



**Jonesboro Historic Preservation Commission
124 NORTH AVENUE
December 20, 2021 – 5:30 PM**

Agenda

NOTE: As set forth in the Americans with Disabilities Act of 1990, the City of Jonesboro will assist citizens with special needs given proper notice to participate in any open meetings of the City of Jonesboro. Please contact the City Clerk's Office via telephone (770-478-3800) or email at rclark@jonesboroga.com should you need assistance.

I. CALL TO ORDER – Chairperson Betsy Wester

II. APPROVAL OF AGENDA

III. APPROVAL OF MINUTES

IV. OLD BUSINESS - NONE

V. NEW BUSINESS - ACTION ITEMS

1. Historic Preservation Commission to consider a Certificate of Appropriateness for 180 North McDonough Street; Parcel No. 13240D A030; Minor color change to exterior in Historic District.
2. Historic Preservation Commission to consider a Certificate of Appropriateness for Hearthside Jonesboro – North Avenue; Parcel No. 13240D D015; New ground sign for proposed residential development in Historic District.

VI. ADJOURNMENT



CITY OF JONESBORO, GEORGIA COUNCIL

Agenda Item Summary

Agenda Item #

5.1

-1

COUNCIL MEETING DATE

December 20, 2021

Requesting Agency (Initiator)

Office of the City Manager

Sponsor(s)

Community Development Director Allen

Requested Action *(Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)*

Historic Preservation Commission to consider a Certificate of Appropriateness for 180 North McDonough Street; Parcel No. 13240D A030; Minor color change to exterior in Historic District.

Requirement for Board Action *(Cite specific Council policy, statute or code requirement)*

City Code Section 86-103 H-2 Historic District Standards

Is this Item Goal Related? *(If yes, describe how this action meets the specific Board Focus Area or Goal)*

Yes

Beautification, Community Planning, Neighborhood and Business Revitalization, Historic Preservation

Summary & Background

(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)

Agency recommendation – Approval of exterior paint changes; The property is zoned H-2 and is in the Historic District. The same building was approved for a lighter shade of exterior gray in the Spring of 2021. The new owner is proposing to repaint the gable (currently red) to match the light gray of the rest of the building's siding.

c. Building color.

1. Recommended color shades shall draw from the range of existing color shades and complement the color schemes that already exist in the district. Reference materials on appropriate color palettes will be available for review at the office downtown development at city hall.

2. Neon colors are prohibited.

3. Primary colors may be acceptable for trim or accents pending review and approval by the director of downtown development.

4. Color patterns shall be consistent with the architectural style of the structure and with the overall historic character of the district.

The red gable looked complementary with the former dark gray, but now looks out of place and would look better matching the rest of the siding.

Design Review recommendation, 12.1.21: Approval of gable color change.

Fiscal Impact

(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)

Private owner

Exhibits Attached *(Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)*

- Current Exterior
- Acceptance Letter

Staff Recommendation *(Type Name, Title, Agency and Phone)*

Approval

FOLLOW-UP APPROVAL ACTION (City Clerk)

Typed Name and Title

Ricky L. Clark, City Manager

Date

December, 20, 2021

Signature

City Clerk's Office



MEMORANDUM

To: Eight 11 Homes
3588 Hwy. 138
Stockbridge, Ga. 30281

From: David D. Allen
City of Jonesboro
124 North Avenue
Jonesboro, GA 30236

Date: December 10, 2021

Re: Notification of Request for Historic Preservation Commission – Exterior Paint;
180 North McDonough Street; Parcel No. 13240D A030

Dear Applicant,

This letter is to serve as notification that the City of Jonesboro, Historic Preservation Commission, has accepted your request for a review of exterior paint changes for the property located at 180 North McDonough Street, Jonesboro, Georgia 30236.

Due to the COVID-19 outbreak, the review meeting will be conducted by members via a remote conference call (Zoom Meetings) on Monday, December 20, 2021 at 5:30 pm. You will be provided a link to the meeting to participate if you wish. If you are unable to be a part of the meeting, then you will be informed of the recommendation on the following day.

Sincerely,

A handwritten signature in black ink, appearing to read "David D. Allen".

David D. Allen
Community Development Director / Zoning Administrator



**CITY OF JONESBORO, GEORGIA COUNCIL
Agenda Item Summary**

Agenda Item #

-2

5.2

COUNCIL MEETING DATE
December 20, 2021

Requesting Agency (Initiator)

Office of the City Manager

Sponsor(s)

Community Development Director Allen

Requested Action (*Identify appropriate Action or Motion, purpose, cost, timeframe, etc.*)

Historic Preservation Commission to consider a Certificate of Appropriateness for Hearthside Jonesboro – North Avenue; Parcel No. 13240D D015; New ground sign for proposed residential development in Historic District.

