



Regional Review Notification

Development of Regional Impact

DATE: April 24, 2025

TO: CEO Lorraine Cochran-Johnson, DeKalb County Commission

ATTN TO: Aprell King, Planner-Long Range Planning, DeKalb County

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 as well as impacts the project may have on the activities, plans, goals and policies of other local jurisdictions and 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. A Final Report will be issued pending the receipt of stakeholders comments and ARC's completion of its review of the project.

Name of Proposal: Dekalb Concrete Plant DRI 4378

Submitting Local Government: DeKalb County

Date Opened: April 24, 2025 **Comments Due:** May 9, 2025 **Date to Close:** May 9, 2025

Description: A DRI review of a proposal to construct a ready-mix concrete plant with operations/office building, batching equipment, material stockpiles, and loading and parking areas on a 3.7 acre site at 3298/3292 Fayetteville Road off of Moreland Avenue in Dekalb County.

Key Comments

The project is generally aligned with applicable Established Suburbs growth policy recommendations which emphasize the importance of preserving single-family neighborhoods with appropriate infill development. This project proposes infill industrial development on a mostly previously developed site within a larger industrial park development.

The project lies within the Metro South CID and any improvements external to the site should be coordinated with the CID.

The existing buffer of natural space with trees along the edges of the site should be retained to the greatest extent possible.

There are several nearby MARTA bus stops and MARTA should be included in the design of any roadway improvements affecting the stops.

The project is expected to generate approximately 236 daily vehicular trips.

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; corresponding growth policy recommendations are detailed at the end of these comments.

The project lies within

the Metro South CID and any improvements external to the site should be coordinated with the CID.

Transportation and Mobility Comments

Transportation and Mobility comments will be provided in the Final Report.

The project is expected to generate approximately 236 daily vehicular trips.

There are several nearby MARTA bus stops and MARTA should be included in the design of any roadway improvements affecting the stops.

ARC Natural Resources Group Comment

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

Environmental Comments

The existing buffer of natural space with trees along the edges of the site should be retained to the greatest extent possible.

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

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.

The project is generally aligned with Established Suburbs recommendations in its reuse of an existing industrial site that doesn't impact nearby single-family neighborhoods. Dekalb County leadership and staff, along with the applicant team, should collaborate closely to ensure maximum sensitivity to the needs of nearby local governments, neighborhoods, land uses and natural systems.

The Following Local Governments and Agencies Received Notice of This Review:

Atlanta Regional Commission	Georgia Department of Natural Resource	City of Atlanta
Georgia Department of Community Affairs	Georgia Conservancy	Georgia Env. Facilities Authority
Georgia Department of Transportation	Dekalb County	City of Atlanta
MARTA	Metro South CID	

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 #4378

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: DeKalb

Individual completing form: Aprell King

Telephone: (470) 898-2251

E-mail: alking@dekalbcountyga.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: DeKalb Concrete Plant

Location (Street Address, 3298 & 3273 Fayetteville Road, Atlanta, GA
GPS Coordinates, or Legal
Land Lot Description):

Brief Description of Project: A DRI review of a proposal to construct a ready-mix concrete plant with operations/office building, batching equipment, material stockpiles, and loading and parking areas on a 3.7 acre site at 3298/3292 Fayetteville Road off of Moreland Avenue in DeKalb County.

Development Type:

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

If other development type, describe:

Project Size (# of units, floor
area, etc.): 3.7 acres

Developer: Hollingshead Materials, LLC c/o Brian Hercules

Mailing Address: 1000 Hollingshead Circle

Address 2:

City: Murfreesboro State: TN Zip: 37167

Telephone: 615-624-1221

Email: Brian.Hercules@smymareadymix.com

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

If yes, property owner: Ehsan Razavi

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: Upon closing of the site, 180 to 270 days start to completion.
Overall project: Upon closing of the site, 180 to 270 days start to completion.

