

**CITY OF SUWANEE
VARIANCE ANALYSIS**

CASE NUMBER: V-2008-009
REQUESTS: ALTER A NON-CONFORMING SIGN TO
INCLUDE A VARIABLE MESSAGE SIGN
APPLICABLE SECTION: SECTION 1609.B.2 AND 1611.4
LOCATION: 3447 LAWRENCEVILLE-SUWANEE RD.
DISTRICT/LAND LOT: 7-193-005
ZONING: O-I (OFFICE-INSTITUTIONAL DISTRICT)
DEVELOPMENT: EXISTING SIGN FOR INSURANCE AGENCY

APPLICANT / OWNER: BURNETTE INSURANCE AGENCY, INC.
3447 LAWRENCEVILLE-SUWANEE ROAD
SUWANEE, GA 30024

CONTACT: STAN BURNETTE PHONE: 770-339-8888

RECOMMENDATION: DENIAL

ANALYSIS:

The applicant seeks a variance from Section 1609 of the City of Suwanee Zoning Ordinance to renovate an existing non-conforming monument sign for an individual establishment on an individual lot. The applicant proposes to replace a portion of the existing copy area (identification panel) with an LED panel (electronic reader board) in order to display time, temperature, and community messages. The applicant states that he wants to upgrade the appearance of the sign and to provide information to the Suwanee citizens. The subject property is approximately 1.53 acres and is located along Lawrenceville-Suwanee Road and contains an approximately 5,200 square foot one-story insurance company.

The subject sign was legally permitted in 2000. The sign ordinance was subsequently amended. The amended sign ordinance reduced the size and height requirements for a ground sign on the subject property. Section 1612.C.2 limits a 5,200 square foot building to a ground sign for each road frontage no taller than 8 feet in height (for a sign setback between 5 and 20 feet), no more than 48 square feet of copy area, and no more than 64 square feet of sign area. The existing sign is 8 feet 8 inches tall with 60 square feet of copy and sign area. The sign exceeds current height and copy area requirements; therefore the sign is considered a legal non-conforming sign.

Section 1609.B.2 of the Zoning Ordinance regulates existing legally permitted nonconforming signs. It states that any legally permitted and constructed sign shall be allowed to continue as a legal non-conforming use under this Ordinance except that it shall not be enlarged, altered, or rebuilt except in conformance with this Ordinance. The applicant proposes to alter the sign by replacing the identification panels with an LED variable message board. Section 1611 specifically prohibits variable message boards. A variable message board is defined as a programmable sign that provides changing information more often than once each one (1) hour

period. The applicant states that the sign will show the time, temperature, and a message for the citizens of Suwanee.

With the installation of the variable message board, the sign would be reduced in size from 60 square feet to approximately 56 square feet. This would still exceed the current copy area requirements and would include a variable message sign. Therefore, in order to alter the sign as proposed, a variance is required.

The subject property is located at 3447 Lawrenceville-Suwanee Road and is surrounded by a mixture of uses. To the north of the subject property, along Lawrenceville-Suwanee Road, is a mixture of commercial and office uses in Georgetown Square, zoned C-2 and C-2A. To the south of the subject property is a restaurant (Taco Mac) zoned C-2A. To the west of the subject property, across Lawrenceville-Suwanee Road, are warehouse and manufacturing uses zoned M-1 (light industrial). East of the subject property an M-1 zoned Georgia Power substation.

The applicant notes that they wish to upgrade the appearance of the existing sign with the addition of the electronic reader board. The existing sign does not contain an electronic reader board, and a portion of the sign would be removed in order to install the electronic reader board. The stated reason for the request is, "to upgrade the appearance of the sign and provide information to the Suwanee citizens."

One of the purposes of the sign ordinance is to allow property to take advantage of their first amendment rights to free speech while regulating the erection and placement of signs in the City in order to provide safe operating conditions for pedestrian and vehicular traffic without unnecessary and unsafe distractions to drivers and pedestrians. Signs that by reason of their size, location, and manner of illumination cast light directly on streets or are animated by means of flashing, blinking, or traveling lights could distract drivers and adversely affect traffic safety. The introduction of an illuminated sign with changing messages onto a section of road may cause distractions to drivers.

