

The Atlanta BeltLine – a Model of Urban Transformation

10th Annual New Partners for Smart Growth



Rendering of the Atlanta BeltLine Corridor at Ponce De Leon Avenue

February 3, 2011

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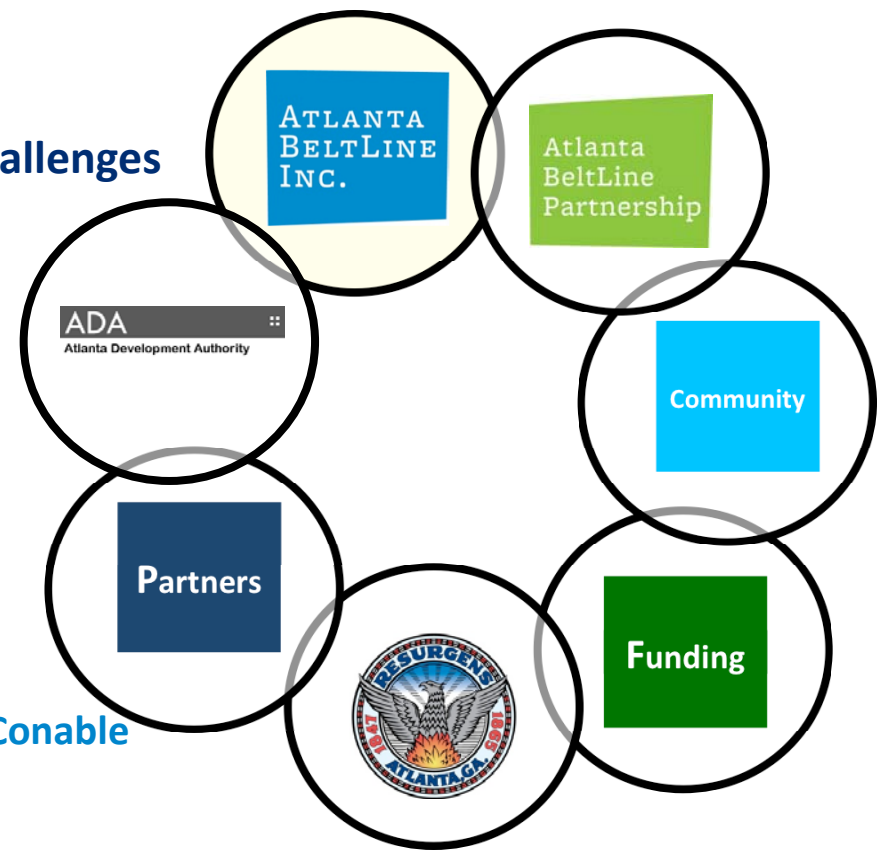
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Moderator:

Smart Growth America President Geoff Anderson

Agenda:

- **Atlanta BeltLine: a Response to Atlanta's Challenges**
City Councilmember Joyce Sheperd
- **Atlanta BeltLine Project Overview**
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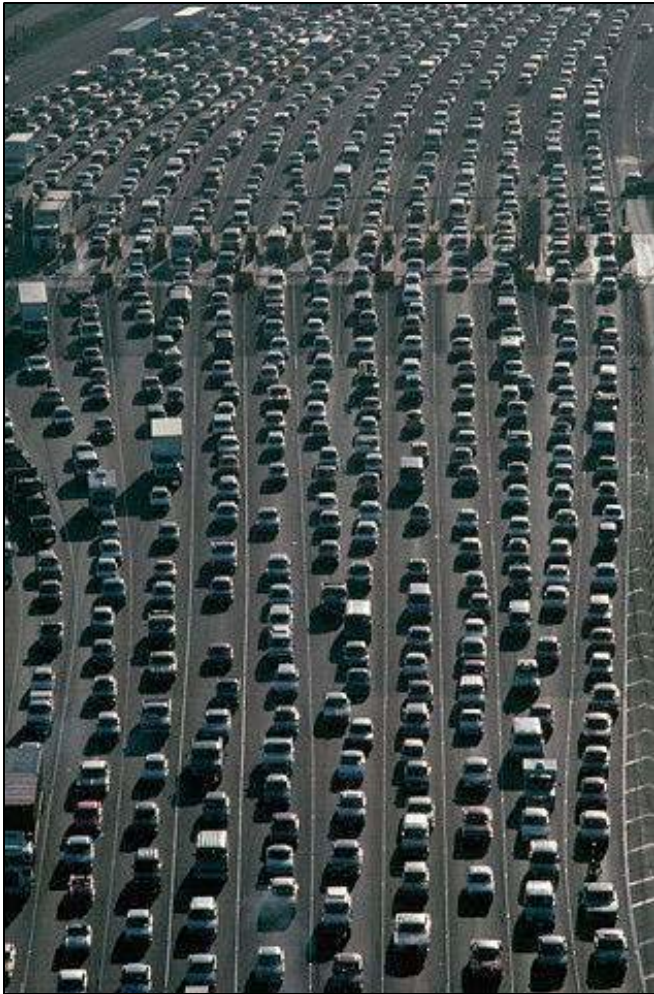
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Atlanta's Challenges



- **Population growth:** Atlanta is one of the fastest growing metro regions in the country since 2000.
- **Traffic congestion and lack of connectivity:** Atlanta experiences some of the worst traffic in the country, which hurts air quality and quality of life; historic rail lines separated neighborhoods from each other
- **Insufficient parks:** Atlanta is one of the most under-parked cities in the United States, with less than 4% of its land devoted to parks.
- **Unbalanced economic development:** Development has been uneven throughout the City. And, there is development already underway that requires infrastructure and a framework to create smart, balanced growth.

Confronting Atlanta's Challenges: The Atlanta BeltLine



Improved Quality of Life: A way to improve the quality of life for all residents by adding parks, improving transit and encouraging balanced development.

Intown Redevelopment: The largest urban redevelopment project currently underway in the United States.

Complete Communities: A holistic solution for managing Atlanta's growth in a smart way.

Infrastructure Improvement: Atlanta's most important infrastructure investment since Hartsfield-Jackson International Airport.

Connecting Atlanta: A way to connect Atlanta's people and places and improve our quality of life through the visionary use of our rail legacy.

Atlanta BeltLine: A Grassroots Solution



1999:

- Concept originated from a Ga. Tech Grad student's thesis

2002-2003:

- Support came from the neighborhoods before any government action

2004:

- National nonprofit Trust for Public Land commissioned feasibility study and added greenspace component

2005:

- Atlanta BeltLine Partnership is formed
- Atlanta City Council approves 25-year Redevelopment Plan

2006:

- Atlanta City Council adopts Citizen Participation Framework
- Atlanta BeltLine, Inc. is formed

Atlanta Beltline Citizen Participation Framework

Adopted by City Council 7/2006

- Because of the magnitude and scope of the project, City Council adopted a unique community engagement structure with multiple levels of input and feedback:

- ABI Office of Community Engagement
- Community Representative on ABI Board of Directors
- Tax Allocation District Advisory Committee
- Affordable Housing Advisory Board
- Study Groups
- Quarterly Briefings for the general public



