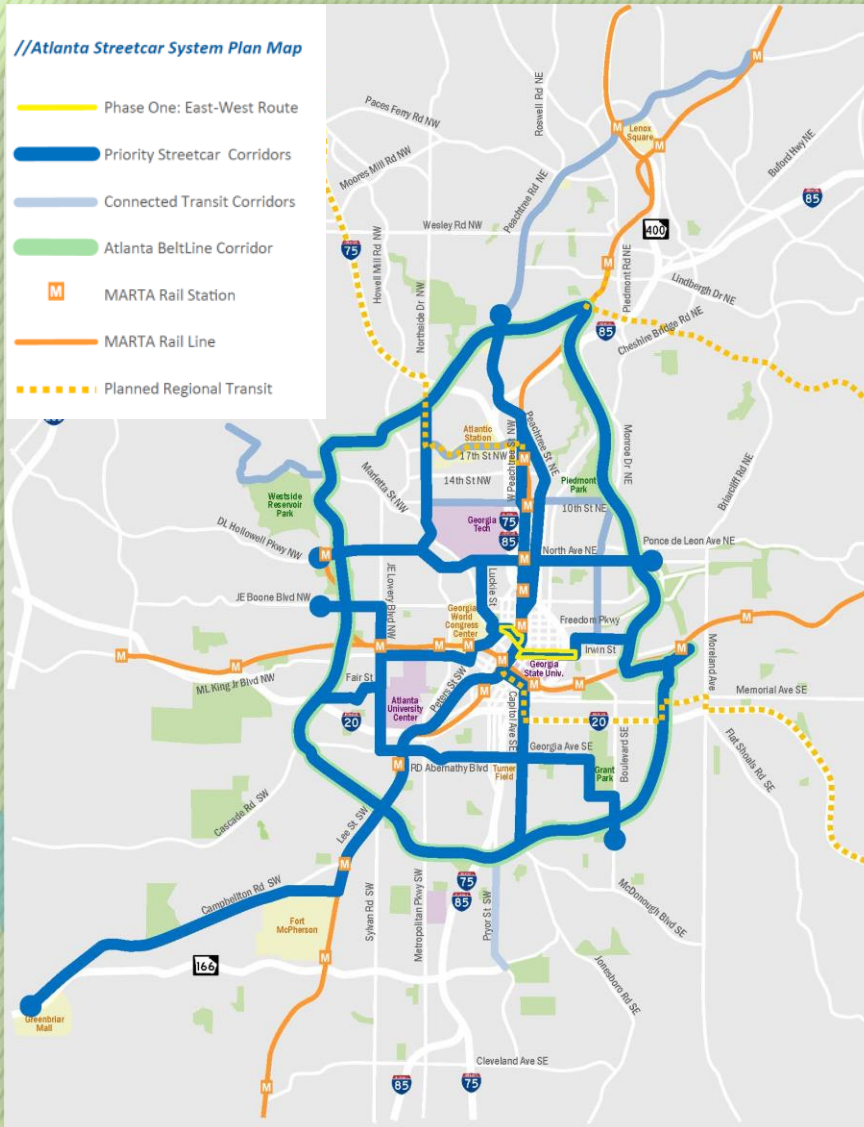


- Part of 46 mile complete streets program
- From Boulevard to Freedom Parkway
- Design and ROW: 18 months
- Construction Start: Winter 2017
- Joint venture with GDOT and Ponce City Market

