



DESIGN REVIEW BOARD FEBRUARY 19, 2021

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

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Please note that, due to ongoing efforts to encourage "social distancing" in response to the COVID-19 pandemic, this meeting was conducted virtually using Zoom Meetings. This platform allowed for the public and media to attend the meeting just as they could any other regular Design Review Board Meeting but do so from a computer or telephone

I. WORKSHOP

II. CALL TO ORDER

Chairman Kramer called the meeting to order at 9:11 a.m.

III. ROLL CALL

Board Members Present

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

Staff Present

- Bret Schroeder, Zoning Enforcement Officer
- Elle Taylor, Planning & Zoning Coordinator

IV. PLEDGE TO THE FLAG

Chairman Kramer called a led a moment of silence in honor of front-line workers during the pandemic.

V. ITEMS FROM STAFF

VI. ITEMS FROM BOARD MEMBERS

1. DRB Meeting Minutes of January 15, 2021

- ❖ Board Member Rocco offered a motion to approve with corrections noted in the conversation
 - Vice Chair Brown seconded the motion
 - The motion was approved (7-0)

VII. PUBLIC HEARING

1. DRB210008 Vet Emergency Group 2725 Old Milton Pky

Applicant presented review of signage.

- Illuminated channel letters on building
 - Replacing bottom panel on existing monument sign
 - Staff suggested only having lettering light at night on opaque background
 - Discussion on “push thru” or acrylic plus
 - Monument sign is ground lit
 - Attempt to match up background of two panels. Applicant stated they will be the same
 - Put raised lettering? 3 dimensional?
 - ½ inch raised pin letter
 - Logo is raised also – 3D look
- ❖ Board Member Schwing offered a motion to approve the building sign as submitted and the monument sign with the condition that the letters be ½ inch raised pin letters vs. applied vinyl letters with final approval by Staff
 - Board Member Owens seconded the motion
 - The motion was approved (7-0)

2. DRB210007 Alpharetta FUMC 69 North Main St

Applicant presented review of signage

North Main St Elevations

- All aluminum letters, painted, two layers for logo portion

- Spacing between letters and columns is 180" leaves 61/2 inches. DRB thinks it looks squeezed in there.
- Would be right above the keystone (Applicant) pin mounted letters.
- Needs to be scaled down to width of window Cumming St Elevations
- Stacked in center of new portion of building. Reverse channel lit letters.
- Discussion of spacing – DRB thinks they need a foot of space on each side
- Color of AM Center red is very bright. Large AM in the slide is the better complement. Applicant said it is more of a maroon color.
- Panels sign reds are a striking color
 - AMC 200C needs to be approved by staff

Cumming St Elevations

- Similar construction
 - Stacked and centered in new portion of the building
 - More spacing on this elevation
 - Color of larger AM is different tone than red in the center. Red in the center photo is very bright. PMS color 200C should be submitted to Staff for approval
 - Applicant stated large AM will be more of a maroon color.
- ❖ Board Member Owens offered a motion to approve as submitted with the comment about color submittal to Staff
- Board Member Palmer seconded the motion
 - The motion was approved (7-0)
- ❖ Board Member Schwing offered a friendly amendment for the Main St side sign to have a width similar to the window and on the Cumming Street side we ensure that the sign has at least one ft of space between the sign and the columns
- Board Member Owens accepted
 - The motion with the friendly amendment was approved (7-0)

3. DRB210003 Passador Brazilian Steakhouse 2355 Mansell Rd

Applicant presented review of exterior paint color change and signage

There was discussion of:

- Sherwin Williams color white, already painted
- New signage in existing locations
- Accented crown molding brown
- Awnings, canopies remain
- Cap on monument sign will be painted to match building
- Dumpster gates will be repainted
- Landscape to be evaluated by Applicants landscape architect and report back to Staff
- Halo glow sign with light coming from behind
- Monument sign currently does not meet NP Guidelines but is existing. Background will be 6320 with log in white, cap left as original color, Matches trim on building
- 6330 is called Bravado Red. DRB though it looked very red. Applicant stated it is meant to

match building. He may have given wrong color number. It is meant to match dark window trim, shutters of building.

- Staff – existing mirrors do not go with the look of the building. Suggested painting white. Applicant suggested filming opaque or white
- DRB suggested painting background of monument sign white

❖ Vice-Chair Brown offered a motion to approve the elevation change to white as shown in the application with the conditions of

1. Mirrors will have a white film application put over the mirrors
 2. Dumpster gate wood needs to be painted to match (existing)
 3. Applicant will also touch up the white on the building which is behind and around the existing building sign
- Board Member Schwing seconded the motion
 - The motion was approved (7-0)

❖ Board Member Schwing offered a motion to approve the monument sign as submitted with the following conditions

1. Background on monument sign will be painted white to match the building
 2. Applicant will have the landscape evaluated by landscape architect or arborist and submit to Staff for approval
- Board Member Corkill seconded the motion
 - The motion was approved (7-0)

There was discussion of color of monument sign during the motion.

