



**CITY OF SNELLVILLE  
PLANNING & DEVELOPMENT DEPARTMENT  
BOARD OF APPEALS**

**VARIANCE CASE SUMMARY**

**October 17, 2023**

**CASE NUMBER:** #BOA 23-03

**VARIANCE REQUEST:** UDO Sec. 207-6.4.B.2. (Wall Signs) to increase the maximum allowable wall sign area by 25% (37.873 SF) from 157.04 SF to 194.913 SF

**LOCATION:** Presidential Markets Shopping Center  
Suite 5,000  
1905 Scenic Highway, Snellville, Georgia

**TAX PARCEL:** R5040 214

**CURRENT ZONING:** HSB (Highway Service Business) District

**DEVELOPMENT/PROJECT:** Nordstrom Rack Department Store

**APPLICANT:** Gabriella Andreozzi, Supreme Sign Services  
678-971-5790  
[Permits@supremesignservices.com](mailto:Permits@supremesignservices.com)

**PROPERTY OWNER:** GRI-EQY (Presidential Markets) LLC  
Bethesda, Maryland 20817

**RECOMMENDATION:** Approval with Condition



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## **VARIANCE CASE ANALYSIS**

**October 17, 2023**

**TO:** Snellville Board of Appeals

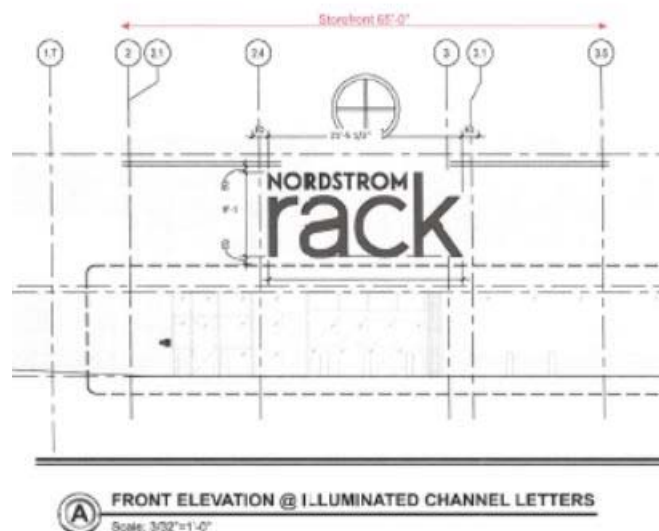
**SPECIALLY CALLED MEETING DATE:** October 17, 2023

**FROM:** Jason Thompson, Director  
Department of Planning and Development2

**CASE NUMBER:** **#BOA 23-03**

**REQUEST:**

The Department of Planning and Development has received a variance application from Gabriella Andreozzi, Supreme Sign Services representing Coast Signs for their client Nordstrom Rack Department Store requesting variance from Sec. 207-6.4.B.2. (Wall Signs) of Article 7 Chapter 200 of the Snellville Unified Development Ordinance (“UDO”) to increase the maximum allowable sign area by 25% (37.873 sq. ft.) from 157.04 sq. ft. to 194.913 sq. ft. for a Nordstrom Rack wall sign on the front elevation storefront, Presidential Markets Shopping Center, 1905 Scenic Highway, Suite 5000, Snellville, Georgia.



**FINDINGS OF FACT:**

After opening its doors to the public in Suite 5000 of the Presidential Markets Shopping Center in October 1997, the ±350 sq. ft. Bed Bath & Beyond (“BB&B”) illuminated channel letter wall sign sat prominently above the storefront for 26-years, until the April 2023 bankruptcy filing which resulted in closure of the Snellville location in February 2023.



In May 2023, Nordstrom Rack was issued a building permit for the \$3.9M remodel of the former BB&B tenant space.

In Aug 2023, the city received a sign permit application for the storefront wall sign; however, it was determined that the sign area for the proposed Nordstrom Rack wall sign exceeded the maximum

allowable sign area based on the ±4,000 sq. ft. façade area of the storefront; resulting in receipt of the variance application and request for Board of Appeals variance approval for the increase in sign area.

**VARIANCE ANALYSIS:**

At the time BB&B opened in 1997, the 1983 Snellville Zoning Ordinance allowed for maximum wall signage to not exceed 30% of the façade area of the tenant space. Since 1983, the sign ordinance has gone through several amendments, with the current sign ordinance allowing for a maximum wall sign area equal to a percentage of the façade (face) area of the building elevation containing the wall signage as follows:

Gross Building Elevation Face Area	Min. Sign Area	Max. Sign Area
0—1,000 sf.	36 sf.	5.0% of face area
1,001—2,600 sf.	60 sf.	5.0% of face area
2,601—3,600 sf.	120 sf.	4.0% of face area
3,601—4,500 sf.	140 sf.	4.0% of face area
over 4,500 sf.	160 sf.	3.5% of face area

Prior to the June 12, 2023 UDO amendment, by administrative variance authority, the Planning Director could approve maximum sign area variances by up to 25%. The request by the applicant is consistent with what would have been considered and approved by the Planning Director prior to June amendment as the storefront façade (face) area is quite large and sits

back from the Scenic Highway traveling public by 500 feet. The request for ±195 sq. ft. of wall signage represents a reduction of 155 sq. ft. (56%) from the original BB&B wall sign.

### **STANDARDS FOR CONSIDERATION:**

Pursuant to Sec. 103-7.2.B of Chapter 100 of the UDO, the City of Snellville Zoning Ordinance, the City finds the following standards are relevant in considering all applications for a Variance.

1. That special conditions and circumstances exist which are peculiar to the land, structure, or building involved and which are not applicable to other land, structures, or buildings in the same zoning district;

Applicant Response: *Due to foliage and store placement inside of the shopping center, the client (Nordstrom Rack) is requesting a larger sign on the front of their building. They feel motorists on either side of the highways view have been obstructed and would like the sign to be bigger for visibility.*

2. That literal interpretation of the provisions of this UDO would deprive the applicant of rights commonly enjoyed by other properties in the same district under the terms of this UDO;

Applicant Response: *The signage in the shopping center currently would not be affected if the larger requested signage for Nordstrom Rack was permitted. It would not draw attention away from the other tenants as we are only asking for a 25% overall increase.*

3. That the special conditions and circumstances do not result from the actions of the applicant; and

Applicant Response: *We are the third party vendor hired on behalf of Coast Sign for sign permit obtainment and installation of signage. We have no affiliation or contract with main client and are presenting only with information Coast Signs has provided.*

4. That granting the variance requested will not confer on the applicant any special privilege that is denied by this UDO to other lands, structures, or buildings in the same district.

Applicant Response: *Due to a confidentiality contract agreement, we do not confer with the end client/applicant Nordstrom Rack in any way.*

### **STAFF RECOMMENDATION:**

The Department of Planning and Development recommends **APPROVAL** of variance from UDO Sec. 207-6.4.B.2. (Wall Signs) to increase the maximum allowable wall sign area for the

Nordstrom Rack wall sign on the front storefront elevation to not exceed 200 sq. ft. with the following recommended **CONDITION:**

1. Applicant shall obtain an approved wall sign and building permit by the City of Snellville Planning Department before installation of any new wall signage for Nordstrom Rack.