Requirement for Board Action (*Cite specific Council policy, statute or code requirement*)

City Code Section 86-117 Active Senior Overlay District Architectural Standards; 86-495 Historic District Sign Standards

Is this Item Goal Related? (*If yes, describe how this action meets the specific Board Focus Area or Goal*)

Yes

Beautification, Community Planning, Neighborhood and Business Revitalization, Historic Preservation

Summary & Background

(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)

Agency recommendation – Approval of sign design; The conditional use permit for a multi-family / duplex development was approved by the City in May 2020, and the Active Senior Overlay District for the subject property was approved the previous month. Construction will begin soon. The applicant is now submitting an entrance monument sign for the parcel where the development's driveway will be located along North Avenue. The North Avenue entrance parcel is zoned H-1 Historic District, on the easternmost edge of the Historic District.

Active Senior Overlay District

(m) Signage. Signs shall conform to the standards of the City Sign Ordinance, Article XVI. Sign design features shall be subject to review and approval by the Design Review Commission.

Section 86-489(d)(1)

(3) Subdivisions shall be permitted one double-sided ground sign, each side of which shall not exceed 35 square feet of sign face area, or two one-sided signs, each sign not to exceed 35 square feet of sign face area. The height of the sign shall not exceed six feet. Each sign shall be placed on private property and may not be placed within ten feet of a public right-of-way.

The proposed sign will be 6 inches less than 6 feet tall. The actual sign face (each side) will be 27.5 square feet, below the 35 square foot maximum. Most of the sign will be white brick to match the brick on the main multi-family building. The sign is proposed to be externally illuminated by gooseneck lighting. The sign will be quality, but the only issue is that the Historic District does not allow monument signs. Staff is asking for reconsideration of this, in light of the fact that the site is nowhere near the Historic District core and does not directly face Main Street.

Design Review recommendation, 12.1.21: Approval, as a monument sign

Fiscal Impact

(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)

FOLLOW-UP APPROVAL ACTION (City Clerk)

Typed Name and Title

Ricky L. Clark, City Manager

Date

December, 20, 2021

Signature

City Clerk's Office

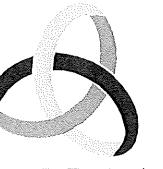
Private developer

Exhibits Attached (Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)

- HS Jonesboro - Monument Sign
- OSR_HS Jonesboro presentation_210811
- Sign Enlargement
- Site Picture
- Acceptance Letter

Staff Recommendation (Type Name, Title, Agency and Phone)

Approval



360
STUDIO

THE LANDSCAPE ARCHITECTURE STUDIO OF
PLANNERS & ENGINEERS + COLLABORATIVE

360 RESEARCH COURT
PEACHTREE CORNERS,
GEORGIA 30092
O: 770-451-2741
PCC360STUDIO.COM

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PROJECT

HEARTHSIDE
JONESBORO

North Main St (203)

CLAYTON COUNTY,
GEORGIA STATE

LAND LOT 148
DISTRICT 13

FOR

ONE STREET RESIDENTIAL

2000 River Edge Pkwy,
Suite 430, Atlanta, GA 30328

CONTACT:
Rob Rajas
478-952-6662

△ REVISION DATE
△ FILING SET 05-24-2021
△ IOP SUBMITTAL 09-07-2021
△ Hardscape CDS 10-07-2021
△ IOP RESUBMITTAL 11-09-2021
△ Hardscape Construction 11-12-2021

