



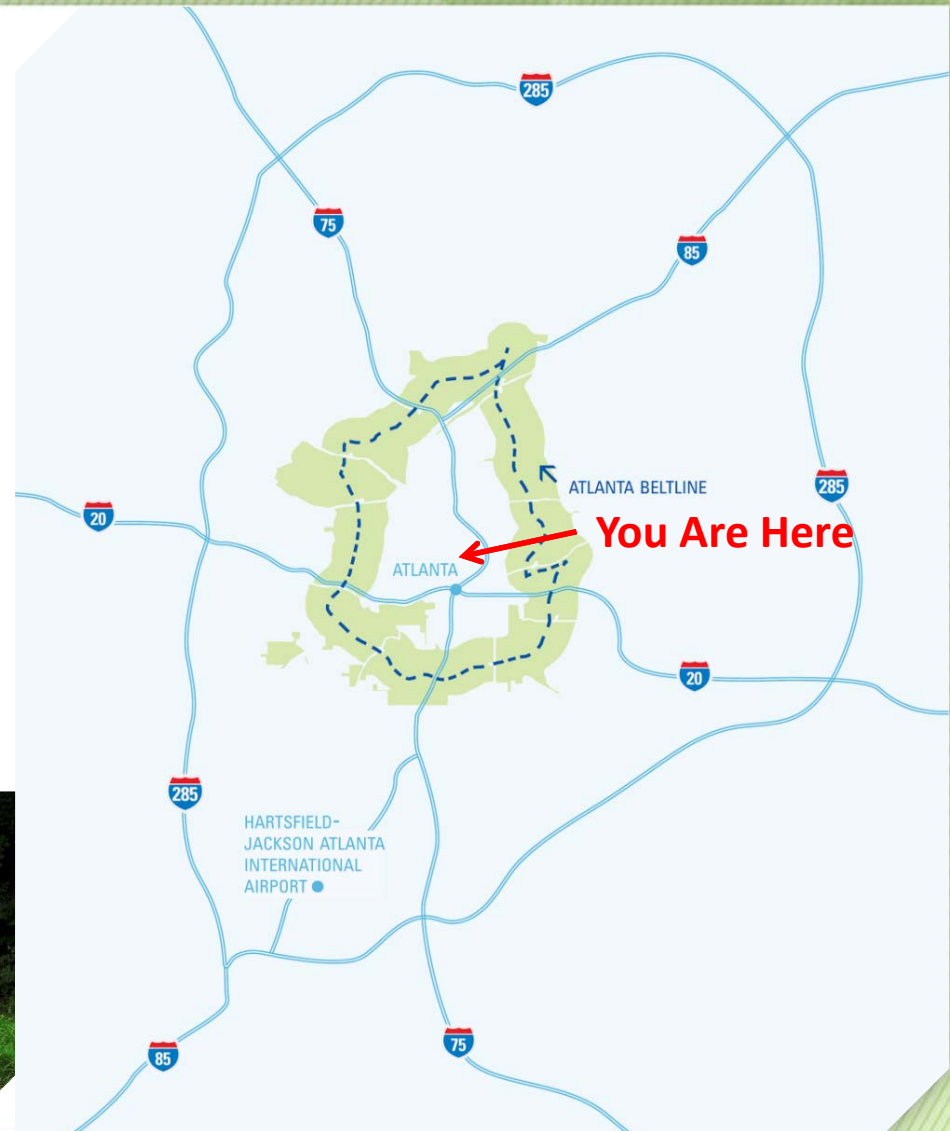
// Atlanta BeltLine Quarterly Briefing

First Quarter // March 23, 2015

// Where is the Atlanta BeltLine?



