

City of Sugar Hill
Planning Staff Report
CBD Design Review 21-001

DATE: February 5th, 2021
TO: Mayor and Council, Design Review Board
FROM: Planning Director
SUBJECT: Central Business District (CBD) Design Review
Terwilliger Pappas Mixed-use Development

RECOMMENDED ACTION

Approval of the site plan and building elevations in material and architectural detail with the following conditions:

- 1. Final designs shall substantially resemble the attached drawings labeled Exhibit 1 - 7. Final material and color selections shall be subject to on-site mock-up approval by the City Manager.**
- 2. Developer shall coordinate with City of Sugar Hill Downtown Development Authority, Arts Commission and City Manager to incorporate a public art element into the project prior to obtaining final certificate of occupancy.**
- 3. Pedestrian crossing improvements (including traffic signal or pedestrian hybrid beacon if warrant analysis indicates need) shall be integrated into the overall streetscape design in the general locations shown on the attached concept plan, constructed at the developer's expense, and coordinated with neighboring projects subject to approval by the City Manager prior to obtaining a final certificate of occupancy.**
- 4. Design of jewel box retail building is subject to approval by the city manager in coordination with Downtown Development Authority and City Council.**

REQUEST The City of Sugar Hill has received an application from Terwilliger Pappas requesting design review board approval for a mixed-use development with multi-family residential, structured public and private parking, and street level retail. The subject property is bounded by Hillcrest Drive, Temple Drive, West Broad Street and Nelson Brogdon Boulevard and located within the Central Business District Overlay.

DISCUSSION

- For over 15 years, the city has been executing and refining a development vision initiated by planning efforts in the early 2000s which called for more restaurants and shopping in our community and a more defined sense of community or sense of place.
- Local restaurants and retailers as well as corporate franchise operators rely on a critical mass of households with disposable income to thrive.
- Adoption of the CBD overlay which is roughly 156 acres in total size representing 2% of the total land area within the City of Sugar Hill corporate boundary was carried out by the city to facilitate the mix of uses which are

necessary to sustain the kind of entertainment, shopping, and dining amenities the community has been asking for.

- National and regional trends indicate pent up demand in multi-family for rent housing market.
- The City of Sugar Hill downtown development strategy is intended to focus a sustainable quantity of the highest quality multi-family housing in the 2% land area surrounding our city center.
- There will continue to be pressure from multi-family real estate investors on land outside of the city limits in unincorporated Gwinnett County. The county has already displayed a willingness to approve multi-family residential project on the outer edges of its cities.
- The use provisions included in the CBD overlay allow the proposed uses by right without additional zoning action but requires a public hearing for the approval of its design.
- Overall design concept, material selection and urban design elements are a sophisticated combination of classical style and contemporary trends.
- Provides necessary public parking for the growing retail environment while satisfying the parking demand for its residents.
- Proposed development is consistent with 2018 Aspire Hwy 20 Corridor Study, 2018 Downtown Master Plan, 2019 Comprehensive Plan, and 2020 LCI Greenway Extension Plan.
- Project consists of 12,000 square feet of retail space, 250 public parking spaces, 120 shared parking spaces and 300 resident spaces, adheres to the downtown overlay requirements, fits the real estate demand models studied by the city over the past few years and will help to provide vital new supply of housing.

BACKGROUND

APPLICANT: Terwilliger Pappas

PROPERTY OWNER: City of Sugar Hill

EXISTING ZONING: General Business / Central Business District Overlay (BG/CBD)

REQUEST: Design review approval, multi-family, mixed-use development

PROPERTY SIZE: ± 4.43 Acres, Tax Parcel #'s 7-291-184, 7-291-080, 7-291-193, 7-291-079, 7-291-079A, 7-291-130, 7-291-079B, 7-291-078

LOCATION: Block of Hillcrest Drive, Temple Drive, West Broad Street and Nelson Brogdon Boulevard

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 buildings provide pedestrian-scale architectural elements and commercial uses at the ground floor. The site includes pedestrian oriented streetscape elements and integrates space for public gathering as well.

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

The proposed designs are consistent with the adopted vision and emerging character of Downtown Sugar Hill.

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 in scale, material selection, and general design character with the nearby development.

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.