


City of Sugar Hill  
Planning Staff Report  
VAR 21-001

DATE: October 27, 2021  
TO: Mayor and City Council  
FROM: Planning Director   
SUBJECT: Variance VAR-21-001, sign location  
The Holbrook, 5135 West Broad Street

RECOMMENDED ACTION

Approval of variance to reduce the ground sign setback by two feet (2') from the West Broad Street right-of-way with the following conditions:

1. Sign(s) shall be constructed to substantially resemble the approved elevation attached as exhibit 1.
2. Approval of variance shall not supersede sight distance requirements and other safety related regulations.

REQUEST The City of Sugar Hill has received an application from Jason Franks with The Sign Brothers requesting a variance to allow a freestanding ground sign to be 3' from the property line in lieu of the standard 5' set back.

DISCUSSION

- The proposed sign location is situated near the main visitor's entrance for The Holbrook assisted living facility on West Broad Street.
- Visibility of the sign for east-bound travelers is hindered by on-street parking, other streetscape improvements and its location near the apex of a curve. West-bound visibility is likely to be very good as drivers exit the traffic circle at Whitehead Road.
- Posted speed limit on West Broad Street is 25 mph.
- Due to constraints associated with the site and design considerations associated with the particular use, the building has a slightly deeper set back from the road and a semi-public plaza occupies the space between the sidewalk and building. The proposed sign design and placement should not negatively impact the pedestrian experience along the streetscape or within the plaza space.

## BACKGROUND

APPLICANT/OWNER: Jason Franks – The Sign Brothers

EXISTING ZONING: General Business District/Central Business District Overlay (BG/CBD).

REQUEST: Sign variance to all freestanding ground signs to be 0' off the property line in lieu of the required 5' set back.

PROPERTY SIZE: ± 5.28 Acres

LOCATION: 5135 West Broad Street

## VARIANCE CRITERIA

1. *Are there extraordinary and exceptional conditions pertaining to the particular property in question because of its size, shape or topography?*

Yes, visibility of the sign is hindered from the east-bound side of the road.

2. *Does application of the ordinance to this particular piece of property create an unnecessary hardship?*

No.

3. *Are there conditions peculiar to this particular piece of property involved?*

Yes. Visibility of the sign is hindered from the east-bound side of the road.

4. *Are these conditions the result of any actions of the property owner?*

No. The site design was established as a result of the physical features of the site and specific programmatic requirements for the particular use.

5. *Would relief, if granted, cause substantial detriment to the public good or impair the purpose or intent of this ordinance?*

No.



**SOLOMON**  
**DEVELOPMENT**  
**SERVICES, LLC**

October 18, 2021

**HOLBROOK OF SUGAR HILL**  
**LETTER OF INTENT**  
**APPLICATION FOR VARIANCE**

This letter of intent accompanies our Variance Application for our Holbrook of Sugar Hill project.

We are requesting a variance for our monument sign location on West Broad. Project and sign visibility is critical to the success of our project and is the prime reason we located the project on West Broad. Marketing data from our long history in this industry shows that 50% to 60% of our customers are generated from drive by traffic. Signage visibility is very important to the success of the project.

**West Broad**

West Broad has a curve in front of our project location that limits the view angles for signage for the property. The required set back of 5' from the property line significantly limits the visibility of our proposed sign for West Broad. Our request is to move the sign closer to the property line which significantly improves the distance, from each direction, that the signage is visible.

We appreciate the consideration of this requests. It is our desire to have the request approved so that we can install our signage as soon as possible.

