



// Atlanta BeltLine Quarterly Briefing

Fourth Quarter // November 13, 2014

// Agenda



- Welcome
- Atlanta BeltLine, Inc. Update
- Atlanta BeltLine Partnership Update
- Q & A
- Staff Engagement



// Where is the Atlanta BeltLine?



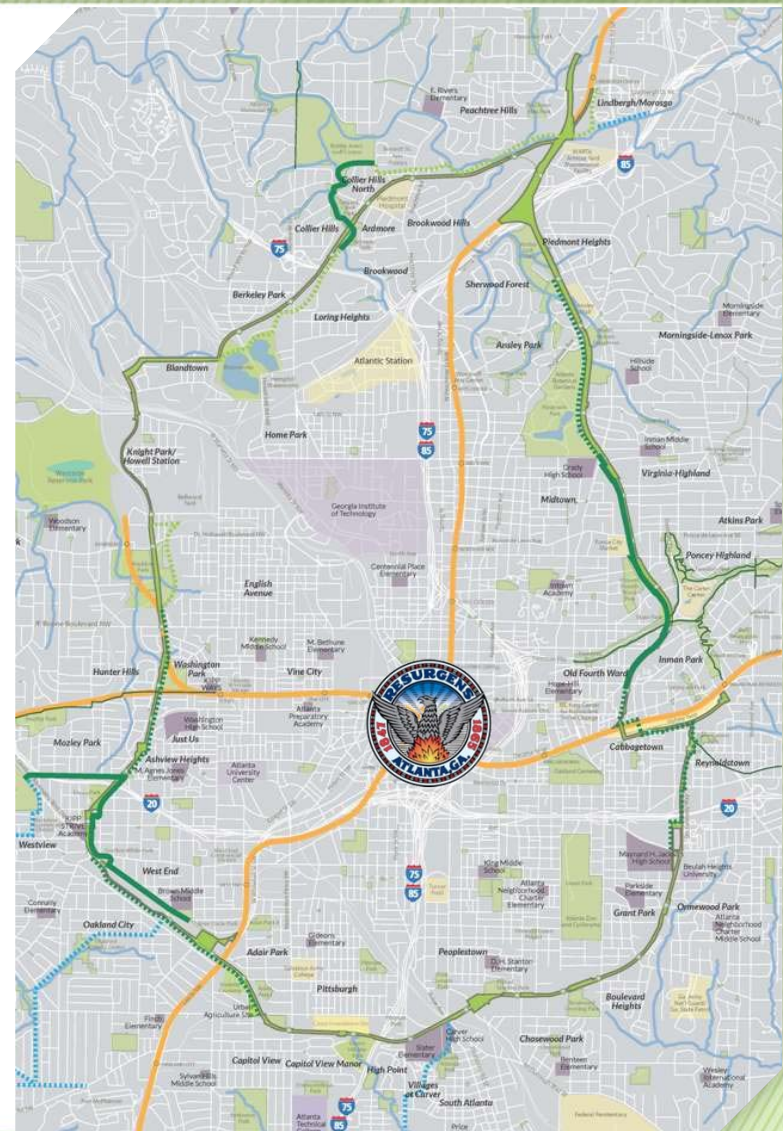
- In the heart of the Atlanta region
- Connects many of Atlanta's cultural destinations
- Utilizes historic freight rail rights of way around the center of town



// 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



1,300 ACRES
of Greenspace
(with 700 additional
acres rebuilt)



22 MILES
of Transit &
Transportation
Infrastructure



33 MILES
of Trails



46 MILES
Streetscapes &
Complete Streets



5,600 UNITS
of Affordable
Workforce
Housing
(as part of 30,000
total units)



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



Corridor-wide
Historic
Preservation,
Public Art, &
Arboretum



>1,100 ACRES
of Environmental
Clean-up



// Atlanta BeltLine, Inc. Update

*Fourth Quarter // November 13,
2014*



// Trails: Westside Trail





// Trails: Westside Trail



- 3 mile multi-use trail from Washington Park (Lena Street) to University Avenue
- Finalizing contracts with selected Contractor
- Construction Scheduled to Begin in December 2014





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// Trails: Eastside Trail Extension



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





// Ponce de Leon Streetscape



Atlanta
BeltLine

Spring 2013



2017:



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

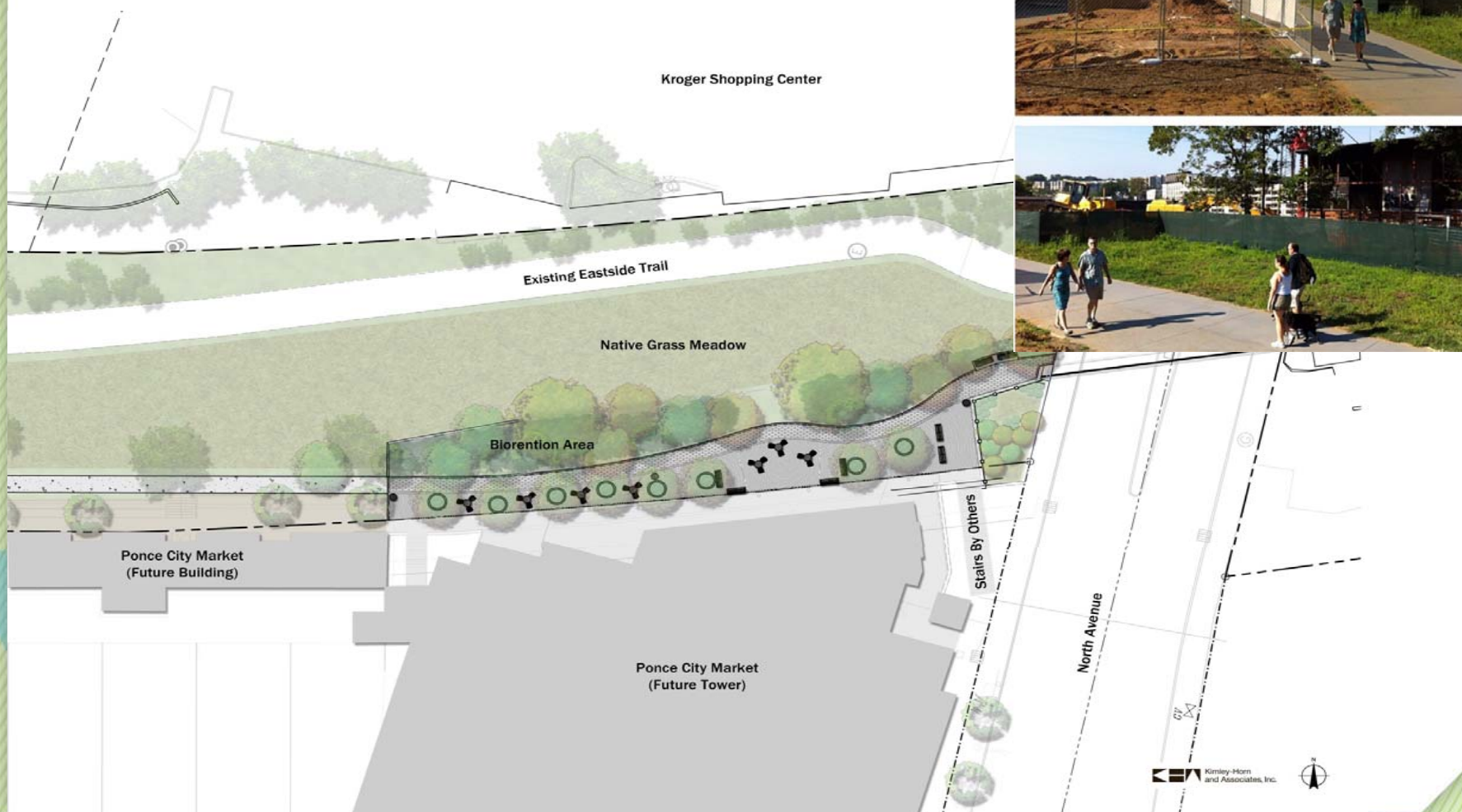


// North Avenue Plaza



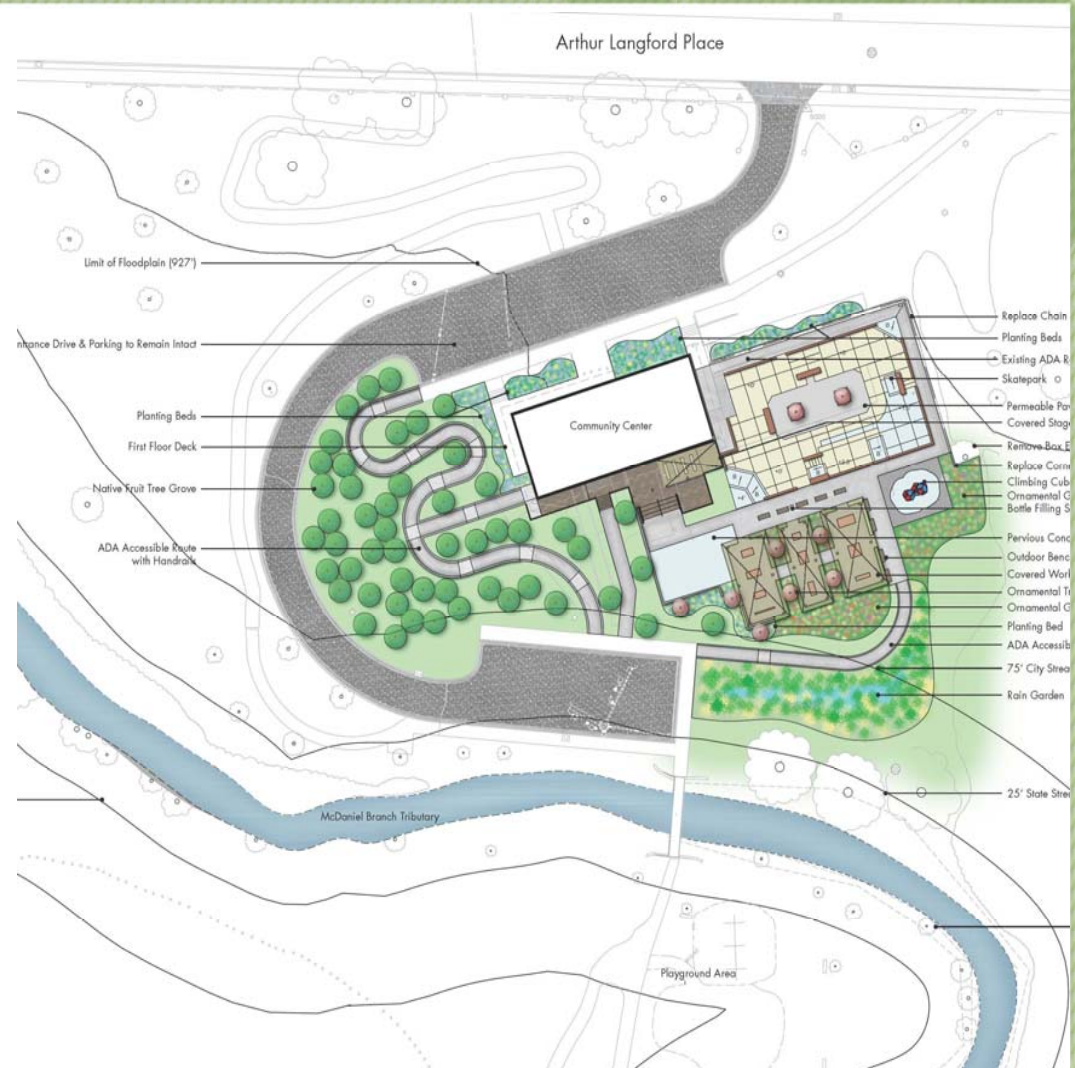
