



# REGIONAL REVIEW FINDING

Atlanta Regional Commission • 40 Courtland Street NE, Atlanta, Georgia 30303 • ph: 404.463.3100 • fax: 404.463.3105 • www.atlantaregional.com

DATE: 7/11/2005

ARC REVIEW CODE: R506091

TO: Mayor Shirley Franklin  
ATTN TO: Harry Boxler, Principal Planner  
FROM: Charles Krautler, Director

NOTE: This is digital  
signature. Original on file.

The Atlanta Regional Commission (ARC) has completed regional review of the following Development of Regional Impact (DRI). Below is the ARC finding. The Atlanta Regional Commission reviewed the DRI with regard to conflicts to regional plans, goals, and policies and impacts it might have on the activities, plans, goals, and policies of other local jurisdictions and state, federal, and other agencies. The finding does not address whether the DRI is or is not in the best interest of the local government.

**Submitting Local Government:** City of Atlanta  
**Name of Proposal:** AmerciasMart Expansion

**Review Type:** Development of Regional Impact

**Date Opened:** 6/9/2005

**Date Closed:** 7/11/2005

**FINDING:** After reviewing the information submitted for the review, and the comments received from affected agencies, the Atlanta Regional Commission finding is that the DRI is in the best interest of the Region, and therefore, of the State.

**Additional Comments:** The proposed AmericasMart Expansion is located between the JSA-McGill and City Center LCI areas. Therefore, the proposed development should not only meet the goals and policies of ARC's Regional Development Plan, but also the goals of the LCIs. The proposed development is consistent with several of ARC's Regional Development Policies. The proposed development is located within an existing city center and business district. Furthermore, the proposed development is convenient to the existing public transit system. The proposed development is a significant redevelopment and infill project for the site and is compatible with the surrounding existing uses. The JSA McGill concept plan seeks to restore and improve the public realm for pedestrians, create new neighborhoods, and strengthen connections. The City Center LCI strives to strengthen neighborhoods, increase MARTA ridership, fill in the gaps, and support the downtown experience. The proposed expansion should strive to add to the pedestrian and street life along Harris and Williams Street.

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

ARC LAND USE PLANNING  
ARC DATA RESEARCH  
GEORGIA DEPARTMENT OF NATURAL RESOURCES  
FULTON COUNTY

ARC TRANSPORTATION PLANNING  
ARC AGING DIVISION  
GEORGIA DEPARTMENT OF TRANSPORTATION  
CENTRAL ATLANTA PROGRESS

ARC ENVIRONMENTAL PLANNING  
GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS  
GEORGIA REGIONAL TRANSPORTATION AUTHORITY

If you have any questions regarding this review, Please call Mike Alexander, Review Coordinator, at (404) 463-3302. This finding will be published to the ARC website.

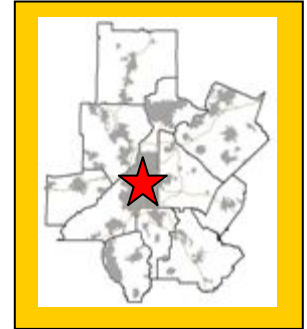
The ARC review website is located at: <http://www.atlantaregional.com/qualitygrowth/reviews.html> .

Preliminary Report:	June 9, 2005	<b>DEVELOPMENT OF REGIONAL IMPACT REVIEW REPORT</b>	Project:	AmericasMart Expansion #817
Final Report Due:	July 11, 2005		Comments Due By:	June 23, 2005

## **FINAL REPORT SUMMARY**

### **PROPOSED DEVELOPMENT:**

AmericasMart is a wholesale trade facility consisting of three buildings totaling approximately 6.2 million square feet. The proposed expansion of AmericasMart will consist of an 18-story building, approximately 1.5 million square feet on 1.8 acres, to be located on corner of Harris Street and Williams Street, adjacent to existing Building 2. No additional parking is being proposed as part of the expansion. Loading and unloading is proposed along Winship Alley, adjacent to Building 2 loading docks.



### **PROJECT PHASING:**

The project is being proposed in one phase with a project build out date for 2010.

### **GENERAL**

According to information on the review form or comments received from potentially affected governments:

**Is the proposed project consistent with the host-local government's comprehensive plan? If not, identify inconsistencies.**

The project site is currently zoned SPI-13 (special public interest). Rezoning is not required for this development. The DRI was triggered by a request for a special administrative permit by the applicant. Information submitted for the review states that the proposed development is consistent with the City of Atlanta's Future Land Use Plan, which designates the area as high density commercial.

**Is the proposed project consistent with any potentially affected local government's comprehensive plan? If not, identify inconsistencies.**

No comments were received identifying inconsistencies with any potentially affected local government's comprehensive plan.

**Will the proposed project impact the implementation of any local government's short-term work program? If so, how?**

No comments were received addressing impacts of the proposed development of the implementation of any local government's short term work program.

**Will the proposed project generate population and/or employment increases in the Region? If yes, what would be the major infrastructure and facilities improvements needed to support the increase?**

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The proposed expansion is expected to increase the total economic impacts, including jobs, hotel, food, and transportation services in the area.

**What other major development projects are planned near the proposed project?**

The ARC has reviewed other major development projects, known as Area Plan (1984 to 1991) or as a DRI (1991 to present), within two miles radius of the proposed project.

<b>2005</b>	<b>55 Ivan Allen</b>
<b>2004</b>	<b>Peachtree Portal</b>
<b>2003</b>	<b>Georgia Aquarium</b>
<b>2001</b>	<b>Omni Hotel Expansion</b>
<b>1997</b>	<b>Phillips Arena</b>
<b>1990</b>	<b>C &amp; S Plaze</b>
<b>1989</b>	<b>Renaissance City Centre</b>
<b>1987</b>	<b>Inforum</b>
<b>1987</b>	<b>City Chateau</b>
<b>1987</b>	<b>191 Peachtree Building</b>

**Will the proposed project displace housing units or community facilities? If yes, identify and give number of units, facilities, etc.**

Based on information submitted for the review, the old Greyhound Bus Station that occupied the site has been demolished.

