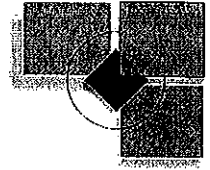




DeKalb County Department of Planning & Sustainability

Burrell Ellis
Chief Executive Officer



ZONING BOARD OF APPEALS APPLICATION FOR PUBLIC HEARING

BOA No. 17439

Applicant: GREG CATOE

Mailing Address: 1100 SPRING STREET SUITE 550

City/State/Zip Code: ATLANTA, GA 30309 Email: GCATOE@SELIGENTERPRISE.COM

Telephone Home: Business: 404-898-9031 Fax No.: 404-892-6505

OWNER OF RECORD OF PROPERTY FOR WHICH APPLICATION IS MADE:

Owner: STEPHEN SELIG III

Address (Mailing): 1100 SPRING STREET SUITE 550

City/State/Zip Code: ATLANTA, GA 30309 Email:

Telephone Home: Business: 404-876-5511 Fax No.:

Authorized Agent:

Address (Mailing): City: State: Zip:

Telephone Home: Business:

ADDRESS/LOCATION OF PROPERTY FOR WHICH APPLICATION IS MADE

Address: 2559 NORTH DECATUR RD City: DECATUR State: GA Zip: 30040

District(s): 18th Land Lot(s): 49 Block: 4 Parcel: 27, 28, 30, 31, 32

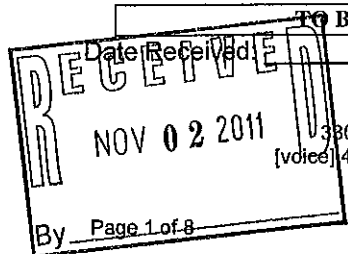
Zoning: C-1 Commission District(s): DISTRICT 2, SUPER DISTRICT 6

CIRCLE TYPE OF HEARING REQUESTED

- VARIANCE (From Development Standards causing undue hardship upon owners of property.)
SPECIAL EXCEPTIONS (To reduce or waive off-street parking or loading space requirements.)
OFFICIALS APPEALS OF ADMINISTRATIVE DECISIONS.

TO BE COMPLETED BY PLANNING AND SUSTAINABILITY DEPARTMENT

Date Received: Fee Paid: Receipt No.:

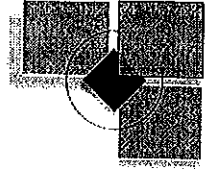


380 West Ponce de Leon Avenue - Suites 100-500 - Decatur, Georgia - 30030
[voice] 404.371.2155 - [Planning Fax] (404) 371-4556 [Development Fax] (404) 371-3007
Web Address http://www.co.dekalb.ga.us/planning
Email Address: planninganddevelopment@co.dekalb.ga.us



DeKalb County Department of Planning & Sustainability

Burrell Ellis
Chief Executive Officer



SUBMITTAL INSTRUCTIONS

I hereby authorize the staff of the Planning Department to inspect the premises of the above described property.

I HEREBY CERTIFY THAT THE INFORMATION PROVIDED AS A RESULT OF THIS APPLICATION IS TRUE AND CORRECT AND THAT IF I AM NOT THE PROPERTY OWNER, I AM AUTHORIZED BY THE SAME TO MAKE SUCH REQUESTS, CLAIMS, AND REPRESENTATIONS AS MAY BE FOUND WITH THIS APPLICATION.

DATE: 11/6/11

APPLICANT/AGENT: [Signature]
SIGNATURE
GREG CATOE

I HEREBY CERTIFY THAT I AM THE OWNER OF THE PROPERTY DESCRIBED IN THIS APPLICATION AND HEREBY AUTHORIZE APPLICANT/ AGENT TO APPLY FOR HEARING TO THE ZONING BOARD OF APPEALS FOR REQUEST(S) AS SHOWN IN THIS APPLICATION.

DATE: 11-1-11

OWNER (s): [Signature]
SIGNATURE
S. Stephen Selig III



DeKalb County Department of Planning & Sustainability

Burrell Ellis
Chief Executive Officer

ZBOA APPLICATION AUTHORIZATION

Completion of this form is required if the individual making the request is not the owner of the property.

DATE: 11/2/11

CHECK TYPE OF APPLICATION:

- () ADMINISTRATIVE APPEAL
() VARIANCE
(X) SPECIAL EXCEPTION

TO WHOM IT MAY CONCERN:

(I) / (WE), STEPHEN SELIG III
[Name of owner(s)]

being (owner)/(owners) of the property described below or attached hereby delegate authority to
GREG CATO
[Name of Applicant or Representative]

to file an application on my/our behalf.

