

City of Sugar Hill
Planning Staff Report
Central Business District Overlay (CBDO) Design Review 17-00811

DATE: April 26, 2017
TO: Mayor and Council, TCO/CBD Design Review Board
FROM: Planning Director *KA*
SUBJECT: Solomon Development LLC. - 5145, 5164, 5139, 5131, and 5123 West Broad St.

RECOMMENDED ACTION

Approval with condition that facade along West Broad Street and site layout are appropriately modified to contribute to a pedestrian-oriented streetscape.

ISSUE The City of Sugar Hill has received an application from Solomon Development LLC., requesting design review board approval for a proposed Assisted Living and Memory Care Senior Living project at 5145, 5164, 5139, 5131, and 5123 West Broad Street, within the Central Business District Overlay.

DISCUSSION

- The general design, character, arrangement, materials, color, and scale of the building are compatible with the emerging character of the area. The site design and landscaping should be modified to contribute a more pedestrian-accessible streetscape.
- Solomon Development's proposed design is derived from their most recent project which is nearing completion in a nearby community. They have acknowledged the need for their plans to be slightly adjusted in response to conditions in Sugar Hill and are working on updated materials for the upcoming work session.
- The current layout does not conform to the overlay requirements and intent to promote 'walkable, pedestrian-oriented public and commercial spaces.' Specifically, the site plan shows a vehicular travel lane between the sidewalk and the building and appears to be setback more than the allowed distance from the sidewalk (12 feet).
- The building as currently shown does not demonstrate a principal orientation to the street and pedestrian experience and instead appears to prioritize the vehicular entrance.
- The pedestrian experience could be improved by pulling the building closer to the edge of the sidewalk and/or adding raised crosswalks and better articulating the pedestrian entryway.
- Staff is working with the design team to address the issues above and smooth out a few architectural elements.

BACKGROUND

APPLICANT: Solomon Development LLC
PROPERTY OWNER: City of Sugar Hill Downtown Development Authority
EXISTING ZONING: General Business District (BG)
REQUEST: Assisted Living and Memory Care - Design Review Approval
PROPERTY SIZE: ± 3.99 Acres, Tax Parcel #7-306-098, 7-306-079A, 7-306-080, 7-306-081, 7-306-273, and 7-306-123
LOCATION: 5145, 5164, 5139, 5131, and 5123 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 in between Nelson Brogdon Boulevard and West Broad Street, West of Hillcrest Drive. It is proposed to be an Assisted Living and Memory Care Senior Living project.

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 does not conform to the overlay requirements and intent to promote ‘walkable, pedestrian-oriented public and commercial spaces.’ Specifically, the site plan shows a vehicular travel lane between the sidewalk and the building and appears to be set back more than the allowed distance from the sidewalk (12 feet). The building as currently designed also does not demonstrate a “principal orientation to the street except to accommodate features that enhance the pedestrian experience and contribute to the character of the streetscape” and instead appears to prioritize the vehicular entrance. The pedestrian experience could be improved by pulling the building closer to the edge of the sidewalk and/or adding crosswalks from the front entrance and better articulating the pedestrian entryway.

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

The proposed design has a residential character, but it is not inappropriate for the location. The building has a traditional style, which will blend with the architecture of City Hall and add variety to the streetscape.

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 general design, character, arrangement, materials, color, and scale of the building are compatible with the emerging character of the area. The site design and landscaping should be modified to contribute a more pedestrian-accessible streetscape.

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, there are a few competing elements and contrasting materials that could be better integrated into the overall design.



SOLOMON
DEVELOPMENT
SERVICES, LLC

April 5, 2017

Mayor and City Council
Planning Commission
City of Sugar Hill
5039 West Broad Street
Sugar Hill, GA 30518

Dear Sirs and/or Madams,

Solomon Development Services, LLC is pleased to present our Design Review Application for our proposed Assisted Living and Memory Care Senior Living project near the intersection of Highway 20 and West Broad Street. We are proposing to develop a building fronting on West Broad Street that will consist of approximately 82 Assisted Living Units and 25 Memory Care Units. The building will provide an upscale living experience for our residents and will offer a variety of unit sizes and configurations giving our residents many choices to choose from. Additionally, the building will provide amenities such as beauty services, a movie theater, a large activity room/meeting area and many different areas for small informal gatherings throughout. We will offer a variety of dining venues with meals prepared by our professional chefs in the onsite commercial kitchen.

The building is proposed as a two story building housing the Assisted Living units and a one story wing housing the Memory Care units. Parking requirements will be met by surface parking. The community will be tied into the Sugar Hill sidewalk system to encourage our residents and family members to take advantage of the downtown area of Sugar Hill.

Please let us know if you have questions or additional comments. We look forward to being a part of the Sugar Hill community.

Sincerely,

Solomon Development Services, LLC

A handwritten signature in blue ink that reads "Davis Hunt".

