

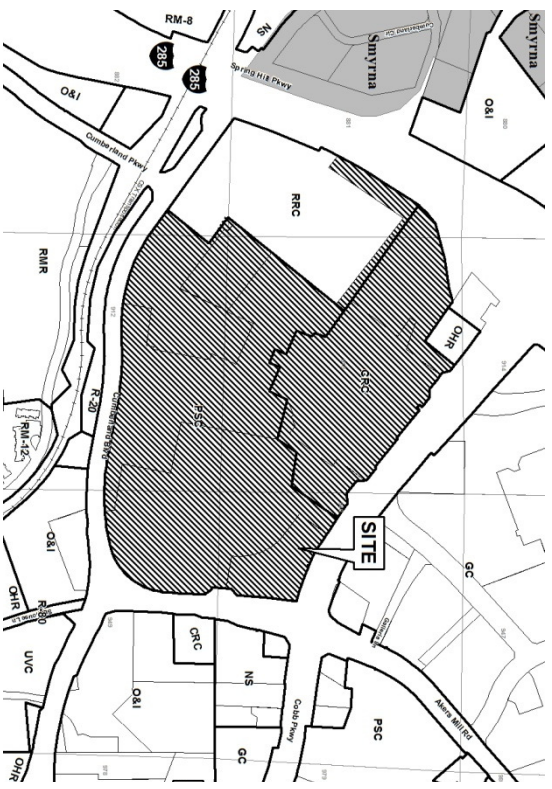
APPLICANT: Jones Sign, LLC **PETITION No.:** V-105
PHONE: 215-788-3898 **DATE OF HEARING:** 10-01-2014
REPRESENTATIVE: Jonathan A. Page, Sr., Esq. **PRESENT ZONING:** CRC, PSC, RRC
PHONE: 770-998-1005 **LAND LOT(S):** 880, 881, 882, 912, 913, 914, 948, 949
TITLEHOLDER: Cumberland Mall, LLC **DISTRICT:** 17
PROPERTY LOCATION: Bounded by Cobb **SIZE OF TRACT:** 71.63 acres
Parkway, Akers Mill Road, Cumberland Boulevard, and **COMMISSION DISTRICT:** 2
Interstate 285.

TYPE OF VARIANCE: 1) Increase the allowable message portion permitted for an electronic sign from 377.5 square feet (per V-101 of 2012) to approximately 1,041.08 square feet; 2) increase the height permitted for a freestanding sign located within 660 feet of an interstate from 80 feet (per V-162 of 1995) to 90 feet; 3) continue to allow a pole-mounted sign within 660 feet of I-285, an interstate highway; and 4) increase the copy/display area for all the freestanding signs from 1,540.14 (per V-101 of 2012) to 1,799.72 square feet.

OPPOSITION: No. OPPOSED _____ **PETITION No.** _____ **SPOKESMAN** _____

BOARD OF APPEALS DECISION

APPROVED _____ **MOTION BY** _____
REJECTED _____ **SECONDED** _____
HELD _____ **CARRIED** _____
STIPULATIONS: _____



APPLICANT: Jones Sign, LLC

PETITION No.:

V-105

COMMENTS

TRAFFIC: Provide FAA study of sign and construction equipment for impacts to aviation.

DEVELOPMENT & INSPECTIONS: No comment.

SITE PLAN REVIEW: No comment.

STORMWATER MANAGEMENT: No comment.

