



**APPLICANT:** Cumberland Mall, LLC  
**PHONE:** 312-960-2954  
**REPRESENTATIVE:** Andrew P. Massman  
**PHONE:** 312-960-2954  
**TITLEHOLDER:** Cumberland Mall, LLC  
**PROPERTY LOCATION:** Bounded by Cobb Parkway, Akers Mill Road, Cumberland Boulevard, and Interstate 285.

**PETITION No.:** V-100  
**DATE OF HEARING:** 12-12-2012  
**PRESENT ZONING:** PSC, CRC, RRC  
**LAND LOT(S):** 881, 882, 912, 913, 948, 949  
**DISTRICT:** 17  
**SIZE OF TRACT:** 21.63 acres  
**COMMISSION DISTRICT:** 2

**TYPE OF VARIANCE:** 1) Increase the allowable message portion of a sign from 32 square feet to 377.5 square feet; 2) increase the height of a free standing sign within 660 feet of an interstate from 35 feet to 54.5 feet; 3) allow a pole mounted sign within 660 feet of an interstate highway; and 4) increase the copy area for freestanding signs from 968.25 square feet (per V-162 of 1995) to 1,540.14 square feet.

**OPPOSITION:** No. OPPOSED \_\_\_\_\_ PETITION No. \_\_\_\_\_ SPOKESMAN \_\_\_\_\_

**BOARD OF APPEALS DECISION**

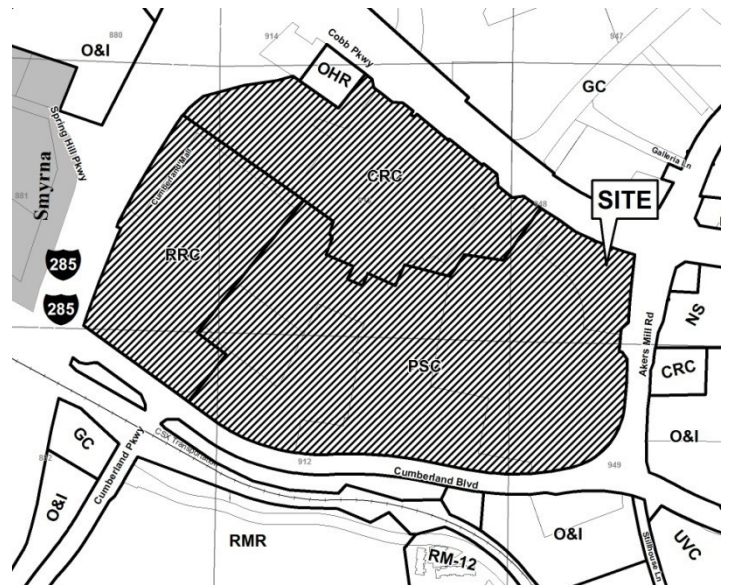
APPROVED \_\_\_\_\_ MOTION BY \_\_\_\_\_

REJECTED \_\_\_\_\_ SECONDED \_\_\_\_\_

HELD \_\_\_\_\_ CARRIED \_\_\_\_\_

STIPULATIONS: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_



**APPLICANT:** Cumberland Mall, LLC

**PETITION No.:** V-100

\*\*\*\*\*

**COMMENTS**

**TRAFFIC:** Recommend GDOT permits for all work that encroaches upon State right-of-way.

Recommend applicant coordinate with Cobb County DOT prior to development plan approval to ensure compatibility with the proposed roadway improvement project along Cobb Parkway.

**DEVELOPMENT & INSPECTIONS:** No comment.

**SITE PLAN REVIEW:** No comment.

**STORMWATER MANAGEMENT:** No comment.

**HISTORIC PRESERVATION:** After examining Civil War trench maps, Cobb County historic property surveys, county maps, and various other resources, staff has no comments regarding the impact or treatment of historic and/or archaeological resources.

**DESIGN GUIDELINES:** No comment.

**CEMETERY PRESERVATION:** No comment.

**WATER:** Cobb County Marietta Water Authority has water main near all three sign locations. CCMWA review/approval is required.

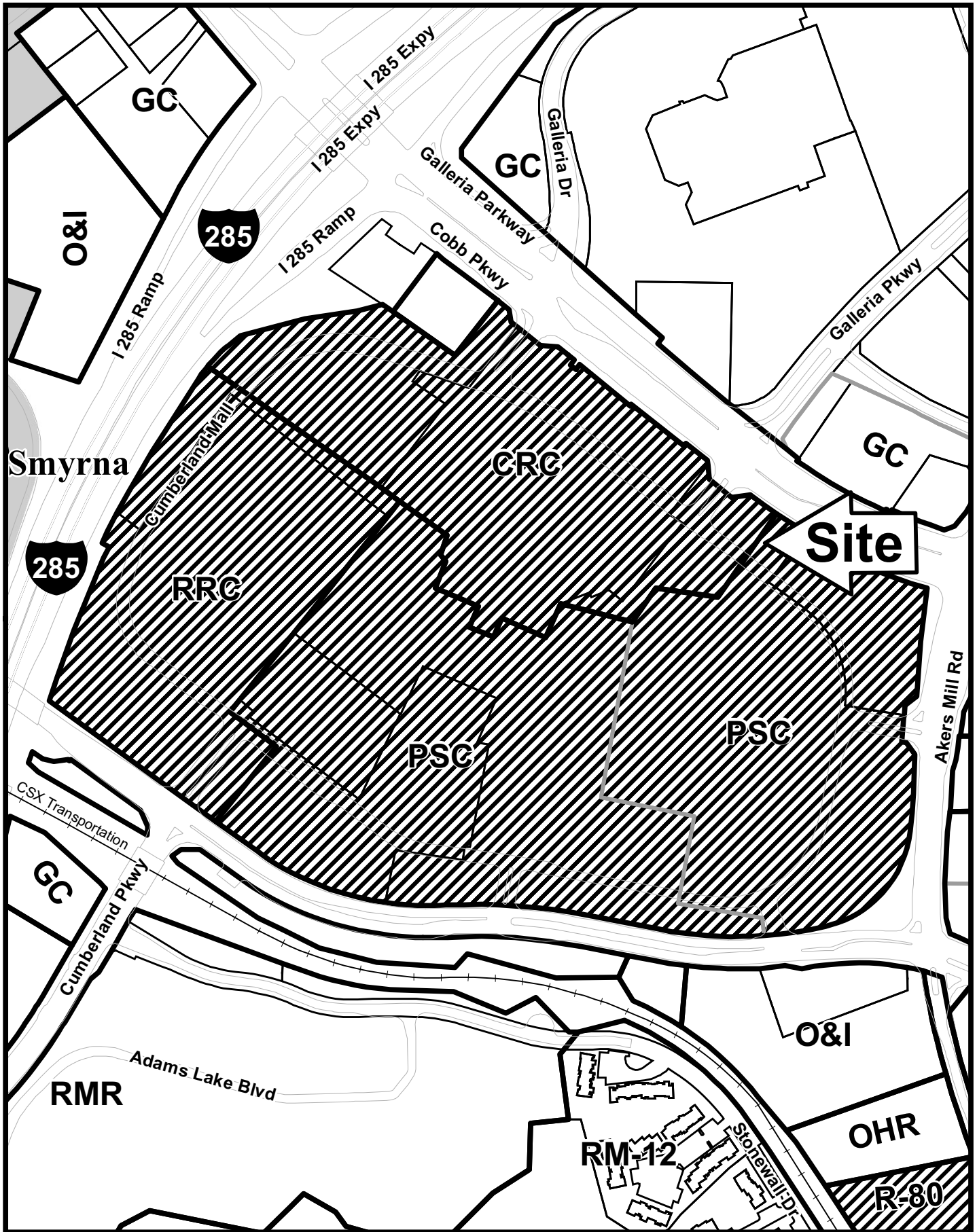
**SEWER:** No conflict.

