



**DeKalb County Department of Planning & Sustainability**

**330 Ponce De Leon Avenue, Suite 500  
Decatur, GA 30030  
(404) 371-2155 / plandev@dekalbcountyga.gov**

**Planning Commission Hearing Date: January 9, 2018, 6:30 P.M.  
Board of Commissioners Hearing Date: January 23, 2018, 6:30 P.M.**

**STAFF ANALYSIS**

**Case No.:** SLUP-18-21926 **Agenda #:** N. 1

**Location/Address:** 4001 Presidential Parkway **Commission District:** 1 **Super District:** 7

**Parcel ID(s):** 18-294-07-001 thru -003; 18-294-08-001 thru -138; 18-294-09-001 thru -101

**Request:** A Special Land Use Permit (SLUP) to convert an existing building into a 400-unit senior housing development with a new 176,220 square foot addition to the existing building, in an O-I (Office-Institutional) district, in accordance with Chapter 27, Article 4, Table 4.1.

**Property Owner(s):** Hays Financial Consulting, LLC

**Applicant/Agent:** Peacock Partnership, Inc.

**Acreage:** 5.66 acres

**Existing Land Use:** A vacated former hotel/residential condominiums/nightclub.

**Surrounding Properties:** To the northwest, north, and northeast: the I-285 and I-85 Interchange; to the east: the Clyde Bergman Power Company; to the southeast: an office/warehouse building; to the south: a vacant lot; to the southeast: the Hit Atlanta Tennis Center; to the west: a one-story, multitenant office building.

**Adjacent Zoning:** **North:** M **South:** M **East:** M **West:** M **Northeast:** M **Northwest:** M **Southeast:** M **Southwest:** OD

**Comprehensive Plan:** OP (Office Park)  **Consistent**  **Inconsistent**

<b>Proposed Density:</b> 70.67 units/acre	<b>Existing Density:</b> None (unoccupied building)
<b>Proposed Units:</b> 400	<b>Existing Units:</b> None (unoccupied building)
<b>Proposed Lot Coverage:</b> 79%	<b>Existing Lot Coverage:</b> 78.7%

**Companion Application:**

The applicant has filed a companion application (SLUP-19-21957) to increase the height of the building to 12 stories, from the maximum allowed height of five stories, to allow construction of a new, 12-story tower on top of a part of the existing building.

**Zoning History:** Based on DeKalb County records, the property appears to have been zoned O-I since adoption of the original zoning code and map in 1956.

## **PROJECT ANALYSIS**

The subject property is a 5.66-acre site which is developed with a vacant building that was originally constructed as a hotel with restaurants, a nightclub, gift shops, and a ballroom. The hotel was later converted into condominiums. The Special Land Use Permit is required to use the property for senior housing.

The building was designed to have a 14-story, cylindrically-shaped tower which rises above a one-story level. Parking is provided by asphalt parking lots located at front of the building and on each side. The topography is level. Vehicular access is provided from Presidential Parkway, a two-way, four-lane local street.

The proposal is to renovate the existing building and construct a 12-story tower addition on the top of a one-story wing of the existing building. The resulting structure will be used as senior development with 400 housing units. The increase in height is needed for construction of the twelve-story tower. The application states, "The tower will have 220 residential units, consisting of 11 floors and approximately 185,000 gross square feet, along with a roof-top garden. In addition to a complete renovation of the existing structures, the existing drives, parking, and grounds will be refurbished." The application goes on to say that there will be ". . . a health and wellness center, dining/lounge venues, activity rooms, retail space, spa/salons, pool/outdoor space, and other support spaces."

The complex is proposed to have a mixture of studio, 1-bedroom, and 2-bedroom units, as follows:

- 132 studio units
- 234 1-bedroom units
- 34 2-bedroom units

The character of the area is light industrial. Adjacent and nearby properties, zoned M (Light Industrial) and OD (Office Distribution), are occupied by uses such as the Clyde Bergman Power Company, Hit Atlanta Tennis Center, low-rise offices, and warehouses.

## **LAND USE AND ZONING ANALYSIS**

**Section 27-873 of the DeKalb County Zoning Ordinance, "Special land use permit; criteria to be applied" states that the following criteria shall be applied in evaluating and deciding any application for a Special Land Use Permit. No application for a Special Land Use Permit shall be granted unless satisfactory provisions and arrangements have been made concerning each of the following factors, all of which are applicable to each application.**

**A. Adequacy of the size of the site for the use contemplated and whether or not adequate land area is available for the proposed use including provision of all required yards, open space, off-street parking, and all other applicable requirements of the zoning district in which the use is proposed to be located:**

The size of the site is adequate for a senior housing development. There is sufficient yard space and off-site parking to meet the requirements of the O-I district.

**B. Compatibility of the proposed use with adjacent properties and land uses and with other properties and land uses in the district:**

The proposed use is not expected to negatively impact adjacent and nearby land uses. On the other hand, the immediately surrounding land uses do not contribute to the sense of community that is desired for a senior housing development. However, amenities and services are available by car in the North Hills Shopping Center, which is located on Chamblee-Tucker Road, approximately 4,000 feet to the southeast.

**C. Adequacy of public services, public facilities, and utilities to serve the contemplated use:**

There has been no indication that public services, facilities, and utilities are not adequate to serve the proposed use.

**D. Adequacy of the public street on which the use is proposed to be located and whether or not there is sufficient traffic carrying capacity for the proposed use, so as not to unduly increase traffic or create congestion in the area:**

Presidential Parkway appears to have adequate capacity to absorb traffic that will be generated by the proposed senior housing development. Comments by the Transportation Division call for the entrance to be re-configured to add a left-turn lane.

