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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: 356 University Avenue Property Redevelopment

July 17, 2025





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Virtual 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.
- If you are having technical difficulties during the meeting, please email engage@atlbeltline.org.



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Poll Question #1

What neighborhood do you live in?

- Adair Park
- Capitol View Manor/ Capitol View
- Joyland/High Point
- The Villages at Carver/South Atlanta
- Pittsburgh
- Chosewood Park/Peoplestown
- 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



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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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WELCOME > [ECONOMIC DEVELOPMENT UPDATES](#) > ENGAGEMENT RECAP > FINALIZED CONCEPT PLAN > DRAFT RFP > NEXT STEPS > Q&A > WRAP UP

Commercial
District
Support

Workforce
Development

Digital
Access &
Innovation



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Economic Development Framework

Commercial
Affordability

Small
Business
Support

Mission

Design and implement a community-driven economic development strategy that delivers shared prosperity for residents, businesses and the broader Atlanta Beltline community



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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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2025-26 Atlanta Beltline Marketplace Businesses



Carrot Dog



Coffyn Pyes



The Creamy Spot



ELEVEN17



eLo Vegan Lifestyle



Glaciers Italian Ice



Good As Burgers



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2025-26 Atlanta Beltline Marketplace Businesses



Ideal Barbershop



Kronchy



Life Bistro



Mason's Super Hot Dogs



Try Deas



Vine & Olive



West Stride



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Intention, Purpose, and Outcomes

Intention:

Establish an equitable community engagement process that creates trust and transparency with the surrounding communities and stakeholders.

Purpose & Outcomes:

Develop a plan for ABI's 356 University site that reflects community input gathered through a series of public meetings and stakeholder advisory committee meetings.





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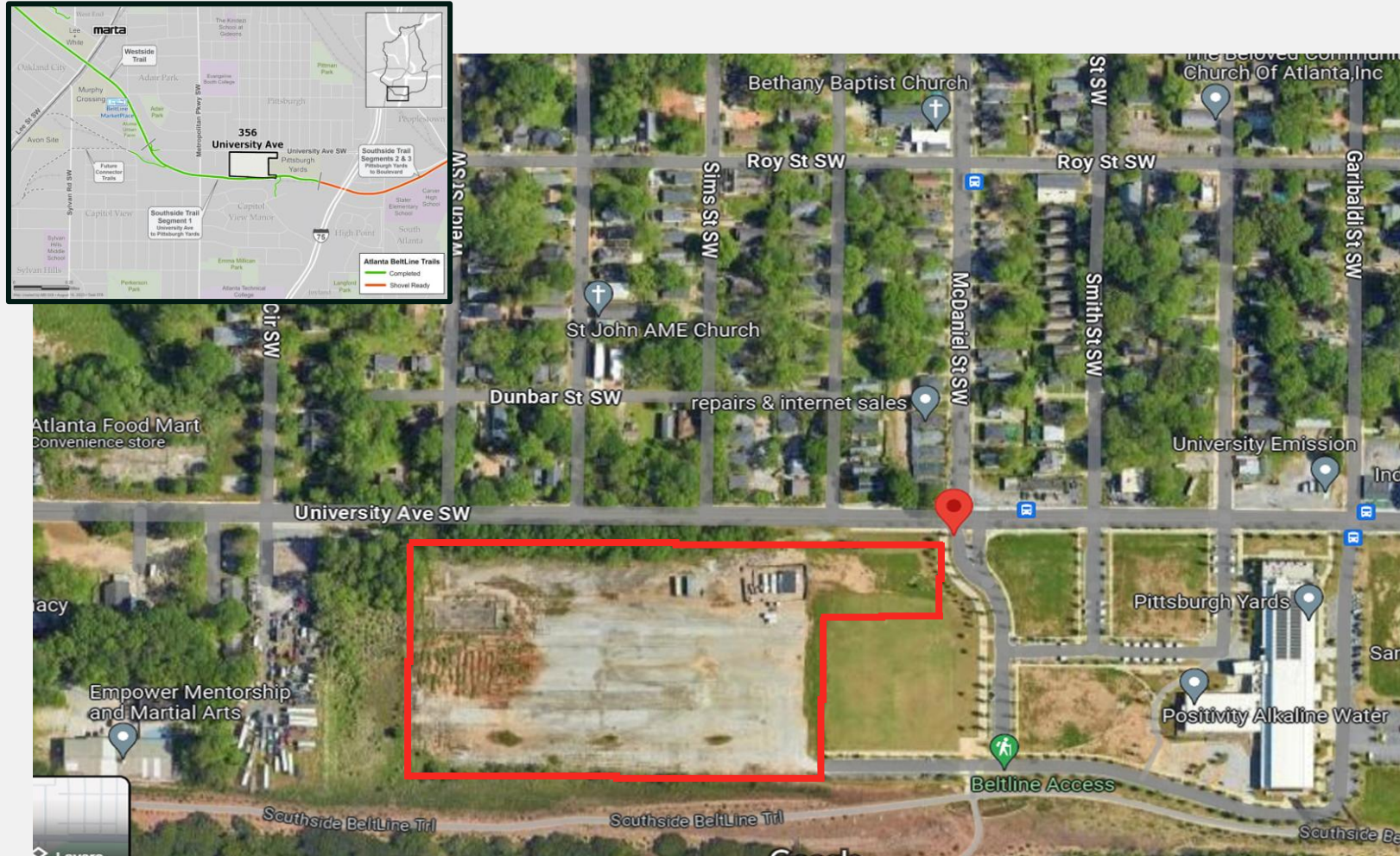
Tonight's Agenda

