



# REGIONAL REVIEW FINDING

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DATE: Aug 28 2012

ARC REVIEW CODE: Q1208281

TO: MAYOR KASIM REED  
ATTN TO: JOSHUAH MELLOW, ASSISTANT DIRECTOR  
FROM: Dan Reuter, Land Use Division Chief

The Atlanta Regional Commission (ARC) has completed regional review of the following Area Plan Review (APR). Below is the ARC finding. The Atlanta Regional Commission reviewed the APR 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.

**Name of Proposal:** Lindbergh Retail Shopping Center  
**Review Type:** Marta Corridor Area Plan (Area Plan Review)  
**Submitting Local Government:** City of Atlanta  
**Date Opened:** Aug 28 2012      **Date Closed:** Aug 28 2012

**Description:** The Lindbergh Retail Shopping Center underwent a partial DRI review before it was determined that the project proposal fell below DRI thresholds. Since the project was formally opened for DRI review, forwarded to affected parties, and since the review was opened for 19 days, this Area Plan Review will count the review days from DRI review toward the 10 day APR review period.

This project, located in the City of Atlanta, is a proposed mixed-use development with 216,399 square feet of residential space and 183,600 square feet of retail space. The development will include at least one major retail store, a multi-family residential building, and several smaller commercial stores. The applicant has proposed to develop a three-acre public park. The proposed project is located at 690 Lindbergh Dr. NE; 723-745 Morosgo Way NE; and 2472-2480 Adina Dr. NE.

**FINDING:** No conflicts with regional plans or development guides were determined during the review. However, ARC staff has concerns with the proposed density and site design.

**Additional Comments:** Regional Context:

According to the ARC Unified Growth Policy Map (UGPM) and Regional Development Guide (RDG), the proposed development is within an area designated as Region Core and is also located within a Community Activity Center and Station Community. The UGPM and RDG state that the "Region Core is the major economic, cultural and transportation hub of the region. This area is the densest in terms of employment, residential, and cultural offerings throughout the region, with the most developed transit service in the region. The Region Core can handle the most intense development due to the amount of infrastructure already in place; however this infrastructure may need improvements due to its age. The Region Core is in competition with other central city areas in the southeast. The region must work together to keep this area as competitive as possible in order to lure additional jobs and residents. With a growing regional population and growing congestion, this center needs to maintain easy accessibility by expanding multi-modal transportation options and housing options. The lack of accessible public greenspace within the Region Core affects the area's aesthetics and overall quality of life for residents and workers."

The UGPM and RDG state that Community Activity Centers "are smaller than regional centers, but serve a similar function on a smaller scale. People travel from the surrounding community to these centers for jobs, shopping and entertainment. These centers should be connected to the regional transportation network

with existing or planned transit service. In many cases, these centers have high concentrations of commercial or retail space and local plans call for infill development or redevelopment. Older Community Activity Centers were often developed in a suburban, auto-oriented way. They are challenged by limited multi-modal options, which can lead to problems with congestion. Some Community Activity Centers are newer and consist of "greenfield" development. Local plans and policies call for these areas to develop into locally dense pockets of office, retail, residential and other uses. In both instances, local plans and policies should support efforts to transform these centers into accessible mixed-use centers.

Station Communities, shown in light blue, represent  $\frac{1}{2}$  to 1 mile around existing and planned high capacity transit stations. While many transit stations are located in existing centers with transit supportive development and density, many transit stations are underutilized from a land use perspective. This makes it more difficult to fund and operate transit in these places, and transit supportive development will be critical to increase ridership in these locations. Based on the area and place type that station communities are found in, different station communities will have different levels of development and density. Transit ROW and future transit service areas and locations will need to be planned. In doing so, transit supportive densities for future stations will need to be considered.

It is recommended that Station Community densities exceed a minimum of 10 units per acre if located in Developing Suburbs, Established Suburb, Maturing Neighborhood, Town Centers, Wellness District, University District, a Major Retail Attractor, or located along a Redevelopment Corridor. Station Community densities should exceed 20 units per acre if located in Community Activity Center or a Regional Town Center, and exceed a minimum of 30 units per acre located in a Regional Center, Region Core, or a Regional Employment Corridor.

#### Observations:

The Lindbergh Retail Shopping Center is located within  $\frac{1}{4}$  mile of the Lindbergh MARTA transit station and represents a large potential transit oriented development (TOD) opportunity. Both residential and job density are important, as well as a bicycle and pedestrian environment that encourages residents, employees, and visitors to utilize the existing transit facilities. As designed now, the development has several positive attributes, but more can be done to create a true TOD environment.

The proposed development includes several new "public" streets that cut through the existing super block, creating several smaller blocks. This results in smaller block sizes which are easier for pedestrians to navigate around. This also creates multiple routes for pedestrian, bicyclists, and automobiles to use, rather than forcing additional traffic onto existing streets and thus causing additional bottlenecks and local congestion.

