



DESIGN REVIEW BOARD MINUTES SUMMARY APRIL 16, 2021

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

This summary is provided as a convenience and service to the public, media and staff. It is not the intent to record proceedings verbatim. Any reproduction of this summary must include this notice. Public comments are noted as heard by The Design Review Board, but not quoted or paraphrased. This document includes limited presentation by The Design Review Board and invited speakers in summary form. This is not an official record of the City of Alpharetta Design Review Board Meeting proceedings. Official Minutes are recorded and available for review.

I. WORKSHOP

- Downtown Sign Ordinance Committee Research presented by Bret Schroeder
 - Sign illumination should coordinate with the building.
 - 2K to 5K halo lighting was selected.
 - Sign standoff distance from wall at 1.5 inches is preferred.
 - Non-illuminated signs should be layered at 3" thick at a minimum.
 - Monument signs must include multiple layers and materials should relate to the design and use of the business.
 - HDU is a material and stands for high density urethane.
 - Would like to figure out a way to explain "cut out" metal signs.
 - Window Graphics should be one font and one color and logos can be full color. Businesses are allowed to use 20% of the window area.
 - Appropriately designed neon signs can be approved for specific building architecture designs. Bret will add verbiage "subject to Board's approval" in this portion.

II. CALL TO ORDER

Chairman Kramer called the meeting to order.

III. ROLL CALL

Board Members Present

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

- Kim Matherly (Alternate Absent)

Staff Present

- Bret Schroeder, Zoning Enforcement Officer

IV. PLEDGE TO THE FLAG

V. ITEMS FROM STAFF

Elle Taylor has accepted a new position in the Parks and Recreation Department.

VI. ITEMS FROM BOARD MEMBERS

No items were presented by Board Members.

VII. PUBLIC HEARING

a. DRB210020 FOUNDERS HALL 63 SOUTH MAIN STREET

Applicant presented review of new construction:

- Site Plan, Photometrics, and Site Lines
 - Will add landscape strip to the front parking bay.
 - Pavers for detention for stormwater.
 - Dumpster enclosure (brick) near the loading bay area.
 - Alpha Loop connection would come from Old Roswell Street and join with a property in this general area, but not on this property specifically.
 - Elevations, Materials, and Colors
 - Presented roof and open terrace area with mechanical area.
 - Elevation renderings were presented.
 - Landscape
 - Main Street will insert brick tree wells.
 - Do not want to interfere heavily with the parking garage below.
 - Sugar maples / southern heritage plants near parking area.
 - Will meet landscape strip requirements as Applicant determines Alpha Loop connection and beautify retaining wall area.
 - Brick wall with planters on South Main Side, the brick will match the building. Explained that this will be the same scenario as what they did at Liberty Hall.
- ❖ Vice-Chair Brown offered a motion to approve the elevations, materials, and colors presented, with the colors being Green Ivory SW75411, Black Fox SW2020, and the brick being Savannah Grey.
- Board Member Rocco seconded the motion.
 - The motion was approved (7-0).
- ❖ Board Member Schwing offered a motion to approve the site plan as presented.
- Vice-Chair Brown seconded the motion.
 - The motion was approved (7-0).

There was discussion during the motion about the materials for the dumpster enclosure. The material for the dumpster enclosure will be brick.

- ❖ Board Member Owens offered a motion to approve the landscape plan as presented.
 - Board Member Palmer seconded the motion.
 - The motion was approved (7-0).

There was discussion during the motion about clarification on the retaining walls and the front planters being larger.

- Board Member Corkill offered a friendly amendment that the retaining walls should be matching brick with cap and the trees wells should be enlarged longitudinally.
Applicant shall work with the city arborist on specifics for said tree wells.

There was discussion during the motion about clarification of "longitudinally" in regard to the tree wells, which was described as being parallel or length wise to the sidewalk.

- Board Members Owens and Palmer accepted the friendly amendment.
 - Chairman Kramer announced that the friendly amendment was incorporated into the motion.
 - The motion with friendly amendment was approved (7-0).
- ❖ Vice-Chair Brown offered a motion to approve the photometrics and site lines as presented.
 - Board member Rocco seconded the motion.
 - The motion was approved (7-0).

b. DRB210004 SHAKE SHACK HAYNES BRIDGE ROAD

Applicant presented review of signage:

- Signs will use strip lighting for up lighting.
- Monument sign will have white and black brick with aluminum black lettering.

