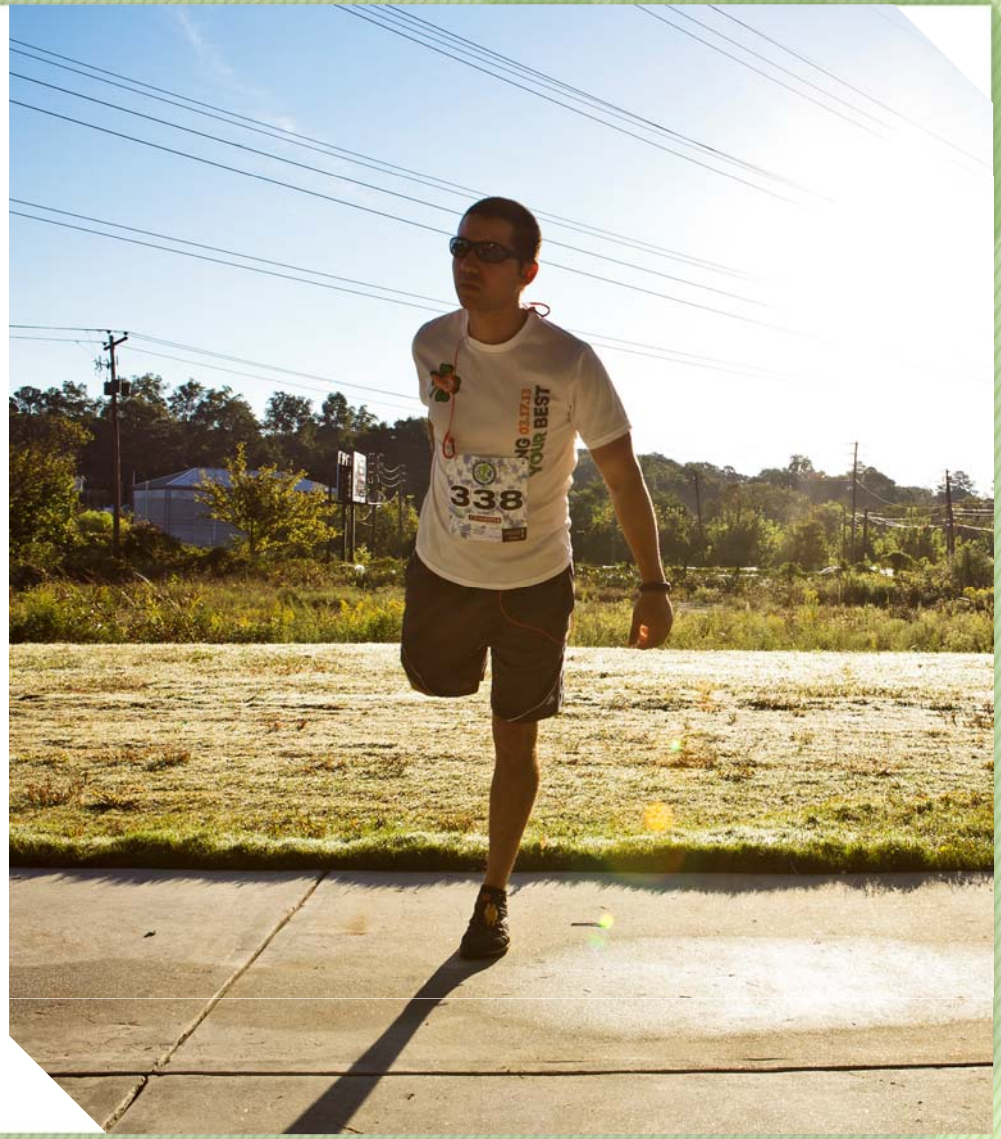
// Atlanta BeltLine Quarterly Briefing

Fourth Quarter // December 10, 2013

// Agenda

- Welcome
- Atlanta BeltLine, Inc. Update
  - Parks, Trails, Transit
  - Art & Design
  - Proactive Rezoning
  - Affordable Housing
  - Brownfield Remediation
- Atlanta BeltLine Partnership Update
- Q & A

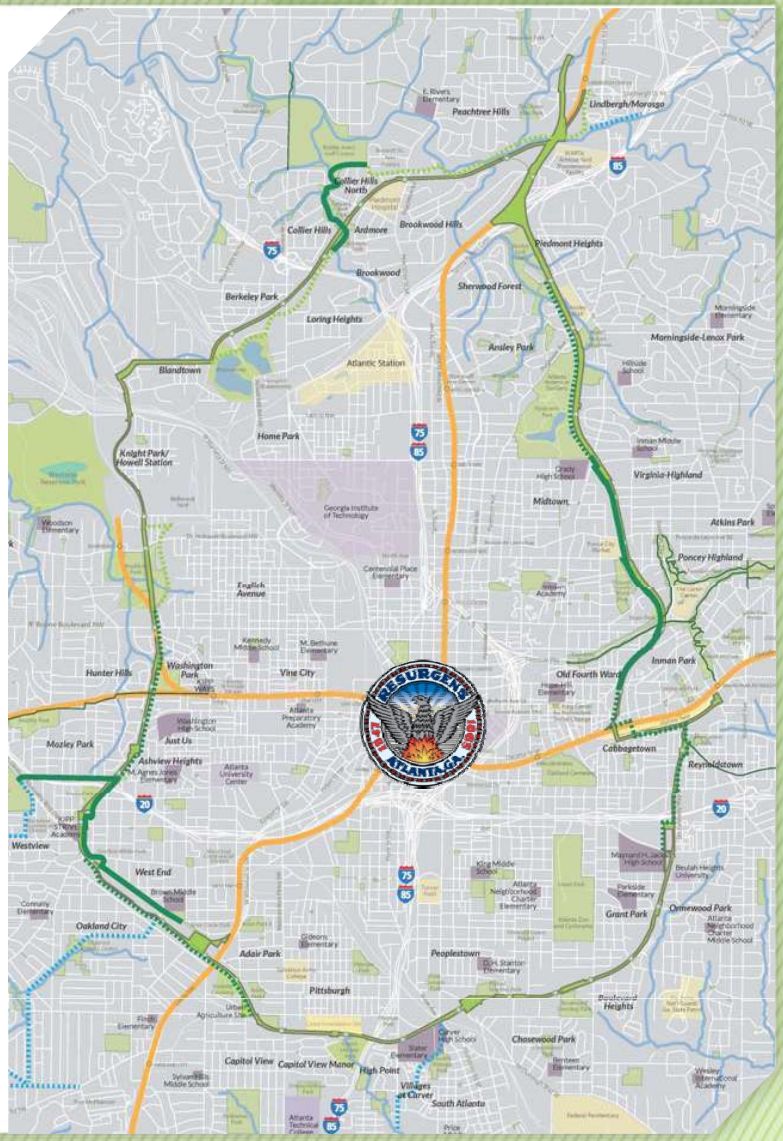


// Where is the Atlanta BeltLine?

