




**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](mailto: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**

	<b>CITY OF JONESBORO, GEORGIA COUNCIL</b> <b>Agenda Item Summary</b>		<b>Agenda Item #</b> <b>- 1</b>	<b>5.1</b>
			<b>COUNCIL MEETING DATE</b> December 20, 2021	
<b>Requesting Agency (Initiator)</b> Office of the City Manager		<b>Sponsor(s)</b> Community Development Director Allen		
<b>Requested Action</b> <i>(Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)</i> 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.				
<b>Requirement for Board Action</b> <i>(Cite specific Council policy, statute or code requirement)</i> City Code Section 86-103 H-2 Historic District Standards				
<b>Is this Item Goal Related?</b> <i>(If yes, describe how this action meets the specific Board Focus Area or Goal)</i> Yes      Beautification, Community Planning, Neighborhood and Business Revitalization, Historic Preservation				
<b>Summary &amp; Background</b> <i>(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)</i> <p><b>Agency recommendation – Approval of exterior paint changes;</b> The property is zoned H-2 and <u>is</u> 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.</p> <p><i>c. Building color.</i></p> <p><i>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.</i></p> <p><i>2. Neon colors are prohibited.</i></p> <p><i>3. Primary colors may be acceptable for trim or accents pending review and approval by the director of downtown development.</i></p> <p><i>4. Color patterns shall be consistent with the architectural style of the structure and with the overall historic character of the district.</i></p> <p><b>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.</b></p> <p><b>Design Review recommendation, 12.1.21: Approval of gable color change.</b></p>				
<b>Fiscal Impact</b> <i>(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)</i> Private owner				
<b>Exhibits Attached</b> <i>(Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)</i> <ul style="list-style-type: none"> <li>• Current Exterior</li> <li>• Acceptance Letter</li> </ul>				
<b>Staff Recommendation</b> <i>(Type Name, Title, Agency and Phone)</i> <b>Approval</b>				

FOLLOW-UP APPROVAL ACTION (City Clerk)		
<b>Typed Name and Title</b> Ricky L. Clark, City Manager	<b>Date</b> December, 20, 2021	
<b>Signature</b>	<b>City Clerk's Office</b>	





Attachment: Current Exterior (3027 : 180 North McDonough Street)





## 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,

David D. Allen  
Community Development Director / Zoning Administrator

Attachment: Acceptance Letter (3027 : 180 North McDonough Street)



	<b>CITY OF JONESBORO, GEORGIA COUNCIL</b> <b>Agenda Item Summary</b>	<b>Agenda Item #</b> <b>- 2</b>	<b>5.2</b>
	<b>COUNCIL MEETING DATE</b> December 20, 2021		
<b>Requesting Agency (Initiator)</b> Office of the City Manager	<b>Sponsor(s)</b> Community Development Director Allen		
<b>Requested Action</b> <i>(Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)</i> 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.			
<b>Requirement for Board Action</b> <i>(Cite specific Council policy, statute or code requirement)</i> City Code Section 86-117 Active Senior Overlay District Architectural Standards; 86-495 Historic District Sign Standards			
<b>Is this Item Goal Related?</b> <i>(If yes, describe how this action meets the specific Board Focus Area or Goal)</i> Yes                      Beautification, Community Planning, Neighborhood and Business Revitalization, Historic Preservation			
<b>Summary &amp; Background</b> <span style="float: right;"><i>(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)</i></span> <p><b>Agency recommendation – Approval of sign design;</b> 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.</p> <p><u>Active Senior Overlay District</u></p> <p><i>(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.</i></p> <p><u>Section 86-489(d)(1)</u></p> <p><i>(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.</i></p> <p><b>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.</b></p> <p><b>Design Review recommendation, 12.1.21: Approval, as a monument sign</b></p>			
<b>Fiscal Impact</b> <span style="float: right;"><i>(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)</i></span>			

FOLLOW-UP APPROVAL ACTION (City Clerk)		
<b>Typed Name and Title</b> Ricky L. Clark, City Manager	<b>Date</b> December, 20, 2021	
<b>Signature</b>	<b>City Clerk's Office</b>	

