



Murphy Crossing

Redevelopment Summary

Spring 2026

Perkins&Will

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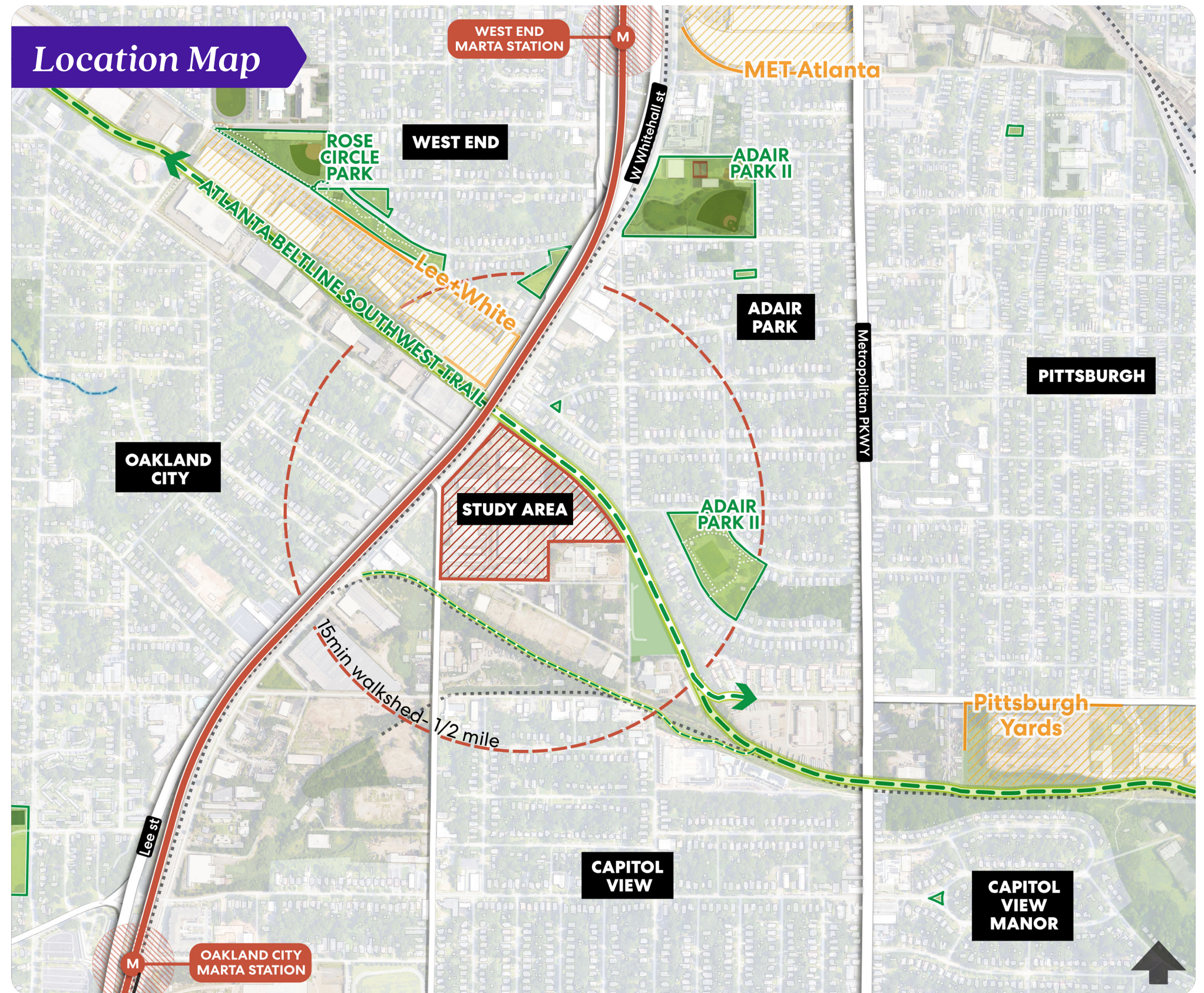
Background and Process

Introduction

Murphy Crossing, located in southwest Atlanta at 1050 Murphy Avenue, is a 20-acre site situated directly along the Southwest Trail. The property, primarily known for being the site of the Georgia State Farmers Market, is owned by Atlanta Beltline, Inc. (ABI) and represents a significant opportunity for catalytic redevelopment within the surrounding area.

The site was identified in early planning efforts, including the Emerald Necklace Study (2004) and the Redevelopment Plan (2005), as a priority location for mixed-use development and the integration of greenspace. In 2018, ABI assembled the property as part of a broader land acquisition strategy intended to secure key parcels along the Beltline corridor and support long-term affordability objectives.

ABI serves as the master planner and co-developer for Murphy Crossing, guiding the site's redevelopment in alignment with established planning goals and community priorities. The planning team includes Perkins&Will (site design), Planning & Engineers Collaborative+ (engineering), and KB Advisory (market analysis).



Oakland City Neighborhood

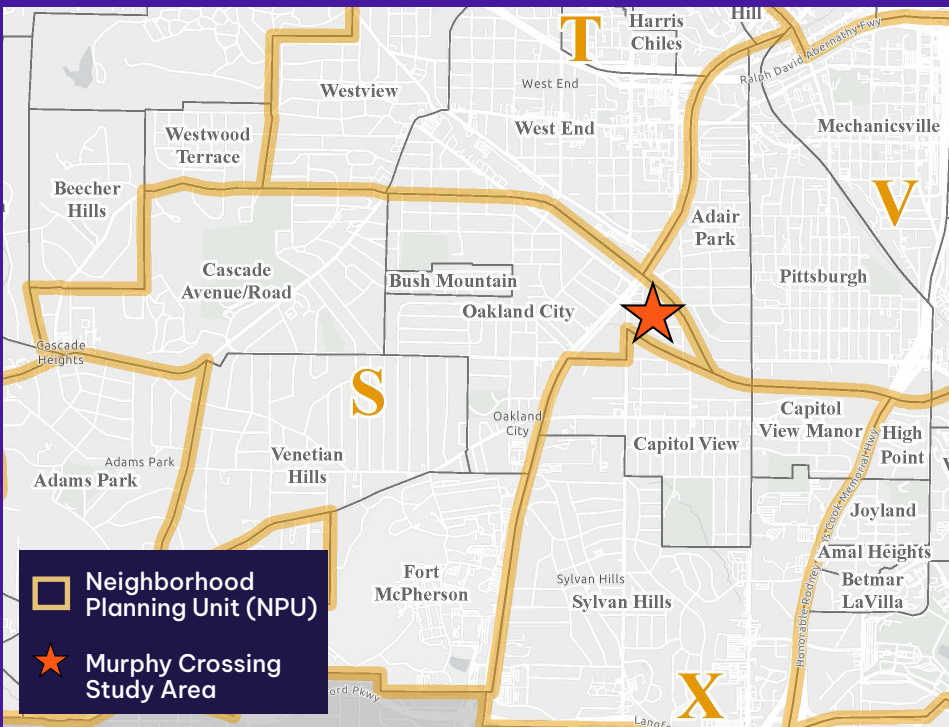
The Murphy Crossing study area is located in the City of Atlanta, Oakland City neighborhood. Surrounding neighborhoods adjacent to the site include Adair Park, West End, and Capitol View. The area is characterized by a mix of historic residential development, institutional uses, and emerging reinvestment activity. The neighborhood is located 4–5 miles southwest of downtown Atlanta, with primary access provided by key corridors such as Lee Street SW, Campbellton Road SW, Cascade Road, and the Oakland City MARTA station. .

Developed primarily in the late 19th and early 20th centuries, it reflects development patterns common to Atlanta neighborhoods of the period, including a connected street grid and a concentration of bungalow and cottage-style housing with larger homes found at prominent neighborhood intersections and streets. Industrial uses are also part of Oakland City’s land use fabric—particularly in areas adjacent to major transportation corridors like Murphy Avenue and Lee Street.

In the mid-to late-20th century, the neighborhood experienced disinvestment and population decline, consistent with broader trends across southwest Atlanta. However, in recent years, Oakland City has seen renewed public and private interest, driven by a thriving community of new and legacy residents, a historic and relatively affordable housing stock, and proximity to the Atlanta Beltline.

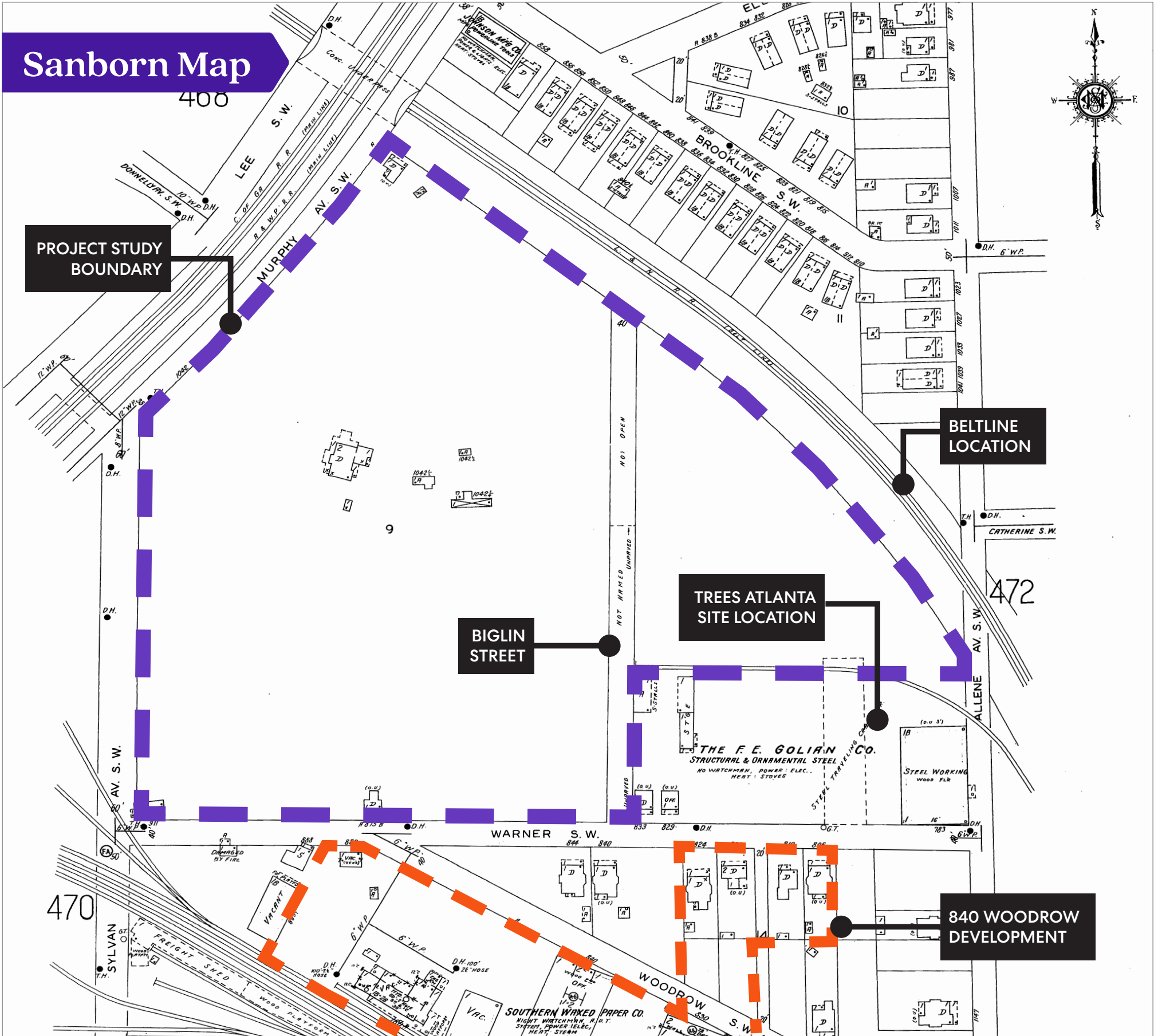
The images to the right represent the mix of housing types that are located within Oakland City, including new and historic structures.

The Neighborhood



During site development for the farmers market, the image below was published by The Atlanta Constitution with the following caption: “Clearing for the Market – This giant tractor was busy yesterday tearing trees and stumps from a tract of land at Sylvan road and Murphy avenue in preparation for the construction of a \$5,000,000 state farmers market. The work is under the general supervision of John Whitley, of Whitley Construction Company.”

A black and white photograph of a large, multi-story house with a porch, situated on a hillside. The house is surrounded by dense trees and foliage. In the foreground, there is a large, dark, irregular shape, possibly a pile of debris or a large rock.



