

January 28, 2019

Ms. Emily Estes
SRTA/GRTA
245 Peachtree Center Avenue NE
Suite 2200, Marquis I Tower
Atlanta, GA 30303

Mr. Andrew Smith
Atlanta Regional Commission
229 Peachtree Street NE
Suite 100, International Tower
Atlanta, Georgia 30303

Re: **DRI 2897 Atlanta Dairies Request for Expedited Review**

Dear Ms. Estes and Mr. Smith:

The purpose of this letter is to formally request an Expedited Review for DRI 2897 Atlanta Dairies based on its consistency with the Imagine Memorial LCI plan. The proposed DRI is located south of Memorial Drive, west of Pearl Street and east of Chester Avenue and within the Imagine Memorial LCI study area (see attached). DRI 2897 Atlanta Dairies development is an adaptive-reuse of an historical site, a mixture of land uses and site design that encompasses many of the core LCI goals. The DRI Form 1 has been filed and a pre-review meeting occurred on December 18, 2018 with the relevant stakeholders related to the LCI plan and consistency determination. Per the group's conversation at that meeting, it was agreed that the status of the LCI would not prevent the DRI from its eligibility for an Expedited Review. Below are additional details on the plan status and core LCI goals.

According to GRTA's Procedures and Principles for GRTA Development of Regional Impact Review, the proposed DRI complies with the **Expedited Review Criteria in Section 3-102, Part F – Livable Centers Initiative (LCI)**, which states:

"...the proposed DRI is located within an area approved for inclusion within the LCI program by the Atlanta Regional Commission and is consistent with the policies, design elements, and overall standards established by the study and any subsequently funded Supplemental Study(s). The local government(s) in which the LCI is located has completed and adopted the initial LCI Study within their Comprehensive Plan. Additionally, the local government(s) must have shown efforts towards implementation of the adopted study, by such methods as, approval of conforming development/redevelopment plan, adopted ordinances and/or codes, and implementation of the LCI's Five (5) Year Plan."

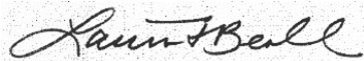
A former 2003 Memorial LCI was adopted by the City of Atlanta; however, the plan had not been updated nor implemented. Councilmember Natalyn Archibong commissioned a study with Georgia Tech in 2014 to revisit a vision for the corridor. In 2017, ARC awarded the Memorial Drive Corridor an LCI study grant to build upon that 2014 study. The LCI study was mostly finalized in 2018 with the major components of plan development and public engagement completed. A preliminary draft has been delivered to ARC and the City of Atlanta for review. The Imagine Memorial LCI plan is in the final stages of document edits among ARC, City of Atlanta and Memorial Drive Corridor Executive before moving forward onto legislative adoption by the Atlanta City Council.

The Atlanta Dairies DRI demonstrates the character and design defined by the Imagine Memorial LCI core goals, as well as other initiatives in the area previously completed, like the City of Atlanta's Quality of Life zoning for MRC-3-C and the BeltLine Subarea 4 Master Plan. The Memorial Drive Corridor Executive, and sponsor of the LCI study, has detailed the specific elements of the Atlanta Dairies DRI consistent with the LCI core goals in the attached memorandum. These core goals are:

- Create "Livable Activity Centers"
- Improve function and safety of existing roadway for all users
- Promote all transportation options
- Promote and preserve affordable housing
- Preserve and promote local history and culture
- Establish street design standards

Based on the findings presented in this letter, I believe that an Expedited DRI review is applicable for the DRI 2897 Atlanta Dairies development. Please let me know if you have any questions.

