



PLANNING COMMISSION MEETING JANUARY 6, 2022

ALPHARETTA CITY HALL
COUNCIL CHAMBERS
2 PARK PLAZA
6:30 PM

- I. **CALL TO ORDER**
- II. **ROLL CALL**
- III. **SWEARING-IN CEREMONY FOR LARRY ATTIG, JAMIE BENDALL, TODD STRATTON, & JILL REYNOLDS**
- IV. **ELECTION OF THE CHAIR AND VICE-CHAIR**
- V. **APPROVAL OF MEETING MINUTES**
 - a. **Approval of Planning Commission meeting minutes from November 4, 2021**
- VI. **ITEMS FROM BOARD MEMBERS**
- VII. **ITEMS FROM STAFF**
- VIII. **PUBLIC HEARING**
 - a. **CU-21-15 Reserve 116 Event Venue / 4150 Old Milton Parkway**
Consideration of a conditional use to allow a Special Event Facility in a 1,960 square foot space for Reserve 116. The property is located at 4150 Old Milton Parkway, Suite 116 and is legally described as being located in Land Lot 90, 1st District, 1st Section, Fulton County, Georgia.
 - b. **PH-21-21 Atlanta Signs Unified Development Code (UDC) Text Amendment – Sign Code Change, Tenant Panels**
Consideration of text amendments to the Unified Development Code requested by Atlanta Signs to increase the number of tenant panels allowed on a monument sign in a shopping center from no more than 4 to the number of leasable tenant spaces up to a maximum of 12 tenant panels.
 - c. **PH-21-17 Unified Development Code (UDC) Text Amendments – Downtown Sign Code**
Consideration of text amendments to the Unified Development Code (UDC) to add regulations for signage in the Downtown Overlay.
- IX. **ADJOURNMENT**



Planning Commission Meeting November 4, 2021

Department of Community Development

ALPHARETTA CITY HALL | 2 PARK PLAZA

6:30 PM

This summary is provided as a convenience and service to the public, media and staff. It is not the intent to record proceedings verbatim. Any reproduction of this summary must include this notice. Public comments are noted as heard by Planning Commission, but not quoted or paraphrased. This document includes limited presentation by Planning Commission and invited speakers in summary form. The public is advised that the tapes recorded at said meeting are a matter of public record and are available upon request.

I. CALL TO ORDER

- Chairman Kung'u called the meeting to order at 6:31 p.m.

II. ROLL CALL

- **Planning Commissioners present:**
 - Francis Kung'u (Chair)
 - Dana Davis
 - William Perkins
 - Candy Waylock
 - Martine Zurinskas
 - Valerie Manley (Alternate)
- **Planning Commissioners Absent**
 - Fergal Brady (Vice Chair)
 - Larry Attig
 - Jamie Bendall (Alternate)
- **Staff present:**
 - Kathi Cook, Director of Community Development & Economic Development
 - Michael Woodman, Senior Planner
 - Eric Graves, Senior Engineer, Development Services
 - Alexandra Callum, Planning + Zoning Coordinator
 - Lauren Shapiro, City Clerk

III. APPROVAL OF MEETING MINUTES

- ❖ Commissioner Zurinskas offered a motion to approve the Planning Commission Meeting Minutes from September 2, 2021.

- Commissioner Waylock second the motion.
- The motion was approved unanimously (6-0).

IV. ITEMS FROM BOARD MEMBERS

V. ITEMS FROM STAFF

VI. PUBLIC HEARING

A. MP-21-07/CLUP-21-04/Z-21-09/V-21-23 Empire Communities/KB/400 Partners

- Senior Planner Woodman came forward to present this comprehensive land use plan amendment, master plan amendment, rezoning and variances to allow for 90 'For-Sale' single-family detached homes to be constructed on approximately 14 acres in the North Point Overlay. A comprehensive land use plan amendment is requested from 'Corporate Office' and 'Public, Institutional, Education' to 'High Density Residential' and a rezoning is requested from O-I (Office-Institutional) and SU (Special Use) to R-8A/D (Dwelling, 'For-Sale', Attached/Detached Residential). A master plan amendment is requested to add 'Dwelling, 'For-Sale', Detached' to Pod A of the KB/400 Partners Master Plan and variances are requested to modify various site design and streetscape standards in the North Point Overlay, reduce lot widths, eliminate block requirements with stub-out streets and vehicular cross-access, eliminate the driveway spacing requirements on a Type 'C' corridor, reduce landscape strip along new private road and allow a stream buffer encroachment for new entry road off Rock Mill Road. The property is located at the southwest corner of Kimball Bridge Road and North Point Parkway and is legally described as being located in Land Lots 807, 808, 849 & 850, 1st District, 2nd Section, Fulton County, Georgia.
- Mr. Woodman presented that the undeveloped, wooded property is zoned O-I and is subject to the KB400 Master Plan Pod A. Surrounding properties are zoned O-I, except the property to the south is zoned SU (Special Use). Non-residential uses surround the property, including Verizon to the north, Royal 400 South office park to the east, North Point Park office condominiums to the west, the former Wells Fargo Bank to the southwest and New Prospect Elementary School to the south. The City has considered several public hearing requests on the subject property over the last few years. Past public comments opposed direct access from the property to North Point Parkway and Kimball Bridge Road. To address this concern, additional land area was acquired from New Prospect Elementary School to allow 4 access to the property from Rock Mill Road. Previous zoning proposals on the subject property have consisted primarily of townhomes. The property is located on the eastern edge of the North Point Overlay. . The Overlay includes a vision to become a walkable, mixed-use village with a focus on sustainability, greenspace and connectivity.
- The submitted site plan depicts a 90-lot single-family detached subdivision with access from a new driveway off Rock Mill Road. All lots are internally oriented within the development, including perimeter buffers along North Point Parkway and Kimball Bridge Road. Homes are proposed to have a reduced 30' lot width, with a typical home footprint of 22' x 38'. The average lot size is approximately 2,025 square feet. Lots 1-48 are depicted to be front entry and Lots 49-90 are rear entry. New internal streets and alleys will be private. Eight-foot (8') sidewalks are depicted along North Point Parkway and Kimball Bridge Road and five-foot (5') sidewalks are depicted along the new internal streets on at least one (1) side. The Unified Development Code (UDC) Parking regulations and North Point Overlay requirements would require 216 parking spaces for the 90 single-family detached homes. Each home is proposed accommodate two (2) side-by-side parking spaces in a garage, as well as two (2) spaces in the code-compliant driveway, for a total of 360 parking spaces. An additional 25 guest parking spaces are interspersed throughout the development.
- The North Point Overlay requires a minimum five percent (5%) amenity space and ten percent (10%) civic space, or a total of 2.1 acres of open space. The site plan depicts 6.53 acres, or 47%, of the property as open space. Civic space is depicted at the corner of North Point Parkway and Kimball Bridge Road. A clubhouse and pool are proposed at the entrance to the community and adjacent to a landscaped park with

boardwalk/overlook with seating. The landscaped park with boardwalk is proposed within the area of the site designated as floodplain.

- The applicant provided a traffic study showing that the intersection at North Point Parkway and Rock Mill Road would continue to operate at an acceptable level of service (LOS D) without and with the applicant's development. In addition, the City's Public Works Department recently adjusted the signal timing at this intersection, which was in response to concerns voiced by business owners in the office condominiums to the south of the proposed development.
- The CZIM was held on September 8, 2021. There were several public comments and questions with concerns over impacts to the stream, look of the development, price point, whether a cutthrough is planned adjacent to New Prospect, schools and traffic impacts, high density, safety issues for children, what is the bike repair shop, meaning of civic space, targeted buyer, Kimball Farms HOA notification, medium or high density, other developments proposed that could impact school enrollment, increased flooding issues in Kimball Farms, gathering areas indoor or outdoor, gathering areas subject to noise ordinance, use the gathering spaces by churches, and identify who is allowed in civic space.
- The City has received correspondence from nearby residents and business owners with concerns over increased traffic, capacity of the Rock Mill Road and North Point Parkway intersection to handle added traffic, use of open space by the public, high density, school overcrowding, aesthetics and lack of public notice.
- Staff has reviewed the applicant's proposal and finds that it can generally support the request for master plan amendment, comprehensive land use plan amendment, rezoning and variances. The property is located in the North Point Overlay where walkability, mix of uses, site design and EcoDistrict measures are key components to a successful development. The proposal to allow residential use would add to the mix of uses in the North Point area, bringing people closer to where they work and shop. Additionally, residential use would produce significantly fewer vehicular trips on the surrounding roadway network.
- Mr. Woodman read Staff's recommended conditions:
 1. The 13.98-acre property shall be zoned 'R-8A/D' and shall be developed substantially as depicted on the plan prepared by PEC, revised 10/26/21, except for modifications required to comply with these conditions. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning. Current flood plain information shall be required for LDP and may impact lot yield.
 2. The Comprehensive Land Use Plan designation of the property shall be 'High Density Residential'.
 3. 'Dwelling, 'For-Sale' Detached' shall be listed as a permitted use in the KB/400 Partners Master Plan Pod A, with a maximum density of 6.44 dwelling units per acre.
 4. Minimum lot width shall be 30'.
 5. Building setbacks and building separation shall be as depicted on the site plan prepared by PEC, revised 10/26/21.
 6. Architecture and materials shall be developed substantially similar to the submitted renderings prepared by Troy King, labeled Exhibit A, subject to final approval by Staff.
 7. EcoDistrict measures shall be substantially similar to the description the applicant's letter of intent, dated 7/30/21. Developer shall provide detailed information at LDP and building permit regarding compliance with each requested EcoDistrict measure. EcoDistrict points to be confirmed by Staff.
 8. Minimum 5,000 square foot civic space shall be developed at the corner of North Point Parkway and Kimball Bridge Road, including decorative hardscape, landscape, and Empire North Point EcoDistrict Monument Concept, with final approval by the Cultural Arts Commission. Hardscape, landscape and monument shall be maintained by the HOA.
 9. Minimum 6.53 acres of open space shall be reserved and improved substantially as depicted on the plan prepared by PEC, revised 10/26/21. Permanent easements shall be dedicated to the City for public access over required civic space. The HOA shall be responsible for maintenance of all open space.
 10. Stormwater management facility shall have a natural appearance, having a permanent pool with aeration

system/fountain, as approved by Staff. Smart stormwater design techniques shall be employed to address runoff reduction, as approved by Staff. Stormwater management facilities shall be located on a separate lot under the ownership and maintenance responsibility of the HOA.

11. Privacy fences and unfinished wood decks shall not be visible from the public right-of-way.

12. Pedestrian access to Kimball Bridge Road sidewalk shall be unrestricted.

13. Fire access only shall be gated and improved with grasscrete, or similar product, as approved by Staff.

14. Homes shall have connectivity to the public sidewalk system.

15. New internal streets shall include a 4' planter and 5' sidewalk on one side of the street (not including alleys), as approved by Staff. Decorative pedestrian lighting shall be required throughout the development. Internal streets shall be private and maintained by the HOA.

16. Developer shall improve North Point Parkway streetscape with a 3' planter, 8' sidewalk and street trees and landscape material alternating on both sides of the sidewalk, as approved by Staff. Tree grates, tree wells, or alternative option shall be used to accommodate minimum 4' planting space for required street trees in the planter, as approved by Staff. Streetscape shall include decorative pedestrian lighting.

17. Developer shall improve Kimball Bridge Road streetscape with street trees (if not installed by the City with the Kimball Bridge Rd improvements) and landscape material alternating on both sides of the sidewalk, as approved by Staff. Streetscape shall include decorative pedestrian lighting.

18. Minimum 20' landscaped buffer shall be required along Kimball Bridge Road and minimum 30' landscaped buffer shall be required along North Point Parkway. Existing trees shall be preserved, where possible, within the buffers and the remaining areas planted to buffer standards. Landscape buffers shall be enhanced similar to Kimball Bridge Walk buffer, as approved by Staff. Landscape buffers shall be on a separate lot under the ownership and maintenance responsibility of the HOA.

19. Minimum 10' landscape strip shall be required along both sides of new internal streets, not including alleys. Landscape strips and buffers shall be exclusive of utilities and easements.

20. Pedestrian amenities including pathways, lighting, and benches should be included throughout the development and amenity areas.

21. Required frontage improvements along Kimball Bridge Road and North Point Parkway shall include elements of the proposed City improvements. Impact fee credits shall be available for work beyond the site boundaries, for dedication of right-of-way and release of access rights to North Point Pkwy and Kimball Bridge Rd.

22. Developer shall construct the depicted Rock Mill Road access driveway, to City roadway standards. All costs of construction shall be the responsibility of the developer. Developer shall install 5' sidewalks and a 2' planter on both sides of the access road. Tree recompense shall not be required for development activities associated with the construction of the access driveway.

23. Developer shall dedicate a permanent public access easement over the area depicted as civic space on the site plan prepared by PEC, revised 10/26/21, as approved by Staff.

24. Remove exotic and invasive trees and shrubs within stream buffer, as approved by Staff. Replant the stream buffer, where sparse, to buffer standards with native trees, shrubs and groundcover. Plantings shall be 80% evergreen and 20% deciduous. Recompense tree planting may be used towards the stream buffer replanting.

25. Tree line and trees depicted in the civic space area to the west of the new project driveway shall be saved, except that trees shown to be impacted by the new driveway may be removed.

26. Site plan shall comply with IFC Appendix D, as determined by the Fire Marshal.

27. No more than 10% of the residential units shall be permitted to be rented, as recorded in the HOA's declarations and covenants. Conditions requested by the Applicant as the result of citizen comments:

28. In an effort to reduce stormwater runoff rates leaving the site at the study point, the stormwater hydrology model for the site will be completed using the following methodology:

a. Reduce the stormwater runoff rates in the proposed development condition at the site study point by the following parameters:

i. 2-year storm reduced to 1 year storm flow rate

ii. 5-year storm reduced to 2-year storm flow rate

- iii. 10-year storm reduced to 5-year storm flow rate
- iv. 25-year storm reduced to 10-year storm flow rate
- v. 50-year storm reduced to 25-year storm flow rate
- vi. 100-year storm reduced to 50-year storm flow rate

29. Developer will work with City's Transportation Department to create a right-turn lane at the northbound exit of Rock Mill Road onto North Point Parkway, to the extent that there is available 3 right-of-way to construct the turn lane. This improvement shall not be eligible for impact fee credits.

30. If a land disturbance permit is not applied for within 12 months of Council approval of the rezoning, the zoning of the property shall revert to the original zoning subject to the original KB/400 Partners Pod A development standards.

- The Planning Commission discussed the following:
 - Are there not traffic concerns at peak hour on Rock Mill Road, since most people will be turning right? In looking at the configuration of the entrance, how would school buses access stops in the neighborhood? Is fire access only for fire or also emergency vehicles? Who handles the maintenance on the emergency box?
- The applicant, Kathy Zickerd, came forward to speak on behalf of this application
 - There is no connection from the Rock Mill at North Point to the Rock Mill on Kimball Bridge.
 - We don't want to be visible from North Point or Kimball Bridge- want to create buffers to screen noise.
 - There are two 16,000 ft community greens- we will use a boardwalk to create a trail
 - There will be decent HOA fees to keep up with the amenities.
 - We will add EMS and police access to the emergency access.
 - Fulton County wants sewer and water lines as close to the street as possible.
- The Planning Commission discussed the following:
 - How many bike amenities are there? What is your experience with permeable pavers?
 - The language of Condition 19 needs to be changed.
 - Can we confirm if the roundabout is public or private? We can confirm it is public.
 - On Condition 29, this project does not fall under our Impact Fee code.
 - Michael Woodman offered a change to Condition 18 and 19: strike the last sentence on condition 18 and will read as follows: Landscape buffers shall be shown on the final plat with maintenance responsibility assigned to the HOA. Landscape buffers shall be detailed in the HOA Declaration and Covenants as maintenance responsibility of the HOA. For condition 19: Minimum 10' landscape strip shall be required along both sides of new internal streets, not including alleys; except if Fulton County requires an unincumbered easement, shrubs shall replace tree requirements on one side of the street.
 - Condition 25 reading as approved by Staff is acceptable.

Public Comment:

- Keith Hamilton- 810 Mashburn Drive- came forward to speak against the development.
 - He claims Rock Mill Road was never meant to handle this kind of traffic. He doesn't want the roundabout to be used for public access and does not want people walking through his property.
 - ❖ Commissioner Perkins offered a motion to approve subject to the following conditions as noted by Staff

and approving the applicant's markups on:

- Item #1 as noted by the applicant
- Item #8, #10, #11
- Item #13 with the word to follow "fire access and police only",
- Item #18 with the following added: Landscape buffers shall be shown on the final plat with maintenance responsibility assigned to the HOA. Landscape buffers shall be detailed in the HOA Declaration and Covenants as maintenance responsibility of the HOA.
- Item #19, with the following change: Minimum 10' landscape strip shall be required along both sides of new internal streets, not including alleys; except if Fulton County requires an unincumbered easement, shrubs shall replace tree requirements on one side of the street.
- Item #22, #25, #28, #30, approved applicant's markup

Commissioner Zurinkas seconded the motion.

- Commissioner Waylock offered a friendly amendment to change the language on item #13 to say: "emergency vehicle access only"
- At the end of item #25, it needs to be noted "as approved by Staff" at the end of the last sentence.
- The motion was approved unanimously (6-0).

❖ Chairman Kung'u called for a recess at 7:57 p.m.

❖ Chairman Kung'u called the meeting to order at 8:01 p.m.

B. Z-21-08/CU-21-11 Mayfair on Main/ 217 South Main Street

- Director Kathi Cook came forward to present this item.
 - This is for the consideration of a rezoning from C-2 (General Commercial) to DT-MU (Downtown Mixed-Use) and a conditional use to increase the density above 10 dwelling units per acre to allow for the construction of a 24-unit 'For-Sale' townhome development in the Downtown. The property is located at 217 South Main Street and is legally described as being located in Land Lot 694, 2nd District, 2nd Section, Fulton County, Georgia.
 - Director Cook presented that The properties were previously developed and used for a strip shopping center and a dance school. Surrounding properties are zoned C-2 to the north, west and south and DT-MU to the east. Dairy Queen and a professional office are located to the north, The Maxwell mixed-use development is located to the east, the new Devore Road right-of-way will be located to the south and two (2) flex office buildings are located to the west. The Comprehensive Land Use Plan designation of the property is 'Mixed Use', which allows the proposed townhomes. 377 single-family detached homes and 300 townhomes have been approved in the Downtown in the six (6) years since the adoption of the 2015 Downtown Master Plan update. The applicant's proposed density of 10.43 dwelling units per acre is on the high end of densities approved in the Downtown since the approval of the Downtown Master Plan, but similar to the density approved at The Maxwell (10.7 dwelling units per acre).
 - The submitted site plan depicts 24, three (3) story dwelling units, of which thirteen (13) are 'For-Sale' single-family detached homes and eleven (11) townhomes in three (3) buildings. All single-family detached lots meet the 2,500 square foot minimum lot size and all townhome units are nearly double the 900 square foot minimum lot size. Access to the development is from Roswell Street by way of a new private street providing access to private alleys. Ten-foot (10') setbacks are provided along Roswell Street and Devore Road and a fifteen-feet (15') setback is provided along South Main Street. The site plan depicts 38,730 square feet, or 41% amenity space within the proposed development, which includes a central amenity area near the guest parking area.

- There are seven (7) specimen trees on the subject property, consisting primarily of Hardwoods. The site plan depicts a tree save along Roswell Street, which is tree #902 (37" Water Oak).
- The applicant submitted renderings of the townhomes only, but have stated that the single-family detached homes will match the architecture, materials and details depicted on the townhome renderings.
- Based on the total figure for all three school levels, it can be assumed that the proposed development could house approximately 0 – 14 school age children.
- The report submitted by the applicant states that property owners within 500' were contacted regarding the applicant's intent. The report states that no comments were received.
- Staff has reviewed the applicant's proposal and finds that the request for rezoning and conditional use do not conflict with the established review criteria. The zoning proposal is consistent with the vision of the Downtown Master Plan and comprehensive land use plan designation of the property. The proposed density is similar, but below the maximum density approved on South Main Street. Based on Staff feedback, the applicant revised their original request which was for 24 townhome units on 1.82 acres with a density of 13.2 dwelling units per acre and no tree save.
- Director Cook read staff's following conditions:
 1. Approximately 2.3 acres shall be zoned DT-MU and developed substantially similar to site plan prepared by Paradigm, dated 10/13/2021, except for modifications required to comply with the conditions below. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning.
 2. Architecture and materials shall be developed substantially similar to the submitted renderings for both the single-family detached homes and townhomes, except for modifications required to comply with the Downtown Consultant's comments and in compliance with the Alpharetta Downtown Code, subject to final approval by DRB. Single-family homes and townhomes shall have 4-sided architecture, materials and details. Buildings fronting South Main Street, Devore Road and Roswell Street shall be primarily brick with cast stone or limestone base.
 3. Density shall not exceed 10.43 dwelling units per acre and shall be limited to 13 single-family detached homes and 11 townhome units, as depicted on the site plan prepared by Paradigm, dated 10/13/2021.
 4. Building height shall be limited to no more than 3 stories with rooftop deck and no more than 44', as depicted on the submitted renderings.
 5. Lots shall have a front yard defined by a courtyard, as depicted in the submitted renderings. Courtyards can encroach into the landscape strips, as depicted on the site plan prepared by Paradigm, dated 10/13/2021, subject to meeting the minimum landscape material requirements, as approved by Staff. Sizing and impervious area to be coordinated with Staff.
 6. Developer shall dedicate 10' of right-of-way along Roswell Street and shall improve the streetscape as follows: minimum 6' planter planted with street trees, 8' concrete sidewalk, and decorative pedestrian lighting, with final approval by Staff. In lieu of tree grates, the soil area around street trees shall be planted with evergreen ornamental grasses, groundcovers and/or shrubs.
 7. Developer shall improve the Devore Road streetscape as follows: minimum 4' planter planted with street trees, 8' concrete sidewalk (Alpha Loop), and decorative pedestrian lighting, with final approval by Staff. In lieu of tree grates, the soil area around street trees shall be planted with evergreen ornamental grasses, groundcovers and/or shrubs. Alpha Loop improvements constructed by the developer in excess of Downtown sidewalk requirements shall be eligible for impact fee credits, as approved by Staff.
 8. New internal street shall be constructed as depicted on the site plan prepared by Paradigm, dated 10/13/2021, with final approval by Staff.
 9. Landscape strips along South Main Street, Devore Road and Roswell Street shall be planted with shade trees as a continuation of what has been planted or designed in the Downtown and outside of utility easements and overhead utilities, as approved by Staff.

10. Project entrance shall include a decorative paver apron, landscaping and low wall.
11. Amenity areas shall be developed with a park-like setting with decorative landscape, hardscape, low walls and seating. Landscape shall include plant selections promoting the historic Downtown.
12. Creeping vines shall be planted to cover retaining and low walls, as approved by Staff.
13. Developer shall save tree #902 – 37" Water Oak and hardwood tree grouping directly north of central amenity area and shall make reasonable efforts to save additional trees of quality and/or tree groupings, as approved by Staff.
14. 5' landscape strips along the north and south property lines shall be planted with evergreens.
15. Fences and walls visible from the public right-of-way shall be decorative, as approved by Staff. Unfinished wood fences and decks shall not be visible from the street.
16. HVAC and similar equipment shall not be visible from the public right-of-way.
17. Fire access shall meet IFC 2018 Appendix D and Fire Hydrants.
18. Stormwater management facilities shall be provided on an independent lot and shall not impede access to homes, with final approval by Staff.
19. Garbage pickup shall be from within the development.
20. No more than 10% of the residential units shall be permitted to be rented, as recorded in the HOA's declarations and covenants

- The Planning Commission discussed the following:
 - Do they meet the parking requirements? Will there be any curb cut on Highway 9? Does the median force a right in, right out?
- The applicant, John Boniface, came forward to speak on behalf of this application
 - 41% of the development is greenspace, instead of the required 10%
 - There is full access on Roswell Street
 - The goal is to have as many detached as possible
- There were no public comments for this item.
- The Planning Commission discussed the following:
 - On item #7, are we still not in agreement? Director Cook confirmed that is correct.
 - On item #3, we wanted a condition that wanted detached homes. There's a concern there's no limitation. Director Cook confirmed they would be capped at 24 units.
 - What if it states "shall be at a minimum 6 single family detached homes and the remainder townhomes, with a max of 24 total homes"? or "one street at minimum shall have detached single family homes"?
 - We want to make sure there's a mix of townhomes and detached.
 - Add at the end of their red line: "At a minimum, there shall be single family detached fronting one of the public streets, as approved by Staff."
 - Remove "as depicted on the site plan" from this item

❖ Commissioner Manley offered a motion to approve subject to the following conditions:

- Item #3, to read as follows: "Density shall not exceed 10.43 dwelling units per acre, and shall be limited to 24 single family detached homes and/or attached townhomes units, with all single family detached fronting Devore Road or Main Street, as approved by Staff."
- Item #4, as approved by Staff and unamended
- Item #5, as approved by Staff and unamended
- Item #7, as recorded by Staff, not accepting the applicant's markups
- Item #16, accepting the applicant's markups, with the following addition: "as approved by the Design Review Board".

- Commissioner Waylock seconded the motion.
- The motion was approved unanimously (6-0).

