



Request	DTC Modifications
Project Name	127 Rosa L. Parks Boulevard
Council District	19 – O’Connell
Requested by	Lee Davis, with ESa;
Staff Reviewer	Hammer
Staff Recommendation	<i>Approve with conditions and defer without all conditions</i>

APPLICANT REQUEST

A request to modify various standards of the DTC for property located at 129 Rosa L. Parks Boulevard, (0.68 acres), east of 9th Avenue North, south of Commerce Street and within the Core Subdistrict of the DTC.

DTC MODIFICATION REQUEST SUMMARY

1. Build-to Zone – Commerce Street
 - Required: The building must be built within 0-10 feet of the property line for 80% of lot frontage
 - Proposed: The building is setback over 10 feet in excess of 20% of the façade along portions of the Rosa L. Parks Boulevard frontage to allow for outdoor dining.
2. Build-to Zone – Rosa L. Parks Boulevard
 - Required: The building must be built within 0-10 feet of the property line for 80% of lot frontage.
 - Proposed: The building is setback over 10 feet in excess of 20% of the façade along portions of the Rosa L. Parks Boulevard frontage to allow for a portico.
3. Major and Collector Street Plan – Commerce Street
 - Required: Frontage zone of 4 feet is required.
 - Proposed: 18 feet of the Commerce Street façade encroaches into the frontage zone to a maximum of 1.5 feet.



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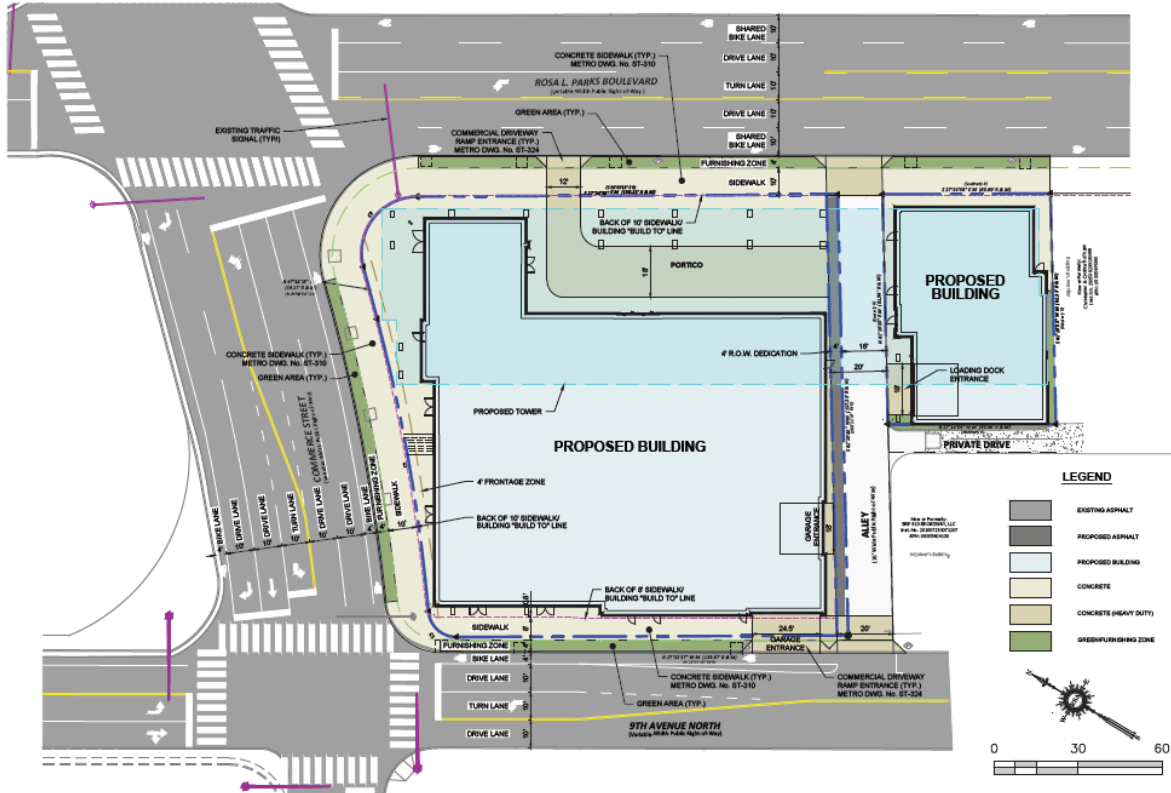


