// Atlanta BeltLine Quarterly Briefing

Fourth Quarter // December 10, 2013
// Agenda

• Welcome

• Atlanta BeltLine, Inc. Update
  ▪ Parks, Trails, Transit
  ▪ Art & Design
  ▪ Proactive Rezoning
  ▪ Affordable Housing
  ▪ Brownfield Remediation

• Atlanta BeltLine Partnership Update

• 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

1,300 ACRES of Greenspace

33 MILES of Trails

5,600 UNITS of Affordable Workforce Housing

Streetscapes & Public Art

22 MILES of Transit & Transportation Infrastructure

Jobs & Economic Development

Historic Preservation

1,100 ACRES of Environmental Clean-up
// Atlanta BeltLine, Inc. 2013 Year in Review
• **May 2013:** Dedicated new access path to the City of Atlanta

• Site cleaned of debris and invasive vegetation

• Mulch path and shade trees added to connect to the existing park
• **May 2013:** Expansion opened
• Splashpad and deck enlarged to accommodate the large number of users seen during the first year of operation
• **December 2013:** Skatepark expansion design completed and will go to bid

• Expands existing areas to allow more flat surface skating
• **October 2013:** 26 fig trees planted by Trees Atlanta and Turner volunteers

• **December 2013:** Site preparation to begin
August 2013: Southwest Connector Trail dedicated
Winds through the Lionel Hampton – Beecher Hills Park
Phase 1 of a 4.5-mile path
• **Spring 2014:** Construction will begin on the Eastside Trail from Irwin Street to Memorial Drive
**September 2013:** Awarded a $18 million TIGER V grant

- 2.5 mile multi-use trail from Washington Park (Lena Street) to University Avenue
- 16 points of entry
- Safe routes and connections to four local schools
- Connections to four parks
- Construction to begin in second half of 2014
• **Late 2013:**
  Buried power lines

• **January 17, 2014 at 10 am:**
  Groundbreaking

• **Construction will take 8 to 10 months**
November 2013: Installed trail counters to track usage the first three weeks:

• Eastside Trail @ Irwin
  - Average daily: 1,792
  - Average weekly: 11,647
  - Total use: 46,588
  - Top daily: 4,545
    (on 11/2/13)

• Eastside Trail @ Ponce Bridge
  - Average daily: 2,463
  - Average weekly: 15,986
  - Total use: 66,511
  - Top daily: 5,638
    (on 11/10/13)
• **Throughout 2013:** In partnership with the City of Atlanta, advanced the Atlanta Streetcar Expansion Strategy towards adoption.
  - Provides a master implementation plan for streetcar service on the Atlanta BeltLine
  - Citywide Briefing Upcoming in 1st Quarter of 2014
• **August 2013:** Entered into services agreement with City of Atlanta to advance key transportation projects that support the Atlanta BeltLine’s success:

  - City may assign projects in Connect Atlanta Plan to ABI
  - City provides funding for projects outside of Atlanta BeltLine
  - First assignment: Atlanta Streetcar Extensions environmental review
• **Fall 2013:** Partnered with City, Invest Atlanta and ARC to kickoff final federal environmental reviews for:
  - Atlanta BeltLine West
  - Atlanta BeltLine East
  - Atlanta Streetcar Extensions
  - Crosstown-Midtown Streetcar
• **September 2013:** Completed Southeast corridor preliminary design
• **November 2013:** In partnership with Ponce City Market, completed design for Atlanta BeltLine North Avenue Plaza
  - First public plaza along Atlanta BeltLine corridor
  - Connects Eastside Trail to Ponce City Market
  - Next public meeting Q1 2014
• **Through October 2013:** Worked with City and GDOT to have bicycle lanes added to Ponce de Leon

• **Kicked off Ponce de Leon Streetscapes Project**
  - Next public meeting Q1 2014
**Through 2013:** Utility relocations and environmental remediation have been completed

- Foundations and supports have been installed
- Bridge beams will be installed in early December

**Spring 2014:** Bridge opening
• **September – November 2013:** Fourth annual exhibition took place

• 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 2013**: Atlanta BeltLine Lantern Parade kicked off the exhibition with more than 10,000 participants.
Art on the Atlanta BeltLine

William Massey
Object of Ma(tt)ln

Chelko Foundation
One Woman Rising
Art on the Atlanta BeltLine
Allen Peterson
Phoenix: Atlanta’s Railroad Rebirth

Phil Proctor
Iron Column
Neil Carver
Decay #4

Jac Coffey
Railroad Workers
• **Through 2013:** Over 4 miles of corridor have been remediated, including the Eastside Trail, Reynoldstown Corridor and the corridor between I-20 and Washington Park

• Work will begin this winter to remediate the Northeast Corridor (1.75 miles) and the Southwest Corridor (2.1 miles) using EPA Grants
• **May 2013:** Began proactive rezoning process

• 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.