- I. Recap of Engagement to date
- II. Update on Planning
- III. Next Steps



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356 University Ave Redevelopment Plan



- **13.7-acre site in Pittsburgh neighborhood, adjacent to current Pittsburgh Yards' 61,000 sf Nia Building along Southside trail**
- **Designed to be a job anchor for the neighborhood, and hub for entrepreneurs**
- **Purchased from Annie E. Casey Foundation in 2023**
- **Zoning: I-Mix (Industrial Mixed Use)**
 - **30% of floor area must be light industrial**

Engagement Timeline

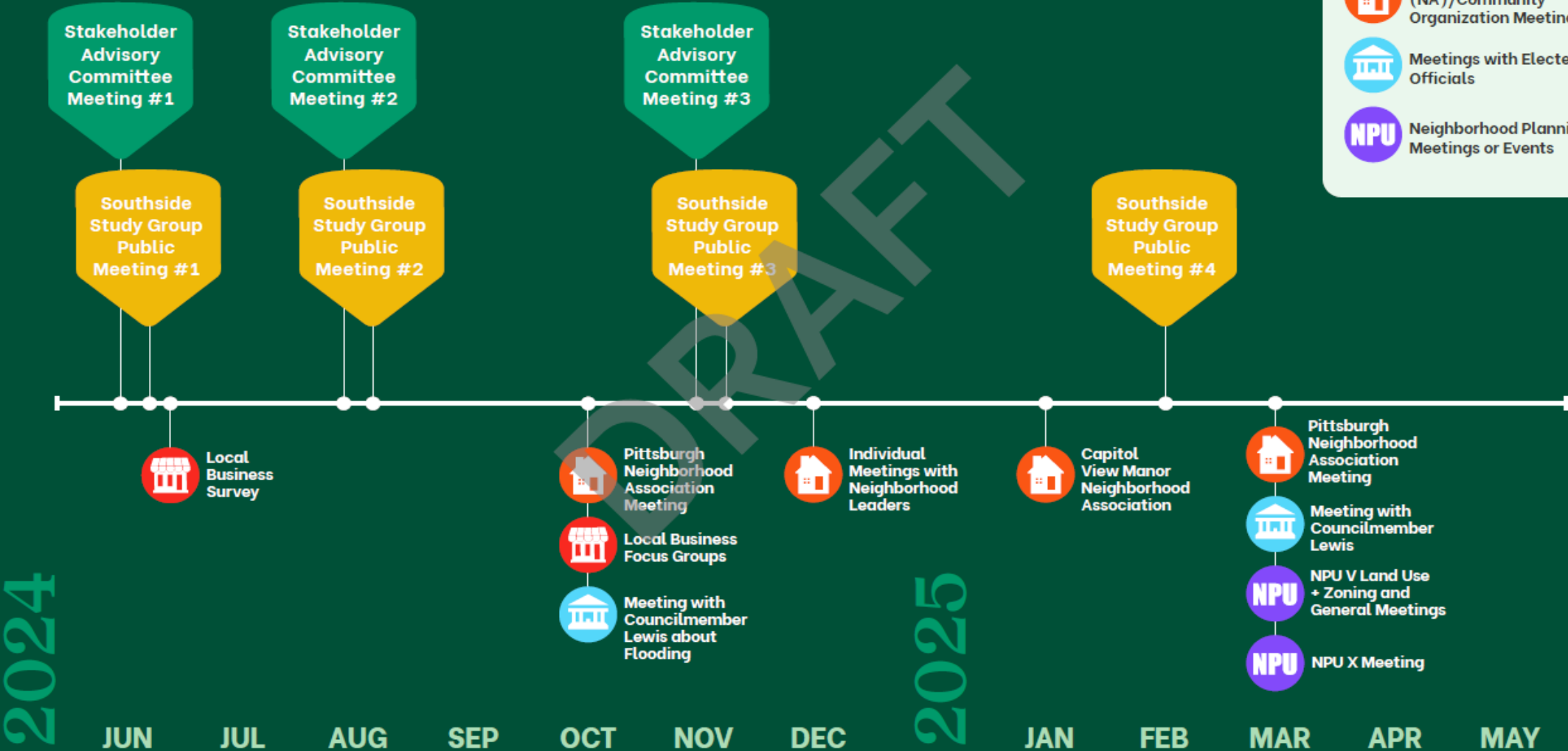
Timeline Key

Local Business Focus Groups

Neighborhood Association (NA)/Community Organization Meeting

Meetings with Elected Officials

NPU Neighborhood Planning Unit Meetings or Events





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Engagement to Date



Round 1

- **June 6, 2024 – Stakeholder Advisory Committee Meeting #1**
- **June 20, 2024 – Southwest Study Group – 356 University Ave #1**
- **June 2024 – First round of input solicited from local businesses**



Round 2

- **August 8, 2024 – Stakeholder Advisory Committee Meeting #2**
- **August 22, 2024 – Southwest Study Group – 356 University Ave #2**
- **October 5, 2024 – Pittsburgh Neighborhood Association Meeting**
- **Business Engagement Focus Groups**
 - **October 17th, October 23rd, October 30th**



Round 3

- **October 28, 2024 – Met with Councilmember Lewis to discuss flooding on McDaniel**
- **November 7, 2024 – Stakeholder Advisory Committee Meeting #3**
- **November 21, 2024 – Southwest Study Group – 356 University Ave #3**
- **December 2024 – individual meetings with neighborhood leaders**
- **January 28, 2025 – Capitol View Manor Neighborhood Association**
- **February 20, 2025 – Southwest Study Group – 356 University Ave #4**
- **March 2025 – meetings with Pittsburgh Neighborhood Association, NPU V (General and Land Use), NPU X**



