



DESIGN REVIEW BOARD MEETING SUMMARY MARCH 19, 2021

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

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I. WORKSHOP

II. CALL TO ORDER

Chairman Kramer called the meeting to order at 9:23 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

- James Drinkard, Assistant City Administrator
- Kathi Cook, Director of Community Development
- Bret Schroeder, Zoning Enforcement Officer
- Elle Taylor, Planning & Zoning Coordinator

IV. PLEDGE TO THE FLAG

V. ITEMS FROM STAFF

VI. ITEMS FROM BOARD MEMBERS

1. DRB Meeting Minutes of February 19, 2021

- ❖ Board Member Rocco offered a motion to approve with corrections.
 - Board Member Owens seconded the motion.
 - The motion was approved (7-0).

VII. PUBLIC HEARING

1. DRB210009 Right Quick LLC 11490 Maxwell Rd

Applicant presented review of exterior paint:

- Presented Samples of colors.
- Added doors to dumpster which will be painted same color as trim.
- Showed alternative paint color.

Design Review Board Discussion:

- Option of leaving brick as is.
- Brick vs. Paint discussion.
- Porte-cochere was removed.

- ❖ Vice Chair Brown offered a motion to approve the exterior painting of the building using SW7009 Pearly White for the building, SW7674 Peppercorn for the trim, and SW6993 Black of Night for the awnings and the siding as shown on the elevations.
 - Board Member Palmer seconded the motion.
 - The motion was approved (7-0).

There was discussion during the motion that landscaping will need to be added to the base of the monument sign, and Applicant should work with Staff when Applicant returns with the landscaping.

2. DRB210016 Aria Salon 41 Milton Avenue

Applicant presented review of signage:

- Lighted Channel Letters ARIA & non-lighted "tagline" Salon & Shop
- Salon and Shop mounted to canopy
- White Acrylic Letters
- Black trim
- Returns black
- Simple, Sleek
- Raceway to match building, painted to "disappear"
- Needs Raceway to hide wiring
- Location over entrance to Salon on right hand side

Staff Comments:

- Consider mounting letters under the awning
- Dissuade lit signs in the Downtown Overlay

- Consider lowering “ARIA”

Design Review Board Discussion:

- Agreed with Staff comments.
- Applicant stated lowering the sign would lower the distance visibility.
- DRB and Staff stated it will be more visible for pedestrians if lowered.
- “ARIA” letters get lost in residential portion, if they were lowered, they will stand out more.
- Applicant prefers version they are presenting.
- No plans for window graphics currently

Applicant presented another option

- Halo Lit back faced sign
- Shaped cut back plate around each letter
- Felt that this version is a good compromise
- Discussed Salon sign at the Maxwell
- Need lighting for nightlife in Downtown
- Did not have a “nighttime” look to present
- Discussion of Sign Committee for Downtown and Code
- Staff stated this Board decides what fits aesthetically for locations individually
- Lowering the letters will create a “box” sign which is not sleek
- DRB read from Downtown Design Guidelines on prohibiting lighted signs
- Rocco likes first version better as it is more sleek
- Applicant spoke to how deferral would affect the business
- Staff stated Applicant may install a banner until Signage is approved

- ❖ Board Member Corkill offered a motion to defer the signage as submitted, and ask the applicant to return with options based on our conversation.
 - Board Member Owens seconded the motion.
 - The motion was approved (7-0).

There was discussion during the motion that issues are location of letters and lighting options of the sign. Halo lit is allowed. Other option is not. They discussed advantage of 2nd version.

3. DRB210011 Advanced Medical Care 3900 Brookside

Applicant presented review of exterior changes.

- Conversion project
- Photometrics
- Elevations and Materials
 - Matching brick and mortar colors on center elevation (Drive-Thru Window)
 - Will power wash brick where stained
- Dumpster area needs cleanup
- Windows and cornice colors
- Rooftop units visibility
- Site Plan
 - Eliminating some parking spaces on Old Milton side
 - Eliminating Drive-Thru lane

- Monument Sign Location
 - Landscaping
 - Matching trees
 - Remove red mulch
- ❖ Board Member Schwing offered a motion to approve the elevations and materials as presented with the following clarifications:
1. The infill brick and mortar must match existing; and
 2. If the Rooftop units are visible, they will be painted to match the cornice color.
- Vice-Chair Brown seconded the motion.
 - The motion was approved (7-0).
- ❖ Vice-Chair Brown offered a motion to approve the Site Plan as submitted with the monument sign location to be determined by Staff.
- Board Member Rocco seconded the motion.
 - The motion was approved (7-0).