Chairman Kramer called a recess at 10:07 a.m. and reconvened the meeting at 10:12 a.m.

4. DRB210006 Julio Jones Kia 10955 Westside Pkwy

Applicant presented review of exterior changes

Site Plan

- Building has not moved
- Removed building basement parking
- 2 tier parking structure above dealership
- East side changed to standard double stacked parking
- Car wash drive is not level around the building
- Relocated Dumpster behind corner of building
- Added parking at rear
- Discussion on views from Westside Way to back of building once the trees are removed. Applicant stated several hundred feet will remain in natural state

Landscape Plan

- Added plantings in rear
- Dogwoods along the street
- Applicant stated their streetscape theme is stand-alone

- Staff suggested thematic duplication of street trees at existing self-storage
- What is percentage of evergreen plantings in back? Applicant stated there is an evergreen screen in back
- Impervious Buffer – no man-made structures are allowed in the impervious setback. Applicant will adjust by LDP.
- Resubmittal L1.1 black and white does not match R-1
- Black mulch underneath ramp of parking structure is okay

Building Elevations

- Base is cast stone base. Will bring to Staff for approval
 - Open Air windows for parking structure
 - Cars will be fully hidden on roof
 - No vertical lighting, only security lighting
 - 3 sides brick, back stucco
 - View straight in main entrance of parking deck has lack of fenestration (A-2 view)
 - Previous elevation had a green wall. Applicant is open to that
 - Discussion of planting space at base of deck
 - Large mass of building needs to be broken up. Looks monotonous
 - Move evergreen landscaping in front of building. 3' tall, more mature at initial phase
- ❖ Board Member Schwing offered a motion to defer the site plan and building elevations & materials for Applicant to consider the comments from today which include the following:
 1. Address intrusion of the parking lot on the impervious setback
 2. The façade of parking deck and service area needs more variety
 - Board Member Rocco seconded the motion
 - The motion was approved (7-0)
 - ❖ Board Member Corkill offered a motion to defer landscape applicant shall revise to reflect our conversation regarding streetscape trees and theming the streets trees with proposed trees with those on existing corridor and revising landscape materials both in the island directly across from parking deck providing a heavier screen and at the base of the deck with evergreen screen plants and self-clinging vines
 - Board Member Owens seconded the motion
 - The motion was approved (7-0)
 - ❖ Vice- Chair Brown offered a motion to defer signage and photometrics to give applicant a chance to change photometrics plan to reduce where the foot candles go to 1' of property line
 - Board Member Rocco seconded the motion
 - The motion was approved (7-0)

5. DRB210005 Alpharetta Up on the Roof 33 South Main St Applicant presented review of exterior elevations

There was discussion of:

- Trellis
- Awnings
- Material Board
- Internal Roof drains
- Flooring
- Dedicated elevator to restaurant as well as service elevator
- Lighting system
- Location of exhaust fan below higher elevation of chimney

- ❖ Vice-Chair Brown offered a motion to approve elevations and lighting as presented today
 - Board Member Owens seconded the motion
 - The motion was approved (7-0)

6. DRB210004 Shake Shack 11780 Haynes Bridge Rd

Applicant presented a cursory review of new construction

There was discussion of:

- Online Drive-Thru
- Large Patio
- Parking Meets Code
- Stormwater Easement
- Monument sign in Existing Location
- Planting Strip between bank and this site. Applicant stated entire landscape strip will be redone
- Applicant stated dumpster enclosure will be fully screened
- Consider orientation for truck clearance
- Stormwater Detention is tying on to existing
- Submitted Revised Renderings dated 2.1.21
- Material Board
- B-1 Black with gray mortar
- B-2 White
- Amount of Stucco allowed
- 4sided architecture
- Screen wall
- Downtown Historic Guidelines
- Masonry walls
- Canopies
- Soldier Course
- Reveal of Oak in Patio
- Did not add turnbuckles
- DRB thought still too contemporary
- Needs more architectural features for historic look
- May need change to furniture
- Rooftop units are fully screened
- DRB – needs breaking up line of EIFS above canopy line
- Staff showed picture of historic mercantile architecture look
- DRB showed façade of clothing store next to Kilwins in City Center

- Mural on blank wall?(B-2). It would not count as signage as long as it is not advertising
- Landscape
 - Greenscreen
 - Southern Heritage Plants
 - Historic Plants
 - Large overhead powerlines require understory trees
 - Bioretention area
 - Applicant stated perennial plantings are stormwater management techniques
 - There is a berm
 - Back of house screening. DRB prefers taller evergreen
 - Proper maintenance of plantings
 - Existing Street tree program at Starbucks. Furniture.
 - DRB encouraged streetscape program
 - Planters have not been chosen yet
- Furniture
 - DRB suggested more historic look (wicker). Applicant stated what is in renderings is what they intend to propose.
- Signage will be brought back next month

VIII. ADJOURNMENT

Chairman Kramer adjourned the meeting at 12:11 a.m.