Elizabeth Wolfe
Notary Public



[Signature]
Owner

Notary Public

Owner

Notary Public

Owner

STATEMENT OF INTENT AND JUSTIFICATION FOR SPECIAL EXCEPTION TO REDUCE OFF-STREET PARKING

SUBURBAN PLAZA REDEVELOPMENT 2559 NORTH DECATUR ROAD DECATUR, GEORGIA

After years of consideration and study the Property Owner, Steve Selig, has obtained a carefully crafted, financially viable re-development plan for Suburban Plaza, a DeKalb County shopping center located at the junction of North Decatur Road, Church Street and Scott Boulevard. In order to proceed with the proposed economic revitalization of the shopping center and its surrounds, we are requesting a special exception to reduce the parking requirement for the property from 1,786 spaces (or 5.5 spaces/1000 SF) to 1,269 spaces (or 3.9 spaces/1000 SF). Section 27-913 of DeKalb County's ordinance allows for a reduction of the off-street parking requirement upon an express finding that "The character of the use of the building(s) is such as to make unnecessary the full provision of parking or loading spaces..." We believe that the character of use of Suburban Plaza is such that the full provision of parking spaces required by the Zoning Ordinance is not necessary because actual demand for parking will be much less than the number of spaces required by the Ordinance. In addition, the full provision of parking spaces required by the Zoning Ordinance is not necessary to further the purposes and intent of the Zoning Ordinance and the DeKalb County Comprehensive Plan. To the contrary, the approval of this special exception serves to further the purpose and intent of the Zoning Ordinance and the DeKalb County Comprehensive Development Plan.

General Background And Context

Suburban Plaza was developed in 1959 with anchor tenants that were among the most successful of their day. Previous tenants have included Belks, Lerner's, S.S. Kresge and Winn Dixie. Since 1976 the property has been owned by first Selig Enterprises and later by Steve Selig. Over the 35 year period of ownership the center has successfully served the needs of the local community, and its tenant mix has continuously evolved to meet the demands of the marketplace. During this time Suburban Plaza has comprised approximately 290,254 SF of gross leasable area and 1,130 parking spaces. This equates to a current parking ratio of approximately 3.89/1000 SF, which has been found to be very adequate in terms of meeting parking demand even during periods when the center was enormously successful and well-trafficked.

The current plans for redeveloping Suburban Plaza as shown on the attached Exhibit A will increase the gross leasable square footage to 324,614 SF, which is an increase of 12% or 34,360 SF *. This increase leaves the property well below the current entitlement rights per the zoning ordinance, which would allow for the construction of upwards of 800,000 SF of total gross leasable area. The amount of off-street parking provided will also increase by 12% to 1,269 spaces, which is an additional 139 spaces. This leaves the parking ratio at approximately 3.91/1000 SF, at which level or below many properties in the area are functioning well with respect to parking.

To further support our position that the full provision of parking required by Section 27-585 of the ordinance is unnecessary the following information should be considered:

- 1) Actual Parking Counts At Comparable Shopping Centers Selig Enterprises owns several successful shopping centers in similar urban locations in the Atlanta area that are functioning adequately with parking ratios similar to what is being proposed for Suburban Plaza. The parking analysis submitted in connection with this application, identifies specific comparable shopping centers that have a parking ratio of less than that proposed with this parking reduction. These comparable shopping centers, with actual parking demands at, or less than, 3.9 spaces per 1000 square feet, demonstrate that the full provision of 5.5 parking spaces per 1000 square feet is not necessary to meet actual parking needs.

- 2) Alternative Modes of Transportation Serve This Center The area around Suburban Plaza is currently served by MARTA's transit system and is being considered for participation in other near and long term multi-modal means of access. This includes the possibility of being an integral component of the proposed Clifton Corridor Line. The Applicant is also committed to participating in the Decatur Shuttle system, Emory Shuttle system and other mass transit systems that assist communities in reducing carbon footprints/traffic/parking demand associated with vehicular trips.

- 3) Shared Parking The variety of uses existing in a shopping center allow for shared parking. For example, certain uses, such as retail sales or grocery stores, demand more parking on weekend days or in the evening. Others, such as restaurants, demand parking during lunch and dinner hours. And yet others, such as the bowling alley, have higher parking demands at night. And office users demand parking during weekdays. Due to the range of uses found in a shopping center, not all parking needs exist at one time. Thus, the full provision of parking spaces for each user is not required.

- 4) The requested special exception would leave the parking ratio of the center in line with the ratio recommended by ULI, in their extensive study of over 500 shopping centers over a period of more than twenty years.

For these reasons, the full provision of parking is not necessary to provide enough parking spaces for actual demand.

