

### Square Footage Chart

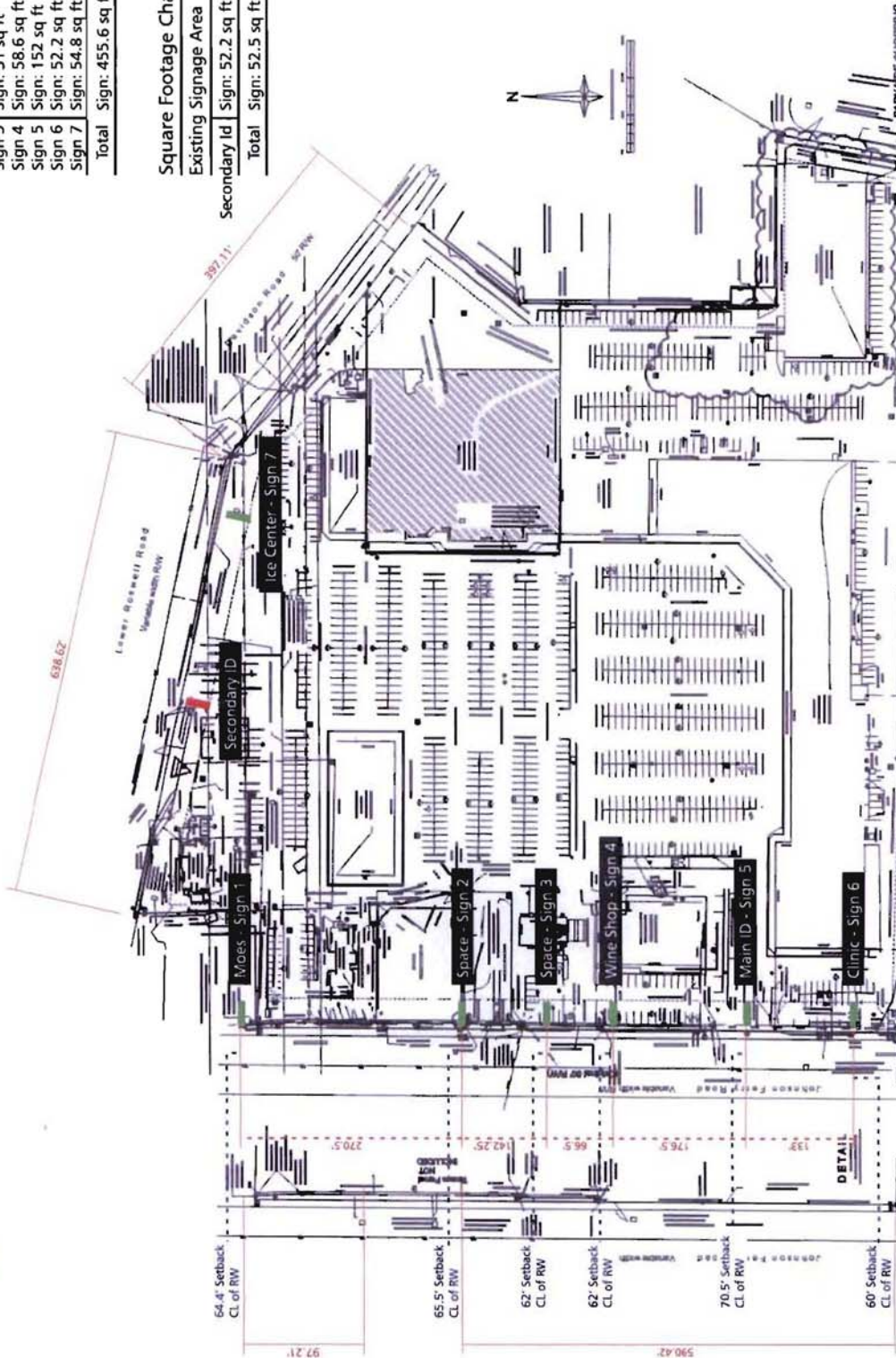
Proposed Signage Area	
Sign 1	Sign: 54.8 sq ft
Sign 2	Sign: 52.2 sq ft
Sign 3	Sign: 31 sq ft
Sign 4	Sign: 58.6 sq ft
Sign 5	Sign: 152 sq ft
Sign 6	Sign: 52.2 sq ft
Sign 7	Sign: 54.8 sq ft
<b>Total</b>	<b>Sign: 455.6 sq ft</b>
<b>Structure: 630.4 sq ft</b>	

### Square Footage Chart

Existing Signage Area	
Secondary ID	Sign: 52.2 sq ft
<b>Total</b>	<b>Sign: 52.5 sq ft</b>
<b>Structure: 67.8 sq ft</b>	

Site Plan Legend: Scale 1/178" = 1'

- █ Existing Signage
- █ Proposed Signage



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Management Company

NA

Property Name & Address  
 Palmetto Landing  
 Marietta, GA

Bill Number  
 55282

Project #

Earl Ray

Designer

AC

Date

06.25.20

Revision

10

V-39 (2014)

DATE: 02.01.2012 AC  
 DATE: 02.01.2012 AC

Design Time

3.5

Filename

Id Package 1 V11

- Concept
- Preliminary
- Production

**APPLICANT:** Retail Planning Corporation

**PETITION No.:** V-39

**PHONE:** 770-956-8383

**DATE OF HEARING:** 05-14-14

**REPRESENTATIVE:** John H. Moore

**PRESENT ZONING:** GC

**PHONE:** 770-429-1499

**LAND LOT(S):** 85

**TITLEHOLDER:** Sun Life Assurance Company of Canada

**DISTRICT:** 1

**PROPERTY LOCATION:** On the south side of Lower Roswell Road, on the east side of Johnson Ferry Road, and on the southwestern side of Davidson Road.

