

Atlanta BeltLine

Quarterly Briefing

Agenda

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

December 15, 2011

Atlanta BeltLine

Quarterly Briefing

Agenda

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

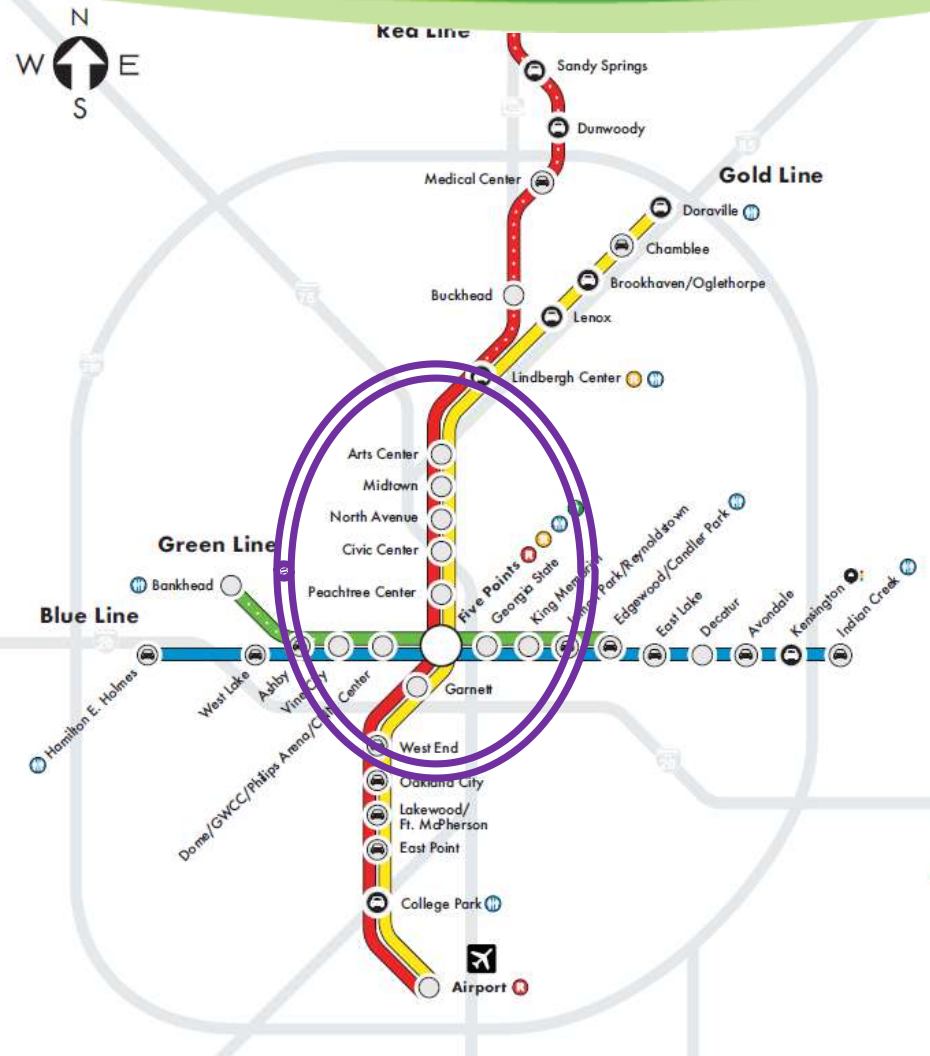
December 15, 2011

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

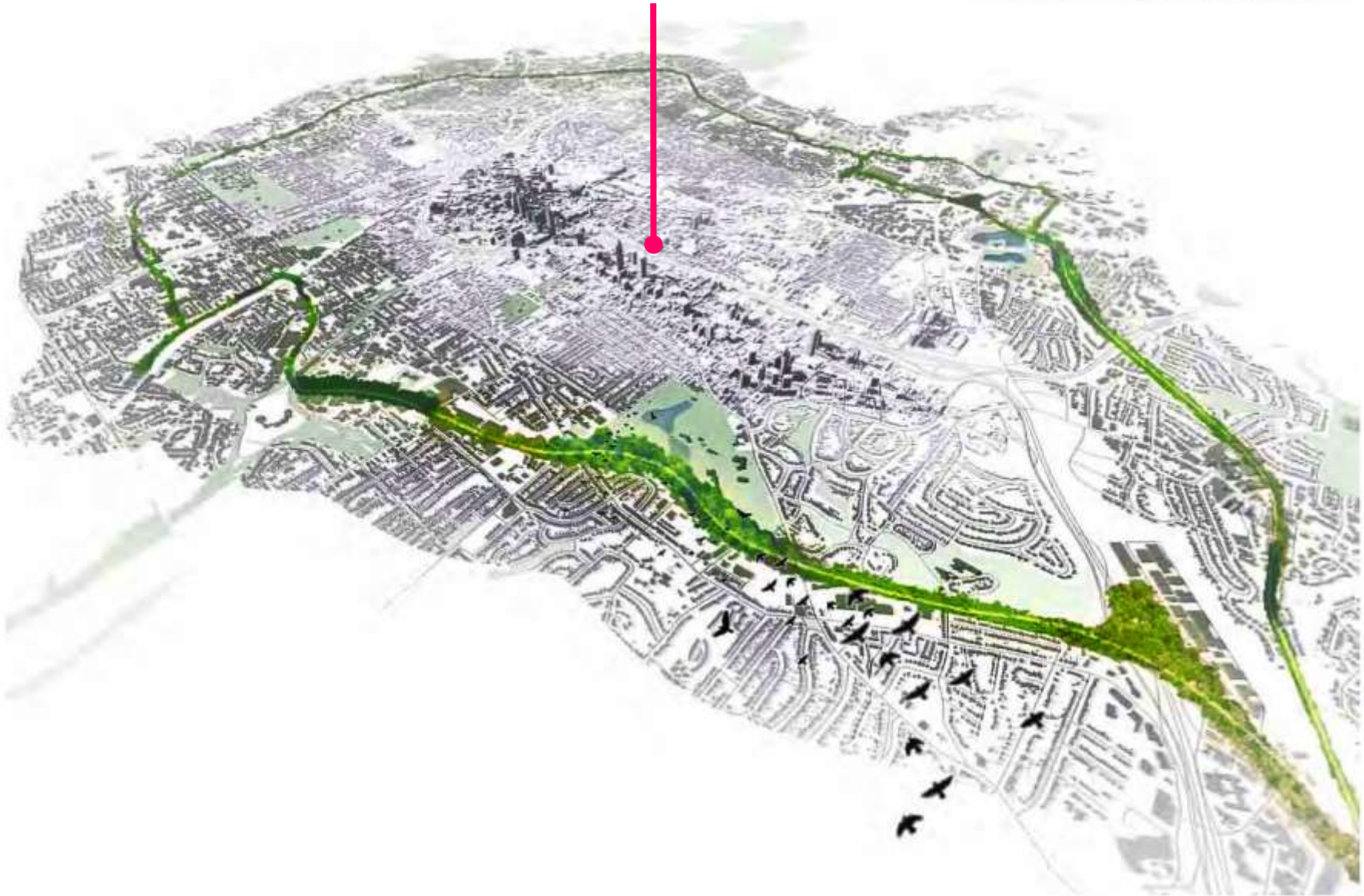
Significant Opportunity for Significant Impact



- 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

Construction Update

Under Construction:

- Eastside Trail (2012)

1

Completed:

- Historic Fourth Ward Park (5-2011)
- Skate Park (6-2011)
- Boulevard Crossing Park (9-2011)
- D.H. Stanton Park (5-2011)
- West End Trail Phase I (10-2008)
- Northside Trail Opened (4-2010)
- West End Trail Phase II (6-2010)

