



AGENDA #:

6 C

DESIGN REVIEW BOARD APPLICATION

MEETING DATE: July 9, 2024

TYPE OF REVIEW: FINAL COURTESY CASE #

PROJECT INFORMATION

PROJECT NAME: The Marketplace at Birmingham Village

PROJECT ADDRESS: 980 Birmingham Road, Milton

OVERLAY/FORM BASED CODE: Rural Milton

HAS LDP/BUILDING PERMIT BEEN SUBMITTED FOR REVIEW? YES NO

PROJECT TYPE (CHECK ONE): SITE/LANDSCAPE
BUILDING
SALES TRAILER
DEMOLITION
ZONING/USE PERMIT/VARIANCE
OTHER (EXPLAIN)

PROJECT DESCRIPTION: Zoning/ use permit/ variance

APPLICANT/REPRESENTATIVE INFORMATION

CONTACT PERSON NAME: Tim Plews / Senior Property Manager

COMPANY: SUSO 4 Birmingham LP, c/o JLL

ADDRESS: 3344 Piedmont Road NE Suite 1200, Atlanta, GA 30305

PHONE: 678-226-5003 FAX:

EMAIL: tim.plews@jll.com

APPLICANT'S SIGNATURE: To the best of my knowledge, this application is correct and complete. I understand that I, or my representative should be in attendance at the Design Review Board meeting on July 9, 2024, at 6:00pm, to present this project. To the best of my knowledge, I have met all applicable Overlay/Form Based Code conditions (Hwy 9/Deerfield, Birmingham, Crabapple, Rural Milton.)

Applicant: Tim Plews Date 06/28/24

DESIGN REVIEW BOARD SUBMITTAL REQUIREMENTS

Please see the list below for materials required according to the type of review. All site plans and building plans shall be drawn to scale. Mounted drawings and sample boards showing materials, colors, etc. may be brought to the meeting for your presentation. **Please fold all large drawings down to 8 1/2" by 11" size, and collate all materials.** 11x17 'booklets' are acceptable as well. **Incomplete submittals will not be accepted for review.** If you have any questions, please contact Shubha Jangam at 678 242 2539.

SITE PLAN/LANDSCAPE PLAN REVIEW—9 sets +\$350 fee

Construction drawings, as required for LDP, including, but not limited to:

- Site location map(atlas map)
- Aerial map (Google)
- Acreage, density, adjacent zonings
- Zoning conditions (if any)
- Building footprint, square footage
- Grading, storm water plan, detention/retention areas
- Location of streams, stream buffers
- Roadways, parking areas, driveways, sidewalks, bike paths, pedestrian paths
- Dumpster enclosure detail/ location
- Landscape plan showing location, size and type of specimen and recompense trees, as well as other plantings
- Site lighting with photometric drawings , lighting fixture details
- Retaining wall(s) location and material details
- Fencing location and detail(s)
- Bike rack location and detail
- Mail kiosk location and detail (If applicable)

BUILDING REVIEW—9 sets + \$350 fee

- Site location map(atlas map)
- Aerial map (Google)
- Site plan
- Colored renderings of all facades
- Line drawings of all elevations with heights, and materials labeled
- Locations of roof top equipment, satellite dishes, antennas, vents, exhausts (as applicable)
- Site line study showing that rooftop units are not visible from adjoining roads (if applicable)
- Location, details of lighting fixtures
- Dumpster enclosure details (If applicable)
- Mail kiosk details (If applicable)
- Sample board showing materials, colors, etc. (Bring to the meeting)

SALES TRAILER—9 sets

- Site location map(atlas map)
- Aerial map (Google)
- Site plan showing location of sales trailer, setbacks, parking, etc.
- Landscape plan
- Picture and/or construction details of trailer

DEMOLITION REVIEW—9 sets

- Site location map(atlas map)
- Aerial map (Google)
- Site plan, indicating structure(s) to be demolished and the location of specimen trees, erosion control, tree save fencing
- Pictures of structure(s) to be demolished

VARIANCE/USE PERMIT/REZONING—9 sets

- Site location map(atlas map)
- Aerial map (Google)
- Site pictures, Acreage, density, existing site conditions
- Variance Appeal letter copy
- Conceptual site plan showing location of buildings, detention areas, streams/stream buffers, specimen trees, roads, parking, driveways, sidewalks, etc.
- For commercial/multifamily/townhome uses: conceptual renderings of buildings, square footages
- For sign variance: site line study showing view of signs from adjacent roads
- For stream buffer variance: mitigation plan

VARIANCE COURTESY REVIEW (6C)

Applicant: Tim Plews

Address: 980 Birmingham Road

Request(s): Request(s): **To replace two (2) existing freestanding signs located adjacent to Birmingham Road and Birmingham Highway.**

