



# REGIONAL REVIEW FINDING

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

DATE: 9/20/2004

ARC REVIEW CODE: R408181

TO: Honorable F.Wayne Hill, Chairman  
ATTN TO: Jeffrey West, Manager- Dept of Planning and Development  
FROM: Charles Krautler, Director

NOTE: This is digital  
signature. Original on file.

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

**Submitting Local Government:** Gwinnett County  
**Name of Proposal:** The Avenues-Webb Gin Corners

**Review Type:** Development of Regional Impact

**Date Opened:** 8/18/2004

**Date Closed:** 9/20/2004

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

**Additional Comments:** This development, along with other likely development, along this corridor between the City of Lawrenceville and the City of Snellville will continue to degrade the capacity of Hwy 124. Given the size of this development, less than 500,000 square feet, it is likely that the majority of the trips to the development will be local in origin. Gwinnett County should coordinate with the City of Snellville to plan jointly for future growth along the Highway 124 corridor. Engaging in an effort to jointly develop a corridor plan will help to ensure that Hwy 124 will remain a viable thoroughfare in the future that is able to accommodate the expected growth for the area and promote ARC's Regional Development Policies 1-4: providing development strategies and infrastructure investments for forecasted population and employment; increase share of new development into CBD's, transportation corridors, activity and town centers; increasing opportunities for mixed use development, infill and redevelopment; and increasing transportation choices and transit oriented development.

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

ARC LAND USE PLANNING  
ARC DATA RESEARCH  
GEORGIA DEPARTMENT OF NATURAL RESOURCES  
CITY OF LAWRENCEVILLE  
CITY OF SNELLVILLE

ARC TRANSPORTATION PLANNING  
ARC AGING DIVISION  
GEORGIA DEPARTMENT OF TRANSPORTATION  
CITY OF GRAYSON

ARC ENVIRONMENTAL PLANNING  
GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS  
GEORGIA REGIONAL TRANSPORTATION AUTHORITY  
GWINNETT COUNTY SCHOOLS

If you have any questions regarding this review, Please call Mike Alexander, Review Coordinator, at (404) 463-3302. This finding will be published to the ARC website.

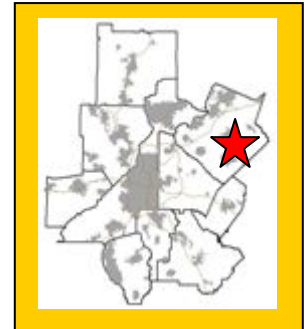
The ARC review website is located at: <http://www.atlantaregional.com/qualitygrowth/reviews.html> .

Preliminary Report:	August 18, 2004	<b>DEVELOPMENT OF REGIONAL IMPACT REVIEW REPORT</b>	Project:	The Avenues- Webb Gin Corners #613
Final Report Due:	September 17, 2004		Comments Due By:	September 1, 2004

## **PRELIMINARY REPORT SUMMARY**

### **PROPOSED DEVELOPMENT:**

The Avenues is a 56.62 acre mixed use development proposed in Gwinnett County along Webb Ginn House Road. The proposed development includes a total of 356,281 square feet of retail development and 70,000 square feet office development. Access to the Avenues will be provided along Webb Ginn House Road and Scenic Highway (S.R. 124).



### **PROJECT PHASING:**

The project is being proposed in one phase with a project build out date for 2007.

### **GENERAL**

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

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

The project site is currently zoned Residential RM-200 and Residential RM-100. This DRI review was initiated because the applicant is requesting a rezoning of the property to Commercial C-2. The proposed development is consistent with Gwinnett County's comprehensive plan and future land use map.

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

Comments received from the City of Snellville state that the proposed development could have significant implication for the future land use of the immediate surrounding area. Commercial development on Highway 124 has been concentrated in two core areas around Snellville and Lawrenceville.

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

None were determined during the review.

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

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

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

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

YEAR	NAME
2003	TREE CORNERS
1991	NIDC REG. SHOPPING CENTER/SNELLVILLE MALL
1989	SOUTH GWINNETT MALL

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

Yes, information submitted with the review shows that the proposed project will displace three to four single family homes.

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

No.

**Is the proposed development consistent with regional plans and policies?**

The proposed development meets many of the ARC's regional goals and policies; however, the site plan can be further refined to better reflect these goals and policies. The development proposes a mix of retail and office uses on the northern and southern sides of Webb Gin House Road.

This development, along with other likely development, along this corridor between the City of Lawrenceville and the City of Snellville will continue to degrade the capacity of Hwy 124. Given the size of this development, less than 500,000 square feet, it is likely that the majority of the trips to the development will be local in origin.

Gwinnett County should coordinate with the City of Snellville to plan jointly for future growth along the Highway 124 corridor. Engaging in an effort to jointly develop a corridor plan will help to ensure that Hwy 124 will remain a viable thoroughfare in the future that is able to accommodate the expected growth for the area and promote ARC's Regional Development Policies 1-4: providing development strategies and infrastructure investments for forecasted population and employment; increase share of new development into CBD's, transportation corridors, activity and town centers; increasing opportunities for mixed use development, infill and redevelopment; and increasing transportation choices and transit oriented development.

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The proposed development has the potential to greatly affect the surrounding residential development; particularly by altering the existing traffic pattern. According to the traffic study, the site is located in the northern portion of a retail corridor; however, the proposed development is in conflict with existing commercial nodes in the City of Snellville and City of Lawrenceville. Many of the site trips to the proposed development will be either dual purpose or already present in the existing vehicle stream along Highway 124. According to the traffic study, it is expected that this development will reduce vehicle miles traveled by intercepting trips that would normally be destined for locations to the north and south. The total retail square footage, 346,000 square feet, will represent a 10% increase in the total net retail in the immediate area.

The site plan should adequately address the surrounding residential areas by protecting residential viewsheds through buffering and creative landscaping.

Refinement of the site plan should consider pedestrian amenities and pathways. Sidewalks, raised pedestrian crossings, landscaping, building location and short parking lot distances should be used and applied to encourage pedestrian activity and safety.

Topography on the site should be considered and where applicable, the development should work with the natural slopes. Alternative materials should be applied to impervious surfaces (rooftops, parking lots) to minimize the impact on the heat island effect. The Best Environmental Practices list below should be reviewed and applied to the development where possible to protect the streams and wetlands on site.

Gwinnett County should consider a reduction in parking requirements to help minimize the amount of impervious surface on site.

