Atlanta BeltLine Quarterly Briefing

First Quarter // March 7, 2013
// Agenda

• Welcome
• Atlanta BeltLine, Inc. Update
• Atlanta BeltLine Partnership Update
• Stakeholder Presentation – Trees Atlanta
• Q & A
Where is the Atlanta BeltLine?

- In the heart of the Atlanta region
- Connects many of Atlanta’s cultural destinations
- Utilizes historic freight rail rights of way around the center of town
// Opportunity for Significant Impact

- Connects 45 neighborhoods
- 22% of City of Atlanta population lives in the planning area
- 19% of the City’s land mass is inside the planning area
- 40% increase in Atlanta’s parkland
- 6,500 acre TAD
// The Atlanta BeltLine: Key Elements

- Parks and Arboretum
- Trails
- Transit & Transportation Infrastructure
- Jobs & Economic Development
- Affordable Workforce Housing
- Streetscapes & Public Art
- Historic Preservation
- Environmental Clean-up
ABI Update

Lisa Y. Gordon
Interim Leader & COO
• **20 year plan** in five year increments to serve as a living document

• **Long range strategic plan**

• **Evaluation / Prioritization** of the project’s core “workstreams:”
  - Transit
  - Trails
  - Parks

• **Program Components**
  - Brownfields, Jobs Policy, Affordable Housing, Economic Development, and Public Art
1\textsuperscript{st} Round of Engagement: November 2012 – February 2013

- 578 community members engaged through 8 public meetings and online surveys
  - Shared how the implementation plan will be shaped and formulated
  - Shared what criteria we will be used to prioritize projects.
  - Obtained community input on the project criteria and understand community priorities
Draft Prioritization Criteria Based on Community Input

**TRANSIT**
- Project Readiness
- Development Impact
- Equity
- Practicality/Ridership
- Financial Options

**PARKS**
- Project Readiness
- Development Impact
- Equity
- Consistent with City goals
- Financial Options

**TRAILS**
- Project Readiness
- Development Impact
- Equity
- Leverage Existing Greenspace
- Financial Options

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**Phase 1:** Situation Review
**Phase 2:** Stakeholder Advisory and Citywide
**Phase 3:** Funding Analysis (ongoing)
**Phase 4:** Priorities Matrix
**Phase 5:** Stakeholder Advisory and Citywide
**Phase 6:** Finalize Plan
**Phase 7:** Publicize Plan
Second Round of Public Engagement:

- Summary of public input to date (Information Register, FAQs, and Survey Information)
- Draft project priorities matrix presentation

Study Group Meeting dates:

- Northeast Study Group: Thursday, March 14th
- Westside Study Group: Monday, March 25th
- Southwest Study Group: Thursday, March 28th
- Northside Study Group: Monday, April 1st
- Southeast Study Group: Monday, April 8th

More info online at [http://events.beltline.org](http://events.beltline.org)
• **Funding**
  - ABI is working in coordination with the City of Atlanta and the Atlanta Regional Commission to take the next steps in the federal transit funding process.

• **Next Steps**
  - Initiate a Tier 2 Environmental Review of the Atlanta BeltLine
    - *Tier 2 Environmental Reviews will examine the Atlanta BeltLine West and East corridors*
  - This is the final phase of the environmental process.
    - *Phase One, the Tier 1 EIS was completed in conjunction with MARTA in August 2012.*
    - *Tier 1 EIS studied the 22-mile Atlanta BeltLine corridor.*
• **Environmental Assessment (EA) Studies**

• **Study Areas**
  - Atlanta BeltLine West corridor - From the West End MARTA area to the Bankhead MARTA area
  - Atlanta BeltLine East corridor - From Glenwood Park area to the Piedmont Park area
  - Studies will kickoff Summer 2013 with a public community engagement process
• Environmental Assessments

• Study Goals
  ▪ Atlanta BeltLine West corridor - Identify which MARTA Stations to connect to at either end of the project
  ▪ Atlanta BeltLine East corridor – Identify how to cross Hulsey Yard and connect to MARTA
  ▪ Identify and minimize potential impacts from transit construction and operations
  ▪ Integration with proposed extensions of the Downtown Atlanta Streetcar and crosstown streetcar routes
• 3rd annual symposium

• **Monday, March 11th**
  8 a.m. – 4 p.m.
  Atlanta Botanical Garden

• Renowned speakers include
  Dr. Clint Waltz and Dr. Michael Dirr from the University of Georgia