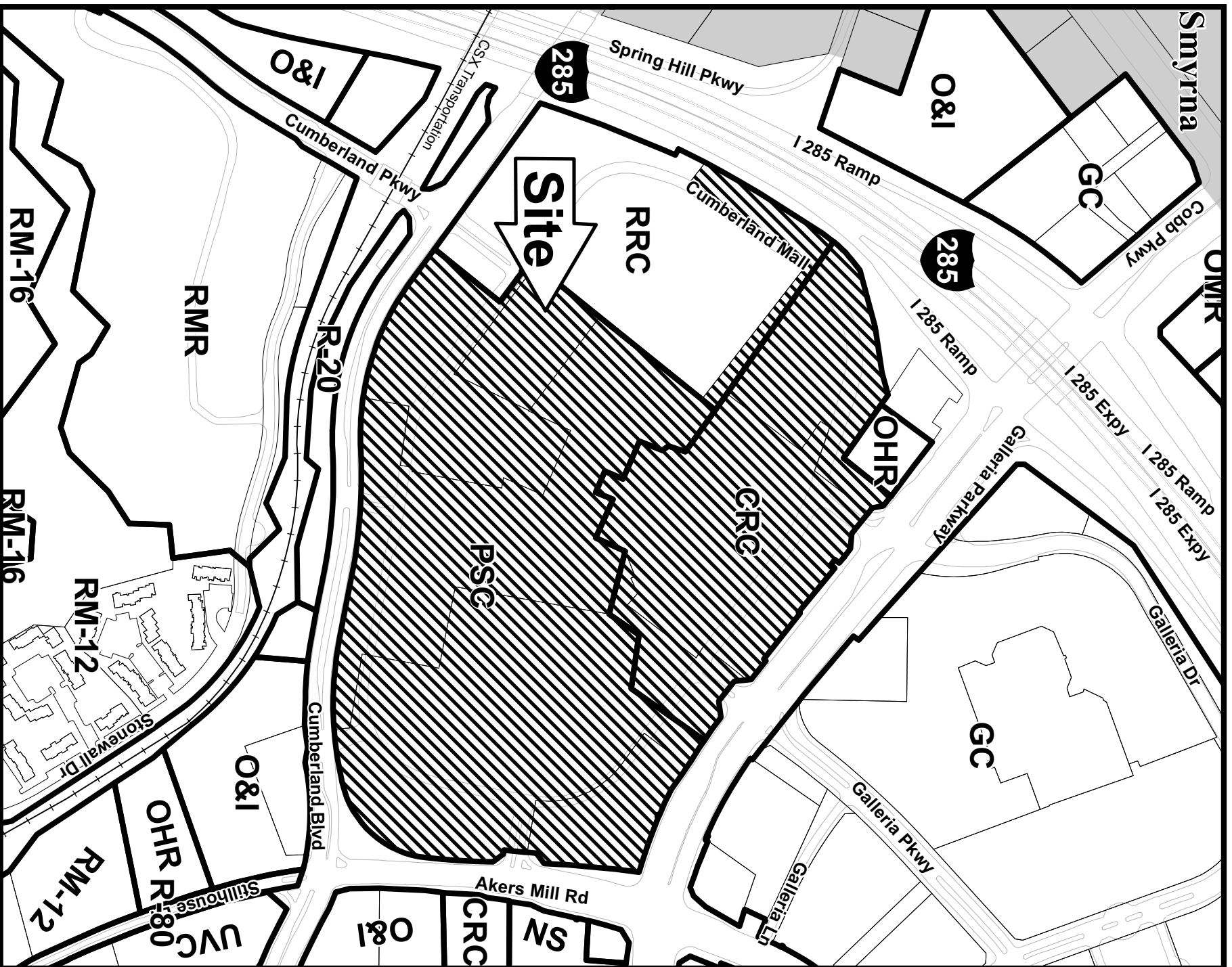
HISTORIC PRESERVATION: After examining Civil War trench maps, Cobb County historic property surveys, county maps, and various other resources, staff has no comments regarding the impact or treatment of historic and/or archaeological resources.

DESIGN GUIDELINES: No comment.

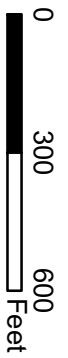
CEMETERY PRESERVATION: No comment.

WATER: Cobb County Marietta Water Authority water main/easement may conflict with proposed location.

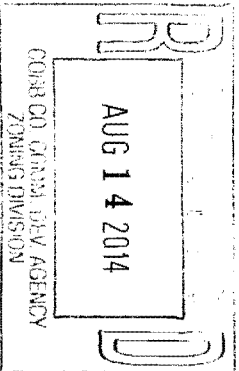
SEWER: No conflict.



