

BLUR WORK SHOP

MEMORANDA

DATE: October 2, 2015

FROM: Peter Green, Principal
BLUR Workshop LLC

TO: Buckhead/Lenox SPI-12 Development/Design Review Committee

PROJECT: KEFI Buckhead
Project No. 18024

SUBJECT: KEFI Special Administrative Permit

CC: KEFI Team
BLUR Team

KEFI Buckhead is the prototype for a new family entertainment venue that will provide family-focused entertainment, children's play and learning activities. With an impressive group of highly accomplished business and design professionals, KEFI is being developed with the intent to provide upscale cutting-edge technology-rich play areas as well as traditional indoor play zones for children of all ages. With dedicated interactive areas focused on music, story-telling and group play combined with a retail-oriented toy outlet, coffee bar, meeting/party spaces, and parent lounges, the developers plan to roll the concept out to numerous venues nationally. This venue is targeted to young families living in the Buckhead and surrounding areas.

KEFI will occupy the space previously housing the HH Gregg electronics retailer (Suite D) in Buckhead Triangle Shopping Center (3637 Peachtree Rd). The space is on the lower level of the center that is bounded by Wieuca Road and Roxboro Road. The property is leased by Selig.

I. CURRENT ZONING INFORMATION

- A. SPI-12, SA-1, C-3
- B. Leasable Space: 28,693 SF
- C. Parking total for Buckhead Triangle: 366 parking spaces
- D. Parking ratio: 3.76 spaces per 1000 SF of leasable space.
- E. Residential Units: 0
- F. Leased space building height: Approximately 28'-0" to low parapet
- G. Stair/elevator tower low parapet height: Approximately 38'-0"
- H. Stair elevator tower roof height: 72'-0"
- I. Loading Dock: 1 provided with (2) 12'x35' spaces available
- J. Bicycle Parking: 0

II. PROPOSED ZONING INFORMATION

- A. SPI-12, SA-1, C-3

- B. Proposed Leasable Space: 34,193 SF. Existing ground floor: 28,693. KEFI proposes to add a mezzanine of approximately 5500 SF. The mezzanine will provide separation between play areas and parent lounges and other spaces while allowing visual connection.
- C. Proposed parking total for Buckhead Triangle: 361. KEFI's lease allows the removal of the 5 existing spaces in front of the space. The resultant curb level spaces will be used for exterior terraces. The resultant total does not exceed value in table 9: SPI-12
- D. Proposed parking ratio: 3.53 spaces per 1000 SF of leasable space. The reduction of 5 spaces and the addition of 5500 SF mezzanine will provide a parking ratio 3.53 per 1000SF.
- E. Proposed Residential Units: 0
- F. Proposed Leased space building height: Approximately 28'-0" to low parapet
- G. Proposed Stair/elevator tower low parapet height: Approximately 38'-0"
- H. Proposed Stair elevator tower roof height: 72'-0"
- I. Proposed Loading Dock: 1 provided with (2) 12'x35' spaces available
- J. Proposed Bicycle Parking: 9 spaces (1 per 4,000 SF per table 10:SPI-12).

III. PROPOSED OCCUPANCY

- A. The proposed lease space will be a mixed-use occupancy including primarily play areas (A-3), Coffee shop (A-2), bleacher seating (A-5), Daycare area (E), Retail (M), and Storage (S). All of these areas are permitted uses per table 1:SPI-12.
- B. The occupancy for all areas will be calculated based on occupancy factors per City of Atlanta, State of Georgia, and IBC 2012 and Life Safety 2012 building codes. The owner has targeted between 500 and 750 occupants as a maximum. Calculated loads will be higher. Per COA code interpretation 2016-IBC-001, the owner will post a lower occupancy.

