



Create 3 Architecture, PLLC
645 Oakleigh NW
Grand Rapids, NW 49504

June 17, 2016

RE: P.P #70-14-26-200-077 located at 850 44th St., Planned Unit Development District Township, Ottawa County, Michigan, Architectural Narrative

Dear Mannette,

The Development Team worked thoroughly and diligently to present this project. Mr. Don DeGroot from Excell Engineering is developing a narrative describing the approach to the Site Design and Planning. Create 3 Architecture will develop this narrative to describe how the Development Team approached the Building Architecture, Massing and Materials for the Project in conjunction with Georgetown Township's Zoning and Contextualism, the Development Team's Business Approach, Architectural Vision and Aesthetics.

The central Building of this project for the development team is the Gas Station and Convenient Store. It is important that the Structure is prominent on the site and centrally located. Mr. DeGroot will discuss the Site Design of the surrounding property; nevertheless, it is important for the Development Team to have the business viability because of the Pump visibility off of both 44th Street and 8th Street. The Development Team, after much consternation, decided to stay with a flat roof on the pump canopy so that it is see through to the more interesting Architectural Buildings. Also according to the March 2, 2016 Planning Commission Meeting Minutes it states, *"The gas pump canopy may have a flat roof since the pumps would be in the interior of the site, as long as all the other buildings have peaked roof lines."* As the Planning Commission will see the rest of the Buildings have sloped roofs. Since the Pump Canopy will be as see through as possible the Gas Station/ Convenient Store was designed with extreme care. The Team took a different approach and developed a small

town, residential “Market” feel. The Team felt that as Greater Grand Rapids grows it was important that we keep a neighborhood approach. The Market was the perfect Architectural and Cultural niche to develop the central Building vision. The sloped Dutch-hip shingle roof, with metal roof accents, a mixture of horizontal and vertical siding, stone and masonry all present a neighborhood aesthetic that the Zoning Ordinance had envisioned. Small details such as the added dove cotes, cupolas, brackets and canopies also develop a human scale and quaintness that tones down the commercial aspect of the Building and bring about a neighborhood Market.

These elements give a coordinated and contextualized feel with the adjacent Dentist office and also put the best face of the Building toward 44th street as stated in Page 34 of the Master Plan General Land Use Policies

Planned unit developments shall be consistent with the intent of a PUD as listed in the Georgetown Township Zoning Ordinance, including to encourage innovation in land use and variety in design, to encourage useful open space, and to provide for enhanced site and building architectural features. Such developments shall provide innovation and desirable design elements. Although the intention is not to direct a developer toward any specific details, PUDs with uses other than solely single family residences shall, at a minimum, contain the following elements:

- An overall design theme with common coordinating architectural elements contained in all buildings and structures as well as signs, rooflines, forms and materials.*
- A coordinated color scheme and coordinated textures of materials.*
- Buildings and structures designed to provide the best or front face to any adjoining public streets.*

The 8th Avenue Retail Building is low and also has a sloped hipped roof. The Entry of the Retail space is located at the Northwest corner of the Building and is accentuated by a higher gable roof that is delicate with a shallow pitch. Brackets supports its overhangs. The Building has a mixture of masonry and siding which coordinate with the other Buildings within the PUD. Canopies also hang over the windows for added shadow and architectural interest. The Drive Thru Window is located on the East Elevation and is surrounded by masonry and covered with a canopy and gable to present an interesting façade but also to

provide an intimate experience for the User. The Window/ Glazing elements are placed in a rhythmic pattern at the interior public spaces of the Building.

The 44th Retail Building is also a low Building; however has a gable shingled roof. The Entry is located at the West Elevation and is accentuated by a higher and narrow tower feature with a metal roof. The Entry also has a detailed front Canopy element that reduces the height of the tower to human scale and reaches out toward the parking area. The Building is a gentle balance of masonry and board and batten siding that instills the residential and Market feel. The Window/ Glazing portion of the Building are, as the 8th Avenue Building, rhythmically patterned at the interior public spaces and are accentuated at the exterior with masonry. The Drive Thru Window is located on the North Elevation and is surrounded by masonry and covered with a canopy present an interesting façade but also to provide an intimate experience for the User. Again the Development Team felt strongly when redesigning and re-visioning the Project that the following would pertain:

As quoted from the March 2, 2016 Georgetown Planning Commission Meeting, *"The buildings, structures, signs, and standalone, objects shall be architectural(ly) similar with coordinating elements, though not necessarily exactly the same or identical.*

Sec.22.2 Qualifying Conditions.

Any development that fails to meet the following qualifying conditions, at a minimum, shall not be considered for the PUD District:

(F) Architecture: The PUD should provide for coordinated and innovative visually appealing architectural styles, building forms and building relationships.

Sincerely,

CREATE 3, PLLC

James J. Brodi, III

NCARB