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EXECUTIVE SUMMARY

This report presents the analysis of the anticipated traffic impacts associated with the proposed 131 Ponce de Leon Avenue redevelopment, a proposed approximate 4.53-acre mixed-use development located on the block north of North Avenue, south of Ponce de Leon Avenue, east of Juniper Street, and west of Piedmont Avenue in Midtown Atlanta. This report is being prepared as part of a request from the city of Atlanta for a change in zoning sub area from SPI16SA3 to SPI6SA1. 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 400 condominium dwelling units (DU), 200 hotel rooms, 550,000 square feet (SF) of office space, a 25,000 SF quality restaurant and 25,000 SF of retail space. The development is scheduled to be completed in one phase by year 2009. The site is zoned SPI16SA3 and currently consists of two two-story buildings, a one-story building, the Abbey (recently restored to St. Paul's Presbyterian Church), and several surface parking lots consisting of approximately 150 parking spaces.

The results of the detailed intersection analysis for the 2009 No-Build Conditions (includes 2% per year background traffic growth, but excludes trips generated by the 131 Ponce de Leon Avenue development) and 2009 Build Conditions (includes trips generated by the 131 Ponce de Leon Avenue development) identify that no improvements will be necessary in order to maintain the Level of Service standard (LOS D) within the study network in any condition. Below is a summary of the findings:

2009 No-Build recommended improvements (includes background traffic growth of 2% but does not include the 131 Ponce de Leon Avenue project traffic):

- No improvements necessary

2009 Build recommended improvements (adds the 131 Ponce de Leon DRI project traffic to the 2009 No-Build traffic):

- No improvements necessary

1.0 PROJECT DESCRIPTION

1.1 Introduction

This report presents the analysis of the anticipated traffic impacts associated with the proposed 131 Ponce de Leon Avenue redevelopment, a proposed approximate 4.53-acre mixed-use development located on the block north of North Avenue, south of Ponce de Leon Avenue, east of Juniper Street, and west of Piedmont Avenue in Midtown Atlanta. This report is being prepared as part of a request from the city of Atlanta for a change in zoning sub area from SPI16SA3 to SPI6SA1. 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 400 condominium dwelling units (DU), 200 hotel rooms, 550,000 square feet (SF) of office space, a 25,000 SF quality restaurant and 25,000 SF of retail space. The development is scheduled to be completed in one phase by year 2009. The site is zoned SPI16SA3 and currently consists of two two-story buildings, a one-story building, the Abbey (recently restored to St. Paul's Presbyterian Church), and several surface parking lots consisting of approximately 150 parking spaces.

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

Table 1
131 Ponce De Leon DRI
Proposed Land Uses

High-Rise Condominium Units	400 dwelling units
Hotel Rooms	200 units
General Office	550,000 square feet
Restaurant	25,000 square feet
Retail Space	25,000 square feet

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

1.2 Site Plan Review

The development is proposed to consist of three new buildings, a parking deck, and a small renovation just south of the Abbey. An approximately 32-story residential building is proposed along the north side of the development with ground floor retail along Ponce de Leon Avenue. The existing building at the northwest corner of Ponce de Leon Avenue and Juniper Street is to remain, as well as the Abbey on the northeast corner of the development. A 19-story office building is proposed along the south side of the development. This building is planned to provide street-level retail and 5,000 square feet of public space along North Avenue. A 9-story hotel planned for the southeast corner of the development is to provide an additional 10,000 SF of public space at street level. New classrooms and/or offices are planned in the development directly south of the Abbey. A parking deck providing approximately 1,675 spaces is proposed in the center of the development with a roof terrace containing a pool and amenity deck. Service loading and access will be housed inside the parking deck. The proposed site driveway locations are provided in *Section 1.3 Site Access*. The parking deck can be accessed by any of the four proposed site driveways.

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

Access to the existing land uses is currently provided by one driveway along Ponce De Leon Avenue, one driveway along North Avenue, and one driveway along Piedmont Avenue. All the driveways currently serve as access to surface parking for retail and office.

