



356 University Avenue

Redevelopment Master Plan

July 2025

Prepared by:





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Purpose & Process

Introduction

As part of its commitment to equitable development, the Atlanta Beltline Inc. (ABI) acquired 356 University Avenue in 2023 as the next piece in its development portfolio. Located in the Pittsburgh neighborhood, this vacant 13.7-acre site sits directly adjacent to Pittsburgh Yards and on the Atlanta Beltline Southside Trail.

The site’s location is well-positioned for future success. In addition to its Beltline access, nearby Metropolitan Parkway links the area to Downtown Atlanta. Also, the site is less than half a mile to I-75/I-85, providing access to the entire Atlanta region.

This master plan creates a vision for the property that maximizes its potential—grounded by ABI’s goals for equitable development, community desires, and current conditions. The design is context sensitive, relating to the surrounding neighborhood and Pittsburgh Yards. The remainder of this chapter describes the background of the master planning process, establishing the site’s context and summarizing community engagement. The next chapter dives into existing conditions, assessing the site’s planning context, physical conditions, and market realities that influence the site’s design. Together, this culminates in the concept plan that establishes the site’s development vision.



Pittsburgh Neighborhood

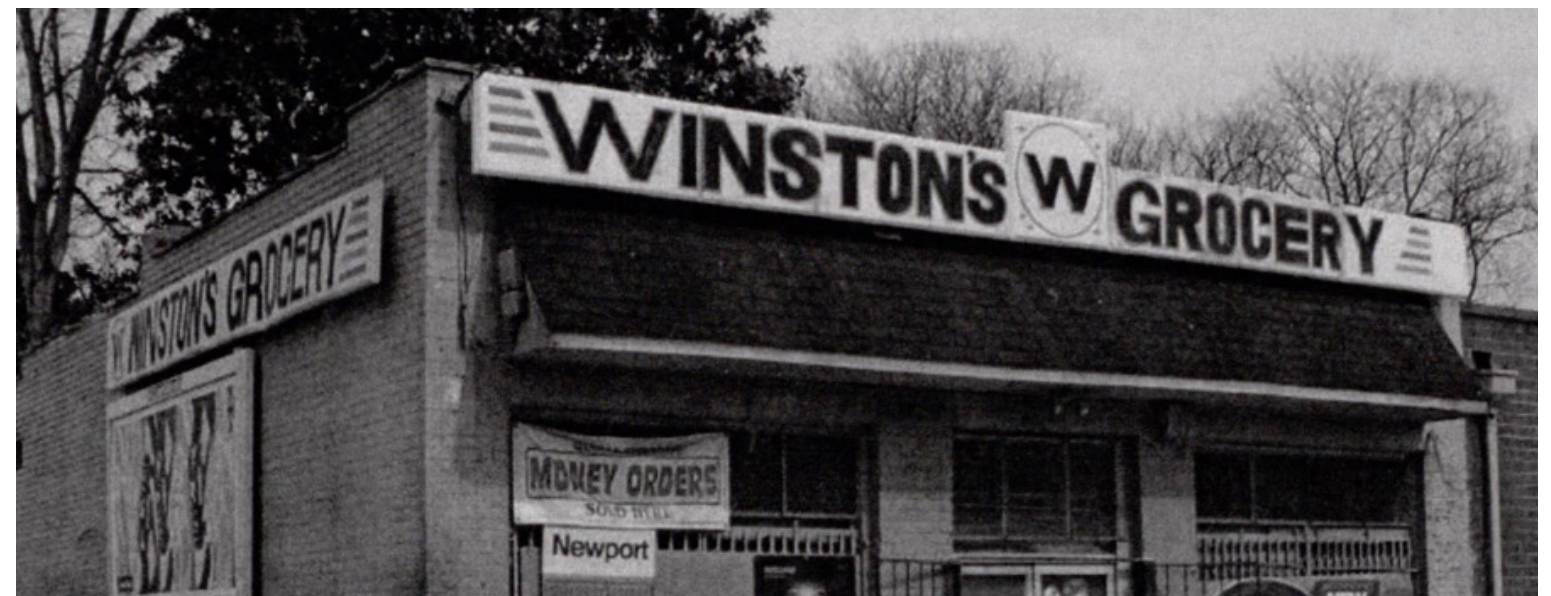
The site sits at the southern end of the Pittsburgh neighborhood, in Neighborhood Planning Unit (NPU) V. Shown on the map on the next page, Pittsburgh is surrounded by Mechanicsville, Peoplestown, Capitol View, and Adair Park. In all, Pittsburgh is situated in southwest Atlanta that has a long history of disinvestment.

Pittsburgh's name reflects its industrial history as a working-class, black neighborhood. Settled post-Civil War by formerly enslaved people, the neighborhood was home to steel and railroad workers given its proximity to active rail yards. In the following decades, the neighborhood became a thriving community of Black-owned businesses and churches. Due to discriminatory policies and practices like redlining and urban renewal, the Pittsburgh neighborhood deteriorated from the 1960s onward. By end of the 20th century, Pittsburgh had lost more than half of its population, and suffered from high rates of poverty and unemployment.

In the most recent decade, Pittsburgh and its neighboring communities have witnessed a resurgence, largely due to the major public investment of the Atlanta Beltline. While reinvestment is welcome, longtime residents and business owners are being priced out of these historically affordable and diverse communities. Through real estate acquisitions and development, ABI is committed to addressing these inequities and invests in community-serving projects, particularly to create and maintain housing and commercial affordability near the Beltline.



McDaniel Street in Historic Pittsburgh circa 1950s; Source: Pittsburgh Neighborhood Association



Winston's Grocery on Rockwell St; Source: Georgia State University Digital Library

Pittsburgh Yards

The site's neighbor—Pittsburgh Yards—is a catalytic, multi-phase redevelopment led by the Annie E. Casey foundation. Through several years, the foundation engaged the community on how to best redevelop the neighboring site to truly serve the community. As a result, Pittsburgh Yards works to create more equitable career, entrepreneurship and wealth-building opportunities for Black residents in the surrounding communities of NPU V.

Vision

To achieve the mission of Pittsburgh Yards, it established a vision that relies on four pillars:

1. Catalyze living-wage employment, long-term career and entrepreneurship opportunities for local residents, including parents with young children, young adults, and those in need of second chances
2. Use design, streetscape, and landscaping techniques to encourage community engagement and innovation
3. Incorporate sustainable design principles and best practices for energy and water efficiency
4. Cultivate local benefits, such as access to the Atlanta Beltline, healthy foods, green space, community gathering space, and arts and culture.



The Nia Building

At the center of the development's initial phase, the Nia Building operates out of an adapted former trucking terminal to serve as a multipurpose community hub aimed at supporting community entrepreneurs and artists. It offers leasable workspaces, maker spaces, an amphitheater, apartments, shared kitchen, and the African Diaspora Art Museum of Atlanta (ADAMA).

Some current businesses include:

- Jayida Ché Herbal Tea Spot - headquarters and wholesale space
- Weathered Not Worn - sustainable clothing
- Nyota Melanie - independent fashion
- Cam Swank - African fashion
- The Happy Black Parent - fun, interactive learning



Container Courtyard

To further support entrepreneurs and local, small businesses, Pittsburgh Yards now features a budding “Container Courtyard” surrounding the Nia Building. There, entrepreneurs operate retail space in repurposed shipping containers.

Current businesses include:

- Pink Pothos – a black-owned, Atlanta-based houseplant retail store
- Aztec Cycles – a black-owned bicycle retail, rental, and repair shop
- Fortas Homes – developer/builder of affordable in-fill homes

Later phases present additional opportunities for equitable development on the remaining five pad sites.

Relationship to 356 University Avenue

Purchased from the Annie E. Casey Foundation, the 356 University Avenue property originally was part of Pittsburgh Yards. Now owned by ABI, 356 University Avenue presents an opportunity to build upon Pittsburgh Yards vision and create thoughtful, equitable development—one that complements the mission and style of Pittsburgh Yards. Driven by extensive public engagement, this redevelopment master plan will guide the development of affordable housing, affordable commercial space, and job opportunities steps from the Atlanta Beltline.



Photo source: PittsburghYards.com

Engagement Approach

The Atlanta Beltline has its origins in the grassroots efforts of community members, and it was critical that public involvement played a prominent role in shaping and defining the plans for this site. To enable the creation of the 356 University Avenue redevelopment plan, ABI's community engagement team ensured the community stayed informed and actively involved in the planning and design of this site.

Methodology

ABI's engagement team's strategy included regular meetings as well as more targeted engagement methods to reach both the Pittsburgh neighborhood and also the broader south side and west side communities. ABI regularly convened community members through two channels: **stakeholder advisory committee** meetings and public meetings, aka **Southside Study Group** meetings. In addition to these regular touch points, ABI's engagement team conducted targeted outreach by attending community meetings, convening business advisory focus groups and surveys, and meeting with elected officials. A detailed timeline of these engagements is illustrated on the next page.

