

City of Sugar Hill
Planning Staff Report
CBD Design Review 17-01948

DATE: April 11, 2018
TO: Mayor and Council, Design Review Board
FROM: Planning Director *KA*
SUBJECT: Central Business District (CBD) Design Review
Sugar Hill Mixed Use Development, Alliance Realty Partners, LLC

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 Alliance Realty 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: Alliance Realty 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, and 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 Lee Street, Church Street, 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 E Center currently 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 and conceptual site plans 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.



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Atlanta, GA 30327
P 404.923.8111 F 404.923.8365
www.allresco.com

April 5th, 2018

Representatives of the City of Sugar Hill,

Alliance Realty Partners, LLC is proposing the development opportunity currently known as Broadstone 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 315+/- apartment units and approximately 6,000+/- square feet of commercial space in wood-framed structures with a combination of on-grade and a split-level concrete parking deck. The residential buildings will address the public streets while the parking will be centered in the interior of the site in order to create a more pedestrian friendly experience. The development will include one, two, and three-bedroom floorplans with condominium level interior finishes. The residential area will have its own secured parking separate from the retail parking. The commercial parking on site is dedicated and located within close proximity of the commercial uses.

The commercial, leasing and community spaces will be located along West Broad Street. Additionally, we will have convertible direct access "live/work" units on West Broad Street, which promotes the goals of the Downtown Sugar Hill LCI in creating walkable, pedestrian oriented commercial and public spaces. In two of those spaces, we will work with the City of Sugar Hill to create the Sugar Hill History Museum and the Sugar Hill Arts Gallery. We are hoping to attract at least one restaurant space on the east end of West Broad Street, which will include an outdoor dining area.

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 feature a water fountain and be designed in conjunction with the City's goals for this intersection of West Broad and Church Street. Sidewalks, pedestrian lighting and cross-walks will be incorporated along the public streets.

