



*City of Statesboro*  
*Department of Planning and Development Memorandum*

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50 East Main Street

P.O. Box 348

» (912) 764-0630

Statesboro, Georgia 30458

Statesboro, Georgia 30459

» (912) 764-0664 (Fax)

**Statesboro Planning Commission**  
**August 2, 2016**  
**5:00 P.M.**  
**City Hall Council Chamber**

**Meeting Agenda**

**I. Call to Order**

**II. Approval of Minutes**

1. April 5, 2015 Meeting Minutes
2. May 3, 2015 Meeting Minutes
3. June 7, 2015 Meeting Minutes
4. July 5, 2015 Meeting Minutes

**III. New Business**

**APPLICATION # V 16-07-01:** Jennifer Ronneburger requests a variance from Article XV Section 1509(C) Table 5 of the Statesboro Zoning Ordinance regarding the maximum number of total square feet for a building sign in Sign District 3 for 101 Brampton Avenue (Tax Parcel # MS74 000198 006).

**IV. Announcements**

**V. Adjourn**



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**Statesboro Planning Commission**

**April 5, 2016**

**5:00 P.M.**

**City Hall Council Chamber**

**Meeting Minutes**

**I. Call to Order**

Commissioner Byrd called the meeting to order at 5:02 PM.

**II. Approval of Minutes**

Commissioner Sullivan made a motion to approve the minutes of the March 1, 2016 Planning Commission meeting, seconded by Commissioner McLendon and the motion carried 4 to 0.

**III. New Business**

**APPLICATION # RZ 16-03-01**: William B. Morgan and Amy Morgan request a zoning map amendment for 1.38 acres of property located at 23320 Highway 80 East from O (Office) zoning district to CR (Commercial Retail) zoning district in order to utilize the space for retail businesses (Tax Parcel # MS92 000095 000).

Candra Teshome presented the zoning map amendment case and answered the commissioner's questions. Robert Mikell of Brown Rountree PC spoke on behalf of the applicant. Pastor Rusty Manning spoke on behalf of Merrywood Baptist Church. Pastor Manning was not in opposition to the applicant's request, but he had questions regarding restrictions on the types of retail allowed to locate on the property.

After some discussion, Commissioner Sullivan made a motion to recommend approval of the request with the staff's recommendations and the additional condition that the serving and/or sale of alcohol be prohibited, seconded by Commissioner Cartee and the motion carried 4 to 0.

**IV. Announcements**

There were no announcements.

**V. Adjourn**

Commissioner Sullivan made a motion to adjourn, seconded by Commissioner Cartee and the motion carried 4 to 0.

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**Chair – Holmes Ramsey**

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**Secretary – Frank Neal, AICP  
Director of Planning and Development  
(Mr. Neal was not present at this meeting. Minutes were composed by Candra E.  
Teshome)**

**STATESBORO PLANNING COMMISSION**

**May 3, 2016**

**5:00 P.M.**

**City Hall Council Chambers**

**Meeting Minutes**

The May 3, 2015 Planning Commission meeting was cancelled due to a lack of agenda items.

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**Chair – Holmes Ramsey**

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**Secretary – Frank Neal, AICP**

**Director of Planning and Development**

**(Mr. Neal was not present at this meeting. Minutes were composed by Candra E. Teshome)**

**STATESBORO PLANNING COMMISSION**

**June 7, 2016**

**5:00 P.M.**

**City Hall Council Chambers**

**Meeting Minutes**

The June 7, 2016 Planning Commission meeting was cancelled due to a lack of agenda items.

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**Chair – Holmes Ramsey**

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**Secretary – Frank Neal, AICP**

**Director of Planning and Development**

**(Mr. Neal was not present at this meeting. Minutes were composed by Candra E. Teshome)**

**STATESBORO PLANNING COMMISSION**

**July 5, 2016**

**5:00 P.M.**

**City Hall Council Chambers**

**Meeting Minutes**

The July 5, 2016 Planning Commission meeting was cancelled due to a lack of agenda items.