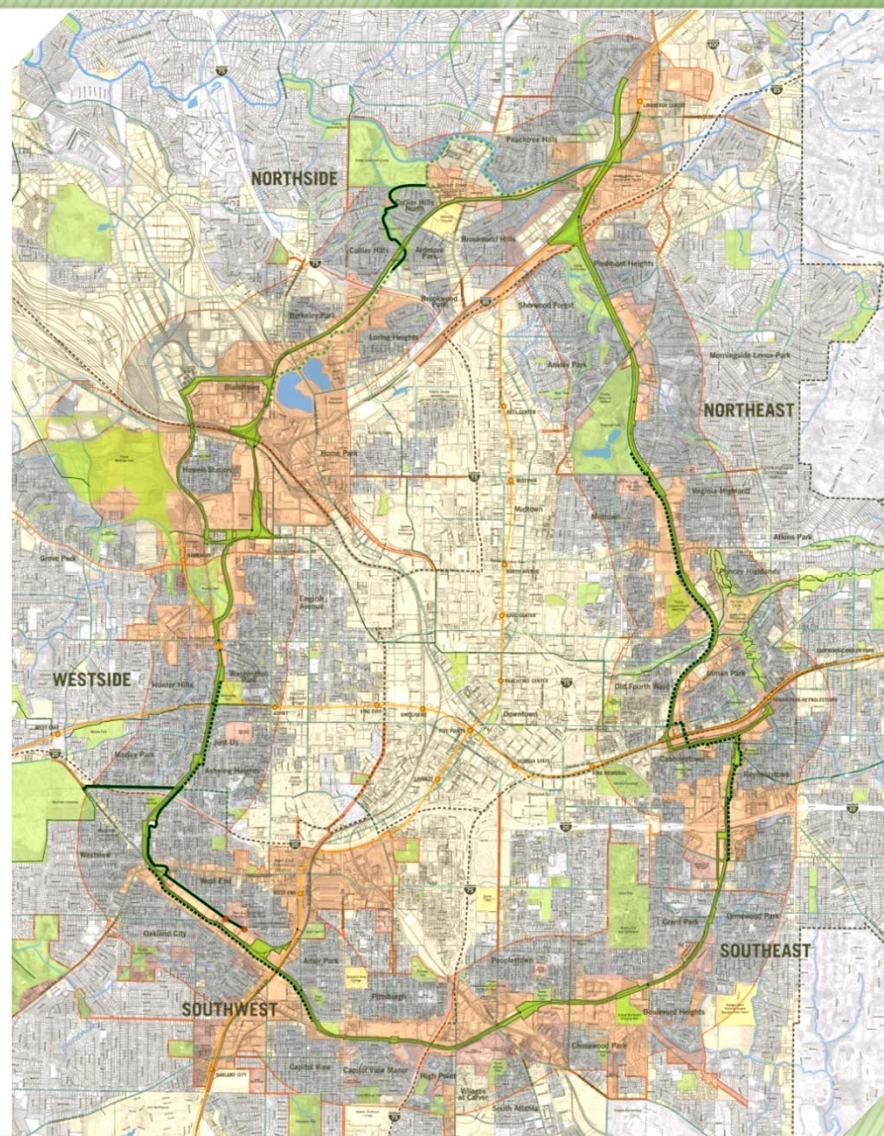
- In the heart of the Atlanta region
- Connects many of Atlanta's cultural landmarks and institutional destinations
- Connects four historic abandoned freight rail rights of way encircling the center of town



// What is the Atlanta BeltLine?



- Unites 45 neighborhoods
- 22% of 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



5,600 UNITS
of Affordable
Workforce
Housing
(AS PART OF 28,000
TOTAL UNITS)



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



Corridor-wide
Historic
Preservation,
Public Art and
Arboretum



> 1,100 ACRES
of Environmental
Clean-up

// Organizational Structure



Project Owner/Sponsor



Public Redevelopment Authority



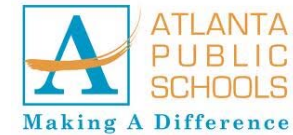
*Single-purpose
Implementation Agent
(Public Funding)*



