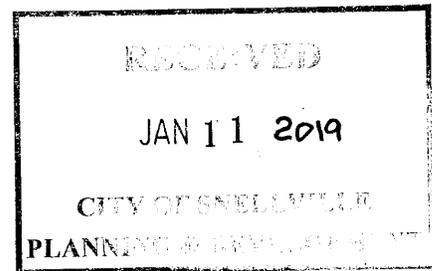


Snellville Planning & Development
2342 Oak Road
Snellville, GA 30078



LETTER OF INTENT FOR CONDITIONAL USE PERMIT:

Proposed 2,108 SF Instant Oil Change Facility at 2018 Scenic Hwy, Snellville Ga 30078

The applicant, Valvoline Instant Oil Change, intends to apply for a Conditional Use Permit in order to construct a 2,108 SF building on the lot located at 2018 Scenic Hwy. Presently, ~~there is a 2,892 SF Auto glass shop operating on-site and the property is zoned General Business (BG).~~ It is understood that an oil change facility use within the General Business district requires a Conditional Use Permit. This letter of intent is supported with the Conditional Use Application, Site plan and required information.

As part of the Conditional Use Permit, Valvoline will request a variance to the existing 30' minimum buffer strip requirement. The existing 30' landscape buffer was a variance for the 60' landscape buffer required by code and approved by Snellville's Mayor and Council on 1-27-2003. Valvoline is requesting the minimum buffer be reduced to 11.19' to allow for the required parking spaces and dumpster area. The Valvoline site requires the internal drive aisle to circle the building and the 20' departure area from the service bays. With the need for this internal traffic pattern and including the 10' landscape setback requirement, the proposed Valvoline building is as close to Scenic Highway as possible, per the Zoning Code. However, with required stacking area and drive aisle behind the building the required parking spaces and dumpster area requires use of the rear buffer zone.

This reduction of the buffer zone directly affects the property located at 2029 Dogwood Road which is adjacent to the proposed Valvoline site at 2018 Scenic Highway. Lee-Yang Kwang, the property owner of 2029 Dogwood Road, has been made aware of the proposed Valvoline plans and reduction of the current buffer zone. Lee-Yang Kwang was shown the proposed concept plan V4, attached, dated 10-23-18. The proposed improvements were staked in the field for Lee-Yang's visual understanding of the proposed back of curb. Lee-Yang Kwang after reviewing the documents and visual stakes signed the attachments stating he has no objection to the reduction of the existing buffer.

Valvoline will be requesting a variance to the existing signage code requirements as well. Valvoline uses a flat – Channel letter logo style sign at their locations and this has become part of their national branding. It has been brought to our attention that this type of sign may not be allowed due to the 60/40 ratio (channel letter construction to cabinet/ logo box) requirement. The building sign text and logo is proportioned to the trademark and is the basis of the Valvoline national image program. Valvoline has yet to stray from this national brand image and feels it may cause negative affects if they do so. We have included a technical example of the building signs used for Valvoline locations in this submittal.

Valvoline will also request a variance regarding signage size. For the most part, all building (wall) signage and monument signage falls within the max area restriction, established by section 12.4 for allowable signage area. The sign in need of a variance is located on the North side of the building facing Dogwood Drive. This elevation is a total of 745 square feet (including visible roof area). Valvoline would like to install a 45 square foot sign on this elevation, roughly 6% of the elevation. Valvoline is requesting this variance due to the fact it faces a main road and can be visible from the main intersection as well.

Overall the signage portion of this variance will be to allow the use of the trademark signage while retaining the trademark proportions as well.

The applicant respectfully requests the application for a Conditional Use Permit, including the variance to the minimal buffer zone and signage variance be approved to permit the proposed Valvoline Instant Oil Change.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Duley". The signature is fluid and cursive, with a long, sweeping tail that extends to the right.

CHRIS DULEY
MANAGER PRE-CONSTRUCTION VIOL