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**Chair – Holmes Ramsey**

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**Secretary – Frank Neal, AICP**

**Director of Planning and Development**

**(Mr. Neal was not present at this meeting. Minutes were composed by Candra E. Teshome)**





City of Statesboro – Department of Planning & Development  
**DEVELOPMENT SERVICES REPORT**

P.O. Box 348  
 Statesboro, Georgia 30458

(912) 764-0630  
 (912) 764-0664 (Fax)

**V 16-07-01**  
**VARIANCE REQUEST**  
**101 BRAMPTON AVENUE**

**LOCATION:** 101 Brampton Avenue  
**REQUEST:** Variance from Article XV Section 1509(C) Table 5 regarding maximum number of total square feet for a building sign in Sign District 3.  
**APPLICANT:** Jennifer Ronneburger  
**OWNER(S):** Hutton Team, LLC  
**ACRES:** 1.1 acres  
**PARCEL TAX MAP #:** MS74000198 006  
**COUNCIL DISTRICT:** District 5 (Chance)



**PROPOSAL:**

The applicant requests a variance from Article XV Section 1509(C) Table of the *Statesboro Zoning Ordinance* regarding the maximum number of total square feet allowed for a building sign. The subject site lies within the boundaries of The Market District. (See **Exhibit A** – Location Map)

**BACKGROUND:**

The applicant originally proposed the installation of a monument sign at the location. At that time, the applicant's proposed building sign for the Brampton Avenue elevation was within the maximum 50 square feet permitted by the ordinance at 41.70 square feet. The applicant voluntarily removed the monument sign and proposed a 93.82 square foot wall sign for the building entrance fronting Brampton Avenue after discussions and review with The Market District Architectural Review Committee. The applicant's building is currently under construction and seven (7) signs were permitted at the location on June 17, 2016.

**SURROUNDING LAND USES/ZONING:**

	<b>ZONING:</b>	<b>LAND USE:</b>
<b>NORTH:</b>	CR (Commercial Retail) and R20 (Single-Family Residential)	Food Service Facilities, Retail Establishments and Single-Family Detached Dwellings
<b>SOUTH:</b>	CR (Commercial Retail)	Food Service Facilities
<b>EAST:</b>	R4 (High Density Residential)	Semi-Detached Dwelling Units and Single-Family Detached Dwellings
<b>WEST:</b>	CR (Commercial Retail)	Grocery Store and Hotel

The subject property is located within the CR (Commercial Retail) district and lies within the boundaries of The Market District. Surrounding parcels include mixed uses, such as restaurants, retail shops, and single-family and high density residential dwellings across Fair Road (See **Exhibit A** – Location Map, **Exhibit B**—Photos of Subject Site and **Exhibit C**—Proposed Signage Plans).



## COMPREHENSIVE PLAN:

The subject site lies within the "Activity Centers/Regional Centers" character area as identified by the City of Statesboro Future Development Map within the *City of Statesboro Comprehensive Master Plan*. The "Activity Centers/Regional Centers" character areas are 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 (See **Exhibit D** – Future Development Map).

Some suggested development and implementation strategies for the "Activity Centers/Regional Centers" character area include the following:

- Encourage infill, new, and redevelopment to build close to the street.
- New developments that contain a mix of residential, commercial uses and community facilities at small enough scale and proximity to encourage walking between destinations

*Statesboro Comprehensive Master Plan, Community Agenda* page 23.

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 Dimensional Standards to permit an increase in the maximum number of total square feet for a building sign.**

The applicant is requesting a variance from Article XV (Signs) regarding the maximum number of total square feet for a building sign. The subject site is located in the CR (Commercial Retail) zoning district and is regulated by the dimensional standards of Sign District 3 (See **Exhibit E—Section 1509(C) Table 5**).

The subject site is located within Sign District 3 as identified by the *Statesboro Zoning Ordinance*. Article XV (Signs) Section 1509 of the *Statesboro Zoning Ordinance* regulates the dimensional standards for all freestanding and building signs within the City of Statesboro. Additionally, the maximum number of total square feet for building signage is regulated based on the length of the wall to which the sign is affixed. Individual establishments on an individual lot with a wall length of 100 feet or less are permitted a maximum 50 square feet for building signage (See **Exhibit E**). The applicant's proposal depicts an elevation 69 feet in length for the sign in question.

