

THOMPSON MILLS VILLAGE PCD DISTRICT DESIGN STANDARDS

Section 1. Purpose. (Based on 17.420.010. Purpose).

The purpose of the Thompson Mills Village Planned Commercial Development District Design Standards (TMV PCD District Design Standards) is:

- A. To promote the general health, safety and welfare of the community.
- B. To improve the efficient operation of traffic in this portion of the county.
- C. To promote safe and efficient movement within the development for persons using all modes of travel - motorized vehicles, bicycles and walking.
- D. To create a sense of place that is aesthetically appealing and environmentally responsible.
- E. To encourage innovative development projects that set standards for landscaping, community design and aesthetics.
- F. To establish consistent and harmonious design standards for public improvements and private property development within the TMV PCD District so as to unify the distinctive visual quality of this portion of a Gateway Corridor.
- G. To continue without interruption the zoning entitlements approved March 27, 2008, associated with 28.79 acres of land (chiefly 529,212 square feet of nonresidential retail and office uses, a 200-room hotel and 168 residential units and related surface or deck parking).
- H. To allow master detention as required, and expand those uses to encompass an adjacent tract of 11.46 acres without increasing the total square feet, number of rooms or number of residential units on the 38.147 acres of land subject to these new Standards.
- I. To provide both certainty and flexibility, whether the property is developed by a single or multiple Developers, in one phase under common ownership or subdivided and developed in multiple phases.
- J. To facilitate efficient and timely construction of site improvements and buildings to add these improvements to the tax digest of Hall County.

Section 2. Design Standards (Based on 17.420.020. Design guidelines).

The TMV PCD District Design Standards are hereby adopted and made part of this zoning amendment approval and shall apply to property in the TMV PCD District in Hall County. Within the TMV PCD District, building design and construction that is not in substantial conformity with the TMV PCD District Design Standards is prohibited. In cases of a conflict between other standards of the County and these Standards, the text of these Standards shall govern.

In addition to these Standards and associated conditions of zoning approval, if any, nothing shall prevent the Developer from using deed restrictions, subdivision covenants, property owners' association agreements or other methods to enforce these or related provisions throughout the development, provided they are not inconsistent with those detailed herein. Reference to the conditions of zoning and these Design Standards shall be placed on any plat or site plan prepared for the property.

Section 3. Boundaries (Based on 17.420.030. Boundaries).

- A. These Standards apply to land parcels of record comprising 38.147 acres of the TMV PCD district adjacent to Deaton Creek Way lying between the south right of way line of SR 347 "Friendship Road" and the

Hall/Gwinnett County line as shown in the accompanying zoning application plat (Exhibit "A"). This specifically includes property fronting along or deriving access from: SR 347; Deaton Creek Way between SR 347 and Thompson Mill Road; and three new roads to be constructed (Traverse Road, Village Way, and Town Center Way, all 60' rights-of-way.

Section 4. Effect of Standards (Based on 17.420.040. Effect of GCOD provisions).

A. *Application.* The TMV PCD District Design Standards are supplemental to the underlying zoning district classifications established in the Hall County Zoning Regulations. These Standards shall be overlaid upon and shall be imposed in addition to said underlying zoning regulations and other Hall County ordinances.

B. *Relationship to standards of the underlying zoning district and subdivision regulations.* In any case where the standards and requirements of the GCOD conflict with those of the underlying zoning district or subdivision regulations, these Standards shall govern:

Individual lots, whether for ground lease or sale, may be determined and subdivided as the market dictates, or combined for re-subdivision, over time.

Each lot shall have legal access from an internal road or roads to be constructed in new 60' rights-of-way to be dedicated to the public (Traverse Road, Village Way, and Town Center Way as shown on the master plan). On its west end Traverse Way will connect with existing Deaton Creek Way and on its eastern end Traverse Way is planned to connect with GA SR 347 Friendship Road. Village Way and Town Center Way will also connect Traverse Way with GA SR 347 Friendship Road.