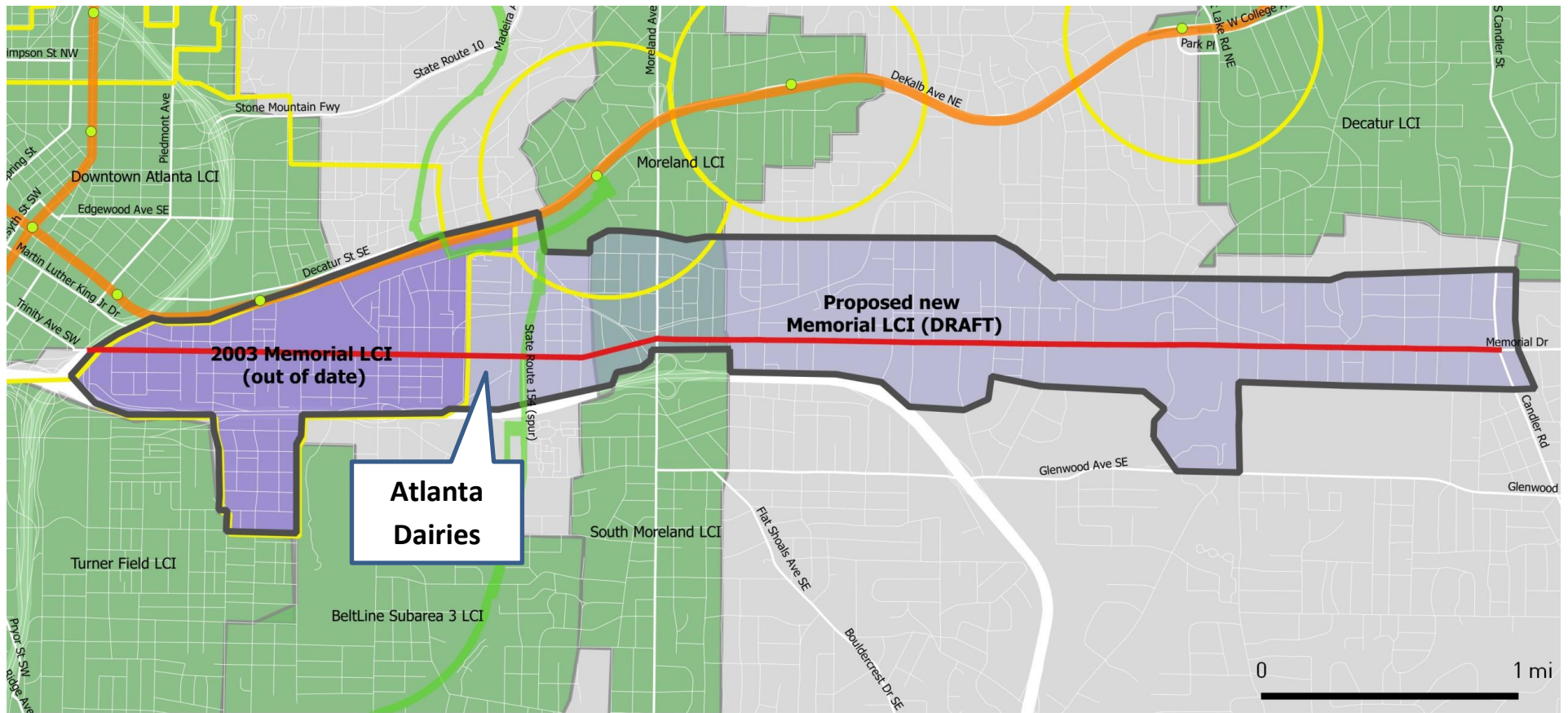
Best regards,

A handwritten signature in black ink, appearing to read "Laura F. Beall".

Laura F. Beall
President/CEO
Eagle Eye Planning Solutions, LLC

Attachment: Imagine Memorial LCI boundary
Memorial Drive Corridor Executive

Cc: Bennett Sands and Derek Owen, Wood Partners, LLC
Elizabeth Johnson, Kimley-Horn and Associates



Proposed Imagine Memorial LCI boundary

Corridor length: 5.5 miles
 Adjacent to ETAs: 3.88 miles (58%)
 Draft boundary area: 554 acres
 Length in UGPM Region Core:
 1.1 miles (26%)
 Length in UGPM Maturing
 Neighborhoods: 4.4 miles (74%)



Memo on Atlanta Dairies conformity to Imagine Memorial LCI plan

Friday, January 18, 2019

Summary:

This memo offers highlights from the Imagine Memorial LCI plan as it relates to the Atlanta Dairies development. In the view of this author and a range of stakeholders along the Memorial Drive Corridor, the Atlanta Dairies project complies with the long-term goals of the Imagine Memorial plan, the LCI program generally, as well as other relevant community plans.

