// Atlanta BeltLine Quarterly Briefing

Third Quarter // August 14, 2014

// Agenda

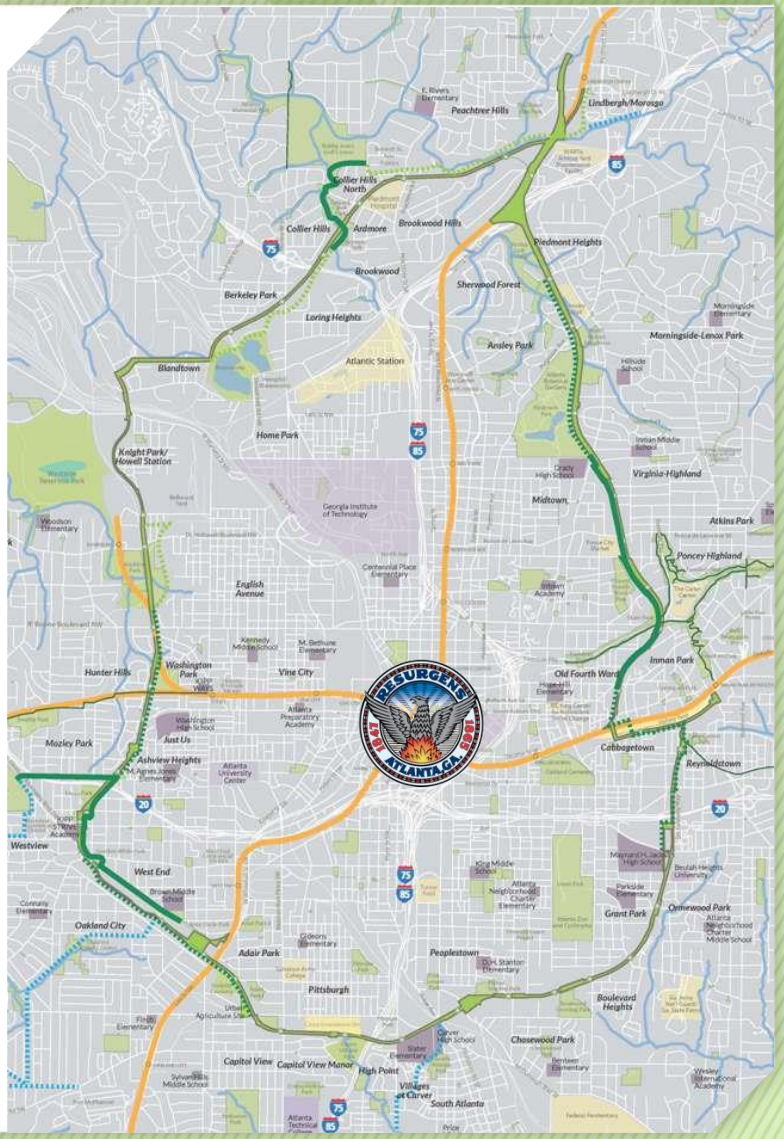
- Welcome
- Atlanta BeltLine, Inc. Update
- Atlanta BeltLine Partnership Update
- Feature Presentation: Art on the Atlanta BeltLine
- Q & A
- Open House

// 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



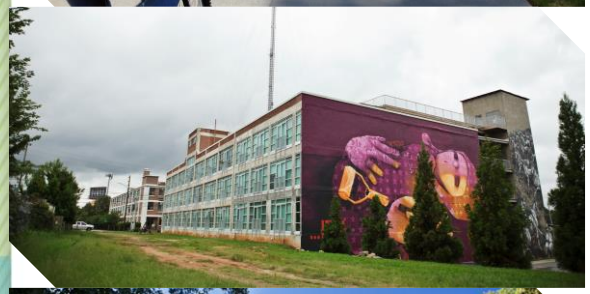
// The Atlanta BeltLine: Key Elements

1,300 ACRES
of Greenspace

22 MILES
of Transit & Transportation Infrastructure

33 MILES
of Trails

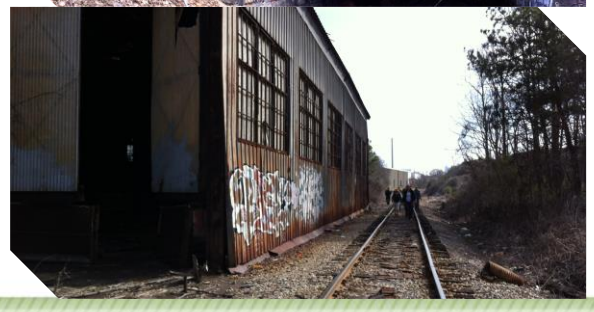
Jobs & Economic Development



5,600 UNITS
of Affordable Workforce Housing

Historic Preservation

Streetscapes & Public Art



1,100 ACRES
of Environmental Clean-up

// Atlanta BeltLine, Inc. Update

Third Quarter // August 14, 2014

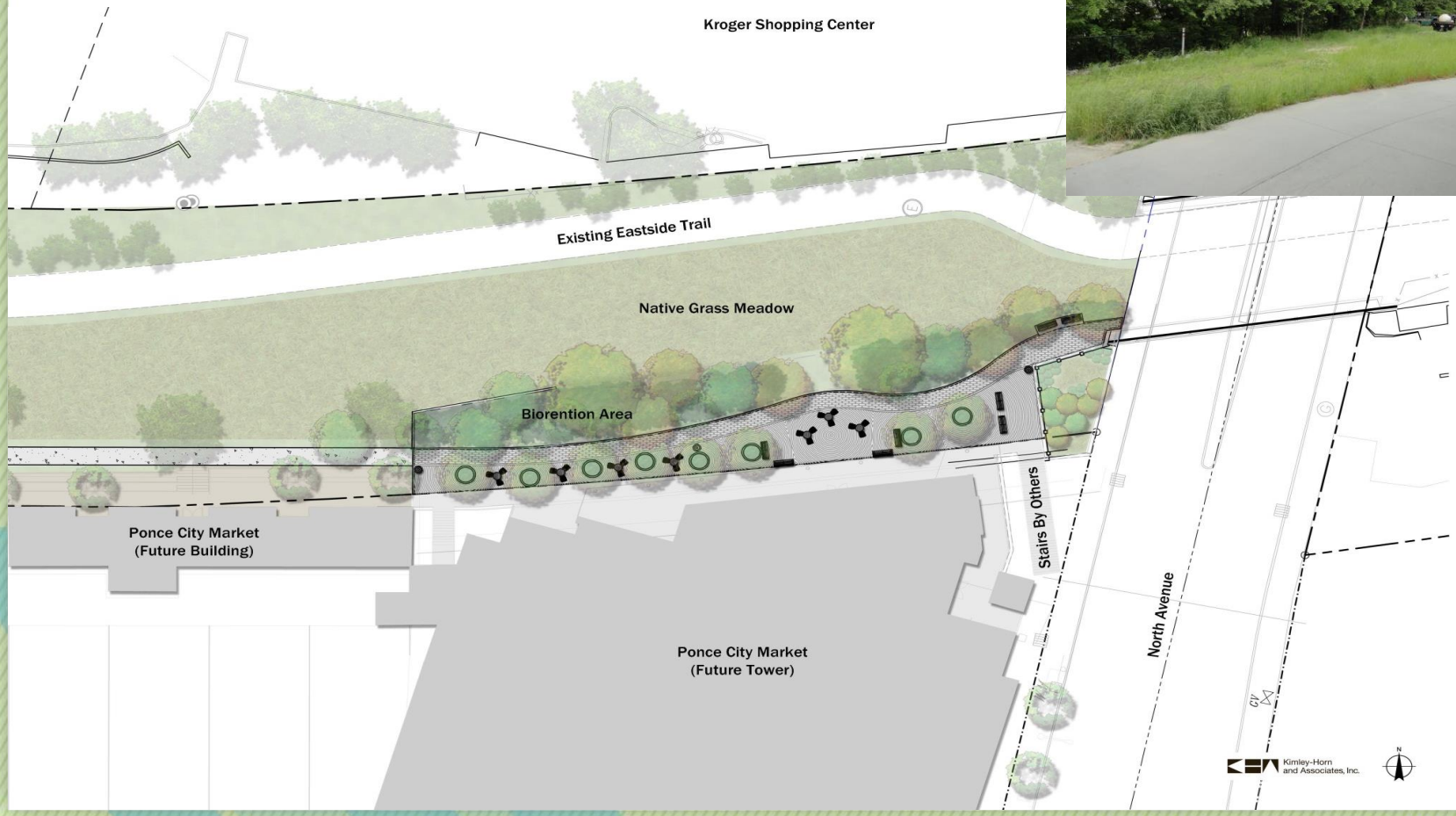
// Parks: Urban Farm

- Site prep completed June 2014
- Farmer Request for Qualifications to be released fall 2014