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## **PRELIMINARY REPORT**

### **Regional Development Plan Policies**

1. Provide development strategies and infrastructure investments to accommodate forecasted population and employment growth more efficiently.
2. Guide an increased share of new development to the Central Business District, transportation corridors, activity centers and town centers.
3. Increase opportunities for mixed-use development, infill and redevelopment.
4. Increase transportation choices and transit-oriented development (TOD).
5. Provide a variety of housing choices throughout the region to ensure housing for individuals and families of diverse incomes and age groups.
6. Preserve and enhance existing residential neighborhoods.
7. Advance sustainable greenfield development.
8. Protect environmentally sensitive areas.
9. Create a regional network of greenspace that connects across jurisdictional boundaries.
10. Preserve existing rural character.
11. Preserve historic resources.
12. Inform and involve the public in planning at regional, local and neighborhood levels.
13. Coordinate local policies and regulations to support the RDP.
14. Support growth management at the state level.

### **BEST LAND USE PRACTICES**

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

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

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

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

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

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

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

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

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

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

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

## BEST TRANSPORTATION PRACTICES

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

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

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

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

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

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

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

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

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

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

Practice 11: Incorporate transit-oriented design features.

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

## BEST ENVIRONMENTAL PRACTICES

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

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

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

Practice 4: Design around significant wetlands.

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

Practice 6: Preserve significant uplands, too.

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

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

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

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

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

## BEST HOUSING PRACTICES

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

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

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Practice 3: Use cost-effective site development and construction practices. Small frontages and setbacks; rolled curbs or no curbs; shared driveways.  
Practice 4: Design of energy-saving features. Natural shading and solar access.  
Practice 5: Supply affordable single-family homes for moderate-income households.  
Practice 6: Supply affordable multi-family and accessory housing for low-income households.  
Practice 7: Tap government housing programs to broaden and deepen the housing/income mix.  
Practice 8: Mix housing to the extent the market will bear.

## **LOCATION**

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

The project is located along Webb Ginn House Road, east of Scenic Highway (S.R.124) in Gwinnett County.

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

The proposed development is entirely within Gwinnett County government's boundary; however, it is approximately less than a mile from the northern boundary for the City of Snellville, two miles from the southern boundary for the City of Lawrenceville and from the western boundary for the City of Grayson.

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

None were identified during the review.

## **ECONOMY OF THE REGION**

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

### **What new taxes will be generated by the proposed project?**

Estimated value of the development is \$75,000,000 with an expected \$960,600 in annual local tax revenues.

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

Short-term jobs will depend upon construction schedule.

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

Yes.

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

The proposed development will employ approximately 280 office personnel and 1,453 retail personnel.

**NATURAL RESOURCES**

**Will the proposed project be located in or near wetlands, groundwater recharge area, water supply watershed, protected river corridor, or other environmentally sensitive area of the Region? If yes, identify those areas.**

**Water Supply Watersheds**

The project is not located in the Big Haynes Water Supply watershed. The property drains to the Yellow River.

**Stream Buffers**

The 1:24,000 USGS Luxomni quad sheet, which includes the project area, shows a tributary stream running close to a portion of the northern boundary of the Phase II portion of the property. Portions of the property adjacent to the stream will need to meet local stream buffer requirements and the State 25-foot erosion and sedimentation buffer, if they fall within the stream buffer zones. Any unmapped streams or other state waters on the property may also be subject to local ordinance and State Erosion and Sedimentation 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 estimates 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 the results of regional stormwater monitoring data from the Atlanta Region. 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	56.6	96.79	984.84	6112.80	55637.80	69.62	12.45
TOTAL	56.6	96.79	984.84	6112.80	55637.80	69.62	12.45

Total percent impervious surface: 85%

In order to address post-construction stormwater runoff quality, the project should implement 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.

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## **HISTORIC RESOURCES**

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

None have been identified.

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

Not applicable.

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

Not applicable.

## **INFRASTRUCTURE**

### **Transportation**

#### **Georgia Regional Transportation Authority Review Findings**

This DRI proposal is being considered for review under the Georgia Regional Transportation Authority Non-expedited Review. Primary site access is proposed along Webb Gin House Road with three full movement driveways and one right-in/right-out driveway.

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

URS Corporation performed the transportation analysis. GRTA and ARC review staff agreed with the methodology and assumptions used in the analysis. The net trip generation is based on the rates published in the 7<sup>th</sup> edition of the Institute of Transportation Engineers (ITE) Trip Generation report; they are listed in the following table:

Land Use	P.M. Peak Hour			Saturday Peak Hour			24-Hour
	Enter	Exit	2-Way	Enter	Exit	2-Way	2-Way
Shopping Center 363,281 square feet	508	552	1,060	875	803	1,678	14,685
General Office 70,000 square feet	19	121	140	9	11	20	814
<b>TOTAL NEW TRIPS</b>	<b>527</b>	<b>673</b>	<b>1,200</b>	<b>884</b>	<b>814</b>	<b>1,698</b>	<b>15,499</b>

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

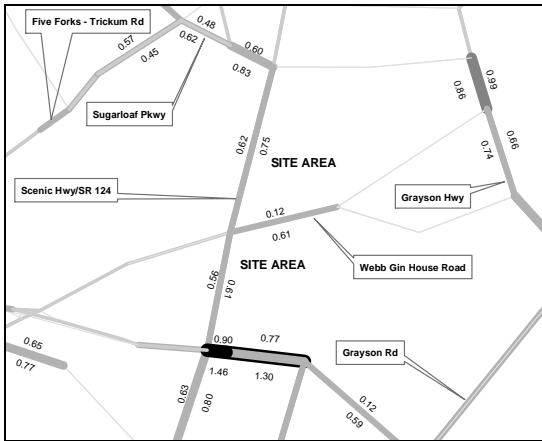
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Incorporating the trip generation results, the transportation consultant distributed the traffic on the current roadway network. An assessment of the existing Level of Service (LOS) and projected LOS based on the trip distribution findings helps to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

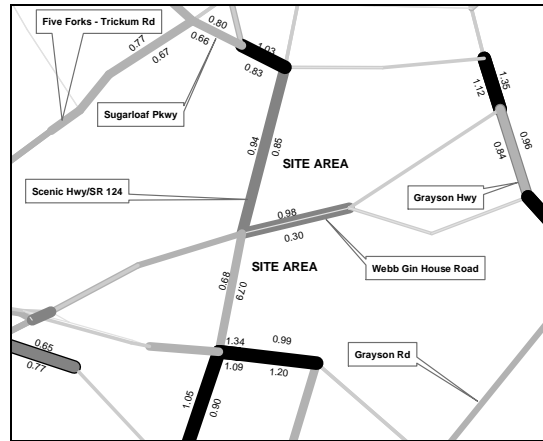
Projected traffic volumes from the Regional Travel Demand Model are compared to the assigned capacity of facilities within the study network. This data is used to calculate a volume to capacity (V/C) ratio. The V/C ratio values that define the LOS thresholds vary depending on factors such as the type of terrain traversed and the percent of the road where passing is prohibited. As a V/C ratio reaches 1.0, congestion increases. The V/C ratios for traffic in various network years are presented in the following table. Any facilities that have a V/C ratio of 0.8 or above are considered congested.