Moreover, the full provision of parking required under the Ordinance is not necessary to meet the intent and purpose of the Zoning Ordinance and the County's Comprehensive Plan. To the contrary, from a policy perspective the Applicant's proposed redevelopment is consistent with and furthers the Commissioners' vision outlined in the DeKalb County Comprehensive Plan 2005-2025 (DCCP). Specifically, on page 19 of the DCCP the following issues of relevance to Suburban Plaza as it is now configured were identified by the community:

Issue • A large amount of land has been dedicated to surface parking

The new construction portion of the redevelopment addresses this very issue by locating 79% of parking for the anchor tenant under the building where it is not visible from the public right of way. The site will also add 60,000 SF of green space to a site with virtually no existing green space.

Issue • Major Corridors have a high percentage of unattractive development

We are very focused on the planning and design of the redevelopment. We are involving community members as well and are making ourselves available to community groups to discuss their needs and concerns in order to be sensitive to what best fits into the neighborhood. It is our intention to bring an aging, tired shopping center up to a much higher level of design and planning that will benefit the surrounding areas.

Issue • Adjacent neighborhoods lack accessible neighborhood retail centers

Suburban Plaza has always been well-located with respect to surrounding residential areas and accessible to them via automobile. It will remain so with the redevelopment. Our proposed site improvements will enhance access with numerous pedestrian friendly aspects including sidewalks on all the street frontages, dedicated connectivity from sidewalks to storefronts and intra-parcel connectivity. The center will be a hub of transit activity including the Decatur and Emory shuttles over both the near and long term. We intend to work with the surrounding neighborhoods to address their desire to make pedestrian and bike access improvements in the area.

Issue • Older strip commercial centers are in decline or underutilized

Our proposed anchor and ancillary tenants will offer a broad and popular mix of shopping and entertainment experiences that will undoubtedly bring vitality back to the area.

For these reasons, the approval of this application can reasonably be characterized as necessary to further the goals and purposes of the zoning ordinance and the Comprehensive Plan. The shopping center redevelopment proposed herein is much more desirable than one which, though in strict compliance with the general parking requirement contained in the ordinance, forever places an extra 519 parking spaces on the property, thus encouraging increased reliance on automobiles and use of land to provide for parking spaces. Ultimately, more parking spaces also means less attractive buildings and interaction between people and the places that they shop.

Conclusion

Our objectives are to revitalize a shopping center that has been in decline with the introduction of a new, dynamic anchor tenant and subsequent ancillary tenants. To accomplish this we are requesting a special exception for a reduction in off-street parking from the required 5.5 parking spaces per 1000 SF

to 3.91 spaces per 1000 SF or 1,786 spaces to 1,269 spaces . We believe that we have demonstrated the adequacy of the proposed ratio to the circumstances as follows:

- Several urban centers in our own portfolio function very adequately with parking ratios similar to those we are proposing.
- The center is served by mass transit and will have the benefit of additional links, shuttles, and rail lines in the future.
- The intra-parcel shared parking alleviates peak parking demand.
- Recent ULI studies support that our proposed parking ratios are adequate.

In addition, it is our contention that the proposed redevelopment plan actually implements and furthers the policies and goals of the DeKalb County Comprehensive Plan (DCCP).

As a note, the implementation measures for commercial redevelopment corridors (within two of which the property is located) include flexible parking standards and big box/gray field redevelopment. Both are key components of our proposed redevelopment.

We also wish to place DeKalb County, and the DeKalb County Zoning Board of Appeals, on notice that the owner believes that any action other than to approve the application as requested by the owner will result in a violation of the owner's constitutional rights, including Article I, Section I, Paragraph I; Article I, Section I, Paragraph II; and Article I, Section III, Paragraph I of the Georgia Constitution and the 5th and 14th Amendments to the United States Constitution. However, given that this application meets the criteria outlined in your ordinance for approval, and given that this application serves to implement and further the County's own Comprehensive Plan, we ask for your support of this special exception request and thank you for your consideration.

*The proposed redevelopment includes the demolition of approximately 86,872 SF of existing SF , the conversion of approximately 27,898 SF into covered parking, and the construction of approximately 149,130 SF.

Site Circulation and Parking Analysis
For
Proposed Retail Development

Suburban Plaza
North Decatur Road at Church Street
Decatur, Georgia

Prepared For:
Selig Enterprises, Inc.