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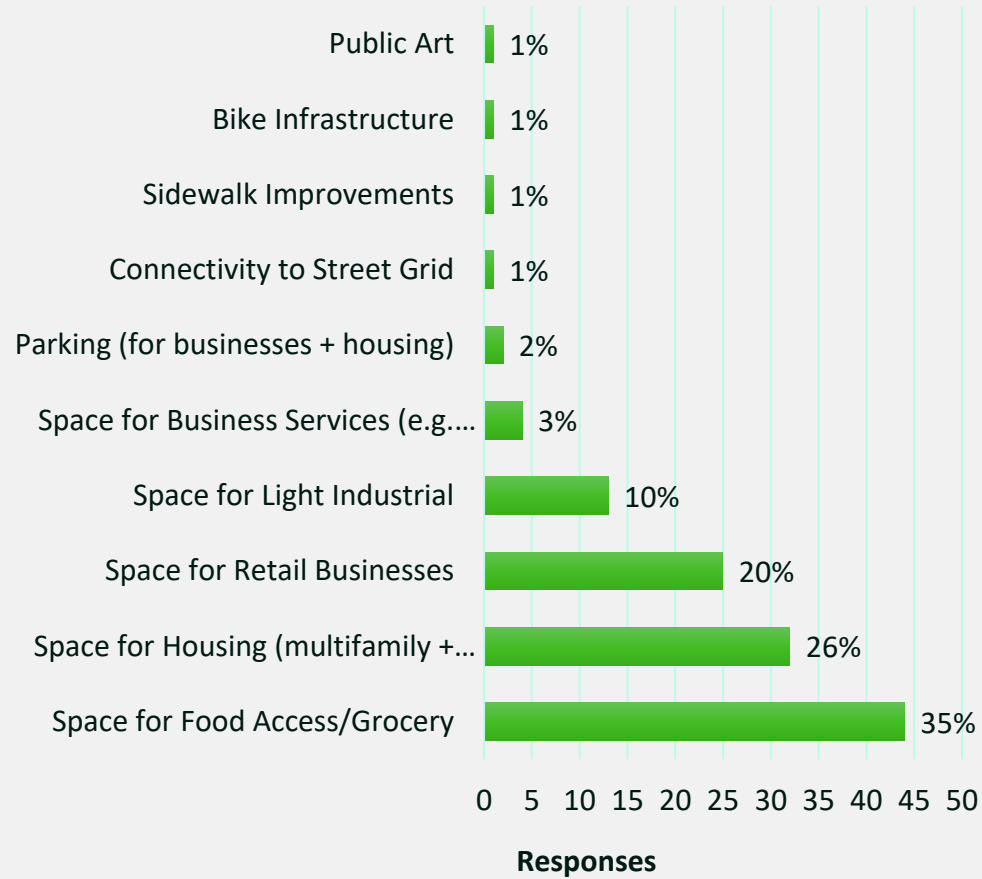
What we heard

Land Use & Site Design	Programmatic
Promote connectivity to street grid	Secure a “big box” grocery store, farmers market, and/or neighborhood market
Include space for fresh food access/grocery	Create “third spaces,” or places for people to gather, particularly entertainment-related
Provide retail space	Procure healthcare and wellness spaces
Offer space for business services (e.g. office space)	Promote mix of market + affordable rental housing, potential for senior housing and homeownership opportunities
Accommodate light industrial uses, maker space	Retain/create plenty of open green space
Prioritize a mix of housing types	Factor in workforce training opportunities, particularly for youth
Supply sufficient parking for both businesses and housing	

