



# REGIONAL REVIEW NOTIFICATION

Atlanta Regional Commission • 40 Courtland Street NE, Atlanta, Georgia 30303 • ph: 404.463.3100 • fax: 404.463.3105 • www.atlantaregional.com

**DATE:** Dec 20 2006

**ARC REVIEW CODE:** R612203

**TO:** Mayor Shirley Franklin  
**ATTN TO:** Shelley Peart, Bureau of Planning  
**FROM:** Charles Krautler, Director

NOTE: This is digital  
signature. Original on file.

The Atlanta Regional Commission (ARC) has received the following proposal and is initiating a regional review to seek comments from potentially impacted jurisdictions and agencies. The ARC requests your comments regarding related to the proposal not addressed by the Commission's regional plans and policies.

**Name of Proposal:** 1075 Peachtree

**Review Type:** Development of Regional Impact

**Description:** 1075 Peachtree is a proposed mixed use development located on two acres in the City of Atlanta. The proposed development is expected to consist of 700,000 square feet of office, a 400 room hotel, 40,000 square feet of retail space, and 96 residential condominiums with an 1,820 space on site parking garage. The proposed development is located on Peachtree Street between 11th and 12th Street. Access to the proposed development will be located along 11th Street, Juniper Street, and 12th Street.

**Submitting Local Government:** City of Atlanta

**Date Opened:** Dec 20 2006

**Deadline for Comments:** Jan 3 2006

**Earliest the Regional Review can be Completed:** Jan 19 2006

## THE FOLLOWING LOCAL GOVERNMENTS AND AGENCIES ARE RECEIVING NOTICE OF THIS REVIEW:

ARC LAND USE PLANNING  
ARC DATA RESEARCH  
GEORGIA DEPARTMENT OF NATURAL RESOURCES  
METRO ATLANTA RAPID TRANSIT AUTHORITY

ARC TRANSPORTATION PLANNING  
ARC AGING DIVISION  
GEORGIA DEPARTMENT OF TRANSPORTATION  
MIDTOWN ALLIANCE

ARC ENVIRONMENTAL PLANNING  
GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS  
GEORGIA REGIONAL TRANSPORTATION AUTHORITY  
FULTON COUNTY

## Attached is information concerning this review.

If you have any questions regarding this review, Please call Haley Fleming, Review Coordinator, at (404) 463-3311. If the ARC staff does not receive comments from you by 2006-01-03, we will assume that your agency has no additional comments and we will close the review. Comments by email are strongly encouraged.

The ARC review website is located at: <http://www.atlantaregional.com/landuse> .



# REGIONAL REVIEW NOTIFICATION

Atlanta Regional Commission • 40 Courtland Street NE, Atlanta, Georgia 30303 • ph: 404.463.3100 • fax:404.463.3105 • www.atlantaregional.com



## DEVELOPMENT OF REGIONAL IMPACT

### DRI- REQUEST FOR COMMENTS

Instructions: The project described below has been submitted to this Regional Development Center for review as a Development of Regional Impact (DRI). A DRI is a development of sufficient project of sufficient scale or importance that it is likely to have impacts beyond the jurisdiction in which the project is actually located, such as adjoining cities or neighboring counties. We would like to consider your comments on this proposed development in our DRI review process. Therefore, please review the information about the project included on this form and give us your comments in the space provided. The completed form should be returned to the RDC on or before the specified return deadline.

Preliminary Findings of the RDC: **1075 Peachtree** *See the Preliminary Report .*

Comments from affected party (attach additional sheets as needed):

Individual Completing form:

Local Government:

Department:

Telephone: (     )

Signature:

Date:

***Please Return this form to:***

Haley Fleming, Atlanta Regional Commission  
40 Courtland Street NE  
Atlanta, GA 30303  
Ph. (404) 463-3311 Fax (404) 463-3254  
[hffleming@atlantaregional.com](mailto:hffleming@atlantaregional.com)

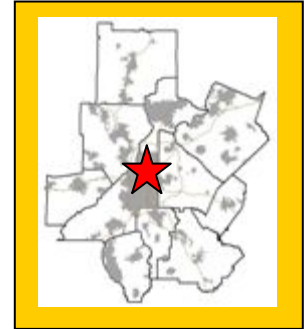
**Return Date: Jan 3 2006**

Preliminary Report:	December 20, 2006	<b>DEVELOPMENT OF REGIONAL IMPACT REVIEW REPORT</b>	Project:	1075 Peachtree #1283
Final Report Due:	January 19, 2007		Comments Due By:	January 3, 2007

## **PRELIMINARY REPORT SUMMARY**

### **PROPOSED DEVELOPMENT:**

1075 Peachtree is a proposed mixed use development located on two acres in the City of Atlanta. The proposed development is expected to consist of 700,000 square feet of office, a 400 room hotel, 40,000 square feet of retail space, and 96 residential condominiums with an 1,820 space on site parking garage. The proposed development is located on Peachtree Street between 11<sup>th</sup> and 12<sup>th</sup> Street. Access to the proposed development will be located along 11<sup>th</sup> Street, Juniper Street, and 12<sup>th</sup> Street.



### **PROJECT PHASING:**

The project is being proposed in one phase with a project build out date for 2010.

### **GENERAL**

According to information on the review form or comments received from potentially affected governments:

**Is the proposed project consistent with the host-local government's comprehensive plan? If not, identify inconsistencies.**

The project site is currently zoned SPI-16. The development is being proposed under the existing zoning. The DRI trigger for this development is a request for and SAP with the City of Atlanta. Information submitted for the review states that the City of Atlanta's Future Land Use Plan designates the area as a high density commercial and is consistent with the City's Future Land Use Plan.

**Is the proposed project consistent with any potentially affected local government's comprehensive plan? If not, identify inconsistencies.**

This will be determined based on comments received from potentially impacted local governments.

**Will the proposed project impact the implementation of any local government's short-term work program? If so, how?**

This will be determined based on comments received from potentially impacted local governments.

**Will the proposed project generate population and/or employment increases in the Region? If yes, what would be the major infrastructure and facilities improvements needed to support the increase?**

Yes, the proposed development would increase the need for services in the area for existing and future residents.

Preliminary Report:	December 20, 2006	<b>DEVELOPMENT OF REGIONAL IMPACT REVIEW REPORT</b>	Project:	1075 Peachtree #1283
Final Report Due:	January 19, 2007		Comments Due By:	January 3, 2007

**What other major development projects are planned near the proposed project?**

The ARC has reviewed other major development projects, known as Area Plan (1984 to 1991) or as a DRI (1991 to present), within two miles radius of the proposed project.

<b>2006</b>	<b>1010 Peachtree Street</b>
<b>2005</b>	<b>Twelve 14<sup>th</sup> Street</b>
<b>2005</b>	<b>7<sup>th</sup> Street</b>
<b>2003</b>	<b>1180 Peachtree Street and ASO</b>
<b>2003</b>	<b>Midtown Grand</b>
<b>2001</b>	<b>Midtown Park</b>
<b>2000</b>	<b>West Peachtree Villas</b>
<b>2000</b>	<b>Millennium Midtown</b>
<b>2000</b>	<b>Midtown West Marietta Street MUD</b>
<b>1997</b>	<b>Atlantic Steel</b>
<b>1992</b>	<b>GLG Park Plaza</b>
<b>1992</b>	<b>GLG Center</b>
<b>1991</b>	<b>Peachtree at 14<sup>th</sup> Street</b>
<b>1989</b>	<b>Mospar Mixed Use Development</b>
<b>1988</b>	<b>AT&amp;T Promenade</b>
<b>1988</b>	<b>1100 Peachtree Building</b>
<b>1987</b>	<b>Mayfair</b>
<b>1987</b>	<b>Juniper Street</b>
<b>1986</b>	<b>Peachtree Point</b>

**Will the proposed project displace housing units or community facilities? If yes, identify and give number of units, facilities, etc.**

Based on information submitted for the review, the site is currently occupied by a parking lot and vacant building.

**Will the development cause a loss in jobs? If yes, how many?**

No.

**Is the proposed development consistent with regional plans and policies?**

ARC staff is seeking comments from the City of Atlanta and Midtown Alliance concerning the realignment of the eastern leg of 11<sup>th</sup> Street so to eliminate the need for side-street split phase. Realigning the street would improve upon the existing grid system. During a preliminary review, staff believes that with the redevelopment of this property, there is an opportunity to make such a improvement.