**SIZE OF TRACT:** 22 acres

**COMMISSION DISTRICT:** 2

**TYPE OF VARIANCE:** 1) Allow six freestanding signs along Johnson Ferry Road in lieu of the code maximum of four freestanding signs along Johnson Ferry Road; 2) allow a freestanding sign to be less than 150 feet from any other freestanding sign on the same lot (as close as 66.5 feet); 3) waive the maximum height of a freestanding sign from the required 20 feet to 28 feet (proposed sign 5 and existing secondary ID sign); 4) waive the maximum total sign area from the required 300 square feet to 680.6 square feet; and 5) waive the maximum allowable sign structure area from 750 square feet to 1,532 square feet.

**OPPOSITION:** No. OPPOSED \_\_\_\_\_ PETITION No. \_\_\_\_\_ SPOKESMAN \_\_\_\_\_

**BOARD OF APPEALS DECISION**

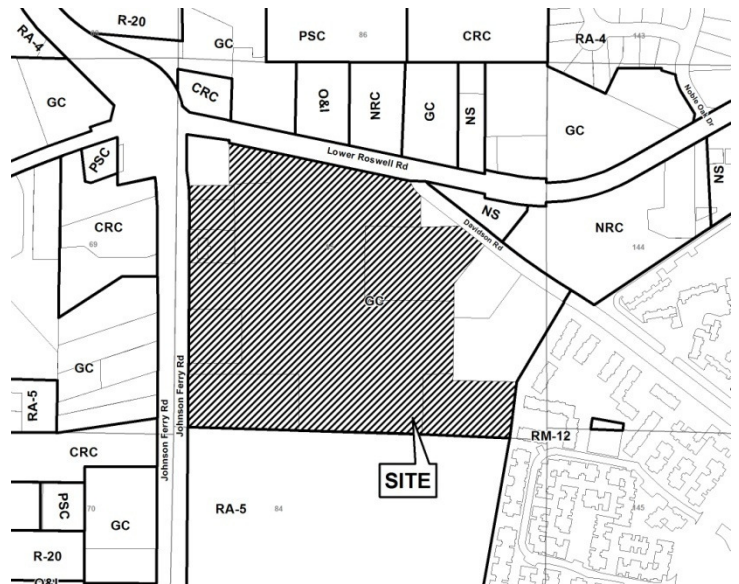
APPROVED \_\_\_\_\_ MOTION BY \_\_\_\_\_

REJECTED \_\_\_\_\_ SECONDED \_\_\_\_\_

HELD \_\_\_\_\_ CARRIED \_\_\_\_\_

STIPULATIONS: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



**APPLICANT:** Retail Planning Corporation    **PETITION No.:** V-39

\*\*\*\*\*

**COMMENTS**

**TRAFFIC:** Proposed signs are to maintain minimum Intersection Sight Distance for all adjacent drives/intersections. Lower Roswell Rd is a proposed Transportation Improvement Project, Project E6020. Sign placement should be submitted to Cobb DOT for compatibility with project.

**DEVELOPMENT & INSPECTIONS:** No comment.

**SITE PLAN REVIEW:** No comment.

**STORMWATER MANAGEMENT:** No comment.

**HISTORIC PRESERVATION:** After examining Civil War trench maps, Cobb County historic property surveys, county maps, and various other resources, staff has no comments regarding the impact or treatment of historic and/or archaeological resources.

**DESIGN GUIDELINES:** No comment.

**CEMETERY PRESERVATION:** No comment.

**WATER:** No conflict.

**SEWER:** Signs must have a 10 foot setback from the on-site public sewer easement (runs north/south behind the parcels fronting Johnson Ferry Road).

**APPLICANT:** Retail Planning Corporation

**PETITION No.:** V-39

\*\*\*\*\*

**FIRE DEPARTMENT:** All Cobb County Local Ordinances must be adhered to including Section 106-2 regarding placement of building street numbers. We cannot support the waiver of street numbers on freestanding signs for emergency notification purposes.

**Sec. 106-2. Numbering of buildings.**

(a) Street numbers for dwelling units and places of business on all public streets and street numbers and/or building numbers for dwelling units and places of business within apartment projects and nonresidential developments located on private streets shall be assigned by the community development department in accordance with its administrative procedures.

(b) Each dwelling unit and place of business shall have posted and maintained in a prominent place on the property, legible from the street providing public access, the address of the dwelling unit or place of business as follows:

(1) For residences, in figures at least three inches high with a reflective contrasting background or reflective numbers on a contrasting background. Numbers posted on mailboxes located adjacent to the street can be one inch high with a reflective contrasting background or reflective numbers on a contrasting background; and

(2) For commercial establishments, street numbers shall be posted in figures at least six inches high with a reflective contrasting background or reflective numbers on a contrasting background.

