



# REGIONAL REVIEW NOTIFICATION

Atlanta Regional Commission • 229 Peachtree Street NE | Suite 100 | Atlanta, Georgia 30303 • ph: 404.463.3100 fax: 404.463.3205 • atlantaregional.org

**DATE:** August 22, 2017

**ARC REVIEW CODE:** R1708221

**TO:** Mayor Kasim Reed, City of Atlanta  
**ATTN TO:** Monique Forte, Urban Planner III, Office of Mobility Planning  
**FROM:** Douglas R. Hooker, Executive Director, ARC  
**RE:** Development of Regional Impact (DRI) Review

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Original on file

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 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. This preliminary report does not address whether the DRI is or is not in the best interest of the local government.

**Name of Proposal:** Ponce City Market – Phase 2 (DRI 2709)

**Review Type:** DRI

**Submitting Local Government:** City of Atlanta

**Date Opened:** Aug. 22, 2017

**Deadline for Comments:** Sept. 6, 2017

**Date to Close:** Sept. 11, 2017\*\*

\*\*If no significant issues are identified during the comment period, the review will close on Sept. 6, 2017, per the LCI Expedited Review process outlined in ARC's DRI Rules.

**Description:** This DRI is located on portions of the existing Ponce City Market development (reviewed in 2012–13 as DRI 2318 and since completed), which is on approximately 20 acres in the City of Atlanta, bounded by Ponce de Leon Avenue (US 29/78/278, SR 8) on the north, Glen Iris Drive on the west, North Avenue on the south and the Atlanta BeltLine Eastside Trail on the east. The proposed mixed-use development consists of 450 new residential units, a new 500-room hotel, 68,000 SF of new office space and 71,000 SF of new retail space on three parcels within the Ponce City Market site. The DRI review trigger for this development is a zoning amendment and special land use permit. Full build-out is projected for 2022.

**PRELIMINARY COMMENTS:** According to the ARC Unified Growth Policy Map (UGPM), part of The Atlanta Region's Plan, this DRI is located in the Maturing Neighborhoods area of the region. Maturing Neighborhoods were primarily developed prior to 1970 and are typically adjacent to the Region Core and Regional Employment Corridors. These three areas combined represent a significant percentage of the region's jobs and population. ARC's Regional Development Guide (RDG) details recommended policies for areas on the UGPM. RDG policy recommendations for Maturing Neighborhoods are listed at the bottom of these comments.

This DRI manifests many aspects of regional policy in that it appears to generally align with the existing Ponce–Moreland LCI plan and it enhances an existing mixed-use node with additional density and uses by activating underutilized areas of the site. It also helps the overall development further support transit ridership given its direct access to MARTA bus service and its private shuttle service for site employees and residents, both of which connect to MARTA rail. This DRI's additional development on-site will also continue to activate the BeltLine Eastside Trail and support future BeltLine transit, given its adjacency and direct bike/ped access to the BeltLine. Many of these characteristics collectively offer the potential for site residents to work and/or shop on site, and for visitors to park once or arrive via alternative transportation modes and conduct multiple trips on foot.

– CONTINUED ON NEXT PAGE –

Along those lines, ARC encourages the applicant team and the City to ensure that the development promotes a functional, safe, clearly marked and comfortable pedestrian experience on all streets, paths and parking areas on the site. The development team is also encouraged to ensure that end-of-trip facilities (e.g., bicycle racks, etc.) are provided for residents, workers and visitors at key locations throughout the site. The project could further support The Atlanta Region's Plan in general if it incorporated other aspects of regional policy, including green infrastructure and/or low-impact design (e.g., rain gardens, vegetated swales, etc.) in parking areas and site driveways, and as part of any improvements to site frontages.