The minimum lot widths shall serve as the basis for subdivision of the property. Residential lots shall be a minimum of 16 feet frontage and width. Commercial lots shall be a minimum of 20 feet frontage and width and may be subdivided and sold in widths at or greater than the minimum. Minimum residential lot size shall be 1,400 square feet and minimum commercial lot size shall be 2,000 square feet.

Commercial lots may, but shall not be required to, have frontage on more than one road.

Lot shapes may be irregular to accommodate building shapes, parking lots or infrastructure.

Damaged or obsolete buildings may be substantially or completely demolished by the Developer or End User(s) without a permitted building replacement design in place. Demolished building areas shall be grassed while replacement designs are prepared and permitted.

C. *Exceptions.* These Standards shall not apply to the following:

1. Completion of work subject to preliminary plats or site development plans approved prior to the effective date of these Standards.

D. The following requirements apply to reconstruction, replacement or addition to a legally permitted and existing structure when such change consists of more than 75 percent of the floor area of the existing structure:

1. The portion of the project that is reconstructed, replaced or added shall meet the Architectural Standards of 17.420.050.H, as modified herein.

2. If the reconstruction, replacement or addition includes the addition of 50 parking spaces or more, the newly constructed parking spaces shall meet the parking lot design requirements of Section 17.420.050.E, as modified herein..

3. If the reconstruction, replacement or addition decreases the distance between the subject building and abutting property that is zoned or used for single-family residential purposes, the property line where the distance abutting residential property has been decreased shall provide a transitional buffer as required in Section 17.420.050.C, as modified herein.

4. If the reconstruction, replacement or addition includes the reconstruction or addition of loading and service areas adjacent to property that is zoned or used for single-family residential purposes, such loading and service areas shall be screened as required by Section 14.420.050.D.3, as modified herein.

E. *Building plan application.*

1. All building plans submitted pursuant to an application for a building permit should clearly indicate compliance with all of the proposed landscaping, architectural design, building materials, access management, and signage requirements of these Standards.
2. The plans should clearly show the location and calculate the amount/percentages of all building materials per building face as indicated in Section 17.420.050.H.2, as modified herein.
3. Groups of buildings on the same parcel of land may be reviewed and permitted as a single project rather than individual buildings.
4. No building or structure shall straddle jurisdiction line boundaries. New roads to be constructed may cross or straddle jurisdiction line boundaries as needed for safe and efficient design needed to best serve the overall project.

F. *Role of conceptual master plan.*

The site shall be developed in general conformity with the Conceptual Master Plan (the "Plan") dated July 5, 2023, attached as Exhibit "B" and Letter of Intent dated July 5, 2023, submitted as part of the application and attached as Exhibit "C". The Plan graphic is one example of how the site and parcels may be configured. Market forces will determine the detailed particulars of the number and shape of new parcels, road geometry, and the location, size, orientation, height, materials, tenant mix and uses for each building. The mix of businesses and residents will likely vary over time. However, the development at build-out shall not exceed the 529,212 square feet of combined commercial office and retail space, 200-room Hotel and 168 residential units originally approved March 27, 2008.

The plan is considered conceptual in nature based on best understanding of the applicant as to the market existing at time of application, and as such may require modifications and final arrangement of buildings, roads, and other improvements that do not conflict with specific standards and requirements of these conditions. Such modifications may be made by the Developer or End User(s), within the overall limits of the property under the jurisdiction of Hall County, so long as such modifications do not change the land uses, increase the overall density of the project, reduce any established exterior buffers or setbacks, or exceed the single use limit.

Section 5. Property development standards (Based on 17.420.050. Non-residential property development standards).

A. *Prohibited uses.*

1. Adult establishments.
2. Agricultural or horticultural uses
3. Ambulance service or dispatch
4. Astrologers, clairvoyants, fortune tellers, palmists, phrenologists and related occupations
5. Automobile, boat, motorhome, trailer or other vehicle new or used sales, repair or maintenance.
6. Billboard signs.
7. Car washes, commercial