Preliminary Report:	December 20, 2006	<b>DEVELOPMENT OF REGIONAL IMPACT REVIEW REPORT</b>	Project:	1075 Peachtree #1283
Final Report Due:	January 19, 2007		Comments Due By:	January 3, 2007

The proposed development at 1075 Peachtree Street meets many of ARC's Regional Development Policies. The proposed development is located within an existing urban core. The proposed development promotes ARC's RDP Policies 1-6, which encourage development strategies and investments that accommodate the forecasted population and employment growth more efficiently, guiding an increased share of new development into activity centers, transportation corridors, and central business districts, increasing opportunities for mixed use and transportation choices.

The ARC forecasts population and employment growth in the City of Atlanta over the next 25 years. ARC forecasts a population of over 32,000 residents within the Midtown area and an employment base of greater than 90,000 jobs. The incorporation of this mix of uses in a vertical design will continue to ensure high quality livability and quality of life in Midtown while accommodating the employment and housing growth pressures that Downtown and Midtown Atlanta are experiencing. This development will contribute to further alleviating the jobs to housing imbalance in Midtown Atlanta, forecasted to be 2.71 in the year 2030 as compared to 6.01 in the year 2000.

Preliminary Report:	December 20, 2006	<b>DEVELOPMENT OF REGIONAL IMPACT REVIEW REPORT</b>	Project:	1075 Peachtree #1283
Final Report Due:	January 19, 2007		Comments Due By:	January 3, 2007

## **PRELIMINARY REPORT**

### **Regional Development Plan Policies**

1. Provide sustainable economic growth in all areas of the region.
2. Encourage new homes and jobs within existing developed areas of the region, focusing on principal transportation corridors, the Central Business District, activity centers, and town centers.
3. Increase opportunities for mixed use development, transit-oriented development, infill, and redevelopment.
4. At strategic regional locations, plan and retail industrial and freight land uses.
5. Design transportation infrastructure to protect the context of adjoining development and provide a sense of place appropriate for our communities.
6. Promote the reclamation of Brownfield development sites.
7. Protect the character and integrity of existing neighborhoods, while also meeting the needs of communities to grow.
8. Encourage a variety of homes styles, densities, and price ranges in locations that are accessible to jobs and services to ensure housing for individuals and families of all incomes and age groups.
9. Promote new communities that feature greenspace and neighborhood parks, pedestrian scale, support transportation options, and provide an appropriate mix of uses and housing types.
10. Promote sustainable and energy efficient development.
11. Protect environmentally-sensitive areas including wetlands, floodplains, small water supply watersheds, rivers and stream corridors.
12. Increase the amount, quality, and connectivity, and accessibility of greenspace.
13. Provide strategies to preserve and enhance historic resources
14. Through regional infrastructure planning, limit growth in undeveloped areas of the region
15. Assist local governments to adopt growth management strategies that make more efficient use of existing infrastructure.
16. Inform and involve the public in planning at regional, local, and neighborhood levels.
17. Coordinate local policies and regulations to support Regional Policies
18. Encourage the development of state and regional growth management policy.

### **BEST LAND USE PRACTICES**

Practice 1: Keep vehicle miles of travel (VMT) below the area average. Infill developments are the best at accomplishing this. The more remote a development the more self contained it must be to stay below the area average VMT.

Practice 2: Contribute to the area's jobs-housing balance. Strive for a job-housing balance with a three to five mile area around a development site.

Preliminary Report:	December 20, 2006	<b>DEVELOPMENT OF REGIONAL IMPACT REVIEW REPORT</b>	Project:	1075 Peachtree #1283
Final Report Due:	January 19, 2007		Comments Due By:	January 3, 2007

Practice 3: Mix land uses at the finest grain the market will bear and include civic uses in the mix.

Practice 4: Develop in clusters and keep the clusters small. This will result in more open space preservation.

Practice 5: Place higher-density housing near commercial centers, transit lines and parks. This will enable more walking, biking and transit use.

Practice 6: Phase convenience shopping and recreational opportunities to keep pace with housing. These are valued amenities and translate into less external travel by residents if located conveniently to housing.

Practice 7: Make subdivisions into neighborhoods with well-defined centers and edges. This is traditional development.

Practice 8: Reserve school sites and donate them if necessary to attract new schools. This will result in neighborhood schools which provide a more supportive learning environment than larger ones.

Practice 9: Concentrate commercial development in compact centers or districts, rather than letting it spread out in strips.

Practice 10: Make shopping centers and business parks into all-purpose activity centers. Suburban shopping centers and their environs could be improved by mixing uses and designing them with the pedestrian amenities of downtowns.

Practice 11: Tame auto-oriented land uses, or at least separate them from pedestrian-oriented uses. Relegate “big box” stores to areas where they will do the least harm to the community fabric.

## BEST TRANSPORTATION PRACTICES

Practice 1: Design the street network with multiple connections and relatively direct routes.

Practice 2: Space through-streets no more than a half-mile apart or the equivalent route density in a curvilinear network.

Practice 3: Use traffic-calming measures liberally. Use short streets, sharp curves, center islands, traffic circles, textured pavements, speed bumps and raised crosswalks.

Practice 4: Keep speeds on local streets down to 20 mph.

Practice 5: Keep speeds on arterials and collectors down to 35 mph (at least inside communities).

Practice 6: Keep all streets as narrow as possible and never more than four traffic lanes wide. Florida suggests access streets 18 feet, subcollectors 26 feet, and collectors from 28 feet to 36 feet depending on lanes and parking.

Practice 7: Align streets to give buildings energy-efficient orientations. Allow building sites to benefit from sun angles, natural shading and prevailing breezes.

Practice 8: Avoid using traffic signals wherever possible and always space them for good traffic progression.

Practice 9: Provide networks for pedestrians and bicyclists as good as the network for motorists.

Practice 10: Provide pedestrians and bicyclists with shortcuts and alternatives to travel along high-volume streets.

Practice 11: Incorporate transit-oriented design features.

Practice 12: Establish TDM programs for local employees. Ridesharing, modified work hours, telecommuting and others.

## BEST ENVIRONMENTAL PRACTICES

Practice 1: Use a systems approach to environmental planning. Shift from development orientation to basins or ecosystems planning.

Practice 2: Channel development into areas that are already disturbed.

Practice 3: Preserve patches of high-quality habitat, as large and circular as possible, feathered at the edges and connected by wildlife corridors. Stream corridors offer great potential.

Practice 4: Design around significant wetlands.

Practice 5: Establish upland buffers around all retained wetlands and natural water bodies.

Practice 6: Preserve significant uplands, too.

Practice 7: Restore and enhance ecological functions damaged by prior site activities.

Practice 8: Detain runoff with open, natural drainage systems. The more natural the system the more valuable it will be for wildlife and water quality.

Practice 9: Design man-made lakes and stormwater ponds for maximum environmental value. Recreation, stormwater management, wildlife habitat and others.

Preliminary Report:	December 20, 2006	<b>DEVELOPMENT OF REGIONAL IMPACT REVIEW REPORT</b>	Project:	1075 Peachtree #1283
Final Report Due:	January 19, 2007		Comments Due By:	January 3, 2007

Practice 10: Use reclaimed water and integrated pest management on large landscaped areas. Integrated pest management involves controlling pests by introducing their natural enemies and cultivating disease and insect resistant grasses.

Practice 11: Use and require the use of Xeriscape™ landscaping. Xeriscaping™ is water conserving landscape methods and materials.

## BEST HOUSING PRACTICES

Practice 1: Offer “life cycle” housing. Providing integrated housing for every part of the “life cycle.”

Practice 2: Achieve an average net residential density of six to seven units per acre without the appearance of crowding. Cluster housing to achieve open space.

Practice 3: Use cost-effective site development and construction practices. Small frontages and setbacks; rolled curbs or no curbs; shared driveways.

Practice 4: Design of energy-saving features. Natural shading and solar access.

Practice 5: Supply affordable single-family homes for moderate-income households.

Practice 6: Supply affordable multi-family and accessory housing for low-income households.

Practice 7: Tap government housing programs to broaden and deepen the housing/income mix.