DRAWN BY: 360 STUDIO
APPROVED BY: DM
PROJECT NUMBER
21025.00

SEAL

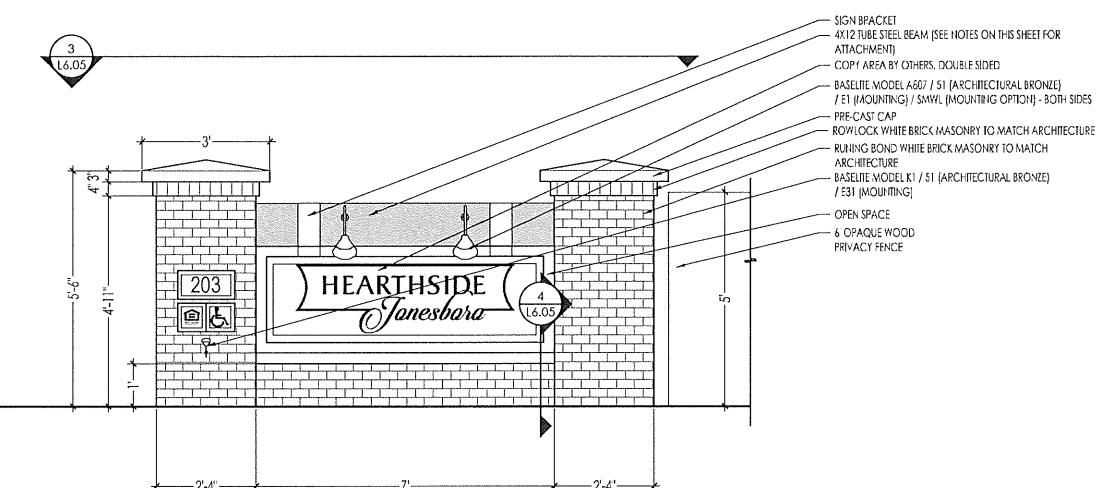
SEAL IS ONLY VALID IF COUNTER SIGNED AND
DATED WITH AN ORIGINAL SIGNATURE
DATE

NOVEMBER 9, 2021

TITLE

HARDSCAPE
DETAILS

SHEET
L6.05





HEARTHSIDE

Jonesboro



Attachment: OSR_HS Jonesboro presentation_210811 (3028 : Hearthsde Jonesboro Sign)



In business **since 1986**, OneStreet Residential has built a reputation as one of **Georgia's** premier multifamily developers, specializing in **active adult** and **mixed-use** communities, targeting the **rapidly growing 55+ population**.

OneStreet develops communities which **stand the test of time** - communities which **enrich the lives of residents** and serve as a **source of pride for residents, surrounding neighborhoods and investors**.



APPROVED SITE PLAN



- All HearthSide residents will be +55 years in age
- 87 residences located on 6.20 acres for a density of 14 duu
- All residences will be contained in a four-story mid-rise building with secured entrances, interior hallways and elevator service
- Approximately 40% 1-Bedroom & 60% 2-Bedroom residences
- Interior Amenities include Community Room with Bistro, Cardio Center, Fitness Classes, Computer Center and onsite Property Management
- Exterior Amenities include Gardens, Covered Porch, Covered Pavilion, Grills, Dog Run, and a Pickle Ball court











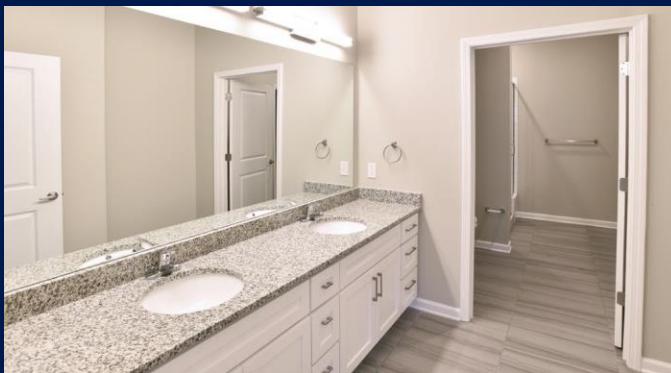
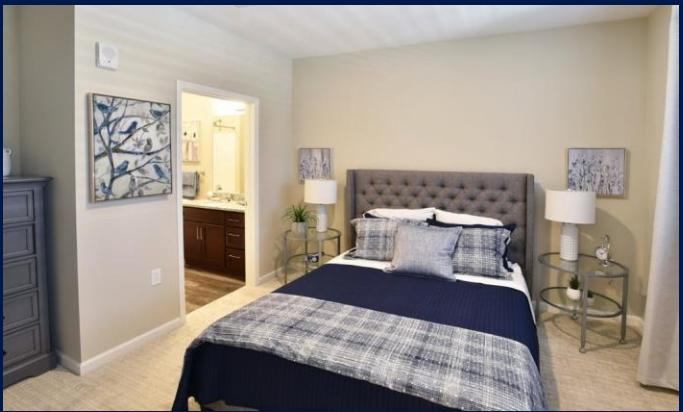
REPRESENTATIVE IMAGERY: RESIDENCES

- 9-ft Ceilings
- Large Closets
- Energy Star Appliances
- Open Kitchen w/ Pantry
- LVT Wood Plank Flooring *
- Tile Backsplash *
- Tile Bathroom Flooring *
- Island or Peninsula in Kitchen
- Full-Size W/D Connections *
- Stacked W/D *
- Step-in Showers in Master Baths
- 2" Faux Wood Blinds
- Balconies / Patios