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

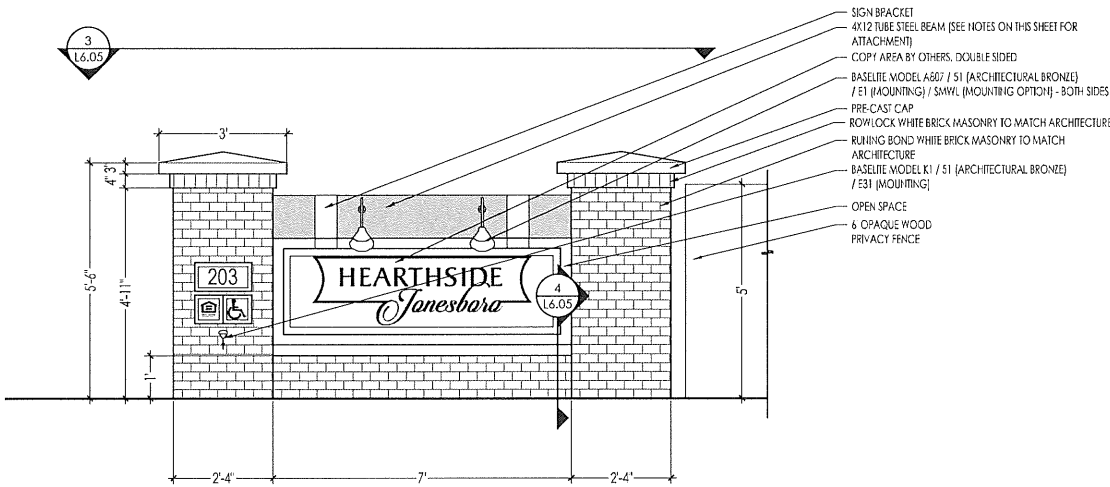
**Staff Recommendation** (Type Name, Title, Agency and Phone)

**Approval**

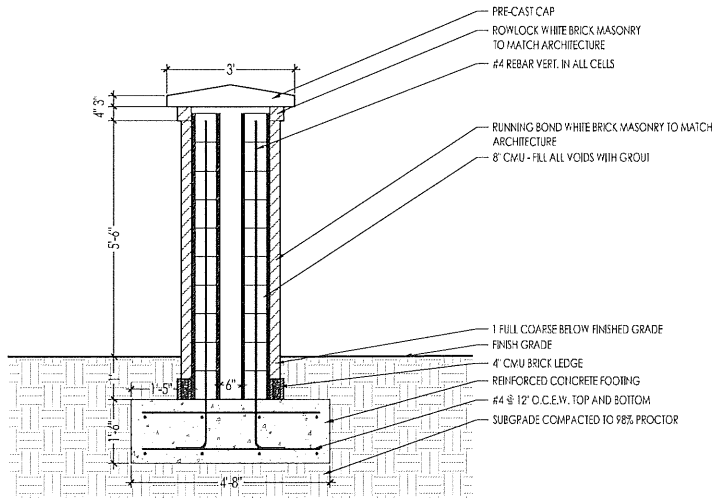


NOTES

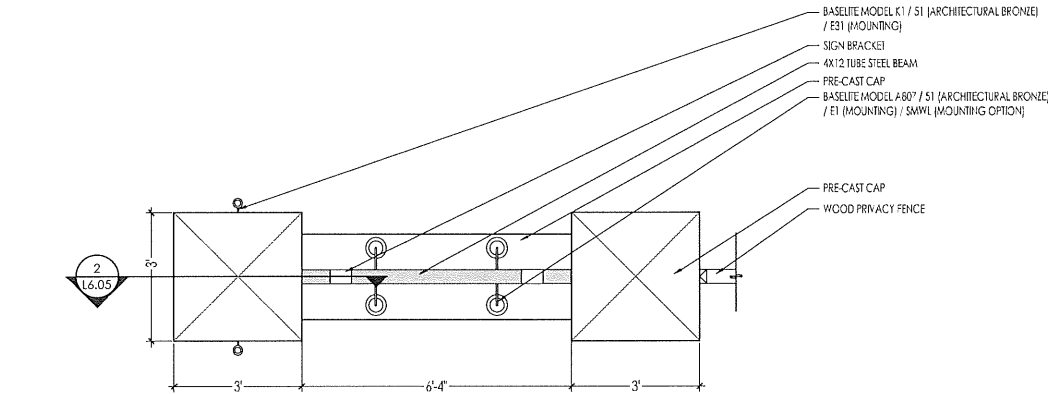
- 4X4X4 ANGLE BRACKETS ON BOTH SIDES OF TUBE STEEL BEAM WELDED TO BEAM AND 2 CONCRETE ANCHORS INTO COLUMN AT EACH BRACKET (8 BRACKETS)
- PRECAST COLOR TO MATCH SHERWIN WILLIAMS SW 7013 "IVORY LACE"
- BRICK AND MORTAR TO MATCH ARCHITECTURE
- SUBMIT STONE SAMPLES TO LANDSCAPE ARCHITECT FOR APPROVAL
- STRUCTURAL ENGINEER MUST REVIEW AND STAMP STEEL AND FASTENERS AND PROVIDE DRAWINGS FOR LANDSCAPE ARCHITECT APPROVAL
- CIVIL/MEP TO PROVIDE POWER TO MONUMENT SIGN FOR LIGHTING FROM BOTH SIDES