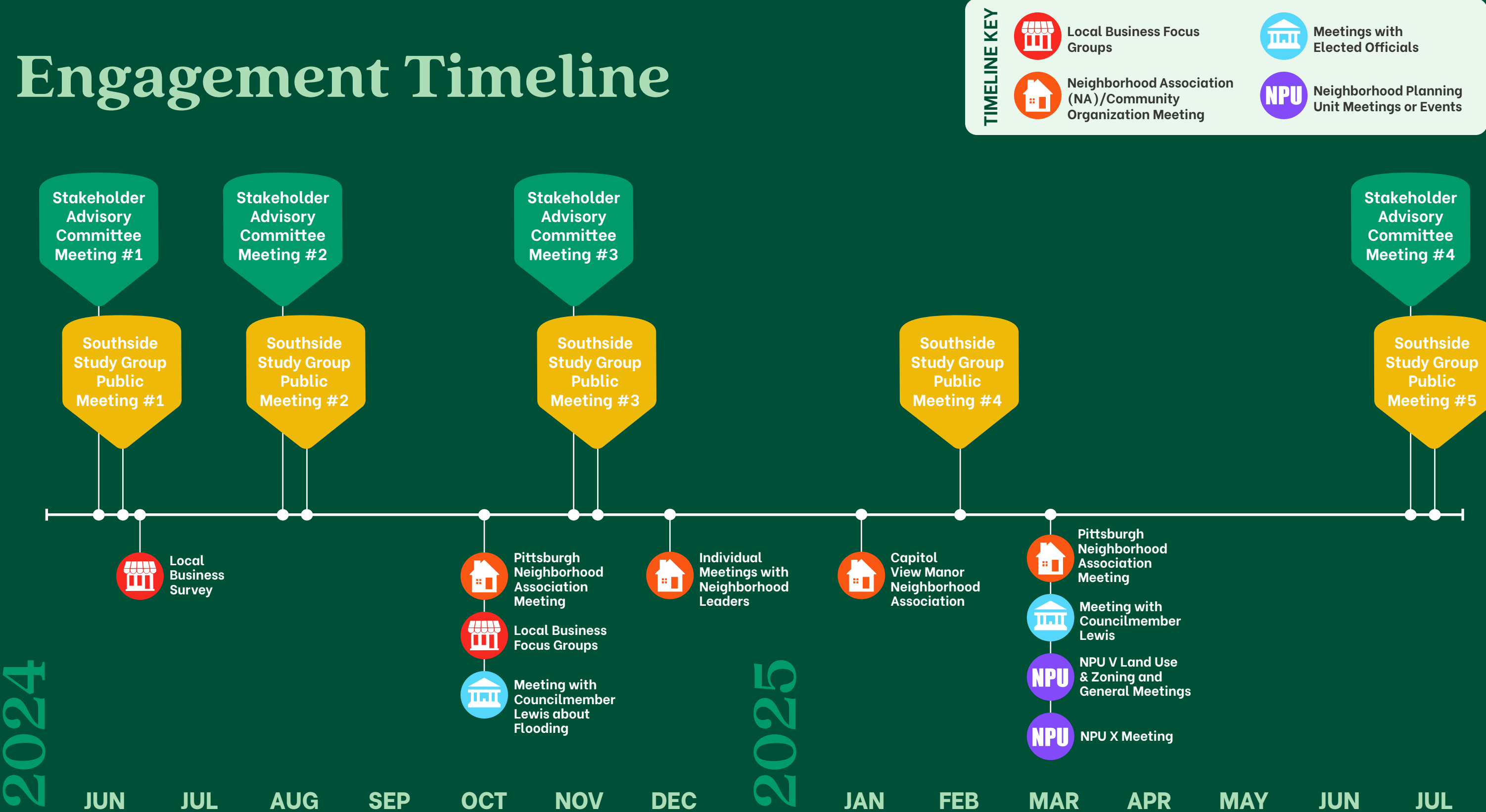
Participants

Attendees and participants of these engagement activities are listed below:

- Pittsburgh Neighborhood Association
- NPUs V, X, and Y
- Residents of Pittsburgh Neighborhood
- Capitol View Manor Neighborhood Association
- Capitol View Neighborhood Association
- Peoplestown Revitalization Corp
- Adair Park Today
- High Point Estates
- South Atlanta Civic League
- Residents of Chosewood Park
- Residents of Joyland
- Residents of Englewood Manor
- Residents of Grant Park
- Residents of Ormewood Park
- The Villages at Carver
- Sylvan Hills Middle School
- City of Atlanta
- Councilmember Lewis
- Annie E. Casey Foundation



Engagement Timeline



Key Themes

Several recurring themes from community engagement informed the site’s design and land use decisions as well as the future programming of the site.

Land Use & Site Design:

- Promote connectivity to street grid
- Include space for fresh food access/grocery
- Provide retail space
- Offer space for business services (e.g. office space)
- Accommodate light industrial uses, maker space
- Prioritize a mix of housing types with both single- family and multifamily
- Supply sufficient parking for both businesses and housing

Programming

- Secure a “big box” grocery store, farmers market, and/or neighborhood market
- Create “third spaces,” or places for people to gather, particularly entertainment-related
- Provide healthcare and wellness spaces
- Promote mix of market and affordable rental housing, potential for senior housing and homeownership opportunities
- Retain/create plenty of open green space
- Factor in workforce training opportunities, particularly for youth

Top Answers from Meeting Polls

The community wants space for...

- 1 Food access/grocery
- 2 Housing
- 3 Retail businesses
- 4 Light Industrial
- 5 Business services

And the site programmed for...

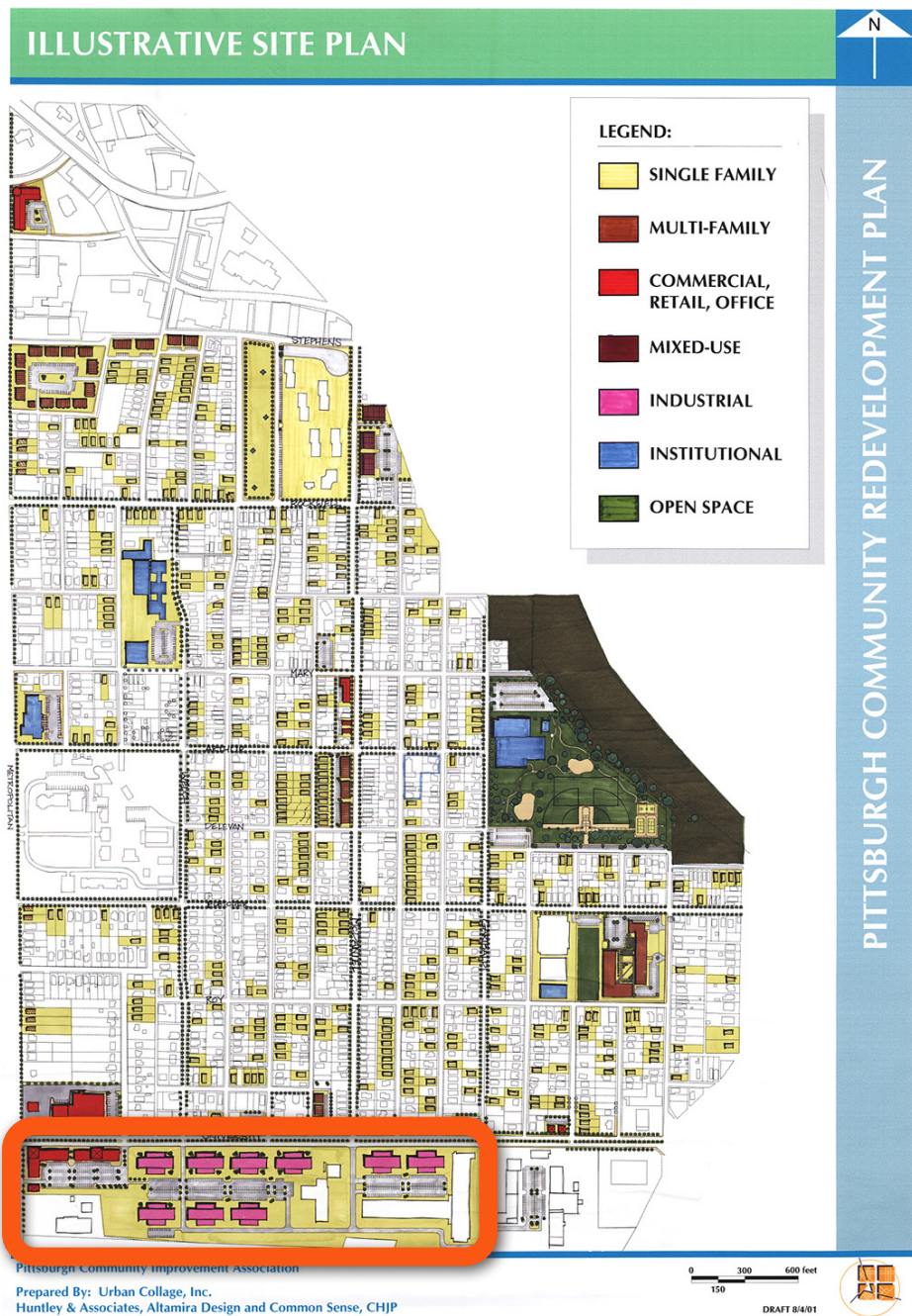
- 1 Big box grocery store/ neighborhood market
- 2 Homeownership opportunities
- 3 Rental - market and affordable
- 4 Senior housing
- 5 Greenspace



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Existing Conditions

Previous Plans & Studies



Land use concept from the 2001 Pittsburgh Community Redevelopment Plan with present day 356 University Avenue and Pittsburgh Yards circled in orange.

Through the decades, 356 University Avenue and the current Pittsburgh Yards site have been the subject of local and neighborhood planning efforts. Since 2001, the neighborhood has consistently wanted to see these sites transform to provide job opportunities for nearby residents.

Pittsburgh Community Redevelopment Plan (2001)

In 2001, the neighborhood envisioned the site within a larger “Enterprise Zone” along University Avenue. The hope was that the University Avenue corridor would redevelop into industrial uses that would provide an economic base and job opportunities specifically for nearby residents. At the time, the site was designated as an industrial enterprise zone that offered tax incentives to encourage companies to locate in these areas. The vision for entirety of parcels south of University Avenue was nine industrial two-story buildings, providing a total of 270,000 square feet of industrial space.

While the nine-building industrial campus was never realized, industrial uses and employment opportunities will be incorporated into the site.

Pittsburgh: Proud History, Bright Future – Blueprints for Successful Communities (2006)

In 2006, the Georgia Conservancy provided technical planning assistance to the Pittsburgh Neighborhood through their Blueprints program. Ultimately, the plan devised an urban design framework with recommendations. Related to University Avenue, this plan recommended pedestrian improvements along University Avenue, leveraging the Beltline tax allocation district (TAD) funds to support brownfield clean-up of the sites, and maintaining and expanding industrial uses to provide job opportunities.

Preservation of Pittsburgh Plan (2012/2017)

In 2012, the Annie E. Casey Foundation launched the Preservation of Pittsburgh Plan alongside local neighborhood organizations. It was updated in 2017 to provide a more actionable implementation plan as well as factor in recent neighborhood changes. Its aim was to create a shared vision to guide neighborhood revitalization and redevelopment. The plan did not go into detail about the future of the 356 University Avenue site, but it emphasized fresh food access as well as coordination and connectivity with the Pittsburgh neighborhood.

Pittsburgh Yards Master Plan (2017)

Driven by the Annie E. Casey Foundation, the Pittsburgh Yards Master Plan represents over a decade of work on the 31-acre site—culminating in a site plan in 2017. This site plan serves as the starting point to this redevelopment framework for 356 University Avenue.

