

*Transportation Analysis*

**Parkview Plaza**  
**DRI #1517**  
**Dekalb County, Georgia**

*Prepared for:*  
SEC Development, LLC.

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August 2007  
019634000

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## EXECUTIVE SUMMARY

This report presents the analysis of the anticipated traffic impacts of a proposed 12.52-acre mixed-use development located north of Interstate 20 in unincorporated DeKalb County. Because the project will exceed 400,000 square feet, the proposed development is a Development of Regional Impact (DRI) and is subject to Georgia Regional Transportation Authority (GRTA) and Atlanta Regional Commission (ARC) review. This document is being submitted under GRTA's non-expedited review process.

The proposed development is expected to consist of 298 apartment dwelling units, 78 condominium dwelling units, and 15,920 square feet of retail space (which includes an existing-to-remain Pizza Hut). See the referenced conceptual plan for a visual representation of the programmed facilities and locations. The parcel on the corner of Wilkinson Drive and Memorial Drive, an existing AutoZone store, is not included in this project. However, the proposed site plan includes access to and from this parcel; therefore, it was included in the trip generation calculations to account for trips to and from this parcel. The development is scheduled to be completed in a single phase, by the year 2008.

The results of the detailed intersection analysis for the 2008 No-Build (excluding the Parkview Plaza development) and 2008 Build conditions (including the Parkview Plaza development) did not identify any improvements necessary in order to maintain the Level of Service standard (LOS D) within the study network. The proposed driveway improvements for the project are listed below:

### *2008 Build recommended improvements (includes the Parkview Plaza DRI project traffic):*

#### Wilkinson Drive @ Proposed Driveway 1

- The proposed full-movement driveway should consist of one ingress lane and one egress lane.

#### Memorial Drive @ Proposed Driveway 2

- The proposed full-movement driveway should consist of one ingress lane and two egress lanes. Until approval can be granted by AutoZone, the proposed laneage consists of one ingress lane and one egress lane.

#### Memorial Drive @ Proposed Driveway 3

- The proposed right-in/right-out driveway should consist of one ingress lane and one egress lane (right-turn lane).

#### Warren Street @ Proposed Driveway 4

- The proposed full-movement driveway should consist of one ingress lane and one egress lane.

#### Warren Street @ Proposed Driveway 5

- The proposed full-movement driveway should consist of one ingress lane and one egress lane.

## 1.0 PROJECT DESCRIPTION

### 1.1 Introduction

This report presents the analysis of the anticipated traffic impacts of a proposed redevelopment of approximately 12.52 acres located north of Interstate 20 in unincorporated DeKalb County. Because the project will exceed 400,000 square feet, the proposed development is a Development of Regional Impact (DRI) and is subject to Georgia Regional Transportation Authority (GRTA) and Atlanta Regional Commission (ARC) review. This document is being submitted under GRTA's non-expedited review process.

The proposed development is expected to consist of 298 apartment dwelling units, 78 townhouse dwelling units, and 15,920 square feet of retail space (which includes an existing-to-remain Pizza Hut). See the referenced conceptual plan for a visual representation of the programmed facilities and locations. The parcel on the corner of Wilkinson Drive and Memorial Drive, an existing-to-remain AutoZone store, is not included in this project. However, the proposed site plan includes access to and from this parcel; therefore, it was included in the trip generation calculations to account for trips to and from this parcel. The development is scheduled to be completed in a single phase, by the year 2008.

A summary of the proposed and existing-to-remain land uses and densities can be found below in **Table 1**.

<b>Table 1 Land Uses</b>	
<b>Proposed Land Uses</b>	
Apartments	298 dwelling units
Townhouses	78 dwelling units
Shopping Center	14,500 SF
<b>Existing Land Uses To Remain</b>	
Pizza Hut	1,420 SF
AutoZone	7,400 SF

**Figure 1** and **Figure 2** provide a location map and an aerial photograph of the site.

### 1.2 Site Plan Review

The development plan is included in one phase. The proposed development is bounded by Wilkinson Drive to the west, Memorial Drive to the north, and Warren Street to the east.

**Figure 3** is a small-scale copy of the site plan. A full-size site plan consistent with GRTA's Site Plan Guidelines is also being submitted as part of the Review Package.

### 1.3 Site Access

Vehicular access to the development is proposed at five full movement driveways: one location along Wilkinson Drive, two locations along Memorial Drive, and two locations along Warren Street. Driveway 1 along Wilkinson Drive will be located approximately 215' south of Memorial Drive. Driveway 2 and Driveway 3 will be located along Memorial Drive approximately 220' and 450' east of Wilkinson Drive, respectively. Driveway 4 and Driveway 5 along Warren Street will be located approximately 260' and 520' south of Memorial Drive,







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## Parkview Plaza DRI Transportation Analysis

Aerial  
Photograph

Figure  
2





respectively. A second access is proposed on Wilkinson Drive for emergency access only and is not planned to connect to the proposed parking garage. It will be located approximately 755' south of Memorial Drive.

DeKalb County will be the permitting agency for the driveways along Wilkinson Drive and Warren Street, and the Georgia Department of Transportation will be the permitting agency for the driveways along Memorial Drive.

### *1.4 Bicycle and Pedestrian Facilities*

Pedestrian facilities are currently in place along all adjacent roadways. The proposed development will connect to the existing sidewalks to provide pedestrian access (see Appendix for site photos). There are no bicycle facilities existing or proposed near the site.

### *1.5 Transit Facilities*

Two MARTA bus routes have stops within ¼ of a mile of the project site: Route 21 – Memorial Drive (10- to 20-minute headways) and Route 28 – Village of East Lake (60-minute headways). Route maps are included in the Appendix.

## **2.0 TRAFFIC ANALYSES METHODOLOGY AND ASSUMPTIONS**

### *2.1 Growth Rate*

Background traffic is defined as expected traffic on the roadway network in future year(s) absent the construction and opening of the proposed project. Historical traffic count data from the Georgia DOT was reviewed for the area surrounding the proposed development, and growth rates of 2.0% per year along all roadways were agreed upon during the methodology meeting with GRTA staff.

### *2.2 Traffic Data Collection*

Year 2007 peak hour turning movement counts were conducted at six of the intersections between 7:00-9:00 AM and 4:00-6:00 PM on Thursday, May 17, 2007. The morning and afternoon peak hours varied between the six intersections:

- Maynard Terrace @ Memorial Drive (Signalized) (AM Peak 7:30-8:30, PM Peak 5:30-6:30)
- Wilkinson Drive @ Memorial Drive (Signalized) (AM Peak 7:30-8:30, PM Peak 5:30-6:30)
- Warren Street @ Memorial Drive (Signalized) (AM Peak 7:30-8:30, PM Peak 5:30-6:30)
- Wilkinson Drive @ Glenwood Avenue (Unsignalized) (AM Peak 7:30-8:30, PM Peak 4:30-5:30)
- I-20 EB Ramps @ Glenwood Avenue (Signalized) (AM Peak 7:30-8:30, PM Peak 4:30-5:30)
- I-20 WB Ramps @ Glenwood Avenue (Signalized) (AM Peak 7:30-8:30, PM Peak 5:00-6:00)

All raw count data is included in the Appendix.

### *2.3 Detailed Intersection Analysis*

Level-of-service (LOS) is used to describe the operating characteristics of a road segment or intersection in relation to its capacity. LOS is defined as a qualitative measure that describes operational conditions and motorists perceptions within a traffic stream. The Highway Capacity Manual defines six levels of service, LOS A through LOS F, with A being the best and F being the worst. Level of service analyses were conducted at all intersections within the study network using Synchro Professional, Version 6.0.

Levels of service for signalized intersections are reported for individual movements as well as for the intersection as a whole. One or more movements at an intersection may experience a low Level of service, while the intersection as a whole may operate acceptably.

Levels of service for unsignalized intersections, with stop control on the minor street only, are reported for the side street approaches. Low Levels of service for side street approaches are not uncommon, as vehicles may experience delay in turning onto a major roadway.

### 3.0 STUDY NETWORK

#### 3.1 Gross Trip Generation

As stated earlier, the proposed development is expected to consist of 78 townhouses, 298 apartment units, and 15,920 square feet of retail space (which includes an existing-to-remain Pizza Hut). In addition, the existing-to-remain AutoZone (7,400 s.f.) has been included in this analysis as shopping center, which brings the total retail space to 23,320 s.f. The development is scheduled to be completed in a single phase, by the year 2008.

Traffic for these land uses was calculated using equations contained in the *Institute of Transportation Engineers' (ITE) Trip Generation Manual, Seventh Edition, 2003*. Average rates were used only when equations were not provided. Gross trips generated are displayed below in **Table 2**.

