

City of Sugar Hill
Planning Staff Report
CBD Design Review 26-002

DATE: March 30, 2026
TO: Mayor and Council, Design Review Board
FROM: Planning Department
SUBJECT: Central Business District (CBD) Design Review
5033 West Broad Street, Sugar Hill Tax Parcel R7291-346

RECOMMENDED ACTION

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

- 1) Final design shall substantially resemble the attached exhibits 1-6.

REQUEST The City of Sugar Hill has submitted a design review application to City Council requesting approval for construction of a 29,000 SF office and retail building located within the Central Business District (CBD) at 5033 West Broad Street.

DISCUSSION

- The proposed building will be located in front of the City Hall parking deck, located roughly on the existing asphalt parking area.
- An approximately 29,000 square foot structure. This includes three full above-ground levels and a partial rooftop level with outdoor area.
- Proposed uses include offices and restaurants.
- The rooftop level is set back from the street in accordance with Section 1002.E.2.I.
- Fifteen parking spaces will be displaced by this project. Based on zoning requirements, the project would require an estimated 207 spaces at peak times. However, a recent downtown parking analysis demonstrates an average daily surplus of 235 spaces downtown.
- The existing dumpster will be relocated to Temple Street adjacent to the mechanical yard.

APPLICANT: City of Sugar Hill / Eric Richards

PROPERTY OWNER: City of Sugar Hill

EXISTING ZONING: General Business

REQUEST: Design review approval

PROPERTY SIZE: ± .16 Acres, Tax Parcels # R7291-346

LOCATION: 5033 West Broad St.

DESIGN REVIEW CRITERIA

03/30/2026

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

The project is consistent with CBD guidelines for multi-tenant buildings.

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

The project is consistent with surrounding structures in terms of use and architecture.

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.

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

No, the project complies with standards of the ordinance.

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, it is appropriate per the ordinance.

DESIGN REVIEW APPLICATION

 Town Center Overlay x Central Business District

APPLICANT INFORMATION

Name: Eric Richards (Market District Development) Address: 8256 Main St
Phone: _____ Woodstock, GA
Fax: (678) 714-8145
Email: eric@marketdistrictdevelopment.com

PROPERTY OWNER INFORMATION

Name: City of Sugar Hill c/o SHDDA Address: 5039 West Broad Street
Phone: (770) 945-6716 Sugar Hill GA 30518
Fax: (678) 714-8145
Email: pradford@cityofsugarhill.com

CONTACT INFORMATION

Name: Paul Radford Phone: (770) 945-6716
Fax: (678) 714-8145 Email: pradford@cityofsugarhill.com

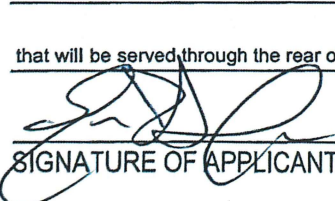
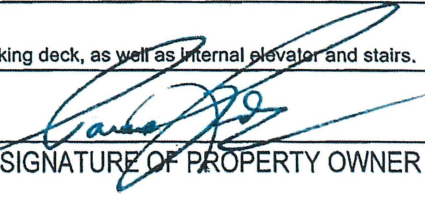
If multiple property owners, all property owners must fill out separate applications.

PROPERTY INFORMATION

Parcel Number: 7291 346 (portion of)
Address: 5033 West Broad Street, Sugar Hill GA 30518
Present Zoning: BG Acreage: approx 0.16 acres

REQUEST, please give a brief description of the request:

We are requesting approval of a three story commercial building to be placed on the front of the parking deck located at the
referenced property, with a partial fourth floor (pulled back to minimize visibility from the street), as well as a basement level
that will be served through the rear of the building via the parking deck, as well as internal elevator and stairs.

 2/27/20  2/27/20
SIGNATURE OF APPLICANT DATE SIGNATURE OF PROPERTY OWNER DATE

CONFLICT OF INTEREST CERTIFICATION

The undersigned below, making application for a Variance has complied with the O.C.G.A. § 36-67A, et. Seq., Conflict of Interest in Zoning Actions and has submitted or attached the required information on the forms provided. Title 36 relates to disclosure of financial interest, campaign contributions, and penalties for violating O.C.G.A.

