

DATE: October 5, 2022

TO: Mayor Andre Dickens, City of Atlanta  
ATTN TO: Monique Forte, Planner III, City of Atlanta  
RE: Development of Regional Impact Review  
FROM: Mike Alexander, Director, ARC Center for Livable Communities

ARC has completed a preliminary regional review of the following DRI. ARC reviewed the DRI's 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:** 1400 Murphy DRI 3716

**Submitting Local Government:** City of Atlanta

**Date Opened:** October 5, 2022

**Deadline for Comments:** October 20, 2022

**Description:** A DRI review of a proposal to build 614,036 SF of industrial warehouse space in two buildings on an approximately 31.5-acre site adjacent to the Oakland City MARTA rail station. The site was previously a biscuit factory and is bounded on the south by single-family homes and the east by Sylvan Middle School. There is a MARTA rail station entrance at the northwest corner of the site.

## **PRELIMINARY COMMENTS:**

### **Key Comments**

*The Atlanta Region's Plan assigns the Maturing Neighborhoods growth management designation to the project site. The project is not well aligned with Maturing Neighborhoods policy recommendations which note that development "needs to be balanced with the preservation of existing single-family neighborhoods, as well as the need for additional usable parks and greenspace close to residents, including amenities such as trails and sidewalks."*

*Given the project's location directly adjacent to the Fort McPherson Regional Center and the Oakland City MARTA station, Regional Center growth policies are also relevant. The project is not aligned with Regional Center recommendations which include "housing options should be expanded within their boundaries...support efforts to transform these areas into highly accessible mixed-use urban hubs.... adaptive reuse of existing buildings...need for additional usable parks and greenspace close to residents, including amenities such as trails and sidewalks."*



*In addition to being located at an existing MARTA rail station entrance, the project site is located at the eastern terminus of the proposed MARTA Campbellton Corridor BRT system. The project is not supportive of the need to create the density and corresponding ridership required to make the BRT system successful or to the need to create safe welcoming pedestrian areas around transit stations.*

*MARTA's TOD guidelines categorize industrial uses as a prohibited use in station areas like that of the Oakland City MARTA station because they don't support transit ridership; the project is only anticipated to generate a maximum of 100 daily transit trips.*

*In addition to not adding new uses which support transit, the project will add a substantial amount of new heavy vehicle traffic on Murphy and Dill Avenues – immediately adjacent to the dedicated MARTA station entrance and a future BRT station entrance – which directly conflicts with the need to make these station areas more pedestrian friendly.*

*All of the trucks accessing the project – 340 daily – will utilize Dill Avenue to reach Murphy Avenue and the site. The roadway width is extremely limited at this complex intersection, and trucks will have to either enter opposing traffic lanes or drive over a sidewalk to make the extremely tight right (southbound) turns, which will create dangerous and disruptive pedestrian and traffic impacts. This is even more challenging as this truck movement will occur directly at the street frontage of Gateway Capitol View, a senior living community.*

*The project could be more aligned with Maturing Neighborhood, Regional Center, and MARTA TOD policies by including a substantial number of residential units; ideally the entire 31-acre site could be redeveloped with a much higher density of housing, employment, and retail uses.*

*The project's reuse of the previously developed factory site is supportive of regional growth policies.*

*The project will generate 568 car and 340 heavy vehicle trips vehicular trips; improvements to pavement conditions on Murphy Avenue are recommended.*

## **General Comments**

According to the ARC Unified Growth Policy Map (UGPM), part of The Atlanta Region's Plan, the site of this DRI is designated as Maturing Neighborhoods. However, given the site's dedicated MARTA rail station entrance at the northwest corner its immediate adjacency to the Fort McPherson Regional Center, Regional Center policy recommendations are also relevant. The Plan's Regional Development Guide (RDG) provides general information and policy recommendations for Maturing Neighborhoods as described at the end of these comments.

In general, the project's sole industrial use directly conflicts with the need to create ridership for and safe pedestrian networks around both the existing MARTA station and the planned Campbelltown Road BRT station.



The project will also create noise and pedestrian safety conflicts with the existing 162 senior living apartments across Arden Avenue – the Gateway Capitol View complex mentioned above – and with future planned TOD developments in the immediate area.