October 2011

Prepared By:



730 Peachtree Street, Suite 430
Atlanta, GA 30308

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Attachment 1 - Shared Parking Analysis Detailed Tables

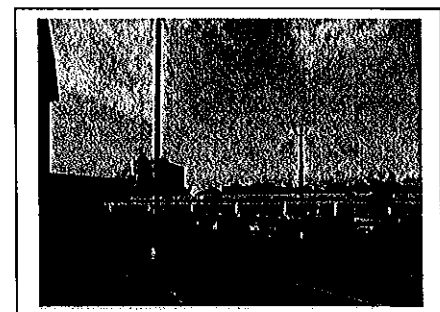
EXECUTIVE SUMMARY

The redevelopment of the Suburban Plaza will allow for the transformation of an underutilized major commercial parcel within DeKalb County that will incorporate many design aspects of importance to both DeKalb County and nearby City of Decatur. The existing configuration and layout of the shopping center has outgrown its use, and does not represent the modern philosophies of “smart growth” development. Currently, Suburban Plaza has a parking ration of 3.89 spaces / 1,000 sf), and is proposed to have a parking ratio of 3.91 spaces / 1,000 sf after redevelopment. The zoning ordinance requires a parking ratio based upon the C-1 zoning designation for Suburban Plaza of 5.5 spaces / 1,000 sf. The proposed parking ratio for the redevelopment is lower than the ratio required by the zoning ordinance because this shared parking analysis has shown that the parking needs after redevelopment will be satisfactorily met with the requested ratio of 3.91 spaces / 1,000 sf. Selig Enterprises, Inc. currently owns several large shopping centers within Metro Atlanta that all successfully operate with parking ratios between 3.45 / 1,000 sf and 3.93 / 1,000 sf.

One of the key aspects to be modified with the redevelopment of the existing 290,254 sf Suburban Plaza will be to modify the existing auto-oriented configuration that includes a large retail building behind a “sea” of surface parking. The proposed redevelopment will increase the developed area to 324,614 sf (an increase of 34,360 sf) from the current site configuration, and will include a new anchor store (Walmart). The new anchor store will be constructed closer to the intersection of Scott Boulevard, Church Street and Medlock Roads, and the majority of the parking will be located underneath the store. The proposed parking ratio of 3.91/1,000 sf will simultaneously encourage the use of multimodal transportation (transit, bicycle and pedestrian travel) within the area via existing and proposed transit services, as well as existing, planned and programmed bicycle and pedestrian facility enhancements. The enhanced use of multimodal travel over traditional single-occupant vehicles will support many key policies and goals set forth by DeKalb County in 2005 DeKalb County Comprehensive Plan, as well as by the 2010 Decatur Strategic Plan. This study concludes that the character of the use of the buildings in the proposed development is such as to make the full provision of parking requirements by the zoning ordinance unnecessary to meet actual parking demands or the goals of the County.

A. EXISTING PARKING CONDITIONS

The existing Suburban Plaza shopping center is bordered by three (3) three roadways in DeKalb County, Georgia: North Decatur Road to the north, Medlock Road to the west, and Church Street to the east. The current zoning for the shopping plaza is C-1 (Local Commercial) District. The site is also classified as a *Commercial Redevelopment Corridor* Character Area as part of the *DeKalb County 2005-2025 Comprehensive Plan*. A review of the DeKalb County C-1 zoning requirements indicates that a parking ratio of 5.5 spaces / 1,000 sf is required



Parking was observed at the shopping plaza on September 23, 2011 and October 17, 2011; observations indicated that parking occupancy rates were less than 20 percent. Even taking into consideration that

the shopping plaza is approximately 25 percent vacant, it is evident that the current parking demand is far lower than the existing parking supply.

Four (4) categories of commercial use have been determined as appropriate for the existing plaza tenants including:

- Office / Clinic
- Recreational Facilities (Suburban Lanes Bowling Alley)
- Restaurant
- Retail

Table 1 presents a summary of the existing parking required for Suburban Plaza based upon the C-1 zoning designation, compared to the total number of existing spaces.

Table 1. Summary of Existing Parking Conditions

Use	Floor Area (sf)	Current Parking Requirement Per DeKalb County Zoning Ordinance for C-1 Properties	Existing Parking At Suburban Plaza
Office / Clinic	11,086	5.5 spaces / 1,000 sf	3.89 spaces / 1,000 sf
Recreational	29,250		
Restaurant	20,347		
Retail	229,571		
	290,254	1,596 spaces	1,130 spaces

Table 1 indicates that based upon current site conditions, implementation of the existing County parking requirements would result in an even larger surplus of parking than the surplus that currently exists at Suburban Plaza today.

B. PROPOSED PARKING CONDITIONS AFTER REDEVELOPMENT

The proposed site redevelopment plan calls for demolition of approximately 114,740 sf of retail space followed by construction of 149,100 sf of new retail space including the new anchor store. This will result in a net increase of 34,360 sf of developed space (from 290,254 sf to 324,614 sf). Table 2 presents a summary of the parking required per County zoning ordinances compared to the parking ratio and numbers proposed by the developer.