The proposed development will eliminate all existing driveways. Four new site driveways are currently proposed for the development: one along Ponce de Leon Avenue, one along Juniper Street, one along North Avenue, and one along Piedmont Avenue. The site driveway located along North Avenue (approximately 220' east of Juniper Street) will operate as a full-movement access for all uses. The second site driveway, located along Juniper Street (approximately 200' south of Ponce de Leon Avenue), will operate under left-in left-out conditions and will serve the all uses of the development. The third site driveway, located along Ponce de Leon Avenue (approximately 170' east of Juniper Street), will operate as a full movement access and will serve all uses of the development. The fourth site driveway, located along Piedmont Avenue (approximately 100' north of North Avenue), will operate under left-in left-out conditions and will serve the all uses of the development.

1.4 Bicycle and Pedestrian Facilities

Pedestrian facilities (sidewalks) currently exist along North Avenue, Ponce De Leon Avenue, Piedmont Avenue, Juniper Street, and Peachtree Street. The proposed development will connect to the existing sidewalks as well as provide improvements to the existing sidewalks adjacent to the site.

1.5 Transit Facilities

The proposed development is located approximately two blocks east of the North Avenue MARTA station at West Peachtree Street and North Avenue. 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 2 – Ponce de Leon (20-minute headways), Route 27 – Monroe Drive / Cheshire Bridge (30-minute headways), Route 99 – King Memorial / North Avenue (60-minute headways), Route 100 – Atlanta Tourist Loop / Downtown (30-minute headways), Route 101 – Atlanta Tourist Loop / Midtown (30-minute headways), Route 113 – North Avenue / Spring Street (20-minute headways). MARTA stops are located at all four intersections defining the development block with the stop at the intersection of North Avenue and Juniper Street located on the proposed development site. See the attached route maps for detailed route descriptions.

One express bus system utilizes the North Avenue MARTA station: Georgia Regional Transportation Authority Xpress routes 400, 412, 421, 430, 441, 450, 461 transport patrons from various outlying locations to Midtown Atlanta via the North Avenue MARTA Station. Headways for these routes vary. See the attached route maps for detailed route descriptions.

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 proposed 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

Year 2007 weekday peak hour turning movement counts were conducted on Thursday, July 19, 2007 at three signalized intersections during the AM and PM peak periods. Additionally, year 2007 weekday peak hour turning movement counts were conducted on Thursday March 8, Tuesday May 22, and Thursday June 14, at three signalized intersections.

The morning and afternoon peak hours varied between the six (6) study intersections and are listed below:

- Ponce De Leon Avenue @ Peachtree Street (Signalized) (AM Peak 8:00-9:00, PM Peak 5:00-6:00)
- Ponce De Leon Avenue @ Juniper Street (Signalized) (AM Peak 8:00-9:00, PM Peak 5:15-6:15)
- Ponce De Leon Avenue @ Piedmont Road (Signalized) (AM Peak 8:15-9:15, PM Peak 5:30-6:30)
- North Avenue @ Peachtree Street (Signalized) (AM Peak 8:00-9:00, PM Peak 5:00-6:00)
- North Avenue @ Juniper Street (Signalized) (AM Peak 8:00-9:00, PM Peak 5:30-6:30)
- North Avenue @ Piedmont Road (Signalized) (AM Peak 8:15-9:15, PM Peak 5:15-6:15)

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 400 condominium dwelling units, 200 hotel rooms, 550,000 square feet of office space, a 25,000 square-foot restaurant, and 50,000 square feet of 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
131 Ponce De Leon 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 2009)							
400 High-Rise Condominium Units	*232*	865	865	28	117	94	57
200 Hotel Rooms	*310*	709	709	59	38	63	55
550,000 Square Feet General Office	*710*	2,478	2,478	646	88	118	577
25,000 Square Feet of Specialty Retail Space	*814*	554	554	114	124	36	45
25,000 Square Feet of Quality Restaurant Space	*931*	1,125	1,125	N/A	N/A	125	62
Total		**5,731**	**5,731**	**847**	**367**	**436**	**796**