Figure 1: Conceptual Site Plan

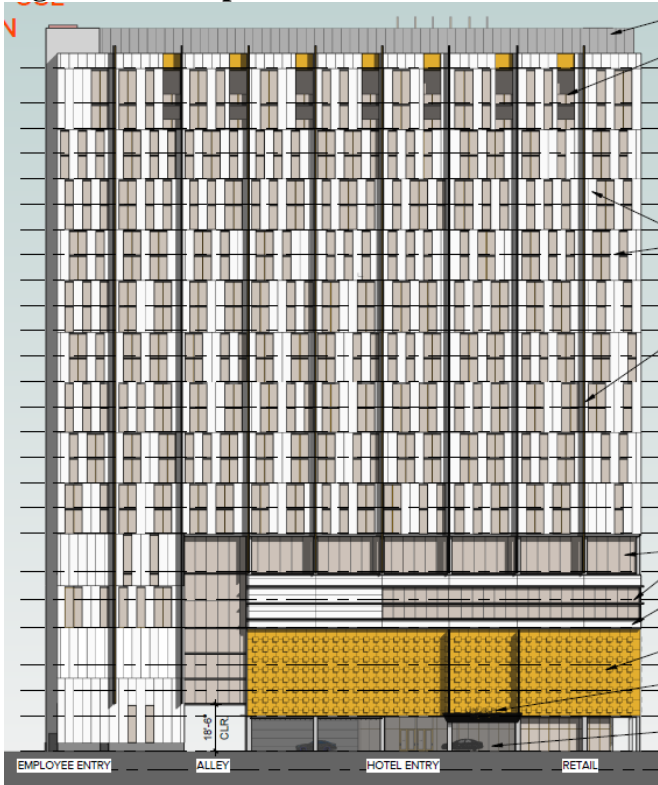


Figure 2: Rosa L. Parks Elevation

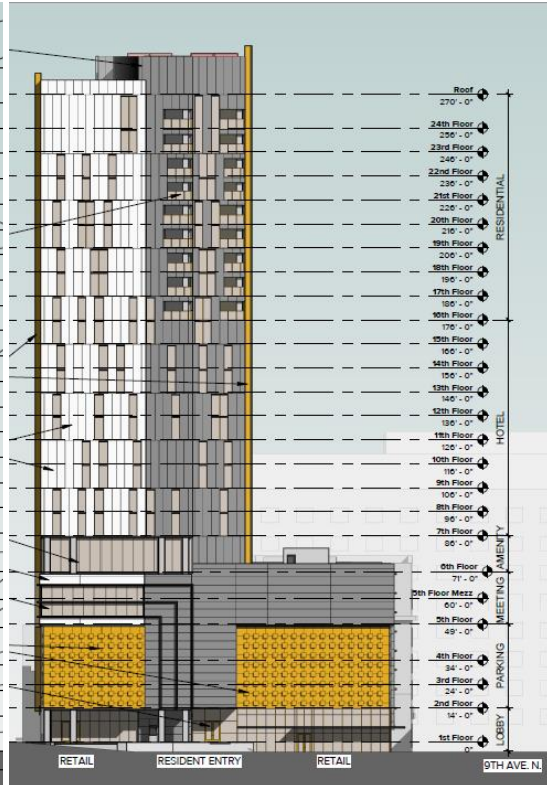


Figure 3: Commerce Street Elevation



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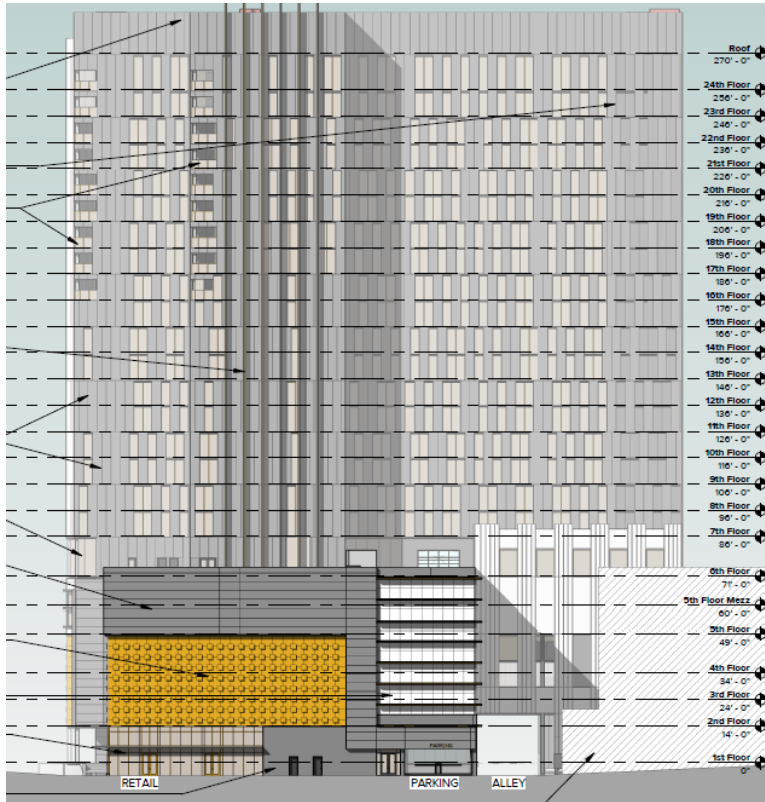


Figure 4: 9th Avenue North Elevation

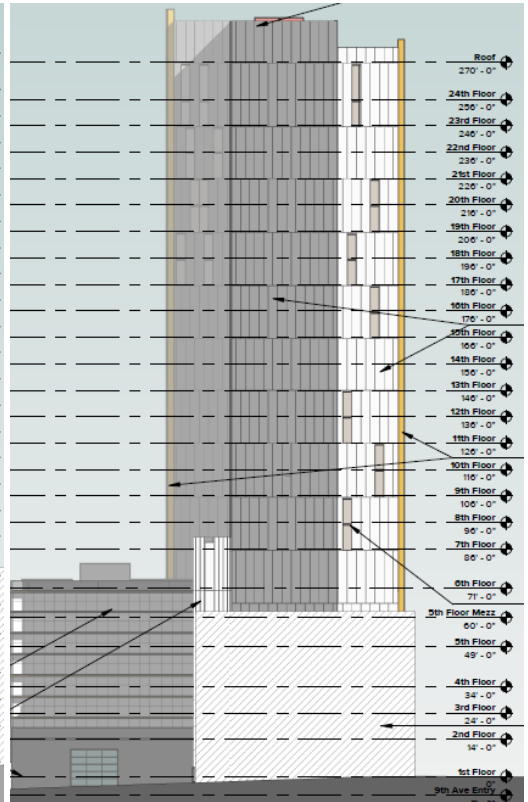


Figure 5: Alley Elevation

