



## EASTSIDE TRAIL CONSTRUCTION UPDATE

### From our President and CEO:

Welcome to the new look of the Atlanta BeltLine Quarterly Newsletter! We've gotten off to a busy start in 2012. As you will see in this issue, we have been hard at work with our partner the PATH Foundation building the Eastside Trail and we've already held several great events and meetings this year. This will continue to be a busy and pivotal year for the Atlanta BeltLine.

As the spring and summer approach, you will hear more about the July 31 Regional Transportation Referendum. This vote presents an unprecedented opportunity for the region and the Atlanta BeltLine. Working with numerous organizations across the region, we will be reaching out to neighborhoods and residents to make sure everyone understands the importance of this vote for the future of our region.

As always, please visit our website, [www.beltline.org](http://www.beltline.org), for the latest information on the project, and stay tuned for the re-launch of our site later this spring. It will have a new look, new functionality and new tools for people to explore the Atlanta BeltLine. Thank you for your continued support.

See you on the Atlanta BeltLine,

-Brian Leary



*The Eastside Trail project, now under construction, spans more than two miles from the tip of Piedmont Park to Inman Park and the Old Fourth Ward neighborhoods.*

It is the next major component of the Atlanta BeltLine slated to open to the public. This project includes a 14-foot wide multi-use concrete trail for walking, running, biking and skating, as well as a significant amount of underground infrastructure to accommodate current and future utilities. It also includes retaining walls, landscaping and the preservation of right of way for the transit system which will be built in the future.

The Eastside Trail is the first part of the trail system to be built within the old rail corridor, which will eventually connect 45 neighborhoods. The PATH Foundation is the construction manager, and the contractor is the Astra Group. Tree plantings will be done by Trees Atlanta as individual sections of the corridor are ready. Trees Atlanta,

Atlanta BeltLine, Inc., the PATH Foundation and Astra Group are coordinating closely to ensure that trees are planted in optimal weather conditions and in a manner that will promote tree health and future growth.

During the month of March 2012, there will be road closures on Ralph McGill Boulevard and Ponce de Leon Avenue due to construction on bridges above these two roadways as part of the construction of the Eastside Trail. **Part of Ponce de Leon Ave will be closed for two weekends and part of Ralph McGill will be closed for one month.** With work concluded on these two critical bridges, the projected completion date for the Eastside Trail from 10th Street and Monroe Drive to Irwin Street and Lake Avenue is summer 2012.

Visit [eastsidetrail.beltline.org](http://eastsidetrail.beltline.org) for the latest updates!

*Pictured Above: 35,000 lb steel beams are lifted into place to form the new bridge over Ralph McGill Boulevard. Photo Credit: Christopher T. Martin*

## HISTORIC FOURTH WARD PARK EXTENSION COMPLETED!

While the bulk of Historic Fourth Ward Park opened in the spring of 2011, the stretch of park that extends to North Avenue was completed in January 2012. This outstanding park has even more amenities now, and we encourage you to get out and enjoy it with your friends and family!

*Pictured Left: The newest section of the park includes lawns and hardscapes, creating a beautiful front entrance to the park from North Avenue. Photo Credit: Christopher T. Martin*



## ART ON THE ATLANTA BELTLINE CALL FOR ARTISTS!



The Atlanta BeltLine's temporary public art initiative is back and looking for artists for our fall 2012 exhibition! Following two successful years, Art on the Atlanta BeltLine has issued a Request for Proposals (RFP) for artists to solicit outdoor, temporary works of art for presentation on the Atlanta BeltLine in the fall of 2012. For complete details regarding proposal specifications, deadlines, budgets and requirements, please view the Art on the Atlanta BeltLine RFP at [art.beltline.org](http://art.beltline.org). Proposals should reflect the historic, environmental, cultural, functional, urban design and/or aesthetic parameters of the potential sites and should be well-researched by the candidates. The submission deadline is April 16, 2012. We also encourage artists to connect with us on Facebook, [Facebook.com/ArtOnTheAtlantaBeltLine](https://www.facebook.com/ArtOnTheAtlantaBeltLine), to get the latest updates.



