



Transportation Analysis

Quarry Yards DRI #2993

City of Atlanta, Georgia

Report Prepared:

August 2019

Prepared for:

Urban Creek Partners

Prepared by:

Kimley»Horn

Kimley-Horn and Associates, Inc.
817 West Peachtree Street, Suite 601
Atlanta, GA 30308
August 2019
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August 27, 2019

Mr. Andrew Spiliotis
Program Manager
Georgia Regional Transportation Authority (GRTA)
245 Peachtree Center Avenue, NE, Suite 2200
Atlanta, Georgia, 30303

RE: **Support for Expedited Review**
Quarry Yards DRI #2993
City of Atlanta, Georgia

Dear Mr. Spiliotis:

The purpose of this letter is to inform you that Special Administrative Permit for the *Quarry Yards DRI #2993* project is currently under review by the City of Atlanta. With the submittal of the Special Administrative Permit (SAP) for the easternmost portion of the site with the City of Atlanta in April 2019 and the development exceeding 500,000 gross square feet for mixed-use developments within “Maturing Neighborhoods”, a DRI review is expected. Per our previous conversation, we anticipate that this DRI will qualify for DRI Expedited Review based on the Livable Centers Initiative qualification. The following sections provide supporting documentation for Expedited review:

The project site is located within the Bankhead LCI (2005, 5 Year Update 2013).

According to GRTA's *Procedures and Principles for GRTA Development of Regional Impact Review*, the proposed changes to the DRI comply 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.

The proposed *Quarry Yards* development is mixed-use, consisting of residential, office, retail, and hotel land uses, in addition to new green space. This complies with the recommended land uses for the Bankhead LCI.

Based on the findings presented in this memorandum, we believe that an Expedited DRI review is applicable for the proposed *Quarry Yards DRI #2993* development. Per the GRTA Letter of Understanding dated July 22, 2019, the DRI meets the criteria for expedited review.

We hope this information is helpful. Please let us know if you have any questions.

KIMLEY-HORN AND ASSOCIATES, INC.

A handwritten signature in blue ink, appearing to read "Rob A. Ross".

Rob Ross, P.E.
Senior Associate

Attachment:

- GRTA Letter of Understanding

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EXECUTIVE SUMMARY

This report presents the analysis of the anticipated traffic impacts of the proposed *Quarry Yards* development located in the City of Atlanta, Georgia. The approximate 74-acre site is generally located north of Hollowell Parkway (US 278/US 78/SR 8), east of Francis Place, west of Gary Avenue, and south of the Bellwood Quarry. There is an additional parcel proposed with the development that is located south of Hollowell Parkway (US 278/US 78/SR 8) just east of Pierce Avenue. The proposed development will be mixed-use and will include new residential, office, retail, and hotel land uses, in addition to new green space.

The project is a Development of Regional Impact (DRI) and is subject to Georgia Regional Transportation Authority (GRTA) and Atlanta Regional Commission (ARC) review. The DRI trigger for this development was the submittal of the Special Administrative Permit (SAP) for the easternmost portion of the site with the City of Atlanta in April 2019 combined with the proposed development exceeding 500,000 gross square feet for mixed-use developments within an area ARC has designated on the Atlanta Region's Plan *Unified Growth Policy Map* as "Maturing Neighborhoods". The DRI was formally triggered with the filing of the Initial DRI Information (Form 1) on August 26, 2019 by the City of Atlanta.

The project site is located within the Bankhead LCI (2005, 5 Year Update 2013). The site is generally consistent with the overall theme of the LCI. Therefore, 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)**.

The present zoning classification of the project site is MRC-3 (mixed residential and commercial), RG-3 (general multifamily residential), MR-3 (multifamily residential), MR-4B (multifamily townhomes), and R-4 (single-family residential) according to the City of Atlanta Zoning Ordinance Map. All Quarry Yards land to the north of Donald Lee Hollowell Parkway that is not already zoned MRC-3 is proposed to be rezoned to MRC-3 in the near future.

The proposed development will consist of the following land uses and densities contained in **Table 1**:

Table 1: Proposed Land Uses and Densities		
Land Use	Unit	Proposed
Residential	DU	2,321 units
Hotel	Rooms	300 rooms
Office	SF	1,880,000 SF
Retail	SF	171,400 SF

Per the guidance of City of Atlanta Office of Zoning and Development staff, the developers responsible for "Quarry Yards", or the developers' successors, shall provide a minimum of 15% of affordable housing units across the 76-acre Quarry Yards' site in accordance with the Beltline Inclusionary Zoning Regulations Chapter 36A of the Atlanta Zoning Ordinance, as amended. While 182 units of affordable housing will be provided at "Parkside at Quarry Yards" (a joint venture between Prestwick Development Company, LLC and Urban Creek Partners, LLC) the balance of the required affordable units must be dispersed throughout the remainder of the residential buildings to be built as part of Quarry Yards so that the affordable units are not isolated.

The DRI analysis includes an estimation of the overall vehicle trips projected to be generated by the development, also known as gross trips. Reductions to gross trips are also considered in the analysis, including mixed-use reductions, alternative transportation mode reductions, and pass-by reductions.

The proposed project is expected to be completed by 2029, which will be considered the full build-out year in this analysis.

Capacity analyses were performed throughout the study network for the Existing 2019 conditions, the Projected 2029 No-Build conditions, and the Projected 2029 Build conditions.

- Existing 2019 conditions represent traffic volumes that were collected in April 2019 and July 2019 (adjusted for seasonal variation as needed).
- Projected 2029 No-Build conditions represent the existing traffic volumes grown for ten (10) years at 1.5 percent per year throughout the study network in addition to the project trips from Echo Street DRI #2814 (May 2018) and 1060 Hollowell DR #2815.
- Projected 2029 Build conditions represent the Projected 2029 No-Build conditions including the additional project trips that are anticipated to be generated by the *Quarry Yards* development.

Based on the **Existing 2019** conditions, one (1) out of the five (5) existing signalized study intersections currently operates below its acceptable overall LOS standard of D (per GRTA Letter of Understanding (LOU)) during the PM peak hour. Therefore, this intersection's (Hollowell Parkway (US 278/SR 8) at Marietta Boulevard Intersection #8)) Peak Hour LOS standard becomes LOS E for the applicable peak hour for future No-Build and Build scenarios, per GRTA guidelines.

Based on the **Projected 2029 No-Build** conditions, one (1) study intersection is projected to operate below its acceptable overall LOS standard during the AM and PM peak hours.

The following improvements would be required to maintain the desired level-of-service under the under Projected 2029 No-Build conditions:

Hollowell Parkway (US 278/US 78/SR 8) at Marietta Boulevard (Intersection #8)

- Construct one (1) additional southbound right-turn lane (creating two (2) southbound right-turn lanes).

Based on the **Projected 2029 Build** conditions, two (2) study intersections are projected to operate below their acceptable overall LOS standard during the AM and PM peak hours.

In addition to the system improvements under the Projected 2029 No-Build conditions to serve the background road network traffic, the following improvements would be required to maintain the desired level-of-service under Projected 2029 Build conditions:

Hollowell Parkway (US 278/US 78/SR 8) at W Lake Avenue/Florence Place (Intersection #2)

- Construct one (1) northbound channelized right-turn lane along W Lake Avenue/Florence Place, if approved by the Georgia Department of Transportation (GDOT).
- Construct one (1) westbound left-turn lane along Hollowell Parkway (US 278/SR 8), if approved by the Georgia Department of Transportation (GDOT).

Hollowell Parkway (US 278/US 78/SR 8) at Chappell Road (Intersection #5)

- Construct one (1) southbound left-turn lane, one (1) southbound through lane, and one (1) southbound right-turn lane on-site along Chappell Road.
- Provide one (1) northbound left-turn lane, and one (1) northbound shared through/right-turn lane along Chappell Road via restriping.

In addition to the recommended improvements previously discussed, the following site-access improvements are recommended to serve the traffic associated with the full build-out of the *Quarry Yards* development:

Hollowell Parkway (US 278/ US 78/SR 8) at Elbridge Road (Intersection #6)

- Construct one (1) southbound left-turn lane and provide one (1) southbound shared through / right-turn lane along Elbridge Road.

Hollowell Parkway (US 278/ US 78/SR 8) at Gary Avenue (Intersection #7)

- Construct one (1) southbound left-turn lane to provide one (1) exclusive southbound left-turn lane and one (1) exclusive southbound right-turn lane.

Francis Place at Proposed Site Driveway A (Intersection #9)

- On-site, construct one (1) westbound shared left / right-turn egress lane and one (1) ingress lane.

Ellinor Place at Proposed Site Driveway B (Intersection #10)

- On-site, construct one (1) westbound right-turn egress lane and one (1) ingress lane.

Hollowell Parkway (US 278/ US 78/SR 8) at Proposed Site Driveway C (Intersection #11)

- On-site, construct one (1) southbound left-turn egress lane, one (1) southbound right-turn egress lane and one (1) ingress lane.

Hollowell Parkway (US 278/ US 78/SR 8) at Proposed Site Driveway D (Intersection #12)

- On-site, construct one (1) northbound shared left / right-turn egress lane and one (1) ingress lane.

1.0 PROJECT DESCRIPTION

1.1 Introduction

This report presents the analysis of the anticipated traffic impacts of the proposed *Quarry Yards* development located in the City of Atlanta, Georgia. The approximate 74-acre site is located north of Hollowell Parkway (US 278/US 78/SR 8), east of Francis Place, west of Gary Avenue, and south of the Bellwood Quarry. There is an additional parcel proposed with the development that is located south of Hollowell Parkway (US 278/US 78/SR 8) just east of Pierce Avenue. The proposed development will be mixed-use and will include new residential, hotel, office, and retail land uses.

The project will exceed the 500,000 square feet threshold for mixed-use developments within “Maturing Neighborhoods”; therefore, the proposed development is a Development of Regional Impact (DRI) and is subject to Georgia Regional Transportation Authority (GRTA) and Atlanta Regional Commission (ARC) review.

The project site is located within the Bankhead LCI (2005, 5 Year Update 2013). The site is generally consistent with the overall theme of the LCI.

Therefore, 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.

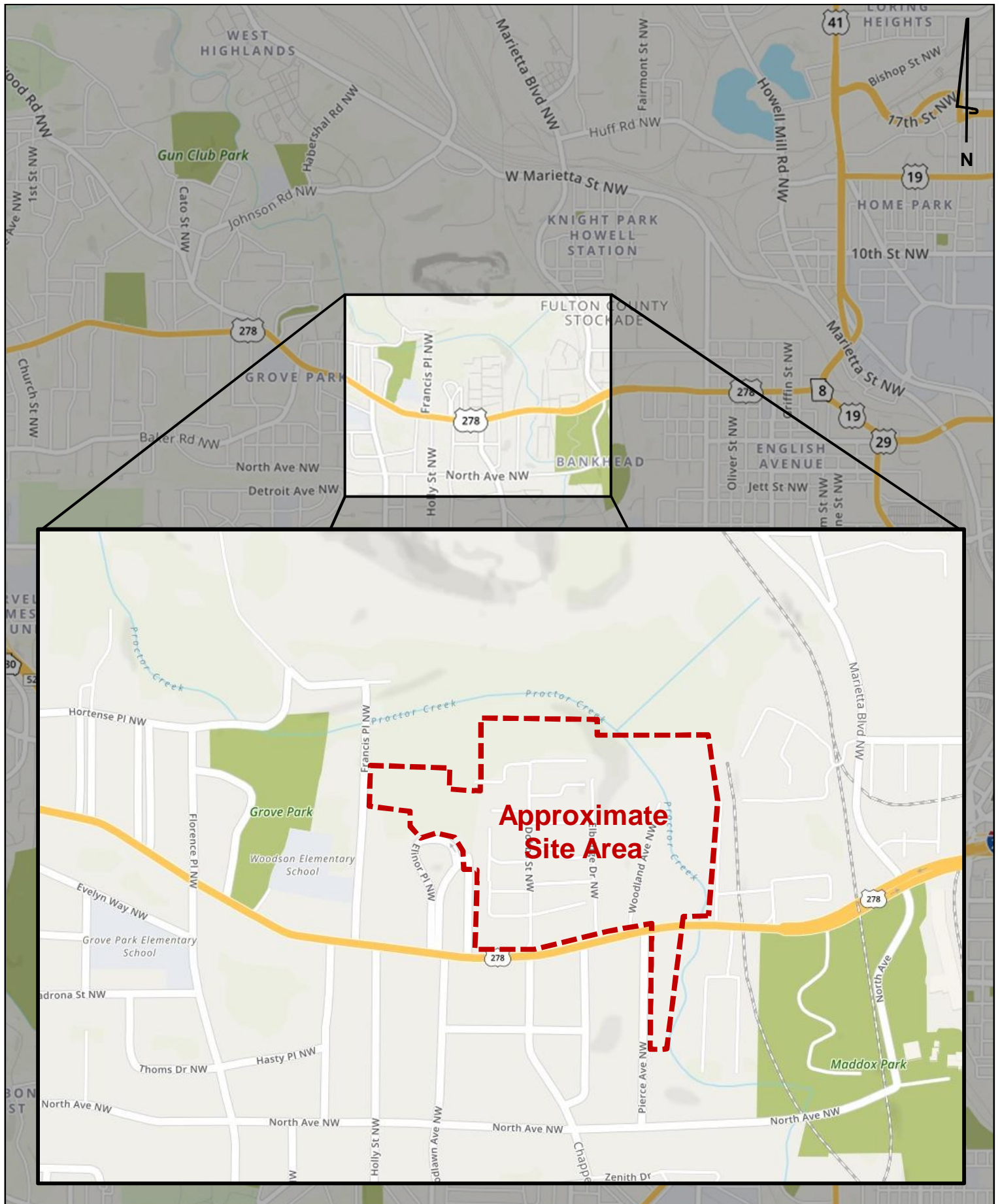
Figure 1 provides the site location of the Quarry Yards development. **Figure 2** provides an aerial view of the project site and surrounding area. Photos taken within the vicinity of the study network are located in the site photo log in **Appendix A**. The City of Atlanta Zoning Ordinance Map and the *Atlanta Region’s Plan Unified Growth Policy Map* are included in **Appendix B**.

The proposed project is expected to be completed by 2029, which will be considered the full build-out year in this analysis. A summary of the proposed land-use and density is shown in **Table 2**.

Table 2: Proposed Land Uses and Densities		
Land Use	Unit	Proposed
Residential	DU	2,321 units
Hotel	Rooms	300 rooms
Office	SF	1,880,000 SF
Retail	SF	171,400 SF

Per the guidance of City of Atlanta Office of Zoning and Development staff, the developers responsible for “Quarry Yards”, or the developers’ successors, shall provide a minimum of 15% of affordable housing units across the 76-acre Quarry Yards’ site in accordance with the Beltline Inclusionary Zoning Regulations Chapter 36A of the Atlanta Zoning Ordinance, as amended. While 182 units of affordable housing will be provided at “Parkside at Quarry Yards” (a joint venture between Prestwick Development Company, LLC and Urban Creek Partners, LLC) the balance of the required affordable units must be dispersed throughout the remainder of the residential buildings to be built as part of Quarry Yards so that the affordable units are not isolated.

The proposed site plan is provided in **Appendix C**. A full-sized site plan consistent with GRTA’s Site Plan Guidelines is also being submitted as part of the review package.





1.2 Site Access

As currently envisioned, the proposed *Quarry Yards development* will be accessible via seven (7) access points:

1. **Hollowell Parkway (US 278/US 78/SR 8) at Chappell Road (Intersection 5)** – The north leg of this existing signalized, full-movement intersection is proposed to be utilized for the proposed development.
2. **Hollowell Parkway (US 278/US 78/SR 8) at Elbridge Drive (Intersection 6)** – The north leg of this existing sidestreet stop-controlled, full-movement intersection is proposed to be realigned and utilized for the proposed development.
3. **Hollowell Parkway (US 278/US 78/SR 8) at Gary Drive (Intersection 7)** – The north leg of this existing, sidestreet stop-controlled, full-movement intersection is proposed to be utilized for the proposed development and adjacent properties.
4. **Francis Place at Proposed Driveway A (Intersection 9)** – A new, full-movement driveway is proposed along Francis Place north of Hollowell Parkway (US 278/US 78/SR 8). The driveway will become the east leg of the new T-intersection and is proposed to operate under sidestreet stop-control.
5. **Ellinor Place at Proposed Driveway B (Intersection 10)** – A new driveway is proposed along Ellinor Place north of Hollowell Parkway (US 278/US 78/SR 8). The driveway will be considered a right-in/right-out intersection due to the one-way operation of the northernmost section of Ellinor Place. The driveway will become the east leg of the new T-intersection and is proposed to operate under sidestreet stop-control.
6. **Hollowell Parkway (US 278/US 78/SR 8) at Proposed Driveway C (Intersection 11)** – A new, full-movement driveway is proposed along Hollowell Parkway (US 278/US 78/SR 8) east of Ellinor Place. The driveway will become the north leg of the new T-intersection and is proposed to operate under sidestreet stop-control.
7. **Hollowell Parkway (US 278/US 78/SR 8) at Proposed Driveway D (Intersection 12)** – A new, full-movement driveway is proposed along Hollowell Parkway (US 278/US 78/SR 8) east of Elbridge Drive. The driveway will become the south leg of the new T-intersection and is proposed to operate under sidestreet stop-control.

Additionally, a concierge loop is proposed with two (2) access points along Hollowell Parkway (US 278/US 78/SR 8) east of Elbridge Drive. The concierge loop does not provide access to internal site roadways or on-site parking. Based on conversations during the Pre-Review meeting, the concierge loop is anticipated to generate minimal traffic. Therefore, these driveways were not included in the overall study network.

Capacity analyses were performed for the proposed site driveway intersections using *Synchro 10.0*. The results of the capacity analyses are reported in *Section 5.3* of this report.

1.3 Internal Circulation Analysis

Internal roadways throughout the site provide vehicular access to all buildings and parking on the site. See referenced site plan in **Appendix C** for a visual representation of vehicular access and circulation throughout the proposed development.

Parking will be provided by a combination of parking decks and surface parking lots on-site throughout the development. It should be noted that the master plan is still being developed and parking details are subject to change.

Max Parking Allowed: 10,250 parking spaces

Additionally, pedestrian connections are provided across Proctor Creek at two locations within the site.

1.4 Bicycle and Pedestrian Facilities

Pedestrian facilities (sidewalks) currently exist along the project site frontage along Hollowell Parkway (US 278/US 78/SR 8) and Ellinor Place. Additionally, a pedestrian trail is provided along the southern end of Gary Avenue that continues through the development. Proposed pedestrian facilities (sidewalks) will extend the entire length of site frontage along Gary Avenue.

The proposed development will provide pedestrian connections to the Proctor Creek Greenway and Westside Quarry Park. Additionally, the Westside Beltline is planned to be located approximately 0.3 miles east of the site.

Bicycle facilities are proposed to be constructed along Hollowell Parkway (US 278/US 78/SR 8) from West Lake Avenue/Florence Place to Proctor Creek (west of Gary Avenue) with the implementation of the Proposed Donald Lee Hollowell Parkway Streetscape Project (Project ID# 0010322).

1.5 Transit Facilities

The eastern border of the project site is located immediately west of the Bankhead MARTA Transit station, which is served by the Green line seven days a week and MARTA Bus Routes #26 and #58.

MARTA has a tier one project to upgrade the Bankhead MARTA Transit station by the year 2025.

2.0 METHODOLOGY AND ASSUMPTIONS

2.1 Study Network Determination

A general study area was determined based on a review of land uses and population densities in the area as well as a review of peak hour traffic counts and engineering judgement. The study area was agreed upon during methodology discussions with GRTA, ARC, GDOT, and City of Atlanta staff, and includes the following eight (8) intersections described in **Table 3**. The study intersections are shown in **Figure 3**.