**Will the development cause a loss in jobs? If yes, how many?**

No.

**Is the proposed development consistent with regional plans and policies?**

The proposed AmericasMart Expansion is located between the JSA-McGill and City Center LCI areas. Therefore, the proposed development should not only meet the goals and policies of ARC's Regional Development Plan, but also the goals of the LCIs.

The proposed expansion will add an additional 1.5 million square feet to the AmericasMart wholesale trade facility. Currently, the facility consists of 6.2 million square feet in three buildings located along Baker Street, Harris Street, Andrew Young International Blvd, Williams Street, Spring Street, and Winship Alley in downtown Atlanta. The three buildings primarily consist of temporary exhibition space and permanent showroom space. The space is used primarily during large Gift and Home Furnishings events that occur four times a year.

The proposed expansion is an 18 story building that will be located immediately west of Building 2. Floors 2 through 5 of the proposed building will consist of temporary exhibition space and will be used

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only during large markets. Floors 6-18 will consist of permanent showrooms and will connect with the existing Building 2 with access between the two buildings.

Existing vehicular access to the three buildings is provided in several locations. There are two parking garages associated with Buildings 2 and 3, respectively. There is no new parking proposed with the expansion. However, it is believed that a large percentage of the buyers visiting during the large shows utilize the available hotel shuttles, MARTA, taxi, by foot, and other transit options.

The proposed development is consistent with several of ARC's Regional Development Policies. The proposed development is located within an existing city center and business district. Furthermore, the proposed development is convenient to the existing public transit system. The proposed development is a significant redevelopment and infill project for the site and is compatible with the surrounding existing uses.

The JSA McGill concept plan seeks to restore and improve the public realm for pedestrians, create new neighborhoods, and strengthen connections. The City Center LCI strives to strengthen neighborhoods, increase MARTA ridership, fill in the gaps, and support the downtown experience. The proposed expansion should strive to add to the pedestrian and street life along Harris and Williams Street.

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## **FINAL REPORT**

### **Regional Development Plan Policies**

1. Provide development strategies and infrastructure investments to accommodate forecasted population and employment growth more efficiently.
2. Guide an increased share of new development to the Central Business District, transportation corridors, activity centers and town centers.
3. Increase opportunities for mixed-use development, infill and redevelopment.
4. Increase transportation choices and transit-oriented development (TOD).
5. Provide a variety of housing choices throughout the region to ensure housing for individuals and families of diverse incomes and age groups.
6. Preserve and enhance existing residential neighborhoods.
7. Advance sustainable greenfield development.
8. Protect environmentally sensitive areas.
9. Create a regional network of greenspace that connects across jurisdictional boundaries.
10. Preserve existing rural character.
11. Preserve historic resources.
12. Inform and involve the public in planning at regional, local and neighborhood levels.
13. Coordinate local policies and regulations to support the RDP.
14. Support growth management at the state level.

### **BEST LAND USE PRACTICES**

Practice 1: Keep vehicle miles of travel (VMT) below the area average. Infill developments are the best at accomplishing this. The more remote a development the more self contained it must be to stay below the area average VMT.

Practice 2: Contribute to the area's jobs-housing balance. Strive for a job-housing balance with a three to five mile area around a development site.

Practice 3: Mix land uses at the finest grain the market will bear and include civic uses in the mix.

Practice 4: Develop in clusters and keep the clusters small. This will result in more open space preservation.

Practice 5: Place higher-density housing near commercial centers, transit lines and parks. This will enable more walking, biking and transit use.

Practice 6: Phase convenience shopping and recreational opportunities to keep pace with housing. These are valued amenities and translate into less external travel by residents if located conveniently to housing.

Practice 7: Make subdivisions into neighborhoods with well-defined centers and edges. This is traditional development.

Practice 8: Reserve school sites and donate them if necessary to attract new schools. This will result in neighborhood schools which provide a more supportive learning environment than larger ones.

Practice 9: Concentrate commercial development in compact centers or districts, rather than letting it spread out in strips.

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Practice 10: Make shopping centers and business parks into all-purpose activity centers. Suburban shopping centers and their environs could be improved by mixing uses and designing them with the pedestrian amenities of downtowns.

Practice 11: Tame auto-oriented land uses, or at least separate them from pedestrian-oriented uses. Relegate “big box” stores to areas where they will do the least harm to the community fabric.

## BEST TRANSPORTATION PRACTICES

Practice 1: Design the street network with multiple connections and relatively direct routes.

Practice 2: Space through-streets no more than a half-mile apart or the equivalent route density in a curvilinear network.

Practice 3: Use traffic-calming measures liberally. Use short streets, sharp curves, center islands, traffic circles, textured pavements, speed bumps and raised crosswalks.

Practice 4: Keep speeds on local streets down to 20 mph.

Practice 5: Keep speeds on arterials and collectors down to 35 mph (at least inside communities).

Practice 6: Keep all streets as narrow as possible and never more than four traffic lanes wide. Florida suggests access streets 18 feet, subcollectors 26 feet, and collectors from 28 feet to 36 feet depending on lanes and parking.

Practice 7: Align streets to give buildings energy-efficient orientations. Allow building sites to benefit from sun angles, natural shading and prevailing breezes.

Practice 8: Avoid using traffic signals wherever possible and always space them for good traffic progression.

Practice 9: Provide networks for pedestrians and bicyclists as good as the network for motorists.

Practice 10: Provide pedestrians and bicyclists with shortcuts and alternatives to travel along high-volume streets.

Practice 11: Incorporate transit-oriented design features.