2

3

4

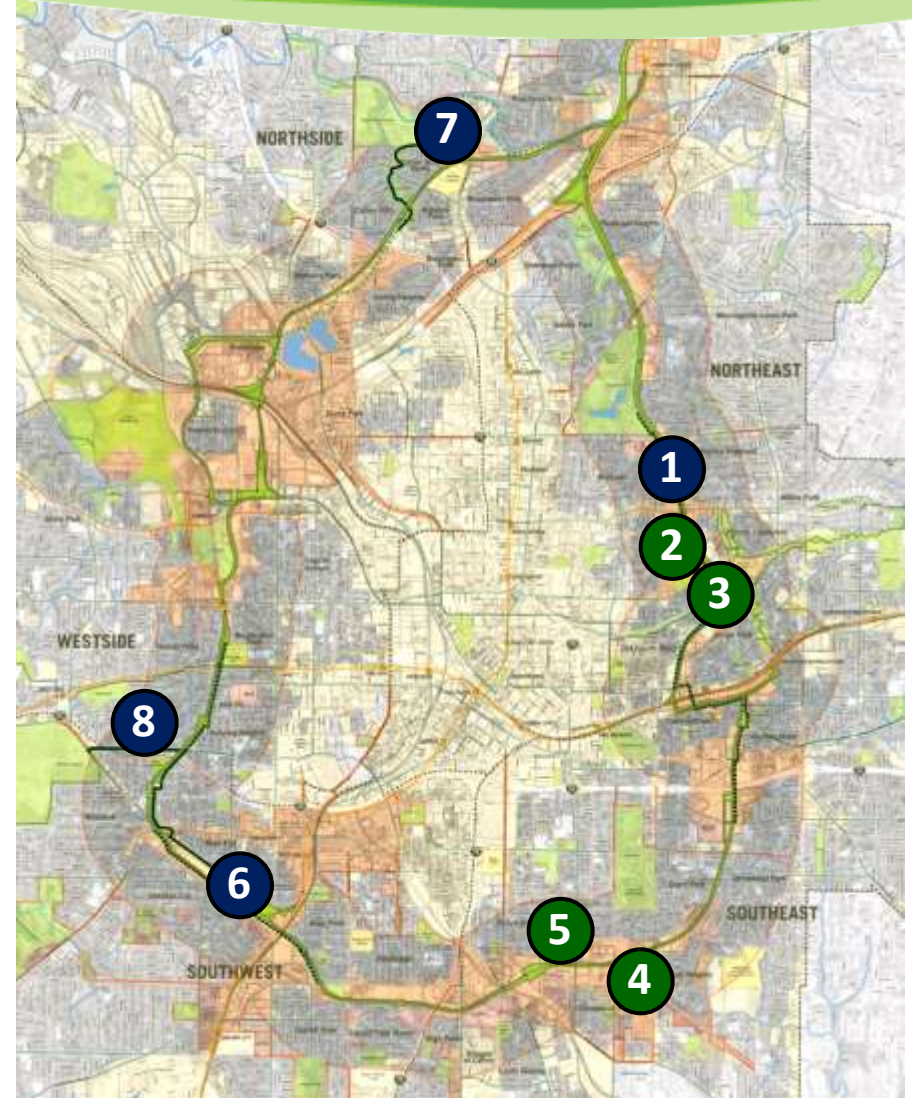
5

6

7

8

● - Trails ● - Parks



Year in Review: Parks

Historic Fourth Ward Park



Year in Review: Parks Historic Fourth Ward Skatepark



Year in Review: Parks

D.H. Stanton Park



Year in Review: Parks Boulevard Crossing Park



Year in Review: Affordable Housing Lofts at Reynoldstown Crossing



- Formerly distressed development in receivership
- Now 28 new affordable homes on the Atlanta BeltLine
- First ever affordable housing drawing in the City of Atlanta (Dec. 10)
- All 28 new homes under contract



Year in Review: Affordable Housing Downpayment Assistance



Buy a home on the Atlanta BeltLine with Downpayment Assistance!

- **21** downpayment assistance closings in 2011
- **53** downpayment assistance closings in total
- Closings all around the Atlanta BeltLine
 - Primarily townhomes and condominiums
 - Up to 20% of purchase price of the home
 - Household must earn less than \$71,800 for 1-2 person household or \$82,000 for a 3+ person household
 - Sales price must be under \$252,000
 - Up to 30% of the purchase price for Atlanta Public Schools, Fulton County, and City of Atlanta employees.
 - To learn more, visit homes.beltline.org, or call Tracey Powell at ADA at 404.614.8280



- Once again, the largest temporary public art exhibit Atlanta's history with a **30% increase** in the number of funded projects
- **45 visual and 22 performance pieces** across 39 events
- Brought thousands of people into Atlanta BeltLine hiking trails and parks



art
on the
ATLANTA BELTLINE



Transportation and livability:

- **\$4,000,000** ARC Livable Centers Initiative Grant awarded to ABI for streetscape improvements and connections to Atlanta BeltLine Corridor from Ponce de Leon Ave.
- **\$782,640** Transportation, Community, and System Preservation Grant awarded to ADA for Ponce City Market bike & pedestrian bridge
- **\$562,399** Federal Transportation Enhancement Grant through GDOT awarded to ADA for West End Trail Northern Extension

Art:

- **\$10,000** Sarah Giles Moore Foundation grant awarded to ABLP for Art on the Atlanta BeltLine
- **\$3,000** Fulton County Arts Council Grant awarded to ABI for Art on the Atlanta BeltLine

Year in Review: Awards



- **Atlanta Urban Design Commission (AUDC)** awards for:
 - Art on the Atlanta BeltLine
 - Historic Fourth Ward Park
- **Georgia Planning Association (GPA)** Chapter Awards, Great Places in Georgia-Public Spaces for D.H. Stanton Park
- **Georgia Engineering Alliance** Engineering Excellence Award for Historic Fourth Ward Park
- **American Council of Engineering Companies** Award for National Engineering Excellence for Historic Fourth Ward Park
- **Creative Loafing** Best of Atlanta Awards for:
 - Best New Thing (HFWP & Skatepark)
 - Best Pop up Art Space
 - Best Skate Park
- **Atlanta Magazine** Best of Atlanta Award for Best New Urban Oasis (HFWP)



Advocacy. Access. Education.