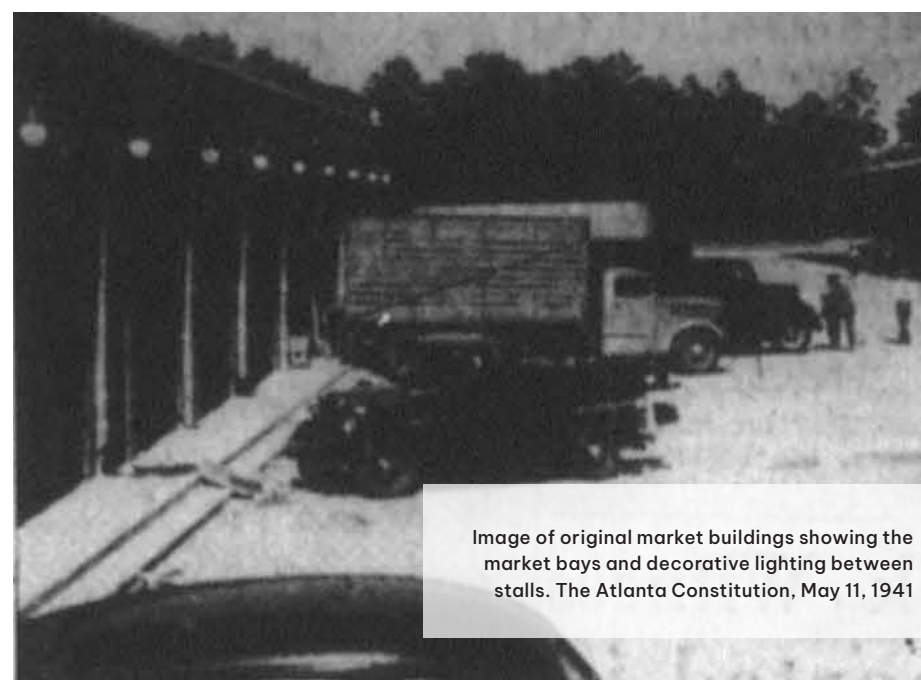
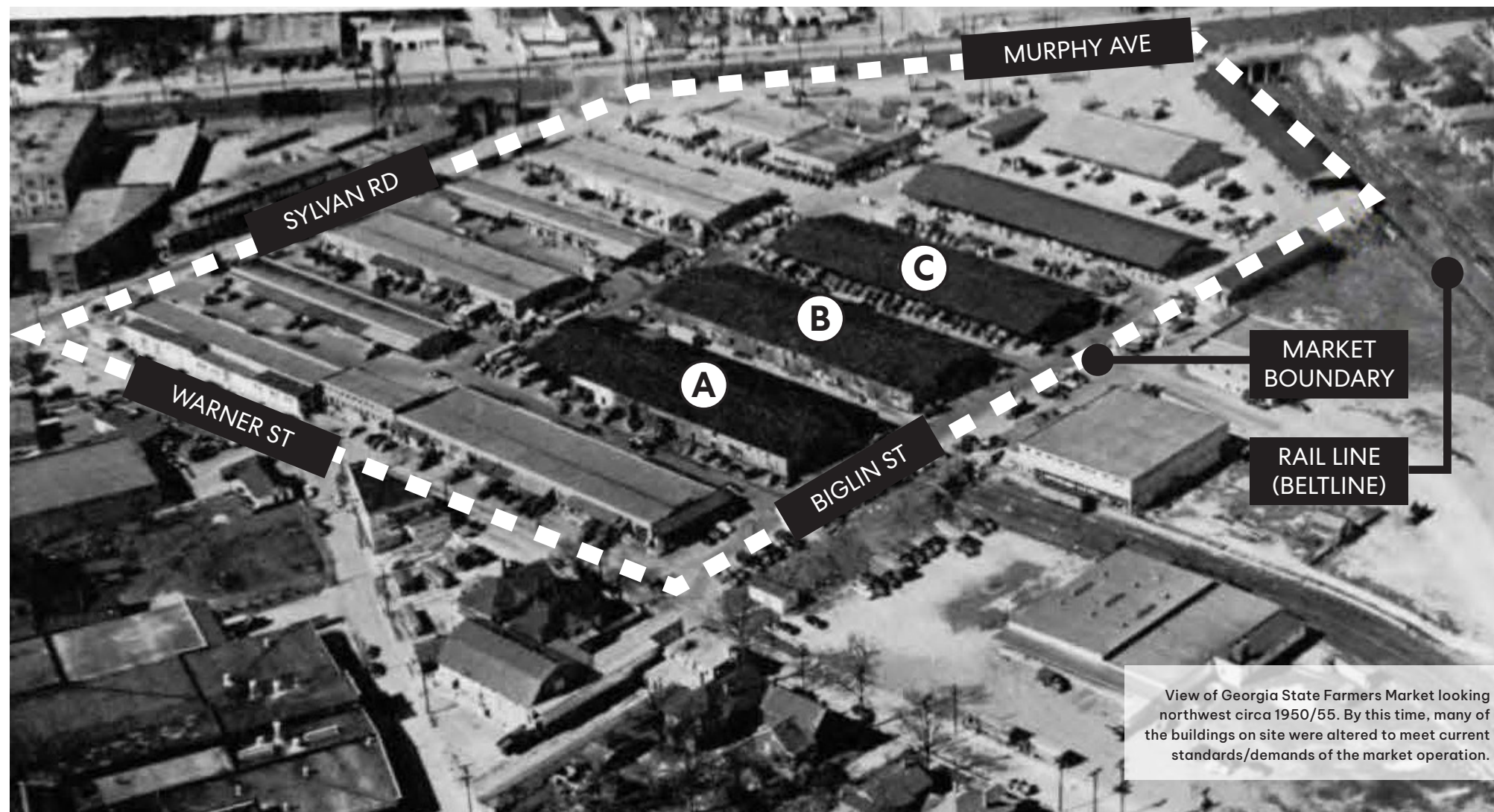
Georgia Farmers Market

By 1940, the State of Georgia had secured funding to support the construction of a new farmers market, including a \$1,000,000 grant from the Works Progress Administration (WPA) and an additional \$500,000 from the Reconstruction Finance Corporation.

Newspaper accounts from 1938 to 1940 indicate that property owners in the residential areas surrounding the Murphy Avenue site raised objections to the proposed market. Concerns included potential “unsavory conditions,” increased traffic congestion, and decreased property values. Similar opposition was noted from residents in other proposed market locations, including Grant Park, Home Park, Mechanicsville, and areas southeast of the city near the Federal Prison on South Boulevard.

Despite local opposition, the Murphy Avenue location was ultimately selected, and site grading began at the end of 1940. Reports from 1941 describe the market’s initial configuration, which included six brick buildings and three open-air steel sheds to accommodate approximately 6,000 small-scale truck farmers per day, and an administrative building. Plans also called for additional facilities for sewing, cooking, and canning instruction for housewives, as well as a theater for educational films.

By June 1946, many of the original buildings had already been modified to meet operational demands. Between 1950 and 1955, the market underwent significant expansion, ultimately operating 24 hours per day year-round. As the market outgrew its original 16-acre site, a new 106-acre site was acquired in Clayton County, south of Atlanta, adjacent to a newly constructed expressway. The new Georgia State Farmers Market officially opened in January 1959 and is still operational today.



Post Market

The immediate use of the site following the relocation of the Georgia State Farmers Market is not well documented; however, by 1960, significant alterations had been made. The property remained under the ownership of the State of Georgia and came under the direction of the Department of Education, which leased buildings on site to various governmental agencies.

By 1960, the three original farmers’ sheds (Reference buildings A, B, and C on page 7) had been demolished and replaced with a large, metal-clad storage facility to accommodate Surplus War Property. Throughout the remainder of the 20th century, the property was managed by the Department of Administrative Services and the Georgia Building Authority. Much of the site functioned primarily as warehouse space for a variety of state agencies.

In addition to warehouse functions, the site housed the Department of Education’s Library for the Blind, the Bobby Dodd Workshop, and the A.P. Jarrell Center. By 1971, the property had fallen into a state of disrepair, with most buildings assessed in “fair to poor” condition. At this time, the property’s boundaries were expanded to include all land east of the original farmers market site, roughly bounded by Biglin Street to the west, Warner Street to the south, and Allene Avenue to the east.

By the 1990s, nearly all buildings on the property had been vacated by state agencies, leaving the site largely unoccupied and underutilized.



Image Key

1

Remnants from previous site operations scatter the site.

2

Overgrowth covers much of this Beltline facing building originally built for cold storage associated with the farmers market.

3

A discarded sign left on site from previous State of Georgia operations.

4

Interior of the 1960's building constructed to hold Surplus War Property.

5

Interior of the former State of Georgia archives facility.



Engagement Approach

Methodology

Building on extensive community engagement conducted prior to 2025 by ABI and the civic-led Murphy Crossing Coalition, the planning team entered the concept development phase with a strong foundation of established community informed goals and values.

To ensure the priorities were accurately reflected in the proposed land use plan, ABI’s engagement team held a series of regular meetings and engaged the community at several targeted events such as pop-ups and neighborhood meetings throughout the concept development process, providing multiple opportunities for the community to review updates, share input, and refine the vision with the planning team.

Key to the engagement strategy is the Stakeholder Advisory Committee, a community-based sounding board for planning processes led by ABI. The committee provides valuable feedback and perspectives from various community stakeholders to ensure projects reflect the interests of the broader public. Responsibilities of the Stakeholder Advisory Committee include:

- 1. Participate.** Stakeholders are intimately involved with providing feedback and guidance throughout the project by actively attending meetings.
- 2. Disseminate.** Stakeholders are charged with helping to disseminate accurate and timely information about the project to their respective networks and communities.
- 3. Encourage.** Stakeholders are expected to notify their respective communities about upcoming public meetings for the project.
- 4. Support.** Stakeholders are encouraged to provide reasonable support and cooperation in pursuit of the shared project goals. This may include NPU votes, zoning hearings, or other formal matters necessary to advance the project(s).



The committee is composed of a diverse group of community members appointed or represented by the following groups.

- Neighborhood Association leaders from Oakland City, Adair Park, Capitol View, Capitol View Manor, Sylvan Hills, Pittsburgh, Bush Mountain, and West End.
- Neighborhood Planning Unit (NPU) leaders from NPU S, T, V, X.
- Tax Allocation District Partner Appointees from Atlanta Public Schools and City of Atlanta.

Community-Informed Goals and Values



Meetings & Events

Community engagement efforts were anchored by four hybrid Southwest Study Group meetings, each drawing over 100 participants. These meetings created consistent opportunities for community members to share feedback, ask questions, and stay informed throughout the planning process.

Engagement with neighborhood leadership was conducted through four presentations at the Oakland City Community Organization’s Land Use and Zoning meetings. These sessions ensured alignment with local priorities and provided a forum for more targeted discussion on land use considerations.

To further broaden outreach and connect with residents in informal settings, the Atlanta Beltline engagement team participated in a series of community pop-up events across Southwest Atlanta. These included Porches and Pies in Adair Park, an Atlanta Department of Transportation “Walk with a Planner” event, an Oakland City tactical urbanism project, and Beltline Bingo at the James Orange Recreation Center in Oakland City. These events allowed for more casual, accessible interactions and helped capture input from a diverse cross-section of the community.

Established Feedback Loops

By sharing a summary of community feedback gathered to date during ABI’s Southwest Study Group meetings, the Atlanta Beltline was able to share how prior public input informed the conceptual site plan, supporting efforts to build trust and strengthen a shared sense of community ownership in the project.

Enhanced Project Visibility

Throughout this process, ABI was able to enhance outreach and make project information more accessible. For example, Atlanta Beltline placed physical banners on the Atlanta Beltline trail and on the Murphy Crossing redevelopment site fence. QR codes on the banners directed the community to the project webpage that hosts project status information and helpful FAQs. In addition, ABI developed a relationship with the City of Atlanta to broadcast TV advertisements on Channel 26TV.

We Joined the Community

The Beltline attended neighborhood events and partnered with community organizations, which helped improve project awareness and provided guidance on how to stay engaged in the project. View the timeline of these events on the next page.

Gathered Community Input

While high level feedback drove the creation of the site plan, stakeholders and community members were asked to provide targeted feedback to inform other areas of the plan such as activating the corner of Allene Ave and the Beltline corridor or their preference on green space features on the Murphy Crossing site.

Engagement included:



Four (4) Stakeholder Advisory Committee (SAC) meetings (three out of four meetings were hybrid) and **One (1) Stakeholder Site Tour**.



Four (4) hybrid Southwest Study Group (SSG) meetings with 100+ community members at each meeting.



Four (4) hybrid Oakland City Community Organization Land Use and Zoning meetings.

