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**March 12, 2021 - REVISED**

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APPLICATION FOR DEVELOPMENT OF COMMUNITY IMPACT (DCI)

PROJECT:

PruittHealth Inc. Headquarters

Name of Project
5238 Peachtree Road, Chamblee, Georgia 30341

Property Address
See attached.

Brief Description of Project

Table with 4 columns: Zoning District, Total # of Properties Involved, Total Project Acreage, Mid City, Total Number of Buildings, Total area of buildings. Values include 1, 2.83, 1, and See plans.

OWNER:

Unico Insurance Company, Ltd.

Name and Company
1626 Jeurgens Court Norcross, Georgia 30093

Mailing Address City, State Zip Code

770-279-6200 tarnold@pruitthealth.com

Phone # E-mail

APPLICANT: [X] Check here if Applicant is also the Property Owner

Unico Insurance Company, Ltd.

Name and Company
1626 Jeurgens Court Norcross, Georgia 30093

Mailing Address City, State Zip Code

770-279-6200 tarnold@pruitthealth.com

Phone # E-mail

Handwritten signature of applicant

2.23.21
Date

Applicant Signature

[ ] I hereby certify that all information provided herein is true and correct.

NOTARY:

Sworn to and subscribed before me this 23 day of February, 2021

Notary Public: [Handwritten signature]





Owner Permission Affidavit

Subject Property Street Address: 5239 Peachtree Road, Chamblee, Georgia 30341

Subject Property Tax ID number: 18 - 299 - 14 - 001

Owner:

Name (Person, Firm, Corporation, or Agency): Unico Insurance Company, Ltd.

Mailing Address: 1626 Jeurgens Court, Norcross, Georgia 30093

Phone: 770-279-6200

Email: tarnold@pruitthealth.com

Property Owner's Agent (If applicable)

Name (Person, Firm, Corporation, or Agency): Greenstone Properties and Morris Manning & Martin, LLP

Mailing Address:

Greenstone: 3301 Windy Ridge Pkwy, Suite 320, Atlanta, GA 30339

MMM: 3343 Peachtree Rd, Suite 1600, Atlanta, Georgia 30326

Phone: Greenstone: (678) 589-7606 MMM: 404-504-7754

Email: cscott@greenstone-properties.com and jhill@mmmlaw.com

I am applying for, or I hereby give authority to the applicant to file an application for: approval of a DCI.

Owner/Agent signature

Owner/Agent printed name: Neil L Pruitt, Jr

This instrument was signed before me on this date: 2.23.21

County: Gwinnett Georgia Notary Signature:

Affix seal/stamp as close to signature as possible



## Letter of Intent

### **I. Project Summary**

This Development of Community Impact application contemplates the relocation of PruittHealth, Inc.'s corporate headquarters from the City of Norcross to the City of Chamblee. The subject property is located at 5238 Peachtree Road and is currently improved with single story commercial uses. The project includes a complete redevelopment of the 2.83 acre property into a five story office building that also includes active, commercial uses such as a café and a fitness facility with a rehabilitation component, both of which will be open to the public.

The proposed development will be phased and this DCI application requests approval of both phases and an extension of the expiration of the DCI from five years to ten years to allow the phased development to occur over the next ten years. The first phase will be construction of the office building, café and fitness center and will accommodate parking in a surface parking area. The second phase of development will add additional office use and/or replace the surface parking area with structured parking. Access to the property will be provided through curb cuts on Peachtree Road and Malone Drive. Parking will be provided in a parking deck with limited surface parking spaces at the rear of the site. Concurrently with this DCI application, the applicant also seeks concurrent variances and easement modifications from the City of Chamblee as hereinafter described.

### **II. Review and Approval Criteria in Section 280-24**

- a. 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 general character of the neighborhood and surrounding area includes several multistory buildings with a variety of massing and exterior architectural styling. The surrounding properties range from newer multifamily residential buildings with modern architectural styling to older manufacturing/warehouse buildings with brick and/or cinder block-exterior. Several of the surrounding properties include massive structures such as the Guardian Self-Storage site, the Walmart Supercenter, and The Station on Peachtree. Based on the proposed elevations, similar to the surrounding area, the design of the project will contain a modern architectural style utilizing glass and brick in combination and will be complementary to the placing and massing of existing buildings in the surrounding area.

