



Planning Commission

Regular Meeting Agenda
September 25, 2023 | 6:30 PM
Peachtree City City Hall

A quorum of the Peachtree City Mayor & Council may be in attendance.

I. Pledge of Allegiance

II. Additions or Deletions

III. Announcements and Reports

1. Appointment of Alternate Kriz to Unexpired Term of Commissioner Link

IV. Approval of Minutes

1. Planning Commission Meeting September 11, 2023

V. Public Hearing

1. PH-23-07 Zoning text amendment to create Short Term Rental permit and process

VI. Old Agenda Items

VII. New Agenda Items

1. 23-09-03 Updated Building Elevations, Royal Condominiums, 215 Northlake Drive
2. 23-09-04 Building Elevations, Caliburn Advisors, 1104 N Peachtree Parkway
3. 23-09-05 Building Elevations, Westpark Walk Shopping Center, 200 Commerce Drive

VIII. Workshop Items

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Planning Commission of Peachtree City
Meeting Minutes
Monday, September 11, 2023
6:30 PM

Pledge of Allegiance

Chairman Michael Link called the meeting to order at 6:30 p.m. Other Commissioners in attendance were Scott Ritenour, Kenneth Hamner, Mitzi Johnston, and Felicia Reeves. Planning and Development Director Robin Cailloux, Senior Planner Lora Hooks, and IT Specialists Stephen Shelton and Caleb Thompson.

Additions or Deletions

None

Announcements and Reports

Link announced this would be his final Planning Commission meeting after serving seven years. He thanked Staff and his fellow Commissioners, saying he had learned a great deal and hoped to serve in other volunteer capacities for the City in the future. The Commission would elect a new chair at its next meeting, he remarked. Ritenour thanked him for his leadership.

Approval of Minutes

1. Planning Commission Meeting August 14, 2023

Ritenour moved to approve the August 14, 2023, Planning Commission meeting minutes. Johnston seconded. Motion carried unanimously.

Public Hearing

1. PH-23-06 Rezone 2011 and 1999 Highway 54 W from OI Office Institutional to GC General Commercial

Cailloux explained that these two properties were owned separately, but were seeking to be rezoned as a single parcel. She pointed out the location in the northeast part of the City between SR 54 and Sumner Road. The property was zoned Office-Institutional (O-I), along with adjacent parcels when annexed into the City 2013. There were a multitude of conditions put on those properties, including that there be no vehicular access to Sumner Road.

The property was within the village center, and its Future Land Use (FLU) was for Office. The Comprehensive Plan indicated commercial, mixed-use, office, and multi-family residential uses were appropriate land uses within a village center. However, Cailloux said she wanted to explain the concept of land use intensity, which called for the most intense uses, such as commercial and mixed-use, at the village center, then stepping down to office and on to multi-family, then to single-family subdivisions. This was a way to buffer less dense residential from the high intensity uses. That was why the FLU called for Office—this property was just across Sumner Road from single-family homes.

The applicant was requesting to rezone to General Commercial (GC) for the purpose of building a car wash. However, unless there was a condition put on the rezoning that restricted it to this use only, the GC zoning would open it up to any type of commercial use.

Based on this, Cailloux said Staff was of the opinion that the request did not meet a majority of the criteria for rezoning and did not recommend approval. However, if the Planning Commission did decide to recommend approval to the City Council, Staff suggested they add a condition prohibiting access to Sumner Road and another that required a 25-foot undisturbed landscape buffer along Sumner, which might require additional evergreen plantings.

Attorney Steven Jones represented the applicant, and he was accompanied by local homebuilder Chad Floyd, former John's Creek mayor turned consultant Mike Bodker, and Foamworks' Jason Blinco. Floyd's parents were present, as well as the Pelettas, who owned the property.

Jones said Foamworks was called an auto spa because it offered cutting-edge mechanicals, high-quality products, and top-notch technicians. He said Blinco would talk about community involvement and hiring practices.

He noted that these properties were zoned O-I when annexed a decade ago, and since then, Peletta and the property owner to the north, Cliff Bost, had actively marketed them, but had no interest except for auto-related uses, predominantly car washes. Jones explained that they considered whether the property had an economically-viable use as zoned, and, with the exceptions of Bost's and Peletta's personal offices, the market had not tendered any other viable use.

This was an automobile-oriented node, Jones continued, noting the presence of Mavis Discount Tire, Advance Auto Parts, and a detailing shop in the vicinity. He said the zoning map showed a trend for GC up and down SR 54, and the O-I was a bit of an outlier or spot zoning.

This strangely-shaped tract was difficult to develop for anything, Jones noted, presenting a conceptual plan that showed how the car wash would fit on the lot. There would be no driveway to Sumner, he pointed out, and they wanted a planted buffer along Sumner Road. He said they believed an undisturbed buffer as Staff had requested would not be sufficient, and they wanted to plant it with a staggered double row of evergreens and to put up a privacy fence. However, the buffer needed to be 20 feet to make the lot work, and Staff had recommended 25 feet. Renderings showed the building near the front of the site and detailing stations to the rear.

Jones ended his presentation, and Link asked if anyone wished to speak in favor of the rezoning.

Blinco explained he was in charge of operations for all the Foamworks in the Atlanta area. He said this business would provide jobs for local people. He added that part of his job was to make sure each Foamworks was kept clean, and they pressure washed the site every night. They helped raise funds for local schools and were active in the Chamber of Commerce. Foamworks did not play or condone loud music, and the vacuums were not noisy. They recycled 90% of the water used in washing through a closed reclamation system.

Matthew Dalke said he lived in Smokerise Corners and would welcome a car wash in this area. He noted that people looked for amenities such as this when considering moving to the city.

Joe Peletta said he bought the 2011 property in 2008 and put it on the market seven or eight years ago with the other owners, thinking it was a great development strip. The original homes on those properties needed to be redone or demolished for new development. It would be great if they could put another office building there, but since COVID, demand for office space has been almost non-existent. There had been four offers on the property, all automotive related and similar to the existing businesses in the area. As one of the first things someone saw when coming into Peachtree City, this property should be developed to be better looking, he continued, but said they were not going to put money into it when it should be re-developed as something else.

Bodker reflected on his time making zoning decisions as Mayor of John's Creek, saying now he could choose his clients now, and he was proud to work with Foamworks. It would be tastefully done, and he said he was sure they could work together to deal with any concerns. He said he represented them in Alpharetta, which had extremely high standards, and they were happy to welcome Foamworks. Land use plans were important, but if all they were going to do was follow the plan, there was no use in having zoning hearings. Bodker said this was a project worthy of consideration.

Link asked those in opposition to speak.

Regina Pitstick of Wellborn Road said the car wash would be visible from her property. They moved to Peachtree City a few years ago and appreciated the green space and that her neighborhood had been there 20 or 30 years surrounded by woods. She noted that Sumner Road was residential, with a new development of homes going in now. Traffic and noise were a concern, and she did not like the idea that this would be on septic because of the possibility of flooding. She said this car wash would reduce area property values and quality of life. As far as helping the community, she noted that only eight jobs would be created. She did not feel that a car wash would be in keeping with the character of this area.

Jill Jensen, a Wellborn Estates resident for 22 years, did not want a Mayor from

John's Creek advising Peachtree City. She said she agreed that this request did not meet the requirements for a rezoning. She said three neighborhoods had been added to Sumner Road in the time she had lived there, and there was still no cart path. The car wash would add to traffic problems at the intersection of Sumner and SR 54, she remarked. There had always been water pressure problems in this area, Jensen remarked. She said there were 14 car washes within six miles, not counting mobile detailers. There was a reason this was zoned O-I, and a reason people had built homes along this quiet road. She said many residents would be willing to sign a petition against this.

John Pitstick said a car wash was not a great welcoming statement to Peachtree City. He remarked that the applicant had misstated the use of surrounding property. There was a neighborhood listed as GC that was actually single-family.

Raymond Liotta of Braelinn Village stepped up to say he felt this would be a nuisance to the surrounding neighborhoods, and that an additional noise barrier might be needed. He wondered about the days and hours of operations. He noted the 13 conditions set on this property when it was annexed and zoned, saying all should be considered if this property was rezoned. He asked Cailloux about the conditions for the zoning change that were not met, and Link said they could address that later.

There were no others who wished to speak, and Link closed the public hearing.

Hamner asked about the reasons Staff was not recommending the rezoning. Cailloux replied that they relied on the Comprehensive Plan, which included the FLU map as well as policies and concepts. There was a concept that said commercial, office, and high-density residential were appropriate uses in a village center, as this was. On the other hand, she went on, there was the step-down intensity land use model that the village center concept was based on. Here, the village center had been stretched out along SR54 and sandwiched into an area that already had low-density residential. There should be some stepping down, and that was why the FLU showed O-I there and not Commercial. Staff felt that was a very significant impact on this request.

So City Staff did not feel it followed the village center concept from a step-down perspective? Hamner inquired. Cailloux said that was correct.

He asked Jones to clarify his comments about the buffer. Jones said they were talking about a 20-foot buffer, which complied with the zoning ordinance. In that 20 feet, they wanted to plant a double row of evergreens and erect a privacy fence on the other side to provide an auditory and visual buffer. He went on to explain that the vacuums were not loud because the producers that made noise were enclosed in a way that reduced noise levels down to that of a normal conversation.

Cailloux noted they were not asking for a variance for the buffer, so they would

have to comply with the ordinance. Jones said a 25-foot buffer would just make it too tight on that property. He said the conceptual plan complied with all the dimensions in the ordinance. Jones said he understood they could reduce the front setback, but that would take a separate request at another time. Cailloux said it would come up when the conceptual site plan was reviewed, and the Planning Commission could reduce the front buffer from 60 to 40 feet, but they would have to plant 20% more trees on other parts of the property. Jones said they could add the five feet for a buffer, but would have to make it up on the front side.

Ritenour asked if this was part of any overlay district on SR 54? It was not, Cailloux stated. Ritenour asked if they were looking to put one in place, as they had on the western side of SR 54? He mentioned the proposed revitalization of the Governor's Walk area.

There were architectural design guidelines on the west side that were above and beyond the City's guidelines, Cailloux pointed out, and Council had discussed creating guidelines for this area, but it currently was not funded.

When the auto parts store was built, they required it to match the existing style and colors in the Publix area, Ritenour remarked. He thought this should tie into the new paint scheme at Governor's Walk. Could they put those restrictions here? City Council could impose conditions that included architectural requirements. He asked how La Tonique Juicery, which moved across the street from Governor's Walk to this area, was incorporated into an O-I district? Cailloux said it was unusual, but Peachtree City allowed sit-down restaurants smaller than 6,000 square feet in an Office district.

If someone shoehorned an office building on this property, Ritenour asked, could it be two stories, like the nearby Piedmont medical offices? In theory, yes, Cailloux responded, but the only office use they were seeing growth in was medical, and the parking requirements for medical offices far exceeded the City's standards. They might have to go to a deck situation, but those were \$60,000 to \$70,000 per parking spot.

Ritenour asked Jones if they would be willing to alter to color scheme to match the character of the area? Jones said they had done this in other areas, and it shouldn't be a problem. They wanted to have that dialogue and come up with a building that fit in.

Johnston had a question about access from Sumner Road, and Cailloux again said Staff proposed adding a condition that all access and egress to the car wash be from SR 54. What were the operating hours? Johnston asked, and Jones said 8 to 8, seven days a week.

She asked what studies they had done that showed a car wash would be successful in this location? Foamworks did pro formas on every site, Jones replied,

adding this site was interesting because there was no car wash in this area of the city. They had done traffic counts as well, Jones said, and were confident in the viability of this store. He said a fair amount of customers at a car wash were passersby, but even more were people who lived in the area. It was not a destination, so he called it more of a traffic puller than a traffic generator.

Reeves said she believed the Commission had recently approved a car wash and asked Cailloux if she recalled that. Cailloux said the newest car wash was on property already zoned GC at the intersection of Huddleston and SR 54 West. Reeves asked Cailloux to point out Huddleston Road.