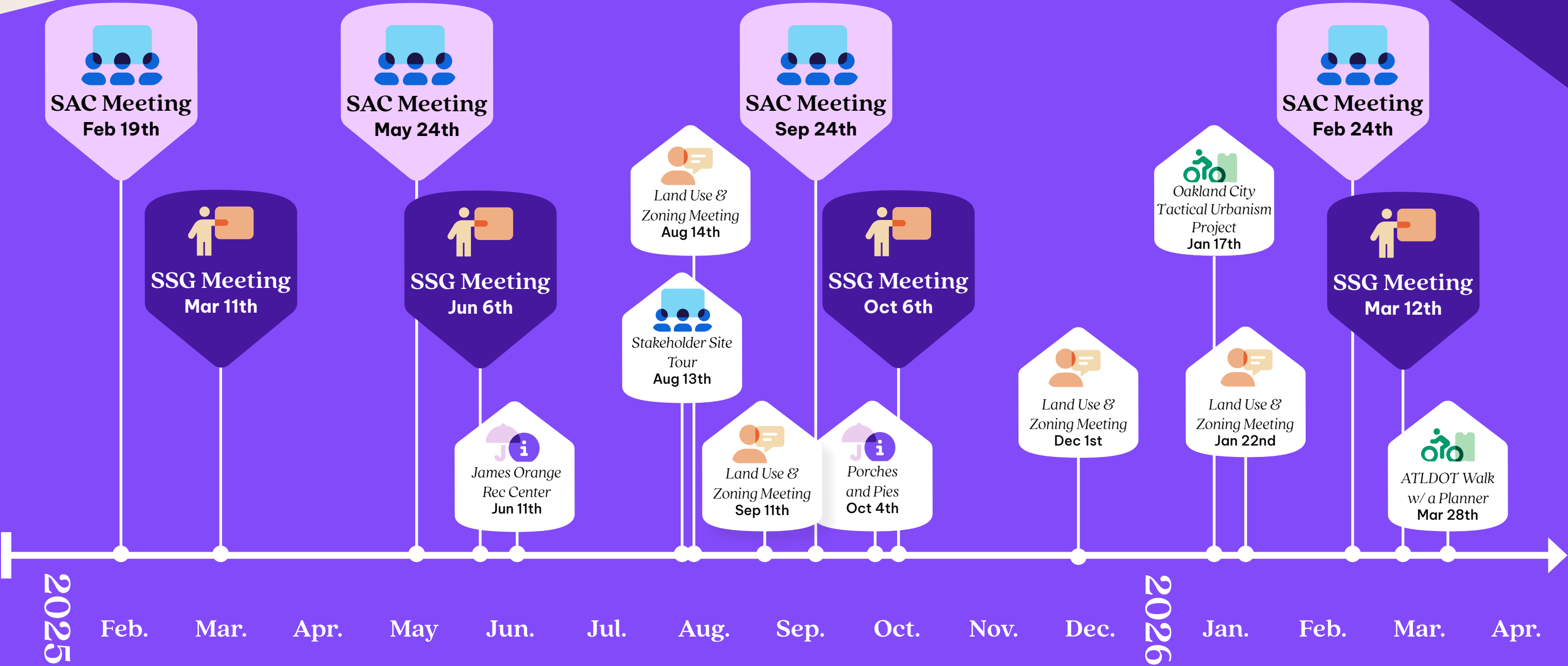


Two (2) Pop-Ups, Atlanta Beltline held informational pop-ups at community events such as Porches and Pies in Adair Park and Beltline Bingo at James Orange Rec Center in Southwest Atlanta.



Two (2) Special Events, Atlanta Beltline participated in events such as Atlanta Department of Transportation (ATLDOT) walk with a planner and Oakland City tactical urbanism project.

Engagement Timeline



Site Plan Satisfaction

During the fall of 2025 Stakeholder Advisory Committee meeting and Southwest Study Group meeting, attendees were asked if the conceptual site plan met their expectations. According to the results, **90% of stakeholders** and **88% of community members** agree the site plan met or exceeded their expectations.

Overall, this approach allowed the Atlanta Beltline to move swiftly through the entitlement process and to begin land disturbance planning, while reaffirming previous engagement efforts, ensuring the community was an informed and collaborative partner.

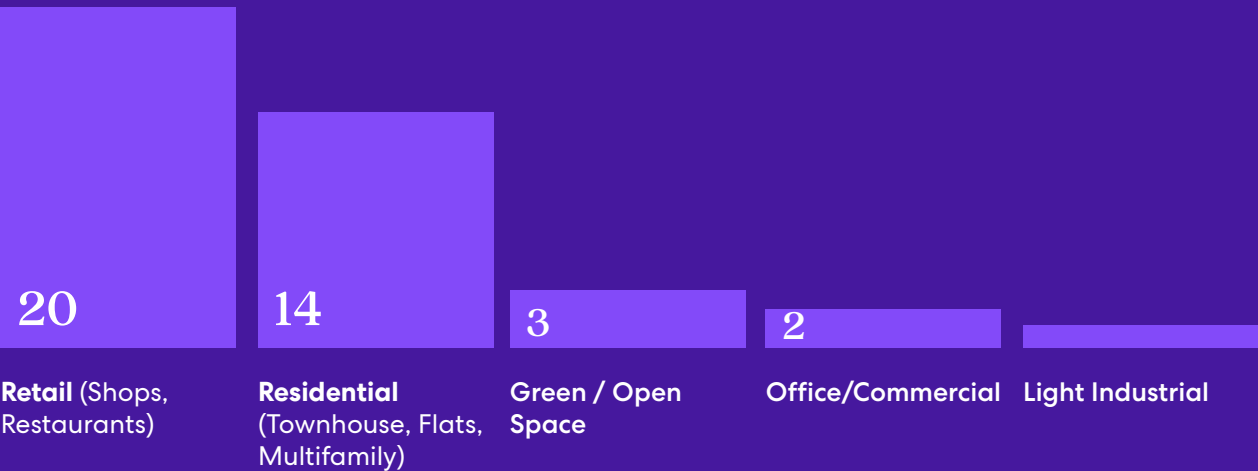
Equitable Outreach Approach

The Atlanta Beltline team deployed outreach tools to spread the word about each hybrid meeting, which resulted in a combined attendance (virtual and in-person) of 100+ community members at each meeting. These tools included:

- Mailed postcards to Southwest Atlanta neighbors
- Yard signs posted along the Beltline trail
- Physical flyers distributed by community members
- Channel 26 advertisements
- Stakeholder tool kits
- Social media posts
- Email distribution list
- Physical banners placed in locations around the project site
- Project webpage with project information and FAQs

Southwest Study Group // October 2025 Feedback

What is the most important land use to you for this site?



What type of features would you like to see at the corner of Allene Ave?



How well does the site plan meet your expectations?





Existing Conditions

Site Conditions

Building Evaluation

A variety of structures currently remain on the property, representing a range of ages and physical conditions. The project team conducted multiple site visits in coordination with ABI staff and their structural engineering consultant to evaluate site conditions including the potential for adaptive reuse. As part of this assessment, the planning team met with the consultants who published the Property Information Form (reference page 21) to better understand the site’s historic integrity.

The structures recommended for incorporation into the master plan are identified on the following page, along with their known dates of construction. Additional historical information pertaining to these structures is provided in Chapter 3.

Concurrent with the building assessments, the project team documented existing materials and architectural elements – including urns, exterior decorative lighting, and facade material that may be salvaged and incorporated into future site development.

Image Key

1

Today, 90% of the site is impervious surfaces. Standing water, as seen in this photos, provides opportunity for increased mosquito activity.

2

View from inside the open shed building.

3

Most buildings on site are beyond repair or do not meet the needs of the preferred community-led master plan.

4

Existing streetscape conditions along Warner Street (Warner Street is at the right side of image).

5

A decorative cast iron light fixture at the location of a facade at risk of collapsing.

6

View looking down into old loading dock. Archives building in background.



Environmental Analysis

The Murphy Crossing site consists of large amounts of impervious surfaces, minimal vegetation, and no stormwater infrastructure. These conditions helped identify key constraints and opportunities for grading, access, and infrastructure improvements.

Topography

The existing site topography gently slopes for most of the property, with slopes ranging from 2%-4% throughout. The far eastern side of the development has a steep drop of approximately 20 feet down to the Beltline trail. The existing “Archives” and “Egg” buildings are situated closer to the elevation of the Beltline trail; both buildings have driveway access with a 10-15 foot drop in grade from the existing Biglin Street to their finished floor elevations (FFE).

Site section cuts ‘a’ and ‘b’, seen on the following pages, were developed to document existing site conditions.

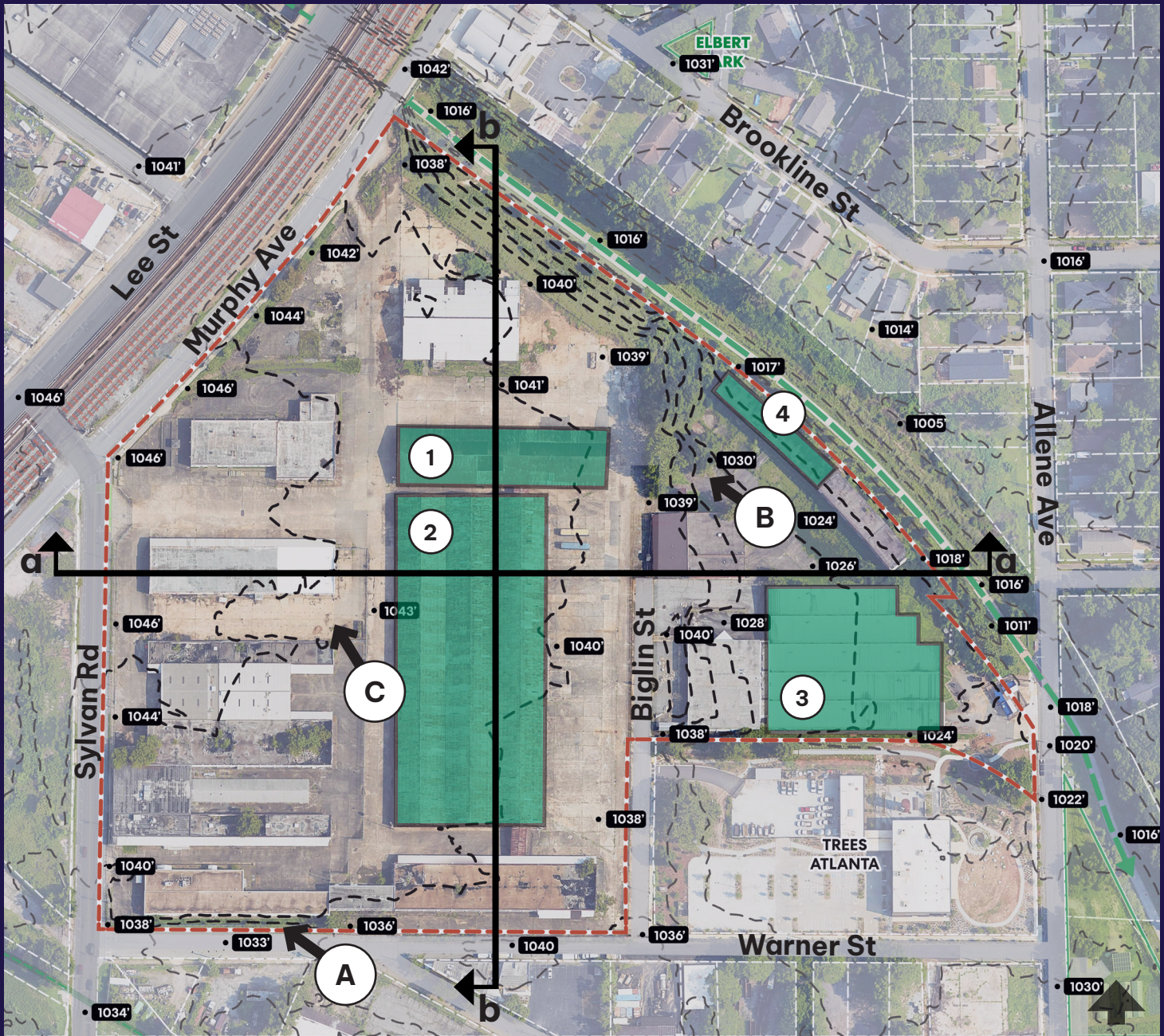
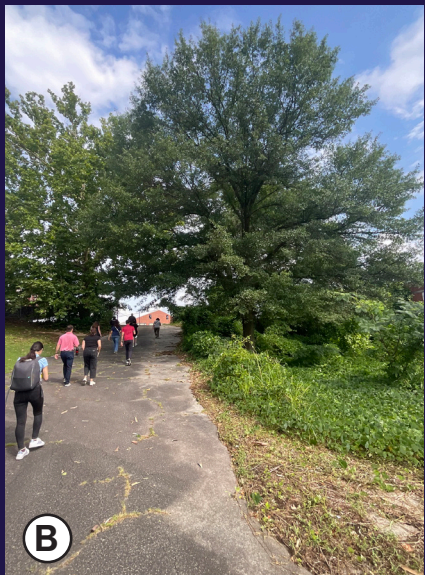
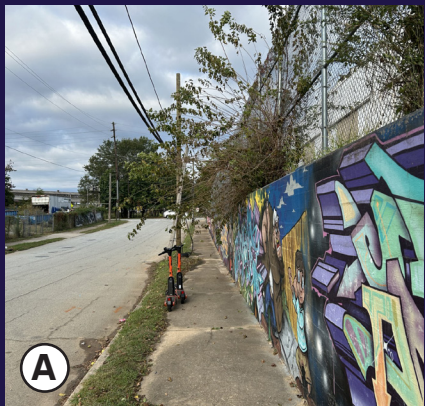
Impervious Coverage

The existing property consists almost entirely of impervious surfaces, 18.93 of the 20 acres. This condition contributes to the urban heat island effect, limits natural stormwater infiltration, and increases the rate and volume of stormwater runoff leaving the site. Collectively, these factors negatively impact adjacent properties and the surrounding environment.

Stormwater Management

The site does not have any known stormwater detention facilities. With the number of impervious surfaces and no detention on-site, the stormwater runoff leaves the site at a much higher volume and flow rate than modern stormwater management techniques allow.

