

City of Sugar Hill
Planning Staff Report
TCO Design Review 22-005

DATE: November 2, 2022
TO: Mayor and Council, Design Review Board
FROM: Planning Director
SUBJECT: Town Center Overlay District (TCO) design review
Single-family attached townhome development
4789, 4799, 4808, & 4829 East Broad Street

REQUEST The City of Sugar Hill has received an application from Peach State Family Homes requesting design review approval for a single-family attached townhome development on a 3.5-acre assemblage with heavy commercial/light manufacturing businesses along both sides of East Broad Street.

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 exhibits labeled Exhibit 1 through 4.

DISCUSSION

The applicant is seeking design review approval to redevelop a 3.5-acre assemblage on East Broad Street within the town center overlay district. Several landmark heavy commercial and light manufacturing businesses currently operate from various well-used buildings and storage yards on the subject properties. Other structures, boats, trailers, vehicles, equipment, and materials are dispersed among the subject properties around areas of overgrown vegetation and non-conforming outdoor storage yards.

As the downtown core matures as a planned hub of mixed-use development and activity, the secluded feel of the properties can detract from the vibrant pedestrian-oriented experience downtown property owners, residents and business owners have invested so much in. The proposed redevelopment is intended to convert a patchwork of aging buildings and other time-worn site improvements into a residential subdivision with a pedestrian-oriented site design. Principally oriented to the street, each home interfaces with East Broad Street to define a pedestrian friendly edge reactivating an overlooked main thoroughfare with historic community connections. Additionally, the site design provides direct pedestrian access to the signalized crossings at Highway 20 and Peachtree Industrial Boulevard—the southern gateway to our downtown community.

The architecture proposed for the new homes is in a popular modern farmhouse style with facades finished primarily in board and batten with brick on all sides at ground level and two car garages accessed from alleys. Generally, the architectural features presented on the elevations are consistent with the character preference guide for Downtown Sugar Hill as

well as recent trends in residential development along the Highway 20 corridor and in the downtown area.

- Currently located at the subject properties are multiple heavy commercial businesses. The existing businesses operate from older, dated buildings and include a variety of equipment and structures.
- Being at a lower elevation than surrounding uses and streets, the site's location is hidden by intense commercial uses and major thoroughfares. This has likely contributed to deferred maintenance over the years. Now most of the buildings, facilities, and road require major restoration.
- Due to the orientation of streets, vehicular access to East Broad Street is limited to a single access point further north. The development provides an opportunity to add a pedestrian connection to the existing major thoroughfares, effectively re-connecting it with the greater downtown area.
- The proposed development concept presents a new vision for the future of East Broad Street, which is intended to revitalize this aging and partially abandoned corner of the city.

BACKGROUND

APPLICANT/OWNER: Peach State Family Homes/Bret Muetzelfeld / Robert and Katherine Conklin and Joel Deaton

EXISTING ZONING: BG/TCO with request for R36/TCO

REQUEST: Design Review approval for construction of 31 single-family attached townhomes.

PROPERTY SIZE: \pm 3.56 acres

LOCATION: 4789, 4799, 4808, & 4829 East Broad Street
Tax Parcel Id Numbers: 7-292-106, 108, 109, 110, & 133

DESIGN REVIEW CRITERIA

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

Yes. The proposed exterior improvements conform to the guidelines in scale and overall architectural type of the TCO district.

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

Yes. The proposed redevelopment is similar in character to recent residential development in the downtown area, along the Highway 20 and Peachtree Industrial corridors, as well as other projects to the north along the railroad corridor.

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.*

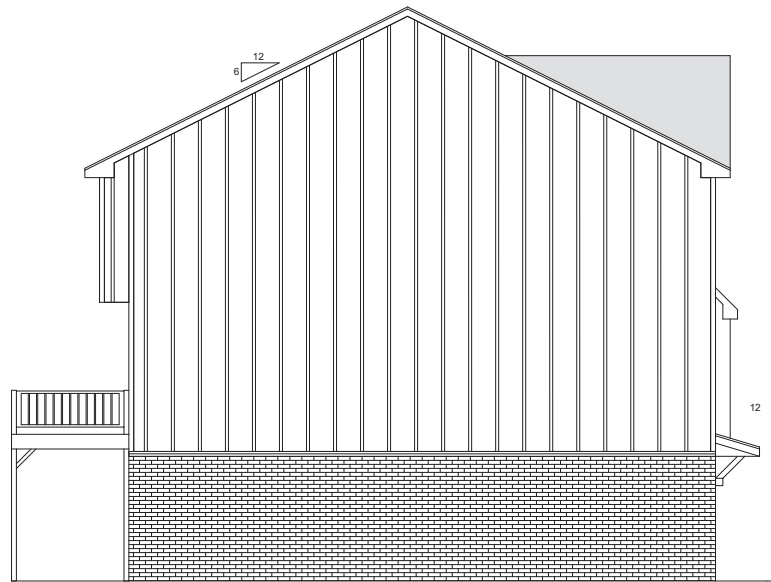
Yes. These design elements are compatible with the emerging character and create a sense of improvement over the existing aging development.