** indicates in select units*







REPRESENTATIVE IMAGERY: AMENITIES

- HearthSide Clubroom
- Fireside Lounge
- Cafe with Coffee Station
- Fitness Center & Cardio Studio
- Instructor Led Fitness Classes
- Library & Business Center
- Outdoor Courtyard w/ Seating
- Community Garden Beds
- Access to Established Walking Trails
- Private On-Site Storage
- Balcony's / Patios
- Pets Welcome
- Bike Storage

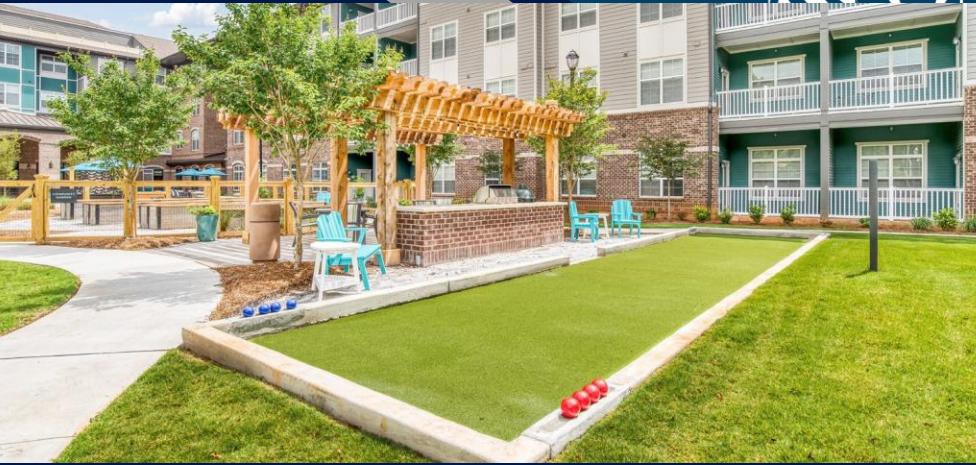


Attachment: OSR_HS Jonesboro presentation_210811 (3028 : Heartside Jonesboro Sign)

REPRESENTATIVE IMAGERY: INTERIOR AMENITY SPACE







RENTAL RATES

RESIDENCE TYPE	RENT RANGE
1 Bedroom	\$640 to \$1,090
2 Bedroom	\$755 to \$1,250



HOUSEHOLD INCOME RANGE

SET ASIDE	QUANTITY	MINIMUM INCOME	MAXIMUM INCOME
50% AMI	18	\$23,280	\$31,900
60% AMI	49	\$27,930	\$38,280
Market Rate	20	\$39,240	Unlimited

In my own home, I was by myself and lonely. Here, I always have something fun to do and nice people to do things with. The camaraderie makes a big difference in my life. -Juanita S., HS Towne Lake



The answer to the **high growth rental demand** for the **active 55+ adult**





73 million Baby Boomers live in the US today.
By 2030, **1 in 5 adults** will be **65 or older**



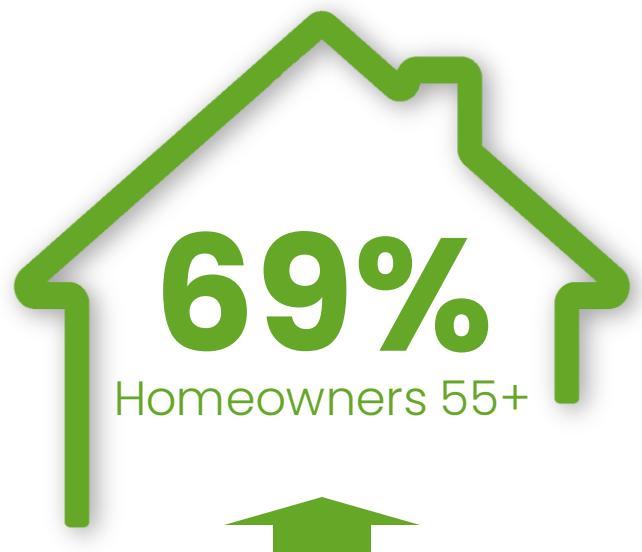
73 million Baby Boomers (55-73) currently live in the US. 10,000 of them turn 65 every day



By 2030, all Boomers will be 65 or older. This growth trend will continue through 2060



Over the next 10 years, the **55+ renter market's growth rate** will **eclipse the 55+ homeowner market by 40%**



