

Amsterdam Walk

Community Meeting #1

HOSTED BY

[canvas]

PLANNING GROUP



Introductions

[canvas]
PLANNING GROUP



AARON FORTNER
Principal and Founder,
Canvas

Formed in 2014, the Canvas Planning Group is an Atlanta-based City Planning consultancy focused on planning and designing vibrant communities. Canvas provides planning, design and engagement services for cities, neighborhoods, companies and organizations that desire to grow, nurture, improve or engage their respective community.

The Canvas team has developed a unique approach to community planning and design that we successfully apply to a wide range of community types. From burbs to businesses, cities to corporations, and neighborhoods to non-profits, our work is based on the time-tested principles of successful community-making.

2018 MASTER PLAN UPDATE



October 2018

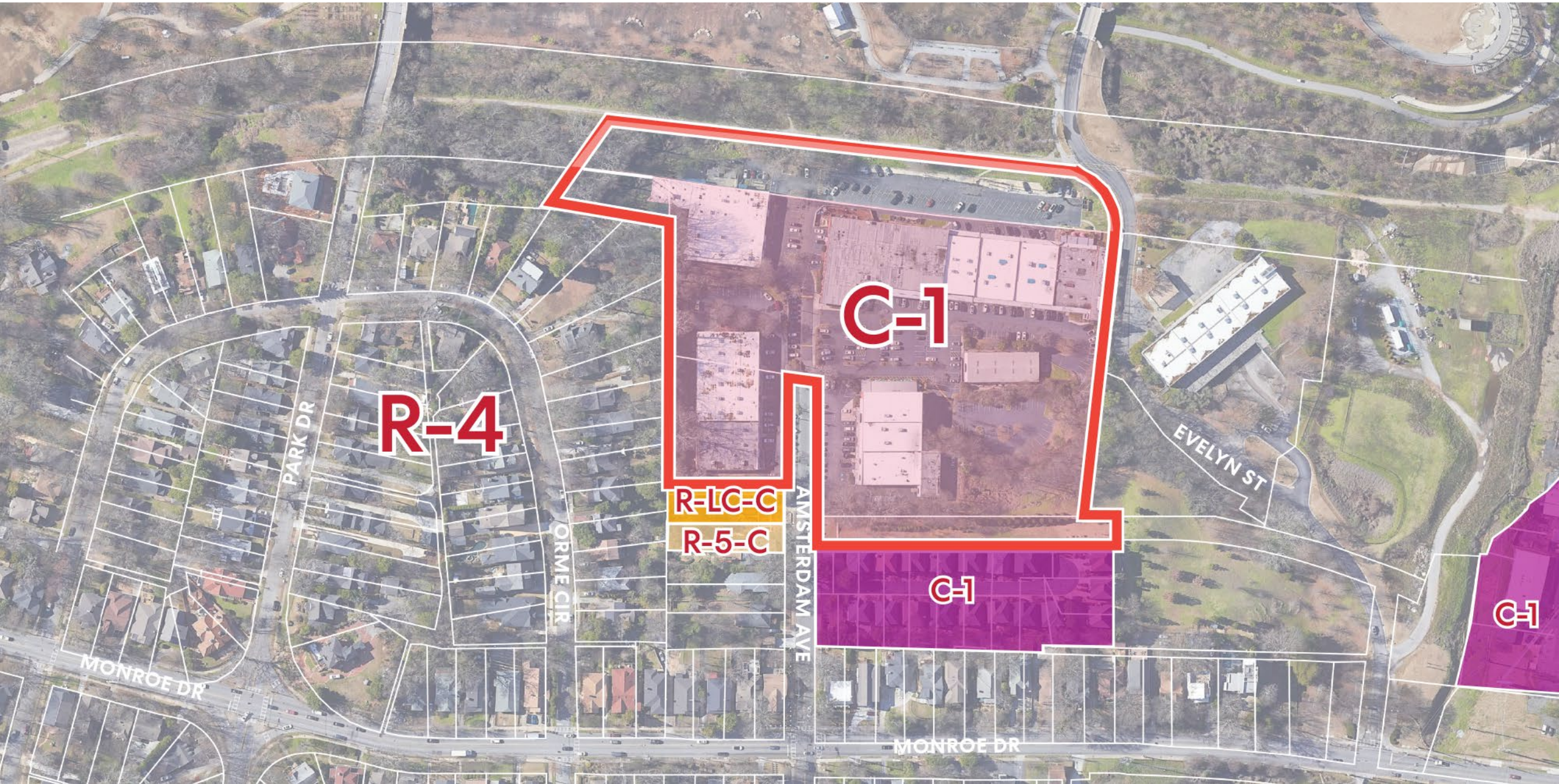


Amsterdam Walk Property

- Owned by Halpern since 1985
- Originally home to the R.O. Campbell Coal Company, later used for general Industrial
- Currently zoned C-1 and R-4