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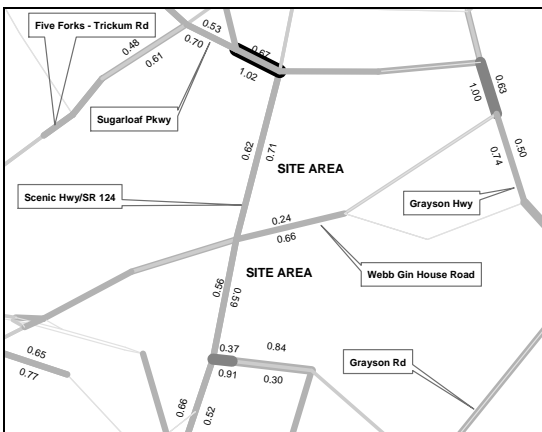
## V/C Ratios



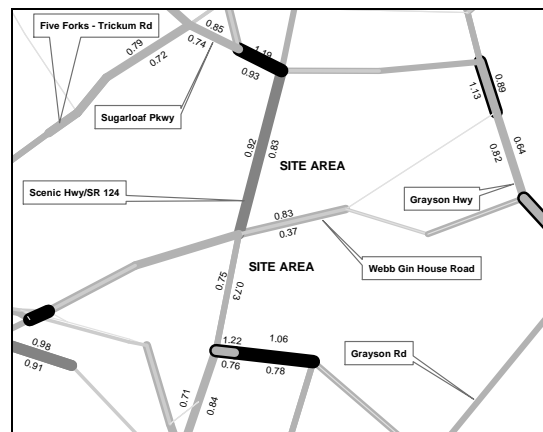
**2005 AM Peak**



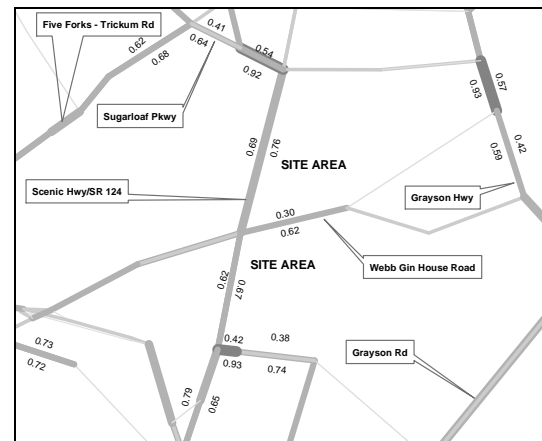
**2005 PM Peak**



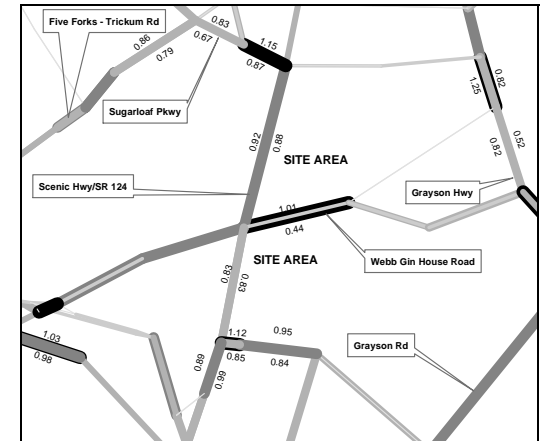
**2010 AM Peak**



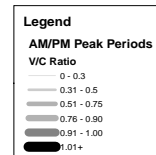
**2010 PM Peak**



**2025 AM Peak**



**2025 PM Peak**



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For the V/C ratio figures, the data is based on 2005, 2010 and 2025 A.M./P.M. peak volume data generated from ARC's travel demand model for the 2025 RTP Limited Update and FY 2003-2005 TIP, adopted in October 2002. The demand model incorporates lane addition improvements and updates to the network as appropriate. As the life of the RTP progresses, volume and/or V/C ratio data may appear inconsistent due to (1) effect of implementation of nearby new or expanded facilities or (2) impact of socio-economic data on facility types.

**What transportation improvements are under construction or planned for the Region that would affect or be affected by the proposed project? What is the status of these improvements (long or short range or other)?**

#### 2003-2005 TIP\*

ARC Number	Route	Type of Improvement	Scheduled Completion Year
GW-074B	Loganville Highway – SR 20 from Plantation Boulevard to Ozora Road	Roadway Capacity	2007
GW-124C1	US 78/SR 10 – Remove Reversible Lanes (PE/ROW ONLY) at High Point Road	Roadway Operations	2007
GW-AR-221D	Scenic Highway – SR 124 ITS from US 78/SR 10 to US 29/SR 8 – Lawrenceville Highway	Roadway Operations	2005

#### 2025 RTP Limited Update\*

ARC Number	Route	Type of Improvement	Scheduled Completion Year
GW-124B	US 78/SR 10 at SR 124	Roadway Operations	2015

*\*The ARC Board adopted the 2025 RTP Limited Update and FY 2003-2005 TIP in October 2002. USDOT approved in January 2003*

**Impacts of The Avenue Webb Gin Mixed-Use Development: What are the recommended transportation improvements based on the traffic study done by the applicant?**

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

#### *Scenic Highway at Sugarloaf Parkway*

- Widen northbound Scenic Highway approach to provide a second left-turn lane;
- Widen southern receiving leg of Scenic Highway to allow the eastbound right-turn lane from Sugarloaf Parkway to operate as free-flow;
- Modify signal to provide protected-only phasing for northbound and southbound left-turns from Scenic Highway onto Sugarloaf Parkway; and
- Optimize signal timing.