Table 2. Summary of Parking Conditions after Redevelopment of Suburban Plaza

Use	Floor Area (sf)	Current Parking Requirement Per DeKalb County Zoning Ordinance for C-1 Properties	Proposed Parking Spaces After Redevelopment
Bowling Alley	29,250	5.5 spaces / 1,000 sf	3.91 spaces / 1,000 sf
Shopping Center and Free-Standing Discount Store	295,364		
	324,614	1,786 spaces	1,269 spaces

Table 2 indicates that a reduction of 517 spaces from that required by the County is being requested.

C. SHARED PARKING ANALYSIS

Shared parking is based upon the premise that different destinations attract customers, workers and visitors during different times of the day. In essence, the peak periods for parking demand will vary throughout the day and by day of the week. As noted in Table 1, Suburban Plaza has a diverse set of tenants who have varying peak parking demands throughout each weekday and weekend.

Examples include:

- The Suburban Lanes bowling alley whose peak parking need is generally in the evenings or weekends.
- Shopping Center and retail tenants whose peak hours are typically in the early evenings for weekdays and mid-afternoons on weekends.

Typical parking regulations and codes simply require a set amount of parking for a given square footage or number of units, assuming all trips will be by private automobile and ignoring the neighborhood's particular mix of uses, access to transit and walking, and context within the metropolitan region. Such inflexible parking requirements can force businesses to provide unneeded parking that wastes space and money.... Inflexible minimum parking requirements are the norm – but they represent a barrier to better development (EPA, *Parking Spaces / Community Places - Finding the Balance through Smart Growth Solutions, 2006*).

The shared parking analysis was completed using the most current parking generation rates and methodologies set forth by the Institute of Transportation Engineers (ITE) in collaboration with the Urban Land Institute (ULI).

Several conservative assumptions were made as part of the shared parking analysis, including:

1. Suburban Plaza is 100 percent occupied

2. A Parking reduction of 10 percent for transit was assumed. According to U.S. Census data, approximately 10.6 percent¹ of households within a five (5) mile radius of Suburban Plaza ride transit to work. This is an indication of the robust transit access adjacent to the site and within the immediate area including:
 - a. MARTA bus routes adjacent to the site with direct access to the Avondale and Decatur MARTA rail stations.
 - b. The Emory shuttle system (The Cliff) route that runs between N. DeKalb Mall and Emory University along Scott Boulevard and N. Decatur Road.
 - c. A proposed Bus Rapid Transit (BRT) corridor that has been proposed as part of the Transportation Invest Act (TIA) of 2010 that would directly connect Suburban Plaza with Emory University and the Lindbergh MARTA rail station to the east, and to the Avondale MARTA rail station to the south.
 - d. Potential new shuttles that may run to/from Suburban Plaza with connections to downtown Decatur, Avondale Estates, Emory University, N. DeKalb Mall, N. DeKalb Medical Center as well as nearby senior citizen facilities.

An additional reduction of three (3) percent was assumed for use of bicycle and pedestrian modes to access the redeveloped Suburban Plaza. According to U.S. Census data, approximately 12.3%² of households within a five (5) mile radius of Suburban Plaza do not have access to a vehicle. Additionally, U.S. Census data shows that approximately 2.9%³ of workers within a five (5) mile radius of Suburban Plaza walk or ride a bicycle to work. As such, and to meet local goals, the proposed redevelopment of Suburban Plaza will include enhancements to bicycle and pedestrian facilities on site. These include: sidewalks, pedestrian cross walks and signage, bicycle racks, sufficient illumination, and where feasible and desired, connections to immediately adjacent properties. The inclusion of these elements will promote non-motorized travel to/from and throughout the Suburban Plaza redevelopment. The three (3) percent reduction for bicycle and pedestrian travel is a conservative estimate as it does not even include other non-working individuals (such as the elderly, mothers and children) who will travel to the redeveloped Suburban Plaza.

Table 3 through Table 6 present the estimated maximum peak parking needs for the redeveloped Suburban Plaza based upon the ITE (4th Edition) parking generation rates for both the Non-December Months and December Only.

