

DATE: February 18, 2025

TO: Mayor Edward Johnson, City of Fayetteville
ATTN TO: David Rast, Community Development Director, City of Fayetteville
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: Fayetteville City Center DRI 4306

Submitting Local Government: City of Fayetteville

Date Opened: February 18, 2025 **Comments Due:** March 5, 2025

Description: A DRI review of a proposal to construct a mixed-use project with 34,000 SF of retail, a 12,000 SF food market, 120-room hotel, 14,000 SF loft/office, 700 multi-family units, 48 townhome units and 39 single-family lots on a 38.5-acre tract adjoining the City Hall – City Center Park complex in downtown Fayetteville in Fayette County.

PRELIMINARY COMMENTS:

Key Comments

The project is substantially aligned with applicable Established Suburbs and Town Center growth policy recommendations; the former emphasize the importance of preserving single-family neighborhoods with appropriate infill development while the latter promotes the development of walkable Main Street development patterns.

The project's mix of residential, retail, hospitality and office uses is supportive of regional placemaking and multi-modal transportation policies. The project's connection to the city's historic main street area will need to be strengthened to ensure that existing downtown businesses benefit from the new development.

Some segments of the proposed road network that cross the stream appear to be redundant. Additional valuable natural open space could be created by consolidating these elements.

The project is expected to generate approximately 10,072 new trips of which 7,852 are new vehicular trips; a number of roadway improvements to mitigate these trips are proposed.

A blue line stream with protected stream buffers runs through the site. Seven of the proposed single-family home lots are located almost entirely within the protected stream buffers along with a two-story retail and office building. Stream buffers provide a minimal level of water quality protection and are recommended to be preserved to the greatest extent possible.

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 11-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, or designations, to all areas in the region. This location is designated as Established Suburbs and Town Center; corresponding growth policy recommendations are detailed at the end of these comments.

The project's mix of residential, hospitality, retail, and office uses is supportive of regional placemaking and multi-modal transportation policies.

Some segments of the proposed road network that cross the stream appear to be redundant. Additional valuable natural open space could be created by consolidating these elements.

Transportation and Mobility Comments

Transportation and Mobility comments will be provided in the Final Report. The project is expected to generate approximately 10,072 new trips of which 7,852 are new vehicular trips; a number of roadway improvements to mitigate these trips are proposed.

ARC Natural Resources Group Comments

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

Environmental Comments

A blue line stream with protected stream buffers runs through the site. Seven of the single-family home lots are located almost entirely within the protected stream buffers along with a two-story retail and office building. Stream buffers provide a minimal level of water quality protection and are recommended to be preserved to the greatest extent possible.

Additional retention of wooded and stream adjacent areas would be desirable and in keeping with regional goals regarding preserving natural stormwater systems and heat island effect mitigation. There may be

potential opportunities for linking these fragmented undeveloped areas with adjacent undeveloped or protected areas to ensure their maintenance and potential use for recreation or habitat preservation.

Incorporation of green stormwater and heat island mitigation designs for the extensive surface car parking spaces proposed and use of an ecosystem-based design for the stormwater detention areas would be supportive of regional environmental policies.

The project can 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.

Atlanta Region's Plan Growth Policy Considerations: Established Suburbs, Town Centers

According to the Atlanta Region's Plan, Established Suburbs are areas where suburban development has occurred and are characterized by single-family subdivisions, commercial development, and office, industrial and multi-family development. These areas represent the part of the region that has recently reached "build-out." With few remaining large parcels for additional development, these are the areas in which the region may see the least amount of land-use change outside of retail and commercial areas. While there is still room for limited infill development, these areas will begin to focus more on redevelopment over the next 30 years.

Preservation of existing single-family neighborhoods is important, and wholesale change will most likely not occur in the single-family subdivisions that make up a majority of these areas. However, infill and redevelopment will occur in areas of retail/commercial concentrations, especially commercial corridors.

Town Centers are anchored by the Main Streets of our cities within the region. Some may be county seats or employment centers, but all are anchored by a Main Street. Many of these Town Centers have detailed master plans such as LCI plans that provide guidance on development, transportation, and economic development. As a result of these plans, many communities have seen a resurgence of Town Centers that should be connected to the regional transportation network. They should have a variety of transportation options available to residents, employees, and visitors. Land-use conflicts may occur if new development is taller and denser than existing development, however, local plans and policies should support efforts to encourage town centers to become accessible mixed-use centers with employment, retail, residential, and cultural amenities.

