

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: July 29, 2024

TO: Mayor Andre Dickens, City of Atlanta
ATTN TO: Monique Forte, Asst. Director, Office of Design, Planning Studio, City of Atlanta
RE: Development of Regional Impact Review
FROM: Mike Alexander, COO, Atlanta Regional Commission

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: 665 Marietta Street DRI 4117

Submitting Local Government: City of Atlanta

Date Opened: July 29, 2024

Deadline for Comments: August 13, 2024

Description: A DRI review of a proposal to construct a mixed-use redevelopment including approximately 1,076 multi-family housing units, a 300-room hotel, 250,000 SF office space, 30,000 SF restaurant space, 70,000 SF retail space, and 500,000 SF of arts-focused academic area/theater on a 7.5 acre previously developed site at 665 Marietta Street in the City of Atlanta. The project will include extensive multi-modal connections to Georgia Tech and Midtown.

PRELIMINARY COMMENTS:

Key Comments

The project, with its robust mix of uses, high density, and proximity to transit, is strongly aligned with applicable Region Core policy recommendations which note: "The Region Core can handle the most intense development due to the amount of infrastructure already in place...this center needs to maintain easy accessibility by expanding multi-modal transportation options and housing options."

The Transportation Impact Study utilized the Alternative Study Option approach to identify numerous pedestrian, bicycle, and transit infrastructure improvements that can facilitate non-vehicular project access.

The project's density is appropriate to its location within walking distance of the North Avenue MARTA station; the Georgia Tech Stinger bus will also service the site with stops at both the North Avenue and Midtown MARTA stations.

The project directly advances a broad range of regional planning policies related to walkable mixed-used development, multi-modal transportation access, and placemaking among others.

The project's reuse of a site previously developed site with a one-story building and surface parking is strongly supportive of regional development goals.

While the project will generate a significant number of new vehicular trips, its mixed-use and walkable design as well as adjacency to transit and bike routes offers realistic multi-modal alternatives to driving.

General Comments

The Atlanta Region's Plan, developed by ARC in close coordination with partner local governments, is intended to broadly guide regional development in the 12-county metro region to ensure that required infrastructure and resources are in place to support continued economic development and prosperity. The Plan assigns a relevant growth management category designation with accompanying policy recommendations to all areas in the region. This DRI site is designated Region Core; associated policy recommendations are provided at the end of these comments.

Transportation and Mobility Comments

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

The Transportation Impact Study utilized the Alternative Study Option approach to identify numerous pedestrian and bicycle infrastructure improvements that can facilitate walking or biking to the project.

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 Group Comments

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

Other Environmental Comments

The reuse of a previously developed site with a one-story buildings and surface parking is strongly supportive of regional environmental policies. In addition, very few trees will be removed for the project. The utilization of heat mitigation strategies for building roofs would be supportive of regional climate change mitigation efforts.

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.

The Atlanta Region's Plan Growth Policy Considerations: Region Core

This DRI site is designated Region Core which, is the major economic, cultural, and transportation hub of the entire Atlanta metro region. This area is the densest in terms of employment, residential, and cultural offerings throughout the region, with the most developed transit service in the region.

The Region Core can handle the most intense development due to the amount of infrastructure already in place; however, this infrastructure may need improvements and enhancements due to its age and our region's changing lifestyle conditions. The lack of accessible public greenspace within the Region Core affects the area's aesthetics and overall quality of life for residents and workers. The Region Core competes with other central city areas in the southeast. The region must work together to keep this area as competitive as possible to lure additional high paying jobs and residents. With a growing regional population and growing congestion, this center needs to maintain easy accessibility by expanding multi-modal transportation options and housing options.

The intensity and land use of this project strongly align with The Atlanta Region's Plan's recommendations for the Region Core. The project utilizes previously developed land for new higher-density office, retail, and residential uses within walking distance of a MARTA station and numerous bus stops. The project can also be easily accessed through the well-developed bike and pedestrian networks in the surrounding area. City of Atlanta leadership and staff, along with the applicant team, should collaborate closely to ensure optimal sensitivity to the needs and concerns of nearby local governments, neighborhoods, 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
CENTRAL ATLANTA PROGRESS
MARTA

GEORGIA CONSERVANCY
MIDTOWN ALLIANCE

UPPER WEST SIDE CID
CITY OF ATLANTA

For questions, please contact Donald Shockey at (470) 378-1531 or 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 #4117

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

*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: 665 Marietta Street
Location (Street Address, GPS Coordinates, or Legal Land Lot Description): 665 Marietta Street
Brief Description of Project: The mixed-use will include repurposing 1 existing building as a restaurant/retail space and redeveloping the remaining buildings as multi-family (high-rise) housing including potential dormitory use, a hotel, general office space, retail/restaurant space, and arts-focused academic area with theater space.

