

EXHIBIT "C"



ALPHARETTA

DESIGN REVIEW BOARD

ORDINANCE

AND

DESIGN GUIDELINES

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ALPHARETTA DESIGN REVIEW BOARD ORDINANCE AND DESIGN GUIDELINES

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The Mayor and City Council ordain as follows:

1. Finding of Fact and Determination of City Council.

The historical, cultural and aesthetic heritage of the City are among the City's most valued and important assets, and the preservation of this heritage is essential to the promotion of the health, safety, education, prosperity and general welfare of the people.

2. Purpose and Declaration of Public Policy

- (A) Purpose. The City Council finds that many places, districts, sites, buildings, structures, objects, landscape features and works of art, having a special character or a special historic or aesthetic interest or value, or representing the finest architectural products of distinct periods in the history of the City have been destroyed or uprooted, notwithstanding the feasibility or preserving and continuing the use of such places, districts, sites, buildings, structures, objects, landscape features and works of art, and without adequate consideration of the irreplaceable loss to the people of the City of the aesthetic, educational, economic and historic values represented by such places, districts, sites, buildings, structures, objects, landscape features and works of art. In addition, distinct areas may be similarly uprooted or may have their distinctiveness destroyed, although the preservation thereof may be both feasible and desirable. It is the finding of the Council that the standing of this City must be maintained and enhanced by preserving the historical and architectural heritage of the City and preventing the destruction of such cultural assets. The Council further finds that certain aspects of development, such as the spatial relationships of structures and open spaces to each other and the appearance of buildings and open spaces as they contribute to the attractiveness, function, and character of a district or the City as a whole, require the timely exercise of judgment in the public interest by a public body qualified to evaluate the design of proposed new developments or redevelopments within the City.
- (B) Declaration of Public Policy. It is hereby declared as a matter of public policy that the identification, protection, enhancement, perpetuation and use of places, districts, sites, buildings, structures, objects, landscape features and works of art of special character of a special historic or aesthetic interest or value is a public necessity and is required in the interest of health, prosperity, safety, education and general welfare of the people. It is further declared as a matter of public policy that the promotion of sound design principals in order to provide a built environment which is attractive and functional is a public necessity and is required in the interest of health, prosperity, safety, education and general welfare of the people. Accordingly, the public policy objectives of this article are as follows:
- (1) To effect and accomplish the protection, enhancement and perpetuation of such places, districts, sites, buildings, structures, objects, landscape features and works of art which represent or reflect special elements of the City's cultural, social and economic and architectural history;
 - (2) To safeguard the City's historic, aesthetic and cultural heritage, as embodied and reflected in such places, districts, sites, buildings, structures, objects, landscape features and work of art;
 - (3) To simulate historic neighborhoods and to protect and enhance local historical and aesthetic attractions to residents, tourists and others and thereby promote and stimulate business;

- (4) To enhance the opportunities for federal or state tax benefits under relevant provisions of federal or state law;
- (5) To promote traffic safety and the general welfare of the public through the protection of the community property values, character and vistas of various City entrance corridors and the prevention of unnecessary clutter, congestion and poor definition of properties and development edges along routes of primary access leading into areas and sites of significant historical, cultural, educational, social and/or aesthetic value, and to ensure that any development or redevelopment is consistent with the goals of the comprehensive plan;
- (6) To improve the environment of the City and quality of life for the general welfare of all citizens of the City;
- (7) To protect and enhance the attractiveness of the City to home buyers, tourists, visitors and shoppers, and thereby support and promote business, commerce, industry and provide economic benefit to the City;
- (8) To foster and encourage preservation, restoration and rehabilitation of structures, areas, and neighborhoods and thereby prevent urban blight;
- (9) To encourage the concept of sustainability, use of energy efficient design and promote conservation of natural resources.

3. Interpretation

In addition to any restrictions imposed by the Ordinance, all buildings, structures, sites and areas and the property on which they are located shall remain and continue to be subject to all building, sign, zoning and other ordinances of the City. If any conflict arises between this Ordinance and regulations promulgated thereunder, the more restrictive shall control.

4. Definitions

The following definitions shall apply to this Ordinance unless specifically stated otherwise. Any words or phrases not defined below shall be given their common ordinary meaning unless the context clearly indicates otherwise.

Accessory Structure. A structure detached from a principal building on the same lot and customarily incidental and subordinate to the principal building or structure.

Action. Any decision made by the Board including approval, deferral or tabling.

Adaptive Use. The process of converting a building to a use other than that for which it was designed (i.e. changing a factory into housing). Such conversions are accomplished with varying alterations to the building.

Alpharetta Highway (State Route 9) Corridor of Influence. Any and all properties contiguous with or within the portion of the City along Alpharetta Highway or State Route 9, extending from Upper Hembree Road to the south, to Windward Parkway to the north.

Alteration of Building. Any change in the supporting members of a building (such as bearing walls, columns or girders); any change in the non-supporting interior walls of a building; any addition or reduction to the building; any change in use; or any relocation of a building from one location or position to another.

Board. The City of Alpharetta Design Review Board as established by the Unified Development Code and appointed by the Mayor and Council.

Building. A structure created to shelter any form of human activity, such as a house, barn, church, hotel, accessory building or similar structure.

Canopy (or Marquee or Awning). A permanent roof-like shelter or overhang extending from part or all of a building face and constructed of a durable material such as fabric, metal, glass or plastic.

Certificate of Design Approval. A document issued by the Design Review Board allowing an applicant to proceed with a proposed alteration, demolition, removal or new construction based upon a design review process and determination of the submitted proposal's suitability according to adopted criteria.

City. The City of Alpharetta, Georgia.

Community Development Director. The Director of the Community Development Department for the City of Alpharetta or their designee.

Construction. The act of erecting a new principal building or structure, and/or adding an accessory building or structure. The act of adding to an existing building, structure or other improvement.

Corridors of Influence. The roadways and transportation routes having the greatest visual impact within the City of Alpharetta and those roads which are considered to be "Gateways" into the City. The Corridors of Influence include: Alpharetta Highway or State Route 9 or Main Street (except those portions which are considered to be in the Downtown Overlay), Haynes Bridge Road, Mansell Road, North Point Parkway, Old Milton Parkway, Westside Parkway and Windward Parkway (from State Route 9 to Georgia 400).

