# **Supplemental Application Packet**

March 21, 2025

Page 1

### Received March 24, 2025

# Supplemental Narrative for Amended Conditions Application March 21, 2025

This is a supplemental narrative to our Amended Conditions of Zoning Application record number HZCU25-0002. The subject property is a combined 14.85± acre tract zoned Planned Commercial Development (PCD) within the Gateway Corridor Overlay District (GCOD). Our application is to modify the Master Sign Development Plan approved on December 9, 2021, (ZON2021-00094) and as amended on December 14, 2023 (HZCU23-0051).

Our application request for the Proposed Use is slightly modified to read as follows: The Master Sign Development Plan for Riverbrook Marketplace, last amended December 15, 2023, shows for Outparcel and Secondary Tenants (i.e. Tenants of less than 40,000 SF) are permitted multiple internally illuminated wall signs for each building or leased premises. Signs shall be on the external wall of the leased premises, regardless if they have an entry door. The tenants shall be allowed signs on the front, sides, and rear of their buildings. The maximum sign area for each tenant's leased premises shall be two square feet per linear foot of the primary storefront building on each exterior elevation, with a maximum of 200 square feet per each exterior elevation. In the event that any additional wall signs are warranted, said additional wall signs may be installed on additional wall elevations of the building (regardless of whether or not that side of the building includes a primary or secondary entrance). The maximum number of signs per building façade will be six.

The property's development history dates back to 2007 or earlier. With the onset of the housing recession in the late 2000s, followed by years of court battles and a stagnant economy, there were significant delays in the property's development. In January of 2013, the property was part of a larger rezoning approval (ZON2012-00036) to rezone to Planned Commercial Development (PCD) for mixed-use development on the combined 83 acres. Over \$1 million in site improvements, including fencing, roadways, and utility connections, were completed, but the broader vision for the development remained unrealized for years.

In December of 2021, the Board of Commissioners approved an amendment to conditions for the subject property, which included a reconfiguration of the commercial development as well as a Master Sign Development Plan. We purchased the property in September of 2023, inheriting the existing challenges and limitations, including design constraints and sign regulations that do not support the center's needs. Unlike previous developers who faced delays due to economic downturns and legal battles, we acquired the property with the infrastructure and Master Sign Development Plan already in place.

Our goal is to move forward with developing the property in a way that aligns with the vision of a high-quality shopping center. However, the Master Sign Development Plan does not take into account the multiple entrances of the shopping center, the varied orientations of the buildings, the elevation of the center, or the need for signs that are appropriately sized for visibility. Under the current Master Sign Development Plan, the maximum area of the signs are smaller than necessary

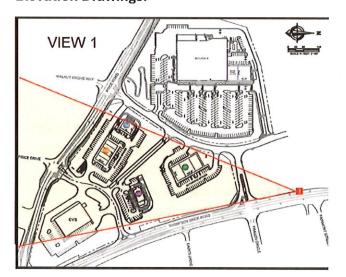
for effective visibility and recognition, creating a hardship. Our goal is to enhance the property's potential by creating a modern, upscale commercial development that meets the needs of both tenants and the public. To achieve this, we are requesting an updated sign plan that accommodates the unique characteristics of the site, including its entrances and elevation, and ensures that the signage is properly scaled. This updated plan is essential to allow the center to reach its full potential as a high-quality commercial destination.

#### **Elevation Hardship Justification:**

Included in the supplemental information are 6 elevation comparison views. On the top of each page is the existing master sign development plan view, and on the bottom of each page is the elevation view with our proposed changes. The Elevation views demonstrate that under the existing Master Sign Development Plan, tenant signs would be nonexistent, obscured from view, or appear significantly reduced in size when seen from the road.

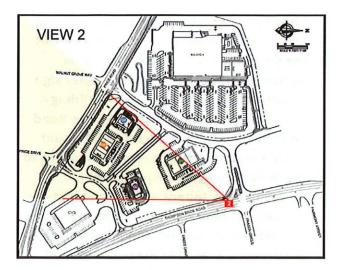
The property's unique elevation challenges create a hardship under the Hall County UDC and the current Master Sign Development Plan. Situated at a higher elevation than the surrounding main roadways, standard signage is less visible, making it difficult for tenants to achieve sufficient exposure without increased size and placement flexibility. Unlike a traditional strip shopping center with a single orientation, this property requires clear and visible signage from multiple approach directions to effectively guide the public entering from different roads. Restricting signage to only one or two facades per building fails to address the need for comprehensive visibility and the current regulations also do not account for the property's topographical differences, resulting in ineffective signation.

