

VARIANCE(S):

V-2019-022

V-2019-023

**CITY OF SUWANEE
VARIANCE ANALYSIS**

CASE NUMBERS: V-2019-022
V-2019-023

REQUESTS: ADDITIONAL WALL SIGN
ADDITIONAL SIGN AREA

APPLICABLE SECTION: SECTION 1612 OF THE CITY OF SUWANEE
ZONING ORDINANCE

LOCATION: 343 BUFORD HIGHWAY

PARCEL: 7-236-448

ZONING: OTCD (OLD TOWN COMMERCIAL DISTRICT)

APPLICANT: ALAN WILLIAMS
2150 BOGGS RD, SUITE 680
DULUTH, GA

OWNER: CITY OF SUWANEE
330 TOWN CENTER AVE
SUWANEE GA, 30024

CONTACT: ALAN WILLIAMS
CONTACT PHONE: 770-873-7278

STAFF RECOMMENDATION: **APPROVAL WITH CONDITIONS**

ANALYSIS:

The applicant seeks a variance from Section 1612 of the City of Suwanee Zoning Ordinance to allow for an additional wall sign for an individual business on an individual lot. The applicant's business already has a sign on the front of the building and is requesting an additional sign to designate the "to go" section of the building.

The applicant seeks a variance from Section 1612 of the City of Suwanee Zoning Ordinance to allow for wall signages in excess of 5% of the wall area. The applicant would like to make the name visible and provide more structural integrity.

The subject property is zoned OTCD (Old Town Commercial District). This site has been historically used as a fire station by Gwinnett County. In 2018 the site was rezoned to OTCD from O-I. When the fire station moved out, the building was converted into a brewery.

The brewery includes a tasting room with alcohol consumption on the property and conducts retail sales of “to go” beer.

The subject property is located at 343 Buford Highway and totals 0.56 acres. There is one building on site occupied by Still Fire Brewing Company. Access to the site is provided via a right-in/right-out off Buford Highway and an access road parallel to a railroad right of way on the northeast. The property is entitled to a ground sign, but it does not have one. The building does not have any signage on the sides or the rear. The one-story building is oriented towards Buford Highway along the southwestern portion of the property.

The City of Suwanee Zoning Ordinance allows for one wall sign per wall elevation not to exceed 4 wall signs per building. The total area of each sign may not exceed 5% of the wall area. (Section 1612 2.b). The square footage of the building’s front elevation is 1,323-square feet. Both side elevations have an area of 2,016-square feet. The wall area of the entire building totals 6,678-square feet. Respectively, the permissible sign area for the front is 66-square feet, each side is allowed a 100-square foot sign, and the building is allowed 334-square feet of total wall signage (front, sides and rear).

The applicant is requesting a wall sign on the building front at 105-square feet and a secondary 28-square foot wall sign on the front of the building indicating where “to go” sales are conducted. Together, these two signs total 133-square feet; doubling the maximum allowable signage for the front building elevation.

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.

The City sign ordinance is more geared to conventional suburban development. Typical stand-alone development would include a building setback at least 50 feet from the road with a ground sign located at the road and wall signage on the building elevations that are visible from nearby roadways. The building on the subject property is pulled up to the road with no ground sign and 2 walls signs located on the front elevation only. A ground sign in this setting would look out of place and detract from the overall appearance of the project. The purpose of the sign ordinance is to make sure that the city is not cluttered with signs that distract drivers. In this case, if conditions are included to ensure that no ground signage is permitted and no wall signage is allowed on the building sides, approval to allow for one additional sign and additional sign area could be appropriate.

V-2019-022, if granted, would allow the applicant to post one additional sign to the front of the subject building. Section 1612.2.a of the zoning ordinance allows individual establishments on an individual lot the opportunity to erect one free standing sign per road frontage. The maximum allowable square footage for a free-standing sign at this location is 64-square feet. It would be

appropriate to grant an increase to the number of signs on a property while decreasing the number of otherwise allowable signage, such as eliminating the allowance for a free-standing sign.

V-2019-023, if granted, would allow the applicant to increase the total maximum size signage area on the building front from 66-square feet to 133-square feet. Section 1612.2.a of the zoning ordinance allows one wall sign per wall elevation not to exceed 200-square feet. Provided conditions limiting signage elsewhere on the building area included, approval of the request would not undermine the zoning ordinance.

Therefore, staff recommends **APPROVAL** with conditions of V-2019-022 and V-2019-023 with the following conditions.

PLANNING DEPARTMENT RECOMMENDATION(S)

V-2019-022

Staff recommends approval of the request for one additional sign on the front elevation of the building subject to the following conditions:

1. The size of the second sign on the front elevation shall not exceed 30 square feet.
2. No wall sign shall be permitted on either side elevation of the building

V-2019-023

Staff recommends approval of the request for additional sign area on the front elevation of the building subject to the following conditions:

1. The combined square footage of signage on the front elevation shall not exceed 135 square feet.
2. No free-standing sign shall be permitted on the property.
3. Signage shall be consistent with exhibit A

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 or endanger public safety.