Demolition. Any act or process that destroys in part or in whole any existing condition.

Demolition by Neglect. Neglect in any maintenance of any building or structure which results in its deterioration.

Design Review. The process of ascertaining whether modifications to a particular building, structure, site, area, district, landscape feature or any part thereof meets the standards of appropriateness (design guidelines) established by the Design Review Board.

Design Standards, Guidelines or Criteria. Adopted and written standard of appropriate activity that will preserve or enhance the historical, cultural, architectural, archeological, educational, social, aesthetic character, function and value of a particular resource, district or area of the City as a whole.

Development Activity. All new construction, modification, addition, alteration, moving, destruction or demolition which would affect the exterior appearance of any structure, building, land, site or other object, including, but not limited to the following:

- a) The demolition of any building, structure or object.
- b) The moving or relocation of any building, structure or object.
- c) Except housecleaning, any material work on the exterior appearance of existing buildings by additions, reconstruction, rehabilitation, alteration or any maintenance (including exterior color), or any exterior material changes.
- d) Any new construction of a principal building or accessory building or structure subject to view from a street or public way.
- e) Changes in existing walls, fences, steps, sidewalks, streets and paving or construction of new walls, fences, steps, sidewalks, streets and paving, if along street rights-of-way, public lanes or public alleys.
- f) The erection or display on any lot, building or structure of any sign, light, art work, mural, sculpture or other appurtenant feature.

Director. The Director of Community Development Department for the City of Alpharetta.

District. A geographically definable area, urban or rural, possessing a significant concentration, linkage, or continuity of buildings, structures, sites, spaces, or objects united by past events or aesthetically by plan or physical development.

Downtown Overlay. That portion of the City generally bounded by Canton Street to the north, Westside Parkway to the east, South Main Street to the south and Wills Road to the west. (See Map "A")

Exterior Features. The architectural style, design, general arrangement and components of all or any of the outer surfaces of an improvement, as distinguished from the interior surfaces enclosed by said exterior surfaces, including, but not limited to, the type, color and texture of the building materials and the type and style of all windows, doors, lights, signs and all other features appurtenant to such improvements.

Facades. The exterior face(s) of a building or structure exposed to public view.

Foot Candles. A unit of illuminance on a surface that is one foot from a uniform point source of light of one candle and equal to one lumen per square foot.

Garden District. That portion of Canton Street bounded by Church Street to the south and Hopewell Road to the north.

Gazebo. An accessory, open air structure not exceeding 300 square feet in size.

Haynes Bridge Road Corridor of Influence. Any and all properties contiguous with or within the portion of the City along Haynes Bridge Road, extending from Academy Street to the north to Mansell Road to the south.

Improvement. Any building, structure, parking facility, fence, gate, wall, landscape feature, work of art or other object constituting a physical change of real property, or any part of such change.

Interchange Districts. All properties within 1000 feet of each interchange along Georgia 400. These districts include: Mansell Road Interchange District, Haynes Bridge Road Interchange District, Old Milton Parkway Interchange District and the Windward Parkway Interchange District.

Island. In parking lot and street design, built-up curbs (and in parking lots usually placed at the end of parking rows) as a guide to traffic and also used for landscaping, signage or lighting.

Landscape Strip. A portion of a lot required to be reserved for, installed with, and maintained with vegetation. Such a strip may or may not be required to be of a linear form.

Mansell Road Corridor of Influence. Any and all properties contiguous with or within the portion of the City along Mansell Road, extending from Haynes Bridge Road to the east to Warsaw Road to the west.

Master Sign Plan. A Master Sign Plan is a Plan that includes all types of signage on a specific property. It shall include colors, design, placement and mounting styles for each sign type.

Mural. Any piece of artwork painted directly on a wall, ceiling, or other permanent surface. If the artwork conveys a message about a product or service it shall be considered a sign.

North Point Parkway Corridor of Influence. Any and all properties contiguous with or within the portion of the City along North Point Parkway, extending from Kimball Bridge Road to the north to Mansell Road to the south.

Object. A material item of functional, aesthetic, cultural, historic or scientific value that may be, by nature or design, movable yet related to a specific setting or environment.

Old Milton Parkway Corridor of Influence. Any and all properties contiguous with or within the portion of the City along Old Milton Parkway, extending from Wills Road to the west, and to the eastern City Limits.

Ordinary Repairs or Maintenance. Work done to prevent deterioration of a building or any part thereof by restoring the building as nearly as practical to its condition prior to its deterioration, decay or damage.

Owner. The title owner and its agents or assignees.

Parapet. That portion of a wall which extends above the roof line.

Preservation. The act or process of applying measures to sustain, in the existing form, the integrity and material of a building or structure, and the existing form and vegetative cover of a site (i.e. saving from demolition or deterioration buildings, sites, structures and objects and providing for their continued use by means of restoration, rehabilitation or adaptive use).

Principal Building. The building or other structure within which is conducted for (or intended to be conducted) the principal use of the lot on which said building is situated.

Reconstruction. The act or process of reproducing by new construction the exact form and detail of a vanished building, structure or object or part thereof, as it appeared at a specific period of time.

Rehabilitation. The act or process of returning property to a state of utility through repair or alteration which makes possible an efficient contemporary use while preserving those portions of features of the property which are significant to the historical and architectural values.

Restoration. The act or process of accurately recovering the form and details of a property and its settings as it appeared at a particular period of time by means of the removal of the later work or by the replacement of earlier work.

Roof Line. The top edge of the roof or top of the parapet, whichever forms the dominant top line of the building silhouette.

Sign.

Any identification, description, illustration, device, fixture, structure, display or visual representation, which is visible from any public place and affixed to, or supported or suspended by, a stationary object, structure, building or the ground that uses any color, form, character, symbol, graphic, image, illumination, or writing to announce, direct attention to, identify, or advertise an object, idea, location, place, person, institution, organization, business, product, service, activity or event or to otherwise visually communicate information, ideas or messages of any kind to the public. "Sign" includes the sign face and sign structure.

Sign Structure. Any structure which supports, has supported or is designed to support a sign. A decorative cover is part of a sign structure.

Site. The location of a significant event or activity, or a building or a structure, whether standing, ruined, or vanished, where the location itself maintains special or unique value regardless of the value of the existing structure.

