

City of Sugar Hill
Planning Staff Report
CBD Design Review 24-003

DATE: November 1, 2024
TO: Mayor and Council, Design Review Board
FROM: Planning Director
SUBJECT: Central Business District (CBD) Design Review
5000 Bailey Avenue, New retail space.

RECOMMENDED ACTION

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

- 1. Final building design shall substantially resemble the attached exhibits labeled Exhibit 1 through 4. Final material and color selections shall be subject to on-site mock-up approval, with identified materials.**

REQUEST The City of Sugar Hill has received an application from Caleb Haywood, on behalf of TWO PACKARD, LLC, requesting design review board approval for a 4,700 square foot retail space located within the Central Business District (CBD) Overlay near the corner of Nelson Brogdon Boulevard and Bailey Avenue.

DISCUSSION

- The proposed development is an aspect of a residential project which has been rezoned and has gone through design review approval. RZ 21-005 (rezoning tax parcels 7-306-090 and 7-306-089 to BG/TCO/CBD) states requires that a minimum of 4,500 square feet of commercial space be constructed prior to 50% occupancy of the residential units. The residential project is currently going through permitting.
- Per DRB-CBD 21-003, the site plan shall substantially resemble for the residential and commercial project were approved with DRB-CBD 21-003. The attached site plan does substantially resemble the approved plan and features the same layout for the commercial building. The building runs parallel to Bailey Avenue with the main facades facing Bailey Avenue and the interior of the project.
- The commercial space assumes approximately 0.65 acres, out of the 10.58-acre total for the whole project. The exterior finish and color selections match the adjacent townhomes and leasing office.
- The exterior of the proposed project is grey board and batten with grey trim. Brick and wood-look siding accent the grey siding, as well as black awnings and windows highlighted with black trim.
- The commercial space features three tenant spaces which have restaurant, retail, and other service capabilities.

- Located at the edge of a residential development and along one of our major traffic corridors, this proposed commercial space will provide a new retail/restaurant opportunity for residents from all corners of our community. Located within the central business district, it offers the opportunity for access from pedestrian facilities tied in with the whole development and neighboring parcels.
- A patio space offers an outdoor dining opportunity located in close proximity to pedestrian infrastructure.

APPLICANT: Caleb Haywood
 PROPERTY OWNER: Two Packard Sugar Hill LLC
 EXISTING ZONING: General Business (BG) within the Town Center Overlay District (TCO), and Central Business Overlay District (CBD).
 REQUEST: Design review approval, Retail Project.
 PROPERTY SIZE: ± 10.58 Acres, Tax Parcel #: R7-306-090
 LOCATION: 5000 Bailey Avenue Sugar Hill, GA, 30518

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 improvements conform to the guidelines in scale and overall architectural type of the Central Business District as well as the existing zoning.

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 as well as the existing zoning. The colors and materials were chosen to match the adjacent residential development within the compounds of the site plan approved with DRB-CBD 21-003.

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 neighboring properties.

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

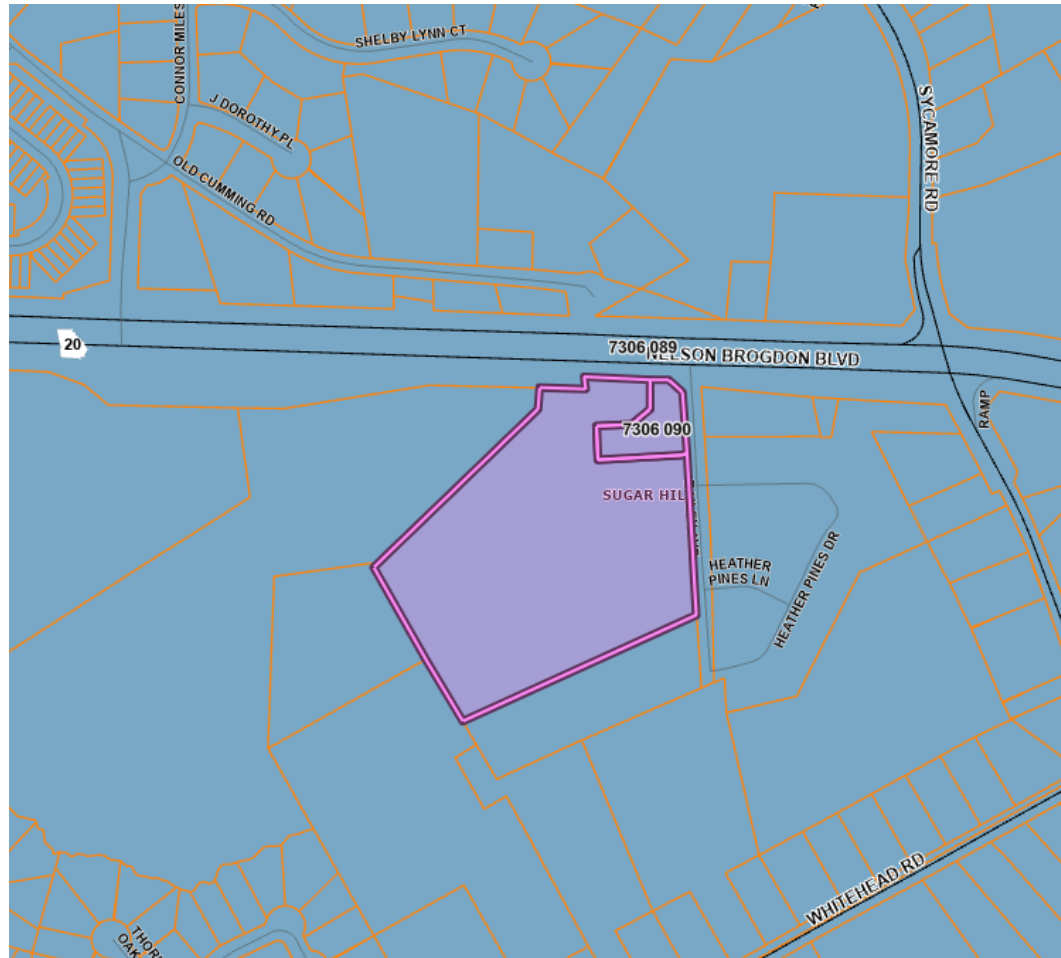
No.