- 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

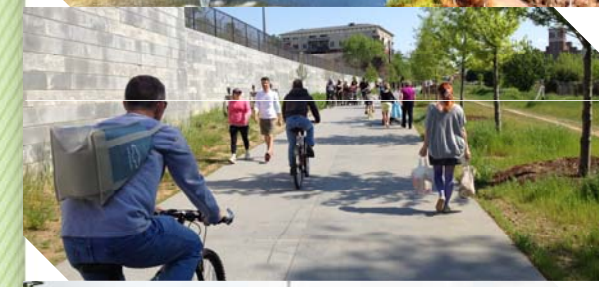
// Opportunity for Significant Impact

- 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

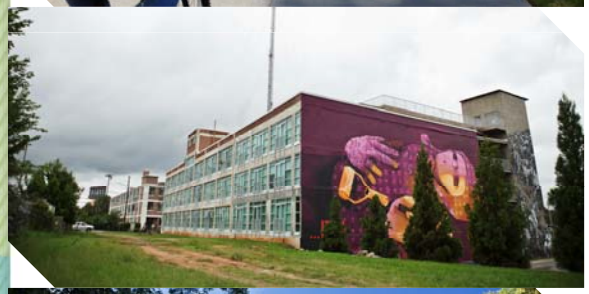


// The Atlanta BeltLine: Key Elements

1,300 ACRES
of Greenspace



33 MILES
of Trails



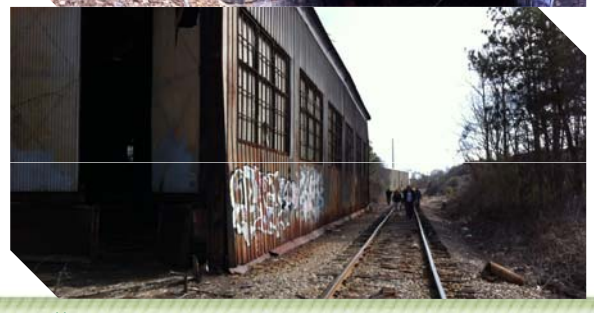
5,600 UNITS
of Affordable Workforce Housing

Streetscapes & Public Art

22 MILES
of Transit & Transportation Infrastructure

Jobs & Economic Development

Historic Preservation

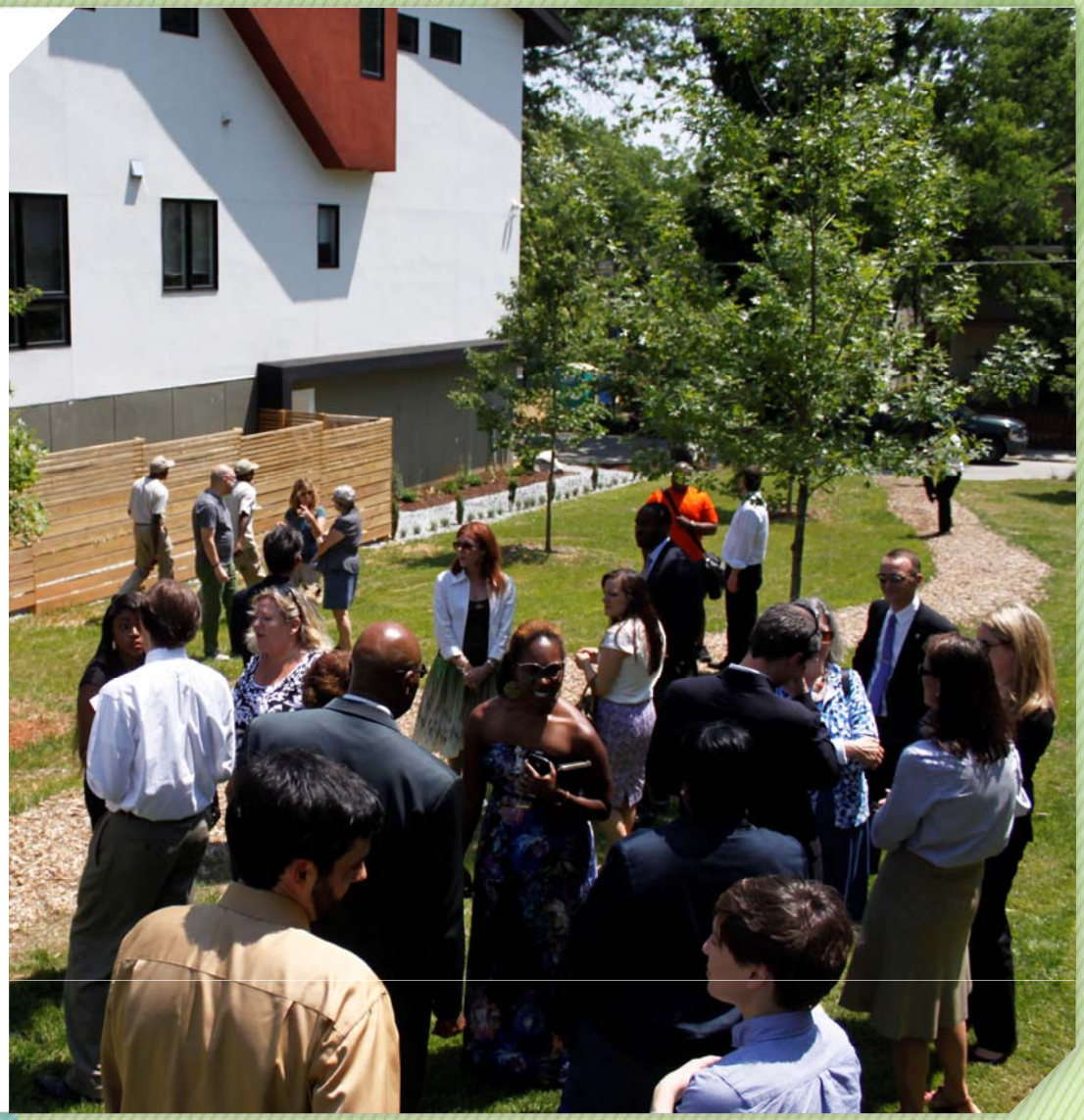


1,100 ACRES
of Environmental Clean-up

// Atlanta BeltLine, Inc.
2013 Year in Review

// Parks: Lang Carson

- **May 2013:** Dedicated new access path to the City of Atlanta
- Site cleaned of debris and invasive vegetation
- Mulch path and shade trees added to connect to the existing park



// Parks: Perkerson Park

- **May 2013:** Expansion opened
- Splashpad and deck enlarged to accommodate the large number of users seen during the first year of operation

// Parks: HFW Skatepark

- **December 2013:** Skatepark expansion design completed and will go to bid
- Expands existing areas to allow more flat surface skating

TOTAL LIMITS OF DISTURBANCE = 0.87 AC
TOTAL PROJECT SITE AREA = 4.03 AC
TOTAL LIMITS OF DISTURBANCE = 0.87 AC
TOTAL PROJECT SITE AREA = 4.03 AC
EXISTING TRAIL
(4' TRAIL BLANKET)
SEE NOTE 12
DM
DM
DM

