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# **EXECUTIVE SUMMARY**

This report presents the analysis of the anticipated traffic impacts associated with the proposed 1138 Peachtree development, a proposed approximate 0.91-acre mixed-use development located at 13<sup>th</sup> Street between Peachtree Street and Crescent Avenue in Midtown Atlanta. This report is being prepared as part of a submittal requesting a Special Administrative Permit (SAP) from the City of Atlanta. Because the project will contain over 400,000 square feet of mixed-use floor area, the proposed development is considered 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 approximately 70 high-rise condominium dwelling units, a 200-key hotel, and 11,500 square feet of specialty retail space. The development is scheduled to be completed in one phase by year 2011. The site is zoned SPI16 and currently consists of a surface parking lot with a small parking booth. The development plan calls for the existing, small structure and surface parking to be eliminated before construction of the development begins.

The results of the detailed intersection analysis for the 2011 No-Build Conditions (includes 2% per year background traffic growth, but excludes trips generated by the 1138 Peachtree development) and 2011 Build Conditions (includes trips generated by the 1138 Peachtree development) indicate that no improvements were necessary in either condition.

# **1.0 PROJECT DESCRIPTION**

#### 1.1 Introduction

This report presents the analysis of the anticipated traffic impacts associated with the proposed 1138 Peachtree development, a proposed approximate 0.91-acre mixed-use development located 13<sup>th</sup> Street between Peachtree Street and Crescent Avenue in Midtown Atlanta. This report is being prepared as part of a submittal requesting a Special Administrative Permit (SAP) from the City of Atlanta. Because the project will contain over 400,000 square feet of mixed-use floor area, the proposed development is considered 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 approximately 70 high-rise condominium dwelling units, a 200-key hotel, and 11,500 square feet of specialty retail space. The development is scheduled to be completed in one phase by year 2011. The site is zoned SPI16 and currently consists of a surface parking lot with a small parking booth. The development plan calls for the existing, small structure and surface parking to be eliminated before construction of the development begins.

Table 1    1138 Peachtree DRI    Proposed Land Uses					
High-Rise Condominium	70 dwelling units				
Hotel	200-keys				
Specialty Retail	11,500 square feet				

A summary of the proposed land-uses and densities is provided below in Table 1.

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

### 1.2 Site Plan Review

The development site plan consists of a 50-story hotel and condominium tower located on approximately 0.91 acres. Store-front retail is proposed along both the Peachtree Street and Crescent Avenue ground levels. The project is located in between the intersections of 13th Street at Peachtree Street and 13th Street at Crescent Avenue on the site of a surface parking lot. The existing access points to the parking lot along Peachtree Street and Crescent Avenue will be relocated to align with 13<sup>th</sup> Street. A parking deck will be provided under the structure with a total of 142 residential parking spaces and 460 non-residential spaces. Additionally, the developer is planning to provide a traffic signal at the intersection of Peachtree Street and 13<sup>th</sup> Street / Driveway #2.

**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 DRI Review Package.

#### 1.3 Site Access

The project is proposed to have vehicular access at two locations, one full-movement driveway along Crescent Avenue at the intersection of 13th Street (Driveway #1 and one full-movement driveway along Peachtree Street at the intersection of 13th Street (Driveway #2). Existing site driveways along Peachtree Street and Crescent Avenue will be relocated to align with 13th Street at both locations. Access to all parking levels is possible from both locations.

### 1.4 Bicycle and Pedestrian Facilities

Pedestrian facilities (sidewalks) currently exist along Peachtree Street, Crescent Avenue, and 13<sup>th</sup> Street. The proposed development will connect to the existing sidewalks. Additionally, bike and pedestrian facilities are programmed for Peachtree Street adjacent to the site during the Peachtree Streetscapes upgrade program. Thirty-one bicycle and moped spaces will be provided in the parking area of the proposed development to attract residents and visitors to use alternate modes of transportation.

### 1.5 Transit Facilities

The proposed development is located approximately 1,500 feet southeast of the Arts Center MARTA station at West Peachtree Street and 15th Street. This station lies on the North-South MARTA rail line (10 – 20 minute headways) which intersects the East-West rail line (to the south) at the Five Points station. Five MARTA bus routes operate from this station including the following: Route 10 – Peachtree (30-minute headways), Route 23 – Lenox / Arts Center (10-minute headways), Route 27 – Monroe Drive / Lindbergh – Sundays only (27-minute headways – Saturday, 45-minute headways – Sunday), Route 36 – North Decatur (30-minute headways), Route 98 – West End / Arts Center (39-minute headways).

