



REGIONAL REVIEW NOTICE

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

DATE: Jan 2 2013

ARC REVIEW CODE: R1301021

TO: Mayor Kasim Reed
ATTN TO: Joshua Mello, Assistant Director Transportation Planning
FROM: Douglas R. Hooker, Executive Director
RE: Development of Regional Impact Review

The Atlanta Regional Commission (ARC) has completed a preliminary regional review of the following Development of Regional Impact (DRI). ARC 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 as well as state, federal, and other agencies. The preliminary report does not address whether the DRI is or is not in the best interest of the local government.

Name of Proposal: Ponce City Market (formerly Ponce Park)

Review Type: DRI

Submitting Local Government: City of Atlanta

Date Opened: Jan 2 2013

Deadline for Comments: Jan 17 2013

Date to Close: Jan 22 2013

Description: This project, located in the City of Atlanta, includes the proposed redevelopment of the Sears Building/City Hall East into a mixed use development to include 439 residential units, 463,533 square feet of office space, 280,509 square feet of retail space, and 74,520 square feet of recreation space. The proposed project is located at 675 Ponce de Leon Avenue NE, Atlanta, GA 30308 just west of the Beltline corridor.

PRELIMINARY COMMENTS:

Regional Context:

According to the ARC Unified Growth Policy Map (UGPM) and the Regional Development Guide (RDG), the proposed Ponce City Market development is within an area designated as Maturing Neighborhoods and located along a Redevelopment Corridor.

The RDG states that Maturing Neighborhoods are areas in the region characterized by older neighborhoods that include both single- and multifamily development, as well as commercial and office uses at connected key locations. Though commercial and office buildings are aging, they nonetheless are often incorporated into neighborhoods, providing an active mix of uses and amenities. Maturing neighborhoods are denser than established suburbs and the development pattern is more similar to that of pre-1970s urban development. These areas represent the part of the region that is facing infill and redevelopment pressures. In many cases, the infrastructure is in place to handle the additional growth, however in some areas, infrastructure is built out with limited ability to expand. This may constrain the amount of additional growth possible in certain areas. Many arterial streets in this area are congested due to their use as a regional route for commuters. Limited premium transit service is available in these areas.

The demand for infill development, redevelopment and adaptive reuse of existing buildings in this area should be balanced with the preservation of existing single family neighborhoods. Consideration should be given to the need for additional usable parks and greenspace close to residents, as well as developing and maintaining pedestrian-friendly amenities such as trails and sidewalks. Maturing Neighborhoods are areas where people are aging in place. These areas should integrate Lifelong Communities principles to ensure options for housing and transportation in the community that support older adults that want to remain in their communities for a lifetime.

The RDG states that Redevelopment Corridors are designated to reflect local policy. Some of these corridors function as retail centers for surrounding communities while many are major commuter routes for the region with high amounts of through traffic. The nature and needs of each may be unique to their location within the region.

While many of these areas can increase in employment and housing density, the amount of additional density depends on the local context especially the existing and planned transportation network. Many of these corridors are planned to have additional transit service within them including light rail, BRT and express bus.

Redevelopment corridors may have high concentrations of aging commercial and retail space, and were often developed in a suburban, auto-oriented way. They are challenged by limited multi-modal options, which can lead to problems with congestion.

Observations:

The proposed Ponce City Market is a good example of historic reuse and redevelopment in the City of Atlanta. As well as providing access to all roads that abut the development site, the project is also located along the Beltline Corridor and plans to interface directly with this facility.

The development is proposed to have multiple driveways on each of the three surrounding streets. Additionally, over 2,000 parking spaces will be provided in the form of surface lots, parking structures, and parking internal to the building.

Recommendations:

This development will become a significant activity center along the Beltline in this area of the City. As such, future traffic congestion is a concern, although there are transportation options in the area. The developer has shown interest in providing car sharing, bike sharing, carpooling, transit and other modes for this proposed development. The developer, the City and MARTA should work together to provide innovative transportation solutions for the site and surrounding neighborhood. ARC can provide additional assistance on this matter if desired by the developer or the City.