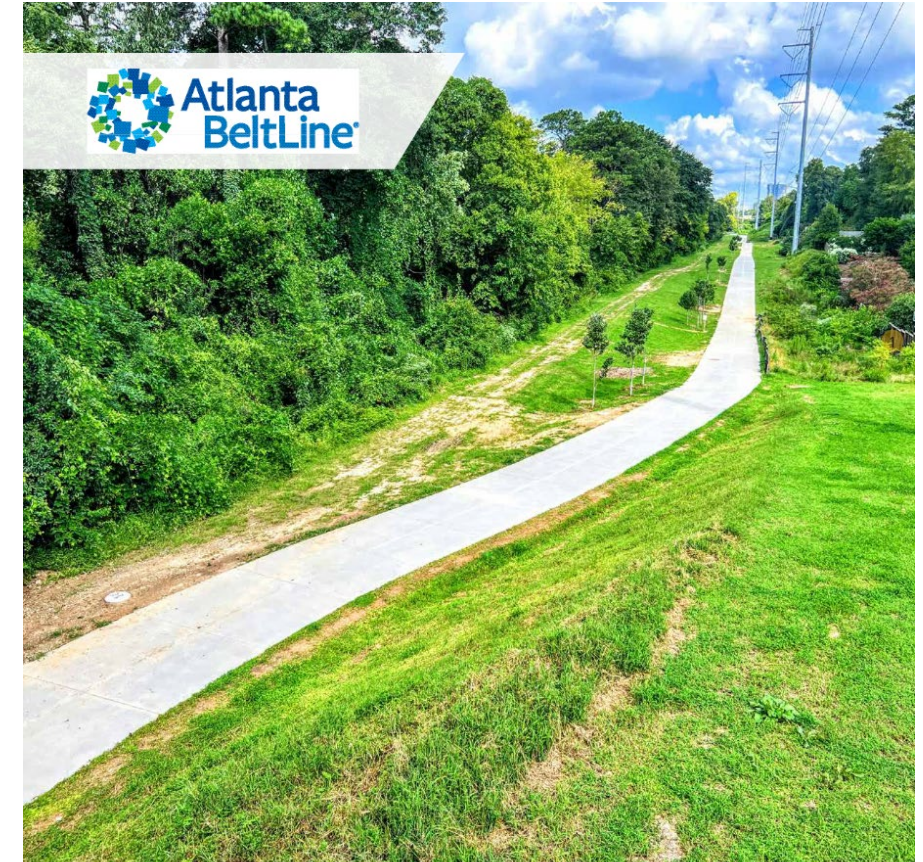


Current Land And Zoning Use



Subarea 6 Plan

- **Canvas is currently representing VHCA, MLPA and Piedmont Heights on the ABI Subarea 6 update**
- **Atlanta BeltLine, Inc. is currently seeking feedback on the Subarea 6 Master Plan Update. The original Subarea 6 Master Plan was adopted by City Council in December 2011.**
- **The neighborhoods that makeup Subarea 6 include: Ansley Park, Midtown, Morningside Lenox Park, Piedmont Heights, Sherwood Forest, and Virginia Highland.**
- **The purpose of the BeltLine Subarea 6 Master Plan is to provide recommendations to guide future growth and development for vibrant, livable mixed-use communities in the areas of transit-oriented development (land use/zoning), mobility, affordable housing, and green space.**



