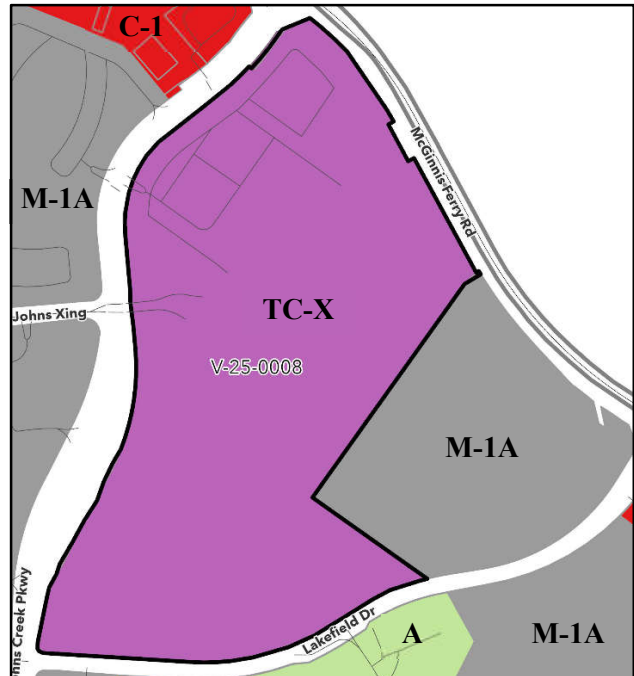


**Board of Zoning Appeals Meeting
November 18, 2025**

CASE NUMBER:	V-25-0008
PROPERTY LOCATION:	11350 Johns Creek Parkway, Johns Creek, GA 30097
CURRENT ZONING:	TC-X (Town Center Mixed Use District) Conditional
PARCEL SIZE:	41.71 Acres
PROPERTY OWNER:	Medley Johns Creek Owner Phase 1, LLC & Medley Johns Creek Owner Phase 2, LLC
APPLICANT:	Toro Development, LLC
VARIANCE REQUEST:	To not apply the Pantone color system (Table 12E.4.D.) requirement to Medley commercial storefronts
STAFF RECOMMENDATION:	APPROVAL WITH CONDITIONS

Background

The subject property is a 41.71-acre tract, currently being developed for a mixed-use development commonly referred to as Medley Johns Creek. The subject parcel is located in the southeast quadrant of the intersection of McGinnis Ferry Road and Johns Creek Parkway, and bounded by McGinnis Ferry Road to the north, M-1A zoned parcel (Boston Scientific site) to the east, Lakefield Drive to the south, and Johns Creek Parkway to the west. The site plan on the following page shows the approved Medley development consisting of commercial and office space, fee-simple townhomes and luxury multi-family units.



