• Framework for a multi-use and transit corridor in the heart of the region

• Links many of Atlanta’s historical landmarks and cultural destinations

• Connects four historic rail corridors
The Atlanta BeltLine TAD

- Planning area: 15,000 acres
- TAD: 6,500 acres
- 22% of the City of Atlanta population is within the planning area
- 19% of the City’s land is within the planning area
22 miles, connecting 45 neighborhoods

- **22 MILES** of transit
- **1,100 ACRES** of environmental clean-up
- **46 MILES** of streetscapes and complete streets
- **$10-20B** in economic development
- **33 MILES** of urban trails
- **30,000 permanent jobs**
- **1,300 ACRES** of new greenspace
- **28,000 new housing units**
- **700 ACRES** of renovated greenspace
- **48,000 construction jobs**
- **5,600 affordable units**
- **CORRIDOR-WIDE**
  - public art,
  - historic preservation,
  - and arboretum
Organizational Structure

Project Sponsors

Public Redevelopment Authority

Single-purpose Implementation Agent (Public Funding)

Community Programming (Private Funding)
Strategic Partnerships

ARC
ATLANTA REGIONAL COMMISSION

marta®

Georgia Department of Transportation

DEPT. OF NATURAL RESOURCES
GEORGIA

Georgia Department of Community Affairs

USDA
DEPARTMENT OF TRANSPORTATION
UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

ART WORKS.

National Endowment for the Arts

art.gov

park pride

TREES
ATLANTA

PATH FOUNDATION.org

THE TRUST FOR PUBLIC LAND
Total investment to date: $449 million
Private development is following public/private investment:

- Over 110 projects complete or underway within Planning Area* valued at over $3 billion
- 15,483 new residential units completed
- Nearly 2 million SF of new commercial space completed
- Roughly 7 to 1 return on investment through 2015

*Projects larger than 10 dwelling units or 10,000 square feet
Design Review Committee

- 74 cases reviewed since inception Sept 2015
- 62 cases reviewed in 2016:
  - 31 new
  - 22 adaptive reuse/rehab
  - 3 other
Proactive Rezoning

• Public meetings held for Subarea 1 proactive rezoning

• ABI to initiate another round of engagement then proceed to NPU in 2017
Community Engagement

2016 SUMMARY
- 32 Meetings held
- 7 pop-ups and meet & greets
- 28 external community meetings attended
- More than 1500 participants

NEW PROGRAMS AND TOOLS
- Meet & Greets
- Resident Round Tables
- Community Engagement Website Update
- Facebook Live to Stream Quarterly Briefings
- TADAC Restructuring Task Force
- AUC Community Engagement Initiative

PRIMARY TOPICS COVERED
- Westside Trail Construction
- Eastside Trail Construction
- Southside Trail Design
- Bill Kennedy Way Design
- Atlanta Streetcar Environmental Clearance
- Murphy Crossing Economic Development Study
- Reynoldstown Stage
- Proactive Rezoning
- Down Payment Assistance
2016 SUMMARY

– Agreement between City of Atlanta and APS on payments
– Senate Bill 369
– Support for City’s education efforts on TSPLOST and MARTA referenda

GRANTS

– $500,000 FTA grant on Transit-Oriented Development
– Art on the Atlanta BeltLine support:
  • Georgia Council for the Arts
  • National Endowment for the Arts.
  • Fulton County Arts & Culture increased support by five times the previous level.
  • City of Atlanta Mayor’s Office of Cultural Affairs continued to provide significant support for the program.
– National Fish and Wildlife Foundation Five Star and Urban Waters Restoration Grant Program: $46,800 for invasive removal and plantings in Enota Park
PROGRESS TO DATE
• 560 affordable workforce units in TAD supported by ABI or IA
• 1,000 affordable workforce units in the Planning Area supported by ABI or IA
• 2,000 affordable workforce units including AHA & State DCA

NEW FUNDING STRATEGY
• $15-20 million commitment of TAD revenue over the next 3 years:
  – $2.1 million annually from tax increment
  – $11 million from a 2016 bond issue
  – 75% of any mid-year unanticipated increment

FHLB PARTNERSHIP
• Downpayment assistance and owner occupied rehabilitation
• Renewed in 2016 with addition of Habitat for Humanity and Blank Foundation
• In 2015, more than $1.9 million in funding leveraged
• 40 homes closed or in pipeline
Reynoldstown Senior

- Reynoldstown – southeast Atlanta
- 70 affordable unit senior development
- Invest Atlanta and Department of Community Affairs
- Construction complete – now leasing
Stanton Oaks

