



WARE+ASSOCIATES  
 400 GLENRIDGE AVE.  
 5825 GLENRIDGE DRIVE  
 BUILDING 3, SUITE 101-H  
 ATLANTA, GA 30328  
 PHONE 404.816.9172  
 WWW.WAREASSOC.COM

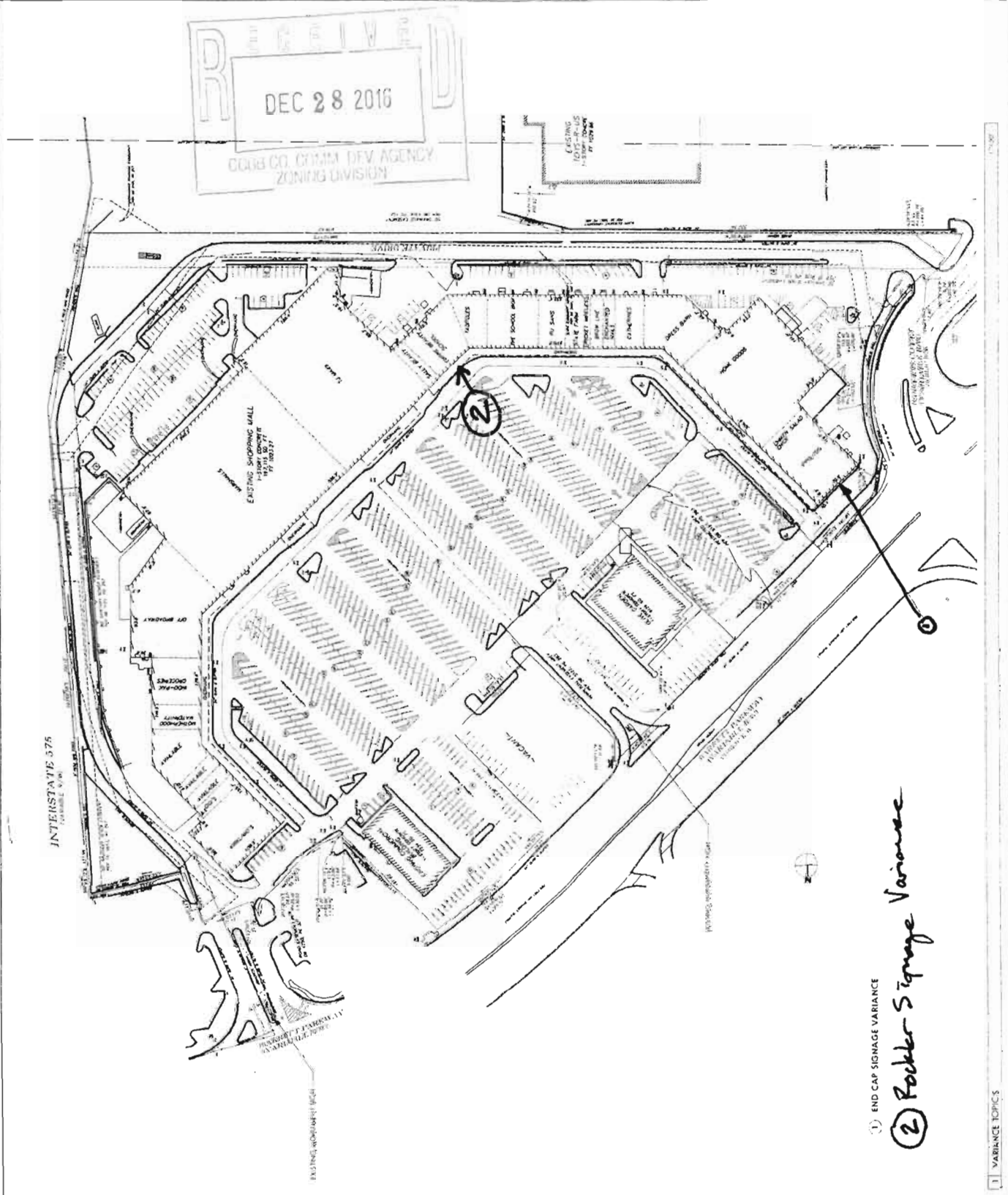
V-20  
 (2017)

