

VARIANCE(S):

V-2019-016

V-2019-017

V-2019-018

**CITY OF SUWANEE
VARIANCE ANALYSIS**

CASE NUMBERS: V-2019-016, V-2019-017, & V-2019-018

REQUEST: TO ALLOW FOR ELECTRONIC SIGNS

APPLICABLE SECTION: SECTION 1611

LOCATION: 1125 PEACHTREE INDUSTRIAL BOULEVARD

PARCEL: 7-238-050

ZONING: C-2

APPLICANT: KATIE GETZ
319 ELAINES COURT
DODGEVILLE, WI 53533

OWNER: NORO NOBLE FARMS LLC.
P.O. BOX 450233
ATLANTA, GA 31145

CONTACT: KATIE GETZ
CONTACT PHONE: 608-407-9078

STAFF RECOMMENDATION: **APPROVAL WITH CONDITIONS**

ANALYSIS:

The applicant seeks three variances from Section 1611 of the City of Suwanee Zoning Ordinance to allow for replacement of three existing menu boards with one electronic display menu board and one electronic display pre-browser board. The subject property is located at 1125 Peachtree Industrial Boulevard and totals approximately 1.02 acres. The property is developed with a fast food restaurant (McDonalds) that includes a drive through with one lane. The proposed signs would serve the drive through. The property is zoned C-2 (General Commercial 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 existing display menu boards with an electronic menu sign with two screens and an electronic pre-browser board with digital displays results in the need to obtain 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 subject property is located near the southwest corner of Peachtree Industrial Boulevard. It is surrounded by other commercial uses. The outparcel is part of a larger shopping center (zoned C-2A) including a grocery, garden store, and a multi-tenant commercial building located behind the McDonald's. Outparcels on either side of the property (zoned C-2) contain a freestanding bank under construction to the north and a car wash to the south. Across Peachtree Industrial Boulevard to the east is a large shopping center (zoned C-3) with outparcels along Peachtree Industrial Boulevard including a bank and a drug store. Behind the outparcels is a two story multi-tenant commercial building.

The three existing menu boards total 31.9, 10.8 and 10.6 square feet. The applicant is proposing to replace the menu boards with one digital menu board comprised of two screens totaling 27.4 square feet, and one pre-menu board, which is 13.7 square feet. The proposed change would result in less overall signage, but since 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 Zoning Ordinance prohibits electronic signs because the continuously changing displays are a distraction to drivers. The proposed location of the signs on the south side of the building would be approximately 150 feet back from the road and would not be visible from Peachtree Industrial Boulevard. 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 drivers along Peachtree Industrial Boulevard.

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. If approved with appropriate conditions, allowing electronic signage would not undermine the intent of the Zoning Ordinance.

Although there does not appear to be a hardship, the proposed location and size of the two 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 the requests.

Recommended Conditions

V-2019-016

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 28 square feet and may include up to 2 screens.
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-2019-017

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 13.7 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?

Provided 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

Name: KATIE GETZ
Address: 319 ELAINES COURT
City: DODGEVILLE
State: WISCONSIN, 53533
Phone: 608-407-9078
E-mail address: KATIE@PERMIT.COM

OWNER INFORMATION

Name: NORO NOBLE FARMS LLC
Address: PO BOX 450233
City: ATLANTA
State: GEORGIA, 31145
Phone: _____

CONTACT PERSON: KATIE GETZ PHONE: 608-407-9078

ADDRESS OF PROPERTY 1125 PEACHTREE INDUSTRIAL BLVD - SUWANEE, GA 30024

LAND DISTRICT _____ LAND LOT _____ PARCEL R7238 050 LOT _____

SUBDIVISION OR PROJECT NAME (IF APPLICABLE) MCDONALD'S DRIVE-THRU SIGNAGE

ZONING C4

VARIANCE REQUESTED INSTALL OF DIGITAL STYLE PRE-BROWSE AND MENU BOARD IN THE DRIVE-THROUGH LANE

NEED FOR VARIANCE DIGITAL SIGNAGE APPROVAL

***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.**

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V. 2019.017

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McDONALD'S ODMB AERIAL MAPPING



