



DESIGN REVIEW BOARD SEPTEMBER 20, 2024

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

1. MEETING ANNOUNCEMENTS

Today's Design Review Board meeting will commence at 8:30 a.m. and a break is scheduled at 12:00 p.m. The meeting will resume at 12:30 p.m.

2. WORK SESSION ITEMS

3. CALL TO ORDER

4. ROLL CALL

5. PLEDGE TO THE FLAG

6. ITEMS FROM STAFF

7. ITEMS FROM BOARD MEMBERS

1. DRB Meeting Minutes of August 16, 2024

8. PUBLIC HEARING

1. **DRB240029 LVW TPA GA 400 Tequila Mama** Consideration of new landscape. The property is located at 0 Lakeview Parkway in the Lakeview 400 development and is legally described as being in Land Lot 0752, 1st District, 2nd Section, Fulton County, Georgia
2. **DRB240036 Stash** Consideration of exterior changes for the business. The property is located at 30 North Main St and is legally described as being in Land Lot 1269, 2nd District, 2nd Section, Fulton County, Georgia.
3. **DRB240037 CVS** Consideration of signage for the business. The property is located at 184 North Main and is legally described as being in Land Lot 1252, 2nd District, 2nd Section, Fulton County, Georgia

9. ADJOURNMENT



DESIGN REVIEW BOARD
MEETING MINUTES
AUGUST 16, 2024
ALPHARETTA CITY HALL
COUNCIL CHAMBERS
2 PARK PLAZA
8:30 AM

1. MEETING ANNOUNCEMENTS

2. WORK SESSION ITEMS

Chair Kramer called the workshop to order at 8:30 a.m.

The Board discussed cases on the Agenda.

3. CALL TO ORDER

Chair Kramer called the meeting to order at 9:00 a.m.

4. ROLL CALL

- **Design Review Board Members present:**
 - o Richard Kramer (Chairman)
 - o Frank Schwing (Vice Chairman)
 - o Richard Owens
 - o Holly Palmer
 - o Jennifer Sprayberry
- **Staff Present:**
 - o Bret Schroeder, Code Enforcement Manager
 - o Nikisha Mistry, GIS Specialist
 - o Elle Taylor, Planning & Zoning Coordinator

5. PLEDGE TO THE FLAG

6. ITEMS FROM STAFF

7. ITEMS FROM BOARD MEMBERS

1. DRB Meeting Minutes of July 19, 2024

❖ *Vice-Chair Schwing offered a motion to approve.*

- *Board Member Palmer seconded the motion.*
- *Motion carried (5-0).*

8. PUBLIC HEARING

1. Public Hearing Procedure

2. DRB240033 A&A Chapman Holding 152 Marietta St.

Board Member Sprayberry was recused as she was not present for the hearing in October 2023.

Applicant presented review of exterior modifications to original approval.

- Overview of previous submittals.
- Rezoning process.
- Office on 1st Floor, Residential on 2nd.
- Provided material samples.
- Paint Color for painted brick. SW7012.
- Stone headers and ledge around the building, window sills.
- Location of materials.
- Stucco Band.
- 3 sided, stone water table.
- No change to footprint.
- Railings.
- Faux Balcony.
- Black windows.
- Gooseneck fixtures not yet selected.
- Decorative emblem.
- Metal Canopy in back of buildings.
- Parking structure.

There was discussion from the Board:

- Staff confirmed Landscaping was approved in October 2023.
- Retaining wall matches brick.
- Brick and mortar will be painted.
- Applicant will submit elevation plan to Staff, if there are any substantial deviations, will come back to DRB.
- Metal framed, Black & White Fabric Awning with scalloped edges, sides are closed. color should not be a "white" white. More of a creamy white.
- DRB not clear on details of parapet, stair tower, light fixtures, awnings. Applicant will bring details to Staff.
- Covered area on roof not visible from the street.
- Rooftop equipment.

There was no public comment.

❖ Vice-Chair Schwing offered a motion to approve as presented today with final Staff approval on certain details that were not available today, for example, parapet design, light fixture selection, stair tower materials and design, and front awning material.

- Board Member Owens seconded the motion.
- Motion carried (4-0)

Boord Member Sprayberry returned to the meeting.

3. DRB240034 American Pride Bank 6503 Northpoint
Pkw

Applicant presented consideration to paint the exterior.

- Elevations
 - Materials Board.
 - Paint Colors -
 - SW7071 Gray Screen
 - SW6258 Trocorr Black
 - SW7570 Egret White.
 - Replace Roof.
 - Paint Brick to gray with black banding.
 - Soffit off-white.
- Landscaping.
 - Existing Tree Canopy.
 - Repairing Irrigation.
 - Replacing dead landscaping.
- Drive-Thru Existing.

There was discussion from the Board:

- Prefer the building not be painted as it would lose details.
- Don't like banding.
- ❖ Board Member Palmer offered a motion to deny the application with the condition that the Applicant upgrades the landscaping and considers some planters with Staff approval.
 - Board Member Owens seconded the motion.
 - Vice-Chair Schwing offered a Friendly Amendment to the motion on the table that the Applicant will power wash the building and replace the roof like for like under the condition that the landscaping is upgraded and possibly planters added with final approval by Staff.
 - Board Members Palmer and Owens accepted the Friendly Amendment.
 - Motion carried (5-0)

4. DRB240035 Mr. White Creative 92 Milton Ave

Applicant presented consideration of exterior signage.

- Halo Lit
- Aluminum
- Painted White
- ½ inch standoff letters.
- Remove old sign, silicone the holes.

There was no public comment.

❖ Vice-Chair Schwing offered a motion to approve as presented.

- Board Member Palmer seconded the motion.
- Motion carried (5-0)

9. ADJOURNMENT

Chair Kramer adjourned the meeting at 10:39 a.m.