Several driveways have been proposed for the development site. Careful consideration should be given to the location and spacing of driveways especially along Ponce de Leon Avenue and North Avenue. Where possible, new driveways should align with existing driveways.

Where surface parking is provided, it should be located away from the street, behind or beside buildings, and screened from view. Additionally, stormwater runoff from these lots should be considered and mitigated with the use of pervious materials or water collection systems.

See additional ARC staff comments which are attached.

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
BELTLINE INC.

ARC ENVIRONMENTAL PLANNING
GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS
GEORGIA REGIONAL TRANSPORTATION AUTHORITY

If you have any questions regarding this review, Please contact Jon Tuley at (404) 463-3307 or jtuley@atlantaregional.com. This finding will be published to the ARC website.

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



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DEVELOPMENT OF REGIONAL IMPACT REQUEST FOR COMMENTS

Instructions: The project described below has been submitted to this Regional Development Center for review as a Development of Regional Impact (DRI). A DRI is a development of sufficient project of sufficient scale or importance that it is likely to have impacts beyond the jurisdiction in which the project is actually located, such as adjoining cities or neighboring counties. We would like to consider your comments on this proposed development in our DRI review process. Therefore, please review the information about the project included on this form and give us your comments in the space provided. The completed form should be returned to the RDC on or before the specified return deadline.

Preliminary Findings of the RDC: **Ponce City Market (formerly Ponce Park)** *See the Preliminary Report.*

Comments from affected party (attach additional sheets as needed):

Individual Completing Form:

Local Government:

Department:

Telephone: ()

Signature:

Date:

Please Return this form to:

Jon Tuley, Atlanta Regional Commission
40 Courtland Street NE
Atlanta, GA 30303
Ph. (404) 463-3307 Fax (404) 463-3254
jtuley@atlantaregional.com

Return Date: *Jan 17 2013*

ARC STAFF NOTICE OF REGIONAL REVIEW AND COMMENT FORM

DATE: Jan 2 2013

ARC REVIEW CODE: R1301021

TO: ARC Land Use, Environmental, Transportation, Research, and Aging Division Chiefs

FROM: Jon Tuley, Extension: 3-3307

Reviewing staff by Jurisdiction:

Land Use: Tuley, Jon

Transportation: Willis, Marshall

Environmental: Santo, Jim

Research: Skinner, Jim

Aging: Rader, Carolyn

Name of Proposal: Ponce City Market (formerly Ponce Park)

Review Type: Development of Regional Impact

Description: This project, located in the City of Atlanta, includes the proposed redevelopment of the Sears Building/City Hall East into a mixed use development to include 439 residential units, 463,533 square feet of office space, 280,509 square feet of retail space, and 74,520 square feet of recreation space. The proposed project is located at 675 Ponce de Leon Avenue NE, Atlanta, GA 30308 just west of the Beltline corridor.

Submitting Local Government: City of Atlanta

Date Opened: Jan 2 2013

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Response:

- 1) ☐ Proposal is CONSISTENT with the following regional development guide listed in the comment section.
- 2) ☐ While neither specifically consistent nor inconsistent, the proposal relates to the following regional development guide listed in the comment section.
- 3) ☐ While neither specifically consistent nor inconsistent, the proposal relates to the following regional development guide listed in the comment section.
- 4) ☐ The proposal is INCONSISTENT with the following regional development guide listed in the comment section.
- 5) ☐ The proposal does NOT relate to any development guide for which this division is responsible.
- 6) ☐ Staff wishes to confer with the applicant for the reasons listed in the comment section.

COMMENTS:

PONCE CITY MARKET DRI
City of Atlanta
ARC Natural Resources Division Comments

December 27, 2012

The project is located in the Peachtree Creek watershed, which is tributary to the Corridor portion of the Chattahoochee River. The USGS coverage for the project area shows no streams on the project property. Any unmapped streams may be subject to the City stream buffer ordinance. Any waters of the State on the project property are subject to the requirements of the State Sedimentation and Erosion Control buffer.

The project is proposed on a site that is already almost entirely impervious in a dense urban area. Further, the proposed project appears to reduce the impervious surface on the site and stormwater will be handled by the City stormwater system.

