



City of Statesboro-Department of Planning and Development
DEVELOPMENT SERVICES REPORT

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V-19-02-01	
VARIANCE REQUEST	
349 BRAMPTON AVENUE – WALMART NEIGHBORHOOD MARKET	
LOCATION:	349 Brampton Avenue
REQUEST:	Variance from Article XV Section 1509(C) Table regarding the maximum number of building signs allowed in Sign District 3.
APPLICANT:	BRR Architecture, Inc.
OWNER(S):	Walmart Stores Inc.
ACRES:	5.61 Acres
PARCEL TAX MAP #:	MS74 000198A 036
COUNCIL DISTRICT:	District 5 (Duke)

Case # V 19-02-01
 349 Brampton Ave
 Parcel: MS74000198A036

The boundaries depicted on this map are approximate and should be used for reference only.
 City of Statesboro Department of Planning and Development

PROPOSAL:

The applicant requests a variance from Article XV Section 1509(C) Table 5 of the *Statesboro Zoning Ordinance* regarding the maximum number of building signs allowed in Sign District 3. (See **Exhibit A – Location Map**). Specifically, the applicant's goal is to install one (1) additional building sign on the front elevations for the Walmart Neighbor Market's On-line grocery pick-up service.

BACKGROUND:

Currently, the site is occupied by a Walmart Neighborhood Market. The applicant was approved for two (2) new wall signs totaling 145.59 sq. ft. of building signage on the front elevation on August 26, 2014 (See **Exhibit E—Permit 2634**). The applicant is proposing to install one (1) additional wall sign to the front elevation as well. The size would not exceed the allowed square footage, but per Table 5, only one building sign per elevation is permitted.

SURROUNDING LAND USES/ZONING:

	ZONING:	LAND USE:
NORTH:	CR (Commercial Retail)	Hampton Inn & Suites Hotel & Core Credit Union Construction Site
SOUTH:	CR (Commercial Retail) & PUD/CR (Planned Unit Development w/ Commercial Retail Overlay)	Professional Business Office Park, BBWH Insurance Company Offices, Smoothie King, Great Clips Hair Salon, Vacant Retail Space & Vacant Land
EAST:	CR (Commercial Retail)	McDonald's Restaurant, Panda Express Restaurant, & Walmart Gas Station
WEST:	CR (Commercial Retail)	Walker Pharmacy & Boutique

The subject property is located within the CR (Commercial Retail). Surrounding parcels include retail, restaurant, hotel, office, and vacant land uses, such as Smoothie King, McDoland's Hampton Inn & Suites, Market District Retail, etc. (See **Exhibit A –Location Map & Exhibit C—Photos of Subject Site**).

ATTACHMENTS: **Exhibit A** (Location Map), **Exhibit B** (Future Development Map), **Exhibit C** (Photos of Subject Site), **Exhibit D** (Sec. 1509(C) Table 5), **Exhibit E** (Permit 2634), **Exhibit F** (Proposed Signage)

COMPREHENSIVE PLAN:

The *City of Statesboro Comprehensive Master Plan's* Future Development Map includes the subject site in the following character area:

“Activity Centers/Regional Centers”	
<i>Vision</i>	<i>Suggested Development & Implementation Strategies</i>
Currently dominated by auto-oriented design and large surface parking lots, the Activity Centers will evolve into pedestrian-oriented shopping, office, and entertainment places that may also accommodate high-density residential development. Where excess parking is located, infill development can break up large surface lots. Tree plantings and landscaping will be generous to soften the development intensity in these areas. Access to these activity centers will be easily achieved for pedestrians, cyclists, and drivers alike.	<ul style="list-style-type: none">• New developments that contain a mix of residential, commercial uses and community facilities at small enough scale and proximity to encourage walking between destinations.• Include community gathering places, such as squares, plazas, etc. into commercial and mixed use developments.• Infill and redevelopment in these areas should occur according to a master plan that allows for mixed uses, transportation choices, and urban design that mitigates the appearance of auto-dependence. <p><i>Statesboro Comprehensive Master Plan, Community Agenda page 25-26.</i></p>