Development Type:

- | | | |
|--|---|---|
| <input type="radio"/> (not selected) | <input type="radio"/> Hotels | <input type="radio"/> Wastewater Treatment Facilities |
| <input type="radio"/> Office | <input checked="" 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 type="radio"/> Industrial | <input type="radio"/> Quarries, Asphalt & Cement Plants | |

If other development type, describe:

Project Size (# of units, floor area, etc.): approx. 30K SF restaurant, 1,076 units MF housing/dormitory, 300 room hotel, 250K SF office, 70K SF

Developer: 665 Marietta Street, LLC

Mailing Address: 665 Marietta Street

Address 2:

City: Atlanta State: GA Zip: 30313

Telephone: 404-385-0714

Email: tony.zivalich@gatech.edu

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

If yes, property owner:

Is the proposed project entirely located within your ☐ (not selected) ☒ Yes ☐ No

local government's jurisdiction?

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

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

(not selected)

Yes

No

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)

Yes

No

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

Estimated Project Completion Dates:

This project/phase: 2034

Overall project: 2034

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DRI #4117

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: 665 Marietta Street
DRI ID Number: 4117
Developer/Applicant: 665 Marietta Street, LLC
Telephone: 404-385-0714
Email(s): tony.zivalich@gatech.edu

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: \$820 Million
Estimated annual local tax revenues (i.e., property tax, sales tax) likely to be generated by the proposed development: \$13.7 Million annually; \$24.3 Million one-time construction sales tax
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): Will displace approximately 100,000 SF of vacant industrial space

Water Supply

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

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

0.59 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 Watershed

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

0.59 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.)

701 trips AM; 771 trips PM; 11,873 trips daily (Weekday net for all)

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 see traffic study prepared by Kimley-Horn.

Solid Waste Disposal

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

17,700 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

65%

impervious surface once the proposed development has been constructed?

Describe any measures proposed (such as buffers, detention or retention ponds, pervious parking areas) to mitigate the project's impacts on stormwater management: The project will be designed to comply with City of Atlanta stormwater management requirements to reduce stormwater flows and meet runoff reduction requirements.

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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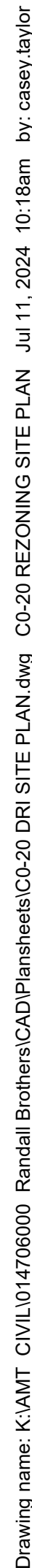
[GRTA DRI Page](#) | [ARC DRI Page](#) | [RC Links](#) | [DCA DRI Page](#)

[DRI Site Map](#) | [Contact](#)

STAGING AND LOADING OF HEAVY VEHICLES TO OCCUR ON INTERNAL DRIVEWAYS OR ACCESS FROM WALLACE STREET, MARIETTA STREET, OR STATE STREET.

SHORT TERM DELIVERIES TO OCCUR WITHIN PARALLEL
PARKING SPACES ALONG INTERNAL ROADS AND
PERIMETER RIGHT-OF-WAY.

- JURISDICTIONAL STREAMS
- RESTRICTED DRIVEWAY



DEVELOPMENT TO INCORPORATE BIKE FACILITIES TO ALLOW TRAVEL FROM MARIETTA STREET BIKE LANE TO TECH PARKWAY CYCLETRACK.

EXISTING BIKE FACILITIES:

- TECH PARKWAY CYCLETRACK
- MARIETTA STREET BIKE LANES

PROPOSED BIKE FACILITIES:

- TECH PARKWAY CYCLETRACK
- MARIETTA STREET BIKE LANES
- ONSITE BIKE PARKING
- SCIENCE SQUARE BIKE-PED BRIDGE
- MULTI-USE PATH ALONG MARIETTA STREET AND NORTH AVENUE.

