



DESIGN REVIEW BOARD FEBRUARY 21, 2020

ALPHARETTA CITY HALL
COUNCIL CHAMBERS
2 PARK PLAZA
8:30 AM

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I. WORKSHOP

II. CALL TO ORDER

III. ROLL CALL

- Richard Kramer, Chair
- Roger Brown, Vice-Chair
- Pat Corkill (Absent)
- Richard Owens
- Holly Palmer
- Katie Rocco
- Frank Schwing
- Tom LeCain (Alternate Absent)
- Kim Matherly (Alternate Absent)

Staff Present:

- Bret Schroeder, Zoning Enforcement Manager
- Elle Taylor, Planning and Zoning Coordinator

IV. PLEDGE TO THE FLAG

V. ITEMS FROM STAFF

VI. ITEMS FROM BOARD MEMBERS

1. DRB Meeting Minutes of January 16, 2020

❖ Board Member Rocco offered a motion to defer

- The motion received a second from Board Member Palmer
- The motion was approved by a vote (6-0)

VII. PUBLIC HEARING

1. DRB20005 Indiehouse Modern Fragrance Bar 26 Old Roswell St

Applicant presented review of signage.

- Brought paint samples for Front Entry Logo
- Black Aluminum painted letters
- Freestanding Individual metal letters
- Front Lit with LED strip attached to painted aluminum base
- Hanging Sign – (Optional)
 - Located next to front door
 - Above 8'
 - Higher than the light fixture

❖ Vice- Chair Brown offered a motion to approve signage as presented today

- The motion received a second from Board Member Rocco
- The motion was approved by a vote (6-0)

2. DRB20008 Where's the Scoop

26 Old Roswell St

Applicant presented review of signage

- Brought example of letter
- Internally lit
- Will sit on raceway
- Mounting details – between gutter line and roofline
- “Dessert Bar” is on same plan but pushed back farther
- Staff showed that detail on paper is incorrect

- Applicant pointed out “step tiered”
 - Staff suggested separating “Dessert Bar” and hanging under the gutter
 - The intent is for “Where’s the Scoop” to be in line with “Indie House”
- ❖ Board Member Palmer offered a motion to approve the signage as discussed today where “Where’s the Scoop” is mounted similar to the Indie House Modern Fragrance Bar and the “Dessert Bar” portion is mounted separately below the “Where’s the Scoop” below the gutter as we discussed today
 - The motion received a second from Board Member Rocco
 - The motion was approved by a vote (6-0)

3. DRB190047 Stonewalk Alpha III LLC 11760 Haynes Bridge Rd review

Board Member Owens recused himself from this Application as he was not a Board Member at initial hearing.

Applicant presented review of colors and signage

- Storefront Aluminum System
- Distance between floor and ceiling of the building
- Color of the Building
 - Darker colors are the trim
 - End of building darker colors
- Canopy
- Center State Bank would like to remove the wing walls and replace them with a Storefront Aluminum System. Staff believes they would be open to putting an 18” or reasonable height kick plate at the bottom.
- Applicant stated Bank wants more open light.
- Staff stated existing wing walls are a little tall but to remove them requires DRB approval
- Staff stated different heights could help create differences in tenant buildings
- DRB stated that at the last meeting the discussion was to keep as much unpainted brick as possible and gray accents behind the signage. DRB does not feel the painted brick works with the rest of the shopping center. Needs more details. Would like accents/banding around the building to be putty gray color similar to Urban Hardware. Existing red brick to would remain, awnings will be flat black and white goes to gray.
- Staff thought painting brick might help with look of “striping”.

- There was more discussion of striping and gray color
- There was discussion that DRB did not have a consensus of not painting the brick.
- DRB discussed separation of each building by using separate storefronts.
- Staff showed “ BurgerFi” building as an example
- Downtown Guidelines do not allow glass storefronts in historic buildings
- DRB stated the building needs more interest
- Staff gave suggestions on how to provide differentiation of businesses including changing the roofline
- ❖ Board Member Palmer offered a motion to deny the Application as presented today
- The motion received a second from Board Member Rocco
- The motion was approved by a vote (5-0)

Chairman Kramer called a 20 minute lunch recess.

