SOUTHWEST STUDY GROUP

Atlanta BeltLine Lantern Parade & Industrial Land Feasibility Study Kick Off
April 19, 2022

@atlantabeltline
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WELCOME > LANTERN PARADE > Q&A > INDUSTRIAL LAND FEASIBILITY STUDY > Q&A > MEETING WRAP UP

TONIGHT'S ON + OFF CAMERA TEAM

Rashida Williamson
Community Engagement Advocate

Kara Keene Cooper
Economic Development Director

Lynnette Reid
Director of Planning

Chantelle Ryttie
The Krewe of the Grateful Gluttons

Christopher Pierre

Nicole Hall

Miranda Kyle
Arts and Culture Manager

Chris Langley
Arts & Culture Program Coordinator

Jenny Odom
Communications & Media Relations Manager

Heather Clavé
Marketing Communications Manager

Nathan Soldat
Senior Community Engagement Manager
Virtual Meeting Format

• 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.
The Legacy Resident Retention Program aims to mitigate displacement by helping current homeowners pay property tax increases.

Residents who live in the designated program areas along the southern and western neighborhoods of the BeltLine who meet the following criteria are eligible for relief:
- Currently living in their home
- Lived there before March 2017
- Have an annual household income below 100% of AMI

Visit beltline.org/retentionfund or call 678-718-5469
Poll Question #1

What neighborhood do you live in, work in or are affiliated with?

• Adair Park
• Bush Mountain/ Oakland City
• Capitol View/Capitol View Manor/ Sylvan Hills
• Chosewood Park/High Point Estates/Joyland
• Peoplestown
• Pittsburgh
• South Atlanta
• West End
• Another Neighborhood Within the City of Atlanta
• Another Neighborhood Outside the City of Atlanta
Poll Question #2

For Residents, how long have you lived in your neighborhood?

- 1-5 years
- 6-10 years
- 11 or more years
Poll Question #3

For Business Participants, how long has your business been in operation or how long have you worked at the business?

- Less than 1 year
- 1-5 years
- 5-10 years
- 11 or more years
Poll Question #4

What is the most important part of the BeltLine to you?

a. Housing Affordability
b. Economic Development/Jobs
c. Resources for Residents
d. Parks
e. Multi-Use Trails
f. Equity and Inclusion
g. Public Art/Cultural History
h. Community Engagement
i. Transit
Poll Question #5

What is your relationship to the Atlanta BeltLine?

- I use the trail
- I am a homeowner in a BeltLine neighborhood
- I rent a home in a BeltLine neighborhood
- I am a residential landlord
- I am a business owner in a BeltLine neighborhood
- I am an employee in a BeltLine neighborhood
- I am a commercial landlord
- I am a developer or real estate broker
- I am a community activist/advocate
- I am generally interested in the BeltLine project
Poll Question #6

Is tonight your first BeltLine meeting?

• Yes
• No
ATLANTA BELTLINE VISION

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

50,000 PERMANENT JOBS

33 MILES of multi-use, urban trails

5,600 UNITS of affordable workforce housing

PUBLIC ART

22 MILES of pedestrian-friendly rail transit

1,300 ACRES of new greenspace

EQUITY & INCLUSION

COMMUNITY ENGAGEMENT

48,000 CONSTRUCTION JOBS

1,100 ACRES of environmental clean-up
The Atlanta BeltLine Lantern Parade was founded and continues to be hosted by Chantelle Rytter and Krewe of the Grateful Gluttons. It is a community crafted paper lantern procession that fosters enduring bonds between people and their new public space through creative civic participation. The Parade prompts people to interact with each other, reflect on their larger community and celebrate their environment. This living public art form illustrates how the brilliance of individuals can illuminate a community.
DATE OF EVENT

Saturday, May 21, 2022
NEIGHBORHOODS/ORGANIZATIONS

- W.E.N.D.
- West End Merchants Coalition
- Historic Adair Park
- Capitol View
- Oakland City Community Organization Inc.
Streets Affected

- Allene Ave SW from Warner St SW to Brookline St SW
- Intersection of Mayland Ave SW to Catherine St SW
- Intersection of Lexington Ave SW and Catherine St SW
Get Involved