The project is partially aligned with Established Suburbs recommendations in that it provides a substantial amount of new housing that doesn't negatively impact existing single-family neighborhoods. The project is more strongly aligned with Town Center recommendations although the connection to the city's historic main street area will need to be strengthened to ensure that existing downtown businesses benefit from the new development.

City of Fayetteville leadership and staff, along with the applicant team, should collaborate closely to ensure maximum sensitivity to nearby local governments, neighborhoods, land uses and natural system

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
FAYETTE COUNTY

GEORGIA CONSERVANCY

CITY OF FAYETTEVILLE

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>.



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DRI #4306

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: Fayetteville
Individual completing form: David Rast
Telephone: 7707194156
E-mail: drast@fayetteville-ga.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: Fayetteville City Center
Location (Street Address, GPS Coordinates, or Legal Land Lot Description): 335 Grady AVE Fayetteville, GA 30214
Brief Description of Project: 38.5-acre mixed use development to include +/-34,000SF retail, +/-12,000 SF market/grocery, 120-room hotel, +/-14,000SF loft/office, 700-units multi-family, 48 townhomes and 39 single-family detached residential

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.): +/-34,000SF retail, +/-12,000 SF market/grocery, 120-room hotel, +/-14,000SF loft/office, 700-units

Developer: Nelson

Mailing Address: 5200 Avalon BLVD

Address 2:

City: Alpharetta State: GA Zip: 30009

Telephone: 770.209.9393

Email: lwakefield@nelsonww.com

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

If yes, property owner: City of Fayetteville

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: 2027 Overall project: 2030

[Back to Top](#)

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DRI #4306

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: Fayetteville

Individual completing form: David Rast

Telephone: 7707194156

Email: drast@fayetteville-ga.gov

Project Information

Name of Proposed Project: Fayetteville City Center

DRI ID Number: 4306

Developer/Applicant: Nelson Worldwide

Telephone: 770.209.9393

Email(s): lwakefield@nelsonww.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: \$225,000,000

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

Property tax: \$2,674,710 (est.)/Sales tax: unknown (not enough)

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 Fayetteville

What is the estimated water supply demand to be generated by the project,

0.1681

measured in Millions of Gallons Per Day (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:

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

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:

As identified in the Methodology Meeting Packet prepared by NV5 as submitted on December 17, 2024.

Solid Waste Disposal

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

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

Existing stream buffers to be protected, bioretention areas, bioswales, permeable pavers, underground detention ponds with infiltration

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:

Project site located within Pye Lake Watershed (local) and is subject to the provisions of Sec. 302.17 of the city's Unified Development Ordinance (UDO).

Submit Application

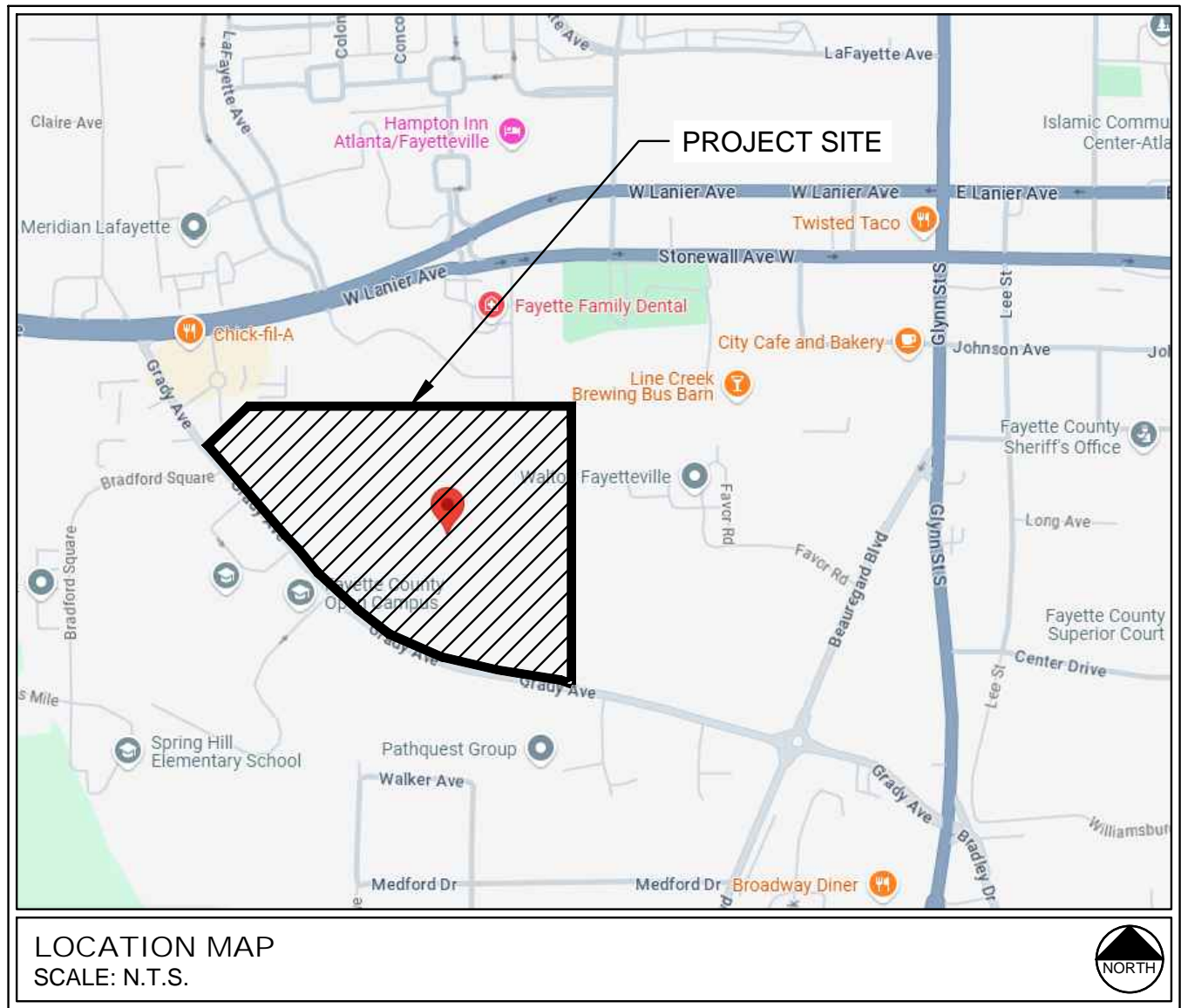
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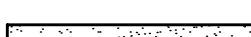



