



Architecture ■ Engineering



March 15, 2016

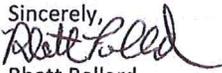
Attn: Members of the Board of Appeals

RE: Proposed Zaxby's at Park Place Shopping Center
Site address: 1780 Scenic Hwy Snellville

Letter of Intent of Variance request

This variance request for the Zaxby's restaurant brought to the City Board of Appeals is proposing an increase in the allowable amounts of stucco given by the BG zoning category in Table 1 of Section 7.7 of the Architectural Design Standards ordinance. To maintain the design intent of the building, it is requested that excluding trim a 36% amount of stucco cladding be allowed for the front façade in lieu of the 25% maximum. No variance is proposed to the allowed 50% maximum amount of stucco for the sides and rear of the building which are all under 50% (See attached color elevations and area calculations).

The proposed 3,854 sf Zaxby's restaurant which is part of the 13 acre Park Place proposed subdivision at 1780 Scenic Highway is designed based on Zaxby's relatively new national chain prototype. This design is meant to project a new store brand image of a farm building by using a farm vernacular vocabulary such as a board and batten patterned façade and a corrugated metal roof. Synthetic stucco walls, painted cement board trim and painted cedar wood canopy brackets are used with a high amount of detail to give the building design an authentic historic look. Zaxby's prototype design includes a knee wall of brick all the way around the building to project a notion of permanence and give it physical durability. The proposed building design by the request of the developer has an increased amount of brick masonry over the amount of masonry in the Zaxby's national prototype. Overall, the farmhouse look and its vernacular detailing is crucial to the conformity of the Zaxby's national brand image.

Sincerely,


Rhett Pollard

Architect Assoc.

Hill Foley Rossi and Associates

Architectural Department