

MIDTOWN ATLANTA



S P I D I S T R I C T Z O N I N G

Midtown Development Design Guidelines



A Midtown Alliance Publication
direction provided by the City of Atlanta Bureau of Planning, development and neighborhood conservation

SEPT. 2008



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Tree-lined sidewalks. A harmony of business and residences. Traffic solutions and public safety initiatives. Signature flagship and boutique retail lining Midtown corridors. Inviting green spaces. Inspiring arts and entertainment venues.

At Midtown Alliance, we share the vision of what Midtown Atlanta can be. With the support of thousands of stakeholders, we are together transforming the vision into reality.

Since 1978, Midtown Alliance has guided Midtown's progress. Our inclusive network of members, volunteers, staff and professional consultants has helped transform this once dilapidated community into a model of urban resurgence. Together, we share a goal: To make Midtown Atlanta a great place to work, to shop, to play, to learn, but most importantly, to live.

Midtown today has emerged as an authentic urban community. A vibrant cosmopolitan center with a healthy mix of residences, businesses, cultural destinations, educational institutions, green space, and retail and restaurants--all enhancing and supporting each other. Yet, Midtown remains a work in progress.

Who We Are

Midtown Alliance is a nonprofit, membership organization committed to improving and sustaining the quality of Midtown life. We take a comprehensive approach to planning and development. Moreover, we actively engage the many diverse groups that shape Midtown--businesses, residents, cultural groups, educational institutions, and others.

A Unique Blueprint

Initiated by Midtown Alliance, a comprehensive master plan guides Midtown's growth. Called *Blueprint Midtown*, the plan was the culmination of a unique visioning process in which the entire community had a voice. The *Blueprint* focuses on issues that promote economic development and enrich community life: public safety, a cleaner environment, better pedestrian passageways, transportation alternatives, and usable green spaces. It encourages in-town living and street-level shops on the cutting edge of style while supporting our thriving commercial, arts and cultural facilities.

Strong Zoning Support

The *Blueprint* inspired the single largest rezoning legislation in City of Atlanta history--triggering a wave of new development. Today, the *Blueprint* is backed by the letter--and spirit--of the law and helps ensure a livable, workable and sustainable community. Midtown Alliance works hard to make this happen, acting as a liaison between the private sector and public realm to realize the Midtown vision.

Midtown Improvement District

Midtown Alliance also facilitates the Midtown Improvement District (MID), a self-taxing district created by Midtown commercial property owners to fund large-scale, local, public-improvement programs. The MID addresses issues of importance to stakeholders and aggressively pursues ways to leverage taxpayer dollars.

Results-Driven Initiatives

Guided by the *Blueprint*, backed by zoning and sustained by the MID, Midtown Alliance takes pride in these initiatives:

- **Midtown Mile: Retail Development Initiative**
- **Midtown Cityscapes: \$82-million streetscape transformation**
- **Midtown Blue, Public Safety Force**
- **Midtown Green, Environmental Maintenance**
- **Midtown Transportation Solutions**
- **Midtown Economic Development**

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This guide is divided into three sections:

Section 1: *Midtown Development Design Guidelines*: intended as a framework to guide public and private development in the Midtown area including both Midtown Alliance and *Blueprint Midtown* recommendations.

Section 2: *SPI-16 Legislation At a Glance*: summarizes the Midtown Special Public Interest City of Atlanta Zoning District (SPI-16) Code.

Section 3: *SPI-16 Illustrated Legislation*: presents adopted full-text City of Atlanta zoning with illustrations for clarification.

Note: The design guidelines and images of this document are intended as a summary only. This material is assumed true at the time of publication, but remain subject to change without notice. For information on specific plans, legislation and organizations mentioned, see City of Atlanta SPI-16 Zoning Ordinance (page 35).

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SECTION 1

Midtown Development Design Guidelines

MIDTOWN DEVELOPMENT DESIGN GUIDELINES

Overview & Intent

These guidelines reflect the City's Midtown Special Public Interest District 16 (SPI-16) zoning adopted by the City of Atlanta in 2001 and illustrates best design practices that Midtown has deemed appropriate and desirable.

The following *Development Design Guidelines* are intended as a framework to guide public and private development initiatives in the Midtown area. Except for the portions that are required by the SPI-16 Zoning, the Midtown Development Guidelines are voluntary. However, these guidelines represent the community's consensus on urban design, as expressed in *Blueprint Midtown*.

Midtown Alliance staff, Executive Committee, Advisory Board and the City's Development Review Committees (DRC) use these guidelines when commenting and formulating formal recommendations to the City of Atlanta Bureau of Planning and other departments regarding applications for development within Midtown.

R *This symbol indicates items specifically regulated by the Midtown SPI-16 Zoning.*

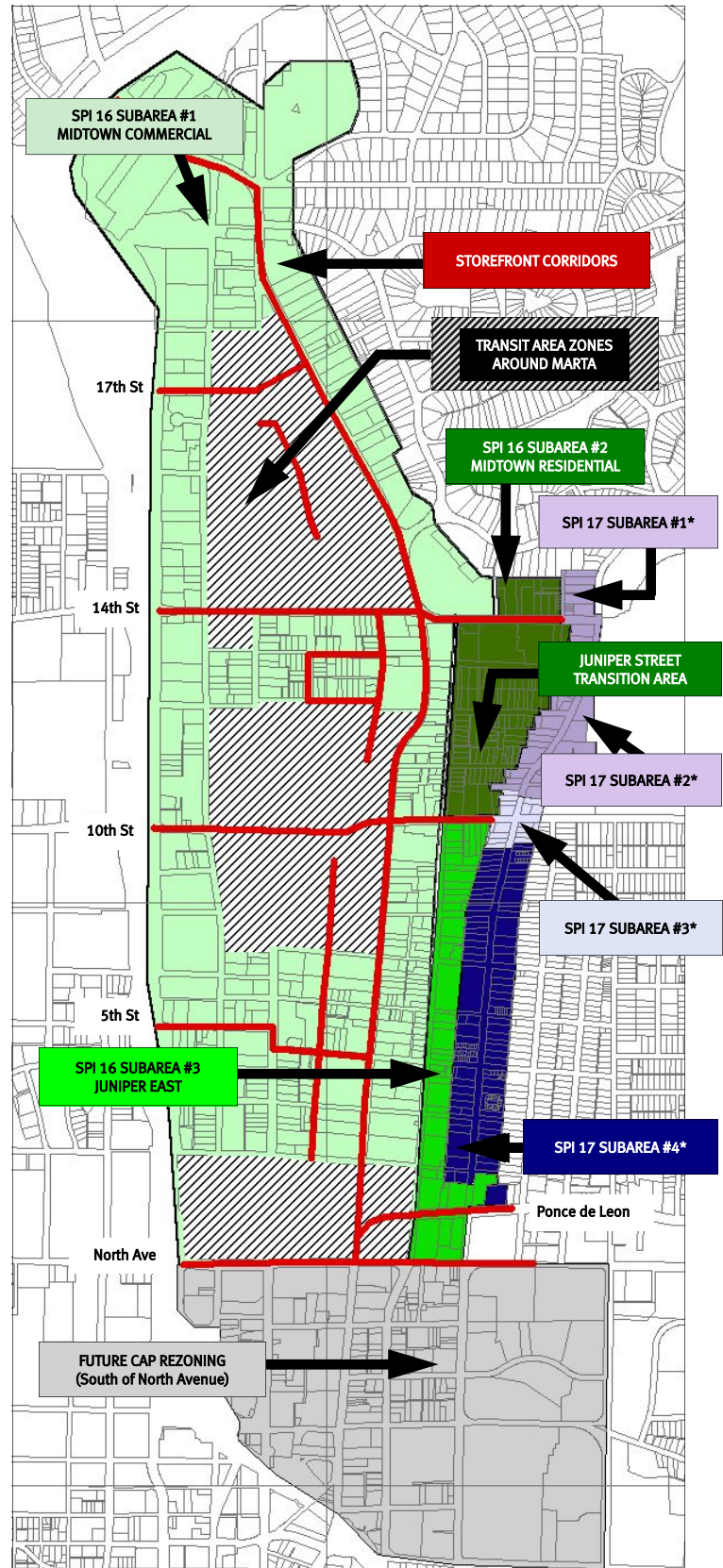
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For information on specific plans, legislation and organizations mentioned within, see the *City of Atlanta SPI-16 Zoning* (page 35) or contact *Midtown Alliance* at 404.892.4782 or www.midtownalliance.org.

