



# 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: Mar 14 2013

ARC REVIEW CODE: R1303141

TO: Mayor Kasim Reed  
ATTN TO: Joshua Mello, Assistant Director  
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:** Prominence at Buckhead

**Review Type:** DRI

**Submitting Local Government:** City of Atlanta

**Date Opened:** Mar 14 2013

**Deadline for Comments:** Mar 29 2013 **Date to Close:** Apr 3 2013

**Description:** The proposed Prominence at Buckhead development is located in the City of Atlanta, near the intersection of Piedmont Road and Lenox Road. This project is a proposed residential addition to an existing office development. The existing development includes 442,295 square feet of office and a parking deck with 1,324 spaces. The proposed addition would include 703 residential units in two buildings and 1,055 parking spaces.

## **PRELIMINARY COMMENTS:**

### **Regional Context:**

According to the ARC Unified Growth Policy Map (UGPM) and the Regional Development Guide (RDG), the proposed Prominence at Buckhead development is within the Region Core, within the Buckhead Regional Center and is located along a Redevelopment Corridor.

The RDG states 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 RDG states that Regional Centers have 10,000 jobs or more in approximately four square miles. People travel from around the region to these centers for employment, shopping and entertainment.

These centers should be connected to the regional transportation network with existing or planned high capacity transit service. In most cases, these centers have a jobs-housing imbalance, so housing options should be expanded within their boundaries, especially around existing or planned transit. Some Regional Centers could also be considered "Edge Cities," developed in a suburban, auto-oriented way. They have limited multi modal transportation options and are challenged by increasing congestion. Local plans and policies should support efforts to transform these areas into highly accessible mixed-use urban hubs. Some Regional Centers may have high concentrations of logistics or industrial uses. The retention of these uses is a key regional strategy. While some housing and other uses can be added, special attention should be given to reducing the impacts these will have on the existing logistics/industrial uses.

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 Prominence at Buckhead will expand an existing development. The existing development already has access points and no new direct access is being proposed on Lenox Road or Piedmont. However, the developer has proposed to provide shuttle only access to the development to the north of the project site. This will allow local shuttles to access the site and utilize existing traffic signals. The City of Atlanta has indicated that the developer should consider making the shuttle only access, accessible to all site traffic.

The existing development has existing sidewalks in and adjacent to the development site, including pedestrian crossing facilities for the driveway on Lenox Road.

The proposed development will be located approximately a quarter of a mile from the new Buckhead MARTA station's north entrance. This new entrance will increase transit access for the "north loop" area of the Buckhead Regional Center.

#### Recommendations:

In order to encourage residents and office workers to use alternative modes, bicycle and pedestrian facilities should be improved or provided where appropriate. This includes improving access within the site and across Lenox Road and Piedmont Road. Additionally, the developer should investigate the possibility of providing shared parking, parking for car sharing, parking for carpooling, as well as bicycle parking, lockers, and showers.

Where parking garages are proposed, they should be located away from the street, behind or beside buildings, and screened from view. Additionally, stormwater runoff from these facilities should be considered and mitigated with the use of pervious materials or water collection systems.

See additional ARC staff comments as well as relevant sections of the Regional Development Guide 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  
ATLANTA PUBLIC SCHOOLS

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

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

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



# REGIONAL REVIEW NOTIFICATION

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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: **Prominence at Buckhead** *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](mailto:jtuley@atlantaregional.com)

Return Date: *Mar 29 2013*

## ARC STAFF NOTICE OF REGIONAL REVIEW AND COMMENT FORM

DATE: Mar 14 2013

ARC REVIEW CODE: R1303141

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: Prominence at Buckhead

Review Type: Development of Regional Impact

Description: The proposed Prominence at Buckhead development is located in the City of Atlanta, near the intersection of Piedmont Road and Lenox Road. This project is a proposed residential addition to an existing office development. The existing development includes 442,295 square feet of office and a parking deck with 1,324 spaces. The proposed addition would include 703 residential units in two buildings and 1,055 parking spaces.

Submitting Local Government: City of Atlanta

Date Opened: Mar 14 2013

Deadline for Comments: Mar 29 2013

Date to Close: Apr 3 2013

### **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:**


**PROMINENCE AT BUCKHEAD DRI**  
**City of Atlanta**  
**Natural Resources Division Review Comments**  
**March 6, 2013**

**Watershed Protection and Stream Buffers**

The USGS coverage for the area shows no streams on or near the property. The property is in the Nancy Creek sub-basin of the Peachtree Creek watershed, which is part of the Chattahoochee watershed that is downstream of the Region's water intakes. Therefore is not in a water supply watershed for the Atlanta Region.

