



DEVELOPER FORUM & PROCUREMENT TRAINING

SPOTLIGHT ON
ABI'S GARSON
DRIVE SITE

TUESDAY, OCTOBER
25, 2022





ATLANTA BELTLINE VISION

\$10 BILLION

in economic
development

22

MILES
of pedestrian-
friendly
rail transit

1,300

ACRES
of new
greenspace

50,000
PERMANENT
JOBS

33
MILES
of multi-use,
urban trails

**ATLANTA
BELTLINE
VISION:**
*To be the
catalyst
for making
Atlanta
a global beacon
for equitable,
inclusive, and
sustainable
city life.*

5,600
UNITS
of affordable
workforce housing

**EQUITY &
INCLUSION**

**COMMUNITY
ENGAGEMENT**

48,000
CONSTRUCTION
JOBS

1,100
ACRES
of environmental
clean-up

PUBLIC ART



HPD AFFORDABLE HOUSING PRIORITIES

GOAL:
CREATE OR
PRESERVE
5,600 UNITS
BY 2030
(IN BL TAD)

OBJECTIVES:

- I. Strategic land acquisition
 - I. Activate ABI controlled/owned land
- II. Encourage and support equitable development in and around the BL TAD
- III. Engage & assist owners of NOAH with preservation efforts
 - I. Prioritize maturing debt and/or subsidy



MURPHY CROSSING

1050 MURPHY AVE

Location:

- Oakland City
- Adjacent to Adair Park & Capitol View
- alongside Westside BeltLine trail

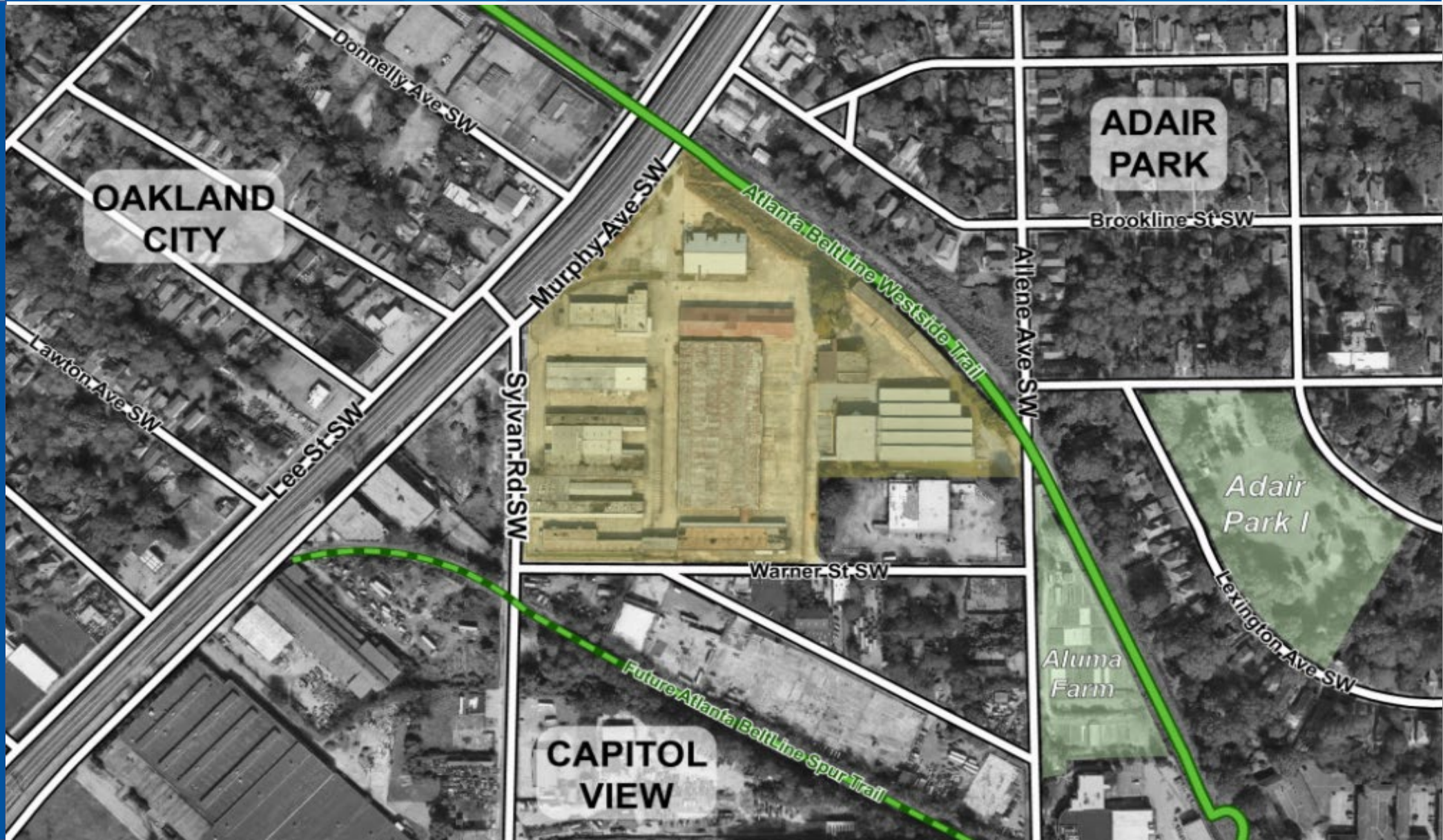
Site:

- 22-acre site
- 16-acres purchased in 2014, last 4-acres in 2018
- 12 vacant buildings incl. the former Georgia State Farmer's Market and Georgia Archives & History Warehouse

RFP:

- RFP released in April 2021
- Responses rcv'd in August

**RFP finalist announced
August 2022**





AVON AVENUE

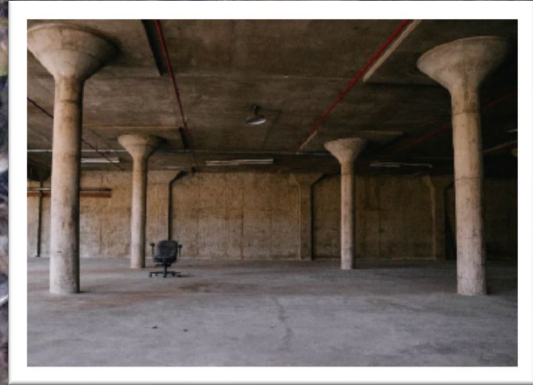
1150 MURPHY AVE.

Location:

- Oakland City (corner of Avon and Murphy)
- Near Murphy Crossing site assemblage

Site:

- 9.3 acres
- 232k sf building on site





CHAPPELL ROAD

425 CHAPPELL RD, NW

Location:

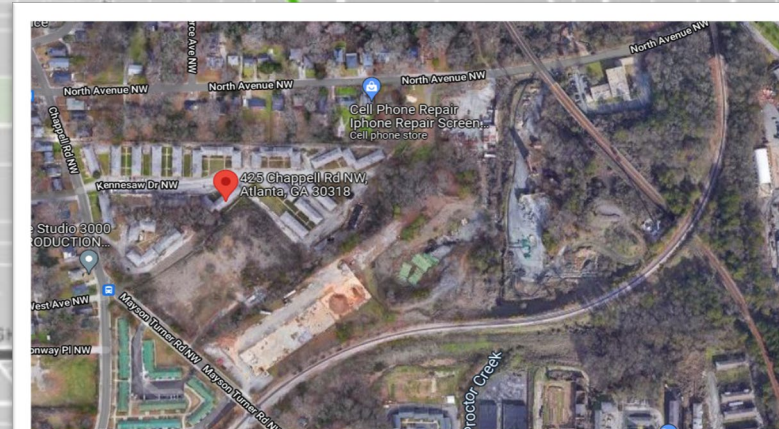
- Bankhead/Historic Westin Heights
- Adjacent to Grove Park
- ½ mile from Bankhead MARTA station

Site:

- 31-acres
- Largest acq. to date, will support aff. housing

RFP:

- Stakeholder engagement commenced June 2020
- RFP development Q4 2023





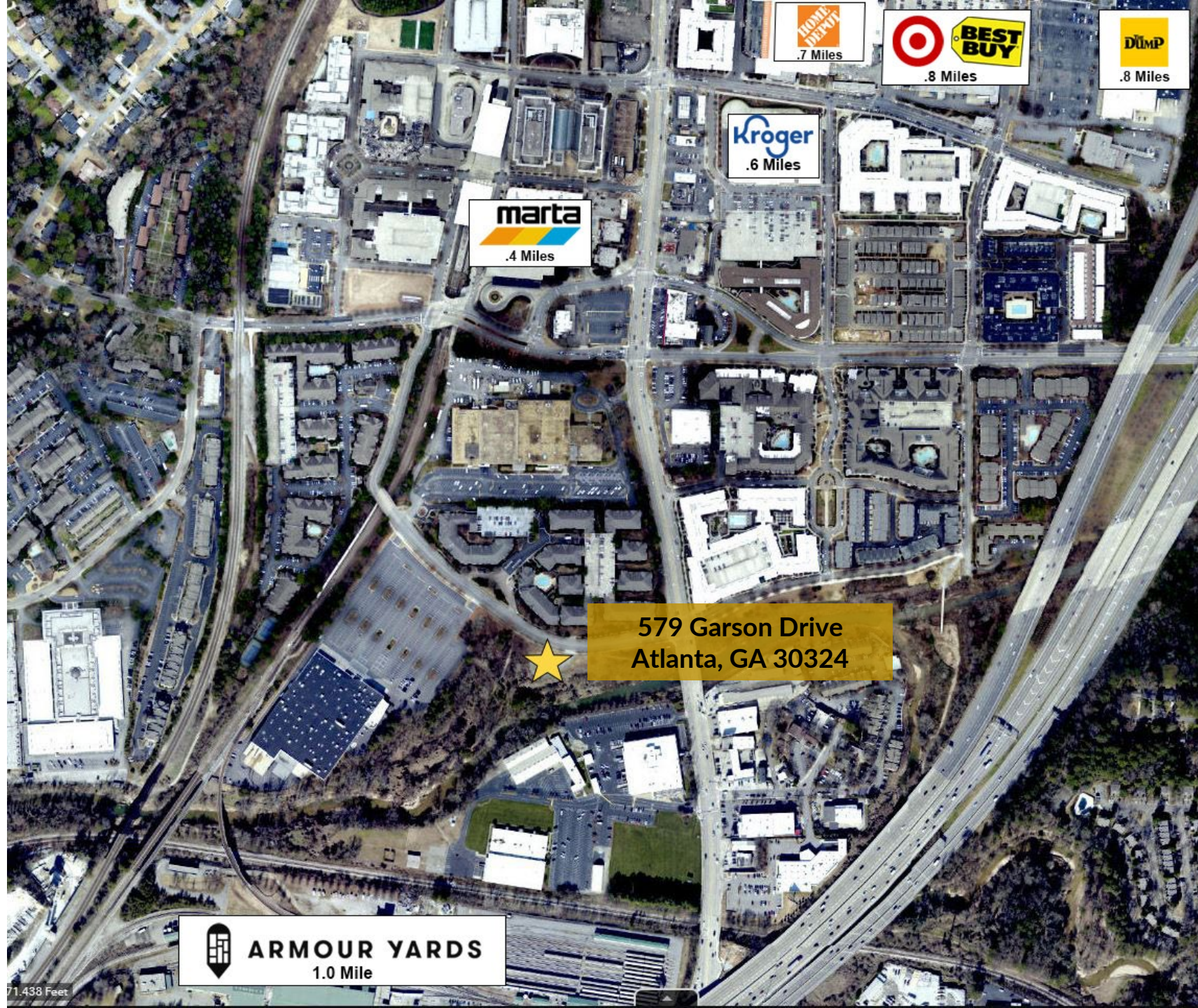
**579 Garson Drive
Atlanta, GA 30324**

Piedmont Road, NE

Garson Drive, NE

Peachtree Creek

- ✓ 2.68-acre property in South Buckhead/Lindbergh
- ✓ Water views of Peachtree Creek
- ✓ Close to Lindbergh MARTA
- ✓ Surrounded by multifamily residential and commercial



