

**VARIANCE(S):**

**V-2019-019**

**V-2019-020**

**CITY OF SUWANEE  
VARIANCE ANALYSIS**

**CASE NUMBER:** V-2019-019  
**REQUEST:** MONUMENT SIGNS MOUNTED ON A BASE  
OTHER THAN BRICK OR STONE

**CASE NUMBER:** V-2019-020  
**REQUEST:** A SECOND FREESTANDING SIGN FOR AN  
INDIVIDUAL ESTABLISHMENT ON AN  
INDIVIDUAL LOT WITH ONLY ONE ROAD  
FRONTAGE

**APPLICABLE SECTION:** SECTION 1612 (ZONING ORDINANCE)

**LOCATION:** 300 SATELLITE BOULEVARD  
**DISTRICT/LAND LOT:** 7-194-029  
**ZONING:** M-1

**APPLICANT:** KATHY PALLANSCH  
3000 ROYAL BOULEVARD SOUTH  
ALPHARETTA, GA 30022

**OWNER:** HANK FRIEND  
300 SATELLITE BOULEVARD  
SUWANEE, GA 30024

**CONTACT:** KATHY PALLANSCH  
**PHONE:** 678-665-8081

**RECOMMENDATION:** **APPROVAL WITH CONDITIONS**

**ANALYSIS:**

The applicant seeks a variance from Section 1612 of the City of Suwanee Zoning Ordinance to allow for two freestanding signs that are each mounted on a base other than brick or stone. The City of Suwanee Zoning Ordinance allows only one freestanding sign per road frontage and requires all freestanding signs to be mounted on a base that is either brick or stone. As such, two variances are necessary to allow the signs as proposed.

The subject property is approximately 18.6 acres and has approximately 1,350 linear feet of road frontage along Satellite Boulevard. The property is accessed by two separate driveways off Satellite Boulevard located approximately 1,000 feet apart. The property contains a 297,000 square foot data center.

The subject property is zoned M-1 (Light Industry District). It is located on the east side of Satellite Boulevard within an industrial corridor with similar industrial uses zoned M-1. The property backs up to Burnette Elementary School (zoned Gwinnett County RTZ) and an undeveloped tract of land (zoned PMUD allowing M-1 uses) that is part of the Terraces at Suwanee Gateway mixed-use development.

The owner of the property recently installed a security fence at the front of the property to secure the existing data center. This new fence limits vehicular circulation on the property. The southern driveway provides access to a parking lot in front of the building for employees and visitors. Vehicles enter the one-way drive parking lot through a security gate near the southern driveway and exit the parking lot through a security gate near the northern driveway. The northern driveway allows vehicles to exit this parking lot and also allows truck traffic to access the rear of the property.

Section 1612 of the City of Suwanee Zoning Ordinance states that an “individual establishment on an individual lot” is allowed “one freestanding sign per road frontage.” The applicant proposes two freestanding monument signs, one to be located at each of the two separate driveways into the property to direct truck traffic to the northern entrance. The sign at the southern driveway would direct trucks to the northern driveway and the northern driveway sign would read “truck entrance only.”

The proposed signs would be have red aluminum bases with a gray aluminum vertical element that is part of the base and rises above it. The sign at the southern entrance would be 9 feet 6.5 inches tall, have a total of 82 square feet of copy area, and be setback 12 feet from the right-of-way. The sign at the northern entrance would be 4 feet tall, have a total of 30.8 square feet of copy area, and be setback 7 feet from the right-of-way. The building is allowed one sign with a maximum of 96 square feet of copy area and maximum height of 10 feet. Both signs meet these requirements.

Approval of the request for a variance for a second freestanding sign (V-2019-020) should not impact nearby properties or compromise the intent of the zoning ordinance. The intent of the ordinance is to limit the number of signs along roads. The parcels along Satellite Boulevard are primarily industrial and larger than most parcels within the City thus having wider road frontages. The subject property has approximately 1,350 linear feet of road frontage, and the proposed signs would be located approximately 1,000 linear feet apart. Many other areas of the City with smaller parcels fronting the roads have freestanding signs located closer than 1,000 feet.

