THE BELTLINE
it's coming together.
Not every city can aspire to greatness... but Atlanta can.
A city is defined by many things—
geography, history, architecture, attitude.
Its future depends on the strength of its
leadership, the individuals who step forward
in the public interest, the visionaries who
can recognize truly great opportunities
and seize them for the benefit of all.

Fresh air.
Walking trails.
New parks.
Shortened commutes.
More trees.
Bike paths.
Mass transit.
New jobs.
Connection.
The BeltLine.

Not every generation is up to the challenge... but we are ready now.
Under the visionary leadership of Mayor Shirley Franklin and an outstanding group of business and civic advisors, one opportunity has emerged with the potential to dramatically impact the future of our city. One opportunity brings the hope of improving the quality of life in Atlanta for generations to come. This opportunity is the BeltLine—a monumental greenspace, trails, transit and urban redevelopment initiative, unparalleled in size and scope anywhere in the United States.

The BeltLine will redefine Atlanta as we know it, by refurbishing largely under-utilized railroad corridors to create a 22-mile continuous loop of revitalized neighborhoods, linear parks, pedestrian trails and transit in the heart of our metropolitan area. Much more than a rails-to-trails project, the BeltLine will allow for the creation of nearly 1,300 additional acres of protected greenspace inside the city limits. It will encourage healthier lifestyles by providing a safe, welcoming place to exercise and enjoy the outdoors. It will link Atlanta’s historic intown neighborhoods and preserve their unique character. It will spur smart growth with new mixed-use residential, commercial and recreational development occurring in key areas along the BeltLine corridor.

The BeltLine is our city’s future—it will change what Atlanta looks like, where we live, how we get to work, how we are connected to each other, and why we love our city.

Inspired by the 1999 graduate thesis of Georgia Tech student Ryan Gravel, the BeltLine has already gained considerable momentum. Extensive strategic planning efforts, including the Emerald Necklace Study commissioned by The Trust for Public Land, have demonstrated that the project is feasible from virtually every standpoint. Now it is time for the public and private sectors to join forces in an unprecedented collaboration—to bring the BeltLine to life, to demonstrate a new model of smart economic development in this country, and to leave our legacy for the generations of tomorrow.

“I have been in public service for two decades now, and I have never seen a more compelling project than the BeltLine. The parks, trails, transit, affordable housing, and jobs that we are creating now will transform Atlanta—connecting its people and places, its past and future.” ATLANTA MAYOR SHIRLEY FRANKLIN
Northwest

Westside Park
Maddox Park Expansion
Bobby Jones Golf Course
John a. White Park
Perkerson Park
Washington Park
Waterworks
Enotapark
Murphy Crossing
Mechanicsville
Pittsburgh Adair Park
Capitol View Manor
Oakland City
Capitol View
Perrinson Park
Springlake
Channing Valley
Collier Hills
Underwood Hills
Westside Transit
Loring Heights
Home Park
English Avenue
Blandtown
Beltline Transit
Beltline Trail
Beltline Transit

Southwest

Cascade Road
Westview
West End
Westside Transit
Marta Line
Intersate 20
Hunter Hills
Mozley Park
Ashview Heights
Atlanta University
Harris Chiles
Mechanicville
Pittsburgh
Adair Park
Peterson Park
Sylvan Hills
Sylmar Manor
Springlake
Channing Valley
Collier Hills
Underwood Hills
Westside Transit
Loring Heights
Home Park
English Avenue
Blandtown
Beltline Transit
Beltline Trail
Beltline Transit

Marta Line
Intersate 75
Intersate 85
“This is my Atlanta. The northeast quadrant is home to Atlanta’s Piedmont Park—our city’s top spot for outdoor festivals, film series and concerts. As residents of Ansley Park, my family and I have enjoyed this dynamic greenspace for years. When the BeltLine connects Freedom Park to the newly expanded Piedmont Park, these remarkable resources will be more accessible for all of Atlanta’s citizens to enjoy.”
Southeast Atlanta

