



Regional Review Notification

Development of Regional Impact

DATE: June 13, 2025

TO: Mayor Andrew Dickens, City of Atlanta

ATTN TO: Steven Aceto, *Urban Planner*, 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 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: 981 Howell Mill Road Mixed Use Development DRI 4367

Submitting Local Government: City of Atlanta

Date Opened: June 13, 2025 **Comments Due:** June 28, 2025 **Date to Close:**

Description: *A DRI review of a proposal to construct a mixed-use project with 697 multifamily rental units, a 330-room hotel, and 54,380 square feet of commercial space with a mix of primarily ground floor restaurant, retail and personal service uses on a 2.3-acre previously developed site at 981 Howell Mill Road in the City of Atlanta in Fulton County.*

Key Comments:

The project is strongly aligned with applicable Regional Center growth policies and recommendations which 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, 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 7,212 daily new vehicular trips; a number of roadway improvements are proposed to mitigate the impact of these trips.

The wide sidewalks and bike lanes adjacent to the project and its location within walking distance of the growing concentration of office, retail, housing and related uses in the Upper Westside are supportive of regional alternate mode transportation and placemaking 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 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 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.

The wide sidewalks and bike lanes adjacent to the project and its location within walking distance of the growing concentration of office, retail, housing and related uses in the Upper Westside are supportive of regional alternate mode transportation and placemaking policies.

Transportation and Mobility Comments

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

The project is expected to generate a total of 7,212 daily new vehicular trips. A number of improvements are identified to reduce the impact of these new trips on surrounding roadways.

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 obsolete 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 to 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 and hospitality uses directly respond to Regional Center policy recommendations. 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 Affairs | Georgia Department of Natural Resource | Georgia Department of Community |
| Georgia Department of Transportation Commission | Georgia Regional Transportation Authority | Georgia Soil and Water Conservation |
| Georgia Environmental Finance Authority | Georgia Conservancy | City of Atlanta |
| MARTA | Upper Westside 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 #4367

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: City of Atlanta
 Individual completing form: Steven Aceto
 Telephone: 404-205-0638
 E-mail: saceto@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: 981 Howell Mill Road Mixed-Use Development
 Location (Street Address, GPS Coordinates, or Legal Land Lot Description): 981 Howell Mill Rd & 1000 Watkins Street Parcel IDs 17 01500007155 & 17 01500007158
 Brief Description of Project: The proposed development will be a mixed use development with three buildings including multifamily residential, commercial and hotel uses.

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.): The proposed mixed-use development encompasses a maximum of 1,088,615 square feet, featuring: 794 hi

Developer: 981 Howell Mill Road, LLC

Mailing Address: 1055 Howell Mill Road

Address 2: Level 8

City: Atlanta State: GA Zip: 30318

Telephone: 323-447-4434

Email: alex@animalgroup.co

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? | <input type="radio"/> (not selected) <input type="radio"/> Yes <input checked="" type="radio"/> No |
| If yes, provide the following information: | Project Name: Project ID: |
| The initial action being requested of the local government for this project: | <input type="checkbox"/> Rezoning <input type="checkbox"/> Variance <input type="checkbox"/> Sewer <input type="checkbox"/> Water <input checked="" type="checkbox"/> Permit <input type="checkbox"/> Other |
| 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? | |
| Estimated Project Completion Dates: | This project/phase: 2030 Overall project: 2030 |

[Back to Top](#)



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DRI #4367

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: City of Atlanta
Individual completing form: Steven Aceto
Telephone: 404-205-0638
Email: saceto@atlantaga.gov

Project Information

Name of Proposed Project: 981 Howell Mill Road Mixed-Use Development
DRI ID Number: 4367
Developer/Applicant: 981 Howell Mill Road, LLC
Telephone: 323-447-4434
Email(s): alex@animalgroup.co

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: \$437,600,000

Estimated annual local tax revenues (i.e., property tax, sales tax) likely to be generated by the proposed development: \$ 7.14 million

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

What is the estimated water supply demand to be generated by the project, measured in Millions of Gallons Per Day (MGD)? 0.32 MGD/ 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: City of Atlanta

What is the estimated sewage flow to be generated by the project, measured in Millions of Gallons Per Day (MGD)? 0.29 MGD/ 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.) 325 AM / 510 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: Pending Traffic Study

Solid Waste Disposal

How much solid waste is the project expected to generate annually (in tons)? 1,900 tons annually

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 85%

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: Stormwater detention facilities and runoff reduction measures.

