

Narrative for Amended Conditions Application January 17, 2025

Project Overview:

This application seeks approval to amend the master sign plan for a Planned Commercial Development on a total of 14.285 acres located within the Riverbrook Marketplace development, aka Riverbrook Marketplace Grocery and Shops, located at 3715 Wahoo Falls Trace and O Price Road, Gainesville, Hall County, Georgia, Parcel Numbers 10100 000156B and 10100 000156C. The property is zoned PCD.

Existing Use

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 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)

Requested Modifications:

The proposed amendment aims to ensure appropriate building signs on each visible façade of the outparcel single and multi-tenant buildings due to the multiple entrances and internal relationship of the campus of buildings.

1. Increased Sign Square Footage for Secondary Tenants:

- Increase the allowable signage to **two (2) square feet per linear foot of leased frontage** for all secondary tenants. This adjustment ensures that the signage is proportional to the planned building size and size of the tenant's space, and will provide greater visibility, helping tenants in less prominent areas compete effectively while maintaining the development's aesthetic.

2. Sign Placement on Multiple Building Facades:

- Allow tenants to install signage on **the front, rear, and sides of their buildings**. This flexibility will improve visibility from multiple directions, support customer wayfinding, and enhance the overall appeal of the development.

Proposed Use:

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 exterior elevation of the leased premises shall be **200** square feet, or **two** square foot per linear foot of primary store front building elevation, whichever is greater. 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.

Conclusion:

The request is supported by sign design guidelines and examples from other properties we own, demonstrating successful signage implementation that ensures an upscale, uniform design and enhances wayfinding. We respectfully request approval of the proposed adjustments to the sign plan based on the detailed guidelines and illustrative examples provided.