More than 140 students, educators, landscape architects, lawn care and garden professionals, and purveyors of fine soils and compost teas from all across Georgia filled three classrooms at the Atlanta Botanical Garden for the Atlanta BeltLine's second annual Organic Land Care Symposium on March 5. Jeff Lowenfels, author of *Teaming with Microbes* and the longest running garden column in North America, delivered the keynote speech. Since the event's inception last year, there was a 56 percent increase in attendance - an exciting development as the symposium puts down its roots and continues to grow!

The goal of the Organic Land Care Symposium is to advance the discussion of how to take care of public and private spaces. This is not a quick change, but rather something that will take years. All of the Organic Land Care Symposium participants take daily strides to make the places we live and play safer and more sustainable.

We are grateful to all of our staff and volunteers, as well as our terrific sponsors who made this event possible: Ed Castro Landscape, Atlanta Botanical Garden, Reeves Contracting Company, Georgia Organics, Arborguard Tree Specialists, Turner Foundation, Pond, and Perkins+Will.

Please stay tuned for the third annual Symposium next year!

## ART COLLABORATION WITH GEORGIA TECH



In 2011, Professor Tristan Al-Haddad of the Georgia Tech School of Architecture approached the Atlanta BeltLine with an enticing proposal for community gathering spaces.

He proposed working with his students to create "architectural interventions" that invited the surrounding neighbors and beyond to come out and explore the Atlanta BeltLine trail. Al-Haddad incorporated the relationship between surface and structure into one of his studio courses, resulting in a collaboration between a host of senior architecture students.

Students were encouraged to combine their individual research with that of their team in the pursuit of the digital and physical "design and construction of a collection of full-scale pavilions." Al-Haddad placed special emphasis on feasible, appropriate, and safe designs on works that spanned a long scale (the works average 30 feet long by 20 feet wide by 15 feet tall). The structures were located in three different sections of the Atlanta BeltLine walking trail - where the corridor crosses under Ralph David Abernathy between Langhorn and Cascade Roads; where the trail dead-ends into DeKalb Avenue at Airline Street; and behind Ansley Mall off of Monroe Drive.

**Pictured Above:** High school students from an international convention pass under the Georgia Tech Architecture Students' structure behind Ansley Mall. Check it out! **Photo Credit:** ABI



## BUSINESS OPPORTUNITY FORUMS

On February 29 and March 6, the Atlanta BeltLine hosted the first ever Business Opportunity Forums in partnership with Georgia Minority Supplier Development Council, the Atlanta Business League, the Urban League of Greater Atlanta and the Greater Women's Business Council. The Forum provided information about the projects and procurement process for Transportation Referendum initiatives in the region for majority and minority firms.

**Pictured Left:** Owners of minority and majority companies, small and large businesses, had the chance to network at the Business Opportunity Forum.

## COMING SOON!

### Atlanta BeltLine Running Series: Northside 5k

PRESENTED BY



The Atlanta BeltLine Running Series Northside 5k Run/Walk sponsored by Internal Data Resources (IDR) will be held on Saturday, April 28, 2012. The Run/Walk will take place along the Atlanta BeltLine Northside Trail and through the beautiful Collier Hills, Collier Hills North, and Ardmore Park neighborhoods. The race begins at 8:00 AM, though participants are encouraged to arrive no later than 7:00 AM to pick up race bibs, participate in the pre-race warm-up, and line up for the start. Registration is \$30 and participants can register online at [run.beltline.org](http://run.beltline.org) or in person at either West Stride (3517 Northside Pkwy) or Phidippides (Ansley Mall-1544 Piedmont Road).

The proceeds from the Atlanta BeltLine Running Series Northside 5k benefit the Atlanta BeltLine Partnership.

