



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: October 7, 2014

ARC REVIEW CODE: R1410071

TO: Chairman Charlotte Nash
ATTN TO: Jeff West, Planning Manager
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: Atlanta Media Center

Review Type: DRI

Submitting Local Government: Gwinnett County

Date Opened: October 7, 2014

Deadline for Comments: October 22, 2014

Date to Close: October 22 2014

Description: The proposed Atlanta Media Center development is located unincorporated Gwinnett County, near the Interstate 85 and Jimmy Carter Boulevard interchange. It is a proposed redevelopment that will include 464,800 square feet of film studio space, a 298,870 square foot film school, 1,760 residential units, 2,249,200 square feet of office space, and 198,600 square feet of retail space and 310 hotel rooms.

PRELIMINARY COMMENTS:

Regional Context:

According to the ARC Unified Growth Policy Map (UGPM) and Regional Development Guide (RDG), the proposed Atlanta Media Center development is within a Regional Employment Corridor as well as an Industrial/Logistics Area. Additionally, the proposed development is located within the Jimmy Carter Boulevard Livable Centers Initiative (LCI) study area.

The UGPM and RDG state that Regional Employment Corridors represent the densest development outside of the Region Core. The Regional Employment Corridors connect the various Regional Centers and the Region Core via existing or planned high capacity transportation facilities. These areas need to increase in housing or job density, and focus primarily on improving connectivity between Regional Centers and the Region Core. These areas often buffer the denser parts and the less dense parts of the region. These areas often face greater peak hour congestion, therefore transit station areas and transit ROW need to be preserved within Regional Employment Corridors. There is a lack of accessible public greenspace within Regional Employment Corridors which affects the area's aesthetics and overall quality of life for residents and workers.

The UGPM and RDG state that Industrial/Logistics Areas represent the major intermodal freight facilities and major logistics centers of the region. As a strategic economic sector, the region should strive to protect these areas and ensure they are well served by the regional transportation network. This area will see increased job growth in the form of industrial and logistics space. Strategies are needed to avoid residential and industrial conflicts while still allowing both uses in proximity to each other, without limiting the operations of industrial land users.

Observations and Recommendations:

The proposed development is located along major regional thoroughfares that are heavily congested during peak hours. While the development appears to be consistent with the Jimmy Carter Boulevard LCI plan, Gwinnett County should work with the City of Norcross, the Georgia Department of Transportation, the Gwinnett Village CID as well as the developer, to ensure that existing roadways can handle the additional traffic generated by this development.

The traffic study recommends a number of transportation improvements, both onsite and along the nearby network. However, many of these improvements are not currently part of the adopted PLAN 2040 Regional Transportation Plan (RTP) and therefore funding is not currently allotted for these improvements.

The DRI traffic study assumes an alternative transportation mode reduction of 10.0%. To achieve this level of alternative mode use, adequate bike and pedestrian facilities are needed along adjacent roadways as well as within the site. The DRI site plan identifies locations of sidewalks but does not show bike facilities.

Additionally, the recommended roadway improvements from the traffic study include capacity projects as well as intersection operations projects. Adequate bike and pedestrian infrastructure should be considered along with the additional roadway lanes proposed, as additional roadway lanes may present challenges to bicyclists and pedestrians.

The applicant should review the Indian Trail/Jimmy Carter Pedestrian & Bike Connectivity Plan (December 2012), as well as the I-85 Corridor Light Rail Transit Feasibility Study (September 2008), to ensure the proposed site plan does not create obstacles or otherwise preclude recommended improvements or the construction of rail transit at or near the project site.

See additional comments, which are attached.