DATE	12/28/16
PROJECT	REDEVELOPMENT OF 10000 W. SANDY CREEK DRIVE
PREPARED BY	WARE+ASSOCIATES
REVIEWED BY	WARE+ASSOCIATES
APPROVED BY	WARE+ASSOCIATES
DATE	12/28/16

VARIANCE TOPICS	
1	END CAP SIGNAGE VARIANCE
2	ROCKLER SIGNAGE VARIANCE

A.1

RECEIVED  
 DEC 28 2016  
 GORG CO COMM DEV AGENCY  
 ZONING DIVISION



① END CAP SIGNAGE VARIANCE  
 ② Rockler Signage Variance

**APPLICANT:** Town Center Associates

**PETITION No.:** V-20

**PHONE:** 770-480-3388

**DATE OF HEARING:** 02-15-2017

**REPRESENTATIVE:** Gary Wert

**PRESENT ZONING:** GC

**PHONE:** 770480-3388

**LAND LOT(S):** 645

**TITLEHOLDER:** Town Center Associates

**DISTRICT:** 16

**PROPERTY LOCATION:** On the southeast side of

**SIZE OF TRACT:** 18.93 acres

Ernest Barrett Parkway, on the east side of Roberts Court, and on the west side of Interstate 575

**COMMISSION DISTRICT:** 3

(425 Ernest Barrett Parkway).

**TYPE OF VARIANCE:** 1) Allow a wall sign to project above the roofline; 2) waive the maximum sign area of a wall sign from the allowable 160 square feet to 326 square feet (Ippolitos); and 3) waive the maximum sign area of a wall sign from the allowable 120 square feet to 135 square feet (Rockler).

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

**BOARD OF APPEALS DECISION**

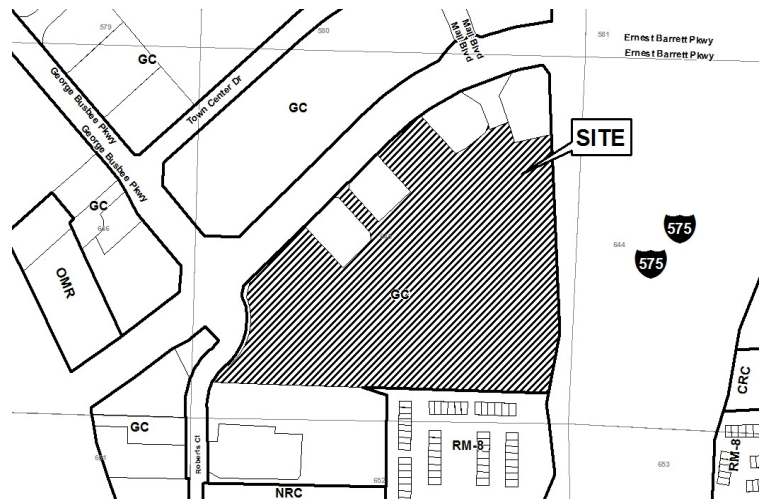
**APPROVED \_\_\_\_\_ MOTION BY \_\_\_\_\_**

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

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

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

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



\*\*\*\*\*

**COMMENTS**

**TRAFFIC:** This request will not have an adverse impact on the transportation network.

**DEVELOPMENT & INSPECTIONS:** No comment.

**SITE PLAN REVIEW:** No comment.

**STORMWATER MANAGEMENT:** No comments.

**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:** Staff has determined that the subject sites are not within the boundaries of approved design guidelines study areas; therefore do not have to comply with design guidelines requirements. No comments.