marta
.4 Miles

Kroger
.6 Miles

HOME DEPOT
.7 Miles

TARGET
BEST BUY
.8 Miles

DUMP
.8 Miles

579 Garson Drive
Atlanta, GA 30324



ARMOUR YARDS
1.0 Mile

71,438 Feet



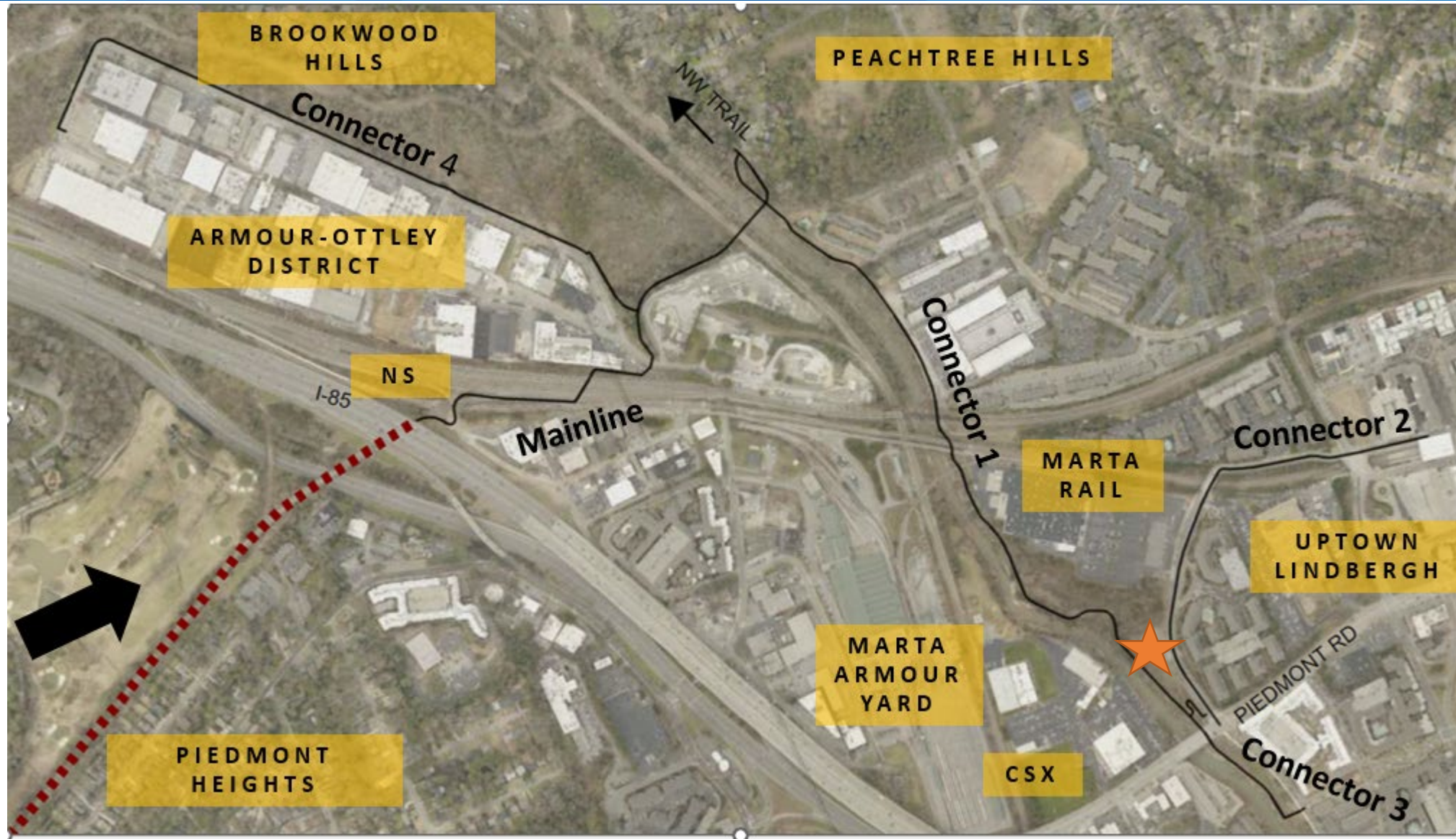
NE TRAIL 3 – CONSTRUCTION PROGRAMMING

Current Funding

- Mainline Trail
- Connector 1 Trail

MEGA Grant

- Mainline Trail
- Connector 1 Trail
- Connector 2 Trail
- Connector 3 Trail
- Connector 4 Trail



