



REGIONAL REVIEW FINDING

Atlanta Regional Commission • 40 Courtland Street NE, Atlanta, Georgia 30303 • ph: 404.463.3100 • fax: 404.463.3105 • www.atlantaregional.com

DATE: Oct 30 2008

ARC REVIEW CODE: R809301

TO: Mayor Shirley Franklin
ATTN TO: Shelley Peart, City of Atlanta
FROM: Charles Krautler, Director

NOTE: This is digital signature.
Original on file.

The Atlanta Regional Commission (ARC) has completed regional review of the following Development of Regional Impact (DRI). Below is the ARC finding. The Atlanta Regional Commission reviewed the DRI with regard to conflicts to regional plans, goals, and policies and impacts it might have on the activities, plans, goals, and policies of other local jurisdictions and state, federal, and other agencies. The finding does not address whether the DRI is or is not in the best interest of the local government.

Submitting Local Government: City of Atlanta
Name of Proposal: 777 Memorial Drive

Review Type: Development of Regional Impact

Date Opened: Sep 30 2008

Date Closed: Oct 30 2008

FINDING: After reviewing the information submitted for the review, and the comments received from affected agencies, the Atlanta Regional Commission finding is that the DRI is in the best interest of the Region, and therefore, of the State.

Additional Comments: The proposed development meets many of ARC's Regional Development Policies and is generally consistent with the Atlanta Region Unified Growth Policy Map (UGPM). The proposed development is located within the Mega Corridor designation. Mega Corridors are the most intensely developed radial corridors in the region.

The proposed development fronts Memorial Drive and is located within the Memorial Drive Livable Centers Initiative (LCI) Study. Therefore, the proposed development should meet or exceed the goals of the LCI Study. The LCI plan calls for the redevelopment of this corridor from industrial to mixed-use and as well as the improvement of the bicycle and pedestrian environment.

THE FOLLOWING LOCAL GOVERNMENTS AND AGENCIES RECEIVED NOTICE OF THIS REVIEW:

ARC LAND USE PLANNING

ARC DATA RESEARCH

GEORGIA DEPARTMENT OF NATURAL RESOURCES

METRO ATLANTA RAPID TRANSIT AUTHORITY

ARC TRANSPORTATION PLANNING

ARC AGING DIVISION

GEORGIA DEPARTMENT OF TRANSPORTATION

DEKALB COUNTY

ARC ENVIRONMENTAL PLANNING

GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS

GEORGIA REGIONAL TRANSPORTATION AUTHORITY

CITY OF ATLANTA SCHOOLS

If you have any questions regarding this review, Please call Jon Tuley at (404) 463-3309. This finding will be published to the ARC website.

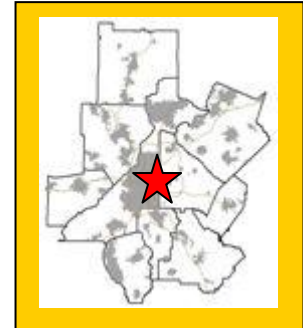
The ARC review website is located at: <http://www.atlantaregional.com/landuse>.

Preliminary Report:	September 30, 2008	DEVELOPMENT OF REGIONAL IMPACT REVIEW REPORT	Project:	777 Memorial #1909
Final Report Due:	October 30, 2008		Comments Due By:	October 14, 2008

FINAL REPORT SUMMARY

PROPOSED DEVELOPMENT:

The proposed 777 Memorial Drive is a mixed use infill development located on 9.95 acres in the City of Atlanta. The proposed development will consist of 71,700 square feet of retail, 12,100 square feet of office and 350 residential units. Currently, there is a vacant dairy plant on the site that will be demolished. The proposed development is located at the intersection of Memorial Drive and Pearl Street.



PROJECT PHASING:

The project is being proposed in one phase with a project build out date for 2010.

GENERAL

According to information on the review form or comments received from potentially affected governments:

Is the proposed project consistent with the host-local government's comprehensive plan? If not, identify inconsistencies.

The project site is currently zoned Light Industrial. The proposed zoning is MRC-3 Mixed Residential-Commercial. Information submitted for the review states that the proposed development is designated I-1 Industrial in the City of Atlanta's Future Land Use Plan.

Is the proposed project consistent with any potentially affected local government's comprehensive plan? If not, identify inconsistencies.

No comments were received identifying inconsistencies with any potentially affected local government's comprehensive plan.

Will the proposed project impact the implementation of any local government's short-term work program? If so, how?

No comments were received concerning impacts to the implementation of any local government's short term work program.

Will the proposed project generate population and/or employment increases in the Region? If yes, what would be the major infrastructure and facilities improvements needed to support the increase?

Yes, the proposed development would increase the need for services in the area for existing and future residents.

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What other major development projects are planned near the proposed project?

The ARC has reviewed other major development projects, known as Area Plan (1984 to 1991) or as a DRI (1991 to present), within a mile radius of the proposed project.

Year	Name
2006	Northeast Beltline
2006	Capital Gateway
2003	Moreland Ave Retail Project
2002	Alta at Inman Park
2000	Glenwood Park

Will the proposed project displace housing units or community facilities? If yes, identify and give number of units, facilities, etc.

No, the proposed development will not displace any housing units or community facilities. Based on information submitted for the review, there is an existing vacant dairy plant on the site that will be demolished.

Will the development cause a loss in jobs? If yes, how many?

No.

Is the proposed development consistent with regional plans and policies?

The proposed development meets many of ARC's Regional Development Policies and is generally consistent with the Atlanta Region Unified Growth Policy Map (UGPM). The proposed development is located within the Mega Corridor designation. Mega Corridors are the most intensely developed radial corridors in the region.

The proposed development fronts Memorial Drive and is located within the Memorial Drive Livable Centers Initiative (LCI) Study. Therefore, the proposed development should meet or exceed the goals of the LCI Study. The LCI plan calls for the redevelopment of this corridor from industrial to mixed-use and as well as the improvement of the bicycle and pedestrian environment.

