



# Community Engagement Toolkit

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# Community Engagement Toolkit

Dear Community Stakeholder:

Thank you for joining the BeltLine Community and for picking up this Community Engagement Toolkit. By sharing your thoughts and encouraging your friends, neighbors and community groups to participate, you are helping to inform the initial projects for the BeltLine.

The BeltLine TAD (Tax Allocation District) is projected to raise \$1.7 billion over the next 25 years to be used for development of the project. However, not all of these funds will be available at once. The City will issue its first round of bonds in late 2006, and these funds will be used to pay for the first years of the BeltLine. To make decisions about the allocation of these funds will require strategic decisions about priorities and timing.

Our first step is to develop a "workplan." This workplan will lay out the initial projects expected to come on line in the first years of the BeltLine. This workplan must be approved by City Council prior to the issuance of bonds.

BeltLine Community Engagement Toolkit asks all city residents and interested groups to take the lead in community-based conversations about how the BeltLine could take shape. The results of your input will be a key factor by which we measure success for the BeltLine. By understanding at the start of this 25 year project what the community expects, we can begin to manage expectations and establish an open dialogue with the community.

This guide has two goals: (1) provide important information about the BeltLine and what will go in the workplan and (2) give you the tools to generate strong community awareness and open communication by having you take the lead on hosting conversations with other stakeholders. In this Toolkit, you will find:

1. Information on the BeltLine and the components of the workplan.
2. Surveys about your opinions on the BeltLine
3. Guidance for planning a Community conversation, including tips on how to host a meeting, how to gather results, and how to share your finding
4. A detailed agenda for facilitating the discussion itself
5. Information about what happens with your input

All information can be submitted on paper or by sending the results of your community conversation to BeltLine Community, c/o ADA, 86 Pryor Street, Atlanta, GA 30303 or on-line at [www.beltlinecommunity.com](http://www.beltlinecommunity.com).

We look forward to working in partnership with you to hear your thoughts, gather input, and provide information to our entire community about the BeltLine.

## A QUICK GLANCE AT THE BELTLINE



### The Key Facts to Know

When completed, the BeltLine TAD will fund a substantial improvement in city infrastructure, including:

- A 22-mile transit system with regional links to MARTA;
- 33 miles of trails connecting 40 parks;
- Almost 1,300 acres of new greenspace;
- Improvements to almost 700 acres of existing parks;
- Approximately 30,000 permanent new jobs (a 50% increase that would not happen without the BeltLine) and 48,000 year-long construction jobs; and
- 5,600 workforce housing units.

### Dates to Remember

**Late 2005:** The BeltLine TAD is approved by the City of Atlanta, Fulton County and the Atlanta Public Schools.

**March 2006:** Community Engagement Framework is launched. The CEF asks stakeholders for their input into critical topics for the BeltLine workplan.

**June 2006:** The BeltLine Workplan will be released to the public for comment and feedback.

**July 2006:** The BeltLine Workplan will be submitted to the Atlanta City Council and the Mayor.

**September/October 2006:** The first bonds to fund the BeltLine will be issued.

### Important Terms

**Workplan:** The workplan will be the primary document that lists the priorities for the first five years of BeltLine projects. In general, it will include the amount of TAD funds to be spent and the different types of projects and geographies that will occur in each geographic area during the first five years of funding.

**TAD:** A Tax Allocation District, or TAD, is a funding tool that lets the City issue bonds based on an anticipated amount of incremental property tax revenue in a certain area.

## WHAT'S HAPPENED SO FAR?

**What exactly is the BeltLine?** The backbone of the BeltLine is a 22-mile loop of historic railroad that encircles downtown and midtown Atlanta. When completed, the BeltLine will provide more parks and trails, improve transit, connect neighborhoods, add workplace housing, encourage economic development and more jobs, and support important community initiatives like public art and historic preservation. The BeltLine will connect in-town neighborhoods and promising business centers throughout the city and will link directly into MARTA rail and other public transit systems.

**How will the BeltLine be paid for?** In late 2005, the City, Fulton County, and the Atlanta Public Schools agreed to create the BeltLine Tax Allocation District (TAD), which will fund the project. The total estimated project cost is approximately \$2.5 billion over the next 25 years. As property tax values increase as a result of redevelopment, the additional tax revenue will fund the issuance of TAD bonds for 20-25 years. These bonds pay for the capital investments within the BeltLine TAD boundary. TAD funds will pay for nearly \$1.7 billion, and the rest will come from private donations and federal grants.

**Who will be impacted by the BeltLine?** The BeltLine will connect 45 in-town neighborhoods with parks, transit and trails for commuters, bicyclists and pedestrians. The BeltLine touches every City Council district, and, in addition, the benefits of the BeltLine will radiate out into adjoining neighborhoods.

**Has the City already started the BeltLine?** Working with partner organizations, the City has already begun to shape the BeltLine. We have made an offer to purchase the Bellwood Quarry, which would be a centerpiece of the proposed Westside Park. Also, the Trust for Public Land has purchased property on behalf of the BeltLine. PATH has already studied proposed trails, and MARTA is involved in an assessment of the best types of transit for the BeltLine.

**Where can I learn about the BeltLine?** Please visit [www.atlantada.com](http://www.atlantada.com), [www.beltlinepartnership.org](http://www.beltlinepartnership.org), and [www.atlantaga.gov](http://www.atlantaga.gov) for more information. If you do not have access to the Internet, please contact the Atlanta Development Authority at 404-880-4100.

## WHAT HAPPENS NEXT?

**Have the BeltLine TAD bonds already been issued?** No. Under the legislation passed by City Council, the City must approve a workplan before issuing any bonds. This workplan will lay out the priorities for spending the initial BeltLine dollars in the first 5 years. These priorities will include recommendations about what needs to happen right now to keep the BeltLine project on track – such as buying land and rights-of-way, as well as funding the engineering studies and making the first investments for workforce housing.

**Is the workplan completed?** No. We are dedicated to making the BeltLine a true community experience. This means that we are seeking community input into what should go into the workplan. Hard choices will need to be made in these first five years, like what park is purchased first and where do we put the first trails. We are committed to impacting every quadrant of the City during every phase of the BeltLine project. We are seeking your input to help inform those key decisions.