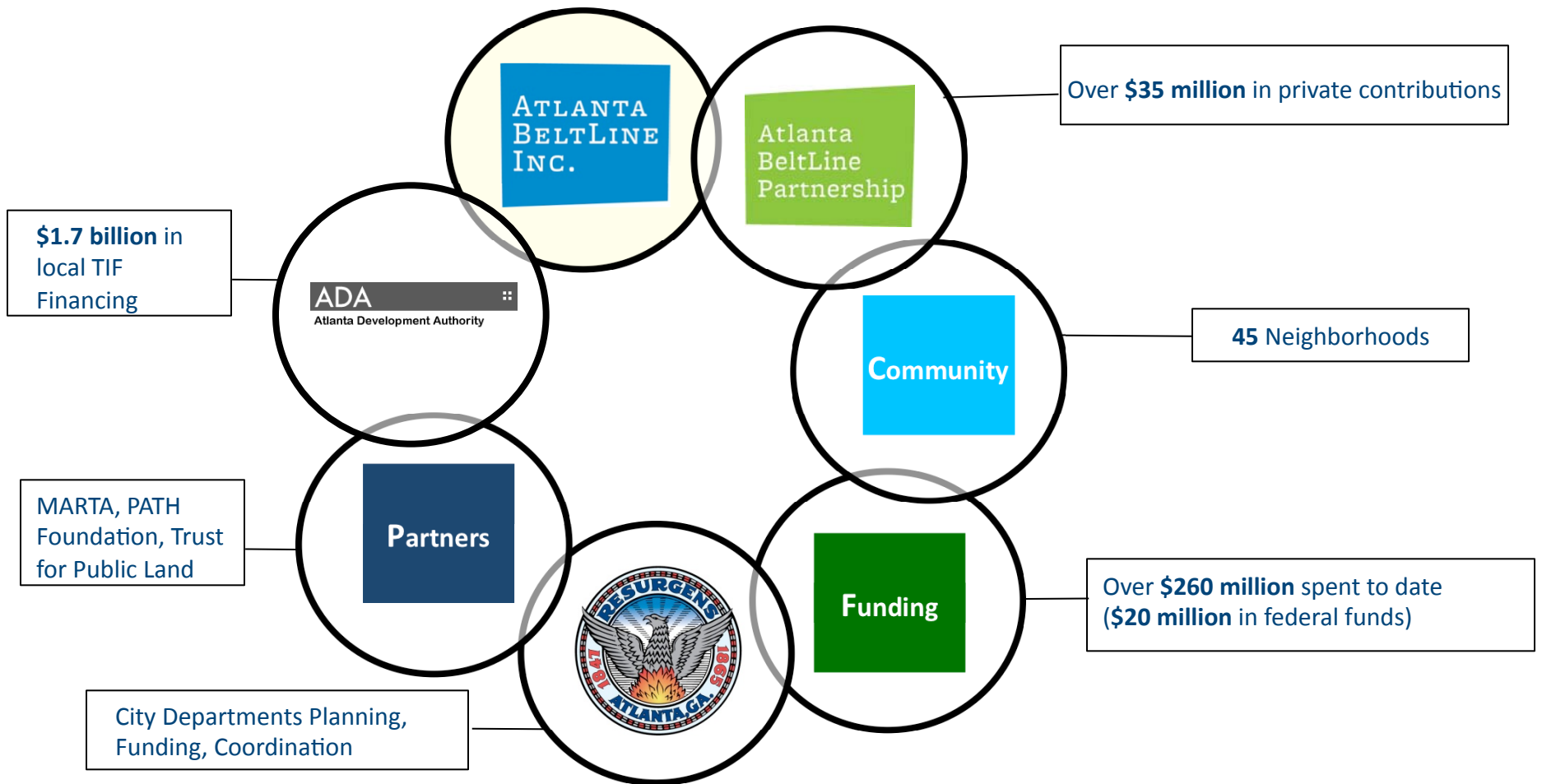
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Partnerships At Every Level

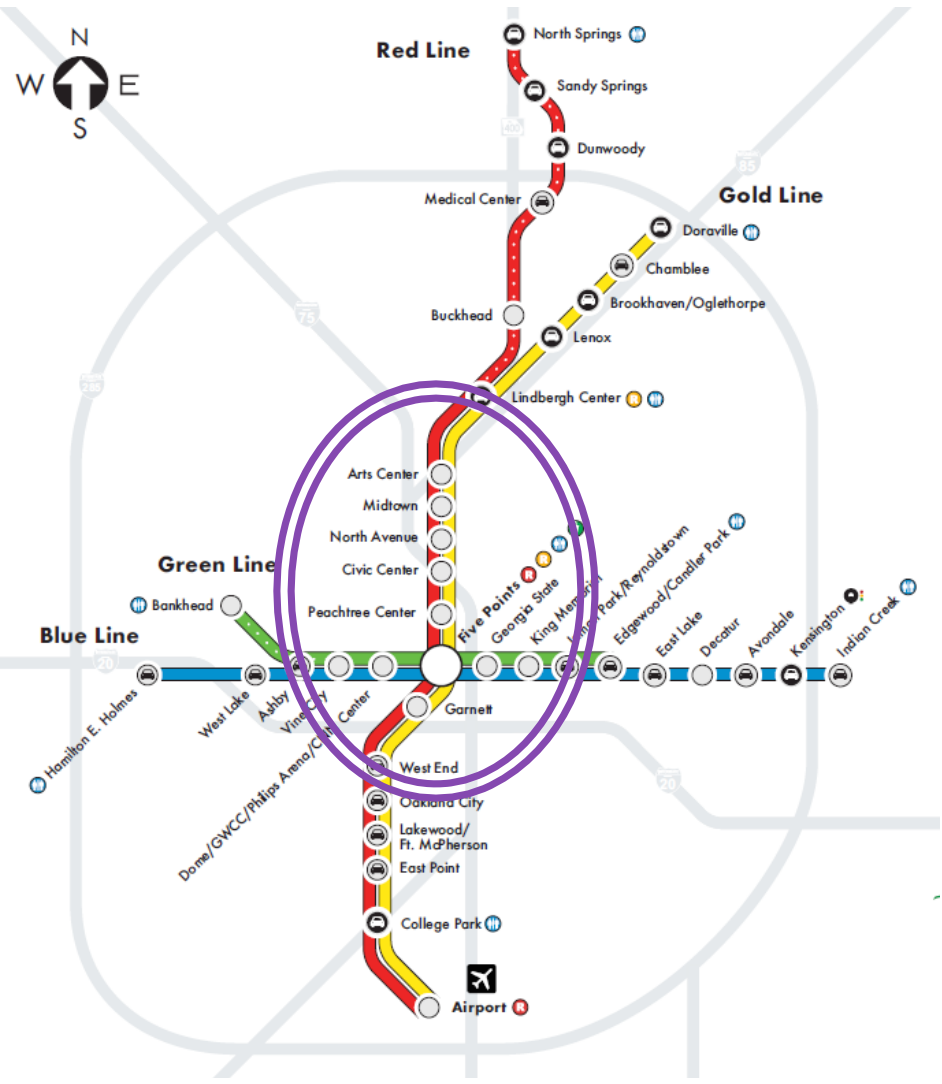
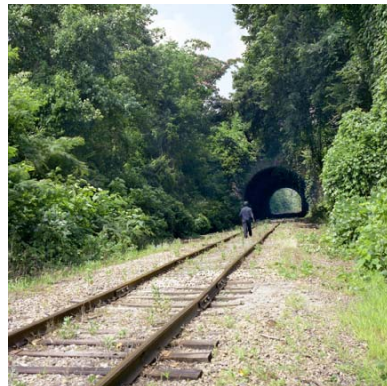


ABI CEO Update

What Is The Atlanta BeltLine?