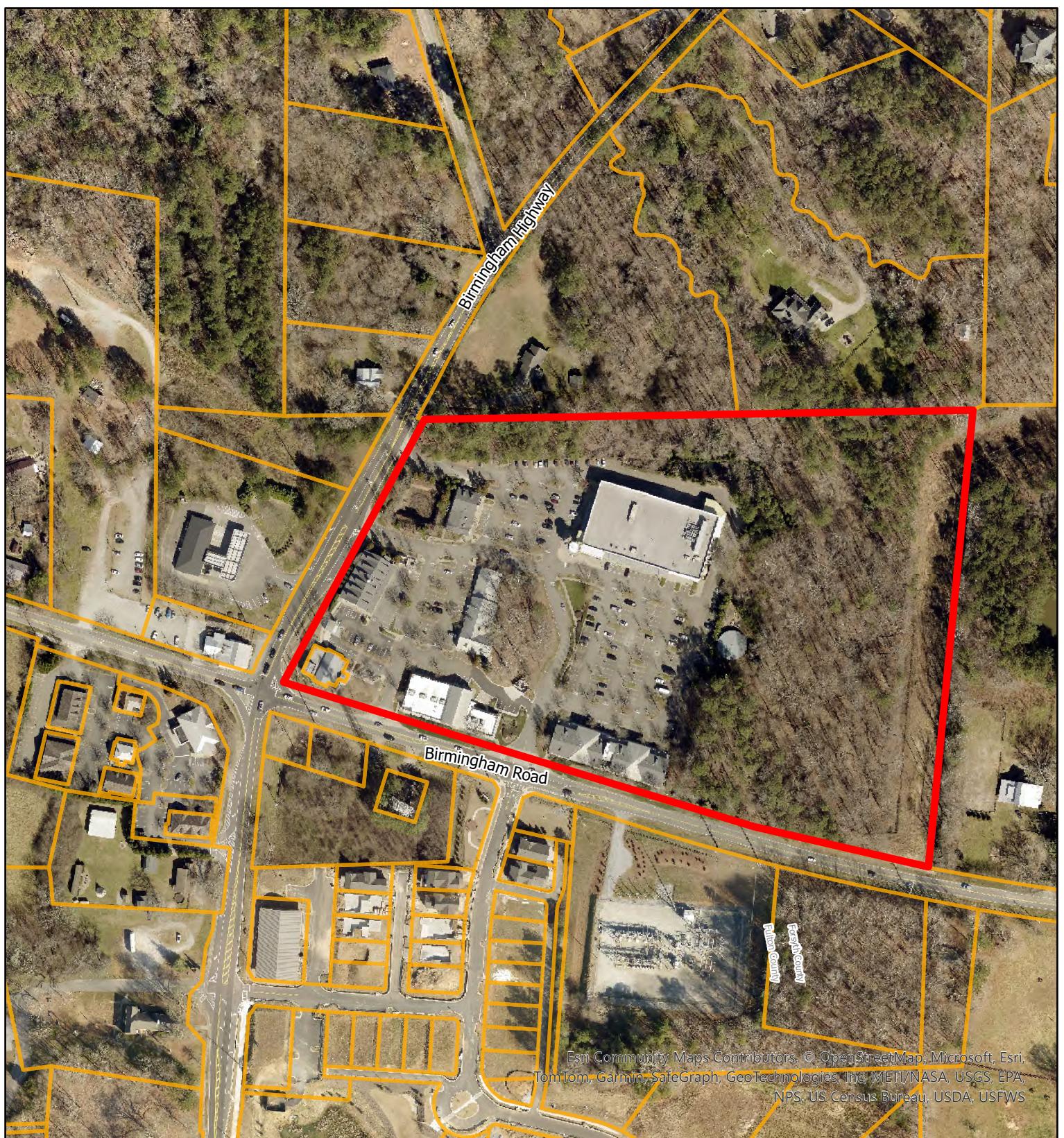
• **Part 1:** To increase the allowed freestanding sign height from 8 feet to 9.17 feet (110 inches).
(Sec. 9.2.5.D.1.b.i - Unified Development Code)

• **Part 2:** To increase the allowed freestanding sign size from 32 square feet to 45.5 square feet.
(Sec. 9.2.5 D.1.b.ii - Unified Development Code)

MILTON

ESTABLISHED 2006





V24-13
980 Birmingham Road

City of Milton
2024

6C

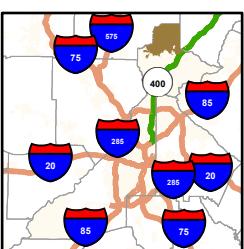
Milton City Limits

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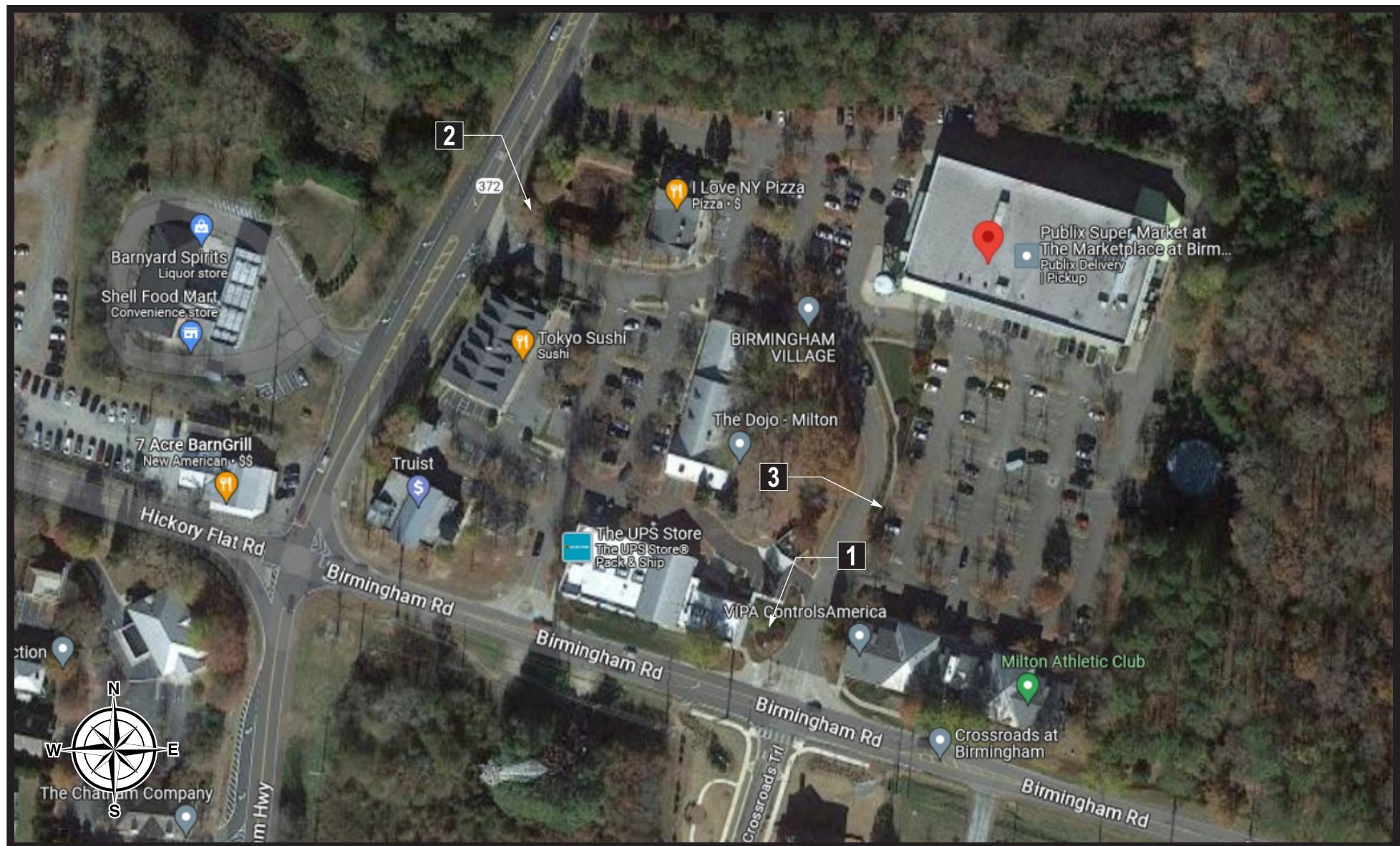
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Miles