Two express bus systems utilize the Arts Center MARTA station: Cobb Community Transit (CCT) and Gwinnett County Transit (GCT). Routes 10, 10A, 10B, 10C, 102, and 481 of CCT transport patrons from various locations in Cobb County to Midtown Atlanta via the Arts Center Station. Headways for these routes vary. Routes 101A, 102A, and 103A of the GCT system utilize the Arts Center station as well for reverse commute trips. Routes primarily operate at half-hour headways.

The Atlantic Station Shuttle, which transports riders from Atlantic Station residential areas and points of interest, terminates at the Arts Center MARTA station. The shuttle currently has headways ranging from 15 minutes during peak hours to 30 minutes during off-peak hours. Headways may become shorter as the entire development reaches build out and demand for the shuttle increases.

Pedestrian facilities are currently in place along all adjacent roadways. Given the numerous transit options within the vicinity of the project (for both residential and non-residential trips), the overall project location within the densely developing area of Midtown, and new bike and pedestrian facilities highlighted by the ARC and GDOT, transit is a viable option for many of the residents, workers, and other patrons of the new development.

### 2.0 TRAFFIC ANALYSIS 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 a growth rate of 2% per year for two years along all adjacent roadways was agreed upon during the pre-application meeting with GDOT and City of Atlanta staff.

### 2.2 Traffic Data Collection

Existing weekday peak hour turning movement counts were conducted on May 24, 2007 at two unsignalized intersections and one signalized intersection during the AM and PM peak periods. Additionally, weekday peak hour turning movement counts were conducted on September 11, 2007 at one unsignalized intersection during the AM and PM peak periods.

The morning and afternoon peak hours varied between the four (4) study intersections and are listed below:

0	Crescent Avenue at 13th Street (Unsignalized)	(AM Peak 8:00-9:00, PM Peak 5:30-6:30)
0	Peachtree Street at 13 <sup>th</sup> Street (Unsignalized)	(AM Peak 8:00-9:00, PM Peak 5:00-6:00)
0	Juniper Street at 13 <sup>th</sup> Street (Unsignalized)	(AM Peak 8:00-9:00, PM Peak 5:15-6:15)
0	Peachtree Street at 14 <sup>th</sup> Street (Signalized)	(AM Peak 8:00-9:00, PM Peak 5:30-6:30)

These study intersections are listed in Section 3.4 Study Network Determination.

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 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 approximately 70 high-rise condominium dwelling units, a 200-key hotel, and 11,500 square feet of specialty retail space.

Traffic projections 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 1138 Peachtree DRI Gross Trip Generation							
Daily Traffic AM Peak Hour PM Peak Hour							
Land Use	ITE Code	Enter	Exit	Enter	Exit	Enter	Exit
	В	uild-Out (Y	'ear 2011)				
70 High-Rise Condominium Dwelling Units	232	244	244	9	40	24	15
200-Key Hotel	310	709	709	59	38	63	55
11,500 Square Feet      814      265      265      83      89      22      27							
Total	1,218	1,218	151	167	109	97	

### 3.2 Trip Distribution

The directional distribution and assignment of new project trips was based on a review of the land uses in the area (aerial mapping), engineering judgment, and methodology discussions with GRTA, ARC, GDOT, and City of Atlanta 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 GRTA's 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, typically LOS D) be considered for analysis. While no intersections were identified by the 7% rule, the study area was extended east and north to Juniper Street and 14<sup>th</sup> Street. The study area was agreed upon during methodology discussions with GRTA, ARC, GDOT, and City of Atlanta staff, and includes the following intersections:

Crescent Avenue at 13 <sup>th</sup> Street	(Unsignalized)
Peachtree Street at 13 <sup>th</sup> Street	(Unsignalized)
Juniper Street at 13 <sup>th</sup> Street	(Unsignalized)
Peachtree Street at 14 <sup>th</sup> Street	(Signalized)
	Crescent Avenue at 13 <sup>th</sup> Street Peachtree Street at 13 <sup>th</sup> Street Juniper Street at 13 <sup>th</sup> Street Peachtree Street at 14 <sup>th</sup> Street

Each of the above listed intersections was analyzed for the Existing 2007 Conditions, the 2011 No-Build Conditions, and the 2011 Build Conditions. The 2011 No-Build Conditions represents the existing traffic volumes grown at 2% per year for three years. The 2011 Build Conditions adds the projected trips associated with the 1138 Peachtree development to the 2011 No-Build Conditions.

The additional proposed site access points listed below were only analyzed for the 2011 Build Conditions:

- Proposed Site Driveway #1 at Crescent Avenue (4<sup>th</sup> leg of Crescent Avenue at 13<sup>th</sup> Street intersection)
- Proposed Site Driveway #2 at Peachtree Street (4<sup>th</sup> leg of Peachtree Street at 13<sup>th</sup> Street intersection)

### 3.5 Existing Facilities

#### Crescent Avenue

 Crescent Avenue is a two-way north-south oriented two-lane roadway in the vicinity of the proposed development which extends from Eleventh Street to Fourteenth Street in Midtown Atlanta. Crescent Avenue is classified as an Urban Local Road. The speed limit is not posted along this roadway, so a 30 MPH speed limit was assumed. No GDOT historical data is available for Crescent Avenue.