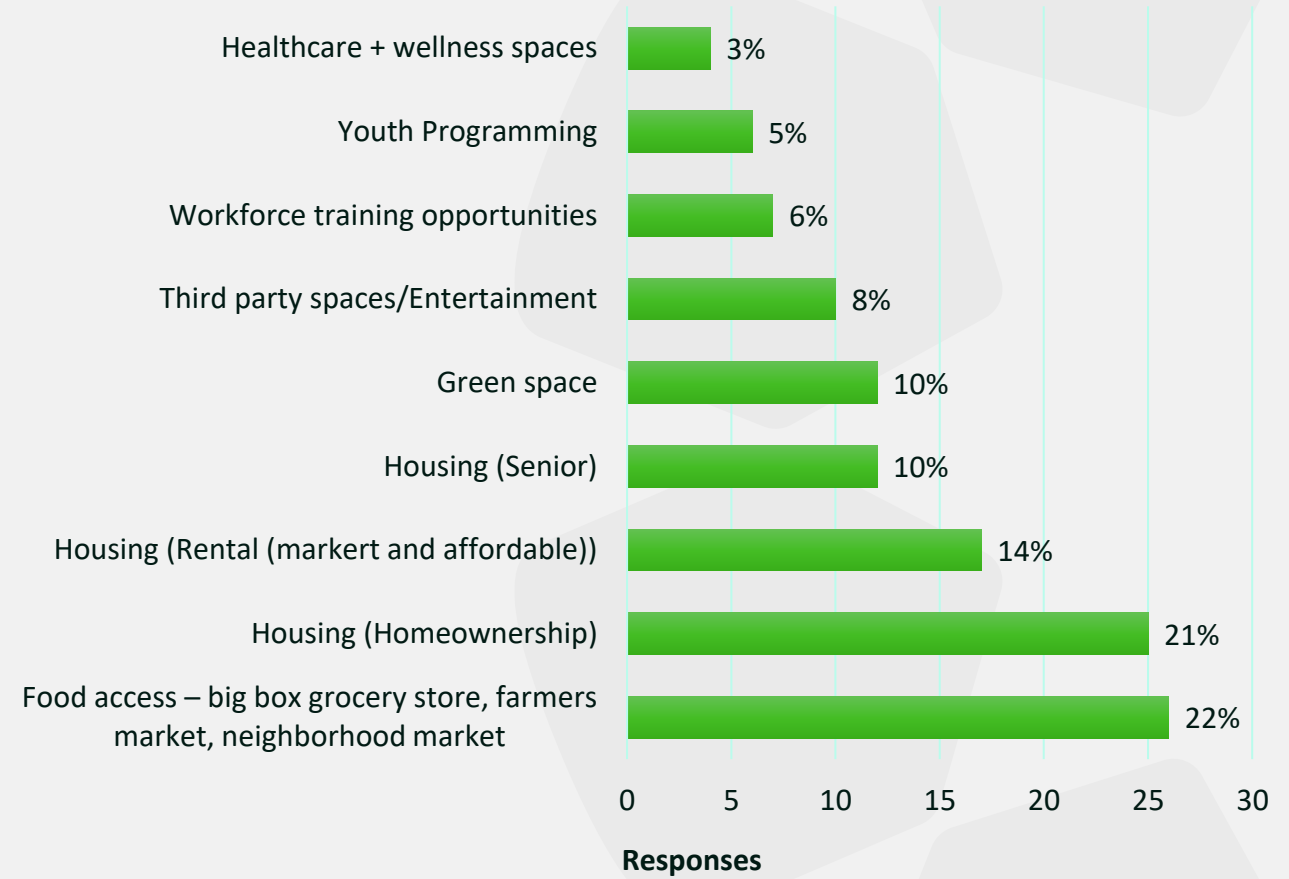


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Land Use



Programming





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Final Concept



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



