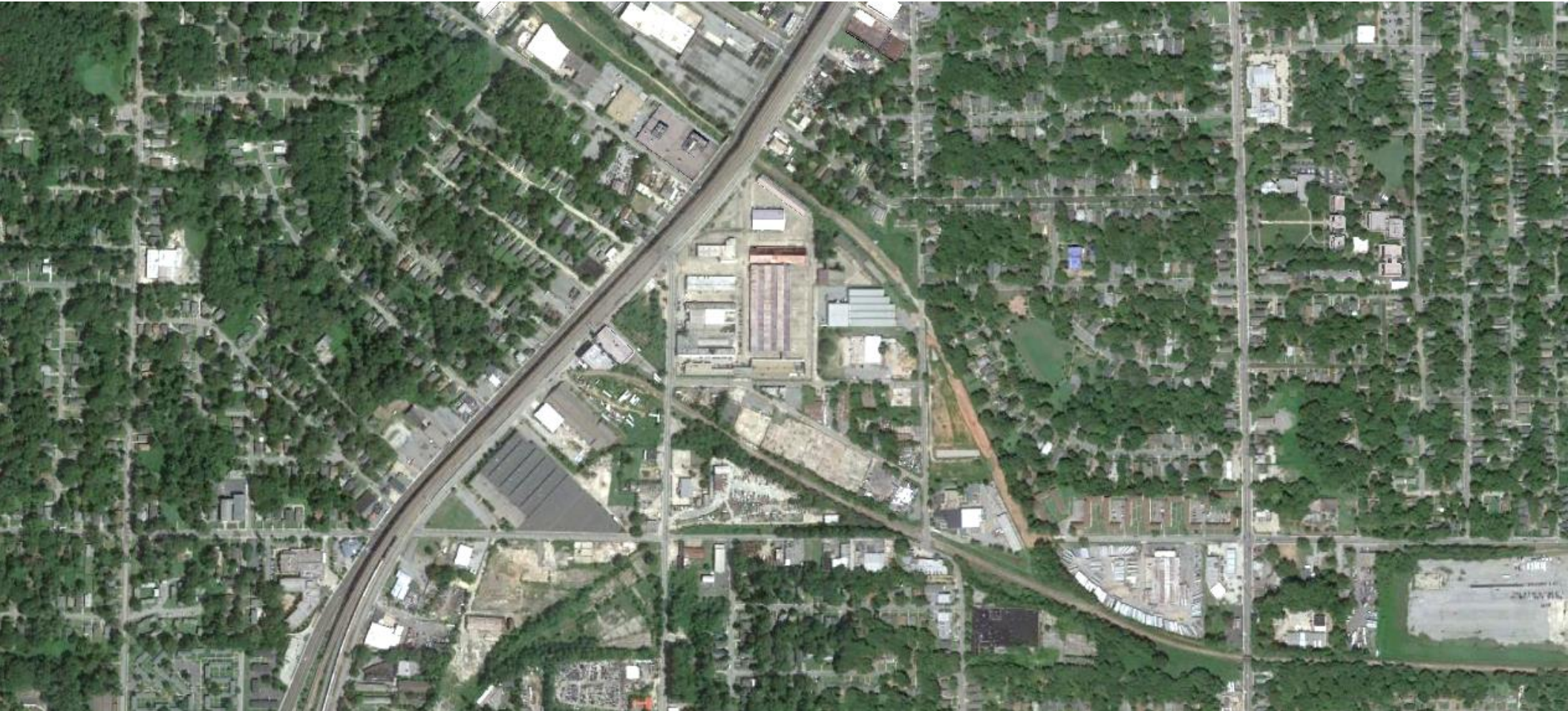




Murphy Crossing Site Redevelopment

Community Engagement Meeting
September 19, 2016





SUMMARY

EXECUTIVE SUMMARY – STATEMENT OF PURPOSE

ABI has conducted a detailed study of

1. Market potential
2. Building & site analysis
3. Transportation Needs
4. Site Activation Needs
5. Community Stakeholder Outreach
6. Case Studies of similar developments