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 four intersections (North Ave. @ Peachtree St., North Avenue @ Juniper St., Ponce De Leon @ Peachtree Street., and Ponce De Leon Avenue @ Peachtree Street) were identified by the 7% rule, the study area was extended east to Piedmont Avenue. The study area was agreed upon during methodology discussions with GRTA, ARC, GDOT, and City of Atlanta staff, and includes the following intersections:

- Ponce De Leon Avenue @ Peachtree Street (Signalized)
- Ponce De Leon Avenue @ Juniper Street (Signalized)
- Ponce De Leon Avenue @ Piedmont Road (Signalized)

- North Avenue @ Peachtree Street (Signalized)
- North Avenue @ Juniper Street (Signalized)
- North Avenue @ Piedmont Road (Signalized)

Each of the above listed intersections was analyzed for the Existing 2007 Conditions, the 2009 No-Build Conditions, and the 2009 Build Conditions. The 2009 No-Build Conditions represents the existing traffic volumes grown at 2% per year for two years. The 2009 Build Conditions adds the projected trips associated with the 131 Ponce development to the 2009 No-Build Conditions.

The additional proposed site access points listed below were only analyzed for the 2009 Build Conditions:

- Proposed Site Driveway #1 @ North Avenue
- Proposed Site Driveway #2 @ Juniper Street
- Proposed Site Driveway #3 @ Ponce De Leon Avenue
- Proposed Site Driveway #4 @ Piedmont Avenue

3.5 Existing Facilities

Peachtree Street (US 19/ SR 9)

- Peachtree Street is a two-way, five-lane roadway in the vicinity of the proposed development which extends from Memorial Drive in Downtown Atlanta, extending north and becoming SR 9. Peachtree Street is classified as an Urban Minor Arterial Street north of North Avenue and an Urban Collector Street south of North Avenue with a posted speed limit of 35 mph. According to the GDOT historical count data, the 2006 daily traffic volume along Peachtree Street at 5th street was 22,480 vehicles per day.

Juniper Street

- Juniper Street is a one-way, southbound four-lane roadway in the vicinity of the proposed development which extends from 14th Street north of the proposed development, to Linden Avenue south of the proposed development where it becomes Courtland Street. Juniper Street is classified as an Urban Minor Arterial except for the segment between Ponce de Leon Avenue and North Avenue, which is classified as an Urban Principle Arterial. Juniper has a posted speed limit in the vicinity of the proposed development of 30 mph and the Principle Arterial segment borders the proposed development. According to the GDOT historical count data, the 2006 daily traffic volume along Juniper Street at Ponce De Leon Avenue was 25,210 vehicles per day.

Piedmont Avenue

- Piedmont Avenue is a one-way, northbound four-lane roadway which extends from Martin Luther King Jr. Drive in Downtown Atlanta to US 19/ SR 9 (Roswell Road) in North Atlanta. The facility becomes two-way north of the site (at 14th street). The facility is classified as an Urban Minor Arterial except for the segment between Ponce de Leon Avenue and North Avenue (adjacent to the site) which is classified as an Urban Principle Arterial. Piedmont has a speed limit in the vicinity of the proposed development of 35 mph. According to the GDOT historical count data, the 2006 daily traffic volume along Piedmont Avenue just south of Pine Street was 14,340 vehicles per day.

Ponce de Leon Avenue

- Ponce de Leon Avenue is an east-west oriented roadway which extends from Northside Drive in northwest Atlanta to Ansley Park in Midtown Atlanta. West of Peachtree Street, the facility is a one-way 5-lane roadway classified as an Urban Local Street. East of Peachtree Street, the facility is a five-lane roadway classified as an Urban Principle Arterial. The posted speed of the facility is 35 MPH.

According to the GDOT historical count data, the 2006 daily traffic volume along Piedmont Avenue just west of Monroe Drive was 37,630 vehicles per day.