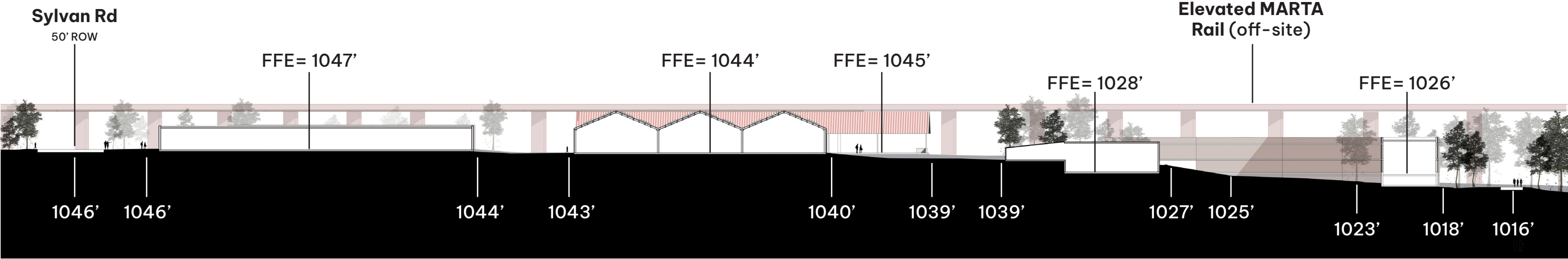
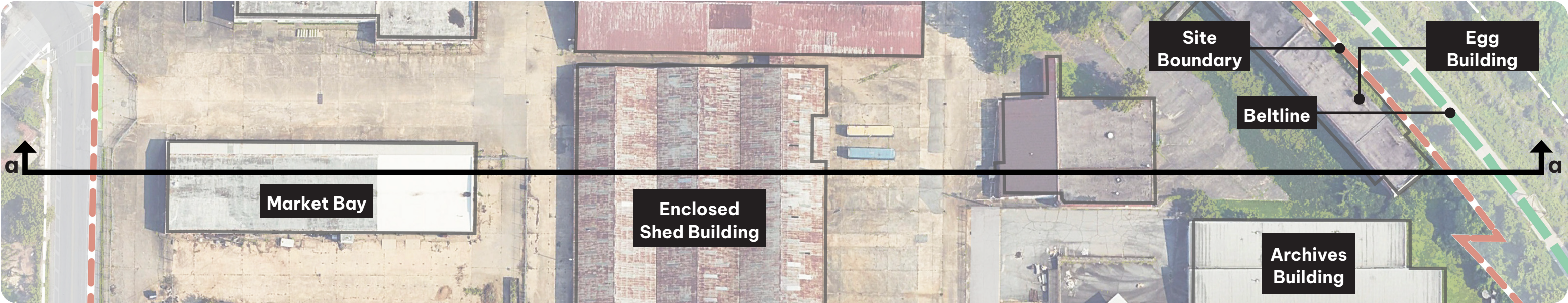
Existing Conditions



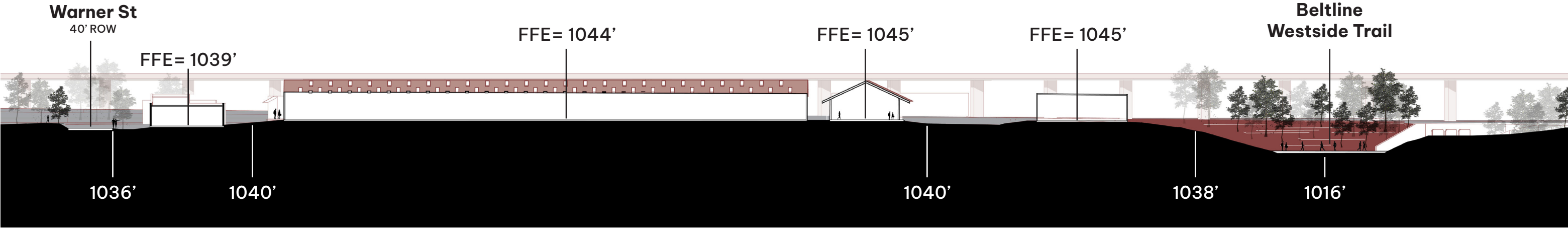
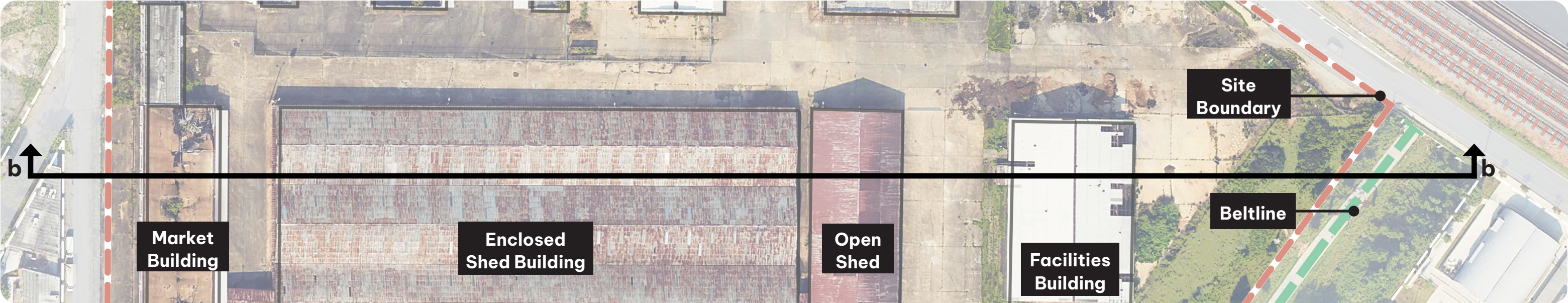
BUILDING KEY

- ① Open Shed, C.1950
- ② Closed Shed Building, C.1960
- ③ Archives Building, C.1980
- ④ Egg Building, C.1950

East-West Section
Existing Condition



North South Section
Existing Condition



Base Zoning

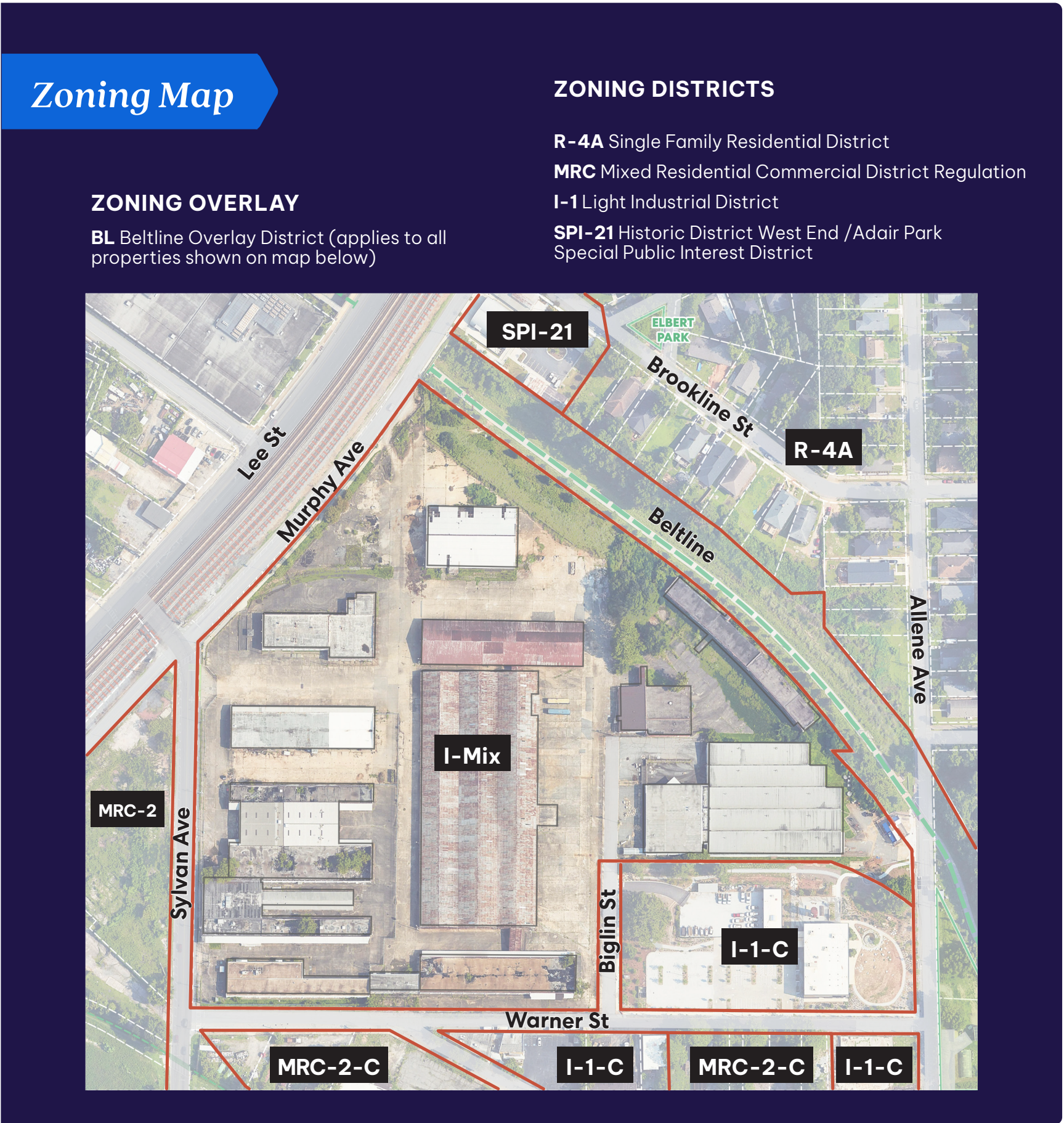
As part of this planning effort, the Murphy Crossing site was rezoned to Industrial Mixed-Use (I-Mix) in February 2026. The I-Mix zoning designation is intended to support contemporary redevelopment objectives, including housing production, economic growth, and adaptive reuse of industrial properties, while preserving space for industrial activity within the urban fabric.

The I-Mix district allows a broad range of uses, encompassing industrial activities such as manufacturing, warehousing, breweries, and laboratories, alongside non-industrial uses including offices, retail, cultural facilities, and residential units. This mix is intended to foster economic diversity within a single district.

A key component of the I-Mix district is a minimum industrial use requirement of 30% of the site’s floor area. The approved rezoning for Murphy Crossing includes a condition reducing this requirement to 15%, providing greater flexibility to respond to market demands and redevelopment objectives.

What does the Beltline Overlay designation provide for this site and others like it?

The Atlanta Beltline Overlay District supplements base zoning by guiding urban form, design, and public realm improvements around the Beltline corridor. It emphasizes walkable, mixed-use development with active ground floors, pedestrian-focused streetscapes, and equitable connectivity to the Beltline. The overlay supports higher density, affordable housing, and public benefits, ensuring development aligns with the broader redevelopment and equity goals for Beltline and City of Atlanta.



Connectivity

Efforts to enhance pedestrian connectivity in and around the Murphy Crossing site are integral to broader mobility goals for southwest Atlanta and the Beltline corridor. These improvements aim to link the redevelopment site with key multimodal assets, transit nodes, and surrounding neighborhoods.

Beltline Spur Trail

The Oakland+Murphy Connector Trail is a planned 1.3-mile multi-use trail designed to extend the Beltline, providing a direct, off-street link between the Southwest Beltline Trail and the Oakland City MARTA Station, representing the first purpose-built connection between the Beltline and a MARTA rail station.

The spur consists of two primary segments: a mainline trail providing a direct connection to transit, and a secondary segment extending toward the Murphy Avenue corridor. The project incorporates streetscape enhancements, public spaces, green infrastructure, and safety improvements to support community use and environmental sustainability.

