

White Road

DRI #3341

Cobb County, Georgia

Submission:

June 29, 2021

Revised June 30, 2021

Applicant:

Strategic Real Estate Partners

TABLE OF CONTENTS

INTRODUCTION.....	2
TRIP GENERATION.....	2
ENHANCED FOCUS AREA.....	2
HEAVY VEHICLE ROUTING.....	3
PAVEMENT CONDITION.....	4
ROADWAY WIDTH.....	6
CORNER RADII.....	7
HEAVY VEHICLE STAGING.....	13
PEDESTRIAN SAFETY.....	13

Introduction

The *White Road* development is a proposed industrial development on an approximately 41-acre site located north of Village Drive along White Road in Cobb County, Georgia. As currently envisioned, the *White Road* development will consist of 569,160 square feet of industrial space. This memorandum provides density, trip generation, and a heavy vehicle enhanced focus area, as approved during the Methodology Meeting on June 2, 2021 and GRTA's Revised Letter of Understanding (LOU) dated June 15, 2021.

Note: A traffic study is not required by GRTA or the Atlanta Regional Commission (ARC) to support the DRI process because the proposed development is projected to generate fewer than 1,000 trips per day. However, the purpose of this memorandum is to request GRTA to allow expedited review based on the proposed limited trip generation.

Trip Generation

Project traffic, for the purposes of this evaluation, is defined as the vehicle trips expected to be generated by the proposed development. Anticipated trip generation for the *White Road* development was calculated using rates and equations contained in the Institute of Transportation Engineers' (ITE) *Trip Generation Manual*, 10th Edition, 2017.

The density and the anticipated project trip generation are summarized in **Table 1**.

Table 1: Trip Generation (Gross Trips)												
Land Use	ITE Code	Density	Type	Daily Traffic			AM Peak			PM Peak Hour		
				Total	Enter	Exit	Total	Enter	Exit	Total	Enter	Exit
Warehousing	150	569,160 SF	Passenger Cars	630	315	315	83	66	17	79	17	62
			Heavy Vehicles	314	157	157	11	6	5	17	9	8
Total				944	472	472	94	72	22	96	26	70

Based on **Table 1**, the proposed development is projected to generate approximately 944 total daily trips (472 in; 472 out), 94 AM peak hour trips, and 96 PM peak hour trips. It is important to note that the projected net total daily trips generated by the *White Road* development are less than 1,000 per day.

Enhanced Focus Area

The following segments are included in the Enhanced Focus Area (highlighted yellow), as approved during the Methodology Meeting on June 2, 2021 and GRTA's Revised Letter of Understanding dated June 15, 2021:

- White Road between Flat Shoals Road and Riverside Parkway
- Riverside Parkway between White Road and I-20 Interchange

Heavy Vehicle Routing

Figure 1 depicts the proposed truck routes that will serve project traffic (highlighted blue).

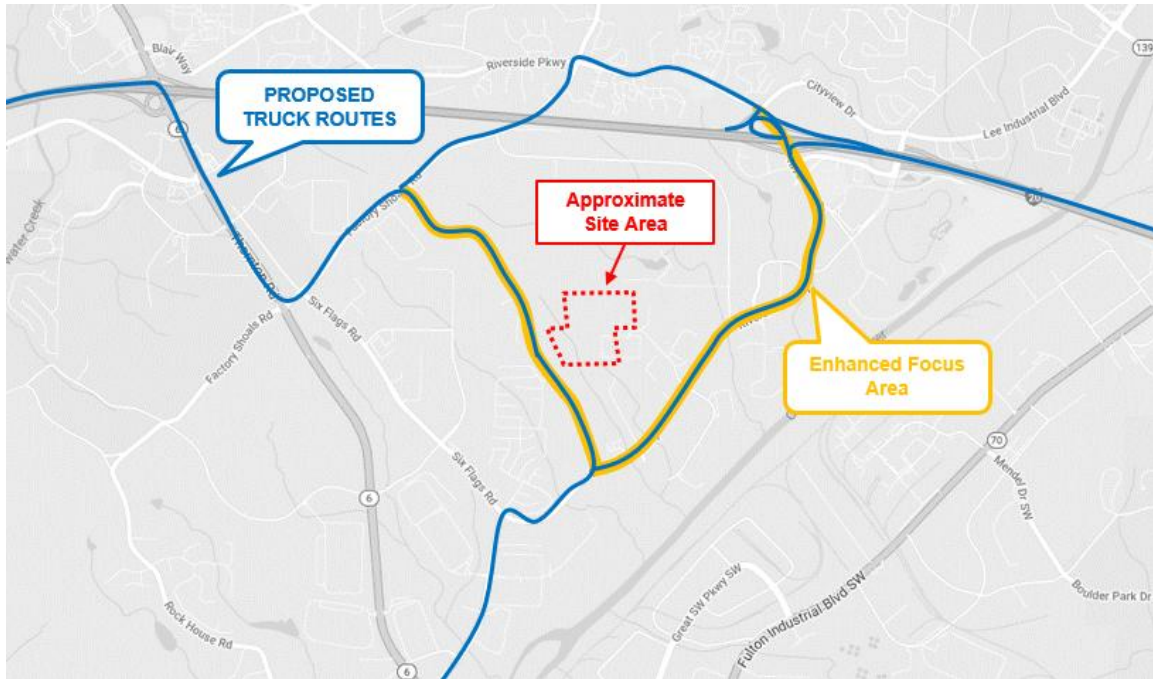


Figure 1

There are no roadways in the study network that have an ordinance prohibiting heavy vehicles or that have underpass or bridge constraints that limit heavy vehicles.

Pavement Condition

A site visit was conducted on June 24, 2021. Pavement conditions within the Enhanced Focus Area were noted during a site visit. Pavement distress was observed in two (2) locations, as outlined in **Table 1**. **Figure 2** illustrates the locations of the observed pavement distress. **Figure 3** shows the potholes along Eastbound Riverside Parkway, 100 feet east of Phillips Drive. **Figure 4** shows the potholes along Westbound Riverside Parkway, 160 feet north of 280 Riverside Parkway Driveway.