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DRI #4378

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: DeKalb
 Individual completing form: Aprell King
 Telephone: (470) 898-2251
 Email: alking@dekalbcountyga.gov

Project Information

Name of Proposed Project: DeKalb Concrete Plant
 DRI ID Number: 4378
 Developer/Applicant: Hollingshead Materials, LLC c/o Brian Hercules
 Telephone: 615-624-1221
 Email(s): Brian.Hercules@smymareadymix.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: \$23 - \$24 Million

Estimated annual local tax revenues (i.e., property tax, sales tax) likely to be generated by the proposed development: \$174,000

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: DeKalb County

What is the estimated water supply demand to be generated by the project, measured in Millions of Gallons Per Day (MGD)? Estimated consumption of 10,000 gallons per day

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: DeKalb County

What is the estimated sewage flow to be generated by the project, measured in Millions of Gallons Per Day (MGD)? .00075 MGD or 750 gallons per day

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.) ADT is less than 1,000 - Calculated ADT: (236)

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: A roundabout is being constructed in 2025 to improve the overall intersection & traffic flow adjacent to the site. The access drive is being shifted away from new roundabout to allow for better separation and safety for ingress and egress operation.

Solid Waste Disposal

How much solid waste is the project expected to generate annually (in tons)? 2 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? 70%

Describe any measures proposed (such as buffers, detention or retention ponds, pervious parking areas) to mitigate the project's impacts on stormwater management: Detention pond & water quality measures will be employed to control quality & quantity of storm water discharge.