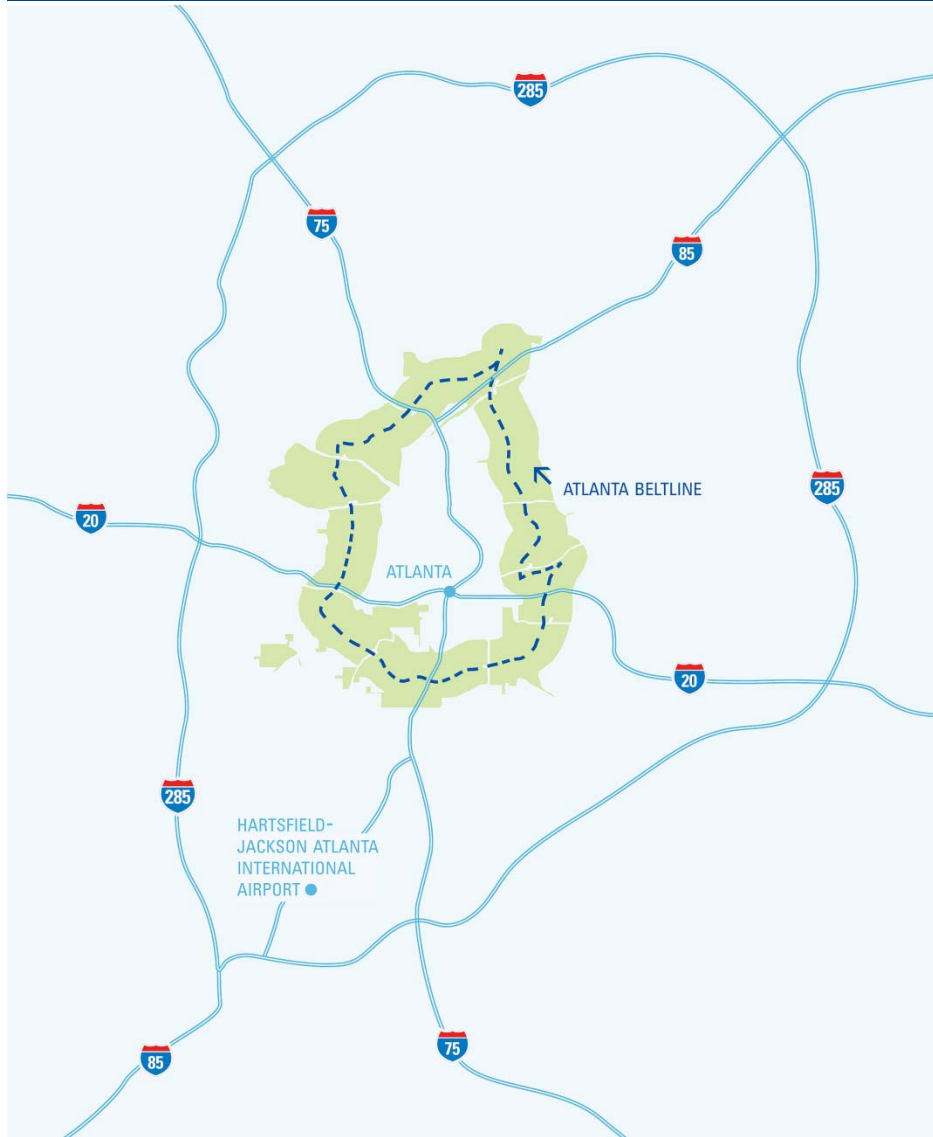


The Atlanta BeltLine is in the heart of the Atlanta region & utilizes historic freight rail ROW circling the City.



ABI CEO Update

Where Is The Atlanta BeltLine?

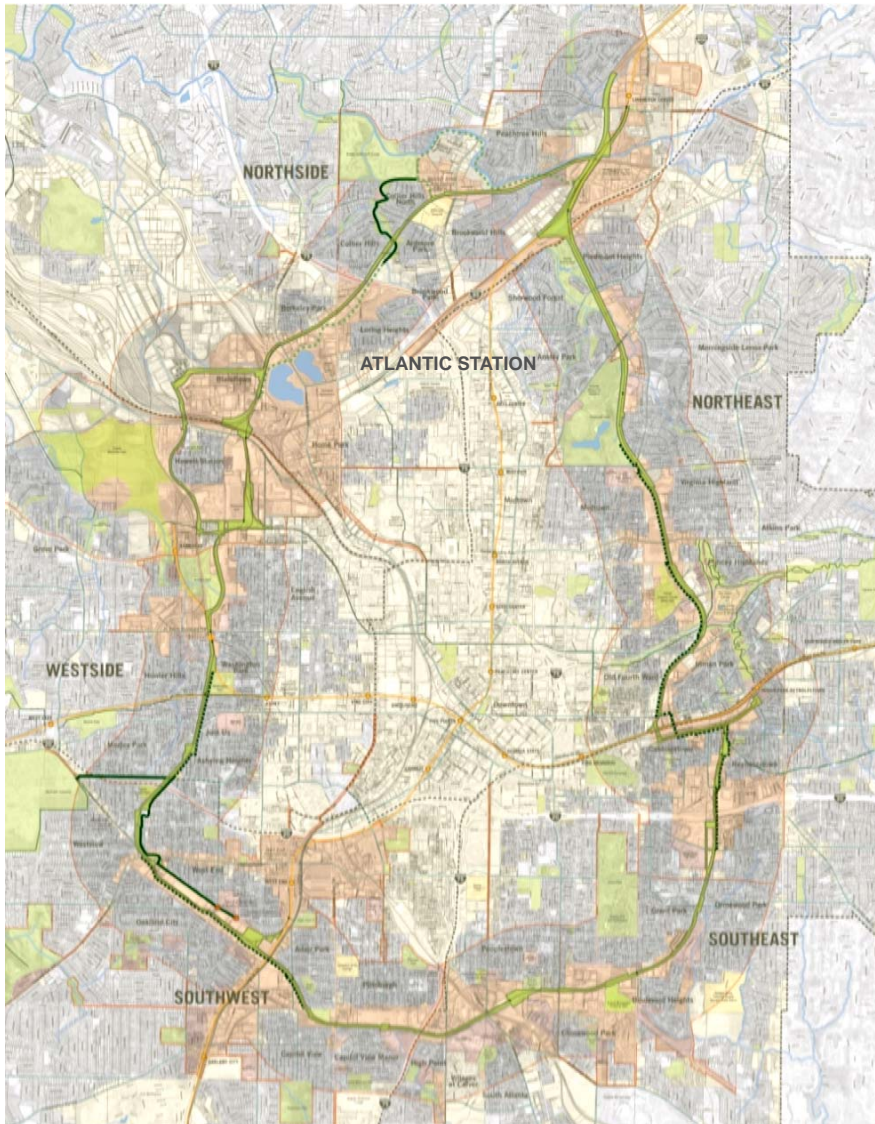


- **Inside** the Perimeter
- **2 – 3 miles** from Downtown Core



ABI CEO Update

Where Is The Atlanta BeltLine?



