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# ABI Data Collection

In order to meet our promise of a Beltline for all, we are working to collect demographic and geographic information from our participants. This information is strictly for internal reference and research purposes only to guide us in outreach and public engagement efforts and will not be distributed to other organizations.



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# Southwest Study Group: Murphy Crossing Redevelopment

Southwest Study Group

October 6, 2025





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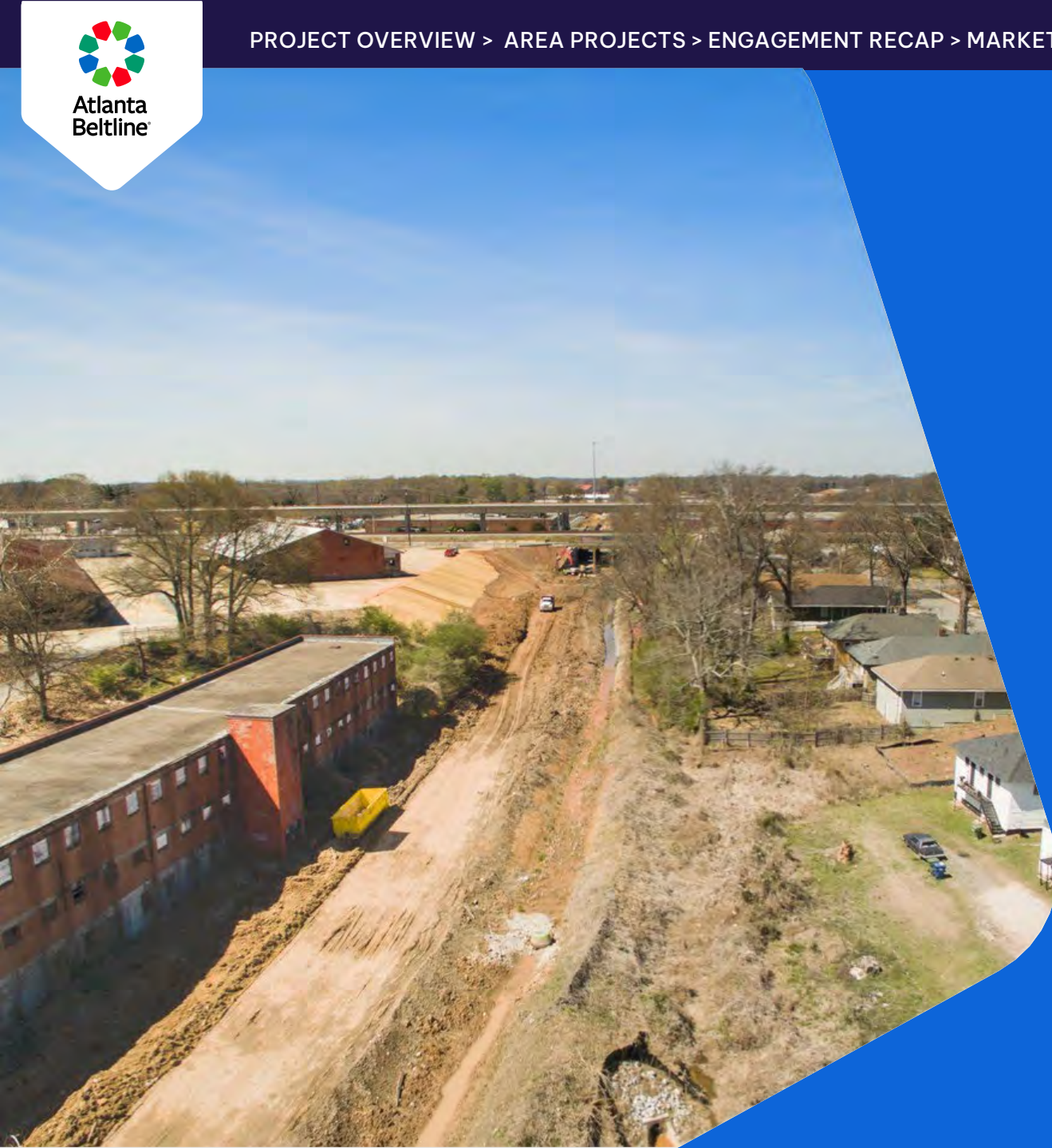
# Hybrid Meeting Format

- 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](http://www.beltline.org/meetings).





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## Tonight's Agenda

- Project Overview
- Adjacent Area Projects
- Community Engagement Recap
- Market Analysis Highlights
- Conceptual Site Plan Overview
- Next Steps
- Q&A





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# Poll Question #1

## What neighborhood do you live in?

- Oakland City
- Adair Park
- Capitol View
- Capitol View Manor
- Sylvan Hills
- Pittsburgh
- West End
- Bush Mountain
- A Beltline neighborhood in the City of Atlanta not on this list
- A neighborhood in the City of Atlanta not on this list
- A neighborhood not in the City of Atlanta



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# Poll Question #2

**How long have you lived in your neighborhood?**

- 1-5 years
- 6-10 years
- 11 or more years

# Poll Question #3

## 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 a commercial landlord
- I am a developer
- I am a real estate broker
- I am a community activist/advocate
- I am generally interested in the Beltline project





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# Poll Question #4

**What are your most likely to be doing on the trail?**

- Exercising or other recreation
- To run errands
- To get to work or school
- To engage in leisure activities
- I don't use the trail



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# Poll Question #5

**Is tonight your first Beltline meeting?**

- Yes
- No



# Our Vision

To be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable life.

22

MILES

of pedestrian-  
friendly rail transit

1,100

ACRES

of environmental  
cleanup

33

MILES

of multi-use  
urban trails

1,300

ACRES

of new  
greenspace

\$10B

in economic  
development

50K

PERMANENT  
JOBS

5,600

UNITS

of affordable  
workforce housing

48K

CONSTRUCTION  
JOBS





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# Murphy Crossing Redevelopment Project Overview



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# Site Planning Process

Task	Status
Engage planner	Complete
Engage civil engineer	Complete
Engage market analyst	Complete
Block and framework plan	Complete
Conduct initial feasibility study	In progress
Site due diligence	In progress
Conceptual site plan	In progress
Development of Regional Impact (DRI) review	In progress
Rezoning	In progress
Final site plan	Upcoming
Final development plan	Upcoming



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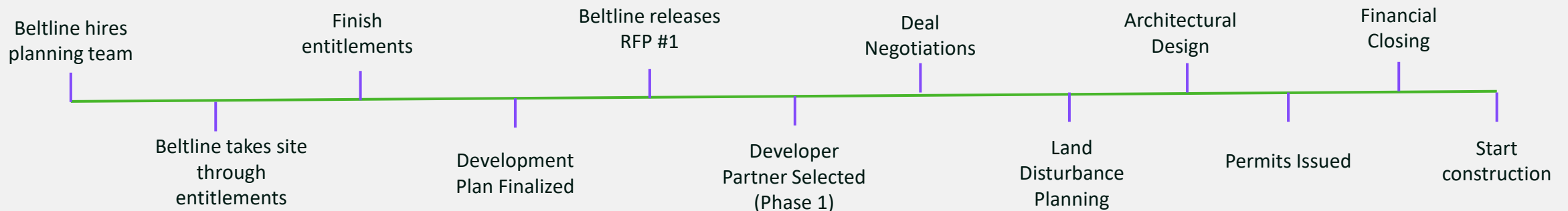
# Project Timeline and Next Steps

## June 2025 – December 2025

- Site planning
- Start entitlements
  - Industrial to I-MIX
  - Development of Regional Impact (DRI) review required

## January 2026 – June 2026

- Finish entitlements
- Development plan
- Release Request for Proposals (Phase 1)
- Evaluation of proposals (Phase 1)



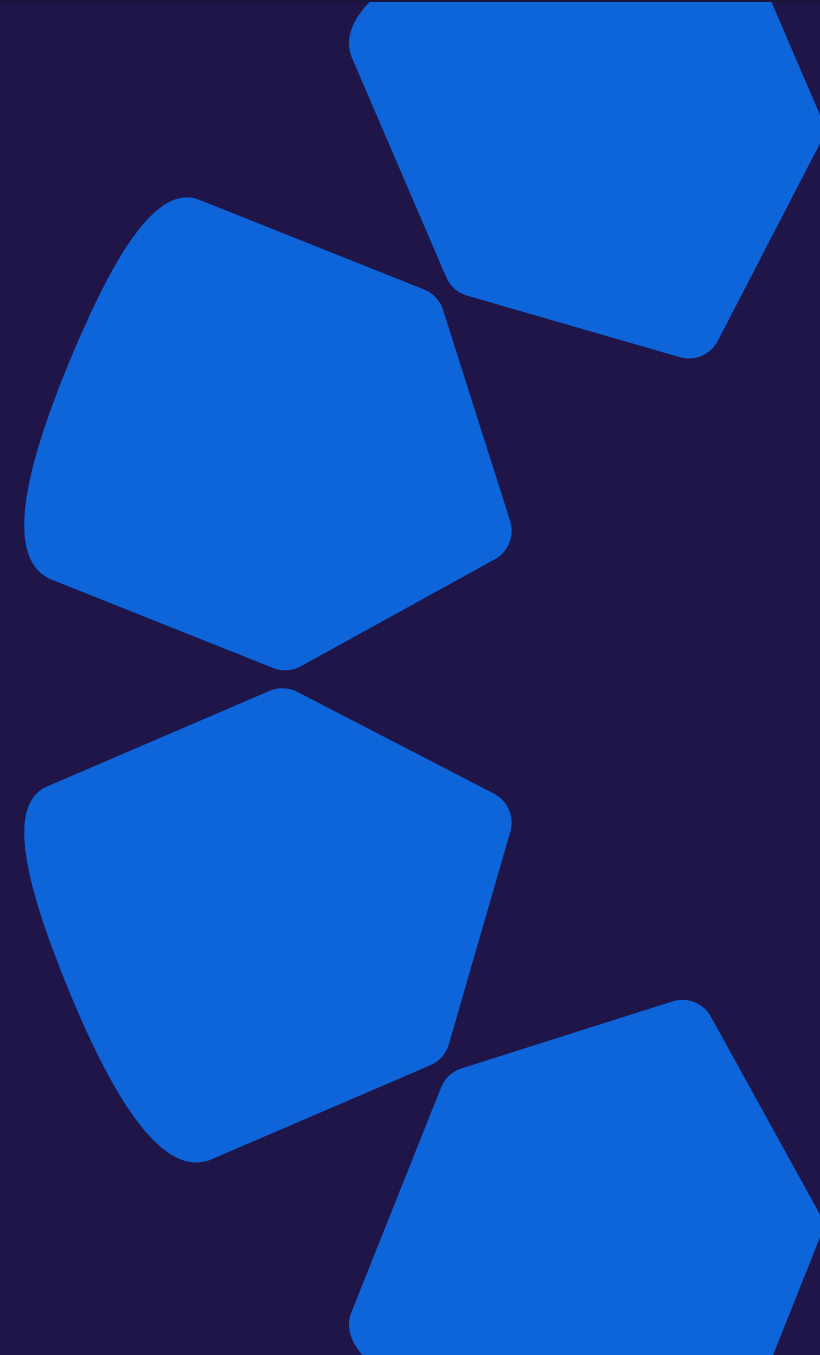




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# Adjacent Area Projects





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# Atlanta Beltline Marketplace



A small business incubator that offers affordable commercial spaces directly on the Beltline

