



Variance Petition No. V10-027

HEARING & MEETING DATES

Design Review Board
September 14, 2010
September 28, 2010

Board of Appeals
October 14, 2010

APPLICANT/PETITIONER INFORMATION

Property Owners
Prado LLC

Petitioner
Game Stop

Representative
John A. Saunders

PROPERTY INFORMATION

Address, Land Lot,
and District

5620 Roswell Road (SR 9)
Land Lot 91, District 17

Council District

6

Frontage and Area

1,415 feet of frontage along the west side of Roswell Road (SR 9) and
1,460 feet of frontage along the south side of Lake Placid Drive. The
subject property has a total area of 24.3 acres (1,058,508 SF).

Existing Zoning and
Use

C-1 (Community Business District) conditional under Z05-0050,
ZM06-010, ZM07-005, and ZM08-017, currently developed with a
retail shopping center.

Overlay District

Main Street District

Interim 2025

Comprehensive
Future Land Use
Map Designation

Living-Working Community (LWC)

INTENT

The applicant is requesting a primary variance from the Zoning Ordinance:

- 1) Variance from Section 33.26H.2.a, Wall Signs
 - a) To allow for non-street facing wall sign (on the West elevation of the building).
 - b) To allow for a second wall sign (on the West elevation of the building).

DEPARTMENT OF COMMUNITY DEVELOPMENT RECOMMENDATION

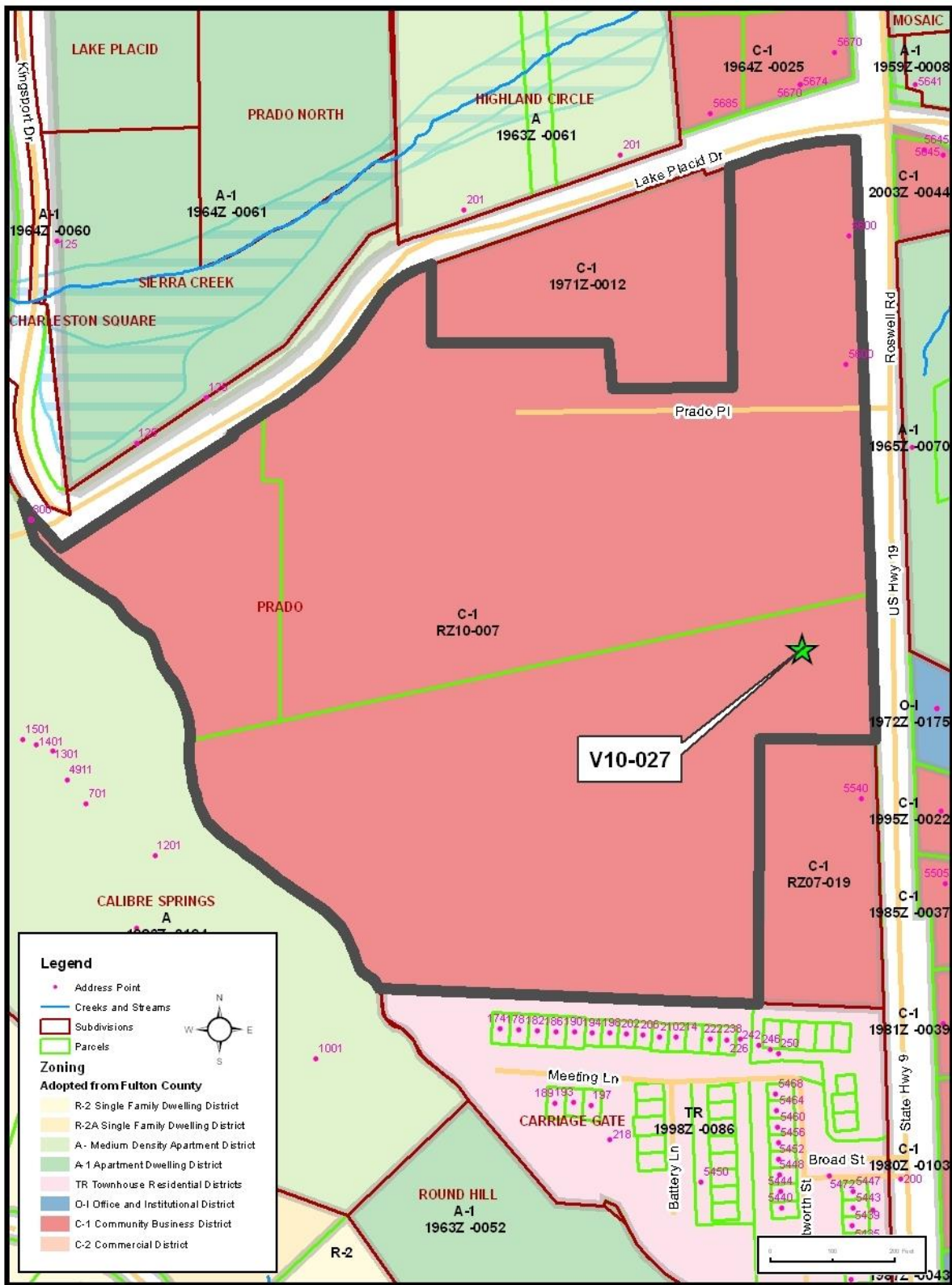
V10 - 027- 1) APPROVAL CONDITIONAL.

DESIGN REVIEW BOARD RECOMMENDATION

At the September 14, 2010 Design Review Board meeting, the Design Review Board recommended APPROVAL (5-0, Porter, Westmoreland, Landeck, Mobley and Gregory for; Richard Absent; Lichtenstein not voting) of variance request (1) parts a) & b).

