

**STATE OF GEORGIA
CITY OF DORAVILLE**

ORDINANCE NO. 2014 - _

AN ORDINANCE OF THE CITY OF DORAVILLE, GEORGIA, TO AMEND CHAPTER 23, (ZONING), BY ADDITION OF NEW ARTICLE XVII (DESIGN STANDARDS) TO CREATE DESIGN STANDARDS AND OTHER REGULATIONS FOR NEW DEVELOPMENT; TO ADD DEFINITIONS FOR SAME; TO DELETE CURRENT DESIGN STANDARDS IN CHAPTER 5 OF THE CITY CODE; TO PROVIDE SEVERABILITY; TO PROVIDE FOR REPEAL OF CONFLICTING ORDINANCES; TO PROVIDE FOR AN ADOPTION AND EFFECTIVE DATE; TO PROVIDE FOR CODIFICATION; AND TO PROVIDE FOR OTHER LAWFUL PURPOSES

WHEREAS, the City Council of the City of Doraville, Georgia is tasked with the protection of the City's public health, safety and general welfare; and

WHEREAS, the Mayor and City Council previously adopted temporary design standards in Chapter 5 of the City Code that provides minimal design regulations for certain development within the City; and

WHEREAS, the Mayor and City Council wish to create comprehensive design standards for development in the City to enhance existing streetscape and architecture and maintain a strong identity of the City; and

WHEREAS, the Mayor and City Council desire to amend the Zoning regulations of the City to place said design standards within it to regulate design requirements of various zoning districts; and

WHEREAS, a duly advertised public hearing, in accordance with the Georgia Zoning Procedures Act, has been held by the City of Doraville to consider these revisions.

THEREFORE, THE MAYOR AND COUNCIL OF THE CITY OF DORAVILLE, GEORGIA HEREBY ORDAIN, as follows:

Section 1

That Chapter 23 (Zoning) of the City of Doraville, Georgia Code is hereby amended by adding a new Article XVII (Design Standards) to read as follows:

ARTICLE XVII. DESIGN STANDARDS

Sec. 23-1701. - Intent and purpose.

The intent and purpose of this article are as follows:

- (a) To maintain and enhance the attractiveness of the streetscape and the existing architecture in the community.
- (b) To create and maintain a strong community image and identity by providing for architectural treatments that enhances the visual experience of commercial development in the City of Doraville.
- (c) To require articulation that reduces the mass/scale and uniform monolithic appearance of large commercial and institutional buildings, and ensures that commercial and institutional buildings and other projects incorporate architectural features that provide visual interest, while allowing design flexibility.

Sec. 23-1702. - Applicability; scope.

- (a) Applicability.
 - (1) The provisions of this article shall apply to buildings and projects in C-1 (Neighborhood Commercial), CT (Commercial Transitional), C-2 (General Business), O-I (Office Institutional), and O-W (Office Warehouse) zoning districts; and the T3, T4, T5, T6 and Special Area districts under the Livable Community Code effective upon the date said code may be adopted.
 - (2) The landscape provisions (both primary and secondary) of section 23-1704 shall also apply to temporary sales offices and model centers.

- (3) The provisions of this article shall apply to new development, and redevelopment or renovation of an existing building that changes more than forty (40) percent of a primary or secondary facade. The forty (40) percent facade remodeling or renovation standard only applies to that building facade undergoing renovation or redevelopment. New development or building expansion greater than twenty (20) percent in gross floor area shall require full structure compliance. Redevelopment or renovation that changes more than twenty (20) percent of the exterior of an existing building will require compliance with Sec. 23-1705(d)(2) Building color.
- (4) The provisions of this article shall also apply to all principal uses, whether on parent parcels or out-parcels, and to free standing ancillary or secondary uses, such as kiosks, ticket booths, car washes, etcetera.
- (5) The provisions of this article are not intended to prevent the use of alternative design solutions that meet the intent and purpose established in section 23-1701. Alternative design solutions may be utilized upon review and approval of the Community Development Director, with recommendation of the Design Review Board.
- (6) Compliance with the standards set forth in this article shall be demonstrated by submittal of architectural drawings and elevations (of all sides), and a site development plan or site improvement plan in accordance with this and other sections of this code, as well as samples and other information necessary for thorough review of the application.
- (7) Appeals of decisions of the Community Development Director may be appealed to the City Council pursuant to Section 23-1401 of this Code.

Sec. 23-1703. - Definitions.

The following words and terms, when used in this division, shall have the meanings ascribed to them in this section (graphic representations of these and other architectural features may be found in the most current copy of the City's "Architectural Design Standards Guidebook", a copy of which shall be kept on file with the City Clerk; such representations are secondary and subordinate to these written definitions.):

Awning or canopy. A covering, hood or shelter (of cloth, plastic, metallic or similar material) suspended or projected over a window or door.