Atlanta
BeltLine

- Construction to begin Winter 2014





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





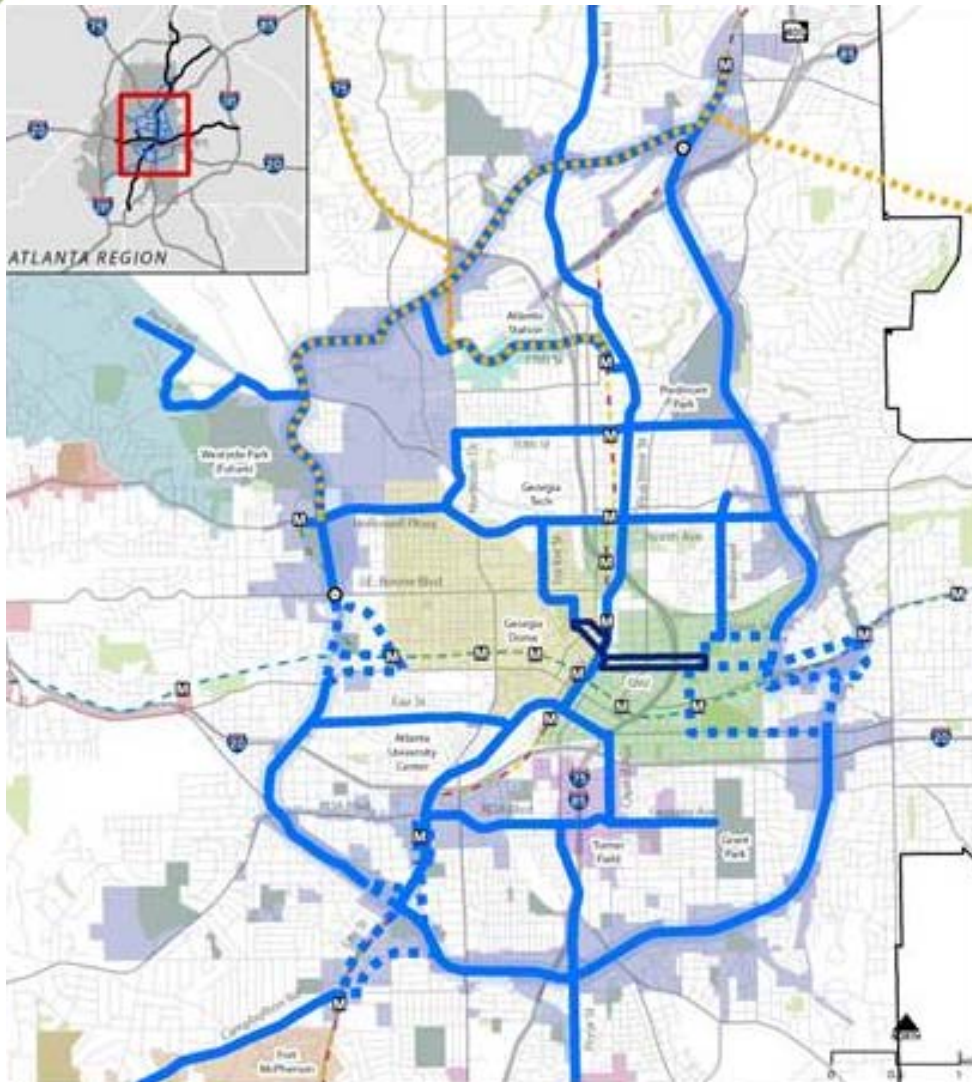
Atlanta BeltLine/ Atlanta Streetcar System Plan



Atlanta
BeltLine



ATLANTA STREETCAR



A Supplement to the Connect Atlanta Plan and the ABI Strategic Implementation Plan

