



**OFFICE OF PLANNING**  
55 Trinity Avenue S.W., Suite 3350  
Atlanta, Georgia 30303  
(404) 330-6145

APPLICATION #: **V-15-041**  
DATE ACCEPTED: **02/18/2015**

## NOTICE TO APPLICANT

Address of Property:  
**789 Ponce De Leon AVE NE**

City Council District: 2      Neighborhood Planning Unit (NPU): **N**

Board of Zoning Adjustment (BZA) Hearing Date:

**Thursday, April 9, 2015 at 12:00 p.m.**

Council Chambers, 2nd Floor, City Hall  
55 Trinity Avenue, S.W.

The contact person for NPU N is:

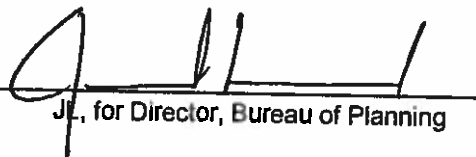
**Jonathan Miller**  
**404-790-9398 and millernkelly2@mindspring.com**

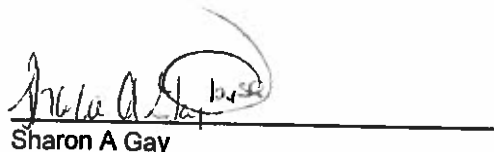
Contact info for adjacent NPUs is provided below if necessary:

**Additional Contacts: Debbi Skopcynski (NPU F) 404-874-7483 and Atlanta.npuf.zoning@gmail.com**

Please contact the person(s) listed above within two days to find out which meetings you will be required to attend before the next NPU meeting. If you are unable to reach the contact person, please call the city's NPU Coordinator at 404-330-6145.

Signed,

  
J.L., for Director, Bureau of Planning

  
Sharon A Gay



City of Atlanta  
 Office of Buildings – Zoning Division  
 55 Trinity Avenue, Suite 3900  
 Atlanta, Georgia 30303  
 Phone: 404-330-6175

**REFERRAL CERTIFICATE**

COUNCIL DISTRICT \_\_\_\_\_ APPLICATION NUMBER Y-15-041  
 NPU \_\_\_\_\_ DATE FILED \_\_\_\_\_

1. McKenna Long & Aldridge LLP

Name of Applicant

**BUILDING PERMIT AUTHORIZING**

*Conversion of retail space to a restaurant, lobby bar and rooftop lounge*

at 789 Ponce De Leon Ave. NE 14<sup>th</sup>/17  
 Street Address Quadrant District & Land Lot

to be used for commercial purposes

The property is zoned MRC-2-C / Beltline District

2. The Building Permit Was Denied For The Following Reasons:

Applicant seeks a special exception to reduce the required on-site parking spaces from 81 spaces to 53 spaces to allow conversion of retail space to a restaurant, lobby bar and rooftop lounge.

Applicant seeks no other variances at this time.

**1982 ZONING ORDINANCE, AS AMENDED**

Chapter 34 Section 16-34.021 Paragraph (7) (f) (ii)

Chapter \_\_\_\_\_ Section \_\_\_\_\_ Paragraph \_\_\_\_\_

Chapter \_\_\_\_\_ Section \_\_\_\_\_ Paragraph \_\_\_\_\_

Chapter \_\_\_\_\_ Section \_\_\_\_\_ Paragraph \_\_\_\_\_

D. Khan 2-17-15  
 Plan Reviewer

Shirley A. Hill

APPLICATION FOR SPECIAL EXCEPTION  
City of Atlanta

Date Filed 2/16/2015 Application Number V-15-041

Name of Applicant Clermont Hotel Partners, LLC by Sharon A. Gay Daytime Phone 404-527-4676

Company Name McKenna Long & Aldridge LLP email sgay@mckennalong.com

Address 303 Peachtree Street, NE Atlanta GA 30308  
street city state zip code

Name of Property Owner Clermont Hotel Partners, LLC Phone 917-325-4055

Address 305 Church Street., Suite 204 Nashville TN 37201  
street city state zip code

Description of Property

Address of Property 789 Ponce de Leon Ave. OR

The subject property fronts 161 feet on the southwest side of  
Ponce de Leon Ave. beginning 0 feet from the  
south corner of Bonaventure Ave

Depth:      Area: 1.1259 Land Lot: 17th District: 1 4, Fulton County, GA.

Property is zoned: MRC-2-C/BLO, Council District: 2, Neighborhood Planning Unit: N

TO THE BOARD OF ADJUSTMENT: Applicant, having received an adverse order or requirement from the administrative officer in seeking a building permit or certificate of occupancy, hereby requests that the Board of Zoning Adjustment grant a Special Exception.

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I hereby authorize the staff of the Office of Planning to inspect the premises of the above-described property. I understand that it is my responsibility to post a public notice sign on the property according to the instructions given to me by the Office of Planning upon filing this application. I swear that all statements herein and attached hereto are true and correct to the best of my knowledge and belief.

Sworn To And Subscribed Before Me This 17<sup>th</sup> Day Of Feb, 2005.

Sharon A. Gay  
Owner or Agent for Owner (Applicant)

NAME OF APPLICANT IN PRINTED LETTERS

Pamela Redding  
NOTARY PUBLIC  
PATRICIA LEONARD  
NOTARY PUBLIC  
GEORGIA  
JULY 31, 2015  
PUBLIC  
COBB COUNTY

**Summary of proposed construction changes to buildings or site.** (Examples:  
"Convert a 100' x 200' retail space into a restaurant." "Install a 6-foot high opaque wooden wall  
(privacy fence' with 6-foot high opaque wall gates.")  
renovate hotel and reopen; add restaurant, lobby and rooftop bars (see site plan)

**Proposed Lot Coverage (After Construction)** Calculate total amount of lot coverage on  
entire property, after proposed construction would be finished, including existing and proposed  
buildings and other structures; sidewalks, driveways, parking pads, patios, gravel, etc.; everything  
except natural planted or undisturbed areas.

35,494 covered square feet / 49,428 total lot square feet = 72 % proposed lot coverage  
85 % maximum allowed lot coverage

**(For Parking Special Exceptions Only)** List the maximum number of employees who will  
park on the site at any given time: 25-30 AND  
List the maximum estimated number of customers, clients, visitors, or similar persons who will require  
automobile parking in connection with the facility on the site at any given time: 135  
If you propose to provide off-site parking, see the attached Standards for Off-site Parking  
Agreements (p. 8).

