



PLANNING AND DEVELOPMENT DEPARTMENT

Meeting Date: October 10, 2019

Item #: PZ2019-533

STAFF REPORT – DYER AND DYER VOLVO – DCI MAJOR MODIFICATION

Project Name: Dyer and Dyer Volvo DCI
Applicant: Garrett Womble, Praxis 3
Owner: SAI Chamblee V, LLC dba Dyer & Dyer Volvo
Proposed Development: Renovations to Volvo dealership building and associated site work
Requests: Major Modification to a DCI
Site Addresses: 5260 and 5270 Peachtree Boulevard
Parcel Numbers: 18 299 01 002 and 001
Staff Recommendation: Denial



Current Zoning: Village Commercial (VC) - This zoning district is intended primarily for mixed-use development and related uses at a higher density. This district provides a location for residences, retail, goods, services and offices to satisfy the common and frequent needs of the City's commercial core and greater Chamblee area. Design standards and design parameters encourage a pedestrian-friendly traditional urban form, oriented to pedestrians, which limits the conflicts between vehicles and pedestrians.

Current Use: Automobile dealership

Surrounding Land Uses: North – IT: Commercial office
South – TOD: Mixed-use under construction, Apartments
East – VC: Hotel
West – VC: Commercial office, warehouse, light industrial

Future Development Map:

The subject property is located within the Central Gateway character area of the Future Development Map in the City of Chamblee Comprehensive Plan. The vision of the character area is: *“As visitors pass through Chamblee along Peachtree Boulevard they will have a clear sense of arrival at a unique and inviting destination that they will identify with the greater Chamblee community. This will be an area that draws attention to the City Center, and yet also serves the local service needs of the surrounding neighborhoods.”*

Site Description:

The 6.3-acre site consists of two parcels located on the north side of Peachtree Blvd, approximately halfway between Sexton Woods Dr and Pierce Dr. The site contains a one story, approximately 58,000-sq-ft Volvo dealership with a sales, office, and auto repair building, which is currently undergoing renovations approved by Mayor & Council in DCI case PZ2019-463 in June 2019.

Proposed Project:

Mayor & Council approved a DCI for the property in June 2019 for a project that includes:

- Demolition of the existing entrance canopy and updates to the primary façade facing Peachtree Blvd.
- Reconfiguring of the parking and landscaped areas between the main entrance portion of the building and the street.
- Installation of the required streetscape.
- Interior renovations to the existing showroom.
- Updates to wall and ground signage.

Conditions of approval included a requirement that “An architectural louver screening system, or similar design, of similar color to the exterior walls of the building, shall be installed on the roof between the roof-top accessory mechanical units and the view from the right-of-way of Peachtree Blvd.” The Planning and Development Director has determined that this condition

requires a continuous louver system, similar to the UDO requirement requiring new roof-mounted mechanical systems “be screened with an opaque wall constructed of materials similar to the primary building” (Sec. 230-27(g)). The applicant is requesting that this condition be amended to allow individual screening systems for each mechanical unit.

DCI Review and Approval Criteria:

The following review and approval criteria, described in Sec. 280-23, must be used in reviewing and taking action on all DCI applications:

1. Design shall be in harmony with the general character of the neighborhood and surrounding area, considering factors such as mass, placement, height, changing land use patterns, and consistency of exterior architectural treatment, especially in areas of historic and special design interest.

The applicant received a variance to reduce the minimum façade height along Peachtree Boulevard from 24’ to 18’. Taller facades along this street are intended to help create a more comfortable and inviting pedestrian experience. The installation of a single louver system between the mechanical units and the street would help increase the height of the building along Peachtree Boulevard, which would be more in harmony with the changing character of the area.

2. Design components shall be planned such that they are physically and aesthetically related and coordinated with other elements of the project and surrounding environment to ensure visual continuity of design.

A single louver system would be more aesthetically coordinated to the rest of the project than the proposed individual screens. The purpose of the screening system is to screen mechanical equipment on the roof to provide a more aesthetically pleasing building. Individual screens for each mechanical unit would likely draw more attention to these elements.

3. Design shall protect scenic views, particularly those of open space, and utilize natural features of the site.

The proposed amendment would have no impact on scenic views.

4. Design shall protect adjacent properties from negative visual and functional impacts.

The proposed amendment would result in a less visually appealing building than that which is required by current conditions of approval.

5. Design shall respect the historical character of the immediate area as integral parts of community life in the City and shall protect and preserve structures and spaces which provide a significant link within these areas.

The proposed amendment would have no impact on the historical character of the area.