8. Commercial kennels with outside pens or runways
9. Continuing care retirement community
10. Convenience stores with fuel sales
11. Day care center
12. Drive-in theaters
13. Family day care home
14. Funeral home
15. Hospice care facility
16. Hospital
17. Junk yards.
18. Gas Stations.
19. Liquor stores. -package sales of distilled spirits
20. Nursery school or kindergarten
21. Outdoor storage.
22. Pawnbrokers or pawn shops.
23. Pay day lenders.
24. Personal care home
25. Residences, single family detached – Class A site built or industrialized dwelling units
26. Self-storage warehouse
27. Service station
28. Slow rate land treatment systems
29. Substations for electrical transformers, gas regulators and telephone subscriber carrier sites
30. Tattoo, body piercing and body modification establishments.
31. Truck terminals.
32. Vehicle title pawn/lending
33. Warehousing.

B. *Transitional buffers.*

1. *Applicability.*

- a. Transitional buffers required in this Section shall provide an effective visual screen between dissimilar uses or activities. No transitional buffers shall be required within the development, along the Hall/Gwinnett county line, or along the Hall/Braselton municipal limits line.
- b. Transitional buffers are required along and inside the property line at the perimeter of a planned development district that abuts single-family residential zoning or uses, in accordance with the requirements of this subsection, but no transitional buffers are required between dissimilar uses within the planned development district.

2. *Width of transitional buffer.*

- a. Where a commercial use within the TMV PCD District zoning district abuts property zoned for single-family residential or agricultural use, the minimum width shall be 20 feet. This requirement shall not apply where adjacent to public rights-of-way zoned for residential or agricultural uses.
3. **Materials for transitional buffer.**
 - a. Transitional buffers that are 20 or more feet in width, if any, shall meet at least two of the three following criteria: be planted with a staggered double row of evergreen trees at least six feet in height, a single row of deciduous shade trees at least two inches caliper dbh, (minimum 30 feet height at maturity) and two staggered rows of evergreen shrubs at least three feet in height, planted a maximum of four feet on center, or other arrangement approved by the director that provides a dense visual screen.
4. **Adjustments to buffer width.**
 - a. If a six-foot high solid wood fence or masonry wall is incorporated into the design of a transitional buffer, the width of the buffer may be reduced by ten feet. The fence or wall shall be located on the inside of the vegetation required in paragraph 3., above, with finished side facing the abutting property.
 - b. Masonry walls or solid wood fences of minimum six feet height required to screen loading and service areas, outdoor storage, and accessory equipment required in Section 17.420.040 D.3. and 4. shall not be used to reduce the width of a transitional buffer required in Section 17.420.050.C.2.
5. **Maintenance of buffer.**
 - a. A transitional buffer required in this Section shall be maintained in a healthy condition so as to provide an effective visual screen from the ground to a height of eight feet at maturity. Should vegetation die or be removed such that the buffer no longer functions as required in this Section, that vegetation shall be replaced by the property owner.
 - b. A fence that is provided pursuant to paragraph 4., above, shall be maintained by the property owner so that it is structurally stable and provides a solid visual screen.
- C. **Other landscape and screening standards.**
 1. **Building perimeter walls.** Shrubs shall be planted within ten feet of the foundation of the primary structure along each building facade at the rate of at least 20 shrubs per 100 lineal feet of building facade except for sides or rear of building used for loading or service areas. Foundation plantings may be clustered to provide visual interest and large decorative pots or planters may be used. Alternate landscape planting approaches require approval from the TMV PCD District Architectural Review Board.
 2. **Street frontage.**
 - a. Along each street frontage there shall be a ten-foot wide landscape strip in the right-of-way or adjacent property or combination thereof, continuous along the frontage except for perpendicular crossings for driveways and utilities. The landscape strip shall be planted with shade trees (six feet tall, two inches caliper, dbh, at time of planting, and not less than 35 feet tall at maturity) planted not less than 40 feet on center, and shrubbery forming an intermittent hedge not less than three feet in height designed to provide an adequate screen, while maintaining sight distances at intersections and driveways.

The Developer shall be responsible for street frontage plantings along Friendship Road and the internal roads to be constructed. The Developer may either install trees and other vegetation in conjunction with development of the roads or prior to issuance of Certificates of Occupancy for

individual lots. All plantings by others shall be subject to approval from the TMV PCD District ARB.

