Southwest Study Group
Meeting:
Murphy Crossing
November 16, 2020
6:30 p.m.

@atlantabeltline
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Atlanta BeltLine
CAPITOL VIEW
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
Nonet Sykes
Chief Equity & Inclusion Officer, ABI

Expert Voice
Beth McMillan
Vice President, Community Engagement, ABI

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

Expert Voice
Kara Keene Cooper
Economic Development, ABI

Next Steps
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

Questions & Comments
Virtual Meeting Format

Welcome

Request for Proposals (RFP)

Next Steps

Questions & Comments

- 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.
Are you behind on your rent, mortgage, or utilities due to COVID-19?

AVLF might be able to help! To learn more about eligibility requirements, visit: a v l f . o r g / u n i t e d - w a y

Need help with your application? Leave a message at 470-588-7438.
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 stay 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 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.
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.
Components of “New” RFP

- **Eight Stakeholder Work Sessions** (185 comments received)
- **Seven Study Group Feedback Sessions** (156 comments received)
- **Community-Initiated Survey Responses (~1000)**
- **BeltLine Questionnaire Responses (~200)**

**DRAFT RFP SCOPE OF WORK**

**ABI Dept. Review**

**Invest Atlanta Review**

**FINAL RFP DOCUMENT**
RFP COMPONENTS

Scope of Work:

• Employment Development & Job Creation
• Economic Development
• Project Uses & Site Development
• Greenspace
• Housing
• Arts & Culture
• Community Engagement
• Equitable Implementation
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STUDY GROUP COMMENTS

- Clear Definitions ("living wage," "local," etc.)
- Light Manufacturing (jobs w/ higher pay)
- Workforce Development (partner w/ proven local orgs.)
- Local Hiring (policies, tracking, accountability)
**Previous RFP**

- Strong focus on job-creating uses in office and small-scale light manufacturing
- Primary land use must be job-creating components
- Deliberate attempts at hiring individuals from the surrounding neighborhoods

**New Draft RFP Scope**

- Living-wage, career-track jobs at all stages of development process
- Defined plan to prioritize hiring of BeltLine neighborhood residents
- Local hiring requirements also apply to any contractors
- Workforce development plan to engage local subcontractors & training partners
- Jobs for locals without college degrees or other barriers to entry
- Reporting & data sharing throughout entire redevelopment process
**ECON. DEVELOPMENT – FEEDBACK INCORPORATED**

**STUDY GROUP COMMENTS**

- **Provide for long-term Career Pathway**
- **Fresh Food Access is a high priority**
- **Affordable Commercial Rents for local small biz.**
- **Help Small Businesses access resources (lending, etc.)**
- **Spaces for Local Micro-Businesses**
- **Recruit Black- and Minority-Owned businesses**
- **Preference for Small Biz. Over Big Box**

**Welcome**

**Request for Proposals (RFP)**

**Next Steps**

**Questions & Comments**
PREVIOUS RFP

[Paraphrased]

- Project that stimulates future economic growth and neighborhood prosperity
- Workforce development training component for local and community-based skill building
- Comply with City of Atlanta’s First Source Job Policy

NEW DRAFT RFP SCOPE

[Paraphrased]

- Reflect the community’s vision for neighborhood amenities
- Aggressive strategy to recruit tenants that provide living-wage jobs
- Affordable spaces for neighborhood commercial businesses
- Partnership plan for local and minority small businesses & entrepreneurs
- Clear understanding of local community’s history and culture
- Partnerships with relevant public and private organizations, educational institutions, non-profits
SITE DEVELOPMENT – FEEDBACK INCORPORATED

- Welcome
- Request for Proposals (RFP)
- Next Steps
- Questions & Comments

STUDY GROUP COMMENTS

- Appropriate Interface with historic neighborhoods
- Existing Street Infrastructure already strained
- Emphasize Walkability over “drivability”
- Preference for Public Streets over private
- No Heavy Industrial Uses
- Accommodate Future Transit “Hub”
**PREVIOUS RFP**

- Strong focus on office and small-scale light manufacturing
- Higher-density design consistent with future trail and transit routes
- Below-grade of otherwise hidden structured parking on the site
- Activate the area through interaction with adjacent streets and the BeltLine
- Pedestrian-friendly site interior with trail connections to the BeltLine
- Comply with recommendations of BeltLine Design Review Committee
- Maximize bike and pedestrian connectivity to surrounding area

**NEW DRAFT RFP SCOPE**

- Advance goals of SA2 Master Plan
- Innovative design concepts and site plan; high-quality materials
- Strategy for attracting local residents to the site
- Parking consistent with trail and transit corridor adjacency
- Creative urban design strategies to soften density
- Public spaces incorporated into overall design concept
- Attain third-party green building certification (LEED, EarthCraft, etc.)
GREENSPACE – FEEDBACK INCORPORATED

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Design for Resilience & Sustainability
Address Urban Heat (“No Heat Islands”)
Rainwater Capture and re-use on site
Green Infrastructure (green roofs, pervious pavers, etc.)

