



Rethinking the Sky House Apartment Building

By RADiCaL Design Solutions

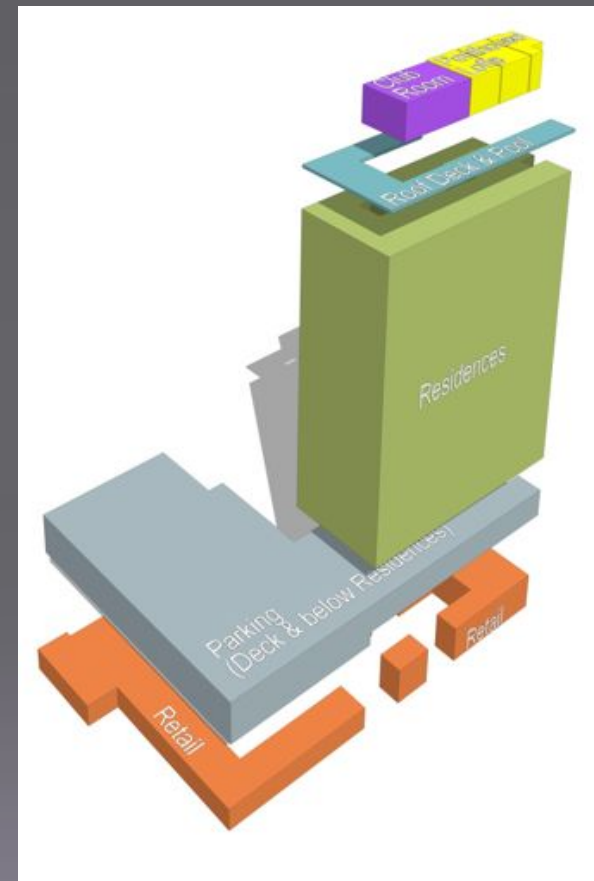
The design:

As stated in my email, I viewed your recent proposal for Sky House and was disappointed in its design. I don't blame you the developer, but rather the architects that recycle their previous designs so they have less work to do and can make more money (though they probably charge you the same for every "new" design). Rather than complain about it as others did on the [website's commentary](#), I decided to design it myself and propose it to you.

Maybe I am a dreamer, but my vision for new developments in Atlanta are ones that improve the city and have an aesthetic appeal to the majority of the residents that drive by it on a daily basis. I wish developers cared about the imprint they leave on cities but the majority seem not to and I don't feel the current design of this fulfills either of the issues I mentioned in the previous sentence.

On the other hand, I am also a realist and understand a developer's bottom line is making money. I am hoping to create a balance of both in my design. Therefore, I kept the overall design simple while creating a unique distinguishing element, used the same materials most of your developments do, and also kept the same basic footprint that your architect used.

The following slides show my design and some brief explanations of how it differs from the one you paid for...



The name:

First, I believe the building needs to establish an identity... unfortunately "Sky House" sounds like something my uncle built my 8 year old cousin in a tree in their backyard.

So I present to you...
Pulse Luxury Apartments.

The name derived from my design of the continuous architectural feature throughout the building. In this case, Pulse Luxury Apartments is geared towards the cool, modern, young professional demographic who have their finger on the 'pulse' of Atlanta. Cheesy? Some may think so... but is it really worse than Sky House?



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The look:

Obviously I took a more modern approach to this by adding color, contrast, and clean lines along with it's defining element. But I also kept nearly the same footprint for the apartment complex which should keep the cost near to what your current estimates are.

View from Southwest

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The look:

View from the West

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The look:

View from the South

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The look:

View from the Southeast



The retail plaza:

I aimed for retail around the entire base of the development, including the parking deck, to cater to the residents of the office building across Spring street for lunch-time and post-work shopping/eating/meandering.

I added the pedestrian friendly plaza on the Spring St. side in front of the retail which is great for the community, is nice for the residents of the apartment complex as well as the offices within proximity of it, and just plain looks better than a colossal parking deck- no matter how many "green walls" you put on it.

I set the retail spaces back 40' from the property line and used the architectural feature to divide the parking deck which creates a more human scale rather than a massive 6 story structure sitting right on the street level.



plaza:

A restaurant conceals the parking deck entry from the plaza while creating an anchor to the retail development. It accommodates year-round indoor/outdoor seating with garage door style partitions that easily open and close. A tranquil water feature and terraced green space provide areas for business people to enjoy their lunches or residents to relax and take in the urban scene.

I made the parking deck one way traffic and added parking to two levels beneath the apartments to offset the loss of parking spots from the retail plaza. Despite removing 40 feet over 6 levels of parking there are still over 400 spaces in my design. I also connected the deck to the building because I don't know what resident would not want their parking deck connected to their apartment building.



The roof deck:

- I moved the pool and club room to an amazing new roof deck to take advantage of what will be one of the best views in the city



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The roof deck:

- Sharing the roof deck level are 3 two-story loft style penthouse apartments with large private terraces which would command premium rates
- The setbacks in the design on the North side create a more dynamic look and give a privileged few residents some unique apartment units

Design for sale:

- People call me crazy for putting in this time and effort but I really just want to see Atlanta become an incredible architectural and residential city and possibly get paid a little something for helping that happen. Being from New York and making frequent visits to Chicago, I want the city I live in -Atlanta- to have some of the attributes that make those cities not just great, but iconic. Eye-catching, unique design and pedestrian friendly areas are two of those attributes and two details I would want a developer to focus on. That, in a nutshell, is why I did this. Therefore... I am willing to sell you this design in one of two ways:
 - For a one-time fee of \$75,000
 - For an immediate payment of \$20,000 and a guaranteed rent-free residence in this apartment building in the apartment of my choosing for 10 years. (If the building does not get built within it's estimated completion date, then this agreement option is void, defaults to the first option, and I will be owed the remaining \$55,000 to fulfill that)

After signing a contract agreed upon by both parties, Novare Group would be entitled to this design and the Revit file I used to create it. I would also be happy to recommend a firm that specializes in BIM modeling programs such as Revit, which I am sure you know drastically reduces the time it takes to create construction documents and allows conflicts, discrepancies, and clashes to be found and eliminated much earlier in the design process rather than the construction phase, therefore saving you significant amounts of money. Since this building is already 75% modeled using this technology, you would be saving even more.

If interested please contact me via phone or email. kyle@radicalds.com (404-354-0795)

Sincerely,
Kyle Benedict

For your viewing pleasure:

- Early sketches and renderings showing the progression and development of my design

