



GA-483 – Presidential Commons Kroger Fuel Center

Letter of Intent for Conditional Use Permit and Variance Requests

October 15th, 2018

The Request

Conditional Use Permit to allow Gas Station and Variances for Signage
1670 Scenic Hwy. North, Snellville, GA

Existing Zoning: BG (General Business)

Parcel Ownership

Stephen Kirby c/o DDR Southeast Snellville, LLC
3300 Enterprise Parkway
Beachwood, OH 44122
404-460-0990

Authorized Agents

The Kroger Company - Mr. Arahn Hawkins
2175 Parklake Drive, NE
Atlanta, GA 30345
770-496-5399

Introduction & Project Description

The property at 1670 Scenic Hwy. North in Snellville is currently developed as the Presidential Commons Shopping Center that includes a Kroger grocery store, Home Depot and several other junior anchors, retail shops, restaurants and outbuildings. The area planned for the proposed Kroger Fuel Center is an under-utilized parking area in between the Chipolte outbuilding and access drive at the western boundary of the Home Depot and Kroger store parking lots.

The site is planned for a fueling center that will include seven (7) dispensers with pumps on either side for a total of 14 fueling positions. The dispensers will be covered by a canopy and there will also be a 178sf modular kiosk building where the fuel attendant will monitor the fuel center area as well as take cash and credit card transactions for customers that do not wish to pay at the pump. The walk-up kiosk will also have various sundries for sale as well as a restroom for employee use. Two (2) underground gasoline storage tanks are proposed on the northwest corner of the fuel center's canopy pad.

The hours of the Kroger Fuel Center will be 6am to 11pm, seven days a week.

Conditional Use Permit Request

Gas Stations are only allowed in the BG zoning district with an approved Conditional Use Permit. The proposed Kroger Fuel Center is considered a “gas station” and thus the reason for the Conditional Use Permit request.

Per the Section 9.10(3)h of the Snellville, GA Code of Ordinances, Gas Stations will be allowed provided that the following criteria are met:

1. Fuel pumps shall not be closer than 30 feet from the right-of-way. *See attached plans C-1.1 and C-1.2 that demonstrate that the proposed fuel pumps are greater than 30 feet from the right-of-way of GA Hwy. 124.*
2. Fuel pumps and gas storage tanks shall be set back at least 100 feet from any residential district. *The proposed fuel center will be located in a parking area interior to the existing commercial development, thus there are no residential districts located within 100 feet or less to the proposed fuel pumps and gas storage tanks. See Note #4 on both the C-1.1 and C-1.2 site plans.*
3. Canopy design shall conform to the specifications indicated in architectural design standards. *See the attached color rendering showing the elevations of the proposed fuel center kiosk building and canopy structure. Also see the “Architectural Materials” section below.*

Architectural Materials

The development will consist of earthtone colored fascias on the kiosk building and canopy. The canopy columns will be clad with brick and the kiosk building will be comprised of brick to match that of the surrounding shopping center.

Please refer to the elevations of both the kiosk and canopy submitted with this application.

Trees & Landscaping

In a meeting with City Planning on 6/28/18, it was mentioned that there was a previous issue with the owner of the shopping center removing trees within the development. The shopping center owner has since replaced these trees, per the City’s direction, but some have died and/or are dying.

It was also discussed that the construction for the fuel center canopy and kiosk would entail removing some existing trees in that area of the parking lot and it was suggested that those trees could be replanted in new islands created in the existing parking lot in front of the Kroger grocery store to try and break up some of the large expanses of asphalt that exist today.

Please see the attached Conceptual Landscape plan that shows where four (4) new islands will be added within the existing Kroger grocery store parking lot. This plan also contains a chart

indicating the trees removed for the fuel center verses what is being planted in the store parking lot as well as in a couple of landscape islands on the east and west ends of the fuel center canopy. Per a meeting with the City Planning department on 9/11/18, a note has been added to this plan to indicate that the owner of the shopping center is responsible for replacing all dead and/or dying trees within the development outside of the areas of construction proposed for the fuel center improvements.