IV. PROPOSED EXTERIOR IMPROVEMENTS

- A. Proposed vertical tensile screen wall. This screen will extend over the existing post-modern façade of the space. The current experience is a dated expression that has minimal windows and is more fitting of a pure retail space. The screen will provide a fresh, clean appearance indicating a substantial experience within. The screen will be approximately 126'-0" long and 38'-0" high, made of steel tubes and white fabric.
- B. Proposed additional windows. We will increase fenestration in 2 areas of the façade, adding approximately 400 SF total.
- C. Revised mechanical area. We will reduce the footprint of the mechanical yard to increase exterior terrace space with potted plants.
- D. Infill 5 parking spaces. We will fill 5 spaces in at the front of the space to provide enhanced terrace seating and outdoor seating for the coffee shop.
- E. Re-cladding solid façade elements. We will clad the existing multiple masonry and EIFS piers at the main entry to create a unified expression. Back lit photographs of happy children will be mounted on either side of the entrance.
- F. Added graphics to upper stair tower windows. Back lit photographs of happy children will be mounted on all four sides of the stair tower over the existing clerestory windows.
- G. New screen wall. We will add a solid screen wall at the end of the tensile screen wall to provide some privacy for the new terraces. Existing access to the elevator and stair will be maintained.
- H. KEFI and Coffee shop signage. We will add KEFI and coffee shop signage to the tensile screen wall. Signage will be approximately 100 SF each, Additional KEFI signage would be added to the stair tower.

End of Memorandum.

