

MEMORANDUM

To: Planning Commission

From: Madalyn Smith, Senior Planner

Date: February 13, 2024

Subject: RZ 23-03 – 245 Perimeter Center Parkway, Parcel ID# 18 329 04 011

REQUEST

James F. George, on behalf of the owners of 245 Perimeter Center Parkway, requests a rezoning from PDc to PDC to amend the zoning conditions of case RZ 15-072 to allow the development of a mixed use project including office, hotel, and multifamily residential with associated retail, restaurant, amenity space, and structured parking.

APPLICANT

Property Owner: KDC PARK CENTER INVESTMENTS TWO LLC	Petitioner: James F. George	Representative: David Kirk
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DEVELOPMENT REVIEW COMMITTEE

The Development Review Committee provides a staff recommendation. The Committee consists of members from the offices of City Management, Community Development, Planning and Zoning, Public Works, and Economic Development. Members present at the December 5th filing meeting include: Eric Linton, Richard McLeod, Paul Leonhardt, Michael Smith, and Michael Starling.

At the December 5th filing meeting, the committee voted unanimously to recommend approval of the request RZ 23-03.

BACKGROUND & PROPOSED DEVELOPMENT



Figure 1. Subject site, currently undeveloped

The site is located at 245 Perimeter Center Parkway, Dunwoody, GA 30346, on the west side of Perimeter Center Parkway and the south side of Hammond Road. The lot is the last remaining piece of the Park Center development which abuts the Fulton County line to the west and vacant land owned by the City to the south. The applicant seeks permission to rezone the subject property from PDc to PDC;

this rezoning does not affect the zoning classification of the property, but rather is an amendment of the zoning conditions of case RZ 15-72, as it relates to the future development of the subject parcel. The 2015 Overall Development Plan, which sets the limits and zoning regulations for the development, entitled the applicant to the following:

- 1.8 million square feet of office space
- 90,000 square feet of retail/restaurant space
- 7,000 structured parking spaces
- Maximum height of 35 stories above the plaza level
- The subject property was not addressed and was left as greenspace

Based on the proposal above, a DRI (development of regional impact study) was completed along with the 2015 rezoning and was approved. As a part of that process, the applicant conducted a detailed Traffic Impact Study which included Trip Generation and Access Analysis. The recommendations from the 2015 DRI were fulfilled with the development of Park Center buildings 2 & 3. In 2023, the applicant has submitted its plans to the Atlanta Regional Commission, which compared the anticipated traffic impacts with the 2015 DRI plans. The now-proposed development of the subject property would not create worse impacts so, per the Community Development Director and the Atlanta Regional Commission, another DRI was not necessary.

Since 2015, two office buildings, Park Center buildings 2 & 3, have been constructed and completed in 2021 and 2022. Following these developments, the property is currently entitled to the remaining 729,613 SF of office, 33,586 SF of restaurant/retail, and 2,833 structured parking spaces. The applicant proposes to construct a new building, Building 4, on the subject property and requests to construct up to 300,000 SF of office space, 300 multi-family residential units, 175 hotel rooms, 22,000 square feet of restaurant/retail, and 1,565 square feet of structured parking spaces, with a maximum building height of 37 stories. The request for multi-family residential and a hotel are not permitted under the 2015 Overall Development Plan and are new uses requested.