ATLANTA BELTLINE
**SUBAREA6
MASTER PLAN UPDATE**
DRAFT MARCH 2023

Redevelopment Vision

MLPA / VHCA Subarea 6 Recommendations

- **No self-storage permitted.**
- **No drive-through uses permitted (drive-through located completely within buildings or structures would be acceptable).**
- **Provide 75% of the maximum parking allowed in the zoning requirements.**
- **Provide 2X the zoning requirements for bicycle parking.**
- **Provide 2X the zoning requirements for electric vehicle parking.**
- **Provide 25% of the project site as open space.**
- **Retain an overall allowable density equivalent to what is allowed in C1 (2.696 floor area ratio) in exchange for support for zoning designations needed to allow for a different mix of uses other than what is allowed in C1.**
- **Provide all parking structures below-grade.**
- **Provide active retail uses on the ground floor of all commercial buildings and ground floor individual unit entrances for all residential buildings.**
- **Buildings located within 150 feet of existing adjacent single-family houses or townhomes shall not be taller than such adjacent single-family houses or townhomes.**
- **Buildings taller than 50 feet that front along the BeltLine shall be limited so that taller buildings do not take up more than 50% of the total BeltLine frontage.**

SA 6

Recommendations Continued

- **Individual buildings taller than 50 feet that front along the BeltLine shall not take up more than 200 feet of BeltLine frontage.**
- **Individual buildings taller than 50 feet that front along the BeltLine shall be located a minimum of 50 feet apart from any other such building.**
- **Conduct a traffic study for any proposed development – include a scenario without the road diet and a scenario with the road diet – to show the estimated traffic flow of the project with and without the road diet.**
- **The development must include a vehicular connection to Evelyn St.**
- **The development must not have a vehicular connection to Orme Cir or Park Dr.**
- **Improvements needed on Amsterdam (west of Monroe), Dutch Valley Rd, and Westminster Dr, including striping, bulb outs, repaired sidewalks, and making the streets work as biking streets that provides a safe bikable street to connect to the neighborhoods to the east.**
- **Bike improvements needed on Amsterdam and Cumberland, east of Monroe, per MLPA Master Plan (Recommendation T1).**
- **Sidewalk bulbouts needed for side streets that intersect with Monroe, including: Amsterdam, Hillpine, Yorkshire, and Cumberland per MLPA Master Plan (Recommendation T9).**

PORTMAN

Agenda

1. **Portman Introductions**
2. **Background / How We Got Here**
 1. **Halpern Introductions**
3. **Aspirations for Amsterdam Walk**
4. **Major Factors When Considering Redevelopment**
 1. **Traffic Impacts & DRI**
 2. **Construction Period Impacts**
 3. **Retail Experience**
 4. **Respecting Adjacent Residential**
5. **Next Steps**

Portman Introductions



JOHN C. PORTMAN, JR.
1924 - 2017

The leadership and vision of Mr. Portman were instrumental in moving Atlanta from a gracious Southern city into a vibrant world capital. Portman was the catalyst that established Atlanta as one of the nation's premiere convention cities.

His three major downtown hotels, the Hyatt Regency Atlanta, The Westin Peachtree Plaza, and the Atlanta Marriott Marquis, anchor the city's convention district. From the opening of the Hyatt Regency Atlanta in 1967, with its 22-story atrium, Portman made architectural history and won international acclaim.

Portman became internationally recognized for urban mixed-use complexes wherein his understanding of people and their response to space translated into enhanced environments and award-winning architecture.

Our Legacy Projects



TRUIST TOWER
Atlanta, GA



MARRIOTT MARQUIS, TIMES SQUARE
New York City, NY



GM RENAISSANCE CENTER BUILDING
Detroit, MI



EMBARCADERO CENTER
San Francisco, CA



MARINA SQUARE
Singapore



SHANGHAI CENTRE
Shanghai, China



WESTIN BONAVENTURE
Los Angeles, CA



HILTON BAY FRONT
San Diego, CA

Senior Leadership



AMBRISH BAISIWALA
CEO and Chairman



JOHN PORTMAN, IV
President



JANA PORTMAN SIMMONS
President, Portman Financial

Our Projects Today



STARLING
Nashville, TN



DALLAS GATEWAY
Dallas, TX



ELEVEN NORTH
Nashville, TN



JUNCTION KROG DISTRICT
Atlanta, GA



Magnolia
Charleston, SC



The Line
Charlotte, NC



Spring Quarter
Atlanta, GA



Savona
Charlotte, NC

Amsterdam Walk Team



MIKE GREENE

Sr. Vice President, Development



DARCY SIMASEK

Vice President, Development



KATE CULVER

Vice President, Development

Halpern Introduction



Headquartered in Atlanta, Halpern owns and operates more than 50 retail centers, totaling more than 3.4 million square feet, in Alabama, Georgia, North Carolina, South Carolina and Tennessee.

The company was founded in 1959 by the late Bernard Halpern, who emigrated from Poland in 1938 at the age of 16.