Atlanta
BeltLine
Partnership

*Community Awareness
(Private Funding)*

// How we have partnered

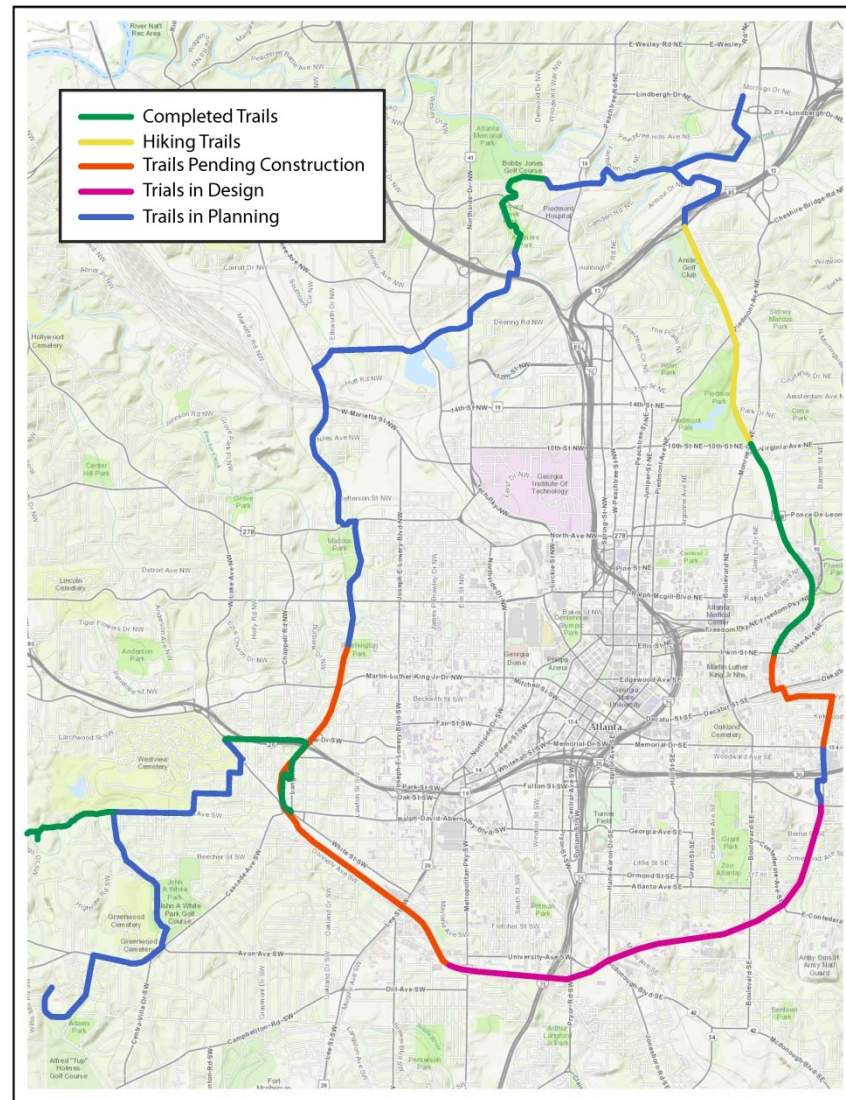


// Results of Our Efforts: Trails



Atlanta
BeltLine

- **6.75 miles** of trails completed
- **4.25 miles** of trail starting construction early 2015
- **2.1 miles** of hiking trail open
- **3.6 miles** of trail in design
- **16.35 miles** remaining for acquisition

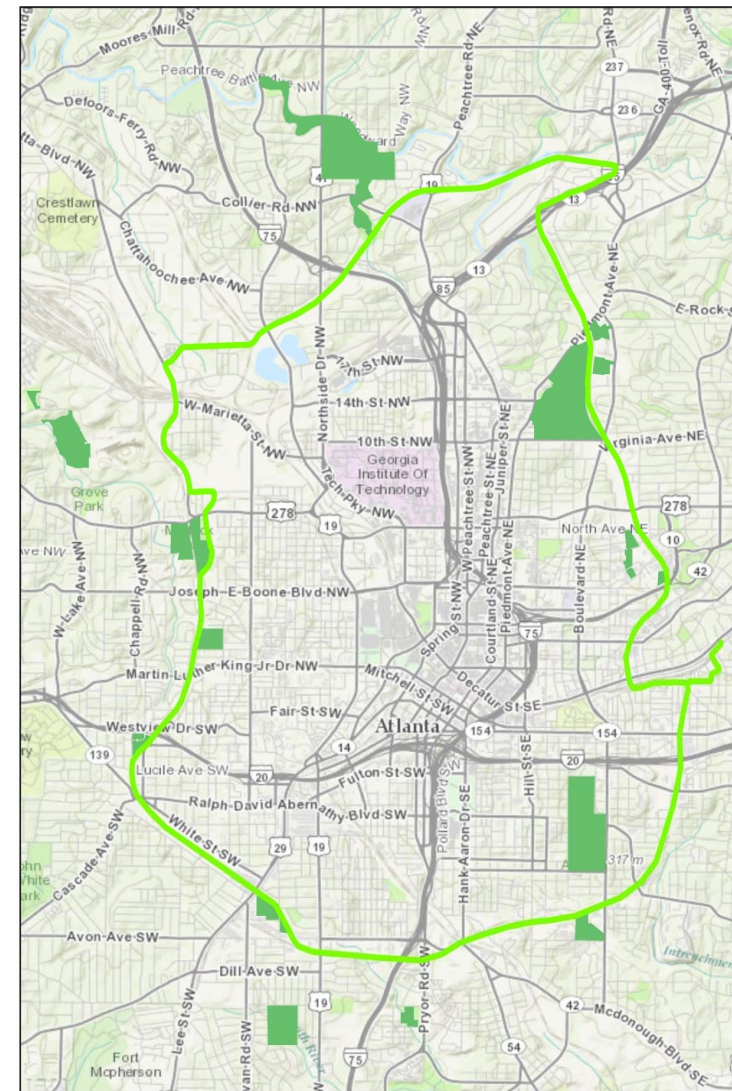


// Results of Our Efforts: Parks



Atlanta
BeltLine

- **202 acres** of greenspace opened
- **130 acres** under environmental assessment by EPA
- Acquisition underway on all other planned parks
- **Goal: 1,300** acres of new greenspace
- **Goal: 700** acres of renovated greenspace



// Overall Progress to Date



Performance Dashboard

2014

Status

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

36% / 20%

Total Investment

(Target: \$2.8 to 4.8 billion by the Atlanta BeltLine)

\$400 million



Transit Corridor Control (Target: 22 miles)