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

No.

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.*

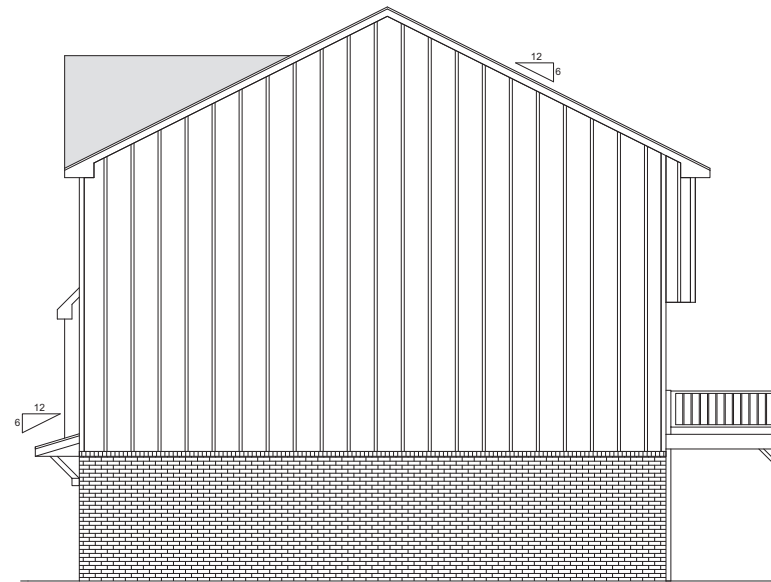
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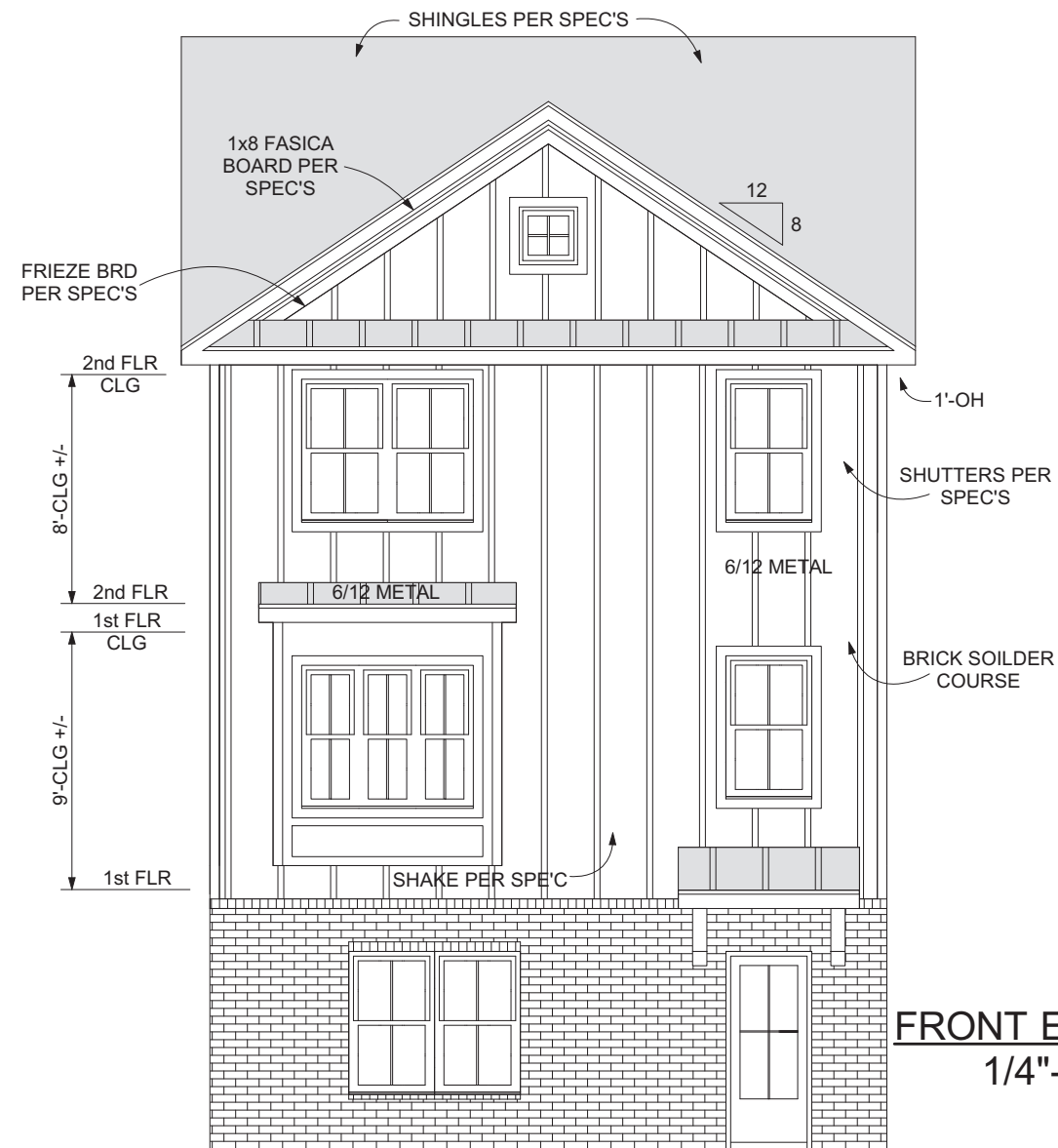
LEFT ELEVATION
1/8"---1'-0"