Atlanta BeltLine

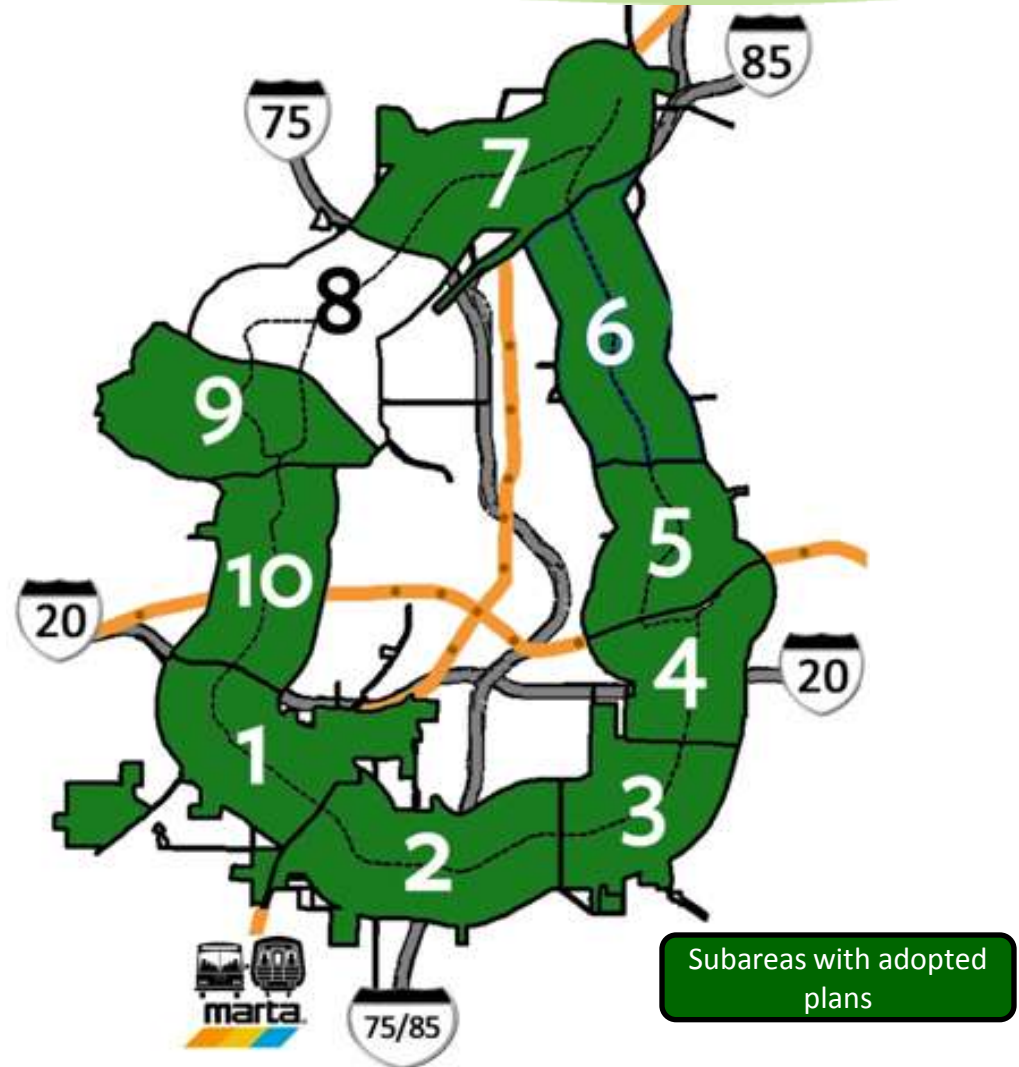
Quarterly Briefing

Agenda

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

December 15, 2011

- 9 out of 10 Subarea Master Plans adopted by City Council
- Subarea 8 Draft Master Plan complete- adoption anticipated Q1 2012



Advisory Board Updates:

- TADAC
- BAHAB

Communications Update

Website

- More than **220,000** visits to beltline.org, approximately 20% increase over 2010 traffic.
 - Launched homes.beltline.org



Facebook

- **8,200+** fans on Atlanta BeltLine Official Facebook page, a **64% increase** over 2010
 - **725 fans** for Art on the Atlanta BeltLine fan page in year 1.
 - **250 fans** for Atlanta BeltLine Running series in year 1.



Twitter

- **4,300+** followers, a **72% increase** over 2010

eNewsletter

- **13,000+** recipients of email newsletters – up from 10,000 subscribers in 2010



Communications Update

What's next?

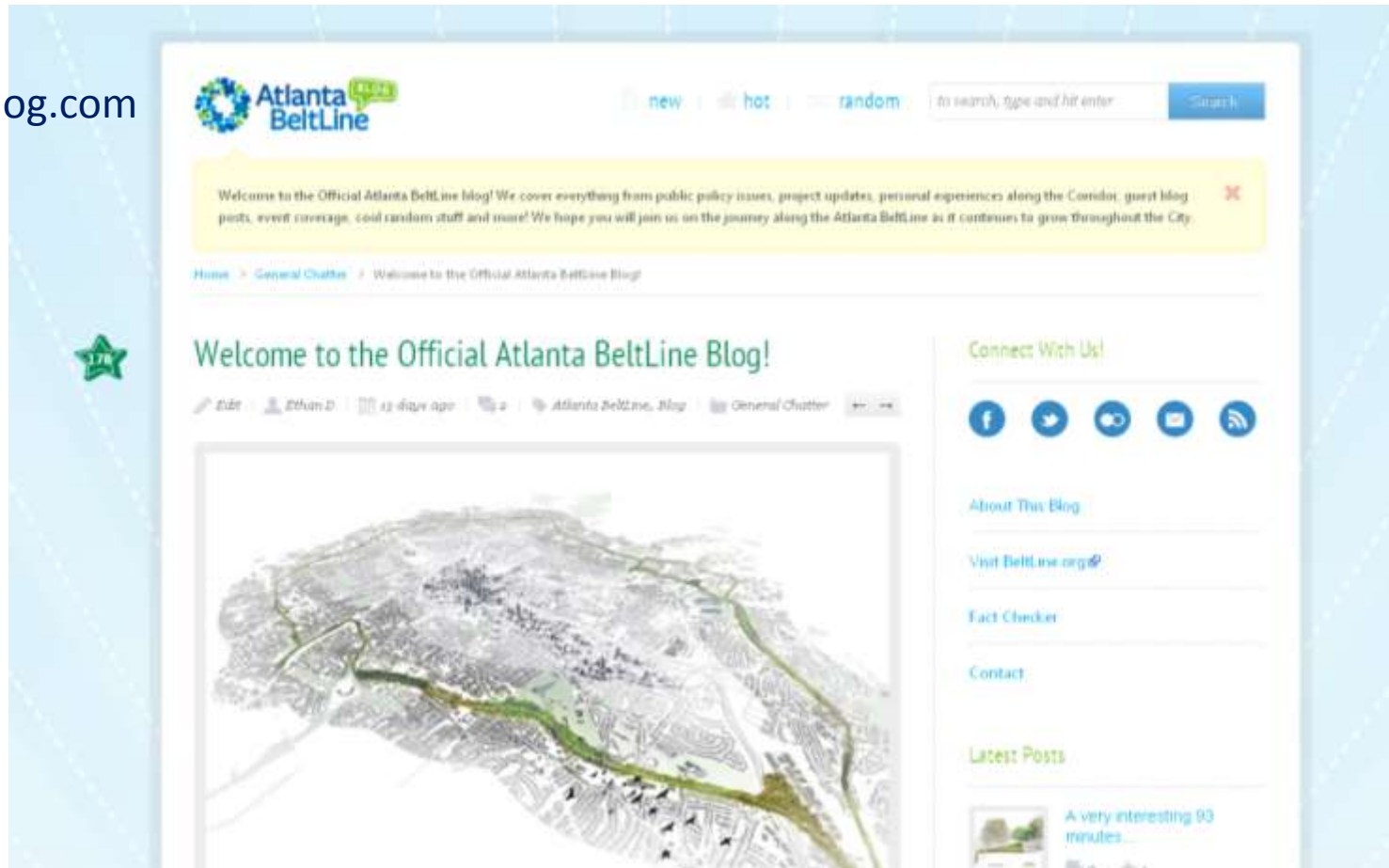


NEW!

- AtlantaBeltLineBlog.com

Coming in 2012:

- New Website!!!