Seeing the site's potential for neighborhood transformation, a subsidiary of Casey purchased

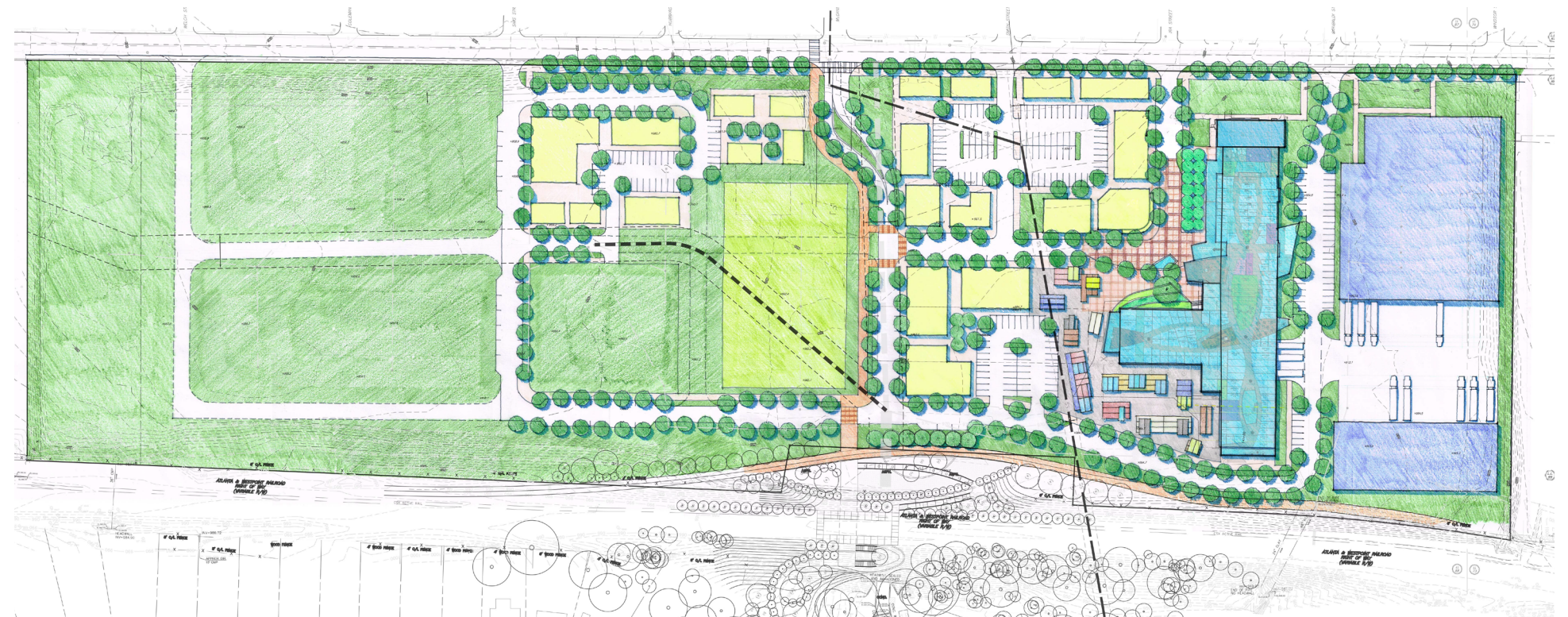
the site from UPS in 2006. Its proximity to the Atlanta Beltline and a planned light rail stop made the site a prime opportunity to spur economic growth and job opportunities. The Great Recession set redevelopment plans back, only regaining momentum in 2017 when a development agreement and site plan was devised.

Since the beginning, the development team prioritized community engagement—empowering residents with the tools to drive

decision-making and to lead certain aspects of the project, like naming the site Pittsburgh Yards to establish a true sense of community ownership.

With the community's backing, the site plan shows a multi-phase development plan with flexible spaces that support entrepreneurship and job creation.

Through this current redevelopment planning effort, ABI is picking up the torch to plan and program the remaining 13.7 acres.



Atlanta Beltline Inc. Subarea 2 Master Plan (2009/2021)

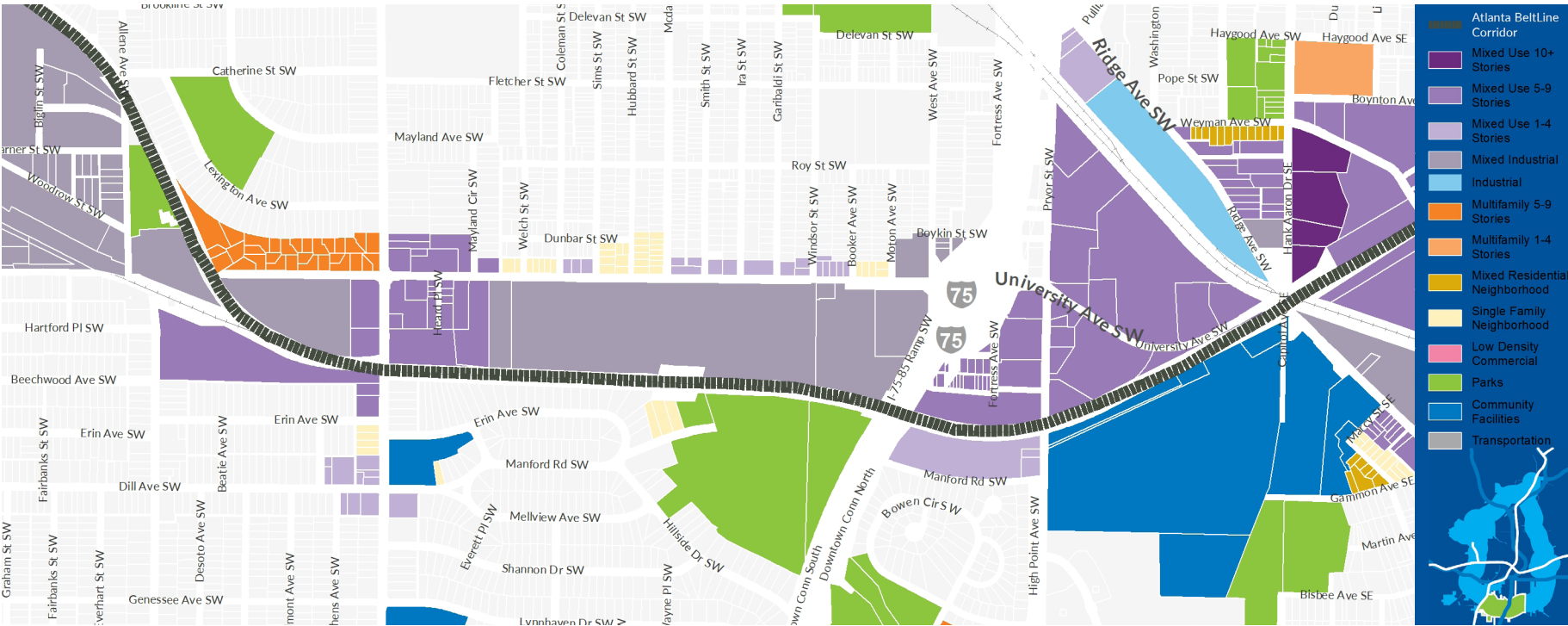
In 2021, ABI updated its Sub-Area 2 Master Plan, refreshing its land use and mobility recommendations. Sub-Area 2 encompasses 356 University Avenue as well as other south side neighborhoods.

Charting the area’s future vision, the land use plan identified 356 University Avenue as “mixed industrial,” defined as a compatible mix of uses including industrial, office, retail, and housing. This deviates from the 2009 Sub-Area 2 Master plan which originally recommended traditional mixed use at 5-9 stories. While this is a shift from the 2009 land use plan, it reflects previous planning efforts that emphasized job creation and economic development at this location and incorporates much needed housing. To implement this vision, the plan further recommended rezoning the property to Industrial Mixed-Use (I-Mix).* This process initiated this rezoning and created a concept plan using the I-Mix designation’s requirements.

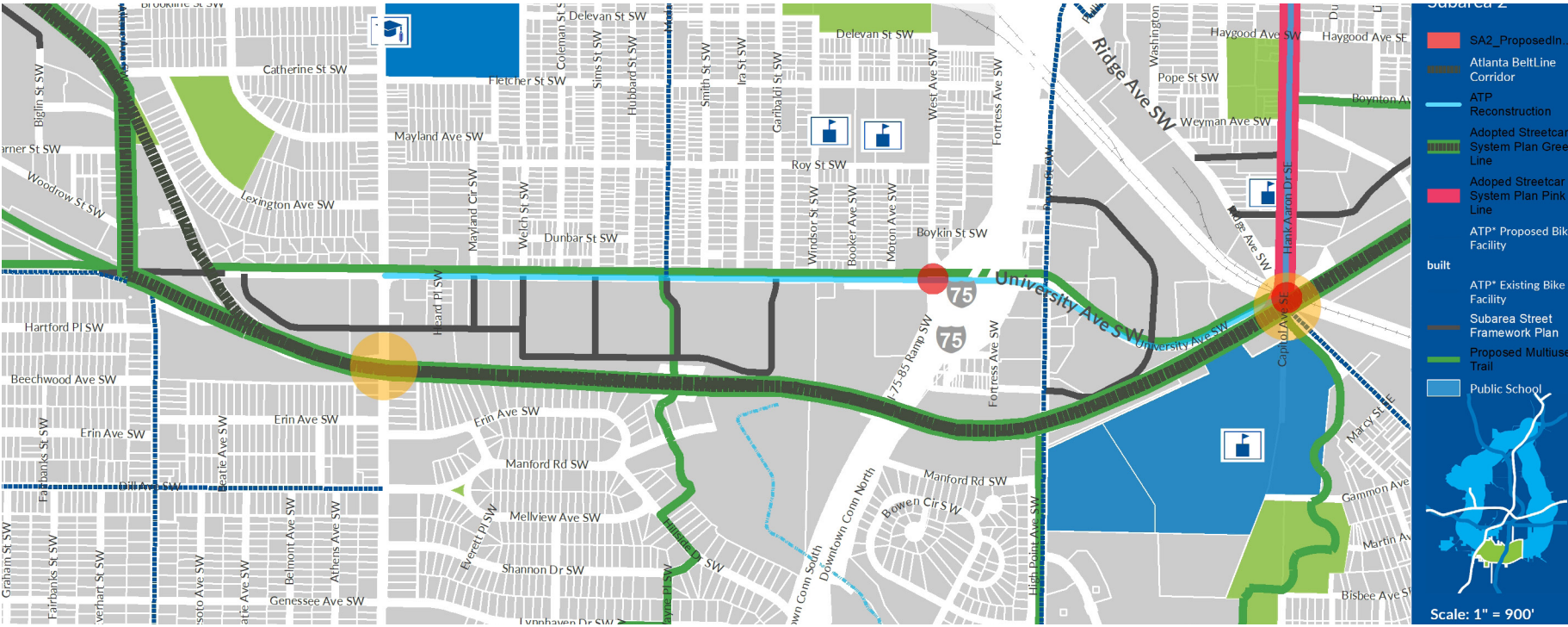
Related to mobility, the master plan recommended extending Pittsburgh’s historic street network through the site, including Welch Street, Sims Street, McDaniel Street, and Garibaldi Street. As such, the site plan includes new street connections, but constraints discussed in the next section prevent the mobility plan’s full implementation.