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

ARC LAND USE PLANNING
ARC DATA RESEARCH
GEORGIA DEPARTMENT OF NATURAL RESOURCES
GWINNETT COUNTY
GWINNETT VILLAGE CID

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

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

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

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



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DEVELOPMENT OF REGIONAL IMPACT REQUEST FOR COMMENTS

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

Preliminary Findings of the RDC: **Atlanta Media Center** *See the Preliminary Report.*

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

Individual Completing Form:

Local Government:

Department:

Telephone: ()

Signature:

Date:

Please return this form to:

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

Return Date: *October 22, 2014*



MEMORANDUM

TO: Jon Tuley, Land Use Division

FROM: Daniel Studdard, Transportation Access and Mobility Division

DATE: October 1, 2014

SUBJECT: **Transportation Division Review of DRI # 2443**

Project: Atlanta Media Center

County: Gwinnett

Location: Block bordered by Crescent Drive, Jimmy Carter Boulevard/SR 140, Brook Hollow Parkway/Best Friend Road, and Nancy Hanks Drive

Analysis:

Expedited

☒

Non-Expedited

☐

cc: David Haynes
TAMD

The Transportation Access & Mobility Division has reviewed the traffic study performed by Kimley-Horn & Associates, on behalf of Jacoby Development, Inc., the developer of The Atlanta Media Center. 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, based on compliance with the Expedited Review Criteria in Section 3-102, Part F – Livable Centers Initiative (LCI). This development is located within and is consistent with the Gwinnett Village Community Improvement District's Jimmy Carter Boulevard Corridor Study, February 2007 (updated October 2012).

DRI Forms were previously submitted for this site, named OFS Brightwave Site Redevelopment (DRI #1111) in year 2006, but were withdrawn. Later, Traffic Impact Analyses were previously performed for the OFS Site. In June 2010, Kimley-Horn and Associates performed a TIA for a proposed FedEx Ground Facility. In March 2013, Parsons Brinckerhoff performed a TIA for a proposed casino resort development. Neither of these two proposed developments were pursued. As of September 8, 2014, the Initial DRI Form was submitted, and the Atlanta Media Center DRI was assigned DRI Number 2443.

The 105-acre DRI site is a portion of the full 169.33-acre land tract occupied and operated by OFS, but only a select 105 acres will be rezoned by Jacoby Development, Inc. and was included in the DRI Transportation Analysis. OFS plans to condense its manufacturing operations into a smaller footprint on the 169.33-acre land tract (outside the 105-acre DRI site boundary). The current (year 2014) site plan is proposing both utilization of existing buildings as well as new development on the 105-acre DRI project site. The 105-acre project site currently consists of 464,800 SF of existing manufacturing space plus 298,870 SF of existing office space. The 298,870 SF of existing office space will be converted into a community college/trade school. New construction on the site will consist of 1,760 residential units, 310 hotel rooms, 2,249,200 SF of office, and 198,600 SF of retail. All buildings on the project site will remain under the future scenario and will be utilized as part of the Atlanta Media Center DRI plan (no buildings will be demolished). Build-out of the site is projected for the year 2024.

INFRASTRUCTURE

Transportation

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

Vehicular access to the Atlanta Media Center DRI development will occur via two (2) locations along Brook Hollow Parkway (one full movement intersection (Internal Road A) and one right-in/right-out driveway (Site Driveway #10)), three (3) locations along Jimmy Carter Boulevard (existing Brook Hollow Parkway signal, existing Crescent Drive signal, plus a new right-in/right-out driveway (Site Driveway #9) between Brook Hollow Parkway and Crescent Drive), and one (1) location at the intersection of Button Gwinnett Drive at Crescent Drive. Internal Road A and Internal Road B will further provide access within the site, ultimately providing an internal connection between Crescent Drive and Brook Hollow Parkway, as shown on the DRI site plan. Additionally, the site is proposed to be served by nine (9) driveways along Crescent Drive, Internal Road A, and Internal Road B.

The site driveways mentioned above provide access to all parking areas on the site. Parking will be provided throughout the development as follows:

Category:	Parking Provided (spaces):
Studio	186
Institutional	460
Office	5,097
Retail	398
Hotel	310
Apartment/Student Housing	2,640
TOTAL	9,091

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

The traffic consultant calculated traffic volumes for the proposed land uses and densities using equations contained in the *Institute of Transportation Engineers’ (ITE) definitive works, Trip Generation Manual, 9th Edition, 2012, and Trip Generation Handbook, an ITE Proposed Recommended Practice, June 2004*. The Atlanta Media Center DRI development is projected to generate 43,050 gross daily trips and 33,328 net daily trips after applying mixed-use, alternate mode,

and pass-by reductions. Discounts, or credits, were taken out of the projected gross trips in order to account for the existing land uses and square footage on the DRI project site. Overall gross and net trip generation from the DRI traffic study is shown in the following table:

Atlanta Media Center DRI Net Trip Generation						
	Daily Traffic		AM Peak Hour		PM Peak Hour	
	Enter	Exit	Enter	Exit	Enter	Exit
Gross Project Trips*	21,525	21,525	2,581	1,266	1,919	2,958
<i>Mixed-Use Reduction</i>	<i>-1,541</i>	<i>-1,541</i>	<i>-0</i>	<i>-0</i>	<i>-139</i>	<i>-139</i>
<i>Alternative Mode Reduction</i>	<i>-1,998</i>	<i>-1,998</i>	<i>-259</i>	<i>-126</i>	<i>-180</i>	<i>-282</i>
<i>Pass-By Reduction</i>	<i>-1,322</i>	<i>-1,322</i>	<i>-0</i>	<i>-0</i>	<i>-119</i>	<i>-119</i>
Net New Trips	16,664	16,664	2,322	1,140	1,481	2,418

Atlanta Media Center DRI #2443 - Transportation Analysis

A background traffic growth rate of 1.0% per year for ten (10) years along all roadways was assumed for the 2024 build-out.

Summarize the transportation improvements as recommended by the traffic study consultant

The traffic study consultant identified a number of transportation improvements. These included improvements based on an AM and PM peak hour 2014 Existing Conditions analyses, 2024 No Build Analyses, and 2024 Build Analyses. A summary of the recommended improvements is listed below.

Based on the 2014 Existing conditions (present conditions; i.e. excludes background traffic growth and the Atlanta Media Center DRI project traffic), the following improvements result in the following intersections operating at or above their LOS standard:

- Button Gwinnett Drive at Crescent Drive (Int. #9)
 - Install a traffic signal (when warranted). (Note: The intersection meets Warrant 3 – Peak Hour Warrant for the 2014 Existing conditions.)

Based on the 2024 No-Build conditions (includes background traffic growth but excludes the Atlanta Media Center DRI project traffic and also includes roadway improvements from Gwinnett County Project F-0780-01 DDI Project), the following improvements result in the following intersections operating at or above their LOS standard (Please note that the following improvements are IN ADDITION TO the improvements needed in the 2014 Existing conditions.):

- Gwinnett County Project F-0780-01 DDI Project
 - Includes the construction of the Diverging Diamond Interchange (DDI) at the intersections of Jimmy Carter Boulevard and the I-85 NB and SB Ramps.

- Includes minor intersection improvements for the westbound approach at the intersection of Jimmy Carter Boulevard and Crescent Drive/Goshen Springs Road. (Note: The proposed laneage for the westbound approach will include an exclusive left-turn lane, a shared through/left-turn lane, and an exclusive right-turn lane.)
- Jimmy Carter Boulevard at Crescent Drive/Goshen Springs Road (Int. #3)
 - Construct a fourth southbound through lane along Jimmy Carter Boulevard that extends back to the intersection of Jimmy Carter Boulevard at Brook Hollow Parkway. This will also require the installation of a fourth southbound receiving lane exiting the intersection and extending to the proposed DDI intersection at the I-85 SB Ramps where a four-lane southbound configuration is already proposed.
 - Convert the eastbound through lane along Crescent Drive to a shared through/left-turn lane. (Note: This will provide dual eastbound left-turn lanes along Crescent Drive exiting the site onto Jimmy Carter Boulevard.)
- Jimmy Carter Boulevard at Brook Hollow Parkway (Int. #4)
 - With the construction of the fourth southbound through lane along Jimmy Carter Boulevard at the intersection of Jimmy Carter Boulevard at Crescent Drive/Goshen Springs Road, convert the eastbound right-turn lane along Brook Hollow Parkway to a free-flowing movement to create the aforementioned new southbound travel lane.
 - Construct dual southbound left-turn lanes along Jimmy Carter Boulevard onto Brook Hollow Parkway.