From 2010-2030, **Active Adult Homeowners 55+** are projected to increase from 20 million to 33.7 million or 69%



From 2010-2030, **Active Adult Renters 55+ are projected to grow from 5.8 million to 12.2 Million** or 110%



“ 34% of Boomers have no interest in owning a home again ”

Reasons people aged 55+ give for wanting to rent:

- Searching for a different lifestyle
- Less maintenance
- Rather spend \$ on recreation, not a mortgage
- Looking to downsize
- Reduce housework & cleaning

A PREMIER SOLUTION

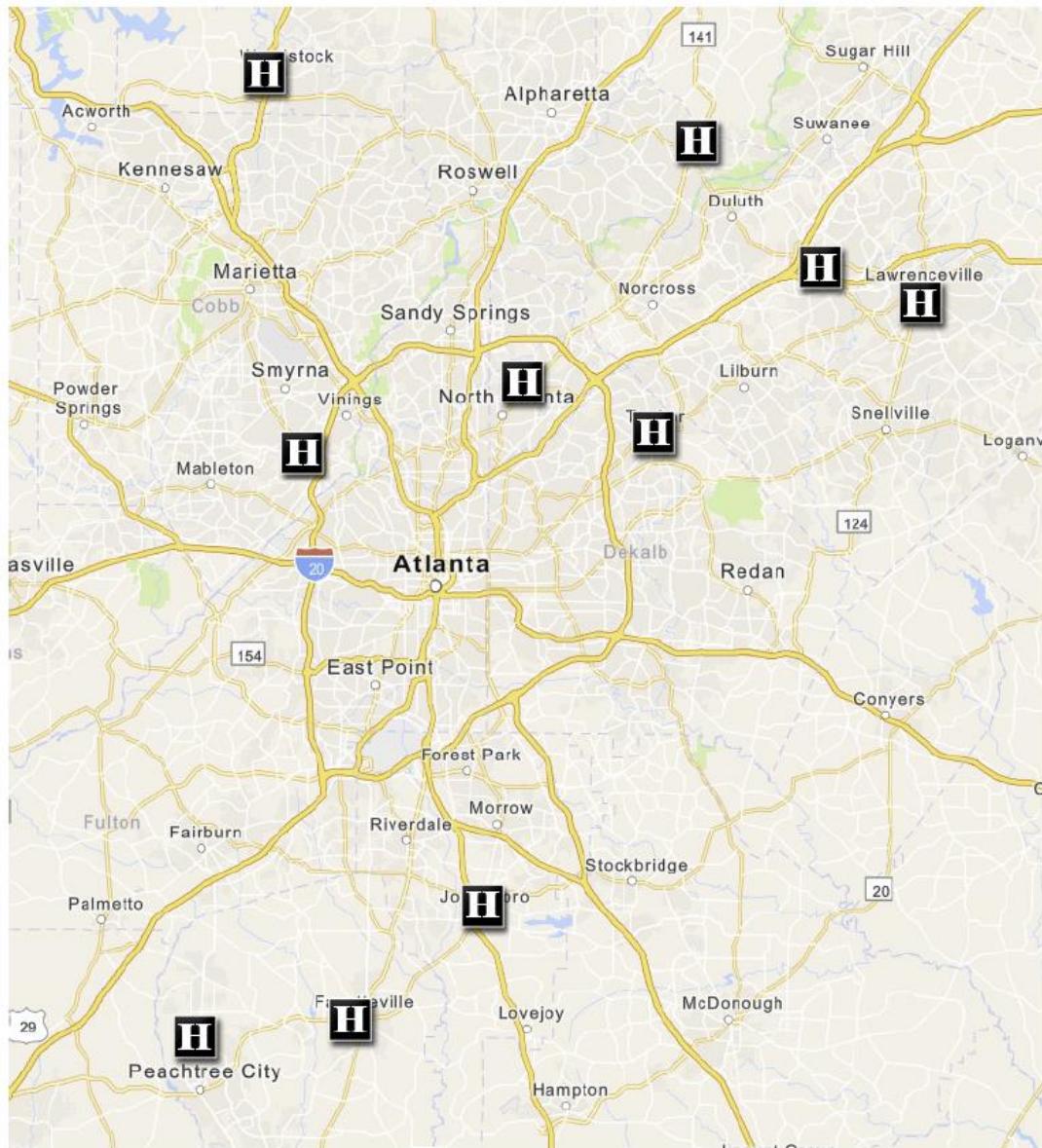
Premier, multifamily communities designed for Active Adults 62+