Table 1: Pavement Condition Observations

Number	Roadway	Location	Observed Distress
1	Eastbound Riverside Parkway	100 feet east of Phillips Drive	Potholes
2	Westbound Riverside Parkway	160 feet north of 280 Riverside Parkway Driveway	Potholes

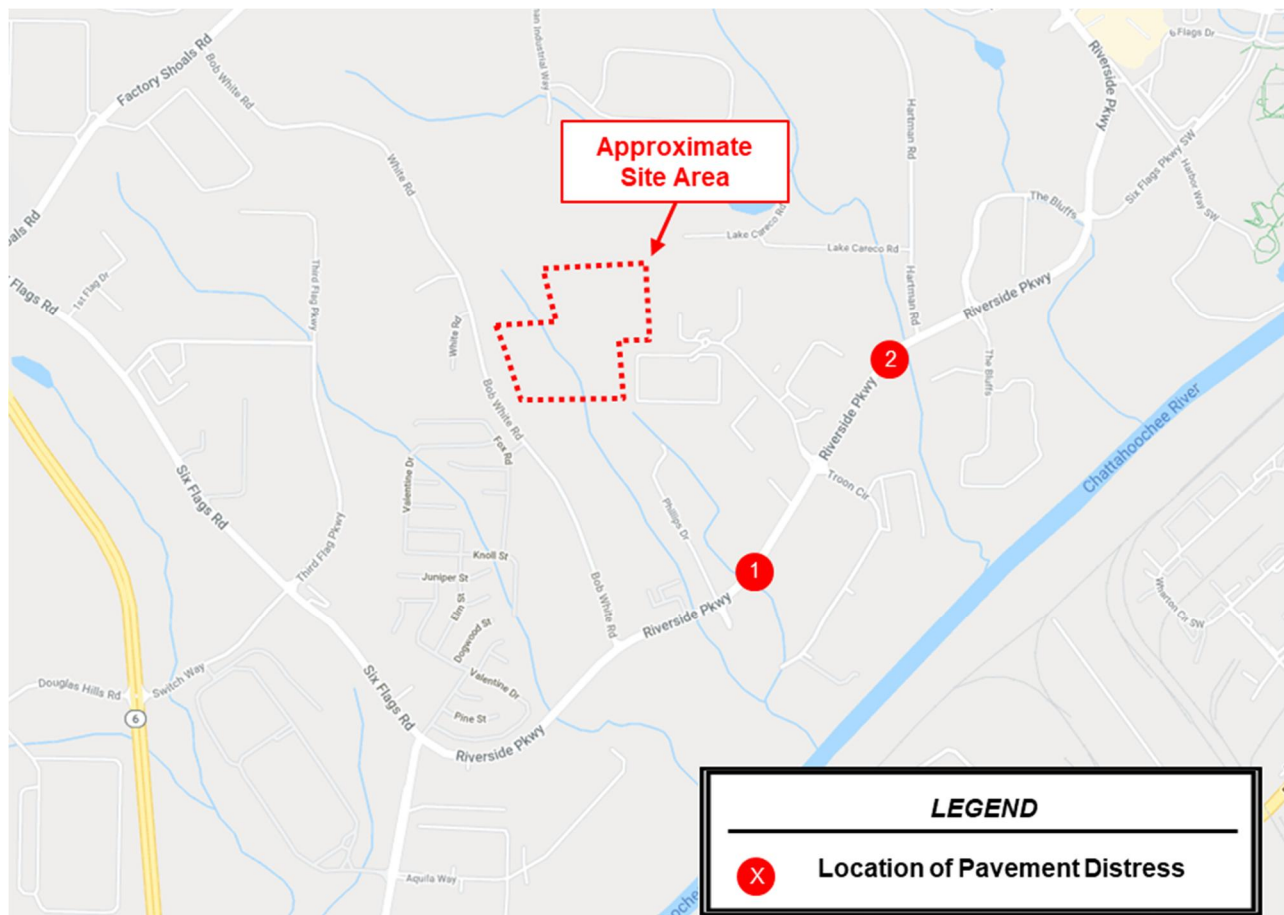


Figure 2: Pavement Observation Locations



Figure 3: Eastbound Riverside Parkway



Figure 4: Westbound Riverside Parkway

Roadway Width

The lane widths for the Enhanced Focus Area are shown in **Table 2**. The Cobb County roadway width standards were taken from the [Cobb County Development Standards](#) document, which notes that “lane widths for non-residential roads shall be (12) twelve feet unless otherwise approved by the Director.”

Lane width dimensions were measured on Google Earth.

Table 2: Roadway Widths

Roadway	Lane Width	Lane Width Standard (Cobb County)
White Road	11 ft	12 ft desirable, 10 ft minimum
I-20 Westbound Entrance Ramp	18 ft	12 ft desirable, 10 ft minimum
I-20 Eastbound Entrance Ramp	18 ft	12 ft desirable, 10 ft minimum
I-20 Eastbound Exit Ramp	12 ft	12 ft desirable, 10 ft minimum
Riverside Parkway	11 ft	12 ft desirable, 10 ft minimum

Corner Radii

The corner radii of two (2) study intersections were analyzed along the Enhanced Focus Area:

1. White Road at Factory Shoals Road
2. White Road at Riverside Parkway

Note: While many roadways in the site vicinity are not GDOT maintained, for informational purposes, the *GDOT Regulations for Driveway and Encroachment Control* outlines minimum corner radii for trucks as 75 feet.

1. White Road at Factory Shoals Road

Figure 5 outlines the anticipated wheel-path for a WB-67 vehicle entering the site by making an eastbound right-turn from Factory Shoals Road onto White Road. The existing curb radius is approximately 27 feet. The WB-67 truck must impede with the northbound traffic along White Road to make the maneuver. During the site visit, it was observed that the heavy vehicle wheel paths have created rutting beyond the pavement, as shown in **Figure 6**. During the site visit, a heavy vehicle making this maneuver was observed. **Figure 7** shows the heavy vehicle impeding the northbound White Road lane to complete this maneuver.

