

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-12 Design Review Committee

Date: February 5, 2014

Committee Members Present

Denise Starling, BATMA

Sally Silver, NPU-B

Andrea Bennett, NPU-B

John Crocker, MARTA

Michael McLean, BCID

Peter Davis, NPU-B

Committee Members Absent

Jim Feldman, BCID

City Staff Members Present

Karl Smith-Davids

1. 1:30 Proposed Development Address: Grand Hyatt Renovation

Applicant: Vickie Smith

SAP#: not filed yet

Project Scope: Terrace renovation/enclosure of existing

Variation Requested:

Description: The existing rooftop terrace on the east façade of the building will be fully enclosed including carpeted, lighting sound system to be used as prefunction space for the ballrooms which have been recently renovated. The enclosure is 1,417 sf. The façade will match the existing building looking as an original part of the design rather than the existing temporary addition.

Recommendations Regarding Variations:

No specific variations are necessary.

Recommended Changes:

The committee would like to see significant efforts made to preserve the existing magnolia trees below the area of the addition adjacent to the parking deck entry.

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Suggested Considerations:

The committee also recommends the applicant consider materials other than EIFS for the cornice.

2. **2:00 Proposed Development Address:** Three Alliance Center

Applicant: Austin Bell

SAP#: not filed

Project Scope: New Construction

Variation Requested:

Description: The proposed development is in the early design stages. It is a 560,000 sf commercial office development with supporting retail restaurant in the lobby. This building is the final phase of the original master plan which was subject to a DRI analysis. The proposed square footage is under the threshold necessary for the DRI so does not trigger additional analysis. There are 19 levels of office, 10 levels of parking with 4 levels below the plaza grade. The building is oriented to face the plaza serving Alliance Center One and Alliance Center Two (which are under separate ownership). The applicant notes they plan to come under the requirements of the new SPI-12 code and plan to seek LEED Gold certification. The maximum height allowable is 377 feet and the proposed building is under that. The exterior of the building will have faceted glass to give it a “sparkle” effect. There are two points of vehicular access to Stratford Road and the main point of access to Lenox road through the shared plaza. The parking deck connects directly to the Two Alliance Center deck.

Recommendations Regarding Variations:

Sec 16-18L.016(4) - The committee noted the significant visual impact of the parking deck on Stratford Road as well as the direct visibility from neighboring Post Apartments and suggested aggressive and creative screening be pursued for the parking deck.

The committee noted a desire to incorporate public art into the development – particularly in the visible green areas along Lenox Road and potentially as a screening element for the parking deck per the comment above.

Section 16-18L.011 (2) The committee noted the need to meet the fenestration (65%) requirements along Lenox Road.

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Section 16-18L.009 (Table 5) Primary streetscape must be satisfied for Lenox Road. 5 foot amenity zone, 15 foot walk zone, 30 foot street tree spacing and 60 foot street light spacing.

Section 16-18L.007 (7) - the committee noted the requirement for the building tower to “step back” in the upper levels from the base SHOULD the floor plate exceed 30,000. This requirement is currently not triggered with the proposed 25,000 footprint, however, should the floor plate change this could become a consideration.

Section 16-18L.011(c)(ii) The committee noted the need to incorporate an 18 foot street level height.

Section 16-18L.011(c) The committee noted the need to incorporate active sidewalk level uses along Lenox Road. The applicant indicated this was the intention with restaurant and retail spaces.

Section – 18L.014 (3) - Sidewalk materials must be continuous across driveway aprons and curb cuts.

Section 16-18L.011(3) - Fenestration requirements along Stratford road are 25% where there is direct frontage, but not where the parcel is separated from the street by the Paramount property.

Section 16-18L.016 (6) - 3% of the parking spaces must be reserved and marked for carpool and 2% must be reserved and marked for vanpool. It is important to note that vanpool spaces need to be located where the height restrictions do not prohibit 15-foot passenger van access.

Section 16-18L.018 - The applicant must prepare and submit a Transportation Management Plan to BATMA to demonstrate how alternative modes of travel will be supported.

Section 16-18L.017 - The development must incorporate bicycle parking per Table 10. Greater of 2 spaces or 1 space per 4,000sf no more than 50 spaces.

Recommended Changes:

The committee noted the importance of connectivity to the new MARTA platform and expressed significant concern about providing a positive and easily accessible pedestrian

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experience in making this connection. The proposed design does not currently maximize the potential of this connectivity.

The committee noted concerns about the amount of traffic pressure on Stratford Road and subsequently the intersection with Peachtree Road. They suggested direct coordination with the Community Improvement District to facilitate intersection improvements as well as working with Councilman Howard Shook to craft legislation to ensure impact fees paid for the development address this specific intersection.

Suggested Considerations:

The committee recommends the applicant consider taking advantage of Section 16-18L.016(7)

Section 16-18L.016 Transit Station Area. Within the transit station areas, off-street parking spaces shall be permitted to be reserved and designated as "Transit Access Only" parking. The allocations of such spaces shall be permitted without limit and shall be coordination with the Buckhead Area Transportation Management Association.

The committee recommends the applicant coordinate with Livable Buckhead on the communitywide recycling program.

The committee suggested the applicant explore providing increased left turn stacking ability to facilitate the movement of traffic onto Lenox Road accessing GA400.

