Southwest Study Group
Avon Avenue
10.25.21
@ 6:30pm

@atlantabeltline
@atlantabeltline
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MEET THE ABI TEAM

Meeting Host

Nathan Soldat
Community Engagement Manager, ABI

Presenter

Kara Cooper
Director of Economic Development, ABI

Expert Voice

Kelvin Collins
VP of Economic Development, ABI

Expert Voice

Beth McMillan
VP, Community Planning, Engagement, Art, ABI

Expert Voice

Chelsea Arkin
Sr. Housing Policy & Development Manager, ABI

Meeting Support

Lynnette Reid
Director of Community Planning, ABI

Meeting Support

Rashida Williamson
Project Assistant, ABI

Meeting Support

Heather Clave
Marketing Communications Manager, ABI

Meeting Support

Jenny Odom
Communications & Media Relations Manager, 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.
Poll Question #1

What neighborhood do you live in?

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

How many BeltLine meetings have you been to?

• None
• 1-5 meetings
• 6 or more meetings
Poll Question #3

How would you rate your knowledge of the BeltLine's full portfolio of projects?

• I'm an expert
• I know more than most people
• I don't know a lot, but I want to learn more
• I don't know anything about the BeltLine
ATLANTA BELTLINE VISION:
To be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life.
INTENTION:
Establish an equitable community engagement process that builds trust and transparency with the surrounding communities and stakeholders.

PURPOSE & OUTCOMES:
Continue building mutual trust and communication between Atlanta BeltLine, Inc. and the neighborhoods adjacent to Avon Avenue site.

Develop a draft scope of work as part of the Request for Proposals (RFP) for 1150 Murphy Avenue (Avon Avenue Site) that reflects community input gathered through a series of public meetings and stakeholder advisory committee meetings.
Pre-Request For Proposals (RFP) Timeline

**Scope Development (Stakeholder and Public Meetings)** - 2022

- **Stakeholder Meeting #1** - Sep. 1
- **Stakeholder Meeting #2** - Oct. 18
- **Public Study Group Meeting #1** - Oct. 25
- **Stakeholder Meeting #3** - Nov. 15
- **Public Study Group Meeting #2** - Nov. 16
- **Possible Avon Avenue Site Tours** - Dec.

**Timeline**

- Public Study Group Meeting #1 - Oct. 25
- Public Study Group Meeting #2 - Nov. 16
- Stakeholder Meeting #1 - Sep. 1
- Stakeholder Meeting #2 - Oct. 18
- Stakeholder Meeting #3 - Nov. 15
- Possible Avon Avenue Site Tours - Dec.

**Stakeholder Meetings**

- #1 - Oct. 25
- #2 - Oct. 18
- #3 - Nov. 15

**Public Study Group Meetings**

- #1 - Oct. 25
- #2 - Nov. 16

**Possible Avon Avenue Site Tours** - Dec.
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
Site History and Background

- The warehouse was constructed for Chrysler Motor Parts Company, which reportedly occupied the site until the early 1980’s.
- The original 100,000 SF warehouse fronting Murphy Avenue was constructed between 1938 – 1949.
- The upper level of the main warehouse, lower-level basement, and office section was added in 1949 – 1950.
- The Georgia Building Authority took ownership in 1985 and used the warehouse as a storage facility until Invest Atlanta purchased in 2020.
- The Georgia Library for the Blind and Physically Handicapped/Accessible Services also occupied the office section of the building, but the timeline for when is unclear.
Murphy Area Feasibility & Redevelopment Strategy Update

- Timing is critical for updating and consolidating all the planning efforts for the Murphy area

- Identification of opportunities and gaps across the planning efforts will strengthen the approach for the sites

- Redevelopment scenarios driven by the current market realities for informing and refining the intended uses at the sites

- Study will be conducted by consultant team of Bellfounder, KB Advisory Group, and LDG Consulting
STUDY AREA:

Defined by:
The Beltline, Murphy Ave SW, & Avon Ave SW.
Understanding past study efforts and Community Input

Scan of Precedent Plans for Murphy Crossing Area

This map highlights the proximity of the Murphy Crossing site to the impacted SW Atlanta neighborhoods and the Atlanta Beltline.
MURPHY AREA - PAST EFFORTS