**Project Outreach Phase-1 (Sub Areas 3,5,9)**:
- Kickoff Citywide Conversation meeting: May
- 8 neighborhood meetings: July
- 6 Study Group meetings: Aug. – Sept.
- 3 property owner open houses: Aug. – Oct.
- 14 City of Atlanta NPU Meetings: Sept. – Nov.

**Next Steps**
- Subarea 3 & 5 land use/zoning changes to be presented at the City’s Zoning Review Board on December 12th
- Subarea 9 to be presented in January 2014
Projected Schedule

• Phase 1: Subareas 3, 5, 9
  Kickoff Summer 2013

• Phase 3: Subareas 2, 6, 8
  Kickoff in late 2014

• Phase 2: Subareas 1, 4, 7, 10
  Kickoff in early 2014
• **June 2013:** Affordable Housing Strategy completed with Enterprise Community Partners

• **100% of Affordable Housing Trust Fund proceeds committed**
  - Existing / Under Construction: Scattered site DPA (58), Lofts at Reynoldstown crossing (28)
  - Fully funded: Reynoldstown Senior (78), Ponce City Market (52)
  - Financing gap: Boynton Village Apts. (43)

• **Other affordable units under construction**
  - AMLI North Avenue (61), Trestletree Village (188)

• **Reducing risk for LIHTC developers on Atlanta BeltLine**
Atlanta BeltLine Partnership Update

Rob Brawner
Program Director
Exciting New Membership Benefits

- Membership card good for discounts at restaurants and businesses along the Atlanta BeltLine
- Exclusive members-only opportunities and events
- Atlanta BeltLine Grocery Tote
- Trail Map of the Atlanta BeltLine
- Atlanta BeltLine Lapel Pin
- Atlanta BeltLine Member T-Shirt

Join today at Member.BeltLine.org for as low as $35
Private Giving Supports
Atlanta BeltLine Partnership
Annual Fund

• AGL Resources Double Your Donation Campaign is Back!

• Amazon “SMILE” Program

• Kroger Community Rewards Program
  ▪ Atlanta BeltLine Number 17728

• Combined Federal Campaign
  ▪ Charity Number 94572

• For more information about how you can support the Atlanta BeltLine, contact lindsey@atlbeltlinepartnership.org
Get Your Atlanta BeltLine Gear: (Shop.BeltLine.org):

- T-Shirts
- Hats
- Coasters
- Posters
- Postcards
2013 Running Series (Run.BeltLine.org):

- More than 3,000 Participants:
  - Northside 5K
    - Atlanta Police-Fire Competition
  - Southwest 5K
    - Team Challenge
  - Southeast 8K
    - Silverbacks Youth Challenge
  - Eastside 10K
    - Alumni and Neighborhood Challenges
  - Active Lifestyle Challenge
  - Monthly Run Clubs

- Upcoming:
  - Northside 5K – April 26
  - Free Monthly Run Clubs
  - 2014 Active Lifestyle Challenge Sign-Ups
Volunteer Opportunities

- **Festivals**: Share information and enjoy regional festivals. Visit volunteer.beltline.org to register.

- **Ambassadors**: Recruiting distribution officers. Visit Ambassadors.BeltLine.org or contact Sharron Sylvain: Sharron@atlbeltlinepartnership.org

- **Speakers Bureau**: Invite us to present to your group.

- **Corporate/group clean-ups**

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

- **Running Series**: Pre-race and race-day opportunities
Adopt-the-Atlanta BeltLine (Adopt.BeltLine.org):

- $20,000 REI Grant
- 3,200+ Volunteer Hours in 2013
Atlanta BeltLine Tours
(Tours.BeltLine.org):

• Bike Tours with Atlanta Bicycle Coalition
  ▪ Launched in November
  ▪ Monthly tour reservations open on 25th
  ▪ Saturdays on Eastside Trail • Sundays on Westside

• Talk a Walk on the Eastside with Trees Atlanta
  ▪ Launched in April
  ▪ Monthly tour reservations open on the 20th
  ▪ Fridays and Saturdays

• Bus tours are hot!
  ▪ Monthly tour reservations open on the 15th
  ▪ Fridays and Saturdays at 9:30 a.m.
Achieving Positive Social Impacts

- $100K Coca-Cola Anti-Obesity Campaign Grant for Atlanta BeltLine Partnership Health Initiatives

- **Free Fitness on the Atlanta BeltLine**
  - Atlanta BeltLine Street Cup
  - Classes piloted in November with Aerobics, FitWit, Trail Yoga, How to Ride a Bike, and Mountain Biking

- **Workforce Partnership in Healthcare**
  - $85,000 Grant from CareerRise
  - First Cohort of 40 students to begin in Q1 2014

- **Atlanta Land Trust Collaborative**
  - Continues to focus on creating permanently affordable housing around the Atlanta BeltLine
Atlanta BeltLine Capital Investments

- $41.2+ million from 115+ donors
  - Supporting implementation of Atlanta BeltLine parks and trails
  - Gateway connection between Eastside Trail and Historic Fourth Ward Park
  - Eastside Trail South extension through Reynoldstown
  - $10 million local match for Westside Trail to be raised in 2014