// Streetcar System Plan



Atlanta
BeltLine

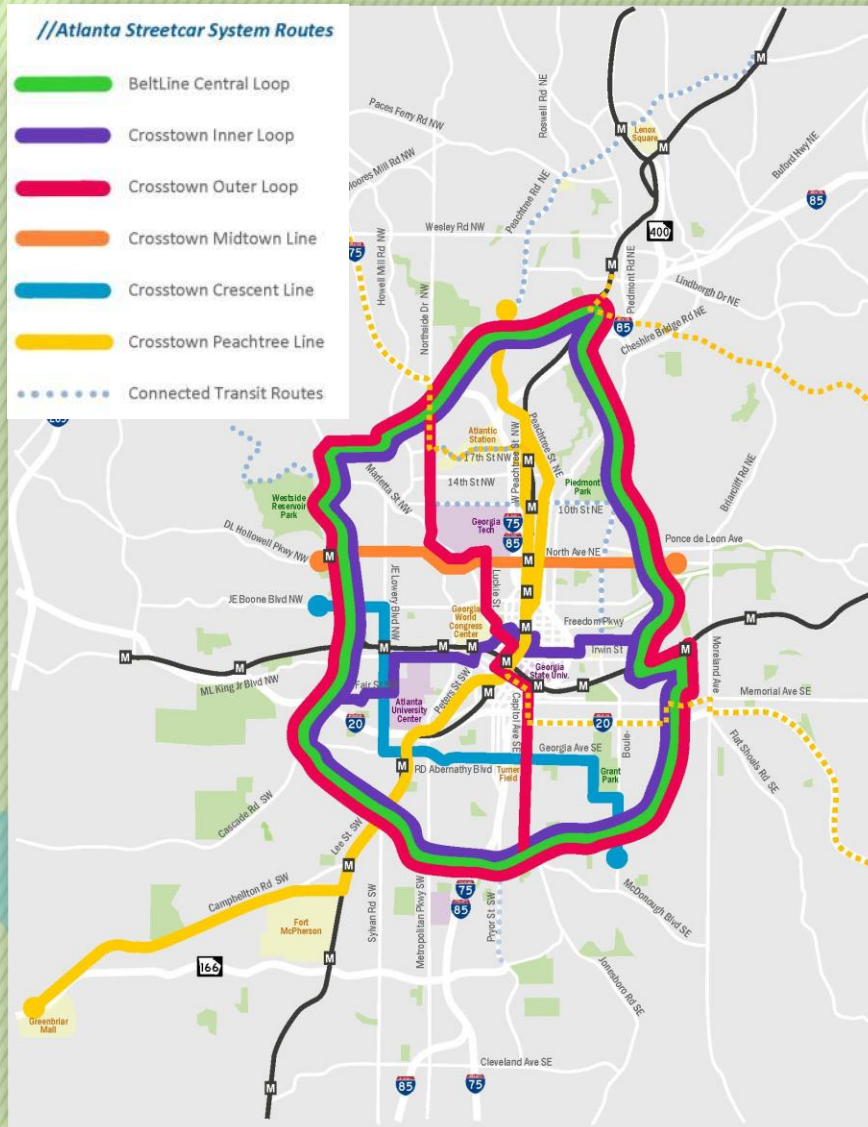


- Approved by City Council December 2015
- Priority Streetcar Network
 - 50 miles of streetcar routes
- Connected Transit Network
 - 16 miles of new/enhanced transit service interfacing with streetcar system
 - Provides direct access to the streetcar system
- More emphasis on streetcar corridors and operable routes