### **Special Exception Procedures**

Special exception applications are heard and decided at a regularly-scheduled public hearing by the  
five-member City of Atlanta Board of Zoning Adjustment ("BZA"). The Office of Planning serves as  
staff to the BZA. Approximately one week after each closing date, a planner is assigned to review your  
application. All inquiries regarding your application should be directed to this office at (404) 330-6145.  
The rules of the BZA prevent BZA members from discussing the merits of any case except during the  
public hearing for that case.

**Schedule.** There are two closing dates and two public hearings per month. The schedule allows time  
for neighborhood and NPU meetings to occur throughout the City prior to each public hearing. The  
schedule of closing and public hearing dates is attached.

**Neighborhood and NPU Recommendations.** The City is divided into 24 Neighborhood Planning  
Units (NPUs), each of which has a volunteer citizen advisory committee that makes a recommendation  
to the BZA on special exceptions. When you file your application, you will be notified of the NPU  
contact person and that you must schedule a meeting with that NPU in order to explain what you wish  
to do. You may be requested to attend additional neighborhood meetings; inquire about the time and  
place of those meetings. The applicant is expected to contact the NPU as soon as possible after the  
application is filed. The Office of Planning will send a copy of your application to the appropriate NPU  
during the week after the closing date for your application.

**Public Notice.** When you file your application, it will be scheduled for a public hearing. The Office of  
Planning will initiate posting of public notice ("an advertisement", "a legal ad") for this public hearing  
so that the public is informed at least 15 days before the date of the public hearing:

- by sending written notice of your application to all property owners whose property is within 300 feet of the subject property, and
- by causing public notice to be placed in the newspaper.

*You are responsible for obtaining a public notice sign when you file your application with the Office of Planning, and for posting it in a visible location on your property, at least 15 days prior to your public hearing. Failure to properly post the sign will make it necessary for the BZA to defer your case to another public hearing. The BZA may defer the case to a hearing that has been scheduled 30 or more days after the original hearing.*

**APPLICATION FOR SPECIAL EXCEPTION  
TO REDUCE ON-SITE PARKING REQUIREMENTS**

for  
±1.135 acres of land  
known as

**789 Ponce de Leon Avenue, N.E.**

**Zoning Classification: MRC-2-C/BeltLine Overlay**

City of Atlanta  
Land Lot 17, 14<sup>th</sup> District, Fulton County, Georgia

Submitted on behalf of

**Clermont Hotel Partners LLC**

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by  
Sharon A. Gay, Esq.  
**McKenna Long & Aldridge LLP**  
303 Peachtree Street, N.E.  
Suite 5300  
Atlanta, Georgia 30308  
404.527.4000  
[sgay@mckennalong.com](mailto:sgay@mckennalong.com)

## INTRODUCTION

This Application is submitted for a 1.135-acre assemblage of land located in Land Lot 17 of the 14<sup>th</sup> District of Fulton County and known as 789 Ponce de Leon Avenue, N.E. (“the Property”).<sup>1</sup> The Property and the adjacent parcel, 672 Bonaventure, are zoned MRC-2-C/BLO. Clermont Hotel Partners LLC, Property owner and applicant (the “Applicant”), hereby requests a special exception to reduce the required off-street parking from 81 spaces to 53 spaces. Capacity for an additional 49 vehicles will be provided via a mechanical stacking system, resulting in a total of 102 spaces onsite. However, City staff has advised that the City of Atlanta Zoning Ordinance does not allow for such spaces to be counted as onsite parking for zoning purposes.

This document is submitted as the letter of intent and written justification for the special exception required by Georgia law and the Zoning Ordinance.

## DESCRIPTION OF THE PROPERTY AND SURROUNDING AREA

The Property lies on the south side of Ponce de Leon Avenue at the southwest intersection with Bonaventure Avenue in the Poncey-Highland neighborhood. A brick hotel building of approximately 62,000 square feet known as the Clermont Hotel has existed on the Ponce de Leon parcel since 1924. The hotel building consists of five stories on the front façade with seven stories and a sub-basement overall. The topography slopes sharply from the Bonaventure street frontage down to the parking lot in the rear of the building. A residential dwelling c. 1920 remains on the adjacent parcel known as 672 Bonaventure Avenue.

Commercial uses – restaurants, retail, and offices -- predominate along Ponce de Leon Avenue west and north of the Property. An eight-unit condominium building is located adjacent to the southwest boundary of the Property. Three- and four-story condominium and townhome developments, Freedom Park, and Freedom Parkway lie to the east on the opposite side of Bonaventure Avenue. Freedom Park extends to Bonaventure across from the rear of the Property. Single-family, duplex, and small multifamily residences populate the one-block segment of Bonaventure between Ponce de Leon and North Avenue.

## HISTORY OF THE PROPERTY

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**Clermont Hotel**

The brick hotel building was constructed in 1924 as the Bonaventure Arms Apartments with 85 residential units, a comparatively large number for an Atlanta apartment building at that time. Located along a popular trolley car line, the apartment building embodied a transition underway in the Poncey-Highland area from single-family suburban homes. It was constructed near the newly developed Ford Motor Assembly Plant, built in 1916, and was followed by the massive Sears Roebuck Building in 1926.

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<sup>1</sup> The parcel formerly known as 676 Bonaventure Ave. has been consolidated with the 789 Ponce de Leon parcel. The other parcel included in the rezoning, 672 Bonaventure, remains separate and is not included in this application.

In 1939, the apartment building was converted to a hotel. This change in use resulted in little alteration to the original layout of the building. A number of apartments were maintained as long-term rentals. A 1958 document indicates the hotel had 100 rooms and 33 efficiency and one-bedroom furnished apartments. Hotel Clermont was eventually renamed "Clermont Motor Hotel" to reflect the transition away from the trolley car toward the automobile culture emerging in Atlanta and around the country as foreshadowed by the nearby Ford plant. As of April 2009, there were 22 rooms and apartments on each of the second through the fifth floors, fifteen on the first floor, ten on the lower first floor, and one in the basement, for a total of 114 rooms.

The hotel was closed on December 31, 2009 by Fulton County health inspectors, who cited unsanitary conditions (*Atlanta Journal-Constitution*, December 31, 2009, Section B, p. 6).

### SCOPE OF PROJECT

The Property and surrounding area have been the subject of three recent planning studies: the *Ponce de Leon/Moreland Corridors Study* adopted by the City Council on August 15, 2005; the *Atlanta Beltline Master Plan/Subarea 5* adopted on March 16, 2009; and the *Poncey-Highland Neighborhood Master Plan* adopted on April 29, 2010. Each of these plans included the policy objectives of respecting the historic context of the area and preserving historic buildings such as the Clermont Hotel.