Community Development

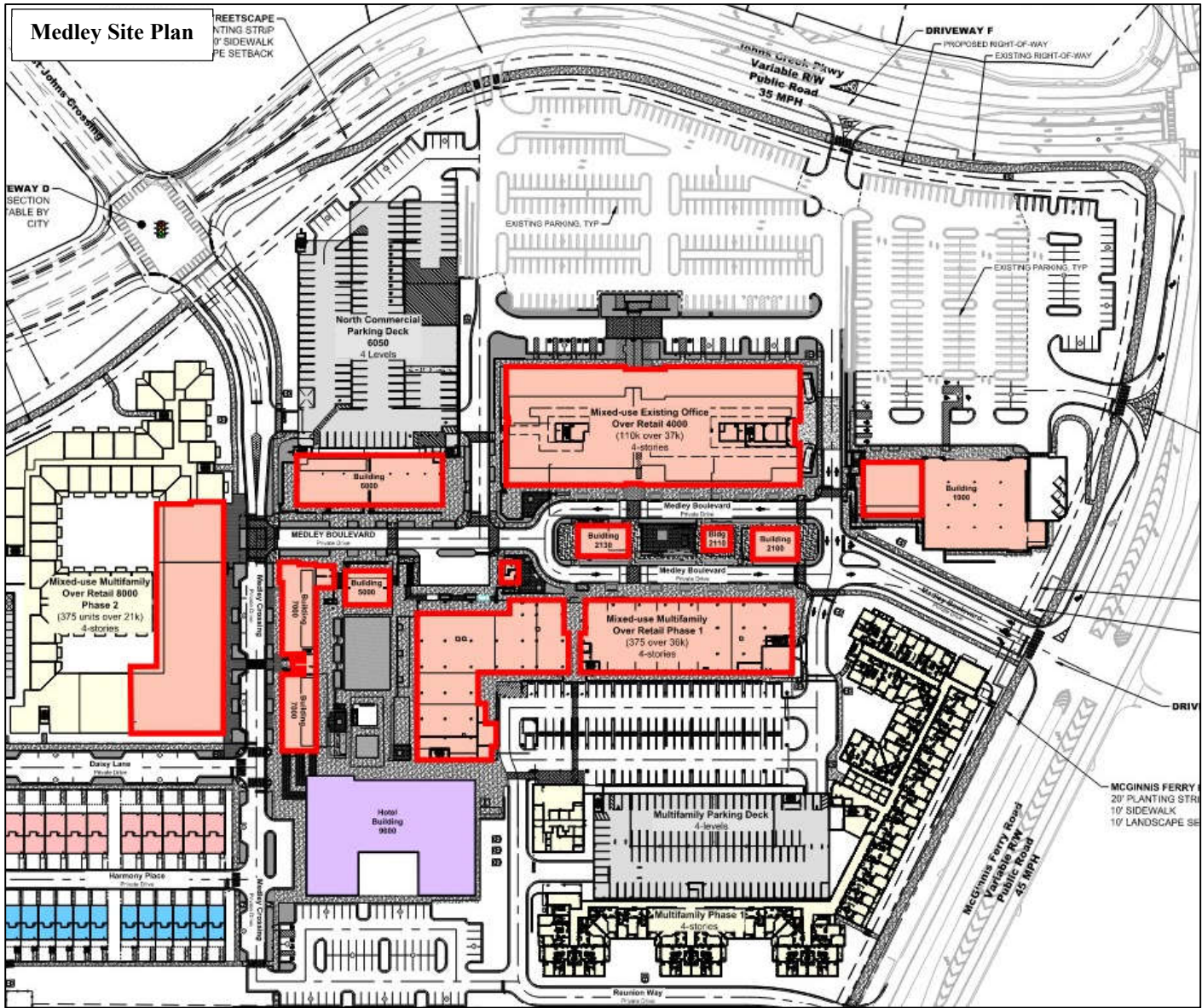
Applicable Code Requirements

City of Johns Creek Zoning Ordinance, Article XII-E. Community Standards, Section 12E.3.E. Building Materials and Architectural Treatments. The code section is excerpted below for reference:

Section 12E.3.E.7: Permitted colors for all buildings except single-family detached dwellings are as listed in Table 12E.4.D. The colors are listed under the PANTONE® system, which is known as the standard language for color communication across a variety of industries.

Variance Request

The Applicant is requesting a variance from the permitted colors specified under the Pantone Color System in Section 12E.3.E.7 and Table 12E.4.D of the City’s Zoning Ordinance. The request seeks approval to allow a broader color palette for commercial storefronts within the Medley development, including colors not listed among the permitted options. The site plan below identifies the location of commercial storefronts, outlined in red, within the mixed-use development.



Variance Review Criteria

Zoning Ordinance Section 22.3.1. lists the considerations for granting variances:

- A. Relief, if granted, would be in harmony with, or could be made to be in harmony with, the general purpose and intent of the Zoning Ordinance; or
- B. The application of the particular provision of the Zoning Ordinance 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.

Staff Analysis

The purpose and intent of the Community Standards outlined in Article XII-E, Section 12E.1 of the City’s Zoning Ordinance is to stimulate business activity and promote economic development. The Medley development is envisioned as a catalyst project and commercial anchor for the City of Johns Creek Town Center. Comparable mixed-use developments, such as Avalon and Halcyon, have successfully utilized diverse storefront color palettes as part of their placemaking strategies. The illustration below provides examples of several storefronts at Avalon that feature a broader range of colors, some of which may not be permitted under the current City ordinance.

Avalon Storefronts with Expanded Color Palette



The Applicant’s Letter of Appeal states that allowing a broader color palette is needed to attract high-quality tenants, enhance the vibrancy and visual appeal of the public realm, and contribute to the overall economic vitality of the City. The proposed color variation would be limited to the commercial/retail storefronts within Medley, thereby minimizing the extent and visual impact of colors outside the permitted Pantone Color System. All other buildings and non-storefront facades would remain subject to the color standards set forth in the referenced table. Staff finds that the request, if granted, would be consistent and in harmony with the general purpose and intent of the Town Center Vision and Plan and Zoning Ordinance.

Staff Recommendation

Based upon the findings and conclusions herein, staff recommend **APPROVAL** of V-25-0008, subject to the following conditions:

- 1) Commercial/retail storefronts within the Medley development shall not be restricted to the colors specified under the Pantone Color System in Section 12E.3.E.7 and Table 12E.4.D of the City's Zoning Ordinance and shall be designed in accordance with the Medley Development Design Standards approved on September 13, 2022. Except, neon and fluorescent colors shall be prohibited for storefronts.
- 2) The Pantone color requirement shall continue to apply to all exterior building facades and architectural elements within the development.