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

5,600 UNITS of affordable workforce housing

EQUITY & INCLUSION

PUBLIC ART

COMMUNITY ENGAGEMENT

48,000 CONSTRUCTION JOBS

1,100 ACRES of environmental clean-up

ATLANTA BELTLINE VISION:
To be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life.
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
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
Hispanic Heritage Month Feature on Buena Vida Tapas & Sol

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

- 2.68-acre property in South Buckhead/Lindbergh
- Water views of Peachtree Creek
- Close to Lindbergh MARTA
- Surrounded by multifamily residential and commercial
579 Garson Drive
Atlanta, GA 30324
579 Garson Drive

- Quick access to the growing regional trail network of PATH400, South Fork Confluence Trail, and the Peachtree Creek Greenway
- Situated on future BeltLine Northeast Trail and connector trails
- Zoned SPI-15 and C-2-C
Current Funding
- Mainline Trail
- Connector 1 Trail

MEGA Grant
- Mainline Trail
- Connector 1 Trail
- Connector 2 Trail
- Connector 3 Trail
- Connector 4 Trail
• 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
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.
- 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

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

www.noellconsulting.com
- 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
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
HOW TO DO BUSINESS WITH ATLANTA BELTLINE, INC.

Atlanta BeltLine, Inc.

atlantabeltline.org/
procurement/

@atlantabeltline

facebook

@atlantabeltline
twitter

@atlantabeltline

instagram
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/
- **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
• 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.
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?

Dennis E. Richards Jr.
Vice President, Housing Policy & Development
Atlanta BeltLine, Inc.
Office: 404.477.3557 // drichards@atlbeltline.org // beltline.org

Chelsea Arkin
Senior Manager, Housing Policy & Development
Atlanta BeltLine, Inc.
Office: 404.477.3651 // carkin@atlbeltline.org // beltline.org