**APPLICANT:** Cumberland Mall, LLC      **PETITION No.:** V-100

\*\*\*\*\*

**FIRE DEPARTMENT:** After analyzing the information presented for a Preliminary Review, the Cobb County Fire Marshal's Office is confident that all other items can be addressed during the Plan Review Stage.

# V-100

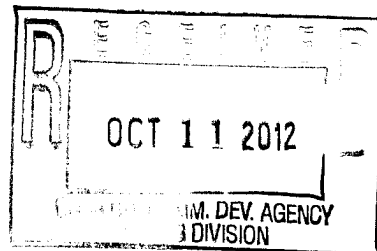


This map is provided for display and planning purposes only. It is not meant to be a legal description.

0 200 400  
Feet



City Boundary  
Zoning Boundary



# Application for Variance Cobb County

(type or print clearly)

Application No. V-100  
Hearing Date: 12/12/12

Applicant Cumberland Mall, LLC Phone # 312-960-2954 E-mail Andrew.Massman@ggp.com

Andrew. P. Massman, V.P. & Sr. General Counsel Address 110 North Wacker Drive, Chicago, IL 60606  
(representative's name, printed) (street, city, state and zip code)

(See Attached) Phone # Same as Above E-mail Same as above  
(representative's signature)

Signed, sealed and delivered in presence of:

My commission expires: \_\_\_\_\_  
\_\_\_\_\_  
Notary Public

Titleholder Cumberland Mall, LLC Phone # 312-960-2954 E-mail Andrew.Massman@ggp.com

Signature (See Attached) Address: 110 North Wacker Drive, Chicago, 60606  
(attach additional signatures, if needed) (street, city, state and zip code)

Signed, sealed and delivered in presence of:

My commission expires: \_\_\_\_\_  
\_\_\_\_\_  
Notary Public

Present Zoning of Property PSC- Planned Shopping Center District

Location Cumberland Mall, between I-285 and the Sheraton Hotel on Hwy 41 at the same location as the existing pylon sign  
(street address, if applicable; nearest intersection, etc.)

Land Lot(s) 913 District 17th District, 2nd Section Size of Tract 21.63 +/- Acre(s)

Please select the extraordinary and exceptional condition(s) to the piece of property in question. The condition(s) must be peculiar to the piece of property involved. Sign must be visible from

Size of Property 21.63+/- Shape of Property odd-shaped, barbell Topography of Property very steep at sign location Other I-285

The Cobb County Zoning Ordinance Section 134-94 states that the Cobb County Board of Zoning Appeals must determine that applying the terms of the Zoning Ordinance without the variance would create an unnecessary hardship. Please state what hardship would be created by following the normal terms of the ordinance.  
See Attached

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List type of variance requested: See Attached

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

WENDY BUTLER & ASSOCIATES, LLC  
ATTORNEYS AT LAW  
1359 BRAWLEY CIRCLE, N.E.  
ATLANTA, GEORGIA 30319

P 404.583.2255

WENDY@WSBUTLERLAW.COM

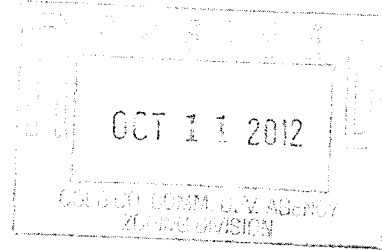
F 925.364.2701

A-1  
V-100

VIA: Hand Delivery

October 11, 2012

Mr. John Pederson, Manager  
Cobb County Department of Community Development  
Zoning Division  
1150 Powder Springs Street  
Suite 400  
Marietta, GA 30064



RE: Supplemental Materials for Variance Application for a Primary I.D. Monument Sign on the Property Known as Cumberland Mall, on the 11.0+/- Acre Property Located at the southern right-of-way of Hwy 41, In Land Lot 913, 17<sup>th</sup> District, 2<sup>nd</sup> Section, (the "Subject Property") Owned by Cumberland Mall, LLC ("Owner" and "Applicant")

Dear Mr. Pederson,

I am writing on behalf of Cumberland Mall, LLC c/o General Growth Properties, Inc. to provide this supplemental information to the Variance Application that is filed with this letter. In 2005 Cumberland Mall was approved for a schedule of exterior signage. (See Attached Exhibit A, Sign Location Plan- Existing Signs). Today, the Owner would like to update some of that signage and add additional signage to improve visibility, aesthetics and respond to the changing conditions that have occurred since the previous approval. (See Attached Exhibit B, Sign Location Plan- Existing Signs). Specifically, the Owner is submitting three Applications for signage on three different properties at the Cumberland Mall to amend the schedule of signs that was approved for the entire mall property in 2005. (See Attached Exhibit C, Sign Schedule Comparing the 2005 Approvals to the 2012 Proposed Signage). This letter accompanies one of those three applications.