The stated goals of the Livable Centers Initiative program are:

- Providing access to a variety of travel modes including transit, roadways, walking and biking
- Encouraging mixed-income residential neighborhoods, employment, shopping and recreation options
- Developing an outreach process that promotes the involvement of all stakeholders

Background:

The Imagine Memorial LCI plan is being finalized for completion and legislative adoption in early 2019. The plan was awarded a grant from the Atlanta Regional Commission in 2017, with the intent of updating plans for the ongoing development boom along Memorial Drive and building on momentum from the 2014 Imagine Memorial study commissioned by Councilmember Natalyn Mosby Archibong with Georgia Tech. Lord Aeck Sargent was retained as the primary consultant. The majority of work was performed in August through December 2018.

The overarching philosophy of the plan was to enact a new comprehensive plan for the 5.5-mile scope of Memorial Drive in the City of Atlanta. A key premise was to avoid “re-planning” segments of the Corridor where sound plans are in place and focus on areas that needed more specific attention. Much of the attention was focused on the areas east of Moreland Avenue.

In the case of the Atlanta Dairies project, many of the key land use, zoning, and urban design elements were already defined by two key planning efforts from the past:

- 2001 Memorial-MLK Revitalization Plan
- 2011 BeltLine Subarea 4 Master Plan

At a city-wide level, the project was largely shaped by the City of Atlanta’s Quality of Life zoning (MRC, MR) categories and the urban design requirements of the BeltLine Overlay.

Imagine Memorial LCI details

The following six high-level priorities were established through a years-long community engagement

process that culminated in a “pop-up design studio” with three days of intensive community engagement. (pp. 54-56)

- Create “Livable Activity Centers”
 - o This refers to nodes of mixed-use development where jobs, housing, and services are co-located in such a way that individual vehicle trips may be reduced. The Dairies project contains 564 multi-family units, 46,165 square feet of office space, and 86,408 SF of commercial space on a 9.7-acre site in a mature neighborhood near the region’s core. Tenants include a department store, restaurants, coffee shop, music venue, and a brewery tasting room. All uses are oriented to the street or via internal plazas with consolidated, shared parking across all uses.
- Improve Function and Safety of existing roadway for all users
 - o The Dairies project is making major improvements in pedestrian accessibility and safety by building new ADA-compliant sidewalks, streetscapes, and ramps on all the streets surrounding the project. In all, the project will introduce about 2,300 feet of new sidewalk that was either in poor condition or non-existent. It reduces vehicular access across the sidewalk on Memorial from a former surface parking lot to one driveway.
- Promote all transportation options
 - o The project is well-served by transit (MARTA routes #21 and #74) and the nearby BeltLine, which will soon be completed to Memorial Drive. The new terminus of the BeltLine Eastside Trail is about 620 feet by foot from the northeast corner of the Dairies property, with ADA-accessible sidewalks, ramps, and crosswalks. Depending on the alignments of MARTA’s I-20 Bus Rapid Transit (BRT) and Atlanta Streetcar projects, the site could be served by higher-capacity transit options in the future.
- Promote and Preserve Affordable Housing
 - o While the first phase of multifamily units does not contain any affordable units, the second phase will be subject to the BeltLine Overlay requirement of providing either 15% of units affordable at 80% of Area Median Income or 10% at 60% of AMI.
- Preserve and Promote local history and culture
 - o Historic preservation of the Corridor’s architecture has been an important priority for Reynoldstown for decades. The centerpiece of the Dairies project is the adaptive reuse of the 1940s Art Moderne building that is one of the key landmarks of the Corridor’s industrial past. In combination with the renovated Atlanta Habitat for Humanity headquarters across Memorial Drive, the project preserves and upgrades a street experience, viewshed, and history unmatched anywhere else in the City.
- Establish street design standards
 - o A long-term issue identified by Imagine Memorial is resolving design conflicts between Georgia Department of Transportation policies for vehicle travel with City requirements for pedestrian-friendly streetscapes. While that work is still in progress, the developer (Paces) and their consultants (Kimley-Horn) have been eager partners in trying resolve these conflicts and pressing for more street trees, shorter curb radii, and other design elements to improve walkability for the project.