



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: May 16, 2016

ARC REVIEW CODE: R1604252

TO: Mayor Kasim Reed, City of Atlanta
ATTN TO: Jonathan Lewis, Assistant Director of Planning – Transportation
FROM: Douglas R. Hooker, Executive Director, ARC
RE: Development of Regional Impact Review

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. ARC reviewed the DRI with regard to its relationship to regional plans, goals and policies – and impacts it may have on the activities, plans, goals and policies of other local jurisdictions as well as 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.

Name of Proposal: 905 Memorial Drive

Submitting Local Government: City of Atlanta

Review Type: Development of Regional Impact **Date Opened:** April 25, 2016 **Date Closed:** May 16, 2016

Description: This DRI is located in the City of Atlanta, north of Interstate 20 and southeast of the intersection of Memorial Drive SE and Bill Kennedy Way SE. The project is an approximately 990,000-sq.ft. mixed-use development consisting of 120,000 sq. ft. of commercial space, 60,000 sq. ft. of office space, and 700 residential units (400 multi-family, 200 age-restricted, 100 condominium). This project is a redevelopment of an existing industrial property. The trigger for this DRI is a rezoning.

Comments: According to the ARC Unified Growth Policy Map (UGPM), a component of the Atlanta Region's Plan, the proposed development is located within the Maturing Neighborhoods area of the region. Maturing Neighborhoods were primarily developed prior to 1970. These areas are typically adjacent to the Region's Core and Regional Employment Corridors, and in total they contain 49 percent of the region's jobs and 18 percent of its population.

The ARC Regional Development Guide (RDG), a related Atlanta Region's Plan component, details recommended policies for areas and places on the UGPM. Recommended policies for Maturing Neighborhoods include:

- Improve safety and quality of transit options by providing alternatives for end-of-trip facilities (such as bicycle racks) and sidewalks and/ or shelters adjacent to bus stops;
- Identify and remedy incidents of “food deserts” within neighborhoods, particularly in traditionally underserved neighborhoods and schools;
- Promote mixed-use where locally appropriate, specifically in areas served by existing or planned transit;
- Develop policies and establish design standards to ensure new and infill development is compatible with existing neighborhoods.

This DRI appears to manifest many of the above policies for this area of the region, including enhancing food access in a historically underserved area. In addition, the mix of uses, along with the site's proximity to bus transit and future BeltLine transit, offers the potential for residents to work and shop on site and for visitors to park once – or arrive via alternative transportation modes – and conduct multiple trips on foot. These conditions can eliminate dependency on cars for internal site circulation and can encourage the use of alternative modes of travel.

–CONTINUED ON NEXT PAGE–

Therefore, care should be taken to ensure that the development promotes a functional, safe, clearly marked and comfortable pedestrian experience on all streets, paths and parking lots on the site, as well as all connections from the project to neighboring uses. The development team is encouraged to ensure that end-of-trip facilities (bicycle racks, etc.) are provided at key locations throughout the site. Such facilities were not shown in the site plan provided by the applicant for this review.

The planned intensity of this DRI generally aligns with the RDG's recommended range of densities in the Maturing Neighborhoods area. Care should be taken to ensure that the design is compatible, to the greatest extent possible, with the character and context of uses in the surrounding area. Along those lines, buildings fronting Memorial Drive and Bill Kennedy Way serve as the "face" of this development in many ways. These buildings also function as screening for the parking lots located behind them. The development team should ensure that these structures effectively screen parking facilities and create a "street wall" that is compatible with existing development in the area, including developments across Memorial Drive and Bill Kennedy Way.

ARC is aware that substantial coordination has taken place between the applicant and Atlanta BeltLine, Inc. prior to and during this review. ARC's understanding is that this coordination helped refine the location of the BeltLine trail on the east side of Bill Kennedy Way, as shown on the DRI site plan. Continued coordination should likewise ensure that the project frontage on Bill Kennedy Way allows for and supports the eventual development of the full envelope/right-of-way required for future BeltLine transit.

The current development plan proposes 1,872 parking spaces, 644 more than required by City code. In keeping with the project's surroundings and urban context, the developer and City staff should work together to reduce the amount of on-site parking as much as practicable, to reinforce and encourage the use of alternative transportation modes such as transit, bicycling and walking. Use of these modes is already present in the area, and parking reductions can be accomplished, at least in part, through additional shared parking strategies (some shared parking is already contemplated in the development plan) and tools such as a Transportation Management Plan.

Finally, this site is in close proximity to two ARC Livable Centers Initiative (LCI) study areas. The boundary of the Memorial Drive LCI area is roughly 0.2 miles to the west, and the boundary of the Moreland Avenue LCI area is roughly 0.1 miles to the east. As a result, the development team, along with City staff and leadership, should work together to ensure that the project is generally consistent with the recommendations of both LCI plans to the greatest extent possible, and that impacts of the proposed project do not negatively affect the potential for those LCI areas to develop as planned.

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

ARC COMMUNITY DEVELOPMENT DIVISION
ARC RESEARCH & ANALYTICS DIVISION
GEORGIA DEPARTMENT OF NATURAL RESOURCES
DEKALB COUNTY
METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

ARC TRANSPORTATION ACCESS & MOBILITY DIVISION
ARC AGING & HEALTH RESOURCES DIVISION
GEORGIA DEPARTMENT OF TRANSPORTATION
ATLANTA BELTLINE, INC.

ARC NATURAL RESOURCES DIVISION
GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS
GEORGIA REGIONAL TRANSPORTATION AUTHORITY
IMAGINE MEMORIAL/CENTRAL ATLANTA PROGRESS

If you have any questions regarding this review, please contact Andrew Smith at (404) 463-5581 or asmith@atlantaregional.com. This finding will be published to the ARC review website located at <http://www.atlantaregional.com/land-use/planreviews>.