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. Based on the impervious coverage of the proposed project as shown in the submitted plans, office/light industrial was selected 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
Office/Light Industrial	12.98	16.75	222.42	1480.18	9192.67	19.22	2.47
TOTAL	12.98	16.75	222.42	1480.18	9192.67	19.22	2.47

Total Impervious = 70%

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.



## MEMORANDUM

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

**FROM:** Marshall Willis, Transportation Access and Mobility Division

**DATE:** March 3rd, 2013

**SUBJECT:** **Transportation Division Review of DRI # 2329**  
Project: Prominence at Buckhead  
County: Fulton  
Location: 3475 Piedmont Road, Atlanta, GA 30305  
Analysis: Expedited ☐  
Non-Expedited ☒

**cc:** David Haynes  
TAMD

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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 Expedited Review Process. The applicant proposes to construct 703 residential units in two new buildings with 1,055 parking spaces, on a site with an existing 442,295 SF office building with existing 1,324 parking spaces. The site is located at the northern corner of the Piedmont Road and Lenox Road intersection in the City of Atlanta. Build-out is expected in two phases over 4 years. The phase I residential tower will consist of 380 dwelling units, with an expected build-out year of 2015. The phase II residential tower will consist of 323 dwelling units, with an expected build-out year of 2017.

## INFRASTRUCTURE

### Transportation

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

Site access is currently served via two locations. The primary access point is a full-movement signalized driveway on Lenox Road. The driveway along Piedmont Road is used as a secondary access point, and is a right-in/right-out driveway. The site has 650' of frontage along Lenox Road and 700' along Piedmont Road.

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

The preliminary figures – assuming a 1.0% traffic growth until site completion in 2017 – suggest 7,530 daily trips. This number includes the existing office component. Net new trips is expected to be 3,909 after a 10% reduction for access to transit and a 1.03% reduction for internal capture resulting from the mix of uses.

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

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

ARC Number	<u>Route and Description</u>	Type of Improvement	Scheduled Completion Year
AT-246	SR 237 (Piedmont Road) Widening from Lenox Road to SR 141 (Peachtree Road)	Roadway / General Purpose Capacity	2030
AT-270	Peachtree Corridor Improvements – Phase 3. Improve access to bus routes and Buckhead MARTA station	Roadway / Capacity Reduction or Conversion	2020

*\*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?**

There are two MARTA bus stops near the site: 3500 Piedmont Road and Piedmont Road @ Mathieson. The Buckhead MARTA rail station is approximately 0.5 miles from the site when walking. The applicant expressed an interest in having BATMA shuttle service on-site. Additionally, the GA 400 Greenway Trail will pass through the site.

**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 along or near the following:

- Regional Thoroughfare Network: US 29/SR 14 (Roosevelt Highway)
- National Highway System: GA 400
- Regional Strategic Transportation System – State Road: SR 237 (Piedmont Road)
- Regional Strategic Transportation System – State Road: SR 141 (Peachtree Road)
- Regional Strategic Transportation System – State Road: SR 141 Connector (Lenox Road)
- Regional Strategic Transportation System – State Road: SR 9 (Roswell Road)
- Regional Strategic Transportation System – State Road: GA 400
- Regional Thoroughfare Network: SR 237 (Piedmont Road)
- Regional Thoroughfare Network: SR 141 (Peachtree Road)
- Regional Thoroughfare Network: SR 9 (Roswell Road)

