

SPI-12 Development Review Committee

MEMORANDUM

TO: Charletta Wilson-Jacks, Director City of Atlanta Office of Planning

FROM: Denise Starling on behalf of the SPI-9 Design Review Committee

Date: December 10, 2012

Committee Members Present

Denise Starling, BATMA
Sally Silver, NPU-B
Ted Tarantino, MARTA
Peter Davis, NPU-B
Andrea Bennett, NPU-B
Jim Feldman, BCID

City Staff Members Present

Karl Smith-Davids

1. Proposed Development Address: City Place East Paces Ferry, Roxboro,

Applicant: Bob Hughes, HGOR (on behalf of Wellsfargo)

SAP#:

Project Scope:

Variation Requested: Master Plan

Bob Hughes, HGOR, presented a proposed master plan for the former City Place site located between Roxboro, Oak Valley and East Paces Ferry. Basic features of the proposed plan are outlined below:

- Central 2 acre park to be developed as storm water detention to service the site. Park timed to be developed with the first development site that moves forward. Park separated into two discreet pieces.
- 4 individual development parcels – which will each come in separately for review as they are developed.
- Association to be established to oversee common areas (park).
- Plan provides street network including connectivity to East Paces Ferry, Wright Ave, Kingsboro, Oak Valley and Roxboro. Roads anticipated to be dedicated to City as public roads.
- Connection to Roxboro right in right out only.
- All roads to meet streetscape requirements and are anticipated to be designed in a consistent manner throughout the development (specifically regarding sidewalk materials)

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General Observations

- Developer would like to see a road diet on East Paces Ferry to facilitate connection to Lenox MARTA station.
- There is some question as to the legal validity of the conservation easement surrounding the open space in the northeastern corner of the site that needs to be resolved.
- The road placement between parcels “B” and “C” is intentionally left somewhat flexible to be adjusted for future development opportunities.
- The committee noted the presence of a pedestrian easement through the former Starwood site that might be incorporated to provide connectivity to Lenox Road.
- The Development of the parcels is intended to be between 225’ and 600’ as dictated by the height plane.
- The city’s transportation staff comments that the transportation network is redundant and may allow for more space to be reclaimed for open space.

Recommendations

- The committee formally commends WellsFargo for working with the community through the SPI-12 rezoning process to ensure the future vision for this site is protected and defined prior to bringing the property to market.
- The committee recommends the plan be amended to ensure parcel “A” will be developed with a “gateway” element at the corner of Roxboro and East Paces Ferry. The committee recommends inclusion of additional greenspace and/or public art in this area.
- The committee recommends the City take the actions necessary to “swap” the public right-of-way previously proposed with the net street network presented in the master plan.
- The committee recommends approval of the proposed master plan with the park and street grid presented with the modifications noted above.

2. **Proposed Development Address: 3380 Peachtree road**

Applicant: Ben Curran

SAP#:

Project Scope:

Variation Requested: Second Visit

The design team returned to the DRC to outline the modifications made to the development as a result of the comments received by the committee in the prior meeting. The modifications are outlined below:

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- Pedestrian circulation opportunities have been added to the eastern side of the site as well as the rear.
- A crosswalk has been added across the back parking lot to facilitate pedestrian flow to the future greenspace should it be developed.
- The lower level park deck has been aligned and adjusted to incorporate a knock out wall to provide for future connectivity to the street network proposed in the Buckhead CID's pedestrian circulation study should it occur with the redevelopment of the Lenox Towers Property to the east.
- A new sidewalk has been incorporated to provide connectivity to Stratford Road and the northern concourse of the Buckhead MARTA station.
- Bike parking will be incorporated to exceed requirements giving the connectivity to the PATH400 multiuse trail.
- Public art will be incorporated on the Peachtree frontage to activate the front space.
- The main roof will be a white roof and the amenity lid will incorporate planters and green roof components.
- The alley on the east side of the building will be covered by a proposed wing wall.
- The back of the parking deck will be "greened" using plant materials that grow up the structure from the ground level.
- The plaza area on the front of the building has been expanded to the width of the building.
- Dog walk has been incorporated into the eastern side of the site providing both upper and lower level connectivity.

Recommendations

- The committee notes the importance of providing active uses on the Peachtree frontage and recommends the front of the building be activated more significantly than is currently proposed:
 - o Create a more direct visual connection to the front door through the incorporation of an awning or open colonnade or similar architectural feature
 - o Create a direct connection to the proposed cyber café
 - o Activate the proposed "wing wall" with public art and or articulation of the architecture
 - o Provide connectivity with adjacent Mandarin property to extent feasible
- The committee recommends the developer address the sides of the parking deck fronting Peachtree Road with architectural features that mirror the building design and break the scale of the structure.
- The committee recommends the developer address the rear parking deck to ensure it does not "turn its back" to the pedestrian activity that will be present due to the MARTA

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access and potential future pedestrian connectivity plan access. The deck should include a more overtly stated and inviting back door/entryway.

- The committee recommends working with the adjacent property owner to the extent possible to create an inviting pedestrian and bicycle connection to the northern concourse of the Buckhead MARTA station that is currently under construction treating transit and trail accessibility as a site amenity rather than an afterthought.
- The committee recommends approval of the requested reduction from three to two loading spaces.
- The committee reluctantly approves the variation to allow the active use height requirement to be articulated in the architecture rather than incorporated in the actual space. The intention of this requirement is to facilitate the incorporation of active uses such as retail and restaurants on the street frontage. The proposed variation will limit the flexibility of this space in the future should its use be redefined.
- The committee feels strongly that the proposed design, while technically meeting the zoning requirements with the variations noted above and very early in the design process, does not yet reflect the intended spirit of the zoning and desired future outcome for the area. The committee would like for the applicant to revisit the design to more thoroughly reflect the intentions of the ordinance and return before the DRC once the design is more fleshed out.