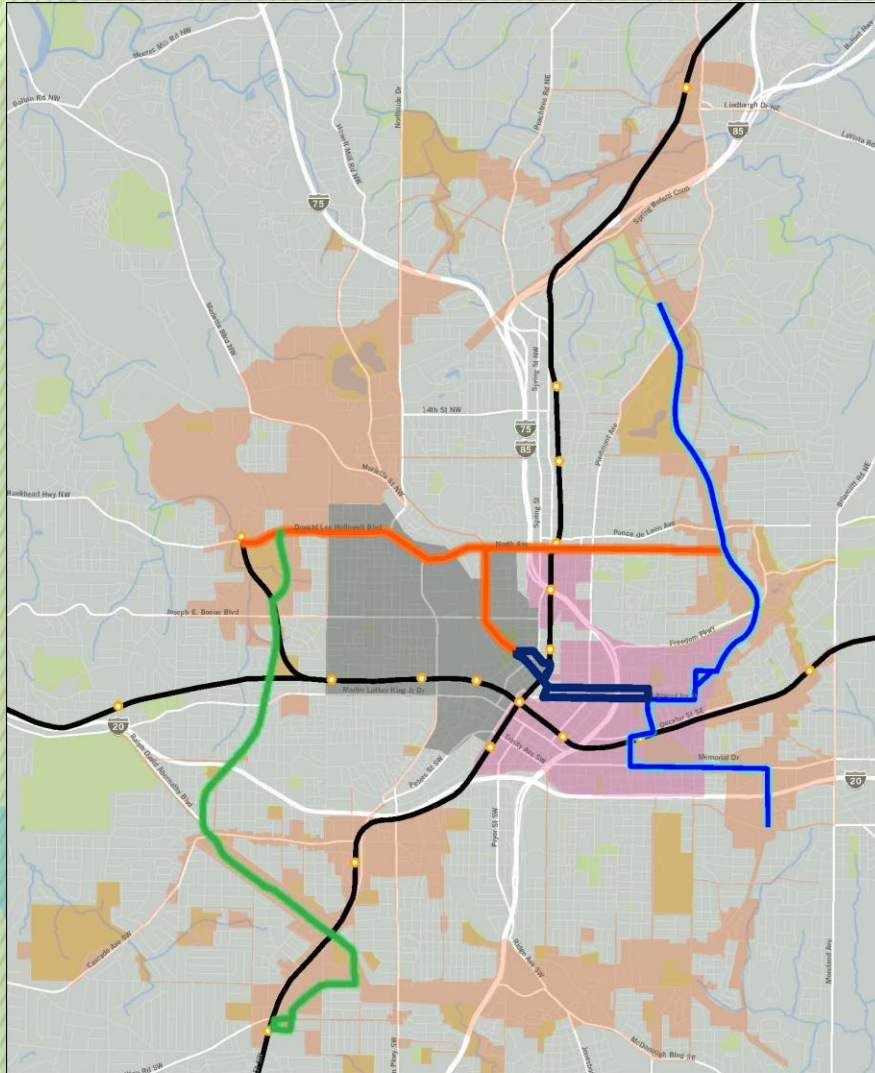
// Streetcar System Plan



Atlanta
BeltLine



- Compliments existing and planned transit service
- Integrates multiple crosstown streetcar routes with service along the Atlanta BeltLine corridor
- Connects communities, key destinations and employment centers
- Promotes more one-seat rides and seamless connections to MARTA



Route Selection

- **Atlanta BeltLine East**
Montgomery Ferry Road to
Glenwood Avenue;
Irwin Street (5.9 miles)
- **Atlanta BeltLine West**
D. L. Hollowell Pkwy to
University Avenue (4.6
miles)
- **Crosstown**
North Avenue;
Luckie Street (4.8 miles)

- 1st Generation (2009-2015)
- \$8.8M Trust Fund capitalized
 - Down Payment Assistance
 - Incentives for Developers
 - Property Acquisition
- Goals of:
 - 28,000 New Units
 - 5,600 Workforce Units
- Total to date:
 - 15,483 New Units
 - 2,279 Workforce Units
 - More than 1,000 units ABI/IA supported



Reynoldstown Senior – 70 units under const.



LRC – 29 units in Reynoldstown



Boynton Village – 43 units in Peoplestown

- Key strategies
 - Pursue and diversify funding sources
 - Build financial sources and tools for land acquisition
 - Predevelopment and sale/lease of ABI owned land to include affordable workforce housing
 - Strengthen partnerships and policy (i.e. IZ)
- Key projects
 - Capitalize an acquisition fund
 - Directly support the creation of 3 major affordable workforce housing developments
 - Implement and scale the FHLB partnership



GOAL: Neighborhood Stabilization/Protection

- Elements
 - Downpayment assistance
 - Owner occupied rehabilitation adjacent to the Westside Trail
- Eligible families
 - Under 80% of Area Median Income (\$43K for a family of two)
- Success
 - Expect 23 or more closings in the first year (Mar 2015-Mar 2016)
- 2016
 - Negotiating a 2nd year with FHLBA
 - Expanding production through partnerships - \$635,000 to \$2,000,000
 - Formation of commercial/industrial pilot program to mirror residential



// Lofts at Reynoldstown Crossing II

- Approx. 1.3 acres along Memorial Drive
- Adjacent to the Atlanta BeltLine
- ABI plans to issue an RFP in 2016
- Affordable housing is a key objective



- Key strategies
 - Lead manufacturing, neighborhood health, and business support services sectors
 - Optimize industrial land uses
 - Pursue an business loan fund in strategic locations
 - Lead and coordinate planning in key redevelopment nodes
- Key projects
 - Advance Murphy Crossing site
 - Lead planning efforts in the Boulevard Crossing node
 - Activate new commercial activity at Westside Trail



// *Murphy Crossing Study*

- Six-month study funded by grant from the Economic Development Agency
- Jobs Related Economic Feasibility Analysis of Murphy Crossing and the Surrounding Area
- Prioritized Recommendations for Short, Mid and Long Term Activation
- Neighborhood Workforce Analysis
- Analysis of economic development scenarios
- Case studies of other national models
- Framework for Site Preparation





// Questions

Thank you!

Goals

Strategies

Strategic Plan Overview

ENABLE
Raise \$275 Million
by 2030

ENGAGE
Sustain broad
public support

EMPOWER
Ensure community
benefit

Advocate for policy & legislative changes that positively impact the Atlanta BeltLine & residents of its neighborhoods.