Developments of Regional Impact

[DRI Home](#)[DRI Rules](#)[Thresholds](#)[Tier Map](#)[FAQ](#)[Apply](#)[View Submissions](#)[Login](#)**DRI #2318**

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 Information

Submitting Local Government: City of Atlanta

Individual completing form: Joshua Mello, Assistant Director of Planning - Tr

Telephone: 404-330-6785

E-mail: jdmello@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: Ponce City Market

Location (Street Address, GPS Coordinates, or Legal Land Lot Description): 675 Ponce de Leon Avenue NE, Atlanta, GA 30308

Brief Description of Project: Redvelopment of former City Hall East/Sears building into a mixed-use community.

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:

DRI Initial Information Form

Project Size (# of units, floor area, etc.):	439 dwelling units, 463,533 SF office space, 231,043 SF retail, 49,466 SF restaurant, 74,520 SF recr
Developer:	Jamestown Properties
Mailing Address:	650 North Avenue NE
Address 2:	
	City:Atlanta State: GA Zip:30308
Telephone:	404-692-1670
Email:	info@poncecitymarket.com
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 checked="" type="radio"/> Yes <input type="radio"/> No
If yes, provide the following information:	Project Name: Ponce Park
	Project ID: 910
The initial action being requested of the local government for this project:	<input type="checkbox"/> Rezoning <input type="checkbox"/> Variance <input type="checkbox"/> Sewer <input type="checkbox"/> Water <input checked="" type="checkbox"/> Permit <input type="checkbox"/> Other
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: 2017 Overall project: 2017
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Developments of Regional Impact

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

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.

Local Government Information

Submitting Local Government: City of Atlanta

Individual completing form: Joshua Mello

Telephone: 404-330-6785

Email: jd.mello@atlantaga.gov

Project Information

Name of Proposed Project: Ponce City Market

DRI ID Number:

Developer/Applicant: Jamotown Properties

Telephone: 404-692-1670

Email(s): info@poncecitymarket.com

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.)

☐ (not selected) ☒ No

If yes, has that additional information been provided to your RDC and, if applicable, GRTA?

☐ (not selected) ☐ No

If no, the official review process can not start until this additional information is provided.

Economic Development

Estimated Value at Build-Out: \$138,000,000

Estimated annual local tax revenues (i.e., property tax, sales tax) likely to be generated by the proposed development: \$2,500,000 property tax; \$6,000,000 sales tax

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

☐ (not selected) ☒ No

Will this development displace any existing uses?

☐ (not selected) ☒ No

If yes, please describe (including number of units, square feet, etc):

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)?	0.339 MGD
Is sufficient water supply capacity available to serve the proposed project?	<input type="radio"/> (not selected) <input checked="" 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 checked="" type="radio"/> No
If yes, how much additional line (in miles) will be required?	

Wastewater Disposal

Name of wastewater treatment provider for this site:	City of Atlanta
What is the estimated sewage flow to be generated by the project, measured in Millions of Gallons Per Day (MGD)?	0.313 MGD
Is sufficient wastewater treatment capacity available to serve this proposed project?	<input type="radio"/> (not selected) <input checked="" 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 checked="" type="radio"/> No
If yes, how much additional line (in miles) will be required?	

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.)	15,632 daily, 1245 AM peak, 1643 PM peak 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"/> No
Are transportation improvements needed to serve this project?	<input type="radio"/> (not selected) <input checked="" type="radio"/> No
If yes, please describe below:	

Driveway improvements including restriping at multiple locations,
Signalization at Street #3 + North Ave, restriping at Glen Vis + Ponce

Solid Waste Disposal

How much solid waste is the project expected to generate annually (in tons)?

12,417 tons

Is sufficient landfill capacity available to serve this proposed project?

☒ (not selected) ☒ No

If no, describe any plans to expand existing landfill capacity:

Will any hazardous waste be generated by the development?

☒ (not selected) ☒ 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?

93%

Describe any measures proposed (such as buffers, detention or retention ponds, pervious parking areas) to mitigate the project's impacts on stormwater management:

Structural underground stormwater detention systems will be provided in conjunction with structural water quality separation/filtration devices. Measures are designed to achieve a 30% reduction in stormwater flow from the pre-developed condition.