**E. Whether or not existing land uses located along access routes to the site would be adversely affected by the character of the vehicles or the volume of traffic to be generated by the proposed use:**

The proposed development is expected to generate traffic consisting of passenger vehicles and the occasional service truck. Such traffic would not adversely affect existing land uses located on Presidential Parkway or on the nearby road network.

**F. Ingress and egress to the subject property and to all proposed buildings, structures, and uses thereon, with particular reference to pedestrian and automotive safety and convenience, traffic flow and control, and access in the event of fire or other emergency:**

Ingress and egress for all vehicles, including emergency vehicles, appears to be safe and convenient. The property is not served by sidewalks. A sidewalk and landscape strip in front of the site will be required when the front entrance to the site is reconfigured to add a left-turn lane.

**G. Whether or not the proposed use would create adverse impacts upon any adjoining land use by reason of noise, smoke, odor, dust, or vibration that would be generated by the proposed use:**

No adverse impacts on adjoining land uses are expected.

**H. Whether or not the proposed use would create adverse impacts upon any adjoining land use by reason of the hours of operation of the proposed use:**

The manner of operation is not expected to create adverse impacts on any adjoining land use.

**I. Whether or not the proposed use would create adverse impacts upon any adjoining land use by reason of the manner of operation of the proposed use:**

The hours of operation are not expected to create adverse impacts on any adjoining land use.

**J. Whether or not the proposed plan is otherwise consistent with the requirements of the zoning district classification in which the use is proposed to be located:**

The existing development does not comply with all of the development standards of the O-I zoning district; however, it is legally nonconforming. After addition of the tower it will continue to be legally nonconforming. Addition of the tower does not increase the nonconformity of the existing building.

**K. Whether or not the proposed use is consistent with the policies of the comprehensive plan:**

The 2035 Comprehensive Plan does not contain specific policies for the Office Park designation. The Regional Center, Town Center, and Neighborhood Center character areas have a policy to encourage redevelopment of vacant properties with compatible structures, and it is generally a good practice to put vacant properties to good use. In any case, it is difficult to envisage a situation where redevelopment of a vacant structure with an appropriate use would conflict with the policies of the comprehensive plan. It should also be pointed out that the rising demand for senior facilities, resulting from gradual "aging" of the population of DeKalb County, supports development of the property for seniors' independent and assisted living facilities.

**L. Whether or not the proposed plan provides for all buffers and transitional buffer zones where required by the regulations of the district in which the use is proposed to be located:**

No buffers or transitional buffer zones are required.

**M. Whether or not there is adequate provision of refuse and service areas:**

Refuse and service areas will be the same as those which were used for the hotel and condominium, and there is no indication that they will be inadequate.

**N. Whether the length of time for which the special land use permit is granted should be limited in duration:**

The proposed use is suitable. There is no reason to limit its duration.

**O. Whether or not the size, scale, and massing of proposed buildings are appropriate in relation to the size of the subject property and in relation to the size, scale, and massing of adjacent and nearby lots and buildings:**

The size, scale, and massing of the proposed new tower are significantly higher and larger than that of adjacent and nearby buildings. From the outset, the design of the building has been different from that of nearby buildings. Apparently it was not meant to be contextual in relation to its neighbors. It is, rather a stand-alone building that is set off by the lower buildings around it.

**P. Whether the proposed plan would adversely affect historic building sites, districts, or archaeological resources:**

No historic buildings, sites, districts, or archaeological resources are located on the property or in the surrounding area.

**Q. Whether the proposed use satisfies the requirements contained within the supplemental regulations for such special land use permit:**

The proposed use satisfies the supplemental regulations for senior housing.

**R. Whether or not the proposed building as a result of its proposed height, would create a negative shadow impact on any adjoining lot or building:**

The new tower will cast shadows on adjoining properties, but those properties are used for non-residential purposes and the shadows would not have negative effects on their operation or use.

**S. Whether the proposed use would be consistent with the needs of the neighborhood or of the community as a whole, be compatible with the neighborhood, and would not be in conflict with the overall objectives of the comprehensive plan:**

The proposed use would be consistent with the needs of the neighborhood and of the community as a whole, would be compatible with the neighborhood, and would not be in conflict with the overall objectives of the comprehensive plan.

**Compliance with District Standards:**

O-I STANDARD	REQUIRED/ALLOWED	PROVIDED/PROPOSED	COMPLIANCE
MIN. LOT AREA	20,000 square feet	5.66 acres	Yes
MIN. LOT WIDTH	100 feet	311.52 feet	Yes
MAX. LOT COVERAGE	80%	79%	Yes
MIN. OPEN SPACE	If $\geq$ 40,000 s.f of gross floor	27% (67,703 square feet)	Yes

		area, 20%		
<b>O-I STANDARD</b>		<b>REQUIRED/ALLOWED</b>	<b>PROVIDED/PROPOSED</b>	<b>COMPLIANCE</b>
<b>YARD SETBACKS</b>	<b>FRONT</b>	Min. – 20 ft.; Max. 60 ft.	101' – 7.5"	The existing building exceeds the O-I standard but is legally nonconforming.
	<b>INTERIOR SIDE</b>	East side -- min. 20. ft. West side – min. 30 ft.	East side – 30' – 9.5 " West side – 105' – 6.75"	Yes Yes
	<b>REAR</b>	Min. 20 ft.	38' – 9.75"	Yes
<b>TRANS'L HEIGHT PLANE</b>		The property does not adjoin residential, thus a transitional height plane is not required.	(Not applicable)	(N.A.)
<b>PARKING</b>		Min. .75 spaces per dwelling unit = 300 spaces Max. 2.25 spaces per dwelling unit = 900 spaces	303 spaces	Yes

**SUPPLEMENTAL REGULATIONS**

**B. Accessory uses: Senior housing facilities shall include one (1) or more of the following accessory uses:**

1. Ancillary clinics, personal service, retail (e.g., pharmacy, hair salon, medical offices).
2. Central kitchen and dining facility.
3. Recreation and amenities.
4. Building/clubhouse for classes, meetings, concerts, storytelling, etc.
5. Adult day care.