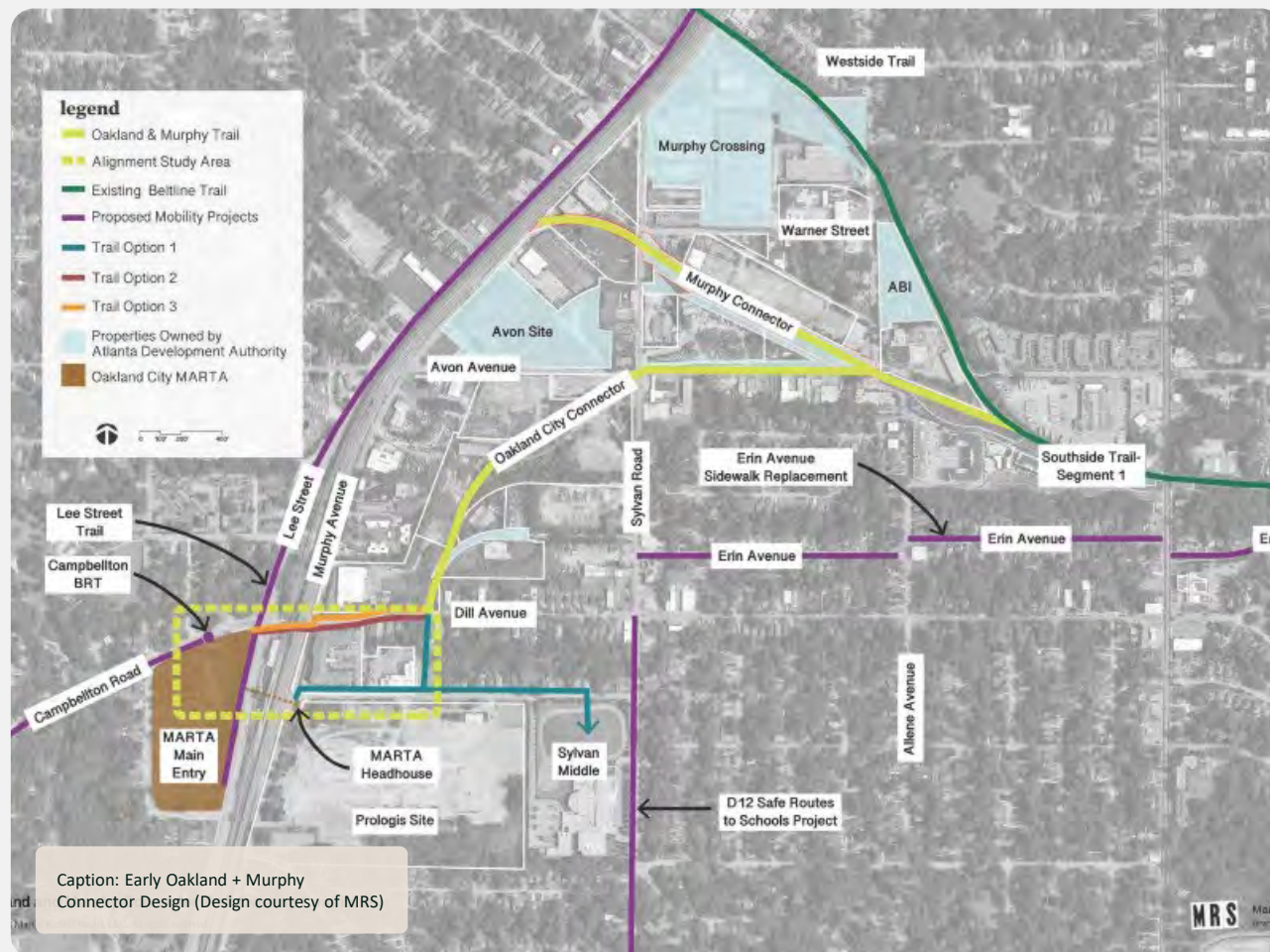
- Architecturally designed shipping containers
- Wrap-around business support
- Nearby locations
  - Marketplace @ Allene
  - Marketplace @ Pittsburgh Yards®

AtlantaBeltline®  
Marketplace



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# Other Initiatives Happening Nearby



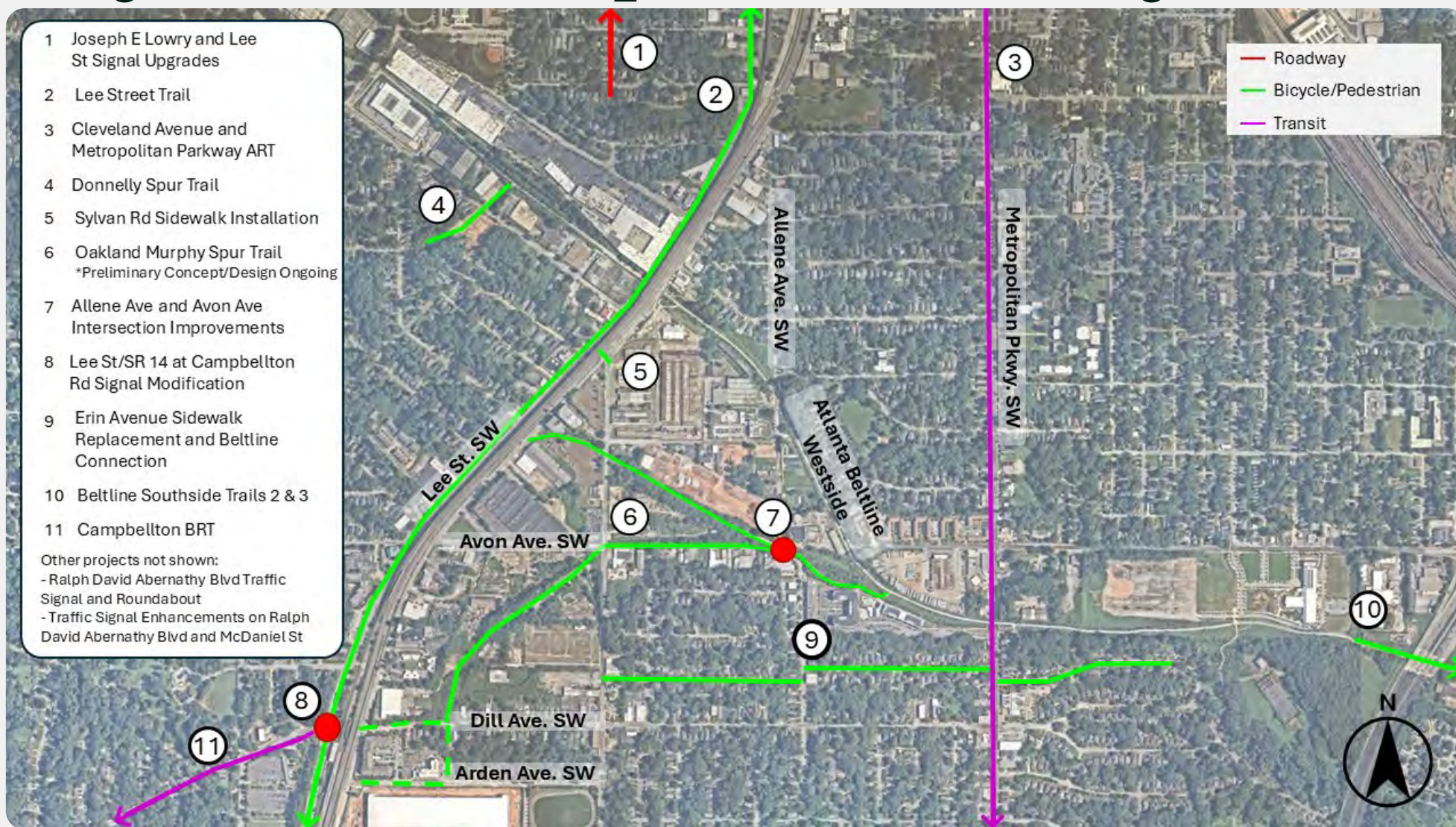
- Oakland + Murphy Connector Trail
  - 1.3-mile spur trail, beginning at Allene Ave. access point and splitting into two segments
  - Construction to take place 2026-2028 (pending funding)
- Donnelly Trail
  - Spur trail by Atlanta Land Trust, with grant from Atlanta Beltline
  - PATH trail infrastructure installed; paving to begin after Phase 4 of 1024 Donnelly is complete
  - Area fenced and inaccessible until completion (expected 2027)





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# Adjacent Transportation Projects





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# Community Engagement Recap





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# Recap of Community Engagement Goals

- Empower stakeholders to connect neighbors and local leaders to engagement opportunities and resources
- Inform the community as the Beltline moves through planning and entitlement process, prepares the site for construction, and prepares to release the next RFP
- Strengthen relationships with the community
- Make engagement fun and mitigate engagement fatigue by providing strategic updates on Beltline and surrounding area projects



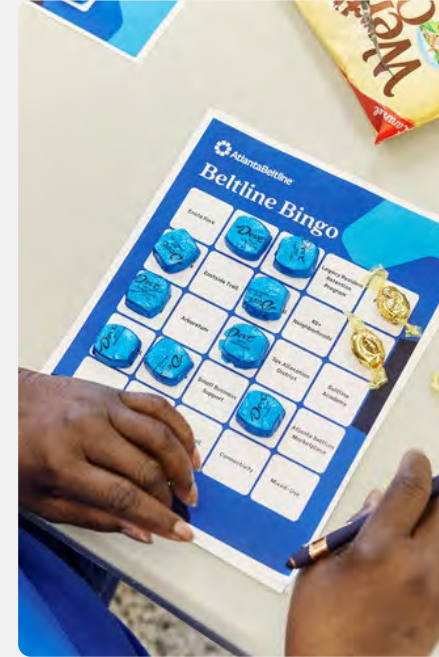


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# Recent + Upcoming Engagement

What we have been up to:

- Leading stakeholders on a Murphy Crossing site tour
- Launching our Community Give Back program with our first stop in Oakland City
- Teaching older adults about the Beltline at Rev James Orange Rec Center
- New outreach strategies (Channel 26 + physical banner)





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# Community Feedback to Date

Land Use / Conceptual Site Planning	Programmatic / Developer Partner Proposal
<ul style="list-style-type: none"><li>✓ Mixed-use redevelopment</li><li>✓ Job creation serving as primary land use</li><li>✓ Economic opportunity for surrounding community</li><li>✓ Varied commercial types</li><li>✓ Commercial affordability for local businesses</li><li>✓ Mixed income housing</li><li>✓ Affordable workforce units (20 percent or more)</li><li>✓ Green Space</li><li>✓ Maximize internal and external connectivity</li></ul>	<ul style="list-style-type: none"><li>✓ Support long-term area economic growth<ul style="list-style-type: none"><li>✓ Cohesive mixed-income site design</li></ul></li><li>✓ Proven track record of mixed-use development<ul style="list-style-type: none"><li>✓ Deliver affordable housing and services</li><li>✓ Financial resources to close in 12 months</li><li>✓ Perform redevelopment in a timely manner</li></ul></li><li>✓ Demonstrate development without displacement<ul style="list-style-type: none"><li>✓ Foster equitable development vision</li></ul></li><li>✓ Develop comm. engagement plan and timeline</li></ul>





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# Market Analysis Highlights

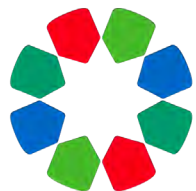
KB Advisory Group



# Murphy Crossing: Market Feasibility Study

*1050 Murphy Avenue*  
**Atlanta, Georgia**

Presented for:



**Atlanta  
Beltline®**

September 2025

Murphy Crossing Market Study

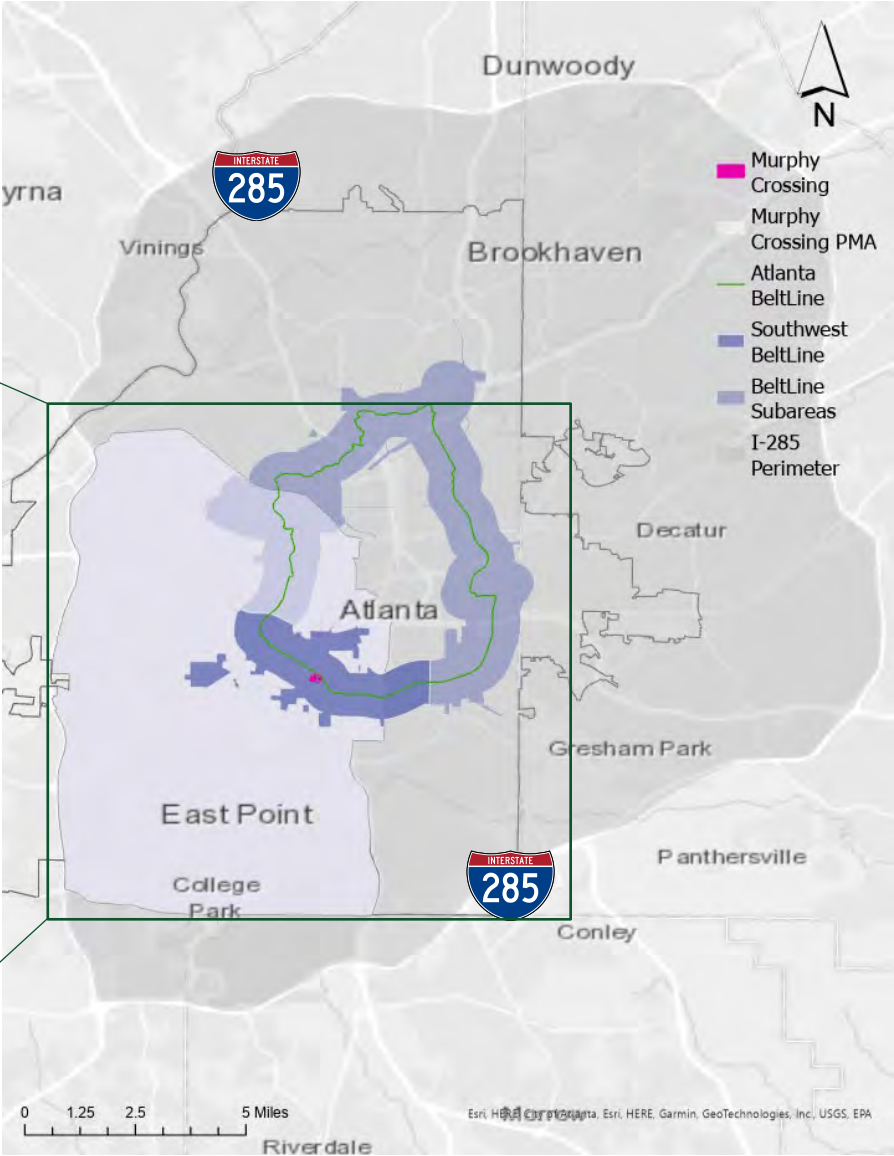
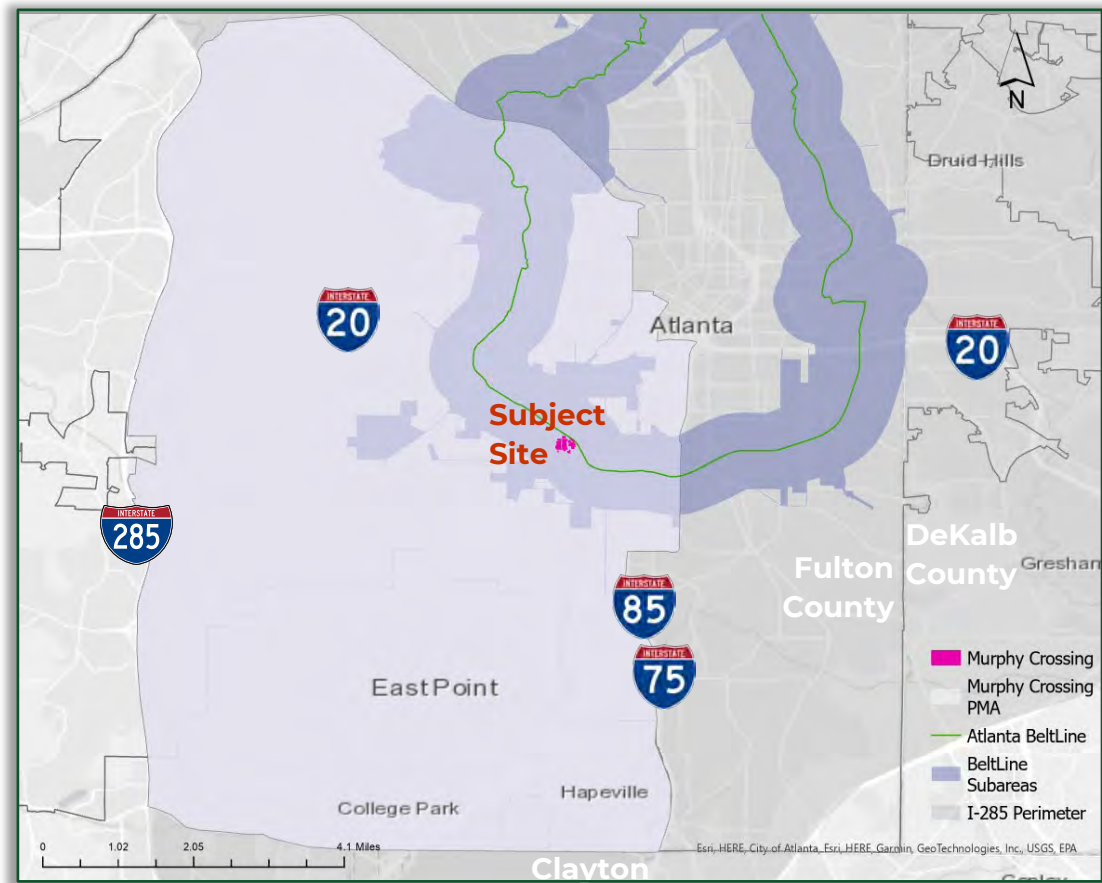
Presented by:



**KB** | ADVISORY GROUP

# Introduction

## Market Areas

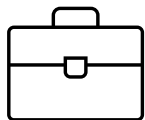


# Existing Conditions : Key Takeaways

## Demographic and Economic Trends

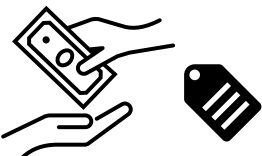


Population growth is steady but not keeping pace with intown Atlanta or the metro.

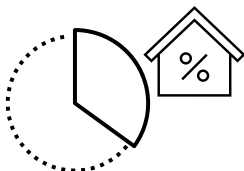


Post-pandemic job recovery was strong, exceeding pre-pandemic total jobs by 2022.

Median household incomes are well below those of Intown Atlanta and 40% of households are earning less than 30% AMI – both impacting the purchasing power within the PMA.



Within the PMA, there is a greater share of seniors and a smaller share of young- to middle- aged adults, impacting future housing needs.



Over 60% of renters are spending more than a third of their income on housing.

## Real Estate Supply

### MULTIFAMILY

Historically, the area has not captured the momentum of Intown Atlanta.

The market has been slow to absorb the recent spike in supply, dampening rent growth.

Vacancy is recovering but remains at 15% today.

### RETAIL & OFFICE

Since 2020, new retail and office deliveries have generally performed well.

Retail rents have recorrected from post-pandemic highs, mirroring the region overall. Vacancy remains low at under 5%.

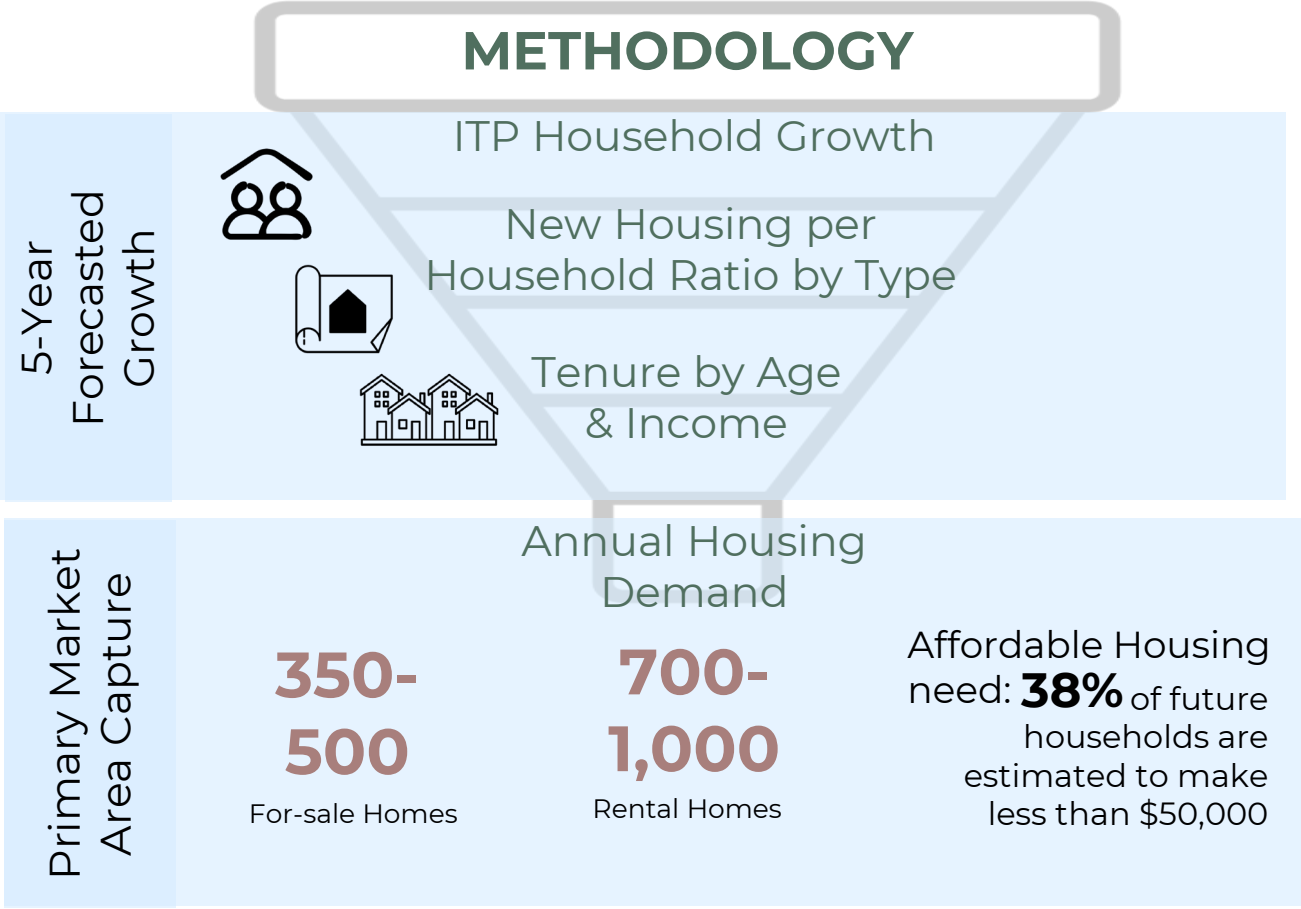
Office rents have approached Intown Atlanta averages, though vacancy is currently 23%.

### INDUSTRIAL

There have been more demolitions of industrial than new deliveries as redevelopment of land to higher and better uses has occurred.

Similar to retail, rents have recorrected from post-pandemic peaks and are on par with Intown Atlanta. Vacancy, however, sits at 20% today compared to 10% for the ITP Industrial market.

# Residential Demand



# Residential Demand

## For-sale Housing Typologies



**Urban Townhome**

**Stacked Townhome**

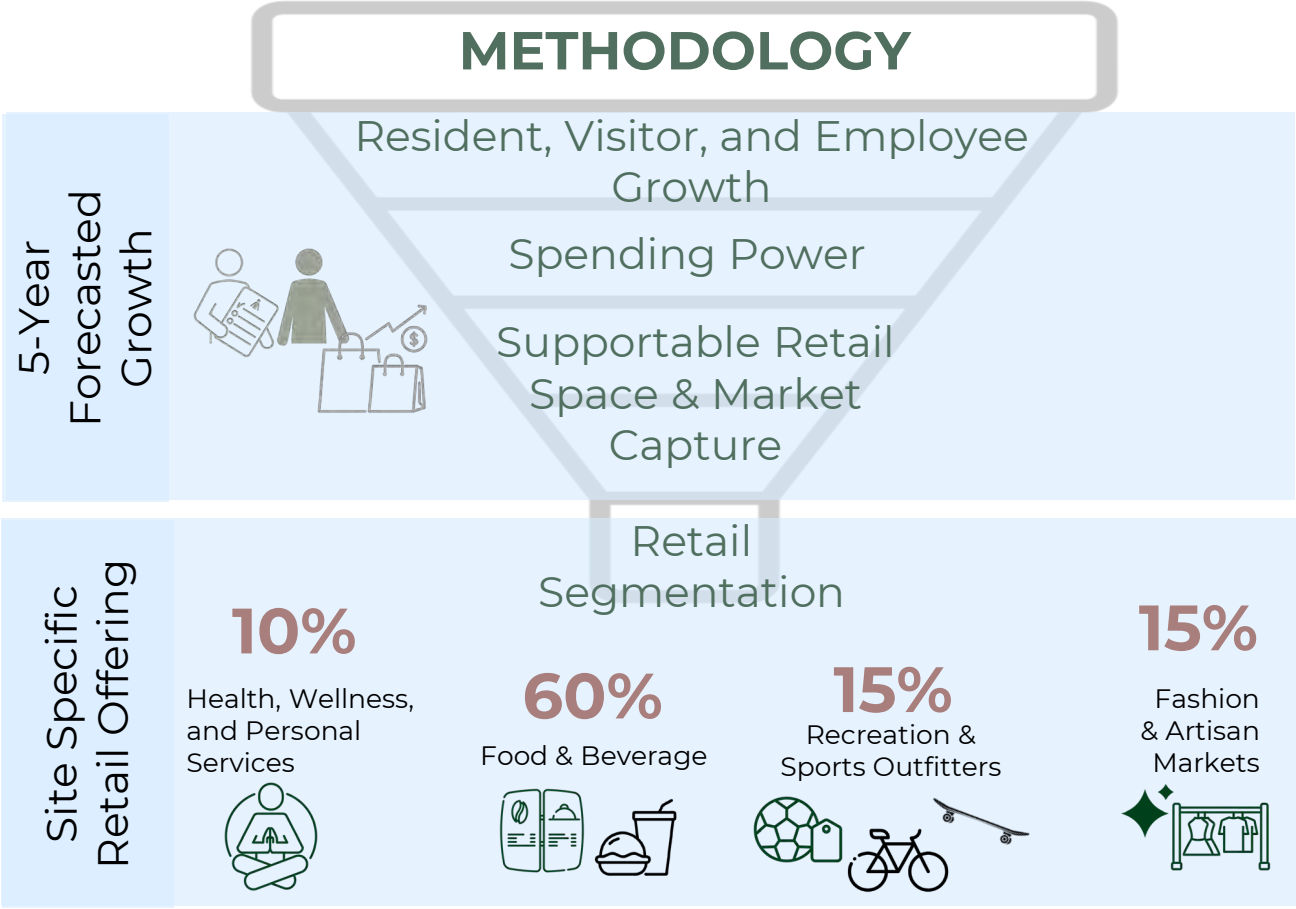
**Multiplex**

**Stacked Flats**

SIZE	1,000-1,600 SF	900-1,400 SF	500-900	500-1,100
LAYOUT	2-3 Bedroom 2.5-3 Bath	2-3 Bedroom 2.5 Bath	Studio-2 bedroom 1-2 bath	Studio-2 bedroom 1-2 bath
FEATURES	3-4 story, garage or covered bay parking, consider rooftop potential	2-story, Pairs well with mixed-use	Optimize courtyards, consider a mix within townhomes	Pairs well with mixed-use over retail or office, optimized balcony space where possible