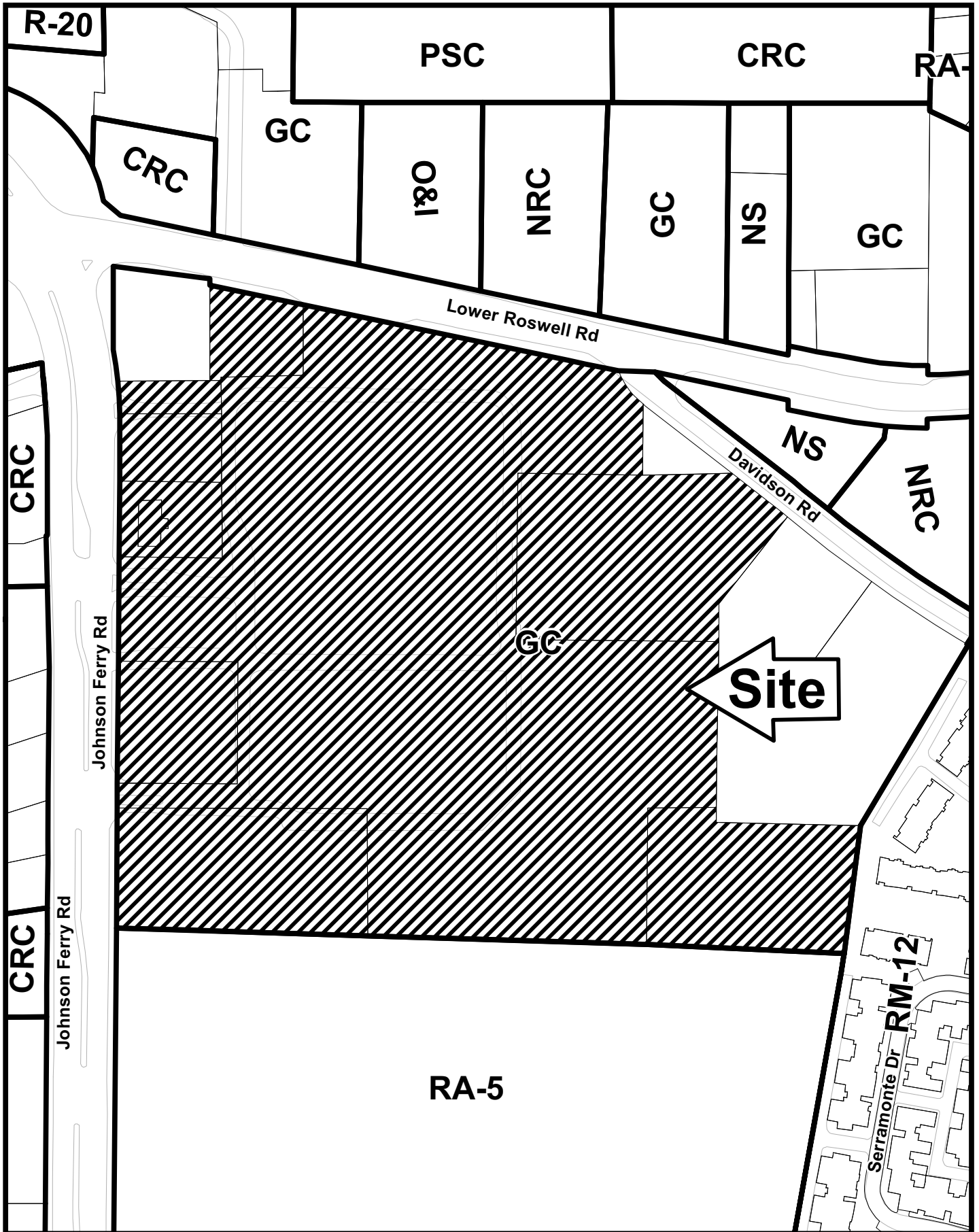
(3) For commercial establishments, building numbers shall be posted in figures at least five inches high with a contrasting background and denoted as "BLDG".

(4) For commercial establishments, suite numbers shall be posted at all exterior doors or groups of doors in figures at least three inches high with a contrasting background.

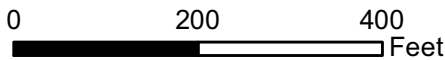
(5) Larger figures may be required than listed above to ensure they are legible from the street.



(c) Any person who shall violate any provision of this section shall be punished as provided in section 1-10

# V-39



This map is provided for display and planning purposes only. It is not meant to be a legal description.



-  City Boundary
-  Zoning Boundary

# Application for Variance Cobb County

(type or print clearly)

Application No. V-39 (2014)

Hearing Date: 05/14/2014

Applicant Retail Planning Corporation Phone # (770) 956-8383 E-mail \_\_\_\_\_  
Moore Ingram Johnson & Steele, LLP Emerson Overlook, 326 Roswell Street  
John H. Moore Address Marietta, GA 30060  
(representative's name, printed) (street, city, state and zip code)

BY: [Signature] Phone # (770) 429-1499 E-mail jmoore@mijs.com  
(representative's signature) Georgia Bar No. 519800 w7@mijs.com

Signed, sealed and delivered in presence of:

My commission expires: January 10, 2015

[Signature]  
Notary Public  


Titleholder Sun Life Assurance Company of Canada Phone # \_\_\_\_\_ E-mail \_\_\_\_\_  
Signature See Exhibit "A" for Signature of Titleholder's Representative Address: One Sun Life Executive Park  
(attach additional signatures, if needed) (street, city, state and zip code) Wellesley Hills, MA 02481

Signed, sealed and delivered in presence of:

My commission expires: \_\_\_\_\_

Notary Public

Present Zoning of Property GC  
Location Intersection of the easterly side of Johnson Ferry Road and the southerly side of Lower Roswell Road; southwesterly side of Davidson Road (Parkaire Landing Shopping Center)  
(street address, if applicable; nearest intersection, etc.)

Land Lot(s) 85 District 1st Size of Tract 22± Acre(s)

Please select the extraordinary and exceptional condition(s) to the piece of property in question. The condition(s) must be peculiar to the piece of property involved.

Size of Property \_\_\_\_\_ Shape of Property \_\_\_\_\_ Topography of Property \_\_\_\_\_ Other

The Cobb County Zoning Ordinance Section 134-94 states that the Cobb County Board of Zoning Appeals must determine that applying the terms of the Zoning Ordinance without the variance would create an unnecessary hardship. Please state what hardship would be created by following the normal terms of the ordinance (If applying for Backyard Chickens pursuant to Sec.134-94(4), then leave this part blank).

See Exhibit "B" attached hereto and incorporated herein by reference.

