

City of Sugar Hill  
Planning Staff Report  
**CBD Design Review 23-002**

**DATE:** September 28, 2023  
**TO:** Mayor and Council, Design Review Board  
**FROM:** Planning Director  
**SUBJECT:** Central Business District (CBD) Design Review  
1091 Level Creek Rd, FIDES Acquisitions, LLC c/o Dillard Sellers

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RECOMMENDED ACTION

**Approval of the site plan and buildings in material and architectural detail with the following conditions:**

- 1. Final designs shall substantially resemble the attached exhibits. Final material and color selections shall be subject to on-site mock-up approval, with identified materials.**
- 2. A substantial gateway art feature shall be incorporated into the site design. The final design and location shall be approved by the City Manager prior to releasing permits and installed prior to final certificate of occupancy. Developer may elect to make a monetary contribution of \$25,000 to the City of Sugar Hill in lieu of installing the improvements.**
- 3. Site designs including hardscape and landscape for the Level Creek Road, Roosevelt Circle and New Road A streetscape; resident amenity areas; open space and trailside areas shall be subject to review and approval by City Manager prior to receiving land disturbance permit.**
- 4. Roosevelt Circle shall be improved to the extent necessary to accommodate the required six-foot sidewalk, street lights and other approved downtown streetscape elements.**
- 5. Stream buffer encroachment for restoration (invasive plant removal and litter removal) and sidewalk or trail installation shall be allowed subject to mitigation requirements and state law.**

**REQUEST** The City of Sugar Hill has received an application from FIDES Acquisitions, LLC c/o Dillard Sellers requesting design review board approval for development of 132 townhomes located within the Central Business District Overlay at 1091 Level Creek Road.

**DISCUSSION**

- Subject property was rezoned to residential multifamily (RM) and brought into the central business district (CBD) overlay zoning district in 2018 (RZ-18-007).

- Use provisions of the underlying zoning and CBD overlay allow the proposed use subject to restrictions and subsequent design review board approval as a part of the master development approved for zoning in 2018. At that time, the original 37-acre tract was planned to develop in three phases to include townhomes, multi-family residential and commercial uses.
- Proposed architectural styles, materials, and features are compatible with the previously approved multi-family development, currently under construction as well as the general surrounding development character. Principal design elements include brick water tables and facades, board and batten, shake, and horizontal siding, with covered front entryways. Decorative gables, porch columns, and eave brackets are also present. Neutral color palate is compatible with adjacent development.
- Zoning conditions requiring pedestrian access and walkways throughout the development were placed on the property in 2018. Sidewalk access is missing on several units shown in the plan but will be required during permitting.

APPLICANT: FIDES Acquisitions, LLC c/o Dillard Sellers  
 PROPERTY OWNER: City of Sugar Hill  
 EXISTING ZONING: Residential Multi-Family (RM),  
 Town Center Overlay District (TCO), and  
 Central Business District Overlay (CBD).  
 REQUEST: Design review approval, 132 attached townhomes.  
 PROPERTY SIZE: ± 14.56 Acres, Tax Parcel #'s: R7-291-351  
 LOCATION: 1091 Level Creek Road  
 Parcel is currently undeveloped.

## 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.

**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 proposed 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.

**Letter of Intent for Design Review**

**City of Sugar Hill**

**Applicant:**  
FIDES Acquisitions, LLC  
c/o Dillard Sellers

**Property:**  
1091 Level Creek Road  
Sugar Hill, GA

**Parcel ID:**

7291 351

**Submitted for Applicant by:**

Julie L. Sellers  
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**Introduction**

Applicant, FIDES Acquisitions, LLC submits this application for Design Review of a new residential community located at 1091 Level Creek Road, Sugar Hill, Georgia (Parcel ID 7291 351). The Property is zoned RM/TCO/CBD.

**Property History**

In November 2018, the City approved Ordinance, RZ-18-007 for 26.62 acres with 9 conditions. The Property is 14.53 acres of the 2018 zoning and is referenced as “Tract 3 Future Townhome Development” on the site plan. In November 2018, the City also approved the Design Review for the mid-rise courtyard multi-family development on the 12 acres referenced as Tract 2 (Resolution File Reference 18-01552). The multifamily development is currently being developed.

This application seeks design approval of the Townhome development of Tract 3 for a new community of 132 attached dwellings (townhomes). The architectural design was intentionally approached to be consistent and compatible with the adjacent development and the City’s Zoning Code. The multi-family sketch below was approved with the 2018 design review and reflects the use of a mixture of siding and brick:



The Townhomes include a similar mixture of materials for a consistent design approach:



The use of the Property for rental or for sale dwellings is allowed by right based on the zoning of the Property. This application is limited to the Design Review process set forth in the Overlay District Requirements.

### **Proposed Development Satisfies Code Requirements**

The Property is located within the Town Center Overlay District and the Central Business District Overlay. As reflected in the submitted elevations and site plan, the townhomes satisfy the requirements of the Code and the zoning conditions. The brick and fiber cement siding reflect neutral colors and correspond with the surrounding community. Specifically, the criteria set forth in sections 1001(F)(4) and 1002(F)(4) are satisfied:

**i) Consistency with any adopted design guidelines for the type of development and/or the proposed use.**

Yes, the design is consistent with the guidelines set forth in the Code for attached dwellings.

**ii) The nature and character of the surrounding areas, and the consistency and compatibility of the proposed application with such nature and character.**

The nature and character of the surrounding area includes some residential buildings that include materials similar to proposed by this design. The most recent development is the adjacent multi-family community and the intentional use of similar materials will create a coherent and consistent character in the area.

**iii) The general design, character and appropriateness of design, scale of buildings arrangement, texture, materials and colors of the structure in question and the relation of such elements to similar features of structures in the immediate surrounding area, site and landscaping.**

The scale and arrangement of the buildings reflects rear entry garages, sidewalks, landscaping, pedestrian paths and connectivity. The building materials and architectural elements in the surrounding area have been incorporated into the design of the townhomes as well as the use of neutral colors.

**iv) As long as the interior arrangement or use will not have any effect on exterior architectural features and complies with the standards herein it will not be considered.**

The interior of the townhomes does not effect any exterior features.

**v) The following are other grounds for considering a design inappropriate.**

- a. **Character foreign to the area** – Not applicable
- b. **Arresting and spectacular effects** – None.

- c. **Violent contrast of material or color or intense or lurid colors** – None.
- d. **A multiplicity or incongruity of details resulting in a restless and disturbing appearance** – Not applicable.
- e. **The absence of unity and coherence in composition not in consonance with the density and character of the present structure or surrounding area** – Not applicable.

### **Conclusion**

Applicant, FIDES Acquisitions, LLC, respectfully requests approval of the submitted design materials. Should you have any questions or request any additional information, please do not hesitate to contact Julie Sellers, [jsellers@dillardsellers.com](mailto:jsellers@dillardsellers.com) or 404-665-1242.