The committee requests this applicant return to the DRC once more detail is available and these concerns have been addressed.

- 3. 2:30 Proposed Development Address:** AMLI - Apartment Development City Place (Site D Roxboro Road)

Applicant: AMLI – Fred Schreiber /Cooper Carry – David Goodman

SAP#:

Project Scope: New Construction

Variation Requested:

Description: The proposed development includes 240 units of rental housing – 45% are one bedroom units, 40% 2 bedroom and 15% 3- bedroom. The site is divided into two somewhat separate pieces incorporating 180 units in the tower on the west side of the property and 60 units wrapping the parking structure to the east side of the property facing Roxboro Road. There are 423 parking spaces, bicycle parking, a recycling

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program, pet walk and the development will pursue LEED for homes certification. The park included in the master plan for this site will be built out with the first phase of development. The units wrapping the parking deck have stoops directly onto Roxboro Road.

Recommendations Regarding Variations:

Section 16-18L.012 Table 8 - The committee supports the request for a variation to reduce the required number of loading spaces from three to two.

Recommended Changes:

The committee requests the applicant include significant vegetative screening on the northern side of the parking deck to mitigate visual impacts to neighboring Grandview residents.

Suggested Considerations:

The committee recommends the applicant explore ways to provide connectivity to the conservation easement running north of the property.

4. **3:00 Proposed Development Address:** AMLI - Apartment Development City Place (Site A - East Paces Ferry)

Applicant: AMLI – Fred Scheiber /Smith Dalia

SAP#:

Project Scope: New Construction

Variation Requested:

Description: The proposed development is 400 units of rental housing - 65% studio/one bedroom and 35% two bedroom. 935sf is the average size unit and the site is 4.4 acres . There are 671 parking spaces, 9,000sf of amenity and lobby areas, as well as a rooftop deck overlooking the park.

Recommendations Regarding Variations:

Section 16-18L.011(c) The committee noted the need to incorporate active sidewalk level uses along Roxboro Road.

Section – 18L.014 (3) - Sidewalk materials must be continuous across driveway aprons and curb cuts.

Recommendations for Changes:

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The committee expressed a very strong desire to incorporate at least minimal amounts of retail to support basic residential functions to position the development as a less automobile dependent configuration. The committee does not agree with the applicant's position that this small scale retail would not be supported by the market. Several recent examples of comparable projects where this has been done successfully are currently under development in the City, including 280 Elizabeth Street in Inman Park and MARTA's King Memorial transit Station. The committee strongly encourages the applicant to reconsider their position.

The committee notes that Public Works might have an issue regarding the separation distance between the curb cuts on East Paces Ferry Road as they appear too close together.

Suggested Considerations:

The committee notes that the block is very long and suggests the applicant consider enhancing the architectural emphasis of the articulation in the façade to help break up the visual impact of the development. Emphasizing the height difference between the sections is one suggested consideration.

The committee recommends the applicant coordinate with the Buckhead Community Improvement District to address East Paces Ferry Road and explore options for enhancing street level pedestrian connectivity to the Lenox MARTA station.

The committee notes that the intersection of Roxboro and East Paces Ferry is a significant point of entry to Buckhead and recommends the applicant ensure the southeastern corner of the site be addressed to maximize the experience and sense of arrival to the community.

5. 3:30 Proposed Development Address: AC Marriott Hotel Wieuca at Peachtree

Applicant: Cooper Carry – Lee Ayers

SAP#:

Project Scope: New Construction

Variation Requested:

Description: A new 6-story Marriott brand hotel under a new Spanish AC brand is being launched across the country. The brand is described as “design forward” and “sexy,” catering to millennials. Price points are high, there is no conference/meeting space, but

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there is an indoor pool and 2 levels of parking which connect at the bottom level vehicularly and for pedestrians on the top level. The proposed development also includes a future phase of development on the Peachtree frontage with an outparcel for anticipated restaurant development which will come before the committee separately.

Recommendations Regarding Variations:

Wieuca Road is the primary street for all street-space requirements, and Longleaf should be treated as a local street. The following requirements should be satisfied.

Section 16-18L.011(3) Fenestration requirements along Longleaf/Service road are 25%

Section 16-18L.011(c) Active uses shall be provided within buildings and parking structures for the entire length of said building façade except ingress and egress points into parking structures of loading areas. (Wieuca Road Back of House functions).

Section 16-18L.011 (5)(a) entrances shall be architecturally articulated and face, be visible from, and be directly accessible from the adjacent public sidewalk. The use of fire escape, entrance only and exit only doors as primary entrances is prohibited. (Wieuca Road entrance).

Recommendations for Changes:

The committee recommends the applicant work with Simon Properties to facilitate pedestrian connectivity from the hotel across the Nordstrom parking deck to the mall (i.e. striping).

Suggested Considerations:

The committee recommends the applicant explore opportunities to incorporate hotel signage on Phipps Boulevard at Longleaf- within sign ordinance requirements - to facilitate accessibility and avoidance of the Wieuca Road intersection.

The committee recommends providing Buc shuttle connectivity to the extent same is consistent with the site plan. The committee recommends that the driveway from Wieuca onto the property be permanently limited to ingress only.

The committee does not need to see the hotel back, however, when the future outparcel is developed, it will need to be presented to the committee.