

SPI-9 Development Review Committee

MEMORANDUM

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

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

Date: January 10, 2013

Committee Members Present

Denise Starling, BATMA
Sally Silver, City Council District 7
Dwight Bell, BCID
Bob Staisowski, NPU-B

City Staff Members Present

Karl Smith-Davids

1. Proposed Development Address: 3226 Roswell Road

Applicant: Steve Bear on behalf of tenant 3226 Roswell Photography Studio

SAP#:

Project Scope: Outdoor Gondola

Variation Requested: Prior construction not properly permitted

Mr. Bear informed the committee that the proposed project is a gondola (covered deck) constructed of heavy timber construction materials behind the studio. The gondola was constructed without permits and is to be used for photography sittings.

The committee determined that setbacks were satisfied, lot coverage requirements were not exceeded, open space requirements did not apply and a Special use Permit was not necessary.

Recommendation: The committee recommends approval of the project provided the primary building remains in its use as a photography studio. The committee further recommends that the gondola shall be removed upon vacation of the property by the current tenant.

2. Proposed Development Address: Restoration Hardware (current ESPON Zone)

Applicant: Jim Woodcox, Steven Cadranel, Jessica Hill, Emmye Montagne

SAP#: not submitted

Project Scope: New Construction

Variation Requested: Several

The proposed project includes the construction of a new primary 6 story retail building for Restoration Hardware's new lifestyle vignette concept, reuse of the existing 134 space

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structured parking deck to the rear of the site with second phase one to two story retail “outparcels” between the primary retail store and the parking deck to be developed in a later phase. The plan presented is an initial concept, the SAP has yet to be filed.

Recommendations:

Required Loading. Current code requirements result in the need for two 12x35’ loading spaces to serve the development.

Recommendation: The committee recommends the plans be modified to include these two spaces in the circular drive between the main retail store and the smaller scale buildings planned for Phase 2. With this modification, no variation is necessary.

Required Parking: The current calculations require a reduction of the minimum number of spaces required from 139-144 to 134.

Recommendation: The parking calculation is not properly applied and should be recalculated assuming the following: basement counts, open air retail areas do not count, mezzanine counts, design area is calculated as office studio and vertical circulation elements are only counted one time. With these calculations, the variation is likely not necessary, however, the committee recommends approval of a reduced number of parking spaces should it still be necessary.

Lighting: The applicant noted the inclusion of uplighting in the façade and requested confirmation that the lighting was consistent with the regulations.

Recommendation: Uplighting is allowed in predominantly landscaped areas and the committee does not see a variation as necessary as currently proposed.

Architectural Design: The façade, as proposed, will include greater than the maximum amount of stucco allowable under the ordinance.

Recommendation: The committee recommends approval of the proposed building material.

Exterior Wall: the applicant requests variation from the fenestration requirements for the proposed wall between the outdoor retail spaces and the street.

Recommendation: The committee feels strongly that activation of the street is one of the key considerations for the district, particularly given the frontage on Peachtree. The committee recommends the applicant identify additional ways to eliminate the large blank walls and achieve the 65% fenestration requirements. Suggested approaches

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include: providing “cutouts,” decorative grillwork or other design techniques that allow visibility into the outdoor retail areas without compromising security for the property. The goal of this recommendation is to engage the pedestrian into the structure.

Additional Observations/Recommendations:

- The proposed plans must be updated to reflect the proper calculations for the streetscape areas which are measured from the back of curb rather than the property line as currently presented.
- Pedestrian access between the parking structure and the main building is currently not considered and must be addressed.
- The existing parking structure must be properly screened – the committee recommends screening with live vegetative materials on the side facing the internal drive.
- The committee notes that 80% of the supplemental zone must be accessible by pedestrians and this should be taken into consideration in the landscaping plan for the primary façade.
- The committee notes the importance of the interim design prior to the construction of the second (rear) phases of development and recommends the inclusion of greenspace in this area until such time as the second phase is constructed.

Proposed Development Address: 2991 North Fulton

Applicant: Tiara Crumbley

SAP#:

Project Scope: New Construction – vestibule and pedestrian ramp

Variation Requested:

The project includes the construction of a 48sf glass vestibule on the side of the building, an expanded sidewalk and a new ramp.

The applicant indicated that shared parking analysis has been conducted and submitted to the city and meets the parking requirements.

Recommendation:

The committee recommends the plans be modified to include:

- Removal of the sidewalk adjacent to the building
- Construction of a 4 foot (or wider) sidewalk along the entire front of the property
- Construction of a connecting path from the primary entrance to the sidewalk
- The primary entrance on the front of the building, not the side.

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- Incorporation of a painted striped crosswalk across the driveway to clearly indicate pedestrian areas.
- Additionally, the committee recommends the City confirm the shared parking analysis was completed properly and does indeed meet the requirements and indicated by the applicant.