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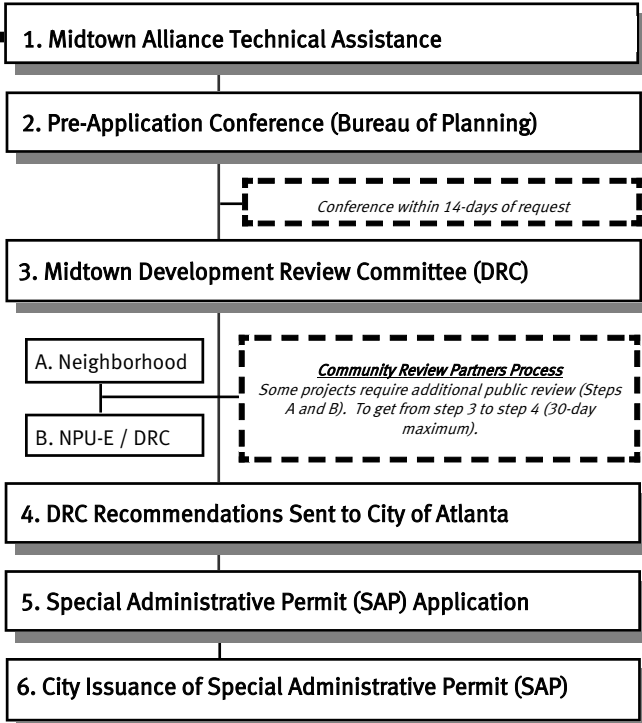
SPECIAL PUBLIC INTEREST (SPI) ZONING DISTRICTS: SPI-16 Midtown & SPI-17 Piedmont Avenue



* While adopted with SPI-16, Piedmont SPI-17 is a separate zoning district. SPI-17 standards are not reflected within this document.

MIDTOWN DEVELOPMENT REVIEW & PERMITTING SUMMARY

Obtaining Special Administrative Permit



Permitting Checklist

Midtown Alliance Technical Assistance

- Midtown Alliance provides preliminary project review and guidance as liaison for review process
- Midtown Alliance available to attend pre-application conference with City of Atlanta planning representative
- Midtown Alliance schedules agenda for monthly DRC review **(Note: applicant must request placement on DRC agenda at least one week prior to meeting)**

Midtown Development Review Committee (DRC)

Meets the first Thursday (following meeting of NPU-E held on the first Tuesday) of each month, pending holidays.

One Week Prior to DRC Meeting, Applicant Must Provide:

- Written summary of proposed development/improvement, including detailed list of requested variations with code references (Digital PDF format or sized 8.5 x 11 and suitable for fax)
- Copies of site plan and elevation of development/improvements (Digital PDF format or sized 8.5 x 11 and suitable for fax)

Bring to DRC Meeting:

- Written summary of proposed development/improvement, including detailed list of requested variations with code references (any size for presentation and distribution)
- Copies of site plan and elevation of development/improvements (any size for presentation and distribution)

SAP Application Requirements (Appendix 1, Page 79)

- Complete Special Administrative Permit (SAP) Application
- Include written summary of proposed development/improvement
- Provide 7 sets of drawings including site plan, landscaped plan and elevations of each exterior façade. Each document signed and sealed by an architect registered in the State of Georgia

Building Permit Request Requirements

- 4 sets of drawings including site plan, landscape and elevations. Each document signed and sealed by an architect registered in the State of Georgia
- 2 copies of a hydrology study
- 5 copies of the civil set including location of fire hydrants
- 3 copies of civil drawings are required by the Fulton County Health Department indicating solid waste disposal
- 1 set of specifications
- 3 copies of Life Safety Plans if there is assembly area of 50+ people

Site Development Soil and Water Erosion Review

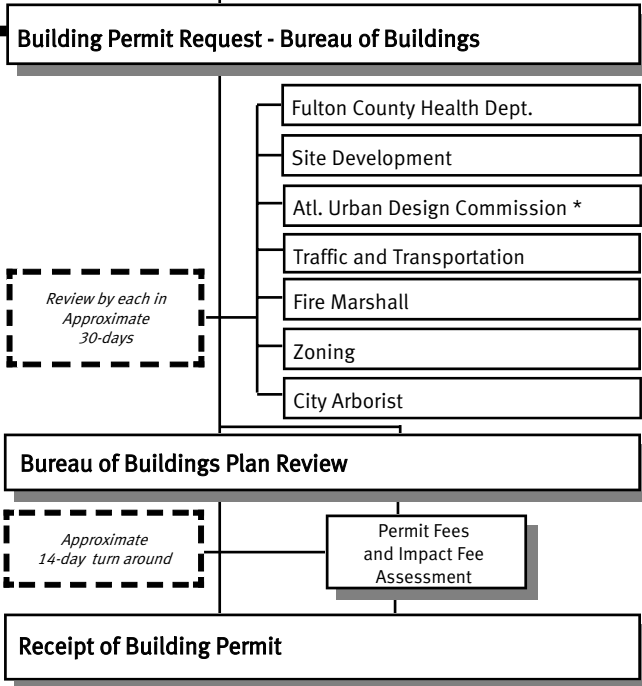
- 4 sets of civil plans and will evaluate additional costs of "pay as you enter" water and sewer fees

Standard fee of \$250 for all Special Administrative Permits within City of Atlanta SPI zoning districts. Impact fees will be calculated as a percentage of project cost for commercial and retail projects and by number of units for residential construction. Fees paid when building permit received.

Variations within SPI districts are approved administratively and are not guaranteed. Variations are granted by the City of Atlanta Bureau of Planning after applicants have met with Midtown Development Review Committee (DRC) and formal recommendations have been provided by the group to appropriate staff at Bureau of Planning.

NOTE: Midtown SPI-16 Development Review Committee (DRC) is a City of Atlanta advisory panel that provides formal comments to Bureau of Planning on all Special Administrative Permits (SAP) within the Midtown SPI -16 zoning district.

Obtaining Building Permit



* If applicable

MIDTOWN
DEVELOPMENT DESIGN GUIDELINES

Public Spaces

POLICY STATEMENTS

PUBLIC STREETS

Capacity

- ◆ Increase the pedestrian capacity of Midtown streets by including marked crosswalks and wide sidewalks.

Character

- ◆ New streetscapes should encourage and reinforce existing character of commercial and residential streets.