Practice 12: Establish TDM programs for local employees. Ridesharing, modified work hours, telecommuting and others.

## BEST ENVIRONMENTAL PRACTICES

Practice 1: Use a systems approach to environmental planning. Shift from development orientation to basins or ecosystems planning.

Practice 2: Channel development into areas that are already disturbed.

Practice 3: Preserve patches of high-quality habitat, as large and circular as possible, feathered at the edges and connected by wildlife corridors. Stream corridors offer great potential.

Practice 4: Design around significant wetlands.

Practice 5: Establish upland buffers around all retained wetlands and natural water bodies.

Practice 6: Preserve significant uplands, too.

Practice 7: Restore and enhance ecological functions damaged by prior site activities.

Practice 8: Detain runoff with open, natural drainage systems. The more natural the system the more valuable it will be for wildlife and water quality.

Practice 9: Design man-made lakes and stormwater ponds for maximum environmental value. Recreation, stormwater management, wildlife habitat and others.

Practice 10: Use reclaimed water and integrated pest management on large landscaped areas. Integrated pest management involves controlling pests by introducing their natural enemies and cultivating disease and insect resistant grasses.

Practice 11: Use and require the use of Xeriscape™ landscaping. Xeriscaping™ is water conserving landscape methods and materials.

## BEST HOUSING PRACTICES

Practice 1: Offer “life cycle” housing. Providing integrated housing for every part of the “life cycle.”

Practice 2: Achieve an average net residential density of six to seven units per acre without the appearance of crowding. Cluster housing to achieve open space.

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Practice 3: Use cost-effective site development and construction practices. Small frontages and setbacks; rolled curbs or no curbs; shared driveways.  
Practice 4: Design of energy-saving features. Natural shading and solar access.  
Practice 5: Supply affordable single-family homes for moderate-income households.  
Practice 6: Supply affordable multi-family and accessory housing for low-income households.  
Practice 7: Tap government housing programs to broaden and deepen the housing/income mix.  
Practice 8: Mix housing to the extent the market will bear.

## **LOCATION**

### **Where is the proposed project located within the host-local government's boundaries?**

The project is located in City of Atlanta. The project is located on the corner of Harris and Williams Street in downtown.

### **Will the proposed project be located close to the host-local government's boundary with another local government? If yes, identify the other local government.**

The proposed development is entirely within the City of Atlanta.

### **Will the proposed project be located close to land uses in other jurisdictions that would benefit, or be negatively impacted, by the project? Identify those land uses which would benefit and those which would be negatively affected and describe impacts.**

Currently, adjacent land uses are compatible with the proposed development. AmericasMart currently consist of three buildings that primarily consist of exhibition space and permanent showroom space.

## **ECONOMY OF THE REGION**

According to information on the review form or comments received from potentially affected governments:

### **What new taxes will be generated by the proposed project?**

Estimated value of the development is \$143.2 million. Estimated annual local tax revenues was not submitted for the review.

### **How many short-term jobs will the development generate in the Region?**

Short-term jobs will depend upon construction schedule.

### **Is the regional work force sufficient to fill the demand created by the proposed project?**

Yes.

### **In what ways could the proposed development have a positive or negative impact on existing industry or business in the Region?**

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The proposed development will be adding high density commercial uses to the downtown Atlanta area. The economic impact of the existing facility for the metropolitan Atlanta area in 2001 was \$386.9 million dollars and created 4,699 jobs. The proposed expansion is expected to increase the total economic impacts, including jobs, hotel, food, and transportation services in the area.

## **NATURAL RESOURCES**

**Will the proposed project be located in or near wetlands, groundwater recharge area, water supply watershed, protected river corridor, or other environmentally sensitive area of the Region? If yes, identify those areas.**

No comments.

## **HISTORIC RESOURCES**

**Will the proposed project be located near a national register site? If yes, identify site.**

None have been identified.

**In what ways could the proposed project create impacts that would damage the resource?**

Not applicable.

**In what ways could the proposed project have a positive influence on efforts to preserve or promote the historic resource?**

Not applicable.

## **INFRASTRUCTURE**

### **Transportation**

#### **Georgia Regional Transportation Authority Review Findings**

This DRI proposal is being considered for review under the Georgia Regional Transportation Authority Expedited Review.

**How much traffic (both average daily and peak am/pm) will be generated by the proposed project?**

GRTA and ARC review staff agreed with the methodology and assumptions used in the analysis. The net trip generation is based truck traffic and personally owned vehicles making deliveries to the proposed building. To quantify the number of expected deliveries, existing load dock logs for existing Building 1 and Building 2 were examined and analyzed during non-market times. No historical loading dock information was available for Building 3; therefore, AmericasMart Staff recorded loading dock activity during a non-market time period of approximately one week. Based on total



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number of deliveries per building per day calculated from the logs and counts for non-market time period, is projected to generate 94 trips per day (47 in/47 out). Because vehicular traffic associated with the proposed development is minimal, there is no expected impact to the surrounding roadway network due to the proposed expansion.

**What are the existing traffic patterns and volumes on the local, county, state, and interstate roads that serve the site?**

Projected traffic volumes from the Regional Travel Demand Model are compared to the assigned capacity of facilities within the study network. This data is used to calculate a volume to capacity (V/C) ratio. The V/C ratio values that define the LOS thresholds vary depending on factors such as the type of terrain traversed and the percent of the road where passing is prohibited. As a V/C ratio reaches 0.8, congestion increases. Any facilities that have a V/C ratio of 1.00 or above are considered congested. Spring Street currently operates at LOS B (daily LOS). By the year 2030, Spring Street is expected to operate at the same level. Williams Street and Harris Street currently operate at LOS A. By the year 2030, Williams Street is expected to operate at the same level, while Harris Street is expected to operate at LOS C during the PM peak.

