// Atlanta BeltLine Quarterly Briefing

Fourth Quarter // November 13, 2014
// Agenda

- Welcome
- Atlanta BeltLine, Inc. Update
- Atlanta BeltLine Partnership Update
- Q & A
- Staff Engagement
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

- 1,300 ACRES of Greenspace (with 700 additional acres rebuilt)
- 33 MILES of Trails
- 5,600 UNITS of Affordable Workforce Housing (as part of 30,000 total units)
- Corridor-wide Historic Preservation, Public Art, & 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
// Atlanta BeltLine, Inc. Update

Fourth Quarter // November 13, 2014
// Trails: Westside Trail

THE ATLANTA BELTLINE
WESTSIDE TRAIL
GROUNDBREAKING
11.12.14
• 3 mile multi-use trail from Washington Park (Lena Street) to University Avenue

• Finalizing contracts with selected Contractor

• Construction Scheduled to Begin in December 2014
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• **100% Design.** Acquiring necessary easements and putting funding in place.
Spring 2013

2017:

- From Boulevard to Freedom Parkway
- Design and ROW: 18 months
- Construction Start: Spring 2016
Construction to begin Winter 2014
• Projected Skatepark completion late spring 2015
• All construction completed by mid-summer 2015
A Supplement to the
*Connect Atlanta Plan* and
the ABI *Strategic Implementation Plan*

Includes all streetcar lines in the
Connect Atlanta Plan including
Atlanta BeltLine

Project evaluation based on
Equity, Readiness, Value
Capture, Finance, Ridership

Significant stakeholder and
public input garnered to date

**Integrates Atlanta Streetcar lines** and **Atlanta BeltLine** into a
unified system
Environmental Review Process Required for Federal Funding

- Atlanta BeltLine East and Irwin Street connection
  - Alignment Options
- Atlanta BeltLine West
  - Alignment Options
- North Avenue/Luckie Street
  - Alignment Options
- Atlanta Streetcar*
- MARTA Red/Gold Line*
- MARTA Blue/Green Line*

* Shown for Reference
• From 2007 to 2012, the community worked with the City of Atlanta and Atlanta BeltLine, Inc. (ABI) to produce 10 subarea master plans, which were adopted by Atlanta City Council.

• Master plans laid out the parks, trails, transportation, and land use recommendations to help fulfill the Atlanta BeltLine vision.

• Part of that vision is Transit-Oriented Development (mixed use), pedestrian and bicycle-friendly urban infill around the planned transit investment.
A multi-year effort is underway 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 one Proactive Rezonings:
  - Subareas 3, 5, and 9*
    - Subareas 3, and 5 adopted by Council 1st quarter 2014
    - Subarea 9 slated to advance in 1st quarter 2015

• Phase two Proactive Rezonings:
  - Subareas 1 and 10
  - Kickoff meeting planned for 1st quarter 2015
Purpose of the DRC

i. To serve as an administrative support and provide written recommendation to the Office of Planning for all Special Administrative Permits (SAPs) for projects in the Atlanta BeltLine Planning Area

ii. To foster a timely, predictable and accountable development review process that implements the adopted Atlanta BeltLine Overlay and the Sub-Area Master Plan goals

iii. To review each public and private development proposal within the Atlanta BeltLine Planning area for compliance with the Atlanta BeltLine Overlay

iv. To work directly with developers and architects from commencement and on through the design review process to achieve the highest architectural design standards for all projects in the Atlanta BeltLine Planning Area
Composition of the DRC

- ABI staff, City Staff, and Independent Design/Planning Professionals

Next Steps of the DRC

- DRC was adopted by the Atlanta Board of Directors on October 8, 2014
- DRC must be officially established by Atlanta City Council. Meeting date is TBD.
Continued Development of Integrated Action Plan

Deliverable:
- 5 Yr. Strategy for Economic Development and Housing

Key Components:
- Existing Conditions – Fact Finding
- Data Analysis
- Preliminary Action Plan – Strategy to Deliver Progress Over the Next 5 yrs
- Final Action Plan
Notable Economic Development Items:

- $2.4 Billion in New Private Investment Since 2006 in the Plan Area
- Currently Refining Permanent and Construction Jobs Numbers
- Exploring Case Studies for Examples of Successful Urban Redevelopment
- Conducting a Tools Assessment
Art on the Atlanta BeltLine

• September – November

• Largest public art display in Atlanta’s history

• 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 20,000 participants.
• **Year 5:** More than 100 works of art!