- b. The planning director shall have authority to approve alternative methods for landscaping and screening parking lots that include an equivalent value of landscape material or screening effect when viewed from the street.
3. *Loading and service areas.* In addition to general perimeter landscaping and required buffers, if a loading or service area is located within 50 feet of a side or rear lot line abutting property that is residentially zoned or used for residential purposes, or public or institutional use, then the loading or service areas shall be surrounded by either a six feet high masonry screening wall, or a six feet high solid wooden fence, placed on the inside of the landscaped buffer required in Section 17.420.050.C.
4. *Screening of storage and accessory equipment.*
 - a. *Waste receptacles.* Other than street/sidewalk amenities, waste receptacles, including dumpsters, garbage cans, or grease containers shall be located in the rear or side yard and placed at least 20 feet from any street, public sidewalk, or property line that abuts residential use. Such waste receptacles shall be screened from view from all property lines and public areas of the site by a minimum six feet high wall constructed of masonry or solid wood with an opaque gate.
 - b. *Rooftop mechanical equipment.* Rooftop mechanical equipment, including HVAC, solar arrays and utility equipment shall be screened from adjacent streets, sidewalks, residential, public and institutional uses within 150 feet of the building. Screening shall consist of parapet walls or an opaque enclosure around the equipment that is constructed of one of the materials used on the primary facade of the principal structure.
 - c. *Ground or wall-mounted mechanical equipment.* Ground-mounted or wall-mounted equipment such as HVAC equipment, transformers, and gangs of multiple utility meters shall be screened from adjacent streets, sidewalks, residential, public and institutional uses, or be installed in a limited access service alley or service corridor of a building. Screening shall consist of a solid masonry wall or wooden fence or other opaque enclosure around the equipment that is constructed of one of the permanent and durable materials used on the primary facade of the building. The height of the fence or wall shall be sufficient to effectively screen the equipment from direct view.
 - d. *Outdoor storage.* Permanent Outdoor storage or sales displays shall be prohibited.
 - e. Temporary sale of seasonal goods may be permitted on properties other than property used primarily for residential purposes, if such temporary sales are authorized by the director for a period not to exceed 60 days, with up to a 30-day extension, to be approved no more than two times in a given calendar year. Such temporary sales shall be limited to sites that:
 - a. Provide adequate off-street parking on approved surfaces;
 - b. Provide safe and adequate vehicular access; and
 - c. Are not adjacent to residentially zoned property.Outdoor display and sale of goods shall be prohibited in existing designated parking areas.
5. *Visual blending of slopes.* Cuts and fills shall be terraced to blend into the natural terrain. Cut or fill slopes more than ten feet in height shall be landscaped with evergreen shrubbery planted at the rate of ten shrubs per 100 lineal feet.

D. Setbacks

Building setback lines shall be:

Twenty feet (20') from the perimeter of the 38.147-acre master parent tract, except along the jurisdiction line boundaries common with Gwinnett County to the south and the City of Braselton to the east where the setback shall be a minimum of ten feet (10') with a minimum building separation of twenty feet (20').

Front, side and rear setbacks of ten feet (10') from back of curb along curbed streets and surface parking lots.

Internal Side setbacks on lots to be created of zero feet (0') provided Code-required fire rating is achieved and maintained.

Stairs, escalators, elevators or pedestrian bridges between buildings may encroach over sidewalks and common area provided that they do not impede safe pedestrian circulation.