Table 3: Intersection Control Summary

Intersection	Control
1. Hollowell Parkway (US 278/US 78/SR 8) at Hollywood Road	Signal
2. Hollowell Parkway (US 278/US 78/SR 8) at W Lake Avenue/Florence Place	Signal
3. Hollowell Parkway (US 278/US 78/SR 8) at Francis Place	Signal
4. Hollowell Parkway (US 278/US 78/SR 8) at Ellinor Place	Stop Control
5. Hollowell Parkway (US 278/US 78/SR 8) at Chappell Road	Signal
6. Hollowell Parkway (US 278/US 78/SR 8) at Elbridge Road	Stop Control
7. Hollowell Parkway (US 278/US 78/SR 8) at Gary Avenue	Stop Control
8. Hollowell Parkway (US 278/US 78/SR 8) at Marietta Boulevard	Signal

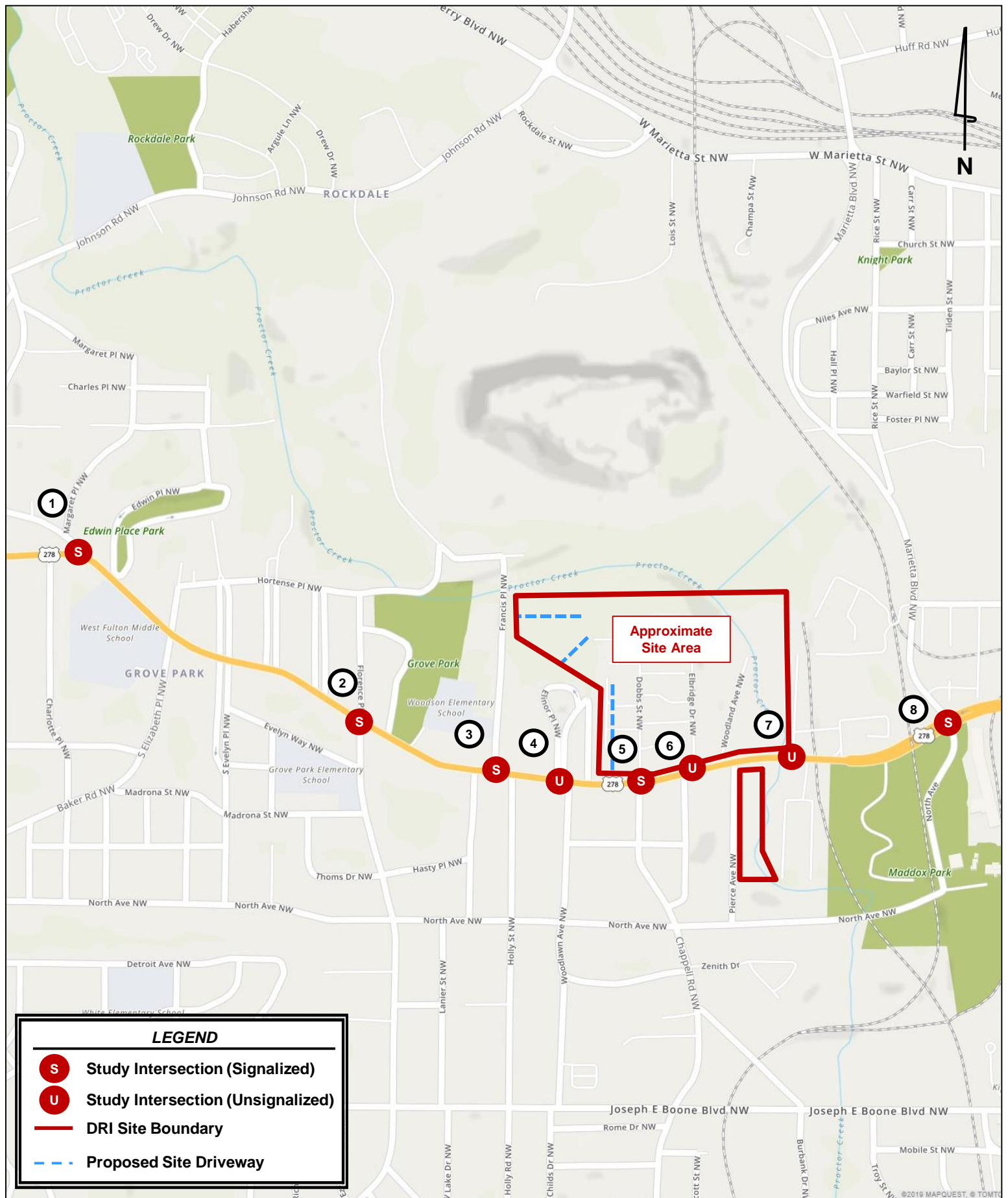
Each of the intersections listed in **Table 3** were analyzed for Existing 2019 conditions, Projected 2029 No-Build conditions, and Projected 2029 Build conditions.

2.2 Existing Roadway Facilities

Roadway classification descriptions and estimated Average Daily Traffic (ADT) for the entire study area are provided in **Table 4** (bolded roadway runs adjacent to the site).

Table 4: Roadway Classifications

Roadway	No. of Lanes	Average Daily Traffic (ADT)	GDOT Functional Classification
Hollowell Parkway (US 278/US 78/SR 8)	4	(west of Chappell Rd)	Principal Arterial
Hollywood Road	2	3,020 (north of St Paul Ave)	Major Collector
W Lake Avenue	2	-	Minor Arterial
Florence Place	2	-	Local Road
Francis Place	2	(north of Hollowell Pkwy)	Local Road
Ellinor Place	2	-	Local Road
Chappell Road	2	(south of Boone Blvd)	Local Road
Elbridge Drive	2	-	Local Road
Gary Avenue	2	-	Local Road
Marietta Boulevard	4	11,200 (north of Hollowell Pkwy)	Minor Arterial
North Avenue	2	-	Local Road



2.3 Traffic Data Collection

Weekday peak hour turning movement counts were collected on Thursday, April 25, 2019, at all but two of the study intersections during the AM and PM peak periods. The turning movements counts during the AM and PM peak periods at the remaining study intersections (Hollowell Parkway (US 278/US 78/SR 8) at Francis Place and Hollowell Parkway (US 278/US 78/SR 8) at Ellinor Place) were collected on Tuesday, July 23, 2019.

Because the counts for the intersections of Hollowell Parkway (US 278/US 78/SR 8) at Francis Place and Hollowell Parkway (US 278/US 78/SR 8) at Ellinor Place were collected during an off-peak season when school was not in session, the raw traffic counts were increased by 2% during the AM and PM peak hours. The volumes were adjusted to better represent typical traffic conditions. The seasonal adjustment factor was derived from comparing traffic counts previously collected at the intersection of Joseph E Lowery Boulevard at Donald Lee Hollowell Parkway in March 2018 with counts collected in July 2019.

Peak hours for all the study intersections are shown in **Table 5**.

1. Hollowell Parkway (US 278/US 78/SR 8) at Hollywood Road	7:30 AM – 8:30 AM	5:00 PM – 6:00 PM
2. Hollowell Parkway (US 278/US 78/SR 8) at W Lake Avenue/Florence Place	7:30 AM – 8:30 AM	5:00 PM – 6:00 PM
3. Hollowell Parkway (US 278/US 78/SR 8) at Francis Place	7:45 AM – 8:45 AM	4:45 PM – 5:45 PM
4. Hollowell Parkway (US 278/US 78/SR 8) at Ellinor Place	8:00 AM – 9:00 AM	4:45 PM – 5:45 PM
5. Hollowell Parkway (US 278/US 78/SR 8) at Chappell Road	7:30 AM – 8:30 AM	4:30 PM – 5:30 PM
6. Hollowell Parkway (US 278/US 78/SR 8) at Elbridge Road	8:00 AM – 9:00 AM	4:30 PM – 5:30 PM
7. Hollowell Parkway (US 278/US 78/SR 8) at Gary Avenue	7:30 AM – 8:30 AM	4:30 PM – 5:30 PM
8. Hollowell Parkway (US 278/US 78/SR 8) at Marietta Boulevard	7:30 AM – 8:30 AM	4:30 PM – 5:30 PM

The collected peak hour turning movement traffic counts are available upon request.

2.4 Growth Rate

Background traffic is defined as expected traffic on the roadway network in future year(s) absent the construction and opening of the *Quarry Yards development*. Background traffic includes a base growth rate based on historical count data as well as population growth data and estimates as well as trips anticipated from nearby or adjacent other projects. Based on methodology outlined in the GRTA Letter of Understanding (LOU), a 1.5 percent per year background traffic growth rate was used for all roadways.

The Projected 2029 No-Build conditions represent the existing traffic volumes grown for ten (10) years at 1.5 percent per year throughout the study network with the addition of the project trips associated with the Echo Street DRI #2814 (May 2018) and 1060 Hollowell DR #2815. The Projected 2029 Build conditions represent the project trips generated by the *Quarry Yards development* (discussed in Section 3.0 and 4.0) added to the Projected 2029 No-Build Conditions

2.5 Detailed Intersection Analysis

Level-of-service (LOS) is used to describe the operating characteristics of a road segment or intersection in relation to its capacity. LOS is defined as a qualitative measure that describes operational conditions and motorists' perceptions within a traffic stream. The *Highway Capacity Manual* defines six levels-of-service, LOS A through LOS F, with A being the best and F being the worst. LOS analyses were conducted at all intersections within the study network using *Synchro Professional, Version 10.0*. The program uses methodologies contained in the *6th Edition Highway Capacity Manual* to determine the operating characteristics of an intersection. Existing traffic signal phasing and timing data were retrieved for available intersections via field observations.

LOS for signalized intersections and all-way stop controlled unsignalized intersections are reported for the intersection as a whole. One or more movements at an intersection may experience a low level-of-service, while the intersection as a whole may operate acceptably.

LOS for unsignalized intersections, with stop control on the minor street only, are reported for the side street approaches and the major street left-turn movements. Low levels-of-service for side street approaches are not uncommon, as vehicles may experience significant delays in turning onto a major roadway.

2.6 Level-of-Service Standards

For the purposes of this traffic analysis, a LOS standard of D was assumed for all intersections and segments within the study network which is consistent with the GRTA LOU. If the overall LOS for an intersection under existing conditions resulted in LOS E, then the LOS standard for future conditions was assumed to be E.

3.0 TRIP GENERATION

As stated previously, gross trips associated with the proposed development were estimated using the *Institute of Transportation Engineers' (ITE) Trip Generation Manual, 10th Edition, 2017*.

Reductions to gross trips are also considered in the analysis, including mixed-use reductions, alternative transportation mode reductions, and pass-by reductions.

Mixed-use reductions occur when a site has a combination of different land uses that interact with one another. For example, people living in a residential development may walk to the restaurants and retail instead of driving off-site or to the site. This reduces the number of vehicle trips that will be made on the roadway, thus reducing traffic congestion. These types of interactions are expected at the *Quarry Yards* development – including residents walking to the retail land uses.

Alternative modes reductions are taken when a site can be accessed by modes other than vehicles (walking, bicycling, transit, etc.). As the *Quarry Yards* development is located convenient to transit, a 27.5% alternative mode reduction was taken. The eastern border of the project site is located immediately west of the Bankhead MARTA Transit station, which is served by the Green line seven days a week and MARTA Bus Routes #26 and #58. Additionally, the Westside Beltline is planned to be located approximately 0.3 miles east of the site. This reduction is consistent with GRTA's Letter of Understanding.

Pass-by reductions are taken for a site when traffic normally traveling along a roadway may choose to visit a retail or restaurant establishment that is along the vehicle's path. These trips were already on the road and would therefore only be new trips on the driveways. The retail establishments proposed for the project are expected to generate pass-by trips.

Trip generation for this proposed development is calculated based upon the following land uses: Multi-Family Housing (Low-Rise) (ITE 220), Multi-Family Housing (Mid-Rise) (ITE 221), Hotel (ITE 310), General Office Building (ITE 710), and Shopping Center (ITE 820).

The total (net) trips generated and analyzed in this report are listed in **Table 6**.

Table 6: Net New Trip Generation									
Code	Land Use	Density	Daily Traffic			AM Peak Hour		PM Peak Hour	
			Total	Enter	Exit	Enter	Exit	Enter	Exit
220	Multi-Family Housing (Low-Rise)	139 units	1,010	505	505	15	50	50	29
221	Multi-Family Housing (Mid-Rise)	2,182 units	11,890	5,945	5,945	183	519	521	333
310	Hotel	300 rooms	2,960	1,480	1,480	86	59	101	98
710	General Office	1,880,000 SF	18,268	9,134	9,134	1,543	251	296	1,552
820	Shopping Center	171,400 SF	6,470	3,235	3,235	100	61	313	340
Gross Project Trips			40,598	20,299	20,299	1,927	940	1,281	2,352
<i>Mixed-Use Reduction</i>			-2,114	-1,057	-1,057	-119	-119	-222	-222
<i>Alternative Mode Reduction</i>			-10,582	-5,291	-5,291	-497	-226	-292	-586
<i>Pass-by Reduction</i>			-1,380	-690	-690	0	0	-59	-59
Net New Trips			26,522	13,261	13,261	1,311	595	708	1,485

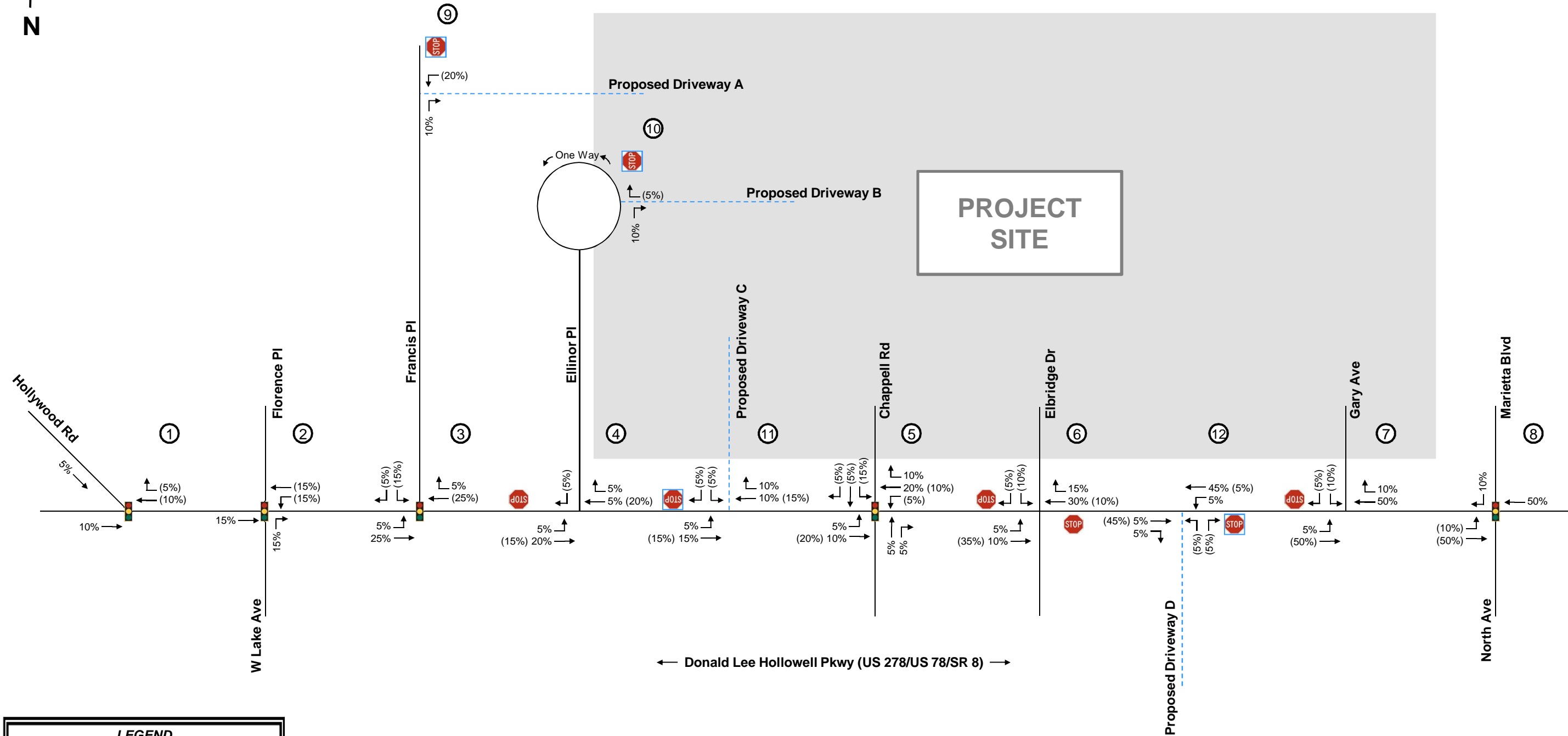
A more detailed trip generation analysis summary table is provided in **Appendix D**.