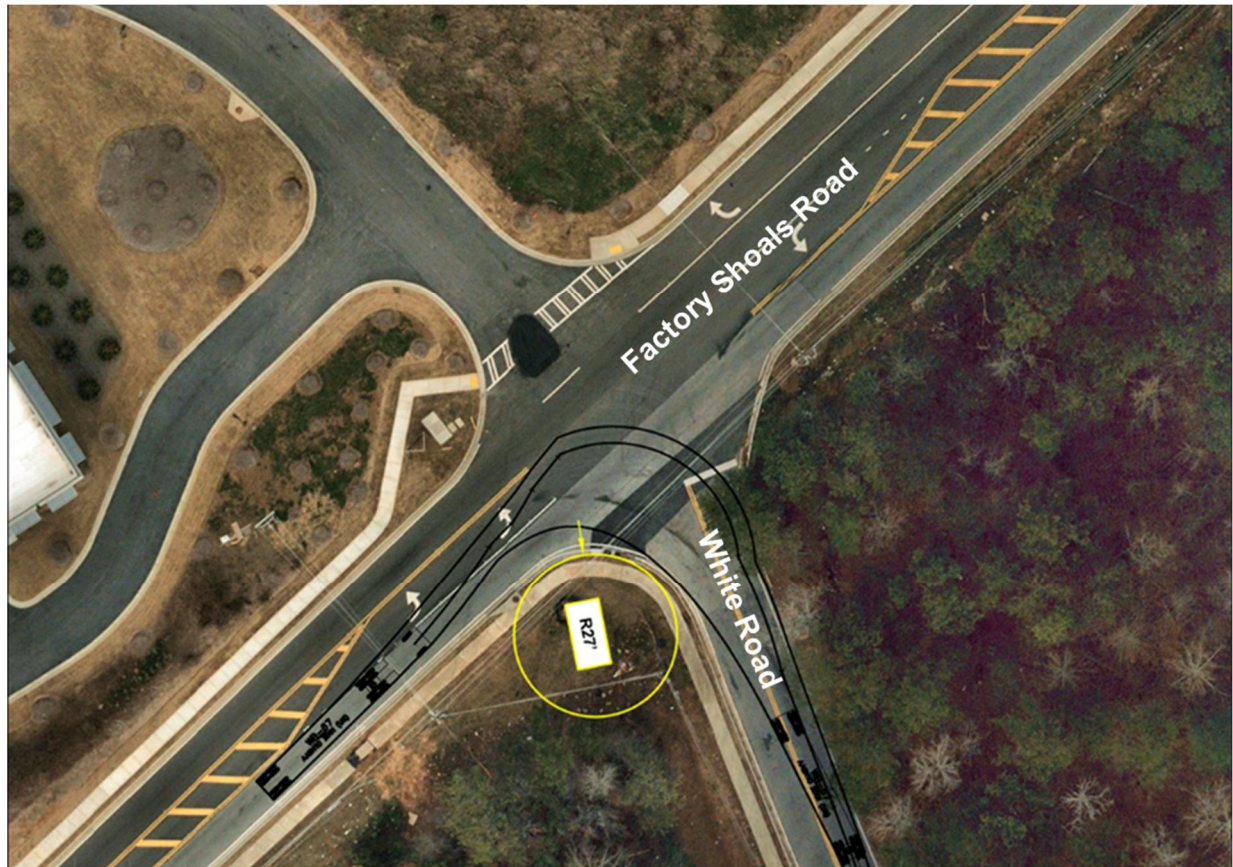


Figure 5: White Road at Factory Shoals Road – Eastbound Right (Entering Truck)



Figure 6: Northwest Quadrant



Figure 7: Riverside turning right onto White Road

Figure 8 outlines the anticipated wheel-path for a WB-67 vehicle exiting the site by making a northbound right-turn from White Road onto Factory Shoals Road. The existing curb radius is approximately 52 feet. The WB-67 truck must impede with the westbound traffic along Factory Shoals Road to make the maneuver.



Figure 8: White Road at Factory Shoals Road – Northbound Right (Exiting Truck)

2. White Road at Riverside Parkway

Figure 9 outlines the anticipated wheel-path for a WB-67 vehicle entering the site by making a westbound right-turn from Riverside Parkway onto White Road. The existing curb radius is approximately 60 feet. The WB-67 truck has minimal clearance through the provided channelized turn, and the wheel path spills beyond the pavement. During the site visit, it was observed that the heavy vehicle wheel paths have created rutting beyond the curb, as shown in **Figure 10**.



Figure 9: White Road at Riverside Parkway – Westbound Right (Entering Truck)



Figure 10: Northeast Quadrant

Figure 11 outlines the anticipated wheel-path for a WB-67 vehicle exiting the site by making a southbound left-turn from White Road onto Riverside Parkway. The existing channelized right-turn island limits the path of heavy vehicles. It can be observed from the aerial imagery that southbound left-turning heavy vehicles use the southernmost gravel shoulder of eastbound Riverside Parkway to complete this movement.



Figure 11: White Road at Riverside Parkway – Southbound Left (Exiting Truck)

It should be noted that an intersection improvement is planned for Riverside Parkway at White Road as a part of the [Cobb County SPLOST Renewal](#). The project entails constructing a new southbound left-turn lane along White Road and constructing a new eastbound left-turn lane along Riverside Parkway. The heavy vehicle challenges outline above should also be taken into consideration when designing this intersection improvement. It is recommended that the channelized right-turn island be reconstructed with a larger gore striping and a smaller concrete footprint in order to allow for heavy vehicles to more easily enter and exit the industrial sites along White Road.

Heavy Vehicle Staging

It is anticipated that the site's peak delivery hours will be between 7:00 AM and 10:00 AM with a maximum of 40 delivery vehicle trips taking place during the peak delivery period. It should be noted that this is a preliminary estimate and the peak delivery trips and schedule may vary based on the tenant.