In addition, the Future Development Map and Defining Narrative section of the Comprehensive Plan states the following:

“Statesboro residents have expressed dissatisfaction with a variety of features in the community which clutter streetscapes and obstruct natural landscape features -particularly on major corridors entering and exiting the community. While City leadership has acknowledged the need to comprehensively update land development regulations to holistically address aesthetic concerns, there exist a number of individual topics which can be addressed by ordinance amendments in the short-term. Signs (attached and detached) should be managed by incorporating uniform design features, and by restricting billboards and other off-premise signage which distract from traffic control signage and compete with local and other on-site businesses.”

Statesboro Comprehensive Master Plan, Community Agenda page 11.

ANALYSIS

I. Variance from Article XV Section 1509(C) Table 5: Sign District 3 Dimension standards to allow for installation of one additional building sign on the front building elevation.

The applicant is requesting a variance from Article XV (Signs) regarding the maximum number of building signs allowed in Sign District 3. Article XV (Signs) Section 1509 of the *Statesboro Zoning Ordinance* regulates the dimensional standards for all building signs within the City of Statesboro. The subject site is located in the CR (Commercial Retail) zoning district and is regulated by the dimensional standards of Sign District 3. The ordinance states that one building sign is permitted per elevation (See **Exhibit D**—Section 1509(C) Table 5).

The applicant has installed two (2) building signs on the front elevation, at a size of 145.59 sq ft collectively, and the intention of this request is to allow for the installation of one (1) additional signs for the Walmart Neighborhood Market’s On-line grocery pick-up service. This does not exceed the maximum square footage allowed for this planned commercial center, but would bring the **total number of building signs to 3 for the front building elevation**, which is an **additional 2 signs** over the maximum allowed (See **Exhibit F**—Proposed Signage).

ANALYSIS (Cont'd)

Section 1503(G) states that no variances shall be permitted from the terms of Article XV regarding signs in the *Statesboro Zoning Ordinance*. It continues to state that "Specifically, no variances under article XVIII of this ordinance [chapter] shall be applicable to the standards contained within this article." However, Article XV regarding signs is part of the *Statesboro Zoning Ordinance*, which provides for the award of variances by the City Council from the zoning regulations stating that "approval of a variance must be in the public interest, the spirit of the ordinance must be observed, public safety and welfare secured, and substantial justice done" and **Section 1801 states that the Mayor and Council [should] consider if the following are true in its consideration of a variance request:**