5. *Does the project contribute or resemble the following criteria for considering a design inappropriate?*

- a. *Character foreign to the area.*
- b. *Arresting and spectacular effects.*
- c. *Violent contrasts of material or color, or intense or lurid colors.*
- d. *A multiplicity or incongruity of details resulting in a restless and disturbing appearance.*
- e. *The absence of unity and coherence in composition not in consonance with the density and character of the present structure or surrounding area.*

No.

DRB-CBD 24-003
Caleb Haywood
Design Review Approval BG/CBD
Retail Space Development
LOCATION MAP





LETTER OF INTENT

October 7th, 2024

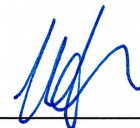
Attn: Planning and Development

RE: Design Review Application for the property located at 5000 Bailey Ave Sugar Hill, GA (Central Business District)

Please accept this letter of intent regarding the 4,700SF retail building located at the corner of Nelson Brogdon Blvd and Bailey Avenue. The retail building will act as a corner staple of the development, with tenant capabilities of retail, restaurant, and other services.

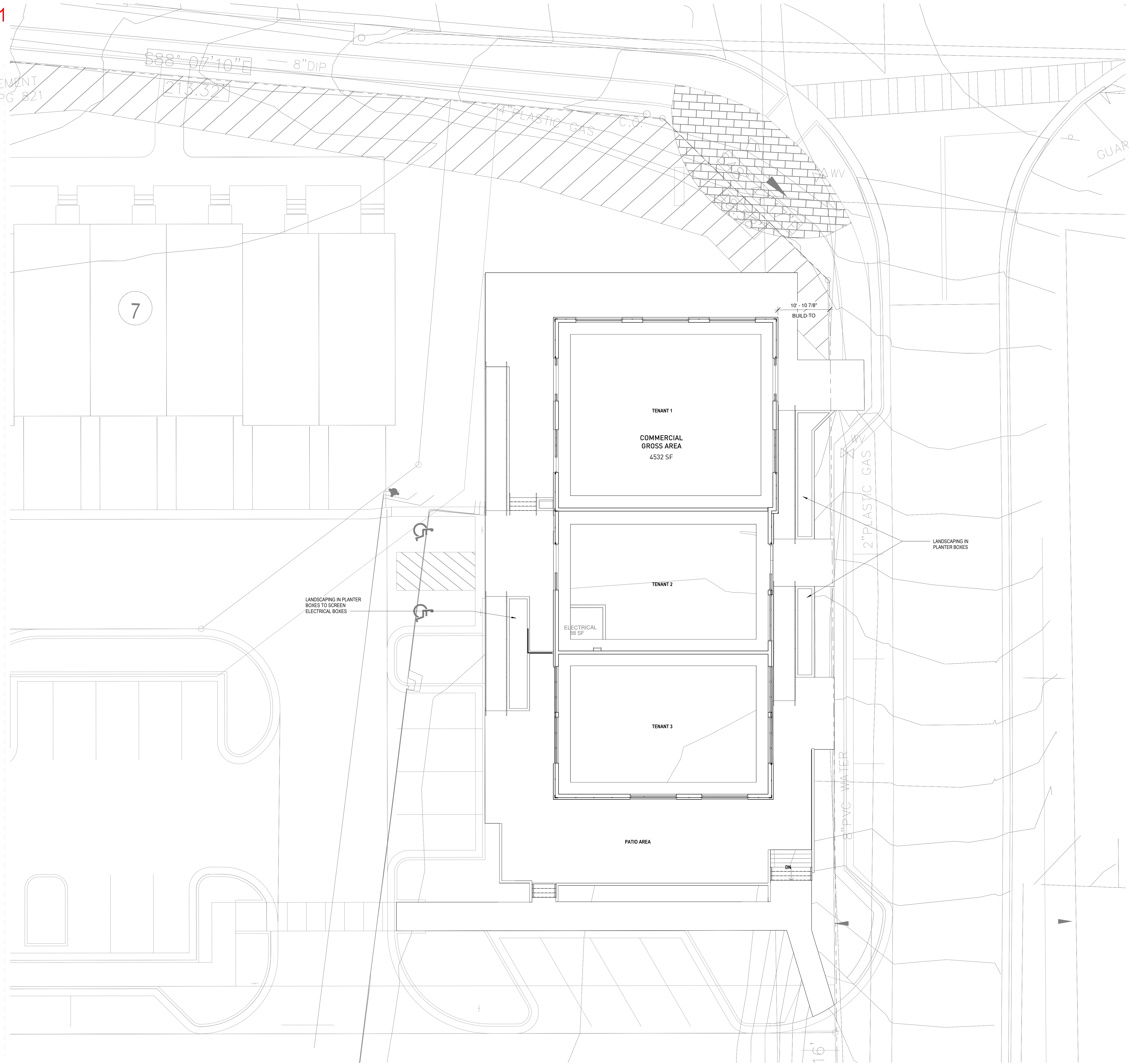
Property-	5000 Bailey Ave (Parcel # R7306 090)
Description of Property-	Approximate .65 acres located at Nelson Brogdon Blvd and Bailey Avenue in Sugar Hill (Gwinnett County), GA and as more particularly shown on Exhibit A.
Acreage Usage-	The subject parcel is a part of a larger 122-unit townhome development titled TESSA Sugar Hill. The retail building will contain the same exterior finish and color selections as the adjacent townhomes and leasing office. We foresee the retail space being heavily utilized by the residence of TESSA as well as drawing in customers from the surrounding community.
Zoning / Annexation	BG2