Andrew Smith

From: Hood, Alan C. <achood@dot.ga.gov>
Sent: Friday, April 29, 2016 10:24 AM
To: Andrew Smith
Cc: Brian, Steve; Comer, Carol
Subject: RE: ARC DRI Review Notification - 905 Memorial Drive (DRI #2557)
Attachments: Preliminary Report - 905 Memorial Drive .pdf

Andrew,

The proposed mixed use development, is located approximately 7 miles from any civil airport, and is located outside of any of their FAA surfaces, and compatible land use areas, and does not appear to impact any airport.

However, if the proposed project's vertical construction, or equipment exceeds 200ft above ground level, an FAA Form 7460-1 must be submitted to the Federal Aviation Administration. That may be done online at <https://oeaaa.faa.gov>. The FAA must be in receipt of the notification, no later than 90 days prior to construction. The FAA will evaluate the potential impact of the project on protected airspace associated with the airports and advise the proponent if any action is necessary.

Thank you for the opportunity to comment on the proposed development.

Alan Hood | Airport Safety Data Program Manager
Georgia Department of Transportation - Aviation Programs
600 West Peachtree Street, N.W. | 2nd Floor | Atlanta, Georgia 30308
T: 404-631-1343 | F: 404-631-1935 | M: 404-660-3394 | E: achood@dot.ga.gov

View our website at <http://www.dot.ga.gov/IS/Aviation>

From: Andrew Smith [<mailto:ASmith@atlantaregional.com>]
Sent: Monday, April 25, 2016 5:25 PM
To: 'jud.turner@gaepd.org'; VanDyke, Cindy; Fowler, Matthew; Comer, Carol; Hood, Alan C.; Allen, Patrick; Woods, Dan; Olson, David W; 'alware@dot.ga.gov'; 'lbeall@grta.org'; Parker Martin; 'BDennard@grta.org'; 'DRI@grta.org'; 'Jon West'; arhein@itsmarta.com; dfrank@itsmarta.com; Greg Floyd (gfloyd@itsmarta.com); Andrew Baker (aabaker@co.dekalb.ga.us); Hudson, Cedric (chudson@dekalbcountyga.gov); Washington, Larry; Smith, Sylvia; sgreen@atlbelpline.org; Greg Giuffrida; Charletta Wilson Jacks (cjacks@atlantaga.gov); Lewis, Jonathan; 'bcrawford@atlantaga.gov'; 'Jeff Fuqua'; 'Heather Correa'; 'Mike Hagan'; 'Gay, Sharon'; 'Ward, Lemuel'; Stoney Abercrombie; 'Sameer Patharkar'; 'mvizcarrondo@fg-inc.net'
Cc: Community Development; Jonathan Tuley; David Haynes; Byron Rushing; Jim Skinner; Jim Santo; Renee Ray
Subject: ARC DRI Review Notification - 905 Memorial Drive (DRI #2557)

Development of Regional Impact (DRI) – Request for Comments

This e-mail serves as notice that the Atlanta Regional Commission (ARC) staff has begun a Development of Regional Impact (DRI) review for **905 Memorial Drive (DRI #2557)**.

This DRI is located in the City of Atlanta, north of Interstate 20 and southeast of the intersection of Memorial Drive SE and Bill Kennedy Way SE. The project is an approximately 990,000-sq.ft. mixed-use development consisting of 120,000 sq. ft. of commercial space, 60,000 sq. ft. of office space, and 700 residential units (400 multi-family, 200 age-restricted, 100 condominium). This project is a redevelopment of an existing industrial property. The trigger for this DRI is a rezoning.

As a representative of an adjacent community and/or potentially affected entity, we request that you or a member of your staff review the attached Preliminary Report and provide comments to ARC on or before **May 10, 2016**. You may also view the preliminary report and other project information by visiting the [ARC Plan Reviews webpage](#) and searching for “905 Memorial Drive” in the field at the bottom of the page. The report and other information will be available online as of tomorrow, April 26.

Date opened: April 25, 2016

Deadline for comments: May 10, 2016

Close by: May 16, 2016

For more information regarding the DRI process or other DRIs reviewed by ARC, please see the [ARC DRI webpage](#).

Please let me know if you have any questions.

Regards,

Andrew Smith

Senior Planner, Community Development Division

Atlanta Regional Commission
regional impact + local relevance

40 Courtland Street, NE
Atlanta, Georgia 30303-2538

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F | 404.463.3254

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100 years ago – on August 16, 1916 – the seeds were planted for what would grow into the Georgia Department of Transportation. With the official launch of the Centennial celebration, please join us as we explore GDOT’s role in getting Georgia out of the mud - from humble beginnings to today’s modern transportation system. *Celebrating a century of simply the best in safety, service and innovation.* Visit <http://www.dot.ga.gov/AboutGDOT/gdotcentennial> #GDOT100

Andrew Smith

From: Billings, Julia <jbillings@dot.ga.gov>
Sent: Thursday, May 05, 2016 4:47 PM
To: Andrew Smith
Cc: Mertz, Kaycee; Fowler, Matthew
Subject: RE: ARC DRI Review Notification - 905 Memorial Drive (DRI #2557)

Andrew,

GDOT Planning has reviewed the 905 Memorial Drive DRI Preliminary Report. The following projects are located near the proposed DRI site:

PI 0013196: Signal upgrades, including I-20 EB at Bill Kennedy. GDOT project manager Vinesha Pegram can be reached at 404-631-1587 or vpegram@dot.ga.gov for further coordination if needed.

PI 0012593: Cycle Atlanta – Bicycle Mobility Improvements – Phase I. GDOT project manager Sam Samu can be reached at 404-631-1545 or ssamu@dot.ga.gov for further coordination if needed.

PI 0007952: SR 154/Memorial Drive Corridor Improvements. GDOT project manager Perry Black can be reached at 404-631-1224 or peblack@dot.ga.gov for further coordination if needed.