**How will this community input be used?** By combining community input with technical expertise, the workplan will reflect not only what can be done in the first five years, but good ideas about how to do it. Plus, there will be multiple opportunities for the community to weigh in on the shape of the BeltLine - from the Comprehensive Development Plan or CDP process that will start later this year to the Master Planning process as each of the new or improved parks come on line. The Community Input process or use of Community Input will look different for each type of project, but the community will be involved.

**What's the timeline for the workplan?** At the same time we are gathering community input, technical teams will be studying what is actually feasible in the first five years with expected available TAD funds of \$270 million. These technical teams have proposed a series of general and specific questions that you can answer to give them your best ideas, to raise concerns and to voice preferences about what happens next. We will share this input on a weekly basis with both the community and the technical teams. In late May, the draft workplan will be circulated to all interested community members and groups to review and make comment.

**When will the TAD bond funds be available?** Our target is September/October. Until we have the TAD funds, we cannot make the major purchases that will anchor the BeltLine.

## WHAT ELSE SHOULD I KNOW?

**Which entities will be responsible for making the BeltLine a reality?** There are three core entities that will work on behalf of the City, Fulton County and APS to make the BeltLine real. The Atlanta Development Authority (ADA) serves as legal redevelopment agent. This means they are responsible for the issuance of bonds, administration of BeltLine TAD funds and any City funds. ADA is legally responsible for effective execution of the BeltLine TAD project.

The BeltLine Partnership is a nonprofit organization formed at the request of Mayor Shirley Franklin to bring together stakeholders dedicated to making the BeltLine a reality. Now its focus will shift to fundraising private dollars to help pay for the BeltLine.

The Atlanta BeltLine Inc. is to be created as a subsidiary of the ADA to serve as the operational entity for the BeltLine. This means it will be responsible for coordinating all government support, all contracted services, all official communications to the public regarding the BeltLine, gathering community input through the Community Engagement Framework, and for providing necessary reports to ADA for transmittal to City Council and Mayor.

Beltline Inc. will work closely with the City of Atlanta's departments that will play a key role in implementing the BeltLine's vast number of public infrastructure projects.

**What are workplan "priorities"?** Workplan priorities are those actions that are selected to be accomplished during the first phase of the project, either because of their technical nature (engineering studies, transit analysis, rights-of-way), or because they provide a foundation for the rest of the project, (buying critical pieces of land that connect the trail and transit right of way or the quarry), or because of important legislative objectives (15% of the bond funding is allocated to workforce housing). These priorities will form the basis of the workplan.

## HOW DOES COMMUNITY ENGAGEMENT WORK?

**What is the Community Engagement Framework?** The Community Engagement Framework (CEF) is an initiative to increase public awareness and public input related to the BeltLine. The City wants residents and interested groups to be aware of progress with the BeltLine project and to provide critical input into the project's direction. We recognize that development of the BeltLine depends on community support and involvement. The CEF process will allow all city residents and interested groups to have an equal opportunity to participate and be engaged in how the BeltLine takes shape.

**What are the different types of community input?** We are seeking three types of information from the community: ideas, concerns and preferences. These inputs will be given to the workplan technical team and each type plays a different role.

- **Ideas** are any topic-specific thought or opinion about how something could or should be done. "I think the BeltLine should..." For example, an idea could be "I think the BeltLine should plant flowerbeds in all medians." This is a generally applied recommendation that adds to the BeltLine. The workplan technical team will consider the feasibility of community ideas as potential additions or enhancements to the workplan priorities. The CEF will be important in sharing a list of common themes with the team and the community.
- **Concerns** are expressions or worries about potential negative outcomes or events related to the BeltLine. "I am concerned the BeltLine will..." For example, "I am concerned the BeltLine will not encourage development in my neighborhood." The workplan technical team will consider concerns in the workplan, if not already addressed. The CEF will communicate shared concerns and how they have or will be addressed in the workplan.
- **Preferences** are opinions about how projects along the BeltLine will be distributed and about the types of expenditures that should be made. "I prefer for the BeltLine to do X instead of Y..." For example, "I prefer for the BeltLine to spend 20% of all dollars in my neighborhood." A preference differs from an idea because an idea gives a general wish for action and a preference ranks one idea higher than the others. The workplan technical team will consider community preferences in the workplan, if not already addressed. The CEF will communicate common themes and how they impacted the workplan.

**What will the CEF do first?** The CEF will be used first to help build the workplan for the BeltLine in its first five years. This workplan will lay out the initial projects to come on line in the first years of the BeltLine, and the workplan must be approved by City Council prior to the issuance of bonds. The CEF provides a way to share your ideas about the BeltLine, to raise concerns about the project, and to recommend your preferences about what happens next through the following forms of communication:

- Community-led meetings, issue forums and a town-hall meeting to facilitate discussion and idea sharing across interest groups and within the general public;
- On-line collaboration among community groups, including blogs and conversation functions, utilizing the latest in web-based technology; and
- Flyer handouts, community surveys, and other direct outreach techniques for communities that are not on-line



## DISCUSSION TOPICS

THE BELTLINE WORKPLAN will focus on the following types of projects:

- Parks and Trails
- Transit
- Transportation Infrastructure
- Economic Development
- Workforce Housing
- Public Art
- Historic Preservation

The following pages of this Toolkit provide important background information on each of the seven areas to inform our discussions.

Each topic area asks a series of questions designed to get you thinking and raising your own questions.

At the end of each section, you will find a list of survey questions about the specific topic areas. These questions can be answered by individuals or by group consensus. We want to hear your reactions and understand your expectations in each of these critical areas.

## ABOUT PARKS AND TRAILS

**Why is the BeltLine focusing attention on parks and trails?** Atlanta ranks near the bottom of the list of large U.S. cities in available park land and greenspace, relative to the size of the city. Also, while the City has made tremendous progress over recent years with PATH trails and sidewalk projects, Atlanta is still a driving-oriented city that is not as walkable as it could potentially be. When fully completed, the BeltLine will increase greenspace and walkability by connecting parks and trails into a one-of-a-kind regional “linear” park.

**Why are parks and trails a priority?** The BeltLine is a tremendous opportunity to add new greenspace. Studies show that greenspace and walkability attract economic development and improve how our neighborhoods connect to one another. Furthermore, to prepare for Atlanta’s future rapid population growth and development, it is critical to preserve greenspace now. The BeltLine will create a larger, expanded park system that connects 40 of Atlanta’s parks – adding 1,200 new acres and improving approximately 700 existing acres of greenspace.