All the amenities and desirable locations, without the mortgage



This is an all around 5 star community from the staff, complex design, and amenities. - Ethan P, HS Lafayette

HEARTHSIDE



25% MARKET RATE

14.3% PREMIUM ABOVE ATLANTA ASKING RENTS

99.3% OCCUPIED

STABILIZED 754

UNDER CONSTRUCTION 302

PRE-DEVELOPMENT 150

TOTAL 1,056

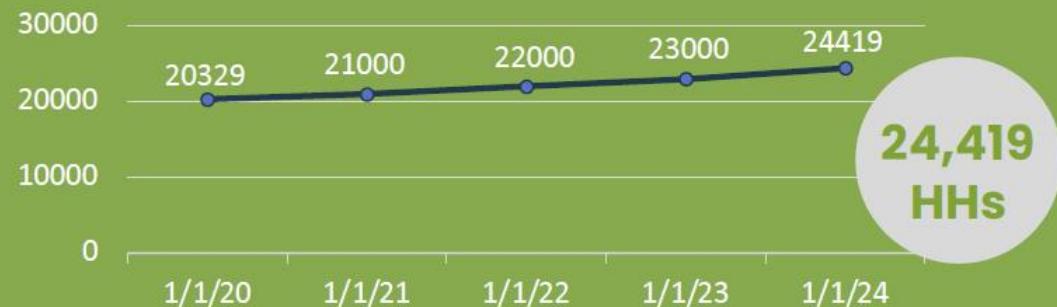
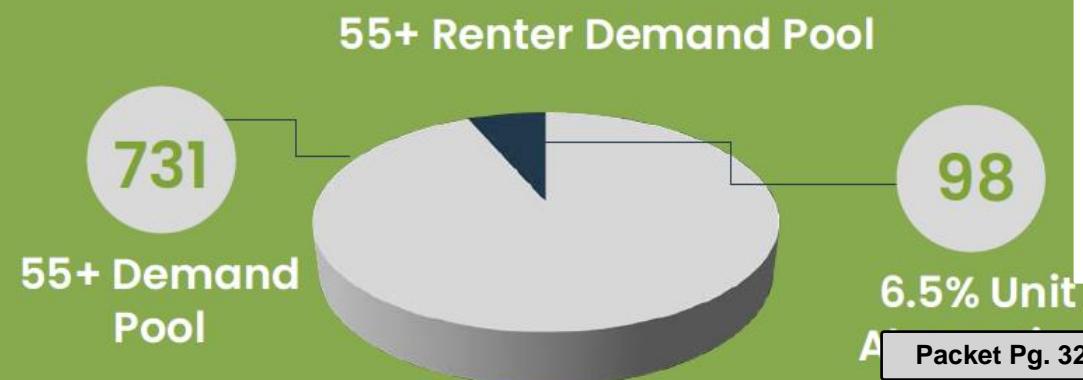
TARGET AUDIENCE 62+

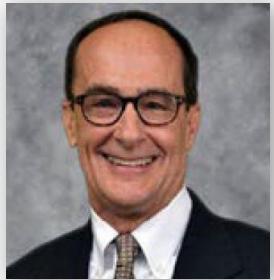
EMPTY NESTERS

- Long-time area resident with established friendships & social life
- Still working but winding down career
- No longer needs large home as adult children are out on their own
- Wants to travel and visit family

WIDOWED OR DIVORCED

- Recently widowed or divorced
- Family is nearby but has their own lives and doesn't want to intrude
- Has not lived "alone" in many years
- Likes the idea of a community with others in the same age & stage of life

Total 55+ HHs by 2024**DEMAND ABSORPTION**



Dave Dixon
Senior Partner



Thurston Cooke
Partner & Chief
Financial Officer



Brendan Barr
Managing Partner,
Development



Melanie Poole
Managing Partner,
Residential Services



OneStreet Residential is one of **Georgia's**
premier multifamily developers, specializing in
55+ Active Adult and mixed-use communities