Thanks,

Julia Billings, AICP
Transportation Planner
Georgia Department of Transportation, Office of Planning
600 West Peachtree Street NW, 5th floor
Atlanta, GA 30308
(404) 631-1774
jbillings@dot.ga.gov

From: Andrew Smith [<mailto:ASmith@atlantaregional.com>]
Sent: Monday, April 25, 2016 5:32 PM
To: 'jud.turner@gaepd.org'; VanDyke, Cindy; Fowler, Matthew; Comer, Carol; Hood, Alan C.; Allen, Patrick; Woods, Dan; Olson, David W; 'alware@dot.ga.gov'; 'lbeall@grta.org'; Parker Martin; 'BDennard@grta.org'; 'DRI@grta.org'; 'Jon West'; arhein@itsmarta.com; dfrank@itsmarta.com; Greg Floyd (gffloyd@itsmarta.com); Andrew Baker (aabaker@co.dekalb.ga.us); Hudson, Cedric (chudson@dekalbcountyga.gov); Washington, Larry; Smith, Sylvia; sgreen@atlbeltline.org; Greg Giuffrida; Charletta Wilson Jacks (cjacks@atlantaga.gov); Lewis, Jonathan; 'bcrawford@atlantaga.gov'; 'Jeff Fuqua'; 'Heather Correa'; 'Mike Hagan'; 'Gay, Sharon'; 'Ward, Lemuel'; Stoney Abercrombie; 'Sameer Patharkar'; 'mvizcarrondo@fg-inc.net'
Cc: Community Development; Jonathan Tuley; David Haynes; Byron Rushing; Jim Skinner; Jim Santo; Renee Ray
Subject: RE: ARC DRI Review Notification - 905 Memorial Drive (DRI #2557)

All,

Please disregard the attachment in my first email as that PDF document was missing one page. Please refer to the revised version, attached here.

Regards,
Andrew Smith

From: Andrew Smith

Sent: Monday, April 25, 2016 5:25 PM

To: 'jud.turner@gaepd.org' <jud.turner@gaepd.org>; 'cyvandyke@dot.ga.gov' <cyvandyke@dot.ga.gov>; mfowler@dot.ga.gov; 'ccomer@dot.ga.gov' <ccomer@dot.ga.gov>; Hood, Alan C. (achood@dot.ga.gov) <achood@dot.ga.gov>; Allen, Patrick (paallen@dot.ga.gov) <paallen@dot.ga.gov>; 'Woods, Dan' (dwoods@dot.ga.gov) <dwoods@dot.ga.gov>; David Olson (DOlson@dot.ga.gov) (DOlson@dot.ga.gov) <DOlson@dot.ga.gov>; 'alware@dot.ga.gov' <alware@dot.ga.gov>; 'lbeall@grta.org' <lbeall@grta.org>; Parker Martin <PMartin@GRTA.org>; 'BDennard@grta.org' <BDennard@grta.org>; 'DRI@grta.org' <DRI@grta.org>; 'Jon West' <jon.west@dca.ga.gov>; arhein@itsmarta.com; dfrank@itsmarta.com; Greg Floyd (gfloyd@itsmarta.com) <gfloyd@itsmarta.com>; Andrew Baker (aabaker@co.dekalb.ga.us) <aabaker@co.dekalb.ga.us>; Hudson, Cedric (chudson@dekalbcountyga.gov) <chudson@dekalbcountyga.gov>; Washington, Larry <lashington@dekalbcountyga.gov>; Smith, Sylvia <sasmith@dekalbcountyga.gov>; sgreen@atlbeltline.org; Greg Giuffrida <GGiuffrida@atlantadowntown.com>; Charletta Wilson Jacks (cjacks@atlantaga.gov) <cjacks@atlantaga.gov>; Lewis, Jonathan <jlewis@AtlantaGa.Gov>; 'bcrawford@atlantaga.gov' <bcrawford@atlantaga.gov>; 'Jeff Fuqua' <jeff.fuqua@fuquadev.com>; 'Heather Correa' <heather.correa@fuquadev.com>; 'Mike Hagan' <mike.hagan@fuquadev.com>; 'Gay, Sharon' <sharon.gay@dentons.com>; 'Ward, Lemuel' <lemuel.ward@dentons.com>; Stoney Abercrombie <sabercro@hainesgipson.com>; 'Sameer Patharkar' <spatharkar@fg-inc.net>; 'mvizcarrondo@fg-inc.net' <mvizcarrondo@fg-inc.net>

Cc: Community Development <CommunityDevelopment@atlantaregional.com>; Jonathan Tuley <JTuley@atlantaregional.com>; David Haynes <DHaynes@atlantaregional.com>; Byron Rushing <BRushing@atlantaregional.com>; Jim Skinner <JSkinner@atlantaregional.com>; Jim Santo <JSanto@atlantaregional.com>; Renee Ray <RRay@atlantaregional.com>

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For more information regarding the DRI process or other DRIs reviewed by ARC, please see the [ARC DRI webpage](#).

Please let me know if you have any questions.

Regards,

Andrew Smith
Senior Planner, Community Development Division

Atlanta Regional Commission
regional impact + local relevance

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Memorial Drive Atlanta, hosted by Central Atlanta Progress, offers the following comments regarding the ARC's review of the Development of Regional Impact (DRI) for 905 Memorial Drive (DRI #2557).

Through the Corridor Executive role, this entity is tasked with revising and implementing the Imagine Memorial study for future consideration as a Livable Centers Initiative plan and future revisions of the City of Atlanta's Comprehensive Development Plan (CDP). The Corridor Executive coordinates with community organizations, property owners, elected leaders, and public agencies to make Memorial Drive a safer, more efficient, and more inviting connection for Southeast Atlanta's communities. These comments are informed by findings from the Imagine Memorial study, applicable state and local regulations and policy, and ongoing community input.