*See page 16 for more information on I-Mix

Land Use Framework



Circulation Plan





This map is intended to be illustrative and does not show the exact easement location. Site designs were based off an updated survey not pictured.

Site Conditions

Topography

While the property is largely flat, there is some challenging topography that will influence the site’s design. Steep slopes on all but the eastern side contribute to bowl-like topography. These steep slopes guide the architecture and parking structures to elevate future development to its two key corridors: University Avenue and the Beltline. Some grading will need to occur, but the site design largely plays into the existing topography to minimize development cost.

Easement

Two 50-foot sewer easements run east-to-west through the site—shown on the map on the previous page. The easement on the north side running along University Avenue can be moved but will add significantly to the cost of development. The other cannot be relocated, and structures cannot be built on top of this easement. This drives the street network design—creating a central east/west street atop the easement to maintain access to this critical infrastructure.

Zoning

To better integrate housing and maximize the site’s potential, ABI is working through an entitlement process to re-zone the property from I-1 (Light Industrial) to I-Mix. The I-Mix zoning category is intended to accommodate residential and non-residential growth while preserving land zoned for industrial uses. As such, the code requires that 30% of the total floor area of the development must be reserved for industrial uses, like manufacturing, co-warehousing, and shared commercial kitchens. Part of this 30% requirement is flexible in that a portion of these industrial uses may include accompanying office space, complementary retail, and training spaces as part of an industrial operation.

I-Mix includes a concurrency requirement that complicates the site’s development. It requires that industrial occupancy permits be issued before any non-industrial uses. This means that zoning requires that the industrial component of the project be developed first. As discussed later in this section, the market does not support this phasing, so ABI will pursue variances and/or agreements with the City of Atlanta.

Permitted light industrial uses under I-Mix*:

- Catering establishments
- Microbrewery, microdistillery, or winery, all of which may include an accessory biergarten
- Commercial greenhouses or plant nursery
- Distributions centers
- Laboratories and research facilities
- Manufacturing, wholesaling, repairing, processing, or similar
- Tailoring, custom dressmaking, millinery
- Technical schools and training facilities
- Veterinary clinics and kennels.
- Warehousing and storage (excluding self-storage facilities)
- Showroom

ABI is finalizing the entitlement process for the 356 University Avenue site, including approval through the Atlanta Regional Commission’s Development of Regional Impact (DRI) program.

After rezoning, the site will be entitled for:

- Up to 520 residential units
- 102,000 square feet of commercial
- 180,000 square feet of light industrial space

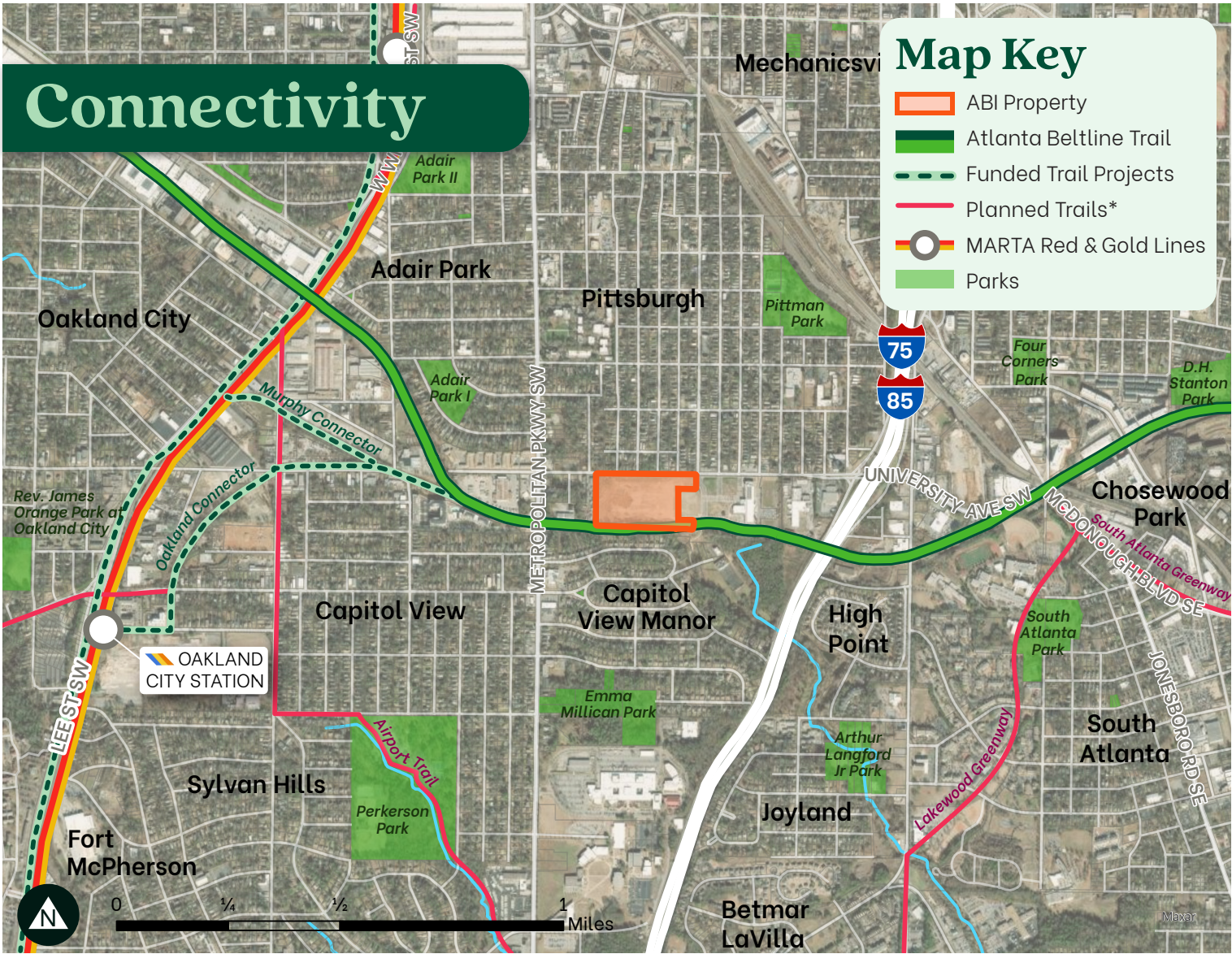
Connectivity

Being on the Atlanta Beltline Southside Trail, 356 University Avenue is a well-connected site, particularly via safe bicycle and pedestrian pathways. Creating multiple access points from the site to the Southside Trail is critical.

The site is currently connected to the Westside Trail. To the east of the site, the remaining segments of the Southside Trail are under construction and anticipated to be complete in fall 2025 and early 2026. Once all segments are complete, the site will be directly connected to the Eastside Trail all the way north to destinations like Piedmont Park.

Other funded and planned trail projects will provide even more bicycle and pedestrian connectivity. The Oakland & Murphy Connector Trail will create a non-vehicular connection to Oakland City MARTA Station—providing crucial access to high-capacity transit. ABI also has a planned trail on Murphy Avenue, creating a critical north/south trail connection.

In addition to ABI efforts, the City of Atlanta is currently working on Trails ATL, a citywide trails plan. In its draft stage, the plan identifies three key trails in Phase 1 (10 years) and Phase 2 (10+) near the site. Specifically, the Lakewood Greenway and South Atlanta Greenway are planned Phase 1 trails that connect South Atlanta to the Beltline. The Airport Trail in Phase 2 provides bicycle and pedestrian access to nearby Perkinson Park and Hartsfield Jackson International Airport.



**Planned Trails are those in Phase 1 (10 years) and Phase 2 (from draft Trails ATL Plan)*

Stormwater

Early on, neighborhood stormwater issues—particularly on McDaniel Street—cropped up during public engagement. People were concerned that additional development at 356 University Avenue would exacerbate these existing issues. ABI enlisted Planners and Engineers Collaborative (PEC+) to complete a hydrology study. They focused on three distinct areas: the proposed development at 356 University Avenue, the neighboring Pittsburgh Yards, and the City of Atlanta right-of-way.

356 University Avenue

A little over seven acres of the site is currently impervious surface, or land that is paved over and does not allow stormwater to permeate. Rainfall hits this asphalt and flows to a network of inlets that immediately feeds into a 60-inch reinforced concrete pipe that runs through the sewer easement. Without intervention that slows or treats the stormwater, these conditions can overwhelm the stormwater system, minimize groundwater recharge, and degrade water quality.