Due to the creation of the "public" streets, the proposed buildings will "front" the public realm which creates a more comfortable and safe pedestrian environment that will encourage more pedestrian traffic to, from, and through the site. Additionally, the site plan has identified a 3 acre park that will be conveyed to the City or other third party.

While there are many good aspects of this project, it does not appear to support the City of Atlanta's 2011 Comprehensive Development Plan (CDP) or MARTA TOD Guidelines. The CDP provides guidance for TODs including "support a complementary, well integrated mix of land uses" and "provide a range of relatively high intensity uses that are transit supportive."

#### Recommendations:

The region has seen many good mixed-use retail projects over the past ten to fifteen years, many of those occurring within the City of Atlanta. The City is encouraged to look to examples in the region and neighboring regions when reviewing this development.

Given the proximity of this development to the Lindbergh MARTA station, the Lindbergh City Center TOD (the best example of TOD in the Atlanta region) as well as the abundance of existing retail in the immediate

area, this development site represents a great opportunity for TOD infill. The ideal development on this site would include additional residential and office uses. If the developer is not able to or interested in providing additional density on this site at this time, the development proposal should be structured in a way as to allow incremental increases in density in the future.

Potential incremental solutions could include: construction of the main retail box, so that parking can be accommodated below or on top of the building now or in the future; placement of utilities along the new streets and internal drives, rather than diagonally through the site; development of ground floor residential units so they could be converted to a commercial or office use in the future;

Within the Lindbergh City Center TOD, Main Street runs from the back of the development, past the transit station to Piedmont Road, and aligns with the east-west street with the Lindbergh Retail Shopping Center DRI. Safe pedestrian access should be provided across Piedmont via this potential connection. Piedmont Road is a State Route, so GDOT will need to be consulted in order to develop feasible solutions.

The developer should consider adding additional "liner" buildings to the parking lot block, so that the parking is screened from view and a true pedestrian environment is created on all sides of the block. Where the addition of liner buildings is not feasible, appropriate landscaping could be used to screen the parking as well. Additionally, the rear of the main retail box is located on Morosgo Drive. This area of the development could be improved by the addition of more liner buildings to activate the blank and inactive side of the retail building.

If the developer intends to convey the three acre park to the City or other third party, steps should be taken to ensure that the three acre park is permanently protected as greenspace and developed into a publicly accessible park.

See attached comments from ARC staff and other affected parties.

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

ARC LAND USE PLANNING	ARC TRANSPORTATION PLANNING	ARC ENVIRONMENTAL PLANNING
ARC DATA RESEARCH	ARC AGING DIVISION	GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS
GEORGIA DEPARTMENT OF NATURAL RESOURCES	GEORGIA DEPARTMENT OF TRANSPORTATION	GEORGIA REGIONAL TRANSPORTATION AUTHORITY
METRO ATLANTA RAPID TRANSIT AUTHORITY	DEKALB COUNTY	

If you have any questions regarding this review, Please call Jon Tuley, Review Coordinator, at (404) 463-3307. This finding will be published to the ARC website. The ARC review website is located at: <http://www.atlantaregional.com/landuse>.



## MEMORANDUM

**TO:** Jon Tuley, Land Use Division

**FROM:** Nathan Soldat, Transportation Planning Division

**DATE:** August 13th, 2012

**SUBJECT:** **Transportation Division Review of DRI # 2289**

Project: Lindberg Retail Shopping Center

County: Fulton

Location: 690 Lindbergh Dr NE, 723-745 Morosgo Wy NE, and 2472-2480 Adina Dr NE

Analysis:

Expedited

☐

Non-Expedited

☒

**cc:** David Haynes  
TD

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The following input is provided for the Infrastructure section of the DRI Report. This DRI proposal is being considered for review under the Georgia Regional Transportation Authority Non-expedited Review Process. The applicant proposes to develop approximately 18 acres into a development with a mixture of residential and commercial uses. The development will include at least one major retail store, a multi-family residential building, and several smaller commercial stores. The applicant has proposed to develop a three-acre public park.

### INFRASTRUCTURE

#### Transportation

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

Site access is intended to be provided for the site via four public streets and one driveway that leads to a retail loading dock. Access points are as follows:

- Intersection of Morosgo Drive and Morosgo Way
- Intersection of Main Street and Adina Drive North
- Intersection of Morosgo Way and Lindberg Drive (right in/right out)
- Intersection of Main Street and Piedmont Road Northeast (right in/right out)
- Driveway off Morosgo Drive (assumed to be for loading dock only)

**How much average daily traffic will be generated by the proposed project?**

The applicant has not proposed a methodology for the traffic study at this time. Once a methodology has been proposed and GRTA has issued a Memorandum of Understanding, ARC staff will verify.