**City of Atlanta Concerns:**

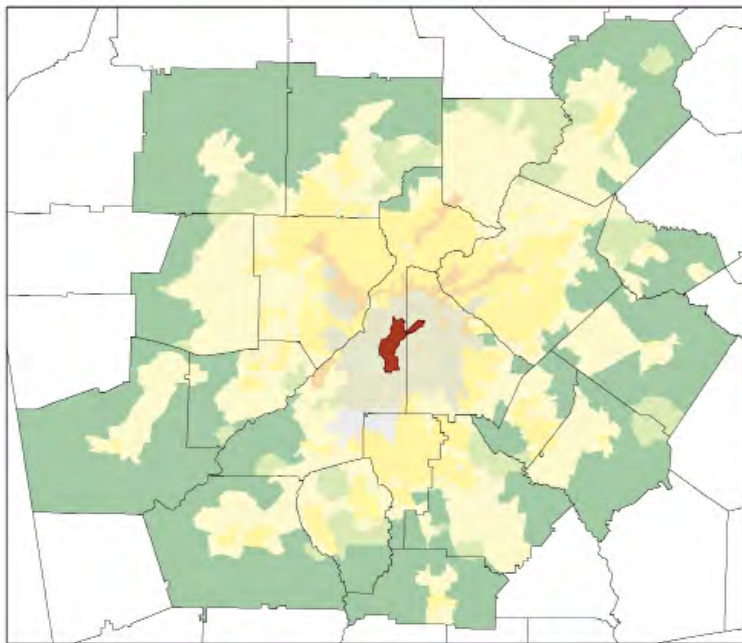
- Joshua Mello, from the City of Atlanta, expressed concern about the site's interaction with Piedmont Road. He requests full public access to the traffic signal on Piedmont Road north of the site, and to remove the existing right-in/right-out driveway on Piedmont, citing pedestrian safety concerns. Mello also requests bus stop amenities in front of site on Piedmont Road.
- There are concerns about Lenox Road as well. Mello requests the removal of channelized right-turn from Lenox Road driveway, citing pedestrian safety concerns and the addition of the GA 400 Greenway Trail which will increase pedestrian traffic.
- The intersection of Piedmont Road and Lenox Road will need improvements to address pedestrian safety, and accommodating safe access between the site and both MARTA and Buckhead retail.

**Pedestrian Safety and Intersections**

- The existing poor level of service at Piedmont Road and Lenox Road was discussed during the pre-review meeting, and the need to study the intersection for solutions to traffic flow problems.
- Additionally, the zoning change to SPI-12 suggests a greater focus of the area on pedestrian-friendly mixed-use development. Pedestrian safety at Piedmont Road and Lenox Road are of concern and improvements to the intersection that address pedestrian safety should be studied since this is a major linkage between the subject site, major retail, and MARTA rail.



# Region Core

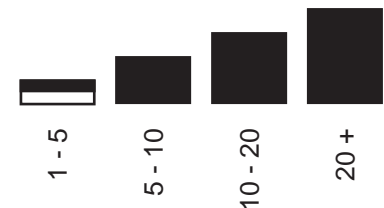


## Recommended Densities

### 10 to 80+ Units Per Acre



### 3 to 20+ Stories Based on Local Context



*estimation of gross density - actual density may vary*

## Defining Narrative and Area Issues

The Region Core, shown in red, 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.

## Places within the Area



# Region Core



## Implementation Priorities



- Enhance pedestrian connectivity across streets through design standards such as shorter blocks, mid-block crossings, shorter crossing distances, ADA compliance and other measures
- Prioritize preservation and enhancement of existing transit systems and facilities
- Explore options for innovative parking management strategies, including dynamic pricing, shared parking, parking maximums, and unbundled parking
- Maintain connectivity within and efficient access to and through the Core, which serves as the major regional transportation hub
- Integrate Lifelong Communities principles in addition to ADA compliance to ensure a comprehensive approach to connectivity and accessibility
- Enhance mobility and accessibility for all by creating Complete Streets that accommodate all modes of transportation (cars, transit, bicycles and pedestrians)
- Increase numbers of bicycle commuters and recreational riders through implementation of bicycle lanes, paths, bike parking and safety and encouragement programs



- Plan for unique Places within the Area, including University Districts, Wellness Districts and Recreation Districts
- Develop educational partnerships with libraries, colleges, and universities to bring diverse populations together to learn about resources available to them
- Promote access to continuing education, post-secondary learning and vocational training in conjunction with existing developments in high employment centers
- Promote public safety efforts to create a lively and safe 24-hours community
- Ensure access to basic services and health and supportive services
- Identify and remedy incidents of “food deserts” within the Region Core, particularly in traditionally underserved neighborhoods and schools

# Region Core

## Implementation Priorities, continued



- Encourage intense compact, mixed-use development that utilizes existing infrastructure and includes energy efficient, environmentally friendly design elements and standards
- Develop policies and standards that encourage innovative or unconventional housing development, including zoning with no minimum unit sizes, in order to provide a range of housing options in proximity to jobs, services and transit
- Provide a full range of housing types including varying housing sizes, products, supportive housing and even skilled nursing care to ensure that those who have invested in a place's social and civic infrastructure can remain there as their needs change
- Create development guidelines or regulations that are sensitive to community impacts of gentrification, historic preservation, and neighborhood character