Public Safety

- ◆ Create an attractive, safe environment for pedestrians with adequate street and pedestrian scaled lighting.
- ◆ Every commercially reasonable effort shall be made to place utilities underground.

Consistency

- ◆ Use consistent materials, standards and street furniture to create a continuous visual character for district

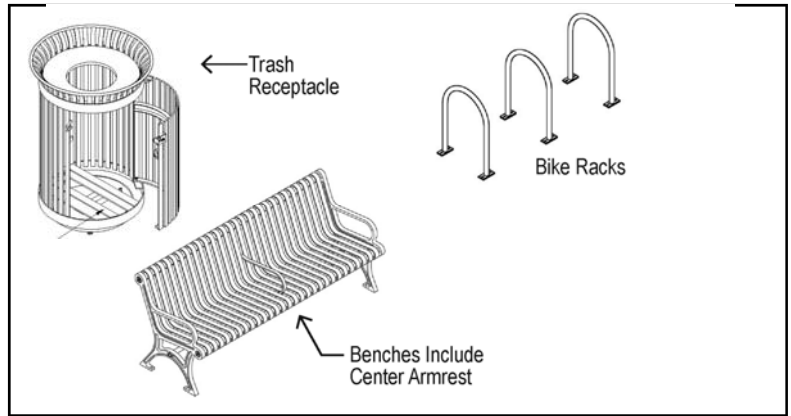
Transportation Options

- ◆ Provide for all modes of transportation including walking, bicycles, alternative fueled vehicles, automobiles and other transit options.

PUBLIC SPACES

- ◆ Create a variety of public spaces that are oriented to the public street.
- ◆ Improve the attractiveness, functionality and security of existing public spaces.
- ◆ Encourage public art, fountains with vertical spray and other enhancements.
- ◆ Make public spaces fully accessible to the public.

STREET FURNITURE ZONE



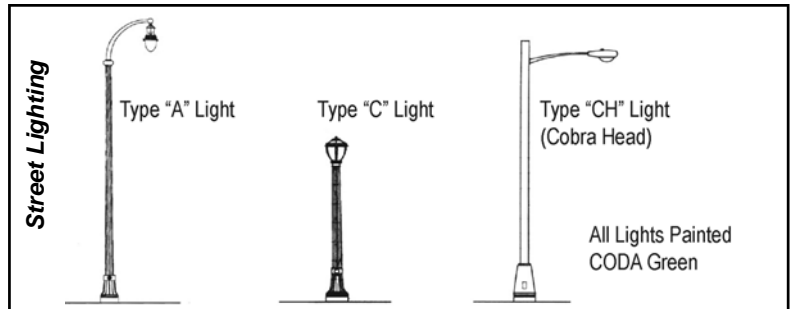
R All elements required inside 5-foot Street Furniture/Paver Zone

R Trash Receptacles: Victor Stanley #SD-42 with Side-Door

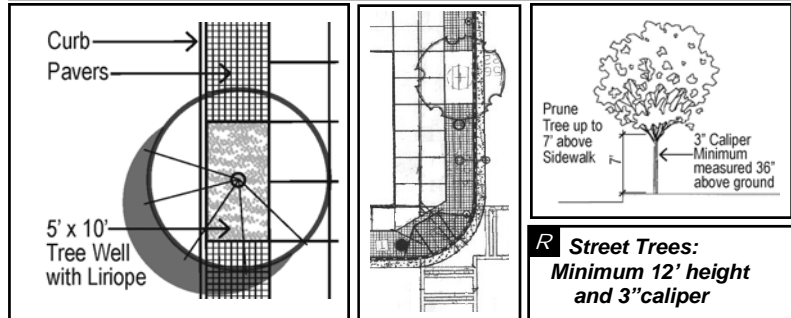
R Benches: Victor Stanley #CR-96

R Bike Racks: Graber Products #2112
(Below Grade Mount)

R Paver bed installation details available from Midtown Alliance
All elements shall be painted "CODA" green or black



R Within the sidewalk, a clear, passable zone is required that is a minimum of 10' wide and 8' in height and free of ANY obstruction.



R Pavers: 6"x6" "Autumn," or "Charcoal" with Tudor or Shotblast finish

Pavers: Where required - wrap corners with consistent 5-ft band according to the schematic design for corridor.

R Open space requirements may be transferred within Midtown with a Special Administrative Permit (SAP)

R Total width of sidewalks shall be at least 15' wide.
Note: Sidewalks less than 15' require SAP/zoning variation.

R Street trees shall be planted a maximum of 40' on-center within the street furniture zone and spaced equally between street lights (note unique standards for 10th St and 14th St, p 11). Tree wells planted with groundcover (liriope spicata) is required.

Where total sidewalk is 8' wide or less, 4 x 8 tree grates are needed within 4ft wide furniture zones. Such widths require code variation.