### **Transportation and Mobility Comments**

ARC's Transportation and Mobility Group comments will be provided in the Final Report.

The project will generate 568 car and 340 heavy vehicle trips vehicular trips; improvements to pavement conditions on Murphy Avenue are recommended.

In addition to not adding new uses which support transit, the project will add a substantial amount of new heavy vehicle traffic immediately adjacent to the dedicated MARTA station entrance and the future BRT station which directly conflicts with the need to make the station area more pedestrian friendly.

The Lee Street/Dill Avenue/Murphy Avenue existing intersection is very complex and must accommodate a range of modes. This intersection will become more complex when the BRT terminus station is completed. At the same time, the ROW is very constrained and there is limited opportunity to adjust it. Most of the truck traffic generated by the project traveling through this intersection will need to enter opposing lanes in order to make the turns which will create extensive traffic congestion which will conflict with future BRT movements and with the existing bus route along Murphy Avenue.

Some of the trucks can physically only make required turns by running over existing sidewalk as noted in the TIS: " It should be noted that the sidewalk located adjacent to the westbound right-turn at the intersection of Lee Street (US 29/SR 14/SR 139/SR 154) at Campbellton Road/Dill Avenue is currently within the wheel path of a typical WB-67 Truck. Therefore, an expansion or redesign of the existing pedestrian sidewalk facility should be considered and monitored, based on actual truck traffic." Projects in the immediate vicinity of transit stations should be removing pedestrian hazards rather than creating additional ones.

MARTA's TOD guidelines categorize industrial uses as a prohibited use in station areas like that of the Oakland City MARTA station because they don't support transit ridership; the project is only anticipated to generate a maximum of 100 daily transit trips.

Care should be taken to ensure that the constructed development provides an interconnected, functional, clearly marked and comfortable pedestrian experience on all driveways, paths, entrances, and parking areas. To the maximum extent possible, new driveways and intersection corners where pedestrians will cross should be constructed with minimal curb radii to reduce speeds of turning vehicles and decrease crossing distances for pedestrians.

### **ARC Natural Resource Comments**

ARC's Natural Resource Group comments will be provided in the Final Report.



## **Environmental Comments**

The project can support The Atlanta Region's Plan by incorporating other aspects of regional environmental policy, including green infrastructure and/or low-impact design, e.g., pervious pavers, rain gardens, vegetated swales, etc., in parking areas and site driveways, and as part of any improvements to site frontages. Adequate tree canopy to reduce the urban heat island effect of the roughly 390 surface parking spaces proposed would also reinforce regional heat and climate change mitigation goals.

## **Unified Growth Policy Considerations: Maturing Neighborhoods and Regional Center**

The project site is designated as Maturing Neighborhoods which are older neighborhoods that include both single- and multi-family development, as well as commercial and office uses at connected key locations, that were mostly built out before 1980. They represent the largest part of the region that is facing infill and redevelopment pressures. In many cases, infrastructure is in place to handle additional growth, but in some areas, infrastructure is built out with limited capacity for expansion. This may constrain the amount of additional growth possible in certain areas. Many arterial streets in this area are congested due to their use as regional routes for commuters. Limited premium transit service is available in these areas.

The demand for infill development, redevelopment, and adaptive reuse of existing buildings in this area needs to be balanced with the preservation of existing single-family neighborhoods, as well as the need for additional usable parks and greenspace close to residents, including amenities such as trails and sidewalks. Given the project's location directly adjacent to the Fort McPherson Regional Center and to the that Oakland City MARTA station, Regional Center growth policies are also relevant. Among other things, these policies note "be connected to the regional transportation network with existing or planned high-capacity transit service..housing options should be expanded within their boundaries, especially around existing or planned transit...support efforts to transform these areas into highly accessible mixed-use urban hubs...need for additional usable parks and greenspace close to residents, including amenities such as trails and sidewalks."