“Southeast Atlanta is my Atlanta. I can’t wait for the new park to be built near my neighborhood. My friends and I will finally have a place to hang out and show off our moves.”
“The southwest is my Atlanta, and the BeltLine is going to put my community back on the map. Along with new parks and trail connections, the BeltLine will bring economic vitality, affordable housing and jobs to my neighborhood. With new development and short commutes, areas like Oakland City, Pittsburgh and Capitol View will be sought-after places to live again.”
Northwest Atlanta

“This is my Atlanta. Wait until you see the brand-new 300-acre public park and magnificent reservoir lake that will be created out of this granite quarry in northwest Atlanta. Westside Park will be even larger than Piedmont Park. It will be a beautiful place to commune with wildlife or hike trails through an impressive hardwood forest. And all of this will be just minutes from my home near Atlantic Station.”
“When it comes to its parks system, Atlanta has long suffered by comparison to other cities. The opportunity that the BeltLine represents to change that ranking and achieve so many of the benefits of an excellent parks system is nothing short of extraordinary. Based on TPL’s urban parks work in cities around the country, I will tell you that there is no more ambitious and potentially transformative parks-making and city-building activity going on anywhere.”

WILL ROGERS, PRESIDENT, THE TRUST FOR PUBLIC LAND
In July 2005, Mayor Franklin announced the creation of the BeltLine Partnership, an independent 501(c)(3) organization charged with ensuring the success of the BeltLine project. Guided by an impressive Board of Directors and chaired by civic and business leader Ray Weeks, the Partnership is responsible for leveraging private sector resources and relationships that are critically needed now to move the BeltLine from vision to reality. In addition to early-stage resource development, the Partnership is committed to community education, coalition building and advocacy efforts. The BeltLine Partnership’s many accomplishments to date include:

1. Secured the BeltLine’s primary funding source.
   After several months of hard work and due diligence by City officials, the Partnership and the community at large, the BeltLine Tax Allocation District (TAD) was approved by the Atlanta City Council, the Atlanta Public School Board and the Fulton County Commission in November/December 2005.

   The TAD serves as an innovative public funding mechanism for the construction of the BeltLine, allowing the City to issue bonds against future increases in tax revenue. During the 25-year lifespan of the TAD, the City of Atlanta, Atlanta Public Schools and Fulton County will continue to receive a baseline level of property tax revenues. New incremental property tax revenues generated in excess of the baseline established on December 31, 2005 will be used to repay TAD bonds that fund redevelopment costs within the BeltLine. When the TAD expires in 2030, the City, schools and County will receive all tax revenues from the increased tax base resulting from the successful redevelopment of the BeltLine corridor.

   Over its 25-year life, the TAD is anticipated to generate approximately $1.7 billion for land acquisition, greenspace development, multi-use trails, transit, transportation improvements and workforce housing. Some BeltLine TAD funds will also be used for developer infrastructure, environmental brownfield cleanup and/or revitalization of historically underdeveloped areas, as well as for Atlanta Public Schools and Fulton County Libraries projects. The significance of TAD funding cannot be overstated since it represents approximately 60 percent of the BeltLine’s estimated $2.8 billion project costs.

