

February 16, 2024

Dana Johnson
Community Development Director
City of Senoia
djohnson@senoia.com
80 Main Street
Senoia, GA 30276
770-599-3679

Re: Proposed Tractor Supply
SR 16 & SR 12,
Senoia, GA
Foresite Project #: 00.341.096

Dear Ms. Johnson,

The Tractor Supply development team appreciates the time and consideration you have given to this project, and we are grateful for the opportunity to meet with the City Staff and Officials to discuss the potential challenges our project will face. Below is a list of the variances we deem as necessary to ensure the success of this project's development.

Variance	Justification
1: Waive the Overlay Section 74-191(b) requirement for building to incorporate live plant materials as foundation plantings on all building facades.	Foundation plantings along the building face are not feasible for this building because of awnings, display areas and business operations. Instead, planter boxes with landscaping are proposed to provide landscaping in front of the building. Also, additional landscape islands with trees and shrubs are being provided (beyond code minimum) in the front and west side of the building. See Site Plan for locations.
2: Reduce the Overlay Section 74-191(d) landscape buffer requirement along the front property line adjacent to the private roadway from 20' minimum to 15'.	A reduction to 15' provides for ample landscaping to be installed and allows for necessary parking for customers. Additionally, the reduction allows for more room to alleviate burdens of topographical and shape challenges in both the front and rear of the site.

<p>3: Reduce the Overlay Section 74-191(d) requirement for a 15' wide landscape buffer along the western proposed property line between the Tractor Supply lot and the future development "Lot 2" to 7.5'.</p>	<p>A 7.5' wide buffer is proposed in lieu of 15'. This would provide for a total of 15' wide buffer in the future as Lot 2 also develops with a 7.5' buffer on their side. A full 15' would severely limit the development area on an already small Lot 2 that is challenged with topographical and property configuration constraints.</p>
<p>4: Reduce the Overlay Section 74-199 requirement of providing a minimum of 20% of the gross lot area of greenspace requirement to 17%.</p>	<p>Trees will be planted in the parking lot islands and along the perimeter of the site to provide a pleasant atmosphere. The size, shape, and topography of the property makes it challenging to achieve the full 20% and meet the Tractor Supply site layout criteria.</p>
<p>5: Waive Overlay Section 74-186(e)(1) requirement to allow for more than 50% of the total parking to be in front of the building. 62% of the total parking is proposed in front.</p>	<p>The site plan provides for as much parking on the side of the building as can be located on the property. In addition, more than 50% of the parking for the Tractor Supply store must be located at the front of the building for customer safety, store security, and store operations.</p>
<p>6: Waive Overlay Section 74-198 requirement to allow for the dumpster enclosure to be painted masonry block.</p>	<p>The dumpster enclosure is located behind the building in an area used only for deliveries and employee parking. The rear of the property abuts a detention pond that sits significantly below grade of our site. An old railroad ROW lies on the other side of the detention pond. The material of the dumpster is being requested to be painted block to match the requested material proposed for the rear building wall (see Variance item #10 below).</p>
<p>7: Overlay Section 74-188 (a) [1] - Variance requested to exceed the 10% of accent material.</p>	<p>The use of synthetic stucco is limited to the required cornices and they are less than 10% of the façade area for the Front, Left and Right elevations but the high gauge metal used on the awnings and tower would increase the Front elevation accent material by more than 10%. This accent finish is a corporate brand component and does present a balance of the overall façade accent design.</p>

<p>8: Overlay Section 74-188 (a) [1] - Building facades shall consist of architectural treatments of brick, stone, concrete stucco in combination with glass and metal as support and trim components, only. Metal sided or portable buildings, vinyl siding and aluminum siding shall be prohibited. Synthetic stucco cementitious siding or natural wood shall also be prohibited as a primary exterior finish material, provided that accent features not exceeding ten percent of the building facade may consist of synthetic stucco, cementitious materials or natural wood.</p>	<p>Request allowing the use of the corrugated metal paneling for the entry tower and awnings. The corrugated panel finish is a corporate brand finish associated with all Tractor Supply Co. stores. These panels are true heavy gauge metal panels, not aluminum or plastic.</p>
<p>9: Ordinance Section 74-188 (a) [3], (c) - All exterior walls visible from roadways or parking areas shall incorporate changes in building material and color or varying facade such as trellises, false windows or recessed panels reminiscent of window, door or colonnade openings, or storefront along every 150 linear feet of such wall.</p>	<p>Request the use of smooth face block on rear wall, painted in colors that match the color and pattern of the brick. Rear wall area is for employee parking and deliveries. The rear of the property abuts a detention pond that sits significantly below grade of our site. An old railroad ROW lies on the other side of the detention pond.</p>
<p>10: Ordinance Section 74-188 (a) [3], (d) - Roof parapets shall be articulated to provide visual relief. Parapets shall include articulations or architectural features at a minimum rate of every 100 linear feet. The minimum height of articulations or such features shall be one foot and may be provided as height offset or facade projections such as porticoes or towers.</p>	<p>Request the elimination of parapet wall on rear elevation. Rear wall area is for employee parking and deliveries, and the rear elevation will not be seen from any roadways or adjacent properties. The rear of the property abuts a detention pond that sits significantly below grade of our site. An old railroad ROW lies on the other side of the detention pond.</p>
<p>11: Ordinance Section 74-188 (b) - <i>Accessory structures.</i> Accessory structures shall be constructed with the same materials as the principal structure and shall match the predominant facade colors and rooflines. Banding and roofing materials of accessory structures, which shall include, but not be limited to gasoline sales canopies, shall also match the materials and colors of the predominant facade.</p>	<p>Request the use of the prefabricated Garden Center canopy façade and the fabric shade cover area in the FOD area. Framing system is clear aluminum framing with translucent panels.</p>
<p>12: Ordinance Section 74-188 (a) [3], (g.) - Windows. Blank, windowless walls are prohibited along primary and secondary facades. Street level storefronts shall consist of display windows comprising a minimum of 60 and a maximum of 80 percent of the primary and secondary facades. All other building stories shall have windows that</p>	<p>Eliminate the required minimum percentages and replace with the features shown on the submitted elevations regarding the use of brick window in-fill sections along the primary and secondary exterior walls coupled with the metal awning, different color bricks, and decorative cornice to satisfy this Section.</p>

<p>equal a minimum of 30 percent and maximum of 60 percent of the total facade, with each story being calculated independently. Mirrored glass with a reflection index of greater than 20 percent is prohibited.</p>	
<p>13: Waive portions of Ordinance Section 74-195 (a) No unenclosed, outside storage shall be permitted. Such enclosure as will permit unroofed, outside storage shall be comprised of walls having a minimum height of six feet, but in no case less than the height of equipment, materials, merchandise or other goods to be stored or exceeding ten feet in height. These walls shall be identical in exterior finish materials to the walls of the primary or secondary facade of the principal structure. Fencing, with or without typical fence screening materials, shall not be considered as a screening wall. Chain link fencing is prohibited.</p>	<p>The Tractor Supply retail store success model relies heavily on their outdoor sales area adjacent to the building. For this development, the use of brick knee wall and “wrought iron look” aluminum fencing for the FOD (Fenced Outdoor Display) area is proposed. Outdoor merchandise will not exceed the height of the proposed fencing. Primary fence height ranges from 8’-0” to 16’-0” The brick knee wall will match the brick of the main building on front and right side (East) elevation. The “wrought iron look” aluminum fencing will be full 16’-0” height on the rear elevation.</p>

Please don't hesitate to contact us should any additional information be provided for these variance requests.

Thank you,

Jack Johnson
 Foresite Group, LLC