The proposed number of stories for the hotel and residential buildings (Parcels B and F on the site plan, respectively) is greater than what the RDG recommends for the Maturing Neighborhoods area of the UGPM. It should be noted that this site is 0.2 miles from the Region Core area, which recommends buildings of that height and greater, based on local context. Based on preliminary discussions, the applicant team is also planning the hotel tower on Parcel B with an emphasis on preserving the view from Ponce de Leon Avenue of the historic Sears building that makes up the core of the site. This viewshed preservation effort may essentially concentrate density – and therefore add height – toward the interior of the site, away from the intersection of Ponce de Leon Avenue and Glen Iris Drive. In general, the project's mixed-use character and intensity are similar to other new developments in this area, especially those clustered around the BeltLine and Historic Fourth Ward Park. However, some nearby areas are predominated by low-rise and single family residential uses. City of Atlanta leadership and staff, along with the applicant team, should therefore collaborate to balance the goal of new development with the need for sensitivity to nearby neighborhoods, land uses and structures.

Additional ARC staff comments related to natural resources and transportation, are attached.

Further to the above, regional policy recommendations 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

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

ARC COMMUNITY DEVELOPMENT  
ARC RESEARCH & ANALYTICS  
GEORGIA DEPARTMENT OF TRANSPORTATION

ARC TRANSPORTATION ACCESS & MOBILITY  
GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS  
METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

ARC NATURAL RESOURCES  
GEORGIA DEPARTMENT OF NATURAL RESOURCES  
ATLANTA BELTLINE, INC.

If you have any questions regarding this review, please contact Andrew Smith at (470) 378-1645 or [asmith@atlantaregional.org](mailto:asmith@atlantaregional.org). This finding will be published to the ARC review website located at <http://atlantaregional.org/plan-reviews>.

## DEVELOPMENT OF REGIONAL IMPACT REQUEST FOR COMMENTS

Instructions: The project described below has been submitted to this Regional Commission for review as a Development of Regional Impact (DRI). A DRI is a development of sufficient scale or importance that it is likely to generate impacts beyond the jurisdiction in which the project is located, for example in 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 in this packet and offer your comments in the space provided. The completed form should be returned to ARC on or before the specified return deadline.

Preliminary Findings of the RDC: **Ponce City Market – Phase 2** *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:***

Andrew Smith  
Atlanta Regional Commission  
International Tower  
229 Peachtree Street NE, Suite 100  
Atlanta, Georgia 30303  
Ph. (470) 378-1645  
[asmith@atlantaregional.org](mailto:asmith@atlantaregional.org)

Return Date: *September 6, 2017*

# ARC STAFF NOTICE OF REGIONAL REVIEW AND COMMENT FORM

ARC REVIEW CODE: R1708221

**TO:** ARC Group Managers

**FROM:** Andrew Smith, 470-378-1645

Reviewing staff by Jurisdiction:

Community Development: Smith, Andrew

**Natural Resources:** Santo, Jim

**Transportation Access and Mobility:** Mangham, Marquitrice

**Research and Analytics:** Skinner, Jim

**Name of Proposal:** Ponce City Market - Phase 2

**Review Type:** Development of Regional Impact

**Description:** This DRI is located on portions of the existing Ponce City Market development (reviewed in 2012-13 as DRI 2318 and since completed), which is on approximately 20 acres in the City of Atlanta, bounded by Ponce de Leon Avenue (US 29/78/278, SR 8) on the north, Glen Iris Drive on the west, North Avenue on the south and the Atlanta BeltLine Eastside Trail on the east. The proposed mixed-use development consists of 450 new residential units, a new 500-room hotel, 68,000 SF of new office space and 71,000 SF of new retail space on three parcels within the Ponce City Market site. The DRI review trigger for this development is a zoning amendment and special land use permit. Full build-out is projected for 2022.

**Submitting Local Government:** City of Atlanta

Date Opened: August 22, 2017

**Deadline for Comments:** September 6, 2017

**Date to Close:** September 11, 2017\*\*

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**Response:**

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

**COMMENTS:**

[illegible]

**PONCE CITY MARKET PHASE 2 DRI**  
**City of Atlanta**  
**ARC Natural Resources Group Comments**

**August 11, 2017**

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

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

## Development of Regional Impact Assessment of Consistency with the Regional Transportation Plan

### DRI INFORMATION

**DRI Number** #2709

**DRI Title** Ponce City Market Phase #2

**County** Fulton County

**City (if applicable)** Atlanta

**Address / Location** Between North Avenue and Ponce De Leon Avenue, East of Glen Iris Drive West of the Atlanta Beltline Trail