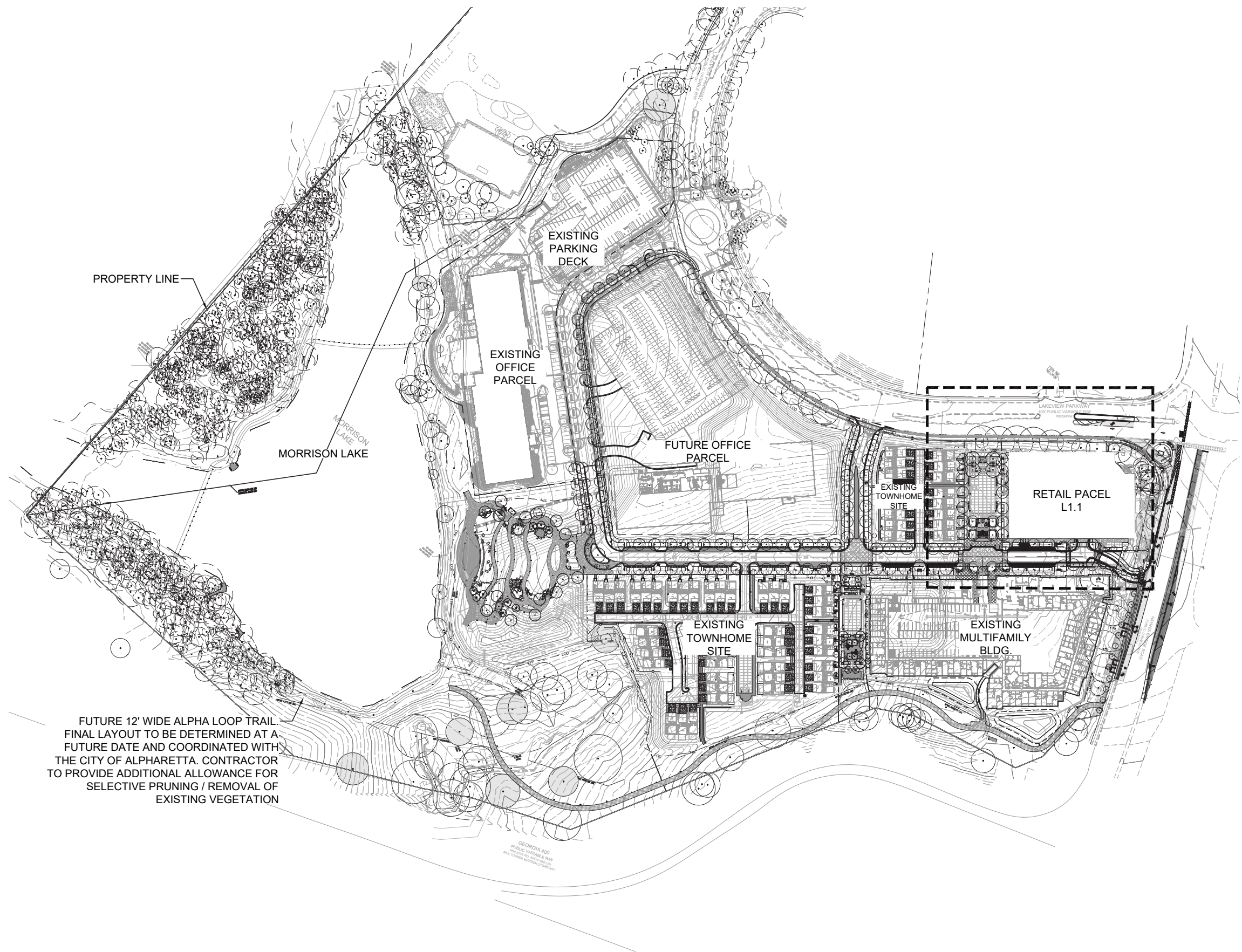
TEQUILA MAMA | LAKEVIEW

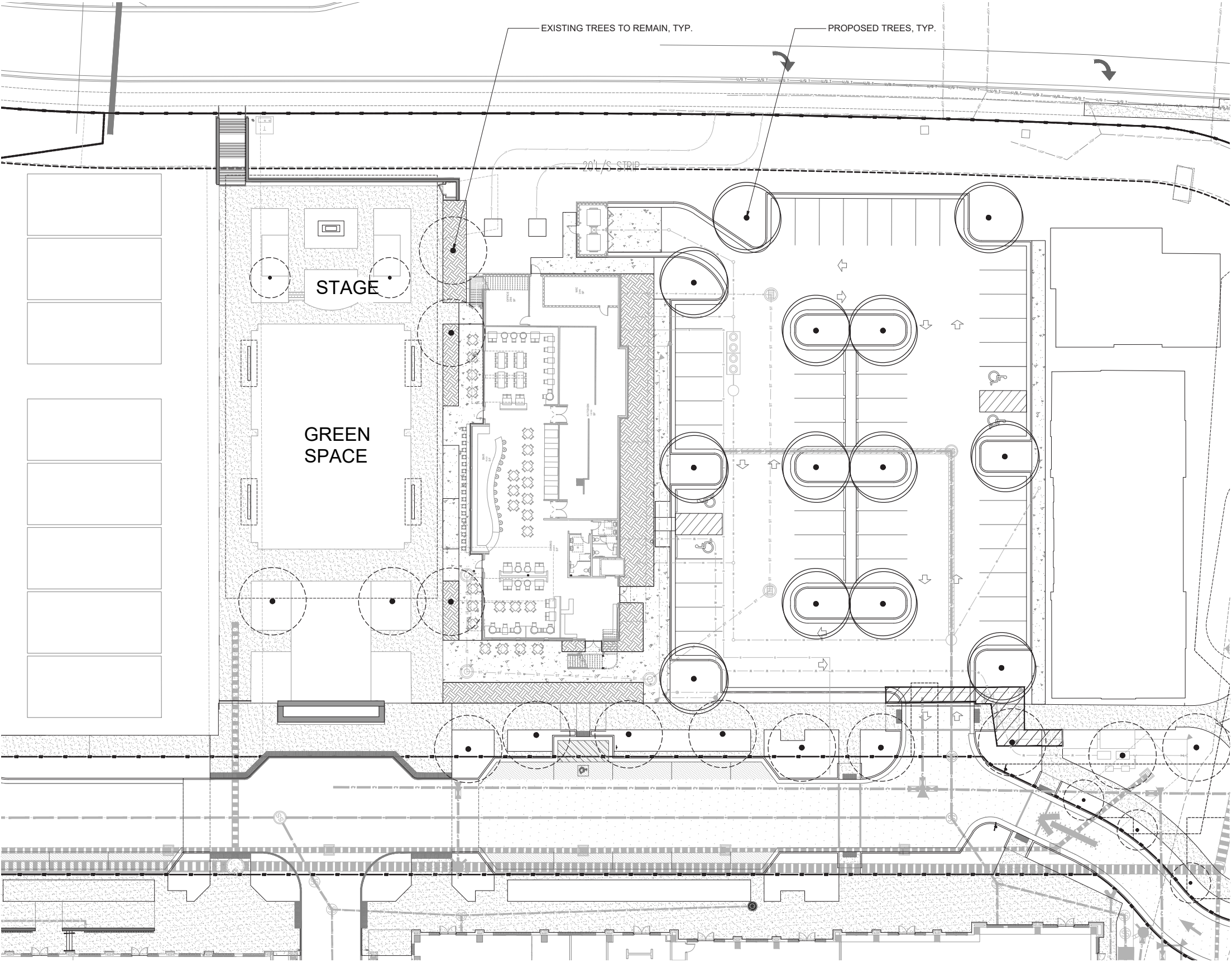
LANDSCAPE DRB DRAFT SUBMITTAL
06 SEPTEMBER, 2024

SITE
solutions

SHEET INDEX

L1.0		OVERALL SITE PLAN
L1.1		HARDSCAPE PLAN
L1.2		CENTRAL GREEN FOR REFERENCE
L1.3		CONCEPT IMAGERY
L1.4		SITE FURNISHINGS
L1.5		MATERIALS
L2.0		OVERALL LANDSCAPE PLAN
L2.1		PLANTING MATERIALS
L2.2		LANDSCAPE PLAN







EVENT LAWN



SHADE & TRELLIS & NICE LIGHTING



HEARTH / FIRE PIT



GREENERY



FURNISHINGS



BENCH
MMCite Miela Park Bench



BIKE RACK
Forms & Surfaces Bike Garden Bike Rack



BOLLARD
Reliance Foundry Stainless Steel - R8402



Trash Receptacle
Victor Stanley Sage Trash Receptacle



PLANTER A
QCP Cozumel 33" x 37" Color: Bungalow



PLANTER B
QCP Cozumel 24" x 27" Color: Charcoal



PLANTER C
QCP Nevis 23" x 30" Color: Charcoal



PLANTER D
QCP California Round 18" x 48" Color: Charcoal