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

**PLAN 2040 RTP (Long Range Projects)\***

ARC Number	<u>Route</u>	Type of Improvement	Scheduled Completion Year
AT-248	I-85 North Interchange Modification at Lindberg Drive	Roadway/Interchange Upgrade	Long Range 2018-2030
AR-451A	BeltLine Transportation Corridor – Transit Service in the Northeast Quadrant	Transit/Rail Capital	Long Range 2018-2040
AR-411	Clifton Corridor High Capacity Rail Service	Transit/Rail Capital	Long Range 2018-2040

*\*The ARC Board adopted the PLAN 2040 RTP and FY 2012-2017 TIP on July 27<sup>th</sup>, 2011.*

**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 corridor is served by the MARTA Gold Line and Red Line, bus routes 5 and 39, two of the busiest in the system, as well as routes 6, 27 and 30.

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

None proposed.

**What are the numbers of crashes adjacent to the proposed project?**

The Georgia Department of Transportation shows for the last three years:

- 7 crashes (no fatalities) at or near the intersection of Morosgo Dr and Piedmont Rd NE
- 2 crashes (no fatalities) at or near the intersection of Main Street NE and Piedmont Rd NE
- 5 crashes (no fatalities) at or near the intersection of Lindberg Dr NE and Piedmont Rd NE
- 3 crashes (no fatalities) at or near the intersection of Lindberg Dr NE and Lindberg Cr NE
- 5 crashes (no fatalities) at or near the intersection of Lindberg Dr NE and Adina Dr NE

**What other issues should be considered during the traffic study or in general for the proposed development?**

- The developer should review design guidelines related to ARC's Policy and Investment Networks. The proposed development is located in an employment/activity center. Piedmont Road is on the Concept 3 Transit Network and Regional Thoroughfare Network.
- The development will generate additional pedestrian and bicycle activity and appropriate facilities to cross Piedmont Road Northeast via Main Street and/or Morosgo Drive. A project has been submitted to ARC for funding consideration. Project detail as follows:
  - This project will construct mid-block crosswalks with appropriate countermeasures, install assorted pedestrian refuge islands and make pedestrian safety improvements along Piedmont Road between Sidney Marcus Boulevard and Garson Drive. The exact locations of the improvements will be identified through a Roadway Safety Audit (RSA), which will include an analysis of pedestrian crash data, consultation with MARTA staff and interviews with community members and law enforcement officers. The corridor is served by the MARTA Gold Line and Red Line, bus routes 5 and 39, two of the busiest in the system, as well as routes 6, 27 and 30. Piedmont Road is on the Regional Strategic Transportation System and is classified as a Level 2 Strategic Regional Thoroughfare by ARC. A base level analysis of available data between 2000 to 2008 by the City of Atlanta shows a significant cluster of pedestrian crashes along the corridor. This project will also make bicycle and pedestrian improvements to Garson Drive between Lindbergh Drive and Piedmont Road. This corridor will provide direct bicycle and pedestrian access to the MARTA Lindbergh Center Station from the Atlanta BeltLine Trail and the GA 400 Trail. This project is located entirely within Equitable Target Areas.
- A connection to the future Buckhead Trail should also be provided.
- The intersection of Morosgo Drive and Adina Drive North has severe grade challenges which slow functionality considerably. The intersection should be improved to prevent a traffic bottle neck.
- There is a significant amount of traffic congestion and numerous points of conflict at the intersection of Adina Dr. and Sidney Marcus Blvd. The Quick Trip gas station and two associated driveways further exacerbate the situation due to the large numbers of turns in and out of those driveways. Adina Dr. will be the most direct route for traffic traveling down SR 400 or Buford Highway; which will likely contribute to additional conflict and congestion. It is possible that the ongoing project to build the "missing" ramps at the SR 400 and I-85 interchange may remove some traffic from the general area however; the traffic study should pay particular attention to this area.
- Please refer to GDOT's "Regulations for Driveway and Encroachment Control" manual as an additional resource regarding new access points to the site.

**LNDBERGH RETAIL SHOPPING CENTER DRI**  
**City of Atlanta**  
**Environmental Planning Division Review Comments**  
**July 24, 2012**

**Watershed Protection and Stream Buffers**

The proposed project is located on an already developed property in the Peachtree Creek watershed. The USGS coverage for the project area shows no streams on or near the project property. Any unmapped streams that may be located on the property would be subject to the requirements of the City of Atlanta stream buffer ordinance. Any state waters that may be on the property are subject to the State 25-foot erosion and sedimentation buffer requirements.