The City's Zoning Ordinance grants the Zoning Board of Appeals the authority to grant variances. According to Section 2006 of the Ordinance, the Board is authorized to grant variances when literal enforcement of the Ordinance will result in unnecessary hardship to a property owner. The zoning ordinance also states that variances may be granted when conditions are peculiar to the piece of property, or when relief, if granted, would not cause substantial detriment to the public good nor impair the purposes or intent of the Zoning Ordinance.

In conclusion, the subject property does not have a situation that rises to the level of hardship as defined by the Zoning Ordinance and allowing a variable message board where the previously was not one, would impair the purposes and intent of the Zoning Ordinance. The existing sign is legally non-conforming due to its size and height. Any alteration to the sign would require the applicant to bring the sign into compliance, which would result in the reduction of the height of the sign and reduction of the copy area. The existing sign does not contain an electronic reader board. The Zoning Ordinance prohibits variable message reader boards since signs, which by reason of their size, location, and manner of illumination cast light directly onto streets or are

animated by means of flashing, blinking, or traveling lights which could distract drivers and adversely affect traffic safety. Therefore, staff recommends **DENIAL** of V-2008-009.

Standards for Consideration

Pursuant to Section 2009A of the City of Suwanee Zoning Ordinance, the City finds the following standards are relevant in considering all applications for a Variance.

A. Will approval of the variance unreasonably increase the congestion in public streets?

Approval of this variance would not increase the congestion in public streets.

B. Will approval increase the danger of fire or endanger public safety?

Approval of this variance would not increase the danger of fire, but the variable message board could distract drivers.

C. Will approval unreasonably diminish or impair established property values within the surrounding area?

Approval of the variance would not unreasonably diminish or impair property values within the surrounding area.

D. Will approval in any other aspect impair the public health, safety, comfort, morals or welfare of the inhabitants of the City?

The Zoning Ordinance prohibits variable message reader boards since signs, which by reason of their size, location, and manner of illumination cast light directly onto streets or are animated by means of flashing, blinking, or traveling lights which could distract drivers and adversely affect traffic safety. The introduction of a variable message board to an area along a busy road may distract drivers.

APPLICATION FOR VARIANCE FROM THE
CITY OF SUWANEE ZONING BOARD OF APPEALS

Please complete this application and submit with all necessary attachments as stated on the Variance Information Form (please type or print)

APPLICANT INFORMATION

Name: Burnette Insurance Agency, Inc.
Address: 3447 Lawrenceville Suwanee Rd.
City: Suwanee
State: GA
Phone: 770-339-8888
E-mail address: stan@burnetteins.com

OWNER INFORMATION

Name: Burnette Financial Services, LLC
Address: 3447 Lawrenceville Suwanee Rd.
City: Suwanee
State: GA
Phone: 770-339-8888

CONTACT PERSON: Stan Burnette

PHONE: 770-339-8888

ADDRESS OF PROPERTY: 3447 Lawrenceville Suwanee Rd., Suwanee, GA

LAND DISTRICT 7th LAND LOT 193 PARCEL _____ LOT _____

SUBDIVISION OR PROJECT NAME (IF APPLICABLE) _____

ZONING _____

VARIANCE REQUESTED Change sign to add an LED panel showing time, temperature and a message.

NEED FOR VARIANCE to upgrade the appearance of the sign and to provide information to the Suwanee citizens.

*A VARIANCE FROM A CONDITION OF ZONING CANNOT BE ACCEPTED.

SECTION 2007, APPLICANT AND/OR A REPRESENTATIVE:

***The property owner, applicant and /or a representative thereof shall be present at all meetings of the Zoning Board of Appeals, Planning Commission and/or Mayor and Council at which official action is requested on any variance or application for amendment. The failure of the property owner, applicant and/or a representative to attend such meetings shall result in the denial of said variance or application for amendment.