• **Three weekends of performances**
Art on the Atlanta BeltLine
Art on the Atlanta BeltLine
// Atlanta BeltLine Partnership Update

Rob Brawner
Interim Executive Director
Atlanta BeltLine Capital Investments
$52+ million raised to support Atlanta BeltLine parks and trails
Gateway connection between Eastside Trail and Historic Fourth Ward Park
Westside Trail and targeted land acquisition: $12.5 million goal
// Thank You to Our Donors!

James M. Cox Foundation / PATH Foundation

- Kaiser Permanente
- Susan and Richard Anderson
- Mr. John Portman & Mr. Charlie Loudermilk
- Wells Fargo
- Georgia Power Foundation, Inc.
- AGL Resources
- A. Ray Weeks, Jr.
- Richard and Susan Dugas Family Foundation
- Cousins Properties, Inc.
- Georgia-Pacific Foundation
- Morgens West Foundation
- SunTrust Trusteed Foundations:
  - Harriet McDaniel Marshall Trust
  - Walter H. and Marjory M. Rich Memorial Fund
- Jamestown
- John W. Somerhalder II
- Philip I. Kent
- Mr. and Mrs. R. Charles Shufeldt
- L&C Wood Family Foundation, Inc.
- Carter
Atlanta BeltLine Health Movement

- Identify and impact key health issues in Atlanta BeltLine communities while working to assess and remove barriers to healthy behaviors
- Brand the Atlanta BeltLine as a destination and resource for better health, fun activity and an active lifestyle
Atlanta BeltLine
Health Movement

- Focus Groups
- Outcome Measurement
- Free Fitness
How to Ride a Bike – For Kids and Adults
Mountain Biking
// Building Healthy Communities

Aerobics
Trail Yoga
// Building Healthy Communities

Boot Camp
// Building Healthy Communities

Walking Programs
Atlanta BeltLine Street Cup

Next Soccer Street Cup
Saturday, Nov. 15
D.H. Stanton Park
Play Day on the Atlanta BeltLine
Building Healthier Communities

2014 Atlanta BeltLine Running Series® (beltline.org/run)
2014 Atlanta BeltLine Running Series® (beltline.org/run):

Eastside 10K – Dec. 6
- Neighborhood Challenge
  • $1,000 Cash Purse
- College Alumni Tailgate Challenge
  • Happy Hour Prizes

Run Clubs

Active Lifestyle Competition
Workforce Partnership in Healthcare

- Training for second cohort began in August

beltline.org/careers-in-healthcare
Workforce Partnership in Construction

- Construction Education Foundation of Georgia (CEFGA) at Westside Works
- Apply: https://www.tfaforms.com/337294 • 404-458-6413 • info@westsideworks.org
New, ADA-Accessible Tour Bus is Rolling!
Bus Tours (beltline.org/Tours)
Arboretum Walking Tours (beltline.org/tours)
Bike Tours (beltline.org/tours)
Cultivating Community Ownership
Volunteer Opportunities

• **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

• **Running Series**: Pre-race and race-day opportunities

• **Volunteer Training**: 2nd Wednesday at 5:30 p.m. and 3rd Friday at noon

Visit beltline.org/volunteer or contact Sharron@atlbeltlinepartnership.org
• Nebo Marketing Pro Bono Campaign – August 2014 launch
• 1,000 limited edition rail slices for purchase
• Just over 200 remain

Buildthebeltline.org
Exciting Membership Benefits

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

• **RENEW IN TIME FOR HOLIDAY SHOPPING:**

• **Kroger Plus Card - Kroger Community Rewards Program**
  - Atlanta BeltLine Number 17728
  - Atlanta BeltLine supporters shopping at Kroger has earned thousands for the Atlanta BeltLine
  - **Raised in 2014: More than $1,300**

• **Amazon “SMILE” Program**
  - Raised in 2014: Nearly $300
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