- b. 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.**

The surrounding area includes a mix of building sizes, types, and architectural styles. The site plan and architectural elements of design indicate that the project will be designed to be consistent with the existing surrounding area and consistent within the project site.

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

The location of the project is in an urban area and is surrounded on all sides by the built environment with the MARTA station across the street. The project site is currently fully developed with commercial uses and lacks open space and natural features. There are not any scenic views of open space or natural features to preserve.

- d. Design shall protect adjacent properties from negative visual and functional impacts.**

The design of the project will include quality materials, massing, textures and visual interest as shown on the architectural renderings and elevations to protect adjacent properties from negative visual and functional impacts. This design is intended to fit and embrace the goals of the Transit Oriented Development zoning district and will be in harmony with the surrounding area. The design will not create negative visual or functional impacts on the adjacent properties.

- e. 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.**

To the extent possible, the proposed development embraces and protects, the historical character of the existing area. Further, there are no significant historical structures or spaces located within the project site that warrant preservation or protection.

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

The proposed project will include consistent architectural styling and design, as shown on the architectural elevations, which design includes all exterior forms to the building.

- g. The proposed development is suitable in view of the use and development of adjacent and nearby property.**

The proposed PruittHealth, Inc. headquarters development is aligned with the existing character of the adjacent and nearby property. First, the proposed uses are permitted by right in the Transit Oriented Development zoning district and all adjacent properties are located in the Transit Oriented Development zoning district. Second, the existing character of the area

(quarter-mile radius) includes a diverse mix of uses including office and retail use, which are the same uses contemplated by the proposed development. Third, the proposed development is located directly across from the Chamblee MARTA Station, which furthers the goals of the zoning district by potentially minimizing automobile use while maximizing the use of public transit.

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

The proposed development is located in an area that includes retail, office, residential, and some industrial uses. Immediately adjacent to the proposed development the use mix includes multi-family residential to the west across Malone Drive; the North DeKalb Senior Center and Chamblee Senior Residences to the north; office space to the east; and the Chamblee MARTA station to the south. The intensity of the proposed use will be complementary to the existing uses in the immediately surrounding area and will not adversely impact the use or usability of adjacent or nearby properties.

**i. 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.**

By virtue of the proposed development's location directly across from the Chamblee MARTA Station, increased use of the existing streets and transportation facilities should be limited as employees and visitors alike will have the option of using public transit. The property is also in close proximity to the future Chamblee Rail Trail Extension, which will encourage pedestrian and bicycle access. The proposed development is an infill development so increase of use on the existing utility infrastructure will be limited and is unlikely to result in the need for an expansion of said infrastructure. The proposed development does not have a residential component so there will not be any impact on schools.

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

The proposed development is generally in conformance with the Transit Oriented Development zoning district. This application does request variances and waivers to the general zoning ordinance requirements as hereinafter discussed.

**k. The proposed development is in conformance with the provisions of the future development plan articulated in the City's Comprehensive Plan.**

The City's Comprehensive Plan indicates that the proposed development is located in the Mid-City future land use planning district. The vision of this district is to support transit oriented lifestyles with associated housing, services and employment centered on the Chamblee MARTA station. By way of the new headquarters, the proposed development is aligned with the employment element of the vision for the Mid-City district. Additionally, the proposed development is aligned with the following key policies for this district: (1) providing safe and convenient access to the future Chamblee Rail Trail Extension project; and (2) seeking high

quality development adjacent to the MARTA station. The Chamblee Rail Trail Extension project, once completed, will be located within feet of the proposed development. The redevelopment of the existing site into the new PruittHealth, Inc. headquarters will result in high quality development directly across the street from the MARTA station.

