

Conditions for Selig's Ponce de Leon Avenue Development

Z-26-038

June 3, 2026

1. The property shall be developed in accordance with the site plan entitled Ponce de Leon Rezoning prepared by Kimley-Horn dated May 14, 2026 and stamped received by the Office of Zoning and Development on May 22, 2026. Minor changes to the approved site plan may be authorized by the Director of the Office of Zoning and Development in accordance with Section 16-02.003(7).
2. The maximum building height on the property shall be 160 feet.
3. The following design standards shall be applicable to the Maiden Lane frontage of the development:
 - a. A variety of façade treatments and articulation, variations in materials and other means of articulation shall be incorporated on the Maiden Lane fronting parking structure elevation to provide visual interest along the length of the building and reduce the perceived mass as viewed from the public realm.
 - b. The façade shall be designed to provide or create the appearance of providing variations in the façade with color and design differentiations such as variation in plane, step backs and balconies.
 - c. The residential units located at sidewalk level on the Maiden Lane frontage, if any, shall have individual unit entrances on Maiden Lane.
 - d. Individual residential unit entrances along Maiden Lane, if any, shall be recessed a minimum of two feet from the sidewalk level façade wall.
 - e. A minimum of 40 percent of the unglazed building façade above the parking structure should be brick, granite, stone, cast stone or similar on the Maiden Lane frontage elevation.
 - f. Windows installed in brick, granite, stone, cast stone or similar on the Maiden Lane frontage elevation shall be recessed from the exterior wall at least one inch to provide visible depth and shadow on the façade.
4. The following design standards shall be applicable to the Ponce de Leon Avenue and Bonaventure Avenue frontages of the development:
 - a. To create visual interest, the sidewalk level exterior building façade for nonresidential uses shall (i) be differentiated architecturally from the upper levels of the building, (ii) vary along the building elevation, (iii) not be homogenous, (iv) include changes in texture and (v) vary in depth, height and change of plane.
 - b. At sidewalk level the building façade shall not exceed 60 feet in length without interruption by at least one of the following architectural features: (i) projection or recess in the wall plane of at least six inches in depth; (ii) change in material, texture or pattern; or (iii) change in the fenestration pattern.
 - c. Excluding building columns, unfinished or unpainted concrete, concrete masonry units, plywood, hard coat stucco and vinyl siding shall not be used as exterior façade materials on buildings.
5. Building service areas shall be screened from any adjoining public right-of-way. Mechanical equipment shall be located on the roof and in the location least visible from the public right-of-way and will be screened from view if visible from public areas. No air-cooled chillers located at sidewalk level within 50 feet of a public right-of-way.
6. Eating and drinking establishment exhaust hood ventilation shall include scrubbers on grease ducts if discharged through a sidewall.
7. Building facades shall incorporate a variety of articulation techniques to reduce visual mass such as vertical and horizontal banding, material changes, façade plane changes, vertical and horizontal recesses, window composition and design, balconies, or terraces.
8. With the exception of exterior Insulation and Finish Systems (EIFS) that is high impact rated within eight feet of the adjacent grade, drainable and mimics materials like stone, wood grain, brick, granite and/or metal panel, EIFS shall not be used for the first 25 feet of building height above grade on any façade facing either a public right-of-way or a publicly accessible area.

9. A minimum of 40 percent of the portion of the building façade containing residential use (excluding parking structures) shall be glazing on the stories above the sidewalk level.
10. A minimum of 50 percent of residential dwellings shall have balconies. Internally divided windows shall be prohibited.
11. New surface parking, if any, shall be located interior to the project and not between the building and the street.
12. The project shall provide parking for rideshare and delivery drop-offs.
13. Clearly designated pedestrian paths shall be provided through parking areas to the public sidewalk or building entrance. Paths shall be designated with materials such as paint, elevated crosswalks, or changes in materials.
14. Subject to approval by ATL DOT and GDOT, as applicable, curb bulb outs shall be installed on Bonaventure Avenue, NE (i) at the northwest corner of the intersection of Ponce de Leon Avenue, NE with Bonaventure Avenue, NE and (ii) at the southwest corner of the intersection of Maiden Lane, NE with Bonaventure Avenue.
15. The owner will coordinate with the Virginia Highland Civic Association on installation of traffic calming measures around the subject property, which may include, subject to approval by ATL DOT and GDOT, installation of bulb outs on all corners of the intersections of Bonaventure Avenue, NE with Maiden Lane, NE and with St. Charles Avenue, NE.