



**BeltLine**  
Atlanta Connected

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# BeltLine Quarterly Briefing

**February 26, 2009**

# Agenda

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**BeltLine**  
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- **Welcome**
- **Open House**
- **Atlanta BeltLine, Inc. CEO Update**
- **BeltLine Partnership Update**
- **Implementation Activities Update**
- **Affordable Housing Update**
- **Q&A**

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# BeltLine Partnership 2008 Highlights

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## Capital Campaign

- Have raised over \$30 million from more than 50 donors
- Have invested \$10.9 million in parks and trails

## Social Impacts

- Galvanized local support for Community Land Trusts as a tool for creating permanently affordable housing around the BeltLine.
- Neared completion of a guide to connect residents at risk of being economically displaced with the organizations and programs that can help them remain in their homes

# BeltLine Partnership 2008 Highlights

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## Education & Awareness

- 2,335 people took a BeltLine tour in 2008
- Launched monthly BeltLine 101 sessions in each study group area
- Speakers Bureau and staff reached over 700 people through BeltLine presentations
- BeltLine booth at eight neighborhood and City festivals
- 8,750 flyers distributed via canvassing 21 BeltLine southern crescent neighborhoods
- BeltLine Bike Ride
- BeltLine 5K and West End Community Celebration
- Historic Fourth Ward Park Groundbreaking
- Northeast Corridor Clean-up
- BeltLine merchandise
- Video, photography and expanded functionality at [www.beltline.org](http://www.beltline.org)
- Pro-active media relations
- Public Service Announcements

# BeltLine Partnership 2009 Expectations

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- More money raised toward \$60 million capital campaign goal
- Additional investment in parks and trails
- BeltLine Earth Day Clean-up (April 18)
- BeltLine Bike Ride (April 26)
- More groundbreakings and grand openings
- More BeltLine tours and monthly BeltLine 101 sessions
- BeltLine booth at 10-12 neighborhood festivals
- Expanded volunteer opportunities at [www.beltline.org](http://www.beltline.org)
- More pro-active media engagement
- Social media
- Creation of an independent Community Land Trust organization
- Distribution of resource guide for residents at risk of being economically displaced

# Agenda

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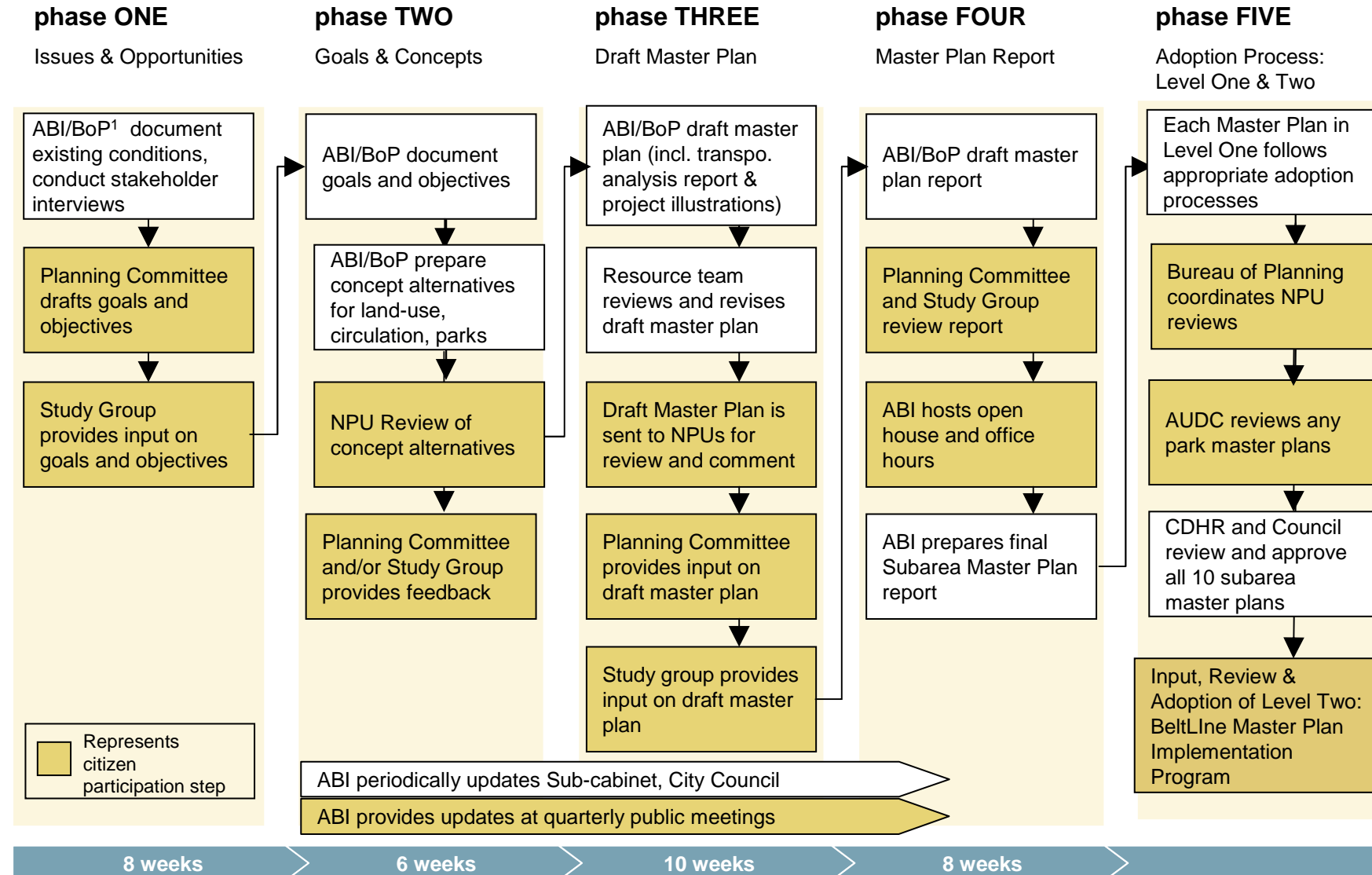