Cornice. An ornamental molding that finishes or crowns the top of a building, wall, arch, and etcetera.

Ornamental and structural detail. A raised or decorative feature, other than a corporate logo, and not including textures, color or materials. Examples are decorative tile, molding, niches, pilasters and columns. Corporate colors may be used as accents as per Sec. 23-1705(d).

Primary facade. A side of a building that faces a public or private right-of-way or roadway or has the primary customer entrance. (A building may have more than one primary facade.)

Secondary facade. A side of a building that is not a primary facade and either is visible from a public or private right-of-way or roadway or has a secondary or tertiary customer entrance. (A building may have more than one secondary facade.)

Sec. 23-1704. - Building orientation; primary and secondary facades.

- (a) The intent of this section is to orient applicable buildings toward the public right-of-way or roadway or to private internal collector type/roadways and to establish architectural standards for primary and secondary facades in the City of Doraville.
- (b) Primary and secondary facades shall satisfy the applicable facade standards set forth in this section.
- (c) **Building Orientation**
 - (1) Mid-block commercial buildings shall be oriented to face the right-of-way/roadway, unless it can be shown that compelling site conditions necessitate a different orientation. If compelling site conditions necessitate that the building not face the right-of-way/roadway, then the building is considered to have two (2) primary facades: the facade that faces the right-of-way/roadway and the facade that incorporates the primary customer entrance.
 - (2) Corner lot commercial buildings shall be oriented to face a right-of-way/roadway, unless it can be shown that there are compelling site conditions that necessitate a different orientation. If compelling site conditions necessitate that the building not face such right-of way/roadway, then the building is considered to have three (3) primary facades: the two facades that face the right-of-way/roadway and the facade that incorporates the primary customer entrance.
- (d) **Primary facades** (See Table 23-1704-A for summary of requirements)
 - (1) All primary facades of a building shall have architectural style, detail, trim features, and roof treatments that are consistent with each other. Further, all primary facades shall have a similar level of treatment, detail and visual

interest. This is inclusive of window, window frames, primary entrance, roof form (parapet, gable, hip, mansard or combination) and architectural elements (columns, pilasters, pediments, overhangs, balustrades, towers, dormers, cupolas and/or other projections of facade and fenestration). In lieu of actual windows and entrances, niches and alcoves with significant architectural delineation and definition to suggest window and entrance elements shall be used.

- (2) For parcels one half (1/2) acre or larger, building base perimeter landscaping shall be planted immediately adjacent to and along the full linear length of the primary facade, or between the walk immediately adjacent to the primary facade and the curb along the entire linear length of the primary facade. However, such perimeter landscaping shall allow for reasonable breaks for pedestrian access. The landscaped area shall be a minimum of five (5) feet in depth and shall include shrubs and groundcover with one understory tree planted for each twenty-five (25) feet or fraction thereof of the lineal length of the primary facade. (Understory trees are to be planted no closer than ten (10) feet on center.)
- (3) Office and institutional use primary facades shall have at least one (1) of the following components exclusive of (4)(i) below; and a primary facade subject to subsection (2) of this section shall have at least one (1) of the following components exclusive of (4)(ii) below.
- (4) Commercial use primary facades shall have at least two (2) of the following components, except that a primary facade with the primary customer entrance shall have at least one (1) of the following components exclusive

of the component described in subsection (4)(i) and a primary facade subject to subsection (2) of this section shall have at least two (2) of the following components exclusive of the component described in subsection (4)(ii).

- i. The primary customer entrance.
- ii. For parcels less than one-half ($\frac{1}{2}$) acre, building base perimeter landscaping shall be planted adjacent to and along the full linear length of the primary facade. The landscaped area shall be a minimum of five (5) feet in depth and shall include shrubs and groundcover with one understory tree planted for each twenty-five (25) feet or fraction thereof of the lineal primary facade, planted for each fifteen (15) feet or fraction thereof of the lineal primary facade. (Understory trees are to be planted no closer than ten (10) feet on center.)
- iii. Arcades or colonnades a minimum of six (6) feet in width, or other roof treatments that provide shade and break the vertical plane, shall be incorporated along at least fifty (50) percent of the linear length of the primary facade.
- iv. Display windows a minimum of six (6) feet in height shall exist, along at least fifty (50) percent of the linear length of the primary facade.
- v. Awnings associated with windows and/or doors, installed in increments of ten (10) feet or less in length, along at least fifty (50) percent of the linear length of the primary facade.