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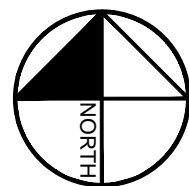
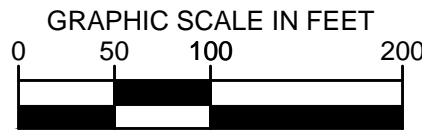
SITE NOTES

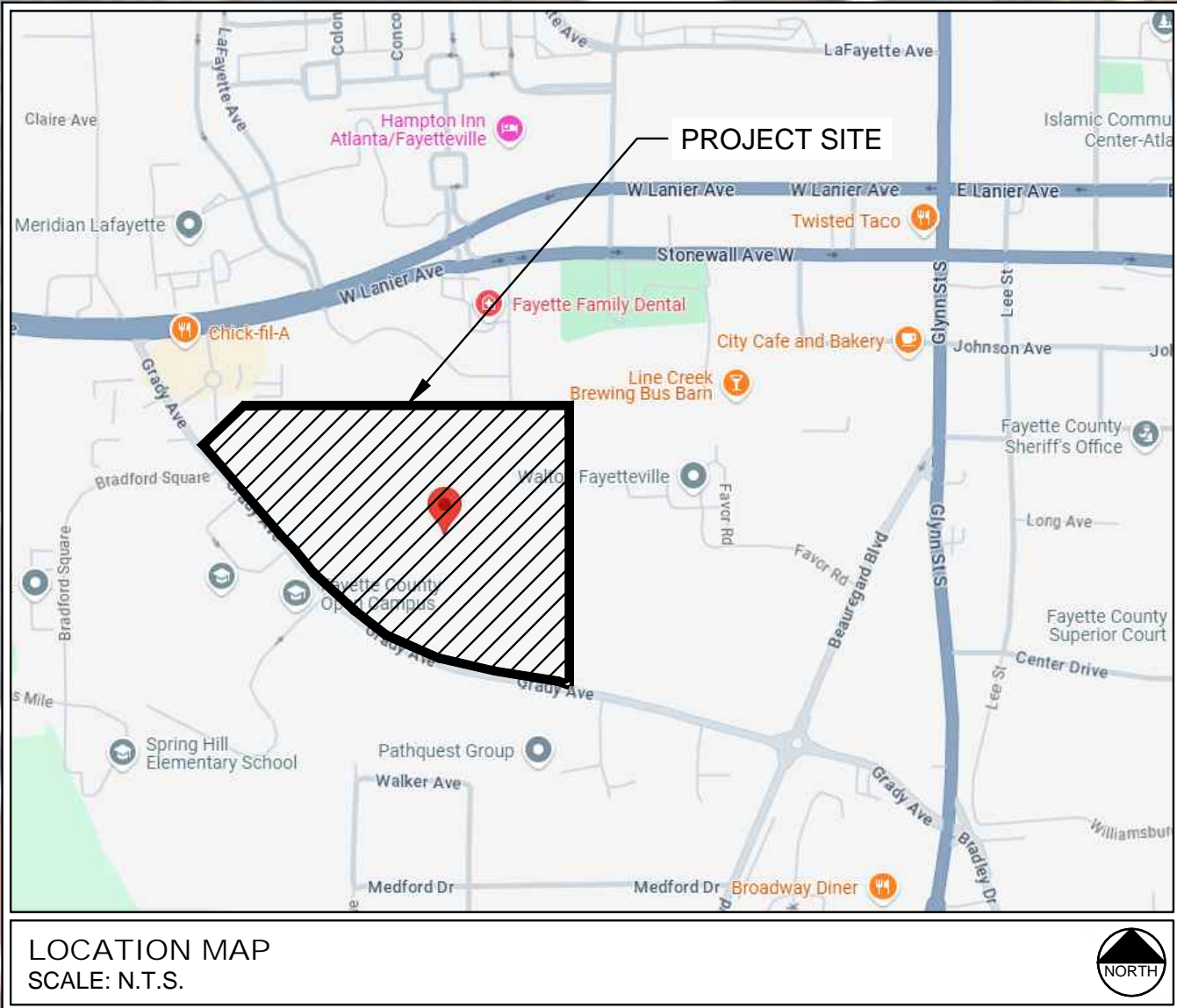
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2. EXISTING CONDITIONS SHOWN HEREON ARE FROM A SURVEY FILE PROVIDED BY FALCON DESIGN CONSULTANTS, DATED 08.30.2023.
3. ALL DIMENSIONS ARE FROM FACE OF CURB TO FACE OF CURB UNLESS OTHERWISE NOTED.
4. SIDEWALK INSTALLED AGAINST BACK OF CURB SHALL BE INSTALLED PER THE PLAN AS MEASURED FROM THE BACK OF CURB.
5. ALL SIGNAGE AND STRIPING MUST MEET THE LATEST REQUIREMENTS SET FORTH BY MUTCD, GDOT, AND GEORGIA STATE CODE.
6. REFERENCE LANDSCAPE PLANS FOR ALL HARDSCAPE AND LANDSCAPE DETAILS AND SPECIFICATIONS.

SITE NOTES

	PROPERTY LINE
	15 FT BUILDING SETBACK LINE
	STANDARD DUTY ASPHALT PAVEMENT
	HEAVY DUTY ASPHALT PAVEMENT
	STANDARD DUTY CONCRETE PAVEMENT
	HEAVY DUTY CONCRETE PAVEMENT
	CONCRETE SIDEWALK
	PARKING COUNT

<p>SITE CONTACTS</p>	