C. MP-21-09/CLUP-21-05/V-21-25 Cousins Westside Pod A/Empire Communities

- Senior Planner Woodman came forward to present the consideration of a comprehensive land use plan amendment, master plan amendment and variances to allow 58 'For-Sale' townhomes on 7.35 acres. A comprehensive land use plan amendment is requested from 'Business, Manufacturing, Warehousing, Light Industrial' to 'High Density Residential' and a master plan amendment is requested to add 'Dwelling, 'For-Sale', Attached' as a permitted use in Pod A of the Cousins Westside Master Plan. Variances are requested to modify North Point Overlay site design and streetscape standards, amend block requirements, and eliminate landscape strip requirements along the new internal street. The property is located at 3000 Hembree Road and is legally described as being located in Land Lot 691, 1st District, 2nd Section, Fulton County, Georgia.
- The undeveloped property has an unusual shape and surrounds a city-owned property that was used for a wetland mitigation bank and is primarily floodplain. A portion of the property was previously cleared and graded in conjunction with a project known as Nexgen Westside, which was never developed. Surrounding properties are zoned CUP and L-I (Light-Industrial) to the west, CUP to the south, O-I (Office-Institutional) to the east and City of Roswell to the north. Non-residential uses surround the property, including the Shell gas station, U-Haul rental and undeveloped commercial property to the west, FedEx Shipping Center to the east, and North Point Center Research Park to the south. The Cousins Westside Master Plan was approved in 2003 for a 219-acre mixed use development allowing commercial, office, hotel, education, assisted/senior living, 'For-Sale' residential and 'For-Rent' senior apartments. Pod A was approved for office and neighborhood commercial uses at 20,000 square feet per acre.
- The submitted site plan depicts a 58-unit 'For-Sale' townhome development with access from Hembree Road. Townhomes are proposed with a 22' x 38' footprint. Units 1-29 and 53-58 are depicted to be rear entry and Units 34-52 are front entry. New internal streets and alleys are private. A 50' natural buffer is depicted along the northern property line. property line. Building setbacks and landscape strips are outlined below.
- A twelve-foot (12') sidewalk and six-foot (6') planter are depicted along Hembree Road and a twelve-foot (12') sidewalk and ten-foot (10') planter are depicted along Morrison Parkway. The new internal private street is depicted to a 45' right-of-way width, including a 26' paved width, four-foot (4') planter and five-foot (5') sidewalk on one (1) side of the street. of the street. Alleys are shown with a 24' paved width. The Unified Development Code (UDC) Parking regulations and North Point Overlay requirements would require 139 parking spaces for the 58 townhomes. Each townhome will accommodate two (2) side-by-side parking spaces in a garage, as well as two (2) spaces in the code-compliant 18' driveway, for a total of 232 parking spaces. Eight (8) guest parking spaces are provided throughout the development.
- The North Point Overlay requires a minimum five percent (5%) amenity space and ten percent (10%) civic space, or a total of 1.1 acres of open space. The site plan depicts 2.86 acres, or 39%, of the property as open space.
- A stormwater management facility is depicted to be internal to the site and behind Units 34-46, which is adjacent to the City's property. The applicant provided a tree report, which indicates that five (5) specimen trees will be saved.
- Renderings were provided depicting 3-story townhomes with a brick 1st floor and board and batten on the 2nd and 3rd floors. A recessed front entry is provided from the 1st floor and a mix of extended and recessed porches are provided on the 2nd floor. End units include porch extensions. Architectural details and materials are provided on all four (4) sides of the homes.
- The North Point Overlay requires that EcoDistrict measures be incorporated into all new developments, of which

a minimum seven (7) EcoDistrict points are required. According to the applicant's letter of intent, the development proposes eleven (11) EcoDistrict points. EcoDistrict points are requested for Building Energy Efficiency, Bio-retention and Sustainable Landscaping, Enhanced Bicycle Amenities and Additional Landscaped Civic Space.

- The CZIM was held on October 13, 2021. There were no public comments.
- Staff has reviewed the applicant's proposal and finds that it can generally support the request for master plan amendment, comprehensive land use plan amendment and variances. The property is located in the North Point Overlay where walkability, mix of uses, site design and EcoDistrict measures are key components to a successful development. The proposal to allow residential use would add to the mix of uses in the North Point area, bringing people closer to where they work and shop. Additionally, the proposed residential use would produce significantly fewer vehicular trips on the surrounding roadway network.
- Mr. Woodman read Staff's following conditions:
 1. The property shall be developed substantially as depicted on the plan prepared by PEC, revised 10/11/21, except for modifications required to comply with these conditions. However, lot yield depicted is not guaranteed and subject to meeting all City code requirements and conditions of zoning. Current stream buffers and flood plain information shall be required for LDP and may impact lot yield.
 2. The Comprehensive Land Use Plan designation of the property shall be 'High Density Residential'.
 3. 'Dwelling, 'For-Sale' Attached' shall be listed as a permitted use in the Cousins Westside Master Plan Pod A, with a maximum density of 7.89 dwelling units per acre.
 4. Hembree Road shall have a maximum building setback of 50' and Morrison Parkway shall have a maximum building setback of 70'.
 5. Architecture and materials shall be developed substantially similar to the submitted renderings prepared by Troy King, labeled Exhibit A, subject to final approval by Staff. Townhome side elevations facing Hembree Road shall have a minimum 4' deep porch and other details depicted on the submitted renderings, as approved by Staff.
 6. EcoDistrict measures shall be substantially similar to the description in the applicant's letter of intent, dated 9/1/21. Developer shall provide detailed information at LDP and building permit regarding compliance with each requested EcoDistrict measure. EcoDistrict points to be confirmed by Staff.
 7. Minimum 5,000 square foot civic space shall be developed at the corner of Morrison Parkway and Hembree Road, including decorative hardscape, landscape, and Empire North Point EcoDistrict Monument Concept, with final approval by Cultural Arts Commission. Hardscape, landscape and monument shall be maintained by the HOA.
 8. Minimum 2.86 acres of open space shall be reserved and improved substantially as depicted on the plan prepared by PEC, revised 10/11/21, except that Bark Park shall be amenity space and corner of Hembree Road and Morrison Parkway shall be civic space (see condition #7 above). A permanent easement shall be dedicated to the City for public access over required civic space. The HOA shall be responsible for maintenance of all open space.
 9. Stormwater management facility depicted in an amenity area shall have a natural appearance, as approved by Staff. Smart stormwater design techniques shall be employed to address run-off reduction, as approved by Staff.
 10. Privacy fences and unfinished wood decks shall not be visible from the public right-of-way.
 11. Townhomes shall have connectivity to the public sidewalk system. Sidewalk connection shall be required between Hembree Road and new internal street through the project entrance.
 12. Units 1-4 shall have a minimum 18' long driveway, not including the required sidewalk. All units shall have minimum 18' long driveways.
 13. New internal street shall be improved with 9' travel lanes, 8' parallel parking on one side of street, minimum 4' planter and minimum 5' sidewalk on one side of the street (not including alleys) and 10' landscape strips on both sides of the street, as approved by Staff. Decorative pedestrian lighting shall be required throughout the development. Internal streets shall be private and maintained by the HOA.

14. Alleys and driveways adjacent to Hembree Road shall be heavily screened with a decorative wall and/or decorative screening landscape material, as approved by Staff.
15. Where appropriate, 5' side and rear setbacks along the north and east property lines and around the City-owned parcel shall include the required 5' landscape strip, with final approval by Staff.
16. Minimum 50' natural buffer, including saving specimen trees, trees of quality and tree groupings, shall be maintained along the north property line, as approved by Staff. Buffer shall be enhanced with both decorative and screening landscape material.
17. Minimum 6' pervious trail shall be constructed through the natural buffer and civic space as depicted on the plan prepared by PEC, revised 10/11/21. Elevated trail sections shall be provided through the wetlands and stream crossing, final approval by Staff. Trail improvements shall include lighting and benches, as approved by Staff. Developer shall dedicate a permanent public access easement over the trail, as approved by Staff.
18. Developer shall dedicate any necessary right-of-way along Hembree Road and Morrison Parkway to accommodate streetscape improvements and future roadway improvements.
19. Developer shall provide a center left-turn lane on Hembree Road at the project entrance, as approved by Staff.
20. Project entrance shall have a divided median planted with decorative landscaping, as approved by Staff.
21. Remove exotic and invasive trees and shrubs within stream buffer, as approved by Staff. Replant the stream buffer, where sparse, to buffer standards with native trees, shrubs and groundcover. Plantings shall be 80% evergreen and 20% deciduous. Recompense tree planting may be used towards the stream buffer replanting.
22. Elevation certificates shall be required for townhomes adjacent to floodplain.
23. Stormwater pond dam shall not be within the sanitary sewer easement and sewer pipe shall not encroach into the pond dam.
24. The following specimen trees shall be saved: #383 – 32" Sweetgum, #386 – 38" Southern Red Oak, #387 – 8" Dogwood, #388 – 30" Pine, #392 – 30" Pine.
25. No more than 10% of the residential units shall be permitted to be rented, as recorded in the HOA's declarations and covenants.

- The Planning Commission discussed the following:
 - Where is the maintenance of the trail from item 17?
 - Where are the enhanced biking amenities located on the map?
 - Were there line sight studies for this project?
- The applicant, Kathy Zickerd, came forward to speak on behalf of this application
 - There would be parallel parking spaces on the entrance road. There is a possibility for some to be put in between units.
- There were no public comments for this item.
- The Planning Commission discussed the following:
 - Will the area ever need a traffic light?

❖ Commissioner Perkins offered a motion to approve subject to the following conditions:

- as noted by Staff with the approval of the applicant's markups on item #4, #9, #10, #16, #23
- Denying applicant's markup on #13, adding "as Staff recommended"
- Removing the entire sentence/paragraph of item #18
 - Commissioner Davis seconded the motion.
 - Commissioner Zurinkas offered a friendly amendment: for item #17, add the line "trail shall be maintained by the HOA."
 - Commissioner Perkins and Commissioner Davis accepted the friendly amendment.

- The motion was approved unanimously (6-0).

D. PH-21-18 The Code of the City of Alpharetta Text Amendments- Distance Requirements and Ancillary Tasting

- Director Cook presented that the proposed text amendment to Code of Ordinances Section 4-17 Distance requirements, is to prohibit a retail package store from being located within 2,000' of any other retail package store. The proposed text amendment to Code of Ordinances Section 4-1 Definitions, is to add a definition for Craft beer. The proposed text amendments to Code of Ordinances Section 4-347 Conditions of license issuance, are to include craft beer, to remove the specific amount of wine or craft beer brands, to increase the total amount of samples from eight (8) ounces to sixteen (16) ounces, to permit sampling and tasting within the leased portion of the premises, and to remove the language prohibiting wine sampling and tasting on Sundays.
- There were no public comments for this item.

❖ Commissioner Zurinkas offered the motion to approve as presented.

- Commissioner Waylock seconded the motion.
- The motion was approved unanimously (6-0).

E. PH-21-17 Unified Development Code (UDC) Text Amendments- Downtown Sign Code

Deferred: This item has been deferred until the December 2, 2021 Planning Commission meeting. This item will not be heard or considered during tonight's agenda.

Consideration of text amendments to the Unified Development Code (UDC) to add regulations for signage in the Downtown Overlay.

VII. ADJOURNMENT

- Chairman Kung'u adjourned the meeting at 9:46 p.m.

Respectfully submitted,

Alexandra Callum

Alexandra Callum, Planning + Zoning Coordinator



CITY COUNCIL MEETING STAFF REPORT

SUBMITTING DEPARTMENT: COMMUNITY DEVELOPMENT

SUBMITTED BY: KATHI COOK

DRAFTED BY: MICHAEL WOODMAN

I. **AGENDA ITEM TITLE:** CU-21-15 RESERVE 116 EVENT VENUE/4150 OLD MILTON PKWY

PLANNING COMMISSION: JANUARY 6, 2022

CITY COUNCIL: JANUARY 18, 2022

II. **RECOMMENDATION:**

Approve CU-21-15 Reserve 116 Event Venue/4150 Old Milton Parkway, subject to the following conditions:

1. 'Special Event Facility' shall be added as a conditional use at 4150 Old Milton Parkway, Suite 116 and limited to no more than 1,960 square feet.
2. Conditional use approval shall be limited to Reserve 116 Event Venue; no additional 'Special Event Facility' use or subleasing shall be permitted within the approved space.
3. Special event facility shall be limited to no more than 100 people, with final maximum occupancy subject to Fire Marshall approval.
4. Hours of operation shall be limited to Monday – Thursday 6:00 AM – 12:00 AM, Friday 6:00 AM – 1:00 AM, Saturday 6:00 AM – 1:00 AM and Sunday 6:00 AM – 12:00 AM.
5. Valet parking shall be provided for events hosting 60 or more people. Valet operation shall not overflow onto Old Milton Parkway. If valet operation is deemed deficient by the City Transportation Planner, operator shall work with Staff to develop an alternative service plan.
6. If a parking problem is identified by the City, Reserve 116 Event Venue shall be required to correct the problem by reducing the capacity of events or providing an off-site parking agreement for parking within 500' of the facility, as approved by Staff. Signage indicating 'No Parking' in adjacent parking lots shall be posted in a conspicuous place at the event facility.

III. **REPORT IN BRIEF:**

The applicant, Reserve 116 Event Venue, is requesting a conditional use to operate a 'Special Event Facility' in a 1,960 square foot suite within The Shops at Old Milton center. A maximum capacity of up to 100 people is requested. The subject property is located at 4150 Old Milton Parkway, Suite 116 near the northeast corner of Old Milton Parkway and Park Woods Circle.

DISCUSSION

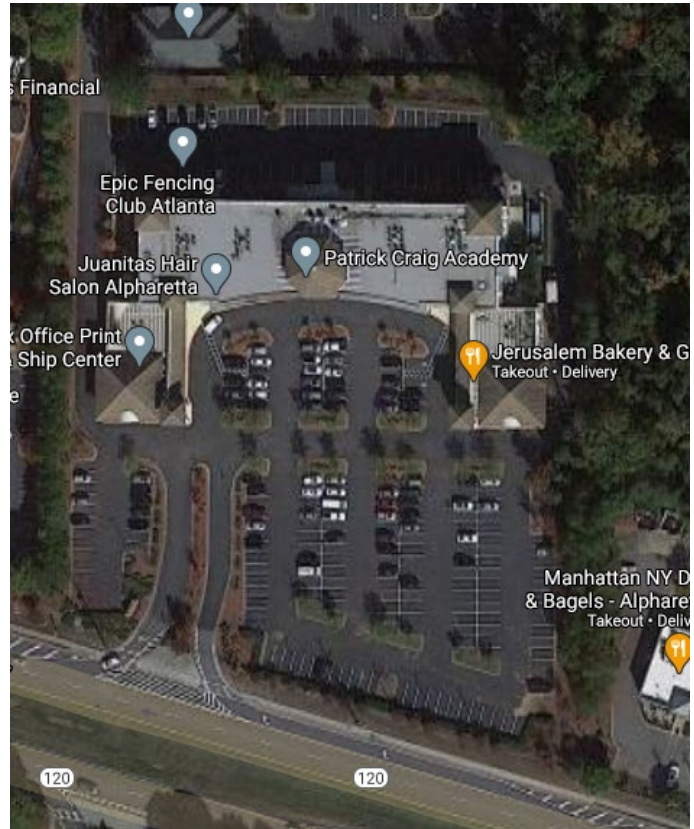
The submitted request, if approved, would allow Reserve 116 Event Venue to operate a 'Special Event Facility' in a 1,960 square foot suite in The Shops at Old Milton center. A maximum capacity of up to 100 people is requested. A conditional use is requested to allow a 'Special Event Facility'. The subject property is located at 4150 Old Milton Parkway, Suite 116 near the northeast corner of Old Milton Parkway and Park Woods Circle.

The property is zoned CUP (Community Unit Plan) and is subject to the Park Bridge Master Plan Pods B & C, which allows 'Special Event Facility' with approval of a conditional use. Surrounding properties are zoned CUP, except the property across Old Milton Parkway to the south is zoned O-P (Office-Professional). Tava Indian Cuisine and Kalos Financial are located to the west, office

condominiums to the north, Manhattan NY Deli & Bagels and Alara Park Bridge Apartments to the east and The Swan Building to the south.

The Shops at Old Milton is approximately 5.1 acres and was developed in 2007 as a 2-story, approximately 50,000 square foot shopping center. Businesses occupying the center include Jerusalem Bakery, Spices Hut, FedEx Office Print & Ship Center and Epic Fencing Club, to name a few. Two (2) restaurants currently operate at the center, as well as several retail service businesses, including a beauty shop, barber shop, tutoring services, copy/shipping center, retail sales and indoor recreation. The development has 242 parking spaces, which is sufficient to serve the existing and proposed uses.

Reserve 116 Event Venue is a new business offering boutique special event services and space. The applicant proposes to use Suite 116, which is located on the 1st floor of the center. A maximum capacity of 100 people is requested for the 1,960 square foot space. Valet parking will be available for events hosting over 60 guests. The facility would accommodate weddings, birthdays, bridal and baby showers, corporate events, corporate networking events, educational trainings and or seminars, as well as fundraiser galas, etc. Event planners will be available in house and catering, such as food & drink, DJ, photography, etc., will be outsourced. Hours of operation will be Monday – Thursday 6:00 AM – 12:00 AM, Friday 6:00 AM – 1:00 AM, Saturday 6:00 AM – 1:00 AM and Sunday 6:00 AM – 12:00 AM. The applicant anticipates approximately three (3) employees for the special event facility.



TRAFFIC

Traffic related to a special event facility is typically based on capacity of the facility, since the use does not usually operate during the AM or PM Peak Hour. Using the applicant's maximum capacity of 100 people and an average vehicle occupancy of two and a half (2.5) people per car, it is estimated that a full event would generate 40 vehicles. Staff reviewed the hours of operation of existing businesses at The Shops at Old Milton and found that many of the businesses have hours of operation that end between 6:00 – 7:00 PM, which increases the available parking at the center.

CONDITIONAL USE REVIEW CRITERIA

City staff has reviewed the applicant's request and compared it to the conditional use standards established in UDC Sec. 4.2.3 (B) which are as follows:

A conditional use otherwise permitted within a zoning district shall be considered to be compatible with other uses permitted in the district, provided that due consideration is given to the following objective criteria at a public hearing and satisfactory provisions or arrangements are made for:

1. Access into and out of the property with regard to traffic and pedestrian safety, volume of traffic flow, and emergency vehicles, as well as the type of street providing access;

Response: The Shops at Old Milton has primary access from Old Milton Parkway and secondary access at the rear of the property through the adjacent office condominium development on Park Woods Circle. The proposed use would not have significant impacts on vehicular and pedestrian access.

2. The extent to which refuse areas, loading and service areas, off street parking, and buffers and screening are provided on the property;

Response: The above-referenced improvements are provided at the applicant's proposed location. It is anticipated that a full special event would generate approximately 40 cars. The Shops at Old Milton has 242 parking spaces. The applicant states that valet parking will be available for events hosting 60 people or more. If approved, a condition is recommended requiring that the business remediate parking problems identified by the City.

3. Ensuring that the conditional use will not be injurious to the use and enjoyment of the environment or of other property in the immediate vicinity or diminish and impair property values within the surrounding neighborhood;

Response: The proposal should not have significant impacts on surrounding properties or businesses, which are mostly developed with non-residential uses. The special event facility should improve the synergy at The Shops at Old Milton center by providing catering opportunities for restaurants in the center.

4. Ensuring that the conditional use will not increase local or state expenditures in relation to the cost of servicing or maintaining neighboring properties;

Response: Not applicable.

5. Ensuring that the conditional use will not impede the normal and orderly development of surrounding property for uses predominant in the area;

Response: The proposal should not impede the normal and orderly development of surrounding properties, which are also primarily developed with non-residential uses.

6. Ensuring that the location and character of the conditional use is consistent with a desirable pattern of development for the city, in general; and

Response: The location and character of the special event facility is appropriate. The subject property is designated Planned Shopping Center in the Park Bridge Master Plan.

7. Ensuring that the conditional use is appropriately separated from similar uses and conflicting uses, such as residences, government buildings, parks, churches or schools.

Response: There are no special event facilities in the immediate area. The nearest event venues are located at Phase Events (12150 Morris Road) and the Alpharetta Conference Center (9000 Avalon Boulevard), which are over two (2) miles away from the applicant's proposed location.

CONCURRENCES

Staff reviewed the applicant's proposal in consideration of the review criteria for a conditional use. The proposal should not have significant impacts on surrounding properties, which are mostly developed with non-residential uses. In addition, there is sufficient parking available in the center and the use should improve synergy with other businesses operating in the center and nearby. If approved, a condition is recommended requiring that the business remediate any parking problems identified by the City and to have valet parking available for events over 60 people.

CITIZEN PARTICIPATION PLAN

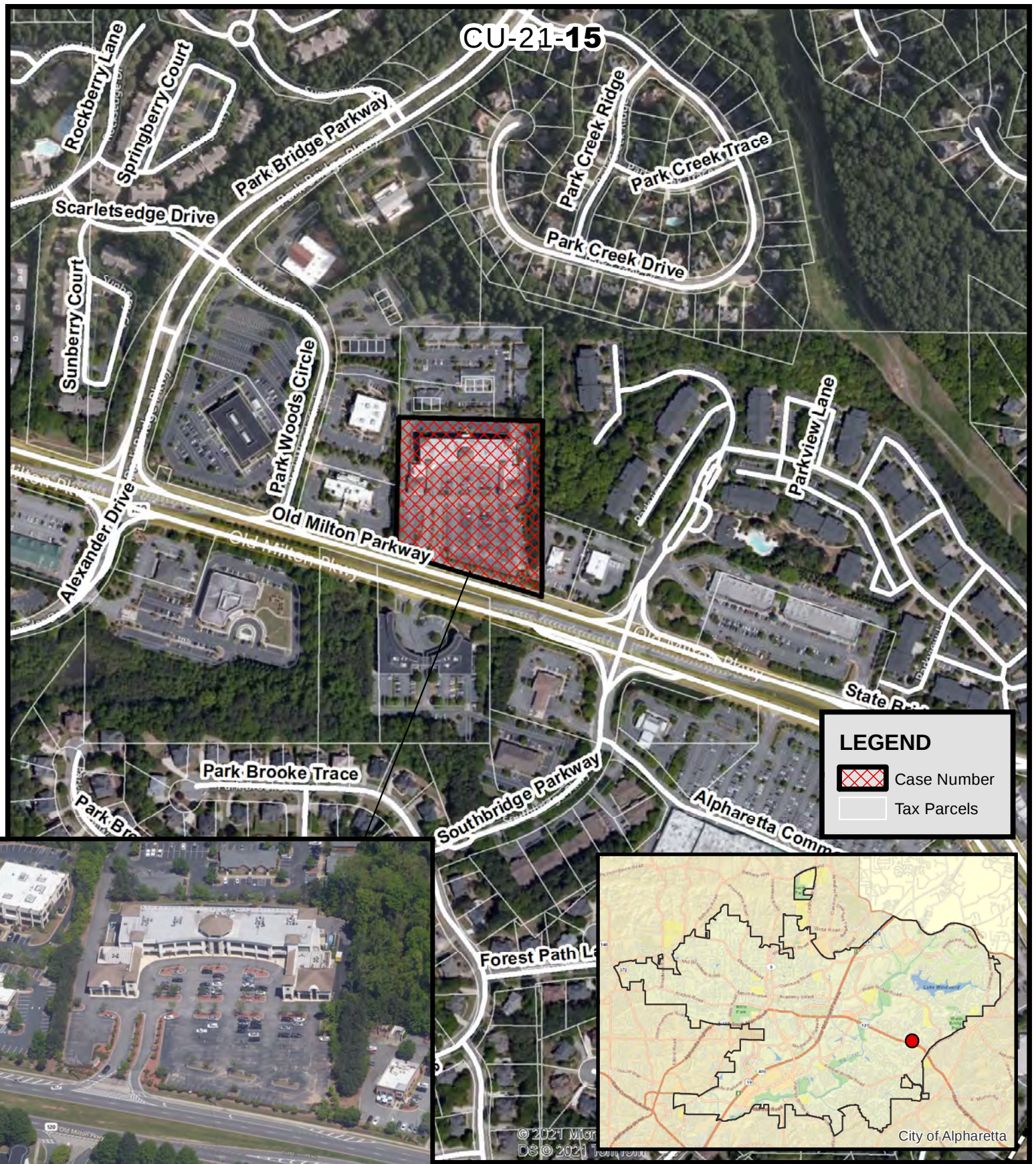
The report submitted by the applicant states that property owners within 500' were contacted regarding the applicant's intent. The report states that no comments were received.

COMMUNITY ZONING INFORMATION MEETING

The CZIM was held on December 8, 2021. There were no public comments.