#### *Scenic Highway at Webb Gin House Road*

- Widen westbound Webb Gin House Road to provide westbound left-turn lane



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- Widen eastbound Webb Gin House Road to provide second through lane;
- Widen southbound Scenic Highway approach to provide second left-turn lane;
- Widen western receiving leg of Web Gin House Road to receive vehicles for additional eastbound through lane and southbound left-turn lane;
- Modify signal phasing to remove split phasing between the eastbound and westbound approaches and provide protected only phasing for the northbound and southbound left-turns, protected-permissive phasing for the eastbound and westbound left-turns, and permissive-plus-overlap phasing for the northbound right-turn from Scenic Highway onto Webb Gin House Road; and
- Optimize signal timing.

#### *Scenic Highway at Janmar Road/Ridgedale Road*

- Modify signal to remove the existing split phasing between the eastbound and westbound approaches and provide protected-permissive left-turn phasing for the eastbound and westbound left-turns and permissive-plus-overlap phasing for the eastbound and northbound right-turns; and
- Optimize signal timing.

#### *Scenic Highway at Pharrs Road/Presidential Market's Driveway*

- Widen westbound Pharrs Road approach to provide an exclusive left-turn lane;
- Widen eastbound Presidential Market's Driveway approach to provide a second left-turn lane;
- Modify signal to remove the existing split phasing between the eastbound and westbound approaches and provide protected-permissive left-turn phasing for the westbound left-turns and protected-only phasing for eastbound left-turns; and
- Optimize signal timing.

#### *Scenic Highway at Ronald Reagan Parkway/Pinehurst Road*

- Widen southern receiving leg of Scenic Highway to allow the eastbound right-turn lane from Ronald Reagan Parkway onto Scenic Highway to operate as free-flow;
- Widen the northbound Scenic Highway approach and western receiving leg of Ronald Reagan Parkway to provide a third northbound left-turn lane;
- Widen the eastbound Ronald Reagan Highway approach to provide a second exclusive left-turn lane on to Scenic Highway;
- Modify signal phasing to provide protected-only phasing for eastbound left-turns; and
- Optimize signal timing.

#### *Scenic Highway at Dogwood Road*

- Widen eastbound and westbound Dogwood Road approaches to provide exclusive left-turn lanes along each;
- Widen southbound Scenic Highway approach to provide an exclusive right-turn lane;
- Modify signal phasing to remove existing split-phasing between the eastbound and westbound approaches and provide protected-permissive left-turn phasing for the southbound, eastbound, and westbound approaches and permissive-plus-overlap right-turn phasing for the eastbound and westbound approaches; and

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- Optimize signal timing.

#### *Scenic Highway at Oak Road*

- Widen southbound Scenic Highway approach to provide a third through lane;
- Widen eastbound Oak Road approach to provide an exclusive right-turn lane; and
- Optimize signal timing.

#### *Scenic Highway at U.S. 78*

- Widen eastbound and westbound U.S. 78 approaches to provide a third through lane along each;
- Widen eastbound U.S. 78 approach to provide a third left-turn lane;
- Widen western receiving leg of U.S. 78 to allow the southbound right-turn lane from Scenic Highway onto U.S. 78 to operate as free-flow;
- Widen northbound Scenic Highway approach to provide a third through lane; and
- Optimize signal timing.

#### *Webb Gin House Road at Dogwood Road*

- Widen westbound Webb Gin House Road approach to provide an exclusive left-turn lane;
- Widen southbound Dogwood Road approach to provide an exclusive left-turn lane;
- Install traffic signal with protected-permissive left-turn phasing for the southbound and westbound approaches; and
- Optimize signal timing.

#### *Webb Gin House Road at Ronald Reagan Parkway Northbound Ramp*

As in the existing condition, to improve this intersection's operations to within the LOS standard would require the installation of a traffic signal. However, based on the low side-street peak hour volumes from the ramp, the intersection is not likely to meet warrants. Therefore, no change in traffic control is recommended.

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

#### *Scenic Highway at Webb Gin House Road*

- Widen westbound Webb Gin House Road to provide a second left-turn lane;
- Modify signal phasing to provide protected only phasing for westbound left-turns and permissive-plus-overlap phasing for westbound right-turns; and

#### *Scenic Highway at Janmar Road/Ridgedale Road*

- Widen the southbound approach of Scenic Highway to provide a third through lane; and

#### *Scenic Highway at Dogwood Road*

- Widen the northbound approach of Scenic Highway to provide a third through lane; and

Preliminary Report:	August 18, 2004	<b>DEVELOPMENT OF REGIONAL IMPACT REVIEW REPORT</b>	Project:	The Avenues-Webb Gin Corners #613
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*Webb Gin House Road at Ronald Reagan Parkway Southbound Ramp*

- Widen Ronald Reagan Parkway Southbound ramp approach to provide a second left-turn lane; and
- Optimize signal timing.

*Webb Gin House Road at Grayson Highway*

- Widen eastbound Webb Gin House Road approach to provide an exclusive right-turn lane;
- Modify signal phasing to provide protected-permissive left-turn phasing for the northbound Grayson Highway approach; and
- Optimize signal timing.

**Will the proposed project be located in a rapid transit station area? If yes, how will the proposed project enhance or be enhanced by the rapid transit system?**

The proposed project will not be located in a rapid transit station area.

**Is the site served by transit? If so, describe type and level of service.**

The site area is currently not serviced by transit.

**Are there plans to provide or expand transit service in the vicinity of the proposed project?**

Future GRTA Xpress bus service is proposed to service the site area originating at US 78 and SR 124.

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

None proposed.

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

The development **DOES NOT PASS** the ARC's Air Quality Benchmark test. However, within two miles of the site there is a population of 80,471 residents. The retail components will provide basic necessities and services to these residents, offering needed retail services to the area. The retail will also employ approximately 1,453 persons and the office component will employ approximately 280 persons. This allows individuals to live and work within two miles of the site.

Air Quality Impacts/Mitigation (based on ARC strategies)	Credits	Total
Mixed Use Targets (w/sidewalks)		
Where Retail is dominant, 10% Residential or 10% Office	Yes	4%
Transportation Service Enhancements		

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<b>(choose one)</b>		
TMA or Parking Management Program	Yes	3%
<b>Bicycle or Pedestrian facilities within the site (choose one)</b>		
Bike/ped networks connecting to land uses within and adjoining the site	Yes	4%
<b>Total</b>		<b>11%</b>

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

Concern must be raised over the surrounding existing roadway network and its ability to accommodate large volumes of traffic in the near future. The figures representing the V/C ratios shown in this review indicate serious levels of congestion around the proposed site area. Since the proposed project is primarily a retail and office development, there is potential for a high levels of trip generation. Unless recommendations made by the consultant are carried out and the absence of travel alternatives such as transit or walking and bike paths, an area such as SR 124 and Webb Gin House Road will continue to suffer with its poor congestion levels.