NSN #: 20099
1125 PEACHTREE INDUSTRIAL BLVD
SUWANEE, GA 30024

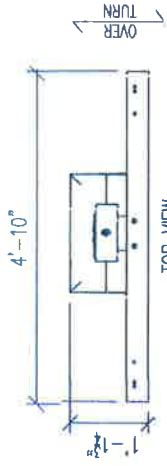
YELLOW = Menu Board
RED = Pre-Browse

ICON

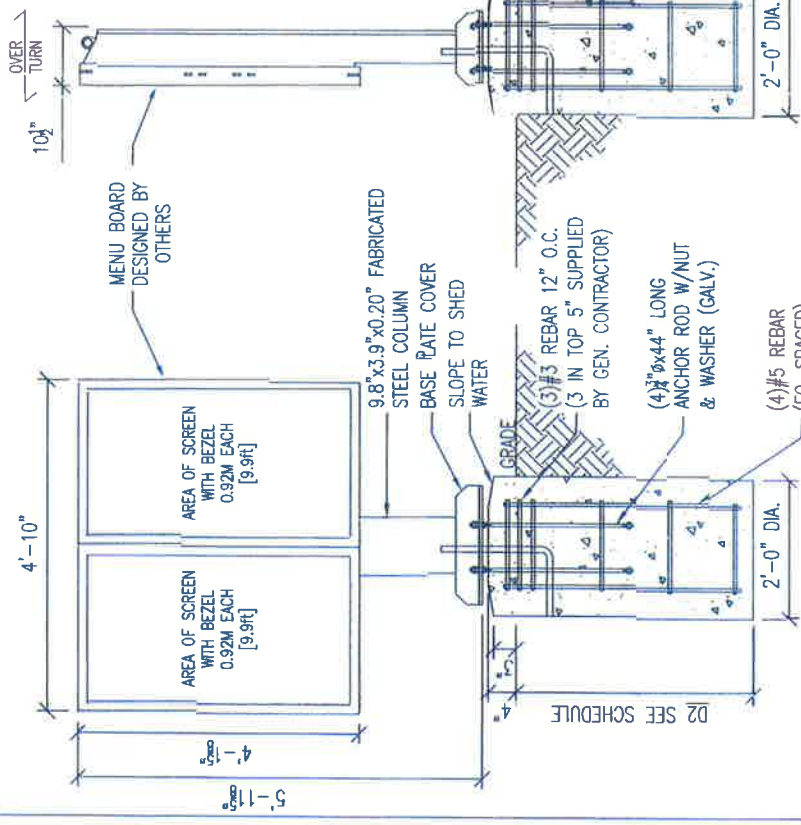
"Exhibit A"

REPLACE EXISTING SIGNAGE WITH NEW DIGITAL STYLE IN SAME LOCATION

Menu Board



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



3" MIN. CONCRETE COVER
 GENERAL CONTRACTOR SUPPLIED BY
 (4) #5 REBAR (EQ. SPACED)
 (4) #5 ANCHOR ROD W/ NUT & WASHER (GALV.)
 (3) #3 REBAR 12" O.C. (3 IN TOP 5" SUPPLIED BY GEN. CONTRACTOR)
 SLOPE TO SHED WATER
 BASE RATE COVER
 9.8" x 3.9" x 0.20" FABRICATED STEEL COLUMN
 MENU BOARD DESIGNED BY OTHERS
 4'-10"
 5'-1 1/2"
 2'-0" DIA.
 D2 SEE SCHEDULE
 GRADE
 2'-0" DIA.
 D2 SEE SCHEDULE
 SIDE VIEW