North Avenue (US 278 / SR 29)

- North Avenue is a two-way, east-west oriented roadway that extends from Joseph E. Lowery Boulevard in west Atlanta to Candler Park Drive in east Atlanta. North Avenue is an undivided five-lane roadway in the vicinity of the proposed site classified as an Urban Principle Arterial west of Piedmont Avenue and an Urban Minor Arterial east of Piedmont Avenue. North Avenue has a posted speed limit in the vicinity of the proposed development of 35 mph. According to GDOT historical count data, the 2006 daily traffic volume along Piedmont Avenue just west Peachtree Street was 27,740 vehicles per day.

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

Table 3
131 Ponce de Leon DRI
Roadway Classification

Roadway	Road Type	Number of Lanes	Posted Speed Limit (MPH)	GDOT Functional Classification	Annual Average Daily Traffic (Veh/Day)
Peachtree Street	Two-Way	4	35 MPH	Urban Minor Arterial/ Urban Collector Street	22,480 (2006)
Juniper Street	One-Way	4	30 MPH	Urban Minor/Principle Arterial	25,210 (2006)
Piedmont Avenue	One-Way	4	35 MPH	Urban Minor/Principle Arterial	14,340 (2006)
Ponce de Leon Avenue	Two-Way	5	35 MPH	Urban Local Street / Urban Principle Arterial	37,630 (2006)
North Avenue	Two-Way	5	35 MPH	Urban Minor/Principle Arterial	27,740 (2006)

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 apartment, office, and retail land uses is expected to be 14.59%, whereas total PM peak hour internal capture is expected to be 10.71%.

Alternative transportation mode (walking, bicycle, and transit) reductions were applied at 10% 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**.

Table 4
131 Ponce de Leon DRI
Net Trip Generation
Build-Out (Year 2009)

	Daily Traffic		AM Peak Hour		PM Peak Hour	
	Enter	Exit	Enter	Exit	Enter	Exit
Gross Project Trips	**5,731**	**5,731**	**847**	**367**	**436**	**796**
Mixed-Use Reduction	*-568*	*-568*	*0*	*0*	*-36*	*-36*
Alternative Mode Reduction	*-1033*	*-1033*	*-169*	*-73*	*-80*	*-152*
Pass-By Reduction	*-484*	*-484*	*0*	*0*	*-40*	*-40*
Net New Trips	**7,294**	**987**	**678**	**294**	**848**	**280**

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**, **Figure 5**, and **Figure 6** display the expected residential, office, 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 7**.

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 5**.

The existing peak hour traffic volumes are shown in **Figure 8**.

Table 5
131 Ponce de Leon DRI
Existing 2007 Intersection Levels of Service
(delay in seconds)

Intersection		Control	LOS Standard	AM Peak Hour	PM Peak Hour
1	Ponce de Leon Avenue @ Peachtree Street	Signalized	D	B (17.2)	A (9.7)
2	Ponce de Leon Avenue @ Juniper Street	Signalized	D	B (17.5)	D (37.8)
3	Ponce de Leon Avenue @ Piedmont Avenue	Signalized	D	C (30.4)	B (19.9)
4	North Avenue @ Peachtree Street	Signalized	D	B (17.4)	B (18.6)
5	North Avenue @ Juniper Street	Signalized	D	D (49.9)	C (23.5)
6	North Avenue @ Piedmont Avenue	Signalized	D	C (27.3)	C (28.9)

As shown in the table, all intersections currently operate at the acceptable Level of Service standard (LOS D) during the AM and PM Peak Hours. All intersections' No-Build and Build PM Peak Hour LOS standard is therefore LOS D per GRTA guidelines in the Letter of Understanding (LOU).

6.2 2009 No-Build Traffic

To account for growth in the vicinity of the proposed development, the existing traffic and pedestrian volumes were grown at 2.0% per year, for two 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 2009 No-Build Conditions was performed. **Table 6** displays the results of the No-Build analysis. The projected 2009 No-Build intersection laneage and traffic volumes are shown in **Figure 9**.