## **INFRASTRUCTURE**

### **Wastewater and Sewage**

Based on regional averages, wastewater is estimated at .2 MGD.

**Which facility will treat wastewater from the project?**

F. Wayne Hill will provide wastewater treatment for the proposed development.

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

The capacity of F. Wayne Hill Site is listed below:

<b>PERMITTED CAPACITY MMF, MGD<sub>1</sub></b>	<b>DESIGN CAPACITY MMF, MGD</b>	<b>2001 MMF, MGD</b>	<b>2008 MMF, MGD</b>	<b>2008 CAPACITY AVAILABLE +/-, MGD</b>	<b>PLANNED EXPANSION</b>	<b>REMARKS</b>
20	20	9	20	0	Expansion to 60mgd by 2005.	Combined discharge to Chattahoochee River with Crooked Creek Plant, 40mgd expansion to discharge to Lake Lanier.

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

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

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

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

**INFRASTRUCTURE**

**Water Supply and Treatment**

**How much water will the proposed project demand?**

Water demand also is estimated at .2 MGD based on regional averages.

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

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

**INFRASTRUCTURE**

**Solid Waste**

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

Information submitted with the review 1,753 tons of solid waste per year and the waste will be disposed of in the City of Atlanta.

**Other than adding to a serious regional solid waste disposal problem, will the project create any unusual waste handling or disposal problems?**

No.

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

None stated.

**INFRASTRUCTURE**

**Other facilities**

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

- Levels of governmental services?
- Administrative facilities?

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

None were identified during the review. There is the Sola Fide Luthern Church and School adjacent to the property to the northeast. Pharr Elementary School is within a quarter mile of project site. Craig Elementary School and Alton C. Crews Middle School are within a mile of the site. There are several other community and governmental facilities within the city limits for Lawrenceville, Grayson, and Snellville.

## **HOUSING**

### **Will the proposed project create a demand for additional housing?**

The proposed development may create a demand for additional housing; however, the surrounding area is dominated by existing single family residences.

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

No, once developed, this project will not provide housing opportunities for existing employment centers. The proposed project is not proposing housing.

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

The site proposed for the development is located in Census Tracts 505.16 and 507.2. These tracts had a 28.4 and 12.6 percent, respectively, increase in number of housing units from 2000 to 2003 according to ARC's Population and Housing Report. The report shows that 95 and 100 percent, respectively, of the housing units are single-family, compared to 69 percent for the region; thus indicating a lack of housing options around the development area.

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

Likely, assuming future residential developments in the area are approved with multiple price ranges of housing. Based on information submitted with the review, at least 28.7% of anticipated employees within the DRI will be able to afford some sort of housing in the area of influence for the proposed development.

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

Your DRI ID NUMBER for this submission is: **613**  
 Use this number when filling out a DRI REVIEW REQUEST.  
 Submitted on: 7/9/2004 11:32:47 AM

## DEVELOPMENT OF REGIONAL IMPACT

### Gwinnett County Initial DRI Information (Form1b)

This form is intended for use by local governments within the Metropolitan Region Tier that are also within the jurisdiction of the Georgia Regional Transportation Authority (GRTA). The form is to be completed by the city or county government for submission to your Regional Development Center (RDC), GRTA and DCA. This form provides basic project information that will allow the RDC to determine if the project appears to meet or exceed applicable DRI thresholds. Local governments should refer to both the Rules for the DRI Process 110-12-3 and the DRI Tiers and Thresholds established by DCA.

### Local Government Information

Submitting Local Government:	GWINNETT COUNTY
*Individual completing form and Mailing Address:	JEFFREY WEST, MANAGER DEPT OF PLANNING AND DEVELOPMENT 446 WEST CROGAN STREET, STE 150 LAWRENCEVILLE, GA 30045
Telephone:	678-518-6200
Fax:	678-518-6275
E-mail ( <b>only one</b> ):	<a href="mailto:jeffrey.west@gwinnettcountry.com">jeffrey.west@gwinnettcountry.com</a>

\*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:	THE AVENUES - WEBB GIN CORNERS	
Development Type	Description of Project	Thresholds
Mixed Use	315832 RETAIL 32800 OFFICE 139 TOWNHOMES	<a href="#">View Thresholds</a>
Developer / Applicant and Mailing Address:	COUSINS PROPERTIES 2500 WINDY HILL PKWY ATLANTA, GA 30339	
Telephone:	770-955-2200	
Fax:	770-857-2360	
Email:	<a href="mailto:billbassett@cousinsproperties.com">billbassett@cousinsproperties.com</a>	
Name of property owner(s) if different from developer/applicant:	MYRTIE RAWLINS, ET AL	
Provide Land-Lot-District Number:	DIST 5 LL 74 & 87	
What are the principal streets or roads providing vehicular access to the site?	GA HWY 124 (SCENIC HWY); WEBB GIN HOUSE RD	
Provide name of nearest street(s) or intersection:	GA HWY 124 (SCENIC HWY)& WEBB GIN HOUSE RD	
Provide geographic coordinates (latitude/longitude) of the center of the proposed project (optional):	/	
If available, provide a link to a website providing a general location map of the proposed project (optional). ( <a href="http://www.mapquest.com">http://www.mapquest.com</a> or <a href="http://www.mapblast.com">http://www.mapblast.com</a> are helpful sites to use.):		
Is the proposed project entirely located within your local government's jurisdiction?	Y	

If yes, how close is the boundary of the nearest other local government?	0.5 MILES FROM CITY OF SNELLVILLE
If no, provide the following information:	
In what additional jurisdictions is the project located?	N/A
In which jurisdiction is the majority of the project located? (give percent of project)	Name: GWINNETT COUNTY (NOTE: This local government is responsible for initiating the DRI review process.)
	Percent of Project: 100
Is the current proposal a continuation or expansion of a previous DRI?	N
If yes, provide the following information (where applicable):	Name:
	Project ID:
	App #:
The initial action being requested of the local government by the applicant is:	Rezoning
What is the name of the water supplier for this site?	GWINNETT COUNTY
What is the name of the wastewater treatment supplier for this site?	GWINNETT COUNTY
Is this project a phase or part of a larger overall project?	N
If yes, what percent of the overall project does this project/phase represent?	
Estimated Completion Dates:	This project/phase: 2006 Overall project: 2006

### Local Government Comprehensive Plan

Is the development consistent with the local government's comprehensive plan, including the Future Land Use Map?	Y
If no, does the local government intend to amend the plan/map to account for this development?	
If amendments are needed, when will the plan/map be amended?	

