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
The Atlanta BeltLine – a Model of Urban Transformation

10th Annual New Partners for Smart Growth

Moderator:
Smart Growth America President Geoff Anderson

Agenda:
• Atlanta BeltLine: a Response to Atlanta’s Challenges
  City Councilmember Joyce Sheperd

• Atlanta BeltLine Project Overview
  ABI President & CEO Brian Leary

• Public Private Partnership
  ABLP Executive Director Valarie Wilson

• Transforming Mobility
  ABI Director of Transit & Transportation Nate Conable
The Atlanta BeltLine – a Model of Urban Transformation

10th Annual New Partners for Smart Growth

Agenda:

- **Atlanta BeltLine: a Response to Atlanta’s Challenges**
  City Councilmember Joyce Sheperd

- **Atlanta BeltLine Project Overview**
  ABI President & CEO Brian Leary

- **Public Private Partnership**
  ABLP Executive Director Valarie Wilson

- **Transforming Mobility**
  ABI Director of Transit & Transportation Nate Conable
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
The Atlanta BeltLine – a Model of Urban Transformation

10th Annual New Partners for Smart Growth

Agenda:

• Atlanta BeltLine: a Response to Atlanta’s Challenges
  City Councilmember Joyce Shepard

• Atlanta BeltLine Project Overview
  ABI President & CEO Brian Leary

• Public Private Partnership
  ABLP Executive Director Valerie Wilson

• Transforming Mobility
  ABI Director of Transit & Transportation Nate Conable
Partnerships At Every Level

- **$1.7 billion** in local TIF Financing
- MARTA, PATH Foundation, Trust for Public Land
- City Departments Planning, Funding, Coordination
- **Atlanta BeltLine Inc.**
- ADA (Atlanta Development Authority)
- **Atlanta BeltLine Partnership**
- Community
- Partners
- Funding

- Over $35 million in private contributions
- 45 Neighborhoods
- Over $260 million spent to date ($20 million in federal funds)
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**

<table>
<thead>
<tr>
<th>Transit</th>
<th>Parks</th>
<th>Trails</th>
<th>Jobs &amp; Economic Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>22-mile loop</td>
<td>1300 + new acres</td>
<td>33 miles</td>
<td>20 areas, 30k jobs</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Affordable &amp; Workforce Housing</th>
<th>Existing Communities &amp; Historic Preservation</th>
<th>Public Art &amp; Streetscapes</th>
<th>Environmental Clean-up</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,600 Units</td>
<td></td>
<td></td>
<td>1100 + acres</td>
</tr>
</tbody>
</table>
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
- Historic Fourth Ward Park
- Skate Park (Cox Parcel)
- Boulevard Crossing Park
- D.H. Stanton Park

Completed:
- West End Trail Phase I (October 2008)
- Northside Trail Opened (April 2010)
- West End Trail Phase II (June 2010)
**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
  o Partnership with AWDA (Atlanta Workforce Development Agency)
  o Trainees will receive NCCER and OSHA Certification
  o Opportunity to COMPETE for Atlanta BeltLine funded construction jobs
  o First class graduated March 2010

  Construction Monitoring
  o Agreement created to ensure compliance
  o Started with Stanton Park in Peoplestown

• Community Benefits Guiding Principles
  o 18 month community engagement process
  o 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
The Atlanta BeltLine – a Model of Urban Transformation

10th Annual New Partners for Smart Growth

Agenda:

• Atlanta BeltLine: a Response to Atlanta’s Challenges
  City Councilmember Joyce Shepard

• Atlanta BeltLine Project Overview
  ABI President & CEO Brian Leary

• Public Private Partnership
  ABLP Executive Director Valarie Wilson

• Transforming Mobility
  ABI Director of Transit & Transportation Nate Conable
Role of the Atlanta BeltLine Partnership

- 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:
  - Tours
  - Speakers Bureau
  - Social media
  - Website
  - Direct email
  - Fundraising
  - Government relations
  - Events
  - Festivals
  - Community Land Trust
Capital Campaign

• 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
Community Land Trusts

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?

Buildings (residential or commercial) are owned by individuals. Because they pay only for the structure, and not the underlying land, **purchasing the building is more affordable.**

Land is owned by the Community Land Trust, which is governed by a non-profit board.

A 99-year ground lease between CLT and owner ensures owner-occupancy and responsible use and outlines fees paid to the CLT.

A resale formula built in to the ground lease is designed to keep homes affordable for subsequent buyers.
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
The Atlanta BeltLine – a Model of Urban Transformation

10th Annual New Partners for Smart Growth

Agenda:

• Atlanta BeltLine: a Response to Atlanta’s Challenges
  City Councilmember Joyce Sheperd

• Atlanta BeltLine Project Overview
  ABI President & CEO Brian Leary

• Public Private Partnership
  ABLP Executive Director Valarie Wilson

• Transforming Mobility
  ABI Director of Transit & Transportation Nate Conable
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
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

- 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

Atlanta BeltLine Northeast Corridor
The Atlanta BeltLine – a Model of Urban Transformation

10th Annual New Partners for Smart Growth

Moderator:
Smart Growth America President Geoff Anderson

Agenda:
• Atlanta BeltLine: a Response to Atlanta’s Challenges
  City Councilmember Joyce Sheperd

• Atlanta BeltLine Project Overview
  ABI President & CEO Brian Leary

• Public Private Partnership
  ABLP Executive Director Valarie Wilson

• Transforming Mobility
  ABI Director of Transit & Transportation Nate Conable