Parking

There will be approximately 76 parking spaces removed for the proposed fuel center. An additional 8 spaces will be lost within the existing Kroger grocery store parking lot and will be replaced with four (4) landscape islands (see “Trees and Landscaping” section above). However, the shopping center will still meet the City of Snellville’s parking requirements. See the Site Analysis on sheets C-1.1 and C1-2.

Variance Requests

This project also entails two (2) variance requests:

1. To Allow Electronic Message Boards (EMB) on the Fuel Center Canopy

Per Section 12.8.B of Article XII (Signs) portion of the Snellville, GA Code of Ordinances, electronic messaging may be an element of a monument, freestanding, or window sign (only).

There are two (2) LED price changer signs proposed on the fuel center canopy. One will be on the east end of the north elevation so that the prices of gasoline will be visible to customers traveling to/from the Kroger grocery store. The other will be on the west end of the south elevation and will be visible to customers entering the shopping center via the right-in/right-out drive entrance just south of the main signalized entrance into the development. Since a “canopy sign” is not one of the options mentioned where EMB is allowed, a variance is being requested to add both of these signs.

2. To Allow the EMB Display to Exceed the 50% Maximum

Section 12.8.B of Article XII (Signs) portion of the Snellville, GA Code of Ordinances also states that the electronic messaging shall not exceed 50 percent of the allowable sign area.

Per Section 12.4B.9 of Article XII (Signs) portion of the Snellville, GA Code of Ordinances states that canopy signs shall not exceed 15 percent of the face of the canopy on which the sign is located.

Both of the LED price changer signs are proposed on the longer (north & south) elevations of the canopy. The canopy fascia height is 3.5 feet and the length is 126 feet, totally 441sf of total canopy fascia area. A maximum of 66sf (15% of 441) of signage can

be located on each of the north and south elevations. Of each canopy sign, only 33sf (50% of 66sf) could be allowed per code for the EMB.

The LED triple-price changers are 13 feet in length and 3.5 feet in height, for a total of 45.5sf. See attached cut sheet from Landmark Sign Alliance, Inc. Thus, a variance is required for each of the 45.5sf price signs to exceed the maximum of 33sf allowed per code.

Justifications for Above-Referenced Variance Requests

To be competitive as a gas retailer, your price must be visible to customers. The existing shopping center pylon sign does not have space on it to add fuel pricing. See attached picture of pylon sign. Since the fuel center area will not be subdivided into a separate parcel, it will not be allowed its own ground signage. Thus, the two locations on the fuel center canopy are being proposed so the gas pricing can at least be visible to customers within the shopping center.

For comparison, the Quik Trip gas station located 2008 Scenic Hwy. S has a monument sign displaying fuel pricing right along the road frontage. The convenience store building, fuel canopy and dispensers are also located close to the road and are easily visible from cars traveling in both directions along Scenic Hwy. (See attached Google Street View picture of existing Quik Trip gas station and monument sign). The RaceTrac located at 2211 Scenic Hwy. S also has a monument sign that includes the LED display of fuel pricing. Like the QuikTrip, the sign, convenience store, fuel canopy and pumps are very visible to traffic traveling in both directions. (See attached picture of existing RaceTrac gas station and monument sign along Scenic Hwy.)

The location of the canopy price changer proposed on the southern elevation of the Kroger Fuel Center is approximately 246 feet from the closest edge of curb along Scenic Hwy. North. The one proposed on the north elevation of the Kroger Fuel Center will be approximately 354 feet from the closest edge of curb along Scenic Hwy. North. The attached site plans (C-1.1 and C-1.2) and aerial exhibit show these dimensions. Neither sign will likely be visible from the Scenic Hwy. North given the distance as well as the Chipotle outbuilding and trees in between the fuel center and the road.

Therefore, the above-referenced variances are requested to allow pricing to be displayed on the fuel center canopy at a size that will at least be visible to customer coming from the Kroger grocery store as well as the customers entering the shopping center via the right-in/right-out drive entrance southwest of the proposed fuel center.