#### Peachtree Street

o Peachtree Street is a two-way, north-south oriented roadway in the vicinity of the proposed development which extends through Midtown Atlanta. The number of lanes along Peachtree Street varies, but adjacent to the proposed development, there are two southbound travel lanes and three northbound travel lanes. Peachtree Street is classified as an Urban Minor Arterial with a posted speed limit in the vicinity of the proposed development of 35 MPH. According to the GDOT historical count data, the 2006 daily traffic volumes along Peachtree Street were 23,340 vehicles per day.

#### 13<sup>th</sup> Street

o 13<sup>th</sup> Street is an east-west oriented roadway which extends from Piedmont Avenue to Peachtree Street and from Crescent Avenue to Spring Street. The facility is varies in direction. From Spring Street to Peachtree Walk, 13<sup>th</sup> Street is one-way eastbound. From Peachtree Walk to Crescent Avenue, 13<sup>th</sup> Street is a two-way roadway. From Peachtree Street to Juniper Street, the roadway is two-way, and from Juniper Street to Piedmont Avenue is one-way is the eastbound direction. The speed limit is not posted along this roadway, so a 30 MPH speed limit was assumed. No GDOT historical data is available for 13<sup>th</sup> Street.

#### Juniper Street

Juniper Street is a one-way southbound roadway which extends from 14th Street to Downtown Atlanta, where its name changes to Courtland Street. In the vicinity of the project, the facility has four southbound lanes. The posted speed of the facility is 30 MPH. According to the GDOT historical count data, the 2006 daily traffic volumes along Juniper Street were 18,670 vehicles per day

#### 14<sup>th</sup> Street

 14<sup>th</sup> Street is a two-way, east-west oriented roadway that extends from West Atlanta to Piedmont Avenue. 14<sup>th</sup> Street is an undivided two-lane roadway classified as an Urban Minor Arterial. There is no posted speed limit along 14<sup>th</sup> Street in the immediate area of the project; therefore, a speed limit of 35 MPH was used in the capacity analysis. According to the GDOT historical count data, the 2006 daily traffic volumes along Juniper Street were 20,840 vehicles per day

### 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, hotel, and retail land uses is expected to be 4.35%, whereas total PM peak hour internal capture is expected to be 4.85%.

Alternative transportation mode (walking, bicycle, and transit) reductions were applied at 15% 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 3.

Table 3 1138 Peachtree DRI Net Trip Generation						
Daily Traffic AM Peak Hour PM Peak Hour						
	Enter	Exit	Enter	Exit	Enter	Exit
Build-Out (Year 2011)						
Gross Project Trips	1,218	1,218	151	167	109	97
Mixed-Use Reduction	-53	-53	-	-	-5	-5
Alternative Mode Reduction	-175	-175	-22	-25	-16	-14
Pass-By Reduction	-69	-69	-	_	-6	-6
Net New Trips	921	921	129	142	82	72

### 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 (including hotel), 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 2007 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 4**.

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

	Table 41138 Peachtree DRIExisting 2007 Intersection Levels of Service (delay in seconds)								
	Intersection Control LOS AM Peak PM Peak Standard Hour Hour								
1	Crescent Avenue at 13 <sup>th</sup> Street	Side-Street	D	EB – B (11.8)	EB – B (11.6)				
1	Crescent Avenue at 15 Street	Stop Control	D	WB – B (10.7)	WB – B (10.5)				
2	Peachtree Street at 13 <sup>th</sup> Street	Side-Street Stop Control	D	WB – B (13.4)	WB – C (15.3)				
2	Juniner Street at 12 <sup>th</sup> Street	Side-Street	D AM /	EP C (19.0)	ED E $(61.7)$				
5	Jumper Succet at 15 Succet	Stop Control	E PM	ED = C (18.0)	EB - F(61./)				
4 Peachtree Street at 14 <sup>th</sup> Street		Signalized	D	D (41.6)	D (42.2)				

As shown in the table, the signalized intersection of Juniper Street at 13<sup>th</sup> Street (Intersection #3) currently operates below the acceptable Level of Service standard (LOS D) during the PM Peak Hour. The intersection's No-Build and Build PM Peak Hour LOS standard is therefore lowered to LOS E per GRTA guidelines in the Letter of Understanding (LOU).

### 6.2 2011 No-Build Traffic

To account for growth in the vicinity of the proposed development, the existing traffic volumes were grown at 2.0% per year, for four years, along all roadway links and study intersections within the study network.