Environmental Quality

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

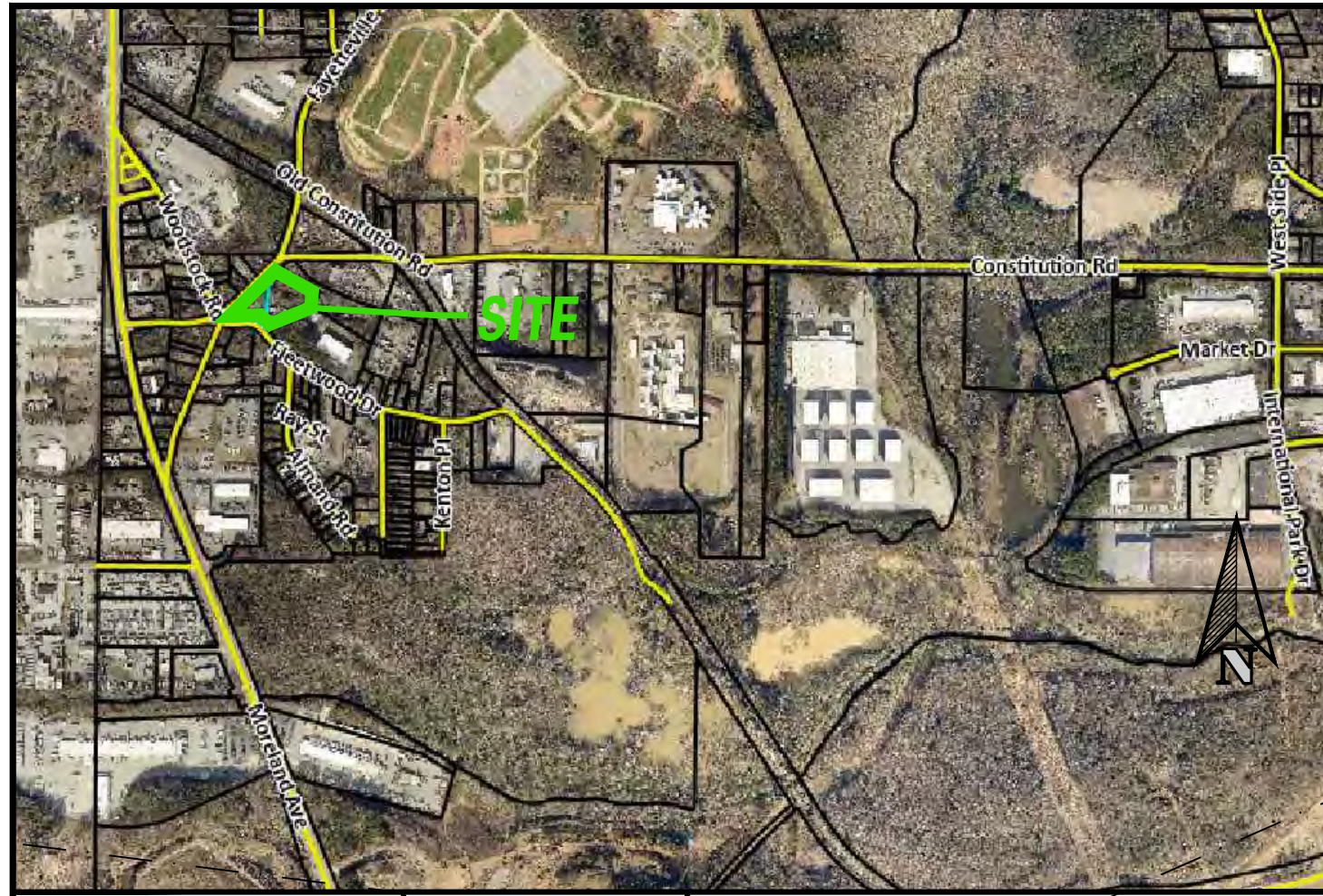
1. Water supply watersheds? ☐ (not selected) ☐ Yes ☒ No
2. Significant groundwater recharge areas? ☐ (not selected) ☐ Yes ☒ No
3. Wetlands? ☐ (not selected) ☐ Yes ☒ No
4. Protected mountains? ☐ (not selected) ☐ Yes ☒ No
5. Protected river corridors? ☐ (not selected) ☐ Yes ☒ No
6. Floodplains? ☐ (not 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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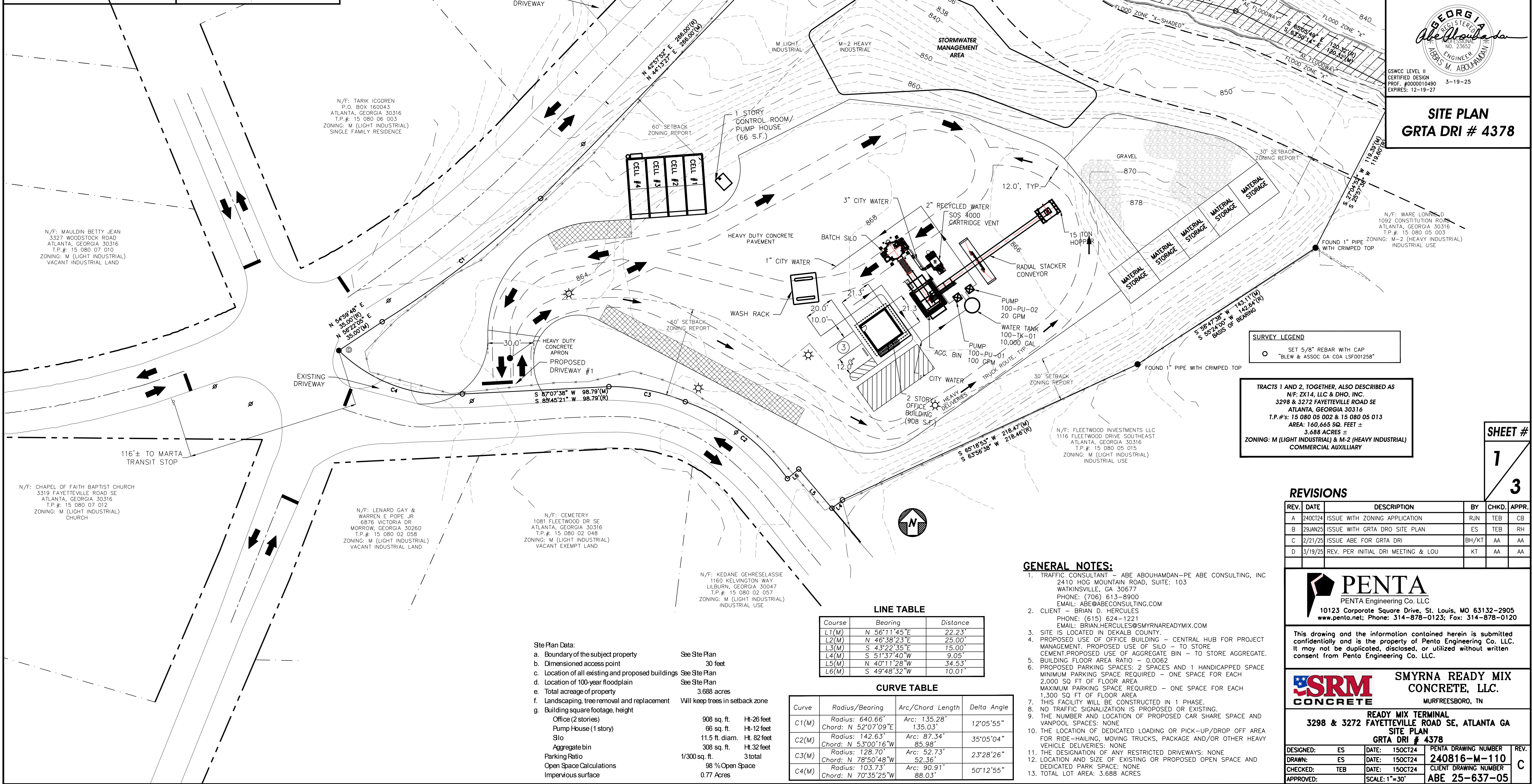
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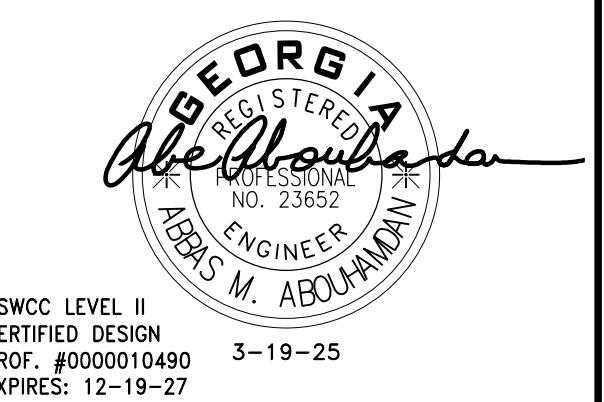