Imagine Memorial/CAP requests that the following conditions apply to the 905 Memorial project:

- **Intersection Design:** Imagine Memorial/CAP advocates for all proposed intersections (referred to in application as Driveways 1, 2, 3, and 4) to first consider roundabouts, under the process defined in GDOT Design Policy Manual Chapter 8 and other relevant policies. This feasibility analysis should be included in the DRI analysis, regardless of outcome.
- **Right-turn lanes:** Where new signalized intersections are warranted, Imagine Memorial/CAP advocates for pedestrian safety and convenience to be prioritized by reducing the speeds of turning vehicles and shortening crossing distances. We oppose warranting right-turn lanes, which allow turning vehicles to carry more speed and increase the distance pedestrians must cross. Turning radii should be minimized as much as possible, with limited exceptions for truck traffic on defined truck access routes (see additional comment below).
- **One-Way vs. Two-Way:** Imagine Memorial/CAP supports the two-way scenario as the preferred option for the internal street grid. As detailed in the City of Atlanta's Move Atlanta plan, two-way streets are important to creating connected street networks with the benefits of improving traffic safety, reducing injuries, reducing vehicle-miles traveled (VMT), and improving emergency response. These principles are further codified in the BeltLine Overlay District (Atlanta Code Sec. 16-36.002), which applies to the project under its proposed rezoning.
- **Truck access:** Imagine Memorial/CAP supports requiring that a truck access plan be devised as part of the site plan, following guidelines established in the ARC's SRTP Tool Kit for Trucks. This plan should include defining primary ingress and egress points, plans for educating drivers, and wayfinding. Design considerations for balancing truck access and pedestrian safety should explore a variety of alternatives besides larger corner radii, including stop-bar setbacks, spotters, and signage. It is preferred that this access is targeted to Driveway 1 in the proposed site plan.
- **Internal street design:** Imagine Memorial/CAP supports requiring all internal street designs to meet or exceed requirements for walkability and multimodal connectivity established by applicable City of Atlanta zoning (MRC-3, Sec. 16-34) and BeltLine Overlay (Sec. 16-36).

(See next page)

Imagine Memorial/CAP requests that the following comments and suggestions apply to the 905 Memorial project:

- **Future configuration of Memorial Drive:** Imagine Memorial/CAP supports a long-term effort to convert the center reversible lane of Memorial Drive into a center turn lane. A pending traffic study under negotiation with GDOT and Arcadis is intended to model the impacts of this alignment on safety, efficiency, and appropriateness for its urban context. If justified, all proposed transportation impacts of this project on Memorial Drive should consider and prepare for this alignment.
- **BeltLine user priority:** Imagine Memorial/CAP supports designing any new access points that cross any element of the Atlanta BeltLine corridor in coordination with Atlanta BeltLine, Inc., and City of Atlanta staff to maximize safety and convenience of non-motorized BeltLine users, even at the expense of vehicular efficiency.
- **Future transit (Streetcar/BeltLine):** Imagine Memorial/CAP supports providing accommodation for Atlanta Streetcar/BeltLine transit expansion in the site plan. One proposed alignment for BeltLine transit would follow Memorial Drive, requiring a turning radius of at least 80 feet for the current vehicle. It is essential for future regional transit service that adequate space be provided for the turning alignment, a stop, and sufficient space for waiting passengers.
- **Existing transit service:** Imagine Memorial/CAP supports coordination with MARTA bus operations staff on any expected impacts to existing bus service and stops, including Routes 21 and 74.
- **Bicycle accommodations:** Imagine Memorial/CAP supports meeting or exceeding all applicable local regulations for bicycle accommodations, given the history of very high usage by other activity centers along the Atlanta BeltLine (i.e. Ponce City Market, Krog Street Market, "BeltLine" Kroger). Covered and/or enclosed bike parking such as bike valet rooms, bike shelters, and/or bike lockers for residents and office workers should be provided to ensure high-quality services for those riding a bicycle as a mode of transportation. Additionally, area for future bike share station siting should be considered.
- **Shared Parking:** Imagine Memorial/CAP advocates for any measures that further reduce the total amount of on-site parking through the adoption of flexible parking policies, in particular site-wide shared parking and unbundling shared parking from residential and office development. The developer already proposes some shared parking arrangements between the office space and movie theater and we encourage keeping the option open for more arrangements in the future.
- **Pedestrian Connectivity:** Imagine Memorial/CAP favors a bike-pedestrian connection at the southeast corner of the site to improve general connectivity (as defined in MRC zoning Sec. 16-34.002) and to provide better access to the future site of WonderRoot Center for Arts and Social Change for local students and residents to the south.
- **Neighborhood History and Culture:** In keeping with the Imagine Memorial mission of promoting and preserving historic assets in Memorial Drive communities, the developer should proactively identify opportunities to recognize the history of the surrounding neighborhood and its residents, through cooperation with leaders and organizations, including Reynoldstown Civic Improvement League and WonderRoot. The decision to name the project "Madison Yards" in honor of Madison Reynolds, the neighborhood's namesake, should be commended.

Submitted Tuesday, May 10, 2016,

Greg Giuffrida
Memorial Drive Corridor Executive
Central Atlanta Progress
ggiuffrida@atlantadowntown.com
404-895-3082

May 10, 2016

Andrew Smith
Senior Planner
Atlanta Regional Commission
40 Courtland Avenue
Atlanta, GA 30303

Re: MARTA response to DRI # 2557: 905 Memorial Drive SE, Atlanta, GA

Hello Andrew,

MARTA has reviewed this DRI development located at 905 Memorial Drive SE. This development is located along Route 21 Memorial Drive. There is a bus stop located at the intersection of Memorial Drive SE and Gibson Street SE. Currently this stop consists of a bus stop sign only that averages a total of 10 boardings and alightings per weekday.

Based upon our understanding of the development plans; which include redeveloping this single use industrial site into a mixed use development containing 700 units of residential, 120,000 SF of commercial and 60,000 SF of office space, we would expect a significant increase in ridership. Therefore, MARTA proposes that the developer install a bus shelter pad to accommodate the installation of a bus shelter. Additionally, if any sidewalk or streetscape work is being done, improvements must maintain compliance for the bus stop under the Americans with Disabilities Act (ADA).

At least 6-months prior to construction, the developer will need to coordinate with MARTA Bus Stop Planner Mr. Charles Rosa at croso@itsmarta.com. Mr. Rosa can provide the bus shelter pad specifications, ADA guidance, and any other considerations that may be needed.