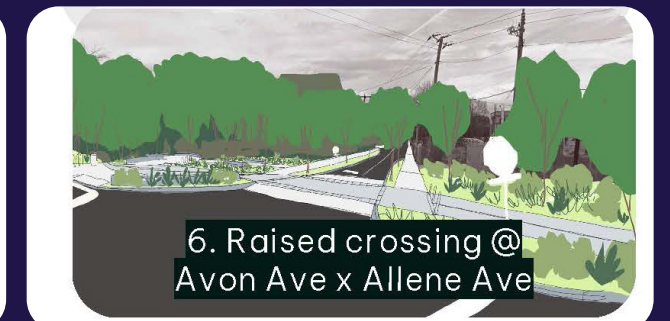
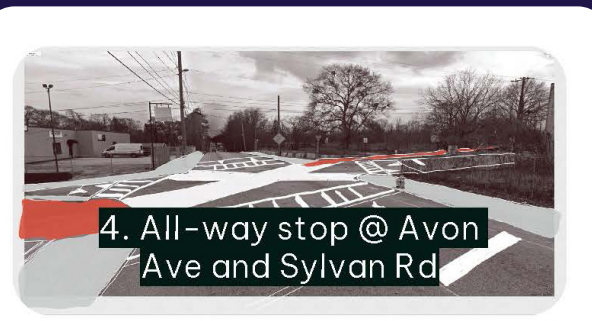
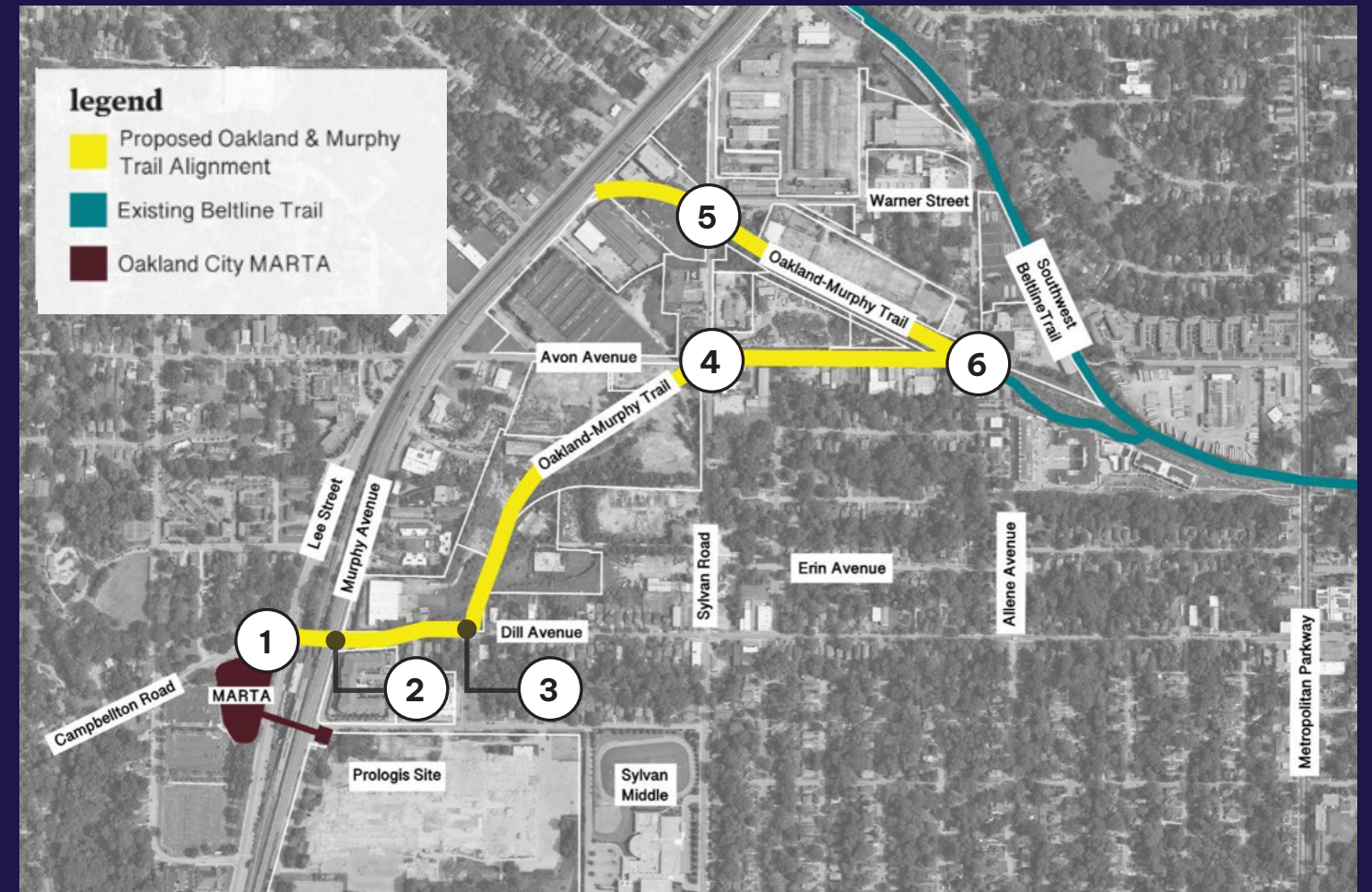
By strengthening connections between transportation infrastructure and emerging redevelopment areas, the Oakland+Murphy Connector Trail is expected to play a catalytic role in advancing broader Beltline and southwest Atlanta planning goals.

Oakland+Murphy Connector Trail

Construction is anticipated to begin in late 2026 or early 2027. The design is led by Martin Rickles Studio; the graphics on this page are produced by their studio.

MAP KEY

1. Protected intersection at Lee St and Campbellton Rd.
2. Crosswalk at Dill Ave and Murphy Ave.
3. Mid block crosswalk at Dill Ave and Division Pl with protected bike lane.



Previous Plans & Studies



Oakland City Fort Mac Livable Centers Initiative Plan (2016)

In 2016, the Atlanta Regional Commission, City of Atlanta, Invest Atlanta, and the Fort Mac Land Redevelopment Committee sponsored the Oakland City / Fort McPherson Livable Centers Initiative (LCI) Plan. The LCI process aimed to identify opportunities for compact, walkable development, enhanced multimodal connections, and the adaptive reuse of underutilized or industrial-era sites.

Within this framework, the area surrounding Murphy Avenue and the Atlanta Beltline Westside Trail was identified as a key activity node capable of supporting a mixed-use, job-oriented center while retaining elements of its industrial character. The plan specifically highlighted the former Georgia State Farmers Market site and adjacent industrial parcels as having strong potential for redevelopment, leveraging Beltline trail connectivity as a catalyst for investment.

The LCI Plan provided early policy and conceptual guidance for considering the Murphy Crossing site as a strategic location for mixed-use development, aligned with broader connectivity, economic, and revitalization objectives in southwest Atlanta.

Property Information Form (2016)

The Old Farmers Market Revised Property Information Form documents the historical and physical characteristics of 1050 Murphy Avenue, highlighting its significance as part of the former Georgia State Farmers Market and the mid-20th-century Murphy Triangle Industrial District. It records building construction and alterations, existing conditions, and changes over time, including demolitions and non-historic additions.

The form provides essential context for planning and redevelopment, guiding decisions on adaptive reuse, preservation, and design while ensuring future development aligns with the site's heritage.

Murphy Crossing Site Redevelopment (2016)

In 2016, Atlanta Beltline issued a report that provides analysis and recommendations for market conditions, development potential, and community-supported planning strategies for the former Georgia State Farmers Market site. It was informed by public meetings and community presentations held in 2016 that solicited stakeholder input on economic development, transportation accessibility, affordability, and historic preservation as part of defining site opportunities.

Atlanta Beltline Subarea 2 Master Plan (2021)

In 2021, Atlanta Beltline updated the Subarea 2 Master Plan, which covers several historic and evolving neighborhoods in southwest Atlanta, including Oakland City, and is framed by existing and planned segments of the Beltline trail network. Consistent with the 2016 LCI Plan, the Subarea 2 Master Plan identifies Murphy Crossing as a strategic redevelopment opportunity, reinforcing its role as a catalyst for investment in southwest Atlanta.

Planned trail and street connections within Subarea 2 are intended to improve access to the Murphy Crossing site and the Oakland City MARTA station, strengthening pedestrian and bicycle linkages that support regional mobility.

The plan also emphasizes balancing economic growth with the preservation of neighborhood character and affordability. For Oakland City and Murphy Crossing, this guidance encourages redevelopment that is compatible with adjacent residential areas and responsive to community priorities.

2026 Market Analysis

Introduction

KB Advisory Group conducted a market feasibility study for the Murphy Crossing site to evaluate its future development potential, considering three primary factors: the anticipated I-MIX zoning requirements, current and projected market demand, and community needs. These considerations informed a proposed mix of uses designed to balance industrial, residential, retail, and office functions. While the I-Mix zoning allows for light industrial uses, the market indicates that demand for such uses is limited, particularly in the short term. To address this, the analysis explored complementary accessory uses—such as offices, retail, and food and beverage amenities—that align with light industrial definitions while supporting overall market viability.

The proposed use mix also incorporates a significant residential component, reflecting strong local demand for housing across multiple price points, including affordable units, and fulfilling community needs for additional housing options.

Retail demand is modest, yet space is allocated to accommodate essential amenities including health-oriented retail as highlighted by community input. The following sections summarize the findings of the market analysis that guided the proposed use mix, which subsequently informed the concept plan, phasing strategy, and overall implementation framework for Murphy Crossing.

Existing Conditions

The Primary Market Area (PMA) is experiencing steady population growth, though it remains slower than intown Atlanta and the broader metro area. Post-pandemic job recovery has been robust, with total employment surpassing pre-pandemic levels by 2022. The demographic profile is notable for a higher proportion of seniors and a smaller share of young- to middle-aged adults, which will influence housing types and services needed in the future. Median household incomes are significantly lower than intown Atlanta averages, with 40% of households earning less than 30% of Area Median Income (AMI). Over 60% of renters spend more than a third of their income on housing, highlighting affordability challenges and limited purchasing power within the PMA.

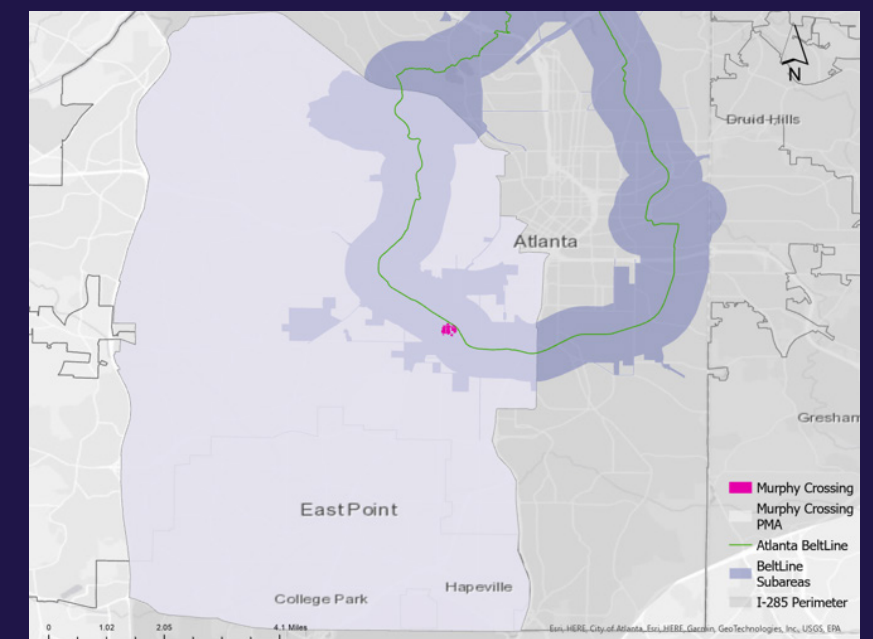
Residential Market

Conditions reflect both historic under performance and recent growth. Multifamily development has lagged relative to intown Atlanta, and absorption has struggled to keep pace with recent deliveries. Since 2019, 2,500 new multifamily units were delivered, but net absorption has lagged by roughly 1,000 units, resulting in a current vacancy rate of 15%. Despite this, effective rents have risen 28% since 2019, though growth has slowed to just 1.4% since 2022 due to oversupply.

For-sale housing has seen 4,369 units sold since 2019, with single-family detached homes representing 63% of sales. Median home prices have increased nearly 80% since 2019, reaching \$383,000 in early 2025, reflecting both increasing demand and the rising share of new construction in the market.

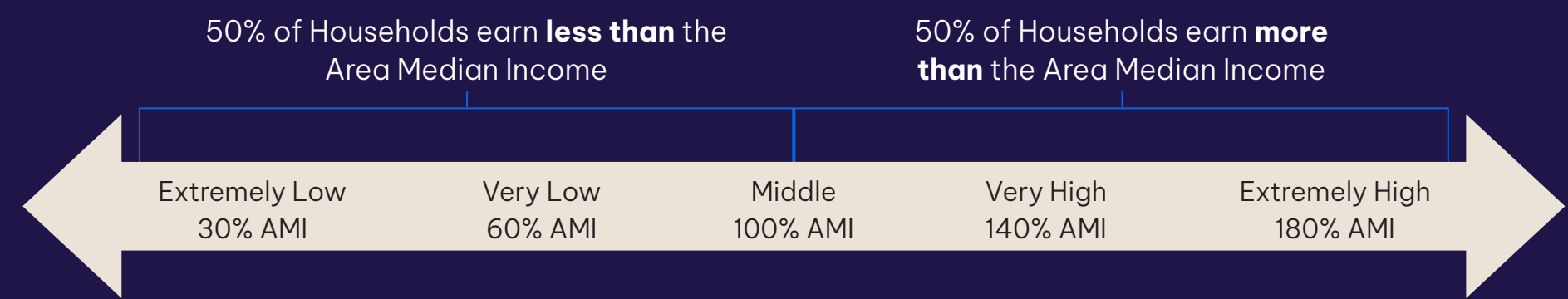
Market Areas

The Primary Market Area (PMA) is described visually in the map below. The PMA contains much of the southwest neighborhoods of Atlanta and portions of East Point, Hapeville, and College Park. Within the city of Atlanta, the PMA encompasses the Beltline adjacent neighborhoods of West End, Oakland City, Adair Park, Capitol View, and Sylvan Hills. Portions of Downtown and West Midtown are included and represent growing and emerging residential areas. Further west, the West Highlands and Grove Park areas of Atlanta transition into a more suburban feel. The northern border of the PMA is the Inman railyard while the southern border follows the Fulton and Clayton County line west to I-285.