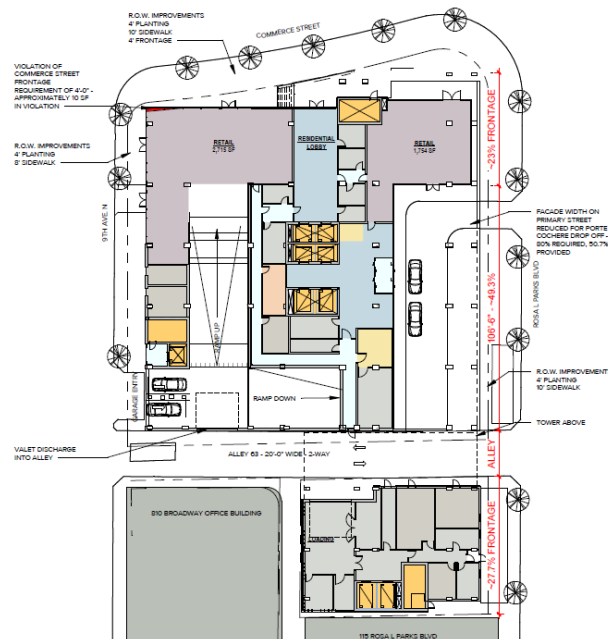


Figure 6: Ground Floor Program



Figure 7: Perspective



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PROJECT OVERVIEW

The project proposes a 24-story hotel and residential building consisting of 250 guest rooms, 134 residential units, 4,000 square feet of retail space, 245 parking spaces, and a pool/amenity area.