The proposed signs meet all other applicable signage regulations with the exception of regulations regarding materials. The definitions section of the signage ordinance requires monument-style signs, such as those proposed, to be mounted on a base that is either brick or stone. The applicant requests a variance from this requirement to allow for signs with red aluminum bases to comply company branding and sign standards instead of brick or stone bases (V-2019-019). The intent of the required base is to prohibit pole signs along the right-of-way. The proposed signs would not be mounted on poles. The aluminum bases would come completely down to the ground; therefore, allowing an exception to this regulation would not

Recommended Conditions

V-2019-019

The Planning Department recommends approval of the requested variance to allow monument signage without a brick or stone enclosed base subject to the following conditions:

1. Any monument sign located at the southern entrance shall be consistent with “Exhibit B” or meet all the regulations of Section 1612 of the City of Suwanee Zoning Ordinance.
2. Any monument sign located at the northern entrance shall be consistent with “Exhibit C” and meet all the regulations of Section 1612 of the City of Suwanee Zoning Ordinance.
3. Freestanding signs on the property shall have an enclosed base, but they are not required to provide brick or stone.

Recommended Conditions

V-2019-020

The Planning Department recommends approval of the requested variance to allow for a second freestanding sign on the property subject to the following conditions:

1. The subject property shall be limited to two monument signs, one at each driveway, located as shown in “Exhibit A.”

## Standards for Consideration

Pursuant to Section 1909A 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 these variances would not increase the congestion in public streets.

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

Approval of these 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 these variances, with the attached stipulations, 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 these variances would not impair the public health, safety, comfort, morals, or welfare.

**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: Kathy Pallansch  
Address: 3000 Royal Blvd. South  
City: Alpharetta  
State: Georgia  
Phone: 770-569-1706 x223  
E-mail address: kathy.pallansch@poharchitects.com

**OWNER INFORMATION**

Name: Hank Friend  
Address: 300 Satellite Blvd. NW  
City: Suwanee  
State: GA  
Phone: 678-665-8081

CONTACT PERSON: Kathy Pallansch

PHONE: 770-569-1706 x223

ADDRESS OF PROPERTY 300 Satellite Blvd. NW

LAND DISTRICT 7 LAND LOT 7194 PARCEL 7194.029 LOT 2

SUBDIVISION OR PROJECT NAME (IF APPLICABLE) QTS Data Center

ZONING M-1

VARIANCE REQUESTED Have a red metal base instead of a brick or stone base.

NEED FOR VARIANCE To comply with company branding and sign standards for company

**\*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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ADDRESS OF PROPERTY 300 Satellite Blvd. NW

LAND DISTRICT 7 LAND LOT 7194 PARCEL 7194.029 LOT 2

SUBDIVISION OR PROJECT NAME (IF APPLICABLE) QTS Data Center

ZONING M-1

VARIANCE REQUESTED Install a second monument sign along Satellite Blvd for safe traffic control and to have a red metal base instead of a brick or stone base.

NEED FOR VARIANCE For orderly traffic flow onto the property and to comply with company branding and sign standards for company.

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SECTION 2007, APPLICANT AND/OR A REPRESENTATIVE.**

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Last revised 1-25-2012 dpr

V.2019.020



**PERMIT  
DRAWINGS**

| RELEASED FOR CONSTRUCTION |       |             |
|---------------------------|-------|-------------|
| DRAWN BY:                 | DATE: |             |
| CHECKED BY:               | DATE: |             |
| REVISIONS                 | DATE  | DESCRIPTION |
|                           |       |             |
|                           |       |             |
|                           |       |             |
|                           |       |             |
|                           |       |             |
|                           |       |             |
|                           |       |             |