Confidential // Atlanta BeltLine // © 2014

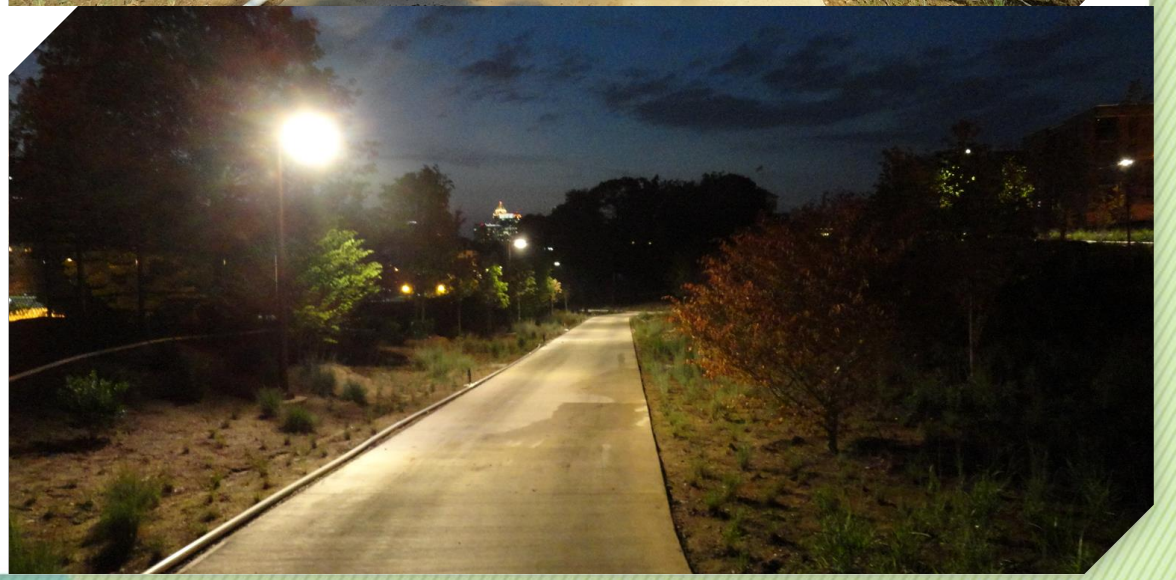
// Parks: North Avenue Plaza

- Ponce City Market prepping site now



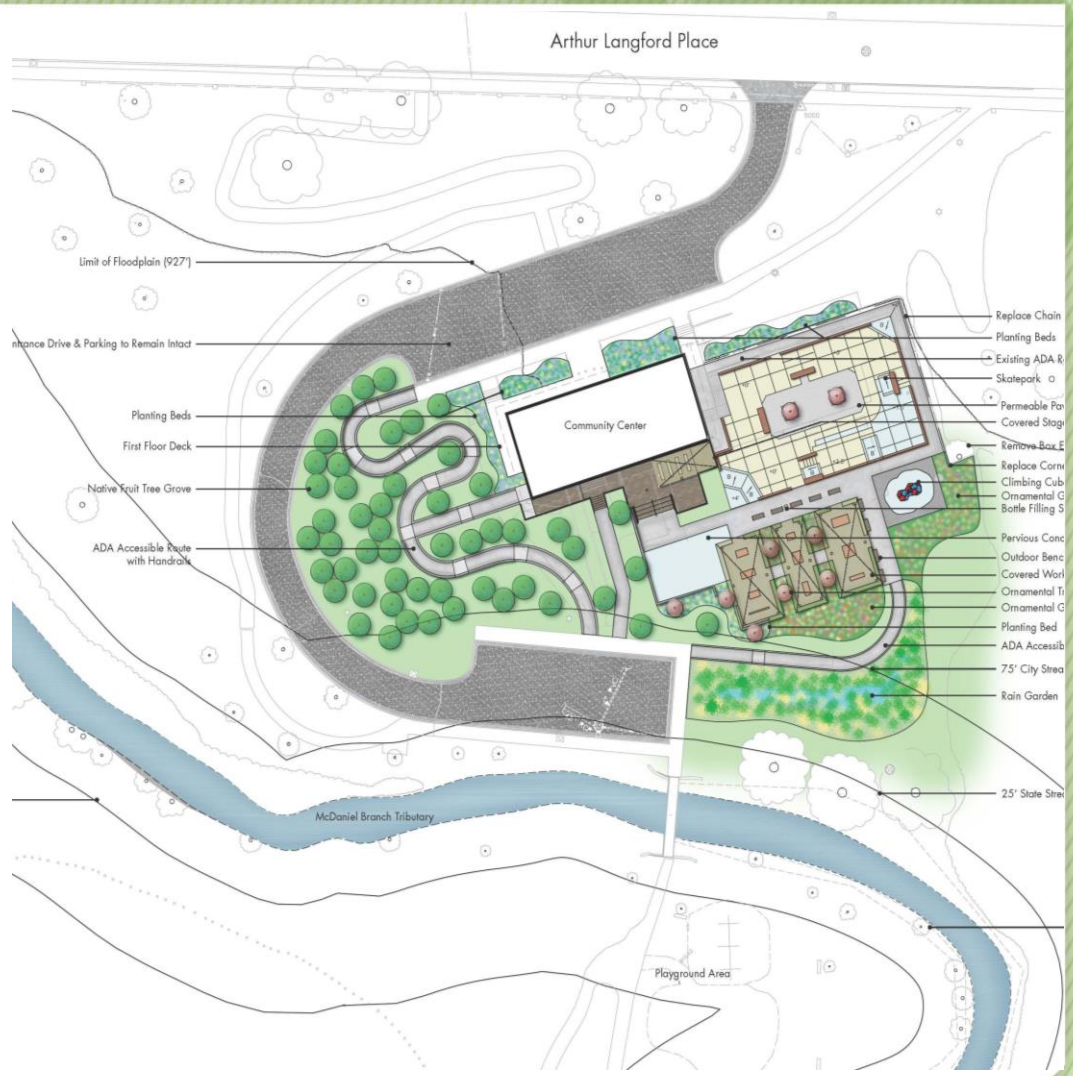
// Trails: Eastside Trail Gateway

- Grand Opening August 22 at 10:30 a.m. in Historic Fourth Ward Park followed by fitness walk