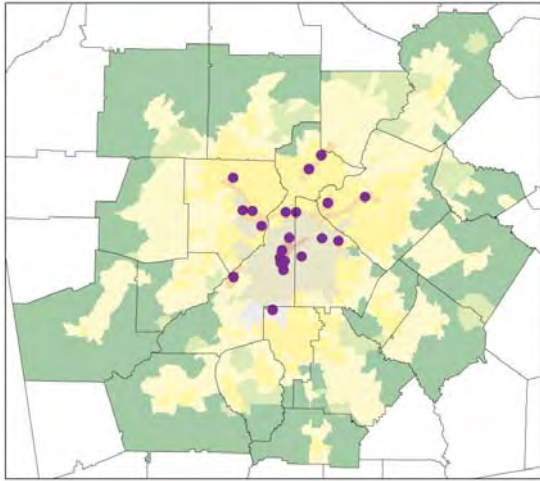


- Improve the energy efficiency of existing buildings using energy audits, retro-commissioning, and building envelope enhancements
- Encourage the use of outdoor lighting fixtures in public spaces that have energy saving features such as solar cells, full cut-off fixtures, etc
- Retrofit existing areas and enhance new development by the use of alternative designs and materials to minimize impervious surfaces to the greatest possible extent



- Identify incentives for developers and business to encourage redevelopment and investment
- Identify and understand the implications of higher land and infrastructure costs in the Region Core relative to the development of transportation, water, sewer and stormwater infrastructure

# Regional Centers



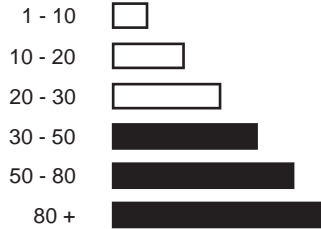
## Defining Narrative and Place Issues

Regional Centers, shown in purple, have 10,000 jobs or more in approximately four square miles. People travel from around the region to these centers for employment, shopping and entertainment. These centers should be connected to the regional transportation network with existing or planned high capacity transit service. In most cases, these centers have a jobs-housing imbalance, so housing options should be expanded within their boundaries, especially around existing or planned transit. Some Regional Centers could also be considered “Edge Cities,” developed in a suburban, auto-oriented way. They have limited multi modal transportation options and are challenged by increasing congestion. Local plans and policies should support efforts to transform these areas into highly accessible mixed-use urban hubs.

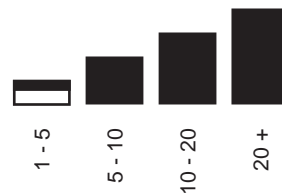
Some Regional Centers may have high concentrations of logistics or industrial uses. The retention of these uses is a key regional strategy. While some housing and other uses can be added, special attention should be given to reducing the impacts these will have on the existing logistics/industrial uses.

## Recommended Densities

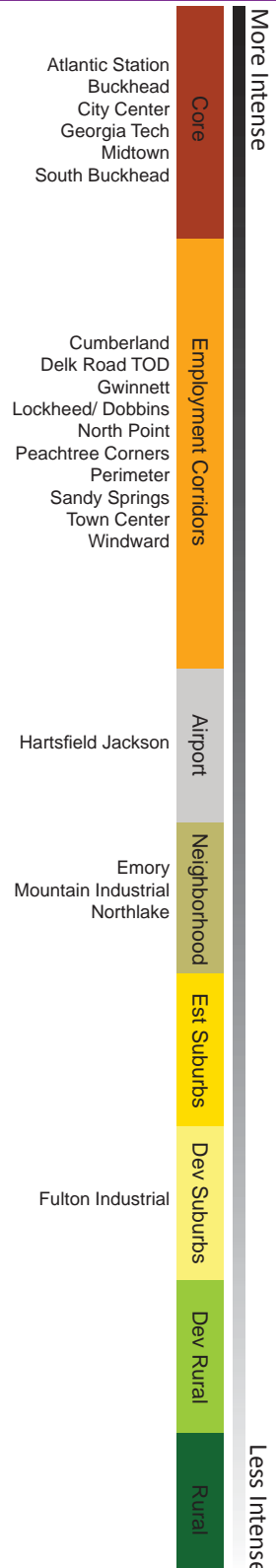
30 to 80+ Units Per Acre  
Based on Transit and Infrastructure