Table 2 Parkview Plaza DRI Gross Trip Generation							
Land Use	ITE Code	Daily Traffic		AM Peak Hour		PM Peak Hour	
		Enter	Exit	Enter	Exit	Enter	Exit
Build-Out (Year 2008)							
298 Apartments	220	971	971	30	120	118	64
78 Residential Condominium / Townhouse	230	260	260	7	35	33	16
23,320 SF Shopping Center	820	1,318	1,318	40	25	115	124
Total		2,549	2,549	77	180	266	204

#### 3.2 Trip Distribution

The directional distribution and assignment of new project trips was based on a review of land uses in the area (aerial mapping), engineering judgment and methodology discussions with GRTA, ARC and Dekalb County staff.

#### 3.3 Level of Service Standards

For the purposes of this traffic analysis, a level of service standard of D was assumed for all intersections and segments within the study network. If, however, an intersection or segment currently operates at LOS E or LOS F during an existing peak period, the LOS standard for that peak period becomes LOS E, consistent with GRTA's Letter of Understanding.

### 3.4 Study Network Determination

A general study area was determined using the 7% rule. This rule recommends that all intersections and segments be analyzed which are impacted to the extent that the traffic from the proposed site is 7% or more of the Service Volume of the facility (at a previously established LOS standard) be considered for analysis. This general study area was refined during the methodology meeting, and includes the following intersections:

- Maynard Terrace @ Memorial Drive (Signalized)
- Wilkinson Drive @ Memorial Drive (Signalized)
- Warren Street @ Memorial Drive (Signalized)
- Wilkinson Drive @ Glenwood Avenue (Unsignalized)
- I-20 EB Ramps @ Glenwood Avenue (Signalized)
- I-20 WB Ramps @ Glenwood Avenue (Signalized)

Each of the above listed intersections was analyzed for the Existing 2007 Condition, the 2008 No-Build Condition, and the 2008 Build Condition. The 2008 No-Build Condition represents the existing traffic volumes grown at 2.0% per year for one year. The 2008 Build Condition adds the projected trips associated with the Parkview Plaza development to the 2008 No-Build Condition. The additional proposed site access points listed below were only analyzed for the 2008 Build Condition:

- Wilkinson Drive @ Proposed Driveway 1
- Memorial Drive @ Proposed Driveway 2
- Memorial Drive @ Proposed Driveway 3
- Warren Street @ Proposed Driveway 4
- Warren Street @ Proposed Driveway 5

These intersections were analyzed for the AM and PM peak periods.

### 3.5 Existing Facilities

#### Memorial Drive (SR 154)

Memorial Drive is an east-west oriented roadway that extends from Peachtree Street in Downtown Atlanta east past I-285 until it turns into the Stone Mountain Bypass. In the vicinity of the project site, Memorial Drive is a 4-lane undivided roadway. Memorial Drive is classified as a State Rural Minor Arterial with a posted speed limit in the vicinity of the proposed development of 35 MPH. No GDOT historical data is available for Memorial Drive in the vicinity of the proposed development.

#### Glenwood Avenue (SR 260)

Glenwood Avenue is an east-west oriented roadway that extends from Boulevard east past I-285 to US 278/SR 12. In the vicinity of the project site, Glenwood Avenue is a 4-lane undivided roadway. Glenwood Avenue is classified as a State Rural Minor Arterial with a posted speed limit in the vicinity of the proposed development of 40 MPH. No GDOT historical data is available for Glenwood Avenue in the vicinity of the proposed development.

#### Wilkinson Drive

Wilkinson Drive is a north-south oriented roadway that extends from Memorial Drive to Glenwood Avenue. Wilkinson Drive is an undivided 2-lane roadway. Wilkinson Drive is classified as a Rural Local Street with a

posted speed limit in the vicinity of the proposed development of 30 MPH. No GDOT historical data is available for Wilkinson Drive in the vicinity of the proposed development.

#### Warren Street

Warren Street is a north-south oriented roadway that begins at College Avenue and terminates at Wilkinson Drive just south of the project site. Warren Drive is classified as a Rural Local Street with a posted speed limit in the vicinity of the proposed development of 30 MPH. No GDOT historical data is available for Warren Street in the vicinity of the proposed development.

#### Maynard Terrace

Maynard Terrace is a north-south oriented roadway that begins at Memorial Drive and terminates at Van Epps Avenue. Maynard Terrace is an undivided 2-lane roadway. Maynard Terrace is classified as a Rural Minor Collector Street with a posted speed limit in the vicinity of the proposed development of 30 MPH. No GDOT historical data is available for Maynard Terrace in the vicinity of the proposed development.

#### Wyman Street

Wyman Street is a north-south oriented roadway that begins at Woodbine Avenue and terminates at Memorial Drive. Wyman Street is an undivided 2-lane roadway. Wyman Street is classified as a Rural Minor Collector with a posted speed limit in the vicinity of the proposed development of 30 MPH. No GDOT historical data is available for Wyman Street in the vicinity of the proposed development.

Roadway classification descriptions are provided in **Table 3**.

<b>Table 3</b> <b>Parkview Plaza DRI</b> <b>Roadway Classification</b>					
<b>Roadway</b>	<b>Road Type</b>	<b>Number of Lanes</b>	<b>Posted Speed Limit (MPH)</b>	<b>GDOT Functional Classification</b>	<b>Annual Average Daily Traffic (Veh/Day) *</b>
Glenwood Avenue	Two-Way	4	40	State Rural Minor Arterial	15,990
Memorial Drive	Two-Way	4	35	State Rural Minor Arterial	18,000
Maynard Terrace	Two-Way	2	30	Rural Minor Collector Street	11,730
Wyman Street	Two-Way	2	30	Rural Minor Collector	5,580
Wilkinson Drive	Two-Way	2	30	Rural Local Street	1,250
Warren Street	Two-Way	2	30	Rural Local Street	1,050

\* Daily traffic was determined by calculating ten times the PM peak hours of the 2007 turning movement counts

## 4.0 TRIP GENERATION

As stated earlier, trips associated with the proposed development were estimated using the *Institute of Transportation Engineers' (ITE) Trip Generation Manual, Seventh Edition, 2003*, using equations where available.

Mixed-use vehicle trip reductions were taken according to the *ITE Trip Generation Handbook, June 2004*. Total daily internal capture and vehicle trip reduction between the residential and retail land uses is expected to be 10.36% and total PM peak hour internal capture is expected to be 10.64%.

Alternative transportation mode (walking, bicycle, and transit) reductions were applied at 5% for the residential and non-residential portions of the proposed development, as agreed upon during methodology discussions with GRTA, ARC, GDOT, and City of Atlanta staff.

Pass-by vehicle trip reductions were taken for the proposed retail uses at 34% daily and 34% PM peak hour rates following the internal capture and alternative mode reductions. These values are consistent with those recommended in the *ITE Trip Generation Handbook, 2004*.

The total (net) trips generated and analyzed in this report are listed in **Table 4**.

<b>Table 4</b> <b>Parkview Plaza DRI</b> <b>Net Trip Generation</b>						
Land Use	Daily Traffic		AM Peak Hour		PM Peak Hour	
	Enter	Exit	Enter	Exit	Enter	Exit
<b>Build-Out (Year 2008)</b>						
<b>Gross Trips</b>	<b>2,549</b>	<b>2,549</b>	<b>77</b>	<b>180</b>	<b>266</b>	<b>204</b>
<i>Mixed-Use Reductions</i>	-264	-264	0	0	-25	-25
<i>Alternative Mode Reduction</i>	-115	-115	-4	-9	-12	-9
<i>Pass-by Reductions</i>	-383	-383	0	0	-35	-35
<b>Net New Trips</b>	<b>1,787</b>	<b>1,787</b>	<b>73</b>	<b>171</b>	<b>194</b>	<b>135</b>