# Retail Demand

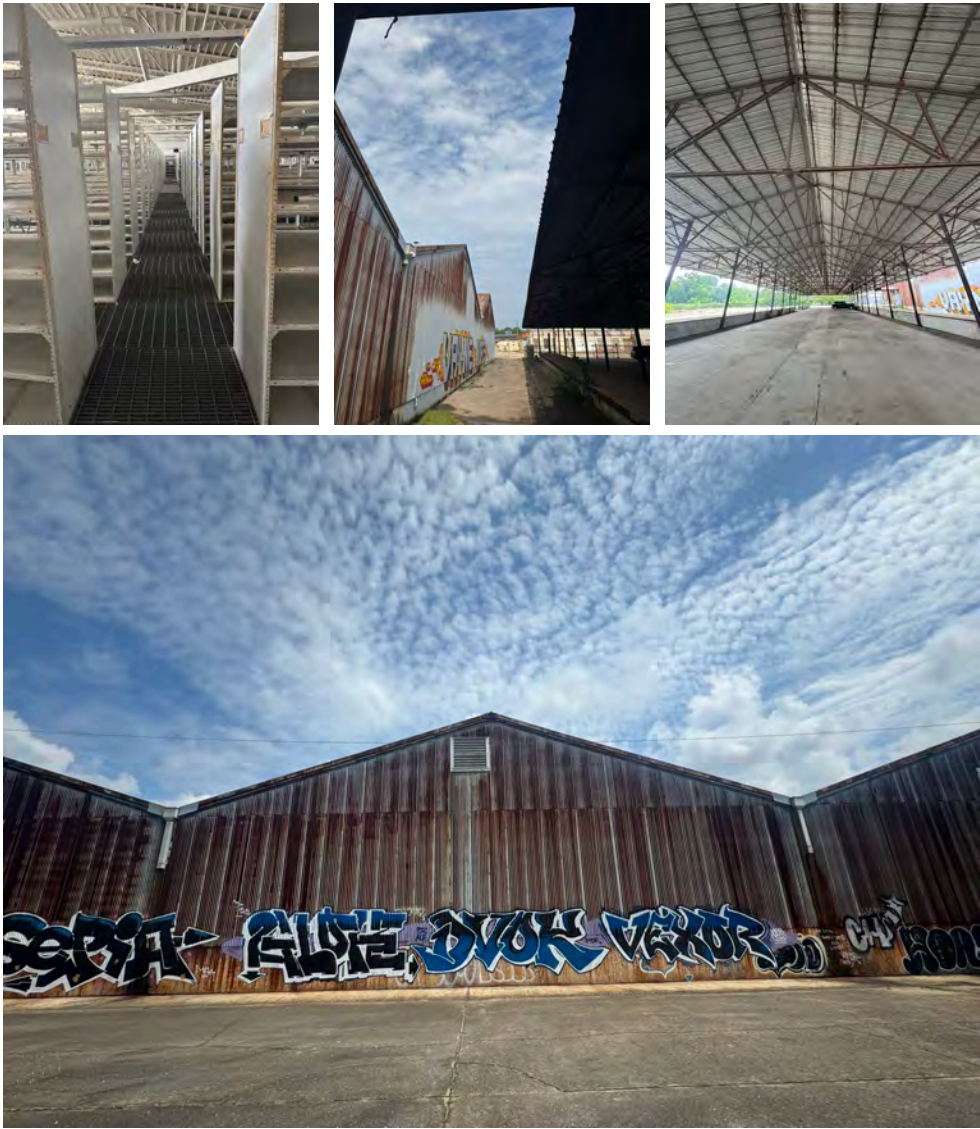
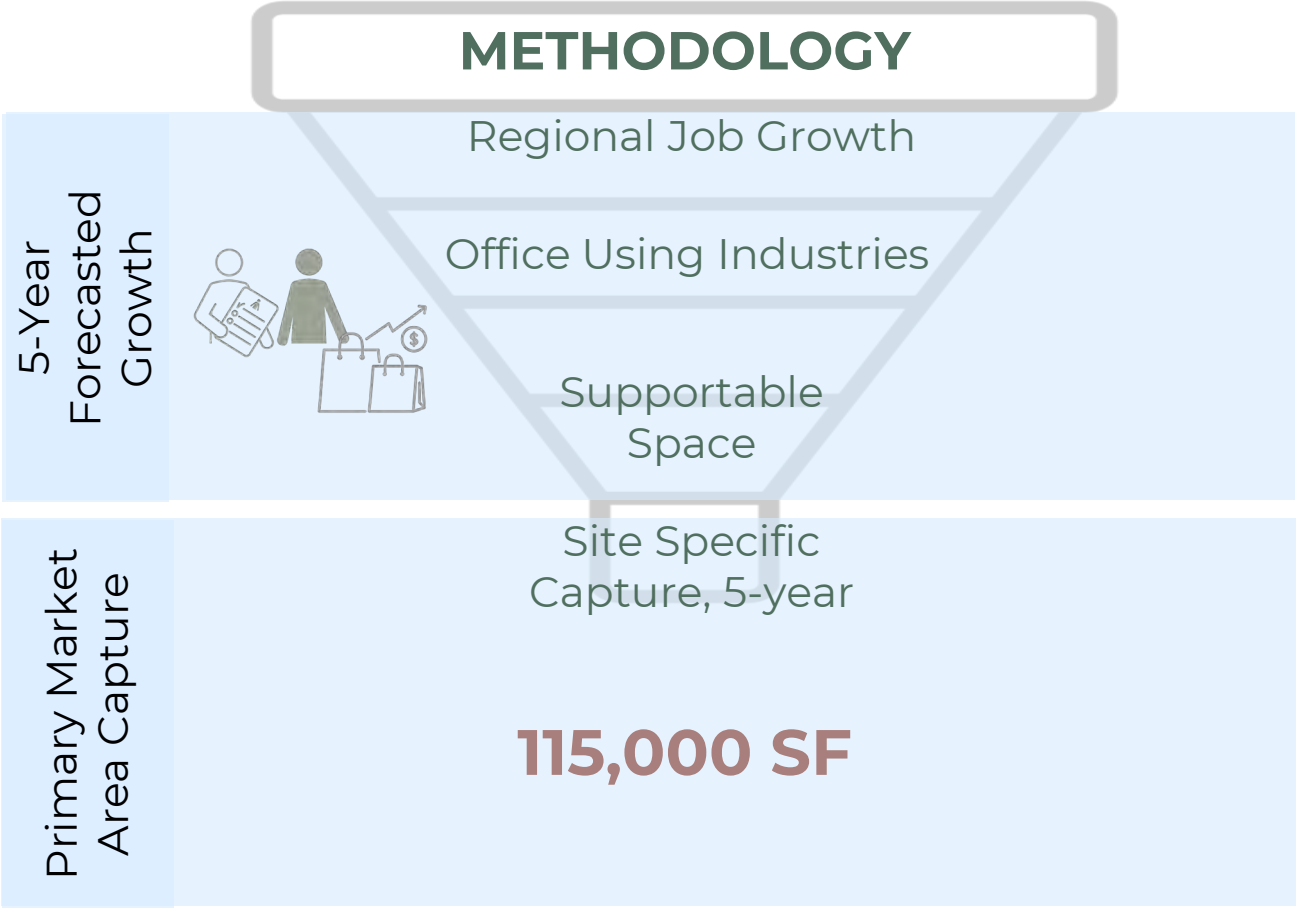


Potential Retail Activation, Programming, and Light Industrial Synergy





# Office Demand



# Industrial Potential

## Industrial Flex Zoning - IX

### What is the purpose of Industrial Flex Districts?

- Support a mix of light industrial, employment, and commercial uses
- Contribute to job creation and economic vitality
- Allow compatible non-industrial uses and accommodate evolving business models and support workforce

According to the current Zoning 2.0 draft, a 10–15-acre site will require a **minimum of 20%** industrial and a **maximum of 125,000 SF**.

Potential Mix to meet Requirements



Potential Mix to meet

### What qualifies as an industrial use?

- Industrial Uses (except self-storage)
- Animal care
- Artisan workshop
- Wholesale bakery, catering, commercial kitchen
- Trade school/educational institute related to industrial use
- Day care
- Grocery store
- Indoor farming/hydroponics
- Related office (printing, maintenance, mailing)
- Live-work
- Personal Repair Services
- Medical lab
- Brewery, distillery, or winery