People were saying there were already 14 car washes in Peachtree City, Reeves remarked; was that an accurate number? Cailloux said she hadn't done a Google search, but there were two that were the automatic wash type that Foamworks was proposing; another combined this with do-it-yourself bays. She knew of two detail stores, and went on to state that she was not sure if there were other car wash businesses in the city.

Did they know how many vehicles went through these car washes each day? Reeves asked, and Cailloux said they could call and ask, but the company might not want it made public. The Institute of Traffic Engineers created traffic counts, and this information was in the meeting packet, that were based on national counts compiled over decades to determine how many trips were created by certain types of businesses. The City had no research like that.

Reeves recalled Blinco said they offered good hourly pay rates; how much were they? He said site leaders started at \$20 per hour, but total pay was based on sales, so pay could range from \$80,000 to \$200,000. A regular attendant started at \$10 an hour with a commission of \$5 per sale, and that could amount to about \$1,000 a month in commissions. Pay increased up to \$12 an hour within a year. Team leaders started at \$12, with raises up to \$13 or \$14. There might be an assistant site leader as well, starting at \$15 to \$17 an hour plus commissions.

How many site leaders were on hand during business hours? Reeves inquired. A site leader was present at least 45 hours a week, Blinco reported, and assistants were there when the site leader was not present in order to ensure the property was maintained to standards. She asked if the hours were the same on Sunday, and Blinco said they were.

It seemed they would have a lot of competition, Reeves noted; what made them different? Could he share projections regarding the number of cars they expected per hour? When would there be the most traffic?

There were a variety of types of car washes, Jones remarked, but Peachtree City had just two that were fully automatic and not attached to a gas station. Those were Caliber and Riptide, both on the other side of town. That was the market

analysis that pushed them there, he commented. Blinco then noted that he lived in Coweta County and grew up in this area. He said the other two car washes were hard to access, and they felt this site would be best for the community. Reeves said she imagined the weekends would be busiest, and Blinco said generally that was true, but Mondays were busier than Sundays. He said they looked at hours, not days, and business usually slowed down around 6 or 7 p.m., but it all depended on the area. He said they wouldn't impede traffic or make traffic worse, because people didn't want to stop on their commutes.

Reeves said she thought noise could be generated from two places: if the car wash played music and if the equipment generated noise. Cailloux noted outdoor speaker systems were not permitted in the GC zoning district, and Blinco said they did not play music.

He explained that the vacuums were enclosed as a way to muffle the noise. Reeves asked what the decibel level was?, and Jones said the volume was that of a normal conversation level.

Noise was a concern of Link's, as well, and he asked if they would be willing to put up a noise barrier? Jones said they probably couldn't put up a wall like those on the Interstate, but what they had found to work was what they had proposed: the double-staggered row of evergreens, the fence, and the vacuum enclosures. Link said he was still concerned about noise in the neighborhood.

They had this discussion in other areas, Bodker added, so they measured the ambient noise along the main roadway, and with the suppressors and the way the tunnel was designed to push the noise back inside with the equipment, the noise was lower than the road noise that was already there. He said he was sure, going by the traffic counts, that would be the case here.

Link asked Cailloux if she had any experience with noise abatement measures such as Foamworks was proposing? Cailloux noted there were no car washes close to residential development anywhere in the city, so she had no direct experience. There was a noise ordinance, and they could not produce over that decibel level on a commercial site. Some types of landscaping bounced noise better than others, she noted, so they could look at that, as well.

Link asked where the water would go? but Jones first went back to noise. The decibel level with the proprietary noise system started at 74 decibels. Normal traffic ran between 75 and 85 decibels.

Regarding water runoff, Jones said they had about 90% water reclamation through tanks underneath the building. The waste water was treated and re-used. Blinco noted there were grates in the floor of the tunnel that the water drained into before going to large holding tanks. He had heard concerns about the smell of recycled water, but they used a system that employed ultraviolet lights and osmosis to get

rid of the smell.

Ritenour asked what was going on at the Bradshaw development on Sumner? Cailloux said work was active on that site.

He said he had looked at the other locations, and only the one in Riverdale seemed close to a residential community, and that was apartments. Were there others? Stockbridge, Blinco said, and Jones noted that there was a retro-fit in Alpharetta directly outside a single-family subdivision. Ritenour said the one in Stockbridge was close to apartments and in a heavy commercial area.

Foamworks seemed to be a great business, Hamner remarked, but he had three concerns when looking at it as a zoning request. He agreed with Cailloux that it did not fit the village concept. It abutted a residential zoning, and that was taken into account when this property was annexed.

Article 1304 of the zoning ordinance said they should consider if a rezoning would adversely affect adjacent uses. Hamner recalled that in September, 2020 there was a zoning request for GC that butted up against a residential area, and it was denied for that reason. Hamner pointed out there were businesses that made this zoning work, such as La Tonique Juicery, which was right beside this property.

Again, he said, Foamworks seemed like a great business, but not on this property, and he could not support this rezoning request.

Ritenour thanked Hamner for mentioning the zoning ordinance. Since moving here in 2013, he remarked, he had seen them go from one major car wash to several in the city. He noted it was up to each business to determine viability and trusted they had done their due diligence.

His concern was the proximity to the residential area. Ritenour said he had looked at their other locations, and most were in very commercialized areas. He was sure this was a good business, but it was not in a good location. There were probably some options for this area that were not commercial. He was not as concerned about traffic because there would be no access to Sumner, and an office building would generate as much traffic, if not more. Ritenour said his opinion was based on the proximity to residential.

Johnston agreed, saying it was a great concept, and a car wash was needed in that part of town, but this was not compatible with the adjacent residential. Reeves said she wouldn't belabor the point, but she, too, considered the application problematic for the reasons already addressed. She agreed with what the residents had to say about noise and traffic.

Link noted that this was a good business, but it did not adhere to the Comprehensive Plan, and he was a stickler for following it. It didn't provide the step

down that the Comp Plan mandated.

Hamner moved to recommend denial of Public Hearing item 23-06, Rezone 2011 and 1999 Highway 54 W from OI, Office Institutional, to GC, General Commercial. Ritenour and Reeves seconded. Motion carried unanimously.

Old Agenda Items

None

New Agenda Items

1. 23-09-01 Building Elevations, Chick-fil-A, 1222 HWY 74 S

This Chick-fil-A was in the Wilshire Pavilion on the south end of town at the intersection of SR 74 South and Holly Grove Road, Hooks explained, and the property was zoned GC. A kitchen renovation would result in a minor building expansion affecting the rear and the west side of the building. She pointed it out on the site plan and presented an elevation of the rear of the building, as well as a photo of its current appearance. There was an elevation of the side of the building, too, and a photo of it as of now.

Chick-fil-A was proposing to update the colors of the building to the company's new standard color palette, also shown. The colors were neutral, Hooks remarked, and very similar to what was currently used, just darker. The brick would remain, with the new brick matching the existing. All the brick in the shopping center was the same color. She noted that there was not as much brick on this building as was typically required along SR 74 because it was approved just prior to the adoption of the current architectural requirements. She showed photos of several other businesses in the shopping center as a color comparison, saying the proposed Chick-fil-A colors were not exactly the same as in the guidelines, but were in the same neutral color family, and Staff believed they would blend well and recommended approval.

Jason Toole of CPH, the architect and engineer for Chick-fil-A, represented the applicant and offered to answer questions. He affirmed they would be painting the stucco part of the building, but it would blend with other businesses in the shopping center.

Johnston asked what was being lost in the rear due to the expansion? There was a service yard there and on the west side, Toole replied, and they would lose that pavement. The reason for this expansion was to streamline the kitchen and gain freezer space and kitchen space for efficiency. Seating inside the building would be slightly reduced, he continued.

This request was related to the following agenda item for landscape plan approval, Ritenour pointed out, recalling they approved an additional drive-thru lane earlier this year. Hooks said the curb line around the building was not changing; only the building footprint was expanding. They would be losing some linear feet of

landscaping because of the dual lanes, he continued, and Hooks said that was correct.

Johnston moved to approve New Agenda item 23-09-01 Building Elevations, Chick-fil-A, 1222 Hwy 74 S. Hamner seconded. Motion carried unanimously.

2. 23-09-02 Landscape Plan, Chick-fil-A, 1222 HWY 74 S

As discussed, the renovations at the Chick-fil-A on SR 74 South would include continuing the dual-lane drive-thru around the building to improve traffic flow. Hooks showed this on the landscape plan and pointed out the bypass lane and how parking would be shifted.

She reminded the Commission that Council granted a variance in May, 2023, for a buffer reduction along SR 74 and Holly Grove with the stipulation that a new landscape plan be submitted to the Planning Commission. That plan showed that four pine trees would be eliminated along SR 74 and a row of shrubs plus one deciduous tree would be removed from a parking island along the Holly Grove side. They wanted to replace three crape myrtles next to the building with new crape myrtles. Other crape myrtles and trees along the edge of the property would remain.

Hooks went over the new plantings that were proposed, noting they would provide color for the site. The buffer along SR 74 would be supplemented with three new scarlet oaks, which were overstory trees, and four understory trees, three of them dogwoods and a redbud. Azaleas were proposed in front of the retaining wall, which would be pushed out and visible only from the parking lot.

A row of dwarf Burford hollies would screen the parking lot on Holly Grove in keeping with the ordinance requirements for a 24-inch screen. Flowering plants would go around the monument sign. The tree that was removed in the parking island would be replaced, and other parking islands would be planted with trees, shrubs, and groundcovers where there currently were none. A variety of plantings were proposed around the perimeter of the building, Hooks continued, including the new crape myrtles and two Japanese maples.

While five trees and some shrubs would be removed for the site improvements, 14 new trees and a variety of shrubs and groundcovers were proposed for an abundance of new color, and Staff believed the landscape plan met the conditions of the variance and recommended approval.

Toole said they had submitted a revised landscape plan, but the only difference came about when working with engineering staff on the stormwater review. He indicated a spot in the rear where an underground water quality unit would be installed. A tree would be removed, with a new tree planted nearby. Hooks said she didn't realize there was a change, and Toole showed the plan to the Commissioners.

Johnston asked how tall and full the trees along SR 74 would be? They were oaks and dogwoods, along with a redbud, Hooks said. Cailloux said dogwoods thrived in understory conditions and might not grow as full, but grew taller.

At planting, Toole explained, the oaks had to be a minimum three-inch caliper and 10-foot height, and the dogwoods two-inch caliper and seven-foot height. Johnston said she was wondering about the restaurant's visibility from the road, but Toole pointed out that the building sat below the road with a retaining wall in between, so it would be the tree trunks motorists saw, not the foliage.

Johnston, Reeves, and Link said they appreciated the colors.

Hamner moved to approve New Agenda item 23-09-02, Landscape Plan, Chick-fil-A, 1222 Hwy 74 S. Johnston seconded. Motion carried unanimously.

Workshop Items

No workshop items.

There would be a meeting on September 25, Cailloux said. Alternate Andrew Kriz would fill Link's spot, and a public hearing was on the agenda.

There being no further business, Link adjourned the meeting at 8:18 p.m.

Martha Barksdale, Recording Secretary

CITY OF PEACHTREE CITY

INTEROFFICE MEMORANDUM

MEMO TO: Planning Commission

FROM: Robin Cailloux, Planning Director 9/19/2023

DATE: September 25, 2023

SUBJECT: PH-23-07 Zoning text amendment to create Short Term Rental permit and process

Recommendation:

The draft ordinance has been reviewed and vetted by the City attorney. Staff advises that the Planning Commission recommend approval of the Short Term Rental ordinance as proposed to City Council.

Discussion:

At the request of City Council, staff has researched and drafted an ordinance to regulate short term rental (STR) properties within Peachtree City. A draft of the ordinance was presented at the May 2, 2023 City Council Workshop where Council gave staff direction on changes to be made to the draft. These changes were made by staff and reviewed at the June 6, 2023 City Council Workshop and again at the August 1, 2023 City Council workshop. At the last workshop, Council agreed to proceed with the adoption process of the Short Term Rental ordinance, which includes a public hearing with the Planning Commission.