This letter is intended to accompany the Application for a sign variance to allow a horizontal monument sign to be located at the western most entrance to the mall property from Highway 41. The monument sign is identified as location "A-1" on the attached Site Plan prepared by Atkins, dated 9\_14\_12. The proposed vertical monument sign is shown on the attached Exhibit E. As you can see from Exhibit E the sign is being relocated to accommodate the steep slope at the entrance to the mall to better accommodate the curve of the property at this location and better inform travelers of the mall's access at this location.

WENDY BUTLER & ASSOCIATES, LLC  
ATTORNEYS AT LAW  
1359 BRAWLEY CIRCLE, N.E.  
ATLANTA, GEORGIA 30319

P 404.583.2255

WENDY@WSBUTLERLAW.COM

F 925.364.2701

The proposed sign is a 5'-6" painted aluminum base with 3'-0" by 36'-9" internally illuminated channel letters as shown on the rendering at (See Attached Exhibit E, Sign Monument Sign Rendering). The area of the sign face would be 110.25 square feet. The steep slope of the right-of-way requires that the sign base actually include an additional ten feet (10') on the base that would not be visible from the road because the road bed begins at that point ten feet above the elevation of the embankment at the edge of the right-of-way.

The Application form, page 1, requests information about the hardship as provided in Section 134-94, that make create an unnecessary hardship for the owner of this particular piece of property should the Owner have to compliance with the terms of the ordinance without relief from the requested variances. The Applicant requests a variance from Section 134-314 to allow additional signage beyond what was approved in the 2005 sign package.

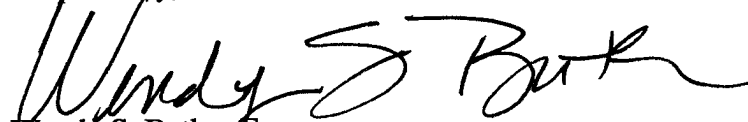
Due to the 10' difference in the road bed grade and the Subject Property as well as the steep slope from the right-of-way embankment below the road bed then immediately up to the Subject Property creates extraordinary and exception conditions pertaining to the particular piece due to its size, shape and topography. The application of this chapter to this particular piece of property would create an unnecessary hardship which is particular to this piece of property. Further, approving the requested variance would not cause a substantial detriment to the public and would in fact increase safety of those drivers who are moving through the intersection at the speed limit and attempting to locate the mall property.

For the reasons stated above the Applicant/Owner respectfully request that the staff support and the Board of Zoning Appeals approve this Application for a replacement monument sign on the Subject Property.

Should the staff or any member of the Board need additional information or wish to discuss, please feel free to contact the Applicant or me directly.

With best regards, I am

Respectfully,



Wendy S. Butler, Esq.  
Counsel to Cumberland Mall, LLC c/o  
General Growth Properties

Cc: Andrew P. Massman, GGP  
Lee Thorpe, GGP  
Robert Lynn, GGP  
Sarah Coleman, Huie Design



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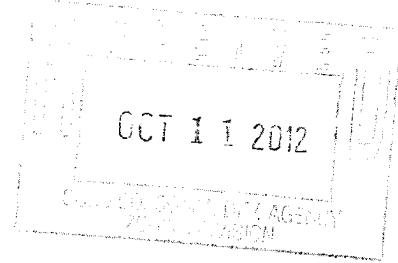
F 925.364.2701

V-100  
B-1

VIA: Hand Delivery

October 11, 2012

Mr. John Pederson, Manager  
Cobb County Department of Community Development  
Zoning Division  
1150 Powder Springs Street  
Suite 400  
Marietta, GA 30064



RE: Supplemental Materials for Variance Application for a Replacement Horizontal Monument Sign on the Property Known as Cumberland Mall, at the 2.9 +/- Acre Property Located at the Southwestern Corner of the Intersection of Hwy 41 and Akers Mill Road, In Land Lot 948, 17<sup>th</sup> District, 2<sup>nd</sup> Section, (the "Subject Property") Owned by Cumberland Mall, LLC ("Owner" and "Applicant")

Dear Mr. Pederson,

I am writing on behalf of Cumberland Mall, LLC c/o General Growth Properties, Inc. to provide this supplemental information to the Variance Application that is filed with this letter. In 2005 Cumberland Mall was approved for a schedule of exterior signage. (See Attached Exhibit A, Sign Location Plan- Existing Signs). Today, the Owner would like to update some of that signage and add additional signage to improve visibility, aesthetics and respond to the changing conditions that have occurred since the previous approval. (See Attached Exhibit B, Sign Location Plan- Existing Signs). Specifically, the Owner is submitting three Applications for signage on three different properties at the Cumberland Mall to amend the schedule of signs that was approved for the entire mall property in 2005. (See Attached Exhibit C, Sign Schedule Comparing the 2005 Approvals to the 2012 Proposed Signage). This letter accompanies one of those three applications.

This letter is intended to accompany the Application for a sign variance to allow a horizontal monument sign to replace the existing vertical monument sign on the 2.9 +/- acre property located at the southwestern corner of the Intersection of Highway 41 and Akers Mill Road. The replacement monument sign is identified as location "B-1" on the attached Site Plan prepared by Atkins, dated 9\_14\_12. The existing vertical monument sign as well as the proposed location of the new sign is shown on the attached Exhibit D. As you can see from Exhibit D the replacement sign is being relocated to accommodate the steep slope at this intersection and redesigned to better accommodate that slope and improve visibility.

WENDY BUTLER & ASSOCIATES, LLC  
ATTORNEYS AT LAW  
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ATLANTA, GEORGIA 30319

P 404.583.2255    WENDY@WSBUTLERLAW.COM    F 925.364.2701

The proposed sign is a 5'-6" painted aluminum base with 3'-0" by 36'-9" internally illuminated channel letters as shown on the rendering at (See Attached Exhibit E, Sign Monument Sign Rendering). The area of the sign face would be 110.25 square feet. The steep slope of the right-of-way requires that the sign base actually include an additional ten feet (10') on the base that would not be visible from the road because the road bed begins at that point ten feet above the elevation of the embankment at the edge of the right-of-way.