CITY OF SUWANEE

373 U.S. Highway 23
Suwanee, GA 30024
Phone (770) 945-8996
Fax (770) 945-2792

SIGN PERMIT APPLICATION

DATE _____

DISTRICT 7TH LAND LOT 193 ZONING O-I

ADDRESS OF SIGN LOCATION 3447 LAWRENCEVILLE SUWANEE RD

BUSINESS NAME BURNETTE INSURANCE

BUSINESS OWNER NAME STAN BURNETTE

BUSINESS OWNER ADDRESS 3447 LAWRENCEVILLE SUWANEE RD SUWANEE GA 30024

PHONE # 770-339-8888

SIGN CONTRACTOR MALTESE SERVICE + INSTALLATION

ADDRESS 5550 PEACHTREE IND. BLVD. NORCROSS GA 30071

CONTACT PERSON DANNY LANKFORD

PHONE # 770-45

BUILDING/LAND OWNER NAME BURNETTE FINANCIAL SERVICES, L.L.C.

BUILDING/LAND OWNER ADDRESS 3447 LAWRENCEVILLE SUWANEE RD SUWANEE GA 30024

PHONE # _____

NEW REPAIR ALTER ILLUMINATED

GROUND SIGN WALL SIGN CANOPY SIGN TEMPORARY PERMANENT

ILLUMINATED SIGNS MUST COMPLY WITH THE CITY OF SUWANEE SIGN ORDINANCE.

SINGLE FACE DOUBLE FACE TOTAL SQ. FT. _____

OVERALL DIMENSIONS OF SIGN 6'x10' SQ. FT. 60^{sq}

ATTACH SKETCH WITH DIMENSIONS

HEIGHT OF GROUND SIGN FROM GRADE TO BOTTOM OF SIGN _____ TOP OF SIGN 8'-8"

SIGN SET BACK FROM RIGHT OF WAY _____ FT.

ATTACH SITE PLAN DRAWN TO SCALE SHOWING SIGN LOCATION.

ALL SIGN STRUCTURES OF MORE THAN 32 SQ. FT. MUST HAVE STRUCTURAL ENGINEER SEAL ON PLANS, AND FOOTINGS MUST BE ENGINEER DESIGNED WITH SEAL.

ALL WALL AND CANOPY MOUNTED SIGNS MUST HAVE ENGINEER DESIGNED METHOD OF ATTACHMENT.

WALL SIGNS FOR TENANTS IN COMMON BLDG. CANNOT EXCEED 10% OF WALL.

WALL SIGNS FOR INDIVIDUAL BUSINESS ON INDIVIDUAL LOT CANNOT EXCEED 5% OF WALL.

ALL SIGN STRUCTURES AND PLACEMENT MUST MEET THE CITY OF SUWANEE SIGN ORDINANCE AND STANDARD BUILDING CODE REQUIREMENTS FOR SIGNS. ANY ERROR MADE BY CITY OF SUWANEE STAFF IN THE PROCESS OF ISSUING THIS PERMIT OR INSPECTION OF SIGN DOES NOT RELIEVE THE APPLICANT OF COMPLYING WITH ALL APPLICABLE CODES AND ORDINANCES.