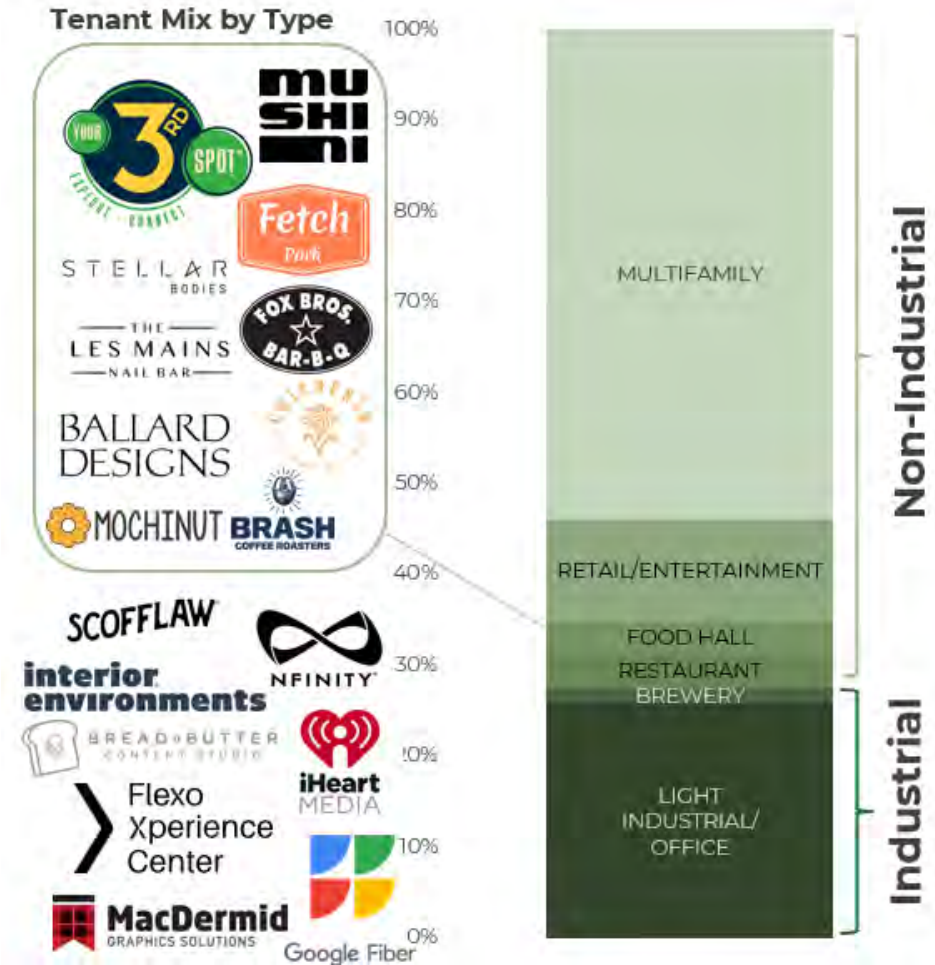
# IX Analogues

## Industrial Flex

### LEE + WHITE



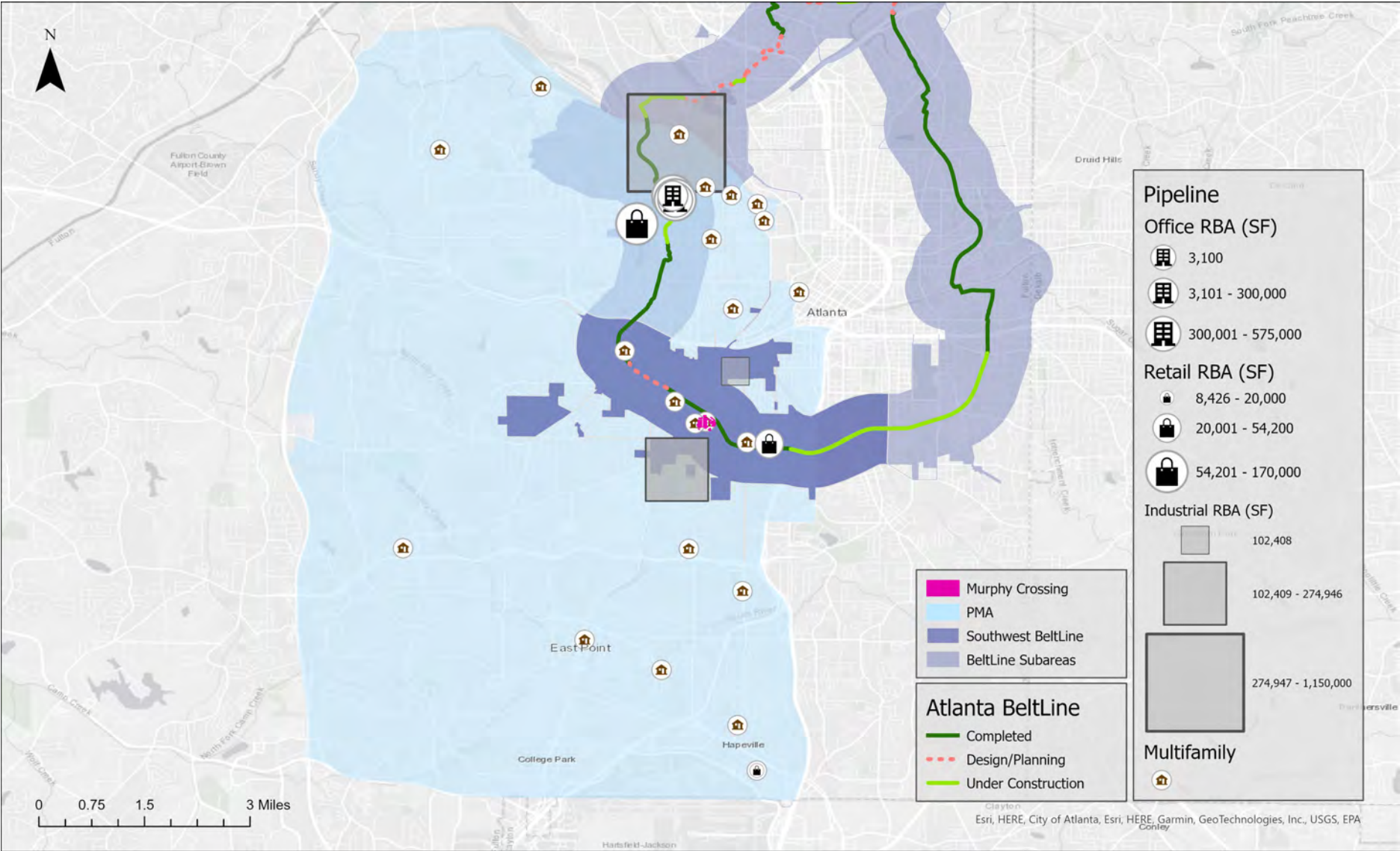
### CHATTAHOOCHEE WORKS





# Future Supply

## PMA Future Pipeline



**274,000**  
Square Feet of Retail

**445,000**  
Square Feet of Office

**11,400**  
Multifamily Rental Units

**300**  
For-Sale Units

Source: KBA Group, CoStar, Claritas



# Future Demand

## Phased Development



	RESIDENTIAL	COMMERCIAL	INDUSTRIAL
PHASE 1 2027-2029	190-240 Attached, For-Sale Units (19%-25% PMA Capture)	52,000 Square Feet of Office  71,000 Square Feet of Retail	
PHASE 2 2030+	385-550 Multifamily Rental Units (14%-20% PMA Capture)	64,000 Square Feet of Office  77,000 Square Feet of Retail	120,000 Square Feet of Light industrial

\* Demand projections represent the maximum potential for full build-out. Consider this the development ceiling as the design and planning will further shape the final program. \*

Source: KBA Group, CoStar, Claritas



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# Conceptual Site Plan Overview

Perkins&Will



# A COMMUNITY VILLAGE

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Murphy Crossing Site





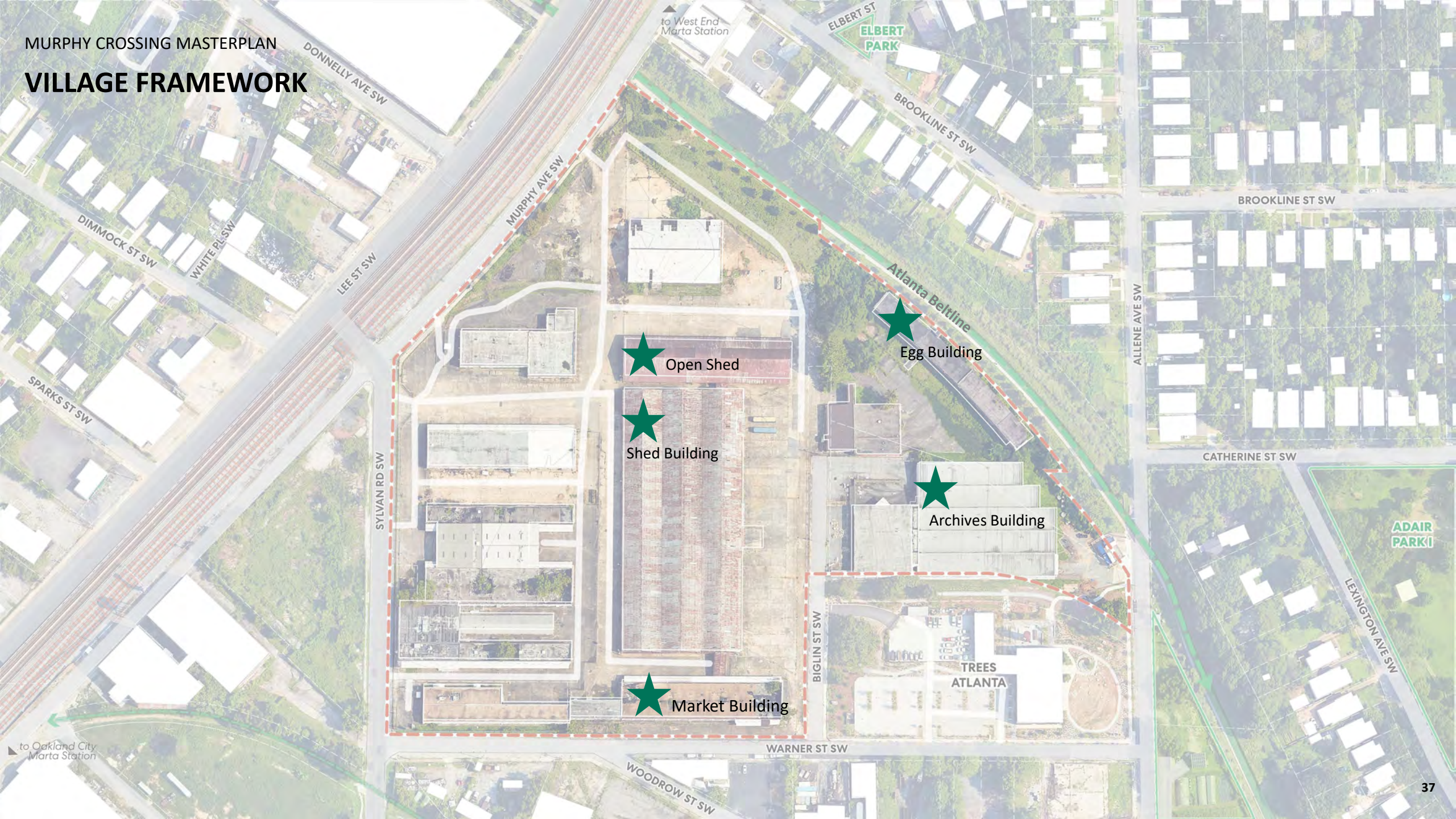
MURPHY CROSSING MASTERPLAN

Existing Conditions  
Built Environment



MURPHY CROSSING MASTERPLAN

# VILLAGE FRAMEWORK





MURPHY CROSSING  
VILLAGE FRAMEWORK





Site Opportunities

BELTLINE EXPERIENCE

Gathering & City Life

Gateway & Civic Heart – a Porch for People-watching

Water, Nature & History

Industrial Remnant & Stormwater Garden

Growing, Gardening & Community

Neighborhood Front Door

Murphy Avenue

Sylvan Drive

Warner Street

Allene Avenue

Atlanta Beltline

POSSIBLE GATEWAY?

MURPHY GATEWAY

LEAF STORMWATER GARDEN

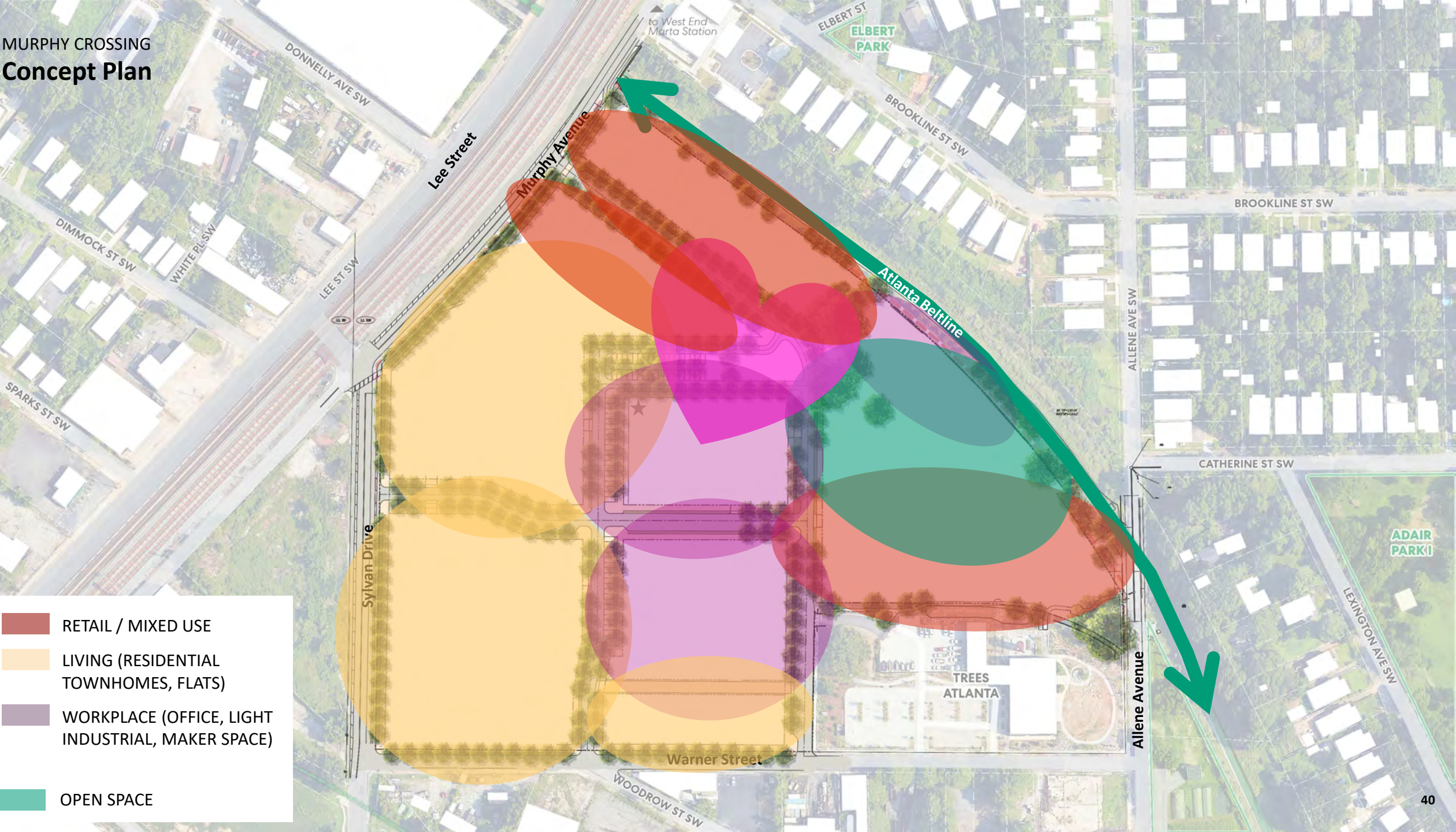
TREES ATL

ADAIR PARK

FARM



MURPHY CROSSING  
Concept Plan



- RETAIL / MIXED USE
- LIVING (RESIDENTIAL TOWNHOMES, FLATS)
- WORKPLACE (OFFICE, LIGHT INDUSTRIAL, MAKER SPACE)
- OPEN SPACE



