

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

**DATE:** November 29, 2016  
**TO:** Mayor and Council, CBD Design Review Board  
**FROM:** Planning Director  
**SUBJECT:** West Broad Street/Church Street/Lee Street/Level Creek Road -  
Newport Development Partners LLC

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RECOMMENDED ACTION

*Approval of the site plan, including apartments, retail and parking deck in material and architectural detail. Final design shall substantially resemble the attached exhibits labeled Exhibit 1-18.*

**ISSUE** The City of Sugar Hill has received an application from Newport Development Partners, LLC requesting design review board approval for a mixed-use project at the block of West Broad Street, Church Street, Lee Street, and Level Creek Road, located within the Central Business District Overlay.

DISCUSSION

- The Central Business District overlay requires design review approval by City Council.
- The application adequately addresses the overlay design standards.

BACKGROUND

**APPLICANT:** Newport Development Partners, LLC  
**PROPERTY OWNER:** City of Sugar Hill  
**EXISTING ZONING:** Office Institutional District (OI) and General Business (BG)  
**REQUEST:** Mixed Use Project – Design Review Approval  
**PROPERTY SIZE:** ± 7.5822 Acres, Tax Parcel #7-291-057, 059, 062, abd 7-291-203  
**LOCATION:** Block of West Broad Street, Church Street, Lee Street and Level Creek Road.

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, 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, the change in materials could be smoother in a few locations, i.e., the change from brick to stucco at the outside corner of the balconies would more appropriately change materials at an inside corner.



Representatives of the City of Sugar Hill,

Newport Development Partners, LLC in a joint venture with Macauley Investments, LLC is proposing the development currently known as Newport Sugar Hill which is envisioned as a vibrant mixed-use community located in downtown Sugar Hill, on West Broad Street between Church Street and Level Creek Road.

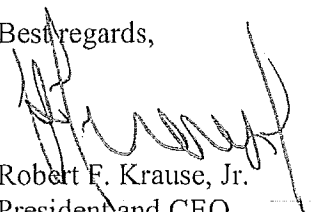
The project will consist of approximately 309 apartment units and approximately 30,000 square feet of retail space in a wood-framed structure which wraps a precast concrete parking deck. The homes will include one, two and three bedroom floorplans with condominium level interior finishes. The residential area will have its own private parking area in the deck separate from the retail parking. The retail parking within the deck is dedicated to the first floor of the structure.

By locating the 30,000sf of retail, restaurant and residential amenity space along West Broad, the project promotes the goals of the Downtown Sugar Hill LCI in creating walkable, pedestrian oriented commercial and public spaces. We are hoping to attract at least two restaurant spaces on the east and west ends of the frontage which will include outdoor dining areas. On-street parking will be provided, in addition to the precast parking deck, which will be lined with residential or commercial uses on all sides.

The Veterans Memorial and Clock currently located on the property will be preserved and relocated. The existing Gazebo will be replaced with a new public gathering space, which will incorporate elements from the design aesthetic of the proposed Newport Sugar Hills Apartments and other adjacent new developments.

Please contact me with any questions that you may have. Thank you for your all of your cooperation throughout this process. We look forward to our continued success in working with the City of Sugar Hill to make this idea a reality.