The Applicant proposes to achieve this policy goal by preserving the hotel building and repurposing it for modern use. The Applicant proposes a renovation and repositioning of the Property to preserve and protect the historic hotel building while providing the modern amenities needed to ensure commercial success (the "Project"). A site plan prepared by G+G Architects dated February 16, 2015 is included with this application ("Site Plan"). The Site Plan depicts the existing layout of the hotel building. No additions to the footprint of the hotel building or adjacent house are proposed other than an outdoor dining terrace at the rear of the hotel. The main building will be renovated for use as a full-service boutique hotel with 87 guest rooms. Amenities will include meeting space, a fitness center, lobby lounge, a full-service restaurant with indoor and outdoor seating to serve hotel patrons and neighborhood residents, and a rooftop bar with a stunning view of the surrounding neighborhoods and the Midtown skyline. The Clermont Lounge is intended to remain in business in its current location separate from the hotel operations. The Applicant also intends to preserve the historic signage.

Pedestrian access to the Property will be enhanced, and new landscaping will soften the views of the Property. The front entry area will be redesigned to include an arrival area for guests and valet drop-off with landscaping on either side. Street trees and ground cover will be planted in the five-foot street furniture zones along both street frontages. New landscaping will be provided along the east and west sides of the hotel building and between the restaurant dining terrace and the parking area. The parking area will be screened from adjacent properties by landscaping and a 6 ft. solid fence.

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## PARKING CHALLENGE

Current conditions and zoning requirements: The primary challenge to successfully operating the Project on the Property is the lack of adequate parking. Moreover, the Applicant wishes to provide sufficient parking so that patrons and guests are not compelled to park on adjacent streets. The Property currently has 38 surface parking spaces – 17 in front of the building and 21 in the rear lot. The Office of Planning and Office of Buildings have concluded that the parking spaces currently provided for hotel use and the Clermont Lounge are "grandfathered" as an existing nonconforming characteristic of use. The restaurant, lobby and rooftop bars, and meeting space must meet the parking regulations of the current zoning. The MRC-2-C/BLO zoning regulations require a minimum of 43 spaces for these additional uses for a total of 81 required off-street parking spaces.<sup>2</sup>

Parking deck: The Applicant originally had planned to construct a parking structure at the rear of the building between the hotel and the existing residence and received zoning and special administrative permit approval to do so. Unfortunately, a serious structural impediment exists. An aging City of Atlanta combined trunk sewer runs across the rear of the Property from east to west. The tunnel is 3'6" tall and 5 feet wide and lies underground at depths ranging from 18 feet to 32 feet below grade. Initially, the Applicant and professional advisors believed the parking structure could be constructed over the sewer with appropriate supports. However, based on extensive analysis and discussions with City engineers, they have recently concluded that the risk of collapse is too great to allow this approach. The only way to build the garage would be to excavate to the depth of the trunk sewer, remove and replace extensive retaining walls, and install separate storm and sanitary trunk lines. The cost for that work is approximately \$2.5 million, which exceeds the cost of construction of the parking deck and is not feasible for the Project.

Shared off-site parking: The Applicant and a valet parking consultant canvassed the surrounding area in search of a property that could be used for an off-site shared parking arrangement. After calling upon owners of all possible off-site locations, they determined that no such arrangement was available. Furthermore, the Applicant concluded that the more responsible approach was to find a way to accommodate the parking requirements of the new uses onsite rather than reduce the inventory of parking in the neighborhood.

ULI parking needs analysis: The Applicant engaged Bob Chapman of Premier Parking to study the parking demand for the proposed project. Mr. Chapman is recognized as one of the leading experts in parking demand analysis. He jointly authored the ULI book *Dimensions In Parking – 5th Edition* and has extensive experience in the Atlanta marketplace. Mr. Chapman's resume and analysis are attached as Exhibit A.

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<sup>2</sup> In 2013, the Applicant applied for a parking special exception (V-13-152). The City Council subsequently adopted Ordinance 13-O-1096/Z-13-22, which amended the MRC regulations to change the parking requirements for eating and drinking establishments located in hotels. Consequently, the prior special exception became moot.



Mr. Chapman derived his conclusions from the ULI Shared Parking Model, which is a well-regarded guideline for parking demand. The ULI Model incorporates observed demand from similar uses accounted for on an hourly basis during weekdays and weekends in order to estimate peak demand and cross-over use among patrons of the hotel, restaurant, and bars. His analysis was based on the intended number of hotel rooms (87) plus the areas devoted to food & beverage service (14,000 sq. ft.) and meeting room (2,000 sq. ft.)

His findings are summarized as follows:

- The overall weekday peak demand is 106 spaces (12:00 pm – 1:00 pm), including 18 spaces for employees.
- The overall weekend peak demand is 98 spaces (12:00 pm – 1:00 pm), including 13 spaces for employees.

According to this analysis, peak demand occurs between noon and 1:00 pm each day. This peak demand results from guest check-in/check-out crossover, full hotel and restaurant staffing, and lunch patrons. Note, however, that during this time frame vehicles are moved in and out by valet service continually. The evening parking demand of 68 – 78 spaces may comfortably be accomplished with the proposed parking plan. Similarly, the overnight demand of 49 – 56 spaces can be accommodated in the upper levels of the stacking units, leaving the surface spaces for arriving and departing vehicles.

Proposed solution: Having determined that 98 – 106 spaces are needed to effectively handle the projected parking demand, the Applicant explored several options to maximize the amount of onsite parking and meet or exceed the minimum zoning requirement. Options explored included a one-level deck that did not encroach over the sewer line and elevated parking racks. Either was acceptable to the Applicant in method and cost; however, the method that yielded the greater number of spaces and was technically less risky to the sewer line was the elevated car stacking system.

As shown on the Site Plan, this solution proposes a series of double and triple mechanical elevated stack units located on at-grade parking spaces except in the area of the sewer line easement. This arrangement retains the existing 38 surface parking spaces (reorganized and restriped), adds another 15 surface spaces, and provide 49 additional spaces via the stacking system for a total of 102 spaces. This total parking yield exceeds by 21 spaces the required parking for the grandfathered and new uses and is equivalent to the amount needed for the Project according to the Chapman parking study. *This special exception is requested solely because the stacked spaces cannot be counted for zoning purposes.*

### **REQUESTED SPECIAL EXCEPTION**

The Applicant requests the following relief from the MRC-2/BLO requirements: Reduce the required off-street parking from 81 spaces to 53 spaces.