IV. ATTACHMENTS:

- Site Plan



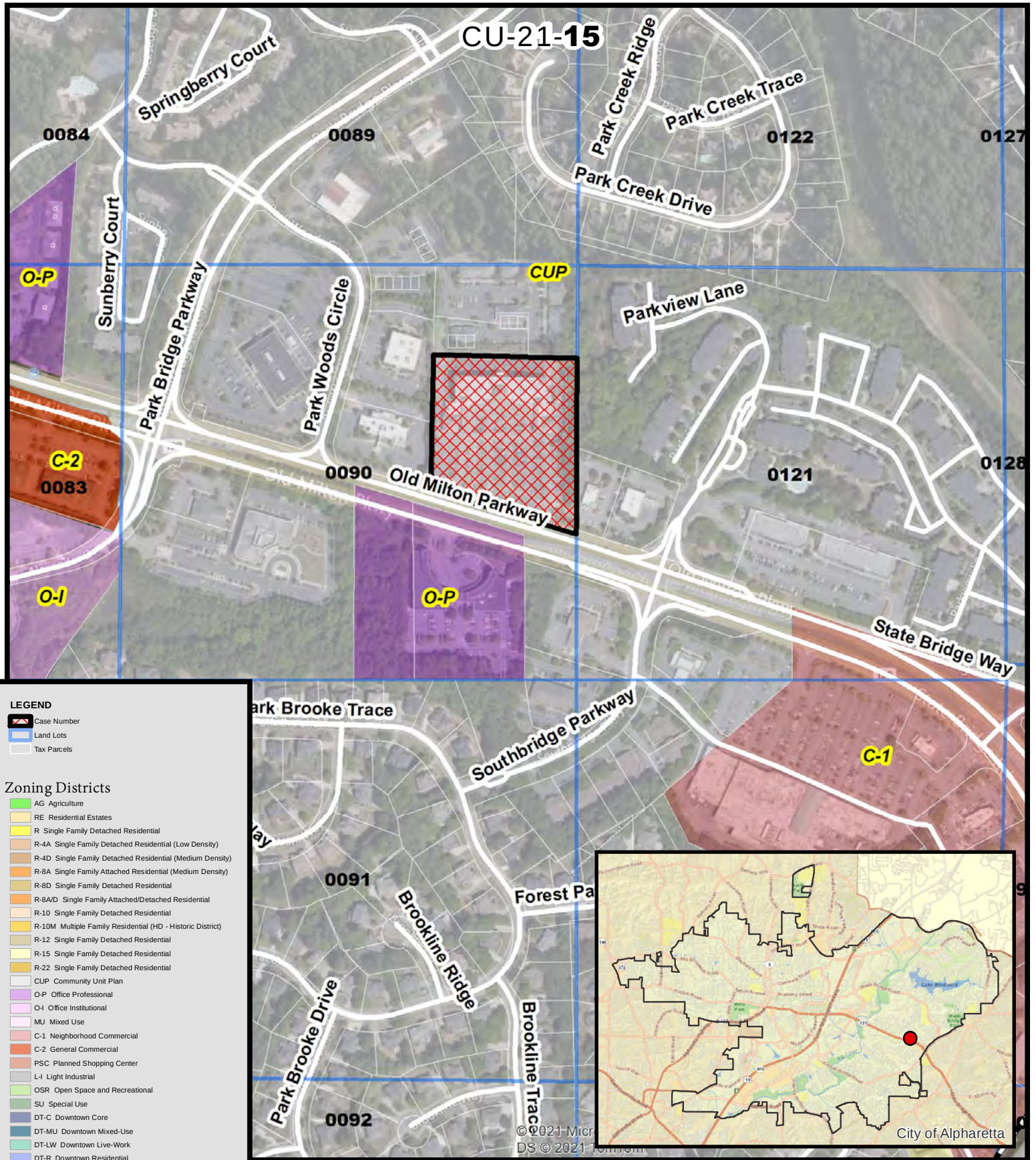
Aerial Map

Reserve 116 Event Venue

4150 Old Milton Parkway

CU-21-15
D/LL: 1/1/0090
PC: 1/06/21
CC: 1/18/21

Location Map Provided by:
Community Development - GIS



Zoning Map

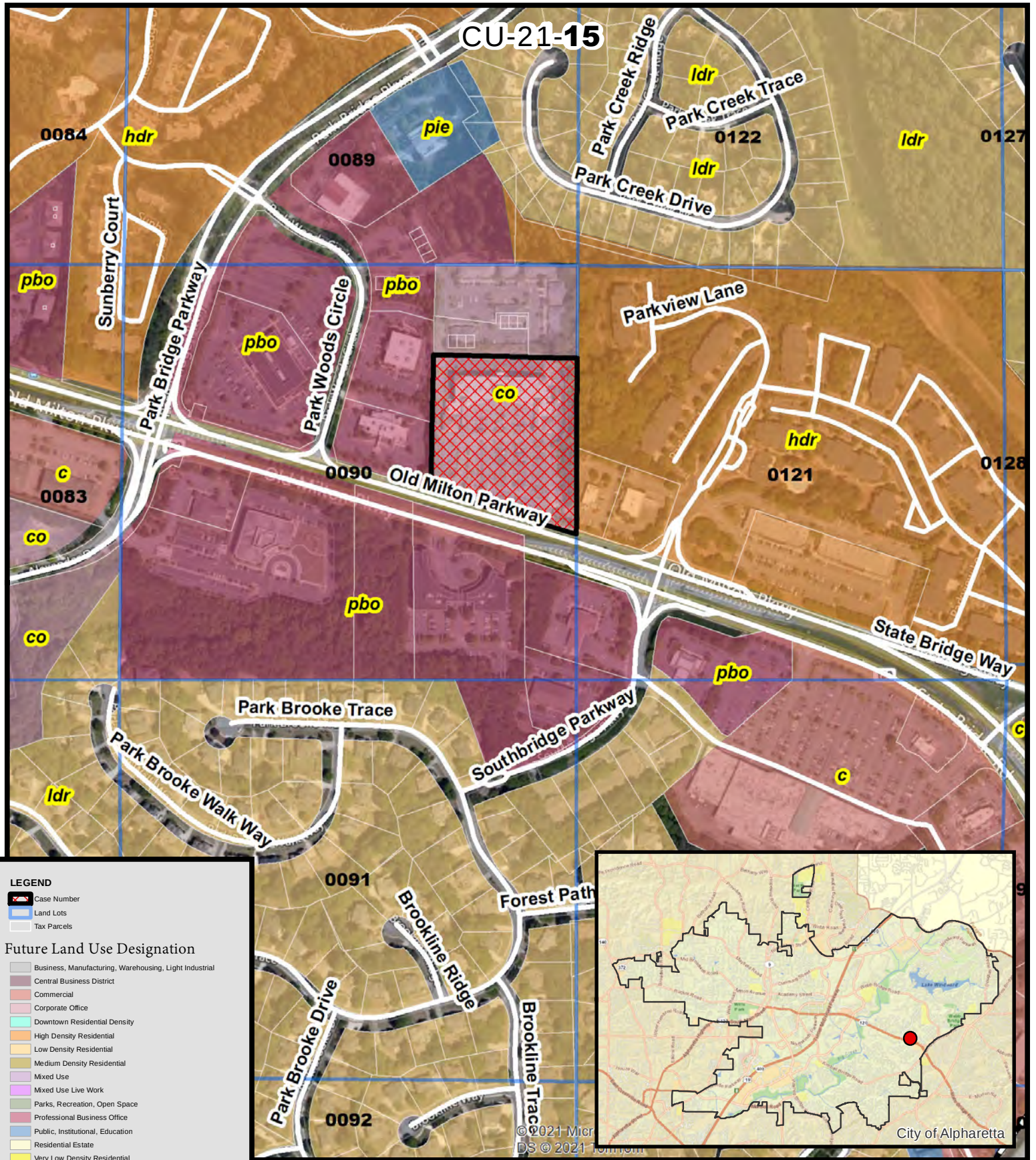
Reserve 116 Event Venue

4150 Old Milton Parkway

CU-21-15
D/LL: 1/1/0090
PC: 1/06/21
CC: 1/18/21



Location Map Provided by:
Community Development - GIS

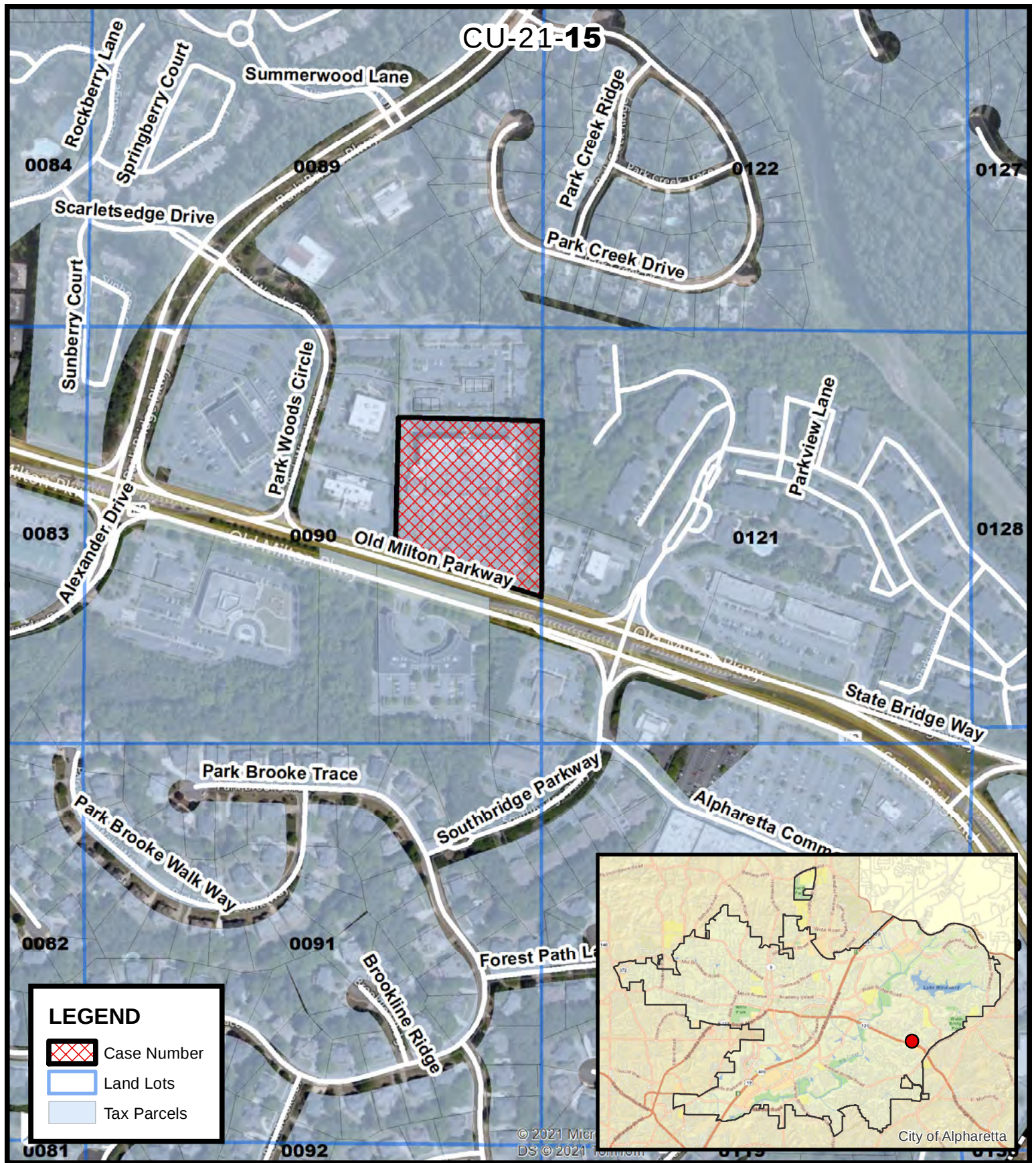


Future Land Use
Reserve 116 Event Venue
 4150 Old Milton Parkway

CU-21-15
 D/LL: 1/1/0090
 PC: **1/06/21**
 CC: **1/18/21**



Location Map Provided by:
 Community Development - GIS



Location Map
Reserve 116 Event Venue
 4150 Old Milton Parkway

CU-21-15
 D/LL: 1/1/0090
 PC: **1/06/21**
 CC: **1/18/21**

Location Map Provided by:
 Community Development - GIS



COMMUNITY DEVELOPMENT
COMMUNITY ZONING INFORMATION MEETING
DECEMBER 08, 2021
ZOOM
6:00 PM

- I. Staff Present
 - a. Michael Woodman
 - b. Ben Kern
 - c. Alex Callum
- II. Reserve 116- 4150 Old Milton Parkway
 - a. Applicant Presentation: Lele Wright
 - i. 1960 sq ft space
 - ii. The site would be used for weddings, workshops, and birthday parties.
 - b. There were no public comments or questions for this item.
- III. Atlanta Signs
 - a. Applicant Presentation: Dave West
 - i. The applicant is requesting for tenant panel signs be allowed more than four spaces.
 - b. Public Comments:
 - i. How many spaces is the applicant requesting? The applicant confirmed twelve.
- IV. Wellstar Sign Exception- 2450 Old Milton Parkway
 - a. Applicant Presentation: Mark Drye
 - i. Rebranding process for Wellstar- the signage needs to be updated
 - ii. There would be an urgent care signage along Old Milton
 - iii. The applicant is reducing the number of signs and relocating them to be more visible
 - b. Public Comments:
 - i. This is a great strategy and big improvement.
- V. Continuum- 5555 Windward Parkway
 - a. Applicant Presentation: Julie Sellers
 - i. It is currently an office park.
 - ii. Mostly hidden
 - iii. It's consistent with the city's vision
 - iv. Amenity space of 3 acres
 - v. Pedestrian friendly
 - b. Public Comments:
 - i. Is parking paid or free? The applicant confirmed that the decision had not yet been finalized.
 - ii. Can you show where the parking will be?
 - iii. How is traffic not affected by this?
- VI. Chat comments for this CZIM:

From greer laptop : the second speaker asked to be allowed to have more than 4 vendors on the sign. But how many is he asking to be allowed on the sign?

From Michael Woodman : i will get to your question once we finish the wellstar item

From greer laptop : no. thank you.

From greer laptop : the newspaper article mentioned a proposed 488 apartments. It also stated this

mixed use plan would not impact traffic. How can that be when you are adding an insane number of apartments/condos, etc? The current mixed use plan in downtown Alpharetta has made the traffic downtown a total mess. I don't see the difference between that and this proposal.

From william robichaud william.robichaud@hpe.com : Can you point out where the parking would be located for the current office buildings at the site today. Where on the block plan is parking represented

From Tim's Galaxy S10+ : C is currently a loading dock area. will that be retained is that is a parking deck?

From Tim's Galaxy S10+ : thank you

The CZIM meeting ended at 6:29 p.m.

CITIZEN PARTICIPATION FORM - PART B

This form must be completed and submitted to the City of Alpharetta Community Development Department a minimum of twenty (20) working days prior to the scheduled Public Hearing. Failure to do so will result in cancellation of the scheduled hearing.

Public Hearing or Project Name: Reserve 1110

Contact Name: Lele Wright Telephone: 404-797-7127

Please describe comments and concerns provided by any and all individuals contacted as part of the the Citizen Participation Program. If any individuals provided written correspondence, please attach copies of same to this report.

Method by which these individuals were contacted. Please mark all that apply. *Please provide samples of any and all written communications used to provide notification.*

- | | |
|---|---|
| ☒ Letter | ☒ Personal Visits |
| ☒ Telephone | ☐ Group Meeting |
| ☐ Email | ☐ Other (Please Specify) _____ |

Attach a list of people who have been notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified.

I, the undersigned, as an authorized representative of the applicant and Public Hearing item identified above, do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Citizen Participation Form - Part B and in any and all documents provided in support of this report are true and accurate. I further understand that any false statements provided by representatives of the applicant as part of this report may result in penalties up to and including denial of the subject application.

Signature of Authorized Agent: 

Date: 12/30/2021

Print Form

December 01, 2021

Lele Wright
4150 Old Milton Parkway Suite 116
Alpharetta, GA 30005

RE: Reserve 116 Event Venue

Dear Property Owner:

Please allow this letter to serve as public notice for a [Public Hearing for a Conditional Use request at 4150 Old Milton Parkway Suite 116, Alpharetta, GA 30005.

The Community Zoning Information Meeting (CZIM) for this request will be held on December 8th at 6:00 p.m. This is an informal meeting to allow the public to view public hearing requests, ask questions, and provide feedback.

This item will be considered by the Planning Commission on Thursday, January 6th at 6:30 PM and City Council on Tuesday, January 18th at 6:30 PM. The meeting(s) will be held in the Council Chambers at City Hall, 2 Park Plaza, Alpharetta, GA 30009.

If you have any questions regarding the request, please feel free to contact me at your convenience. I can be reached at Reserve116alpharetta@gmail.com

Sincerely,

A handwritten signature in black ink, appearing to read 'Lele', followed by a long, sweeping horizontal line that extends to the right.

Lele Wright
Reserve 116 Event Venue
Reserve116alpharetta@gmail.com

B M T INVESTMENTS LLC
115 VILLAGE CENTRE W
WOODSTOCK GA 30188

ANOMACH INC
11539 PARK WOODS CIR STE 701
ALPHARETTA GA 30005-2413

GOKARE HOLDINGS LLC
11545 PARK WOODS CIR SUITE D
ALPHARETTA GA 30005

SOUTHTRUST BANK
P.O. BOX 2609
CARLSBAD CA 92018-2609

NORTHERN HOLDINGS LLC
11539 PARK WOODS CIR # 702
ALPHARETTA GA 30005

SCHNEIDER KIMBERLETA P
390 PARK CREEK DR
ALPHARETTA GA 30005

DOAN MIRA INC & HDP INVESTMENTS LLC
3695 GREY ABBEY DR
ALPHARETTA GA 30022

FORMOSA ATLANTA GROUP LLC
11539 PARK WOODS CIR # 101
ALPHARETTA GA 30005

BNH LLC
930 BROOKLINE WAY
ALPHARETTA GA 30022

AMREIT ALPHARETTA COMMONS LP
P O BOX 528
COLUMBIA SC 29202-0528

SIMPLY BY THE SEA PROPERTIES LLC
11539 PARK WOODS CIR STE 102
ALPHARETTA GA 30005

JPMORGAN CHASE BANK
131 S DEARBORN ST FLOOR 3
CHICAGO IL 60603

NEUSE INC
P. O. BOX 27131
RALEIGH NC 27611-7131

ZHU KAI & CHEN HONG
380 PARK CREEK DR
ALPHARETTA GA 30005

DRAKE REALTY INC
1906 POINSETTA DR
MARIETTA GA 30062

XIAO YU ET AL
11545 PARK WOODS CIR STE A
ALPHARETTA GA 30005

GT HOSPITALITY LLC
5100 PEACHTREE IND BLVD STE 100
NORCROSS GA 30071

MAKE A DIFFERENCE MINISTRIES INC
4305 STATE BRIDGE RD # 103 223
ALPHARETTA GA 30022

ESCALANTE PROPERTIES LLC
1808 BALLYBUNION DR
DULUTH GA 30097

ZHANG PING & CHEN YUANSHENG
11545 PARK WOOD CIR STE A
ALPHARETTA GA 30005

TRAN VENTURES LLC THE
4305 STATE BRIDGE RD # 106
ALPHARETTA GA 30022

CEDAR SIDE PROP LLC
4550 WEATHERVANE DR
ALPHARETTA GA 30022

ALVARO AGUDELO AGENCY LLC
11539 PARK WOODS CIR SUITE 601
ALPHARETTA GA 30005

AJY GEORGE S & KIMBERLY A B
340 PARK CREEK DR
ALPHARETTA GA 30005

KURUP KAILAS & VENUGOPAL GEETHU
370 PARK CREEK DR
ALPHARETTA GA 30005

LARA HOLDINGS INC
11539 PARK WOODS CIR UNIT 401 & 402
ALPHARETTA GA 30005

NGUYEN LANIE & ANH NGOC
310 PARK CREEK DR
ALPHARETTA GA 30005

D & C REAL ESTATE LLC
1045 LEADENHALL ST
ALPHARETTA GA 30022

MYGENOMICS LLC
11535 PARK WOODS CIR SUITE E
ALPHARETTA GA 30005

WU LETING & YING XIAOWEI
350 PARK CREEK DR
ALPHARETTA GA 30022

RP ALPHARETTA LLC
445 BISHOP ST SUITE 200
ATLANTA GA 30318

IDENTITY REALITY LLC
9754 TALISMAN DR
ALPHARETTA GA 30022

VIDHATHRI LLC
8045 BROOKWOOD WAY
CUMMING GA 30041-8348

MAZER COREY J
4165 OLD MILTON PKWY STE 270
ALPHARETTA GA 30005-4479

ANGEL ASSOCIATES LLC
11539 PARK WOODS CIR STE 602
ALPHARETTA GA 30005

LAND SELLUTIONS INC
P O BOX 2458
ALPHARETTA GA 30023-2458

WEALTH MIGRATE MEDICAL 3 HOLDINGS
LLC
1760 PEACHTREE ST NW STE 100
ATLANTA GA 30309

ATLANTA HOSPITALITY LLC
11539 PARK WOODS CIR # 201
ALPHARETTA GA 30005

DHA & ASSOCIATES LLC
11535 PARK WOODS CIR #A3
ALPHARETTA GA 30005

MICHAEL LAST REVOCABLE TRUST THE
210 AUTUMN SAGE DR
ALPHARETTA GA 30005

BNH LLC
930 BROOKLINE WAY
ALPHARETTA GA 30022

LAND SELLUTIONS INC
5675 MILLWICK DR
ALPHARETTA GA 30005

SWARANG PROPERTIES LLC
515 STONEBURY DR
ALPHARETTA GA 30005

PEACHTREE PARK PREP #2 LLC
225 PARK BRIDGE PKY
ALPHARETTA GA 30005

HAIT HOLDINGS LLC
185 STOCKWOOD DR SUITE 100
WOODSTOCK GA 30188

BNH LLC
930 BROOKLINE WAY
ALPHARETTA GA 30022

MSYS TECHNOLOGIES LLC
270 PROSPECT PL
ALPHARETTA GA 30005

TRI MELLAS LLC
5975 SHILOH RD SUITE 101
ALPHARETTA GA 30005

SPECTRUM BUILDERS DSI LLC
P O BOX 4830
ALPHARETTA GA 30023-4830

ESCALANTE PROP LLC
1808 BALLYBUNION DR
DULUTH GA 30097

BNH LLC
930 BROOKLINE WAY
ALPHARETTA GA 30022

MAKE A DIFFERENCE MINISTRIES INC
4305 STATE BRIDGE RD # 103 223
ALPHARETTA GA 30022

TMT PARK BRIDGE INC
3520 PIEDMONT RD NE STE 410
ATLANTA GA 30305-1512

NEEL LLC
2056 SHAUDI LANE
ATLANTA GA 30345

DAMAR INVESTMENTS LLC
11539 PARK WOODS CIR # 603
ALPHARETTA GA 30005

DHA & ASSOCIATES LLC
11535 PARK WOODS CIR #A3
ALPHARETTA GA 30005

WEINBAUM MEREDITH D
320 PARK CREEK DR
ALPHARETTA GA 30005

LARA HOLDINGS INC
11539 PARK WOODS CIR UNIT 401 & 402
ALPHARETTA GA 30005

ESCALANTE PROP LLC
1808 BALLYBUNION DR
DULUTH GA 30097

SHAFIR LORA & SHAFIR PAVEL
330 PARK CREEK DR
ALPHARETTA GA 30005

JENEI R JONATHAN & SUSAN E
360 PARK CREEK DR
ALPHARETTA GA 30005-3772

OLD MILTON PROPERTIES LLC
4125 OLD MILTON PKWY
ALPHARETTA GA 30005-4443

RP ALPHARETTA LLC
445 BISHOP ST SUITE 200
ATLANTA GA 30318

CITY OF ALPHARETTA

PUBLIC HEARING APPLICATION

MP-21-11/CU-21-15

FOR OFFICE USE ONLY

Case #: PHA210057

PH #: _____

☐ Property Taxes & Code Violations Verified

☒ Fee Paid Initial: JC

COMMUNITY DEVELOPMENT DEPARTMENT

2 PARK PLAZA

ALPHARETTA, GA 30009

1. This page should be the first page in each of your completed application packets.
2. It is preferred that all responses be typed. Illegible applications will not be accepted.
3. Prior to signing and submitting your application, please check all information supplied on the following pages to ensure that all responses are complete and accurate. Incomplete applications will not be accepted.
4. Payment of all applicable fees must be made at the time of application. Payment may be made via cash, credit card (American Express, Master Card or Visa), or check made payable to "City of Alpharetta." Please note that a 3% convenience fee will be added to all credit card transactions.
5. Applications will be accepted on the designated submittal dates between the hours of 8:30 AM and 3:30 PM.
6. If you have any questions regarding this form, please contact the Community Development Department by calling 678-297-6070.

Contact Information:

Contact Name: Lele Wright

Telephone: 404-797-7127

Address: 44 Milton Ave

Suite: _____

City Alpharetta

State: GA Zip: 30009

Fax: _____

Mobile Tel: 404-797-7127

Email: Reserve116Alpharetta@gmail.com

Subject Property Information:

Address: 4150 Old Milton Parkway, Suite 116

Current Zoning: CUP

District: _____ Section: _____ Land Lot: _____ Parcel ID: _____

Proposed Zoning: N/A

Current Use: UNOCCUPIED

This Application For (Check All That Apply):

☒ Conditional Use

☐ Master Plan Amendment

☐ Comprehensive Plan Amendment

☐ Rezoning

☐ Master Plan Review

☐ Variance

☐ Public Hearing

☐ Exception

☐ Other (Specify): _____

Letter of Intent
Reserve 116, LLC
(A Special Event Facility)

Reserve 116 LLC is an upscale special event facility/venue. Reserve 116 will focus on providing the city of Alpharetta with a venue to host upscale stylish events in the heart of Alpharetta, GA. Its breathtaking industrial exposed brick and cement walls and beams will be the premier destination for intimate weddings, birthday celebrations, bridal and baby showers, corporate events, corporate networking events, educational trainings and or seminars as well as fundraiser galas etc. The vision is to bring an industrial stylish modern venue with city vibes to the suburbs of Alpharetta, GA. Located in the heart of Alpharetta, GA minutes from downtown Alpharetta, 400 and the Avalon. The events held will be able to accommodate, between 50 to 150 guests. Reserve 116 will partner with other local catering and pastry companies that can provide the food and pastries for any event. This event facility will be 1960 sqft and located in The Shops at Old Milton located at 4150 Old Milton Parkway suite 116. The suite is located on the first floor. The current zoning at The Shops at Old Milton is appropriate for the requested use. It is being asked of the city that a conditional use permit be granted to facilitate the special event venue.

The clientele of Reserve 116 will be screened heavily to ensure that they are a fit for the vision of the venue. The target age range for the clientele is approximately 30 years old and up. Reserve 116 will provide our clients the 1960 square foot facility that is able to hold indoor events and will be able to accommodate events of 50-150 guests in size. Lele and or the hired event planner will be able to work with each client on every detail in order to plan the perfect event/occasion. Valet parking will be available for events to go over 60 guests. Reserve 116 will continue to be informed and updated with following the CDC guidelines to ensure and follow all necessary protocols to keep our clientele and employees safe.

Currently the space is unfinished and is a shell box. The design of the space will remain as open as possible to facilitate a multitude of different events. There will be two ADA bathrooms built, a small storage room as well as prep/office space. The events will take place in the open area of the event venue.

Below are some of the event type's that will be offered at Reserve 116 event venue. This list may not be inclusive of all event types given the various type of request that have yet to be discussed with future clientele. The preliminary list is as follow:

The following are the services Reserve 116 will be able to offer its clients:

- 1960 SF space
- Wedding Ceremony and reception flip option
- Beautiful double stair case atrium for photos
- Ample parking
- Recommendations for a catering, pastry, floral, and DJ services by an outside vendor
- Stylish and classy decor for any event
- An adequate supply of tables, chairs, and linens for any event
- A highly qualified and experienced team of event coordinators
- Designed sets for photo sessions, branding, family portraits, creating video content, product shots, fashion shots, commercial shots
- Educational workshops/seminars/trainings/speaking engagements
- Bar Mitzvah
- Milestone celebrations
- Dinners (galas, fundraisers, anniversaries)
- Book signings
- Art shows

Hours of operation are as follows:

Monday: 8am -5pm	corporate educational trainings, seminars, workshops/ meetings
Tuesday: 8am-5pm	corporate educational trainings, seminars, workshops/ meetings
Wednesday: 8am-5pm	corporate educational trainings, seminars, workshops/ meetings
Thursday: 8am-5pm	corporate educational trainings, seminars, workshops/ meetings
Friday 5pm-12am	Wedding ceremony/reception/milestone celebrations
Saturday: 6am-12 am	Mix use of events
Sunday: 7am-11 pm	Mix use of events

APPLICANT REQUEST AND INTENT

What is the proposed use(s) of the property?

It is proposed that the property be utilized as an upscale Special Event Facility in the Shopping center.

Applicant's Request (Please itemize the proposal):

1. Conditional use for Special Event Facility.

-Suite 116

-Square footage 1960 sq ft

-Name of Business: Reserve 116

-The event facility will start out with 3 employees

-Please see attachment for how the business will operate.

-Hours of operation (please see attachment)

Applicant's Intent *(Please describe what the proposal would facilitate).*

The proposal would allow the space to be used as an upscale event facility. This upscale facility would be the perfect home for weddings, mile stone celebrations, fundraising galas, corporate gatherings, Educational trainings and seminars as well as a great hub for other business meetings and events. The use of this space will help enhance the city of Alpharetta by providing the city with a unique multi purpose facility and a much needed event venue in the area.

PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: CHARAN KANTIPUDI NEEL, LLC Telephone: 404 274 1965
Address: 2056 SHAUDI LN Suite: _____
City: ATLANTA State: GA Zip: 30345

Authorization:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that I am the legal owner, as reflected in the records of Fulton County, Georgia, of the property identified below, which is the subject of the attached Application for Public Hearing before the City of Alpharetta, Georgia.

As the legal owner of record of the subject property, I hereby authorize the individual named below to act as the applicant in the pursuit of the Application for Public Hearing in request of the items indicated below.

- | | |
|---|---|
| ☐ Annexation | ☐ Special Use |
| ☐ Rezoning | ☒ Conditional Use |
| ☐ Variance | ☐ Master Plan |
| ☐ Land Use Application | ☐ Other |

Property Owner's Authorized Applicant (if applicable):

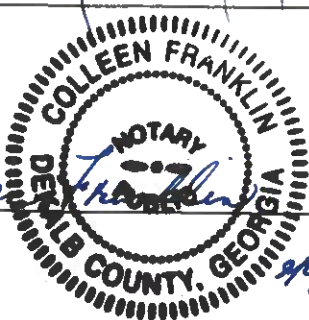
Name of Authorized Applicant: Lele Wright Telephone: 404-797-7127
Address: 44 Milton Ave Suite: _____
City: Alpharetta State: GA Zip: 30229

So Sworn and Attested:

Owner Signature: [Signature] Date: October 19, 2021

Notary:

Notary Signature: [Signature] Date: 10-19-2021



DISCLOSURE FORM

The Official Code of Georgia Annotated requires disclosure of campaign contributions to government officials by an applicant or opponent of a rezoning or public hearing petition (O.C.G.A. 36-67 A-1).

Applicants must file this form with the City of Alpharetta Community Development Department within ten (10) days after filing for rezoning or public hearing. Opponents to a rezoning or public hearing petition must file this form five (5) days prior to the Planning Commission meeting at which the subject rezoning or public hearing petition is scheduled to be heard.

Name of Applicant or Opponent: Lele Wright

Subject Public Hearing Case: _____

Campaign Contribution Information:

Please provide the requested information for each contribution with a dollar amount or value of \$250 or more made within the past two (2) years to an Alpharetta Official by the individual identified above. Please use a separate form for each Alpharetta Official to whom such a contribution has been made.

If the individual identified above has made no such contributions to an Alpharetta Official within the past two (2) years, please indicate this by entering "N/A" on the appropriate lines below.

Name of Official: N/A Position: N/A

Description of Contribution: N/A Value: N/A

Description of Contribution: N/A Value: N/A

Description of Contribution: N/A Value: N/A

Description of Contribution: N/A Value: N/A

Description of Contribution: N/A Value: N/A

Campaign Contribution Information:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Disclosure Form is true and accurate and that I have disclosed herein any and all campaign contributions made to an Official of the City of Alpharetta, Georgia in accordance with O.C.G.A. 36-67 A-1.

Signature: _____



Date: 11/01/2021

ALPHARETTA PLANNING COMMISSION REVIEW CRITERIA

How will this proposal be compatible with surrounding properties?

The proposal would allow for upscale events to take place thereby bringing hundreds of new customers to the property and the surrounding area in general.

How will this proposal affect the use and value of the surrounding properties?

The property is currently developed and is also zoned correctly. The zoning for this property would allow for its use as an event facility (venue).

Can the property be developed for a reasonable economic use as currently zoned? Please explain why or why not.

The property is currently developed and is also zoned correctly.
The zoning for this property would allow for its use as an event facility (venue).

What would be the increase to population and traffic if the proposal were approved?

It is estimated that the property would bring approximately 1000-1500 people to Alpharetta monthly. Most of the population brought in by this business will not be during the peak business hours and or peak traffic times. The event facility will bring most traffic during after business hours and as well as during the weekends.

What would be the impact to schools and utilities if the proposal were approved?

There would not be any impact to schools and utilities if the proposal were approved.

How is the proposal consistent with the Alpharetta Comprehensive Plan; particularly the Future Land Use Map?

If the proposal were approved, this Mix use business will enhance the economic value of the city of Alpharetta by bringing in clientele that may not ordinarily visit the area. The event facility would help encourage those clients to shop locally and to utilize Alpharetta restaurants, hotels and other vendors in the city. This is especially fitting for the Alpharetta Comprehensive Plan since the plan mentions permitting mixed use business and increasing the economic growth in the area. Reserve 116, LLC will help provide economic growth in Alpharetta.

Are there existing or changing conditions which affect the development of the property and support the proposed request?

The property is currently a shell space and will be built out to suit the needs of this business. This is especially important since this is a unique business structure. The concept and design ideas for this space will be a perfect fit for the different aspects of this business.

On a separate sheet or sheets, please provide any information or evidence that supports your request and the statements that you have provided in this application.

CITIZEN PARTICIPATION FORM - PART A

This form must be completed and submitted with the applicant's completed Public Hearing Application. Applications submitted to the City of Alpharetta without a completed Citizen Participation Form - Part A will not be accepted.

Public Hearing or Project Name: Lele Wright

Contact Name: Lele Wright Telephone: 404-797-7127

The following people will be notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified. Use additional pages as needed.

See Attachment

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Method by which these individuals will be contacted. Please mark all that apply. *If you select "Other," please provide a description of the method of contact that will be used.*

- | | |
|--|--|
| ☒ Letter | ☐ Personal Visits |
| ☐ Telephone | ☐ Group Meeting |
| ☐ Email | ☐ Other <i>(Please Specify)</i> |

Please describe the method(s) by which these individuals will have the opportunity to respond or contact the applicant with questions or concerns about the proposal.

B M T INVESTMENTS LLC
115 VILLAGE CENTRE W
WOODSTOCK GA 30188

ANOMACH INC
11539 PARK WOODS CIR STE 701
ALPHARETTA GA 30005-2413

GOKARE HOLDINGS LLC
11545 PARK WOODS CIR SUITE D
ALPHARETTA GA 30005

SOUTHTRUST BANK
P.O. BOX 2609
CARLSBAD CA 92018-2609

NORTHERN HOLDINGS LLC
11539 PARK WOODS CIR # 702
ALPHARETTA GA 30005

SCHNEIDER KIMBERLETA P
390 PARK CREEK DR
ALPHARETTA GA 30005

DOAN MIRA INC & HDP INVESTMENTS LLC
3695 GREY ABBEY DR
ALPHARETTA GA 30022

FORMOSA ATLANTA GROUP LLC
11539 PARK WOODS CIR # 101
ALPHARETTA GA 30005

BNH LLC
930 BROOKLINE WAY
ALPHARETTA GA 30022

AMREIT ALPHARETTA COMMONS LP
P O BOX 528
COLUMBIA SC 29202-0528

SIMPLY BY THE SEA PROPERTIES LLC
11539 PARK WOODS CIR STE 102
ALPHARETTA GA 30005

JPMORGAN CHASE BANK
131 S DEARBORN ST FLOOR 3
CHICAGO IL 60603

NEUSE INC
P. O. BOX 27131
RALEIGH NC 27611-7131

ZHU KAI & CHEN HONG
380 PARK CREEK DR
ALPHARETTA GA 30005

DRAKE REALTY INC
1906 POINSETTA DR
MARIETTA GA 30062

XIAO YU ET AL
11545 PARK WOODS CIR STE A
ALPHARETTA GA 30005

GT HOSPITALITY LLC
5100 PEACHTREE IND BLVD STE 100
NORCROSS GA 30071

MAKE A DIFFERENCE MINISTRIES INC
4305 STATE BRIDGE RD # 103 223
ALPHARETTA GA 30022

ESCALANTE PROPERTIES LLC
1808 BALLYBUNION DR
DULUTH GA 30097

ZHANG PING & CHEN YUANSHEG
11545 PARK WOOD CIR STE A
ALPHARETTA GA 30005

TRAN VENTURES LLC THE
4305 STATE BRIDGE RD # 106
ALPHARETTA GA 30022

CEDAR SIDE PROP LLC
4550 WEATHERVANE DR
ALPHARETTA GA 30022

ALVARO AGUDELO AGENCY LLC
11539 PARK WOODS CIR SUITE 601
ALPHARETTA GA 30005

AJY GEORGE S & KIMBERLY A B
340 PARK CREEK DR
ALPHARETTA GA 30005

KURUP KAILAS & VENUGOPAL GEETHU
370 PARK CREEK DR
ALPHARETTA GA 30005

LARA HOLDINGS INC
11539 PARK WOODS CIR UNIT 401 & 402
ALPHARETTA GA 30005

NGUYEN LANIE & ANH NGOC
310 PARK CREEK DR
ALPHARETTA GA 30005

D & C REAL ESTATE LLC
1045 LEADENHALL ST
ALPHARETTA GA 30022

MYGENOMICS LLC
11535 PARK WOODS CIR SUITE E
ALPHARETTA GA 30005

WU LETING & YING XIAOWEI
350 PARK CREEK DR
ALPHARETTA GA 30022

RP ALPHARETTA LLC
445 BISHOP ST SUITE 200
ATLANTA GA 30318

IDENTITY REALITY LLC
9754 TALISMAN DR
ALPHARETTA GA 30022

VIDHATHRI LLC
8045 BROOKWOOD WAY
CUMMING GA 30041-8348

MAZER COREY J
4165 OLD MILTON PKWY STE 270
ALPHARETTA GA 30005-4479

ANGEL ASSOCIATES LLC
11539 PARK WOODS CIR STE 602
ALPHARETTA GA 30005

LAND SELLUTIONS INC
P O BOX 2458
ALPHARETTA GA 30023-2458

WEALTH MIGRATE MEDICAL 3 HOLDINGS
LLC
1760 PEACHTREE ST NW STE 100
ATLANTA GA 30309

ATLANTA HOSPITALITY LLC
11539 PARK WOODS CIR # 201
ALPHARETTA GA 30005

DHA & ASSOCIATES LLC
11535 PARK WOODS CIR #A3
ALPHARETTA GA 30005

MICHAEL LAST REVOCABLE TRUST THE
210 AUTUMN SAGE DR
ALPHARETTA GA 30005

BNH LLC
930 BROOKLINE WAY
ALPHARETTA GA 30022

LAND SELLUTIONS INC
5675 MILLWICK DR
ALPHARETTA GA 30005

SWARANG PROPERTIES LLC
515 STONEBURY DR
ALPHARETTA GA 30005

PEACHTREE PARK PREP #2 LLC
225 PARK BRIDGE PKY
ALPHARETTA GA 30005

HAIT HOLDINGS LLC
185 STOCKWOOD DR SUITE 100
WOODSTOCK GA 30188

BNH LLC
930 BROOKLINE WAY
ALPHARETTA GA 30022

MSYS TECHNOLOGIES LLC
270 PROSPECT PL
ALPHARETTA GA 30005

TRI MELLAS LLC
5975 SHILOH RD SUITE 101
ALPHARETTA GA 30005

SPECTRUM BUILDERS DSI LLC
P O BOX 4830
ALPHARETTA GA 30023-4830

ESCALANTE PROP LLC
1808 BALLYBUNION DR
DULUTH GA 30097

BNH LLC
930 BROOKLINE WAY
ALPHARETTA GA 30022

MAKE A DIFFERENCE MINISTRIES INC
4305 STATE BRIDGE RD # 103 223
ALPHARETTA GA 30022

TMT PARK BRIDGE INC
3520 PIEDMONT RD NE STE 410
ATLANTA GA 30305-1512

NEEL LLC
2056 SHAUDI LANE
ATLANTA GA 30345

DAMAR INVESTMENTS LLC
11539 PARK WOODS CIR # 603
ALPHARETTA GA 30005

DHA & ASSOCIATES LLC
11535 PARK WOODS CIR #A3
ALPHARETTA GA 30005

WEINBAUM MEREDITH D
320 PARK CREEK DR
ALPHARETTA GA 30005

LARA HOLDINGS INC
11539 PARK WOODS CIR UNIT 401 & 402
ALPHARETTA GA 30005

ESCALANTE PROP LLC
1808 BALLYBUNION DR
DULUTH GA 30097

SHAFIR LORA & SHAFIR PAVEL
330 PARK CREEK DR
ALPHARETTA GA 30005

JENEI R JONATHAN & SUSAN E
360 PARK CREEK DR
ALPHARETTA GA 30005-3772

OLD MILTON PROPERTIES LLC
4125 OLD MILTON PKWY
ALPHARETTA GA 30005-4443

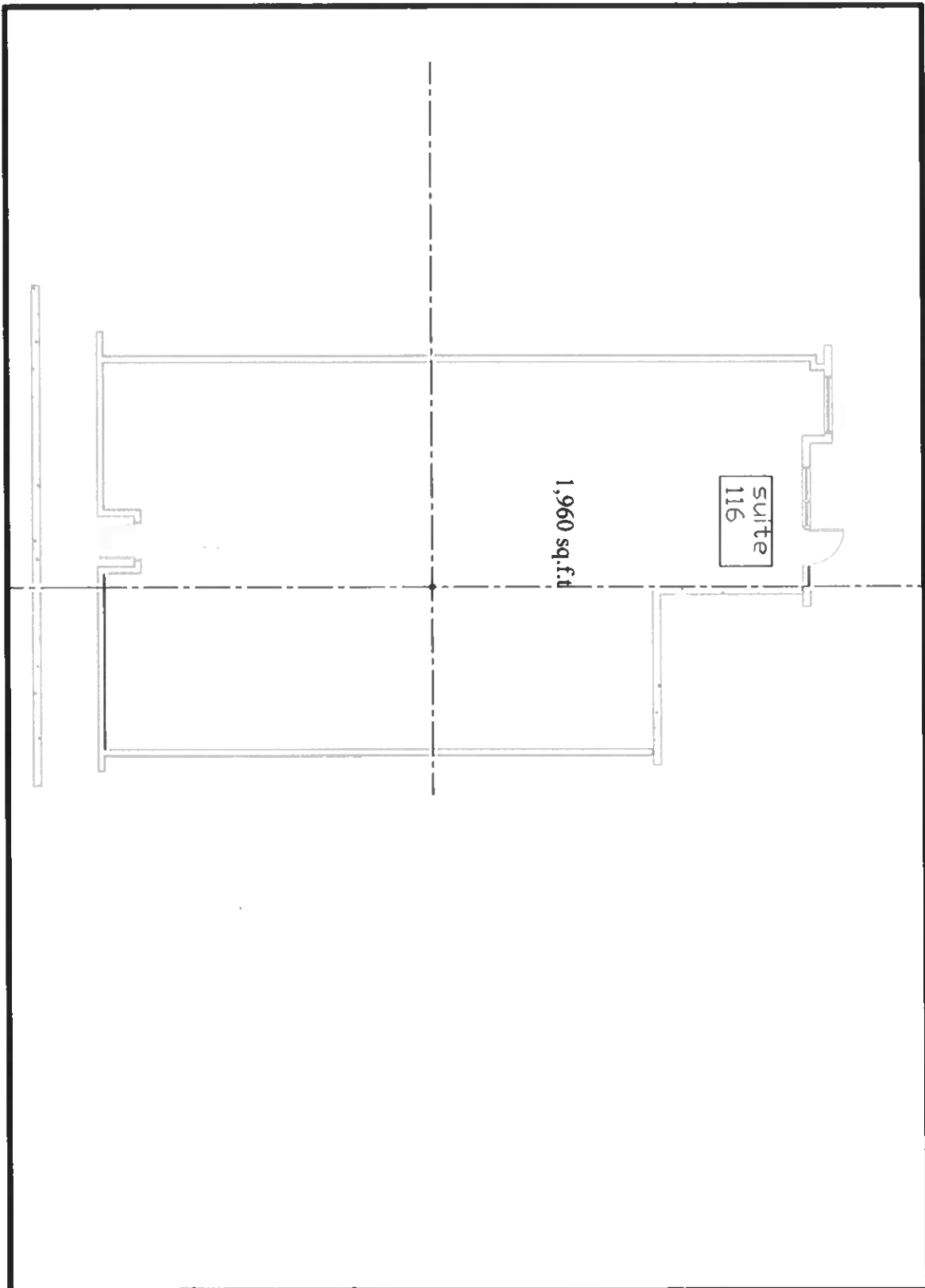
RP ALPHARETTA LLC
445 BISHOP ST SUITE 200
ATLANTA GA 30318

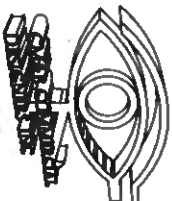
Hourly Distribution of Entering and Exiting Vehicle Trips by Land Use

Source: ITE *Trip Generation Manual* , 10th Edition

Land Use Code 495
 Land Use Recreational Community Center
 Setting General Urban/Suburban
 Time Period Weekday
 Trip Type Vehicle
 # Data Sites 17

Time	% of 24-Hour Traffic	
	Entering	Exiting
12-1 AM	0.5	2.1
1-2 AM	0.3	1.5
2-3 AM	0.3	1.1
3-4 AM	0.4	0.7
4-5 AM	1.3	0.3
5-6 AM	3.1	0.1
6-7 AM	16.8	2.6
7-8 AM	13.8	3.2
8-9 AM	5.7	2.7
9-10 AM	3.6	2.9
10-11 AM	3.3	2.8
11-12 PM	6.2	4.7
12-1 PM	8.9	6.1
1-2 PM	6.8	7.0
2-3 PM	5.1	6.9
3-4 PM	9.7	20.7
4-5 PM	3.6	11.6
5-6 PM	2.7	9.5
6-7 PM	1.2	2.4
7-8 PM	1.1	1.6
8-9 PM	1.0	1.6
9-10 PM	1.3	1.9
10-11 PM	1.8	2.5
11-12 AM	1.3	3.3



		SHEET TITLE	
		Suite 116	
		PROJECT	
		OLD MILTON - LANDLORD'S	
REF: PROJECT NO: 2014-08 DATE: CAD DWG FILE: A-102 FLOOR DRAWN BY:  CHECKED BY: 		DRAWING	
		A-102	

Reserve 116

Event Venue, Alpharetta, GA
Business plan

- 1. Executive summary**
- 2. Company overview**
- 3. Industry Analysis**
- 4. Customer analysis**
- 5. Competitive analysis**
- 6. Marketing plan**
- 7. Operations plan**
- 8. Management team**

Executive summary

Business Overview

Welcome to the neighborhoods newest event and creative space.

Reserve 116 will be an event venue that will hold stylish events in the heart of Alpharetta, GA. Its breathtaking industrial exposed brick and cement walls and beams will be the premier destination for intimate weddings, birthday parties, bridal and baby showers, corporate events, and fundraiser events etc. The vision is to bring an industrial stylish modern venue with city vibes to the suburbs of Alpharetta. Located in the heart of Alpharetta, GA minutes from downtown Alpharetta, 400 and the Avalon. The events held will be able to accommodate between 50 to 150 guests. Reserve 116 will partner with other local catering and pastry companies that can provide the food and pastries for any event. Reserve 116 will also work with clients in allowing them to bring in their own preferred caterers and vendors if desired with additional refundable security deposit and agreement.

Reserve 116 can also be used as the backdrop for your next photo shoot, helping you capture beautiful memories with your family and or create the content your business needs. Reserve 116 will provide set designs for content creators and social media influencers as well as family photography sessions.

Owned by Lele and Montaya Wright, a husband and wife team that have business and event planning experience of over 15 years, will ensure the success of Reserve 116. They will employ a team of three highly qualified and trained event planners and interns (Lele will start providing in house planning initially) and will partner with the most sought-after and highly recommended catering and pastry companies, florists, and Dj's that will make any event memorable and unique. The couple will also have tables/chairs and linens available for rent in house but will also work with local rental companies for items they may not offer in house.

Company overview

What is Reserve 116?

Reserve 116 is an Event Venue that will be a 1960 square foot facility that is able to hold indoor events and will be able to accommodate events of up to 50-150 guests in size. Lele and or the hired event planner will be able to work with each client on every detail in order to plan the perfect event/occasion.

Service Offering:

The following are the services Reserve 116 will be able to offer its clients:

- 1960 SF space
- Ceremony and reception flip option
- Beautiful double stair case atrium for photos
- Ample parking
- Recommendations for a catering, pastry, floral, and DJ services by an outside vendor
- Stylish and classy decor for any event
- An adequate supply of tables, chairs, and linens for any event
- A highly qualified and experienced team of event coordinators
- Designed sets for photo sessions, branding, family portraits, creating video content, product shots, fashion shots, commercial shots

Industry Analysis

The Event Venue industry will increase to over \$67 billion in the next five years. Industry growth will be driven by the following factors:

Per capita disposable income– Household disposable income, which is affected by changes in interest rates, wages, taxes and employment, can influence demand for and expenditure within the industry. Per capita disposable income is expected to increase over the next five years, which presents an opportunity for the industry.

Corporate profit is a useful indicator of industry success, as large companies often hold events. Moreover, companies with higher advertising budgets are likely to sponsor and advertise at events. As corporate profit rises, so does corporate spending on industry services. Corporate profit is expected to increase.

Number of adults aged 20 to 64– Adults aged 20 to 64 represent the largest market for industry operators because they are the most likely to host and attend events. As a result, demand for industry services is linked to the number of adults within this age bracket. The number of adults aged 20 to 64 is anticipated to rise, representing a potential opportunity for the industry.

Although the Pandemic has affected private venues and public events, Venues are now opening back up with strict COVID-19 protocols. Reserve 116 will have designated team of staff to full-time cleaning duty in order to provide a healthy and clean environment for its clients. Wedding and celebrations that were canceled and or postponed have now begun to book. Venues are now starting to see the light at the end of the tunnel. Reserve 116 will adapt to the new way of hosting events and will continue to bring in clients by being innovative and adding services that can bring in clients in a variety of ways.

Customer Analysis

Reserve 116 Event Venue will be targeting customers in the Alpharetta and surrounding areas. The list of customers will be small and medium size companies, and families in the area that require family events. They will be targeting young couples who are newly engaged, expecting parents that need a baby shower venue, parents that are planning their children's Birthday parties from toddler to Sweet 16 parties, bar mitzvah's, older couples that are celebrating milestone anniversaries. A lot of their clients will overlap, as some will be holding corporate events and will also require a family event, and vice versa. Reserve 116 will also focus on small business owners looking to expand their brand, content creators and social media influencers as well as individuals and families looking for a space for photography sessions.

Competitive Analysis

Direct and Indirect Competitors

Reserve 116 Event Venue will face competition from other businesses with a similar business profile. A summary of the competitors is below.

Next to Pure

Full service events space for graduations, parties, corporate events, rehearsals dinners. It is the sister company to the restaurant PURE which is right next door.

Metropolitan club

Full service events space for corporate functions, wedding, fundraiser etc. Can accommodate up to 400 guests for seated event and up to 800 for a standing cocktail reception.

The Avalon Hotel

The Avalon hotel offers views, location, and amenities for the client and their guests. It is a first-class, luxury hotel facility decorated with beautiful style architecture located in Alpharetta, GA not far from downtown. The venue includes panoramic views of shops and restaurants at the Avalon. It has 35,139 sq ft total event space, which includes 14 event rooms.

Other near by hotels with venue includes Atlanta Marriot and the Hilton hotel.

Competitive Advantage

Reserve 116 will be able to offer the following competitive advantages over their competition:

- Amazing and breathtaking atmosphere that includes chic industrial city vibes.
- Include a one-stop shop from venue to décor and planner in house.
- Cost effective vs. the Price of the large commercial hotel expense.
- A dedicated team of highly qualified and customer-service oriented event planners
- Partnerships with the most highly-sought after caterers, florists, and dj's that have a proven reliability and track record of servicing all types of events
- Reserve 116 will not have a restricted list of only preferred vendors. It will allow outside vendors and caterers, as the competitors will only use preferred.
- Reserve 116 will not have a food and beverage minimum as the competitors require one.
- Reserve 116 will be a boutique style event venue that will pay close attention to each detail of the clients needs and wants in order to provide an unforgettable and cost effective event and experience for its client

Success Factors

Reserve 116 Event venue will be able to achieve success by offering the following competitive advantages:

- Amazing and breathtaking atmosphere that includes stylish backdrops and décor, by providing a one stop shop for any special occasion
- Ceremony and reception option with a gorgeous elegant double staircase atrium for photography backdrop
- A dedicated team of highly qualified and customer-service oriented event in house planners

- Partnerships with the most highly-sought after caterers, florists, and dj's that have a proven reliability and track record of servicing all types of events
- Prices and accommodations you will not find in the area
- Providing a stylish backdrop for content creators to help expand their brand
- Allowing outside vendors preferred by clients

Marketing Plan

Brand & Value Proposition

Reserve 116 Event Venue will offer the unique value proposition to its clientele:

- Elegant and classy space and areas to be able to accommodate all types of events
- A dedicated team of highly qualified and customer-service oriented event planners/decorators
- In-house décor rental
- Partnerships with the most highly sought after catering and pastry companies, florists, photographers and dj's that have proven reliability and a track record of servicing all types of events.

Promotions Strategy

The promotions strategy for Reserve 116 is as follows:

Bridal Shows & Festivals

Lele and her team of event planners will attend all local bridal shows and festivals that are held annually in Georgia. The Atlanta Bridal shows and Expos are held throughout the year. The Georgia bridal show is also held annually in November and the Bridal Festival are throughout the year as well. Reserve 116 will register and will have an elegantly decorated table at the shows completed with brochures that include attractive photography, venue information, and business cards. The table will be decorated with floral samples and photographs of attractive wedding set-ups and decor. Swag bags with Reserve 116 promotional products and contact info will be handed out to potential clients and vendors.

Corporate Trade Shows

Lele and her team of event planners will also attend local trade shows/expos that promote venue options and industry events. Here, Lele and the event planners will have a table and the decor will be geared towards having a holiday party or corporate gala. They will have photos of venue options and brochures with information and business cards.

Publications

Reserve 116 will invest in large advertisements in local magazines that are geared towards weddings or corporate industry news. The advertisements will have professional photography that showcases the beautiful venue and the photos will be geared towards whichever publication it will go into. Contact information will be included in the advertisements.

Social Media

Reserve 116 will also create a Facebook, Instagram and tik tok business accounts. They will include numerous postings of beautiful photographs/videos of events held at the venue. They'll also ask the client to post photos of their event and tag Reserve 116 as well as use the hashtag #reservedjustforyou. This will increase visibility and followers of the accounts. Lele will utilize Instagram to run promotional ads in order to reach more people as well as gain more followers. Reserve 116 will partner with Alpharetta influencers who have large social media followings and allow them to use space for content in return for promoting the venue on their page. R116 will also host style shoots with local magazines in order to gain exposure of the venue from the publications.

Pricing

The pricing of Reserve 116 Event Venue will be moderate and on par with competitors so customers feel they receive value when booking their event. R116 will also run specials upon opening in order to help build rapport with the community.

Operations plan

Reserve 116 will have the following operations plan.

