

CITY OF SMYRNA

COMMUNITY DEVELOPMENT DEPARTMENT

MEMORANDUM

To: Mayor and Council

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

Date: September 18, 2023

CC: Joe Bennett, City Administrator
Urban Design Commission

RE: **Proposed development at 2725 King Street**

Applicant: Stillfire Brewing

Titleholder: Market Village Realty LLC

Location: 2725 King Street

Land Lot: 521

Ward: 3

Access: King Street

Existing Improvements: Vacant

Existing Zoning: CBD

Proposed Zoning: CBD

Size of Tract: 1 Acre

Contiguous Zoning:

North	GC
South	CBD
East	R-15
West	CBD

Hearing Dates:

UDC	September 21, 2023
Mayor and Council	N/A

Proposed Use:

Construction of a new building for a brewery and retail.

Staff Recommendation:

Community Development recommends approval.



PROJECT DESCRIPTION

Stillfire Brewing has submitted final architectural renderings to construct a new brewery and restaurant on the property at 2725 King Street. The preliminary design was approved by the UDC on August 31, 2022. The subject property is approximately 1 acre and zoned CBD (Central Business District). The property does not require any rezoning or variances from the Appendix A - Zoning Ordinance.

The overall height, building orientation, and scale of the building is consistent with the preliminary plans. The building is divided for retail on the south end and brewery on the north end. The preliminary renderings depicted a pitched metal roof covering the retail area and brewery. The revised renderings show the retail area maintaining the pitched roof, but the brewery is shown as a metal prefabricated building with flat roof. The retail section maintains the architectural elements of the preliminary plans, but the brewery is now comprised primarily of a metal façade.

The north elevation consists primarily of a metal façade and concrete masonry unit façade. The south elevation consists of a mixture of wood, concrete masonry, and aluminum, as well as garage doors. The east elevation is a mixture of wooden slats, concrete masonry, aluminum and metal façade with a wooden fence. The west elevation is a mixture of aluminum, concrete masonry, and metal façade. Community Development supports the proposed changes provided additional architectural features, building materials, and the use of murals, are added to the metal façade of the brewery section.

The preliminary plans included an accessory building screening the silos and loading dock from the public right-of-way. The silos and loading dock are now visible from public right of way and will need to be screened utilizing architectural features or landscaping. Community Development is supportive of the silos and loading dock location provided a landscape buffer or architectural features are provided to screen those features.

The final renderings have the following revisions to the approved preliminary design noted by the architect:

1. The storage building on the north end of the property has been removed. The trash enclosure and electrical transformer enclosure were moved and combined into the loading dock.
2. The brewery portion of the building will be replaced by a premanufactured metal building instead of typical construction. Note: the metal façade of this building will closely match the original standing seam roof and wall façade as approved
3. The pitched roof over the brewery was removed. The pitched roof remains over the restaurant area.
4. The concrete wall at the entry and park were replaced by concrete masonry unit wall.
5. The trellis at the food trucks area was reduced in size.

6. The balcony projections off the rooftop were removed.
7. The nana-wall operable glass partitions were replaced by glass roll-up doors which match the existing food truck bays.
8. The fireplace was removed and replaced by enclosed stair element with wood slat and glass façade.
9. The concrete masonry unit wall at restrooms was reduced in length as toilet fixture count was reduced to code requirements.
10. The clerestory windows were removed from restrooms.

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

- Sec. 2.15.2 (b) All structures and facilities for trash, storage, loading and outdoor equipment shall be screened from view from any street or pedestrian circulation area with architectural features and landscaping.
- 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.
- 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.
- 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.
- 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.
- Sec. 2-24.2 (b) First floors and street level floors fronting a street or sidewalk shall not have blank walls.
- Sec. 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.
- Sec. 2-24.2 (d) The length of façade without intervening fenestration or entryway shall not exceed 20 feet.

- Sec. 2-25.4 (f) Fenestration shall be provided for a minimum of 75 percent of the length of all street frontages.

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.

Community Development recommends approval of variances for the development with the following improvements:

1. Greater continuity of building materials, architectural features, and/or murals are added to the brewery section of the building.
2. Landscaping or architectural features are added to screen the loading dock and silos from the public right-of-way.