McDonald's Menuboard Renderings

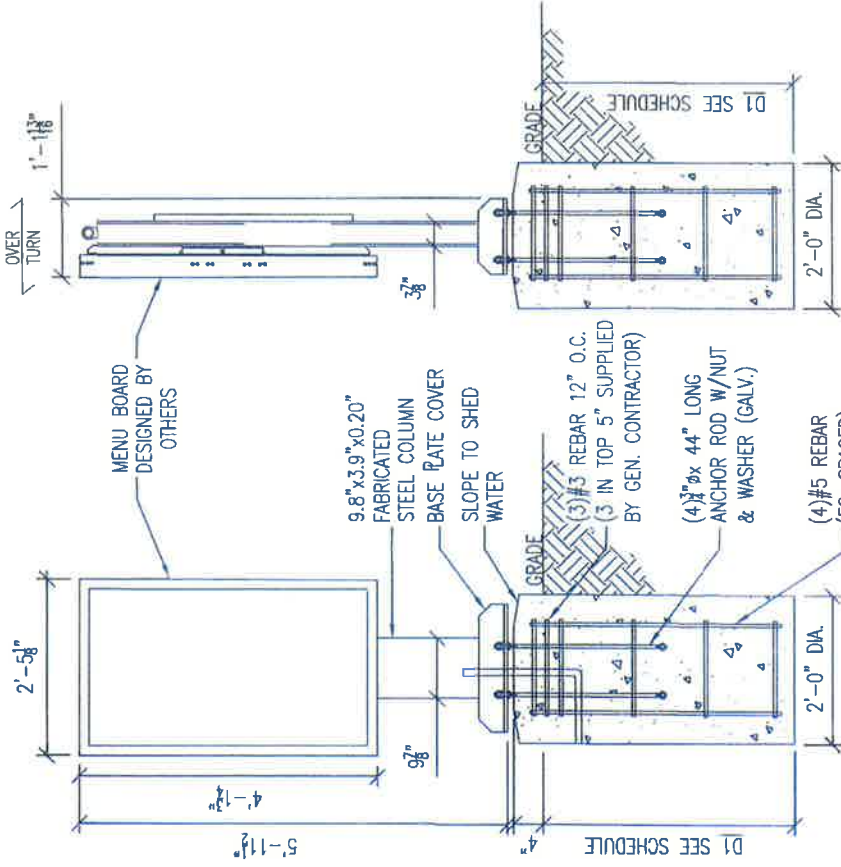
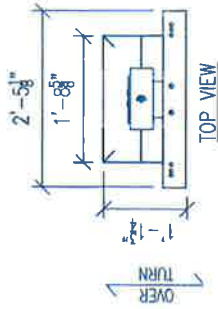
Location National Store #20099
 1125 Peachtree Industrial Rd
 Suwanee, GA 30024

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

Y-2019-016

Pre-Browse Board

Sign Height 5'-1 1/2" (5.125')
 Pre Browse Board 4'-1 3/4" (4.1458')
 Dimensions 2'-5 1/8" (2.4260')
 Sign Square Footage = 10.06 square feet



Pre-Browse: Non-Peak Hours (future)



Pre-Browse: Full Stream (today)



Pre-Browse: Peak Hours (future)