• Register today at
  www.beltline.org
Art on the Atlanta BeltLine

• Atlanta’s largest temporary art project returns this fall

• Call for Artists is out! **Deadline is April 10** – [art.beltline.org](http://art.beltline.org) for details

• Exhibition from September through November

• Upcoming information sessions start on March 9
Railroad Artifact Sculpture

- Solicited Request for Proposals to construct sculpture from welded railroad artifacts
- Funding provided by the International Interior Design Association
Developer Incentives

- Committed $1.4M for 43 units of housing for seniors in Reynoldstown
- $2.8M available for affordable housing development incentives

Mixed Income TOD Implementation Strategy

- Enterprise Community Partners, BAHAB and Bleakly Advisory Group
- Analysis of existing housing and households
- Tools for ABI and developers to maximize impact of the Trust Fund
- Website with report and resources available in spring
• GDOT will begin resurfacing Ponce de Leon Ave from Juniper to Briarcliff this summer and will incorporate bike lanes

• ABI is working with GDOT to begin design work on the streetscape project along Ponce de Leon Ave between Boulevard Avenue and Freedom Parkway

• ABI is finalizing our contract with the selected bidder to design on the Atlanta BeltLine corridor, between the Eastside Trail and Ponce City Market
Southwest Connector Trail

• Groundbreaking took place January 12, 2013

• The PATH Foundation is opening the trail in early May (ribbon cutting date TBD).

• The trail runs along the southern boundary of Westview Cemetery from the ends of Westwood and Rogers Avenues to Lionel Hampton Trail, with a spur to Beecher Elementary on Bollingbrook Drive.
// ABI Update – Construction

[Images of construction site and map]
Edgewood Bridge Replacement Project

- ABI is working in partnership with the City of Atlanta Department of Public Works.

- Works begins Monday, March 18. Demolition and reconstruction will continue through April 2014.

- Edgewood Avenue between Randolph St. and Krog St. will be closed where it crosses over the corridor.

- The detour routes are Irwin St. and DeKalb Avenue for east-west traffic.

- Open for business signs will be posted for business owners located near the construction zone.

Detour info: construction.beltline.org
Eastside Trail Construction Update

• Improved lighting at more than 20 locations installed by Georgia Power
• Additional lighting being installed or adjusted by nearly 10 adjacent property owners
• Additional security cameras being installed this month
• Working with DPW to install new lighting under bridges (Freedom, Highland, Virginia)
• Increased APD presence
Eastside Trail Landscaping Plan

• The installation of over 100,000 native grass plugs is underway on the west side of the Eastside Trail by Trees Atlanta

• Upon completion of installation, these plantings will require no irrigation and minimal care

• Volunteers needed March through May
Eastside Trail through Reynoldstown

- Construction of the privately funded multi-use trail between Irwin Street and Memorial Drive will begin this summer
- Bicycle improvements will be added along Wylie Street
- Trail will including lighting and security cameras at entry points
Eastside Trail Gateway

• Design is underway for the connection between Eastside Trail and Historic Fourth Ward Park

• Construction is scheduled to begin this summer for a duration of 8 to 10 months
Allene Urban Farm

- 3.8 acres of planting area (located on Allene Avenue)
- Farm design completed and land disturbance permit received
- Request for Proposals for grading and stormwater management planned for late March 2013

2008: prior to demolition  2011: after demolition
Southwest Corridor Design

- The Georgia Department of Transportation design process is starting for the federally-funded multi-use trail between Lena Avenue (Washington Park) and Allene Avenue.
- Design and right-of-way acquisition is scheduled to take 18 months.
- Construction scheduled to start in the next 3-4 years and take approximately two years for completion.
// Atlanta BeltLine Partnership Update

Rob Brawner
Program Director
2013 Running Series (Run.BeltLine.org):

• Active Lifestyle Challenge
• Northside 5K + 1K Kids Race – April 27th
• Southwest 5K – July 13
• Southeast 8K – Sept. 18
• Eastside 10K – Dec. 7
• Monthly Run Clubs – 50-100 participants

Adopt-the-Atlanta BeltLine (Adopt.BeltLine.org):

• 1,600+ hours in 2012
• 170+ hours in Q1 2013
• Earth Day – April 20th
Atlanta BeltLine Tours
(Tours.BeltLine.org):

• Walking Tours with Trees Atlanta
  ▪ Tour reservations open March 20 for April tours
  ▪ Fridays and Saturdays at 10 a.m.
  ▪ Limited to 20