Parcel Map

5620 Roswell Road (SR9)



Prepared by the City of Sandy Springs Department of Community Development for the Board of Appeals Hearing on October 14, 2010

CITY OF SANDY SPRINGS
DEPARTMENT OF COMMUNITY DEVELOPMENT
VARIANCE ANALYSIS

CASE NUMBER:

V10-027

STAFF CONTACT:

Cristina Nelson, City Planner 770-206-1516

E-mail: cristina.nelson@sandyspringsga.org

The subject site is located at 5620 Roswell Road 1/3 mile south of I-285. The property is zoned C-1 (Community Business District) under Fulton County zoning case Z05-0050 and is located within the Main Street District of the Sandy Springs Overlay District. The property contains approximately 24.3 acres and is commonly known as The Prado Shopping Center. The subject of these variances is a tenant located on building B, Suite 100.

The subject of these variances is an existing one story building within The Prado development, housing **Game Stop** and two other tenants. Building "B" as is identified on the site plan is oriented east-west with the longer façade oriented to the south of the property. The subject of these variances is the tenant located on the west end of the building. This location has two (2) exterior walls but does not have a street frontage wall.

The zoning ordinance provides (Section 33.26H.2.a):

Wall Signs (amended 04/21/09, TA09-002, Ord. 2009-04-19).

- a. *Wall signs are permitted on street-facing walls (including windows and doors). Businesses without a street on which there is frontage, but which have exterior entrances to the building, are entitled to one wall sign on the exterior wall of the business. Wall sign(s) shall not exceed the smaller of five percent (5%) of the applicable wall area or one hundred eighty (180) square feet, confined to the upper thirty (30) feet of the facade. Wall signs shall not have changeable copy unless approved as a marquee sign.*

Based on the above section this location is only allowed to have a sign on the south elevation of the building. Currently **Game Stop** has obtained a wall sign permit for the south elevation. The applicant is requesting variance to add signage on the west elevation of the building to provide this business visibility from the main public right-of-way (Roswell Rd.) and the various internal access points of the development. When viewed from the north, there are existing trees, the existing Prado building, and the new shops and parking deck sited along the hill in front of the store. This sign as proposed will also help pedestrians and motorists alike, to locate this business once they enter this vertically integrated site from all directions. It is necessary to provide proper visibility for businesses from all points and entries of the development.

The west building elevation contains approximately 675 square feet of wall area. The proposed sign is approximately 32.63 square feet which is within the 5% of the total wall area as required by the Sandy Springs Zoning Ordinance. The sign will be a typical flush mounted channel letter sign. The applicant has indicated that the purpose for this variance is mainly to provide visibility for the business.

Standards for Consideration

Zoning Ordinance

- 1) Variance from Section 33.26.H.2.a. to allow for an additional wall sign on a non street facing wall where only one is permitted.

Section 33.12.D. Standards

The standards which shall be considered for granting a variance from the standards of this Article shall be only the following:

1. *The topography of the lot on which the sign is located or to be located renders it impossible to comport with the strict standards of this Article.*

Findings:

The unique site layout, quantity of new and existing businesses and the vertical nature of this project, as dictated by the topography and existing natural features, create many challenges for using signage effectively to promote vehicular and pedestrian awareness. The proposed wall sign on the West elevation of the building is intended to provide visibility to GameStop from all levels of the parking deck. This sign as proposed will also help pedestrians and motorists alike, to locate this business once they enter this vertically integrated site from all directions. Therefore, based on these reasons the staff is of the opinion this standard has been satisfied.

2. *The natural features of the lot on which the sign is located or to be located, or of the land immediately adjacent to the lot, impairs the visibility of the sign such that it cannot be seen.*

Findings:

Relief, if granted, would not cause detriment to the public good or impair the purpose and intent of the zoning ordinance, as the request would result in a proportional and commercially reasonable level of signage for the store. Because the design of the site, with an integrated orientation of multiple retail buildings the ability to capture visibility and identification of this business is limited. Therefore, based on these reasons the staff is of the opinion this standard has been satisfied.

Department Comments

The staff held a Focus Meeting on September 1, 2010 at which time the following departmental comments were provided:

BUILDING AND LAND DEVELOPMENT DIVISION	Sandy Springs Building Officer Plan Review	▪ No Comments
	Sandy Springs Development Plan Review Engineer	▪ No Comments
	Sandy Springs Landscape Architect/ Arborist	▪ No Comments
FIRE DEPT.	Sandy Springs Fire Protection Engineer	▪ No Comments
TRANSPORTATION	Sandy Springs Transportation Planner	▪ No Comments
	Georgia Department of Transportation	▪ No Comments

Conclusion

The purpose of the sign ordinance is to encourage the effective use of signs as a means of communication; to improve traffic and pedestrian safety. Signs are a necessary component of a commercial environment.

Staff reviewed the request relative to the variance standards contained in Section 33.12.D. of the Zoning Ordinance. Based upon this review, staff recommends:

V10 - 027- 1. APPROVAL CONDITIONAL.

Should the Board of Appeals choose to approve the request, staff recommends the following condition(s):

1. Allow a wall sign on the west elevation of the building, not exceeding 5% of the applicable wall, to be installed pursuant to the building elevation depicting the sign location, submitted by the applicant, and dated received August 20, 2010 by the Department of Community Development.

ATTACHMENTS: Site Plans, Photos, Detail Drawings, and Letter of Appeal.

Prepared by the City of Sandy Springs Department of Community Development for the Board of Appeals Hearing on October 14, 2010