



# REGIONAL REVIEW NOTIFICATION

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

**DATE:** Feb. 24, 2020

**ARC REVIEW CODE:** R2002241

**TO:** Mayor Billy Copeland  
**ATTN TO:** Rodney Heard, Community Development Director  
**FROM:** Douglas R. Hooker, Executive Director  
**RE:** Development of Regional Impact Review

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Original on file

The Atlanta Regional Commission (ARC) has completed a preliminary regional review of the following Development of Regional Impact (DRI). ARC reviewed the DRI with regard to its relationship to regional plans, goals and policies – and impacts it may have on the activities, plans, goals and policies of other local jurisdictions as well as state, federal and other agencies. This preliminary report does not address whether the DRI is or is not in the best interest of the local government.

**Name of Proposal:** Symphony Park (DRI Notification Only)

**Review Type:** DRI

**Submitting Local Government:** City of McDonough

**Date Opened:** Feb. 24, 2020

**Deadline for Comments:** March 9, 2020 **Date to Close:** March 9, 2020

**Description:** This proposed project does not exceed ARC's DRI review threshold for this land use in this area of the region and therefore does not warrant DRI review. It does exceed Georgia DCA's base threshold and as such is subject to this "Notification Only" process per DCA's rules. A notification-only review ensures neighboring jurisdictions are informed about the project and have the opportunity to offer comments. A traffic study and other requirements for a Georgia Regional Transportation Authority DRI review will not be required.

A notification-only review of a proposed residential development in the City of McDonough at a site located south of Highway 81 (SR 81) and Travis Drive. The project contains 499 total residential units, including 180 single-family homes, 53 townhomes, 16 cottages, and 250 multifamily units. The project is adjacent to portions of unincorporated Henry County. The local trigger for this review is a rezoning from RA-200 Single Family Residential to RM-75, RTD, R-50, and C-2 zoning. The C-2 zoning applies to a 2-acre outparcel that is being deeded to the City for use as a community facility.

**PRELIMINARY COMMENTS:** According to the ARC Unified Growth Policy Map (UGPM), part of The Atlanta Region's Plan, this DRI is in the Developing Suburbs Area of the region. ARC's Regional Development Guide (RDG) details recommended policies for areas and places on the UGPM. General RDG information and recommendations for Developing Suburbs areas are listed at the bottom of these comments.

This a master-planned residential project on 108 currently undeveloped acres in the City of McDonough south of Highway 81 (SR 81) and west of Travis Drive. It is directly south of the existing Publix shopping center on Highway 81. The project contains 499 total residential units, including 180 single-family homes, 53 townhomes, 16 cottages, and 250 multifamily units. The gross overall density of the site is 4.6 dwelling units per acre. Access to the site would be provided from the north via an extension of Lake Dow Road and to the east with a new street on Travis Drive. An additional emergency-only access gate is proposed at the southeastern corner of the site on Travis Drive, south of the primary access.

The 2018 "Imagine Henry" joint comprehensive plan shows the Future Land Use for this site as part of the Highway Activity Center, defined as "commercial gateways into the City of McDonough along major corridors. These are containing office/commercial uses. Future growth should ensure access management, shared driveways and excellent public realm amenities, including wide sidewalks."

This DRI appears to manifest aspects of regional policy, including some of those at the bottom of this narrative. The plan contemplates a master-planned, residential community with a mix of detached and attached single-family homes, along with open space and amenity areas. The mix of housing types supports the Atlanta Region's Plans stated goals of improving connectivity, pedestrian access, diversity of dwelling types, and supporting healthy living.

To capitalize on this potential, care should be taken to ensure that the development, as constructed, promotes an interconnected, functional, clearly marked and comfortable bike/pedestrian experience on all streets, paths, entrances, and parking areas. It's not clear from the current site plan whether public access is intended among the different residential types. Providing vehicular and pedestrian access to all residents would greatly improve overall connectivity of the site. At a minimum, pedestrian and bike access should be provided across the different segments, so that all residents can access amenities. It's critical to build safe and comfortable pedestrian accommodations to access the shopping center to the north. This could significantly reduce required vehicle trips for residents.

The project can further support The Atlanta Region's Plan by incorporating other aspects of regional policy, including green infrastructure and/or low-impact design (e.g., rain gardens, vegetated swales, etc.) in park/green spaces, parking areas and along internal roadways, and as part of any improvements to site frontages.

Additional comments from ARC staff may be included in the final report at the close of this notification-only process.