- Connects **45 neighborhoods**
- **6,500 acre** redevelopment area
- **22% of City of Atlanta population** lives in the Atlanta BeltLine planning area
- **8% of the City's land mass** is inside the Atlanta BeltLine TAD
- **40% increase** in Atlanta's parkland

ABI CEO Update

What Is The Atlanta BeltLine- Key Elements



Transit
22-mile loop



Parks
1300 + new acres



Trails
33 miles



Jobs & Economic Development
20 areas, 30k jobs



Affordable & Workforce Housing
5,600 Units



Existing Communities & Historic Preservation



Public Art & Streetscapes



Environmental Clean-up
1100 + acres

Environmental Cleanup & Re-use



- Clean up approximately **1,100 acres** of contaminated industrial properties
- Reuse of old railroad corridors – **270 acres**
 - Adaptive use of historic structures



Greenspace & Trails

Progress Update

- Over **280 acres** have been acquired for greenspace along the Atlanta BeltLine
- Three new parks opening this year
- **3.3 miles** of permanent trail completed (10% of entire system)
- **7 miles of hiking trails** completed
- **2.5 miles** of permanent trail under construction (Eastside Trail)



Northside Trail

Progress Update

Under Construction:

Eastside Trail

1

Historic Fourth Ward Park

2

Skate Park (Cox Parcel)

3

Boulevard Crossing Park

4

D.H. Stanton Park

5

Completed:

- West End Trail Phase I (October 2008)

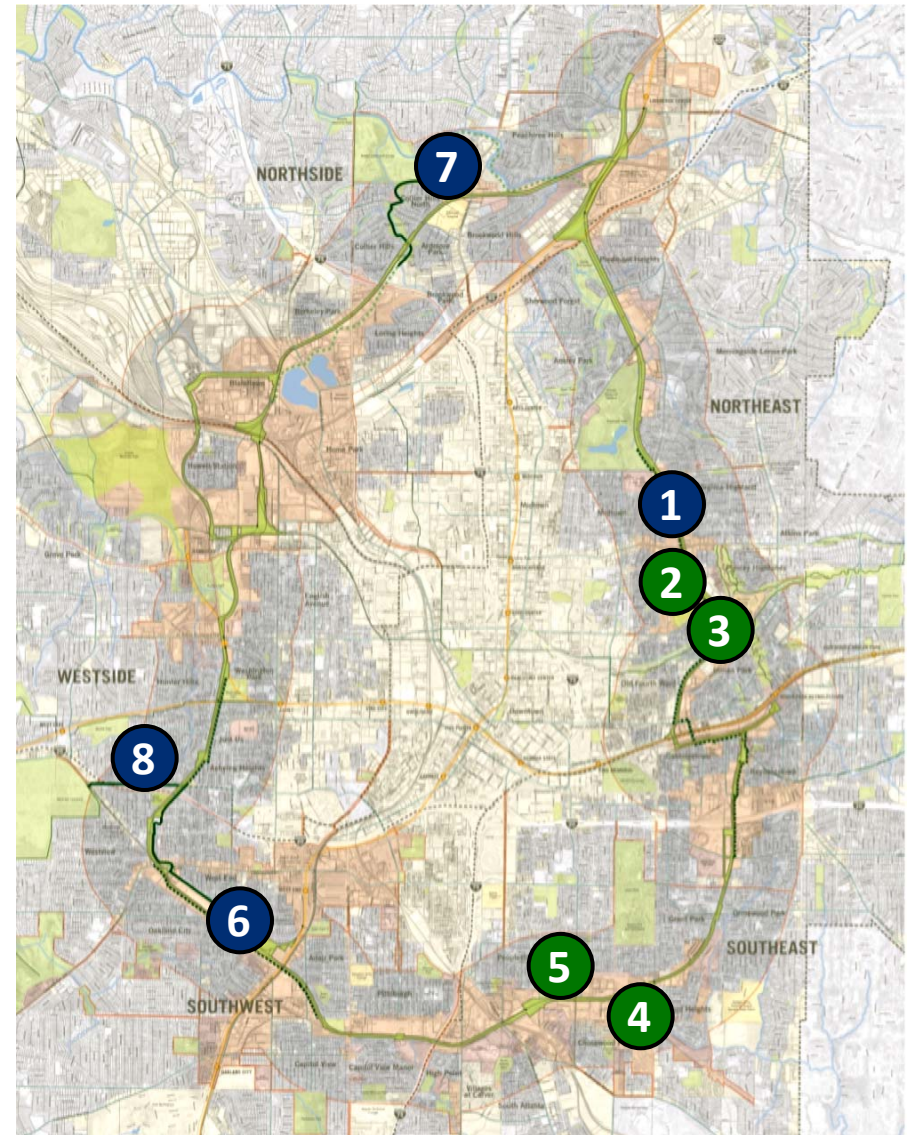
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- Northside Trail Opened (April 2010)

7

- West End Trail Phase II (June 2010)

8



Parks: Historic Fourth Ward Park



- Park Master Plan adopted March 2009
- Reuse and remediation of 17 acres of former industrial and contaminated land
- 70% Energy-Neutral Park on a cost basis
- Provides stormwater drainage relief to a 300-acre drainage basin around City Hall East
- Funded by Department of Watershed Management Opportunity Bonds; Park Opportunity Bonds; Capital Campaign
- Completion early 2011

Parks: Historic Fourth Ward Park



Parks: Historic Fourth Ward Park



Parks: DH Stanton Park

Renovation and expansion of an existing 8-acre City park

Funded by Park Opportunity Bonds, a grant from the Blank Foundation and the Capital Campaign

City's first energy cost-neutral park

Completion early 2011



Westside Park & Reservoir

300 Acre addition to Atlanta Park System



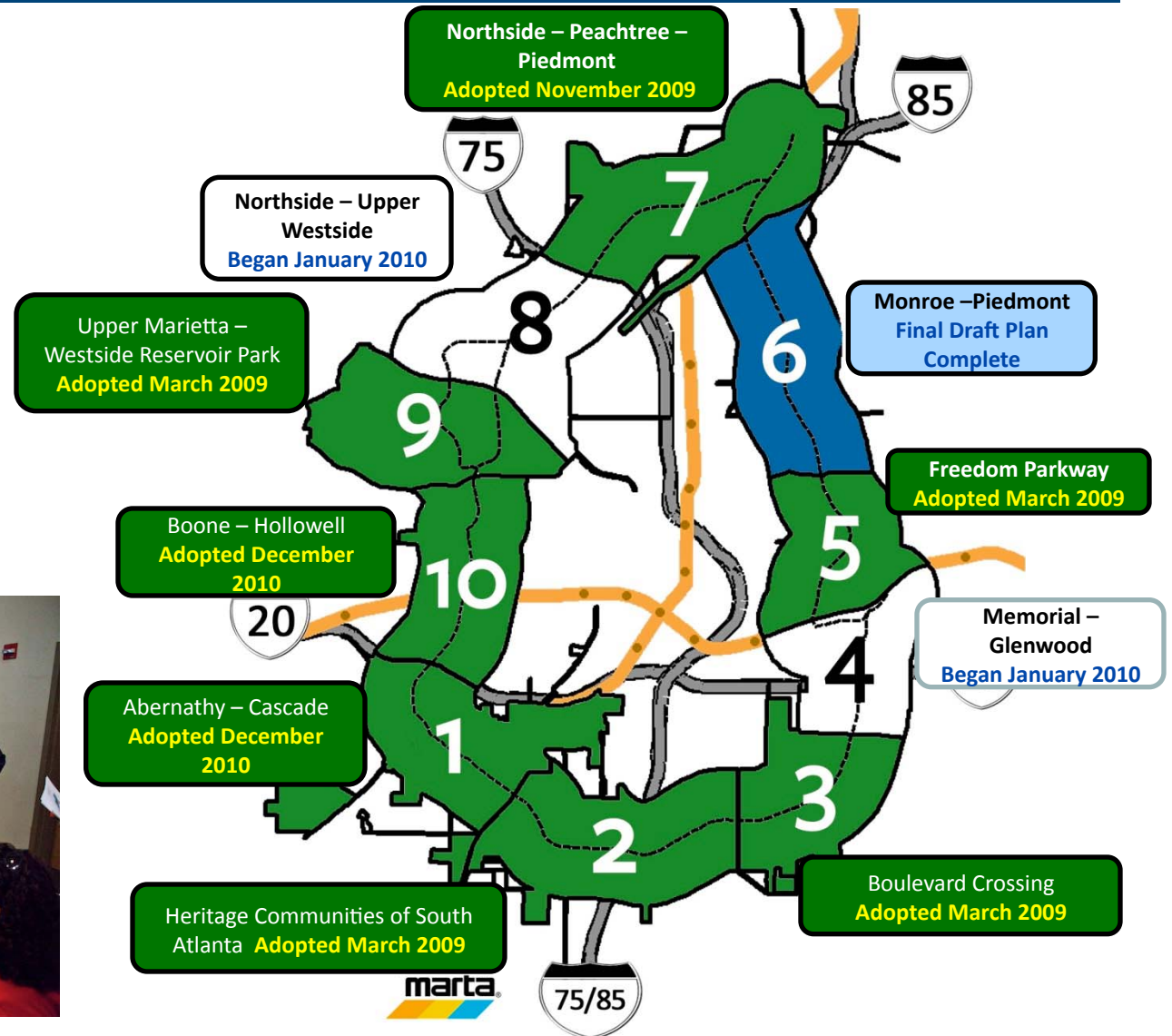
Will be the largest park in the City and the new reservoir will provide a 30-day backup water supply