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



City Boundary
Zoning Boundary



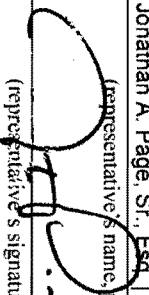
Application for Variance Cobb County

(type or print clearly)

Application No. V-105
Hearing Date: 10-01-2014

Applicant Jones Sign, LLC Phone # (215) 788-3898 E-mail molson@jonesign.com

Jonathan A. Page, Sr., Esq. | Blaska Law Firm Address 8565 Dunwoody Place, Building 15, Suite A, Atlanta GA 30350
(representative's name, printed) (street, city, state and zip code)

 Phone # 770-998-1005 E-mail jonathan@blaskalaw.com
(representative's signature)

My commission expires: 2/19/2018 Signed, sealed and delivered in presence of:
Jessica C. Stewart Notary Public

Titleholder Cumberland Mall, LLC Phone # (312) 960-5000 E-mail joshua.burrows@generatrgrowth.com
Signature (See attached Signature Page) Address: 110 North Wacker Drive, Chicago, IL 60606
(attach additional signatures, if needed) (street, city, state and zip code)

My commission expires: (See attached Signature Page) Signed, sealed and delivered in presence of:
Notary Public

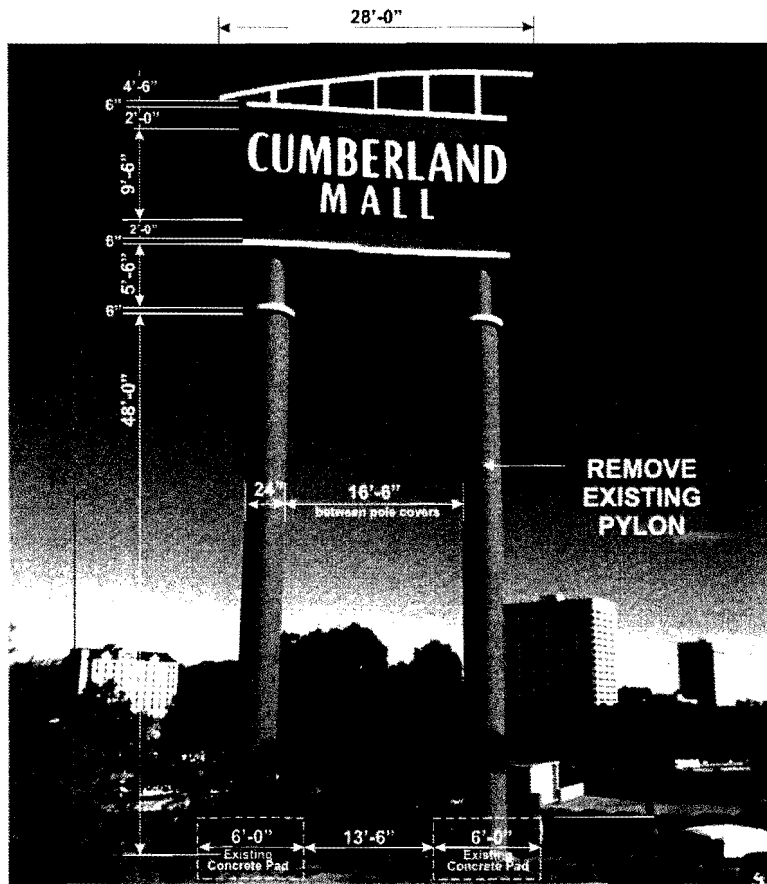
Present Zoning of Property PSC - Planned Shopping Center District
Location Cumberland Mall between I-285 and the Sheraton Hotel on Highway 41 at the same location of the existing pylon sign.
(street address, if applicable; nearest intersection, etc.)