Further to the above, Developing Suburbs are areas that have developed from roughly 1995 to today and are projected to remain suburbs through 2040. General policy recommendations for Developing Suburbs include:

- New development should connect to the existing road network and adjacent developments and use of cul-de-sacs or other means resulting in disconnected subdivisions should be discouraged
- Maximize the usefulness of existing recreational facilities in addition to providing new recreational opportunities

- Eliminate vacant or under-utilized parking areas through mechanisms such as out-parceling or conversion to community open space
- Use rain gardens, vegetated swales or other enhanced water filtration design to enhance the quality of stormwater run-off
- Identify other opportunities to foster a sense of community by developing town centers, village centers or other places of centralized location

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

ARC COMMUNITY DEVELOPMENT  
ARC RESEARCH & ANALYTICS  
GEORGIA DEPARTMENT OF NATURAL RESOURCES  
CITY OF STOCKBRIDGE

ARC TRANSPORTATION ACCESS & MOBILITY  
ARC AGING & HEALTH RESOURCES  
GEORGIA DEPARTMENT OF TRANSPORTATION  
CITY OF LOCUST GROVE

ARC NATURAL RESOURCES  
GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS  
HENRY COUNTY  
CITY OF HAMPTON

If you have any questions regarding this review, please contact Greg Giuffrida at (470) 378-1531 or [ggiuffrida@atlantaregional.org](mailto:ggiuffrida@atlantaregional.org). This finding will be published to the ARC review website located at <http://atlantaregional.org/plan-reviews>.



## DEVELOPMENT OF REGIONAL IMPACT REQUEST FOR COMMENTS

Instructions: The project described below has been submitted to this Regional Commission for review as a Development of Regional Impact (DRI). A DRI is a development of sufficient scale or importance that it is likely to generate impacts beyond the jurisdiction in which the project is located, for example in adjoining cities or neighboring counties. We would like to consider your comments on this proposed development in our DRI review process. Therefore, please review the information about the project included in this packet and offer your comments in the space provided. The completed form should be returned to ARC on or before the specified return deadline.

Preliminary Findings of the RDC: **Symphony Park (DRI Notification Only)** *See the Preliminary Report.*

Comments from affected party (attach additional sheets as needed):

Individual Completing Form:

Local Government:

Department:

Telephone: (     )

Signature:

Date:

***Please return this form to:***

Greg Giuffrida  
Atlanta Regional Commission  
International Tower  
229 Peachtree Street NE, Suite 100  
Atlanta, Georgia 30303  
Ph. (470) 378-1531  
[ggiuffrida@atlantaregional.org](mailto:ggiuffrida@atlantaregional.org)

**Return Date: March 9, 2020**

## ARC STAFF NOTICE OF REGIONAL REVIEW AND COMMENT FORM

DATE: Feb. 24 2020

ARC REVIEW CODE: R2002241

TO: ARC Group Managers

FROM: Greg Giuffrida, 470-378-1531

### Reviewing staff by Jurisdiction:

**Community Development:** Smith, Andrew

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

**Natural Resources:** Santo, Jim

**Research and Analytics:** Skinner, Jim

**Aging and Health Resources:** Perumbeti, Katie

**Name of Proposal:** Symphony Park (DRI Notification Only)

**Review Type:** Development of Regional Impact

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**Submitting Local Government:** City of McDonough

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### **Response:**

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

### **COMMENTS:**




**City of McDonough  
Community Development Department  
136 Keys Ferry Street, 3<sup>rd</sup> Floor  
McDonough, GA 30253  
Phone (678) 432-4622  
Fax (678) 432-4665**

**MEMORANDUM**

November 1, 2019

**TO:** City and County Reviewing Agencies  
**CC:** Municipal Planning Commission Members  
**FROM:** Tina Tebo, Planning & Zoning Permit Coordinator  
**SUBJECT:** Initial Review of Proposed Petition(s) Request – **Case #190302**

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Please see the below information along with the attached supporting documents for your review and comments. Please contact me with any questions.

**Applicant:** Blue River Development for Symphony Park

**Request** To rezone property to R-50 (Single Family Residential), RTD (Residential Townhouse District), RM-75 (Multi-Family Residential) and 1.5 +/- acres allocated for development of a Public Safety Facility.