2 to 20+ Stories Based on Local Context



estimation of gross density - actual density may vary



### Implementation Priorities

Priorities apply to both Places, unless the name of the Place is specifically identified for a given measure



- Prioritize preservation, expansion, and access to existing and planned transit systems and improve the quality and aesthetics of existing facilities
- Incorporate appropriate end-of-trip facilities, such as bicycle racks, showers/locker rooms, etc., within new and existing development
- Enhance mobility and accessibility for all by creating Complete Streets that accommodate all modes of transportation (cars, transit, bicycles and pedestrians)
- Incorporate design guidelines that will foster a multi-modal environment
- Increase multi-modal options and improve bike/ped facilities
- Maintain connectivity to and through Regional Centers



- Promote access to continuing education, post-secondary learning and vocational training in conjunction with existing developments in high employment centers
- Promote public safety efforts to create a lively and safe 24 hours community



- Encourage vertically and horizontally integrated mixed use developments that are well-connected to the regional transportation system
- Encourage active ground floor, pedestrian scale design, and pedestrian amenities in new development and redevelopment of existing sites
- Encourage intense development to optimize existing infrastructure that includes energy efficient, environmentally friendly design elements and standards
- Development should support existing and planned transit
- Establish appropriate transitions and buffers between less intense areas with transitional zones using height plane standards in the Regional Centers and Community Activity Centers
- Work toward improving the jobs-housing imbalance in Regional Centers and promote housing options to accommodate multiple household sizes and price points in close proximity to jobs
- Consider revised development codes and regulations that utilize standards such as Floor Area Ratio (FAR) to maximize the development of existing and proposed projects



- Improve the efficiency of existing buildings using energy audits, retro-commissioning, and building envelope enhancements
- Encourage the use of outdoor lighting fixtures in public spaces that have energy saving features such as solar cells, full cut-off fixtures, etc
- Use alternative designs and materials to minimize impervious surfaces to the greatest possible extent



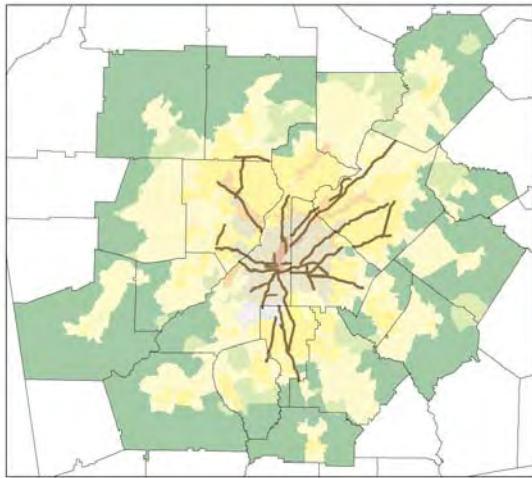
- Identify and understand the implications of higher land and infrastructure costs in the Regional Centers relative to the development of transportation, water, sewer and stormwater infrastructure

#### DRI NOTE

If a proposed development is similar to a **Community Activity Center** in size and character, it should be developed in line with the principles and guidelines outlined here. Special attention should be paid to creating a true, diverse urban environment with a mix of uses, an excellent pedestrian environment, new roads developed at public standards, applicable transit facilities including bus stops, park-n-ride lots, as well as improving access to these facilities. Rather than being developed as a single use project, these new centers will have multiple uses or functions and operate similar to Town Centers. The scale and character of this new district should align with that of the surrounding community.



# Redevelopment Corridors



## Defining Narrative and Place Issues

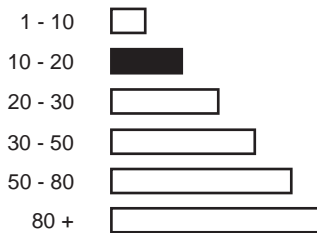
Redevelopment Corridors, shown in brown, are designated to reflect local policy. Some of these corridors function as retail centers for surrounding communities while many are major commuter routes for the region with high amounts of through traffic. The nature and needs of each may be unique to their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

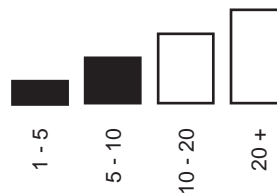
Redevelopment corridors may have high concentrations of aging commercial and retail space, and were often developed in a suburban, auto-oriented way. They are challenged by limited multi-modal options, which can lead to problems with congestion.