Today, Halpern Enterprises is guided by Bernard's son, Jack Halpern, as chairman, and his daughter, Carolyn Halpern Oppenheimer, as executive vice president. They have expanded the business through development and acquisitions, and by recruiting a talented management team, led by President Bill Brown.

Bernard built Halpern on a solid foundation of integrity, a long-range view of business relationships and a commitment to maintaining the highest ethical standards and practices.

By providing attractive, well-maintained spaces and structuring flexible leases, Halpern creates value for hundreds of tenants and offers desirable retail experiences to shoppers.



Background/ How We Got Here

- **Halpern's Ownership**
 - Originally purchased in 1984
- **Desire for the Property**
 - **Reimagine Amsterdam Walk Listening Sessions, October 2020**
- **Selection of a Development Partner**
 - **Portman**

Reimagine **AMSTERDAM WALK**

GREEN SPACE

The connection to the BeltLine and green space access is key.

Enjoying outdoor space, from biking to patio dining was the most prevalent theme.

- Use the color green as much as possible in renderings to indicate public spaces.
- Show bikes, bike parking, and connections to the Beltline.

QUALITY

People are looking for iconic high-quality.

There is a big disconnect in the desire for high-end and the desire for affordability. But quality is king.

- Inject design elements (patterned walls, logos, artwork) into visuals.
- Emphasize brick and other "hard" elements versus wood or metal.

COFFEE CASUAL

The demand is for a complete lifestyle.

There was a connection between this property and the ideal life, i. e. families biking to an organic casual dinner.

- Coffee and sidewalk cafes, as well as farmers markets and families enjoying time together should be represented.
- Outdoor casual dining was an overwhelming request.

Preliminary Interactions

APRIL 27, 2022
PORTMAN
SELECTED BY
HALPERN

SEP 19, 2022
PORTMAN/
HALPERN AGREE
TO PARTNERSHIP

DEC 12, 2022
IN PERSON UPDATE
MEETING WITH
CANVAS PLANNING
AND MLPA PRESIDENT
AND PLANNING CHAIR

MAR 9, 2023
UPDATE EMAIL
TO VHCA/MLPA
PLANNING AND
BOARD MEMBERS,
AND NPU F CHAIR

APRIL 4, 2023
AJC ARTICLE

APRIL 27, 2023
IN PERSON
UPDATE AND
BRIEFING TO
VHCA/MLPA
BOARD AND
PLANNING
MEMBERS

AUG 3, 2022
PORTMAN
INITIAL BRIEFING
TO CANVAS
PLANNING, VHCA,
AND MLPA
Follow up email from
Aaron Fortner summarizing
discussion and expectations

