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

March 20, 2012

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
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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

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

- Public input
- Grass roots support
- Volunteering

- Partners
- Community

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

- Trust for Public Land
- Trees Atlanta
Atlanta Beltline Construction Progress to Date

Under Construction:
1. Eastside Trail

Completed:
2. Historic Fourth Ward Park
3. Skate Park (Cox Parcel)
4. Boulevard Crossing Park
5. D.H. Stanton Park
6. West End Trail Phase I (October 2008)
8. West End Trail Phase II (June 2010)
Business Opportunity Forums
AGL Headquarters, February 29 (Design) & March 6 (Construction)

- Over 200 MBE/FBE/DBE design & construction firms participated

- Doug Hooker, Executive Director of the Atlanta Regional Commission, provided an overview of the 150+ Atlanta Region projects

- A panel provided information on DBE certification and procurement for their respective jurisdictions

- Partnered with the Greater Atlanta Economic Alliance, Atlanta Business League, Urban League of Greater Atlanta, Greater Women’s Business Council, and the Georgia Minority Supplier Development Council
The goal of the symposium is to advance the discussion of how we want to take care of our public and private spaces

More than 140 attendees (56% increase in attendance)

This event was made possible with the support of many sponsors: Ed Castro Landscape, Atlanta Botanical Garden, Reeves Contracting Company, Georgia Organics, Arboguard Tree Specialists, Turner Foundation, Pond, and Perkins+Will.
President & CEO Update

New Team Members

JENNY PITTAM, Communications Coordinator
• Veteran of the U.S. Army who served in Germany, Kuwait and Iraq
• Worked as the Marketing Manager for The Zac Team and The BeltLine Team real estate group
• Began volunteering with the Atlanta BeltLine Partnership in 2007 and
• Currently serves on the Art on the Atlanta BeltLine committee
• Graduated summa cum laude from Washington University in St. Louis on an ROTC scholarship

BRIAN HOOKER, Director of Real Estate
• 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
• Previously was the Director of Real Estate Consulting at CBRE
• 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
• 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
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Community Engagement Update
Subarea Master Plans

• All 10 Subarea Master Plans adopted by City Council!

• Subarea 8 Master Plan adopted on 3/19/12
Community Engagement Update

Advisory Boards

• Draft Environmental Justice Policy

• Advisory Board Updates:
  o TADAC
  o BAHAB

• Upcoming Meetings and Events
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Art on the Atlanta BeltLine 2012

- Atlanta’s largest temporary art project returns this fall
- Call for Artists is out! **Deadline is April 16** – art.beltline.org
- Exhibition from September 8 through November 12
Art on the Atlanta BeltLine 2012
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Atlanta BeltLine Quarterly Briefing

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Transportation Referendum Project Definitions
Detailed Segment Map (~14.5 New Miles Total)

Referendum/TAD Funded
- TIS 1W - Downtown Streetcar West Extension
- TIS 2 – Crosstown/Midtown

Referendum/Federal/TAD Funded
- TIS 1E - Downtown Streetcar East Extension
- TIS 3 – Atlanta BeltLine East
- TIS 4 – Atlanta BeltLine West
- TIS 5 – Atlanta BeltLine Southeast
- TIS 6 – Atlanta BeltLine Southwest
• 0.9 mile extension of Atlanta Streetcar to connect to GWCC and Georgia Tech
• Luckie Street is a potential alignment
• Would connect to the Peachtree Center MARTA station
3.9 mile east-west line from Bankhead MARTA to Ponce City Market (City Hall East)

North Avenue/Ponce De Leon alignment option recommended in previous studies directly serves south Midtown

Alternative alignment being considered along 10th Street
Referendum Projects – TIS 4 and 6
Atlanta BeltLine West

- 4.9 Miles north south line connecting Westside and southwest Atlanta with Central Business District
- Multiple connections to Midtown and Downtown via MARTA, Atlanta Streetcar Extension West & Midtown/Crosstown Line
- Includes infill station on MARTA Line at Joseph E. Boone Boulevard
Referendum Projects – TIS 1E, 3 and 5
Atlanta BeltLine East