#### **Elevation Drawings:**

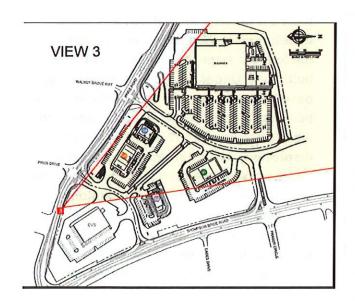


View 1 is taken from Thompson Bridge Road, traveling south, positioned on the northeast side of the shopping center, looking toward the four outparcel buildings. Under the existing master sign development plan, signage on building 2 would not be visible, and the signs on building 1 would appear disproportionately small relative to the building. With the proposed modifications, tenant signage on building 2 would become visible, and the increased sign size would ensure that all tenant signs are properly scaled to the buildings and easily seen from the Thompson Bridge Road.

#### **Elevation Drawings:**

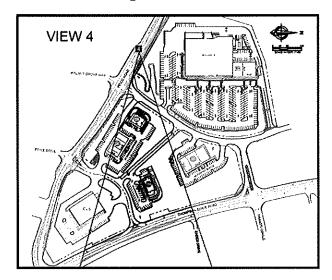


View 2 is taken from Thompson Bridge Road, travelling south and facing buildings 1 and 2 that border Thompson Bridge Road. Under the existing master sign development plan, signage on the side of building 2 would not be allowed and the signs on buildings 1, 2, 3, and 4 would appear disproportionately small relative to their respective buildings. With the proposed modifications, tenant signage on the side of building 2 would be permitted and visible from Thompson Bridge Road, and the increased sign size would ensure that all tenant signs are properly scaled to the buildings and easily seen from Thompson Bridge Road.

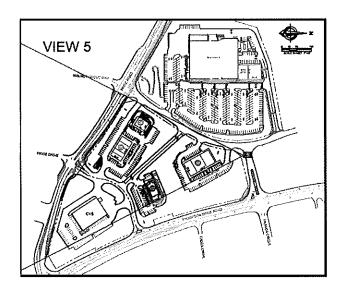


View 3 is taken from Price Road, traveling northwest and approaching Price Drive, and positioned at the southeast side of the shopping center, looking towards building 3. Under the existing master sign development plan, signage on buildings 2, 3, and 4 would not be visible bordering Price Road, and the signs on building 3 would appear disproportionately small relative to the building. With the proposed modifications, tenant signage on buildings 2, 3, and 4 would become visible, and the increased sign size would ensure that all tenant signs are properly scaled to the buildings and easily seen from Price Road.

#### **Elevation Drawings:**

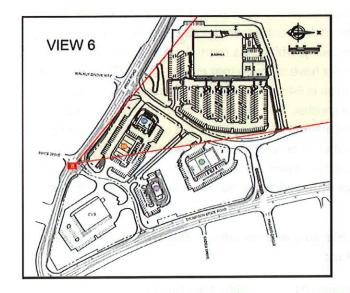


View 4 is taken from Price Road, traveling southeast, positioned on the west side of the shopping center, looking towards building 4. Under the existing master sign development plan, signage on Building 4 would not be visible bordering Price Road and the signs on buildings 3 and 4 would appear disproportionately small relative to the buildings. With the proposed modifications, tenant signage on buildings 4 would become visible, and the increased sign size would ensure that all tenant signs are properly scaled to the buildings and easily seen from Price Road.



View 5 is taken from Wahoo Falls Trace, traveling west, positioned on the north of the four outparcel buildings, directly facing building 1. Under the existing master sign development plan, signage on the sides of buildings 2 and 4 would not be visible and signs on buildings 1, 2, and 4 would be disproportionately small relative to the building. With the proposed modifications, tenant signage on the sides of buildings 2 and 4 would become visible, and the increased sign size would ensure that all tenant signs are properly scaled to the buildings and easily seen from Wahoo Falls Trace.

#### **Elevation Drawings:**



View 6 is taken from Price Road at the intersection with Price Drive, facing northwest towards buildings 3 and 4. Under the existing master sign development plan, signage on buildings 3 and 4 would not be permitted along Price Road, and the only visible sign would be for tenants located in a corner or end-cap space. Additionally, the signs appear disproportionately small relative to the buildings. With the proposed modifications, tenant signage would be able to be viewed along Price Road for buildings 3 and 4, and the increased sign size would ensure that all tenant signs are properly scaled to the buildings and easily seen from Price Road.