Housing Vulnerability Analysis

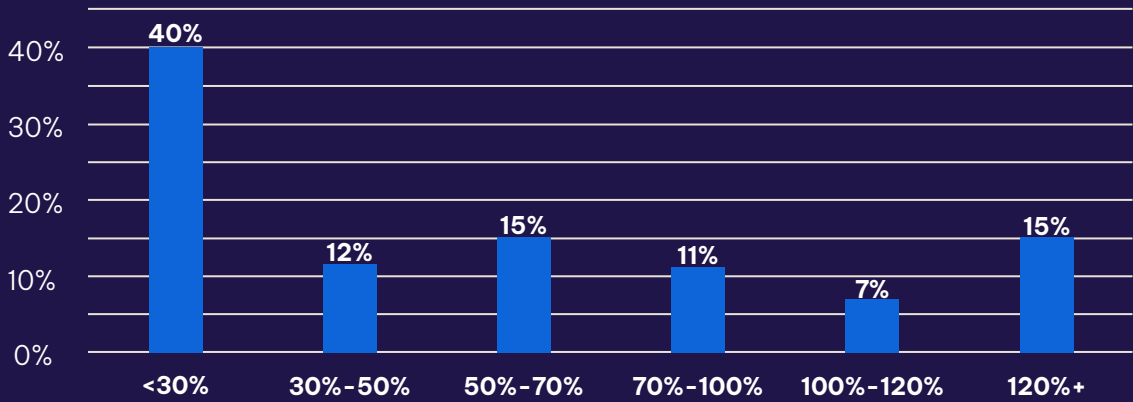
Area Median Income (AMI) is a common metric used to guide housing affordability targets by income level. Eligibility, rent calculations, funding allocations, and housing policies typically use the HUD defined MSA AMI, which as of 2025 was \$114,200 for the Atlanta MSA. Subsidized housing programs target households earning less than 100% AMI for rental housing and less than 120% for for-sale housing.



Within the Murphy Crossing PMA, an estimated 78% of households earn less than 100% AMI. 40% of households earn less than 30% AMI and represent the greatest need in terms of targeted affordable housing.

Inclusionary zoning policy within the Beltline Overlay requires affordability between 60% and 80% AMI. Around 15% of households within the PMA earn 60% AMI and around 11% earn around 80% AMI.

Est. Households by AMI, PMA, 2025



Retail and Office Trends

Data show resilience and selective growth. Retail has generally performed well since 2020, with vacancy under 5% and rents re-correcting from post-pandemic highs. Food and beverage uses are projected to account for over 60% of site-specific retail demand at Murphy Crossing, with health, wellness, and arts-related retail providing complementary amenities to future residents. Office demand is driven by regional job growth, particularly in creative and Class A space that attracts tenants seeking walkable, amenity-rich environments. Murphy Crossing’s location positions it to capture approximately 10% of PMA office demand, equating to 115,000 SF by 2030, including 52,000 SF by 2027.

Industrial Conditions

Conditions reflect ongoing redevelopment pressures, with more demolitions than new deliveries as land is converted to higher and better uses. While rents have stabilized in line with intown Atlanta levels, industrial vacancy remains high at 20% compared to 10% for the broader ITP (Inside the Perimeter) market.

Housing Affordability and Vulnerability

Approximately 78% of households earn less than 100% AMI, with 40% earning under 30% AMI. Inclusionary zoning within the Beltline Overlay targets affordability for households earning between 60% and 80% AMI, representing roughly 26% of the PMA population. This underscores the need for targeted affordable housing strategies in new residential development, both to meet demand and align with Beltline policy objectives.



Vision and Approach



The Murphy Crossing Vision

The Vision for Murphy Crossing is a strategic redevelopment plan shaped by a collaborative process involving the planning team, ABI, and extensive community engagement. The plan reflects an understanding of current market conditions and incorporates meaningful public input to align with key ABI initiatives such as equitable transit-oriented development, affordable housing expansion, and small business support.

Grounded in public input, this plan also seeks to ensure redevelopment efforts are both responsive and forward-looking. It recognizes Murphy Crossing's unique position within the broader Beltline corridor and its potential to serve as a catalyst for inclusive growth and neighborhood connectivity.

The overarching intent of the vision is to establish a foundation for a vibrant, mixed-use destination that supports a diverse range of residential opportunities, including both for-sale and rental housing options at varying price points. In addition, the vision highlights opportunity for a mix of non-residential uses to foster economic development at the neighborhood and city scale, support job creation, and provide essential goods and services to the community.

An artist rendering illustrates the development potential based on the concept plan developed during this process.

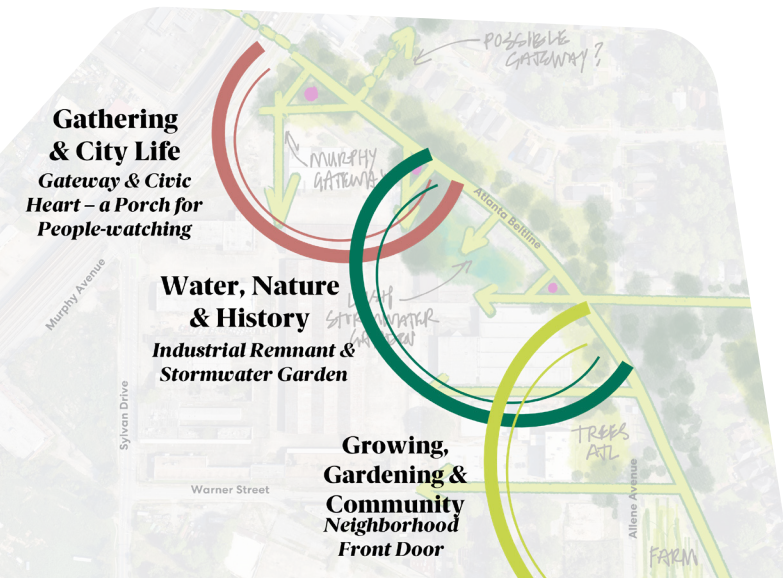
The Concept

Following a comprehensive analysis, as outlined in the preceding chapters, the planning team started concept development by evaluating two key aspects, how the site will engage with the Beltline and how will it appropriately stitch into the existing community fabric.

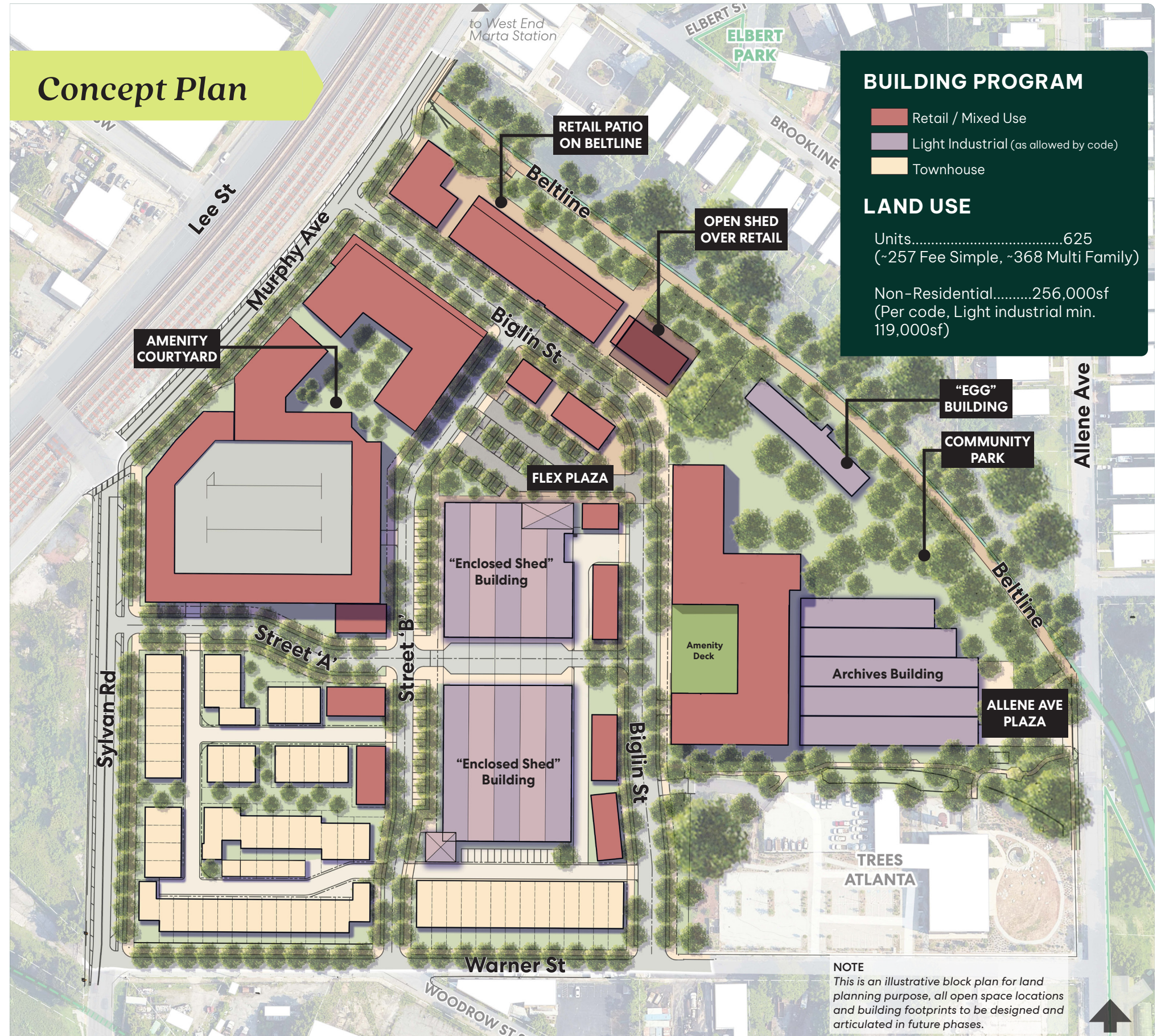
Except for the Beltline corridor and the headquarters of Trees Atlanta (Kendeda TreeHouse), existing site frontages provide limited sources of activity. By establishing nodes along the Beltline, which prioritize the trail as the primary driver of energy and activation, a vision for the concept was established. As illustrated in an early diagram shown below, the plan evolved and grew from the following nodes:

- **Gathering & Civic Life**
- **Industrial Remnant & Stormwater Garden**
- **Neighborhood Front Door**

Each location serves a unique role to shape the identity and functionality of the site. The following pages further examine the proposed concept, highlighting key design strategies and program opportunities to foster a sense of exploration, establishing a sequence of engaging destinations that move people through the site.



Early diagram evaluating activity nodes along the Beltline frontage.



Setting the Framework

The Murphy Crossing framework identifies seven blocks for development. The configurations are informed by the program opportunities identified in the concept plan.

The framework is heavily influenced by the Beltline and the need to extend Biglin Street; something that is critical to improving access and connectivity. This extension has been consistently identified and supported in prior planning studies, reinforcing its importance to the site.

In addition to the Biglin Street extension, the plan introduces two new roadways to complete a well-connected street network. These include a north-south right-of-way, referred to as “Street B,” and an east-west right-of-way, referred to as “Street A.” Together, these streets establish a walkable network providing opportunity for well-defined block frontages to encourage an active pedestrian-oriented public realm.

To support future light industrial uses, as required by I-MIX zoning, Biglin Street is envisioned as the primary corridor. Its design should accommodate the movement of box trucks and similar sized vehicles. There are 3 east-west lanes (shown in dark purple) that allow for loading and standing zones based on the adjacent program. Other streets within the development (shown in yellow) are intended to prioritize pedestrian activity and should be designed as such.

Framework Diagram

This diagram identifies the proposed development blocks within Murphy Crossing, including approximate gross acreage and street classification.