The intensity and land use of this proposed project is not aligned with The Atlanta Region's Plan's recommendations for Maturing Neighborhoods or Regional Centers. The proposed industrial use does not support ridership for the existing Oakland City MARTA rail station ridership or the proposed adjacent Campbellton Corridor MARTA BRT eastern terminus station. The proposed use will preclude the transit supportive redevelopment of the 31-acre site for many years.

The truck traffic generated will cause major safety and movement conflicts with pedestrians in the existing MARTA and future BRT station walkshed areas and with vehicular and bus movements on Murphy and Dill Avenues and Lee Streets.

The project could be somewhat more aligned with Maturing Neighborhoods and Regional Center policies by including a meaningful amount of residential housing at a minimum. Ideally the entire 31 acre site could be redeveloped with a much higher density of mixed housing, employment, and retail uses to support MARTA rail and BRT ridership and to avoid degrading the pedestrian environment around these key



stations. City of Atlanta staff and leadership, along with the applicant team, should collaborate closely to ensure maximum sensitivity to the needs of nearby local governments, stakeholders, and natural systems.

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

ATLANTA REGIONAL COMMISSION  
GEORGIA DEPARTMENT OF TRANSPORTATION

GEORGIA DEPARTMENT OF NATURAL RESOURCE  
GEORGIA REGIONAL TRANSPORTATION AUTHORITY

GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS  
GEORGIA SOIL AND WATER CONSERVATION COMMISSION

GEORGIA ENVIRONMENTAL FINANCE AUTHORITY  
CITY OF EAST POINT  
MARTA

GEORGIA CONSERVANCY  
CITY OF HAPEVILLE

CITY OF ATLANTA  
FULTON COUNTY

For questions, please contact Donald Shockey at (470) 378-1531 or [dshockey@atlantaregional.org](mailto:dshockey@atlantaregional.org). This finding will be published to the ARC review website located at <http://atlantaregional.org/plan-reviews>.





## Developments of Regional Impact

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### DRI #3716

#### DEVELOPMENT OF REGIONAL IMPACT Initial DRI Information

This form is to be completed by the city or county government to provide basic project information that will allow the RDC to determine if the project appears to meet or exceed applicable DRI thresholds. Refer to both the [Rules for the DRI Process](#) and the [DRI Tiers and Thresholds](#) for more information.

#### Local Government Information

Submitting Local Government: Atlanta

Individual completing form: Monique Forte

Telephone: 470-279-1545

E-mail: [mbforte@atlantaga.gov](mailto:mbforte@atlantaga.gov)

\*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: 1400 Murphy Avenue

Location (Street Address, GPS Coordinates, or Legal Land Lot Description): 1400 Murphy Avenue, Atlanta, GA 30310

Brief Description of Project: Proposed 614,036 SF of industrial warehouse space in two (2) buildings on an approximately 31.5-acre site.

#### Development Type:

- |  |   |   |
|--|---|---|
| <input type="radio"/> (not selected)                       | <input type="radio"/> Hotels                                | <input type="radio"/> Wastewater Treatment Facilities |
| <input type="radio"/> Office                               | <input type="radio"/> Mixed Use                             | <input type="radio"/> Petroleum Storage Facilities    |
| <input type="radio"/> Commercial                           | <input type="radio"/> Airports                              | <input type="radio"/> Water Supply Intakes/Reservoirs |
| <input type="radio"/> Wholesale & Distribution             | <input type="radio"/> Attractions & Recreational Facilities | <input type="radio"/> Intermodal Terminals            |
| <input type="radio"/> Hospitals and Health Care Facilities | <input type="radio"/> Post-Secondary Schools                | <input type="radio"/> Truck Stops                     |
| <input type="radio"/> Housing                              | <input type="radio"/> Waste Handling Facilities             | <input type="radio"/> Any other development types     |
| <input checked="" type="radio"/> Industrial                | <input type="radio"/> Quarries, Asphalt & Cement Plants     |   |

If other development type, describe:

Project Size (# of units, floor area, etc.): Proposed 614,036 SF of industrial warehouse space in two (2) buildings

Developer: Prologis

Mailing Address: 3475 Piedmont Road NE, Suite 650

Address 2:

City: Atlanta State: GA Zip: 30305

Telephone: 404-760-7265

Email: [mjones@prologis.com](mailto:mjones@prologis.com)

Is property owner different from developer/applicant? ☐ (not selected) ☒ Yes ☐ No

If yes, property owner: Prologis-Exchange 1400 Murphy Avenue, LLC

Is the proposed project entirely located within your local government's jurisdiction? ☐ (not selected) ☒ Yes ☐ No



If no, in what additional jurisdictions is the project located?