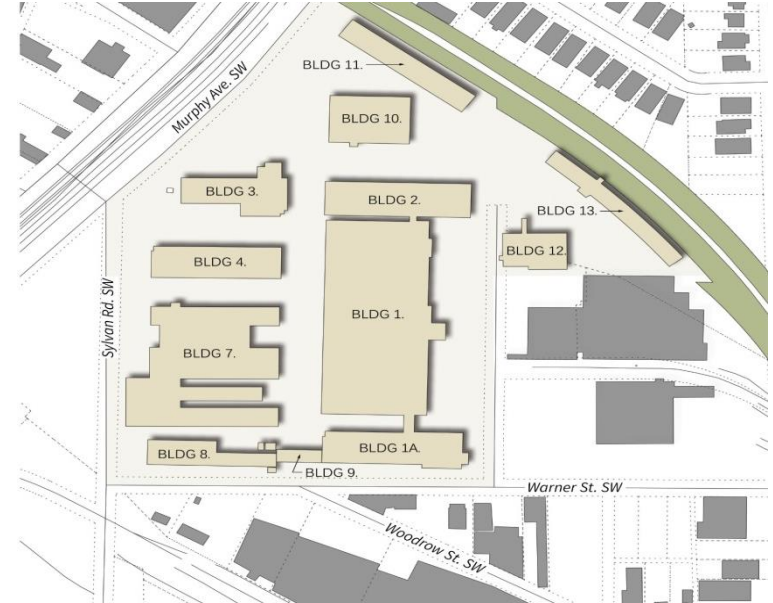
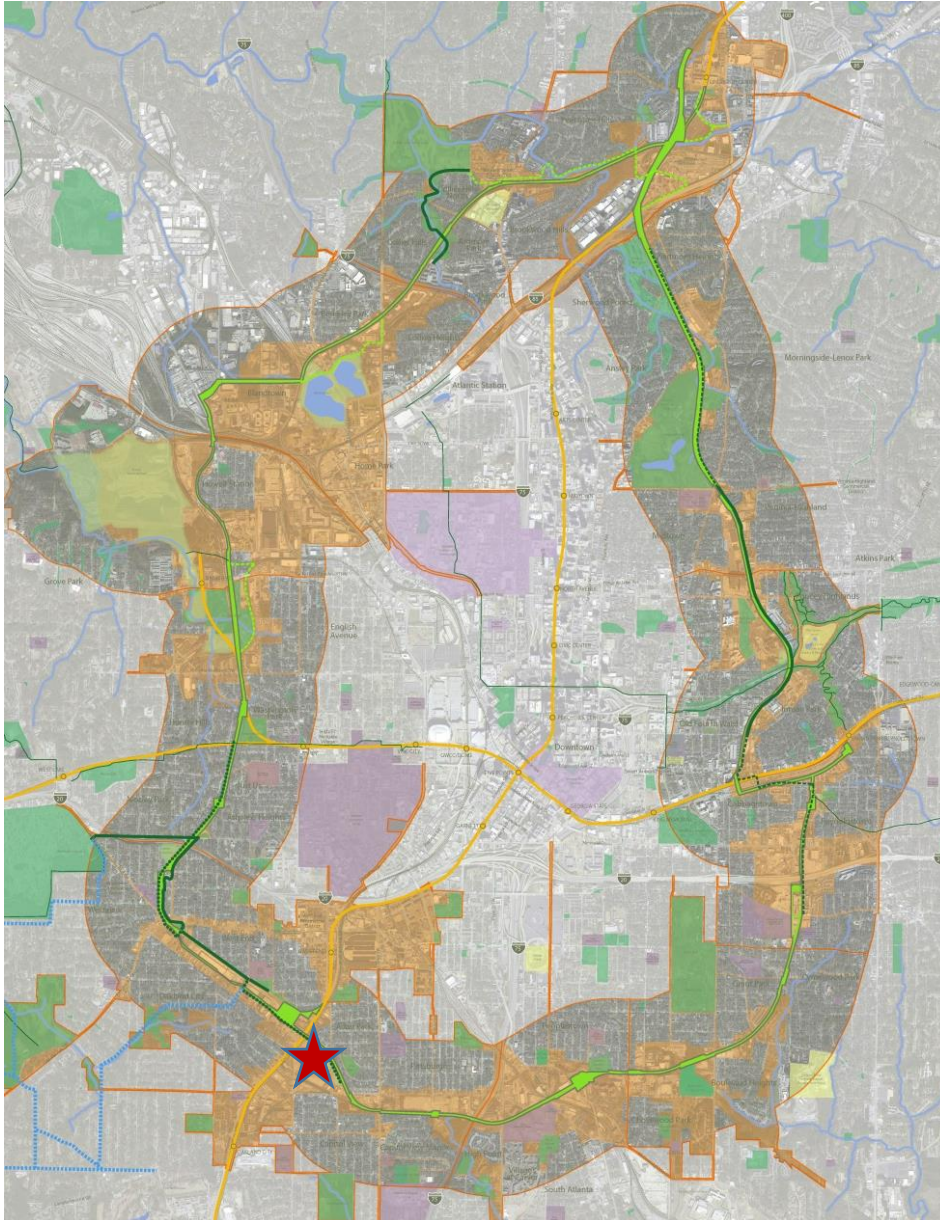
“Establish Strategic Activation Options”

