

VARIANCE(S):

V-2019-004

V-2019-005

V-2019-006

V-2019-007

**CITY OF SUWANEE
VARIANCE ANALYSIS**

CASE NUMBERS: V-2019-004, V-2019-005, V-2019-006, & V-2019-007.

REQUEST: TO ALLOW FOR 4 ELECTRONIC SIGNS

APPLICABLE SECTION: SECTION 1611

LOCATION: 3226 LAWRENCEVILLE SUWANEE ROAD

PARCEL: 7-169-186

ZONING: PMUD (PLANNED MIXED-USE DISTRICT)

APPLICANT: ALTAIR SIGN AND LIGHT
33008 HOLLY SPRINGS PKWY.
HOLLY SPRINGS, GA 30115

OWNER: SUWANEE REDBRIDGE, LLC
4200 NORTHSIDE PARKWAY
BUILDING 2, SUITE 200
ATLANTA, GA 30327

CONTACT: FELICIA JOHNSON
CONTACT PHONE: 678-539-0443

STAFF RECOMMENDATION: **APPROVAL WITH CONDITIONS**

ANALYSIS:

The applicant seeks four variances from Section 1611 of the City of Suwanee Zoning Ordinance to allow for the replacement of two existing menu boards with electronic display menu boards and to install two new electronic display pre-browser boards. The subject property is located at 3226 Lawrenceville-Suwanee Road and totals approximately 1.33 acres. The property is developed with a fast food restaurant (McDonalds) that includes a drive through with two lanes. The proposed signs would serve the 2 drive through lanes. The property is zoned PMUD (Planned Mixed-Use District).

The City of Suwanee Zoning Ordinance does not allow for “electronic signs used for purposes other than traffic management and official government signs” (Section 1611). The request to replace two existing display menu boards with electronic signs and install two new pre-browser boards with digital displays results in the need to obtain four variances. The applicant has indicated these electronic signs will be able to provide options for limited time offers, new items to the menu, and assist in making changes to prices or menu items, reducing down time.

The existing menu boards total 41 and 43 square feet. The applicant is proposing to replace the menu boards with 2 digital menu boards that both total 20 square feet and add 2 pre-menu boards both of which total 10 square feet. The proposed change would result in less overall signage, but because the City prohibits electronic signs variances are required in order to install the signs. Typically, the City allows for menu boards without sign permits because the message contained on them is conveyed in such a way (small print/symbols) that it is clearly targeting users on the property. Electronic signs are capable of being used in such a way that the boards could convey messages out to the general public making them signage regulated by the Zoning Ordinance.

The surrounding area is characterized by primarily commercial uses. Across Lawrenceville-Suwanee Road to the east is a large commercial parcel with many outparcels along Lawrenceville-Suwanee Road with smaller scale commercial uses (zoned C-2A). To the north, west, and south of the property are parcels with commercial uses within the same mixed-use development (zoned PMUD).

Electronic signs are prohibited as the continuously changing displays are a distraction to drivers. It is important to note that the location of the signs and the layout of the property would mean that the signs would be able to be seen from the right-of-way, but they would not be easily visible. Additionally, the message on the signs as proposed would be geared to the drivers in the drive through. As such, the signs are unlikely to cause distractions to those drivers along Lawrenceville-Suwanee Road and Redbridge Avenue. The site sits significantly below Lawrenceville-Suwanee Road and should not cause detriment to the people passing by in cars.

The City of Suwanee'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. A variance may be granted if the conditions are unique to the property and/or are unlikely to cause substantial detriment to the public good or if the variance will not undermine the intent of the Zoning Ordinance. In addition, a variance may be granted when such conditions are not the result of any actions of the property owner. In approved with appropriate conditions the signage would not undermine the intent of the Zoning Ordinance.

Although there does not appear to be a hardship, the site being located so far below grade and the size and locations of the four requested signs should not cause substantial detriment to the public good or impair the purposes or intent of the Zoning Ordinance. Therefore, staff recommends **APPROVAL WITH CONDITIONS** of V-2019-004, V-2019-005, V-2019-006, & V-2019-007.

Recommended Conditions

V-2019-004

The Planning Department recommends approval of a variance to allow for an electronic sign subject to the following condition(s):

1. The sign shall be no larger than 20 square feet.
2. The sign shall be located in approximately the same location as shown on “Exhibit A”
3. The displayed message shall not change more than once per hour.
4. The size of the font and any symbols on the sign shall not be large enough to be clearly visible from the right-of-way.