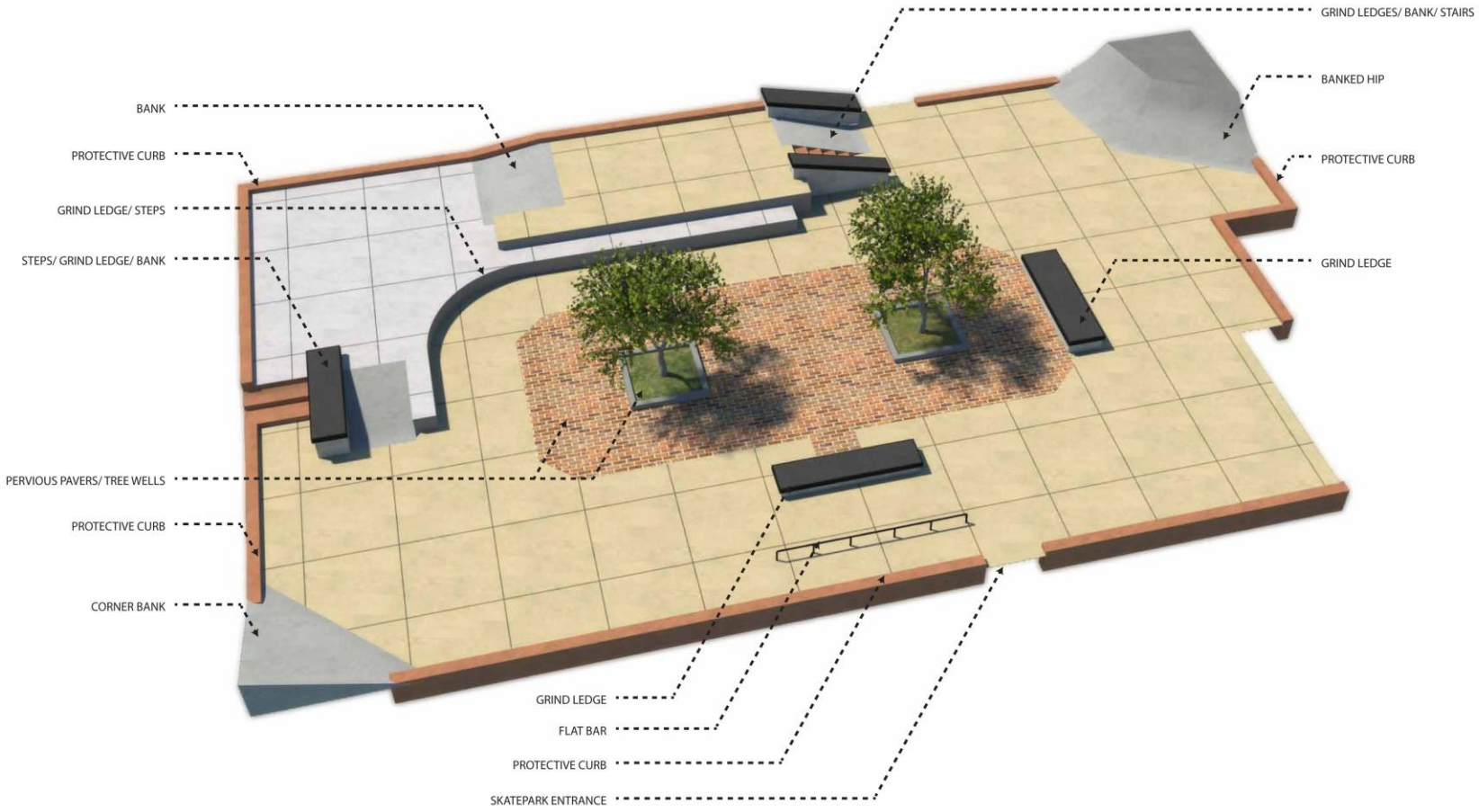


// Parks: Arthur Langford Park

- Projected Skatepark completion late spring 2015
- All construction completed by mid-summer 2015



// Parks: Arthur Langford Park



// Parks: Arthur Langford Park

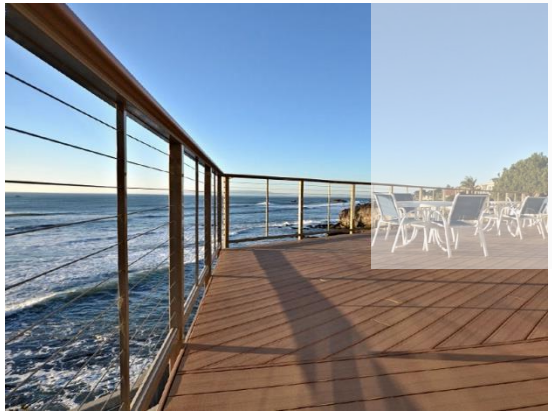
Atlanta BeltLine

Roll-up garage doors:

(Anodized bronze with clear Hurricane rated laminated tempered glass)

Deck Floors:
Stained Concrete

(shown: Acid washed black tortoiseshell)

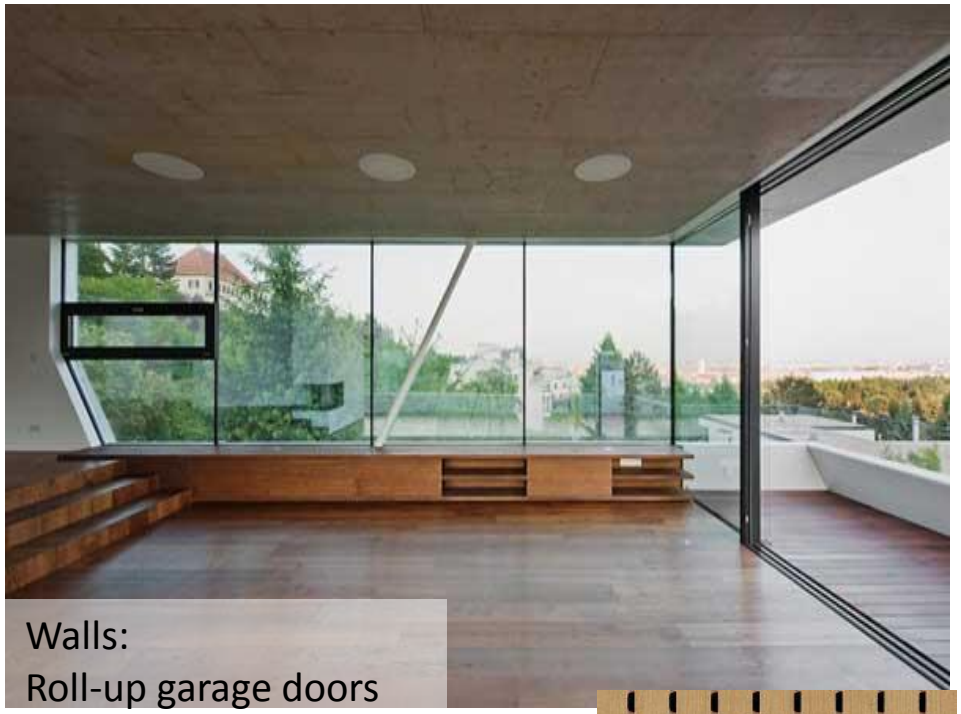


Railing:
Cable Railing with 2” steel square tubes and flat steel bar cap

(Shown: Feeney Design Rail)

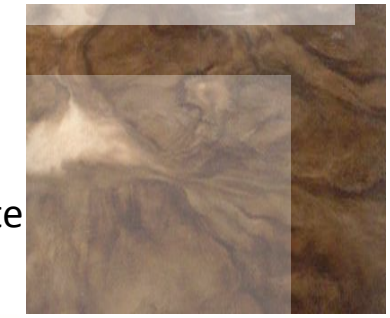
Confidential // Atlanta BeltLine // © 2014

// Parks: Arthur Langford Park

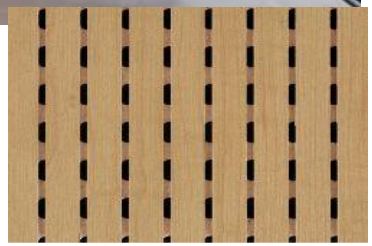


Walls:
Roll-up garage doors
(Anodized bronze with Hurricane rated laminated tempered glass)

Cabinets:
Polished concrete shelves with accent paint and plastic storage bins (Color shown: Benjamin Moore Baltic Green, Bins shown from Target.com)



Floors:
Stained Concrete
(shown: Acid washed black tortoiseshell)



Ceiling:
Wood Acoustical Tile
(Shown: Armstrong Woodworks channeled ceiling panel in Maple)

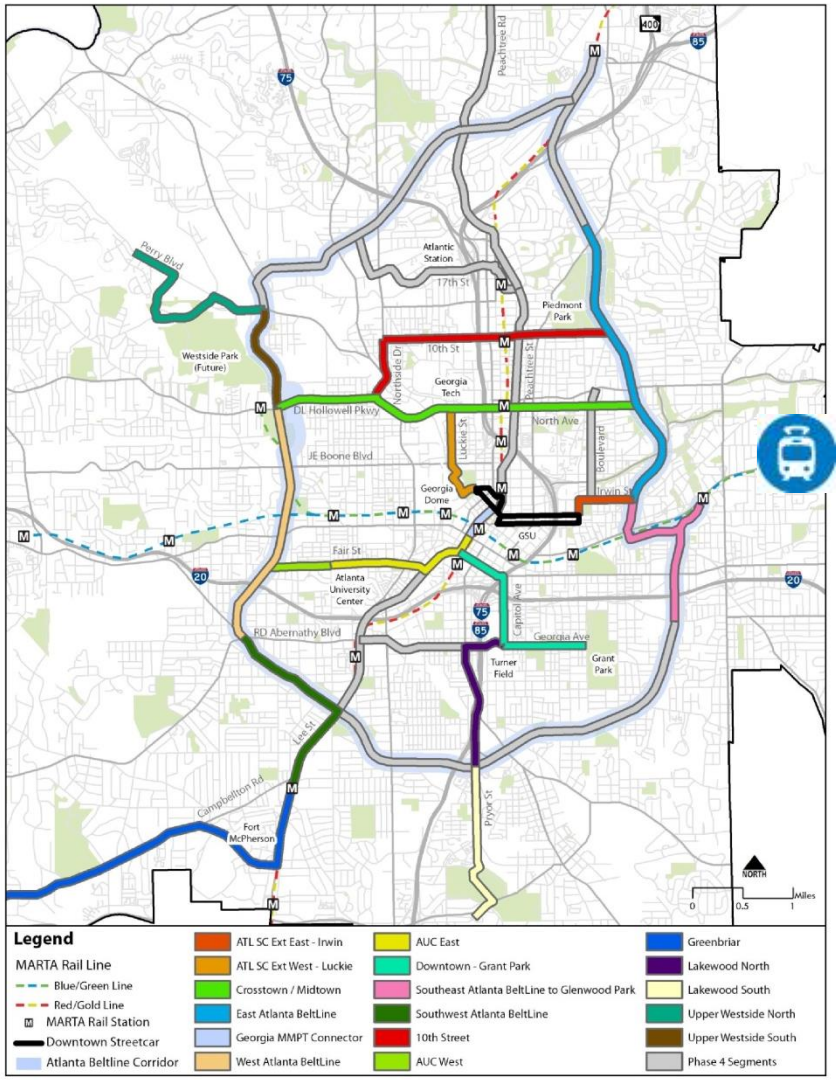
// Trails: Eastside Trail Extension

- **Fall 2014:** Completing design now on the multi-use Eastside Trail from Irwin Street to Memorial Drive