These volumes and the existing signal cycle lengths, splits, and offsets were input into *Synchro 6.0* and an analysis of the projected 2011 No-Build Conditions was performed. The No-Build peak hour traffic volumes are shown in **Figure 8**. **Table 5** displays the results of the No-Build analysis.

	Table 5 1138 Peachtree DRI 2011 No-Build Intersection Levels of Service (delay in seconds)							
	Intersection Control LOS AM Peak Hour PM Peak Hour							
1	Crescent Avenue at 13 <sup>th</sup> Street	Side-Street	D	EB – B (12.2)	EB – B (12.0)			
1		Stop Control	D	WB – B (10.9)	WB – B (10.7)			
2	Peachtree Street at 13 <sup>th</sup> Street	Side-Street Stop Control	D	WB – B (14.2)	WB – C (16.7)			
3	Juniper Street at 13 <sup>th</sup> Street	Side-Street	D AM /	EB $C(10.8)$	EP $E(103.8)$			
5		Stop Control	E PM	ED = C (19.8)	ED - F(105.8)			
4	Peachtree Street at 14 <sup>th</sup> Street	Signalized	D	D (45.0)	D (45.1)			

Maintaining existing signal timings and roadway geometry, the signalized intersection of Juniper Street at 13<sup>th</sup> Street (Intersection #3) is projected to continue to operate below the acceptable Level of Service standards for the year 2011 No-Build Conditions during the PM peak hour. It is not uncommon for side-street traffic at an unsignalized approach to experience delays at an intersection with a major arterial.

The installation of a traffic signal would improve the LOS for the eastbound approach; however, the volumes are not projected to warrant a signal at this location, especially since 13<sup>th</sup> Street is one-way with no approaching vehicles west of this intersection. The majority of delay is due to vehicles traveling eastbound through this intersection. Vehicles making this movement must wait for gaps in traffic along Juniper Street in order to cross. It is expected that, in reality, gaps will be created due to the upstream signal at 14<sup>th</sup> Street that the HCM analysis does capture. Based on all this information, no improvements are recommended at this intersection.

### 6.3 2011 Build Traffic

The traffic associated with the proposed development was added to the 2011 No-Build volumes. These volumes, as well as optimized intersection signal timings and improvements from the No-Build Condition, were then input into *Synchro 6.0*. The proposed signal at Peachtree Street / Driveway  $\#2 / 13^{\text{th}}$  Street was incorporated into the analysis for the Build Condition. The results of the analyses are displayed in **Table 6**. The Build peak hour traffic volumes are shown in **Figure 9**.

	Table 6 1138 Peachtree DRI 2011 Build Intersection Levels of Service (delay in seconds)							
	Intersection Control LOS Standard AM Peak Hour PM Peak Hour							
1	Crescent Avenue at 13 <sup>th</sup> Street / Driveway #1	Side-Street Stop Control	D	EB - B (13.5) WB B (12.4)	EB - B (12.6) WB B (11.6)			
2	Driveway #1  Stop Control    Peachtree Street at 13 <sup>th</sup> Street / Driveway #2  Signalized*		D	A (9.1)	B (10.8)			
3	Juniper Street at 13 <sup>th</sup> Street	Side-Street Stop Control	D AM / E PM	EB – C (18.7)	EB – F (115.9)			
4 Peachtree Street at 14 <sup>th</sup> Street		Signalized	D	D (46.6)	D (45.8)			

\* Proposed as part of the development at build-out.

Maintaining 2011 No-Build signal timings and roadway geometry (with the inclusion of the proposed signal at Intersection #2), one intersection is expected to fail in the PM Build conditions. The intersection of Juniper Street at 13<sup>th</sup> Street continues to fail in the PM Build condition. As mentioned previously, due to low side street volumes not meeting signal warrant thresholds, no improvements are recommended at the intersection of Juniper Street at 13<sup>th</sup> Street; therefore, no Build improvements are necessary.

# 7.0 TWO-WAY ANALYSIS – 13<sup>th</sup> Street

Per the GRTA Letter of understanding, a two-way conversion analysis along 13<sup>th</sup> Street between Juniper Street and Piedmont Avenue was performed for inclusion in this report. Currently, 13<sup>th</sup> Street is a two-way facility from Peachtree Street to Juniper Street and a one-way (eastbound) facility from Juniper Street to Piedmont Avenue. The impacts of the proposed development were analyzed under two-way conditions along 13<sup>th</sup> Street, in addition to re-distributed background traffic volumes that could be expected to use the facility following its conversion. It

was determined that the only study intersection affected by project traffic from as a result of the two-way conversion would be Intersection #3: Juniper Street at 13<sup>th</sup> Street. Level of service (LOS) determinations were made for the weekday AM and PM peak hours for the study area intersection under projected 2010 "Build" two-way conditions using *Synchro Professional, Version 6.0.* **Table 7** summarizes the LOS and delay at each intersection under projected 2010 "Build" conditions for the one-way and two-way analyses.