Sincerely,



Gregory T. Floyd, AICP
Senior Land Use Planner
404-848-5508
gffloyd@itsmarta.com

MEMORIAL DRIVE SHOPPING CENTER DRI
City of Atlanta
Natural Resources Division Review Comments
April 14, 2016

Watershed Protection and Stream Buffers

The proposed project is located on an already developed property in the Intrenchment Creek basin of the South River watershed, which is not a water supply watershed in the Atlanta Region. The USGS coverage for the project area shows no blue line streams on or near the project property. Any unmapped streams on the property may be subject to the City of Atlanta's Stream Buffer Ordinance. Any waters of the state that may be on the property will also be 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 are dependent on the type and intensity of the use and the impervious coverage, which will affect the design of stormwater controls for the project. The project is being built on an already developed property with existing impervious surfaces, which will affect the actual increases in stormwater and loading amounts.

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) 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.

We would also suggest the following additional measures to help reduce stormwater reduction and provide for its reuse:

- Use green spaces and tree planting beds as stormwater controls. These can be designed to provide maximum aesthetic value while also providing for water quality treatment and run-off reduction, potentially reducing the need for larger stormwater facilities and helping to minimize the negative effects of stormwater runoff on streams and water quality.
- Use pervious concrete or other pervious materials in parking areas. With the proper substrate, such materials can provide a large storage capacity, which will further help to reduce stormwater runoff.
- Use rainwater capture in the project design to provide for landscape irrigation during dry periods.



MEMORANDUM

TO: Andrew Smith, Community Development Division

FROM: Byron Rushing, Transportation Access and Mobility Division

DATE: May 16, 2016

SUBJECT: Transportation Division Review of DRI # 2557

Project: 905 Memorial Drive (Leggett and Platt property)

County: Fulton County

Location: 905 Memorial Drive (at Bill Kennedy Way), Atlanta, GA

Analysis:

Expedited

☐

Non-Expedited

☒

The Transportation Access & Mobility Division has reviewed the DRI submittal package for the 905 Memorial Drive (Leggett and Platt) property. The review includes assessing regional plan consistency, impacts on other transportation projects that are planned or underway, and recommendations to mitigate impacts to the transportation network and improve local and regional plan and policy consistency.

Active TIP Projects potentially affected by the proposed project:

ARC ID#	GDOT PI#	CST - FY	Project Name	Status/Notes
AR-450C	0009397	2019	Beltline Corridor Multi-Use Trail and Streetscapes from Glenwood Ave to University Ave	
AT-281	0012597	2019	SR 154 (Memorial Dr) Multimodal Safety Improvements from US 23 (Moreland Ave) to SR 155 (Candler Rd)	
AT-280	0012596	2018	US 23 (Moreland Ave) Multimodal Intersection Improvements at Arkwright Place	
AT-243	0007952	2017	SR 154 (Memorial Dr) Corridor Improvements from I-75/85 to SR 155 (Candler Rd)	
AT-241	0010323	2017	SR 260 (Glenwood Ave) Intersection Realignment at US 23 (Moreland Ave)	
AT-293	0012827	LR	US 23 (Moreland Ave) and SR 154 (Memorial Dr) Signal Upgrades at 14 Locations	
DK-422	0012819	2019	US 23 (Moreland Ave) Signal Upgrades at 12 Locations	

Regional Plan Consistency:

The Atlanta Region's Plan was adopted in 2016. The Plan's goals and objectives fall under the 3 tenants of the Plan's Vision: Competitive Economy, World-Class Infrastructure and Healthy, Livable Communities (<http://documents.atlantaregional.com/The-Atlanta-Region-s-Plan/policy-framework.pdf>). Specific goals and policies include: developing additional walkable, vibrant centers

that support people of all ages and abilities; promote transit and active transportation modes to improve access; promote bicycle transportation by developing safe and connected route options and facilities; prioritize solutions that improve multi-modal connectivity; implement a complete streets approach on roadway projects that is sensitive to the existing community; encourage development, redevelopment and transportation improvements that consider impacts on neighborhoods and communities; and encourage appropriate redevelopment of the built environment in the region's developed areas.

The Atlanta Region's Plan Unified Growth Policy Map (UGPM): The project is located within the "maturing neighborhoods" area of ARC's UGPM. Strategies identified in the Plan for these areas include: (1) improving safety and quality of transit options by providing bike racks, sidewalks and bus shelters, (2) remedying food deserts, (2) promoting a mix of land uses when appropriate, and (4) developing design standards to ensure new and infill development is compatible with existing neighborhoods.

"Connect Atlanta" – City of Atlanta Transportation Plan: This site and adjacent roadways are included in the City of Atlanta's "Connect Atlanta" transportation plan (<http://web.atlantaga.gov/connectatlanta>). Roads adjacent to site that are specifically identified in the plan are Bill Kennedy Way as a "Secondary Bicycle Route" as well as future transit projects (Atlanta Beltline). See Map #23 for details: http://web.atlantaga.gov/connectatlanta/images/Map_grid_images/Map%2023.pdf

TAMD Comments & Recommendations:

- Parking is significantly higher than required by the city – 50-70% depending on use – and should be reevaluated given this location's urban location, proximity to transit and regional alternative transportation routes, and adjacent neighborhood character;
 - Reduce parking across the site and look for opportunities to share parking by time of day or building use wherever possible
- Provide necessary active transportation amenities necessary for active transportation use and access to site and support 10% trip reduction assumption:
 - Bike parking provided along Bill Kennedy Way and Memorial Drive, consistent with city policy or industry best practices
 - Bike lanes along Glenwood Avenue should be expanded northwards or connected to Atlanta Beltline Trail section to improve bicycle access to surrounding neighborhoods
 - Add bike lanes to Gibson Street
- Remove deceleration lanes and left-turn lanes into or adjacent to the site, consistent with the site's urban context and to minimize pedestrian or trail crossing distances and safety hazards;
- Driveways should be urban-style designs with sidewalks or the Beltline Trail remaining level across the driveway without aprons intruding into sidewalk or trails surface;
- Orient site elements to reflect the corridor's emerging character and support the Beltline Trail along Bill Kennedy Way: include some residential buildings adjacent to trail, keep parking sequestered within center of site, and use building height more effectively to reflect developing urban area.