6. All exterior forms, attached to buildings or not, shall be in conformity with, and secondary to, the building.

A single louver system would be more in conformity with the principal building than multiple rooftop systems.

7. The proposed development is suitable in view of the use and development of adjacent and nearby property.

The proposed amendment would not have any impact on the use and development of adjacent and nearby property.

8. The proposed development does not adversely affect the existing use or usability of adjacent or nearby property.

The proposed amendment would not have any impact on the existing use or usability of adjacent or nearby property.

9. The proposed development does not result in a use which will or could cause an excessive or burdensome use of existing streets, transportation facilities, utilities or schools.

The proposed modification would not have any functional impact any public facilities.

10. The proposed development is in conformance with the applicable zoning district.

The current use, automobile dealership, is proposed to remain unchanged. The use is legal-nonconforming to zoning standards. It was allowed under previous zoning provisions, however, is not currently allowed in the VC district, or on a storefront street. The use is legally permitted to continue to operate in accordance with the “nonconforming situations” provision of the UDO.

The VC district seeks to create a traditional urban form, oriented to pedestrians, which limits the conflicts between vehicles and pedestrians. Particularly on wide streets, higher facades help create a more comfortable and inviting pedestrian experience. The presence of a single louver system would likely be preferable to the applicant’s proposal in this regard.

11. The proposed development is in conformance with the provisions of the future development plan articulated in the City’s Comprehensive Plan.

The proposed modification would not significantly impact the project’s conformance with the Comprehensive Plan.

Staff Recommendation:

Based on the analysis of this application, using the standards and criteria found in Chapter 280 of the UDO, staff recommends **DENIAL** of the DCI application PZ2019-533.

Should Mayor and Council approve this DCI modification, staff recommends the following modifications to the previously approval conditions of approval (additions, deletions):

1. The development shall be constructed in substantial conformity with EXHIBIT A: DCI Plan Book for Dyer and Dyer Volvo, dated received ~~April 8, 2019~~ **September 9, 2019**, with revisions required by conditions of approval as reviewed and approved by the Planning & Development Director.

2. All outdoor lighting shall be brought into compliance with the City's current Outdoor Lighting regulations.
3. All signage, bollards, vehicle display areas, and similar features associated with the dealership, other than landscaping and hardscaping associated with pedestrian and vehicular connectivity to and through the site, that are located in the right-of-way shall be removed from the right-of-way prior to the issuance of a Certificate of Occupancy.
4. All bollards, gate arms, and similar features to remain visible from the right-of-way shall be painted or returned to a state of good repair, per the review and approval of the Planning and Development Director.
5. An architectural louver screening system, ~~or similar design,~~ **substantially similar to that shown in the DCI Plan Book for this application,** of similar color to the exterior walls of the building, shall be installed on the roof between the roof-top accessory mechanical units and the view from the right-of-way of Peachtree Blvd.
6. The dumpster shall be relocated from its current location to a location that is not between any front façade wall and the right-of-way. The dumpster shall be placed in a dumpster enclosure meeting the dimensional and architectural design requirements of the UDO.
7. A minimum 5-ft-wide pedestrian path constructed of paving or paver materials contrasting from the driveway shall be installed to connect the main building entrance to the new sidewalk.
8. The existing 31.1-ft-tall ground sign and 19.1-ft-tall pole sign shall be removed.
9. All existing barbed wire shall be removed from the property.
10. Translucent panels shall be considered to meet fenestration requirements.
11. Translucent frosted glass shall remain at 18 ft high, with another 2 ft to 4 ft of metal panel parapet or comparable compatible materials extending above.
12. The applicant shall provide the City with a right-of-way easement to accommodate the future connection proposed in the Master Transportation Plan subject to the City Manager approval.
13. The applicant shall obtain a permit for the construction of the streetscape in the right-of-way and improvements prior to the issuance of the Land Disturbance Permit.
14. The applicant shall provide the City with a bond in the total amount of 150% of the anticipated cost of the streetscape improvements which can be drawn upon as those are put in. This bond shall be comprised of a Cash Bond in the amount of 110% of the anticipated cost, and the remaining 40% may be a Performance Bond per the City Unified Development Ordinance regulations.

Design Review Board Recommendation:

At its September 25, 2019 meeting, the DRB made the following recommendation:

1. The Board recommends approval of the modification as presented by the applicant.

Attachments:

Attachment 1 – EXHIBIT A: DCI Plan Book for Dyer & Dyer Volvo, dated received
September 9, 2019

Attachment 2 – Application

Attachment 3 – Maps