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 provided that the City closely manages the size, location and number of signs. This is intended to ensure a quality aesthetic is continued throughout the City.

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

Approval of this variance, with the appropriate conditions 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: Alan Williams
Address: 2150 Boggs Rd, Suite 680
City: Duluth
State: GA
Phone: (678) 376-1550
E-mail address: alan@dimensionaldesign.net

CONTACT PERSON: Alan Williams

ADDRESS OF PROPERTY 343 Buford Highway

LAND DISTRICT 7 LAND LOT 236 PARCEL 448 LOT NA

SUBDIVISION OR PROJECT NAME (IF APPLICABLE) NA

ZONING OTCD ACREAGE 0.56

VARIANCE REQUESTED Section 1612. More than one wall sign on
an elevation

NEED FOR VARIANCE 2nd sign needed to designate
take out or "to go" section of the front of
the building

OWNER INFORMATION

Name City of Suwanee
Address 330 Town Center Ave
City: Suwanee, GA
State GA
Phone: 770-904-3372

PHONE: cell: (770) 873-7278

***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.**



Need Sign Variance

330 Town Center Avenue • Suwanee, GA 30024
(770)945-8996 • (770)945-2792 (Fax)
www.suwanee.com

SIGN PERMIT APPLICATION

PERMANENT WALL OR MONUMENT SIGN
PERMIT DATE 9-24-19
PERMIT NUMBER PS19-0169
FEES 90-

PROPERTY INFORMATION

ADDRESS OF SIGN 343 US-23, Suwanee, GA 30024
BUSINESS NAME StillFire Brewing
BUSINESS OWNER NAME Aaron Bisges EMAIL aubisges@gmail.com
BUSINESS OWNER ADDRESS 343 US-23
CITY, STATE ZIP Suwanee, GA 30024 PHONE (770) 547-8389

CONTRACTOR INFORMATION

SIGN CONTRACTOR (COMPANY) Dimensional Design, Inc
CONTACT NAME Alan Williams EMAIL alan@dimensionaldesign.net
ADDRESS 2150 Boggs Rd, Suite 680
CITY, STATE ZIP Duluth, GA 30096 PHONE (678) 376-1550

SIGN INFORMATION

WALL SIGN (WALL SIGNS NOT TO EXCEED 5% OF OVERALL WALL DIMENSION)
WALL DIMENSIONS (HEIGHT X WIDTH) 26 x 68 = 1,768 WALL SQ. FT.
TOTAL ALLOWABLE SIGN SIZE (WALL SQ. FT CALCULATED ABOVE x .05) = 88.4 ALLOWABLE SQ. FT.
SIGN DIMENSIONS (HEIGHT X WIDTH) 3.5 x 8 = 28 SIGN SQ. FT.

MONUMENT SIGN Small (beer to go)
BUILDING SQUARE FOOTAGE (HEATED FLOOR AREA) _____ SQ. FT.
OVERALL SIGN DIMENSIONS (HEIGHT X WIDTH EXCLUDING BASE) _____ x _____ = _____ OVERALL SQ. FT.
COPY AREA DIMENSIONS (HEIGHT x WIDTH) _____ x _____ = _____ COPY AREA SQ. FT.
HEIGHT OF GROUND SIGN FROM GRADE TO TOP OF SIGN (INCLUDING BASE) _____ FT.
SIGN SET BACK FROM RIGHT OF WAY _____ FT.

ALL SIGN PERMIT APPLICATIONS MUST INCLUDE THE FOLLOWING

- ATTACH SITE PLAN DRAWN TO SCALE SHOWING SIGN LOCATION
- ALL SIGN STRUCTURES 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
- ALL SIGN STRUCTURES AND PLACEMENT MUST MEET THE CITY OF SUWANEE SIGN ORDINANCE AND INTERNATIONAL BUILDING CODE REQUIREMENTS FOR SIGNS

ANY ERRORS 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.