- Accordion Lanterns
- Cardboard Box Lanterns
- Globe Lanterns
- Bottle Lanterns
- Basket Reed, Sticks, and Tape Lanterns

For more information and lantern ideas or inspiration please go to www.weirdgonepro.com.
Contact Information for Lantern Parade

Chris Langley  
Arts & Culture Project Manager for Lantern Parade  
clangley@atlbeltline.org  
404-477-3572

Rashida Williamson  
Community Engagement Project Manager for Lantern Parade  
rwilliamson@atlbeltline.org  
404-477-3635

Chantelle Rytter  
Founder of Atlanta BeltLine Lantern Parade  
chantellerytter@gmail.com  
678-612-2570

Miranda Kyle  
Arts & Culture Program Manager  
mkyle@atlbeltline.org  
404-477-3636
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 question or comment 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.
A Closer Look:
Jefferson St to
End of Project

INDUSTRIAL LAND FEASIBILITY STUDY

SOUTHSIDE CORRIDOR – UNIVERSITY AVENUE
PROJECT BACKGROUND

INTENTION

Study the viability and land use of the Southside Industrial Corridor area (University Avenue) as a Metro Atlanta industrial cluster.

PURPOSE & OUTCOMES

An industrial site inventory analysis, community, tenant, and property owner engagement, land use recommendations, workforce development analysis, and examples of national best practices of how similar communities are handling their urban industrial areas.
STUDY TIMELINE

April 2022
- Conduct Kickoff Meeting
- Conduct Stakeholder Interviews
- Distribute Neighborhood Survey

May 2022
- Conduct Industrial Property Owner Outreach Visits & Meetings
- Distribute Property Owner Survey

June 2022
- Workforce Development Analyses
- Best Practices Case Studies Research & Review

July 2022
- Host Industrial Developer Forum

Aug / Sep 2022
- Final Presentation(s)
Past Studies & Reports Reviewed

- Amended Southside Atlanta Redevelopment Plan (2000)
- Pittsburgh Community Redevelopment Plan (2001)
- Peoplestown Community Redevelopment Plan Update (2006)
- A Plan for Industrial Land & Sustainable Industry in the City of Atlanta (2009)
- Historic South Atlanta Masterplan (2018)
- Atlanta City Council District 12 Neighborhood Blueprint (2018)
- Atlanta BeltLine SubArea 2 Master Plan (2021)
Key Takeaways from Studies

- Outdated Information
- Limited or No Industrial Focus
- Inconsistent Geographic Focus
STATISTICS: ATLANTA VS STUDY AREA

6th Most Industrial Space in the U.S
JLL U.S. Industrial Outlook | Q4 2021

Least Industrial Space in the Local Market
JLL U.S. Industrial Outlook | Q4 2021 & CBRE MARKETVIEW Atlanta Industrial & Logistics, Q2 2021

2nd Most Space Under Construction in the U.S
JLL U.S. Industrial Outlook | Q3 2021

No Space Under Construction in the Study Area
JLL U.S. Industrial Outlook | Q3 2021

3rd Lowest Vacancy Rate in the U.S
Savills U.S. Industrial Market Update | Q4 2021

Highest Vacancy Rate in the Local Market
JLL U.S. Industrial Outlook | Q4 2021 & CBRE MARKETVIEW Atlanta Industrial & Logistics, Q2 2021
PROPERTY INVENTORY

Raw Land
(Land with No Buildings)

- Occupied Raw Land: 18%
- Vacant Raw Land: 82%

Occupied Raw Land
Vacant Raw Land
PROPERTY INVENTORY

Improved Property (Land with Buildings)

- **87%**: Occupied Improved Property
- **13%**: Vacant Improved Property

**Occupied Improved Property**

**Vacant Improved Property**
PARCELS BY ZONING CLASS

- Industrial, 75, 40%
- Commercial, 15, 8%
- Office-Institutional, 16, 9%
- Residential, 81, 43%
INDUSTRIAL PARCELS BY ZONING CLASS