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:

[Back to Top](#)

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

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

| | |
|---------------------------|----------------------------|
| BLDG 1 (MIXED-USE) | |
| RESIDENTIAL UNITS | 334 |
| COMMERCIAL HOTEL (STR) | 87,356 SF (100 KEYS) |
| RETAIL GFA | 25,345 SF |
| BLDG 2 (MIXED-USE) | |
| RESIDENTIAL UNITS | 363 |
| COMMERCIAL HOTEL (STR) | 28,238 SF (30 KEYS) |
| RETAIL GFA | 29,035 |
| BLDG 3 (HOTEL) | |
| COMMERCIAL HOTEL | 130,027 SF (200 KEYS) |
| TOTAL | |
| RESIDENTIAL | 697 UNITS (304.4 UNITS/AC) |
| HOTEL | 245,620 SF (2.46 FAR) |
| RETAIL | 54,380 SF (0.55 FAR) |

| PARKING | | |
|---------|----------|-----|
| BLDG | PROPOSED | MIN |
| 1 | 400 | 317 |
| 2 | 400 | 263 |
| 3 | 0 | 212 |

SITE INFO

| | |
|-----------|----------------------|
| SITE AREA | |
| NLA | 99,864 SF (2.29 AC) |
| GLA | 132,758 SF (3.05 AC) |

MAX BUILDING COVERAGE 84,884 SF (85% NLA)

BUILDING HEIGHT
MAX 225'

DRI NUMBER: TBD
981 HOWELL MILL

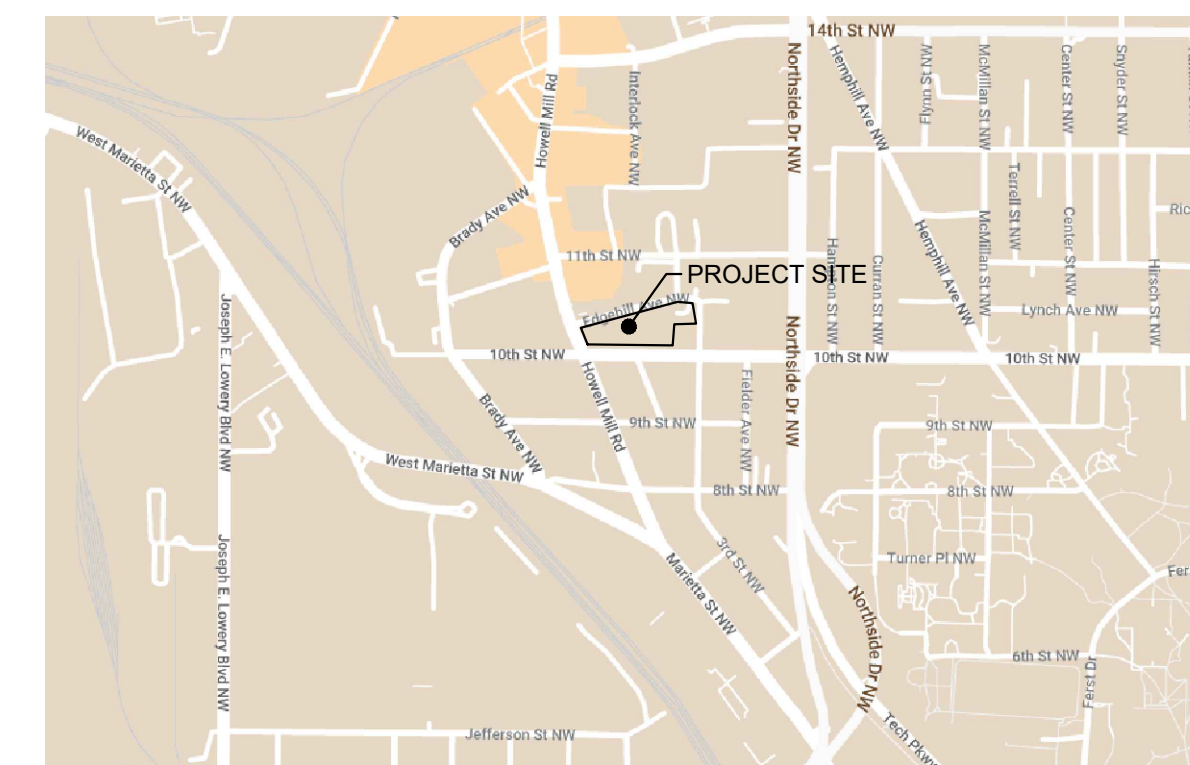
TRAFFIC CONSULTANT
ERIKA BECKER
NV5
ERIKA.BECKER@NV5.COM
615.796.8424
10745 WESTSIDE WAY, SUITE 300
ALPHARETTA, GA 30009
678.795.3600