MIDTOWN CITYSCAPES STANDARDS

Streetscapes	Design ¹	Sidewalk Zone ²					Suppl. Zone ³	Street Lighting		Street Trees ⁷
		Curb	Clear	Street Furniture Zone	Intersection	Width ⁶		Type ⁴	Tree/Light Spacing	Tree Species ⁵
Primary Corridors A										
1. Peachtree Street - SS										
3rd to 10th	*	gran	conc	Red 6"x6" conc paver	Red 6"x6" conc paver	20'	5' min.	A/C/A/C	40'	Highpoint Nuttall Oak
10th to 14th	*	gran	conc	Red 6"x6" conc paver	Red 6"x6" conc paver	20'	5' min.	A/C/A/C	40'	Allee Elm
14th to Brookwood	-	gran	conc	Red 6"x6" conc paver	Red 6"x6" conc paver	20'	30' max	A/C/A/C	40'	Highpoint Nuttall Oak
2. Piedmont Avenue										
North to 10th	-	gran	conc	GS	scored conc. ⁸	15'	40'	CH	exist	Bosque Elm
10th & Pied. Intersection	-	gran	conc	GS	scored conc. ⁸	15'	5'	CH/C/CH/C	30' / 60'	Bosque Elm
10th to 14th, West	-	gran	conc	GS	scored conc. ⁸	15'	15' min.	CH	exist	Bosque Elm
10th to 14th, East	*	gran	conc	GS	scored conc. ⁸	15'	15' min.	CH/C/CH/C	40'	Bosque Elm
14th to Westminster, E.	*	conc	conc	GS	scored conc. ⁸	15'	15' min.	CH/C/CH/C	40'	Bosque Elm
3. Juniper Street										
North to 14th	*	gran	conc	Grey 6"x6" conc paver	Grey 6"x6" conc paver	15'	5' min.	CH/C/C/CH	60'	Lib Am Elm/ 30' on-center
4. West Peachtree Street										
North to Pershing Point	*	gran	conc	Grey 6"x6" conc paver	Red 6"x6" conc paver	15'	5' min.	CH/C/C/CH	40'	Athena Elm
5. Spring Street										
North Ave to Pershing Pt.	*	conc	conc	Grey 6"x6" conc paver	Red 6"x6" conc paver	15'	5' min.	CH/C/C/CH	40'	Panache Shumard Oak
6. 14th Street-SS										
I 75/85 to Piedmont Ave.	*	gran	conc	Red 6"x6" conc paver	scored conc. ⁸	15'	5' min.	A/C/A/C	60'	Allee Elm/ 30' on-center
7. 10th Street - SS										
I-75/85 to Juniper St.	*(C)	gran	conc	Red 6"x6" conc paver	scored conc. ⁸	15'	5' min.	A	80'	Lib Am Elm/40' on-center
Juniper St. to Myrtle St.	*	gran	conc	Red 6"x6" conc paver	scored conc. ⁸	15'	5' min.	A	80'	OG Maple/40' on-center
8. 5th Street - SS										
I-75/85 to P'tree	*	gran	conc	Red 6"x6" conc paver	Red 6"x6" conc paver	15'	5' min.	A/C/A/C	40'	Allee Elm
Juniper to Piedmont	*	gran	conc	Red 6"x6" conc paver	Red 6"x6" conc paver	15'	0	A/C/A/C	40'	Allee Elm
9. Ponce de Leon Avenue - SS										
Spring to Peachtree	-	gran	conc	Red 6"x6" conc paver	scored conc. ⁸	15'	0	A/C/A/C	40'	Allee Elm
P'tree to Piedmont Ave.	*	gran	conc	Red 6"x6" conc paver	scored conc. ⁸	15'	5' min.	A/C/A/C	40'	Allee Elm
10. North Avenue - SS										
East of Peachtree	*(C)	gran	conc	Red 6"x6" conc paver	scored conc. ⁸	15'	5' min.	A	60'	Highpoint Nuttall Oak 30' on-center
11. 17th Street - SS										
		gran	conc	Red 6"x6" conc paver	scored conc. ⁸	15'	5' min.	CH/C/CH	match exist.	Allee Elm
12. Crescent Avenue - SS										
		gran	conc	Red 6"x6" conc paver	scored conc. ⁸	15'	5' min.	A/C/A/C	40'	Bosque Elm
13. Cypress Street - SS										
		gran	conc	scored conc.	scored conc. ⁸	15'	5' min.	A/C/A/C	40'	Bosque Elm
14. Arts Center Way										
		gran	conc	Grey 6"x6" conc paver	Grey 6"x6" conc paver	15'	5' min.	A/C/A/C	60'	Match Woodruff Arts Ctr
15. a. Linden Avenue b. Peachtree Place										
		exist	conc	Red 6"x6" conc paver	scored conc. ⁸	15'	5' min.	CH/C/C/CH	40'	OG Red Maple
Secondary Corridors A										
3rd St-SS . W. of Juniper	-	exist	conc	Red 6"x6" conc paver	scored conc. ⁸	15'	Per SPI-16 Suppl. Zone Regs.	CH	30' / 60'	Hightower Willow Oak
3rd St-SS . E. of Juniper	-	exist	conc	GS	scored conc. ⁸	15'		CH	30' / 60'	Hightower Willow Oak
4th Street	-	exist	conc	conc	scored conc. ⁸	15'		CH	30' / 60'	Highpoint Nuttall Oak
6th St . E. of W. P'tree	-	exist	conc	conc	scored conc. ⁸	15'		CH/C/C/CH	30' / 60'	OG Red Maple
11th St	-	exist	conc	conc	scored conc. ⁸	15'		CH	30' / 60'	Allee Elm
12th St. W of Juniper	-	exist	conc	Red 6"x6" conc paver	scored conc. ⁸	15'		CH/C/C/CH	30' / 60'	OG Red Maple
12th St. E of Juniper	-	exist	conc	GS	scored conc. ⁸	15'		CH/C/C/CH	30' / 60'	OG Red Maple
13th St. W of Juniper	-	exist	conc	Red 6"x6" conc paver	scored conc. ⁸	15'		CH/C/C/CH	30' / 60'	OG Red Maple
13th St. E of Juniper	-	exist	conc	GS	scored conc. ⁸	15'		CH/C/C/CH	30' / 60'	OG Red Maple
15th Street	-	exist	conc	GS	scored conc. ⁸	15'		CH	30' / 60'	Hightower Willow Oak
Abercrombie Place	-	exist	conc	conc	scored conc. ⁸	15'		CH	30' / 60'	Forum Tupelo
Armistead	-	exist	conc	conc	scored conc. ⁸	15'		CH	30' / 60'	Hightower Willow Oak
6th Street . W of W. P'tree	-	exist	conc	conc	scored conc. ⁸	15'		CH	30' / 60'	Allee Elm
Williams Street	-	exist	conc	conc	scored conc. ⁸	15'		CH/C/C/CH	30' / 60'	Ginkgo Biloba Autumn Gold (Male)
Secondary Corridors B										
1. Residential	-	exist	conc	NA / GS	scored conc. ⁸	15'	35'	CH	30' / 60'	varies

¹ * Corridors for which schematic designs are commissioned and have special conditions that will cause standards to vary - consult individual schematic design plans for details
 *(C) - Streets standards set by CODA in a previous project

² Sidewalk Zones are measured from back of curb and may extend into private property - consult specific Midtown SPI-16 regulations

Sidewalk Zone Codes: SS - Designated per SPI-16 "Storefront Street"
 gran - "Rough Face, Rough Top" granite curb PA - 5'x10' planting area with ground cover: liriopie spicatta
 conc - concrete curb or sidewalk GS - Minimum 3' continuous grass strip
 conc paver - 6X6 concrete paver with "tudor" or "shotblast" finish / color dependent on selection per schematic design by corridor

³ Supplemental Zones extend into private property from back of sidewalk zone - consult specific Midtown SPI-16 regulations per sub-area

⁴ Light Fixture Codes: A - Type "A" Atlanta St. Light . C - Type "C" Atlanta Ped. Light . CH - Cobra Head Light painted CODA green & underground utilities

⁵ All trees shall be a minimum of three 3-inches in caliper measured 36-inches above ground, shall be a minimum of 12-feet in height, shall have a minimum mature height of 40-feet, and shall be limbed up to a minimum height of 7-feet. Trees shall have a minimum planting area of 50 square feet.

⁶ Sidewalk width measured from back of curb ⁷ Street Trees: OG Maple - October Glory Maple . Lib. Am. Elm - Liberty American Elm . E. Hornbeam - European Hornbeam

⁸ Concrete score lines should follow the geometry of the adjacent street/curb line, meet at right angles, and delineate Sidewalk Street Furniture, Clear and Supplemental zones.

- ◆ Design of signature corridors and intersections of Peachtree Street and 14th Street take priority over all over intersection designs where corridors intersect.
- ◆ Where signature corridors intersect at intersection of Peachtree Street and 14th Street, the Peachtree Street corridor design overrides 14th Street.
- ◆ In general, where streetscape corridor overlap, north-south street design take precedent and override schematic design of intersections for east-west streets