VICINITY MAP

SCALE: N.T.S.



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LANDSCAPE ARCHITECTURE
SOIL MAPPING & SEPTIC SYSTEMS
WETLAND & ENVIRONMENTAL MONITORING



SITE PLAN
GRTA DRI # 4378

SURVEY LEGEND

○ SET 5/8" REBAR WITH CAP
"BLEW & ASSOC GA COA LSF001258"

TRACTS 1 AND 2, TOGETHER, ALSO DESCRIBED AS
N/F: ZX14, LLC & DHO, INC.
3298 & 3272 FAYETTEVILLE ROAD SE
ATLANTA, GEORGIA 30316
T.P.#s: 15 080 05 002 & 15 080 05 013
AREA: 160,665 SQ. FEET ±
3.688 ACRES ±
ZONING: M (LIGHT INDUSTRIAL) & M-2 (HEAVY INDUSTRIAL)
COMMERCIAL AUXILIARY

SHEET #
1
3

REVISIONS

REV.	DATE	DESCRIPTION	BY	CHKD.	APPR.
A	240C24	ISSUE WITH ZONING APPLICATION	RJN	TEB	CB
B	23JUN25	ISSUE WITH GRTA DRO SITE PLAN	ES	TEB	RH
C	2/21/25	ISSUE ABE FOR GRTA DRI	BH/KT	AA	AA
D	3/19/25	REV. PER INITIAL DRI MEETING & LOU	KT	AA	AA