Table 7Level of Service Summary13 <sup>th</sup> Street Two-Way AnalysisLOS (Delay in Seconds)							
	EXISTING FUTURE CONDITIONS CONDITIONS (ONE-WAY)			FUTURE CONDITIONS (TWO-WAY)			
Intersection Control A		AM Peak	PM Peak	AM Peak	PM Peak	AM Peak	PM Peak
Juniper Street & 13 <sup>th</sup> StreetStop - EB Side StreetEB - CEB - FEB - CF				EB - F	EB - C WB - E	EB - F WB - F	

The results of the analyses indicate that Juniper Street at 13<sup>th</sup> Street is projected to operate below the accepted LOS standard for the two-way conditions during the PM peak hour of traffic (consistent with the one-way conditions analysis). Additionally, with the introduction of a westbound stop-controlled movement at this intersection, the AM peak hour operations are projected at LOS E. It is important to note the intersection of Juniper Street at 13<sup>th</sup> Street currently (Existing 2007) operates at an unacceptable level of service during the PM peak hour. Signalization would be required to improve the LOS at this location to the accepted standard; however, it is not expected that the vehicle volume warrants would be met.

#### Two-Way Conversion Configuration

Currently, 13<sup>th</sup> Street is a one-way, one lane roadway with on-street parking. Approximately five (5) parking spaces spaces currently exist on the north side of 13<sup>th</sup> Street and approximately twenty-three (23) parking spaces currently exist along the south side of 13<sup>th</sup> Street approaching Piedmont Avenue. The existing roadway width along 13th Street varies from 34' to 25'.

The two-way conversion analysis along 13<sup>th</sup> Street between Juniper Street and Piedmont Avenue considered the physical impacts associated with converting the existing one-way street to a two-way street. Two options were considered feasible for the two-way conversion. Under both options, the existing edges of pavement remain in the existing locations. The first option proposes a two-lane, 24' straight-section from Juniper Street to Piedmont Avenue maintaining five (5) existing parking spaces. The second option proposes a two-lane, 24' tapered-section maintaining eleven (11) existing parking spaces. In conclusion, the two-way conversion of 13<sup>th</sup> Street is feasible at the expense of several existing parking spaces; however, it is possible to maintain additional existing parking spaces if 13<sup>th</sup> Street is widened by reconstructing/relocating the north curb.

## 8.0 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. Research concluded that several projects are currently programmed in the area surrounding the proposed development. Area projects are displayed in **Table 8** and shown graphically in **Figure 10**. Detailed information on the projects is included in the Appendix.

	Table 8 1138 Peachtree DRI Programmed Area Projects
GDOT #: 0004390 ARC #: AT-200	Streetscaping on Peachtree Street between 10 <sup>th</sup> Street and I-85 North in Midtown Atlanta
GDOT #: 0006980 ARC #: AT-AR-249	Pedestrian improvements along West Peachtree Street from 14 <sup>th</sup> Street to Peachtree Street
ARC Envision6	
GDOT #: 0004426 ARC #: AT-202	Streetscape / pedestrian improvements along Spring Street from Pine Street to Peachtree Street
GDOT #: 0004651 ARC #: AT-204	Pedestrian improvements along 10 <sup>th</sup> Street from Williams Street to Piedmont Avenue
ARC Envision6	
GDOT #: 0005149 ARC #: AT-208	Pedestrian and bike facility along Juniper Street from North Avenue to 14th Street
GDOT #: 0004393 ARC #: AT-205	Streetscape / pedestrian improvements along 14 <sup>th</sup> Street from West Peachtree Street to Piedmont Avenue
ARC Envision6	

## 9.0 INGRESS/EGRESS ANALYSIS

The project is proposed to have vehicular access at two locations, one full-movement driveway along Crescent Avenue at the intersection of 13th Street (Driveway #1) and one full-movement driveway along Peachtree Street at the intersection of 13th Street (Driveway #2). The current surface parking lot has two driveways in approximately the locations of the proposed driveways. These existing site driveways along Peachtree Street and Crescent Avenue will be relocated slightly to align with 13th Street.

### **10.0 INTERNAL CIRCULATION ANALYSIS**

The proposed site plan consists of two vehicular driveways. Driveway #2 along Peachtree Street will be at a higher elevation than Driveway #1 along Crescent Avenue. Entering from Driveway #1 provides access to the parking deck and provides service access to the loading dock and dumpster. An overhead door is proposed to restrict access to the service area. Driveway #2 provides access to two drop-off areas and to the parking deck. Hotel and retail parking separates from condominium resident parking along the ramp to the parking deck.