Is the current proposal a continuation or expansion of a previous DRI?

(not selected)YesNo

If yes, provide the following information:

Project Name:

Project ID:

The initial action being requested of the local government for this project:

Rezoning

Variance

Sewer

Water

Permit

Other

Is this project a phase or part of a larger overall project?

(not selected)YesNo

If yes, what percent of the overall project does this project/phase represent?

Estimated Project Completion Dates:

This project/phase: 2023

Overall project: 2023

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## Developments of Regional Impact

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### DRI #3716

#### DEVELOPMENT OF REGIONAL IMPACT Additional DRI Information

This form is to be completed by the city or county government to provide information needed by the RDC for its review of the proposed DRI. Refer to both the [Rules for the DRI Process](#) and the [DRI Tiers and Thresholds](#) for more information.

#### Local Government Information

Submitting Local Government: Atlanta  
Individual completing form: Monique Forte  
Telephone: 470-279-1545  
Email: mbforte@atlantaga.gov

#### Project Information

Name of Proposed Project: 1400 Murphy Avenue  
DRI ID Number: 3716  
Developer/Applicant: Prologis  
Telephone: 404-760-7265  
Email(s): mjones@prologis.com

#### Additional Information Requested

Has the RDC identified any additional information required in order to proceed with the official regional review process? (If no, proceed to Economic Impacts.)  
☐ (not selected) ☒ Yes ☐ No

If yes, has that additional information been provided to your RDC and, if applicable, GRTA?  
☐ (not selected) ☒ Yes ☐ No

If no, the official review process can not start until this additional information is provided.

#### Economic Development

Estimated Value at Build-Out: \$58,000,000

Estimated annual local tax revenues (i.e., property tax, sales tax) likely to be generated by the proposed development: \$875,000

Is the regional work force sufficient to fill the demand created by the proposed project?  
☐ (not selected) ☒ Yes ☐ No

Will this development displace any existing uses?  
☐ (not selected) ☐ Yes ☒ No

If yes, please describe (including number of units, square feet, etc):

#### Water Supply

Name of water supply provider for this site: City of Atlanta Department of Watershed Management



What is the estimated water supply demand to be generated by the project, measured in Millions of Gallons Per Day (MGD)? 0.007 MGD

Is sufficient water supply capacity available to serve the proposed project? ☐ (not selected) ☒ Yes ☐ No

If no, describe any plans to expand the existing water supply capacity:

Is a water line extension required to serve this project? ☐ (not selected) ☐ Yes ☒ No

If yes, how much additional line (in miles) will be required?

Wastewater Disposal

Name of wastewater treatment provider for this site: City of Atlanta Department of Watershed Management

What is the estimated sewage flow to be generated by the project, measured in Millions of Gallons Per Day (MGD)? 0.006 MGD

Is sufficient wastewater treatment capacity available to serve this proposed project? ☐ (not selected) ☒ Yes ☐ No

If no, describe any plans to expand existing wastewater treatment capacity:

Is a sewer line extension required to serve this project? ☐ (not selected) ☐ Yes ☒ No

If yes, 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.) 908 net daily trips, 84 net AM peak trips, 88 net PM peak trips

Has a traffic study been performed to determine whether or not transportation or access improvements will be needed to serve this project? ☐ (not selected) ☒ Yes ☐ No

Are transportation improvements needed to serve this project? ☐ (not selected) ☒ Yes ☐ No

If yes, please describe below: Please refer to the traffic study prepared by Kimley-Horn and Associates

Solid Waste Disposal

How much solid waste is the project expected to generate annually (in tons)? 560 tons

Is sufficient landfill capacity available to serve this proposed project? ☐ (not selected) ☒ Yes ☐ No

If no, describe any plans to expand existing landfill capacity:

Will any hazardous waste be generated by the development? ☐ (not selected) ☐ Yes ☒ No

If yes, please explain:

Stormwater Management

What percentage of the site is projected to be impervious surface once the proposed development has been constructed? 87%



Describe any measures proposed (such as buffers, detention or retention ponds, pervious parking areas) to mitigate the project's impacts on stormwater management: Stormtrap Concrete Stormwater Storage chambers are being installed on site to provide the City's required stormwater management and runoff reduction through infiltration and storage within the chambers.