### Earth Day Clean-Up

Join Keep Atlanta Beautiful, Atlanta BeltLine, Inc., the Atlanta BeltLine Partnership, the City of Atlanta, Park Pride, Trees Atlanta, the Atlanta Community Tool Bank, Hands On Atlanta, and neighborhood partners as we help prepare for the first urban farm on the Atlanta BeltLine during this year's Earth Day Clean-Up on Saturday, April 21 from 9 AM-12 PM.

The Atlanta BeltLine is working with the University of Georgia, Trees Atlanta, Southeast Horticultural Society, Atlanta Audubon Society, and neighborhood groups to transform 4 acres of former industrial property into an urban farm along the southwest section of the Atlanta BeltLine next to the Adair Park neighborhood. Invasive plants, litter, and building debris from the site will be cleared to make way for the eventual planting of native plant species, brambles, berry bushes, and fruit trees.

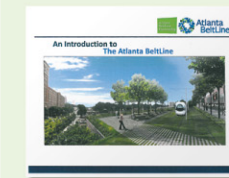
Volunteers of all ages are welcome. We require all children be accompanied by an adult. The approximate location of the site is 1150 Allene Avenue, SW, Atlanta, GA 30310 - at the corner of Allene Avenue and Warner Street. Volunteers can register online at: [EarthDayOnTheAtlantaBeltline2012.eventbrite.com](http://EarthDayOnTheAtlantaBeltline2012.eventbrite.com)

## UPCOMING EVENTS

Date	Time	Meeting/Event	Location
3/20/12	6-8 PM	Atlanta BeltLine Qtrly Briefing - Q1	Atlanta Technical College, Cleveland L. Dennard Conference Center, Bldg. B, 1560 Metropolitan Pkwy, SW, ATL, GA 30310
3/22/12	6:30-8:30 PM	Atlanta BeltLine Running Club	Parks Edge, 913 Bernina Ave, ATL, GA
3/24/12	9 AM-5 PM	TAD Advisory Committee Retreat	Outdoor Activity Center 1442 Richland Rd SW, ATL, GA 30310
4/11/12	8:30-9:30 AM	ABI Executive Committee Meeting	86 Pryor Street, ATL, GA 30303
4/18/12	7:30-10 PM	Atlanta BeltLine Hawks Night	Philips Arena
4/21/12	9 AM-12 PM	Earth Day on the Atlanta BeltLine	1150 Allene Avenue, SW, ATL, GA 30310 (corner of Allene Ave and Warner)
4/28/12	8-11 AM	Atlanta BeltLine Northside 5K	Tanyard Creek Park
5/8/12	3-5:30 PM	BeltLine Aff. Housing Board Meeting	86 Pryor Street, ATL, GA 30303
5/9/12	8:30-10 AM	ABI Executive Committee Meeting	86 Pryor Street, ATL, GA 30303

For more details on upcoming events, please visit: [events.beltline.org](http://events.beltline.org).

## ATLANTA BELTLINE 101



Want to learn the Atlanta BeltLine basics? There's a 101 near you! Every month, The Atlanta BeltLine Partnership has educational presentations throughout the city that explain the project and answer all of your questions. Check out [events.beltline.org](http://events.beltline.org) for a full list of upcoming sessions.

## MEET THE TEAM

### Brian Hooker Director of Real Estate



ABI is excited to welcome its newest team member, Brian Hooker, as the Director of Real Estate. Brian will be responsible for overseeing all real estate-related activities for ABI as pertaining to parks, trails, transit right-of-way, affordable workforce housing and economic development. Brian joins ABI from CBRE, where he served as a Director of Real Estate Consulting, and will be leveraging his extensive experience in providing site selection advisory services and guiding clients to choose cities for business expansion and relocation.