MURPHY CROSSING

## Concept Rendering

Looking southwest





MURPHY CROSSING

## Concept Rendering

Looking southwest



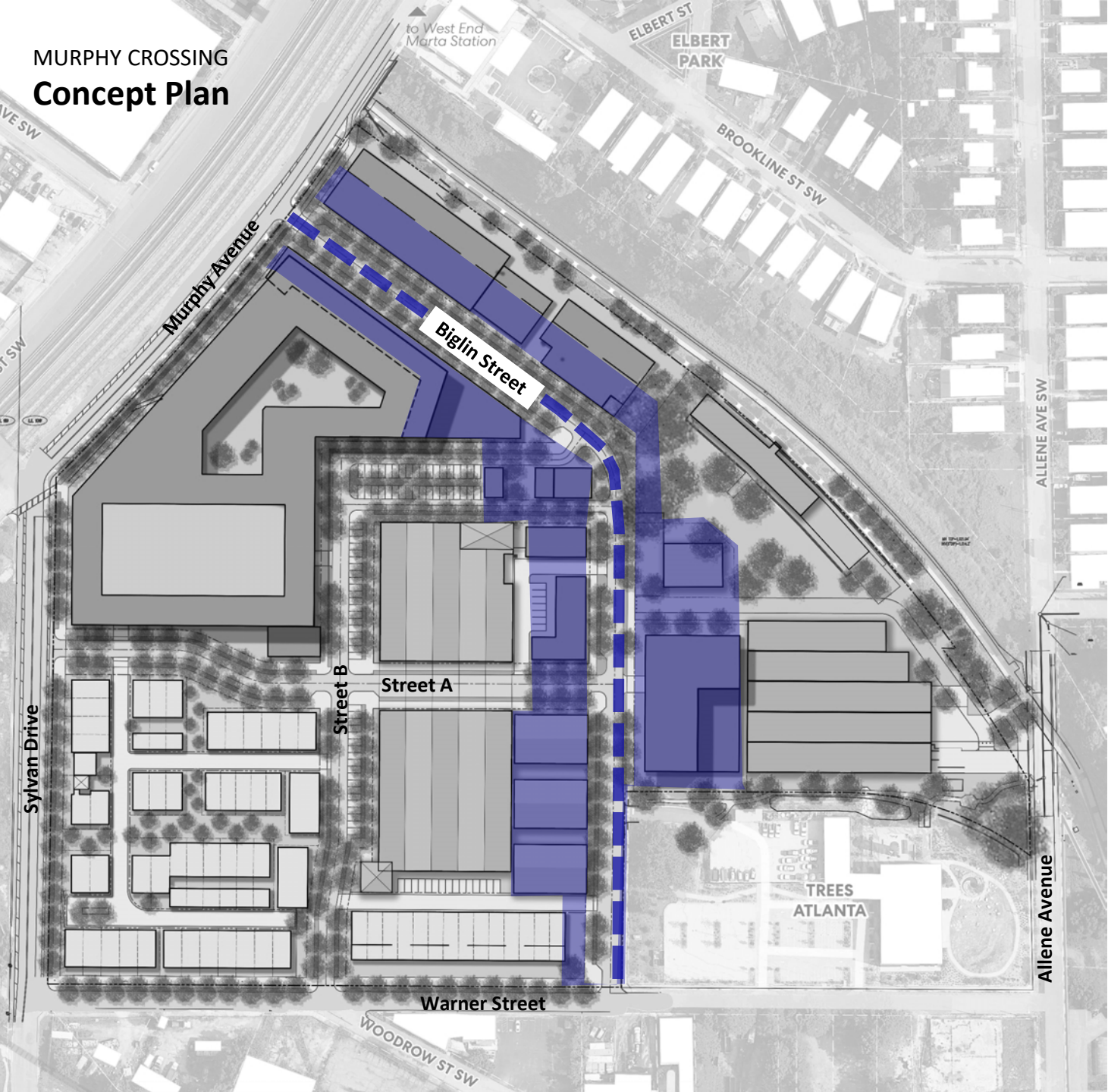
**Industrial Remnant  
& Park**

**Neighborhood Front  
Door**

**Gateway & Civic Heart –  
a Community Porch**

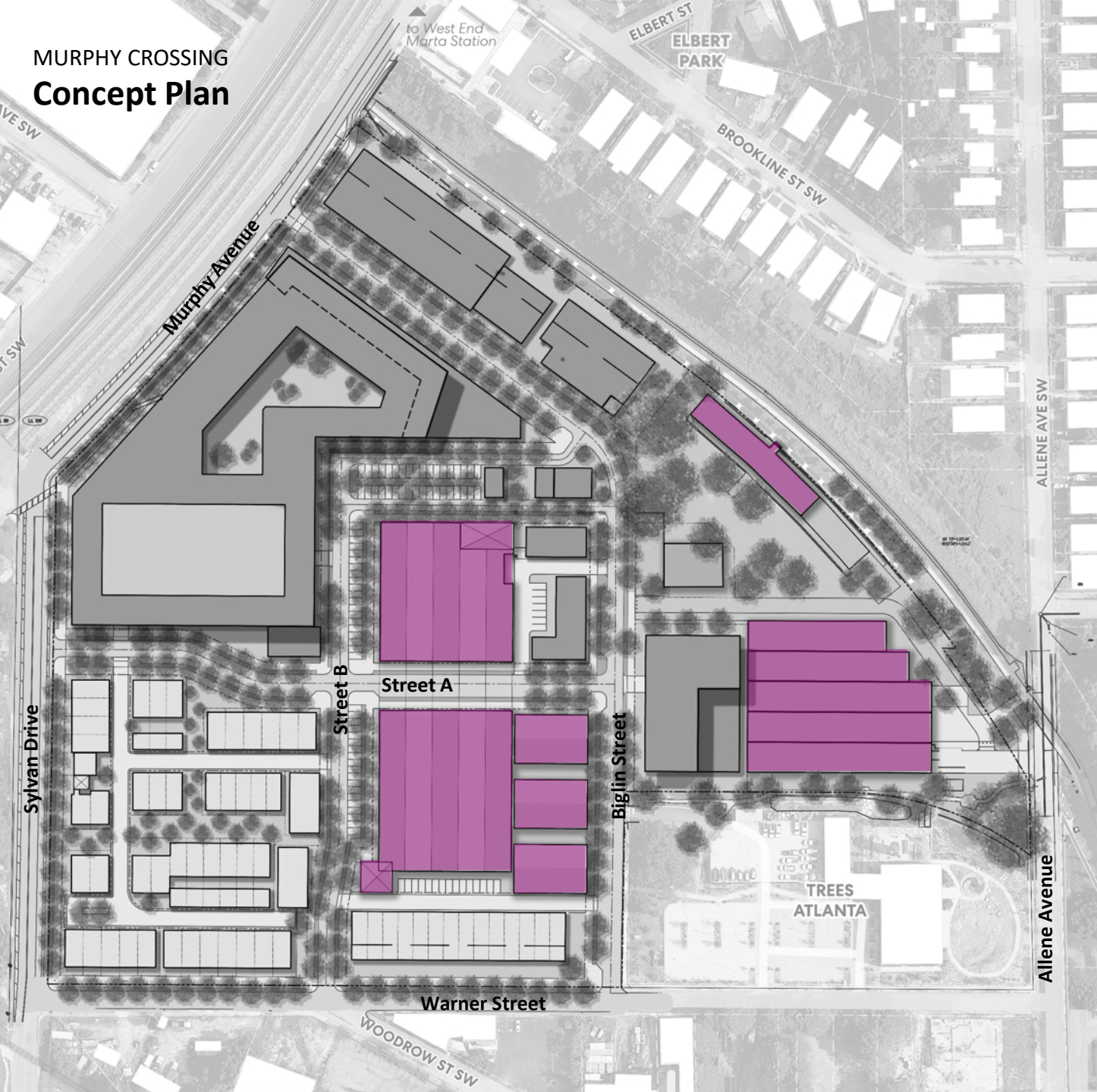


MURPHY CROSSING  
Concept Plan



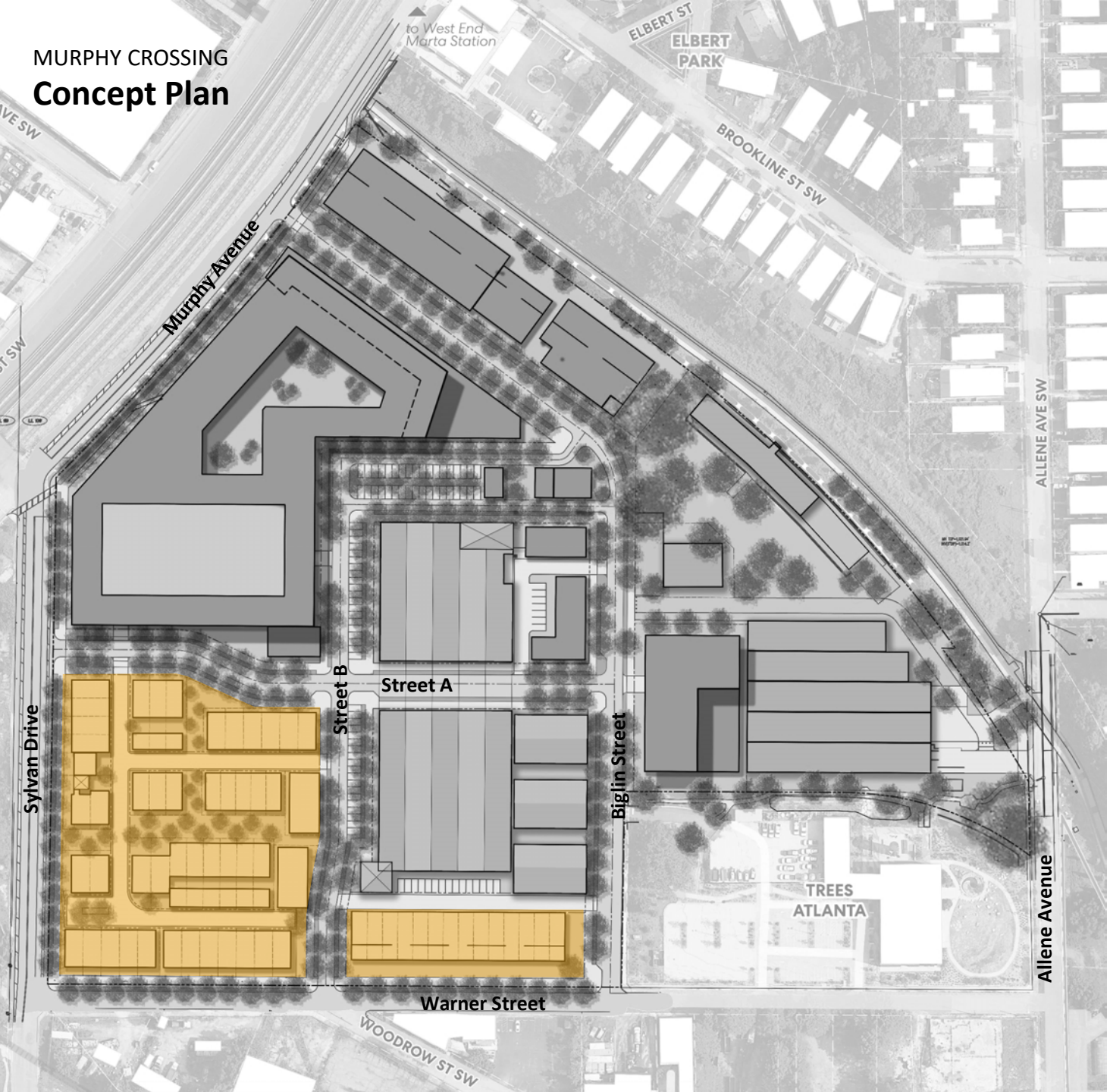


MURPHY CROSSING  
Concept Plan





MURPHY CROSSING  
Concept Plan





MURPHY CROSSING

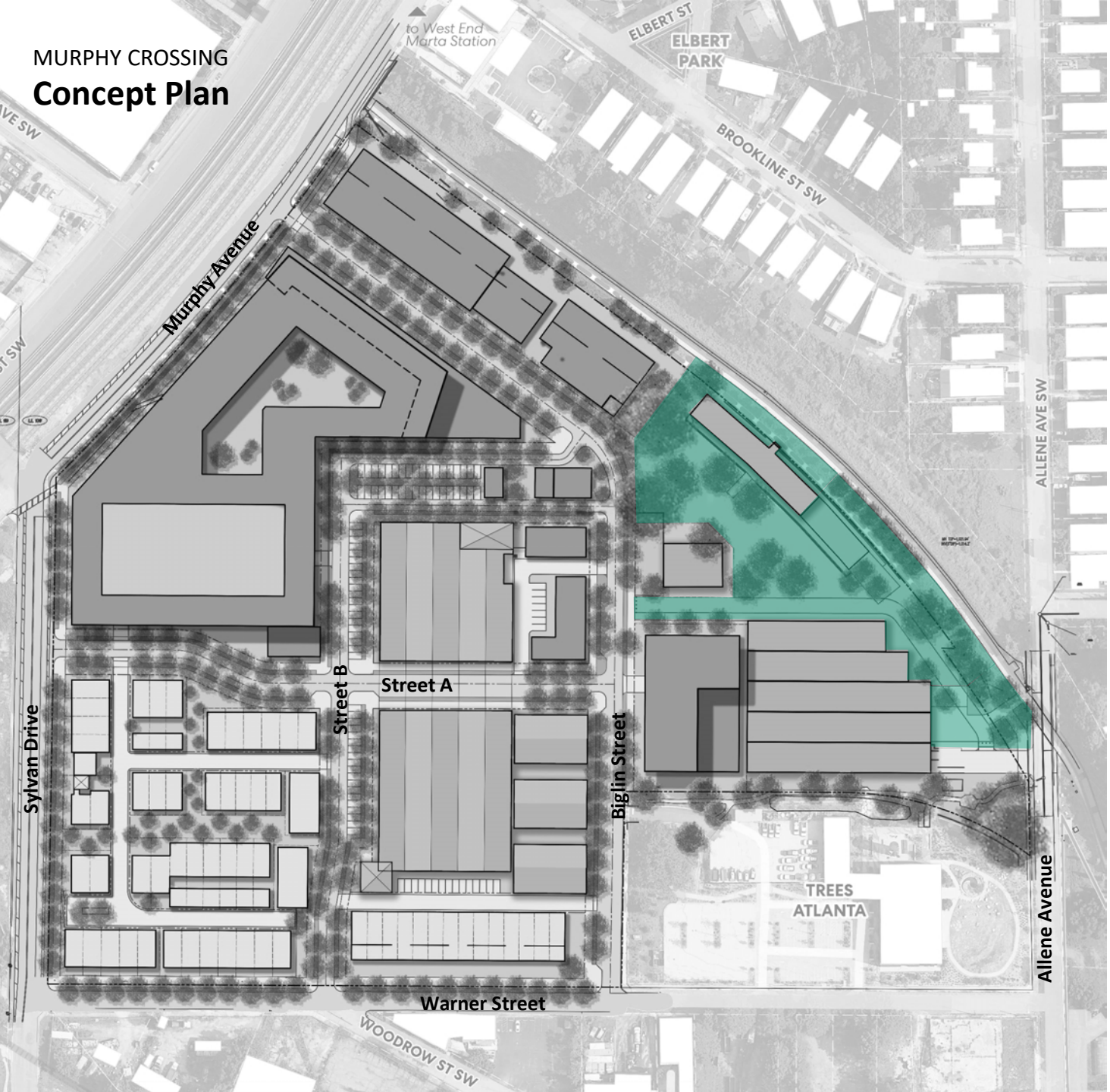
## Concept Rendering

Looking East



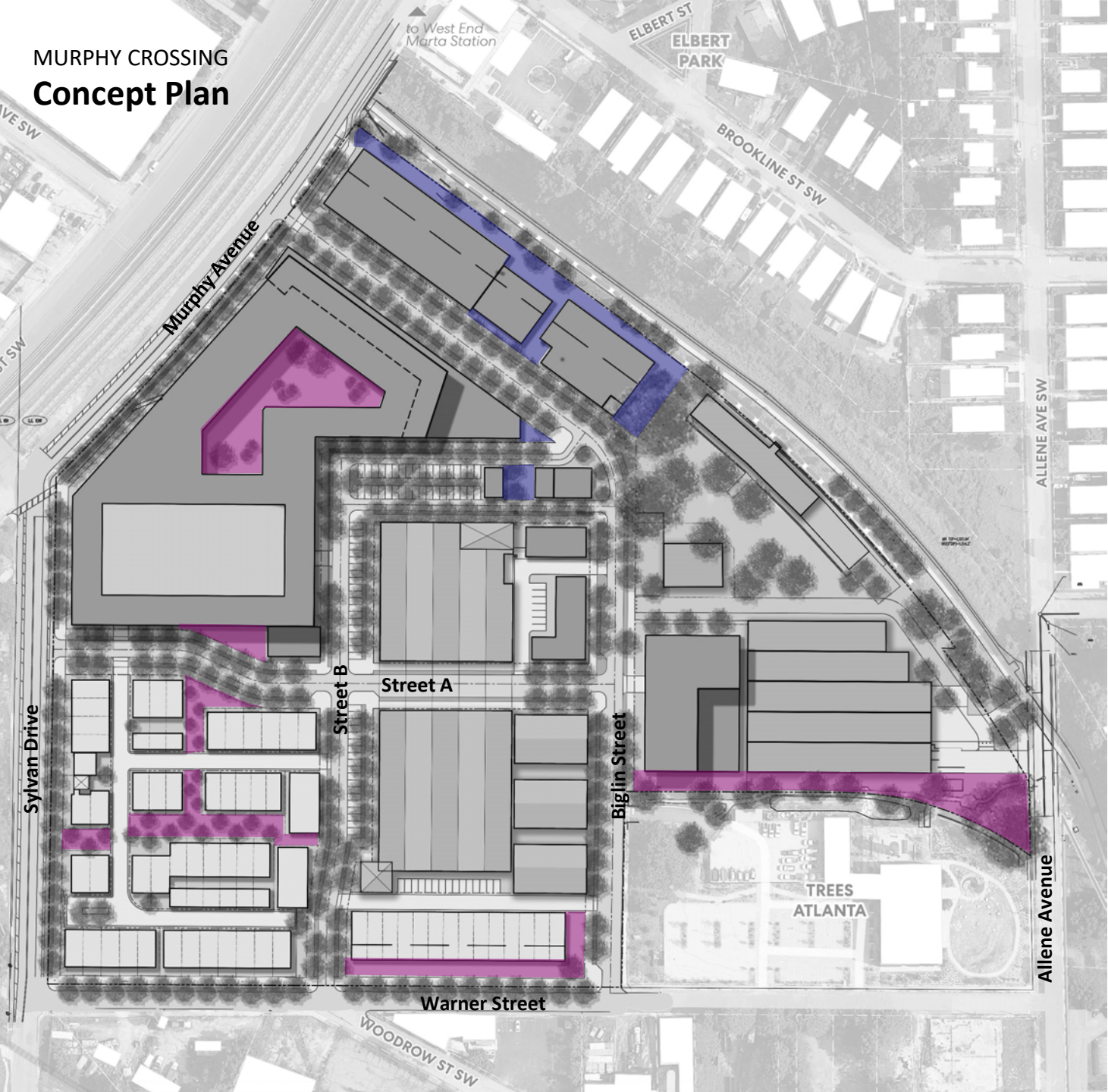


MURPHY CROSSING  
