



BOARD OF ZONING APPEALS STAFF REPORT

Board of Zoning Appeals Public Hearing: May 18, 2021

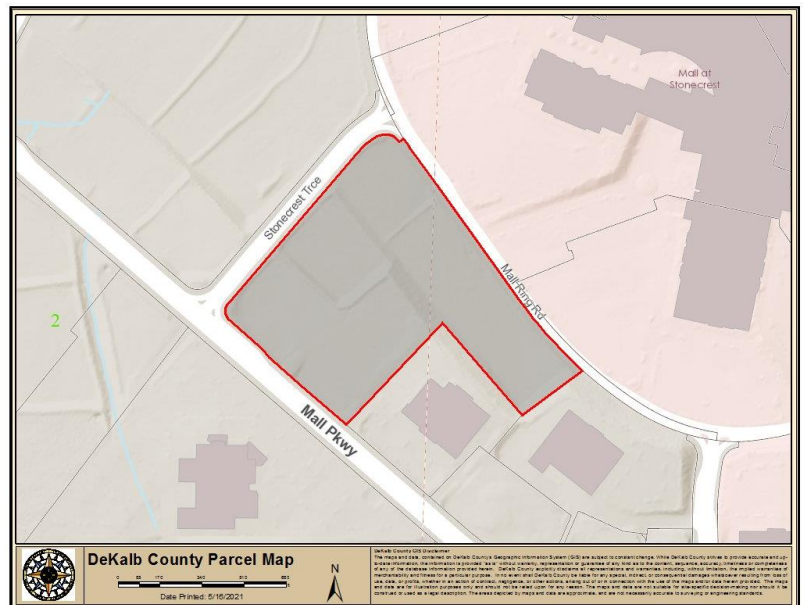
CASE NUMBER:	V-21-002
PROPERTY LOCATION:	7970 Mall Pkwy (Parcel ID: 16 151 03 010)
CURRENT ZONING:	Stonecrest Overlay, Tier 2, base zoning C-1
PARCEL SIZE:	13.1 acres
PROPERTY OWNER(S):	Cougar Conyers Real Property, LLC dba Stonecrest Honda
APPLICANT:	Altair Sign and Light (on behalf of Honda), Felicia Johnson, representative
STAFF RECOMMENDATION:	Approval
VARIANCE REQUEST:	Four (4) additional wall signs or building mounted signs. This is a corner lot. The applicant is allowed two (2) wall signs, and they are requesting to have six (6).

Current Use and Zoning

Currently, the subject property is under construction being developed for a automobile sales, a Honda Dealership. The current zoning is Stonecrest Overlay, Tier 2, base zoning C-1.

Existing Conditions

The property currently has a 2-story 26,670 square foot building being constructed on it. The property has been graded and is relatively flat, but slopes down toward the northern corner, which has been terraced.