BUILDING/LAND OWNER SIGNATURE _____

DATE 12-20-00

BUSINESS OWNER SIGNATURE _____

DATE 12-20-00

APPLICATION APPROVED BY W J Moore

DATE 12-21, 2000

APPLICATION REJECTED BY _____

DATE _____

FOR FOLLOWING REASON(S) _____

Did NOT CALL FOR FOOTING/SLAB INSPECTION BEFORE CONCRETE HAS BEEN PUT IN PLACE

11-2004-009



CITY OF SUWANEE

373 U.S. Highway 23
Suwanee, GA 30024
Phone (770) 945-8996
Fax (770) 945-2792

SIGN PERMIT

PERMIT NO 2000 0255

DISTRICT 7 LAND LOT 193 DATE 12/26/00 FEE \$75.00

ADDRESS OF SIGN LOCATION 3447 Lawrenceville Suwanee Road

BUSINESS NAME Burnette Insurance BUSINESS OWNER NAME Stan Burnette

ADDRESS 3447 Lawrenceville Suwanee Road

Suwanee GA 30024

PHONE # 770-339-8888

SIGN CONTRACTOR Mattese Service & Installation

ADDRESS 5550 Peachtree Industrial Boulevard

Norcross GA 30071

CONTACT PERSON Danny Lankford

PHONE # 770-455-8831

BUILDING/LAND OWNER NAME Burnette Financial Services LLC

ADDRESS 3447 Lawrenceville Suwanee Road

Suwanee GA 30024

PHONE #

NEW REPAIR ALTER ILLUMINATED

GROUND SIGN WALL SIGN CANOPY SIGN TEMPORARY PERMANENT

GROUND SIGN SETBACK _____ FT.

SINGLE FACE DOUBLE FACE TOTAL SQ. FT. _____

OVERALL DIMENSIONS 6' x 10' TOTAL SQ. FT. 60

HEIGHT OF GROUND SIGN FROM GRADE TO: BOTTOM OF SIGN _____ TOP OF SIGN 8'-8"

THIS PERMIT EXPIRES IF THE SIGN FOR WHICH THIS PERMIT WAS ISSUED HAS NOT BEEN COMPLETED WITHIN SIX (6) MONTHS AFTER DATE OF ISSUANCE, PROVIDED, HOWEVER, THAT A SIX (6) MONTH EXTENSION OF THE PERMIT SHALL BE GRANTED AN ADDITIONAL PERMIT FEE HAS BEEN PAID BEFORE THE EXPIRATION OF THE INITIAL PERMIT.

INSPECTION RECORD

FOOTINGS: APPROVED [Signature] DATE [Date] REJECTED _____ DATE _____

ELECTRICAL: APPROVED _____ DATE _____ REJECTED _____ DATE _____

FINAL: APPROVED _____ DATE _____ REJECTED _____ DATE _____

COMMENTS:

Close out permit 2-15-01
No Footing inspection - WJ Moore

FILE - BLUE

INSPECTOR - CANARY

OWNER - GREEN

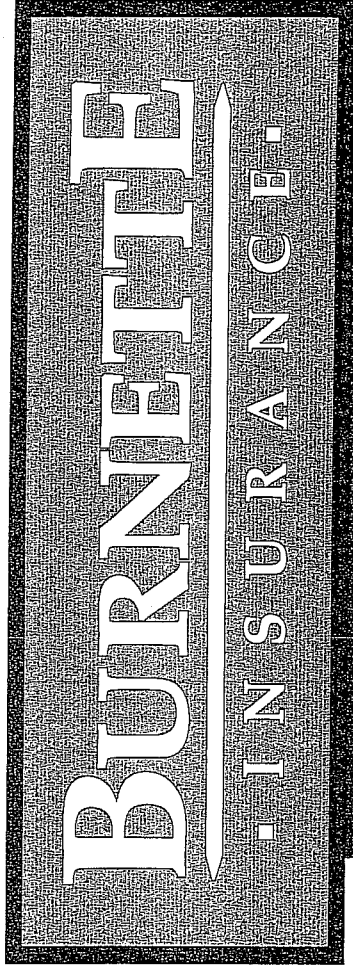
CONTACTOR - WHITE



Existing layout

All text has been outlined to appear heavier, like the original embossed faces.

10'-0"

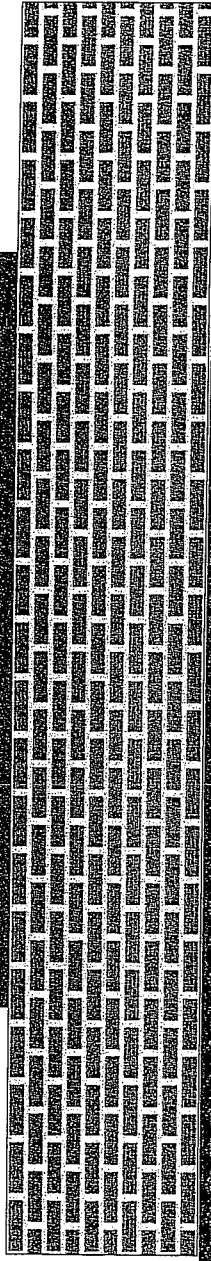


3'-6"