The BeltLine will create more than 33 miles of multi-use trails in the new linear park. The trails will be multi-use – for walkers, joggers, bikers, roller-bladers, and so on. This trail system will include the core 22-mile loop plus various extensions to link together many of the existing parks and trails surrounding the BeltLine. The BeltLine's parks and trails system will be as important as its transit system, streetscapes, and other infrastructure projects in determining the location and concentration of development in our city.

**What decisions need to be made?** As we issue BeltLine TAD bonds to fund the first few years of the BeltLine, we will face funding limitations on the activities we can do with parks and trails. We will not be able to purchase “all” the land or build all the parks or trails in the short term. Thus, as part of the workplan process, we will evaluate which trails / corridor segments to prep (study, design, engineer) and construct, determine the specific route of the trail throughout the TAD boundary, and evaluate which parks to build. Our goal will be to make best use of our limited funds in the first few years.

**How will we buy the land?** There are two key partners in our land acquisition process to get our parks and trails:

- Trust for Public Land – TPL is a key land acquisition arm for building the BeltLine. TPL has served as a revolving financing source thus far, permitting the BeltLine to obtain land in this early phase prior to the issuance of TAD bonds. We will continue to leverage TPL's expertise in acquiring real estate; in some cases, TPL will secure title to the land and, in others, it will not.
- The PATH Foundation – PATH will be our primary agent for designing and constructing the multi-use trails that will be part of the BeltLine. PATH has worked with the City of Atlanta for years on developing trails through out the City - you've probably seen the green and white signs. They will be instrumental in helping us design and build these trails to make them friendly and accessible to the many types of users.

**What about Rights of Way (ROW)?** Constructing the multi-use trails along the BeltLine will take time and significant funding -- it is not necessarily as simple as building a sidewalk. In most cases, we will first acquire right-of-way (ROW) on which to build the trail. A right-of-way is any strip or area of land, including the surface, and what is overhead or underground that is devoted to public use for transportation purposes or for the placement of utilities. Second, we will conduct engineering and other prep work to lay the foundation prior to actual trail construction.

## **What are the misconceptions about Parks and Trails and the BeltLine?**

- "We can build all parks in the first five years" – in reality, we will be limited by the funding availability. In the first five years, we will have that credit limit and we'll make hard choices about what can be purchased where and when. These choices will be driven by land availability, by land and construction cost, and by our goal of spreading the growth of the BeltLine across geographies.
- "We can build trails immediately" – in reality, trail construction requires ROW acquisition, engineering, and prep work, which takes time and money.
- "The BeltLine parks are already designed" – in reality, the Parks Department and BeltLine Inc. will jointly lead a process by which citizens will provide significant input into the design of the parks that will be near their neighborhoods.

**How can I be involved?** Take this survey about your opinions on Parks and Trails.

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# PARKS AND TRAILS SURVEY

1. If given the choice, would you prefer a trail constructed that connects

- a. Two street intersections
- b. Two existing (or future) parks

2. For the following questions, please look at the drawings and rank your preferences:

a. Trails will be used by multiple users, including walkers, joggers and bikers. Which design do you prefer?

**Design A**       Strongly prefer       Somewhat prefer       Neutral       Do not like       Strongly dislike

**Design B**       Strongly prefer       Somewhat prefer       Neutral       Do not like       Strongly dislike

b. Transit will be located close to the trails. Which design do you prefer?

**Design C**       Strongly prefer       Somewhat prefer       Neutral       Do not like       Strongly dislike

**Design D**       Strongly prefer       Somewhat prefer       Neutral       Do not like       Strongly dislike



Potential park design

# PARKS AND TRAILS SURVEY

3. Please offer any ideas for how the workplan should address parks and trails.

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4. Please express any concerns you have about how the workplan will address parks and trails.

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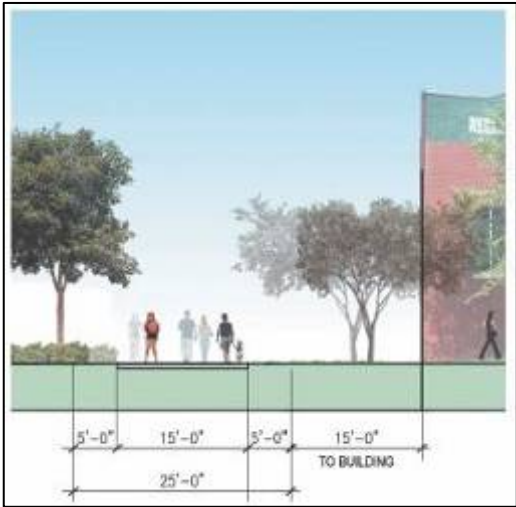
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5. Please complete the following sentence as it relates to parks and trails: "I wish..."

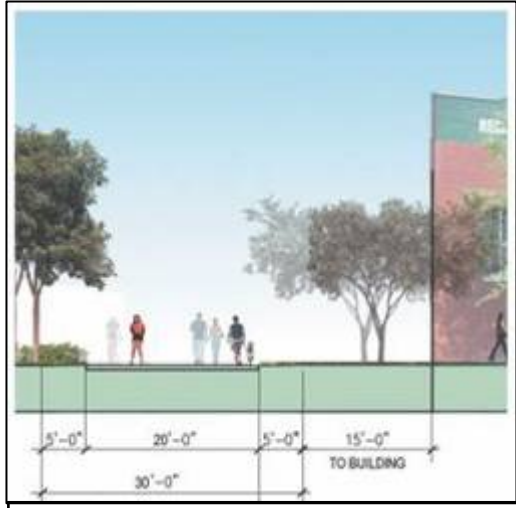
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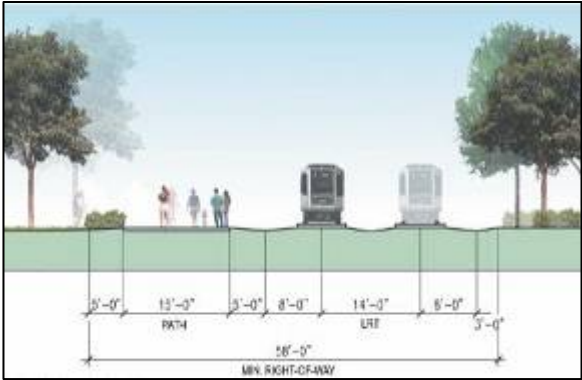
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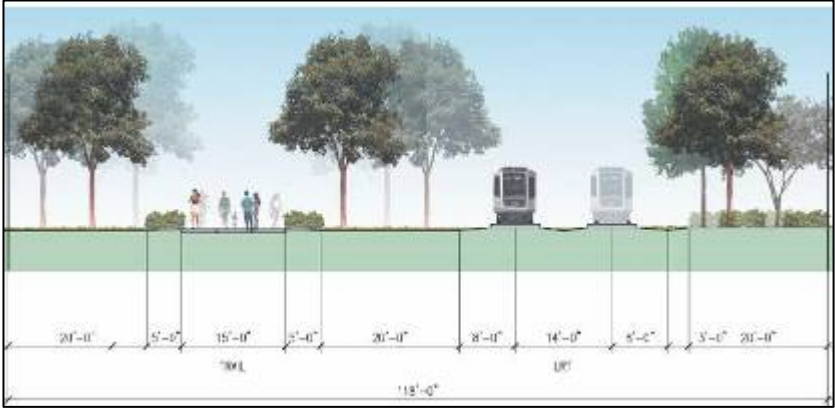
Trail Design A