Practice 8: Mix housing to the extent the market will bear.

## LOCATION

### **Where is the proposed project located within the host-local government's boundaries?**

The project is located in the City of Atlanta. The project site approximately 2 acres bounded by 12<sup>th</sup> Street to the north, 11<sup>th</sup> Street to the south, Juniper Street to the east, and Peachtree Street to the west.

### **Will the proposed project be located close to the host-local government's boundary with another local government? If yes, identify the other local government.**

The proposed development is entirely within the City of Atlanta.

### **Will the proposed project be located close to land uses in other jurisdictions that would benefit, or be negatively impacted, by the project? Identify those land uses which would benefit and those which would be negatively affected and describe impacts.**

The proposed development is surrounded by existing commercial, office, and residential uses. The Federal Reserve is located across Peachtree Street from the proposed development.

## ECONOMY OF THE REGION

According to information on the review form or comments received from potentially affected governments:

### **What new taxes will be generated by the proposed project?**

Estimated value of the development is \$250,000,000 with an expected \$2,500,000 in annual local tax revenues.

### **How many short-term jobs will the development generate in the Region?**





Preliminary Report:	December 20, 2006	<b>DEVELOPMENT OF REGIONAL IMPACT REVIEW REPORT</b>	Project:	1075 Peachtree #1283
Final Report Due:	January 19, 2007		Comments Due By:	January 3, 2007

Short-term jobs will depend upon construction schedule.

**Is the regional work force sufficient to fill the demand created by the proposed project?**

Yes.

**In what ways could the proposed development have a positive or negative impact on existing industry or business in the Region?**

To be determined during the review.

### **NATURAL RESOURCES**

**Will the proposed project be located in or near wetlands, groundwater recharge area, water supply watershed, protected river corridor, or other environmentally sensitive area of the Region? If yes, identify those areas.**

This project is proposed on a site that has no streams and is almost entirely impervious in a dense urban area. Stormwater will be handled by the City stormwater system.

### **HISTORIC RESOURCES**

**Will the proposed project be located near a national register site? If yes, identify site.**

None have been identified.

**In what ways could the proposed project create impacts that would damage the resource?**

Not applicable.

**In what ways could the proposed project have a positive influence on efforts to preserve or promote the historic resource?**

Not applicable.

### **INFRASTRUCTURE**

#### **Transportation**

#### **Georgia Regional Transportation Authority Review Findings**

**How many site access points will be associated with the proposed development? What are their locations?**

A total of six access points are associated with this proposed development.

- One access point, located on 11<sup>th</sup> Street, will service the retail, condominium and hotel traffic.



Preliminary Report:	December 20, 2006	<b>DEVELOPMENT OF REGIONAL IMPACT REVIEW REPORT</b>	Project:	1075 Peachtree #1283
Final Report Due:	January 19, 2007		Comments Due By:	January 3, 2007

- One access point, located on 11<sup>th</sup> Street, will strictly serve egress office traffic only.
- One access point, located on 11<sup>th</sup> Street, will serve as a loading, unloading and valet parking loop for the hotel.
- One access point, located on Juniper, will serve office traffic.
- One access point, located on Juniper, will serve loading, service and maintenance vehicles.
- One access point will be located on 12<sup>th</sup> Street and will serve office traffic.

**How much traffic (both average daily and peak am/pm) will be generated by the proposed project?**

Street Smarts performed the transportation analysis. GRTA and ARC review staff agreed with the methodology and assumptions used in the analysis. The net trip generation is based on the rates published in the 7<sup>th</sup> edition of the Institute of Transportation Engineers (ITE) Trip Generation report; they are listed in the following table:

Land Use	A.M. Peak Hour			P.M. Peak Hour			24-Hour
	Enter	Exit	2-Way	Enter	Exit	2-Way	2-Way
96 Condominiums	11	46	57	30	18	48	586
400 Room Hotel	139	89	228	125	111	236	3208
700,000 sq ft Office Space	783	107	890	147	716	863	5969
40,000 sq ft Retail Space	55	35	90	164	178	342	3744
Reductions	-228	-95	-323	-230	-326	-556	-5820
<b>TOTAL NEW TRIPS</b>	<b>760</b>	<b>182</b>	<b>942</b>	<b>236</b>	<b>697</b>	<b>933</b>	<b>7687</b>

**What are the existing traffic patterns and volumes on the local, county, state and interstate roads that serve the site?**

Incorporating the trip generation results, the transportation consultant distributed the traffic on the current roadway network. An assessment of the existing Level of Service (LOS) and projected LOS based on the trip distribution findings helps to determine the study network. The results of this exercise determined the study network, which has been approved by ARC and GRTA. If analysis of an intersection or roadway results in a substandard LOS "D", then the consultant recommends improvements.

Projected traffic volumes from the Regional Travel Demand Model are compared to the assigned capacity of facilities within the study network. This data is used to calculate a volume to capacity (V/C) ratio. The V/C ratio values that define the LOS thresholds vary depending on factors such as the type of terrain traversed and the percent of the road where passing is prohibited. LOS A is free-flow traffic from 0 to 0.3, LOS B is decreased free-flow from 0.31 to 0.5, LOS C is limited mobility from 0.51 to 0.75, LOS D is restricted mobility from 0.76 to 0.9, LOS E is at or near capacity from 0.91 to 1.00, and LOS F is breakdown flow with a V/C ratio of 1.01 or above. As a V/C ratio reaches 0.8, congestion increases. The V/C ratios for traffic in various network years are presented in the following table. Any facilities that have a V/C ratio of 1.0 or above are considered congested.

Preliminary Report:	December 20, 2006	<b>DEVELOPMENT OF REGIONAL IMPACT REVIEW REPORT</b>	Project:	1075 Peachtree #1283
Final Report Due:	January 19, 2007		Comments Due By:	January 3, 2007

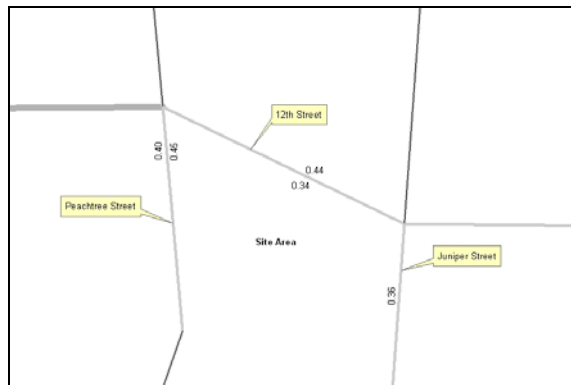
## V/C Ratios



**2005 AM Peak**



**2005 PM Peak**



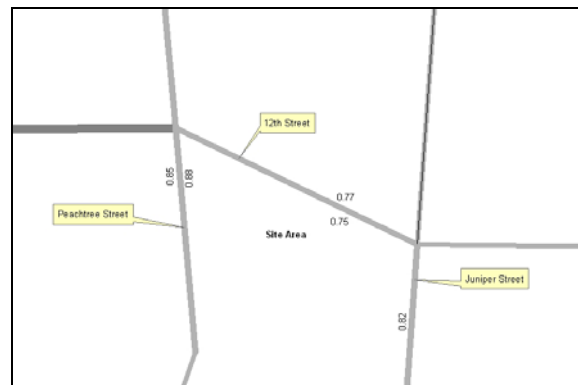
**2010 AM Peak**



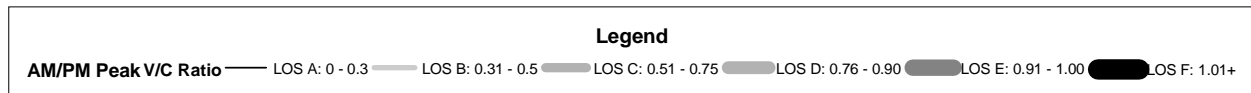
**2010 PM Peak**



**2030 AM Peak**



**2030 PM Peak**



For the V/C ratio graphic, the data is based on 2005, 2010 and 2030 A.M./P.M. peak volume data generated from ARC's travel demand model for Mobility 2030, the 2030 RTP and the FY 2006-2011 TIP, approved in March of 2006. The travel demand model incorporates lane addition improvements and updates to the network as appropriate. As the life of the RTP progresses, volume and/or V/C ratio data may appear inconsistent due to (1) effect of implementation of nearby new or expanded facilities or (2) impact of socio-economic data on facility types.