The Application form, page 1, requests information about the hardship as provided in Section 134-94, that make create an unnecessary hardship for the owner of this particular piece of property should the Owner have to compliance with the terms of the ordinance without relief from the requested variances. The Applicant requests a variance from Section 134-314 to allow additional signage beyond what was approved in the 2005 sign package.

Due to the 10' difference in the road bed grade and the Subject Property as well as the steep slope from the right-of-way embankment below the road bed then immediately up to the Subject Property creates extraordinary and exception conditions pertaining to the particular piece due to its size, shape and topography. The application of this chapter to this particular piece of property would create an unnecessary hardship which is particular to this piece of property. Further, approving the requested variance would not cause a substantial detriment to the public and would in fact increase safety of those drivers who are moving through the intersection at the speed limit and attempting to locate the mall property.

For the reasons stated above the Applicant/Owner respectfully request that the staff support and the Board of Zoning Appeals approve this Application for a replacement monument sign on the Subject Property.

Should the staff or any member of the Board need additional information or wish to discuss, please feel free to contact the Applicant or me directly.

With best regards, I am

Respectfully,  
  
Wendy S. Butler, Esq.  
Counsel to Cumberland Mall, LLC c/o  
General Growth Properties

- Cc: Andrew P. Massman, GGP
- Lee Thorpe, GGP
- Robert Lynn, GGP
- Sarah Coleman, Huie Design

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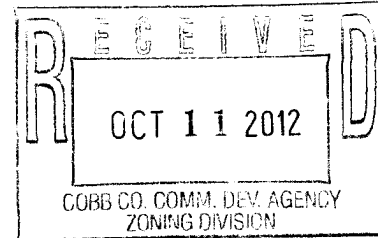
V-100

D1

VIA: Hand Delivery

October 11, 2012

Mr. John Pederson, Manager  
Cobb County Department of Community Development  
Zoning Division  
1150 Powder Springs Street  
Suite 400  
Marietta, GA 30064



RE: Supplemental Materials for Variance Application for a Digital Pylon Sign on the Property Known as Cumberland Mall, at the 21.63 +/- Acre Property Located at the Eastern Right-of-way of I-285 and just South of the Sheraton Hotel Property, In Land Lot 913, 17<sup>th</sup> District, 2<sup>nd</sup> Section, (the "Subject Property") Owned by Cumberland Mall, LLC ("Owner" and "Applicant")

Dear Mr. Pederson,

I am writing on behalf of Cumberland Mall, LLC c/o General Growth Properties, Inc. to provide this supplemental information to the Variance Application that is filed with this letter. In 2005 Cumberland Mall was approved for a schedule of exterior signage. (See Attached Exhibit A, Sign Location Plan- Existing Signs). Today, the Owner would like to update some of that signage and add additional signage to improve visibility, aesthetics and respond to the changing conditions that have occurred since the previous approval. (See Attached Exhibit B, Sign Location Plan- Existing Signs). Specifically, the Owner is submitting three Applications for signage on three different properties at the Cumberland Mall to amend the schedule of signs that was approved for the entire mall property in 2005. (See Attached Exhibit C, Sign Schedule Comparing the 2005 Approvals to the 2012 Proposed Signage). This letter accompanies one of those three applications.

This letter is intended to accompany the Application for a sign variance to allow a new digital smaller and lower pylon sign to be added in between the support structures of the existing pylon sign. The sign is identified as location "D-1" on the attached Site Plan prepared by Atkins, dated 9\_14\_12. The proposed sign is shown in the rendering on the attached Exhibit F.

The proposed sign is double sided and has a total sign face area of 337.50 square feet with 35' tall support structures located under and in between the existing pylon sign as shown in Exhibit F, et. The digital pylon would be visible to travelers while providing more up to date information than the existing static pylon sign.

WENDY BUTLER & ASSOCIATES, LLC  
ATTORNEYS AT LAW  
1359 BRAWLEY CIRCLE, N.E.  
ATLANTA, GEORGIA 30319

D-1

P 404.583.2255

WENDY@WSBUTLERLAW.COM

F 925.364.2701

The Application form, page 1, requests information about the hardship as provided in Section 134-94, that make create an unnecessary hardship for the owner of this particular piece of property should the Owner have to compliance with the terms of the ordinance without relief from the requested variances. The Applicant requests a variance from Section 134-314 to allow additional signage beyond what was approved in the 2005 sign package.


Due to the steep difference in the grade from the I-285 right of way up to the Subject Property creates extraordinary and exception conditions pertaining to the particular piece due to its size, shape and topography. The sign meets the requirements for a digital pylon sign as it is located within 600' of the I-285 right of way but exceeds the maximum square footage approved in the 2005 approval and that allowed in 134-313. The application of this chapter to this particular piece of property would create an unnecessary hardship which is particular to this piece of property. Further, approving the requested variance would not cause a substantial detriment to the public and would in fact increase safety of those drivers who are moving through the intersection at the speed limit and attempting to locate the mall property.

For the reasons stated above the Applicant/Owner respectfully request that the staff support and the Board of Zoning Appeals approve this Application for a replacement monument sign on the Subject Property.

Should the staff or any member of the Board need additional information or wish to discuss, please feel free to contact the Applicant or me directly.