Operation Functions:

- Montaya Wright, Co-owner, will handle all business filings, accounting, tax payments, payroll, and permit and license obligations.
- Lele Wright, Co-owner, will be the lead event planner/decorator and oversee the team of event planners. She will also manage decor inventory, guest relations, and the social media accounts. She will also oversee and manage the participation of the bridal and event trade shows.
- Montaya & Lele will start off with a 3-person team of highly qualified event planners that will report directly to Lele. They will be in charge of taking incoming client calls, visits, and handling all aspects of the event with a client they are assigned to. The event planners will be paid based on the number of events they schedule and the size/type of event they are in charge of.
- A 3-4 person janitorial crew that will be in charge of all cleaning requirements, which will be included in booking pricing.

- Reserve 116 will outsource all catering, pastry, bar, floral, and music requirements so they are paid directly by the client and will not be on Reserve 116 payroll or management.

Milestones:

Reserve 116 will have the following milestones complete in the next five months.

09/18/2021 – Begin marketing campaign for social media and participate in the bridal shows and festivals with “Coming Soon” advertisements in order to build buzz and clientele.

10/01/2021 – Finalize lease agreement for event venue location

10/15/2021 – Begin build out plan and design of leased space

11/01/2021 – Submit Public Hearing Application with The City Of Alpharetta

11/05/2021- Send out letters to surrounding area business

01/25/2022- Public hearing

Reserve 116 Event Venue is working on achieving the following milestones:

- Register Reserve 116, LLC as a limited liability company registered to do business in the state of GA.
- Obtained the necessary business permits to operate a venue in Alpharetta, Georgia.
- Sign a Letter of Intent/lease for the event venue for a total of 1960 square feet.

As of date Reserved 116 has achieved the following milestones:

- Partnered with three trusted and reputable catering and pastry companies that are able to receive recommendations from Reserve 116 to be able to provide catering for the events.
- Partnered with three trusted and reputable florists that are able to provide floral services for the clients.
- Partnered with three trusted and reputable DJ companies that are able to provide DJ services for the clients.

- Partnered with reputable photographers that are able to provide services for clients as well as use venue space for their own needs and services.
- Began preliminary discussions with interior designer to design and help construct the desired event venue.
- Have obtained name of venue, logo, secured social media accounts

Management Team

Reserve 116 will be owned and operated by Lele and Montaya Wright. Montaya has 18 years of experience as an entrepreneur. He has owned and operated his own successful business for many years. He will be in charge of all accounting, tax and business filings, permitting, and payroll. Lele Wright has fifteen years experience as a certified event planner as well as a small business owner and has gained numerous recommendations over the years serving clients in the ATL and surrounding areas. Her event expertise and customer service skills make her a well-known and highly recommended local event planner. She also holds a master's degree in business management and a BS in marketing and advertising design.

Over the years, Lele and Montaya have attended numerous corporate galas, non-profit fundraiser galas, weddings and other events. They took notice of the key components required in order to have a highly sought after event venue.

Lele and Montaya finally found the perfect space to open their event venue that provides the entire required ambience for a memorable event. With Lele's event coordinator experience and Montaya's financial background and being able to manage a successful business, make them a perfect pair to own an event venue.

Callum, Alexandra

From: Woodman, Michael
Sent: Monday, December 6, 2021 1:31 PM
To: LELE WRIGHT
Cc: Callum, Alexandra
Subject: RE: Lele wright

Good afternoon, Lele. I hope you're doing well.

I wanted to pass along comments from the Fire Marshal (see below). I wanted you to be aware that the size of the space will likely not allow the max. capacity (150 people) that you indicate in your application. Based on this information you may consider reducing the max. capacity of the event venue as I believe it helps with approval of the conditional use. I discussed this with the Fire Marshal and he recommended that you look at a max. capacity closer to 100 people. He cannot make a final determination until he has a floor plan showing egress (entrance/exit) and total space for event venue minus any office space, storage space or restroom space.

Phillip Seabolt, Fire Marshal:

"If approved must meet all applicable building codes including 2010 ADA Standard.

Applicant projects 50-150 people. Based on the information provided by the applicant the occupant load for less concentrated use without fixed seating would be 130 max. That number could decrease depending on the egress capacity. That number would also decrease when restrooms and offices are built inside the suite."

Please let me know how you would like to proceed.

Thank you,

Michael A. Woodman, AICP
Senior Planner

City of Alpharetta
Community Development Department
2 Park Plaza
Alpharetta, Georgia 30009
(678) 297-6072
www.alpharetta.ga.us

-----Original Message-----

From: LELE WRIGHT <lelewrght@gmail.com>
Sent: Wednesday, November 03, 2021 1:23 PM
To: Woodman, Michael <mwoodman@alpharetta.ga.us>
Subject: Lele wright

CAUTION: This email originated from outside the City. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Callum, Alexandra

From: Woodman, Michael
Sent: Tuesday, December 7, 2021 2:04 PM
To: LELE WRIGHT
Cc: Callum, Alexandra
Subject: RE: Lele wright

Thank you, Lele. We will make that update to your application.

Michael A. Woodman, AICP
Senior Planner

City of Alpharetta
Community Development Department
2 Park Plaza
Alpharetta, Georgia 30009
(678) 297-6072
www.alpharetta.ga.us



From: LELE WRIGHT <lelewright@gmail.com>
Sent: Tuesday, December 07, 2021 1:54 PM
To: Woodman, Michael <mwoodman@alpharetta.ga.us>
Subject: Re: Lele wright

CAUTION: This email originated from outside the City. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Good afternoon Michael,

Thank you so much for letting me know.

Based on this information you just shared with me I have no problem with reducing the max. capacity of the event venue to 100.

Thank you so much

Lele wright

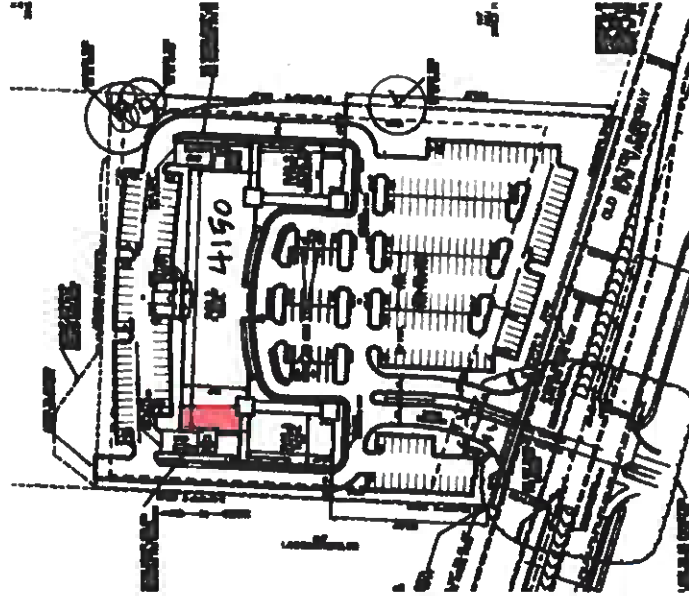
CU-21-15 Reserve 116 Event Venue/4150 Old Milton Parkway

The following are the services Reserve 116 will be able to offer its clients

- 1960 SF space
- Wedding Ceremony and reception flip option
- Beautiful double stair case atrium for photos
- Ample parking
- Recommendations for a catering, pastry, floral, and DJ services by an outside vendor
- Stylish and classy decor for any event
- An adequate supply of tables, chairs, and linens for any event
- A highly qualified and experienced team of event coordinators
- Designed sets for photo sessions, branding, family portraits, creating video content, product shots, fashion shots, commercial shots
- Educational workshops seminars trainings speaking engagements
- Bar Mitzvah
- Milestone celebrations
- Dinners (gala, fundraisers, anniversaries)
- Book signings
- Art shows

Hours of operation are as follows:

Monday: 8am-5pm	corporate educational trainings, seminars, workshops/ meetings
Tuesday: 8am-5pm	corporate educational trainings, seminars, workshops/ meetings
Wednesday: 8am-5pm	corporate educational trainings, seminars, workshops/ meetings
Thursday: 8am-5pm	corporate educational trainings, seminars, workshops/ meetings
Friday: 5pm-12am	Wedding ceremony/reception milestone celebrations
Saturday: 6am-12 am	Mix use of events
Sunday: 7am-11 pm	Mix use of events



ALPHARETTA CITY COUNCIL

MAYOR
JIM GILVIN

MAYOR PRO TEM
DONALD MITCHELL

COUNCIL MEMBERS

JASON BINDER
BRIAN BURNETT
JOHN HINES
DARI MERKEL
KAREN RICHARD



CITY COUNCIL MEETING STAFF REPORT

SUBMITTING DEPARTMENT: COMMUNITY DEVELOPMENT

SUBMITTED BY: KATHI COOK

DRAFTED BY: MICHAEL WOODMAN

I. AGENDA ITEM TITLE: PH-21-21 UNIFIED DEVELOPMENT CODE TEXT AMENDMENTS – MONUMENT SIGN TENANT PANELS

PLANNING COMMISSION: JANUARY 6, 2022

CITY COUNCIL: JANUARY 18, 2022

II. RECOMMENDATION:

Deny request for Unified Development Code text amendments related to monument sign tenant panels in shopping centers.

III. REPORT IN BRIEF:

The applicant, Atlanta Signs, is requesting consideration of text amendments to Unified Development Code (UDC) Section 2.6 Sign Code, to amend the maximum allowable tenant panels allowed on a monument sign in a shopping center. The current regulation allows up to four (4) tenant panels on a monument sign in shopping centers. The applicant proposes allowing up to twelve (12) tenant panels on a monument sign.

DISCUSSION

The submitted request, if approved, would allow for monument sign tenant panels equal to the number of tenants in a shopping center up to a maximum of twelve (12) tenant panels. The City's current regulations limits the number of tenant panels on a monument sign in a shopping center to no more than four (4).

The applicant proposes the following amendments to Unified Development Code (UDC), Section 2.6 Sign Code, related to monument sign tenant panels in a shopping center:

2.6.12 Requirements for non-residential zoning districts.

- A. Signs Permitted in Strip Shopping Centers (less than 50,000 sq. ft. enclosed leasable space).
 - 1. Primary Free-standing Sign (Monument Sign). One (1) primary monument sign no greater than ten (10) ft. in height with no more than forty-two (42) sq. ft. of copy area shall be permitted in a strip shopping center. The monument sign may have up to ~~four (4) tenant panels~~ twelve (12) tenant spaces or less, limited to the number of leasable tenant spaces up to a maximum of twelve (12) actual tenant space, which shall be calculated as part of the copy area. This sign shall be set back 20 ft. from the public right-of-way.
- B. Signs Permitted in Shopping Centers (more than 50,000 sq. ft. enclosed leasable space).
 - 1. Primary Free-standing Signs (Monument Signs).
 - a. The maximum number of primary monument signs permitted in a shopping center is as follows:

Size of Center (enclosed leasable space)	Total Number of Signs	<u>Total Number of Tenant Panels</u>
50,000 sq. ft. to 150,000 sq. ft.	2	<u>24 or less, up to 12 each</u>
Over 150,000 sq. ft. to 200,000 sq. ft.	3	<u>36 or less, up to 12 each</u>
Over 200,000 sq. ft.	4	<u>48 or less, up to 12 each</u>

- b. The monument sign may have ~~up to four (4)~~ tenant panels, which shall be calculated as part of the copy area.
 - c. No such sign shall be located within twenty (20) ft. of the public right-of-way of the street which affords the principal means of access to the shopping center. The sight distance of each sign shall conform to City standards, and evidence of conformity shall be provided to the Director.
 - d. The maximum height of any such sign shall be ten (10) ft. and the maximum area permitted for any such sign is as follows:

Height	Area of Sign	Copy Area
10 feet or less	420 sq. ft.	78 sq. ft.

The applicant states that the UDC text amendments are needed to accurately convey businesses and services to the public, avoid consumer confusion in locating businesses and to not damage businesses and property owners by limiting advertising.

Staff believes the applicant's proposed change could be a public safety issue as the overall monument sign area of 42 square feet would not change. This would lead to smaller tenant panels that are less discernable to motorists. In addition, vehicle navigation is more commonly used to locate businesses that are unfamiliar to the customer.

Staff looked at sign code regulations in surrounding and nearby jurisdictions, as it relates to monument signs in shopping centers. Most jurisdictions do not specifically address tenant panels and do not limit tenant panels to a maximum number. However, except for the City of Milton, the other jurisdictions that were looked at allow monument signs that are greater in sign area and mostly greater in height than Alpharetta's sign regulations.

Monument Sign Regulations – Surrounding and Nearby Jurisdictions

Jurisdiction	Tenant Panels	Height	Sign Area
City of Roswell	Unlimited	Up to 12'	Up to 96 SF, 6 or more tenant panels
City of Johns Creek	Unlimited	Up to 8'	Up to 64 SF, tenant panels can be measured separately
City of Milton	Not addressed	Up to 6'	32 SF
City of Sandy Springs	Not addressed	Up to 8'	Up to 64 SF
City of Woodstock	Not addressed	Up to 12'	Up to 120 SF
City of Chamblee	Not addressed	Up to 8'	Up to 64 SF
City of Tucker	Not addressed	Up to 20'	Up to 270 SF

COMMUNITY ZONING INFORMATION MEETING

The CZIM was held on December 8, 2021. There was one (1) public comment asking about the number of proposed tenant sign panels.

IV. ATTACHMENTS:

- Ordinance



COMMUNITY DEVELOPMENT
COMMUNITY ZONING INFORMATION MEETING
DECEMBER 08, 2021
ZOOM
6:00 PM

- I. Staff Present
 - a. Michael Woodman
 - b. Ben Kern
 - c. Alex Callum
- II. Reserve 116- 4150 Old Milton Parkway
 - a. Applicant Presentation: Lele Wright
 - i. 1960 sq ft space
 - ii. The site would be used for weddings, workshops, and birthday parties.
 - b. There were no public comments or questions for this item.
- III. Atlanta Signs
 - a. Applicant Presentation: Dave West
 - i. The applicant is requesting for tenant panel signs be allowed more than four spaces.
 - b. Public Comments:
 - i. How many spaces is the applicant requesting? The applicant confirmed twelve.
- IV. Wellstar Sign Exception- 2450 Old Milton Parkway
 - a. Applicant Presentation: Mark Drye
 - i. Rebranding process for Wellstar- the signage needs to be updated
 - ii. There would be an urgent care signage along Old Milton
 - iii. The applicant is reducing the number of signs and relocating them to be more visible
 - b. Public Comments:
 - i. This is a great strategy and big improvement.
- V. Continuum- 5555 Windward Parkway
 - a. Applicant Presentation: Julie Sellers
 - i. It is currently an office park.
 - ii. Mostly hidden
 - iii. It's consistent with the city's vision
 - iv. Amenity space of 3 acres
 - v. Pedestrian friendly
 - b. Public Comments:
 - i. Is parking paid or free? The applicant confirmed that the decision had not yet been finalized.
 - ii. Can you show where the parking will be?
 - iii. How is traffic not affected by this?
- VI. Chat comments for this CZIM:

From greer laptop : the second speaker asked to be allowed to have more than 4 vendors on the sign. But how many is he asking to be allowed on the sign?

From Michael Woodman : i will get to your question once we finish the wellstar item

From greer laptop : no. thank you.

From greer laptop : the newspaper article mentioned a proposed 488 apartments. It also stated this

mixed use plan would not impact traffic. How can that be when you are adding an insane number of apartments/condos, etc? The current mixed use plan in downtown Alpharetta has made the traffic downtown a total mess. I don't see the difference between that and this proposal.

From william robichaud william.robichaud@hpe.com : Can you point out where the parking would be located for the current office buildings at the site today. Where on the block plan is parking represented

From Tim's Galaxy S10+ : C is currently a loading dock area. will that be retained is that is a parking deck?

From Tim's Galaxy S10+ : thank you

The CZIM meeting ended at 6:29 p.m.



PUBLIC HEARING APPLICATION FORMS AND REQUIREMENTS

UPDATED: JUNE 25, 2021

Sign Ordinance Code Text Changes Request

November 1, 2021

Atlanta Signs on Demand
Dave West
5017 Gunners Run NE
Roswell, GA 30075

770-875-9715
Sales@AtlantaSigns.Net

DEPARTMENT OF COMMUNITY DEVELOPMENT

2 PARK PLAZA
ALPHARETTA, GA 30009
WWW.ALPHARETTA.GA.US

TEL: 678.297.6070
FAX: 678.297.6071

CITY OF ALPHARETTA

PUBLIC HEARING APPLICATION

FOR OFFICE USE ONLY

Case #:

PH #:

Property Taxes & Code Violations Verified

Fee Paid

Initial: _____

COMMUNITY DEVELOPMENT DEPARTMENT

2 PARK PLAZA

ALPHARETTA, GA 30009

1. This page should be the first page in each of your completed application packets.
2. It is preferred that all responses be typed. Illegible applications will not be accepted.
3. Prior to signing and submitting your application, please check all information supplied on the following pages to ensure that all responses are complete and accurate. Incomplete applications will not be accepted.
4. Payment of all applicable fees must be made at the time of application. Payment may be made via cash, credit card (American Express, Master Card or Visa), or check made payable to "City of Alpharetta." Please note that a 3% convenience fee will be added to all credit card transactions.
5. Applications will be accepted on the designated submittal dates between the hours of 8:30 AM and 3:30 PM.
6. If you have any questions regarding this form, please contact the Community Development Department by calling 678-297-6070.

Contact Information

Contact Name: Dave West

Telephone: 770-875-9715

Address: 5017 Gunners Run NE

Suite: _____

City: Roswell,

State: GA

Zip: 30075

Fax: _____

Mobile Tel: 770-875-9715

Email: Sales@AtlantaSigns.Net

Subject Property Information:

Address: N/A

Current Zoning: _____

District: _____

Section: _____

Land Lot: _____

Parcel ID: _____

Proposed Zoning: _____

Current Use: _____

This Application For (Check All That Apply):

☐ Conditional Use

☐ Master Plan Amendment

☐ Comprehensive Plan Amendment

☐ Rezoning

☐ Master Plan Review

☐ Variance

☐ Public Hearing

☐ Exception

☒ Other (Specify): Code Text Change (sign ordinance)

APPLICANT REQUEST AND INTENT

What is the proposed use(s) of the property?

N/A

Applicant's Request (Please itemize the proposal):

Sign Ordinance / Code Text Change

The current Sign Ordinance limits Shopping Strip Centers to only four (4) Tenant Panels within the monument used to represent Tenants who provide products and services within the Center.

This request is to propose an increase in the number of allowable Tenant Panels for Shopping Strip - Property Monument Signs. The increase should be consistent with the property capacity or number of allowable Tenants specified in the approved building plans for construction of the commercial building / Shopping Strip Center.

Most Shopping Strip Centers have more than four (4) Tenants and this restriction is misleading and confusing to consumers / motorists as they approach the property. Furthermore, this is damaging to the Business Owner and also the Property Owner.

See next page for proposed text

Applicant's Intent *(Please describe what the proposal would facilitate)*

Sign Ordinance / Code Text Change

Increasing the number of allowable Tenant Panels to be consistent with the number of businesses operating in the Shopping Strip Centers, on the Monument Sign Structure, would provide consistency and would accurately convey what businesses and services are available to the public within the Shopping Center (at a glance).

All small businesses operating within a commercial shopping center need this representation to increase public awareness and growth provided by this exposure to potential new consumers to their business.

If a consumer anticipates a business location through the aid of Google Maps for example and they do not see the business on the Shopping Center Monument, this is confusing and this could cause a motorist to hesitate or bypass the Center. Motorist assume all businesses in the Center would be publicized on the primary landmark for the Center.

Proposed Text Change Regarding Number of Tenant Panels:

(Ord. No. 720 , § 2(Exh. A), 2-22-2016)
2.6.12 Requirements for non-residential zoning districts.
A. Signs Permitted in Strip Shopping Centers (less than 50,000 sq. ft. enclosed leasable space).
1. Primary Free-standing Sign (Monument Sign). One (1) primary monument sign no greater than ten (10) ft. in height with no more than forty-two (42) sq. ft. of copy area shall be permitted in a strip shopping center. The monument sign may have up to ~~four (4) tenant panels, which~~ shall be calculated as part of the copy area. This sign shall be set back 20 ft. from the public right-of-way.

Shopping Centers (less than 50,000 sq. ft
(Ord. No. 720 , § 2(Exh. A), 2-22-2016) - 2.6.12

Proposed Text:
“The monument sign may have up to **twelve (12) tenant spaces or less, limited to the number of leasable tenant spaces up to a maximum of twelve (12) actual Tenant spaces, . . .**”

Note: The proposed maximum number of twelve (12) tenant space is based on two factors:
1. A copy area of 42 sq ft cannot effectively facilitate more than twelve (12) Tenant Spaces and a copy area of 32 sq ft cannot effectively facilitate more than eight (8) Tenant Spaces.
2. The majority of Shopping Strip Centers seldom have less than eight tenants and often have twelve or more.

B. Signs Permitted in Shopping Centers (more than 50,000 sq. ft. enclosed leasable space).
1. Primary Free-standing Signs (Monument Signs).
a. The maximum number of primary monument signs permitted in a shopping center is as follows:

Size of Center (enclosed leasable space)	Total Number of Signs	Total Number of Tenant Panels
50,000 sq. ft. to 150,000 sq. ft.	2	24 or less, up to 12 each
Over 150,000 sq. ft. to 200,000 sq. ft.	3	36 or less, up to 12 each
Over 200,000 sq. ft.	4	48 or less, up to 12 each

b. The monument sign may have up to ~~four (4) tenant panels,~~ which shall be calculated as part of the copy area.
c. No such sign shall be located within twenty (20) ft. of the public right-of-way of the street which affords the principal means of access to the shopping center. The sight distance of each sign shall conform to City standards, and evidence of conformity shall be provided to the Director.
d. The maximum height of any such sign shall be ten (10) ft. and the maximum area permitted for any such sign is as follows:

Height	Area of Sign	Copy Area
10 feet or less	420 sq. ft.	78 sq. ft.

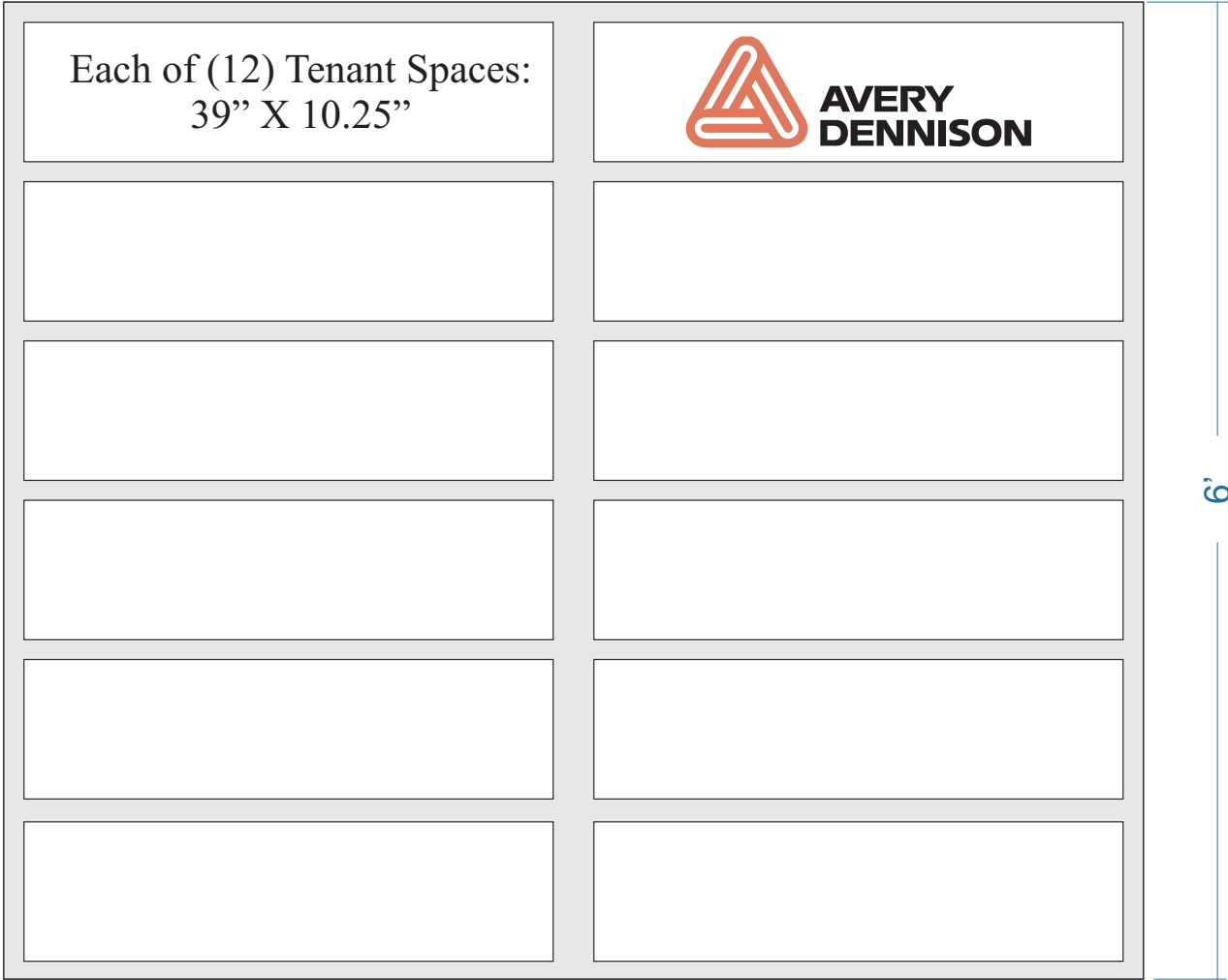
Proposed Text:
“The monument sign may have up to **twelve (12) tenant spaces or less, limited to the number of leasable tenant spaces up to a maximum of twelve (12) actual Tenant spaces, . . .**”

Note: The proposed maximum number of twelve (12) tenant space is based on two factors:
1. A copy area of 42 sq ft cannot effectively facilitate more than twelve (12) Tenant Spaces and a copy area of 32 sq ft cannot effectively facilitate more than eight (8) Tenant Spaces.
2. The majority of Shopping Strip Centers seldom have less than eight tenants and often have twelve or more.