Developments of Regional Impact

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DRI #2557

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:

Atlanta

Individual completing form:

Jonathan S. Lewis

Telephone:

404-865-8593

E-mail:

JLewis@atlantaga.gov

*Note: The local government representative completing this form is responsible for the accuracy of the information contained herein. If a project is to be located in more than one jurisdiction and, in total, the project meets or exceeds a DRI threshold, the local government in which the largest portion of the project is to be located is responsible for initiating the DRI review process.

Proposed Project Information

Name of Proposed Project:

905 Memorial Dr

Location (Street Address,
GPS Coordinates, or Legal
Land Lot Description):

905 Memorial Dr, Atlanta GA 140012000200700

Brief Description of Project:

Speculative mixed use development, which will exceed 500,000 gross square feet. Details are still under development through a community process.

Development Type:

☐ (not selected)

☐ Hotels

☐ Wastewater Treatment Facilities

☐ Office

☒ Mixed Use

☐ Petroleum Storage Facilities

☐ Commercial

☐ Airports

☐ Water Supply
Intakes/Reservoirs

☐ Wholesale & Distribution

☐ Attractions & Recreational
Facilities

☐ Intermodal Terminals

☐ Hospitals and Health Care
Facilities

☐ Post-Secondary Schools

☐ Truck Stops

<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:	
<hr/> <hr/>	
Project Size (# of units, floor area, etc.):	will exceed 500,000 sf
Developer:	Fuqua Development LP
Mailing Address:	Fifteen Piedmont Center
Address 2:	3375 Piedmont Rd, Suite 800
	City:Atlanta State: GA Zip:30305
Telephone:	404-907-1709
Email:	sharon.gay@dentons.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:	Leggett & Platt, 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"/> Sewer <input type="checkbox"/> Water <input type="checkbox"/> Permit <input type="checkbox"/> Other
Is this project a phase or part of a larger overall project?	<input type="radio"/> (not selected) <input 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: Unknown Overall project:
<hr/> <hr/>	
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Developments of Regional Impact

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DRI #2557

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: Atlanta
Individual completing form: Jonathan S. Lewis
Telephone: 404-865-8593
Email: JLewis@atlantaga.gov

Project Information

Name of Proposed Project: 905 Memorial Dr
DRI ID Number: 2557
Developer/Applicant: Fuqua Development LP
Telephone: 404-907-1709
Email(s): sharon.gay@dentons.com

Additional Information Requested

Has the RDC identified any additional information required in order to proceed with the official regional review process? (If no, proceed to Economic Impacts.)
☐ (not selected) ☒ Yes ☐ No

If yes, has that additional information been provided to your RDC and, if applicable, GRTA?
☐ (not selected) ☒ Yes ☐ No

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

Economic Development

Estimated Value at Build-Out: \$210M

Estimated annual local tax revenues (i.e., property tax, sales tax) likely to be generated by the proposed development: \$4.8M

Is the regional work force sufficient to fill the demand created by the proposed project?
☐ (not selected) ☒ Yes ☐ No

Will this development displace any existing uses?
☐ (not selected) ☒ Yes ☐ No

If yes, please describe (including number of units, square feet, etc): The existing 383,113 SF of manufacturing facility on the site will be demolished.

Water Supply

Name of water supply provider for this site: Atlanta City

What is the estimated water supply demand to be generated by the project, measured in Millions of Gallons Per Day (MGD)? 0.22MGD

Is sufficient water supply capacity available to serve the proposed project? ☐ (not selected) ☒ Yes ☐ No

If no, describe any plans to expand the existing water supply capacity:

Is a water line extension required to serve this project? ☐ (not selected) ☐ Yes ☒ No

If yes, how much additional line (in miles) will be required?

Wastewater Disposal

Name of wastewater treatment provider for this site: Atlanta City

What is the estimated sewage flow to be generated by the project, measured in Millions of Gallons Per Day (MGD)? 0.22 MGD

Is sufficient wastewater treatment capacity available to serve this proposed project? ☐ (not selected) ☒ Yes ☐ No

If no, describe any plans to expand existing wastewater treatment capacity:

Is a sewer line extension required to serve this project? ☐ (not selected) ☐ Yes ☒ 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.) 528 AM peak (net new), 780 PM peak (net new)

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 DRI traffic study prepared by Foresite

Solid Waste Disposal

How much solid waste is the project expected to generate annually (in tons)? 92 tons