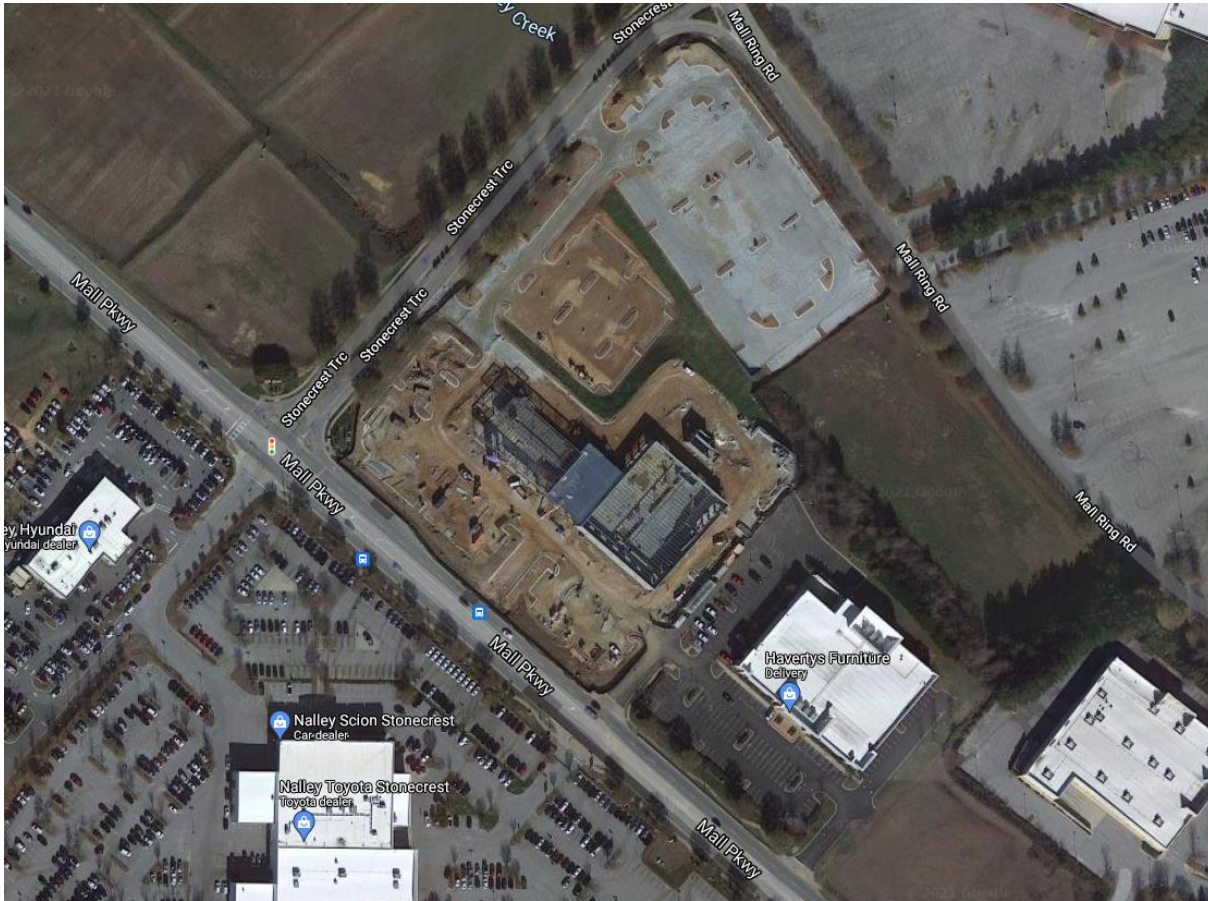




BOARD OF ZONING APPEALS STAFF REPORT

Surrounding uses:

Northeast, across the Mall Ring Rd: Stonecrest Mall
Southeast, adjacent to the site: Haverty's Furniture
Sowthwest, across Mall Parkway: Nalley Toyota and Nalley Hyundai
Northwest, across Stonecrest Trace: Undeveloped lot