Trail Design B



Trail with Transit Design C –  
Please note land required and overall design



Trail with Transit Design D –  
Please note land required and overall design

## ABOUT TRANSIT

**Why is transit important?** Getting around Atlanta is not only about where you go but also how you get there. The BeltLine's 22-mile loop of railroad right-of-way could connect to existing transit networks like MARTA and it could link people to major activity centers and attractions. MARTA is currently studying BeltLine transit options as a part of its Alternative Analysis process.

**Why is transit a priority in the first five years?** In order to build transit in the future we must complete our studies and engineering and design work now...many decisions remain to be resolved regarding BeltLine transit. The first step will be, without question, securing the right of way for the future transit line. Beyond that, the MARTA studies will help us begin to paint a sharper picture of the future BeltLine transit system and move into the implementation process for our first sections of transit.

**What happens next in deciding about transit?** The current studies will establish the latest thinking on choosing the mode (streetcars, light rail or buses), the route, the stations, the connections to existing MARTA, and the costs to build and operate the transit system. Once MARTA completes its assessment later this year, the BeltLine will be able to determine what we can do next. We are currently working to understand MARTA's analysis and to understand their plans for transit. We will also form responses to some of the issues MARTA is examining as part of their study. Based on these answers, we will begin thinking about where the initial transit investments should occur. It is important to recognize that MARTA, through this process, will form an independent opinion on this issue and that this process will not be complete until the end of the summer.

### **What are the misconceptions about transit?**

- “We have only one option for building BeltLine transit, which is an expensive billion dollar system that requires federal funding to be successful.” In reality, a system like that is certainly one option for us to consider, but there are streetcar options that could be far less expensive and not require significant federal funding (or at least not until the end of the process instead of upfront). We have options for building a successful BeltLine transit system that are **not** dependent on large amounts of federal funds to get started.
- “We have already decided what type of transit we’ll build.” In reality, no decisions have been made regarding these issues.
- “Transit will be available in the next five years.” In reality, the transit component of the BeltLine may take longer. There are financial decisions and feasibility decisions that must be made, and regardless of the selected mode, construction will need to take place.
- “Transit is not a high priority for the BeltLine.” In reality, transit is a core priority for the BeltLine and will remain so.

**When will decisions be made?** Transit decisions have a lot of pieces that have to be resolved: MARTA analysis, engineering studies, feasibility studies and answers to our requests for federal funds. MARTA's study should be completed later this year, but we will begin our engineering tasks and some land acquisition as soon as we have the TAD funds available.

**How do I get involved?** Take this survey about your opinions on Transit.

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## TRANSIT SURVEY

For the following questions, we are seeking your preferences based on opposing options. No decisions have been made about what mode of transit will be used.

1. Transit will need a power source for operation. Would you prefer transit:
  - Powered by overhead lines
  - Power that is not visible
2. Streetcars are a transit mode option. If streetcar was chosen as the mode of transit for the BeltLine, would you prefer
  - Streetcar riding on rails
  - Streetcar riding on rubber tires
3. Light rail and streetcar are two options that are being considered for BeltLine transit. Would you prefer
  - Light rail that takes longer to build
  - Streetcar that takes less time to build
4. Transit modes will also consider time and location. Would you prefer
  - Lots of stations but slower speeds
  - Fewer stations (which may mean your neighborhood is skipped) but faster travel times around the BeltLine

5. Please look at the following drawings and rank your preferences. (1=Best, 5=Worst)



**Local Bus**

- Rubber tire on pavement
- City streets in mixed traffic
- 1 bus vehicle
- Low (10-35 mph)



**Bus Rapid Transit (BRT)**

- Rubber tire on pavement
- Exclusive road right-of-way or mixed traffic on city streets
- Can be 1 vehicle or more than 1 vehicle connected
- Medium (30-50 mph)



**Streetcar**

- Steel wheel on rail
- Rail right-of-way that can be exclusive or in mixed traffic along city streets
- Often 1 vehicle but can consist of more than 1 vehicles connected
- Low (10-25 mph), depends on number of stops



**Light Rail Transit (LRT)**

- Steel wheel on rail
- Rail right-of-way that is usually exclusive but can be in mixed traffic along city streets
- Usually 2-4 vehicles connected
- Medium (40-60 mph), depends on number of stops



**Diesel Multiple Unit (DMU)**

- Steel wheel on rail
- Exclusive rail right-of-way
- Usually 2-4 vehicles connected
- High (65-90 mph)

# TRANSIT SURVEY

6. Please offer any ideas for how the workplan should address transit.

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7. Please express any concerns you have about how the workplan will address transit.

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8. Please complete the following sentence as it relates to transit: "I wish..."

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## ABOUT TRANSPORTATION INFRASTRUCTURE

**What is transportation infrastructure?** Transportation infrastructure includes addressing traditional vehicle traffic issues including the streetscapes and the road and intersection projects that will occur throughout the BeltLine area.

**Why is transportation infrastructure a priority in the first five years?** Atlanta has many traditional transportation infrastructure changes that need to happen if we want to make the city more livable. On the BeltLine this is even more critical. The sooner we act, we can improve transportation not only for those traveling throughout the BeltLine, but these projects will encourage the economic development that will increase the amount of revenue generated by the project. Better transportation = Better communities = More tax revenue for the BeltLine via growth that is sustainable.