### Service Delivery Strategy

Is all local service provision consistent with the countywide Service Delivery Strategy?	Y
If no, when will required amendments to the countywide Service Delivery Strategy be complete?	

### Land Transportation Improvements

Are land transportation or access improvements planned or needed to support the proposed project?	Y
If yes, how have these improvements been identified:	
Included in local government Comprehensive Plan or Short Term Work Program?	N
Included in other local government plans (e.g. SPLOST/LOST Projects, etc.)?	N
Included in an official Transportation Improvement Plan (TIP)?	N
Developer/Applicant has identified needed improvements?	Y
Other (Please Describe): DECEL/TURNING LANES; SIGNAL TIMING/UPGRADES	Y

Submitted on: 8/6/2004 3:05:53 PM

## DEVELOPMENT OF REGIONAL IMPACT DRI Review Initiation Request (Form2a)

### Local Government Information

Submitting Local Government:	Gwinnett County Dept. of Planning & Development
Individual completing form:	Jeffrey F West
Telephone:	678-518-6211
Fax:	678-518-6275
Email ( <b>only one</b> ):	<a href="mailto:jeffrey.west@gwinnettcountry.com">jeffrey.west@gwinnettcountry.com</a>

### Proposed Project Information

Name of Proposed Project:	The Avenues Webb Gin Corners
DRI ID Number:	613
Developer/Applicant:	Cousins Properties
Telephone:	770-857-2446
Fax:	770-857-2360
Email(s):	johnkelly@cousinsproperties.com

### DRI Review Process

Has the RDC identified any additional information required in order to proceed with the official regional review process? (If no, proceed to Economic Impacts.)	Y
If yes, has that additional information been provided to your RDC and, if applicable, GRTA?	Y
If no, the official review process can not start until this additional information is provided.	

### Economic Impacts

Estimated Value at Build-Out:	\$75000000
Estimated annual local tax revenues (i.e., property tax, sales tax) likely to be generated by the proposed development:	\$960600 ann. property tax
Is the regional work force sufficient to fill the demand created by the proposed project?	Y
If the development will displace any existing uses, please describe (using number of units, square feet., etc): 4 single-family homes	

### Community Facilities Impacts

#### Water Supply

Name of water supply provider for this site:	Gwinnett County
What is the estimated water supply demand to be generated by the project, measured in Millions of Gallons Per Day (MGD)?	0.2 mgd
Is sufficient water supply capacity available to serve the proposed project?	Y
If no, are there any current plans to expand existing water supply capacity?	
If there are plans to expand the existing water supply capacity, briefly describe below:	
If water line extension is required to serve this project, how much additional line (in miles) will be required?	

### Wastewater Disposal

Name of wastewater treatment provider for this site:	Gwinnett County
--	-----------------

What is the estimated sewage flow to be generated by the project, measured in Millions of Gallons Per Day (MGD)?	0.2 mgd
Is sufficient wastewater treatment capacity available to serve this proposed project?	Y
If no, are there any current plans to expand existing wastewater treatment capacity?	
If there are plans to expand existing wastewater treatment capacity, briefly describe below:	
If sewer line extension is required to serve this project, 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.)	15499 (per applicant)
Has a traffic study been performed to determine whether or not transportation or access improvements will be needed to serve this project?	Y
If yes, has a copy of the study been provided to the local government?	N
If transportation improvements are needed to serve this project, please describe below: Signalization, signal timing, accel/decel lanes, center left turn lanes.	

### Solid Waste Disposal

How much solid waste is the project expected to generate annually (in tons)?	1753
Is sufficient landfill capacity available to serve this proposed project?	Y
If no, are there any current plans to expand existing landfill capacity?	
If there are plans to expand existing landfill capacity, briefly describe below:	
Will any hazardous waste be generated by the development? If yes, please explain below:	
	N

### Stormwater Management

What percentage of the site is projected to be impervious surface once the proposed development has been constructed?	65%
Is the site located in a water supply watershed?	Y
If yes, list the watershed(s) name(s) below: Big Haynes Creek	
Describe any measures proposed (such as buffers, detention or retention ponds, pervious parking areas) to mitigate the project's impacts on stormwater management: Detention ponds, buffers	

### Environmental Quality

Is the development located within, or likely to affect any of the following:	
1. Water supply watersheds?	Y
2. Significant groundwater recharge areas?	Y
3. Wetlands?	Y
4. Protected mountains?	N
5. Protected river corridors?	N
If you answered yes to any question 1-5 above, describe how the identified resource(s) may be affected below: Wetland protection/mitigation per Corp of Eng., sanitary sewer service, required stream buffers	
Has the local government implemented environmental regulations consistent with the Department of Natural Resources' Rules for Environmental Planning Criteria?	Y

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

1. Floodplains?	N
2. Historic resources?	N
3. Other environmentally sensitive resources?	N

If you answered yes to any question 1-3 above, describe how the identified resource(s) may be affected below:

CONSULTANTS

CIVIL ENGINEER

PRECISION PLANNING  
400 PIKE BLV.  
LAURENCEVILLE, GA 30246  
TEL: (770) 967-8000  
FAX: (770) 827-9900

TRAFFIC ENGINEER

URS DAMES & MOORE  
400 NORTHPARK TOWN CENTER  
1000 ABERNATHY ROAD, NE  
ATLANTA, GA 30328  
TEL: (678) 808-8800  
FAX: (678) 808-8400