Per state law, a STR is defined as any home or bedroom rented for less than 30 days. Communities with a high number of STRs may experience issues with noise, parking, and other disruptions to neighbors. The purpose of regulating STR is to protect the health and safety of current city residents and visitors and to preserve the residential character of neighborhoods.

Highlights of STR Ordinance

The draft ordinance and summary table of highlights are attached at the end of this memo. Some highlights include:

- An annual permit is required to have a Short Term Rental in Peachtree City.
- The number of permits will be capped at 1.5% of the number of residential units in the City, based on Tax Assessor data. Permits will be issued on a first-come, first-serve basis.
- Detached structures and RVs may not be used for an STR.
- Whole-house rentals are permitted and owner is not required to be on site at time of rental.

- Inspections by the Fire Marshal and Code Enforcement will be required before a permit can be issued or renewed.
- A local contact must be named for each STR. They must be over 21 years of age and be accessible 24 hours a day, 7 days a week. They must be able to be at the property within 1 hour of contact if requested by the City.
- Special Events and Parties are not permitted on a STR property.
- Parking for the STR must be off-street and on a paved surface.
- Only a bedroom, as defined by the international building code, may be used for sleeping. No more than 3 persons may sleep in a bedroom. Code Enforcement inspections will establish the maximum overnight occupancy for the STR permit.
- Notice of parking, garbage storage, party restriction, and City noise ordinance must be posted conspicuously in the STR, along with the local contact agent's phone number.
- Notice of the STR will be mailed to every residential property within 500 feet, along with the local contact agent's contact information.
- The annual permit fee is \$400, and there is a \$75 late fee if the annual renewal is 30 days or more past due.
- The City will be hiring a 3rd-party monitoring service to identify and track Short Term Rental listings online.

Please review the draft ordinance attached to this memo.

Budget Impact:

Potential impacts include revenues generated by new permit; cost for a third party contractor to track online rental platforms; and staff time to inspect properties, administer the new program, and enforce the ordinance.

Attachments:

1. Draft Short Term Rental Ordinance
2. Highlights of Short Term Rental ordinance

DRAFT Sec. 917 – SHORT TERM RENTAL

Sec. 917.1. Purpose

- (a) The purpose of this section is to protect the public health, safety, and general welfare of individuals and the community at large; to monitor and provide reasonable means for citizens to mitigate impacts created by occupancy of short-term rental units; and to implement rationally based, reasonably tailored regulations to protect the integrity and character of neighborhoods in which short term rental use occurs.
- (b) This section is not intended to regulate hotels, motels, inns, or bed and breakfast establishments.

Sec. 917.2 Zoning districts.

Short term rentals are permitted in all residential zoning districts and zoning districts where residential uses are permitted.

Sec. 917.3 Applicability.

- (a) It shall be unlawful for any owner of any property within the City of Peachtree City to rent or operate a short term rental of residential property contrary to the procedures and regulations established in this section, other provisions of this Code, or any applicable state law.
- (b) The restrictions and obligations contained in this section shall apply to short term rentals at all times during which such residential properties are marketed and used as short term rentals.
- (c) The allowance of short term rentals pursuant to this section shall not prevent enforcement of additional restrictions that may be contained in restrictive covenants or other private contractual agreements or arrangements.

Sec. 917.4. Definitions.

The following words, terms and phrases, when used in this section, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Bedroom shall mean an attached room which is intended, arranged, or designed to be occupied by one or more persons primarily for sleeping purposes.

City shall mean Peachtree City, Georgia.

Garbage shall mean and include all waste and accumulation of animal, fruit, or vegetable matter that attends or results from the preparation, use, handling, cooking, serving or storage of meats, fish, fowl, fruit, vegetable matter of any nature whatsoever, which is subject to decay, putrefaction, and the generation of noxious and offensive gases and odors, or which may serve as breeding or feeding materials for flies and or germ-carrying insects. Garbage, for the purposes of this Section, shall also include recyclable materials and rubbish, as defined in the Peachtree City Code of Ordinances Chapter 42

Guest shall mean anyone who has a home address somewhere other than where he or she is spending the night and other than where he or she pays a fee for accommodations.

Innkeeper shall mean any person who is furnishing for value to the public any room(s), lodging, or accommodations.

Local contact person shall mean a person, firm or agency representing an owner or owners of a short term rental who has access and authority to assume operational management of the short term rental and take remedial measures.

Noise regulations shall mean those regulations contained in the Official Code of Peachtree City, Georgia, Chapter 42 Article VI- Noise Control.

Occupancy, transient, shall mean occupancy or use by a paying guest or tenant for a period of not more than 30 consecutive days or by the offering or advertising of a residence as being available in whole or in part to be used for such occupancy. Such occupancy is characteristic of short term rentals or other establishments, by whatever name called.

Operator shall mean any person operating a short term rental (as defined in this section) in Peachtree City, including but not limited to the owner or proprietor of the premises, lessee, lender in possession, or any other person otherwise operating a short term rental.

Owner shall mean a person or entity that holds legal and or equitable title to private property.

Premises shall mean and include all physical buildings, appurtenances, parking lots, and all property owned and/or used by and for the short term rental.

Private shall mean intended for or restricted to the occupants and or guests of the short term rental; not for public use.

Rental term shall mean the period of time a person rents or leases a short term rental.

Short term rental shall mean any residential property, facility, or structure used for transient occupancy providing overnight lodging and accommodations for not more than 30 consecutive days.

Special event or private function shall mean an organized activity for profit or non-profit having as its purpose entertainment, recreation and or education, including but not limited to a festival, party, reception, celebration or assembly.

Sec. 917.5. Permit required.

- (a) Every person engaging in or about to engage in business as an operator of a short term rental shall immediately apply for a permit and obtain approval for the business with the Planning and Development department on the forms provided by the same for such business. Persons engaged in such business must apply for a permit no later than 30 days after this section becomes effective; but such grace period for registration after the effective date of this section shall not relieve any person from the obligation of payment or collection of such permit fee on and after the date of imposition thereof. The required permit hereunder shall set forth the name under which the operator transacts business, and other such information as would be required by the Planning and Development department. The permit application shall be signed by the owner if a natural person, by a member or partner in case of ownership by partnership, an officer in the case of corporation, or an agent acting on behalf of the property owner.
- (b) A separate permit will be required for each individual location of a short term rental.
- (c) The total number of short term rental permits in Peachtree City is limited to no more than 1.5% of total number of housing units as reported by the Fayette County Tax Assessor's Office annually. In the event that housing units decrease to a level lower than allowed previously, all existing permits will be grandfathered for renewal purposes, but new licenses will not be issued.

Sec. 917.6. Local contact person, and responsible person.

Each owner of a short term rental shall designate a local contact person who has access and authority to assume operational management of the short term rental and take remedial measures or repairs while the short term rental is being rented to an occupant and/or guest. An owner of a short term rental may designate herself or himself as the local contact person.

- (a) The local contact person shall be at least 21 years of age.
- (b) There shall only be one designated local contact person for a short term rental at any given time.
- (c) The local contact person shall be required to respond to the location of the short term rental 24 hours a day, seven days a week, and within one hour after being notified by the City of the existence of a violation of this

section or any other provision of the Peachtree City Code of Ordinances, or any disturbance or complaint requiring immediate remedy or abatement regarding the condition, operation, or conduct of occupants of the short term rental.

- (d) An owner may retain a managing agent, managing agency, operator, or representative to serve as the local contact person to comply with the requirements of this section, including, without limitation, the licensing of the short term rental, the management of the short term rental, and the compliance with the conditions of the license. Any such managing agent must be licensed under the laws of the State of Georgia.
- (e) The owner of the short term rental is responsible for compliance with the provisions of this section and the failure of the local contact person to comply with this section shall be deemed noncompliance by the owner.
- (f) The owner must immediately notify the Planning and Development department in writing upon a change of local contact person or the local contact person's telephone number. This notification will be on forms prescribed by the City. The new, revised contact name and phone number must be posted in the guest areas of the short term rental within ten days of any change of local contact person information and before occupants can rent the short term rental; and updated notices mailed out to all residential neighbors within 500 feet of the short term rental property lines.

Sec. 917.6. Application for permit.

- (a) Each person seeking to obtain a permit to operate a short term rental shall submit an application to the Planning and Development department on a form provided by the same. Said application shall include:
 - (1) A statement that each applicant is a citizen or legal resident of the United States;
 - (2) Address, phone number and email address of each applicant;
 - (3) The address of the short term rental;
 - (4) Consent by each applicant to undergo a criminal background check;
 - (5) A copy of a deed showing the applicant to be the owner of the premises for which the permit is sought or a copy of a lease showing any interest the owner of the premises has in the short term rental for which the permit is sought;
 - (6) A copy of the passed inspection report or other similar approval from the Peachtree City Fire Marshal or his designee;
 - (7) A copy of the passed inspection report or other similar approval from the Peachtree City Building Official or his designee;
 - (8) All other state and local permits pertaining to the operation of short term rentals, including approvals, as applicable, or as determined by the Director of Planning and Development.
 - (9) Copy of the guest occupancy agreement as required by O.C.G.A. § 43-21-3.2. This agreement shall contain at a minimum notices to the occupants regarding the City's noise ordinance, parking requirements, special event prohibition, garbage requirements, prohibition on sub-leasing, and notice that failure to vacate the premises for violating the agreement will be considered trespassing and thus subject to criminal prosecution;
 - (10) An affidavit swearing to using a platform that complies with state laws and collection of appropriate sales and lodging taxes;
 - (11) The name, address, telephone number and email address of the local contact person; and
 - (12) Any other information as may be required by the Planning and Development department.
- (b) All applications for a permit to operate a short term rental shall be accompanied by the payment of applicable fees as set in a schedule of fees adopted by the City Council and amended time to time.

Sec. 917.7. Issuance of permit.

- (a) Upon determining that an application is complete, applicable fees are paid, and all the standards of this section are satisfied, the Planning and Development department shall issue the appropriate permit for the calendar year in which approval was granted.
- (b) No permit shall be issued for any short term rental where any individual having interest either as an operator, owner, partner, principal stockholder, or licensee, whether such interest is direct or indirect, or beneficial or absolute, has been convicted or has taken a plea of nolo contendere within five years for a felony or any crime involving moral turpitude, or has been convicted or has taken a plea of nolo contendere within two years for any misdemeanor of any state or of the United States or any municipal or county ordinance which would have any effect on the applicant's ability to properly conduct such business, except traffic offenses. The term "conviction" as used in this section shall include adjudication of guilty plea, plea of nolo contendere or forfeiture of a bond when charged with a crime.
- (c) Upon the issuance of a new short term rental permit, or an updated local contact person, the City shall mail a notice to all residential properties within 500 feet of the property line of the short term rental notifying them of the short term rental permit and providing information regarding how to lodge complaints regarding the short term rental, if any.

Sec. 917.8. Annual renewal of permit and abandonment of permit.

- (a) All permits issued pursuant to this article are annual permits that run 365 days from the issuance of the permit, from January 1 to December 31 of each year. Holders of existing permits in good standing shall apply to the Planning and Development department for renewal ~~for the next calendar year~~ by filing a renewal application in proper form and tendering the required fees. Renewal applications shall be accompanied by compliance documentation for payment of excise taxes and sales taxes, along with re-inspection approvals from the Peachtree City Fire Marshal, and other documents as required by the Planning and Development department.
- (b) A penalty fee, as adopted by City Council, shall be assessed to all late annual renewal permit fee payments received 30 days or more after the expiration of the previously issued permit for the property after January 31.

Sec. 917.9. Transfer of permits.

Permits are issued to the applicant and do not carry with the land or premises. No permit issued pursuant to this article shall be transferred from one person to another. Any violation of this section shall constitute due cause for probation, suspension, or revocation of the permit.