Bellwood Quarry, site of the future Westside Reservoir Park

Master Planning: Subareas

- Land Use recommendations
- Transportation improvements
- Park Master Plans
- 7 of 10 plans adopted
- Expected adoption of all 10 plans by the end of 2011



Community Benefits: Jobs Program & Guiding Principles

- **Connecting residents to Atlanta BeltLine construction jobs**

Training

- Partnership with AWDA (Atlanta Workforce Development Agency)
- Trainees will receive NCCER and OSHA Certification
- Opportunity to *COMPETE* for Atlanta BeltLine funded construction jobs
- First class graduated March 2010

Construction Monitoring

- Agreement created to ensure compliance
- Started with Stanton Park in Peoplestown

- **Community Benefits Guiding Principles**

- 18 month community engagement process
- Adopted by City Council Summer 2010

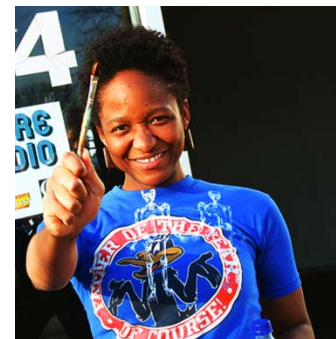


- “West End Remembers” dedicated on November 14, 2009



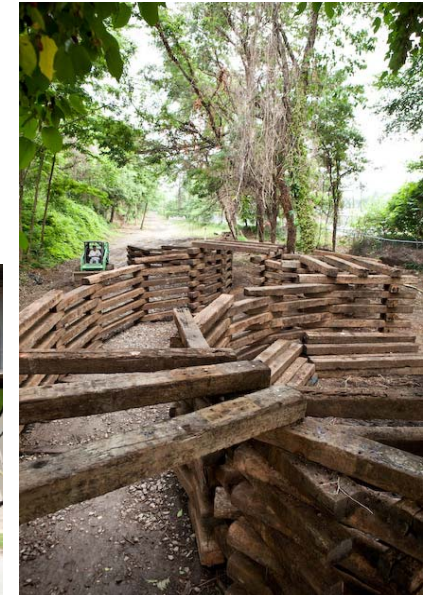
“West End Remembers,” by Malaika Favorite , November 2009

- Commissioned Art
- Temporary Installations
- Community Engagement



Atlanta BeltLine's First Temporary Public Art Exhibition

- 177 Artist submissions
- Over **50** installations and performances from June – October 2010
- \$75k in seed funding leveraged more than \$50k in donations
- Largest in City of Atlanta's History



Affordable Housing: Progress Update

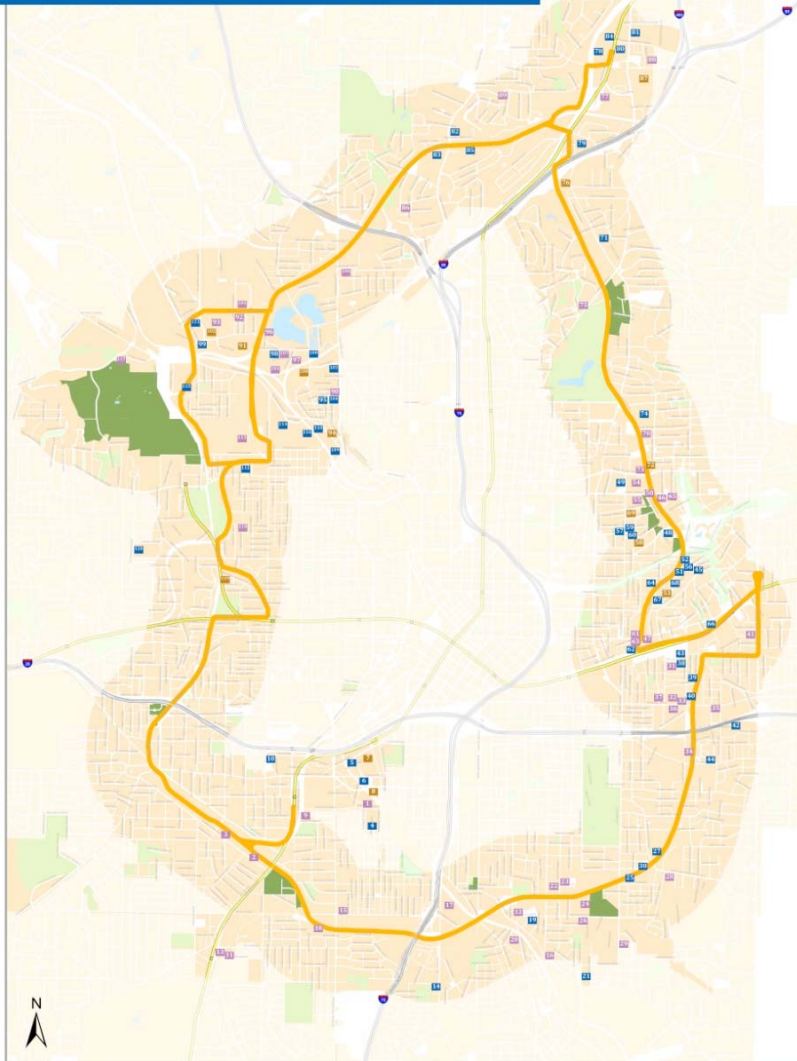


- Up to \$240 million allocated through the Atlanta BeltLine TAD (15%) over 25 years via Trust Fund ~ 5,600 Units
- Affordable Housing Trust Fund currently capitalized over \$8 million
- **34** closings through down-payment assistance program
- Established Atlanta Community Land Trust