// Trails: Westside Trail

- 3 mile multi-use trail from Washington Park (Lena Street) to University Avenue
- Construction to begin in third quarter of 2014

Atlanta BeltLine/ Atlanta Streetcar System Plan



A Supplement to the *Connect Atlanta Plan* and the ABI Strategic Implementation Plan (SIP)

Phasing of transit in SIP based on this strategy

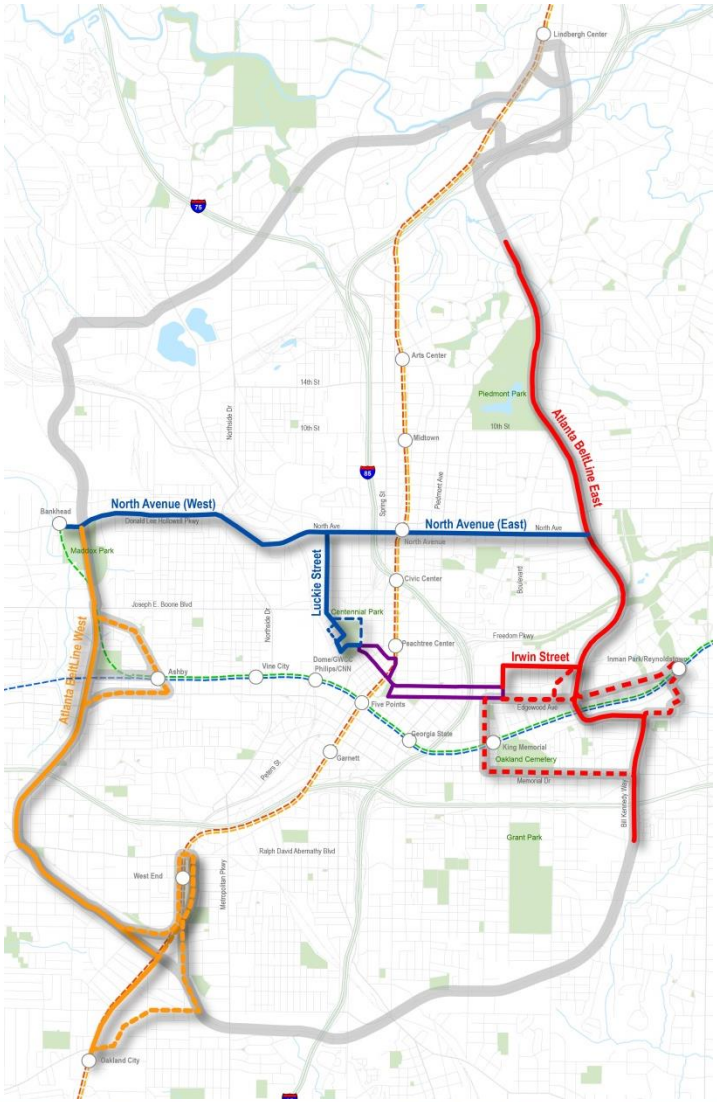
Includes all streetcar lines in the Connect Atlanta Plan including Atlanta BeltLine

Project evaluation based on Equity, Readiness, Value Capture, Finance, Ridership

Significant stakeholder and public input garnered to date

Integrates Atlanta Streetcar lines and **Atlanta BeltLine** into a unified system

Environmental Review Process Required for Federal Funding



Atlanta BeltLine East and Irwin Street connection

-Alignment Options

North Avenue/Luckie Street

-Alignment Options

Atlanta BeltLine West

-Alignment Options

Atlanta Streetcar*

MARTA Red/Gold Line*

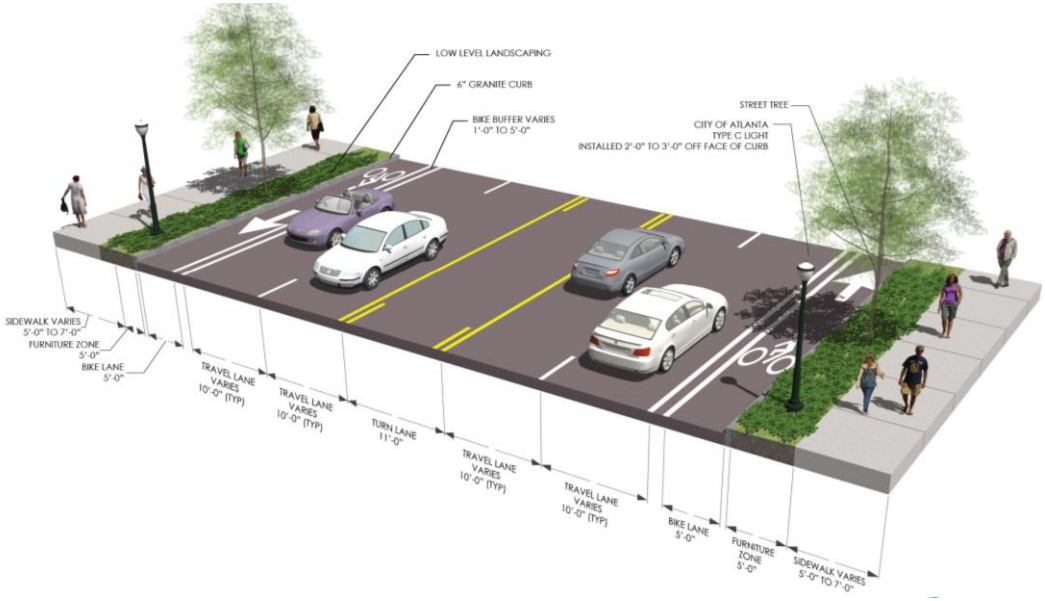
MARTA Blue/Green Line*

* Shown for Reference

// Ponce de Leon Streetscape

Spring 2013

2017:



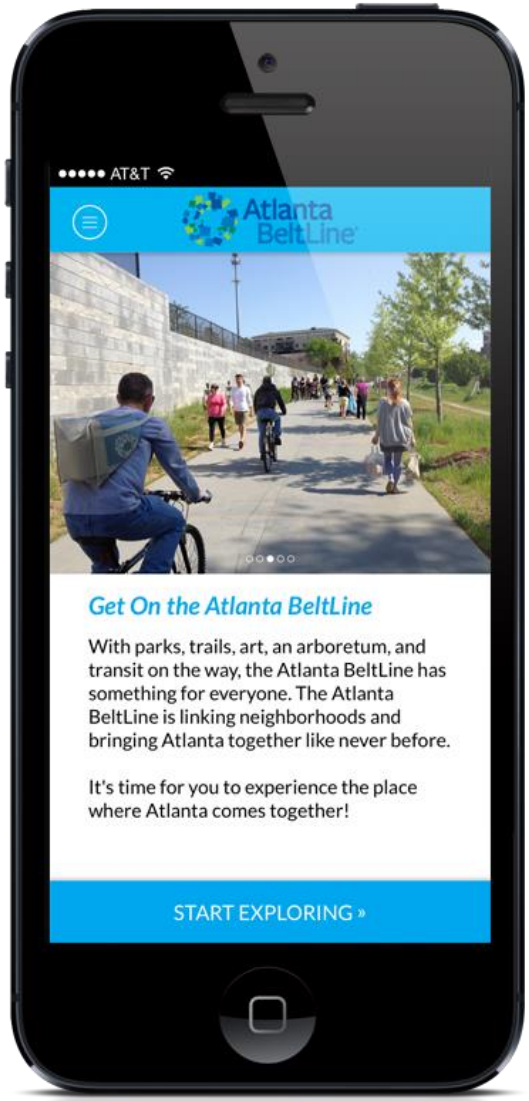
- From Boulevard to Freedom Parkway
- Design and ROW Acq: 18 months
- Construction Start: Spring 2016