MURPHY CROSSING – COMMUNITY FEEDBACK TIMELINE



Summary

Map of Atlanta and Murphy Crossing





The Murphy Crossing Study Area ("Study Area") is the area being considered in the Market and Economic Analysis. It consists of a one mile radius extending from the center of the site. The Study Area encompasses the neighborhoods of Adair Park, Oakland City, West End, Capital View, and Pittsburgh.

Neighboring Developments

Map of Nearby Projects under Development



Summary

Demographic and Economic Conditions

While the demographic and economic conditions in the Murphy Crossing area are more challenging relative to the Atlanta Metro Area, the redevelopment of Murphy Crossing can help accelerate economic opportunity for the surrounding community.

Demographic

- Net population growth at Murphy Crossing has been flat over the past 15 years. Other parts of the Atlanta Metro Area are seeing more robust population increases.
- Incomes in the Study Area are low when compared to the surrounding Atlanta Metro Area.
- Murphy Crossing has a fewer number of working-age residents than other areas studied.

Economic

- Murphy Crossing saw no growth in the number of working residents from 2002 to 2014.
- The share of residents making over \$40,000 annually has grown slowly in the Study Area.
- The Atlanta Metro Area has seen steady job growth post-recession.

Summary

Real Estate Market Conditions

Traditional market analysis indicators do not reveal a natural demand for most product types, so redevelopment of Murphy Crossing must focus on place-making and creation of a curated destination to attract economic activity from beyond the immediate Study Area.

Office

- There has been little new office development, and there are no high quality spaces for businesses to occupy.
- Despite low vacancy rates, Murphy Crossing is not a traditional office submarket.
- Careful curation of unique industrial buildings could make Murphy Crossing an alternative office destination.

Retail

- The majority of retail within the Study Area is small-scale and of relatively poor quality, with a Kroger supermarket on the edge of the 1 mile radius Study Area.
- Low retail vacancy rates imply potential retail demand within the Study Area. Higher quality options could capitalize on the quality gap and reach new consumers.

Residential

- Home values in the Murphy Crossing area are lower than in other areas of Atlanta but are beginning to increase.
- Atlanta-area destination developments like Ponce City Market and Krog Street Market typically command a premium on multifamily residential rents.

Industrial

- There are numerous industrial properties around Murphy Crossing.
- Regional developers state there is demand for light industrial or flex space.

Summary

Building and Transportation Evaluations

Toward achieving this new place-making objective at Murphy Crossing, Atlanta BeltLine, Inc. will need to make tactical investments to address the condition of existing buildings, improve access to the property from the surrounding community, and improve circulation within the property.

Building Evaluation

- Most buildings require at least moderate repairs.
- 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.