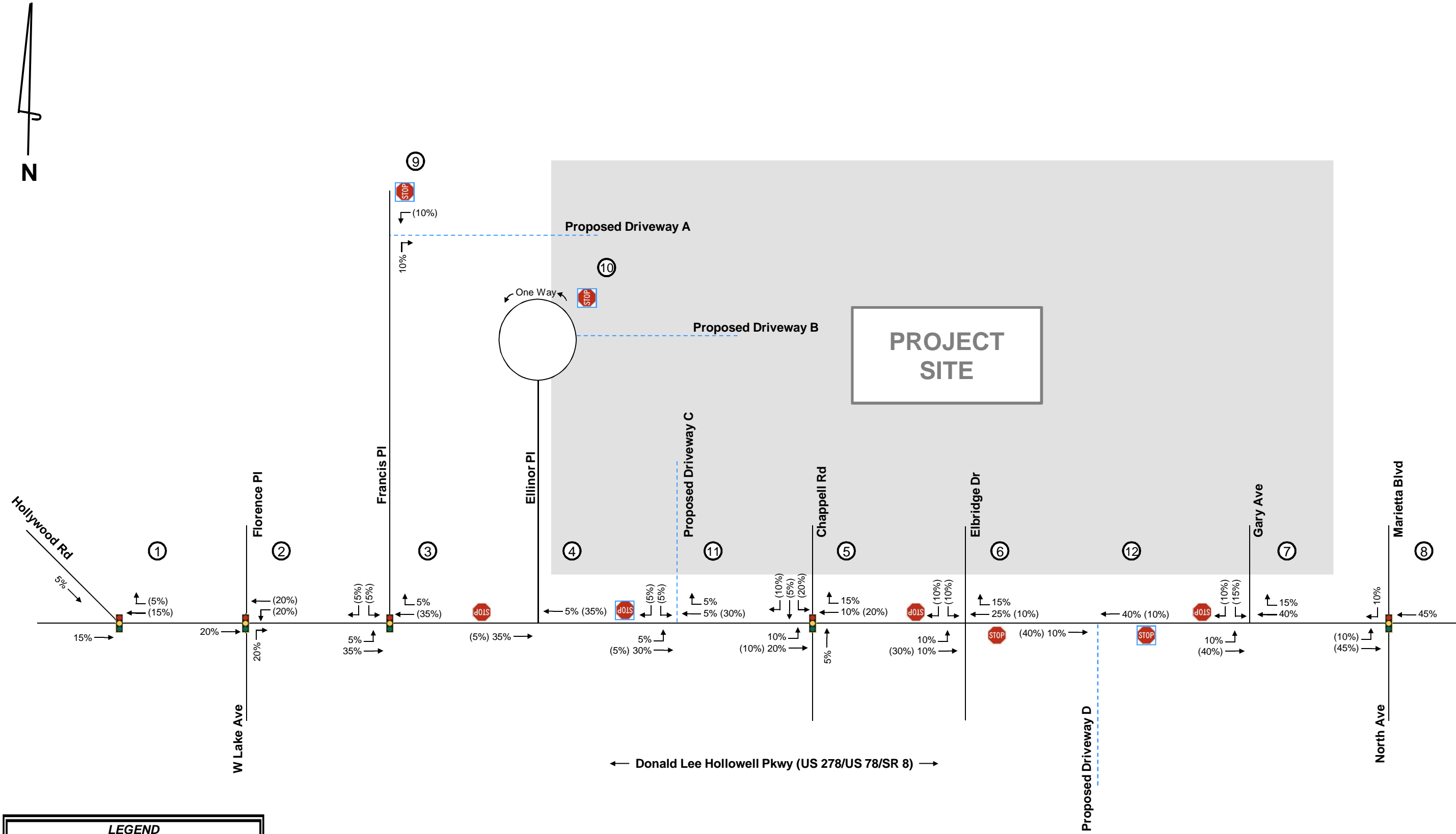
4.0 TRIP DISTRIBUTION AND ASSIGNMENT

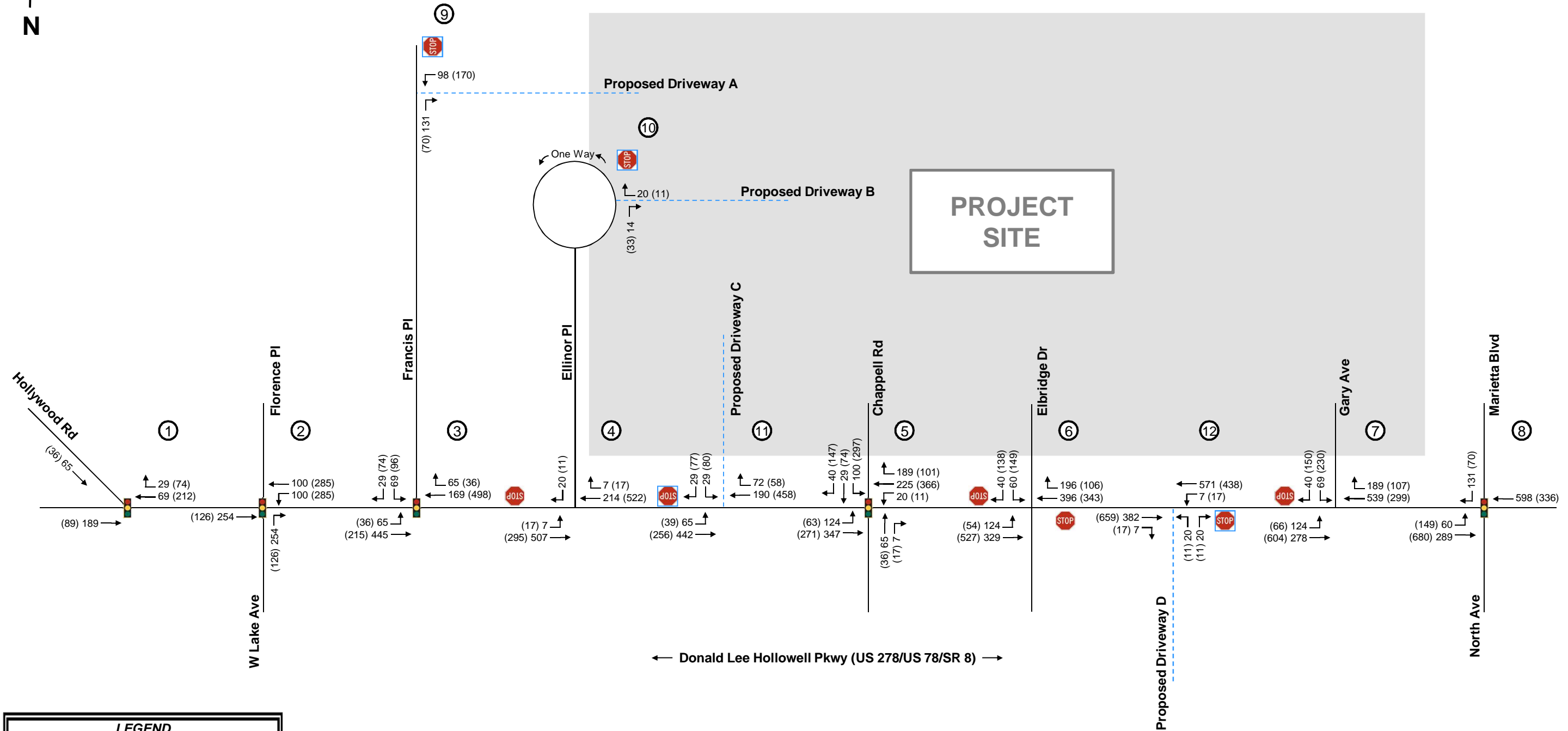
The directional distribution and assignment of new project trips was based on the project land uses, a review of land use densities and road facilities in the area, engineering judgement, and methodology discussions with GRTA, ARC, GDOT, and City of Atlanta staff.

Figure 4 and **Figure 5** display the anticipated distribution and assignment of residential and non-residential trips throughout the study roadway network. These trip assignment percentages were applied to the net new trips expected to be generated by the development, and the volumes were assigned to the roadway network. **Figure 6** shows the combined peak hour project trips by turning movement throughout the study network, anticipated to be generated by the proposed *Quarry Yards* development.

The Projected 2029 Build conditions add the project trips associated with the *Quarry Yards development* to the Projected 2029 No-Build conditions. Detailed intersection volume worksheets are provided in **Appendix E**.







5.0 TRAFFIC ANALYSIS

5.1 Existing 2019 Conditions

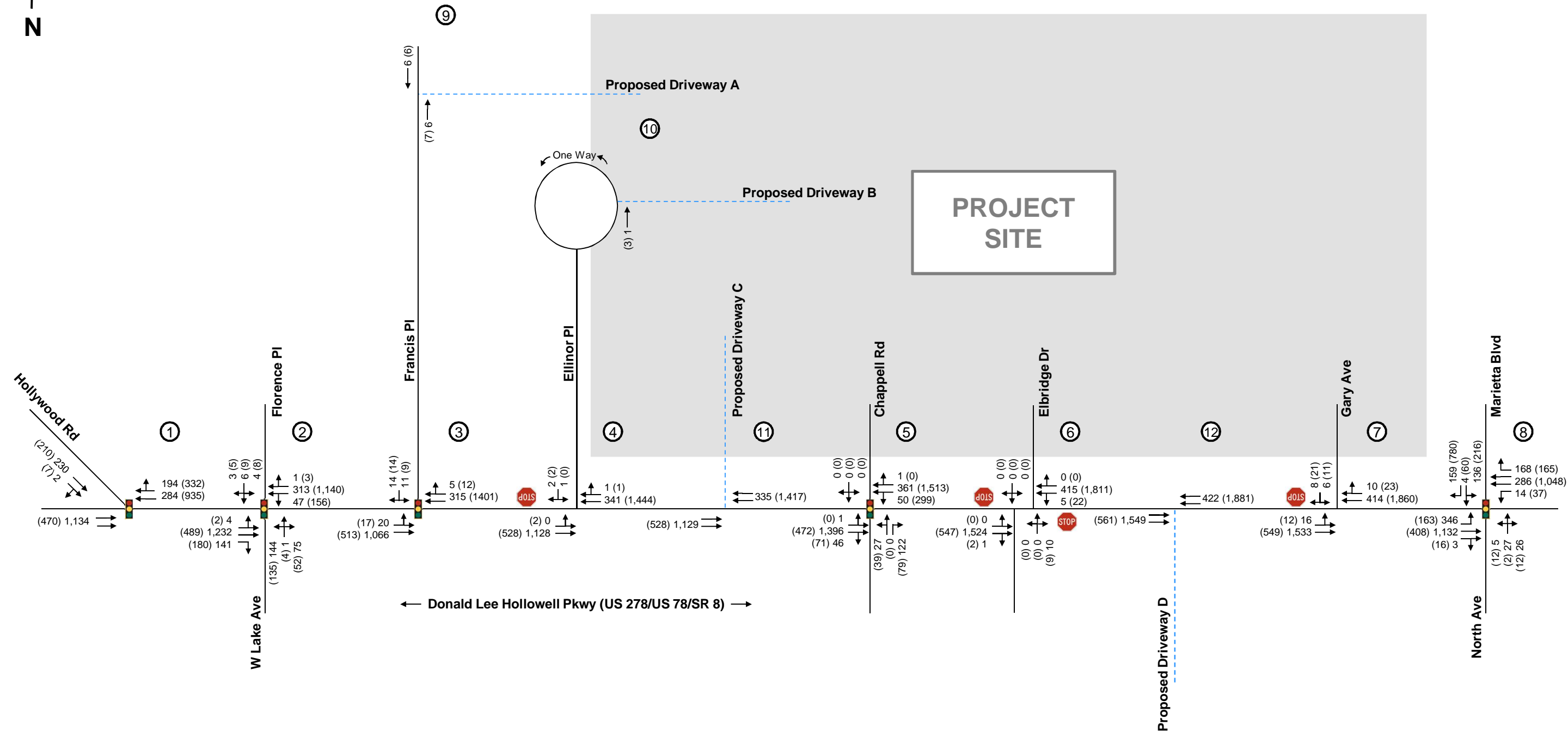
The existing peak hour traffic volumes were entered into *Synchro 10.0*, and capacity analyses were performed for the AM and PM peak hours. Detailed *Synchro* analysis reports for all scenarios are available upon request.

The existing peak hour traffic volumes are displayed in **Figure 7**, and the results of the capacity analyses for the Existing 2019 conditions are shown in **Table 7**.

Table 7: Existing 2019 Level-of-Service Summary <i>LOS (delay in seconds)</i>					
Intersection	Control	Approach/ Movement	LOS Std.	AM Peak Hour	PM Peak Hour
1. Hollowell Parkway (US 278/US 78/SR 8) at Hollywood Road	Signal	Overall	D	B (11.5)	B (10.8)
2. Hollowell Parkway (US 278/US 78/SR 8) at W Lake Avenue/Florence Place	Signal	Overall	D	B (14.3)	B (13.4)
3. Hollowell Parkway (US 278/US 78/SR 8) at Francis Place	Signal	Overall	D	A (3.4)	A (3.0)
4. Hollowell Parkway (US 278/US 78/SR 8) at Ellinor Place	TWSC	SB	N/A	B (10.0)	C (15.3)
		EBL	N/A	A (0.0)	B (13.1)
5. Hollowell Parkway (US 278/US 78/SR 8) at Chappell Road	Signal	Overall	D	A (10.0)	B (12.6)
6. Hollowell Parkway (US 278/US 78/SR 8) at Elbridge Road	TWSC	SB	N/A	A (0.0)	A (0.0)
		EBL	N/A	A (0.0)	A (0.0)
		NB	N/A	C (16.7)	B (10.5)
		WBL	N/A	C (16.3)	A (8.8)
7. Hollowell Parkway (US 278/US 78/SR 8) at Gary Avenue	TWSC	SB	N/A	C (16.5)	C (23.6)
		EBL	N/A	A (7.9)	B (13.8)
8. Hollowell Parkway (US 278/US 78/SR 8) at Marietta Boulevard	Signal	Overall	D/E	B (16.9)	E (61.6)

As shown in **Table 7**, all study intersections but one currently operate at or above their acceptable overall level-of-service standard of D during the AM and PM peak hours for the Existing 2019 conditions.

The intersection of Hollowell Parkway (US 278/US 78/SR 8) currently operates at LOS E during the PM peak hour. Therefore, the LOS standard for this intersection during the PM peak hour will be LOS E for all future scenarios.



Existing 2019
Conditions

Quarry Yards
DRI #2993
Transportation Analysis

Kimley»Horn

Figure
7

Page 20

5.2 Projected 2029 No-Build Conditions

To account for growth in the vicinity of the proposed development, the existing traffic volumes were increased for ten (10) years at 1.5 percent per year throughout the study network. These volumes were entered into *Synchro 10.0*, and capacity analyses were performed. The Projected 2029 No-Build conditions were analyzed using improved roadway geometry and intersection control identified by programmed projects at affected intersections and existing roadway geometry and intersection control at all other intersections.

The intersection laneage and traffic volumes for the Projected 2029 No-Build conditions are shown in **Figure 8**. The results of the capacity analyses for the Projected 2029 No-Build are shown in **Table 8**.

Table 8: Projected 2029 No-Build Level-of-Service Summary LOS (delay in seconds)					
Intersection	Control	Approach/ Movement	LOS Std.*	AM Peak Hour	PM Peak Hour
1. Hollowell Parkway (US 278/US 78/SR 8) at Hollywood Road	Signal	Overall	D	B (11.5)	B (11.3)
2. Hollowell Parkway (US 278/US 78/SR 8) at W Lake Avenue/Florence Place	Signal	Overall	D	C (20.1)	C (25.6)
3. Hollowell Parkway (US 278/US 78/SR 8) at Francis Place	Signal	Overall	D	A (3.7)	A (3.7)
4. Hollowell Parkway (US 278/US 78/SR 8) at Ellinor Place	TWSC	SB	N/A	B (11.1)	C (18.8)
		EBL	N/A	A (0.0)	C (16.5)
5. Hollowell Parkway (US 278/US 78/SR 8) at Chappell Road	Signal	Overall	D	B (17.4)	A (8.8)
6. Hollowell Parkway (US 278/US 78/SR 8) at Elbridge Road	TWSC	SB	N/A	A (0.0)	A (0.0)
		EBL	N/A	A (0.0)	A (0.0)
		NB	N/A	C (21.9)	B (11.6)
		WBL	N/A	C (22.8)	A (9.8)
7. Hollowell Parkway (US 278/US 78/SR 8) at Gary Avenue	TWSC	SB	N/A	C (23.6)	F (**)
		EBL	N/A	A (8.1)	D (26.5)
8. Hollowell Parkway (US 278/US 78/SR 8) at Marietta Boulevard	Signal	Overall	D/E	C (31.7)	F (120.4)

*Note: It is not uncommon to have long delays for side-street stop-controlled approaches when there is heavy major street volume.

**Note: Delay exceeds 300s.

As shown in **Table 8**, all study intersections are projected to operate at or above their acceptable overall level-of-service standard during the AM peak hour, and all study intersections but one are projected to operate at or above their acceptable overall level-of-service standard during the PM peak hour for the Projected 2029 No-Build conditions.

The intersection of Hollowell Parkway (US 278/US 78/SR 8) at Marietta Boulevard is projected to operate at LOS F during the PM peak hour.

Based on the Projected 2029 No-Build conditions, the following improvements result in the following intersection operating at an acceptable or improved LOS:

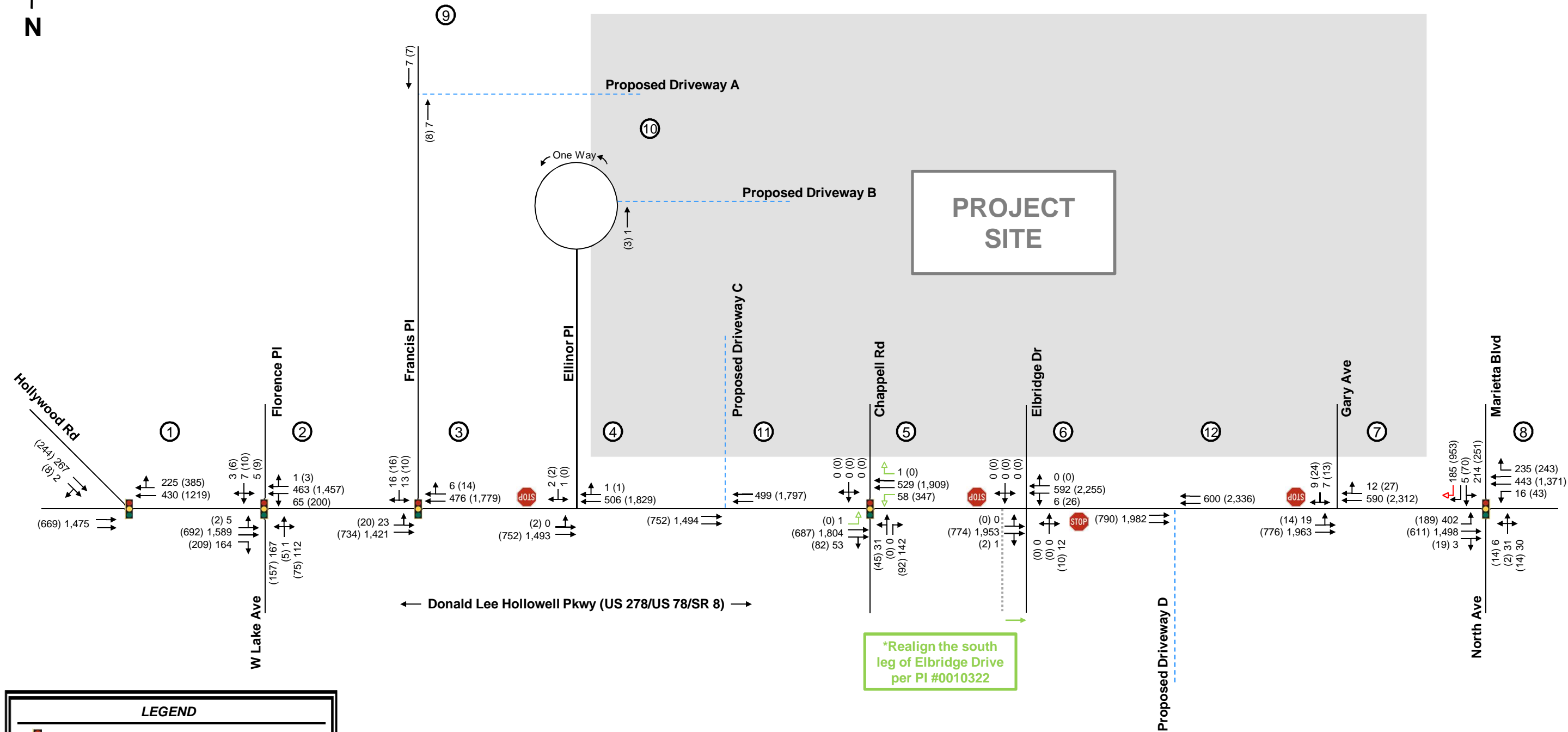
Hollowell Parkway (US 278/US 78/SR 8) at Marietta Boulevard (Intersection #8)

- Construct one (1) additional southbound right-turn lane (creating two (2) southbound left-turn lanes).

The results of the capacity analyses for the Projected 2029 No-Build Improved conditions are shown in **Table 9**.

Table 9: Projected 2029 No-Build Improved Level-of-Service Summary <i>LOS (delay in seconds)</i>					
Intersection	Control	Approach/ Movement	LOS Std.	AM Peak Hour	PM Peak Hour
8. Hollowell Parkway (US 278/US 78/SR 8) at Marietta Boulevard	Signal	Overall	D/E	C (24.3)	D (40.8)

As shown in **Table 9**, the improved study intersection is projected to operate at acceptable LOS under the Projected 2029 No-Build Improved conditions.



Projected 2029
No-Build
Conditions

Quarry Yards
DRI #2993
Transportation Analysis

Kimley»Horn

Figure
8

Page 23

5.3 Projected 2029 Build Conditions

The traffic associated with the proposed *Quarry Yards development* was added to the Projected 2029 No-Build volumes. These volumes were then entered into *Synchro 10.0*, and capacity analyses were performed. The Projected 2029 Build conditions were analyzed using the Projected 2029 No-Build roadway geometry and intersection control. Additionally, the Projected 2029 Build conditions analysis included the geometry and intersection control for the proposed site driveways as shown in the DRI site plan.

The intersection laneage and traffic volumes used for the Projected 2029 Build conditions are shown in **Figure 9**. The results of the capacity analyses for the Projected 2029 Build conditions are shown in **Table 10**.

