

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: April 3, 2013

Committee Members Present

Denise Starling, BATMA

Sally Silver, NPU-B

John Crocker, MARTA

Peter Davis, NPU-B

Andrea Bennett, NPU-B

Jim Feldman, BCID

City Staff Members Present

Karl Smith-Davids

1. **2:00 Proposed Development Address:** Monarch Plaza

Applicant: Ray Strylchalski

SAP#:

Project Scope:

Variation Requested:

Project Details:

The applicant presented plans for modifications to the front plaza area for Monarch Plaza. Plans include the following features:

- Relocation of the existing traffic circle
- New lawn areas
- Activation of the corridor between Monarch and the Ritz Carlton with outdoor dining
- Raised speed table pedestrian crossings to slow traffic and mark pedestrian areas
- 4 large oak and magnolia trees to be retained, will remove oversized and obsolete vegetation to open views to the street and incorporate appropriately scaled vegetation.

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- Two new lawn spaces will be incorporated to enhance visual connectivity between buildings and street
- Peachtree Corridor benches will be related to niches in the seat wall that are more conducive to the property design.

Recommendations:

- The committee expressed significant concerns about the operation of the traffic circle and conflicts that are created with traffic (including buses) exiting the adjacent Ritz Carlton property. The configuration as laid out is confusing as to whether it operates as a traffic circle or a “lay by” and needs to be clarified. Several suggestions regarding reconfiguration of the island in the middle were suggested as well as incorporating clear directional signage.
- The committee recommends clearly marking the pedestrian access across the driveway to the bank teller windows to enhance connectivity with the Ritz Carlton and also improve pedestrian safety.
- The committee recommends the designation of some parking spaces on the western face of the building surface lot for incorporation of Zipcar.
- The committee recommends incorporating permeable pavers that meet ADA requirements for the arched sidewalks.
- The committee recommends incorporating active use on the street level east side of the building to enhance the visual connection between the street and the dining courtyard between Monarch and The Ritz Carlton.

2. 2:30 Proposed Development Address: 3338 Peachtree (Buckhead Grand Condominium)

Applicant: Karen Wilson, kwilson.wps@gmail.com 770-942-0688/ Mark Denyse

SAP#:

Project Scope: Monument Sign

Variation Requested:

The applicant presented sign plans which, while aesthetically attractive, did not conform to the current sign code regulation and there is no opportunity for variations regarding the sign code..

Chapter 16-28A.010 of the City of Atlanta Municipal Code, the sign Ordinance, subsection (13) states the following:

Size and height: Monument signs shall not exceed 18 feet in length and two (2) feet in width measured from the outer edges of the monument sign, and five (5) feet in base height measured from the lowest point of the elevation of the nearest sidewalk clear

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zone or pedestrian path to the highest point of the monument sign. A vertical extension shall be permitted above the five (5) feet maximum base height provided such extension does not exceed a total height of 18 feet (including the base height), eight (8) feet in length and two (2) feet in width, all measured in the same manner as stated above. Such signs, when located in the supplemental zone, shall not be situated in a manner that prohibits pedestrian circulation.