- I-1 Light Industrial, 23, 31%
- I-2 Heavy Industrial, 34, 45%
- I-Mix Industrial Mixed Use, 18, 24%
<table>
<thead>
<tr>
<th>Study Area</th>
<th>Total Parcels</th>
<th>Industrial Parcels</th>
<th>% Industrial Acreage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Point</td>
<td>3</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Chosewood Park</td>
<td>14</td>
<td>6</td>
<td>29.80%</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>54</td>
<td>30</td>
<td>83.21%</td>
</tr>
<tr>
<td>Peoplestown</td>
<td>37</td>
<td>21</td>
<td>74.91%</td>
</tr>
<tr>
<td>South Atlanta</td>
<td>79</td>
<td>18</td>
<td>32.66%</td>
</tr>
</tbody>
</table>
PROPERTY BY SIZE - EXAMPLES

1 - 5 Acres
Gordon Travel Center (2.36 Acres - Peoplestown)

1 - 5 Acres
Metro Truck & Tire Service (1.89 Acres - Pittsburgh)

5 – 10 Acres
Hill Manufacturing (5.57 Acre – South Atlanta)

5 – 10 Acres
Sonoco Recycling (6.47 Acres – South Atlanta)
PROPERTY BY SIZE - EXAMPLES

> 15 Acres
Pittsburgh Yards (30.62 Acres - Pittsburgh)
TENURE OF BUSINESS OPERATIONS

Genuine Parts Co. (NAPA)  
Established 1925

A Tow  
Established 1964

Goolsby Mortuary  
Established 1977

SONOCO RECYCLING  
Established 1980
SAMPLING OF STAKEHOLDER GROUPS

- XEBEC
- HISTORIC ADAIR PARK
- Georgia Power
- Community & Economic Development
- PITTSBURGH YARDS
- SEVEN OAKS
- Ackerman & Co.
FEEDBACK ON KEY ISSUES

- Rail Access: 0%
- Public Transit: 42%
- Road Network: 83%
- Vacancies: 25%
- Development: 100%
- Employment: 50%
- Services & Amenities: 50%
- Nuisances: 33%
- Land Values: 75%
- Land Availability: 67%
- Environmental: 42%
PRIMARY STAKEHOLDER ISSUES

Development

Road Network

Transportation

Land Values & Availability
Are there other key issues that are important to you?

Are there other Stakeholder Groups we should engage?
Poll Question #7

Choose which three are the most important issues affecting you.

• Services or Amenities missing in your area
• Nuisances in your area
• Efficient Mobility in your area
• Environmental Issues affecting health
• Employment needs in your area (Access to Jobs)
• Housing Affordability in your area
A Closer Look: Jefferson St to End of Project

Next Steps

- Interview Property Owners within Study Area or Fringe Influencers
- Neighborhood Association Leadership
- Push Survey to study area owners

- Property Owner Visits
- Property Owner Calls & Emails
- Property Owner Meetings
- Property Owner Survey

- Workforce Development Analyses
- Best Practice Case Studies Research & Review

April

May

June

July

August

2022

Present Findings and Recommendations
Present to Client and Community
Contact Information for Industrial Land Feasibility Study

Lynnette Reid
Director of Planning
lreid@atlbeltline.org
404-477-3551

Rashida Williamson
Community Engagement Project Manager for Industrial Feasibility Study
rwilliamson@atlbeltline.org
404-477-3635

Kara Cooper
Economic Development Director
kcooper@atlbeltline.org
404-477-3657

Nickel Works Consulting, LLC
chris@nickelworks.net (Project Manager)
nicole@nickelworks.net (Principal in Charge)
678-535-3990
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 question or comment any time in Q&A box.
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Facebook Live Attendees:

• Please feel free to participate in the “Comments Section.” Someone on our staff will make sure I see your questions.
Poll Question #8

Was the information presented tonight helpful in changing your perception and/or understanding of the Beltline project?

• Yes
• No
• No opinion
Poll Question #9

Did you learn something new?

• Yes
• No
• Need more clarity
Poll Question #10

What is your preferred method or methods of communication?

- Email
- Social Media
- Automated Phone Call
- Text Message
- US Postal Mailing
THANK YOU!