11.5 miles / 56%



Trail Corridor Control (Target: 33 miles)

26.5 miles / 73%



Park Land Control (Target: 1,300 acres)

562 acres / 44%



Brownfield Remediation (Target: 1,100 acres)

272 acres / 25%



Transit Projects (Target: 22 miles) *Designed/Delivered*

0 miles / 20% / 0%



Trail Projects (Target: 33 miles) *Designed/Delivered*

6.75 miles / 36% / 18%



Park Projects (Target: 1,300 acres) *Designed/Delivered*

202 acres / 16% / 16%



Streetscape Projects (Target: 46 miles) *Designed/Delivered*

2.3 miles / 9% / 5%



Permanent Jobs (Target: 30,000) *

4,617 / 15%



Construction Jobs (Target: 48,000)

22,100 / 46%



Economic Development (Target: \$10 billion w/ ROI of 3.5 to 1)

\$2.46 billion (6 to 1) / 24.6%



Housing Development (Target 28,000)

13,300 / 48%



ABI/IA Supported Affordable Housing (Target 5,600 - 20%)

985 / 18%



* Updated jobs numbers are through 2011. Source: Georgia Dept. of Labor

= On Schedule

= Near Schedule

= Behind Schedule

// Overall Progress to Date



Legend

- ATLANTA BELTLINE RAIL
- ATLANTA BELTLINE TRAIL
- MARTA
- INTERSTATE
- PATH TRAILS
- PARKS (EXISTING)
- PARKS (PLANNED)
- LANDMARKS

Completed Projects

- TRAILS
- PARKS
- AFFORDABLE HOUSING
- BROWNFIELD REMEDIATION
- PUBLIC ART

Total investment to date: \$405m

//Economic Impacts – Development to Date



Private investment is following public investment:

- **Over 110 projects** complete or underway within Planning Area* valued at over **\$2.4 billion**
 - **13,369** new residential units completed
 - **1,960,000 SF** of new commercial space completed
- **Roughly 6:1 ROI to date**

Development Activity



****Projects larger than 10 dwelling units and/or 10,000 square feet***



// Atlanta BeltLine, Inc. Update

Paul Morris // President and CEO

//Trails: Westside Trail



- Westside Trail construction is underway
- Demolition of the bridge over Martin Luther King, Jr. Dr. took place Mar 6-7
- Bridge will be replaced as part of construction
- Corridor clearing nearing completion
- Construction expected to take 2 years

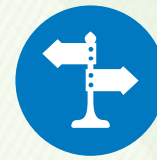


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//Trails: Eastside Trail Extension



Atlanta
BeltLine

- 100% Design. Acquiring necessary easements and putting funding in place.



//Other Design Projects



- **Reynoldstown Stage**

- RFPs out for design of stage near H. Harper Station, funded by OurTown grant

- **BeltLine Benches**

- Proposals have been received and are being reviewed for benches along the Atlanta BeltLine



//Urban Farm



Atlanta
BeltLine

- Farmer has been selected to manage the urban farm site adjacent to the Westside Trail
- Some planting will begin this spring
- Plans are in place for the well to have a water pump
- This site will serve as a pilot for other urban agriculture sites around the Atlanta BeltLine

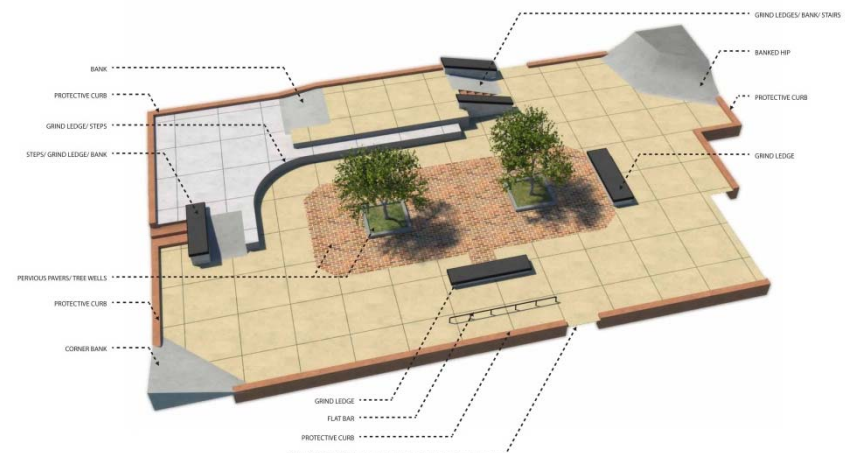


//Parks: Arthur Langford Park



Atlanta
BeltLine

- Ground-breaking spring 2015
- Renovation of community center and upgrades to playground
- Second official skatepark in City of Atlanta – both on Atlanta BeltLine
- Construction completed later this year