Based on the 2024 Build conditions (includes background traffic growth plus the Atlanta Media Center DRI project traffic and also includes roadway improvements from Gwinnett County Project F-0780-01 DDI Project), the following intersection improvements result in the following intersections (except for Jimmy Carter Boulevard at Crescent Drive/Goshen Springs Road) operating at or above their LOS standard (Please note that the following improvements are IN ADDITION TO the improvements needed in the 2014 Existing conditions and the 2024 No-Build conditions.):

- Widen the Jimmy Carter Boulevard DDI Bridge over I-85 to include an additional northbound and an additional southbound through lane (widen from 6 lanes to 8 lanes). Other improvements specific to the DDI are outlined below.
- Jimmy Carter Boulevard at I-85 NB Ramps – Diverging Diamond Interchange (Int. #1)
 - Construct a fourth through lane on the bridge along Jimmy Carter Boulevard in the northbound direction.
 - Convert the northbound right-turn lane along Jimmy Carter Boulevard entering the intersection into an exclusive through lane and construct a northbound right-turn lane along Jimmy Carter Boulevard providing access onto the I-85 NB On-Ramp.
 - Construct a third through lane on the bridge along Jimmy Carter Boulevard in the southbound direction. The eastbound right-turn from the I-85 NB Off-Ramp will be yield-controlled rather than free-flow.
- Jimmy Carter Boulevard at I-85 SB Ramps – Diverging Diamond Interchange (Int. #2)
 - Extend the five southbound through lanes from the intersection of Jimmy Carter Boulevard at Crescent Drive/Goshen Springs Road to the I-85 SB On-Ramp intersection. The inside three of these lanes will continue through the DDI in the

southbound direction. The two remaining lanes (outside lanes) will become a southbound shared through/right and an exclusive right-turn lane onto the I-85 SB On-Ramp. This improvement will require dual southwestbound receiving lanes along the I-85 SB On-Ramp.

- Construct a third through lane on the bridge along Jimmy Carter Boulevard in the northbound direction.
 - Construct a fourth through lane exiting the intersection in the northbound direction. (Note: For the northbound approach at the intersection of Jimmy Carter Boulevard and Crescent Drive/Goshen Springs Road, the four through lanes will become three through lanes and one left-turn only lane.)
- Jimmy Carter Boulevard at Crescent Drive/Goshen Springs Road (Int. #3)
 - Construct a third northbound left-turn lane along Jimmy Carter Boulevard onto Crescent Drive and a northbound right-turn lane along Jimmy Carter Boulevard onto Goshen Springs Road. The innermost left-turn lane will extend back all the way to the SB Ramps at the DDI. (Note: This will provide three left-turn lanes, three through lanes, and one right-turn lane for the northbound approach along Jimmy Carter Boulevard.)
 - Construct a southbound right-turn lane along Jimmy Carter Boulevard onto Crescent Drive and a fifth through lane extending back to the intersection of Jimmy Carter Boulevard and Brook Hollow Parkway. (Note: This will provide one left-turn lane, five through lanes, and one right-turn lane for the southbound approach along Jimmy Carter Boulevard.)
 - Construct one additional eastbound left-turn lane and three unchannelized right-turn lanes along Crescent Drive onto Jimmy Carter Boulevard. Convert the eastbound shared through/left-turn lane to a shared through/right-turn lane. (Note: This will provide two left-turn lanes, one through/right-turn lane, and three right-turn lanes for the eastbound approach along Crescent Drive.)

Note: Even with the aforementioned improvements for the 2024 Build conditions, the intersection of Jimmy Carter Boulevard at Crescent Drive/Goshen Springs Road (Int. #3) is expected to operate at an LOS E for both the AM Peak Hour and PM Peak Hour. According to engineering judgment, the necessary improvements needed to bring the intersection within the LOS standard were infeasible.