V-2019-005

The Planning Department recommends approval of a variance to allow for an electronic sign subject to the following condition(s):

1. The sign shall be no larger than 20 square feet.
2. The sign shall be located in approximately the same location as shown on “Exhibit A”
3. The displayed message shall not change more than once per hour.
4. The size of the font and any symbols on the sign shall not be large enough to be clearly visible from the right-of-way.

V-2019-006

The Planning Department recommends approval of a variance to allow for an electronic sign subject to the following condition(s):

1. The sign shall be no larger than 10 square feet.
2. The sign shall be located in approximately the same location as shown on “Exhibit A”
3. The displayed message shall not change more than once per hour.
4. The size of the font and any symbols on the sign shall not be large enough to be clearly visible from the right-of-way.

V-2019-007

The Planning Department recommends approval of a variance to allow for an electronic sign subject to the following condition(s):

1. The sign shall be no larger than 10 square feet.
2. The sign shall be located in approximately the same location as shown on “Exhibit A”
3. The displayed message shall not change more than once per hour.
4. The size of the font and any symbols on the sign shall not be large enough to be clearly visible from the right-of-way.

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 variances unreasonably increase the congestion in public streets?

Approval of the variances would not increase the congestion in public streets.

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

Provide the frequency of the message changing on the sign is minimized, approval of the variances would not increase the danger of fire or endanger public safety.

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

Approval of the variances 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?

Approval of the variances would not impair the public health, safety, comfort, morals or welfare of the inhabitants of the City.

**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

OWNER INFORMATION

Name: ALTAIR SIGN AND LIGHT
Address: 33008 HOLLY SPRINGS PK WY
City: HOLLY SPRINGS
State: GA
Phone: 678-539-0443
E-mail address: FJOHNSON@ALTAIRSIGN.COM

Name SUWANEE REDBRIDGE LLC
Address 4200 NORTHSID PKWY, BLDG 2, STE 200
City: ATLANTA
State GA
Phone: _____

CONTACT PERSON: FELICIA JOHNSON PHONE: 678-539-0443

ADDRESS OF PROPERTY 3226 LAWRENCEVILLE-SUWANEE RD, SUWANEE, GA 30024.

LAND DISTRICT _____ LAND LOT _____ PARCEL 7169186 LOT _____

SUBDIVISION OR PROJECT NAME (IF APPLICABLE) _____

ZONING PMUD ACREAGE 1.33

VARIANCE REQUESTED _____

REPLACE 2 EXISTING MENU BOARDS WITH DIGITAL DISPLAY MENU BOARDS AND
INCLUDE 2 NEW PRE-BROWSER BOARDS THAT ARE ALSO DIGITAL DISPLAYS

NEED FOR VARIANCE _____

To be able to provide options available in the store that might be limited time offers or new items to
the menu. The digital boards are also needed to assist the customer in making quick and easy choices.
and are used to make changes to prices or menu items reducing any down time.

These Mcdonalds digital displays are standard across Georgia and other states.