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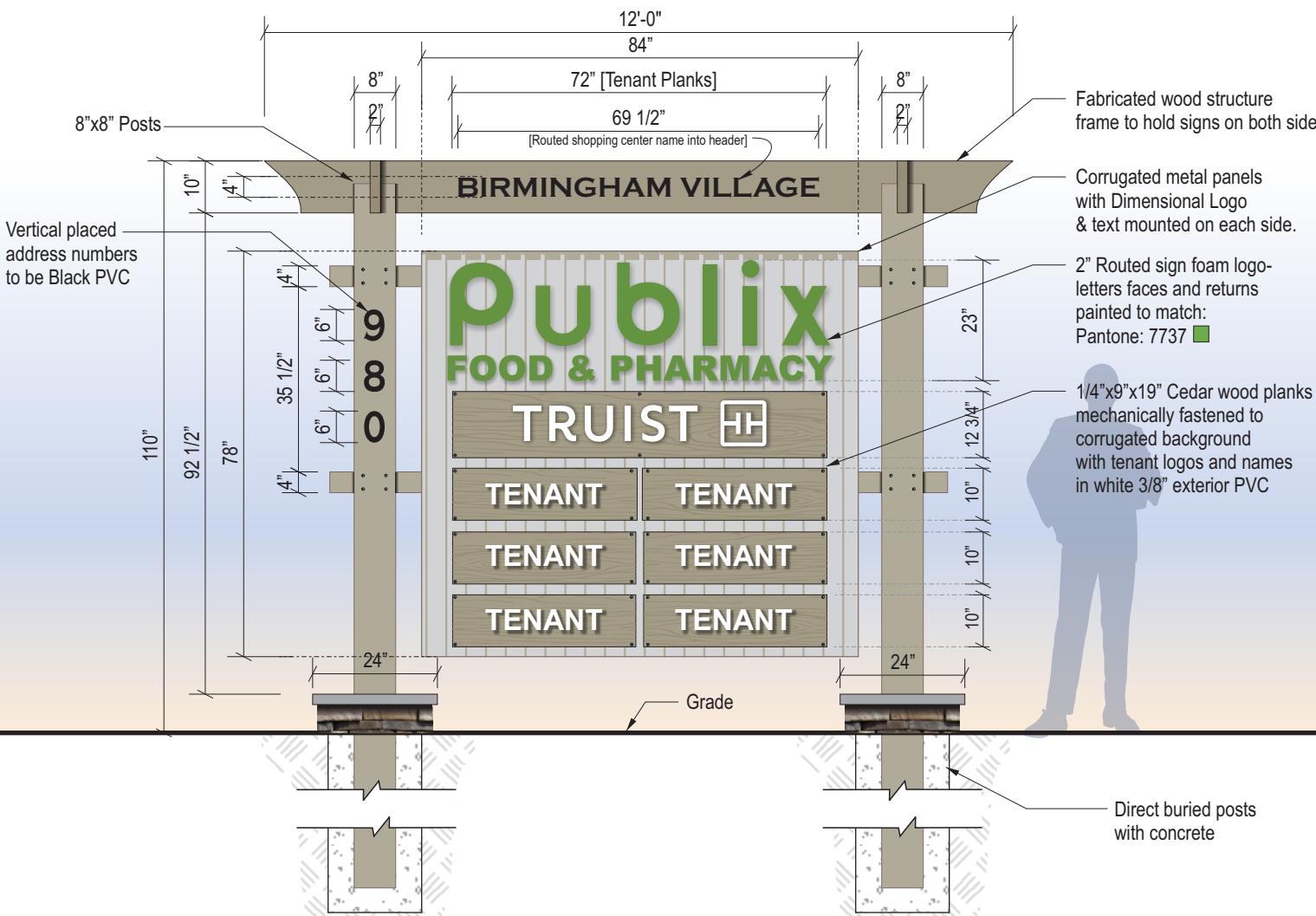
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MILTON
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4 **5** Locations TBD