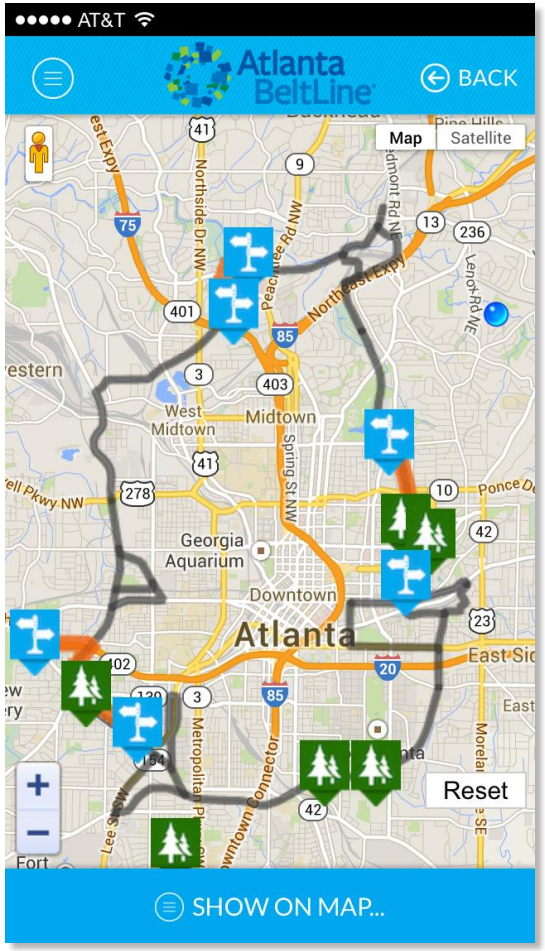
// Edgewood Avenue Bridge

- **August 2014:** Ramp and stair construction will be complete

// Atlanta BeltLine Mobile App

- Everything you want to know – at your fingertips!
- Interactive map
- Trip planner
- Feedback feature
- Donate feature
- Available in Apple App Store and Google Play





// Atlanta BeltLine Partnership Update

Rob Brawner
Interim Executive Director

Atlanta BeltLine Capital Investments

$50+ million raised to support Atlanta BeltLine parks and trails

// Atlanta BeltLine Partnership

Atlanta BeltLine Partnership

Atlanta BeltLine

Gateway connection between Eastside Trail and Historic Fourth Ward Park

// Atlanta BeltLine Partnership

Atlanta BeltLine Partnership

Atlanta BeltLine

Eastside Trail southern extension through Reynoldstown

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Atlanta BeltLine Partnership

Atlanta BeltLine

Westside Trail and targeted land acquisition: $12.5 million goal

// Atlanta BeltLine Partnership

Atlanta BeltLine Partnership

Atlanta BeltLine

- Building Healthier Communities
- Free Fitness on the Atlanta BeltLine: **beltline.org/fitsignup**
- 1,700 Participants in Q2
- New for Q3
  - West End Tours
  - Additional Bike Classes for Kids

Get Healthy on the Atlanta BeltLine
WITH FREE, FUN FITNESS CLASSES

July-Sept 2014 Schedule
BELTLINE.ORG/FITSIGNUP

PROGRAM	LED BY	DATES	TIME	MEETING LOCATION
Aerobics: Energizing sixty-minute workout for all ages.	Young At Heart Wellness	Tuesdays Saturdays	6 PM 10 AM	B - Historic 4th Ward Park N - SW Connector Spur Trail
Basic Mountain Biking: 2-hour off-road biking class for beginners along the Westside Trail.	REI	Sat., Sept. 27	10 AM	L - Gordon White Park
Bike Tour: 3-hour ride with educational stops. Register at beltline.org/tours.	Atlanta Bicycle Coalition	Saturdays Sundays	10 AM 2 PM	E - Eastside Trail at Atlanta BeltLine Bicycle K - Hammonds House Museum
How to Ride a Bike for Adults: 3-hour introductory bike riding course for adults.	REI	Sat., July 26 Sun., Aug. 31 Sun., Sept. 21	8 AM 8 AM 9 AM	M - KIPP STRIVE M - KIPP STRIVE M - KIPP STRIVE
How to Ride a Bike for Kids: 2-hour introductory bike riding course for children.	REI	Sun., July 6 Sun., Aug. 3 Sat., Sept. 6	8+11 AM 8+11 AM 9 AM + 12 PM	M - KIPP STRIVE M - KIPP STRIVE M - KIPP STRIVE
Introduction to FitWit: Sixty-minute boot camp style workout.	FitWit	Saturdays (no class July 5 & Aug. 30)	8:30 AM	I - D. H. Stanton Park
Sunrise/Sunset Hike: See beautiful vistas on the Eastside and Westside during a casual two-hour hike. Meeting points are on the trail at the designated locations.	REI	Mon., July 14 Mon., Aug. 11 Mon., Sept. 8 Fri., July 11 Fri., Aug. 8 Fri., Sept. 12	6 AM 6 AM 6:30 AM 8 PM 8 PM 8 PM	C - Historic 4th Ward Skatepark C - Historic 4th Ward Skatepark C - Historic 4th Ward Skatepark P - Washington Park P - Washington Park P - Washington Park
Play Day!: Kids and adults can play dozens of different sports – no experience required.	Atlanta Contact Point	Sun., Sept. 21	1 PM - 5 PM	Q - Adair Park II
Group Run: Get ready for upcoming Atlanta BeltLine Running Series races and preview the courses.	REI	Sat., July 19 Sat., Aug. 16 Sat., Sept. 20	8 AM 8 AM 8 AM	H - Boulevard Crossing Park H - Boulevard Crossing Park H - Boulevard Crossing Park
Run Club: Group runs ranging from 2-4 miles, followed by socializing.	Atlanta BeltLine Running Series	Thu., July 3 Thu., Aug. 7 Thu., Sept. 4	7 PM 7 PM 7 PM	A - Piedmont Park G - Eastside Trail at PURE A - Piedmont Park
Street Cup: Youth soccer tournament accommodates all skill levels and promotes character development.	Soccer in the Streets	Sat., Aug. 16 Sat., Sept. 27	11 AM 10 AM	P - Washington Park H - Boulevard Crossing Park
Arboretum Walking Tour: 1.5 hour tour highlighting horticultural features of the Eastside Trail. Register at beltline.org/tours.	Trees Atlanta	Fridays Saturdays	9 AM 9 AM	D - Eastside Trail at Parish D - Eastside Trail at Parish
Nutrition Walk: One-hour walk with a certified dietician to learn about healthy eating while you exercise.	Open Hand	Wednesdays	7:30 AM	A - Piedmont Park
Walk With A Doc: Activities include 20-minute walk, children's playground, nature exploration, and lesson on outdoor exercise equipment.	Healing Community Center	Sat., July 5 Sat., Aug. 2 Sat., Sept. 6	9 AM 9 AM 9 AM	O - Lionel Hampton Trail O - Lionel Hampton Trail O - Lionel Hampton Trail
Walk With A Doc: 1.5-hour walk and talk with a Piedmont doctor. Ask questions while taking steps toward better health.	Piedmont Healthcare	Sat., July 26 Sat., Aug. 23	8:30 AM 8:30 AM	F - Eastside Trail at Irwin St. F - Eastside Trail at Irwin St.
West End Walking Tour: 2-hour cultural tour of Atlanta's oldest neighborhood	Insight Tours	Sat., July 12 Sat., Aug. 9 Sat., Sept. 9	9 AM 9 AM	J - West End MARTA Station
Trail Yoga: One-hour combination of hiking/jogging and yoga.	REI	Mondays (not Sept. 1) Wednesdays	6 PM 6 PM	A - Piedmont Park L - Gordon White Park

Sign up online: beltline.org/fitsignup. More info: 404-446-4410 / info@atlbeltlinepartnership.org

17 CONVENIENT LOCATIONS

A Piedmont Park (Park Tavern parking lot), 500 10th St., 30309
B Historic 4th Ward Park outdoor theater, 680 Dallas St., 30308
C Historic 4th Ward Skatepark, 830 Willoughby Way, 30312
D Eastside Trail at Parish, 240 N. Highland Ave., 30307
E Eastside Trail at Atlanta BeltLine Bicycle, 151 Sampson St., 30312
F Eastside Trail at Irwin St., 650 Irwin St., 30312
G Eastside Trail at PURE, 300 N. Highland Ave., 30307
H Boulevard Crossing Park, 500 Englewood Ave., 30315
I D.H. Stanton Park, 1052 Martin St., 30315
J West End MARTA station 680 Lee St., SW, 30310
K Hammonds House, 503 Peeples St., 30310
L Gordon White Park, 1350 Ralph David Abernathy Blvd., 30310
M KIPP Strive, 1444 Lucile Ave., 30310
N Southwest Connector Spur Trail, Beecher Hills Elementary School, 2257 Bollingbrook Dr., 30311
O Lionel Hampton Trail, 390 Willis Mill Road, 30311 (enter from MLK Dr.)
P Washington Park, 1125 Lena St., 30314
Q Adair Park II, 866 Murphy Ave., 30314