## 5.0 TRIP DISTRIBUTION AND ASSIGNMENT

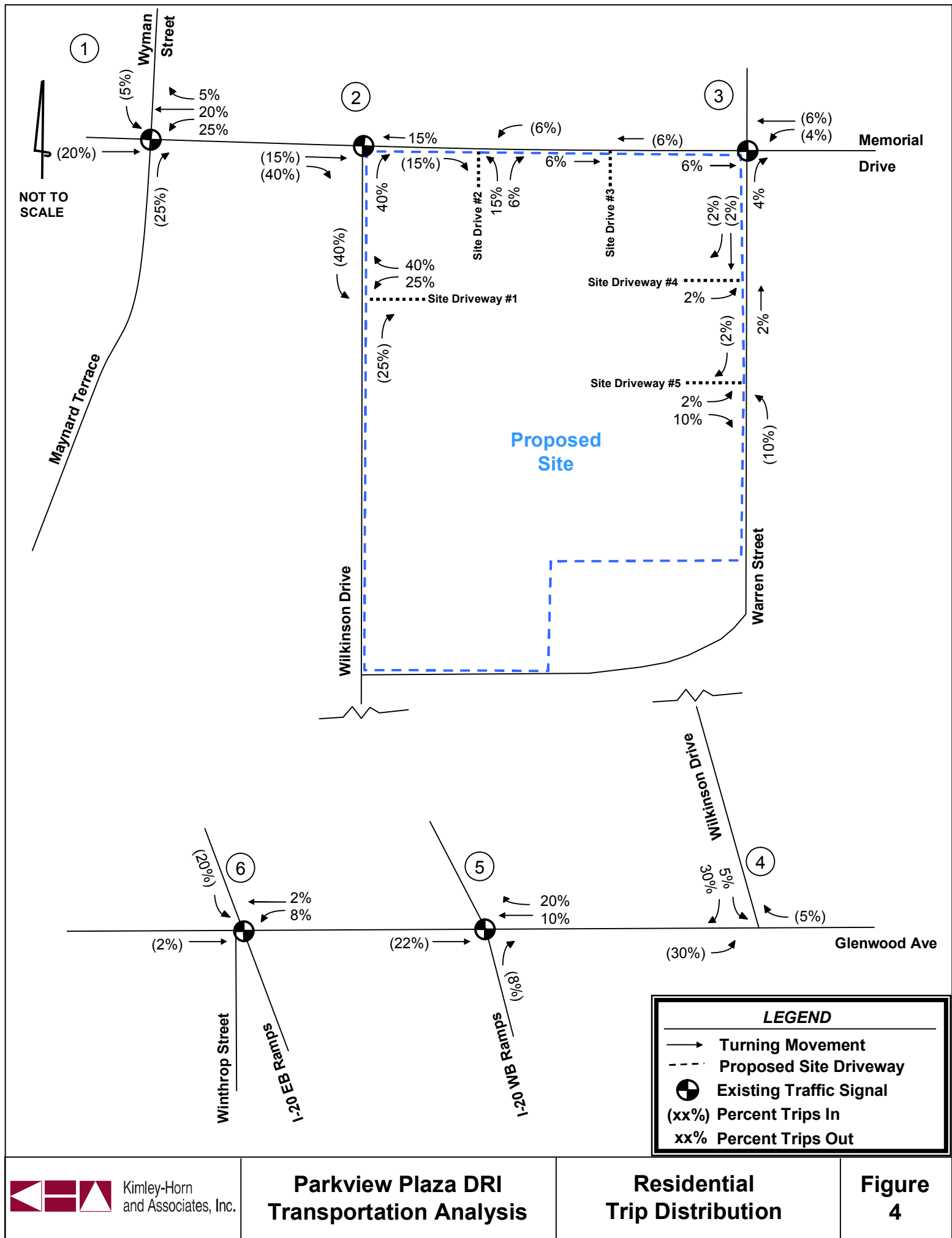
New trips were distributed onto the roadway network using the percentages agreed to during methodology discussions with GRTA, ARC, GDOT, and City of Atlanta staff. **Figure 4** and **Figure 5** display the expected residential and retail trip percentages for the development throughout the roadway network. These percentages were applied to the new trips generated by the development (see Table 4, above), and the volumes were assigned to the roadway network. The expected peak hour turning movements (project trips) generated by the proposed development are shown in **Figure 6**.