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

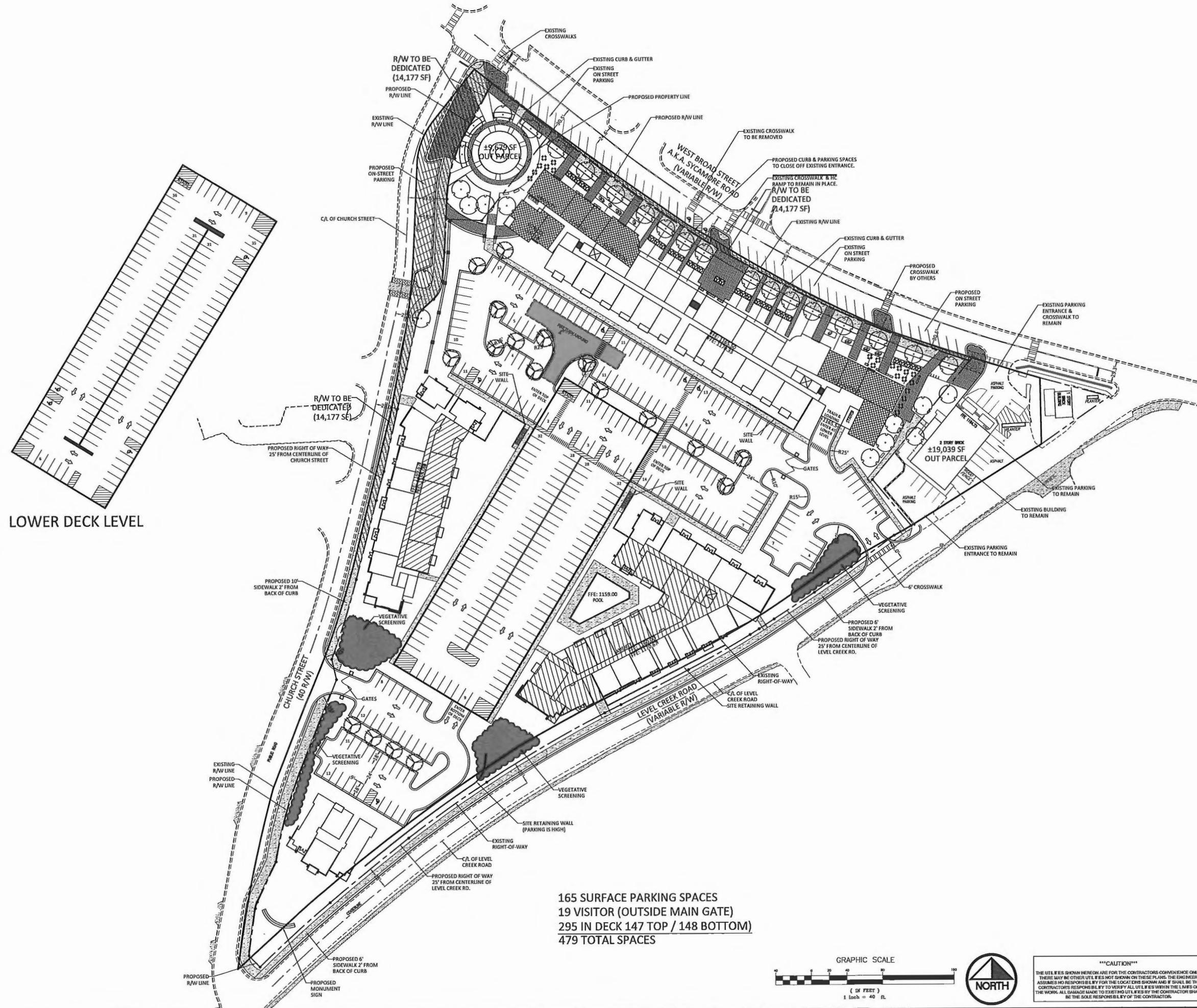
Best Regards,

A handwritten signature in blue ink that reads 'Kim Bucklew'.

Kim Bucklew

Managing Director

Alliance Residential Company



165 SURFACE PARKING SPACES
19 VISITOR (OUTSIDE MAIN GATE)
295 IN DECK 147 TOP / 148 BOTTOM)
479 TOTAL SPACES



Drawing No.
2.0
S-17-017zon.dwg

Revision Schedule		No	Date
Project No.	5-12-17		
Design By:	DR		
Drawn By:	DR		
Checked By:	DR		
Date:	4/1/13		



Rec. 4/25/13

AERIAL VIEW

SUGAR HILL APARTMENTS



STREET VIEW AT RETAIL

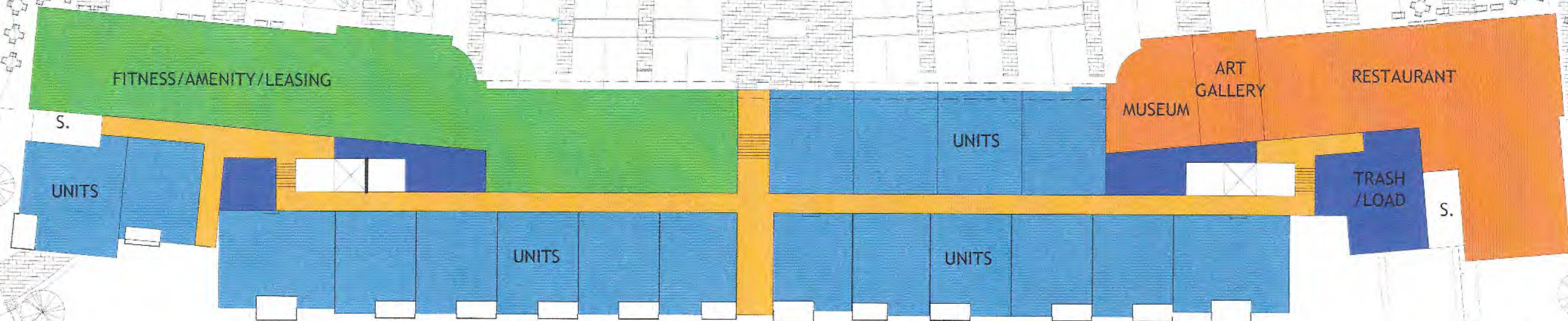
SUGAR HILL APARTMENTS



STREET VIEW AT BUILDING 400

SUGAR HILL APARTMENTS





BUILDING 100 ELEVATIONS

SUGAR HILL APARTMENTS

COLOR LEGEND

- COLOR 1 - STUCCO AND TRIM**
SW 7045 - INTELLECTUAL GRAY
R:170, G:163, B:148
- COLOR 2 - METAL ACCENTS**
'COPPER PENNY'
- COLOR 3 - FC PANEL/ SIDING**
SW 7046 - ANONYMOUS
R:130, G:124, B:111
- COLOR 4 - STUCCO, PATIO DOORS, BALCONY TRIM**
SW 7048 - URBANE BRONZE
R:83, G:80, B:73
- COLOR 5 - FC PANEL**
'DARK BRONZE'
- COLOR 6 - BRICK 1**
CHEROKEE BRICK
'MOSSTOWN' WITH GRAY MORTAR
- COLOR 7 - BRICK 2**
ACME BRICK
'OBSIDIAN' WITH GRAY MORTAR
- COLOR 8 - BRICK 3**
ACME BRICK
'PIKE'S PEAK' WITH GRAY MORTAR
- COLOR 9 - STONE**
ROCKCAST
'BUFFSTONE'