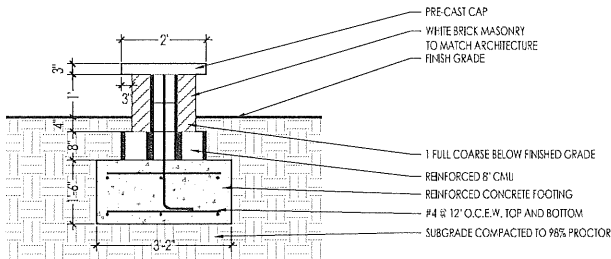
MONUMENT SIGN  
ELEVATION  
SCALE: 1/2" = 1'-0"



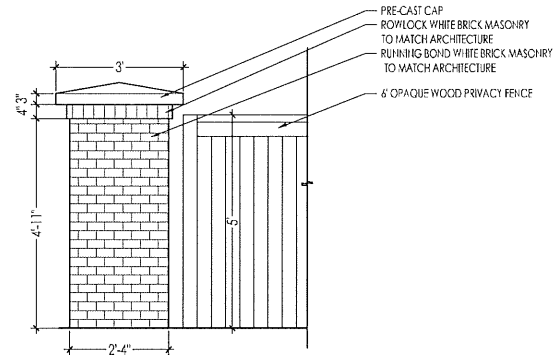
MONUMENT SIGN  
SECTION  
SCALE: 1/2" = 1'-0"



MONUMENT SIGN  
PLAN  
SCALE: 1/2" = 1'-0"



MONUMENT SIGN  
SECTION  
SCALE: 1/2" = 1'-0"



COLUMN/PRIVACY FENCE  
ELEVATION  
SCALE: 1/2" = 1'-0"



360  
STUDIO

THE LANDSCAPE ARCHITECTURE STUDIO OF  
PLANNERS & ENGINEERS COLLABORATIVE

350 RESEARCH COURT  
PEACHTREE CORNERS,  
GEORGIA 30092  
O: 770.451.2741  
PEC360STUDIO.COM

THIS DOCUMENT, ELECTRONIC AND  
REPRODUCTION, IS THE EXCLUSIVE PROPERTY  
OF 360 STUDIO AND IS NOT TO BE REPRODUCED  
OR COPIED, WHOLLY OR IN PART, WITHOUT  
THE WRITTEN CONSENT OF 360 STUDIO. IT MAY  
NOT BE USED ON ANY OTHER PROJECT  
WITHOUT AN EXPRESSED WRITTEN  
AGREEMENT WITH 360 STUDIO.

PROJECT

HEARTHSTONE  
JONESBORO

North Main St (203)

CLAYTON COUNTY,  
GEORGIA STATE

LAND LOT 148  
DISTRICT 13

FOR

ONE STREET RESIDENTIAL

2000 River Edge Pkwy,  
Suite 450, Atlanta, GA 30328

CONTACT:  
Rob Rojas  
478-952-6662

REVISION	DATE
1. PRELIMINARY SET	05-24-2021
2. PRELIMINARY SET	09-07-2021
3. PRELIMINARY SET	10-07-2021
4. PRELIMINARY SET	11-09-2021
5. PRELIMINARY SET	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 : Hearthside 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.