**Stormwater / Water Quality**

The project should adequately address the impacts of the proposed development on stormwater runoff and downstream water quality. During construction, the project should conform to the relevant state and federal erosion and sedimentation control requirements. After construction, water quality will be impacted due to polluted stormwater runoff. The amount of pollutants that will be produced after construction of the proposed development has been estimated by ARC. These are based on some simplifying assumptions for typical pollutant loading factors (lbs/ac/yr) from typical land uses in the Atlanta Region. The loading factors are based on regional storm water monitoring data from the Atlanta Region with impervious areas based on estimated averages for land uses in the Atlanta Region. If actual impervious percentages are higher or lower than the estimate, the pollutant loads will differ accordingly. The majority of the project is being built over existing impervious surfaces, which will affect the actual increases in loading amount. Given the total coverage of the proposed project, commercial was chosen as the use for the entire property. The following table summarizes the results of the analysis:

**Estimated Pounds of Pollutants Per Year**

Land Use	Land Area (ac)	Total Phosphorus	Total Nitrogen	BOD	TSS	Zinc	Lead
Commercial	18.00	30.78	313.20	1944.00	17694.00	22.14	3.96
TOTAL	18.00	30.78	313.20	1944.00	17694.00	22.14	3.96

Total Impervious = 85%

If new or upgraded on-site detention is required, the design should include stormwater management controls (structural and/or nonstructural) as found in the Georgia Stormwater Management Manual ([www.georgiastormwater.com](http://www.georgiastormwater.com)) and meet the stormwater management quantity and quality criteria outlined in the Manual. Where possible, the project should utilize the stormwater better site design concepts included in the Manual.

**From:** Mello, Joshua D. <JDMello@AtlantaGa.Gov>  
**Sent:** Thursday, August 23, 2012 2:57 PM  
**To:** Jonathan Tuley  
**Cc:** Landuse; Jim Santo; Nathan Soldat; Jim Skinner; Sammie Carson; Jacks, Charletta; Shelby, James; Warren, Tshaka; Lavandier, Jessica; Mello, Joshua D.  
**Subject:** RE: DRI Review Notification - Lindbergh Retail Shopping Center - DRI 2289  
**Importance:** High

Jon:

Please see our comments on the preliminary report below.

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**City of Atlanta – Department of Planning and Community Development Comments (listed by PDF page number as requested)**

- p1 Description: The Concept Plan does not include a reference to the number of residential units proposed.
- p2 “If the developer is not able to or interested in providing additional density on this site at this time, the development proposal should be structured in a way as to allow incremental increases in density in the future.”: By creating smaller city blocks through the installation of new streets built to SPI-15 standards, which include on-street parking, planting strips, street trees, wide-sidewalks and supplemental zones, the proposed development is structured in a way to allow incremental increases in density in the future. Placing the surface parking and the large-format retail on separate blocks will better facilitate the redevelopment of the surface parking in the future when the economic conditions warrant.
- p2: “Safe pedestrian access should be provided across Piedmont via this potential connection.”: This issue has already been identified by City staff and we have discussed it with the applicant. We have recommended a Condition that would require the applicant to complete a traffic signal warrant analysis and a HAWK signal warrant analysis using full build-out data at the intersection of Piedmont Road (SR 237) and Main Street. City staff have submitted a pedestrian safety project in this area to ARC for funding consideration under the FY2014 Last Mile Connectivity Program.
- p3: “The developer should consider adding additional “liner” buildings to the parking lot block, so that the parking is screened from view and a true pedestrian environment is created on all sides of the block. Where the addition of liner buildings is not feasible, appropriate landscaping could be used to screen the parking as well. Additionally, the rear of the main retail box is located on Morosgo Drive. This area of the development could be improved by the addition of more liner buildings to activate the blank and inactive side of the retail building.”: This issue has already been identified by City staff and we have discussed it with the applicant at length. The current Concept Plan includes retail storefronts along most block faces, except where grade changes prevent continuous retail frontages at sidewalk level. It is important to note that Main Street will be lined by nearly continuous retail between Piedmont Road (SR 237) and the proposed park and residential building, providing a pedestrian friendly route to and from MARTA Lindbergh Center Station. In order to break-up the façade of the large-format retail building and enhance the pedestrian experience, the applicant has proposed to provide separate retail storefronts along the building faces on Main Street and Morosgo Drive. Where there are gaps in the retail frontage, landscaping and hardscape elements will buffer the surface parking from the sidewalk zones. SPI 15 district regulations include strict requirements regarding streetscaping and fenestration on building facades.
- p5 Description: The Concept Plan does not include a reference to the number of residential units proposed.
- p6 “THE SITE DESIGN COULD BETTER REFLECT IMPLEMENTATION PRIORITIES OF THE REGIONAL DEVELOPMENT GUIDE”: Based on a review of the Implementation Priorities for Station Communities, it appears that four are not applicable to this site, two are not being met by the proposed development and seven are being met by the proposed development. It is unclear how the score of 1 out of 3 was calculated.
- p7 Locally Adopted Plans:
  - *Lindbergh Transportation Area Development Study (TSADS) 2000:* The subject parcels are included in the Lindbergh TSADS. The purpose of the study was to develop a concept plan and action program to promote the development of a transit oriented neighborhood around the Lindbergh MARTA transit station. The plan



encourages mixed use and diverse communities around the Lindbergh Transit Station. The plan includes a street grid and open space concepts, both of which are incorporated in the proposed development.