Programs provided through the cooperation of:

park pride

Atlanta BeltLine Inc. | Atlanta BeltLine Partnership

Additional support from:

REI

Atlanta BeltLine — Where Atlanta Comes Together

// Atlanta BeltLine Partnership

Atlanta BeltLine Partnership

Atlanta BeltLine

How to Ride A Bike – for kids and adults / mountain biking

REI www.rei.com

// Atlanta BeltLine Partnership

Atlanta BeltLine Partnership

Atlanta BeltLine

Aerobics

Young at Heart Wellness

// Atlanta BeltLine Partnership

Atlanta BeltLine Partnership

Atlanta BeltLine

REI www.rei.com

Trail Yoga

// Atlanta BeltLine Partnership

Atlanta BeltLine Partnership

Atlanta BeltLine

FITWIT Boot Camp

// Atlanta BeltLine Partnership

Atlanta BeltLine Partnership

Atlanta BeltLine

OPEN HAND

FULTON COUNTY

Insight Tours

HEALing Community Center

Piedmont HEALTHCARE

Walking Programs

// Atlanta BeltLine Partnership

Atlanta BeltLine Partnership

Atlanta BeltLine

Soccer in the Streets

Atlanta BeltLine Street Cup

Next Soccer Street Cup
Saturday, Aug. 16
11am – 2pm Washington Park

// Atlanta BeltLine Partnership

Atlanta BeltLine Partnership

Atlanta BeltLine

Atlanta ContactPoint
empowering you to play

Play Day on the Atlanta BeltLine

Next Play Day
Sunday, Sept. 21
1pm – 5pm Adair Park

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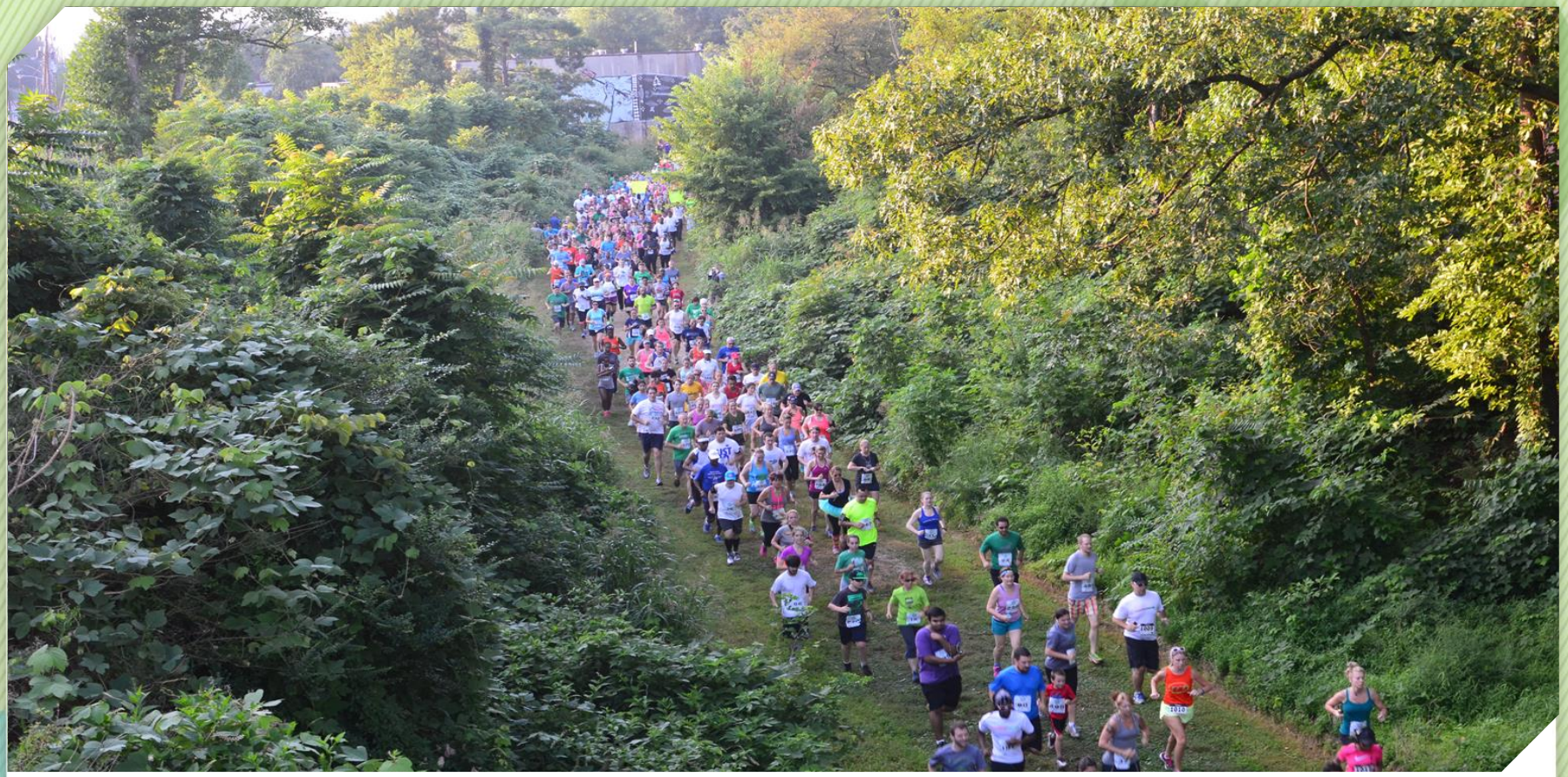
Atlanta BeltLine Partnership

Atlanta BeltLine



Building Healthier Communities

2014 Atlanta BeltLine Running Series® (beltline.org/run)

Southwest 5K

// Atlanta BeltLine Partnership

Atlanta BeltLine Partnership

Atlanta BeltLine

2014 Atlanta Southwest 5K Team Challenge

Building Healthier Communities

2014 Atlanta BeltLine Running Series® (beltline.org/run):

Southeast 8K – Sept. 27

- Family Fun
- Soccer Street Cup

Eastside 10K – Dec. 6

- Neighborhood Challenge
- College Alumni Challenge

1K Youth Fun Runs

The Atlanta BeltLine Health Movement

- Identify and impact key health issues in Atlanta BeltLine communities while working to assess and remove barriers to healthy behaviors
- Brand the Atlanta BeltLine as a destination and resource for better health, fun activity and an active lifestyle

Workforce Partnerships

Obama administration cites Atlanta BeltLine Workforce Partnership in Healthcare as one of 35 model programs from across the country.

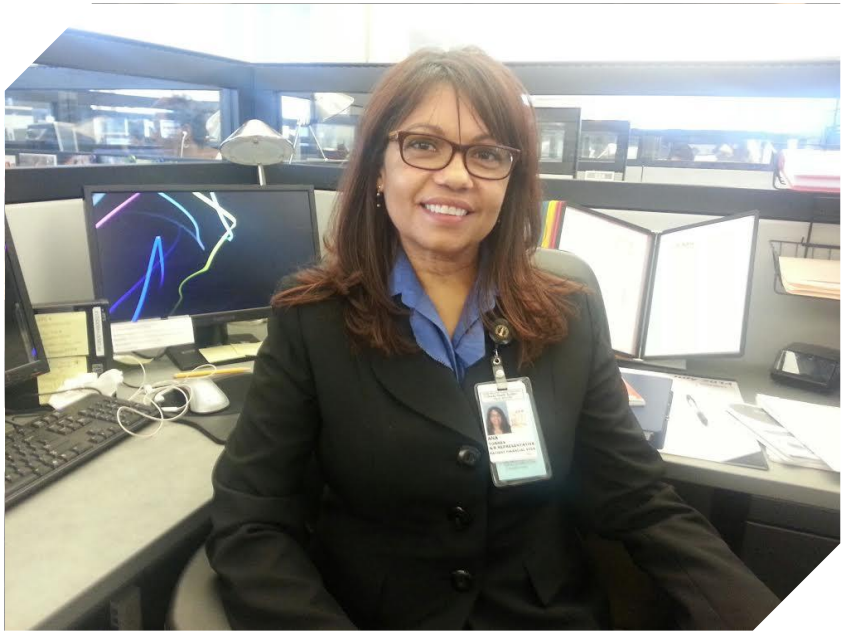
// Atlanta BeltLine Partnership

Atlanta BeltLine Partnership

Atlanta BeltLine

Workforce Partnership in Healthcare

- First cohort complete – 14 graduates // 79% currently employed or pursuing an advanced degree
- Applications being accepted for second training cohort through Aug. 18.
- beltline.org/careers-in-healthcare



// Atlanta BeltLine Partnership

Atlanta BeltLine Partnership

Atlanta BeltLine

Workforce Partnership in Construction

- Construction Education Foundation of Georgia (CEFGA) at Westside Works
- Apply: https://www.tfaforms.com/337294 • 404-458-6413 • info@westsideworks.org

// Atlanta BeltLine Partnership

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Atlanta BeltLine

New Tour Bus is Coming!