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**



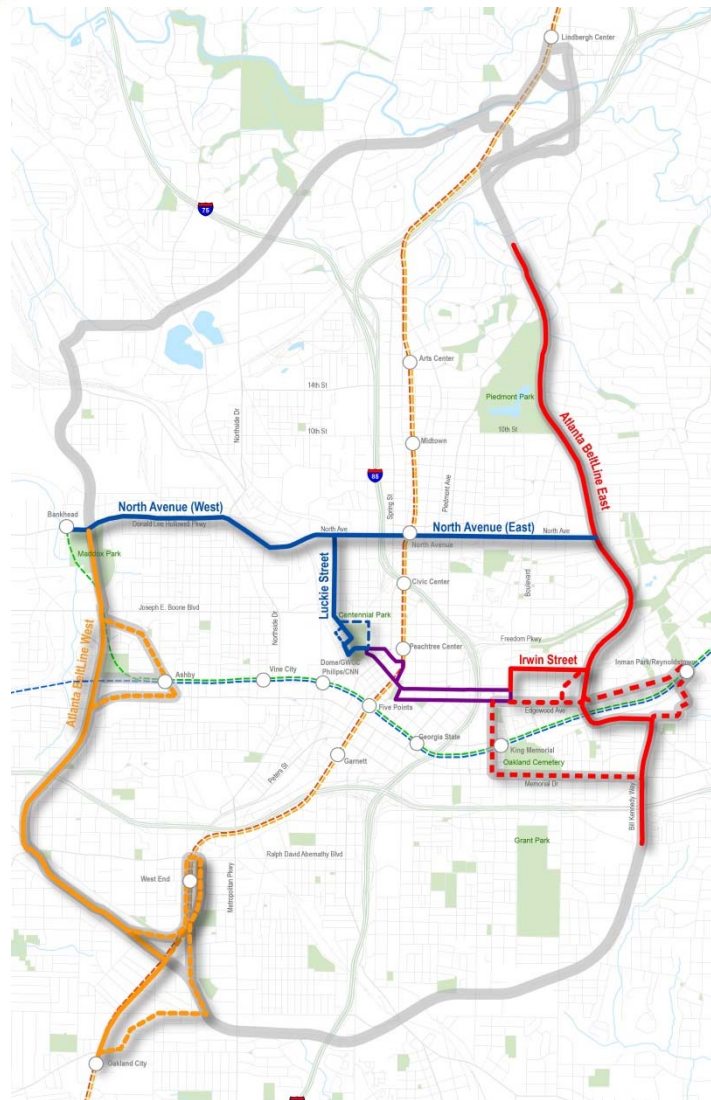
Environmental Review Process Required for Federal Funding



Atlanta
BeltLine



ATLANTA STREETCAR



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

// Proactive Rezoning for Transit-Oriented Development



- 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 for Transit-Oriented Development



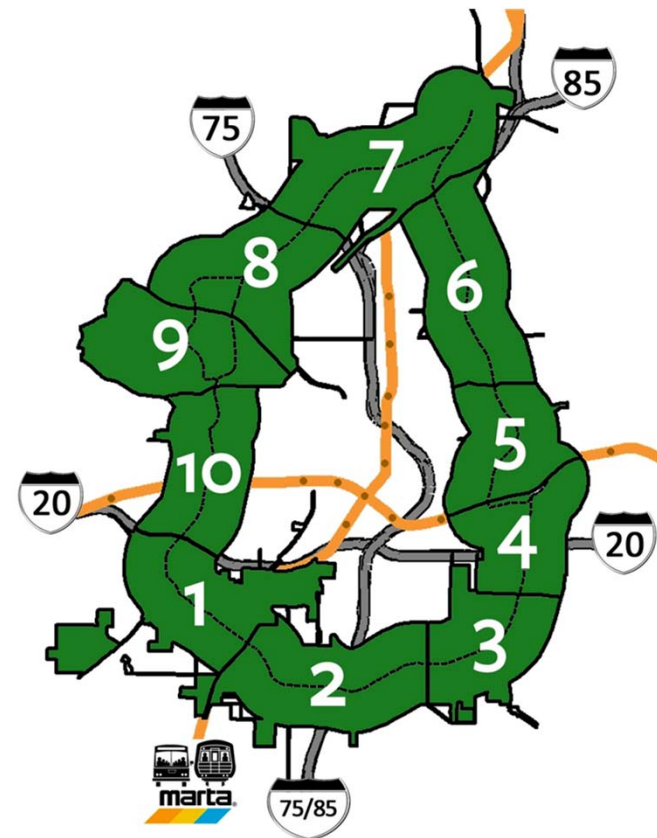
A multi-year effort is underway by the City of Atlanta Department of Planning and Community Development to rezone specific non-residential parcels per the recommendations in the master plans.