**What transportation improvements are under construction or planned for the Region that would affect or be affected by the proposed project? What is the status of these improvements (long or short range or other)?**

No roadway improvements are included proposed in Mobility 2030 that would affect or be affected by the proposed development

**Impacts of the AmericasMart Expansion: What are the recommended transportation improvements based on the traffic study done by the applicant?**

No significant impacts have been estimated because of the development of this project.

**What are the conclusions of this review? Is the transportation system (existing and planned) capable of accommodating these trips?**

With only an estimated 94 trips accessing the site daily, this development is permissible under the Expedited Review criteria.

**What transportation demand management strategies does the developer propose (carpool, flextime, transit subsidy, etc.)?**

Given the type of development, none are necessary and the Air Quality Benchmark test will not be used.

## **INFRASTRUCTURE**

### **Wastewater and Sewage**

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Based on regional averages, wastewater is estimated at 1.125 MGD.

**Which facility will treat wastewater from the project?**

Information submitted with the review states that the R.M. Clayton plant will provide wastewater treatment for the proposed development.

**What is the current permitted capacity and average annual flow to this facility?**

The capacity of R.M. Clayton is listed below

PERMITTED CAPACITY MMF, MGD <sub>1</sub>	DESIGN CAPACITY MMF, MGD	2001 MMF, MGD	2008 MMF, MGD	2008 CAPACITY AVAILABLE +/-, MGD	PLANNED EXPANSION	REMARKS
No flow limit	122	99	120	2	None. Plan before EPD to permit plant at design capacity consistent with draft Chattahoochee River Model	Existing Consent Decree with US EPA and Georgia EPD require CSO and SSO improvements throughout City of Atlanta wastewater system by 2007 and 2014, respectively.

*MMF: Maximum Monthly Flow. Mgd: million of gallons per day.*

*<sub>1</sub> Source: Metropolitan North Georgia Water Planning District **SHORT-TERM WASTEWATER CAPACITY PLAN**, August 2002.*

**What other major developments will be served by the plant serving this project?**

ARC has reviewed a number of major developments that will be served by this plant.

**INFRASTRUCTURE**

**Water Supply and Treatment**

**How much water will the proposed project demand?**

Water demand also is estimated at 0.225MGD based on regional averages.

**How will the proposed project's demand for water impact the water supply or treatment facilities of the jurisdiction providing the service?**

Information submitted with the review suggests that there is sufficient water supply capacity available for the proposed project.

**INFRASTRUCTURE**

**Solid Waste**

**How much solid waste will be generated by the project? Where will this waste be disposed?**

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Information submitted with the review did not specify the tons of solid waste per year that will be generated by this project.

**Other than adding to a serious regional solid waste disposal problem, will the project create any unusual waste handling or disposal problems?**

No.

**Are there any provisions for recycling this project's solid waste?**

None stated.

## **INFRASTRUCTURE**

### **Other facilities**

**According to information gained in the review process, will there be any unusual intergovernmental impacts on:**

- **Levels of governmental services?**
- **Administrative facilities?**
- **Schools?**
- **Libraries or cultural facilities?**
- **Fire, police, or EMS?**
- **Other government facilities?**
- **Other community services/resources (day care, health care, low income, non-English speaking, elderly, etc.)?**

None were determined during the review.

## **AGING**

**Does the development address population needs by age?**

Not applicable.

## **HOUSING**

**Will the proposed project create a demand for additional housing?**

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No.

**Will the proposed project provide housing opportunities close to existing employment centers?**

No. Housing opportunities are not being proposed with this development.

**Is there housing accessible to the project in all price ranges demanded?**

The site proposed for the development is located in Census Tract 19. This tract had a 27.1 percent increase in number of housing units from 2000 to 2003 according to ARC's Population and Housing Report. The report shows that 67 percent of the housing units are single-family, compared to 69 percent for the region; thus indicating a variety of housing options around the development area.

**Is it likely or unlikely that potential employees of the proposed project will be able to find affordable\* housing?**

Likely, assuming housing in the immediate area consists of multiple price ranges.

\* Defined as 30 percent of the income of a family making 80 percent of the median income of the Region – FY 2000 median income of \$51,649 for family of 4 in Georgia.



Kimley-Horn  
and Associates, Inc.

June 6, 2005

■  
The Biltmore  
Suite 915  
817 W. Peachtree Street, N.W.  
Atlanta, Georgia  
30308

To: GRTA and ARC staff

Re: Expedited Memorandum for:  
AmericasMart Expansion – DRI # 817  
Atlanta, Georgia

As agreed to in the May 24, 2005 Methodology Meeting with GRTA and City of Atlanta staff, the following is a memorandum outlining the proposed AmericasMart Expansion (DRI # 817), providing methodology, assumptions, and justification for GRTA's Expedited Review.

#### **Introduction**

AmericasMart Atlanta is a wholesale trade facility consisting of three buildings totaling approximately 6,200,000 square feet (SF). The three existing buildings are located in downtown Atlanta, Georgia along Baker Street, Harris Street, Andrew Young International Boulevard, Williams Street, Spring Street, and Winship Alley. Please refer to **Figure 1** and **Figure 2** for graphic display of building locations.

The three existing buildings (Building 1-3) primarily consist of temporary exhibition space and permanent showroom space. Most of the permanent showroom space and all of the temporary exhibition space is not in use during a typical weekday. The primary use of this space is during large Gift and Home Furnishings events (also referred to as markets) that take place four times per year, with the largest two events held in January and July. Each market is approximately 8-12 days in length, spanning at least one weekend.

Buyer registration is tracked at all the three buildings on typical week days as well as during large market events. Average daily buyer registration during weekday non-event and non-holiday events was 1,422 during 2004. During the January 2005 market (the most recent event), the average daily buyer registration was 4,585, with a high of 12,132 on Friday (fifth day of the market).