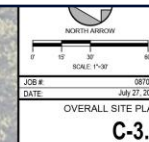




# APPROVED SITE PLAN



- All HearthSide residents will be +55 years in age
- 87 residences located on 6.20 acres for a density of 14 du/a
- 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







Attachment: OSR\_HS Jonesboro presentation\_210811 (3028 : Heartside Jonesboro Sign)





Attachment: OSR\_HS Jonesboro presentation\_210811 (3028 : Heartside Jonesboro Sign)





Attachment: OSR\_HS Jonesboro presentation\_210811 (3028 : Hearthside Jonesboro Sign)





Attachment: OSR\_HS Jonesboro presentation\_210811 (3028 : Hearthside Jonesboro Sign)









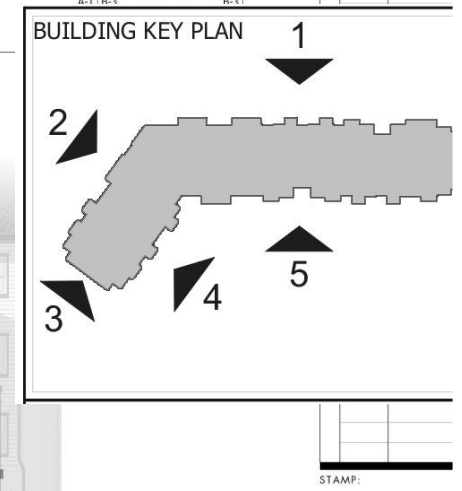
ELEVATION




WEST ELEVATION



3 SOUTH WEST ELEVATION



STAMP:



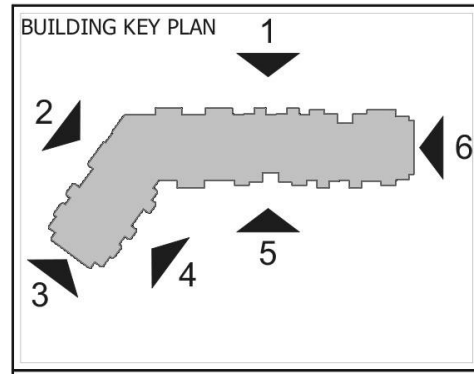
GEHEBEL  
LEWIS ASSOCIATES  
ARCHITECTURE

1325 LOGAN CIRCLE NW, ATLANTA, GA 30308  
T: 404.228.1958 F: 404.228.1959  
WWW.GEHEBELLEWIS.COM

THIS DRAWING IS AN INSTRUMENT OF SERVICE FOR THE PROJECT AND THE ARCHITECT'S SOLE PROPERTY. IT IS TO BE USED ONLY FOR THE PROJECT AND SITE SPECIFICALLY IDENTIFIED. NO PART OF THIS DRAWING IS TO BE REPRODUCED, COPIED, OR USED IN ANY MANNER WITHOUT THE WRITTEN CONSENT OF THE ARCHITECT.

REV	DATE	DESCRIPTION
07/26/21	PRICING SET	

Attachment: OSR\_HS Jonesboro presentation\_210811 (3028 : Hearthside Jonesboro Sign)



GEHE LEWIS ARCHITECTS

1325 LOGAN CIRCLE  
T. 404.228.1454  
WWW.GLARCH.COM

RELEASED

REV	DATE	DES	PRIC
07/26/21			

Attachment: OSR\_HS Jonesboro presentation\_210811 (3028 : Hearthside Jonesboro Sign)