The applicant has submitted information indicating that the development will contain a health and wellness center, a central kitchen and dining facility, activity rooms, and recreational facilities.

**F. Assisted living, nursing and continuing care facilities shall provide the following:**

1. **Primary and secondary support services: Approval for assisted living, nursing or continuing care facilities shall not be granted without documentation of provisions for the following primary and secondary services:**
  - a. **Primary services: on-site dining facility, twenty-four-hour on-call medical services, on-site licensed practical nurse, on-call registered nurse, linen and housekeeping services, and transportation services.**
  - b. **Secondary services: physical therapy, medication administration program, care technician services (clothes changing, bathing, etc.), on-site personal care (barber, beauty salon), fitness center, library.**
  - c. **Access to outdoor seating and walking areas shall be provided as part of every assisted living, nursing or continuing care facility.**

The proposed development will not be an assisted living, nursing, or continuing care facility.

**G. A senior housing facility shall only be approved after consideration of the use permit criteria, found in Article 7 and after consideration of the following:**

- 1. Proximity and pedestrian access to retail services and public amenities.**
- 2. Transportation alternatives.**
- 3. Integration into existing neighborhoods through connectivity and site design.**
- 4. Diverse housing types.**
- 5. Site and building design that encourages social interaction.**
- 6. Building design that meets easy living standards.**

The amenities that are proposed for the building and grounds are expected to encourage social interaction. For example, socializing can occur in the beauty salon, during activities, or in the dining room. The site is not located in or next to an existing residential neighborhood. Thus, it must become its own “neighborhood”, with amenities located within the building or on-site. The application states that bus transport to external sites will be provided, as well as a fleet of electric vehicles for use by the residents.

**H. In addition, in consideration of the special land use permit or special administrative permit for a senior housing facility, the following criteria shall be evaluated based on the degree to which these elements provide transition from the proposed project to adjacent existing development:**

- 1. Building height.**
- 2. Landscaping.**
- 3. Maximum lot coverage.**
- 4. Setbacks from exterior property lines.**
- 5. Site size.**
- 6. Access to thoroughfare.**

Because the site is not located next to residential development, there does not appear to be a need for a transition to adjacent development.

**I. Submittal requirements. The following documents and information are required for submittals for rezoning, special land use permits, land development permits and building permits associated with proposed senior living facilities:**

- 1. Survey and site plan (per established requirements in Article 7).**
- 2. Landscape and tree plan.**
- 3. Number and location of residential units.**
- 4. Types of units.**
- 5. Amenities.**
- 6. Institutional/non-residential services.**
- 7. Proximity to services such as health care, shopping, recreation, and transit.**
- 8. Other documents addressing the approval criteria in subsections G. and H.**

The applicant has submitted all the documents necessary to evaluate this proposal. No landscape plan was submitted; however, the landscaping remains in place from original construction of the building, and the proposal does not involve significant changes to the landscaping of the site.

**STAFF RECOMMENDATION:**

The rising demand for senior facilities, resulting from gradual “aging” of the population of DeKalb County, supports development of the property for seniors’ independent and assisted living facilities. The proposed use would be consistent with the needs of the neighborhood and of the community as a whole, would be compatible with the neighborhood, and would not be in conflict with the overall objectives of the comprehensive plan. The amenities that are proposed for the building and grounds are expected to encourage social interaction within the building, consistent with the supplemental regulations for senior housing facilities. Therefore, the Department of Planning and Sustainability recommends “Approval” with the following conditions:

1. The property shall be used for a senior housing facility with no more than 400 units and it shall be no more than 12 stories in height, consistent with the site plan titled, “Senior Living SLUP”, by Peacock Architects, dated 10/31/17 and with the elevations titled, “Senior Living SLUP”, prepared by Peacock Architects, dated 12/19/17.
2. The front entrance to the site shall be reconfigured to allow addition of a left-turn lane, subject to review by the Public Works Transportation Division.
3. The approval of this rezoning application by the Board of Commissioners has no bearing on other approvals by the Zoning Board of Appeals or other authority, whose decision should be based on the merits of the application before said authority.

**Attachments:**

1. Department and Division Comments
2. Application
3. Site Plan
4. Zoning Map
5. Land Use Plan Map
6. Aerial Photograph
7. Site Photographs

## NEXT STEPS

*Following an approval of this zoning action, one or several of the following may be required:*