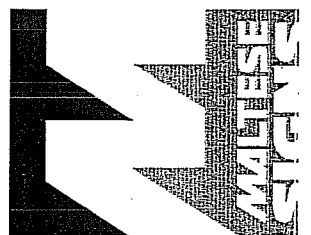
2'-6"

8'-8"

COLORS:
Cabinets: Dark Bronze
Faces: White plex with 3630-44 Orange



Remove background vinyl from existing two (2) acrylic sign faces and apply new vinyl.
Sign faces must be brought back to the shop to have vinyl applied.



Current sign

CUSTOMER APPROVAL:

Company	BURNETTE INSURANCE
File Name	BURNETTE INSURANCE REV

Salesperson	JOE J.
Designer	DH/BB

Date	2/9/01
Hours	.50

DATE:

Type	CONCEPT
Scale	1/2" = 1'-0"

10'-0"
6'-4" LED

BURNETT
INSURANCE
SINCE 1974

ONLY

11:00 am
76°F

6'-0" man



Static sign width TBD

3" Divider

6" Divider

Pole width TBD

Existing Base

COLOR CHART

- PMS 166 ORANGE
- WHITE

PROOF	

CUSTOMER APPROVAL
I have studied the above design drawing and find the following details Approved.

APPROVED BY: _____ DATE: _____
SALESPERSON: TOM LAWLOR LED: 2'-2" X 6'-4" RGB

COMPANY NAME _____
ADDRESS _____
PHONE _____

THE NATIONAL LED SIGN COMPANY
Phone: 832-249-1900
Fax: 832-249-1909
Toll Free: 866-394-9647
www.theledsigncompany.com



THIS DRAWING WAS CREATED TO ASSIST YOU IN VISUALIZING OUT PROPOSAL. THE ORIGINAL IDEAS HEREIN ARE THE PROPERTY OF THE LED SIGN COMPANY. PERMISSION TO COPY OR REVISE THIS DRAWING CAN ONLY BE OBTAINED THRU A WRITTEN AGREEMENT WITH TLSC