- Jimmy Carter Boulevard at Brook Hollow Parkway (Int. #4)
 - Construct dual northbound left-turn lanes along Jimmy Carter Boulevard onto Brook Hollow Parkway.
 - Construct a fourth southbound through lane along Jimmy Carter Boulevard.
 - Install the necessary signal equipment to allow for a westbound right-turn overlap movement.
- Crescent Drive at Internal Road B/Site Driveway 7 (Int. #15)
 - Install a traffic signal (when warranted).
 - Convert the northbound right-turn lane along Crescent Drive entering the intersection to a shared through/right-turn lane. This will also require the installation of a third

- northbound receiving lane exiting the intersection and extending to Jimmy Carter Boulevard.
- Construct a southbound exclusive left-turn lane and an exclusive right-turn lane along Crescent Drive entering the intersection.
- Provide a westbound exclusive left-turn lane and shared through/right-turn lane with a free-flowing right-turn movement exiting Site Driveway #7. This will also require the installation of a fourth northbound travel lane exiting the intersection and extending to Jimmy Carter Boulevard.
- Provide an eastbound exclusive left-turn, a shared through/left-turn lane, and an exclusive right-turn lane along Internal Road B entering the intersection.

The following intersection geometries and improvements are the recommended configurations for all site driveways and internal roads within the site (Note: The site plan also illustrates these improvements.):

Internal Roadway Network

- Construct the proposed Internal Road A to connect Brook Hollow Parkway to the north with Internal Road B/Site Driveway #6 to the south. Internal Road A should be constructed as a two-lane roadway.
 - Construct the proposed Internal Road B to connect Site Driveway #6 to the west with Crescent Drive/Site Driveway #7 to the east. Internal Road B will cover a relatively short distance and will be constructed with the necessary laneage for Intersection #15 and Intersection #16 described below.
- Site Driveway #1 at Crescent Drive (Int. #10)
 - No changes are recommended for the existing signalized driveway. (Note: The intersection currently consists of an eastbound through lane and an eastbound exclusive left-turn lane along Crescent Drive entering the site, a westbound through lane and a westbound exclusive free-flowing right-turn lane along Crescent Drive entering the site, and a southbound exclusive left-turn lane and a southbound exclusive right-turn lane exiting the site onto Crescent Drive.)
 - Site Driveway #2 at Crescent Drive (Int. #11)
 - Provide a westbound right-turn lane along Crescent Drive entering the site.
 - Provide an eastbound left-turn lane along Crescent Drive entering the site.
 - Construct a stop-controlled southbound exclusive right-turn lane and exclusive left-turn lane exiting the site onto Crescent Drive.
 - Site Driveway #3 at Crescent Drive (Int. #12)
 - Install a traffic signal (when warranted).
 - Provide a westbound right-turn lane along Crescent Drive entering the site.
 - Provide an eastbound left-turn lane along Crescent Drive entering the site.
 - Construct a southbound exclusive right-turn lane and exclusive left-turn lane exiting the site onto Crescent Drive.
 - Site Driveway #4 at Crescent Drive (Int. #13)
 - Provide a westbound right-turn lane along Crescent Drive entering the site.
 - Provide an eastbound left-turn lane along Crescent Drive entering the site.