Pittsburgh Yards

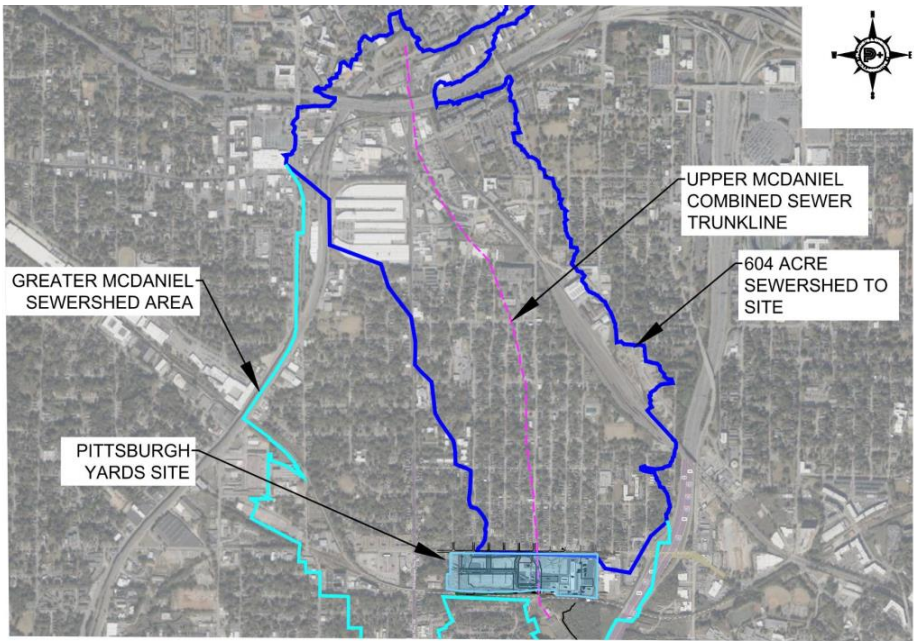
The neighboring development, Pittsburgh Yards, manages stormwater through an underground stormwater detention system and uses other measures like permeable pavers to allow rainwater to soak into the ground, successfully redirecting most water away from the City’s stormwater system during peak times; however, this on-site stormwater management does not capture all rainwater, as some water is directed to University Avenue during storm events. The existing greenspace immediately adjacent to 356 University Avenue experiences flooding as well. Overall, Pittsburgh Yards onsite stormwater management system is functioning properly, but there are ways to improve stormwater capture.

City of Atlanta Right-of-Way

In the surrounding neighborhood, the community has noted that McDaniel Street experienced the most flooding during storm events. On both McDaniel and Smith Streets, litter and debris have completely or partially clogged inlets and catch basins. In some cases, repaving efforts have either completely covered some inlet grates or reduced their openings. This combination of litter

and paving prevents rainwater from entering the City’s stormwater system, contributing to local flooding.

The next chapter details the development concept for the 356 University Avenue featuring infrastructure to manage stormwater onsite. It also proposes interventions for the City of Atlanta to address nearby flooding from quick fixes to higher cost infrastructure investments.



Sewershed area contributing to neighborhood flooding

Market Analysis

Approach & Use Mix

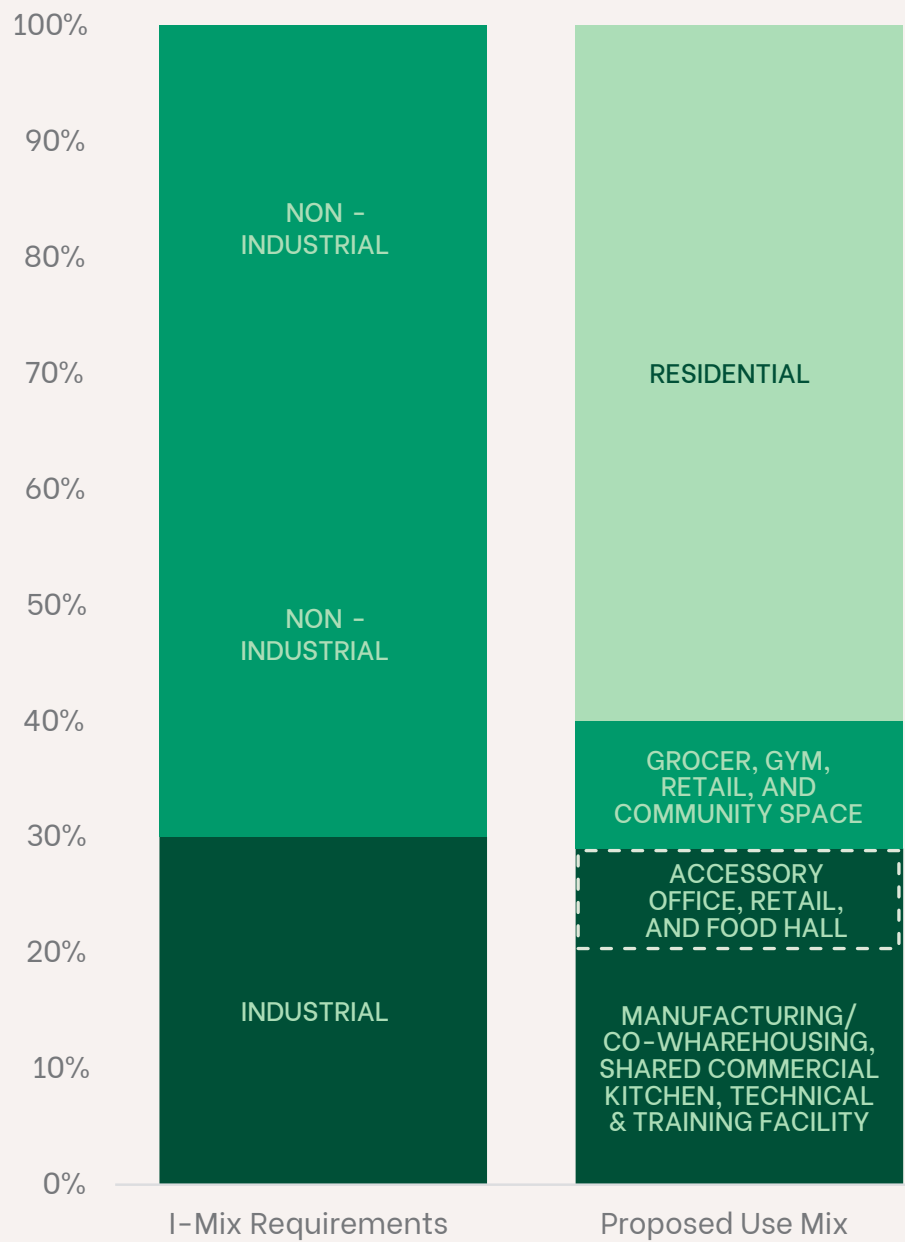
KB Advisory Group conducted a market feasibility study* for 356 University Avenue to evaluate the site’s future development potential taking three key considerations into account: the anticipated I-Mix zoning requirements, current and projected market demand, and community needs.

These considerations culminated in the proposed use mix, shown at right. It operates under I-Mix requirements—incorporating more light industrial uses than the market can support—particularly in the short-term. To address this, the market analysis looked to accessory uses that complement light industrial operations and fall within the “light industrial” definitions, like offices, retail, and food halls. The use mix also incorporates a significant amount of residential. This leverages market demand as well as fulfills a community need for more housing. Lastly, the proposed amount of retail is not fully supported by market demand; however, this accommodates a grocery store, a need that the community underscored.

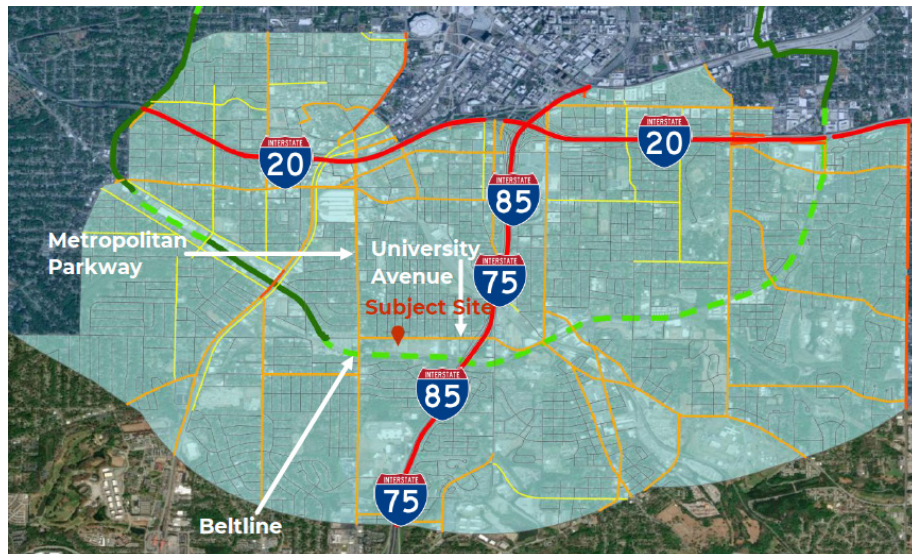
The following section breaks down the findings of the market analysis that informed this use mix. The results of this study informed the concept plan, suggested phasing, as well as the implementation strategy discussed later in the report.

**This report provides a summary, but the full report is in the appendix.*

356 University Avenue Use Mix



Source: KBA Group, CoA Code of Ordinances Sec.16A



Primary Market Area

Primary Market Area

The majority of future tenants and/or customers for the future 356 University Avenue development will likely stem from the primary market area (PMA), a specific geographic region that encompasses approximately 1.5-mile buffer of the Southside Trail, roughly bounded by I-20 to the north, Moreland Avenue to the east, and the Westside Trail to the west. Within this PMA, there are a variety of southside neighborhoods, including all or portions of Atlanta University Center, West End, Capitol View, Sylvan Hills, Adair Park, Pittsburgh, High Point, Peoplestown, Chosewood Park, Summerhill, Grant Park,

Ormewood Park and Boulevard Heights. The market analysis used this geography to evaluate local demographics, economics, as well as residential and commercial real estate and compare them to regional trends.

Multifamily Opportunities

Between 2021 and 2023, the PMA saw the delivery of nearly 4,200 new multifamily units, reflecting a substantial surge in development. This uptick coincides with growing interest in Beltline-adjacent areas, where connectivity and walkability are key drivers of demand. Affordability remains a challenge, especially for lower-income residents. Many of the new multifamily developments cater to higher-income households, leaving a gap in affordable housing options for those earning below 80% of the Area Median Income (AMI).

Within the PMA, there is rental demand for **over 6,000 rental homes over the next five years**. Nearly half of this demand exists within households earning less than \$50,000 or able to affordably pay no more than \$1,250 per month, not adjusting for household size. Seniors and

young adults (under 25) proportionally make up a larger share of demand for homes under \$1,250.

There is an opportunity to meet both market rate and affordable housing demand on site. Considering a market supported residential unit sizes for 15% studio, 45% 1-bedroom, 30% 2-bedroom, and 10% 3-bedroom, the site can support over **520 units across 3 blocks**.

Retail

Retail supply has increased gradually but steadily since 2010. As of Q3 2024, retail rents have hovered just under \$21, and vacancy has remained at around 2.5%. **Vacancy is low and rents are high** compared to the period prior to 2020, indicating a potential demand for more supply.