HARDSCAPE LEGEND	
	PAVING
SYMBOL	DESCRIPTION
	P1 PLAIN GREY CONCRETE: 4" Pedestrian Concrete slab. 100% Sand, #57 Granite Aggregate, Broom Swept finish, 3000 PSI, WWM
	P2 VEHICULAR CONCRETE: 6" Vehicular Grade Concrete slab. 100% Sand, #57 Granite Aggregate, Broom Swept finish, 3500 PSI, WWM
	P3 EXPOSED AGGREGATE CONCRETE: 4" Exposed Aggregate Pedestrian Concrete slab. Topcast #03 Acid Wash Finish, 75% Natural Sand, #89 granite Aggregate, 3000 psi, wwm
	P4 SYNTHETIC TURF: Fusion Elite by Forever Lawn
	P5 SLATE MINIATURE: w/ at 4" depth, filter fabric and compacted subgrade. With
	P6 VEHICULAR PAVER: HOLLAND STONE PAVER BY BELGARD: COLOR - GREY GRANITE PATTERN - RUNNING BOND
	P7 WOODEN DECK BY: TREX PRODUCT: TRANCEND DECKING COLOR: SPICED RUM
	P8 VEHICULAR PERMEABLE PAVER: ECO-CITY STONE PAVER BY KEYSTONE: COLOR - CHARCOAL PATTERN - HERRINGBONE
	ALPHA LOOP TRAIL CITY OF ALPHARETTA MATERIAL: TBD

