

# 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:** January 5, 2025

**TO:** Mayor Derek Norton, City of Smyrna  
**ATTN TO:** Joey Staubes, Planner II, City of Smyrna  
**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:** 2024 South Spring DRI 4259

**Submitting Local Government:** City of Smyrna

**Date Opened:** January 5, 2024 **Comments:** January 19, 2025 **Date to Close:** January 5, 2025

**Description:** A DRI review of a proposal to construct a mixed-use project with 650 multi-family units, 175,000 SF of commercial space, 200,000 SF of office space, 250 hotel rooms as well as a public plaza and park on an 8.7-acre previously-developed site on Spring Road between Cumberland Blvd and US Highway 41 in the City of Smyrna in Cobb County.

## **PRELIMINARY COMMENTS:**

### **Key Comments**

*The project is well aligned with Regional Center growth policies and recommendations which call note: "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."*

*The project's mix of residential, office, commercial and hospitality uses, and its reuse of a previously developed site, are strongly supportive of regional growth, transportation, and placemaking policies.*

*The project is expected to generate a total of 10,357 daily new vehicular trips; a number of roadway improvements are proposed to mitigate the impact of these trips.*

*A total of 1,700 parking spaces – almost 50% less than would otherwise be required are proposed which almost 50% less than would otherwise be required which is in keeping with regional multi-modal transportation policies.*

*No bicycle parking spaces or EV charging spaces appear to be proposed; inclusion of a generous amount of both would be strongly supportive of regional EV infrastructure and multi-modal transportation policies.*

### **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 Regional Center; corresponding policy recommendations are provided at the end of these comments.

### **Transportation and Mobility Comments**

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

The project is expected to generate a total of 10,357 new vehicular trips. A number of improvements are identified to reduce the impact of these new trips on surrounding roadways.

A total of 1,700 parking spaces are proposed which almost 50% less than would otherwise be required which is in keeping with regional multi-modal transportation policies.

No bicycle parking spaces or EV charging spaces appear to be proposed; inclusion of a generous amount of both would be strongly supportive of regional EV infrastructure and multi-modal transportation policies.

Care should be taken to ensure that the development promotes an interconnected, functional, clearly marked and comfortable pedestrian experience on all streets, 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's Natural Resources Group comments will be provided in the Final Report.

### **Other Environmental Comments**

The re-use of the previously developed low-density buildings surrounded by surface parking is supportive of regional stormwater and redevelopment goals. Ensuring maximum tree canopy in the remaining open

areas and utilizing green infrastructure to the greatest extent possible would advance regional goals regarding heat island effect mitigation.

The project can further support The Atlanta Region's Plan in general by incorporating other aspects of regional 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.

#### **Unified Growth Policy Considerations: Regional Center**

According the Atlanta Region's Plan, Regional Centers reflect concentrated uses that have generally defined boundaries and typically included areas of concentrated employment. People travel from around the region to these centers for employment, shopping, and entertainment. These centers should be connected to the regional transportation network with existing or planned high-capacity transit service. In most cases, these centers have a jobs-housing imbalance, so housing options should be expanded within their boundaries, especially around existing or planned transit.

Some Regional Centers could also be considered "Edge Cities," developed in a suburban, auto-oriented way. They have limited multi-modal transportation options and are challenged by increasing congestion. Local plans and policies should support efforts to transform these areas into highly accessible mixed-use urban hubs.

The demand for infill development, redevelopment, and adaptive reuse of existing buildings in this area needs to be balanced with the preservation of existing residential neighborhoods, as well as the 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 strongly aligns with The Atlanta Region's Plan's recommendations for Regional Centers. The project's reuse of an existing site and provision of substantial new housing along with a mix of commercial, office and hospitality uses directly respond to Regional Center policy recommendations. City of Smyrna 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

GEORGIA CONSERVANCY

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 #4259

### 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:

Individual completing form:

Telephone:

E-mail:

\*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:

Location (Street Address, GPS Coordinates, or Legal Land Lot Description):

Brief Description of Project:

#### 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.):

Developer:

Mailing Address:

Address 2:

City:  State:  Zip:

Telephone:

Email:

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

## DRI Initial Information Form

If yes, property owner:	<input type="text" value="RASS Associates LLC"/>
Is the proposed project entirely located within your local government's jurisdiction?	<input type="radio"/> (not selected) <input checked="" type="radio"/> Yes <input type="radio"/> No
If no, in what additional jurisdictions is the project located?	<input type="text"/>
Is the current proposal a continuation or expansion of a previous DRI?	<input type="radio"/> (not selected) <input checked="" type="radio"/> Yes <input type="radio"/> No
If yes, provide the following information:	Project Name: <input type="text" value="Emerson Center"/> Project ID: <input type="text" value="2764"/>
The initial action being requested of the local government for this project:	<input checked="" type="checkbox"/> Rezoning <input type="checkbox"/> Variance <input type="checkbox"/> Connect Sewer <input type="checkbox"/> Connect Water <input type="checkbox"/> Permit <input type="checkbox"/> Other <input type="text"/>
Is this project a phase or part of a larger overall project?	<input type="radio"/> (not selected) <input type="radio"/> Yes <input checked="" type="radio"/> No
If yes, what percent of the overall project does this project/phase represent?	<input type="text"/>
Estimated Project Completion Dates:	This project/phase: <input type="text" value="2028"/> Overall project: <input type="text" value="2028"/>
<div><input type="button" value="Save Updates to Submitted Form"/> <input type="button" value="Save without Submitting"/> <input type="button" value="Cancel"/></div> <div><a href="#">Back to Top</a></div>	

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### DRI #4259

#### 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: Smyrna  
Individual completing form: Joey Staubes  
Telephone: 678-631-5355  
Email: jstaubes@smyrnaga.gov

#### Project Information

Name of Proposed Project: South Spring  
DRI ID Number: 4259  
Developer/Applicant: RASS Associates, LLC  
Telephone: 469-504-2829  
Email(s): scottpolikov@gmail.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: \$525 MM

Estimated annual local tax revenues (i.e., property tax, sales tax) likely to be generated by the proposed development: \$6.5 MM

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 Smyrna/Cobb County

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

0.28 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 Smyrna

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

0.23 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.)

10,675 Daily | 650 AM | 855 PM

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 the traffic study completed by Kimley-Horn.

### Solid Waste Disposal

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

9442 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?

90%

Describe any measures proposed (such as buffers, detention or retention ponds, pervious parking areas) to mitigate the project's impacts on stormwater management: Proposed underground detention.

### 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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