1 2 D/S Freestanding Wood/Metal sign w/tenant panels

SCALE: 3/8"=1'-0"

Qty = 2 Units

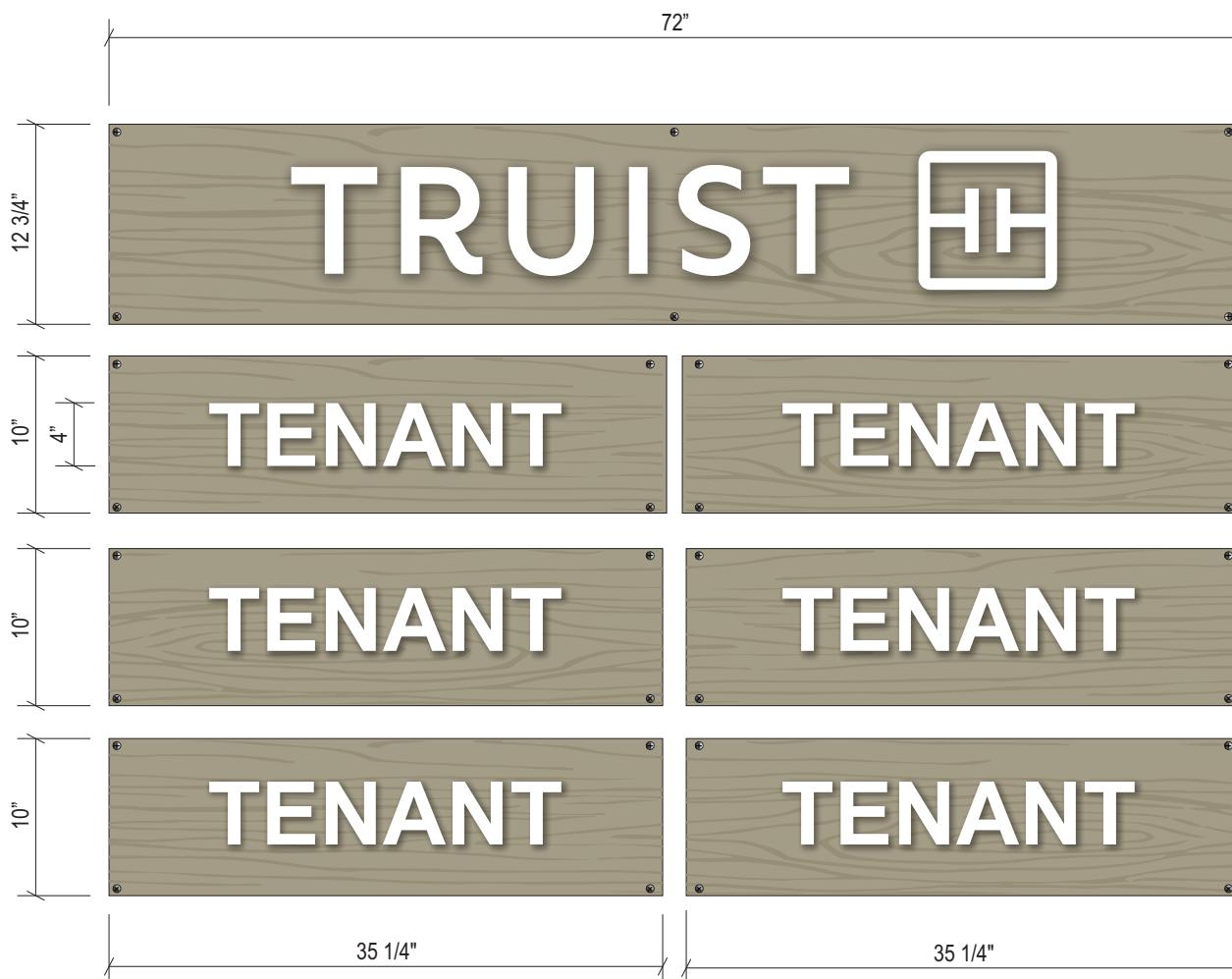
Total Square Footage: 45.50 Sqft

Best Match Colors:

Pantone: 7737 CP

C:66 M:23 Y:99 K:6

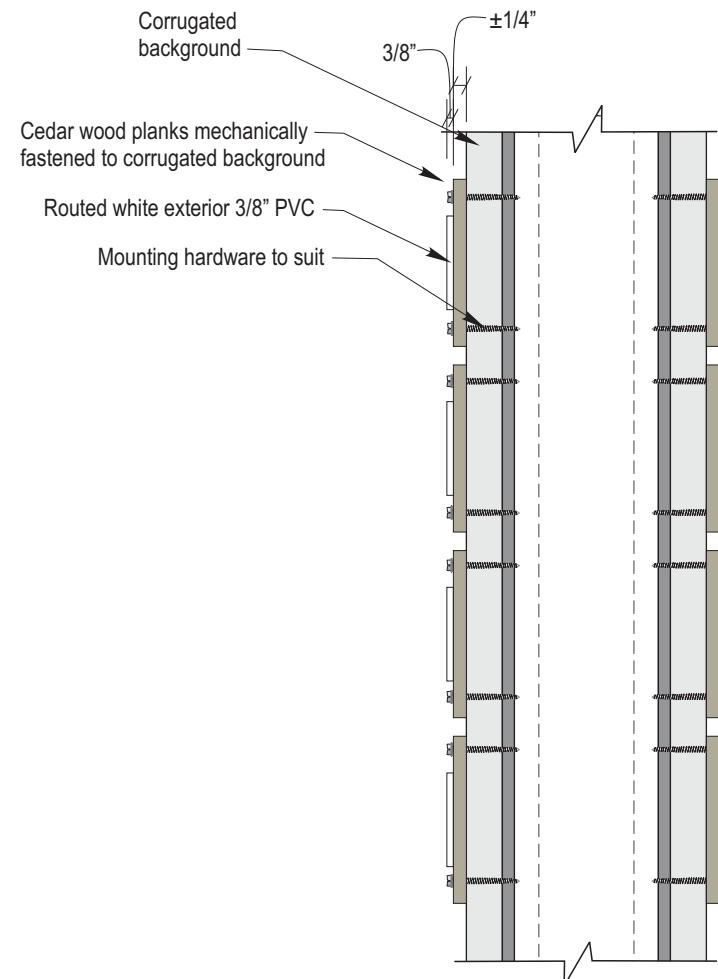
PROJECT: Birmingham Village (Publix Shopping Center) LOCATION: 980 Birmingham Rd, Alpharetta, GA 30004 DATE/DESIGN: 03/04/24 R3 2