Driveway #1 at Crescent Avenue is expected to operate efficiently and, with the addition of the signal at Driveway #2 / Peachtree Street /  $13^{th}$  Street, Driveway #2 is expected to operate at an acceptable LOS. Additionally, the interconnection of the driveways within the site provides increased connectivity to allow options for vehicles entering or exiting the site.

### **11.0** COMPLIANCE WITH COMPREHENSIVE PLAN ANALYSIS

The City of Atlanta 15-year Future Land Use Plan designates the project site as Mixed Use, so the development proposal is consistent with the Comprehensive Plan.

# 12.0 NON-EXPEDITED CRITERIA

### 12.1 Quality, Character, Convenience, and Flexibility of Transportation Options

The proposed development is located approximately 1,500 feet southeast of the Arts Center MARTA station at West Peachtree Street and 15th Street. This station lies on the North-South MARTA rail line (10 – 20 minute headways) which intersects the East-West rail line (to the south) at the Five Points station. Five MARTA bus routes operate from this station including the following: Route 10 – Peachtree (30-minute headways), Route 23 – Lenox / Arts Center (10-minute headways), Route 27 – Monroe Drive / Lindbergh – Sundays only (27-minute headways – Saturday, 45-minute headways – Sunday), Route 36 – North Decatur (30-minute headways), Route 98 – West End / Arts Center (39-minute headways).

Two express bus systems utilize the Arts Center MARTA station: Cobb Community Transit (CCT) and Gwinnett County Transit (GCT). Routes 10, 10A, 10B, 10C, 102, and 481 of CCT transport patrons from various locations in Cobb County to Midtown Atlanta via the Arts Center Station. Headways for these routes vary. Routes 101A, 102A, and 103A of the GCT system utilize the Arts Center station as well for reverse commute trips. Routes primarily operate at half-hour headways.

The Atlantic Station Shuttle, which transports riders from Atlantic Station residential areas and points of interest, terminates at the Arts Center MARTA station. The shuttle currently has headways ranging from 15 minutes during peak hours to 30 minutes during off-peak hours. Headways may become shorter as the entire development reaches build out and demand for the shuttle increases.

Pedestrian facilities are currently in place along all adjacent roadways. Given the numerous transit options within the vicinity of the project (for both residential and non-residential trips), the overall project location within the densely developing area of Midtown, and new bike and pedestrian facilities highlighted by the ARC and GDOT, transit is a viable option for many of the residents, workers, and other patrons of the new development.

### 12.2 Vehicle Miles Traveled

**Table 9** displays the reduction in traffic generation due to mixed-use, alternative mode, and pass-by reductions. Total combined trip reductions equal approximately 24% of gross trips.

Table 9 Trip Reductions		
	Build-out Total	
Daily Gross Trip Generation	2,435	
(-) Mixed-use reductions (internal capture)	-106	
(-) Alternative modes	-349	
(-) Pass-by trips	-138	
Net Trips	1,842	

## 12.3 Relationship Between Location of Proposed DRI and Regional Mobility

The proposed development is located in Midtown Atlanta, just east of the Downtown Connector (Interstate 75/85). Patrons and residents of the development have access to MARTA bus and rail, commuter bus, and are provided with an existing pedestrian network. The site is located within a well defined grid system, which provides convenient access to many of Atlanta's major arterials and highways in a mater of a few minutes. Many

of the residents of this development will likely work in town, so vehicular commuting trips have the potential to be short (or even a reverse commute).

### 12.4 Relationship Between Proposed DRI and Existing or Planned Transit Facilities

The proposed development is located approximately 1,500 feet southeast of the Arts Center MARTA station at West Peachtree Street and Fifteenth Street. This station lies on the North-South MARTA rail line which intersects the East-West rail line (to the south) at the Five Points station. Five MARTA bus routes, two express bus systems utilize the station, and the Atlantic Station shuttle operates from this station. See the attached route maps for detailed route descriptions.

### 12.5 Transportation Management Area Designation

The proposed development is located within the Midtown Transportation Solutions (MTS) Transportation Management Association (MTA) jurisdiction. MTS is an affiliate of the Midtown Community Improvement District (Midtown Alliance) and focuses on promoting a balanced transportation system to improve mobility and is charged with changing commuter habits and providing transportation options that are convenient, safe and cost-effective.

### 12.6 Offsite Trip Reduction and Trip Reduction Techniques

Mixed-use, alternative mode, and pass-by trip reductions were taken according to the *ITE Trip Generation Handbook, 2003.* Approximately 4.35% of the gross daily trips will be internal and approximately 4.85% of the gross PM peak hour trips will be internal. A 15% alternative mode reduction (those using transportation modes such as walking, bicycling, transit, etc.) was taken for all uses. Additionally, for the projected new daily and PM peak hour trips, a 34% daily and PM peak pass-by reduction was used for the proposed retail portion of the development.