List type of variance requested: Waiver of specific provisions of the Cobb County Sign Ordinance, § 134-313, et seq., which would allow for the replacement and relocation of existing signage pursuant to the "Parkaire Landing - Signage Design Drawings" prepared by Denyse Companies.

**EXHIBIT  
V-39 (2014)**

COSS COUNTY GEORGIA  
FILED IN OFFICE

2014 MAR 13 PM 3:05

COSS COUNTY ZONING DIVISION

# Parkaire Landing

Marietta, Georgia  
Signage Design Drawings

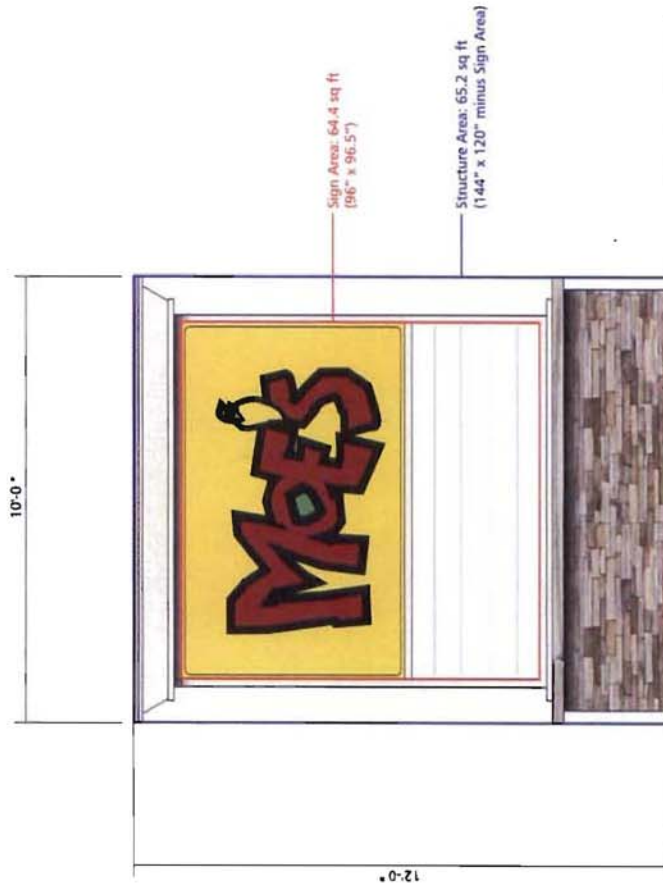
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2014 MAR 13 PM 3:05

COBB COUNTY ZONING DIVISION



Proposed - SIGN 1

Pylon Id - Sign 1 - Moe's  
Scale: 3/8" = 1'-0"



Existing

**Colors & Finishes**

Colors shown here may not exactly match manufacturer's color chart matches or actual sample. Client to either provide samples or specifications for custom colors prior to production or approve Denyse color samples or color specifications.

- C-1 Black (SG)
- C-2 White
- C-3 SW 0050 Classic Light Buff
- C-4 SW 7017 Dorian Gray
- C-5 Stone (to match existing building)
- C-6 Pantone 116 C
- C-7 Pantone 1805 C
- C-8 Pantone 368 C

**Construction Specifications**

- A Internally illuminated cabinet with pan-formed acrylic face and translucent graphics, white acrylic reader board (three lines of 6" copy)
- B Stone base with trim to match existing building

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**Management Company**  
NA

**Property Name & Address**  
Palais Landing  
Marietta, GA

**Job Number**  
55282

**Project Name**  
Earl Raymond

**Designer**  
AC

**Date**  
06.25.2012

**Revision Date**

07.11.2012 AC
12.14.2012 AC
03.20.2013 AC
03.20.2013 AC
04.10.2013 AC
02.01.2014 AC

**EXHIBIT**  
**V-39 (2014)**

**Design Time**  
3.5

**File Name**  
Id Package 1.v11

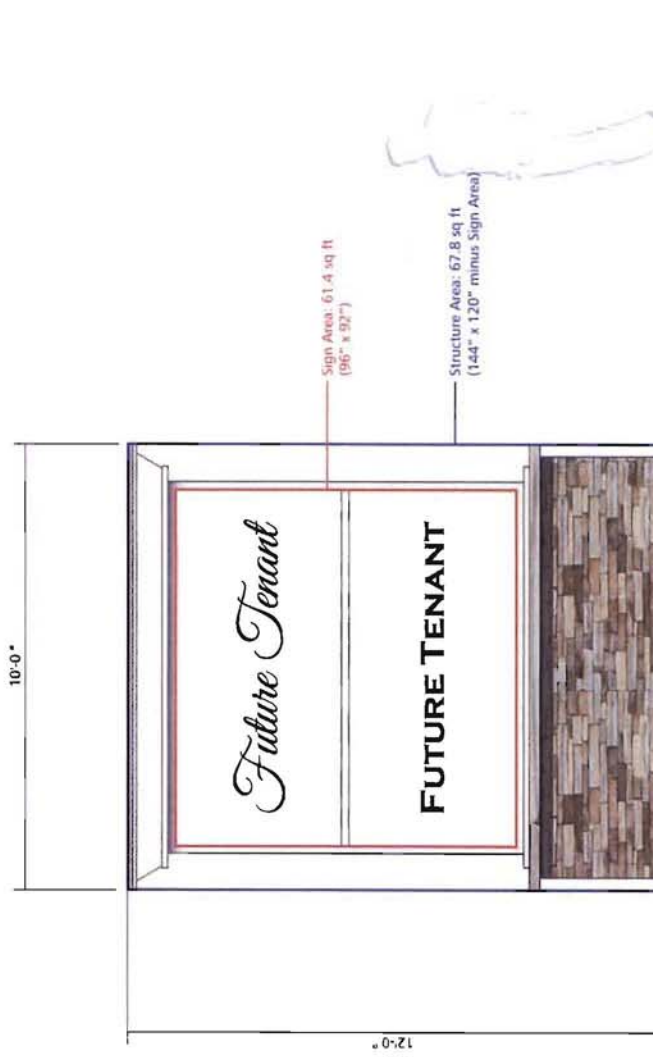
- Concept
- Preliminary
- Production



COBB COUNTY GEORGIA  
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2014 MAR 13 PM 3:05