# Multi-Road Frontage and Multi-Building Hardship Justifications:

The development is uniquely positioned with access to two public right of ways, Thompson Bridge Road and Price Road, as well as two private roads, Price Drive and Wahoo Falls Trace. Customers approach from multiple directions, requiring signage that provides visibility from various vantage points. However, the Master Sign Development Plan allows for one awning, canopy, wall, or projecting sign per establishment along its public entrance and one additional sign is allowed per façade adjacent to a public right of way, failing to offer sufficient flexibility for establishments with muti-road frontage.

An attached illustration, "Comparison of Shopping Centers: Impact of Multi-Road Frontage on Signage Visibility," provides an aerial view of the subject property, highlighting the challenges created by its multi-road orientation. Additionally, the development consists of four separate outparcel buildings, not a single structure. With the different orientations, some tenants are located on a corner building or inward-facing parcels, making a single sign insufficient for visibility. Unlike standard strip commercial centers, where all storefronts face a single roadway, these tenants lack uniform exposure.

A comparative illustration depicts a traditional strip commercial center oriented parallel to a single major right-of-way, demonstrating the clear, unobstructed visibility its tenants receive. This visual comparison emphasizes the unique hardships faced by the subject property due to its multi-road frontage, multi-building layout, and restrictive nature of the current Master Sign Development Plan.

#### **Local Plaza Sign Comparisons:**

South of the subject property is Thompson Bridge Commons, which includes a Kroger grocery store and secondary tenants. The center is located on the east side of Thompson Bridge Road, near the intersection of Mt. Vernon Road. The entire center front faces a single major roadway, Thompson Bridge Road, unlike the subject property, which has multiple frontages. The secondary tenants within the Kroger strip center have signage that exceeds the UDC's standard in Sec 8.6.10.D.1, which shows a maximum area is 64 square feet per building, or one square foot per linear foot of storefront, whichever is greater. The secondary tenants in Thompson Bridge Commons also exceed what we are requesting in our application of two square feet per linear foot of primary storefront building elevation. For reference, see tenant signs and measures as illustrated in "Local Sign Size Comparisons." Please note all measurements were obtained from Google Earth and all dimensions are estimates based on standard door heights of 7'-0".

# Thompson Bridge Commons Tenant Signs Meeting or Exceeding 2 Square Feet Per Linear Foot of Primary Storefront Building Elevation:

Tenant Name	Frontage (ft)	Sign Area (sq ft)
James E. Green, MD, PC	20'-0" (+/-)	48.6 (+/-)
BenchMark Physical Therapy	20'-0" (+/-)	44.5 (+/-)
Great Clips	20'-0" (+/-)	55 (+/-)
Papa John's	20'-0" (+/-)	64 (+/-)
Edward Jones	20'-0" (+/-)	40 (+/-)

# Thompson Bridge Commons Tenant Signs Exceeding 1 Square Foot Per Linear Foot of Primary Storefront Building Elevation:

Tenant Name	Frontage (ft)	Sign Area (sq ft)
Tan	20'-0" (+/-)	27 (+/-)
Burger & Shake	20'-0" (+/-)	28 (+/-)
Sun Garden	26'-0" (+/-)	39 (+/-)

In addition to the supplemental narrative for our application, we are adding drawings and information to show the unique challenges and hardship of the property's elevation and multi-road frontage, as well as update the submitted Sign Design Guidelines dated January 14, 2025, and provide rear elevation of the Publix grocery store.

## Updated General Sign Design Guidelines dated March 19, 2025:

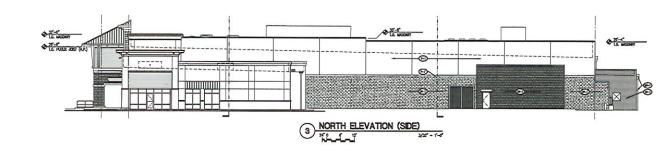
- Paragraph 6- Window Graphics: Window signs may not exceed 25% of the area of the individual window they are located in. All window signs and graphics are subject to Landlord approval.
- Paragraph 8 <u>Custom Awnings</u>: Awnings are subject to Landlord approval.

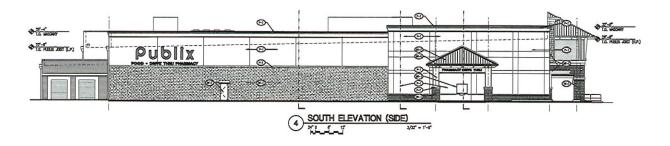
Rear Elevation of Public grocery store has been added to the supplemental information.