Preliminary Report:	December 20, 2006	<b>DEVELOPMENT OF REGIONAL IMPACT REVIEW REPORT</b>	Project:	1075 Peachtree #1283
Final Report Due:	January 19, 2007		Comments Due By:	January 3, 2007

**List the transportation improvements that would affect or be affected by the proposed project.**

**2006-2011 TIP\***

ARC Number	Route	Type of Improvement	Scheduled Completion Year
AT-200	PEACHTREE STREET	Multi-Use Bike/Ped Facility	2007
AT-204	10TH STREET	Pedestrian Facility	2008
AT-208	JUNIPER STREET	Multi-Use Bike/Ped Facility	2008

**2030 RTP\***

ARC Number	Route	Type of Improvement	Scheduled Completion Year
N/A	N/A	N/A	N/A

*\*The ARC Board adopted the 2030 RTP and FY 2006-2011 TIP on February 22, 2006. USDOT approved on March 30<sup>th</sup>, 2006.*

**Summarize the transportation improvements as recommended by consultant in the traffic study for 1075 Peachtree Mixed-Use Site.**

According to the findings, there will be some capacity deficiencies as a result of future year **background** traffic. The transportation consultant has made recommendations for improvements to be carried out in order to upgrade the existing level of service.

**Peachtree Street at 10<sup>th</sup> Street**

- Add a northbound through lane on Peachtree Street with a receiving lane on the other side of the intersection.
- Add an eastbound through lane on 10<sup>th</sup> Street.
- Add a southbound right-turn lane on Peachtree Street.
- Add a westbound right-turn lane on 10<sup>th</sup> Street.
- Optimize traffic signal timing.

According to the findings, there will be some capacity deficiencies as a result of future year **total** traffic. The transportation consultant has made recommendations for improvements to be carried out in order to upgrade the existing level of service. The recommendations stated in the no-build condition are also applicable to the build condition.

**Peachtree Street at 11<sup>th</sup> Street**

- Add a northbound through lane on Peachtree Street with a receiving lane on the other side of the intersection.
- Add a westbound left-turn lane on 11<sup>th</sup> Street.
- Optimize traffic signal timing.

Preliminary Report:	December 20, 2006	<b>DEVELOPMENT OF REGIONAL IMPACT REVIEW REPORT</b>	Project:	1075 Peachtree #1283
Final Report Due:	January 19, 2007		Comments Due By:	January 3, 2007

**Is the site served by transit? If so, describe type and level of service and how it will enhance or be enhanced by the presence of transit? Are there plans to provide or expand transit service in the vicinity of the proposed project?**

There are several transit opportunities in the vicinity of the proposed project. MARTA rail service operates two stations within walking distance of the site: Midtown station (1/4 mile from the project) and Arts Center Station (1/2 mile from the site). Additionally, MARTA bus service (Route 10-Peachtree), Cobb Community Transit, GRTA Xpress and Gwinnett County Transit all service the Midtown area, in the vicinity of the site.

**What transportation demand management strategies does the developer propose (carpool, flex-time, transit subsidy, etc.)?**

None proposed.

The development **PASSES** the ARC's Air Quality Benchmark test.

<b>Air Quality Impacts/Mitigation (based on ARC strategies)</b>	<b>Credits</b>	<b>Total</b>
Where Retail/Office is dominant, FAR >.8		6%
Where Office is dominant, 10% Residential or 10% Retail		4%
w/in 1/4 mile of Bus Stop (CCT, MARTA, Other)		3%
w/in 1/2 mile of MARTA Rail Station		5%
Bike/ped networks that meet Mixed Use or Density target and connect to adjoining uses		5%
<b>Total</b>		<b>23%</b>

**What are the conclusions of this review? Is the transportation system (existing and planned) capable of accommodating these trips?**

According to the impact analysis in the traffic study, several intersections will operate below acceptable levels of service in both the future year background and future year total conditions prior to the implementation of the recommended improvements. Several of the recommended improvements require the widening of urban streets in a heavily built area. These suggested improvements are cost prohibitive in this urban environment and would disturb the character of the neighborhood on a scale far greater than the congestion produced by the proposed development. It is suggested that focus be placed on the signal optimization recommendations and other more context sensitive traffic management solutions.

## **INFRASTRUCTURE**

### **Wastewater and Sewage**

Based on regional averages, wastewater is estimated at 0.298 MGD.

Preliminary Report:	December 20, 2006	<b>DEVELOPMENT OF REGIONAL IMPACT REVIEW REPORT</b>	Project:	1075 Peachtree #1283
Final Report Due:	January 19, 2007		Comments Due By:	January 3, 2007

**Which facility will treat wastewater from the project?**

Information submitted with the review states that the R.M Clayton plant will provide wastewater treatment for the proposed development.

**What is the current permitted capacity and average annual flow to this facility?**

The capacity of R.M.Clayton is listed below

PERMITTED CAPACITY MMF, MGD <sup>1</sup>	DESIGN CAPACITY MMF, MGD	2001 MMF, MGD	2008 MMF, MGD	2008 CAPACITY AVAILABLE +/-, MGD	PLANNED EXPANSION	REMARKS
No flow limit	122	99	120	2	None. Plan before EPD to permit plant at design capacity consistent with draft Chattahoochee River Model.	Existing Consent Decree with the U.S. EPA and Georgia EPD require CSO and SSO improvements throughout City of Atlanta wastewater system by 2207 and 2014, respectively.

*MMF: Maximum Monthly Flow. Mgd: million of gallons per day.*

<sup>1</sup> Source: Metropolitan North Georgia Water Planning District **SHORT-TERM WASTEWATER CAPACITY PLAN**, August 2002.

**What other major developments will be served by the plant serving this project?**

ARC has reviewed a number of major developments that will be served by this plant.

**INFRASTRUCTURE**

**Water Supply and Treatment**

**How much water will the proposed project demand?**

Water demand also is estimated at 0.300 MGD based on regional averages.

**How will the proposed project's demand for water impact the water supply or treatment facilities of the jurisdiction providing the service?**

Information submitted with the review suggests that there is sufficient water supply capacity available for the proposed project.

**INFRASTRUCTURE**

**Solid Waste**

**How much solid waste will be generated by the project? Where will this waste be disposed?**

Preliminary Report:	December 20, 2006	<b>DEVELOPMENT OF REGIONAL IMPACT REVIEW REPORT</b>	Project:	1075 Peachtree #1283
Final Report Due:	January 19, 2007		Comments Due By:	January 3, 2007

Information submitted with the review 6,661 tons of solid waste per year.

**Will the project create any unusual waste handling or disposal problems?**

No.

**Are there any provisions for recycling this project's solid waste?**

None stated.

## **INFRASTRUCTURE**

### **Other facilities**

**According to information gained in the review process, will there be any unusual intergovernmental impacts on:**

- **Levels of governmental services?**
- **Administrative facilities?**
- **Schools?**
- **Libraries or cultural facilities?**
- **Fire, police, or EMS?**
- **Other government facilities?**
- **Other community services/resources (day care, health care, low income, non-English speaking, elderly, etc.)?**

To be determined during the review.

## **HOUSING**

**Will the proposed project create a demand for additional housing?**

No, the project will provide an additional 96 housing units that will include high rise condos.

**Will the proposed project provide housing opportunities close to existing employment centers?**

Yes, once developed, this project will provide housing opportunities for existing employment centers.

**Is there housing accessible to the project in all price ranges demanded?**

Preliminary Report:	December 20, 2006	<b>DEVELOPMENT OF REGIONAL IMPACT REVIEW REPORT</b>	Project:	1075 Peachtree #1283
Final Report Due:	January 19, 2007		Comments Due By:	January 3, 2007

The site proposed for the development is located in Census Tract 11.00. This tract had a 20.8 percent increase in number of housing units from 2000 to 2003 according to ARC's Population and Housing Report. The report shows that 4 percent of the housing units are single-family, compared to 69 percent for the region; thus indicating a variety of housing options around the development area.

**Is it likely or unlikely that potential employees of the proposed project will be able to find affordable\* housing?**

Likely, assuming the development is approved with multiple price ranges of housing.