*** PLEASE NOTE: FOOTING & ELECTRICAL INSPECTIONS REQUIRED FOR GROUND SIGNS. (PLEASE CALL 678-546-2123 TO SCHEDULE)

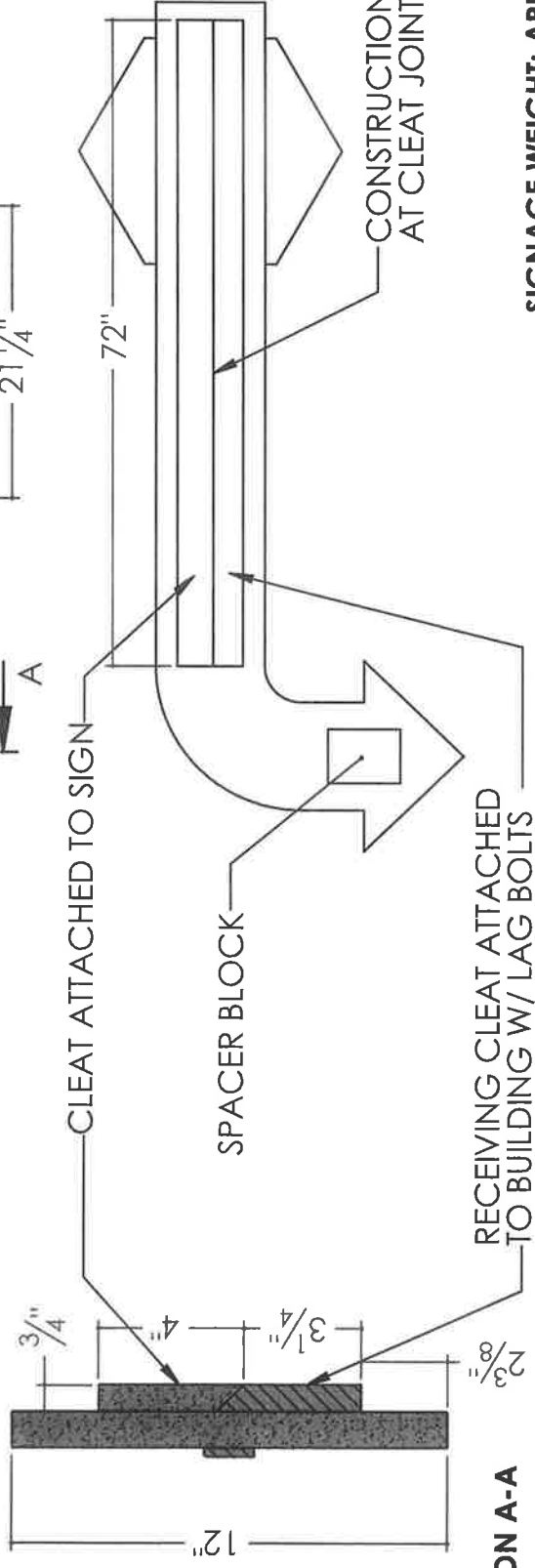
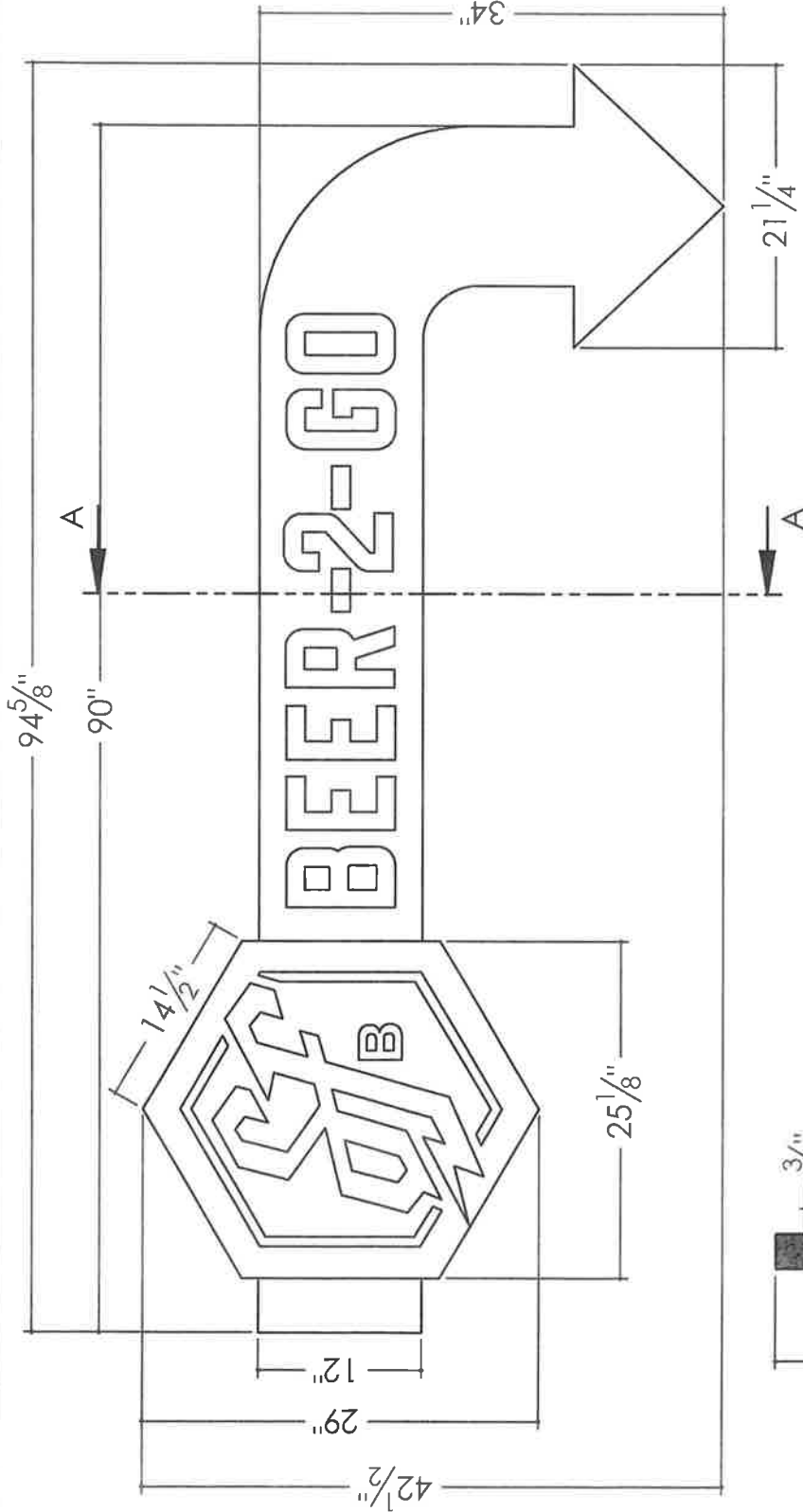
SIGNATURES

