

GOVERNMENT OF THE CITY OF SOUTH FULTON

ODIE DONALD II
CITY MANAGER



SHAYLA REED
DIRECTOR
COMMUNITY DEVELOPMENT AND
REGULATORY AFFAIRS

MEMORANDUM

TO: Zoning Board of Appeals
FROM: Planning & Zoning Division
SUBJECT: V-19-004 for 5270 Campbellton-Fairburn Rd
DATE: September 19, 2019

The applicant seeks a variance to increase height of monument sign from 6ft to 12 ft. and the size area from 32 sf to 61.32 sf.

STAFF RECOMMENDATION: **APPROVAL** to increase in sign area
DENIAL to height increase

cc: Diane White, City Clerk

APPLICATION INFORMATION

Applicant Information:	Total Imagining Inc./ Pulkit Patel
Status of Applicant:	Sign Company
City Council District(s):	3
Parcel ID Number:	09F300001170868
Area of Property:	The property is composed of approximately 1.65 acres.
Existing Zoning:	MIX (Mixed-Use)
Current/Past Use of the Property:	The subject property is currently under construction. This property was previously undisturbed.
Prior Zoning Cases/History:	Z02-007

SPECIFIC INFORMATION

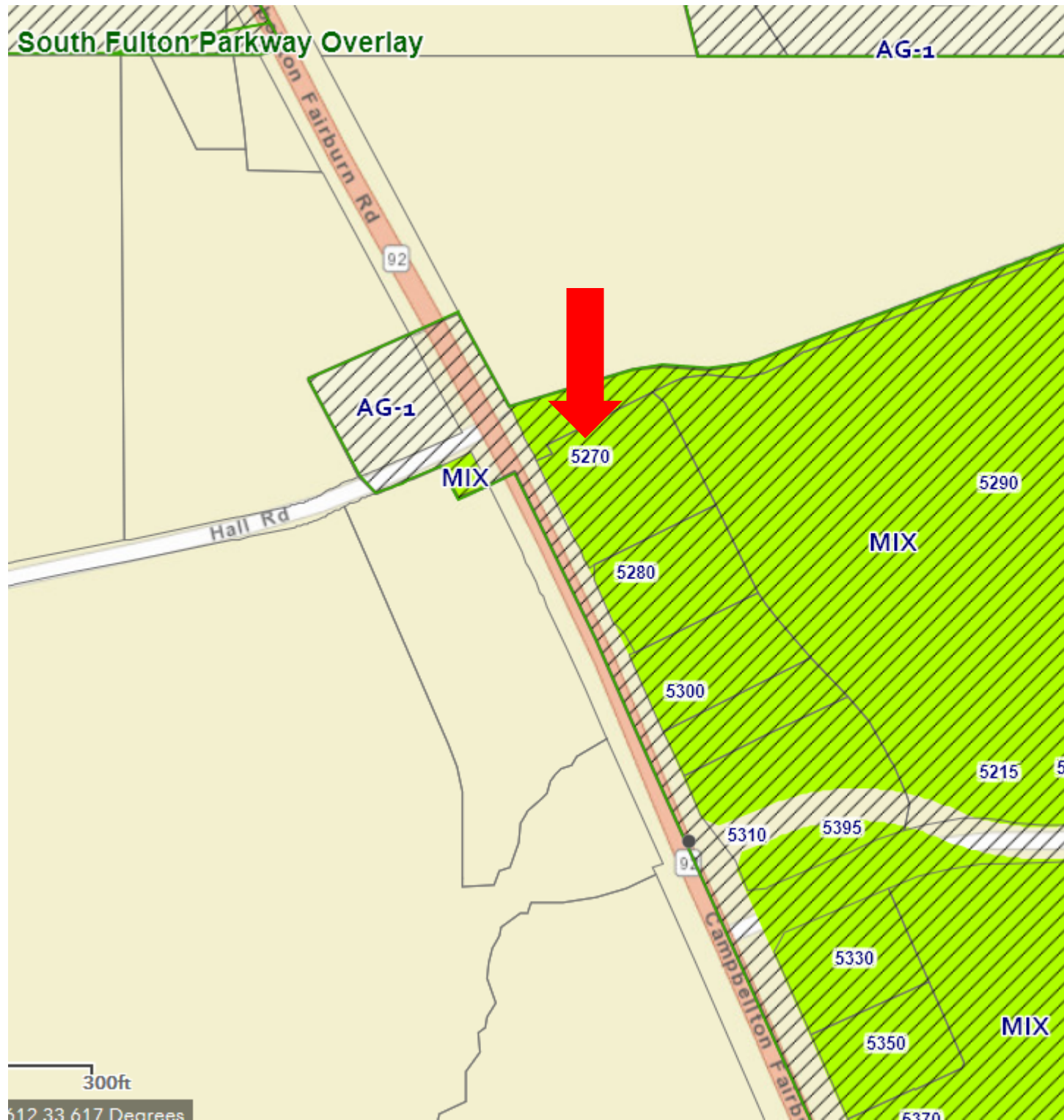
REQUEST: The applicant requests a variance to increase the height of the proposed monument sign from the required 6ft to 12 ft. and the minimum sign size requirement from 32 sf to 61.32 sf.