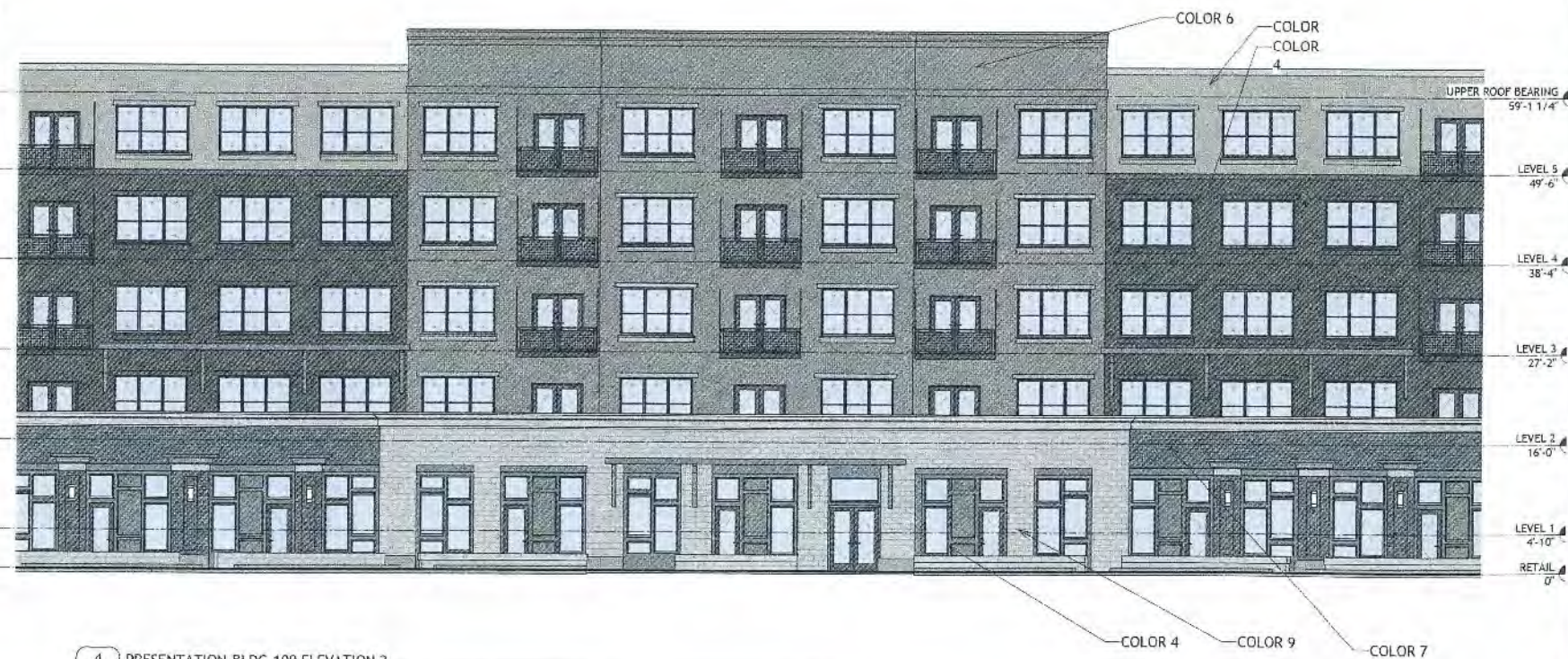
1 PRESENTATION-BUILDING 100 ELEVATION - OVERALL
A3-001 3/64" = 1'-0"