Site Plan. A plan accurately drawn to scale of a development project, depicting the buildings proposed to be placed on the property, related public and site improvements on the site, and additional information as required by this Ordinance or conditions of zoning approval, and other applicable ordinances.

Solar Panel. Two types of devices that collect energy from the sun: Solar photovoltaic modules use solar cells to convert light from the sun into electricity and Solar thermal collectors use the sun's energy to heat water or another fluid such as oil or antifreeze.

Structure. A combination of materials to form a construction for use, occupancy or ornamentation which is fastened or attached to the ground.

Style. A type of architecture distinguished by special characters or features of a structure and ornament and often related in time; also a general quality of distinctive character.

Westside Parkway Corridor of Influence. Any and all properties contiguous with or within the portion of the City along Westside Parkway, extending from Sanctuary Parkway to the southwest to Windward Parkway to the north.

Windward Parkway Corridor of Influence. Any and all properties contiguous with or within the portion of the City along Windward Parkway, extending from State Route 9 to the west, to Georgia 400 to the east.

5. Scope of Ordinance

Except as to single-family detached residential buildings and structures and subject to the other provisions hereof, the restrictions imposed by this Ordinance shall apply to all buildings, structures, sites and areas and the property on which they are located; within the Downtown Overlay (as defined and depicted on Map “A” attached hereto and incorporated by reference); Corridors of Influence (as defined and depicted on Map “B” attached hereto and incorporated by reference), and Interchange Districts (as defined and depicted on Map “B” attached hereto and incorporated by reference), and to all projects or developments which otherwise expressly include or require, as a condition of zoning, conditional use or development approval or pursuant to any other law, ordinance, resolution, rule or regulation of the City, review by the Design Review Board or compliance with the design standards herein.

6. Design Review Board

- (A) Establishment. A Design Review Board is hereby established. The Board shall consist of seven members and two alternate members. Members shall be appointed and shall serve in accordance with the City Boards and Commissions Ordinance. No member shall be employed by the City, hold public office in the City or be a member of another City board or commission. At least one member of the Board shall be a registered architect in the State of Georgia, in good standing.
- (B) Proceedings.
 - (1) The Board shall elect a chairman and a vice chairman from its members during its first meeting in January of every year who shall serve for one year or until their successors are elected. A staff member of the Community Development Department shall serve as a non-voting secretary to the Board. Meetings of the Board shall be held at the call of the chairman and at such times as the Board may determine. All meetings of the Board shall be open to the public. A minimum of four (4) members of the Board shall constitute a quorum. Any act of the Board shall require a majority vote of the members at a meeting at which a quorum is present. The Board shall maintain minutes of its proceeding, including the results of all votes taken, and shall maintain records of its examinations and other official actions, all of which shall be filed in the office of Community Development Department as public record.

- (2) Only Design Review Board Members present during the initial review of an item may participate in any subsequent reviews of the same items. An exception to this provision can be made in order to maintain a quorum.
- (3) If no action is taken by the Design Review Board within three (3) consecutive hearings, the applicant may request to be placed on the next available Board of Appeals agenda for further consideration and action.

(C) Powers and Duties. The Board shall:

- (1) Review applications for Certificate of Design Approval required in Section 7 for:
 - a) All exterior features of new construction.
 - b) All exterior features of construction, alteration, restoration, moving, demolition, or repair of an existing building(s) or improvements involving or resulting in a change in the existing structural composition or architectural design or character of such building(s) or improvement;
 - c) All proposed changes, improvements or proposals regarding site plan features such as landscaping, walls, walks, terraces, fences, signs, lights and shopping cart corrals, subject to the other provisions hereof.
 - d) All proposed screening of dumpsters, satellite antennas and dishes, solar panels, parking lots, roof top equipment and other mechanical and /or electrical equipment.
 - e) All proposed outdoor play yards and/or equipment, and outdoor patios with or without seating.
- (2) Review for design approval all applications for signs within the Downtown Overlay and all master sign plans applications for developments located throughout the City. The Director will review for design approval all other applications for signs in the City, except for the Downtown Overlay. The Design Review Board shall hear and decide appeals of administrative decisions denying design approval of signs reviewed by the Director for compliance with the design standards set forth herein. Further, applications for signs that are otherwise subject to the design standards provided herein may be referred by the Director to the Design Review Board for design review, at the Director's discretion.
- (3) Grant or deny applications for Certificates of Design Approval based upon a design review of the proposed development activity for compliance with design standards.
- (4) The following shall not be subject to review by the Board:
 - a) Repainting of a structure to the same color that was previously approved by the Board.
 - b) The ordinary maintenance or repair of any exterior elements of any building or structure.
 - c) The construction, reconstruction, alteration or demolition of any such elements which the authorized City officers shall certify as required for public safety.
 - d) Single family detached residential structures.
 - e) Signs located outside the Downtown Overlay, unless design review is specifically referred to the Board by the Director or is performed in conjunction with the review of an application for a master sign plan.

- (5) Act in an advisory role to other City departments, boards and commissions.
- (6) Develop from time to time further design standards consistent with the purposes, intents and standards established in this Ordinance, and in accordance with Section 8.
- (7) Notwithstanding any other provisions of this Ordinance, the Design Review Board may delegate review responsibility for all non-residential areas not included within the Downtown Overlay, Corridors of Influence and the Interchange Districts to the Director. If the Director finds the plans in compliance, the Director's decision shall be final and a development or building permit shall be issued.

7. Application

- (A) When required: No person shall undertake development activity within any area of the City of Alpharetta subject to this Ordinance without first obtaining a Certificate of Design Approval from the Design Review Board in accordance with the provisions of this Ordinance. Such Certificate of Design Approval shall be a pre-condition to the issuance of any land disturbance, building or other permit.
- (B) Application for Certificate of Design Approval. Application for Certificate of Design Approval shall be made to the Community Development Department and shall be accompanied by site plans, detailed development plans, including relevant sketches, perspective or isometric drawings, written descriptions, affirmatively setting forth provisions for compliance with design standards. No application shall be deemed to be accepted by the Community Development Department unless and until all fees are paid and all information reasonably required by the Community Development Department is provided by the applicant.

