

CITY OF SMYRNA

COMMUNITY DEVELOPMENT DEPARTMENT

MEMORANDUM

To: Mayor and Council

From: Russell Martin, AICP, Community Development Director
Joey Staubes, AICP, Planner II

Date: July 17, 2024

CC: Joe Bennett, City Administrator
Urban Design Commission

RE: **Proposed development at 2699 Atlanta Road**

Applicant: Stillfire Brewing

Existing Zoning: CBD

Titleholder: Market Village Realty LLC

Proposed Zoning: CBD

Size of Tract: 1 Acre

Location: 2699 Atlanta Road

Contiguous Zoning:

Land Lot: 521

North	GC
South	CBD
East	R-15
West	CBD

Ward: 3

Access: King Street

Hearing Dates:

Existing Improvements: Vacant

UDC	July 23, 2024
Mayor and Council	N/A

Proposed Use:

Construction of a new building for a brewery and retail.

Urban Design Commission Consideration:

The applicant has proposed modifications to the currently approved building elevations and site plan.



PROJUECT BACKGROUND

Stillfire Brewing submitted preliminary designs to the Urban Design Commission (UDC) in August of 2022. The designs were reviewed and approved by the UDC on August 31, 2022. Stillfire Brewing then began the formal architectural and engineering design work for permitting. Stillfire made some changes to the architecture of the building that required re-review and approval by the UDC. The redesigned building elevations were presented to the UDC at the September 21, 2023 meeting. The UDC approved the proposed changes and subsequent variances.

PROJECT DESCRIPTION

Stillfire Brewing is in the process of completing their civil and architectural plans for permitting. Stillfire is proposing changes to the building elevations approved in September 2023. The overall height, building orientation, and scale of the building are consistent with the previously approved plans. The building is divided into two uses with the retail component on the south end of the building and the manufacturing component on the north end of the building. Below are the described differences between the new proposed plan and the currently approved plan:

- ***Building Orientation*** – The building orientation in the new plan remains unchanged from the currently approved plans. The front retail portion of the building will be oriented towards the new city park at King Street, Village Green Circle and Atlanta Road. The manufacturing portion of the building will be oriented towards King Street, Powder Springs Street and Atlanta Road.
- ***Building Floor Area*** – The building floor area in the new plan is smaller than the currently approved plan. The currently approved plan had building dimensions of 200' in length by 94' in width. The proposed new building dimensions are 187' in length and 78' in width.
- ***Building Footprint*** – The footprint of the proposed building has changed with respect to articulation and setbacks on the east and west sides of the building. The currently approved plan broke the building into smaller sections with the retail or manufacturing sections being either located closer to or setback from the road depending on the side of the building you're viewing from. The new proposed building will be in a rectilinear form with no articulations or setbacks for the long sides of the building.
- ***Building Height*** – The proposed height of the new building appears to be the same as the currently approved plans.
- ***Roof*** - The currently approved plans show the retail area maintaining a pitched roof with the manufacturing area having a flat roof. The new proposed plans reflect both sections of the building being under one pitched roof. The new proposed roof pitch is 4:12. The Urban Design District requires a minimum pitch of 6:12 for sloped roofs.
- ***Outdoor Seating Areas*** – The outdoor seating area is very similar in both plans with little to no change.

- **South Building Elevation** (Facing the Park and Village Green Circle) – The new proposed plan maintains the same general feel and appearance of the currently approved plans with some changes to the façade materials and the elimination of the roof structure extending from the principal building to the small restaurant building. The changes in the façade materials include a reduction in the amount of glass, the addition of brick, and the changing of the wood slats to a cement fiber paneling system with a wood appearance.
- **East Building Elevation** (Facing Atlanta Road) – The new proposed plan reflects one solid building with one roof type. The new plan eliminates the building articulations and varying roof types that broke up the building into smaller components in the currently approved plan. In addition, the new plan eliminates the fenestration around the stairwell and reduces the building facade material to metal siding and cement fiber paneling. The currently approved plans reflect glass, CMU, wood slats and metal siding. The applicant is proposing some vegetation on a section of the building to break up the façade and soften the wall. The new proposed plan still maintains a trellis over the outdoor seating area between the building and the smaller restaurant space.
- **North Building Elevation** (Facing Powder Springs Street) – The new proposed plan reflects an all metal siding façade with a brick water table. The new plan changes the roof to a pitched roof as opposed to a flat roof from the currently approved plan. The proposed elevation is still planned to have a large mural on the upper half of the building. The new proposed plan eliminates the wood slats and windows from the previously approved elevations.
- **Loading Dock Area** (Facing Powder Springs Street) – The new proposed plan will maintain a dumpster enclosure and landscape screening around the perimeter of the loading dock. The silos are proposed to be relocated to the west side of the building.
- **West Building Elevations** (Facing King Street) - The new proposed plan maintains the metal siding for the manufacturing portion of the building and cement fiber paneling system (wood appearance) for the retail portion of the building around the food truck court. The new proposed plan reconfigures the windows from narrower vertical windows to shorter wider windows. In addition, the silos are proposed to be relocated from the rear of the building to the side and are proposed to have murals.