- vi. Windows that cover at least forty (40) percent of the area of the primary facade.
- vii. Any other treatment that, in the reasonable opinion of and with approval by the Community Development Director and recommendation by the City's Design Review Board, meets the intent of this section.

(e) **Secondary facade standards** (See Table 23-1704-B for summary of requirements)

- (1) Secondary facades may be deemed wholly or partially inapplicable by the Community Development Director with recommendation by the Design Review Board, due to the narrowness and low visibility of the area between the side of the building and the side of the adjacent building, provided this determination may be made only where the side yard is less than ten (10) feet in width, and such determination does not modify applicable landscape and related requirements.
- (2) All secondary facades of a building shall have architectural style, detail, trim features, and roof treatments that are consistent with those for the primary facade.
- (3) Any side of an office, commercial or industrial building visible from and adjacent to residential areas shall be treated in the same manner as a secondary facade.
- (4) For parcels one-half (1/2) acre or larger, perimeter landscaping planted adjacent to and along fifty (50) percent of the linear length of the secondary facade shall be required. The landscaped area shall be a minimum of five (5) feet in depth and shall include shrubs and groundcover with one

understory tree planted for each twenty-five (25) feet or fraction thereof of the fifty (50) percent lineal secondary facade. (Understory trees are to be planted no closer than ten (10) feet on center.)

- (5) A secondary facade shall have at least one (1) of the following components:
- i. For parcels less than one-half ($\frac{1}{2}$) acre, perimeter landscaping planted adjacent to and along fifty (50) percent of the linear length of the secondary facade shall be required. The landscaped area shall be a minimum of five (5) feet in depth and shall include shrubs and groundcover with one understory tree planted for each twenty-five (25) feet or fraction thereof of the fifty (50) percent lineal secondary facade. (Understory trees are to be planted no closer than ten (10) feet on center.)
 - ii. Arcades or colonnades a minimum of eight (8) feet in width, or other roof treatments that provide shade and a break in the vertical plane shall be incorporated along at least fifty (50) percent of the horizontal length of the secondary facade.
 - iii. Display windows a minimum of six (6) feet in height shall exist along at least fifty (50) percent of the horizontal length of the secondary facade.
 - iv. Awnings associated with windows and/or doors, installed in increments of ten (10) feet or less in length, along at least fifty (50) percent of the horizontal length of the secondary facade.
 - v. Windows that cover at least forty (40) percent of the secondary facade.

- vi. Any other treatment that, in the reasonable opinion of and with approval by the City's Design Review Board, meets the intent of this section.
- (6) Exterior building materials shall be restricted on secondary facades as follows:
- i. Corrugated metal panels, used as a finish material, shall not be allowed. The same type of architectural metal panels applied to the primary facade are acceptable for a secondary facade, subject to consultation by the city's Community Development Director and recommendation by the Design Review Board, that the treatment meets the intent of this section.
 - ii. Smooth-faced hard-coat concrete shall not cover more than thirty (30) percent of a secondary facade.
 - iii. Backlit awnings and backlit canopies including service station and convenience store backlit awnings and canopies shall be prohibited except for those portions of awnings or canopies which may have approved backlit sign copy area.
- (7) Exterior ground level mechanical equipment, mechanical equipment package units, dumpster and trash receptacles, or related attachments (food freezers, air handling units, and etcetera) adjacent to a residential area or visible from a public right-of-way shall be concealed, hidden by a wall with caps as an extension of the building. When such units abut commercial or industrial uses and are not visible from a public right-of-way (i.e., they are

not a primary or secondary facade), they shall be painted to match the color of the building.

Sec. 23-1705. - Building design, exterior materials and color.

- (a) The intent of this section is to promote better architectural design and to create visual interest by requiring minimum design treatments for commercial buildings and projects.
- (b) Both single and multiple-tenant buildings are required to provide a minimum of three (3) of the following building design treatments:
 - (1) An arched, gabled, stepped or decorative parapet with cornice over the primary customer entrance that is integrated with the building's mass and style.
 - (2) Canopies or porticos integrated with the building's massing and style.
 - (3) Peaked roof forms.
 - (4) Overhangs a minimum of three (3) feet in depth.
 - (5) Arcades a minimum of six (6) feet in depth wide.
 - (6) Arches or arched forms.
 - (7) Display windows, a minimum of six (6) feet in height.
 - (8) Ornamental and structural details that are integrated into the building structure.
 - (9) Clock tower or bell tower.
 - (10) Sculptured artwork (excluding corporate logos or advertising).
 - (11) Any other treatment that, in the reasonable opinion of and with approval by the Community Development Director, with recommendation by the City's Design Review Board, meets the intent of this section.