1 2 Wood Tenant Panels Layout

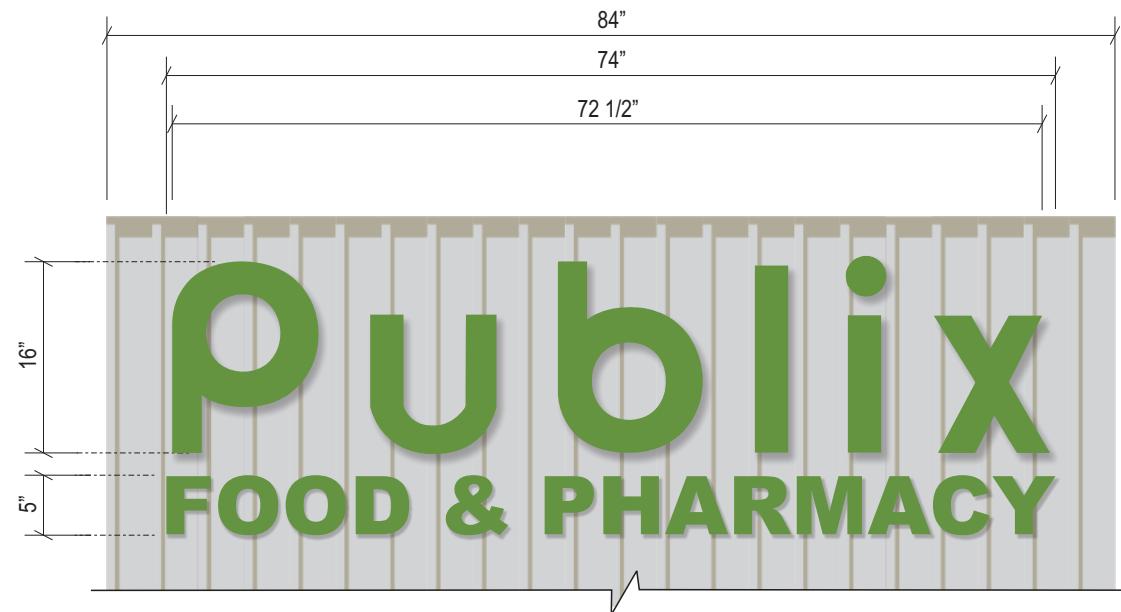
SCALE: 1"=1'-0"

Qty = 28 (7 per side)



Section @ Tenant Panels

N.T.S.



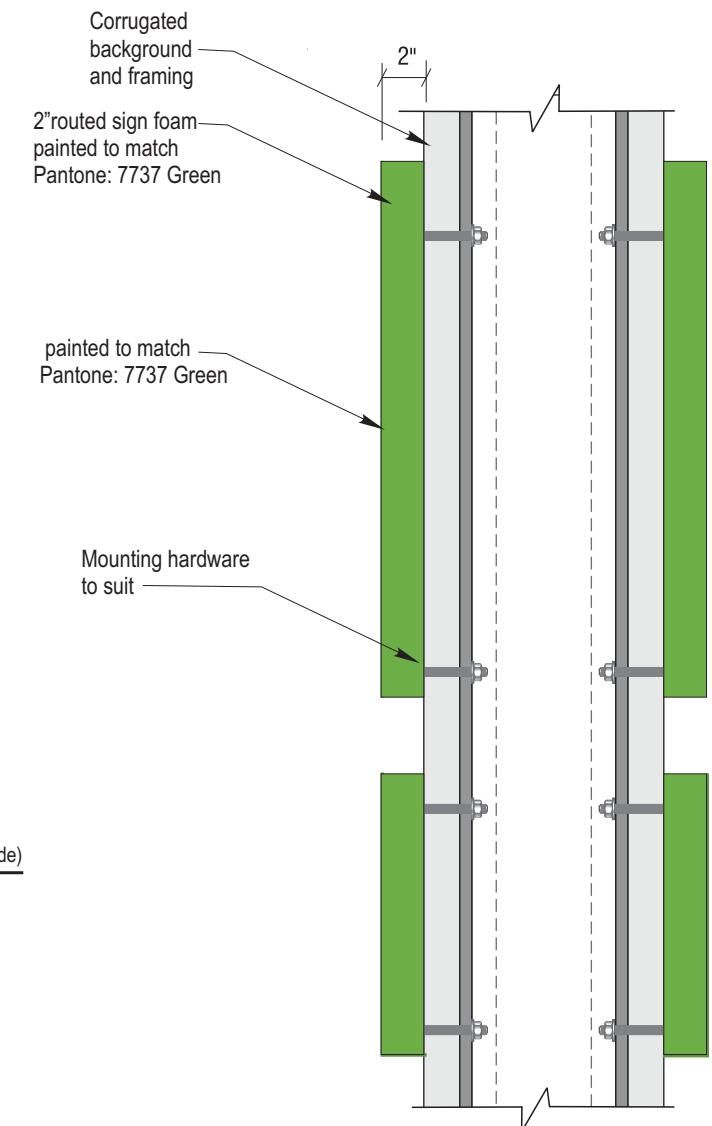
1 2 Non-illuminated Channel Letters Layout