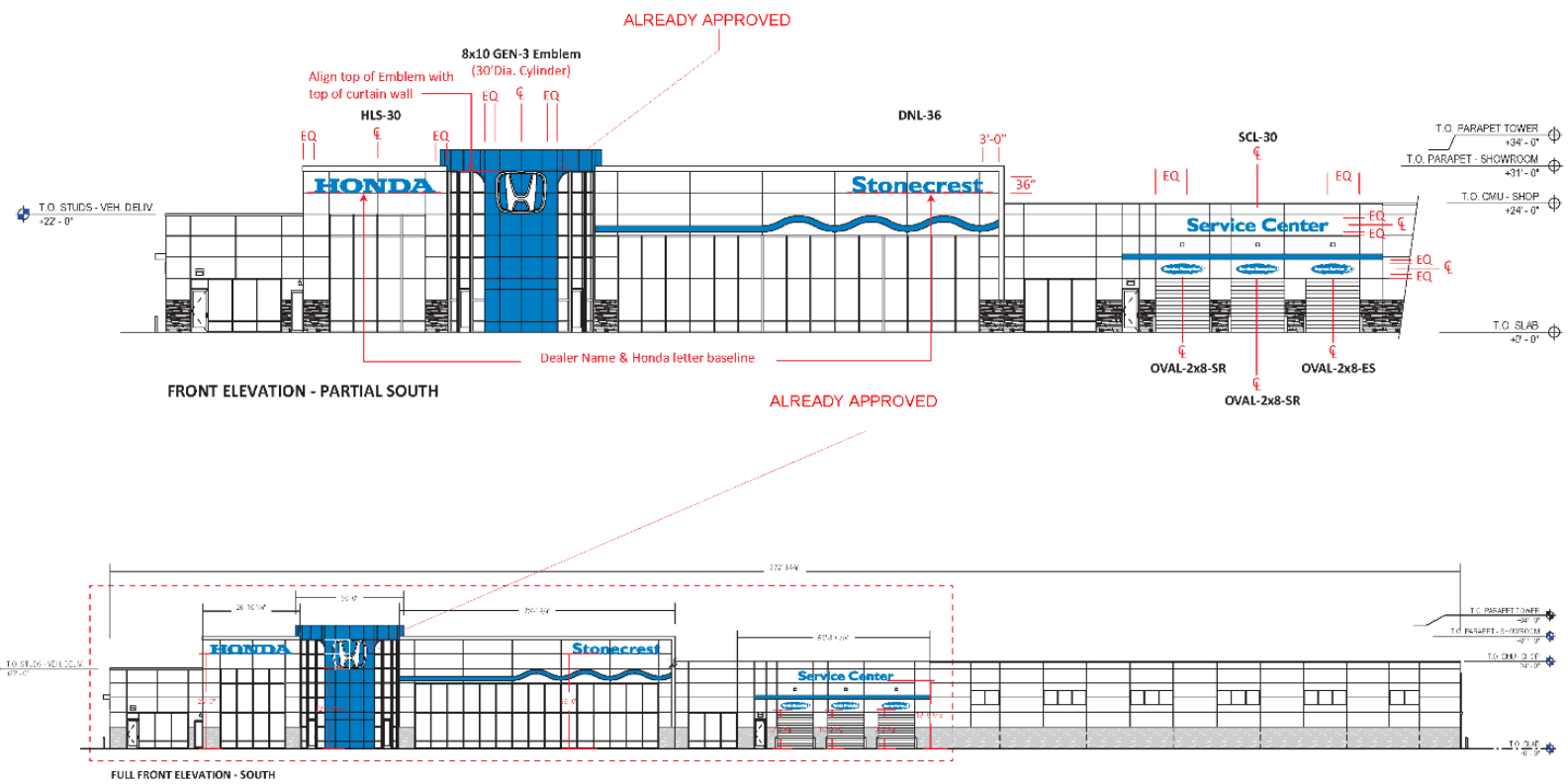
Proposal

The applicant is proposing to install 6 wall signs on the front of the 2-story building, see Honda South Elevation, on the following page. These additional signs are consistent with signage found on both Nalley auto dealership across the street.



BOARD OF ZONING APPEALS STAFF REPORT

Elevation



Project ID	
CF1-35849	
Date:	11-18-2020
Scale:	N.T.S.
Sales:	C. Farmer
Designer:	R. Ferrara
Rev. #:	
Date:	
Revision Note:	
<input checked="" type="checkbox"/> Conceptual	
Information Required:	
<input type="checkbox"/> Master	
<input checked="" type="checkbox"/> Electrical	
<input type="checkbox"/> 120V <input type="checkbox"/> 347V <input type="checkbox"/> Other _____	
Customer Approval	
Signature _____	
TMM/DB/YYY	
<small>It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to accept the installation of the signs being ordered. Please ask PSG to provide further details if required.</small>	
<small>All rights reserved. This artwork designed here is a copyright and are the sole AS-We are a trademark of Pattison Sign Group and as such cannot be reproduced in whole or in part without written permission by Pattison Sign Group.</small>	
208721	
Honda of Conyers 7970 Mall Pkwy Stonecrest, GA.	
South Elevation	



BOARD OF ZONING APPEALS STAFF REPORT

APPLICABLE CODE REQUIREMENTS

The Stonecrest Overlay Design Guidelines, Chapter IV, Sub-Section M.4.a.(2), Signage and Graphics, Authorized Signs, Single-tenant Development Signs, Single-Tenant Building Mounted Sign.