# 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





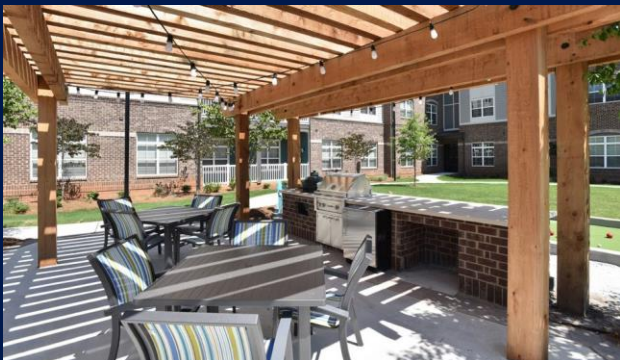
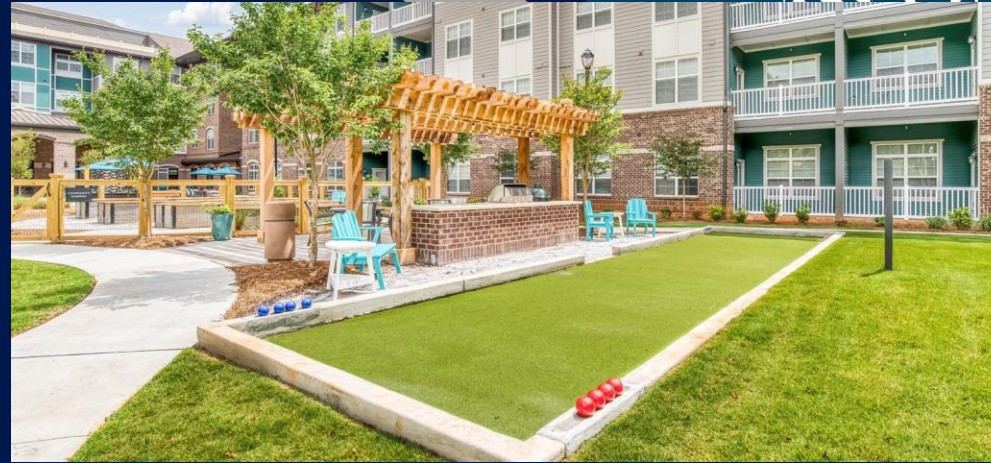
# REPRESENTATIVE IMAGERY: INTERIOR AMENITY SPACE













# 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*

Attachment: OSR\_HS Jonesboro presentation\_210811 (3028 : Hearthside Jonesboro Sign)





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**



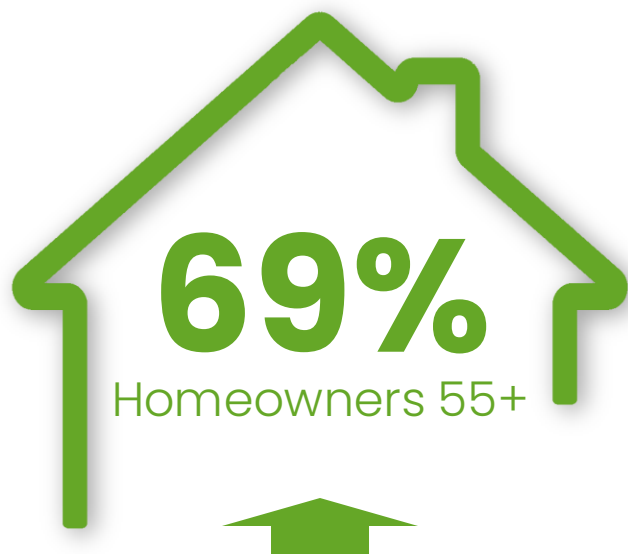
**73 million Baby Boomers (55-73) currently live in the US.** 10,000 of them turn 65 every day