// Parks: Urban Agriculture Project

- **October 2013:** 26 fig trees planted by Trees Atlanta and Turner volunteers
- **December 2013:** Site preparation to begin

// Trails: Southwest Connector

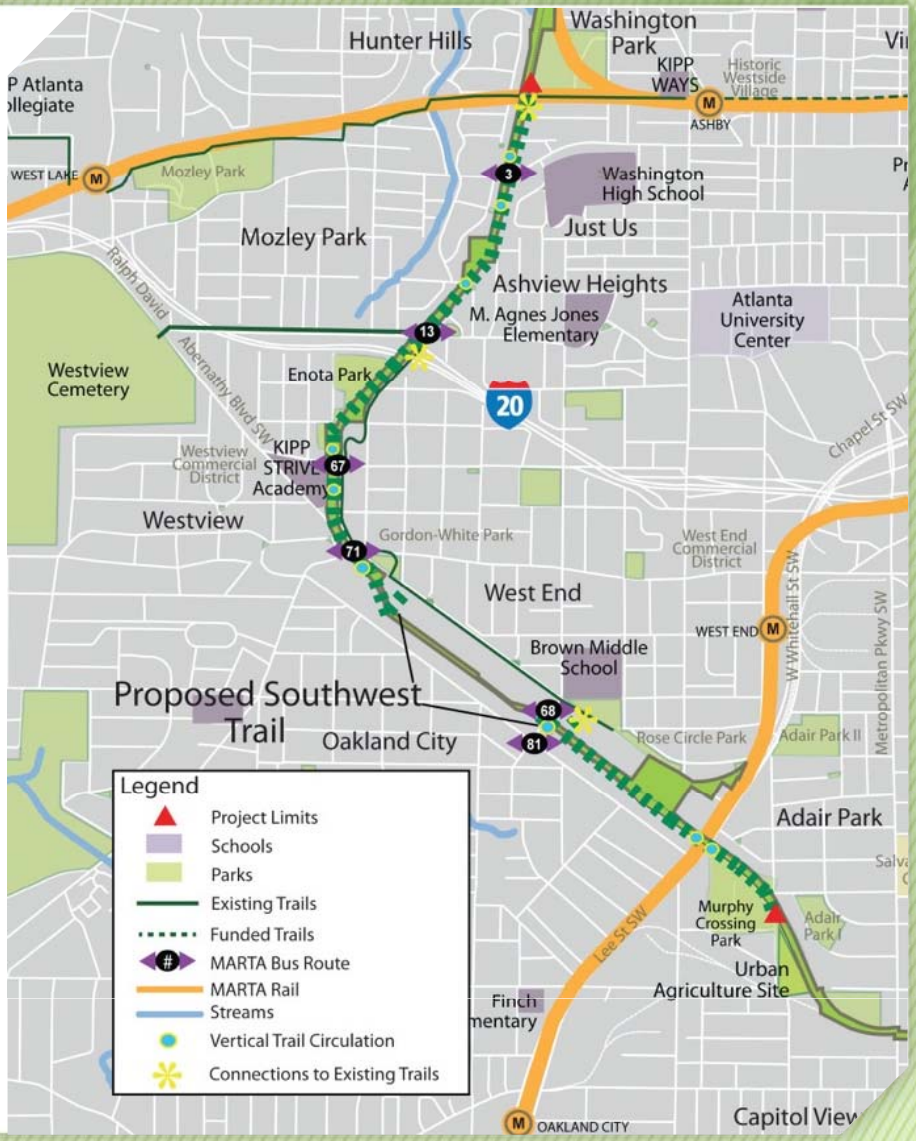
- **August 2013:** Southwest Connector Trail dedicated
- Winds through the Lionel Hampton – Beecher Hills Park
- Phase 1 of a 4.5-mile path

// Trails: Eastside Trail Extension

- **Spring 2014:** Construction will begin on the Eastside Trail from Irwin Street to Memorial Drive

// Trails: Westside Trail

- **September 2013:** Awarded a $18 million TIGER V grant
- 2.5 mile multi-use trail from Washington Park (Lena Street) to University Avenue
- 16 points of entry
- Safe routes and connections to four local schools
- Connections to four parks
- Construction to begin in second half of 2014



// Trails: Eastside Trail Gateway

- **Late 2013:** Buried power lines
- **January 17, 2014 at 10 am:** Groundbreaking
- Construction will take 8 to 10 months

// Trails: User Data

November 2013: Installed trail counters to track usage the first three weeks:

- Eastside Trail @ Irwin
  - Average daily: 1,792
  - Average weekly: 11,647
  - Total use: 46,588
  - Top daily: 4,545 (on 11/2/13)
- Eastside Trail @ Ponce Bridge
  - Average daily: 2,463
  - Average weekly: 15,986
  - Total use: 66,511
  - Top daily: 5,638 (on 11/10/13)

[redacted]

// Transit

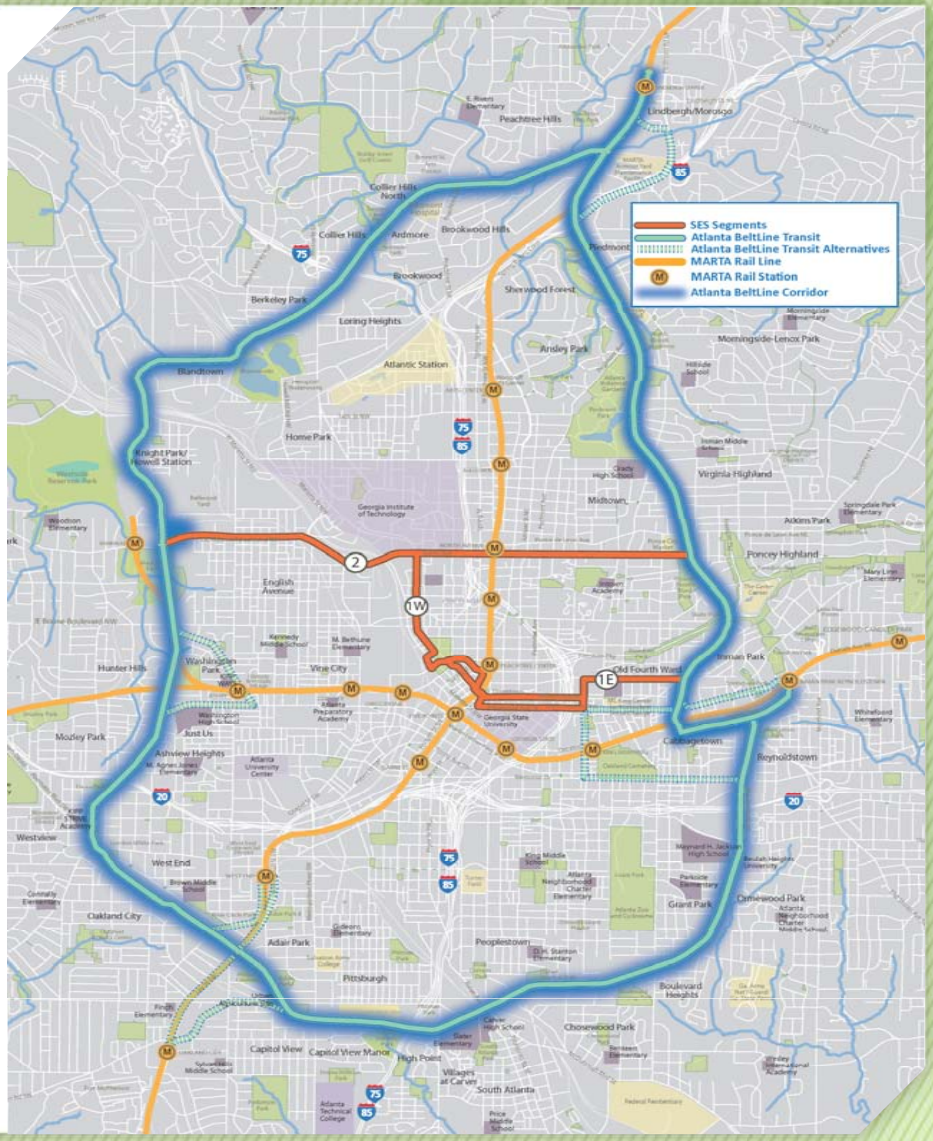
- **Throughout 2013:** In partnership with the City of Atlanta, advanced the Atlanta Streetcar Expansion Strategy towards adoption.
  - Provides a master implementation plan for streetcar service on the Atlanta BeltLine
  - Citywide Briefing Upcoming in 1st Quarter of 2014