PAVING / FLATWORK



P2 & P3
Exposed Aggregate Concrete



P4
Synthetic Turf by Forever Lawn



P5
Slate Miniatures



P7
Wooden Deck by Trex



P8
Permeable Vehicular Pavers by Keystone



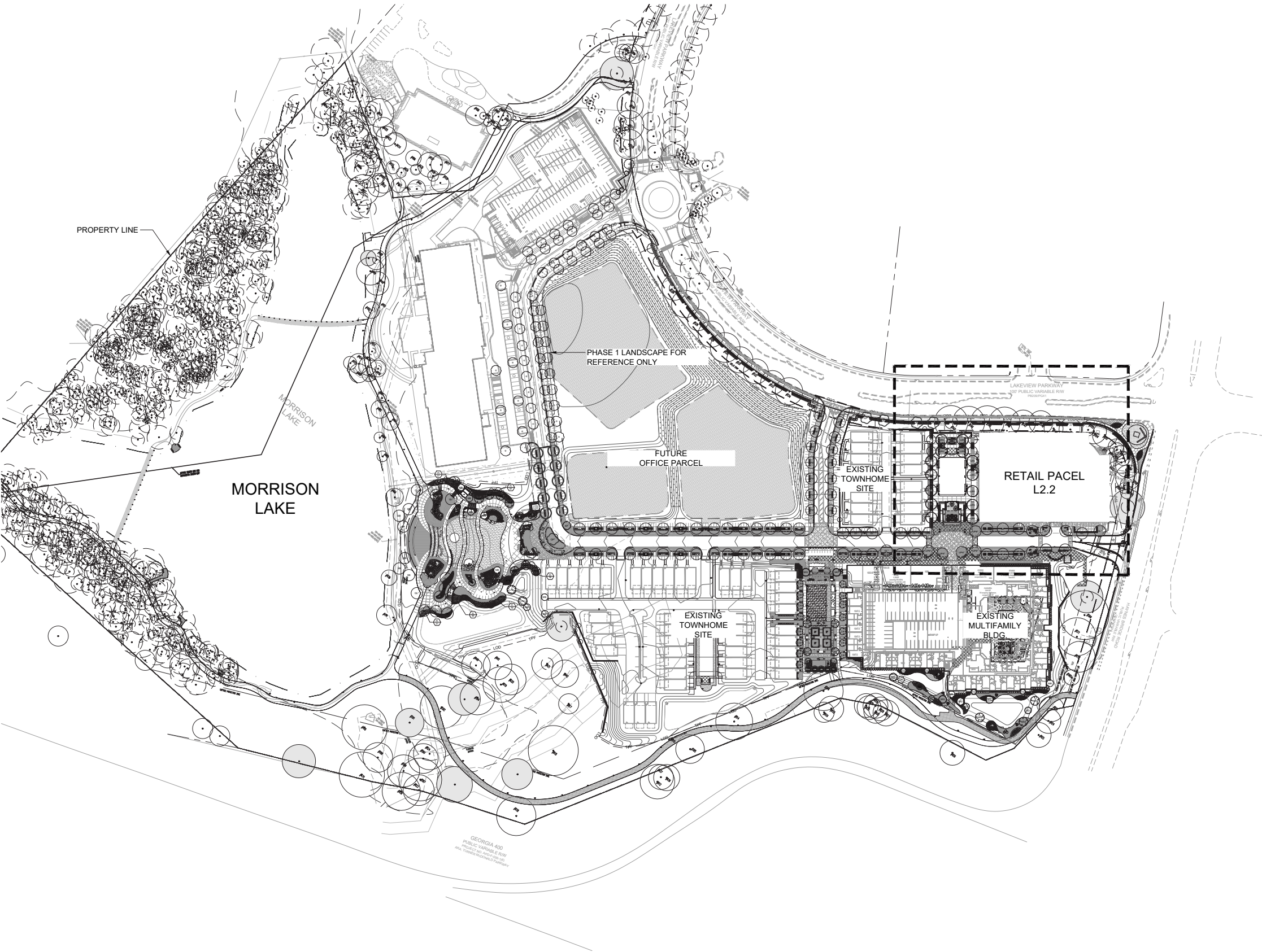
P6
Vehicular Paver By Belgard

WALLS



W1
Seat Walls & Retaining Walls by UniLock





TREES



Willow Oak



Exclamation Sycamore



Overcup Oak



Dawn Redwood



River Birch



Southern Magnolia



Titan Arborvitae



Saucer Magnolia



Chinese Fringe Tree



Shumard Red Oak



Princeton Elm



European Hornbeam

SHRUBS



Encore Azalea



Knockout Rose



Emerald Heights Distylium



Henry Garnett Itea



Distylium Linebacker



Sunshine Ligustrum



Little Lime Hydrangea



Endless Summer Hydrangea



Needlepoint Holly



Southern Shield Fern



Mine-No-Yuki Camellia



Steeds Holly

GROUNDCOVERS / GRASSES



Asiatic Jasmine



Spanish Lavender



Super Blue Liriope



Blue Arrow Juncus



Bristly Catail Sedge



Super Blue Liriope



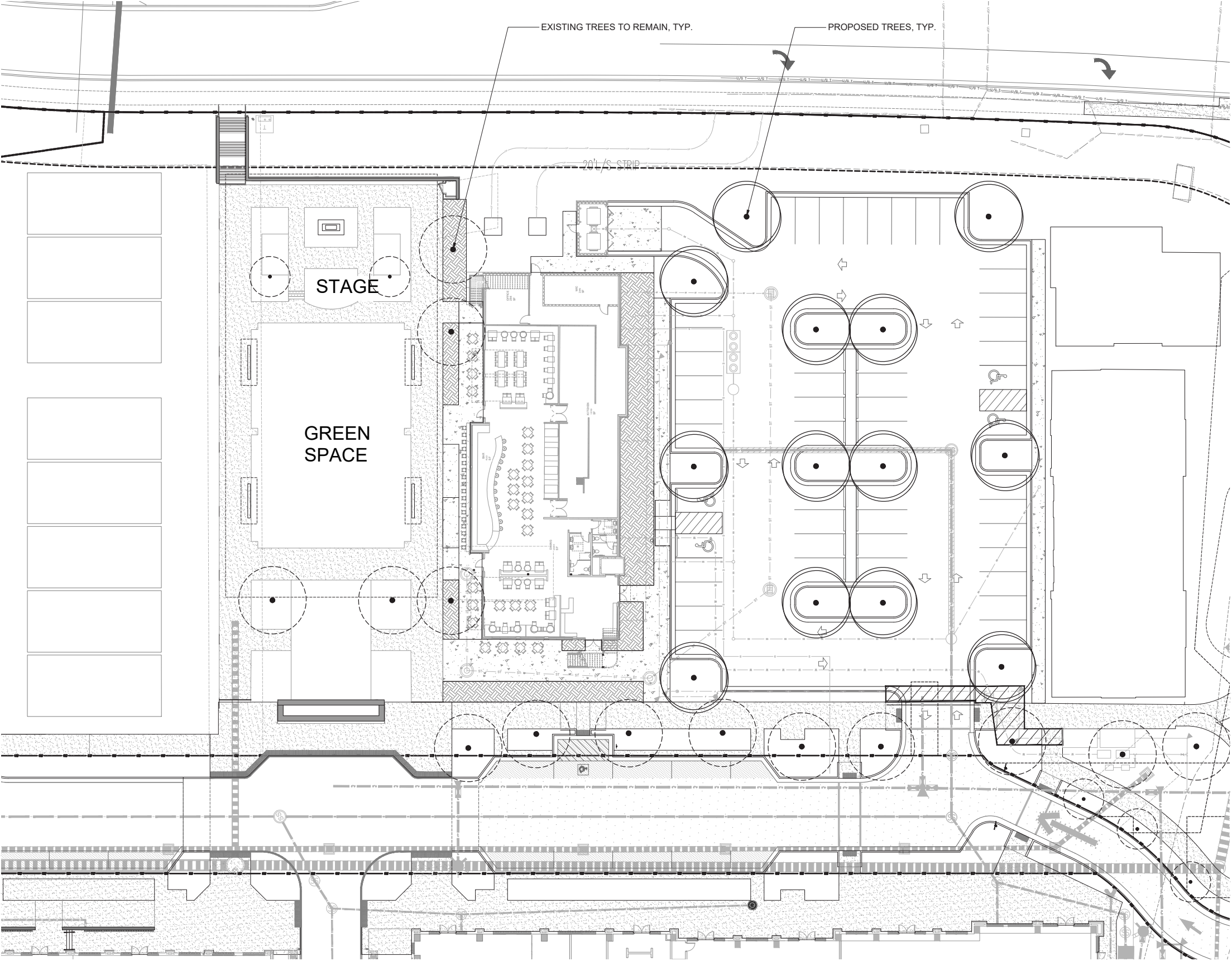
Cardinal Flower



Seasonal Color



White Muhly Grass



TEQUILA MAMA | LAKEVIEW

LANDSCAPE DRB DRAFT SUBMITTAL
06 SEPTEMBER, 2024

SITE
solutions

Stash - Wall Sign - Option A4

Option A2 - Reverse Channel Letters

"Stash" in script logo

- One set of 2" Non-Illuminated Channel Letters with 1" stand-off

"Rectangle background"

- One black painted aluminum cabinet anchored to the existing brick facade

Wall Sign

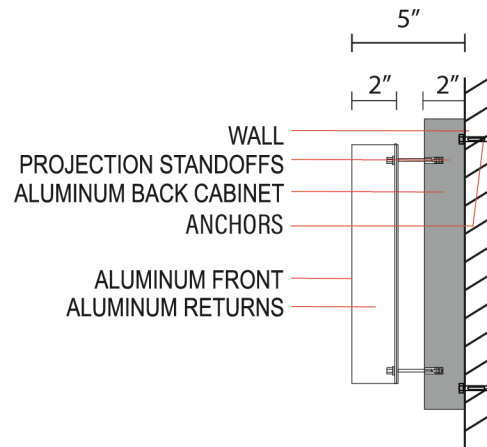
Max = 42 S.F



EXISTING BUILDING VIEW



SECTION VIEW



ATTENTION!

Please Check

- Spelling
- Content
- Measurements
- Colors
- Placement



www.BlackDogSignCompany.com
5510 McGinnis Ferry Road, Suite C
Alpharetta, GA 30005
888.885.7446

PREPARED FOR

CLIENT: Stash
BILLING ADDRESS: 30 N Main St, Alpharetta
GA 30009
PHONE NUMBER:
CONTACT:
CONTACT EMAIL:
JOB SITE:

ABOUT THIS DRAWING

DATE: 07/19/24
REV DATE: 07/25/24
PROJECT: Wall Sign
SCALE:
SQ. FT.: 41.5
DESIGNER: AM

APPROVAL

☐ YES, APPROVED AS PRESENTED.
APPROVED BY: _____ DATE _____
SIGNATURE _____