## **Variance and Waiver Review and Approval Criteria**

This DCI application requests the following concurrent variances and waivers from the City of Chamblee Code of Ordinances:

1. Variance from Section 230-30(a)(2) to increase the amount of open space allowed to be impervious from 25% to 37.10% for Phase 1 and 43.5% for Phase 2;
2. Variance from Section 230-6(d) to increase the allowable height of retaining walls in the front or street side yards from two feet to three feet as identified on the plans;
3. Variance from Section 230-26(g)(1)(a)(5) to increase the height of the supplemental zone from 24 inches to up to 36 inches higher than the adjacent sidewalk as identified on the plans;
4. Variance from Section 230-26(a) to increase the width of the supplemental zone from 8' to between 9'-25' (average 11') along Malone Drive and from 8' to between 12.2'-63.2' (average 35') along Peachtree Road;
5. Variance from Section 230-27(g) to allow above ground utilities to be located in front of the proposed building to accommodate ground backflow preventers required by DeKalb County to be installed for the new improvements;
6. Variance from Section 260-9(a)(3)(c)-(d) to allow four wall signs on the Peachtree Road façade to accommodate a separate sign for the café and a graphic in addition to two building occupant signs;
7. Variance from Section 240-13(b)(40)(b) to allow the above ground decks of the parking garage to face a public street and to not be screened from view from public and private streets and other properties by liner buildings;
8. Variance from Section 240-13(b)(40)(h) to allow the parking structure to be constructed without flat floor plates on every above ground level;
9. Variance from Section 240-13(b)(40)(i) to allow the parking structure to reduce the minimum floor-to-ceiling height from fifteen feet to ten feet;
10. Waiver from Section 350-2(a)(1)(c) to increase the proposed driveway width from 24 feet to 26 feet;
11. Waiver from Section 350-2(a)(2) to allow the spacing between the driveway on the subject property to be 56 feet from the driveway on the adjacent property; and
12. Waiver from Section 350-25(a) to not bury all overhead utilities.

**(1) There are extraordinary and exceptional conditions pertaining to the particular property in question because of its size, shape or topography; and**

The property presents extraordinary and exceptional conditions because of its size, shape or topography. Relative to other properties in the area that front on Peachtree Road, the subject parcel is shallow at only 285 feet deep and is a corner lot which challenges parking placement and site and building design. Further, there is an eleven foot topography change across the property which challenges compliance with the retaining wall and streetscape requirements. The property is sloped east to west and south to north where the lowest points are located in the northwestern portion of the property. The project attempts to make full use of the site given the challenges presented by the size, shape and topography of the property to adequately accommodate the needs of the proposed development. Despite best efforts of the project to meet the requirements of the UDO, the project seeks variances and waivers related to the items identified above.

**(2) The application of this UDO to the particular piece of property would create an unnecessary hardship; and**

The strict application of the UDO would create an unnecessary hardship. As it pertains to open space, the project exceeds the amount of required open space as identified on the plans but the project requests a variance to increase the open space area that may be impervious. Due to the location of the property on a corner, the streetscape requirements on both streets require impervious area and for circulation and maintenance purposes for the project the applicant has additional impervious area. With respect to the increased height of the proposed retaining walls and supplemental zones, reducing the proposed heights to satisfy the requirements of the UDO would require significant additional grading. The proposed height of the retaining walls and supplemental zones on the site plan respond to the sloping topography. On Peachtree Road, the project includes an expanded terraced plaza area to respond to the grade and enhance the pedestrian experience. As it pertains to the expanded width of the supplemental zones on the site plan, the strict application of the UDO would require the building to be constructed with a straight façade on an angle commensurate with the angle of the property line as the property line along Malone Drive is not exactly straight. The building includes insets to create visual interest and moving the building to be located exactly at the back of the supplemental zone along Malone Drive would create an unnecessary hardship. Further on Peachtree Road, the expanded supplemental zone allows for the proposed terraced plaza area. Regarding the above ground water backflow utility infrastructure, the proposed location of the ground backflow preventer(s), are the only feasible location. Due to the nature of the utility being water infrastructure, the backflow system must be located in close proximity to the water meter and adjacent to the right-of-way. The strict application of the UDO would require the backflow infrastructure to be moved behind the building and in an area that is too far from the water meter to serve its intended purpose. Regarding the proposed signage, the strict application of the UDO would not allow a sign to be placed on the café which is open to the public. Further, the proposal includes a graphic as a building design feature to add to the visual aesthetic of the building. A total of four signs are permitted on the building and the applicant is proposing to