COBB COUNTY ZONING DIVISION



Proposed - SIGN 2

Pylon Id- Sign B - Shell  
Scale: 3/8" = 1'-0"

**Colors & Finishes**

Colors shown here may not exactly match manufacturer color chart swatch or actual sample. Client to either provide samples or specifications for custom colors prior to production or approve Denyse color samples or color specifications.

- C-1 Black (SG)
- C-2 White
- C-3 SW 0050 Classic Light Buff
- C-4 SW 7017 Donnan Gray
- C-5 Stone (to match existing building)

**Construction Specifications**

- A Double faced internally illuminated cabinet with acrylic face and translucent graphics
- B Stone base with trim to match existing building



Existing

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**Management Company**  
NA

**Property Name & Address**  
Palatka Landing  
Marietta, GA

**Bid Number**  
55282

**Project Manager**  
David Kujala

**Designer**  
AC

**Date**  
06.25.2012

**Revision Date**

**Revision**

07.18.2012 AC
12.14.2012 AC
03.28.2013 AC
04.10.2013 AC

**EXHIBIT**  
**V-39 (2014)**

**Design Time**  
3.5

**Filename**  
Id Package 1-v9

- Concept
- Preliminary
- Production

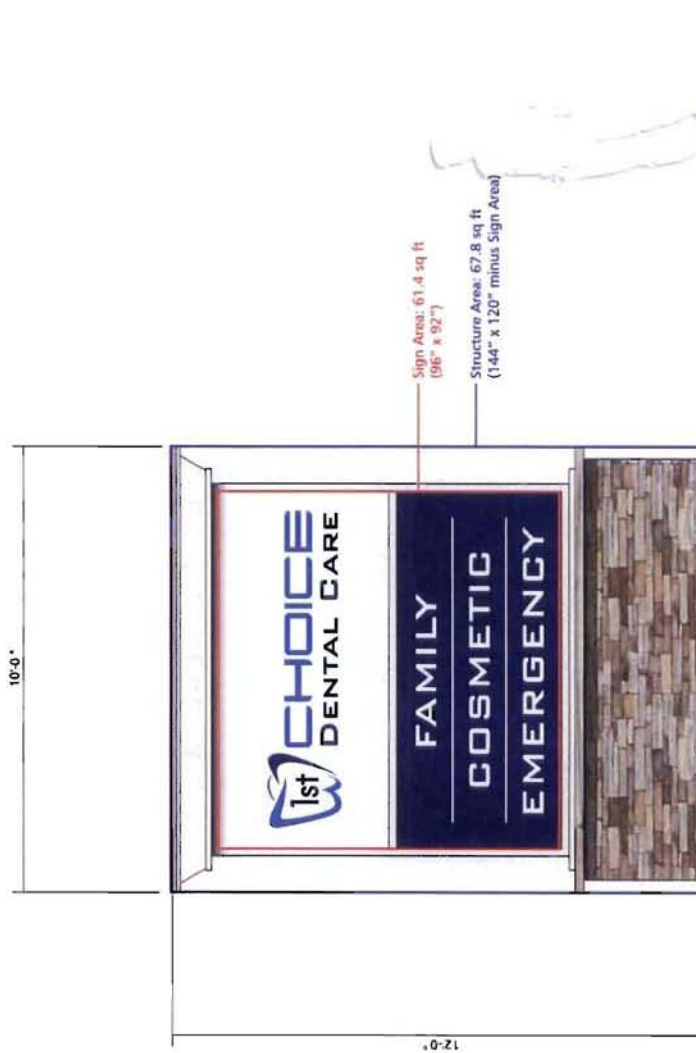
X  
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Sign Package

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COBB COUNTY ZONING DIVISION



Proposed - SIGN 3

Pylon Id- Sign 2  
Scale: 3/8" = 1'-0"

**Colors & Finishes**

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- C-1 NOT USED ON THIS PAGE
- C-2 White
- C-3 SW 0050 Classic Light Buff
- C-4 SW 7017 Dorian Gray
- C-5 Stone (to match existing building)
- C-6 3M Olympic Blue
- C-7 3M Intense Blue

**Construction Specifications**

- A Double faced internally illuminated (fluorescent bulbs) cabinet with foam cap
- B .187" acrylic panel with first surface applied translucent vinyl graphics
- C Stone base with trim to match existing building