Very truly yours,
TWO PACKARD Sugar Hill, LLC

By: 
Wesley G. Taubel
Its: Managing Partner

Dated: 10/10/24

SLOPE EASEMENT
B 51292, PG 821



BUILDING DATA

BUILDING AREA - SCOPE OF WORK
TOTAL GROSS BUILDING AREA = 4532 SF

REMICK ARCHITECTURE
315 MADISON ST. NASHVILLE, TN 37208
REMICK@REMICKARCH.COM | 615.305.2335



SUGAR HILL - RETAIL SHELL

RA PROJECT #2323
BAILEY AVENUE
SUGAR HILL, GA 30518

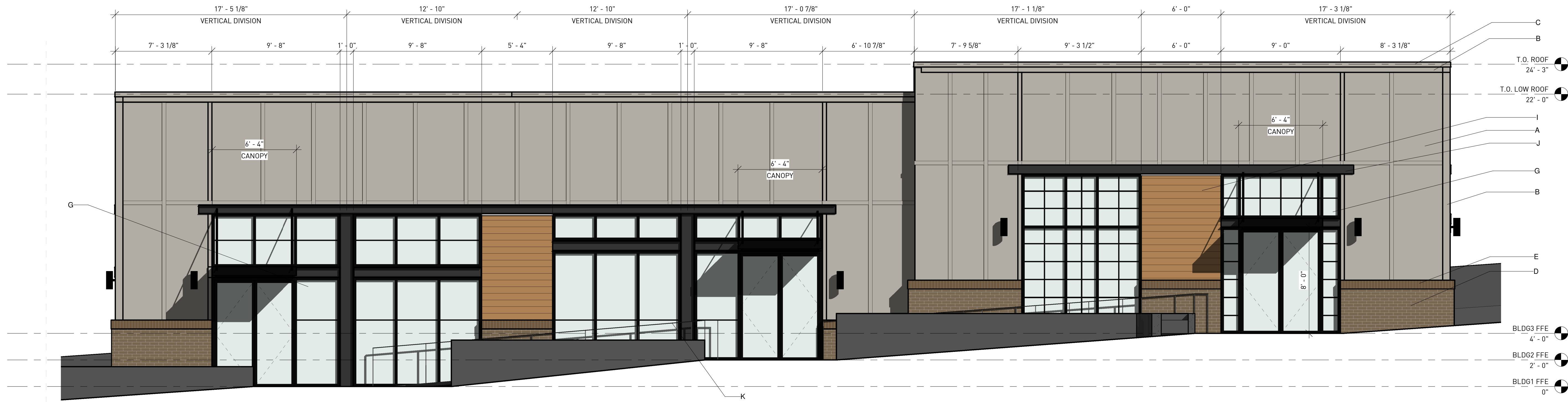
REVISION SCHEDULE		
DELTA	DESCRIPTION	DATE

PRELIMINARY - NOT FOR CONSTRUCTION

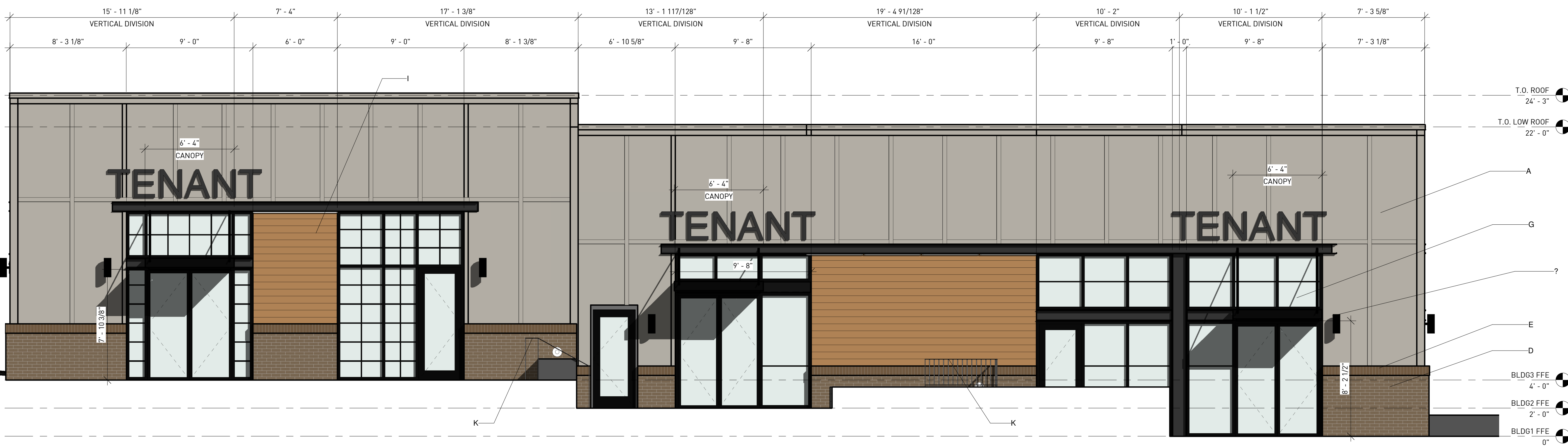
ARCHITECTURAL SITE PLAN

A100
DESIGN DEVELOPMENT
10/04/2024

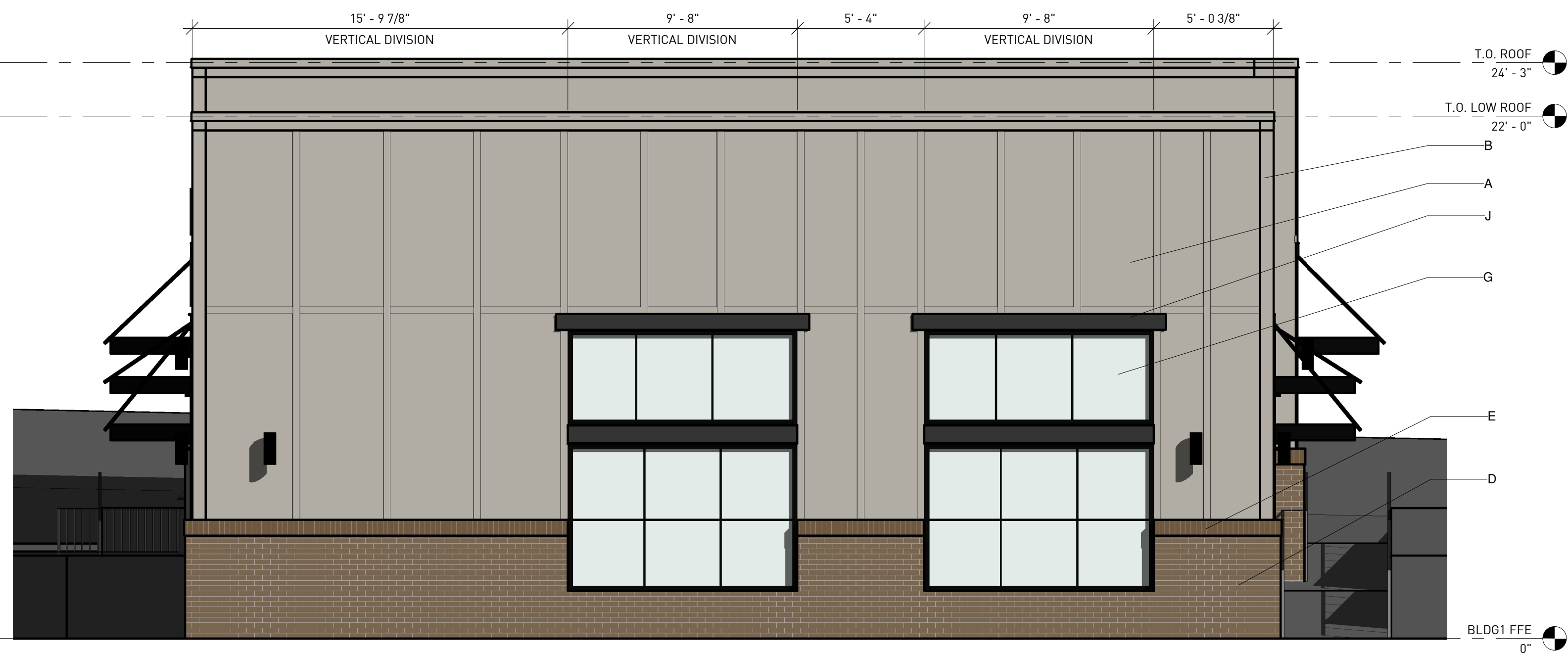
1 SITE PLAN
1/8" = 1'-0"