Table 10: Projected 2029 Build Level-of-Service Summary LOS (delay in seconds)					
Intersection	Control	Approach/ Movement	LOS Std.	AM Peak Hour	PM Peak Hour
1. Hollowell Parkway (US 278/US 78/SR 8) at Hollywood Road	Signal	Overall	D	B (13.5)	B (13.1)
2. Hollowell Parkway (US 278/US 78/SR 8) at W Lake Avenue/Florence Place	Signal	Overall	D	F (80.3)	F (163.4)
3. Hollowell Parkway (US 278/US 78/SR 8) at Francis Place	Signal	Overall	D	C (20.1)	B (12.6)
4. Hollowell Parkway (US 278/US 78/SR 8) at Ellinor Place	TWSC	SB	N/A	B (10.2)	D (27.8)
		EBL	N/A	A (8.0)	D (29.9)
5. Hollowell Parkway (US 278/US 78/SR 8) at Chappell Road	Signal	Overall	D	D (42.1)	F (157.2)
6. Hollowell Parkway (US 278/US 78/SR 8) at Elbridge Road	TWSC	SB	N/A	F (**)	F (**)
		EBL	N/A	A (9.9)	E (45.4)
		NB	N/A	D (27.4)	F (**)
		WBL	N/A	D (30.6)	B (12.9)
7. Hollowell Parkway (US 278/US 78/SR 8) at Gary Avenue	TWSC	SB	N/A	F (**)	F (**)
		EBL	N/A	B (11.2)	F (**)
8. Hollowell Parkway (US 278/US 78/SR 8) at Marietta Boulevard	Signal	Overall	D/E	D (40.9)	E (58.5)
9. Francis Place at Proposed Driveway A	TWSC	WB	N/A	B (9.3)	A (9.6)
		SBL	N/A	A (0.0)	A (0.0)
10. Ellinor Place at Proposed Driveway B	TWSC	WB	N/A	A (8.4)	A (8.4)
11. Hollowell Parkway (US 278/US 78/SR 8) at Proposed Driveway C	TWSC	SB	N/A	B (13.7)	F (**)
		EBL	N/A	A (8.2)	C (23.6)
12. Hollowell Parkway (US 278/US 78/SR 8) at Proposed Driveway D	TWSC	NB	N/A	F (**)	F (**)
		WBL	N/A	C (24.7)	B (13.4)

*Note: It is not uncommon to have long delays for side-street stop-controlled approaches when there is heavy major street volume.

**Note: Delay exceeds 300s.

As shown in **Table 10**, one (1) signalized study intersection is projected to operate below their acceptable overall LOS standard during the AM peak hour and two (2) signalized study intersections are projected to operate below their acceptable overall LOS standard during the PM peak hour for the Projected 2029 Build conditions. It is not uncommon for vehicles at a side-street stop approach to experience significant delay when turning onto a major roadway.

Based on the Projected 2029 Build conditions, the following improvements are required to maintain the desired LOS:

Hollowell Parkway (US 278/US 78/SR 8) at W Lake Avenue/Florence Place (Intersection #2)

- Construct one (1) northbound channelized right-turn lane along W Lake Avenue/Florence Place, if approved by the Georgia Department of Transportation (GDOT).
- Construct one (1) westbound left-turn lane along Hollowell Parkway (US 278/SR 8), if approved by the Georgia Department of Transportation (GDOT).

Hollowell Parkway (US 278/US 78/SR 8) at Chappell Road (Intersection #5)

- Construct one (1) southbound left-turn lane, one (1) southbound through lane, and one (1) southbound right-turn lane on-site along Chappell Road.
- Provide one (1) northbound left-turn lane, and one (1) northbound shared through/right-turn lane along Chappell Road via restriping.

Additional improvements are also recommended along existing driveways to mitigate delays at the following unsignalized existing study intersections:

Hollowell Parkway (US 278/ US 78/SR 8) at Elbridge Road (Intersection #6)

- Construct one (1) southbound left-turn lane and provide one (1) southbound shared through / right-turn lane along Elbridge Road.

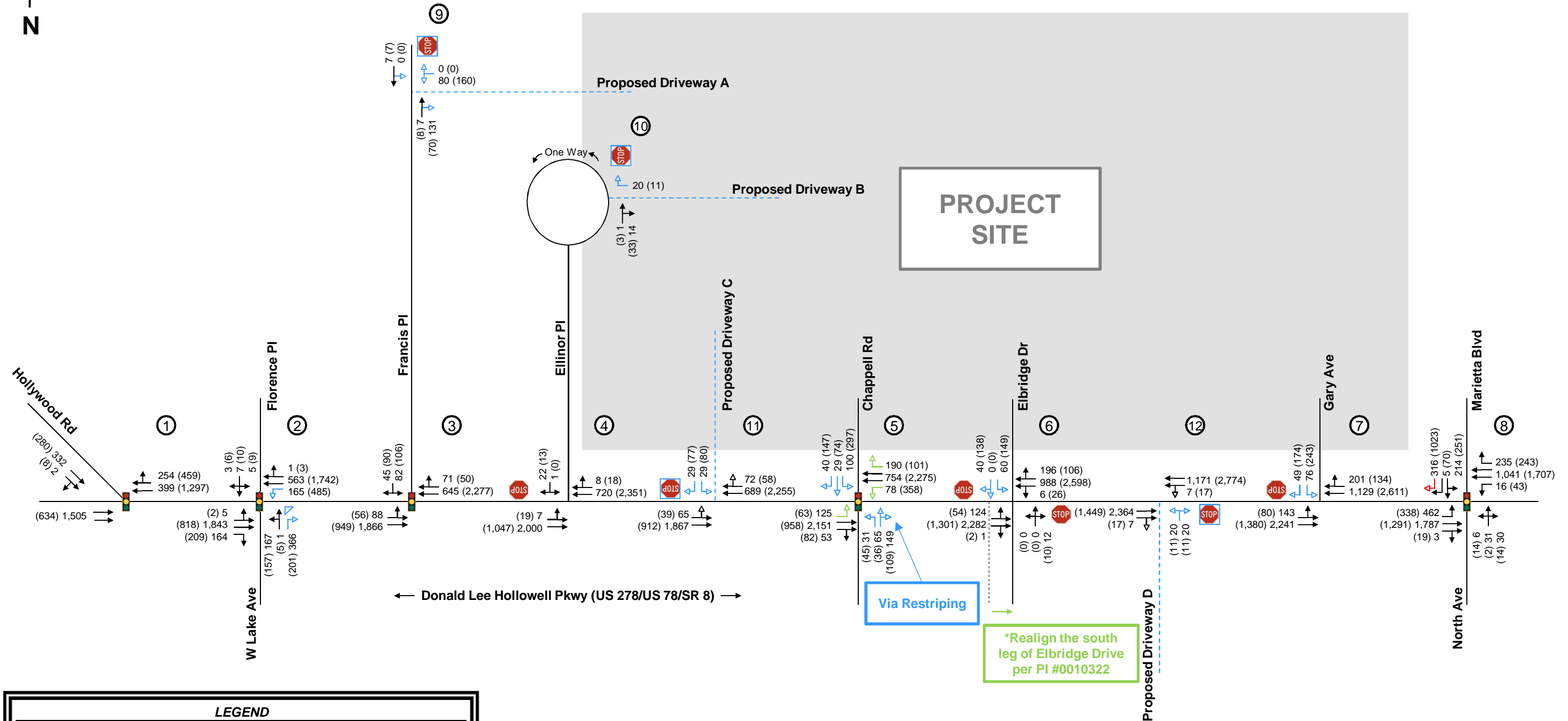
Hollowell Parkway (US 278/ US 78/SR 8) at Gary Avenue (Intersection #7)

- Construct one (1) southbound left-turn lane and provide one (1) southbound right-turn lane by utilizing the existing pavement.

The results of the capacity analyses for the Projected 2029 Build Improved conditions are shown in **Table 11**.

Table 11: Projected 2029 Build Improved Level-of-Service Summary <i>LOS (delay in seconds)</i>					
Intersection	Control	Approach/ Movement	LOS Std.	AM Peak Hour	PM Peak Hour
2. Hollowell Parkway (US 278/US 78/SR 8) at W Lake Avenue/Florence Place	Signal	Overall	D	D (53.5)	C (31.0)
5. Hollowell Parkway (US 278/US 78/SR 8) at Chappell Road	Signal	Overall	D	D (33.6)	D (54.6)

As shown in **Table 11**, all improved study intersections are projected to operate at acceptable LOS under the Projected 2029 Build Improved conditions. It is not uncommon to have long delays for stop-controlled approaches when there is heavy major street volume.



Projected 2029
Build
Conditions

Quarry Yards
DRI #2993
Transportation Analysis

Kimley»Horn

Figure
9

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5.4 Projected 2029 Build Alternative Conditions

Additional improvements are suggested for future consideration that would significantly improve the traffic conditions at the intersection of Hollowell Parkway (US 278/ US 78/SR 8) at Gary Avenue. These improvements will require coordination with and cooperation of several agencies and property owners.

In addition to the improvements associated with the Projected 2029 Build conditions, an alternative scenario was analyzed for the intersection of Hollowell Parkway (US 278/US 78/SR 8) at Gary Avenue. This scenario includes the installation of a traffic signal (for informational purposes only).

The results of the capacity analyses for the Projected 2029 Build Alternative conditions for the intersection of Hollowell Parkway (US 278/US 78/SR 8) are shown in **Table 12**.

LOS (delay in seconds)					
Intersection	Control	Approach/	LOS	AM Peak	PM Peak
7. Hollowell Parkway (US 278/US 78/SR 8) at Gary Avenue	Signal	Overall	D	A (6.6)	D (49.0)

As shown in **Table 12**, operations at the intersection of Hollowell Parkway (US 278/US 78/SR 8) at Gary Avenue are projected to improve with the installation of traffic signal. The overall intersection is projected to operate at LOS A during the AM peak hour and LOS D during the PM peak hour.

As future projects are developed on adjacent properties accessing Gary Avenue, this signal and associated improvements should be collectively pursued. This signal may require the installation of an eastbound left-turn lane on Hollowell Parkway, impacting the existing bridge structure over Proctor Creek.

6.0 IDENTIFICATION OF PROGRAMMED PROJECTS

According to ARC's Transportation Improvement Program, the Regional Transportation Plan (Atlanta Region's Plan), GDOT's construction work programs, City of Atlanta's programmed projects, and the GA STIP, the following projects are programmed or planned to be completed by the respective years within the vicinity of the proposed development. The identified projects are listed in **Table 13** below.

Table 13: Programmed Improvements			
#	Year	Project ID	Project Description
1	2021	AT-240 PI# 0010322	US 278/78/SR8 pedestrian facility and turn lane improvements
2*	2040	AR-490C	Atlanta Street Car – Atlanta Beltline Crosstown Corridor
3	2040	AR-490D	Atlanta Street Car – Atlanta Beltline West Corridor

*This project changed as part of the voter approved More MARTA program. The 2019 project list now shows a BRT project from Bankhead Station to North Avenue Station with a 2040-2050 horizon year. ARC's RTP update is scheduled to replace AR-490C with these changes in the upcoming RTP update.

Fact sheets for projects can be found in **Appendix F**.

7.0 COMPLIANCE WITH COMPREHENSIVE PLAN ANALYSIS

The project site is currently zoned MRC-3 (mixed residential and commercial), RG-3 (general multifamily residential), MR-3 (multifamily residential), MR-4B (multifamily townhomes), and R-4 (single-family residential) according to the City of Atlanta Zoning Ordinance Map. Per the ARC's Unified Growth Policy Map, the project site is located in a "Maturing Neighborhoods" area type. The project site is within and adheres to the recommendations of the most recent Bankhead LCI (2005, 5 Year Update 2013) program. The land use maps are provided in **Appendix B**.

Site Photo Log

Urban Creek Partners
Photograph Sheet

KHA Job No.: 018725000

KHA Rep.: KBA & OAZ

Date: August 8, 2019

Page: 1 of 11

Site Name: Quarry Yards

Photo No. 1



Comments:

Looking east from Gary Street (Intersection #7)

Photo No. 2



Comments:

Looking south from Gary Street (Intersection #7)

Urban Creek Partners
Photograph Sheet

KHA Job No.: 018725000

KHA Rep.: KBA & OAZ

Date: August 8, 2019

Page: 2 of 11

Site Name: Quarry Yards

Photo No. 3



Comments:

Looking west from Gary Street (Intersection #7)

Photo No. 4



Comments:

Looking east from Elbridge Street (Intersection #6)

Urban Creek Partners
Photograph Sheet

KHA Job No.: 018725000

KHA Rep.: KBA & OAZ

Date: August 8, 2019

Page: 3 of 11

Site Name: Quarry Yards

Photo No. 5



Comments:

Looking south from Elbridge Street (Intersection #6)

Photo No. 6



Comments:

Looking west from Elbridge Street (Intersection #6)

Urban Creek Partners
Photograph Sheet

KHA Job No.: 018725000

KHA Rep.: KBA & OAZ

Date: August 8, 2019

Page: 4 of 11

Site Name: Quarry Yards

Photo No. 7



Comments:

Looking east from Chappell Road (Intersection #5)

Photo No. 8



Comments:

Looking south from Chappell Road (Intersection #5)

Urban Creek Partners
Photograph Sheet

KHA Job No.: 018725000

KHA Rep.: KBA & OAZ

Date: August 8, 2019

Page: 5 of 11

Site Name: Quarry Yards

Photo No. 9



Comments:

Looking east from Chappell Road (Intersection #5)

Photo No. 10



Comments:

Looking south from Proposed Driveway B (Intersection #10)

Urban Creek Partners
Photograph Sheet

KHA Job No.: 018725000

KHA Rep.: KBA & OAZ

Date: August 8, 2019

Page: 6 of 11

Site Name: Quarry Yards

Photo No. 11



Comments:

Looking west from Proposed Driveway B (Intersection #10)

Photo No. 12



Comments:

Looking north from Proposed Driveway B (Intersection #10)

Urban Creek Partners
Photograph Sheet

KHA Job No.: 018725000

KHA Rep.: KBA & OAZ

Date: August 8, 2019

Page: 7 of 11

Site Name: Quarry Yards

Photo No. 13



Comments:

Looking south from Proposed Driveway A (Intersection #9)

Photo No. 14



Comments:

Looking west from Proposed Driveway A (Intersection #9)

Urban Creek Partners
Photograph Sheet

KHA Job No.: 018725000

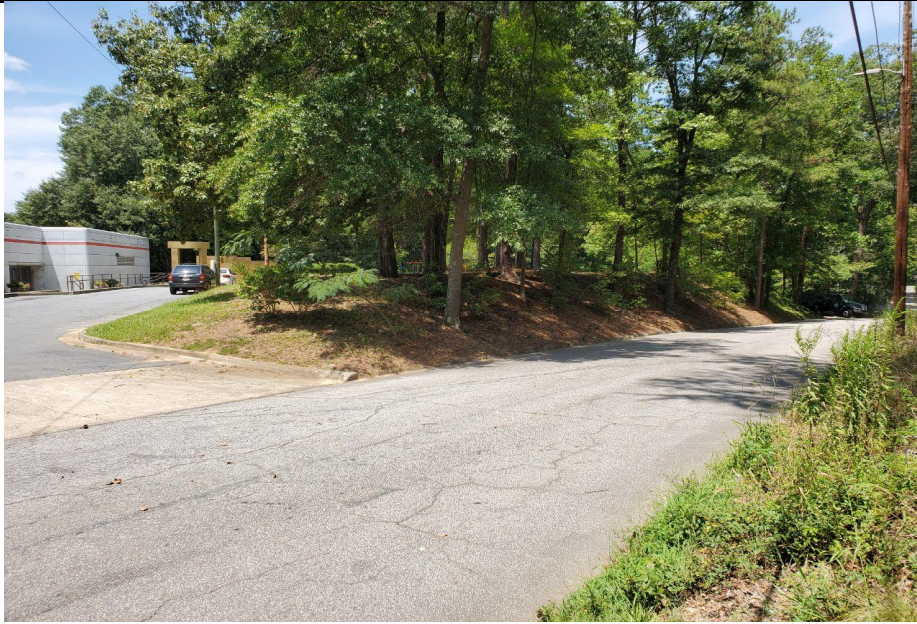
KHA Rep.: KBA & OAZ

Date: August 8, 2019

Page: 8 of 11

Site Name: Quarry Yards

Photo No. 15



Comments:

Looking north from Proposed Driveway A (Intersection #9)

Photo No. 16



Comments:

Looking west from Proposed Driveway D (Intersection #12)

Urban Creek Partners
Photograph Sheet

KHA Job No.: 018725000

KHA Rep.: KBA & OAZ

Date: August 8, 2019

Page: 9 of 11

Site Name: Quarry Yards

Photo No. 17



Comments:

Looking north from Proposed Driveway D (Intersection #12)

Photo No. 18



Comments:

Looking east from Proposed Driveway D (Intersection #12)

Urban Creek Partners
Photograph Sheet

KHA Job No.: 018725000

KHA Rep.: KBA & OAZ

Date: August 8, 2019

Page: 10 of 11

Site Name: Quarry Yards

Photo No. 19



Comments:

Looking west from Proposed Driveway C (Intersection #11)

Photo No. 20



Comments:

Looking south from Proposed Driveway C (Intersection #11)

Urban Creek Partners
Photograph Sheet

KHA Job No.: 018725000

KHA Rep.: KBA & OAZ

Date: August 8, 2019

Page: 11 of 11

Site Name: Quarry Yards

Photo No. 21



Comments:

Looking east from Proposed Driveway C (Intersection #11)

Land Use and Zoning Maps



NPU-K



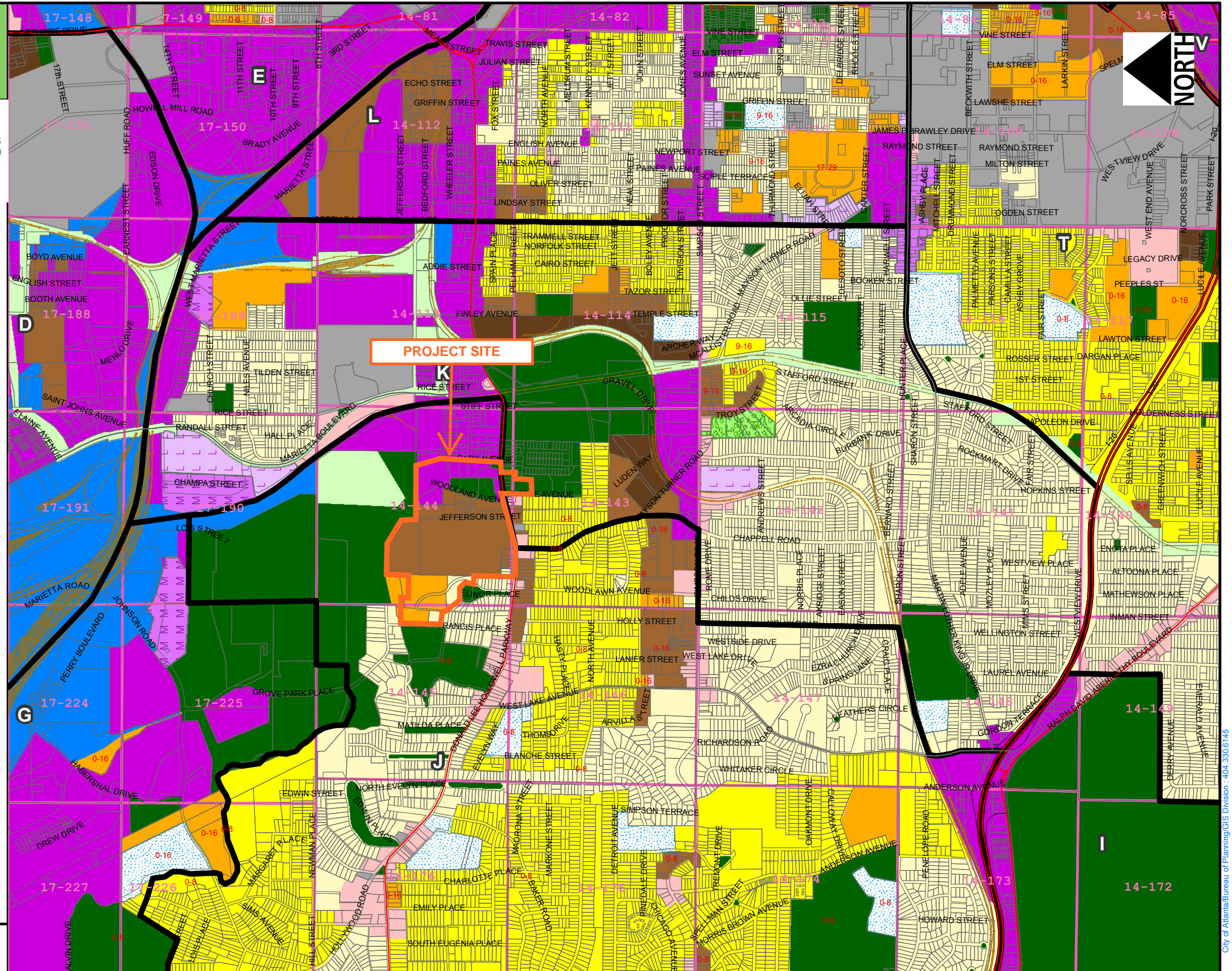
ATLANTA
strategic action plan
your city your vision your plan