SCALE: 3/4"=1'-0"

Qty = 4 sets (1 per side)

Best Match Colors:

- █ Pantone: 7737 CP
- █ C:66 M:23 Y:99 K:6



Section @ Publix Letters

N.T.S.



Jones Lang LaSalle Americas, Inc.
Retail Open Air Division
3344 Peachtree Road - 12th Floor
Atlanta, GA 30326
Attention: Tim Plews

Tim.plews@am.jll.com
678-226-5003 Office
404-883-1113 Cell

July 16, 2024

Board of Zoning Appeals
City of Milton
2006 Heritage Walk
Milton, GA 30004

Re: Sign Variance Application
The Marketplace at Birmingham Village
980 Birmingham Road

Dear Members of the Board of Zoning Appeals:

SUSO 4 Birmingham LP (“SUSO”), as owner of the Shopping Center more commonly known as The Marketplace at Birmingham Village (“Village”), is requesting a variance for the two (2) monument style signs located at the entry points to the Village from Birmingham Road and Birmingham Highway, with the variance application to seek approval of an increase in the overall height and square footage of the signs. The existing signs are shown in the attached renderings, with artwork for the proposed sign enhancements. We propose to keep the existing footprint of the signs as they are and are requesting approval to lift the signs up by fourteen (14”) inches to create more space for additional tenant panels below on each side.

A brief history of The Marketplace at Birmingham Village:

The Village opened in 2006 with anchor Publix occupying 28,800 square feet of space, with an additional roster of tenants that included SunTrust (now Truist) and Subway. The development includes a total of 82,905 square feet of retail, office, and medical suites with a current occupancy rate of 94.2%. While those 3 original tenants remain, the Village has experienced higher than average turnover as tenants struggle for visibility and awareness of their business within the Village. Tenant turnover rates since opening are approximately 88% (number of tenants from grand opening remaining / number of suites). A tenant turnover rate greater than 50% is considered high. (Source: Door Loop) Our rate does not include 2nd and 3rd generation suites where turnover from opening has occurred more than once.

SUSO 4 Birmingham LP purchased the Village in July of 2015 from Armstrong Birmingham Development, LLC. SUSO assumed ownership of the property and proceeded to make improvements that included reconfiguring the parking lot traffic flow in front of the dental office, which provided easier access for tenants on the west side of the property. Over the past 9 years of ownership, SUSO has continued to pursue long term tenant mixes with national and regional name brands such as PT Solutions, Sharkey’s, The UPS Store, Northside Hospital, Dental Town, and State Farm.

In May of 2022, Jones Lang LaSalle Americas, Inc (“JLL”) was engaged to represent SUSO for the management of the Village. The challenges for our tenants regarding signage and visibility were evident from our discussions with them upon assuming management of the Village. For example, Subway has struggled with their sales volume, doing only 60% of the national average of sales for a typical location. The Subway franchisee, Sajid Rauf, relayed to us that the lack of road signage has affected his sales volume, despite his numerous marketing and street fighting efforts in the community. And we recently lost two tenants in 2023, My Georgian Farmhouse and Alpharetta Flower Market, who cited the lack of visibility and signage as one of the reasons they decided not to renew their Leases.

Further, hardships for the property include obstacles for the sign on Birmingham Highway created by the dense foliage that prevents passers by from seeing the monument sign and tenant panels. Also, that sign also abuts the detention pond structure and the fence around the pond, which have created a physical barrier that obstructs portions of the sign from being read by

traffic as they drive by. It is very difficult to see either monument sign as traffic passes by on either Birmingham Road or Birmingham Highway. The only visible panel is Publix, being at the top of all four sides, which limits our ability to offer clearly read sign panels for any other tenants. Our proposal of having 6 tenants per side of each monument sign would offer the tenants a panel of 10" H by 36" W with letters of approximately 6" in height. Between the two monument signs, four sides in total, this offers up to 24 tenant panels for those businesses to get some roadside visibility. An increase of 7' in total square footage would remove those obstacles and would offset the exceptional conditions most tenants face, as most businesses are not near the roads, but are within the Village with no visibility to any traffic.

Therefore, SUSO has undertaken this sign enhancement project to enhance the monument signs and install wayfinding signs as an opportunity to support our tenants and increase their visibility. The proposed renderings include the style of the three (3) wayfinding signs to be installed at the entry points from Birmingham Road and Birmingham Highway, where traffic enters the Village.

Currently, the monument signs at either side of the property are both 32' SF in total sign area and are at the maximum allowable height of 8'. Our proposal is to increase the height of the signs to 9' 2" (110") total, an increase of only fourteen (14") inches, which would increase the total sign area to 39' SF. This will allow us to add six (6) tenant panels underneath Publix and Truist panels on each side of the monument signs. That would allow for a possible 24 tenant panels across the monument signs with Publix and Truist being the anchor tenants at the top of the monument signs.

Our proposal would also keep the current aesthetic of the signs the same, to maintain the overall look and feel of the signage on the property. The width of the sign would remain the same, keeping the current footprint and reusing the same bases as the current signs. Gooseneck lights will be used to illuminate the signs, keeping the lighting the in the same style and manner consistent with the City of Milton's overall Unified Development Code.