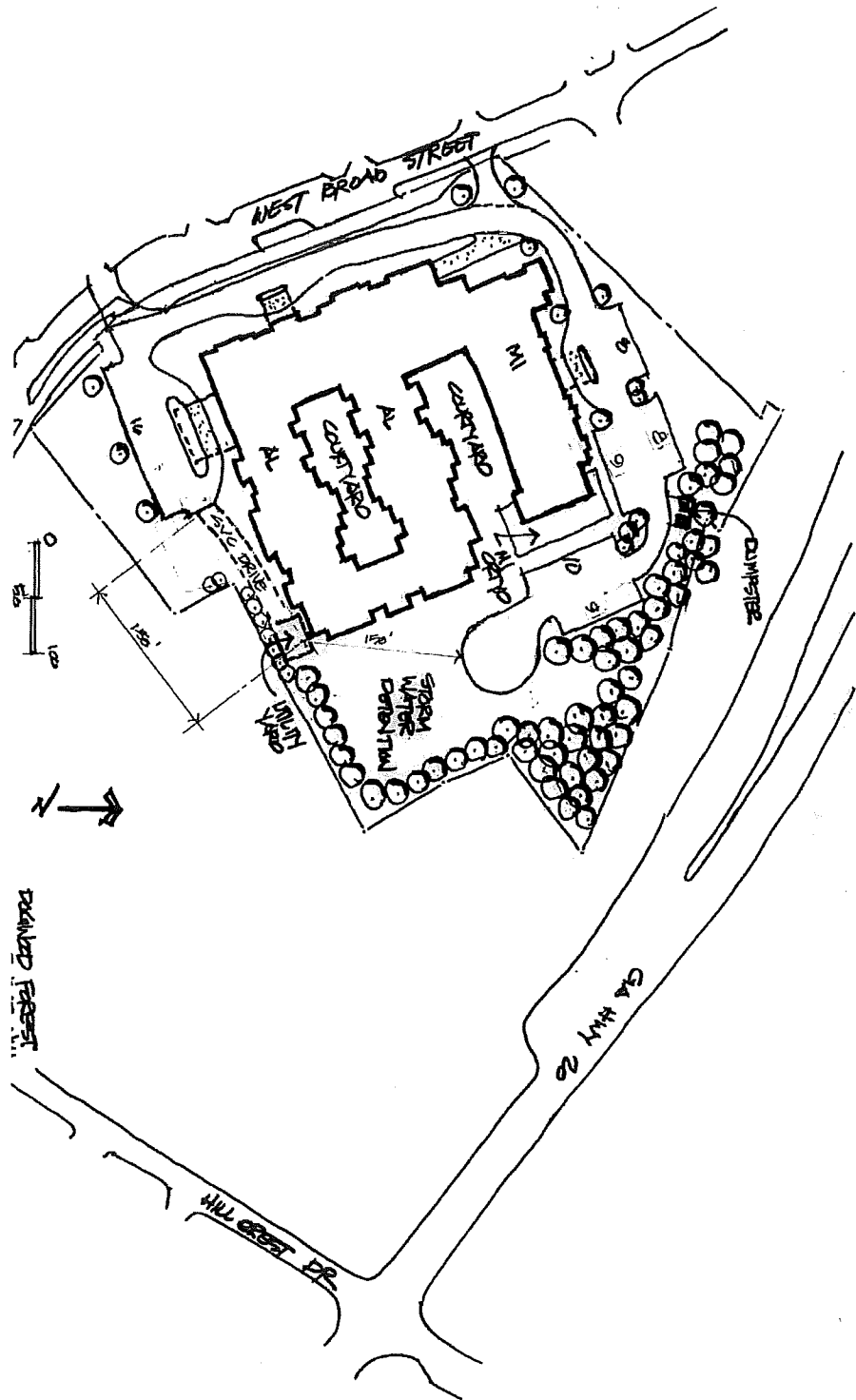
V. Davis Hunt, Jr.
President

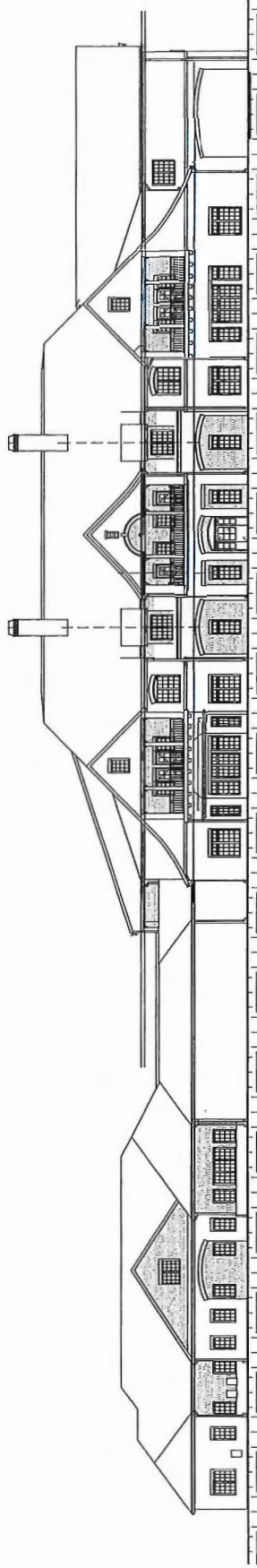


04.05.2017

HOLBROOK ON SUGAR HILL
GEORGIA

H
HARRISON
R.L.S., INC.