No application will be heard until all items have been submitted. Submittal shall include, but not be limited to the following:

- (1) Site Plan Requirements:
 - a) The location of all proposed buildings and structures, accessory and main, indicating the number of stories and height.
 - b) The location and dimensions of proposed recreation areas, open spaces, outdoor seating areas and similar improvements.
 - c) Parking areas with parking spaces drawn, tabulated, and dimensioned. Designated number of parking spaces (including handicap) required by ordinance and provided by proposal.
 - d) Parking islands and/or raised landscape islands and cart corral locations.
 - e) The location of all drives. Minimum drive aisle width and direction of vehicular travel.
 - f) Curb cuts and adjacent and connecting roadways off premises.
 - g) Security gates showing swing path.
 - h) Sidewalks (both public and private).
 - i) Loading docks.

- j) Detention ponds (underground/above ground). Screening to be depicted on landscape plan and/or site plan.
- k) Sites for solid waste/trash containers with screening per City of Alpharetta design standards.
- l) Show all easements clearly designating as proposed and type (utility, access, etc.).
- m) The location, height, type and material of all fences, walls, retaining walls and guardrails.
- n) Show diameter, location, drip lines and protection areas of all specimen trees whether retained or removed.
- o) Show all required buffers and setbacks, streams, water and flood plain areas.
- p) Such other information as is reasonably necessary to represent the character, nature and exactness of the proposed project being review by the Board.
- q) Such other information as is reasonably requested by the Community Development Department and/or the Board.

(2) Site Lighting:

A photometric site lighting study certified by a professional to indicate all foot-candle levels extending to all property lines from the project.

(3) Site Line Study:

A site line drawing depicting several views from the public roadways to ensure all roof mounted equipment is concealed from public view.

(4) Landscape Submittal Requirements:

Provide landscape drawings prepared by a Landscape Architect (drawn to scale) indicating the locations of all landscape features including but not limited to size and type of all plant materials (including ground covers) and location of seasonal beds. An existing tree and landscape survey and assessment of the existing landscaping should be included in the submittal.

(5) Exterior Elevation Submittal Requirements:

- a) Provide photographs of the subject property in its current condition and photographs of all contiguous properties.
- b) Provide dimensioned and colored exterior elevations (drawn to scale) of all facades of the building identifying and representing the locations and color of all proposed exterior materials. Include locations of all proposed building mounted light fixtures, equipment or other accessories. Enlarged details of portions of the building to help better understand the interaction of materials and colors are highly recommended.
- c) Provide actual material and color samples of all proposed exterior materials. A color copy of such samples shall be included with the submittal (actual materials and color samples shall be brought to the design review meeting). Include cut sheets or other written and pictorial descriptions of all building mounted lighting or equipment.
- d) Indicate the locations of all roof top mounted equipment.

- e) The use of perspective drawings, three-dimensional digital models or renderings to assist in depicting the exterior architecture of the building(s) is highly recommended.

(6) Building and Monument Signage Requirements:

- a) Provide dimensioned and colored exterior elevations (drawn to scale) indicating the locations and dimensions of all building mounted signs. Include actual color samples, lighting/illumination methods, materials and construction for each sign. Provide a calculation indicating the total area (square footage) of each building sign.
- b) Provide a site plan (drawn to scale) indicating locations of ground mounted monument signs. Indicate required setbacks, adjacent ground cover and landscaping materials.
- c) Provide dimensioned and colored elevations of ground mounted signs. Identify all proposed materials, provide actual material and color samples. Indicate lighting and illumination methods.

(C) Action on Application.

- (1) The application shall be delivered with the supporting information and materials to the Community Development Department and the Board for review and consideration.
- (2) The Board shall act upon the application within thirty (30) days after the filing of an application with the Community Development Department containing all the information required in Section 7. The Board may extend the period for action fifteen (15) additional days for reasonable cause. The Community Development Department or the Board shall notify the applicant in advance of any decision to extend the period for action. The Community Development Department, Design Review Board and the applicant may also mutually extend the period for action.
- (3) Unless extended, no action after forty-five (45) days shall deem the application as approved, and a Certificate of Design Approval shall be issued by the Community Development Department.
- (4) If the application is approved, a Certificate of Design Approval shall be issued. In the event an application is not approved, denied or deferred for additional information by the Board, the Board shall provide the applicant a written denial, indicating the reason(s) for denial.

- (D) (1) Appeal to Design Review Board Decision. Appeal from the decision of the Board is by Writ of Certiorari to the Fulton County Superior Court and must be filed within thirty (30) days from the date of the decision by the Board.

8. Design Standards

- (A) Visual Compatibility Factors. New construction and existing buildings, structures and appurtenances attached thereto which are moved, reconstructed, materially altered, repaired or repainted, including repainting the same color, should reflect the visual character of the surrounding areas and shall be visually compatible with buildings, and places to which they are visually related generally, in terms of the following factors:

- (1) *Height.* The height of the proposed building shall be visually compatible with and complement the adjacent buildings and structures.
- (2) *Scale.* The size of a building should be similar in height, width and depth to buildings, squares and places to which it is visually related, except in areas of redevelopment.
- (3) *Facades.* Buildings should follow an established solid-to-void ratio and are visually compatible with adjacent buildings. Windows and door openings (height and width) are to be visually compatible with adjacent buildings. Avoid openings exceeding the dimensions of adjacent buildings by more than 10%. Buildings must have finished front, side and rear elevations where there is visibility to those elevations. Respect and preserve the existing vernacular architecture and its elements.
- (4) *Rhythm of Spacing of Buildings on Streets.* The relationship of buildings to open spaces between the building and the adjoining buildings shall be visually compatible with buildings, and places to which it is visually related.
- (5) *Rhythm of Entrance and/or Porch Projections.* The relationship of entrances and porch projections to the sidewalks of a building shall be visually compatible with buildings, and places to which it is visually related.
- (6) *Materials, Texture and Color.* The compatibility of the materials, texture and colors for each facade of a building shall be visually compatible with buildings, and places to which it is visually related. Buildings and structures shall be visually compatible with adjacent buildings. Buildings adjacent to each other of conflicting architectural styles shall be separated by such means as screens and site breaks. The use of brick and stone for exterior facades of buildings is strongly recommended.
- (7) *Roof Configuration and Shape.* The roof configuration and shape of a building shall be visually compatible with the building(s) to which it is visually related.
- (8) *Continuity.* Appurtenances of a building such as walls, wrought iron, fences, evergreen landscape masses and building facades shall, if necessary, form cohesive walls of enclosure along a street, to ensure visual compatibility of the building to the buildings, and places to which they are visually related.
- (9) *Signs.* Signs shall be compatible with the buildings, and places to which it is visually related. Signs shall reflect the scale and character of its surroundings in size, type, face, graphics, lighting, square footage, style, material, color and related qualities to the building. Ground mounted signs in all Districts are to be monument style with materials and color(s) to match the parent building's materials. Unless otherwise specified in a Master Sign Plan, the sign structure, foundation shall be of brick, stone or of materials to match the principal material found in the principal structure(s) on the site. The Board encourages seasonal and evergreen plants be installed in planting beds surrounding the monument sign. All signs must be weatherproof and must be made of enduring materials so as not to become a hazard due to disrepair, damage or inclement weather. All letters or numbers shall be permanently affixed. Neon, fiber optics, and non-traditional illumination techniques are discouraged in lieu of LED or more environmentally friendly styles. Use of neon tubing, fiber optics or other non-traditional illumination techniques which are visible are prohibited, unless covered by a translucent material. All signs shall provide vertical relief with the use of characters, letters or numbers. Lighting should be limited and shall not be distracting to motorists or pedestrians, not distract from the architecture of the site and not spill onto adjacent property.