Environmental Quality

Is the development located within, or likely to affect any of the following:

- 1. Water supply watersheds? ☐ (not selected) ☐ Yes ☒ No
- 2. Significant groundwater recharge areas? ☐ (not selected) ☐ Yes ☒ No
- 3. Wetlands? ☐ (not selected) ☐ Yes ☒ No
- 4. Protected mountains? ☐ (not selected) ☐ Yes ☒ No
- 5. Protected river corridors? ☐ (not selected) ☐ Yes ☒ No
- 6. Floodplains? ☐ (not selected) ☐ Yes ☒ No
- 7. Historic resources? ☐ (not selected) ☐ Yes ☒ No
- 8. Other environmentally sensitive resources? ☐ (not selected) ☐ Yes ☒ No

If you answered yes to any question above, describe how the identified resource(s) may be affected:

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N/F  
CAPITAL VIEW SENIOR RESIDENCES I LP  
PID: 14012000040176  
ZONING: MR-4A-C  
DB. 56670 PG. 103

N/F  
ARDEN DIVISION HOLDINGS LLC  
PID: 14012000040234  
ZONING: MR-3-C  
DB. 57063 PG. 67

N/F  
I.N. RAGSDALE SUBDIVISION  
ZONING: R-4  
PB. 3 PG. 145

**BUILDING A**  
**280,944 SF**

**BUILDING B**  
**333,042 SF**

N/F  
CITY OF ATLANTA  
BOARD OF EDUCATION  
PID: 14  
01200007002  
ZONING: R-4  
DB. 42638 PG. 566

N/F  
SYLVAN HILLS SUBDIVISION ADDITION  
ZONING: R-4  
PB. 10 PG. 62

N/F  
SYLVAN HILLS SUBDIVISION ADDITION  
ZONING: R-4  
PB. 10 PG. 62

**SITE NOTES:**  
DRI NUMBER: #3716  
OVERALL SITE AREA: 31.50 AC (1,371,934 SF)  
CURRENT ADDRESS: 1400 MURPHY AVENUE  
CURRENT ZONING: I-1  
CURRENT USE: INDUSTRIAL  
PROPOSED USE: INDUSTRIAL  
PROPOSED DENSITY: 613,986 SF GFA  
NON-RESIDENTIAL FAR: 0.48