McDonald's Menuboard Renderings

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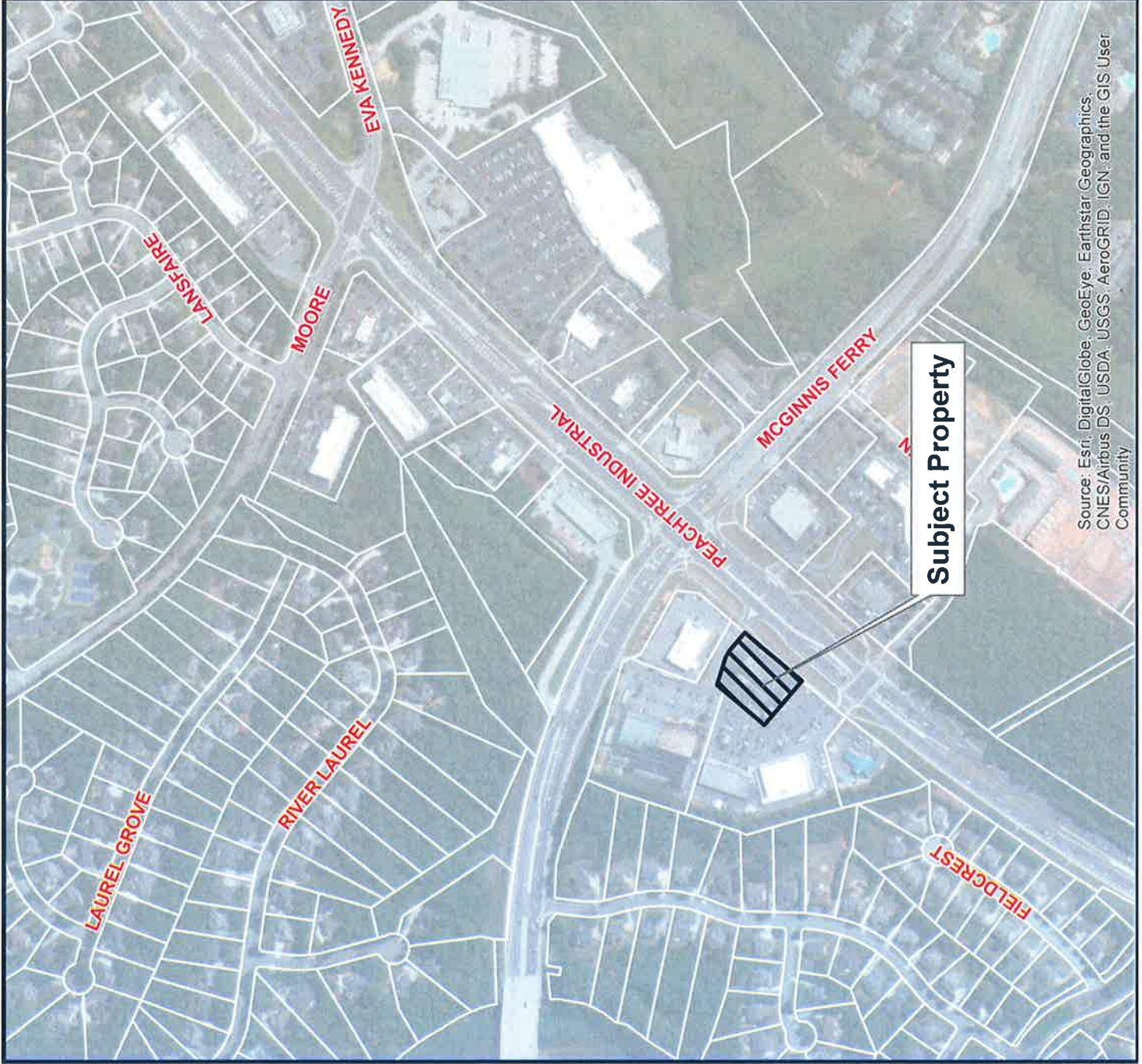


Location Map

V-2019-016
V-2019-017
V-2019-018



0 500 1,000 Feet





Location Map

V-2019-016
V-2019-017
V-2019-018

Zoning	Color/Pattern
OTCD	Light Pink
C-1	Red
C-2	Dark Red
C-2A	Red with horizontal lines
C-3	Dark Red with diagonal lines
M-1	Blue
O-1	Grey
PMUD	Pink
GCA	Green with diagonal lines
R-140	Light Green
R-100	Yellow
R-85	Light Yellow
R-75	Yellow
IRD	Orange
RM-6	Brown
RM-8	Dark Brown