Design Review Board Discussion:

- Up-lighting looks appropriate for the building.
- ❖ Board Member Rocco offered a motion to approve the signage as presented.
 - Board Member Owens seconded the motion.
 - The motion was approved (7-0).

c. DRB210022 BURKE PAINTING 11540 GREAT OAKS

Applicant presented review of elevation and materials:

- Painting three brick buildings SW Extra White.
- One building at Great Oaks Center has been completed without proper licensing.
- Discussed using unique signage to add character to the white buildings.

- Discussed using some accent colors (Iron Ore or rich greens) for the trim, medallions, and molding of the building.
- Ownership group has not approved the accent colors and is moving a little slow on this project.

Design Review Board Discussion:

- No awnings on the building.
 - Molding and character of the building has been painted over.
 - Concerned with bringing character back to the building since it has already been painted.
 - Concerned with allowing the business to continue to finish painting the remaining buildings without approving at this meeting.
 - Discussion about tabling or deferring the case.
- ❖ Board Member Corkill offered a motion to defer this item to allow the applicant to come back with renderings to include accent color painting options.
- Board Member Rocco seconded the motion.
 - The motion was approved (5-2).

There was discussion during the motion about returning with graphics or signs for the building, awnings or canopies, and alternate accent colors.

d. DRB210018 RISING ROLL 11417 HAYNES BRIDGE ROAD

Applicant presented review of elevation and materials:

- Updating paint colors to change the exterior look of building; has some cracks and wood rot on the building.
- Keeping brown roof and considering gray colors (#1 Requisite Gray and #2 Backdrop)
- Updating windows with commercial grade storefront windows with no panes. Doors will be staying.
- Removing shutters.
- Painting fence the darker color.
- Taking down the pergola and wanting to put umbrellas or a sail cloth.
- Applicant is not looking at changing sign right now, but it is something the Applicant is considering down the road.

Design Review Board Discussion:

- Asked applicant to improve the kitchen side on the front of the building (two covered windows).
 - Discussed the possibility of adding a mural to the front to cover the kitchen side of the building.
 - Trim the hedges / azaleas in the front of the building.
 - Painting the units on top of the walk-in cooler the same color as the wall.
 - Painting the roof units the same color as the roof color.
- ❖ Board Member Schwing offered a motion to approve the paint colors as submitted with the following conditions:

1. Applicant will work with staff on options for the two covered windows on the right side of the building;
 2. The rooftop units will be painted to match wall color #2;
 3. The roof vent will be painted to match the roof color; and
 4. Applicant will submit color for the sail cloth to staff for final approval.
- Board Member Rocco seconded the motion.
 - The motion was approved (7-0).

There was discussion during the motion about painting the roof vent to match the roof color and the rooftop units to match the wall color #2.

e. DRB210017 AMERIS BANK 94 ACADEMY STREET

Applicant presented review of signage:

- Non-illuminated sand blasted sign.
 - Navy blue sign with white lettering and the post will be white.
 - The finial bracket will be white.
 - Landscaping at the post is already installed (flower bed).
- ❖ Vice-Chair Brown offered a motion to approve the option A signage as submitted in navy blue, and the location will be 5 feet behind the property line per code, subject to staff final approval.
- Board Member Owens seconded the motion.
 - The motion was approved (7-0).

Chairman Kramer called a short recess.

Chairman Kramer reconvened the meeting.

f. DRB210016 ARIA SALON 41 MILTON AVENUE

Applicant presented review of signage:

- Option 1: Aluminum back plate in dark bronze to match the canopy. Letters will be halo lit for "Aria," but not for "Salon & Shop."
- Option 2: Hanging sign from the awning with push through edge lit acrylic letters (similar to Kilwins).
- Option 3: Same as option 2, but adding shape by rounding the corners. Mounted below the canopy.
- Option 4: Wood background and stain dark black stain to match doors and trim. "Aria" would be halo lit and "Salon & Shop" would be non-lighted.