(c) **Exterior building materials** contribute significantly to the visual impact of a building on the community. Exterior building materials shall be restricted on primary facades as follows:

- (1) Corrugated metal panels, used as a finish material, are prohibited. Architectural metal panels are acceptable, subject to consultation and a determination by with the city's Community Development Director and recommendation of Design Review Board that the treatment meets the intent of this section.
- (2) Highly reflective or mirror-like materials shall be prohibited.
- (3) Blacked out or darkened windows of less than 75% transparency and window treatments or uses that obscure clear visibility into and out-of the building shall be prohibited.
- (4) Smooth-faced concrete shall have textured hard-coat stucco or other decorative finish.
- (5) Backlit awnings and backlit canopies including service station and convenience store backlit awnings and canopies, shall be prohibited, except for those portions of awnings or canopies which may have approved backlit sign copy area.
- (6) The use of full-depth brick, natural stone, cast stone, terra cotta, pre-cast concrete resembling brick or stone or hard coat stucco as major component of the primary façade with accents of ceramic tile, galvanized steel, glass block, wood, stone or hard-coat stucco are strongly encouraged. Alternative materials shall require approval of the Community Development Director with recommendation from the Design Review Board.

- (d) **Exterior building colors** have a significant visual impact. Accordingly, colors are restricted as follows:
- (1) Building color schemes that use colors that are electric, fluorescent or neon shall not be permitted on the exterior of any building.
 - (2) Building color schemes shall be consistent with the “Commercial/Institutional Color Chart” maintained by the City Community Development Department. A maximum of three corporate colors, those colors normally recognized as representing the business in multiple locations as part of their corporate identity, and not incorporated within the Commercial/Institutional Color Chart adopted by the City, may be used for trim and cornice work.
 - (3) A maximum of three (3) colors may be used on the exterior of any building, plus one additional color for trim or cornice work. Where a clear break exists giving the appearance of a separate building, such color scheme may be repeated. These limitations exclude unpainted natural stone or roof material.
 - (4) Graphics, color schemes, or murals shall not be permitted on a building except as may be permitted as a part of allowable signage consistent with Chapter 14 of the City of Doraville’s code of ordinances.
- (e) **Separate ancillary structures** (carwash, cashier booths, canopies over gas pumps, etc.) shall have comparable pitch or parapets for roofs and shall otherwise have the same architectural detail, design elements and roof design as the primary structure, including the same cornice treatment, the same materials and colors, etcetera.

Sec. 23-1706. - Roof treatments.

- (a) The intent of this section is to add visual interest, and to reduce massing and screen rooftop equipment, by requiring minimum roof treatments. This section shall apply to all principal uses and to free standing ancillary or secondary uses, such as kiosks, ticket booths, car washes, and etcetera.
- (b) Both single and multiple-tenant buildings are required to have variations in the rooflines, and roof features that are consistent with the building's mass and scale. In addition, roofs shall meet at least two (2) of the following requirements:
 - (1) Decorative parapets that are a minimum of three (3) feet in height above the finished roof or that are high enough to block the view of any mechanical equipment or fixtures that are situated on the roof.
 - (2) A three-dimensional cornice treatment, a minimum of twelve (12) inches in height, having a minimum of three (3) vertical (not diagonal) changes in plane (no two (2) on the same plane), and a variety of thickness in relief ranging from the greatest at the top to the least at the bottom.
 - (3) Overhanging eaves that extend at least three (3) feet beyond the supporting walls, with a minimum fascia depth of six (6) inches.
 - (4) Three (3) or more roof planes per primary facade.
 - (5) A sloping roof height (measured from the top of the supporting wall vertically to the peak of the sloping roof) shall not exceed the average height of the supporting walls. The sloping roof height shall not be less than a pitch of 4:12. However, a pitch of 3:12 may be acceptable depending on the mass and scale and elevations and renderings showing the appropriateness and compatibility of the design after consultation and approval of the City's

Community Development Director, with recommendation by the Design Review Board.

(12) Any other treatment that, in the reasonable opinion of the Community Development Director and with recommendation by the City's Design Review Board, meets the intent of this section.

- (c) Backlit awnings used as a mansard or canopy roof shall be prohibited in both single and multiple-tenant buildings.
- (d) Exterior rooftop equipment including any HVAC roof refrigeration equipment or other mechanical rooftop equipment, fixtures or structure (such as hill house, penthouse, or trailer type) shall be concealed from eye-level view from any public right-of-way and from any adjacent properties by a roof or parapet wall extension with caps as an extension of the building.

Sec. 23-1707. - Customer convenience treatments.