- 2011 Comprehensive Development Plan (CDP): The Lindbergh area is designated as a Town Center and a Transit Oriented Development Character Area in the 2011 CDP. The Town Center character area has policies to promote walkable mixed use development and redevelopment with affordable housing with a variety of services that meet the need of adjacent neighborhoods. Under the TOD Character Area, Lindbergh is classified as a Commuter Town Center. Town Center TODs should be nodes of dense, active mixed use development. TODs should support a well integrated mix of land use within a ½ mile of the transit station.
- p9 Access Management: The Concept Plan is only intended as an attachment to the rezoning ordinance. The applicant will also need to apply for a GDOT Driveway Permit and a Special Administrative Permit (SAP) from the City before applying for a Building Permit. The SAP process includes a detailed review of urban design elements, including streetscape and driveway configurations. The reference to the “Temporary Driveway” is unclear. There is no such driveway shown on the Concept Plan.
- p11 Mix of Uses: SPI-15 allows accessory retail within residential buildings.
- p11 Transportation Alternatives/Sidewalks: All sidewalks will be designed and constructed to ADA and AASHTO standards of width and accessibility. The applicant will also need to apply for a Special Administrative Permit (SAP) from the City before applying for a Building Permit. The SAP process includes a detailed review of urban design elements, including streetscape and driveway configurations.
- p11 Transportation Alternatives/Bicycle Parking: SPI-15 requires on-site bicycle parking as well as on-street bicycle parking.
- p11 Transportation Alternatives/Multi-use Trails: City staff has recommended a Condition that would require the applicant to restripe Morosgo Drive to include on-street bicycle lanes. These bicycle lanes will provide a direct connection between the MARTA Lindbergh Center Station and the proposed GA 400 Trail. The applicant is also in discussions with Livable Buckhead, Inc. to construct a portion of the GA 400 trail along Adina Drive and Lindbergh Drive. City staff will likely recommend a Condition that would require the applicant to construct this portion of the GA 400 Trail.
- p12 Transportation Alternatives/Intersections: All intersections internal to the site will include marked crosswalks, curb extension where adjacent to on-street parking, and other standard pedestrian safety treatments. City staff recognizes that pedestrian safety improvements will be necessary at the intersections of Piedmont Road (SR 237) at Main Street and Lindbergh Drive (SR 236) at Parkland Drive/Morosgo Way. We have recommended a Condition that would require the applicant to complete a traffic signal warrant analysis and a HAWK signal warrant analysis using full build-out data at these two intersections.
- p13 Parking/Minimum: SPI-15 includes parking maximums that are based on the fact that it is located adjacent to high-capacity transit. The applicant is not exceeding these maximums.
- p13 Parking/Visual: The vast majority of the block frontage surrounding the surface parking and structured parking is proposed to be wrapped with retail storefronts, landscaping and hardscaping and vegetated berms. Very little of the parking will be visible from public streets.
- p13 Parking/Ped Access: Concept Plan shows a clear raised/protected pedestrian walkway from both Main Street and Lindbergh Circle (SR 236) to standalone retail building adjacent to Piedmont Road parcels. All other buildings will have pedestrian access directly from publicly accessible streets, and will not require traversing the parking area.
- p13 Infill Development “THE BLOCK STRUCTURE FITS THE SURROUNDING CHARACTER, WHILE SOME OF THE USES AND BUILDINGS ARE OF A MORE TYPICAL SUBURBAN STRIP FORMAT”: This statement appears to be very subjective and it is unclear how the buildings are a “typical suburban strip format.” The large-format retail building is proposed to be separated from the associated parking by a publicly accessible urban street that connects directly to the MARTA Lindbergh Center Station, a public park and high- to medium-density residential. Two sides of the building are proposed to be wrapped with retail storefronts, landscaping and hardscaping elements. The other street-fronting facades will be required to meet the strict urban design and fenestration requirements under the SPI-15 district.
- p14 Sense of Place/Park: It is the intention of City staff that the park will be deeded to the City. Negotiations with the applicant regarding the conditioned improvements to the site are ongoing and will not be finalized until the ordinance moves forward.
- p14 Sense of Place/Big Box “THE DEVELOPMENT HAS SEVERAL GOOD DESIGN ELEMENTS, BUT THE RETAIL BOX AND ASSOCIATED PARKING LOT ARE OF TYPICAL STRIP DESIGN”: This statement appears to be very subjective and it is unclear how the building and parking are “typical strip design.” The large-format retail building is

proposed to be separated from the associated parking by a publicly accessible urban street that connects directly to the MARTA Lindbergh Center Station, a public park and high- to medium-density residential. Two sides of the building are proposed to be wrapped with retail storefronts, landscaping and hardscaping elements. The other street-fronting facade will be required to meet the strict urban design and fenestration requirements under the SPI-15 district. The vast majority of the block frontage surrounding the surface parking and structured parking is proposed to be wrapped with retail storefronts, landscaping and hardscaping and vegetated berms. As proposed, very little of the parking will be visible from public streets.