Section 1501(1) of the Statesboro Zoning Ordinance defines "Aggregate Sign Area" as "the combined sign area of all signs regardless of whether or not the signs require a permit, or where specified, all signs of a particular category, on a single parcel". For individual business establishments on an individual lot within Sign District 3, the maximum aggregate sign area for all signs (combined freestanding and building) on the property is 150 square feet. In addition, Section 1509 (C)(4) states that a lot with two (2) frontages is permitted the sign area for each street frontage. The applicant's structure fronts Fair Road and Brampton Avenue. Please note that the maximum allowable aggregate sign area does not allow a parcel to maximize the available wall signage and freestanding signage available for each parcel, but rather forces an allocation between the two.

Sign District 3 allows for a maximum of 50 square feet for building signs per elevation. The applicant's intention is to increase the maximum number of total square feet for a building sign from the permissible 50 square feet to 93.82 square feet for the Brampton Avenue elevation. It should be noted that the applicant received a sign permit for the installation of seven (7) signs at the location on June 17, 2016. As permitted, the applicant has utilized 147 square feet of the total 200 square feet allowed for building signage (50 X 4 elevations). The applicant has utilized 154.56 square feet of the total aggregate (300 square feet) allowed. The applicant's drive-thru menu board, drive-thru clearance and drive-thru speaker signs were not included in the aggregate total for the permit, although the directional signage was. The site has 145.44 aggregate square feet remaining.



Sign District 3 Regulations	Applicant's Original Request	Applicant's Revised Request	Permitted
<b>Freestanding Signs:</b> One sign structure per road frontage not to exceed 60 square feet	One (1) 30 square feet monument sign	VARIANCE SUBMITTED	
<b>Building Signs:</b> One per building elevation not to exceed 50 square feet for a wall length 100 feet or less	Three (3) 49 square feet building sign and one (1) 41.70 square feet building sign	Three (3) 49 square feet building signs	Three (3) 49 square feet building signs
<b>Monument Sign:</b> A freestanding sign which forms a solid structure from the ground to the top of the sign not to exceed 60 square feet	One (1) 7.56 square feet directional sign	One (1) 7.56 square feet directional sign	One (1) 7.56 square feet directional sign
<b>Other:</b> The ordinance is silent on drive-thru signage designed to facilitate the sales process	One (1) drive-thru menu board, one (1) drive-thru clearance and one (1) drive-thru speaker stanchion style signs	One (1) drive-thru menu board, one (1) drive-thru clearance and one (1) drive-thru speaker stanchion style signs	One (1) drive-thru menu board, one (1) drive-thru clearance and one (1) drive-thru speaker stanchion style signs

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;**
  - o The special conditions and circumstances do not result from the actions of the applicant due to The Market District's covenants and the applicant's willingness to negotiate and remove the originally proposed monument sign.
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.**

**STAFF RECOMMENDATION:**

The applicant received approval for seven (7) signs at the subject site on June 17, 2016. The requested increase in size is not in proportion to the building and there are no tangible benefits for the increase in size. Furthermore, there are no true hardships to justify the increase in size, for example, a lack of visibility, issues with topography or other obstructions. With these factors in mind, staff would recommend denial of this request.



