Southwest Study Group Meeting: Murphy Crossing

November 2, 2020
6:30 p.m.

@atlantabeltline
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Atlanta BeltLine Westside Trail
Future Atlanta Beltline Spur Trail
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.
MEET TONIGHT'S ON & OFF CAMERA TEAM

**Presentation Host**
- MaKara Rumley
  - Founder & CEO
  - Hummingbird Firm

**Q&A Host**
- Whitney Fuller
  - Community Engagement, ABI

**Expert Voice**
- Beth McMillan
  - Vice President, Community Engagement, ABI

**Expert Voice**
- Dwayne Vaughn
  - Vice President, Housing Policy & Development, ABI

**Expert Voice**
- Henry Ikwut-Ukwa
  - Transportation Director, ABI

**Expert Voice**
- Kara Keene Cooper
  - Economic Development, ABI

**Expert Voice**
- Rodney Milton
  - Housing Policy, ABI

**Meeting Support**
- Nathan Soldat
  - Community Engagement, ABI

**Meeting Support**
- Will Tucker
  - Community Analyst, ABI

**Meeting Support**
- Lynnette Reid
  - Community Planner, ABI

**Meeting Support**
- Jenny Odom
  - Communications, ABI

**Meeting Support**
- Heather Clavé
  - Communications, ABI
• Your line is muted and you won’t be able to share your video or screen during the meeting.

• 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 or use the chat box.
COVID-19 RENT RELIEF PROGRAM

Are you at risk of eviction or having your utilities disconnected due to COVID-related financial hardship?

AVLF might be able to help! To learn more about eligibility requirements, visit:

AVLF.ORG/UNITED-WAY

Need help with your application? Leave us a message at 470-588-7438.
Abp Home Empowerment Workshops

Fix That! Home Repair Series (September-December)
Atlanta BeltLine Partnership works with partners to deliver informational workshops to provide residents with the tools and resources to say in their homes.

Past Topics Include:
- Your Rights as a Renter
- Homestead Exemptions
- Understanding and Appealing Property Tax Assessment
- How to Buy a Home
- Should I Stay or Sell

Partners
Atlanta Land Trust
Atlanta Legal Aid
Atlanta Volunteer Lawyers Foundation
City of Atlanta
Grove Park Foundation
Habitat for Humanity
House Proud
SUMMECH

For a complete schedule: beltline.org/empower or call 404-446-4404
STRIVE Atlanta:
- STRIVE’s proven five-pillar model (job readiness training, occupational skills training, career coaching/case management, job placement, and lifetime support) creates a clear pathway to long-term career success. The partnership will provide residents with skills they need to secure family-sustaining jobs so they can live, work, and thrive along the BeltLine transportation corridor.

Juvo Jobs:
- **Juvo360** helps residents find hyper-local work inside their communities. [Download the Juvo Jobs app](#) and apply for jobs on your mobile device. Whether walking, driving, or taking public transportation, the app alerts you about job openings nearby. The Juvo Jobs app also assists businesses by sharing their openings to talented people who are near them.

Visit [beltline.org/workforce-partnerships](http://beltline.org/workforce-partnerships) or call 404-446-4404.
Poll Question #1

What neighborhood do you live in?

- Adair Park
- Bush Mountain
- Capitol View
- Capitol View Manor
- Oakland City
- Pittsburgh
- Sylvan Hills
- West End
- A neighborhood in City of Atlanta not on this list
- A neighborhood outside the City of Atlanta
Poll Question #2

How long have you lived in your neighborhood?

- Less Than A Year
- 1 - 2 Years
- 3 - 5 Years
- 6 - 10 Years
- 11 - 20 Years
- Over 20 Years
Poll Question #3

How many BeltLine meetings have you been to?