E. Parking lot design.

1. *Parking requirements.* Off-street parking shall be required as in Chapter 17.250 of the Hall County Zoning Regulations, except as provided in this subsection:
 - a. *Parking standards.* For purposes of the Plan the following parking standards were used:
 - Retail/office – 3.5 spaces per 1,000 square feet
 - Restaurant - 10 spaces per 1,000 square feet
 - Medical Office – 4.5 spaces per 1,000 square feet
 - Hotel – 0.5 spaces per room
 - Multi-family/apartments – 1.5 spaces per unit
 - Townhomes – 2 spaces per unit
 - b. *Shared parking.* The director may approve a reduction of up to 100 percent in the number of parking spaces required for a specific use where inter-parcel access is provided and a shared parking analysis approved by the director demonstrates that adequate parking via on-street, surface lot and/or structured parking, will be provided with the approved reduction. Shared parking analysis(es) may, but shall not be required to be, a master parking study for the overall mixed-use development, or any portion thereof.
 - c. *Curb radii – Corner radii* of eight feet (8') minimum with parallel parking and corner radii of twelve feet (12') minimum without parallel parking is required.
2. *Pedestrian circulation.* Parking areas shall be designed to facilitate safe and convenient use by pedestrians. Commercial and multi-family developments shall provide designated pedestrian pathways or sidewalks connecting parking aisles to the front entrance of the principal building. ADA compliant sidewalks shall be along both sides of streets to be constructed including crosswalks. Additional ADA compliant sidewalks shall connect parking areas to buildings and may be used to connect parcels.
3. *Paving materials for parking lots.* All parking areas shall be paved with asphalt, concrete (or pervious materials approved by the director.)
4. *Parking lot landscaping.*
 - a. Each surface parking area of over 50 spaces shall include landscaped islands within the parking area equivalent to not less than five percent with planning director discretion of the total paved area of the parking lot, not including pervious paving surfaces.
 - b. Landscaping in surface parking lots shall contain at least one shade tree (minimum of six feet tall and two inches caliper dbh at time of planting and 35 feet tall at maturity) for each 200 square feet of landscaping. Shade trees shall be planted in a bed of ground cover, sod and/or low shrubbery. Alternative design approaches are subject to Director approval.
5. *Perimeter landscaping.*
 - a. Appropriate shade tree species for landscaping parking lots include the following:

- i. Nuttall Oak.
- ii. Shumard Oak.
- iii. Willow Oak.
- iv. Ginkgo (Variety: President, Autumn Gold, male gender).
- v. Princeton Elm.
- vi. Chinese Elm (varieties Allee, Athena, Drake, Bosque).
- vii. Bald Cypress (variety: Shawnee Brave).
- viii. Zelkova (variety Green Vase or Village Green).
- ix. Northern Red Oak.
- xi. Other species approved by the director.

F. *Outdoor lighting.*

1. *Streetlights.*

- a. Streetlights shall be provided on all public streets.
- b. The spacing of street lights shall be staggered, 300 feet on-center or closer, along both sides of the roadway.
- c. All street lighting shall be subject to review and approval of the Hall County Public Works Department.
- d. All street lighting, shall be the semi-cutoff type.

2. *Parking lot, sidewalk, and building illumination.*

- a. Lighting shall be designed to avoid intrusion on adjacent properties and away from adjacent thoroughfares. All lighting shall be semi-cutoff luminary fixtures mounted in such a manner that the cone of light is directed downward.
- b. The same type of lighting fixture must be used for the same or similar types of lighting on any one site. Prior to issuance of a development permit for individual parcels, a lighting plan shall be submitted to the Planning Director for approval.
- c. Parking light fixtures shall be the box head type and shall have a maximum height of 35 feet, unless on a parking deck in which case the maximum height shall not exceed 25 feet.

3. *Security lighting.* Semi-cutoff luminaries shall be used for all security lighting.

4. *Sign illumination.*

- a. Automatic changeable copy signs, and externally mounted neon signs are prohibited. Monument signs, entry signs, and one sign per building may be internally illuminated signs.
- b. Signs may be illuminated with external lighting fixtures provided that fixtures are directed downward and away from streets and adjacent property and public streets. All lighting shall have recessed luminaries, or be semi-cutoff luminary fixtures.