☐ NOT APPROVED, REQUIRED CHANGES: _____

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CITY OF ALPHARETTA

DESIGN REVIEW BOARD APPLICATION

FOR OFFICE USE ONLY

Case DRB: _____

☐ Fee Paid Initial: _____

For your convenience, this form may be completed electronically and printed upon completion. If you choose to handwrite your responses, please print in a clear, easily legible fashion.

Please complete this form and the submittal package in its entirety. See Page 2 "Instructions and Required Materials" for details. Lastly, verify that all information is true and accurate.

Your completed submittal package should be delivered to:

City of Alpharetta
2 Park Plaza
Alpharetta, GA 30009

NOTE: All applicable fees must be included with the application. Please note that a 3% convenience fee will be added to all credit card transactions. Applications will be accepted only on the dates reflected on the page of this form titled "Filing Deadlines and Meeting Schedule" and only between the hours of 8:30 AM and 3:30 PM.

If you have questions regarding this application or the design review process, please contact Bret Schroeder by calling 678-297-6088.

Business Name: STASH

Location Address: 30 N Main Street

Mailing Address: 30 N Main Street

City: Alpharetta State: Ga Zip Code: 30009

Contact for All Notifications: Mark Cammarota

Contact Telephone: 888 - 885 - 7446 Mobile Telephone: 404 - 456 - 9193

Fax: _____ - _____ - _____ Email: mark@blackdogsigncompany.com

Contact's Relation to Business: Sign Company for Stash (Staci Sparrow)

This Application For (Check all that apply):

- | | |
|--|---|
| ☐ Addition | ☐ Modification to Exterior |
| ☐ Auxiliary Structure | ☐ New Construction |
| ☐ Color Selection | ☒ Signage |
| ☐ Material Selection | |

Application Fees:

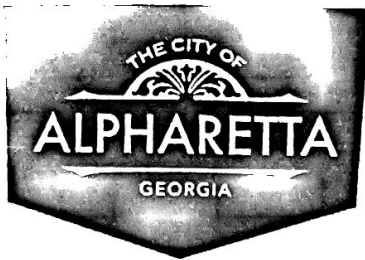
Any sign or remodel review within the Downtown Overlay \$ 175.00

All other reviews \$ 300.00

Legal Advertising Requirement \$ 175.00

Total Due 175

This page will be the first page of your completed submittal packet.