//Transportation



Atlanta
BeltLine



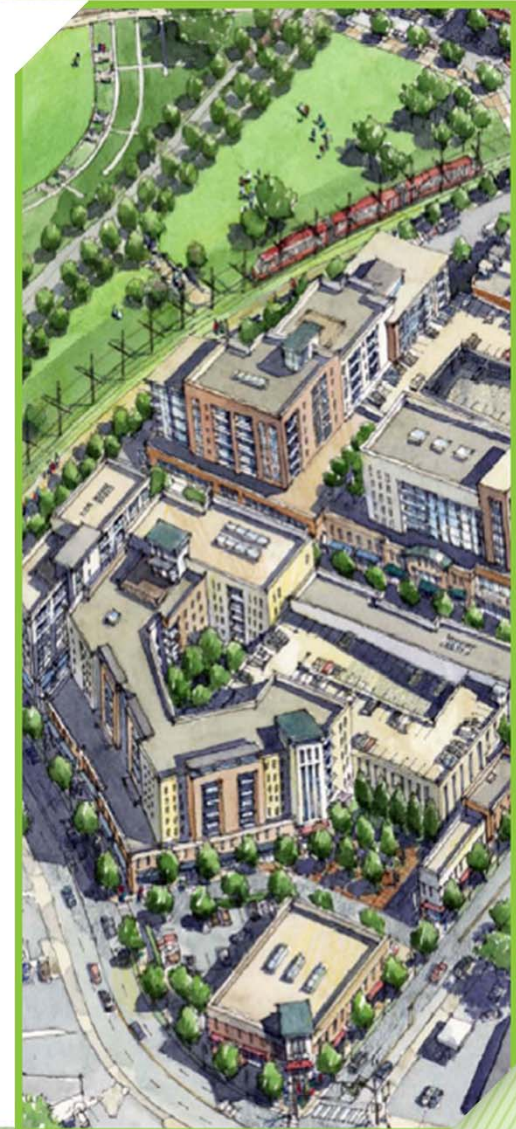
ATLANTA STREETCAR

- Atlanta Streetcar
 - Refining Atlanta Streetcar System Plan
- Advancing Environmental Assessment
 - 16 miles of extensions
 - East, Crosstown, West
- Other Transportation Projects
 - North Avenue Plaza
 - Ponce de Leon Avenue Streetscape



- Goals

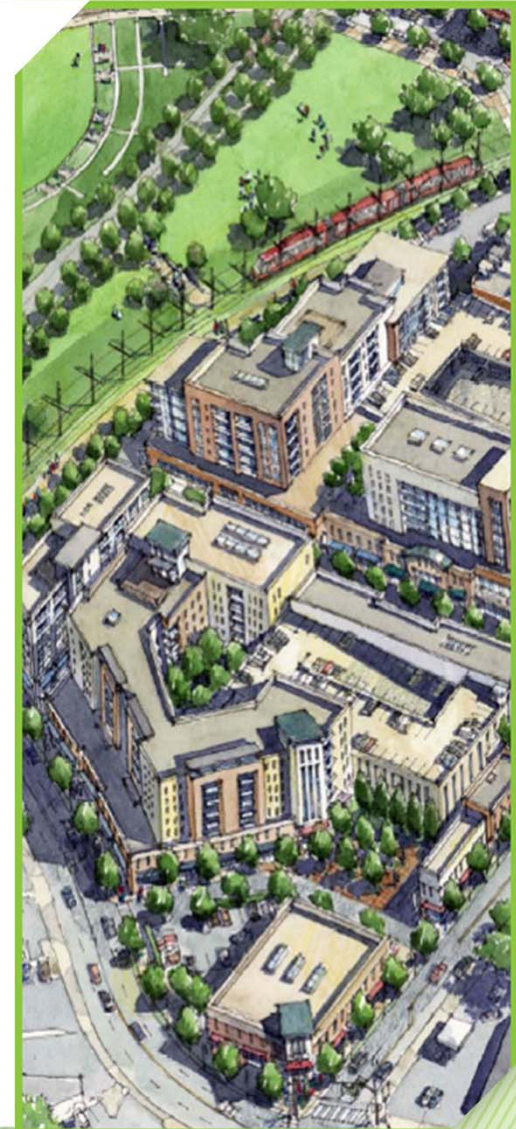
- Advocate for and support the consistent application and implementation of the BeltLine Overlay and the City zoning resolution
- Provide recommendations to the Office of Planning to support projects consistent with the Sub-Area Master Plan Visions
- Enhanced Design features in redevelopments and new projects
- Provide development technical assistance to elevate the “overall design quality” of each project
- Systematic tracking of all Atlanta BeltLine Projects