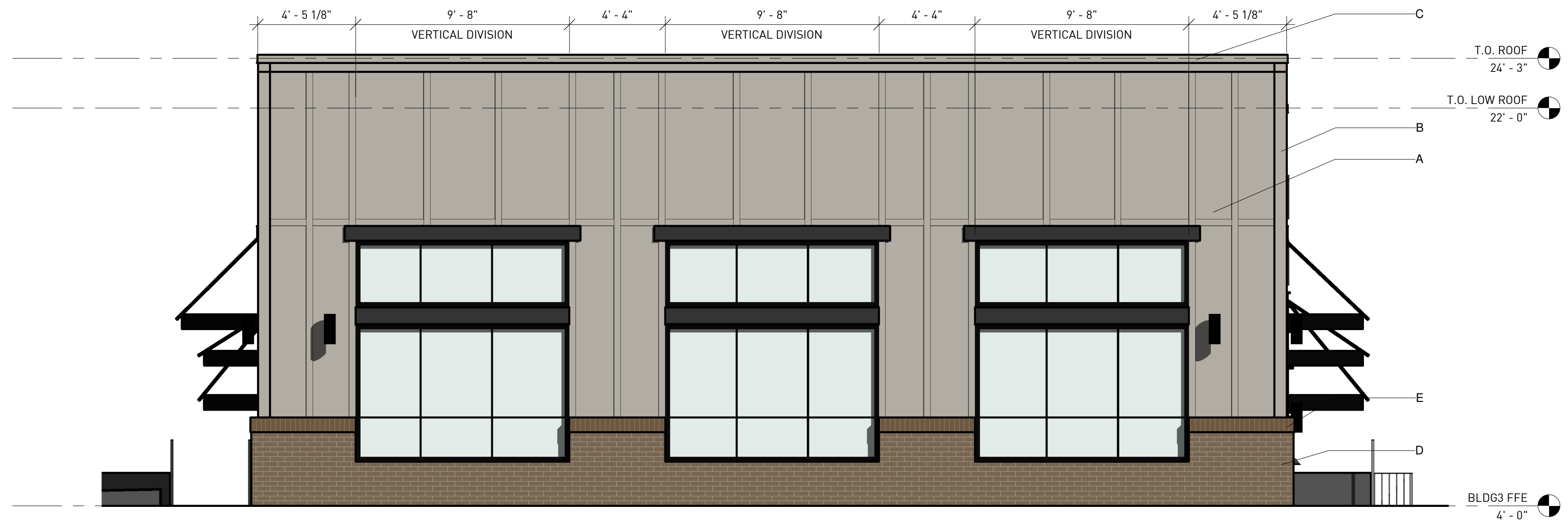
EAST ELEVATION



WEST ELEVATION



SOUTH ELEVATION



NORTH ELEVATION

EXTERIOR MATERIALS LEGEND

- A. CEMENTITIOUS BOARD AND BATTEN SIDING, PAINT SW7017 DORIAN GRAY OR EQUAL
- B. CEMENTITIOUS TRIM, PAINT SW7017 DORIAN GRAY OR EQUAL
- C. PRE-FINISHED ALUMINUM FASCIA - MATCH TRIM
- D. BRICK - SHELLMANS BLUFF W/ IVORY MORTAR
- E. BRICK ROWLOCK COURSE - SHELLMANS BLUFF W/ IVORY MORTAR
- F. PRE-MANUFACTURED AWNING
- G. STOREFRONT SYSTEM - BLACK FINISH - ALL GLAZING TO BE CLEAR TRANSPARENT GLASS. NOT TO EXCEED 30% OPACITY
- H. STOREFRONT SYSTEM W/ SIMULATED LITES - BLACK FINISH
- I. WOOD-LOOK PLANK SIDING - GEOLAM VERTIGO 5010 TEAK FINISH
- J. PAINTED STEEL-LOOK FIBERGLASS LINTEL - BLACK
- K. PAINTED STEEL GUARDRAIL/HANDRAIL - BLACK

EXTERIOR MATERIALS PERCENTAGES

- EAST ELEVATION - 2,122 TOTAL AREA
 - BRICK - 182 SF - 09%
 - GLASS - 703 SF - 33%
 - WOOD SIDING - 91 SF - 04%
 - CEMENTITIOUS SIDING - 1,146 SF - 54%
- WEST ELEVATION - 2,092 TOTAL AREA
 - BRICK - 185 SF - 09%
 - GLASS - 604 SF - 29%
 - WOOD SIDING - 179 SF - 08%
 - CEMENTITIOUS SIDING - 1,124 SF - 54%
- SOUTH ELEVATION - 1,009 TOTAL AREA
 - BRICK - 170 SF - 17%
 - GLASS - 212 SF - 21%
 - CEMENTITIOUS SIDING - 627 SF - 62%
- NORTH ELEVATION - 951 TOTAL AREA
 - BRICK - 133 SF - 14%
 - GLASS - 290 SF - 30%
 - CEMENTITIOUS SIDING - 533 SF - 56%