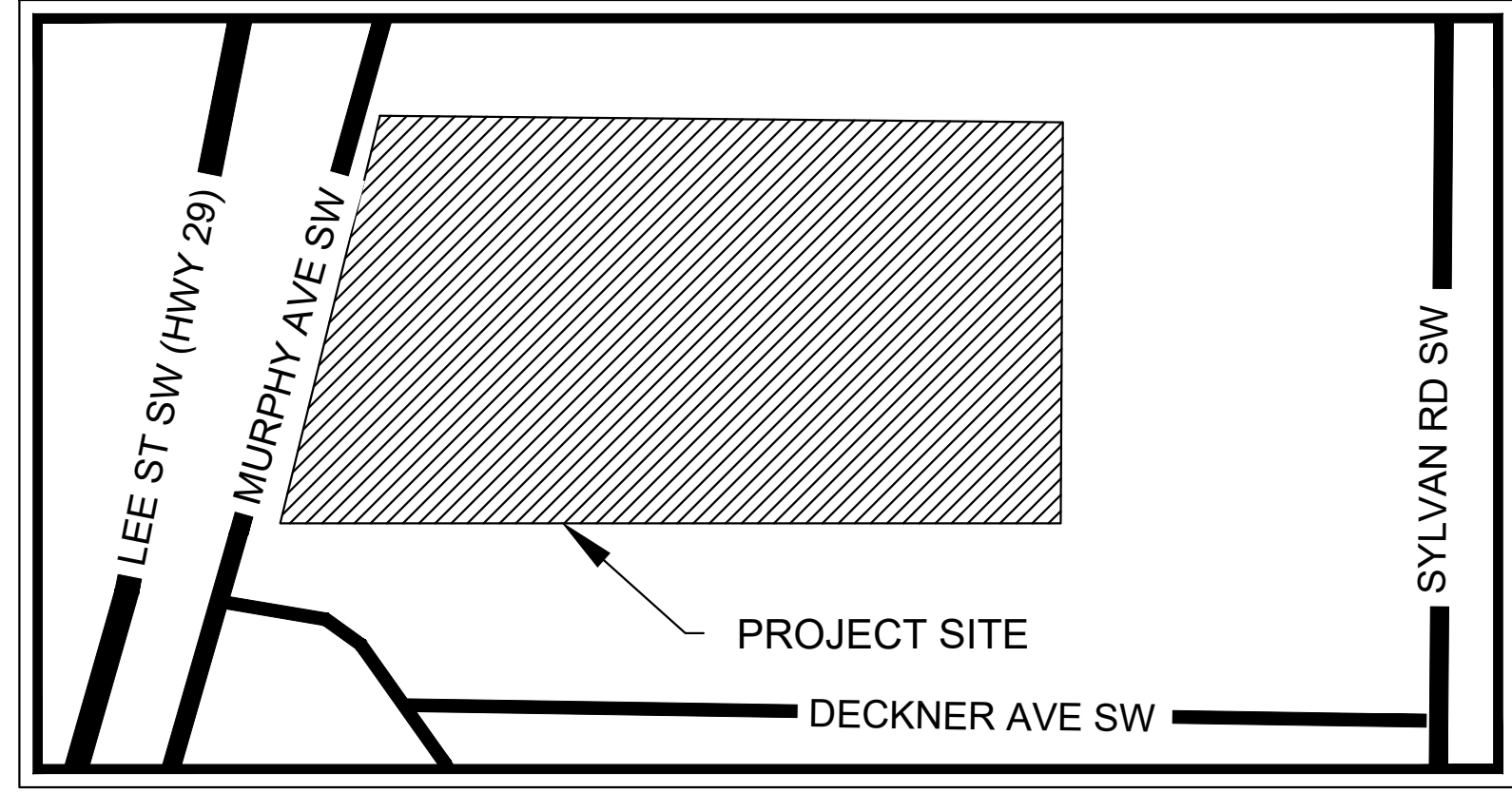
**VEHICULAR PARKING:**  
MINIMUM REQUIRED: 0 SPACES  
MAXIMUM ALLOWED: 1,280 SPACES  
PROPOSED: 390 SPACES

**PROJECT CONTACTS**

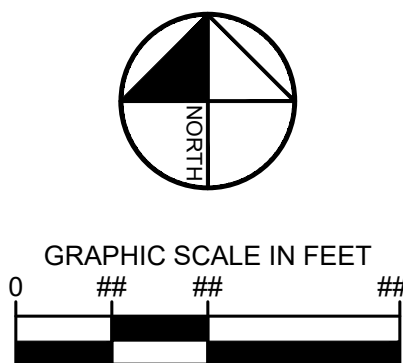
**OWNER:**  
PROLOGIS, L.P.  
3475 PIEDMONT RD. NE  
SUITE 650  
ATLANTA, GA 30305  
PHONE: (404) 760-7200  
CONTACT: MATTHEW JONES

**TRAFFIC ENGINEER:**  
KIMLEY-HORN & ASSOCIATES, INC.  
11720 AMBER PARK DRIVE  
SUITE 600  
ALPHARETTA, GA 30009  
PHONE: (770) 619-4280  
CONTACT: HARRISON FORDER, P.E.

**CIVIL ENGINEER:**  
KIMLEY-HORN & ASSOCIATES, INC.  
817 WEST PEACHTREE STREET  
THE BILTMORE, SUITE 601  
ATLANTA, GA 30308  
PHONE: (404) 419-8700  
CONTACT: ZAC RANDOLPH, P.E.



