



Michael L. Thurmond  
Chief Executive Officer

# DeKalb County Zoning Board of Appeals

Department of Planning & Sustainability  
330 Ponce De Leon Avenue, Suite 300  
Decatur, GA 30030



Wednesday, January 9, 2019 at 1:00 PM

## Planning Department Staff Analysis

**N.1 Case No:** A-18-1235328      **Parcel ID(s):** 15-080-02-051

**Commission District: 03 Super District 06**

**Applicant:** Altair Sign and Light—Felicia Johnson  
6802 Buford Highway  
Doraville, Georgia 30340

**Owner:** Rush Truck Center of Georgia, Inc.  
555 IH-35 South, Suite 500  
New Braunfels, Texas 78130

**Project Name:** 2560 Moreland Avenue

**Location:** The property is located east of Moreland Ave and Fayetteville Road, approximately 154 feet west of Almand Road, at 2560 Moreland Avenue, Atlanta, Georgia.

**REQUEST:** Variance request from Section 21-18.(b) of the DeKalb County Sign Ordinance to increase the maximum height from 3 feet to 6 feet for five proposed directional signs, relating to the M zoning district..

**Staff Recommendation:** **“Approval”** Based on the submitted site plan and graphics received on November 05, 2018

**STAFF FINDINGS:**

**Table 1: Surround Zoning and Land Use**

	<b>Adjacent Zoning</b>	<b>Adjacent Land Use</b>
North	M	Vacant
East	M	Vacant
South	M and RE	Commercial
West	M	Vacant
Northeast	M	Vacant
Northwest	M	Vacant
Southeast	M	Commercial
Southwest	M	Commercial
Street Type	Major Arterial	

Site Location: The property is located east of Moreland Ave and Fayetteville Road, approximately 154 feet west of Almand Road, at 2560 Moreland Avenue, Atlanta, Georgia. The site is currently developed as a Trucking Center. The property fronts Moreland Ave which is classified as a major arterial street and Fayetteville Road which is classified as a local road.

Variance request: The applicant is requesting a variance from Section 21-18.(b) of the DeKalb County Sign Ordinance to increase the maximum height from 3 feet to 6 feet for five proposed directional signs, relating to the M zoning district.

Variance Analysis: Based on the submitted materials, the applicant is proposing to increase the proposed directional signs to 6 feet. Per Section 21-18.(b) of the DeKalb County Sign Ordinance -*The height of any directional sign shall not be more than three (3) feet above the ground.* Per the applicant, “the site has experienced high volumes of traffic flow daily to include automobiles, straight trucks, box trucks, tractors and trailers. Upon completion of our renovations, we will have four main entrances into our sites as follows: truck service; parts sales; truck sales; and trailer drop off lot. It is critical that the size of the information on our directional signs is large enough to view at a reasonable distance in order to make appropriate safe driving decisions.”

Based on the submitted materials, the applicant has provided a detailed site plan showing the location of the proposed 6-foot directional signs at each entrance as well as elevations of the proposed 6-foot elevations in comparison to a standard 14-foot eighteen wheeler. Based on the submitted materials and site visit it appears that the requested variances comply with the criteria for approval, based on the following findings.

**1. By reason of exceptional narrowness, shallowness or shape of a specific lot, or by reason of exceptional topographic conditions, which were not created by the owner or applicant, the strict application of the requirements of this chapter would deprive the property owner of rights and privileges enjoyed by other property owners in the same zoning district:**

Based on the submitted materials, it appears that the strict application of the requirements of this chapter would not deprive the property owner of rights and privileges enjoyed by other property owners in the same zoning district.

**2. The requested variance does not go beyond the minimum necessary to afford relief, and does not constitute a grant of special privilege inconsistent with the limitations upon other properties in the zoning district in which the subject property is located:**

Based on the submitted materials, the variance does not go beyond the minimum necessary to afford relief, and does not constitute a grant of special privilege inconsistent with the limitations upon other properties in the zoning district.

**3. The grant of the variance will not be materially detrimental to the public welfare or injurious to the property or improvements in the zoning district in which the subject property is located:**

Based on the submitted materials, the variance will not be materially detrimental to the public welfare or injurious to the property or improvements in the zoning district in which the subject property is located.

**4. The literal interpretation and strict application of the applicable provisions or requirements of this chapter would cause undue and unnecessary hardship:**

Based on the submitted materials, it appears that the literal interpretation and strict application of the applicable provisions or requirements of this chapter would cause an undue and unnecessary hardship due to the excessive amount of incoming traffic to the site which requires drivers to have large enough signage to view at a reasonable distance in order to make appropriate safe driving decisions.

**5. The requested variance would be consistent with the spirit and purpose of this Chapter and the DeKalb County Comprehensive Plan Text:**

Based on the submitted materials, it appears that the requested variance would be consistent with the spirit and purpose of this chapter and the DeKalb County Comprehensive Plan text.

**FINAL STAFF ANALYSIS:**

Based on the submitted materials, it appears that the literal interpretation and strict application of the applicable provisions or requirements of this chapter would cause an undue and unnecessary hardship due to the excessive amount of incoming traffic to the site which requires drivers to have large enough signage to view at a reasonable distance in order to make appropriate safe driving decisions. Therefore, the Department of Planning and Sustainability recommends that the application be "Approved".

**STAFF RECOMMENDATION: "Approval" Based on the submitted site plan and graphics received on November 05, 2018**