Sec. 917.10. Revocation of permit.

- (a) Any permit issued pursuant to this article may be revoked by the City, after notice and hearing, for any of the following causes:
 - (1) Any fraud, misrepresentation or false statement contained in the application for the permit;
 - (2) Any fraud, misrepresentation or false statement made in connection with any transaction;
 - (3) Any violation of this article; or
 - (4) The conducting of the business permitted under this article in an unlawful manner or in such a manner as to constitute a breach of the peace or to constitute a menace to the health safety or general welfare of the public.
- (b) Whenever, in the opinion of the city manager or designee, there is cause to revoke said permit, a notice of hearing for the revocation of a permit issued pursuant to this article shall be given in writing, setting forth specifically the grounds of the complaint and the time and place of the hearing.

- (1) The notice shall be served on the holder of the permit by handing the same personally to the person operating the permitted business, or by mailing the same, postage prepaid, to the holder of the permit at her or his last known address at least five days prior to the date set out for the hearing.
- (2) The giving of such notice shall suspend the permit pending the outcome of the hearing, and any business conducted under the permit shall cease during said period of suspension.
- (3) After the hearing, the city manager may make a decision concerning the revocation of said permit. If the decision is adverse to the permit holder, he/she may appeal such decision within ten days to a court of competent jurisdiction via a writ of certiorari.
- (4) Any owner who has his or her permit revoked shall be disqualified from reapplying for such permit for 24 months immediately following revocation.
- (5) Revocation of said permit shall automatically revoke the entity's occupation tax license.

Sec. 917.11. Accommodation standards.

- (a) All structures used for short term rentals shall satisfy the National Fire Protection Association and International Fire codes, as adopted and amended by the Georgia Department of Community Affairs, and the City of Peachtree City Code of Ordinances chapter 38.
- (b) All swimming pools, spas, and hot tubs shall comply with the International Swimming Pool and Spa Code as adopted and amended by the Georgia Department of Community Affairs and the City of Peachtree City Code of Ordinances Chapter 18, as it applies to barriers and floatation devises.
- (c) No exterior alterations may be made to a residence to indicate that it is being used as a short term rental. House numbers shall be visible from the public street at all times.
- (d) No advertising shall be visible from the street or from adjoining properties.
- (e) No detached structures, guest houses, or recreational vehicles or trailers shall be used as a short term rental.
- (f) Only a bedroom as defined herein shall be used for overnight sleeping quarters.
 - (1) Every bedroom occupied by one person shall contain at least 70 square feet of floor area, and every bedroom occupied by more than one person shall contain at least 50 square feet of floor area for each occupant thereof.
 - (2) Except where there is only one bedroom, bedrooms shall not constitute the only means of access to other bedrooms or habitable spaces and shall not serve as the only means of egress from other habitable spaces.
 - (3) Every bedroom shall have access to at least one water closet and one lavatory without passing through another bedroom.
 - (4) Every bedroom shall have at least six (6) square feet of floor to ceiling heated closet space, and for each permissible occupant over two, there shall be an additional of four (4) square feet in the above described closet; however, if such space is lacking, an amount of space equal in square footage to the deficiency shall be subtracted from the area of the bedroom space used in determining permissible occupancy.
 - (5) No space located totally or partially below grade shall be used as a bedroom unless the total openable window area for allowing the entrance of outside light is equal to at least five (5) square feet and there are no pipes, ducts, or other obstructions less than six feet eight inches from the floor level which interfere with the normal use of the room or area.
- (g) No more than three guests shall be allowed per bedroom. The number of bedrooms shall be confirmed by the on-site inspection by a representative of the City, and a maximum overnight sleeping occupancy shall be established for the permit.

- (h) Parking associated with the short term rental and premises must be in an off-street location and in accordance with the city's parking ordinance.
- (i) Garbage, rubbish, and recycling shall be only stored in lidded receptacles. Such receptacles shall be stored in a location appropriately screened from view by a public street. For purposes of this Section, a garbage or recycling container shall not be placed at curbside before 7:00 p.m. of the day prior to solid waste pickup, and the container shall be removed from curbside before 7:00 p.m. of the day of pickup.
- (j) Short term rental premises must be maintained in compliance with standards contained within the Peachtree City Code of Ordinances.

Sec. 917.12. Operating standards.

- (a) Each operator of a short term rental is required to keep a guest registry. Each guest shall register on the date of their arrival, stating their names, current residence address, and description and license plate number of the vehicle they are using. Each operator of a short term rental shall keep for a period of at least three years the above-described register, along with all records, receipts, invoices and other pertinent papers setting forth rental charged for each occupancy, the date or dates of occupancy, and such other information as required by the Planning and Development department. Said records shall be made available for examination by the City, the Fayette County Board of Health, or any authorized law enforcement agency upon operator or owner of such short-term rental being presented with a warrant to provided such information, or immediately upon exigent circumstances.
- (b) Operators of short term rentals shall not be permitted to serve food to guests for sale or otherwise and no food preparation, except beverages, is permitted within individual bedrooms.
- (c) The permit number shall be included on all advertisements for the short term rental.
- (d) Special events or private functions are not permitted at short term rentals. For the purposes of defining a special event, in addition to the definition contained herein, no more than 2 times the number of maximum overnight sleeping occupancy shall be permitted on the premises at any time.
- (e) The operator shall not permit any occupant to sublet the premises and shall notify occupants of this prohibition in the guest occupancy agreement as required by O.C.G.A. § 43-21-3.2.

Sec. 917.15. Display of permit and notifications.

- (a) Every holder of a permit issued pursuant to this article shall keep such permit conspicuously displayed at all places where such business is conducted.
- (b) Each short term rental shall post a legible notification, clearly visible to all guests containing the following information:
 - (1) The name and contact information of the owner/local contact person and the telephone number at which that party may be reached on a 24-hour basis.
 - (2) The maximum number of overnight occupants permitted posted on the form as provided by the City.
 - (3) Notification that an occupant may be cited and fined for creating a disturbance or for violation this code section or any other sections of the Code of Peachtree City.
 - (4) Notification that the short term rental location cannot be utilized for special events, parties, or private functions as defined herein.
 - (5) Notification that all parking associated with the short term rental must be located on the property only on designated hard surfaced areas and not on any public or private roads at any time.

Sec. 917.16. Complaints

Complaints about the property may result in a notice of the violation being directed to the local contact person. The local contact person shall be responsible for contacting the responsible guests and/or occupants to correct the problem within one hour. This local contact person is required to visit the property to confirm compliance with this chapter, unless compliance can reasonably be confirmed without visiting the property. It is not intended that an owner or local contact person act as a peace officer or place himself or herself in an at-risk situation.

Sec. 917.17. Violations and penalties.

- (a) The following conduct shall constitute a violation for which the penalties specified herein of this section may be imposed, or the short term rental permit revoked:
 - (1) The owner or local contact person has violated any of the provisions of this chapter; or
 - (2) The owner or local contact person has violated any zoning, building, health or life safety provision; or
 - (3) Each day the short term rental is marketed or rented for overnight accommodation shall constitute a separate violation.
 - (4) Failure of the owner or local contact person to respond to calls or complaints regarding the condition, operation, or conduct of occupants and/or guests of the short term rental in a timely and appropriate manner as specified herein shall be grounds for imposition of penalties as set forth in this section.
 - (5) Three or more separate complaints received from at least two different property owners or occupants within any six-month period for the same short term rental property.
- (b) Any violation of the provisions of this section by occupants and/or guests of the short term rental shall be enforced pursuant to this section, and any other applicable Code sections. Enforcement actions may be brought against occupants and/or guests of a short term rental for violations of this section and any other provision of this Code notwithstanding that this section may also make the owner or local contact person of the short term rental responsible for the conduct constituting the violation. The penalties for violations shall be as follows:
 - (1) For the first violation within any 12-month period, the penalty shall be a citation and a fine not to exceed \$1,000.00;
 - (2) For a second violation within any 12-month period, the penalty shall be a citation and a fine not to exceed \$1,000.00;
 - (3) For a third violation within any 12-month period, the penalty shall be a citation, a fine not to exceed \$1,000.00, the revocation of the short term rental permit for a period of 24 months, and the owner or local contact person shall not be eligible to reapply for a short term rental on the property in violation for a period of 24 months from the date of revocation.
- (c) If non-compliance with provisions of this section occurs, the Planning and Development department or law officer of the City shall conduct an investigation whenever there is reason to believe that an owner and/or local contact person has failed to comply with the provisions of this chapter. The investigation may include an inspection of the premises, review of law enforcement/security reports, online searches, citations, or neighbor documentation consisting of photos, sound recordings and video all of which may constitute evidence of a violation.
- (d) The Planning and Development department, Code Enforcement officer of the City, and the Peachtree City Police Department are hereby authorized and directed to establish such procedures, which may from time to time be required to carry out the purpose and intent of this chapter. The Peachtree City Police Chief or her or his designee or Code Enforcement shall also have authority to enforce this chapter.

SHORT TERM RENTAL ORDINANCE HIGHLIGHTS

Ordinance Standards:	Proposed Peachtree City
Grandfathers existing STR	No- all must apply within 30 days of adoption
Permit required	Yes- one for each property
Annual renewal required	Yes
Primary residence requirement	No
Whole-house rental permitted	Yes
Short-term rental period	Minimum 1 day, maximum 30 days
Can use guest house or other detached structure	No
Sub-leasing allowed	No
Maximum in City	Yes-1.5% of all residential per Tax Assessor
Parties/ Special Events permitted	No
Keep guest register	Yes
Requires business license	No
Collect lodging tax	Yes
Required to meet current fire/building codes	Yes, annual inspection required
Off-street parking required	Yes
Garbage storage requirements	Yes
Notification to neighbors	Yes- within 500 feet radius
Requires local contact/agent	Yes- at least 21 years old
Agent must be on site w/in time	Yes, within 1 hour
STR permit posted onsite	Yes
Fines for violation	first is \$1,000; second is \$1,000; third is \$1,000 plus revoked for 24 mos.
Application Fees	\$400, \$75 late application fee

CITY OF PEACHTREE CITY

INTEROFFICE MEMORANDUM

MEMO TO: Planning Commission

FROM: Lora Hooks, Senior Planner 9/14/2023
Robin Cailloux, Planning Director 9/14/2023

DATE: September 25, 2023

SUBJECT: 23-09-03 Updated Building Elevations, Royal Condominiums, 215 Northlake Drive

Recommendation:

Staff is of the opinion that the revised elevations for the mixed-use redevelopment at 215 Northlake Drive meet the architectural requirements of the Land Development Ordinance and recommends approval of agenda item 23-09-03.

Discussion:

Jefferson Architecture has submitted revised building elevations for the mixed-use redevelopment at 215 Northlake Drive. The building has been redesigned to soften the size and appearance of the warehouse character of the previous design. The result is a more pedestrian-friendly development with a traditional look using contemporary styling and materials.



Building Height and Massing

The overall massing of the building is well divided with changes in material, color, articulation, and detail, giving the appearance of separate buildings similar to a city streetscape. The building sections alternate stepping in and out as the building material and/or color changes and each section has a different window design and architectural detailing.

The proposed building also has a distinct base, middle, and top to reduce the bulk of the building. The residential floors, the 'middle', are set back from the ground floor, which clearly defines the ground level retail as the base of the building. The unique storefront and canopy design of each building section makes the retail spaces distinctive. In addition, the wide open sidewalk allows space for outdoor dining and gathering, making the space more user-friendly. Finally, the top level is set back from the middle section.



Building Materials and Colors

Except for the garages and the roof level, which will be Hardie siding, the building is constructed of primary materials (brick or stone), at least 80% or more, on all sides. The color palette is soft and neutral with darker brick and metal accents.

Proposed color palette:

Brick - Millstone 6040

Brick - Cottonwood

Brick - Everest Gray

Stone - Arriscraft, Opal-Laurier

Accent Brick - Blackstone Wirecut

Metal Accent - Burnished Slate

Hardie Siding - Monterey Taupe and Iron Gray

Budget Impact:

There are no budget impacts associated with this item.