Transportation Evaluation

- 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.

Summary

Case Study Assessment, Phasing Strategy, and Development Concepts

Redevelopment of Murphy Crossing can leverage regional and national case studies of mixed-use and adaptive reuse projects to identify best practices and strategies for phasing, activation, and long-term uses.

Case Study Assessment

- Successful redevelopments of similarly challenged industrial sites had robust phasing strategies, capitalized on location and transportation advantages, and had clear master planning. Deliberate redevelopment and activation works.
- Unsuccessful redevelopments were poorly phased or too intricately linked to the economic success of private developers.

Phasing Strategy

- The creation of a Murphy Crossing identity is paramount – interim uses and activation strategies are vital to achieving this goal.
- As the site gains activity and visibility, a more diverse set of uses can be incorporated.
- In the long-term, the Murphy Crossing site has the potential to increase in density.

Development Concepts

- Murphy Crossing's diverse building portfolio provides flexibility for activation and initial development.
- Each concept has distinct advantages – depending on Atlanta BeltLine's priorities, certain concepts can be incorporated during different development phases.

Summary

Implications for the Future of the Murphy Crossing Site

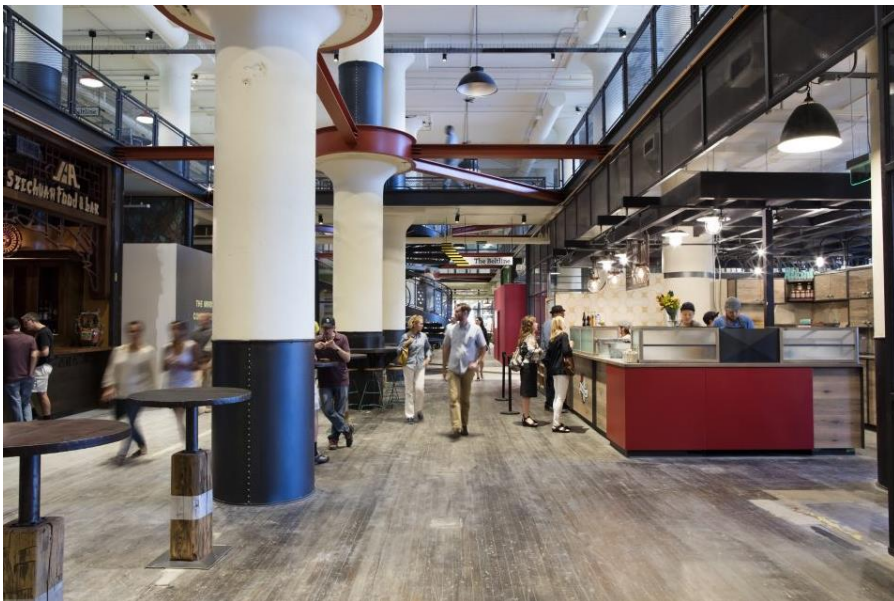
Short Term (1-5 years)

- Economically, the Murphy Crossing Study Area is **economically challenged, though recent home sale prices in the area imply economic growth and change**. The development of the Murphy Crossing site may expedite this economic progress.
- The Murphy Crossing Study Area may experience significant access and transportation improvements in the short term. **With the completion of the Westside trail, ease of access to the site will increase**. There are additional opportunities to improve connectivity to the Study Area and site through further road improvements and the addition of a MARTA infill station.
- Development at Murphy Crossing should **prioritize activation of the site in the short-term**. Best practices and other lessons can be learned from similar, nearby developments as how to best activate a site in this area of Atlanta.
- National and international case studies of similar industrial redevelopments can help **shape a vision** for what Murphy Crossing can become.
- **Early infrastructure improvements will be necessary** to prepare the site for public use. Zoning and re-platting adjustments may be necessary to prepare the site for activation.
- Interim uses can be utilized to **bring activity to the site and create an identity for Murphy Crossing**. These uses can be incorporated into existing buildings with little investment in building adaptation.
- By emulating strategies seen in the case studies and concepts, Murphy Crossing could initially create the foundation for supporting a new market for a mixed-use destination for jobs, housing and recreation. At the same time, development must be tailored to the site and **respond to the heritage of Murphy Crossing and the needs of the surrounding community**.