SITE PLAN & BUILDING ANALYSIS

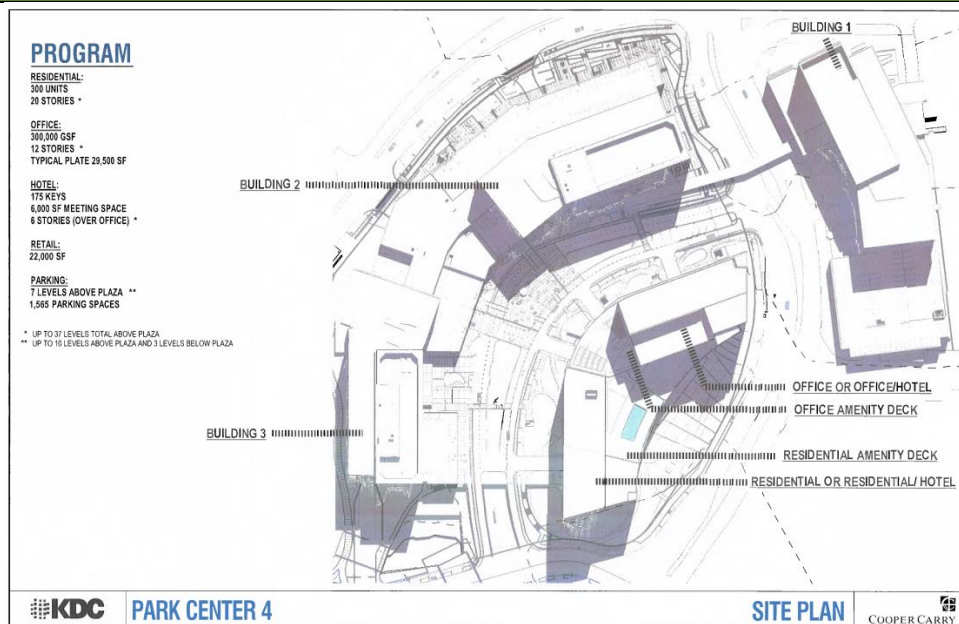


Figure 2. Site Plan

The applicant proposed to develop the subject site with a building consisting of a parking podium with ground floor retail/restaurant and two towers, one residential tower and one hotel/office tower. Vehicular access would occur through the existing entrances, no new entrances are proposed; the main access is provided from Perimeter Center Parkway. The presence of Georgia Power easements prevents the building from being built to the street.