- Peoplestown – southeast Atlanta
- 43-unit affordable rehab
- Invest Atlanta, Department of Community Affairs
- “Welcome Home” Ceremony – September 22, 2016
INTEGRATED ACTION PLAN
- Corridor Monetization
- Land Optimization and Product Development
- Identification of new financial tools

MURPHY CROSSING DEVELOPMENT
- Assessment completed summer 2016
- Activation strategies
- Community engagement
- Feedback & market analysis

2016 SUMMARY
- Est. 7,200 PERMANENT JOBS created since 2006 (through end of 2014 – source: On the Map – U.S. Census Data)
- Est. 26,600 ONE YEAR CONSTRUCTION JOBS created since 2006
- $3.7 BILLION estimated in new private investment since the beginning of the project
Westside Trail

- Construction is on schedule and within budget
- 3-mile trail will connect 4 schools and 4 parks
- 14 access points
- Vertical connections
- Preparation for future transit
Westside Trail

- Clean-up north of Donnelly
  - ABI, ABP & Park Pride

- Trail pouring north of MLK to Lionel Hampton Trail

- Lionel Hampton Trail re-poured

- MLK pedestrian bridge

- Trail poured from University to Allene
Eastside Trail Extension

• Kicked off construction in May 2016

• Completed waterline movement on Wylie Street

• Duct-bank installation continues on Wylie Street, completion anticipated January 2017

• Installation of ADA-access ramps on Wylie continues
Southside Trail Design

- 4-miles, University Ave to Glenwood Ave
- 18-24 month Design Process
- Return to community mid-2017
- Community engagement for Bill Kennedy Way
Proposed Streetcar System

- Atlanta BeltLine planning area overlaps with Streetcar System Plan
- Transit has been at the heart of the Atlanta BeltLine from the start
- SSP focused on the Atlanta BeltLine and connectivity with MARTA and the City’s core
- Policy framework for 50+ miles of streetcar service
- Adopted by City Council in Dec 2015
Atlanta BeltLine West

- Preferred alignment for Atlanta BeltLine West
- Clearance allows pursuit of federal funding
- Currently addressing FTA comments
Atlanta BeltLine East

- Preferred alignment for Atlanta BeltLine East
- Clearance allows pursuit of federal funding
- Environmental review process continues
Environmental Review

<table>
<thead>
<tr>
<th>Streetcar Corridor</th>
<th>Project Status</th>
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<tbody>
<tr>
<td>Atlanta BeltLine West</td>
<td>FTA comments are being addressed</td>
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<tr>
<td>Atlanta BeltLine East</td>
<td>Expecting to submit to FTA in early 2017</td>
</tr>
<tr>
<td>Crosstown Midtown</td>
<td>Expecting to submit to FTA in late 2016 / early 2017</td>
</tr>
<tr>
<td>Crosstown Downtown</td>
<td>Expecting to submit to FTA in early 2017</td>
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Art on the Atlanta BeltLine

• Year 7: Nearly 100 works of art, and three weekends of performance

• Many artists returning for 3rd, 4th, & 5th years

• Since inception, the project has grown more than 40%

• September 2016: Lantern Parade kicked off the exhibition with more than 70,000 participants
Reynoldstown Stage

- NEA Our Town grant to design a merging of art and landscape
- Tristan Al-Haddad’s Formations Studio and POND & Co
- Design to transform the hillside into sculptural seating and pavilion
Atlanta BeltLine Benches

- Four artists/craftsmen selected to produce prototypes
- Designers include individual artists, international design firms, local designers, and more
- All materials for the benches sourced within 250 miles of the Atlanta BeltLine
Signage & Wayfinding

- Prototypes installed in October
- Tweaking design for larger signage program
- Install on Westside Trail and Eastside Trail extension in the spring
Collaborating with CoA and others to reach goal of 300+ units/yr

Updating policies, guidelines, and implementation for new TAD funding

Advancing Integrated Action Plan
  – Approach (acquisition, incentives, lease purchase bonds, etc.)
  – Increase new funding to complement TAD projects of 160 units/yr
    • $6-7M annually needed to achieve goals over next five years.