Atlanta BeltLine

Quarterly Briefing

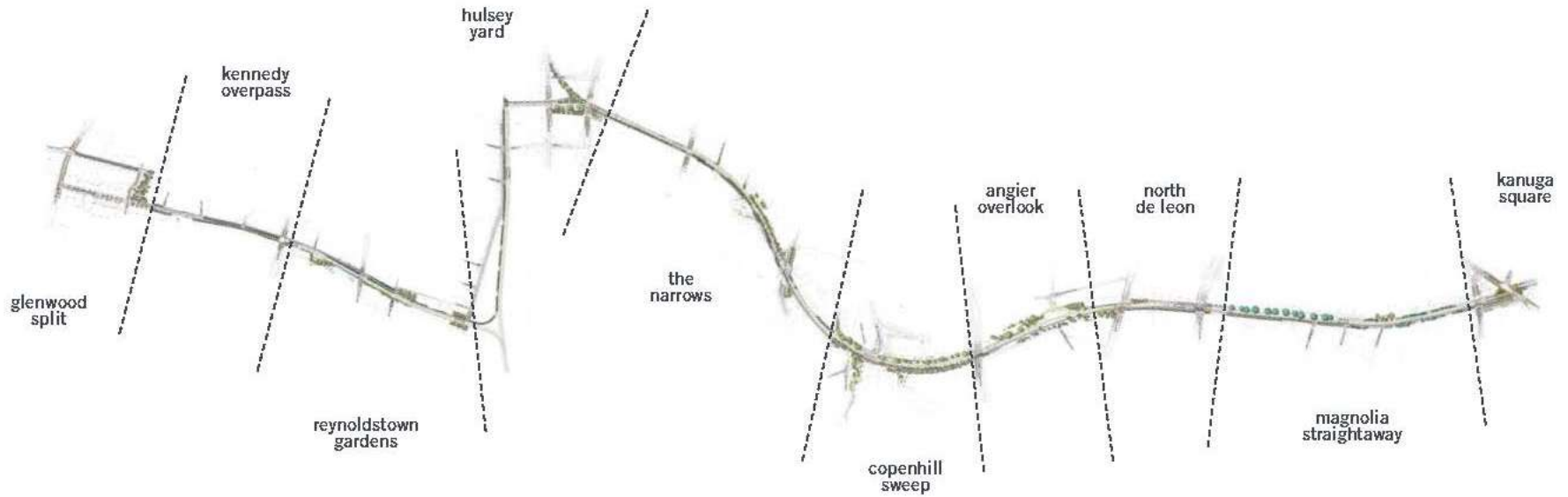
Agenda

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

December 15, 2011

Design and Construction Update

Corridor Design – Eastside



Design and Construction Update

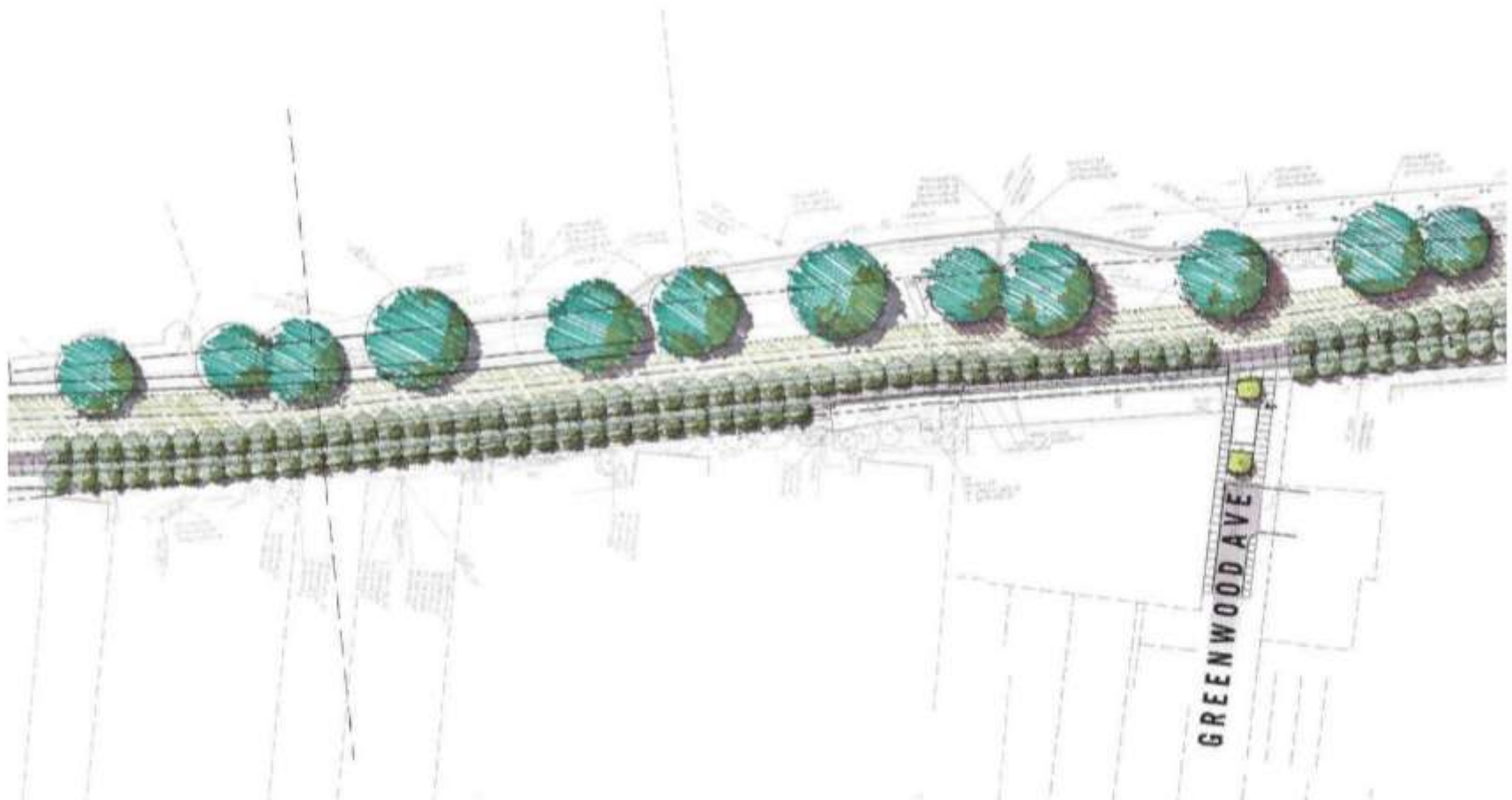
Corridor Design – Eastside



Design and Construction Update

Corridor Design – Eastside







Design and Construction Update

Corridor Design – Eastside



Design and Construction Update

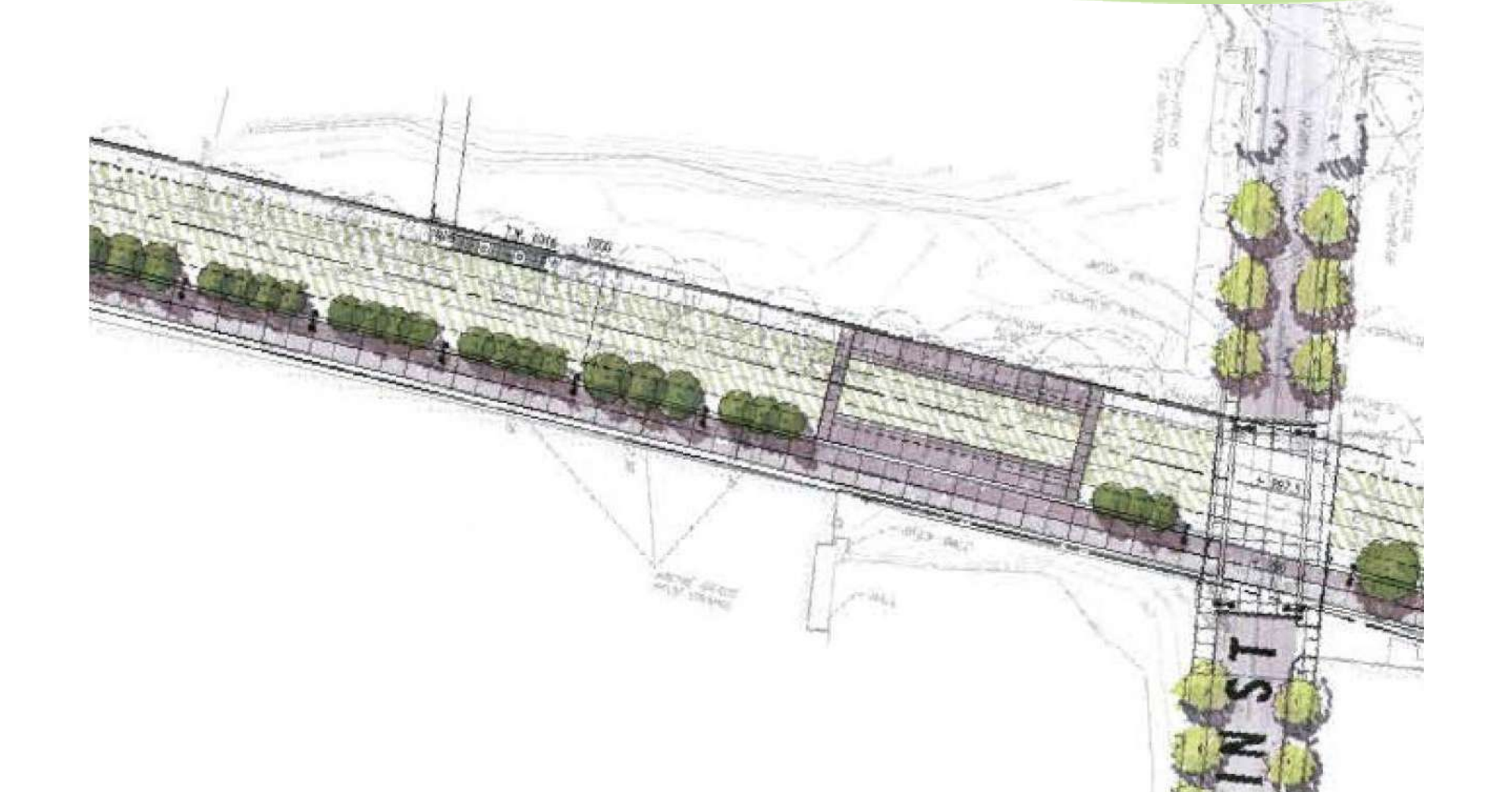
Corridor Design – Eastside



Design and Construction Update

Corridor Design – Eastside

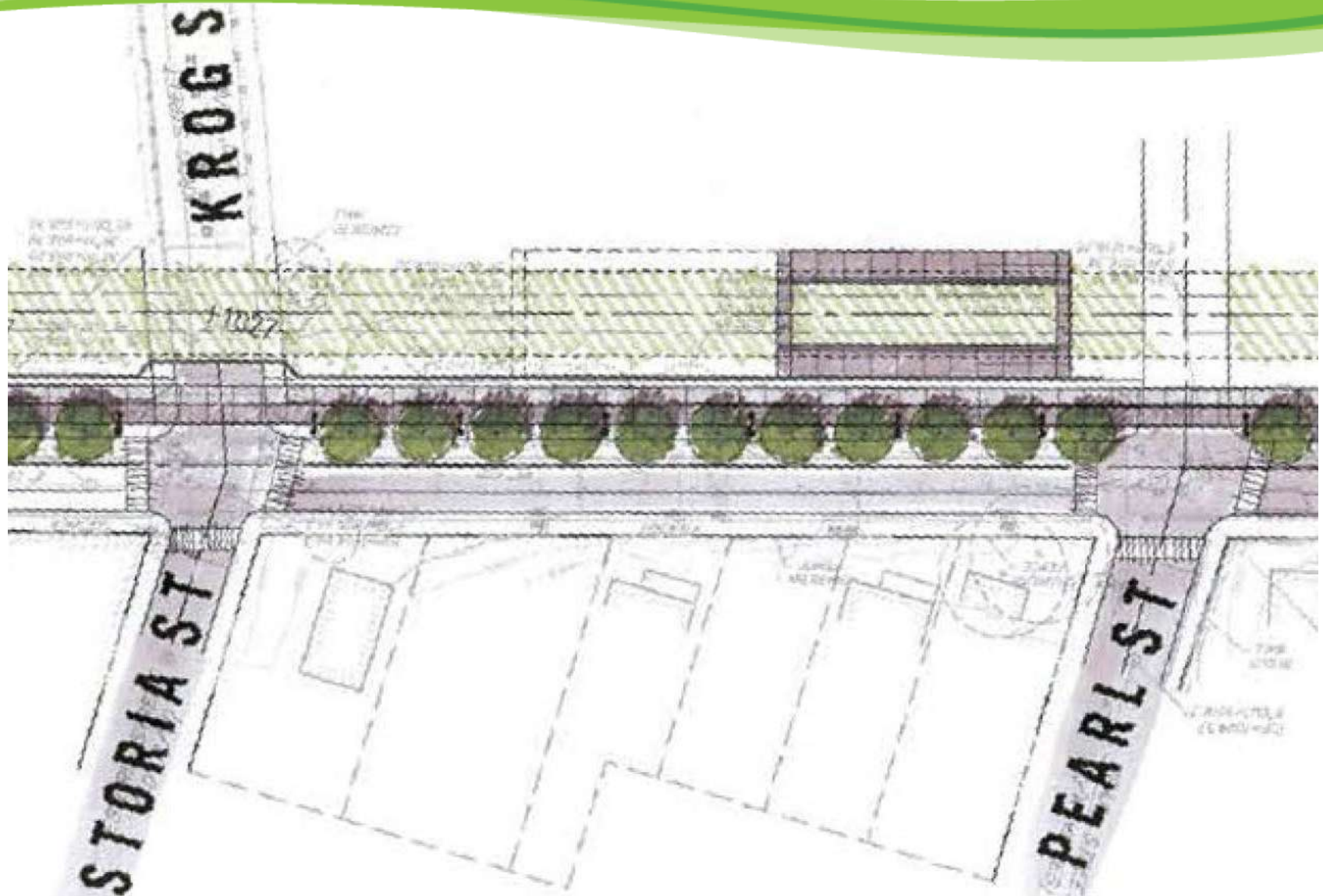




Design and Construction Update

Corridor Design – Eastside









Design and Construction Update

Eastside Trail Construction



Design and Construction Update

Eastside Trail Construction



Design and Construction Update

Eastside Trail Construction – Edgewood Bridge