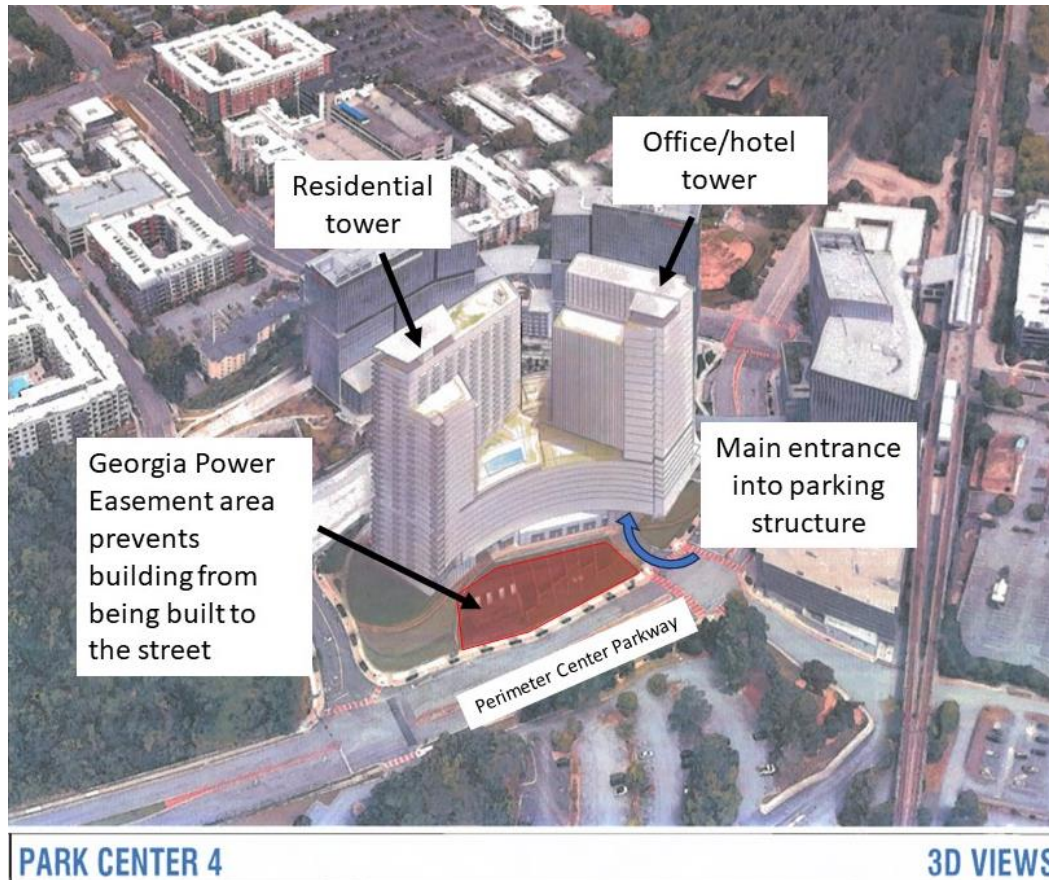


Figure 3. Rendering

During the construction of Buildings 2 & 3, stormwater infrastructure was installed; this infrastructure was constructed in anticipation of the construction of Building 4. The owner also satisfied several conditions of approval, which included construction of the Springwood Connector, construction of sidewalks, a multi-use path along the western property line, and a direct pedestrian connection to the Dunwoody MARTA station. The conditions of approval from the 2015 zoning will remain the same, with additional conditions proposed by staff.

The applicant has stated their intent for the architecture to be harmonious with the current Park Center development and construct the building with high quality materials, which are noted in the Overall Development Plan. The parking structure is a large podium that will be highly visible from the street, so care should be taken to properly screen this portion of the building.

SURROUNDING LAND ANALYSIS

Direction	Zoning	Use	Current Land Use
N	OCR	Vacant	Vacant – Future High Street phase
S	O-I	Institutional	Vacant – City-owned
E	O-I O-I	Commercial (Future) Commercial	Lodging/Office
W	Sandy Springs	Commercial	Lodging/Multi-family Residential

COMPREHENSIVE PLAN, PERIMETER CENTER, & EDGE CITY 2.0 ANALYSIS

The scale, high quality design, mix of uses, and transit accessibility align with the vision prescribed for the Perimeter Center by the Comprehensive Plan, the Perimeter Center overlay and district regulations, and Edge City 2.0.

This section of the Perimeter Center is designated for the “highest intensity of buildings, a high level of employment uses, and active ground story uses and design that support pedestrian mobility” (Sec. 27-104 (b)) in the zoning district regulations pertaining to Perimeter Center. The introduction of another mixed-use building to the Park Center campus will serve to further activate the area around the Dunwoody MARTA station.

Per Edge City 2.0, the Perimeter Center has the opportunity and capacity to grow in population and new housing units are needed to meet the demand and walkable, amenity rich mixed-use buildings represent part of that demand. The proximity to office, retail, and transit meets the vision of the comprehensive plan to create a “true live-work environment” with an appropriate mix of uses including office, lodging, and residential that allows permanent residents, workers, and visitors to enjoy the amenities of the Perimeter Center without needing a car.

ZONING AMENDMENT REVIEW AND APPROVAL CRITERIA

Chapter 27, Section 27-335 identifies criteria for evaluating applications for zoning amendments. No application for an amendment shall be granted by the City Council unless satisfactory provisions and arrangements have been made concerning each of the following factors, all of which are applicable to each application:

- (1) Whether the zoning proposal is in conformity with the policy and intent of the comprehensive plan;
- (2) Whether the zoning proposal will permit a use that is suitable in view of the use and development of adjacent and nearby properties;
- (3) Whether the property to be affected by the zoning proposal has a reasonable economic use as currently zoned;
- (4) Whether the zoning proposal will adversely affect the existing use or usability of adjacent or nearby property;

- (5) Whether there are other existing or changing conditions affecting the use and development of the property that provide supporting grounds for either approval or disapproval of the zoning proposal;
- (6) Whether the zoning proposal will adversely affect historic buildings, sites, districts, or archaeological resources; and
- (7) Whether the zoning proposal will result in a use that will or could cause an excessive or burdensome use of existing streets, transportation facilities, utilities, or schools.

The current zoning of this property is Planned Development District (PD). PD districts are not subject to regulations dictated by the zoning ordinance; instead, the uses and site and building regulations are dictated by the Overall Development Plan (ODP). The existing ODP from 2015, which covers the entirety of Park Center, does not anticipate residential multi-family dwelling units. Due to this designation, development of this property with the proposed mix of uses at this site requires a zoning map amendment.