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## ANALYSIS

Zoning Code Section 16-26.006 allows this Board to reduce the parking requirements in any zoning district when the character or use of the building is such as to make unnecessary the full provision of parking facilities, or where such regulations would impose an unreasonable hardship upon the use of the lot. The Applicant respectfully submits that both criteria are met in this case.

The Applicant, an experienced operator of urban boutique hotels, has consulted with parking experts regarding the optimal parking needs for the proposed uses. As discussed above, the consultant has determined that 98 – 106 spaces are needed to satisfy peak demand. The Applicant proposes to supplement the 53 spaces that may be counted for zoning purposes with an additional 49 stacked spaces, yielding a total of 102 parking spaces onsite. Furthermore, valet parking will be provided, which allows for more efficient use of the parking area. The Applicant notes further that a number of hotel guests are likely to arrive by taxi or car-sharing services such as Uber and Lyft. Similarly, the evolving habits of intown residents demonstrate that a considerable number of local restaurant and bar patrons will walk or use car-sharing services. Use of the elevated parking units will allow adequate parking to be provided on the Property without reducing the parking inventory in the area with a shared parking arrangement. Given these factors, the Applicant submits that the proposed solution is sufficient to serve the intended uses and protect the adjacent neighborhood.

Providing required parking on this site is uniquely challenging. The Property is a small, tightly constrained site in a developed urban neighborhood. The footprint of the historic hotel building is established. As discussed above, constructing a parking deck in the rear of the Property is physically and financially infeasible because of the presence of the sewer trunk line and the cost to relocate it. Furthermore, the Applicant has not identified any viable opportunities for shared parking on adjacent parcels. The only other solution would be to demolish the hotel and rebuild it over a parking structure. Consequently, the only way to save the historic building and provide the necessary parking in the available land area is to approve the special exception with the surface parking and mechanical lifts as shown on the Site Plan.

The Applicant is not aware of another commercial property in this vicinity that is presented with this unique challenge. The nearby historic Sears Roebuck building is built on a much larger parcel and has ample space within the historic structure and elsewhere on the site to provide required parking without compromising the sewer trunk line that traverses that property. Other large commercial properties in the area have sufficient surface parking.

Moreover, granting the requested relief will allow the Project to be developed before further deterioration occurs, which will benefit the community. Preservation of the historic building and restoration of active uses on the Property will discourage blight and crime. The Project will improve the physical appearance and functionality of the Property. The rear parking area will be attractively screened and buffered. Furthermore, the existing house on the adjacent parcel will be preserved, thereby providing a transition of scale and character to the adjacent residential area. Accordingly, the Project will have a positive effect on nearby commercial and residential properties.



Note also that granting this special exception and allowing the lift system to be used does not preclude construction of the garage in the future should a solution for the sewer challenge be identified.

### **CONSTITUTIONAL OBJECTIONS**

The Applicant/Property owner respectfully submits that the City of Atlanta Zoning Ordinance, to the extent that it classifies the Property in any way that would preclude the special exception as proposed by the Applicant, is unconstitutional as a taking of property, a denial of equal protection, an arbitrary and capricious act, and an unlawful delegation of authority under the specific constitutional provisions later set forth herein. Additionally, a denial of the requested special exception would deprive the owner of any reasonable use and development of the Property. Further, any attempt by the Board of Zoning Adjustment to impose greater restrictions upon the manner in which the Property will be developed than presently exist would be equally unlawful.

Accordingly, denial of the requested special exception would constitute arbitrary and unreasonable uses of the zoning and police powers because they bear no substantial relationship to the public health, safety, morality or general welfare of the public and substantially harm the Property owner. Further, denial of the special exception required to develop this Project would constitute a taking of the owners' private property without just compensation and without due process in violation of the Fifth Amendment and Fourteenth Amendment of the Constitution of the United States, and Article I, Section I, Paragraph I and Article I, Section III, Paragraph I of the Constitution of the State of Georgia and the Due Process Clause of the Fourteenth Amendment of the United States Constitution and the Equal Protection Clause of the Fourteenth Amendment to the Constitution of the United States.

Further, the Applicant respectfully submits that failure to approve the requested special exception would be unconstitutional and would discriminate in an arbitrary, capricious and unreasonable manner between the Property owner and owners of similarly situated property in violation of Article I, Section III, Paragraph I of the Constitution of the State of Georgia and the Equal Protection Clause of the Fourteenth Amendment of the Constitution of the United States.

Finally, the Applicant respectfully submits that the Board of Zoning Adjustment cannot lawfully impose more restrictive standards upon the development of the Property than presently exist because to do so would not only constitute a taking of the Property as set forth above, but also would amount to an unlawful delegation of their authority, in response to neighborhood opposition, in violation of Article IX, Section IV, Paragraph II of the Georgia Constitution.

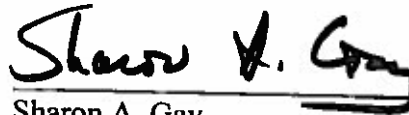
This Application satisfies the prescribed test set out by the Georgia Supreme Court to be used in establishing the constitutional balance between private property rights and zoning and planning as an expression of the government's police power. See Guhl vs. Holcomb Bridge Road, 238 Ga. 322 (1977).

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**CONCLUSION**

For the foregoing reasons, the Applicant respectfully requests that this application for special exception be approved.

Submitted this 17th day of February, 2015.



Sharon A. Gay  
Attorney and Agent for Applicant

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**EXHIBIT A**

**PARKING STUDY**

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## Robert Chapman – Vice President

### ↓ Current position:

- Vice president w Premier Parking – responsibility for business development and management of internal consulting division for US market.

### ↓ Former positions:

- 6 Years, Principal w Walter P Moore Engineers – multi-discipline engineering firm with over 400 design professionals.
- 15 Years, Director of Consulting w Central Parking System – international transportation Management Company w parking revenues in excess of 800 million dollars and 3,500 locations.
- 2 Years, Senior Project Manager w Kimley Horn – multi-discipline engineering firm with over 1,800 design professionals.
- 1 year, Director w One Parking – international assignment in Abu Dhabi



### ↓ Education:

- Bachelor of Science / Construction Management/ Illinois State University / 1987

### ↓ Organizations:

- Parking Consultants Council
- Urban Land Institute

### ↓ Publications

- Fifth Edition Dimensions In Parking – ULI/NPA Joint publication
- Parking Studies – NPA/PCC
- Recommended Zoning Ordinance Provisions – NPA/PCC

### ↓ Areas of Focus

- Robert is widely acknowledged in the real estate industry as one of the world's leading parking experts. He has consulted on projects from Barcelona Spain to Kuala Lumpur Malaysia. He is a co-author of several chapters of the upcoming Dimensions in Parking, a combined publication of the Urban Land Institute and the National Parking Association. Elected to the Parking Consultants Council (PCC) of the National Parking Association in 2007, Robert has been involved in the development of multiple PCC publications.
- Robert specializes in both public and private sector parking consulting with emphasis on: municipal studies, public/private partnerships, financial feasibility, functional and facility design, technology, way-finding and operational management of large complex parking facilities.