Table 6
131 Ponce de Leon DRI
2009 No-Build Intersection Levels of Service
(delay in seconds)

Intersection		Control	LOS Standard	AM Peak Hour	PM Peak Hour
1	Ponce de Leon Avenue @ Peachtree Street	Signalized	D	B (17.4)	B (10.4)
2	Ponce de Leon Avenue @ Juniper Street	Signalized	D	B (18.9)	D (42.1)
3	Ponce de Leon Avenue @ Piedmont Avenue	Signalized	D	C (30.6)	C (20.2)
4	North Avenue @ Peachtree Street	Signalized	D	B (17.3)	B (19.1)
5	North Avenue @ Juniper Street	Signalized	D	C (29.4)	C (24.6)
6	North Avenue @ Piedmont Avenue	Signalized	D	D (39.6)	C (29.5)

Maintaining existing signal timings and roadway geometry, all intersections are projected to operate at the acceptable Level of Service standard for the year 2009 No-Build Conditions during the AM and PM peak hours.

6.3 2009 Build Traffic

The traffic associated with the proposed development was added to the 2009 No-Build volumes. These volumes, as well as the signal timings from the 2009 No-Build Condition (same as 2007 Existing Condition), were then input into *Synchro 6.0*. The results of the analyses are displayed in **Table 7**. The projected 2009 Build intersection laneage and traffic volumes are shown in **Figure 10**.

Table 7
131 Ponce de Leon DRI
2009 Build Intersection Levels of Service
(delay in seconds)

Intersection		Control	LOS Standard	AM Peak Hour	PM Peak Hour
1	Ponce de Leon Avenue @ Peachtree Street	Signalized	D	B (16.2)	B (11.1)
2	Ponce de Leon Avenue @ Juniper Street	Signalized	D	C (25.8)	D (47.6)
3	Ponce de Leon Avenue @ Piedmont Avenue	Signalized	D	C (31.4)	C (20.6)
4	North Avenue @ Peachtree Street	Signalized	D	C (20.6)	D (39.8)
5	North Avenue @ Juniper Street	Signalized	D	D (37.3)	C (29.5)
6	North Avenue @ Piedmont Avenue	Signalized	D	D (40.4)	C (33.1)
7	Site Driveway #1 @ North Avenue	Unsignalized	D	SB – C (15.8)	SB – B (13.3)
8	Site Driveway #2 @ Juniper Street	Unsignalized	D	--*	--*
9	Site Driveway #3 @ Ponce de Leon Avenue	Unsignalized	D	NB – A (9.7)	NB – B (12.6)
10	Site Driveway #4 @ Piedmont Avenue	Unsignalized	D	EB – A (9.5)	EB – B (10.1)

**Synchro* does not provide a Level of Service for an unsignalized intersection with more than four lanes along the mainline; however, since the driveway operates as a left-in left-out along a one-way road, it is expected that the driveway will operate acceptably. Additionally, signalized intersections to the north and south should provide adequate gaps in traffic for vehicles to ext the site driveway.

Maintaining 2009 No-Build Improved signal timings and roadway geometry, all intersections are projected to continue to operate at the acceptable Level of Service standard for the year 2009 Build Conditions during the AM and PM peak hours.

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. 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 11**. Detailed information on the projects is included in the Appendix.

Table 8
131 Ponce de Leon DRI
Programmed Area Projects

GDOT #: 0004426 ARC #: AT-202	Streetscape / pedestrian improvements along Spring Street from Pine Street to Peachtree Street
GDOT #: 0005149 ARC #: AT-208	Pedestrian and bicycle facility improvements on Juniper Street from North Avenue to 14th Street
GDOT #: 0004399 ARC #: AT-212	Intersections improvements at multiple locations along North Avenue, Linden Avenue, West Peachtree Street, and Ponce de Leon Avenue

At the Pre-Application Meeting with GRTA, ARC, GDOT, and the City of Atlanta, there was an inquiry about a potential project to reduce existing laneage along Juniper Street to provide on-street parking. This is not an actual programmed project for Juniper Street, although the Midtown Alliance has expressed a desire to examine this scenario for potential implementation. Additionally, the 1075 Peachtree DRI #1283 (also known as 12th & Midtown) proposes a section of reduced laneage and on-street parking along Juniper Street as part of its build-out.

