
CITY COUNCIL AGENDA ITEM

TO: Mayor & City Council

DATE: July 31, 2013

FROM: John McDonough, City Manager

AGENDA ITEM: Design Review Board Recommendations on Suburban Overlay District

MEETING DATE: For Submission onto the August 6, 2013, City Council Work Session Meeting Agenda

BACKGROUND INFORMATION: (Attach additional pages if necessary)

See attached:

Memorandum
Memorandum on DRB Recommendations
Presentation

APPROVAL BY CITY MANAGER:  APPROVED

PLACED ON AGENDA FOR: 8/6/2013

CITY ATTORNEY APPROVAL REQUIRED: () YES () NO

CITY ATTORNEY APPROVAL: 

REMARKS:



To: John McDonough, City Manager

From: Angela Parker, Director of Community Development

A handwritten signature in black ink, appearing to be "AP", is written to the right of the "From:" line.

Date: July 31, 2013 for submission onto the August 6, 2013 City Council Work Session

Agenda Item: Design Review Board Recommendations on Suburban Overlay District

Background:

During its March, April, and May meetings, the Design Review Board (DRB) discussed the potential for expansion of the Suburban Overlay boundary and the inclusion of design standards similar to that of the Main Street Overlay. Based on these discussions, the DRB has developed the following recommendations:

1. Expansion of Suburban Overlay to include all commercial areas of the City, such as Powers Ferry Node and River Exchange area (Holcomb Bridge Road at Spalding Drive). The DRB does not recommend the Perimeter Center area for inclusion in the Suburban Overlay.
2. Application of certain Main Street Standards to Suburban District.

Discussion:

The enclosed memo and PowerPoint outline the specific recommendations of the DRB. Should the City Council initiate the text amendment process for these recommendations, the Department would begin with public meetings to gather community input. The amendments would then be taken to Planning Commission for work session and recommendation and finally return to City Council for ultimate action.

Department of Community Development Recommendation:

The Department recommends that the City Council consider initiating the text amendment process for the amendments proposed by the DRB.

MEMORANDUM

To: Honorable Mayor and City Council

From: Colin Lichtenstein, Chair, Design Review Board 

Date: June 11, 2013

Re: Design Review Board Suburban Overlay Recommendations

During its March, April, and May meetings, the Design Review Board (DRB) discussed the potential for expansion of the Suburban Overlay boundary and the inclusion of design standards similar to that of the Main Street Overlay. Based on these discussions, the DRB has developed the following recommendations:

1. Expansion of Suburban Overlay to include all commercial areas of the City, such as Powers Ferry Node and River Exchange area (Holcomb Bridge Road at Spalding Drive). The DRB does not recommend the Perimeter Center area for inclusion in the Suburban Overlay.
2. Application of Certain Main Street Standards to Suburban District.

Overlay District Standards	
Main Street Requirement	DRB Recommendation for Suburban District
Public access (A minimum of one pedestrian entrance from the street)	Do not include in Suburban standards.
Drive through windows allowed in rear yard only	For the Suburban district, drive through windows should be allowed in side and rear yard, but not between the building and the street.
Fuel dispenser structures allowed in a side yard, but not between building and the street	Fuel dispensers should be permitted in front, but there should be design standards (e.g. masonry) for canopy construction and other elements.
Delineation of building floors (from the sidewalk level to the third floor)	Include in Suburban standards.
Entrances articulated to create visual interest and/or opportunities for human activity and interaction	Include in Suburban standards.
Windows - reflective and opaque glass prohibited	Do not include in Suburban standards.
Maximum building length of 200' parallel to a street	Building facades exceeding 200' should be permitted in Suburban area, however design should be articulated, have detail, and provide visual interest (especially if more than 200').
Building materials, details and patterns varied per tenant or every 75 feet	Include in Suburban standards.