- (a) The intent of this section is to provide protection from the sun and adverse weather conditions for customers and employees of applicable businesses. These requirements are not applicable to single-tenant buildings with a gross floor area of ten thousand (10,000) square feet or less, or multiple-tenant buildings and projects with a gross floor area of less than twenty thousand (20,000) square feet.
- (b) Except as provided under subsection (a) of this section, the following customer convenience treatments shall be required:
 - (1) Single-tenant buildings, with a gross floor area of over ten thousand (10,000) square feet and less than twenty thousand (20,000) square feet, shall have a highly visible primary customer entrance (see the current version

of the Architectural Design Standards Guidebook maintained by the City for graphic representations).

- (2) Single-tenant buildings with a gross floor area of twenty thousand (20,000) square feet or more shall have a highly visible primary customer entrance incorporating decorative landscape planters or wing walls that incorporate landscaped areas.
- (3) Multiple-tenant buildings and projects with a gross floor area of twenty thousand (20,000) square feet or more shall have the following:
 - a. Anchor tenants shall provide highly visible primary customer entrances.
 - b. Decorative landscape planters or wing walls and intermittent shaded outdoor community space shall be provided. Such area shall be located adjacent to the primary customer entrance, or circulation path of the complex.

Sec. 23-1708. - Facade treatments. (See Table 23-1704-C for summary of requirements)

- (a) The intent of this section is to provide visual interest to all facades by requiring a minimum level of detail features on facades. These detail features shall not consist solely of applied graphics or paint.
- (b) All facades of buildings with a gross floor area of twenty thousand (20,000) square feet or more shall be required to incorporate at least three (3) of the following facade treatments. At least one of these treatments shall repeat horizontally. All such design elements shall repeat at intervals of no more than thirty (30) feet, either horizontally or vertically. All facades of buildings with a gross floor area of less than twenty thousand (20,000) square feet shall be required to incorporate at least

two (2) of the following facade treatments. At least one (1) of these treatments shall repeat horizontally. All such design elements shall repeat at intervals of no more than twenty-five (25) feet, either horizontally or vertically.

- (1) Expression of a vertical architectural treatment with a minimum width of twelve (12) inches.
 - (2) Building setbacks, offsets or projections, a minimum of three (3) feet in depth.
 - (3) Color change.
 - (4) Texture and/or material change.
 - (5) Architectural banding.
 - (6) Pattern change.
 - (7) Any other treatment that, in the reasonable opinion of and with approval by the Community Development Director and recommendation by City's Design Review Board, meets the intent of this section.
- (c) Blank wall areas on any facade shall not exceed ten (10) feet in vertical direction or twenty (20) feet in horizontal direction. Control and expansion joints constitute a detail feature only if incorporated as a decorative pattern and spaced apart at intervals of six (6) feet or less. Relief and reveal work depth must be a minimum of one-half (1/2) inch.
- (d) **Big Box Development:** By encouraging the visual appearance of numerous smaller storefronts, in lieu of one (1) large big box storefront, this subsection is intended to reduce the large visual mass and monotonous exterior appearance typically associated with big box development (defined in section 23-402 of this Code). The standards in this subsection call for individually-peaked, forward-projecting, and

vertically-oriented exterior architectural forms and features on street-facing facades and rooflines. Such forms will assist owners in architecturally expressing, on the exterior of their stores, the individual components (e.g., garden, grocery, pharmacy) within their stores. As such, the vertically-oriented, forward-projecting, and peaked components shall incorporate vertical components which serve to interrupt the pronounced horizontal roofline of big box structures and to reinforce the appearance of smaller, individual storefronts.

- (1) Building entry finish materials. Owners shall maximize the amount of pedestrian-scaled windows (avoiding extensive opaque surfaces) along the street-facing facade which contains the primary customer entrance. Furthermore, owners shall utilize smaller-scaled, and darker colored, exterior finish materials (e.g., individual bricks or stone veneer in lieu of light-colored stucco on masonry or pre-cast concrete panels) on the lower portions (the "water table") of big box exterior walls which are adjacent to customer entrance(s), and which flank the exterior pedestrian sidewalk system on street-facing facades. Such darker, smaller-scaled finish materials shall be featured from the sidewalk grade, to no less than four (4) feet above sidewalk grade.
- (2) Required transparent windows. Such primary customer entrance facades shall incorporate a minimum of twenty-five (25) percent transparency (windows). The transparency calculation may include the glass surfaces of the customer entrance window system itself. The area of required transparency shall be calculated by multiplying the structure's linear frontage by a height (above adjacent finished pavement grade) of twelve

(12) feet. In addition, street-facing primary customer entrance facades shall incorporate an overhead projecting portico, arcade, or colonnade, as described below. Such customer entrance overhead forms shall, at a minimum, extend over the same twenty-five (25) percent transparency area.