35

35 years
in business



125

125
communities



7,500

7,500+ units



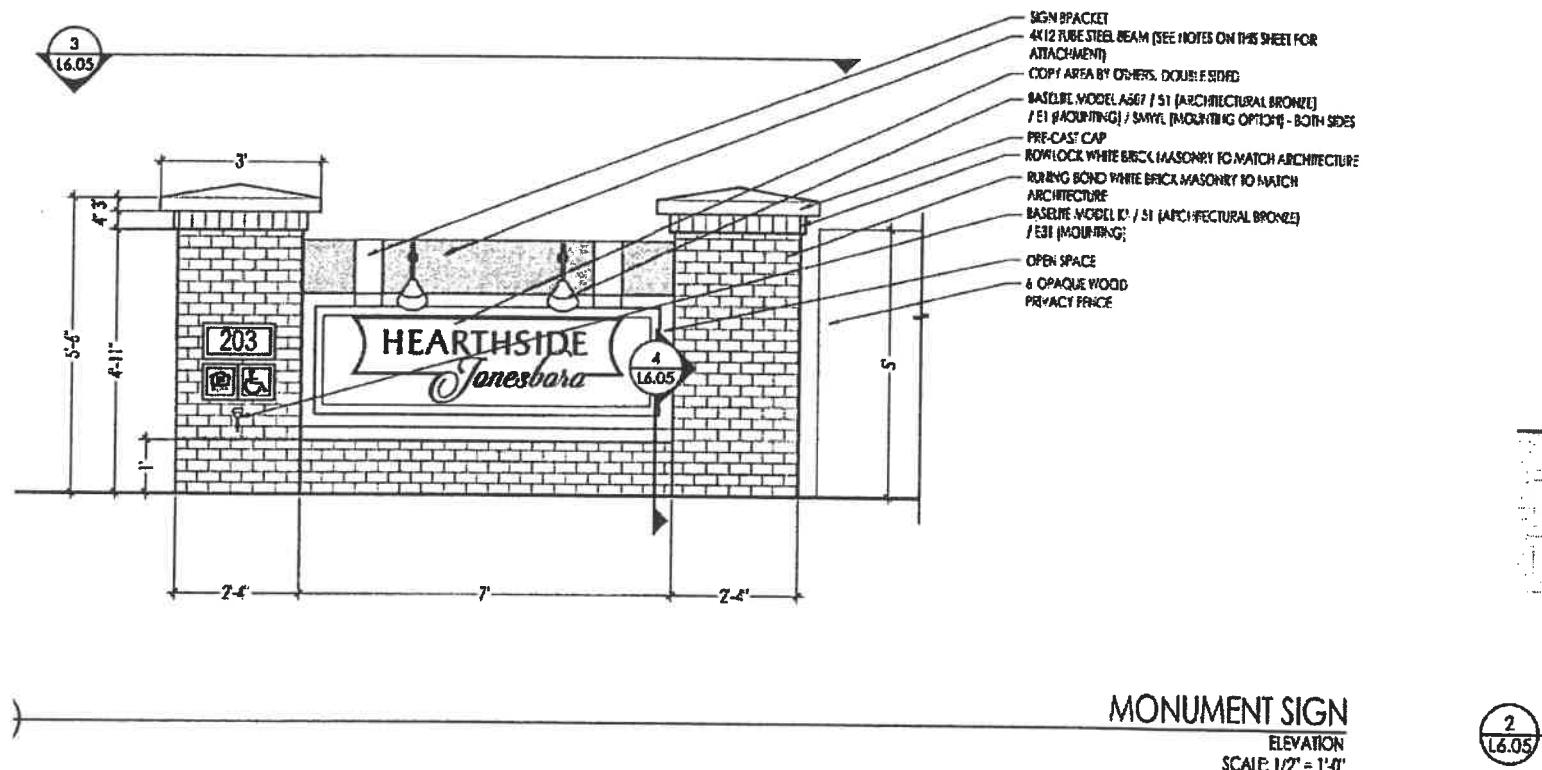
730

\$730M total
capitalization



ONE STREET
RESIDENTIAL

Attachment: OSR_HS Jonesboro presentation_210811 (3028 : Heartside Jonesboro Sign)



BASELINE MODEL K1 / S1 (ARCHITECTURAL BRONZE)
/ E1 (MOUNTING)
SIGN BRACKET
4X12 TUBE STEEL BEAM
PRE-CAST CAP
BASELINE MODEL A667 / S1 (ARCHITECTURAL BRONZE)
/ E1 (MOUNTING) / SWYL (MOUNTING OPTIONS)