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? 90%

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

Environmental Quality

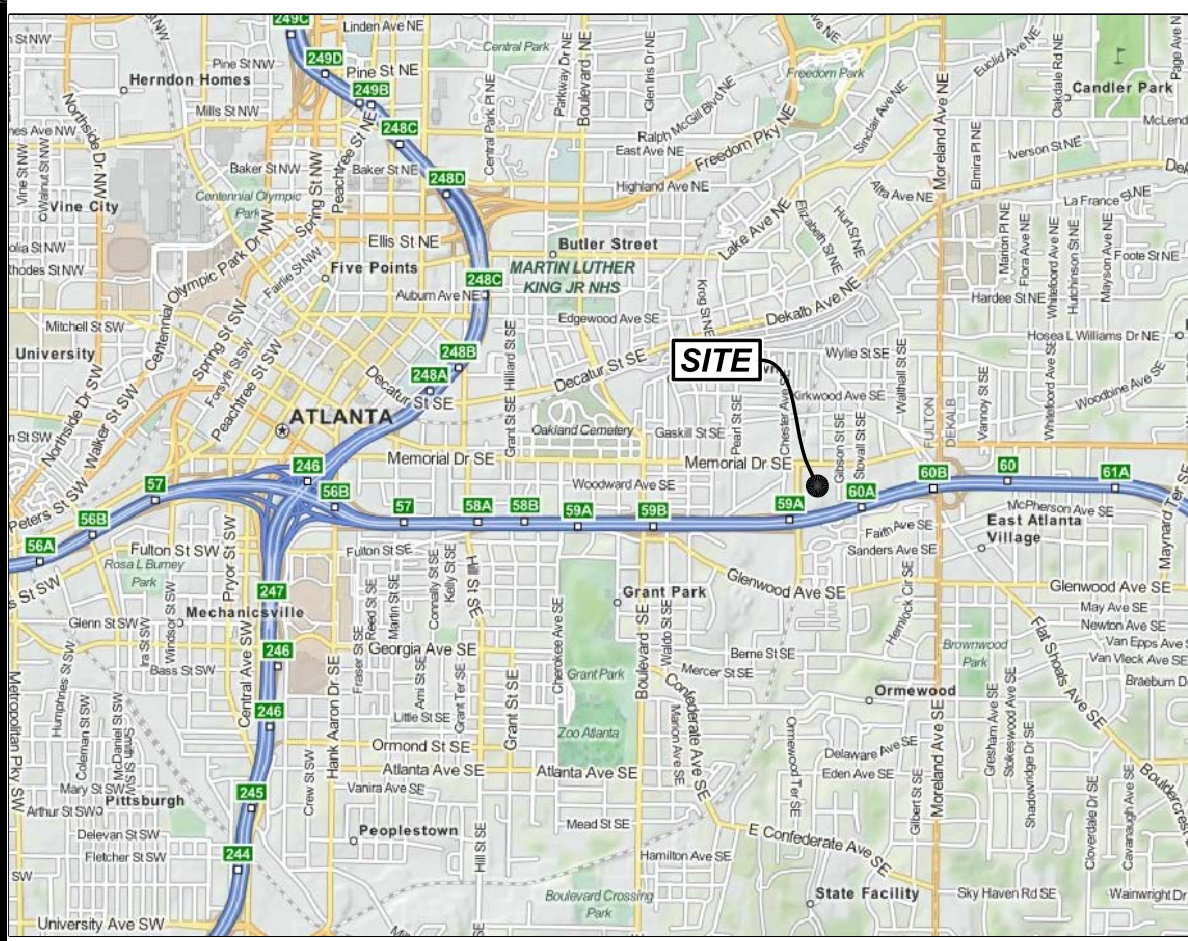
Is the development located within, or likely to affect any of the following:

- 1. Water supply watersheds? ☐ (not selected) ☐ Yes ☒ No
- 2. Significant groundwater recharge areas? ☐ (not selected) ☐ Yes ☒ No
- 3. Wetlands? ☐ (not selected) ☐ Yes ☒ No
- 4. Protected mountains? ☐ (not selected) ☐ Yes ☒ No
- 5. Protected river corridors? ☐ (not selected) ☐ Yes ☒ No
- 6. Floodplains? ☐ (not selected) ☐ Yes ☒ No
- 7. Historic resources? ☐ (not selected) ☐ Yes ☒ No
- 8. Other environmentally sensitive resources? ☐ (not selected) ☐ Yes ☒ No

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

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[GRTA DRI Page](#) | [ARC DRI Page](#) | [RC Links](#) | [DCA DRI Page](#) | [Site Map](#) | [Statements](#) | [Contact](#)



LOCATION MAP

GENERAL NOTES:

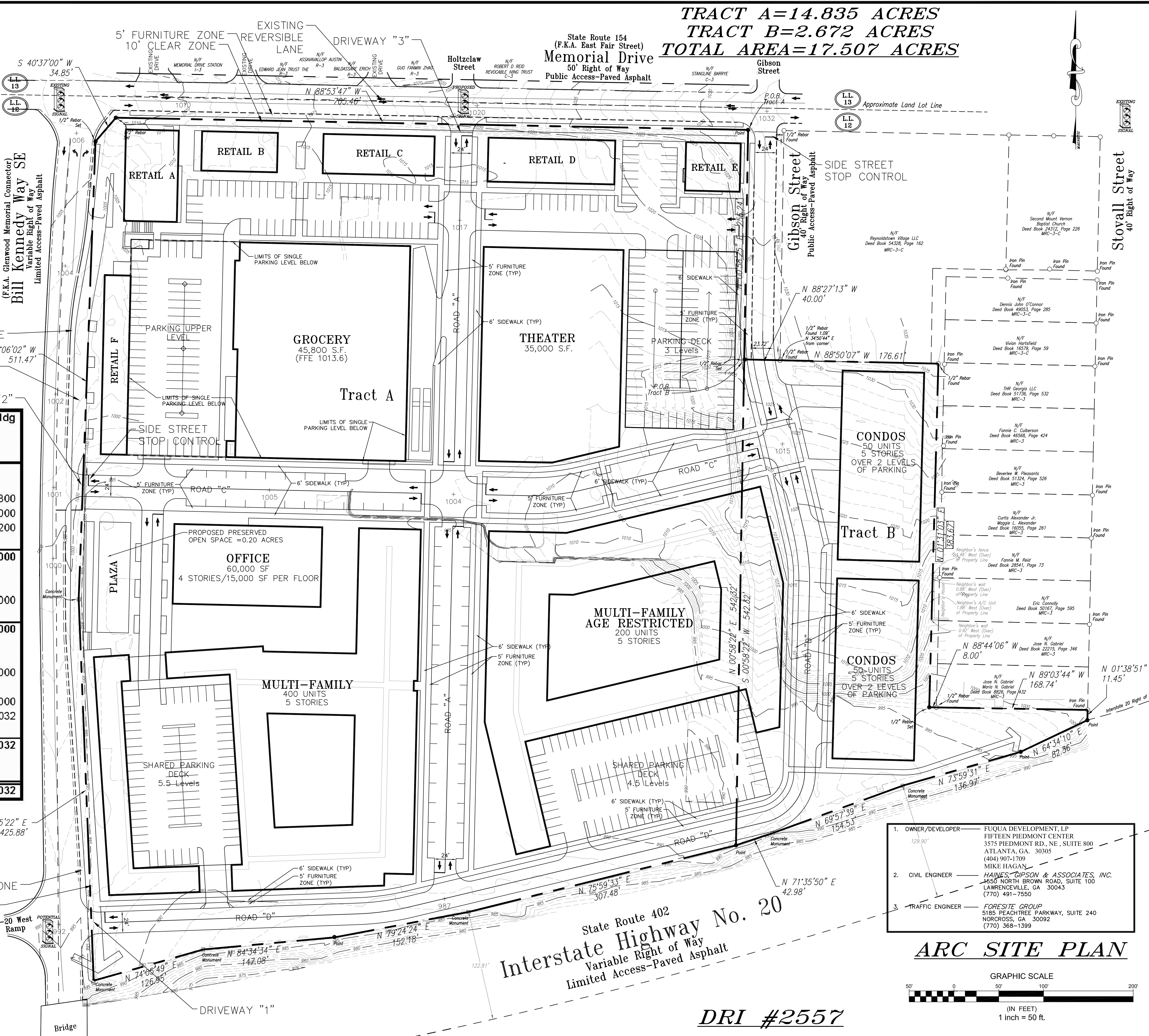
- THE SITE IN ITS ENTIRETY LIE WITH IN THE CITY LIMITS OF ATLANTA, GEORGIA.
- THE SITE IS PROPOSED TO BE DEVELOPED IN A SINGLE PHASE.
- NO JURISDICTIONAL WATERS ARE LOCATED ON THE PROPOSED SITE.