2. Facilitated the acquisition of the largest new park on the BeltLine.
   In Fall 2005, the BeltLine Partnership turned its attention to the uncertain future of the Bellwood Quarry in west Atlanta. In its Emerald Necklace Study, The Trust for Public Land proposed buying and converting the quarry into the largest new BeltLine park and the largest park within the City limits. With the direction of the Mayor and City Council, and with the involvement of key BeltLine leaders, the City of Atlanta closed a deal to purchase the 137-acre property from Fulton County for $15.2 million and to buy out Vulcan Material Company’s long-term mining lease for $25 million. After Vulcan ceases active mining operations within a two-year period, development of Westside Park can then begin. Adjacent properties will be assembled to total approximately 300 acres, creating the largest park in the City—a stunning greenspace surrounding a scenic lake, which will also serve as a much-needed new 1.9 billion gallon reservoir for emergency drinking water.
3. Demonstrated an effective public/private partnership. The BeltLine is one of the biggest economic development projects the City has ever undertaken, and it is the largest, most wide-ranging urban redevelopment currently planned in the United States. It has therefore required tremendous communication and collaboration among many partners, sparked by the need to accomplish as much as possible at an accelerated pace. The Atlanta Development Authority (ADA), the entity that serves as agent for the City to manage the proceeds from the TAD bonds, has worked closely with the BeltLine Partnership throughout the early development of the BeltLine. The ADA was instrumental in engineering the TAD, defining the organizational structure that will support the BeltLine, and developing the work plan that will guide BeltLine implementation over the next five years. The ADA represents the interests of the TAD to ensure that TAD-generated funds are spent as intended, while a new ADA subsidiary, Atlanta BeltLine, Inc. (ABI), has been created to oversee day-to-day development and implementation of the project. ABI is responsible for the planning and execution of the BeltLine, working with contractors and community partners on transit, parks, trails, affordable housing and other development initiatives. ABI staff members also work directly with City departments, including Planning and Community Development, Public Works, Watershed Management, Parks and Recreation, Legal, Finance and others as needed.

4. Built strong coalitions. The BeltLine Partnership is fortunate to be partnering with two of Atlanta’s most respected organizations, The Trust for Public Land (TPL) and the PATH Foundation (PATH). Through these partners, the Partnership is able to tap deep knowledge and experience regarding two of the BeltLine’s most critical aspects: land acquisition and trail building. TPL conducted early feasibility testing of the BeltLine project and laid the groundwork for mile-by-mile planning efforts when it commissioned renowned Yale University urban planner Alexander Garvin to conduct the Emerald Necklace Study in 2004. TPL’s role in the BeltLine project is similar to its role in the very successful Chattahoochee River Land Protection Campaign. It is managing the acquisition of dozens of key parcels along the 22-mile corridor—the most critical and necessary step in creating a continuous BeltLine greenway and adding nearly 1,300 acres of new parks to Atlanta. The PATH Foundation is generating widespread support for what will become the first visible sign of development along the BeltLine corridor—multi-use trails for walkers, runners and bikers of all ages. PATH has a proven track record of building trails on time and under budget, and the organization has already begun planning and construction for various BeltLine trail segments. As evidenced by the Freedom Park Trail in east Atlanta and the Silver Comet Trail northwest of the City, construction of PATH trails provides almost immediate benefits to communities, spurring small business development, neighborhood revitalization and increased real estate values.
The Partnership’s relationships with these partner organizations are governed by Memoranda of Understanding, and BeltLine-related efforts are coordinated through annual work plans developed by each organization. A six-member Funds Allocation Committee, with two members from each of the three organizations (the BeltLine Partnership, TPL and PATH) is in charge of allocating campaign funding for BeltLine land acquisitions, BeltLine trails and other BeltLine expenses.

5. Established a dynamic action-oriented culture. The BeltLine Partnership has achieved much to date with minimal staffing and immense volunteer contributions. Captivated by the BeltLine’s power to transform the City of Atlanta, many talented people from all walks of life have joined the cause.

To underscore the BeltLine’s importance to Atlanta’s future, the Partnership has received a strong endorsement from the Atlanta Committee for Progress (ACP), a group of 30 top CEOs from the most prominent local corporations. ACP members have provided the Partnership with critical funding, invaluable relationships and ongoing support. The Partnership plays a critical role in facilitating dialogue among business, government, civic, faith-based and neighborhood stakeholders, building consensus and coordinating private sector engagement in BeltLine efforts.