Brian's 11 years of real estate experience in site selection, economic incentives, brokerage and transaction management, funding, expansion, and advisory roles in both the public and private sector will be critical in helping develop one of the most ambitious redevelopment projects underway in the United States. Before CBRE, Brian worked at Luxcore Networks, which he co-founded, IBM Global Services, the Atlanta Committee for the Olympic

Games, and the Fulton County Courts. A Stanford University graduate in Electrical Engineering, Brian is a LEED Accredited Professional, a Certified Commercial Investment Member (CCIM), and a graduate of the Real Estate Associates Program (REAP) where he serves on its Board of Directors. Brian has been a key contributor for the Atlanta Business Chronicle on subject matters pertaining to Atlanta's future growth and diversity in commercial real estate. Brian is also one of the hosts for the live broadcasts of Georgia Lottery Drawings on WSB TV.

### Jenny Pittam Communications Coordinator



Jenny Pittam joined the team as the new communications coordinator for Atlanta BeltLine, Inc. in February. Jenny is an Atlanta native who has extensive communications and marketing experience as well as a great deal of knowledge about the Atlanta BeltLine as one of the most active volunteers over the past five years with the Atlanta BeltLine Partnership. Jenny is also a veteran of the U.S. Army who served in Germany, Kuwait and Iraq in support of Operation Iraqi Freedom.

## TRANSPORTATION REFERENDUM

*A regional vote on July 31 could help build major sections of transit on the Atlanta BeltLine with direct connections to MARTA and more than 100,000 jobs.*

On July 31, 2012, residents of the 10 county metro Atlanta area will vote on whether to fund \$8.5 billion on a wide range of transportation projects using a one percent sales tax. If the referendum passes, the City of Atlanta would receive \$602 million of this funding to build 10.2 miles of transit on the Atlanta BeltLine corridor and cross-town connections through Midtown and downtown with three connections to the MARTA rail system. By 2040, the economic boost from the new transportation infrastructure would result in a 4-to-1 return on investment, 200,000 additional jobs supported and a 24 percent decrease in future travel delays. Please visit [transit.beltline.org](http://transit.beltline.org) for more information.



Are you, your organization or your company interested in learning more about the Atlanta BeltLine and City of Atlanta projects on this summer's transportation referendum list? If you are interested in receiving a simple, informative presentation to share with your group - or if you would like an Atlanta BeltLine representative to speak with your group about the referendum, please email: [info@atlbeltline.org](mailto:info@atlbeltline.org)

To learn more about the Transportation Referendum, visit [TransformMetroAtlanta.com](http://TransformMetroAtlanta.com), an unbiased information resource where you can find answers to frequently asked questions, information about the process, the plan, timeline, and more, sponsored by MAVEN, a broad-based group of civic coalitions, business organizations and concerned citizens working to provide the public with information on transportation issues that affect the entire 10-county Atlanta region.

## ATLANTA BELTLINE PARTNERSHIP HAWKS NIGHT



*Have some fun and support the Atlanta BeltLine Partnership at the first annual Atlanta BeltLine Hawks Night on Wednesday, April 18 from 7:30 p.m. to 10 p.m. Join the Atlanta BeltLine Partnership for a pre-game reception, in-game activities and more as the Hawks take on the Detroit Pistons. A percentage of these discounted tickets will go towards the Atlanta BeltLine Partnership Annual Fund. Visit [www.beltline.org](http://www.beltline.org) to purchase tickets and learn more about this event.*

## ABOUT US

The Atlanta BeltLine is the most comprehensive economic development effort ever undertaken in the City of Atlanta and among the largest, most wide-ranging urban redevelopment and mobility projects currently underway in the United States. The Atlanta BeltLine is a sustainable redevelopment project that will provide a network of public parks, multi-use trails, transit and affordable housing along a historic 22-mile railroad corridor circling downtown and connecting many neighborhoods directly to each other. Atlanta BeltLine, Inc. (ABI) is the entity tasked with planning and executing the implementation of the Atlanta BeltLine in partnership with other public and private organizations, including City of Atlanta departments. For more information on the Atlanta BeltLine, please visit: [www.beltline.org](http://www.beltline.org)



Photo Credit: Christopher T. Martin

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