BACKGROUND

The subject property was previously an undeveloped parcel and is currently under construction. To the east of this property is Advance Auto Parts and to the east of this business is Waffle House. This property is in the South Fulton Parkway Overlay District. This district does not have distinct sign standards.

ADJACENT ZONING AND LAND USES

The adjacent properties to the north and east are zoned MIX (Mixed-Use) while adjacent properties to the west and south are zoned AG-1 (Agriculture).



APPLICABLE CODE REQUIREMENTS

33.23 Measurement of Sign Height: “At no time shall any sign’s overall height exceed the zoning district’s height limitations.” The height of a sign shall be computed as the distance from the base of the sign structure at normal grade to the top of the highest attached component of the sign.

33.22 Measurement of Sign Area. “Within the mixed use (MIX) district one maximum 32 square foot, freestanding sign or two- single face freestanding signs not to exceed 16 square feet for each side of a platted residential component’s entrance shall be permitted.”

VARIANCE CONSIDERATIONS

Staff is including the specific conditions that must be considered for a variance to be granted to assist the Zoning Board of Appeals in considering the application and its merits. These considerations include:

- (i) 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 Resolution*; or,
- (ii) The application of the particular provision of the *Zoning Resolution* to a 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; or,
- (iii) Conditions resulting from existing foliage or structures bring about a hardship whereby a sign meeting minimum letter size, square footage and height requirements cannot be read from an adjoining public road.

PUBLIC PARTICIPATION

STAFF COMMENTS

Engineering: No comments

Arborist: No comments

Environmental: No comments

Public Works: No comments

Transportation: No comments

MARTA: No comments

Fulton County Schools: No comments

Fire: No comments

Legal: No comments

STAFF RECOMMENDATION

The applicant has petitioned to increase the proposed sign height from 6ft to 12ft and the minimum signage area from 32 sf to 61.32 sf. with the intent to attract consumers to this multi-tenant development. The adjacent businesses, Advanced Auto Parts and Waffle House, both have existing monument signs which appears to be 5-6 ft in height. It is staff's opinion that visibility of these signs will not be obscured and can be easily seen from Campbellton-Fairburn Rd. In addition, the forth coming gas station sits at the top of a hill providing more visibility to potential customers. In terms of the increase in square footage, staff is in support of the increase to 61.32 sf. The forth coming gas station will be the only gas station in this area (the next gas station is Texaco in Chatt Hills). Staff is of the opinion the applicant will face hardship of advertising prices or specials if they were to adhere to the City of South Fulton's current size requirement of 32 sf.

Staff recommends **DENIAL** on the basis that no hardship was found in terms of the size, shape and topography .

Staff recommends **APPROVAL** based on an increase of the sign area.

PREPARED BY:

Keedra T. Jackson, Senior Planner

REVIEWED BY:

Shayla Reed, Director