Our vendor, Peachtree Signs, has created the renderings presented to support our request, and will be involved the application process with us. SUSO appreciates the opportunity the Board of Zoning Appeals and the City of Milton offers to hear our case for the variance to the City of Milton Code Section 9.2 (Signs).

For this variance application, we refer to the code in the UDC for the standards to guide us through this variance approval process, and feel we meet the conditions to warrant this appeal for a variance:

4. Standards. The standards to consider when granting a variance from the standards of this Sec. 9.2 (Signs) are the following:

- a. Relief may only be granted when existing foliage or structures create a hardship whereby a sign meeting the maximum letter size, square footage and height requirements cannot be read from an adjoining road; or**
- b. The application of the particular provision of this UDC to a particular piece of property, due to extraordinary and exceptional conditions pertaining to that property because of its size, shape, or topography, would create an unnecessary hardship for the owner while causing no detriment to the public.**

SUSO took into consideration the hardships faced with the Village by the businesses that include the extraordinary and exceptional conditions outlined below:

1. The lack of roadside signage that has negatively affected the businesses within the Village.
2. The physical obstacles created by foliage and the detention pond that limit the current monument signs readability to traffic.
3. The physical constraints of the layout of the Village, which includes having 3 buildings within the perimeter of the property consisting of 11 businesses, is another obstacle and extraordinary condition faced within the Village. There is no signage opportunity for Subway, Goodwill, Crossroads Yoga, Sharkey's, At Your Bark and Paw, China Sky, Fashion Cleaners, I Love NY Pizza, Alpha Builders, The DoJo or VIPA currently.



4. Additional foliage and obstacles along both Birmingham Road and Birmingham Highway, with many natural and lush trees, that also limit visibility to most of the property.
5. Our proposal for an increase in the height of 14" and overall square footage of 7' of the sign would cause no detriment to the public and would remain otherwise consistent with the overall Unified Development Code.

We feel the current sign limitations create a hardship for the tenants and we respectfully request your consideration of the application.

If we can offer any additional information, please let me know. We look forward to speaking with the Board on July 9th, 2024.

Respectfully,

Tim Plews
Senior Property Manager/As Agent for Landlord
SUSO 4 Birmingham, LP

Cc: Allen Gordon, Slate Grocery Retail / SUSO 4 Birmingham, LP
Birmingham Shoppes File

June 24, 2024



Board of Zoning Appeals
City of Milton
2006 Heritage Walk
Milton, GA 30004

Re: Sign Variance Application
The Marketplace at Birmingham Village
980 Birmingham Road

Dear Members of the Board of Zoning Appeals:

As a business owner occupying retail space at 980 Birmingham Road in the great city of Milton, I write to you in support of the above-referenced sign variance application.

Crossroads Yoga opened its doors in August 2022. One of the reasons I chose The Marketplace at Birmingham Village for our location was the number of people who drive through or past the property every day. With Publix as an anchor, I felt that we would experience great consumer visibility.

This has not been the case, however, and I am certain that my business has not lived up to its fullest potential as a result.

Having additional, more visible roadside signage would be helpful to us in building awareness among the many people who navigate the now-circular crossroads every day. In addition, having new directional signage within the property would turn attention to the existence of our business with visitors who might be there only to shop for groceries.

The proposed signage will go a long way towards helping us reach our goal of bringing community and wellness to Milton residents and neighbors.

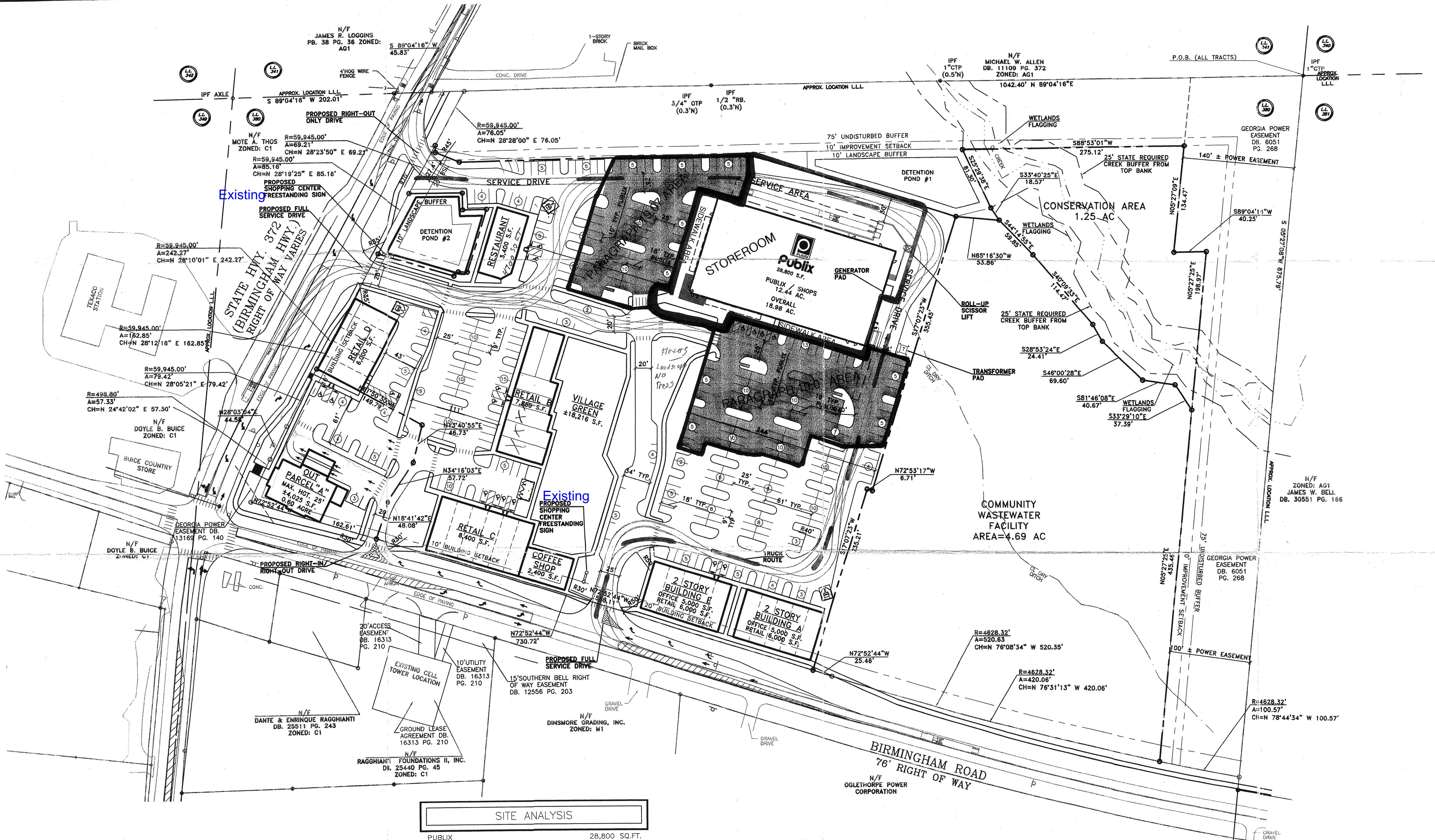
As a homeowner in Milton, I appreciate the thought and care that you are putting into this review and decision. I am confident that you will work together to find a solution that is good for both business owners and residents.