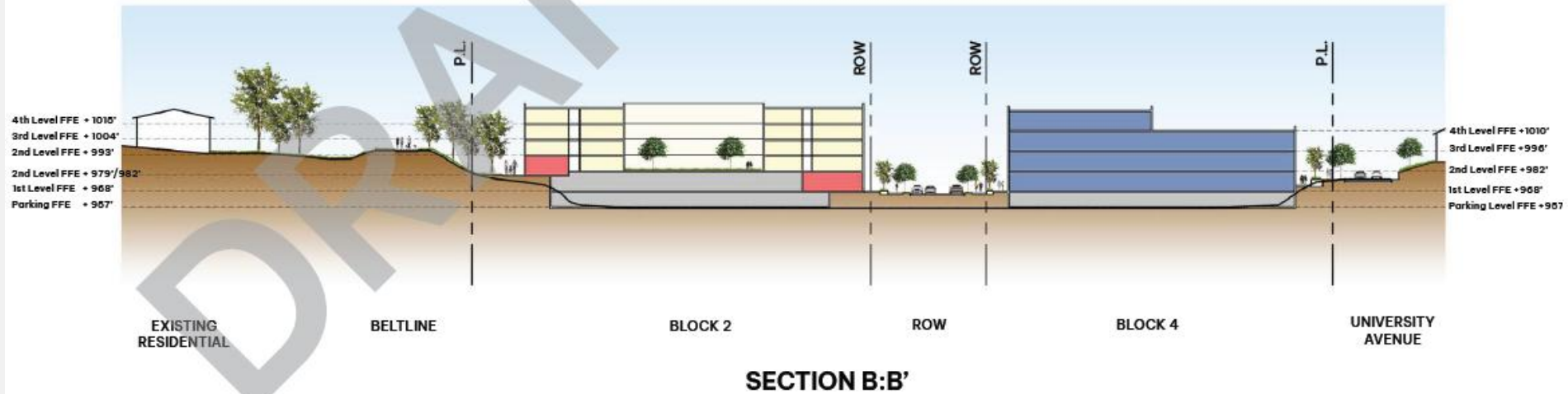
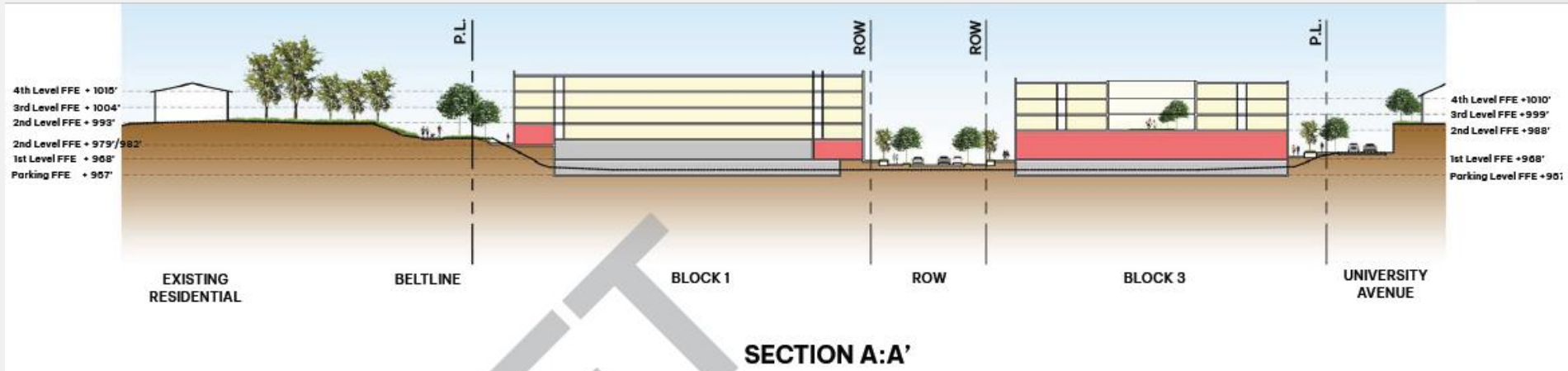
122
bike
racks

Final Concept Full Breakdown

Block	Building	# Multifamily Units	SF 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	



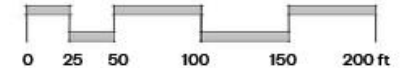
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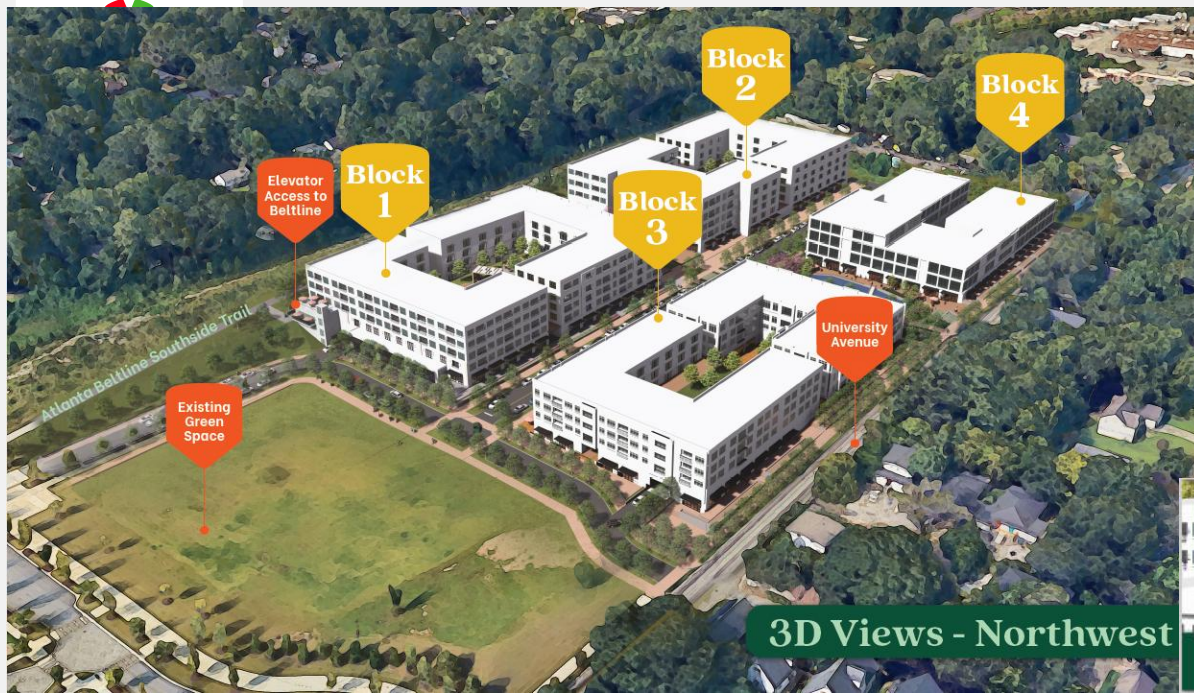