**What decisions need to be made about transportation infrastructure?** The Redevelopment Plan for the BeltLine TAD had a team (led by Grice and Associates) to address the transportation infrastructure component. This work identified a long list (over 100) of expected key road and intersection projects that would be needed over the life of the BeltLine implementation process for existing roads.

Our goal now is to prioritize this list, based on understanding which projects are already being studied, understanding which situations are already unattractive, and which situations are expected to get worse soon based on what we see happening around the BeltLine during the next five years. In addition, we expect the workplan to include further studies to identify new road projects that may be needed for the area around the BeltLine beyond changes to our existing infrastructure.

**What are the misconceptions about other transportation infrastructure?**

- “Transit and Transportation infrastructure are the same.” In reality, we know that it is important to use the right words to describe the many parts of the BeltLine. That includes understanding the difference between “transit” and “other transportation infrastructure”. Basically, the difference between transit and transportation is that **transit** describes how we travel around the core BeltLine right of way (using modes such as streetcar, light rail, or bus) and **transportation infrastructure** will focus on what’s on the ground near and/or crossing the BeltLine (the sidewalks, streets, intersections).
- “The BeltLine will focus only on transit.” In reality, the BeltLine plans include these road and intersection projects as well as potentially new roads or intersections – the BeltLine is not just a transit project.

**What are the next steps?** Based on the engineering studies and analysis conducted as a part of the Redevelopment Plan, the workplan technical team will gather the information necessary to prioritize the streetscape initiatives as part of the draft workplan. The team will take into consideration many factors: existing levels of service of major roads and streets, expected traffic impact of the BeltLine, community input, and current momentum for projects from Quality of Life programs, Livable Community Initiatives, the Public Works and Planning departments, and the Atlanta Regional Commission.

**How do I get involved?** Take this survey about your opinions on Transportation.

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# TRANSPORTATION INFRASTRUCTURE SURVEY

1. For the following questions, we are seeking your reaction to the following statements:

**It should be the public policy of the BeltLine to purchase as many Right-Of-Ways as possible as quickly as possible**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**Land to be used for sidewalks and road improvement should be purchased as soon as it is available.**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**Land that is not purchased now may not be available in the future**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**Buy the most expensive land for transportation and infrastructure, to avoid paying higher prices for acquisition later**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**Buy land in the areas that need transportation and infrastructure improvement most, to improve those neighborhoods first.**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

2. Please offer any ideas for how the workplan should address transportation needs besides transit (roads, signals, intersection improvements, etc).

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3. Please express any concerns you have about how the workplan will address transportation outside of transit.

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4. Please complete the following sentence as it relates to transportation needs besides transit: "I wish..."

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## ABOUT ECONOMIC DEVELOPMENT

**What exactly is development?** Right now, there are nearly 3,000 acres of underutilized properties along the BeltLine. The BeltLine is designed to encourage better use of those properties by businesses - and, in turn, that better use or "redevelopment" will generate growth and create jobs.

**How does the BeltLine do this?** What is exciting about the BeltLine is that it loop around the urban core of the City (only 1 to 3 miles from Downtown), and that it will provide an approach to manage Atlanta's growth in areas that historically have not been economically active. Funding is already set aside for development infrastructure and considerable attention will be given to brownfield and environmental cleanup. Cleanup along the BeltLine will begin to revitalize industrial areas and traditionally underdeveloped areas throughout the city.

**What will the economic development results be?** We expect 30,000 new jobs to be created in the BeltLine area in the next 20-25 years. This job increase is 50 percent greater than what would be created without the BeltLine. In addition, during the development of the BeltLine, 48,000 construction jobs will be created.

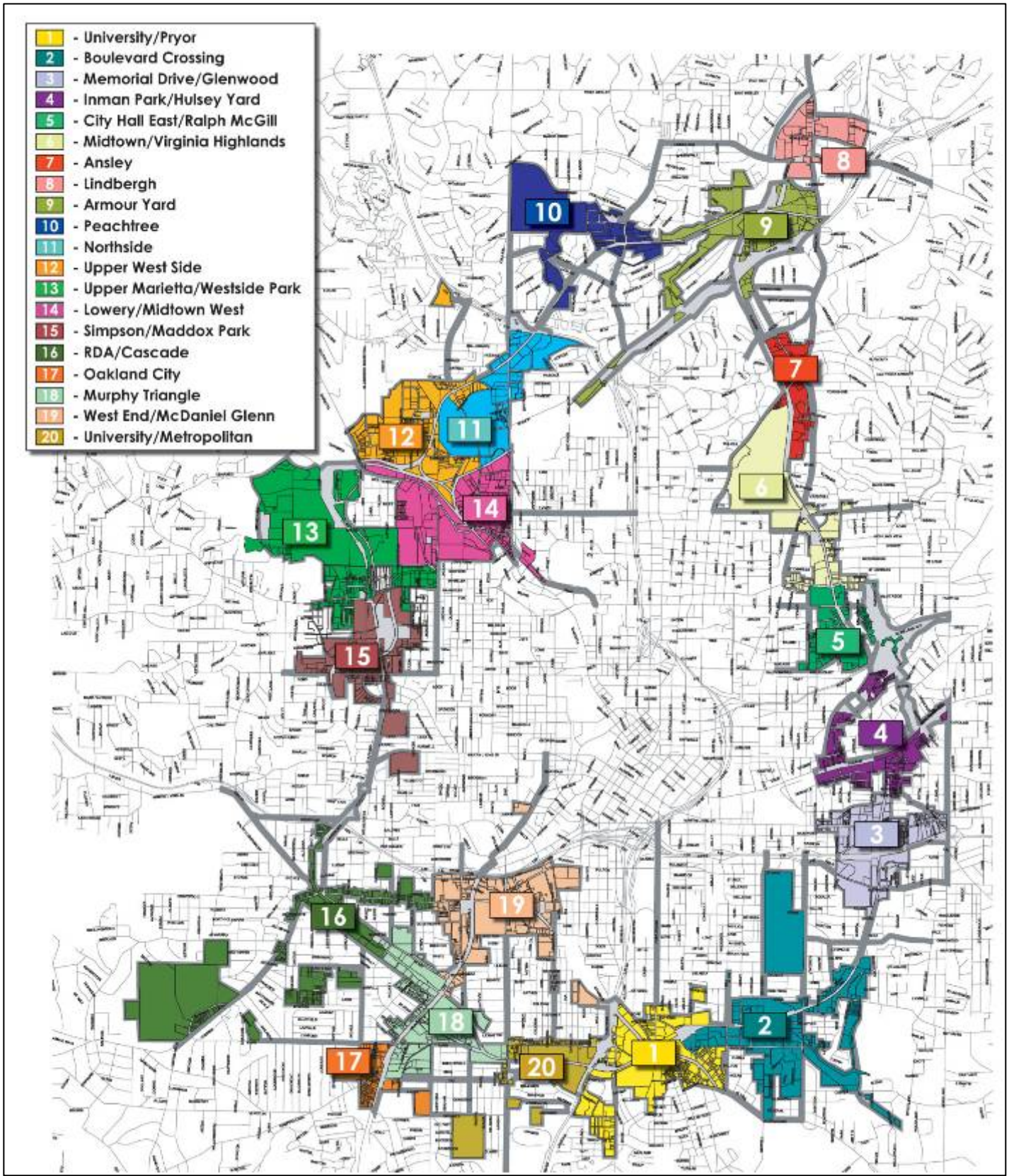
**Where will the economic development happen?** We will make BeltLine investments in a way that will ensure that growth and new job opportunities are distributed in a balanced way across the city. The BeltLine Redevelopment Plan focused on 12 redevelopment nodes that comprised 40% of the BeltLine's estimated development opportunities. For the Workplan we are focusing on all development potential along the BeltLine and have identified 20 development areas.