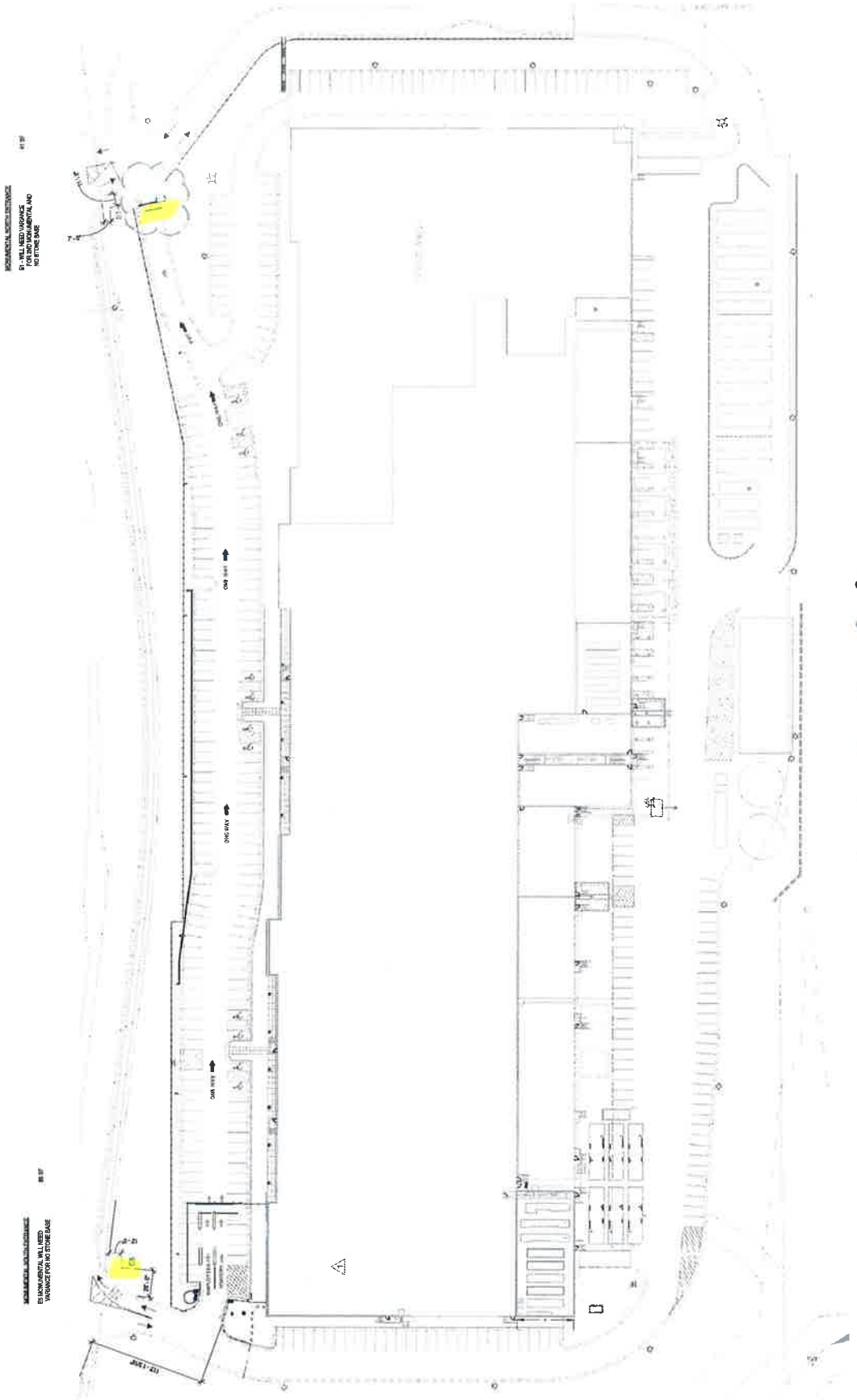
**EXTERIOR  
SIGNAGE**

**300 SATELLITE  
BOULEVARD**

PROJECT NO. 20-19013.1  
DATE 2019.06.1

SHEET TITLE  
ARCHITECTURAL SIT  
PLAN

SHEET NO. **A1.1A**



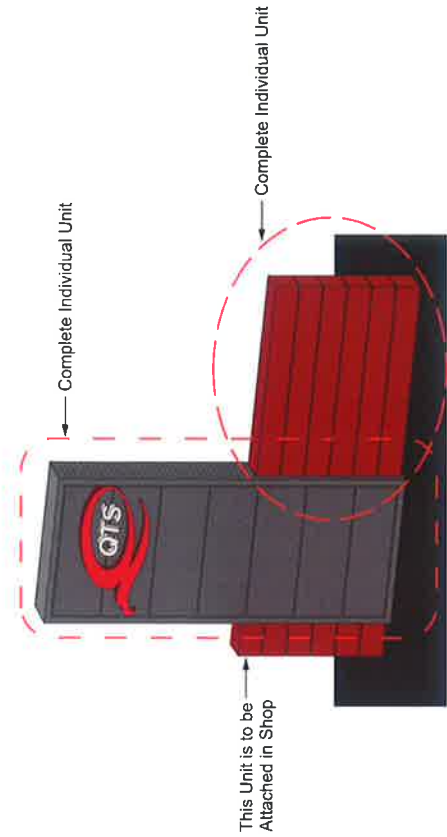
**MONUMENTAL SIGNAGE**  
BY MONUMENTAL WALL NEEDED  
FOR SIGNAGE AND  
NOT FINISHED

**MONUMENTAL SIGNAGE**  
BY MONUMENTAL WALL NEEDED  
FOR SIGNAGE AND  
NOT FINISHED

**"Exhibit A"**

PANEL NUMBER 1 IN USE 1451 LOCAL PANEL 85 EXTERIOR BUILDING FOOTPRINT  
SITE PLAN MONUMENTAL SIGNAGE LOCATIONS  
SCALE 1" = 40'-0"