The proposed plans require a variance from the UDC for the following code sections of Appendix E – Urban Design District:

- Sec. 2.11.2(a) Discontinuous building massing for large buildings: Buildings shall reduce their perceived height and bulk by dividing the building mass into smaller scale components. Building walls exceeding 100 continuous horizontal linear feet shall utilize offsets, such as projections, recesses, and changes in floor level. **(New Variance)**
- Sec. 2.15.2(e) Loading areas shall not face any public street. **(Previously granted variance)**

- Sec. 2.15.2(f) Loading dock entrances for non-residential uses shall be screened so that loading docks and related activity are not visible from the public right-of-way. **(Previously granted variance)**
- Sec. 2.21.2 (a) Materials such as imitation brick or stone, rough textured wood siding, aggregate, concrete block, and metal siding are prohibited in the DD District. **(Previously granted variance)**
- Sec. 2.21.2 (b) Traditional materials such as brick, terra cotta, stucco, and smooth finished stone such as marble, granite, or sand stone shall be used. Four-sided design is required and discontinuity of building materials is prohibited. **(Previously granted variance)**
- Sec. 2.21.2 (c) In addition to the use of glass for the fenestration requirements of this district, all exterior walls and facades shall be required to use a minimum of two of the following elements: brick, glass, wood, stucco, or stone. No single element shall constitute greater than 80 percent of the total of the elements used. **(Previously granted variance)**
- Sec. 2.22.2(b) Roof pitches shall range from 6:12 to 10:12. **(New Variance)**
- Sec. 2.22.2(e) Variation in building rooflines for large buildings: Variation in the roofline of buildings and offsets in pitched roofs and gables shall be required. Parapets in building masses exceeding 100 continuous linear feet shall be varied in height and projection and shall use decorative elements such as crown moldings, dental, brick soldier courses, or similar detail. **(Variance granted for 1st approval, not needed for 2nd approval, but needed for this approval.)**
- Sec. 2.24.2 (a) Each building elevation shall be fully designed and consistent with the building's primary façade. Discontinuity of building materials or architectural design elements is prohibited. **(Previously granted variance)**
- Sec. 2.24.2 (b) First floors and street level floors fronting a street or sidewalk shall not have blank walls. **(Previously granted variance)**
- Sec. 2.24.2 (c) First floor building walls shall have window and door openings of at least 50 percent of its length or one of the other options described below. (1) Works of art, fountains and pools, street furniture, landscaping and garden areas, architecturally articulated facades and display areas may also be considered in meeting this requirement. **(Previously granted variance)**
- Sec. 2.24.2 (d) The length of façade without intervening fenestration or entryway shall not exceed 20 feet. **(Previously granted variance)**
- Sec. 2-25.4 (f) Fenestration shall be provided for a minimum of 75 percent of the length of all street frontages. **(Previously granted variance)**

STAFF COMMENTS

Design review is required for all new construction within the Downtown Design District. The proposed façade elevations meet some of the design requirements but will require variances from the UDC. The Urban Design Commission may grant design exceptions if a proposed project is a unique and exceptional design concept that architecturally enhances the downtown area.

The Urban Design Commission should consider the following items as conditions of approval when considering the requested changes:

1. The proposed murals shall be painted using high quality and long-lasting materials. In addition, the applicant shall provide an agreement to the regular maintenance of the murals to keep them in good condition free of fading, chipping or peeling of paint.
2. A 6' tall brick screening wall with landscaping shall be provided around the loading dock to block visibility from Atlanta Road and Powder Springs Street.