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BUCKHEAD DRC PRESENTATION

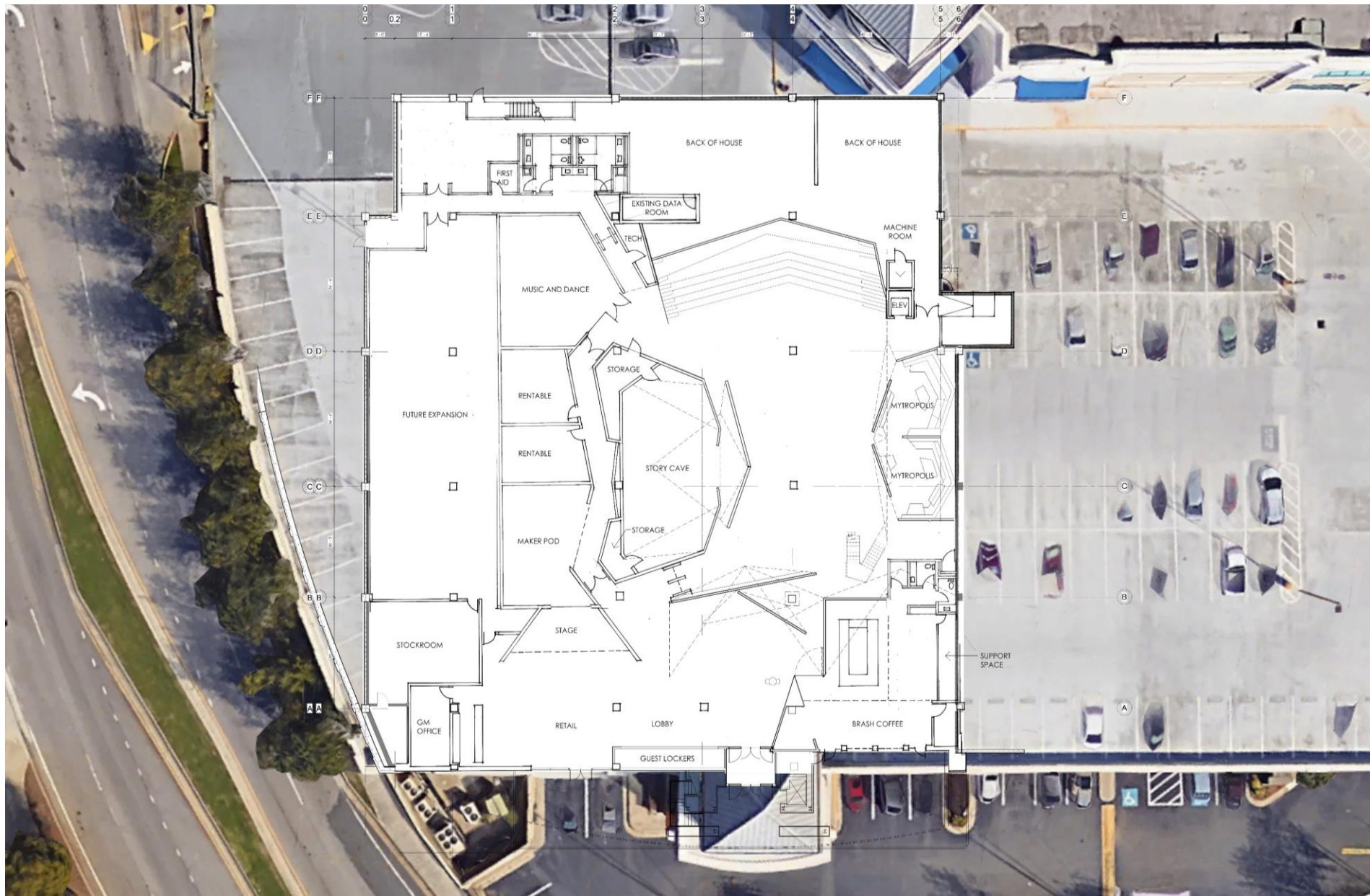
