



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, March 13, 2019 at 1:00 PM

### Planning Department Staff Analysis

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**N.4 Case No: A-19-1243117 Parcel ID(s): 18-047-08-011**

**Commission District: 04 Super District 06**

**Applicant:** Elro Signs and Expressit Permit Service  
1640 Sand Place  
Marietta, Georgia 30067

**Owner:** 3103 N.D. LLC  
P.O. Box 320099  
Alexandria, VA 22320

**Project Name:** 3103 N. Decatur Rd

**Location:** The property is located at the southwest corner of North Decatur Road and Hempstead Street, at 3103 North Decatur Road, Scottdale. Georgia.

**REQUEST:** Variance from Section 21-20(a) of the DeKalb County Sign Ordinance to allow two (2) wall signs (one primary and one secondary) to be greater than 150 square feet with 45" and 36.5 high letters, relating to the C-1 zoning district and the Scottdale Overlay District-Tier 1.

**Staff Recommendation:** "DENIAL".

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## **STAFF FINDINGS:**

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

	<b>Adjacent Zoning</b>	<b>Adjacent Land Use</b>
North	Multiple Zoning and Scottdale Overlay District	Commercial
East	C-1, M, and Scottdale Overlay District	Detached single family homes
South	M and Scottdale Overlay District	Undeveloped
West	C-1, M, and Scottdale Overlay District	Retail & Detached single family homes
Northeast	C-1 and Overlay District	Retail
Northwest	C-1 and Overlay District	Retail
Southeast	M and Scottdale Overlay District	Detached single family homes
Southwest	M and Scottdale Overlay District	Detached single family homes
Street Type	Minor Arterial	

Site Location: The property is located at the southwest corner of North Decatur Road and Hempstead Street, at 3103 North Decatur Road, Scottdale, Georgia. The site is zoned C-1 and Scottdale Overlay District is currently developed. The property fronts N. Decatur Rd and is classified as a Minor Arterial street.

Variance request: The applicant is requesting a Variance from Section 21-20(a) of the DeKalb County Sign Ordinance to allow two (2) wall signs (one primary and one secondary) to be greater than 150 square feet with 45" and 36.5 high letters, relating to the C-1 zoning district and the Scottdale Overlay District-Tier 1.

Variance Analysis: Per Sec. 21-20 of the DeKalb County Sign Ordinance *maximum square footage for wall signage is 30 sq. ft. or 4 sq. ft. per linear foot of the wall or canopy, whichever is greater, up to a maximum of 150 sq. ft. for buildings under 12 stories.* Based on the submitted material, Sign one will be 76' X 50' or 3,800 square foot, the applicant is requesting to have a 152 square foot sign with 45' letters. This will be 4% of the wall and is also only a 2% larger than the allotted square feet allowed. The current letters are 46.25 "in height. Sign width is under the 80% of the wall allowed per the code. Sign two will 50' X 49" or 2,450 square foot elevation and we are requesting a 98.6 square foot sign with 36.5" letters. Per the applicant, this is only 4% of the wall and is within the square foot allowed for a wall sign within this zoned property. The current letters are 46.25" in height sign width is under the 80% of the allowed per the code.

However, Sec. 3.36.13. (K)(4.) of the Scottdale Overlay District Sign Ordinance *lettering shall consist of block lettering in which individual letters are proportional in size to the overall size of the sign, but in no event shall individual letters exceed twenty-four (24) inches in height.* Based on the submitted graphics, sign 1- Wall Sign has an average lettering of 28". The largest lettering is 30". Sign 2 wall sign has an average lettering of 22.7 inches and its' largest letter is 30". Both signs do not meet the sign requirements outlined in the Scottdale Overlay District Sign Ordinance and no hardship is presented.

**FINAL STAFF ANALYSIS:**

Based on the submitted materials and site visit, per Section 3.36.13. (K)(4.) of the Scottsdale Overlay District Sign Ordinance *lettering shall consist of block lettering in which individual letters are proportional in size to the overall size of the sign, but in no event shall individual letters exceed twenty-four (24) inches in height.* Both signs do not meet the sign requirements outlined in the Scottsdale Overlay District Sign Ordinance and no hardship as not been presented. Therefore, the Department of Planning and Sustainability recommends that the application be "Denied".

**STAFF RECOMMENDATION: "DENIAL"**