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 conditionally approved if:
Size of Property 21.63 +/- Shape of Property barbell odd-shaped very steep at visible from
Topography of Property sign location Other I-285

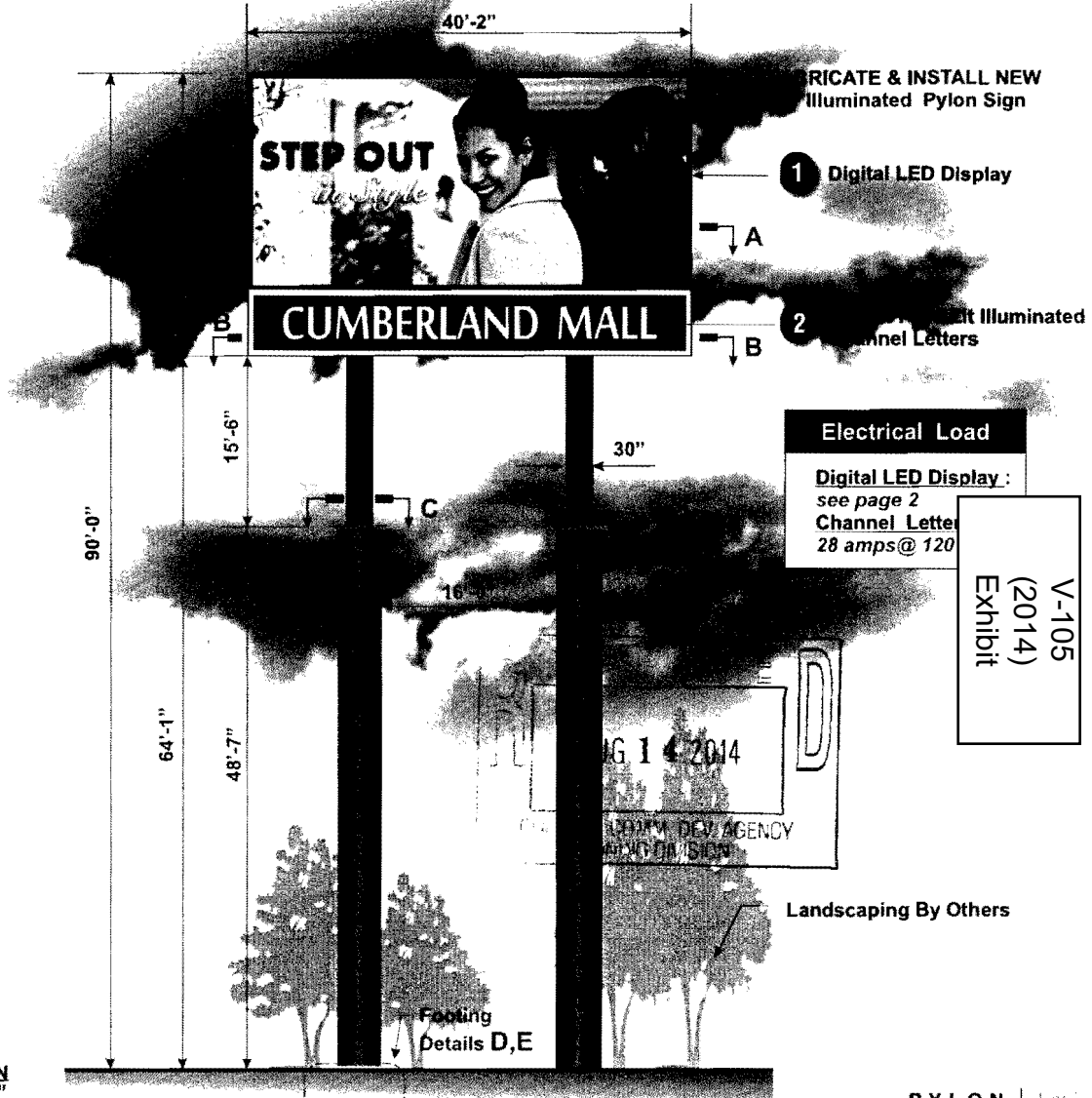
The Cobb County Zoning Ordinance Section 134-94 states that the Cobb County Board of Zoning Appeals must determine that applying the terms of the Zoning Ordinance without the variance would create an unnecessary hardship. Please state what hardship would be created by following the normal terms of the ordinance (if applying for Backyard Chickens pursuant to Sec.134-94(4), then leave this part blank).
(See attached letter)

List type of variance requested: (See attached letter)