“As a lifelong Atlanta resident, I have seen great changes in this city, but I have never seen anything quite like what we are accomplishing now. I have lived or worked in seven of the 45 neighborhoods along the BeltLine, and I can only imagine how new greenspace, paths, and transit will change those neighborhoods and every other area along the 22-mile BeltLine loop. It will connect the dots and bring us together as one Atlanta.”

RAY WEEKS, CHAIR OF THE BELTLINE PARTNERSHIP
Where we are going
Working together, the public and private sectors can accomplish something unprecedented in the history of Atlanta, something that no other U.S. city has the opportunity to undertake at this time. The BeltLine project is multi-faceted and monumental, touching the lives of nearly everyone in the City of Atlanta. It involves 22 miles of railroad right-of-way that will ultimately connect 45 in-town neighborhoods. It covers 6,500 acres of the City’s total land area close to downtown Atlanta and is adjacent to nearly 3,000 acres of under-utilized industrial property. The scope of this effort provides a remarkable opportunity for the BeltLine to create:

- Nearly 1,300 acres of parkland, approximately 40 percent more greenspace than Atlanta has today
- 33 miles of trail, including 11 miles of spur/connector trails
- 22-mile transit loop
- 30,000 permanent jobs
- 48,000 one-year construction jobs
- 12 activity centers around the BeltLine
- $240 million investment in affordable workforce housing

Additional benefits include:
- Historical preservation of homes and neighborhoods around the BeltLine
- Environmental remediation of brownfields in the BeltLine area
- Connection of 45 neighborhoods and 40 new and existing parks previously separated by rail and other obstacles
- Enhancement of MARTA through the BeltLine connections
- Development incentives in historically underdeveloped parts of the city
- Health benefits for Atlantans through increased opportunities for exercise and recreational activity, cleanup of blighted areas that may be causing community health risks, and cleaner air
- Increased focus on park maintenance that will help create a higher standard for the quality of Atlanta’s park system

“The BeltLine Emerald Necklace will change the character of life in Atlanta. It was so persuasive an idea that it took the city 12 months to adopt it. I have never seen a project go from planning to government approval to land acquisition that quickly.”

ALEXANDER GARVIN, PRESIDENT AND CEO, ALEX GARVIN & ASSOCIATES, ADJUNCT PROFESSOR OF URBAN PLANNING AND MANAGEMENT, YALE UNIVERSITY
In 25 years, Atlanta will be truly transformed. New parkland will attract residents and businesses to the urban core, and new trails will provide greater access to the City’s natural resources, schools, libraries, workplaces, and public gathering spaces. With inviting greenspace as the focal point, new construction—including affordable housing opportunities—will naturally result along the BeltLine’s path. New mixed-use development will create a myriad of residential, office, retail and recreational options around the BeltLine. As a result of this emphasis on smart growth, the City of Atlanta will be greener, healthier and much more livable.

The BeltLine also offers great hope for a more connected, stronger city. When most of the rail corridors along the BeltLine were built a century ago, they separated Atlanta’s communities. As the city expanded, the tracks became barriers between areas with different socio-economic backgrounds. Along much of the BeltLine, neighborhoods are also divided by topography, with steep hills and ditches where the railways were built, and different road grids on opposite sides of the tracks. By creating a greenway through these areas, BeltLine neighborhoods will be knitted together as never before—across the tracks and down the line. The BeltLine will connect people to each other and to nature. These neighborhoods will reorient themselves toward their shared greenspace, strengthening these communities and all of Atlanta.

It is exciting to imagine Atlanta’s future and to set goals for where we want to be in a quarter-century, but it is a much greater challenge to develop a viable strategy for accomplishing that vision. The ADA, in close collaboration with the BeltLine Partnership, completed a Five-Year Work Plan for BeltLine development. More than 10,000 residents of the City of Atlanta participated in an electronic and hardcopy survey to shape the vision of the BeltLine. Once the vision was defined, the Work Plan was developed to achieve intended results, with input from technical experts and the general public in community meetings and smaller working sessions.