• Bus tours are hot! Seats fill within hours of reservations opening on the 15th of each month
Website Traffic

• 63,458 visits to Beltline.org
  ▪ A 71% increase in traffic over one year previous: Q1 2012

Facebook

• 13,200 fans
  ▪ a 6.5% increase over Q3 2012
  ▪ a 47% increase over one year previous: Q1 2012

• 1,800 fans for Art on the Atlanta BeltLine fan page
  ▪ a 6% increase over Q4 2012
  ▪ a 125% increase over Q1 2012

• 1,400 fans for Atlanta BeltLine Running series page
  ▪ a 17% increase over Q4 2012
  ▪ A 250% increase over Q1 2012

Twitter

• 8,900 followers,
  ▪ a 14% increase over Q4 2012

eNews

• 16,300 recipients of email newsletters
Addressing Social Impacts

• Forming workforce partnership in healthcare with Atlanta CareerRise, Georgia Department of Labor, Center for Working Families, New Hope Enterprises, Manpower, and Atlanta Technical College

• Atlanta Land Trust Collaborative continues to focus on creating permanently affordable housing around the Atlanta BeltLine

Atlanta BeltLine Partnership Capital Campaign

• $41.1+ million raised from 110+ donors

• Raising funds for southern extension of Eastside Trail and targeted projects along southern and western parts of the Atlanta BeltLine
Volunteer Opportunities

- **Festivals:** Season begins April 2013. Visit Volunteer.BeltLine.org to register
- **Ambassadors:** Recruiting distribution officers (Ambassadors.BeltLine.org)
- **Speakers Bureau:** New speakers currently training
- **Corporate/group clean-ups**
- **Volunteer Training:** 2nd Wednesday @ 5:30 p.m. and 3rd Friday at noon
- **Running Series:** Pre-race and race-day opportunities

Southwest Atlanta BeltLine Ambassador

- Shantae Robinson
Trees Atlanta’s Mission

Trees Atlanta is a non-profit citizens' group, dedicated to protecting and improving our urban environment by planting and conserving trees. We also educate the public about the importance of trees.
Arboretum

ar·bo·re·tum

Noun

A botanical garden devoted to trees
About one year ago...
Today...
Trees Atlanta – Eastside Trail

We planted lots of trees!

- 626 trees planted
- 61 species
You will be seeing Trees Atlanta a lot this month...
Our Urban Forestry Crew will be everywhere

Continued Care
Crews will be watering daily through October
Our trucks will be hauling lots of water
We will also be planting meadows with volunteers’ help
Planting native warm season grasses and wildflowers
By the numbers:

• 12 different species of grass
• 32 different species of forbs/wildflowers
• 109,000 individual plants to be installed
• 8+ acres to be planted with plugs
// Trees Atlanta – Eastside Trail

- *Andropogon virginicus*  
  Broomsedge

- *Andropogon ternarius*  
  Splitbeard Bluestem

- *Schizachyrium scoparium*  
  Little Bluestem

- *Chasmanthium latifolium*  
  River Oats

- *Echinacea tennesseensis*  
  Tennessee Coneflower

- *Rudbeckia hirta*  
  Black-eyed Susan

- *Lobelia cardinalis*  
  Cardinal Flower

- *Eragrostis spectabilis*  
  Purple Lovegrass
You will see a few other *temporary* things in the corridor:

- Signage to explain the benefits of native grassland planting
- Fencing to protect the meadow
- Irrigation to water the plants
- Wildlife to entertain us all
Changes will occur over the coming months

- May
- July
- September
- November
A few patient years later...
Trees Atlanta docent-led walking tours start in April
Walks begin April 12 and 13th
  • Fridays and Saturdays will continue weekly
  • Go to tours.BeltLine.org or Treesatlanta.org for more info

New docent training
  • Go to Treesatlanta.org to register for
docent training class of 2013
- Environmental Demonstrations
  - Acorn installation
  - Grass identification
  - Water land sculpture
  - Beech Circle
- Arboretum plantings
  - 3 tree hill
  - Freedom Park spur trail
  - A third to be determined
- Signage and Labels
  - Tree labels
  - Educational signage
March – May:
Meadow Plantings (60 days to volunteer)

March 22nd:
Inman Park / Atlanta BeltLine tree walk

April 6th:
Native wildflower sale

April 12th:
First Atlanta BeltLine Arboretum Docent Walk

April 20th:
Earth Day – Atlanta BeltLine meadow planting

May 10th:
National Public Gardens Day Celebration on the Atlanta BeltLine Arboretum
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