Atlanta BeltLine Northeast Trail
Connector 1 - 2
BeltLine Housing Site



Heath & Lineback Engineers

INCORPORATED
2708 CANTON ROAD, NW, SUITE 200
MARIETTA, GEORGIA 30066-2005
(770) 424-1000



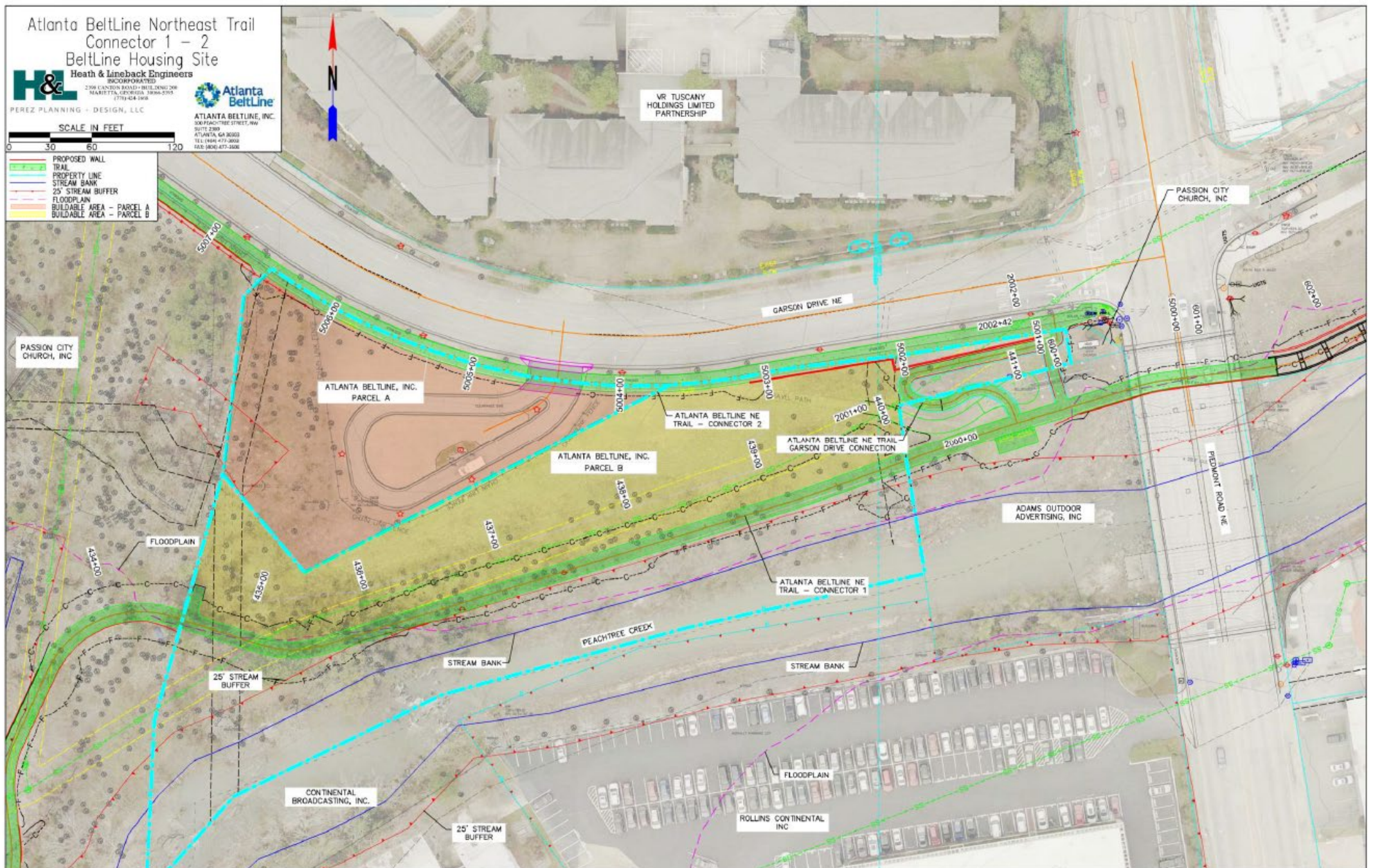
ATLANTA BELTLINE, INC.
300 PEACHTREE STREET, NW
SUITE 2300
ATLANTA, GA 30303
TEL: (404) 477-3600
FAX: (404) 477-3400

PEREZ PLANNING + DESIGN, LLC

SCALE IN FEET



- PROPOSED WALL
- TRAIL
- PROPERTY LINE
- STREAM BANK
- 25' STREAM BUFFER
- FLOODPLAIN
- BUILDABLE AREA - PARCEL A
- BUILDABLE AREA - PARCEL B





ZONING INFORMATION

- Zoned SPI-15 SA4 and C-2-C
 - Within Subarea 4- Garson Commercial
- Permitted principle uses:
 - Multifamily dwellings, retail, child-care centers, eating & drinking establishments
- Parking:
 - No parking Minimums within Subarea 4
 - Parking Maximums:
 - Residential Dwellings- 1.25 per each 1bd, 2.25 per each 2 bd
 - Commercial /Retail – 2.5 spaces per 1,000 sq. ft. of floor area
- Require min. of a 100-foot, landscaped buffer from the edge of the stream bank.



ABI DEVELOPMENT PRIORITIES

- A. MBE/WBE/DBE Participation
- B. Nonprofit developer participation
- C. Dense, mixed-use
- D. Mixed-income, including significant affordable component
- E. Affordable commercial space
- F. Multimodal offerings
- G. Compelling acquisition proposal