**CEMETERY PRESERVATION:** No comment.

**WATER:** No conflict.

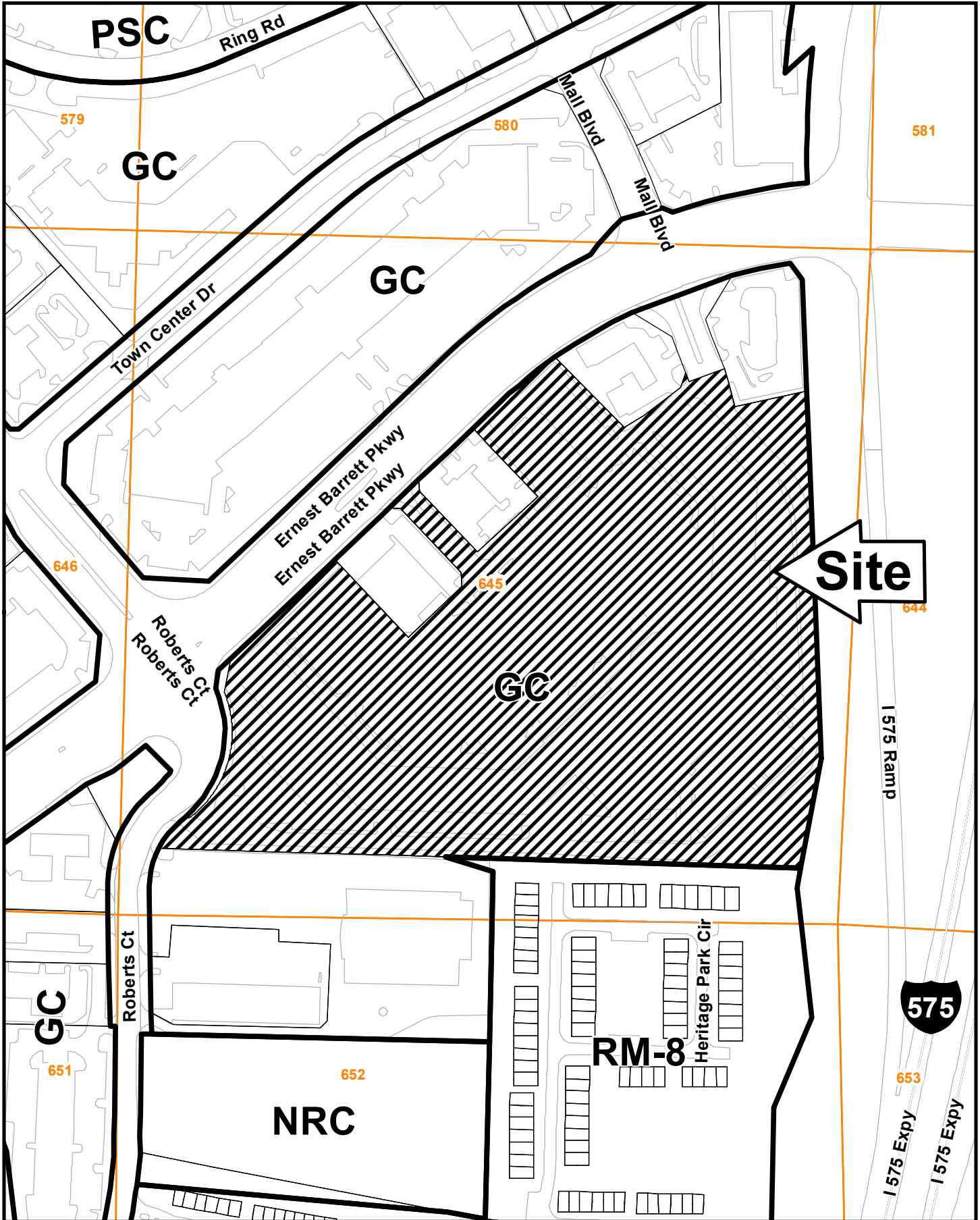
**SEWER:** No conflict.

**APPLICANT:** Town Center Associates      **PETITION No.:** V-20

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**FIRE DEPARTMENT:** NO COMMENTS: 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.

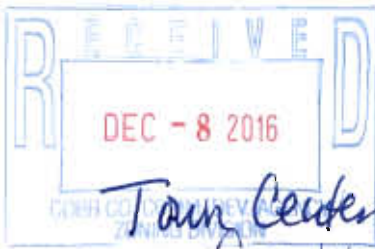
# V-20-2017 GIS



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

0 100 200  
Feet

City Boundary  
Zoning Boundary



# Application for Variance Cobb County

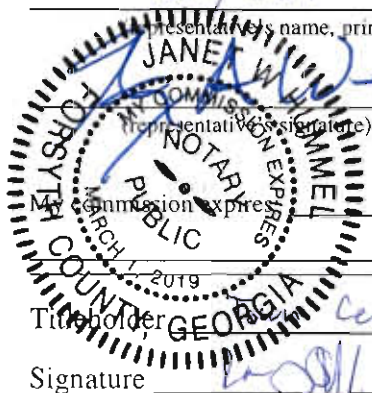
(type or print clearly)