## Recommended Densities

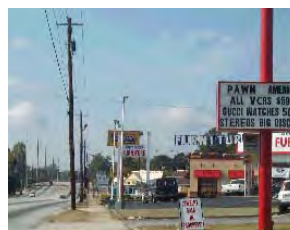
10 to 20 Units Per Acre  
Based on Transit and  
Infrastructure



1 to 10 Stories Based on  
Local Context



estimation of gross density - actual density may vary



SR 8/Bankhead/DL Hollowell MLK Jr. Drive Northside Drive Prior Street/ Ridge Avenue SR 10/ SR/ 12/ Hwy 278 Buford Highway Piedmont Road Ponce de Leon Avenue	Core	More Intense
SR 754/ Canton Road Cobb Parkway Buford Highway SR 141 Peachtree Industrial Blvd Roswell Road	Employment	
SR 85 Old Dixie Highway Tara Boulevard	Airport	
SR 754/ Canton Road SR 8/ Bankhead/ DL Hollowell Simpson Road MLK Jr. Drive Campbellton Road Hwy 29/ SR 14 Cleveland Avenue SR 85 Jonesboro Road Prior Street/ Ridge Avenue Glenwood Road SR 10/ SR12/ Hwy 278 Scott Blvd/ Lawrenceville Hwy Buford Highway SR 141/ Peachtree Industrial Blvd Roswell Road Ponce de Leon Avenue Tara Boulevard	Maturing Neighborhood	
Hwy 92/ Alabama Road SR 754/ Canton Road Cobb Parkway Austell Road SR 8/ Bankhead/ DL Hollowell MLK Jr. Drive SR 85 Old Dixie Highway Jonesboro Road SR 10/ SR 12/ Hwy 278 Scott Blvd/ Lawrenceville Hwy Buford Hwy SR 141/ Peachtree Industrial Blvd Roswell Road Tara Blvd	Established Suburbs	
Hwy 92/ Alabama Road Cobb Parkway SR 85 SR 10/ SR 12/ Hwy 278 Scott Blvd/ Lawrenceville Hwy Buford Hwy Tara Boulevard	Dev Suburbs	
	Dev Rural	
	Rural	Less Intense

# Redevelopment Corridors

## Implementation Priorities



- Develop minimum and maximum parking requirements for new and infill development along Redevelopment Corridors
- Develop road design guidelines that will create a multi-modal environment and are specific to the unique needs of individual Redevelopment Corridors
- Develop access management strategies along major thoroughfares



- See General Priorities



- Develop policies and establish design standards to guide new and infill development along Redevelopment Corridors
- Encourage retrofitting of existing corridors to create vibrant and diverse places
- Encourage active ground floor, pedestrian scale design, and pedestrian amenities in new development and redevelopment of existing sites
- Encourage vertically and horizontally integrated mixed use developments that are well-connected to the regional transportation system and are locally appropriate



- Encourage the use of outdoor lighting fixtures in public spaces that have energy saving features such as solar cells, full cut-off fixtures, etc
- Retrofit existing areas and enhance new development by the use of alternative designs and materials to minimize impervious surfaces to the greatest extent possible



- Identify opportunities for redevelopment to enhance existing retail and service sector establishments and promote new economic development initiatives

# Developments of Regional Impact

[DRI Home](#)[DRI Rules](#)[Thresholds](#)[Tier Map](#)[FAQ](#)[Apply](#)[View Submissions](#)[Login](#)**DRI #2329**

## 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:	Joshuah 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:	Prominence at Buckhead
Location (Street Address, GPS Coordinates, or Legal Land Lot Description):	3475 Piedmont Rd NE, Atlanta, GA 30305
Brief Description of Project:	Existing 442,295-SF office building with existing 1,324-space parking deck to be supplemented with 703 residential units in two new buildings with 1,055 parking spaces.

#### Development Type:

- |  |   |   |
|--|---|---|
| <input type="radio"/> (not selected)                       | <input type="radio"/> Hotels                                | <input type="radio"/> Wastewater Treatment Facilities |
| <input type="radio"/> Office                               | <input checked="" type="radio"/> Mixed Use                  | <input type="radio"/> Petroleum Storage Facilities    |
| <input type="radio"/> Commercial                           | <input type="radio"/> Airports                              | <input type="radio"/> Water Supply Intakes/Reservoirs |
| <input type="radio"/> Wholesale & Distribution             | <input type="radio"/> Attractions & Recreational Facilities | <input type="radio"/> Intermodal Terminals            |
| <input type="radio"/> Hospitals and Health Care Facilities | <input type="radio"/> Post-Secondary Schools                | <input type="radio"/> Truck Stops                     |
| <input type="radio"/> Housing                              | <input type="radio"/> Waste Handling Facilities             | <input type="radio"/> Any other development types     |
| <input type="radio"/> Industrial                           | <input type="radio"/> Quarries, Asphalt & Cement Plants     |   |