BASED ON GEORGIA TECH'S BICYCLE COMMUTER MODE SHARE GOAL OF 20% BY 2035, PROVIDE BICYCLE PARKING EQUIVALENT TO THE LARGER VALUE BETWEEN DOUBLE THE BICYCLE PARKING REQUIRED BY THE CITY OF ATLANTA MRC-3 CODE AND 20% OF THE FINAL RESIDENTIAL UNIT COUNT ON SITE OR ALONG SITE FRONTAGE.

SITE ADDRESS:	665 MARIETTA ST
<u>PARCEL NUMBER:</u>	14 008100130560
<u>DRI NUMBER</u>	#4117
<u>CURRENT ZONING</u>	I-1 MARIETTA STREET OVERLAY INTOWN SOUTH COMMERCIAL CORRIDOR OVERLAY
<u>PROPOSED ZONING</u>	MRC-3
<u>NET LOT AREA: (NLA):</u>	319,471 SF
<u>GROSS LOT AREA (GLA):</u>	381,092 SF
<u>PROPOSED DENSITY</u>	
RESIDENTIAL:	1,076 UNITS
HOTEL:	300 ROOMS
OFFICE:	250,000 SF
RESTAURANT	30,000 SF
RETAIL:	70,000 SF
ARTS FOCUSED ACADEMIC AREA / THEATOR:	500,000 SF
<u>PROPOSED DENSITY RATIOS</u>	
RESIDENTIAL:	82.42 UNITS / ACRE
NON-RESIDENTIAL FAR:	1.03
<u>PARKING:</u>	
REQUIRED:	
RESIDENTIAL:	581 SPACES / 54 SPACES / UNIT
HOTEL:	300 (1 SPACE / LODGING UNIT)
OFFICE:	625 (2.5 SPACES / 1000 SF)
RESTAURANT:	50 (1 SPACE / 600 SF)
RETAIL:	117 (1 SPACE / 200 SF)
COLLEGE:	2500 (1 SPACE / 200 SF)
TOTAL REQUIRED:	4178 SPACES *

* REQUIRED PARKING WILL BE CALCULATED BE BASED ON ACTUAL CONSTRUCTED DENSITY. BICYCLE, CAR / VANPOOL, AND EV PARKING WILL BE PROVIDED TO MEET OR EXCEED CITY OF ATLANTA CODE REQUIREMENTS.

MAXIMUM SQUARE FOOTAGE:			
NON-RESIDENTIAL	4.0 FAR * NLA	1,277,884 SF	
RESIDENTIAL	3.2 FAR * GLA	1,219,494 SF	
COMBINED	7.2 FAR		

MAX BUILDING HEIGHT: 225 FT

MINIMUM OPEN SPACE REQUIREMENTS:		
PUBLIC SPACE REQUIRED:	20% OF NLA	63,895 SF
USABLE OPEN SPACE:	0.61 * GLA	232,466 SF

REQUIRED USABLE OPEN SPACE CALCULATION ASSUMES
MAXIMUM RESIDENTIAL FAR (3.2) PROPOSED. REQUIRED OPEN
SPACE SHALL BE RE-CALCULATED BE BASED ON ACTUAL
CONSTRUCTED DENSITY.