**What decisions need to be made?** Decisions will focus on building strong development momentum, stimulating development in areas not experiencing development, maximizing work force housing, achieving development compatibility with existing neighborhoods, and leveraging the investment in parks, trails, and other public improvements in a manner to shape and encourage development. Attention will be given to historic resources and brownfield mitigation. In order to implement the Redevelopment Plan, focus will include land use through near-term amendments to the City's Comprehensive Development Plan and future zoning decisions.

**What are the next steps for your work area?**

The technical team will be identifying the specific programs and policies that are most suited to enhance or stimulate development activity in each of the 20 areas, given the need to provide incentives and other early actions. We will seek to leverage the investment priorities determined by the other Teams in a manner to shape and strengthen development in the first five years, while laying out a strategy for land use policy and actions for the longer-term.

# BELTLINE DEVELOPMENT AREAS





## **What are the misconceptions about Economic Development and the BeltLine?**

- “The BeltLine a developer driven project.” In reality, the BeltLine Redevelopment Plan was developed to guide the location, scale, and content of future development throughout the area so as to effectively manage Atlanta’s future growth. Active development is key to the success of this project. While the project is not developer driven, development is crucial to the BeltLine’s success. Because of the TAD funding mechanism, the project is developer fueled. Strong development will generate the tax increments necessary to support TAD bonds that will finance the parks, trails, transit, and other public infrastructure costs.
- “Land use and zoning changes will be instituted immediately with limited public input.” In reality, the City will use a public process over the next 3 to 4 months to determine land use. The process will occur independently, by amending the City’s Comprehensive Development Plan.
- “The zoning laws will change at the same time as the land use changes.” In reality, broad zoning changes will not be instituted at the time that the land use plan is amended. The City will continue to evaluate the most appropriate and effective approach to be taken related to zoning, implementing an approach, if recommended, at a later time.

**How do I get involved?** Take this survey about your opinions on Development.

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## ECONOMIC DEVELOPMENT SURVEY

1. Please rank the values you consider most important in increasing economic development along the BeltLine workplan for the first five years.

**Encourage business growth by using incentives**

- Very important
- Important
- Average
- Slightly important
- Not important

**Spending more money on economic development and building the tax base, at the expense of limiting the parks and trails built in the initial years**

- Very important
- Important
- Average
- Slightly important
- Not important

**Economic development should focus on underdeveloped areas first, then on existing business corridors**

- Very important
- Important
- Average
- Slightly important
- Not important

2. Please offer any ideas for how the workplan should address economic development

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3. Please express any concerns you have about how the workplan will address transportation economic development

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4. Please complete the following sentence as it relates to economic development: "I wish..."

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## ABOUT WORKFORCE HOUSING

**What is Workforce Housing?** Workforce housing means rental housing and homeownership opportunities that are affordable to residents whose income is no greater than a certain percentage of the Atlanta area median income. Those percentages have not been finalized yet.

**Is workforce housing the same as public housing offered by AHA?** No. Workforce housing is private housing owned by individuals or families. Public housing is owned by the government. Both are designed to make living in the City accessible.

**How will the BeltLine improve the amount of workforce housing?** As part of approving the BeltLine, the City mandated that 15% of all TAD funds be dedicated to workforce housing. Combined with other citywide efforts, approximately \$240 million of TAD funds will be set aside for the purpose of building workforce housing units. This commitment is estimated to create as many as 5,600 new workforce housing units inside the BeltLine area, the most significant investment in affordable workforce housing in Atlanta's history.

**Will all the housing be in one area?** No. Just as the BeltLine covers the City, we intend for residents looking for affordable workforce housing to be able to live in every quadrant of the City. Using a variety of programs, we will spread out housing to make living in the City an option for all.

**How will decisions be made about locations and income levels?** The BeltLine legislation creates an affordable workforce housing advisory group, which will advise on these policies and decisions. The City will review and must approve the final policy.

**How do I get involved?** Take this survey about your opinions on Workforce Housing.

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# WORKFORCE HOUSING SURVEY

The BeltLine will dedicate 15% of all bond proceeds towards developing workforce housing around the BeltLine. This will mean almost \$240 million in investment.

1. Please rank the values you consider most important in developing workforce housing for the first five years.

Spreading workforce housing throughout the BeltLine

- Very important
- Slightly important
- Important
- Not important
- Average

Encouraging homeownership rather than rental usage

- Very important
- Slightly important
- Important
- Not important
- Average

Offering more financial support, which may result in fewer people receiving support

- Very important
- Slightly important
- Important
- Not important
- Average

Offering less financial support per household, which may result in more people receiving support

- Very important
- Slightly important
- Important
- Not important
- Average

Blending workforce housing into existing neighborhoods

- Very important
- Slightly important
- Important
- Not important
- Average

2. Please offer any ideas for how the workplan should address workforce housing

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3. Please express any concerns you have about how the workplan will address workforce housing

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4. Please complete the following sentence as it relates to workforce housing: "I wish..."