If other development type, describe:



# DRI Initial Information Form

Project Size (# of units, floor area, etc.):	703 new residential units and 442,295 SF of existing office space	
Developer:	SGCP Prominance Land LLC	
Mailing Address:	3100 Cumberland Blvd	
Address 2:	Ste 1060	
	City:Atlanta State: GA Zip:30339	
Telephone:	770-612-1364	
Email:	ceachus@crockerpartners.com	
Is property owner different from developer/applicant?	<input type="radio"/> (not selected) <input checked="" type="radio"/> Yes <input type="radio"/> No	
If yes, property owner:	CP Prominence LLC and SGCP Prominance Land LLC	
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	
Is this project a phase or part of a larger overall project?	<input type="radio"/> (not selected) <input checked="" type="radio"/> Yes <input type="radio"/> No	
If yes, what percent of the overall project does this project/phase represent?	50	
Estimated Project Completion Dates:	This project/phase: 2015 Overall project: 2017	
<hr/>		
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# Developments of Regional Impact

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## 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: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

### Project Information

Name of Proposed Project: Prominence at Buckhead

DRI ID Number: \_\_\_\_\_

Developer/Applicant: ISG CP Prominence Land LLC

Telephone: (770) 612-1064

Email(s): leachus@clockerpartners.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) ☒ Yes ☐ No

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

☐ (not selected) ☐ Yes ☐ No

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

### Economic Development

Estimated Value at Build-Out:

\$243,000,000 (including existing office)

Estimated annual local tax revenues (i.e., property tax, sales tax) likely to be generated by the proposed development:

\$4,379,000

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

☐ (not selected) ☒ Yes ☐ No

Will this development displace any existing uses?

☐ (not selected) ☐ Yes ☒ 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)?	0.16 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?	
---	--

### Wastewater Disposal

Name of wastewater treatment provider for this site:	RM Clayton Water Reclamation Facility
--	---------------------------------------

What is the estimated sewage flow to be generated by the project, measured in Millions of Gallons Per Day (MGD)?	0.16 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?	
---	--

### 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.)	1879 AM peak, 1871 PM peak
---	----------------------------

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 type="radio"/> Yes <input type="radio"/> No
---	---

If yes, please describe below:	Traffic study to be performed by Kimley-Horn
--------------------------------	--

### Solid Waste Disposal

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

500 tons/year

Is sufficient landfill capacity available to serve this proposed project?

☐ (not selected) ☒ Yes ☐ No

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

Will any hazardous waste be generated by the development?

☐ (not selected) ☐ Yes ☒ 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?

65%

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

Detention will be provided to reduce the rate of runoff by a minimum of 30%. In addition, downstream channel

### 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 checked="" 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:

protection and water quality measures will be provided.