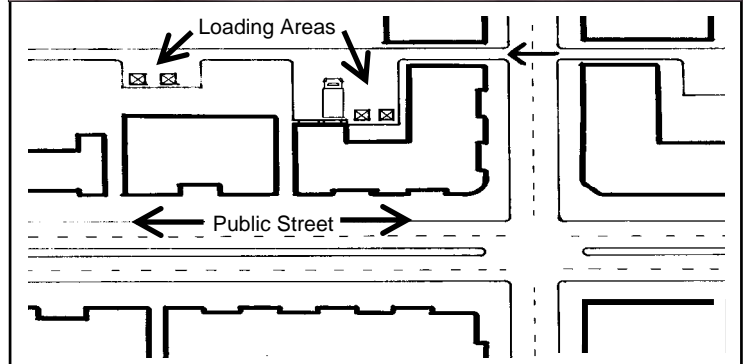
MIDTOWN
DEVELOPMENT DESIGN GUIDELINES

Site Planning

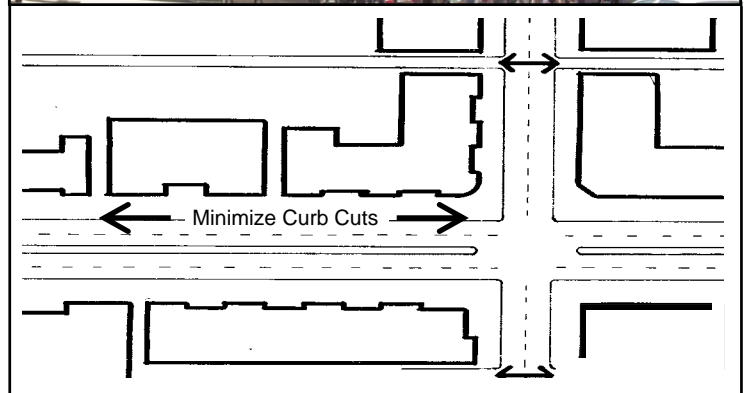
POLICY STATEMENTS

1. Orient all service areas away from major streets.
2. Orient buildings to major streets.
3. Setbacks for new buildings should be consistent with existing building setbacks.

In the absence of a consistent context, new buildings should help to create a contiguous building wall close to the public sidewalk.
4. Add open spaces (hardscape and landscape) within large-scale developments and orient open spaces to the public sidewalk.
5. Preserve existing landscaping and include new landscaping with all new development.
6. Create transitions between public spaces and private spaces through porches, covered awnings, sidewalk cafes, shops, courtyards, storefront windows, etc.
7. Minimize curb cuts on major streets.



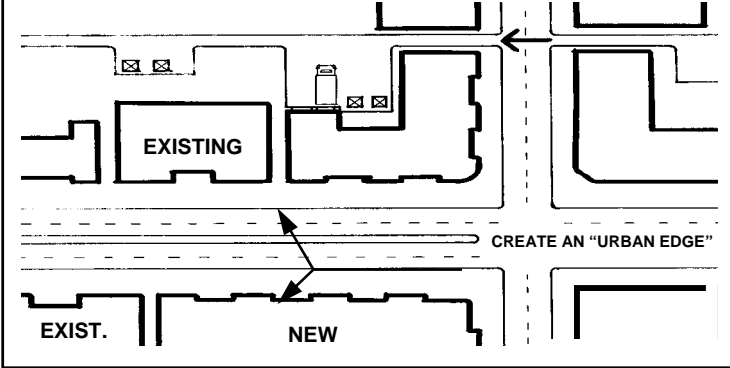
R *Ground level building service areas shall be screened from view from public areas, rights-of-way or residential areas using solid screens or building elements.*



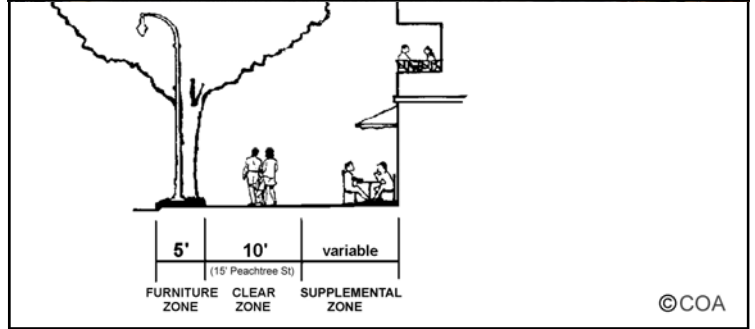
R *Curb cuts should be minimized and shared where possible. Access to block interiors should be from side streets. Note: Drive-thru facilities are limited to area west of Spring Street.*

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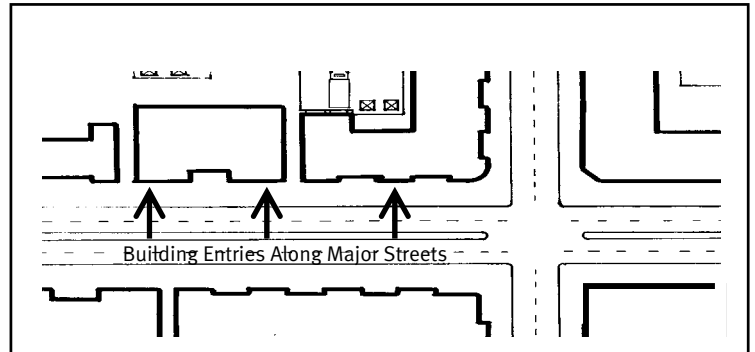
New development should create an urban “street wall” by providing a consistent building setback in context with area and façade lines that follow geometry of the street.



There should be space for pedestrian activity between the sidewalk and private building edges, known as a the Supplemental Zone (for outdoor dining/display of merchandise, etc.)



- ◆ *Public open space should be provided at strategic locations in accordance with Blueprint Midtown Land Use Plan.*
- ◆ *Open space may be transferred across parcels (See open space requirements for sub-areas).*
- ◆ *Publicly accessible outdoor fountains with vertical spray are specifically encouraged.*



R *Primary entrances to all buildings shall be directly accessible and visible from public sidewalks. Entries to non-residential shall be at grade with sidewalk and open during business hours. All primary entrances shall not be “fire exit only.” To maximize retail, lobby width and frontage along streets shall be minimized.*

MIDTOWN DEVELOPMENT DESIGN GUIDELINES

Parking

POLICY STATEMENTS

1. Locate parking to the rear or side of the property.
2. Utilize cooperative parking arrangements in order to limit the requirements for parking in the area.

SURFACE PARKING

1. All surface parking should be well landscaped.
2. On-street parallel parking should be encouraged.
3. Limit the size of surface parking and discourage contiguous parking lots.
4. Provide adequate parking for each type of land use.

PARKING DECKS

1. Design parking decks shall be building-like with the appearance of a horizontal multi-storied building. The parking component should be indistinguishable from the occupied inhabitable spaces. Internal ramping of vehicles should be screened from the street.
2. Parking decks should not be accessed from major streets.
3. Include commercial/retail/residential uses on the ground floor of parking decks located along primary streets.



R *Park-for-hire surface lots that are not associated with a primary business are prohibited.*



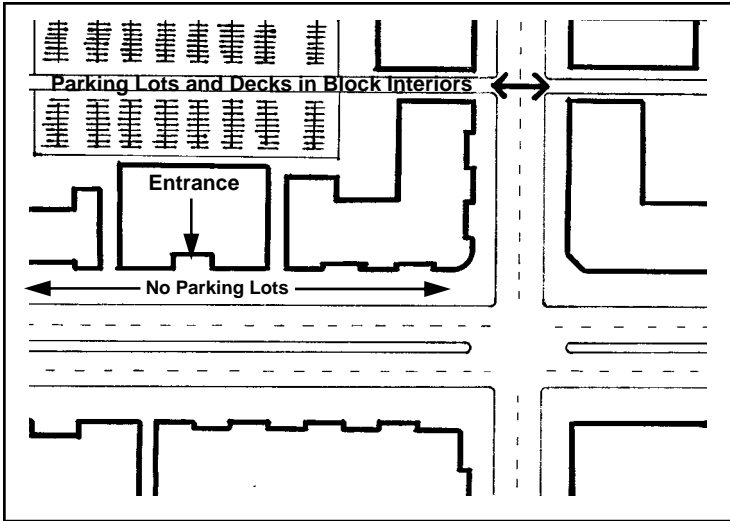
R *Where permitted, surface parking shall be screened from the public sidewalk with a 5' minimum buffer planting strip. All requirements of the City of Atlanta Surface Parking Lot and Tree Ordinance*



R *Parking deck facades shall have a building-like appearance. Decks must conceal automobiles and all floors shall appear horizontal from the exterior. I.e.: ramping shall not be visible from the street.*

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R Parking should be located in block interiors so as to minimize its appearance from public areas. Parking lot areas are not permitted between the sidewalk/street and a building.