**Review Process** ☒ EXPEDITED  
☐ NON-EXPEDITED

### REVIEW INFORMATION

**Prepared by** ARC Transportation Access and Mobility Division

**Staff Lead** Marquitrice Mangham

**Copied** David Haynes

**Date** August 15, 2017

### TRAFFIC STUDY

**Prepared by** Kimley Horn

**Date** August 1, 2017

## **REGIONAL TRANSPORTATION PLAN PROJECTS**

**01. Did the traffic analysis incorporate all projects contained in the current version of the fiscally constrained RTP which are within the study area or along major transportation corridors connecting the study area with adjacent jurisdictions?**

- ☒ YES (provide date of RTP project list used below and the page number of the traffic study where relevant projects are identified)

[Click here to provide comments.](#)

- ☐ NO (provide comments below)

The 15.9 acre mixed used development proposes 68,000 square feet of Office Space, 450 residential units, a 500-room hotel and 71,000 square feet of retail and restaurant. On page 31 of the Traffic Analysis, the report identifies programmed projects from the ARC's Transportation Improvement Program and references other plans used to identify programmed projects in the project study area. While the report references a source as the "Regional Transportation Improvement Program," it does not identify the current Atlanta Region's Plan as a source. Current projects from the TIP are included in the report.

## **REGIONAL NETWORKS**

**02. Will the development site be directly served by any roadways identified as Regional Thoroughfares?**

A Regional Thoroughfare is a major transportation corridor that serves multiple ways of traveling, including walking, bicycling, driving, and riding transit. It connects people and goods to important places in metropolitan Atlanta. A Regional Thoroughfare's operations should be managed through application of special traffic control strategies and suitable land development guidelines in order to maintain travel efficiency, reliability, and safety for all users. In light of the special function that Regional Thoroughfares serve in supporting cross-regional and interjurisdictional mobility and access, the network receives priority consideration for infrastructure investment in the Metro Atlanta region. Any access points between the development and a Regional Thoroughfare, combined with the development's on-site circulation patterns, must be designed with the goal of preserving the highest possible level of capacity and safety for all users of the roadway.

- ☐ NO
- ☒ YES (identify the roadways and existing/proposed access points)

The site plan and traffic analysis identify proposed driveways on Ponce De Leon Avenue (SR 78).

**03. Will the development site be directly served by any roadways identified as Regional Truck Routes?**

A Regional Truck Route is a freeway, state route or other roadway which serves as a critical link for the movement of goods to, from and within the Region by connecting airports, intermodal/multimodal facilities, distribution and warehousing centers and manufacturing clusters with the rest of the state and nation. These facilities often serve a key mobility and access function for other users as well, including drivers, bicyclists, pedestrians and transit users. A Regional Truck Route's operations should be managed through application of special traffic control strategies and suitable land development guidelines in order to maintain travel efficiency, reliability, and safety for all users. In light of the special function that Regional Truck Routes serve in supporting cross-regional and interjurisdictional mobility and access, the network receives priority consideration for infrastructure investment in the Metro Atlanta region. Any access points between the development and a Regional Truck Route, combined with the development's on-site circulation patterns, must be designed with the goal of preserving the highest possible level of capacity and safety for all users of the roadway.

☐ NO

☒ YES (*identify the roadways and existing/proposed access points*)

The site plan and traffic analysis identify proposed driveways on Ponce De Leon Avenue (SR 78), a designated Regional Truck Route.