- **Land Disturbance Permit** *(Required for of new building construction on non-residential properties, or land disturbance/improvement such as storm water detention, paving, digging, or landscaping.)*
- ☑ • **Building Permit** *(New construction or renovation of a building (interior or exterior) may require full plan submittal or other documentation. Zoning, site development, watershed and health department standards will be checked for compliance.)*
- ☑ • **Certificate of Occupancy** *(Required prior to occupation of a commercial or residential space and for use of property for a business. Floor plans may be required for certain types of occupants.)*
- **Plat Approval** *(Required if any parcel is being subdivided, re-parceled, or combined. Issued “administratively”; no public hearing required.)*
- **Sketch Plat Approval** *(Required for the subdivision of property into three lots or more. Requires a public hearing by the Planning Commission.)*
- **Overlay Review** *(Required review of development and building plans for all new construction or exterior modification of building(s) located within a designated overlay district.)*
- **Historic Preservation** *(A Certificate of Appropriateness is required for any proposed changes to building exteriors or improvements to land when located within the Druid Hills or the Soapstone Geological Historic Districts. Historic Preservation Committee public hearing may be required.)*
- **Variance** *(Required to seek relief from any development standards of the Zoning Ordinance. A public hearing and action by the Board of Appeals are required for most variances.)*
- **Minor Modification** *(Required if there are any proposed minor changes to zoning conditions that were approved by the Board of Commissioners. The review is administrative if the changes are determined to be minor as described by Zoning Code.)*
- **Major Modification** *(Required submittal of a complete zoning application for a public hearing if there are any proposed major changes to zoning conditions that were approved by the Board of Commissioner for a prior rezoning.)*
- ☑ • **Business License** *(Required for any business or non-residential enterprise operating in Unincorporated DeKalb County, including in-home occupations).*
- **Alcohol License** *(Required permit to sell alcohol for consumption on-site or packaged for off-site consumption. Signed and sealed distance survey is required. Background checks will be performed.)*

**Each of the approvals and permits listed above requires submittal of application and supporting documents, and payment of fees. Please consult with the appropriate department/division.**



✓ **N1.** Requesting the number of proposed units to determine if traffic study is required per Section 5.3.4.

Presidential Parkway is located within the GDOT right of way for I-285/I-85 interchange. GDOT review and permits are required. At a minimum, 5' sidewalks, pedestrian scale lights and street lights are required per zoning code page 5-14. Relocate entrance to convert existing pavement to provide a left turn lane into property.

✓ **N2.** See N1.

**N3.** Add sidewalks, pedestrian scale lights and street lights along the street frontage.

**N4.** Need more information to comment. Are any of the changes to conditions or removal of conditions related to the Transportation Conditions- please provide.

**N5.** Fill in sidewalk gaps along Hancock Vw and Hancock Dr. Add pedestrian scale lights and street lights per Zoning Code Chapter 5, page 14.

**N6.** Memorial Drive is a state route. GDOT review and approval is required. It is also a major arterial. See Chapter 5, page 14 of the Zoning Code and Section 14-190 of the Land Development Code for infrastructure requirements. Street lights, sidewalks and bike lanes (10' path ok in lieu of bike lanes) are required.

✓ **N7.** Memorial Drive is a state routes. GDOT review and approval is required. It is also a major arterial. See Chapter 5, page 14 and Section 14-190 of the Land Development Code for infrastructure requirements. Street lights, sidewalks and bike lanes (10' path ok in lieu of bike lanes) are required. South Howard is a collector. Dedicate 35' from centerline. Extend sidewalk to driveway at 213 S. Howard Street. Add new curb and gutter, as needed to have at least 5 inches of curbing above asphalt for pedestrian protection. Dedicate a miter of right of way at the corner of South Howard and Memorial.

**N8.** Rowland Road is a collector road. Dedicate 35 feet from centerline.

**N9.** South Deshon Road is a minor arterial. Street lights, bike lanes, and a 6' sidewalk required. (See Chapter 5, page 14 of the Zoning Code). Forty foot right of way dedication required from centerline (Section 14-190 of the Land Development Code). New local roads require 55 foot right of way, two 12 foot travel lanes, 5 foot sidewalks and street lights. (Chapter 5, page 14 of Zoning code, Section 14-190 of Land Development Code.) Due to the curve and the new road being on the interior of the curve, verify stopping and intersection sight distance at the intersection (Per AASHTO standards, Speed limit 45mph). Mitigation may be required during the land development process if sight distance is restricted including, but not limited to, right turn lanes, left turn lanes, clearing and grading of right of way to improve sight distance.

**N10.** No comments

**N11.** No comments

**N12.** Both Turner Hill Road and Covington Hwy are state routes and require GDOT review and permits. Both are major arterials. At a minimum- DeKalb requires 6 foot sidewalks, 50 foot right of way dedication (or as much as required for all public infrastructure to be within the public right of way), bike lanes (10 foot path can be constructed in lieu of bike lanes), pedestrian lighting and street lighting. See Chapter 5, page 14 of the Zoning Code and Section 14-190 of the land development code.

**N13.** See N12

**N14.** See N12

**N15.** Text not provided for review.

**N16.** No comments.



# DEKALB COUNTY GOVERNMENT PLANNING DEPARTMENT DISTRIBUTION FORM

**NOTE: PLEASE RETURN ALL COMMENTS VIA EMAIL OR FAX TO EXPEDITE THE PROCESS TO  
MADOLYN SPANN [MSPANN@DEKALBCOUNTYGA.GOV](mailto:MSPANN@DEKALBCOUNTYGA.GOV) OR JOHN REID [JREID@DEKALBCOUNTYGA.GOV](mailto:JREID@DEKALBCOUNTYGA.GOV)**

## COMMENTS FORM: PUBLIC WORKS TRAFFIC ENGINEERING

Case No.: SLUP-18-21926 Parcel I.D. #: 18-294-07-001

Address: 4001  
Presidential Pkwy  
ATL, GA

Adjacent Roadway (s):

_____	_____
_____	_____
(classification)	(classification)

Capacity (TPD) _____	Capacity (TPD) _____
Latest Count (TPD) _____	Latest Count (TPD) _____
Hourly Capacity (VPH) _____	Hourly Capacity (VPH) _____
Peak Hour. Volume (VPH) _____	Peak Hour. Volume (VPH) _____
Existing number of traffic lanes _____	Existing number of traffic lanes _____
Existing right of way width _____	Existing right of way width _____
Proposed number of traffic lanes _____	Proposed number of traffic lanes _____
Proposed right of way width _____	Proposed right of way width _____

Please provide additional information relating to the following statement.