PENTA
PENTA Engineering Co. LLC
10123 Corporate Square Drive, St. Louis, MO 63132-2905
www.pento.net; Phone: 314-878-0123; Fax: 314-878-0120

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SRM CONCRETE **SMYRNA READY MIX CONCRETE, LLC.**
MURFREESBORO, TN

READY MIX TERMINAL 3298 & 3272 FAYETTEVILLE ROAD SE, ATLANTA GA SITE PLAN GRTA DRI # 4378				REV.
DESIGNED: ES	DATE: 150C24	PENTA DRAWING NUMBER	240816-M-110	C
DRAWN: ES	DATE: 150C24	CLIENT DRAWING NUMBER	ABE 25-637-05	
CHECKED: TEB	DATE: 150C24	SCALE: 1"=30'		
APPROVED:				



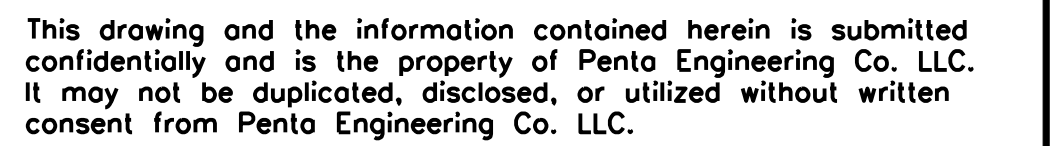
SCALE: N.T.S.



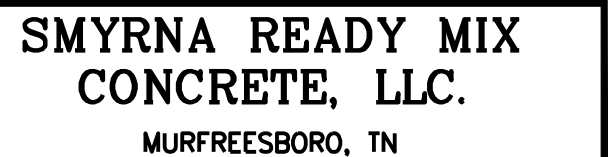
3

REVISIONS

REV.	DATE	DESCRIPTION	BY	CHKD.	APPR.
A	24/0CT/24	ISSUE WITH ZONING APPLICATION	R/JN	TEB	CB
B	29/JAN/25	ISSUE WITH GRTA DRO SITE PLAN	ES	TEB	RH
C	2/21/25	ISSUE ABE FOR GRTA DRI	BH/KT	AA	AA
D	3/19/25	REV. PER INITIAL DRI MEETING & LOU	KT	AA	AA