**04. If the development site is within one mile of an existing rail service, provide information on accessibility conditions.**

*Access between major developments and transit services provide options for people who cannot or prefer not to drive, expand economic opportunities by better connecting people and jobs, and can help reduce congestion. If a transit service is available nearby, but walking or bicycling between the development site and the nearest station is a challenge, the applicable local government(s) is encouraged to make the route a funding priority for future walking and bicycling infrastructure improvements.*

☒ NOT APPLICABLE (*nearest station more than one mile away*)

☐ RAIL SERVICE WITHIN ONE MILE (*provide additional information below*)

Operator / Rail Line      Marta Rail

Nearest Station      North Avenue Station

Distance\*      ☐ Within or adjacent to the development site (0.10 mile or less)

☐ 0.10 to 0.50 mile

☐ 0.50 to 1.00 mile

Walking Access\*      ☐ Sidewalks and crosswalks provide sufficient connectivity

☐ Sidewalk and crosswalk network is incomplete



- ☐ Not applicable (*accessing the site by walking is not consistent with the type of development proposed*)

[Click here to provide comments.](#)

Bicycling Access\*

- ☐ Dedicated paths, lanes or cycle tracks provide sufficient connectivity
- ☐ Low volume and/or low speed streets provide connectivity
- ☐ Route follows high volume and/or high speed streets
- ☐ Not applicable (*accessing the site by bicycling is not consistent with the type of development proposed*)

Transit Connectivity

- ☐ Fixed route transit agency bus service available to rail station
- ☐ Private shuttle or circulator available to rail station
- ☐ No services available to rail station
- ☐ Not applicable (*accessing the site by transit is not consistent with the type of development proposed*)

The nearest MARTA rail station is over one mile from the proposed development site. The transportation analysis states that private shuttle service will be provided to the site from the site to the MARTA rail station at North Avenue station for on site residents, employees and office tenants.

*\* Following the most direct feasible walking or bicycling route to the nearest point on the development site*

**05. If there is currently no rail transit service within one mile of the development site, is nearby rail service planned in the fiscally constrained RTP?**

*Access between major developments and transit services provide options for people who cannot or prefer not to drive, expand economic opportunities by better connecting people and jobs, and can help reduce traffic congestion. If a transit agency operates within the jurisdiction and expansion plans are being considered in the general vicinity of the development site, the agency should give consideration to how the site can be best served during the evaluation of alignments and station locations. Proactive negotiations with the development team and local government(s) are encouraged to determine whether right-of-way within the site should be identified and protected for potential future service. If direct service to the site is not feasible or cost effective, the transit agency and local government(s) are encouraged to ensure good walking and bicycling access accessibility is provided between the development and the future rail line. These improvements should be considered fundamental components of the overall transit expansion project, with improvements completed concurrent with or prior to the transit service being brought online.*

- ☐ NOT APPLICABLE (rail service already exists)
- ☐ NOT APPLICABLE (accessing the site by transit is not consistent with the type of development proposed)
- ☐ NO (no plans exist to provide rail service in the general vicinity)
- ☒ YES (provide additional information on the timeframe of the expansion project below)
  - ☐ CST planned within TIP period
  - ☐ CST planned within first portion of long range period
  - ☒ CST planned near end of plan horizon

**Atlanta Street Car expansion along the Atlanta Beltline from Montgomery Ferry to Glenwood Avenue ( AR 490B).**

**06. If the development site is within one mile of fixed route bus services (including any privately operated shuttles or circulators open to the general public), provide information on walking and bicycling accessibility conditions.**

*Access between major developments and transit services provide options for people who cannot or prefer not to drive, expand economic opportunities by better connecting people and jobs, and can help reduce congestion. If a transit service is available nearby, but walking or bicycling between the development site and the nearest station is a challenge, the applicable local government(s) is encouraged to make the connection a funding priority for future walking and bicycling infrastructure improvements.*

☐ NOT APPLICABLE (nearest bus, shuttle or circulator stop more than one mile away)

☒ SERVICE WITHIN ONE MILE (provide additional information below)

Operator(s) Marta Bus Service

Bus Route(s) #2 along Ponce De Leon

Distance\* ☒ Within or adjacent to the development site (0.10 mile or less)

☐ 0.10 to 0.50 mile

☐ 0.50 to 1.00 mile

Walking Access\* ☒ Sidewalks and crosswalks provide sufficient connectivity

☐ Sidewalk and crosswalk network is incomplete

☐ Not applicable (accessing the site by walking is not consistent with the type of development proposed)

[Click here to provide comments.](#)

Bicycling Access\* ☐ Dedicated paths, lanes or cycle tracks provide sufficient connectivity

☒ Low volume and/or low speed streets provide sufficient connectivity

☐ Route uses high volume and/or high speed streets

☐ Not applicable (accessing the site by bicycling is not consistent with the type of development proposed)

Sidewalks exist along roadways adjacent to the site. No bicycle facilities currently exist along the right of way. The Atlanta Beltline Trail is a multi use path that provide bicycle and pedestrian facilities for access to Ponce City Market site from the Beltline.