<u>[Signature]</u>	<u>3/2/26</u>	_____	<u>1/1</u>
Signature of Applicant	Date	Signature of Applicant's Attorney	Date
<u>Dr. Eric Richards, Manager</u>		_____	
Type or Print Name and Title		Type or Print Name and Title	
<u>Dreamadms</u>	<u>3/2/26</u>	_____	<u>1/1</u>
Signature of Notary Public	Date	Signature of Notary Public	Date

DISCLOSURE STATEMENT

Nothing in Chapter 36 of O.C.G.A. shall be construed to prohibit a local government official from voting on a zoning decision when the local government is adopting a zoning ordinance for the first time or when a local government is voting upon a revision of the zoning ordinance initiated by the local government pursuant to a comprehensive plan as defined in Chapter 70 of this title.

- No, I have not made any campaign contribution to City Officials voting on this application exceeding \$250.00 in the past two years.
- Yes, I have made campaign contributions to City Officials voting on this application exceeding \$250.00 in the past two years.

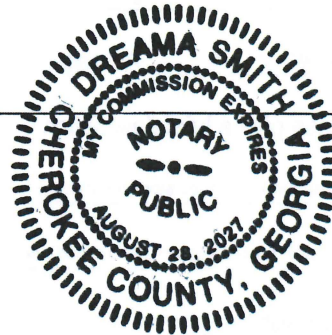
To Whom: _____ Value of Contribution: _____ Date of Contribution: _____

I have read and understand the above and hereby agree to all that is required by me as the applicant.

<u>[Signature]</u>	<u>3/2/26</u>	<u>DR. ERIC J. RICHARDS</u>
Signature of Applicant	Date	Applicant Type or Print Name

Personally appeared before me who on oath disposes and says that the above is true and to the best of his or her knowledge and belief.

<u>Dreamadms</u>	<u>3/2/26</u> (NOTARY SEAL)
Notary Public Signature	Date



AUTHORIZATION BY PROPERTY OWNER

I, Paul Radford, being duly sworn upon his/her oath, being of sound mind and legal age deposes and states; that he/she is the owner of the property which is the subject matter of the attached applications, as is shown in the records of City of Sugar Hill, Sugar Hill, Georgia.

He/She authorizes the person named below to act as applicant in the pursuit of a Variance of this property.

I hereby authorize staff of the City of Sugar Hill, Department of Planning and Development to inspect the premises, which is the subject of this application.

APPLICANT INFORMATION

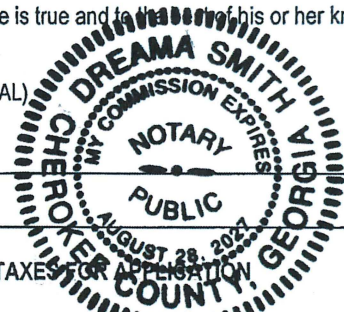
Name: Eric Richards Address: 8256 Main St
Phone: 6785251030 Woodstock, GA
Fax: _____
Email: brandonhembree@cityofsugarhill.com

[Signature] EJR [Signature] 2/27/26
SIGNATURE OF APPLICANT DATE SIGNATURE OF PROPERTY OWNER DATE
Eric Richards 3/2/26 Paul Radford 2/27/26
APPLICANT TYPE OR PRINT PROPERTY OWNER TYPE OR PRINT

Personally appeared before me who on oath disposes and says that the above is true and to the best of his or her knowledge and belief.

[Signature] 3/2/26
Notary Public Signature Date

(NOTARY SEAL)



VERIFICATION OF CURRENT PAID PROPERTY TAXES FOR APPLICATION

The undersigned below is authorized to make this application. The undersigned certifies that all the City of Sugar Hill property taxes, billed to date for the parcel listed below have been paid in full. In no case shall an application or reapplication for rezoning/variance be processed without such property verification.

*NOTE: A separate verification for must be completed for each tax parcel included in the Variance request.

Tax Parcel Number: 7291 346B
[Signature] 2/27/25 Eric Richards
SIGNATURE OF APPLICANT DATE TYPE OR PRINT NAME

