// Atlanta BeltLine Quarterly Briefing

First Quarter // March 23, 2015
Where is the Atlanta BeltLine?

- In the heart of the Atlanta region
- Connects many of Atlanta’s cultural landmarks and institutional destinations
- Connects four historic abandoned freight rail rights of way encircling the center of town
What is the Atlanta BeltLine?

- Unites 45 neighborhoods
- 22% of City of Atlanta population lives in the planning area
- 19% of the City’s land mass is inside the mile wide 15,000 acre planning area
- 6,500 acre TAD
The Atlanta BeltLine: Key Elements

- 1,300 ACRES of New Greenspace (+/700 ADDITIONAL ACRES REBUILT)
- 33 MILES of Urban Trails
- 5,600 UNITS of Affordable Workforce Housing (AS PART OF 28,000 TOTAL UNITS)
- Corridor-wide Historic Preservation, Public Art and Arboretum
- 22 MILES of Transit & Transportation Infrastructure
- 46 MILES Streetscapes & Complete Streets
- 30,000 JOBS & $10-20B Economic Development
- > 1,100 ACRES of Environmental Clean-up
Organizational Structure

Project Owner/Sponsor

Public Redevelopment Authority

Single-purpose Implementation Agent (Public Funding)

Community Awareness (Private Funding)
How we have partnered
Results of Our Efforts: Trails

- **6.75 miles** of trails completed
- **4.25 miles** of trail starting construction early 2015
- **2.1 miles** of hiking trail open
- **3.6 miles** of trail in design
- **16.35 miles** remaining for acquisition
Results of Our Efforts: Parks

- **202 acres** of greenspace opened
- **130 acres** under environmental assessment by EPA
- Acquisition underway on all other planned parks
- **Goal: 1,300 acres** of new greenspace
- **Goal: 700 acres** of renovated greenspace
# Overall Progress to Date

## Performance Dashboard

<table>
<thead>
<tr>
<th>2030 Benchmark (Target: 25-year/20-year reset) time elapsed</th>
<th>2014</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Investment (Target: $2.8 to 4.8 billion by the Atlanta BeltLine)</td>
<td>$400 million</td>
<td>⚫</td>
</tr>
<tr>
<td>Transit Corridor Control (Target: 22 miles)</td>
<td>11.5 miles / 56%</td>
<td>⚫</td>
</tr>
<tr>
<td>Trail Corridor Control (Target: 33 miles)</td>
<td>26.5 miles / 73%</td>
<td>⚫</td>
</tr>
<tr>
<td>Park Land Control (Target: 1,300 acres)</td>
<td>562 acres / 44%</td>
<td>⚫</td>
</tr>
<tr>
<td>Brownfield Remediation (Target: 1,100 acres)</td>
<td>272 acres / 25%</td>
<td>⚫</td>
</tr>
<tr>
<td>Transit Projects (Target: 22 miles) Designed/Delivered</td>
<td>0 miles / 20% / 0%</td>
<td>⚫</td>
</tr>
<tr>
<td>Trail Projects (Target: 33 miles) Designed/Delivered</td>
<td>6.75 miles / 36% / 18%</td>
<td>⚫</td>
</tr>
<tr>
<td>Park Projects (Target: 1,300 acres) Designed/Delivered</td>
<td>202 acres / 16% / 16%</td>
<td>⚫</td>
</tr>
<tr>
<td>Streetscape Projects (Target: 46 miles) Designed/Delivered</td>
<td>2.3 miles / 9% / 5%</td>
<td>⚫</td>
</tr>
<tr>
<td>Permanent Jobs (Target: 30,000) *</td>
<td>4,617 / 15%</td>
<td>⚫</td>
</tr>
<tr>
<td>Construction Jobs (Target: 48,000)</td>
<td>22,100 / 46%</td>
<td>⚫</td>
</tr>
<tr>
<td>Economic Development (Target: $10 billion w/ ROI of 3.5 to 1)</td>
<td>$2.46 billion (6 to 1) / 24.6%</td>
<td>⚫</td>
</tr>
<tr>
<td>Housing Development (Target 28,000)</td>
<td>13,300 / 48%</td>
<td>⚫</td>
</tr>
<tr>
<td>ABI/IA Supported Affordable Housing (Target 5,600 - 20%)</td>
<td>985 / 18%</td>
<td>⚫</td>
</tr>
</tbody>
</table>

* Updated jobs numbers are through 2011. Source: Georgia Dept. of Labor

- ⚫ = On Schedule
- 🟨 = Near Schedule
- ⚫ = Behind Schedule
// Overall Progress to Date

Total investment to date: $405m
Private investment is following public investment:

- **Over 110 projects** complete or underway within Planning Area* valued at over $2.4 billion
  - 13,369 new residential units completed
  - 1,960,000 SF of new commercial space completed
- Roughly 6:1 ROI to date

*Projects larger than 10 dwelling units and/or 10,000 square feet
//Trails: Westside Trail

• Westside Trail construction is underway
• Demolition of the bridge over Martin Luther King, Jr. Dr. took place Mar 6-7
• Bridge will be replaced as part of construction
• Corridor clearing nearing completion
• Construction expected to take 2 years
Trails: Westside Trail

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- Construction expected to take 2 years
• 100% Design. Acquiring necessary easements and putting funding in place.
//Other Design Projects

• Reynoldstown Stage
  ▪ RFPs out for design of stage near H. Harper Station, funded by OurTown grant

• BeltLine Benches
  ▪ Proposals have been received and are being reviewed for benches along the Atlanta BeltLine
Farmer has been selected to manage the urban farm site adjacent to the Westside Trail.

Some planting will begin this spring.

Plans are in place for the well to have a water pump.

This site will serve as a pilot for other urban agriculture sites around the Atlanta BeltLine.
Parks: Arthur Langford Park

- Ground-breaking spring 2015
- Renovation of community center and upgrades to playground
- Second official skatepark in City of Atlanta – both on Atlanta BeltLine
- Construction completed later this year
//Transportation

- **Atlanta Streetcar**
  - Refining Atlanta Streetcar System Plan

- **Advancing Environmental Assessment**
  - 16 miles of extensions
  - East, Crosstown, West

- **Other Transportation Projects**
  - North Avenue Plaza
  - Ponce de Leon Avenue Streetscape
• Goals
  ▪ Advocate for and support the consistent application and implementation of the BeltLine Overlay and the City zoning resolution
  ▪ Provide recommendations to the Office of Planning to support projects consistent with the Sub-Area Master Plan Visions
  ▪ Enhanced Design features in redevelopments and new projects
  ▪ Provide development technical assistance to elevate the “overall design quality” of each project
  ▪ Systematic tracking of all Atlanta BeltLine Projects
The Design Review Committee will have 8 members:

- 4 ABI/COA designated staff, including
  - Design Director
  - Program Management Director
  - Community Engagement and Planning Director
  - Director of Office of Planning or designee

- 4 Independent Design/Planning Professionals
  - 2 consultant architects
  - An urban design/city planning professional
  - A member of the Tax Allocation District Advisory Committee with urban design training and experience

- 3 Support Staff (non-voting)
  - City of Atlanta Offices of Planning
  - ABI’s Community Engagement & Planning
  - ABI’s Landscape Architect
• **Next steps**
  - City Council approved of the creation of the Atlanta BeltLine Design Review Committee on March 2, 2015
  - Issue a call for committee members to obtain highly experienced persons
  - Provide committee nominations City Council for appointment consideration
  - Officially kick-off the DRC 2nd Quarter 2015
ABI is supporting a multi-year effort by the City of Atlanta Department of Planning and Community Development to rezone specific non-residential parcels per the recommendations in the master plans:

• Phase II –
  ▪ Activate the Subarea Master Plan
  ▪ Implement zoning Recommendations of the Subarea Master Plan
  ▪ Create Transit Supportive Development
  ▪ Stimulate Economic Development

• Schedule
  ▪ Phase 1: 3, 5, 9* (2013-2014)
  ▪ Phase 2: 1, 9, 10 (2015)
  ▪ Phase 3: 2, 4, 6, 7, 8
    • *subarea 9 is pending
**Affordable Housing**

- **Legislative Framework**
  - 15% of each TAD issue dedicated to Affordable Housing Trust
  - 5,600 unit goal or 20% of new units
  - 28,000 total new units

- **Components**

- **$8.8M Trust Fund capitalized:**
  - Downpayment assistance, incentives for developers, property acquisition (see Lofts at Reynoldstown Crossing in next slide)

- **Results**

- ABI and Invest Atlanta have created nearly 1,000 affordable units to date
• **Reynoldstown Senior:**
  - 70 units affordable housing for senior citizens
  - Recipient of over $1.5M in Atlanta BeltLine Affordable Housing Trust Fund and other Atlanta BeltLine incentive funding
  - Will help ensure that affordable housing opportunities continue to exist as the Eastside Trail advances
Affordable Workforce Housing

- Stanton Oaks
  - Formerly Boynton Village Apartments
  - Rehab apartments shown to first families on Feb. 27
• Structured Partnership Program (set-aside)

• Major Components (all homeownership)
  ▪ Downpayment Assistance
  ▪ Owner Occupied Rehabilitation
  ▪ Acquisition Rehabilitation or Redevelopment