- None
- 1-5 meetings
- 5 or more meetings
Vision: to be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life.
COMPONENTS OF “NEW” RFP

Welcome

Request for Proposals (RFP)

Next Steps

Questions & Comments

New RFP Draft Scope

- Latest Community Survey
- Previous RFP Scope
- Engagement Process

Additional “Inputs”
- Demographics of the eight key neighborhoods
- Market Conditions pre- and post-COVID
Scope of Work:

- Employment Development & Job Creation
- Economic Development
- Project Uses & Site Development
- Greenspace
- Housing
- Arts & Culture
- Community Engagement
- Equitable Implementation
Tonight’s Focus:

• Employment Development & Job Creation
• Economic Development
• Project Uses & Site Development
• Greenspace
• Housing
• Arts & Culture
• Community Engagement
• Equitable Implementation
Phone Attendees:
• Press *9 on telephone keypad to “raise your hand” during the Q&A to indicate you want to speak. Facilitator will unmute your mic.

Online Attendees:
• Submit a response(s) any time in Q&A box.
• The “raise your hand” feature is available to all Zoom participants however we are prioritizing phone attendees.

Facebook Live Attendees:
• Please feel free to participate in the “Comments Section.” Someone on our staff will make sure I see your questions.
Welcome
Request for Proposals (RFP)
Next Steps
Questions & Comments

JOB CREATION – FOUNDATIONAL THEMES

Living-Wage Job Opportunities
Career-Track Job Opportunities
Construction Jobs for BeltLine Residents
Permanent Jobs for BeltLine Residents
STAKEHOLDER COMMENTS

“Good-paying jobs won’t necessarily come from restaurants”

Local hiring for both construction jobs and permanent jobs, with specific criteria (e.g., distance from site, ZIP codes)

“On-ramp” opportunities and pathways to career advancement

Begin coordinating now with local partners who are already working on job training/readiness

Lay out clear definitions for terms like “living-wage” and “career-track” jobs

COMMUNITY SURVEY

LAND USE PREFERENCES
#1 (of 16) Restaurant/Dining
#3 Retail
#6 Office Jobs

BELTLINE QUESTIONNAIRE

JOB TYPES PREFERENCES
#1 (of 8) Hospitality/Food Service
#2 Retail
#3 Information Technology
#4 Professional/Business
Welcome

Request for Proposals (RFP)

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ECONOMIC DEVELOPMENT – FOUNDATIONAL THEMES

- Dedicated Spaces for Local Business and Entrepreneurs
- Locally Focused Commercial Amenities for Current BeltLine Residents
- Catalytic Redevelopment Plan Supporting Density for Future Economic Growth
- Job-Creating Uses Geared Towards Living-Wage Jobs
ECONOMIC DEVELOPMENT – FEEDBACK TO DATE

STAKEHOLDER COMMENTS

“We need ‘Main Street’ activities like dry cleaners and pharmacies’’...’’uses that are supportive of [existing] community”

“More smaller spaces – and not just a few large tenants – for easier re-use” and economic resilience

Community survey showed strong preference for restaurants/dining, but site “needs more than trendy bars”

“Need to show neighbors why higher density is necessary for affordable housing and transit”

COMMUNITY SURVEY

COMMUNITY BENEFITS

#4 (of 22) Local Hiring
#6 Local Biz. Ownership
#7 Minority Biz. Ownership

BELTLINE QUESTIONNAIRE

RETAIL

#1 (of 4) Small, Local Businesses

FRESH FOOD

#1 (of 3) Farmer’s Market
#2 Small Grocery
#3 Major Supermarket
Welcome

Request for Proposals (RFP)

Next Steps

Questions & Comments

Satisfy BeltLine Overlay and Master Plan

Interconnected Street Framework

Design for Transit-Supportive Density

Creative Parking Solutions
**STAKEHOLDER COMMENTS**

*Safety and connectivity challenges due to existing infrastructure and active rail*

“To get other things you want, you need the economic generator that comes from density”

*Important to address neighborhood concerns about potential impacts of limiting on-site parking*

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**COMMUNITY SURVEY**

**AMENITIES**
- #1 (of 16) Walkable Public Streets
- #3 Outdoor Seating/Dining
- #5 Designed for Bike Access

**COMMUNITY BENEFITS**
- #1 (of 22) Adaptable Street Design
- #2 Preservation Where Possible
- #3 Repurposeable Building Design

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**BELTLINE QUESTIONNAIRE**

“This should be a transit nexus”...“connection should be ‘baked in’ to any plans”

“Keeping the parking footprint down is best for affordability.”