## 6.0 TRAFFIC ANALYSIS

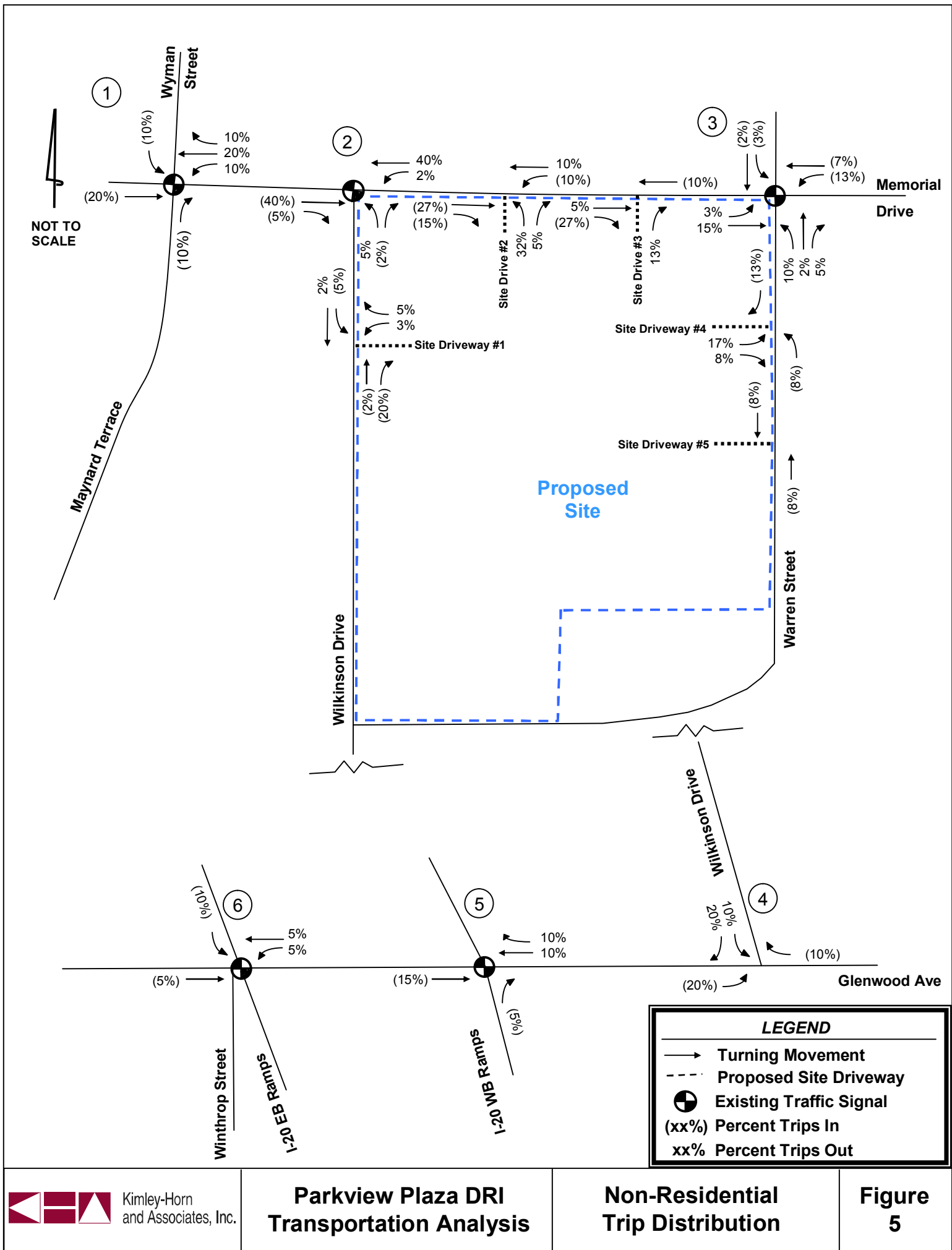
### 6.1 Existing Traffic

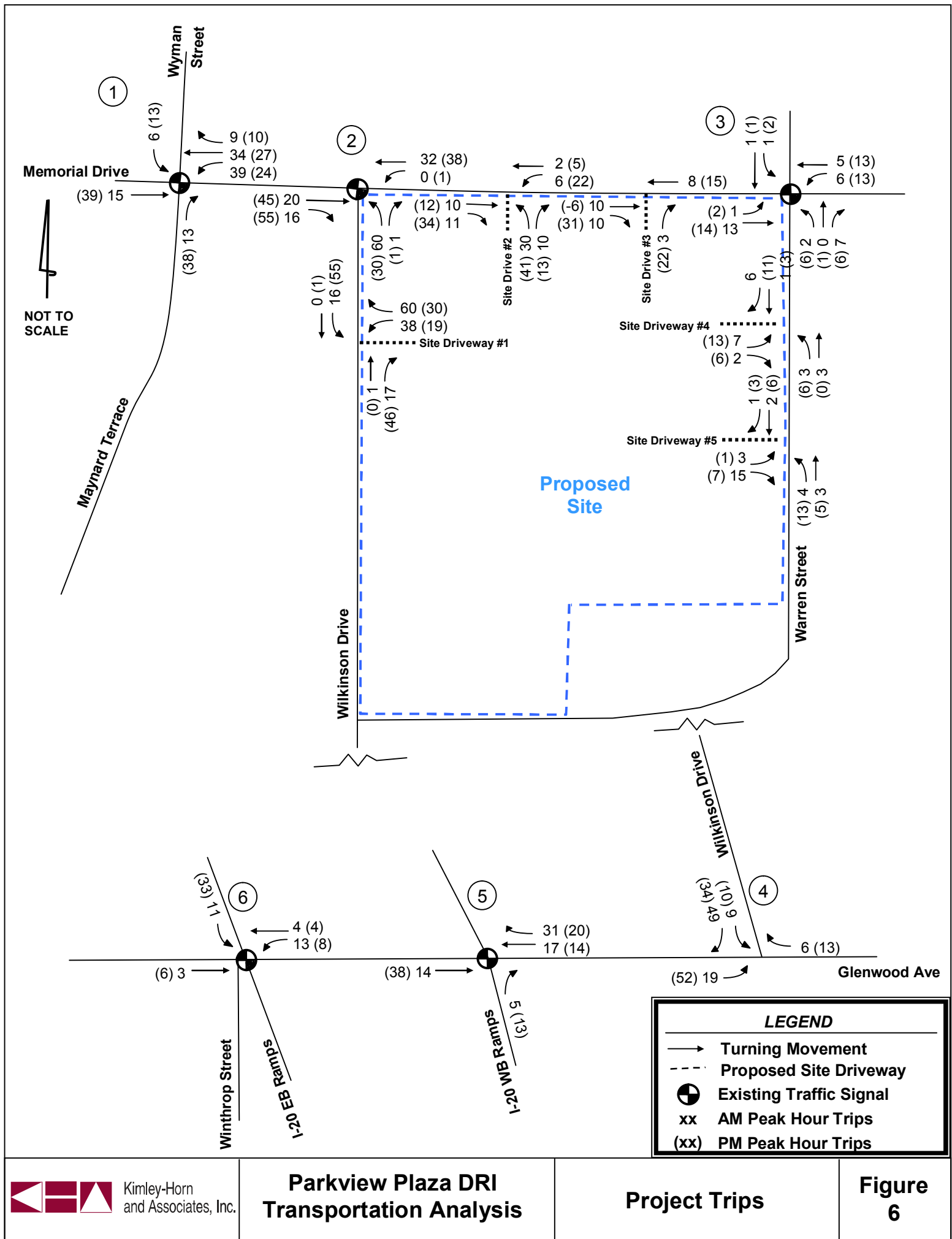
The observed existing peak hour traffic volumes (as well as pedestrian volumes and heavy vehicle factors) were input in *Synchro 6.0*, along with the existing traffic signal cycle lengths, splits, and offsets, and an Existing 2007 Conditions analysis was performed. The results are displayed below in **Table 5**.

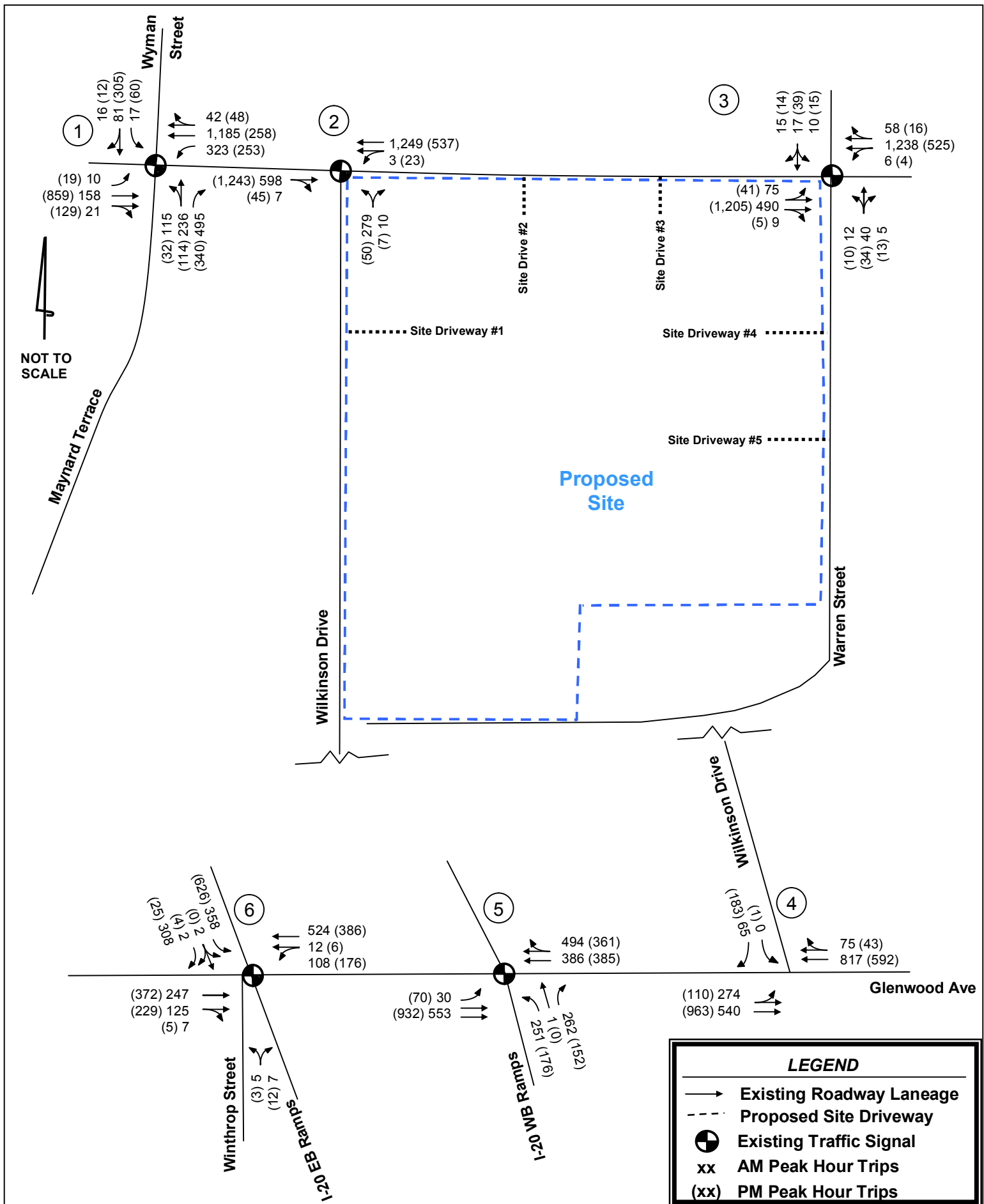
The existing peak hour traffic volumes are shown in **Figure 7**.











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## Parkview Plaza DRI Transportation Analysis

Existing 2007  
Conditions

Figure  
7

<b>Table 5</b> <b>Parkview Plaza DRI</b> <b>Existing 2007 Intersection Levels of Service</b> <b>(delay in seconds)</b>				
<b>Intersection</b>		<b>Control</b>	<b>AM Peak Hour</b>	<b>PM Peak Hour</b>
1	Memorial Drive @ Maynard Terrace/Wyman Street	Signal	C (22.2)	C (28.1)
2	Memorial Drive @ Wilkinson Drive	Signal	B (11.9)	A (5.0)
3	Memorial Drive @ Warren Street	Signal	A (6.0)	A (5.4)
4	Glenwood Avenue @ Wilkinson Drive	Side-Street Stop Control	SB - B	SB - B
5	Glenwood Avenue @ I-20 WB Ramps	Signal	B (17.4)	B (11.5)
6	Glenwood Avenue @ I-20 EB Ramps	Signal	B (19.1)	D (42.8)

As you can see in the table, none of the intersections currently operate below the acceptable Level of Service standard (LOS D).

## 6.2 2008 No-Build Traffic

The existing traffic volumes were grown at 2.0% per year along all roadway links within the study network. These volumes were input in Synchro 6.0 and analyses of the projected No-Build conditions were performed. The results are displayed below in **Table 6**.

