

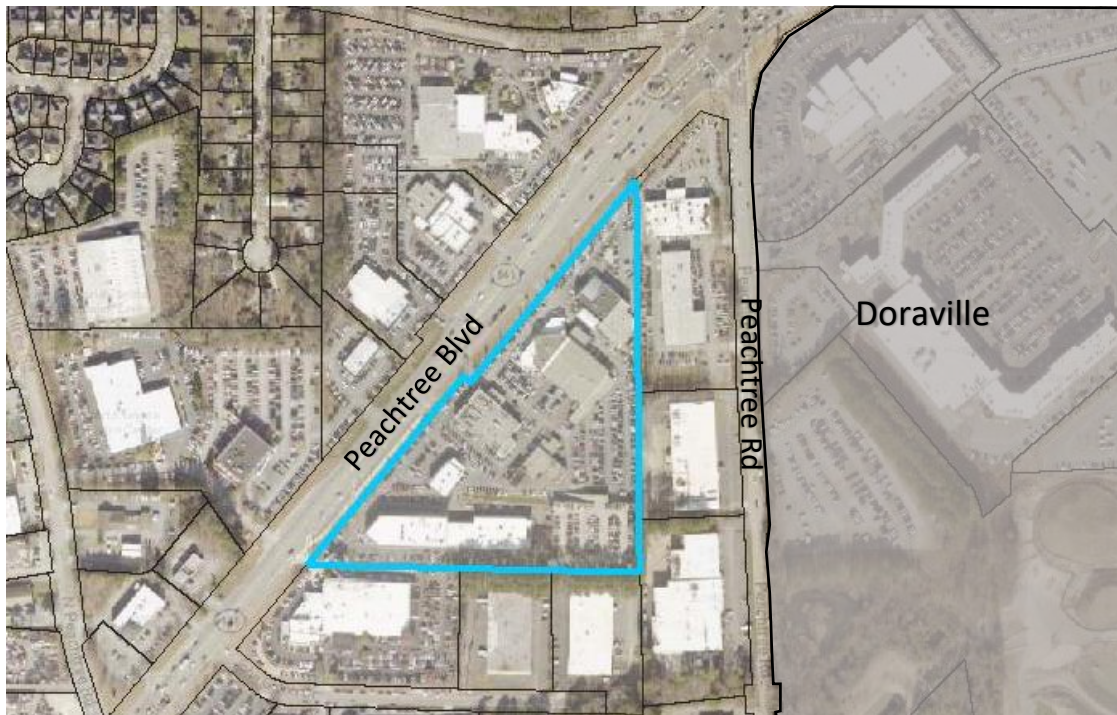
**PLANNING AND DEVELOPMENT DEPARTMENT
DRB STAFF REPORT**

DRB Meeting Date: March 31, 2021

Item #: PZ2020-748

JIM ELLIS LIGHTHOUSE DCI – 5805 AND 5855 PEACHTREE BLVD

Project Name: Jim Ellis Lighthouse
Applicant: Steven T. Ellis, PRO Building Systems, Inc.
Owner: JBE Realty, LLLP
Proposed Development: 109,615 S.F. Automotive/Office Building with 183,800 S.F. Elevated Parking Structure
Request: Development of Community Impact (DCI), 15 variances and five waivers
Site Address: 5805 and 5855 Peachtree Blvd
Parcel Number: 18 323 05 038



- Current Zoning:** Corridor Commercial (CC) – This zoning district is intended primarily for commercial and mixed-use development and related accessory uses at a medium density. This district provides a location for residences, retail, goods and services and offices to satisfy the common and frequent needs of the city's businesses and residents. Design standards and design parameters encourage a pedestrian-friendly traditional urban form, oriented to pedestrians, which limits the conflicts between vehicles and pedestrians
- Current Uses:** Automobile dealerships
- Surrounding Land Uses:** North – CC: Commercial businesses
 South – CC: Automobile dealership and IT: Commercial businesses
 East – CC: Automobile dealership and I: Warehouse and office
 West – CC: Commercial businesses

Character Area and Future Development Map:

The property is located within the Motor Mile Corridor character area of the Comprehensive Plan. The vision of the Established Residential character area is that it will: *“continue to be a major regional shopping destination for auto sales and service. Though local commercial areas will be primarily auto-oriented in their marketing, future land uses will reflect a mixed-use urban environment that is pedestrian and bicycle friendly, and visually appealing to visitors.”* Land uses recommended for this area include: *“commercial retail, office; and mixed-use.”* Recommended uses include: *“Retail, restaurants, and services.”*

Site Description:

The overall site is 10.72 acres, comprised of three lots and contains six separate buildings and a 3-level parking garage. The property is an automobile dealership. Four curb cuts access the property along Peachtree Blvd. A 10 ft-wide landscape strip and 10 ft-wide sidewalk is on the south side of the property in front of the lot.