### ↓ Shared Parking Studies/Zoning

- Robert has provided expert reports and testimonials to the application of shared parking and zoning policies to the following municipalities:

**Orlando, FL**

**MARTA - Atlanta, GA**

**Miami, FL**

**Baltimore, MD**

**Norfolk, VA**

**Doral, FL**

**Tampa, FL**

Description: Mixed-use Development  
 ksf = thousand square feet

Land Use	Projected Parking Supply: 100										In-use Adjustment						Noncapactive Ratio					
	Quantity		Main Parking Spaces		Weekday		Weekend		Weekday		Weekend		Weekday		Weekend		Weekday		Weekend			
	sf	GLA	Monday	Weekend	Daytime	Evening	Daytime	Evening	Daytime	Evening	Daytime	Evening	Daytime	Evening	Daytime	Evening	Daytime	Evening	Daytime	Evening		
Community Shopping Center (<400 ksf)	0	0	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Regional Shopping Center (400 to 600 ksf)	0	0	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Super Regional Shopping Center (>600 ksf)	0	0	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Fine-Casual Dining Restaurant	0	0	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Family Restaurant	0	0	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Fast Food Restaurant	0	0	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Nightclub	0	0	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Club/Bar	0	0	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Employee Performing Arts Theater	0	0	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Arena	0	0	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Employee	0	0	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Pro Football Stadium	0	0	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Pro Baseball Stadium	0	0	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Health Club	0	0	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Convention Center	0	0	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Hotel-Business	0	0	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Hotel-Leisure	0	0	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Restaurant/Lounge	87	rooms	78	87	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%		
Conference Center/Boardroom (20 to 50 sq ft/guest room)	14,000	sf GLA	140	140	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%		
Convention Space (>50 sq ft/guest room)	0	sf GLA	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Employee	2,000	sf GLA	40	20	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%		
Residential, Rental, Shared Spaces	0	units	22	16	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%		
Guest	0	sf GLA	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Residential, Owned, Shared Spaces	0	units	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Reserved	0	units	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Guest	0	sf GLA	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Office (<25 ksf)	0	sf GLA	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Employee	0	sf GLA	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Office 25 to 100 ksf	0	sf GLA	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Employee	0	sf GLA	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Office 100 to 500 ksf	0	sf GLA	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Employee	0	sf GLA	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Office >500 ksf	0	sf GLA	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Delta Processing Office	0	sf GLA	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Medical/Dental Office	0	sf GLA	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Bank (Branch) with Drive-In	0	sf GLA	0	0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Subtotal Customer/Guest Spaces	258		258	247																		
Subtotal Employee/Resident Spaces	22		22	16																		
Subtotal Reserved Spaces	0		0	0																		
Total Parking Spaces	280		280	263																		

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Recommended Parking Ratios					
Spaces required per unit land use					
Land Use	Weekday		Weekend		Unit
	Visitor	Employee	Visitor	Employee	
Community Shopping Center (<400 ksf)	2.90	0.70	3.20	0.80	/ksf GLA
Regional Shopping Center (400 to 600 ksf)	Linear 2.9<x<3.2				/ksf GLA
Super Regional Shopping Center (>600 ksf)	3.20	0.80	3.80	0.90	/ksf GLA
Fine/Casual Dining Restaurant	15.25	2.75	17.00	3.00	/ksf GLA
Family Restaurant	8.00	1.50	12.75	2.25	/ksf GLA
Fast Food Restaurant	12.75	2.25	12.00	2.00	/ksf GLA
Nightclub	15.25	1.25	17.50	1.50	/ksf GLA
Cineplex	0.19	0.01	0.26	0.01	/seat
Performing Arts Theater	0.30	0.07	0.33	0.07	/seat
Arena	0.27	0.03	0.30	0.03	/seat
Pro Football Stadium	0.30	0.01	0.30	0.01	/seat
Pro Baseball Stadium	0.31	0.01	0.34	0.01	/seat
Health Club	6.60	0.40	5.50	0.25	/ksf GLA
Convention Center	5.50	0.50	5.50	0.50	/ksf GLA
Hotel-Business	1.00	0.25	0.90	0.18	/room
Hotel-Leisure	0.90	0.25	1.00	0.18	/room
Restaurant/Lounge	10.00		10.00		/ksf GLA
Conference Ctr/Banquet (20 to 50 sq ft/guest room)	30.00		30.00		/ksf GLA
Convention Space (>50 sq ft/guest room)	20.00		10.00		/ksf GLA
Residential, Rental, Shared Spaces *	0.15	1.50	0.15	1.50	/unit
Residential, Owned, Shared Spaces *	0.15	1.7	0.15	1.7	/unit
Office <25 ksf	0.30	3.5	0.03	0.35	/unit
Office 25 to 100 kaf	Linear 0.3<x<0.25				/ksf GLA
Office 100 to 500 kaf	Linear 0.25<x<0.2				/ksf GLA
Office >500 ksf	0.20	2.60	0.02	0.26	/ksf GLA
Data Processing Office	0.25	5.75	0.03	0.58	/ksf GLA
Medical/Dental Office	3.00	1.50	3.00	1.50	/ksf GLA
Bank (Branch) with Drive-In	3.00	1.60	3.00	1.60	/ksf GLA