- (3) Transparency alternative; architectural projections. As an alternative to meeting the twenty-five (25) percent transparency and entranceway overhead form requirements, street-facing facades containing the primary customer entrance shall include covered porticos, arcades, colonnades, or a combination thereof, along a minimum of sixty (60) percent of the horizontal length of the subject facade.
- (4) The roof plane of such porticos, arcades, or colonnades shall not extend horizontally for more than fifty (50) linear feet without the substantially and proportionately-sized, interrupting vertical architectural forms referenced above. The face (fascia) of such vertical forms shall project upward a minimum of fifteen (15) feet above the horizontal fascia of the portico, arcade, or colonnade lying below. The highest point of the fascia, or gable, of such vertical projections shall extend upward to a point at least as high as the horizontal roof line (parapet edge) of the big box development's principal structure. Furthermore, such vertical forms shall be no less than twenty (20) feet wide, as measured at the face (fascia) or base of the gable.
- (5) The covered porticos, arcades, or colonnades shall incorporate the customer sidewalk below with a minimum pedestrian clearance (clear width), between the structure and the supporting columns, of twelve (12) feet. Such porticos, arcades, or colonnades, and twelve-foot wide sidewalks, shall not

replace any required building foundation area landscape planter requirements for primary and secondary facades.

- (6) Facades which face an adjacent street, but which do not possess the primary customer entrance (i.e., a side street facade), shall provide the above-referenced porticos, arcades, or colonnades, and associated individual roofline vertical projections, along at least forty (40) percent of the street-facing (side) facade. Such forty (40) percent requirement shall only apply to any segment of a side facade which does not incorporate a garden center decorative perimeter wall system as described in this subsection.
- (7) Garden center walls. When a garden center is placed along a street-facing facade, a garden center decorative perimeter wall system may be substituted for the porticos, colonnades, arcades, and vertical form required above. Such garden center decorative wall systems shall be constructed of columns (posts) at least thirty-six (36) inches wide (or thirty-six (36) inches in diameter), and spaced no more than twenty-five (25) feet on-center along the perimeter of the garden center.
 - i. The columns shall be horizontally interconnected across each of their top portions with a substantial cross member. The columns or column cap component may extend above the horizontal cross members up to twenty-four (24) inches. Such upper horizontal cross member shall feature colors, finish, dimensions, proportions, and trim details which are architecturally consistent with the adjacent supporting columns and with the big box principal structure. The upper cross members shall be the highest visual component of the

wall system, and no other fencing materials, or store merchandise, may protrude above the horizontal cross members. Disproportionate, undersized, or otherwise architecturally incompatible columns or horizontal cross member designs are prohibited. Alternative designs for garden center decorative perimeter wall systems may be approved Design Review Board on a case by case basis.

- ii. Chain link fencing material, including vinyl-clad or other coated fencing, is prohibited on such garden center walls. Instead, garden center decorative walls systems may infill the gaps between the columns and the upper horizontal connecting cross members, with decorative metal fencing materials (e.g., wrought iron-styled aluminum fencing).
- iii. In addition, black fabric mesh, or similarly opaque and approved materials, shall be installed on the interior side of the decorative metal fencing in order to visually screen any materials which may be stacked or stored on the inside of the garden center decorative wall system.
- iv. Garden center wall exterior foundations shall adhere to primary and secondary building facade landscaping requirements.

Table 23-1704-A**PRIMARY FAÇADE ADDITIONAL TREATMENTS: REQUIREMENTS/OPTIONS** (see Sec. 23-1704(d))

	Commercial	Commercial	Office /institutional	Office /institutional
	<u>Parcel > ½ acre: “required” plus two “optional”</u>	<u>Parcel < ½ acre: one “optional”</u>	<u>Parcel > ½ acre: “required” plus two “optional”</u>	<u>Parcel < ½ acre: one “optional”</u>
Landscaping along full linear facade	required	optional	required	optional
Primary customer entrance	optional	optional	not counted toward option	not counted toward option
Arcade, colonnades or other roof shade treatments, ≥ 8’ in width along 50% of facade	optional	optional	optional	optional
6 ft. high display windows along 50% of facade	optional	optional	optional	optional
Awnings associated with doors/windows installed in increments of 10 ft. or less along 50% of facade	optional	optional	optional	optional
Windows cover at least 40% of façade area	optional	optional	optional	optional
Other treatments	Optional: Requires Community Development & Design Review Board Approval	Optional: Requires Community Development & Design Review Board Approval	Optional: Requires Community Development & Design Review Board Approval	Optional: Requires Community Development & Design Review Board Approval