//Design Review Committee



- The Design Review Committee will have 8 members:
 - 4 ABI/COA designated staff, including
 - *Design Director*
 - *Program Management Director*
 - *Community Engagement and Planning Director*
 - *Director of Office of Planning or designee*
 - 4 Independent Design/Planning Professionals
 - *2 consultant architects*
 - *An urban design/city planning professional*
 - *A member of the Tax Allocation District Advisory Committee with urban design training and experience*
 - 3 Support Staff (non-voting)
 - *City of Atlanta Offices of Planning*
 - *ABI's Community Engagement & Planning*
 - *ABI's Landscape Architect*



//Design Review Committee



- Next steps

- City Council approved of the creation of the Atlanta BeltLine Design Review Committee on March 2, 2015
- Issue a call for committee members to obtain highly experienced persons
- Provide committee nominations City Council for appointment consideration
- Officially kick-off the DRC 2nd Quarter 2015

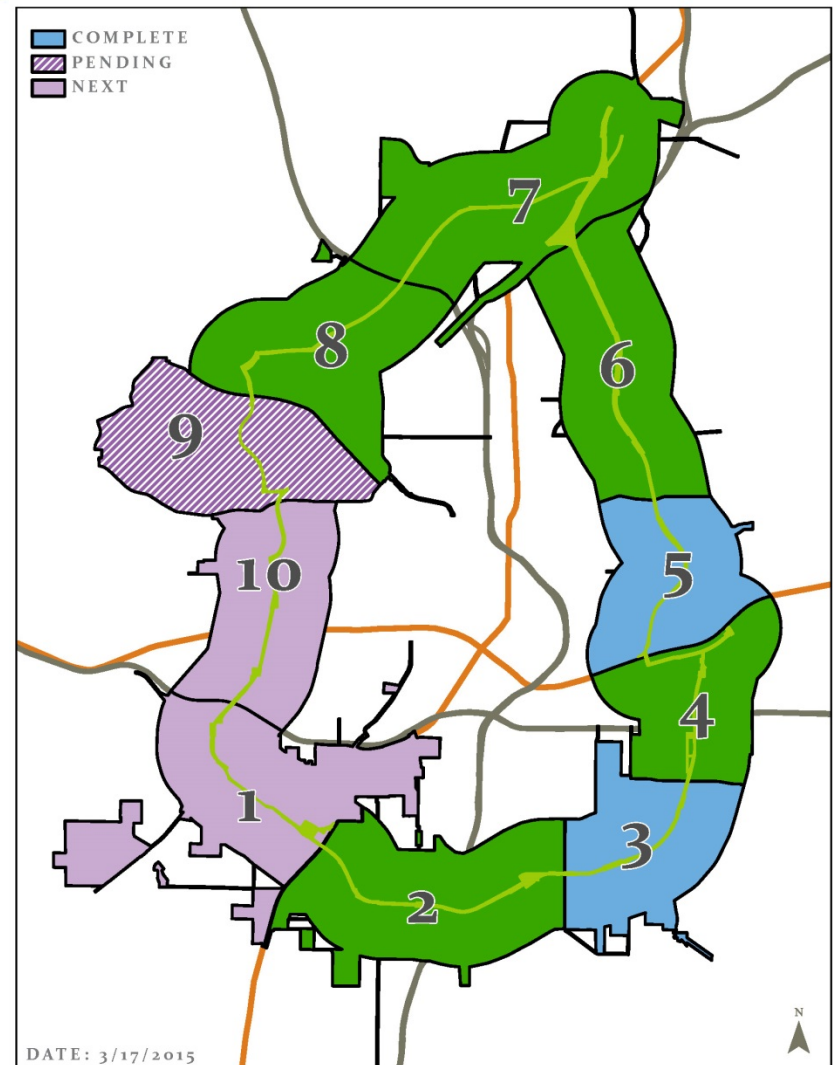


//Proactive Rezoning – Phase II



ABI is supporting a multi-year effort by the City of Atlanta Department of Planning and Community Development to rezone specific non-residential parcels per the recommendations in the master plans:

- 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, 9* (2013-2014)
 - Phase 2: 1, 9, 10 (2015)
 - Phase 3: 2, 4, 6, 7, 8
 - **subarea 9 is pending*



// Affordable Housing



- Legislative Framework
 - 15% of each TAD issue dedicated to Affordable Housing Trust
 - 5,600 unit goal or 20% of new units
 - 28,000 total new units
- Components
- \$8.8M Trust Fund capitalized:
 - Downpayment assistance, incentives for developers, property acquisition (see Lofts at Reynoldstown Crossing in next slide)
- Results
- ABI and Invest Atlanta have created nearly 1,000 affordable units to date



Rendering of Reynoldstown Senior: 78 units for low income seniors



White Provisions – 3 downpayment assistance closings

// Affordable Workforce Housing



- **Reynoldstown Senior:**
 - 70 units affordable housing for senior citizens
 - Recipient of over \$1.5M in Atlanta BeltLine Affordable Housing Trust Fund and other Atlanta BeltLine incentive funding
 - Will help ensure that affordable housing opportunities continue to exist as the Eastside Trail advances