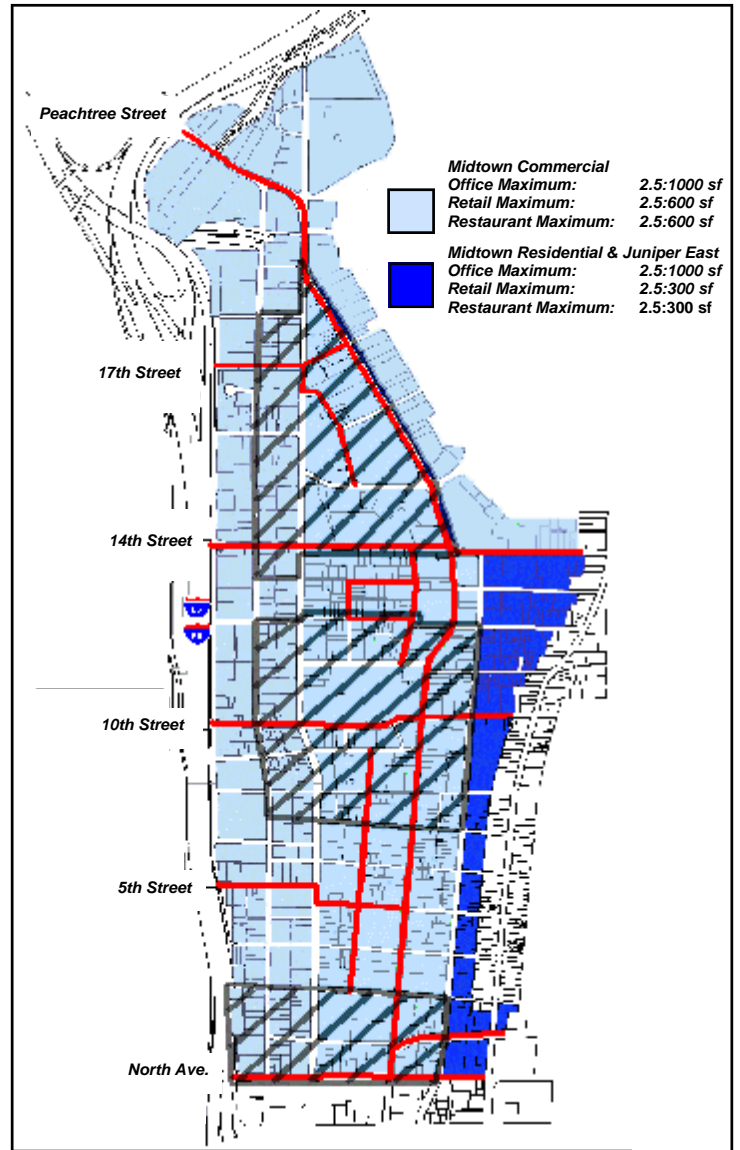


On-street parking is encouraged to protect pedestrians, support retail. New on-street parking may count toward open space require-



R Above-ground parking facilities shall provide active street fronting, ground-level commercial, office or residential uses adjacent to the public sidewalk. Parking structures must have a building-like appearance and fully screen all mechanical, accessory and lighting (both day and night) from all public-rights-of-ways and private drives.

PARKING DISTRICTS



QUANTITY OF PARKING REQUIRED

- ◆ Office: maximum 2.5 spaces per 1,000 sf
- ◆ Retail and restaurant within Transit Station Areas: none, when under 2,000 sf
- ◆ Residential: refer to City's Land Intensity Ratio Table
- ◆ Multifamily developments: at least 1 bicycle/ moped space per 5 multi-family units (3 minimum)
- ◆ Required bicycle/moped parking: 1/20 auto parking spaces (3 min.)
- ◆ Required electric charging stations: 1/100 auto parking spaces

R Off-site and cooperative/shared parking is permitted located within 1,000' with a Special Administrative Permit.

R The authorized agent of each building(s) exceeding 25,000 square feet shall be members of Midtown Transportation Solutions (Midtown's Transportation Management Assoc.).

Building Design

POLICY STATEMENTS

1. Establish maximum building heights for geographic areas.
2. Encourage development around MARTA stations.
3. In residential areas, building size and massing should be compatible with surrounding development.
4. Activate the ground floor of buildings fronting major streets with awnings, storefront windows, and other pedestrian-friendly amenities.
5. Private signage should be consistent in appearance and location throughout Midtown and limited in size.
6. Articulate building facades with awnings, balconies, bay windows, etc.
7. Preserve historic resources through renovation, adaptive re-use, and/or incorporation into new development.

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City of Atlanta Bureau of Planning & Ga. Tech Urban Design Workshop

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SUMMARY OF CITY OF ATLANTA SIGN ORDINANCE

GENERAL RESTRICTIONS

- ◆ The sign regulations for SPI-16 shall be the same as the regulations for C-2 (Commercial Services District), provided that:
 1. No freestanding signs shall be permitted.
 2. No shopping center signs shall be permitted.
 3. No general advertising sign shall be permitted.
 4. Signs may be located as near to the street property line as the nearest building.

C-2 (Commercial Service District)

- ◆ No portion of any business identification sign can be taller than the building upon which it is located.
- ◆ No removal, destruction, or cutting of any trunk, branch, or roots of trees will be allowed.
- ◆ Only 1 building signature sign shall be allowed on any side of the building.
- ◆ The installation of public art shall be subject to review and certification by the following City of Atlanta entities: Bureau of Traffic and Transportation, Atlanta Urban Design Commission and Bureau of Cultural Affairs. All public art must be approved by the Atlanta City Council.
- ◆ Number and area of signs:
 1. Residential use: 1 sign per lot that does not exceed 2 square feet in area.
 2. Institutional uses: 1 sign per street frontage not exceeding 35 square feet in area.
- ◆ A maximum of 3 building business identification signs shall be permitted for each business establishment on the ground floor (not to exceed 200 sq. feet in area).
- ◆ For corner lots 1 additional non-freestanding sign for the establishment occupying the corner space shall be permitted (not to exceed 60 sq. feet in area).
- ◆ Signs shall not exceed 35 feet in height.
- ◆ No animated, flashing and changing signs are permitted.

NOTE: *Any nonconforming sign (including existing freestanding signage) that is not used or leased for a continuous period of one year shall not be reused for sign purposes unless or until it conforms to the requirements of this chapter 28a. Sect. 16-28a.014.b.2*



New development should incorporate architectural features to activate the ground floor along pedestrian corridors including awnings, planters, attractive signage, lighting, ground floor retail, outdoor seating, etc.