LANDSCAPE/HARDSCAPE

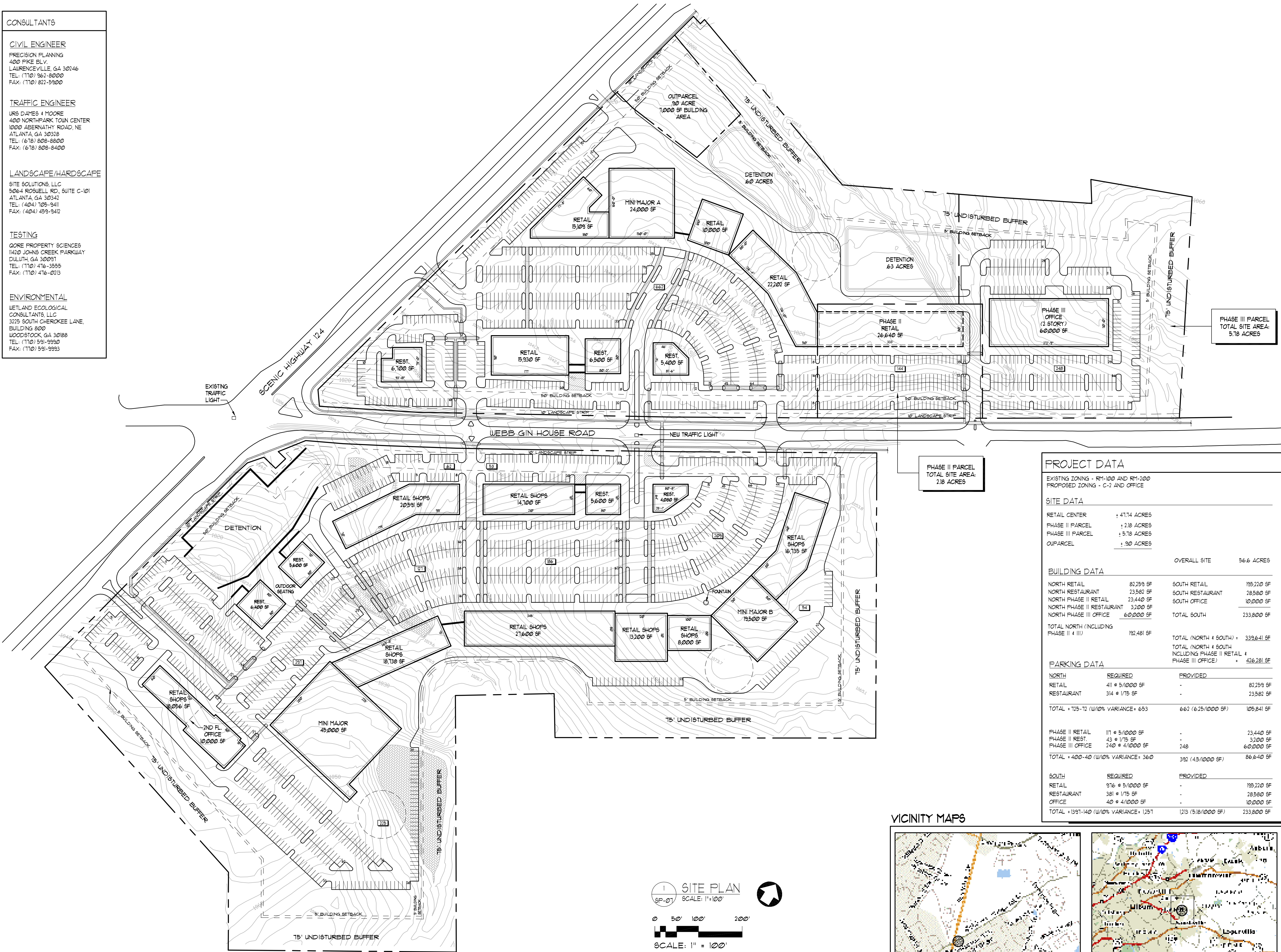
SITE SOLUTIONS, LLC  
5064 ROSWELL RD, SUITE C-101  
ATLANTA, GA 30342  
TEL: (404) 105-9411  
FAX: (404) 459-9412

TESTING

GORE PROPERTY SCIENCES  
1420 JOHN CREEK PARKWAY  
DULUTH, GA 30097  
TEL: (770) 476-3555  
FAX: (770) 476-0213

ENVIRONMENTAL

WETLAND ECOLOGICAL  
CONSULTANTS, LLC  
3225 SOUTH CHEROKEE LANE,  
BUILDING 800  
WOODSTOCK, GA 30188  
TEL: (770) 591-9990  
FAX: (770) 591-9993



PROJECT DATA

EXISTING ZONING - RM-100 AND RM-200  
PROPOSED ZONING - C-2 AND OFFICE

SITE DATA

RETAIL CENTER ± 41.14 ACRES  
PHASE II PARCEL ± 2.18 ACRES  
PHASE III PARCEL ± 5.18 ACRES  
OUTPARCEL ± 30 ACRES

OVERALL SITE 56.6 ACRES

BUILDING DATA

NORTH RETAIL	87,259 SF	SOUTH RETAIL	195,720 SF
NORTH RESTAURANT	23,582 SF	SOUTH RESTAURANT	28,580 SF
NORTH PHASE II RETAIL	23,440 SF	SOUTH OFFICE	10,000 SF
NORTH PHASE II RESTAURANT	3,200 SF	TOTAL SOUTH	233,800 SF
NORTH PHASE III OFFICE	60,000 SF		
TOTAL NORTH (INCLUDING PHASE II & III)	192,481 SF		