The site plan includes a designated truck court to accommodate heavy vehicle queueing, staging, and overflow. **Figure 12** indicates the designated truck staging/overflow areas on the site plan. The area (below) with the red circles each indicate approximately 300 feet, sufficient for anticipated queueing.

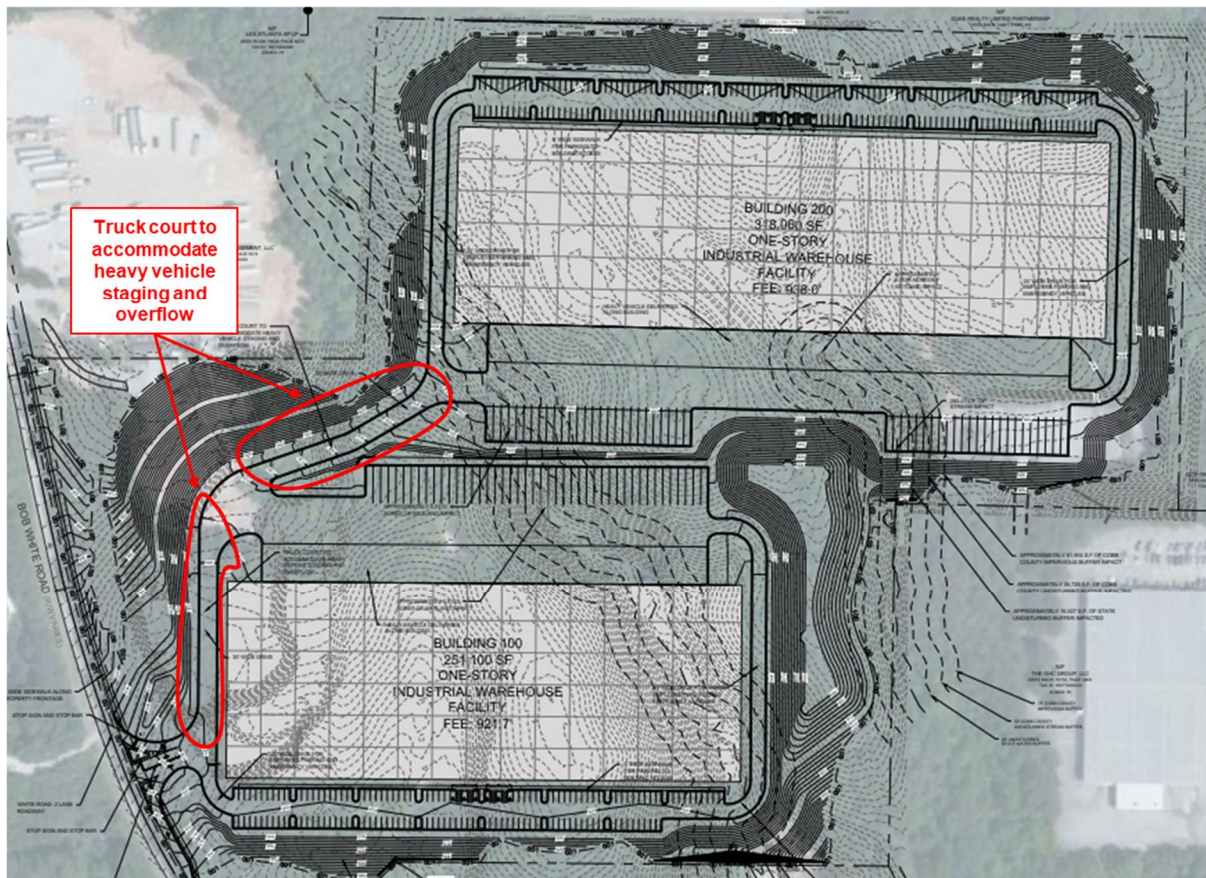


Figure 12: Heavy Vehicle Staging

Pedestrian Safety

The proposed development will include a 5' sidewalk along Bob White Road. ADA compliant curb ramps with detectable warning strips will be located on either side of the driveway at the crosswalk. Sidewalks will also be provided adjacent to the buildings and will connect both accessible and non-accessible spaces to the building entrances.

Attachments:

- Trip Generation Analysis
- White Road DRI #3341 (Post) Meeting Methodology Packet
- White Road DRI #3341 Site Plan

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Trip Generation Analysis (10th Ed. with 2nd Edition Handbook Daily IC & 3rd Edition AM/PM IC)
White Road DRI
Cobb County, GA

Land Use	Intensity	Daily Trips	AM Peak Hour			PM Peak Hour		
			Total	In	Out	Total	In	Out
<u>Proposed Site Traffic</u>								
150 Warehousing	569,160 s.f.	944	94	72	22	96	26	70
Gross Trips		944	94	72	22	96	26	70
Warehouse Trips		944	94	72	22	96	26	70
Truck Trips		314	11	6	5	17	9	8
Employee Trips		630	83	66	17	79	17	62
<i>Alternative Mode Reductions</i>		0	0	0	0	0	0	0
Adjusted Employee Trips		630	83	66	17	79	17	62
Adjusted Warehouse Trips		944	94	72	22	96	26	70
<i>Mixed-Use Reductions - TOTAL</i>		0	0	0	0	0	0	0
<i>Alternative Mode Reductions - TOTAL</i>		0	0	0	0	0	0	0
<i>Pass-By Reductions - TOTAL</i>		0	0	0	0	0	0	0
New Trips		944	94	72	22	96	26	70
Driveway Volumes		944	94	72	22	96	26	70

Meeting Methodology Packet (MMP)

Limited Trip Generation Memo

White Road

DRI #3341

Cobb County, Georgia

Methodology Meeting:

June 2, 2021

Applicant:

Strategic Real Estate Partners

TABLE OF CONTENTS

PROJECT RENDERING	2
PROJECT ORIENTATION	3
PLANNING CONTEXT	6
ALTERNATIVE MODE ACCESS	8
TRIP GENERATION & ADJUSTMENTS	9
DRAFT SCHEDULE.....	11
ATTACHMENT A: TRIP GENERATION.....	12
ATTACHMENT B: AERIAL IMAGERY.....	13
ATTACHMENT C: SITE PLAN.....	14