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Management Company  
NA

Property Name & Address  
Pelaire Landing  
Marietta, GA

MM Number  
55282

Project Name  
Earl Reynolds

Designer  
AC

Date  
06.25.2012

Revision Date

07.16.2012 AC
12.17.2012 AC
01.14.2013 AC
03.28.2013 AC
04.10.2013 AC
02.01.2014 AC



Design Title  
3.5

Filename  
Id Package 1 v11

- Concept
- Preliminary
- Production

X

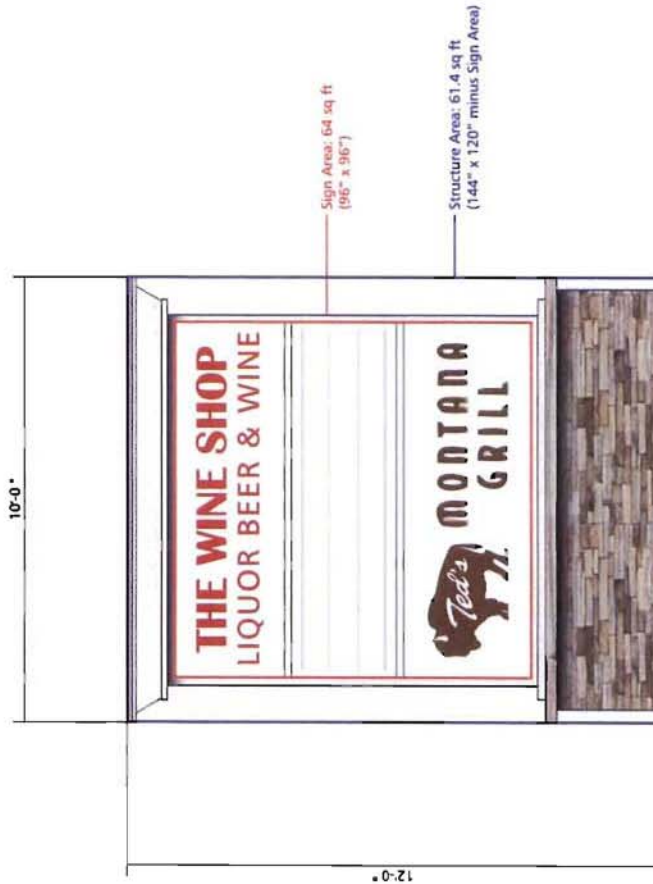
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EXHIBIT  
V-39 (2014)

COBB COUNTY GEORGIA  
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2014 MAR 13 PM 3:06

COBB COUNTY ZONING DIVISION



Proposed - SIGN 4

Pylon Id- Sign 4 - Wine and Ted's  
Scale: 3/8" = 1'-0"

Vector Artwork Required - Vector artwork needs to be provided to produce this product. Multi-line art, EPS, or CDR file and formatted for a PC.

**Colors & Finishes**

Colors shown here may not exactly match manufacturing color chart swatch or actual sample. Client to either provide samples or specifications for custom colors prior to production or approve Denyse color samples or color specifications.

- C-1 Black (SG)
- C-2 White
- C-3 SW 0050 Classic Light Buff
- C-4 SW 7017 Dorian Gray
- C-5 Stone (to match existing building)
- C-6 Stock Red or TBD
- C-7 Stock Brown or TBD

**Construction Specifications**

- A Double sided, internally illuminated cabinet with acrylic faces and translucent vinyl graphics
- B Double sided, internally illuminated cabinet with white acrylic reader board (three lines of 6" copy)
- C Stone base with trim to match existing building



Existing

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Management Company  
NA

Property Name & Address  
Palatka Landing  
Marietta, GA

Bill Number  
55282

**EXHIBIT  
V-39 (2014)**

Project Name	Earl Raymond
Designer	AC
Date	06.25.2012
Revision	07.16.2012 AC 12.14.2012 AC 03.28.2013 AC 04.10.2013 AC 07.01.2014 AC

Design Time  
3.5

File Name  
Id Package 1.v11

- Concept
- Preliminary
- Production

X  
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Sign Package

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Management Company  
 N/A

Property Name & Address  
 Parkaire Landmg  
 Marietta, GA

Bid Number  
 55282

Project  
 Earl Kyrmond

Designer  
 JRC

Date  
 06.25.12

Revised Date  
 07.16.2012 R.C.  
 12.10.2012 R.C.  
 01.24.2013 R.C.  
 03.28.2013 R.C.  
 04.10.2013 R.C.  
 02.01.2014 R.C.