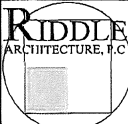




REVISIONS	
#	DATE

A NEW BUILDING FOR:
THE SUGAR HILL GANG

SUGAR HILL, GEORGIA



AMERICAN INSTITUTE OF ARCHITECTS
1481 HODGES MILL ROAD
WATKINSVILLE, GA 30677
(404) 285-8646

TITLE: PROPOSED FRONT ELEVATION
JOB #: 2506
DATE: 02.26.25
SHEET #

A2

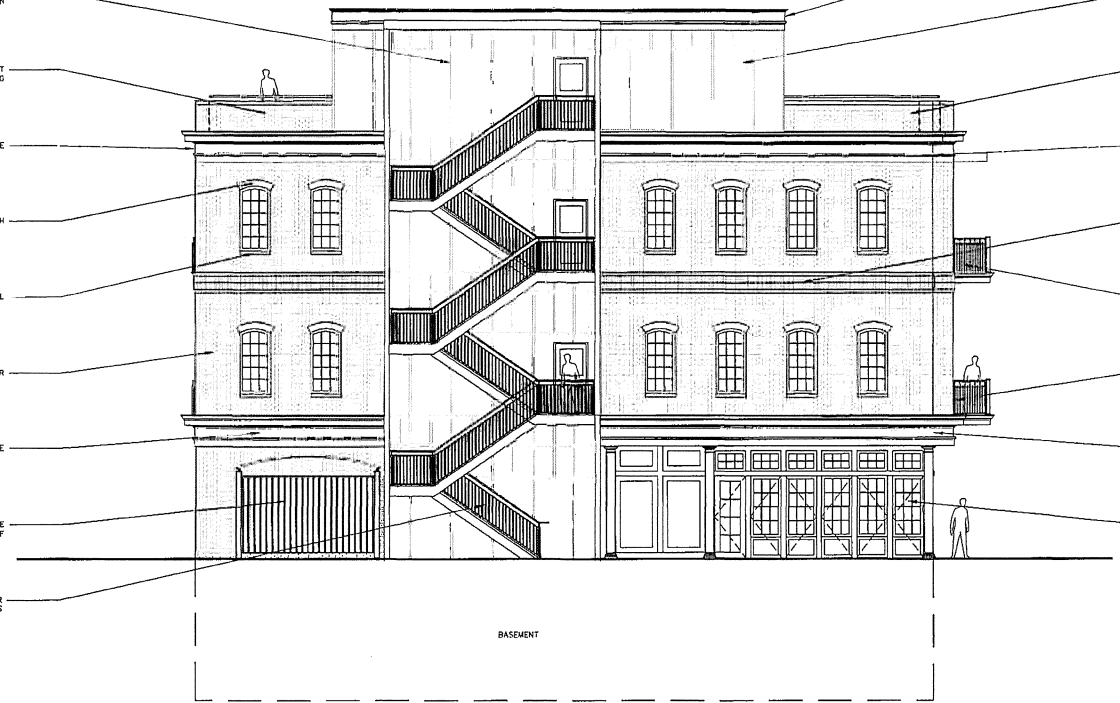
1
A2 PROPOSED FRONT ELEVATION
SCALE: 3/16" = 1'-0"

TYPICAL NOTES:

- HARDIE FRIEZE
- HARDIE BOARD AND BATTEN
- BRICK PARAPET W/CUT STONE COPING
- EPS CORNICE
- CUT STONE JACK ARCH
- CUT STONE SILL
- BRICK VENEER
- HARDIE ENTABLATURE
- DUMPSTER ENCLOSURE W/ METAL ROOF
- METAL GRESS STAIR METAL GUARDRAILS

TYPICAL NOTES:

- HARDIE FRIEZE
- HARDIE BOARD AND BATTEN
- BRICK PARAPET W/CUT STONE COPING
- EPS CORNICE
- BRICK ACCENT BAND
- METAL GUARDRAIL
- METAL GUARDRAIL
- HARDIE ENTABLATURE
- TUSCAN STYLE WINDOW & HARDIE STORE FRONT W/ACCORDION DOORS



1
A3 PROPOSED LEFT SIDE
SCALE: 3/16" = 1'-0"

REVISIONS	
#	DATE

A NEW BUILDING FOR:

THE SUGAR HILL GANG

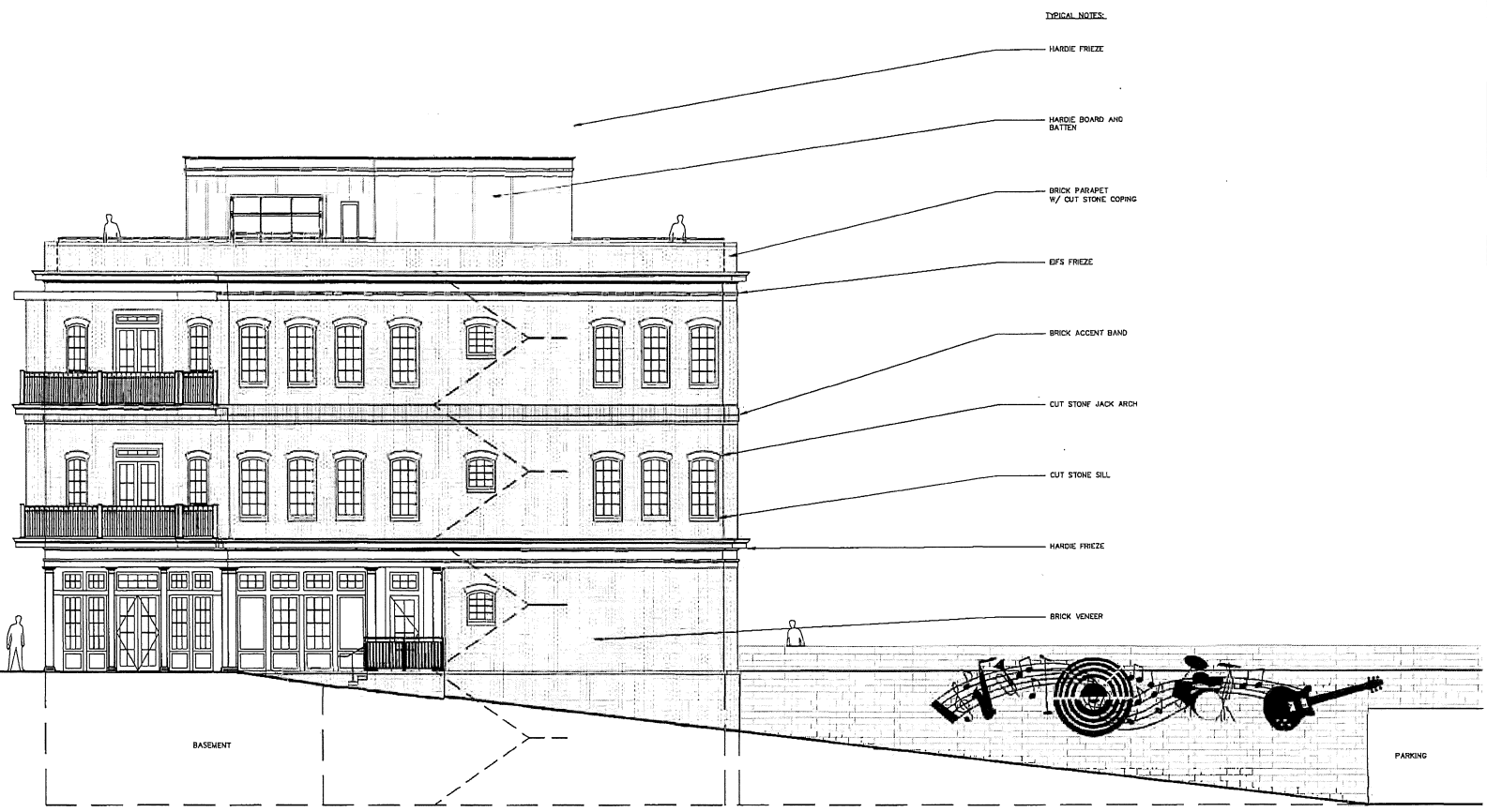
SUGAR HILL, GEORGIA



AMERICAN INSTITUTE OF ARCHITECTS
1481 HODGES MILL ROAD
WATKINSVILLE, GA 30677
(404) 285-8646

TITLE: PROPOSED LEFT SIDE
JOB #: 2506
DATE: 02.24.25

SHEET #
A3



- TYPICAL NOTES:
- HARDIE FRIEZE
 - HARDIE BOARD AND BATTEN
 - BRICK PARAPET W/ CUT STONE COPING
 - EIFS FRIEZE
 - BRICK ACCENT BAND
 - CUT STONE JACK ARCH
 - CUT STONE SILL
 - HARDIE FRIEZE
 - BRICK VENEER

1
A4 PROPOSED RIGHT SIDE
SCALE: 3/16" = 1'-0"

REVISIONS	
#	DATE

A NEW BUILDING FOR:

THE SUGAR HILL GANG

SUGAR HILL, GEORGIA



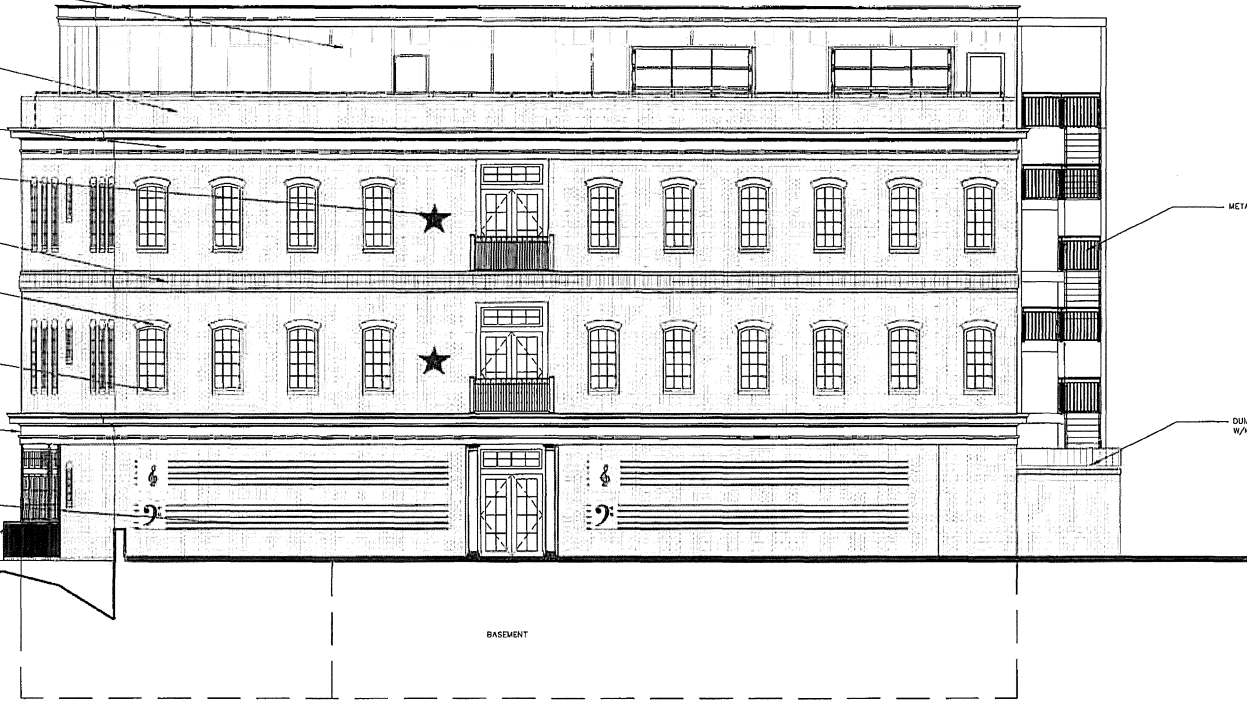
AMERICAN INSTITUTE OF ARCHITECTS
1481 HODGES MILL ROAD
WATKINSVILLE, GA 30677
(404) 285-8646

TITLE: PROPOSED RIGHT SIDE
JOB #: 2506
DATE: 02.26.25

SHEET #
A4

TYPICAL NOTES:

- HARDIE FRIEZE
- HARDIE BOARD AND BATTEN
- BRICK PARAPET W/OUT STONE COPING
- EIPS CORNICE
- ORNAMENTAL STAR PATTERNS
- BRICK ACCENT BAND
- CUT STONE JACK ARCH
- CUT STONE SILL
- HARDIE ENTABLATURE
- PAINTED MURAL ON BRICK VENEER (BY LOCAL ARTIST)



METAL STAIR CASE

DUMPSTER ENCLOSURE W/METAL ROOF

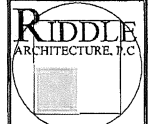
1
A5 PROPOSED REAR ELEVATION
SCALE: 3/16" = 1'-0"

REVISIONS	
#	DATE

A NEW BUILDING FOR:

THE SUGAR HILL GANG

SUGAR HILL, GEORGIA



AMERICAN INSTITUTE OF ARCHITECTS
1481 HODGES MILL ROAD
WATKINSVILLE, GA
30677
(404) 285-8646

TITLE: PROPOSED RIGHT SIDE
JOB #: 2506
DATE: 02.26.25

SHEET #
A5

February 27, 2026

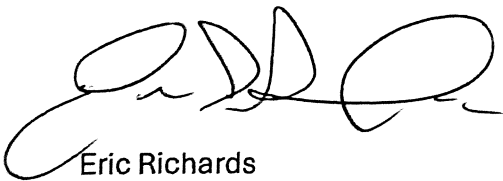
City of Sugar Hill

5039 W. Broad St

Sugar Hill, GA 30518

RE: Market District Sugar Hill Project

Developer (Market District Development LLC) has proposed to provide a development plan on approximately 6,000 square feet for a mixed-use development with uses envisioned to include office space, retail commercial, and restaurant space with the building containing no more than three (3) floors with a roof-top restaurant experience as a fourth floor with reduced footprint (the "Project") consistent with the goals and objectives of the property owner. The design review application is submitted separately.

A handwritten signature in black ink, appearing to read 'Eric Richards', with a large, stylized flourish extending from the end of the signature.

Eric Richards

Partner

Market District Development, LLC