Concept Overview

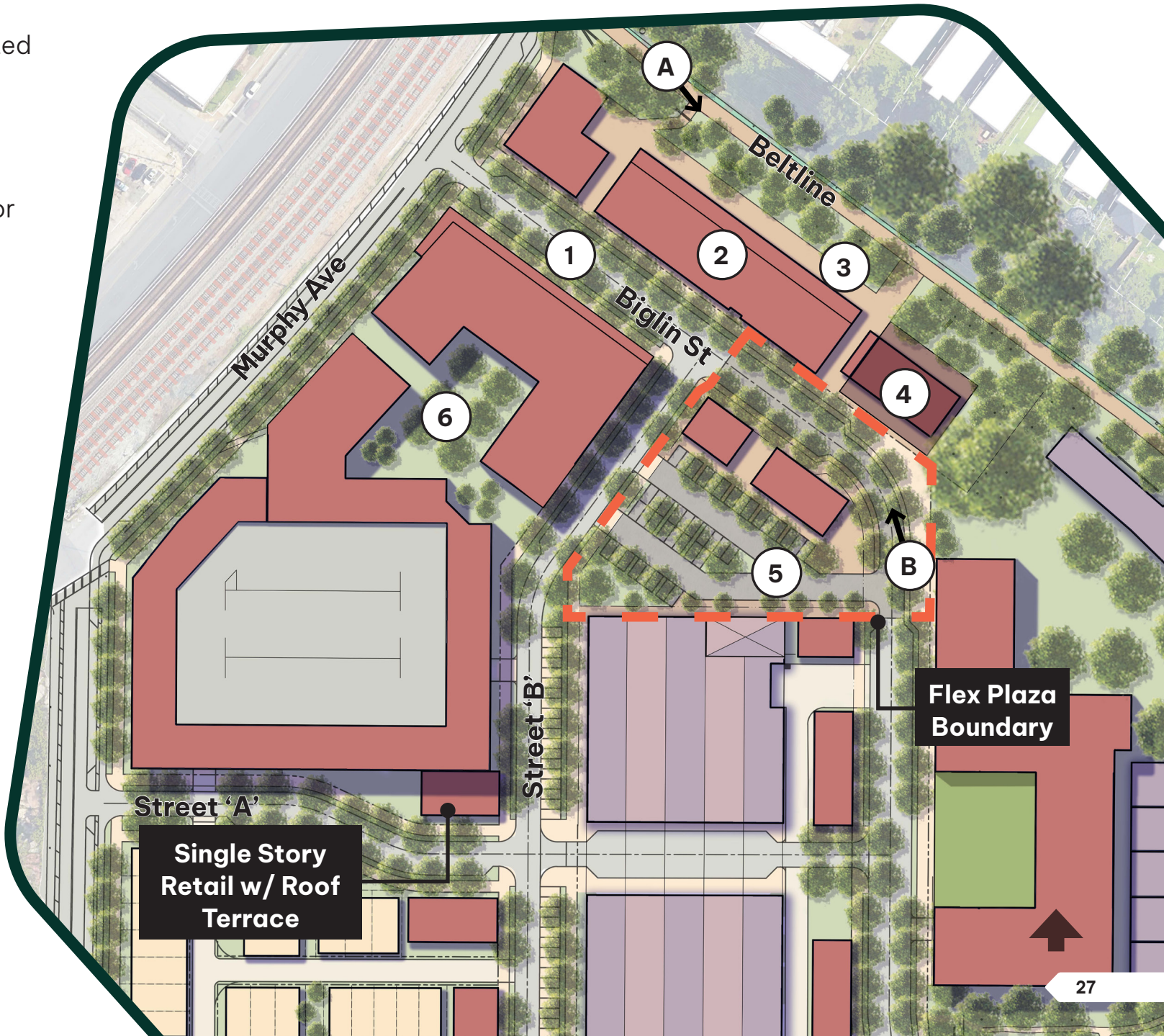
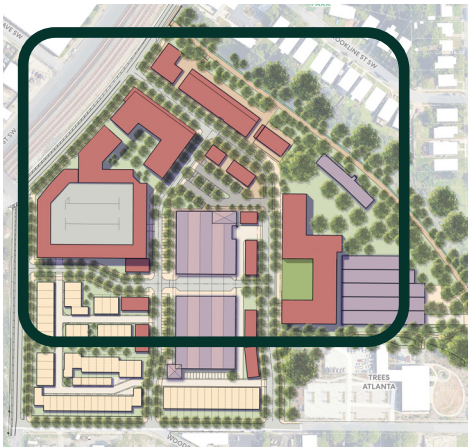
- 1. Pocket Main Street:** As the heart of neighborhood mixed-use activity, the frontages along Biglin Street are inspired by the small to medium scale commercial districts found across Atlanta. With proposed building heights of two to six floors, the street is intended to be the primary corridor of activity for the development.
- 2. Beltline Frontage:** Commercial and mixed-use buildings are proposed along the Beltline frontage. At this location, the buildings can take advantage of the topography, building into the hillside allowing for three floors of activity overlooking the Beltline with the top two floors fronting onto Biglin Street. Reference image 'A' and Image 'B' to view how this may look.
- 3. Neighborhood Porch:** Activity on the Beltline changes over the course of the day; the neighborhood porch is a place where shops and restaurants can open their doors and be part of this activity as illustrated in the early evening rendering of Image 'A'.
- 4. Industrial Nod:** Inspired by similar designs, a portion of the 1950s open shed building is proposed to be relocated and cover a small commercial building, providing weather protection for the activated rooftop as illustrated in Image 'B'.
- 5. Flex Plaza:** Atlanta is known for its neighborhood festivals; this area provides the opportunity with space for weekend markets or an annual neighborhood event. The tree bosque behind the Biglin Street commercial buildings is designed to accommodate daily convenient parking and provide a shaded area for scheduled weekend markets or events. For larger events, the area dashed in the drawing to the right may be closed off to all vehicles, providing a large gathering space that may spill over into the community park and Beltline. As such, this stretch of Biglin Street should be a tabled intersection with ribbon curbing.

6. Multi-Family: This mixed-use block accommodates the highest density of units on site. The building massing is placed to provide appropriate transition from the large transit corridor to the west, approximately 190 feet in width, that includes Lee Street, active rail lines, elevated MARTA rail, and Murphy Avenue. Ground floor activation is placed at the Biglin Street frontage; to maintain a neighborhood feel on Biglin Street and allow for an activated terrace level, the building mass above the second floor should stepback. Opportunity for additional ground floor commercial with a second floor rooftop terrace is noted at the southern end of this block.

BUILDING PROGRAM

- Retail / Mixed Use
- Light Industrial (as allowed by code)
- Townhouse

LOCATION KEY



A portion of the existing shed building is relocated & placed over a rooftop terrace for weather protection.

With many trail-side access points, this location offers a community porch for dining and gathering.

Utilizing the hillside, these buildings provide three floors of activation over the Beltline, and two floors on Biglin Street.

A

On the Beltline, looking East



A small scale main street provides placemaking opportunity and a human scale transition from taller structures.

Beltline access and gathering areas are key to welcoming Beltline users to the site.

A portion of Biglin Street is designed as a plaza extension, closed off to vehicles during large events.

B Biglin Street extension, new retail on the Beltline

7. Community Park: Leveraging the site's topography and Beltline frontage, the community park is envisioned as an open-space gateway that welcomes Beltline users into the development. The park's location provides opportunities to incorporate educational stormwater management features. Framed by a mix of uses and architecturally-distinctive structures from prior site activity, the park is intended to create a unique and engaging space for outdoor recreation and community gathering.

8. Egg Building: A 1950s building that follows the curve of the former rail line is documented as having been egg and produce storage associated with the old farmers market. Due to the structural integrity, the southern portion of the structure should be removed (reference page 36, Structure Retention diagram). The remaining structure is proposed for adaptive reuse for light industrial or office. The shell should be retained, while the interior may be renovated and adapted to accommodate contemporary programmatic and operational needs. Reference Image 'C' to view how the building may look in the future.

9. Archives Building: With a substantial interior clear height, the building provides flexibility to support a range of light industrial uses, including office and maker space functions. Consistent with the approach taken for the Egg Building and other proposed adaptive reuse structures on site, further analysis is needed to verify usable square footage and determine appropriate programmatic uses.

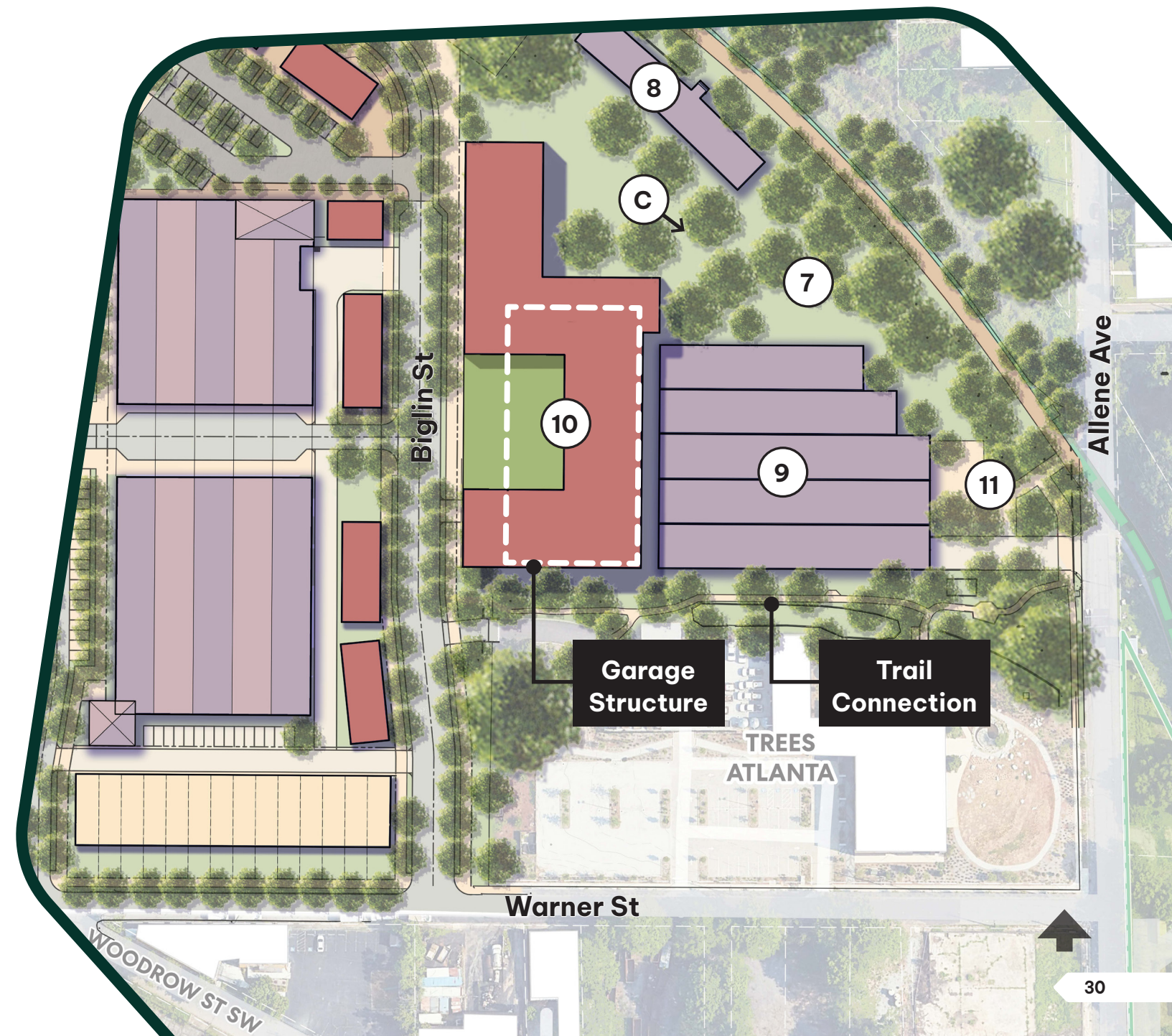
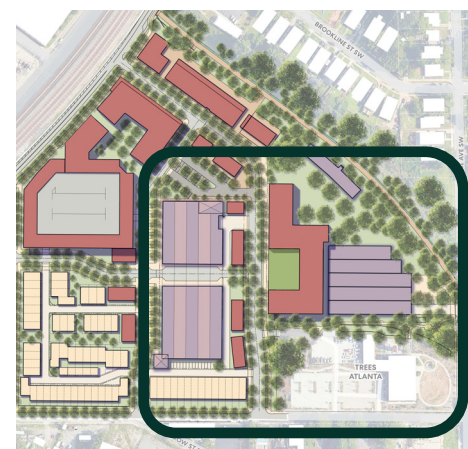
10. Podium Parking: To assist with on-site parking, podium parking is proposed to serve uses that are part of this structure as well as those at the Egg and Archives Buildings. Concealing the structure is essential to maintaining a pedestrian-oriented development. To achieve this, two levels of parking are proposed below street grade, taking advantage of the existing topography, while the above-grade levels fronting Biglin Street and the community park should be wrapped with residential units. Additional residential units, and outdoor amenity area are proposed above the parking structure.

11. Allene Avenue Plaza: The location is currently occupied by Atlanta Beltline Marketplace (temporary retail space) with frontage along Allene Avenue and the Beltline corridor. Due to the site's high visibility and prominent location, the community has expressed strong interest in its future programming. Based on community feedback, a clear preference for the site is a plaza/gathering space incorporating public art elements. Secondary preferences include maintaining a small-scale retail presence, such as the Beltline Marketplace.

BUILDING PROGRAM

- Retail / Mixed Use
- Light Industrial (as allowed by code)
- Townhouse

LOCATION KEY



© **Community Park**
*Egg Building with Archives and
Beltline in the background*

Artist
interpretation
of how the Egg
Building may look
after renovations.

Atlanta Beltline

The park
may include
creative stormwater
management
elements, providing
an educational
resource.

Artist
interpretation of
how the Archives
Building may look
after renovations.

The community park
provides a welcoming
gathering space right
off the Beltline.

12. Enclosed Shed Building: Located at the center of the site, this building presents an opportunity to accommodate a range of light industrial uses consistent with the I-Mix zoning designation. As illustrated in Image ‘D,’ targeted modifications to the existing structure are proposed to reduce perceived massing, enhance site circulation, and improve building frontages.

Loading and service functions should be integrated based on the selected programing. The current concept identifies a primary loading dock accessed from Biglin Street, with associated loading and standing areas accommodated off service lanes (reference page 27 Framework Diagram).

13. Traditional Walk-Up: The five buildings fronting Biglin Street are envisioned to support a small-scale mixed-use program, specifically focused on attainable housing, incorporating one and two bedroom walk-up residential units and ground-floor non-residential. At three stories in height, these buildings provide an appropriate transitional scale between the 1.5-story shed structure and the multifamily development located across the street.

14. Live/Work Opportunity: Depending on market demand, the frontage along Warner Street provides opportunity for live/work units or traditional townhouse units. The parcel depth at this location allows each unit to have a forecourt, providing outdoor living and additional activation along Warner Street.