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FINAL REPORT

Regional Development Plan Policies

1. Provide sustainable economic growth in all areas of the region.
2. Encourage new homes and jobs within existing developed areas of the region, focusing on principal transportation corridors, the Central Business District, activity centers, and town centers.
3. Increase opportunities for mixed use development, transit-oriented development, infill, and redevelopment.
4. At strategic regional locations, plan and retail industrial and freight land uses.
5. Design transportation infrastructure to protect the context of adjoining development and provide a sense of place appropriate for our communities.
6. Promote the reclamation of Brownfield development sites.
7. Protect the character and integrity of existing neighborhoods, while also meeting the needs of communities to grow.
8. Encourage a variety of homes styles, densities, and price ranges in locations that are accessible to jobs and services to ensure housing for individuals and families of all incomes and age groups.
9. Promote new communities that feature greenspace and neighborhood parks, pedestrian scale, support transportation options, and provide an appropriate mix of uses and housing types.
10. Promote sustainable and energy efficient development.
11. Protect environmentally-sensitive areas including wetlands, floodplains, small water supply watersheds, rivers and stream corridors.
12. Increase the amount, quality, and connectivity, and accessibility of greenspace.
13. Provide strategies to preserve and enhance historic resources
14. Through regional infrastructure planning, limit growth in undeveloped areas of the region
15. Assist local governments to adopt growth management strategies that make more efficient use of existing infrastructure.
16. Inform and involve the public in planning at regional, local, and neighborhood levels.
17. Coordinate local policies and regulations to support Regional Policies
18. Encourage the development of state and regional growth management policy.

BEST LAND USE PRACTICES

Practice 1: Keep vehicle miles of travel (VMT) below the area average. Infill developments are the best at accomplishing this. The more remote a development the more self contained it must be to stay below the area average VMT.

Practice 2: Contribute to the area's jobs-housing balance. Strive for a job-housing balance with a three to five mile area around a development site.

Practice 3: Mix land uses at the finest grain the market will bear and include civic uses in the mix.

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Practice 4: Develop in clusters and keep the clusters small. This will result in more open space preservation.

Practice 5: Place higher-density housing near commercial centers, transit lines and parks. This will enable more walking, biking and transit use.

Practice 6: Phase convenience shopping and recreational opportunities to keep pace with housing. These are valued amenities and translate into less external travel by residents if located conveniently to housing.

Practice 7: Make subdivisions into neighborhoods with well-defined centers and edges. This is traditional development.

Practice 8: Reserve school sites and donate them if necessary to attract new schools. This will result in neighborhood schools which provide a more supportive learning environment than larger ones.

Practice 9: Concentrate commercial development in compact centers or districts, rather than letting it spread out in strips.

Practice 10: Make shopping centers and business parks into all-purpose activity centers. Suburban shopping centers and their environs could be improved by mixing uses and designing them with the pedestrian amenities of downtowns.

Practice 11: Tame auto-oriented land uses, or at least separate them from pedestrian-oriented uses. Relegate "big box" stores to areas where they will do the least harm to the community fabric.

BEST TRANSPORTATION PRACTICES

Practice 1: Design the street network with multiple connections and relatively direct routes.

Practice 2: Space through-streets no more than a half mile apart, or the equivalent route density in a curvilinear network.

Practice 3: Use traffic-calming measures liberally. Use short streets, sharp curves, center islands, traffic circles, textured pavements, speed bumps and raised crosswalks.

Practice 4: Keep speeds on local streets down to 20 mph.

Practice 5: Keep speeds on arterials and collectors down to 35 mph (at least inside communities).

Practice 6: Keep all streets as narrow as possible and never more than four traffic lanes wide. Florida suggests access streets 18 feet, subcollectors 26 feet, and collectors from 28 feet to 36 feet depending on lanes and parking.

Practice 7: Align streets to give buildings energy-efficient orientations. Allow building sites to benefit from sun angles, natural shading and prevailing breezes.

Practice 8: Avoid using traffic signals wherever possible and always space them for good traffic progression.

Practice 9: Provide networks for pedestrians and bicyclists as good as the network for motorists.

Practice 10: Provide pedestrians and bicyclists with shortcuts and alternatives to travel along high-volume streets.

Practice 11: Incorporate transit-oriented design features.

Practice 12: Establish TDM programs for local employees. Ridesharing, modified work hours, telecommuting and others.

BEST ENVIRONMENTAL PRACTICES

Practice 1: Use a systems approach to environmental planning. Shift from development orientation to basins or ecosystems planning.

Practice 2: Channel development into areas that are already disturbed.

Practice 3: Preserve patches of high-quality habitat, as large and circular as possible, feathered at the edges and connected by wildlife corridors. Stream corridors offer great potential.

Practice 4: Design around significant wetlands.

Practice 5: Establish upland buffers around all retained wetlands and natural water bodies.

Practice 6: Preserve significant uplands, too.

Practice 7: Restore and enhance ecological functions damaged by prior site activities.

Practice 8: Detain runoff with open, natural drainage systems. The more natural the system the more valuable it will be for wildlife and water quality.

Practice 9: Design man-made lakes and stormwater ponds for maximum environmental value. Recreation, stormwater management, wildlife habitat and others.

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Practice 10: Use reclaimed water and integrated pest management on large landscaped areas. Integrated pest management involves controlling pests by introducing their natural enemies and cultivating disease and insect resistant grasses.

Practice 11: Use and require the use of Xeriscape™ landscaping. Xeriscaping™ is water conserving landscape methods and materials.

BEST HOUSING PRACTICES

Practice 1: Offer “life cycle” housing. Providing integrated housing for every part of the “life cycle”.

Practice 2: Achieve an average net residential density of six to seven units per acre without the appearance of crowding. Cluster housing to achieve open space.

Practice 3: Use cost-effective site development and construction practices. Small frontages and setbacks; rolled curbs or no curbs; shared driveways.

Practice 4: Design of energy-saving features. Natural shading and solar access.

Practice 5: Supply affordable single-family homes for moderate-income households.

Practice 6: Supply affordable multi-family and accessory housing for low-income households.

Practice 7: Tap government housing programs to broaden and deepen the housing/income mix.

Practice 8: Mix housing to the extent the market will bear.