Atlanta BeltLine

Quarterly Briefing

Agenda

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

December 15, 2011

Year in Review: Grants New Funding



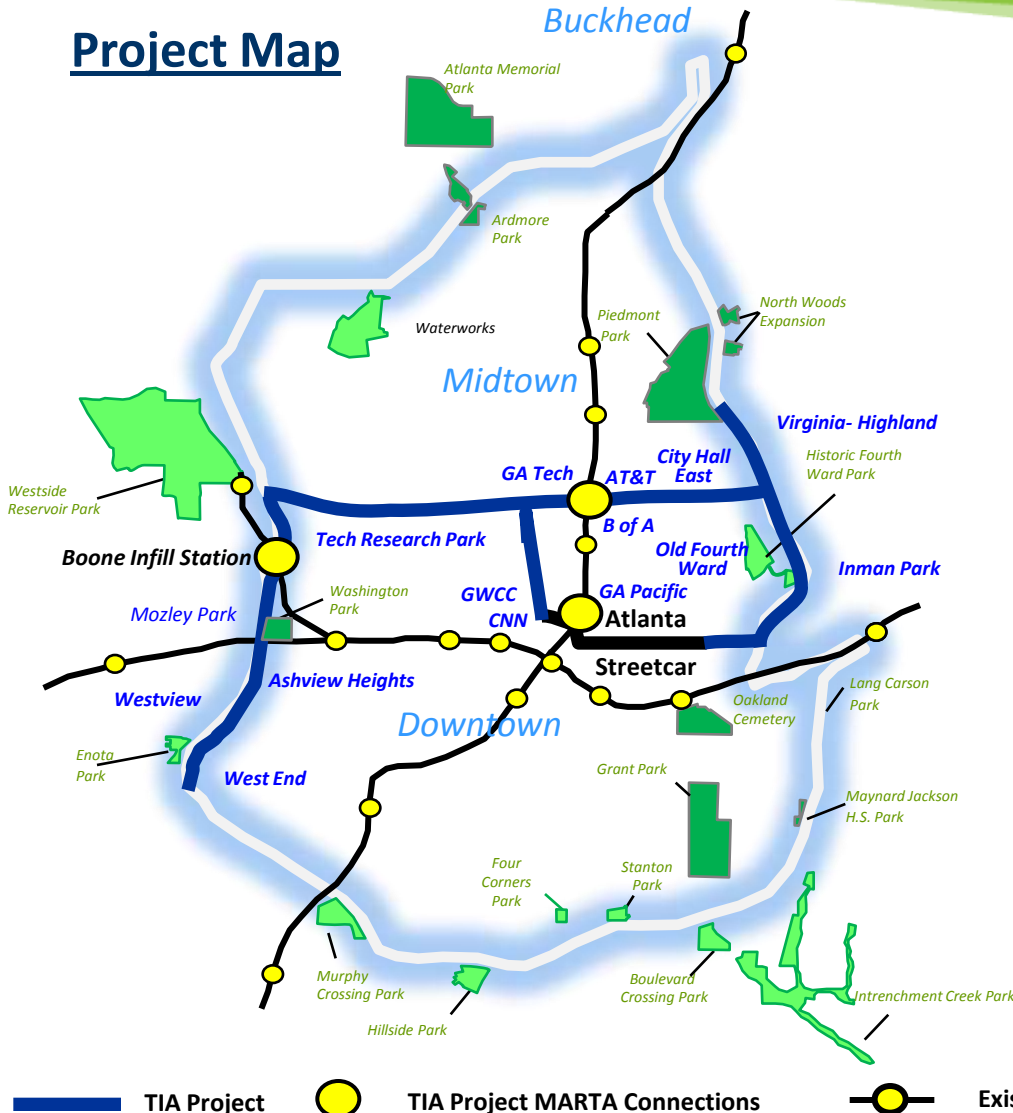
The Portland Streetcar Passing Through a Park Near Portland State University

Transit: Regional Transportation Referendum

\$602 M of City Transit Initiatives



Project Map



Key Transportation Connections

- Downtown Atlanta circulation from MARTA
- Midtown Atlanta circulation from MARTA
- Georgia Tech
- Georgia State
- Piedmont Park
- Carter Center
- MLK Jr. National Historic Site
- Centennial Olympic Park/Georgia Aquarium/World of Coke
- Georgia World Congress Center/Philips Arena



- Prepared a conceptual network of 19 interconnected streetcar corridors
- Identified candidate corridors for implementation in the 2012 – 2022 time frame
- Continuous community engagement
 - Citywide Conversation, *February 17th*