According to studies conducted by the Institute of Traffic Engineers (ITE) 6/7<sup>TH</sup> Edition (whichever is applicable), churches generate an average of fifteen (15) vehicle trip end (VTE) per 1,000 square feet of floor area, with an eight (8%) percent peak hour factor. Based on the above formula, the \_\_\_\_\_ square foot place of worship building would generate \_\_\_\_\_ vehicle trip ends, with approximately \_\_\_\_\_ peak hour vehicle trip ends.

Single Family residence, on the other hand, would generate ten (10) VTE's per day per dwelling unit, with a ten (10%) percent peak hour factor. Based on the above referenced formula, the \_\_\_\_\_ (Single Family Residential) District designation which allows a maximum of \_\_\_\_\_ units per acres, and the given fact that the project site is approximately \_\_\_\_\_ acres in land area, \_\_\_\_\_ daily vehicle trip end, and \_\_\_\_\_ peak hour vehicle trip end would be generated with residential development of the parcel.

COMMENTS:

Field and plans reviewed. Nothing found that would disrupt traffic.

Signature: [Handwritten Signature]

DEPARTMENT OF PLANNING & SUSTAINABILITY

**SPECIAL LAND USE PERMIT APPLICATION**

Amendments will not be accepted after 5 working days after the filing date.

OCT 31 RECD

Date Received: \_\_\_\_\_ Application No.: 21126

APPLICANT NAME: PEACOCK PARTNERSHIP, INC.

Daytime Phone #: 404.214.5200 Fax #: 404 214 5208

Mailing Address: 5525 INTERSTATE NORTH PARKWAY ATLANTA GA 30328

E-mail: dean@peacockpartnership.com

OWNER NAME: HAYS FINANCIAL CONSULTING LLC (RECOVER) (If more than one owner, attach contact information for each owner)

Daytime Phone #: 404 926 0051 Fax #: \_\_\_\_\_

Mailing Address: 2964 PEACHTREE ROAD SUITE 555 ATLANTA GA 30305

E-mail: ghays@haysconsulting.net

SUBJECT PROPERTY ADDRESS OR LOCATION: 4001 PRESIDENTIAL PARKWAY

\_\_\_\_\_, DeKalb County, GA, 30340

District(s): 18<sup>TH</sup> Land Lot(s): 294/295 Block(s): \_\_\_\_\_ Parcel(s): 18 294 07 001  
18 294 07 002  
18 294 07 003

Acreage or Square Feet: 5.466 A Commission District(s): 1 Existing Zoning: 18-294-08-013

Proposed Special Land Use (SLUP): SENIOR HOUSING / NEW TOWER HEIGHT

I hereby authorize the staff of the Planning and Development Department to inspect the property that is the subject of this application.

Owner: \_\_\_\_\_ Agent:  Signature of Applicant: [Signature]  
(Check One)

Printed Name of Applicant: H. DEAN PEACOCK

Notary Signature and Seal:  
[Signature]  
January 00, 2019



Notice Date: Thursday, October 12<sup>th</sup>, 2017

## **PUBLIC NOTICE**

To

### **Request for a Special Land Use Permit**

Filed by: Peacock Partnership, Inc.

Located at: 4001 Presidential Parkway

Atlanta, Georgia 30340

**Current Use** – Vacant Condominium

**Proposed Use** – To allow senior residential housing and special land use permit to allow height of new tower structure at 12 stories.

**Capacity:** 400 units

#### **PRE-SUBMITTAL COMMUNITY MEETING TO TAKE PLACE AT:**

**Location:** Conference Room

Presidential Office Park  
3835 Presidential Parkway  
Atlanta, Georgia 30340

**Date & Time:** Monday, October 30<sup>th</sup>, 2017 at 7:00PM

**Contact Info:** Dean Peacock

Peacock Partnership, Inc.  
5525 Interstate North Parkway  
Atlanta, Georgia 30328





**PEACOCK  
PARTNERSHIP**

10.31.17

Dekalb County, Georgia  
Department of Planning & Sustainability  
Clark Harrison Building  
330 W. Ponce de Leon Avenue  
Decatur, Georgia 30030

TO WHOM IT MAY CONCERN:

Re: ***4001 Presidential Parkway  
SLUP for Senior Housing and New Tower Height***

Respective of the above referenced property, we are respectfully requesting approval for a Special Land Use Permit to allow for Senior Housing and a building height increase associated with a new tower to be developed on the property. The property is currently zoned O-I (CZ-01058) for a mixed-use development of retail, service, office, and residential. Senior Housing (4.2.46) is allowed with a SLUP under the current zoning.

The property consists of 5.666 acres with approximately 165,000 gross square feet of existing structures, 303 parking spaces, a pool and pool house and other ancillary structures. The property was originally developed as a hotel, consisting of a 14-story tower (hotel units) and other one-story structures supporting restaurants, nightclubs, ballrooms, retail, etc. The property was rezoned in 2001 to accommodate a mixed-use, which was vacated several years ago and has been in a state of disrepair and subject to ongoing vandalism. The adjacent properties are "M" zoning, other than the current tennis center, which is zoned "OD".