Proposed Sign

Center Point
ENGINEERING

1000 WEST PARKWAY SUITE 100
MOUNTAIN VIEW, TEXAS 76150
TEL: 817.441.4444 FAX: 817.441.4444

PROJECT NAME

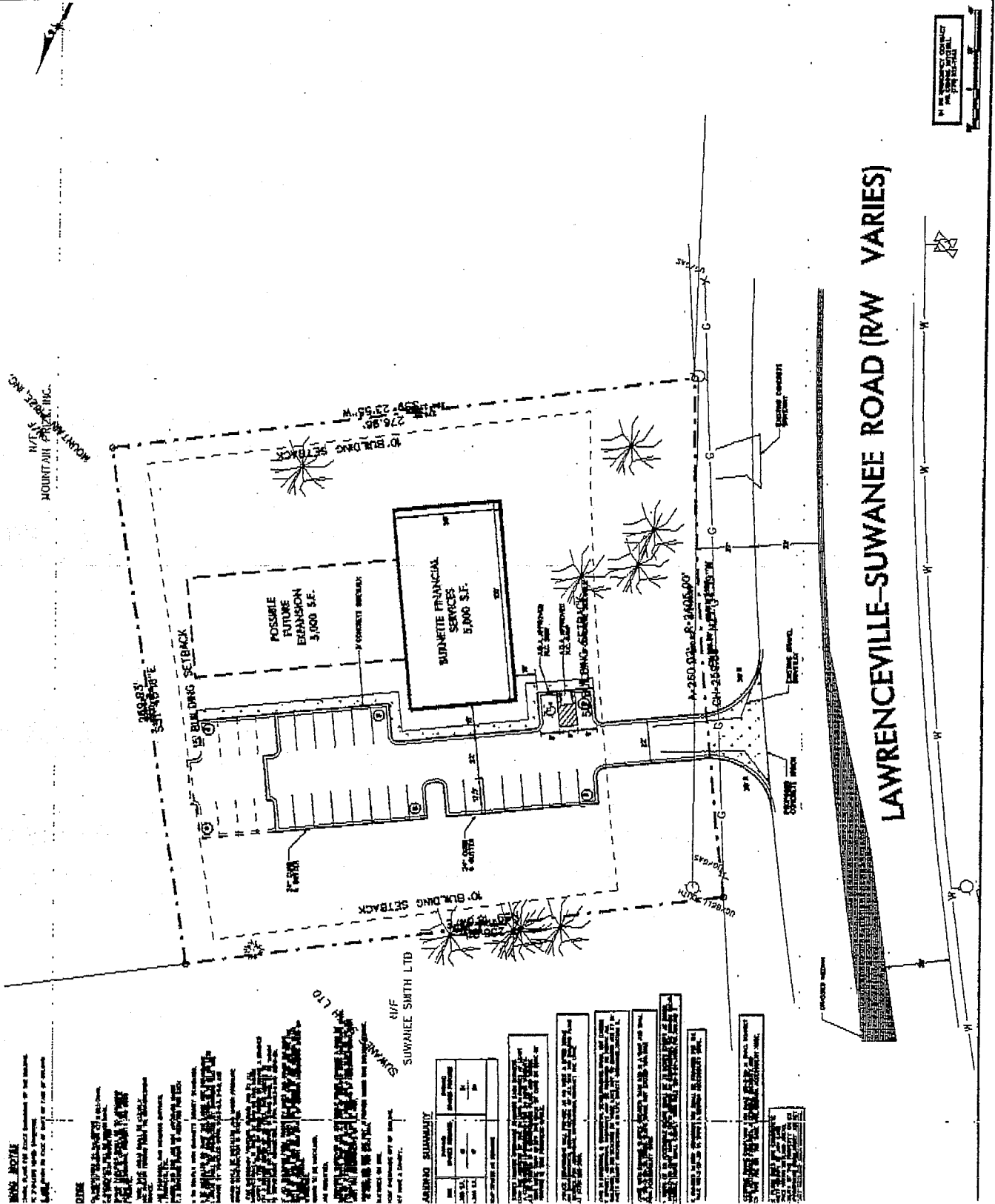
GARLAND
CONSTRUCTION GROUP
1005 HARRISON ROAD, SUITE 100
MOUNTAIN VIEW, TEXAS 76150
TEL: 817.441.4444 FAX: 817.441.4444

SITE PLAN



PROJECT INFORMATION
PROJECT NAME: SUWANEE SIRTH LTD
PROJECT NUMBER: 009
PROJECT LOCATION: SUWANEE SIRTH LTD
PROJECT ADDRESS: SUWANEE SIRTH LTD
DATE: 05/13/2000
DRAWN BY: [Name]
CHECKED BY: [Name]
APPROVED BY: [Name]

DATE	05/13/2000
SCALE	AS SHOWN
SHEET NO.	2 OF 5
TOTAL SHEETS	5
PROJECT NO.	009
DRAWING NO.	
DATE	



LAWRENCEVILLE-SUWANEE ROAD (RW VARIES)

NOTES:

1. ALL DIMENSIONS ARE IN FEET AND INCHES.
2. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.
3. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.
4. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.
5. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.
6. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.
7. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.
8. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.
9. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.
10. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.

NO.	DATE	REVISION
1	05/13/2000	ISSUED FOR PERMIT
2	05/13/2000	ISSUED FOR PERMIT
3	05/13/2000	ISSUED FOR PERMIT
4	05/13/2000	ISSUED FOR PERMIT
5	05/13/2000	ISSUED FOR PERMIT
6	05/13/2000	ISSUED FOR PERMIT
7	05/13/2000	ISSUED FOR PERMIT
8	05/13/2000	ISSUED FOR PERMIT
9	05/13/2000	ISSUED FOR PERMIT
10	05/13/2000	ISSUED FOR PERMIT

V-2008-009

City of Suwanee



V-2008-009

Location Map

Legend

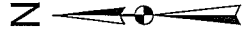
Streets



City Limits



V-2008-009



V-2008-009