Recruit, convene and align philanthropic and implementation partners to enable the Atlanta BeltLine vision.

Support the establishment of a Community Improvement District.

Build portfolio of national funders.

Secure program related investments.

Maintain and expand local funding.

Protect the vision of transit connectivity around the Atlanta BeltLine.

Recruit, convene and align partners to engage the Atlanta BeltLine users.

Conduct outreach to educate the public about the Atlanta BeltLine.

Operate programs that enhance Atlanta BeltLine usage and program participation.

Recruit, convene and align community partners to empower the residents of Atlanta BeltLine neighborhoods.

Work with ABI and other partner agencies to ensure inclusive housing, positive health outcomes and improved access to economic opportunity around the Atlanta BeltLine.

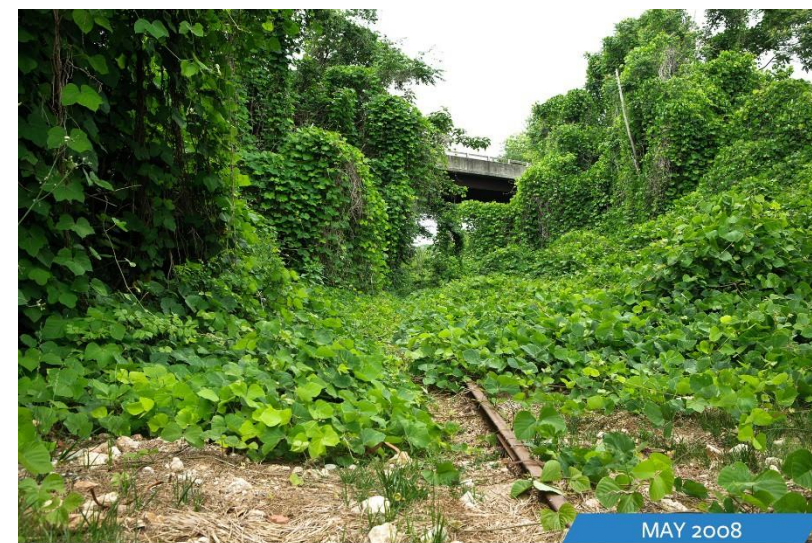
MANAGEMENT AND OPERATIONS

Ensure ABP operates as a premier, sustainable nonprofit organization

Build the BeltLine

Targeted fundraising from the private sector, philanthropic community and general public to supplement the local, state and federal funding sources that support the project.

- Land acquisition
- Trail development and enhancement
- Park design and construction
- Over \$54 million raised so far from more than 100 donors – \$275 million to be raised through completion
- Multiple campaigns to be launched beginning in January 2016



MAY 2008



DECEMBER 2012



FUTURE

Light the Line

A fundraising campaign to light the Atlanta BeltLine corridor

January – April

- Broad-based, crowd-funding campaign
- Dedicated microsite with donor recognition
- Opportunities for partners to participate according to their own goals
- Sustained effort to draw attention of the public throughout the campaign
- In-store displays, check inserts at restaurants, temporary signage, etc.



Adopt the Atlanta BeltLine

Volunteers maintain the corridor's parks and trails to improve appearance, accessibility and safety.

- Sponsorship and service opportunities available
- Year-long adoption of a ¼ mile segment
- One-time day of service
- Overall program support



Atlanta BeltLine Tours

Tour the entire 22-mile corridor on a dedicated, custom-wrapped tour bus, on foot, or by bicycle.

- Guided tour features detailed information on the project, offers an insider's view of construction plans, and gives lots of insight in to Atlanta history
- Tours fill months in advance



Health & Fitness Programming

Promoting the use of parks and trails to support an active, healthy lifestyle

March – November

Over 500 free fitness classes each year at every fitness level. Classes include:

- Trail Yoga
- Pilates
- Self defense
- Aerobics
- Bike Riding Classes
- Swimming
- Boot camps

Classes are held at multiple locations throughout the Atlanta BeltLine corridor.



Run.Walk.Go!