BUILDING/LANDOWNER SIGNATURE Aaron Bisges DATE 9/23/19
APPLICANT SIGNATURE [Signature] DATE 09/23/2019

APPROVAL - STAFF REVIEW

APPLICATION APPROVED BY _____ DATE _____
APPLICATION REJECTED BY _____ DATE _____
REJECTED FOR THE FOLLOWING _____

V-2019-022



SECTION A-A

SIGNAGE WEIGHT: APPROX. 50LBS

CLIENT: StillFire Brewing	DATE: 08.10.2019 09.24.2019	DRAWN BY: smc	PROPRIETARY AND CONFIDENTIAL
PROJECT: Exterior To-Go sign		SHEET 1 OF 1	THE INFORMATION CONTAINED IN THIS DRAWING IS THE SOLE PROPERTY OF DIMENSIONAL DESIGN. ANY REPRODUCTION IN PART OR AS A WHOLE WITHOUT THE WRITTEN PERMISSION OF DIMENSIONAL DESIGN IS PROHIBITED.
			DIMENSIONAL DESIGN 2150 Boggs Road, Suite 680 Duluth, GA 30096 Ph: 678-376-1550 Fax: 678-376-1581 www.dimensionaldesign.net

V-2019-012

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CONTACT PERSON: Alan Williams PHONE: Cell: (770) 873-7278

ADDRESS OF PROPERTY 343 Buford Highway

LAND DISTRICT 7 LAND LOT 236 PARCEL 448 LOT _____

SUBDIVISION OR PROJECT NAME (IF APPLICABLE) NA

ZONING OTCD ACREAGE 0.56

VARIANCE REQUESTED Section 1612. Wall sign in excess of 5% of the wall area

NEED FOR VARIANCE To make structurally sound and so smaller text of business name/logo is visible. Excess size is less than 1% over allowable wall area.

***A VARIANCE FROM A CONDITION OF ZONING CANNOT BE ACCEPTED.
SECTION 2007, APPLICANT AND/OR A REPRESENTATIVE.**

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 PERMIT DATE 9-24-19
 PERMIT NUMBER P-S19-0166
 FEES 90.00

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 BUSINESS NAME StillFire Brewing
 BUSINESS OWNER NAME Aaron Bisges EMAIL awbisges@gmail.com
 BUSINESS OWNER ADDRESS 343 US-23
 CITY, STATE ZIP Suwanee, GA 30024 PHONE (770) 547-8389

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 TOTAL ALLOWABLE SIGN SIZE (WALL SQ. FT CALCULATED ABOVE x .05) = 88.4 ALLOWABLE SQ. FT.
 SIGN DIMENSIONS (HEIGHT X WIDTH) 7.5 x 14 = 105 SIGN SQ. FT.
MONUMENT SIGN*** (StillFire) 650 lbs - *requesting sign variance*
 BUILDING SQUARE FOOTAGE (HEATED FLOOR AREA) _____ SQ. FT.
 OVERALL SIGN DIMENSIONS (HEIGHT X WIDTH EXCLUDING BASE) _____ x _____ = _____ OVERALL SQ. FT.
 COPY AREA DIMENSIONS (HEIGHT x WIDTH) _____ x _____ = _____ COPY AREA SQ. FT.
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SIGNATURES