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## ABOUT PUBLIC ART

**What is public art?** Public art is artwork that is available and visible to the public. Public art can be a many things, including sculptures, murals, manhole covers, paving patterns, or fountains. Public Art is artwork created, usually by artists and/or design team collaborations, for a public place and experience.

**How will the BeltLine be related to public art?** A certain portion of the BeltLine TAD proceeds will be used to fund public art projects around the BeltLine.

**How will the public art process work?** The BeltLine will use the City's Public Art process, which includes a municipal arts plan. This is an annual plan developed and administered by the Bureau of Cultural Affairs to enhance the capital construction projects paid for by eligible funds in a particular year.

**Who decides?** The Arts plan is decided by citizen appointees to a nine (9) member Advisory Committee selected by the Bureau of Cultural Affairs (BCA). The responsibilities of the Committee are to review gifts of public art and commissions and advise on the overall public art plan.

**How can I get involved?** Take this survey about your opinions on Public Art.

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# PUBLIC ART SURVEY

1. Please rank the values you consider most important in developing public art in the BeltLine workplan for the first five years.

**Balancing projects throughout the BeltLine**

- Very important
- Important
- Average

- Slightly important
- Not important

**Commissioning from new and emerging artists**

- Very important
- Important
- Average

- Slightly important
- Not important

**Encouraging community-led art projects**

- Very important
- Important
- Average

- Slightly important
- Not important

**Including public art in streetscape projects**

- Very important
- Important
- Average

- Slightly important
- Not important

2. Please offer any ideas for how the workplan should address public art

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3. Please express any concerns you have about how the workplan will address public art

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4. Please complete the following sentence as it relates to public art: "I wish..."

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## ABOUT HISTORIC PRESERVATION

**How will the BeltLine protect historic buildings?** The responsibility for historic preservation belongs to the Atlanta Urban Design Commission (UDC). The UDC nominates and regulates buildings and districts of historic architectural and cultural significance to be considered by State or Federal agencies for historic designation. The BeltLine will work in cooperation with the UDC to ensure that historic preservation is an important part of the project. In particular, the UDC reviews and comments on the capital expenditures by other public agencies or authorities that are required to submit plans for review by the City of Atlanta.

**How does the UDC work?** The UDC nominates and regulates buildings and districts which are designated as Historic Buildings or Sites, Landmark Buildings or Sites, Conservation Districts, Historic Districts, or Landmark Districts. The UDC also reviews and comments on projects that involve City of Atlanta property, rights-of-way, or parks. The Commission reviews and comments to the Zoning Review Board and Board of Zoning Adjustment on any proposed action pending before those boards regarding any building, site or districts that has been designated under the City's historic preservation ordinance.

**How can I learn more about the UDC?** The UDC provides technical assistance and public information to property owners, residents, and others interested in historic preservation, the City of Atlanta's history, the historic resources within the City of Atlanta, or other related subjects.

**How do I get involved?** Take this survey about your opinions on Historic Preservation.

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# HISTORIC PRESERVATION SURVEY

1. Please rank the values you consider most important in addressing historic preservation in the BeltLine workplan for the first five years.

**Preserving existing buildings and structures because they reflect the history of Atlanta**

- Very important
- Important
- Average
- Slightly important
- Not important

**Limiting zoning changes to protect historical structures**

- Very important
- Important
- Average
- Slightly important
- Not important

**Encouraging development that will yield increased property tax base, regardless of historic preservation concerns**

- Very important
- Important
- Average
- Slightly important
- Not important

2. Please offer any ideas for how the workplan should address historic preservation

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3. Please express any concerns you have about how the workplan will address historic preservation

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4. Please complete the following sentence as it relates to historic preservation: "I wish..."

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## GENERAL BELTLINE SURVEY

**1. Which of these situations describes you? (select all that apply)**

- a. I live in an area along the BeltLine.
- b. I work in an area along the BeltLine.
- c. A potential BeltLine project will impact my business.
- d. A potential BeltLine project will impact my neighborhood.
- e. Other. Please specify.

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**2. Please rank your familiarity with the BeltLine project.**

- a. Extremely familiar.
- b. Very familiar.
- c. Somewhat Familiar.
- d. Vaguely Familiar.
- e. I do not know about the BeltLine.

**3. Please indicate whether you agree or disagree with the following statements:**

- a. The key decisions about the BeltLine have already been made.  Agree  Disagree
- b. The priorities for spending along the BeltLine have already been set.  Agree  Disagree
- c. There is a bias towards specific quadrants along the BeltLine.  Agree  Disagree
  - If you agree, please indicate the areas that you believe are preferred.
- d. The BeltLine Tax Allocation District will be fully funded in the first five years by issuing bonds.  Agree  Disagree

## GENERAL BELTLINE SURVEY

4. Please rank the importance of the following components of the BeltLine projects.

**Workforce housing**

- Very important
- Important
- Average
- Slightly important
- Not important

**Historic preservation**

- Very important
- Important
- Average
- Slightly important
- Not important

**Parks and trails**

- Very important
- Important
- Average
- Slightly important
- Not important

**Transit**

- Very important
- Important
- Average
- Slightly important
- Not important

**Transportation**

- Very important
- Important
- Average
- Slightly important
- Not important

**Economic development**

- Very important
- Important
- Average
- Slightly important
- Not important

**Public art**

- Very important
- Important
- Average
- Slightly important
- Not important

## GENERAL BELTLINE SURVEY

5. Please rank the values you consider most important in developing the BeltLine workplan for the first five years.

**Balancing projects across quadrants**

- Very important
- Important
- Average

- Slightly important
- Not important

**Buying as much of the land as possible immediately**

- Very important
- Important
- Average

- Slightly important
- Not important

**Community consensus on where projects are located**

- Very important
- Important
- Average

- Slightly important
- Not important

**Improved streetscapes and roadways**

- Very important
- Important
- Average

- Slightly important
- Not important

**Improving the most underserved areas first**

- Very important
- Important
- Average

- Slightly important
- Not important

**Including public art and amenities**

- Very important
- Important
- Average

- Slightly important
- Not important

**Increasing the number of jobs and businesses**

- Very important
- Important
- Average

- Slightly important
- Not important

**Increasing the tax base as quickly as possible**

- Very important
- Important
- Average

- Slightly important
- Not important

**Preserving historical buildings and structures**

- Very important
- Important
- Average

- Slightly important
- Not important

## GENERAL BELTLINE SURVEY

6. Please rank the types of communication you consider most important in developing the BeltLine workplan for the first five years.