“Don’t let this be a suburban retail island...disconnected from the community”
Welcome

Request for Proposals (RFP)

Next Steps

Questions & Comments

Greenspace Must Complement the Atlanta BeltLine Westside Trail

Green Infrastructure That Meets or Exceeds the City’s Requirements
**Welcome**

**Request for Proposals (RFP)**

**Next Steps**

**Questions & Comments**

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**STAKEHOLDER COMMENTS**

*Tree planting and green building certification (LEED, EarthCraft, etc.) to mitigate greenhouse gas emissions*

*Should require more than a straight-line connection to [Westside Trail]*

*"Seniors in the community miss the gazebo in Adair Park and would like a place to sit”*

*"Kid-friendly with activities for young adults, spaces for artists to site work, and small entertainment venues”*

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**COMMUNITY SURVEY**

**LAND USE**

#2 (of 16) Outdoor/Greenspace

**AMENITIES**

#4 (of 16) Greenspace

**BELTLINE QUESTIONNAIRE**

**CORE ELEMENTS**

#1 (of 3) Living-Wage Jobs

#2 Greenspace

#3 Affordable Housing
Welcome

Request for Proposals (RFP)

Next Steps

Questions & Comments

Mixed-Income Housing

Maximize Depth and Length of Affordability

High-Quality Design and Materials

Rental and For-Sale Housing Products
Welcome

Request for Proposals (RFP)

Next Steps

Questions & Comments

HOUSING—FEEDBACK TO DATE

STAKEHOLDER COMMENTS

“Workforce housing needed for teachers, firefighters, etc.”

Depth of affordability: concerns that 80% of Area Median Income (AMI) is too costly for local residents

Length of affordability: “20 years may not be enough” while very long terms may not be feasible

Promote partnerships with other local housing agencies/organizations

“There should be accommodations across the board for owning and renting”

COMMUNITY SURVEY

LAND USE

#13 (of 16) Multi-Family Housing

COMMUNITY BENEFITS

#13 (of 22) Mixed-Income Housing

#14 Affordable Housing

BELTLINE QUESTIONNAIRE

AFFORDABILITY TARGETS

#1 - 60% of Area Median Income
#2 - 50% of AMI
#3 - 80% of AMI
Click the link to open the Public Comment Document.

- Your internet browser will open
- A Google Document will open in Suggestion Mode
- Navigate to the topic you would like to comment on
- When you are ready to comment, navigate to the top right-hand corner of the page
- Select the Comment Box
- Select the “New Comment” Icon to make a comment
- Type your comment
November 2\textsuperscript{nd} (rescheduled from October 29\textsuperscript{th})
- Project Uses & Site Development
- Greenspace
- Employment Development & Job Creation
- Economic Development
- Housing

November 10\textsuperscript{th}
- Arts & Culture
- Community Engagement
- Equitable Implémentation

November 16\textsuperscript{th}
- Final Draft Documents
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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
THANK YOU!
**Affordable Housing** – housing where families pay no more than 30% of their annual income for housing

**AMI** – (Area Median Income): a measure of an area’s median income calculated annually by HUD (Department of Housing and Urban Development)

**Naturally-occurring affordable housing (NOAH)** – housing that is affordable within the private market without receiving public funds.

**Publicly Assisted Rental Housing**: housing that is funded by public dollars.

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### Naturally-occurring affordable housing (NOAH) – housing that is affordable within the private market without receiving public funds.

### Publicly Assisted Rental Housing: housing that is funded by public dollars.