In General:

- a) Individual signs should not use more than three (3) colors, plus a background color.
 - b) Signage may also utilize white and/or black as predominant colors.
 - c) Signage should not utilize more than one (1) color for the primary message copy, unless a second color is used to create a shadowing or outlining effect.
 - d) For panel signs, the background color shall mean the panel itself.
 - e) For channel letters, the background color shall mean the returns.
 - f) If a portion of the building behind a wall sign is painted a different color than the remainder of the wall, then such portion of the wall shall be counted as background color.
 - g) Trim colors shall be counted as background colors.
- (10) *Master Sign Plan.* For new construction or exterior remodel, of more than 50% of a building, a Master Sign Plan is required for all multi-building or multi-occupant commercial developments before any permanent signs for such development may be erected. All owners, tenants, subtenants and purchasers of individual units within the development shall comply with the approved Master Sign Plan. A Master Sign Plan should show the allocation of permitted wall sign space among proposed tenants and any general building sign or signs.

The Master Sign Plan shall consist of four (4) elements that shall govern all signs within the development:

- a) Location of wall and ground mounted signage
- b) Materials consisting of colors and materials to be used
- c) Size to indicate dimensions of the sign(s) and overall location and proportion to the building(s) elevation
- d) Illumination to include all lighting methods

A Master Sign Plan may be amended by filing a new master sign plan through the-Sign application process.

The Master Sign Plan application may be filed only by the owner of the land affected by the proposed change, or an agent, lessee or contract purchaser specifically authorized by the owner. If a governing board for the property affected exists, then the governing board may provide written authorization for all landowners affected.

- (11) *Murals* Murals shall be appropriately scaled and visually compatible with the buildings on which they are placed. Not all buildings are appropriate for mural display and careful consideration shall be given to any mural proposed within the downtown historic district.

- (12) *Awnings* Awning signs shall be allowed provided that:

The maximum area of an awning sign shall not exceed ten percent (10%) of the total awning face front and side areas.

Awning signs may be illuminated only with direct surface lighting and not with any form of back lighting.

- (13) *Logos and Trademarks* Logos and trademarks may be included on signs without separate restriction, provided that such logos and trademarks are consistent with the approved color scheme shown on the Master Sign Plan.

(14) Display of Registered Trademarks

A federally registered trademark or service mark that is registered as a stylized/design mark in colors inconsistent with the applicable Master Sign Plan or the color limitations applicable to a single-occupancy property may nevertheless be displayed on a sign in its registered form and color(s), without regard to the color limitations otherwise applicable to the sign.

Placement on the sign shall be in accordance with any applicable provisions of the Master Sign Plan. This Ordinance does not specify where a logo must be placed on a sign;

- (15) *Solar Panels* Solar panels should be designed to be visually compatible with the architectural design of the primary structure.

- (16) *Landscaping.* Where existing topographic patterns contribute to beauty and utility of a development, they shall be preserved and developed. Landscape treatment shall be provided to enhance and complement architectural features, strengthen vistas and lines of site and provide shade. Vehicular areas shall be protected by appropriate curbs, tree guards, or other devices wherever possible. Where building sites limit planting, the placement of trees and shrubs in the parkways or paved areas is encouraged. Screening of service yards, exterior utilities (includes generators, cooling towers and condensers, etc.) refuse collection areas and other places which tend to be unsightly shall be accomplished by the use of walls, fencing, landscaping or any approved combination of these. Screening shall be effective in winter and summer seasons. Every effort shall be made to respect and preserve existing landforms, trees and other landscape elements. Shield vehicular parking areas, service areas and driveways from adjacent properties and public rights-of-ways through the use of effective screening mechanisms such as: Landscaped earthen berms; lowering the parking level grade below sight lines from public right-of-ways and by the use of evergreen screen landscaping. Plant materials are encouraged to be indigenous or naturalizing but not of exotic origin to this region and climate. Care should be taken in selection of plant materials that do not require excessive irrigation or maintenance. Scale and proportion of the building should be considered.. Landscaping should be utilized to complement and soften the architecture of buildings, structures and monument signs and soften or screen views of parking areas from public rights-of-ways. Equal attention shall be given to landscaping along the sides and rear of buildings as well as the front elevation.

The following minimum requirements must be met:

- a) Provide decorative landscaping near building entrances or patios (planting beds, large pots, etc.) Large (scale appropriate) stained concrete, Glass Fiber Reinforced Concrete (GFRC) or durable pottery pots (no plastic) should be used that complement the building architecture.

- b) Monument signs should not displace required landscaping.
- c) Screen dumpster and recycling bins with masonry wall to match the building and opaque metal gates and evergreen plantings. See Standard Plan 700.
- d) Parking areas should be demarcated from pedestrian connections with pavers, stamped concrete or other material that differentiates the pedestrian walkway.
- e) Provide paved pedestrian connection from public sidewalk(s) to the site interior (may not lessen required planting square footage within a required tree island).
- f) All sites should include a minimum of one bicycle rack, one pedestrian bench and one trash receptacle (of approved color and style)
- g) All landscaped areas should be maintained by the use of automatic irrigation systems or as approved by the Community Development Department. Automatic irrigation systems shall comply with the Water Conservation Ordinance.
- h) Seasonal annual beds shall be maintained and watered as needed during the growing season. This includes weeding, fertilization, dead-heading and removal/replacement of dead plants.