Gateway Capitol View
  – 160 units affordable senior housing

Phoenix House
  – 69 long-term units for formerly homeless

670 Dekalb
  – 36 affordable units in mixed-income development

1016 Monroe
A Look Forward: TSPLOST

- 4/10 cent sales tax approved in November

- Project list includes $66 million:
  - Remaining right-of-way & easements for corridor
  - Lighting
A Look Forward: Transit Expansion

Post-MARTA Referendum preparation:

- Coordination with CoA, MARTA, FTA, GDOT, and others as needed

- Major topics:
  - Governance
  - Project delivery
  - Project priority
  - Ownership
  - Operation
A Look Forward: Westside Quarry Park

PLANNING LOGISTICS

• Project Description: State-of-the-art ecologically based park and preserve defining COA's premier open space (largest at 300 acres)

• Process: Two months, complete by end of October

• Partners: DPR (lead), DWM, OS, DPW, DPCD, ABI

• Project Tasks:
  1. Vision Statement, focusing on natural features, environmental restoration, public benefit
  2. Technical analysis and evaluation
  3. Phase I concept alternatives
  4. Phase I order of magnitude cost estimates
A Look Forward: 2016 Bond Issuance

3 SERIES TOTALING $145,285,000
•  Refunding Series ~ $71.98M
•  New Money Series (APS) ~ $23.3M
  –  $3.5M for Affordable Housing (15%)
•  New Money Series (Capital Projects) ~ $50M
  –  $7.5M for Affordable Housing (15%)
  –  $2.5M for Economic Development (5%)
  –  Capital Projects ~ $40M

HIGHLIGHTS OF THE CAPITAL PROJECT LIST
•  Eastside Trail Extension (Construction)
•  Enota Park (Design & Construction)
•  Northeast Trail & Southside Trail (Design)
•  Boulevard Crossing Park (Design)
•  Westside Quarry Park & Preserve (Planning)
•  Other Projects (Signage & Wayfinding, Urban Farm, Murphy Crossing Site Improvements)
Atlanta BeltLine Partnership

- Enable the Project
- Engage the Public
- Empower the Residents
Enable the Project

2016

- Westside Trail
- Eastside Trail Extension
- Light the Line
- TSPLOST/MARTA Sales Tax Advocacy
Enable the Project

2017

- Launch Capital Campaign
- Engage Commercial property owners
Engage the Public

Atlanta BeltLine Bus Tours

- 2016 YTD:
  - 168 tours
  - 4,160 tour-goers

BeltLine.org/tours
Engage the Public

Atlanta BeltLine Bike Tours

- Successful re-launch in 2016
- Eastside and Westside Tours
- More than 400 tour-goers in 2016

➤ BeltLine.org/tours
Engage the Public

Arboretum Walking Tours

• Delivered through partnership with Trees Atlanta

• 980 tour-goers 2016 YTD

➢ BeltLine.org/tours
2016 Volunteering

- Launched partnership with Hands On Atlanta connecting volunteers with Atlanta BeltLine opportunities and 30+ organizations serving Atlanta BeltLine communities.

- 718 volunteer connections and 1,000+ service hours 2016 YTD
2016

Adopt the Atlanta BeltLine

- 54 adopter groups; 1,800 volunteers
- 4,600 volunteer hours and 187 workdays 2016 YTD

Sponsored by:

- BeltLine.org/adopt

Sponsor a Flower Bed:

- REI Co-op
2016 Free Fitness Classes

- 300+ classes,
- 20,000+ participants

2016 YTD

BeltLine.org/fitsign up

- Three Play Days in 2016

Sponsored By:

Cigna

Atlanta BeltLine Partnership

Engage the Public
Engage the Public

2016 Run.Walk.Go! Race Series

• Westside 5K
  – July race, 530+ participants

• Eastside 10K
  – December race, 1,600+ registered

➢ BeltLine.org/races
Engage the Public

2016 Special Events

• Washington Park Jamboree
  ![Kaiser Permanente](image)

• Pittsburgh Rise
  ![The Annie E. Casey Foundation](image)

• Old Fourth Ward Fall Festival
  ![Xfinity](image)
Engage the Public

2016 Art on the Atlanta BeltLine

• Largest temporary public art exhibition in the southeast

➢ Art.BeltLine.org

Presenting Sponsors:

Google fiber

10th & Monroe

Atlanta BeltLine Partnership

Atlanta BeltLine®
Engage the Public

2017: Visitor’s Center

- Stoveworks on Eastside Trail
- ABP office space initially
- Eastside Trail Visitor’s Center scheduled to open concurrent with Eastside Trail Extension
Empower the Residents

2016

- Launched free homeowner education workshops
- Homestead exemption mailing with Atlanta BeltLine, Inc. saved homeowners $1,300 per year in property taxes

2017

- Release resource guide for existing homeowners
- Advocate for policy and funding solutions
2016
Westside Trail Community Health Grant Program

- $500K investment by Kaiser Permanente to support health programming along Westside Trail

BeltLine.org/healthgrants

Empower the Residents
How You Can Support the Atlanta BeltLine

2016

• Annual Membership Campaign

• Moves the project forward and provides funding for ABP programs and services

• Win one of three BeltLine-themed prizes

• Ends December 31

➢ BuildtheBeltLine.org
Thank you!

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