install all four on the Peachtree Road frontage for identification and aesthetic purposes. Denying the signage requested would undermine the intent of creating public access spaces within the site and detract from the building design. Due to the size and corner configuration of the site, there are limited locations for the future parking structure. In lieu of screening with a liner building, the applicant proposes a visual screen that is aesthetically interesting and meets the intent of the liner building requirement. Further with respect to the parking structure, providing flat floor plates and a 15 foot minimum floor to ceiling height would only increase the height and massing of the parking structure which is not desirable. The strict application of the UDO to the curb cut width and location on Malone Drive would be detrimental for public safety purposes. It would create particular difficulty for access from fire and other public safety vehicles that may need to access the site in the case of emergency as well as inhibit service vehicle access. Additionally, the 26 foot drive at the rear of the site is existing and shared with the adjoining property through an easement, which challenges compliance with the UDO. Further, the distance requirement between driveways would require moving the existing driveway on Malone Drive closer to the intersection of Malone Drive and Peachtree Road, which would be detrimental to site design, circuitry of travel within the property, disruptive to existing inter-parcel access, and traffic flow on the public right-of-way adjacent to the property. Last, the property frontage includes several utilities which makes it difficult to locate the lines underground. Water lines for the neighboring property and the subject property, gas lines and sewer lines are all located in this area impairing the ability to bury utilities.

**(3) Such conditions are peculiar to the particular piece of property involved; and**

The conditions are peculiar to the subject property. With the exception of the Peachtree Malone Lofts property, there are no other properties in the immediately surrounding area that have a comparable depth to the subject property resulting in the existing size and shape. In fact, it appears that many of the properties along Peachtree Road have much greater depths as they extend to the former rail line and what is now the future proposed Rail Trail Extension Project. The location of the property on a corner further challenges development. The topography of any site is typically one of its most unique features as no two sites are exactly alike. Accordingly, the subject property has features unique to the property which necessitate the variances.

**(4) Such conditions are not the result of any actions of the property owner; or**

The property owner did not create the conditions presented by this property. The property owner has not subdivided the property or otherwise altered the size, shape or topography of the property during its ownership. Any grading conducted on the site will be the result of the existing topography in an effort to accommodate the proposed development.

**(5) Relief, if granted, would not cause substantial detriment to the public good nor impair the purposes or intent of this zoning ordinance.**

There will be no detriment to the public good nor will the purposes or intent of the zoning ordinance be impaired by granting the requested relief. The proposed development of this site will result in the relocation of PruittHealth, Inc., headquarters from the City of Norcross to the City of Chamblee. This relocation will bring additional jobs and an increased tax base, which is beneficial to the public good and to the city as a whole. The requested variances and waivers afford relief that is aligned with a building and site design that meets the purposes and intent of the UDO. The increased impervious open space area is a result of an expanded streetscape on Peachtree Road and the corner lot configuration. The height of the retaining walls and supplemental zones only minimally exceed the requirements and result in a visually appealing pedestrian experience. The increased supplemental zones respond to the angle of the street and a design accommodating additional pedestrian activity. The water backflow system improvements will be located in locations mandated by DeKalb County and will be placed in a manner to not be impactful to the public. Allowing four wall signs on the Peachtree Road frontage to accommodate the café and the addition of a graphic will not cause a detriment to the public good and will not impair the purposes and intent of the UDO. The café sign is necessary to identify the location of the café which is open to the public but does not qualify for separate signage due to the building operation. If the café was a separate business, it would be entitled to the signage proposed. The graphic proposed on the building is considered a sign that is exempt from permitting, but still counts toward the allowable signage. The graphic will add visual interest to the building and that creates a superior aesthetic design for the enjoyment of the public. With respect to the requested parking deck variances, there will be no substantial detriment to the public and the purpose and intent of the UDO will not be impaired. Specifically, with regard to appearance, the parking deck has been designed to include active use at the sidewalk level and visually interesting screening on the upper levels. Eliminating the requirement for flat floor plates and 15 foot floor to ceiling heights reduces the scale of the proposed parking deck to be compatible with the existing development fabric. The driveway width and driveway separation waivers proposed consider the public good and the need for ease of access for emergency and service vehicles to and from the site and traffic relief at the intersection of Malone Drive and Peachtree Road. Further, the driveway access, which exists today, is required by an existing access easement shared with the adjacent property to the north. Last, the existing underground service lines along the frontage hinder the ability to bury additional utilities in this location.