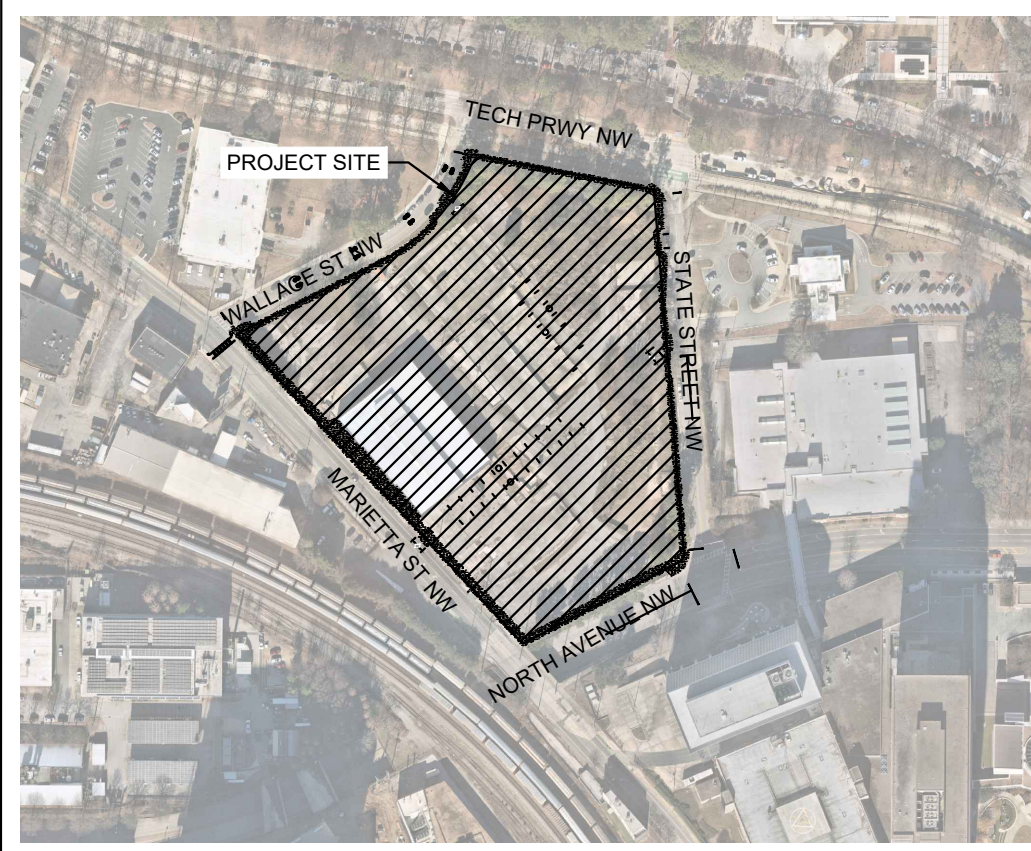
MAXIMUM BUILDING COVERAGE: 85% OF NLA 271,550 SF

FINAL BUILDING FOOTPRINT SHALL BE LESS THAN 85% OF NLA

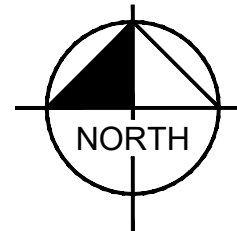
APPLICANT: TONY ZIVACH
665 MARIETTA STREET NW
ATLANTA, GA 30313
CONTACT: TONY ZIVACH
PHONE: 404-385-0714

TRAFFIC CONSULTANT: KIMLEY-HORN & ASSOCIATES
1200 PEACHTREE STREET NE
SUITE 800
ATLANTA, GA 30309
CONTACT: ROB ROSS, P.E.
PHONE: 404.419.8700

CIVIL ENGINEER: KIMLEY-HORN & ASSOCIATES
1200 PEACHTREE STREET NE
SUITE 800
ATLANTA, GA 30309
CONTACT: ZAC RANDOLPH, P.E.
PHONE: 404.419.8700



GEORGIA811
Utility Protection Center, Inc.
Know what's below.
Call before you dig.



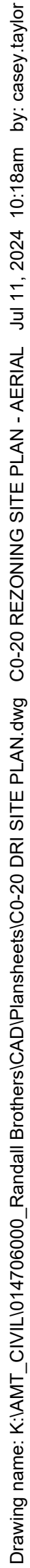
GRAPHIC SCALE IN FEET

A horizontal line with vertical tick marks at 0, 20, 40, and 80. The segment between 0 and 20 is divided into four equal parts by three vertical lines. The segment between 20 and 40 is a single solid black rectangle. The segment between 40 and 80 is divided into four equal parts by three vertical lines.

NO.	ISSUANCE AND REVISION DESCRIPTIONS	DATE	BY
	REZONING SITE PLAN	10/17/2023	ALB
	DR1 SITE PLAN	12/20/2023	ALB
	DR1 SITE PLAN	1/25/2024	BAC
	REZONING PLAN UPDATES	02/13/2024	SFD
	DR1 SITE PLAN UPDATES	07/06/2024	COT



GSWCC NO. (LEVEL II)	0000076496
DRAWN BY	ALB
DESIGNED BY	ZLR
REVIEWED BY	ZLR
DATE	7/11/2024
PROJECT NO.	014706000
TITLE	



DRI SITE PLAN

SHEET NUMBER

C0-20