- **Phase one Proactive Rezoning:**

- Subareas 3, 5, and 9*
 - Subareas 3, and 5 adopted by Council 1st quarter 2014
 - Subarea 9 slated to advance in 1st quarter 2015

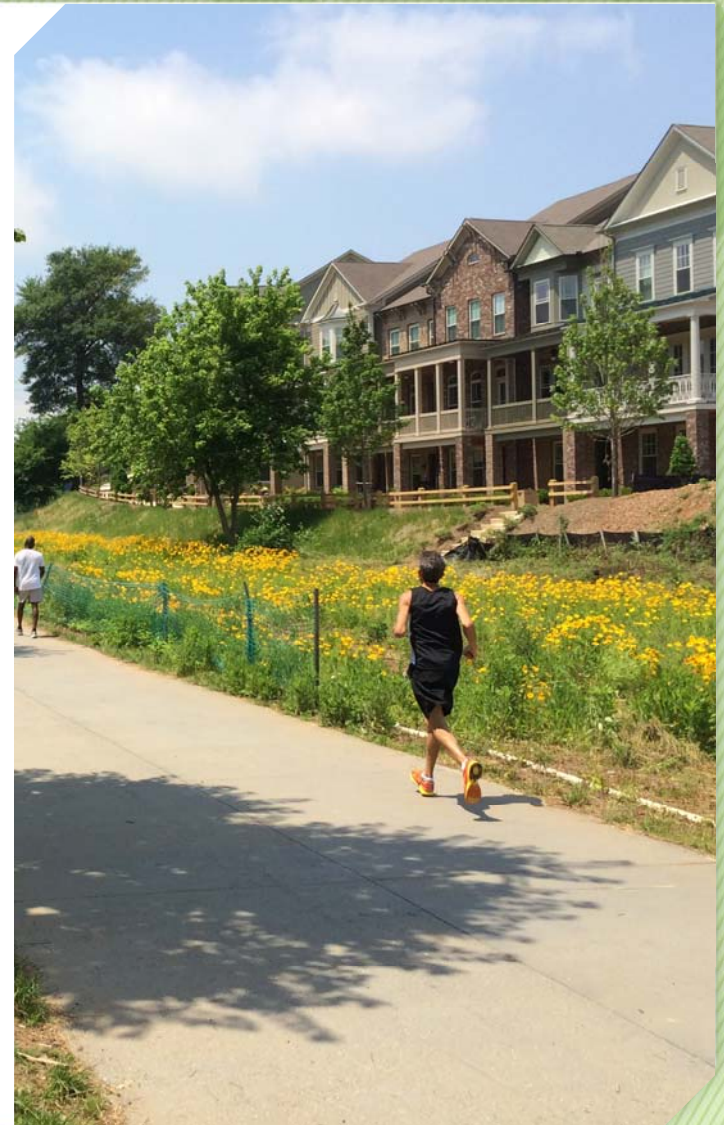
- **Phase two Proactive Rezoning:**

- Subareas 1 and 10
- Kickoff meeting planned for 1st quarter 2015



Purpose of the DRC

- i. To serve as an administrative support and provide written recommendation to the Office of Planning for all Special Administrative Permits (SAPs) for projects in the Atlanta BeltLine Planning Area
- ii. To foster a timely, predictable and accountable development review process that implements the adopted Atlanta BeltLine Overlay and the Sub-Area Master Plan goals
- iii. To review each public and private development proposal within the Atlanta BeltLine Planning area for compliance with the Atlanta BeltLine Overlay
- iv. To work directly with developers and architects from commencement and on through the design review process to achieve the highest architectural design standards for all projects in the Atlanta BeltLine Planning Area



Composition of the DRC

- ABI staff, City Staff, and Independent Design/Planning Professionals

Next Steps of the DRC

- DRC was adopted by the Atlanta Board of Directors on October 8, 2014
- DRC must be officially established by Atlanta City Council. Meeting date is TBD.