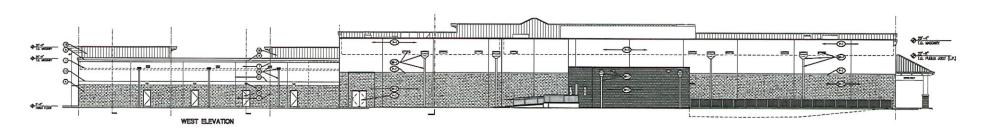
#### Conclusion:

The proposed amendments to the Master Sign Development Plan are necessary to address the unique challenges posed by the subject property's multi-road frontage, varied building orientations, and elevation differences. We inherited the existing infrastructure and current Master Sign Development Plan, which do not adequately account for the site's visibility constraints, creating hardships for successful development. By modifying the signage allowances to permit additional signs and increased square footage, we aim to ensure that all signs have the visibility needed within the development. These revisions will enhance the overall function and aesthetic appeal of the shopping center, aligning it with the vision of a well-designed, high-quality retail destination. We respectfully request approval of these sign amendments to support a well-planned and successful commercial development and appreciate your time and consideration of this request.









BENDERSON DEVELOPMENT

PROPERTY PUBLIX CENTER

GAINESVILLE, GA

PROP.#5468 DRWG. #5468 STRIP ELEV

BY P. EWING DATE 2.28.23 REVISION

#### SIGNS SHOWN AS CURRENTLY APPROVED

Received March 24, 2025





Secondary Tenants (i.e. Tenants of less than 40,000 SF) are permitted one (1) internally illuminated wall sign or internally illuminated marquee sign for each building or leased premises, provided however, that Tenants located on a corner, in an end cap space, or in a freestanding building, shall be permitted a second wall sign. The maximum sign area for each user or leased premises shall be 100 square feet, or one square foot per linear foot of primary store front building elevation, whichever is greater. In the event that a second sign is warranted as noted above, said second wall signs may be installed on a secondary elevation of the building (regardless of whether or not that side of the building includes a primary or secondary entrance)

REQUEST TO INCREASE ALLOWABLE SIGN SQUARE FOOTAGE, QUANTITY AND LOCATIONS



PROPERTY RIVERBROOK MARKETPLACE

GAINESVILLE, GA

PROP.#5468 DRWL #5468 REV. MSP\_REQUESTED CHANGE

BY P. EWING DATE 12.18.24 REVISION 1.14.25 3.19.25





Print #240712040 Date: 07/12/24 Lat/Lon: 34.378004 -83.878358 **RETAIL SHOPS:** 

SIGNS SHOWN PER REQUESTED REVISION

Received March 24, 2025



- INCREASE ALLOWABLE SIGN SQUARE FOOTAGE TO ALLOW TWO (2) SQUARE FOOT PER LINEAR FEET OF LEASED FRONTAGE.
- ALLOW TENANTS TO HAVE SIGNS ON THE FRONT, REAR, & SIDES OF BUILDING.



REQUEST TO INCREASE ALLOWABLE SIGN SQUARE FOOTAGE, QUANTITY AND LOCATIONS



PROPERTY RIVERBROOK MARKETPLACE

GAINESVILLE, GA

PROP.#5468 DRWG. # 5468 REV. MSP\_REQUESTED CHANGE

BY P. EWING DATE 12.18.24 REVISION 1.14.25 3.19.25

#### FOR OUTPARCEL BUILDING WITH MULTI-TENANTS

Tenant allowed 2 SF of Signage per Elevation, per Each Linear Foot of Leased Space. Signs Allowed to be Installed on the Front, Sides, and Rear of Tenant's Leased Space.









REQUEST TO INCREASE ALLOWABLE SIGN SQUARE FOOTAGE, QUANTITY AND LOCATIONS



PROPERTY RIVERBROOK MARKETPLACE GAINESVILLE, GA

PROP.#5468 DRWG. #5468 REV. MSP\_REQUESTED CHANGE

BY P. EWING DATE 12.18.24 REVISION 3.19.25

## TYPICAL OUTPARCEL BUILDING AND TENANTS' SIGNAGE

Received March 24, 2025

#### FOR OUTPARCEL BUILDING WITH A SIGNLE TENANT

Tenant allowed 2 SF of Signage per Elevation, per Each Linear Foot of Leased Space. Signs Allowed to be Installed on the Front, Sides, and Rear of Tenant's Leased Space.