- Construct a stop-controlled southbound exclusive right-turn lane and exclusive left-turn lane exiting the site onto Crescent Drive.
- Site Driveway #5 at Crescent Drive (Int. #14)
 - Install a traffic signal (when warranted).
 - Provide a westbound right-turn lane along Crescent Drive entering the site. (Note: The westbound direction along Crescent Drive will consist of two lanes between Site Driveway #5 and Internal Road B/Site Driveway #7. The second through lane will convert to a right-turn only lane for the westbound direction as you approach the intersection for Site Driveway #5.)
 - Provide an eastbound left-turn lane along Crescent Drive entering the site.
 - Construct a southbound shared left-turn/right-turn lane and an exclusive left-turn lane exiting the site onto Crescent Drive. This will require dual eastbound receiving lanes along Crescent Drive to extend to Internal Road B/Site Driveway #7.
- Internal Road B/Site Driveway #7 at Crescent Drive (Int. #15)
 - Install a traffic signal (when warranted).
 - Convert the northbound right-turn lane along Crescent Drive entering the intersection to a shared through/right-turn lane. This will also require the installation of a third northbound receiving lane exiting the intersection and extending to Jimmy Carter Boulevard.
 - Construct a southbound exclusive left-turn lane and an exclusive right-turn lane along Crescent Drive entering the intersection.
 - Provide a westbound exclusive left-turn lane and shared through/right-turn lane with a free-flowing right-turn movement exiting Site Driveway #7. This will also require the installation of a fourth northbound travel lane exiting the intersection and extending to Jimmy Carter Boulevard.
 - Provide an eastbound exclusive left-turn, a shared through/left-turn lane, and an exclusive right-turn lane along Internal Road B entering the intersection.
- Site Driveway #6 at Internal Road A/Internal Road B (Int. #16)
 - Provide a southbound right-turn lane along Internal Road A onto Site Driveway #6. (Note that southbound left turns will not be permitted at this intersection due to the close proximity to Intersection #15.)
 - Provide an eastbound shared through/left-turn lane and an exclusive through lane exiting the site.
 - Construct a westbound through lane and an exclusive right-turn lane entering the intersection.
- Site Driveway #8 at Crescent Drive (Int. #17)
 - Construct a southbound right-in/right-out driveway exiting the site onto Crescent Drive.
 - Construct two additional eastbound through lanes along Crescent Drive for a total of four eastbound through lanes. (Note that some of these through lanes will become turn lanes along the eastbound approach to Jimmy Carter Boulevard.)
 - Construct one additional westbound through lane and one exclusive right turn lane along Crescent Drive for a total of three westbound through lanes. (Note that the outside through lane will become the southbound exclusive right-turn lane at Intersection #15).

- Site Driveway #9 at Jimmy Carter Boulevard (Int. #18)
 - Construct an eastbound right-in/right-out driveway exiting the site onto Jimmy Carter Boulevard.
 - Construct an additional southbound through lane and an exclusive right-turn lane along Jimmy Carter Boulevard. (Note: The southbound approach will consist of five through lanes and an exclusive right-turn lane, and the northbound approach will remain at three through lanes at the location of Site Driveway #8.)

- Site Driveway #10 at Brook Hollow Parkway (Int. #19)
 - Construct a northbound right-in/right-out driveway exiting the site onto Brook Hollow Parkway.
 - Convert the eastbound outside through lane to a shared through/right-turn lane entering the site.

- Internal Road A at Brook Hollow Parkway (Int. #20)
 - Construct a northbound exclusive left-turn lane and exclusive right-turn lane along Internal Road A providing access onto Brook Hollow Parkway.
 - Allow for westbound exclusive left-turning movements along Brook Hollow Parkway onto Internal Road A by restriping the existing two-way left-turn lane along Brook Hollow Parkway.
 - Construct an exclusive eastbound right-turn lane onto Internal Road A.

- Site Driveway #11 at Internal Road (Int. #21)
 - Construct a westbound exclusive left-turn lane and exclusive right-turn lane exiting the site onto Internal Road A.
 - Construct a northbound shared through/right-turn lane along Internal Road A entering the site.
 - Construct a southbound through lane and a southbound exclusive left-turn lane along Internal Road A entering the site.

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

Gwinnett County Project F-0780-01 DDI includes the construction of the Diverging Diamond Interchange (DDI) at the intersections of Jimmy Carter Boulevard and the I-85 NB and SB Ramps. The project also calls for minor intersection improvements for the westbound approach at the intersection of Jimmy Carter Boulevard and Crescent Drive/Goshen Springs Road. The proposed laneage for the westbound approach will include an exclusive left-turn lane, a shared through/left-turn lane, and an exclusive right-turn lane. Based on Gwinnett County Project F-0780-01, the following improvements will be constructed by year 2024 and should be considered in both the 2024 No-Build and 2024 Build conditions.

The adopted PLAN 2040 Regional Transportation Plan (RTP) also identifies high capacity rail service in the northeast corridor as an aspirations project in the area. This rail service is identified as projects ASP-AR-401 and ASP-AR-402 in the RTP. If constructed, this proposed rail line may be near the DRI

site. However, as aspiration projects, this rail service is not part of the financially constrained plan. At this time, no route alignment has been chosen, no funding has been allocated, and no build out date has been determined.

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

The site is served by Gwinnett County Transit (GCT) Route 20 and Route 35. Each of these routes connect to the MARTA Doraville heavy rail station. Peak period headways are typically 30 minutes. There are no sidewalks to connect the nearest bus stops to the project site.