//Atlanta BeltLine Partnership

Bus Tours (beltline.org/Tours)

// Atlanta BeltLine Partnership

Atlanta BeltLine Partnership

Atlanta BeltLine

TREES ATLANTA

Arboretum Walking Tours (beltline.org/tours)

// Atlanta BeltLine Partnership

Atlanta BeltLine Partnership

Atlanta BeltLine

ATLANTA BICYCLE COALITION

Bike Tours (beltline.org/tours)

// Atlanta BeltLine Partnership

Atlanta BeltLine Partnership

Atlanta BeltLine

ATLANTA BICYCLE COALITION

Atlanta BeltLine Annual Bicycle Tour

// Atlanta BeltLine Partnership

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Atlanta BeltLine

ADOPT THE Atlanta BeltLine

Cultivating Community Ownership

// Atlanta BeltLine Partnership

Atlanta BeltLine Partnership

Atlanta BeltLine

Volunteer Opportunities

- **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
- **Running Series:** Pre-race and race-day opportunities
- **Volunteer Training:** 2nd Wednesday at 5:30 p.m. and 3rd Friday at noon

Visit beltline.org/volunteer or contact Sharron@atlbeltlinepartnership.org

// Atlanta BeltLine Partnership

Atlanta BeltLine

Night at THE BRAVES
JOIN US FOR A FUN FILLED NIGHT!

Atlanta BeltLine Night at the Braves is Tuesday, Sept. 16

braves.beltline.org

Atlanta BeltLine

Make it YOUR Art on the Atlanta BeltLine!

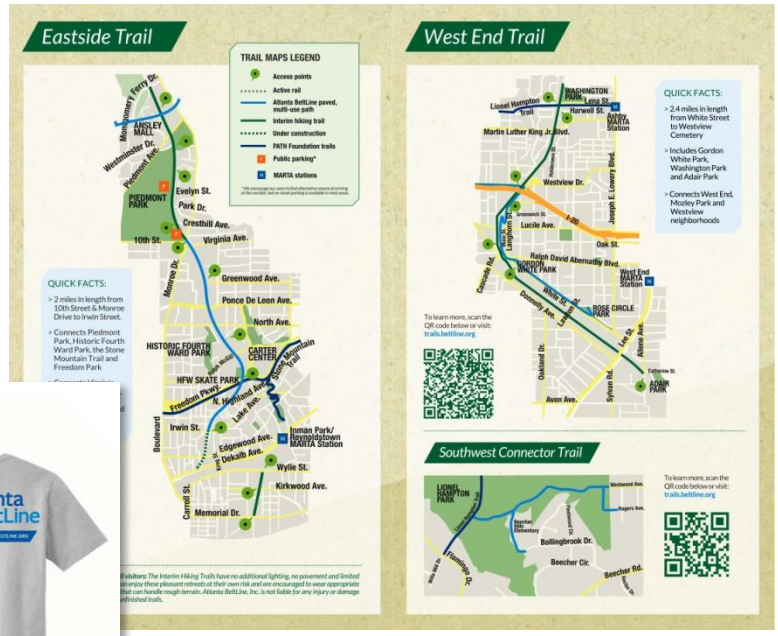
- $150,000 URUUT campaign to support this year's exhibition and artists' work
- Art for Action Fundraising Event

www.bit.ly/atlantabeltlineart

Atlanta BeltLine Partnership

Atlanta BeltLine

Exciting Membership Benefits



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

Other Ways You Can Support the Atlanta BeltLine

- Amazon "SMILE" Program
- Renew your Kroger Plus Card Registration in August for the Kroger Community Rewards Program
  - Atlanta BeltLine Number 17728
  - Atlanta BeltLine supporters shopping at Kroger helped earn $1,600 to date

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

// Year Five: Art on the Atlanta BeltLine

Third Quarter // August 14, 2014

// Art on the Atlanta BeltLine

Atlanta BeltLine

- **September – November**
- 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 exhibition with more than 10,000 participants

// Art on the Atlanta BeltLine

- **Year 5:** Nearly 100 works of art, and three weekends of performances
- Many artists returning for **3rd, 4th, & 5th years.**

art on the ATLANTA BELTLINE

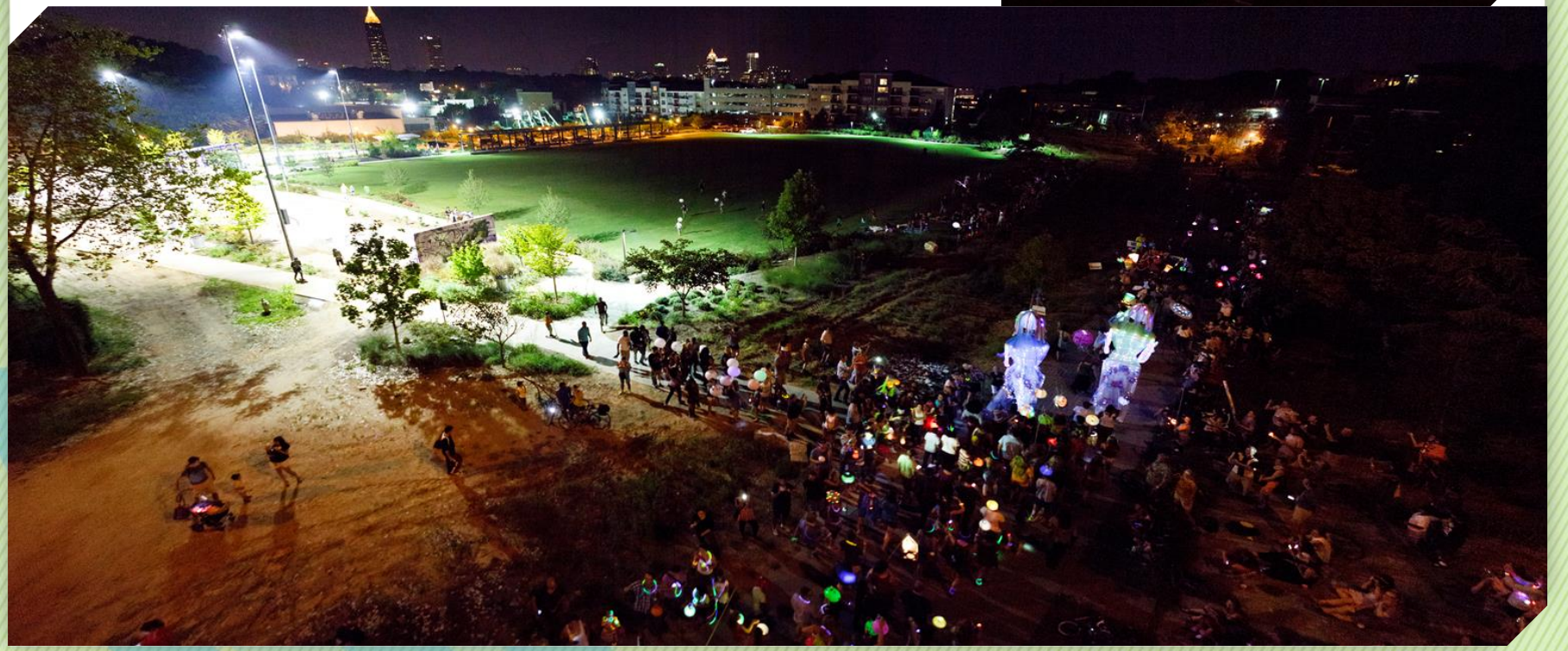
// Engaging the community

// Engaging the artist

// Engaging the arts

// Atlanta BeltLine Lantern Parade

- **September 6:** tailgate @ 7:30, step-off @ 8:30
- Begins at **Irwin Street**, continues up the Eastside Trail, ending at Piedmont Park