Market Study

Other Atlanta BeltLine Projects Overview

In order to provide a vision for future development at the Murphy Crossing site, additional projects on the Atlanta BeltLine were chosen as successful examples of similar redevelopment projects. The two sites chosen are **adjacent to the Atlanta BeltLine** and were completed in the past several years. Both developments took an **industrial site** and created a **mixed-use, market-style destination** that **retrofitted existing, historic buildings to meet a modern need**. The two chosen developments are Ponce City Market and Krog Street Market. These developments are analyzed throughout this report in order to give context to the development potential of the Murphy Crossing site. Similar to the Murphy Crossing Study Area, the study areas surrounding these markets are 1 mile radii catchment zones.



Ponce City Market



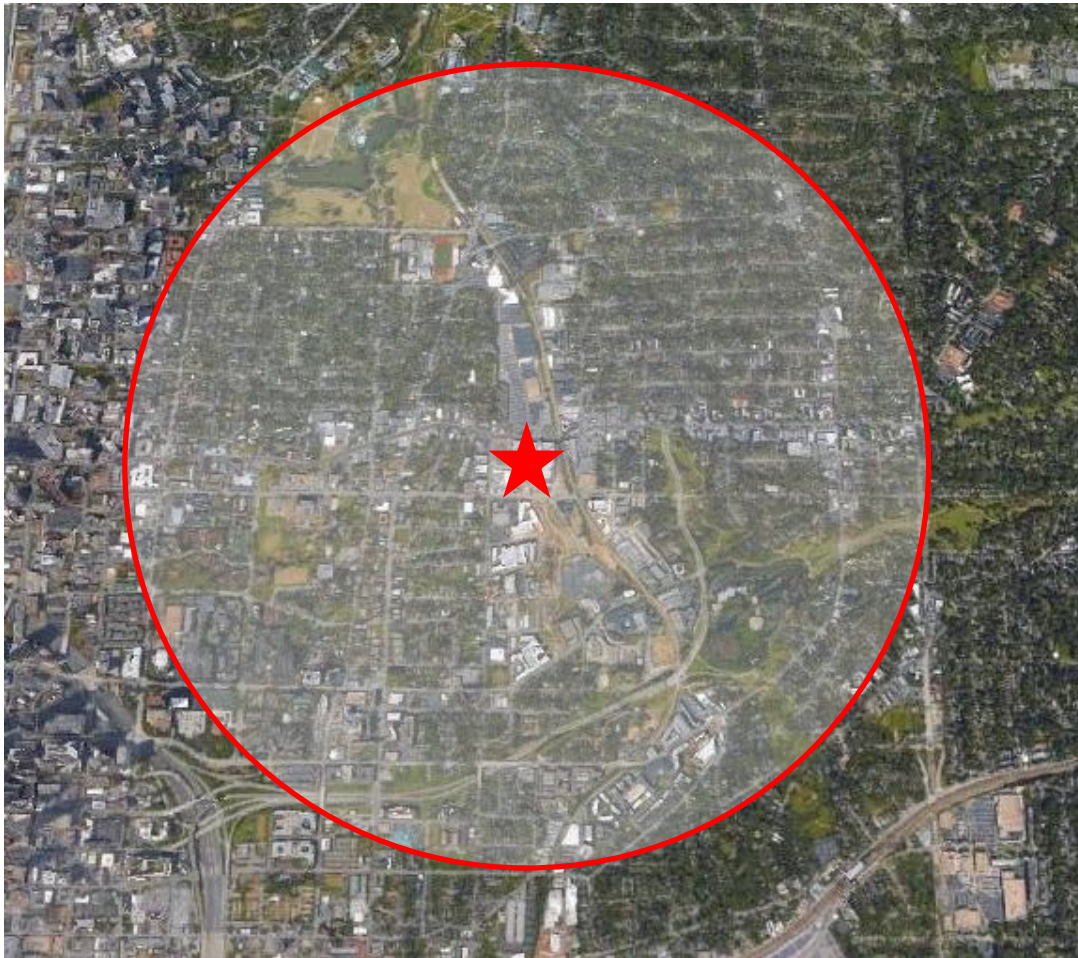
Krog Street Market

Introduction

Ponce City Market Area Overview

The Ponce City Market Study Area consists of a one mile ring radius surrounding Ponce City Market. Located in the Old Fourth Ward or Poncey Highlands neighborhood, Ponce City Market is a recently redeveloped mixed-use site located adjacent to the Atlanta BeltLine. Opened on August 25th, 2014, Ponce City Market has become a local destination featuring restaurants, retail, residential, and office uses.

Ponce Market Study Area



Introduction