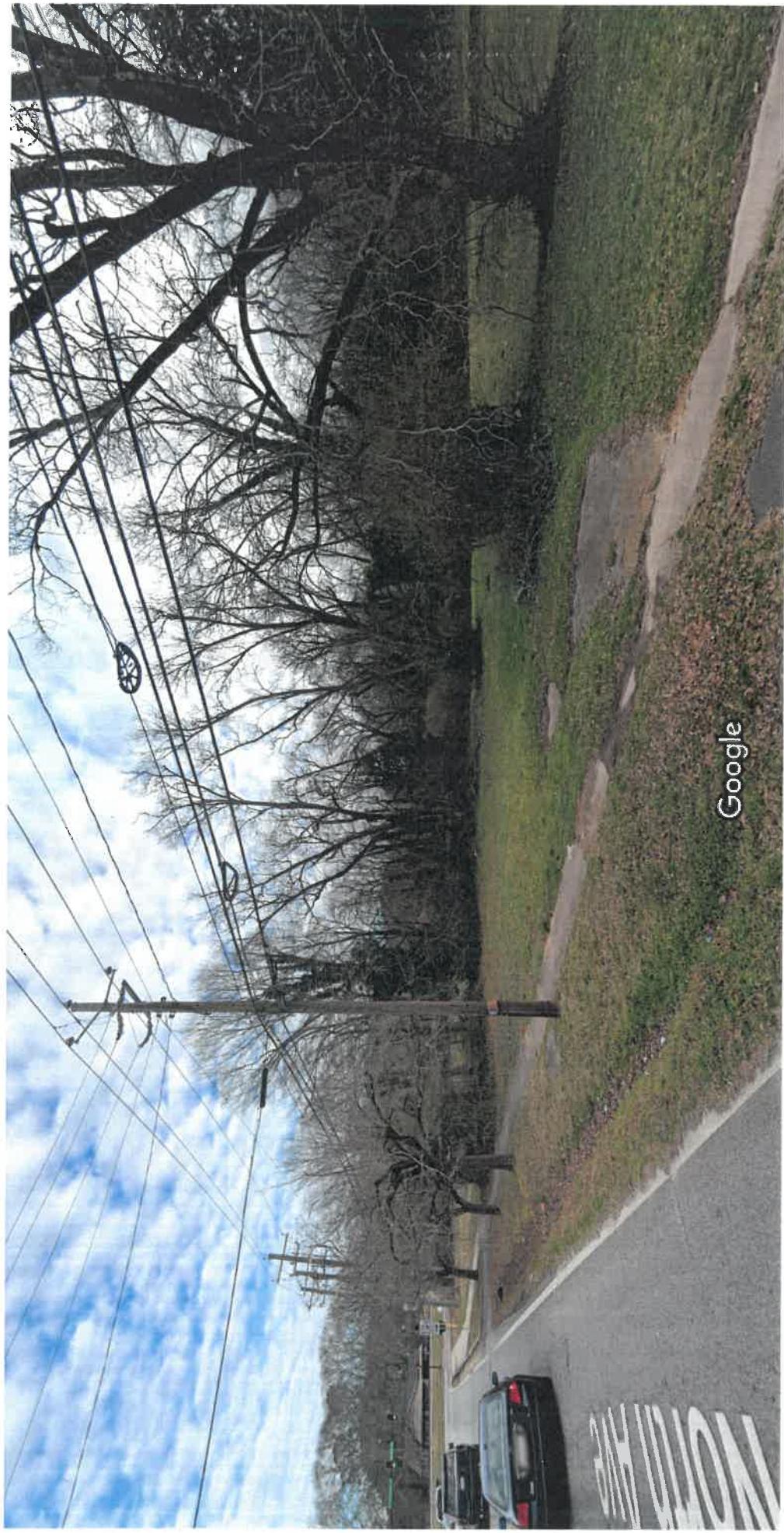


Image capture: Feb 2021 © 2021 Google

Jonesboro, Georgia



Street View - Feb 2021



MEMORANDUM

To: Rob Rojas / Brendan Barr
Hearthside Jonesboro

From: David D. Allen
City of Jonesboro
124 North Avenue
Jonesboro, GA 30236

Date: December 10, 2021

Re: Notification of Request for Historic Preservation Commission – North Main Street and North Avenue; Parcel Nos. 13240D D012, 13240D D011, 13240D D010, 13240D D009, 13240D D008, 13240D D015, and 13240D D016; Entrance sign for new multifamily development in the Active Senior Residential Overlay.

Dear Applicant,

This letter is to serve as notification that the City of Jonesboro, Historic Preservation Commission, has accepted your request for review of an entrance sign for the property located along North Avenue, Jonesboro, Georgia.

Due to the COVID-19 outbreak, the review meeting will be conducted by members via a remote conference call (Zoom Meetings) on Monday, December 20, 2021 at 5:30 pm. You will be provided a link to the meeting to participate if you wish. If you are unable to be a part of the meeting, then you will be informed of the recommendation on the following day.

Sincerely,

A handwritten signature in black ink, appearing to read "David D. Allen".

David D. Allen
Community Development Director / Zoning Administrator