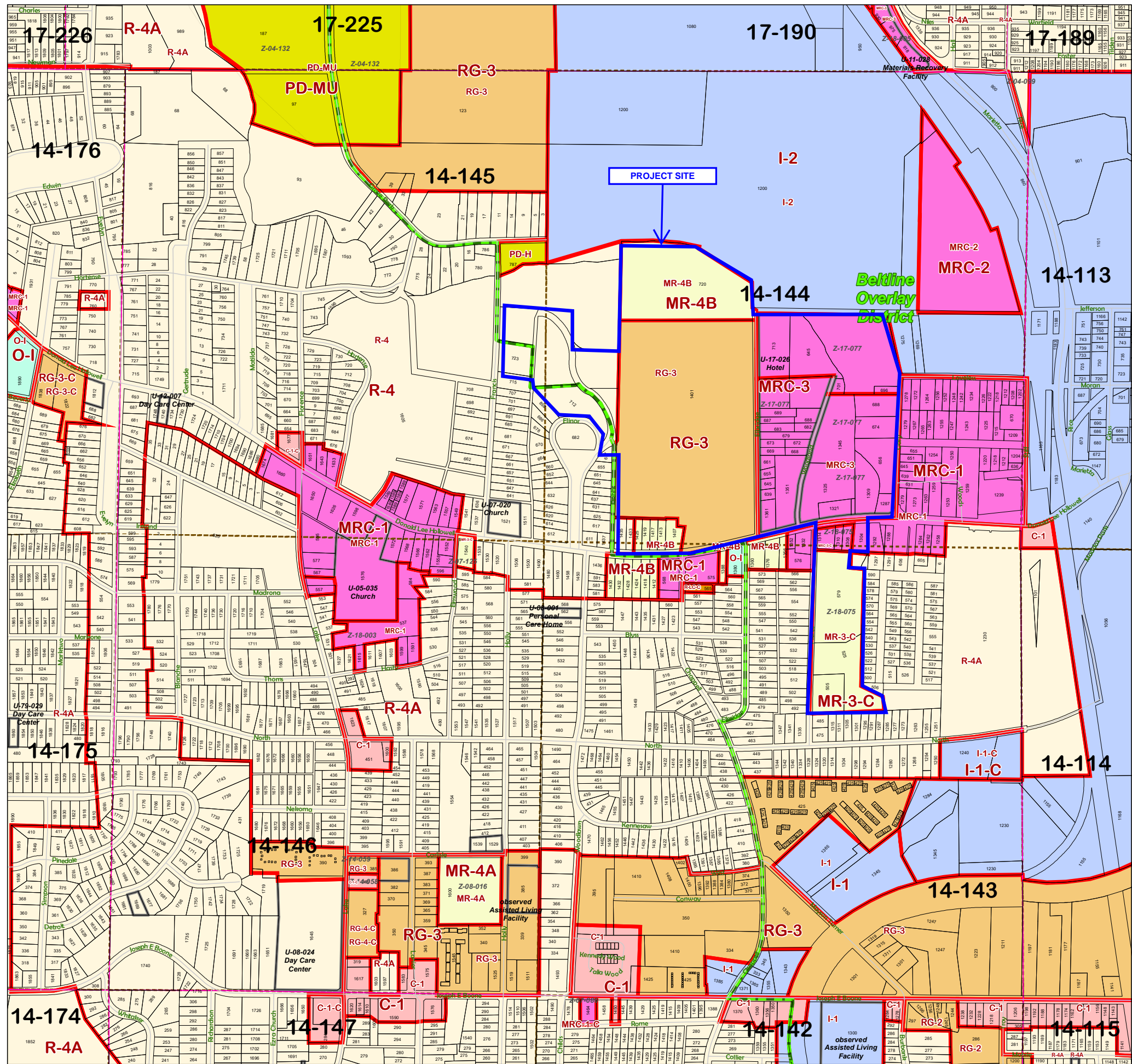
- NPU's
- parcels
- Land Lots
- Future Land Use Classifications**
- Transportation/Communication
- Community Facility
- Single Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Very High Density Residential
- Low Density Commercial
- High Density Commercial
- Office/Institution
- Office/Institution/Residential
- Open Space
- POS
- Industrial
- Mixed Use
- Low Density Mixed Use
- Medium Density Mixed Use
- High Density Mixed Use

UP-TO-DATE AS OF:
8/25/2011

1 inch = 1,494.16667 feet

15 YEAR FUTURE LAND USE MAP
2008 ATLANTA COMPREHENSIVE DEVELOPMENT PLAN (CDP)





SHEET NO. 14-143

ZONING ORDINANCE CITY OF ATLANTA, GEORGIA OFFICIAL ZONING MAP

SHEET 30 OF 129 SHEETS

ORDINANCE Z-78-5

LAND LOTS _____

DISTRICT _____

COUNTY _____

CERTIFICATION

THIS SHEET 30 OF 129 SHEETS, IS HEREBY CERTIFIED AS INCLUDED IN THE OFFICIAL ZONING MAPS, ON FILE IN THE DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT, BUREAU OF PLANNING, AND FORMING A PART OF THE CITY OF ATLANTA ZONING ORDINANCE ADOPTED BY CITY COUNCIL ON DECEMBER 15, 1980 AND APPROVED BY THE MAYOR ON DECEMBER 19, 1980, AS AMENDED

DIRECTOR, BUREAU OF PLANNING
CITY OF ATLANTA, GEORGIA

DATE _____

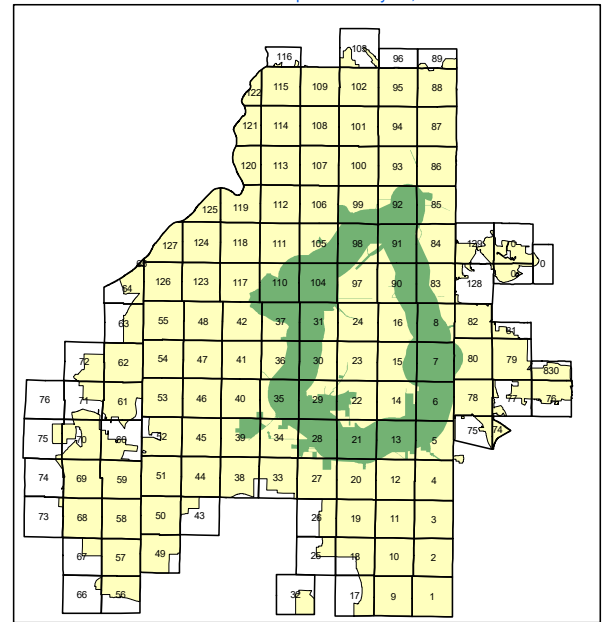
MUNICIPAL CLERK, CMC
CITY OF ATLANTA, GA

DATE _____

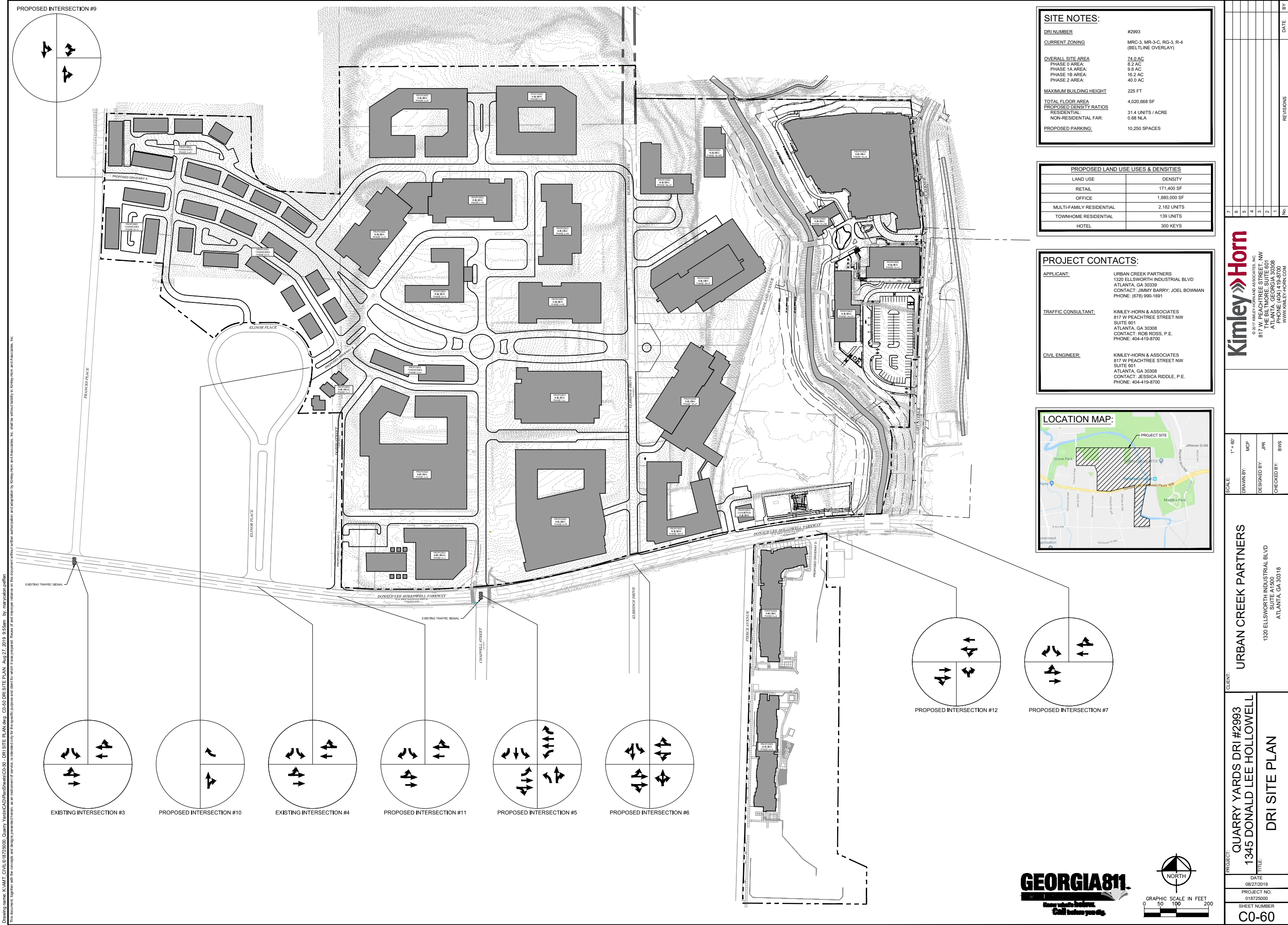
Legend

- | | |
|-----------------------------|----------------------------------|
| Tax Parcels | SPI - Special Public Interest; |
| OVERLAY DISTRICTS | Industrial; |
| Beltline | Historic & Cultural; |
| Buckhead Parking Overlay | Live-Work |
| Gulch Sign Overlay | QOL Multi-Family; |
| Arts and Entertainment Sign | QOL Mixed Use; |
| SPI Sign Overlay; | Commercial |
| Fort McPherson Sign Overlay | Neighborhood Commercial; |
| All Other; | Residential - Single Family |
| Zoning District Outline | Office Institutional |
| Human Service Facilities | Planned Development |
| Special Use Permits | Residential - Duplex |
| LBS/HBS | Residential - Multi-Family |
| | Residential - Limited Commercial |

This document was compiled on May 30, 2019



Proposed Site Plan



SITE NOTES:

DRI NUMBER	#2993
CURRENT ZONING	MRC-3, MR-3-C, RG-3, R-4 (BELTLINE OVERLAY)
OVERALL SITE AREA	74.0 AC
PHASE 0 AREA	8.2 AC
PHASE 1A AREA	9.6 AC
PHASE 1B AREA	16.2 AC
PHASE 2 AREA	40.0 AC
MAXIMUM BUILDING HEIGHT	225 FT
TOTAL FLOOR AREA	4,020,668 SF
PROPOSED DENSITY RATIOS	
RESIDENTIAL	31.4 UNITS / ACRE
NON-RESIDENTIAL FAR:	0.68 NLA
PROPOSED PARKING:	10,250 SPACES

PROPOSED LAND USE USES & DENSITIES

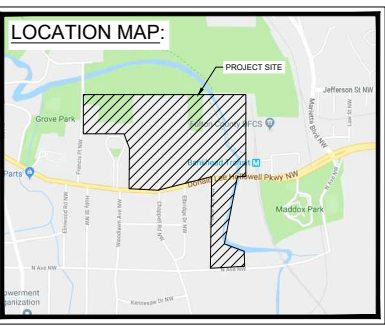
LAND USE	DENSITY
RETAIL	171,400 SF
OFFICE	1,880,000 SF
MULTI-FAMILY RESIDENTIAL	2,182 UNITS
TOWNHOME RESIDENTIAL	139 UNITS
HOTEL	300 KEYS

PROJECT CONTACTS:

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ATLANTA, GA 30339
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PHONE: (678) 990-1691

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ATLANTA, GA 30308
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PHONE: 404-419-8700

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PROJECT: QUARRY YARDS DRI #2993
1345 DONALD LEE HOLLOWELL

TITLE: DRI SITE PLAN

CLIENT: URBAN CREEK PARTNERS

1320 ELLSWORTH INDUSTRIAL BLVD
ATLANTA, GA 30338

DATE: 08/27/2019
PROJECT NO: 018725000
SHEET NUMBER: C0-60

BY: [Signature]

SCALE: 1" = 60'

DRAWN BY: MCP

DESIGNED BY: JPR

CHECKED BY: BWS

KimleyHorn

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Drawing name: K:\MT_CIVIL\018725000_Quarry Yards\CAD\Plan\Sheet\C0-60 - DRI SITE PLAN.dwg C0-60 DRI SITE PLAN Aug 27, 2019 9:55am By: mapmaker\pfeiffer
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Trip Generation Analysis

Trip Generation Analysis (10th Ed. with <i>2nd Edition Handbook</i> Daily IC & 3rd Edition AM/PM IC)								
Quarry Yards DRI #XXXX								
City of Atlanta, GA								
Land Use	Intensity	Daily Trips	AM Peak Hour			PM Peak Hour		
			Total	In	Out	Total	In	Out
Proposed Site Traffic								
220 Multi-Family Housing (Low-Rise)	139 d.u.	1,010	65	15	50	79	50	29
221 Multi-Family Housing (Mid-Rise)	2,182 d.u.	11,890	702	183	519	854	521	333
310 Hotel	300 rooms	2,960	145	86	59	199	101	98
710 General Office Building	1,880,000 s.f.	18,268	1,794	1,543	251	1,848	296	1,552
820 Shopping Center	171,400 s.f. gross leasable area	6,470	161	100	61	653	313	340
932 High-Turnover (Sit-Down) Restaurant	s.f.	0	0	0	0	0	0	0
Gross Trips		40,598	2,867	1,927	940	3,633	1,281	2,352
Residential Trips		12,900	767	198	569	933	571	362
<i>Mixed-Use Reductions</i>		-674	-21	-4	-17	-167	-111	-56
<i>Alternative Mode Reductions</i>		-3,362	-205	-53	-152	-211	-127	-84
Adjusted Residential Trips		8,864	541	141	400	555	333	222
Hotel Trips		2,960	145	86	59	199	101	98
<i>Mixed-Use Reductions</i>		-155	-48	0	-48	-34	-28	-6
<i>Alternative Mode Reductions</i>		-772	-27	-24	-3	-45	-20	-25
Adjusted Hotel Trips		2,033	70	62	8	120	53	67
Office Trips		18,268	1,794	1,543	251	1,848	296	1,552
<i>Mixed-Use Reductions</i>		-410	-105	-73	-32	-69	-21	-48
<i>Alternative Mode Reductions</i>		-4,910	-464	-404	-60	-489	-76	-414
Adjusted Office Trips		12,948	1,225	1,066	159	1,290	199	1,090
Retail Trips		6,470	161	100	61	653	313	340
<i>Mixed-Use Reductions</i>		-875	-64	-42	-22	-174	-62	-112
<i>Alternative Mode Reductions</i>		-1,538	-27	-16	-11	-132	-69	-63
<i>Pass By Reductions (Based on ITE Rates)</i>		-1,380	0	0	0	-118	-59	-59
Adjusted Retail Trips		2,677	70	42	28	229	123	106
Restaurant Trips		0	0	0	0	0	0	0
<i>Mixed-Use Reductions</i>		0	0	0	0	0	0	0
<i>Alternative Mode Reductions</i>		0	0	0	0	0	0	0
<i>Pass By Reductions (Based on ITE Rates)</i>		0	0	0	0	0	0	0
Adjusted Restaurant Trips		0	0	0	0	0	0	0
Other Non-Residential Trips		0	0	0	0	0	0	0
<i>Mixed-Use Reductions</i>		0	0	0	0	0	0	0
<i>Alternative Mode Reductions</i>		0	0	0	0	0	0	0
Adjusted Other Non-Residential Trips		0	0	0	0	0	0	0
<i>Mixed-Use Reductions - TOTAL</i>		-2,114	-238	-119	-119	-444	-222	-222
<i>Alternative Mode Reductions - TOTAL</i>		-10,582	-723	-497	-226	-877	-292	-586
<i>Pass-By Reductions - TOTAL</i>		-1,380	0	0	0	-118	-59	-59
New Trips		26,522	1,906	1,311	595	2,194	708	1,485
Driveway Volumes		27,902	1,906	1,311	595	2,312	767	1,544

Intersection Volume Worksheets

INTERSECTION VOLUME DEVELOPMENT

Intersection #1
Hollywood Rd & Donald Lee Hollowell Pkwy/US 278
AM PEAK HOUR

Description	Northbound			Hollywood Rd Southbound			Donald Lee Hollowell Pkyw/US 278 Eastbound			Donald Lee Hollowell Pkyw/US 278 Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	0	0	0	230	0	2	0	1,134	0	0	284	194
Pedestrians	21			2			7			0		
Conflicting Pedestrians	7	0	0	0	0	7	2	0	21	21	0	2
Heavy Vehicles	0	0	0	14	0	1	0	51	0	0	48	11
Heavy Vehicle %	0%	0%	0%	6%	0%	50%	0%	4%	0%	0%	17%	6%
Peak Hour Factor	0.96			0.96			0.96			0.96		
Adjustment												
Adjusted 2019 Volumes	0	0	0	230	0	2	0	1134	0	0	284	194
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips								79			50	
1060 Hollowell DRI #2815 Project Trips								80			50	
2029 Background Traffic	0	0	0	267	0	2	0	1,475	0	0	430	225
Project Trips												
Trip Distribution IN				5%				10%				
Trip Distribution OUT										10%	5%	
Residential Trips	0	0	0	7	0	0	0	14	0	0	40	20
Trip Distribution IN				5%				15%				
Trip Distribution OUT										15%	5%	
Hotel Trips	0	0	0	3	0	0	0	9	0	0	1	0
Trip Distribution IN				5%				15%				
Trip Distribution OUT										15%	5%	
Office Trips	0	0	0	53	0	0	0	160	0	0	24	8
Trip Distribution IN				5%				15%				
Trip Distribution OUT										15%	5%	
Retail Trips	0	0	0	2	0	0	0	6	0	0	4	1
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	0	65	0	0	0	189	0	0	69	29
2029 Buildout Total	0	0	0	332	0	2	0	1,664	0	0	499	254