D/F Illuminated Pylon



EXISTING ELEVATION
Scale: appr. 3/32"=1'-0"



PROPOSED ELEVATION
Scale: 3/32"=1'-0"

V-105
(2014)
Exhibit

Electrical Load
Digital LED Display :
see page 2
Channel Letters
28 amps @ 120

Landscaping By Others

PYLON | 1 of 1



JONES SIGN
Accomplished.
1000 CROYDON, PA 19021
8 FX: 215.788.7588

SS# 52438-R4
Location **Cumberland Mall**
1000 Cumberland Mall
Atlanta, GA 30339
Date 02.07.14
Drawn By **RR**
Merlin #: 10602

REVISION INFO	
R2 -04.30.14	RR Remove existing pylon, fab & install new 90'H pylon
R3 -05.02.14	RR Remove Tenant Cabinet
R4 -09.08.14	RR add section details
R5 -	XX
R6 -	XX

This drawing is submitted for your exclusive use in connection with a project being planned by Jones Signs. It is not to be shown to anyone outside your organization, nor is it to be used, reproduced, copied or exhibited in any fashion without the expressed permission of Jones Signs.

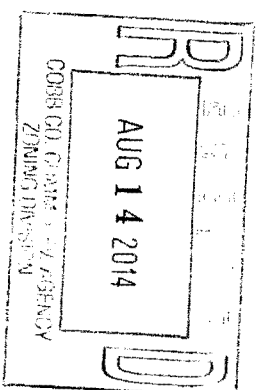
Client:
GGP

V-105
(2014)
Exhibit

THE BLASKA LAW FIRM, LLC

JONATHAN A. PAGE, SR.
jonathan@blaskalaw.com

August 14, 2014



Cobb County, Community Development Agency
Attn: Mr. John Pederson
Zoning Division Manager
1150 Powder Springs Street
Suite 400
Marietta, Georgia 30064

Re: 2014 Variance Application; Cumberland Mall, LLC c/o General Growth
Properties, Inc.

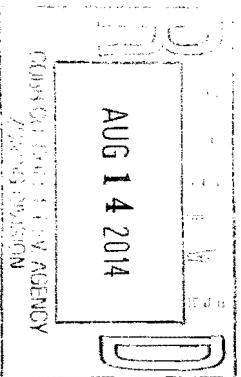
Dear Mr. Pederson:

We represent Cumberland Mall, LLC c/o General Growth Properties, Inc. ("Cumberland Mall") and Jones Sign, LLC, the applicant. Cumberland Mall and Jones Sign seek administrative relief from Sections 134-313 and 134-314 of the Cobb County Code of Ordinances with regard to the proposed construction of a new digital sign.

In 1995, the Cobb County Board of Commissioners approved Cumberland Mall for a sign variance to allow for much larger and modern signs. This 1995 variance approval helped Cumberland Mall attract vehicular traffic off of I-285 and enhanced the overall economic impact of Cumberland Mall within the county. In 2012, the Board again approved Cumberland Mall for a sign variance on Land Lot 913 to allow for a large digital LED display sign to improve visibility and aesthetics and to respond to the changing market. Today, Cumberland Mall requests a variance to replace the existing freestanding pylon sign on Land Lot 913 in its entirety with a digital LED display and face-let illuminated style sign (the "Proposed LED Sign"). The Proposed LED Sign rendering is shown in Exhibit E, attached.

Specifically, Cumberland Mall and Jones Sign seek the following types of variances for the Proposed LED Sign:

1. Increase the allowable message portion permitted for an electronic sign from 377.5 square feet (per V-101 of 2012) to approximately 1,041.08 square feet. See also Section 134-313(o)(2)b.



2. Increase the height permitted for a freestanding sign located within 660 feet of an interstate from 80 feet (per V-162 of 1995) to 90 feet. See also Section 134-314(b)(5).
3. Continue to allow a poll-mounted sign within 660 feet of I-285, an interstate highway. See 134-314(b)(3).
4. Increase the copy/display area for all the freestanding signs in Land Lots 881, 882, 912, 913, 948 and 949 of the 17th District from 1,540.14 (per V-101 of 2012) to 1,799.72 square feet. See also Comparison Chart at Exhibit G; Section 134-314(b)(1).

