

City of Sugar Hill  
Planning Staff Report  
**Central Business District Overlay (CBD) Design Review 16-01022**

**DATE:** June 29, 2016; *Updated 7/7/2016*  
**TO:** Mayor and Council, CBD Design Review Board  
**FROM:** Planning Director  
**SUBJECT:** Temple Drive/Hillcrest Drive/West Broad Street/ JWM Ventures LLC

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RECOMMENDED ACTION

*Approval of the site plan, hotel, conference, office and parking deck in material and architectural detail except building height. Final design shall substantially resemble the attached exhibits labeled Exhibit 1-4.*

**ISSUE** The City of Sugar Hill has received an application from JWM Ventures, LLC requesting design review board approval for a mixed-use project at the block of Hillcrest Drive, Nelson Brogdon Boulevard, Temple Drive, and West Broad Street, located within the Central Business District Overlay.

DISCUSSION

- The CBD location requires approval by the design review board.
- The building height exceeds the currently allowable heights and will require modification of the Central Business District overlay standards.
- The application otherwise adequately addresses the overlay design standards.
- Some elements should be further developed and refined.
- A few elements are not included in the design yet and will require separate consideration once completed.

BACKGROUND

**APPLICANT:** JWM Ventures, LLC  
**PROPERTY OWNER:** City of Sugar Hill  
**EXISTING ZONING:** General Business (BG)  
**REQUEST:** Mixed Use Project – Design Review Approval  
**PROPERTY SIZE:** ± 4.6 Acres, Tax Parcel #7-291-078, 079B, 079, 079A, 080, 130, 193, and 7-292-184  
**LOCATION:** Block of Hillcrest Drive, Nelson Brogdon Boulevard, Temple Drive, and West Broad Street.

Section 1002.F. requires Mayor and City Council approval of all new construction or land improvements within the TCO and CBD. The TCO and CBD requirements are designed to promote attractive and integrated urban design features, small town urban character, and pedestrian-oriented public and commercial spaces.

These parcels are located at the block of Hillcrest Drive, Nelson Brogdon Boulevard, Temple Drive, and West Broad Street. It is to be a mixed-use development.

## DESIGN REVIEW CRITERIA

1. *Is the proposed project consistent with the adopted design guidelines for the type of development, and/or the proposed use?*

The CBD requirements are designed “to foster development of the city center...using traditional block patterns characterized by common side walls, building fronts abutting the sidewalk and on-street parking; breaking up large blocks; optimizing multi-modal connectivity and incorporating small public gathering spaces.”

The proposed design is consistent with the adopted design guidelines. The building addresses the sidewalk, provides pedestrian-scale architectural elements and commercial uses at the ground floor on the Temple Drive elevation, includes public gathering areas, and separates parking into a deck.

2. *Is the proposed project consistent and compatible with the nature and character of the surrounding areas?*

The proposed designs are consistent with a commercial area. The area is still developing, but the design is compatible with the adjacent municipal buildings and spaces and with the EpiCenter soon to be under construction.

3. *Are the site design, landscaping, general design, character, arrangement and scale of buildings, texture, materials and colors of the project similar to or compatible with features or structures in the area.*

The proposed elevations are compatible with the emerging character of the area.

4. *Will the interior arrangement or use have any effect on exterior architectural features and otherwise complies with the standards of this ordinance?*

The design team will need to ensure that any interior changes to the configuration do not adversely affect the layout of the facade.

