Atlanta BeltLine Southwest Study Group: Murphy Crossing

Sept. 12, 2020: 10:00 a.m.
Sept. 14, 2020: 12 p.m.
Sept. 15, 2020: 6:30 p.m.

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Vision:
To be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life.
1. WELCOME & INTRODUCTIONS

2. HISTORY & BACKGROUND OF SITE
   Q&A

3. PROJECT TIMELINE OVERVIEW
   Q&A

4. REVIEW RFP POLICIES AND PROCESSES
   Q&A

5. NEXT STEPS & QUESTIONNAIRE
   Q&A
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 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.
2004
• The BeltLine Emerald Necklace study highlights Murphy Crossing as a critical "jewel" for mixed-use redevelopment and greenspace

2005
• The Atlanta BeltLine Redevelopment Plan, ABI's foundational document, identifies "Murphy Triangle" as one of the project's key redevelopment centers

2009
• Community helps envision future uses of the Murphy Crossing site in the "Atlanta Farmer's Market Reuse Plan" completed as part of the first Subarea 2 Master Plan

2014
• ABI purchases 16 acres of the former Atlanta State Farmers' Market, the first step in assembling the future Murphy Crossing site

Nov. 2015
• Proposals due for the Murphy Crossing Jobs-Related Economic Feasibility Analysis

2016
• HR&A, Center Forward, and Smith Dalia are selected to conduct the Murphy Crossing Jobs-Related Economic Feasibility Analysis that included and was informed by a series of community meetings.

2016
Study Group meetings took place:
• March
• April
• May

2018
• The Request for Proposals (RFP) for the sale and redevelopment of Murphy Crossing site is drafted based on community engagement and data collected during Feasibility Analysis process
**HISTORICAL TIMELINE**

### Welcome & Introductions

### History & Background

### Project Timeline

- **Nov. 2018**
  - Request for Proposals is released, initiating the active procurement process and required silent period. Study Group meeting held to announce publication to the community.

- **Dec. 2018**
  - Pre-proposal meeting and site visit.

- **Feb. 2019**
  - Redevelopment proposals due; ABI’s internal Selection Committee begins evaluating proposals against criteria laid out in RFP based on community feedback, feasibility study findings, and other considerations.

- **2019**
  - Confidential review and selection process continues.

- **June 2020**
  - The Request for Proposals is cancelled in order to reevaluate the impacts of COVID-19 and to receive additional feedback from residents.

- **Sept. 2020**
  - Community outreach relaunches to receive feedback in preparation for issuance of a new RFP.

### Procurement Policy

### Next Steps
The HR&A team conducted a detailed market study in 2016 that considered the following demographic, economic, and real estate components on current, historic, and projected basis:

**Economic & Demographic**
- Resident composition
- Population growth
- Income level and growth trends
- Disposable income
- Age
- Employment and trends
- Overall job growth
- Specific employment sector growth

**Real Estate**
- Asset inventory and current conditions
- Rents and trends
- Vacancy
- Current pipeline
- Gap analysis (retail)

Additionally the team considered the site in the context of surrounding neighborhood and broader city development trends.
BUILDING EVALUATION

- The site’s 233,473 square foot building portfolio provides flexibility and space for significant amounts of job creation.
- Buildings located on the northern portion of the site and a new, Atlanta BeltLine-adjacent Event Lawn have the potential to activate the site due to their visibility and locational advantages.

JOB CREATION POTENTIAL

- The MC site has the potential to become a job-creating force in southwest Atlanta, with 233,473 total building square footage, there is ample space for job-creating uses.
- Job sectors tied to potential use could include retail, light industrial, office, and restaurant employment types.

TRANSPORTATION

- The site benefits from MARTA access (existing and proposed) and a forthcoming Atlanta BeltLine connection should be incorporated into transportation planning for the site.
- A new internal street grid should be implemented in order to increase flow throughout the site.
- Several projects should be undertaken to connect roadways surrounding the site, thus improving vehicular, bicycle, and pedestrian access.