Krog Street Market Area Overview

The Krog Street Market Study Area consists of a one mile ring radius surrounding Krog Street area. Directly off the Atlanta BeltLine, Krog Street area is located in Inman Park on the east side of Atlanta. Krog Street Market is housed in the former Atlanta Stove Works building and was opened in the summer of 2014. The complex combines local merchants and restaurants with over 250 apartments and flex office space in the Krog St, Irwin St and Edgewood Rd area.

Krog Street Market Study Area



PROJECT PHASING

Project Phasing

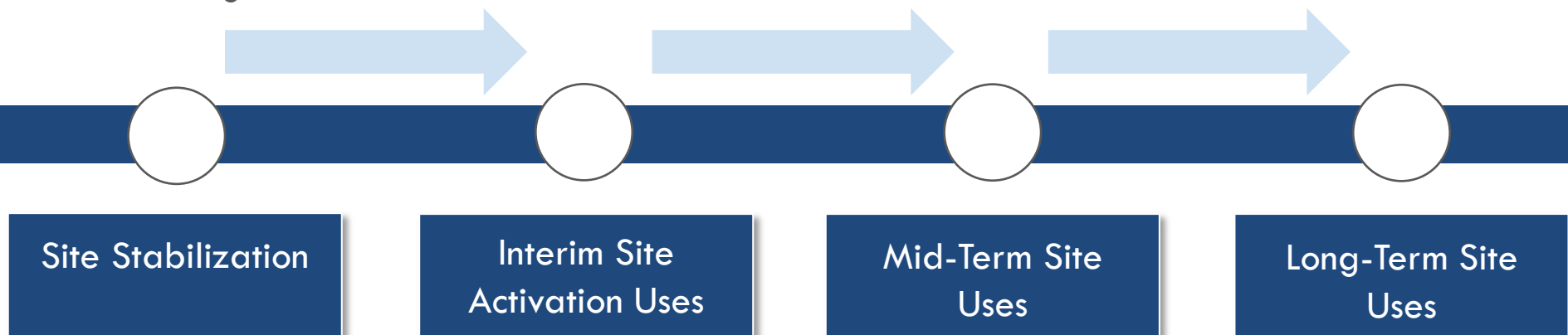
Objectives

As reflected in the market assessment, the **market potential of the Murphy Crossing site is neither clear nor immediately evident**. However, and as indicated by the case studies reviewed, **deliberate creation of a destination** can be successful and **attraction of job opportunities can raise economic achievement levels**.

While developments in other parts of Atlanta have utilized proximity to the Atlanta BeltLine to create successful mixed-use developments that transformed underutilized space, areas near Murphy Crossing does not possess the same degree of existing investment interest.

To overcome this challenge, Atlanta BeltLine should focus on a **multi-step approach for Murphy Crossing** to stabilize and activate the site, working toward the creation of a market-making destination that builds momentum for long-term reuse.