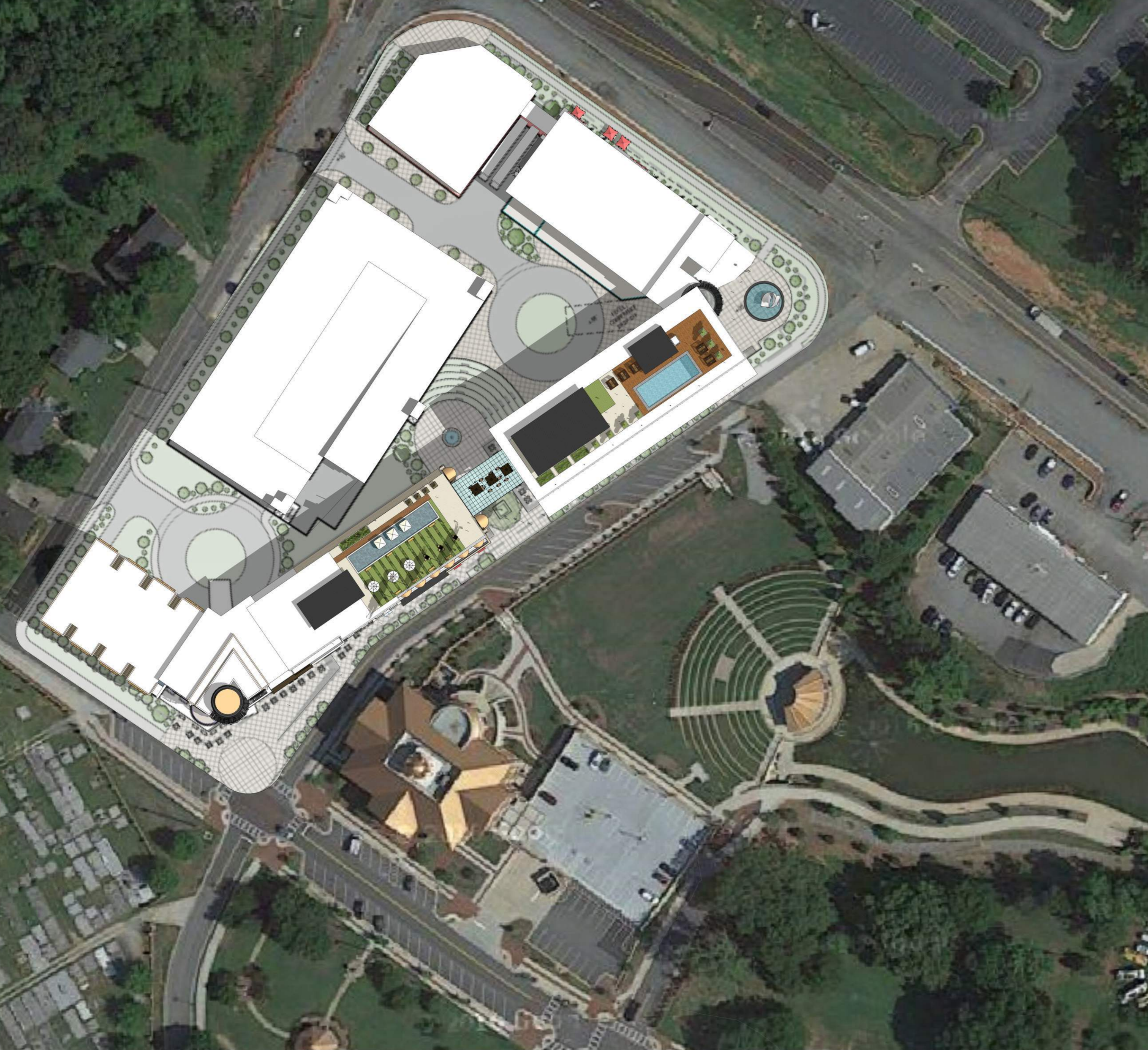
5. *Does the project contribute or resemble the following criteria for considering a design inappropriate?*

*Character foreign to the area / Arresting and spectacular effects / Violent contrasts of material or color, or intense or lurid colors / A multiplicity or incongruity of details resulting in a restless and disturbing appearance / The absence of unity and coherence in composition not in consonance with the density and character of the present structure or surrounding area.*

The proposed changes do not contribute to any of the listed inappropriate design criteria. However, a few elements and materials on the façade could be better integrated and transitions could be smoother.



# Exhibit 1



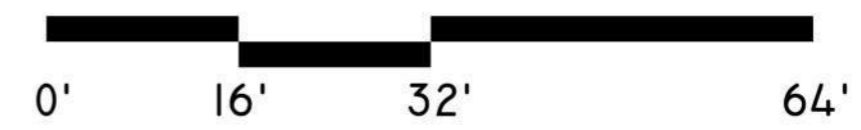
SITE PLAN



# Exhibit 2



EAST ELEVATION



WAKEFIELD  
BEASLEY &  
ASSOCIATES



# Exhibit 3







PARKING STRUCTURE AND PEDESTRIAN BRIDGES