Environmental Quality

Is the development located within, or likely to affect any of the following:

- | | |
|---|---|
| 1. Water supply watersheds? | <input checked="" type="radio"/> (not selected) <input checked="" type="radio"/> No |
| 2. Significant groundwater recharge areas? | <input checked="" type="radio"/> (not selected) <input checked="" type="radio"/> No |
| 3. Wetlands? | <input checked="" type="radio"/> (not selected) <input checked="" type="radio"/> No |
| 4. Protected mountains? | <input checked="" type="radio"/> (not selected) <input checked="" type="radio"/> No |
| 5. Protected river corridors? | <input checked="" type="radio"/> (not selected) <input checked="" type="radio"/> No |
| 6. Floodplains? | <input checked="" type="radio"/> (not selected) <input checked="" type="radio"/> No |
| 7. Historic resources? | <input checked="" type="radio"/> (not selected) <input checked="" type="radio"/> No |
| 8. Other environmentally sensitive resources? | <input checked="" type="radio"/> (not selected) <input checked="" type="radio"/> No |

If you answered yes to any question above, describe how the identified resource(s) may be affected:

Building itself is considered historic and is being preserved.

[Submit Application](#)

[Save without Submitting](#)

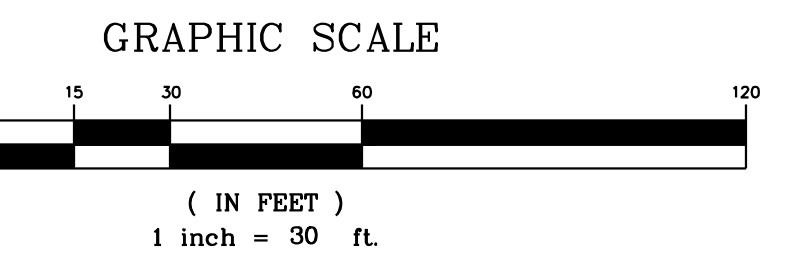
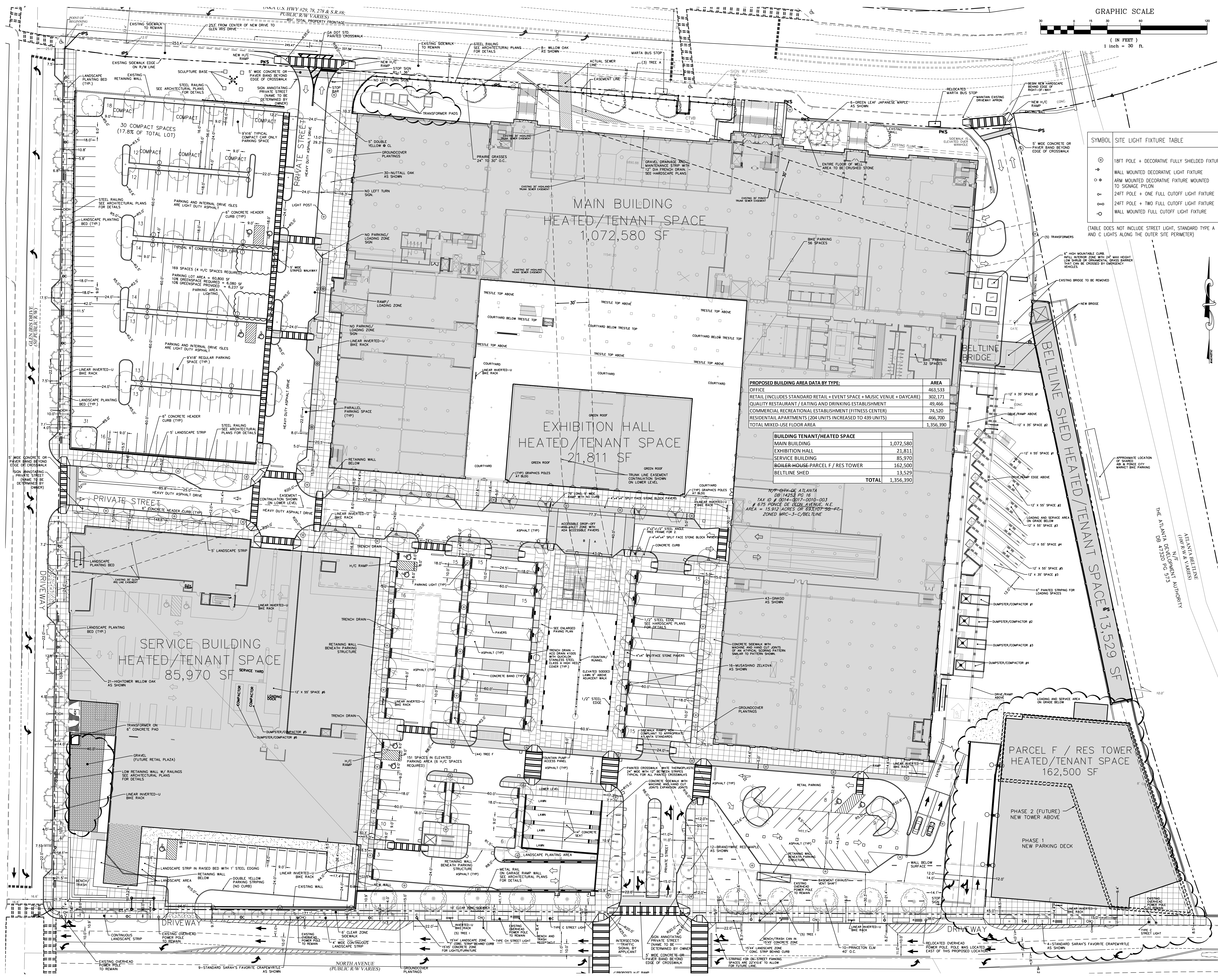
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SURBER BARBER CHOATE & HERTLEIN
ARCHITECTS, P.C.
1776 PEACHTREE STREET, N.W.
SUITE 700 SOUTH
ATLANTA, GEORGIA 30309
TELEPHONE 404-872-8400
FACSIMILE 404-892-1940