2 PRESENTATION - BLDG 100 ELEVATION 1
A3-001 3/32" = 1'-0"



3 BLDG 100 ELEVATION 3



4 PRESENTATION-BLDG 100 ELEVATION 2
A3-001 3/32" = 1'-0"

A3-001

COLOR LEGEND

-  **COLOR 1 - STUCCO, SIDING, TRIM**
SW 7045 - INTELLECTUAL GRAY
R:170, G:163, B:148
-  **COLOR 2 - METAL ACCENTS 'COPPER PENNY'**
-  **COLOR 3 - FC PANEL/ SIDING**
SW 7046 - ANONYMOUS
R:130, G:124, B:111
-  **COLOR 4 - STUCCO, SIDING, PATIO DOORS, BALCONY TRIM**
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R:83, G:80, B:73
-  **COLOR 5 - FC PANEL 'DARK BRONZE'**
-  **COLOR 6 - BRICK 1**
CHEROKEE BRICK 'MOSSTOWN' WITH GRAY MORTAR
-  **COLOR 7 - BRICK 2**
ACME BRICK 'OBSIDIAN' WITH GRAY MORTAR
-  **COLOR 8 - BRICK 3**
ACME BRICK 'PIKE'S PEAK' WITH GRAY MORTAR
-  **COLOR 9 - STONE**
ROCKCAST 'BUFFSTONE'



1 PRESENTATION- BLDG 200 ELEVATION 1
A3-002 3/32" = 1'-0"



2 PRESENTATION- BLDG 200 ELEVATION 2
A3-002 3/32" = 1'-0"



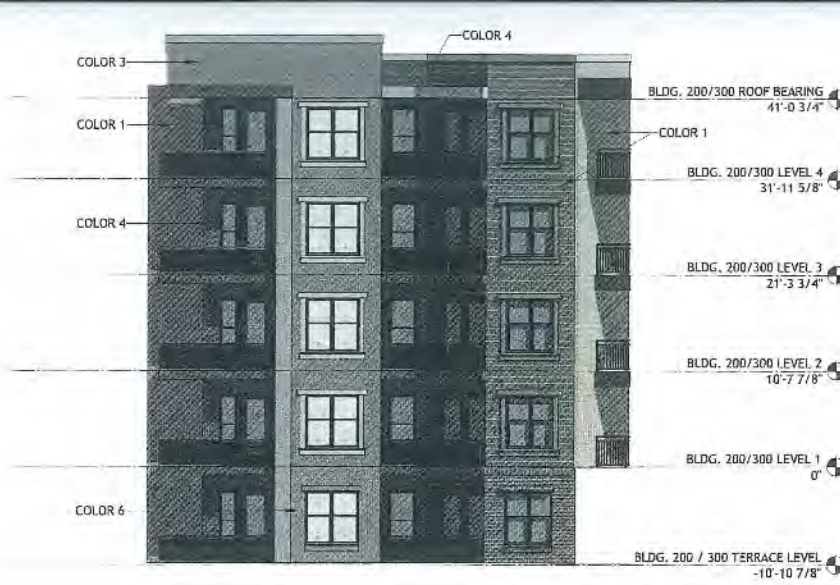
3 CHURCH STREET ELEVATION AT BLDG. 200
A3-002 1/32" = 1'-0"

COLOR LEGEND

- COLOR 1 - STUCCO, SIDING, TRIM**
SW 7045 - INTELLECTUAL GRAY
R:170, G:163, B:148
- COLOR 2 - METAL ACCENTS**
'COPPER PENNY'
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ROCKCAST
'BUFFSTONE'