\* Following the most direct feasible walking or bicycling route to the nearest point on the development site

**07. Does a transit agency which provides rail and/or fixed route bus service operate anywhere within the jurisdiction in which the development site is located?**

*Access between major developments and transit services provide options for people who cannot or prefer not to drive, expand economic opportunities by better connecting people and jobs, and can help reduce traffic congestion. If a transit agency operates within the jurisdiction and a comprehensive operations plan update is undertaken, the agency should give consideration to serving the site during the evaluation of future routes, bus stops and transfer facilities. If the nature of the development is amenable to access by transit, walking or bicycling, but direct service to the site is not feasible or cost effective, the transit agency and local government(s) should ensure good walking and bicycling access accessibility is provided between the development and any routes within a one mile radius. The applicable local government(s) is encouraged to make these connections a funding priority for future walking and bicycling infrastructure improvements.*

☐ NO

☒ YES

Yes. See question 6 above.

**08. If the development site is within one mile of an existing multi-use path or trail, provide information on accessibility conditions.**

*Access between major developments and walking/bicycling facilities provide options for people who cannot or prefer not to drive, expand economic opportunities by better connecting people and jobs, and can help reduce traffic congestion. If connectivity with a regionally significant path or trail is available nearby, but walking or bicycling between the development site and those facilities is a challenge, the applicable local government(s) is encouraged to make the route a funding priority for future walking and bicycling infrastructure improvements.*

☐ NOT APPLICABLE (nearest path or trail more than one mile away)

☒ YES (provide additional information below)

Name of facility                      Atlanta Beltline Trail

Distance                                      ☒ Within or adjacent to development site (0.10 mile or less)

☐ 0.15 to 0.50 mile

☐ 0.50 to 1.00 mile

- Walking Access\* ☒ Sidewalks and crosswalks provide connectivity  
☐ Sidewalk and crosswalk network is incomplete  
☐ Not applicable (*accessing the site by walking is not consistent with the type of development proposed*)
- Bicycling Access\* ☒ Dedicated lanes or cycle tracks provide connectivity  
☐ Low volume and/or low speed streets provide connectivity  
☐ Route uses high volume and/or high speed streets  
☐ Not applicable (*accessing the site by bicycling is not consistent with the type of development proposed*)

Sidewalks exist along roadways adjacent to the site, however no adjacent bicycle lanes currently exist. The Atlanta Beltline Trail provides bicycle and pedestrian facilities for access to Ponce City Market site from the Beltline.

\* *Following the most direct feasible walking or bicycling route to the nearest point on the development site*

## **OTHER TRANSPORTATION DESIGN CONSIDERATIONS**

### **09. Does the site plan provide for the construction of publicly accessible roadway connections with adjacent parcels?**

*The ability for drivers and bus routes to move between developments without using the adjacent roadway network can save time and reduce congestion. Such opportunities should be considered and proactively incorporated into development site plans whenever possible.*

- ☒ YES (*connections to adjacent parcels are planned as part of the development*)  
☐ YES (*stub outs will make future connections possible when adjacent parcels redevelop*)  
☐ NO (*the site plan precludes future connections with adjacent parcels when they redevelop*)  
☐ NOT APPLICABLE (*adjacent parcels are not likely to develop or redevelop in the near future*)  
☐ NOT APPLICABLE (*the nature of the development or adjacent parcels does not lend itself to interparcel roadway connections*)

[Click here to provide comments.](#)

**10. Does the site plan enable pedestrians and bicyclists to move between destinations within the development site safely and conveniently?**