G. *Interparcel access.*

1. Interparcel access, joint driveways, cross access drives and access easements shall be provided for adjacent non-residential development not having direct access along an arterial or collector street, except where the director determines that they are unfeasible because of topographic or other site-

- specific constraints or where the Developer determines provision of such constrains the building size so as to make the site economically infeasible.
2. Joint driveways and cross access easements shall be provided for non- residential development that abuts other non-residential development. The building site shall incorporate the following:
 - a. Continuous cross-access drive located in a cross-access easement, where necessary to connect adjacent parcels along the thoroughfare.
 - b. Driveway aprons, stub-outs, signage, pavement markings and other design features to indicate that abutting properties may be connected to provide cross access via a service drive.
- H. *Architectural standards for all buildings.* The following design guidelines and standards apply to all newly constructed buildings used for office, commercial, industrial, institutional, residential, and public purposes. An Architectural Review Board, to be known as the TMV PCD Architectural Review Board (TMV ARB), shall be formed which shall review and approve all exterior elements of each site and its building(s), including materials, signage, lighting, and landscaping, etc. before the submittal of site plans or building plans to Hall County. The Developer or TMV ARB shall adopt an architectural palette Design Guidebook with required minimums and acceptable alternatives to guide End Users as part of the internal architectural review. The ARB shall also be responsible for development and updating of a Master Sign Plan.
1. *General architectural requirements.*
 - a. *Street orientation.* Principal building entrances shall be oriented to public streets with the exception of internal buildings not directly fronting on the street. Parking may occur between the building and street(s), to the rear, to the side, underneath or on one or more adjacent parcel(s).
 - b. *Building height.* Building heights shall be measured as from highpoint of the grading at the building line to the midline of a hip/gable roof or top of mansard or parapet roof. Subject to the constraints for nonresidential maximum square footage and maximum height, there are no minimum or maximum Floor Area Ratios (FAR). The maximum height for each building type:
 - Grocery shall be 42 feet.
 - Townhome building shall be 50’.
 - Live/Work building shall be 50 feet.
 - Retail Stand Alone use building shall be 50 feet.
 - Retail Mixed-Use building shall be 60 feet.
 - Residential or Residential over Retail use building shall be 60 feet.
 - Office building shall be 85 feet.
 - Hotel building shall be 85 feet.
 - Clock Tower, either as part of a building or stand-alone structure shall be 90 feet.
 - c. Non-residential buildings shall have at least 1,000 square feet of heated floor space.
 2. *Building materials.*
 - a. The use of a common palette of building materials should be maintained for all four sides of principal buildings with building footprint of less than 5,000 square feet to create a consistent architectural identity. For buildings with footprints of more than 5,000 square feet, variation in building materials, modulation, texture, and depth should be employed to provide design variation.
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- b. Buildings that are located on outparcels and all accessory buildings shall be constructed of materials complementing the principal building with which they are associated.
- c. Building materials used for all four sides of new or reconstructed buildings are restricted to the following:
 - i. Brick.
 - ii. Stone. Natural stone such as, but not limited to, granite, limestone, and marble are allowed building materials. Terra cotta and/or cast stone, which simulate natural stone, are also acceptable. Painted stone is prohibited.
 - iii. Split-face block/concrete masonry unit (CMU) is restricted to 50 percent of the surface area of each side of a principal building.
 - iv. Cementitious siding (hardy plank), phenolic siding and stucco are each restricted to 50 percent of the surface area of each side of a building.
 - v. Glass and glass block.
 - vi. Exposed concrete block, painted concrete block, and metal are prohibited materials for any exterior wall. Pre-cast tilt wall construction without exterior finish may be used for portions of parking decks or high-low parking wrapped by other structures. Non-wrapped elevations of decks or high-low parking shall have surface treatment with approved materials.
- d. Restrictions on the use of metal building materials shall not apply to windows, door frames, gutters and downspouts, fascia, soffits, sign materials, entry doors and/or roll-up doors.
- e. Calculation of ratios of building materials.

The amount of permitted material shall be calculated using the gross square footage of wall area for each elevation (side) of the building. See example below.

For example, a building has a side elevation with a gross wall surface area of 1,200 square feet with 400 square feet consisting of windows and doors. Begin with 1,200 square feet for required building material calculations. A wall area of 1,200 square feet shall have no more than 600 square feet of stucco on the front façade [e.g. (1,200 X 50% = 600)]. The balance shall be brick or other allowed material.

- 3. *Roof materials.* Materials for pitched roofs shall be limited to architectural grade composition shingles, natural slate, natural terra cotta, natural wood shake, or factory finished metal with standing seams. Materials for flat roofs may include Thermoplastic Polyolefin (TPO) and Ethylene Propylene Diene Terpolymer (EPDM) and similar systems.