<p><u>OWNER:</u></p> <p>CITY OF FAYETTEVILLE CONTACT: DAVID RAST EMAIL: DRAST@FAYETTEVILLE-GA.GOV</p>	
<p><u>CIVIL ENGINEER:</u></p> <p>KIMLEY-HORN 11720 AMBER PARK DRIVE, SUITE 600 ALPHARETTA, GA 30009 CONTACT: JOSH REYNOLDS, P.E. PHONE: 470.273.3265 EMAIL: JOSH.REYNOLDS@KIMLEY-HORN.COM</p>	
<p><u>TRAFFIC ENGINEER:</u></p> <p>NVS CONTACT: ERIKA BECKER PHONE: 615.796.8424 EMAIL: ERIKA.BECKER@NV5.COM</p>	
<p><u>MASTER PLANNER:</u></p> <p>NELSON WORLDWIDE CONTACT: JEREMY HULL PHONE: 678.533.3240 EMAIL: JHULL@NELSONWWW.COM</p>	





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SITE NOTES

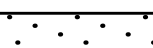
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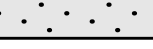
— — — — — PROPERTY LINE

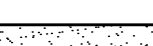
— — — — — 15 FT BUILDING SETBACK LINE

 STANDARD DUTY ASPHALT PAVEMENT

 HEAVY DUTY ASPHALT PAVEMENT

 STANDARD DUTY CONCRETE PAVEMENT

 HEAVY DUTY CONCRETE PAVEMENT

 CONCRETE SIDEWALK

⑩ PARKING COUNT