The applicant proposes to amend the ODP for the subject property to allow Building 4 to have the following proportion of uses:

- Up to 300,000 SF of office
- Up to 175 hotel rooms
- Up to 22,000 SF of restaurant/retail/other permitted uses
- Up to 300 multi-family residential units

Additional residential development within such close proximity to the Dunwoody MARTA station, Campus 244, High Street, and the mall will serve to further activate this area of Perimeter Center. New residential units will complement the surrounding uses, by allowing nearby employees an opportunity to live within walking distance to their job; additional residential units will also further support the new retail, restaurant, and entertainment nearby. A number of the retail spaces at Park Center were intended to cater to office employees. Due to remote work and overall office space vacancy, the number of customers is much lower than initially anticipated. Adding hotel and apartment units to the mix will diversify the customer base with people working remotely or visiting the area.

The proposed use mix reduces both peak AM and PM hour traffic and thus reduces the development's impact on congestion. Car dependency is further reduced by the increasing walkability of the Perimeter Center and the proximity to the Dunwoody MARTA station, which would provide future residents with convenient commute alternatives.

The current economic conditions, which began during the global COVID-19 pandemic, have significantly reduced the need for new office development and as demonstrated in the Edge City 2.0 study, the need for residential development is very strong, especially near MARTA. Overall, development of Building 4 under the current entitlements, as an office building, is not feasible and the proposed mix of uses would be a benefit to the Park Center campus and the surrounding area.

Based on the above analysis and findings, staff has determined that the requested rezoning meets the requirements of Chapter 27, §27-335. Therefore, staff recommends the application RZ 23-03 be approved subject to the following exhibit(s) and condition(s):

Exhibit 1: Overall Development Plan (ODP), dated February 6, 2023, and associated exhibits.

Exhibit 2: GRTA Notice of Decision, dated June 30, 2015.

Development of the site shall be conditioned to the following:

1. The Conditions of Approval associated with the previous rezoning, RZ 15-72, of the Subject Property and adjacent parcels, which were fully satisfied at the time of the development of Buildings 2 and 3, are as follows:
 - a. Development of the site shall be substantially consistent with the recommendations in the GRTA Notice of Decision, referenced as Exhibit 2 in this Ordinance.
 - b. Dedication of right-of-way (ROW) in conjunction with all required project improvements identified herein and future ROW required along Hammond Drive identified in 2008 Hammond Drive Corridor Study.
 - c. Preserve ROW on Perimeter Center Parkway for a future additional southbound left turn lane at Campus Way (formerly Goldkist Drive).
 - d. In the event the East-West Connector Road is not constructed by the Owner or the City prior to the issuance of a Certificate of Occupancy for the third building, an additional right turn lane eastbound from Hammond Drive to Perimeter Center Parkway South shall be constructed by the owner.
2. Development of the Subject Property shall be substantially consistent with the Overall Development Plan, referenced as Exhibit 1 in this Ordinance.
3. Construction of Building 4 will allow for the development of up to 300,000 square feet of office space, up to 300 multi-family residential units, up to 175 hotel rooms with associated meeting space, up to 22,000 square feet of retail and restaurant space and other permitted uses, and up to 1,565 off-street parking spaces within the parking decks.
4. The maximum height of Building 4 shall not exceed 37 stories above plaza level grade and the height of the residential tower shall be a minimum of 15 stories.
5. Where the Overall Development Plan does not supplant requirements of Chapter 16, Land Development, the provisions in the chapter shall apply.
6. The Owner shall commit \$50,000 toward public art and install one piece of public art of a consistent type and scale with the three pieces of public art voluntarily installed by the Owner in connection with the development of Park Center Buildings 2 and 3. Such public art shall be located within the green space at the south end of the site, in a specific location to be selected by the Owner in its sole discretion. Prior to the installation of public art on the property, the Owner shall share their proposal for public art integration on the subject site at a regularly scheduled Dunwoody Art Commission meeting. Installation of the public art shall be done in tandem with the construction of Building 4. Issuance of the Certificate of Occupancy is contingent upon either the installation of the required public art or the owner shall post a bond of \$50,000, to be returned upon confirmation of completed installation
7. A collective total of at least 3.00 acres of greenspace (including landscaping, buffers, and natural areas) shall be provided on the site containing Park Center Buildings 2, 3, and 4.

8. Prior to issuance of the land disturbance permit, the applicant shall submit a final landscape plan for review and approval by the Community Development Director.

ATTACHMENTS

- RZ 23-03 Application
- Exhibit 1
- Exhibit 2
- Exhibit 3