NOV 11, 2022
UPDATE DISCUSSION
WITH VHCA/
MLPA PLANNING
REPRESENTATIVES

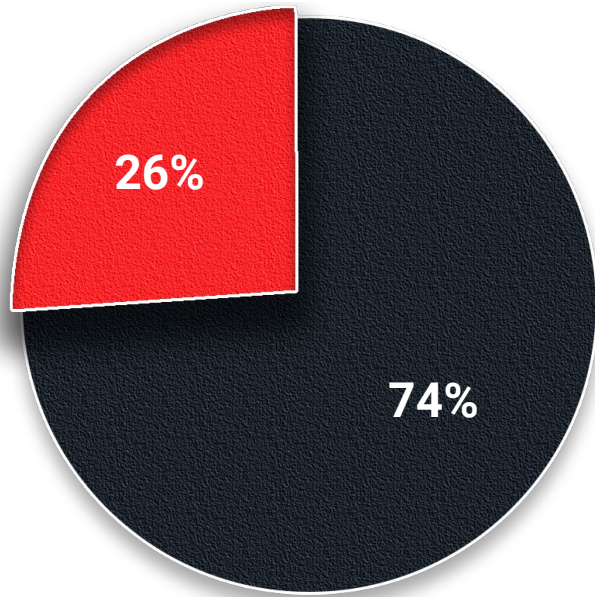
JAN 4, 2023
UPDATE EMAIL
TO VHCA/MLPA
PLANNING AND
BOARD MEMBERS

MAR 28, 2023
UPDATE EMAIL
TO VHCA/MLPA
PLANNING AND
BOARD MEMBERS,
AND NPU F CHAIR

APRIL 10, 2023
MLPA MONTH
BOARD CALL
UPDATE AND
QUESTIONS

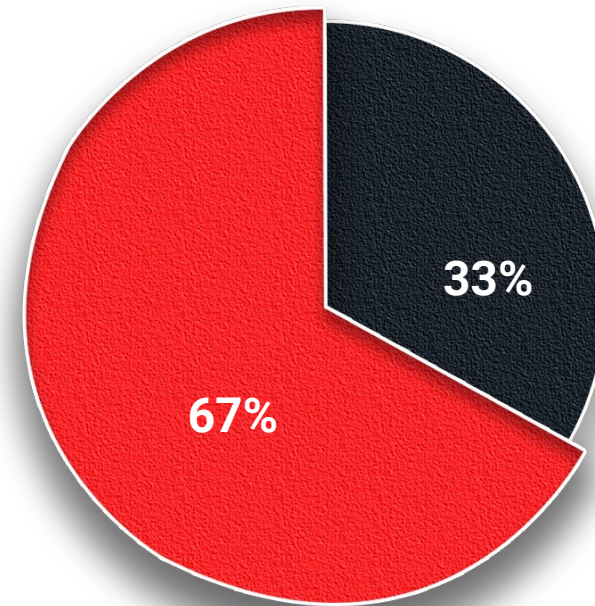
Aspirations for Amsterdam Walk

- Maintain current density
- Change from mostly commercial to mostly residential
- Meet neighborhood recommendations for subarea 6 update
 - Requires re-zoning but no application has been filed



Current Zoning

Residential Commercial



Proposed New Zoning

Residential Commercial

Aspirations for Amsterdam Walk

- A walkable/bikeable retail destination on the Park and Beltline
- A healthy mix of residential, office, and retail
- A community link between Morningside and Virginia-Highland
- A lively public square along Piedmont Park and the Beltline
- A night out for neighbors and friends
- A neighborhood connection to the Beltline
- A community living room for all ages
- A home for a wide range of incomes
- A unique destination for the new work environment
- Balanced retail with mostly restaurants, services, and a little goods

Aspirations for Amsterdam Walk



Aspirations for Amsterdam Walk



Aspirations for Amsterdam Walk



Aspirations for Amsterdam Walk



Aspirations for Amsterdam Walk



Aspirations for Amsterdam Walk



Concerns

- **Major Factors When Considering Redevelopment**
 - Traffic Impacts & DRI
 - Construction Period Impacts
 - Retail Experience
 - Respecting Adjacent Residential

Traffic

Kimley»»Horn



ANA EISENMANN

Engineer - Transportation Planning, Traffic Engineering

DRI Process

Any large-scale development, or one that is likely to impact neighboring jurisdictions, is subject to review as a Development of Regional Impact (DRI). ARC is responsible for conducting these reviews in the 11-county metro Atlanta area.

A DRI review is intended to foster communication and coordination between local governments and other relevant agencies and to provide a means of identifying and assessing potential impacts before conflicts arise.

A jurisdiction must submit information on potential DRIs to ARC for review and comment. Once submitted, ARC gathers input from neighboring jurisdictions and other potentially affected parties and produces a report detailing comments and recommendations.

For this project, the DRI review must be completed and taken into consideration prior to the COA's final rezoning decision.

DRI Participants

- GRTA
- ARC
- ATL DOT
- GDOT
- Atlanta Beltline
- MARTA
- Neighborhood
- Developer