\* Defined as 30 percent of the income of a family making 80 percent of the median income of the Region – FY 2000 median income of \$51,649 for family of 4 in Georgia.



Your DRI ID NUMBER for this submission is: **1283**  
 Use this number when filling out a DRI REVIEW REQUEST.  
 Submitted on: 12/6/2006 12:20:13 PM

## DEVELOPMENT OF REGIONAL IMPACT

### Fulton County Initial DRI Information (Form1b)

This form is intended for use by local governments within the Metropolitan Region Tier that are also within the jurisdiction of the Georgia Regional Transportation Authority (GRTA). The form is to be completed by the city or county government for submission to your Regional Development Center (RDC), GRTA and DCA. This form provides basic project information that will allow the RDC to determine if the project appears to meet or exceed applicable DRI thresholds. Local governments should refer to both the Rules for the DRI Process 110-12-3 and the DRI Tiers and Thresholds established by DCA.

### Local Government Information

Submitting Local Government:	City of Atlanta
*Individual completing form and Mailing Address:	Shelley Peart City of Atlanta 55 Trinity Avenue, Suite 3350 Atlanta, GA 30303
Telephone:	404-330-6781
Fax:	404-658-7491
E-mail ( <b>only one</b> ):	<a href="mailto:speart@atlantaga.gov">speart@atlantaga.gov</a>

\*Note: The local government representative completing this form is responsible for the accuracy of the information contained herein. If a project is to be located in more than one jurisdiction and, in total, the project meets or exceeds a DRI threshold, the local government in which the largest portion of the project is to be located is responsible for initiating the DRI review process.

### Proposed Project Information

Name of Proposed Project:	1075 Peachtree Street	
Development Type	Description of Project	Thresholds
Mixed Use	700000 SF Office Tower; 400 Room Hotel; 40000 SF Retail; 96 Condos	<a href="#">View Thresholds</a>
Developer / Applicant and Mailing Address:	Daniel Corporation / Larry Stephens 1100 Spring Street, Suite 730 Atlanta, GA 30309	
Telephone:	404-978-0802	
Fax:	404-978-0808	
Email:	<a href="mailto:lstephens@danielrealty.com">lstephens@danielrealty.com</a>	
Name of property owner(s) if different from developer/applicant:	Michael C. and Andrew C. Carlos	
Provide Land-Lot-District Number:	17th District, LL 106	
What are the principal streets or roads providing vehicular access to the site?	Peachtree Street, 11th Street, 12th Street, Juniper Street	
Provide name of nearest street(s) or intersection:	Peachtree & 11th Street, 12th Street & Peachtree, Juniper Street & 11th Street	
Provide geographic coordinates (latitude/longitude) of the center of the proposed project (optional):	33d, 47', 01"N / 84d, 22', 58"W	
If available, provide a link to a website providing a general location map of the proposed project (optional). ( <a href="http://www.mapquest.com">http://www.mapquest.com</a> or <a href="http://www.mapblast.com">http://www.mapblast.com</a> are helpful sites to use.):		

Is the proposed project entirely located within your local government's jurisdiction?	Y
If yes, how close is the boundary of the nearest other local government?	DeKalb County 2 miles
If no, provide the following information:	
In what additional jurisdictions is the project located?	
In which jurisdiction is the majority of the project located? (give percent of project)	Name: (NOTE: This local government is responsible for initiating the DRI review process.)
	Percent of Project:
Is the current proposal a continuation or expansion of a previous DRI?	N
If yes, provide the following information (where applicable):	Name:
	Project ID:
	App #:
The initial action being requested of the local government by the applicant is:	Variance, Sewer, Water, Permit
What is the name of the water supplier for this site?	City of Atlanta Bureau of Water
What is the name of the wastewater treatment supplier for this site?	City of Atlanta
Is this project a phase or part of a larger overall project?	N
If yes, what percent of the overall project does this project/phase represent?	
Estimated Completion Dates:	This project/phase: April 2010 Overall project:

### Local Government Comprehensive Plan

Is the development consistent with the local government's comprehensive plan, including the Future Land Use Map?	Y
If no, does the local government intend to amend the plan/map to account for this development?	
If amendments are needed, when will the plan/map be amended?	

### Service Delivery Strategy

Is all local service provision consistent with the countywide Service Delivery Strategy?	Y
If no, when will required amendments to the countywide Service Delivery Strategy be complete?	

### Land Transportation Improvements

Are land transportation or access improvements planned or needed to support the proposed project?	Y
If yes, how have these improvements been identified:	
Included in local government Comprehensive Plan or Short Term Work Program?	
Included in other local government plans (e.g. SPLOST/LOST Projects, etc.)?	
Included in an official Transportation Improvement Plan (TIP)?	
Developer/Applicant has identified needed improvements?	

Other (Please Describe):  
Refer to traffic analysis prepared by Street Smarts dated December 2006

Y

Submitted on: 12/15/2006 5:18:02 PM

## DEVELOPMENT OF REGIONAL IMPACT DRI Review Initiation Request (Form2a)

### Local Government Information

Submitting Local Government:	City of Atlanta
Individual completing form:	Shelley Peart
Telephone:	404-330-6781
Fax:	404-658-7491
Email ( <b>only one</b> ):	<a href="mailto:speart@atlantaga.gov">speart@atlantaga.gov</a>

### Proposed Project Information

Name of Proposed Project:	1075 Peachtree Street
DRI ID Number:	1283
Developer/Applicant:	Daniel Corporation
Telephone:	404-978-0802
Fax:	404-978-0808
Email(s):	lstephens@danialrealty

### DRI Review Process

Has the RDC identified any additional information required in order to proceed with the official regional review process? (If no, proceed to Economic Impacts.)	N
If yes, has that additional information been provided to your RDC and, if applicable, GRTA?	
If no, the official review process can not start until this additional information is provided.	

### Economic Impacts

Estimated Value at Build-Out:	\$250,000,000.00
Estimated annual local tax revenues (i.e., property tax, sales tax) likely to be generated by the proposed development:	\$2,500,000.00
Is the regional work force sufficient to fill the demand created by the proposed project?	Y
If the development will displace any existing uses, please describe (using number of units, square feet., etc): Yes, night club (25,000 Sf) and pay parking (80,000 SF)	

### Community Facilities Impacts

#### Water Supply

Name of water supply provider for this site:	City of Atlanta
What is the estimated water supply demand to be generated by the project, measured in Millions of Gallons Per Day (MGD)?	0.300 MGD
Is sufficient water supply capacity available to serve the proposed project?	Y
If no, are there any current plans to expand existing water supply capacity?	
If there are plans to expand the existing water supply capacity, briefly describe below:	
If water line extension is required to serve this project, how much additional line (in miles) will be required?	135' (0.025 miles)

### Wastewater Disposal

Name of wastewater treatment provider for this site:	City of Atlanta
What is the estimated sewage flow to be generated by the project, measured in Millions of Gallons Per Day (MGD)?	0.298 MGD
Is sufficient wastewater treatment capacity available to serve this proposed project?	Y
If no, are there any current plans to expand existing wastewater treatment capacity?	
If there are plans to expand existing wastewater treatment capacity, briefly describe below:	
If sewer line extension is required to serve this project, how much additional line (in miles) will be required?	610' (0.116 miles)

### Land Transportation

How much traffic volume is expected to be generated by the proposed development, in peak hour vehicle trips per day? (If only an alternative measure of volume is available, please provide.)	See Street Smarts Analysis, December 2006
Has a traffic study been performed to determine whether or not transportation or access improvements will be needed to serve this project?	Y
If yes, has a copy of the study been provided to the local government?	Y
If transportation improvements are needed to serve this project, please describe below: See Traffic and Transportation Analysis prepared by Street Smarts, Inc. dated December 2006	

### Solid Waste Disposal

How much solid waste is the project expected to generate annually (in tons)?	6,661 tons
Is sufficient landfill capacity available to serve this proposed project?	Y
If no, are there any current plans to expand existing landfill capacity?	
If there are plans to expand existing landfill capacity, briefly describe below:	
Will any hazardous waste be generated by the development? If yes, please explain below:	N

### Stormwater Management

What percentage of the site is projected to be impervious surface once the proposed development has been constructed?	95%
Is the site located in a water supply watershed?	N
If yes, list the watershed(s) name(s) below:	
Describe any measures proposed (such as buffers, detention or retention ponds, pervious parking areas) to mitigate the project's impacts on stormwater management:	

### Environmental Quality

Is the development located within, or likely to affect any of the following:	
1. Water supply watersheds?	N
2. Significant groundwater recharge areas?	N
3. Wetlands?	N
4. Protected mountains?	N
5. Protected river corridors?	N
If you answered yes to any question 1-5 above, describe how the identified resource(s) may be affected below:	
Has the local government implemented environmental regulations consistent with the Department of Natural Resources' Rules for Environmental Planning Criteria?	