Attachments:

1. Zoning Map
2. Renderings
3. MATERIAL SHEET
4. COLOR ELEVATIONS





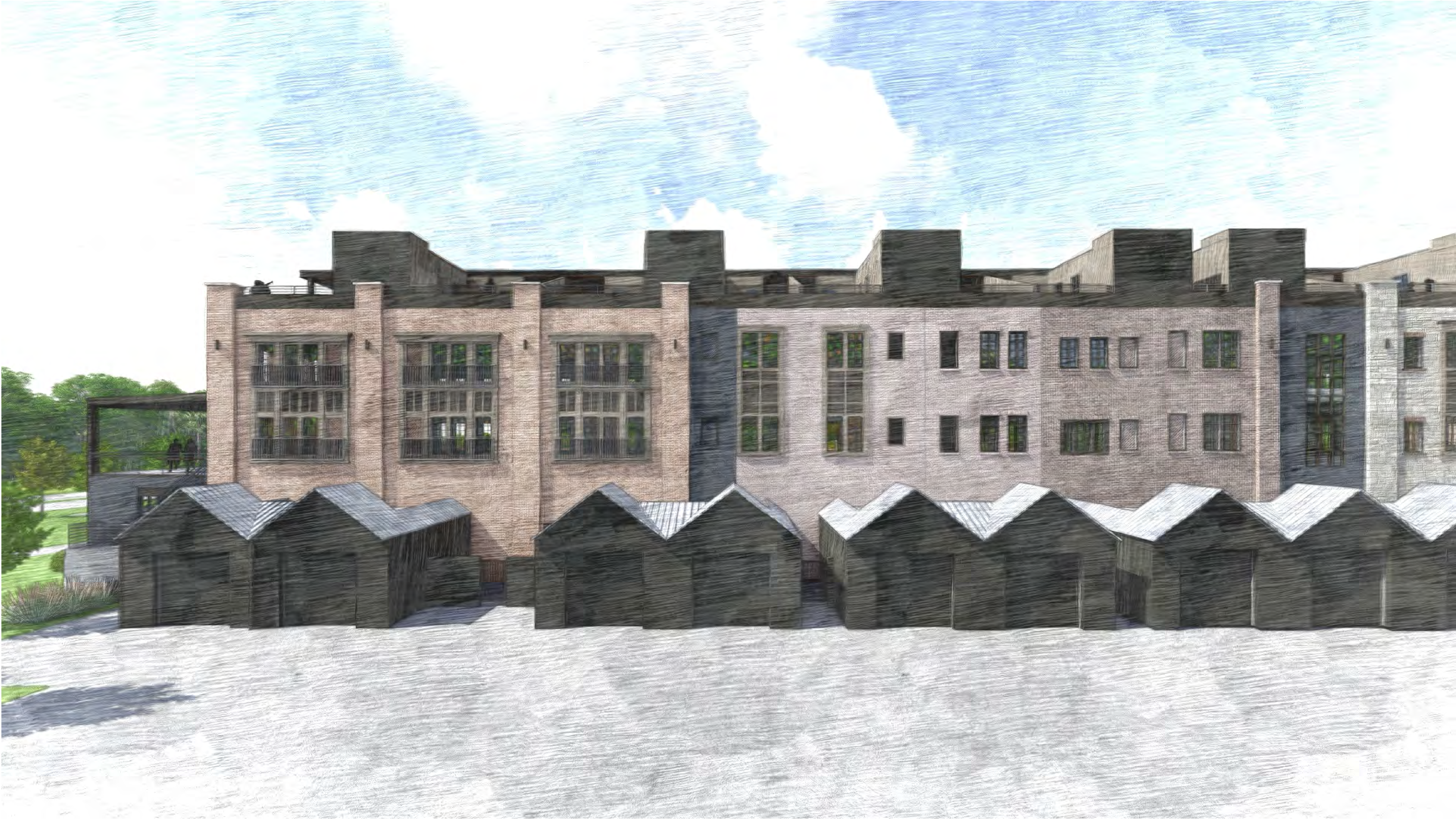




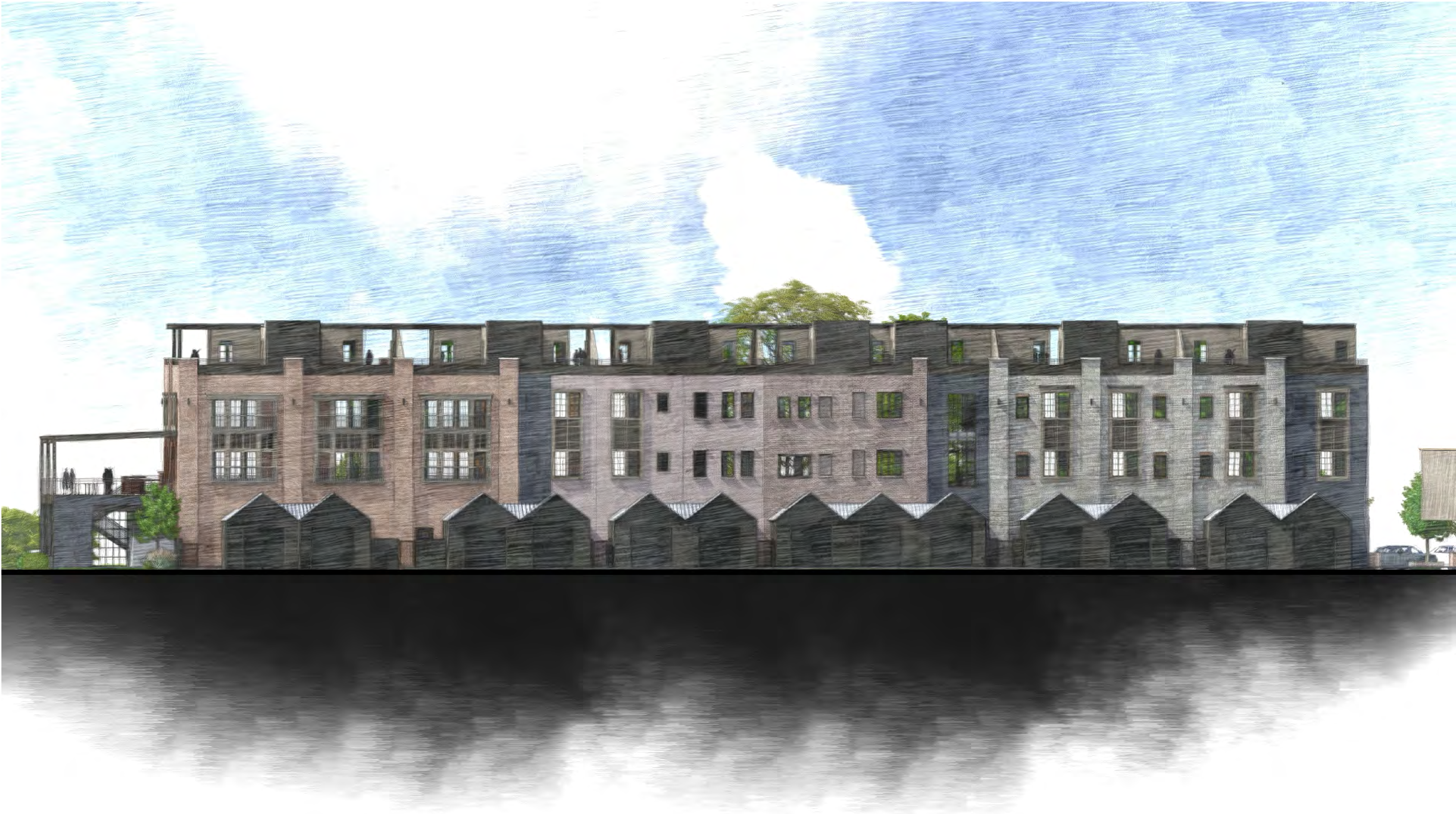














BRICK -
MLLSTONE 6040



BRICK -
COTTONWOOD



BRICK -
EVEREST GRAY



BRICK - ACCENT
BLACKSTONE WIRECUT

HARDIE SIDING
MONTEREY TAUPE



HARDIE SIDING - ACCENT
IRON GRAY



MISC. METALS
BURNISHED SLATE



ARRISCRAFT -STONE
OPAL - LAURIER



01 TOP OF SLAB
0' - 0"

① EXTERIOR ELEVATION - EAST
1" = 10'-0"



01 TOP OF SLAB
0' - 0"

② EXTERIOR ELEVATION - WEST
1" = 10'-0"

NOTE: COLORS MAY VARY DUE TO DIFFERENT SCREENS AND RENDERING TECHNIQUES BUT ARE BASED ON THE RGB COLOR CODES OF THE SELECTED MATERIALS

CITY OF PEACHTREE CITY

INTEROFFICE MEMORANDUM

MEMO TO: Planning Commission

FROM: Lora Hooks, Senior Planner 9/14/2023
Robin Cailloux, Planning Director 9/14/2023

DATE: September 25, 2023

SUBJECT: 23-09-04 Building Elevations, Caliburn Advisors, 1104 N Peachtree Parkway

Recommendation:

While the proposal does meet the intent of the design standards to enhance the visual appearance of the community, as well as the commercial appeal of the individual establishment, and satisfies several of the "should" statements in the ordinance, Section 728 of the Land Development Ordinance states natural brick "should" not be painted, therefore approval of agenda item 23-09-04 is at the discretion of the Planning Commission.

Discussion:

Jefferson Architecture has submitted renderings for a refresh of the office building located at 1104 N Peachtree Parkway in the Kedron Village Shopping Center development. The property is adjacent to Highway 74 but is not highly visible, especially in the summer, due to the landscape buffer.

The existing building was built in the late 1990's as a bank. The facade is a medium, peach colored brick on all sides with a lighter colored accent band near the top of the building and white trim. The proposal is to paint the brick, renovate the entrances, and replace the shingle roof with a metal roof.



Architectural Design

As stated in Sec. 725 of the Land Development Ordinance (LDO) innovative, high quality design and development is strongly encouraged to enhance property values and long-term economic assets along designated corridors.

For a more contemporary look, the proposal includes renovating the building entrances. Currently, one entrance appears to be primary and the other a secondary entrance. After the renovation, the entrances will appear equal but distinctive with a new roof line and stone facade for one of them, giving both tenant spaces prominence.



Sec. 725 also states that diversity of architectural design is encouraged but that buildings within the same development should create a cohesive visual relationship. While the buildings on either side of this one incorporate a darker color pallet, they both have a modern design style.

On the right, Wendy's renovated their facade in 2016 to add corrugated metal panels and a signature red blade wall in place of the traditional brick columns and copper fascia. The World of Beverage on the left was built in 2018 with sleek lines and bronze corrugated metal and Nichiha wood-looking accent panels. All three buildings will have bronze accents in common, in addition to a contemporary design style.





Exterior Colors

Sec. 728 of the LDO states facade colors should be low reflectance, and subtle, neutral, or earth-tone colors and that natural brick should not be painted. Eider White by Sherwin-Williams is proposed as the primary paint color for the building. Eider White has purple undertones, which makes it appear darker and more gray than a bright white. Therefore, it has a lower reflectance.

The proposed stone veneer is a light color with a mix of hues ranging from lighter soft creams and golden umbers to light coffee and sienna rusts. Paired with a dark bronze accent color, the palette is neutral.

