

6 March 2013

Ms. Jackie Deibel
City of Roswell
Community Development Department
38 Hill Street
Roswell, Georgia 30075

Re: Frazier Street Submittal – Design Review Comments
Roswell, Georgia

Jackie, this is to submit review comments regarding the Frazier Street multifamily submittal. You and other city staff have requested that we review the submittal for conformance with the spirit and intent of the Ordinance and Design Guidelines as well as for conformance with the requirements found in each document. For clarity these comments are grouped into the categories 'General', 'Site Design', and Architectural Design'.

General

This review has been conducted by Leslie Carruth of Randall-Paulson Architects and Lew Oliver of Lew Oliver, Inc. We are excited and pleased that this project has been submitted to the City for consideration. It holds great promise for enhancing this area of Roswell. All comments are given with the sole intent to support the realization and success of this project.

Site Design

A key goal of both the Ordinance and the Guidelines is to encourage and facilitate pedestrian-oriented areas that allow for more movement opportunities and connections. The documents also envision vigorous interaction of the various modes of circulation, built structures, and landscape features.

- The submitted site plan meets the minimum parking requirement in the Ordinance however the submitted site plan is much more about the automobile than the City envisions.
- A sketch drawn by Lew Oliver of Lew Oliver, Inc. is attached as an exhibit to recommend an alternative site plan that will improve the pedestrian experience and reduce the visual impact

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of the automobile. It includes an internal street with street parking and street trees. The internal street varies the circulation experience within the project. It is no longer simply a set of parking trays and drives. (See Ordinance pg. 1, 12.4.1 Implementation, 2nd bullet, pg. 2 12.4.2 Purpose and Intent #4, and pg. 61 Streetscape Section.) The attached site sketch also calls for alignment of entry points with Myrtle Street and the new retail center layout.

- Design the parking areas as groves and yards vs. suburban styled bulb outs and "islands".
- If the improved site plan requires a change to the minimum parking requirement, the City Planner should consider allowing the 20% decrease consideration found in Article 17 of the Zoning Ordinance. This will facilitate site planning flexibility. This project is fortunate to have an adjacent property under the same ownership that holds considerable parking sharing potential for occasional resident overflow.
- The submitted site plan stipulates that fencing will only be provided at the pool area. This is not per the Guidelines, pg. 44, Hardscape and Landscaping Methods. They state "Walls and/or fences are required on all frontages, including alleys." Revise the site plan to incorporate walls and/or fences that suit the selected architectural style at frontages.
- Landscaping should be urban, simple, and minimal. Feature native and historic plant materials. Hardscape is critical and will be prominent. Avoid suburban patterns.
- Landscape treatment at the adjacent existing residential properties should be provided to reduce the visual impact of new parking areas.
- Existing utilities should be relocated underground.

Architectural Design

The architectural intent of the Design Guidelines is to articulate the historic in-town Roswell aesthetic. The best of this aesthetic involves overall restraint as well as authenticity of style and use of materials. It embraces simple, direct, mill-like forms that feature flat and lightly sloped roofs. It avoids decorative and formalistic floor planning techniques.

Fenestration regularizes patterns and embraces an aesthetic that acknowledges repetition, vs. attempting to "break up" massing vertically. This is very much in keeping with old Roswell manufacturing facilities.

Materials and decoration should be local to the area and authentic. Any ornament should be less than conspicuous and out of the same material as the façade (ex. brick with corbelling in brick facades vs. brick with wood cornice).

- The views submitted indicate a sloped roof on the three story structures. This does not fit the style of the building shown. We recommend changing to all low-slope roofs for these buildings (Design Guidelines pg. 36, C. Roofs, 1.b.). Screening of any roof top equipment should be required.
- The façade treatments vary from contemporary to interpretations of Federal and Georgian styles. This is not acceptable per the Architectural Criteria of the Design Guidelines. The architects need to identify a preferred approach and stay within that vocabulary. If traditional styling is chosen it must be show restraint (Design Guidelines pg. 36, E. Trim, 1.a.). The faux canopy brackets should be eliminated in favor of columns or redesigned to meet this intent. (Note, Federal and Georgian styles are not authentic to historic in-town Roswell.)

Per the introduction to this section, materials and decoration should be local to the area and authentic. Any ornament should be less than conspicuous and out of the same material as the façade (ex. brick with corbeling in brick facades vs. brick with wood cornice). The revised façade designs should reflect removal of applied trim lines on top of the masonry in response. Masonry detailing should suit the selected style approach.

- The white features command too much attention. The color needs to be changed to show restraint (Design Guidelines pg. 43, Colors and Finishes.). Metal components should be black, bronze anodized, or mill finish aluminum similar to storefront (see below).
- Change storefront at the corners to be black, bronze anodized, or mill finish aluminum (Design Guidelines pg. 38, F. Windows, 2.a.).
- Change exterior doors to be hardwood (Design Guidelines pg. 38, H. Doors, 2.a.). Provide door finish(es) that express the natural beauty of the wood (Design Guidelines pg. 43, Colors and Finishes), submit for review.
- Additional information should be submitted to confirm the appropriateness of the window, door, brick, trim, railing, canopy, louver, and other exterior material selections. The Design Guidelines describe acceptable materials and finishes in detail.
- Stucco and other non-masonry materials are permitted only above 2' above grade (Ordinance, chart pg. 55, Building Materials). Revise the design to incorporate a masonry base where not currently shown.
- Covered car garages and other hardscape structures including utility screening must be drawn for architectural review. Note that these features should also embrace simple, direct, mill-like forms that feature flat or lightly sloped roofs. Avoid decorative embellishments that appear non-authentic and non-restrained.