REMICK ARCHITECTURE
 315 MADISON ST. NASHVILLE, TN 37208
 REMICK@REMICKARCH.COM | 615.305.2335



SUGAR HILL - RETAIL SHELL
 RA PROJECT #2323
 BAILEY AVENUE
 SUGAR HILL, GA 30518

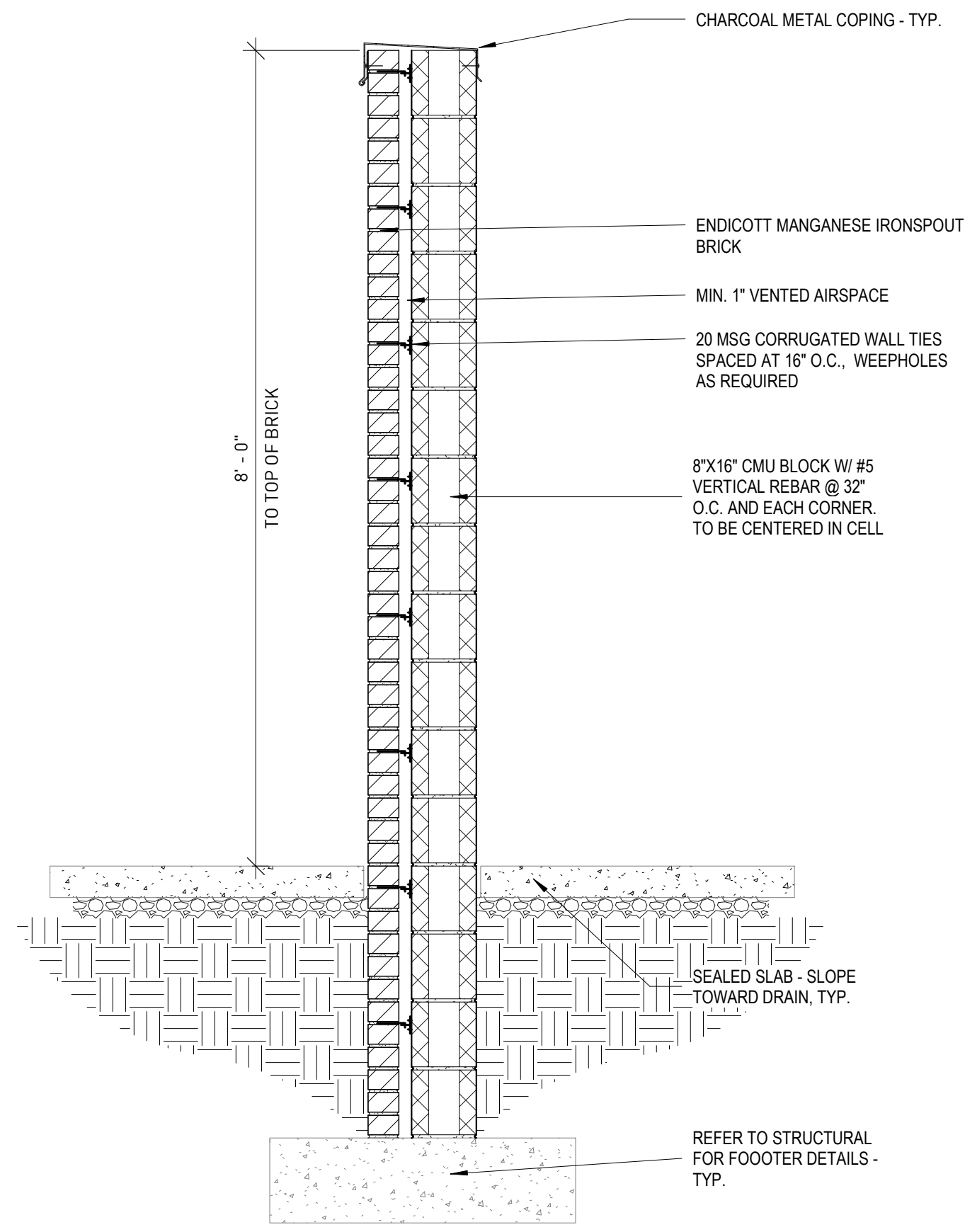
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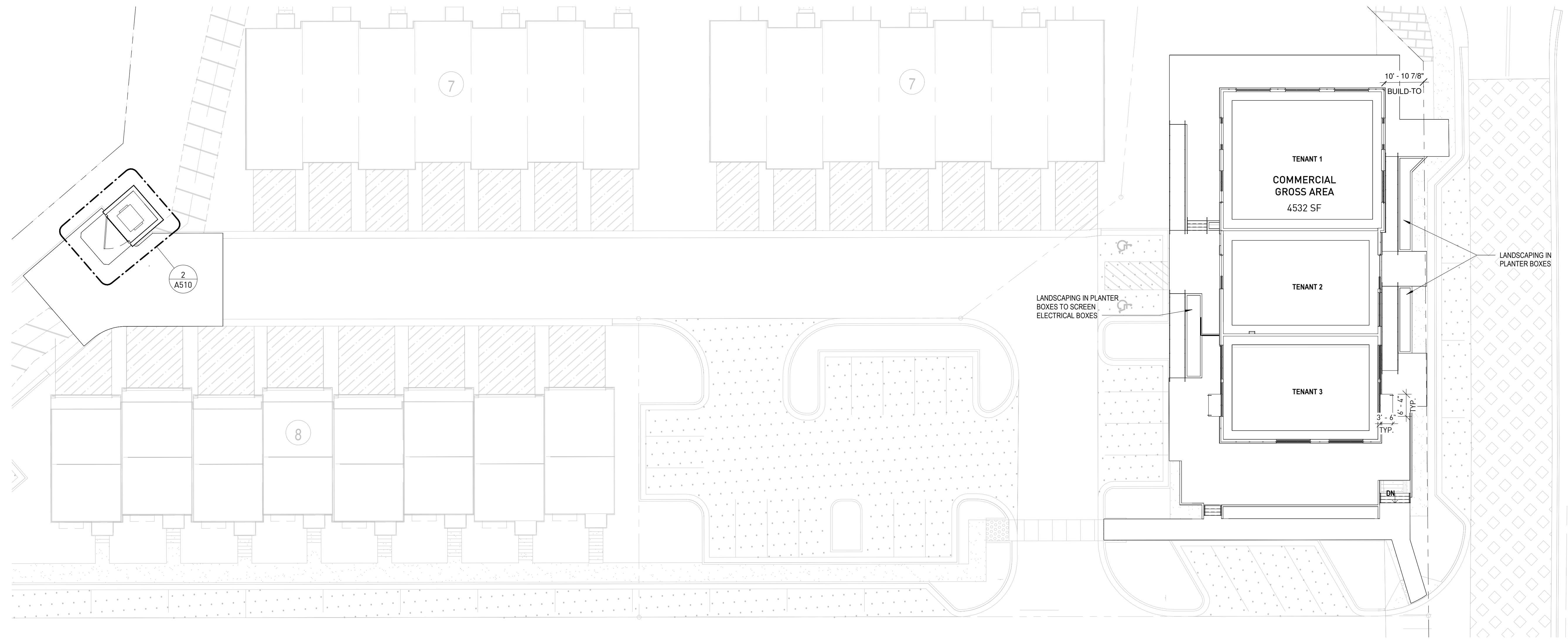
PRESENTATION ELEVATIONS