I. Outdoor public gathering spaces. The development may, but is not required to, contain designated place-making spaces, including areas intended for public gatherings with permanent or temporary features such as, but not limited to, outdoor fireplaces/firepits, patio areas, gazebos, bocce court, seasonal skating, playgrounds, dog park, fountains and other water features, green walls, putting green, climbing wall, amphitheater, outdoor exercise equipment and event plazas.

Section 6. Signs. (Based on 17.420.060. Signs).

The following signs shall be permitted for office, institutional, commercial, industrial and residential use, in addition to other signs permitted for these uses in Chapter 17.270 of the Zoning Regulations.

- 1. *Monument signs.*

- a. One ground mounted, monument sign shall be permitted on each lot, except that in the case of a corner lot, the provisions of this Section shall apply separately to each street frontage. However, no sign on a corner lot shall be closer than one-fourth the building setback line from the lot corner, defined by the lot lines extended. The sign structure may be incorporated into a retaining or free-standing wall, either with or without decorative fencing, provided required sight distance is maintained. Walls are not part of sign area.
 - i. The sign structure shall be constructed in general harmony with materials that are used in the facade of the principal building on the lot. Signs may be curved, angled (possibly greater than 60 degrees), perpendicular to, or parallel to the road.
 - ii. Sign area of monument signs shall not exceed 96 square feet, limited to one per street building elevation, sign face width not to exceed the base, and maximum height of 16 feet.
2. *Pole and banner signs.* Pole signs are prohibited, except as accessory banner signs as part of street light pole systems. Building elevation banner signs not to exceed 90 square feet each shall be limited to one per building, framed and fixed as to locations (intended to be more or less permanent); however, banners may be changed periodically (e.g., seasonal or otherwise).
3. *Wall signs and marquee signs.* One wall sign or marquee sign shall be permitted on all four sides for each building or for each tenant in a multi-tenant building, per wall elevation. The maximum sign area shall be 150 square feet per elevation, for single tenant, or for multiple tenants 175 square feet or one square foot per linear foot of storefront, whichever is greater. Wall signs and marquee signs shall be primarily oriented on the side of a building that includes the primary public entrance. A tenant that has less than 16 lineal feet of storefront shall be a permitted a wall sign or marquee sign with a maximum area of 16 square feet.
4. *Master plan for signs in multi-tenant developments.* For this development, a coordinated program of signs shall be developed by the developer or ARB and approved by the county Planning Director before building permit issuance. The signage master plan shall specify the sign type, design, height, colors, illumination, and other specifications to give a coordinated appearance to the building or development. The county's review and approval of the signage master plan shall be based on the compatibility of the proposed signage with the siting and architecture of the subject building or development and the compatibility of the signage with surrounding land uses.
5. *Entry signs.* One entry sign is permitted on each side of the following intersections: the intersection of Traverse Road with Deaton Creek Way; at the intersections of Village Way with SR 347 and with Traverse Road; at the intersections of Town Center Way with SR 347 and Traverse Road; and at the intersection of Traverse Road with SR 347. Entry signs may be of stone or brick base with fabricated metal sign cabinet, if pylon type. Sign area not to exceed 96 square feet, width not to exceed the base, height not to exceed 12 feet above street grade, and minimum setback of five feet (5') from right-of-way, provided adequate sight distance is maintained.
6. *Directory signs, freestanding or building-mounted.* One (1) freestanding or building-mounted directory sign per building shall be allowed, provided its area does not exceed 44 square feet and height above street grade does not exceed eight feet (8').

Section 7. Appeals and modifications. (Based on 17.420.070. Appeals and modifications).

A. Procedures for appeals.

1. It is the intent of the board of commissioners that all development within the TMV PCD District shall conform to the standards and procedures set forth in these Standards. In the event that the intent of these Standards can be achieved with minor deviations that do not substantially impair the purpose or

intent of these Standards, the Hall County Planning Director has the authority to modify the specific provisions to allow for such minor deviations.