The redevelopment includes the construction of a new residential tower above the existing one-story former "nightclub" along the eastern property line. The tower will have 220 residential units, consisting of 11 floors and approximately 185,000 gross square feet, along with a roof-top garden. In addition to a complete renovation of the existing structures, the existing drives, parking and grounds will be refurbished. With the new tower addition, the community will consist of 400 residential units, a health and wellness center, dining/lounge venues, activity rooms, retail space, spa/salons, pool/outdoor space, and other support spaces. There will be 132 studio units, 234 1-bedroom units, and 34 2-bedroom units.

5525 INTERSTATE NORTH PARKWAY  
ATLANTA, GEORGIA 30328

4001 Presidential Parkway SLUP  
Page Two  
10.31.17

Given the surrounding uses and zoning, it is believed that there will not be any adverse effect on the properties within the area. We fully expect that this project will be of significant benefit to the immediate area and to Dekalb County. Positioned at the intersection of I-85 and I-285 (Southeast quadrant), the project will provide a great focal point and landmark for the northern entrance into the county.

We are excited to be requesting this SLUP toward redeveloping this blight within the county and look forward to working with Dekalb County in the coming months toward a successful completion. Upon review, please do not hesitate to contact me should you have any questions or concerns regarding our request. Thank you in advance for your consideration.

Respectfully Submitted,

PEACOCK PARTNERSHIP, INC.



H. Dean Peacock, CEO



**PEACOCK  
PARTNERSHIP**

**4001 Presidential Parkway  
SLUP for Senior Housing  
Zoning Map Amendment Impact Analysis  
10.31.17**

- A. Adequacy of the size of the site for use contemplated and whether or not adequate land area is available for the proposed use including provision of all required yards, open space, off-street parking, and all other applicable requirements of the zoning district in which the use is proposed to be located-

*The existing site of 5.666 acres is uniquely sized to accommodate the proposed redevelopment of the mixed-use structure, has sufficient off-street parking for the use and will have minimal impact to the existing site conditions.*

- B. Compatibility of the proposed use with adjacent properties and land uses and with other properties and land uses in the district-

*The site is positioned along I-85 at the intersection of I-285. Adjoining properties are all zoned "M", other than the Hit Tennis Center (zoned "OD"). The proposed use will enhance the area and is considered very much compatible with the adjoining uses. It is anticipated that the Hit Atlanta Tennis Center will benefit from the redevelopment with resident utilization.*

- C. Adequacy of public services, public facilities, and utilities to serve the use contemplated-

*The senior community will not place an increased burden on the school system, and as a "self-contained" community will not burden other public services. It is anticipated that the redevelopment will require a detailed analysis and subsequent plan associated with Watershed Management for sewer system impact and mitigation.*

- D. Adequacy of the public street on which the use is proposed to be located and whether or not there is sufficient traffic-carrying capacity for the use proposed so as not to unduly increase traffic and create congestion in the area-

*As a frontage/access road, Presidential Parkway does not currently experience significant volumes of vehicular traffic. According to GDOT, the average daily traffic on Presidential Parkway is estimated at 3370 vehicles. It is estimated that the community will have approximately 60 FTEs, along with a projected resident count of 460. Visitors and guests to the community are estimated at 80/day. Given carpooling and community bus transit options,*



***estimated resident vehicular traffic is projected at 100 to 140 vehicles per day. Deliveries and other service related traffic is projected at 20 vehicles per day. Total volume per day is 260 to 300 vehicles per day x 2 maximum each way for a total maximum impact of 600 vehicles per day.***

- E. Whether or not existing land uses located along access routes to the site will be adversely affected by the character of the vehicles or the volume of traffic generated by the proposed use-

***All land uses along access routes are business/industrial/manufacturing and will have no appreciable impact from the volume of traffic generated by the senior living community.***

- F. Ingress and egress to the subject property and to all proposed buildings, structures, and uses thereon, with particular references to pedestrian and automotive safety and convenience, traffic flow and control, and access in the event of fire or other emergency-

***The existing site is served by two entrance drives along Presidential Parkway, with one primarily utilized for service vehicles. The current drives provide access to all sides of the buildings and uses and are adequate for emergency services.***

- G. Whether or not the proposed use will create adverse impacts upon any adjoining land use by reason of noise, smoke, odor, dust, or vibration generated by the proposed use-

***The senior living community is a low impact use, and will not create any appreciable degree of noise, smoke, odor, dust, or vibration. It is expected that the proposed use will enhance and benefit the adjoining land uses.***

- H. Whether or not the proposed use will create adverse impacts upon any adjoining land use by reason of the hours of operation of the proposed use-

***None, due to type of operation.***

- I. Whether or not the proposed use will create adverse impacts upon any adjoining land use by reason of the manner of operation of the proposed use-

***None, due to type of operation.***

- J. Whether or not the proposed plan is consistent with all the requirements of the zoning district classification in which the use is proposed to be located-

***The current OI zoning allows for a mixed-use development consisting of retail, service, office, and residential (5 floors minimum). There is no increase to the existing structures for retail, service, and office.***

K. Whether or not the proposed use is consistent with the policies of the Comprehensive Plan-

***The plan is consistent with the policies of the Comprehensive Plan.***

L. Whether or not the proposed plan provides for all required buffer zones and transitional buffer zones where required by the regulations of the district in which the use is proposed to be located-

***There are no buffer zones and/or transitional buffer zones required for this property.***

M. Whether or not there is adequate provision of refuse and service areas-

***The existing service areas located within the property are deemed to be adequate for refuse and general service.***

N. Whether the length of time for which the special land use permit is granted should be limited in duration-

**No.**

O. Whether or not the size, scale and massing of proposed buildings are appropriate in relation to the size of the subject property and in relation to the size, scale and massing of the adjacent and nearby lots and buildings-