CITY OF ALPHARETTA

DESIGN REVIEW BOARD APPLICATION

Property Owner Information:

Property Owner Name: Delson Stores, LLC

Physical Address: 3270 Cochise Drive, Atlanta, GA 30339

Mailing Address: 3270 Cochise Drive

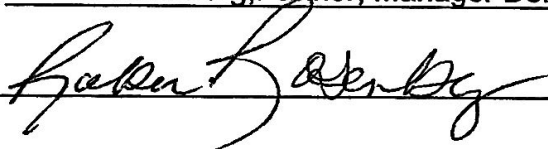
City: Atlanta State: GA Zip Code: 30339

Owner Telephone: 404 932 6421 Contact Fax: - - -

Property Owner Authorization (Must be completed if the applicant is not the legal owner of the subject property):

I, the undersigned, do hereby swear and attest, under penalty of law for false swearing, that I am the legal owner, as shown in the records of Fulton County, Georgia, of the property described herein and that I authorize the person identified herein as "Applicant" to act on my behalf in pursuit of this request.

Owner Name (Printed): Robin Rosenberg, Partner, Manager Delson Stores Date: 7-31-2024

Owner Signature: 

Property Information:

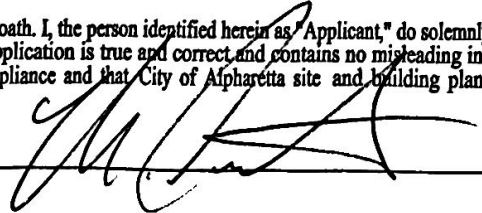
Address (If Assigned) : 30 North Main Street, Alpharetta, GA 30009

Tax ID or Map Reference Number: 22-4823-1269-059-1

Land Lot(s): _____ District: _____ Section: _____

Existing Zoning of Property: C1 NBHD-C103 Existing Uses of Property: Retail

This form is to be executed under oath. I, the person identified herein as "Applicant," do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Design Review Board Application is true and correct and contains no misleading information. I also understand that Design Review Board review and/or approval does not include review or approval for code compliance and that City of Alpharetta site and building plan review staff should be contacted with respect to code compliance issues and permitting procedures.

Applicant Signature:  Date: 8/1/24

Print Form

DESIGN REVIEW BOARD REVIEW CRITERIA

How will this proposal be visually compatible with the character of the surrounding areas?

painted aluminum construction compliments
painted metal awning, lanterns, + goose-neck
lighting.

In your submittal package, have you included a site line study from the public right of way, which shows the location of rooftop structures? If not, please explain below.

☐ Yes

☒ No

N/A

DESIGN REVIEW BOARD REVIEW CRITERIA

Please respond to the following ONLY if your application is within the North Point Overlay.

Explain how your application meets the site design and streetscape standards required for the North Point Overlay. *Site Design and Streetscape standards for the North Point Overlay can be found at this link: [Unified Development Code §2.10.3\(B\)](#).*

Explain how your application meets the fenestration, pedestrian access, building materials, building facade, and building massing standards required for the North Point Overlay.

Building design standards for the North Point Overlay can be found at this link: [Unified Development Code §2.10.8](#).

No changes to the building itself - only the signage.

Describe the type of Civic Spaces and/or Amenity Spaces that your application includes.

Open Space requirements for the North Point Overlay can be found at this link: [Unified Development Code §2.10.10](#).

n/a

Please list and describe the Eco District measures that your application includes.

Eco District Measures for the North Point Overlay can be found at this link: [Unified Development Code §2.10.11](#).

n/a

DESIGN REVIEW BOARD REVIEW CRITERIA

Please respond to the following ONLY if your application is within the Downtown Overlay.

Which of the following architectural design styles does your application include?

- | | | |
|---|---|---|
| ☐ Georgian | ☐ Shingle | ☐ French Colonial |
| ☐ Federal / Adam | ☐ Folk Victorian | ☐ French Eclectic |
| ☐ Greek Revival | ☐ Romanesque | ☐ French New Traditional |
| ☐ Neoclassical | ☐ Italianate | |
| ☐ Stick | ☐ Tudor Eclectic | |
| ☐ Queen Anne | ☐ Beaux Arts | |

N/A

Please review the Downtown Overlay Architectural Style Requirements at this link: Unified Development Code § 2.8.7(D)-(R)

Describe how your application meets one (or more) of the above architectural design styles.

Please review the Alpharetta Downtown Design Guidelines at this link: Alpharetta Downtown Design Guidelines

List how your application aligns with or compliments the Alpharetta Downtown Design Guidelines.

The Stash logo has been implemented in a unique manner to compliment the building facade -

LOCATION #02185

184 North Main Street
Alpharetta, GA 30004

CS# 177617
SO# 193680

DATE: 04.09.2024
REVISED: 05.08.2024



Exis?ng Signage Overview



- 1. Halo Lit Letters - Mayfield Ave
- 2. Halo Lit Letters - N Main St
- 3. Existing Monument Reface
- 4. Drive Thru Wayfinding

SITE PLAN/OVERHEAD VIEW



National Headquarters: 1077 West Blue Heron Blvd.
West Palm Beach, Florida 33404
800.772.7932
www.atlasbtw.com

Revisions:	
04.30.24 (NR) Added Additional Signage to Scope	...
05.08.24 (NR) Updated Entrance Hours to Vinyl	...
...	...
...	...
...	...