*The ability for walkers and bicyclists to move within the site safely and conveniently reduces reliance on vehicular trips, which has congestion reduction and health benefits. Development site plans should incorporate well designed and direct sidewalk connections between all key destinations. To the extent practical, bicycle lanes or multiuse paths are encouraged for large acreage sites and where high volumes of bicyclists and pedestrians are possible.*

- ☒ YES (sidewalks provided on all key walking routes and both sides of roads whenever practical and bicyclists should have no major issues navigating the street network)
- ☐ PARTIAL (some walking and bicycling facilities are provided, but connections are not comprehensive and/or direct)
- ☐ NO (walking and bicycling facilities within the site are limited or nonexistent)
- ☐ NOT APPLICABLE (the nature of the development does not lend itself to internal walking and bicycling trips)

The site plan and traffic analysis does not indicate bicycle facilities being provided internal to development site. Sidewalks currently exist on all adjacent roadways. The site plan indicates internal provisions for sidewalks and crosswalks allowing for pedestrian connectivity throughout the site.

**11. Does the site plan provide the ability to construct publicly accessible bicycling and walking connections with adjacent parcels which may be redeveloped in the future?**

*The ability for walkers and bicyclists to move between developments safely and conveniently reduces reliance on vehicular trips, which has congestion reduction and health benefits. Such opportunities should be considered and proactively incorporated into development site plans whenever possible.*

- ☒ YES (connections to adjacent parcels are planned as part of the development)
- ☐ YES (stub outs will make future connections possible when adjacent parcels redevelop)
- ☐ NO (the development site plan does not enable walking or bicycling to/from adjacent parcels)
- ☐ NO (the site plan precludes future connections with adjacent parcels when they redevelop)
- ☐ NOT APPLICABLE (adjacent parcels are not likely to develop or redevelop in the near future)
- ☐ NOT APPLICABLE (the nature of the development or adjacent parcels does not lend itself to interparcel walking and bicycling trips)

The development site is bounded by public streets with existing sidewalks facilities on three side and the Beltline Trail on the fourth (east side.) Adjacent parcels on the east, west and south are currently developed with existing external bicycle and pedestrian facilities providing connectivity to adjacent uses.

**12. Does the site plan effectively manage truck movements and separate them, to the extent possible, from the flow of pedestrians, bicyclists and motorists both within the site and on the surrounding road network?**

*The ability for delivery and service vehicles to efficiently enter and exit major developments is often key to their economic success. So is the ability of visitors and customers being able to move around safely and pleasantly within the site. To the extent practical, truck movements should be segregated by minimizing the number of conflict points with publicly accessible internal roadways, sidewalks, paths and other facilities.*

- ☐ YES (truck routes to serve destinations within the site are clearly delineated, provide ample space for queuing and turning around, and are separated from other users to the extent practical)
- ☐ PARTIAL (while one or more truck routes are also used by motorists and/or interface with primary walking and bicycling routes, the site plan mitigates the potential for conflict adequately)
- ☐ NO (one or more truck routes serving the site conflict directly with routes likely to be used heavily by pedestrians, bicyclists and/or motorists)
- ☒ NOT APPLICABLE (the nature of the development will not generate a wide variety of users and/or very low truck volumes, so the potential for conflict is negligible)

[Click here to provide comments.](#)

## **RECOMMENDATIONS**

**13. Do the transportation network recommendations outlined in the traffic study appear to be feasible from a constructability standpoint?**

- ☐ UNKNOWN (additional study is necessary)
- ☒ YES (based on information made available through the review process; does not represent a thorough engineering / financial analysis)
- ☐ NO (see comments below)

[Click here to enter text.](#)

**14. Is ARC aware of any issues with the development proposal which may result in it being opposed by one or more local governments, agencies or stakeholder groups?**

- ☒ NO (based on information shared with ARC staff prior to or during the review process; does not reflect the outcome of an extensive stakeholder engagement process)
- ☐ YES (see comments below)

[Click here to enter text.](#)

**15. ARC offers the following additional comments for consideration by the development team and/or the applicable local government(s):**

None.