ROSEVILLE TEST 1

Table  
 Project: Hotel Clairmont  
 Description: Mixed-use Development

1/23/2015

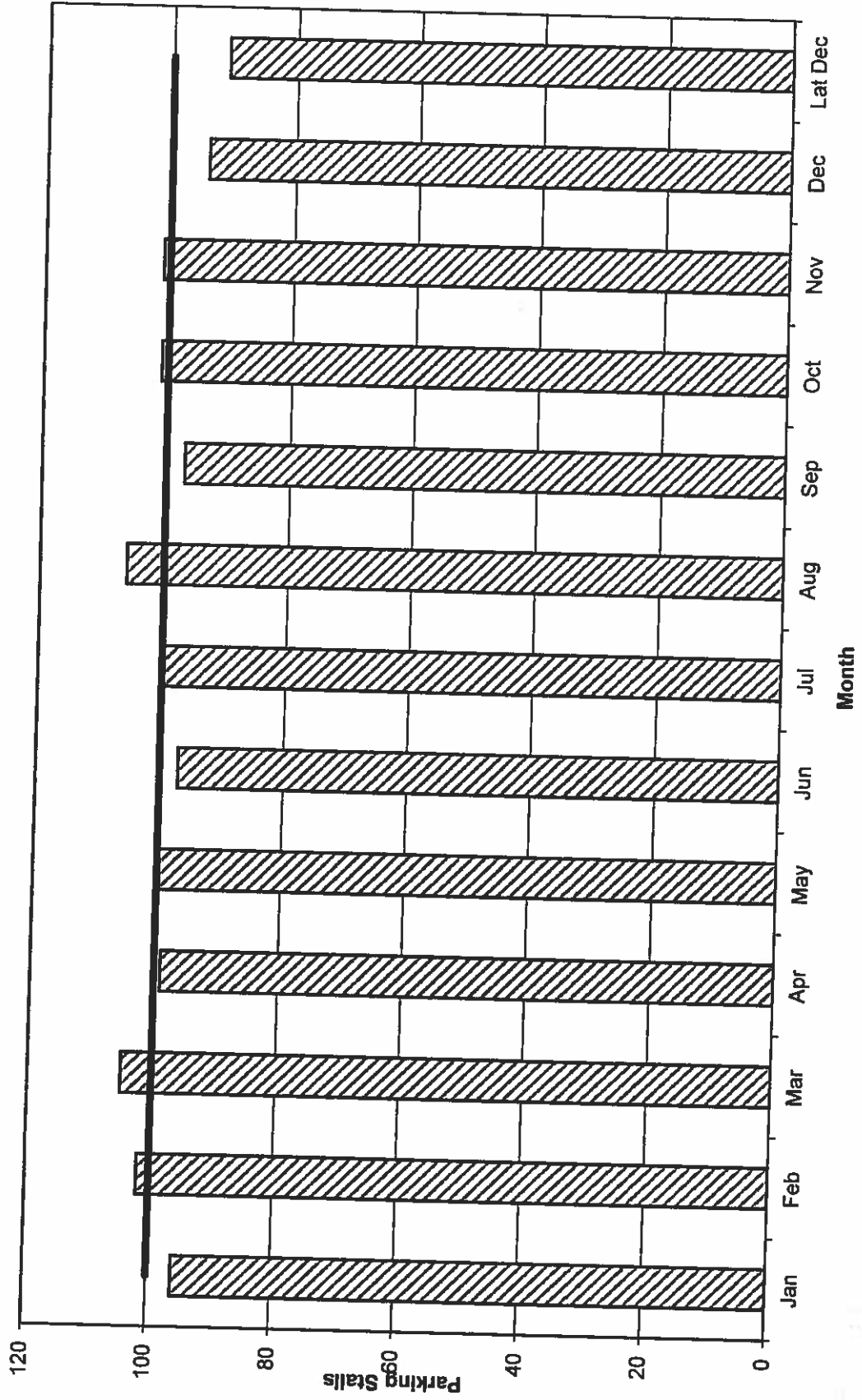
		August														Overall Pk							
		Weekday Estimated Peak-Hour Parking Demand														12 PM							
Monthly Adj		6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	12 AM	AM Peak Hr 8 AM	PM Peak Hr 12 PM	Eve Peak Hr 8 PM
100%	Hotel-Lesure	30	30	28	25	22	22	20	20	22	22	23	25	27	27	28	30	30	31	31	20	28	20
99%	Restaurant/Lounge	-	-	6	6	6	3	56	56	18	6	6	17	31	33	39	37	33	22	17	56	17	56
75%	Convention Space (>50 sq ft/guest room)	-	-	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
100%	Employee	1	5	16	16	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18
	Customer	30	36	51	43	40	37	68	68	52	40	41	54	64	64	71	68	63	53	48	88	51	88
	Employee	1	5	16	16	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18
	Reserved	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	TOTAL DEMAND	31	41	67	59	58	55	108	108	70	58	57	68	71	68	75	72	67	55	49	106	67	106
																					106	67	106

Continued (2)