**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



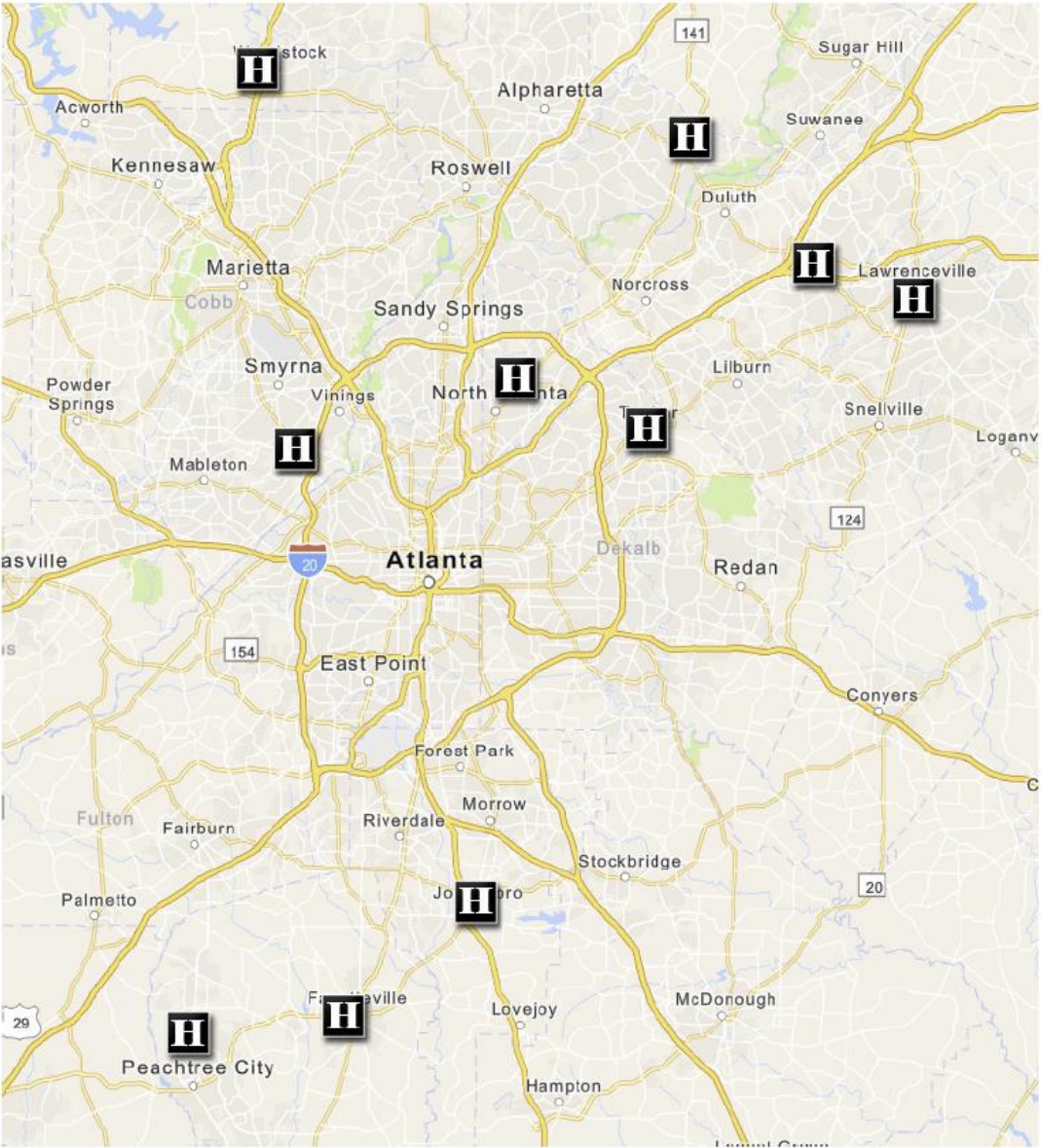
# Premier, multifamily communities designed for Active Adults 62+

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



\*Source: CoStar, August 2020

25%	MARKET RATE
14.3%	PREMIUM ABOVE ATLANTA ASKING RENTS
99.3%	OCCUPIED
STABILIZED	754
UNDER CONSTRUCTION	302
PRE-DEVELOPMENT	150
TOTAL	1,056



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

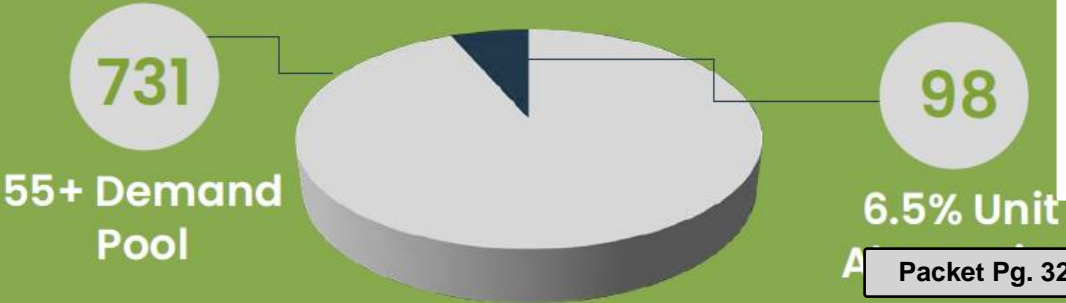
DEMAND

Total 55+ HHs by 2024



ABSORPTION

55+ Renter Demand Pool





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



Attachment: OSR\_HS Jonesboro presentation\_210811 (3028 : Heartside Jonesboro Sign)