LOCATION

Where is the proposed project located within the host-local government's boundaries?

The proposed development is located in the City of Atlanta in the southeast quadrant of the intersection of Memorial Drive and Pearl Street.

Will the proposed project be located close to the host-local government's boundary with another local government? If yes, identify the other local government.

The proposed development is entirely within the City of Atlanta.

Will the proposed project be located close to land uses in other jurisdictions that would benefit, or be negatively impacted, by the project? Identify those land uses which would benefit and those which would be negatively affected and describe impacts.

None were determined during the review.

ECONOMY OF THE REGION

According to information on the review form or comments received from potentially affected governments:

What new taxes will be generated by the proposed project?

Estimated value of the development is \$65 million with an expected \$1,095,770 in annual local tax revenues.

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How many short-term jobs will the development generate in the Region?

Short-term jobs will depend upon construction schedule.

Is the regional work force sufficient to fill the demand created by the proposed project?

Yes.

In what ways could the proposed development have a positive or negative impact on existing industry or business in the Region?

The proposed development will provide mixed use opportunities for individuals to live and work within close proximity.

NATURAL RESOURCES

This project is proposed on an already developed site that has no streams and is almost entirely impervious in an existing, heavily developed urban area. Stormwater will be handled by the City stormwater system.

HISTORIC RESOURCES

Will the proposed project be located near a national register site? If yes, identify site.

None have been identified.

In what ways could the proposed project create impacts that would damage the resource?

Not applicable.

In what ways could the proposed project have a positive influence on efforts to preserve or promote the historic resource?

Not applicable.

INFRASTRUCTURE

Transportation

How many site access points will be associated with the proposed development? What are their locations?

The site proposes two full access driveways on Memorial Drive, two full access driveways on Pearl Street and three full access driveways on Old Flat Shoals Road.

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The first driveway on Memorial Drive is approximately 380 ft. east of Pearl Street. The second driveway is approximately 290 ft. east of the first driveway and approximately 320 ft. west of Chester Avenue.

How much traffic (both average daily and peak am/pm) will be generated by the proposed project?

A&R Engineering, Inc. performed the transportation analysis. GRTA and ARC review staff agreed with the methodology and assumptions used in the analysis. The net trip generation is based on the rates published in the 7th edition of the Institute of Transportation Engineers (ITE) Trip Generation report; they are listed in the following table:

Land Use	A.M. Peak Hour			P.M. Peak Hour			24-Hour
	Enter	Exit	2-Way	Enter	Exit	2-Way	2-Way
Shopping Center 71,700 SF	78	50	128	241	262	503	5,470
Residential Condominium/Townhouse 350 Units	24	117	141	113	55	168	1,862
General Office 12,100 SF	31	4	35	16	76	92	262
<i>Mixed-Use Reductions</i>	-6	-6	-12	-65	-64	-129	-1,196
<i>Alternative Mode Reductions</i>	-3	-3	-6	-4	-5	-9	-90
<i>Pass-By Reductions</i>	-	-	0	-92	-97	-189	-1,890
Total New Trips	124	162	286	209	227	436	4,418

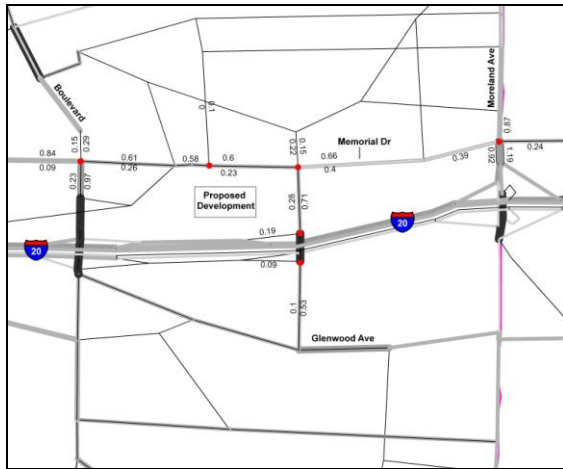
What are the existing traffic patterns and volumes on the local, county, state and interstate roads that serve the site?

Incorporating the trip generation results, the transportation consultant distributed the traffic on the current roadway network. An assessment of the existing Level of Service (LOS) and projected LOS based on the trip distribution findings helps to determine the study network. The results of this exercise determined the study network, which has been approved by ARC and GRTA. If analysis of an intersection or roadway results in a substandard LOS "D", then the consultant recommends improvements.

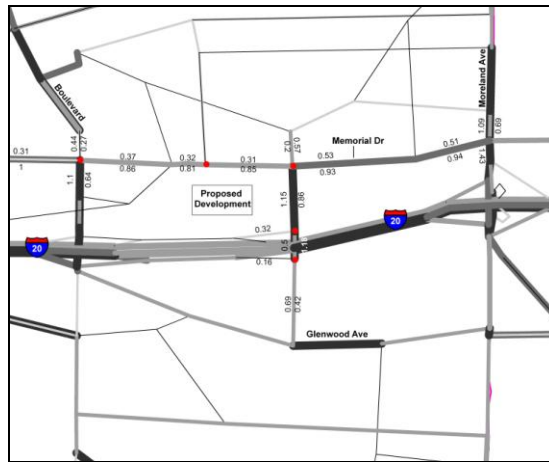
Projected traffic volumes from the Regional Travel Demand Model are compared to the assigned capacity of facilities within the study network. This data is used to calculate a volume to capacity (V/C) ratio. The V/C ratio values that define the LOS thresholds vary depending on factors such as the type of terrain traversed and the percent of the road where passing is prohibited. LOS A is free-flow traffic from 0 to 0.3, LOS B is decreased free-flow from 0.31 to 0.5, LOS C is limited mobility from 0.51 to 0.75, LOS D is restricted mobility from 0.76 to 0.9, LOS E is at or near capacity from 0.91 to 1.00, and LOS F is breakdown flow with a V/C ratio of 1.01 or above. As a V/C ratio reaches 0.8, congestion increases. The V/C ratios for traffic in various network years are presented in the following table. Any facilities that have a V/C ratio of 1.0 or above are considered congested.