PM PEAK HOUR

Description	Northbound			Hollywood Rd Southbound			Donald Lee Hollowell Pkyw/US 278 Eastbound			Donald Lee Hollowell Pkyw/US 278 Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	0	0	0	210	0	7	0	470	0	5	935	332
Pedestrians	34			2			19			2		
Conflicting Pedestrians	19	0	2	2	0	19	2	0	34	34	0	2
Heavy Vehicles	0	0	0	7	0	1	0	28	0	0	52	4
Heavy Vehicle %	0%	0%	0%	3%	0%	14%	0%	6%	0%	2%	6%	2%
Peak Hour Factor	0.98			0.98			0.98			0.98		
Adjustment												
Adjusted 2019 Volumes	0	0	0	210	0	7	0	470	0	5	935	332
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips								61			63	
1060 Hollowell DRI #2815 Project Trips								63			71	
2029 Background Traffic	0	0	0	244	0	8	0	669	0	6	1,219	385
Project Trips												
Trip Distribution IN				5%				10%				
Trip Distribution OUT										10%	5%	
Residential Trips	0	0	0	17	0	0	0	33	0	0	22	11
Trip Distribution IN				5%				15%				
Trip Distribution OUT										15%	5%	
Hotel Trips	0	0	0	3	0	0	0	8	0	0	10	3
Trip Distribution IN				5%				15%				
Trip Distribution OUT										15%	5%	
Office Trips	0	0	0	10	0	0	0	30	0	0	164	55
Trip Distribution IN				5%				15%				
Trip Distribution OUT										15%	5%	
Retail Trips	0	0	0	6	0	0	0	18	0	0	16	5
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	0	36	0	0	0	89	0	0	212	74
2029 Buildout Total	0	0	0	280	0	8	0	758	0	6	1,431	459

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INTERSECTION VOLUME DEVELOPMENT
Intersection #2
W Lake Ave NW/Florence PI & Donald Lee Hollowell Pkwy/US 278
AM PEAK HOUR

Description	W Lake Ave NW/Florence PI			W Lake Ave NW/Florence PI			Donald Lee Hollowell Pkwy/US 278			Donald Lee Hollowell Pkwy/US 278		
	Northbound			Southbound			Eastbound			Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	144	1	75	4	6	3	4	1,232	141	47	313	1
Pedestrians		1			4			0			1	
Conflicting Pedestrians	0		1	1		0	4		1	1		4
Heavy Vehicles	10	0	4	1	2	0	1	55	5	2	48	0
Heavy Vehicle %	7%	2%	5%	25%	33%	2%	25%	4%	4%	4%	15%	2%
Peak Hour Factor		0.96			0.96			0.96			0.96	
Adjustment												
Adjusted 2019 Volumes	144	1	75	4	6	3	4	1232	141	47	313	1
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips								79			50	
1060 Hollowell DRI #2815 Project Trips			25					80		10	50	
2029 Background Traffic	167	1	112	5	7	3	5	1,589	164	65	463	1
Project Trips												
Trip Distribution IN			15%					15%				
Trip Distribution OUT										15%	15%	
Residential Trips	0	0	21	0	0	0	0	21	0	60	60	0
Trip Distribution IN			20%					20%				
Trip Distribution OUT										20%	20%	
Hotel Trips	0	0	12	0	0	0	0	12	0	2	2	0
Trip Distribution IN			20%					20%				
Trip Distribution OUT										20%	20%	
Office Trips	0	0	213	0	0	0	0	213	0	32	32	0
Trip Distribution IN			20%					20%				
Trip Distribution OUT										20%	20%	
Retail Trips	0	0	8	0	0	0	0	8	0	6	6	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	254	0	0	0	0	254	0	100	100	0
2029 Buildout Total	167	1	366	5	7	3	5	1,843	164	165	563	1

PM PEAK HOUR

Description	W Lake Ave NW/Florence PI			W Lake Ave NW/Florence PI			Donald Lee Hollowell Pkwy/US 278			Donald Lee Hollowell Pkwy/US 278		
	Northbound			Southbound			Eastbound			Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	135	4	52	8	9	5	2	489	180	156	1,140	3
Pedestrians		6			8			7			6	
Conflicting Pedestrians	7		6	6		7	8		6	6		8
Heavy Vehicles	2	0	1	0	0	0	0	30	5	2	50	0
Heavy Vehicle %	2%	2%	2%	2%	2%	2%	2%	6%	3%	2%	4%	2%
Peak Hour Factor		0.97			0.97			0.97			0.97	
Adjustment												
Adjusted 2019 Volumes	135	4	52	8	9	5	2	489	180	156	1140	3
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips								61			63	
1060 Hollowell DRI #2815 Project Trips			15					63		19	71	
2029 Background Traffic	157	5	75	9	10	6	2	692	209	200	1,457	3
Project Trips												
Trip Distribution IN			15%					15%				
Trip Distribution OUT										15%	15%	
Residential Trips	0	0	50	0	0	0	0	50	0	33	33	0
Trip Distribution IN			20%					20%				
Trip Distribution OUT										20%	20%	
Hotel Trips	0	0	11	0	0	0	0	11	0	13	13	0
Trip Distribution IN			20%					20%				
Trip Distribution OUT										20%	20%	
Office Trips	0	0	40	0	0	0	0	40	0	218	218	0
Trip Distribution IN			20%					20%				
Trip Distribution OUT										20%	20%	
Retail Trips	0	0	25	0	0	0	0	25	0	21	21	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	126	0	0	0	0	126	0	285	285	0
2029 Buildout Total	157	5	201	9	10	6	2	818	209	485	1,742	3

INTERSECTION VOLUME DEVELOPMENT
Intersection #3
Francis Pl NW & US 278/US 78/SR 8/Donald Lee Hollowell Pkwy NW
AM PEAK HOUR

Description	Northbound			Francis Pl NW Southbound			US 278/US 78/SR 8/Donald Lee Hollowell Pkwy NW Eastbound			US 278/US 78/SR 8/Donald Lee Hollowell Pkwy NW Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	0	0	0	11	0	14	20	1,045	0	0	309	5
Pedestrians	0			3			0			0		
Conflicting Pedestrians	0	0	0	0	0	0	3	0	0	0	0	3
Heavy Vehicles	0	0	0	0	0	0	0	46	0	0	49	0
Heavy Vehicle %	0%	0%	0%	2%	0%	2%	2%	4%	0%	0%	16%	2%
Peak Hour Factor	0.95			0.95			0.95			0.95		
Adjustment	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
Adjusted 2019 Volumes	0	0	0	11	0	14	20	1066	0	0	315	5
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips								79			50	
1060 Hollowell DRI #2815 Project Trips								105			60	
2029 Background Traffic	0	0	0	13	0	16	23	1,421	0	0	476	6
Project Trips												
Trip Distribution IN							5%	25%				5%
Trip Distribution OUT				15%		5%				25%		
Residential Trips	0	0	0	60	0	20	7	35	0	0	100	7
Trip Distribution IN							5%	35%				5%
Trip Distribution OUT				5%		5%				35%		
Hotel Trips	0	0	0	0	0	0	3	22	0	0	3	3
Trip Distribution IN							5%	35%				5%
Trip Distribution OUT				5%		5%				35%		
Office Trips	0	0	0	8	0	8	53	373	0	0	56	53
Trip Distribution IN							5%	35%				5%
Trip Distribution OUT				5%		5%				35%		
Retail Trips	0	0	0	1	0	1	2	15	0	0	10	2
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	0	69	0	29	65	445	0	0	169	65
2029 Buildout Total	0	0	0	82	0	45	88	1,866	0	0	645	71

PM PEAK HOUR

Description	Northbound			Francis Pl NW Southbound			US 278/US 78/SR 8/Donald Lee Hollowell Pkwy NW Eastbound			US 278/US 78/SR 8/Donald Lee Hollowell Pkwy NW Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	0	0	0	9	0	14	17	503	0	0	1,374	12
Pedestrians	2			4			0			1		
Conflicting Pedestrians	0	0	1	1	0	0	4	2	2	2	58	4
Heavy Vehicles	0	0	0	0	0	0	0	36	0	0	58	0
Heavy Vehicle %	0%	0%	0%	2%	0%	2%	2%	7%	0%	0%	4%	2%
Peak Hour Factor	0.97			0.97			0.97			0.97		
Adjustment	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
Adjusted 2019 Volumes	0	0	0	9	0	14	17	513	0	0	1401	12
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips								61			63	
1060 Hollowell DRI #2815 Project Trips								78			90	
2029 Background Traffic	0	0	0	10	0	16	20	734	0	0	1,779	14
Project Trips												
Trip Distribution IN							5%	25%				5%
Trip Distribution OUT				15%		5%				25%		
Residential Trips	0	0	0	33	0	11	17	83	0	0	56	17
Trip Distribution IN							5%	35%				5%
Trip Distribution OUT				5%		5%				35%		
Hotel Trips	0	0	0	3	0	3	3	19	0	0	23	3
Trip Distribution IN							5%	35%				5%
Trip Distribution OUT				5%		5%				35%		
Office Trips	0	0	0	55	0	55	10	70	0	0	382	10
Trip Distribution IN							5%	35%				5%
Trip Distribution OUT				5%		5%				35%		
Retail Trips	0	0	0	5	0	5	6	43	0	0	37	6
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	0	96	0	74	36	215	0	0	498	36
2029 Buildout Total	0	0	0	106	0	90	56	949	0	0	2,277	50

INTERSECTION VOLUME DEVELOPMENT

Intersection #4

Elinor Pl NW/Woodlawn Ave NW & US 278/US 78/SR 8/Donald Lee Hollowell Pkwy NW
AM PEAK HOUR

Description	Northbound			Southbound			Eastbound			Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	0	0	0	1	0	2	0	1,106	0	0	334	1
Pedestrians	4			6			1			0		
Conflicting Pedestrians	1		0	0		1	6		4	4		6
Heavy Vehicles	0	0	0	0	0	0	0	48	0	0	50	0
Heavy Vehicle %	0%	0%	0%	2%	0%	2%	0%	4%	0%	0%	15%	2%
Peak Hour Factor	0.98			0.98			0.98			0.98		
Adjustment	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
Adjusted 2019 Volumes	0	0	0	1	0	2	0	1128	0	0	341	1
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips								79			50	
1060 Hollowell DRI #2815 Project Trips								105			60	
2029 Background Traffic	0	0	0	1	0	2	0	1,493	0	0	506	1
Project Trips												
Trip Distribution IN							5%	20%			5%	5%
Trip Distribution OUT						5%		15%			20%	
Residential Trips	0	0	0	0	0	20	7	88	0	0	87	7
Trip Distribution IN								35%			5%	
Trip Distribution OUT								5%			35%	
Hotel Trips	0	0	0	0	0	0	0	22	0	0	6	0
Trip Distribution IN								35%			5%	
Trip Distribution OUT								5%			35%	
Office Trips	0	0	0	0	0	0	0	381	0	0	109	0
Trip Distribution IN								35%			5%	
Trip Distribution OUT								5%			35%	
Retail Trips	0	0	0	0	0	0	0	16	0	0	12	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	0	0	0	20	7	507	0	0	214	7
2029 Buildout Total	0	0	0	1	0	22	7	2,000	0	0	720	8

PM PEAK HOUR

Description	Northbound			Southbound			Eastbound			Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	0	0	0	0	0	2	2	518	0	0	1,416	1
Pedestrians	7			7			2			0		
Conflicting Pedestrians	2		0	0		2	7		7	7		7
Heavy Vehicles	0	0	0	0	0	0	0	34	0	0	56	0
Heavy Vehicle %	0%	0%	0%	0%	0%	2%	2%	7%	0%	0%	4%	2%
Peak Hour Factor	0.98			0.98			0.98			0.98		
Adjustment	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
Adjusted 2019 Volumes	0	0	0	0	0	2	2	528	0	0	1444	1
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips								61			63	
1060 Hollowell DRI #2815 Project Trips								78			90	
2029 Background Traffic	0	0	0	0	0	2	2	752	0	0	1,829	1
Project Trips												
Trip Distribution IN							5%	20%			5%	5%
Trip Distribution OUT						5%		15%			20%	
Residential Trips	0	0	0	0	0	11	17	100	0	0	61	17
Trip Distribution IN								35%			5%	
Trip Distribution OUT								5%			35%	
Hotel Trips	0	0	0	0	0	0	0	22	0	0	26	0
Trip Distribution IN								35%			5%	
Trip Distribution OUT								5%			35%	
Office Trips	0	0	0	0	0	0	0	125	0	0	392	0
Trip Distribution IN								35%			5%	
Trip Distribution OUT								5%			35%	
Retail Trips	0	0	0	0	0	0	0	48	0	0	43	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	0	0	0	11	17	295	0	0	522	17
2029 Buildout Total	0	0	0	0	0	13	19	1,047	0	0	2,351	18

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INTERSECTION VOLUME DEVELOPMENT
Intersection #5
Chappell Rd NW & Donald Lee Hollowell Pkwy/US 278
AM PEAK HOUR

Description	Chappell Rd NW			Chappell Rd NW			Donald Lee Hollowell Pkwy/US 278			Donald Lee Hollowell Pkwy/US 278		
	<u>Northbound</u>			<u>Southbound</u>			<u>Eastbound</u>			<u>Westbound</u>		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	27	0	122	0	0	0	1	1,396	46	50	361	1
Pedestrians		5			5			2			3	
Conflicting Pedestrians	2		3	3		2	5		5	5		5
Heavy Vehicles	1	0	0	0	0	0	0	54	4	1	47	0
Heavy Vehicle %	4%	0%	2%	0%	0%	0%	2%	4%	9%	2%	13%	2%
Peak Hour Factor		0.96			0.96			0.96			0.96	
Adjustment												
Adjusted 2019 Volumes	27	0	122	0	0	0	1	1396	46	50	361	1
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips								79			50	
1060 Hollowell DRI #2815 Project Trips								105			60	
2029 Background Traffic	31	0	142	0	0	0	1	1,804	53	58	529	1
Project Trips												
Trip Distribution IN		5%	5%				5%	10%			20%	10%
Trip Distribution OUT				15%	5%	5%		20%		5%	10%	
Residential Trips	0	7	7	60	20	20	7	94	0	20	68	14
Trip Distribution IN		5%					10%	20%			10%	15%
Trip Distribution OUT				20%	5%	10%		10%			20%	
Hotel Trips	0	3	0	2	0	1	6	13	0	0	8	9
Trip Distribution IN		5%					10%	20%			10%	15%
Trip Distribution OUT				20%	5%	10%		10%			20%	
Office Trips	0	53	0	32	8	16	107	229	0	0	139	160
Trip Distribution IN		5%					10%	20%			10%	15%
Trip Distribution OUT				20%	5%	10%		10%			20%	
Retail Trips	0	2	0	6	1	3	4	11	0	0	10	6
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	65	7	100	29	40	124	347	0	20	225	189
2029 Buildout Total	31	65	149	100	29	40	125	2,151	53	78	754	190

PM PEAK HOUR

Description	Chappell Rd NW			Chappell Rd NW			Donald Lee Hollowell Pkwy/US 278			Donald Lee Hollowell Pkwy/US 278		
	<u>Northbound</u>			<u>Southbound</u>			<u>Eastbound</u>			<u>Westbound</u>		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	39	0	79	0	0	0	0	472	71	299	1,513	0
Pedestrians		2			7			2			0	
Conflicting Pedestrians	2		0	0		2	7		2	2		7
Heavy Vehicles	0	0	5	0	0	0	0	34	3	5	62	0
Heavy Vehicle %	2%	0%	6%	0%	0%	0%	0%	7%	4%	2%	4%	0%
Peak Hour Factor		0.98			0.98			0.98			0.98	
Adjustment												
Adjusted 2019 Volumes	39	0	79	0	0	0	0	472	71	299	1513	0
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips								61			63	
1060 Hollowell DRI #2815 Project Trips								78			90	
2029 Background Traffic	45	0	92	0	0	0	0	687	82	347	1,909	0
Project Trips												
Trip Distribution IN		5%	5%				5%	10%			20%	10%
Trip Distribution OUT				15%	5%	5%		20%		5%	10%	
Residential Trips	0	17	17	33	11	11	17	77	0	11	89	33
Trip Distribution IN		5%					10%	20%			10%	15%
Trip Distribution OUT				20%	5%	10%		10%			20%	
Hotel Trips	0	3	0	13	3	7	5	18	0	0	18	8
Trip Distribution IN		5%					10%	20%			10%	15%
Trip Distribution OUT				20%	5%	10%		10%			20%	
Office Trips	0	10	0	218	55	109	20	149	0	0	238	30
Trip Distribution IN		5%					10%	20%			10%	15%
Trip Distribution OUT				20%	5%	10%		10%			20%	
Retail Trips	0	6	0	21	5	11	12	36	0	0	33	18
Pass-By Trips	0	0	0	12	0	9	9	-9	0	0	-12	12
Total Project Trips	0	36	17	297	74	147	63	271	0	11	366	101
2029 Buildout Total	45	36	109	297	74	147	63	958	82	358	2,275	101

INTERSECTION VOLUME DEVELOPMENT
Intersection #6
Eldbridge Dr NW & Donald Lee Hollowell Pkwy/US 278
AM PEAK HOUR

Description	Eldbridge Dr NW			Eldbridge Dr NW			Donald Lee Hollowell Pkwy/US 278			Donald Lee Hollowell Pkwy/US 278		
	Northbound			Southbound			Eastbound			Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	0	0	10	0	0	0	0	1,524	1	5	415	0
Pedestrians		7			0			1			2	
Conflicting Pedestrians	1		2	2		1	0		7	7		0
Heavy Vehicles	0	0	0	0	0	0	0	64	0	1	50	0
Heavy Vehicle %	0%	0%	2%	0%	0%	0%	0%	4%	2%	20%	12%	0%
Peak Hour Factor	0.95			0.95			0.95			0.95		
Adjustment												
Adjusted 2019 Volumes	0	0	10	0	0	0	0	1524	1	5	415	0
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips								79			50	
1060 Hollowell DRI #2815 Project Trips								105			60	
2029 Background Traffic	0	0	12	0	0	0	0	1,953	1	6	592	0
Project Trips												
Trip Distribution IN							5%	10%			30%	15%
Trip Distribution OUT				10%		5%		35%			10%	
Residential Trips	0	0	0	40	0	20	7	154	0	0	82	21
Trip Distribution IN							10%	10%			25%	15%
Trip Distribution OUT				10%		10%		30%			10%	
Hotel Trips	0	0	0	1	0	1	6	8	0	0	17	9
Trip Distribution IN							10%	10%			25%	15%
Trip Distribution OUT				10%		10%		30%			10%	
Office Trips	0	0	0	16	0	16	107	155	0	0	283	160
Trip Distribution IN							10%	10%			25%	15%
Trip Distribution OUT				10%		10%		30%			10%	
Retail Trips	0	0	0	3	0	3	4	12	0	0	14	6
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	0	60	0	40	124	329	0	0	396	196
2029 Buildout Total	0	0	12	60	0	40	124	2,282	1	6	988	196

PM PEAK HOUR

Description	Eldbridge Dr NW			Eldbridge Dr NW			Donald Lee Hollowell Pkwy/US 278			Donald Lee Hollowell Pkwy/US 278		
	Northbound			Southbound			Eastbound			Westbound		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	0	0	9	0	0	0	0	547	2	22	1,811	0
Pedestrians		11			0			0			3	
Conflicting Pedestrians	0		3	3		0	0		11	11		0
Heavy Vehicles	0	0	1	0	0	0	0	38	0	1	69	0
Heavy Vehicle %	0%	0%	11%	0%	0%	0%	0%	7%	2%	5%	4%	0%
Peak Hour Factor	0.97			0.97			0.97			0.97		
Adjustment												
Adjusted 2019 Volumes	0	0	9	0	0	0	0	547	2	22	1811	0
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips								61			63	
1060 Hollowell DRI #2815 Project Trips								78			90	
2029 Background Traffic	0	0	10	0	0	0	0	774	2	26	2,255	0
Project Trips												
Trip Distribution IN							5%	10%			30%	15%
Trip Distribution OUT				10%		5%		35%			10%	
Residential Trips	0	0	0	22	0	11	17	111	0	0	122	50
Trip Distribution IN							10%	10%			25%	15%
Trip Distribution OUT				10%		10%		30%			10%	
Hotel Trips	0	0	0	7	0	7	5	25	0	0	20	8
Trip Distribution IN							10%	10%			25%	15%
Trip Distribution OUT				10%		10%		30%			10%	
Office Trips	0	0	0	109	0	109	20	347	0	0	159	30
Trip Distribution IN							10%	10%			25%	15%
Trip Distribution OUT				10%		10%		30%			10%	
Retail Trips	0	0	0	11	0	11	12	44	0	0	42	18
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	0	149	0	138	54	527	0	0	343	106
2029 Buildout Total	0	0	10	149	0	138	54	1,301	2	26	2,598	106