(2) Single-Tenant Building Mounted Sign – Each parcel or building with a single non-residential tenant shall be permitted one building mounted sign per street frontage. Letter height and copy area for each single tenant building Mounted Sign shall not exceed the following maximum dimensions:

<u>Building Size (Gross sq.ft.)</u>	<u>Copy Area</u>	<u>Letter Height</u>
0 - 8,000	50 sq. ft.	24"
8,001 – 12,000	120 sq. ft.	30"
12,001 – 20,000	240 sq. ft.	36"
20,001 – 60,000	300 sq. ft.	42"
Greater than =60,000	360 sq. ft.	48"

Variance Request

The Stonecrest Overlay Design Guidelines call for a maximum of one building mounted sign per street frontage. Being located on a corner lot, this would allow the Stonecrest Honda to have 2 building mounted signs, and the applicant is requesting four additional signs to highlight and direct customers to the Service Center on the southeast side of building.

VARIANCE CONSIDERATIONS

The staff is including the specific considerations that must be considered by the Board of Zoning Appeals in order to grant a variance. These considerations include:

- A. By reason of exceptional narrowness, shallowness, or shape of a specific lot, or by reason of exceptional topographic and other site conditions (such as, but not limited to, floodplain, major stand of trees, steep slope), which were not created by the owner or applicant, the strict application of the requirements of this chapter would deprive the property owner of rights and privileges enjoyed by other property owners in the same zoning district.**



BOARD OF ZONING APPEALS STAFF REPORT

- B. The requested variance does not go beyond the minimum necessary to afford relief and does not constitute a grant of special privilege inconsistent with the limitations upon other properties in the zoning district in which the subject property is located.**
- C. The grant of the variance will not be materially detrimental to the public welfare or injurious to the property or improvements in the zoning district in which the subject property is located.**
- D. The literal interpretation and strict application of the applicable provisions or requirements of this chapter would cause undue and unnecessary hardship.**
- E. The requested variance would be consistent with the spirit and purpose of this chapter and the City of Stonecrest Comprehensive Plan text.**

STAFF ANALYSIS

- A. By reason of exceptional narrowness, shallowness, or shape of a specific lot, or by reason of exceptional topographic and other site conditions (such as, but not limited to, floodplain, major stand of trees, steep slope), which were not created by the owner or applicant, the strict application of the requirements of this chapter would deprive the property owner of rights and privileges enjoyed by other property owners in the same zoning district.**

Not applicable, the lot size and shape does not impact the variance request.

- B. The requested variance does not go beyond the minimum necessary to afford relief and does not constitute a grant of special privilege inconsistent with the limitations upon other properties in the zoning district in which the subject property is located.**

The request of additional signage is consistent with that previously approved and found on the two Nalley Auto dealerships across street.

- C. The grant of the variance will not be materially detrimental to the public welfare or injurious to the property or improvements in the zoning district in which the subject property is located.**

The granting of the variance would not be detrimental to the public welfare or injurious to the property or improvement in the zoning district in which the subject property is located. The additional signage would not be distracting to passing drivers and would be consistent with color and style of the approved signage on the building.



BOARD OF ZONING APPEALS STAFF REPORT

D. The literal interpretation and strict application of the applicable provisions or requirements of this chapter would cause undue and unnecessary hardship.

The literal interpretation and strict application of the applicable provision or requirements of this chapter, limited the dealership to only 2 wall signs, would not cause undue and unnecessary hardship on the applicant, but it would be inconsistent with standard corporate practice for such a use.

E. The requested variance would be consistent with the spirit and purpose of this chapter and the Stonecrest Comprehensive Plan text.

The spirit and purpose of the Stonecrest Overlay Design Guidelines which are a part of the Zoning Ordinance by reference, and Stonecrest Comprehensive Plan is to create a vibrant regional center that is aesthetically pleasing. The proposed signs are consistent with those granted to other adjacent similar uses and are in the style and character of the already approved signage on the building.

STAFF RECOMMENDATION - APPROVAL

RECOMMENDED CONDITIONS

That the additional signage be consistent with that submitted with this variance application, specifically as shown on the Elevation Plan on page 3 of this report.