Reflecting Back, Moving Forward:
Five Years of Bringing the Vision to Life

Agenda

• Welcome & Open House
• ABI CEO Update
• Community Engagement Update
• Design & Construction Update
• Transit Update
• Atlanta BeltLine Partnership Update
• Q&A

December 15, 2011
Reflecting Back, Moving Forward:
Five Years of Bringing the Vision to Life

December 15, 2011

Agenda

• Welcome & Open House
• ABI CEO Update
• Community Engagement Update
• Design & Construction Update
• Transit Update
• Atlanta BeltLine Partnership Update
• Q&A
The Atlanta BeltLine is in the heart of the Atlanta region & utilizes historic freight rail ROW circling the City.
• Connects 45 neighborhoods

• 22% of City of Atlanta population lives in the Atlanta BeltLine planning area

• 19% of the City’s land mass is inside the Atlanta BeltLine planning area

• 40% increase in Atlanta’s parkland

• 6,500 acre TAD
you are here.
Comprehensive Concept
Key Elements

Transit
22-mile loop

Parks
1300 new acres

Trails
33 miles

Economic Development
30k jobs

Affordable Housing
5,600 Units

Historic Preservation

Public Art & Urban Design

Environmental Clean-up
1100 acres
How Does The Atlanta BeltLine Happen
Public Private Partnership

- Public side
  - Formed by Atlanta Development Authority
  - Planning, design, implementation and engaging residents in these processes

- Private side
  - Awareness and education
  - Raises private funding
  - Social Impacts

- PATH Foundation
- Trust for Public Land
- Trees Atlanta
- MARTA
- Piedmont Park Conservancy
- Many others

- Parks, Recreation and Cultural Affairs
- Planning and Community Development
- Public Works
- Watershed Management

- City of Atlanta’s Economic Development Arm
- Manages affordable housing programs
- $1.7 billion in local bond financing

- Public input
- Grass roots support
- Volunteering
Construction Update

Under Construction:
• Eastside Trail (2012)

Completed:
• Historic Fourth Ward Park (5-2011)
• Skate Park (6-2011)
• Boulevard Crossing Park (9-2011)
• D.H. Stanton Park (5-2011)
• West End Trail Phase I (10-2008)
• Northside Trail Opened (4-2010)
• West End Trail Phase II (6-2010)

- Trails
- Parks
Year in Review: Parks
Historic Fourth Ward Park
Year in Review: Parks
Historic Fourth Ward Skatepark
Year in Review: Parks
D.H. Stanton Park
Year in Review: Parks
Boulevard Crossing Park
Year in Review: Affordable Housing
Lofts at Reynoldstown Crossing

• Formerly distressed development in receivership

• Now 28 new affordable homes on the Atlanta BeltLine

• First ever affordable housing drawing in the City of Atlanta (Dec. 10)

• All 28 new homes under contract
Year in Review: Affordable Housing Downpayment Assistance

Buy a home on the Atlanta BeltLine with Downpayment Assistance!

- **21** downpayment assistance closings in 2011
- **53** downpayment assistance closings in total
- Closings all around the Atlanta BeltLine

- Primarily townhomes and condominiums
- Up to 20% of purchase price of the home
- Household must earn less than $71,800 for 1-2 person household or $82,000 for a 3+ person household
- Sales price must be under $252,000
- Up to 30% of the purchase price for Atlanta Public Schools, Fulton County, and City of Atlanta employees.
- To learn more, visit [homes.beltline.org](http://homes.beltline.org), or call Tracey Powell at ADA at 404.614.8280
Art on the Atlanta BeltLine 2011

- Once again, the largest temporary public art exhibit Atlanta’s history with a **30% increase** in the number of funded projects
- **45 visual and 22 performance pieces** across 39 events
- Brought thousands of people into Atlanta BeltLine hiking trails and parks
Art on the Atlanta BeltLine 2011
Year in Review: Grants
New Funding

Transportation and livability:
• **$4,000,000** ARC Livable Centers Initiative Grant awarded to ABI for streetscape improvements and connections to Atlanta BeltLine Corridor from Ponce de Leon Ave.
• **$782,640** Transportation, Community, and System Preservation Grant awarded to ADA for Ponce City Market bike & pedestrian bridge
• **$562,399** Federal Transportation Enhancement Grant through GDOT awarded to ADA for West End Trail Northern Extension

Art:
• **$10,000** Sarah Giles Moore Foundation grant awarded to ABLP for Art on the Atlanta BeltLine
• **$3,000** Fulton County Arts Council Grant awarded to ABI for Art on the Atlanta BeltLine
Year in Review: Awards