R *For all accessory outdoor dining areas located adjacent to the public sidewalk: traditional affixed wooden or plastic, park-style picnic tables are prohibited; dining areas may be separated from the sidewalk with movable planters/fencing (max. 36" high).*



- ◆ *Building signage should be attractively designed, consistent in appearance and limited in size so as not to overwhelm the pedestrian environment.*
- ◆ *Address markers should be located above all primary building entrances (min. 6" high numbers).*

R *Storefront signs shall be illuminated between sunset and sunrise in SPI-16 MIDTOWN Sub-area 1.*



R *Building facades should be articulated with a variety of materials and fenestration for the first three stories to avoid monotonous or uniform facades and create a pedestrian scale.*

R *Pedestrian bridges and tunnels are strictly prohibited over or under public and private streets.*

Historic Resources

POLICY STATEMENTS

1. Preserve the historic character of Midtown.
2. Preserve and enhance the historic buildings, sites, and districts that reflect Atlanta's cultural, social, economic and architectural history.
3. Retain a range of building stock, compatible with these policy statements, to facilitate a range of commercial and residential uses.
4. Preserve and enhance existing residential uses.
5. Minimize creation of additional surface parking lots adjacent to street frontage.
6. Promote and enhance heritage tourism.
7. Ensure design quality for and provide review of new development and rehabilitation projects.
8. Provide a transition for the Midtown neighborhood and a context for new development.

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CATEGORIES OF PROTECTION FOR INDIVIDUAL HISTORIC RESOURCES



The Secretary of the Interior's Standards For Rehabilitation shall be enforced for all individual "Historic" or "Landmark" properties and all properties in the Piedmont Road Subareas. Changes to the exterior of such properties shall be subject to review by the Atlanta Urban Design Commission (AUDC). For individual buildings, the following categories of protection are provided for in the City of Atlanta's Historic Preservation Ordinance:

LANDMARK BUILDINGS AND SITES:

Rehabilitation

- ◆ Changes to the exterior shall be reviewed and approved by the Atlanta Urban Design Commission

Demolition

- ◆ Demolition is allowed if the property is considered a threat to public health and safety or is incapable of earning an economic return
- ◆ Demolition will be allowed under the lack of reasonable economic return provision when the 1) Economic Review Panel concurs, 2) required plans for a foundation permit are prepared, and 3) financial ability to build the replacement building is documented
- ◆ The square footage of the replacement building shall be at least equal to the square footage of the footprint of the landmark building

HISTORIC BUILDINGS AND SITES:

Rehabilitation

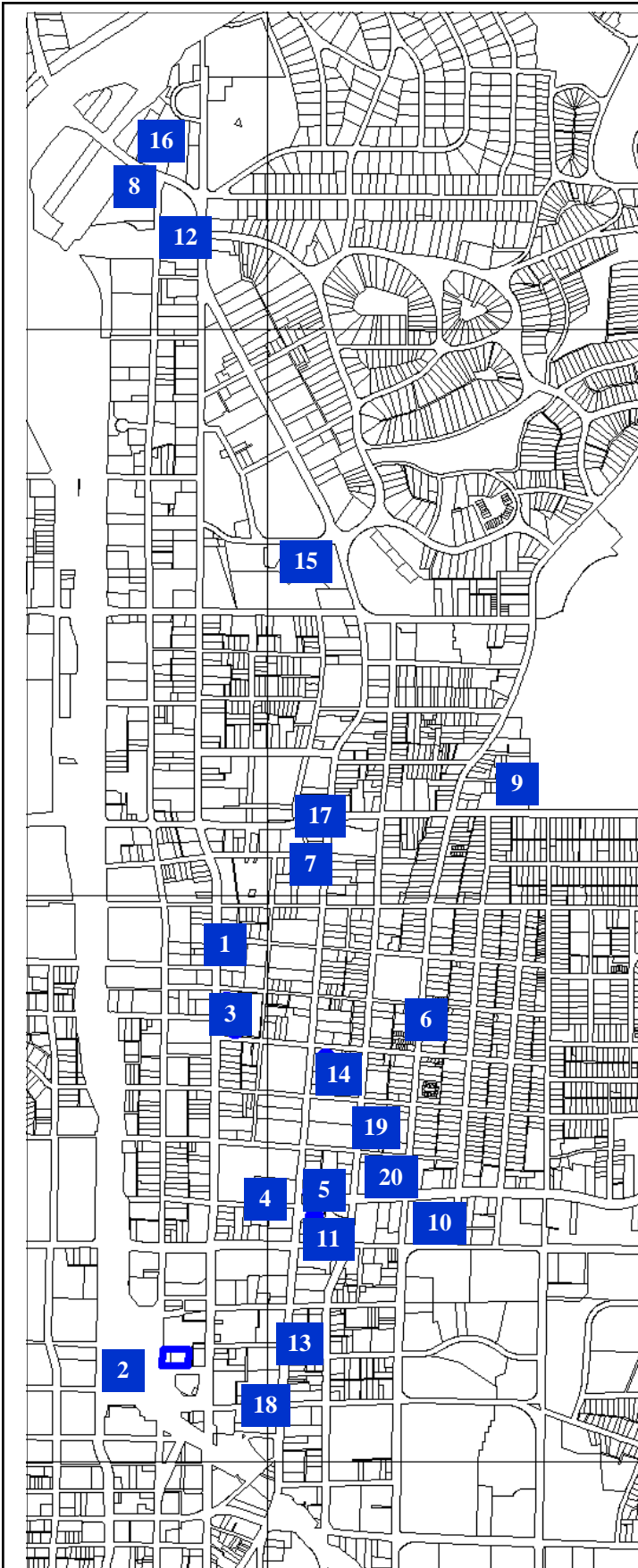
- ◆ Changes to the exterior that can be seen from the public right of way shall be reviewed and approved by the Atlanta Urban Design Commission

Demolition

- ◆ Demolition will be allowed when: 1) a foundation permit has been issued, and 2) financing is in place.
- ◆ The square footage of the replacement building shall be at least equal to the square footage of the footprint of the historic building