Is the development located within, or likely to affect any of the following:

1. Floodplains?	N
2. Historic resources?	N
3. Other environmentally sensitive resources?	N

If you answered yes to any question 1-3 above, describe how the identified resource(s) may be affected below:

# midtown development review committee

<b>Project Address:</b>	<b>1075 Peachtree Street (Phase 2 of 12<sup>th</sup> &amp; Midtown, a multi-block development)</b>
<b>Zoning Classification:</b>	SPI-16/SA1
<b>First Review:</b>	11/9/06 to be followed by Community Partners Review Process
<b>Follow-up Review:</b>	<b>12/7/06</b>
<b>Project Type:</b>	Construction of whole-block, second phase of large mixed use project on both sides of signature Peachtree Street including office, retail, hotel, conference center, and residences.
<b>Presenter</b> <b>Contact Information</b>	<ul style="list-style-type: none"> <li>Steve Baile, Daniel Corporation, <a href="mailto:SBaile@DanielRealty.com">SBaile@DanielRealty.com</a></li> <li>Scott Selig, Selig Enterprises, <a href="mailto:scottselig@seligenterprises.com">scottselig@seligenterprises.com</a></li> <li>Bonnie Dean, <a href="mailto:bdean@seligenterprises.com">bdean@seligenterprises.com</a></li> <li>Robert Alden, Rule Joy Trammell and Rubio, <a href="mailto:ralden@rjtplusr.com">ralden@rjtplusr.com</a></li> <li>Dan Joy, Rule Joy Trammell and Rubio, <a href="mailto:djoy@rjtplusr.com">djoy@rjtplusr.com</a></li> </ul>
<b>Members Present:</b>	<ul style="list-style-type: none"> <li><b>Cliff Altekruse</b>, business/property owner within SPI-16 or SPI-17 appointed by NPU-E</li> <li><b>Sandra Altekruse</b>, Midtown Neighbors Association</li> <li><b>Penelope Cheroff</b>, Ansley Park Civic Association</li> <li><b>Terry McKittrick</b>, resident within Juniper East appointed by Midtown Alliance</li> <li><b>Jeff Landau</b>, business owner within Midtown Residential appointed by Midtown Alliance</li> <li><b>John Threadgill</b>, business owner/resident within SPI-16 SA-1 appointed by Midtown Alliance</li> <li><b>Alan Hanratty</b>, district resident, property or business owner appointed by NPU-E</li> <li><b>David Green</b>, district institutions/non-profit rep as appointed by Midtown Alliance</li> </ul>
<b>Members Absent:</b>	<ul style="list-style-type: none"> <li><b>Scott Pendergrast</b>, MARTA representative (appointed by MARTA)</li> </ul>
<b>Staff Present:</b>	<ul style="list-style-type: none"> <li>Karl Smith-Davids, City of Atlanta Bureau of Planning</li> <li>Will Herbig, Midtown Alliance</li> <li>Syd Janney, Midtown Alliance</li> <li>Brian Smith, Midtown Alliance</li> </ul>
<b>Project Facts:</b>	<p>1075 Peachtree is located on a full city block bounded by Peachtree, 12<sup>th</sup>, Juniper, and 11<sup>th</sup> Streets and is located across Peachtree St. from 1010 Midtown which is under construction by the same applicant. The project will consist of two towers approximately 473 ft. tall, above a 14-story, 1,800 vehicle parking structure.</p> <p>Project program updates since first presentation: The northernmost tower will now contain approximately <b>700,000 sq. ft. of office</b> on the building's top 25 floors. The south tower will contain 11 floors of approximately <b>360,000 SF of hotel</b> below 12 floors, or approximately <b>195,000 SF, of privately -owned residences</b>. The south tower will consist of approximately <b>400 guest rooms</b> on the hotel floors and approximately <b>80 condominium units</b> on the residential floors. The hotel will also provide approximately <b>60,000 SF of conference center</b> and approximately <b>6,000 SF for a health and fitness spa</b>, all to be located on the 10<sup>th</sup>-12<sup>th</sup> floors facing Peachtree Street. <b>Total retail floor area of 43,260 SF</b> has been proposed. There will be a landscaped roof-top pool and patio atop the parking structure for hotel guests and residents. The site will be accessed by vehicles at two locations along Juniper Street, one location at 12<sup>th</sup> and three along 11<sup>th</sup> Street; per City zoning -- no curb cuts will be located on Peachtree Street.</p> <p>Note: changes to the project alleviated previous variation requests for an increase in the maximum supplemental zone "finished floor" height along 12<sup>th</sup> Street and relief from prohibition of mechanical/accessory features within 20-ft of required active use at street level along 11<sup>th</sup> Street.</p>
<b>Variation Requests:</b>	<ol style="list-style-type: none"> <li>Increase in the number of curb cuts, from allowable 3 sidewalk interruptions to 6 (<b>Sect. 16-18P.019.3</b>)</li> <li>Increase in the maximum width of allowable curb cuts, from 72 ft. to 140 ft (<b>Sect. 16-18P.019.4</b>)</li> <li>Reduction in off-street loading from 16 to 10 loading bays (<b>Sect. 16-18P.018</b>)</li> <li>Introduction of "Porte Cochere" vs. allowed "Circular Drive" (<b>Sect 16-18P.019.5</b>)</li> <li>Elimination of the requirement for charging stations for electric vehicles. (<b>Sect. 16-18P.022.2</b>)</li> <li>Relief from prohibition of mechanical/accessory features within 20-ft of required active use at street level (<b>Sect. 16-18P.014.5.c</b>)</li> </ol>

Atlanta City Council established the City's Midtown SPI-16 Development Review Committee (DRC) through resolution for the sole purpose of providing formal recommendations on all applications for development within the Midtown SPI-16 zoning district prior to issuance of Special Administrative Permit (SAP) and other relevant permits. The legislation and DRC were created in order to maintain and foster Midtown's urban environment, improve the community's aesthetics, and facilitate safe, pleasant and convenient pedestrian circulation. The following are comments by the City's DRC on specific elements of Midtown's SPI-16 zoning that the committee encourages the developer, designers and City to consider as plans are developed and prior to issuance of permits by Bureau of Planning and other relevant City departments.

---

### FINAL COMMENTS

---

**VARIATION REQUESTS:** Comments of the DRC below recognize and applaud the major project changes that have been made by project applicants to bring to market a very significant mixed use project responding to **both the letter and spirit** of the City's Midtown SPI-16 zoning code, the community vision - *Blueprint Midtown*, and Atlanta's Midtown Mile retail development initiative.

1. **Request to increase the allowable number of curb cuts from 3 to 6:** The DRC understands that a project of this scale necessitates multiple ingress and egress points. The committee commends designers for addressing the concerns and **recommends approval (dependent on conditions of variation #2 below)** given the rationale supplied for curb cuts: one (1) curb cut from 12<sup>th</sup> Street to access the 7<sup>th</sup> level of the parking deck for office/retail patrons; two (2) from Juniper Street, to access the below-grade parking for the hotel guests/ residents, and a second to access the loading/service area of the development; and three (3) from 11<sup>th</sup> Street, one to access the upper floors of the parking for the office/retail patrons and two one-way drives to serve the entry/exit of the hotel's circular drive.
2. **Request to increase the maximum allowable width of curb cuts, from 72 ft. to 140 ft:** The DRC notes the reasons behind the now proposed curb cut widths and gives its approval to the widths for the six curb cuts, including four (4) curb cuts at 24 feet each (total of 96 feet) and the two (2) curb cuts at 22 feet (total of 44 feet) for a combined total of 140 feet.