**Zoning History:** RA-200 (Residential Agricultural) with conditions per ORD #04-09-13001(A)(Z)

**Tax-Parcel ID#:** Racetrack Road & Travis Dr. (Parcels #107-01034000, #107-01001000 & #107-01034001)

**Address:** North of Racetrack Rd. & East of Travis Dr.

**Tract Size:** Approximately 107.88 +/- acres

**Location:** Land Lot(s) 153 of the 7th District

**Infrastructure:** Water & Sewer Service: City of McDonough  
Electrical Service: Georgia Power  
Telephone: AT & T  
Cable: To Be Determined

**Attachments:**







# SYMPHONY PARK

A Blue River Development Community





Sample Single Family Detached Residential



Sample Residential Townhouse District



Sample Multi Family Residential



**BROKERAGE | DEVELOPMENT | CONSULTING** 3810 Windermere Pkwy | Suite 504 | Cumming, GA 30041 | [blueriverdevelopment.com](http://blueriverdevelopment.com)

### **Q: What zoning is being proposed?**

The proposed zoning is RM-75 Multi-family, RTD Residential Townhomes, R-50 Single Family, and ~~C-2~~ Public Safety, which will create a gross overall density of 4.6 units per acre with 21.6 acres of open space and 1.5 acres of land to be donated to the City of McDonough for a future public safety facility.

### **Q: Why this location?**

Blue River Development, LLC (BRD) used thoughtful land use consideration and close coordination with planning staff to identify the subject property. Symphony Park falls within the designated land use plan and density that was thoroughly vetted and decided upon by the City of McDonough. The existing retail at the front of the planned development provides a natural fit for the intended use and creates a mixed-use feel for the entire community.

### **Q: Why is Symphony Park over 400 units?**

Per Henry County, the projected population growth will increase by fifty percent in the next twenty years. The county's economic growth is also expected to expand drastically as well, with McDonough, as the county seat, playing a huge role in future growth. With three quality residential types that do not compete with each other, along with top of the line amenities, Symphony Park gives the City of McDonough an opportunity to be involved in a project that will foster growth and have a positive effect on the city for years to come, creating a community for all that live in the City and surrounding areas to enjoy.

### **Q: Who is Blue River Development?**

BRD prides itself in developing sustainable and walkable communities in addition to specializing in targeting growth markets based on demographic trends and economic drivers. When taking those factors into consideration, McDonough and Henry County are poised to become one the largest submarkets in Metro Atlanta. As a current property owner in the City and developer of other local projects, BRD has spent the last 12 months putting careful thought and consideration into the proposed use as submitted.

### **Q: Why is multi-family a part of Symphony Park?**

Multi-Family units provide the density per acre to allow for parkways, undisturbed land, and common areas that create a sense of community for everyone. With multi-family units being targeted to the millennial generation, BRD is targeting a demographic known for higher discretionary spending than most others, fostering growth and success for the surrounding retail market.

### **Q: How will the development impact schools and traffic?**

Symphony Park will have very little impact on the schools. The single-family detached homes will be marketed towards the 55+ population and the multi-family units will be marketed towards the millennial generation, therefore reducing potential demand at nearby schools. The development will have multiple points of ingress and egress which allow for an easy traffic flow throughout the community, along with the existing traffic light already located at the main entrance to the development. The community also creates walkability to retail, dining, and entertainment. All of these factors contribute to a minimal effect on traffic for current citizens.

### **Q: Why is this what the City of McDonough needs?**

In order to bring people together, municipalities all over the country are striving to create mixed use communities that have this type of walkability, infrastructure, ingress/egress, and connectivity. With the retail component of a mixed-use development already in place, this is the perfect site to provide a "textbook" mixed-use opportunity and will be an example for other communities in surrounding areas.

# BLUE RIVER DEVELOPMENT, LLC

## About Us

Blue River Development, LLC is a nationally recognized, industry leading, land sales and development team that specializes in the greater Atlanta metropolitan area. Our team has over 20 years experience and has been involved in the development, acquisition, and disposition of nearly 1 billion dollars in projects. These projects are comprised of thousands of residential lots, multi-family units, and retail developments. Our success has been driven by our ability to provide and catalog the most up to date market intel, the ability to execute on the data, and our accountability to our clients and investors.