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V/C Ratios



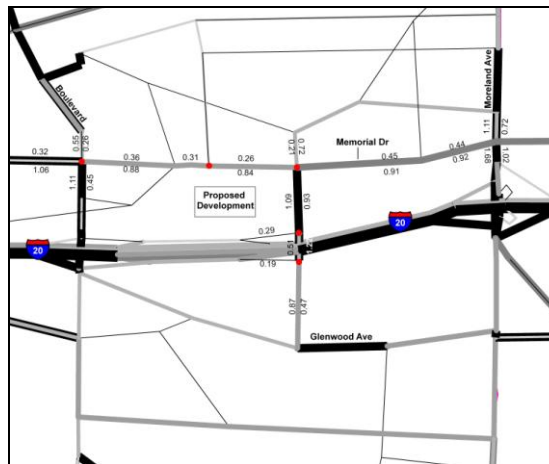
2010 AM Peak



2010 PM Peak



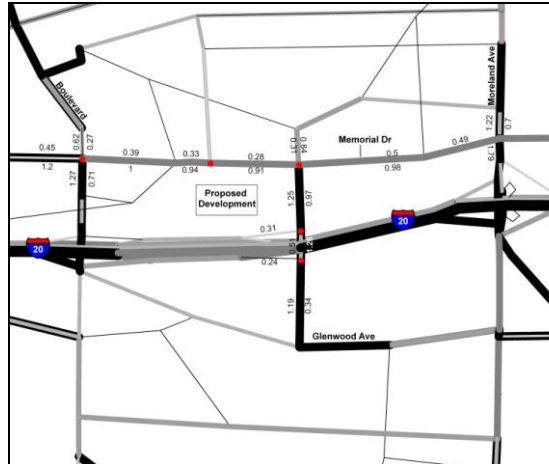
2020 AM Peak



2020 PM Peak



2030 AM Peak



2030 PM Peak

Legend

AM/PM Peak V/C Ratio — LOS A: 0 - 0.3 — LOS B: 0.31 - 0.5 — LOS C: 0.51 - 0.75 — LOS D: 0.76 - 0.90 — LOS E: 0.91 - 1.00 — LOS F: 1.01+

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For the V/C ratio graphic, the data is based on 2010, 2020 and 2030 AM/PM peak volume data generated from ARC's 20-county travel demand model utilizing projects from Envision6 and the FY 2008-2013 TIP. The 20-county networks are being used since they consist of the most up to date transportation networks and data. The travel demand model incorporates lane addition improvements and updates to the network as appropriate. As the life of the RTP progresses, volume and/or V/C ratio data may appear inconsistent due to (1) effect of implementation of nearby new or expanded facilities or (2) impact of socio-economic data on facility types.

List the transportation improvements that would affect or be affected by the proposed project.

2008-2013 TIP*

ARC Number	Route	Type of Improvement	Scheduled Completion Year
AR-450	Beltline Transportation Corridor multi-use path	Bicycle/Pedestrian Facility	2020
AT-AR-BP127	Memorial Drive from Moreland Avenue to Candler Road	Pedestrian Facility	2010
M-AR-296	Beltline Environmental Impact	Studies	2009

Envision6 RTP (Long Range Projects)*

ARC Number	Route	Type of Improvement	Scheduled Completion Year
AR-451B	Beltline Transportation Corridor transit service in southeast quadrant	Fixed Guideway Transit Capital	2030
AR-923	Memorial Drive BRT from Avondale Mall in DeKalb County to MARTA Garnett Station in City of Atlanta	Arterial Bus Rapid Transit	2020

**The ARC Board adopted the Envision6 RTP and FY 2008-2013 TIP on September 26th, 2007.*

Summarize the transportation improvements as recommended by consultant in the traffic study for 777 Memorial Drive.

According to the findings, there will be some capacity deficiencies as a result of future year **background** traffic. The transportation consultant has made recommendations for improvements to be carried out in order to upgrade the existing level of service.

Memorial Drive @ Moreland Avenue

- Add a dedicated eastbound right turn lane on Memorial Drive

According to the findings, there will be some capacity deficiencies as a result of future year **total** traffic. The transportation consultant has made recommendations for improvements to be carried out in order to upgrade the existing level of service.

Memorial Drive @ Moreland Avenue

- Add a dedicated eastbound right turn lane on Memorial Drive

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Is the site served by transit? If so, describe type and level of service and how it will enhance or be enhanced by the presence of transit? Are there plans to provide or expand transit service in the vicinity of the proposed project?

The site is currently served by multiple transportation options. MARTA Bus Route 21 runs on Memorial Drive and includes multiple bus stops along Memorial Drive in the vicinity of the site. The closest bus stop on Memorial Drive to the site is located at the corner of Pearl Street and Memorial Drive intersection (the northwest corner of the site). The site is also located in the proximity of MARTA rail line. King Memorial MARTA Station is located approximately 0.75 miles away from the site. In addition, the proposed Belt Line project would operate just east of the project along the Glenwood Memorial Connector.

What transportation demand management strategies does the developer propose (carpool, flex-time, transit subsidy, etc.)?

None proposed.

The development **PASSES** the ARC's Air Quality Benchmark test.

Air Quality Impacts/Mitigation (based on ARC strategies)	Credits	Total
Where Residential is dominant, >15 units/ac	6%	6%
Where Residential is dominant, 10% Retail or 10% Office	4%	4%
w/in 1/4 mile of Bus Stop (CCT, MARTA, Other)	3%	3%
Bike/ped networks that meet Mixed Use or Density target and connect to adjoining uses	5%	5%
Total Calculated ARC Air Quality Credits (15 % reduction required)		18%

What are the conclusions of this review? Is the transportation system (existing and planned) capable of accommodating these trips?

Based on the traffic analysis completed by Kimley-Horn and Associates, Inc. and projected traffic volumes derived from the ARC Travel Demand Model (TDM), the transportation system is not fully capable of accommodating the new trips generated by the proposed development and maintaining acceptable LOS standards at the studied intersections.

ARC concludes that the improvements recommended in the traffic analysis are needed and should be implemented to maintain or improve LOS standards on surface streets in the vicinity of the proposed development.