The retail pipeline is strong within the PMA, but demand within the RTA can support nearly 2 million square feet of additional retail. Given the location and attributes of the subject site, it is well positioned to support new retailers, particularly if rates are below market rate in order to support local businesses.

Based on existing unmet demand and the addition of at least 4,500 additional households within the next five years, the subject site can support up to **76,000 square feet of retail**.


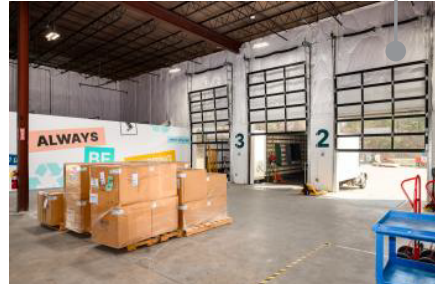
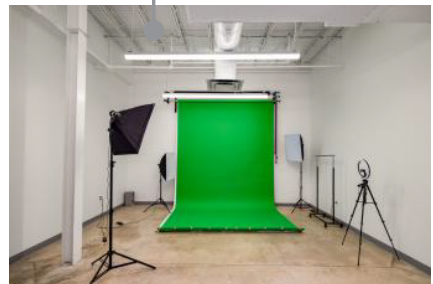



The site currently exists in retailer service gaps for ACE Hardware, Kroger, Lidl, and Aldi. These retailer gaps do not guarantee these stores will locate at 356 University Avenue but could inform tenant recruiting strategies, particularly to secure a grocery store desired by the community.

Light Industrial Uses

Within the I-Mix requirements, industrial uses should elevate retail by creating an ecosystem by which visitors are engaged with makers, restaurateurs, and small to mid-scale retailers. The following retail uses can be supported by on-site industrial companions which strengthen logistics, distribution, and supply chains. While access to the interstate from the subject site

is advantageous, the concept plan delineates vehicular traffic from pedestrian and cycling thoroughfares to encourage visitation, increase dwell time, and ensure light industrial uses do not diminish the experience of community.

Complementary Light Industrial Uses

| Limited-Service Eating Places | Other Retail & Services | Full-Service Restaurants | Sporting Goods, Hobby, & Musical Instrument Stores | Specialty Food Stores |
|---|--|---|--|---|
| <div>Ghost Kitchen (200-400 SF/stall 8,500 – 26,000K SF)</div> | <div>Manufacturing, Production, & Logistics</div> <div>Co-Warehousing & Distribution</div> | <div>Brewery (20-30K SF)</div> <div>Commercial Hydroponics (10-20K SF)</div> | <div>Bike Manufacturer/Showroom</div> <div>Audio Equipment Manufacturer / Production (30-40K SF)</div> | <div>Cold Storage/Warehousing Distribution</div> |
|  |  |  |  |   |

Source: KBA Group, CoStar, Pictures from CoStar and Google Street View

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Redevelopment Plan

Final Concept Plan


Considering site conditions, market realities, and community needs, this final concept plan outlines the vision of 356 University Avenue. During the process, this concept plan garnered community support and served as the basis for the anticipated rezoning and Development of Regional Impact (DRI) review. Ultimately, ABI will use this master plan as blueprint for a request for proposals (RFP) to select a developer that will realize this vision.

The site’s four distinct Blocks correspond to the suggested phasing, meaning Block 1 would be developed first and Block 4 last.

Block 1 and Block 2

Both Blocks 1 and 2 feature two, five-story mixed-use buildings that include commercial on the ground floor, to activate the street, pedestrian plaza, and the existing central green space. Additionally, there are commercial spaces at the Beltline-level, inviting passers-by to enter the development and drop by the shops and restaurants. Residential units are

included above the ground floor retail. Podium parking for both the residential units and retail customers is located underground to address the topography challenges as well as to keep the street level pedestrian focused. Each block also has an amenity courtyard situated between buildings A and B to act as flexible open space with a covered walkway to the pedestrian plaza.




1+2

Block 1 would deliver **186 units of multifamily** above **33,600 square feet of commercial** while Block 2’s mixed use buildings would provide **196 multifamily units** above **28,000 square feet of commercial space**.

Block 3

Fronting University Avenue, Block 3 includes two, four-story mixed-use buildings with residential on the upper levels. One building footprint is designed to accommodate a smaller, full-size grocery store—a community need. Other

ground floor uses include commercial and light industrial. Podium parking elevates the ground floor to meet University Avenue. An amenity courtyard provides gathering space between the two buildings in Block 3.



3

Block 3 would deliver **138 multifamily units**, **40,400 square feet of commercial** including a small footprint grocery store, and **18,000 square feet of light industrial space**.

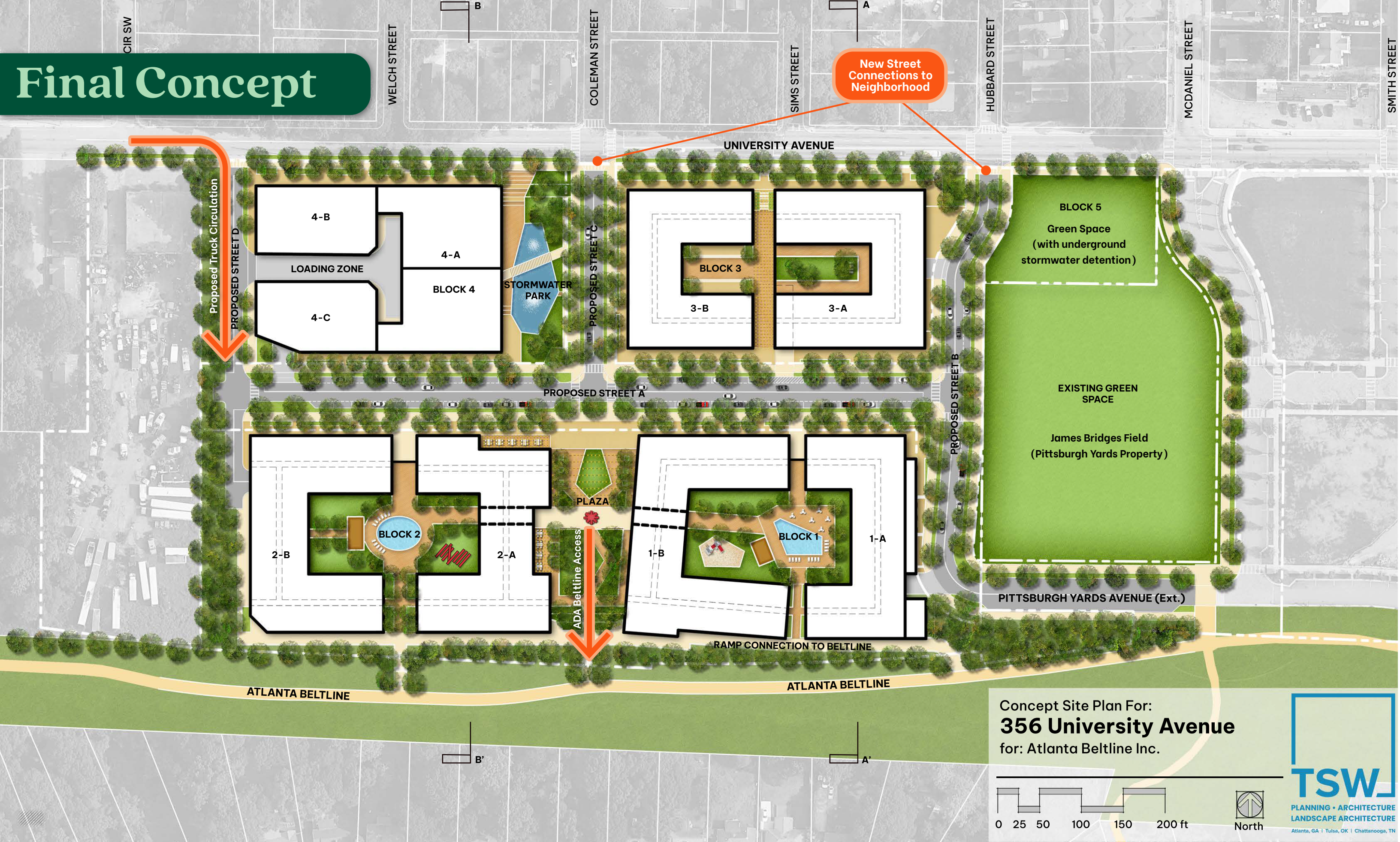
Block 4

Block 4 entirely accommodates light industrial uses in buildings ranging from three to four-stories. In combination with Block 3, this block satisfies the 30% light industrial requirement for the I-Mix zoning category.




4

Block 4 houses **162,000 square feet of light industrial space**.



356 University Avenue

Land Use Summary



520 units
of multifamily
in mixed use




38 units
per acre

102,000
square feet
commercial
in mixed use





5.6 acres
open space
(parks, plazas)



180,000
square feet
light industrial



1,120
parking
spaces



122
bike
racks

Final Concept Full Breakdown

| Block | Building | # Multifamily Units | Square Feet (sqft) Non-Residential | # of Stories |
|--------|----------|---------------------|---|--------------|
| 1 | A | 80 units | 17,000 sqft commercial | 5 |
| | B | 106 units | 16,600 sqft commercial | 5 |
| TOTAL: | | 186 units | 33,600 sqft commercial | |
| 2 | A | 93 units | 15,900 sqft commercial | 5 |
| | B | 103 units | 12,100 sqft commercial | 5 |
| TOTAL: | | 196 units | 28,000 sqft commercial | |
| 3 | A | 74 units | 35,000 sqft commercial | 4 |
| | B | 64 units | 5,400 sqft commercial & 18,000 sqft light industrial | 4 |
| TOTAL: | | 138 units | 40,400 sqft commercial & 18,000 sqft light industrial | |
| 4 | A | N/A | 91,000 sqft light industrial | 3/4 |
| | B | N/A | 35,700 sqft light industrial | 3 |
| | C | N/A | 35,300 sqft light industrial | 3 |
| TOTAL: | | N/A | 162,000 sqft light industrial | |

Open/Shared Spaces

Existing Greenspace

The neighboring property already boasts a large, open greenspace that hosts outdoor recreation and events. 356 University Avenue further activates the space with commercial frontage and nearby access to the Beltline via ramp and elevator.

Amenity Courtyards

In addition to the existing greenspace, Blocks 1–3 include amenity courtyards that serve residents and businesses. Shown on the concept, these courtyards could feature pools, playgrounds, art, etc.