Promote a healthy, active lifestyle while growing awareness of and support for the Atlanta BeltLine

Westside 5K: Westside Trail Corridor
West End, Westview – July 16th

Eastside 10K: Eastside Trail Corridor
Inman Park, Old Fourth Ward – December 3rd

- Vendor booths at start/finish
- Recognition on race shirts
- Swag bags
- Website recognition
- Social media recognition
- Promotional products
- Running clubs
- About 2,500 series participants in 2015



Atlanta BeltLine Jamboree

A day to celebrate healthy living

Washington Park

April 16th

- A day of active play for kids of all ages
- Fitness class demos
- Onsite farmers' market
- Mobile health screenings
- Music & games
- The kick-off for the 2016 fitness class season
- 1,000 attendees in 2015



Art on the Atlanta BeltLine

Atlanta's largest temporary public art exhibition, showcasing the work of hundreds of visual artists, performers, and musicians with displays or performances in almost 20 communities.

September – November 2016

- Kicks off with the Old Fourth Ward Fall Festival and the Atlanta BeltLine Lantern Parade
- Displays and performance weekends run from September through November each year
- Strong representation from local artists
- Includes temporary and permanent pieces
- Completely free to the public



Old Fourth Ward Fall Festival

Built around the Atlanta BeltLine Lantern Parade

Old Fourth Ward Skatepark Meadow

September 9th – 10th

- Lantern-making workshops
- Pet-friendly area
- Kids zone
- Live music
- Sports bar & concessions
- Food trucks
- Grandstand seating
- 10,000 attendees in 2015 (inaugural year)