ELEVATIONS SHOWN ARE FOR REPRESENTATIONAL PURPOSE ONLY.

BENDERSON

DEVELOPMENT

7978 COOPER CREEK BOULEVARD, UNIVERSITY PARK FL 34201

PROPERTY RIVERBROOK MARKETPLACE

GAINESVILLE, GA

PROP. #5468 DRWG. #5468 REV. MSP\_REQUESTED CHANGE

BY P. EWING DATE 12.18.24 REVISION 3.19.25

#### GENERAL SIGN DESIGN GUIDELINES

- a) The average height of sign letters or components shall be determined by height of facade
- b) No part of the sign letter shall hang free of the background.
- c) Signs shall be limited to the business name only.
- d) Sign letters or components shall not have exposed neon or other lamps. All light source shall be concealed by translucent material. Surface brightness of translucent material shall be consistent in all letters and components of the sign. All edges and backs shall be fully encased in metal.
- e) The tenant sign should not employ the name of the shopping center as part of the business id.
- f) All electrical sign components must bear U.L. label. Such label must be inconspicuously placed.

#### Sign Prohibitions

- a) Signs employing moving or flashing lights or any audible or moving components.
- b) Signs employing painted letters.
- c) Signs employing luminous-vacuum formed plastic letters.
- d) Signs of box or cabinet type, employing transparent, translucent or luminous plastic background panels.
- e) Shadow-box type signs.
- f) Signs employing unedged or uncapped plastic letters with no returns.
- g) Any exposed fasteners whatsoever.
- Cloth, paper, plastic or cardboard signs, stickers, decals, or painted signs of any kind, hung around, on or behind storefront glass or within tenant space.
- i) Free-standing signs.
- Internally Illuminated Channel Letters shall have opaque metal returns with or without translucent acrylic faces. Letter forms may not exceed a return thickness of five inches (5") max.
- Halo- Illuminated Letters (Silhouette Letters) shall be fabricated metal with polished, brushed or
  painted finish, and must be back-lit. Letters may only be used against solid surface material (ie: brick, tile etc.)
  Letter forms may not exceed a return thickness of five inches (5") max.
- Mixed Media can be a combination of internally illuminated channel letters and halo-illuminated letters with non-illuminated letter or graphic forms. Internally Illuminated Letters mounted on Sign Panel shall consist of opaque metal sign face with surfaced mounted, internally illuminated letter forms which are face lit, halo lit or a combiantion of both.
- Canopy Mounted Letters shall consist of individual mounted, internally illuminated letter forms which are face lit, halo lit or a combiantion of both.
- 5. Externally Illuminated Signs may be used subject to Landlord approval.
- Window Graphics Window signs may not exceed 25% of the area of the individual window they are located in.
   All window signs and graphics are subject to Landlord approval.
- 7. Projecting Bracket Signs may be used subject to Landlord approval.
- 8. Custom Awnings Awnings are subject to Landlord approval.