EXHIBIT A: LOCATION MAP





**EXHIBIT B: SITE PHOTOS**



**Picture 1: Subject Site at Brampton Avenue and Fair Road Facing South**



**Picture 2: Subject Site at Brampton Avenue and Fair Road Facing South**



**EXHIBIT B: SITE PHOTOS (CONT)**



**Picture 3: Subject Site at Brampton Avenue and Fair Road Facing South**



**Picture 4: Subject Site Facing East Depicting Semi-Detached Dwelling Units in the Background**



**EXHIBIT B: SITE PHOTOS (CONT)**



**Picture 5: Retail Establishments and Food Service Facilities North of Subject Site**

EXHIBIT C: PROPOSED SIGNAGE PLANS

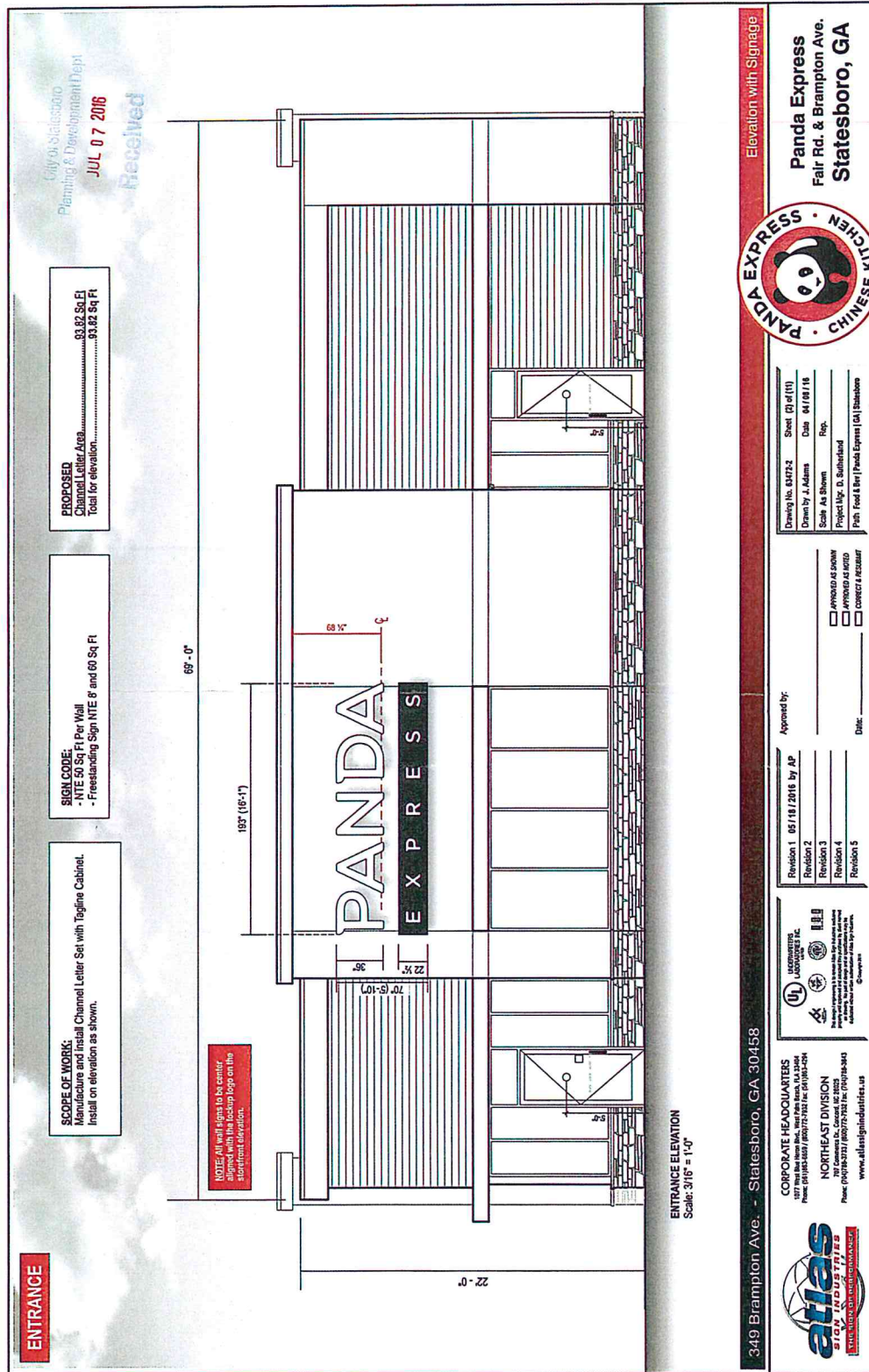




EXHIBIT D: FUTURE DEVELOPMENT MAP