Atlanta BeltLine

Atlanta Streetcar

// Transit

- **August 2013:** Entered into services agreement with City of Atlanta to advance key transportation projects that support the Atlanta BeltLine's success:
  - City may assign projects in Connect Atlanta Plan to ABI
  - City provides funding for projects outside of Atlanta BeltLine
  - First assignment: Atlanta Streetcar Extensions environmental review



// Transit

- **Fall 2013:** Partnered with City, Invest Atlanta and ARC to kickoff final federal environmental reviews for:
  - Atlanta BeltLine West
  - Atlanta BeltLine East
  - Atlanta Streetcar Extensions
  - Crosstown-Midtown Streetcar

// Corridor Design: Southeast

- **September 2013:** Completed Southeast corridor preliminary design

// Corridor Design: North Avenue Plaza

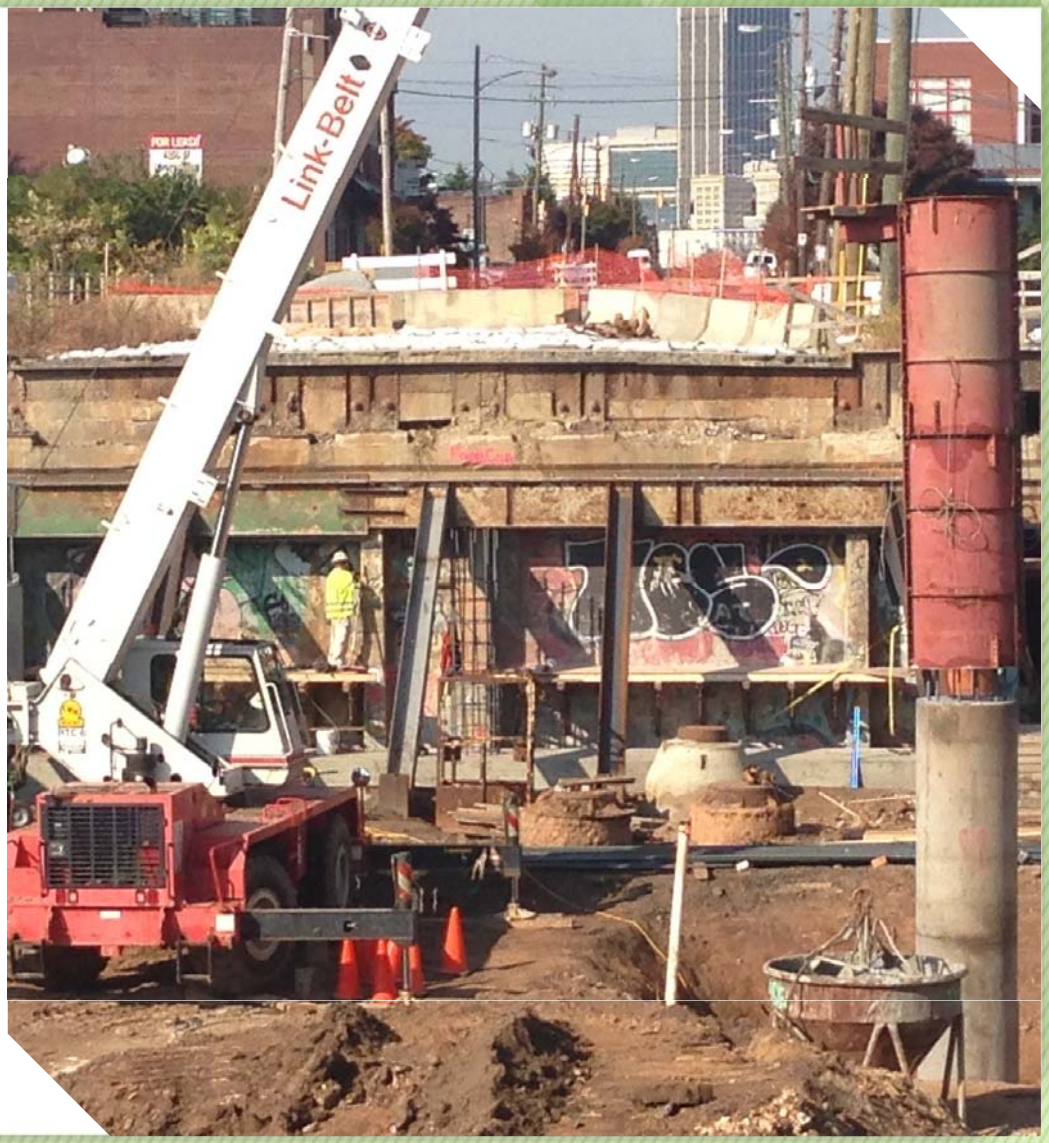
- **November 2013:** In partnership with Ponce City Market, completed design for Atlanta BeltLine North Avenue Plaza
  - First public plaza along Atlanta BeltLine corridor
  - Connects Eastside Trail to Ponce City Market
  - Next public meeting Q1 2014

// Streetscapes

- **Through October 2013:** Worked with City and GDOT to have bicycle lanes added to Ponce de Leon
- Kicked off Ponce de Leon Streetscapes Project
  - Next public meeting Q1 2014

// Edgewood Avenue Bridge

- **Through 2013:** Utility relocations and environmental remediation have been completed
- Foundations and supports have been installed
- Bridge beams will be installed in early December
- **Spring 2014:** Bridge opening