Design Review Board Discussion:

- Staff mentioned that it would be good to match the LED lighting to the building and mentioned a standard 1.5" standoff for letterings. Also mentioned that it would be great to see some of the window graphics added, which were presented during the Downtown Sign Ordinance presentation earlier in the meeting.
- Preferred square, straight edges as to inverted.

- Prefers frame in white as to aluminum.
- ❖ Board Member Rocco offered a motion to approve option 4 with white aluminum around the edges.
 - Board Member Palmer seconded the motion.
 - The motion was approved (7-0).

There was discussion during the motion about the lighting options and the 1.5" standoff being included in the motion.

Applicant presented review of exterior changes:

- Applicant's architect suggested wiring for ivy to grow on the side of the building, but there are 2 windows in that space.
- Considering Boston ivy.
- Property line is 6 inches from the back wall and will need an ivy that is low maintenance since applicant will not have a large access area because the parking deck will be above the set of windows on this wall.

Design Review Board Discussion:

- Discussion about who will see the wall with the ivy.
- Discussion about if trellis is necessary for the type of ivy or plant applicant is wanting to install.
- Concerned with the idea that the plant is being installed to hide things that were not constructed as originally planned for the building.
- Suggested painted mural instead of landscaping as an option since there will be a pocket park facing that area.
- ❖ Board Member Owens offered a motion to approve a mural on the back wall with minimum 50% coverage.
 - Board Member Corkill seconded the motion.
 - Board Member Schwing offered a friendly amendment that the mural art be commissioned and paid for within 90 days of April 16, 2021.
 - Board Members Owens and Corkill accepted the friendly amendment.
 - The motion was approved (7-0).

g. DRB200030 SURCHEROS 91 SOUTH MAIN STREET

Applicant presented review of signage:

- External luminated signs with letters mounted on metal backer.
- Pin mounted "Friendly Tex Mex" sign on one side of building.
- Monument Sign will replace the old Hardee's sign. Cedar frame and top will be fabricated aluminum and the style and materials will tie into what is being used on the building. Middle will be aluminum with pin mounted metal letters (black) mounted onto white background. Sign will use white brick as a planter and be externally luminated.

Design Review Board Discussion:

- Briefly discussed landscaping plan around the bottom of the monument sign.

- Height of monument sign.
- Cedar on monument sign will match the cedar used on the building.
- Idea of halo lighting on the monument sign.
- Graphics and writings on building have not been approved. The taco mural will be approved by the art commission (Applicant and Board are, not sold on this idea, just serving as a placeholder).

❖ Board Member Schwing offered a motion to approve signage as submitted with the following clarifications:

1. Signs are externally luminated with pin mounted black letters; and
 2. Monument sign will be downlit with lights on top of the sign.
- Board Member Owens seconded the motion.
 - The motion was approved (7-0).

There was discussion during the motion on the illumination of the monument sign of whether it is very bright or soft lighting, and also mentioned the landscape plan around the bottom of the monument sign.

Chairman Kramer called a short recess.
Chairman Kramer reconvened the meeting.

Board Member Corkill did not serve on the Board during the following case, The 1858, as he was part of the Applicant's presentation.

h. DRB210021 THE 1858 RESIDENTIAL DEVELOPMENT CUMMING STREET

Applicant presented review of site plan:

- 11 total home units facing Cumming Street with pocket park.
- 2 story home with basements and 2 car garages with driveway parking.
- Using standard lighting fixtures that are used throughout downtown.
- Stormwater retention pond shared by Church and HOA.

Applicant presented review of landscape plan:

- Continuous streetscape theme as used from the neighboring community, East of Main.
- Granite columns with ranch style fencing in between.
- HOA will maintain the pocket park.
- There is a crosswalk and the materials will be a decorative mixed brick paver.

Applicant presented review of architecture:

- Tudor, Georgian, Greek Revival, and Revival styles to be used for the homes.
- 6 homes must be 4-sided brick.
- Applicant wants all columns to appear structural.
- 6 homes must have a porch with no open decking (no screened in porches on the front of home).
- Shutters will be operable.