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# Master Planning Process



# Master Planning Subarea Status

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- Subareas 2, 3, 5, 7 & 9 are in the adoption process
- Subarea 6 adoption process expected summer 2009
- Subarea 1 kicked off in January
- Subareas 4, 8 & 10 kick off later this year

# BeltLine Master Plan Adoption Process

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## **Level 1: NPU and City Adoption Activities for BeltLine Master Plan Subarea Plans (10)**

- Refines & Articulates BeltLine Vision
- Sets Policy Framework & Aligns with City Objectives
- Establishes Land Use Recommendations

## **Level 2: Citywide Input Process and City Adoption of BeltLine Master Plan Implementation Program**

- Prioritizes Projects
- Sets Timeframes & Funding Objectives for Implementation
- Determines Responsible Parties
- Unifies policies

# Level One - BeltLine Master Plan: Subarea Plans

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**When: Began Winter 2009**

## **Content of NPU and City Council Review:**

- Overall Subarea Vision and Goals
- Land Use Plan for Redevelopment Area
- Park Master Plan (as applicable)
- Transportation Recommendation Maps
- Historic Resource Recommendations
- Public Art Recommendations
- Street Framework Plan

# Level Two - BeltLine Master Plan: Implementation Program

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## When: Expected 2010

- After 10 Subarea Plan Reviews and Adoptions Complete

## Objectives:

- BeltLine Corridor-wide Goals & Policies
- Prioritization of Transportation, Streetscape, Trail and Park Projects
- Timeframes for Project Implementation
- Responsible Parties

# Design & Construction Underway

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## Parks:

- Historic 4th Ward
- Boulevard Crossing
- DL Stanton
- Four Corners
- Murphy Crossing
- Enota
- Westside Reservoir

## Trail Segments:

- Atlanta Memorial Trail
- Phase II of the West End Trail
- Phase I of the SW BeltLine Connector Trail

# Community Engagement Update

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## Equitable Development Plan

- The BeltLine project is a once in a life-time project that can transform the City of Atlanta
- The BeltLine will enrich the quality of life for the citizens of the City with new parks, trails, transit and economic development
- The BeltLine Equitable Development Plan centers on four guiding principles
- The Equitable Development Plan's Objectives
- The process of implementing the Equitable Development Plan

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# Affordable Housing Update

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- Affordable housing is a vital component of the BeltLine.
- 15% of BeltLine TAD bond net proceeds are directed to the BeltLine Affordable Housing Trust Fund (\$8.3 million in first issuance).
- BeltLine Affordable Housing Advisory Board and other community engagement
- City Council approved policies October 2008
- Urban Residential Finance Authority administers Trust Fund
  - Affordable housing development incentives
  - Downpayment assistance for homebuyers
- Visit [www.beltline.org](http://www.beltline.org) for more details on policy and applications

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