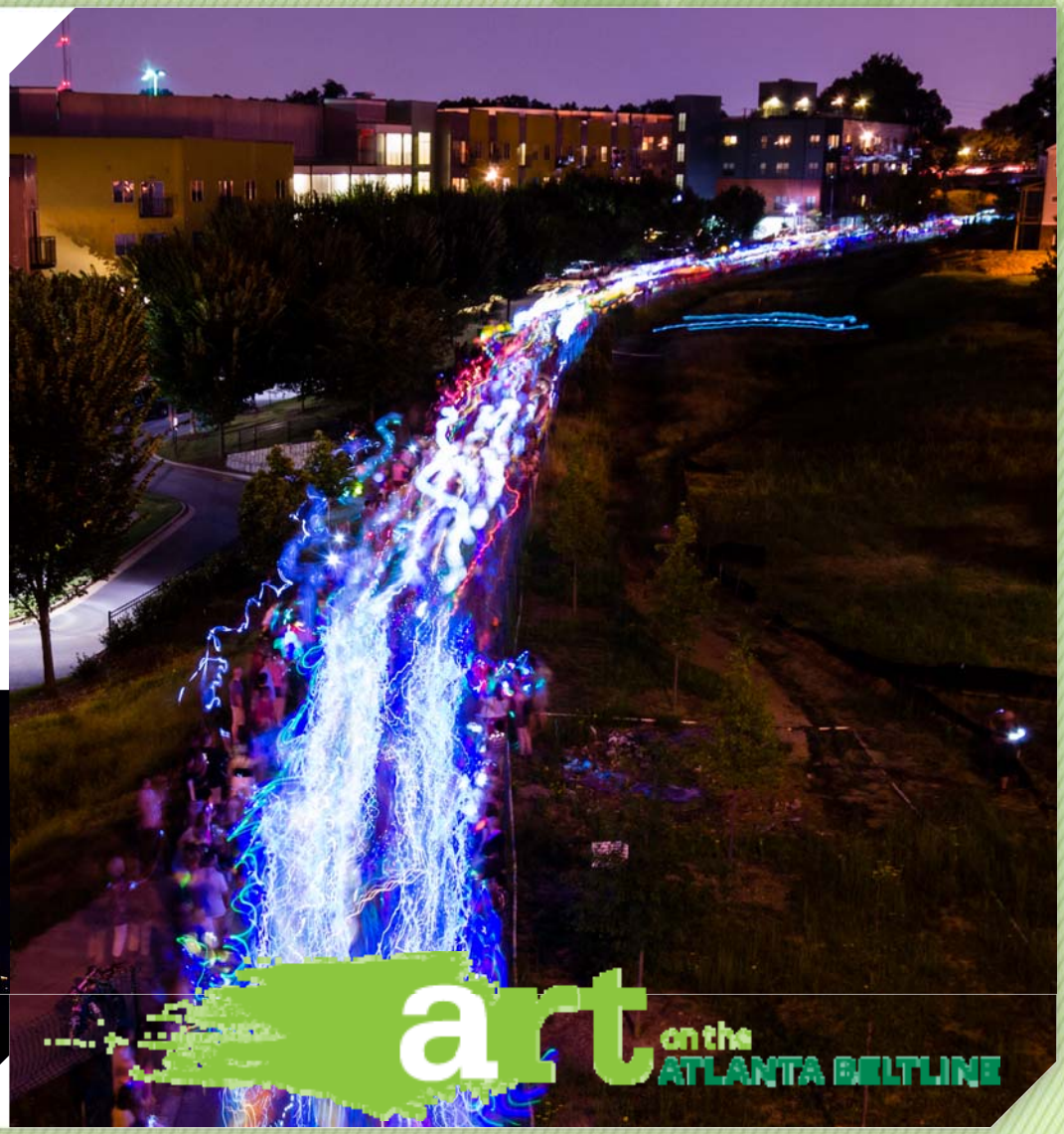
// Art on the Atlanta BeltLine

- **September – November 2013:** Fourth annual exhibition took place
- Largest public art display in Atlanta's history
- Hundreds of artists including muralists, sculptors, painters, mosaic artists, performers and musicians

art on the ATLANTA BELTLINE

// Art on the Atlanta BeltLine

- Since inception, the project has grown more than 40%
- **September 2013:** Atlanta BeltLine Lantern Parade kicked off the exibition with more than 10,000 participants