- p14 Sense of Place/Adaptation: Separating the large-format retail building from the associated parking allows for the redevelopment of the building site and the parking independent of each other. The establishment of the urban street framework promotes long-term usability.
- p14 Sense of Place/Signs: SPI-15 includes strict sign regulations and does not permit stand alone outdoor advertising.
- p14 Traditional Neighborhood Development "BLOCK SIZES, PARKING BLOCK, AND BIG BOX FORMAT RETAIL ARE NOT CONDUCTIVE TO PEDESTRIANS": This statement appears to be very subjective. The large-format retail building is proposed to be separated from the associated parking by a publicly accessible urban street that connects directly to the MARTA Lindbergh Center Station, a public park and high- to medium-density residential. Two sides of the building are proposed to be wrapped with retail storefronts, landscaping and hardscaping elements. The other street-fronting facade will be required to meet the strict urban design and fenestration requirements under the SPI-15 district. The vast majority of the block frontage surrounding the surface parking and structured parking is proposed to be wrapped with retail storefronts, landscaping and hardscaping and vegetated berms. As proposed, very little of the parking will be visible from public streets. SPI 15 district regulations include strict requirements regarding streetscaping, which specify minimum widths for sidewalk clear zones, planting strips, supplemental zones and spacing for pedestrian lighting.
- p15 Traditional Neighborhood Development/Street Widths: The City's standard street width for new local streets adheres to TND street standards.
- p15 Traditional Neighborhood Development/Setbacks: As proposed, the majority of the blocks include zero-lot line development, with buildings directly fronting the street. The residential building will include unit entrances directly from the surrounding streets.
- p15 Open Space/Conservation: It is the intention of City staff that the park will be deeded to the City. Negotiations with the applicant regarding the conditioned improvements to the site are ongoing and will not be finalized until the ordinance moves forward.
- p17 Economic Development: Questions in this section need to be studied further, as the impacts to the employment base and tax base need to be fully analyzed and reported.

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**Joshuah D. Mello, AICP**  
**Assistant Director of Planning - Transportation**

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**From:** Jonathan Tuley [<mailto:JTuley@atlantaregional.com>]

**Sent:** Thursday, August 09, 2012 10:11 AM

**To:** 'Allen Barnes ([allen.barnes@dnr.state.ga.us](mailto:allen.barnes@dnr.state.ga.us))'; 'mfowler@dot.ga.gov'; 'cindy.vandyke@dot.state.ga.us'; 'alware@dot.ga.gov'; 'michawilliams@dot.ga.gov'; 'ccomer@dot.ga.gov'; Hood, Alan C. ([achood@dot.ga.gov](mailto:achood@dot.ga.gov)); 'Mike.Lobdell@dot.state.ga.us'; 'jhumphrey@dot.ga.gov'; 'lbeall@grta.org'; 'Julie McQueen'; 'wstinson@itsmarta.com'; 'Crocker, John'; 'Floyd, Greg'; 'Jon West'; 'Jacks, Charletta'; Mello, Joshuah D.; 'greer.scoggins@fuquadev.com'; 'mike.hagan@sembler.com'; 'Qawiy, Shawanna'; Keeter, Patrece ([pgkeeter@dekalbcountyga.gov](mailto:pgkeeter@dekalbcountyga.gov)); 'superintendent@atlanta.k12.ga.us'; 'externalaffairs@atlantapublicschools.us'; 'denise@livablebuckhead.org'

**Cc:** Landuse; Jim Santo; Nathan Soldat; Jim Skinner; Sammie Carson

**Subject:** DRI Review Notification - Lindbergh Retail Shopping Center - DRI 2289

**Development of Regional Impact (DRI) Request for Comments**

This e-mail serves as notice that the ARC staff has begun the DRI review for **Lindbergh Retail Shopping Center, DRI 2289**. We request that you or a member of your staff review the preliminary report (see link below) and provide comments to ARC by **Thursday, August 23, 2012**.

**Lindbergh Retail Shopping Center:** This project, located in the City of Atlanta, is a proposed mixed-use development with 240 residential units and 183,600 square feet of retail space. The development will include at least one major retail store, a multi-family residential building, and several smaller commercial stores. The applicant has proposed to develop a three-acre public park. The proposed project is located at 690 Lindbergh Dr. NE; 723-745 Morosgo Way NE; and 2472-2480 Adina Dr. NE.