Also, the reconfiguration of the intersection of Peachtree Street and Ponce de Leon Avenue was discussed at the Pre-Application Meeting. Although specifics are not included in the GDOT project listed above for this intersection, a proposal has been made to remove the channelized northbound right-turn at this location. GRTA requested that the proposed Peachtree Street Car plans be reviewed to ascertain if the channelized right-turn lane would be used as part of the street car route. After a review of the proposed plan, the current projected routes do not include this right-turn movement.

8.0 INGRESS/EGRESS ANALYSIS

Four site driveways are currently proposed for the development: one site driveway along North Avenue, one along Juniper Street, and one along Ponce De Leon Avenue.

Proposed Site Driveway #1 @ North Avenue

This driveway is located approximately 220' east of Juniper Street and will operate as a full-movement access and serve all uses

Proposed Site Driveway #2 @ Juniper Street

This driveway is located approximately 200' south of Ponce de Leon Avenue and will operate under left-in left-out conditions serving all uses of the development.

Proposed Site Driveway #3 @ Ponce de Leon Avenue

This driveway is located approximately 170' east of Ponce de Leon Avenue and will operate as a full-movement access serving all uses of the development.

Proposed Site Driveway #4 @ Piedmont Avenue

This driveway is located approximately 100' north of North Avenue and will operate under left-in left-out conditions serving all uses of the development

9.0 INTERNAL CIRCULATION ANALYSIS

The proposed site plan consists of four vehicular driveways, one or more of which will also provide service access.

The site is proposed to be served by a single parking structure which will be located in the center of the development. All site driveways will provide access to office, retail, restaurant, hotel, and residential uses and internal pedestrian access between all uses will be provided.

10.0 COMPLIANCE WITH COMPREHENSIVE PLAN ANALYSIS

The City of Atlanta NPU-E 2004-2019 Future Land Use Plan designates the project site as High Density Commercial, which is consistent with the Comprehensive Plan.

11.0 NON-EXPEDITED CRITERIA

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

The proposed development is located approximately 250 yards east of the North Avenue MARTA station at West Peachtree Street and North Avenue. 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 2 – Ponce de Leon (20-minute headways), Route 27 – Monroe Drive / Cheshire Bridge (30-minute headways), Route 99 – King Memorial / North Avenue (60-minute headways), Route 100 – Atlanta Tourist Loop / Downtown (30-minute headways), Route 101 – Atlanta Tourist Loop / Midtown (30-minute headways), Route 113 – North Avenue / Spring Street (20-minute headways). See the attached route maps for detailed route descriptions.

One express bus system utilizes the North Avenue MARTA station: Georgia Regional Transportation Authority Xpress routes 400, 412, 421, 430, 441, 450, 461 transport patrons from various outlying locations to Midtown Atlanta via the North Avenue MARTA Station. Headways for these routes vary. See the attached route maps for detailed route descriptions.

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 proposed development. In addition to transit options, sidewalks are located within the development and in surrounding areas. Bicycle lanes are an added improvement to Juniper Street in GDOT # 0004399/ARC # AT-212 in 2009.

Those traveling by vehicle have convenient access to the downtown connector (I-75/85) via North Avenue/US 278 west and Spring Street south. Those exiting Interstates 75/85 Southbound gain direct access to the proposed development by utilizing the North Avenue exit. Those exiting Interstates 75/85 Northbound gain access to the proposed development by utilizing the Linden Avenue exit to Peachtree Street or Piedmont Avenue. West Peachtree Street and Peachtree Street, the spines of Atlanta's retail district are also located just two and three blocks west of the proposed development.

11.2 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 27.9% of gross trips not including pass-by reductions.