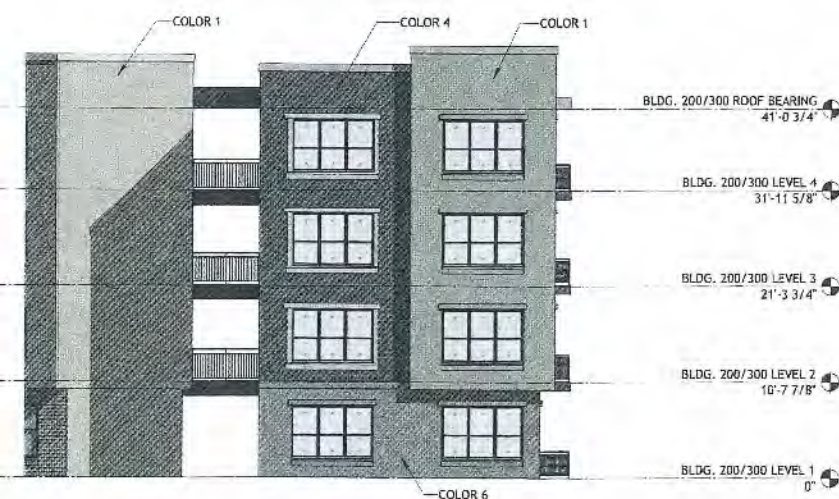
BLDG 300 ELEVATION 1



2 PRESENTATION- BLDG 300 ELEVATION 2
A3-003 3/32" = 1'-0"



BLDG 300 ELEVATION 3



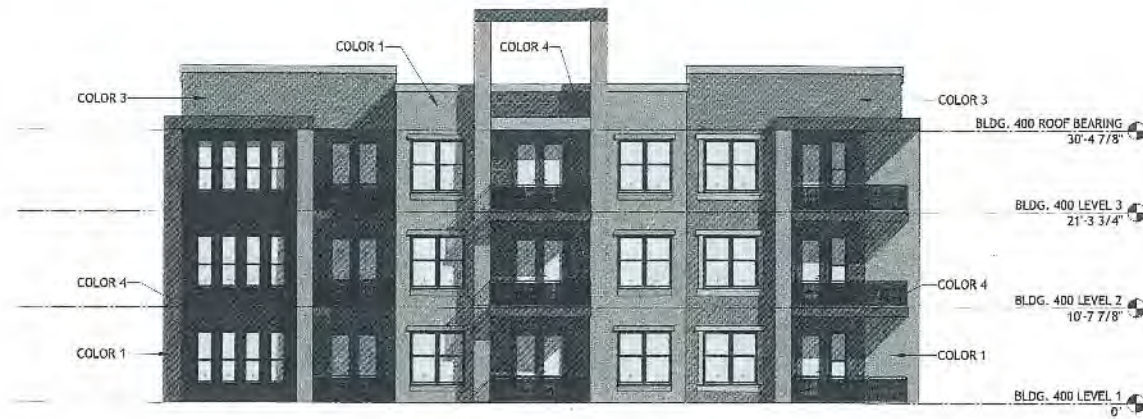
BLDG 300 ELEVATION 4



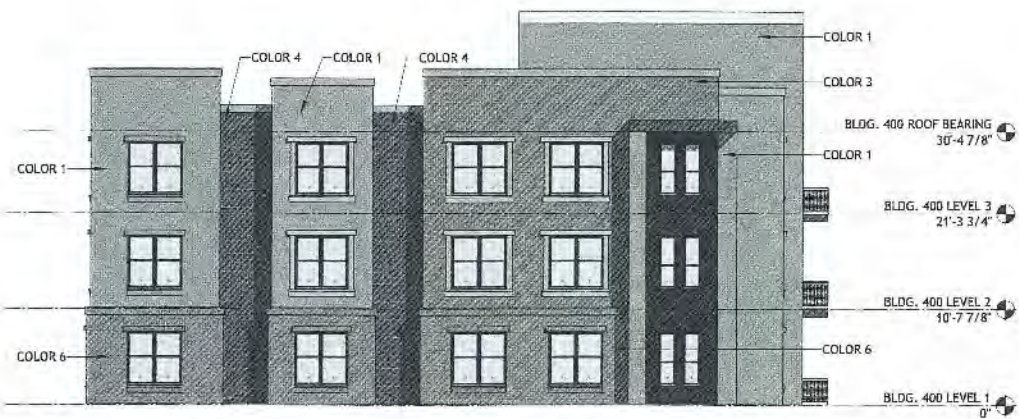
5 PRESENTATION- BLDG 300 ELEVATION 5
A3-003 3/32" = 1'-0"