¹Applied Geographic Solutions, and TIGER Geography via Selig Enterprises, Inc. *Expanded Profile [for Suburban Plaza]. April 2010.*

²Applied Geographic Solutions, and TIGER Geography via Selig Enterprises, Inc. *Expanded Profile [for Suburban Plaza]. April 2010.*

³Applied Geographic Solutions, and TIGER Geography via Selig Enterprises, Inc. *Expanded Profile [for Suburban Plaza]. April 2010.*

Table 3. Monday through Friday (Non-December)

Type of Use	MAXIMUM NUMBER OF PARKING SPACES REQUIRED			
	Peak Based Upon Individual Use (Average from ITE 4 th Edition)	With Transit Reduction (10%)	With Bicycle and Pedestrian Reduction (3%)	Maximum Peak Hour Needs Accounting for Shared Parking (7:00 – 8:00 pm)
Bowling Alley	128	115	112	112
Shopping Center and Free-Standing Discount Store	571	514	498	444
TOTAL	699	629	610	555

Based upon the shared parking analysis, Suburban Plaza will actually require a maximum of 555 parking spaces between 7:00 – 8:00 pm for weekdays excluding the month of December. The details of the shared parking analysis are presented in **Attachment 1**.

Table 4. Saturday (Non-December)

TYPE OF USE	MAXIMUM NUMBER OF PARKING SPACES REQUIRED			
	Peak Based Upon Individual Use (Average from ITE 4 th Edition)	With Transit Reduction (10%)	With Bicycle and Pedestrian Reduction (3%)	Maximum Peak Hour Needs Accounting for Shared Parking (3:00 – 4:00 pm)
Bowling Alley	111	100	97	29
Shopping Center and Free-Standing Discount Store	823	741	718	718
TOTAL	934	841	815	748

Based upon the shared parking analysis, Suburban Plaza will actually require a maximum of 748 parking spaces between 3:00 – 4:00 pm for Saturdays excluding the month of December. The details of the shared parking analysis are presented in **Attachment 1**.

Table 5. Monday through Friday (December ONLY)

Type of Use	MAXIMUM NUMBER OF PARKING SPACES REQUIRED			
	Peak Based Upon Individual Use (Average from ITE 4 th Edition)	With Transit Reduction (10%)	With Bicycle and Pedestrian Reduction (3%)	Maximum Peak Hour Needs Accounting for Shared Parking (1:00 – 2:00 pm)
Bowling Alley	128	115	112	34
Shopping Center and Free-Standing Discount Store	1,118	1,006	976	976
TOTAL	1,246	1,121	1,088	1,010

Based upon the shared parking analysis, Suburban Plaza will actually require a maximum of 1,010 parking spaces between 1:00 – 2:00 pm for weekdays during the month of December. The details of the shared parking analysis are presented in **Attachment 1**.

Table 6. Saturday (December ONLY)

TYPE OF USE	MAXIMUM NUMBER OF PARKING SPACES REQUIRED			
	Peak Based Upon Individual Use (Average from ITE 4 th Edition)	With Transit Reduction (10%)	With Bicycle and Pedestrian Reduction (3%)	Maximum Peak Hour Needs Accounting for Shared Parking (3:00 – 4:00 pm)
Bowling Alley	111	100	97	29
Shopping Center and Free-Standing Discount Store	1,353	1,218	1,181	1,181
TOTAL	1,464	1,318	1,278	1,210

Based upon the shared parking analysis, Suburban Plaza will actually require a maximum of 1,210 parking spaces between 3:00 – 4:00 pm for Saturdays during the month of December. The details of the shared parking analysis are presented in **Attachment 1**.

Parking Reduction Recommendation

The result of the shared parking analysis for the proposed redevelopment of Suburban Plaza indicates that the maximum number of parking spaces required will be approximately 1,210. This is lower than the proposed 1,269 parking spaces proposed by Selig Enterprises for the proposed redevelopment, indicating that the proposed parking ratio of 3.91/1,000 sf is acceptable.

D. REDEVELOPMENT DESIGN SUPPORTING LOCAL GOALS

Through the proposed site redevelopment, Selig Enterprises, Inc. will strive to meet several key goals set forth by DeKalb County, as well as the neighboring City of Decatur. These goals will be met through the implementation and enhancement of the following design treatments.

As mentioned previously, several key goals and policies will be achieved through the successful implementation of a reduced parking ratio at the Suburban Plaza. Specific policies from the 2005 DeKalb County Comprehensive Plan for the *Commercial Redevelopment Corridor* character area, as well as from the *2010 Decatur Strategic Plan* include:

- ***DeKalb County Comprehensive Plan 2005-2025 (Policies for Commercial Redevelopment Corridor Character Areas)***
 - ***CRCCAP1: Provide safe and attractive facilities for bicyclists and pedestrians***
 - ***CRCCAP2: Provide transportation alternatives to reduce automobile dependency***
 - ***CRCCAP4: Create pedestrian scale communities that focus on the relationship between the street, buildings, streetscape improvements and people***
- ***Decatur 2010 Strategic Plan – The Plan***
 - ***Goal 5: Maintain and Encourage Diversity of Race, Ethnicity, Income, Culture, Age, Family Type and Other Kinds of Diversity***
 - ***Goal 14: Enhance Mobility Options Within and to Decatur***
 - ***Goal 16: Provide Programs and Services that Support and Enhance a Safe, Healthy, and Active Lifestyle***

Each of the policies and goals listed above will met with the implementation and enhancement of bicycle and pedestrian facilities, transit accessibility and through the continued practice of shared parking amongst tenants.