LEGEND

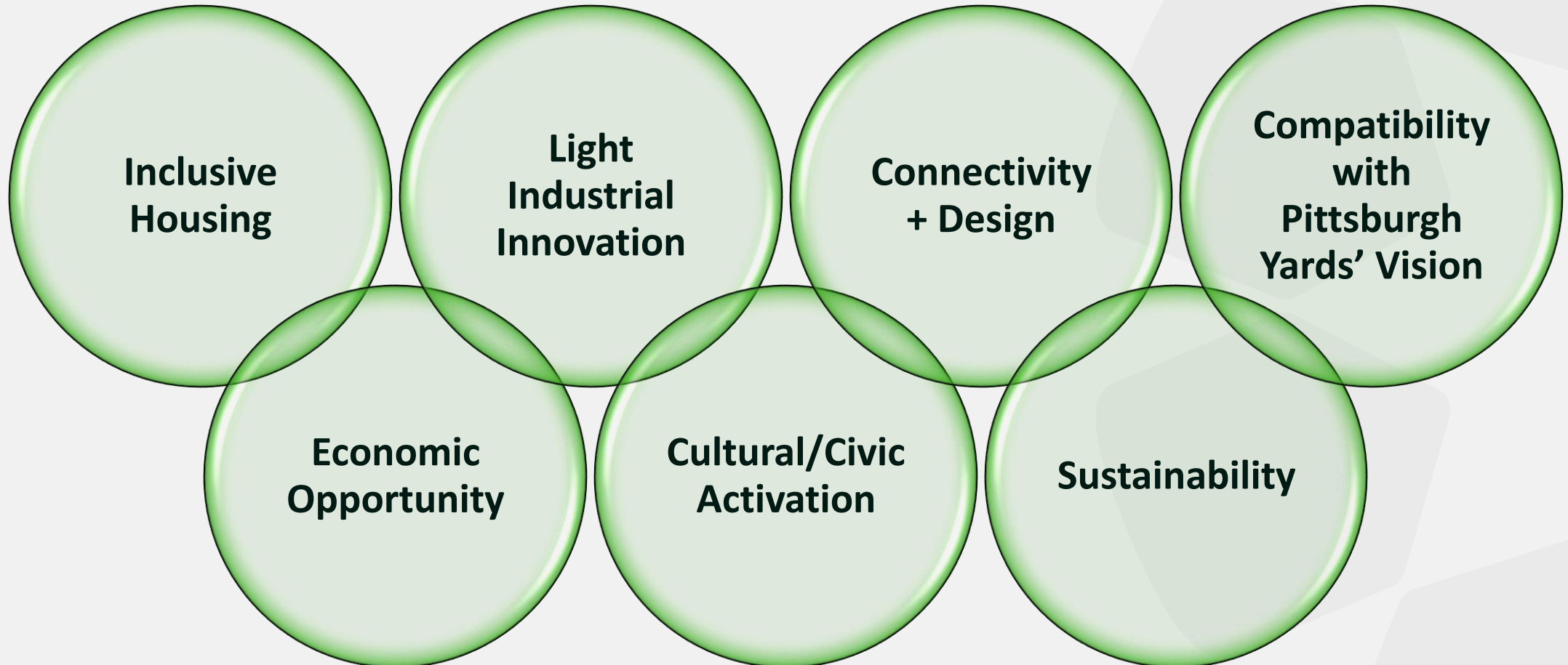
- Retail
- Light Industrial
- Residential
- Podium Parking