INTERSECTION VOLUME DEVELOPMENT

Intersection #7

Gary Ave NW & Donald Lee Hollowell Pkwy/US 278

AM PEAK HOUR

Description	Gary Ave NW			Gary Ave NW			Donald Lee Hollowell Pkwy/US 278			Donald Lee Hollowell Pkwy/US 278		
	<u>Northbound</u>			<u>Southbound</u>			<u>Eastbound</u>			<u>Westbound</u>		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	0	0	0	6	0	8	16	1,533	0	0	414	10
Pedestrians		0			17			2			0	
Conflicting Pedestrians	2		0	0		2	17		0	0		17
Heavy Vehicles	0	0	0	0	0	0	2	49	0	0	53	6
Heavy Vehicle %	0%	0%	0%	2%	0%	2%	13%	3%	0%	0%	13%	60%
Peak Hour Factor		0.96			0.96			0.96			0.96	
Adjustment												
Adjusted 2019 Volumes	0	0	0	6	0	8	16	1533	0	0	414	10
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips								79			50	
1060 Hollowell DRI #2815 Project Trips								105			60	
2029 Background Traffic	0	0	0	7	0	9	19	1,963	0	0	590	12
Project Trips												
Trip Distribution IN							5%				50%	10%
Trip Distribution OUT				10%		5%		50%				
Residential Trips	0	0	0	40	0	20	7	200	0	0	71	14
Trip Distribution IN							10%				40%	15%
Trip Distribution OUT				15%		10%		40%				
Hotel Trips	0	0	0	1	0	1	6	3	0	0	25	9
Trip Distribution IN							10%				40%	15%
Trip Distribution OUT				15%		10%		40%				
Office Trips	0	0	0	24	0	16	107	64	0	0	426	160
Trip Distribution IN							10%				40%	15%
Trip Distribution OUT				15%		10%		40%				
Retail Trips	0	0	0	4	0	3	4	11	0	0	17	6
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	0	69	0	40	124	278	0	0	539	189
2029 Buildout Total	0	0	0	76	0	49	143	2,241	0	0	1,129	201

PM PEAK HOUR

Description	Gary Ave NW			Gary Ave NW			Donald Lee Hollowell Pkwy/US 278			Donald Lee Hollowell Pkwy/US 278		
	<u>Northbound</u>			<u>Southbound</u>			<u>Eastbound</u>			<u>Westbound</u>		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	0	0	0	11	0	21	12	549	0	0	1,860	23
Pedestrians		0			21			4			0	
Conflicting Pedestrians	4		0	0		4	21		0	0		21
Heavy Vehicles	0	0	0	0	0	0	2	40	0	0	67	6
Heavy Vehicle %	0%	0%	0%	2%	0%	2%	17%	7%	0%	0%	4%	26%
Peak Hour Factor		0.97			0.97			0.97			0.97	
Adjustment												
Adjusted 2019 Volumes	0	0	0	11	0	21	12	549	0	0	1860	23
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips								61			63	
1060 Hollowell DRI #2815 Project Trips								78			90	
2029 Background Traffic	0	0	0	13	0	24	14	776	0	0	2,312	27
Project Trips												
Trip Distribution IN							5%				50%	10%
Trip Distribution OUT				10%		5%		50%				
Residential Trips	0	0	0	22	0	11	17	111	0	0	167	33
Trip Distribution IN							10%				40%	15%
Trip Distribution OUT				15%		10%		40%				
Hotel Trips	0	0	0	10	0	7	5	27	0	0	21	8
Trip Distribution IN							10%				40%	15%
Trip Distribution OUT				15%		10%		40%				
Office Trips	0	0	0	164	0	109	20	436	0	0	80	30
Trip Distribution IN							10%				40%	15%
Trip Distribution OUT				15%		10%		40%				
Retail Trips	0	0	0	16	0	11	12	42	0	0	49	18
Pass-By Trips	0	0	0	18	0	12	12	-12	0	0	-18	18
Total Project Trips	0	0	0	230	0	150	66	604	0	0	299	107
2029 Buildout Total	0	0	0	243	0	174	80	1,380	0	0	2,611	134

INTERSECTION VOLUME DEVELOPMENT
Intersection #8
North Ave NW/Marietta Blvd NW & Donald Lee Hollowell Pkwy/US 278
AM PEAK HOUR

Description	North Ave NW/Marietta Blvd NW			North Ave NW/Marietta Blvd NW			Donald Lee Hollowell Pkwy/US 278			Donald Lee Hollowell Pkwy/US 278		
	<u>Northbound</u>			<u>Southbound</u>			<u>Eastbound</u>			<u>Westbound</u>		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	5	27	26	136	4	159	346	1,132	3	14	286	168
Pedestrians		5			4			0			1	
Conflicting Pedestrians	0		1	1		0	4		5	5		4
Heavy Vehicles	3	2	6	7	0	33	29	27	0	0	18	14
Heavy Vehicle %	60%	7%	23%	5%	2%	21%	8%	2%	2%	2%	6%	8%
Peak Hour Factor		0.90			0.90			0.90			0.90	
Adjustment												
Adjusted 2019 Volumes	5	27	26	136	4	159	346	1132	3	14	286	168
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips								79			50	
1060 Hollowell DRI #2815 Project Trips				56				105			61	40
2029 Background Traffic	6	31	30	214	5	185	402	1,498	3	16	443	235
Project Trips												
Trip Distribution IN						10%					50%	
Trip Distribution OUT							10%	50%				
Residential Trips	0	0	0	0	0	14	40	200	0	0	71	0
Trip Distribution IN						10%					45%	
Trip Distribution OUT							10%	45%				
Hotel Trips	0	0	0	0	0	6	1	4	0	0	28	0
Trip Distribution IN						10%					45%	
Trip Distribution OUT							10%	45%				
Office Trips	0	0	0	0	0	107	16	72	0	0	480	0
Trip Distribution IN						10%					45%	
Trip Distribution OUT							10%	45%				
Retail Trips	0	0	0	0	0	4	3	13	0	0	19	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	0	0	0	131	60	289	0	0	598	0
2029 Buildout Total	6	31	30	214	5	316	462	1,787	3	16	1,041	235

PM PEAK HOUR

Description	North Ave NW/Marietta Blvd NW			North Ave NW/Marietta Blvd NW			Donald Lee Hollowell Pkwy/US 278			Donald Lee Hollowell Pkwy/US 278		
	<u>Northbound</u>			<u>Southbound</u>			<u>Eastbound</u>			<u>Westbound</u>		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	12	2	12	216	60	780	163	408	16	37	1,048	165
Pedestrians		3			9			1			1	
Conflicting Pedestrians	1		1	1		1	9		3	3		9
Heavy Vehicles	1	0	1	18	2	46	31	11	4	2	26	7
Heavy Vehicle %	8%	2%	8%	8%	3%	6%	19%	3%	25%	5%	2%	4%
Peak Hour Factor		0.97			0.97			0.97			0.97	
Adjustment												
Adjusted 2019 Volumes	12	2	12	216	60	780	163	408	16	37	1048	165
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips								61			63	
1060 Hollowell DRI #2815 Project Trips						48		76			92	52
2029 Background Traffic	14	2	14	251	70	953	189	611	19	43	1,371	243
Project Trips												
Trip Distribution IN						10%					50%	
Trip Distribution OUT							10%	50%				
Residential Trips	0	0	0	0	0	33	22	111	0	0	167	0
Trip Distribution IN						10%					45%	
Trip Distribution OUT							10%	45%				
Hotel Trips	0	0	0	0	0	5	7	30	0	0	24	0
Trip Distribution IN						10%					45%	
Trip Distribution OUT							10%	45%				
Office Trips	0	0	0	0	0	20	109	491	0	0	90	0
Trip Distribution IN						10%					45%	
Trip Distribution OUT							10%	45%				
Retail Trips	0	0	0	0	0	12	11	48	0	0	55	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	0	0	0	70	149	680	0	0	336	0
2029 Buildout Total	14	2	14	251	70	1,023	338	1,291	19	43	1,707	243

INTERSECTION VOLUME DEVELOPMENT

Intersection #9 Francis Pl & Proposed Driveway A AM PEAK HOUR

Description	Francis Pl			Francis Pl						Proposed Driveway A		
	<u>Northbound</u>			<u>Southbound</u>			<u>Eastbound</u>			<u>Westbound</u>		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	0	6	0	0	6	0	0	0	0	0	0	0
Pedestrians		0			0			0			0	
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	0	0	0	0	0	0	0	0	0	0	0	0
Heavy Vehicle %	0%	2%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%
Peak Hour Factor		0.92			0.92			0.92			0.92	
Adjustment												
Adjusted 2019 Volumes	0	6	0	0	6	0	0	0	0	0	0	0
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips												
1060 Hollowell DRI #2815 Project Trips												
2029 Background Traffic	0	7	0	0	7	0	0	0	0	0	0	0
Project Trips												
Trip Distribution IN			10%									
Trip Distribution OUT										15%		
Residential Trips	0	0	14	0	0	0	0	0	0	60	0	0
Trip Distribution IN			10%									
Trip Distribution OUT										10%		
Hotel Trips	0	0	6	0	0	0	0	0	0	1	0	0
Trip Distribution IN			10%									
Trip Distribution OUT										10%		
Office Trips	0	0	107	0	0	0	0	0	0	16	0	0
Trip Distribution IN			10%									
Trip Distribution OUT										10%		
Retail Trips	0	0	4	0	0	0	0	0	0	3	0	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	131	0	0	0	0	0	0	80	0	0
2029 Buildout Total	0	7	131	0	7	0	0	0	0	80	0	0

PM PEAK HOUR

Description	Francis Pl			Francis Pl						Proposed Driveway A		
	<u>Northbound</u>			<u>Southbound</u>			<u>Eastbound</u>			<u>Westbound</u>		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	0	7	0	0	6	0	0	0	0	0	0	0
Pedestrians		0			0			0			0	
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	0	0	0	0	0	0	0	0	0	0	0	0
Heavy Vehicle %	0%	2%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%
Peak Hour Factor		0.92			0.92			0.92			0.92	
Adjustment												
Adjusted 2019 Volumes	0	7	0	0	6	0	0	0	0	0	0	0
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips												
1060 Hollowell DRI #2815 Project Trips												
2029 Background Traffic	0	8	0	0	7	0	0	0	0	0	0	0
Project Trips												
Trip Distribution IN			10%									
Trip Distribution OUT										15%		
Residential Trips	0	0	33	0	0	0	0	0	0	33	0	0
Trip Distribution IN			10%									
Trip Distribution OUT										10%		
Hotel Trips	0	0	5	0	0	0	0	0	0	7	0	0
Trip Distribution IN			10%									
Trip Distribution OUT										10%		
Office Trips	0	0	20	0	0	0	0	0	0	109	0	0
Trip Distribution IN			10%									
Trip Distribution OUT										10%		
Retail Trips	0	0	12	0	0	0	0	0	0	11	0	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	70	0	0	0	0	0	0	160	0	0
2029 Buildout Total	0	8	70	0	7	0	0	0	0	160	0	0

INTERSECTION VOLUME DEVELOPMENT

Intersection #10 Ellinor Pl & Proposed Driveway B AM PEAK HOUR

Description	Ellinor Pl			Ellinor Pl						Proposed Driveway B		
	<u>Northbound</u>			<u>Southbound</u>			<u>Eastbound</u>			<u>Westbound</u>		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	0	1	0	0	0	0	0	0	0	0	0	0
Pedestrians		0			0			0			0	
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	0	0	0	0	0	0	0	0	0	0	0	0
Heavy Vehicle %	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Peak Hour Factor		0.92			0.92			0.92			0.92	
Adjustment												
Adjusted 2019 Volumes	0	1	0	0	0	0	0	0	0	0	0	0
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips												
1060 Hollowell DRI #2815 Project Trips												
2029 Background Traffic	0	1	0	0	0	0	0	0	0	0	0	0
Project Trips												
Trip Distribution IN			10%									
Trip Distribution OUT												5%
Residential Trips	0	0	14	0	0	0	0	0	0	0	0	20
Trip Distribution IN												
Trip Distribution OUT												
Hotel Trips	0	0	0	0	0	0	0	0	0	0	0	0
Trip Distribution IN												
Trip Distribution OUT												
Office Trips	0	0	0	0	0	0	0	0	0	0	0	0
Trip Distribution IN												
Trip Distribution OUT												
Retail Trips	0	0	0	0	0	0	0	0	0	0	0	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	14	0	0	0	0	0	0	0	0	20
2029 Buildout Total	0	1	14	0	0	0	0	0	0	0	0	20

PM PEAK HOUR

Description	Ellinor Pl			Ellinor Pl						Proposed Driveway B		
	<u>Northbound</u>			<u>Southbound</u>			<u>Eastbound</u>			<u>Westbound</u>		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	0	3	0	0	0	0	0	0	0	0	0	0
Pedestrians		0			0			0			0	
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	0	0	0	0	0	0	0	0	0	0	0	0
Heavy Vehicle %	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Peak Hour Factor		0.92			0.92			0.92			0.92	
Adjustment												
Adjusted 2019 Volumes	0	3	0	0	0	0	0	0	0	0	0	0
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips												
1060 Hollowell DRI #2815 Project Trips												
2029 Background Traffic	0	3	0	0	0	0	0	0	0	0	0	0
Project Trips												
Trip Distribution IN			10%									
Trip Distribution OUT												5%
Residential Trips	0	0	33	0	0	0	0	0	0	0	0	11
Trip Distribution IN												
Trip Distribution OUT												
Hotel Trips	0	0	0	0	0	0	0	0	0	0	0	0
Trip Distribution IN												
Trip Distribution OUT												
Office Trips	0	0	0	0	0	0	0	0	0	0	0	0
Trip Distribution IN												
Trip Distribution OUT												
Retail Trips	0	0	0	0	0	0	0	0	0	0	0	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	33	0	0	0	0	0	0	0	0	11
2029 Buildout Total	0	3	33	0	0	0	0	0	0	0	0	11

INTERSECTION VOLUME DEVELOPMENT

Intersection #11

US 278/US 78/SR 8/Donald Lee Hollowell Pkwy NW & Proposed Driveway C AM PEAK HOUR

Description	Northbound			Proposed Driveway C			US 278/US 78/SR 8/Donald Lee Hollowell Pkwy NW			US 278/US 78/SR 8/Donald Lee Hollowell Pkwy NW		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	0	0	0	0	0	0	0	1,129	0	0	335	0
Pedestrians		0			0			0			0	
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	0	0	0	0	0	0	0	0	0	0	0	0
Heavy Vehicle %	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	2%	0%
Peak Hour Factor		0.98			0.98			0.98			0.98	
Adjustment												
Adjusted 2019 Volumes	0	0	0	0	0	0	0	1129	0	0	335	0
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips								79			50	
1060 Hollowell DRI #2815 Project Trips								105			60	
2029 Background Traffic	0	0	0	0	0	0	0	1,494	0	0	499	0
Project Trips												
Trip Distribution IN							5%	15%			10%	10%
Trip Distribution OUT				5%		5%		15%			15%	
Residential Trips	0	0	0	20	0	20	7	81	0	0	74	14
Trip Distribution IN							5%	30%			5%	5%
Trip Distribution OUT				5%		5%		5%			30%	
Hotel Trips	0	0	0	0	0	0	3	19	0	0	5	3
Trip Distribution IN							5%	30%			5%	5%
Trip Distribution OUT				5%		5%		5%			30%	
Office Trips	0	0	0	8	0	8	53	328	0	0	101	53
Trip Distribution IN							5%	30%			5%	5%
Trip Distribution OUT				5%		5%		5%			30%	
Retail Trips	0	0	0	1	0	1	2	14	0	0	10	2
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	0	0	0	29	0	29	65	442	0	0	190	72
2029 Buildout Total	0	0	0	29	0	29	65	1,936	0	0	689	72

PM PEAK HOUR

Description	Northbound			Proposed Driveway C			US 278/US 78/SR 8/Donald Lee Hollowell Pkwy NW			US 278/US 78/SR 8/Donald Lee Hollowell Pkwy NW		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	0	0	0	0	0	0	0	528	0	0	1,417	0
Pedestrians		0			0			0			0	
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	0	0	0	0	0	0	0	0	0	0	0	0
Heavy Vehicle %	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	2%	0%
Peak Hour Factor		0.98			0.98			0.98			0.98	
Adjustment												
Adjusted 2019 Volumes	0	0	0	0	0	0	0	528	0	0	1417	0
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips								61			63	
1060 Hollowell DRI #2815 Project Trips								78			90	
2029 Background Traffic	0	0	0	0	0	0	0	752	0	0	1,797	0
Project Trips												
Trip Distribution IN							5%	15%			10%	10%
Trip Distribution OUT				5%		5%		15%			15%	
Residential Trips	0	0	0	11	0	11	17	83	0	0	66	33
Trip Distribution IN							5%	30%			5%	5%
Trip Distribution OUT				5%		5%		5%			30%	
Hotel Trips	0	0	0	3	0	3	3	19	0	0	23	3
Trip Distribution IN							5%	30%			5%	5%
Trip Distribution OUT				5%		5%		5%			30%	
Office Trips	0	0	0	55	0	55	10	115	0	0	337	10
Trip Distribution IN							5%	30%			5%	5%
Trip Distribution OUT				5%		5%		5%			30%	
Retail Trips	0	0	0	5	0	5	6	42	0	0	38	6
Pass-By Trips	0	0	0	6	0	3	3	-3	0	0	-6	6
Total Project Trips	0	0	0	80	0	77	39	256	0	0	458	58
2029 Buildout Total	0	0	0	80	0	77	39	1,008	0	0	2,255	58

INTERSECTION VOLUME DEVELOPMENT
Intersection #12
Donald Lee Hollowell Pkwy/US 278 & Proposed Driveway D
AM PEAK HOUR

Description	Proposed Driveway D						Donald Lee Hollowell Pkwy/US 278			Donald Lee Hollowell Pkwy/US 278		
	<u>Northbound</u>			<u>Southbound</u>			<u>Eastbound</u>			<u>Westbound</u>		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	0	0	0	0	0	0	0	1,549	0	0	422	0
Pedestrians		0			0			0			0	
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	0	0	0	0	0	0	0	0	0	0	0	0
Heavy Vehicle %	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	2%	0%
Peak Hour Factor		0.96			0.96			0.96			0.96	
Adjustment												
Adjusted 2019 Volumes	0	0	0	0	0	0	0	1549	0	0	422	0
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips								79			50	
1060 Hollowell DRI #2815 Project Trips								105			60	
2029 Background Traffic	0	0	0	0	0	0	0	1,982	0	0	600	0
Project Trips												
Trip Distribution IN								5%	5%	5%	45%	
Trip Distribution OUT	5%		5%					45%			5%	
Residential Trips	20	0	20	0	0	0	0	187	7	7	83	0
Trip Distribution IN								10%			40%	
Trip Distribution OUT								40%			10%	
Hotel Trips	0	0	0	0	0	0	0	9	0	0	26	0
Trip Distribution IN								10%			40%	
Trip Distribution OUT								40%			10%	
Office Trips	0	0	0	0	0	0	0	171	0	0	442	0
Trip Distribution IN								10%			40%	
Trip Distribution OUT								40%			10%	
Retail Trips	0	0	0	0	0	0	0	15	0	0	20	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	20	0	20	0	0	0	0	382	7	7	571	0
2029 Buildout Total	20	0	20	0	0	0	0	2,364	7	7	1,171	0

PM PEAK HOUR

Description	Proposed Driveway D						Donald Lee Hollowell Pkwy/US 278			Donald Lee Hollowell Pkwy/US 278		
	<u>Northbound</u>			<u>Southbound</u>			<u>Eastbound</u>			<u>Westbound</u>		
	Left	Through	Right	Left	Through	Right	Left	Through	Right	Left	Through	Right
Observed 2019 Traffic Volumes	0	0	0	0	0	0	0	561	0	0	1,881	0
Pedestrians		0			0			0			0	
Conflicting Pedestrians	0		0	0		0	0		0	0		0
Heavy Vehicles	0	0	0	0	0	0	0	0	0	0	0	0
Heavy Vehicle %	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	2%	0%
Peak Hour Factor		0.97			0.97			0.97			0.97	
Adjustment												
Adjusted 2019 Volumes	0	0	0	0	0	0	0	561	0	0	1881	0
Annual Growth Rate	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Growth Factor	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161	1.161
Echo Street DRI #2814 Project Trips								61			63	
1060 Hollowell DRI #2815 Project Trips								78			90	
2029 Background Traffic	0	0	0	0	0	0	0	790	0	0	2,336	0
Project Trips												
Trip Distribution IN								5%	5%	5%	45%	
Trip Distribution OUT	5%		5%					45%			5%	
Residential Trips	11	0	11	0	0	0	0	117	17	17	161	0
Trip Distribution IN								10%			40%	
Trip Distribution OUT								40%			10%	
Hotel Trips	0	0	0	0	0	0	0	32	0	0	28	0
Trip Distribution IN								10%			40%	
Trip Distribution OUT								40%			10%	
Office Trips	0	0	0	0	0	0	0	456	0	0	189	0
Trip Distribution IN								10%			40%	
Trip Distribution OUT								40%			10%	
Retail Trips	0	0	0	0	0	0	0	54	0	0	60	0
Pass-By Trips	0	0	0	0	0	0	0	0	0	0	0	0
Total Project Trips	11	0	11	0	0	0	0	659	17	17	438	0
2029 Buildout Total	11	0	11	0	0	0	0	1,449	17	17	2,774	0

Programmed Project Fact Sheets



PUBLIC INFORMATION MEETING

Proposed Donald Lee Hollowell Parkway Streetscape Project - Project ID# 0010322

Thursday – April 20, 2017 | Grove Park Recreation Center

FACT SHEET

General Description: The proposed improvements will construct 9' multi-use paths (5 foot sidewalks and 4 foot one way bike pair) along Donald Lee Hollowell and add streetscape trees, pedestrian and street lighting inside a 6' tree planting zone along Donald Lee Hollowell from West Lake Ave./Florence Place to Proctor Creek (west of Gary Avenue). The proposed improvements to this project also realign West Lake Avenue with Florence Place. The proposed improvements will also re-stripe Chappell Road in order to align through movements across Donald Lee Hollowell Pkwy. (which will eliminate the existing conflicting lane alignments), add a dedicated left turn lane on Chappell Rd., add dedicated left turn lanes with adequate storage along Donald Lee Hollowell, add a dedicated right turn lane to westbound Donald Lee Hollowell, and improve the right turn radius on southbound Dobbs Street. The corridor will maintain the existing 35 mph design speed.