<b>Table 6</b> <b>Parkview Plaza DRI</b> <b>Projected 2008 No-Build Intersection Levels of Service</b> <b>(delay in seconds)</b>					
<b>Intersection</b>		<b>Control</b>	<b>LOS Standard</b>	<b>AM Peak Hour</b>	<b>PM Peak Hour</b>
1	Memorial Drive @ Maynard Terrace/Wyman Street	Signal	D	C (22.8)	C (29.1)
2	Memorial Drive @ Wilkinson Drive	Signal	D	B (12.1)	A (5.1)
3	Memorial Drive @ Warren Street	Signal	D	A (6.1)	A (5.5)
4	Glenwood Avenue @ Wilkinson Drive	Side-Street Stop Control	D	SB - B	SB - B
5	Glenwood Avenue @ I-20 WB Ramps	Signal	D	B (17.7)	B (11.7)
6	Glenwood Avenue @ I-20 EB Ramps	Signal	D	B (19.3)	D (45.0)

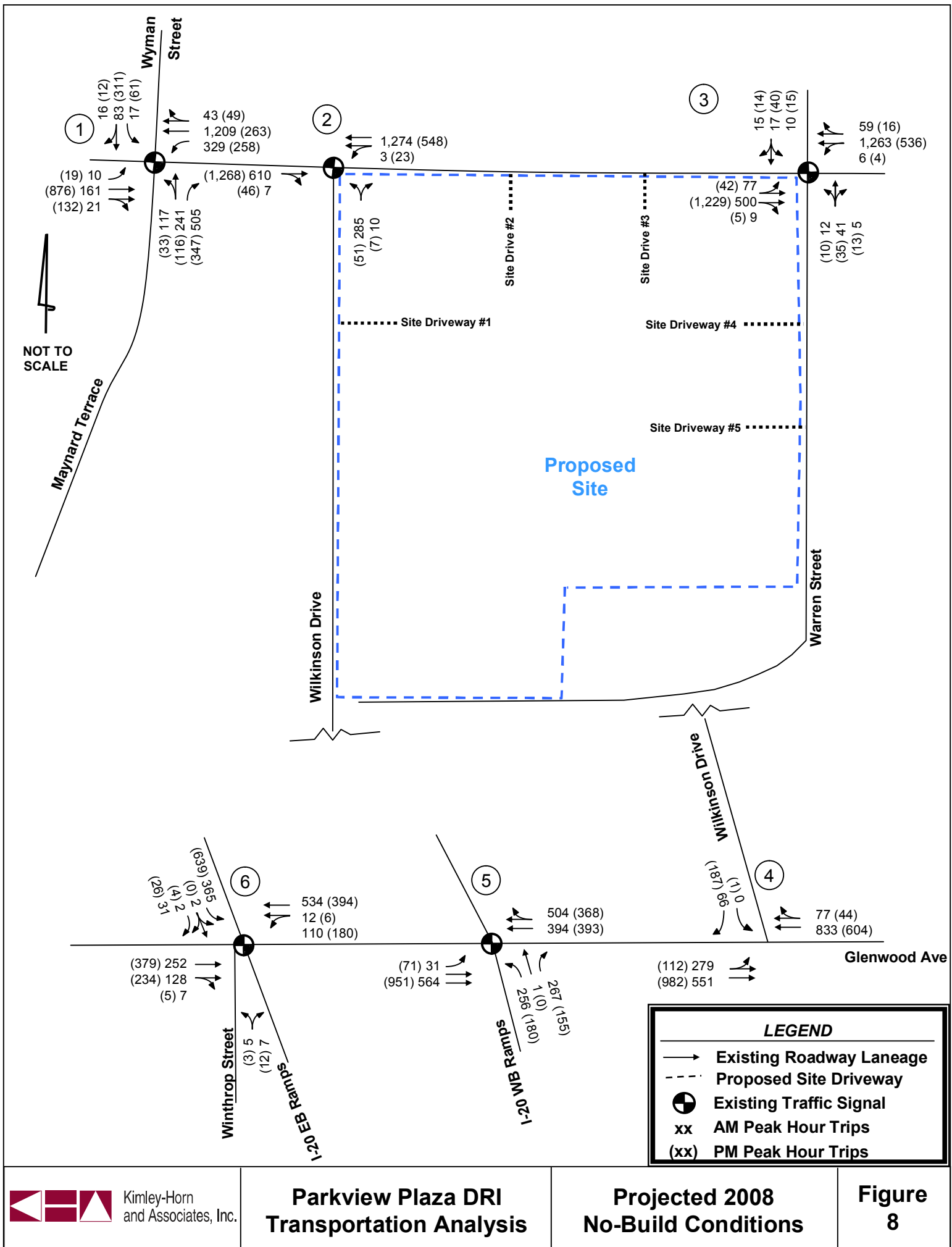
As you can see in the table, none of the intersections are projected to operate below the acceptable Level of Service standard (LOS D) in the 2008 No-Build Condition. The projected volumes for the year 2008 No-Build condition are shown in **Figure 8**.

### 6.3 2008 Build Traffic

The traffic associated with the proposed development (Parkview Plaza) was added to the 2008 No-Build volumes. These volumes were then input into Synchro 6.0. The results of the analyses are displayed in **Table 7**.

<b>Table 7</b> <b>Parkview Plaza DRI</b> <b>Projected 2008 Build Intersection Levels of Service</b> <b>(delay in seconds)</b>					
Intersection		Control	LOS Standard	AM Peak Hour	PM Peak Hour
1	Memorial Drive @ Maynard Terrace/Wyman Street	Signal	D	C (24.2)	C (31.6)
2	Memorial Drive @ Wilkinson Drive	Signal	D	B (14.5)	A (6.0)
3	Memorial Drive @ Warren Street	Signal	D	A (6.6)	A (5.9)
4	Glenwood Avenue @ Wilkinson Drive	Side-Street Stop Control	D	SB - D	SB - C
5	Glenwood Avenue @ I-20 WB Ramps	Signal	D	B (17.9)	B (12.3)
6	Glenwood Avenue @ I-20 EB Ramps	Signal	D	B (19.5)	D (51.3)
7	Wilkinson Drive @ Site Driveway #1	Side-Street Stop Control	D	WB - B	WB - A
8	Memorial Drive @ Site Driveway #2	Side-Street Stop Control	D	NB - C	NB - F
9	Memorial Drive @ Site Driveway #3	Side-Street Stop Control	D	NB - A	NB - B
10	Warren Street @ Site Driveway #4	Side-Street Stop Control	D	EB - A	EB - A
11	Warren Street @ Site Driveway #5	Side-Street Stop Control	D	EB - A	EB - A

As shown in **Table 7**, none of the existing intersections are projected to operate below the acceptable Level of Service standard (LOS D) in the 2008 Build Condition; however, the stop approach of Site Driveway #2 failed to meet the acceptable Level of Service standard for the PM peak hours. It is not uncommon for side-street traffic to experience delays at an intersection with a major roadway such as Memorial Drive. Providing two outbound lanes is recommended to allow the right-turn volume to turn without delay from vehicles waiting to turn left out of the site. The overall Level of Service would not improve with the two outbound lanes, but this design will



lower the overall delay at the approach. Modification of the site plan, particularly this driveway, requires approval by AutoZone in accordance with the Ground Lease and Restriction Agreement between the developer and AutoZone (as described in the attached letter from SEC Development, LLC); therefore, the site plan submitted with this report does not propose two outbound lanes at this driveway. Further discussion with AutoZone may result in their approval of two outbound lanes at this driveway, and the site plan can be modified at that time. Additionally, the site has multiple access points on Wilkinson Drive and Warren Street, which can provide alternate exit routes for vehicles at signalized intersections on Memorial Drive.

Recommended driveway laneage is described below. **Figure 9** displays projected 2008 Build Conditions.

#### Wilkinson Drive @ Proposed Driveway 1

- The proposed full-movement driveway should consist of one ingress lane and one egress lane.

#### Memorial Drive @ Proposed Driveway 2

- The proposed full-movement driveway should consist of one ingress lane and two egress lanes. Until approval can be granted by AutoZone, the proposed laneage consists of one ingress lane and one egress lane.

#### Memorial Drive @ Proposed Driveway 3

- The proposed right-in/right-out driveway should consist of one ingress lane and one egress lane (right-turn lane).

#### Warren Street @ Proposed Driveway 4

- The proposed full-movement driveway should consist of one ingress lane and one egress lane.