Private Development: Progress Update

Development Activity Around the BeltLine



- Over **50** projects complete or underway within the TAD totaling **\$1.1 billion** of new private investment including:
 - - 9,000 new residential units
 - - 700,000 SF of new commercial space



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- The Atlanta BeltLine Partnership (ABLP) cultivates broad-based support for the Atlanta BeltLine to thrive through political, economic and social cycles. ABLP is the Atlanta BeltLine’s link to the private sector:
 - leveraging private sector resources to ensure the Atlanta BeltLine is implemented successfully;
 - raising awareness to support the public-private redevelopment project; facilitating the removal of roadblocks to its implementation; and;
 - working to mitigate its unintended social impacts.
- The Atlanta BeltLine Partnership accomplishes this via:

<ul style="list-style-type: none"> – Tours – Speakers Bureau – Social media – Website – Direct email 	<ul style="list-style-type: none"> – Fundraising – Government relations – Events – Festivals – Community Land Trust
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- The Atlanta BeltLine Partnership kicked off a \$60 million capital campaign early in 2007; funds support trail development and land acquisition for parks
- More than \$35 million raised
- Atlanta Mayor Kasim Reed serves as Honorary Chair, and the Campaign is co-chaired by a stellar group of Atlanta leaders:
 - Jim Kennedy, Chairman and CEO of Cox Enterprises
 - Phil Kent, Chairman and CEO of Turner Broadcasting System
 - Herman Russell, Chairman of H. J. Russell and Company
 - Ray Weeks, CEO of Weeks Properties Group

Major Donors

The Robert W. Woodruff Foundation
Arthur M. Blank Family Foundation
Cox Enterprises
The Coca-Cola Foundation
The Home Depot Foundation
Mr. John Portman

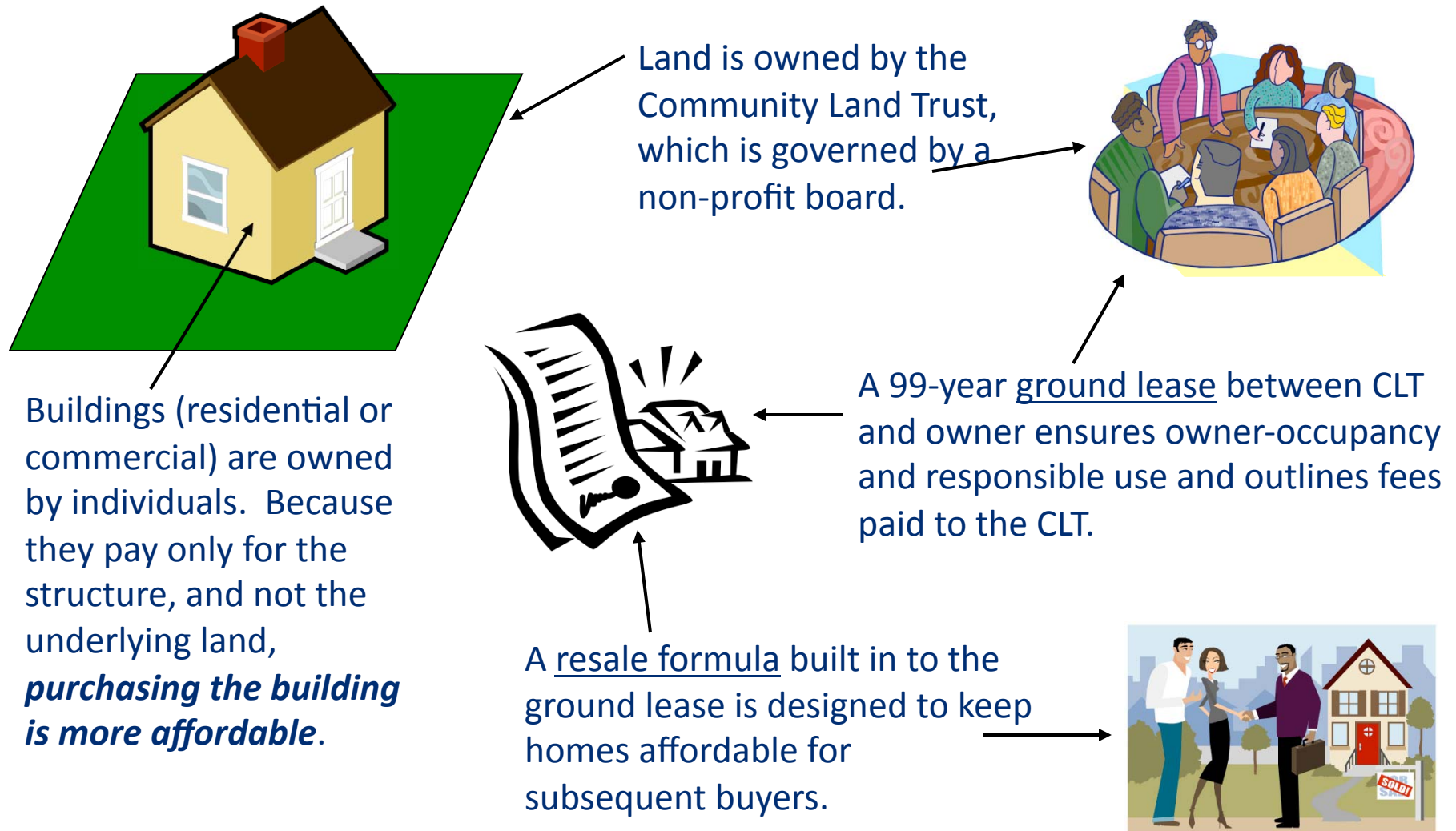
SunTrust Bank Atlanta
Turner Broadcasting System
Wells Fargo
Weeks Family Foundation
Georgia Power Company

A Proven Vehicle for the Development and Preservation of Affordable Housing

- Approximately 200 nationwide;
- Provides access to land and housing to low- and moderate-income residents;
- Increases long-term community control of neighborhood resources;
- Empowers residents through involvement and participation in the organization; and Preserves the affordability of housing permanently.
- Learn more about CLT's at <http://www.cltnetwork.org>.

Community Land Trusts:

How do they work?



Atlanta Land Trust Collaborative (ALTC)



Growing Communities Without Displacement

There are three unique aspects of the Atlanta Land Trust Collaborative:

- It implements an affordable housing solution on the front end of a large-scale urban redevelopment project like the BeltLine.
- The cross-section of public, private, non-profit and community partners engaged in its formation is unprecedented.
- It creates an innovative model for CLTs that balances the principle of community empowerment and the need for economies of scale and efficiency.



