



COPY

VIA EMAIL & US MAIL

March 20, 2017

Mr. Doug Wilkerson
Managing Partner
SCENIC AVENUE, LLC
PO Box 704
Loganville, Georgia 30052

RE: Wall Sign Permit Application (ID #17-00090)
Scenic Promenade – 1679 Scenic Hwy., Snellville, Georgia

Dear Mr. Wilkerson,

Please be advised the Wall Sign Permit application, received on February 28, 2017 for the above referenced location for the installation of one 8' high x 18'-9" wide, 150 sq. ft., 'Best Buy' backlit projecting wall sign to be installed on the existing concrete block retaining wall, as shown on the submitted sign drawing entitled 'Wall Sign Concept', dated 02-28-2017, described in Exhibit "A", a copy of which is attached hereto and incorporated herein by reference, has been reviewed by the City of Snellville Department of Planning and Development is hereby **DENIED**.

This decision was made based on the definition of 'Sign, Wall' of Sec. 12.2, Definitions of the City of Snellville Sign Ordinance, copy of which is attached hereto as Exhibit "B" and incorporated herein by reference, as:

"A sign fastened to the wall of a building or structure in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign and which does not project more than twelve-inches (12") from such building or structure. The total signage on one side of a building or structure shall constitute one (1) wall sign."

We believe this definition and use of the word 'structure' is not intended to apply to concrete block retaining walls, rather, buildings and other building-type structures.

City of Snellville Planning Department

2342 Oak Road Snellville, GA 30078 770-985-3514 770-985-3551 Fax www.snellville.org

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Page Two

Further, no message or content depicted on the proposed sign was considered in reviewing the Wall Sign Permit application and the subsequent denial.

In accordance with Section 12.9(6)(C), Appeal/Administrative Review, you may appeal the denial of your application to the Zoning Board of Appeals for relief or reconsideration within 30-days from the date of this letter. The Zoning Board of Appeals shall review said application at the next regularly scheduled meeting. Applications for appeals shall be subject to the provisions of Article XIV of the City of Snellville Zoning Ordinance.

Thank you for your understanding with this matter. Please give me call at 770-985-3518 if you have any questions.

Sincerely,



THE CITY OF SNELLVILLE, GEORGIA

Jason Thompson, Director
Department of Planning and Development

Enclosures: Exhibit "A" and "B"

JT/jd

cc: Roger A. Grant, Columbia Engineering
Shane Lanham, Mahaffey Pickens Tucker, LLP