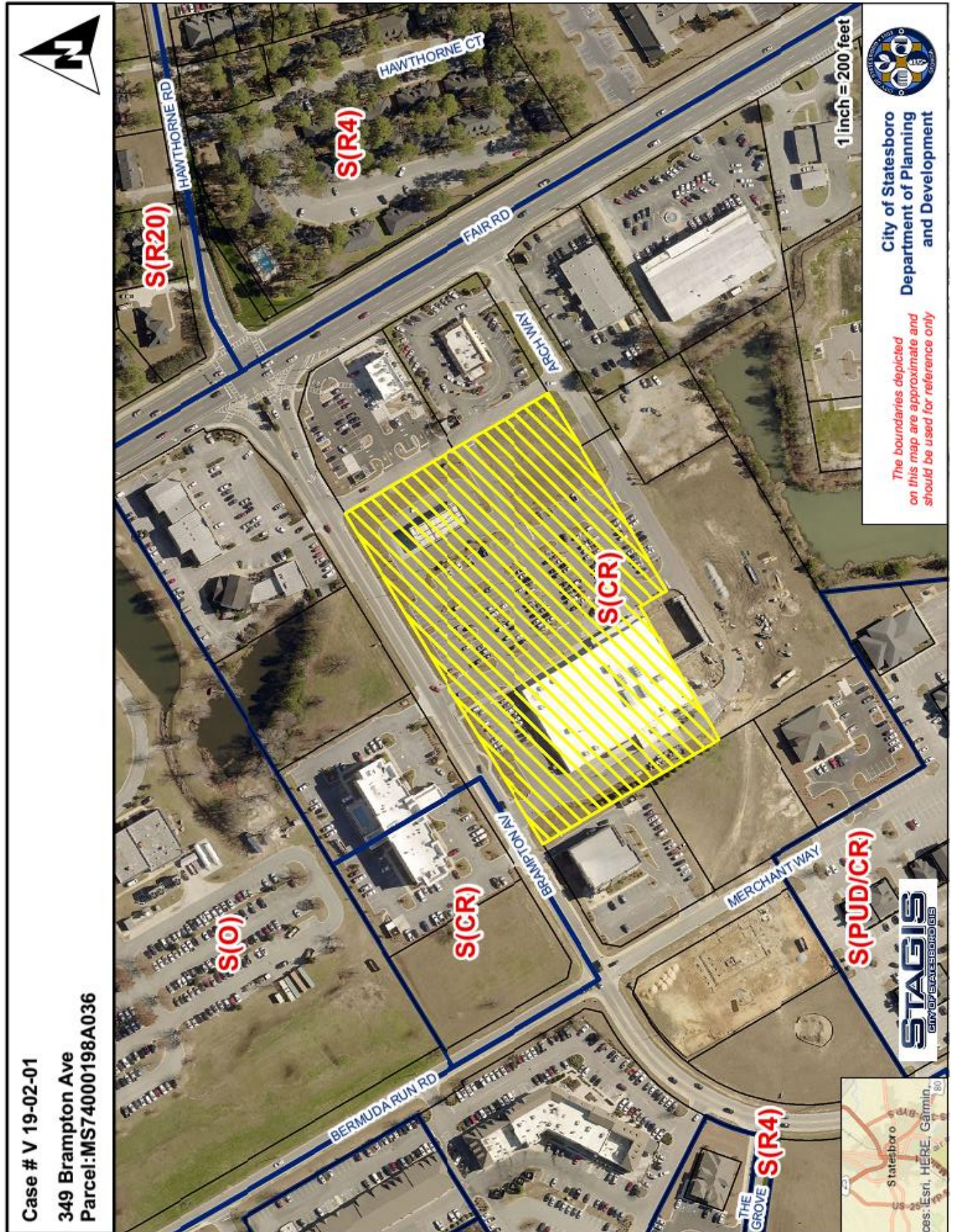
- 1. There are special conditions pertaining to the land or structure in question because of its size, shape, topography, or other physical characteristic and that condition is not common to other land or buildings in the general vicinity or in the same zoning district;**
- 2. The special conditions and circumstances do not result from the actions of the applicant;**
- 3. The application of the ordinance to this particular piece of property would create an unnecessary hardship; and**
- 4. Relief, if granted, would not cause substantial detriment to the public good or impair the purposes and intent of the zoning regulations.**

RECOMMENDATION:

Staff recommends approval of the variance requested by application **V 19-02-01** with the following staff recommendation(s) and condition(s):

1. Approval of this variance does not allow the construction of the proposed signage. Applicant will be required to submit a sign permit application for staff review and approval prior to construction commencement.
2. Property owner(s) shall diligently monitor the number of temporary/real estate style signs and remove any such sign(s) within the time allotted, 30 days per the Market District Restrictive Covenants.