- Site stabilization
- Interim site activation uses
- Mid-term site uses
- Long-term site uses



Project Phasing Site Stabilization

To prepare the Murphy Crossing site for new uses, there are a number of steps that must be taken that to ensure that it is a safe, attractive, and welcoming environment for new activation and development. Basic site needs that must be addressed include:

- Targeted removal of buildings that are encumbrances or non-salvageable
- Installation of **restrooms** in public areas
- Installation of **utilities** to support new uses
- Construction of temporary **roadways and parking spaces** to access the interior of the site
- Installation of **fencing** to close off areas not currently open to the public or that present safety challenges
- Development of **green space** for site activation



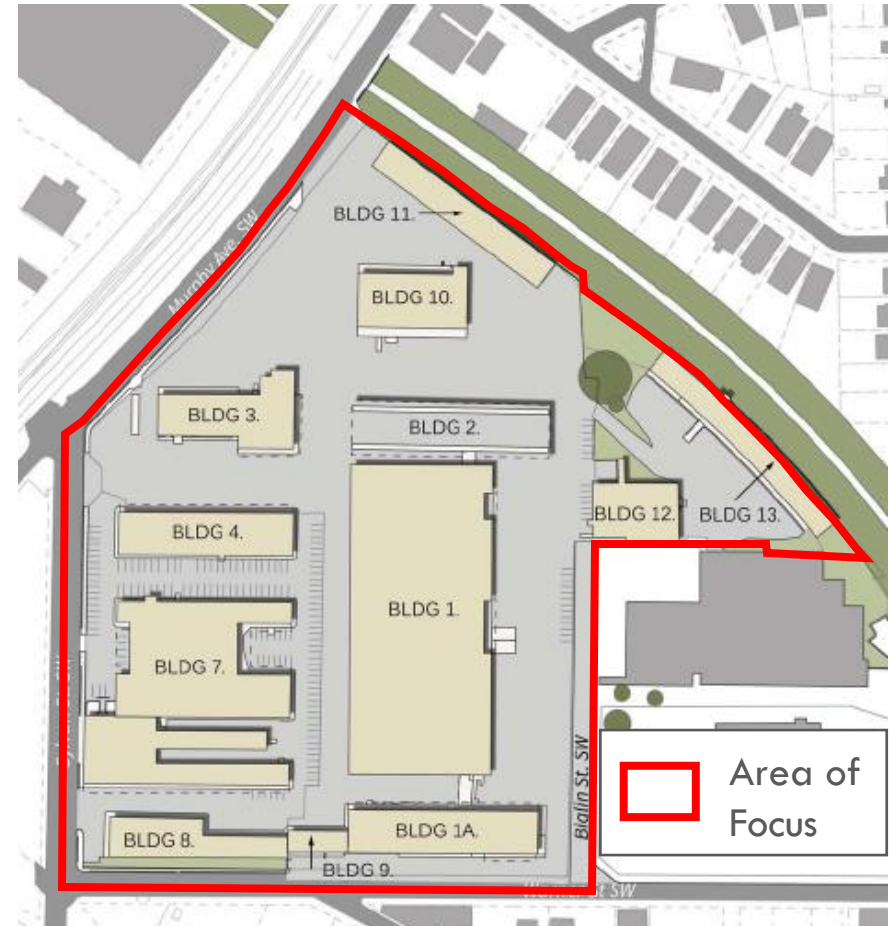
Site Stabilization

Interim Site
Activation Uses

Project Phasing Site Stabilization

Location: The focus of site stabilization will be on areas that will be used in the short-term and areas directly adjacent to the Atlanta BeltLine will be important. However, site stabilization will likely be necessary to some degree across all parts of the site.

Costs: A large portion of site stabilization costs will be the responsibility of Atlanta BeltLine Inc. Other costs may be deferred to individual developers.