A large percentage of the buyers visiting the AmericasMart during the large events utilize the available hotel shuttles to travel throughout the city. For example, on the peak Friday of the January 2005 market, the hotel shuttles operated by AmericasMart counted 8,291 total passengers versus a buyer registration of 12,132. Additionally, many buyers also access the AmericasMart facility via MARTA, other transit options, taxi, and by foot, although exact numbers of other alternative modes of transportation are not known.

#### **Existing Access**

Vehicular access to the three existing buildings is provided in multiple locations. Building 1 access is for delivery trucks only, entering along Harris Street and exiting along Spring Street. No parking is available in Building 1. Building 2 access for delivery is located along Winship Alley, a one-way service road between Harris Street and Andrew Young International Boulevard. Access to the Building 2 parking garage (approximately 741 spaces) is provided along Spring Street, immediately south of its intersection with Harris Street. Building 3 has access for delivery along both Spring Street and Williams Street, and access for the parking garage (approximately 391 spaces) along Baker Street and Harris Street.

#### **Proposed Expansion (Building 4)**

The proposed AmericasMart expansion will consist of an 18-story building (approximately 1,500,000 SF), to be located immediately west of Building 2. Building 4 would be bordered to the north by Harris Street, to the south by Andrew Young International Boulevard, to the east by Winship Alley, and to the west by Williams Street.

Floors 2 through 5 of the proposed Building 4 will consist of temporary exhibition space (similar to the first five floors of Building 3), and will be used only during the large markets. Floors 6-18 will consist of permanent showrooms and will connect with the Existing Building 2, providing access between the two buildings.

No additional parking will be provided as part of the expansion. Loading and unloading for Building 4 is proposed along Winship Alley, adjacent to the Building 2 loading docks, creating a loading "courtyard".

Truck traffic coming to the site is expected to continue to travel from the interstate southbound along Williams Street, east along Harris Street, and then south onto Winship Alley into the loading "courtyard". Truck traffic exiting the site will travel south out of the loading area, west along Andrew Young International Boulevard, and north along Williams Street to return to the interstate.



### **Expedited Review Criteria**

Because the proposed expansion contains more than 300,000 SF of commercial space it is considered a Development of Regional Impact (DRI), and is subject to Georgia Regional Transportation Authority (GRTA) and Atlanta Regional Commission (ARC) review.

There are multiple criteria a proposed DRI can meet to justify an Expedited Review (for GRTA). The AmericasMart expansion (DRI # 817) warrants Expedited Review by generating less than 1,000 vehicular trips per day (on an average weekday). The following section demonstrates the methodology used to quantify the trips to the proposed expansion site.

### **Trip Generation Methodology**

Because no additional parking is to be provided at the proposed expansion (Building 4), expected trip generation is limited to truck traffic and personally owned vehicles (POVs) making deliveries to Building 4.

To quantify the number of expected deliveries, existing loading dock logs for Building 1 and Building 2 were examined and analyzed for non-market times. No historical loading dock information was available for Building 3; therefore, AmericasMart staff recently recorded loading dock activity during a non-market time period of approximately one week.

The total number of deliveries per building per day was calculated from the logs and counts for the non-market time period. Then, the average number of deliveries per day was calculated for all three buildings. This number was divided by the number of truck bays to obtain a trip generation rate of deliveries per truck bay. The number of deliveries, bays, and the corresponding rate is shown below in **Table 1**.

<b>Table 1 Trip Generation Rate Development (Buildings 1-3)</b>			
	<b>Average Daily Deliveries</b>	<b>Average Daily Truck Trips (In &amp; Out)</b>	<b>Number of Truck Bays per Building</b>
<b>Building 1</b>	25	50	15
<b>Building 2</b>	23	46	11
<b>Building 3</b>	72	144	20
<b>Total</b>	<b>120</b>	<b>240</b>	<b>46</b>
<b>Trip Generation Rate (calculated)</b>			<b>5.22 Trips / bay</b>

By taking this rate and applying it to the number of truck bays associated with the proposed expansion, the expected trips per day can be calculated. This is shown below in Table 2.

<b>Table 2</b> <b>Projected Trip Generation</b> <b>(Expansion Only – Building 4)</b>			
	Proposed Number of Truck Bays	Trip Generation Rate	Projected Trips per Day
<b>Building 4</b>	<b>18</b>	<b>5.22</b>	<b>94</b>

As can be seen from the table, the proposed expansion (Building 4) is expected to generate 94 trips per day (well under 1,000) and therefore meets the criteria for GRTA's Expedited Review.

#### **ARC Air Quality Benchmark**

The Air Quality Benchmark criteria requires that a DRI have characteristics that will result in a VMT reduction of 15% or greater. The proposed AmericasMart Expansion DRI is entirely commercial, consisting of 1,500,000 SF on 1.8561 acres (80,854 SF) – a floor area ratio of 18.55. This satisfies VMT Criteria 1.A (-6%). The proposed development is within one-half mile of a MARTA rail station (-5%) and within one-quarter mile of a bus stop (-3%), satisfying VMT criteria 4. The proposed development will also utilize a shuttle system during the large markets, satisfying VMT criteria 5.A (-3%). Finally, the proposed development will connect to existing Building 2, providing pedestrian connection to an adjacent land use satisfying VMT criteria 6.E (-5%). These reductions total 22% and are displayed below in Table 3.

<b>Table 3</b> <b>ARC VMT Reductions</b>	
Floor Area Ratio greater than 0.8	-6%
Within ½ mile of a rail station	-5%
Within ¼ mile of a bus station	-3%
Shuttle system	-3%
Pedestrian connections to adjacent use AND meet density 'target'	-5%
<b>Total Reductions</b>	<b>-22%</b>





**Closing**

As demonstrated above, the proposed AmericasMart Expansion (DRI # 817) is projected to generate an additional 94 trips per day (47 in / 47 out). This is well below the 1,000 trip threshold for GRTA's Expedited Review. Also, because the vehicular traffic associated with the proposed development is so minimal, there is no expected impact to the surrounding roadway network due to the proposed expansion. While it is expected that some pedestrian trips will be associated with the proposed expansion, these are not vehicle trips and therefore are not included in the calculation in Table 2.