PM: WY	Address: 184 North Main Street
Drawn By: NR	City State: Alpharetta, GA 30004
Date: 04.09.2024	Drawing Number: 193680

MAYFIELD DR - HALO LIT LETTERS 52.15 SF



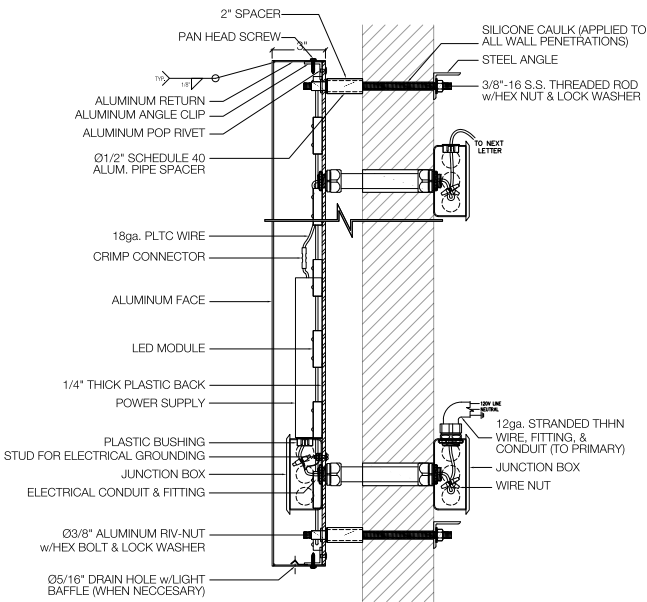
IL-28-CL-L

1

HALO LIT CHANNEL LETTERS

ONE [1] REQUIRED - MANUFACTURE & INSTALL

52.15 SQ. FT.



B Typical Section - 3" Deep Halo Lit Letter - Self Contained
Scale: N.T.S.

REMOVE EXISTING "CVS" LETTERSET & REPLACE W/ NEW - FASCIA RESTORATION



EXISTING CONDITIONS



PROPOSED CONDITIONS



National Headquarters: 1077 West Blue Heron Blvd.
West Palm Beach, Florida 33404
800.772.7932
www.atlasbtw.com

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...	...	
...	...	
...	...	



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Drawn By: NR	City State: Alpharetta, GA 30004
Date: 04.09.2024	Drawing Number: 193680

N MAIN ST - HALO LIT LETTERS 52.15 SF

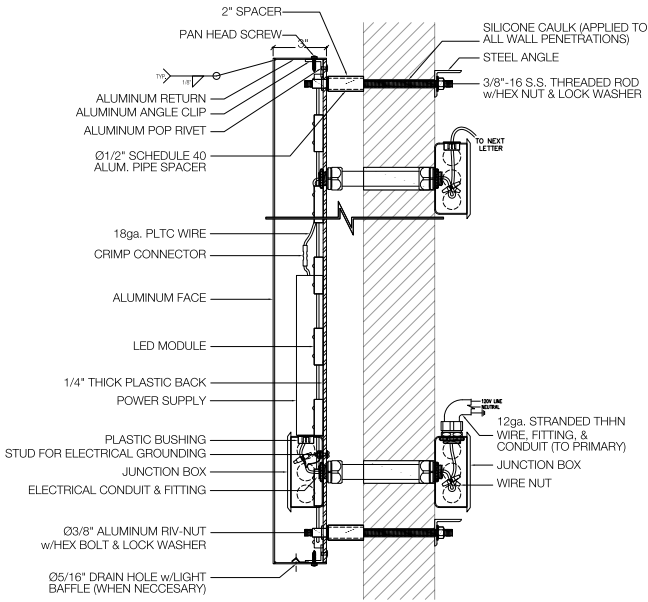


IL-28-CL-L

2

HALO LIT CHANNEL LETTERS

ONE [1] REQUIRED - MANUFACTURE & INSTALL 52.15 SQ. FT.



B Typical Section - 3" Deep Halo Lit Letter - Self Contained
Scale: N.T.S.

REMOVE EXISTING "CVS" LETTERSET & REPLACE W/ NEW - FASCIA RESTORATION



EXISTING CONDITIONS



PROPOSED CONDITIONS



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...	...	
...	...	
...	...	



PM: WY	Address: 184 North Main Street
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Date: 04.09.2024	Drawing Number: 193680

DRIVE THRU WAYFINDING 8 SF (not visible from the road)



3

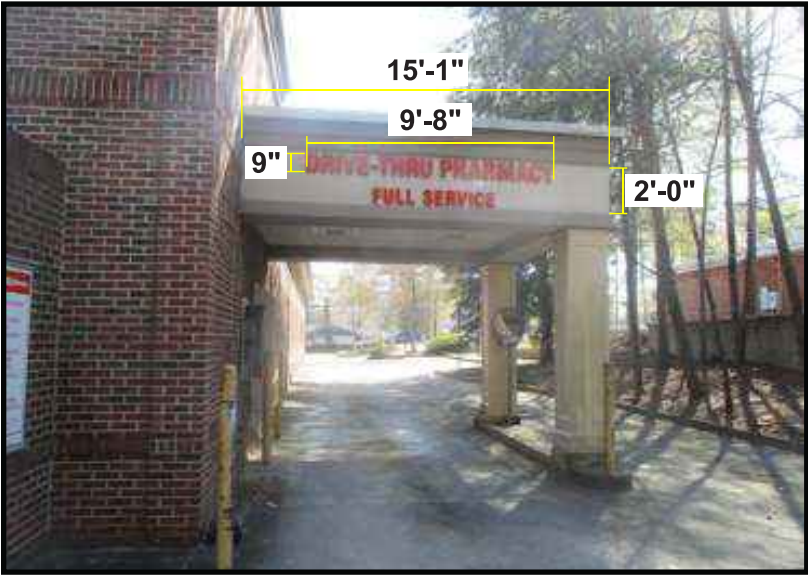
NON-LIT FCOS AND CLEARANCE PANEL

[1] REQUIRED - MANUFACTURE & INSTALL

3.5 SQ. FT.

clearance xx'-xx"		
30" (2'-6")		