The Atlanta Land Trust Collaborative has reached a number of important milestones:

- Incorporated in December 2009
- Convened core board and approved by-laws in January 2010
- Received \$200,000 in funding from Home Depot, Wells Fargo, NCB Capital and the United Way of Metropolitan Atlanta
- Designated AHAND as fiscal sponsor (501c3 application in process)
- Identified NPU-V as location for first neighborhood-based CLT

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Atlanta BeltLine: Trails



- **33 miles** of multi-use trails connecting parks, businesses, neighborhoods, and cultural destinations
- Includes spur trails to connect more neighborhoods and existing parks



Trails: Eastside Trail



- Approximately 2.5-mile multi-use trail
- Connects Piedmont Park with the Inman Park neighborhood
- Primarily Funded by Sarah & Jim Kennedy/PATH Foundation and Kaiser-Permanente Foundation
- Construction underway



Trails: West End Trail

- Approximately 2.4-mile multi-use trail
- Connects historic West End neighborhood to Westview Cemetery
- Funded by PATH Foundation with Federal TE Grant
- Phase I opened 10/08; Phase II opened 06/10



May 2009

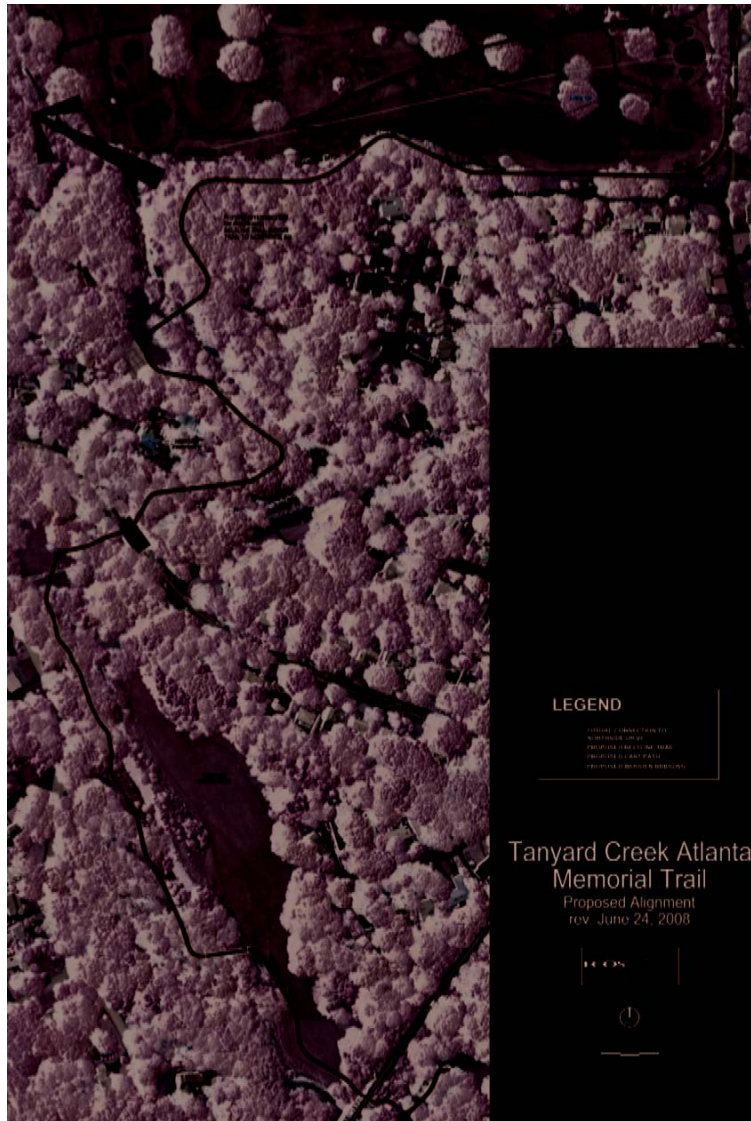


March 2008

Trail: Rose Circle Park



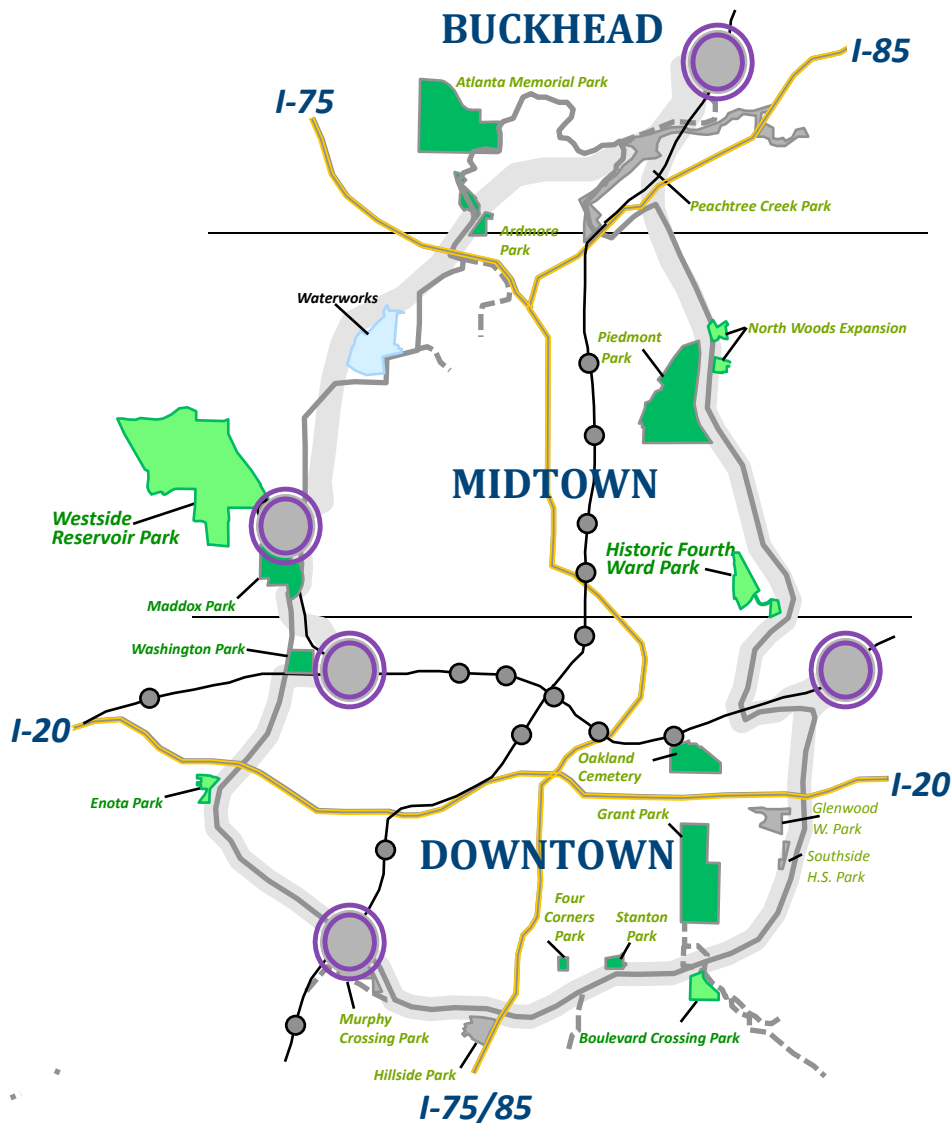
Trails: Northside Trail



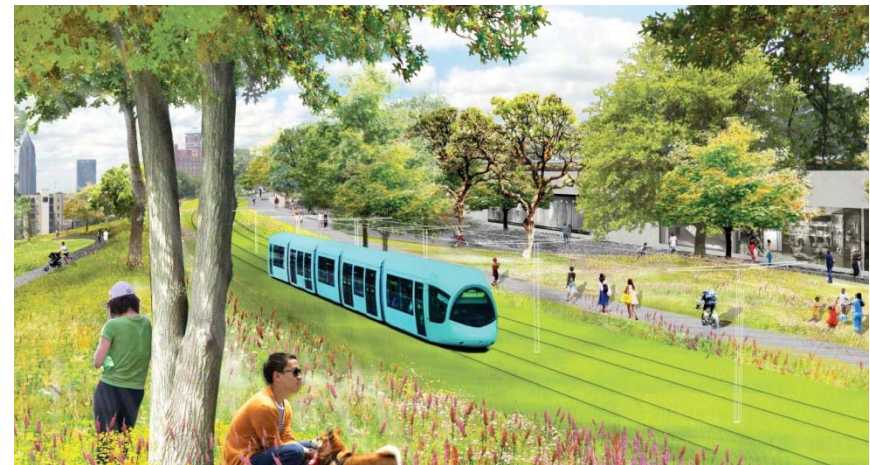
- Approximately 0.9-mile multi-use trail
- Opened to the public April 2010
- Tanyard Creek Park, Howard Park and Bobby Jones Golf Course in Buckhead
- Funded by PATH Foundation with Federal TE Grant