E. SUCCESSFUL IMPLEMENTATION OF PARKING REDUCTIONS AT SIMILAR DEVELOPMENTS

Selig Enterprises, Inc. owns several successful shopping centers within the Atlanta Metropolitan region, each with parking ratios between 3.45 / 1,000 sf to 3.93 / 1,000 sf, including:

- Emory Commons
- Buckhead Triangle
- Buckhead Square Shopping Center
- The District at Howell Mill (includes a 150,000 sf Walmart)

Each of these shopping centers has successfully operated for numerous years without any parking shortage issues or constraints resulting from the reduced amount of available parking.

F. SITE CIRCULATION ANALYSIS

Representatives from RS&H observed site circulation patterns on September 23, 2011 and October 17, 2011. Traffic volumes within the Plaza were minimal during mid-morning on September 23rd, but were higher during the evening rush hour on October 17, 2011. There were few conflicts between vehicles observed, however, a great deal of "cut-through" traffic was observed. This is likely due to the presence of numerous access points / driveways into the Plaza. These access points include five (5) driveways along N. Decatur Road, four (4) driveways along Church Street and two (2) driveways along Medlock Road. The proposed site plan reduces the number of driveways on North Decatur Road from five (5) to three (3) driveways. The other driveways along Medlock Road and Church Street will remain unchanged.

G. CONCLUSIONS

The character of the use of the buildings in the proposed development is such that the full provision of parking required by the ordinance is not necessary to meet actual demands. This conclusion is based on the shared parking analysis, the use of alternative modes of transportation, and the actual parking activities at other comparable existing shopping centers.

In addition, the full provision of parking required by the ordinance is not necessary to meet the purposes and intent of the zoning ordinance, the DeKalb County Comprehensive Plan 2005 – 2025 (Policies for Commercial Redevelopment Corridor Character Areas), the Decatur Strategic Plan, and the DeKalb County Commission policies regarding transportation and parking. Indeed, the approval of the requested parking reduction serves to further these policies by reducing reliance on the automobile, encouraging alternate modes of transportation and developing a more aesthetically pleasing facility with less paved surface parking.

Attachment 1

Shared Parking Analysis Detailed Summary

Suburban Plaza Redevelopment - Shared Parking Analysis

Non-December Parking Requirements

Description/ITE Code	Units	ITE Vehicle Parking Generation Rates (4th Edition)							Expected Units	Total Stalls Occupied in Peak Period						
		Average			85th Percentile					Average			85th Percentile			
		Weekday	Saturday	Sunday	Weekday	Saturday	Sunday	Weekday		Saturday	Sunday	Weekday	Saturday	Sunday		
Governorville / Suburban / CST (Non-Storey Weekday)	Lanes	4		NA	4.62	5.5	NA	32	128	111	NA	148	176	NA		
Free Standing Discount Store / VCS (Non-December)	1,000 SF	1.33	2.7	NA	1.87	3.09	NA	149.13	198	403	NA	279	461	NA		
Shopping Center / 8200 (Non-December)	1,000 SF	2.55	2.87	2.04	3.16	3.4	2.39	146,234	373	420	298	462	497	349		
TOTALS								324,614	699	933	298	889	1,134			

ITE Determined Based Upon Minimal Data Sets

Missing Rates from ITE Determined through Interpolation of Available Data

December-Only Parking Requirements

Description/ITE Code	Units	ITE Vehicle Parking Generation Rates (4th Edition)							Expected Units	Total Stalls Occupied in Peak Period						
		Average			85th Percentile					Average			85th Percentile			
		Weekday	Saturday	Sunday	Weekday	Saturday	Sunday	Weekday		Saturday	Sunday	Weekday	Saturday	Sunday		
Governorville / Suburban / CST (Non-Storey Weekday)	Lanes	4		NA	4.62	5.5	NA	32	128	111	NA	148	176	NA		
Free Standing Discount Store / VCS (Non-December)	1,000 SF	3.81	4.49		4.09	5.54	NA	149.13	568	670	673	610	826	NA		
Shopping Center / 8200 (December Only)	1,000 SF	3.76	4.67	4.41	5.05	5.91	5.84	146,234	550	683	645	738	864	854		
TOTALS								324,614	1,246	1,464	1,317	1,496	1,866			