PLAN DETAILS

The general bounds of the property include Commerce Street to the north, 9th Avenue North to the west, and Rosa L. Parks Boulevard to the east. The site contains three street frontages, all of which serve distinct functions as shown in Figure 2, above. The Commerce Street frontage serves as the pedestrian entrance to the residential lobby and is also addressed by two ground floor retail tenant spaces. The Rosa L. Parks Boulevard frontage serves as both the vehicular and pedestrian entrance to the hotel lobby, with valet and drop-off services occurring along this frontage. 9th Avenue North frontage serves as the entry to the parking garage, as well as other mechanical elements, with retail space at the intersection with Commerce Street.

Alley #63 runs through the site, with major loading areas and back-of-house operations taking place along it. The 24-story tower is proposed to straddle the alleyway; approval is required for this massing via the mandatory referral process through Metro Public Works.

ANALYSIS

Build-to-Zone – Commerce Street

Buildings with storefront frontage along primary streets are required to have a 0-10' build-to zone, defining 80% of the frontage. The area in red illustrates frontage not built to the required build-to line. Commerce Street was created by widening Cumberland Alley and joining it to Payne Street, although the two were offset from each other. The alignment of the resulting right-of-way creates an oddly shaped frontage on this site that coincides with somewhat challenging topography.

The intent of the shallow build-to zone is to create a close relationship between buildings and the public realm, activating the sidewalk corridor. In this case, the portions of the building that are not within the build-to zone are intended for outdoor dining and serve as an extension of the active retail and restaurant uses proposed within the ground floor of the building. The proposed build-to zone meets the intent of the DTC.

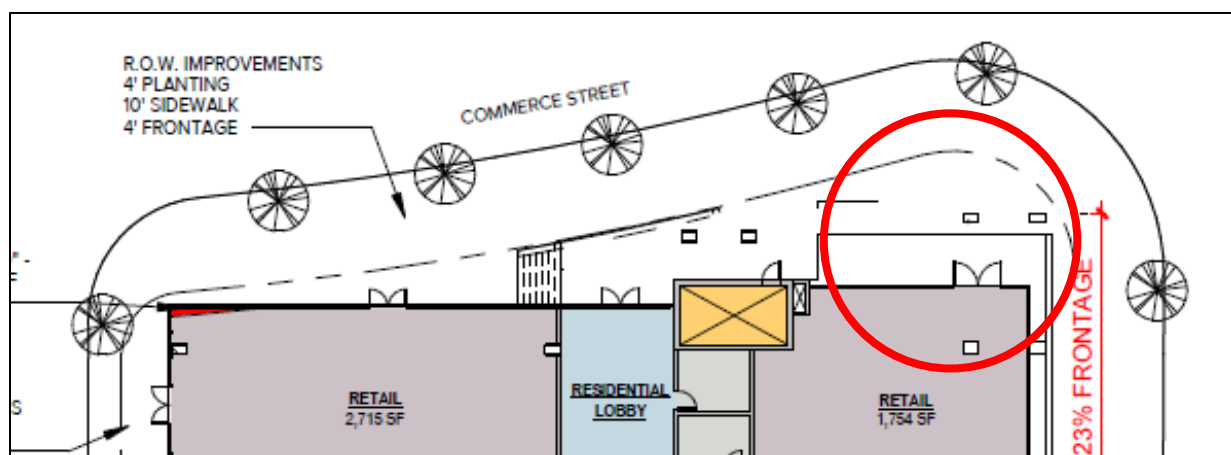


Figure 8: Location of Outdoor Dining Area



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Build-to-Zone – Rosa L. Parks Boulevard

Buildings with storefront frontage along primary streets are required to have a 0-10' build-to-zone, defining 80% of the frontage. The building's ground floor façade on Rosa L Parks Boulevard is recessed in order to accommodate a porte cochere, resulting in 50.7% of the façade being within the 0-10' build-to zone.