SITE PLANNER
ROBERT BARCLIFT, PE
BARCLIFT CONSULTING
ROBERT@BARCLIFTCONSULTING.COM
404.771.0920

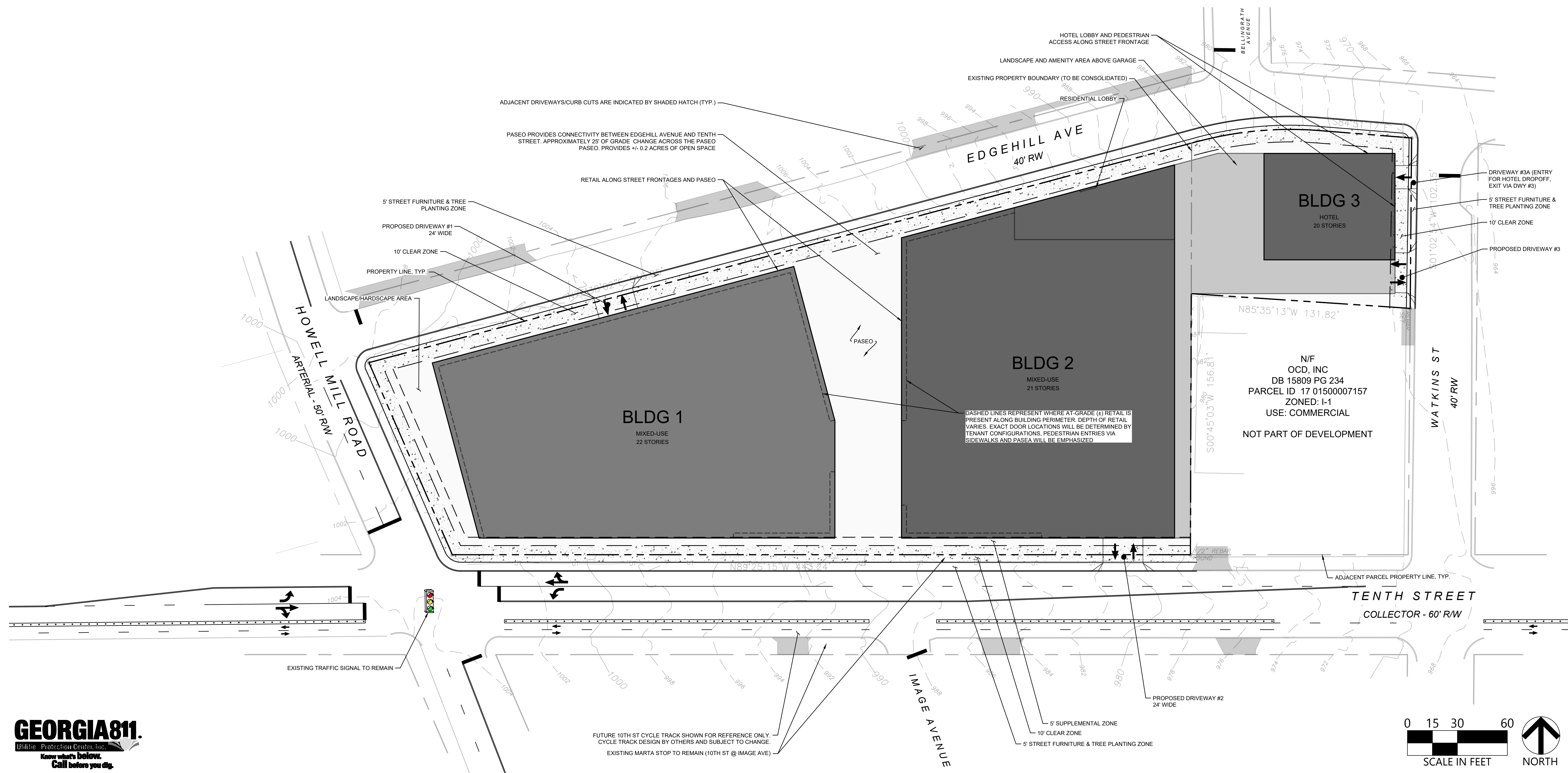
CLIENT CONTACT
ALEX HAY
ANiMAL
ALEX@ANIMALGROUP.CO
323.447.4434

THE UPPER WESTSIDE COMMUNITY IMPROVEMENT DISTRICT IS IMPLEMENTING A STREET IMPROVEMENT PROJECT CALLED "10TH STREET CYCLE TRACK" THAT IS EXPECTED TO BEGIN CONSTRUCTION IN THE NEAR FUTURE.

CONSTRUCTION PLANS DATED 3/23/2022 HAVE BEEN APPROVED BY ATLDOT AND OTHER STAKEHOLDERS. THE STREET DESIGN SHOWN BELOW (INCLUDING MEDIANS, STRIPING, MARKINGS, ETC.) ILLUSTRATES THE DESIGN INTENT OF THE 10TH STREET CYCLE TRACK PROJECT AND DOES NOT REFLECT EXISTING CONDITIONS.



VICINITY MAP
NTS



| | |
|---------------------------|----------------------------|
| BLDG 1 (MIXED-USE) | |
| RESIDENTIAL UNITS | 334 |
| COMMERCIAL HOTEL (STR) | 87,356 SF (100 KEYS) |
| RETAIL GFA | 25,345 SF |
| BLDG 2 (MIXED-USE) | |
| RESIDENTIAL UNITS | 363 |
| COMMERCIAL HOTEL (STR) | 28,238 SF (30 KEYS) |
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| BLDG 3 (HOTEL) | |
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| TOTAL | |
| RESIDENTIAL | 697 UNITS (304.4 UNITS/AC) |
| HOTEL | 245,620 SF (2.46 FAR) |
| RETAIL | 54,380 SF (0.55 FAR) |

| PARKING | | |
|---------|----------|-----|
| BLDG | PROPOSED | MIN |
| 1 | 400 | 317 |
| 2 | 400 | 263 |
| 3 | 0 | 212 |

SITE INFO

| | |
|-----------|----------------------|
| SITE AREA | |
| NLA | 99,864 SF (2.29 AC) |
| GLA | 132,758 SF (3.05 AC) |

MAX BUILDING COVERAGE 84,884 SF (85% NLA)