Brad Cooper  
Managing Principal



Michael Cooper  
Managing Principal



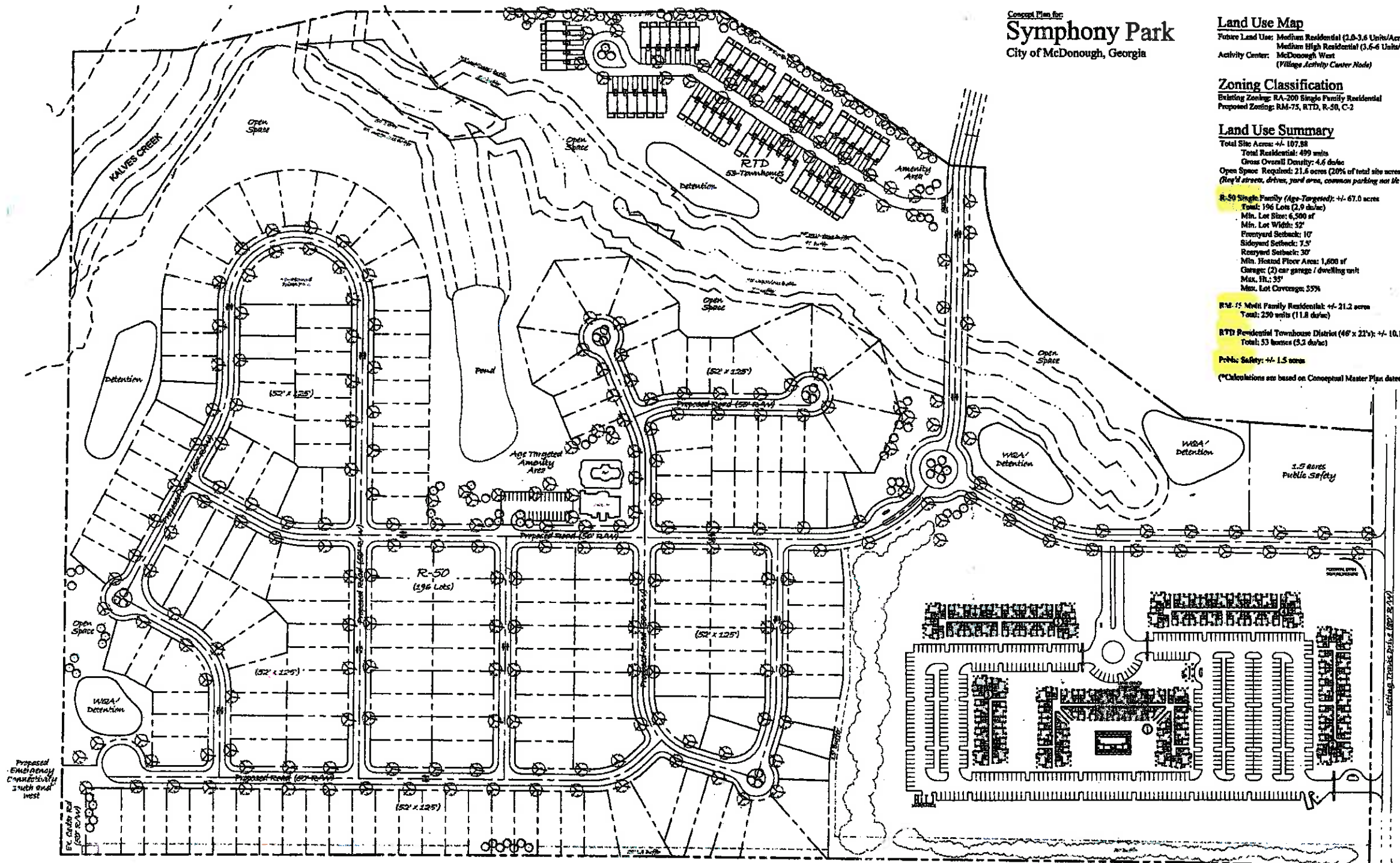
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3810 Windermere Pkwy | Suite 504 | Cumming, GA 30041 | [blueriverdevelopment.com](http://blueriverdevelopment.com)





(\*Calculations are based on Conceptual Master Plan dated July 8, 2019)



### GRAPHIC SCALE



Concept plan is for discussion purposes only.  
Final design may vary from depicted configuration.  
Date: July 22, 2019

Revised 11/27



**Prepared by:**  
**Maanvi Sharma/Engineer**



**ENGINEERING**  **SURVEYING**  
 120 Corporate Center Blvd. SUITE 200  
 ST. LOUIS, MISSOURI 63103  
 PH. (314) 241-6666 FAX (314) 241-6666  
 100 South Tower Ave. SUITE 1  
 CHICAGO, ILLINOIS 60606  
 PH. (312) 467-1111 FAX (312) 467-1111