Atlanta BeltLine

Garson Drive Site

Market Overview



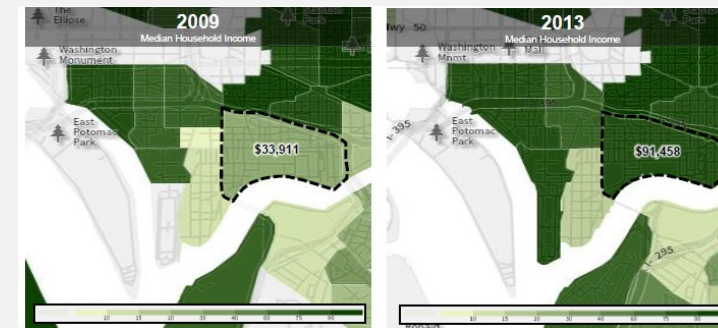
CONTACT | 404.681.0006

noellconsulting.com



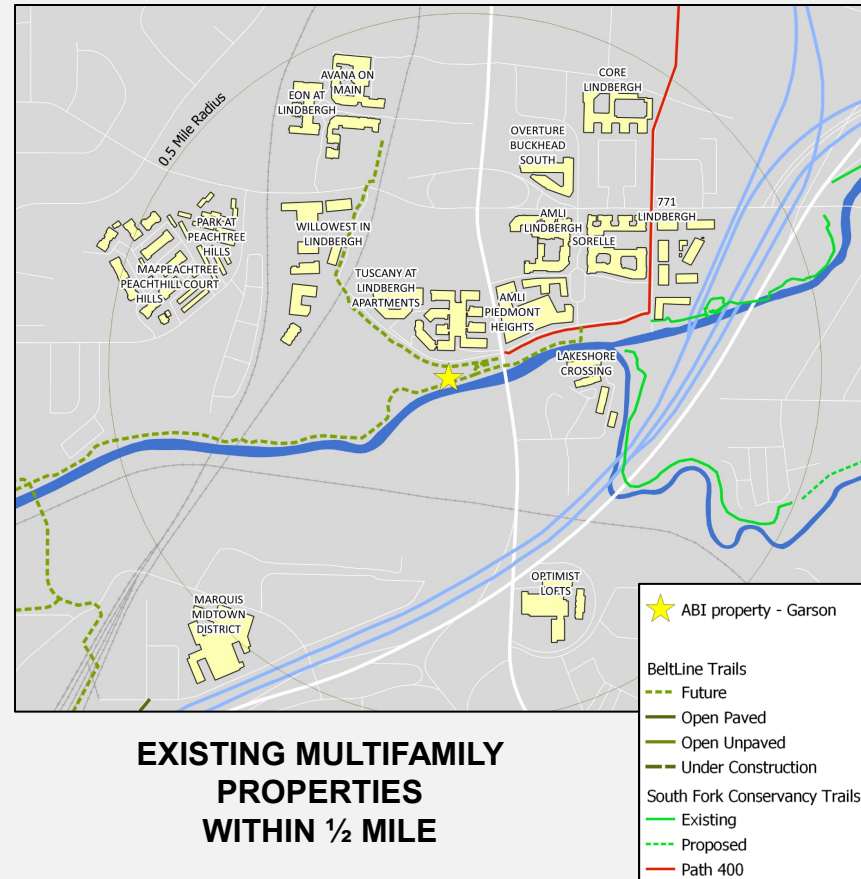
WHO WE ARE...

- We are a boutique, Atlanta-based real estate advisory services firm.
- Formed in 2008 to provide private and public sector clients with strategic real estate advisement.
- Market-based development advice.
- Conduct approximately 200 studies per year across all land uses.



SITE OVERVIEW

- Water-oriented sites are a rarity for Atlanta
- Potential for use as a BeltLine gateway creates opportunities for retail
- Very congested surrounding area
- Challenging market conditions
- Narrow lot creates physical challenges for efficient development



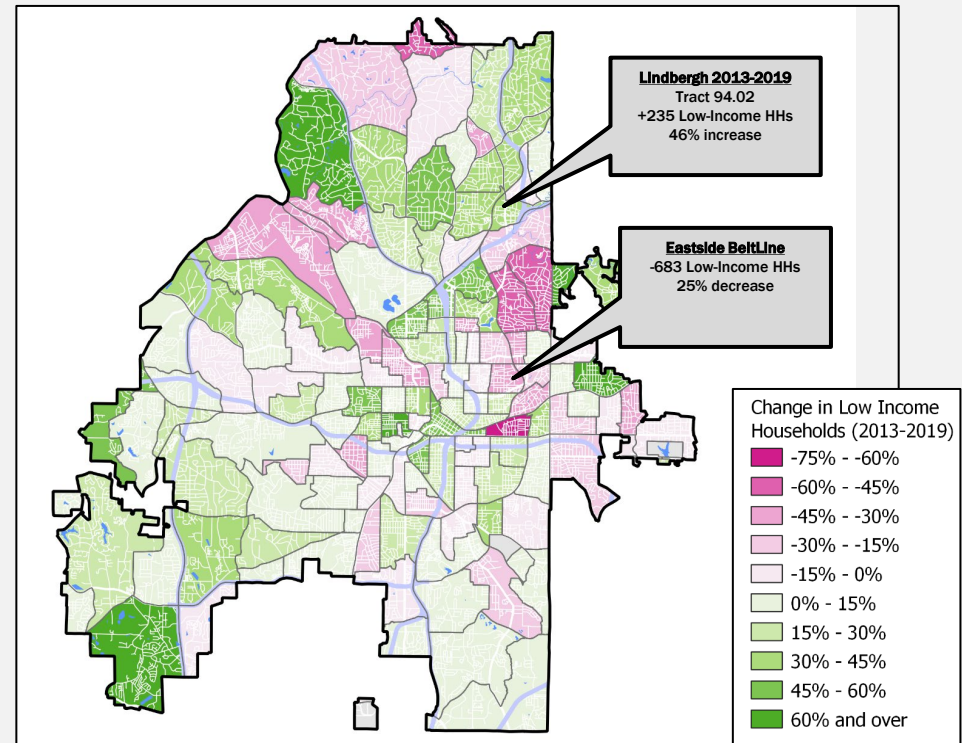
DEVELOPMENT OPPORTUNITIES

LAND USE	RECOMMENDATION	NOTES
Rental Apartments	Unmet demand for 200+ units over next five years	Likely deck-wrap construction type
For-Sale Housing	Townhomes feasible but low-yield	Potential for townhomes if more sites assembled
Retail	6,000 SF restaurant space 2,500 SF “micro-retail”	One full-scale, one limited-service restaurant. BeltLine traffic essential.
Office	None at this time	Potential for corp HQ site if more sites assembled