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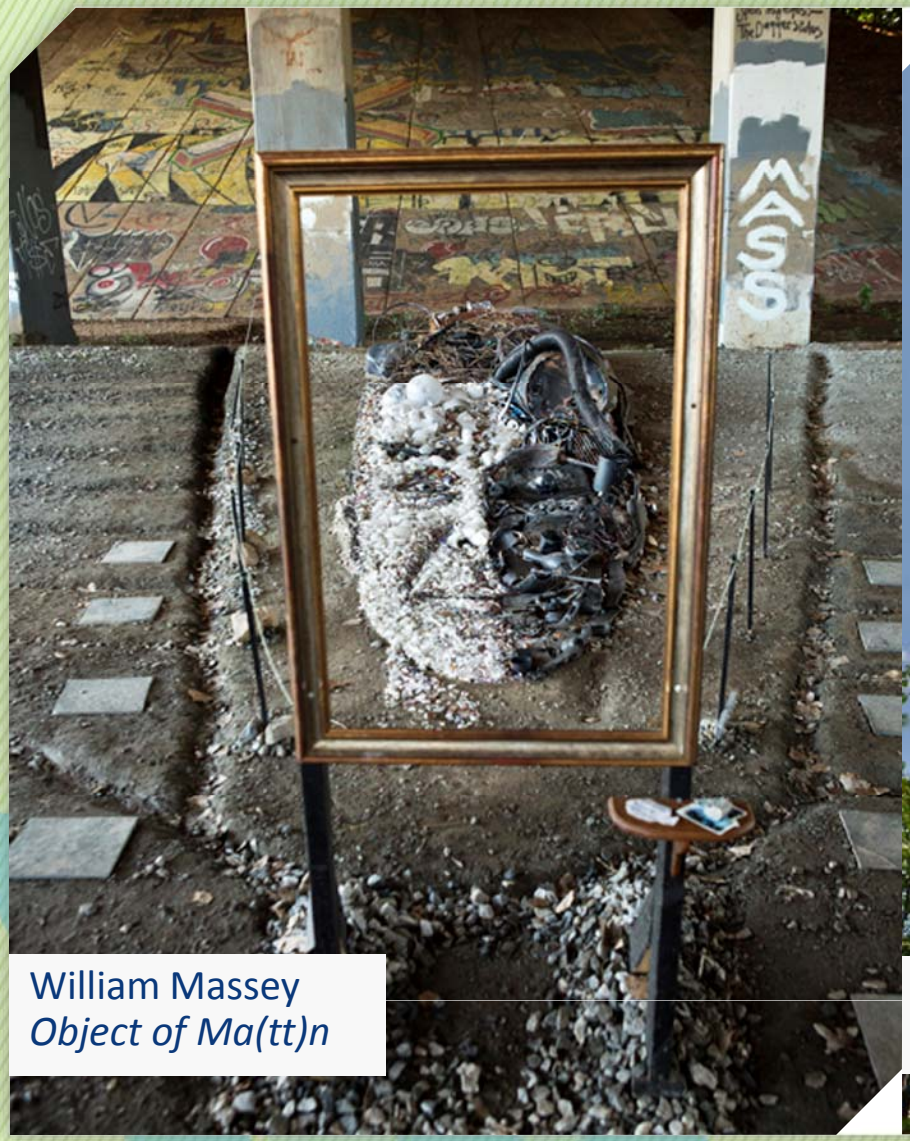
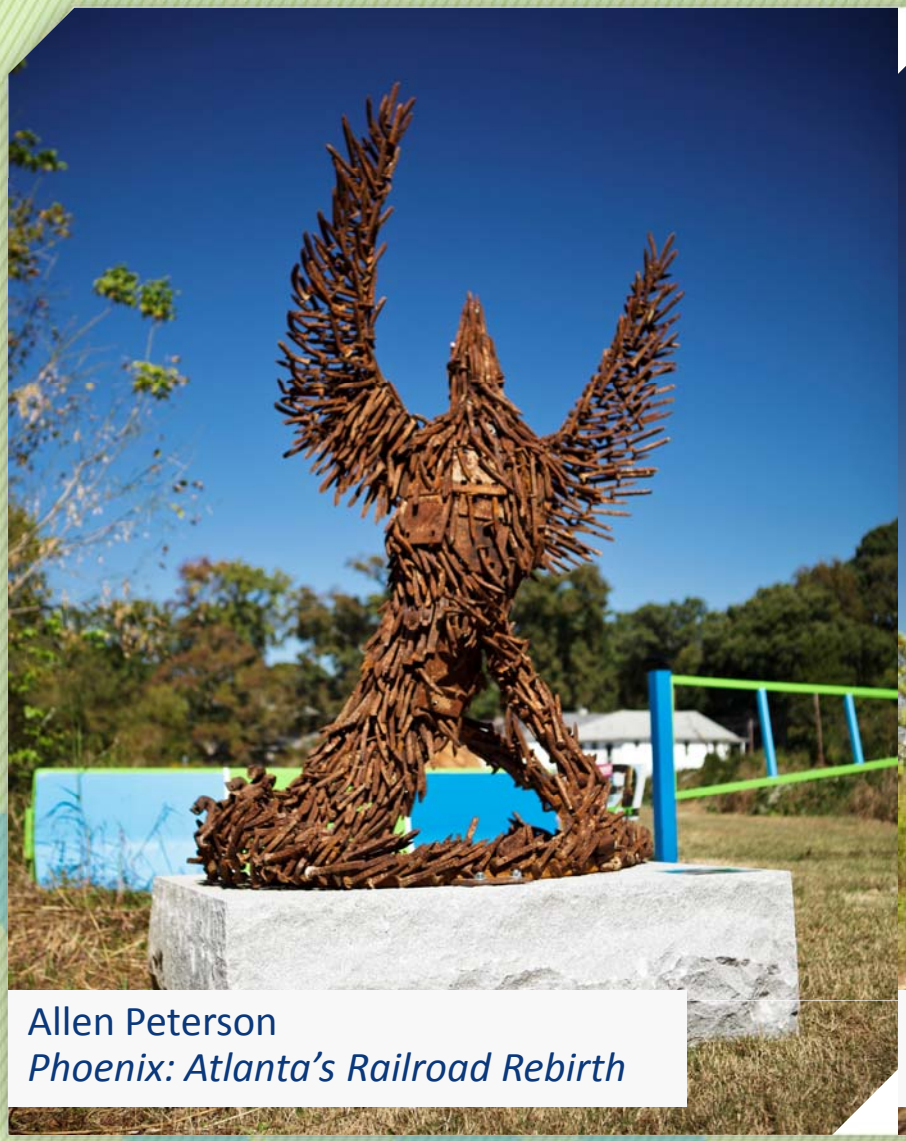