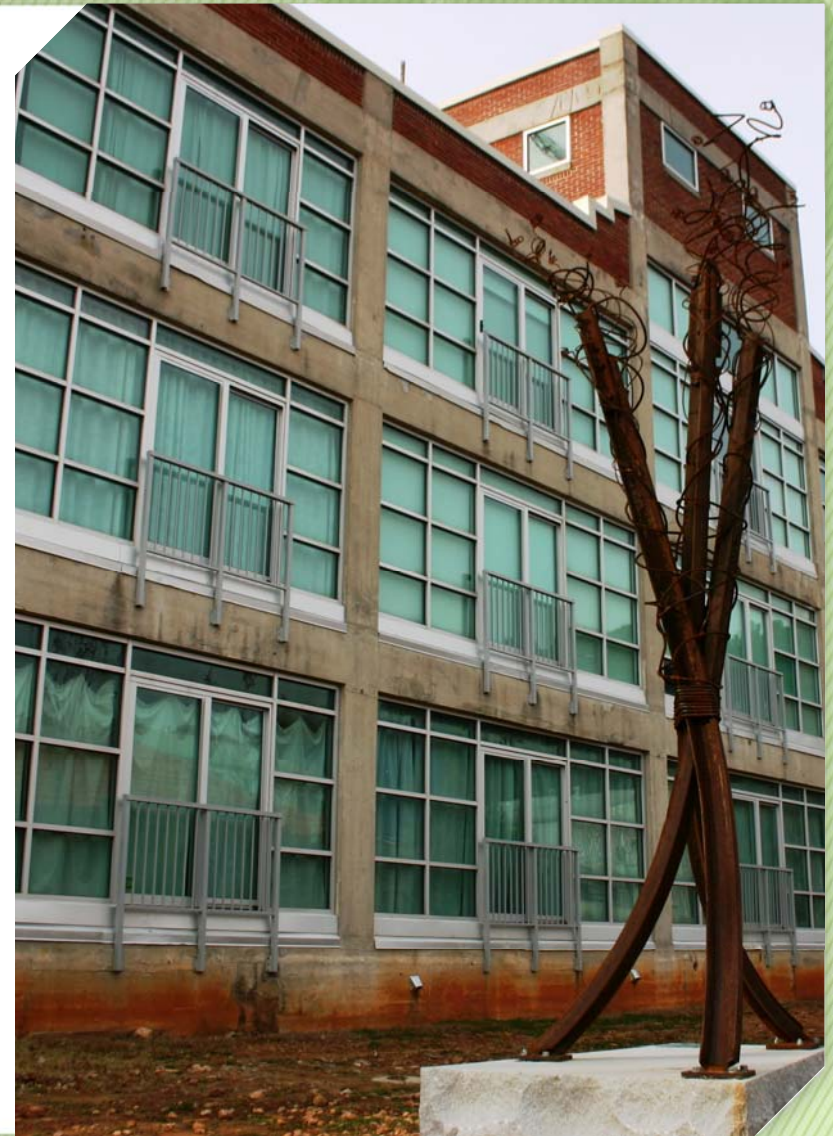
Continued Development of Integrated Action Plan

Deliverable:

- 5 Yr. Strategy for Economic Development and Housing

Key Components:

- Existing Conditions – Fact Finding
- Data Analysis
- Preliminary Action Plan – Strategy to Deliver Progress Over the Next 5 yrs
- Final Action Plan



Notable Economic Development Items:

- \$2.4 Billion in New Private Investment Since 2006 in the Plan Area
- Currently Refining Permanent and Construction Jobs Numbers
- Exploring Case Studies for Examples of Successful Urban Redevelopment
- Conducting a Tools Assessment





// Art on the 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



- Since inception, the project has grown more than 40%
- **September 2014:** Atlanta BeltLine Lantern Parade kicked off the exhibition with more than 20,000 participants





// Art on the Atlanta BeltLine



- Year 5: More than 100 works of art!
- Three weekends of performances





// Art on the Atlanta BeltLine





// Art on the Atlanta BeltLine





// Atlanta BeltLine Partnership Update

Rob Brawner
Interim Executive Director



Atlanta BeltLine Capital Investments

\$52+ million raised to support Atlanta BeltLine parks and trails



// Atlanta BeltLine Partnership

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Gateway connection between Eastside Trail and Historic Fourth Ward Park

// Atlanta BeltLine Partnership

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Partnership



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BeltLine



Westside Trail and targeted land acquisition: \$12.5 million goal

// Thank You to Our Donors!