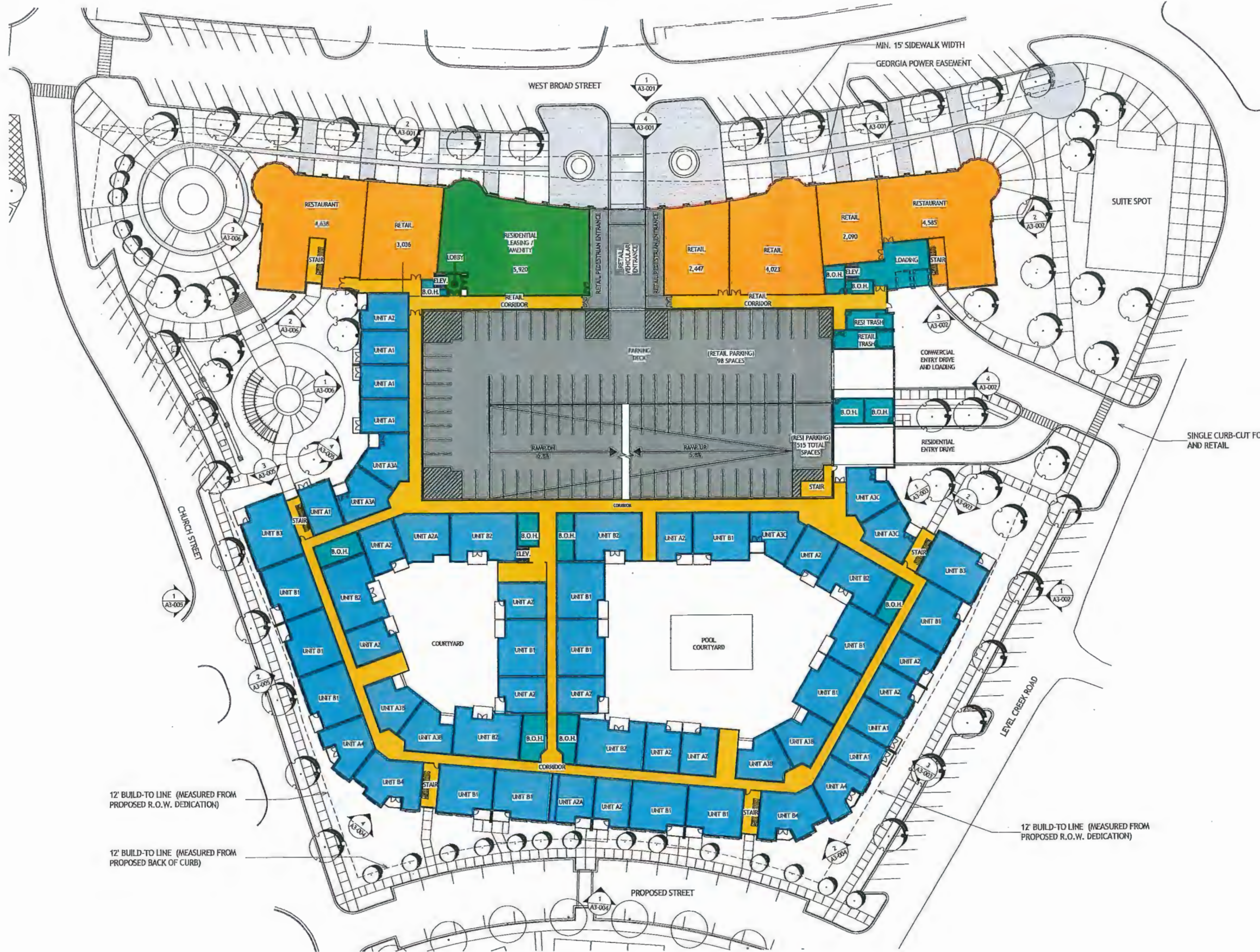
Best regards,



Robert F. Krause, Jr.  
President and CEO  
Newport Development Partners, LLC

# PLAN- LEVEL 1

## NEWPORT SUGAR HILL APARTMENTS



### BUILDING SUMMARY

**AREA AND USE:**  
 309 RESIDENTIAL RENTAL APARTMENTS WRAPPING A PRECAST CONCRETE PARKING DECK, WITH GROUND FLOOR COMMERCIAL SPACE (RETAIL AND RESTAURANT) FRONTING WEST BROAD STREET.  
 TOTAL RESIDENTIAL HEATED AREA = 310,180 SF  
 TOTAL RESIDENTIAL LEASING AND AMENITY AREA = 5,920 SF  
 TOTAL RETAIL AREA = 20,819 SF

**CONSTRUCTION TYPE:**  
 -4 STORIES OF TYPE VA WOOD CONSTRUCTION ATOP A CONCRETE SLAB ON GRADE (RESIDENTIAL APARTMENTS)  
 -5 TIERS OF PARKING WITHIN A TYPE IIB PRECAST CONCRETE PARKING DECK  
 -4 STORIES OF TYPE IIIA WOOD CONSTRUCTION ATOP A CONCRETE PODIUM, WITH TYPE IA METAL STUD CONSTRUCTION BELOW (RESIDENTIAL OVER RETAIL)

### PARKING SUMMARY

**PARKING PROVIDED:**

**RETAIL**  
 98 OFF-STREET + 57 ON-STREET SPACES  
 155 TOTAL RETAIL SPACES PROVIDED

**RESIDENTIAL**  
 515 OFF-STREET SPACES + 15 ON-STREET SPACES  
 DIVIDED AMONGST: 517 RESIDENT SPACES + 13 GUEST SPACES  
 530 TOTAL RESIDENTIAL SPACES PROVIDED

12' BUILD-TO LINE (MEASURED FROM PROPOSED R.O.W. DEDICATION)

12' BUILD-TO LINE (MEASURED FROM PROPOSED BACK OF CURB)

12' BUILD-TO LINE (MEASURED FROM PROPOSED R.O.W. DEDICATION)