4. **DRB200002 Thrive 10 Roswell / 44 Milton Ave**

Applicant presented review of exterior signage for THRIVE and TST

- ❖ Board Member Schwing offered a motion to approve as presented today
- The motion received a second from Vice Chair Brown
- The motion was approved by a vote (6-0)

5. **DRB190007 Fulton Science Academy 3035 Fanfare Way**

For this item Roger Brown served as Chair as Chairman Kramer was not eligible to participate. Richard Owens was also not eligible to participate.

Applicant presented review of revised elevations.

- Precast panels were miscast from what was previously approved
- Presented 2 options with different corners
- Preferred option is to let them keep what was cast
- Showed previous approval

After discussion on options:

- ❖ Board Member Schwing offered a motion to approve as presented today and for clarification that is the ones labeled Metromont Casting Error with no revisions
- The motion received a second from Board Member Rocco
- The motion was approved by a vote (4-0)

Chairman Kramer called a brief recess

Chairman Kramer called the meeting back to order.

6. DRB20007 Chick-fil-A 6085 North point Pky

Applicant presented review of new construction:

- **Site Plan** presented has a retaining wall which was not on Site Plan presented to Council
- **Building Elevations**
 - Presented samples of 2 colors of brick
 - Dark Bronze Metal
 - Nichiha Siding
 - Grout will match brick
 - Awnings – Showed samples
 - Showed location of materials
 - Materials of Trellis
 - Glass
 - Fenestration
 - Trash enclosure
- **Monument Sign** – Presented Option B at the Meeting
Page A
 - Staff reminded Board of Northpoint Overlay Design Guidelines desire for uniqueness
 - DRB liked the sign the look of the recessed “Chicken head” Logo but Staff was not in favor of putting a 5” letter on Corten Steel Sign. It takes away from feel of Corten Steel

Applicant:

- Reverse lighted channel letter to stand off of the Corten Steel to give a soft glow

- Will not be a front lit traditional acrylic letter
- To make is more visible to passing cars
- 2 Locations on Site Plan "A" on North Point Court and North Point Pky
- Existing Bus Stop Sign to remain
- DRB asked why letters are 5" thick. Applicant stated it is needed to disperse light correctly. Applicant offered to "work it down" to 3" letter which is what is on wall signs
- Staff suggested edge lit letters so that the letter could be an inch to inch and a half
- Staff stated 10' by 14' long sign would be very visible. Applicant replied Corten Steel would be visible but not the brand
- Discussion of recessed logo with regard to its thickness
- Staff suggested a thicker piece of corten steel with Chick fila Log cut out left open with nonilluminated letters on both sides and ground lit would be unique
- Staff showed other non-illuminated Chick-fil-A Signs at other locations
- If Chicken Head is counted as branding then it has to be counted as part of the sign
- DRB asked for letters to go from 5" to 3"
- Staff stated use of materials is good but not design of sign if we are trying to achieve uniqueness, betterment of signage in North Point Ecco District
- Applicant proposed removing the applied textured logo from the "skin" and reduce the letters to 3" depth
- DRB did not want "Chicken Head" removed
- Staff suggested reducing the entire 10' by 14' wide sign to come closer to 32sf with edge lit, push thru letters. A 144sf sign is massive.
- Staff stated even with removal of applied textured logo the sign does not meet code
- Applicant stated largest code allowed sign is more important to them than branded icon.

- DRB thought this sign is over scaled, doesn't fit the area.
- Applicant stated this was scaled with negative script factor to give correct visual appeal
- Staff stated this current sign does not meet our code.
- There was discussion on sign calculations
- DRB has not seen these measurements.
- DRB suggested leaving the recessed logo and removing lettering.
- Applicant stated the client would not approve the sign without the Chick-fil-A Brand
- Applicant read the Condition concerning sign
- DRB stated letters meet the code but size of Corten Steel does not
- DRB discussed scaling down the entire sign
- **Wall Signage**
 - Reverse Lit Channel Letters
- **Landscaping**
 - Applicant stated requirements are being met
 - Discussed Tree Saves
 - Landscape Strips
 - Street Trees
 - Discussed Adjacent Property Landscape