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

Consideration of Recommended Transportation Improvements:

- The traffic study consultant recommended a number of transportation improvements both onsite and along the nearby roadway network. It should be noted that these improvements are not a part of the adopted PLAN 2040 Regional Transportation Plan (RTP) for Metro Atlanta and funding is not currently allocated for these improvements.
- As the development proceeds, additional analysis is needed to further refine traffic and roadway design needs, determine transportation project feasibility, and identify funding.
- The site plan should show adequate space for recommended transportation improvements on-site. Construction of structures or other facilities on-site should not create obstacles or otherwise preclude implementation of the recommended transportation improvements.

Consideration of Regional Access:

One of the recommended traffic projects includes the following:

- Jimmy Carter Boulevard at I-85 NB Ramps – Diverging Diamond Interchange (Int. #1)
 - Construct a third through lane on the bridge along Jimmy Carter Boulevard in the southbound direction. The eastbound right-turn from the I-85 NB Off-Ramp will be yield-controlled rather than free-flow.

It should be noted that the proposed change of converting the eastbound right-turn from the I-85 NB Off-Ramp to yield-controlled rather than free-flow may reduce the flow of traffic exiting I-85 northbound at this interchange.

Consideration of Bike/Pedestrian Access:

- The DRI traffic study assumes an alternative transportation mode reduction of 10.0%. To achieve this level of alternative mode use, adequate bike and pedestrian facilities are needed along adjacent roadways as well as within the site. The DRI site plan identifies locations of sidewalks but does not show bike facilities.
- The applicant should review the *Indian Trail/Jimmy Carter Pedestrian & Bike Connectivity Plan, December 2012*, as it relates to the proposed DRI site and adjacent area.

- The recommend roadway improvements from the traffic study include capacity projects as well as intersection operations projects. Adequate bike and pedestrian infrastructure should be considered along with the additional roadway lanes proposed, as additional roadway lanes may present challenges to bicyclists and pedestrians.

Consideration of Future Transit:

- The applicant should review the *I-85 Corridor Light Rail Transit Feasibility Study, September, 2008*, to ensure the proposed site plan does not create obstacles or otherwise preclude construction of rail transit at the project site.

ATLANTA MEDIA CENTER DRI
Gwinnett County
Natural Resources Division Review Comments
October 1, 2014

Watershed Protection and Stream Buffers

The proposed project is located on an already developed parcel in unincorporated Gwinnett. Based on USGS topographic coverage for the project area, it appears that a portion of the property drains into the North Fork of Peachtree Creek watershed, and a portion into Beaver Run Creek in the Yellow River Watershed. Neither are water supply watersheds in the Atlanta Region. The USGS coverage for the project area shows no streams on or near the project property. Any unmapped streams that may be located on the property would be subject to the requirements of the Gwinnett County stream buffer ordinance. Any state waters that may be on the property are subject to the State 25-foot erosion and sedimentation buffer requirements.

Stormwater / Water Quality

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

Estimated Pounds of Pollutants Per Year

Land Use	Land Area (ac)	Total Phosphorus	Total Nitrogen	BOD	TSS	Zinc	Lead
Commercial	105.04	179.62	1827.70	11344.32	103254.32	129.20	23.11
TOTAL	105.04	179.62	1827.70	11344.32	103254.32	129.20	23.11

Total Impervious = 85%

If new or upgraded on-site detention is required, the design should include stormwater management controls (structural and/or nonstructural) as found in the Georgia Stormwater Management Manual (www.georgiastormwater.com) 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.

**Comments received from the City of Norcross,
concerning the proposed Atlanta Media Campus (DRI #2443)**

1. Intersection of Button Gwinnett Drive and Crescent Drive.

The existing configuration has a LT lane on Button Gwinnett Dr SB to Crescent Dr EB. There are channelized islands for RT on Button Gwinnett NB to Crescent DR EB and Crescent Dr WB to Button Gwinnett Dr NB.

2. The study does propose a stop and go traffic signal but does not propose any improvements to the intersection laneage. Is that correct?