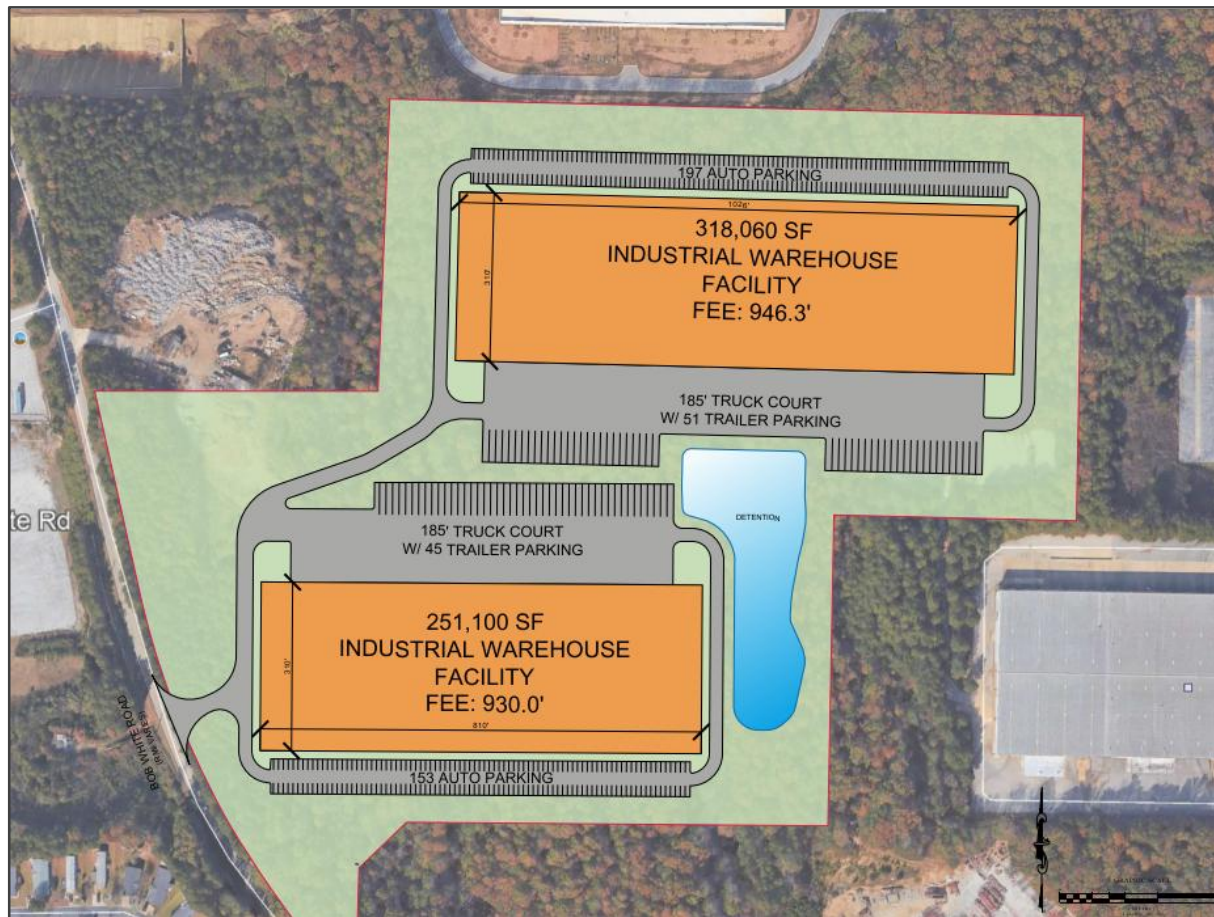
DRI Name & Number

White Road DRI #3341

Methodology Meeting Date

June 2, 2021

Project Rendering



Project Orientation

Permitting Local Government	Cobb County
Additional Local Government(s) with development approval authority	N/A
DRI Trigger	Land Disturbance Permit
DRI Trigger Application/Permit #	TBD
Qualifying DRI Threshold Exceeded	500,000 SF for Warehouse in Established Suburbs
Existing Zoning	Heavy Industrial (HI)