 - Study Groups, *March 7th-28th*
 - Peak Democracy Online Survey, *March*
 - SAC/TAC Meeting, *April 15th*
 - SAC/TAC Meeting, *June 15th*
 - Citywide Conversation, *June 30th*
 - SAC/TAC Meeting, *September 23th*
 - **Citywide Conversation, *Dec. 1st***



The February 17th Citywide Conversation on the Transit Implementation Strategy

Transit Implementation Strategy

Process To-Date



Recap of Citywide Conversation on December 1...

- Status of Transportation Referendum and overview of City transit projects
- Update on the Transit Implementation Strategy (TIS) stakeholder public input
- The TIS evaluation process and results to date
- The nine transit segments undergoing detailed analysis

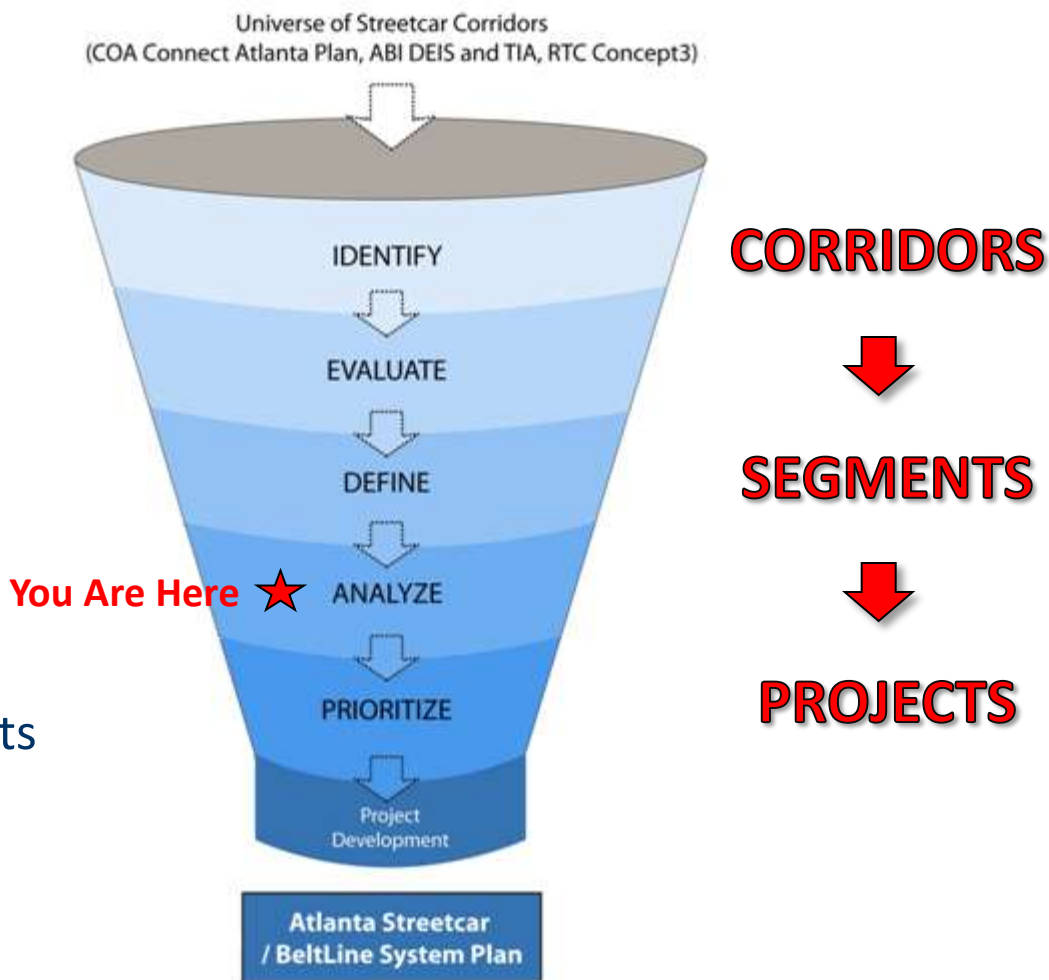


Transit Implementation Strategy

Corridor Refinement Process



- **EVALUATE** Transit Corridors
- **ANALYZE** Corridor Segments
- **PRIORITIZE** Constructible Projects