EXHIBIT A: LOCATION MAP



Case # V 19-02-01
349 Brampton Ave
Parcel: MS7400198A036

EXHIBIT B: FUTURE DEVELOPMENT MAP

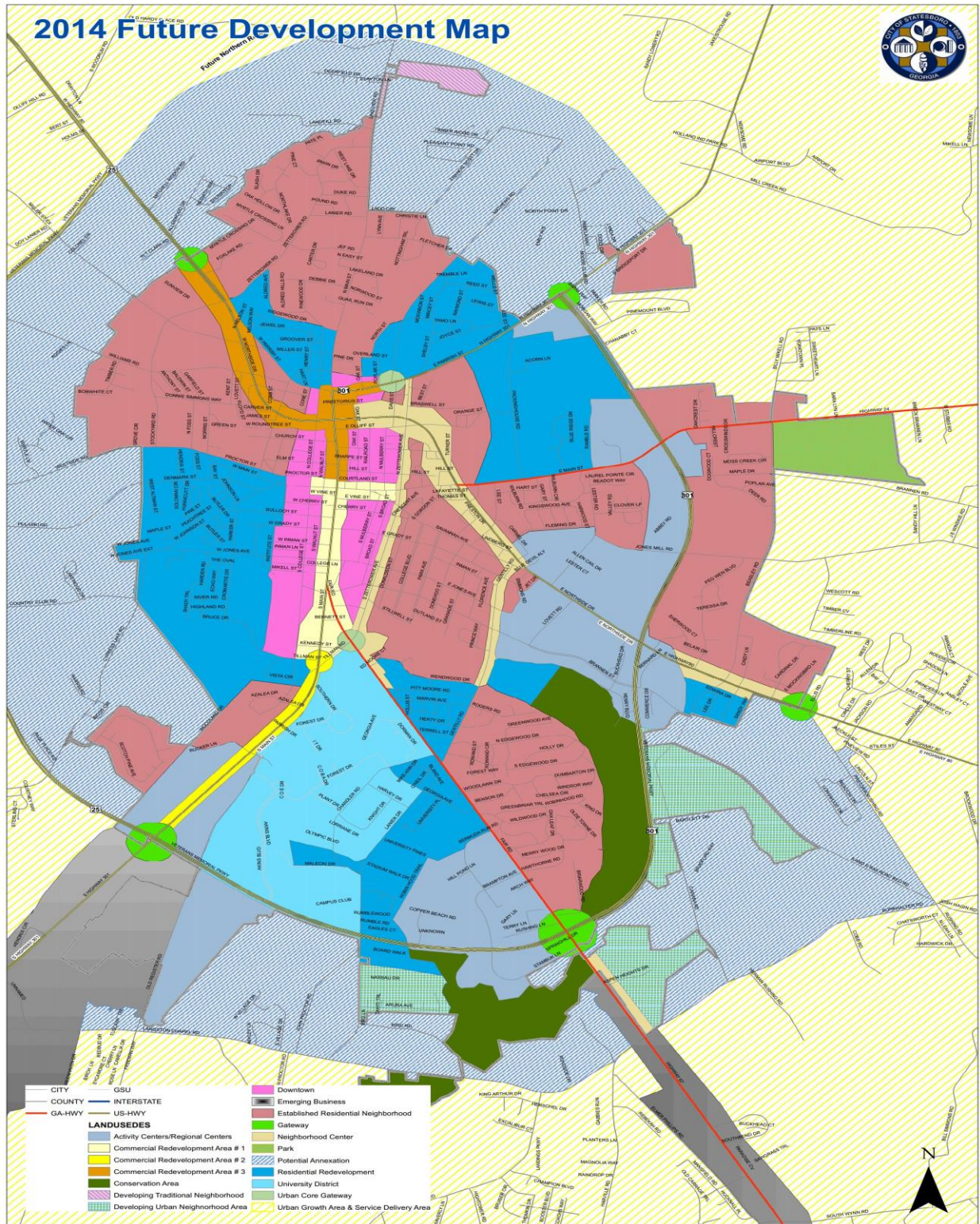


EXHIBIT C: SITE AND SURROUNDING PROPERTY PHOTOS

Picture 1: Subject Site, currently Walmart Neighborhood Market and attached retail.