With best regards, I am

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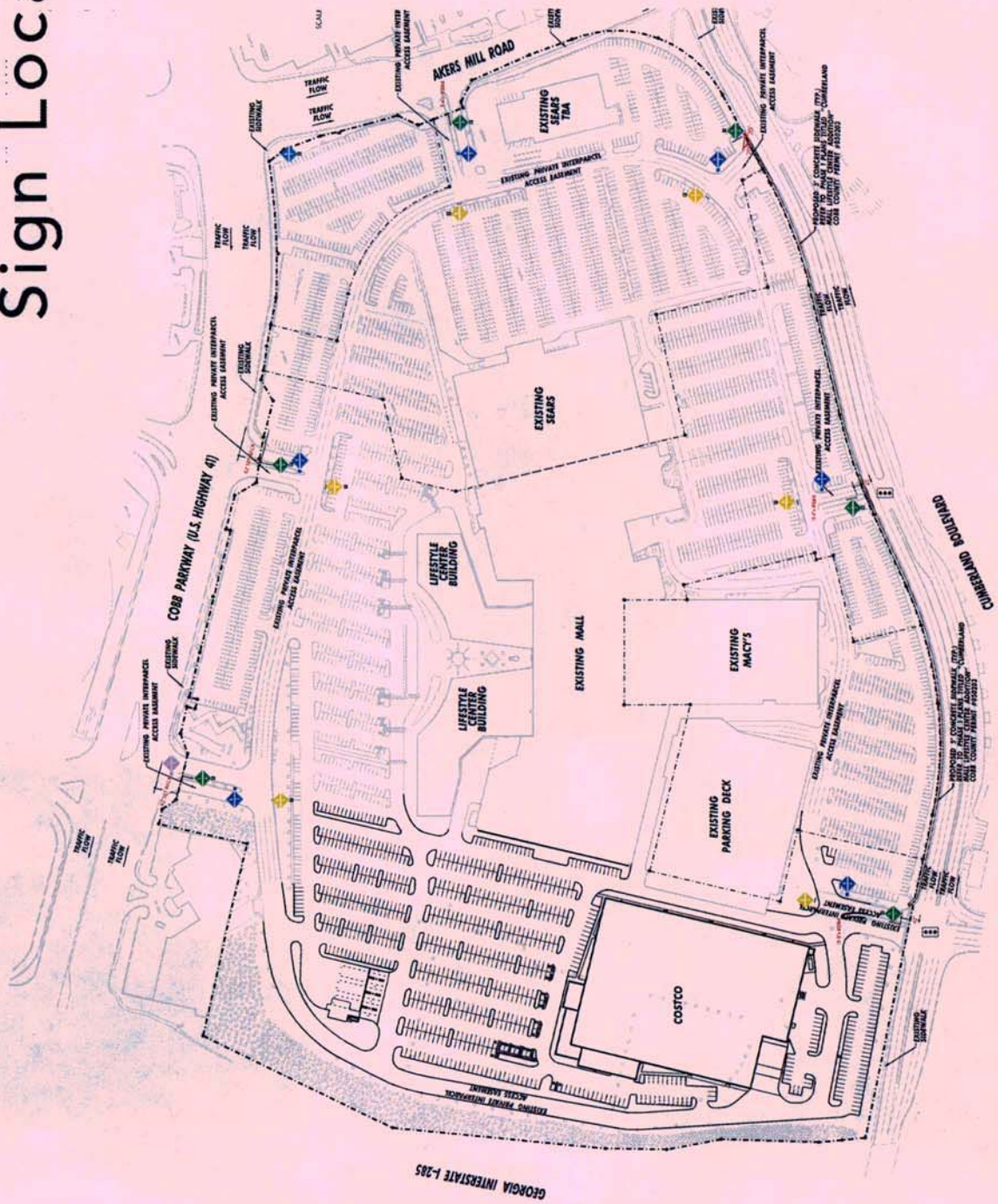
Cc: Andrew P. Massman, GGP  
Lee Thorpe, GGP  
Robert Lynn, GGP  
Sarah Coleman, Huie Design

# Sign Location Plan

EXISTING SIGNS (2005 PLAN)

EXTERIOR SIGNAGE

- A. MAIN IDENTITY WALL 120 V
- B. VERTICAL MONUMENT SIGN 120 V
- C. MONUMENT SIGN 120 V
- D. VEHICULAR DIRECTIONAL 120 V
- E. MALL ENTRY 120 V
- F. FOOD COURT ENTRY 120 V
- G. WALL MOUNTED DISCLAIMER
- H. POST AND PANEL DISCLAIMER
- I. ELEVATOR ID
- J. DIRECTORY GGP TO SPECIFY 120 V
- K. PEDESTRIAN DIRECTIONAL
- L. ENTRY MONUMENT SIGN
- M. POST AND PANEL SIGNS



# SQ. FT. COMPARISON

2005 VARIANCE APPROVED										2011 PROPOSED SIGNAGE				
SIGN DESCRIPTION	SIGN TYPE	QTY	SIGN SQ. FT.	STRUCTURE SQ. FT.	STRUCTURE TOTAL	COMMENTS	SIGN TYPE	SIGN TYPE	QTY	SIGN SQ. FT.	STRUCTURE SQ. FT.	STRUCTURE TOTAL	COMMENTS	
Existing Freeway Pylon		1	444.00	2040.00	2040.00				1	444.00	2040.00	2040.00		
New ID on New Curved Retaining Wall		0	0.00	0.00	0.00				0	0.00	0.00	0.00		
New Main ID on Existing Wall	A	1	118.13	0.00	0.00				1	118.13	0.00	0.00		
Vertical Monument	B	1	28.93	176.62	176.62				1	28.93	176.62	176.62	replace with new 31.8 below	
Horizontal Monument	C	5	18.24	94.40	472.00				5	18.24	94.40	472.00		
Vehicle Directional Monument on Wall	D-5	1	NIC	0.00	0.00	NOT included in the square foot calculations			1	NIC	0.00	0.00	NOT included in the square foot calculations	
Vehicle Directional Monument	D-1,2,3,4 & 6	5	NIC	0.00	0.00	NOT included in the square foot calculations			5	NIC	0.00	0.00	NOT included in the square foot calculations	
Main Entry ID	E-1	2	62.03	124.06	0.00				2	62.03	124.06	0.00		
Food Court Entry ID	F	1	115.00	0.00	0.00				1	115.00	0.00	0.00		
Not Used	G	0							0					
Not Used	H	0							0					
Not Used	I	0							0					
Not Used	J	0							0					
Pedestrian Directional	K	2	NIC	0.00	0.00	NOT included in the square foot calculations			2	NIC	0.00	0.00	NOT included in the square foot calculations	
Entry Sign	L	1	6.00	6.00	6.00				1	6.00	6.00	6.00		
Regulatory Post and Panel	M	4	NIC	0.00	0.00	NOT included in the square foot calculations			4	NIC	0.00	0.00	NOT included in the square foot calculations	
Regulatory Blade Mount	M	4	NIC	0.00	0.00	NOT included in the square foot calculations			4	NIC	0.00	0.00	NOT included in the square foot calculations	
Entry Door Vinyl	O	4	NIC	0.00	0.00	NOT included in the square foot calculations			4	NIC	0.00	0.00	NOT included in the square foot calculations	
<b>SUBTOTAL EXISTING SIGNAGE</b>			<b>927.33</b>	<b>2,094.62</b>						<b>869.44</b>	<b>2,341.38</b>			
<b>2011 PROPOSED SIGNAGE</b>														
STATIC:														
Primary ID - Cobb Parkway	A1	1	110.25	0.00	0.00				1	110.25	0.00	0.00		
ALL Primary ID - Alexa Mill / Hwy 41	B1-4L7	1	194.00	282.33	0.00				1	194.00	282.33	0.00	NOT included in the square foot calculations ONLY THE ABOVE SIGNET WERE COUNT FOR sq footage calculations	
DIGITAL:														
Primary Pylon - Digital Screen	D1	1	337.50	0.00	0.00				1	337.50	0.00	0.00		
<b>SUBTOTAL PROPOSED SIGNAGE</b>			<b>641.75</b>	<b>282.33</b>						<b>641.75</b>	<b>282.33</b>			
<b>SUBTOTAL PROPOSED SIGNAGE</b>			<b>641.75</b>	<b>282.33</b>						<b>641.75</b>	<b>282.33</b>			
<b>ALL PRIMARY ID NOT INCLUDED IN TOTALS</b>														
<b>TOTAL</b>			<b>1,570.08</b>	<b>2,376.95</b>						<b>1,511.19</b>	<b>2,623.71</b>			