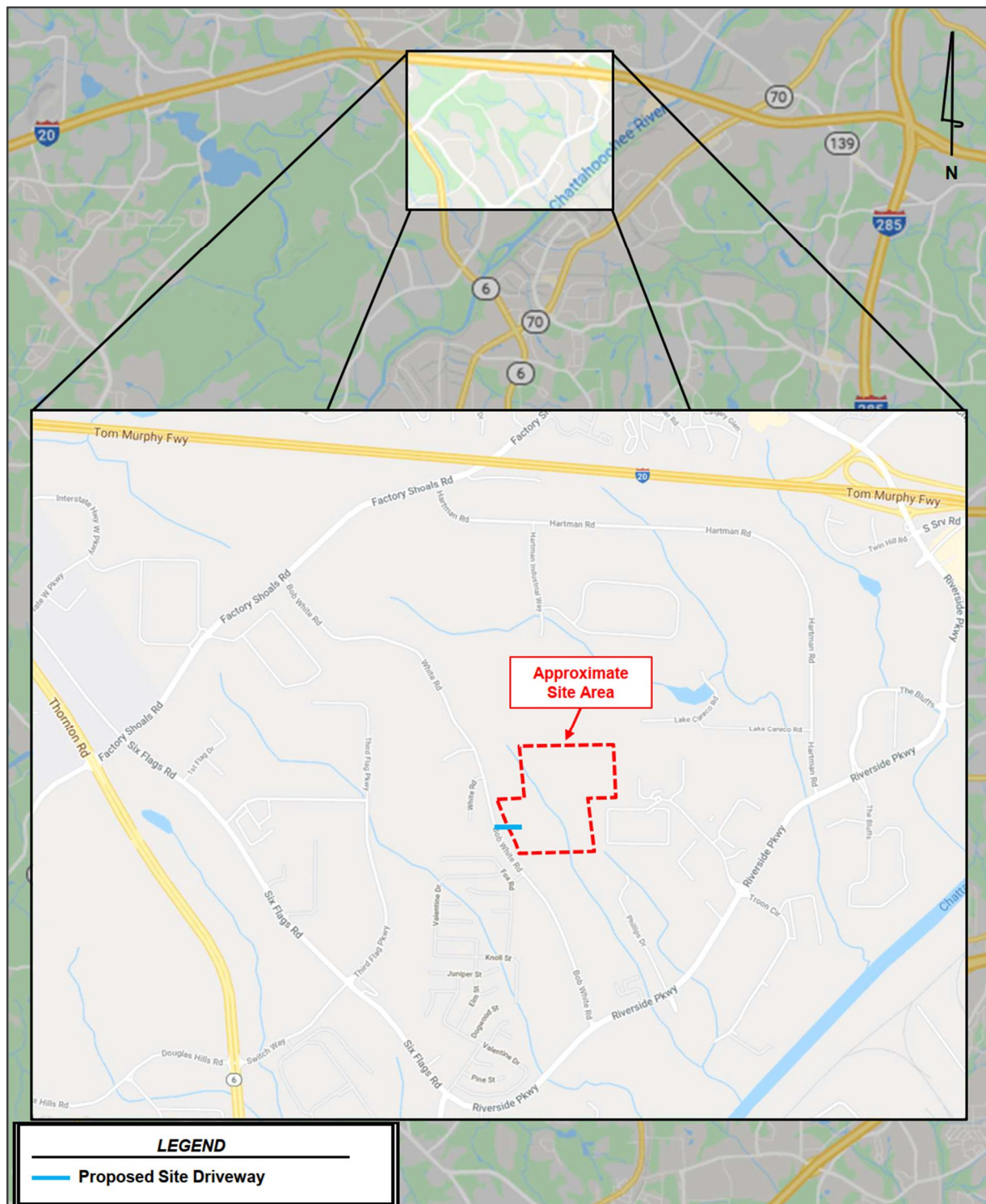
Project Information

Land Use	Density
Industrial	569,160 SF (total in 2 buildings)

Project Location

GPS Coordinates	33.760938, -84.578335
Location Description	White Road, Cobb County, GA 30168 Approximately 3,000 feet north of Riverside Parkway
Site Acreage	Approximately 41 acres
Unified Growth Policy Map Land Use Area Designation	Established Suburbs
Neighboring Jurisdictions	Douglas County (approx. 1 mile to the west)

Project Orientation Map



Project Driveways & Access Points

Driveway Name	EX/PR	Along	Movements	Location
Driveway A	Proposed	White Road	Full	Approx. 3,000' n/o Riverside Pkwy

Project Build Out Year & Phase(s)

Build Out Year	2022
Phases	One phase

Net Average Daily Trips (ADT) & Requested Review Schedule

Net Average Daily Trips (ADT)	944 (472 entering, 472 exiting)
Requested Review Schedule	GRTA – Expedited (15 business days) ARC – Non-Expedited Review (25 calendar days)
Requested Transportation Study Type	Limited Trip Generation Memo

Government Stakeholders

GRTA	GDOT
ARC	Cobb County

Applicant Stakeholders (Section 1.2.2)

Applicant	Kevin Casteel	Strategic Real Estate Partners
Civil Engineer	Scott Gardner	Eberly & Associates
Traffic Engineer	John Walker	Kimley-Horn

Applicant Email & Mailing Address

Kevin Casteel
Principal, Director of Development; Strategic Real Estate Partners, LLC
kcasteel@strategicpartners.com
3715 Northside Parkway
Atlanta, GA 30327

Planning Context

Programmed Projects

Project Name	From / To Points:	Sponsor	GDOT PI #	ARC ID # (TIP)	Design FY	ROW / UTL FY	CST FY
Thorton Road (SR 6) Truck Friendly Lanes	I-20 West in Douglas County/ Garrett Road (SR 6) in Cobb County	GDOT	0010821	DO-299	2017	2024/2026	2030
Mableton Parkway (SR 139) Trail	Factory Shoals Road/ Chattahoochee River	Cobb County	0016034	CO-471	2016	2018/2019	2026

*Project information was obtained from GeoPI (GDOT), the Atlanta Region's Plan (ARC), and Cobb County SPLOST.

Programmed Project Attached Design Documents

- No design files attached

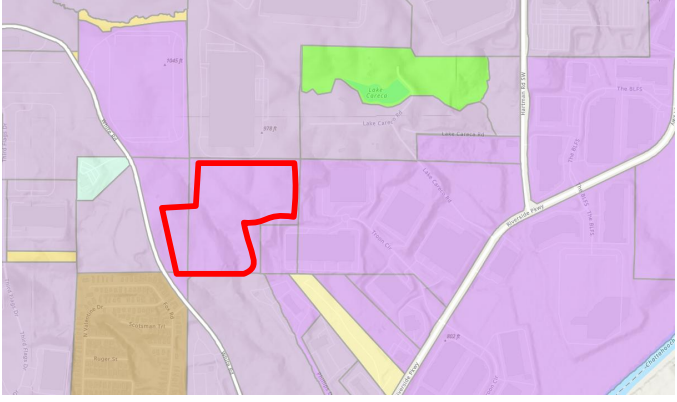
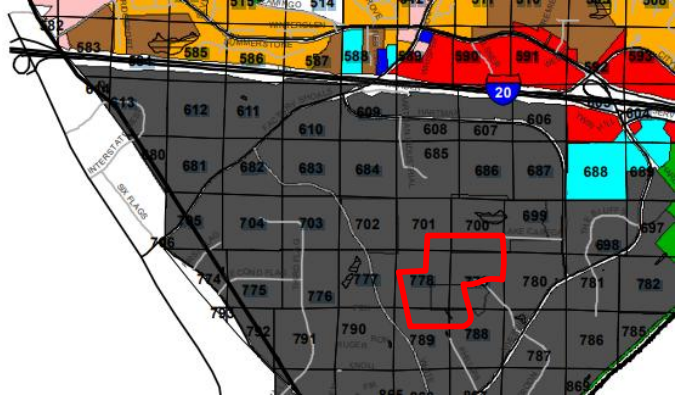
Transportation Project Interaction with DRI

- The programmed projects are not anticipated to affect the vehicular roadway laneage adjacent to the site or at any of the proposed study intersections.