Atlanta BeltLine: Transit

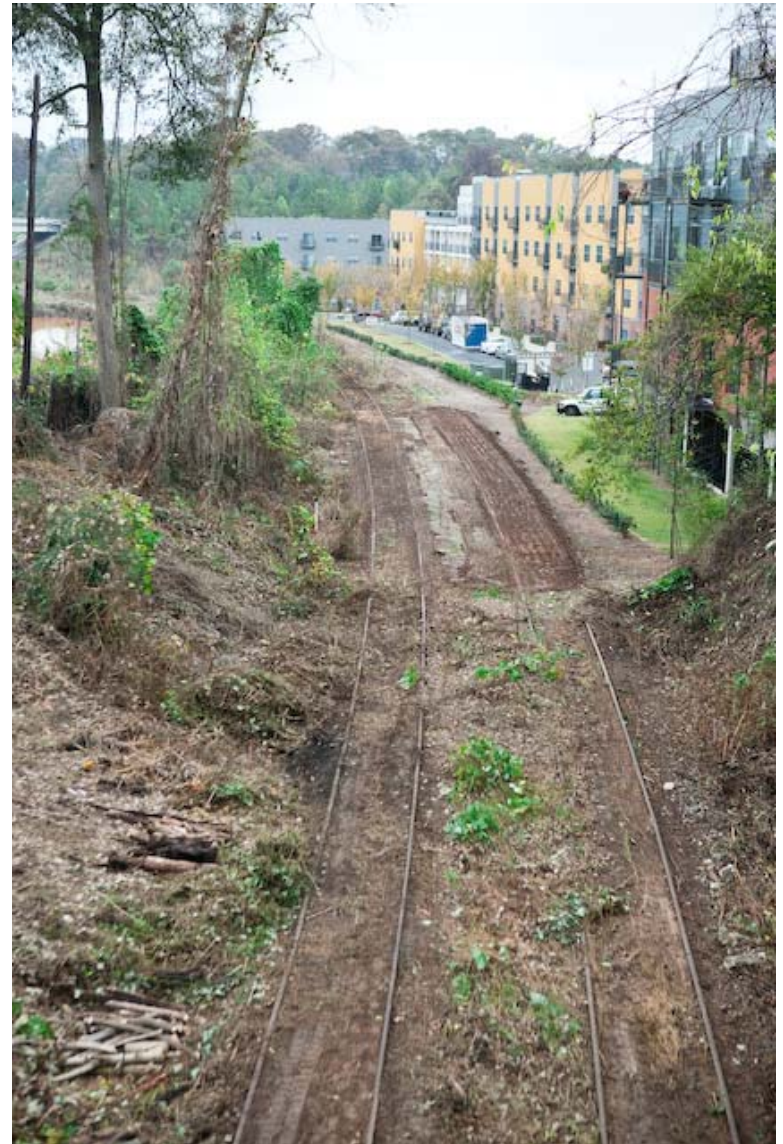


- Connecting all of Atlanta's major submarkets.
- 22-mile Transit Loop with **5 new potential connections to existing MARTA service.**
- **50** proposed stations
- Modern streetcar or light rail transit



Atlanta BeltLine Corridor: Progress Update

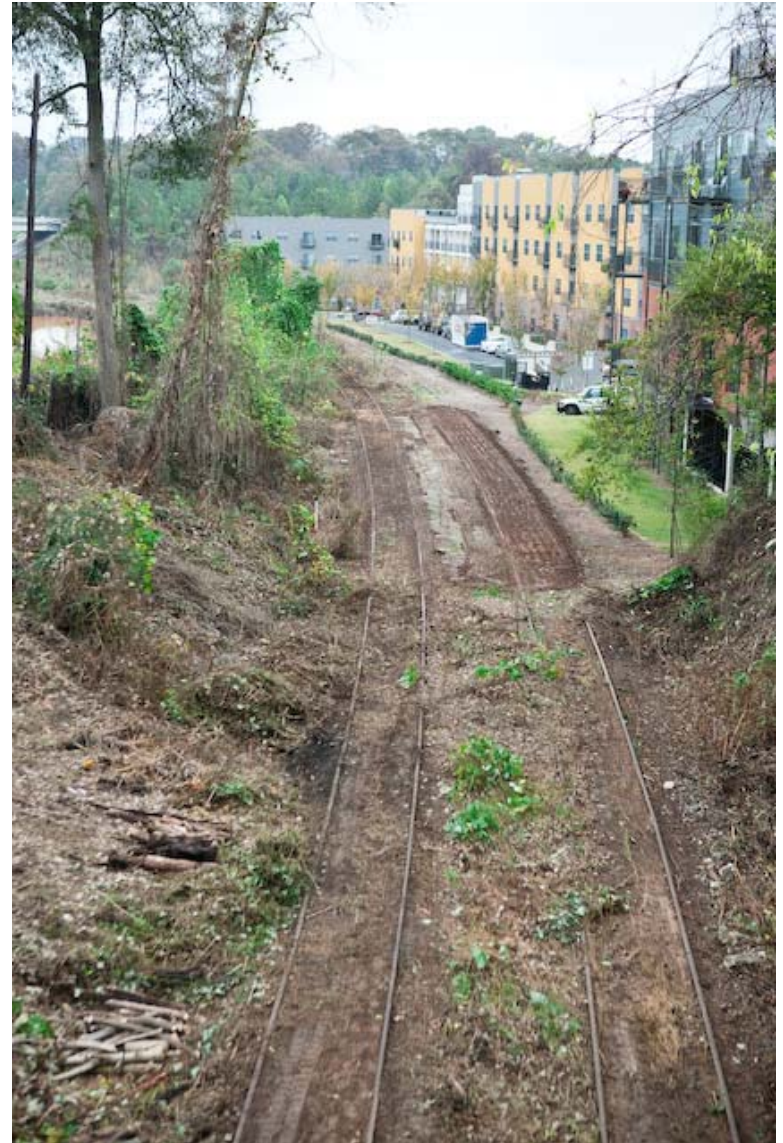
- 48% of ROW Corridor secured for Atlanta BeltLine Transit & Trails through purchase, lease or option (*July 2009*)
- Tier I Environmental Impact Statement (EIS) underway with MARTA for the entire 22-mile corridor and will be completed in 2011
- Rails and overgrowth removed to create pedestrian access
- Corridor Design team selected including world-renowned international and local firms
 - Perkins & Will, James Corner Field Operations, HDR, Kimley-Horn



Northeast Corridor

Atlanta BeltLine Corridor: Progress Update

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Atlanta BeltLine Northeast Corridor

Atlanta BeltLine: Corridor Design



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