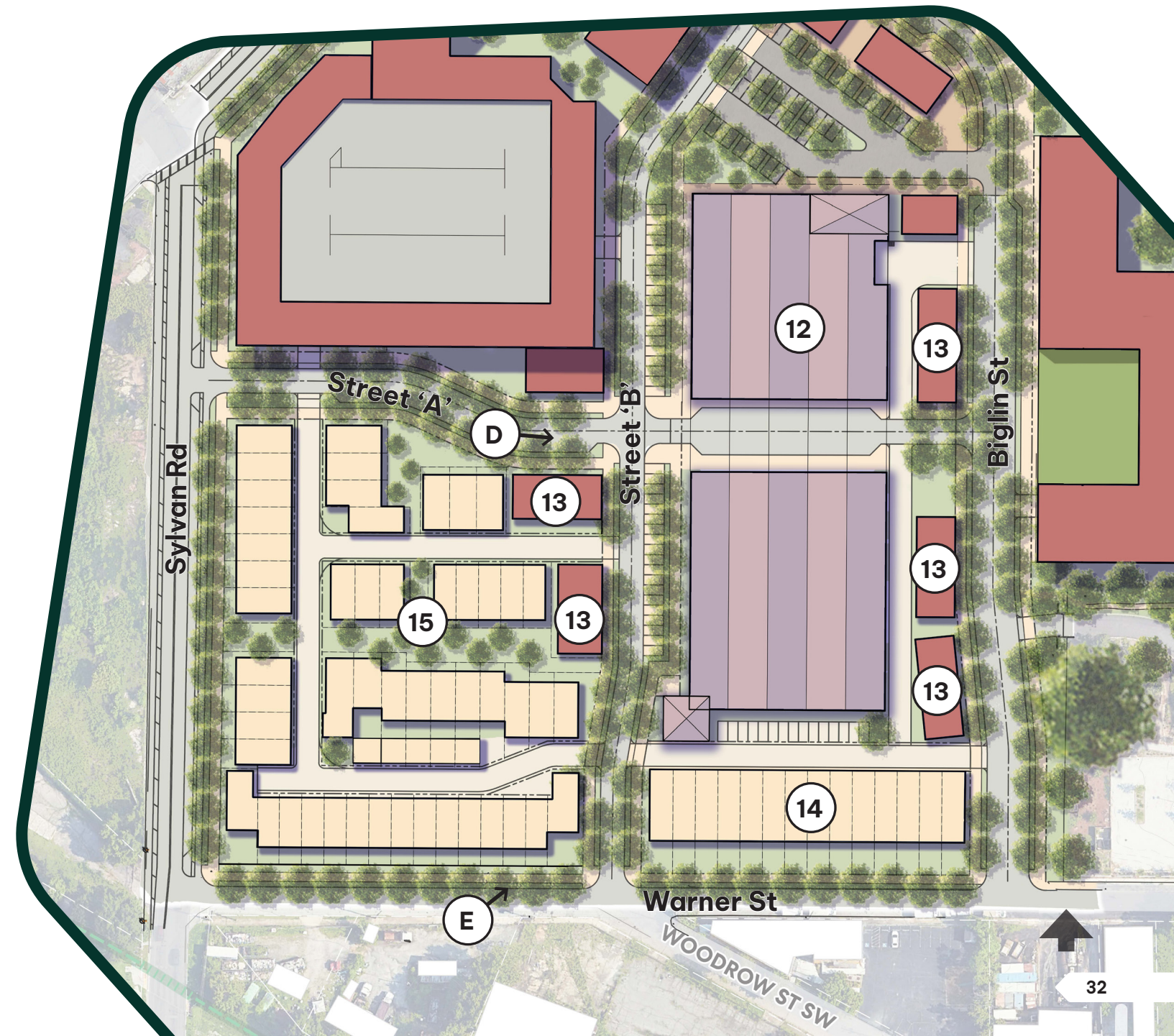
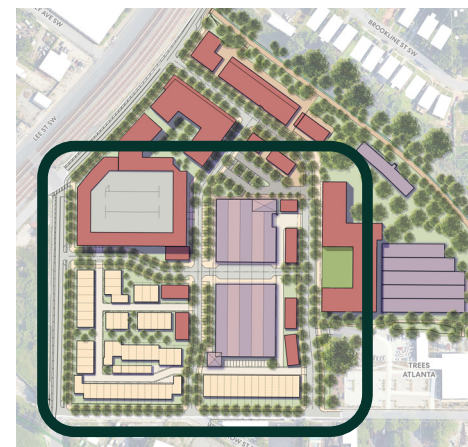
15. Residential Cluster: Designed to accommodate a diverse range of residential product types, this block includes townhouses of varying footprints, accessory dwelling units, and townhouse-over-flat configurations. Small three-story mixed-use walk-up buildings (shown in red) are also proposed, featuring one and two-bedroom units and ground floor commercial. Internal units are oriented around a shared central lawn, providing a communal gathering space for residents to gather.

As with all proposed buildings, opportunities to incorporate elements of the site’s heritage should be carefully considered. As shown in Image ‘E,’ townhouse units may be designed in a way that reflects the character of the site’s past while integrating contemporary additions. Additional architectural features such as urns, decorative lighting, and painted signage should be thoughtfully placed throughout the site to reinforce its historic identity.

BUILDING PROGRAM

- Retail / Mixed Use
- Light Industrial (as allowed by code)
- Townhouse

LOCATION KEY





Artist interpretation
of how a road may
cut through the
existing shed building
with exposed truss
remaining above.

 **Renovated Shed Building**
Looking East on Street A

E

*Townhouse units fronting
Warner Street
Looking North*



New construction, such as these townhouse units, may interpret the sites heritage by resembling the old market buildings with contemporary additions.

Existing site elements, such as this wall, provide opportunity for placemaking.

Development Strategy

The proposed phased development approach has been informed by the project team's analysis of market conditions, opportunities for structure retention, site circulation, and utility requirements. Based on this understanding, the site is organized into five phases, as illustrated in the accompanying graphic.

The following provides an overview of each phase:

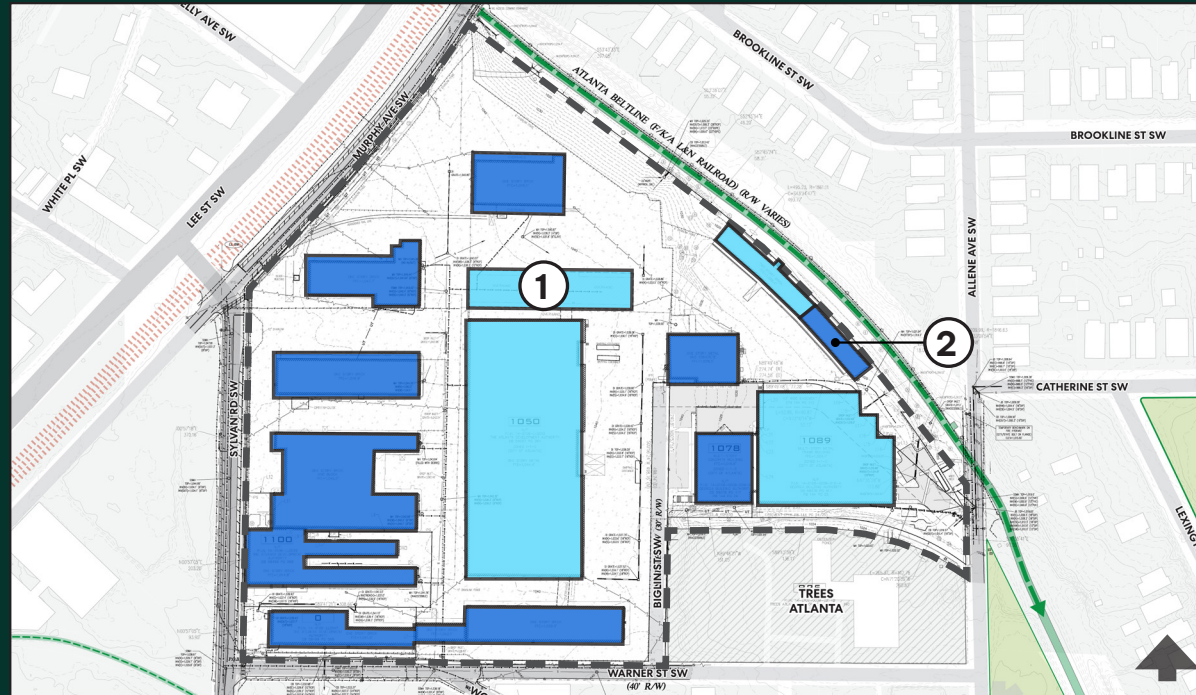
Site Preparation

- Complete the majority of on-site demolition work

Phase 1.a

- Vertical Improvements
 - Adaptive reuse of the Archives Building
 - Adaptive reuse of the Egg Building
- Horizontal Improvements
 - Community/stormwater park
 - Temporary surface lot adjacent to the Archives Building
 - Biglin Street enhancements
 - Warner Street enhancements
 - Sidewalk and trail improvements

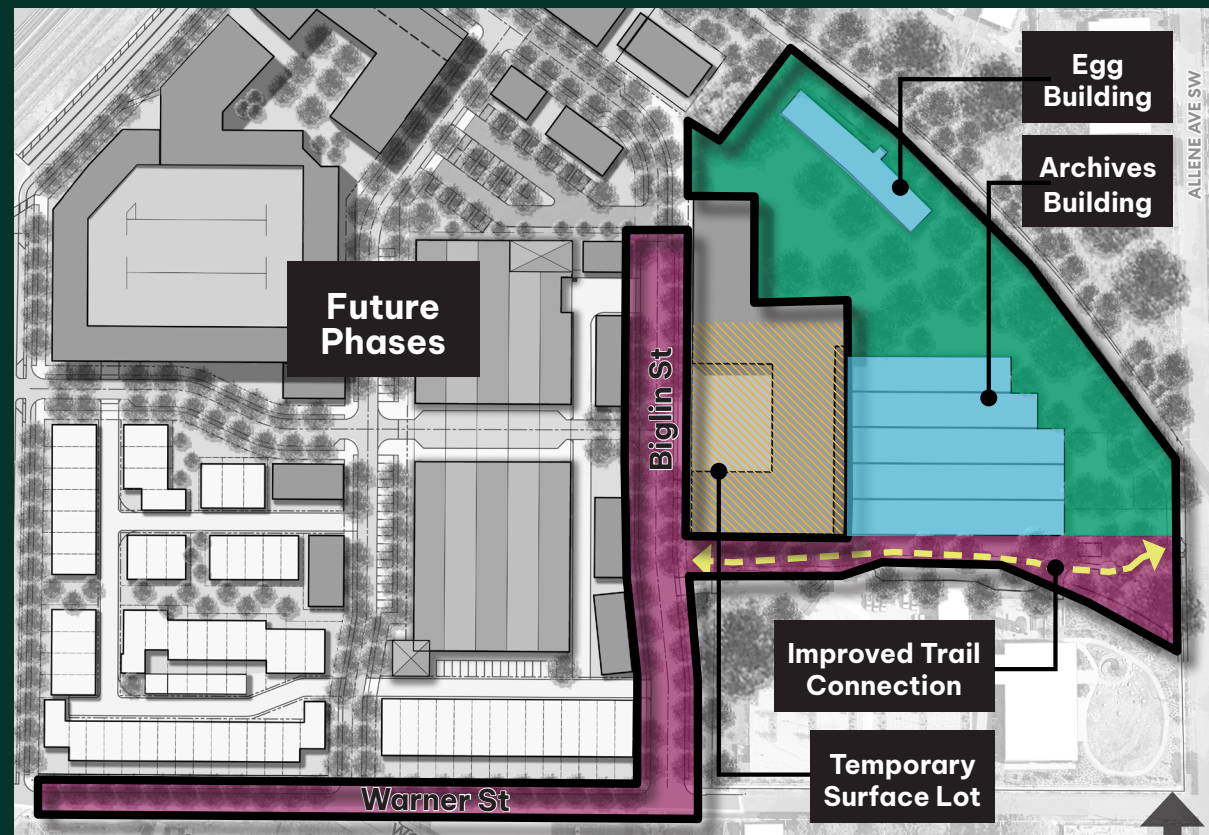
Site Preparation — Structure Retention



KEY

- ① Open Shed to be relocated.
- ② Portion of Egg Building to be removed.
- Building identified for demolition.
- Building identified for reuse.

Phase 1.a — Strategy



KEY

- Phase 1.b Boundary
- Adaptive Reuse
- ROW / Circulation Improvements
- Stormwater Park / Open Space

Phase 1B-2

- Vertical Improvements
 - Implement for-sale, fee-simple residential units
- Horizontal Improvements
 - Implement common open space for residential use
 - Continue road improvements and implementation of new street framework related to Phase 2
 - Prepare mixed-use building pads for future phase.

Phase 3

- Vertical Improvements
 - Implement development along the remaining Beltline frontage
 - Implement the podium built multi-family adjacent to Archives Building
 - Implement smaller mixed-use buildings emphasizing retail and food and beverage offerings at flex plaza
 - Reuse portion of Open Shed building at the Beltline retail frontage
- Horizontal Improvements
 - Extend Biglin Street to Murphy Avenue
 - Implement Flex Plaza
 - Implement access points off the Beltline for retail frontage

Phase 4

- Vertical Improvements
 - Proceed with adaptive reuse of the central enclosed shed building
 - Implement smaller mixed-use buildings emphasizing retail and food and beverage offerings
- Horizontal Improvements
 - Extend street framework through the enclosed shed building
 - Loading and standing zones for light industrial uses

Phase 5

- Vertical Improvements
 - Implement high-density multifamily development, including a large structured parking deck



Murphy Crossing Redevelopment Summary



Perkins&Will