



STAFF REVIEW AND RECOMMENDATION

Variance Case #: V2016-53 **Legistar #:** 20161092
Board of Zoning Appeals Hearing: Monday, November 28, 2016 – 6:00 p.m.
Property Owner: Quick Fuel Fleet Services
11815 W. Bradley Road
Milwaukee, WI 53224
Applicant: Signal Signs Co.
Marcia Jones
440 Six Flags Parkway
Mableton, GA 30126
Address: 1325 Field Parkway
Land Lot: 869 **District:** 16 **Parcel:** 0480
Council Ward: 4B **Existing Zoning:** LI (Light Industrial)

Special Exception / Special Use / Variance(s) Requested:

1. Variance to increase the allowable canopy sign area from 10 square feet to 39 (38.7) sq. ft. for one side. [§714.05 (C)]

Statement of Fact

As per section 720.03 of the Comprehensive Development Code of Marietta, the Board of Zoning Appeals may alter or modify the application of any such provision in the Development Code because of unnecessary hardship if doing so shall be in accordance with the general purpose and intent of these regulations, or amendments thereto, and only in the event the board determines that by such alteration or modification unnecessary hardship may be avoided and the public health, safety, morals and general welfare is properly secured and protected. In granting any variance the board of zoning appeals shall designate such conditions in connection therewith as will, in its opinion, secure substantially the objectives of these regulations and may designate conditions to be performed or met by the user or property owner, out of regard for the public health, safety, comfort, convenience, and general welfare of the community, including safeguards for, with respect to light, air, areas of occupancy, density of population and conformity to any master plan guiding the future development of the city. The development costs of the applicant as they pertain to the strict compliance with a regulation may not be the primary reason for granting a variance.

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



1325 Field Parkway



Existing Signage



Rear of the subject property - view from Field Park

Recommended Action:

Approval with stipulations. The applicant, Signal Signs, is requesting a variance to increase the gas canopy signage – the subject property is on a 1.429 acre parcel of property at 1325 Field Parkway. The subject property is zoned LI (Light Industrial) and is located on a local road. Adjacent parcels to the north of the subject property are zoned LI, as are properties to the east across Field Park Circle and to the south across Field Parkway. The adjacent property to the east is zoned PID (Planned Industrial Development).

The Zoning Ordinance allows canopies covering gas pumps to have signs up to 10 square feet on 3 sides, for a total of 30 square feet. Quick Fuel wishes to display a 38.7 square foot logo on the front (east) elevation of the canopy. The requested variance would allow the gas station to have a sign that is larger than what is currently allowed to display their business name – Quick Fuel – on the east elevation of the canopy. Even though the property is located at a corner lot along Field Parkway and Field Park Circle, no other signage is proposed for the other sides of the canopy since the sign would only be seen from Field Parkway.

There is just a gas canopy with gas pumps on the site and service is provided to anyone with a credit card – there is no employee present nor is there a kiosk present. The applicant has stated that adhering to the code may cause issues for the business and drivers if the sign is not clearly visible.

Also, the applicant has stated that the proposed canopy sign will be the only sign on the subject property – no other signage on the canopy and no freestanding sign. Quick Fuel would prefer to use just one side of their canopy for visibility – rather than a freestanding sign.

The Board of Zoning Appeals has approved variances in the following similar cases:

- V2003-23 – RaceTrac at 749 S. Marietta Parkway – allowed an increase in the square footage per side from 10 square feet to 30 square feet, while reducing the allowable number of signs on the canopy from 3 to 1.
- V2015-48 – WalMart at 1787 Cobb Parkway South – allowed an increase in the square footage per side from 10 square feet to 24 square feet on one side of the canopy and from 10 square feet to 46 square feet on the other side of the canopy, but limited the signs to only two sides of the canopy.