**The DRC recommends approval of the proposed aggregated width of sidewalk interruptions on condition that all curb cuts and auto-oriented penetrations are mitigated by incorporating the following design and traffic-calming measures:**

- **Foremost, all curb cuts and building vehicular penetrations shall be designed as tightly as possible in terms of:**
    - a. **Height of the penetration (consider human proportions and scale to accommodate only the largest vehicle that can enter the facility)**
    - b. **Width of penetration (design to accommodate no more that the width of the 24-ft curb cuts)**
    - c. **Curb-cut turning radii (tighten turning radii as traffic calming measure and ensure that flares do not extend/encroach into pedestrian sidewalk clear zones.)**
  - **Speed bumps on all ingress/egress ramps and within the parking garage**
  - **Flashing lights, interior to façade, at all egress points to alert drivers of areas of pedestrian traffic**
  - **Stop signs, interior to façade, at all egress points, requiring cars to stop before crossing pedestrian realm**
  - **Textured surface, interior to façade, on ingress/egress ramps to alert drivers and provide traction for braking**
  - **Convex mirrors that allow both pedestrians and drivers to view traffic around corners**
3. **Request for reduction in off-street loading from 16 to 10 bays.** The developer will provide 3 for residential, including 1 trash compactor; 4 for hotel, including 1 12'x55' and 1 trash compactor; 3 for office, including 2 12'x55' and 1 trash compactor; and retail will share the use of all 10 spaces as needed, for a total of 10. **The DRC applauds introduction of shared loading docks for multiple uses and recommends approval of the variation request.** The approval comes with the understanding that the loading docks will be screened with doors that automatically close when not in use, that loading dock penetration be designed as tightly as possible in terms of the height and width of penetration and the curb-cut turning radii, and that a full-time dock manager will be on site to coordinate daily operations.
  4. **Request for introduction of Porte Cochere vs. Circular Drive:** Given the developer's reduction in curb cuts on other street frontages of the project and further rationale for a u-shaped drive to accommodate hotel/condo functions (including limited amount of available area along 11<sup>th</sup> Street, internal functions of hotel/condo component, and grade change), **the DRC supports the variation request on condition that this service feature, particularly the minimum 5-ft buffer, be further refined. As noted previously, buffering should include raised curbing and bollards to prevent vehicular encroachment into pedestrian sidewalk zones and effectively soften vehicular activity (not necessarily block from view). Additionally, per *Blueprint Midtown* the DRC reiterates the recommendation for introduction of a water feature/art within the buffer.**



5. **Request to eliminate requirement for installation of charging stations for electric vehicles:** The developer has committed to designating “up to 12 spaces” as “shared vehicle parking” for van pool/carpool spaces.

**The DRC recommends approval of this approach on the condition that 12 actual spaces be designated exclusively for designated “Alternatively Fueled Vehicles” and/or “Shared Vehicle Parking” (i.e. Flexcar, carpools, vanpools). The DRC further notes that such alternatively fueled and/or Shared Vehicle spaces must be designated with permanent signage and preferentially located within the structure (i.e. adjacent to the publicly accessible retail parking area of the garage).**

6. **Request for relief from Active Use requirement to locate mechanical/accessory features within 20-ft of building facade:** The DRC remains concerned over the lack of active use, height of blank wall and finished floor of the retail component and introduction of spandrel glass to conceal the partially sub-level parking fronting the 12<sup>th</sup> Street Promenade -- a designated green street. Only if active use (by stepping the slab) cannot be accomplished under any circumstance, the applicant should consider activating the space with merchandising vitrines (not super graphics) that would extend the presence of the corner retailer. Design requirements for true merchandising vitrines (as an approach of “last resort”) are included below. Additional discussion and design alternatives should be prepared for subsequent meetings with City staff for determination of best approach.

---

### 1075 Peachtree - Urban Design Comments & Considerations

---

In accordance with the City’s SPI-16 zoning, Blueprint Midtown, and Atlanta’s Midtown Mile retail development initiative, the following are provided as conditions of above variation support:

#### **FURTHER MAXIMIZE PRESENCE OF PEACHTREE STREET SIGNATURE RETAIL**

As Midtown’s signature street, Peachtree requires the highest level of design geared to active street-level retail. Continuous true retail facades along Peachtree Street (a designated storefront corridor) are essential to Midtown’s evolution as a preferred merchandised retail destination. To achieve this goal, best practices and tenants suggest that storefronts should be built to the back of and parallel to the required sidewalk for 100% of the street presence. Specifically, new retail should be brought to corners, with storefronts following geometry of adjacent streets -- both to activate the street frontage, and, to maximize economic return for project developers and retail tenants.

As a result, the entry plaza fronting Peachtree Street requires further in-depth consideration, both to promote the optimum marketability of the retail tenant, and to receive greatest impact of continuous retail to support implementation and build-out of Atlanta’s Midtown Mile retail development initiative. Notwithstanding the internal space layout for specific uses at this location and the proposed lighted elevator shaft that is to provide impact to the pedestrian site line extending north to south along the Peachtree corridor to this point, every square yard of the entry plaza should be analyzed for its maximum impact on retail marketability, design excellence and how these decisions impact the merchandizing and vision plans established for the City’s Midtown Mile retail development initiative.

As stated previously, to maintain flexibility for the greatest variety of lease-paying tenants, storefront spaces should be designed to accommodate retail first, and not prioritize dining. Retail-specific designed spaces provide far greater flexibility to accommodate restaurants, while restaurant-specific designs are more difficult to transition into spaces desired by true merchandize tenants.

Additionally, on *all* streets, respecting best practices in urban retail design, all details of the Storefront Design Checklist (attached) shall be incorporated into project plans and tenant build-out guidelines. Paramount among designs is that storefront entrances should be maximized with particular emphasis at corners. Of particular concern to the DRC is that all entry doorways be recessed or “embayed”<sup>\*</sup> to allow doors to open without obstructing pedestrian flow within both sidewalk Clear and Supplemental Zones, thus creating façade articulation at base and creating additional linear exposure necessary for branding and merchandising by tenants. Furthermore, embayed doors are more design sophisticated, provide character, and most importantly provide pedestrian safety.

<sup>\*</sup> Note: Examples of retail doorway embayment are found at Atlantic Station

1. Regarding the 12<sup>th</sup> Street condition, if an active use is not possible at all, it is suggested that to overcome the design challenge, authentic merchandizing display windows be incorporated at this location. Display vitrines must be carefully designed with all the space flexibilities good marketing requires per minimum standards below:

**Street-level Display Vitrine Design Standards:**

***Respecting industry best practices, project display windows must include:***

- Should appear as storefront window – not just an appendage added upon the façade
  - Minimum 2-3 feet in depth for optimum display potential
  - Clear/non-tinted window glass
  - Interior soffit lighting (illuminated throughout the night)
  - Internal electrical power outlets (for flexibility of installations)
  - Additional exterior access to case for odd-hour installations by non-tenant installers
  - Limited use of mullions upon glass (particularly horizontal banding). To accent the goods within, contemporary retailers favor simple, clear, glass-to-glass panels, without use of mullions.
2. The project designers have made qualitative changes in how the building serves the uses along Juniper Street by pulling the office façade down into the design and giving the proposed retail spaces more opportunity to be differentiated. Overall, the design concept is now better integrated into the whole, thus mitigating the “back-door retail” look and use of this important corridor. The committee members appreciated design treatments at the two corners, found the rhythm of the design more urban in expression, and suggested the small retail space between entry points be further refined. Concerns were raised as to what the minimum build-out condition along Juniper will be – as tenants will be encouraged to brand their individual spaces.
  3. The building-like appearance of podium and concealment of all lighting, mechanical and accessory features should continue to be an essential goal of project’s design approach and further refinement. Specifically, in accordance with SPI zoning, continue design approach that mitigates light spillage and screens mechanical and accessory features from all public rights of ways. For reasons shown by light spillage issues brought up at other Midtown projects, treatment of lighting within parking garages is a primary concern to DRC and to tenants of adjacent properties. (Sect. 16-18P.020. 1, 2, 3, Sect. 6-18P.017)