ARC makes the following recommendations for the proposed development consistent with adopted local and regional plans:

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- The two full-access driveways proposed on Memorial Drive are in close proximity to each other, and the nearest public roadways (Pearl Street and Chester Avenue). ARC is concerned with the proximity and will examine the issue in closer detail during the remainder of the review period.

INFRASTRUCTURE

Wastewater and Sewage

Wastewater is estimated at .10 MGD based on information submitted for the review.

Which facility will treat wastewater from the project?

R.M Clayton will provide wastewater treatment for the proposed development.

What is the current permitted capacity and average annual flow to this facility?

The capacity of R.M. Clayton Site is listed below:

PERMITTED CAPACITY MMF, MGD ₁	DESIGN CAPACITY MMF, MGD	2001 MMF, MGD	2008 MMF, MGD	2008 CAPACITY AVAILABLE +/-, MGD	PLANNED EXPANSION	REMARKS
No flow limit	122	99	120	2	None. Plan before EPD to permit plant at design capacity consistent with draft Chattahoochee River Model.	Existing Consent Decree with the U.S. EPA and Georgia EPD require CSO and SSO improvements throughout City of Atlanta wastewater system by 2007 and 2014 respectively.

MMF: Maximum Monthly Flow. Mgd: million of gallons per day.

*₁ Source: Metropolitan North Georgia Water Planning District **SHORT-TERM WASTEWATER CAPACITY PLAN**, August 2002.*

What other major developments will be served by the plant serving this project?

ARC has reviewed a number of major developments that will be served by this plant.

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INFRASTRUCTURE

Water Supply and Treatment

How much water will the proposed project demand?

Water demand also is estimated at .12 MGD based on information submitted for the review.

How will the proposed project's demand for water impact the water supply or treatment facilities of the jurisdiction providing the service?

Information submitted with the review suggests that there is sufficient water supply capacity available for the proposed project.

INFRASTRUCTURE

Solid Waste

How much solid waste will be generated by the project? Where will this waste be disposed?

Information submitted with the review 2,592 tons of solid waste per year and the waste will be disposed of in the City of Atlanta.

Will the project create any unusual waste handling or disposal problems?

No.

Are there any provisions for recycling this project's solid waste.

None stated.

INFRASTRUCTURE

Other facilities

According to information gained in the review process, will there be any unusual intergovernmental impacts on:

- Levels of governmental services?
- Administrative facilities?
- Schools?
- Libraries or cultural facilities?
- Fire, police, or EMS?
- Other government facilities?
- Other community services/resources (day care, health care, low income, non-English speaking, elderly, etc.)?

None were determined during the review.

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HOUSING

Will the proposed project create a demand for additional housing?

No, the proposed development will add 350 new residential units.

Will the proposed project provide housing opportunities close to existing employment centers?

Yes, once developed, this project will provide housing opportunities for existing employment centers as well as providing opportunities for individuals to live and work within close proximity to one another.

Is there housing accessible to the project in all price ranges demanded?

The site proposed for the development is located in Census Tract 50. This tract had a 4.3 percent increase in the number of housing units from 2000 to 2007 according to ARC's Population and Housing Report. The report shows that 59 percent of the housing units are single-family, compared to 69 percent for the region; thus indicating there is a variety of multi-family housing options around the development area.

Is it likely or unlikely that potential employees of the proposed project will be able to find affordable* housing?

Likely, assuming the development is approved with multiple price ranges of housing.

* Defined as 30 percent of the income of a family making 80 percent of the median income of the Region – FY 2000 median income of \$51,649 for family of 4 in Georgia.

Developments of Regional Impact

[DRI Home](#)[DRI Rules](#)[Thresholds](#)[Tier Map](#)[FAQ](#)[Apply](#)[View Submissions](#)[Login](#)**DRI #1909****DEVELOPMENT OF REGIONAL IMPACT
Initial DRI Information**

This form is to be completed by the city or county government to provide basic project information that will allow the RDC to determine if the project appears to meet or exceed applicable DRI thresholds. Refer to both the [Rules for the DRI Process](#) and the [DRI Tiers and Thresholds](#) for more information.

Local Government InformationSubmitting Local
Government:

City of Atlanta

Individual completing form:

Shelley Peart

Telephone:

404-330-6781

E-mail:

speart@atlantaga.gov

*Note: The local government representative completing this form is responsible for the accuracy of the information contained herein. If a project is to be located in more than one jurisdiction and, in total, the project meets or exceeds a DRI threshold, the local government in which the largest portion of the project is to be located is responsible for initiating the DRI review process.

Proposed Project Information

Name of Proposed Project:

777 Memorial Drive

Location (Street Address,
GPS Coordinates, or Legal
Land Lot Description):

777 Memorial Drive Atlanta, Georgia 30316 and Land Lot 21 of the 14th District of Fulton County Geo

Brief Description of Project:

Mixed Use Development incorporating office, residential and retail space.

Development Type:☐ (not selected)☐ Hotels☐ Wastewater Treatment
Facilities☐ Office☒ Mixed Use☐ Petroleum Storage Facilities☐ Commercial☐ Airports☐ Water Supply
Intakes/Reservoirs☐ Wholesale & Distribution☐ Attractions & Recreational
Facilities☐ Intermodal Terminals☐ Hospitals and Health Care
Facilities☐ Post-Secondary Schools☐ Truck Stops☐ Housing☐ Waste Handling Facilities☐ Any other development types☐ Industrial☐ Quarries, Asphalt & Cement
Plants

If other development type, describe:

Project Size (# of units, floor area, etc.):	72,000sf of Retail, 12,000sf of Office, 350 Residential Units
Developer:	Brand Properties, LLC
Mailing Address:	3475 Piedmont Rd NE
Address 2:	Suite 900
	City:Atlanta State: Ga Zip:30305
Telephone:	770-963-9223
Email:	rrollins@brandproperties.net
Is property owner different from developer/applicant?	<input type="radio"/> (not selected) <input type="radio"/> Yes <input checked="" type="radio"/> No
If yes, property owner:	
Is the proposed project entirely located within your local government's jurisdiction?	<input type="radio"/> (not selected) <input checked="" type="radio"/> Yes <input type="radio"/> No
If no, in what additional jurisdictions is the project located?	
Is the current proposal a continuation or expansion of a previous DRI?	<input type="radio"/> (not selected) <input type="radio"/> Yes <input checked="" type="radio"/> No
If yes, provide the following information:	Project Name:
	Project ID:
The initial action being requested of the local government for this project:	<input checked="" type="checkbox"/> Rezoning <input type="checkbox"/> Variance <input type="checkbox"/> Sewer <input type="checkbox"/> Water <input type="checkbox"/> Permit <input type="checkbox"/> Other Z-08-045
Is this project a phase or part of a larger overall project?	<input type="radio"/> (not selected) <input type="radio"/> Yes <input checked="" type="radio"/> No
If yes, what percent of the overall project does this project/phase represent?	
Estimated Project Completion Dates:	This project/phase: July 2010 Overall project: July 2010
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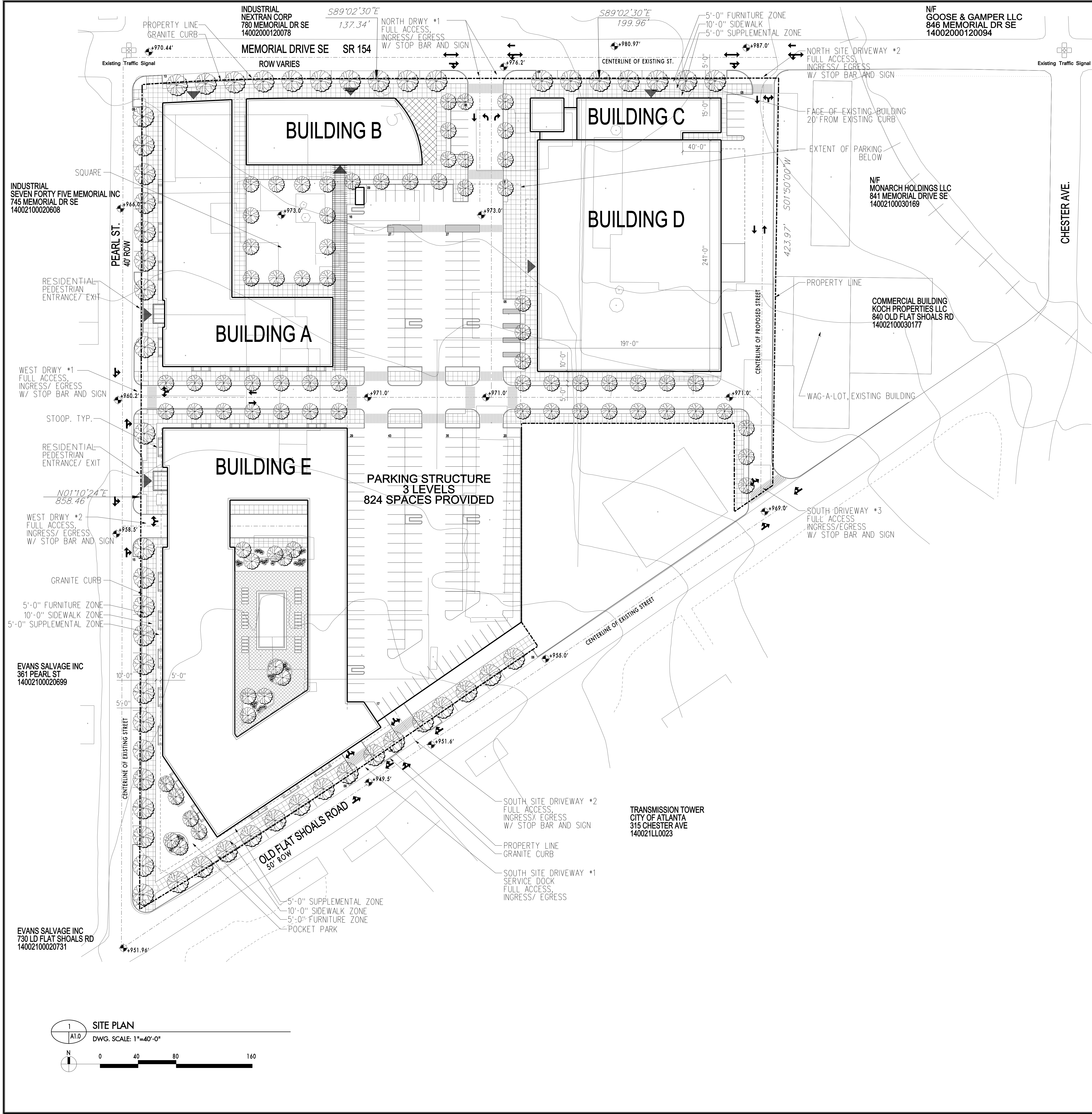
Developments of Regional Impact

[DRI Home](#)[DRI Rules](#)[Thresholds](#)[Tier Map](#)[FAQ](#)[Apply](#)[View Submissions](#)[Login](#)**DRI #1909**