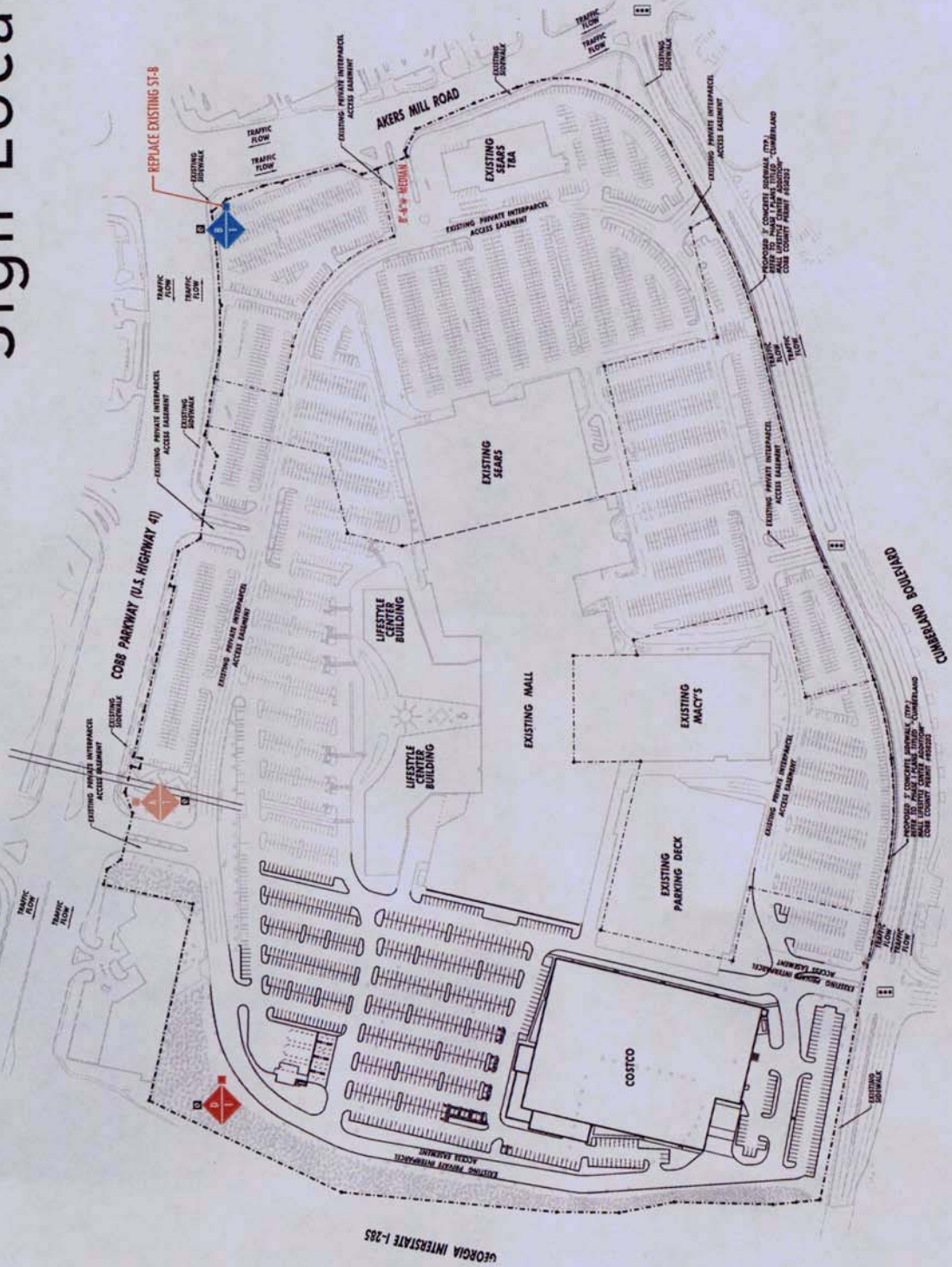
1590.14 sq

# Sign Location Plan

PROPOSED SIGNS

## EXTERIOR SIGNAGE

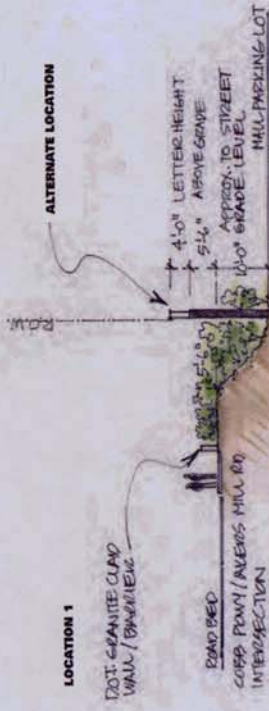
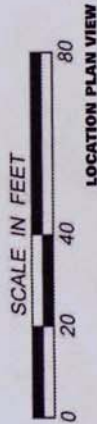
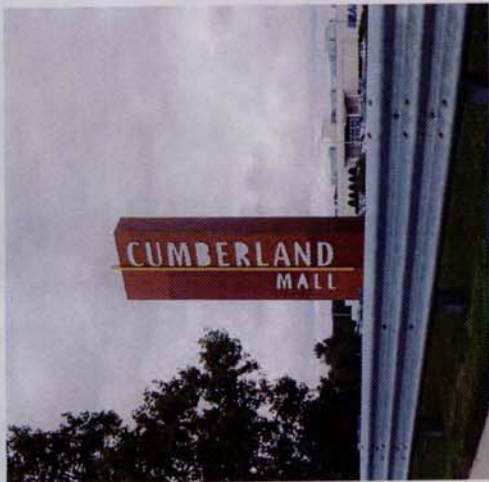
- A. PRIMARY ID - COBS PKWAY 120 V
- B. PRIMARY ID - AKERS MILL / HWY 41 120 V
- C. NOT USED
- D. PRIMARY ID - PYLON 120 V
- E. NOT USED



# Primary ID - Akers Mill/HWY 41

SIGN TYPE B

**SQUARE FT. CALCULATIONS:**  
**LOCATION 1 ID LETTERS**  
 3'-0" X 36'-9" = 110.25 SQ. FT. SIGN AREA





# Primary ID - Cobb Parkway

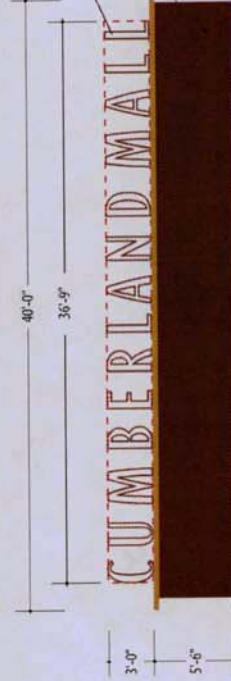
SIGN TYPE A

**SQUARE FT. CALCULATIONS:**  
**ID LETTERS**  
**3'-0" X 36'-9" = 110.25 SQ. FT. SIGN AREA**



**PROPOSED IDENTIFICATION SIGN**

INTERNALLY ILLUMINATED CHANNEL LETTERS WITH BACKLIT, TRANSPARENT WHITE ACRYLIC FACES AND CONTRASTING PAINTED TRIM CAPS AND RETURNS  
 PAINTED, CURVED, FABRICATED ALUMINUM SIGN CABINET WITH CONTRASTING COLOR CAP DETAIL



Page 6

**SIGN TYPE A - MAIN ENTRY ID LETTERS FLAT ELEVATION**  
 SCALE: 1/8" = 1'-0"



**EXISTING CONDITIONS**



**ST-A LOCATION PLAN**

# Primary ID - Pylon

SIGN TYPE D

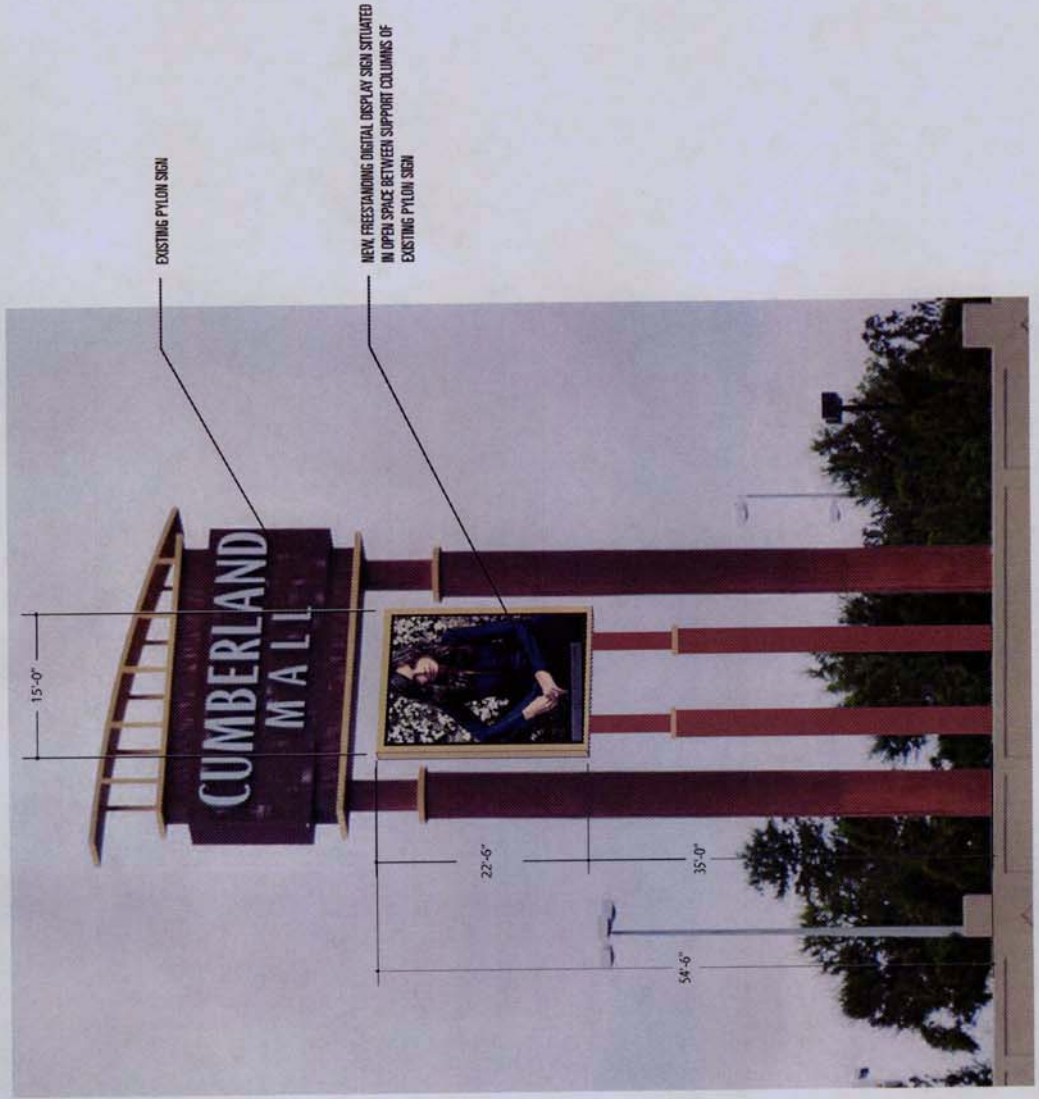
**SQUARE FT. CALCULATIONS**

**EXISTING PYLON**

8'-0" X 27'-0" = 216 SQ. FT.