Timeline of Precedent Plans over 17 Years

- **The BeltLine Emerald Necklace**
  - 2004
- **Atlanta BeltLine Redevelopment Plan**
  - 2005
- **Atlanta BeltLine Master Plan – Subarea 2**
  - 2009
- **Oakland City / Fort Mac LCI Plan**
  - 2016
- **Murphy Crossroads**
  - 2020
- **Murphy Crossing Jobs-Related Economic Feasibility Analysis**
  - 2016
- **City of Atlanta Brownfields Area-Wide Planning Program**
  - 2012
- **NPU-S Comprehensive Plan**
  - 2005
- **Atlanta Farmer’s Market Reuse Plan**
  - 2009

**Present Day**
- 2021
**Understanding past study efforts and Community Input**

**MURPHY AREA - PAST EFFORTS**

**Timeline of Precedent Plans & Major Themes**

- **Legend**
  - Affordable Housing
  - Brownfield Redevelopment
  - Connectivity
  - Economic Development
  - Greenspace & Parks
  - Historic Preservation
  - Transportation (Public)
  - Retail & Restaurants

- **Atlanta BeltLine Redevelopment Plan 2005**
- **Atlanta BeltLine Master Plan – Subarea 2 2009**
- **Oakland City / Fort Mac LCI Plan 2016**
- **District 12 Blueprints Plan 2018**
- **Atlanta BeltLine Subarea 2 Update 2021**
- **NPU-5 Comprehensive Plan 2005**
- **Atlanta Farmer’s Market Reuse Plan 2009**
- **City of Atlanta Brownfields Area-Wide Planning Program 2012**
- **Murphy Crossing Economic Feasibility Analysis 2016**
- **Murphy Crossroads 2020**

**Present Day 2021**
### Overlap / Frequency of Major Themes

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Data Source: Claritas, based on data from US Census
MARKET AREA DEMOGRAPHICS

Generational Cohorts

- Generation Alpha (0-9)
- Generation Z (10-24)
- Millennials (25-39)
- Generation X (40-54)
- Boomers (55-74)
- Silent (75+)

Percent Children & Seniors

- Children (0-17)
- Seniors (65+)

Data Source: Claritas, based on data from US Census
**WELCOME > BACKGROUND > DEMOGRAPHICS > DISCUSSION > MEETING WRAP UP**

**MARKET AREA DEMOGRAPHICS**

**Household Income Distribution**

- **< $15K**: 23%
- **$15K - $35K**: 25%
- **$35K - $50K**: 11%
- **$50K - $100K**: 25%
- **> $100K**: 15%

**Core Neighborhoods**

- **Median Household Income**: $36,699

**3-Mile Buffer**

- **Median Household Income**: $35,778

**Atlanta**

- **Median Household Income**: $69,364

*Data Source: Claritas, based on data from US Census*
MARKET AREA DEMOGRAPHICS

**Housing Unit Distribution**

- **Atlanta**: 37% Single-Family Detached, 6% Single-Family Attached, 51% Other
- **Core Neighborhoods**: 58% Single-Family Detached, 13% Small Multifamily, 23% Large Multifamily

**Tenure**

- **Core Neighborhoods**: 61% Renter-Occupied Units, 39% Owner-Occupied Units
- **3-Mile Buffer**: 63% Renter-Occupied Units, 37% Owner-Occupied Units
- **Atlanta**: 56% Renter-Occupied Units, 44% Owner-Occupied Units

**Data Source**: KB Advisory Group, based on data from City of Atlanta
2,905 Jobs in the Core Neighborhoods

2,820 Employees Commute In

5,964 Residents Commute Out

85 Employees Live and Work within the Core Neighborhoods

Data Source: KB Advisory Group based on longitudinal data from the U.S. Census
Over 60% of those employed in the Core Neighborhoods were Black Alone and almost 30% were White Alone.

Data Source: KB Advisory Group based on longitudinal data from the U.S. Census
Poll Question #4

How did you hear about this meeting?

- Email from Atlanta BeltLine, Inc.
- Social Media
- Next Door
- Communication from a family member, friend or neighbor
- Other
Poll Question #5

What is your preferred method or methods of communication?

- Email
- Social Media
- Automated Phone Call
- Text Message
- US Postal Mailing
Poll Question #6

Was this meeting helpful?

• Yes
• No
• No opinion
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Nathan Soldat
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Public Meeting #2
November 16, 2021 @ 6:30pm
THANK YOU!