Table 9
131 Ponce de Leon DRI
Trip Reductions

	Build-out Total
Daily Gross Trip Generation	11,462
(-) Mixed-use reductions (internal capture)	*-1,135*
(-) Alternative modes	*-2,066*
(-) Pass-by trips	*-967*
Net Trips	7,294

11.3 Relationship Between Location of Proposed DRI and Regional Mobility

The proposed development is located in Midtown Atlanta, 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. Many of the residents of this development will likely work in town, so vehicular commuting trips have the potential to be short (or a reverse commute).

11.4 Relationship Between Proposed DRI and Existing or Planned Transit Facilities

The proposed development is located approximately 250 yards east of the North Avenue MARTA station at West Peachtree Street and North Avenue. 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 and one express bus system utilize the station. See the attached route maps for detailed route descriptions. MARTA stops are located at all four intersections defining the development block with the stop at the intersection of North Avenue and Juniper Street located on the proposed development site. See the attached route maps for detailed route descriptions.

Pedestrian facilities are currently in place along all adjacent roadways. 2009 programmed improvements will add a 10' sidewalk to both sides of Juniper Street as well as north and south bicycle lanes.

11.5 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. Per SPI-16 zoning ordinance, a Transportation Management Plan (TMP), which contains strategies to reduce single occupancy vehicle trips generated by the proposed 131 Ponce de Leon development by a minimum of 25 percent during a five-year period from the initial date of occupancy, will be required.

11.6 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 14.59% of the gross daily trips will be internal and approximately 10.71% of the gross PM peak hour trips will be internal. A 20% 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 and restaurant portions of the development.

11.7 Balance of Land Uses – Jobs/Housing Balance

Please refer to the Area of Influence Analysis, located in *Section 12.0* of this 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 (2009).

12.0 AREA OF INFLUENCE

The proposed development, 131 Ponce de Leon, is expected to consist of 400 residential dwelling units, 550,000 SF of office space, a 200-room hotel, a 25,000 SF quality restaurant, and 25,000 SF of retail space. Due to the nature of the development, it is classified as "predominantly employment" for the purposes of this 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.

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 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;

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 (North Avenue at Juniper 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 block group information. The Area of Influence (located within Fulton and DeKalb counties) can be seen in **Figure 12**.

The total population within the Area of Influence is 310,137, residing within 142,357 households (an average of 2.18 people per household). There are approximately 157,462 workers in the AOI for an average of 1.11 workers per household. The AOI area over the two counties totals 54,652 acres (85.4 square miles).

12.3 DRI Employment and Salary Figures

The DRI is expected to employ approximately 2,114 workers in the following land uses: General Office, Hotel, Restaurant, and Retail. The numbers of workers for the office, hotel, restaurant, and shopping center land uses are based on assumptions provided in the *Area of Influence (AOI) Guidebook for Non-Expedited Reviews, April 2003*. For the office land use, 1 employee per 300 SF yields 1,833 office employees. For the specialty retail land use, 1

employee per 560 SF results in 45 retail employees. Hotel land uses are expected to employ approximately 0.9 workers per hotel room, resulting in 180 employees. Quality restaurants are expected to employ one employee per 450 square feet, equating to 56 employees for this development.

For the office land use, employees are assumed to work in the following occupations: management, technical, office and administrative support, computers, and business and financial operations. The specialty retail land use includes retail managers and retail salespersons. 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.

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
11-0000	Management Occupations
13-0000	Business and Financial Operations Occupations
15-0000	Computer Occupations
17-0000	Technical Occupations
41-1011	Managers of Retail Sales
41-2031	Retail Salespersons
43-0000	Office and Administrative Support Occupations