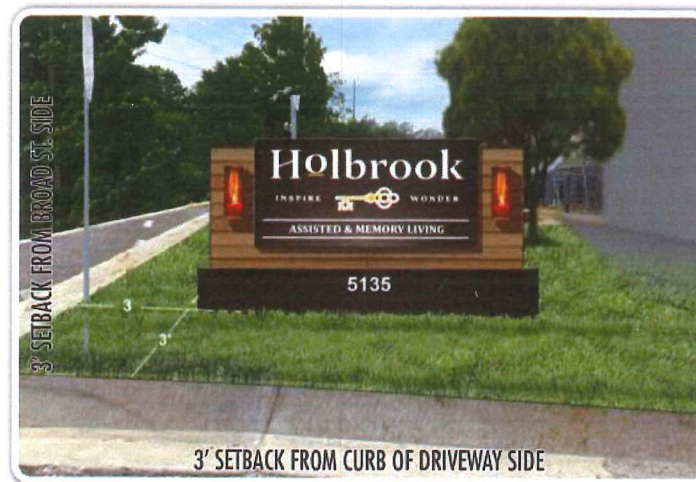
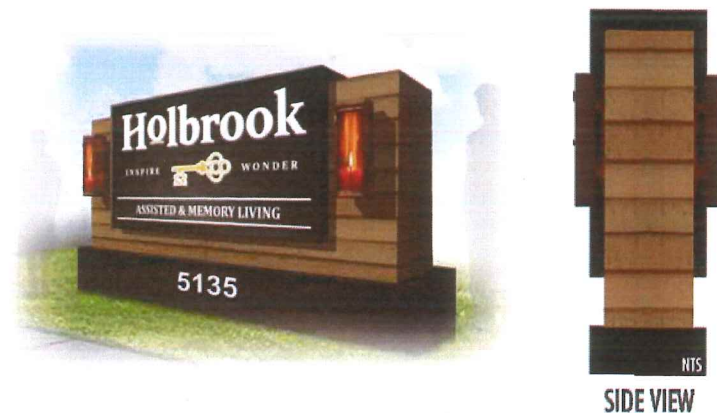
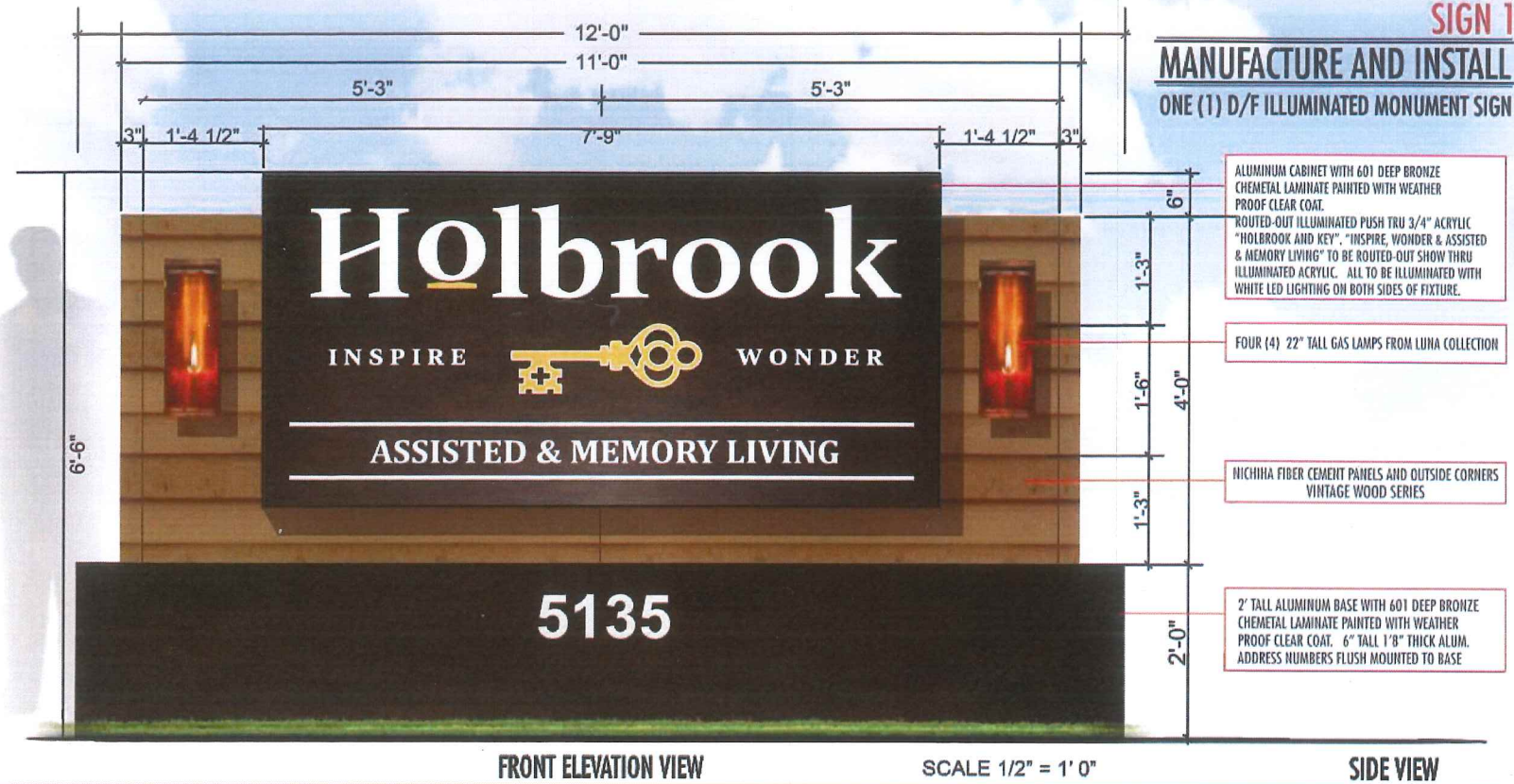
Sincerely,

Solomon Development Services, LLC

A handwritten signature in blue ink that reads "Davis Hunt".

V. Davis Hunt, Jr.  
President





ROUGH RENDERING OF "SIGN 1" AT BROAD ST.