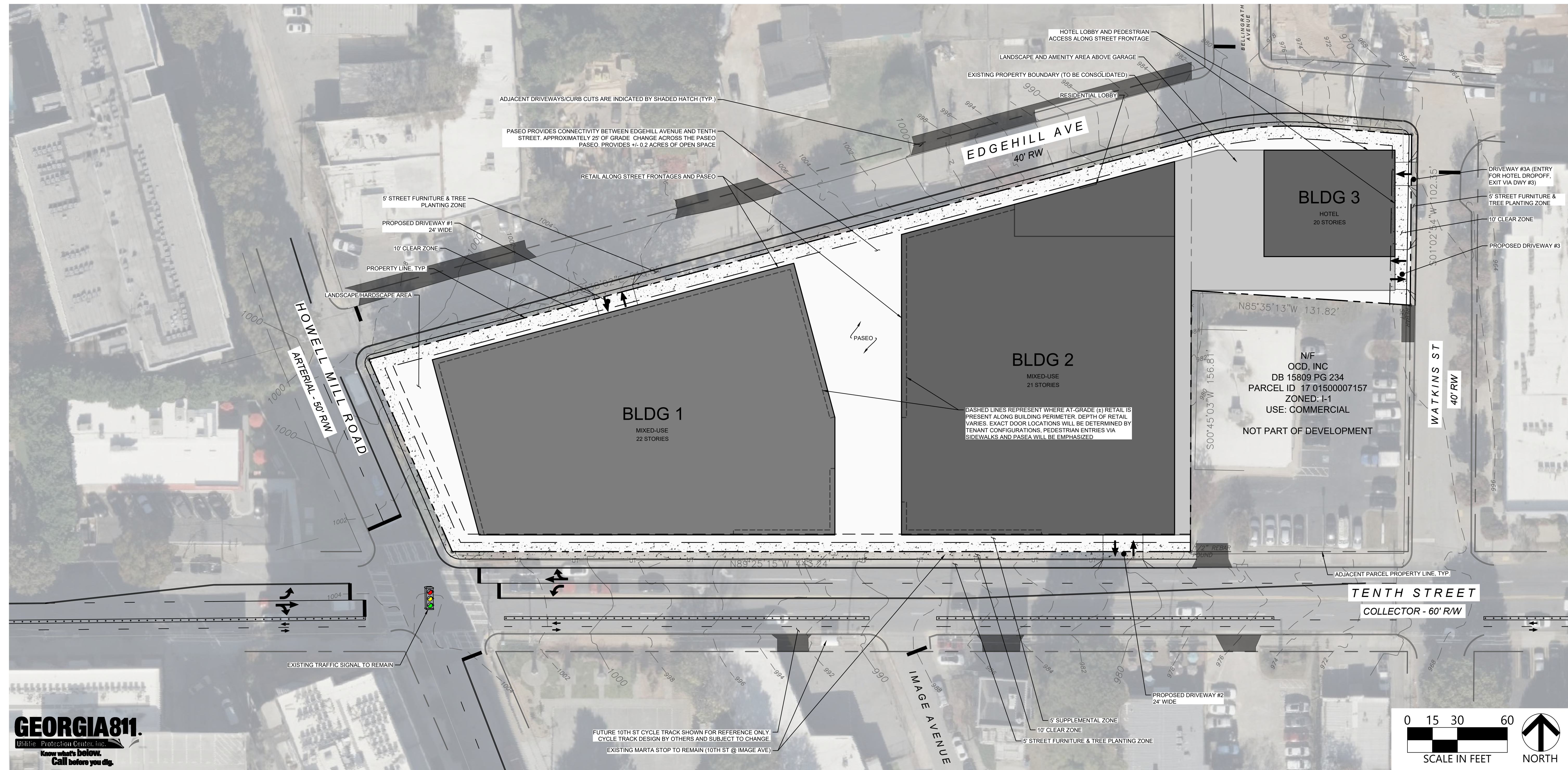
| | |
|------------------------|------|
| BUILDING HEIGHT MAX | 225' |
|------------------------|------|

DRI NUMBER: TBD
981 HOWELL MILL

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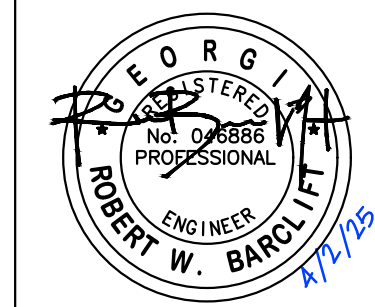


404.771.0920
robert@barcliftconsulting.com
barcliftconsulting.com

ANiMAL

981 HOWELL MILL
981 HOWELL MILL RD | ATLANTA, GA 30318
PARCEL ID: 17 01500007155

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| | A | 4/2/25 |
| | | REVISION |



GSWCC LEVEL II #: 89269
March 2, 2025

C1

Sheet Number