

# 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:** January 25, 2018

**ARC REVIEW CODE:** R1801251

**TO:** Mayor Steve Tumlin, City of Marietta  
**ATTN TO:** Daniel Cummings, Economic Development Manager  
**FROM:** Douglas R. Hooker, Executive Director, ARC  
**RE:** Development of Regional Impact (DRI) Review - **Notification Only**



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Original on file

The Atlanta Regional Commission (ARC) has completed a preliminary regional review of the following development. ARC reviewed the development 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 report does not address whether the development is or is not in the best interest of the local government.

This proposed project does not exceed ARC's DRI review threshold for this land use in this area of the region and therefore does not warrant DRI review. It does exceed Georgia DCA's base threshold and as such is subject to this "Notification Only" process per DCA's rules.

**Name of Proposal:** 1019 and 1033 Franklin Gateway

**Review Type:** DRI

**Submitting Local Government:** City of Marietta

**Date Opened:** Jan. 25, 2018

**Deadline for Comments:** Feb. 4, 2018

**Date to Close:** Feb. 5, 2018

**Description:** This proposed project does not exceed ARC's DRI review threshold for this land use in this area of the region and therefore does not warrant DRI review. It does exceed Georgia DCA's base threshold and as such is subject to this "Notification Only" process per DCA's rules.

The proposed development is located on 34.39 acres in the City of Marietta at 1019 and 1033 Franklin Gateway, north of Delk Road (SR 280), south of Franklin Court, and immediately west of I-75. The project is proposed to consist of 338,793 SF of commercial space in one building housing an IKEA retail store. Site access is proposed via two driveways onto Franklin Gateway. The local triggers for this review are a rezoning application for 1033 Franklin Gateway and the sale of 1019 Franklin Gateway by the City of Marietta to the applicant.

**PRELIMINARY COMMENTS:** According to the ARC Unified Growth Policy Map (UGPM), part of The Atlanta Region's Plan, this DRI is located in a Regional Employment Corridor as well as a Regional Center. ARC's Regional Development Guide (RDG) details recommended policies for areas on the UGPM. General information and policy recommendations for Regional Employment Corridors and Regional Centers are listed at the bottom of this report.

In general, 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 areas on the property. The project could further support The Atlanta Region's Plan if it incorporated other aspects of regional policy, including green infrastructure and/or low-impact design (e.g., rain gardens, vegetated swales, etc.) as part of any improvements to streetscapes, driveways, parking areas and site frontages.

The intensity of this proposed project aligns with the RDG's recommended range of densities and building heights in Regional Employment Corridors. While the land use appears to be generally compatible with the area, City leadership and staff, along with the development team, should collaborate to ensure sensitivity to

nearby neighborhoods, land uses, structures and natural resources – as well as other nearby local governments.

The proposed development is located in the Franklin/Delk Livable Centers Initiative (LCI) study area. The development team should work with City staff and leadership to ensure that the project, as constructed, is consistent with the recommendations of the LCI plan to the greatest extent possible.

Additional comments from ARC staff may be included in the final report at the close of this Notification Only process.

Further to the above, Regional Employment Corridors, along with the Region Core (Downtown, Midtown and Buckhead), form the densest part of the Atlanta region. Connected with transit, this area of the region is typically the most walkable, and redevelopment is the main driver of its growth. The Region Core and Regional Employment Corridors together contain 26 percent of the 10-county region's jobs and eight percent of region's population on approximately 2.25 percent of the region's land area. Regional policy recommendations for Regional Employment Corridors include:

- Continue to invest in the LCI program to assist local governments in center planning and infrastructure.
- Prioritize preservation of existing transit, increase frequency and availability of transit options.
- Encourage compact infill development, redevelopment and adaptive reuse.
- Create a range of housing options to accommodate all sectors of the workforce.
- Encourage active ground floor, pedestrian scale design, and pedestrian amenities in new development and the redevelopment of existing sites

Further to the above, Regional Centers are metro Atlanta's centers for employment, shopping and entertainment. These centers should be connected to the regional transportation network with existing or planned high-capacity transit service. In most cases, these centers have a jobs-housing imbalance, so housing options should be expanded within their boundaries, especially around existing or planned transit. Regional policy recommendations for Regional Centers include:

- Prioritize preservation, expansion and access to existing and planned transit systems and improve the quality and aesthetics of existing facilities.
- Incorporate appropriate end-of-trip facilities, such as bicycle racks and showers/locker rooms, within new and existing development.
- Enhance mobility and accessibility for all by creating Complete Streets that accommodate all modes of transportation.
- Encourage active ground floor, pedestrian-scale design and pedestrian amenities in new development and redevelopment of existing sites.
- Work toward improving the jobs-housing imbalance in Regional Centers and promote housing options to accommodate multiple household sizes and price points in close proximity to jobs.
- Use alternative designs and materials to minimize impervious surfaces to the greatest possible extent.

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

ARC COMMUNITY DEVELOPMENT  
ARC RESEARCH & ANALYTICS  
GEORGIA DEPARTMENT OF TRANSPORTATION  
CUMBERLAND COMMUNITY IMPROVEMENT DISTRICT

ARC TRANSPORTATION ACCESS & MOBILITY  
GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS  
GEORGIA REGIONAL TRANSPORTATION AUTHORITY  
COBB COUNTY

ARC NATURAL RESOURCES  
GEORGIA DEPARTMENT OF NATURAL RESOURCES  
DOBBINS AIR RESERVE BASE  
CITY OF SMYRNA

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 – NOTIFICATION ONLY REQUEST FOR COMMENTS

Instructions: The project described in this packet has been submitted to this Regional Commission for review. Although this proposed development does not cross ARC DRI review thresholds, we would like to consider your comments on this proposed development in our Notification Only 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 RC on or before the specified return deadline.

Preliminary Findings of the RDC: **1019 and 1033 Franklin Gateway** *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: ***February 4, 2018***

## ARC STAFF NOTICE OF REGIONAL REVIEW AND COMMENT FORM

**DATE:** January 25, 2018

ARC REVIEW CODE: R1801251

**TO:** ARC Group Managers

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

### Reviewing staff by Jurisdiction:

Community Development: Smith, Andrew

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

**Natural Resources:** Santo, Jim

Research and Analytics: Skinner, Jim

**Name of Proposal:** 1019 and 1033 Franklin Gateway

**Review Type:** Development of Regional Impact – *Notification Only*

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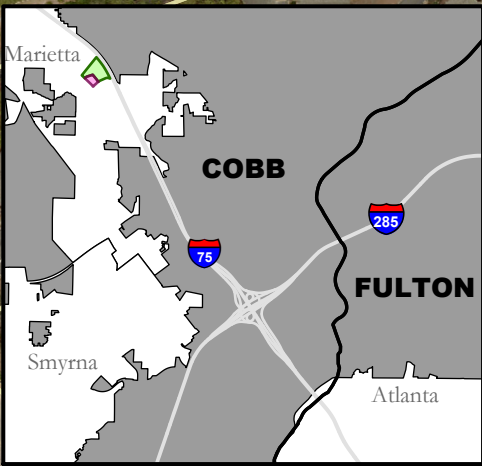
**Response:**

- 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]





**1019 Franklin Gateway**



MARIETTA CITY LIMITS

FRANKLIN GATEWAY

**1033 Franklin Gateway**





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INTERSTATE 75



IKEA

FRANKLIN GATEWAY