Please feel free to contact me anytime if I can offer additional feedback or answer any questions. My personal mobile phone number is 678.763.2770.

Sincerely,
Crossroads Yoga

A handwritten signature in black ink, appearing to read "Kim MacPherson". The signature is fluid and cursive, with a large, stylized 'K' at the beginning.

Kim MacPherson
Owner



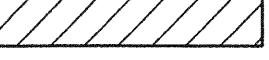
SITE

LOCATION MAP

SITE ANALYSIS

UBLIX	28,800 SQ.FT.
HOPS/RETAIL	40,080 SQ.FT.
FFICE	10,000 SQ.FT.
UT PARCEL "A" (BANK)	4,025 SQ.FT.
TOTAL BUILDINGS	82,905 SQ.FT.
UBLIX PARKING REQUIRED (4.5/MSF)	130 SPACES
UBLIX PARKING PROVIDED (4.5/MSF)	130 SPACES
BANK PARKING REQUIRED	18 SPACES
BANK PARKING PROVIDED	18 SPACES
OTHER PARKING PROVIDED (VARIES)	202 SPACES
TOTAL PARKING REQUIRED (VARIES)	342 SPACES
TOTAL PARKING PROVIDED (VARIES)	350 SPACES
HOPPING CENTER TRACT	12.44 AC
UT PARCEL "A" AREA	0.60 AC
ASTEWATER MANAGEMENT AREA	4.69 AC
ONSERVATION AREA	1.25 AC
TOTAL LAND AREA	18.98 AC

EXHIBIT A LEGEND

PROPOSED FACE OF CURB	_____	TRAFFIC FLOW	→
PROPERTY LINE	_____	EXISTING FEATURES SCREENED	_____
EASEMENT LINE	_____	SETBACK/ BUFFER LINE	_____
STRIPING		FENCING	_____ X _____
PUBlix PARKING FIELD		PARKING BAY COUNT	_____ 23 _____
WETLANDS LIMITS	_____	FREESTANDING SIGN	_____
		25' STATE WATERS BUFFER	_____

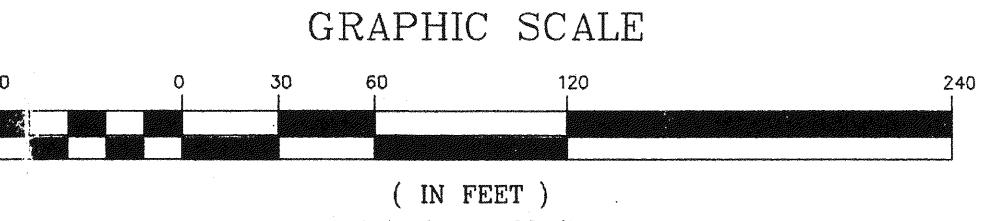
GENERAL NOTES:

1. THE METES AND BOUNDS WERE TAKEN FROM THE SURVEY PERFORMED BY TERRAMARK ON 7/27/04.
2. BUILDING LOCATED ADJACENT TO THE PUBLIC RIGHT OF WAY MUST BE LOCATED WITHIN THE MAXIMUM BUILDING SETBACK LIMITS. THE BUILDING SETBACK LIMIT WITHIN THE VILLAGE CORE IS 10' AND THE BUILDING SETBACK IS 20' OUTSIDE THE VILLAGE CORE LIMITS.
3. THE SITE IS LOCATED IN LAND LOT 380 OF THE 1ND DISTRICT, 2ND SECTION OF FULTON COUNTY, GEORGIA.
4. ALL BUILDINGS OTHER THAN PUBlix HAVE A MAXIMUM BUILDING HEIGHT OF 25'.

DRAWING TITLE

EXHIBIT
"A"

SITE PLAN



LAND PLANNERS CIVIL ENGINEERS