### 12.7 Balance of Land Uses – Jobs/Housing Balance

Please refer to the Area of Influence Analysis, located in *Section 13.0* of this report.

### 12.8 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 (2011). A two-way analysis is being performed in conjunction with this DRI for  $13^{\text{th}}$  Street. The results are listed in *Section 7.0* of this report.

### **13.0** Area of Influence

The proposed development, 1138 Peachtree Street, is expected to consist of 70 high-rise condominium units, 200 hotel rooms, and 11,500 SF of specialty retail. Due to the nature of the development, it will be classified as "predominantly employment" for purposes of the AOI. The following section will describe the Area of Influence demographics, DRI average wage levels, expected AOI housing costs, and the opportunity for workers who are employed in the DRI to find housing within the AOI.

### 13.1 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 development. For this proposed development classified as "predominantly employment," the non-expedited review criterion is as follows:

The proposed DRI:

(b) Is located in an Area of Influence where the proposed DRI is reasonably anticipated to contribute to the balancing of land uses within the Area of Influence such that twenty-five percent (25%) of the persons that are reasonably anticipated to be employed in the proposed DRI have the opportunity to live within the Area of Influence;

### 13.2 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 (Peachtree Street at 13<sup>th</sup> Street). 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**.

The total population within the Area of Influence is 323,343, residing within 137,544 households (an average of 2.12 people per household). There are approximately 154,883 workers in the AOI for an average of 1.13 workers per household. The AOI area over the three counties totals 51,118 acres.

### 13.3 DRI Employment and Salary Figures

The DRI is expected to employ approximately 203 workers in the following land uses: Hotel, General Office, and Shopping Center. For the hotel land use, the total number of workers is estimated at 180, based on an assumption of 0.9 workers per room from the *Institute of Transportation Engineers' (ITE) Trip Generation Manual, Seventh Edition, 2003.* The number of workers for the shopping center land use is based on assumptions provided in the *Area of Influence (AOI) Guidebook for Non-Expedited Reviews, April 2003.* For the shopping center land use (general retail), 1 employee per 500 SF results in 23 shopping center employees.

For the hotel land use, it is assumed that employment will be comprised of the following occupations: lodging managers, bellhops, housekeepers, desk clerks, and food preparers and servers. The shopping center land use will include retail managers and retail salespersons

Using the departmental and occupational guidelines provided by the client, along with the U.S. Department of Labor's *May 2005 Metropolitan Area Occupational Employment and Wage Estimates Atlanta-Sandy Springs-Marietta, GA*, salaries were approximated for each occupation. The following occupational codes were used for the above jobs:

- 11-9081 Lodging Managers
- 35-0000 Food Preparation and Serving Related Occupations
- 37-2012 Maids and Housekeeping Cleaners
- 39-6011 Baggage Porters and Bellhops
- 41-1011 Managers of Retail Sales
- 41-2031 Retail Salespersons
- 43-4081 Hotel, Motel, and Resort Desk Clerks
- 49-9042 Maintenance and Repair, General

Household salary was calculated based on the computed workers per household ratio of 1.13 multiplied by the salary in each bracket. It is assumed then that each household has 1.13 workers who contribute to the monthly household salary. The affordable housing payment is calculated as 30% of the monthly household salary, as based on GRTA's *Area of Influence (AOI) Guidebook for Non-Expedited Reviews*. **Table 10** displays the department positions, the numbers of employees in each occupation, the monthly employee and household salaries, and the respective affordable housing payments.

Table 10        Employment, Salary, and Affordable Housing Payment by Occupation					
Land Use	Occupation	Employees	Monthly Employee Salary	Monthly Household Salary	Affordable Housing Payment
Hotel	Lodging Managers	36	\$5,446	\$6,154	\$1,846
	Baggage Porters and Bellhops	9	\$1,539	\$1,739	\$522
	Maids and Housekeeping Cleaners	45	\$1,419	\$1,604	\$481
	Hotel, Motel, and Resort Desk Clerks	45	\$1,445	\$1,633	\$490
	Maintenance and Repair, General	9	\$2,781	\$3,142	\$943
	Food Preparation and Serving	36	\$1,403	\$1,586	\$476
Shopping Center	Managers of Retail Sales	5	\$2,937	\$3,318	\$996
	Retail Salespersons	18	\$1,932	\$2,183	\$655
Total Employees 203				-	

Given the above calculated salaries, each household is eligible for a specific housing tier within the Area of Influence. **Table 11** below displays the number of households that fall into each tier based on the household salary.