Additionally, the development exceeds ARC's Air Quality Benchmark of 15% reduction and will not require an Air Quality Permit from EPD.

Please contact us if you have any questions or if you need any additional information.

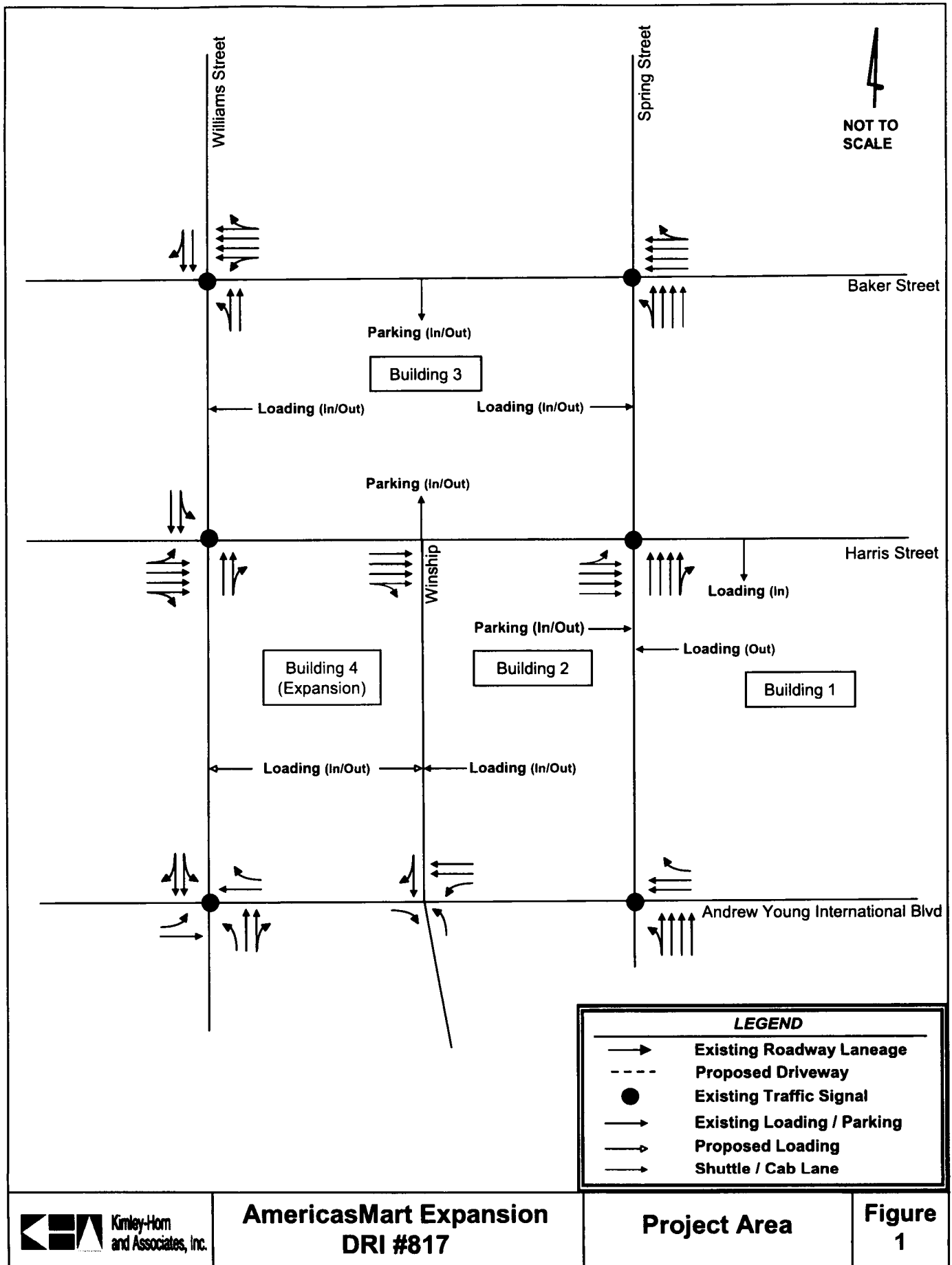
Very truly yours,

KIMLEY-HORN AND ASSOCIATES, INC.

John D. Walker, P.E., PTOE  
Vice-President

B. Parker Ellen III, EIT  
Project Engineer

Attachment:    Figure 1  
                     Figure 2 (Aerial Photograph)  
                     Site Development Plan



Your DRI ID NUMBER for this submission is: **817**  
 Use this number when filling out a DRI REVIEW REQUEST.  
 Submitted on: 5/31/2005 4:52:30 PM

## DEVELOPMENT OF REGIONAL IMPACT

### Fulton County Initial DRI Information (Form1b)

This form is intended for use by local governments within the Metropolitan Region Tier that are also within the jurisdiction of the Georgia Regional Transportation Authority (GRTA). The form is to be completed by the city or county government for submission to your Regional Development Center (RDC), GRTA and DCA. This form provides basic project information that will allow the RDC to determine if the project appears to meet or exceed applicable DRI thresholds. Local governments should refer to both the Rules for the DRI Process 110-12-3 and the DRI Tiers and Thresholds established by DCA.