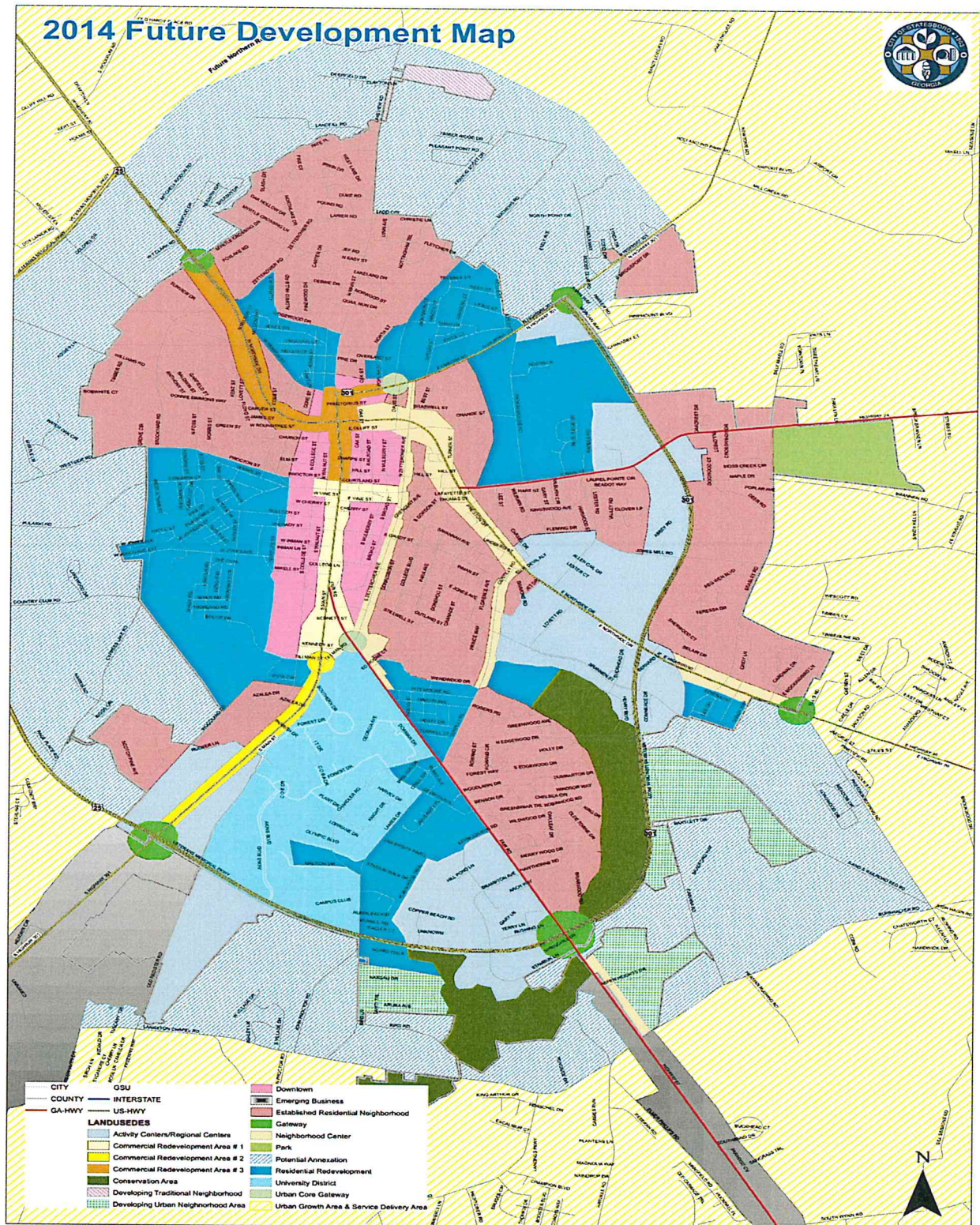




EXHIBIT E: SECTION 1509 TABLE 5

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
<b>AGGREGATE SIGN AREA*:</b>			
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
<b>FREESTANDING SIGNS**:</b>			
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
<b>BUILDING SIGNS:</b>			
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>*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.</p> <p>**Limited to monument and standard informational signs. Billboards and stanchion signs prohibited as provided in Table 2 herein.</p> <p>*** 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.</p>			