***This diagram is a concept and does not constitute an approved site plan or other use commitment

Site Stabilization

Interim Site
Activation Uses

Project Phasing Interim Site Activation Uses

Once the Murphy Crossing site has been stabilized, attention will shift to the creation of interim uses that activate the site. The focus of interim site uses will be on uses that don't require extensive build out of space and can begin to establish an identity for Murphy Crossing. Examples interim site activation include:

- Events / Festivals
- Outdoor movies on the Lawn
- Food truck events
- Live music
- Flea markets / Pop-up markets
- Farmers Market
- Public art / Art installations
- Sporting events



*** Use examples do not reflect committed uses for the site but are intended for informational purposes only.

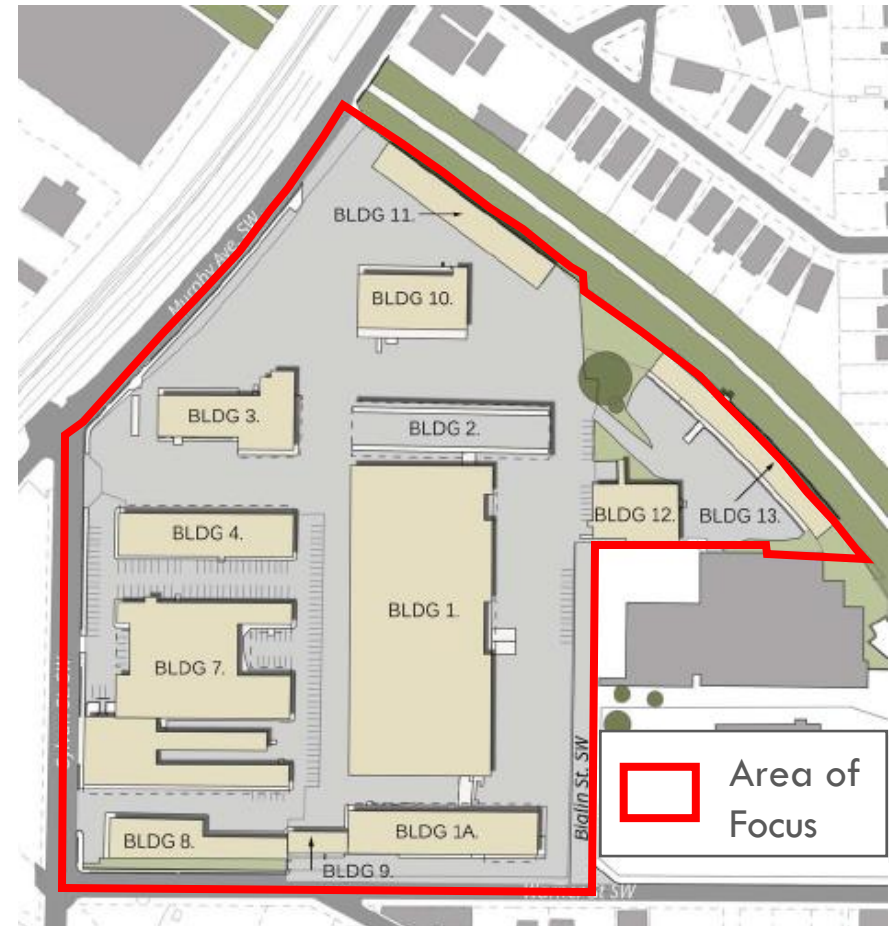
Site Stabilization

Interim Site
Activation Uses

Project Phasing Interim Site Activation Uses

Location: Interim site uses should leverage the adjacency of the site to the Atlanta BeltLine and traffic that it generates. The creation of an Event Lawn along the Atlanta BeltLine will be critical in the success of interim uses that require open space. Buildings 3 and 4 have particular relevance for potentially holding light industrial, job-creating tenants.

Costs: Emphasis for initial site activation will be on uses and activities that can be provided at a very low cost. Uses requiring significant investment will be difficult to attract to the site before market potential is demonstrated in some way.



***This diagram is a concept and does not constitute an approved site plan or other use commitment

Site Stabilization

Interim Site
Activation Uses

A blue-tinted photograph of a city street scene. On the right, a streetcar with the number 1092 and the text 'ATLANTA STREETCAR' is visible. The streetcar is on tracks. To the left of the tracks is a wide sidewalk with a low concrete wall. A person is walking a dog, a person is riding a bicycle, and a couple is walking. In the background, there is a large, multi-story brick building with many windows. The sky is blue with some clouds. The text 'THANK YOU' is overlaid in white, bold, sans-serif font in the center-right of the image.

THANK YOU