Table 23-1704-B**SECONDARY FAÇADE ADDITIONAL TREATMENTS: REQUIRED/OPTIONS** (See Sec. 23-1704(e))

COMMERCIAL/OFFICE/INSTITUTIONAL		
	<u>Parcel > ½ acre: “required” + one “optional”</u>	<u>Parcel < ½ acre: one “optional”</u>
Landscaping along 50% of linear facade	required	optional
Primary customer entrance	optional	optional
Arcade or colonnades ≥ 8’ in width along 50% of facade	optional	optional
6 ft. high display windows along 50% of facade	optional	optional
Awnings associated with doors/windows along 50% of facade	optional	optional
Windows cover at least 40% of façade area	optional	optional
Other treatments	Optional: Requires Community Development & Design Review Board Approval	Optional: Requires Community Development & Design Review Board Approval

Table 23-1704-C (See Sec. 23-1708)

ALL FACADES

Bldgs. 20,000+ s.f. gross floor space: Incorporate a min. of 3 of the following: *	
	Expression of a vertical architectural element with 12" min width
	Building stepbacks, offsets or projections, a min. of 3' in depth
	Color change
	Texture and/or material change
	Architectural banding
	Pattern change
	Any other treatment approved by the Community Development Director and the Design Review Board
Bldgs. Less than 20,000 s.f. gross floor space: Incorporate a min. of 2 of the following: *	
	Expression of a vertical architectural element with 12" min width
	Building stepbacks, offsets or projections, a min. of 3' in depth
	Color change
	Texture and/or material change
	Architectural banding
	Pattern change
	Any other treatment approved by the Community Development Director and the Design Review Board
Blank wall areas shall be no greater than 10' vertical or 20 feet in horizontal direction	
Control/expansion joints constitute a design feature only if incorporated as a decorative pattern and spaced apart no more than 6 feet and have relief/reveal work depth a min. of ½"	

* At least 1 treatment shall repeat horizontally. All elements shall repeat at intervals of not more than 30 ft, either horizontally or vertically.

** At least 1 treatment shall repeat horizontally. All elements shall repeat at intervals of not more than 25 ft, either horizontally or vertically.

Sec. 23-1709. - Curb stops; building perimeter crosswalks.

- (a) Curb stops shall be required whenever parking facilities directly abut pedestrian walkways.
- (b) Building perimeter crosswalks shall be designed and coordinated to move people safely to and from buildings and parking areas by identifying pedestrian crossings with signage and variations in pavement materials or markings.
- (c) Pedestrian walkways shall be a minimum of five (5) feet wide. Materials may include concrete, brick, or other material as approved by the city's Community Development Director. Pedestrian walkways through a parking lot or drive area shall be designated or identified by not only painted stripes but also other material or treatment sufficiently to clearly designate or identify them as such. Pedestrian walkways shall be curbed wherever possible. Textured pedestrian walkway surfaces shall be sufficiently smooth not to hinder walking or the movement of shopping carts or strollers.

Sec. 23-1710. Design Review Board

- (a) The Mayor and City Council may constitute a Design Review Board. If such Board is constituted, it shall consist of five (5) individual volunteers who are residents of the City. Two members of the Board shall be laymen, two shall be design professionals as defined by the State of Georgia. At least one member shall be a licensed architect. Until such time as the Board is constituted, the City is authorized to hire the required design professionals and architect until such time as these vacancies are filled with a City resident. In the event of a future vacancy, the City shall be further authorized to hire the required professionals. The term of the

members shall be two (2) years. The Board shall review and make recommendations in regards to applications subject to the ordinance pursuant to this Article.

- (b) Prior to the issuance of any land disturbance permit, or building permit for properties subject to the requirements of this Article, and after submission of applications for such permits to the Community Development Department, the applicant shall provide full plans and documents as deemed necessary by the Community Development Director for a thorough review of the application. These may include such plans as a site plan, landscaping plan, building design including elevations and architectural details of proposed buildings, and samples of exterior materials and colors. The Board may request additional plans and materials found necessary for their review. Such representations shall demonstrate that the proposed design is in compliance with all of the requirements of this Article or request specific variations pursuant to the authority of this Article.
- (c) Upon submission, the Design Review Board shall review the application and submittals in a public meeting within the following timeframes:
 - (1) If the completed application, with required exhibits, is submitted a minimum of ten (10) days prior to the next regularly scheduled Board meeting: review shall occur no later than ten (10) business days following the date of submission.
 - (2) If the application is submitted at a time less than ten (10) days prior to the next regularly scheduled Board meeting: review shall occur at the next regularly scheduled Board meeting.