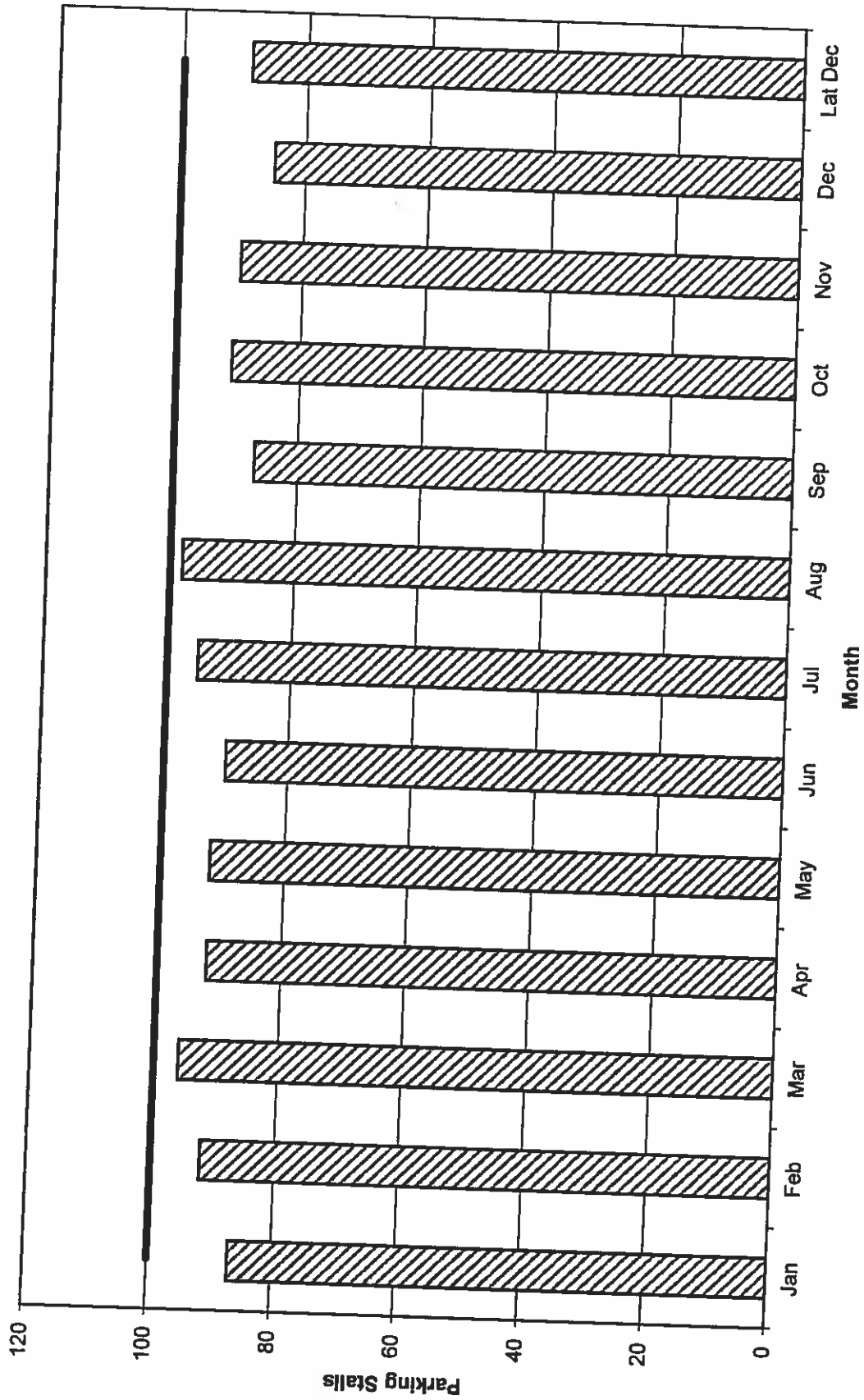
		August														Overall Pk							
		Weekend Estimated Peak-Hour Parking Demand														12 PM							
Monthly Adj		6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	12 AM	AM Peak Hr 8 AM	PM Peak Hr 12 PM	Eve Peak Hr 8 PM
100%	Hotel-Lesure	33	33	31	28	24	24	23	23	24	24	26	28	30	30	31	33	33	35	35	23	31	23
99%	Restaurant/Lounge	-	-	6	6	6	3	56	56	18	6	6	17	31	33	39	37	33	22	17	56	17	56
75%	Convention Space (>50 sq ft/guest room)	-	-	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
100%	Employee	1	4	12	12	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
	Customer	33	39	51	40	36	33	85	85	48	36	38	51	64	65	72	71	66	57	52	85	51	85
	Employee	1	4	12	12	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
	Reserved	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	TOTAL DEMAND	34	43	63	52	49	46	98	98	61	49	50	61	72	72	79	78	72	63	56	98	63	98
																					98	63	98



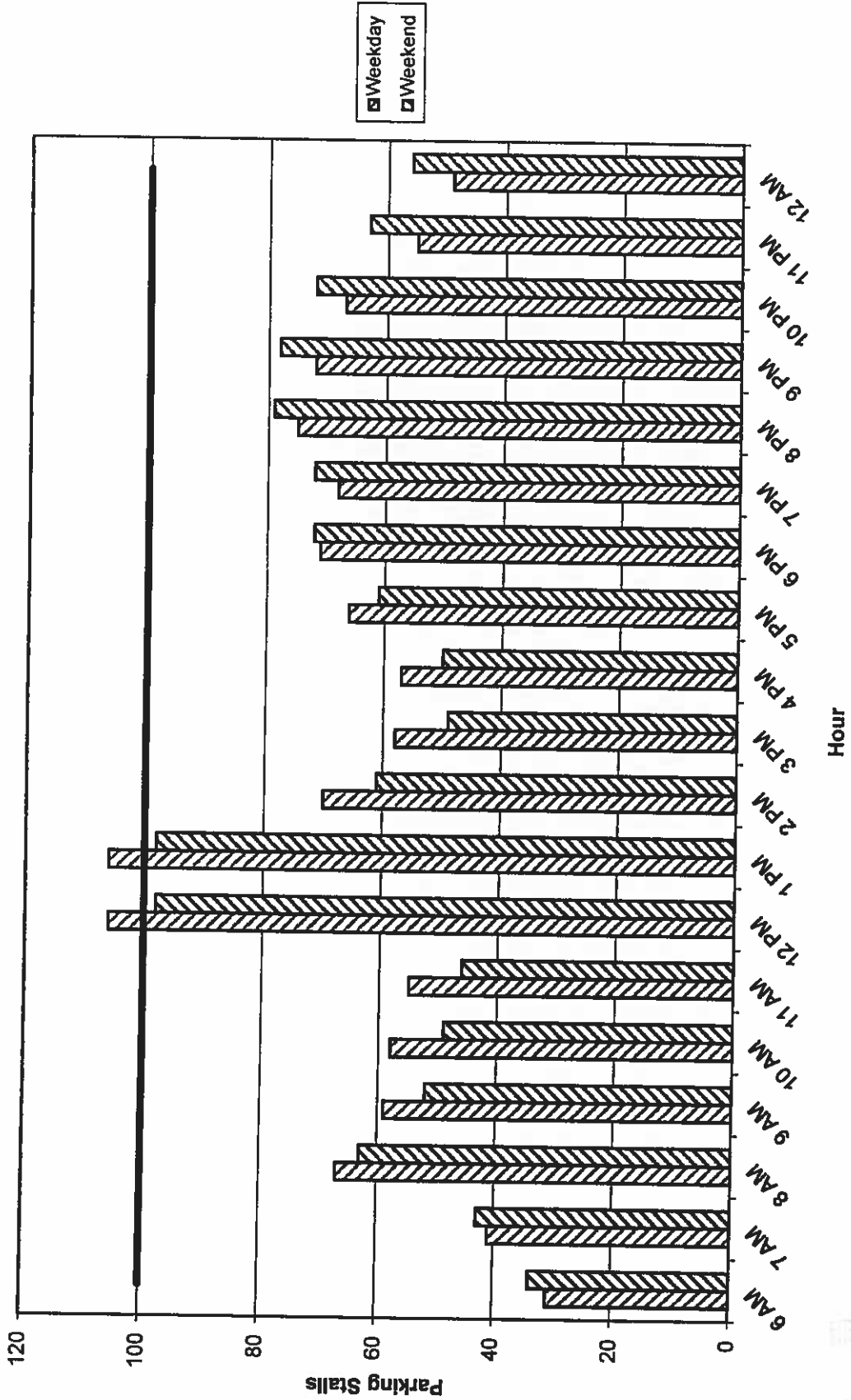
Weekday Month-by-Month Estimated Parking Demand