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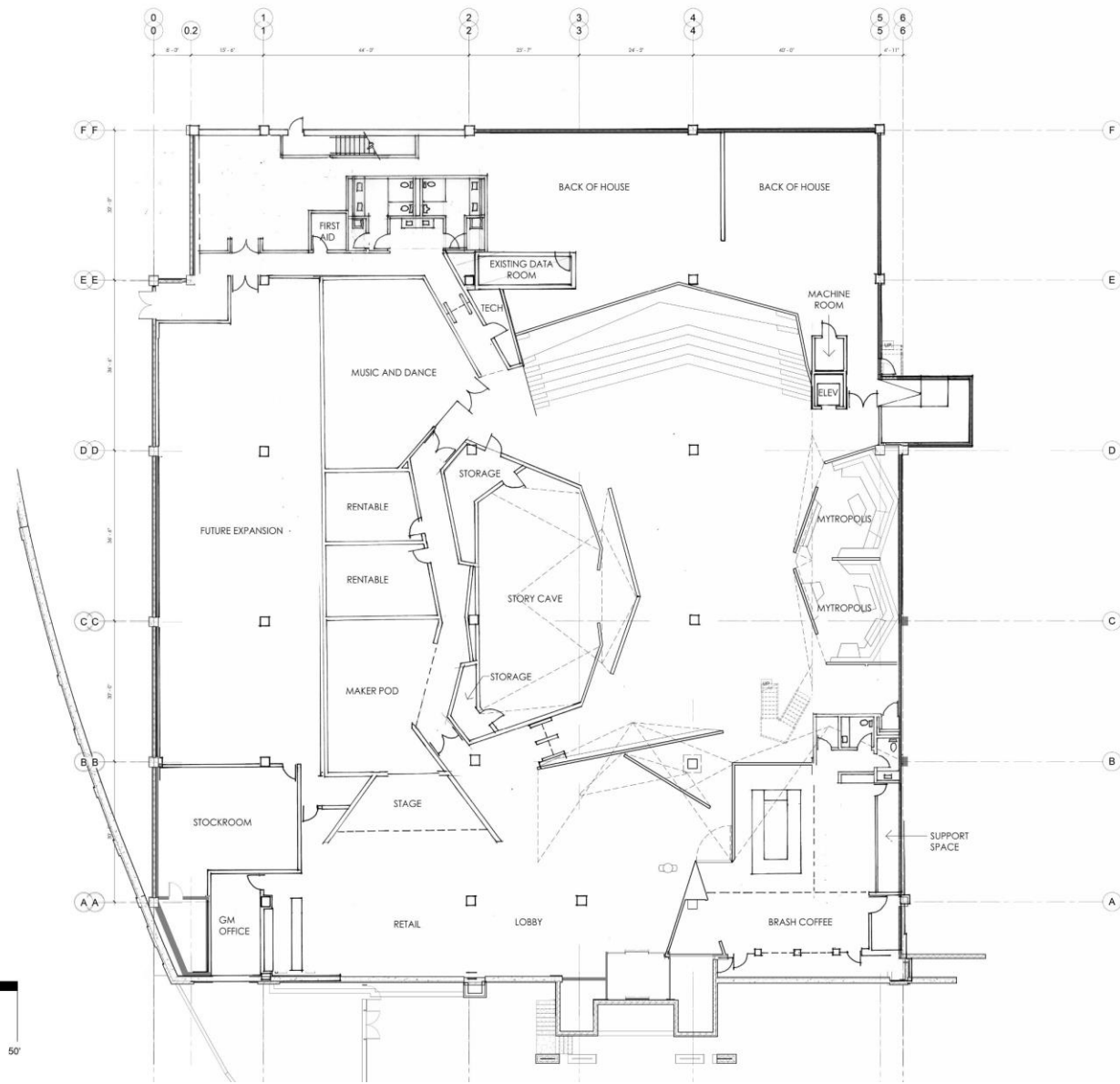
SITE PLAN