### Local Government Information

Submitting Local Government:	City of Atlanta
*Individual completing form and Mailing Address:	Harry Boxler Principal Planner City of Atlanta City Hall Bureau of Planning Suite 3350 55 Trinity Ave., S.W. Atlanta, Georgia 30303
Telephone:	404-330-6911
Fax:	404-658-7491
E-mail ( <b>only one</b> ):	<a href="mailto:hboxler@atlantaga.gov">hboxler@atlantaga.gov</a>

\*Note: The local government representative completing this form is responsible for the accuracy of the information contained herein. If a project is to be located in more than one jurisdiction and, in total, the project meets or exceeds a DRI threshold, the local government in which the largest portion of the project is to be located is responsible for initiating the DRI review process.

### Proposed Project Information

Name of Proposed Project:	AmericasMart Expansion	
Development Type	Description of Project	Thresholds
Wholesale & Distribution	1500000 SF expansion of the existing merchandise mart/gift market facility	<a href="#">View Thresholds</a>
Developer / Applicant and Mailing Address:	Greg Avitabile AmericasMart Atlanta 240 Peachtree Street, NW Suite 2200 Atlanta, GA 30303	
Telephone:	404-220-2896	
Fax:	404-220-2897	
Email:	<a href="mailto:gavitabile@americasmart.com">gavitabile@americasmart.com</a>	
Name of property owner(s) if different from developer/applicant:	Urban Land, LLC	
Provide Land-Lot-District Number:	78, 14th District	
What are the principal streets or roads providing vehicular access to the site?	Williams Street, Harris Street	
Provide name of nearest street(s) or intersection:	Williams Street + Winship (alley)	
Provide geographic coordinates (latitude/longitude) of the center of the proposed project (optional):	/	
If available, provide a link to a website providing a general location map of the proposed project (optional). ( <a href="http://www.mapquest.com">http://www.mapquest.com</a> or <a href="http://www.mapblast.com">http://www.mapblast.com</a> are helpful sites to use.):		

Is the proposed project entirely located within your local government's jurisdiction?	Y
If yes, how close is the boundary of the nearest other local government?	
If no, provide the following information:	
In what additional jurisdictions is the project located?	
In which jurisdiction is the majority of the project located? (give percent of project)	Name: (NOTE: This local government is responsible for initiating the DRI review process.) Percent of Project:
Is the current proposal a continuation or expansion of a previous DRI?	N
If yes, provide the following information (where applicable):	Name: Project ID: App #:
The initial action being requested of the local government by the applicant is:	Other Special Administrative Permit (SPI zoning district)
What is the name of the water supplier for this site?	City of Atlanta
What is the name of the wastewater treatment supplier for this site?	City of Atlanta
Is this project a phase or part of a larger overall project?	N
If yes, what percent of the overall project does this project/phase represent?	
Estimated Completion Dates:	This project/phase: 2007 Overall project: 2007

### Local Government Comprehensive Plan

Is the development consistent with the local government's comprehensive plan, including the Future Land Use Map?	Y
If no, does the local government intend to amend the plan/map to account for this development?	
If amendments are needed, when will the plan/map be amended?	

### Service Delivery Strategy

Is all local service provision consistent with the countywide Service Delivery Strategy?	Y
If no, when will required amendments to the countywide Service Delivery Strategy be complete?	

### Land Transportation Improvements

Are land transportation or access improvements planned or needed to support the proposed project?	N
If yes, how have these improvements been identified:	
Included in local government Comprehensive Plan or Short Term Work Program?	
Included in other local government plans (e.g. SPLOST/LOST Projects, etc.)?	
Included in an official Transportation Improvement Plan (TIP)?	
Developer/Applicant has identified needed improvements?	
Other (Please Describe):	

Submitted on: 6/7/2005 5:12:47 PM

## DEVELOPMENT OF REGIONAL IMPACT DRI Review Initiation Request (Form2a)

### Local Government Information

Submitting Local Government:	City of Atlanta
Individual completing form:	Harry Boxler, Principal Planner
Telephone:	404-330-6911
Fax:	404-658-7491
Email ( <b>only one</b> ):	<a href="mailto:hboxler@atlantaga.gov">hboxler@atlantaga.gov</a>

### Proposed Project Information

Name of Proposed Project:	AmericasMart Expansion
DRI ID Number:	817
Developer/Applicant:	Greg Avitable
Telephone:	404-220-2896
Fax:	404-220-2897
Email(s):	<a href="mailto:gavitabile@americasmart.com">gavitabile@americasmart.com</a>

### DRI Review Process

Has the RDC identified any additional information required in order to proceed with the official regional review process? (If no, proceed to Economic Impacts.)	N
If yes, has that additional information been provided to your RDC and, if applicable, GRTA?	
If no, the official review process can not start until this additional information is provided.	

### Economic Impacts

Estimated Value at Build-Out:	\$143.2 Million
Estimated annual local tax revenues (i.e., property tax, sales tax) likely to be generated by the proposed development:	
Is the regional work force sufficient to fill the demand created by the proposed project?	Y
If the development will displace any existing uses, please describe (using number of units, square feet., etc):	

### Community Facilities Impacts

#### Water Supply

Name of water supply provider for this site:	City of Atlanta/R.M. Clayton
What is the estimated water supply demand to be generated by the project, measured in Millions of Gallons Per Day (MGD)?	.225
Is sufficient water supply capacity available to serve the proposed project?	Y
If no, are there any current plans to expand existing water supply capacity?	
If there are plans to expand the existing water supply capacity, briefly describe below:	
If water line extension is required to serve this project, how much additional line (in miles) will be required?	

### Wastewater Disposal

Name of wastewater treatment provider for this site:	City of Atlanta
What is the estimated sewage flow to be generated by the project, measured in Millions of Gallons Per Day (MGD)?	1.125
Is sufficient wastewater treatment capacity available to serve this proposed project?	Y
If no, are there any current plans to expand existing wastewater treatment capacity?	
If there are plans to expand existing wastewater treatment capacity, briefly describe below:	
If sewer line extension is required to serve this project, how much additional line (in miles) will be required?	