Atlanta Regional Commission



Atlanta
BeltLine®

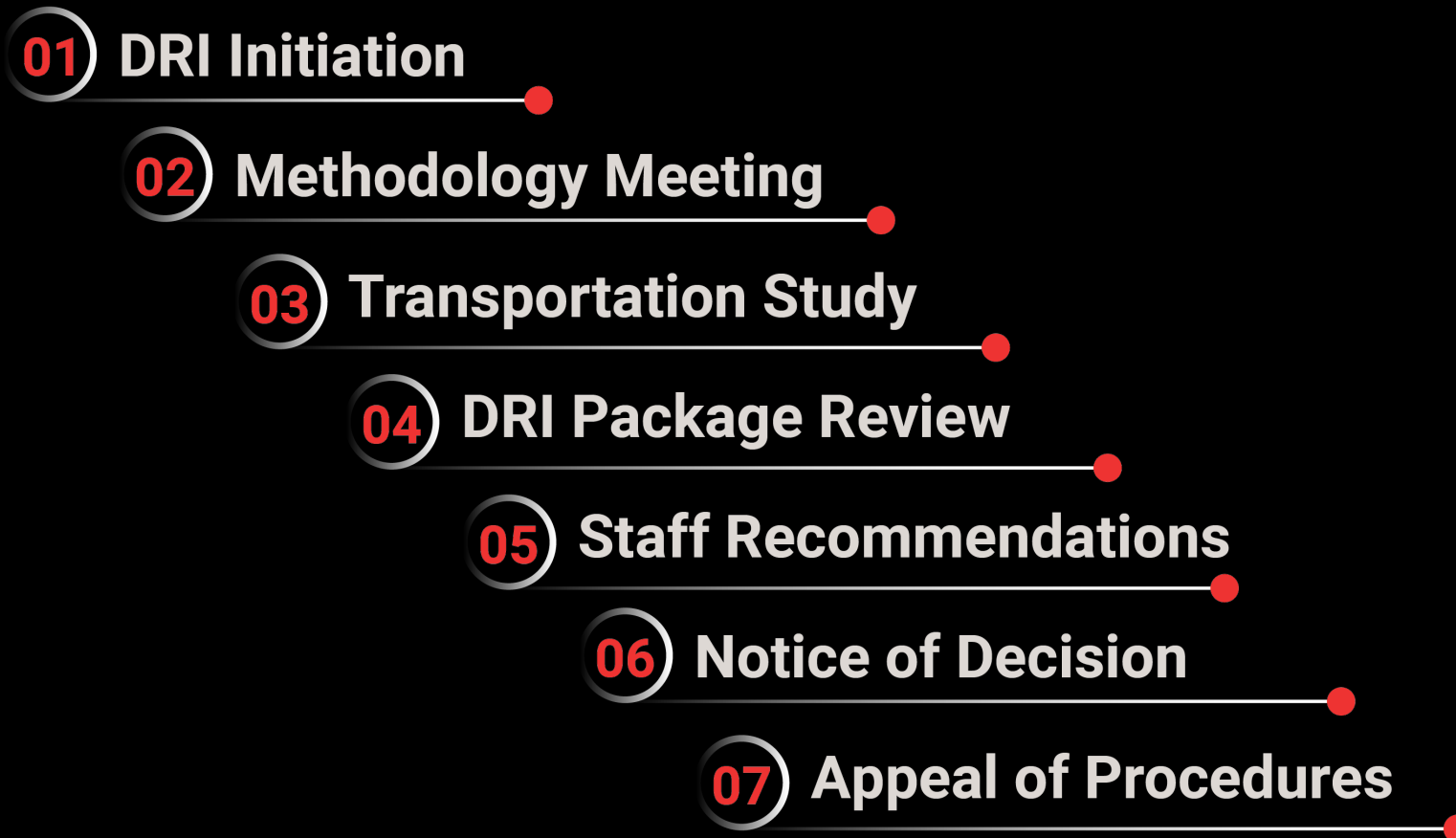


MORNINGSIDE LENOX PARK
MASTER PLAN



VIRGINIA-HIGHLAND
CIVIC ASSOCIATION

DRI Process



Multiple Points of Vehicular Access



Amsterdam Walk Site
Approx. 10.45 acres

PARK DR

ORME CIR

MONROE DR

MONROE DR

EVELYN ST

Construction Period Impacts

Plan, Communicate, and then Communicate again

JUNCTION KROG DISTRICT Construction Activity Update

September 23, 2022
667 AUBURN AVE



JUNCTION KROG DISTRICT Construction Activity Update

September 23, 2022
667 AUBURN AVE, PAGE 2

667 AUBURN AVENUE LOGISTICS PLAN



- LEGEND
- Construction Entrance
 - Flagmen
 - Material Loading/Unloading
 - Concrete Pour Staging

MONDAY 9/26 - 9/28

Activities: Utility Investigation



What to Expect: One lane of Auburn closed to investigate underground utilities close to the corner at Irwin. We will be using a Vacuum Truck to eliminate possible utility damage

TUESDAY 09/27

Activities: Concrete Pour Trucks Staged on Irwin Street

What to Expect: Trucks will be staged on Irwin St. Flagmen will be in place to help manage vehicle and pedestrian traffic. There may also be minor interruptions while trucks are backing in to load/unload.

THURSDAY 09/29

Activities: Rebar Delivery

What to Expect: Minor interruptions while trucks are backing in to load/unload.