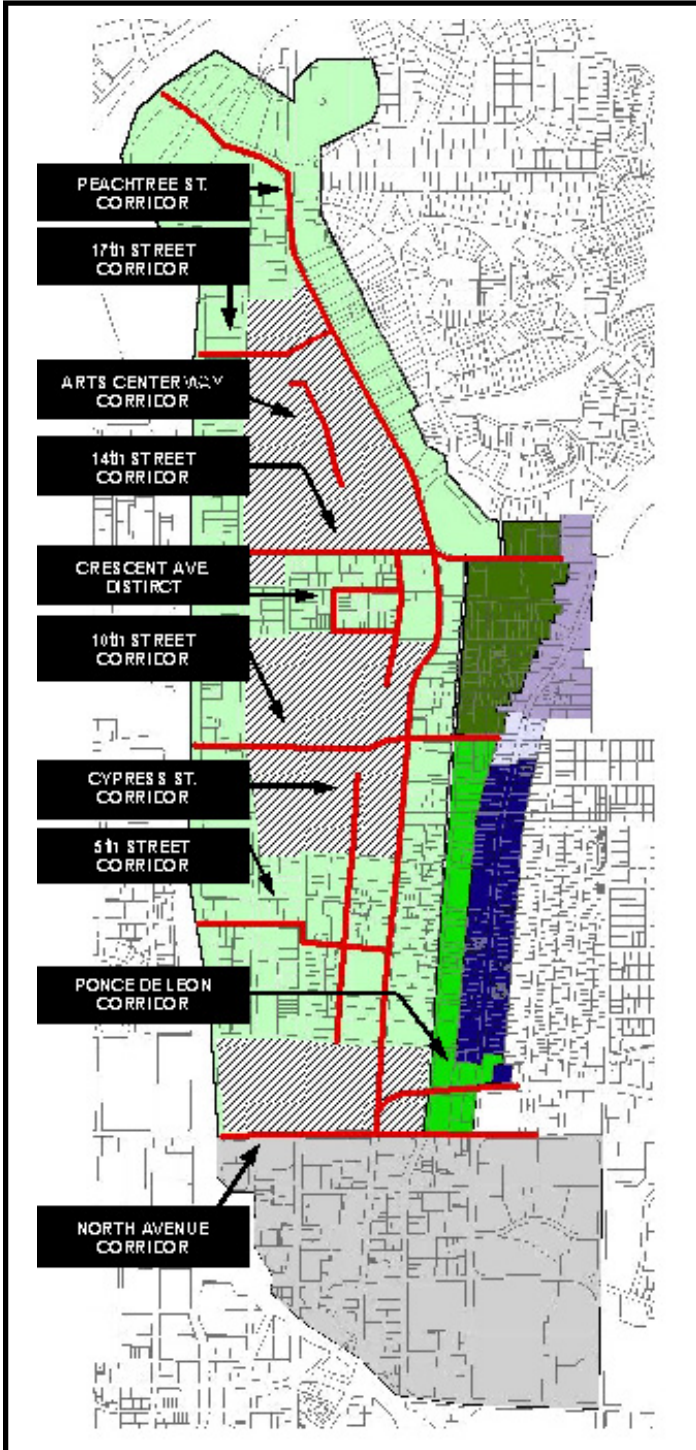
**DENSITY BONUS: TRANSFER OF DEVELOPMENT RIGHTS (TDR)
ELIGIBLE EXISTING DESIGNATED HISTORIC RESOURCES**



1. **Academy of Medicine**
875 Peachtree St., NW
2. **Baltimore Block District**
Baltimore Place, NW
3. **Biltmore Hotel and Biltmore House - Suites**
817 W. Peachtree St., NE
4. **Fox Theater**
660 Peachtree St., NW
5. **Georgian Terrace Hotel**
659 Peachtree St., NE
6. **Nicholson House**
821 Piedmont Ave., NE
7. **Palmer House Apartments**
81 Peachtree Place, NW
8. **Peachtree Christian Church**
1580 Peachtree St., NW
9. **Piedmont Park Apartments (Wilburn House)**
266 Eleventh St., NW
10. **Edward C. Peters House**
179 Ponce de Leon Ave., NE
11. **Ponce de Leon Apartments**
637 Peachtree St., NE
75 Ponce de Leon Ave., NE
12. **Rhodes Memorial Hall**
1516 Peachtree St., NW
13. **Rufus M. Rose House**
537 Peachtree St., NE
14. **St. Mark's United Methodist Church**
781 Peachtree St., NE
15. **The Castle**
87 Fifteenth St., NW
16. **The Temple**
1589 Peachtree St., NE
17. **Windsor House Apartments . M. Mitchell House**
979 Crescent St., NE
18. **W.W. Orr Building**
478 Peachtree St., NW
19. **705 Piedmont Avenue Apartments**
705 Piedmont Avenue
20. **The Chatham Court Apartments (now condo)**
690 Piedmont Avenue

MIDTOWN
DEVELOPMENT DESIGN GUIDELINES

Storefront Corridors



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Storefront Relationship to Street



All storefronts must be directly adjacent and accessible from public sidewalk.

Retail Architectural Design Details



Recess retail doorways and limit plaster depth to 4-inches along retail storefronts.



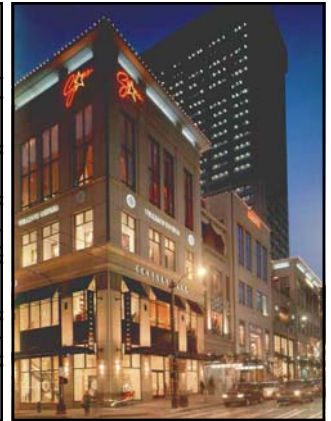
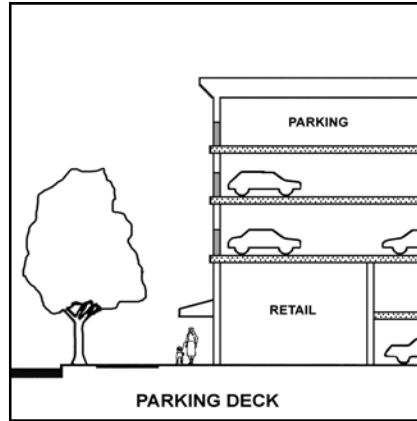
Create opportunities for storefront activity to open to adjacent sidewalk at street level.



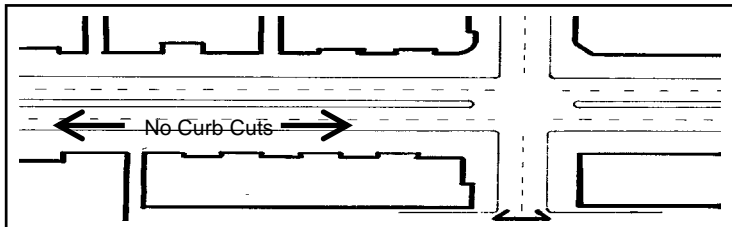
Lighting is strongly encouraged to accentuate storefronts.



65% floor-to-ceiling "clear-glass" is required. Horizontal window mullions should be avoided.



R Above-ground parking facilities shall be required to provide storefront active uses facing the street with direct access from the public sidewalk and doorway must remain open during business hours



Curb cuts are not permitted along Storefront Corridors where access to parking and building services can be achieved from side streets (with the exception of hotels).



For parcels fronting the Peachtree Street Storefront Corridor north of 14th Street, there shall be a minimum of 30-ft between the sidewalk and the build-



Midtown Mile Signature Retail: The 14-block section of Atlanta's great street from North Avenue to 15th offers the opportunity for "Blueprint vision" to be translated into reality, with the development of retail space designed to accommodate the needs of high-quality signature flagship tenants.



R Storefront Street facades shall be storefront in character. Clear glass fenestration shall comprise a minimum of 65% of the length of the street frontage & shall have a minimum height above the sidewalk of 10' and shall begin at a point not higher than 36" above the sidewalk.



R Along Storefront Corridors and arterial streets, all buildings (including parking structures) shall be required to provide continuous street-fronting ground level commercial, office or residential uses.

MIDTOWN RETAIL/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 amongst the design requirements for urban retail development/design is the need to accommodate the ever-changing and cutting-edge nature of the retailing business. 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 and lead one past an 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 national 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.
- Use only "Ultra-Clear" high performance glass storefront systems - No tints/reflection
- Build full-height storefront in excess of conventional 5-foot wide modules 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.
- Keep storefronts free of window treatments - to animate and engage street life to fullest extent possible.

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.

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.
- Storefront signage components (awnings/graphics) should be built-in with flexibility to accommodate branding needs of individual merchants.
- To identify businesses to pedestrians or those traveling parallel to storefront, fin or blade signs projected from building wall should be installed.
- Building signage must be attractively designed and limited in size and scale in keeping with Midtown's character and pedestrian environment.

Parking

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