TOTAL (NORTH & SOUTH) ± 329,641 SF

TOTAL (NORTH & SOUTH INCLUDING PHASE II RETAIL & PHASE III OFFICE) ± 426,281 SF

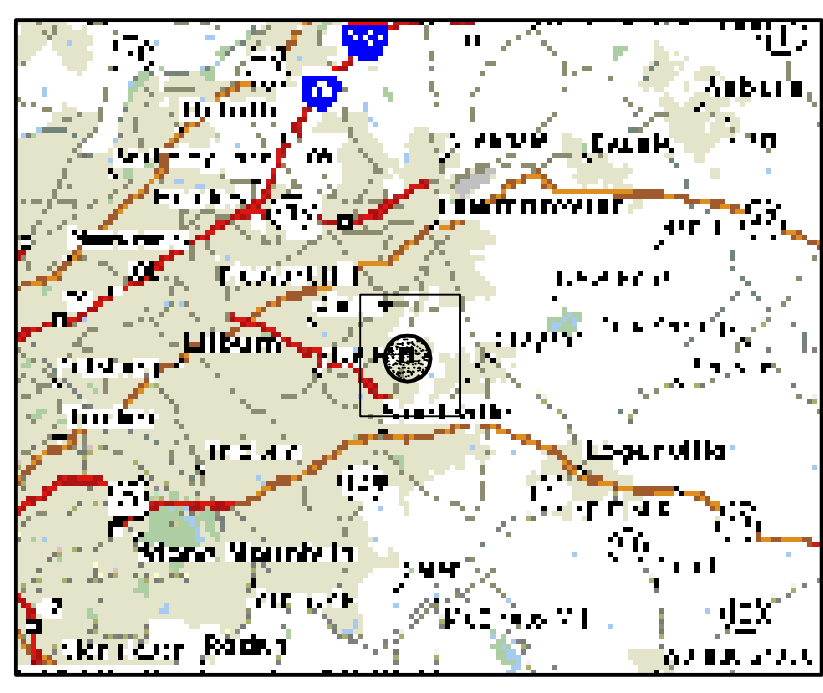
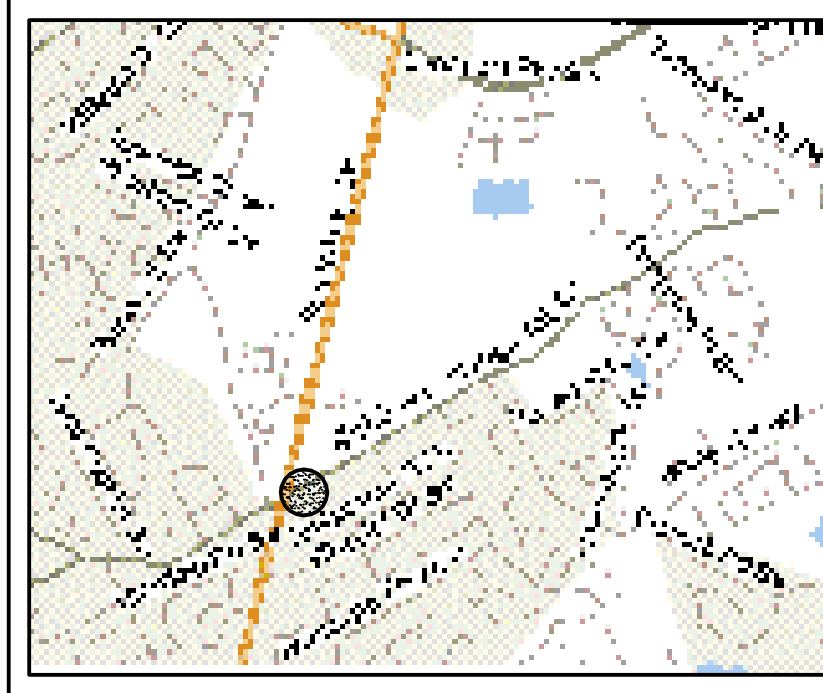
PARKING DATA

	REQUIRED	PROVIDED
RETAIL	411 @ 5/1000 SF	-
RESTAURANT	314 @ 1/75 SF	-
TOTAL ± 125-12 (W/10% VARIANCE ± 653)	662 (625/1000 SF)	105,841 SF

PHASE II RETAIL	117 @ 5/1000 SF	-	23,440 SF
PHASE II REST.	43 @ 1/75 SF	-	3,200 SF
PHASE III OFFICE	240 @ 4/1000 SF	248	60,000 SF
TOTAL ± 400-40 (W/10% VARIANCE ± 360)	392 (45/1000 SF)		86,640 SF

SOUTH	REQUIRED	PROVIDED	
RETAIL	976 @ 5/1000 SF	-	195,720 SF
RESTAURANT	381 @ 1/75 SF	-	28,580 SF
OFFICE	40 @ 4/1000 SF	-	10,000 SF
TOTAL ± 1397-140 (W/10% VARIANCE ± 1251)	1213 (518/1000 SF)		233,800 SF

VICINITY MAPS



1 SITE PLAN  
SP-07 SCALE: 1"=100'

0 50' 100' 200'  
SCALE: 1" = 100'

THE PRESTON PARTNERSHIP, LLC  
A MULTI-DISCIPLINARY DESIGN FIRM

1000 ABERNATHY ROAD NE, SUITE 600  
ATLANTA, GEORGIA 30328  
TELEPHONE: 770 396 7248  
FAX: 770 396 2945

WWW.THEPRESTONPARTNERSHIP.COM

CONSULTANT

SEAL

PROJECT



THE AVENUE<sup>®</sup>  
WEBB GIN

FOR



Cousins Properties

2500 WINDY RIDGE PARKWAY, SUITE 1600  
ATLANTA, GA 30339  
(770) 955-7200  
FAX: (770) 851-2363

REVISIONS

DATE 21, JULY 2004

JOB NUMBER 0315107

DRAWN BY CW

CHECKED BY BB

DRAWING TITLE SITE PLAN

DRAWING NUMBER SP-07

COMMENTS



## The City of Snellville Planning & Development

2460 MAIN STREET, EAST

SNELLVILLE, GEORGIA 30078

[www.snellville.org](http://www.snellville.org)

POST OFFICE BOX 844

SNELLVILLE, GEORGIA 30078

[planning@snellville.org](mailto:planning@snellville.org)

(770) 985-3513

(770) 985-3514

FAX (770) 985-3551

September 2, 2004

Mike Alexander, Review Coordinator  
Atlanta Regional Commission  
40 Courtland Street, NE  
Atlanta, GA 30303

Re: DRI Review - The Avenues, Webb Gin Corners

Dear Mr. Alexander:

On behalf of the City of Snellville, I wish to inform you of the City's concerns regarding this proposed Rezoning/Development of Regional Impact. The proposed 56.62-acre development, with a total square footage of 426,281, is not in character with the surrounding area. This area is dominated by single-family residential subdivisions and smaller office uses.

The proposed development will have considerable impacts on this area. One of the most significant will be the traffic generated by the proposed development. According to information provided by Gwinnett County and the applicant, this development would generate 15,499 vehicle trips daily. The increased traffic resulting this development will be forced to travel on already-congested collector roads, many of which are currently operating at a level of service E or F. A development of this magnitude will result in the need for significant traffic improvements to the roads serving the immediate and surrounding areas, which should be planned for and installed by the developer. Such a large-scale development would likely be better located in an area served by public transit to help minimize the traffic impacts.

The proposed development could also have significant implications for the future land use of the immediate and surrounding area. As noted, this area is dominated by single-family residential subdivisions and smaller office uses. The commercial development on Highway 124 has been concentrated in two core areas around Snellville and Lawrenceville; Snellville's core consists of over three million square feet of retail space. Future commercial growth should be concentrated in these areas as well, which is supported by ARC's Best Land Use Practice #9. Allowing commercial development to spread throughout the Highway 124 corridor, as proposed by this development, directly conflicts with this recommendation.

The City appreciates your consideration and time regarding this matter. Should you have any questions, please don't hesitate to contact me.

Respectfully,

Jessica S. Roth  
Director, Planning & Development

Cc: Mayor and Council  
Jeff Timler, City Manager  
Jeffrey West, Manager - Gwinnett County Department of Planning & Development  
Justin Kirouac, Principal Planner - Gwinnett County Department of Planning & Development