Since the applicant is willing to eliminate other allowable signage, staff recommends approval of the variance requested, with the following stipulations:

- 1. The allowable signage shall be limited to up to one side of the canopy.*
- 2. No freestanding sign will be erected on the property.*



Department of Development Services
205 Lawrence Street
Marietta, GA 30060
Brian Binzer, AICP, Director

APPLICATION FOR VARIANCE OR APPEAL

(Owner/Applicant/or Representative must be present at all public hearings)

For Office Use Only:

Application #: V2016-53 Legistar #: _____ BZA Hearing Dt: 11-28-16
City Council Hearing Dt (if applicable) #: — PZ #: 16-575

This is a variance/appeal application for:

Board of Zoning Appeals

City Council

Owner's Name Quick Fuel Fleet Services
Address 11815 W Bradley Rd, Milwaukee WI Zip Code: 53224
Telephone Number: 414-359-1700 Email Address: _____

COMPLETE ONLY IF APPLICANT IS NOT OWNER:

Applicant Marcia Jones - Signal Signs CO
Address 440 Six Flags PKwy Mableton Zip Code: 30126
Telephone Number 770-941-9900 Email Address: marcia.jones@signalsigns.com

Address of property for which a variance or appeal is requested:

1325 Field Parkway Date of Acquisition: 2007

Land Lot (s) 869 District 16 Parcel 0480 Acreage 1.5 Zoned LI Ward 4B FLU IM
08690

List the variance(s) or appeal requested (please attach any additional information):

Increase Size of Sign from 10 Square feet to 38.7 Sq Ft

Required Information

1. Application fee (\$250)
2. Completed notarized application. **The original application must be submitted with ALL original signature(s) – Copies of the application or signature(s) will NOT be accepted.**
3. Copy of the deed that reflects the current owner(s) of the property.
4. Letter describing the reason for the variance request, stating why strict adherence to the code would result in a particular hardship (as distinguished from a mere inconvenience or desire to make more money).
5. **Site plan – drawn to scale.** Site plans must illustrate property lines and all relevant existing information and conditions in addition to proposed additions or modifications within the referenced property lines of the tract(s).
Copies Required: One (1) - (8 1/2" x 11") -or- (11" x 17") drawn to scale.
- Optional Additional Plat size: (24"x 36"). If providing (24"x 36") then 25 copies REQUIRED.
6. Copy of current tax bill showing payment or documentation certified by the City of Marietta Tax Office.
7. Documentation authorizing applicant to submit application by property owners if applicant is not owner.

Note: The Department of Development Services reserves the right to obtain additional information that reasonably may be required in order that an informed decision may be made.

OVER



September 29, 2016

To Whom It May Concern:

Quick Fuel owns and operates an automated fueling station at 1325 Field Parkway in Marietta. We would like to upgrade the existing canopy signage with a new "Quick Fuel" sign which will identify the station, help direct vehicles into the station, and will upgrade the appearance of the entire facility.

The City of Marietta only permits 10 square feet of signage per elevation. The letterset we would like to use is 38.7 square feet. To reduce the station name to a dramatically smaller size will lead to confusion on the part of drivers who are passing by and want to use it.

If the station name is not clearly visible to large vehicles, it will lead to a significant loss of business and a possible safety issue when drivers are uncertain where the station is and how to enter it.

Strictly adhering to this code will result in significant hardship for our business. Thank you for your consideration.

Sincerely,

Shelley Brannan
Quick Fuel

TO: Marietta Daily Journal
FROM: City of Marietta
RUN DATE: November 11, 2016

**CITY OF MARIETTA
PUBLIC NOTICE OF VARIANCES**

The City of Marietta hereby gives notice that a public hearing will be held to give consideration to the following variance requests. The Board of Zoning Appeals will consider the following requests on **Monday, November 28, 2016 at 6:00 P.M.**, City Hall. Anyone wishing to attend may do so and be heard relative thereto.

V2016-53 [VARIANCE] QUICK FUEL FLEET SERVICES is requesting a variance for property located in Land Lot 869, District 16, Parcel 0480, 2nd Section, Marietta, Cobb County, Georgia and being known as 1325 Field Parkway. Variance to increase the allowable canopy sign area from 10 square feet to 39 (38.7) square feet for one side. Ward 4B.

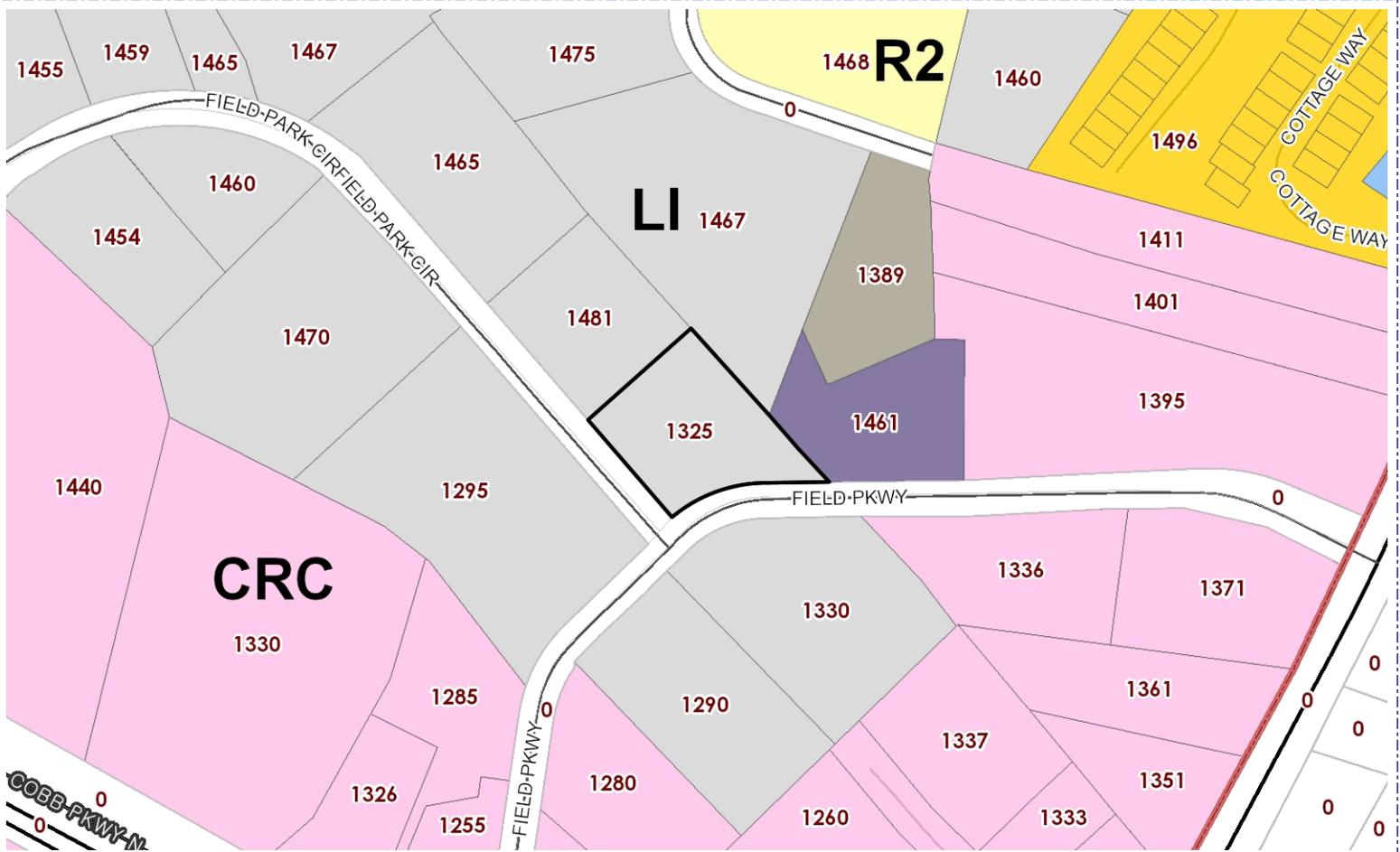
A description and plat of the property sought for the variances are on file in the Planning and Zoning Office, City Hall, and are available for inspection between 8:00 A.M. and 5:00 P.M., Monday through Friday. Anyone wishing to attend may do so and be heard relative thereto.

For additional information please call the Planning and Zoning Office (770) 794-5669.

Accessibility to Meetings: If you believe you may need the City/BLW to provide special accommodations in order to attend/or participate in any of the above meetings, please call Mr. Patrick Henley, ADA Coordinator, at 770-794-5558 (voice) or 770-794-5560 (TDD) no later than 48 hours before the date of the above meeting.

City of Marietta
205 Lawrence Street
Marietta, Georgia 30060

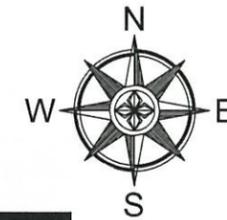
Variance



Address	Parcel Number	Acreage	Ward	Zoning	FLU
1325 FIELD PKWY	16086900480	1.429	4B	LI	IM

Property Owner:	Quick Fuel Fleet Services	Zoning Symbols - - - Railroads City Limits Cobb County Pockets NA R1 - Single Family Residential (1 unit/acre) R2 - Single Family Residential (2 units/acre) R3 - Single Family Residential (3 units/acre) R4 - Single Family Residential (4 units/acre) RA4 - Single Family Residential - Attached RA6 - Single Family Residential - Attached RA8 - Single Family Residential - Attached MHP - Mobile Home Park PRD-SF - Planned Residential Dev. Single Family RM8 - Multi Family Residential (8 units/acre) RM10 - Multi Family Residential (10 units/acre) RM12 - Multi Family Residential (12 units/acre) RHR - Residential High Rise PRD-MF - Planned Residential Dev Multi Family NRC - Neighborhood Retail Commercial CRC - Community Retail Commercial RRC - Regional Retail Commercial PCD - Planned Commercial Development LI - Light Industrial HI - Heavy Industrial PID - Planned Industrial Development MXD - Mixed Use Development CBD - Central Business District OIT - Office Institutional Transitional LRO - Low Rise Office OI - Office Institutional OS - Office Services OHR - Office High Rise
Applicant:	Signal Signs	
BZA Hearing Date:	11/28/2016	
Acquisition Date:		
Case Number:	V2016-53	
City of Marietta Planning & Zoning		

SITE PLAN
not to scale



2'-7" CHANNELS ON BACKER

38.7 square feet

Partner with the best.



www.mcsign.com

CLIENT:

QUICK FUEL

ADDRESS:

#202206
1325 FIELD PARKWAY
MARIETTA, GA 30066

PAGE NO.:

1

TICKET NO.:

419828

PROJECT MANAGER:

DAVE HOLBROOK

ELECTRONIC FILE NAME:

QUICK FUEL FLEET SERVICES\2016\GA\MARIETTA

DATE:

08/25/16

DESIGNER:

DN

REVISION HISTORY:

08/30/16 KW Revised to show updated location on siteplan

CLIENT SIGNATURE:

APPROVAL DATE:



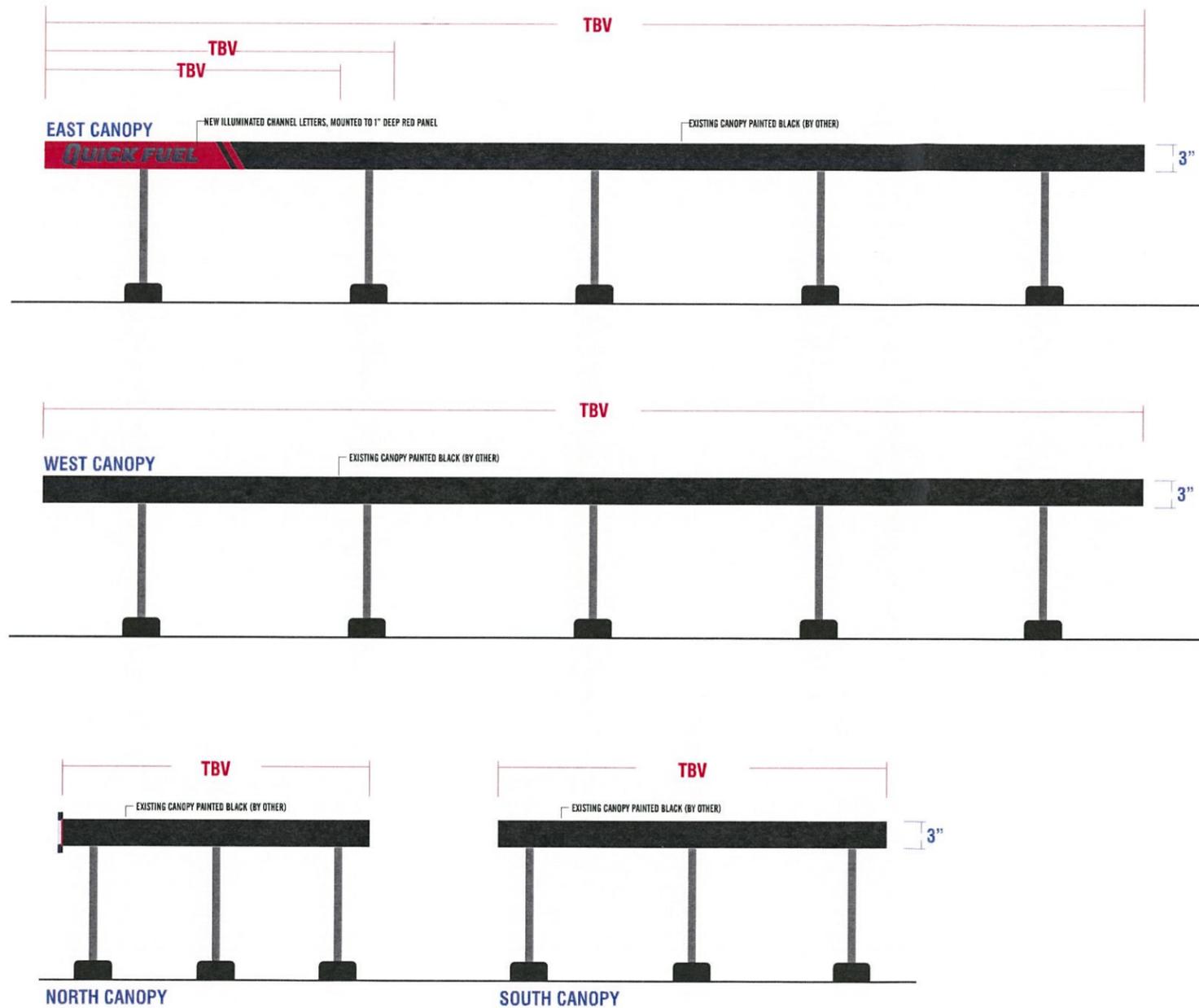
Corporate Office:
8959 Tyler Boulevard
Mentor, Ohio 44060
440-209-6200
800-627-4460

334 Industrial Park Road
Bluefield, Virginia 24605
877-779-9977

NOTE: PRINTS ARE THE EXCLUSIVE PROPERTY OF MC SIGN COMPANY. ANY UNAUTHORIZED USE OR DUPLICATION WILL RESULT IN A 20% CHARGE PER OCCURRENCE PER THE VALUE OF THE DISPLAY. © MC SIGN CO 1998

CANOPY ELEVATIONS

Scale: 1/16" = 1'-0"



EXISTING CONDITIONS



Partner with the best.



www.mcsign.com

CLIENT:
QUICK FUEL

ADDRESS:
#202206
1325 FIELD PARKWAY
MARIETTA, GA 30066

PAGE NO.:
2

TICKET NO.:
419828

DATE:
08/25/16

PROJECT MANAGER:
DAVE HOLBROOK

DESIGNER:
DN

ELECTRONIC FILE NAME:
QUICK FUEL FLEET SERVICES\2016\GA\MARIETTA

REVISION HISTORY:

08/30/16 KW Revised to show updated location on canopy

CLIENT SIGNATURE:

APPROVAL DATE:



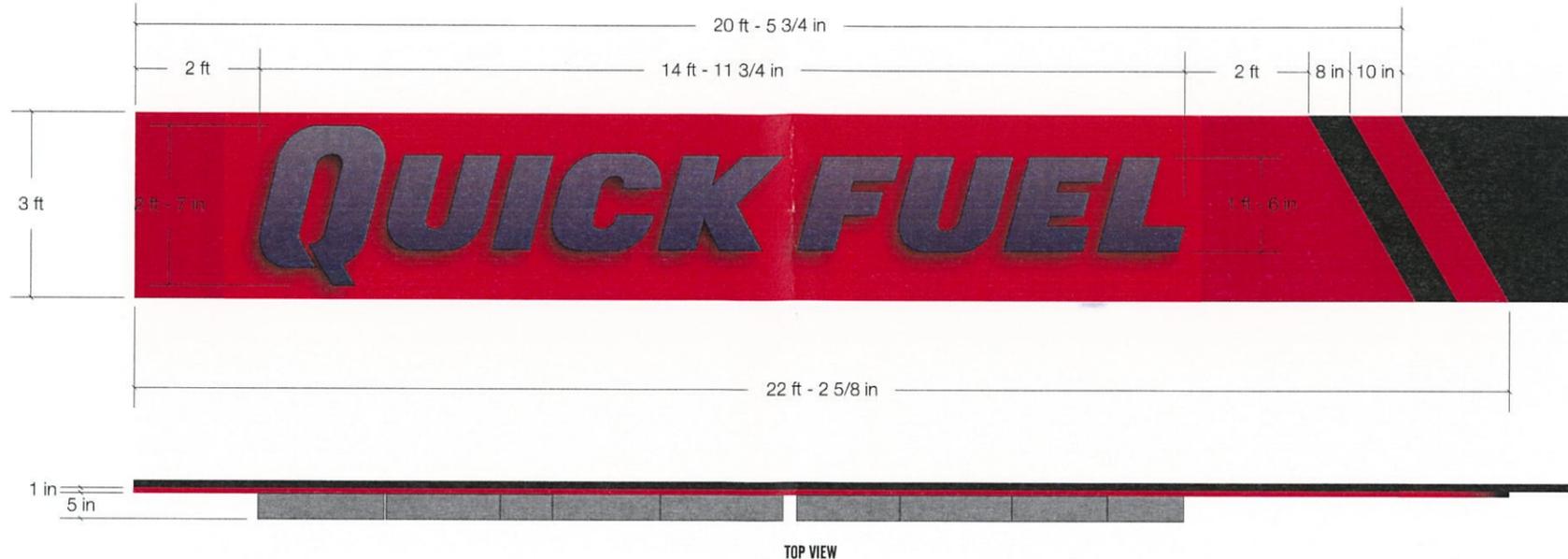
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CANOPY SIGNAGE

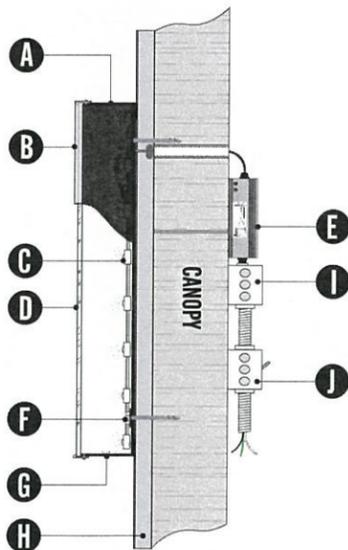
Scale: 3/8"=1'-0"

38.7 square feet



FACE LIT CHANNEL LETTERS ON PAN FACE / CROSS SECTION DETAIL

REMOTE LOCATED POWER SUPPLY



A	5" DEEP ALUMINUM RETURN (.040) BLACK
B	1" TRIM CAP BLACK
C	LED MODULES WHITE
D	CLEAR PLEXI FACE, 3M DIFFUSER FILM 2ND SURFACE & 3M CHROME(3635-110) 1ST SURFACE
E	POWER SUPPLY
F	MOUNTING HARDWARE
G	WEEP HOLES
H	1" DEEP ALUMINUM PAN FACE W/ PAINTED FINISH TO MATCH 3M RED (3630-33) & BLACK VINYL GRAPHIC
I	JUNCTION BOX
J	ELECTRICAL DISCONNECT

QUANTITY: (1) one set required for East side of canopy elevation

NOTE: FINAL ELECTRICAL CONNECTION IS THE RESPONSIBILITY OF THE OWNER. WILL ONLY PROVIDE CONNECTION IF APPROPRIATE ELECTRICAL SOURCE IS WITHIN 3' OF THE SIGN.

Partner with the best.



www.mcsign.com

CLIENT:
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REVISION HISTORY:

08/30/16 KW Revised to show updated letterset

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APPROVAL DATE:



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