**Click here to download and review the preliminary report:**

<http://transfers.atlantaregional.com/Download.aspx?password=5586364c1ea847cf92c97a2219afe2a6>

Review opened: August 8, 2012

**Comments Due:** August 23, 2012

Review will close on or before: August 28, 2012

For more information regarding the DRI processes, information needed for the review or other DRI's reviewed by ARC, please see the [DRI website](#).

**\*When emailing me with any questions or comments regarding this or other DRIs, please copy Jared Lombard ([jlombard@atlantaregional.com](mailto:jlombard@atlantaregional.com)) on the email as well.\***

Jon Tuley, AICP  
Principal Planner

**Atlanta Regional Commission**  
**regional impact + local relevance**

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August 27, 2012

Jon Tuley, AICP  
Principal Planner  
Atlanta Regional Commission  
40 Courtland Avenue  
Atlanta, GA 30303

**Re: MARTA response to DRI #2289 Lindbergh Retail Shopping Center.**

Hello Jon,

Based upon our review; there are three areas of concern to MARTA with respect to this proposal and DRI review:

- Potential loss of transit ridership
- Pedestrian safety/crossing concerns
- Ancillary spillover of shopping carts
- Transit Service Provision

Potential Loss of Transit Ridership

The site currently contains the St. Lucia Apartment Complex. This new development will require the displacement of a transit dependent community at the door step of the Lindbergh Center Transit Station. It is unknown to what extent the residential component of the new development will generate enough ridership to offset the loss of ridership that exist there currently. This is due to the notion that the residential component of the new development will likely be market rate with a different economic demographic that is more likely to own a personal automobile. In addition, the suburban design and function of this development is automobile oriented which will likely reduces pedestrian access and safety.

Pedestrian Safety

The site plan indicates that a series of internal streets will be built. One such street in the Wal-Mart development will align with Main Street in the Lindbergh Center. This was no doubt done to facilitate pedestrian access to the Lindbergh Transit Center Station. However, this creates a pedestrian hazard by crossing Piedmont Road. There are little to no traffic calming facilities in place to enhance safe crossing of Piedmont Road. Installing a signal at this new intersection would be a good option, however, this is challenging. Installing traffic calming facilities such as a traditional traffic signal at this location will be challenging due to its close proximity between signalized intersections at Piedmont and Morosgo and Piedmont and Lindbergh Circle. There have been discussions between the City of Atlanta and the Georgia Department of Transportation (GDOT) to install what is called a High-intensity Activated cross Walk or HAWK signal at Main Street. This option has some of the same challenges as a traditional signal. At this time MARTA staff is unaware of a decided strategy; however, any strategy should employ best practices in traffic management and pedestrian/ADA accessibility.

Ancillary spillover of shopping carts

The big-box development will require shopping carts for customer use. It is highly likely that absent location control measures, many of those shopping carts would end up in the Lindbergh Transit Station. These unsecured carts would present a safety hazard and be aesthetically negative. Electronic

proximity devices need to be installed on the shopping carts to keep them on the premises of the big-box development. This type of system is already implemented at the nearby Lindbergh Vista.

#### Transit Service Provision

The closest routes to this development are Route 6 (Emory), Route 27 (Cheshire Bridge), and Route 30 (LaVista Road). These routes traverse along Lindbergh Drive and Lindbergh Way on the southern perimeter of the development. The proximity of this development to the Lindbergh Transit Center and the proximity of Routes 6, 27, & 30 negate the need to provide additional service. In addition, Gwinnett County Transit/GRTA operate Route 410 from the Lindbergh Station.

In addition to the aforementioned MARTA concerns, we would like to bring to your attention the following facts:

- On August 20, 2012, MARTA sent a position letter concerning this development to the Chairman of the City of Atlanta's Zoning Committee, the Honorable Councilman Mr. Alex Wan. A copy of this correspondence is attached.
- The Zoning Committee recommended five additional conditions be placed on this development. A copy of this correspondence is attached.
- Gwinnett 410 route to Discovery Mills also utilizes Lindbergh Center; therefore, this development has the potential to impact other regional transit providers.

As always, thank you for involving MARTA in the regional planning process.

Sincerely,



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July 20, 2012

Ms. Charletta Wilson – Jacks  
Zoning Administrator  
City of Atlanta Department of Planning and Community Development  
55 Trinity Avenue, SW  
Suite 3350  
Atlanta, GA 30303-0308

***RE: Z-11-19 for 690 Lindbergh Drive, 723-745 Morosgo Drive and 2472-2480 Adina Drive***

Dear Ms. Wilson-Jacks,

On behalf of the Board of Directors of Livable Buckhead, Inc., I would like to express our pleasure regarding the designation of a three acre public park in the proposed development case #Z-11-19. As noted in the "Buckhead Collection: A Greenspace Vision for District 7" completed last year, this council district is woefully lacking in terms of public green space and is, in fact, the lowest "parked" district in the entire City of Atlanta. Livable Buckhead, Inc. was created with a primary mission to change that designation by adding 106 acres of new greenspace over the next twenty years which is no small task in a highly developed urban area with extremely high land values.