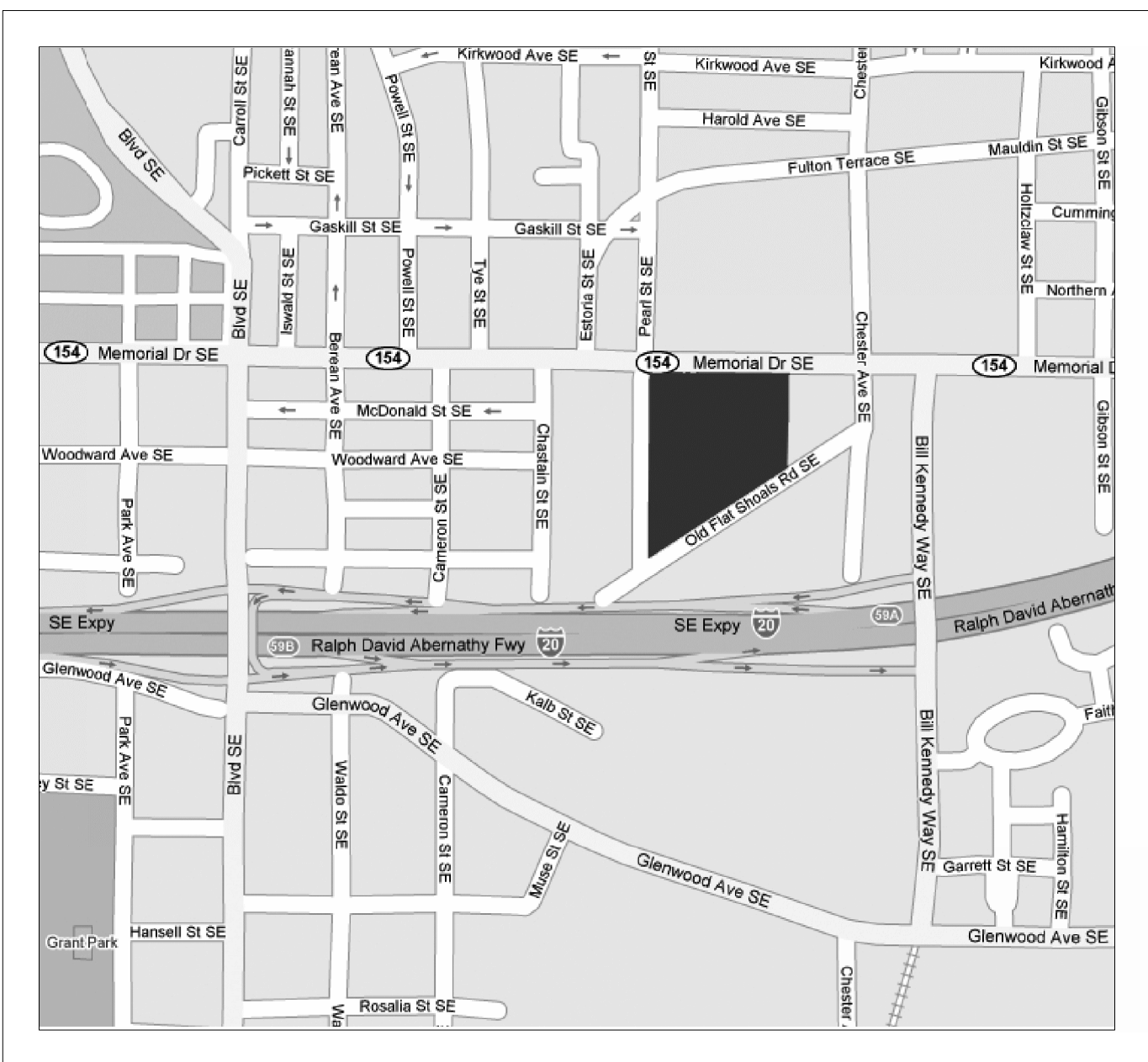
DEVELOPMENT OF REGIONAL IMPACT Additional DRI Information	
This form is to be completed by the city or county government to provide information needed by the RDC for its review of the proposed DRI. Refer to both the Rules for the DRI Process and the DRI Tiers and Thresholds for more information.	
<hr/>	
Local Government Information	
Submitting Local Government:	City of Atlanta
Individual completing form:	Shelley Peart
Telephone:	404-330-6781
Email:	speart@atlantaga.gov
<hr/>	
Project Information	
Name of Proposed Project:	777 Memorial Drive
DRI ID Number:	1909
Developer/Applicant:	Brand Properties, LLC
Telephone:	770-963-9223
Email(s):	rrollins@brandproperties.net
<hr/>	
Additional Information Requested	
Has the RDC identified any additional information required in order to proceed with the official regional review process? (If no, proceed to Economic Impacts.)	<input type="radio"/> (not selected) <input checked="" type="radio"/> Yes <input type="radio"/> No
If yes, has that additional information been provided to your RDC and, if applicable, GRTA?	<input type="radio"/> (not selected) <input checked="" type="radio"/> Yes <input type="radio"/> No
If no, the official review process can not start until this additional information is provided.	
<hr/>	
Economic Development	
Estimated Value at Build-Out:	\$65,000,000
Estimated annual local tax revenues (i.e., property tax, sales tax) likely to be generated by the proposed development:	\$1,095,770
Is the regional work force sufficient to fill the demand created by the proposed project?	<input type="radio"/> (not selected) <input checked="" type="radio"/> Yes <input type="radio"/> No
Will this development displace	

any existing uses?	<input type="radio"/> (not selected) <input checked="" type="radio"/> Yes <input type="radio"/> No
If yes, please describe (including number of units, square feet, etc): There is a small grocery store on site that will be removed. Approximately 3-4 employees will be displaced; however, those employment positions will be replaced as the site is redeveloped. See Supplemental DRI Impact Analysis for employment details.	
Water Supply	
Name of water supply provider for this site:	City of Atlanta
What is the estimated water supply demand to be generated by the project, measured in Millions of Gallons Per Day (MGD)?	0.12 MGD
Is sufficient water supply capacity available to serve the proposed project?	<input type="radio"/> (not selected) <input checked="" type="radio"/> Yes <input type="radio"/> No
If no, describe any plans to expand the existing water supply capacity:	
Is a water line extension required to serve this project?	<input type="radio"/> (not selected) <input type="radio"/> Yes <input checked="" type="radio"/> No
If yes, how much additional line (in miles) will be required? N/A Water line is in adjacent street.	
Wastewater Disposal	
Name of wastewater treatment provider for this site:	City of Atlanta - RM Clayton or Intrinchment Creek
What is the estimated sewage flow to be generated by the project, measured in Millions of Gallons Per Day (MGD)?	0.10 MGD
Is sufficient wastewater treatment capacity available to serve this proposed project?	<input type="radio"/> (not selected) <input checked="" type="radio"/> Yes <input type="radio"/> No
If no, describe any plans to expand existing wastewater treatment capacity:	
Is a sewer line extension required to serve this project?	<input type="radio"/> (not selected) <input type="radio"/> Yes <input checked="" type="radio"/> No
If yes, how much additional line (in miles) will be required? Not Applicable. Sewer is available at the site. See supplemental DRI Impact Analysis for details.	
Land Transportation	
How much traffic volume is expected to be generated by the proposed development, in peak hour vehicle trips per day? (If only an alternative measure of volume is available, please provide.)	444 p.m. peak or 4,484 24 hour, 2-way trips
Has a traffic study been performed to determine whether or not transportation or access improvements will be needed to serve this project?	<input type="radio"/> (not selected) <input checked="" type="radio"/> Yes <input type="radio"/> No
Are transportation improvements needed to serve this project?	<input type="radio"/> (not selected) <input checked="" type="radio"/> Yes <input type="radio"/> No
If yes, please describe below: All recommended transportation improvements are identified in the DRI Traffic Study, provided as a supplement to this form.	