**VICINITY MAP**



**ISSUED FOR CONSTRUCTION**



GSWCC CERT. (LEVEL II): 0000076496  
DRAWN BY: GFL  
DESIGNED BY: MEM  
REVIEWED BY: ZLR  
DATE: 05/27/2022  
PROJECT NO.: 013040011  
TITLE:

**DRI SITE PLAN**

SHEET NUMBER

**DRI #3716**

**1400 MURPHY AVENUE**  
**DRI #3716**  
LAND LOT 120, 14TH DISTRICT

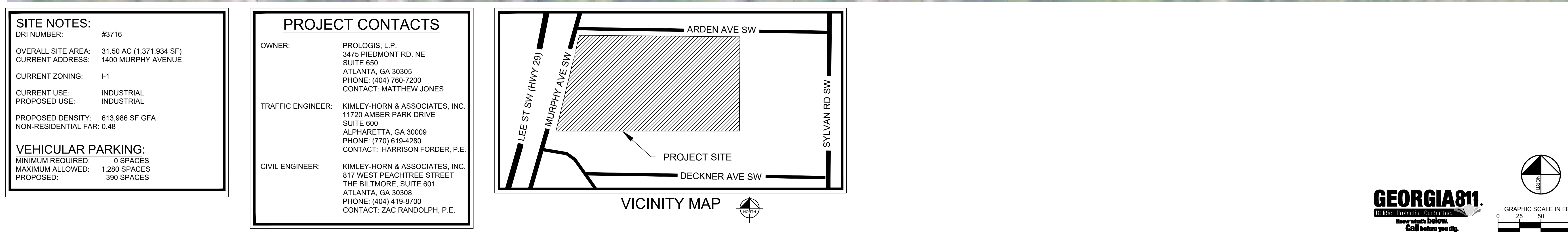
CLIENT	PROJECT	DATE	BY
PROLOGIS, L.P. 3475 PIEDMONT RD NE, SUITE 650 ATLANTA, GA 30305 PHONE: (404) 760-7200	1400 MURPHY AVENUE DRI #3716 LAND LOT 120, 14TH DISTRICT	05/27/2022	MEM
	LDP SUBMITTAL	12/1/2021	MEM
	DEMOLITION PERMIT SUBMITTAL		
	REVISION DESCRIPTIONS		

**PROLOGIS, L.P.**  
3475 PIEDMONT RD NE, SUITE 650  
ATLANTA, GA 30305  
PHONE: (404) 760-7200

**Kimley-Horn**  
KIMLEY-HORN & ASSOCIATES, INC.  
817 W. PEACHTREE STREET, NW  
THE BILTMORE, SUITE 601  
ATLANTA, GEORGIA 30308  
PHONE: (404) 419-8700  
WWW.KIMLEY-HORN.COM

Drawing name: K:\A\T CIVIL\013040011\_1400 Murphy Ave\CAD\Plan\Sheet\01 DRI SITE PLAN.dwg Aug 25, 2022 2:04pm by Graham Langford





**Kimley»Horn**  
© 2022 KIMLEY-HORN AND ASSOCIATES, INC.  
817 W. PEACHTREE STREET, NW  
THE BILTMORE, SUITE 601  
ATLANTA, GEORGIA 30308  
PHONE (404) 419-8700  
WWW.KIMLEY-HORN.COM

**PROLOGIS, L.P.**  
3475 PIEDMONT RD NE, SUITE 650  
ATLANTA, GA 30305  
PHONE: 404-760-7200

[illegible]

1400 MURPHY AVENUE  
DRI #3716  
1400 MURPHY AVENUE SW, ATLANTA, GA 30310



GSWCC CERT. (LEVEL II)	0000076496
DRAWN BY	GFL
DESIGNED BY	MEM
REVIEWED BY	ZLR
DATE	05/27/2022
PROJECT NO.	013040011

TITLE

**DRI SITE PLAN -  
AERIAL**

SHEET NUMBER  
**DRI #3716**

**ISSUED FOR CONSTRUCTION**