If yes, then I question the lack of a need for extended right turn lanes at the Button Gwinnett Dr NB and Crescent Dr WB approaches. Also, is LT lane storage on Button Gwinnett DR SB adequate?

3. It would be beneficial but not necessary if maps that show municipal limits to reflect the 2012 annexation of the city of Norcross.
4. Trip distribution and assignment looks reasonable, based on engineering judgment, with the following exception. I would add that based on the statement on page vi, that 'the necessary improvements needed to bring the intersection within the LOS standard were infeasible,' referencing the intersection of JCB and Crescent Drive, the study preparer should consider heavier OUTbound assignments to Brookhollow Parkway and Goshen Springs Road at the expense of JCB SB. This will have ramifications to the AOI Study Area as the AOI Study Area could extend to Goshen Springs and Center Way, Center Way and Oakbrook Parkway, and Brookhollow Pkwy and Center Way. Those intersections would be impacted by traffic that cannot navigate the already congested JCB SB corridor over I-85.

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DRI #2443

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: Gwinnett County

Individual completing form: Jeff West

Telephone: 678-518-6211

E-mail: jeffrey.west@gwinnettcountry.com

*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: Atlanta Media Center

Location (Street Address, GPS Coordinates, or Legal Land Lot Description): 6305 Crescent Drive, Norcross, GA 30071

Brief Description of Project: Mixed-Use Development (107.5 acres): Movie Studio, Film School, Student/Multifamily Housing, Office, Retail and Hotel

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:	
Project Size (# of units, floor area, etc.):	5,053,045 square feet (total): 464,800 sq. ft. Studio; 298,870 sq. ft. Institutional; 2,249,200 sq.
Developer:	Jacoby Development, Inc.
Mailing Address:	171 17th Street, NW
Address 2:	Suite 1550
	City: Atlanta State: GA Zip: 30363
Telephone:	770-399-9930
Email:	taddison@jacobydevelopment.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:	OFS Brightwave Solutions, Inc.
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"/> Connect Sewer <input type="checkbox"/> Connect 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 type="radio"/> Yes <input checked="" type="radio"/> No
If yes, what percent of the overall project does this project/phase represent?	
Estimated Project Completion Dates:	This project/phase: not specified Overall project: 09/2024
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DRI #2443

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:	Gwinnett County
Individual completing form:	Jeff West
Telephone:	678-518-6211
Email:	jeffrey.west@gwinnettcounty.com

Project Information

Name of Proposed Project:	Atlanta Media Center
DRI ID Number:	2443
Developer/Applicant:	Jacoby Development, Inc.
Telephone:	770-399-9930
Email(s):	taddison@jacobydevelopment.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.)	<input type="radio"/> (not selected) <input type="radio"/> Yes <input checked="" type="radio"/> No
---	--

If yes, has that additional information been provided to your RDC and, if applicable, GRTA?	<input checked="" type="radio"/> (not selected) <input type="radio"/> Yes <input type="radio"/> No
---	--

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

Economic Development

Estimated Value at Build-Out:	\$926,400,000
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Estimated annual local tax revenues (i.e., property tax, sales tax) likely to be generated by the proposed development:	\$15,200,000
Is the regional work force sufficient to fill the demand created by the proposed project?	<input type="radio"/> (not selected) <input checked="" type="radio"/> Yes <input type="radio"/> No
Will this development displace any existing uses?	<input type="radio"/> (not selected) <input checked="" type="radio"/> Yes <input type="radio"/> No
If yes, please describe (including number of units, square feet, etc): Existing vacant manufacturing space from OFS plant.	
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)?	0.54 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:	Gwinnett County
What is the estimated sewage flow to be generated by the project, measured in Millions of Gallons Per Day (MGD)?	0.45 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.)

See TIS

Has a traffic study been performed to determine whether or not transportation or access improvements will be needed to serve this project?

☐ (not selected) ☒ Yes ☐ No

Are transportation improvements needed to serve this project?

☐ (not selected) ☒ Yes ☐ No

If yes, please describe below:

See TIS

Solid Waste Disposal

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

30,000 tons/annum

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?

89%

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

Three regional stormwater management facilities for on-site detention, water quality and channel protection, per County standards

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:

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