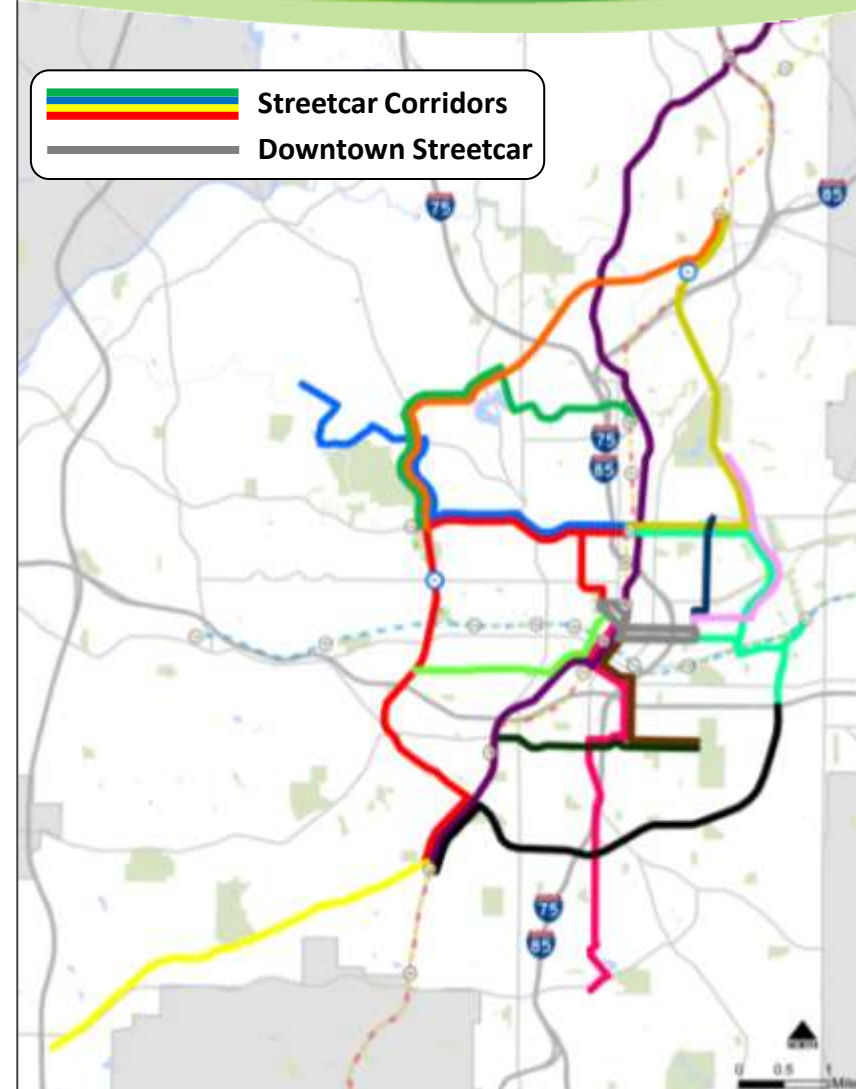




IDENTIFY

Identify Nineteen (19) transit concept corridors based on:

- Corridors established as part of Connect Atlanta Plan, Concept3, Atlanta BeltLine DEIS
- Known origins, destinations, and travel patterns





EVALUATE

Evaluate concept corridors based on 5 guiding principles:

Project Readiness

- Consistency with Connect Atlanta goals based on project ranking tiers
- Capital cost per route mile

Practicality / Ridership

- Employment served
- Population served
- Projected ridership

Equity

- Serves transit dependant population
- Average current transit travel time from corridor to major employment centers

Financial Leverage

- Federal funding opportunities based on cost per rider
- Potential capital and operations partners (universities, major businesses, CIDs, replacing existing bus or shuttle service)

Development Impact

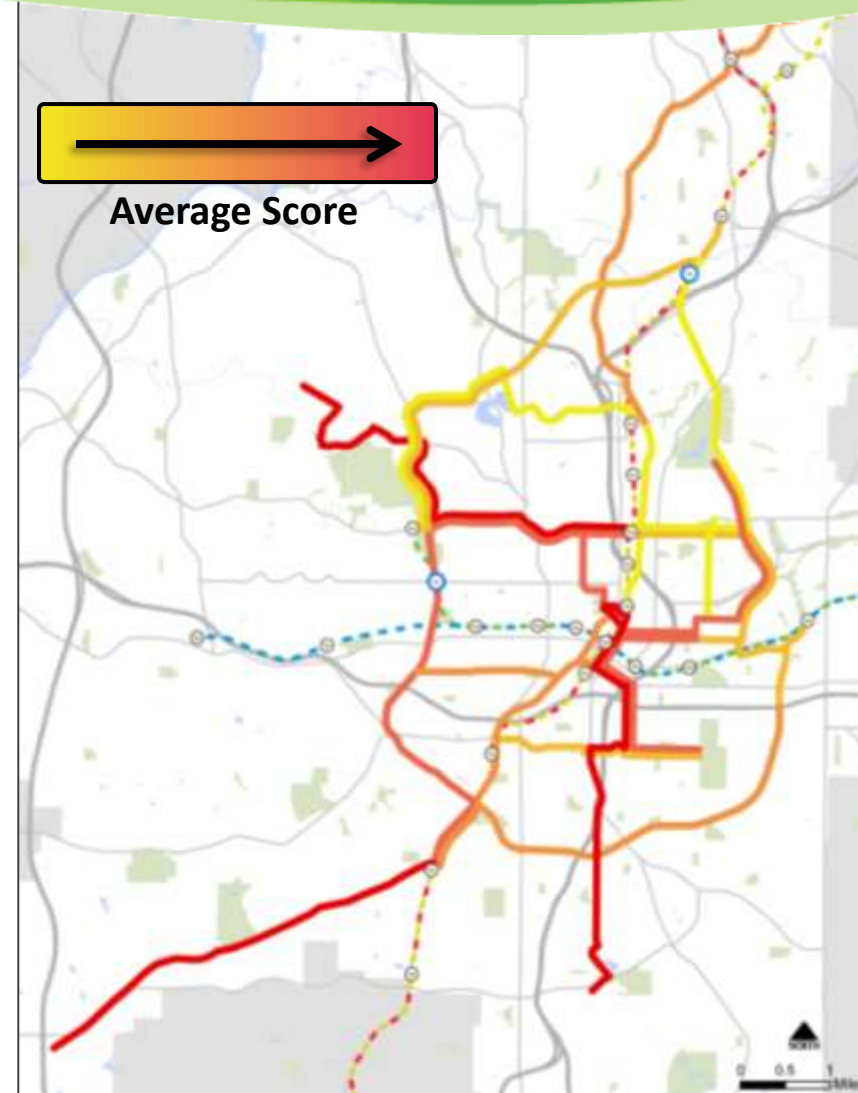
- Percent of alignment in economic development area
- Redevelopment potential based on parcel utilization



EVALUATE

Evaluate concept corridors based on 5 guiding principles:

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

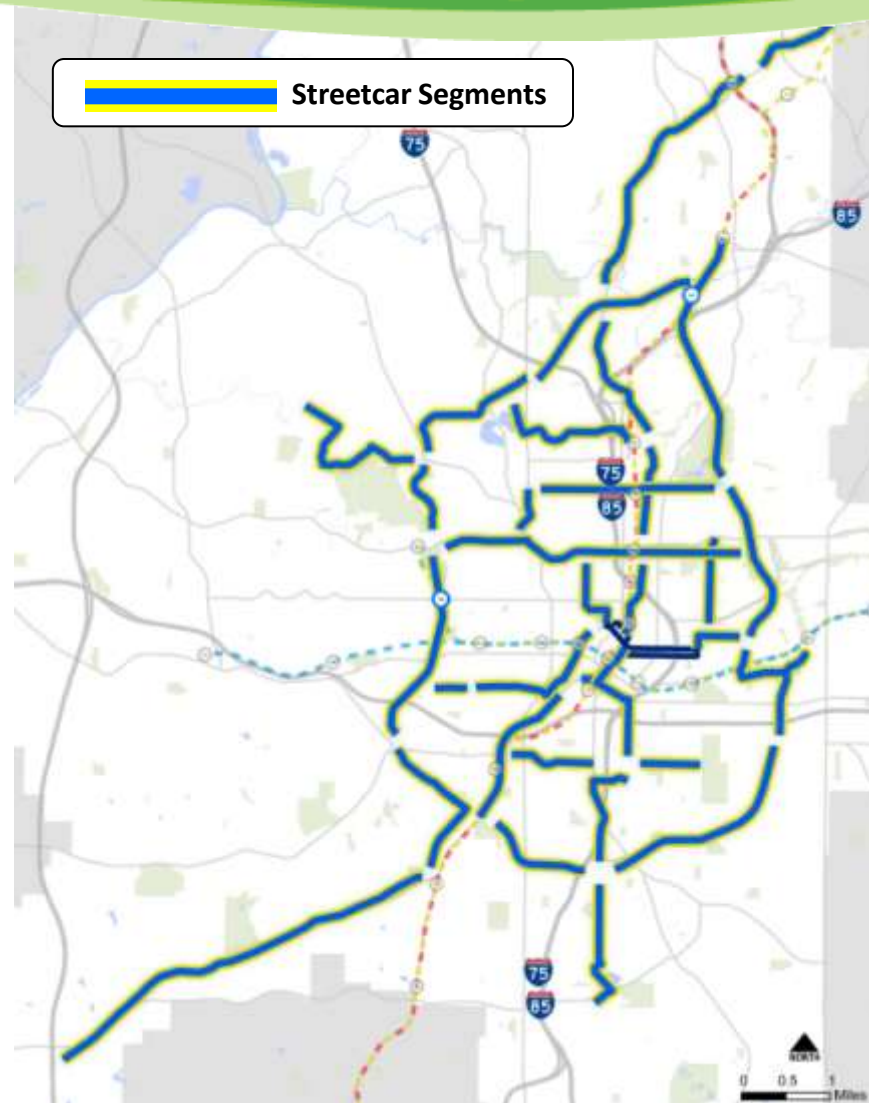




DEFINE

DEFINE segments for detailed analysis based on:

- Results of corridor evaluation
- Analysis of corridor segments
 - Public support and input
 - Funding opportunities
 - Leveraged transit infrastructure investments
 - Connectivity to downtown streetcar and potential maintenance and storage facility sites



Transit Implementation Strategy

Corridor Refinement Process



ANALYZE

★ You Are Here

Analyze segments to define scope of Near Term Projects based on:

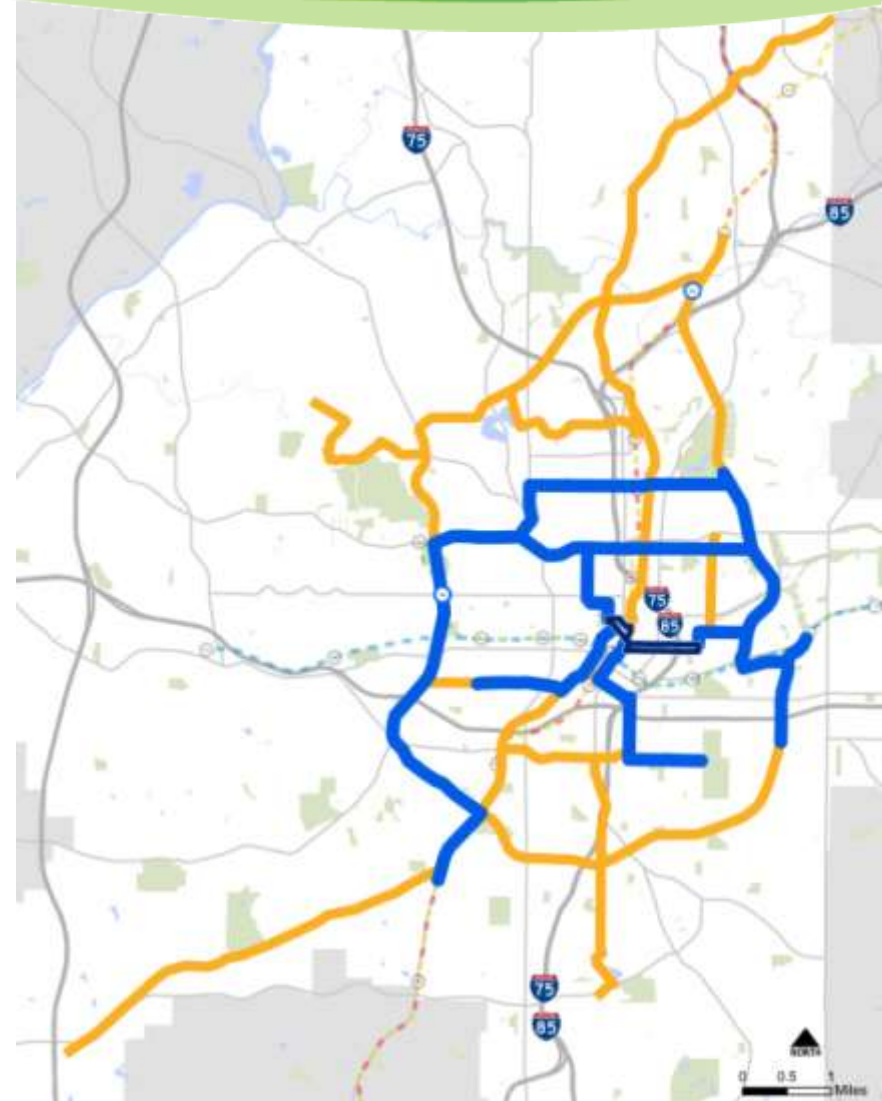
- Financial Analysis
- Ridership Estimates
- Conceptual Engineering
- Fatal Flaws Analysis





Why Selected?

- Supported by public input
- Serve many of the highest-rated corridors according to evaluation based on guiding principles
- Allows for an optimized, logical expansion of Downtown Streetcar that leverages investments over time
- Allows for development of maintenance and storage facility



Transit Implementation Strategy

Selected Segments for Detailed Analysis



1. Luckie / Irwin
2. North Ave / Hollowell
3. Eastside - Piedmont Park
4. Southwest – RDA
5. Southwest – Oakland City
6. Eastside – Glenwood Park
7. Fair Street
8. Pryor Road / Capital Avenue / Georgia Ave
9. 10th Street





PRIORITIZE

★ **Winter 2012**

Prioritize Near Term Projects for implementation in 5 years based on:

- Public / Political Input
- Funding Capacity
- Analysis of Near Term Segments



Transit Implementation Strategy

Next Steps



- Finish Analyzing Segments
- Prioritize Projects
- Complete Community Engagement
 - *Winter 2012 Citywide Update*
- Develop Public Review Draft
- City of Atlanta Review, Approval and Adoption Process



Atlanta BeltLine

Quarterly Briefing

Agenda

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

December 15, 2011

Awareness, Education & Ownership

Launched Running Series (Run.BeltLine.org):

- Northside 5K: 375+ Runners
- Southwest 5K: 425+ Runners
- Eastside 10: ~900 Runners



Adopt-the-Atlanta BeltLine

- Adopt-the-Atlanta BeltLine
 - Added 6 new segments
 - 64 cleanups = 1,100 volunteers = 3,205 volunteer hours
- Additional Corporate Group clean-ups by Atlanta Public Schools, Federal Reserve of Atlanta, Turner Broadcasting and Beazer = 1,450 hours



Educated Thousands of Residents:

- Surpassed 12,250 total tour participants; Over 2,600 participants on tours in 2011
- 1,000+ people heard Atlanta BeltLine 101
- Info at more than 32 festivals and events
- Eight Atlanta BeltLine Ambassador days



Atlanta Beltline Partnership

2011 Year in Review



Connected People through Events:

- Four park openings and other special events
- Continued and expanded annual events
 - Atlanta BeltLine Night at the Braves
 - Atlanta BeltLine Bike Tour
 - Earth Day Clean-Up
 - Culinary Fight Night
 - Party at Ponce
 - Volunteer Night



Atlanta BeltLine Capital Campaign

- \$37.8 million raised from 100+ donors
- \$26.6 million spent or committed to parks and trails

Atlanta BeltLine Annual Campaign

- More than \$91,000 raised from 110+ donors in 2011

Addressing Social Impacts

- Atlanta Land Trust Collaborative offers permanent affordable housing:
- Connecting residents to employment opportunities
- Health



Atlanta BeltLine

Quarterly Briefing

Agenda

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

December 15, 2011