DISPLACEMENT RISK AND AFFORDABILITY

- Estimated City of Atlanta demand for 7,000+ rental units under \$50,000 per year
- Lindbergh has added Low-Income households 2013-2019 (60% AMI)
- Lindbergh area has higher levels of rent burden for lower-income households than the City of Atlanta
- Westside and Eastside areas have lost Low-Income households

CITY OF ATLANTA LOW-INCOME HOUSEHOLD DISPLACEMENT
2013 - 2019

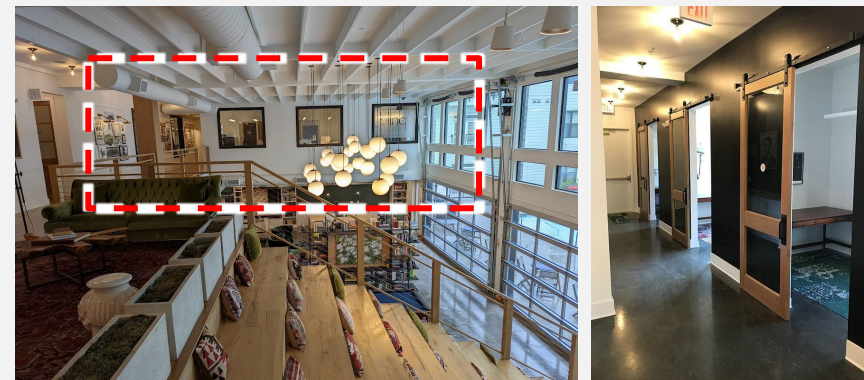


Rental Households	Lindbergh	City	Metro
Renters Under \$35,000	34%	44%	38%
Rent Burdened (All Renters)	50%	47%	47%
Rent Burdened Under \$35k	77%	73%	82%

COMMERCIAL OPPORTUNITIES

- Sufficient demand for two restaurant spaces provided 235,000 annual BeltLine visits (equivalent to 2021 Allene counter)
- Micro-retail
 - The Oliver, Chamblee
 - 150-250 SF
 - \$350-\$600/Month
- 5,000 SF Daycare

MICRO-RETAIL – THE OLIVER, CHAMBLEE





HOW TO DO BUSINESS WITH ATLANTA BELTLINE, INC.

Atlanta
BeltLine, Inc.

[atlantabeltline.org/
procurement/](https://atlantabeltline.org/procurement/)



@atlantabeltline



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ABI VENDOR REGISTRATION

Atlanta BeltLine,
Inc. (ABI)

First Step:

Register to
Become A Vendor
with ABI



You must become a registered vendor before doing business with ABI.

Our Vendor Management System powered by Bonfire Interactive

Register:

<https://beltline.org/procurement/>



NEXT STEPS

Atlanta Beltline, Inc.
(ABI)