COLOR LEGEND

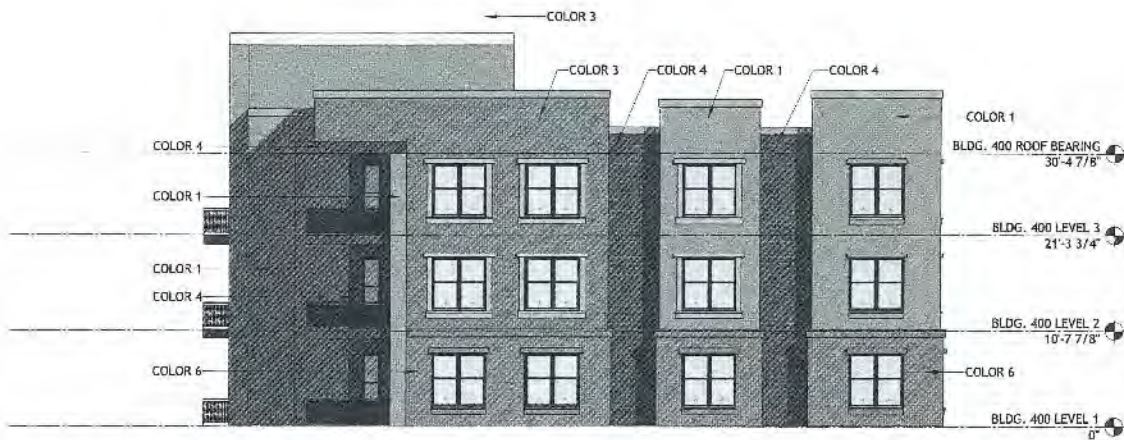
- COLOR 1 - STUCCO, SIDING, TRIM
SW 7045 - INTELLECTUAL GRAY
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- COLOR 9 - STONE
ROCKCAST
'BUFFSTONE'



1 PRESENTATION- BLDG 400 - ELEVATION 1
A3-004 3/32" = 1'-0"



2 PRESENTATION- BLDG 400 - ELEVATION 2
A3-004 3/32" = 1'-0"



3 PRESENTATION- BLDG 400 - ELEVATION 3
A3-004 3/32" = 1'-0"

3D VIEWS FROM LEVEL CREEK ROAD

SUGAR HILL APARTMENTS



VIEW OF BUILDING 400 FROM LEVEL CREEK ROAD



VIEW OF BUILDING 300 FROM LEVEL CREEK ROAD

VERTICALLY PROPORTIONED GLAZING AT RETAIL BASE

AWNINGS LEND RETAIL CHARACTER AND IDENTIFY UNIT ENTRIES

MOMENTS OF CRAFTSMANSHIP AT THE GROUND PLANE - MASONRY CORBELING, ACCENT BANDS, AND REVEALS



CONTEXT

SUGAR HILL APARTMENTS - Sugar Hill, Georgia



CLOCK - ON PROPERTY



GAZEBO- ON PROPERTY



VETERANS MEMORIAL - ON PROPERTY



PROPERTY VIEW FROM LEVEL CREEK ROAD



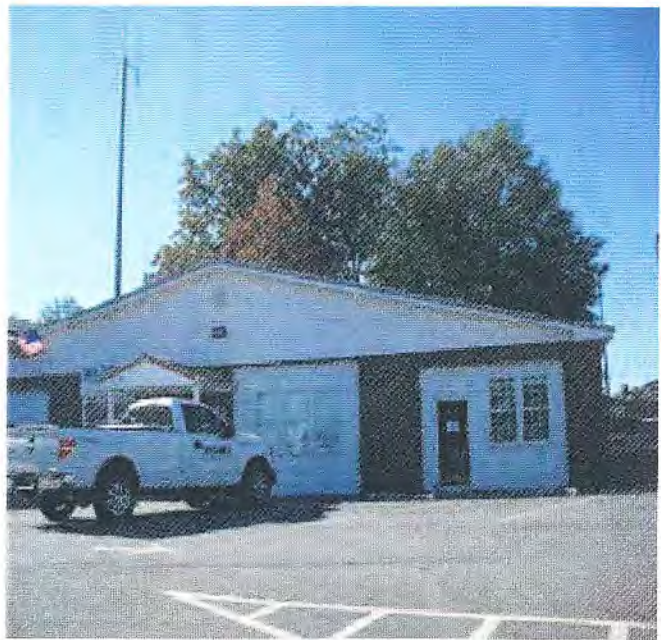
STUCTURE - ON PROPERTY AT
NORTHEAST CORNER



SWEET SPOT - REAR VIEW



SWEET SPOT - FRONT VIEW



STRUCTURE - TO BE REMOVED

CONTEXT

SUGAR HILL APARTMENTS - Sugar Hill, Georgia



WEST BROAD STREET- PROPERTY VIEW



NORTHEAST NEIGHBORING PROPERTY - CITY HALL



WEST NEIGHBORING PROPERTY ALONG CHURCH STREET



NORTH NEIGHBORING PROPERTY - EPICENTER



EAST NEIGHBORING PROPERTY ALONG LEVEL CREEK ROAD



SOUTHWEST NEIGHBORING PROPERTY