### Land Transportation

How much traffic volume is expected to be generated by the proposed development, in peak hour vehicle trips per day? (If only an alternative measure of volume is available, please provide.)	94 trips/day
Has a traffic study been performed to determine whether or not transportation or access improvements will be needed to serve this project?	Y
If yes, has a copy of the study been provided to the local government?	Y
If transportation improvements are needed to serve this project, please describe below: No required improvements.	

### Solid Waste Disposal

How much solid waste is the project expected to generate annually (in tons)?	private
Is sufficient landfill capacity available to serve this proposed project?	Y
If no, are there any current plans to expand existing landfill capacity?	N
If there are plans to expand existing landfill capacity, briefly describe below:	
Will any hazardous waste be generated by the development? If yes, please explain below:	
	N

### Stormwater Management

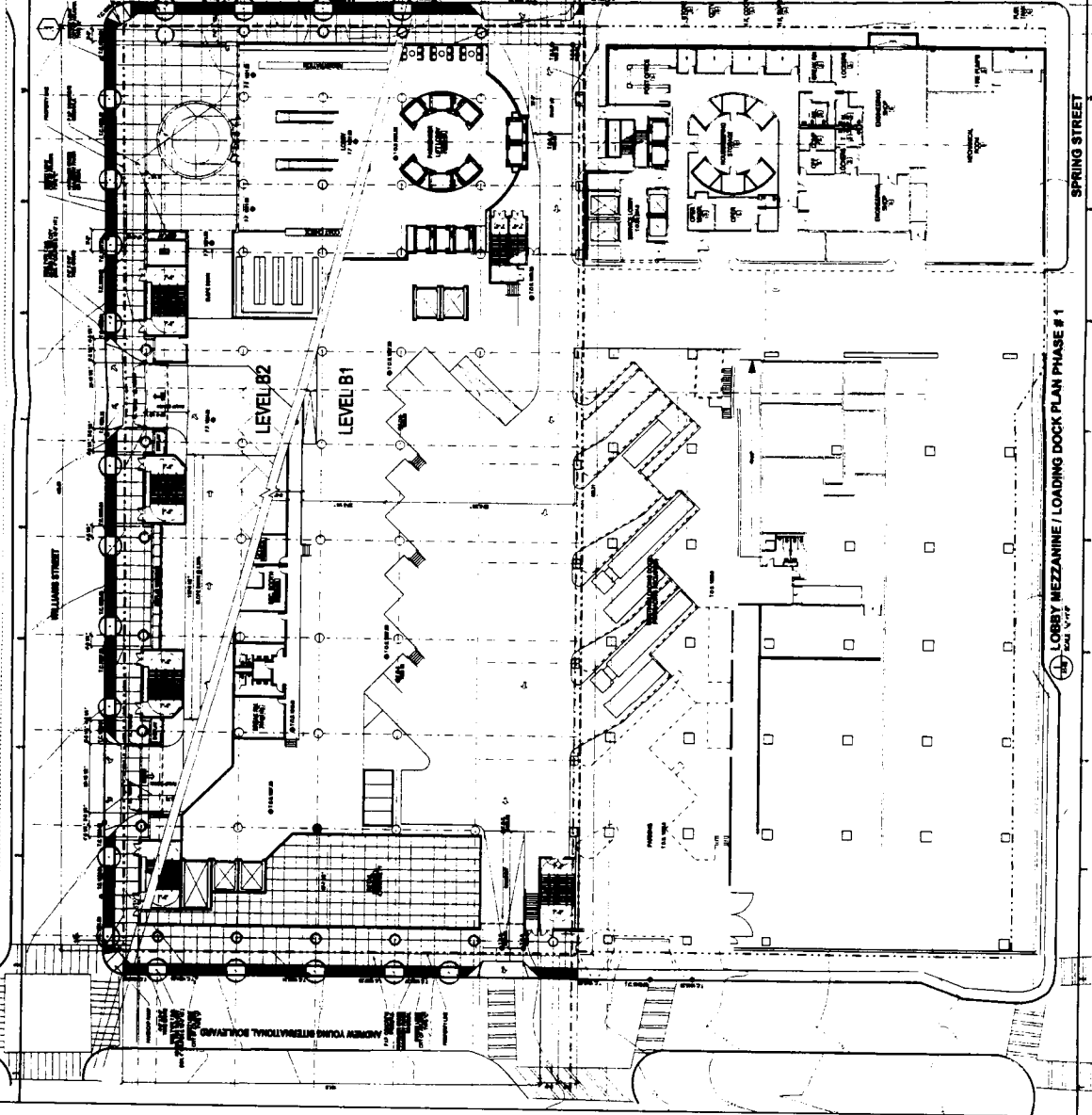
What percentage of the site is projected to be impervious surface once the proposed development has been constructed?	90
Is the site located in a water supply watershed?	N
If yes, list the watershed(s) name(s) below:	
Describe any measures proposed (such as buffers, detention or retention ponds, pervious parking areas) to mitigate the project's impacts on stormwater management:	

### Environmental Quality

Is the development located within, or likely to affect any of the following:	
1. Water supply watersheds?	N
2. Significant groundwater recharge areas?	N
3. Wetlands?	N
4. Protected mountains?	N
5. Protected river corridors?	N
If you answered yes to any question 1-5 above, describe how the identified resource(s) may be affected below:	
Has the local government implemented environmental regulations consistent with the Department of Natural Resources' Rules for Environmental Planning Criteria?	Y
Is the development located within, or likely to affect any of the following:	

1. Floodplains?	N
2. Historic resources?	N
3. Other environmentally sensitive resources?	N
If you answered yes to any question 1-3 above, describe how the identified resource(s) may be affected below:	

REPORTING AND DUE DATES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
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[illegible]

12B SCALE 1/4" = 1'-0"

LOBBY MEZZANINE / LOADING DOCK PLAN PHASE # 1