Color Palette:

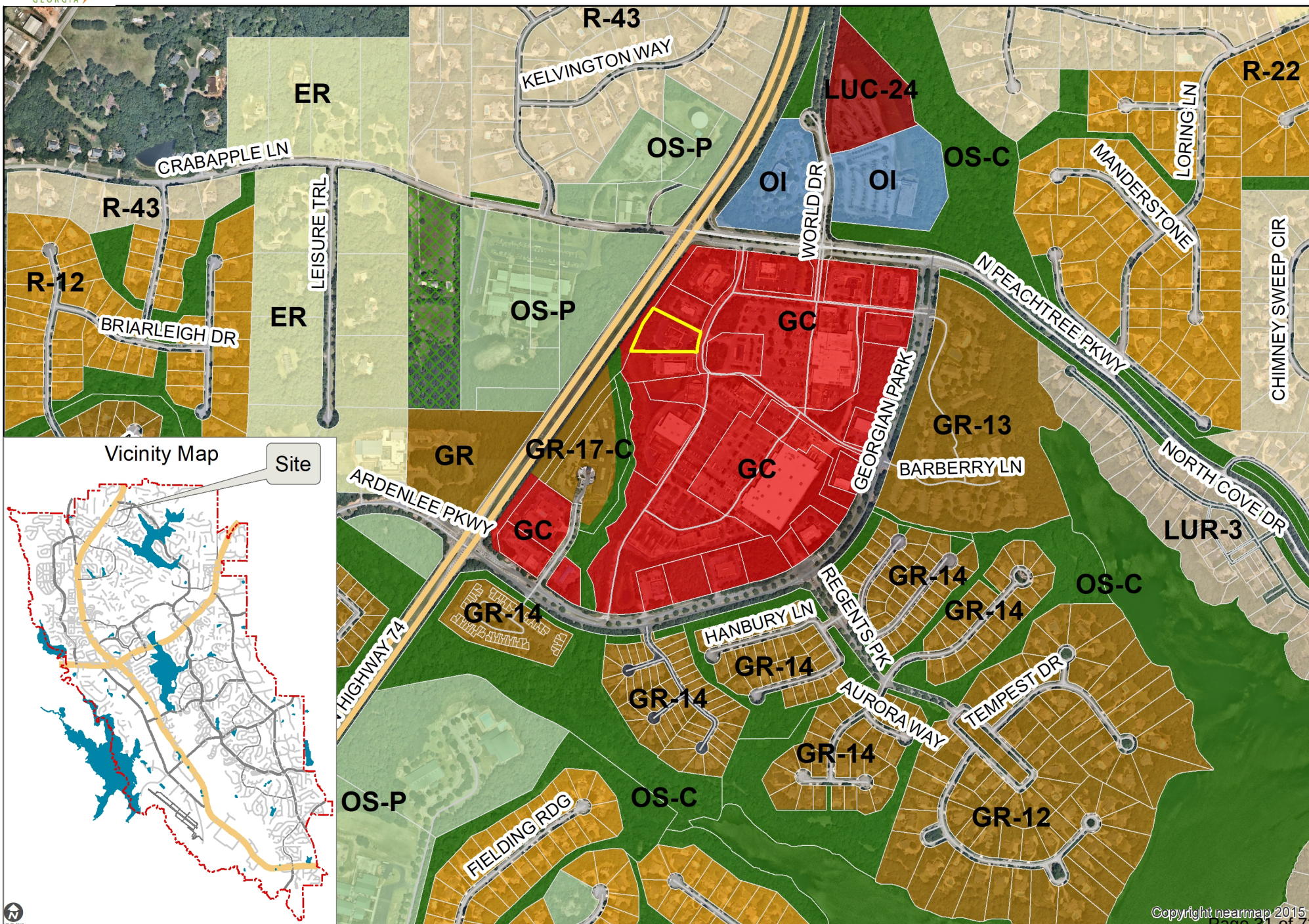
- Brick (existing) - Sherwin-Williams, Eider White SW 7014
- Stone - Eldorado, Grand Banks
- Stucco - Parged Stucco, Burnished Slate
- Accent Metals - Shop finished, Burnished Slate
- Roofing - Shop finished, Sherwin-Williams Tricorn Black (similar color to Burnished Slate)

Budget Impact:

There are no budget impacts associated with this item.

Attachments:

1. Zoning Map
2. RENDERINGS
3. MATERIAL BOARD
4. EXTERIOR ELEVATIONS

















MATERIAL BOARD – CALIBURN ADVISORS - PTC

STEEL BEAMS/ACCENT METALS -
COLOR: SHOP FINISHED: BURNISHED SLATE



ROOFING METALS - SHOP FINISHED
COLOR: SHERWIN WILLIAMS TRICORN BLACK



BRICK - EXISTING

SHERWIN WILLIAMS: EIDER WHITE SW 7014

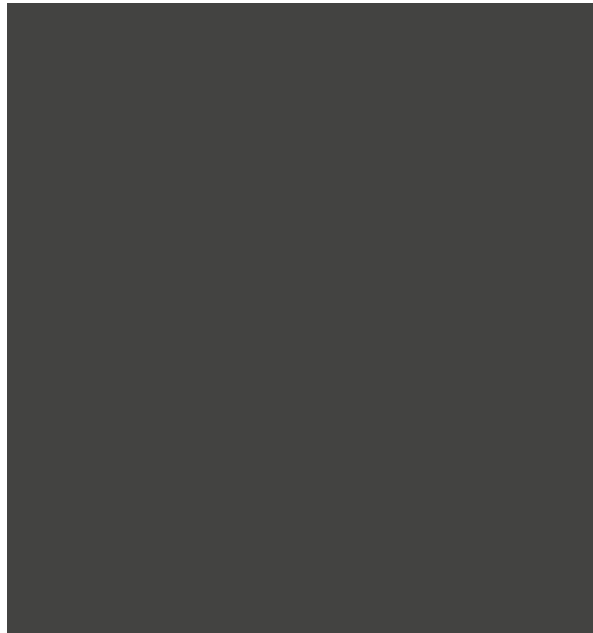


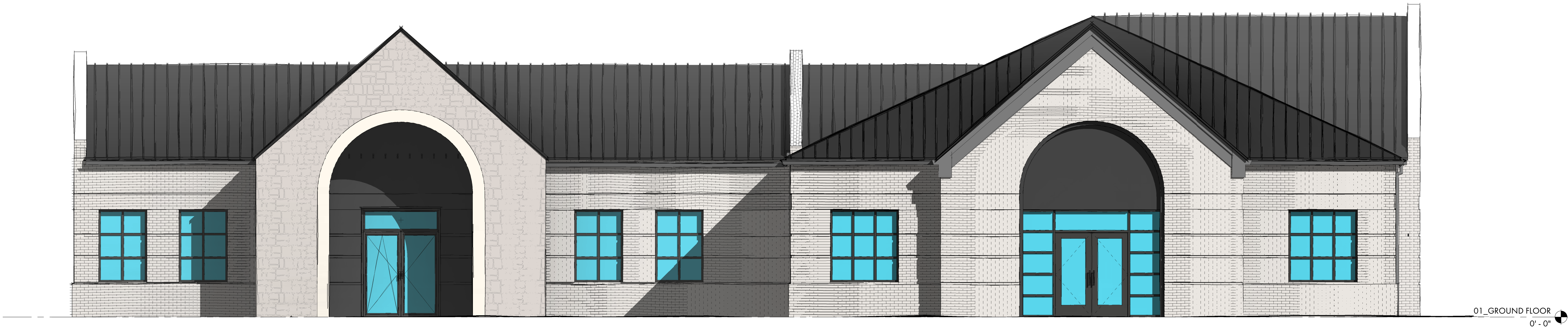
Eider White SW 7014

STONE - ELDORADO
GRAND BANKS



STUCCO - PARGED STUCCO
BURNISHED SLATE





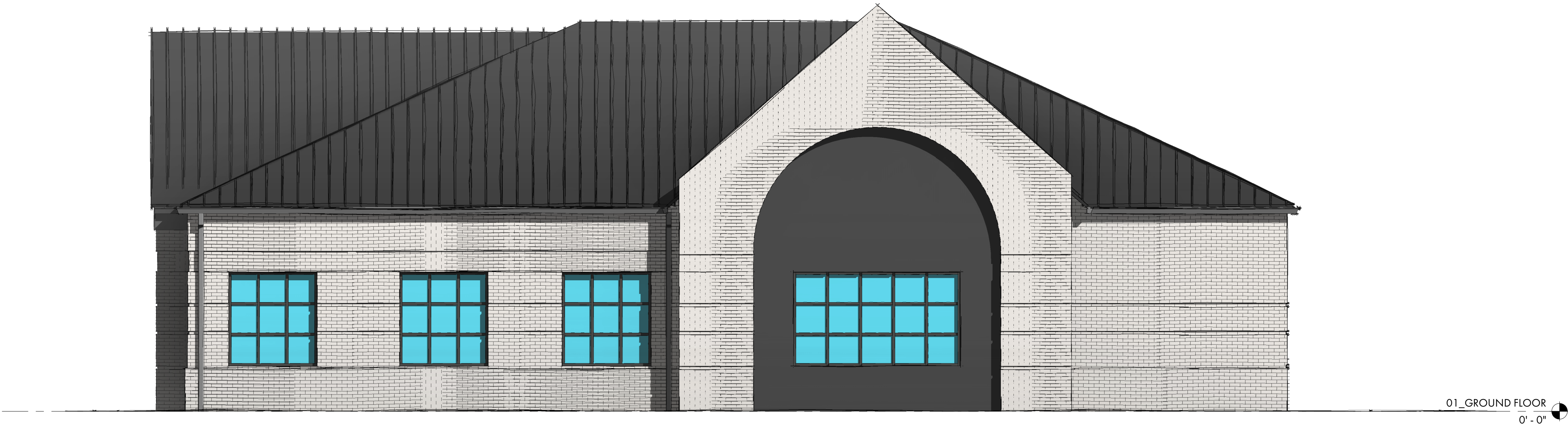
② ELEVATION - FRONT
1/4" = 1'-0"



① ELEVATION - REAR
1/4" = 1'-0"



② ELEVATION - SIDE
1/4" = 1'-0"



① ELEVATION - SIDE
1/4" = 1'-0"

CITY OF PEACHTREE CITY

INTEROFFICE MEMORANDUM

MEMO TO: Planning Commission

FROM: Lora Hooks, Senior Planner 9/18/2023
Robin Cailloux, Planning Director 9/19/2023

DATE: September 25, 2023

SUBJECT: 23-09-05 Building Elevations, Westpark Walk Shopping Center, 200 Commerce Drive

Recommendation:

Section 728 of the Land Development Ordinance states that natural brick "should" not be painted. Therefore, approval is at the discretion of the Planning Commission.

Should the Planning Commission approve the building elevations, staff recommends the following condition be considered for adoption:

1. Paint the EIFS sign band a gray color similar to the roof color. Color to be approved by staff.

Discussion:

Unaware of Peachtree City's architectural requirements, the new management of the Westpark Walk shopping center has made improvements to the center with a fresh coat of paint and a color change without prior approval.

Since opening in 1990, the shopping center has undergone very few updates. The most significant update was in 2013 when the iconic sign/stair tower with identification signage was added. Below are some photos prior to the 2013 renovation.



The buildings are made up of two brick colors; red-orange field brick with blonde accent brick. In addition, a light colored EIFS sign band, a green metal railing for the 2nd story

portion, a green stripe on the roof parapet, and a green metal roof rounded out the earlier building design. In 2013, in addition to the stair tower, a portion of the sign band was removed and replaced with decorative metal louvers, brick accents and decorative metal support columns were added, EIFS panels were repainted, and the metal roof was painted a new color. Later in 2016, the metal roof was replaced with an asphalt shingle roof due to problems with leaks and in 2017, the Tuesday Morning facade was updated.



The new paint scheme simplifies the design by reducing the number of colors from six to three. Note, the painting is not complete and will include painting the light poles.





Colors

Section 728 of the LDO states facade colors should be low reflectance, and subtle, neutral, or earth-tone colors. White is considered a neutral color but can have a high reflectance depending on the particular shade.

In addition, colors should complement those of neighboring buildings. It should be noted that staff has been contacted by the management company for the Carrabba's section of the retail center and that they desire to paint to match the rest of the center.