• 4.9 Miles north south line connecting Eastside and southeast Atlanta with Central Business District

• Multiple connections to Midtown and Downtown via MARTA, Atlanta Streetcar and Midtown/Crosstown Line

• Includes service to Piedmont Park, Ponce City Market (City Hall East) and Historic Fourth Ward Park
Routes will connect destinations and provide for seamless connections

- Yellow highlights a potential single seat ride route from Piedmont Park to Downtown
- No transfers required
- Atlanta BeltLine and Atlanta Streetcar use the same vehicles and systems
Transportation Referendum
Technology Considerations for Atlanta BeltLine

Wire-free Technology

[Images of different tram systems]
Transit Implementation Strategy
Status Update

Winter 2011
Summer 2011
Winter 2012
Summer 2012

Study process is here
Transit Implementation Strategy
Status Update

- Detailed Technical Analysis Wrapping-Up
  - Ridership
  - Economic impact
  - Equity
  - Cost estimates
  - Conceptual engineering
  - Stakeholder and public input on alignment alternatives
Transit Implementation Strategy
Next Steps

• Finish Prioritizing Projects (March)
• Complete Financial Analysis (March)
• Document Plan (March - April)
• Complete Community Engagement (April - May 2012)
• ABI Board Approval (May or July 2012)
• Submit to City (Fall 2012)
Awareness, Education & Ownership

Running Series (Run.BeltLine.org):
- 2012 Title Sponsor: Internal Data Resources
- Northside 5K – Saturday, April 28 @ 8am at Tanyard Creek Park
- Monthly Run Club: Thursday, March 22 @ 6:30pm at Park’s Edge

Adopt-the-Atlanta BeltLine (Adopt.BeltLine.org):
- Only 3 spots remain!
- Totals-to-date: 3,400 hours and 1,160 volunteers.

Atlanta BeltLine Tours (Tours.BeltLine.org):
- New process: tours open on 15th of each month
- Demand remains strong
Awareness, Education & Ownership

**ABI & ABLP Expanded On-Line Following:**

**Facebook**
- 9,100+ fans on Atlanta BeltLine Official Facebook page
- 800+ fans for Art on the Atlanta BeltLine fan page
- 400+ fans for Atlanta BeltLine Running series page

**Twitter**
- 5,000+ followers

**eNews**
- 14,200+ recipients of email newsletters

**Website Traffic**
- More than 43,000+ visits to [beltline.org](http://beltline.org)
- January 2012 contained 5th highest traffic day ever
Addressing Social Impacts

- Creating permanently affordable housing through the Atlanta Land Trust Collaborative (ALTC)
  - 3 ALTC homes under contract at the Lofts at Reynoldstown Crossing
  - 3 ALTC homes in the Pittsburgh Community are under renovation
  - Prefabricated, energy efficient homes in Reynoldstown slated for fall.

- Working with 40+ partners to improve the efficiency of the employment system around the Atlanta BeltLine for the benefit of employers, job-seekers and the environment

Atlanta BeltLine Partnership Capital Campaign

- $38 million raised from 110+ donors
- $33.6 million spent or committed to parks, trails, and ABLP programs

Atlanta BeltLine Partnership Annual Campaign

- Funds ABLP Awareness, Education & Ownership programs, Social Impact programs, and our stewardship of private sector resources
- More than $196,600 raised from ~150 donors and special events in 2011
- $545,000 goal for 2012
Connecting People through Events:
• Atlanta BeltLine Night at the Hawks: Wednesday, April 18 vs. Detroit Pistons
• Earth Day on the Atlanta BeltLine: Saturday, April 21
• Atlanta BeltLine Northside 5K: Saturday, April 28
• Atlanta BeltLine Bike Tour: Saturday, May 5

Volunteer Opportunities
• Festival season begins in April
• Atlanta BeltLine Ambassadors
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