William Massey
Object of Ma(tt)n

Chelko Foundation
One Woman Rising

// Art on the Atlanta BeltLine

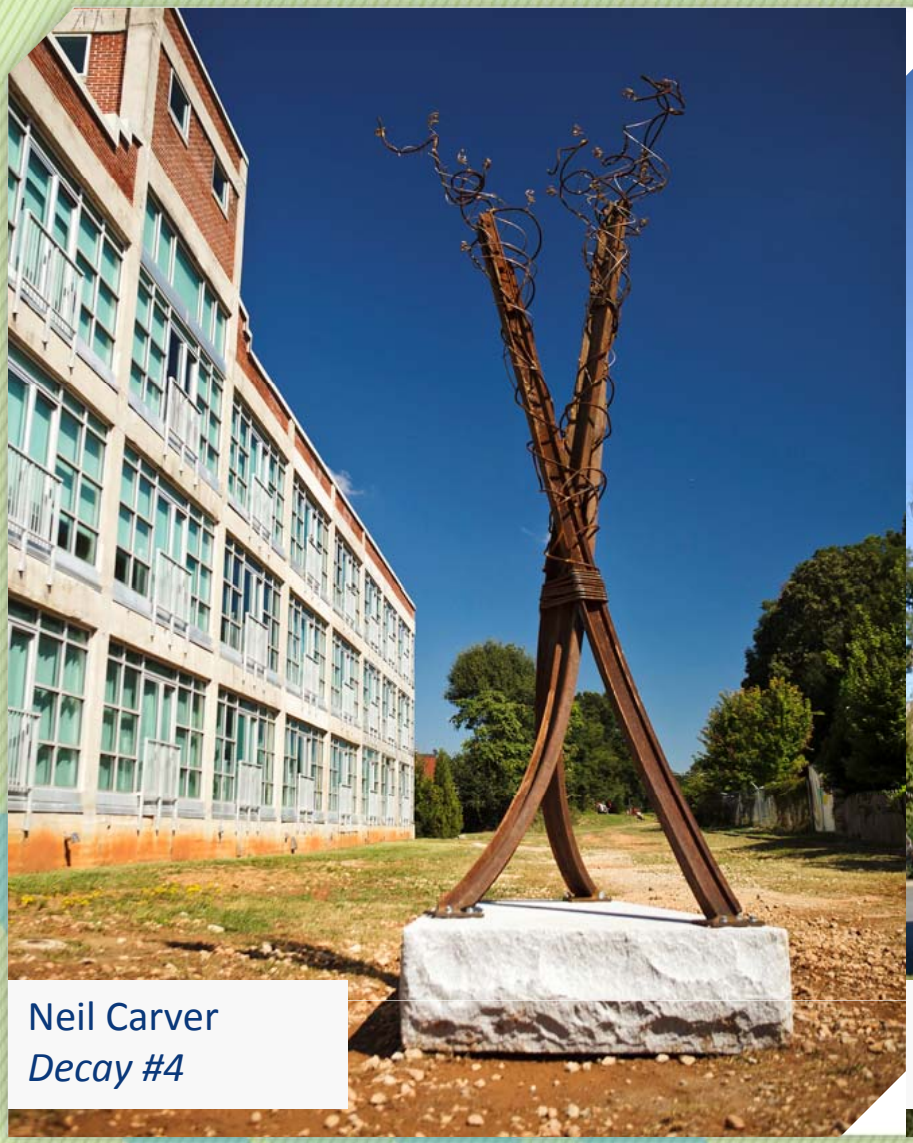
// Art on the Atlanta BeltLine



Allen Peterson
Phoenix: Atlanta's Railroad Rebirth

Phil Proctor
Iron Column

// Art on the Atlanta BeltLine

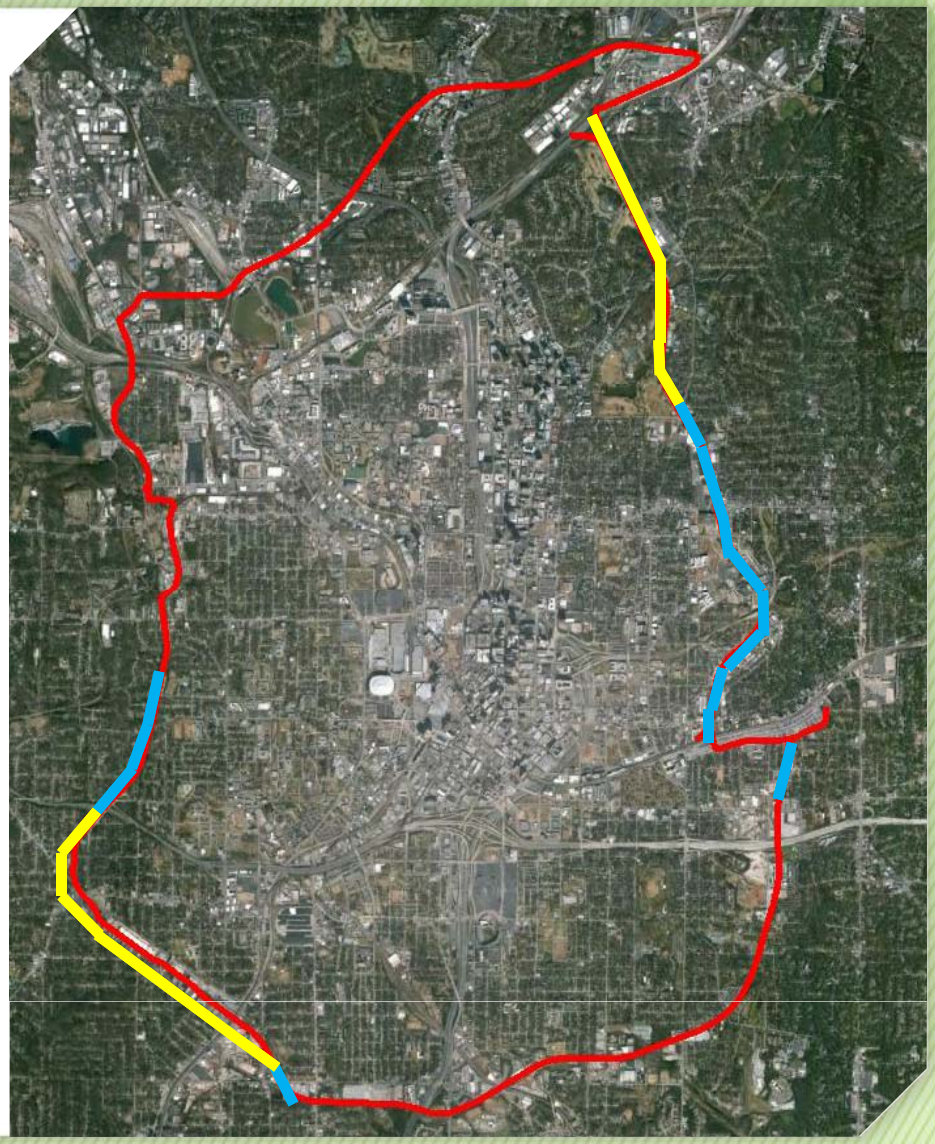


Neil Carver
Decay #4

Jac Coffey
Railroad Workers

// Corridor Remediation

- **Through 2013:** Over 4 miles of corridor have been remediated, including the Eastside Trail, Reynoldstown Corridor and the corridor between I-20 and Washington Park
- Work will begin this winter to remediate the Northeast Corridor (1.75 miles) and the Southwest Corridor (2.1 miles) using EPA Grants

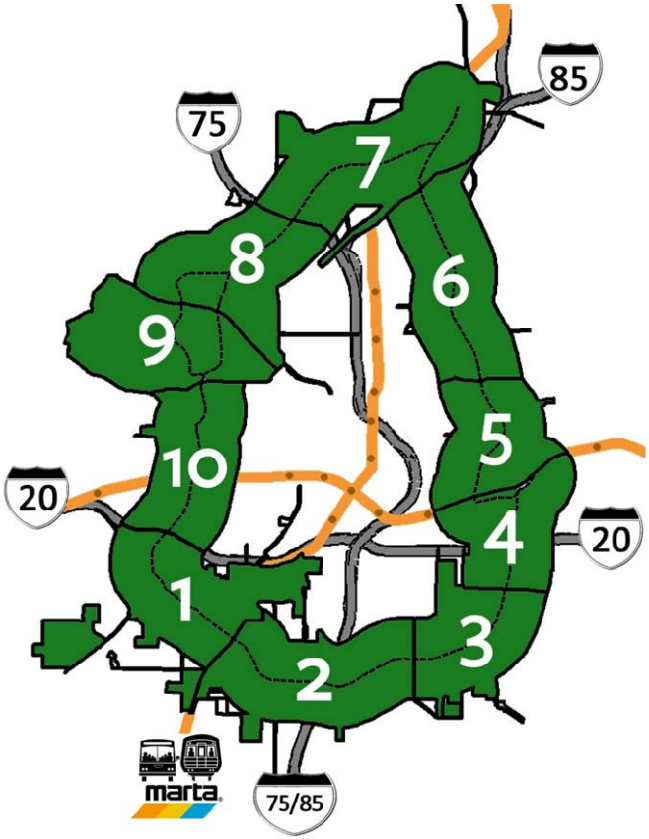


// Proactive Rezoning

- **May 2013:** Began proactive rezoning process
- From 2007 to 2012, the community worked with the City of Atlanta and Atlanta BeltLine, Inc. (ABI) to produce 10 subarea master plans, which were adopted by Atlanta City Council.
- Master plans laid out the parks, trails, transportation, and land use recommendations to help fulfill the Atlanta BeltLine vision.
- Part of that vision is Transit-Oriented Development (mixed use), pedestrian and bicycle-friendly urban infill around the planned transit investment.