Color Palette:

Facades:

Field - SW7006 Extra White

Accent/Trim - SW7674 Peppercorn

Floors & Walkways on Site:

SW7674 Peppercorn







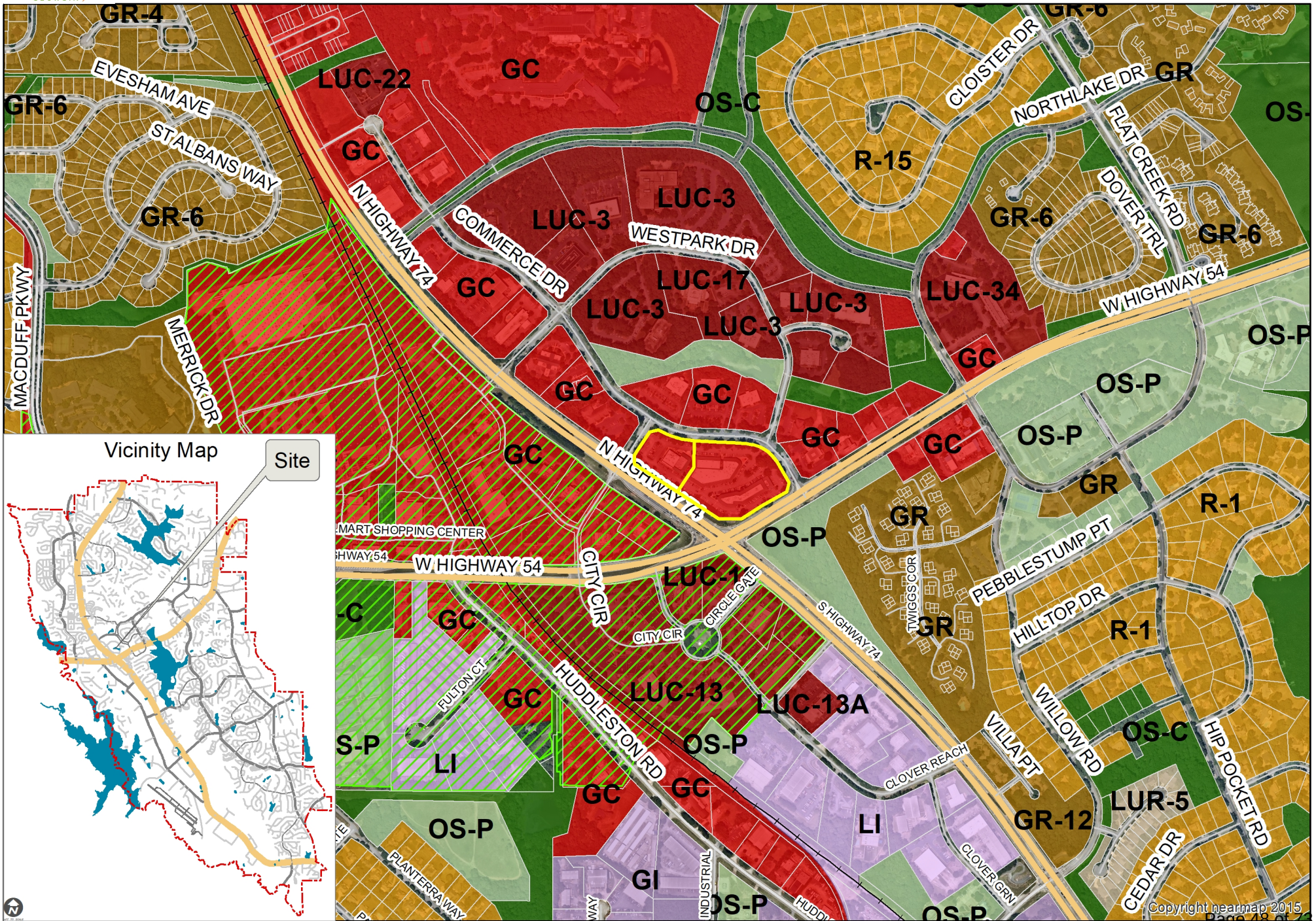
(note: the painting of this facade is not complete)

Budget Impact:

There are no budget impacts associated with this item.

Attachments:

1. Zoning Map
2. Westpark Walk_paint proposal
3. Materials Sheet
4. Examples



BRIDGER PROPERTIES
WEST PARK WALK
EXTERIOR PAINT PRESENTATION



BUSINESS & COMMERCIAL SERVICES

CERTAPRO PAINTERS OF FAYETTEVILLE

STEPHANIE JOHNSON

PAINT METAL
FLASHING CAP

MAIN PROJECT

PAINT EIFS



BUSINESS & COMMERCIAL SERVICES

MAIN PROJECT

PAINT
EIFS



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BUSINESS & COMMERCIAL SERVICES

MAIN PROJECT

PAINT EIFS
COLUMNS

PRIME AND
PAINT BRICK



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BUSINESS & COMMERCIAL SERVICES

PAINT GUTTERS AND
DOWNSPOUTS

MAIN PROJECT



BUSINESS & COMMERCIAL SERVICES

PAINT STOREFRONT
DOORS

MAIN PROJECT

PAINT STOREFRONT
MULION WINDOWS



BUSINESS & COMMERCIAL SERVICES

PAINT EIFS
WALKWAY CEILINGS

MAIN PROJECT

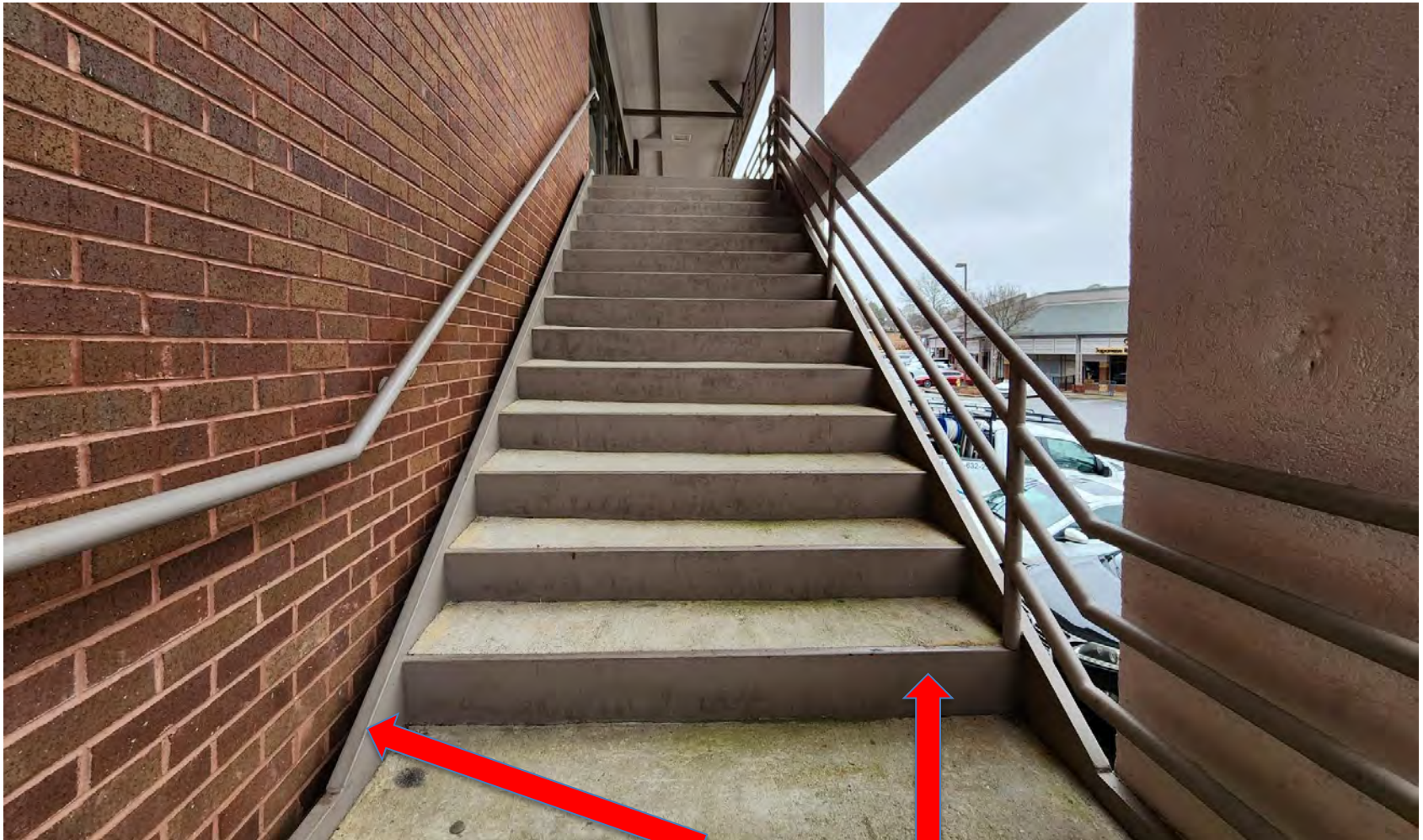


PAINT EIFS
STAIRWELL CEILINGS

MAIN PROJECT



MAIN PROJECT



PAINT METAL RISERS
AND KICKPLATES

MAIN PROJECT

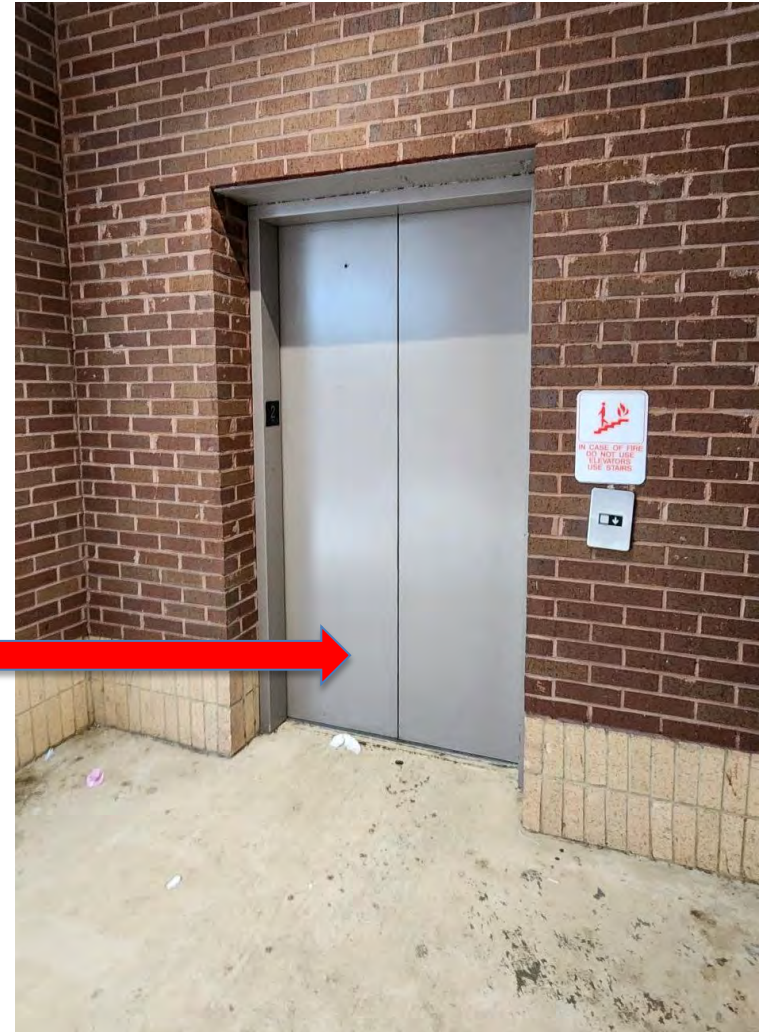


PAINT METAL UNDERNEATH
STAIRCASES

MAIN PROJECT



PAINT
PERSONNEL
DOORS AND
FRAMES



PAINT
ELEVATOR
DOORS AND
FRAMES

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BUSINESS & COMMERCIAL SERVICES