BUILDING/LANDOWNER SIGNATURE [Signature] DATE 9/23/19
 APPLICANT SIGNATURE [Signature] DATE 09/23/2019

APPROVAL - STAFF REVIEW

APPLICATION APPROVED BY _____ DATE _____
 APPLICATION REJECTED BY _____ DATE _____
 REJECTED FOR THE FOLLOWING _____

V-2019-023

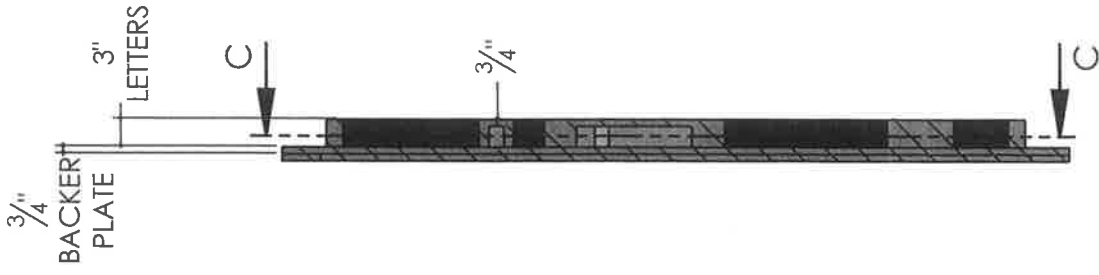
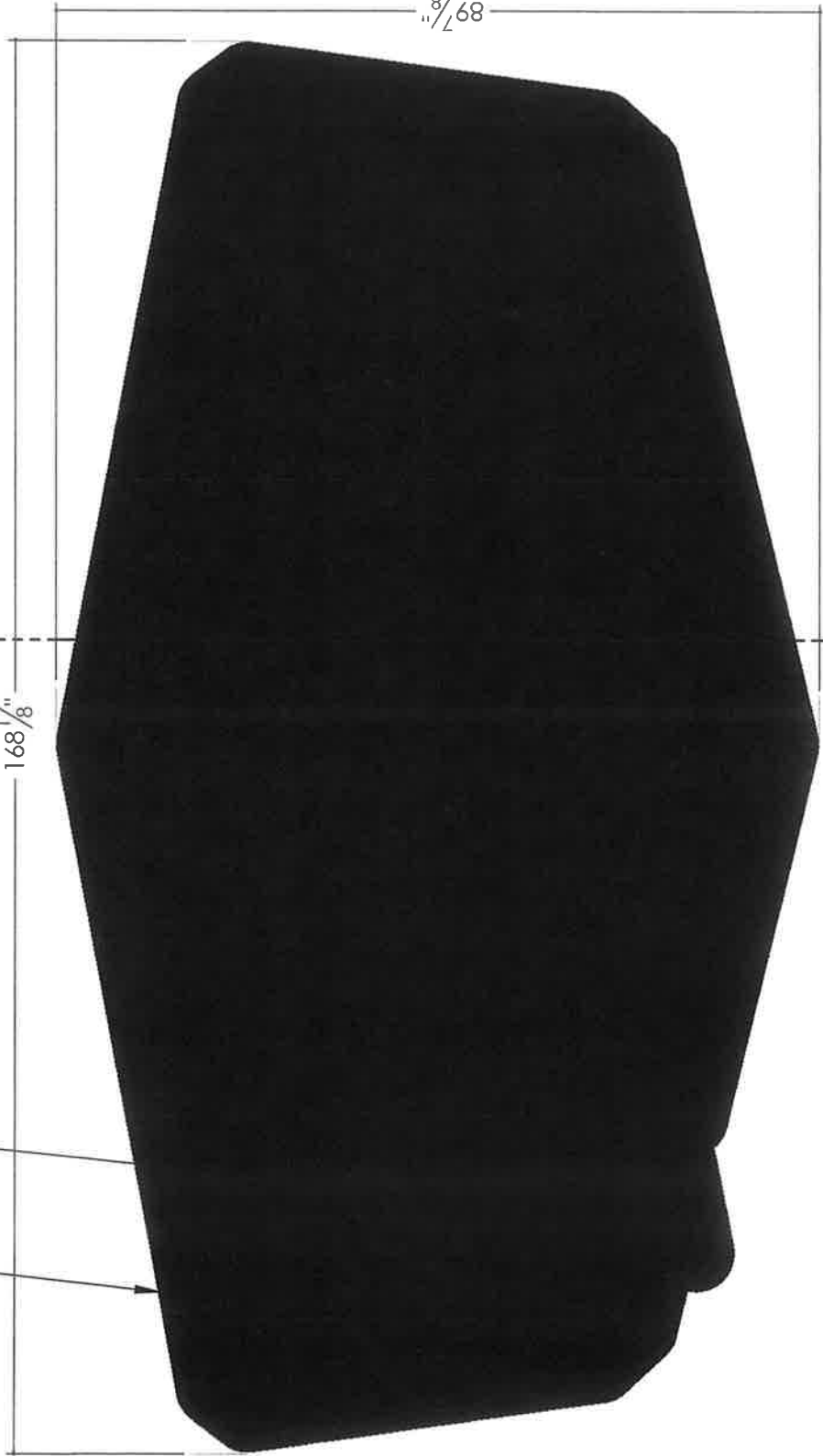
SIGNAGE WEIGHT: APPROX. 600 LBS