RESIDENTIAL

- Home values in the area are lower than other parts of the City but are beginning to rise.
- Destination developments (i.e. Ponce City Market, Krog Street Market) typically command a premium on multi-family residential rents.
Demographically, the MC area relative to the broader Atlanta market is characterized by:

- Lower household income (average median income)
- Lower disposable income
- A population that declined from 2000-2015, but has recently begun to rise

Economically, the MC area relative to the broader Atlanta market is characterized by:

- Fewer working age residents than other parts of the City
- Fewer employers
- No growth in the employment base
- Low growth in the number of households earning >$40,000
2016 Murphy Crossing Feasibility Study / Market Analysis

1. Office – Existing Conditions
   - Lower quality commercial spaces
   - Average rents of $15.13 / SF relative to the broader metro area of $21.02
   - A decline in inventory since 2011

2. Retail – Existing Conditions
   - Lower quality commercial spaces
   - A static supply since 2007

3. Industrial – Existing Conditions
   - Historically industrial, the area has maintained numerous industrial sites over time
   - Demand exists for light industrial and flex space
Additionally, MC is situated in a corridor and among sites that are promoting redevelopment.

The Atlanta Beltline has proven to be a catalyst for the redevelopment of industrial sites.
Highlights from the Scope of Work (Section 3, “Requirements and Preferences”)

- **Jobs/Economic Development** – *Strong focus on job creation*
  - Job-creating component must be the *primary land use*
  - Office; small-scale manufacturing; maker/innovation spaces; retail; restaurant
  - Project must stimulate *neighborhood prosperity*; promote local entrepreneurship
  - Must include *workforce development/job training* component

- **Housing** – *Mixed-use, mixed-income housing*
  - At least 20-40% of units affordable workforce housing
  - May contain *mix of rental and for-sale*
  - **Rental affordability:** ≤80% AMI; rent does not exceed 30% household income
  - **For-sale affordability:** ≤120% AMI
  - **Minimum Affordability Period:** 15 years
  - **High-quality design**
Highlights from the Scope of Work (Section 3, “Requirements and Preferences”)

- **Land Use and Site Plan**
  - Pedestrian-friendly urban design and trail infrastructure within site
  - Maximizes bike and ped. connectivity to surrounding neighborhoods
  - Greenspace design that complements/interfaces with Westside Trail
  - Green infrastructure & stormwater management that meets/exceeds City reqs.
  - Parking consistent with density; below-grade and/or hidden structured parking
  - Third-party green building certification (EarthCraft, LEED, etc.)

- **Community Engagement and Miscellaneous**
  - Commitment to ongoing community outreach and engagement after MOU
  - Attract local neighborhoods to the site
  - Integrate art and culture that reflects local communities
  - Actionable timeline for activation and redevelopment
COMMUNITY SURVEY

MURPHY CROSSING COALITION

J. LAWRENCE MILLER, President Adair Park

NICK HESS, Chair NPU-S
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# Engagement Calendar

<table>
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<tr>
<th>Week</th>
<th>September</th>
<th>October</th>
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<tbody>
<tr>
<td></td>
<td>1st</td>
<td>2nd</td>
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<tr>
<td>Stakeholder Advisory Committee Meetings</td>
<td>Tuesday 8th @ 6p</td>
<td>Wednesday 23rd @ 6p</td>
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<tr>
<td>Southwest Study Group Public Meetings</td>
<td>Saturday 12th @ 10a</td>
<td>Monday 14th @12p Tuesday 15th @ 6:30p</td>
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CURRENT TIMELINE: 2020 RFP

Welcome & Introductions
History & Background
Project Timeline
Procurement Policy
Next Steps

~July 2020
- Community engagement design approval and initial City stakeholder briefings

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
- Evaluation Process begins

Winter-Spring 2021
- Finalist interviews

Spring 2021
- Evaluation committee recommendation made to ABI CEO
- MOU executed between ABI and Selected developer

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
Once developer selected and MOU signed...

1. **Stakeholder Advisory Committee** meets with developer, ABI, City of Atlanta Office of Zoning and Development (OZD) staff prior to resuming public meetings.

2. **Technical Advisory Committee** also forms and meets to address planning, zoning, transportation, and infrastructure issues prior to resuming meetings.

3. **Developer** convenes at least three (3) public meetings in coordination with ABI and OZD.