Design Review Board Discussion:

- Republic Trash Service will service the area with a smaller truck and storage containers in garage.
 - Combination of hedges with ranch style fence with solid wooden gate.
 - Pocket park will be lower and have a retaining wall at a maximum of 4' tall.
 - Discussed dimensions of the ranch fence.
 - Discussed landscape strip at the back of the property.
 - Northwest corner community focal feature has not been taken to cultural arts committee yet.
 - Staff commented on the idea of the covered porch on the front side of the homes and how the dimensions must serve as an actual porch, not just an overhang.
 - Discussed importance of home style variety through the neighborhood.
- ❖ Board Member Schwing offered a motion to approve elevations, materials, architectural guidelines, and referenced renderings as presented.
- Board Member Rocco seconded the motion.
 - The motion was approved (6-0).
- ❖ Vice-Chair Brown offered a motion to approve the landscape plan as presented.
- Board Member Palmer seconded the motion.
 - The motion was approved (6-0).

There was discussion during the motion that the landscape plan was to include hardscape and landscape walls.

- ❖ Board member Schwing offered a motion to approve the site plan as presented.
- Board Member Rocco seconded the motion.
 - The motion was approved (6-0).

Board Member Corkill rejoined serving on the Board at the conclusion of the voting for The 1858 and prior to the Applicant's presentation of TBB122.

i. DRB210019 TBB122 122 MARIETTA STREET

Applicant presented review of landscape, elevations, and materials:

- Showed handicap parking on the site plan.
- Adding a redbud near the porch area.
- Widening the driveway on the other side in order to keep the stone wall (it is more of a flat stone and organic looking wall).
- Chimney has some brick with some stucco and will keep in that same character, but just update the chimney (maybe a German shmeear).

Design Review Board Discussion:

- Dumpster location will be shared with PURE.
- Southern heritage plants (not "historic" plants) seem to be covered here, but it seems there should be another tree on the site plan.
- Vehicular access on the site plan between trees on the left rear of property.
- Discussion about the columns in the renderings.

- The stones used for stone wall need to coordinate with the home.
 - Discussion about the location of the kitchen and kitchen vents on roof.
 - Discussion about the door not looking historic on the left side of building, which is actually a screened in porch that the Applicant is attempting to update.
 - Much discussion about what the Board is approving during this meeting since the Applicant did not bring materials and colors to this meeting.
 - Materials and colors discussed in this meeting are the materials and colors as was presented in the December 2019 meeting.
 - Discussion about the type of hardwood doors to be installed. The new hardwood doors will be stained in a brown color.
- ❖ Board Member Corkill offered a motion to approve landscape plan as submitted with the front wall to be reviewed and approved by staff and any arborist comments shall be reviewed and approved by staff.
 - Board Member Owens seconded the motion.
 - The motion was approved (7-0).
 - ❖ Board Member Schwing offered a motion to approve the elevations and materials as presented and the colors and front doors as presented at the Design Review Board Meeting in December of 2019.
 - Board Member Rocco seconded the motion.
 - The motion was approved (7-0).

After the motions, Applicant presented signage ideas and requested feedback from the Board as she prepares final signage. Staff commented on tying the signage in with the building by using some of the iron and stone from the building, not quartz.

Board Member Palmer left the Meeting after the conclusion of voting for TBB122.

j. DRB210015 JP CAREY 240 VAUGHAN DRIVE

Applicant presented review of color:

- Applicant is renaming to Alpharetta Financial Center.
- There is some structural damage to the brick exterior and Applicant will be unable to match the existing brick.
- Applicant is proposing to paint the entire building white.
- Window trim will be painted black.
- The garage doors will be staying for now, but they will be painted black.
- The roof will not be changed or replaced, for now.
- The monument sign will need to be repaired. The Applicant desires to add in a plaque with the business name and street address.

Design Review Board Discussion:

- Suggested cleaning the roof so it will have a better look with the new painting.
- Character and architectural features often are lost when an entire building is painted white.

- Suggested adding in some additional color accents in addition to the white, perhaps on the front porch or in the peaks of the building.
- Columns are not a strong structural column.
- Discussed painting the gutters and downspouts black.

- ❖ Board Member Owens offered a motion to approve paint with the condition of adding black trim, gutters, and downspouts, with specifics subject to staff approval.
 - Board Member Rocco seconded the motion.
 - The motion was approved (6-0).

VIII. ADJOURNMENT

Chairman Kramer adjourned the meeting.