SIGN TO BE HUNG AND SECURED TO CLEATED PANEL, AFFIXED DIRECTLY TO BUILDING FACE

165.59 FT

LARGE LOGO LETTERS TO BE HOLLOW CONSTRUCTION: 3 LAYERS OF 0.75" TO MAKE 1" WIDE OFFSET BUILD UP, WITH .075" FULL FACE

B
168 1/8"



SECTION B-B

CLIENT: **StillFire Brewing**
PROJECT: **Building exterior sign**

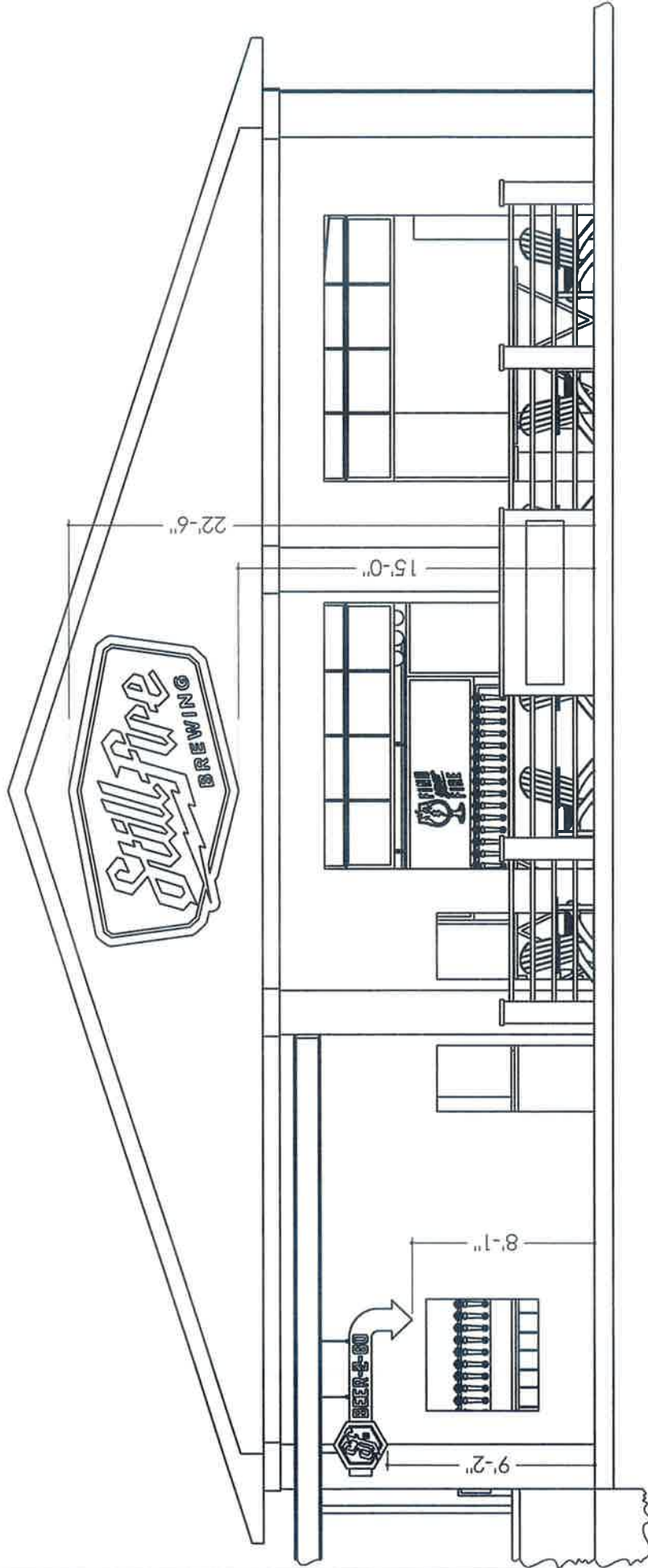
DATE: 05.03.19

DRAWN BY: SMC
SHEET 1 OF 3

PROPRIETARY AND CONFIDENTIAL
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Duluth, GA 30096
Ph: 678-376-1550 Fax: 678-376-1581
www.dimensionaldesign.net