SYMBOL	SITE LIGHT FIXTURE TABLE
⊙	18FT POLE + DECORATIVE FULLY SHIELDED FIXTURE
⊙	WALL MOUNTED DECORATIVE LIGHT FIXTURE
⊙	ARM MOUNTED DECORATIVE FIXTURE MOUNTED TO SIGNAGE Pylon
⊙	24FT POLE + ONE FULL CUTOFF LIGHT FIXTURE
⊙	24FT POLE + TWO FULL CUTOFF LIGHT FIXTURE
⊙	WALL MOUNTED FULL CUTOFF LIGHT FIXTURE

(TABLE DOES NOT INCLUDE STREET LIGHT, STANDARD TYPE A AND C LIGHTS ALONG THE OUTER SITE PERIMETER)

PROPOSED BUILDING AREA DATA BY TYPE:	
OFFICE	463,533
RETAIL (INCLUDES STANDARD RETAIL + EVENT SPACE + MUSIC VENUE + DAYCARE)	302,171
QUALITY RESTAURANT / EATING AND DRINKING ESTABLISHMENT	49,466
COMMERCIAL RECREATIONAL ESTABLISHMENT (FITNESS CENTER)	74,520
RESIDENTIAL APARTMENTS (204 UNITS INCREASED TO 439 UNITS)	466,700
TOTAL MIXED-USE FLOOR AREA	1,356,390

BUILDING TENANT/HEATED SPACE	
MAIN BUILDING	1,072,580
EXHIBITION HALL	21,811
SERVICE BUILDING	85,970
BOILER-HOUSE-PARCEL F / RES TOWER	162,500
BELTLINE SHED	13,529
TOTAL	1,356,390

PONCE CITY MARKET
675 PONCE DE LEON AVENUE
ATLANTA, GA 30308
FOR
JAMESTOWN PROPERTIES
GREEN STREET PROPERTIES

PROJECT: SBCH 21111.00
PRINT DATE: 17 FEBRUARY, 2012
28 MARCH, 2012
12/19/12 SAP PERMIT REVISION

SAP SITE PLAN
1"=30'
1 OF 2
SPECIAL ADMINISTRATIVE PERMIT