

- 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



Subject property road frontage



2769 Delk Road – Pylon and General Advertising Sign



2799 Delk Road – Monument Sign



2789 Delk Road – no freestanding sign

Recommended Action:

Denial. The applicant, C.W. Edwards, is requesting variances that would allow a tenant the ability to construct a detached sign for its exclusive use. The property, located at 2799 Delk Road, is zoned CRC (Community Retail Commercial) and is approximately 2.7 acres in size. The properties to the west and south (across Delk Road) are also zoned CRC. An apartment complex, zoned PRD-MF (Planned Residential Development – Multi Family) is located directly to the north. To the east is a parcel located in unincorporated Cobb County and zoned GC (General Commercial).

The subject property contains three freestanding buildings, all containing separate tenants that operate independently of one another. The building on the eastern side of the property (2799 Delk Road) is an office building with its own multi-tenant monument sign, which was permitted in 2006 (06-806). The westernmost building (2769 Delk Road) contains the Delkwood Grill, which not only has its own detached pylon sign, but also has a two-sided, 14'x'48 general advertising sign (billboard) between the building and the road. The applicant is requesting a variance that would allow the building in the middle, occupied by Elite Package, to construct its own monument sign along Delk Road. A sign design was not submitted with the variance application although the tenant has stated that, should the variance be granted, he would wish to construct a sign that meets all other aspects of the sign ordinance.

One of the many purposes of the City's Sign Ordinance is to eliminate visual clutter along the City's roads. In order to accommodate properties containing multiple tenants, Section 714.05 (A) gives additional area, and in some circumstances height, allowances for one detached sign serving shared commercial buildings and shopping centers. This gives individual tenants the ability to have a roadside presence, but also furthers the city's goal of having cohesive and uncluttered corridors. This is an option available to the property owner making the variance request.

It should also be noted that there is a second alternative available to the applicant other than an appeal to the Board of Zoning Appeals. The parcel contains enough acreage and road frontage to be subdivided so that each building would sit on a separate tax parcel. This would allow each building to have its own detached sign without seeking variances.

As a result, the situation presented does not constitute a justifiable hardship or reason for appeal, as there are feasible options available to the applicant. ***Staff recommends denial of this variance request.***