**Weekend Month-by-Month Estimated Parking Demand**

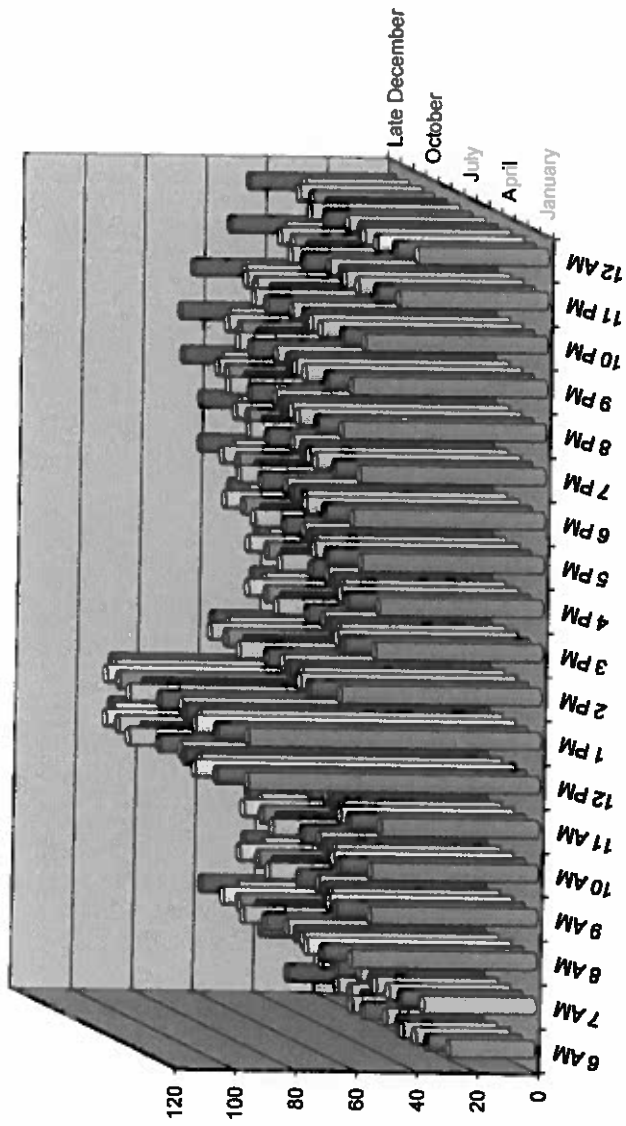


Peak Month Daily Parking Demand by Hour

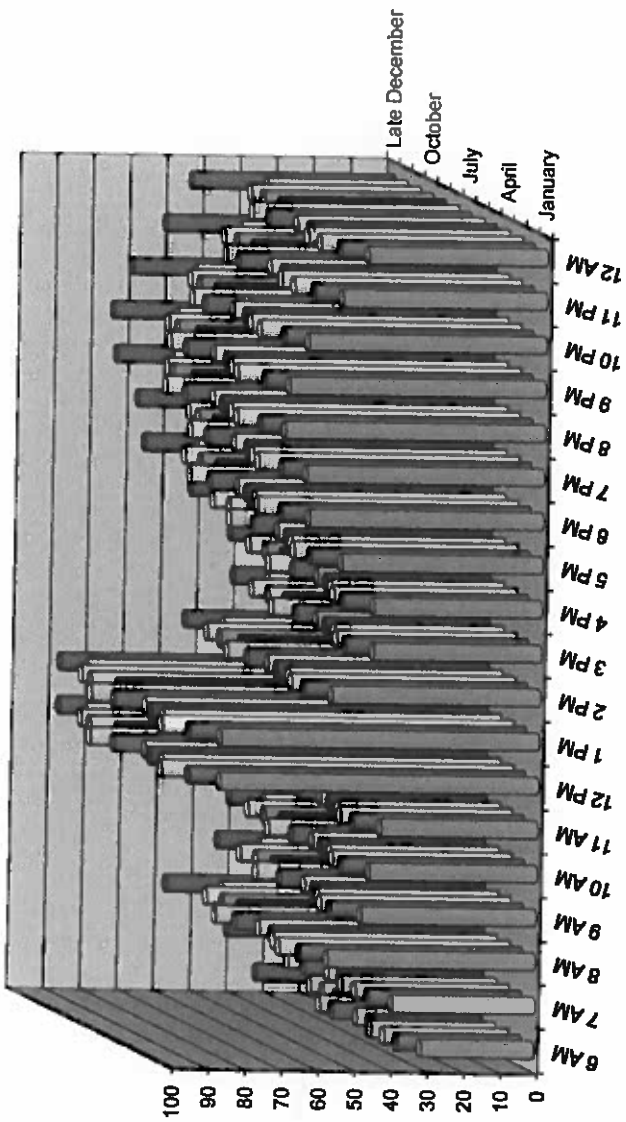


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MILWAUKEE

# Weekday Comparison by Month and by Hour



# Weekend Comparison by Month and by Hour



**AUTHORIZATION OF ATTORNEY**  
(Required Only if the Owner is Represented by an Attorney)

Sharon A. Gay, Esq.  
NAME

303 Peachtree Street  
ADDRESS

Suite 5300

<u>Atlanta</u>	<u>GA</u>	<u>30308</u>
CITY	STATE	ZIP CODE

404-527-4676  
TELEPHONE NUMBER

I SWEAR, AS AN ATTORNEY AT LAW, THAT I HAVE BEEN AUTHORIZED BY THE OWNER TO FILE THE ATTACHED APPLICATION.

Sharon A. Gay  
SIGNATURE OF ATTORNEY

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Planning



**RECEIPT**

CITY OF ATLANTA  
ATLANTATEST  
55 TRINITY AVE SW  
Corey Cooper

**Application:** V-15-041  
**Application Type:** Planning/BZA/Special Exception/NA  
**Address:** 789 PONCE DE LEON AVE NE, ATLANTA, GA 30306  
**Owner Name:**  
**Owner Address:**  
**Application Name:**

**Receipt No.** 404377

<b>Payment Method</b>	<b>Ref Number</b>	<b>Amount Paid</b>	<b>Payment Date</b>	<b>Cashier ID</b>	<b>Received Comments</b>
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Check <i>Visa</i>	288054	\$625.00	02/18/2015	RPLEWIS	
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**Work Description:** To reduce on-site parking spaces from 81 to 53 spaces to allow renovation/conversion of retail space to a restaurant, lobby bar, and rooftop lounge