Concept Plan





MURPHY CROSSING  
Concept Plan

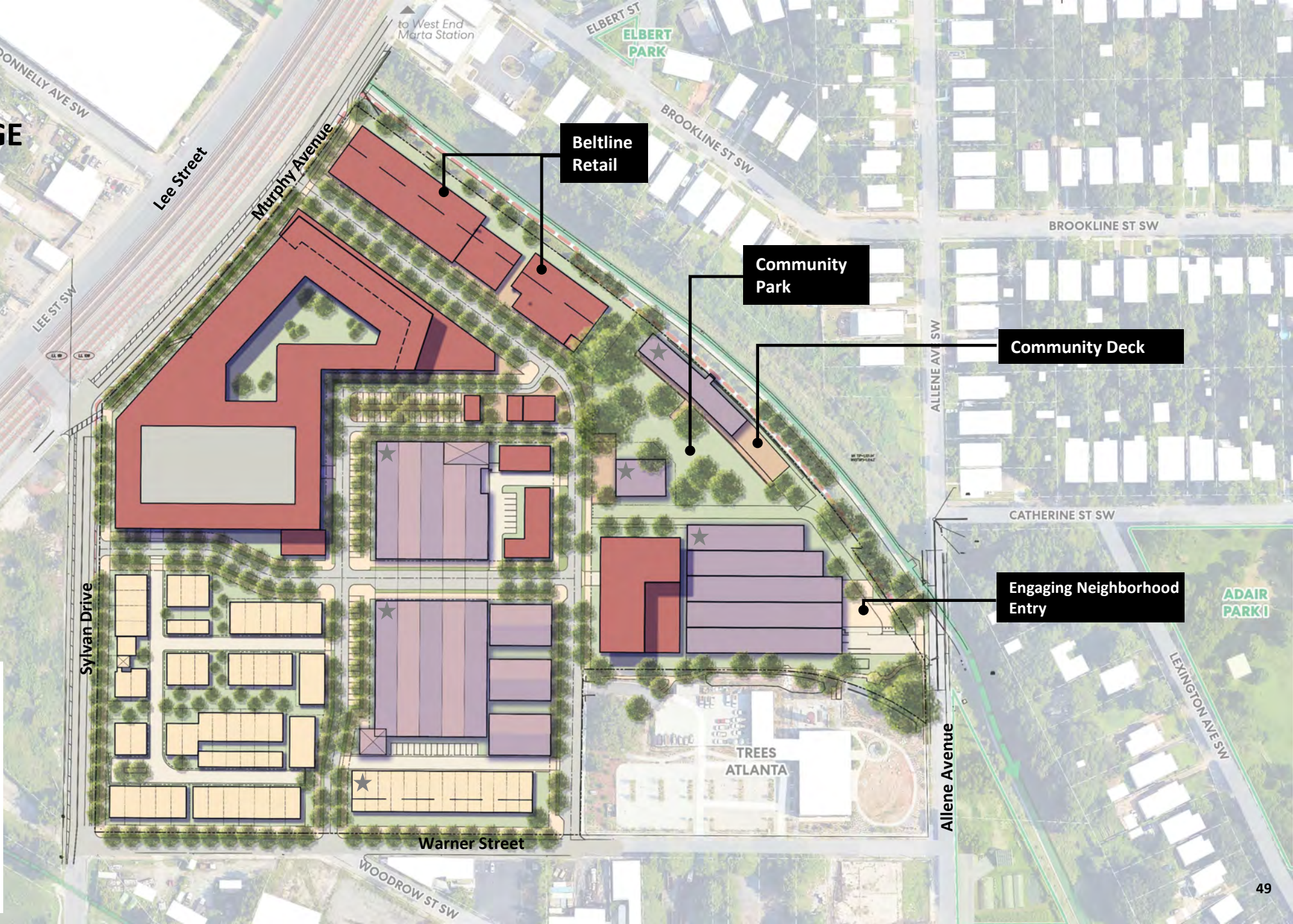




MURPHY CROSSING  
Concept Plan  
A COMMUNITY VILLAGE

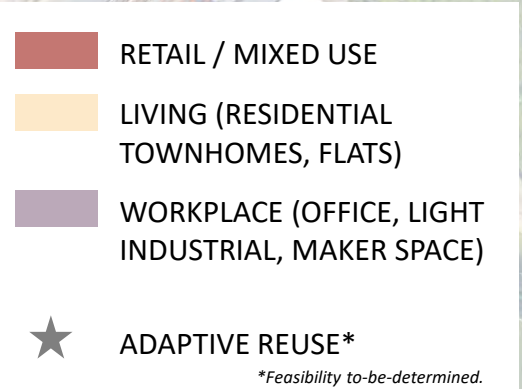
- RETAIL / MIXED USE
- LIVING (RESIDENTIAL TOWNHOMES, FLATS)
- WORKPLACE (OFFICE, LIGHT INDUSTRIAL, MAKER SPACE)

★ ADAPTIVE REUSE\*  
\*Feasibility to-be-determined.



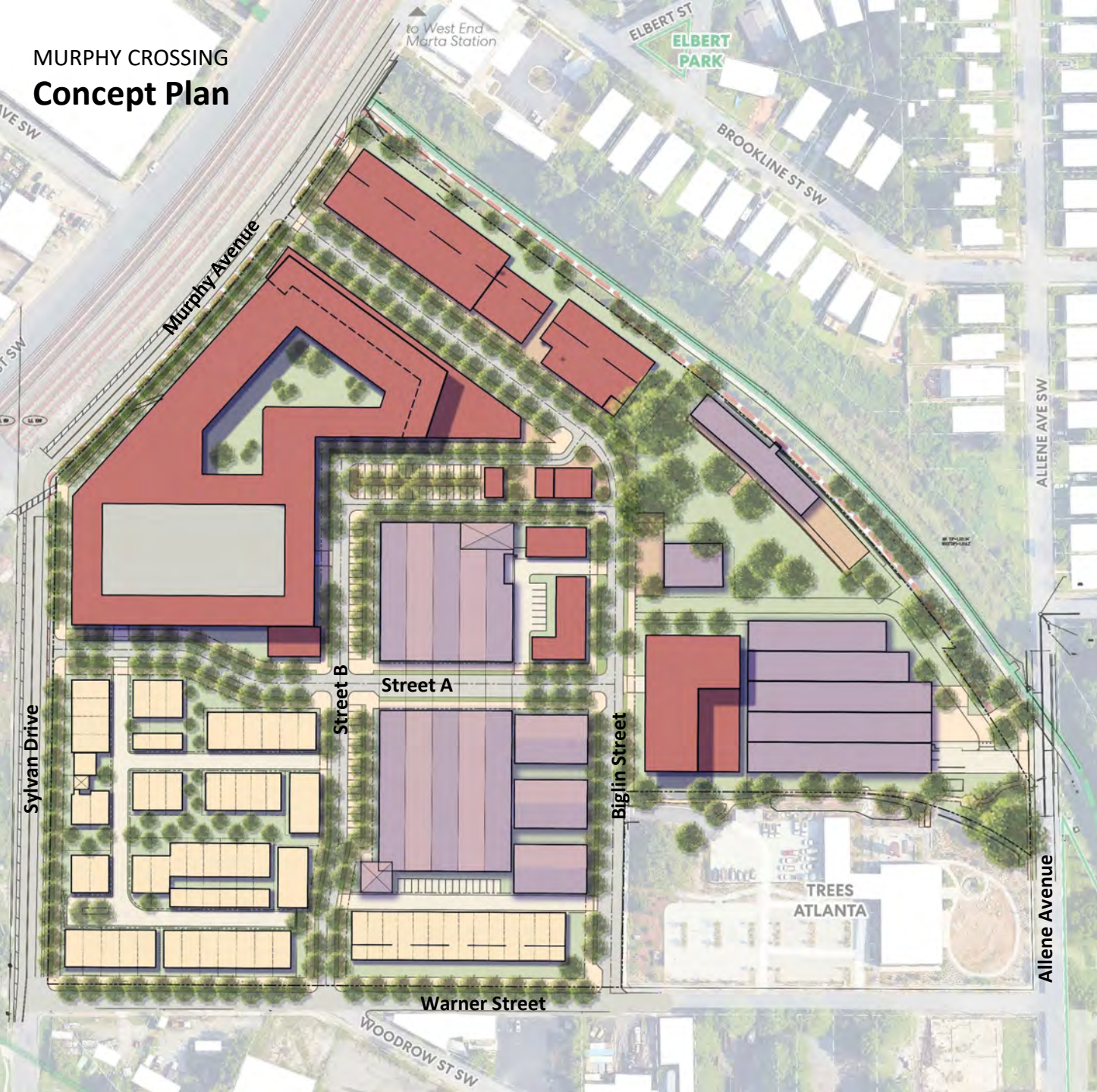


# A COMMUNITY VILLAGE





# MURPHY CROSSING Concept Plan



## Land Use Data Conceptual

**Residential.....702 units**  
**Non-Residential.....282,861 SF**

**Open Space\* .....~8 AC**

\*As defined by Beltline Overlay District.