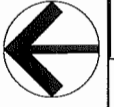
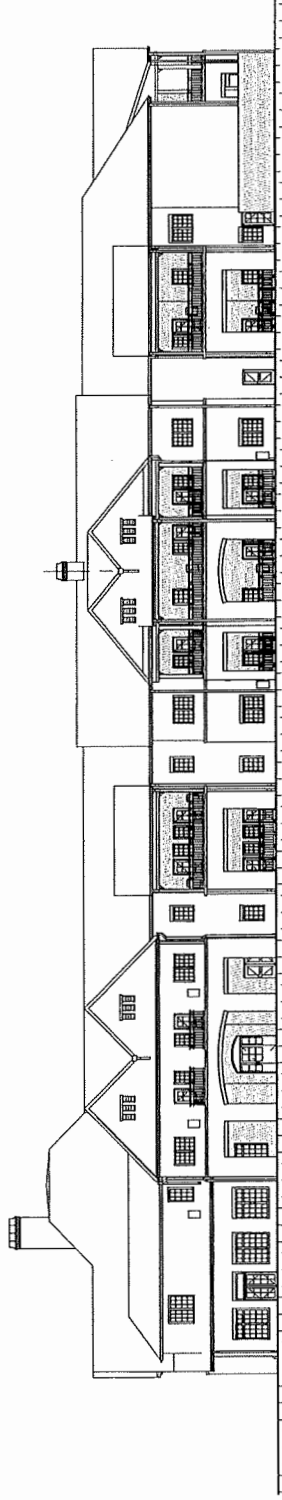
DOGWOOD FOREST OF GRAYSON

SCALE : 1" = 40'-0"

SOUTH ELEVATION

04/05/17

CDH



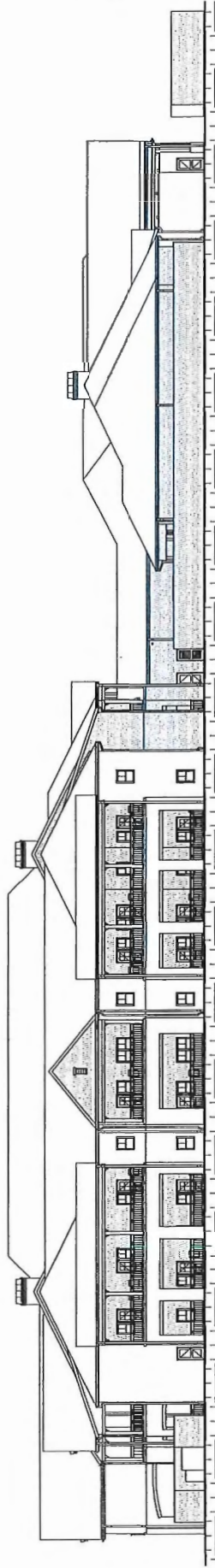
DOGWOOD FOREST OF GRAYSON

SCALE : 1" = 40'-0"

EAST ELEVATION

04/05/17

CDH



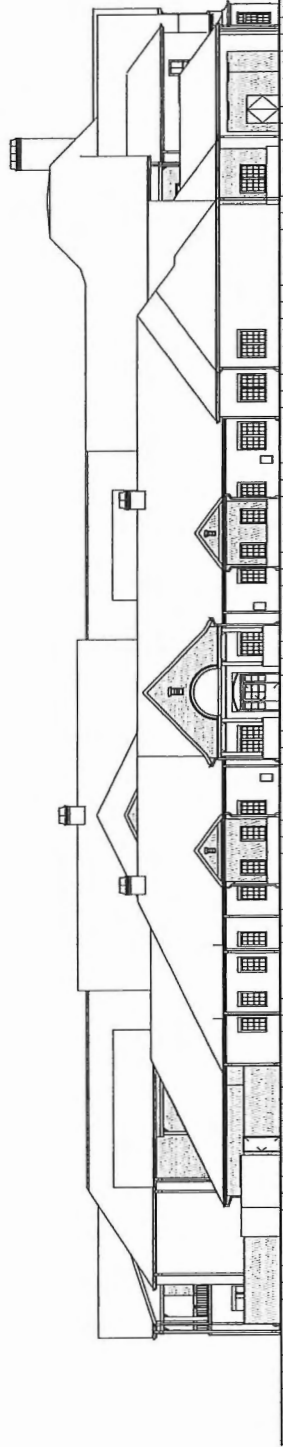
DOGWOOD FOREST OF GRAYSON

SCALE : 1" = 40'-0"

NORTH ELEVATION

04/05/17

CDH



DOGWOOD FOREST OF GRAYSON

SCALE : 1" = 40'-0"

WEST ELEVATION

04/05/17

CDH



South Elevation



South Elevation



South Elevation showing Porte Cochere on East Elevation



East Elevation



South Elevation at Dining Room Window