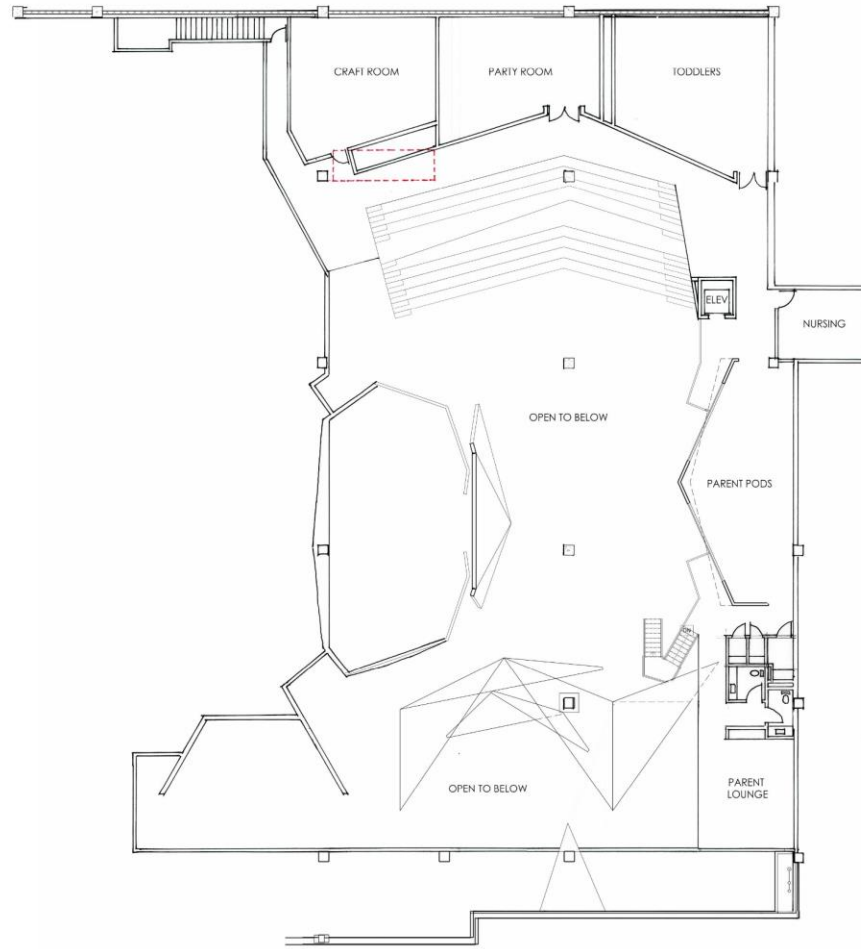
SITE PLAN



SITE PLAN



PROPOSED FLOOR PLAN | LEVEL 1



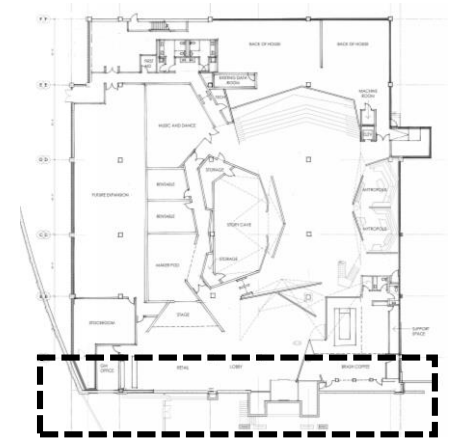
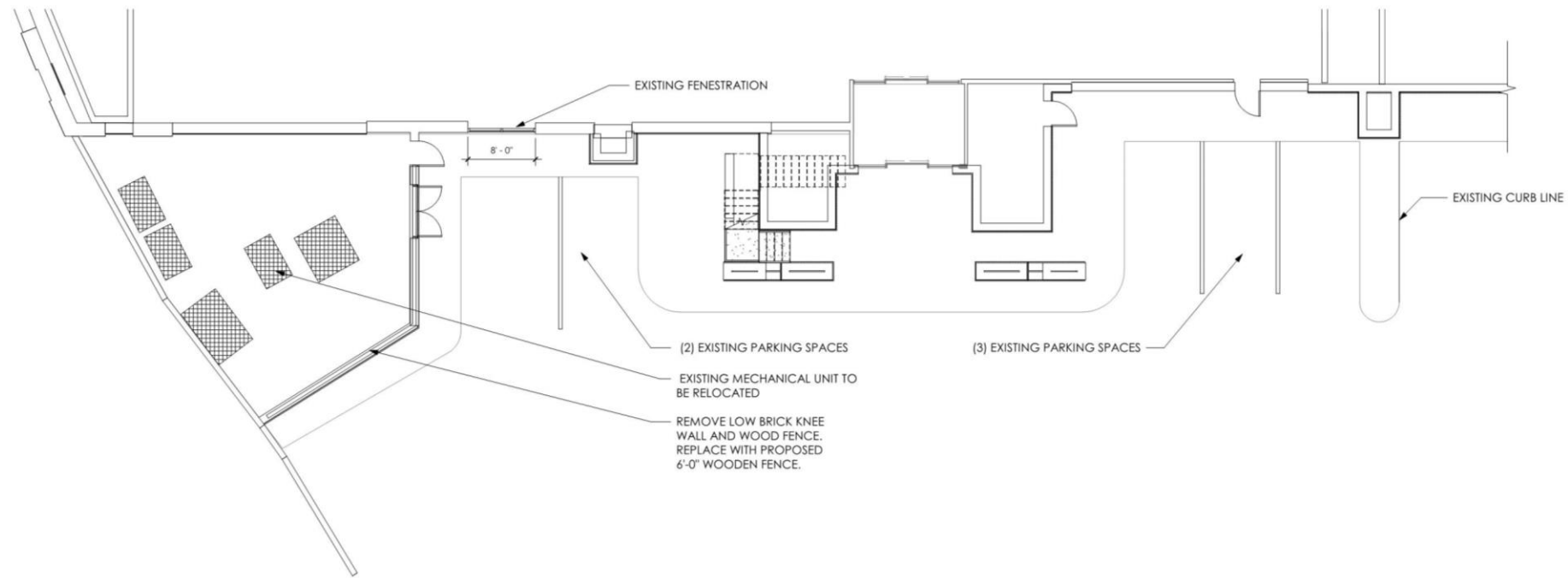
PROPOSED FLOOR PLAN | MEZZANINE LEVEL