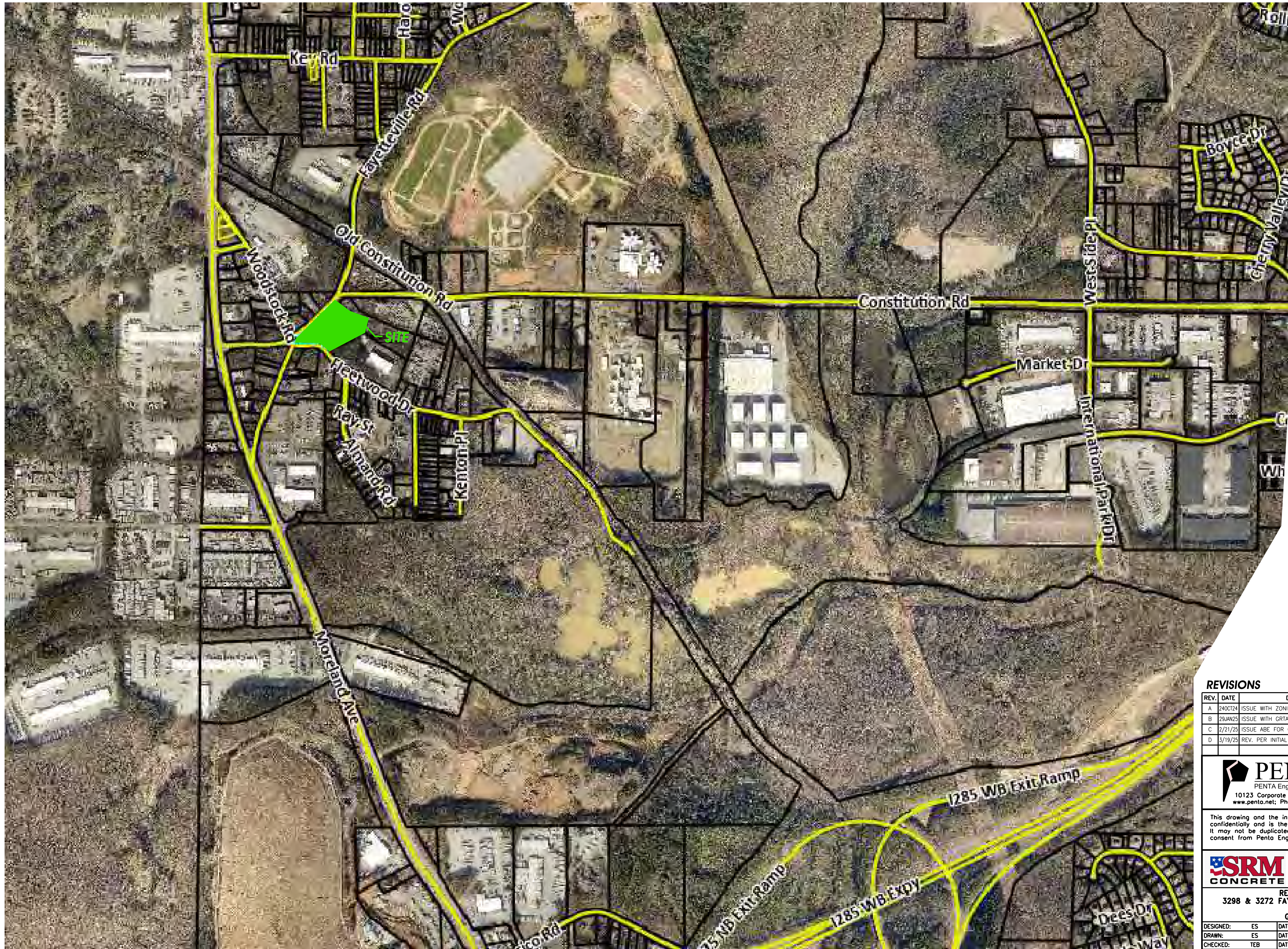


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READY MIX TERMINAL
3298 & 3272 FAYETTEVILLE ROAD SE, ATLANTA GA

SITE PLAN GRTA DRI # 4378			
DESIGNED:	ES	DATE: 15OCT24	PENTA DRAWING NUMBER
DRAWN:	ES	DATE: 15OCT24	240816-M-110
CHECKED:	TEB	DATE: 15OCT24	CLIENT DRAWING NUMBER
APPROVED:		SCALE: 1"=30'	ABE 25-637-05



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SITE AERIAL



SHEET #
3
3

REVISIONS

REV.	DATE	DESCRIPTION	BY	CHKD.	APPR.
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C	2/21/25	ISSUE ABE FOR GRTA DRI	BH/KT	AA	AA
D	3/19/25	REV. PER INITIAL DRI MEETING & LOU	KT	AA	AA



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www.penta.net; Phone: 314-878-0123; Fax: 314-878-0120

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**SMYRNA READY MIX
CONCRETE, LLC.**
MURFREESBORO, TN

READY MIX TERMINAL
3298 & 3272 FAYETTEVILLE ROAD SE, ATLANTA GA
SITE PLAN
GRTA DRI # 4378

DESIGNED: ES	DATE: 15OCT24	PENTA DRAWING NUMBER	REV.
DRAWN: ES	DATE: 15OCT24	240816-M-110	
CHECKED: TEB	DATE: 15OCT24	CLIENT DRAWING NUMBER	C
APPROVED:	SCALE: N.T.S	ABE 25-637-05	