- (d) Such meeting shall be public and noticed to the applicant no later than five (5) days prior to the meeting. Two public notification signs shall be placed at conspicuous locations on the property indicating the date and location of the proposed meeting. The cost of said notifications shall be borne by the applicant.
- (e) At the conclusion of the meeting, unless same is postponed at the request of the applicant, the Design Review Board shall issue its recommendation of approval or denial of the application based on the standards in this Article with a written determination identifying the specific nature of the requirements not met.
- (f) The Mayor and City Council may adopt a fee for processing and review of all submissions required under this article.

Section 2

That Chapter 23 (Zoning) is further amended by adding a definition of “Big Box Development” to Section 23-402 to read as follows:

“Big box development” shall mean an individual retail and/or membership club with seventy-five thousand (75,000) or greater square feet of gross floor area, which may include a home improvement center or a membership warehouse club. The "gross floor area" of such a store includes outdoor storage areas and any outdoor area providing services, such as, but not limited to, outdoor merchandise display, garden supplies, plant display, snack bars, etc. "Gross floor area," however, does not include loading areas. For the purpose of determining the applicability of the seventy-five thousand (75,000) square foot threshold, the aggregate square footage of all adjacent stores which may share either a series of checkout stands, management areas, storage areas, common entrances, or a controlling ownership interest, shall be considered a single commercial establishment (for example, a plant nursery associated with a general merchandise store or home improvement

store, or a discount department store associated with a grocery store). The term "big box development" does not include an individual commercial establishment integrated within an indoor mall regional shopping facility.

Section 3

That the City of Doraville Code of Ordinance is hereby further amended by deleting Article XII of Chapter 5 of the City Code (Design Guidelines), Sections 5-321, 5-322 and 5-323 in their entirety and leaving that Article "Reserved."

Section 4

- (a) It is hereby declared to be the intention of the Mayor and Council that all sections, paragraphs, sentences, clauses and phrases of this Ordinance are or were, upon their enactment, believed by the Mayor and Council to be fully valid, enforceable and constitutional.
- (b) It is hereby declared to be the intention of the Mayor and Council that, to the greatest extent allowed by law, each and every section, paragraph, sentence, clause or phrase of this Ordinance is severable from every other section, paragraph, sentence, clause or phrase of this Ordinance. It is hereby further declared to be the intention of the Mayor and Council that, to the greatest extent allowed by law, no section, paragraph, sentence, clause or phrase of this Ordinance is mutually dependent upon any other section paragraph, sentence, clause or phrase of this Ordinance.
- (c) In the event that any phrase, clause, sentence, paragraph or section of this Ordinance shall, for any reason whatsoever, be declared invalid, unconstitutional or otherwise unenforceable by the valid judgment or decree of any court of competent jurisdiction, it is the express intent of the Mayor and Council that such invalidity,

unconstitutionality or unenforceability shall, to the greatest extent allowed by law, not render invalid, unconstitutional or otherwise unenforceable any of the remaining phrases, clauses, sentences, paragraphs or sections of the Ordinance and that, to the greatest extent allowed by law, all remaining phrases, clauses, sentences, paragraphs and sections of the Ordinance shall remain valid, constitutional, enforceable, and of full force and effect.

Section 5

All ordinances or parts of ordinances in conflict herewith are hereby expressly repealed.

Section 6

The Ordinance shall be codified in a manner consistent with the laws of the State of Georgia and the City of Doraville.

Section 7

It is the intention of the governing body, and it is hereby ordained that the provisions of this Ordinance shall become and be made part of the Code of Ordinances, City of Doraville, Georgia and the sections of this Ordinance may be renumbered to accomplish such intention.

Section 8

This Ordinance shall become effective on the date of adoption.

SO ORDAINED AND EFFECTIVE, this ____ day of _____, 2014.

CITY OF DORAVILLE, GEORGIA

Mayor

First Reading

Second Reading

ATTEST:

_____(SEAL)
Sandra Bryant, City Clerk

APPROVED AS TO FORM:

Cecil G. McLendon, Jr., City Attorney

	Yea	Nay
Maria Alexander	<input type="checkbox"/>	<input type="checkbox"/>
Dawn O'Connor	<input type="checkbox"/>	<input type="checkbox"/>
Pam Fleming	<input type="checkbox"/>	<input type="checkbox"/>
Sharon Spangler	<input type="checkbox"/>	<input type="checkbox"/>
Trudy Jones Dean	<input type="checkbox"/>	<input type="checkbox"/>
Robert Patrick	<input type="checkbox"/>	<input type="checkbox"/>