“neighborhoods embraced the BeltLine concept and have played an active role in supporting the project as it moves toward reality. The BeltLine will connect our communities in a very real way. To know that you can walk from your tree-lined street to a bustling commercial area, where you can catch pedestrian-friendly transit to almost any part of the city—it’s exciting and empowering.”

Ryan Gravel, Originator of the Beltline Concept
The following fundamental principles helped to set priorities and sequence projects:

- **Secure the Right-of-Way (ROW)** — Preserve continuity of the full 22-mile BeltLine ROW
- **Complete critical planning activities early** — Establish a framework for thoughtful build-out of projects
- **Achieve tangible successes within first five years** — Ensure people can enjoy the use of completed projects as early as possible
- **Strive for geographic balance** — Balance projects and investments across Atlanta
- **Ensure financial feasibility** — Ensure future TAD bond proceeds are sufficient to fund project components
- **Maintain strategic reserve** for unforeseen opportunities
- **Be ready to act quickly** to make necessary investments

Each principle is critical to the success of the project and together they lead to specific priorities for BeltLine development. These priorities are in turn translated into specific projects to be undertaken in the first five-year period. The BeltLine Partnership understands that the first stages of implementation are crucial to the project’s overall success. There is a need to produce tangible results and to achieve the greatest possible impact every step along the way.

BeltLine development involves an extremely complex set of variables, and progress must be measured on a project-by-project basis as key segments along the BeltLine corridor are completed. By the end of the first five years, there will be stretches of BeltLine Trails that bikers, walkers and runners can use and BeltLine Parks where children can play. At any point in time, the BeltLine Partnership can provide the most up-to-date information on the prioritization and development of specific green-space and trails projects.
How we will get there

“Atlanta has the right idea. It’s very important that cities and communities go for a big vision. Cities need bold moves and elements to make them exciting places to live.”

Peter Calthorpe, Principal, Calthorpe Associates,
2006 Urban Land Institute J.C. Nichols Prize for Visionaries in Urban Development
In order to accomplish the objectives set out for the first five years, the Work Plan estimates costs to be approximately $427 million. Costs related to Parks and Trails, Right-of-Way/Transit (including the cost to acquire, engineer, and prepare the BeltLine corridor for the construction of trails and transit), Economic Development, Project Support, and Strategic Reserves are all included in this budget. Funding the five-year budget will require revenue from a variety of sources, including significant funding from the private sector. In order to generate these vital funds, the BeltLine Partnership has launched a $60 Million Capital Campaign. Private sector funding will be used for three specific purposes:

**PARK ACQUISITION:** $46 million

The imminent development of the BeltLine is driving speculation to some extent, and there is a sense of urgency to act now before escalating land prices become too prohibitive. Guided by TPL, ABI and other key partners, funds will be used to strategically acquire properties along the BeltLine corridor. The BeltLine Partnership will ensure close collaboration with ABI and the City of Atlanta to jointly identify which parcels are best suited for BeltLine Parks.

**TRAIL CONSTRUCTION:** $7 million

PATH trails will represent the first connections between destinations along the BeltLine and will allow the community to envision the exciting future of this project. While it may take the entire 25-year period to develop BeltLine transit, the 33-mile BeltLine trail system may be completed in approximately ten years.

**OPERATING EXPENSES:** $7 million

The BeltLine Partnership has been able to secure initial seed funding, but there is a great need to sustain its operations over the next five years, as well as fund the BeltLine-related operating expenses to be incurred by TPL and PATH. The success of the BeltLine depends on understanding the vital roles of the BeltLine partners and supporting the leadership of these organizations.

Through the BeltLine Partnership’s capital campaign, Atlanta’s philanthropic community can immeasurably contribute to the livability of our city, setting aside precious greenspace along the BeltLine corridor and developing parks and trails for everyone to enjoy.

Funds raised in this campaign will be expended within the next three to five years, and the private sector’s investment will be leveraged many times in its impact. Beginning in 2011, it is anticipated that public funding streams from the TAD and other government sources will be sufficient to cover the majority of project costs for the subsequent twenty years.

