



**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**



**Existing building on site (to be demolished)**



Future home of  
**Team Nissan**



**Recommended Action:**

**Denial.** The applicant, Chris Jones with Praxis 3 Architects, is requesting a variance for the property at 925 Cobb Parkway South in order to install architectural ribbed metal panels on a wall facing a public roadway. The property is zoned CRC (Community Retail Commercial) and is currently being redeveloped as a Team Nissan. The property is bordered to the north and south by properties also zoned CRC and containing automobile-oriented businesses. To the east is a property zoned LI (Light Industrial) and containing the AG Rhodes Health & Rehab facility. This application was heard by the Board of Zoning Appeals at the October 25<sup>th</sup>, 2010 hearing but was tabled at the applicant’s request.

Section 708.16.G.3 of the Zoning Ordinance states that “*Building design and materials may be of the developer’s choosing; however, structures which utilize metal siding shall be constructed with brick, stone, rock or wood covering any facade of the building facing a roadway.*” Due to design requirements by Nissan’s Image Program, the applicant is requesting a variance to use aluminum and steel-ribbed panels rather than siding with a textured material that simulates masonry.

At the September 27<sup>th</sup>, 2010 hearing, the Board of Zoning Appeals approved a similar request by Atlanta Beverage Company to use metal panels on the side of a building facing a roadway. However, this particular building is set back more than 300 feet from the road and will have three rows of large-canopied trees between the building and the street. Also, the Atlanta Beverage facility is located along a local road within an industrial park and will likely only be seen by truck traffic.



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This variance request was discussed, and was tabled, by the Board of Zoning Appeals on November 29, 2010.

During the discussion at the November meeting, the applicant requested information regarding the approval of the façade on the new Marietta Toyota facility. This facility, completed in 2008, is located just north of the subject property at 727 Cobb Parkway South, and includes a façade similar to the one proposed by the applicant. The architectural design of the Marietta Toyota facility was proposed during the rezoning process, and was approved as a zoning stipulation by the Mayor and City Council. While in this specific instance, a similar façade was approved by City Council, Staff has received no direction to revise any existing regulations regarding building facades.

As this property fronts a highly visible and highly traveled arterial corridor within the City of Marietta, and the building façade should meet current regulations. The inability or lack of desire for corporately-dictated designs to be modified to comply with local zoning requirements does not constitute a hardship.

***Staff recommends denial of this variance request.***