Southwest Study Group: Murphy Crossing

Sept. 26, 2020
10 a.m.
Your line is muted and you won’t be able to share your video or screen during the meeting

To submit questions, please do so in the Q&A box anytime during the meeting (please note, the Q&A box is different than the chat box)

A recording of this meeting, the presentation, a copy of tonight’s Q&A and all other supporting materials will be made available online at www.beltline.org/meetings

If you are having technical difficulties during the meeting, please email engage@atlbeltline.org
Intention:

- Establish an equitable community engagement process that creates trust and transparency with the surrounding communities and stakeholders.

Purpose & Outcomes:

- Forge mutual trust and communication between Atlanta BeltLine, Inc. and the neighborhoods adjacent to the Murphy Crossing site.
- Develop a new Request for Proposals (RFP) for Murphy Crossing (located at 1050 Murphy Avenue) that reflects community input gathered through a series of public meetings and stakeholder advisory committee meetings.
What neighborhood do you live in?

1. Adair Park
2. Bush Mountain
3. Capitol View
4. Capitol View Manor
5. Oakland City
6. Pittsburgh
7. Sylvan Hills
8. West End
9. A neighborhood in City of Atlanta not on this list
10. A neighborhood outside the City of Atlanta
How long have you lived in your neighborhood?

1. Less Than A Year
2. 1 – 2 Years
3. 3 – 5 Years
4. 6 – 10 Years
5. 10 – 20 Years
6. Over 20 Years
How many BeltLine meetings have you been to?

1. None
2. 1 – 5
3. 5 or more meetings
Welcome & Introductions
What We Heard
Community Demographics
Economic Trends
Next Steps

PROGRAM ELEMENTS

Vision:
to be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life.
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WHAT WE HEARD (THE FEEDBACK LOOP)

- Welcome & Introductions
- What We Heard
- Community Demographics
- Economic Trends & EET
- Next Steps
# What We Heard (To Date)

<table>
<thead>
<tr>
<th>Week</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1st</td>
<td>2nd</td>
</tr>
<tr>
<td><strong>Stakeholder Advisory Committee Meetings</strong></td>
<td>Tuesday 8th @ 6p</td>
<td>Wednesday 23rd @ 6p</td>
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<tr>
<td><strong>Southwest Study Group Public Meetings</strong></td>
<td>Saturday 12th @ 10a</td>
<td>Monday 14th @12p Tuesday 15th @ 6:30p</td>
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Guided by Community Voice

- Stakeholder Advisory Committee (SAC) is a representation of the neighborhoods closest to Murphy Crossing
- The SAC will provide input on the development of a request for proposals (RFP) and Community Engagement Strategy
- The SAC is comprised of 20 members including:
  - J. Lawrence Miller, Chair of Murphy Coalition and President of Adair Park
  - Nick Hess, Chair of Neighborhood Planning Unit –S and Facilitator of the Community Survey
WHAT WE HEARD

The Feedback Loop Community Voices

**MORE ENGAGEMENT**

Timeline to Release RFP

Preference for minority developers or minority participation

Community Survey

Transit

Community review of each bid proposal

What is light industrial?

Jobs

Better Engagement

Housing

Cone of Silence

Community Benefits Agreement

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Community Demographics

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Age Distribution for Murphy NSAs Only, 2018

<table>
<thead>
<tr>
<th>Age Distribution</th>
<th>2018 Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Age under 18 years</td>
<td>23.4%</td>
</tr>
<tr>
<td>% Age 18-34 years</td>
<td>26.4%</td>
</tr>
<tr>
<td>% Age 35-49 years</td>
<td>20.7%</td>
</tr>
<tr>
<td>% Age 50-64 years</td>
<td>17.9%</td>
</tr>
<tr>
<td>% Age 65 years and over</td>
<td>11.6%</td>
</tr>
</tbody>
</table>

Racial Distribution for Murphy NSAs Only, 2018

<table>
<thead>
<tr>
<th>Racial Group</th>
<th>2018 Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black or African American Alone</td>
<td>84.8%</td>
</tr>
<tr>
<td>White Alone</td>
<td>10.9%</td>
</tr>
<tr>
<td>Other Groups</td>
<td>3.2%</td>
</tr>
</tbody>
</table>
COMMUNITY DEMOGRAPHICS

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Murphy Area Developments Update

~$500M estimated in private investment projects either newly constructed, in progress, or in the pipeline

- Within a 1-mile radius of the site and inside the BeltLine Planning Area
- Represents investment across 25+ different projects
- ~80% of projects have been recently constructed or gone before the BeltLine Design Review Committee (DRC)
- ~1/2 of the projects include housing units
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Murphy Area Developments Update

ECONOMIC TRENDS
ECONOMIC TRENDS

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Alan Ferguson
Senior Vice President, Community Development
Atlanta Real Estate Market Overview

• COVID 19
  • *EVERY SECTOR IMPACTED*
  • Economic Recovery Started
  • Outlook is Uneven and Uncertain

• Multifamily Market

• Retail Market
  • Lots of store closures, maybe more to come
  • Neighborhood level retail and staple services

• Office Market has benefitted from limited supply and steady demand
  • Smaller, older properties have performed better
1050 Murphy Ave Market (3 Miles)
1050 Murphy Ave Market (3 Miles)
Considerations for 1050 Murphy?

• Demand for *Service Oriented* Retail

• Neighborhood Level Commercial

• Market for “Replacement” Housing

• Strong Demand for Affordable Housing
THANK YOU
Now that you have heard from our team regarding:
• Community engagement to date
• Neighborhood demographics
• Market trends

Have your top three priorities for Murphy Crossing changed?
• Yes – If so, then how? (place comments in the chat)
• No
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Next Meeting: Thursday, October 29, 2020 at 6:30 p.m.

Agenda:

• Review Atlanta Beltline's Community Benefit Principles
• Review input developed with community that will help to shape and inform the details of the RFP
• Receive additional feedback
Community Engagement Managers:
Whitney Fuller: 404-477-3574, wfuller@atlbeltline.org
Nathan Soldat: 404-477-3552, nsoldat@atlbeltline.org

VP Planning Community Engagement:
Beth McMillan: 404-477-3550, bmcmillan@atlbeltline.org

For more information on the project: beltline.org/murphy

Share your feedback: beltline.org/murphyfeedback
**CURRENT TIMELINE: 2020 RFP**

**Welcome & Introductions**
- ~July 2020: Community engagement design approval and initial City stakeholder briefings

**What We Heard**
- Aug.-Oct. 2020: Pre-solicitation facilitated community engagement meetings
- Fall 2020: Murphy Crossing RFP draft finalized by ABI and Invest Atlanta
- Winter 2020: Murphy Crossing RFP published and site visit conducted with interested respondents
- Winter 2021: RFP responses due
- Winter-Spring 2021: Evaluation Process begins

**Community Demographics**
- Spring 2021: Evaluation committee recommendations made to ABI CEO
- Spring-Summer 2021: MOU executed between ABI and Selected developer

**Economic Trends**
- Spring-Summer 2021: Selected developer begins community engagement
- Spring-Summer 2021: Selected developer approved by ABI and Invest Atlanta
- Summer-Fall 2021: Development plan finalized and process started to secure financing and City Re-zoning process begins
- Fall-Winter 2022: Financial closing with estimated occupancy in 24 months

**Next Steps**
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