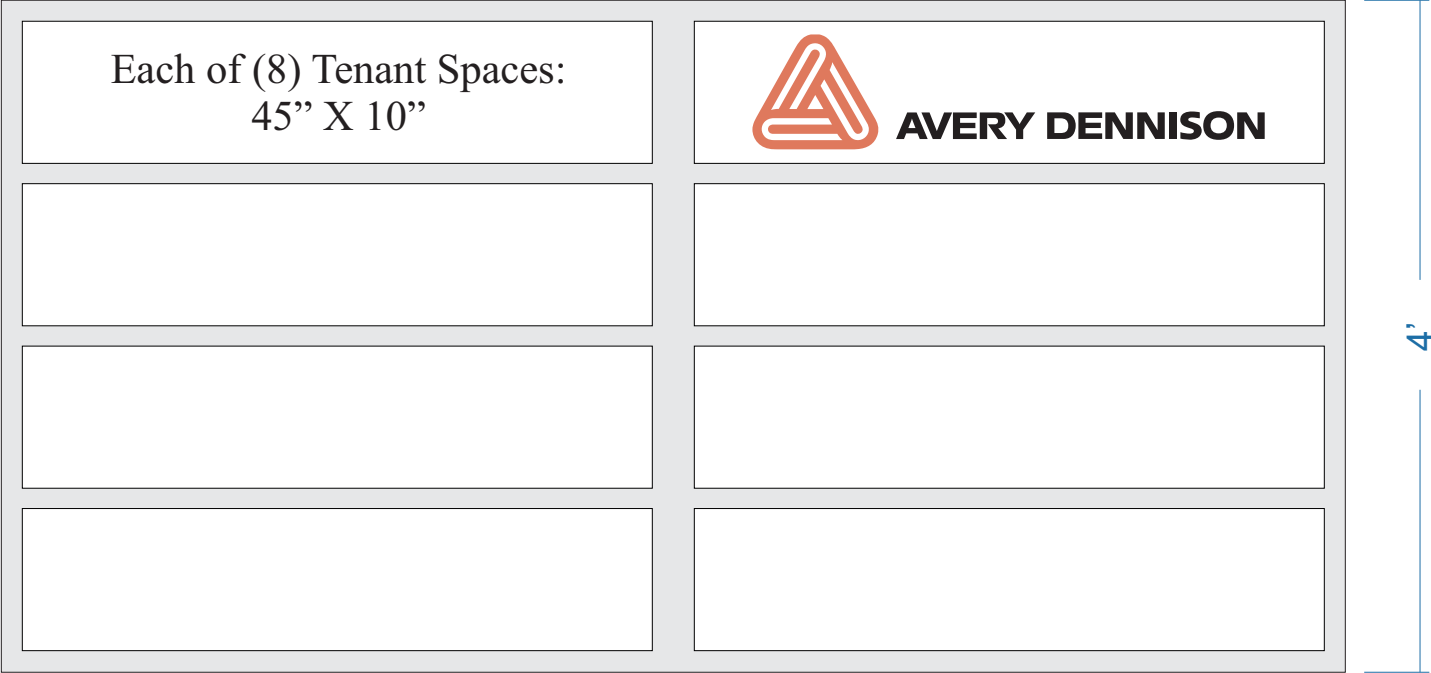
Please see depictions with dimensions on the following two pages...

Proposed Ordinance Text Change Results

Total Copy Area: 42 sq ft / 7' X 6' with twelve (12) Tenant Spaces

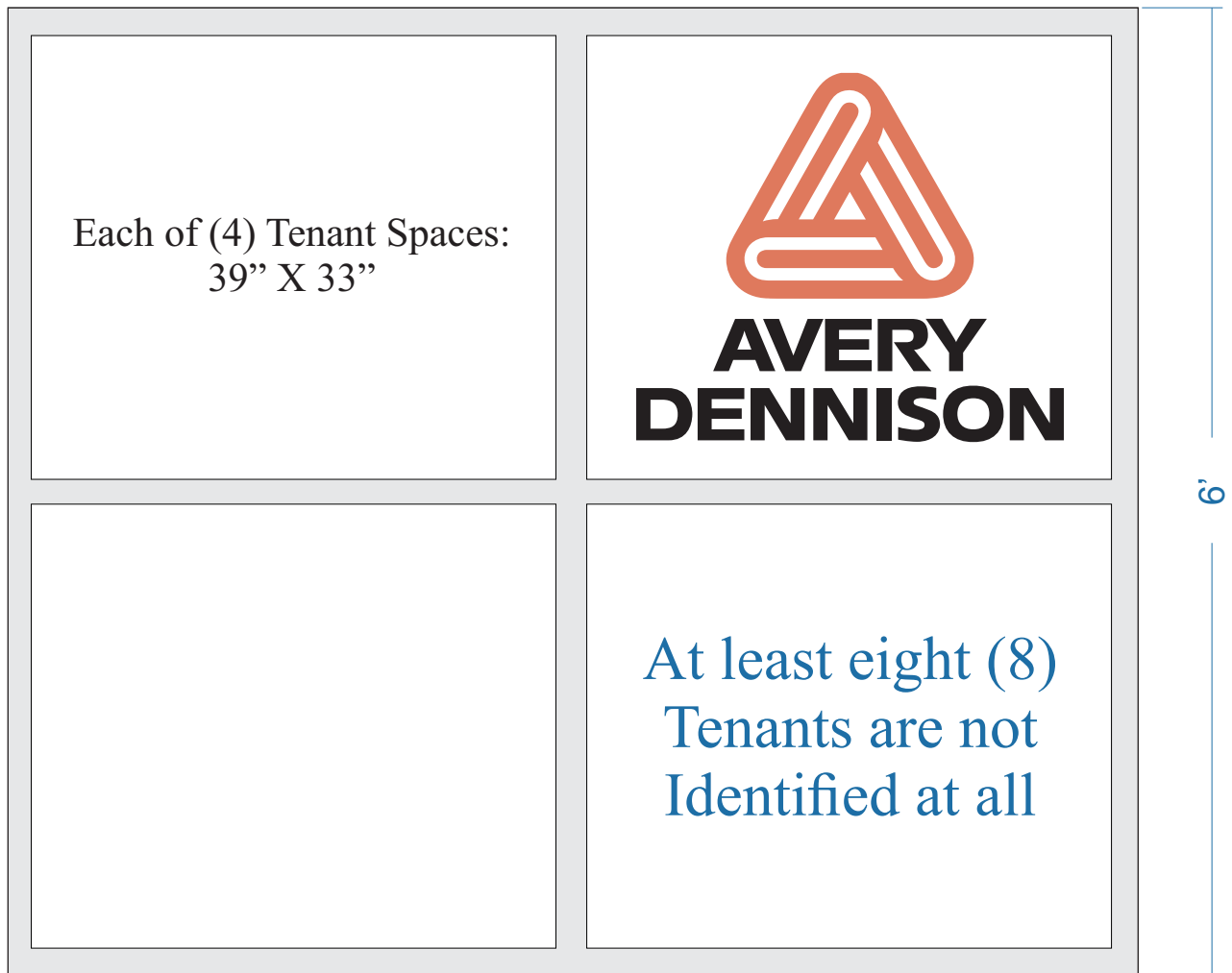


Total Copy Area: 32 sq ft / 8' X 4' with eight (8) Tenant Spaces

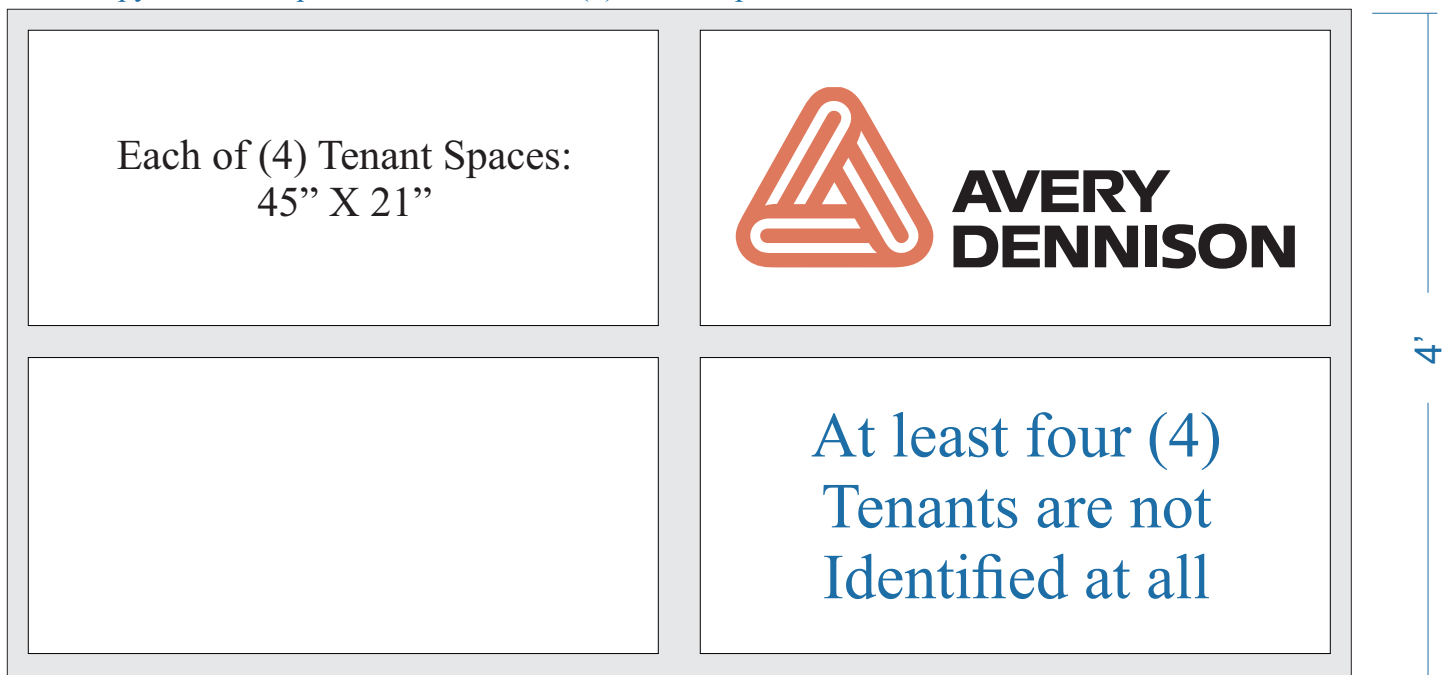


Current Ordinance Results

Total Copy Area: 42 sq ft / 7' X 6' with four (4) Tenant Spaces



Total Copy Area: 32 sq ft / 8' X 4' with four (4) Tenant Spaces



PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: N/A

Telephone: _____

Address: _____

Suite: _____

City: _____

State: _____

Zip: _____

- _____

Authorization:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that I am the legal owner, as reflected in the records of Fulton County, Georgia, of the property identified below, which is the subject of the attached Application for Public Hearing before the City of Alpharetta, Georgia.

As the legal owner of record of the subject property, I hereby authorize the individual named below to act as the applicant in the pursuit of the Application for Public Hearing in request of the items indicated below.

☐ Annexation

☐ Special Use

☐ Rezoning

☐ Conditional Use

☐ Variance

☐ Master Plan

☐ Land Use Application

☒ Other Sign Ordinance / Code Text Change

Property Owner's Authorized Applicant (if applicable):

Name of Authorized Applicant: William David West

Telephone: 770-875-9715

Address: 5017 Gunners Run NE

Suite: _____

City: Roswell,

State: GA

Zip: 30075 - 1500

So Sworn and Attested:

Owner Signature: _____

Date: _____

Notary:

Notary Signature: _____

Date: _____

DISCLOSURE FORM

The Official Code of Georgia Annotated requires disclosure of campaign contributions to government officials by an applicant or opponent of a rezoning or public hearing petition (O.C.G.A. 36-67 A-1).

Applicants must file this form with the City of Alpharetta Community Development Department within ten (10) days after filing for rezoning or public hearing. Opponents to a rezoning or public hearing petition must file this form five (5) days prior to the Planning Commission meeting at which the subject rezoning or public hearing petition is scheduled to be heard.

Name of Applicant or Opponent: William David West

Subject Public Hearing Case: PHA 210055

Campaign Contribution Information:

Please provide the requested information for each contribution with a dollar amount or value of \$250 or more made within the past two (2) years to an Alpharetta Official by the individual identified above. Please use a separate form for each Alpharetta Official to whom such a contribution as been made.

If the individual identified above has made no such contributions to an Alpharetta Official within the past two (2) years, please indicate this by entering "N/A" on the appropriate lines below.

Name of Official: N/A Position: _____

Description of Contribution: _____ Value: 0.00

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Campaign Contribution Information:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Disclosure Form is true and accurate and that I have disclosed herein any and all campaign contributions made to an Official of the City of Alpharetta, Georgia in accordance with O.C.G.A. 36-67 A-1.

Signature: _____



Date: October 28, 2021



CITY COUNCIL MEETING STAFF REPORT

SUBMITTING DEPARTMENT: COMMUNITY DEVELOPMENT

SUBMITTED BY: KATHI COOK

DRAFTED BY: MICHAEL WOODMAN

CITY COUNCIL SPONSOR: STAFF INITIATED

I. AGENDA ITEM TITLE: PH-21-17 UNIFIED DEVELOPMENT CODE TEXT AMENDMENTS – DOWNTOWN OVERLAY SIGN CODE

PLANNING COMMISSION: JANUARY 6, 2022

CITY COUNCIL: JANUARY 18, 2022

II. REPORT IN BRIEF:

Consideration of text amendments to Unified Development Code (UDC) Section 2.6 Signs, to add regulations pertaining to signs in the Downtown Overlay.

DISCUSSION

At the direction of the Design Review Board (DRB), Staff organized a Committee to research appropriate Downtown Sign regulations. The committee consisted of sign company professionals, members of the DRB and Staff. The results of the research were presented to the DRB on April 16, 2021 and updated to reflect feedback provided at that meeting. As a result, Staff proposes the following text amendments to Unified Development Code (UDC), Section 2.6 Signs, as it relates to signage in the Downtown Overlay:

- Prohibit sign cabinets;
- Prohibit face illuminated signs; and
- Add design regulations applicable to external illumination, monument signs, wall signs, perpendicular or hanging signs and window signs.

III. ATTACHMENTS:

- UDC Strike Through and Underline Edits
- Downtown Sign Research Presentation 4.22.21

SECTION 2.6 SIGNS¹

2.6.1 Findings, purpose and intent.

A. *Findings.*

1. The City of Alpharetta finds that signs are a proper use of private property, are a means of personal free expression and a necessary component of a commercial environment. As such, signs are entitled to the protection of the law. In the absence of regulation, however, the number of such signs tends to proliferate, with property owners' desiring ever increasing numbers and sizes of signs, leading to cluttered and aesthetically blighted thoroughfares and properties. In addition, the competition among competing sign owners for visibility of their signs contributes to safety hazards for both vehicles and pedestrians and undermines the sign owners' original purpose of presenting a clear message of its idea or identification of its premises.
2. The City further finds that the size, height, number, design characteristics, spacing and location of signs in the City directly affect the public health, safety and welfare and property values.
3. The City further finds that the regulation of the size, height, number, design characteristics, spacing and location of signs is necessary to protect the public safety, to assure compatibility of signs with surrounding land uses, to enhance the business and economy of the City, to protect the public investment in the streets and highways, to maintain the tranquil environment of residential areas, to promote industry and commerce, to eliminate visual clutter and blight, to provide an aesthetically appealing environment, and to provide for the orderly and reasonable display of both advertising and non-commercial messages for the benefit of all the City's citizens.
4. The City further finds that there is a substantial difference between signs erected by public authority and signs erected by private citizens or businesses. Signs erected by public authority are virtually all erected for the purpose of maintaining the public safety either through direct control of traffic or through provision of such type signage as street signs which enable the traveling public to know where they are located and to find where they are going. As such, with the exception of limited signs serving other purely public purposes, such as identifying government buildings or conveying government speech, virtually all government signs are erected purely for public safety purposes. Moreover, their use in the public right-of-way is necessary to ensure their visibility to the motoring public. The City finds that public utility signs are frequently of the same nature as those signs erected by governmental entities in that they provide necessary information to safeguard the public from downed power lines and from street excavations. Even where signs serve a propriety purpose, such as identifying markings on utility poles, those signs are marked primarily for the purpose of benefiting the public generally through identification of locations where there may be temporary losses of power.
5. The City further finds that there is a substantial need directly related to the public health, safety and welfare to comprehensively address these concerns through adoption of the following regulations.

B. *Purpose and Intent.* The purpose and intent of the governing authority of the City of Alpharetta in enacting this Ordinance includes, are as follows:

¹Editor's note(s)—Ord. No. 720 , § 2(Exh. A), adopted 2-22-2016, repealed former § 2.6 (2.6.1—2.6.14), and enacted a new § 2.6 as set out herein. The former § 2.6 pertained to similar subject matter and derived from the original codification and Ord. No. 713 , §§ 1—8, adopted Sept. 28, 2015.

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1. To protect the health, safety, general welfare and property values of the citizens of the City, and to implement the policies and objectives of the Comprehensive Plan of the City through enactment of a comprehensive set of regulations governing signs in the City;
 2. To regulate the erection and placement of signs within the City in order to provide safe operating conditions for pedestrian and vehicular traffic without unnecessary and unsafe distractions to drivers and pedestrians;
 3. To preserve the value of property on which signs are located and from which signs may be viewed;
 4. To maintain an aesthetically attractive city in which signs are compatible with the surrounding area;
 5. To maintain for the City's residents, workers and visitors a safe and aesthetically attractive environment and to advance the aesthetic interests of the City;
 6. To prevent the destruction of the natural beauty and environment of the City and maintain and maximize tree coverage within the City;
 7. To establish comprehensive sign regulations which effectively balance the protection of legitimate business and development needs and the rights of individuals and businesses to convey their messages through signs with the promotion of a safe and aesthetically attractive environment for residents, workers and visitors to the City and the protection of the public health, safety, and general welfare;
 8. To ensure the protection of free speech rights under the State and United States Constitution within the City;
 9. To promote economic development;
 10. To establish a permit system to allow specific types of signs in zoning districts consistent with the uses, intent and aesthetic characteristics of the areas where the signs are to be located;
 11. To provide temporary signs in limited circumstances;
 12. To place reasonable controls on non-conforming signs that are by definition contrary to the public health, safety and welfare while protecting the constitutional rights of the owners of said non-conforming signs;
 13. To provide for the maintenance of signs;
 14. To avoid the harmful aspects of the unrestricted proliferation of signs; and
 15. To ensure the fair and consistent enforcement of sign regulations.

(Ord. No. 720 , § 2(Exh. A), 2-22-2016)

2.6.2 Scope of regulations.

- A. The provisions and standards of this Ordinance shall apply to all signs located or erected within the corporate limits of the City.
- B. Protected non-commercial speech shall be permitted in any place commercial speech is permitted under this Ordinance. Any sign provided for in any zoning district may contain non-commercial messages. To the extent any conflict arises between this provision and any other language found in this Ordinance, this provision shall control.
- C. Nothing herein shall be construed to permit display of any message which is obscene, illegal or speech which is otherwise unprotected under the First Amendment of the United States Constitution. Nothing herein shall be construed to prohibit a prosecution for violation of a criminal statute by the City or other duly constituted government authority or a civil action by the City or other private person or entity.

2.6.3 Definitions.

As used in this Ordinance, unless the context indicates otherwise, the following terms shall have the meaning set forth below:

Abandoned Sign. Any sign that contains or exhibits broken panels, visible rust, visible rot, damaged support structures, or deteriorated copy through lack of maintenance, or which is otherwise dilapidated, unsightly, or unkempt, and for which no person accepts maintenance responsibility.

Animated Sign. Any sign, or part of a sign, that uses any movement or change of lighting or color to depict action or create a special effect or scene, changes colors or physical position by movement or rotation, or which gives the visual impression of such movement or rotation. This includes signs that flash, blink, scroll, fade or rotate/revolve to display a message in more than one direction, and tri-vision signs, but does not include flags, banners, or canopies.

Background Area. The area of a sign face on which copy could be placed, as opposed to the copy area, where copy is in fact posted or painted. See also, "Face of Sign" (or "Sign Face").

Banner. Any sign of lightweight fabric, plastic or similar material that is intended to be hung either with a frame or without a frame. Neither flags nor canopy signs are considered banners.

Beacon. Any light with one (1) or more beams which rotate, move or which are directed into the atmosphere or at one (1) or more points not on the same lot as the light source.

Canopy (or Marquee). A permanent roof-like shelter extending from part or all of a building face and constructed of some durable material such as fabric, metal, glass or plastic.

Canopy Sign. Any sign attached to or constructed in or on a canopy. For purposes of this Ordinance, this term includes Marquee Sign.

Changeable Copy Board. Any sign or part of a sign face that incorporates changeable board or panels, each of which contain a number, letter, character, graphic, symbol or image, to form a sign message or messages ("changeable copy"), whether the changing of such panels or boards are accomplished electronically or manually. A tenant panel is not considered changeable copy.

Channel Letter Sign. A three-dimensional, individually cut letters or figures, illuminated or non-illuminated, affixed to a structure.

City. The City of Alpharetta, Georgia.

Copy. The characters, symbols, graphics, images, letters, words, writing, and/or information or advertising display on a sign surface.

Copy Area. The area in square feet of the smallest rectangle enclosing the actual copy of a sign.

Directory Sign. A single, permanent free-standing sign for multiple businesses, offices, professionals, industries or other entities located within a planned center.

Double-Faced Sign. A sign which has two (2) display areas against each other or where the interior angle formed by the display areas is sixty degrees (60°) or less, where one (1) face is designed to be seen from one (1) direction and the other face from another direction.

Electronic sign. Any sign, or portion of a sign, whose message may be changed at intervals by electronic process or by remote control, including signs such as a tri-vision sign, LCD sign or LED sign.

Facade. The exterior front of a building or structure exposed to public view.

Face of Sign or Sign Face. That part of a sign that is or can be used to announce, direct attention to, identify, advertise or otherwise communicate information. The entire area of sign on which copy could be placed. See also, "Background Area." The sign face may be composed of two or more modules on the same surface that are separated or surrounded by portions of a sign structure not intended to contain any advertising message or idea and are purely structural or decorative in nature.

Feather Sign. A temporary sign or device made of lightweight plastic, fabric, or other material, whether or not containing a message of any kind, attached to a single rod, stake or staff for support, and designed to move in the wind.

Flags. Any fabric, bunting or similar material containing distinctive colors, patterns, or symbols.

Flashing Sign. A sign, the illumination of which is not kept constant in intensity at all times when in use, and which exhibits marked changes in lighting effects.

Free-standing Sign. Any sign erected on a free-standing base, foundation, or frame, or otherwise supported by structures, supports or posts that are attached to, placed on, or anchored in the ground, and which are independent from and not attached to any building or other structure. All permanent free-standing signs shall be self-supporting structures erected on and permanently attached to solid bases or foundations.

Illuminated Sign, External. Any sign illuminated by an external light source. Such source cannot be a device that changes color, flashes or alternates.

Illuminated Sign, Internal. Any sign illuminated by an internal light source. Such source cannot be a device that changes color, flashes or alternates.

Lot or Parcel. A designed parcel, tract or area of land legally established by plat, subdivision or as otherwise permitted by law, to be separately owned, used, developed or built upon.

Monument Sign. A type of permanent free-standing sign that consists of a sign face attached on a solid base or foundation, designed in a manner such that the bottom (base) of the sign face is flush with the supporting solid base, which is directly mounted on and flush with the ground. The supporting base shall be at least as wide as the sign face and shall be constructed of brick, stone, or other architectural material as set forth herein. Also referred to as a "ground sign."

Non-conforming Sign. A sign erected or otherwise in use prior to the effective date of this Ordinance which fails in one or more respects to comply with all provisions of this Ordinance.

Obscene. Any form of speech which, taken as a whole, appeals to the prurient interest in sex, portrays sexual conduct in a patently offensive way, and which, taken as a whole, does not have serious literary, artistic, political, or scientific value. See *Miller v. California*, 413 U.S. 15, 93 S. Ct. 2607 (1973).

Outparcel. A portion of a larger parcel of land generally designed as a site for a separate structure and business from that of the larger main tract. To be recognized as an outparcel, the parcel must abut and be external to the larger main tract, have street frontage, and at the time of approval of the site plan for the larger main parcel be identified and delineated as a separate building site from that of the larger main parcel.

Pennant or Streamer. A temporary sign or device made of lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in a series, designed to move in the wind.

Permanent Sign. Any sign affixed in manner that enables the sign and its copy to resist environment loads and precludes ready removal or movement of the sign, which is designed and constructed in a manner such that its intended use appears to be indefinite, and which, when installed, is intended for permanent use.

Perpendicular Sign. A sign that is placed perpendicular to the face of a wall and can be read on both sides. Such signs can be mounted to a wall or attached to the underside of an awning.

Portable Sign. Any sign which is designed to be transported, including, but not limited to, signs transported by trailer or its own wheels, even though the wheels of such sign may be removed and remaining chassis or support constructed without wheels is converted to an "A" or "T" frame sign or attached temporarily or permanently to the ground. Portable sign also means a sign carried by a person when that person's function is to display or convey a message as a pedestrian. Portable sign also means and includes a sign attached to, mounted on, posted on, painted or drawn on a motorized or drawn vehicle, when such vehicle is parked or placed in such a manner as to serve the purpose of an advertising device, or routinely parked at a location other than the location generally associated with the message conveyed or identified thereon, or when the primary purpose or function of such vehicle is to transport the message or messages conveyed or identified thereon. Portable signs shall not be deemed to include standard bumper stickers on vehicles, license plates, or signs that may be reflected on hats or other articles of clothing.

Roof Line. The top edge of the roof or the top of the parapet, whichever forms the top line of the building silhouette.

Roof Sign. Any sign erected upon, against or directly above a roof or on top of or above the parapet of a building.

Rotating Sign. Any sign or portion of a sign that moves in a revolving or similar manner.

Sidewalk or Sandwich Board Sign. A movable sign not secured or attached to the ground or surface upon which it is located.

Sign. Any identification, description, illustration, device, fixture, structure, display or visual representation, which is visible from any public place and affixed to, or supported or suspended by, a stationary object, structure, building or the ground that uses any color, form, character, symbol, graphic, image, illumination, or writing to announce, direct attention to, identify, or advertise an object, idea, location, place, person, institution, organization, business, product, service, activity or event or to otherwise visually communicate information, ideas or messages of any kind to the public. "Sign" includes the sign face and sign structure..

Sign Structure. Any structure, other than a building, which supports, has supported or is designed to support a sign. A decorative cover is part of a sign structure.

Site Plan. A scaled, legible drawing representing the parcel of land on which a sign is to be located showing at least the property lines, public street right-of-ways, drive entrances, buildings and the location of existing free-standing signs.

Standard Informational Sign. A non-illuminated, temporary free-standing sign, which shall contain no reflecting elements, flags, projections or unpainted wooden surfaces, mounted on a post, stake or metal frame (with a thickness or diameter not greater than three and one-half inches) that is attached to, or anchored in, the ground. Standard informational signs are limited per lot to either one (1) sign that is twelve (12) square feet in area or up to four (4) signs not to exceed an aggregate of twelve (12) square feet in area. In addition, each sign shall not exceed a height of five (5) feet. These signs shall be set back not less than ten (10) feet from public right-of-way or ten (10) feet from the back of curb of a private roadway. Standard informational signs do not require a permit.

