

Project Name	Palmer CJD
Property Location	11460 Alpharetta Highway (LL 517 & 548)
Owner/Petitioner	Alex Munoz – Alex Munoz & Associates, Inc.
Petitioner's Request	Building Addition

Background

The subject property is on 5.46 acres located at 11460 Alpharetta Highway. The property is currently zoned C-3 (Highway Commercial District).

The Palmer Dodge automobile dealership is seeking to become a full-fledged Chrysler Jeep Dodge dealership. According to the corporate standards set by Chrysler, the applicant must expand the existing showroom. The applicant is proposing the following improvements to the building:

- A new 3,760 square foot addition
- Modifying the existing entrance feature
- Changing the middle of the building from metal panels to EIFS

Site Plan Analysis

The site plan shows a proposed addition of 3,760 square feet to the existing structure. The new structure would have a total of 12,700 square feet of showroom and automobile detailing space. The site plan also shows a striped walkway connecting the showroom and service building.

Landscape Plan Analysis

The existing landscaping meets the City of Roswell requirements for landscaping, so no landscape plan was submitted.

Elevations

The elevations show both the existing and proposed conditions. The proposed changes to the front elevation are limited to the entrance feature. They include a change from brick columns to EIFS, as well as a change to a glass storefront archway. Around the outside of the glass archway is a proposed silver metallic panel. Proposed for the new addition is a continuation of the metal panels that are on the existing north elevation back section. On the proposed north elevations, the middle section would become EIFS to match the front of the building.

Design Guidelines

The site is subject to the Citywide Design Guidelines as stated in Article 19 of the City of Roswell Zoning Ordinance. Following is how the applicant has responded to the guidelines pertaining to the exterior renovations:

1. *Treatment of large flat wall areas.* Because the proposed addition is the same height as the front section of the building, it breaks up a potential large flat wall.
2. *Contextual appearance.* The changes to the entrance feature keep the design within the context of the existing building, as well as the overall highway commercial district that is Alpharetta Highway. Also, the proposed building addition will be in the rear and uses the same material and color that currently exists on the back of the building.

Department Comments

Planning:

- Signage is not approved by the Design Review Board. Permanent sign permit applications must be submitted for the signage.

Engineering:

- No comment.

Building:

- Submit three sets of plans by a licensed contractor for review and permitting for the addition.

Tree:

- No comment.

PW:

- An addition was permitted in 2003 for the facade, a second was permitted in 2007 for the service center, and now a third is applied for. Each of these additions was less than 5000 square feet. These should be looked at together, and their combination would trigger the "replacement of 5000 square feet of impervious", hence section 7.2.1.2 applies.
- The existing detention pond needs to be shown to be functioning as designed and any required maintenance should be performed.

Fire:

- The applicant must conduct a fire flow test in accordance with the 2006 edition of the International Fire Code and appendices B, C and D.
- The architect has been contacted and is aware that the building must comply with the 2000 edition of the Life Safety Code. Mercantile Occupancies over 12,000 square feet gross floor area are required to have a fire sprinkler system.

Transportation:

- No comment.

Recommended Conditions

Staff recommends that this application be approved.

Attachments

- DRB application, letter of intent, elevations site plan and photographs of existing building Dated Received October 6, 2009.