Site Sections For:
356 University Avenue
for: Atlanta Beltline Inc.
05.09.2025





RFP for Development: Guiding Principles





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Required Components of RFP

Mixed- Income Rental Housing	Commercial + Industrial Uses	Commercial Space (Including Affordable Commercial)	Partnership with Arts, Cultural, or Community Org.	Open Space + Connectivity	Sustainability
<ul style="list-style-type: none">• 10% at or below 80% AMI/20% at or below 50%AMI• Bonus points for exceeding baseline + deeper affordability• Permanent Affordability• Mix of 1,2,3 bedrooms• Must accept HousingChoice Vouchers for affordable units	<ul style="list-style-type: none">• 30% of total floor area across site must represent industrial uses, per I-Mix Zoning• Examples: Printing and publishing, Equipment-based fabrication, Cultural training facilities, Artisan workshops or maker spaces, Hybrid showroom/producti on spaces, Youth programming, Senior courses, Research organizations	<ul style="list-style-type: none">• At least 20% of commercial space must be offered at affordable rents (30% below Market) for min of 10 years• Bonus points for longer affordability period, commercial tenancy preferences that are in alignment with neighborhood feedback	<ul style="list-style-type: none">• Commercial and/or industrial space must be allocated to an arts, cultural, or community organization• Programmatic elements must directly benefit the surrounding community	<ul style="list-style-type: none">• Accessible green spaces• Pedestrian plazas• Direct ADA compliant connection to Southside Beltline trail• Safe pedestrian and bicycle circulation• Minimize pedestrian/truck conflicts	<ul style="list-style-type: none">• Prioritize Sustainable building practices – sustainable stormwater, resilient design• Qualify and register for third-party green building certification



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What is your reaction to the plan you just saw?

1. I really like it
2. I like it, but I think it could use some changes
3. I don't like it
4. Neutral



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Is there anything else we should consider?



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Next Steps

Release RFP
(August 2025)

Complete DRI
(August 2025)

Complete
Rezoning to I-Mix
(September 2025)

RFP Responses
Due (Q4 2025)



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Virtual Meeting Q&A

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 available to all Zoom participants however we are prioritizing 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
- Need more clarity



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Contact Information

Dennis Richards

**Vice President of Housing Policy &
Development**

drichards@atlbeltline.org

404-477-3557

Chelsea Arkin

**Senior Housing Policy and
Development Manager**

carkin@atlbeltline.org

404-477-3651

Rashida Williamson

Community Engagement Manager

rwilliamson@atlbeltline.org

404-477-3635

Natalie Jones

**Business Solutions Office Project
Manager**

njones@atlbeltline.org

404-477-3644