Location: SR 8/DL Hollowell Pkwy. From Westlake Ave./Florence Place to Proctor Creek

Purpose: The Donald Lee Hollowell Parkway Corridor Improvement project in the City of Atlanta, Fulton County, Georgia is included in the Livable Centers Initiative (LCI) Pre-Qualified List of Transportation Projects which encourages local jurisdictions to plan and implement strategies that link transportation improvements with land use development strategies to create sustainable, livable communities consistent with regional development policies.

The Donald Lee Hollowell Parkway Corridor Improvement project is a result of the "2006 Bankhead MARTA Station Transit Area LCI Study" sponsored by the City of Atlanta. The Donald Lee Hollowell Parkway Corridor project was also adopted into the 2008 Connect Atlanta Plan.

The overall performance goals of the Donald Lee Hollowell Parkway Corridor project are to improve pedestrian connectivity and reduce crash frequency and severity. Secondary benefits expected are improvements to the visual appeal of the area and the project is expected to promote growth as outlined in the 2006 Bankhead MARTA Station Transit Area LCI Study.

Typical Section: 9' Multi-use Path (includes 5 ft. sidewalk and 4 ft. one way bike pair) with 6' Tree Planting Zone

Length: The approximate length of the project is 0.75 miles and is located within the City of Atlanta and Fulton County.

Environmental Concerns: The project is located within the Grove Park Historic District and along the City of Atlanta's Grove Park (see Figure 1). Right of Way is needed within the limits of the Grove Park Historic District and along Grove Park.

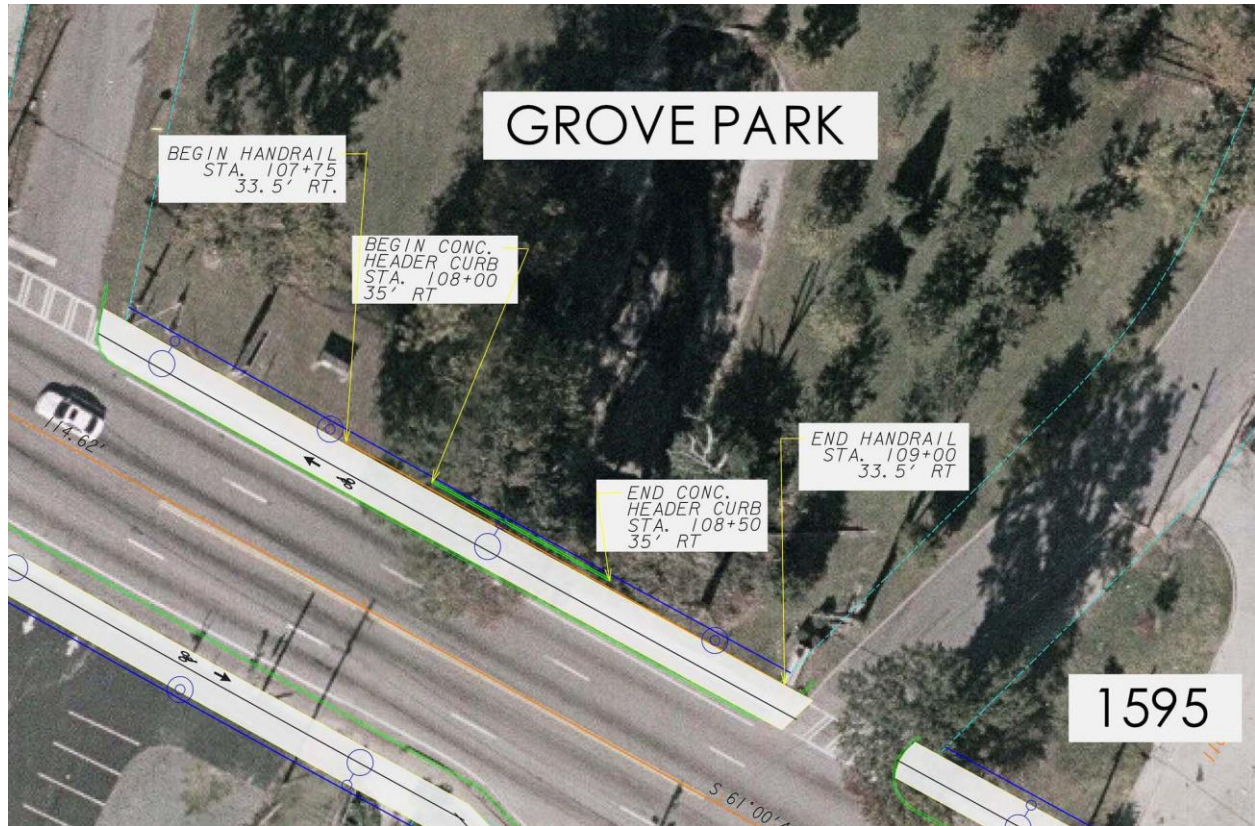


Figure 1. Grove Park (along DL Hollowell Pkwy)

Construction Cost Estimate: \$3.5 Million

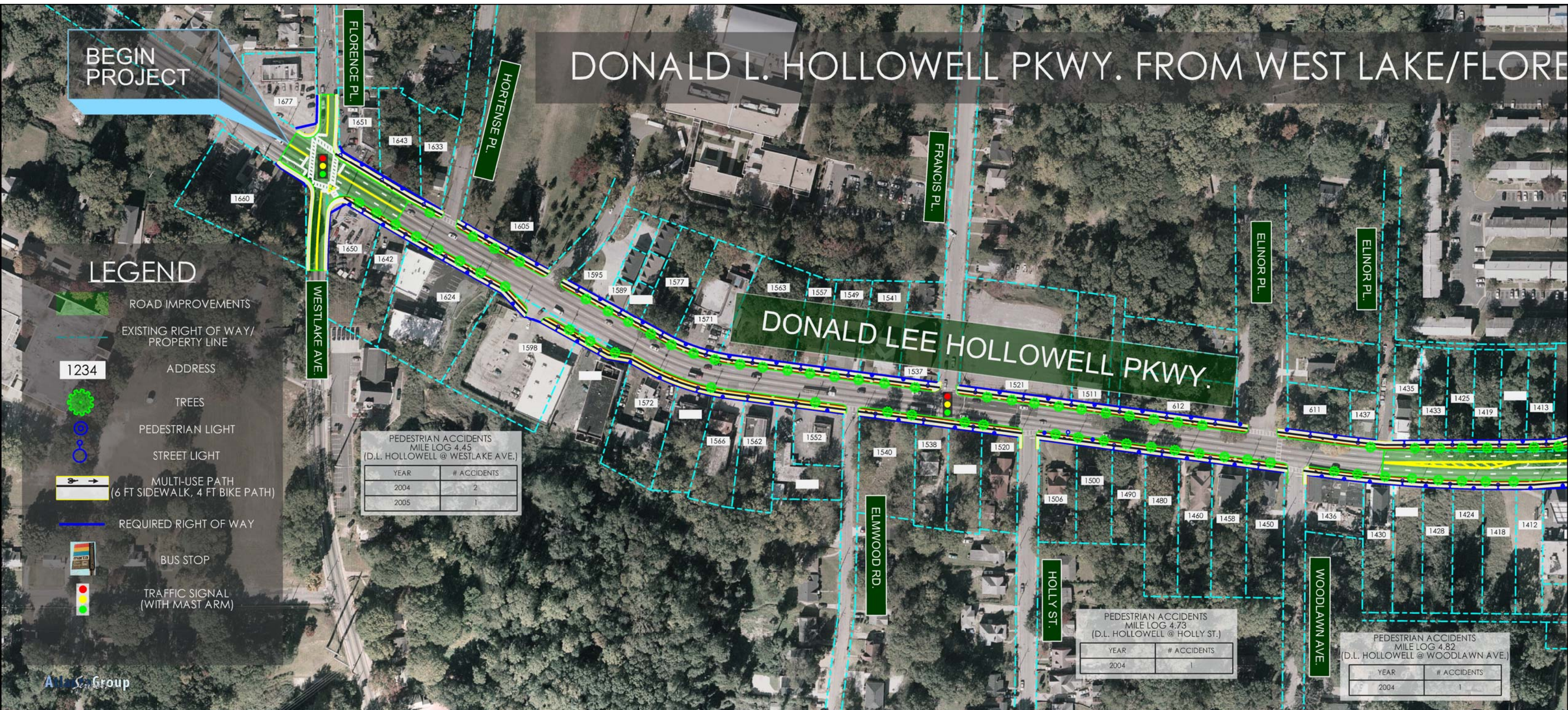
Schedule:

Concept Approval: Fall 2013

Preliminary Plans Complete: Fall 2017

Right of Way Acquisition: Winter 2017 to Winter 2019

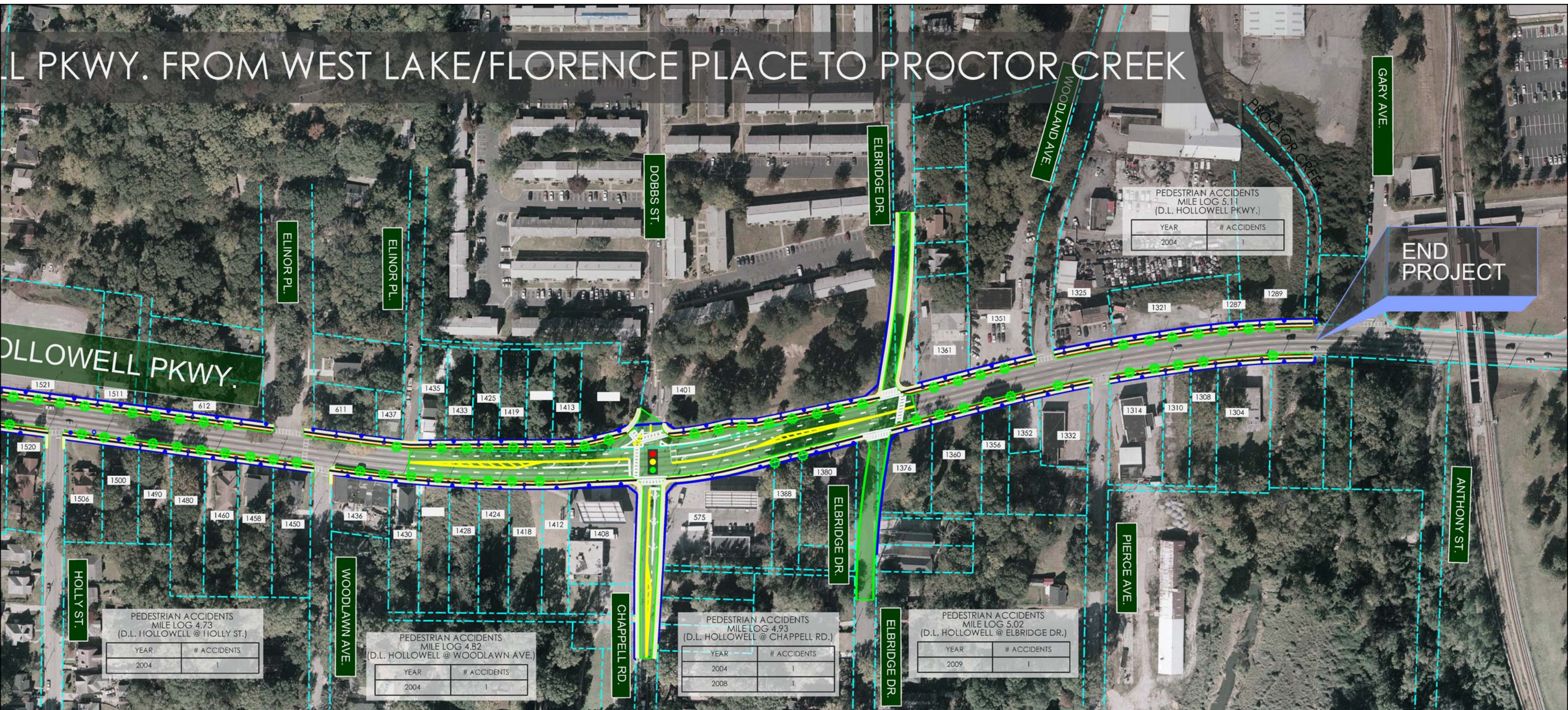
Final Plans Complete/Begin Construction: Spring 2020



COUNCIL DISTRICT 3
IVORY LEE YOUNG, JR.

DONALD LEE HOLLOWELL CORRIDOR IMPROVEMENTS
FROM WEST LAKE/FLORENCE PLACE TO PROCTOR CREEK
CITY OF ATLANTA
GDOT P.I. #0010322

D.L. HOLLOWELL PKWY. FROM WEST LAKE/FLORENCE PLACE TO PROCTOR CREEK



LEE HOLLOWELL CORRIDOR IMPROVEMENTS
FROM WEST LAKE/FLORENCE PLACE TO PROCTOR CREEK
CITY OF ATLANTA
GDOT P.I. #0010322



Short Title

ATLANTA STREETCAR - MIDTOWN / CROSSTOWN
CORRIDOR FROM BELTLINE EAST CORRIDOR TO
BELTLINE WEST CORRIDOR

GDOT Project No.

TBD

Federal ID No.

Status

Long Range

Service Type

Transit / Rail Capital

Sponsor

City of Atlanta

Jurisdiction

Regional - Central

Analysis Level

In the Region's Air Quality Conformity Analysis

Existing Thru Lane

N/A

LCI

☐

Planned Thru Lane

N/A

Flex

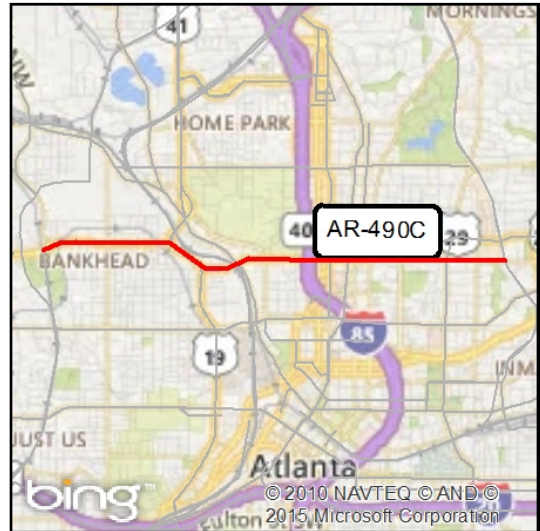
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Network Year

2040

Corridor Length

4.8 miles



Detailed Description and Justification

Construction of Phase 1 of the Atlanta Streetcar Expansion Strategy has been broken down into 5 smaller sections. This section is the 4.8 miles serving as a Midtown/Crosstown Corridor.

Phase Status & Funding Information		Status	FISCAL YEAR	TOTAL PHASE COST	BREAKDOWN OF TOTAL PHASE COST BY FUNDING SOURCE			
					FEDERAL	STATE	BONDS	LOCAL/PRIVATE
ALL	New Starts		LR 2031-2040	\$345,600,000	\$155,520,000	\$0,000	\$0,000	\$190,080,000
				\$345,600,000	\$155,520,000	\$0,000	\$0,000	\$190,080,000

SCP: Scoping PE: Preliminary engineering / engineering / design / planning PE-OV: GDOT oversight services for engineering ROW: Right-of-way Acquisition
UTL: Utility relocation CST: Construction / Implementation ALL: Total estimated cost, inclusive of all phases



For additional information about this project, please call (404) 463-3100 or email transportation@atlantaregional.com.

Short Title

ATLANTA STREETCAR - ATLANTA BELTLINE WEST CORRIDOR FROM CROSSTOWN/MIDTOWN CORRIDOR TO MARTA SOUTH RAIL LINE

GDOT Project No.

TBD

Federal ID No.

N/A

Status

Long Range

Service Type

Transit / Rail Capital

Sponsor

City of Atlanta

Jurisdiction

Regional - Central

Analysis Level

In the Region's Air Quality Conformity Analysis

Existing Thru Lane

N/A

LCI

☐

Planned Thru Lane

N/A

Flex

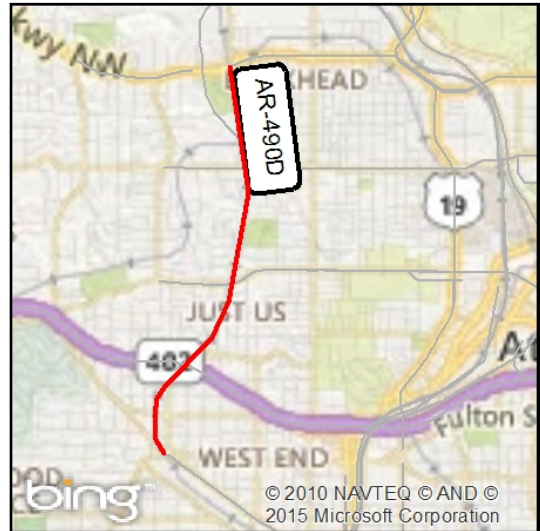
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Network Year

2040

Corridor Length

4.6 miles



Detailed Description and Justification

Construction of Phase 1 of the Atlanta Streetcar Expansion Strategy has been broken down into 5 smaller sections. This section is the 4.6 miles along the BeltLine West Corridor.

Phase Status & Funding Information		Status	FISCAL YEAR	TOTAL PHASE COST	BREAKDOWN OF TOTAL PHASE COST BY FUNDING SOURCE			
					FEDERAL	STATE	BONDS	LOCAL/PRIVATE
ALL	New Starts		LR 2031-2040	\$331,200,000	\$149,040,000	\$0,000	\$0,000	\$182,160,000
				\$331,200,000	\$149,040,000	\$0,000	\$0,000	\$182,160,000

SCP: Scoping PE: Preliminary engineering / engineering / design / planning PE-OV: GDOT oversight services for engineering ROW: Right-of-way Acquisition
 UTL: Utility relocation CST: Construction / Implementation ALL: Total estimated cost, inclusive of all phases



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