Table 11 Number of Households in the DRI by Range of Monthly Income		
Range of Monthly Income for Housing	Number of Households	
\$499 or less	126	
\$500 to \$599	9	
\$600 to \$699	18	
\$700 to \$799	0	
\$800 to \$899	0	
\$900 to \$999	14	
\$1,000 to \$1,249	0	
\$1,250 to \$1,499	0	
\$1,500 to \$1,999	36	
\$2,000 or more	0	
Total	203	

### 13.4 AOI Occupied Housing Figures

An analysis of existing occupied housing was conducted based on 2000 Census data for owner- and renteroccupied housing. A GIS analysis identified approximately 60,000 owner-occupied units and 99,000 renteroccupied units in the AOI. **Table 12** below displays the housing units in comparable price tiers as are shown in **Table 13**. Owner-occupied housing includes housing with and without a mortgage. Renter-occupied housing includes all rental units with the exception of those with no cash rent.

Table 12        Selected Monthly Costs for All Occupied Housing Units in the AOI			
Monthly Dollar Range	Owner-Occupied Housing Units in the AOI	Renter-Occupied Housing Units in the AOI	Total Occupied Housing Units in the AOI
\$499 or less	0	37,983	37,983
\$500 to \$599	3,725	12,336	16,061
\$600 to \$699	3,749	11,447	15,196
\$700 to \$799	4,189	10,556	14,745
\$800 to \$899	3,769	8,165	11,934
\$900 to \$999	3,597	5,353	8,950
\$1,000 to \$1,249	9,650	7,157	16,807
\$1,250 to \$1,499	6,770	2,780	9,550
\$1,500 to \$1,999	9,575	2,118	11,693
\$2,000 or more	14,843	900	15,743
Total	64,923	86,483	151,406

Using the households in the DRI per price tier information in Table Y and the renter / owner distribution of occupied housing in the AOI in Table Z above, a comparison was done to analyze the available housing by price range within the AOI against the number of households per price tier expected within the proposed DRI. This comparison is shown below in Table 13.



Table 13        Comparison of Workers' Monthly Household Incomes in the DRI        and Monthly Costs of Housing Units in the AOI				
Monthly Dollar Range	Total Occupied Housing Units in the AOI	Number of DRI Households with One or More Workers Working in the DRI	Difference in Number of Housing Units in AOI and Number of Households with Workers in DRI	
\$499 or less	37,983	126	37,857	
\$500 to \$599	16,061	9	16,052	
\$600 to \$699	15,196	18	15,178	
\$700 to \$799	14,745	0	14,745	
\$800 to \$899	11,934	0	11,934	
\$900 to \$999	8,950	14	8,936	
\$1,000 to \$1,249	16,807	0	16,807	
\$1,250 to \$1,499	9,550	0	9,550	
\$1,500 to \$1,999	11,693	36	11,657	
\$2,000 or more	15,743	0	15,743	
Total	151,406	203	158,459	

As can be seen from Table 13, adequate housing opportunities exist for all wage-earning levels in the DRI for both owner and renter properties. Additionally, because the salaries of the employees are concentrated at the upper limits of the price tiers, considerable extra housing is available in lower price tiers if a household desires to choose a more conservative price range. Given this information, over 25% of the employees of the DRI have an opportunity to reside within the Area of Influence.

# 14.0 ARC'S AIR QUALITY BENCHMARK

The proposed development is mixed-use, containing 70 high-rise condominium dwelling units, 11,500 square feet specialty retail and a 200-key hotel on approximately 0.91 acres. Because hotel is the dominant use, no VMT reductions will be taken for this land use; however, the development is a candidate for credits in other categories.

The Arts Center MARTA rail station is located approximately 1,500 feet northwest of the proposed development. Five MARTA bus routes, two express bus routes, the Atlantic Station shuttle, and rail all serve the station. Since a bus stop is within one fourth of a mile and a rail station is within one half of a mile from the project, the development meets the ARC criteria for a 3% reduction.

The proposed development is located within the Midtown Transportation Solutions (MTS) Transportation Management Association (TMA) jurisdiction. The midtown TMA focuses on promoting a balanced transportation system to improve mobility and is charged with changing commuter habits and providing transportation options that are convenient, safe and cost-effective. In total, this allows for an 8% reduction.

Additionally, the proposed development will connect with the existing sidewalks along Peachtree Street, 13<sup>th</sup> Street and Crescent Avenue. Pedestrians will also be able to access other uses within the proposed development. This pedestrian network meets the ARC criteria for a 3% reduction.

The proposed development meets the ARC criteria for a total 15% VMT reduction. These reductions are displayed below in **Table 14**.

Table 14 ARC VMT Reductions			
Mixed-Use Projects where Residential is the dominant use			
Project is located within <sup>1</sup> / <sub>4</sub> mile of a bus stop	-3%		
Project is located within <sup>1</sup> / <sub>2</sub> mile of a rail station	-5%		
Located within a Transportation Management Association	-3%		
Bike/Ped network that connects to adjacent uses	-4%		
Total Reductions	-15%		