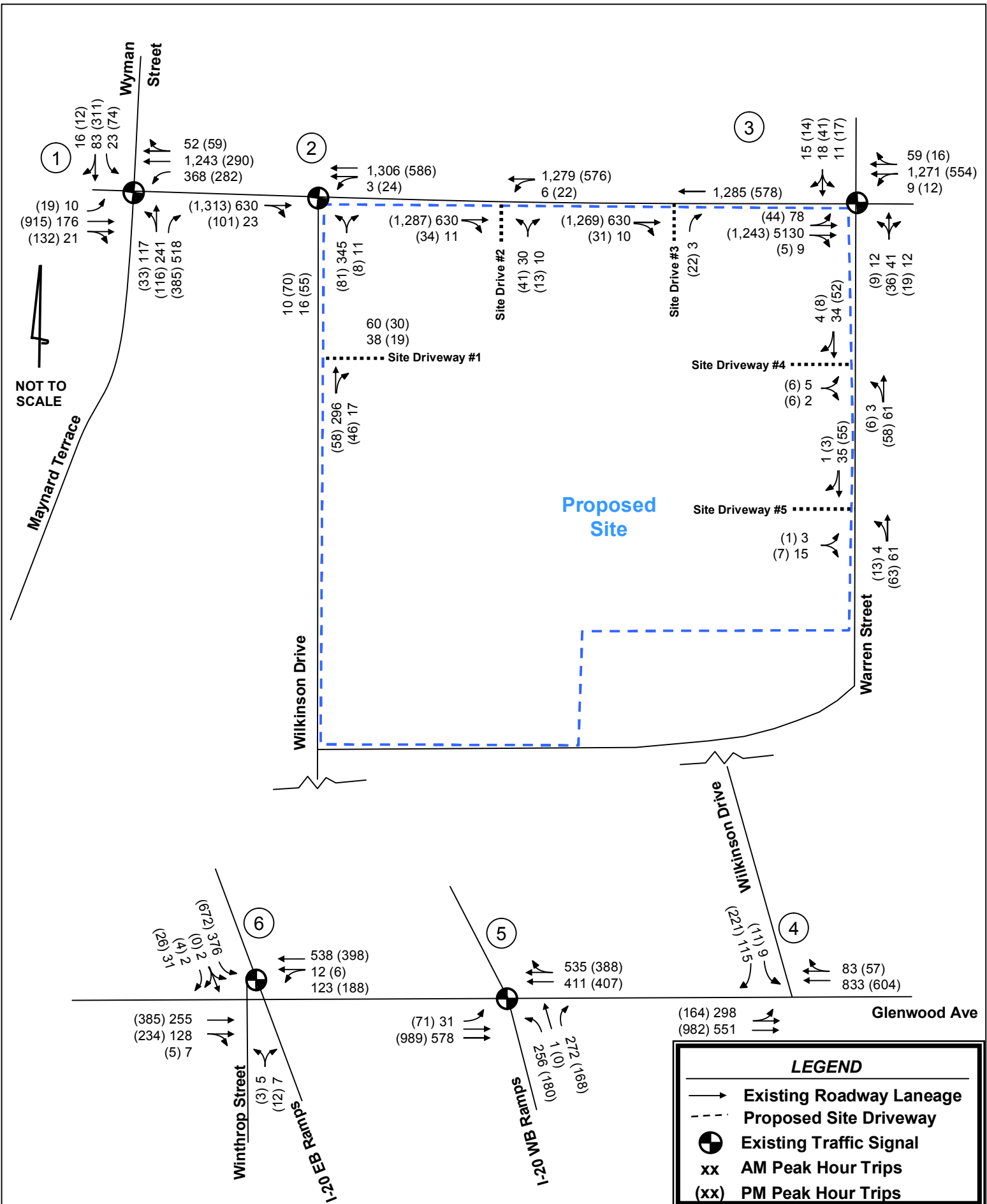
#### Warren Street @ Proposed Driveway 5

- The proposed full-movement driveway should consist of one ingress lane and one egress lane.

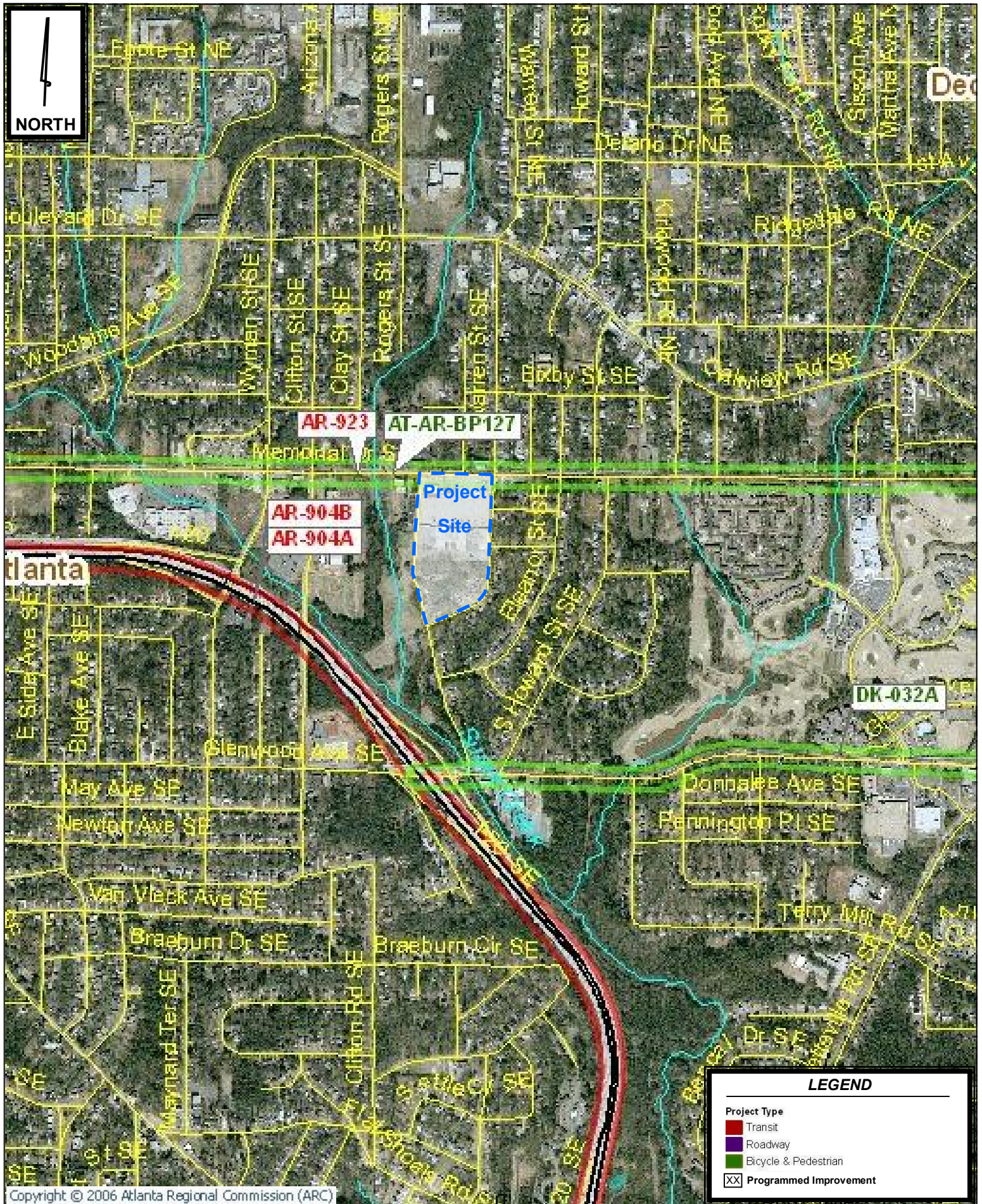
## 7.0 IDENTIFICATION OF PROGRAMMED PROJECTS

The *TIP*, *STIP*, *RTP*, and *GDOT's Construction Work Program* were searched for currently programmed transportation projects within the vicinity of the proposed development. In addition, ARC's Draft *Envision6 Regional Transportation Plan* was reviewed for projects in the area. Several projects are programmed for the area surrounding the study network. **Figure 10** shows ARC's aerial map of the programmed improvements. Information on the improvements is included in the Appendix.