FRIDAY 09/30

Activities: Concrete Pour Trucks Staged on Irwin Street

What to Expect: Trucks will be staged on Irwin St. Flagmen will be in place to help manage vehicle and pedestrian traffic. There may also be minor interruptions while trucks are backing in to load/unload.

MONDAY 10/3

Activities: Rebar Delivery

What to Expect: Minor interruptions while trucks are backing in to load/unload.

WEDNESDAY 10/5

Activities: Rebar Delivery

What to Expect: Minor interruptions while trucks are backing in to load/unload.

THURSDAY 10/6

Activities: Concrete Pour Trucks Staged on Irwin Street



What to Expect: Trucks will be staged on Irwin St. Flagmen will be in place to help manage vehicle and pedestrian traffic. There may also be minor interruptions while trucks are backing in to load/unload.

Delivery Traffic Logistics

Additional flagmen will be staffed to direct deliveries for proper staging and entrance to the job site, as well as prioritize pedestrian safety.

Pedestrian Safety

All sidewalks are open for pedestrians on Auburn Ave., Irwin St. and the Beltline. Flagmen on Auburn Ave. and Irwin St. look out for walkers and stop project trucks until the sidewalks are clear. If a tractor trailer comes onsite for deliveries, a 3rd flagman maintains safety for walkers, bikers and scooter.

Want to get in touch with someone about this project?

Email Archer Charles or call 256-486-8426



Reputation is Everything



- Selecting a qualified General Contractor
- Site logistics planning
- Coordination with Piedmont Park, Botanical Gardens, and Department of Watershed Management
- On-going Communication on Construction Activity & Impacts with VHCA, MLPA, & neighbors

PROJECT MILESTONES

CONSTRUCTION START - March '22
FOUNDATIONS COMPLETE - July '22
VERTICAL COMPLETION - Dec. '22
SUBSTANTIAL COMPLETION - July '23
PROJECT OPENING - Sept. '23