- **Atlanta Urban Design Commission (AUDC)** awards for:
  - Art on the Atlanta BeltLine
  - Historic Fourth Ward Park
- **Georgia Planning Association (GPA) Chapter** Awards, Great Places in Georgia-Public Spaces for D.H. Stanton Park
- **Georgia Engineering Alliance** Engineering Excellence Award for Historic Fourth Ward Park
- **American Council of Engineering Companies** Award for National Engineering Excellence for Historic Fourth Ward Park
- **Creative Loafing** Best of Atlanta Awards for:
  - Best New Thing (HFWP & Skatepark)
  - Best Pop up Art Space
  - Best Skate Park
- **Atlanta Magazine** Best of Atlanta Award for Best New Urban Oasis (HFWP)
Reflecting Back, Moving Forward:
Five Years of Bringing the Vision to Life
December 15, 2011

Agenda

• Welcome & Open House
• ABI CEO Update
• Community Engagement Update
• Design & Construction Update
• Transit Update
• Atlanta BeltLine Partnership Update
• Q&A
Community Engagement Update
Subarea Master Plans

• 9 out of 10 Subarea Master Plans adopted by City Council

• Subarea 8 Draft Master Plan complete- adoption anticipated Q1 2012
Advisory Board Updates:

- TADAC
- BAHAB
Communications Update

Website
• More than 220,000 visits to beltline.org, approximately 20% increase over 2010 traffic.
  • Launched homes.beltline.org

Facebook
• 8,200+ fans on Atlanta BeltLine Official Facebook page, a 64% increase over 2010
  • 725 fans for Art on the Atlanta BeltLine fan page in year 1.
  • 250 fans for Atlanta BeltLine Running series in year 1.

Twitter
• 4,300+ followers, a 72% increase over 2010

eNewsletter
• 13,000+ recipients of email newsletters – up from 10,000 subscribers in 2010
NEW!
• AtlantaBeltLineBlog.com

Coming in 2012:
• New Website!!!
Reflecting Back, Moving Forward:
Five Years of Bringing the Vision to Life

December 15, 2011

Agenda

• Welcome & Open House
• ABI CEO Update
• Community Engagement Update
• Design & Construction Update
• Transit Update
• Atlanta BeltLine Partnership Update
• Q&A
Design and Construction Update
Corridor Design – Eastside

- Kennedy Overpass
- Hulsey Yard
- Glenwood Split
- Reynoldstown Gardens
- The Narrows
- Angier Overlook
- North De Leon
- Magnolia Straightaway
- Kanuga Square

Atlanta BeltLine
Design and Construction Update
Corridor Design – Eastside
Design and Construction Update
Corridor Design – Eastside
Design and Construction Update
Corridor Design
Design and Construction Update
Corridor Design – Eastside
Design and Construction Update
Corridor Design – Eastside
Design and Construction Update
Corridor Design – Eastside
Design and Construction Update
Corridor Design – Eastside
Design and Construction Update
Corridor Design – Eastside
Design and Construction Update
Eastside Trail Construction
Design and Construction Update
Eastside Trail Construction
Design and Construction Update
Eastside Trail Construction – Edgewood Bridge
Reflecting Back, Moving Forward: Five Years of Bringing the Vision to Life

Agenda

• Welcome & Open House
• ABI CEO Update
• Community Engagement Update
• Design & Construction Update
• Transit Update
• Atlanta BeltLine Partnership Update
• Q&A
The Portland Streetcar Passing Through a Park Near Portland State University
Key Transportation Connections

- Downtown Atlanta circulation from MARTA
- Midtown Atlanta circulation from MARTA
- Georgia Tech
- Georgia State
- Piedmont Park
- Carter Center
- MLK Jr. National Historic Site
- Centennial Olympic Park/Georgia Aquarium/World of Coke
- Georgia World Congress Center/Philips Arena
Transit Implementation Strategy
Process To-Date

• Prepared a conceptual network of 19 interconnected streetcar corridors
• Identified candidate corridors for implementation in the 2012 – 2022 time frame
• Continuous community engagement
  • Citywide Conversation, February 17th
  • Study Groups, March 7th-28th
  • Peak Democracy Online Survey, March
  • SAC/TAC Meeting, April 15th
  • SAC/TAC Meeting, June 15th
  • Citywide Conversation, June 30th
  • SAC/TAC Meeting, September 23th
  • Citywide Conversation, Dec. 1st
Recap of Citywide Conversation on December 1...

