Southwest Study Group
Avon Avenue
11.16.21
@ 6:30pm

WELCOME > BACKGROUND > MARKET OVERVIEW > DISCUSSION > MEETING WRAP UP
• 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.

- $10 BILLION in economic development
- 22 MILES of pedestrian-friendly rail transit
- 1,300 ACRES of new greenspace
- EQUITY & INCLUSION
- COMMUNITY ENGAGEMENT
- 50,000 PERMANENT JOBS
- 33 MILES of multi-use, urban trails
- 5,600 UNITS of affordable workforce housing
- PUBLIC ART
- 48,000 CONSTRUCTION JOBS
- 1,100 ACRES of environmental clean-up
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.
COMMUNITY ENGAGEMENT TIMELINE

Pre-Request For Proposals (RFP) Timeline

Avon Avenue Site Request for Proposal (RFP) Draft
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
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.
The two sites that are the subject of this market analysis – Avon Warehouse and Aluma Farm – act in conjunction with Murphy Crossing to represent three points of a triangle. Together, these sites can help shape the bounds of a unique character area in Southwest Atlanta.

**STUDY AREA:**

**Defined by:**

The Beltline, Murphy Ave SW, & Avon Ave SW.
The Avon Warehouse is a 200,000+ SF C-Class Industrial Warehouse that is currently owned by the Atlanta BeltLine.

According to CoStar, the 2020 assessed total value of the warehouse and the land is over $3.7 million.

Aluma Farm was once the site of two industrial manufacturing facilities. Full soil remediation was conducted with the Atlanta BeltLine and the EPA. Farmers Andy and Andrea currently co-own and run the farm.
Understanding the current multifamily development pipeline is essential in understanding where supply and demand intersect. The Market Area has been relatively stagnant in terms of new multifamily units since the early 2000’s.

However, a variety of new multifamily developments are in various stages of planning and development that would lead to the delivery of approximately 980 new multifamily units in the next 2-3 years.

The delivery of these new units will fill an important role in the undersupply of multifamily units that has occurred in the last decade and at the same time will impact the timeline of the lease-up period of any potential multifamily residential development at the Avon site. The multifamily development pipeline, as currently planned, will absorb significant residential demand and as a result, in order to not saturate the market with multifamily units it is recommended to wait until 2025 to deliver new units.

<table>
<thead>
<tr>
<th>Property Name</th>
<th>Building Status</th>
<th>Units</th>
<th>Rent Type</th>
<th>Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avenue at Oakland City</td>
<td>Proposed</td>
<td>36</td>
<td>Mrkt/Aff</td>
<td>2022</td>
</tr>
<tr>
<td>Gateway Capitol View Phase II</td>
<td>Proposed</td>
<td>58</td>
<td>Mrkt/Aff</td>
<td>2022</td>
</tr>
<tr>
<td>Abrams Building Lofts</td>
<td>Construction</td>
<td>34</td>
<td>Market</td>
<td>2022</td>
</tr>
<tr>
<td>1064 Oglethorpe Ave</td>
<td>Proposed</td>
<td>12</td>
<td>Affordable</td>
<td>2022</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>140</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Property Name</th>
<th>Building Status</th>
<th>Units</th>
<th>Rent Type</th>
<th>Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cut Rate Box Apartments</td>
<td>Proposed</td>
<td>264</td>
<td>Mrkt/Aff</td>
<td>2023+</td>
</tr>
<tr>
<td>The Vivian</td>
<td>Construction</td>
<td>325</td>
<td>Mrkt/Aff</td>
<td>2023</td>
</tr>
<tr>
<td>Mall at West End Apartments</td>
<td>Proposed</td>
<td>250</td>
<td>Market</td>
<td>2023+</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>839</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The Avon Market Area has an average annual demand for approximately 250 - 300 new multifamily units for the next 5 years – given that they are priced and marketed appropriately.

Residential multifamily demand is evenly distributed across a variety of income levels, with households earning between $75,000 and $100,000 annually, making up the largest single segment of demand. There is also significant demand for affordable or workforce housing from households earning less than $50,000 annually.