- 1 Internally illuminated letters
- 2 Halo-illuminated letters



















4 - Canopy mounted letters









#### 6 - Externally illuminated sign









5 - Window graphics & Awnings









6 - Projecting Bracket Signs









PROPERTY RIVERBROOK MARKETPLACE

GAINESVILLE, GA

PROP.#5468 DRWC. #5468 REV. MSP\_REQUESTED CHANGE BY P. EWING DATE 12.18.24 REVISION 3.19.25

# SIGNAGE EXAMPLES AT 2 SQ.FT. PER LINEAR FEET OF FRONTAGE









BENDERSON DEVELOPMENT 7978 COOPER CREEK BOULEVARD, UNIVERSITY PARK FL 34201 PROPERTY RIVERBROOK MARKETPLACE

GAINESVILLE, GA

PROP.#5468 DRWG. # 5468 REV. MSP\_REQUESTED CHANGE BY P. EWING DATE 12.18.24 REVISION 3.19.25

## SIGNAGE EXAMPLES AT 2 SQ.FT. PER LINEAR FEET OF FRONTAGE





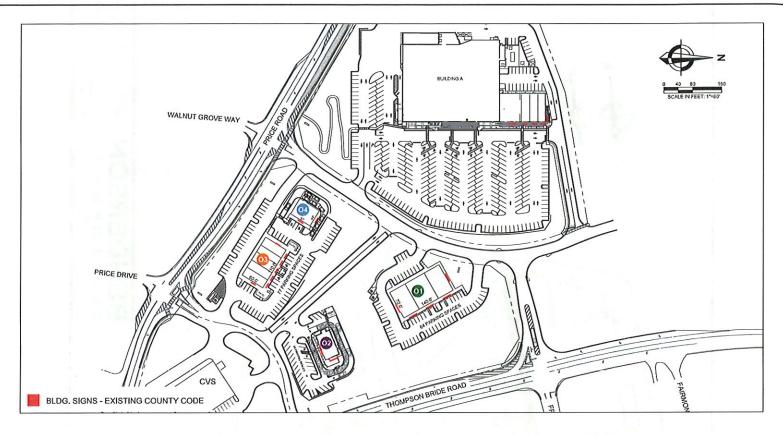


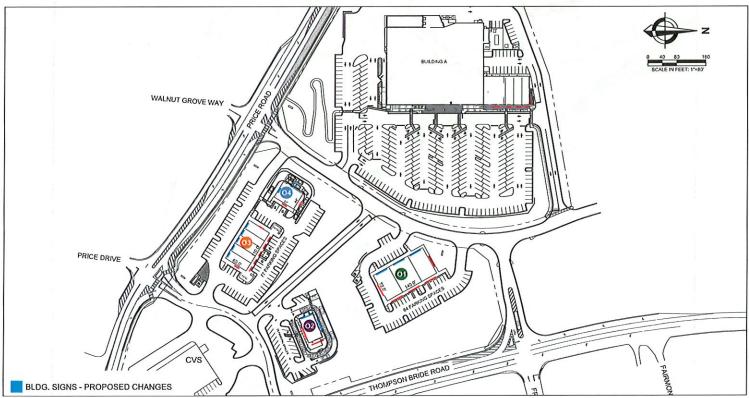


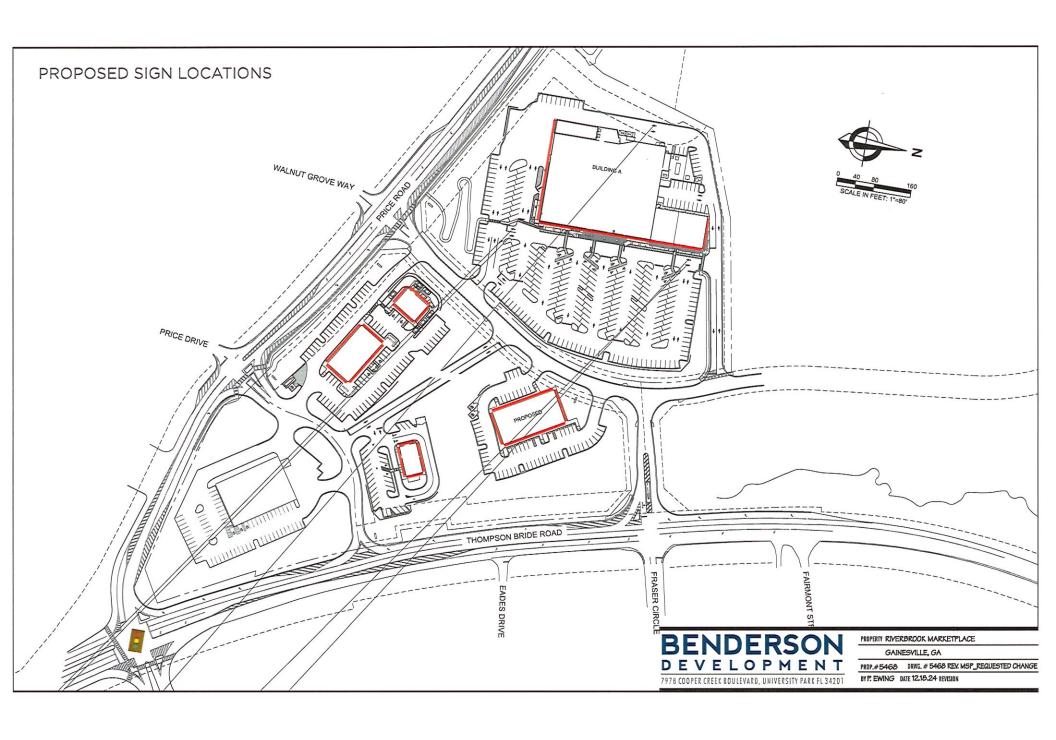
PROPERTY RIVERBROOK MARKETPLACE

GAINESVILLE, GA

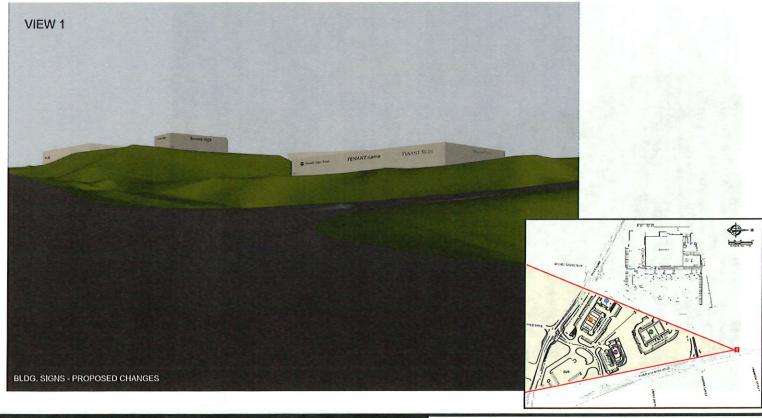
PRDP.#5468 DRWG. # 5468 REV. MSP\_REQUESTED CHANGE