**As previously noted:**

- Specify design lighting within parking garage for minimal impact on neighbors during night time. Nordstrom’s parking garage at Perimeter offers example of successful indirect column-mounted uplighting system.
  - Conceal exhaust fans, pipes, and other mechanical accessory features from all public rights of ways.
4. The DRC applauds the introduction of traffic calming and publicly-accessible on-street parking on Juniper Street.
  5. In accordance with Section 16-18P.012. Sidewalks.10, the DRC reiterates the code requirement for burial (and payment for burying) of all existing overhead utilities in the block.
  6. Use of glass in different zones of project is a significant design consideration. Glass used in parking bay openings should be opaque or a similar treatment (sand-etched) so that vehicles, slab edges, mechanical features, etc. are not visible by day or night. Glass upon *all* street-level uses (and in many cases public floors 1-5) fronting *all* public-rights of ways should be clear, transparent “vision” glass. Along *all* street frontages spandrel glass should be avoided.
  7. For SAP submittal, project applicants are encouraged to supply detailed storefront designs.
    - a. Illustrated details must include doorways, mullions patterns, canopies and awnings (style and installed height), recessed doorways, etc. for all facades.
    - b. As noted previously, in preparing storefront facade details, respect and incorporate best practices in urban retail design by following carefully the Midtown Storefront Design Checklist (attached), particularly along Peachtree.
    - c. Configuration of retail on upper level should include careful planning for vertical customer circulation, freight, access of deliveries, trash pick-up, etc.
  8. Include transparent clear “vision” glass for all active uses at street level – including retail, lobby, and live/work and required mechanical, service, and egress only doorways
  9. At the request of Keep Atlanta Beautiful, the Midtown DRC requests the placement of six Midtown Standard Victor Stanley Model S-42 Trash Receptacles on the property. Two receptacles (painted CODA Green) should be placed and centered within the 5-foot Street Tree/Street Furniture Zone along each of the four block faces.

- 10. Screen all parking podiums facades from all public right of ways:** Where active uses are not incorporated, extend glass in garage bays. Glass should be opaque or a similar treatment (sand-etched) so that vehicles, slab edges, mechanical features, etc. are not visible by day or night.
- 11. Streetscape Design Standards:** Provide details of all tree species, pavers, intersections, scoring, etc. consistent with Midtown Streetscape Design Standards (attached).
- 13. In accordance with SPI-16, shared use of parking within the 14-story deck is encouraged to accommodate and ensure continued success of adjacent and retailers and residents that do not benefit from off-street parking.**
- 13. Bike Racks:** To aid applicant teams in carrying out their plan for inclusion of bike racks within the project, Midtown Transportation Solutions (a program of Midtown Alliance) has outlined installation specifics below:
- New development should provide a mix of long-term bicycle parking designed for commuters or residents and short-term parking for visitors. Long-term bicycle parking should be placed in a covered/secure location, usually within private residential parking of a deck. Short-term parking should be installed in the Street Furniture Zone.

Note: 25% of the bicycle parking spaces required should be provided as short-term parking.

Example: for a residential project with 200 units, a developer would be required to provide 40 bicycle spaces per Midtown's zoning.

It is recommended that the developer place 10 of the 40 spaces in the street furniture zone and the remaining 30 spaces in the parking deck.

- Bicycle racks placed in the street furniture zone should be single inverted U type racks. Each of these racks provides two bicycle parking spaces. These racks should be painted black or CODA green.
- Pavers in the street furniture zone are normally set in a bed of sand. Therefore, when designing the street furniture zone, developers should plan to provide concrete bases beneath the inverted U bicycle racks to anchor the rack. The inverted U racks should be installed parallel to curb and centered within paver zone.
- Location of bike racks should be placed within 50 feet of primary entrances.
- Per Sec. 16-18P.024, on-street bike racks need to be added within the Streetscape plan and located and centered within the 5-ft Street Furniture Zone. The specific number of bike parking spaces is to be determined by City staff.
- Secured bike room, particularly for residential component.

**Contextual Urban Loading & Parking Access – Loading bays and garage penetrations proportioned as tightly as possible (width and height), and screened when not in use -- detailed in a quality treatment in keeping with the overall project.**



## MIDTOWN STOREFRONT DESIGN CHECKLIST

The following checklist pulls from the *Jones Lang LaSalle Midtown Retail Study*, and contains excerpts from both *Blueprint Midtown* and *Blueprint Midtown II Executive Summary*.

Paramount among the design requirements for urban retail development/design is the need to accommodate the ever-changing and cutting-edge nature of retailing. Storefronts should be designed to allow easy transition from one retailer to another or the transition from one design concept to another without major structural changes and be distinctive from tower or use above.

### Storefront Components

- ☒ A shopper's line-of-sight should be unobstructed from anchor to anchor; leading one past enticing row of stores.
- ☒ Provide design flexibility for the unique branding needs of individual retail tenants.
- ☒ Avoid monotonous design at ground level by breaking up retail bays.
- ☒ Develop retail entrances in close proximity to the street.
- ☒ Outdoor cafes and creative merchandise displays are strongly encouraged.
- ☒ Create easy, barrier-free access for pedestrians.
- ☒ Design minimum 12-foot exterior soffit height.
- ☒ Maintain 14-foot minimum interior ceiling height (high enough for retail mezzanines).
- ☒ Limit columns, space a minimum 20-feet apart (both internally and between exterior windows). Where possible avoid columns along façade by placing such elements back from storefront glass a minimum of 3-feet to create display vitrine in front of these structural elements.
- ☒ Keep pilaster depths a maximum of 4-inches. (Measured between face of column and storefront fenestration)
- ☒ Maintain a minimum street frontage of 25-feet for individual retailers.

### Doors & Windows

- ☒ Entries must be recessed to allow door to swing out without obstructing pedestrian flow, while creating articulation at base.
- ☒ Storefront detail tell shoppers what they are buying is high quality. Details such as the quality of the door handles and cleanliness of the area cannot ever be overlooked
- ☒ **Avoid HORIZONTAL banding and limit overall use of mullions upon glass** that creates visual barriers between consumers and merchandise branding.
- ☒ Build full-height clear glass storefront in excess of conventional 5-foot wide modules - **No tints/reflection and floor-to-ceiling as much as possible.**
- ☒ With topography issues, windows should respect pedestrian scale and follow grade of sidewalk as nearly as possible.
- ☒ Retail entrance doors should be of glass or contain significant glass to allow visibility into business.
- ☒ Where appropriate install sliding/folding doors that allow activity of the business to open onto adjacent sidewalk.

### Operations

- ☒ Offer screened loading dock capable of odd-hour deliveries.
- ☒ Make provisions for high-capacity HVAC systems.
- ☒ Include rear access service hallways.
- ☒ Where topography issues are present, create accessible ramping for pedestrian with personal shopping carts.

### Awnings & Canopies

- ☒ Canvas and metal awnings should accent the top edge of ground floor windows and doorframes -- not exceeding top edge of highest mullion (except transom windows above awning/canopy) on ground floor windows and doorframes.

### Commercial Signage

- ☒ Signage is critical. Retailers should strive for the look of handmade art in their signage rather than conventional acrylic and/or plastic-faced signs that are internally lit.
- ☒ Signage components (awnings/graphics) should be built-in with flexibility to accommodate branding of individual merchants.
- ☒ To identify businesses to pedestrians and those traveling parallel to storefront, projected fin or blade signs are encouraged.
- ☒ Building signage must be designed and limited in size and scale in keeping with Midtown's character and pedestrian environment.

### Parking

- ☒ On-street parking and anchor tenants are the most important factors in development of authentic urban retail.
- ☒ One on-street parking stall accounts for more than \$200,000 per year in sales for adjacent stores.

## COMMUNITY REVIEW PARTNERS REPORTS

### **Midtown Neighbors Association (MNA):**

1. requested that a “light and shadows” study be done – still to be completed
2. requested a traffic management study be done - report completed
3. supported DRC recommendations overall
4. supported wrapping of skin on parking garage, that curb cut issues have been addressed, and that a reduction of curb cuts on 11<sup>th</sup> Street has been accomplished
5. supported a “set-back” plaza on Peachtree Street
6. advocated that 55-foot trucks should be banned from the city

### **City of Atlanta’s Neighborhood Planning Unit (NPU) E:**

- NPU E commented that their project issues had been addressed and noted that parking within the project should be shared with adjacent users. Project developers confirmed parking will be available to after-hours users.