Overlay District Standards	
Main Street Requirement	DRB Recommendation for Suburban District
Roof line and building offsets varied by a minimum of two feet for every three tenant spaces or 75 feet of building face	Do not include in Suburban standards.
Awnings or other type of covered entry	Include in Suburban standards.
Places for activity such as porches, decks, plazas, outdoor seating	Do not include in Suburban standards.
Transparent glazing allowed on minimum of 60% of ground level façade	Do not include in Suburban standards.
Reflective and/or opaque glass prohibited on ground level façade	Do not include in Suburban standards.
When oriented toward a street, windows can be no more than ten feet apart	Do not include in Suburban standards.
Primary or fluorescent colors are prohibited except on sign faces, awnings, canopies or as accent colors (not to exceed 10% of building face exclusive of window areas)	Do not include in Suburban standards. However, the Board recommends a limitation on single buildings having varying designs, paint, etc. for individual tenants.
Prohibited: non textured exterior building materials, non-architectural metal panel systems, as-cast smooth concrete masonry or plain reinforced concrete slabs, aluminum, plywood, press-wood or corrugated steel (exceptions: mechanical penthouses & roof screens).	Include in Suburban standards, but limit to first 4' of façade from ground.
Steel gates, burglar bars, chain link fence, steel roll down curtains cannot be visible from public street	Include in Suburban standards. Note: Additional limitations can be found in Fence Ordinance.
A minimum of 70% of exterior walls must be: Brick; tile; stone; textured traditional cement stucco; architectural concrete masonry; portland cement plaster and lath systems; architectural concrete either fluted or with exposed aggregate finish; or fiber cement-board.	Include in Suburban standards, for areas outside of Roswell Road. For Roswell Road, 60% should be applied.
No other building material is allowed within the first vertical seven feet	Include in Suburban standards, but should be limited to first vertical 4'.
Sloped roofs must be standing seam metal, slate, concrete roof tiles, or composition shingles	Include in Suburban standards.
Flat roofs must have decorative parapet or cornice	Include in Suburban standards.
Roof-mounted equipment must be screened from view	Include in Suburban standards. Further discussion needed regarding what view equipment is to be screened from (e.g. street, adjacent properties).

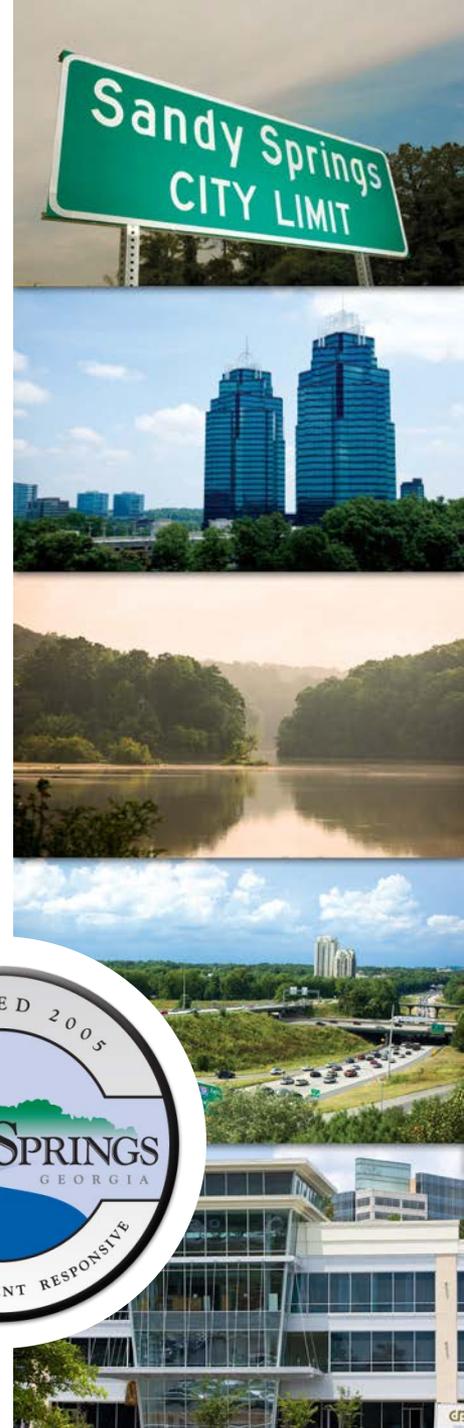
Overlay District Standards	
Main Street Requirement	DRB Recommendation for Suburban District
Exemptions from building material standards: An exterior wall that is not visible from the public right-of-way and that; Does not include a public entrance	Include in Suburban standards.
The principal entry area of a building should be articulated and express greater architectural detail than other portions of the building	Include in Suburban standards.
Individual tenant space entries should be articulated and express greater architectural detail than the building wall	Include in Suburban standards.
Encouraged Architectural Elements: Columns, arcades and covered entry-walkway, arches, facade offsets, windows, balconies, undulating walls, clock towers, cupolas and courtyards	Include in Suburban standards.
Building Harmony: Out-parcel buildings or spin sites should have architectural features consistent with the principal buildings on the site	Include in Suburban standards.
OTHER	
Screening and Planting Requirements	The Board recommends general landscaping and screening requirements be increased and shown on the required plans to be submitted at the time of application for rezoning.