Picture 2: View of subject property and the area where **V 19-02-01** is being requested.



EXHIBIT C: SITE AND SURROUNDING PROPERTY PHOTOS

Picture 3: View of the adjacent property to the east of the subject property, currently Walmart Gas Station.



Picture 4: View of the adjacent property to the east of the subject property, currently Panda Express Restaurant.



EXHIBIT C: SITE AND SURROUNDING PROPERTY PHOTOS

Picture 5: View of the adjacent property to the east of the subject property, currently McDonald's Restaurant.



Picture 6: View of the adjacent property to the west of the subject of the property, currently Walker Pharmacy & Boutique.



EXHIBIT C: SITE AND SURROUNDING PROPERTY PHOTOS

Picture 7: View of the adjacent property to the north of the subject property, currently Hampton Inn & Suites Hotel.



Picture 8: View of the adjacent property to the west of the subject of the property, currently Core Credit Union construction site and Market District retail/restaurants.



EXHIBIT C: SITE AND SURROUNDING PROPERTY PHOTOS

Picture 9: View of the adjacent property to the south of the subject property, currently vacant commercial land.



Picture 10: View of the adjacent property to the south of the subject property, currently professional office business park.



EXHIBIT D: SECTION 1509 TABLE 5

Table 5. Sign District 3 Dimensional Standards

TABLE INSET:

SIGN DISTRICT 3 (As defined in subsection 1509[A.3])	SIGN FOR AN INDIVIDUAL ESTABLISHMENT ON AN INDIVIDUAL LOT	MAJOR SIGN FOR PLANNED COMMERCIAL OR INDUSTRIAL CENTER OR DEVELOPMENT	BUSINESS SIGN FOR AN INDIVIDUAL ESTABLISHMENT, SHOP, ETC., WITHIN A PLANNED COMMERCIAL OR INDUSTRIAL CENTER OR DEVELOPMENT
AGGREGATE SIGN AREA*:			
1. Maximum Number of Total Square Feet (SF)	150 square feet including freestanding and building signs	Size is based upon the overall floor space of the center as follows: 0-50,000 sf = 100 sf > 50,000 sf = 150 sf	Not applicable
FREESTANDING SIGNS**:			
2. Freestanding Sign Maximum Square Feet	60 square feet	Varies per overall floor space of the center (See "Aggregate Sign Area" herein)	Not applicable
3. Maximum Height	8 feet	15 feet	Not applicable
4. Setback Requirement	5 feet from property line	5 feet from property line	Not applicable
5. Number of Signs Allowed	One sign structure per road frontage not to exceed the maximum allowable square footage & a total of two (2) such signs	One sign structure per road frontage not to exceed the maximum allowable square footage & a total of two (2) such signs	Not allowed
BUILDING SIGNS:			
1. Maximum Number of Total Square Feet	Wall length of 100 feet or less: 50 square feet. Wall length of greater than 100 feet: 100 square feet.	60 square feet	The greater of 60 sf or 5% of wall areas, allotted to the individual establishment
2. Maximum Height	Building elevation	Building elevation	Building elevation
3. Number of Building Signs Allowed***	One per elevation	One sign per common entrance	One per building elevation per tenant
<p><i>*As provided in Section 1501 and Table 2 herein, "aggregate sign area" includes all freestanding or building signs regardless of whether or not a permit for a particular type of sign is required.</i></p> <p><i>**Limited to monument and standard informational signs. Billboards and stanchion signs prohibited as provided in Table 2 herein.</i></p> <p><i>*** Two (2) per building elevation where one (1) sign is in the form of a canopy/awning, and where the cumulative square footage of both does not exceed the "maximum number of total square feet" for building signs.</i></p>			



CITY OF STATESBORO
Planning and Development
50 East Main Street
P.O. Box 348
Statesboro, GA 30459
912-764-0630