EXISTING EXTERIOR CONDITIONS



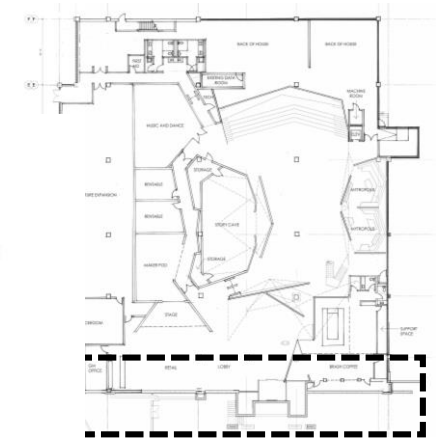
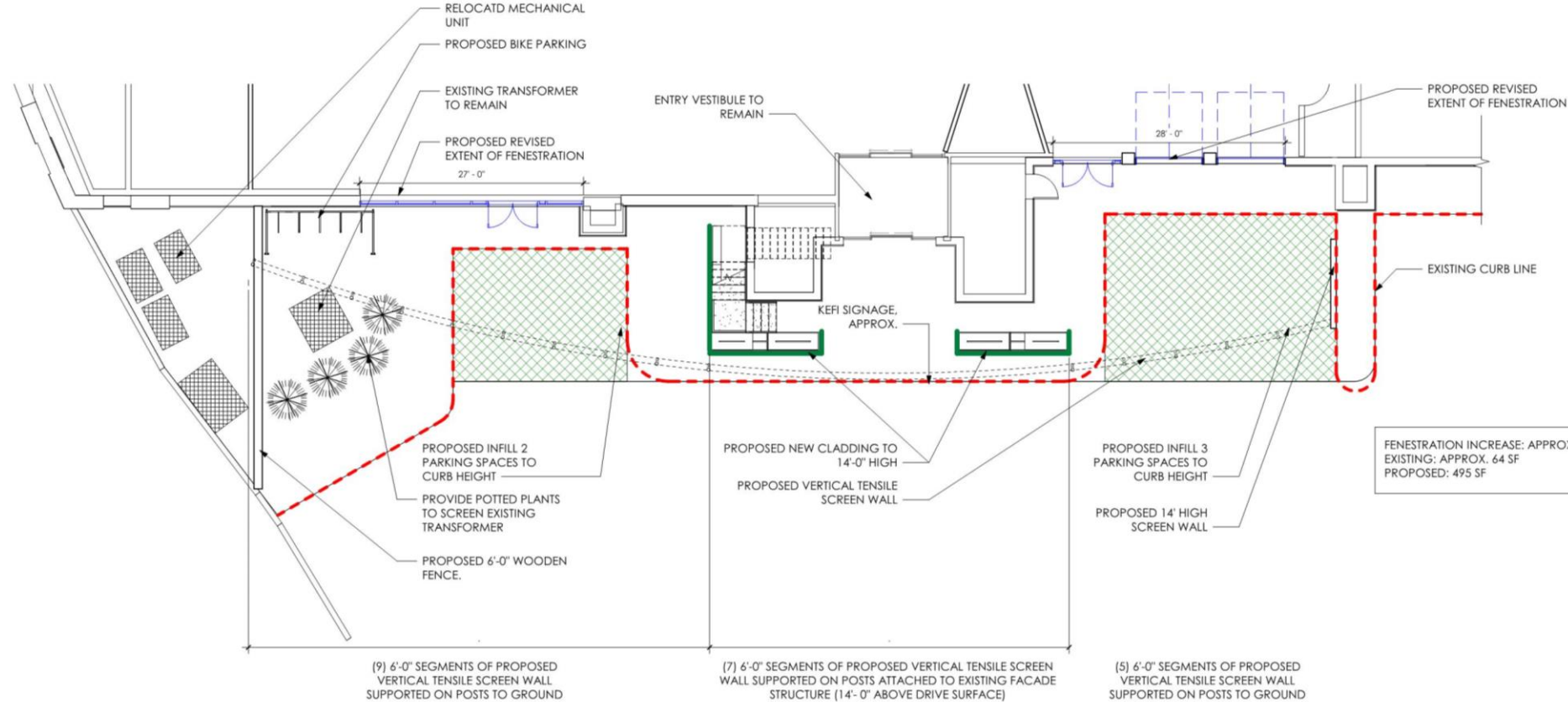
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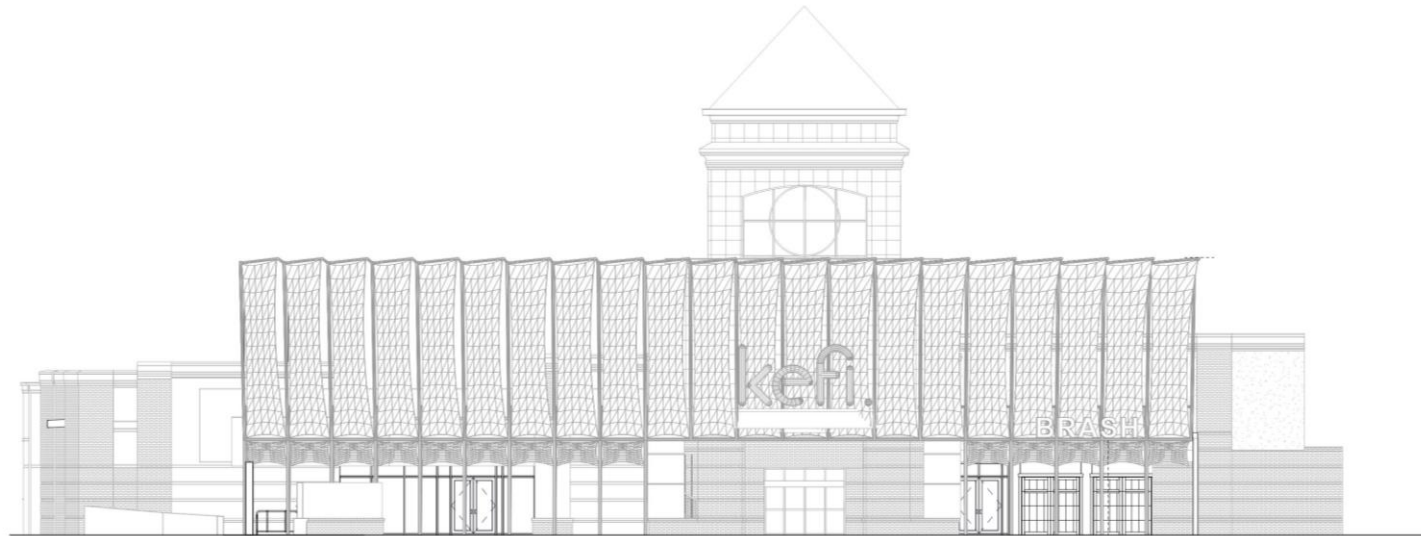
KEY PLAN