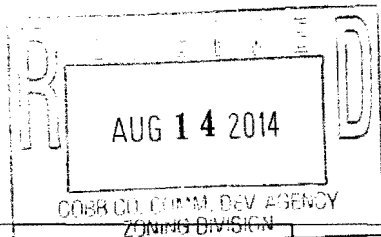
Pursuant to Section 134-94 of the Cobb County Code of Ordinances, Cumberland Mall and Jones Sign requests the above-referenced variances in order to avoid unnecessary hardships.

Specifically, the increased height and message size of the Proposed LED Sign will improve the overall visibility and aesthetics and respond to the modernization that has occurred in that area since the 2012 variance approval. It also comports with Cobb County's future modernization plans to make that area a point of regional and national attraction.

For example, the size, shape and topography of Land Lot 913 make it extraordinarily difficult for travelers and motorists on I-285 to view and comprehend the existing static pylon sign, especially in light of the on-ramp and off-ramp grade separation of that interstate. Additionally, the existing static sign is close to 10 years old. Several competing businesses in the area have now erected much larger and newer marquee-style signs. In just the past couple of years, for example, Cumberland Mall's neighbors, the Cobb Energy Performing Arts Centre and the Cobb Galleria Mall, both erected and constructed large marquee-style LED display signs. These newer signs reflect the modernization that has occurred in this area. And Cobb Galleria Mall and Cumberland Mall have similar regional impact (e.g., both have similar retail stores) and they both market to the same types of customers. And like the existing pylon sign, Cobb Galleria's sign is also visible from I-285. With respect to the future modernization plans, the Atlanta Braves have been tentatively approved for several large marquee-style signs nearby. Thus, the granting of this variance would allow Cumberland Mall to comport with the current and future modernization of the area.

Accordingly, the requested variances are necessary in order for Cumberland Mall to continue to increase its economic impact in the county and staying consistent and modern with the other marquee-style signs nearby. And like the other marquee-style signs in the area, the granting of this variance will continue to preserve the character, health, safety and welfare of the community.

Finally, Cumberland Mall would make the Proposed LED Sign available to the county for use in emergencies, such as Amber Alerts, after an appropriate protocol has been established with the county.



SQ. FT. COMPARISON

Cumberland Mall SQ FT. Comparison		1995 Variance Approved		2012 Variance Approved			2014 Proposed Signage			
Sign Description	QTY	Sign SQ FT.	Sign Total	QTY	Sign SQ FT.	Sign Total	QTY	Sign SQ FT.	Sign Total	Comments
1995 Approved Signage										
Existing Freeway Pylon	1	444.00	444.00	1	444.00	444.00	1	0.00	0.00	This sign will be eliminated.
New Main ID on Existing Wall	1	118.13	118.13	1	118.13	118.13	1	118.13	118.13	
Vertical Monument	1	28.95	28.95	1	0.00	0.00	1	0.00	0.00	
Horizontal Monument	5	18.24	91.20	5	18.24	91.20	5	18.24	91.20	
Main Entry ID	2	62.03	124.06	2	62.03	124.06	2	62.03	124.06	
Food Court Entry ID	1	115.00	115.00	1	115.00	115.00	1	115.00	115.00	
Entry Sign	1	6.0	6.0	1	6.0	6.0	1	6.0	6.0	
SUBTOTAL			927.34			898.39			454.39	
2012 Approved Signage										
Primary ID – Cobb Parkway				1	110.25	110.25	1	110.25	110.25	
ALT Primary ID – Akers Mill / Hwy 41				1	194.00	194.00	1	194.00	194.00	
Primary Pylon – Digital Screen				1	337.50	337.50	1	0.00	0.00	This sign was never erected.
SUBTOTAL						641.75			304.25	
2014 Proposed Signage										
Proposed LED Pylon							1	1041.08	1041.08	
SUBTOTAL									1041.08	
TOTAL			927.34			1540.14			1799.72	