Packet Pg. 36

Google Maps 109 North Ave

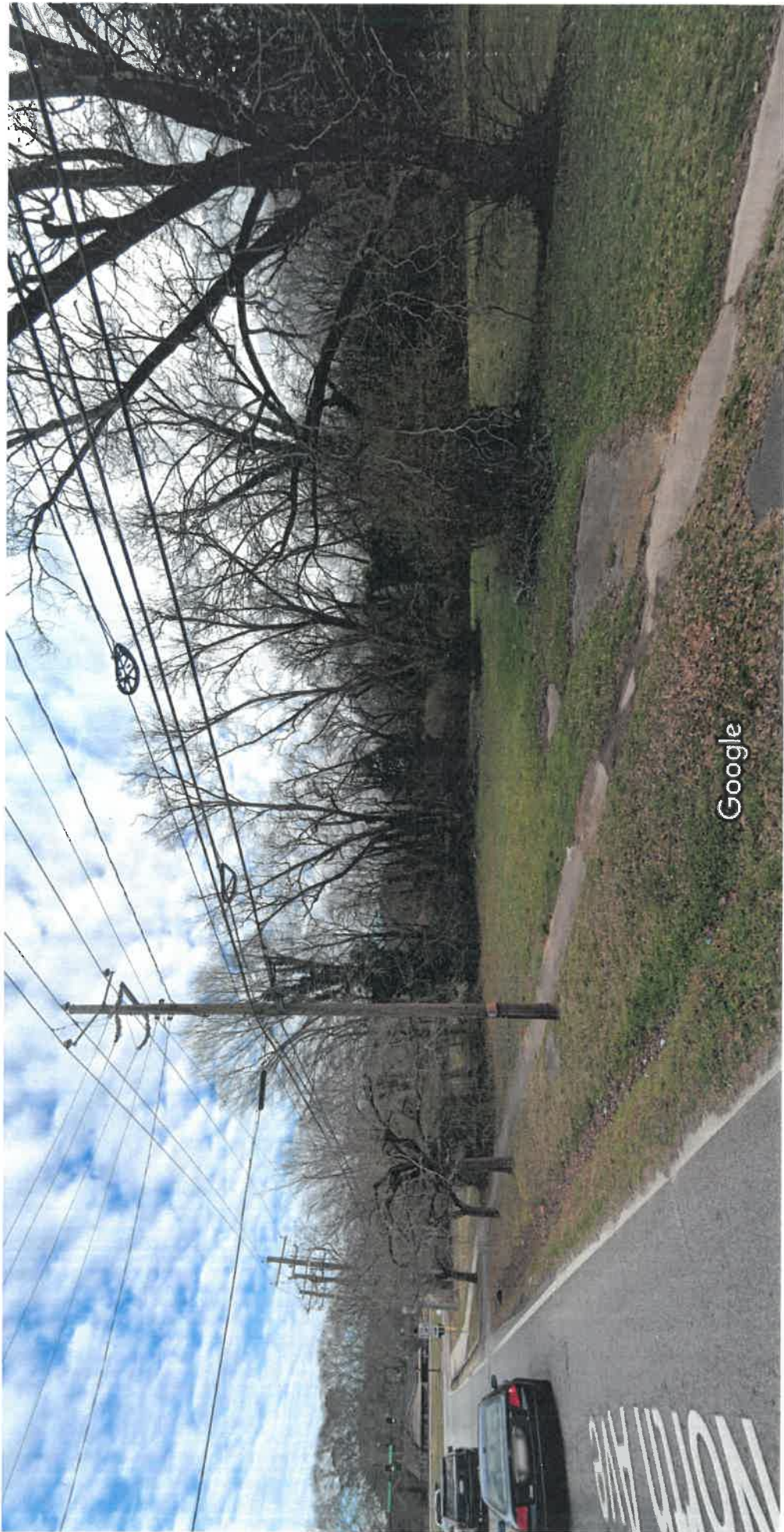


Image capture: Feb 2021 © 2021 Google

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,

David D. Allen  
Community Development Director / Zoning Administrator

Attachment: Acceptance Letter (3028 : Hearthside Jonesboro Sign)