// Affordable Workforce Housing



- Stanton Oaks

- Formerly Boynton Village Apartments
- Rehab apartments shown to first families on Feb. 27



// Federal Home Loan Bank of Atlanta Program



- Structured Partnership Program (set-aside)
- Major Components (all homeownership)
 - Downpayment Assistance
 - Owner Occupied Rehabilitation
 - Acquisition Rehabilitation or Redevelopment
- Funding
 - 2:1 ABI to FHLB commitment
 - Min. of \$400K from ABI in year 1. Up to \$1M from FHLB in year 1.
 - Anticipate multi-year partnership
- Income Limits
 - 80% of Area Median Income. \$51K for family of four, \$41K for family of two, \$36K for a family of 1.
 - Represents families who would not be able to purchase a home in the City without this assistance
- Geography
 - Anywhere within Atlanta BeltLine Planning Area
- Anticipated Outcomes
 - 25 closings or more in year one. Growth in subsequent years



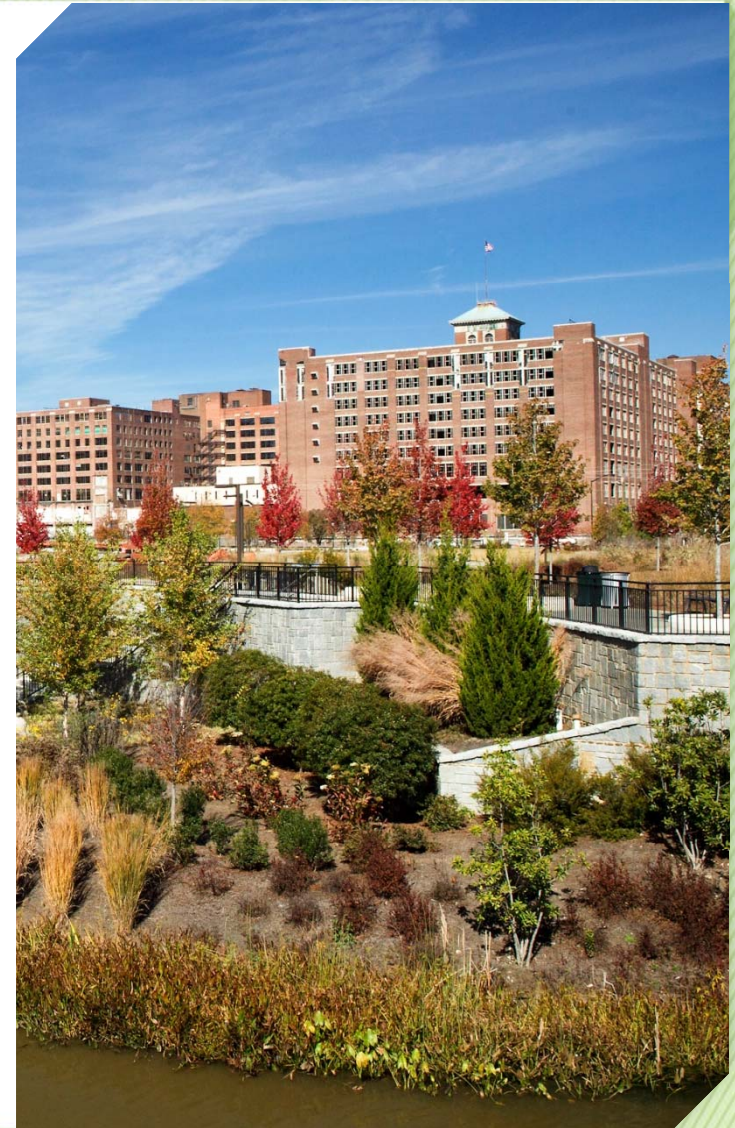
// *Economic Development*



- \$2.4 billion in new private investment in the planning area since 2006
- 1,960,000 million of new commercial square footage
- ~ \$868 million in TAD development
- ~ \$760 million in Eastside Trail residential development
- Early stages of planning for activation of Murphy Ave site



- Continued Development of 5 Year Work Plan
 - Deliverable:
 - *5 Yr. Strategy for Coordinated Economic Development and Housing activity*
 - Key Components:
 - *Existing Conditions – Fact Finding*
 - *Identifying Opportunities (ex. Compatible Industries and Appropriate Inducements)*
 - *Establishment of Actionable Strategies*



// Art on the Atlanta BeltLine



- Open for submissions now!
- Proposals due April 22nd
- Exhibit runs September through November
- Largest public art display in the South



// Art on the Atlanta BeltLine



- Hundreds of artists including muralists, sculptors, painters, mosaic artists, performers and musicians
- Since inception, the project has grown more than 40%
- September 2014: Atlanta BeltLine Lantern Parade kicked off the exhibition with more than 23,000 participants