1. <b>GDOT # 753200</b> <b>ARC # DK-267</b>	Pedestrian and landscape enhancements, including improved crosswalks and traffic signals, along Memorial Drive from SR 155 corridor to Stone Mountain city limits (2007)
2. <b>GDOT # 0002415</b> <b>ARC # DK-032A</b>	Glenwood Drive pedestrian facilities enhancements from I-20 to SR 155 – Phase 1 (2008)
3. <b>GDOT # 0000608</b> <b>ARC # AT-AR-BP127</b>	Sidewalk construction on Memorial Drive from Moreland Avenue to Candler Road (2008)
4. <b>GDOT # N/A</b> <b>ARC # AR-923</b>	Memorial Drive Bus Rapid Transit (BRT) from Avondale Mall in DeKalb County to MARTA Garnett Station in City of Atlanta (2015)
5. <b>ARC #AT-AR-248</b> <b>Envision6 RTP (Draft)</b>	Memorial Drive pedestrian connectivity (2009)







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## Parkview Plaza DRI Transportation Analysis

Programmed  
Improvements

Figure  
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## 8.0 INGRESS/EGRESS ANALYSIS

Access to the development is proposed at one location along Wilkinson Drive, two locations along Memorial Drive and two locations along Warren Street. Driveway 1 along Wilkinson Drive is a full-movement driveway located approximately 215' south of Memorial Drive. Driveway 2 along Memorial Drive is a full-movement driveway located approximately 220' east of Wilkinson Drive. Driveway 3 along Memorial Drive is a right-in/right-out driveway located approximately 450' east of Wilkinson Drive. Driveway 4 along Warren Street is a full-movement driveway located approximately 260' south of Memorial Drive. Driveway 5 along Warren Street is a full-movement driveway located approximately 520' south of Memorial Drive.

## 9.0 INTERNAL CIRCULATION ANALYSIS

The proposed site plan consists of five driveways along the three roadways adjacent to the site. Several internal roadways and parking areas will provide vehicular circulation within the site, as well as pedestrian circulation via internal sidewalks.

## 10.0 COMPLIANCE WITH COMPREHENSIVE PLAN ANALYSIS

The Dekalb County Land Use Plan designates this area as a mixture of Low Intensity Commercial and Low Density Residential. A land use plan amendment is proposed to designate this site as Town Center.

## 11.0 NON-EXPEDITED CRITERIA

### 11.1 *Quality, Character, Convenience, and Flexibility of Transportation Options*

Two MARTA bus routes have stops within ¼ of a mile of the project site: Route 21 – Memorial Drive (10- to 20-minute headways) and Route 28 – Village of East Lake (60-minute headways). Route maps are included in the Appendix. Route 21 provides service to the Kensington rail station and Route 28 provides service to the Edgewood/Candler Park rail station. Pedestrian facilities are also in place throughout the area and will be rebuilt along the property line of the proposed project.

### 11.2 *Vehicle Miles Traveled*

The following table displays the reduction in traffic generation due to internal capture and pass-by trips.

	Build-out Total
Daily Gross Trip Generation:	5,097
(-)Mixed-use reductions (internal capture)	-528
(-)Pass-by trips	-766
(-)Alternative modes	-229
Net Trips:	3,574

### 11.3 *Relationship Between Location of Proposed DRI and Regional Mobility*

The proposed development will have access to major roadways and interstates via Memorial Drive. Interstate 20 is accessible within a half mile from the site via Memorial Drive to Maynard Terrace and via Wilkinson Drive to Glenwood Avenue. Interstate 285 is accessible traveling east approximately 6 miles along Memorial Drive. Downtown Atlanta is also accessible traveling west approximately 3 miles along Memorial Drive or Interstate 20.

#### *11.4 Relationship Between Proposed DRI and Existing or Planned Transit Facilities*

MARTA bus route 21 (Memorial Drive) and route 28 (Village of East Lake) provide public transit bus service along Memorial Drive adjacent to the proposed project. Both bus routes provide service to MARTA rail stations: route 21 provides service to the Kensington rail station and route 28 provides service to the Edgewood/Candler Park rail station. In addition, the Memorial Drive Bus Rapid Transit programmed development (from Avondale Mall to the Garnett MARTA rail station) will improve transit options in the area of the project. As discussed in Section 7.0, this improvement is planned for Year 2015 implementation.

#### *11.5 Transportation Management Area Designation*

The proposed development is not located within an established TMA.

#### *11.6 Offsite Trip Reduction and Trip Reduction Techniques*

Mixed-use and pass-by trip reductions were taken according to the *ITE Trip Generation Handbook, 1998*. Approximately 10.36% of the gross daily trips will be internal and approximately 10.64% of the gross PM peak hour trips will be internal. For the projected new daily and PM peak hour trips, a 34% pass-by reduction was used for the proposed retail area.

#### *11.7 Balance of Land Uses – Jobs/Housing Balance*

Please refer to the Area of Influence Analysis, located in Section 12.0 of the report.

#### *11.8 Relationship Between Proposed DRI and Existing Development and Infrastructure*

The development is located in an area where the existing infrastructure is adequate to serve the needs of the development upon build-out (2008).

### **12.0 AREA OF INFLUENCE**

This section will describe the Area of Influence (AOI) demographics, AOI average wage levels, expected DRI housing costs, and the availability of jobs within the AOI that would reasonably position employees to purchase housing within the proposed DRI.

#### *12.1 Criteria*

As part of the non-expedited review process for a DRI, an Area of Influence Analysis must be performed to determine the impact of the proposed development on the balance of housing and jobs within the immediate area surrounding the proposed development. For this proposed development expansion, the non-expedited review criterion is as follows:

This section is included to satisfy the following GRTA Non-expedited review criteria:

7. The proposed DRI:

- (c) Is located in an area of influence with employment opportunities which are such that at least twenty-five percent (25%) of the persons that are reasonably anticipated to live in the proposed DRI and are reasonably expected to be employed will have an opportunity to find employment appropriate to such persons' qualifications and experience within the Area of Influence.

#### *12.2 Study Area Determination and Characteristics*

The Area of Influence is comprised of the area within six road-miles of the proposed development. To determine the AOI, *TransCAD* was used to measure six road miles from the nearest intersection to the project (Memorial Drive and Wilkinson Drive). The population and housing statistics for the AOI were determined by taking the

area outlined in *TransCAD*, creating a boundary in GIS format, and overlaying the boundary with a GIS layer containing census tract information. The Area of Influence (located within Fulton and DeKalb Counties) can be seen in **Figure 11**. Information obtained from the census tracts can be seen in **Table 8**.

<b>Table 8 Census Tract Information</b>	
Total Households	120,139
Population in Households	279,346
Average household size	2.33
Total Workers	137,537
Workers per Household	1.14
Owner Occupied	45.57%
Rental Occupied	54.43%

As can be seen from the table above, the total population within the Area of Influence is 279,346 residing within 120,139 households (an average of 2.33 people per household). The AOI area totals 49,519 acres.

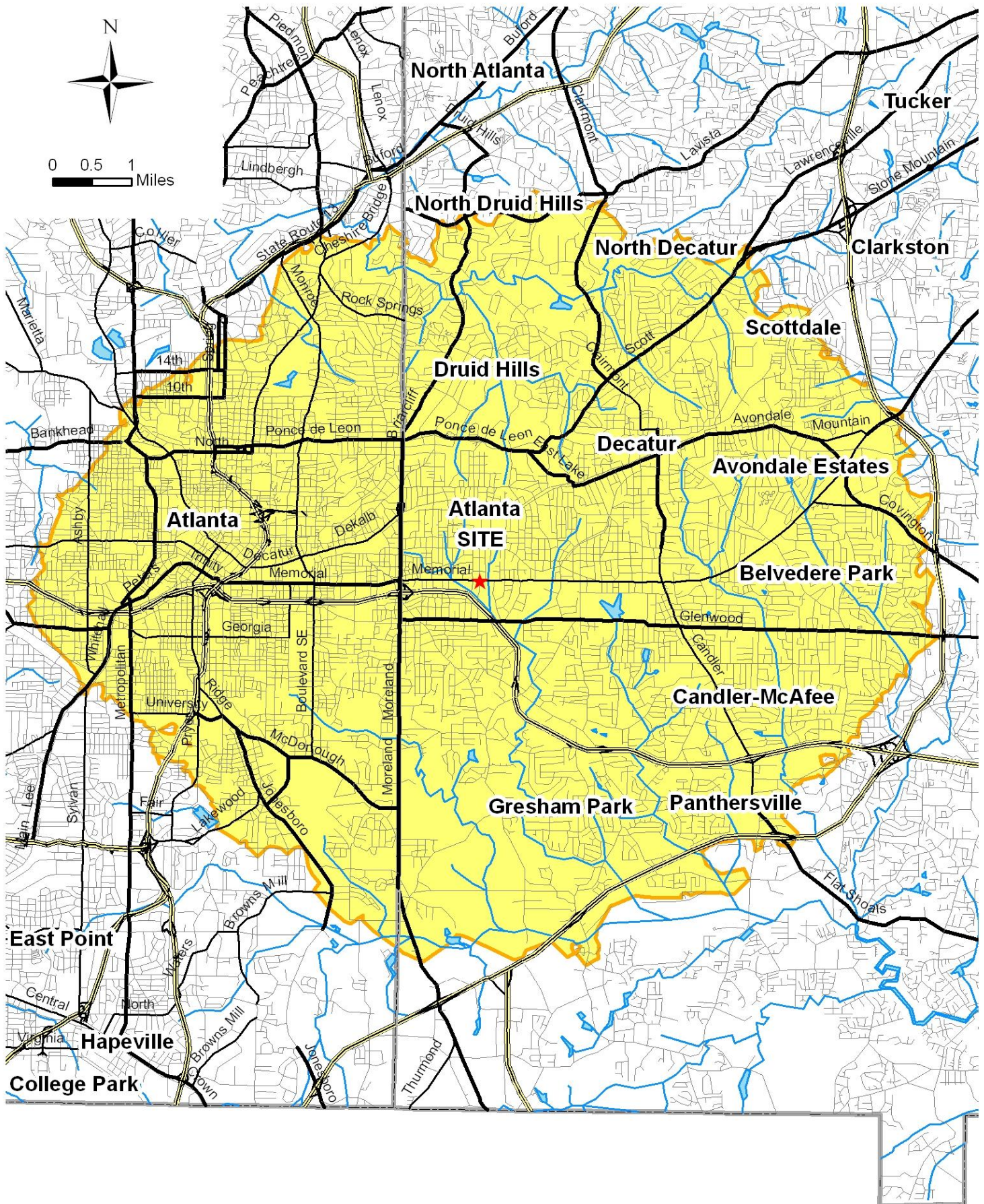
Using the above calculated average of 2.33 persons per household, it can be anticipated that the proposed DRI will house approximately 876 people (376 proposed dwelling units multiplied by 2.33). Based on information obtained from the Census Tracts, it is estimated that approximately 302 of these expected 429 residents would be workers. The remainder of this section will demonstrate the availability of jobs for these expected workers within the development at or above the necessary income level to afford housing within the DRI.