Household salary was calculated based on the computed workers per household ratio of 1.11 multiplied by the salary in each bracket. It is assumed then that each household has 1.11 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
General Office	Management Occupations	36	$5,446	$6,045	$1,813
	Technical Occupations	9	$1,539	$1,708	$513
	Office and Administrative Support	45	$1,419	$1,575	$473
	Computer Occupations	45	$1,445	$1,604	$481
	Business and Financial Operations	9	$2,781	$3,087	$926
Hotel	Lodging Managers	36	$1,403	$1,558	$467
	Baggage Porters and Bellhops	367	$7,690	$8,536	$2,561
	Maids and Housekeeping Cleaners	458	$5,020	$5,572	$1,672
	Hotel, Motel, and Resort Desk Clerks	183	$2,541	$2,820	$846
	Maintenance and Repair, General	367	$5,501	$6,106	$1,832
	Food Preparation and Serving	458	$5,049	$5,605	$1,681
Specialty Retail	Managers of Retail Sales	11	$5,049	$5,605	$1,681
	Retail Salespersons	45	$5,049	$5,605	$1,681
Restaurant	Restaurant Manager	9	$2,937	$3,260	$978
	Restaurant Staff	36	$1,932	$2,144	$643
Total Employees		**2,114**	-	-	-

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	36
$700 to $799	0
$800 to $899	183
$900 to $999	18
$1,000 to $1,249	0
$1,250 to $1,499	0
$1,500 to $1,999	1,375
$2,000 or more	367
Total	**2,114**

12.4 AOI Occupied Housing Figures

An analysis of existing occupied housing was conducted based on 2000 Census data for owner- and renter-occupied housing. A GIS analysis identified approximately 29,000 owner-occupied units and 15,000 renter-occupied units in the AOI. **Table 12** below displays the housing units in comparable price tiers as are shown in Table 11. 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	13,549	33,694	47,243
$500 to $599	3,112	10,100	13,212
$600 to $699	3,242	9,037	12,279
$700 to $799	3,447	7,865	11,312
$800 to $899	2,797	6,383	9,180
$900 to $999	7,278	4,288	11,566
$1,000 to $1,249	5,345	5,371	10,716
$1,250 to $1,499	7,538	2,216	9,754
$1,500 to $1,999	7,538	1,446	8,984
$2,000 or more	10,109	467	10,576
Total	**63,955**	**80,867**	**144,822**

Using the households in the DRI per price tier information in Table 11 and the renter / owner distribution of occupied housing in the AOI in Table 12 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	47,243	126	47,117
$500 to $599	13,212	9	13,203
$600 to $699	12,279	36	12,243
$700 to $799	11,312	0	11,312
$800 to $899	9,180	183	8,997
$900 to $999	11,566	18	11,548
$1,000 to $1,249	10,716	0	10,716
$1,250 to $1,499	9,754	0	9,754
$1,500 to $1,999	8,984	1,375	7,609
$2,000 or more	10,576	367	10,209
Total	**144,822**	**2,114**	**142,708**

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.

13.0 ARC'S AIR QUALITY BENCHMARK

The proposed development is mixed-use, containing 400 high-rise condominium dwelling units, 550,000 square feet of office, a 200 room hotel, a 25,0000 square foot quality restaurant, and 25,000 square feet of retail on approximately 4.53 acres. Because residential is the dominant use and the dwelling unit to acre ratio is greater than 15 units per acre, the development meets the ARC criteria for a 6% reduction.

Because the dominant use is residential and over ten percent of the development consists of office space, it meets the ARC criteria for a 4% reduction.

The North Avenue MARTA rail station is located approximately 250 yards west of the proposed development. Five MARTA bus routes and a GRTA Xpress route operate from this 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 an additional 8% 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. This allows for a 3% reduction.

Additionally, the proposed development will connect with the existing sidewalks along North Avenue, Juniper Street, Piedmont Avenue, and Ponce de Leon Avenue. This pedestrian network meets the ARC criteria for a 4% reduction.

The proposed development meets the ARC criteria for a total 25% VMT reduction. These reductions are displayed below in **Table 14**.

Table 14
131 Ponce de Leon DRI
ARC VMT Reductions

Mixed-Use Projects where Residential is the dominant use	
Residential FAR greater than 0.8	-6%
Dominant use residential, with over 10% office	-4%
Project is located within ¼ mile of a bus stop	-3%
Project is located within ½ mile of a rail station	-5%
Located within a Transportation Management Association	-3%
Bike/Ped. network to uses adjoining the site meeting target density	-4%
Total Reductions	**25%**