// Art on the Atlanta BeltLine



- Interested in submitting a proposal? Attend an artist information workshop:

Date: Wednesday, April 1

Time: 6:00pm

Location: C4 Atlanta

115 Martin Luther King Jr Dr.

Date: Saturday, April 4

Time: 3:00pm

Location: WonderRoot

SW 982 Memorial Drive



// Art on the Atlanta BeltLine



Atlanta
BeltLine



// Art on the Atlanta BeltLine



Atlanta
BeltLine





// Atlanta BeltLine Partnership Update

*Chuck Meadows // Executive
Director*



- Enable the project
- Engage the users
- Empower the residents



// Enable



3/23/2015

Atlanta BeltLine // © 2015

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// Capital Campaign

Atlanta
BeltLine
Partnership



Atlanta
BeltLine



- Westside Trail and targeted land acquisition: \$12.5 million goal; \$12.1 million raised
- Kaiser Permanente

// Building Healthy Communities

Atlanta
BeltLine
Partnership



Atlanta
BeltLine



Free Fitness Classes

// Engage



3/23/2015

Atlanta BeltLine // © 2015

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Fitness Fair and Active Lifestyle Competition:

Tuesday, March 24 from 5:30 to 8
p.m. at Historic Fourth Ward Park

- Group Runs
- Kickball
- Tai Chi
- Barre3
- Yoga
- HIIT
- Dodgeball
- And More!



First Annual Atlanta BeltLine Jamboree
May 16 – Washington Park

- Food, Fun and Music to Benefit the Atlanta BeltLine Partnership

Admission:

- Adults (21+) – \$15 (includes 4 Fun Tickets)
- Minors (under 21) – \$5 (includes 4 Fun Tickets)

Hosted by the Atlanta BeltLine Young Leaders Council





Run/Walk Events:

- Northside 5K – April 25
- Southwest 5k – July 11
- Southeast 8K – Sept. 26
- Eastside 10K – Dec. 5

beltline.org/races

Register for all four races and save 20%!



// Atlanta BeltLine Tours

Atlanta
BeltLine
Partnership



Atlanta
BeltLine



TREES
ATLANTA

Beltline.org/tours

// Volunteer Opportunities



- **Earth Day:** April 18 – Eastside Trail Extension bamboo cleanup and HFWSkatepark mulching and planting
- **Festivals:** Share information and enjoy regional festivals.
- **Ambassadors:** Spread the word about the Atlanta BeltLine in communities.
- **Speakers Bureau:** Present the Atlanta BeltLine 101
- **Group service projects:** Be a team lead
- **Run.Walk.GO! Series:** Pre-race and race-day opportunities. Northside 5K: April 25
- **Volunteer Training:** 2nd Wednesday at 5:30 p.m. and 3rd Friday at noon
- Visit beltline.org/volunteer or contact Sharron@atlbeltlinepartnership.org



// Empower



// Workforce Partnerships



Atlanta
BeltLine



Healthcare



Construction



Grady

ATLANTA
CareerRise



The Center for
Working Families, Inc.

ATLANTA WORKFORCE
AWDA
DEVELOPMENT AGENCY



ATLANTA TECHNICAL COLLEGE



New Hope
Enterprises

Georgia
DOL
DEPARTMENT OF LABOR



WESTSIDE WORKS

Atlanta BeltLine Partnership Plan for the Westside Trail Corridor

- Collect existing information/data/plans for the neighborhoods in the corridor
- Identify existing assets and resources
- Figure out who's missing and invite them to engage



Exciting Membership Benefits

**MEMBER
DISCOUNT CARD**



**Atlanta
BeltLine**
Where Atlanta Comes Together

Eastside Trail



TRAIL MAPS LEGEND

- Access points
- Active rail
- Atlanta BeltLine paved, multi-use path
- Interim hiking trail
- Under construction
- MTA Foundation trails
- Public parking
- MTA stations

QUICK FACTS:

- > 2 miles in length from 10th Street & Monroe Drive to Irwin Street.
- > Connects Piedmont Park, Historic Fourth Ward Park, the Stone Mountain Trail and Freedom Park.

West End Trail



QUICK FACTS:

- > 2.4 miles in length from White Street to Westview Cemetery.
- > Includes Gordon White Park, Washington Park and Adair Park.
- > Connects West End, Muddy Park and Westview neighborhoods.

Southwest Connector Trail



To learn more, scan the QR code below or visit: beltline.org



Join today at beltline.org/member
for as low as \$35



Other Ways You Can Support the Atlanta BeltLine

Get Your Atlanta BeltLine Gear at Shop.BeltLine.org



For more information about how you can support the Atlanta BeltLine, contact lindsey@atlbeltlinepartnership.org