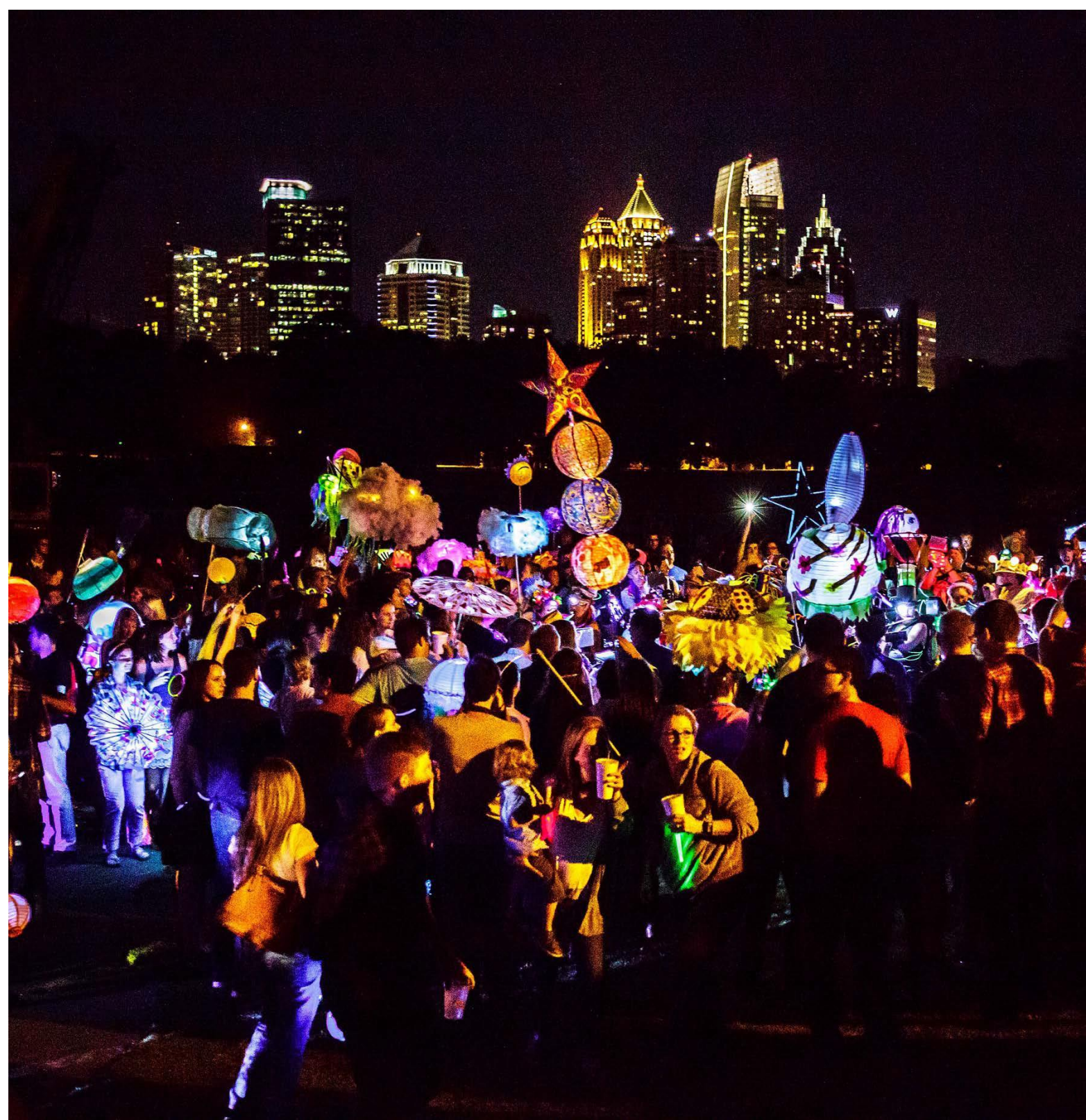
Atlanta BeltLine Lantern Parade

A free and open parade on the Eastside Trail that celebrates art, creativity and light

Eastside Trail

September 10th

- Over 20,000 participants in 2015
- Lantern making workshops held during the weeks leading up to the parade
- Organically grown event created by a local artist
- Family-oriented event, supported by the Old Fourth Ward Fall Festival



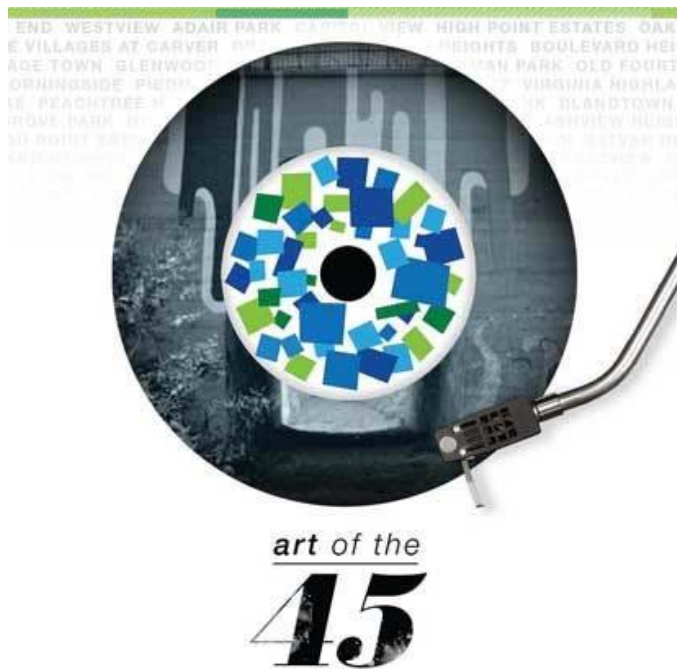
Art of the 45

A celebration of public art and the way it connects the 45 Atlanta BeltLine neighborhoods

King Plow Arts Center

November 4th

- Art on the Atlanta BeltLine fundraiser
- Silent auction
- Live art
- Live music
- Neighborhood-themed catering

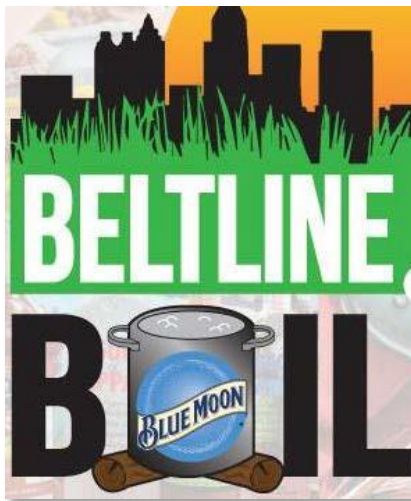


BeltLine Boil

Neighborhood festival on the Eastside Trail – the most popular segment of the corridor

Historic Fourth Ward Park
April 2nd

- Low country boil cooking competition between local restaurants
- Live music
- Food trucks
- 8,000 attendees in 2015



Pittsburgh Rise

A joint effort with the Annie E. Casey Foundation and other partners to put on an uplifting neighborhood festival to bring attention to the budding re-development in the south Atlanta community of Pittsburgh

Annie E. Casey Foundation Site – Pittsburgh
May 21st

Plans include:

- Hot air balloon rides
- Musical performances
- Carnival games
- Food trucks



Off the BeltLine

Web-based series that focuses exclusively on locations just off the Atlanta BeltLine.

- Starring Judson Jones of CNN
- Pilot episodes feature King of Pops, Ladybird and others
- Journalistic approach as opposed to “fluff” pieces

