

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: March 10, 2014

Committee Members Present

Denise Starling, BATMA

Sally Silver, NPU-B

Andrea Bennett, NPU-B

Jim Feldman, BCID

John Crocker, MARTA

Peter Davis, NPU-B

Committee Members Absent

Michael McLean, BCID

City Staff Members Present

Karl Smith-Davids

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.

SPI-12 Development Review Committee

Recommendations Regarding Variations: The following recommendations include those made in the previous month's meeting along with a statement in italics noting the extent to which the concern was addressed by the applicant in the follow-up meeting.

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 reference for this requirement was incorrect – it should be Section 16-18L. This requirement has been addressed in the plans presented to the committee on March 5, 2014.

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.

This issue was not addressed directly, however, the applicant indicated in passing an intention to incorporate art into the plaza level of the development.

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

This requirement has been addressed in the plans presented to the committee on March 5, 2014.

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.

This requirement has been addressed in the plans presented to the committee on March 5, 2014.

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.

SPI-12 Development Review Committee

This requirement has been addressed in the plans presented to the committee on March 5, 2014.

Section 16-18L.0112(b)(c)(ii) The minimum sidewalk-level floor to ceiling height for primary streets shall be 18 feet as measured vertically from the ground floor to the structural ceiling, not including drop ceilings or other interior ceiling treatments within the sidewalk level floor space.

The applicant has noted the need for a variation to this section as their proposed height is four inches below the 18 feet requirements. The committee recommends approval of this variation.

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.

This requirement has been addressed in the plans presented to the committee on March 5, 2014.

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

This requirement has been addressed in the plans presented to the committee on March 5, 2014.

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.

This requirement has been addressed in the plans presented to the committee on March 5, 2014.

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.

SPI-12 Development Review Committee

This requirement has been addressed in the plans presented to the committee on March 5, 2014.

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.

This requirement has been addressed in the plans presented to the committee on March 5, 2014.

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.

This requirement has been addressed in the plans presented to the committee on March 5, 2014.

Section 16-18L.011(5)(a) Pedestrian entrances shall be architecturally articulated, and face, be visible from and be directly accessible from the adjacent public sidewalk.

The committee noted concerns about the current access provided to Lenox Road and does not deem it adequate to satisfy this requirement. The committee recommends the applicant incorporate a more substantial point of entry from this primary roadway to be in compliance with this section. The applicant indicated a desire to achieve this and noted the need to incorporate a ramp system for ADA accessibility. These changes need to be reflected on the plans in greater detail or noted on the SAP application that such access will be subject to a future SAP when the Tenant is identified in order to have tenant input in the design of the access

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

This recommendation is being addressed through the minimum width of the walkway being ten feet, the adjacent parking deck being fenestrated and landscaping.

SPI-12 Development Review Committee

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.

The applicant is working with the CID and Councilman Shook to pursue this recommendation.

The committee noted concerns about providing more direct pedestrian walkways in the plaza area – specifically on the east side of the drop off to Three Alliance to facilitate direct pedestrian movement to One Alliance Center.

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 coordinated with the Buckhead Area Transportation Management Association.

The applicant has explored this suggestion and is unable to accommodate it in the design.

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

The applicant has coordinated with Livable Buckhead and will participate in the communitywide recycling program as suggested by the committee.

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

The applicant has indicated that they are exploring this suggestion with neighboring property owner Highwoods Properties.

The committee commends the applicant for addressing all of the noted considerations and does not need to see the applicant back for further review of the proposed plans.