***The existing structures and proposed structures are believed to be appropriate for the location and adjacent properties.***

P. Whether the proposed plan will adversely affect historic buildings, sites, districts, or archaeological resources-

***There are no historic buildings, sites, districts, or archaeological resources on this property.***

Q. Whether the proposed use satisfies the requirements contained within the Supplemental Regulations for such special land use permit-

***The proposed use satisfies the regulations within Article 4, paragraph 4.2.46 Senior housing.***

R. Whether or not the proposed building as a result of its proposed height will create a negative shadow impact on any adjoining lot or building-

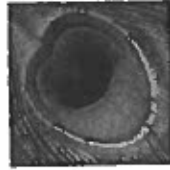
***The proposed new tower height is consistent with the existing tower height. The new tower faces in an east/west primary position with additional shadowing of the existing manufacturing facility occurring late afternoon toward sunset. This is not believed to be a negative impact.***

- S. Whether the proposed use would result in a disproportional proliferation of that or similar uses in the subject character area-

***There are no other similar uses within the subject character area.***

- T. Whether the proposed use would be consistent with the needs of the neighborhood or of the community as a whole, be compatible with the neighborhood, and would not be in conflict with the overall objectives of the comprehensive plan-

***It is believed that the redevelopment of the property for use as a senior housing community would be very much consistent with the needs of the neighborhood and the community as a whole, be compatible with the neighborhood, and not be in conflict with the overall objectives of the comprehensive plan.***