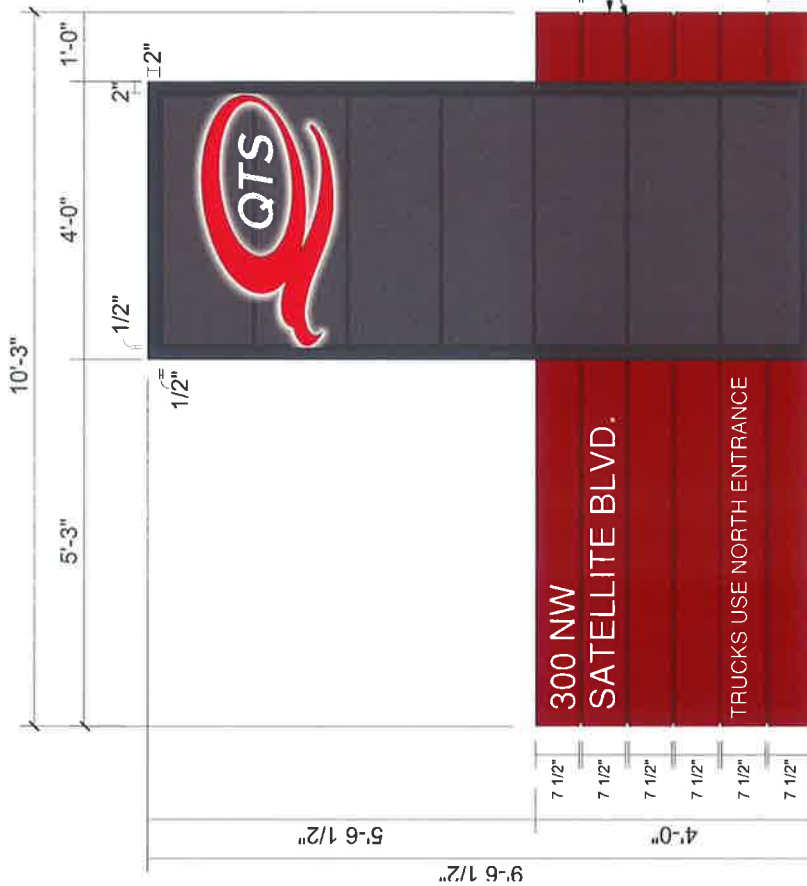




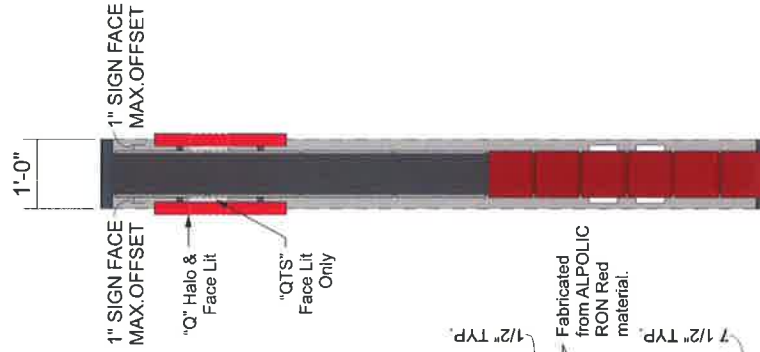
ISOMETRIC VIEW : NTS



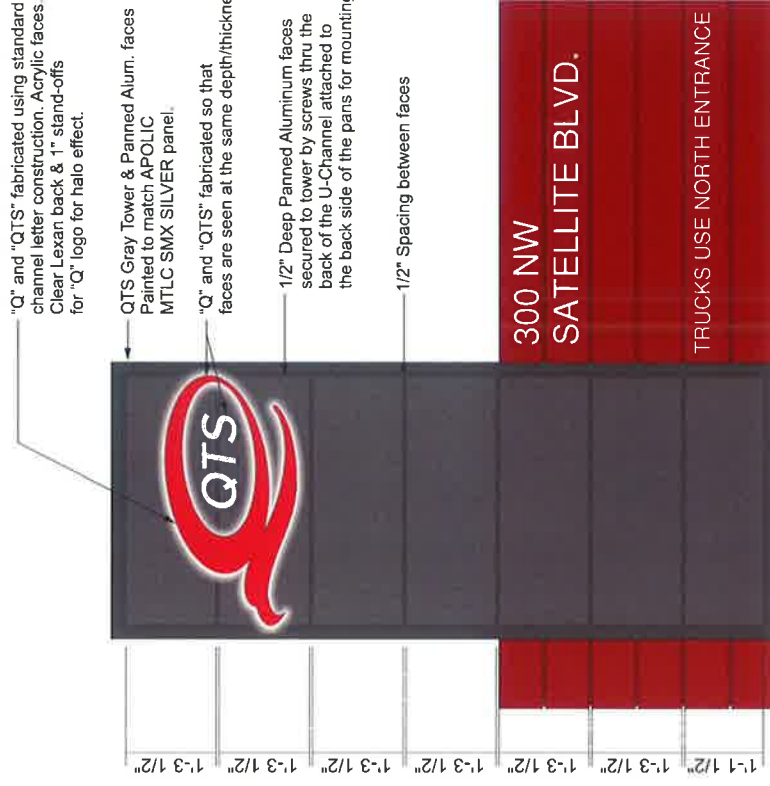
PLAN VIEW



FRONT ELEVATION



SIDE ELEVATION



BACK ELEVATION

"Q" and "QTS" fabricated using standard channel letter construction. Acrylic faces Clear Lexan back & 1" stand-offs for "Q" logo for halo effect.

QTS Gray Tower & Panned Alum. faces Painted to match APOLIC MTLIC SMX SILVER panel.

"Q" and "QTS" fabricated so that faces are seen at the same depth/thickness

1/2" Spacing between faces

300 NW SATELLITE BLVD.

TRUCKS USE NORTH ENTRANCE

Flush-mount 1" deep Non-Illuminated Cast Aluminum letters & numbers. Painted White. Flush-mount.