V-2619-023



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 Duluth, GA 30096
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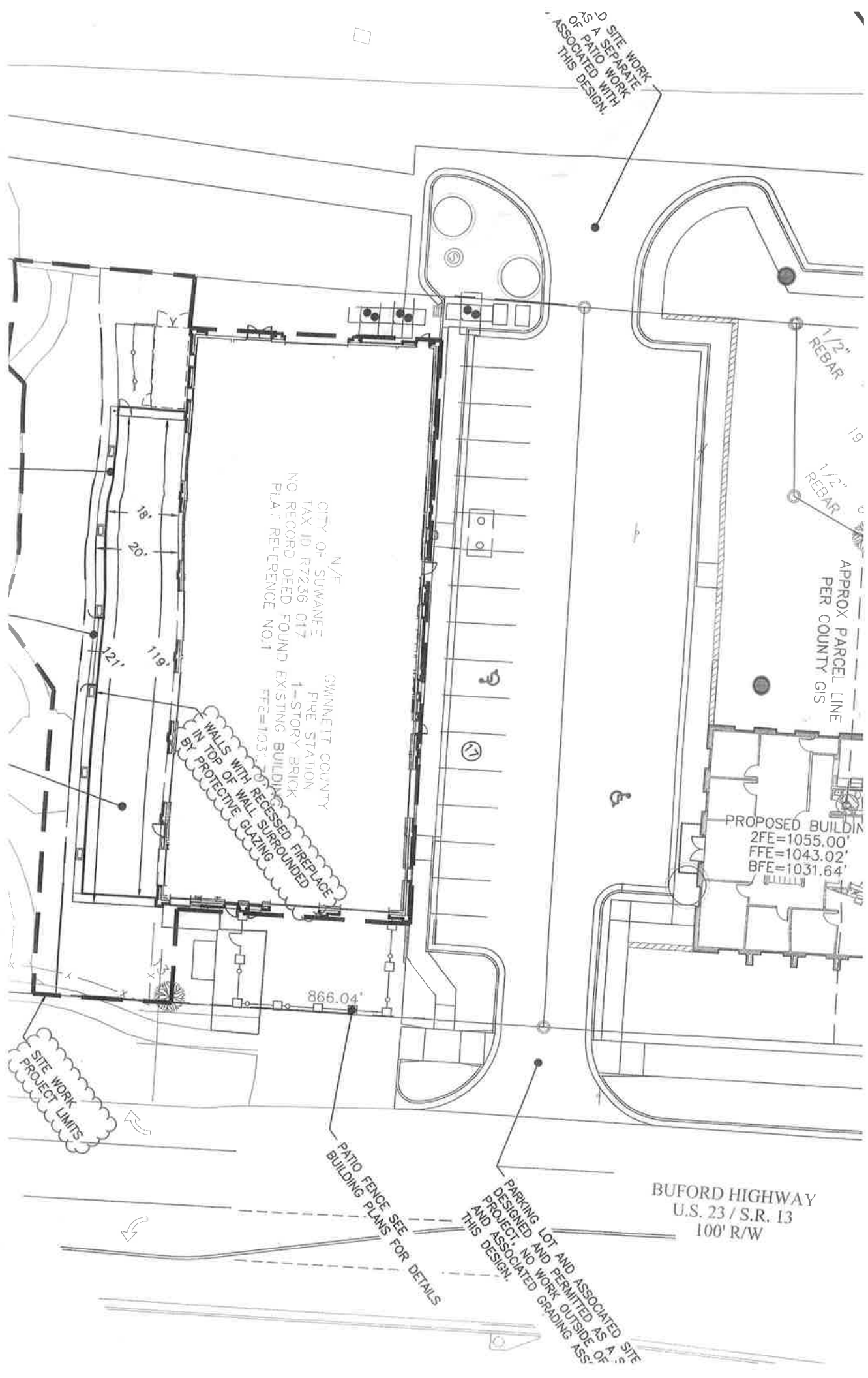
DRAWN BY:
SHEET 3 OF 3

DATE:

CLIENT:
 PROJECT:

V-2019-022 + 023

Site Plan
V. 2019-012
V. 2019-023



N/E
CITY OF SUWANEE
TAX ID R7236 017
NO RECORD DEED FOUND
PLAT REFERENCE NO.1

GWINNETT COUNTY
FIRE STATION
1-STORY BRICK
EXISTING BUILDING
FFE=1031.64'

WALLS WITH RECESSED FIREPLACE
IN TOP OF WALL SURROUNDED
BY PROTECTIVE GLAZING

PROPOSED BUILDING
2FE=1055.00'
FFE=1043.02'
BFE=1031.64'

BUFORD HIGHWAY
U.S. 23 / S.R. 13
100' R/W

SITE WORK
LIMITS

PATIO FENCE SEE
BUILDING PLANS FOR DETAILS

PARKING LOT AND ASSOCIATED SITE
DESIGNED AND PERMITTED AS A
PROJECT. NO WORK OUTSIDE OF
AND ASSOCIATED GRADING ASS.
THIS DESIGN.