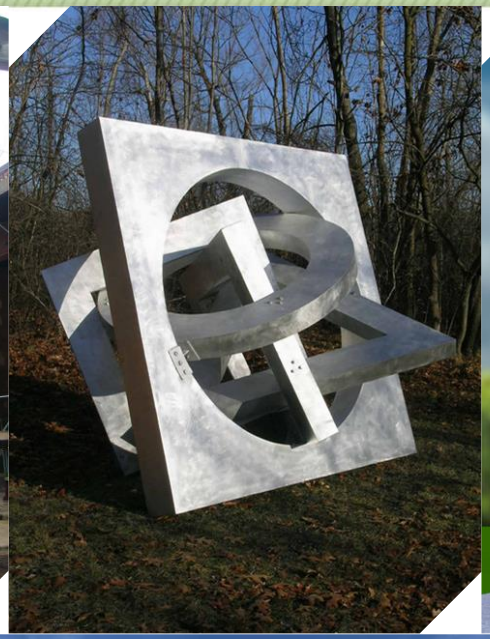
// Visual Art

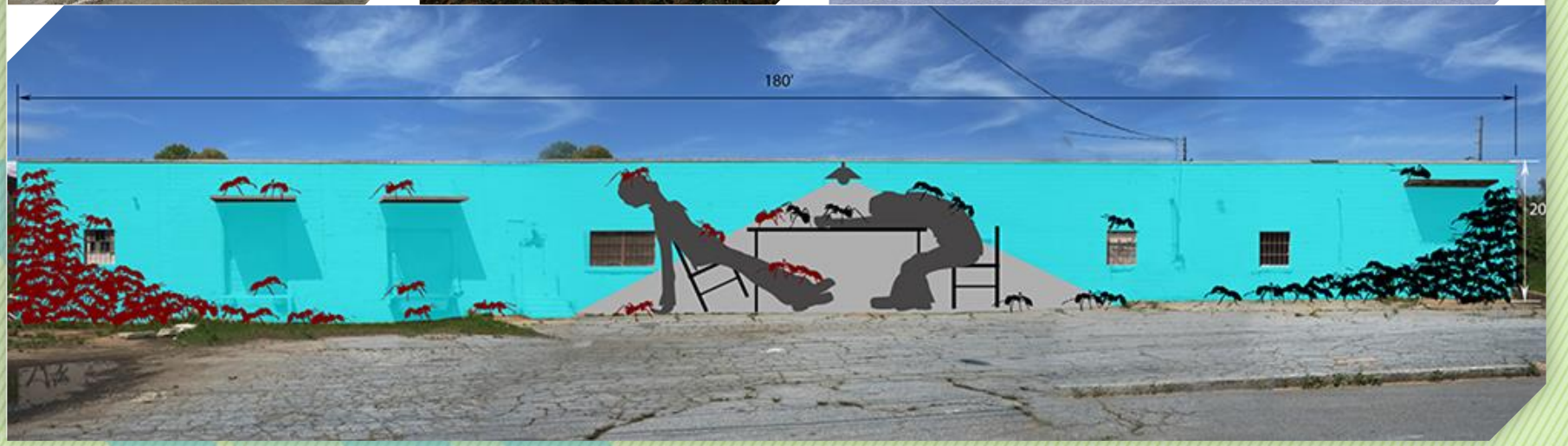
- Eastside Trail
- Westside Trail
- Northeast interim hiking trail
- Eastside Trail southern extension hiking trail

// Performing Art

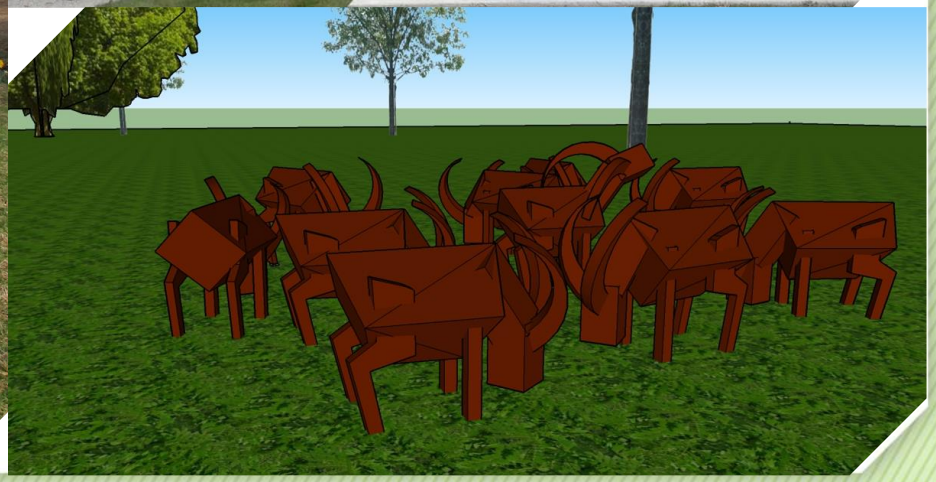
- **9/7:** Allene Ave / Catherine St
- **9/21:** Historic Fourth Ward Park
- **9/22:** Trail in Reynoldstown
- **10/18:** Gordon White Park
- **10/19:** Historic Fourth Ward Park

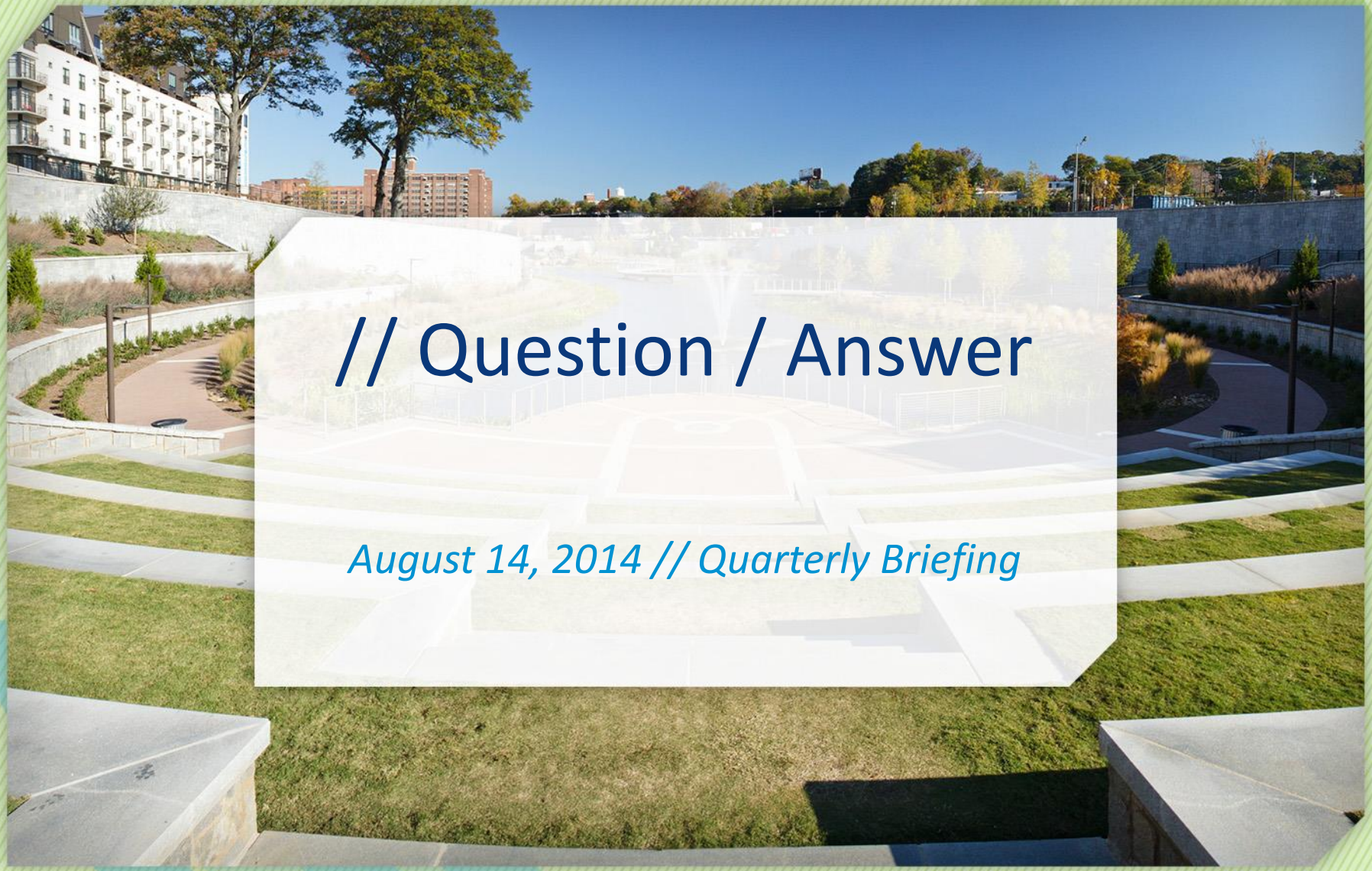
// Upcoming in 2014





// Upcoming in 2014





// Question / Answer

August 14, 2014 // Quarterly Briefing