// Proactive Rezoning

- A multi-year effort is underway by the City of Atlanta Department of Planning and Community Development to rezone specific non-residential parcels per the recommendations in the master plans.
- Project Outreach Phase-1 (Sub Areas 3,5,9) :
  - Kickoff Citywide Conversation meeting: May
  - 8 neighborhood meetings: July
  - 6 Study Group meetings: Aug. – Sept.
  - 3 property owner open houses: Aug. – Oct.
  - 14 City of Atlanta NPU Meetings: Sept. – Nov.
- Next Steps
  - Subarea 3 & 5 land use/zoning changes to be presented at the City's Zoning Review Board on December 12th
  - Subarea 9 to be presented in January 2014



Projected Schedule

- Phase 1: Subareas 3, 5, 9
  Kickoff Summer 2013
- Phase 3: Subareas 2, 6, 8
  Kickoff in late 2014
- Phase 2: Subareas 1, 4, 7, 10
  Kickoff in early 2014

// Affordable Workforce Housing

- **June 2013:** Affordable Housing Strategy completed with Enterprise Community Partners
- 100% of Affordable Housing Trust Fund proceeds committed
  - Existing / Under Construction: Scattered site DPA (58), Lofts at Reynoldstown crossing (28)
  - Fully funded: Reynoldstown Senior (78), Ponce City Market (52)
  - Financing gap: Boynton Village Apts. (43)
- Other affordable units under construction
  - AMLI North Avenue (61), Trestletree Village (188)
- Reducing risk for LIHTC developers on Atlanta BeltLine

// Atlanta BeltLine Partnership Update

Rob Brawner
Program Director

// Atlanta BeltLine Partnership

Exciting New Membership Benefits

- Membership card good for discounts at restaurants and businesses along the Atlanta BeltLine
- Exclusive members-only opportunities and events
- Atlanta BeltLine Grocery Tote
- Trail Map of the Atlanta BeltLine
- Atlanta BeltLine Lapel Pin
- Atlanta BeltLine Member T-Shirt

Join today at Member.BeltLine.org for as low as $35

// Atlanta BeltLine Partnership

Atlanta BeltLine Partnership

Atlanta BeltLine

Private Giving Supports Atlanta BeltLine Partnership Annual Fund

- AGL Resources Double Your Donation Campaign is Back!
- Amazon "SMILE" Program
- Kroger Community Rewards Program
  - Atlanta BeltLine Number 17728
- Combined Federal Campaign
  - Charity Number 94572
- For more information about how you can support the Atlanta BeltLine, contact lindsey@atlbeltlinepartnership.org

amazonsmile
You shop. Amazon gives.

Kroger

// Atlanta BeltLine Partnership

Atlanta BeltLine Partnership

Atlanta BeltLine

Get Your Atlanta BeltLine Gear: (Shop.BeltLine.org):

- T-Shirts
- Hats
- Coasters
- Posters
- Postcards

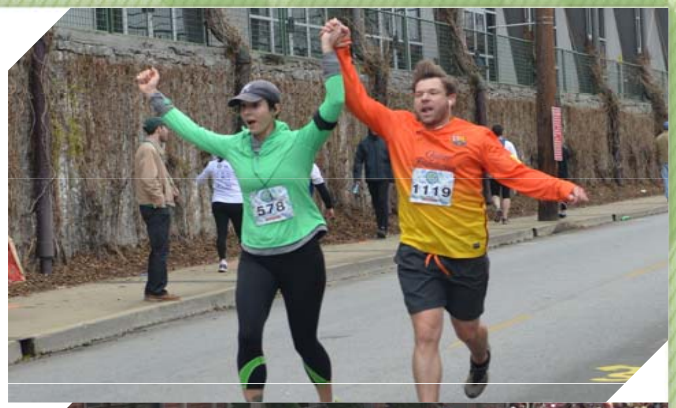
// Atlanta BeltLine Partnership

Atlanta BeltLine Partnership

Atlanta BeltLine

2013 Running Series (Run.BeltLine.org):

- More than 3,000 Participants:
  - Northside 5K
    - *Atlanta Police-Fire Competition*
  - Southwest 5K
    - *Team Challenge*
  - Southeast 8K
    - *Silverbacks Youth Challenge*
  - Eastside 10K
    - *Alumni and Neighborhood Challenges*
  - Active Lifestyle Challenge
  - Monthly Run Clubs
- Upcoming:
  - Northside 5K – April 26
  - Free Monthly Run Clubs
  - 2014 Active Lifestyle Challenge Sign-Ups



// Atlanta BeltLine Partnership

Volunteer Opportunities

- **Festivals**: Share information and enjoy regional festivals.
  Visit volunteer.beltline.org to register
- **Ambassadors**: Recruiting distribution officers. Visit Ambassadors.BeltLine.org or contact Sharron Sylvain: Sharron@atlbeltlinepartnership.org
- **Speakers Bureau**: Invite us to present to your group.
- **Corporate/group clean-ups**
- **Volunteer Training:** 2nd Wednesday at 5:30 p.m. and 3rd Friday at noon
- **Running Series:** Pre-race and race-day opportunities

// Atlanta BeltLine Partnership

Adopt-the-Atlanta BeltLine
(Adopt.BeltLine.org):

- $20,000 REI Grant
- 3,200+ Volunteer Hours in 2013

Tools provided by:

// Atlanta BeltLine Partnership

Atlanta BeltLine Tours (Tours.BeltLine.org):

- Bike Tours with Atlanta Bicycle Coalition
  - Launched in November
  - Monthly tour reservations open on 25th
  - Saturdays on Eastside Trail • Sundays on Westside
- Talk a Walk on the Eastside with Trees Atlanta
  - Launched in April
  - Monthly tour reservations open on the 20th
  - Fridays and Saturdays
- Bus tours are hot!
  - Monthly tour reservations open on the 15th
  - Fridays and Saturdays at 9:30 a.m.

// Atlanta BeltLine Partnership

Achieving Positive Social Impacts

- $100K Coca-Cola Anti-Obesity Campaign Grant for Atlanta BeltLine Partnership Health Initiatives
- **Free Fitness on the Atlanta BeltLine**
  - Atlanta BeltLine Street Cup
  - Classes piloted in November with Aerobics, FitWit, Trail Yoga, How to Ride a Bike, and Mountain Biking
- **Workforce Partnership in Healthcare**
  - $85,000 Grant from CareerRise
  - First Cohort of 40 students to begin in Q1 2014
- **Atlanta Land Trust Collaborative**
  - Continues to focus on creating permanently affordable housing around the Atlanta BeltLine

// Atlanta BeltLine Partnership

Atlanta BeltLine Capital Investments

- $41.2+ million from 115+ donors
  - Supporting implementation of Atlanta BeltLine parks and trails
  - Gateway connection between Eastside Trail and Historic Fourth Ward Park
  - Eastside Trail South extension through Reynoldstown
  - $10 million local match for Westside Trail to be raised in 2014

// Question / Answer

December 10, 2013 // Quarterly Briefing