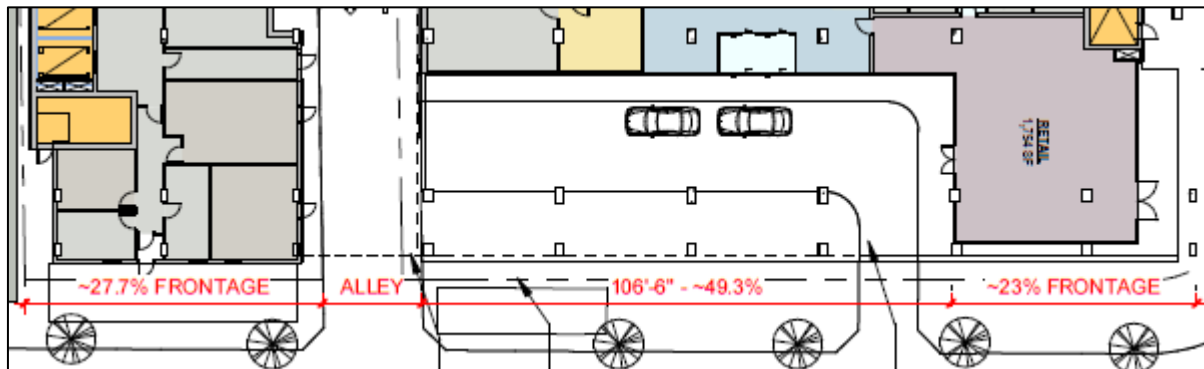


Figure 9: Rosa Parks Boulevard Frontage

The proposed configuration minimizes negative impacts to the sidewalk corridor. It utilizes the alley for exiting the porte cochere and is limited to one entry of 12 feet in width. For a hotel of this scale, off-street drop-off facilities are both necessary and often preferable to on-street facilities that further disrupt pedestrian activities along the sidewalk corridor.

Major and Collector Street Plan

The Major and Collector Street Plan identifies Commerce Street as a constrained right-of-way. The standard cross section dimension calls for a 10 foot clear sidewalk and 4 foot furnishing zone at the back of curb and a 4 foot frontage zone. Frontage zones are meant to accommodate pedestrian activities such as outdoor dining and may be on private property.

In this case, a portion of this façade is within the frontage zone for with a maximum 1.5 foot encroachment. As the building is seeking other modifications with the explicit purpose of activating the exterior of the building with outdoor dining and other pedestrian amenities, which is the intent of the frontage zone, this modification is in keeping with the intent of the frontage zone and the encroachment proposed is negligible.

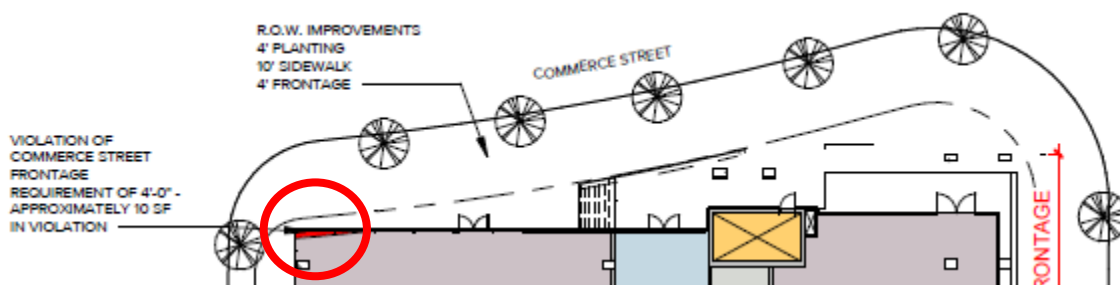


Figure 10: Areas of Ground Floor Façade that Encroach into the Frontage Zone



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STAFF RECOMMENDATION

The project generally aligns with the goals and objectives of the Downtown Code to create active, attractive streets and streetscapes. Staff recommends approval with the following condition and deferral without the condition:

1. The applicant must apply for and obtain approval of a mandatory referral for portions of the tower that overhang the alley, including any and all agreements Metro Public Works deems necessary to allow the proposed massing and function.