Stormwater Park

Block 4 features a stormwater park that not only mitigates flooding but also enhances public green space, creating a gateway into the site.

Pedestrian Plaza & Beltline Connection

As a continuation of Coleman Street, the central north/south street (C) terminates in a pedestrian plaza as it approaches the Beltline.

This pedestrian plaza provides a public amenity visible from the Beltline to attract people into the development as well as maintain bicycle and pedestrian connectivity through the site. Furthermore, it pays homage to the existing community markets and gatherings of Pittsburgh Yards and the Pittsburgh neighborhood. This plaza is a flexible space that can be tailored to host these types of events.



The concept plan shows about **5.6 acres of new open space.**

Connectivity & Accessibility

The plan’s transportation network is designed to tie into the Pittsburgh neighborhood and provide for safe pedestrian and bicycle access within the site and to the Beltline Southside Trail.

Contextual Design

Integrating the development within the Pittsburgh neighborhood was a key focus of 356 University Avenue’s design. Part of this integration was connecting to the neighborhood’s existing urban

fabric and its historic street grid. The plan shows Hubbard Street and Coleman Street continuing south into the site ending in a pedestrian plaza connection to the Beltline. Other north/south streets like Welch Street and Sims Street do not continue into the site; however, Blocks 1–3 provide pedestrian access along this grid to shorten block lengths and increase walkability.

Accessibility and Safety

The concept plan includes several pedestrian and bicycle connections to the Southside Trail, including the pedestrian plaza, ramp connections, and even elevator access. These connections offer accessibility to the Beltline for bicyclists and people of all ages and abilities.

At this stage in the design, each proposed street includes wide sidewalks buffered from the street with landscaping and parallel parking, creating a safe and walkable environment. Crosswalks are clearly marked and include ADA ramps. Additional safety measures will be determined once a development team is selected.

Truck and Other Vehicular Traffic

Block 4 is entirely light industrial and truck access is routed to the far west side with a hammerhead loading area. This intentional design decision minimizes interactions between trucks and pedestrians and bicyclists in the rest of the area. This does not eliminate truck traffic, as trucks would need to access both the commercial and light industrial uses throughout the development; however, most of the anticipated truck traffic stems from Block 4's light industrial tenants and is kept away from the center of the development.

As part of the DRI process, a traffic study conducted by Kimley Horn evaluated capacity needs to determine if additional infrastructure like traffic lights is required, particularly on University Avenue. Using level of service analyses (LOS) projected out to 2032, the evaluation determined that no offsite improvements are needed to manage additional capacity; however, the study did make some recommendations where proposed streets and University Avenue intersect, particularly at Proposed Street B/ Coleman Street. Suggested improvements

include a reconfiguration of turn lanes and pedestrian refuge islands to improve traffic flow and increase pedestrian safety.

Parking

While the concept plan itself focuses on bicycle and pedestrian connections, parking for cars is necessary to support future residents and businesses. Underground, podium parking both resolves topography challenges but also provides parking for cars. Because it is out of

sight below ground, the street level remains pedestrian oriented and vibrant. The concept plan also includes street parking that also separates pedestrians from vehicular traffic, providing additional safety. Together, the deck and street parking total to 1,120 spaces.

Being on the Southside Trail, bike parking was also included. The concept plan includes 122 bike racks.



3D Rendering of the street level pedestrian environment

Stormwater Management

Onsite

The concept plan increases the impervious surface of the site by less than 10%; however, the stormwater park and open space in Block 5 will reduce the site's impact on the City's stormwater system below existing levels. This stormwater network will capture rainfall onsite and direct it to this underground system where stormwater is detained and used as an amenity. It will be engineered to treat and slow stormwater, improving water quality. This facility along with additional stormwater best management practices (BMPs) throughout the site will improve the site's runoff conditions beyond its current state.

Offsite Recommendations

This process also evaluated stormwater conditions beyond 356 University Avenue to respond to concerns of neighborhood flooding. The report recommends that neighboring Pittsburgh Yards installs more inlets across the campus, preferably tying into the site's own detention system. For the City of Atlanta right-of-way, quick fixes include creating a routine maintenance and inspection plan to clear debris from clogged inlets and catch basins, particularly on McDaniel Street. Additionally, the City can mill the paving over restricted inlets during routine road maintenance. Additional infrastructure investments include replacing curb and gutter near properties most affected by stormwater runoff and adding more inlets on University Avenue. Longer term, the City can add more inlets to all three affected streets: University Avenue, McDaniel Street, and Smith Street, but this improvement would be made as a part of a broader watershed improvement plan.