Strip Shopping Center. A multi-tenant retail center with less than fifty thousand square feet (50,000 sq. ft.) of enclosed, leasable space.

Subdivision Sign. A monument sign located at the vehicular entrance or exit of a platted residential subdivision.

Substandard Lot or Parcel. A lot or parcel that does not meet the lot area, width or public street frontage and access requirements of this Code.

Swinging Sign. A hinged sign installed on an arm or spar, and which is not also permanently fastened to an adjacent wall, ceiling or upright pole or support.

Temporary Sign. Any sign that is not a permanent sign.

Tenant Frontage or Tenant Space Frontage. The horizontal distance in feet between the left side wall and the right side wall or building end wall of a tenant space fronting on a street.

Tenant panel. A physically removable panel on a sign face that may be changed for different like-sized panels and which is at least two (2) square feet in area. Tenant panels do not include electronic signs, reader boards or changeable copy.

Tenant Space. The physical location within a building designed and intended to serve as the separate and exclusive premises for the operations of a business or entity, which has its own exclusive public entrance/exit from the exterior of the building, and which is occupied by a business or entity legally operating pursuant to all Federal, State, City or other applicable laws and regulations. The use of any such physical location by more than one (1) legally operating business or entity shall only constitute a single tenant space. In the event such a physical location is used or occupied by more than one (1) business or entity, in order for such physical location to constitute a "tenant space", all businesses and/or entities operating therein must be operating pursuant to all Federal, State, City or other applicable laws and regulations.

Under-canopy Sign. A sign suspended below the ceiling or roof of a canopy or marquee and perpendicular to the face of the building. For the purposes of this Ordinance, this term includes Under-marquee Sign.

Variable Message Board. A programmable sign that provides changing information.

Wall Sign. A sign attached to or erected against the outside wall of a building, with the face parallel to the building wall and extending not more than 1 foot (1 ft.) therefrom, and which displays only one sign face.

Window Sign. A sign installed on or inside a window for purposes of viewing from outside the building. This term does not include merchandise located in window or similar window displays.

(Ord. No. 720 , § 2(Exh. A), 2-22-2016)

2.6.4 Permits and applications.

- A. PERMIT REQUIRED. Except as specifically exempted from the provisions of this Ordinance, it shall be unlawful for any person to post, display, materially change, or erect a sign in the City without first having obtained a sign permit. Notwithstanding the foregoing, signs which are not visible from a public right-of-way or from neighboring properties shall not be subject to the standards of this Ordinance. A change in the copy area of a sign shall constitute a material change.
- B. APPLICATION CONTENTS. Applications for sign permits shall be made on application forms prepared by the Director and filed by the sign owner or its agent with the Director. The application shall include a detailed description of the subject sign and such other information and documents as required by the subject application form, including the following:
 - 1. The street address of the property upon which the subject sign is to be located and a site plan of the property which bears the scaled and labeled proposed location of the sign.
 - 2. The aggregate area and copy area for all signs on the parcel.
 - 3. The name(s) and address(es) of the owner(s) of the real property upon which the subject sign is to be located.
 - 4. Name, address, telephone number, business license number and signature of the business owner authorizing placement of the sign.
 - 5. Name, address, telephone number, fax number, business license number and signature of the sign contractor.

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6. The type of sign to be erected, the area and copy area of the sign, the height of the sign (if free-standing), the shape of the sign, the color(s) of the sign, the material of the sign and details showing how the sign will be mounted, installed or erected.
 7. For permanent free-standing, ground and monument signs only, show dimensioned sign location on site plan and include structural foundation and mounting details. Indicate the location and size of all existing permanent free-standing, ground and monument signs on the property.
 8. The cost of the sign (materials and installation).
 9. All applicants for signs which incorporate electricity must obtain an electrical permit or, if previously issued, a copy of the electrical permit. Signs connected to an approved, existing wired outlet or junction box do not require electrical permits.
 10. If the proposed sign is subject to the design standards or other requirements set forth in the Design Review Board Ordinance (codified as §§ 16-37—16-46 of The Code of the City of Alpharetta, Georgia), the applicant must also submit such additional forms, information and/or documents as may be required by the provisions of said ordinance.
 11. Such other information as the City shall require to show full compliance with this and other ordinances of the City.

C. REVIEW AND CONSIDERATION OF APPLICATIONS; DECISION; APPEALS.

1. No permit shall be issued until the appropriate application has been filed with, and approved by, the Director and fees have been paid. Fees and any required deposits shall be established from time to time by resolution of the City Council. No application shall be deemed to be accepted by the Director unless and until all fees and deposits are paid and all information reasonably required by the Director is provided by the applicant. When a sign sought pursuant to an application for a permit is located or proposed to be located within the Downtown Overlay or design review for compliance with design standards is delegated and referred to the Design Review Board by the Director as authorized under the Design Review Board Ordinance, the application shall also be subject to design review by the Design Review Board in accordance with the Design Review Board Ordinance. Where design review of a sign by the Design Review Board is required in accordance with the foregoing provisions, a condition of zoning or conditional use approval, or any other applicable City code, ordinance, resolution or regulation, no permit for any such sign shall be issued without the prior grant of design approval by the Design Review Board. The decision of the Design Review Board to grant or deny design approval shall be final.
2. The Director shall reject any application that is incomplete or does not conform to the City's application requirements, contains a false material statement or omission, or is for a prohibited sign under Subsection 2.6.8. Any such application may be rejected by either returning the application to the applicant or providing written notice of rejection of the application at any time prior to the expiration of (45) business days of receipt of said application. An application which is resubmitted must meet all the standards applicable to an original application. A rejected application that is later resubmitted in conformity with this Section 2.6 shall be deemed to have been submitted on the date of resubmission, instead of the original submission date. The Director is further authorized and empowered to revoke any sign permit issued pursuant to an application containing a false material statement or omission. The rejection or revocation of a permit pursuant to the provisions of this subparagraph may be appealed to the Board of Appeals by filing a notice of appeal with the Director within fifteen (15) days of written notice of the revocation, which must state the reason(s) for the appeal. Any such appeal shall be heard in accordance with the provisions for appeal set forth in subparagraph 5 below.

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3. A sign permit shall become null and void if the sign for which the permit was issued has not been completed and erected within the time frame specified by the permit or six (6) months after the date of issuance.
 4. A complete application for a sign permit shall be approved or denied by the Director within forty-five (45) business days of its receipt by the Director and the applicant's payment of the appropriate deposit(s) and fee(s) to the City. The Director shall give written notice to the applicant of the Director's decision within such forty-five (45) business day period. If it is determined that the application fully complies with the provisions of this Section 2.6 and all other applicable laws, ordinances, codes, resolutions and regulations of the City, the application shall be approved by the Director and a sign permit shall be issued. If it is determined that the application or proposed sign does not fully comply with the provisions of this Section 2.6 and all other applicable laws, ordinances, codes, resolutions and regulations of the City, the Director shall deny the application. If the decision of the Director is to deny the application, the notice shall state the reasons for denial of the permit. The Director shall give such notice in writing by hand-delivery, certified mail, statutory overnight delivery, or e-mail using the contact information provided in the application. If the notice is sent by certified mail, overnight statutory delivery or e-mail, the notice shall be deemed to have been given on the date the notice is mailed or e-mailed by the City as indicated by the postmark or date stamp associated therewith. If the City fails to act within the forty-five (45) business day period, the permit shall be deemed to have been granted.
 5. Except as provided in Paragraph 6 below, when an application for a sign permit is denied by the Director, the applicant may appeal such denial to the Board of Appeals by filing a written notice of appeal with the Director within fifteen (15) days of the written notice of permit denial. The notice of appeal shall specify the grounds thereof. The Board of Appeals shall take final action on the appeal within sixty (60) days of the filing of the notice of appeal. If the Board of Appeals fails to act within said 60-day period, the permit shall be deemed to have been granted. Should the Board of Appeals vote to uphold the decision of the Director, the Board of Appeals shall issue a written decision indicating the reason(s) therefor to the applicant. Appeal from the decision of the Board of Appeals is by writ of certiorari to the Fulton County Superior Court and must be filed within 30 days of the date of the Board's decision.
 6. Notwithstanding the provisions of the foregoing Paragraph, when (a) a sign is subject to design review and approval by the Director for compliance with design standards and other requirements pursuant to the Design Review Board Ordinance (See Chapter 16 of The Code of the City of Alpharetta, Georgia) and (b) an application for a sign permit is denied by the Director solely on the grounds that the proposed sign does not comply with such design standards or requirements (i.e., design approval is denied by the Director), the applicant may appeal such denial to the Design Review Board by filing a written notice of appeal specifying the grounds thereof with the Director within fifteen (15) days of the written notice of permit denial. When the Director's denial of design approval under the Design Review Board Ordinance serves as the sole basis for the denial of an application for a sign permit, such permit denial shall only be appealable to the Design Review Board. The Design Review Board shall take final action on the appeal within 60 days of the filing of the notice of appeal. If the Design Review Board fails to act within said 60-day period, design approval of the proposed sign shall be deemed to have been granted. Should the Design Review Board vote to uphold the denial, the Design Review Board shall issue a written decision indicating the reason(s) therefor to the applicant. Appeal from the decision of the Design Review Board is by writ of certiorari to the Fulton County Superior Court and must be filed within thirty (30) days of the date of the Design Review Board's decision.
 7. The Director may inspect all existing signs in the City to determine if such signs conform to the provisions of the Ordinance. The Director is authorized and empowered to suspend or revoke any sign permit issued upon failure of the holder thereof to comply with any provision of this Sign Ordinance or any other ordinance of the City applicable to the subject sign. The suspension or revocation of the

permit shall not preclude the Director or City from taking any other action authorized by this Code or by law to enforce the provisions hereof, assure correction of violations or for any other lawful purpose. No permit shall be suspended or revoked until after the permittee is granted a public hearing before the Board of Appeals. The permittee shall be given fifteen (15) days' written notice of the time, place, and purpose of the hearing, with a statement of the reason(s) for the suspension or revocation of such permit. A finding that the permittee has violated a provision of this Sign Ordinance or any other ordinance of the City applicable to the subject sign shall be due cause for the suspension or revocation of the sign permit.

(Ord. No. 720 , § 2(Exh. A), 2-22-2016; Ord. No. 751 , § 1(Exh. A), 10-16-2017; Ord. No. 805 , § 1(Exh. A), 8-10-2020)

Editor's note(s)—Ord. No. 751 , § 1(Exh. A), adopted Oct. 16, 2017, changed the title of § 2.6.4 from "Permits and labels" to read as herein set out.

2.6.5 Variances.

- A. Where a literal application of terms of this Ordinance, due to special circumstances, would result in an unusual hardship in an individual case, a variance may be granted pursuant to procedures set forth in this Code where all the following conditions exist:
1. a. Exceptional conditions pertaining to the property where the sign is to be located as a result of its size, shape or topography, which are not applicable to other lands or structures in the area; or
b. The natural features of the lot on which the sign is located or to be located, or of the land immediately adjacent to the lot, impairs the visibility of the sign such that it cannot be seen;
 2. The applicant would be deprived of rights that are commonly enjoyed by others similarly situated;
 3. Granting the variance would not confer on the applicant any significant privileges which are denied to others similarly situated;
 4. The exceptional circumstances are not the result of action by the applicant;
 5. The requested variance is the minimum variance necessary to allow the applicant to enjoy the rights commonly enjoyed by others similarly situated;
 6. Granting of the variance would not violate more than one standard of this Ordinance; and
 7. Granting the variance would not result in allowing a sign that interferes with road or highway visibility or obstruct or otherwise interfere with the safe and orderly movement of traffic.

Notwithstanding the foregoing, no variance shall be granted for any sign that is a prohibited sign under Subsection 2.6.8.

(Ord. No. 720 , § 2(Exh. A), 2-22-2016)

2.6.6 Non-conforming signs.

It is the policy of the City to encourage that all signs within the City be brought into compliance with the terms and requirements of this Ordinance.

- A. The City finds that non-conforming signs may adversely affect the public health, safety and welfare. Such signs adversely affect the aesthetic characteristics of the city and may adversely affect public safety due to the visual impact of said signs on motorists and the structural characteristics of said signs. Accordingly, the following registration requirements are found to be necessary in order to minimize

these possible adverse effects through annual inspections and maintenance and allow the City to remain cognizant of the locations and maintenance of said signs.

- B. The owner(s) or authorized agent(s) of each non-conforming sign located within the City shall register said non-conforming sign with the Director no later than 90 days after the effective date of this Ordinance and shall renew this registration annually thereafter. Any non-conforming sign that does not comply with the registration requirements herein shall be deemed to be an illegal sign and shall be subject to the regulations applicable to illegal signs and all other enforcement provisions of this Ordinance. The Director shall promulgate a form for the registration of non-conforming signs and shall annually inspect said signs to assure that they continue in all other respects in conformity with all other provisions of this Ordinance and any other applicable ordinance or regulation of the City.
- C. The Director may inspect existing signs in the City from time to time to determine if such signs conform to the provisions of this Ordinance.
- D. Any non-conforming sign which is not used or leased for a continuous period of 1 year shall not be reused for sign purposes unless and until it fully conforms with the terms and requirements of this Ordinance.
- E. No change in shape, size or design, shall be permitted except to make a non-conforming sign comply with all requirements of this Ordinance.
- F. A non-conforming sign may not be replaced by another non-conforming sign.

(Ord. No. 720 , § 2(Exh. A), 2-22-2016)

2.6.7 Exemptions from permit requirements.

The following signs shall be exempt from the permit requirements of Section 2.6.4, provided all standards set forth in this Ordinance are met, including, but not limited to, the standards set forth below:

- A. Standard informational signs.
- B. Address numerals, not exceeding six (6) inches in height in residential districts and twelve (12) inches in height in non-residential districts, for the sole purpose of displaying street numbers as may be required by other ordinances and other signs required by law.
- C. Flags provided that the height of a flag pole shall not exceed the allowed height provided for a structure or a building in the applicable zoning district, or sixty (60) ft., whichever is less, and in residential districts shall not exceed twenty-five (25) ft. in height or the height of the primary structure on the lot, whichever is less. In addition, the maximum dimensions of any flag shall be proportional to the flag pole height and the hoist side of the flag shall not exceed twenty percent (20%) of the vertical height of the flag pole. Each lot shall be allowed a maximum of three (3) flag poles unless a special land use permit or variance is obtained. A maximum of 2 flags per pole is allowed.
- D. Non-governmental traffic control devices in or adjacent to internal parking areas and driveways in private developments, located so as not to interfere with, or detract from, official traffic control devices, and which conform to MUTCD (current edition) standards, including, but not limited to, standards regarding size, height, design and location.
- E. Window signs meeting the standards of this Ordinance.
- F. Legally authorized public notices when posted by a government officer in the performance of his or her duties.

(Ord. No. 720 , § 2(Exh. A), 2-22-2016)

2.6.8 Prohibited signs and devices.

Except as otherwise provided, the following types of signs or attention-getting devices are prohibited in all zoning districts of the City:

1. Balloons, pennants, streamers, feather signs, air or gas filled figures, or similar attention-getting devices or wind-activated devices, excluding flags.
2. Swinging signs.
3. Rotating signs.
4. Animated signs, flashing signs, and intensely lighted signs.
5. Beacons, search lights or laser lights or images.
6. Variable message boards used for purposes other than traffic management.
7. Signs which purport to be, or are an imitation of, or resemble an official traffic sign or signal.
8. Window signs which, in aggregate, exceed 20% of the window area or otherwise fail to meet the standards of this Ordinance.
9. A-frame signs, sandwich board, sidewalk or curb signs are prohibited except when placed within 5 ft. of the front door of a building.
10. Signs painted on or attached to utility poles, trees, rocks or other similar objects, except signs lawfully placed on utility poles by a government, public authority or public utility.
11. Signs which obstruct a fire escape, required exit, window or door opening used as a means of ingress or egress, or which interfere with any opening required for ventilation, or which violate any code of the City, including the Life Safety Code and the Fire Prevention Code.
12. Signs occupying a parking space required under the minimum parking requirements of this Ordinance, other than signs designating the space as reserved for handicapped or other use.
13. Signs which do not conform to City-adopted building and electrical codes.
14. Signs which emit audible sound, odor or visible matter.
15. Portable signs.
16. [Reserved].
17. [Reserved].
18. Signs attached to any street signs or traffic control devices, or to any pole supporting same, or any sign attached to any utility pole, other than those signs lawfully placed by a government, public agency, or public utility.
19. Signs projected on a building.
20. Signs in a public right-of-way other than publicly owned or maintained signs.
21. Signs which are in violation of the rules and regulations of any zoning overlay district presently existing or as may later be enacted.
22. Signs located on any substandard lot.
23. Abandoned signs.
24. Any sign that is structurally unsound, or is a hazard to traffic or pedestrians.

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25. Dilapidated or neglected signs. A sign (including sign structure) will be dilapidated or neglected if it does not present a neat and orderly appearance, which may be manifested by the following: rust or holes on or in the sign or sign structure, or broken, missing, loose or bent parts, faded or flaking paint, non-operative or partially non-operative illuminating or mechanical devices or missing letters in sign copy.
 26. Signs exceeding 156 sq. ft. in copy area if located on a commercial building, signs exceeding 240 sq. ft. in copy area if located on an industrial or office park building and/or signs and sign structures in excess of 10 ft. in height (measured from the ground to the highest point of the structure).
 27. Signs in any area designated as an undisturbed buffer pursuant to a federal, state or local law, a condition of zoning, or approved plat.
 28. Internally illuminated window signs, including neon or LED signs (except as otherwise permitted herein). Additionally, LED, string or similar lighting outlining the windows, doors or other similar building features shall be prohibited.

29. Cabinet signs in the Downtown Overlay.

30. Face illuminated channel letter signs in the Downtown Overlay.

(Ord. No. 720 , § 2(Exh. A), 2-22-2016; Ord. No. 736 , § 1, 3-20-2017; Ord. No. 805 , § 1(Exh. A), 8-10-2020)

2.6.9 Remedies.

In case any sign covered by this Ordinance is or is proposed to be erected, constructed, altered, converted or used in violation of any provision of this Ordinance, the Director may, in addition to other remedies, and after due notice to the appropriate person(s), issue a citation for violation of this Ordinance requiring the presence of the violator in the municipal court or the Alpharetta Code Enforcement Board, or institute injunctive or other appropriate legal or administrative proceedings to prevent such unlawful erection, construction, alteration, conversion or use or to correct or abate such violation.

(Ord. No. 720 , § 2(Exh. A), 2-22-2016)

2.6.10 Severability.

In the event that any section, subsection, sentence or work of this Ordinance is declared or adjudged to be invalid or unconstitutional, such declaration or adjudication shall not affect the remaining provisions of this Ordinance, which shall remain in full force and effect as if such portion so declared or adjudged unconstitutional were not originally part of this Ordinance, even if the surviving parts of this Ordinance result in greater restrictions after any unconstitutional provisions are stricken. The Mayor and Council declare that they would have enacted the remaining parts of this Ordinance if they had known such portions thereof would be declared or adjudged unconstitutional or invalid. The Mayor and Council declare their intent that should this Ordinance be declared invalid, in whole or in part, signs are to continue to be subject to regulations applicable to "structures" contained in other city ordinances, including other sections of this Code.

(Ord. No. 720 , § 2(Exh. A), 2-22-2016)

2.6.11 General provisions.

Except as otherwise provided in this Ordinance, the following general regulations apply to all zoning districts in the City:

A. MAINTENANCE AND APPEARANCE OF SIGNS.

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1. All signs shall be maintained in good condition and present a neat and orderly appearance. Any sign showing gross neglect, or which becomes dilapidated, or which is surrounded by an unmaintained ground area, or due to its condition which may pose a threat to the safety of the public may be required to be repaired or removed as set forth below.
 2. The Director, upon finding any of the above conditions, will give the owner written notice which may be up to 10 days to correct the deficiencies or to remove the sign or signs. If the owner refuses to correct the deficiencies or remove the sign, the Director may issue a citation under the enforcement provisions of this Ordinance.
- B. ILLUMINATION OF SIGNS.
1. The light from any illuminated sign shall not be of an intensity or brightness which will interfere with the peace, comfort, convenience, and general welfare of residents or occupants of adjacent properties.
 2. No sign shall have blinking, flashing, or fluctuating lights or other illuminating devices which have a changing light intensity, brightness or color.
 3. No color lights shall be used at any location or in any manner so as to be confused with or construed as traffic control devices.
 4. Neither direct nor reflected light from primary light sources shall create a hazard to operators of motor vehicles.
 5. Lighting for free-standing signs shall be located above the sign and aimed downward in order to minimize the brightness added to the night sky.
- C. MEASUREMENT OF SIGN AREA.
1. *Generally.* Except as otherwise provided herein, the area of a sign shall be computed as the area within the smallest rectangle enclosing the limits of a sign face, together with any sign face cabinet, frame, material, texture, or color forming an integral part of the sign face used to differentiate the sign face from the structure upon which it is placed. The computation of the area of a sign face shall not include the structure, supports, or uprights on which the sign face is placed or any portions of a sign structure that are not intended to contain any copy or serve background, but rather are purely structural or architectural in nature, except as provided above.
 2. *Double-Faced Signs.* For double-faced signs, when the sign face surfaces are parallel and are back to back, or where the interior angle formed by the faces is sixty (60) degrees or less, the area of the sign shall be taken as the areas on the largest side. For all other multi-faced signs, the area of the sign shall be the total area on all sides that can be viewed from any angle.
 3. *Monument Signs.*
 - a. *Area of Sign.* For monument signs, the "sign area" or "area of the sign" shall mean the total area of the visible surface of the sign, including the base, sign structure, and sign face of the sign. The computation of the sign area of a monument sign shall include the entire surface of the base, sign structure and sign face, as measured from top to bottom and side to side. For monument signs that are double-faced, when the sign face surfaces are parallel and are back to back, or where the interior angle formed by the faces is sixty (60) degrees or less, the area of the sign shall be taken as the areas on the largest side.
 - b. *Sign Face.* For monument signs, the area of the sign face shall be measured in the same manner as provided for the measurement of the area of sign for all other signs.
 - c. *Copy Area.* For monument signs, the copy area shall be measured in the manner provided in the definition of "copy area."

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- d. *Tenant Panels and Changeable Copy Board.* If a portion of a monument sign includes a sign face with tenant panels or changeable copy board, which is separated from another copy area on the sign by portions of a sign structure that are not intended to contain any copy, but rather are purely structural or architectural in nature, the portion of the sign containing tenant panels or changeable copy board shall be measured separately from the other copy area of the sign (i.e., the copy area of the monument sign is the total of (i) the area within the smallest rectangle enclosing the limits of the sign face comprised of tenant panels or changeable copy and (ii) the other (separated) copy area.

D. STANDARDS FOR MONUMENT SIGNS.

1. The base of a monument sign shall be at least as wide as the sign face. Unless otherwise specified in a Master Sign Plan or a condition of zoning approval, the base and structure of a monument sign shall be constructed of brick, stone, or other architectural materials matching the principal building's materials and color. Any poles or columns utilized for structural purposes shall be fabricated or covered so that they may not be detected visually. Foundations shall be designed to carry weight and wind load of the sign, in soil which it is placed.
2. Any tenant panels or changeable copy on a monument sign shall have a uniform background color and material.
3. All monument signs shall display the property address in numbers at least six (6) inches in height. The numerical address shall not be considered part of the sign face and shall not count against the allowable sign square footage provided such numbers are not more than twelve (12) inches in height.
4. Except for subdivision signs, monument signs may not be constructed before the principal building is on a lot.

E. BANNERS. Banners require a permit and are permitted in all zoning districts pursuant to the following standards:

1. Banners shall be permitted for either one (1) fourteen (14) day period per calendar year per lot or two (2) seven (7) day periods per calendar year per lot. An individual banner permit may be divided into two (2) non-consecutive seven (7) day periods provided the dates are stated on the permit. However, in the case of lots which contain a shopping center (or strip shopping center) with multiple tenant spaces, each tenant space shall be allowed to erect or place a banner for either one (1) fourteen (14) day period per calendar year or two (2) seven (7) day periods per calendar year.
2. In addition to the foregoing, banners shall be allowed on private property during an approved temporary use, as defined in Section 2.3.2 of the U.D.C., for the approved period of such temporary use, but not to exceed forty-five (45) days; provided, however, the placement of banners on lots during approved temporary uses shall not be permitted more than two (2) times per calendar year per lot. Any such banners shall be removed upon termination of the temporary use or within forty-five (45) days from the date it is first placed on the lot, whichever is first to occur. Upon removal, no banner shall be placed on the same lot for a period of sixty (60) days.
3. Banners shall not exceed 24 sq. ft. total area in size.
4. Banners must either be free-standing or mounted to the wall of a tenant space or the lot's existing monument sign. If free-standing, the height of the banner shall not exceed five (5) [feet] above grade. If mounted to the wall of a tenant space, the width of the banner shall not exceed tenant frontage and shall not extend above the horizontal plane of the roof where the building wall and roof meet. If mounted to the lot's existing monument sign, the banner shall not extend beyond the sign face of the monument sign.

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- 5. Banners shall be erected with supports or other means so that they do not sag or become dilapidated.
 - F. PLACEMENT OF SIGNS. Except within the Central Business District, all free-standing signs must be set back at least ten (10) ft. from the public right-of-way. Within the Central Business District, all free standing signs must be set back at least five (5) feet from the public right-of-way.
 - G. CHANGEABLE COPY. Any monument sign permitted under this Ordinance may contain up to sixty-five percent (65%) changeable copy if the sign is located on a lot zoned and used (as its principal existing use) for an institutional, public or semi-public use and which includes an indoor public assembly place accommodating one hundred (100) or more persons.