**A public figure who is identified as the head of the BeltLine project specifically**

- Very important
- Important
- Average

- Slightly important
- Not important

**Community meetings convened by local organizations and attended by the BeltLine**

- Very important
- Important
- Average

- Slightly important
- Not important

**Community meetings convened by the BeltLine**

- Very important
- Important
- Average

- Slightly important
- Not important

**Coverage by newspapers and periodicals**

- Very important
- Important
- Average

- Slightly important
- Not important

**Office that can be contacted by phone**

- Very important
- Important
- Average

- Slightly important
- Not important

**Regular progress reports by mail or e-mail**

- Very important
- Important
- Average

- Slightly important
- Not important

**Website that is constantly updated**

- Very important
- Important
- Average

- Slightly important
- Not important

## COMMUNITY ENGAGEMENT CONVERSATIONS

We hope you will use this entire Toolkit to lead individuals and groups into conversations about the BeltLine and the components of the BeltLine Workplan. Conversations can happen anywhere – at your home, in your schools, at your businesses, where you worship and where you gather with your neighbors. Conversations can be as small as you a couple of friends or as large as you'd like.

Every conversation will be different and not everyone is interested in the same topics. We encourage you to talk about as much of this Toolkit as you'd like, or focus on the areas that matter most to you and your community.

Most of these conversations will take one to two hours, and you and your participants will set the time. What you will find on the following pages are guidelines that can help you bring a group together, start the conversation and share your results.

In addition, we encourage you to use the resources available through our partner organization, the BeltLine Partnership at [www.beltlinepartnership.org](http://www.beltlinepartnership.org). If you would like additional information, we can be reached at [info@beltlinecommunity.com](mailto:info@beltlinecommunity.com). As a conversation host or as a participant, you will be helping the BeltLine take shape. Thanks!

## HOSTING A SUCCESSFUL COMMUNITY CONVERSATION

### STEP 1: GET STARTED – DECIDE TO HOST A COMMUNITY CONVERSATION

1. Determine what you want to talk about: the entire project or a specific topic (i.e., parks and trails or public art)
2. Pick a location, date and time for your conversation
3. Invite participants to your conversation

### STEP 2: GET READY

1. Familiarize Yourself with this Toolkit.
2. Prepare Your Agenda.
3. Decide on your discussion questions.

### STEP 3: LEAD YOUR COMMUNITY CONVERSATION

1. Discuss the “About” sheets for each of the topics you want to cover.
2. Have each of your participants take the related survey.
3. Discuss the answers to the surveys and record any additional information you’d like to submit as a group. Make sure you have a note-taker to record all of the information you want to share.

### STEP 4: REPORT BACK YOUR RESULTS TO BELTLINE COMMUNITY

1. Finalize your Community group findings
2. Gather all of the individual surveys
3. Enter the results on-line @ [www.beltlinecommunity.com](http://www.beltlinecommunity.com) or mail to BeltLine Community, 86 Pryor Street, Atlanta, GA 30303.

### STEP 5: KEEP THE DISCUSSION GOING

1. Encourage Participants to host their own conversations.
2. Keep updated by logging onto [www.beltlinecommunity.com](http://www.beltlinecommunity.com) or by providing your information via mail to BeltLine Community, 86 Pryor Street, Atlanta, GA 30303

## PLANNING WORKSHEET

Here are some more tips to help you host your Community Conversation!

### PLANNING QUESTIONS FOR YOU TO ANSWER FIRST

- Who will participate?
- How large will it be?
- Which topic(s) will you focus on?
- How long will it be?
- Will it be single or multiple sessions?

### RECRUITMENT TIPS

- There is **no better invitation** than a personal invitation. Email, phone calls and letters are useful, but a face-to-face invitation will always be the best method of getting people on board.
- Get together with your co-host(s) and determine who else might want to come and participate. Set targets about how many people each of you will invite and from where. Who can reach people of different ethnic groups, backgrounds or income levels?
- **Join existing meetings** in your community. Offer to host a conversation among those who already plan to attend those meetings. Or make the BeltLine Community the topic of one of your already planned events.
- **Publicize your conversation** on local community calendars, web sites, newsletters, local papers, radio stations or at the calendar for [www.beltlinecommunity.com](http://www.beltlinecommunity.com).

## SAMPLE AGENDA

### 1. WELCOME AND OVERVIEW (5 MINUTES)

- The Host(s) should make brief welcoming comments
- Have everyone present introduce themselves and their affiliations
- Overview of conversation purpose/agenda

### 2. REVIEW THE BELTLINE COMMUNITY GUIDE (10 MINUTES)

- Make sure everyone has a copy
- Walk through the different sections
- Lay the ground rules for your discussion and what you expect to accomplish

### 3. REVIEW THE TOPICS OF THE BELTLINE COMMUNITY GUIDE (30–45 MINUTES)

- Discuss What's Happened So Far and What Happens Next sections
- Discuss the Topic Areas your group is focusing on

### 4. TAKE THE SURVEYS (10-25 MINUTES)

### 5. DISCUSS YOUR REACTIONS

- Focus on general reactions
- Ideas, Concerns and Preferences
- What else do you want to know

### 6. NEXT STEPS (15-25 MINUTES)

- Review your results and gain consensus
- Decide if you need to meet again

### 7. CLOSING (5 MINUTES)

- Thank everyone for coming and joining the BeltLine Community



## SAMPLE FLYER

[YOUR LOGO HERE]

JOIN A COMMUNITY CONVERSATION ABOUT THE  
BELTLINE AND ITS FIRST FIVE YEARS!

DATE: Insert Date

TIME: Insert Time

LOCATION: Insert Location

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The BeltLine will be developing a workplan and this is your chance to register your thoughts about what will take shape.

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Sign up to attend by contacting:

Insert Host name

Insert Host telephone number.

Visit [www.beltlinecommunity.com](http://www.beltlinecommunity.com) for more information.