History of the Property:

The first buildings on the site were constructed in 1970 and served as an automobile dealership. Jim Ellis has operated at the site for over 50 years.

Description of the Proposed Project:

A summary of the project is as follows:

- Demolish the existing Jim Ellis Mazda dealership building and the Jim Ellis Saab auto parts department building on lot 2;
- Dive the overall property into three separate lots;

- Construct a 109,615 square foot, 4-story automotive showroom and office building with a 183,800 square foot elevated parking structure on lot 2;
- Provide 42 surface parking spaces that includes 10 spaces for display vehicles along Peachtree Blvd;
- Install a 10 ft-wide landscape strip and 10 ft-wide sidewalk along the frontage of lots 1 and two.

Variations and Waivers:

The applicant requests the following concurrent variations from Title 2 of the UDO:

1. Variance from Sec. 230-1 to increase the 80% maximum impervious surface to the following per each lot: 97.2% existing to 96.5% proposed on lot 1, 99.7% existing to 95.5% proposed on lot 2, and 85.5% existing to 84.6% proposed on lot 3.
2. Variance from Sec. 230-1 to reduce the minimum required 20% open space to the following per each lot: .03% existing to 4.5% proposed on lot 2.
3. Variance from Sec. 230-1 to exceed the maximum building height of 60 ft to 62 ft for the building and 72.5 ft for the stair and elevator towers on the parking garage.
4. Variance from Sec. 230-6(e)(4)(a) to exceed the maximum retaining wall height in a rear yard from 8 ft to 17 ft.
5. Variance from Sec. 230-26(e) to not meet the parking lot landscaping regulations.
6. Variance from Sec. 230-26(g) to not meet the supplemental zone regulations.
7. Variance from Sec. 230-27(a)(8) to allow service entrances, utility closets and other similar features shall not be oriented towards a public street.
8. Variance from 230-27(c)(1) to not the building massing regulations.
9. Variance from Sec. 230-29(b)(3) to allow non-motor vehicle-related uses on a storefront street.
10. Variance from Sec. 240-13(b)(25)(c) to allow service and storage areas in an automobile dealership to front or maintain a dominant position on the site as viewed from the public rights-of-way.
11. Variance from Sec. 240-13(b)(25)(d) to not screen all storage/service areas from all public rights-of-way with a vegetative screen.
12. Variance from Sec. 240-13(b)(40) (c), (d), (e), (g), (h), and (i) to not meet the regulations of a parking garage including the following: screen the external openings with decorative elements, conceal automobiles from visibility in the right-of-way, appearance of a horizontal-storied building, 40% shade cover on the roof level, constructed with a level base and with flat floor plates on every above ground level, minimum floor-to-ceiling height of 15 ft.
13. Variance from Sec. 250-7(a)(1) to allow parking between the building and the street.
14. Variance from Sec. 250-7(a)(8) not provide inter-parcel access.
15. Variance from Sec. 250-8(a)(1) to not provide compact parking spaces.

The applicant requests the following concurrent waivers from Title 3 of the UDO:

1. Waiver from Sec. 320-21(a)(3) to not provide a 10 ft strip of land reserved as open space separating vehicles from sidewalks, driveways, supplemental zones, and streets in public rights-of-way.
2. Waiver from Sec. 320-21(a)(5) to not provide a 5 ft wide landscape strip where such parking lot abuts side or rear property lines.
3. Waiver from Sec. 320-39 (a) to not meet tree density requirements.
4. Waiver from Sec. 350-2(a)(1)(e) to allow a drive aisle between the building and the street.
5. Waiver from Sec. 350-2(a)(2)(a) to reduce the required driveway spacing on a 45 mph street from 369 ft to 204.8 ft.

Attachments:

Attachment 1 – Exhibit A: DCI Plan Book, dated received March 15, 2021

Attachment 2 – Application

Attachment 3 – Maps

Site Visit:



