



**Criteria:**

1. Exceptional or extraordinary circumstances or conditions *are/are not* applicable to the development of the site that do not apply generally to sites in the same zoning district.
2. Granting the application *is/is not* necessary for the preservation and enjoyment of a substantial property right of the applicant, and to prevent unreasonable property loss or unnecessary hardship.
3. Granting the application *will/will not* be detrimental or injurious to property or improvements in the vicinity of the development site, or to the public health, safety, or general welfare.

**PICTURES**



**2155 Cobb Parkway South**



**Billboard on subject property**

**Recommended Action:**

*Partial Approval.* Steve Rayman, applicant and owner of property located at 2155 Cobb Parkway South, is requesting a variances to reduce the front setback and completely cover the temporary sales trailer in signage. The property is the location of Steve Rayman Chevrolet and is undergoing a substantial renovation. Variances were granted on May 23<sup>rd</sup>, 2011 by the Board of Zoning Appeals for temporary sales and service trailers as well as exterior building materials. Zoned CRC (Community Retail Commercial), this property is bordered to the north and south by properties zoned CRC or OI (Office Institutional) and containing automobile-oriented businesses or offices.

The temporary sales trailer approved last month has been located within the front setback, or ten (10') from the front property line. The front setback along an arterial roadway is typically forty (40) feet. However, locating the trailer 40' from the property line would place the trailer within close proximity of the construction activities occurring on the front of the main building. Therefore, the proposed location is a better fit as far as public safety is concerned.

The applicant would like to cover the entire sales trailer with a temporary banner, or "wrap." The Sign Ordinance does not specifically address wrapping but does limit businesses to one temporary banner on the side of a building that directly faces a road for no more than 60 days per year. Additionally, temporary sign regulations limit the size of the banner such that it may not cover more than 15% of the wall on which it is hanging, but this regulation is typically intended permanent buildings.

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To limit a temporary sign to 15% of the face of the 60 foot-long trailer limits visibility during the reconstruction process. However, the applicants proposal to wrap the entire trailer with signage would appear to be excessive. To increase the size of the banner such that it could cover 25% of the wall may be a more appropriate compromise.

The applicant has stated that the temporary banner on the trailer is necessary so that potential customers do not mistakenly think the dealership is closed during construction. Because construction is predicted to last until through January 2012, it is reasonable to extend the allowable time period for a temporary sign until construction is finished.

It should also be pointed out that the dealership still has its main pylon sign located along Cobb Parkway and is currently utilizing a billboard (see picture) that is located on the subject property to provide advertising for the site. The billboard is oriented towards north- and south-bound traffic on Cobb Parkway, and could continue to be utilized as additional signage during construction.

Therefore, in response to the five (5) requested variances, **Staff recommends the following:**

- 1. Approval of the reduction in the setback for the sales trailer.**
- 2. Approval of the variance that would allow the temporary signage to remain for the duration of construction.**
3. Denial of the variance to allow more than one temporary sign on a lot at a time.
- 4. Approval of the variance that would allow the temporary sign to cover 25% of the façade.**
5. Denial of the variance to allow temporary signs on a building face that does not abut a public street.