2. If the Planning Director determines substantial modifications or changes are necessary, any person, firm, group or organization may apply for relief from the requirements set forth in these Standards to the Hall County Planning Commission, unless otherwise specified in these Standards. Before issuance of a finding in writing by the Planning Director of the need for Planning Commission review, the Developer shall have the right to amend their proposal consistent with guidance from the Planning Director.
3. Appeals from requirements set forth in these Standards can be heard by the Planning Commission as provided in Chapter 17.360 of the Hall County Zoning Regulations.

Section 8. Definitions (Based on 17.420.080. Definitions).

[The following words, terms and phrases, when used in these Standards, shall have the meanings ascribed to them in this Section, except where the context clearly indicates a different meaning:]

Cross-access drive: A drive created for the purpose of providing vehicular or pedestrian access between properties.

Cross-access easement: A private covenant or easement between owners of abutting properties that allows driveways for public access by vehicles and pedestrians connecting two or more properties having different owners.

Developer: A private property owner who develops the internal road(s) and site infrastructure to County standards as modified herein for subdivision and sale of individual parcels to others for building construction. The term Developer shall include successors in interest and end users of the property.

Diameter at breast height (DBH): A standard measure of the diameter of a tree trunk measured in inches at a height of four and one-half feet above the ground. If a tree splits into multiple trunks below four and one-half feet, then the trunk is measured at its most narrow point beneath the split. Externally mounted neon signs.

Drive-through window: An opening in the outside wall of a commercial building or structure intended to be used to provide for sales and/or service to patrons who remain in their vehicles.

Facade: The exterior side of a building that faces, and is most nearly parallel to, a public street. The facade includes the entire area of a building, extending from the roof or parapet to the ground, and from one corner of the building to another. Buildings generally have one facade for each street frontage.

Joint access driveway: A driveway that provides direct vehicular access to two or more abutting properties from a public street.

Live/work unit: Live-Work Units (LWUs) are properties that allow combination of residential and non-residential uses in vertically or horizontally connected space so as to be both a place of residence and business establishment. LWUs require the owner of the business to also reside in the property or vice versa.

Modulation: The rhythmic variation in the massing and architectural treatments of a building that divides its roofline and facade into small harmonious components that create visual interest, as distinct from the appearance of a large building with a featureless facade built on a single plane with a single roof line. Modulations of a facade should break the vertical plane with variations that are at least two feet in depth, measured from the forward plane of the facade.

Multi-family: A residential building, or portion of a commercial building such as upper floor(s) over retail and/or office uses, designed and used exclusively for long-term rather than transient or short-term rental occupancy by three or more families in separate dwelling units living independently of each other.

Sign area: That portion of the surface of a sign structure where words, letters, figures, symbols, logos, fixtures, colors, or other design elements are or may be located in order to convey the message, idea, or intent for which the sign has been erected or placed. The sign face may be composed of two or more modules on the same surface that are separated or surrounded by open space or by portions of a sign structure not intended to contain any advertising message or idea and are purely structural or decorative in nature.

Sign, automatic changeable copy: A sign on which the copy changes automatically on a lamp bank or through mechanical means, e.g., electrical or electronic time and temperature units. Copy shall mean words and numbers.

Sign, internally illuminated: Any sign that is illuminated by an artificial light source from within the sign structure over any or all of its sign face.

Sign, pole: A sign that is mounted on a freestanding pole, columns, or similar support such that the bottom of the sign face or lowest sign module is not in contact with the ground.

Storefront: That elevation of a commercial building having a single tenant (or that portion of the elevation of a multi-tenant building that is occupied by a single establishment) and that contains the principal public entry to the establishment.

Transitional buffer: An area of natural vegetation or manmade construction, which is intended to provide a visual and dimensional separation between dissimilar land uses.

Section 9. Related Material

The following related items are incorporated by reference:

Exhibit A – Zoning Amendment Exhibit (Tracts B, C, D, F, G, J & K) of July 5, 2023

Exhibit B – Thompson Mills Village (TMV) Master Plan of July 5, 2023

Exhibit C – Letter of Intent of July 5, 2023