Aerial Photo: 9/20/22



Progress Photo: 9/21/22



Retail Experience

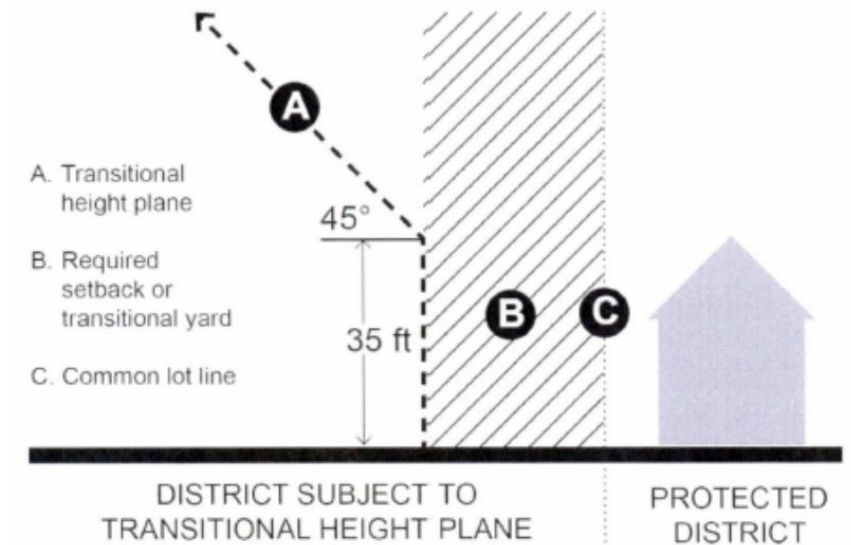
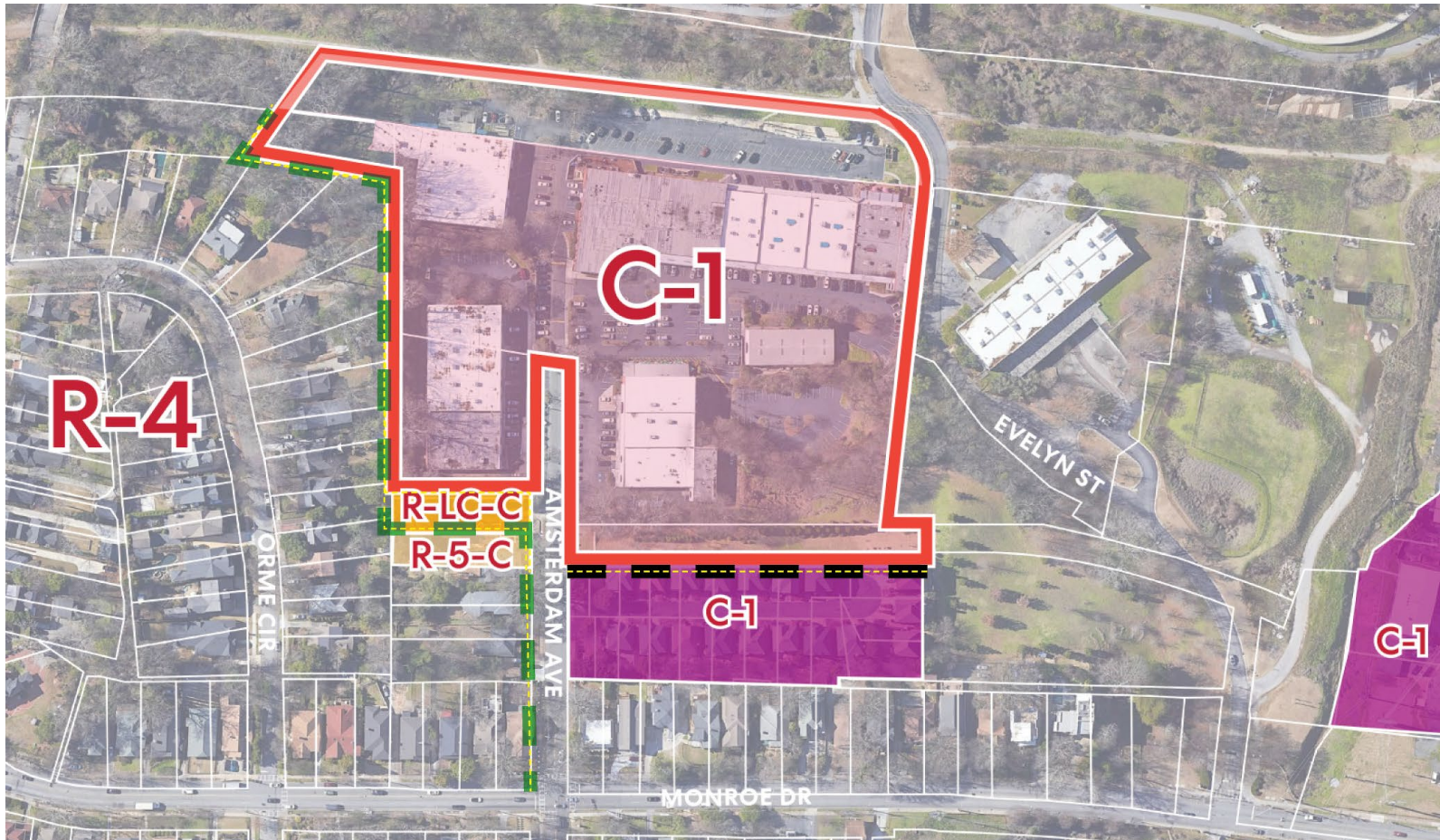
- Quality of establishments and trouble tenants
- Loss of service-based retail
- Affordability for Local Business & Entrepreneurs



Respecting Adjacent Residential

Transitional Height Plane

Transitional height plane diagram 1: Contiguous to be protected district



Respecting Adjacent Residential

Compatible Adjacent Uses



Amsterdam Walk Site
Approx. 10.45 acres

- Residential
- Office
- Retail

Other Aspirations or Concerns

- **Comment Board**

Next Steps

- **Joint planning committee meetings**
 - VHCA (Jack White and Chip Bullock)
 - MLPA (Rebekah Falkner)
- **Larger neighborhood presentations**
 - In-person and online
 - Notifications in the newsletters, Instagram, Facebook, and Nextdoor
- **Informal meet and greet discussions**
 - Orme Circle & Highland Park neighbors
 - TBD – Coffee Q&A, Happy Hour Q&A
- **Official Board Presentations**
 - Board member participation in planning discussions
 - Amy Harward VHCA and Don Campbell (MLPA)
 - Regularly scheduled board meetings presentations posted on meeting agenda
- **Project website**
 - Reimagine Amsterdam Walk
 - All presentations, past meetings and future interactions will be posted there and on the neighborhood websites
 - Active Q&A comment board

THANK YOU