STUDY GROUP COMMENTS
GREENSPACE – RFP LANGUAGE

PREVIOUS RFP

[Paraphrased]

- Complement (and provide access to) the BeltLine Westside Trail
- Consistent with ABI park design recommendations & input of the surrounding neighborhoods
- Green infrastructure meeting or exceeding City’s requirement

NEW DRAFT RFP SCOPE

[Paraphrased]

- Consistent with BeltLine design typologies, community survey results, and Subarea 2 Master Plan
- Accommodates range of age & ability levels; accessible to general public
- Stormwater pocket parks & green roofs encouraged
- Design for 100-year storm event
- Mitigate urban heat and stormwater runoff using tree canopy & vegetation
- Incorporate trees & green infrastructure into any surface parking
- Attain SITES Gold Certificate
Housing – Feedback Incorporated

Welcome

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Questions & Comments

Affordable Housing
For mix of age groups

Depth of Affordability
to accommodate local residents

Length of Affordability
longer terms desired

Define “Workforce Housing”

Desire for Mix of Rental and For-Sale units

Study Group Comments
PREVIOUS RFP

[Paraphrased]

- Between 20% and 40% of units meet workforce affordability requirements
- Maximize use of currently available incentives & funding

NEW DRAFT RFP SCOPE

[Paraphrased]

- Mixed-income, mixed-use housing
- Attractive, high-quality design and site configuration
- Affordable workforce housing component (still 20-40% of units)
- Affordable rental units targeted at 80% AMI or lower
- Households in affordable units pay no more than 30% of income on rent
- May contain a mix of rental and for-sale housing
ARTS & CULTURE – FEEDBACK INCORPORATED

Study Group Comments

- Partner with Existing Local Arts Orgs.
- Multipurpose “Flex” Spaces
- Historical Markets should reflect community’s input
- Scultures by Local SW ATL Artists
- Provide for Outdoor Events and shows
- Mix of Arts Media Including digital
- Makers’ Market “like Atlanta Indie Market”

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Questions & Comments
Arts & Culture – RFP Language

Welcome

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Questions & Comments

PREVIOUS RFP

[Paraphrased]

 blockers

 Integrate art and culture reflective of community into the site

NEW DRAFT RFP SCOPE

[Paraphrased]

 blockers

 Wayfinding program that highlights community spaces and businesses

 Use of “Gateways,” art that visibly highlights the character & history of neighborhoods

 Opportunities for public art installations to be curated by ABI’s Arts & Culture program

 Financially support an ongoing, permanent art program
COMMUNITY ENGAGEMENT – FEEDBACK INCORPORATED

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Questions & Comments

COMMUNITY ENGAGEMENT after RFP issuance & selection

Role of a CBA in the process

Include Community-Initiated Survey results in RFP

Community Representative in selection process

STUDY GROUP COMMENTS
PREVIOUS RFP

[Paraphrased]

- Ongoing commitment to community engagement required

NEW DRAFT RFP SCOPE

[Paraphrased]

- Engagement with both digitally and non-digitally connected communities
- Acknowledge the Murphy Crossing Coalition's Community Survey and key community desires expressed
- Adherence to ABI’s Community Benefit Principles
- Rigorous & detailed Community Engagement Strategy that includes engagement timeline
- Identify team member(s) dedicated to building & advancing engagement strategy throughout planning, construction, and operation
EQUITABLE IMPLEMENTATION – FEEDBACK INCORPORATED

Welcome

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Next Steps

Questions & Comments

Define Equity and how it will be measured

DBE/MBE Participation will there be explicit targets?

Ensuring Timeline is followed in timely fashion

Tracking & Accountability before and after sale of site

STUDY GROUP COMMENTS
Equitable Implementation – RFP Language

PREVIOUS RFP

- (Not explicitly called out)

NEW DRAFT RFP SCOPE

- Sensitivity to the character of adjacent single-family neighborhoods
- Plans for interim uses that benefit existing community and generate momentum for the project
- Acknowledge challenges facing the local community and adopt strategies to reduce disparities
- A dedicated Community Liaison on staff to build participation throughout planning, construction, and operation.
- Data collection over life of project and regular reporting of equity indicators on publicly accessible website
Phone attendees:
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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!

Welcome

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Next Steps

Questions & Comments
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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<th>FY 2020 Income Limit Area</th>
<th>Median Family Income</th>
<th>FY 2020 Income Limit Category</th>
<th>Persons in Family</th>
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<td>Very Low (50%) Income Limits ($): 28,950 33,100 37,250</td>
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<td>Extremely Low Income Limits ($)*: 17,400 19,850 22,350</td>
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<td>Low (80%) Income Limits ($): 46,350 52,950 59,550</td>
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