Planned Projects

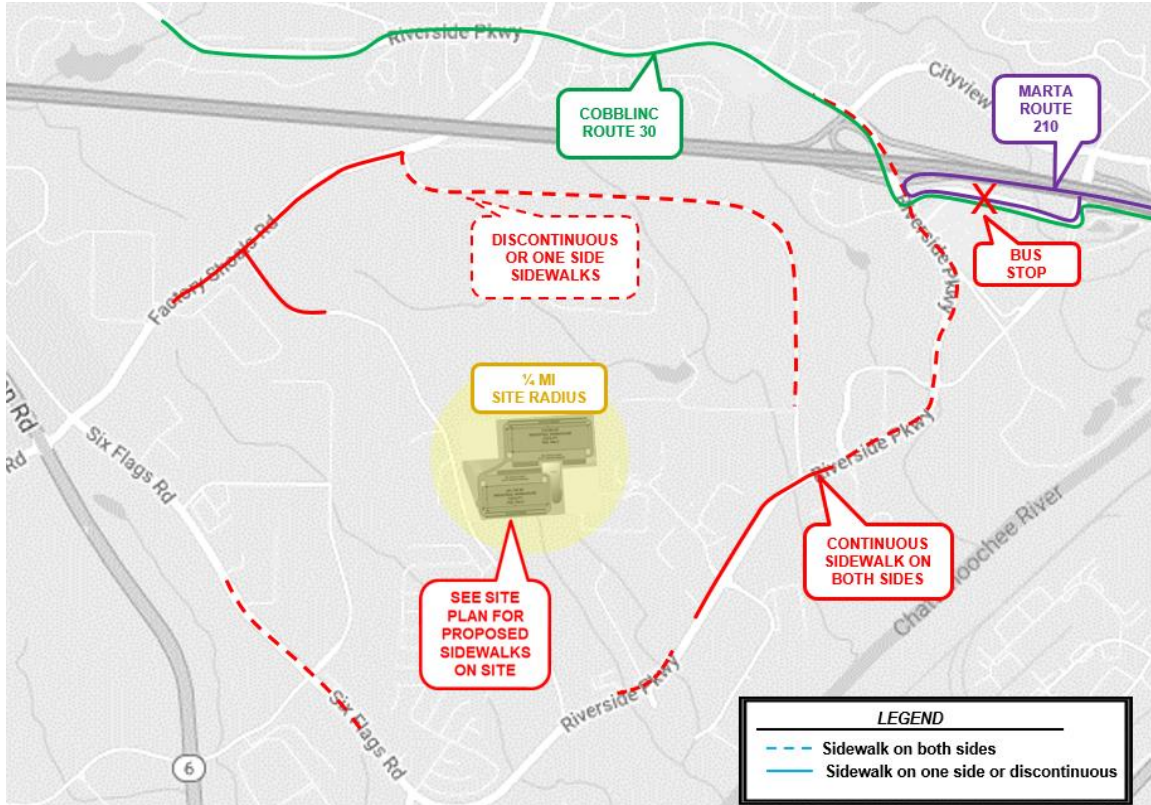
Project Name	From / To Points:	Potential Sponsor	GDOT PI #	ARC ID # (TIP)	Project Timeline	Planning Document
I-20 West Express Lanes	I-285 West/ Fairburn Road (SR 92)	GDOT	0013916	AR-ML-800	2040	ARC Fact Sheet
Riverside Pkwy at White Rd – Add LT Lanes to SB and EB	N/A	Cobb County	N/A	N/A	N/A	SPLOST Renewal Proposed Projects
Factory Shoals Road Corridor Improvements – Potential Widening and Alignment Review	Six Flags Drive/Douglas County Line	Cobb County	N/A	N/A	N/A	CobbForward Comprehensive Transportation Plan (CTP)

Land Use and Zoning

<p><u>Existing Zoning</u></p>	<p>Heavy Industrial (HI)</p> 
<p><u>Future Land Use Map Zoning:</u></p>	<p>Industrial</p> 
<p>Land Use Vision & Goals:</p>	<p>Future Zoning and Land Use designates site as industrial.</p>
<p>Relation to Existing Land Use Plans:</p>	<p>Existing Zoning designates site as heavy industrial (HI). The proposed industrial site complies with the existing zoning and future land use map.</p>
<p>Chattahoochee River/ Metropolitan River Protection Act</p>	<p>N/A</p>

Alternative Mode Access

Existing Alternative Transportation Map



Bicycle and Pedestrian Context

Description of Existing Infrastructure

Bicycle	No bicycle facilities provided along site frontage
Pedestrian	No sidewalks are provided along site frontage

Sidewalk & Streetscape Ordinance Standards

Cobb County Code [Sec. 106-96.A3](#) - Sidewalks

- Sidewalk requirements on industrial and commercial streets.
 - Developer shall provide for earth shoulders/sidewalks on both sides of streets located within a planned industrial or commercial development, that are not classified as arterial, major or minor collector, or residential collector and in compliance with county standards.
- Street lighting requirements
 - Local Roadway in a Commercial Area – 0.6 minimum average horizontal footcandle illumination

Potential Pedestrian & Bicycle Destinations

N/A

Transit Accommodations

Existing Transit Routes

N/A

Existing High Capacity Transit Stations

N/A

Existing Transit Service Details

N/A

Proposed Pedestrian Route to Access Transit

N/A

Transit Stop Ridership

N/A

Transit Stop Amenity Standards

N/A

Trip Generation & Adjustments

Trip Generation Inputs

- ITE Trip Generation Manual Used
- ITE Land Use Code(s)
- ITE Independent Variable Inputs for each Land Use Code
- Day & Time of Day of ITE Surveys
- ITE Trip Generation Formula Used