EXISTING EXTERIOR CONDITIONS



PROPOSED EXTERIOR IMPROVEMENTS



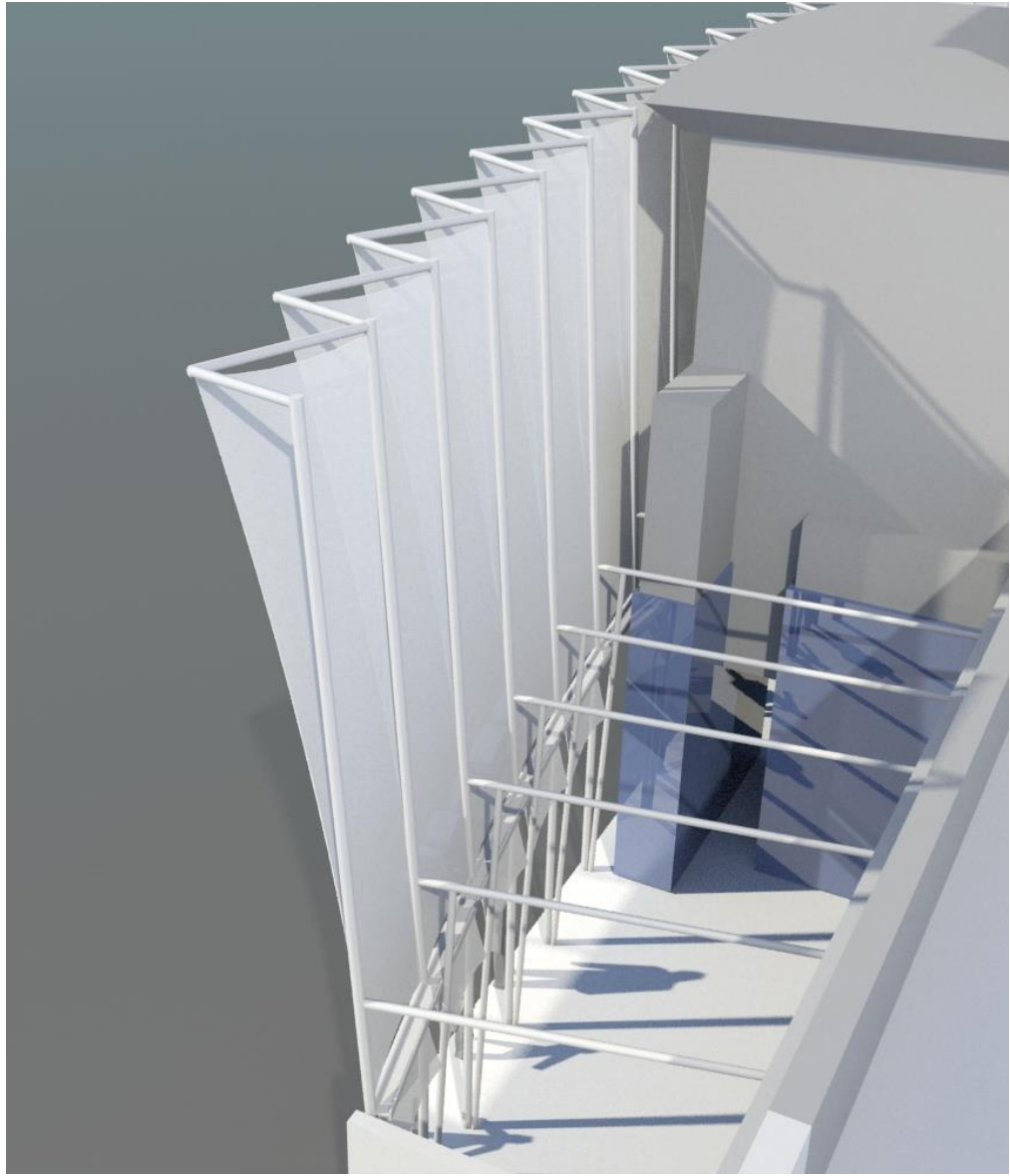
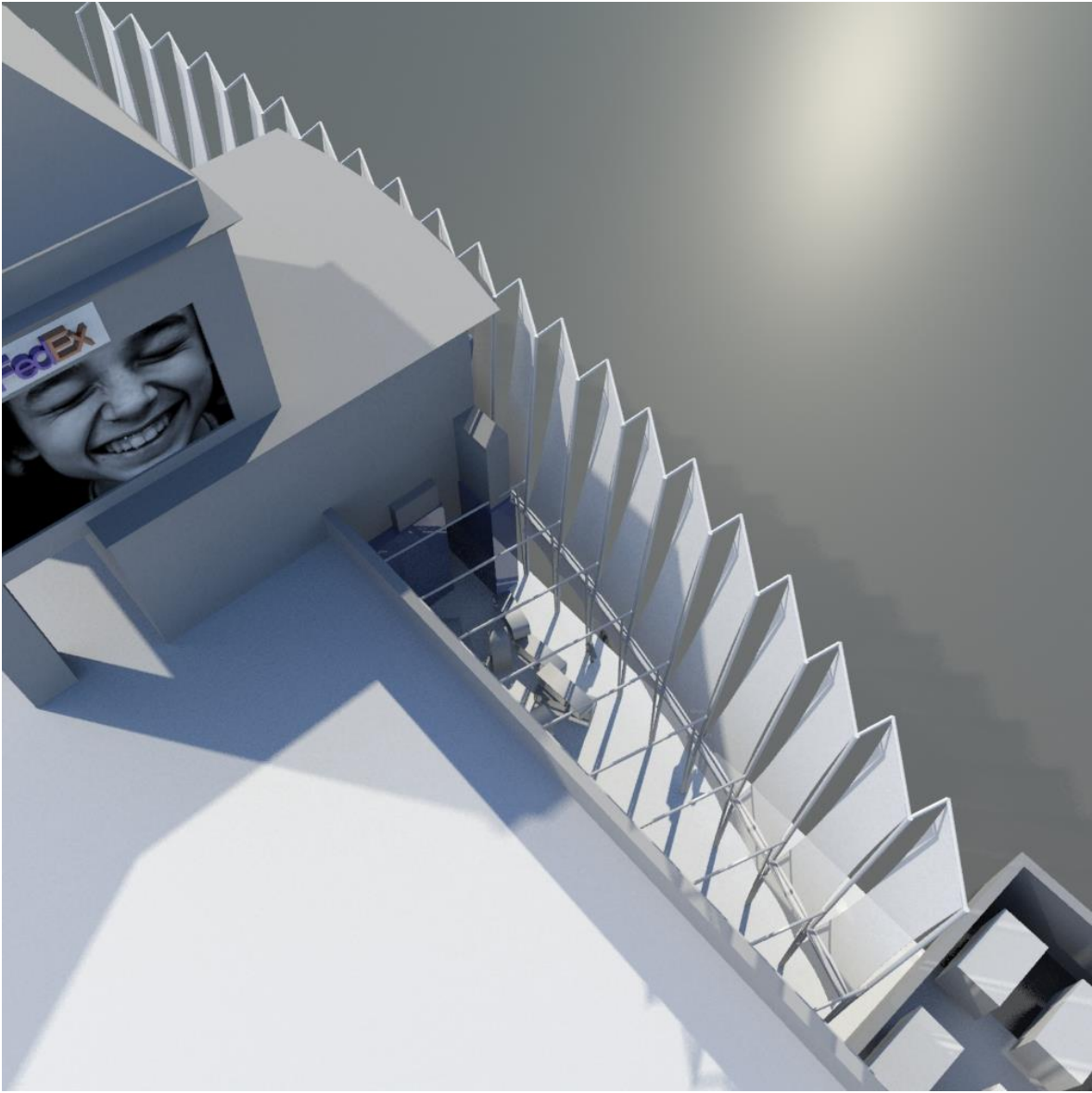
PROPOSED FAÇADE IMPROVEMENTS | FRONT ELEVATION



PROPOSED FAÇADE IMPROVEMENTS



PROPOSED FAÇADE IMPROVEMENTS | KEFI ENTRANCE



PROPOSED FAÇADE IMPROVEMENTS

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