It should be noted that public funding will be used to finance BeltLine transit, right-of-way acquisition and preparation, economic development incentives, contingencies and project costs. Public funding will also contribute to additional acquisition and development of parks and trails as needed.
“In many ways, the BeltLine has rekindled the best of Atlanta: a hopeful sense of vision balanced by common sense.”

LYLE HARRIS, THE ATLANTA JOURNAL-CONSTITUTION
Why we need you on the journey

“By investing in the BeltLine, we have a chance to redefine the city of Atlanta, to make it a more livable place. We must take advantage of this once-in-a-lifetime opportunity.”

JIM KENNEDY, CHAIRMAN AND CEO, COX ENTERPRISES, INC.
The involvement of the philanthropic community in the BeltLine Partnership’s $60 Million Capital Campaign is essential because:

Private funds are required to achieve the Work Plan’s five-year goals for Parks and Trails. Of the $427 million budgeted for all BeltLine initiatives specified in the Five-Year Work Plan, $180 million was designated specifically for Parks and Trails. Public sources of funding (including TAD funds, greenspace opportunity bonds, federal dollars and watershed management funds) will finance approximately 70 percent of the required amount. Private dollars, which are anticipated to fund $53 million of land acquisition and trail construction, are critical to ensure that the BeltLine is able to pursue and achieve its five-year greenspace goals.

Private funds will provide leverage to secure significant funding from additional sources. Private funding for Parks and Trails is projected to provide 12 percent of the total $427 million budget for the next five years of BeltLine development. While this percentage may seem small, private funding is absolutely critical because of its ability to leverage the short-term and long-term public funds that will be required to support the rest of the project. Demonstrating private support is essential to strengthen the case for state and federal funding. Initial feedback from state and federal authorities has been encouraging; key leaders are recognizing the great potential of this project. In fact, $21 million in federal funds have already been committed for BeltLine right-of-way acquisition, trail development, engineering and environmental impact statements. In order to secure the significant level of state and federal funding that may be required long-term, we need to demonstrate that we have tapped all local resources and that the private sector has made a quantifiable difference.

Private funds will ensure that the voice of the private sector is heard. Only the contribution of private funds to the BeltLine will guarantee the inclusion of key community leaders as critical decisions are made regarding the BeltLine and its future. Philanthropic contributions will secure the private sector’s involvement in strategy development and execution as well as the land acquisition process and will provide important leverage with the City.
It is not an exaggeration to say that now, in the first decade of the 21st century, the stars have aligned in Atlanta. The City is benefiting from a confluence of great civic leadership unlike any other in its history. During this remarkable time, it is possible to achieve real and lasting change. It is possible to put the infrastructure in place so that a project as immense and challenging as the BeltLine can be developed from concept to completion in the next 25 years. It is possible to give the BeltLine the momentum that it needs, so that it stays on track and cannot be derailed in the years to come.

Here in our city, we have an incredible wealth of resources. Beyond financial capacity, we also have the vision, talent, leadership and commitment to make the BeltLine project a success, if we choose to make it our priority. We can shape the future of Atlanta. We can build a greener, healthier city, and we can forever strengthen our community.

Led by Campaign Co-Chairs Jim Kennedy, Phil Kent, Herman Russell and Ray Weeks, the BeltLine Partnership’s Capital Campaign represents an extraordinary opportunity for the private sector to provide much-needed support for the BeltLine. With your help, this history-making project will succeed. And it will undeniably be the greatest achievement of our generation, a true gift for those who follow.

The wheels of change have already started turning. It is up to all of us to keep the momentum going.

Now we must decide: Parks or pavement? Transit or traffic? Smart economic growth or poorly planned development? Connectedness or continued sprawl?
The answer is up to us.

Please join us.

For more information on how you can help the BeltLine succeed, please call us at 404.446.4400.