James M. Cox Foundation / PATH Foundation

- Kaiser Permanente
- Susan and Richard Anderson
- Mr. John Portman & Mr. Charlie Loudermilk
- Wells Fargo
- Georgia Power Foundation, Inc.
- AGL Resources
- A. Ray Weeks, Jr.
- Richard and Susan Dugas Family Foundation
- Cousins Properties, Inc.
- Georgia-Pacific Foundation
- Morgens West Foundation
- SunTrust Trusteed Foundations:
 - Harriet McDaniel Marshall Trust
 - Walter H. and Marjory M. Rich Memorial Fund
- Jamestown
- John W. Somerhalder II
- Philip I. Kent
- Mr. and Mrs. R. Charles Shufeldt
- L&C Wood Family Foundation, Inc.
- Carter

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





Atlanta BeltLine Health Movement

- Focus Groups
- Outcome Measurement
- Free Fitness





How to Ride a Bike – For Kids and Adults Mountain Biking

// Building Healthy Communities



ELLIPTIGO

// Building Healthy Communities

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Partnership



Atlanta
BeltLine



Aerobics

// Building Healthy Communities



barre3

Pilates and Barre3

// Building Healthy Communities

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BeltLine



Trail Yoga

// Building Healthy Communities

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Boot Camp



Boot Camp

// Building Healthy Communities

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OPEN
HAND



FULTON COUNTY

Insight
Tours



HEALing
Community Center



Piedmont
HEALTHCARE

Walking Programs

// Building Healthy Communities

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Atlanta BeltLine Street Cup

Next Soccer Street Cup
Saturday, Nov. 15
D.H. Stanton Park

// Building Healthy Communities

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Atlanta ContactPoint
empowering you to play

Play Day on the Atlanta BeltLine

// Building Healthy Communities

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Building Healthier Communities

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

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



Eastside 10K – Dec. 6

- Neighborhood Challenge
 - \$1,000 Cash Purse
- College Alumni Tailgate Challenge
 - Happy Hour Prizes

Run Clubs

Active Lifestyle Competition





Workforce Partnership in Healthcare

- Training for second cohort began in August

beltline.org/careers-in-healthcare



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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New, ADA-Accessible Tour Bus is Rolling!



Bus Tours (beltline.org/Tours)

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TREES
ATLANTA

Arboretum Walking Tours (beltline.org/tours)

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Bike Tours (beltline.org/tours)

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Cultivating Community Ownership



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



//Build the Atlanta BeltLine

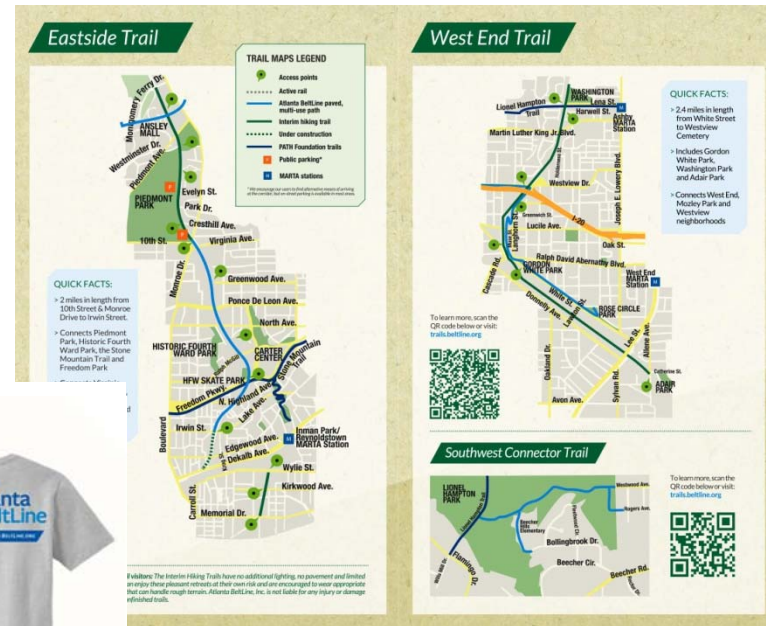


- Nebo Marketing Pro Bono Campaign – August 2014 launch
- 1,000 limited edition rail slices for purchase
- Just over 200 remain

Buildthebeltline.org



Exciting Membership Benefits



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



Other Ways You Can Support the Atlanta BeltLine

- **RENEW IN TIME FOR HOLIDAY SHOPPING:**
- ***Kroger Plus Card - Kroger Community Rewards Program***
 - Atlanta BeltLine Number 17728
 - Atlanta BeltLine supporters shopping at Kroger has earned thousands for the Atlanta BeltLine
 - **Raised in 2014: More than \$1,300**
- ***Amazon "SMILE" Program***
 - **Raised in 2014: Nearly \$300**





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