Solid Waste Disposal	
How much solid waste is the project expected to generate annually (in tons)?	2,592 tons/yr
Is sufficient landfill capacity available to serve this proposed project?	<input type="radio"/> (not selected) <input checked="" type="radio"/> Yes <input type="radio"/> No
If no, describe any plans to expand existing landfill capacity:	
Will any hazardous waste be generated by the development?	<input type="radio"/> (not selected) <input type="radio"/> Yes <input checked="" type="radio"/> No
If yes, please explain:	
Stormwater Management	
What percentage of the site is projected to be impervious surface once the proposed development has been constructed?	91%
Describe any measures proposed (such as buffers, detention or retention ponds, pervious parking areas) to mitigate the project's impacts on stormwater management: A stormwater management program will be implemented to mitigate impacts. The program will provide both detention (likely in an underground vault under the parking deck) and water quality measures in accordance with local and state stormwater regulations.	
Environmental Quality	
Is the development located within, or likely to affect any of the following:	
1. Water supply watersheds?	<input type="radio"/> (not selected) <input type="radio"/> Yes <input checked="" type="radio"/> No
2. Significant groundwater recharge areas?	<input type="radio"/> (not selected) <input type="radio"/> Yes <input checked="" type="radio"/> No
3. Wetlands?	<input type="radio"/> (not selected) <input type="radio"/> Yes <input checked="" type="radio"/> No
4. Protected mountains?	<input type="radio"/> (not selected) <input type="radio"/> Yes <input type="radio"/> No
5. Protected river corridors?	<input type="radio"/> (not selected) <input type="radio"/> Yes <input checked="" type="radio"/> No
6. Floodplains?	<input type="radio"/> (not selected) <input type="radio"/> Yes <input checked="" type="radio"/> No
7. Historic resources?	<input type="radio"/> (not selected) <input type="radio"/> Yes <input checked="" type="radio"/> No
8. Other environmentally sensitive resources?	<input type="radio"/> (not selected) <input type="radio"/> Yes <input checked="" type="radio"/> No
If you answered yes to any question above, describe how the identified resource(s) may be affected: The project is located within the South River Basin. No significant adverse impacts from the project are anticipated.	
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VICINITY MAP



CONTACTS

OWNER:	BRAND PROPERTIES LLC 3475 PIEDMONT ROAD, NE SUITE 900 ATLANTA, GA 30305 (PHONE) 770-953-9223 (FAX) 770-955-8906 CONTACT: RICK ROLLINS
ARCHITECT OF RECORD:	COOPER CARRY ARCHITECTS 3520 PIEDMONT ROAD, NE SUITE 200 ATLANTA, GA 30305 (PHONE) 404-237-2000 (FAX) 404-237-0276 CONTACT: GREG MILLER
CIVIL ENGINEER:	PHARR ENGINEERING, INC. 5950 LIVE OAK PARKWAY, SUITE 220 NORCROSS, GA 30093 (PHONE) 770-447-6400 (FAX) 770-447-6442 CONTACT: MICHAEL WILLIAMSON
SURVEYOR:	SCHMITT ENGINEERING AND LAND SURVEYING, INC. 10 WEST WILLIAMS ST. SUITE A WINDER, GA 30080 (PHONE) 770-867-6744 (FAX) 770-586-5822 CONTACT: PHIL SCHMITT
CONSULTING ENGINEER:	A&R ENGINEERING 2180 KINGSTON COURT, SUITE 0 MARIETTA, GA 30067 (PHONE) 770-690-9255 (FAX) 770-690-9210 CONTACT: GEOFF WARR

SITE DATA

777 Memorial Drive MASTER PLAN SUMMARY	
ZONING:	MRC 3-C
SITE ACREAGE:	NET: 8.94 ACRES GROSS: 9.95 ACRES
PROPOSED LAND USE: MIXED-USE	
TOTAL BUILDING AREA:	491,300 GSF
RESIDENTIAL:	407,500 GSF (350 UNITS)
OFFICE:	12,100 GSF
RETAIL:	71,700 GSF
FAR:	1.15
RESIDENTIAL UNITS/ACRE:	35.18
USABLE OPEN SPACE REQUIRED:	178,414 SF
USABLE OPEN SPACE PROVIDED:	178,800 SF
PUBLIC SPACE REQUIRED:	78,262 SF
PUBLIC SPACE PROVIDED:	103,000 SF
BUILDING HEIGHT:	BUILDING A: 70ft BUILDING B: 50ft BUILDING C: 40ft BUILDING D: 45ft BUILDING E: 70ft
PARKING SPACES REQUIRED: (PER BELTLINE OVERLAY)	705
PARKING SPACES PROPOSED:	835 (55 ADDITIONAL ON STREET)
EXISTING LAND USE:	INDUSTRIAL, RETAIL
TOTAL BUILDING SQUARE FOOTAGE:	191,850 GSF



ATLANTA - WASHINGTON - NEW YORK - NEWPORT BEACH

3520 PIEDMONT ROAD, NE
SUITE 200
ATLANTA, GA 30305
404-237-2000
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777 MEMORIAL DRIVE

ATLANTA, GEORGIA

BRAND Properties
W. Michael Murphy & Assoc., Inc.

Greg Miller, AIA	20080081
Principal-in-Charge	Project No.
Project Manager	Date
Project Architect	
Project Designer	
DWG	
Drawn By	
	Drawing No.

A1.0