***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.

V-2019-004/005/006/007

McDonald's Drive Thru Menu Board Replacement



MCDONALDS

CONTRACTOR:
ALTAIR SIGN AND LIGHT
3008 HOLLY SPRINGS PKWY, HOLLY
SPRINGS GA 30115

CONTACT: FELICIA JOHNSON
OFFICE: 770-889-1212



Digital Menu Board

Pre-Burger Board

Existing menu board

Existing Menu Board

- OPO Menu Board Approximately 41 sf
- FP-43 Menu Board Approximately 43 sf

EXISTING MENU-BOARD BEING REMOVED

Digital Menu Board V-2019-004

- Approximately 20 square feet V-2019-005

Digital Pre-Browsed Board

- Approximately 10 square feet V-2019-006
- V-2019-007

McDonald's Menuboard Renderings

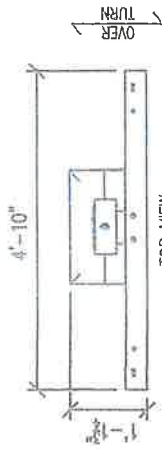


P: (415) 737-6487
319 Elaine's Court
Dodgeville, WI 53533

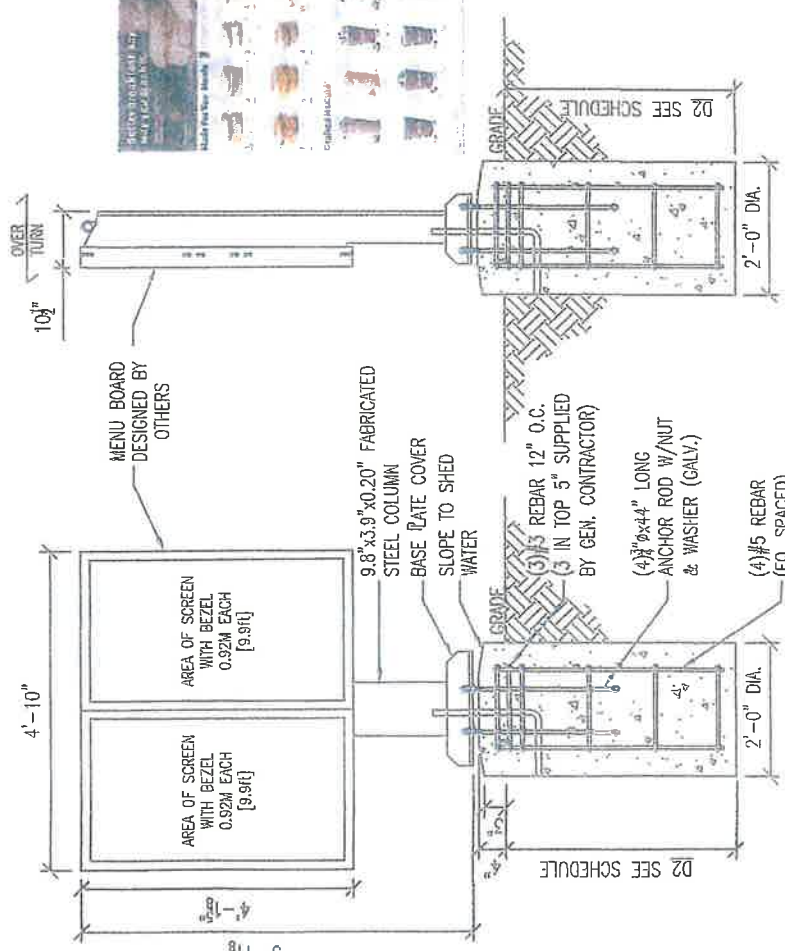
V-2019-004 & V-2019-005 Sign dimensions

Sign Height	5'-1 5/8" (5.1354')
Menu Board	4'-1 5/8" (4.1354') Height
Dimensions	4'-10" (4.8333')
Sign Square Footage = 20 square feet	