(17) Streetscape Guidelines

Old Milton Parkway

‘Brookside Area’ tree placement: Shade trees such as Willow Oak, Nuttall Oak, American Elm, etc. spaced 50 feet on center. Alternate with groupings of understory trees and accent shrubs. Flowering or variegated leaf color is encouraged.

Granville lights to be located 80 feet on center – color to meet City Standard

Benches to be placed at the rate of one unit every 100 linear feet.

Medians: Groupings of understory flowering trees and accent shrubs with ends of beds to be planted with dwarf lemon yellow daylilies or similar. Alternate with blocks of evergreen trees such as Holly (Savannah, Foster, or Nellie Stevens) staggered at eight (8) feet on center and ends of bed to be planted with Knockout roses or similar. Planting shall allow for a minimum visual clearance of 24 feet at the end of each median which shall be planted with dwarf daylilies or other ground cover. Median widths of less than 2 feet shall be brick pavers (no plants).

North Main Street

Shade trees such as Hybrid Red Maple, Asian Elm, American or European Hornbeam, etc. spaced 50 feet on center. Alternate with groupings of understory trees and accent shrubs. Flowering or variegated leaf color is encouraged.-Granville lights to be located 50 feet on center – color to meet City Standard.

Benches to be placed at the rate of one unit every 150 linear feet.

Medians: Groupings of understory trees under planted with Knockout Roses or similar. Flowering or variegated leaf color is encouraged. Alternate with blocks of evergreen tree such as Nellie Stevens Holly staggered at eight (8) feet on center and ends of bed to be planted with low ornamental shrubs. Plantings shall allow for a minimum visual clearance of 24 feet at the end of each median which shall be planted with dwarf daylilies or other ground cover. Median widths of less than 2 feet shall consist of brick pavers (no plants).

Downtown Overlay – Comply with the Alpharetta Downtown Code and Alpharetta Downtown Design Guidelines.

(18) Building, Structure and Sign Material Colors.

- a) Building Color Palettes: The use of muted, subdued or earth tone colors are encouraged while the use of novelty and primary colors are strongly discouraged and are to be avoided. It is the intent of these Guidelines to establish timelessness in the color schemes incorporated in the building design and project design. Colors are intended to enhance the architecture of the project, not to attract attention to specific features or elements such as roof or parapet lines and signs. Building colors for the Downtown Overlay are to be derived from the “Historic” or “Williamsburg” collections or palette by Benjamin Moore, the “Timeless or Historic” colors from Sherwin – Williams, or the “Restoration Hardware” paint palette or equivalent. Equivalent colors matching the above named manufacturers are acceptable.
- b) Deviation from the approved colors may be considered by the Board where appropriate or as part of accented design elements. In general, a project should use no more than three (3) of the approved colors.

(19) The following elements are strongly discouraged in all Districts, Overlays and Corridors of Influence:

- a) Visually obtrusive Storm Water Detention or Retention areas. Care should be taken to locate storm water detention or retention areas in the least conspicuous areas of the project site or design them as a water feature. Additional care should be taken to mitigate the visual intrusion of detention or retention through the use of heavy landscaping or concealing these areas underground. Utilization of the retention or detention pond as an attractive site feature is the preferred alternative.
- b) Visible Roof mounted equipment on Buildings. Roof mounted heating and air cooling units, exhaust hoods and fans, vent piping, satellite dishes, antennae and other roof appurtenances on the roof of a building are prohibited from being viewed from the ground by the general public and must be permanently screened. Any exterior ventilated HVAC units shall be internally drained (i.e. condensate lines).
- c) Visible Dumpsters and Recycling bins or Containers. Dumpsters, Refuse containers and recycling bins are required to be screened from public view with building materials that match the parent building and their location on the project site is to be as inconspicuous as possible. Enclosure doors are to be constructed of steel or other durable materials that can be easily maintained and their color coordinated with the parent building.
- d) Excessive Site and Building Lighting. Site and building lighting should be minimal with lighting standards and levels being at the discretion of the Board. Site lighting should not distract motorists or pedestrians traversing on or near the project site. Building lighting should not distract from the overall architecture of the building but should complement the building. Site or building lighting should not “spill over” onto adjacent properties and should be directed specifically at the building in order to limit lighting of the night sky. However, site and building lighting is encouraged to provide a sense of security.

- e) Improper Landscape design and lack of creativity. Attractive, complimentary landscape is encouraged throughout the site using a mix of evergreen foundation plants, colorful accent plants and groundcovers. Untested non-naturalizing or non-indigenous species of plants are strongly discouraged. Trees should be of larger caliper and size to create a pleasant and immediate impact upon installation. Shrubs should be of the largest container size possible
- f) Removal of existing trees important to the character of the site. Large and significant trees should be protected where possible through the use of creative design solutions and man-made protection devices, such as tree wells, aeration systems, etc.
- g) Discouraged architectural elements. Mansard roofs; wooden shakes and shingles; drive-through windows that become a primary visual focus; plastic elements; inappropriate ornate architectural elements (such as elements depicting animals); metal buildings; and mobile units.
- h) Use of neon, fiber optic, and non-traditional illumination techniques is strongly discouraged. Use of neon tubing or other non-traditional illumination techniques which are visible are prohibited, unless covered by translucent material.
- i) Excessive use of building materials. In general, building materials should be limited to three types. Buildings incorporating too many different material types look busy and disjointed. Visual continuity should be considered by balancing building materials within the architectural elevations.
- j) Thematic architecture. Building styles that are overly theatrical in character or are designed to represent specific objects are strongly discouraged. Materials used to create theatrical design such as driftwood, netting, corrugated metal and mirrors are strongly discouraged.
- k) Excessive use of retaining walls. Use of retaining walls is discouraged. However, where required due to site conditions and grading considerations, care should be taken to mitigate their visual obtrusiveness. Finished materials must match the parent building or structure. Modular block walls are only allowed in non-visible areas of the site.
- l) Visually obtrusive parking structures or other accessory buildings. Parking structures must provide architectural details and materials to mitigate their visual obtrusiveness on all exterior elevations. Materials and colors must match those of the parent building. Should no parent building be adjacent, then the parking structure should be visually compatible with other adjacent structures. All surface and storm water shall be internally drained. Evergreen landscape trees and shrubs shall be incorporated to aid in screening the structure or building.
- m) Use of plastic materials and primary colored accessory structures. Accessory structures such as playgrounds must not be visible from public right-of-ways. Plastic materials and primary colors are to be avoided.
- n) Murals. Murals shall be appropriately scaled and visually compatible with the buildings on which they are placed. Not all buildings are appropriate for mural display and careful consideration shall be given to any mural proposed within the downtown historic district. Murals shall not include advertising or be commercial in nature.