REAR ELEVATION
1/8"---1'-0"



RIGHT ELEVATION
1/8"---1'-0"



FRONT ELEVATION
1/4"---1'-0"

REV.

DATE

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PROPOSED TOWNHOUSE

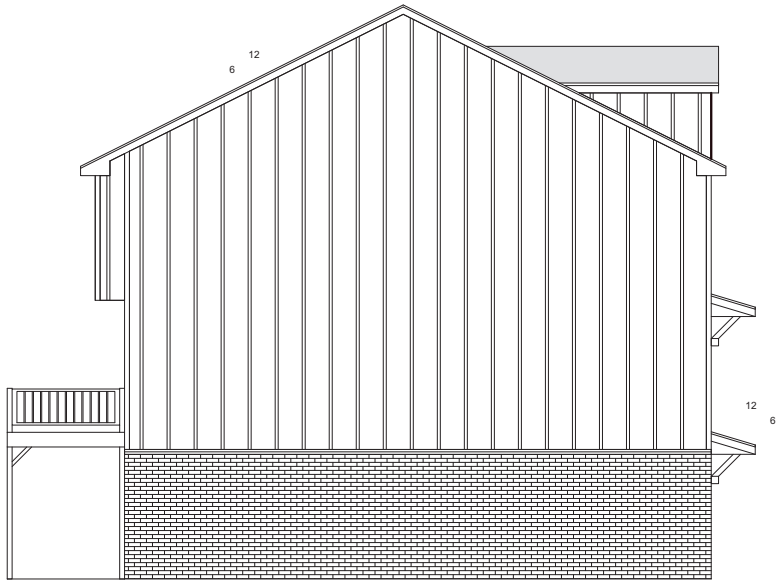
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DWG. BY:
PWL/SAM

DATE:
1-21-22

SHEET:

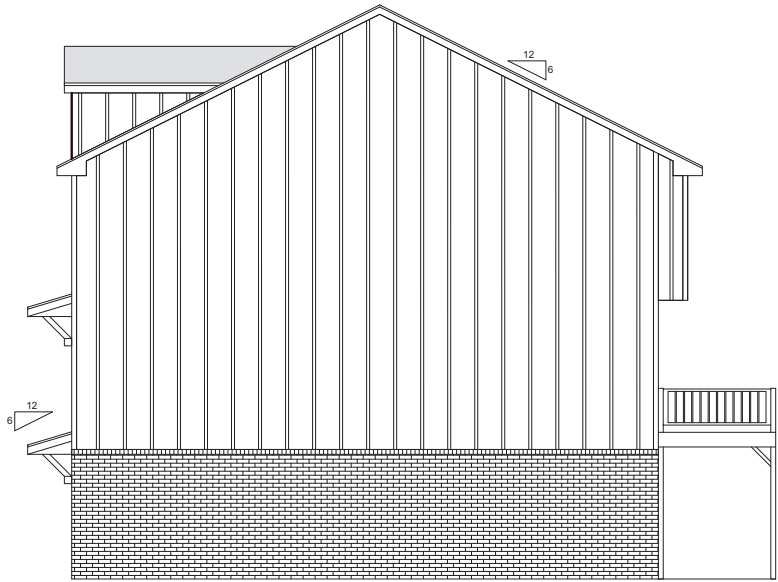
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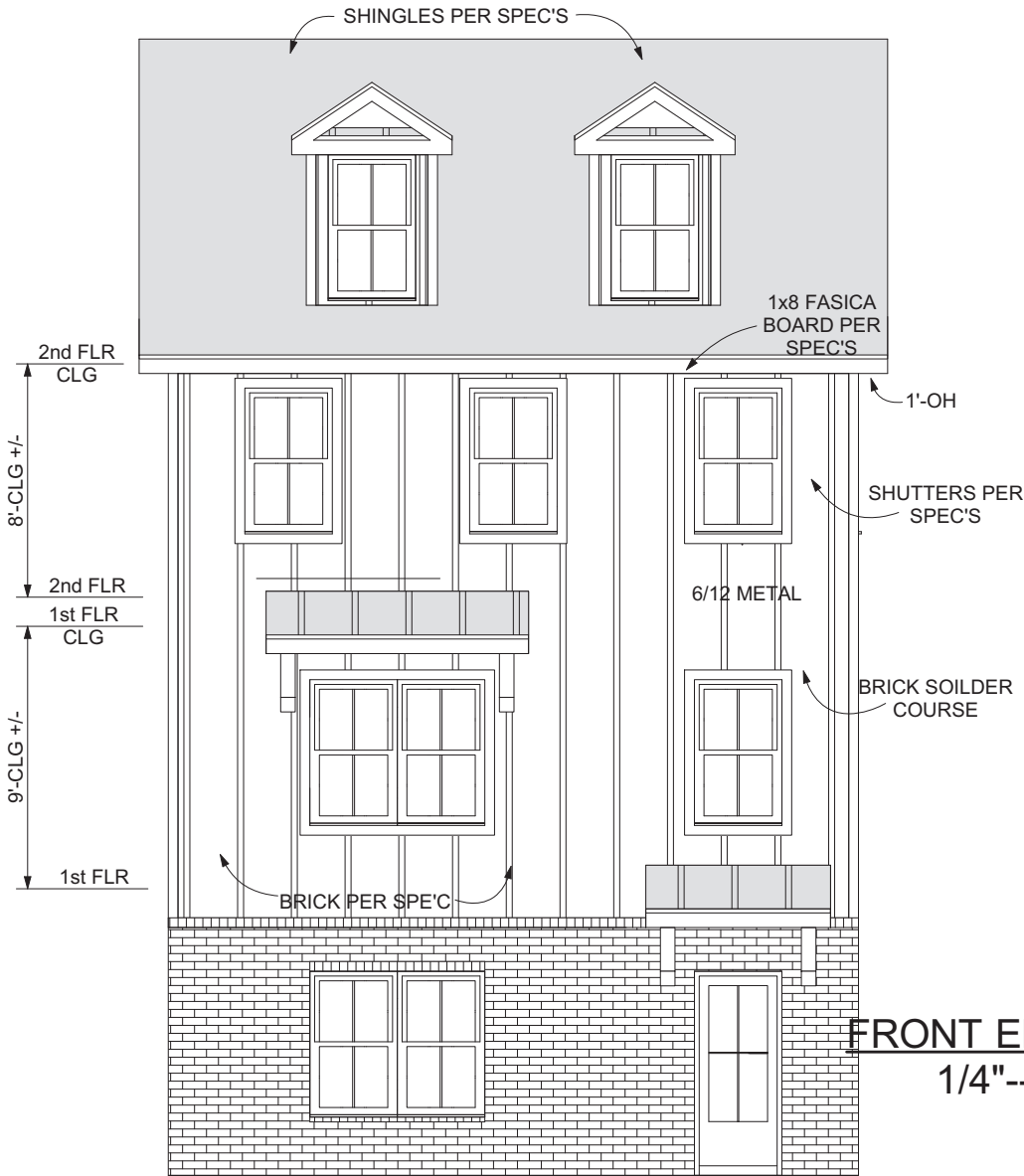
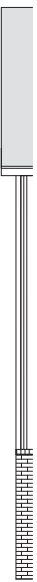
LEFT ELEVATION
1/8"---1'-0"



REAR ELEVATION
1/8"---1'-0"



RIGHT ELEVATION
1/8"---1'-0"



FRONT ELEVATION
1/4"---1'-0"

REV.

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PROPOSED TOWNHOUSE

ELEVATION 'B'

DWG. BY:
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DATE:
1-21-22

SHEET:

1-B