SIGN TYPE: E5

Scale: 1/2" = 1'-0"

"Exhibit B"



**PERMIT  
DRAWINGS**

| REVISION | DATE | DESCRIPTION |
|----------|------|-------------|
|          |      |             |
|          |      |             |
|          |      |             |
|          |      |             |
|          |      |             |

**EXTERIOR  
SIGNAGE**

**300 SATELLITE  
BOULEVARD**

|             |                           |
|-------------|---------------------------|
| PROJECT NO. | 20-190131                 |
| DATE        | 2019.08.1                 |
| SHEET TITLE | MONUMENTAL SIGN<br>DETAIL |
| SHEET NO.   | A2                        |

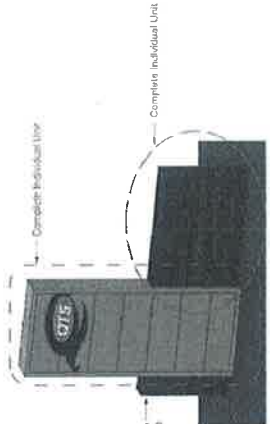


**FRONT AND REAR ELEVATION**

SIGN TYPE: E1  
Scale: 1/2" = 1'-0"

MONUMENTAL SIGN NORTH ENTRANCE  
SCALE: 1/2" = 1'-0"  
ALL LETTERS SIMILAR TO THE LETTERS NOTED OTHERWISE

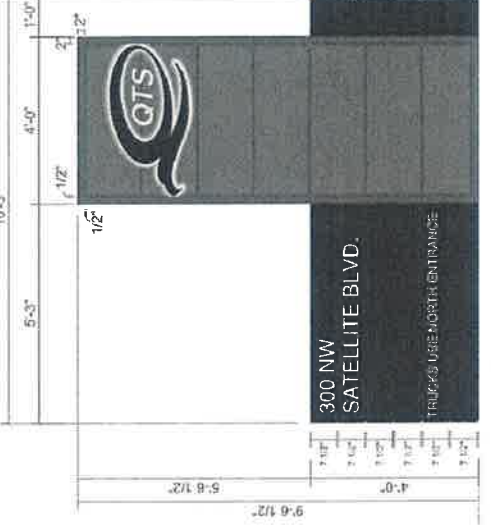
**"Exhibit C"**



**ISOMETRIC VIEW : NTS**



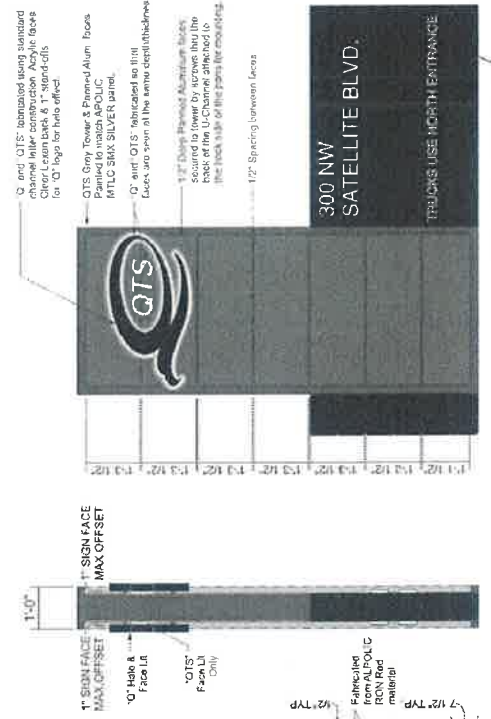
**PLAN VIEW**



**FRONT ELEVATION**

SIGN TYPE: E5  
Scale: 1/2" = 1'-0"

MONUMENTAL SIGN SOUTH ENTRANCE  
SCALE: 1/2" = 1'-0"



**SIDE ELEVATION**



**BACK ELEVATION**

Flush-mount, 1" deep Non-Illuminated  
Cast Aluminum Letters & Numbers  
Painted White, Flush-mount