MAIN PROJECT



PAINT
BRICK
MOLD

MAIN PROJECT

PAINT METAL
BEAMS

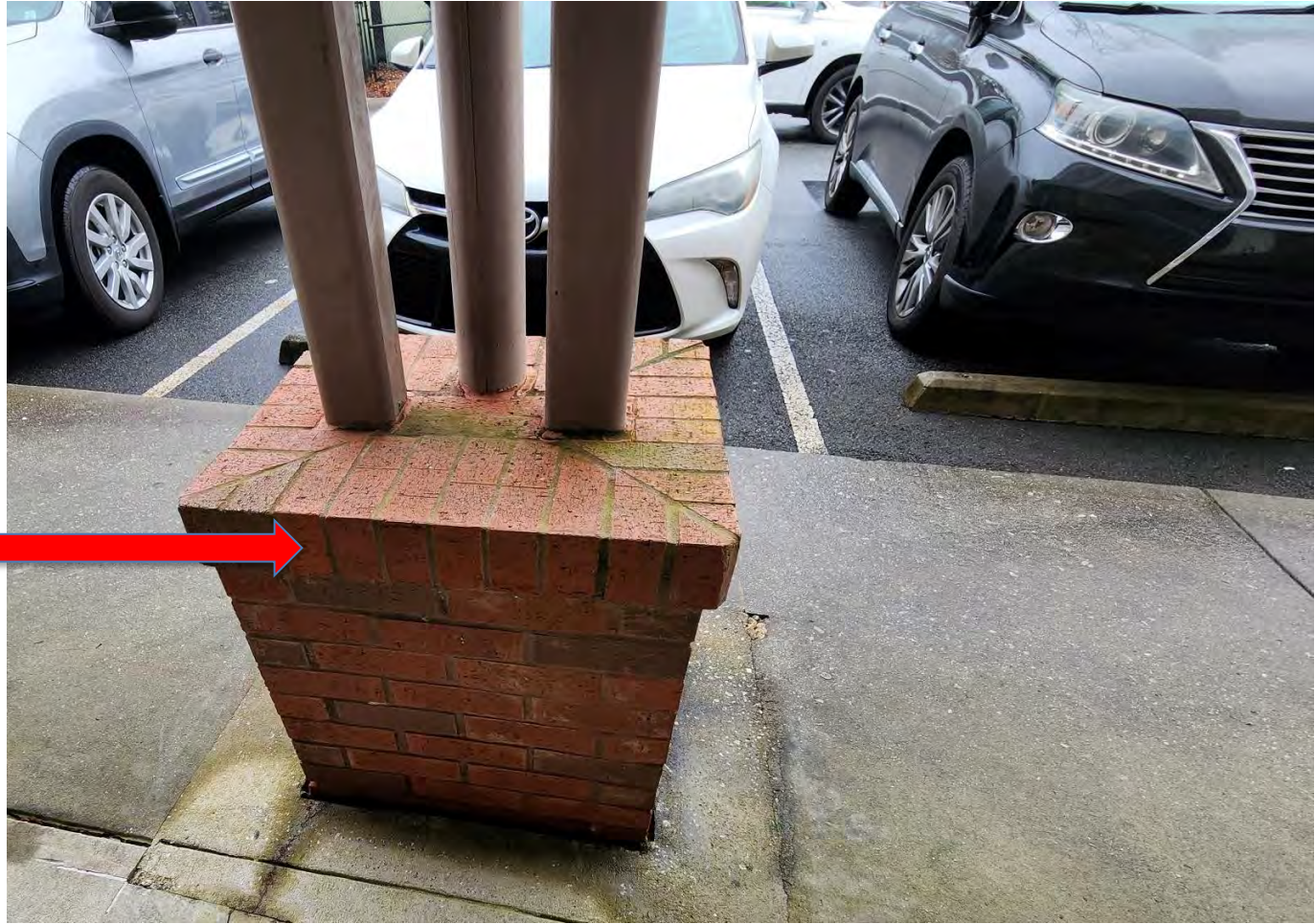


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BUSINESS & COMMERCIAL SERVICES

MAIN PROJECT

PRIME AND PAINT
BRICK BASES



MAIN PROJECT

PRIME
AND
PAINT 2
BRICK
PLANTERS

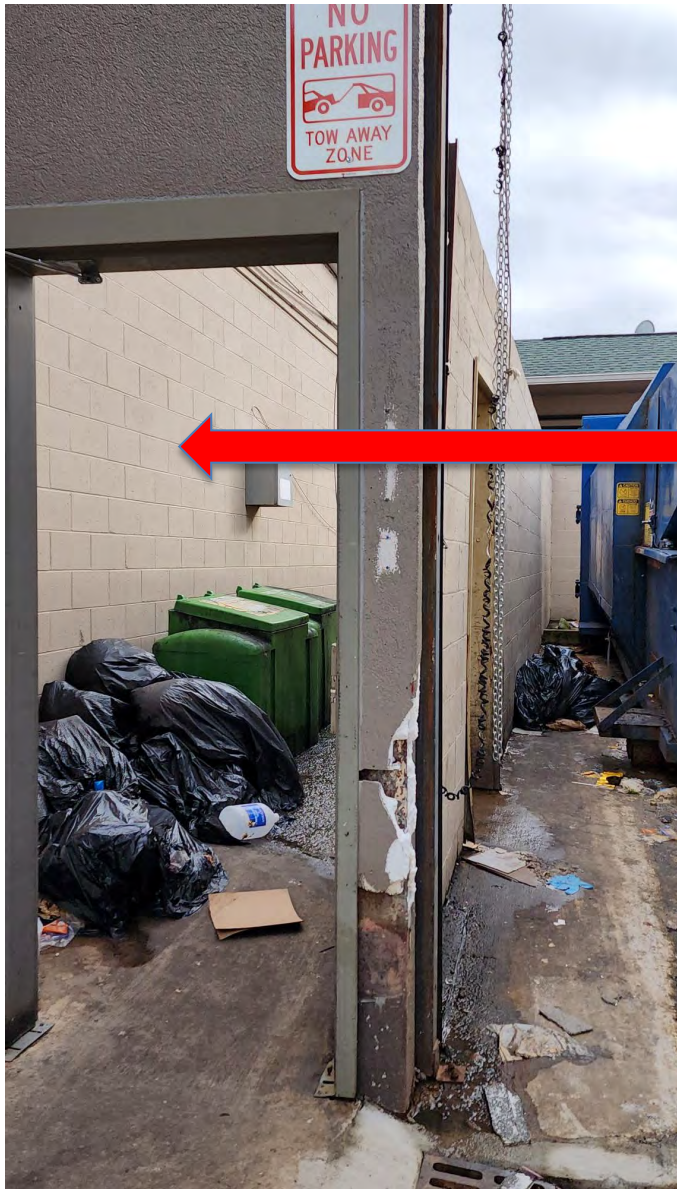


MAIN PROJECT



PAINT CAUTION
STEPS

MAIN PROJECT



PAINT CMU
WALLS IN
DUMSTER
AREA

MAIN PROJECT



PAINT PARKING
LOT POLES



BUSINESS & COMMERCIAL SERVICES

MAIN PROJECT

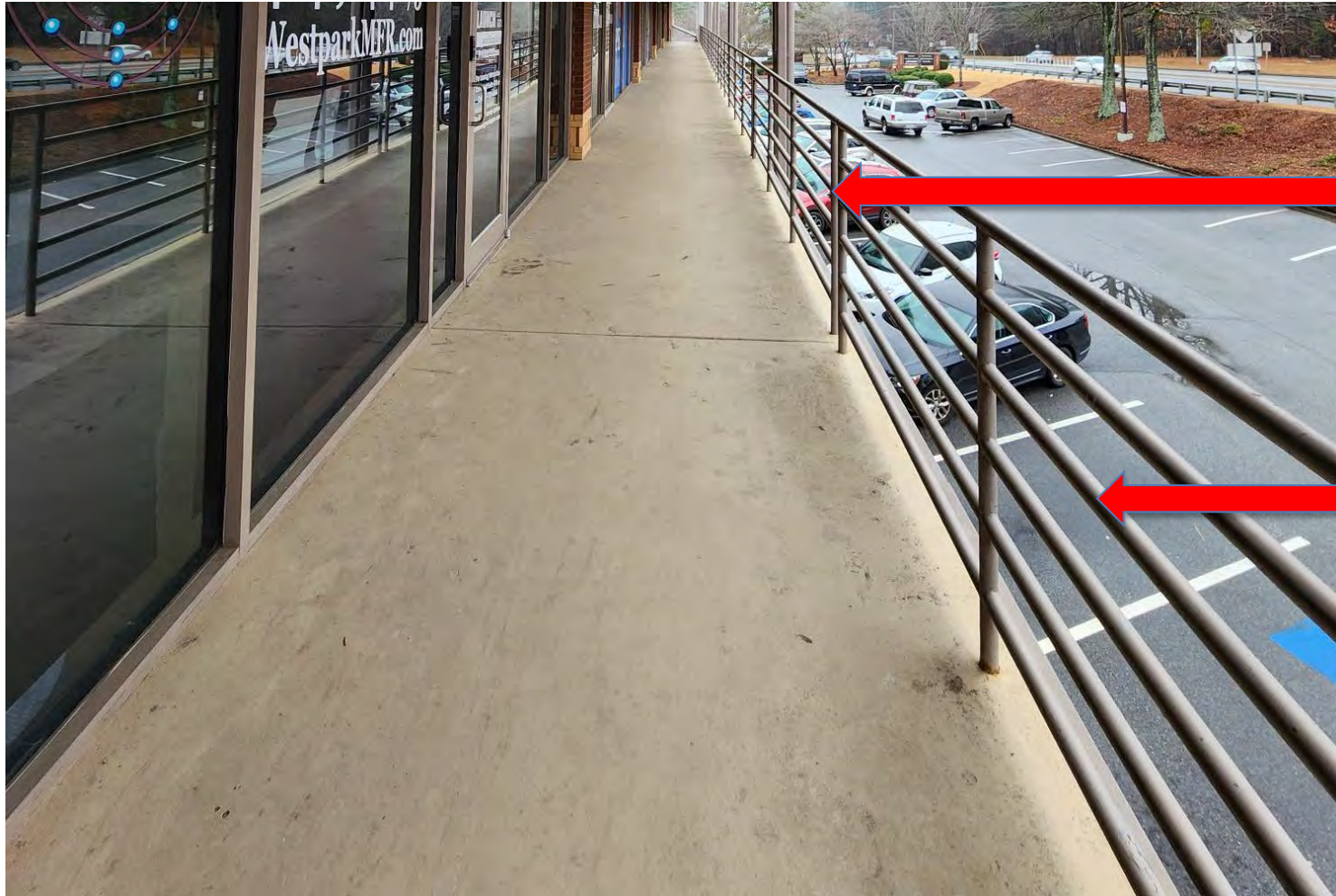


PAINT
PATIO
METAL
RAILINGS



BUSINESS & COMMERCIAL SERVICES

MAIN PROJECT



PAINT
METAL
RAILINGS



BUSINESS & COMMERCIAL PAINTING

MAIN PROJECT



PAINT/
STAIN
UPSTAIRS
CONCRETE



BUSINESS & COMMERCIAL PAINTERS

MAIN PROJECT



PAINT 2
STAIRWELL
METAL
ROOFS

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Paint Colors & Materials

Facades

- A100 Flat Exterior Latex # A6W151
 - Color: SW7006 Extra White
 - Color: SW7674 Peppercorn

- Loxon Concrete and Masonry Primer # LX2W0050
 - Color: SW7006 Extra White

- Pro Industrial DTM # B66T1154
 - Color: SW7674 Peppercorn

Floors & Walkways on Site

- Industrial Enamel # B54T104
 - Color: SW7674 Peppercorn

Westpark Walk (Before)



Westpark Walk Representative Images

- The below images are taken to reflect an example of a shopping center painted the same color schemes in late 2019, reflecting the elegant aging of the color scheme being used.