**EXHIBIT  
 V-39 (2014)**

Design Time  
 3.5

Revisions  
 Id Package 1 v11

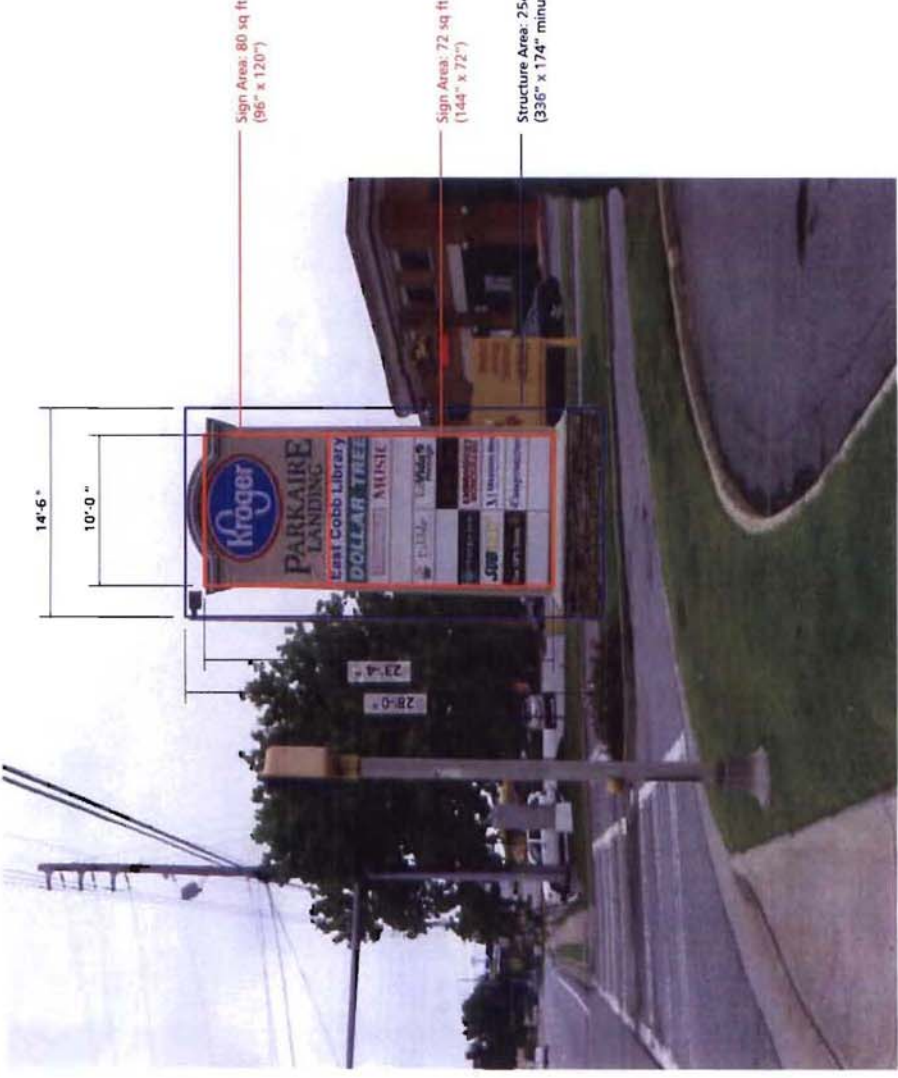
Concept  
 Preliminary  
 Production

**Colors & Finishes**

Colors shown here may not exactly match manufacturer's color chart samples or actual sample. Client to either provide samples or specifications for custom colors prior to production or approve Denyse color samples or color specifications.

**Construction Specifications**

- A Sign Relocation - Owner is responsible for running electric to signs in new locations



Sign Area: 80 sq ft  
 (96" x 120")

Sign Area: 72 sq ft  
 (144" x 72")

Structure Area: 254 sq ft  
 (336" x 174" minus Sign Area)

Proposed - SIGN 5

Main Pylon - Sign 3 - Relocation  
 Scale: Not to Scale

PLEASE NOTE - Owner is responsible for running electric to signs in new locations



Existing Location

X

Client Verification Required - By including this drawing you agree to the layout, content and accuracy of this drawing

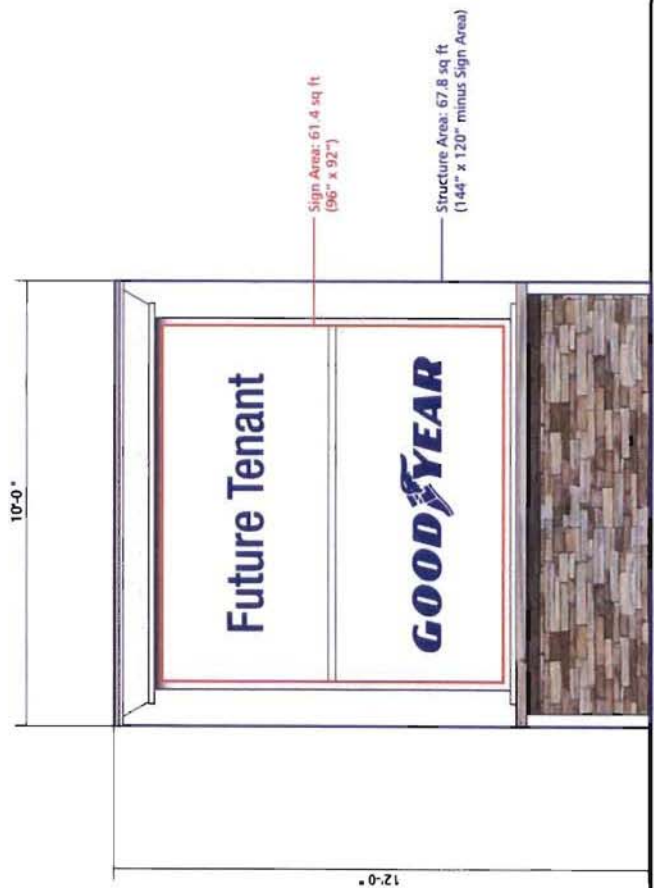
**Colors & Finishes**

Colors shown here are not exact. Match manufacturer color chart, swatch or actual product. Color to not be used for production or approval. Denyse color samples or color specifications prior to production or approval.

- C-1 Black (SG)
- C-2 White
- C-3 SW 0050 Classic Light Buff
- C-4 Blue TBD
- C-5 Stone (to match existing building)

**Construction Specifications**

- A Double sided, internally illuminated cabinet with routed faces back with acrylic
- B .125" acrylic panel with first surface applied translucent vinyl graphics
- C Stone base with trim to match existing building



Proposed - SIGN 6

Pylon Id - Sign 5 - GoodYear  
Scale: 3/8" = 1'-0"

Vector Artwork Required - Vector artwork must be provided to produce this product. Must be in AI, EPS, or CDR file and formatted for a PC.

X

Client Workflows Required - By checking this checkbox you agree to the layout, content and accuracy of this drawing.