**DIGITAL DISPLAY**

15'-0" X 22'-6" = 337.5 SQ. FT.



# Application for Variance Cobb County

V-100 1/3  
previous variances

(type or print clearly)

Application No. V-100-2  
Hearing Date: 9/13/95

Applicant U.K. LaSalle, Inc. Day Phone 435-2206 Home Phone --  
Todd F. Meek, General Manager Address 1000 Cumberland Mall, Atlanta, Georgia 30339  
(representative's name, printed)  
Todd F. Meek Day Phone 435-2206  
(representative's signature)  
(street, city, state and zip code)

My commission expires: October 26, 1993

Signed, sealed and delivered in presence of:

Dorothy A. Luttrell  
7-20-95 Notary Public

Titleholder U.K. LaSalle, Inc. d/b/a Day Phone 435-2206 Home Phone --  
Cumberland Mall  
Signature Todd F. Meek Address 1000 Cumberland Mall, Atlanta, Ga. 30339  
(attach additional signatures, if needed)  
(street, city, state and zip code)

Notary Public, Cobb County, Georgia  
My Commission Expires October 26, 1993

Signed, sealed and delivered in presence of:

Dorothy A. Luttrell  
7-20-95 Notary Public

Present Zoning of Property GC  
Location 1000 Cumberland Mall, Atlanta, Georgia 30339  
(street address, if applicable; nearest intersection, etc.)  
Land Lot(s) 949, 881, 912, 913, 914, 948 District 17th Size of Tract 25.136 Acre(s)

Please select the extraordinary and exceptional condition(s) to the piece of property in question. The condition(s) must be peculiar to the piece of property involved.

Size of Property \_\_\_\_\_ Shape of Property \_\_\_\_\_ Topography of property \_\_\_\_\_ Other

The Cobb County Zoning Ordinance Section 3-28-9.12A states that the Cobb County Board of Zoning Appeals must determine that applying the terms of the Zoning Ordinance without the variance would create an unnecessary hardship. Please state what hardship would be created by following the normal terms of the ordinance. The existing signage on the Cumberland Mall is 20 yrs. old. Many competing businesses in the area have much larger and more modern signs. The Mall is planning a substantial investment to upgrade all of the signage around the property. The variance would allow the Mall to attract more vehicular traffic off of I-285. This will enhance the economic impact of Cumberland Mall within the county, as well as increase sales tax for the county.

List type of variance requested: 1) Waive the copy area for freestanding signs from the allowable 300 square feet to a maximum of 968.25 sq.ft. (Note: previous variance of 7-6-83 allowed 768 sq.ft. that exist - this sign is 200.25 sq.ft. 2) Waive the allowable support structures of a freestanding sign from the allowable 120 sq.ft. to 480 sq.ft. 3) Waive the allowable height of a freestanding sign from 35 feet to 80 feet

V-100  
2/3

PAGE 2 OF 2

APPLICATION NO. V-162

ORIGINAL DATE OF APPLICATION: 9/95

APPLICANT'S NAME: U.K. LASALLE, INC.

THE FOLLOWING REPRESENTS THE FINAL DECISIONS OF THE COBB COUNTY BOARD OF ZONING APPEALS

THE BELOW STYLED VARIANCE WAS HEARD BY THE COBB COUNTY BOARD OF ZONING APPEALS ON SEPTEMBER 13, 1995

V-162 U.K. LASALLE, INC. requests a variance to: (1) waive the copy area for freestanding signs from the allowable 300 square feet to a maximum of 968.25 square feet (NOTE: Previous variance of 7-6-83 allowed 768 square feet of existing signage, this sign is proposed at 200.25 square feet); (2) waive the allowable support structures of a freestanding sign from the allowable 120 square feet to 480 square feet; (3) waive the allowable height of a freestanding sign from 35 feet to 80 feet in Land Lots 880, 881, 882, 912, 913, 948, 949 and 914 of the 17th District. 25.13 acres.

BZA DECISION OF 9-13-95 Located on the southwest corner of U.S. 41 and Stillhouse Road and the northeast corner of Hargrove Road and I-285 (Cumberland Mall). The Board of Zoning Appeals approved application. Motion by Homan, second by Dawson, carried 4-0.

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#180  
V-100 3/3

APPLICATION FOR VARIANCE REQUEST  
COBB COUNTY BOARD OF APPEALS

DATE OF APPLICATION May 27, 1983 DATE OF HEARING July 6, 1983 1:00 P.M.  
NAME OF TITLEHOLDER Cumberland Associates  
c/o Carter and Associates, Inc., 1100 Spring Street  
ADDRESS Suite 600, Atlanta, GA 30367 PHONE 873-3981  
NAME OF APPLICANT Cumberland Associates  
c/o Carter and Associates, Inc. 1100 Spring Street  
ADDRESS Suite 600, Atlanta, GA 30367 PHONE 873-3981  
ACRES \_\_\_\_\_

TYPE OF VARIANCE Three (3) signs in lieu of one (1) sign on U.S. Highway 41 frontage  
Cumberland Mall; Three (3) signs in lieu of one (1) sign on Hargrove Rd. frontage of  
Cumberland Mall; Copy area of Aker's Mill/U.S. 41 sign to be 168 sq. ft. in lieu of  
120 sq. ft., ~~and 15 feet, 2 inches tall in lieu of 10 feet tall.~~

LOCATION OF PROPERTY FOR WHICH VARIANCE IS REQUESTED Cumberland Associates  
Shopping Center Site  
LAND LOT 881, 882, 912, 914 DISTRICT 17 SECTION 2nd COBB COUNTY  
948, 949

LEGAL DESCRIPTION See Attached

DECISION OF BOARD OF APPEALS 7/6/83 - Board of Appeals approved the  
request. Motion by Howard, seconded by Vansant, carried 7-0.

SECRETARY  
*[Signature]*

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595