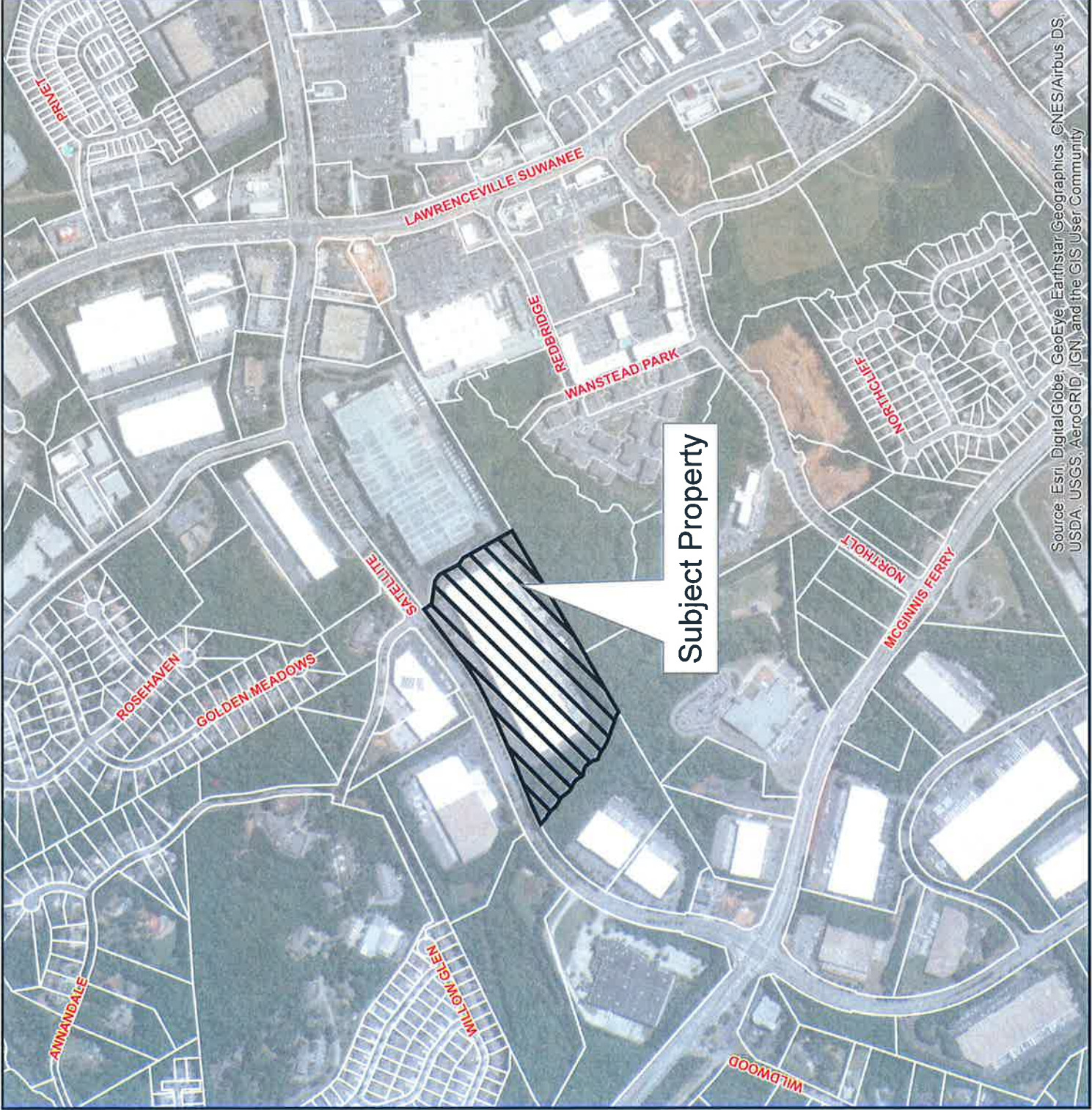


# Location Map

V-2019-019  
V-2019-020



0 300 600 1,200 Feet



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community



# Location Map

V-2019-019  
V-2019-020

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