The Atlanta Journal-Constitution website was researched to find current listings of houses for sale in the vicinity of the proposed development (30317 Zip Code). At the time of this report, about 149 homes were listed for sale in the area, ranging in price from \$48,500 to \$575,000.

### *12.3 Development Housing Analysis*

The development plan provides for houses for sale in nine price ranges within the proposed development. **Table 9** displays the number of units for sale, the average sale price for those units, and the number of workers expected to reside in the homes.





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## Parkview Plaza DRI Transportation Analysis

Area of  
Influence

Figure  
11



Table 9 Estimated Workers per Household				
Tier	Description	Number of Units	Average Price	Number of Workers
1	1 Bedroom Apartment	31	\$942/month	35
2	1 Bedroom Apartment	108	\$1,073/month	124
3	1 Bedroom Apartment with Den	26	\$1,330/month	30
4	2 Bedroom Apartment	98	\$1,487/month	112
5	2 Bedroom Apartment	20	\$1,623/month	23
6	2 Bedroom Apartment	15	\$1,720/month	17
7	2 Bedroom Condominium	8	\$200,000	9
8	2 Bedroom Condominium	62	\$289,000	71
9	3 Bedroom Condominium	8	\$369,000	9

In order to determine the number of jobs available within the AOI that would provide adequate income, information about the types of jobs within the AOI and the average salaries for these positions was collected first. Information about the types of jobs available within the AOI was obtained from Claritas, a data solutions company. A map with the boundary of the AOI was sent to Claritas, and a report containing the types of employment opportunities and number of each type of job was compiled. The Claritas report is included in the Appendix of this report. Next, the Georgia Department of Labor website was researched to obtain average salary information for the positions available within the AOI. Average salary information for jobs in Fulton and DeKalb counties was matched to the jobs existing within the AOI. This information (also available in the Appendix), along with the information provided by Claritas, is included in the **Table 10**, on the following page.

**Table 10**  
**AOI Jobs and Average Salaries**

<b>Industry / Business Type</b>	<b># Businesses</b>	<b># Employees</b>	<b>Average Salary</b>
<b>Retail Trade</b>	3,340	44,019	\$26,751
Building Materials and Garden Supply	85	1,934	-
General Merchandise Stores	75	1,470	-
Food Stores	310	4,699	-
Auto Dealers and Gas Stations	239	2,273	-
Apparel and Accessory Stores	379	1,796	-
Home Furniture, Furnishings, and Equipment	306	2,155	-
Eating and Drinking Places	1,122	18,726	-
Miscellaneous Retail Stores	823	10,965	-
<b>Finance</b>	1,514	18,600	\$54,373
Banks, Savings and Lending Institutions	341	6,298	-
Securities and Commodity Brokers	135	2,334	-
Insurance Carriers and Agencies	177	2,120	-
Real Estate	860	7,848	-
Trusts, Holdings, and Other Investments			
<b>Services</b>	8,429	152,783	-
Hotels and Other Lodging	91	7,488	\$16,050
Personal Services	1,626	7,902	-
Business Services	2,031	28,564	\$65,441
Motion Picture and Amusement	414	7,206	\$33,813
Health Services	1,172	39,253	\$39,653
Legal Services	1,137	10,955	\$65,441
Education Services	314	35,845	\$43,053
Social Services	516	7,128	\$39,653
Miscellaneous, Membership			
Organizations and Nonclassified	1,129	8,441	-
<b>Agriculture</b>	243	1,385	\$10,579
<b>Mining</b>	4	39	\$40,121
<b>Construction</b>	951	7,993	\$45,425
<b>Manufacturing</b>	531	18,194	\$52,380
<b>Transportation, Communication/Public Utilities</b>	540	24,376	\$98,465
<b>Wholesale Trade</b>	622	12,751	\$60,377
<b>Public Administration</b>	1,267	73,409	\$45,425
<b>Total</b>	17,441	353,549	-

## 12.4 Affordable Housing Analysis

Various mortgage calculators are available online to aid in determining affordable housing based on given incomes and income ranges. These calculators were used to determine the minimum income necessary to afford housing within the proposed Parkview Plaza development. It was assumed that no more than one third of an individual's income would be used for mortgage costs (principal + interest), that a 6.13% interest rate on a 30-year conventional loan could be obtained, and that a 10% down payment would be made. The income required to purchase a home at the approximate price range was calculated and is displayed in **Table 11**. Because there is an average of 1.08 workers expected per household, the required income was divided by 1.14 to determine the average salary each worker within the development would be expected to earn in order to provide their "fair share" of the housing costs. This methodology assumes an equal burden on all workers within the development, and is considered to be a conservative approach since it eliminates the lower paying positions within the AOI from consideration in the analysis. Table 12 also displays the number of workers expected in each price range, as well as the number of jobs available at the necessary average income level to afford housing within that price range. As can be seen in the table, there are more than enough positions available within the AOI for expected workers within the proposed development to find employment at the required income level for the nine levels of pricing within the development, thus satisfying the GRTA requirement of 25%.

Table 11 Expected Workers				
	Average Sale Price	Necessary Income per Expected Worker	Expected Worker per Price Range	Jobs at or above Necessary Income
1	\$942/month	\$29,622	35	284,313
2	\$1,073/month	\$33,742	124	284,313
3	\$1,330/month	\$41,823	30	230,687
4	\$1,487/month	\$46,760	112	113,440
5	\$1,623/month	\$51,037	23	113,440
6	\$1,720/month	\$54,087	17	95,246
7	\$200,000	\$34,411	9	277,107
8	\$289,000	\$49,724	71	113,440
9	\$369,000	\$63,488	9	63,895
Percent of expected workers likely to find necessary employment within the AOI				100%



### 13.0 ARC'S AIR QUALITY BENCHMARK

The development is a mixed-use development, containing 376 residential units and 15,920 SF of retail on approximately 12.5 acres. Because residential is the dominant use and the dwelling units per acre ratio is approximately 30 units per acre, the development meets the ARC criteria (1 b) for a 6% reduction.

MARTA bus routes stop within ¼ mile of the project; therefore, the development meets the ARC criteria (4) for a 3% reduction.

Additionally, the proposed development will connect with the existing sidewalks along Memorial Drive, Wilkinson Drive and Warren Street. Pedestrians will also be able to access other uses within the proposed development. This pedestrian network meets the ARC criteria (6 e) for a 5% reduction.

The proposed development is just short of meeting the ARC criteria of 15% VMT reductions for a total of 14% VMT reductions. These reductions are displayed below in **Table 12**.

<b>Table 12 ARC VMT Reductions</b>	
<b>Mixed-Use Projects where Residential is the dominant use</b>	
Greater than 15 dwelling units/acre	-6%
Project is located within ¼ mile of a bus stop	-3%
Bike/ped networks in development that meet one Density 'target' and connect to adjoining uses	-5%
<b>Total Reductions</b>	<b>14%</b>