❖ Vice- Chair Brown offered a motion to approve the Site Plan in Concept

- The motion received a second from Board Member Palmer
- The motion was approved by a vote (6-0)

- ❖ Board Member Schwing offered a motion to approve building elevations and materials as presented today
 - The motion received a second from Board Member Rocco
 - The motion was approved by a vote (6-0)

- ❖ Vice Chair Brown offered a motion to approve the Photometrics as presented today
 - The motion received a second from Board Member Owens
 - The motion was approved by a vote (6-0)

- ❖ Board Member Schwing offered a motion to approve the Building Signs as presented today
 - The motion received a second from Vice Chair Brown
 - The motion was approved by a vote (6-0)

- ❖ Vice Chair Brown offered a motion to defer the Monument Sign
 - The motion received a second from Board Member Palmer
 - The motion was approved by a vote (6-0)

Staff asked the Applicant if they were clear on DRB discussion regarding the Monument Sign.
Applicant stated they were.

- ❖ Board Member Owen offered a motion to approve the Landscape Plan as presented
 - The motion received a second from Board Member Rocco
 - The motion was approved by a vote (6-0)

There was discussion that Bench and receptacles are part of Landscape Plan and Photometrics includes Building Lighting.

7. DRB200006 Cube Smart 411 South Main St

Applicant presented review of exterior colors

- Presented sample board of paint colors
- New branding colors
- No new materials, only painting the building
- DRB did not think proposed looked as good as existing. Loses architectural appeal
- Roof and Sign to remain as existing
- DRB suggested bottom dark gray, insets light gray, window trims, banding white, light gray on top add new awnings, roof ladder to match bottom
- DRB prefers existing building
- DRB showed Cube Smart in Milton
- ❖ Board Member Palmer offered a motion to deny the exteriors as presented today
- The motion received a second from Board Member Rocco
- The motion was approved by a vote (6-0)

9. DRB200009 Cornerstone Mortgage 41 Marietta St review

Applicant presented review of exterior elevations

- Discussed current elevation
- Showed location of building
- Want flexibility to partition space into smaller suites
- Intent is to “peel off existing brick and mansard roof” and revise façade
- Left side will not be bricked. Owner may consider remodeling in Phase II for Alpha Loop
- Mechanical units in rear, screened by the building
- Painted sign on side of building will be brought back to DRB
- What is being presented today is revised to incorporate Downtown Guidelines
- Added kick plates
- Segmented brick arches
- Black Metal Awnings
- 2 bands of soldier course brick

- Entire façade painted white (SW 2457 Basalt Powder)
 - Bricking columns around the door in the middle will be brick
 - Discussion of view behind 5 Arched windows
 - Keeping brick without painting is not an option for Applicant
 - DRB requested addition of a parapet cap
 - Black metal sconces with dark plate
- ❖ Board Member Schwing offered a motion to approve exterior elevations and materials as presented with the clarification that the Applicant will add a parapet cap
 - The motion received a second from Board Member Owens
 - The motion was approved by a vote (6-0)

10. DRB200010 KBBQ on Fire

2500 Old Milton

Applicant presented review of signage

After discussion of options:

- ❖ Board Member Rocco offered a motion to approve an exterior sign removing the flame, having the letters KBBQ be black similar to what is on the temporary sign and leaving "FIRE" in the red color as presented today
- The motion received a second from Board Member Palmer
- The motion was approved by a vote (6-0)

There was discussion that the motion included both signs.

11. DRB20004 Willis Chiropractic

317 North Main St

Applicant presented review of signage

There was discussion of:

- DRB thought yellow background is too bright
 - Applicant stated sign does not show up on white background
 - Need to change location of sign due to GDOT project on Hwy 9
- ❖ Vice Chair Brown offered a motion to defer
 - The motion received a second from Board Member Schwing
 - The motion was approved by a vote (6-0)

Staff offered to call sign person and get back to Mr. Willis.

VIII. ADJOURNMENT