A900

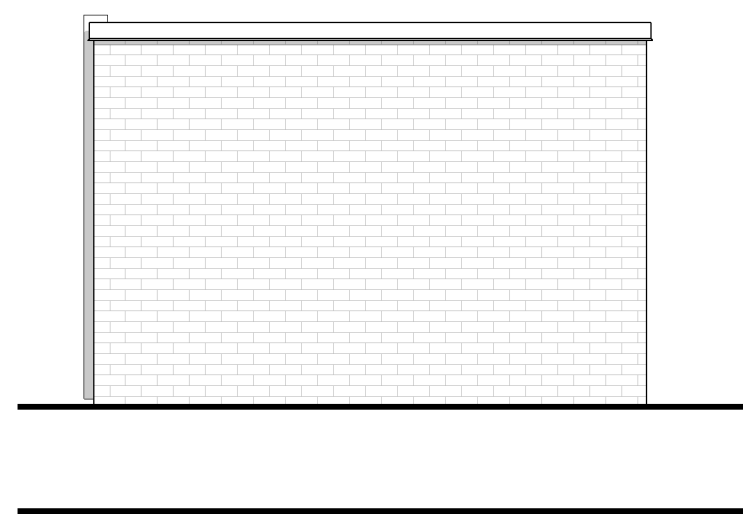
DESIGN DEVELOPMENT
10/04/2024



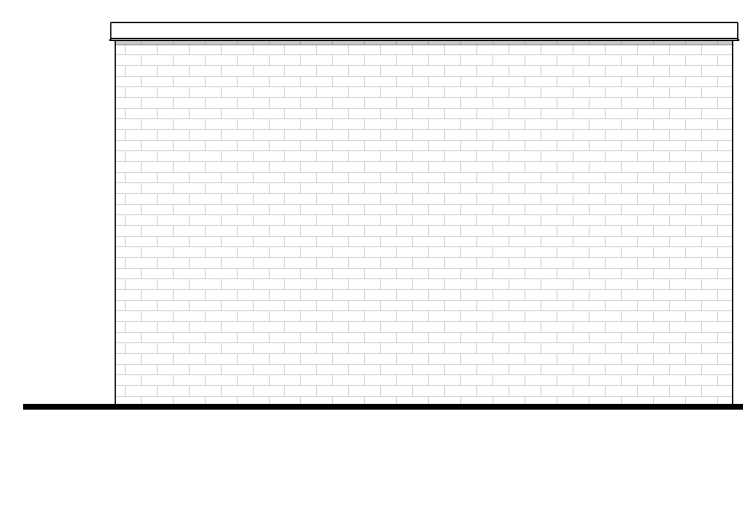
7 DUMPSTER SECTION
3/4" = 1'-0"



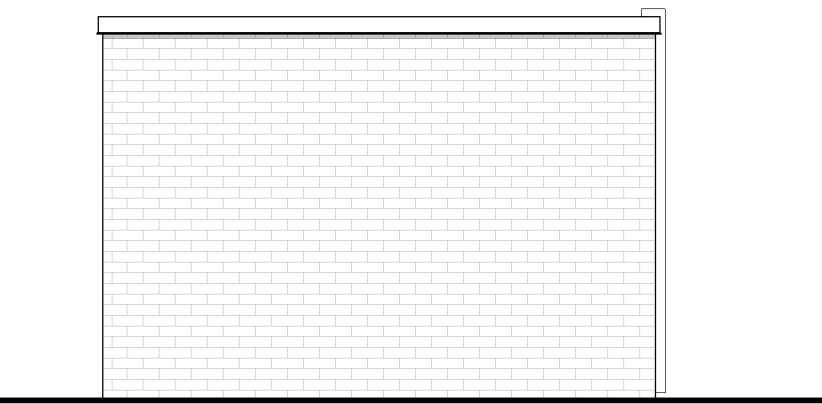
1 SITE PLAN DUMPSTER
1/16" = 1'-0"



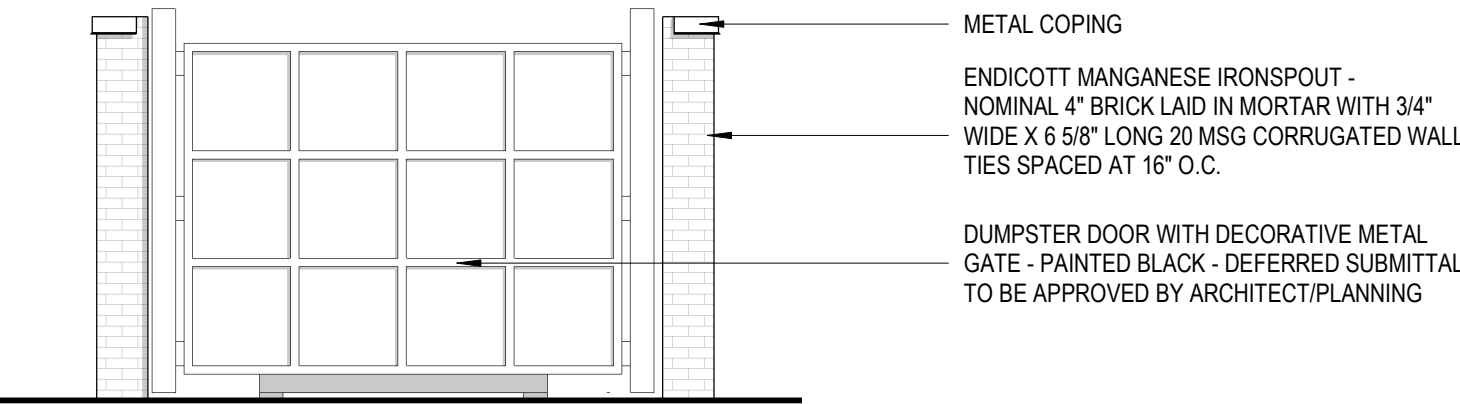
3 DUMPSTER ELEVATION
1/4" = 1'-0"