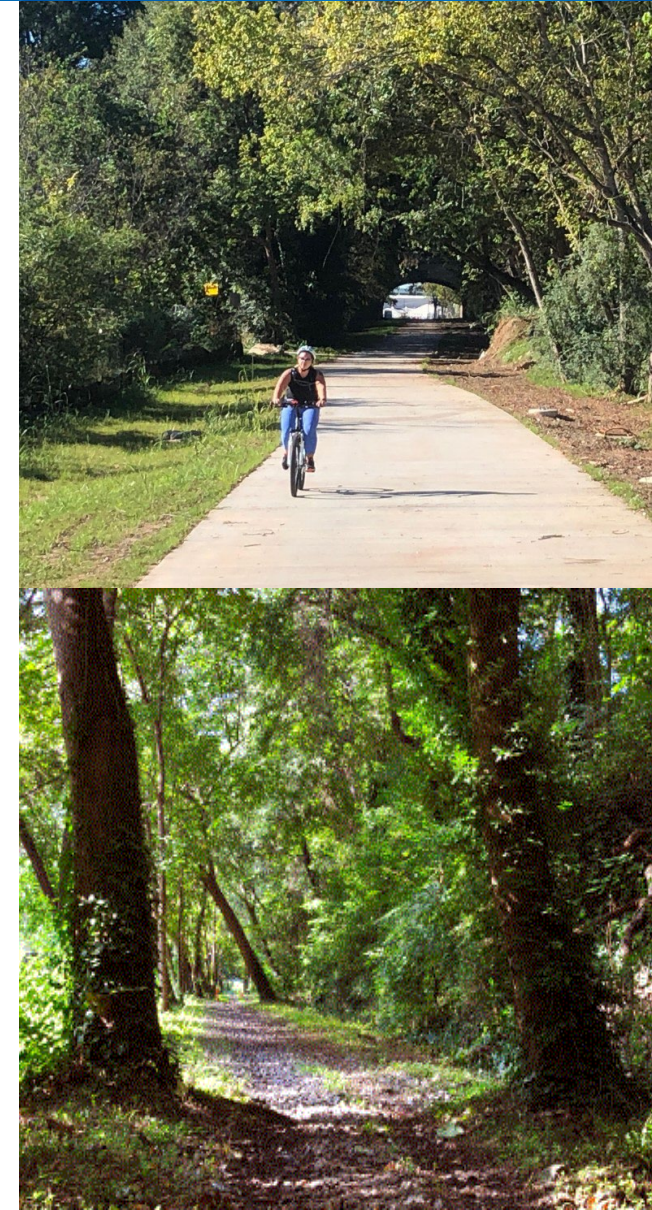
Learn more:

<https://beltline.org/>
<https://beltline.org/procurement>

Contact us @:
Procurement@atlbeltline.org

- **Register** your business @ www.atlbeltline.org/procurement/
- **Prepare** for upcoming procurement opportunities.
- Please **participate** in the ABI Procurement Process.
- Read and adhere to bidding and submission requirements.
- Complete all required documents.
- **Learn more** about ABI by accessing the website at:
www.atlbeltline.org
www.atlbeltline.org/procurement
- **Bid** as a prime or subcontractor
 - If you are DBE/MBE/WBE, must provide certification
 - In event of joint venture, provide explanation of ownership percentages demonstrating majority share is DBE/MBE/WBE (51%)
 - DBE ownership/utilization form included in RFP

Contact the ABI Procurement team at
procurement@atlbeltline.org for more information





PROPOSAL TIPS AND REQUIREMENTS

Atlanta Beltline, Inc.
(ABI)

Learn more:

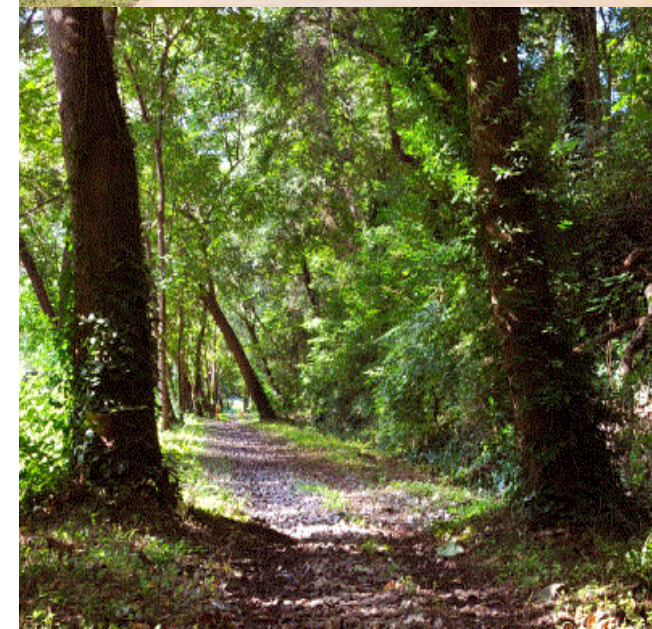
<https://beltline.org/>

<https://beltline.org/procurement>

Contact us @:

Procurement@atlbeltline.org

- Read the proposal prior to the pre-proposal meeting and site visit.
- Attend the pre-proposal meeting and site visit. This is the best way to network with other consultants.
- Follow the Procurement schedule and check your email regularly for Bonfire RFP updates.
- Submit questions in Bonfire. Responses will be posted in Bonfire as an addendum.
- Complete all required forms and submit all required documents.
- Adhere to submission instructions and requirements.
- Adhere to Ex Parte Communication as required in the RFP.
- Submit proposals in Bonfire *prior* to the time due. Bonfire will not accept late proposals. Paper or email proposals will not be accepted.





TENTATIVE TIMELINE

NEXT STEPS: COMMUNITY ENGAGEMENT & TIMELINE

- December 2022: Release of RFP
- Q1 2023:
 - Site visits for interested developers
 - Q&A period with addendums released
- Q2 2023 – Q3 2023
 - Responses to RFP Due
 - Evaluation of proposals
- Q3 2023: RFP finalist announced



QUESTIONS?

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