<table>
<thead>
<tr>
<th>AMI Range</th>
<th>Income Range</th>
<th>Rent Range</th>
<th>Midpoint</th>
<th>Multifamily Units</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 60%</td>
<td>$35K-$50K</td>
<td>$875 - $1,250</td>
<td>$1,050</td>
<td>76</td>
<td>76</td>
</tr>
<tr>
<td>60% - 85%</td>
<td>$50K-$75K</td>
<td>$1,250 - $1,750</td>
<td>$1,500</td>
<td>44</td>
<td>44</td>
</tr>
<tr>
<td>85% - 115%</td>
<td>$75K-$100K</td>
<td>$1,750 - $2,250</td>
<td>$2,000</td>
<td>79</td>
<td>79</td>
</tr>
<tr>
<td>115% +</td>
<td>$100K +</td>
<td>$2,250 And Up</td>
<td>-</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>260</strong></td>
<td><strong>260</strong></td>
</tr>
</tbody>
</table>
Based on expected growth in households, employment, and visitors – the Avon site could support approximately 100,000 square feet of retail over the next 5 years.

As additional residential units and office space are added to the Market Area – the site will be able to support more retail space. The addition of new residential and office space provide synergies that strengthen the area retail sector. This is particularly true if residential units are built in the Murphy Area and will allow new retail space to generate “built-in” revenue.

The presence and operation of Aluma Farm provides a unique amenity that could attract chefs and chef-centered restaurants to the site. The best use of Aluma Farm could activate the culinary market and help drive a new experience in the Murphy Area.

### Future Retail Demand

<table>
<thead>
<tr>
<th>Demand</th>
<th>Annual Avg.</th>
<th>5-Year Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>From Households</td>
<td>3,100</td>
<td>30,500 – 35,000</td>
</tr>
<tr>
<td>From Employment</td>
<td>1,000</td>
<td>9,500 – 15,000</td>
</tr>
<tr>
<td>From Visitors</td>
<td>65,000</td>
<td>60,000 – 70,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100,000 – 120,000</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Other Retail Uses**

**Food Services & Drinking Places**
REAL ESTATE DEMAND

Market Area Status Quo
5-Year Real Estate Demand

- Rental Multifamily: 1,300 – 1,500 Units
- Office: 100,000 – 120,000 SF
- Retail: 100,000 – 120,000 SF

Murphy Area
5-Year
Real Estate Demand

- Rental Multifamily: 300 – 500 Units
- Office: 50,000 – 60,000 SF
- Retail: 30,000 – 40,000 SF

Accelerated Demand Due to Enhanced Place-Making
- Rental Multifamily: 500 – 700 Units
- Office: 75,000 – 100,000 SF
- Retail: 50,000 – 75,000 SF
### Avon Potential Program

<table>
<thead>
<tr>
<th>Category</th>
<th>Square Feet Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office (Local-Serving)</td>
<td>20,000 - 30,000</td>
</tr>
<tr>
<td>Office (Regional-Serving)</td>
<td>20,000 - 30,000</td>
</tr>
<tr>
<td>Food Production/Small Manufacturing</td>
<td>40,000 - 50,000</td>
</tr>
<tr>
<td>Loft Residential</td>
<td>60,000 - 75,000</td>
</tr>
<tr>
<td>Non-food Retail</td>
<td>20,000 - 30,000</td>
</tr>
<tr>
<td>Food-focus Retail</td>
<td>20,000 - 30,000</td>
</tr>
<tr>
<td>Internal Circulation/Amenities</td>
<td>35,000 - 50,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>215,000 - 295,000</strong></td>
</tr>
</tbody>
</table>
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
CONTACT INFORMATION

Kara Cooper
Feasibility Study Project Manager
kcooper@atlbeltline.org
404-477-3657

Nathan Soldat
Community Engagement Project Manager
nsoldat@atlbeltline.org
404-477-3552
THANK YOU!
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.