For these reasons, it is imperative that this park come to fruition and happen in a manner that ensures it becomes an asset to the community rather than a detriment. To be a true asset, the park must not only be well designed, developed and properly maintained, but also "activated" by the surrounding development. Active facades facing the park, a base of residential users nearby and programming are the core elements that lead to successful and safe parks.

As a designated Land Trust, Livable Buckhead, Inc. is in a unique position to support the implementation of this park in a manner that ensures a win for the community, but also brings federal and state tax incentives into play for the developer. We have indicated our willingness to participate in this program under a structure that mirrors our recent transaction with Regent Partners regarding Tower Place Park. The basic components include: 1) The developer places the land into a conservation easement foregoing future development through Livable Buckhead, Inc. as the Land Trust; 2) The developer retains title to the underlying property for tax and liability purposes; 3) The developer

builds out the park to a design mutually agreed to with the community through a visioning process conducted by either Park Pride or Livable Buckhead; 4) The developer establishes a perpetual maintenance fund through assessments on surrounding development or similar mechanism.

We understand this is a politically sensitive project; however, we ask that you safeguard the benefits of the project by incorporating zoning conditions that ensure the park and the residential development so critical to activating the park happen in a manner that achieves the goals outlined in this communication. The conditions would not only be consistent with the plan presented by the developer, but also beneficial to both the developer and the community. Whether these conditions take advantage of LBI's participation or not is of no consequence to us. Our goal is simply providing safe and attractive parks for Buckhead.

Thank you for your consideration of these concerns. We stand ready to assist you in any way we can.

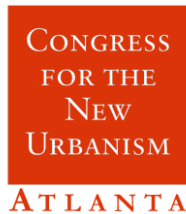
Sincerely,



Robert P. Stoner  
Chairman

C:

Howard Shook, Atlanta City Council  
James Shelby, Commissioner Bureau of Planning and Community Development  
George Dusenbury, Commissioner Department of Parks, Recreation and Cultural Affairs  
Alex Wan, Atlanta City Council, Chairperson Zoning Committee  
Sally Silver, NPU-B



August 21, 2012

Dear Honorable Atlanta City Council,

We are writing today with regard to the proposed rezoning Z-11-19 and its companion CDP amendment (CDP-11-06) to support the development of an auto-oriented big box retailer, a multifamily building, and a so-called "park" directly across Piedmont Road from the Lindbergh MARTA station. As advocates for livable, walkable, truly urban communities centered on transit and shaped by an open and inclusive process, we are gravely concerned about the proposal and the precedent it could set.

For nearly 40 years the City of Atlanta has been a leader in community-based planning. Starting with the creation of the NPU system in 1974 and followed by four decades of area planning, the City has demonstrated the benefits of engaging neighborhoods in shaping their future. Our organization commends the City for this longstanding commitment. Through the process of education, listening, visioning, and implementation, urban planning concepts have come to the fore citywide. Words with specific, definable meanings such as *walkable*, *mixed-use* and *urban*, are now used and aspired to in dozens of Atlanta neighborhoods and are hallmarks of the city's fastest growing areas.

It is with this in mind that we believe the Lindbergh proposal would represent a step backwards if approved. While the proposed site plan is clearly not consistent with any recognized principles of good urban design or transit oriented development (including those established by the Congress for the New Urbanism), we recognize that design specifics are always subject to change as projects move forward. What concerns us more is the precedent that this disregard for the sound planning would represent.

While it is not perfect, the current SPI 15 is the result of one of the most extensive planning efforts ever undertaken in the City of Atlanta. Following on the heels of a drawn out rezoning for Lindbergh City Center, the 2001 TSADS and ensuing SPI 15 were created to avoid future battles and proactively plan for Lindbergh as a model transit-oriented development. The process brought together property owners, residents, and other to envision and codify the future for Lindbergh.

During the process, special attention was given to providing high density housing on the site of the proposed project. Recognizing that the Lindbergh area was (and still is) already over-zoned for commercial uses, the site's owners worked with City staff and residents to create incentives for parks, streets, and affordable housing that would ensure this. Provisions were also included for ground floor accessory commercial spaces that might one day be feasible as residential density in the area increased. The results of this can be seen today in several built projects in the area.

With this history in mind, we ask you to carefully consider the negative ramifications for both the Lindbergh area and Atlanta's public planning process if the rezoning and CDP amendments are approved, which we believe represent an unsettling deviation from the vision of the TSADS, an assault on good urbanism, and a disregard for the public process and the public trust. The Lindbergh area must be allowed to realize its potential as a true transit-oriented district – one that is not discarded for the sake of short-term gain that benefits a few individuals. Your denial of these requests would make this possible.

Respectfully,

Christopher Carrigan  
Chair, CNU Atlanta