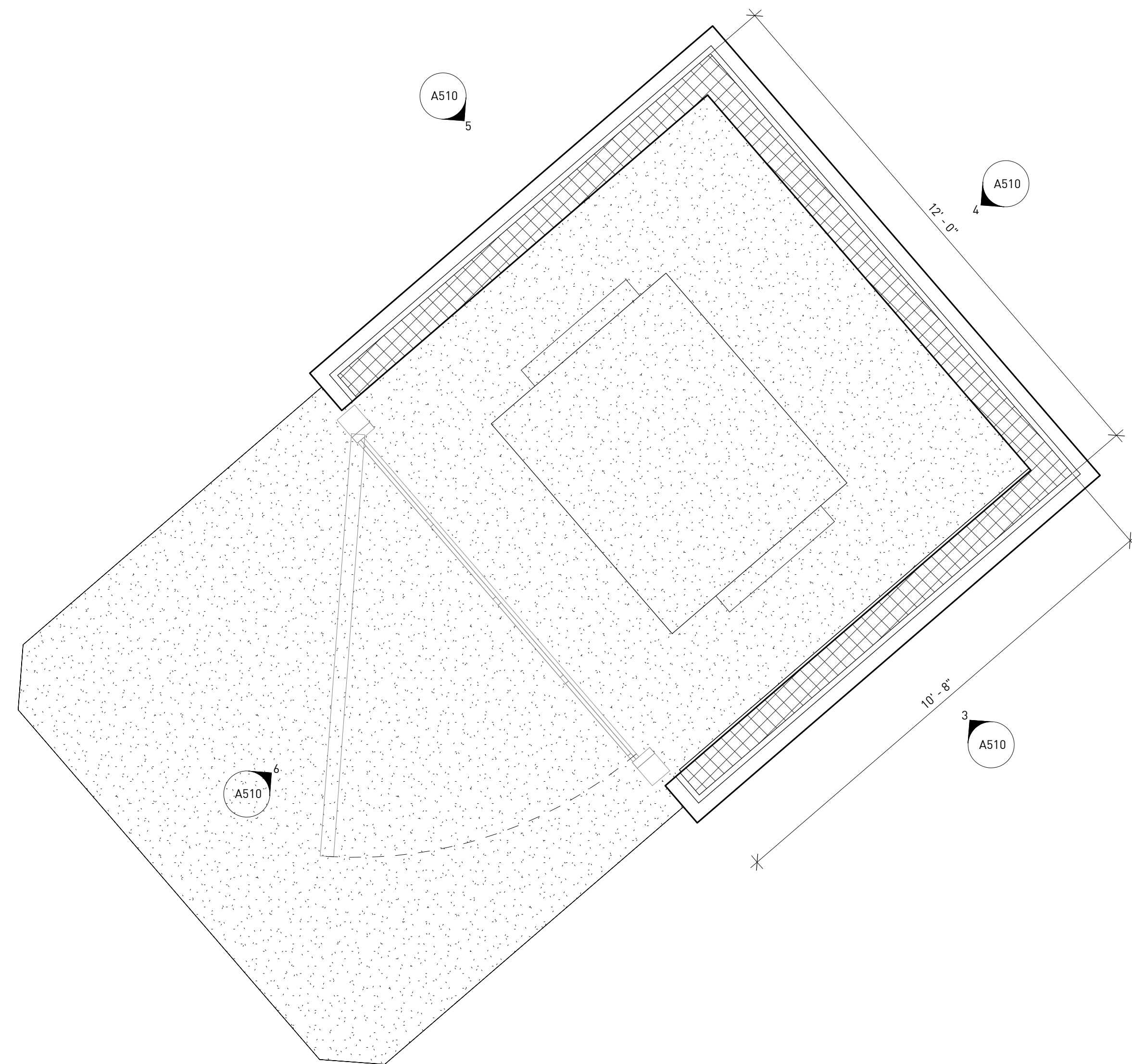
4 DUMPSTER ELEVATION
1/4" = 1'-0"



5 DUMPSTER ELEVATION
1/4" = 1'-0"



6 DUMPSTER ELEVATION
1/4" = 1'-0"



2 DUMPSTER PLAN
1/2" = 1'-0"

REVISION SCHEDULE		
DELTA	DESCRIPTION	DATE

PRELIMINARY - NOT FOR CONSTRUCTION

SITE DETAILS

A510
DESIGN DEVELOPMENT
10/04/2024

Retail Landscape Plan