4. **Developer** collects, responds to, and incorporates comments from public and committees, following pre-established protocols.
Once developer selected and MOU signed...

(continued)

5. **Developer** files necessary applications with City: rezoning, Comp. Development Plan (CDP) amendment

6. **Neighborhood(s) and NPU(s)** review application(s)

7. **City’s Zoning Review Board** holds public hearing on rezoning

8. **Community Development/Human Services** (CDHS) Committee of Atlanta City Council holds public hearing on CDP amendment

9. **City Council** reviews and votes on rezoning and CDP amendment; approve (with ABI) public infrastructure plan, as needed
VISION: to be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life.

- **30,000** PERMANENT JOBS
- **5,600** UNITS of affordable workforce housing
- **1,300** ACRES of new greenspace
- **48,000** CONSTRUCTION JOBS

$10 BILLION in economic development

JOB CREATION
HOUSING
AFFORDABILITY
GREEN SPACE
• Access at beltline.org/murphyfeedback
• Complements ongoing 2020 community survey
• Drills down in three areas:
  1. Explaining the Core Requirements and gauging prioritization
  2. Specifics of housing affordability (e.g., AMI levels)
  3. Collecting demographic data to help ensure a sample that is representative of Murphy Crossing neighborhoods (race, income, etc.)
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**Core Buildings Blocks of Public Procurement?**

- **Ethics**
  - Best Practices – Open, Inclusive, & Competitive
  - ABI Procurement Policy – Governs the Atlanta BeltLine Procurement Process

- **Service**
  - Request for Proposal “RFP” process
    - Post/Publish RFP
    - Pre-proposal meetings and site visits
    - Question/response period
    - Proposal submissions
    - Evaluation
    - Award and negotiations leading to a Letter of Intent (LOI)
    - Additional negotiations, real estate due diligence, including appraisal(s), survey, title work, among other key elements, leading to a final award, contract and closing

- **Impartiality**
- **Transparency**

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https://beltline.org/procurement/
After the Request for Proposal (RFP) has been published:

- No bidder, respondent or offeror shall make contact with an ABI employee, consultant, contractor, volunteer, board member, graduate or undergraduate fellows, citizen, City of Atlanta official and ABI affiliates, evaluating or considering the proposal or bid prior to the time a selection and contract execution, other than the person(s) listed on the first page of the RFP.

- Communication includes, but is not limited to, fax, phone call, email and in-person.

**Communication can be directed in writing to:**
- The ABI Procurement Officer or other contact person designated by ABI only.

**If Ex parte Communication Policy is not followed:**
- Grounds for disqualifying the offending bidder, respondent, or offeror from consideration or award of a bid or proposal (or any solicitation).
- Repeat offenders may be disqualified from responding to solicitations for future projects.

[https://beltline.org/procurement/](https://beltline.org/procurement/)
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MEETING SCHEDULE

WELCOME & INTRODUCTIONS

HISTORY & BACKGROUND

PROJECT TIMELINE

PROCUREMENT POLICY

NEXT STEPS

MURPHY CROSSING UPDATES

JOIN US FOR A VIRTUAL PUBLIC MEETING WITH THE LATEST ON THE REDEVELOPMENT OF MURPHY CROSSING

SATURDAY, SEPT. 12
10 A.M.

MONDAY, SEPT. 14
12 P.M.

TUESDAY, SEPT. 15
6:30 P.M.

ZOOM DETAILS AT:
BELTLINE.ORG/MEETINGS
or call (404) 477-3574

PLEASE NOTE THAT THE SAME CONTENT WILL BE PRESENTED AT ALL THREE MEETINGS
The next public meeting after this series of meetings will be held on **Saturday, September 26th at 10 a.m.**

- Share survey results
- Discuss the changing dynamics of development in the City of Atlanta during COVID-19
- Present the demographics of 7 neighborhoods
- Introduction to the Equity Evaluator Tool
SAVE THE DATE – SATURDAY 9/26

For general concerns:
email: wfuller@atlbeltline.org or nsoldat@atlbeltline.org

VP Planning Community Engagement:
Beth McMillan– 404.477.3550

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

Share your feedback: beltline.org/murphyfeedback
THANK YOU!