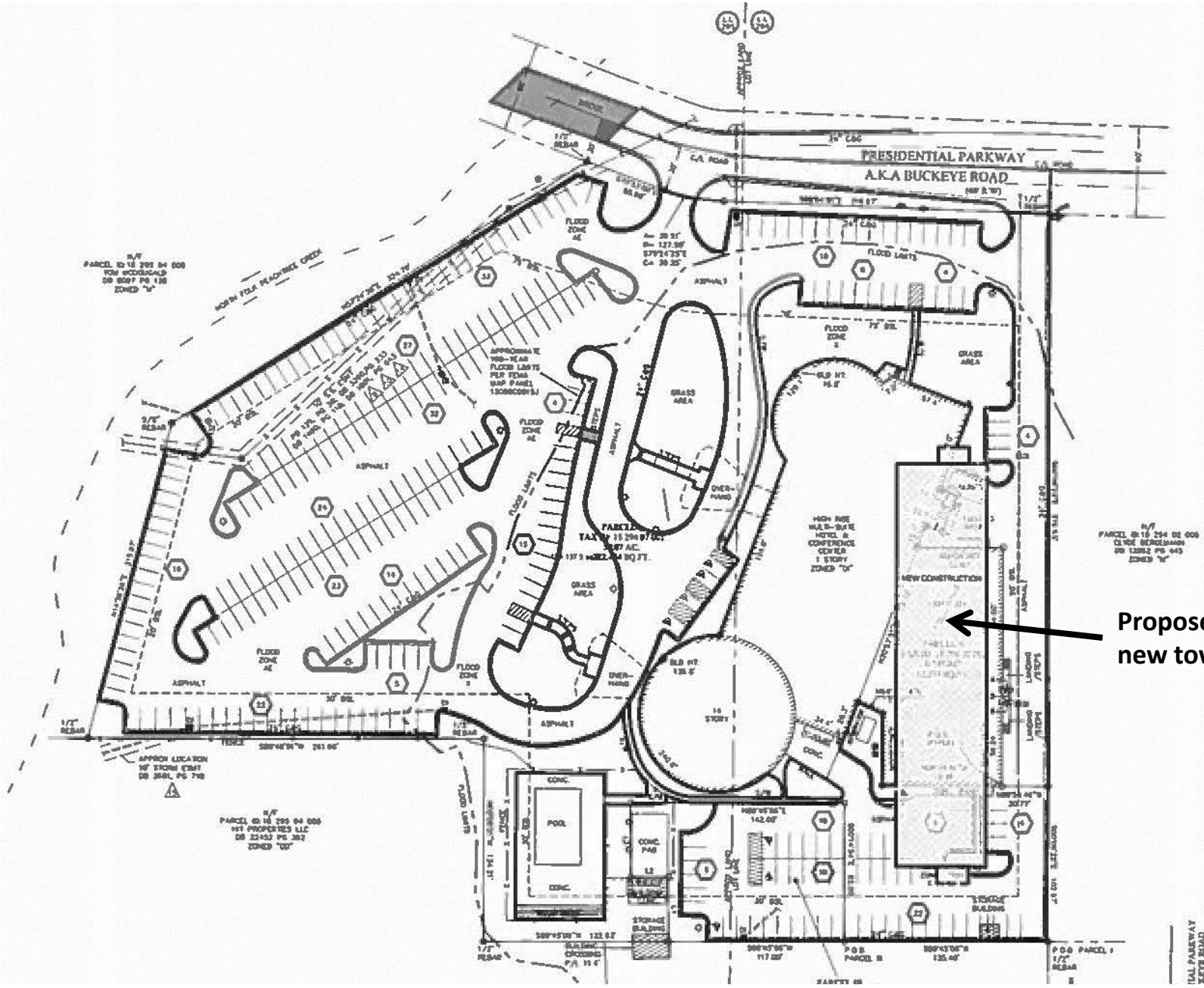


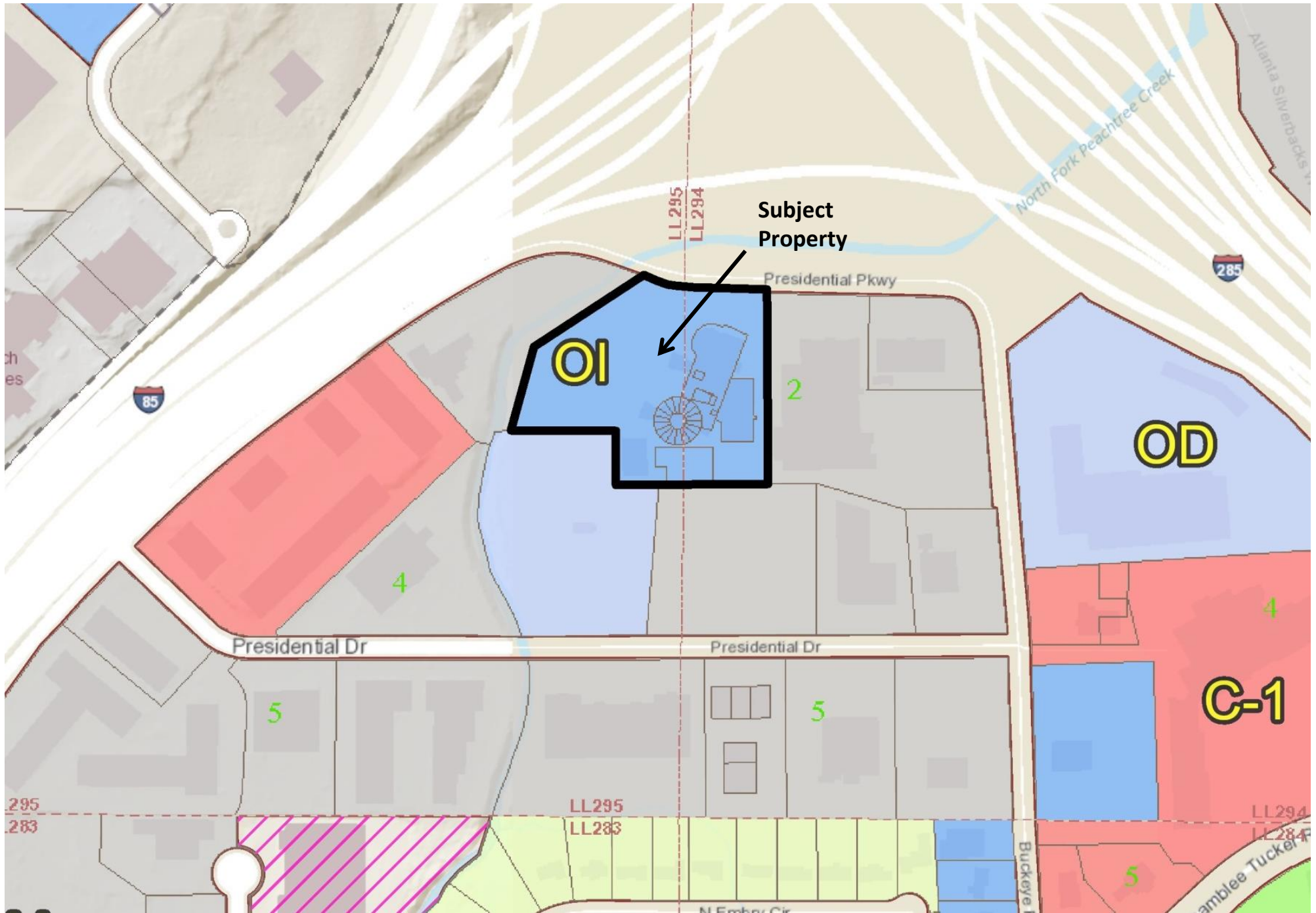
**PEACOCK  
PARTNERSHIP**

**Presidential Senior Living  
Program Synopsis  
11.10.17**

The main floor of the proposed facility consists of approximately 35,000 square feet of amenities to support a full range of programs and services to the residents. These include the following:

- Dining- three venues for dining, including a main dining room with outdoor seating, a café/bistro, and private dining for special occasions. Within the main dining room, a stage will support social events, including dances, concerts, lectures, etc. There will also be a demonstration kitchen associated with the overall dietary/nutrition service offering.
- Retail Market- offering select groceries, personal hygiene products, publications, and other incidentals found in similar small retail markets.
- Multipurpose/Screening Venue- a large, divisible room that will support a host of programs and activities including higher education classes, movie screenings, speaking engagements, and other social functions.
- Arts Center/Studio- a full range of art programs, including sculpting, painting, photography, music, etc. will be offered on a continuous basis to encourage both physical and mental activity.
- Spa/Salon- a full-featured spa and salon to support services related to personal aesthetics, including hair, nail, face, and whole body.
- Health & Wellness Center- a multi-faceted center that will include a dedicated medical suite for rotating healthcare specialists to perform consults and exams, a physical therapy suite, a full fitness center with equipment and space for group classes (i.e. yoga, etc.), and supporting locker rooms and lounge areas. In addition, the existing pool/pool house will be renovated to support a full aquatics/pool program and social swimming functions. The 5.5 acres will also include walking paths and other outdoor activity areas to support a full complement of amenities focused on wellness.
- Concierge- a service to residents to assist them with information and scheduling for all aspects of life, including both internal and external activities. The community will have bus transport, as well as a fleet of electric vehicles for use by the residents, promoting a reduction in resident vehicles being stored/parked on site that receive minimal use.
- Roof-top Garden- a new roof-top garden is proposed as part of the new residential tower, which will support both a green roof as well as a social venue for the residents.









Subject Property



New structure is proposed to be constructed on top of this building.