**the SIGN BROS.**  
 DESIGN | PERMIT | MANUFACTURE | INSTALL  
 195 Ben Burton Circle  
 Bogart, GA 30622  
 PHONE: 706-850-6172  
 FAX: 706-850-6174

CLIENT: **Holbrook**  
 ADDRESS: **5135 WEST BROAD ST.**  
 PROJECT MANAGER: **PHILLIP HENRY**  
 DATE: **10/19/21**

ILLUMINATE D/S MONUMENT

VERSION: **12** APPROVAL: ☐

CUSTOMER SIGNATURE:

X

DATE: / /

DESIGNER:

SS





195 Ben Burton Circle  
Bogart, GA 30622  
PHONE: 706-850-6172  
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CLIENT:

**Holbrook**

ADDRESS:

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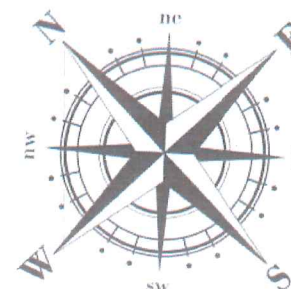
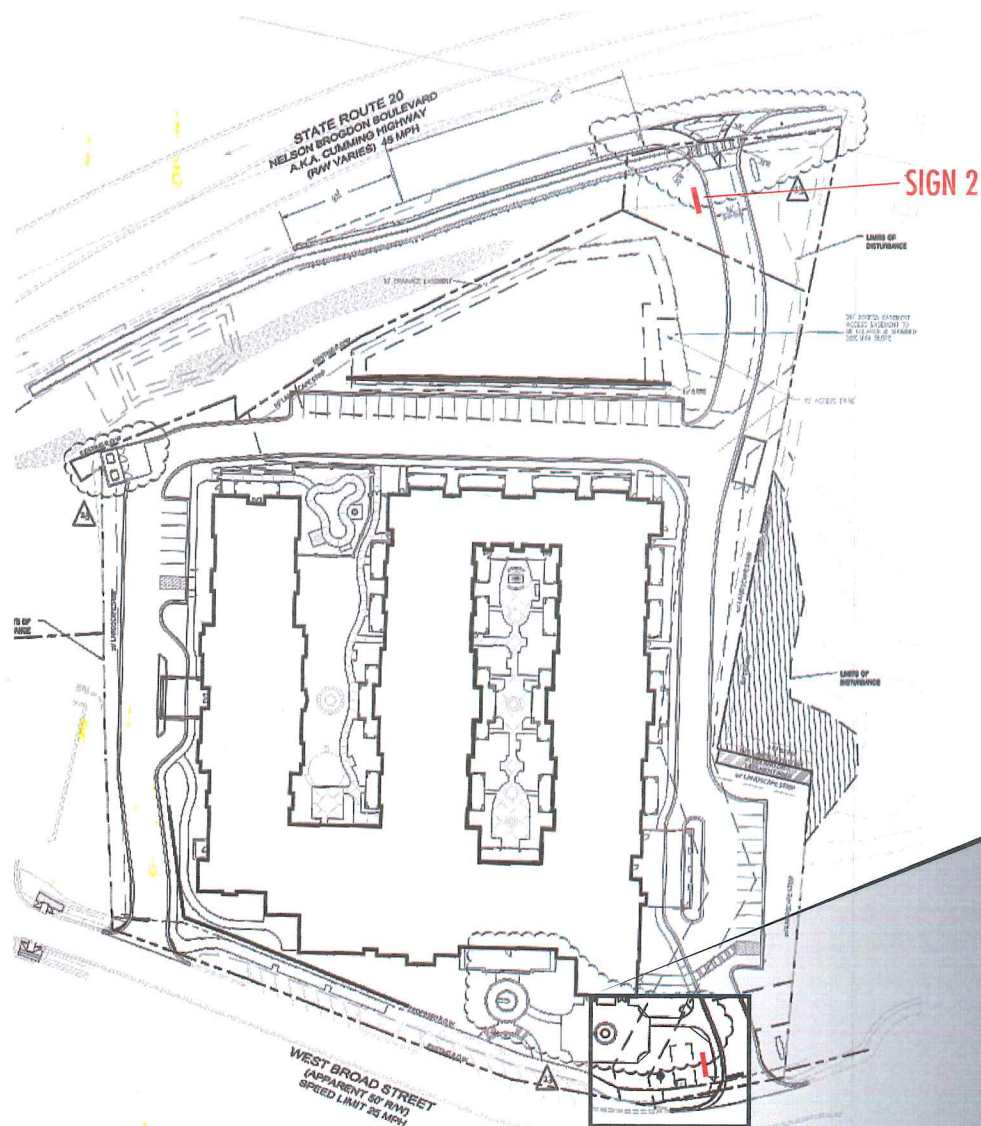
CUSTOMER SIGNATURE:

X \_\_\_\_\_

DATE: / /

DESIGNER:

SS



3' SETBACK FROM SIDEWALK & ROAD  
3' SETBACK FROM DRIVEWAY SIDEWALK

**SIGN 1**



# SITE MAP

SCALE: 1/128" = 1' 0"