There was discussion during the motion that the monument sign location will be determined by Staff.

- ❖ Board Member Corkill offered a motion to approve the landscaping as submitted with the following conditions:
1. Once the monument sign is located landscaping will be added as appropriate to be reviewed by Staff;
 2. There will be no red mulch to the natural ground or pine straw; and
 3. Any landscape damaged or destroyed especially those called out or depicted as existing to remain shall be replaced or repaired.
- Board Member Owens seconded the motion.
 - The motion was approved (7-0).

There was discussion that if photometrics were changed they would have to be brought back to Design Review Board.

Chairman Kramer called a short recess at 10:54 a.m.

Chairman Kramer reconvened the meeting at 11:02 a.m.

4. DRB210010 10 Roswell Street

Applicant presented review of exterior changes:

- Lighting
- Furniture
- Materials
- Elevations
 - **Front Façade:**
 - New Column Wraps
 - New Building Fascia
 - New Pendant Lighting

- New Concrete Planters
- New Lantern Pendants
- New Stone Curb with Step Lighting
- New Retractable Awnings
- New Patio Cover
- **Side Façade:**
 - New Retractable Awnings
 - New Fabric Awnings
 - Adding more light to the building
 - Keeping look of Dodd Hotel

There was discussion of:

- Outdoor dining area
- Planters on top of wall - 3 different concrete planters painted black with shade tolerant species
- DRB discussed maintenance of planters
- Discussion of intent to enclose outdoor dining area
- No Glass on patio cover
- Long strip of lights DRB thought it was too long
- Enclosing patio options
- Colors of materials
- Color of column wrap
- Color of windows
- Alignment of building and columns
- Fireplace location
- Space outside Minnie Olivia
- Plan for Streetscape on Milton Ave
- Signage will be brought back

❖ Board Member Schwing offered a motion to approve the elevations, material, lighting and furniture as submitted with one clarification that the planters and string lighting for Minnie Olivia are being removed.

- Board Member Palmer seconded the motion.
- Board Member Corkill offered a Friendly Amendment that lighting on step walls be reduced by 2/3 to go from 11 to 5.
- Board Members Schwing and Palmer accepted.
- The motion with the Friendly Amendment was approved (7-0).

5. DRB210004

Shake Shack

11780 Haynes Bridge Rd

Applicant presented review of new construction:

- Building Elevations
- Soldier Course
- Presented actual Brick Samples
- Added Turnbuckles
- Landscaping
- Lighting
- Sign Locations
- Wall sconces cutsheet will be provided to Staff

- Chairman Kramer called a 20-minute recess.

Applicant presented review of new construction comments from last meeting.

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- ❖ Board Member Corkill offered a motion to approve Landscaping as submitted with the condition that the applicant work with staff on the layout on the street side elevation increasing the height and variety of the evergreens and to approve additional landscape screening on the side of the building near the service and parking area as well as in the parking lot island between the entrance and the building.
 - Board Member Owens seconded the motion.
 - The motion was approved (7-0).
- ❖ Vice-Chair Brown offered a motion to approve photometrics as submitted.
 - Board Member Rocco seconded the motion.
 - The motion was approved (7-0).

7. DRB210013 Hennessy Jaguar Land Rover 1505 Mansell Rd

Applicant presented review of exterior changes:

- Site Plan
 - Roof top units
 - No new lighting plan
 - Proposed 1 story service addition
 - Proposed one story, single tunnel car wash building
 - One new sign "Vehicle Care" at service drive
 - Landscape Plan
- ❖ Board Member Schwing offered a motion to approve elevations, materials, and signage as submitted.
 - Board Member Palmer seconded the motion.
 - The motion was approved (7-0).
 - ❖ Board Member Corkill offered a motion to approve landscape as submitted.
 - Board Member Palmer seconded the motion.
 - The motion was approved (7-0).

8. ADJOURNMENT

Chairman Kramer adjourned the meeting at 1:28 p.m.