ITE Determined Based Upon Minimal Data Sets

Missing Rates from ITE Determined through Interpolation of Available Data

Suburban Plaza Redevelopment - Shared Parking Analysis

Monday Through Friday (NON-DECEMBER)

TYPE OF USE	MAXIMUM NUMBER OF PARKING SPACES REQUIRED			MAXIMUM NUMBER OF PARKING SPACES REQUIRED ACCOUNTING FOR SHARED PARKING																	
	PEAK BASED UPON INDIVIDUAL USE *	WITH TRANSIT REDUCTION (10%)	WITH BICYCLE AND PEDESTRIAN REDUCTION (5%)	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM	12:00 AM
BOWLING ALLEY	128	115	112	0	0	17	22	22	28	34	39	45	45	56	112	112	112	78	45	11	6
SHOPPING CENTER AND DISCOUNT STORE	571	514	498	40	90	209	359	434	484	498	504	474	434	394	444	434	304	260	60	55	0
	699	629	610	40	90	226	361	456	511	532	523	518	478	450	521	555	382	204	76	6	6

* ITE 4th Edition Parking Generation - Average

Highest Hourly Need Based Upon Shared Parking

Suburban Plaza Redevelopment - Shared Parking Analysis

Saturday (NON-DECEMBER)

TYPE OF USE	MAXIMUM NUMBER OF PARKING SPACES REQUIRED		MAXIMUM NUMBER OF PARKING SPACES REQUIRED ACCOUNTING FOR SHARED PARKING																		
	PEAK NUMBER OF PARKING SPACES REQUIRED*	WITH TRANSIT REDUCTION (10%)	WITH BICYCLE AND PEDESTRIAN REDUCTION (3%)	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM	12:00 AM
ROWING ALLEY	111	100	97	0	39	39	39	39	29	19	24	29	29	19	19	48	78	87	78	39	10
SHOPPING CENTER AND DISCOUNT STORE	523	441	418	22	72	216	323	524	611	683	718	718	647	539	457	431	395	287	273	93	0
	594	541	515	22	72	254	362	569	640	702	743	748	676	556	486	480	473	375	351	132	10

* ITE 4th Edition Parking Generation - Average

Highest Hourly Need Based Upon Shared Parking

Suburban Plaza Redevelopment - Shared Parking Analysis

Munday Through Friday (December ONLY)

TYPE OF USE	MAXIMUM NUMBER OF PARKING SPACES REQUIRED		MAXIMUM NUMBER OF PARKING SPACES REQUIRED ACCOUNTING FOR SHARED PARKING																		
	PEAK BASED UPON INDIVIDUAL USE *	WITH TRANSIT REDUCTION (10%)	WITH BICYCLE AND PEDESTRIAN REDUCTION (5%)	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM	12:00 AM
BOWLING ALLEY	128	115	112	0	0	17	22	22	28	34	39	45	45	56	112	112	112	78	45	11	6
SHOPPING CENTER AND DISCOUNT STORE	1,118	1,006	976	78	176	410	664	849	947	976	947	927	849	771	800	869	849	595	312	127	0
	1,246	1,121	1,088	78	176	427	686	871	975	1,010	986	972	894	827	912	980	961	674	357	138	6

Highest Hourly Need Based Upon Shared Parking

* ITE 4th Edition Parking Generation - Average

Suburban Plaza Redevelopment - Shared Parking Analysis

Saturday (December ONLY)

TYPE OF USE	PEAK NUMBER OF PARKING SPACES REQUIRED*	MAXIMUM NUMBER OF PARKING SPACES REQUIRED		MAXIMUM NUMBER OF PARKING SPACES REQUIRED ACCOUNTING FOR SHARED PARKING																		
		WITH TRANSIT REDUCTION (10%)	WITH BICYCLE AND PEDESTRIAN REDUCTION (5%)	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM	12:00 AM	
BOWLING ALLEY	111	100	97	0	0	39	39	39	39	29	19	24	29	29	19	19	48	78	87	78	39	10
SHOPPING CENTER AND DISCOUNT STORE	1,353	1,218	1,181	35	118	354	532	862	1,004	1,122	1,181	1,181	1,063	886	768	709	650	472	449	449	154	0
	1,464	1,318	1,278	35	118	393	570	901	1,053	1,141	1,205	1,210	1,092	906	787	757	727	560	526	192	10	

* ITE 4th Edition Parking Generation - Average

Highest Hourly Need Based Upon Shared Parking