• Funding
  ▪ 2:1 ABI to FHLB commitment
  ▪ Min. of $400K from ABI in year 1. Up to $1M from FHLB in year 1.
  ▪ Anticipate multi-year partnership

• Income Limits
  ▪ 80% of Area Median Income. $51K for family of four, $41K for family of two, $36K for a family of 1.
  ▪ Represents families who would not be able to purchase a home in the City without this assistance

• Geography
  ▪ Anywhere within Atlanta BeltLine Planning Area

• Anticipated Outcomes
  ▪ 25 closings or more in year one. Growth in subsequent years
$2.4 billion in new private investment in the planning area since 2006

1,960,000 million of new commercial square footage

~ $868 million in TAD development

~ $760 million in Eastside Trail residential development

Early stages of planning for activation of Murphy Ave site
• Continued Development of 5 Year Work Plan
  ▪ Deliverable:
    • 5 Yr. Strategy for Coordinated Economic Development and Housing activity
  ▪ Key Components:
    • Existing Conditions – Fact Finding
    • Identifying Opportunities (ex. Compatible Industries and Appropriate Inducements)
    • Establishment of Actionable Strategies
// Art on the Atlanta BeltLine

• Open for submissions now!
• Proposals due April 22nd
• Exhibit runs September through November
• Largest public art display in the South
Art on the Atlanta BeltLine

- Hundreds of artists including muralists, sculptors, painters, mosaic artists, performers and musicians
- Since inception, the project has grown more than 40%
- September 2014: Atlanta BeltLine Lantern Parade kicked off the exhibition with more than 23,000 participants
• Interested in submitting a proposal? Attend an artist information workshop:

  Date: Wednesday, April 1
  Time: 6:00pm
  Location: C4 Atlanta
  115 Martin Luther King Jr Dr.

  Date: Saturday, April 4
  Time: 3:00pm
  Location: WonderRoot
  SW 982 Memorial Drive
  Atlanta, GA 30313
// Art on the Atlanta BeltLine
Art on the Atlanta BeltLine
Atlanta BeltLine Partnership Update

Chuck Meadows // Executive Director
• Enable the project
• Engage the users
• Empower the residents
// Capital Campaign

- Westside Trail and targeted land acquisition: $12.5 million goal; $12.1 million raised
- Kaiser Permanente
Free Fitness Classes
// Engage
Fitness Fair and Active Lifestyle Competition:
Tuesday, March 24 from 5:30 to 8 p.m. at Historic Fourth Ward Park
- Group Runs
- Kickball
- Tai Chi
- Barre3
- Yoga
- HIIT
- Dodgeball
- And More!
First Annual Atlanta BeltLine Jamboree
May 16 – Washington Park

• Food, Fun and Music to Benefit the Atlanta BeltLine Partnership

Admission:
• Adults (21+) – $15 (includes 4 Fun Tickets)
• Minors (under 21) – $5 (includes 4 Fun Tickets)

Hosted by the Atlanta BeltLine Young Leaders Council
Run/Walk Events:

- Northside 5K – April 25
- Southwest 5k – July 11
- Southeast 8K – Sept. 26
- Eastside 10K – Dec. 5

beltline.org/races

Register for all four races and save 20%!
Volunteer Opportunities

- **Earth Day:** April 18 – Eastside Trail Extension bamboo cleanup and HFWSkatepark mulching and planting
- **Festivals:** Share information and enjoy regional festivals.
- **Ambassadors:** Spread the word about the Atlanta BeltLine in communities.
- **Speakers Bureau:** Present the Atlanta BeltLine 101
- **Group service projects:** Be a team lead
- **Run.Walk.GO! Series:** Pre-race and race-day opportunities. Northside 5K: April 25
- **Volunteer Training:** 2nd Wednesday at 5:30 p.m. and 3rd Friday at noon
- Visit beltline.org/volunteer or contact Sharron@atlbeltlinepartnership.org
// Empower
// Workforce Partnerships

Healthcare

Construction

Grady  ATLANTA CareerRise  The Center for Working Families, Inc.

Atlanta Technical College  New Hope Enterprises  Georgia DOL

CEFGA  WESTSIDE WORKS
Atlanta BeltLine Partnership Plan for the Westside Trail Corridor

- Collect existing information/data/plans for the neighborhoods in the corridor
- Identify existing assets and resources
- Figure out who’s missing and invite them to engage
Exciting Membership Benefits

Join today at beltline.org/member for as low as $35
Other Ways You Can Support the Atlanta BeltLine

Get Your Atlanta BeltLine Gear at Shop.BeltLine.org

For more information about how you can support the Atlanta BeltLine, contact lindsey@atlbeltlinepartnership.org