## Developments of Regional Impact

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### DRI #2709

#### 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: Monique Forte

Telephone: 404-546-0196

E-mail: [mbforte@atlantaga.gov](mailto:mbforte@atlantaga.gov)

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

#### Proposed Project Information

Name of Proposed Project: Ponce City Market - Phase 2

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

Brief Description of Project: The project site consists of three parcels (Parcels B, D and F) of new/additional development located on the existing 20-acre Ponce City Market site and includes a combination of residential apartments, retail, office space and a hotel. The site is bounded by SR8/Ponce de Leon Ave. to the north, the Atlanta BeltLine to the east, North Ave. to the south, and Glen Iris Dr. to the west.

#### 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.): 450 apartment units, 68,000 SF office, 71,000 SF retail, 500-room hotel

Developer: Jamestown, L.P.

Mailing Address: 675 Ponce de Leon Avenue, NE

Address 2: 7th Floor

City: Atlanta State: GA Zip: 30308

Telephone: 404-835-8230

Email: [Frances.Bohn@JamestownLP.com](mailto:Frances.Bohn@JamestownLP.com)

Is property owner different from developer/applicant? ☐ (not selected) ☐ Yes ☒ No

If yes, property owner:

Is the proposed project entirely located within your local government's jurisdiction? ☐ (not selected) ☒ Yes ☐ No

If no, in what additional jurisdictions is the project located?

Is the current proposal a continuation or expansion of a previous DRI? ☐ (not selected) ☒ Yes ☐ No

If yes, provide the following information: Project Name: Ponce City Market  
Project ID: 2318

The initial action being requested of the local government for this project: ☐ Rezoning  
☐ Variance  
☐ Sewer  
☐ Water  
☐ Permit  
☒ Other Zoning Amendment

Is this project a phase or part of a larger overall project? ☐ (not selected) ☒ Yes ☐ No

If yes, what percent of the overall project does this project/phase represent? 25% expansion of existing master plan

Estimated Project Completion This project/phase: 2022  
Dates: Overall project: 2022

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## Developments of Regional Impact

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### DRI #2709

#### 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: Monique Forte  
Telephone: 404-546-0196  
Email: mbforte@atlantaga.gov

#### Project Information

Name of Proposed Project: Ponce City Market - Phase 2  
DRI ID Number: 2709  
Developer/Applicant: Jamestown, L.P.  
Telephone: 404-835-8230  
Email(s): Frances.Bohn@JamestownLP.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: \$193,200,000

Estimated annual local tax revenues (i.e., property tax, sales tax) likely to be generated by the proposed development: \$11,900,000

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

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

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

#### Water Supply

Name of water supply provider for this site: City of Atlanta

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

0.21 MGD

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: City of Atlanta

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

0.18 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.)

13,351 gross daily trips (7,707 net daily); 489 net AM trips; 603 net PM trips

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:

### Solid Waste Disposal

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

1,566.85 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?

93%

Describe any measures proposed (such as buffers, detention or retention ponds, pervious parking areas) to mitigate the project's impacts on stormwater management: Structural underground storm water detention systems will be provided in conjunction with structural water quality separation/filtration devices. Measures are designed to achieve a 30% reduction in storm water flow over the pre-development conditions.

### 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:  
Main building is historic and being preserved.

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PROJECT: PONCE CITY MARKET - PHASE 2 675 PONCE DE LEON AVE., NE ATLANTA, GA 30308		CUSTOMER: JAMESTOWN, L.P.	SCALE: 1" = 50'				 © 2017 KIMLEY-HORN AND ASSOCIATES, INC. 817 W. PEACHTREE STREET, NW THE BILTMORE, SUITE 601 ATLANTA, GEORGIA 30308 PHONE (404) 515-8700 WWW.KIMLEY-HORN.COM		7	
DATE: 07/27/2017			DRAWN BY: BDC		6					
PROJECT NO. 019689005			DESIGNED BY: BDC		5					
SHEET NUMBER		TITLE: DRI SITE PLAN	CHECKED BY: E.H.J.		4					
					3					
					2					
					1					
					No.	REVISIONS				
					BY	DATE				