### Residential

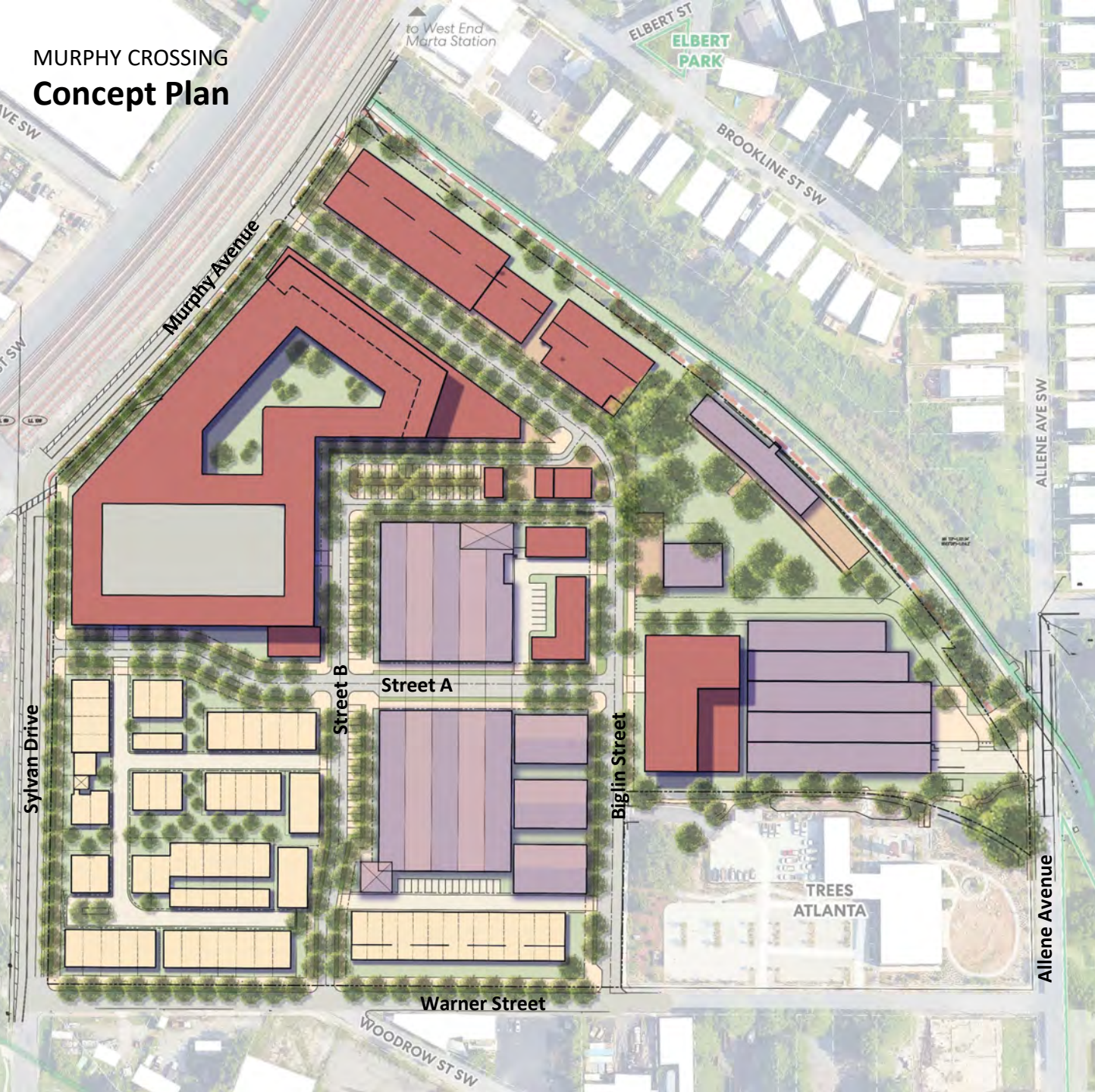
- Multi-Family.....509 units
- Flats.....169 units
- Townhouse.....24 units

### Non-Residential

- Retail.....~78,961 sf
- Light Ind./Commercial/Office.... ~203,900sf



## MURPHY CROSSING Concept Plan



## Parking Approach Conceptual

**Total Parking = 1,156 Spaces**

*Parking Breakdown*

*Off-Street = 967 Spaces*

*On-Street = 189 Spaces*

### Residential Parking

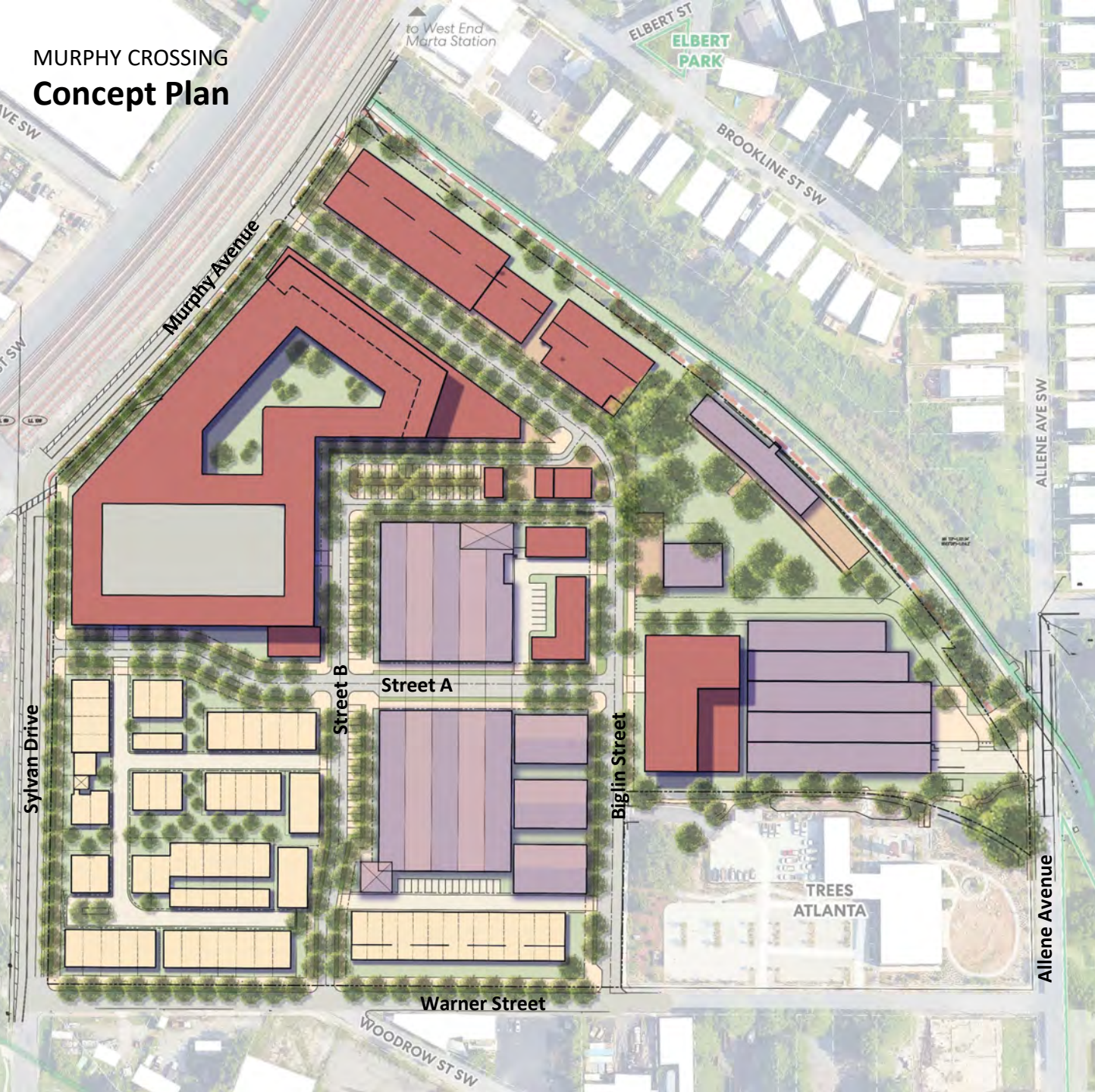
- TH units are self-parked at 2 per unit
- Flats utilize on-street parking
- Multi-family utilize structured parking at a ratio of 1.25 per unit.

### Non-Residential Parking

- Structured parking - limited availability
- On-street convenience parking
- At this stage, a 3 spaces per 1,000 square feet ratio is utilized.



## MURPHY CROSSING Concept Plan



## Beltline Overlay Regulations Off-Street Parking

### Minimum Parking

- Commercial Food Preparation, Delivery-based commercial kitchens, and Eating and Drinking Establishments shall be determined by the underlying zoning

### Max Parking – Residential

- One space per each 1-bedroom unit
- Two spaces per each two or greater bedroom unit

### Max Parking – Non- Residential

- 10 spaces greater than base minimum,
- OR 25% greater than the base zoning.
- When base has no min. requirement, 3.3 spaces per 1,000 square feet of floor area shall be used to determine conformance.



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# Next Steps



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# Next Steps

Submit Revised Site  
Plan for Rezoning  
(CoA)  
(Oct.-Nov. 2025)

Submit DRI Package  
(GRTA & ARC)  
(Nov. 2025)

Next Study Group  
Meeting  
(Winter/Spring 2026)





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# Questions and Conversation

# Discussion Question #1

**What is the most important land use to you in the Murphy Crossing Redevelopment?**

- Residential (Townhomes, Flats, Multifamily)
- Retail (Shops, Restaurants)
- Office/Commercial
- Light Industrial (Small scale manufacturing, packaging, etc.)
- Green/Open Space





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# Discussion Question #2

**Which types of green space features would be most beneficial to the community?**

- Playground or family-friendly areas (i.e. dog park)
- Native landscaping and pollinator gardens
- Amphitheater or event space
- Walking/biking trails
- Community garden
- Shaded seating & gathering areas



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# Discussion Question #3

**What type of features would you like to see at the Allene Ave corner of the Murphy Crossing site?**

- Plaza/gathering spot with public art
- Native landscaping – similar to the front of Trees Atlanta
- Parking for micro-mobility options (bikes, scooters)
- Small-scale retail, micro-retail or pop-up shops





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# Discussion Question #4

**How well does Murphy Crossing conceptual site plan meet your expectations? Consider the following identified community priorities:**

- ✓ New residential options (townhomes, multifamily, affordable units)
  - ✓ Retail and commercial space for local businesses
  - ✓ Green space and park amenities
  - ✓ Improved connectivity to the Beltline, adjacent streets, and key intersections
  - ✓ Job creation and economic development
  - ✓ Community gathering spaces and public art
- 
- Above my expectations
  - Meets my expectations
  - Below my expectations



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# Discussion Question #5

**Do you have any other questions or comments about the site plan that you'd like to share with the Beltline?**





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# Hybrid Meeting Question & Answer

## 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 only available for 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.





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# Poll Question #6

**Was the information presented tonight helpful?**

- Yes
- No
- No opinion





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# Poll Question #7

## Did you learn something new?

- Yes
- No
- More clarification would be helpful



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# Contact Information

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