LUC	Land Use	Ind. Variable	Type	DAILY	AM	PM
				Weekday	Weekday, Peak of Adj. Street Traffic	
					7AM-9AM	4PM-6PM
150	Warehousing	Per 1,000 SF	Total	1.58x+45.45 50% In/50% Out	0.12x+25.32 77% In/23% Out	0.12x+27.82 27% In/73% Out
			Heavy Vehicle	0.54x+7.47 50% In/50% Out	0.02x 52% In/48% Out	0.03x 52% In/48% Out

**All rates and equations listed are from the ITE Trip Generation Manual, 10th Edition, 2017. (See p. 14 for trip generation table)*

Trip Generation Calculation Alternative Approaches

N/A

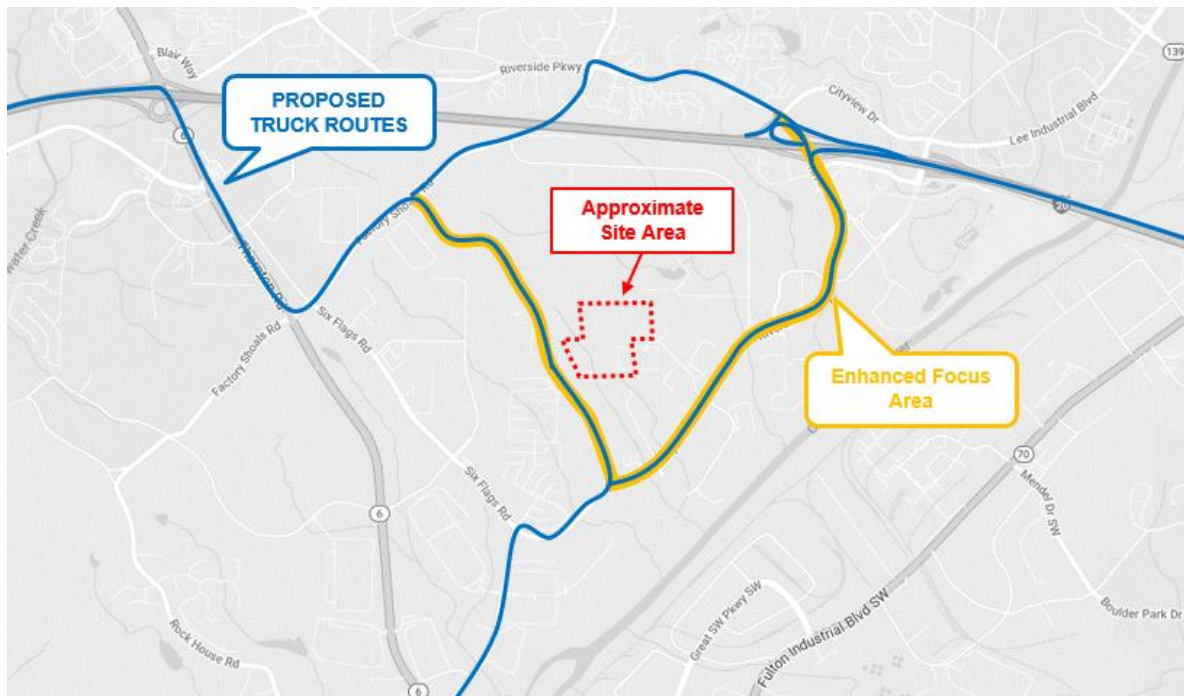
Trip Generation Summary Table

Gross Trips	944
<i>Alt. Mode</i>	-0
<i>Mixed Use</i>	-0
<i>Pass-by</i>	-0
Net Trips	944

- See **Attachment A** for a full trip generation table shown by land use and peak.

Enhanced Focus Area for Heavy Vehicles

Proposed Truck Routing:



To be included in enhanced focus area:

- White Road between Flat Shoals Road and Riverside Parkway
- Riverside Parkway between White Road and I-20 Interchange

Heavy Vehicle Modeling Percentage:

To be completed as part of Enhanced Focus Area section of DRI Package.

Site Access Analysis for Pavement Condition, Roadway Width, and Corner Radii:

To be completed as part of Enhanced Focus Area section of DRI Package.

Proposed Pedestrian Infrastructure:

To be completed as part of Enhanced Focus Area section of DRI Package.

Draft Schedule

New DRI Process (Effective April 9, 2021*) - Overall Schedule	
DRI Methodology	
Cobb County request the DRI Pre-Review/Methodology Meeting	May 21
Methodology Meeting Packet (MMP) pre-meeting submittal	May 25
Methodology Meeting (TEAMS call) with GRTA, ARC, GDOT, and Cobb County	June 2
GRTA issues Letter of Understanding (LOU)	June 15
DRI Submittal Package	
LDP Application submitted to Cobb County	June 28
Cobb County submits DRI "Form 2"	On or before June 28
Full DRI Package (Site Plan, Enhanced Focus Area) is submitted to GRTA and ARC for review.	On or before June 28
ARC opens their review (Preliminary Report)	July 1
GRTA issues the "Staff Recommendations"	July 9
Meeting at GRTA's office to discuss the GRTA proposed conditions.	Week of July 12
GRTA issues the "Notice of Decision"	July 20
ARC issues their "Final Findings"	July 26
DRI Complete - Local jurisdictional action can occur	July 27

*Assumes 15-business day GRTA review and 25-day ARC Review.

Attachment A: Trip Generation

Trip Generation Analysis (10th Ed. with 2nd Edition Handbook Daily IC & 3rd Edition AM/PM IC) White Road DRI Cobb County, GA								
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			Total	In	Out	Total	In	Out
Proposed Site Traffic								
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Attachment B: Aerial Imagery



Attachment C: Site Plan