SITE WORK
OF PATIO WORK
ASSOCIATED WITH
THIS DESIGN.

1/2" REBAR

1/2" REBAR

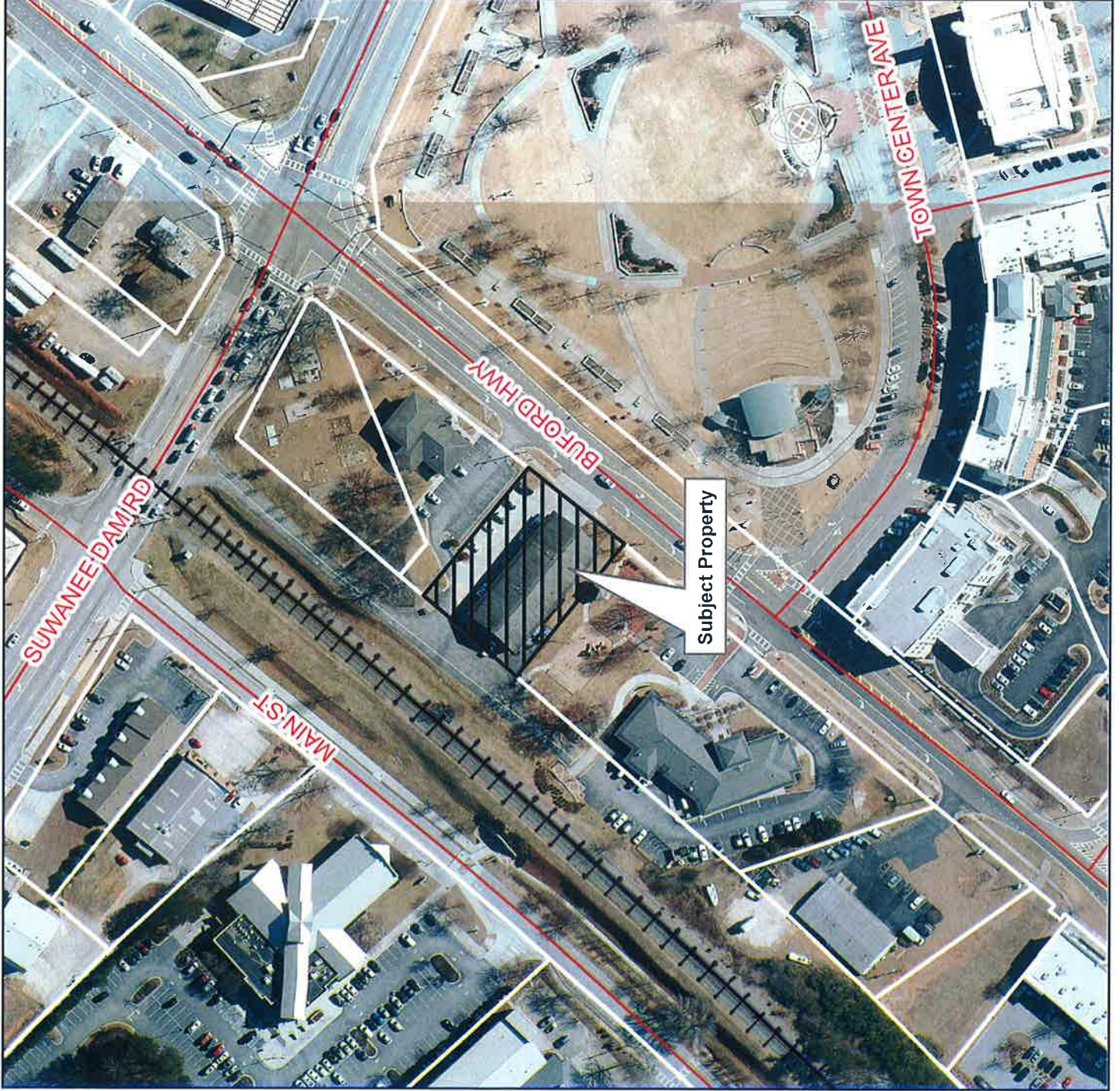
APPROX PARCEL LINE
PER COUNTY GIS



Location Map

V-2019-022

V-2019-023



0 150 300 Feet



V-2019-022
V-2019-023

Legend	ZONING
	OTCD
	C-1
	C-2
	C-2A
	C-3
	M-1
	O-1
	PMUD
	GCA
	R-140
	R-100
	R-85
	R-75
	IRD
	RM-6
	RM-8
	Roads
	V-2019-22 V-2019-23