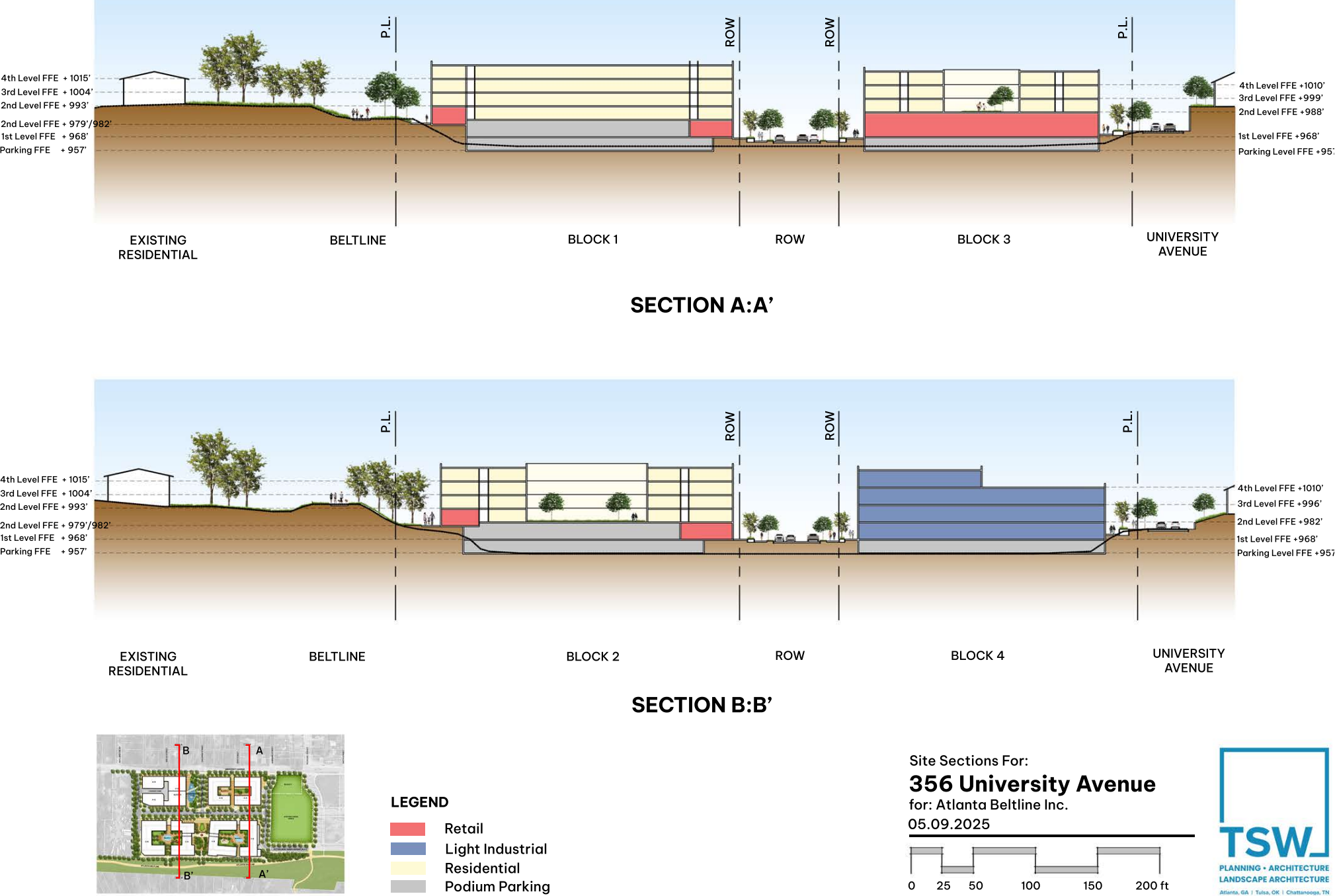


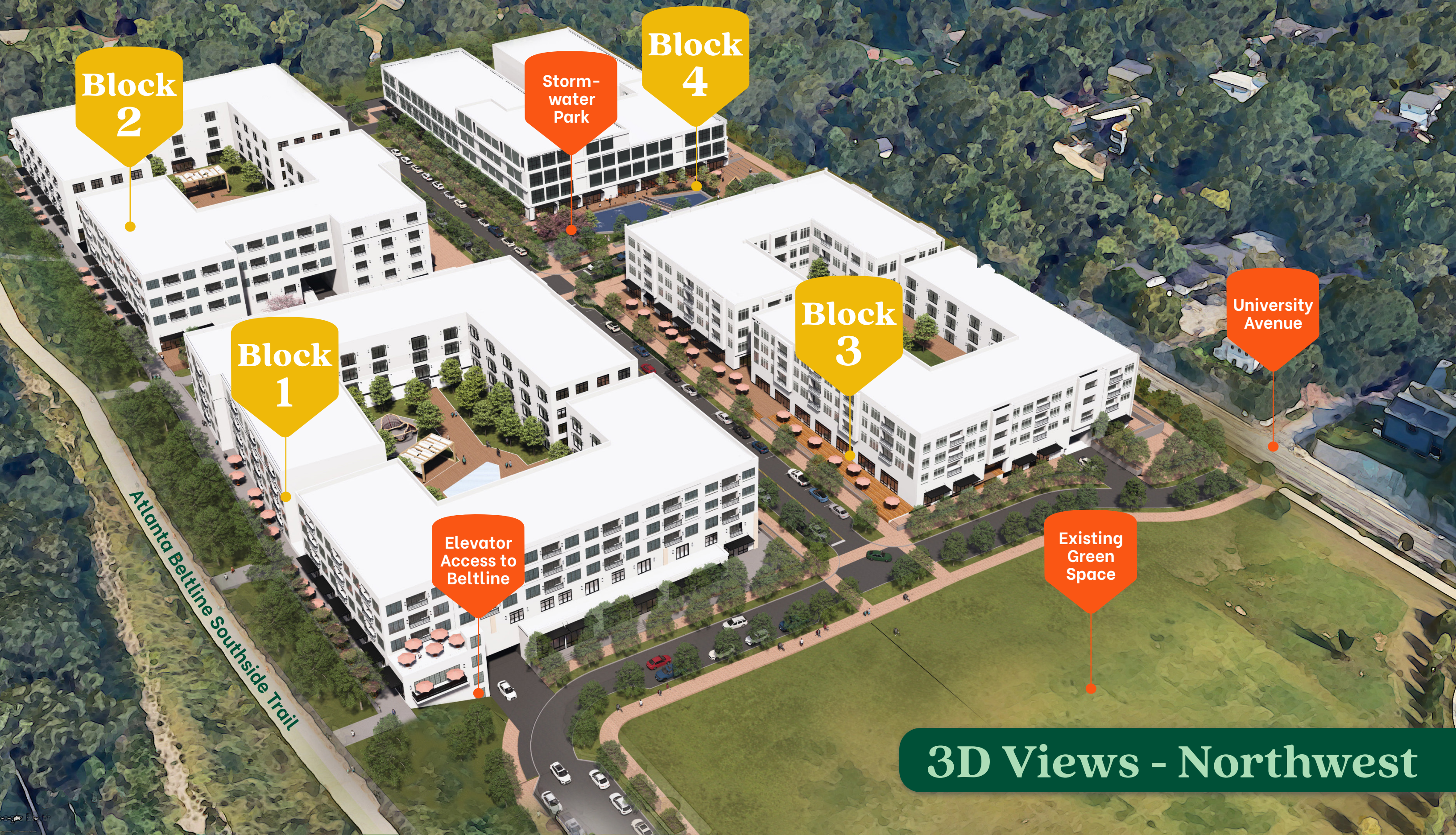
3D Rendering of the stormwater park

Section Views

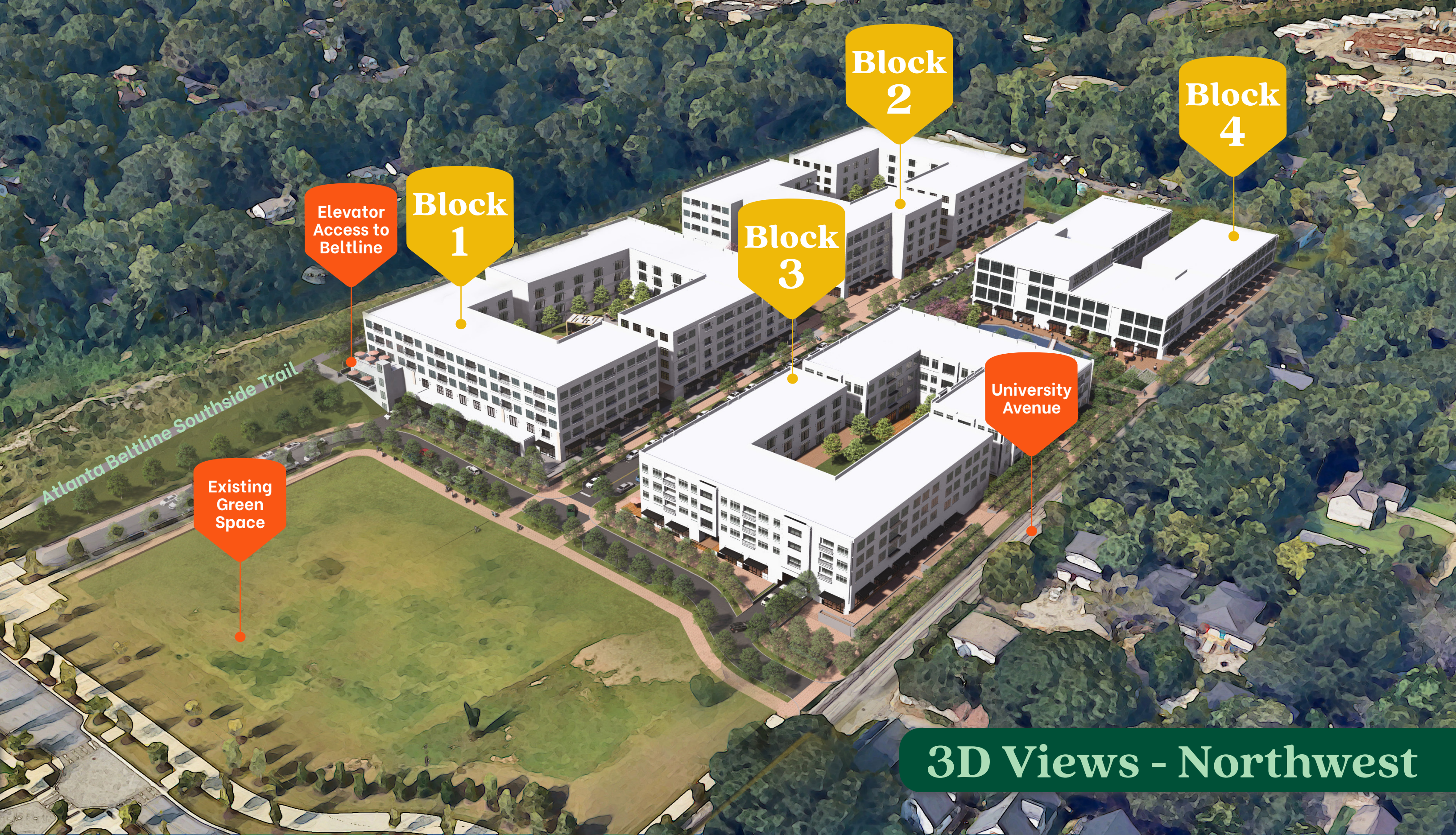
The section views to the right depict the elevation of the site, particularly how the proposed development interacts with the existing topography and meets key corridors. The views explain how the underground podium parking addresses the site’s bowl-like topography—elevating the development so commercial and light industrial uses meet the Beltline, University Avenue, and other proposed streets. These uses will activate these corridors while parking remains hidden primarily underground.

It also demonstrates how the development fits into the context of the surrounding neighborhoods. Beyond the Beltline and University Avenue, the sections illustrate the scale of the adjacent neighborhoods of Capitol View Manor and Pittsburgh. While the proposed development of 356 University Avenue ranges from 3-5 stories, it still fits into the context of the neighborhood because of the site’s topography as well as the intentional step-down in height on Block 4.





3D Views - Northwest





Block
3

Block
1

Pedestrian
Plaza to
Beltline

Block
2

Block
4

3D Views - Central

Stormwater
Park

To University Avenue



3D Street View

Implementation

Proposed Phasing

Corresponding with Block numbers, phasing for the proposed timeline is led primarily by the rental multifamily market; therefore, Phase 1 includes the primarily residential Blocks 1 and 2, followed by Phase 2 with Blocks 3 and 4. I-Mix requires concurrency, meaning industrial development must occur first; however, the current market makes new construction of light industrial difficult. ABI and its chosen developer will pursue solutions like variances to ensure phasing sets the development up for success.

Residential

Development Phasing

| Phase | Block | Residential (units) | Retail (sqft) | Industrial (sqft) |
|-------|-------|---------------------|---------------|-------------------|
| 1 | 1 | 186 | 33,600 | - |
| | 2 | 196 | 28,000 | - |
| 2 | 3 | 138 | 40,400 | 18,000 |
| | 4 | - | - | 162,000 |

Following an oversupply in 2022 and 2023, the market is expected to continue to absorb existing or nearly completed units through 2026. Due to this, Phase 1 (Blocks 1 and 2) will be programmed for completion in 2028. The net demand within the PMA supports a site capture of 330 affordable units and 390 market rate units. In Phase 1 and 2, the proposed 520 units fall well within the supportable demand for 720 units over five years.

Retail

Over the same time period, projected retail demand is an additional 243,736 square feet of new space. At the site level, that translates to about 76,000 square feet of potential retail capture. The proposed 102,000 square feet is above these demand projections, but additional square footage is proposed to accommodate a small footprint (approximately 35,000 square feet) grocery store.

Development Programming

| | | | 5-Year Demand |
|------------------|--------------------|--------------------|---------------|
| Residential | Affordable | Net PMA Demand | 1,100 units |
| | | Site Capture (30%) | 330 units |
| | | Proposed Phase 1 | 114 units |
| | | Proposed Phase 2 | 42 units |
| | Market Rate | Net PMA Demand | 1,301 units |
| | | Site Capture (30%) | 390 units |
| | | Proposed Phase 1 | 267 units |
| | | Proposed Phase 2 | 97 units |
| TOTAL DEMAND: | | 720 | |
| TOTAL PROPOSED: | | 520 | |
| Retail | PMA Demand | 243,736 sqft | |
| | Site Capture | 76,000 sqft | |
| | Proposed Phase 1 | 61,600 sqft | |
| | Proposed Phase 2 | 40,400 sqft | |
| TOTAL DEMAND: | | 76,000 sqft | |
| TOTAL PROPOSED: | | 102,000 sqft | |
| Light Industrial | ITP Deliveries | 3,213,502 sqft | |
| | Site Capture (10%) | 321,350 sqft | |
| | Proposed Phase 2 | 180,000 sqft | |
| TOTAL DEMAND: | | 321,350 sqft | |
| TOTAL PROPOSED: | | 180,000 sqft | |
| | | | |

Light Industrial

The inclusion of light industrial is primarily driven by the I-Mix requirements and the community need for employment and entrepreneurship opportunities. The proposed industrial would represent a 10 percent share of new deliveries. While this shows support for over 180,000 square feet of industrial within the next five years, new construction light industrial development remains a challenge in the current market and will likely need to be supported by the success initial phases. Ultimately, this light industrial space will be right sized for the end users selected to operate at this location.

A Note on Infrastructure

To prepare the site for development, a number of infrastructure improvements are required and will add to the development cost. These include, but are not limited to:

- Relocate sewer line running along University Avenue
- Cut and fill site to accommodate the parking podiums and street network
- Install underground stormwater detention system

Next Steps

To move forward, ABI must complete both the Development of Regional Importance (DRI) review and rezoning processes. These are anticipated to conclude in the fall of 2025. Meanwhile, ABI is working on a request for proposals (RFP) to select a development team

to build out the concept plan's vision. The chosen development team is not beholden to this development program, but it represents the highest and best use—considering community needs, site constraints, I-Mix requirements, and the market.



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