- Status of Transportation Referendum and overview of City transit projects
- Update on the Transit Implementation Strategy (TIS) stakeholder public input
- The TIS evaluation process and results to date
- The nine transit segments undergoing detailed analysis
Transit Implementation Strategy
Corridor Refinement Process

- **EVALUATE** Transit Corridors
- **ANALYZE** Corridor Segments
- **PRIORITIZE** Constructible Projects
Identify Nineteen (19) transit concept corridors based on:

- Corridors established as part of Connect Atlanta Plan, Concept3, Atlanta BeltLine DEIS
- Known origins, destinations, and travel patterns
EVALUATE

Evaluate concept corridors based on 5 guiding principles:

**Project Readiness**
- Consistency with Connect Atlanta goals based on project ranking tiers
- Capital cost per route mile

**Practicality / Ridership**
- Employment served
- Population served
- Projected ridership

**Equity**
- Serves transit dependant population
- Average current transit travel time from corridor to major employment centers

**Financial Leverage**
- Federal funding opportunities based on cost per rider
- Potential capital and operations partners (universities, major businesses, CID, replacing existing bus or shuttle service)

**Development Impact**
- Percent of alignment in economic development area
- Redevelopment potential based on parcel utilization
EVALUATE

Evaluate concept corridors based on 5 guiding principles:

- Project Readiness
- Practicality/Ridership
- Equity
- Financial Leverage
- Development Impact
DEFINE segments for detailed analysis based on:

- Results of corridor evaluation
- Analysis of corridor segments
  - Public support and input
  - Funding opportunities
  - Leveraged transit infrastructure investments
  - Connectivity to downtown streetcar and potential maintenance and storage facility sites
ANALYZE

★ You Are Here

Analyze segments to define scope of Near Term Projects based on:

• Financial Analysis
• Ridership Estimates
• Conceptual Engineering
• Fatal Flaws Analysis
Transit Implementation Strategy
Corridor Segments for Detailed Analysis

Why Selected?

- Supported by public input
- Serve many of the highest-rated corridors according to evaluation based on guiding principles
- Allows for an optimized, logical expansion of Downtown Streetcar that leverages investments over time
- Allows for development of maintenance and storage facility
Transit Implementation Strategy
Selected Segments for Detailed Analysis

1. Luckie / Irwin
2. North Ave / Hollowell
3. Eastside - Piedmont Park
4. Southwest – RDA
5. Southwest – Oakland City
6. Eastside – Glenwood Park
7. Fair Street
8. Pryor Road / Capital Avenue / Georgia Ave
9. 10th Street
PRIORITIZE

★ Winter 2012

Prioritize Near Term Projects for implementation in 5 years based on:
• Public / Political Input
• Funding Capacity
• Analysis of Near Term Segments
Transit Implementation Strategy

Next Steps

• Finish Analyzing Segments
• Prioritize Projects
• Complete Community Engagement
  • Winter 2012 Citywide Update
• Develop Public Review Draft
• City of Atlanta Review, Approval and Adoption Process
Reflecting Back, Moving Forward:
Five Years of Bringing the Vision to Life
December 15, 2011

Agenda

- Welcome & Open House
- ABI CEO Update
- Community Engagement Update
- Design & Construction Update
- Transit Update
- Atlanta BeltLine Partnership Update
- Q&A

Atlanta BeltLine Quarterly Briefing

December 15, 2011
Atlanta Beltline Partnership
2011 Year in Review

Awareness, Education & Ownership

Launched Running Series (Run.BeltLine.org):
• Northside 5K: 375+ Runners
• Southwest 5K: 425+ Runners
• Eastside 10: ~900 Runners

Adopt-the-Atlanta BeltLine
• Adopt-the-Atlanta BeltLine
  • Added 6 new segments
  • 64 cleanups = 1,100 volunteers = 3,205 volunteer hours
• Additional Corporate Group clean-ups by Atlanta Public Schools, Federal Reserve of Atlanta, Turner Broadcasting and Beazer = 1,450 hours

Educated Thousands of Residents:
• Surpassed 12,250 total tour participants; Over 2,600 participants on tours in 2011
• 1,000+ people heard Atlanta BeltLine 101
• Info at more than 32 festivals and events
• Eight Atlanta BeltLine Ambassador days
Connected People through Events:
• Four park openings and other special events
• Continued and expanded annual events
  • Atlanta BeltLine Night at the Braves
  • Atlanta BeltLine Bike Tour
  • Earth Day Clean-Up
  • Culinary Fight Night
  • Party at Ponce
  • Volunteer Night
Atlanta BeltLine Capital Campaign

- $37.8 million raised from 100+ donors
- $26.6 million spent or committed to parks and trails

Atlanta BeltLine Annual Campaign

- More than $91,000 raised from 110+ donors in 2011

Addressing Social Impacts

- Atlanta Land Trust Collaborative offers permanent affordable housing:
- Connecting residents to employment opportunities
- Health
Reflecting Back, Moving Forward:
Five Years of Bringing the Vision to Life

December 15, 2011

Agenda

• Welcome & Open House
• ABI CEO Update
• Community Engagement Update
• Design & Construction Update
• Transit Update
• Atlanta BeltLine Partnership Update

• Q&A