Jackie Deibel
6 March 2013
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Thank you very much for this opportunity. We look forward to seeing this project become reality.

Sincerely,
Randall-Paulson Architects, Incorporated



Leslie C. Carruth, AIA, LEED AP
Associate/Studio Leader

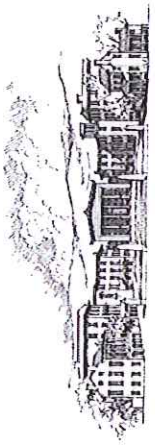
Encl: Sketch Site Plan Recommendation, March 3, 2013

Copy to: Alex Paulson, Randall-Paulson Architects
Lew Oliver, Lew Oliver Inc.

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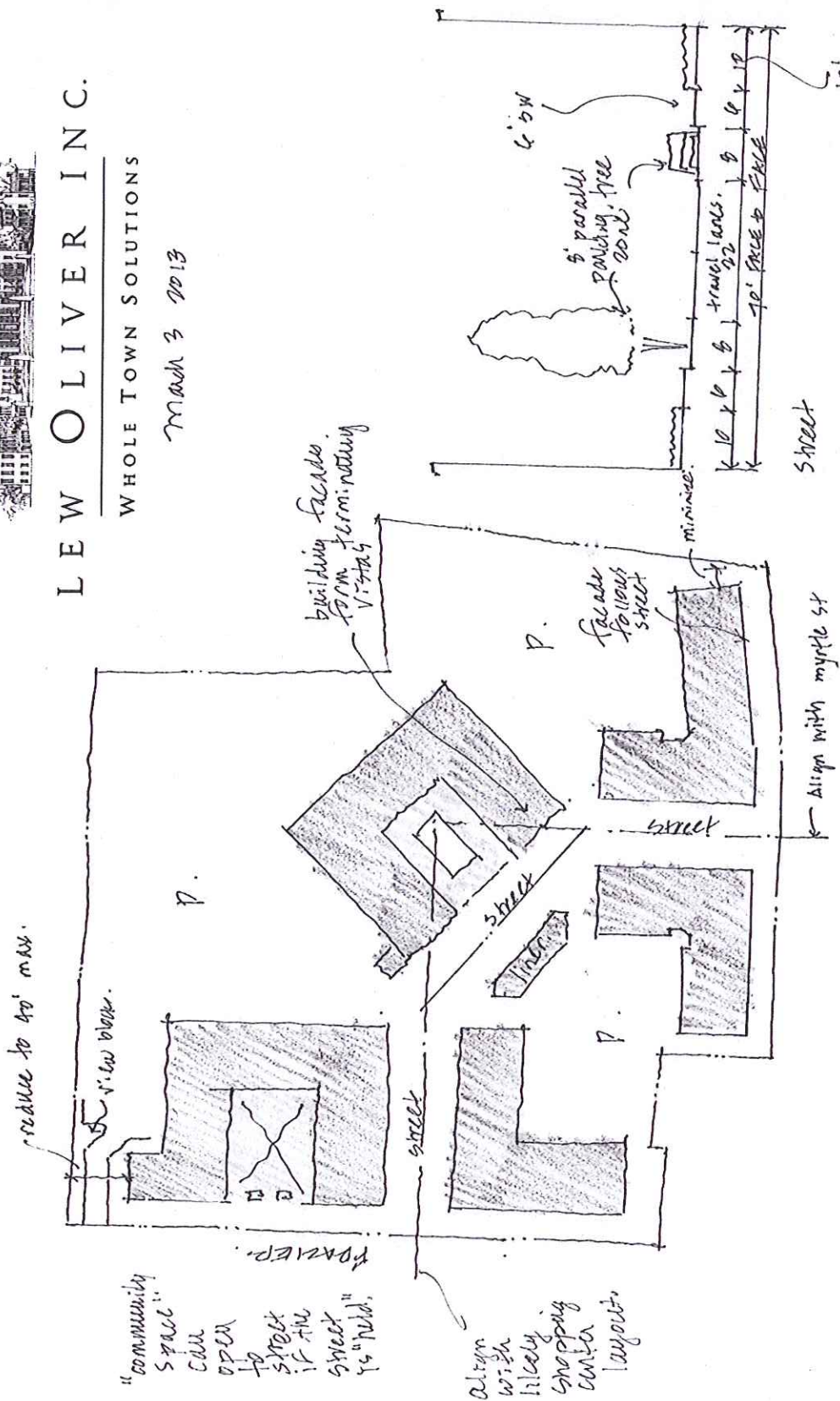
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