(Ord. No. 720 , § 2(Exh. A), 2-22-2016)

2.6.12 Requirements for non-residential zoning districts.

- A. *Signs Permitted in Strip Shopping Centers (less than 50,000 sq. ft. enclosed leasable space).*
 - 1. *Primary Free-standing Sign (Monument Sign).* One (1) primary monument sign no greater than ten (10) ft. in height with no more than forty-two (42) sq. ft. of copy area shall be permitted in a strip shopping center. The monument sign may have up to four (4) tenant panels, which shall be calculated as part of the copy area. This sign shall be set back 20 ft. from the public right-of-way.
 - 2. *Wall Signs.* One wall sign per road frontage for each tenant space no greater than one (1) sq. ft. of sign area per one (1) in. ft. of tenant space frontage shall be permitted; provided, however, no more than two (2) wall signs shall be allowed for a tenant space (i.e. Corner tenants within strip shopping centers may have a wall sign on the end of the building in addition to the wall sign on the front of the building for a maximum of two (2) wall signs). Up to 50% of unused tenant sign area for wall and perpendicular signs shall be permitted to be aggregated and distributed to a particular building elevation; provided, however, no more than two (2) wall sign and one (1) perpendicular sign (not greater than 8 square feet) shall be allowed on the same building elevation and additional signs shall not be internally-illuminated.
 - 3. *Rear Entrance Sign.*
 - a. Applicability. Businesses located within the first two floors of a building that backs onto a parking lot, alley, park or other public space may have an additional wall sign.
 - b. Location. Rear entrance signs shall be located near the tenant space's rear door facing the parking lot, alley, park or other public space and placed within general proximity of the associated business.
 - c. Size. The area of rear entrance signs shall not exceed 50% of the front facing sign area allowed for the same tenant.
 - 4. *Window Signs.* Window signs, as defined in this Ordinance, are permitted for each tenant space in a shopping center. The aggregate copy area of such signs, however, shall not exceed a maximum of twenty percent (20%) of the total window area of the subject tenant space. One (1) illuminated window sign is permitted for each tenant space provided that such sign does exceed a maximum of four (4) sq. ft. in area. Illuminated window signs shall be included in the maximum aggregate window sign area calculation. Any illuminated window sign shall be constant in its light emission, shall not be animated, and shall not be so large or of character to obscure vision into the premises from the outside. Window signs shall not require a permit from the Director. However, each tenant shall immediately remove any window sign upon receipt of written notification from the Director stating that such window sign obscures the vision of police or other security or safety personnel into the premises in a manner that endangers public safety.

5. *Under-Canopy Sign.* One (1) under-canopy sign is permitted for each tenant space within a strip shopping center, which shall not exceed 8 sq. ft. in area.
 6. *Sign During Construction.* One (1) temporary free-standing sign per strip shopping center project shall be permitted during the construction of the strip shopping center or the principal building of any outparcel. Such sign shall be allowed upon the commencement of construction for which a land disturbance permit has been issued, and terminating upon the issuance of a certificate of occupancy, installation of a permanent sign, or expiration/termination of the land development permit, whichever is first to occur. The sign shall not exceed ten (10) ft. in height, thirty-two (32) sq. ft. in area, and must be set back ten (10) ft. from the public right-of-way (five (5) ft. in the Central Business District). Further, the location of the sign be confined to the site of construction, and only one (1) such sign may be permitted per project.
 7. *Standard Informational Signs.* Standard informational signs, as defined in this Section, shall be permitted for each lot. Standard informational signs do not require a permit from the Director.
- B. *Signs Permitted in Shopping Centers (more than 50,000 sq. ft. enclosed leasable space).*
1. *Primary Free-standing Signs (Monument Signs).*

- a. The maximum number of primary monument signs permitted in a shopping center is as follows:

Size of Center (enclosed leasable space)	Total Number of Signs
50,000 sq. ft. to 150,000 sq. ft.	2
Over 150,000 sq. ft. to 200,000 sq. ft.	3
Over 200,000 sq. ft.	4

- b. The monument sign may have up to four (4) tenant panels, which shall be calculated as part of the copy area.
- c. No such sign shall be located within twenty (20) ft. of the public right-of-way of the street which affords the principal means of access to the shopping center. The sight distance of each sign shall conform to City standards, and evidence of conformity shall be provided to the Director.
- d. The maximum height of any such sign shall be ten (10) ft. and the maximum area permitted for any such sign is as follows:

Height	Area of Sign	Copy Area
10 feet or less	420 sq. ft.	78 sq. ft.

- e. Reserved.
 - f. The name and street number of the shopping center may be set forth on the monument sign. The calculation of the permitted copy area shall not include the street number.
 - g. Reserved.
 - h. In addition to the monument signs permitted above, one (1) monument sign not exceeding 10 ft. in height and 32 sq. ft. in copy area is permitted for each out-parcel; provided, however, if the out-parcel is a corner lot, one (1) sign for each street frontage is permitted.
2. *Canopy Signs and Wall Signs.*
- a. One canopy sign or wall sign is permitted for each tenant space in the shopping center.

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- b. No wall sign or canopy sign shall be located so that any part of the sign or its support extends above the top of the wall or canopy, and no copy shall be located within five (5) in. of the top of the sign.
 - c. The area of a wall sign or canopy sign shall not exceed one (1) sq. ft. for each linear foot of tenant space frontage.
 - d. Up to 50% of unused tenant sign area for wall and perpendicular signs shall be permitted to be aggregated and distributed to a particular building elevation; provided, however, no more than two (2) wall signs and one (1) perpendicular sign (not greater than 8 square feet) shall be allowed on the same building elevation and additional signs shall not be internally-illuminated.
3. *Under-Canopy Signs.*
- a. One (1) under-canopy sign is permitted for each tenant space within a shopping center.
 - b. Under-canopy signs shall extend perpendicular to the wall of the tenant space, shall not exceed 8 sq. ft. in area, and shall be attached at a uniform height sufficient to assure the safety of pedestrians. Under-canopy signs shall match the wall or canopy signage for the subject tenant space unless otherwise approved by the Director.
4. *Rear Entrance Sign.*
- a. Applicability. Businesses located within the first two floors of a building that backs onto a parking lot, alley, park or other public space may have an additional wall sign.
 - b. Location. Rear entrance signs shall be located near the tenant space's rear door facing the parking lot, alley, park or other public space and placed within general proximity of the associated business.
 - c. Size. The area of rear entrance signs shall not exceed 50% of the front facing sign area allowed for the same tenant.
5. *Signs During Construction.*
- a. One (1) temporary free-standing sign per shopping center project shall be permitted during the construction of the shopping center or the principal building of any outparcel. Such sign shall be allowed upon the commencement of construction for which a land disturbance permit has been issued, and terminating upon the issuance of a certificate of occupancy, the installation of a permanent sign, or the expiration/termination of the land development permit, whichever is first to occur.
 - b. The size of the sign shall not exceed thirty-two square feet (32 sq. ft.) in area and the height of such sign shall not exceed ten feet (10 ft.). Further, the location of the sign shall be confined to the site of construction, and only one (1) such sign may be permitted per project.
7. *Window Signs.*
- a. Window signs, as defined in this Ordinance, are permitted for each tenant space in a shopping center. The aggregate copy area of such signs, however, shall not exceed a maximum of twenty percent (20%) of the total window area of the subject tenant space.
 - b. One (1) illuminated window sign is permitted for each tenant space provided that such sign does not exceed four (4) sq. ft. in area. Illuminated window signs shall be included in the maximum aggregate window sign area calculation. Any illuminated window sign shall be constant in its light emission, shall not be animated, and shall not be so large or of a character to obscure vision into the premises from the outside.

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- c. Window signs shall not require a permit from the Director. However, each tenant shall immediately remove any window sign upon receipt of written notification from the Director stating that such window sign obscures the vision of police or other security or safety personnel into the premises in such a manner that endangers public safety.
- 8. *Reserved.*
 - 9. *Signs Permitted for Cinema Complexes.*
 - a. In addition to the primary monument signs permitted for the shopping center, one (1) monument sign, which may include changeable copy board, shall be permitted for a lot containing a cinema complex; provided, however, if the cinema complex is located on an outparcel, any cinema monument signs erected shall be in lieu of the monument sign that is otherwise permitted for the outparcel pursuant to this subsection. If the cinema complex is on a corner lot, one (1) cinema monument sign for each street frontage is permitted.
 - b. The changeable copy board shall be constructed in such a fashion to prevent wind, rain or other elements from altering the position of the copy.
 - c. The height of a monument sign for a cinema complex shall not exceed ten (10) ft.
 - d. *Reserved.*
 - e. The copy area of a monument sign for a cinema complex shall not exceed one-hundred-and-twenty (120) sq. ft.
 - f. One (1) wall sign, which may include changeable copy board, or canopy sign shall be permitted for a cinema complex; provided, however, if theaters are contained within separate buildings then one such sign shall be permitted for each building. Signage for each building shall be treated as a separate sign. The aggregate area of wall signs or canopy signs for a cinema complex shall not exceed 1 sq. ft. for each linear foot of building frontage.
 - g. No wall sign or canopy sign shall be located so that any part of the sign or its support extends above the top of the wall or canopy, and no copy shall be located within five (5) in. of the top of the sign. The provisions of this subsection pertaining to signage in cinema complexes shall also apply to cinemas not located within a shopping center.
 - 10. *Entry Wall Signs.* A sign of up to three (3) sq. ft. is permitted on the wall above or adjacent to the entry of a tenant space located in a building without a common front entry.
 - 11. *Standard Informational Signs.* Standard informational signs, as defined in this Section, shall be permitted for each lot. Standard informational signs do not require a permit from the Director.
- C. *Signs Permitted in Industrial and Office Parks.*
- 1. *Free-Standing Signs.*
 - a. *Primary Free-Standing (Monument) Signs.* A maximum of two (2) primary monument signs are permitted in an industrial or office park. No primary monument sign shall exceed 10 ft. in height. A changeable copy board is not permitted on an industrial or office park sign. No primary monument sign shall be located within 20 ft. of the public right-of-way of the street which affords the principal means of access to the industrial or office park. The permitted area for primary free-standing signs is as follows:

Frontage	Area	Copy Area
Up to 500 feet	75 square feet	60 sq. ft.
501 and more feet	100 square feet	75 sq. ft.

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- b. *Secondary Free-Standing (Monument) Signs.* One secondary monument sign shall be permitted for each building in the industrial or office park, not to exceed 32 sq. ft. in area. The height of a secondary monument sign shall not exceed 10 ft.
 - 2. *Wall Signs.* Buildings of two (2) stories or greater may have a wall sign located at the top of the building. The maximum area of such sign shall not exceed 20 sq. ft. per floor or story above road grade, not to exceed 240 sq. ft. Wall signs shall not be internally illuminated. In lieu of a wall sign, up to 50% of the wall sign area allowance may be used for a blade sign.
 - 3. *Door or Wall Sign.* One (1) sign of up to three square feet (3 sq. ft.) is permitted for each tenant space within a building. Such signs shall be located on the door of the suite, or on a wall immediately adjacent to the door of the suite for business establishments located in a building without a common front entry.
 - 4. *Directory Signs.* Directory signs are permitted in industrial or office parks. Each exterior directory sign shall be a monument sign. Height of a directory sign shall not exceed ten feet (10 ft.).
 - 5. *Reserved.*
 - 6. *Rear, Secondary or Delivery Entrance Signs.* Rear, secondary or delivery entrance signs are permitted at appropriate locations within an industrial or office park. All such signs shall be free-standing and shall not exceed eight square feet (8 sq. ft.) in size and ten feet (10 ft.) in height.
 - 7. *Signs During Construction.* One (1) temporary free-standing sign for each subdivided tract within an industrial or office park is permitted during construction. Such sign shall be allowed upon the commencement of construction for which a land disturbance permit has been issued, and terminating upon the issuance of a certificate of occupancy, the installation of a permanent sign, or the expiration/termination of the land development permit, whichever is first to occur.

The size of such sign shall not exceed thirty-two square feet (32 sq. ft.) and the maximum height of such sign shall be ten feet (10 ft.). Further, the location of the sign shall be confined to the site of construction.
 - 8. *Standard Informational Signs.* Standard informational signs, as defined in this Section, shall be permitted for each lot. Standard informational signs do not require a permit from the Director.
- D. *Signs Permitted for Convenience Centers with Gasoline Pumps.*
- 1. One monument sign per road frontage not to exceed ten feet (10 ft.) in height and thirty-two square feet (32 sq. ft.) in area. The monument sign may include changeable copy board, not to exceed four (4) square feet in area, which shall be calculated as part of the copy area no digital copy is allowed.
 - 2. Wall signage for convenience store and accessory buildings shall not exceed an aggregate area of eighty square feet (80 sq. ft.).
 - 3. One canopy sign per road frontage not to exceed twenty square feet (20 sq. ft.) per sign.
 - 4. Signs on pumps shall not exceed three square feet (3 sq. ft.) per pump.
 - 5. Window signs, as defined in this Ordinance, are permitted. The aggregate copy area of such signs, however, shall not exceed a maximum of twenty percent (20%) of the total window area of the subject building or tenant space. One (1) illuminated window sign is permitted for each tenant space provided that such sign does not exceed four (4) sq. ft. in area.
 - 6. *Standard Informational Signs.* Standard informational signs, as defined in this Section, shall be permitted for each lot. Standard informational signs do not require a permit from the Director.
- E. *Signs Permitted for Free-Standing Commercial Establishments not Located within a Shopping Center, Office Park or Industrial Park.*

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1. One (1) monument sign per road frontage no greater than ten feet (10 ft.) in height with no more than thirty-two square feet (32 sq. ft.) of area. Each sign shall be set back not less than ten feet (10 ft.) from the public right-of-way, except in the Central Business District where the setback shall be not less than five feet (5 ft.) from the public right-of-way.
 2. One (1) wall sign per road frontage for each tenant space no greater than one square foot (1 sq. ft.) of area per one linear foot (1 ln. ft.) of tenant frontage; provided, however, no more than 2 wall signs shall be allowed for a tenant space.
 3. One (1) rear door sign not to exceed three square feet (3 sq. ft.) in area.
 4. Window signs not exceeding twenty percent (20%) of the glass area.
 5. One (1) sign no greater than three square feet (3 sq. ft.) located on the front door or on a wall immediately adjacent to the front door.
 6. Buildings of two (2) stories or greater may have a wall sign located at the top of the building and is not greater than 20 sq. ft. per story (of building), in area.
 7. One (1) temporary free-standing sign shall be permitted during the construction of the principal building for the lot. Such sign shall be allowed upon the commencement of construction for which a land disturbance or building permit has been issued, and terminating upon the issuance of a certificate of occupancy, the installation of a permanent sign, or the expiration/termination of the land development or building permit, whichever is first to occur. The sign shall not exceed ten feet (10 ft.) in height, thirty-two square feet (32 sq. ft.) in area, and must be set back ten feet (10 ft.) from the public right-of-way (five feet (5 ft.) in the Central Business District).
 8. Standard Informational Signs. Standard informational signs, as defined in this Section, shall be permitted for each lot. Standard informational signs do not require a permit from the Director.
- F. *Signs permitted within the Downtown Overlay and MU zoned properties.* In addition to the signs authorized under a designated category, each business in the Downtown Overlay and within MU zoned properties may utilize the following additional signage:
1. Each located on the ground floor of a building shall be permitted one (1) perpendicular sign which shall not exceed eight (8) square feet in size and shall be placed at least eight (8) feet, but no more than twelve (12) feet above sidewalk. In order to foster originality, the shape of the sign may not incorporate more than one set of parallel edges and words may only comprise up to 50% of the sign face area. The remaining sign face area must incorporate some form of graphic design. In addition, signs must be mounted on decorative black brackets.
 2. Businesses located within the first two floors of a building that backs onto a parking lot, alley, park or other public space may have an additional wall sign up to twenty-four (24) square feet in size. This additional wall sign shall be located on the back of the building facing the parking lot, alley, park or other public space and placed within general proximity of the associated business.

G. *Signs permitted within the Downtown Overlay.*

1. Building Ground Signs (monument signs) within the Downtown Overlay shall not be internally illuminated. Where illumination is needed, lighting fixtures may be placed at the top of the sign and aimed downward or may be placed on the ground and aimed in such a way as to illuminate the sign without creating spillover into the night sky. Monument signs shall have a multidimensional surface and have materials that relate to the exterior of the building. Maximum height shall not exceed 6 feet.
2. If external illumination is used, lighting fixture shall be minimized or obscured from public view unless it is part of the overall architectural design of the building.

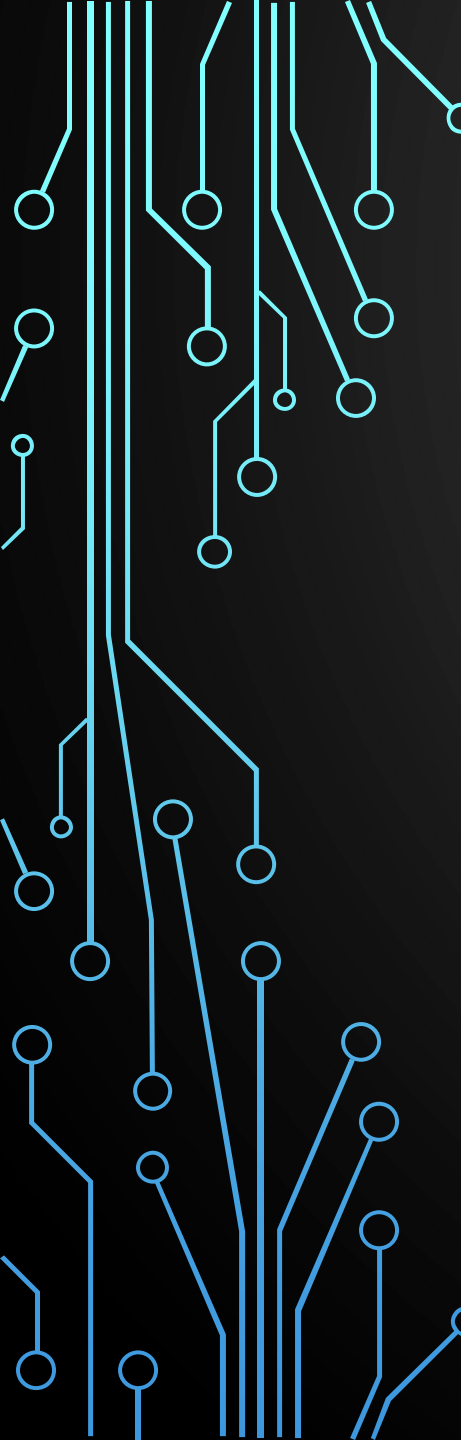
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3. If reverse or halo illuminated letters/logo are used, a minimum of one-inch (1") and maximum of three-inch (3") return depth shall be required. No more than a two-inch (2") standoff from the wall shall be allowed. The illumination color shall relate to the interior lighting of the building on which the sign is attached. Halo lighting shall be in the color range of 2k - 5k, except that other colors shall require evidence related to the architecture of the building.
 4. Routed or layered material signs shall have a minimum thickness of three-inches (3").
 5. Signs representing symbols related to a business shall use materials limited to wood, high density urethane, sign foam and metal.
 6. Perpendicular or hanging signs shall use unique materials and high design details.
 7. Window signage shall have graphics with one (1) font and one (1) color. Colors shall be limited to white, gold and frosted. Logos shall be no more than one-quarter (1/4) of the window graphic and shall be permitted to be full color. Window graphics shall be limited to one area of the window. Street numbers in the transom above a door shall not count against the maximum allowable window signage area.

(Ord. No. 720 , § 2(Exh. A), 2-22-2016; Ord. No. 736 , § 2, 3-20-2017; Ord. No. 805 , § 1(Exh. A), 8-10-2020)

2.6.13 Requirements for residential zoning districts.

- A. *Standard Informational Signs.* Each lot located in a residential district may display standard informational signs, as defined in this Ordinance. No single sign shall exceed four feet (4 ft.) in height. No sign shall be illuminated. All signs must be set back at least ten feet (10 ft.) from the right-of-way.
- B. *Subdivision Signs.* A maximum of two (2) subdivision signs per platted residential subdivision entrance are permitted, which may be erected while the subdivision is under construction and being actively marketed 'For-Sale'.. These signs shall be single-faced, not exceed ten feet (10 ft.) in height or thirty-two square feet (32 sq. ft.) in area, and be set back at least ten feet (10 ft.) from the right-of-way. Subdivision signs shall not be included in the calculation of aggregate sign area for any lot. A subdivision sign shall not be internally illuminated.
- C. *'For-Rent' Dwelling Developments.* One (1) monument sign shall be permitted for a planned 'for-rent' dwelling development. Such sign shall not exceed ten feet (10 ft.) in height or thirty-two square feet (32 sq. ft.) in area, and be set back at least ten feet (10 ft.) from the right-of-way. The sign shall not be internally illuminated.
- D. *CUP Districts.* Within CUP zoning districts, 'For-Rent' dwelling developments shall also be permitted one permanent, free-standing, directional sign. Such sign shall be a monument sign and shall match the appearance of the primary sign on the site, be setback at least ten feet (10 ft.) from the public right-of-way, and shall be no greater than thirty-two square feet (32 sq. ft.) in area.

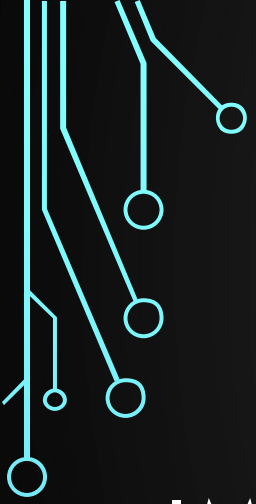
(Ord. No. 720 , § 2(Exh. A), 2-22-2016)



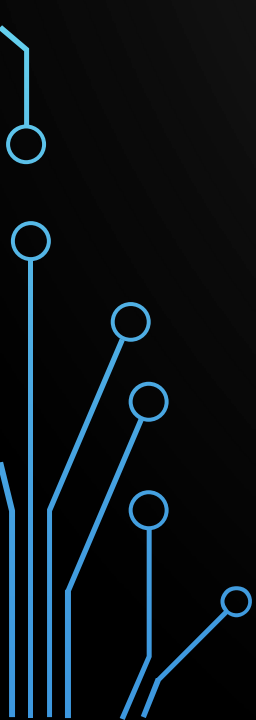
DOWNTOWN SIGN ORDINANCE CHANGES AND RESEARCH

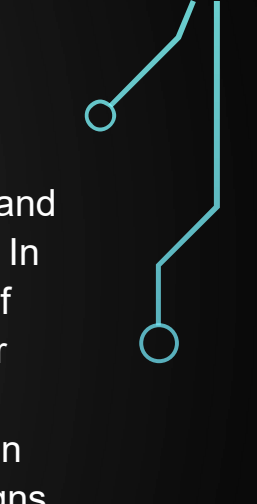
2021 COMMITTEE MEMBERS

- HOLLY PALMER-DRB MEMBER
- KATIE ROCCO – DRB MEMBER
- PAT CORKILL – DRB MEMBER
- ROGER BROWN – DRB MEMBER
- PATTI HUXFORD – SIGN COMPANY
OWNER MANUFACTURER 25+ YEARS
- CLINT MOSELEY – SIGN COMPANY
OWNER MANUFACTURER 20+ YEARS



IMPORTANCE OF GOOD SIGNAGE



- Signs were an important aspect of 19th and early 20th century storefronts and today play an important role in defining the character of a business district. In examining historic streetscape photographs, one is struck by the number of signs—in windows, over doors, painted on exterior walls, and hanging over (and sometimes across) the street. While this confusion was part of the character of 19th century cities and towns, today's approach toward signs in historic districts tends to be much more conservative. Removal of some signs can have a dramatic effect in improving the visual appearance of a building; these include modern backlit fluorescent signs, large applied signs with distinctive corporate logos, and those signs attached to a building in such a way as to obscure significant architectural detailing. For this reason, their removal is encouraged in the process of rehabilitation. If new signs are designed, they should be of a size and style compatible with the historic building and should not cover or obscure significant architectural detailing or features. For many 19th century buildings, it was common to mount signs on the lintel above the first story. Another common approach, especially at the turn of the century, was to paint signs directly on the inside of the display windows. Frequently this was done in gold leaf. New hanging signs may be appropriate for historic commercial buildings, if they are of a scale and design compatible with the historic buildings. Retention of signs and advertising painted on historic walls, if of historic or artistic interest (especially where they provide evidence of early or original occupants), is encouraged.
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Cabinet signs whether they are a formed (cloud) box or regular shape are prohibited from the DTO(Downtown Overlay)



No face illuminated signs are permitted in the DTO.
Signs may be illuminated in several other ways

- ✓ Halo
- ✓ Indirect
- ✓ Reverse Illumination
- ✓ Exterior mounted fixture

If a fixture is used, every attempt should be made to minimize the visual impact of the fixture itself unless it is part of the overall architectural design of the building



When reverse or halo illuminated letters/logo is chosen a minimum of 1" and maximum of 3" return depth is required

No more than a 2" standoff from the wall is allowed with 1.5" being preferred

The color for the illumination should relate to the interior lighting of the building



All halo lighting should must be in the color range of 2k-5k

Other colors could be approved if good evidence exists architecturally





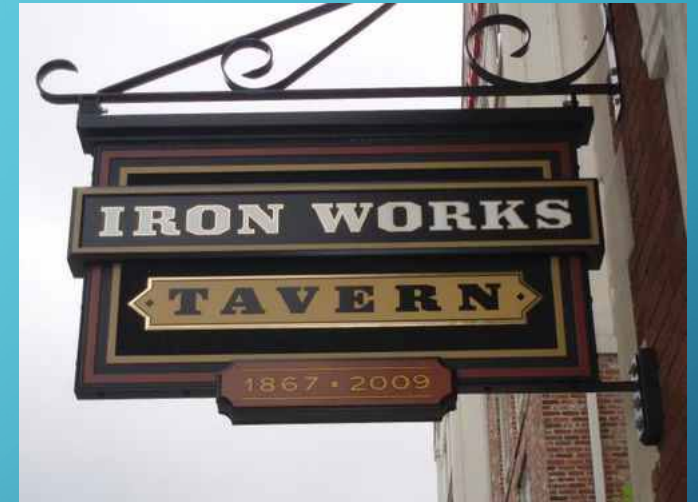
LAYERED MATERIALS AND
ROUTED WITH A MINIMUM
3" THICK OVERALL



THE USE OF SYMBOLS RELATED TO
THE BUSINESS ARE ENCOURAGED.
MATERIALS ARE LIMITED TO:
WOOD, HDU (HIGH DENSITY URETHANE)
SIGN FOAM, METAL



Hanging or perpendicular signs must use unique materials and high design details



WINDOW GRAPHICS:

GRAPHICS SHOULD BE SIMPLE IN NATURE WITH 1 FONT AND 1 COLOR. WHITE, GOLD AND FROSTED ARE THE PREFERRED COLORS. LOGOS SHOULD BE MINIMAL AND CAN BE FULL COLOR.

CODE:

20% OF THE WINDOW AREA OF EACH WINDOW IS THE ALLOWABLE SPACE FOR WINDOW GRAPHICS. UNLESS THE TRANSOM ABOVE A DOOR IS USED FOR THE STREET NUMBER.

WINDOW GRAPHICS SHOULD BE IN ONE AREA OF THE WINDOW AND NOT SPREAD AROUND THE WINDOW ITSELF.





MONUMENT SIGNS MUST INCLUDE
MULTIPLE LAYERS AND MATERIALS THAT
RELATE TO THE DESIGN AND USE OF THE
BUSINESS



CUSTOM
GABION
DESIGN

Neon

Examples of where appropriately designed the use of neon could be approved.
Approval is subject to the specific building architecture and surrounding area.





HISTORICAL ERA SPECIFIC MURALS
APPROPRIATE TO THE BUILDING AND
AREA