(B) General Design Standards. The Board will also consider the following general design standards when reviewing applications for Certificate of Design Approval:

- (1) For new buildings and additions to existing buildings:

- a) The height of the rooflines or parapets along the street or public right-of-way.
- b) Scale and mass of the building on the site.
- c) Placement of the building on the site.
- d) Materials, color and texture of the buildings.
- e) Architectural style where there is a predominant style on surrounding and adjacent buildings; and
- f) Architectural details, including signs, subject to public view from any public street or public way.
- g) Incorporate pedestrian-friendly features and amenities wherever possible. Pedestrian paths (i.e. sidewalks, mulched paths) should encourage pedestrian travel throughout an entire project. Pedestrian paths connecting adjacent properties and projects are also strongly encouraged.

(2) For modifications to existing buildings:

- a) The degree to which the distinguishing original qualities or character of a building, structure or site including historic materials are retained.
- b) The historic appropriateness of any new features; and
- c) The compatibility of proposed alterations with other buildings within the street block face or block face across the street, giving consideration to building size, shape, roofline, colors, materials, textures, nature of openings and architectural details.
- d) The extent to which the buildings or structures will promote the general welfare of the city and all citizens by the preservation and protection of the neighborhood.

(3) Bridges and bridge encroachments

- a) Bridges and bridge encroachments in all areas of the City are to be treated with enhanced architectural details. This would include all vehicular and pedestrian bridges and combinations thereof. Enhancements should include the use of brick and/or stone for the exterior and interior (roadway side) of the facades of bridges and all wing walls, abutments, beams, and piers. Horizontal and vertical relief should be provided along the sides to completely cover the substructure with a center point feature. All vehicular bridges shall include a separated (by a decorative barrier) sidewalk of 10 feet. Barriers are encouraged to include plantings. All fencing proposed shall be of a decorative nature and should include a planting to create a “green” or “live” wall. The bridge should include decorative lighting of both vehicular and pedestrian heights. Each bridge center piece shall have an official City Seal incorporated.

(C) Specific Design Standards. The Board will consider the following specific design standards when reviewing applications for certificate of appropriateness.

- a) It is the intent of the City to maintain and enhance the “Traditional Main Street” character within the Downtown Overlay. The Alpharetta Downtown Design Guidelines provide standards for the desired design of this area. Outside this area the Board will evaluate each project proposal based on the quality of its design and relationship to the architectural character and style of the surrounding buildings, structures and streetscape.

- b) The Board shall seek to minimize and discourage the use of the following architectural features within the City:
1. Mansard roofs
 2. Drive through windows that become a primary visual focus
 3. Plastic elements
 4. Inappropriate ornate architectural elements (such as elements depicting animals)
 5. Metal buildings
 6. Mobile buildings

(D) Additional Standards. Subject to the approval of the City Council, the Board shall have the authority from time to time to promulgate additional design standards. Such additional design standards shall be effective upon approval by the City Council.

9. Conformance with Certificate.

All work performed pursuant to an issued Certificate of Design Approval shall conform to the requirements of such certificate. If work is performed not in accordance with such certificate, the Community Development Department shall be authorized to issue a cease and desist order and all work shall cease.

Appeal from such cease and desist order shall be the same as that set forth in Section 7 (D) for appeal of an application denial by the Board.

10. Remedies.

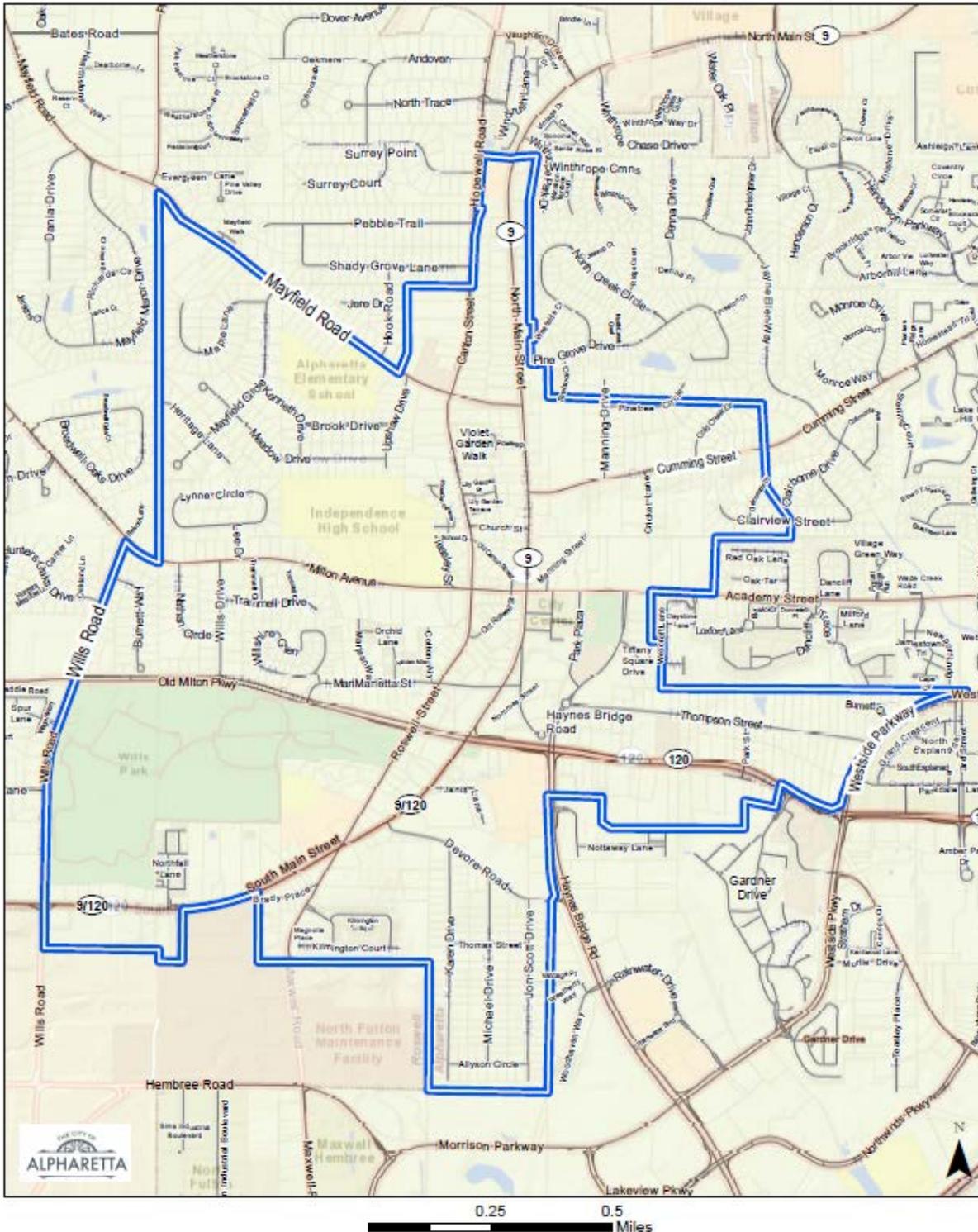
In case any activity covered by this Ordinance is or is proposed to be initiated in violation of any provision of this Ordinance, the Community Development Department may, in addition to other remedies, and after due notice to the appropriate person(s), issue a citation for violation of this Ordinance requiring the presence of the violator in the Municipal Court of the City of Alpharetta or the City Code Enforcement Board, or institute an injunction or other appropriate action of proceedings to prevent such unlawful activity or to correct or abate such violation.