**Submit Application**

**Save without Submitting**

**Cancel**

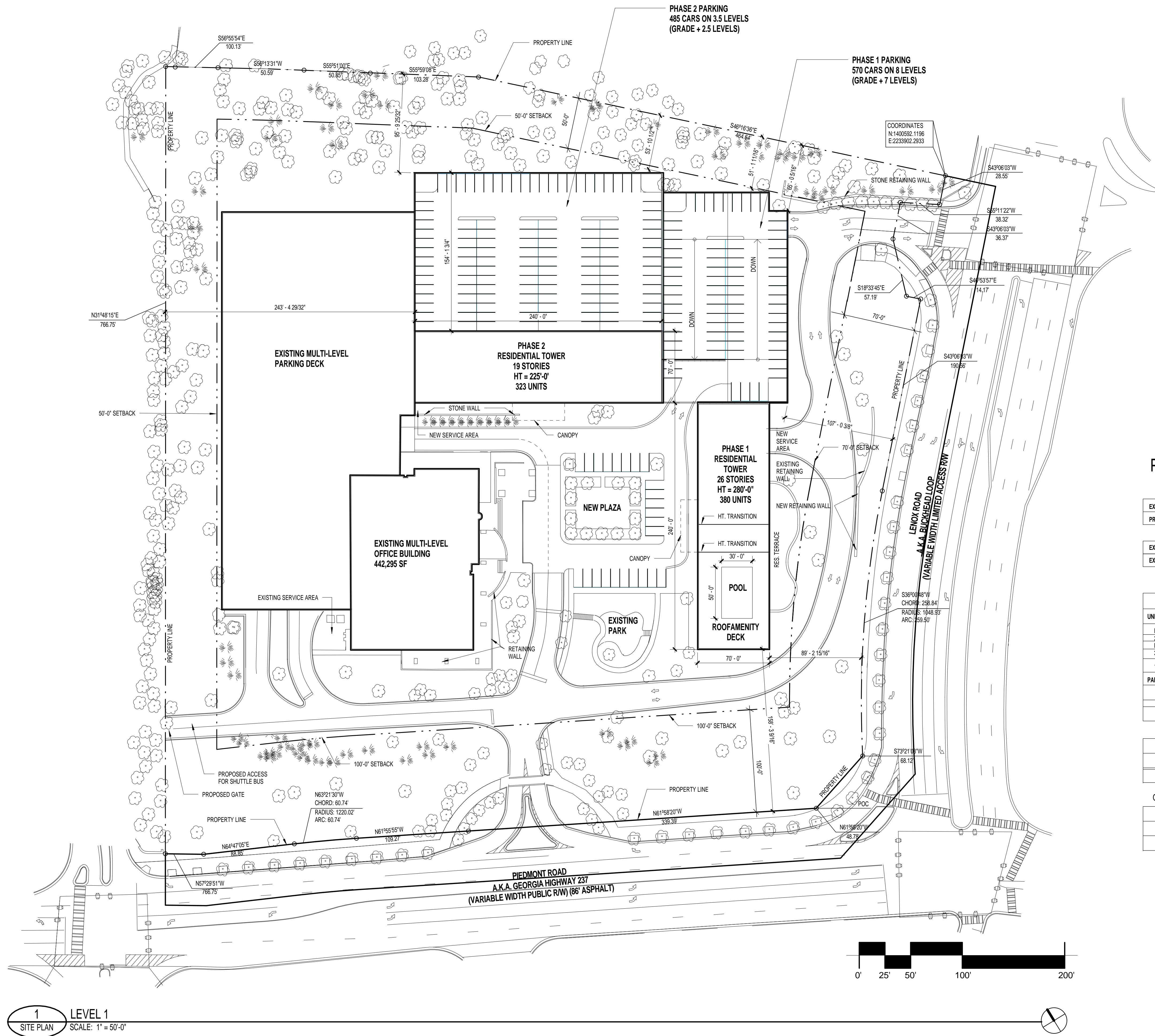
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PROJECT DATA

ZONING	
EXISTING ZONING = O - I - C	
PROPOSED ZONING = SPH-12	
EXISTING 18 Story Office Building = 442,295 GSF	
EXISTING 7 LEVEL PARKING DECK=1,329 SPACES (64,189 GSF )	

UNITS AND PARKING		
PHASE 1	PHASE 2	TOTAL
UNIT CALCULATIONS		
PHASE 1 RESIDENTIAL TOWER	PHASE 2 RESIDENTIAL TOWER	
26 STORIES	19 STORIES	
HT = 280'-0"	HT = 225'-0"	
380 UNITS	323 UNITS	703 NEW RESIDENTIAL UNITS
415,150 GROSS SF	352,877 GROSS SF	694,640 GROSS SF
PARKING CALCULATIONS		
PHASE 1 PARKING	PHASE 2 PARKING	
570 CARS ON 8 LEVELS	485 CARS ON 3.5 LEVELS	
(GRADE + 7 LEVELS)	(GRADE + 2.5 LEVELS)	1,055 NEW PARKING SPACES

LAND AREA	
NET LOT AREA = 497,111 SF =	11.412 ACRES
PROPERTY LINE TO 50' OF RIGHT-OF-WAY = 68,462 SF =	1.572 ACRES
GROSS LAND AREA = 565,573 SF =	12.984 ACRES

OPEN SPACE CALCULATIONS	
TOTAL OPEN SPACE RATIO SUB AREA 1	35% OF NET LOT AREA
OPEN SPACE REQUIRED =	173,988 SF
OPEN SPACE PROVIDED =	247,604 SF



PROMINENCE AT BUCKHEAD

RESIDENTIAL AND ZONING SUBMISSION  
3475 PIEDMONT ROAD, ATLANTA, GA