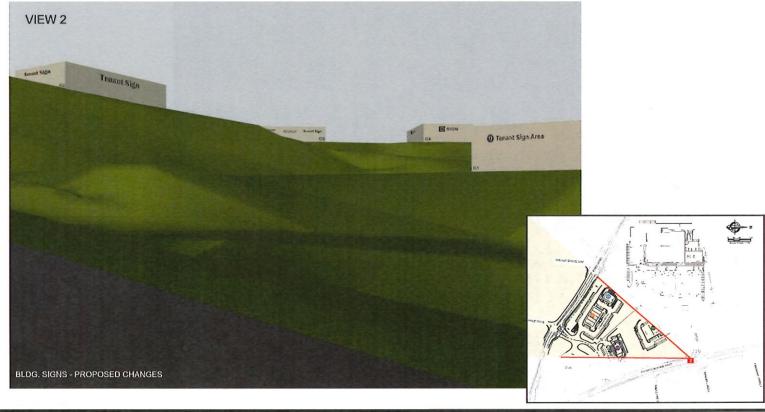




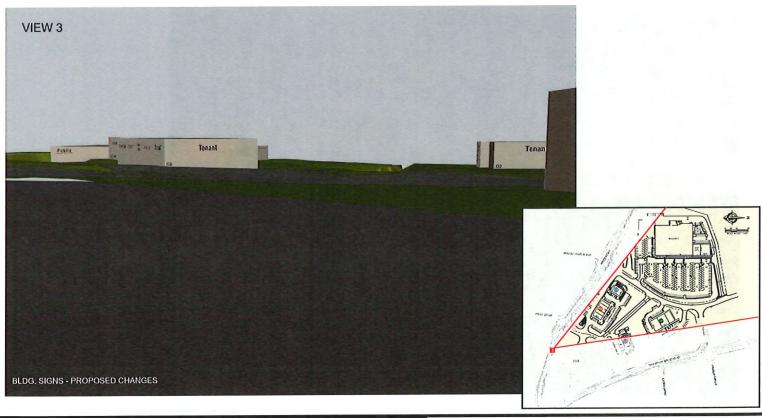


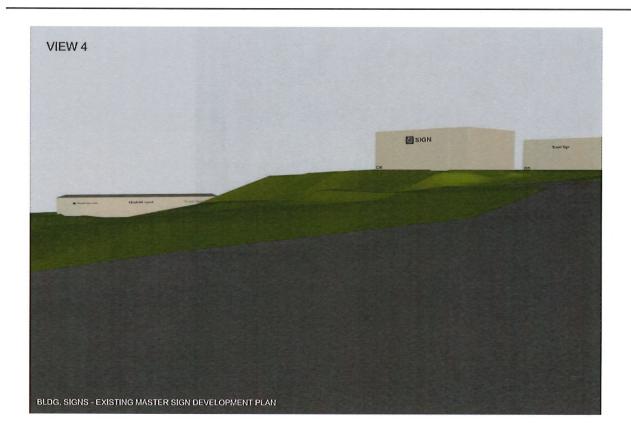


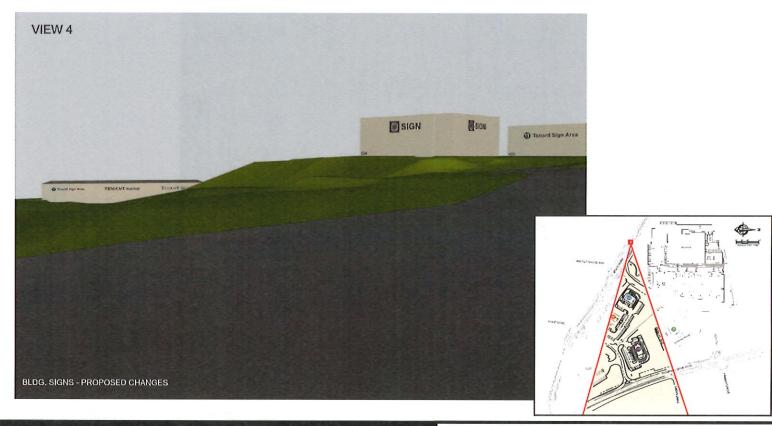




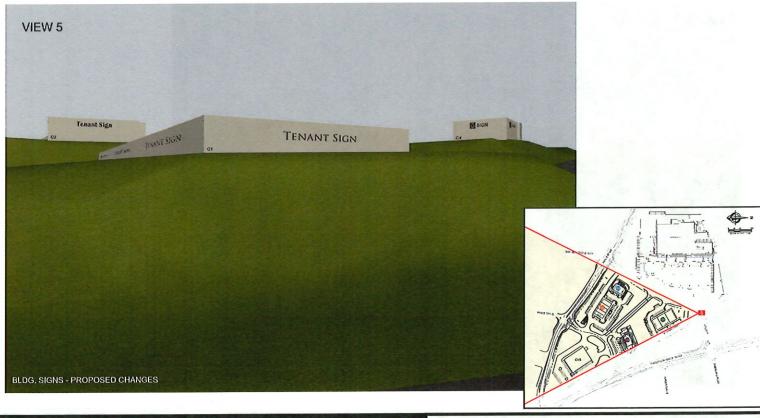


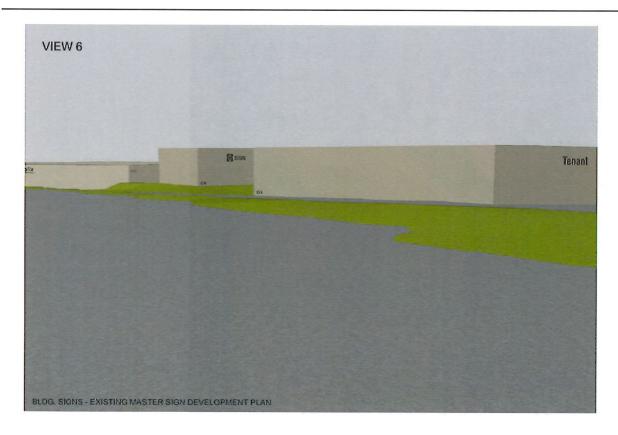


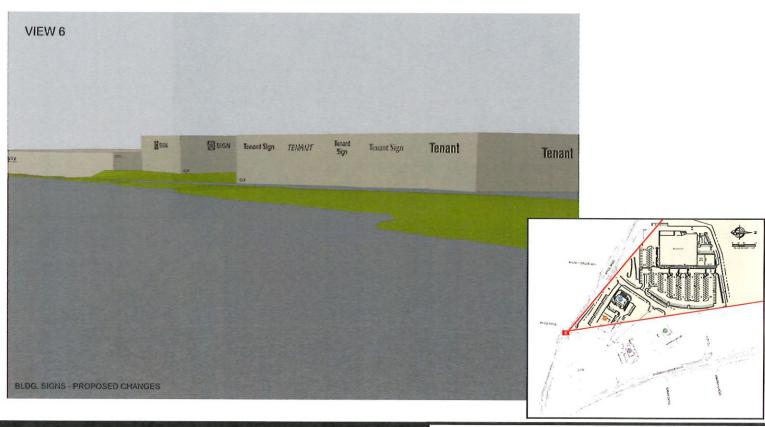












### RIVERBROOK MARKETPLACE - PUBLIX PLAZA, THOMPSON BRIDGE ROAD



THOMPSON BRIDGE COMMONS - KROGER CENTER, THOMPSON BRIDGE ROAD



# THOMPSON BRIDGE COMMONS - KROGER CENTER, THOMPSON BRIDGE ROAD











PROPERTY RIVERBROOK MARKETPLACE

GAINESVILLE, GA

BYP. EWING DATE 3.19.25 REVISION

# **Supplemental Application Packet**

March 21, 2025

End Page