EXHIBIT  
V-39 (2014)

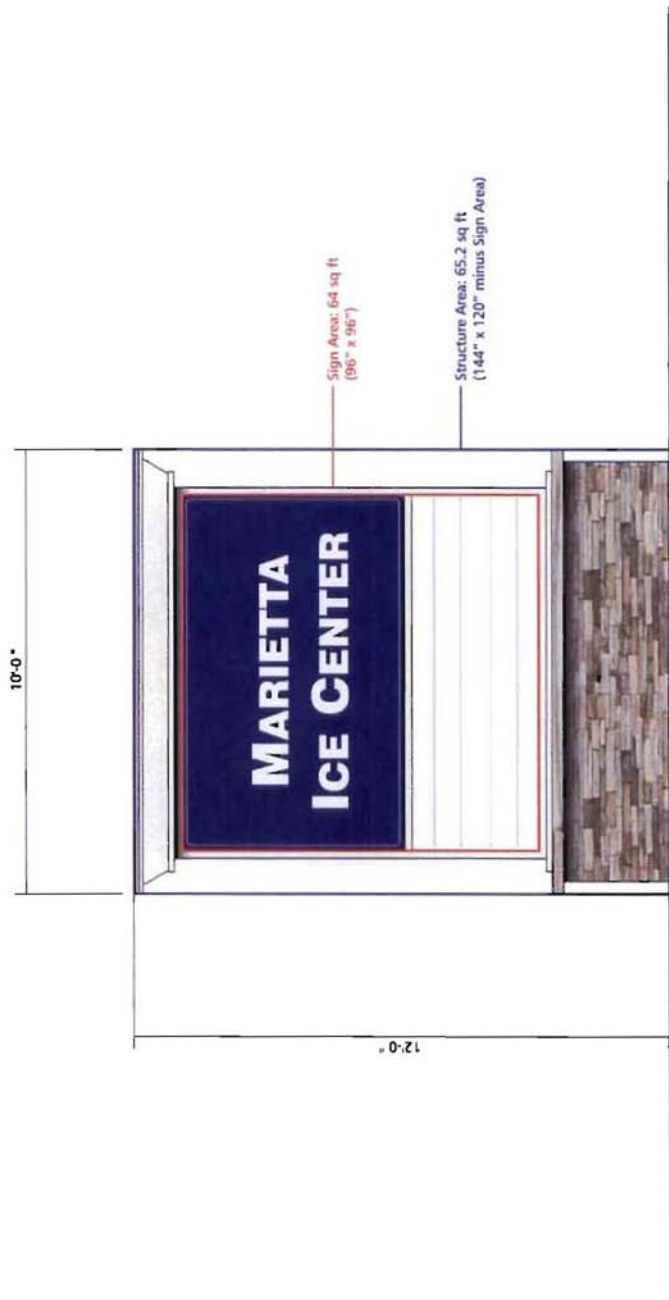
**Colors & Finishes**

Colors shown here may not exactly match manufacturer color chart swatch or actual sample. Client to either provide denylite or specifications for custom color prior to production or approve denylite color samples or color specifications.

- C-1 Black (SG)
- C-2 White
- C-3 SW 0050 Classic Light Buff
- C-4 SW 7017 Dopkin Gray
- C-5 Stone (to match existing building)
- C-6 Pantone 286 c

**Construction Specifications**

- A** Internally illuminated cabinet with pain-formed acrylic face and translucent graphics, white acrylic reader board (three lines of 6" copy)
- B** Stone base with trim to match existing building



Proposed - SIGN 7

Vector artwork required - Vector artwork needs to be provided to produce this signboard. Must be in AI, EPS, or CDR file and formatted for a PC.

Pylon Id - Sign 7 - Ice Skating  
Scale: 3/8" = 1'-0"



Existing

**DENYSE**  
C O R P O R A T I O N  
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Management Company  
NA

Property Name & Address  
Pakaire Landing  
Marietta, GA

Bill Number  
55282

Project  
Earl Raymond

Designer  
AC

Date  
06.25.2012

Revision Date  
07.19.2012 AC  
07.26.2012 AC  
08.01.2012 AC  
08.28.2012 AC

03.28.2013 AC  
04.10.2013 AC  
02.01.2014 AC

**EXHIBIT**  
**V-39 (2014)**

Design Time  
3.5

Filename  
Id Package 1 v11

- Concept
- Preliminary
- Production

Client Verification Required - By initiating this drawing you agree to the layout, content and accuracy of this drawing.

10'-0"



Sign Area: 80 sq ft  
(96" x 120")

Sign Area: 72 sq ft  
(144" x 72")

Structure Area: 254 sq ft  
(336" x 174" minus Sign Area)

Existing Signage - No Changes  
Scale: 1/4" = 1'-0"

# EXHIBIT V-39 (2014)

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Management Company  
NA

Property Name & Address  
Pakaire Landing  
Marietta, GA

Bid Number  
55282

Project Manager  
Earl Ray

Designer  
J.C.

Date  
06.25.2013

Revised By  
10

Revised Date  
03.28.2012 AC  
12.10.2012 AC  
04.10.2013 AC  
04.10.2013 AC  
03.28.2013 AC  
04.10.2013 AC  
02.01.2014 AC

Design Time  
3.5

#Revisions  
Id Package 1 v13

Concept  
 Preliminary  
 Production

**EXHIBIT**  
**V-39 (2014)**

**EXHIBIT "B" - ATTACHMENT TO APPLICATION FOR VARIANCE**

**Application No.:** V- 39 (2014)  
**Hearing Date:** May 14, 2014

**Applicant:** Retail Planning Corporation  
**Titleholder:** Sun Life Assurance Company of Canada

Please state what hardship would be created by following the normal terms of the ordinance:

Applicant is the management company of the Parkaire Landing Shopping Center located at the intersection of the easterly side of Johnson Ferry Road and the southerly side of Lower Roswell Road and the southwesterly side of Davidson Road, Land Lot 85, 1<sup>st</sup> District, 2<sup>nd</sup> Section, Cobb County, Georgia (hereinafter the "Center"). Applicant has been involved in the refurbishing and redevelopment of the Center, and the redevelopment project is nearing the final stages. As such, Applicant is seeking to replace existing signage, re-locate the main signage for the Center, and add signage for existing tenants within the Center. The details of the replacement, relocation, and addition of the signage are set forth in the package submitted with the Application titled "Parkaire Landing – Signage Design Drawings."

2014 MAY 13 PM 3:05  
COBB COUNTY ZONING DEPARTMENT