Project Motivation

Support strong, livable communities with increased creative activity

Utilize the unique transformative potential of a linear gallery space to improve neighborhood connectivity and access to cultural amenities

Forge a distinct sense of place and identity for the communities and businesses along the Atlanta BeltLine
Project Team

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ACSIP Context

Placing this project within ABI’s agenda
Infusing Arts & Culture Throughout the BeltLine

ATLANTA BELTLINE, INC.

- Economic Development
- Housing
- Real Estate
- Legal
- Transportation

Arts & Culture
Previous Planning

FOUNDATION FOR THE ATLANTA BELTLINE
ARTS & CULTURE STRATEGIC IMPLEMENTATION PLAN
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Overall Arts & Culture Program

ARTS & CULTURE PROGRAM

ACSIP

Art on the Atlanta BeltLine
Affordable Space
Community Connections
Other Programs

Previous Planning
ACSIP Public Input
ACSIP – Why now?

- Timely
- Appropriate pause to assess progress and adjust
- Reflective practice
ACSIP Overview

What’s in the Plan?
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The Neighborhoods
Southeast

What we heard:

• Improve connections with area non-profits, whether by having certain programming/events on the BeltLine or trail signage informing people of nearby organizations.

• The former women’s prison on Glenwood and former AHA public housing site on Chosewood were noted as historic and culturally significant sites in the Southeast.

• Desire for affordable artist space and potentially an artist market with stalls or artist incubator.
What we heard:

- Commission artists to create art through everyday objects (signage, gateway pieces, local attractions) that reflect the flavor of the local community.

- Engage the youth both in schools and older students in Atlanta University Center (all educational institutions).

- Create interactive and narrative-based art that reflects oral and written histories, and history of community changes over time (demographic/racial diversity).

- Consider local community spaces leading to the BeltLine and use facades of abandoned buildings/industrial properties as potential places to showcase art.
Westside

What we heard:

• Amount of space and industrial character of the Westside Area lends itself to big, statement art pieces, in addition to providing venues for larger scale events and concerts, such as the future Westside Reservoir Park.

• Opportunity to use travel nodes as focal points for public art, specifically at the Bankhead MARTA station.

• Need to actively connect artists, whether through online forums or more meet-ups and events.
What we heard:

• Create a secondary layer of art destinations around the BeltLine based within the communities to draw people out and engage in physical activity (specific areas such as the parks within neighborhoods, local restaurants, the Piedmont Hospital Plaza, recreate a lively bar/music scene).

• Publicize and communicate about local events so that community residents and the BeltLine are aware and can help institutionalize them potentially.

• Engage with education institutions (schools, colleges- especially SCAD).
What we heard:

• Be clear about what is in the purview of ABI regarding arts and culture and what should be included in the overall arts and culture framework but managed/run by another entity.

• Need to think about how to differentiate the more infrastructure-based traditional art in the Art on the Atlanta BeltLine program with community and local arts and cultural traditions and practices...clear, good words are needed.
The Big Picture

Goals + Recommendations
Goals of Arts and Culture Program

- Expand access, increase audience, and infuse the arts throughout the city
- Protect diverse neighborhoods, nurturing of an inclusive arts scene
- Support neighborhood cultural centers and youth programming
- Balance the formal/traditional with local everyday art and cultural practices
- Reflect the uniqueness of the communities
- Create a dynamic greenspace and trails system
- Support Atlanta as the cultural hub of the South East
- Provide economic impact through cultural tourism
SPACE – Goals

• Create more affordable artist space – live, work, performance, rehearsal - and opportunities for artists to sell their work

• Explore zoning and development agreements that support artists and culture makers

• Ensure that gateways from the BeltLine to adjacent neighborhoods are clear and compelling

• Embrace functional art on the BeltLine that reflects the unique character of the neighborhood

• Preserve and restore historic/distinct properties

• Create a sense of discovery and wonder on the BeltLine
SPACE – Recommendations

1. Create/collaborate on a program that utilizes vacant spaces for pop-up and temporary studios and pop-up business uses in the corridor.

2. Develop a wayfinding program that highlights community spaces, provides interpretive information, and points the way to community businesses.

3. Focus ABI efforts on affordable housing and artist live/work and work spaces as well as nonprofit affordable space.

4. Create guidelines for the inclusion of arts and cultural uses in all ABI real estate development and disposition efforts.

5. Develop a pilot “functional art” policy and program at ABI.
PROGRAM – Goals

• Include all art forms: music, visual, performance, poetry, new media, etc.
• Provide a range of scheduled, monthly, ongoing, permanent installations and events
• Host international works
• Support educational programs and collaborate with schools
• Pay artists reasonably, and create positive and ongoing communication between ABI and artists
• Utilize existing infrastructure, walls, buildings for art
PROGRAM – Recommendations

1. Review the outreach and program elements of AoAB and make revisions if necessary.
2. Develop a placemaking and local community art program that offers space and implementation support on the BeltLine and adjacent community areas.
3. Create an annual or bi-annual event to showcase local artists, craftspeople, music, dance and educational STEAM initiatives in an environment-specific event.
4. Support educational, historical, and cultural tours and programming tied to neighborhoods.
5. Create and implement artist-in-residence and scholar-in-residence programs
6. Create an international public art competition.
COMMUNITY – Goals

• Create opportunities for local everyday art and cultural practices to have “space” on the BeltLine and in adjacent community areas
• Ensure that local artists are applying for AoAB and involve community members in the selection of art
• Engage a diversity of people including community organizations, educational institutions, religious groups and even global artists
• Link the BeltLine and art to local businesses/galleries
• Connect to local nonprofits through signage and programming; publicize and communicate about local community events
COMMUNITY – Recommendations

1. Collaborate with educational, historical, and cultural institutions to support programming and tours related to AoAB installations, community arts and culture, and neighborhood history.

2. Contribute to a comprehensive program to highlight local community businesses, arts and culture, and history.

3. Support and contribute to marketing and communications about arts and culture on the BeltLine and in the neighborhoods.

4. Conduct regular resident surveys within a sample of Atlanta BeltLine neighborhoods to gauge resident perceptions of the project and its impact.

5. Develop strategies to more effectively manage two-way communication in the BeltLine’s community engagement process.
PROCESSES – Goals

- Conduct robust artist outreach in the BeltLine communities to attract local proposals
- Support the creation of local community arts councils/groups that can liaison with the ABI
- Conduct extensive marketing regarding programs, funding opportunities, and events
- Create strong outreach mechanisms to NPUs, community organizations, neighborhood businesses, local institutions, and artists
- Provide a mechanism for community feedback on public art and programs
Input Stations

We want to hear from you!
Questions + Comments
Thank You!

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