Menu Board



TOP VIEW



FRONT VIEW

SIDE VIEW



McDonald's Menuboard Renderings



P: (415) 737-6487
 319 Elaine's Court
 Dodgeville, WI 53533

V-2019-004 / 005 / 006 / 007

McDONALD'S ODMB AERIAL MAPPING



ICON

NSN #: 38243
3226 LAWRENCEVILLE-SUWANEE RD
Suwanee GA



V-2019-004/005/006/007

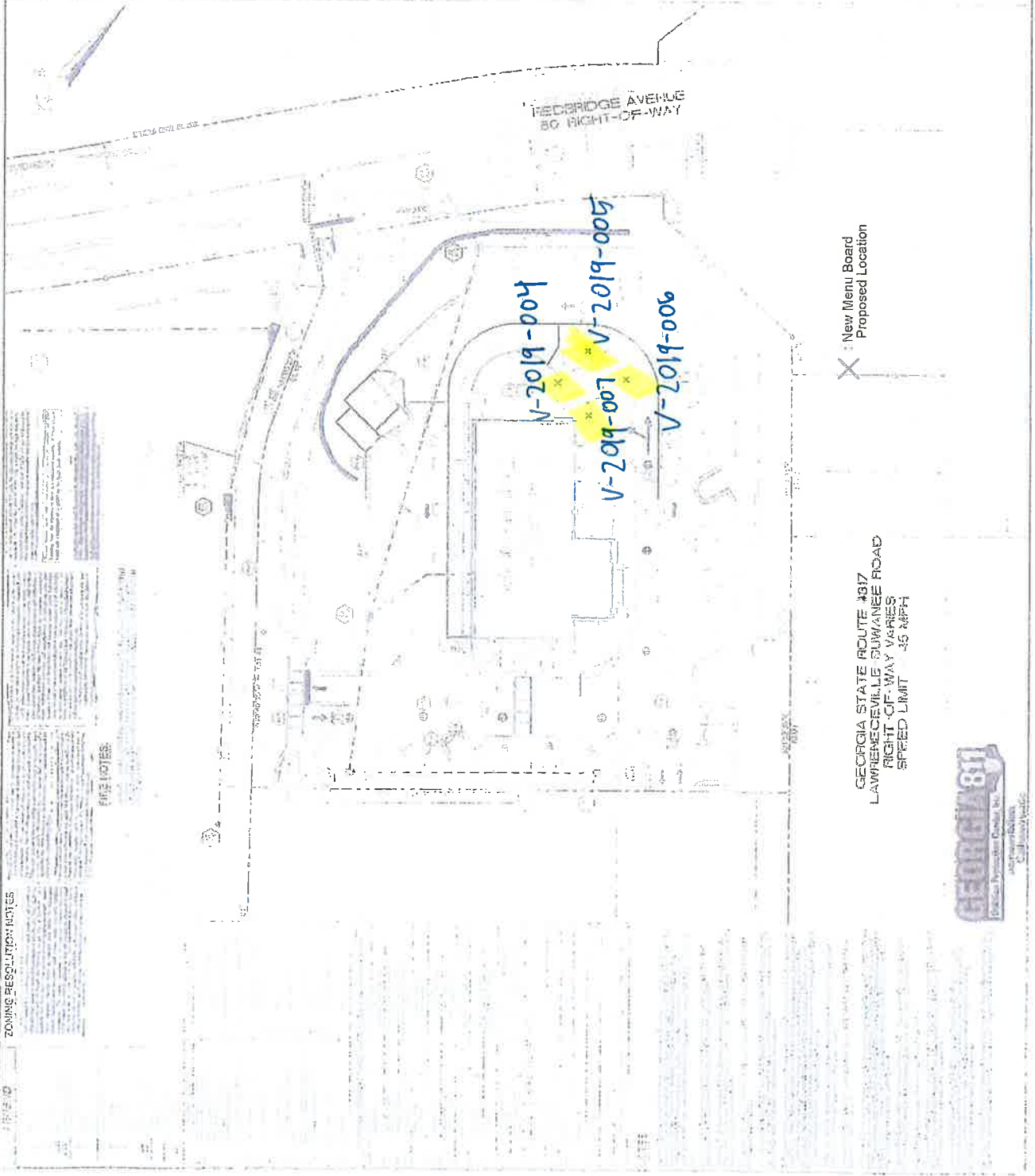
ZONING RESOLUTION NOTES

1. The applicant shall provide a copy of this resolution to the Planning Commission and the Board of Commissioners for their review and approval.

ENGINE NOTES

1. All dimensions are in feet and inches.

LOCATION MAP



New Menu Board Proposed Location

GEORGIA STATE ROUTE 4317
LAWRENCEVILLE SUMNER ROAD
RIGHT-OF-WAY VARIES
SPEED LIMIT 35 MPH



Header area containing logos for Integrity, McDonald's, and other entities, along with project information and sheet number.

Site Plan



Drawing prepared by:



Location:

3226 Lawrenceville-Suwanee Rd
Suwanee, GA 30024

Proj #: 4972

Loc #: 38243

Order #: 1129450

File Path: Active\ACCOUNTS\McDonald's\Project 4972\Locations\4972_38243_SUWANEE_GA

Drawing prepared for:



Revision #:	Req. #:	Date:	Artist:
Original	307250	12/14/18	ABP
Rev 1	000000	00/00/00	XXX
Rev 2	000000	00/00/00	XXX
Rev 3	000000	00/00/00	XXX
Rev 4	000000	00/00/00	XXX
Rev 5	000000	00/00/00	XXX

Revision #:	Req. #:	Date:	Artist:
Rev 6	000000	00/00/00	XXX
Rev 7	000000	00/00/00	XXX
Rev 8	000000	00/00/00	XXX
Rev 9	000000	00/00/00	XXX
Rev 10	000000	00/00/00	XXX
Rev 11	000000	00/00/00	XXX

Revision #:	Req. #:	Date:	Artist:
Rev 12	000000	00/00/00	XXX
Rev 13	000000	00/00/00	XXX
Rev 14	000000	00/00/00	XXX
Rev 15	000000	00/00/00	XXX
Rev 16	000000	00/00/00	XXX
Rev 17	000000	00/00/00	XXX






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Location Map

V-2019-004/005/006/007



Legend

-  V-2019-004/005/006/007
 -  streams
 -  roads
-  N
-  0 175 350 700 Feet
1:4,000



Zoning Map

V-2019-004/005/006/007

Legend

V-2019-004/005/006/007

ZONING

- C-1
- C-2
- C-2A
- C-3
- GCA
- IRD
- M-1
- OI
- OTCD
- PMUD
- R-100
- R-140
- R-75
- R-85
- RM6
- RM8

roads
streams