At this time, the DRB is requesting that the Mayor and City Council review these recommendations and initiate a text amendment to address the modifications proposed.

Thank you for your consideration.

EXPANSION OF THE SUBURBAN OVERLAY DISTRICT

Design Review Board – April 23, 2013



Suburban Overlay Area

2

Expand Area to Include:

- All commercial areas outside of the Main Street District except the Perimeter Community Improvement District (PCID) area
- Expansion areas include the Powers Ferry Landing area and the Spalding/Holcomb Bridge Road area

General Standards

3

Do Not Include:

- Public access (A minimum of one pedestrian entrance from the street)

Include:

- Drive through windows allowed in rear yard and side yard, but not between building and street

Gas Stations

4

Include:

- Fuel dispenser structures allowed in front yard
- Design standards for canopy shall including columns constructed of brick or other similar masonry material

Street Level Design Elements

5

Include:

Enhance pedestrian scale through:

- Delineation of building floors (from the sidewalk level to the third floor)
- Entrances articulated to create visual interest and/or opportunities for human activity and interaction

Do not include:

- Windows -reflective and opaque glass prohibited

Building Design

6

Include:

Entrances articulated to create visual interest and/or opportunities for human activity and interaction

- Building length of 200' parallel to a street allowed, design should be articulated, have detail and provide visual interest
- Awnings or other type of covered entry

Building Design

7

Do not Include:

- Building materials, details and patterns varied per tenant or every 75 feet
- Roof line and building offsets varied by a minimum of two feet for every three tenant spaces or 75 feet of building face
- Places for activity such as porches, decks, plazas, outdoor seating

Building Design

8

Do not include:

Windows

- Transparent glazing allowed on minimum of 60% of ground level façade
- Reflective and/or opaque glass prohibited on ground level façade
- When oriented toward a street, windows can be no more than ten feet apart

Building Design

9

Do not include:

Color

- Primary or fluorescent colors are prohibited except on sign faces, awnings, canopies or as accent colors (not to exceed 10% of building face exclusive of window areas)

Building Design

10

Include:

Color

- Establish a limitation on single buildings having varying designs, paint for individual tenants

Building Materials

11

Include:

- Prohibited: non textured exterior building materials, non-architectural metal panel systems, as-cast smooth concrete masonry or plain reinforced concrete slabs, aluminum, plywood, press-wood or corrugated steel limited to the first 4 feet of façade from the ground (exceptions: mechanical penthouses & roof screens).

Building Materials

12

Include:

- Steel gates, burglar bars, chain link fence, steel roll down curtains cannot be visible from public street

Building Materials

13

Include: (Roswell Road Corridor)

A minimum of 40% of exterior walls must be:

- Brick; tile; stone; textured traditional cement stucco; architectural concrete masonry; portland cement plaster and lath systems; architectural concrete either fluted or with exposed aggregate finish; or fiber cement-board.

Building Materials

14

Include: (Areas outside Roswell Road Corridor)

A minimum of 70% of exterior walls must be:

- Brick; tile; stone; textured traditional cement stucco; architectural concrete masonry; portland cement plaster and lath systems; architectural concrete either fluted or with exposed aggregate finish; or fiber cement-board.

Building Materials

15

Include:

- No other building material is allowed within the first vertical *four* feet
- Sloped roofs must be standing seam metal, slate, concrete roof tiles, or composition shingles
- Flat roofs must have decorative parapet or cornice
- Roof-mounted equipment must be screened from view with parapet or landscaping

Building Materials

16

Include:

Exemptions from building material standards:

- An exterior wall that is not visible from the public right-of-way and that
- Does not include a public entrance

Required Architectural Features

17

Include:

- The principal entry area of a building should be articulated and express greater architectural detail than other portions of the building
- Individual tenant space entries should be articulated and express greater architectural detail than the building wall

Design Elements

18

Include:

Encouraged Architectural Elements

- Columns, arcades and covered entry-walkway, arches, facade offsets, windows, balconies, undulating walls, clock towers, cupolas and courtyards

Building Harmony

- Out-parcel buildings or spin sites should have architectural features consistent with the principal buildings on the site

Next Steps

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- Council decision regarding moving forward with Zoning Resolution Amendments