(F.K.A. Glenwood Memorial Connector)
Bill Kennedy Way SE
Variable Right of Way
Limited Access-Paved Asphalt

Description	Res. Units	SF/Unit (Avg)	Gross Bldg Area (SF)
Retail			
Grocery			45,800
Theater (8 Screens)			35,000
Retail A - F			39,200
RETAIL TOTAL			120,000
Office			
Office			60,000
OFFICE TOTAL			60,000
Residential			
Multi Family Apts	400	900	432,000
Multi Family Apts (Age Restricted)	200	925	222,000
Condos	100	950	156,032
RESIDENTIAL TOTAL	700		810,032
PROJECT TOTAL	700		990,032

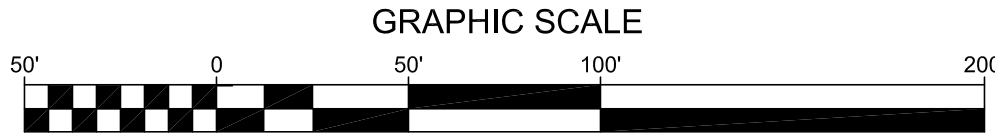
PARKING STATISTICS:
MINIMUM PARKING REQUIRED PER CODE 1,228 SPACES.
PARKING PROVIDED 1,872 SPACES.

DENSITY CALCULATION	QUANTITY	ACRES	DENSITY
GROSS RESIDENTIAL UNITS	700 UNITS	17.5	40 UNITS/ACRE
FLOOR AREA RATIO (NON-RESIDENTIAL USES)	180,000 s.f.	17.5	0.24 FAR



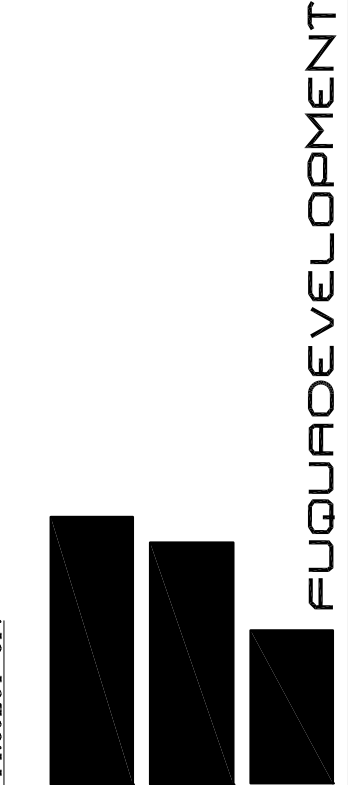
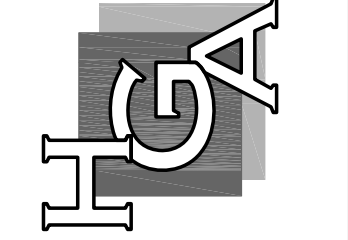
- OWNER/DEVELOPER: FUQUA DEVELOPMENT, LP
FIFTEEN PIEDMONT CENTER
3575 PIEDMONT RD., NE, SUITE 800
ATLANTA, GA. 30305
(404) 907-1799
MIKE HAGAN
- CIVIL ENGINEER: HANES GIPSON & ASSOCIATES, INC.
1550 NORTH BROWN ROAD, SUITE 100
LAWRENCEVILLE, GA 30043
(770) 491-7550
- TRAFFIC ENGINEER: FORESITE GROUP
5185 PEACHTREE PARKWAY, SUITE 240
NORCROSS, GA 30092
(770) 368-1399

ARC SITE PLAN



DRI #2557

HANES GIPSON & ASSOCIATES
CONSULTING ENGINEERS
CIVIL & STRUCTURAL SERVICES
1550 NORTH BROWN ROAD, SUITE 100
LAWRENCEVILLE, GA 30043
PHONE: (770) 491-7550
FAX: (770) 491-7750



905 MEMORIAL DRIVE
REDEVELOPMENT
005 MEMORIAL DRIVE
CITY OF ATLANTA, GEORGIA
BILL KENNEDY & MEMORIAL DRIVE

NO.	DESCRIPTION
1.	OWNER/DEVELOPER
2.	CIVIL ENGINEER
3.	TRAFFIC ENGINEER
4.	DATE
5.	BY
6.	CHECKED BY
7.	SHEET TITLE
8.	PLAN
9.	SHEET NUMBER
10.	ARC