11. Severability.

Should any section or provision of the Ordinance be declared by a court of competent jurisdiction to be invalid, such decision shall not affect the validity of this Ordinance as a whole or any section thereof other than the section or provision specifically declared to be invalid.

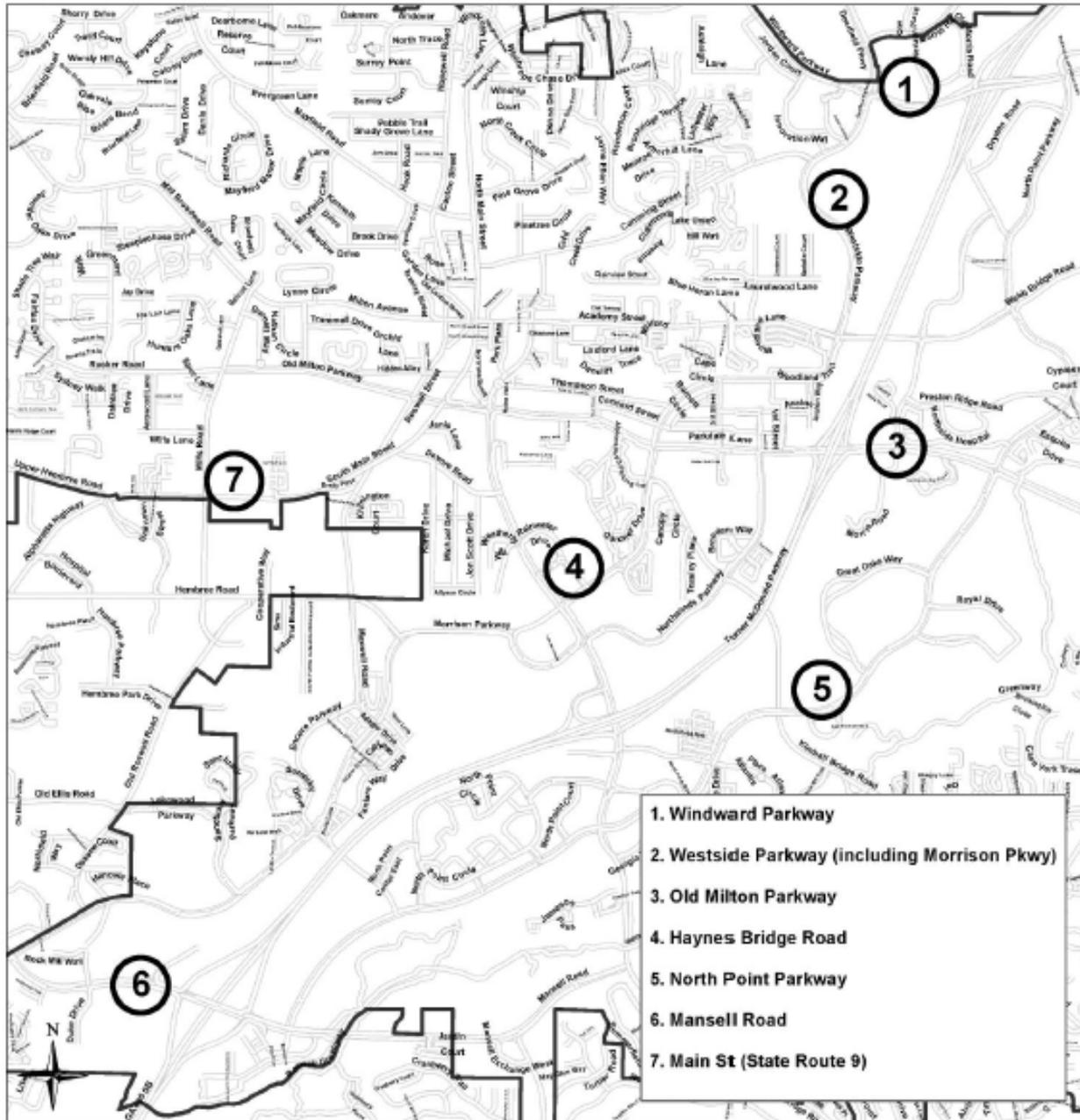
Downtown Overlay District Map "A"

Downtown Overlay District -- This portion of the City was defined by the 2015 Downtown Master Plan and recognized on July 15, 2015 as a distinct district by the Alpharetta City Council



Reserved

City of Alpharetta Corridors of Influence



Map "B"
The roadways having the greatest visual impact within the City and those roads which are considered to be the "gateways" into the City.