SIGN PERMIT

No. 2634

Business/Owner's Name: Wal-Mart Neighborhood Market #2858

Sign Location/Property Address: 349 Brampton Avenue

Applicant: Munn Enterprises, Inc. 7712 Hwy 49 N 7446, ext. 203 ⁶⁰¹⁻²⁶⁴⁻
Name Address Phone

Contractor: Same as above
Name Address Phone

Total Sign Area Approved: <u>212.89 sq. ft. - 2 signs</u>	Permit Fee: <u>\$262.89</u>
Permit Expiration (If applicable): <u>Full term</u>	Required Setback from property line: <u>5'</u>

Owner/Contractor is hereby authorized to construct, erect, replace, modify, change panels, or leave unchanged the sign(s) as specified below:

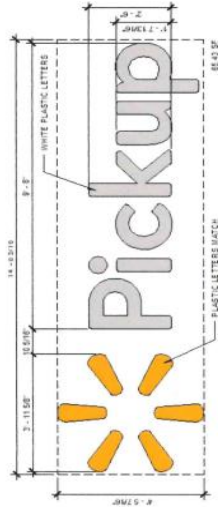
Description of Approved Work:
Three (3) new wall signs.
Two (2) changeable copy.
four (4) canopy signs

Approved by: [Signature]

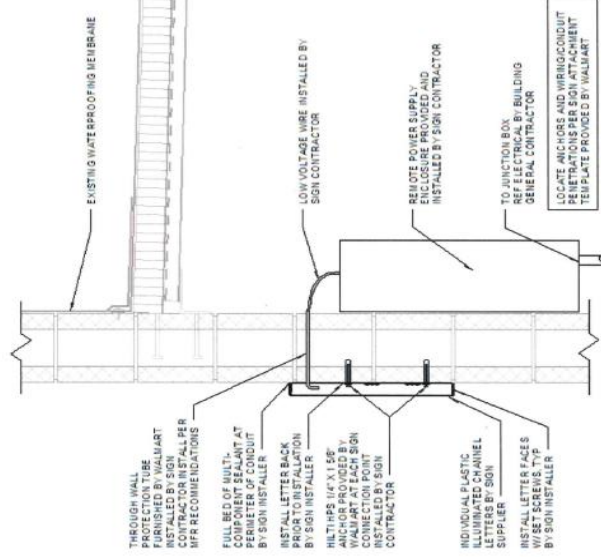
Date: 8/26/14

Note: The application submitted has been reviewed and approved in accordance with the submitted application (and any supporting documentation) and article XV of the Statesboro Zoning Ordinance. The approved sign(s) must be constructed and installed in accordance with Article XV of the Statesboro Zoning Ordinance and construction must be substantially complete within six (6) months of permit issuance for this approval to remain valid. Electronic changeable copy signs must remain static for a minimum of eight (8) seconds and incorporate no transitional sequence between messages such as dissolves, fading, scrolling or animation.

EXHIBIT F: PROPOSED SIGNAGE PLANS



SIGN DETAIL



SIGN ATTACHMENT

SIGNAGE SCHEDULE						
SIGNAGE LOCATION	QTY	LIGHTED	COLOR	SIZE	INDIVIDUAL AREA	TOTAL AREA
FRONT ELEVATION SIGNAGE						
Walmart	1	LED	WHITE			
Neighborhood Market	1	LED	GREEN	7'-0"		
Spark	1	LED	YELLOW	4'-6"		187.59 s.f.
Pickup (New)	1	LED	WHITE		23.21 s.f.	
Spark (New)	1	LED	YELLOW	2' - 6"	23.21 s.f.	23.21 s.f.
Pharmacy Drive-Thru	1	LED	WHITE	3'-10"	39.90 s.f.	39.90 s.f.
TOTAL FRONT ELEVATION SIGNAGE						250.70 s.f.

SIGN SCHEDULE

February 6, 2019

Statesboro, GA #2858 – Proposed Pickup Sign

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