REMOVE 3 SETS OF EXISTING "DTP" LETTERS - REPLACE W/ 1 NEW DTP CABINET WITH CLEARANCE PANEL - FASCIA RESTORATION



EXISTING CONDITIONS



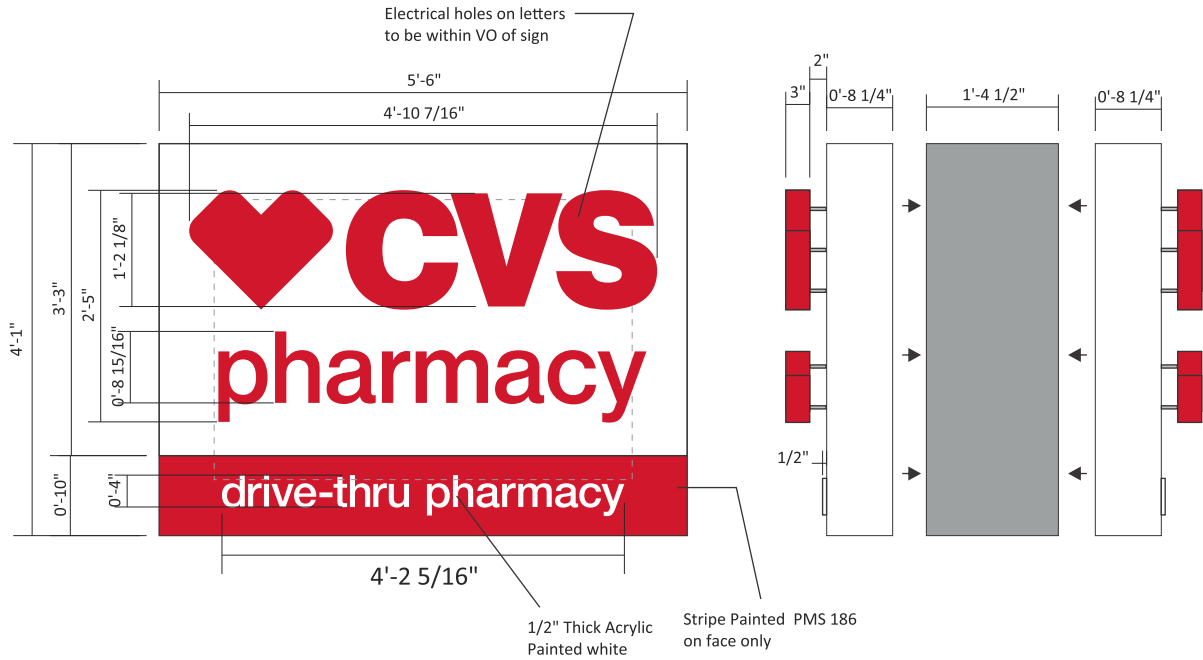
PROPOSED SIGNAGE



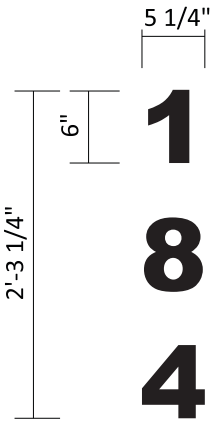
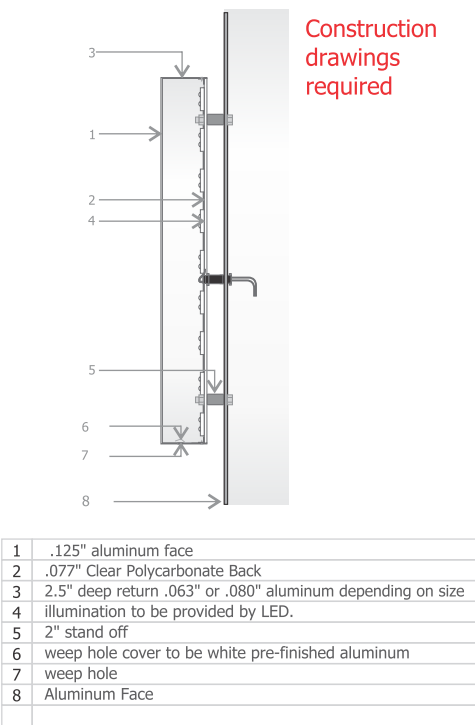
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...	...
...	...
...	...

PM: WY	Address: 184 North Main Street
Drawn By: NR	City State: Alpharetta, GA 30004
Date: 04.09.2024	Drawing Number: 193680

EXISTING MONUMENT SIGN REFACE - 14 SF



Illuminated Reverse Channel



ADDRESS VINYL SCALE: 3/4" = 1'-0"

ONE [1] REQUIRED - MANUFACTURE & INSTALL SQ FT = 1

Apply (1) Address number vinyl on street side of monument structure.

Colors & Materials

■ 3M 7725-12 black

REMOVE EXISTING (2) SIGN FACES & DISPOSE - REPLACE W/ NEW - POWER WASH / PAINT CABINET AND TOPPER
APPLY NEW ADDRESS NUMBER VINYL - APPLIED ON STREET SIDE OF MONUMENT



EXISTING CONDITIONS - MONUMENT

OAH = 5'-6"
Cabinet = 16.51 sq ft
Face = 14 sq ft



PROPOSED SIGNAGE

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