Application No. V-20  
Hearing Date: 2-15-17

Applicant Tam Center Associates Phone # 770 480 3388 E-mail gary.wort@bellsouth.net  
Gary Wort

Address 4240 Alex Avenue, Cumming GA 30046  
(street, city, state and zip code)

Phone # 770 480 3388 E-mail gary.wort@bellsouth.net



Signed, sealed and delivered in presence of:  
Jane W. Shennel  
Notary Public

Titleholder Tam Center Associates Phone # 770 480 3388 E-mail gary.wort@bellsouth.net

Signature [Signature] Address: 4240 Alex Avenue Cumming GA 30046  
(attach additional signatures, if needed) (street, city, state and zip code)

My commission expires: for life  
Signed, sealed and delivered in presence of:  
[Signature]  
Notary Public

Present Zoning of Property GC Commercial

Location 425 Ernest Barrett Parkway Kennesaw GA  
(street address, if applicable; nearest intersection, etc.)

Land Lot(s) 645 District 16 Size of Tract 18.928 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.

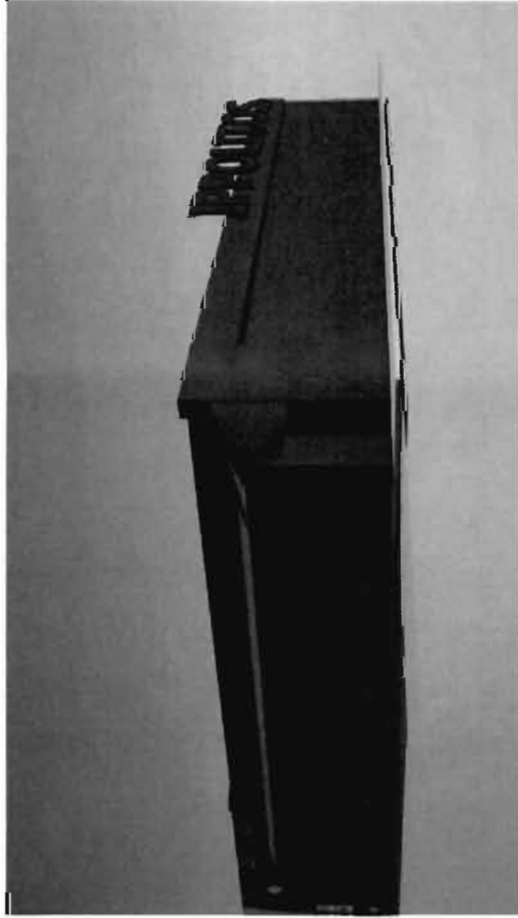
Size of Property 18.928 Ac Shape of Property Irregular Topography of Property Stepped Other \_\_\_\_\_

Does the property or this request need a second electrical meter? YES \_\_\_\_\_ NO

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: Sign Variances



1

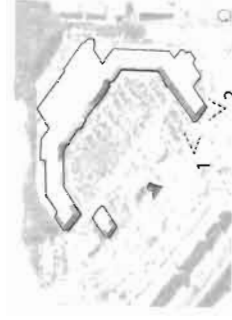


2

TOWN CENTER PLAZA

425 ERNEST BARRETT PKWY  
Kennesaw, GA, USA  
Project No. 11030  
Oct 7, 2016

*Proposal @ End Cap*



Quadrangle

Quadrangle Architects Limited  
901 Acap Street West, Suite 701  
Toronto, ON, M5V 3R5

IPOLLITO'S - 7 FT SIGN

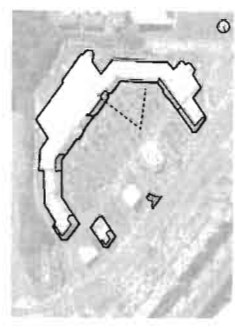
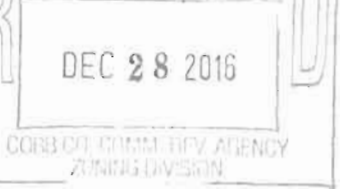


135 s.f.

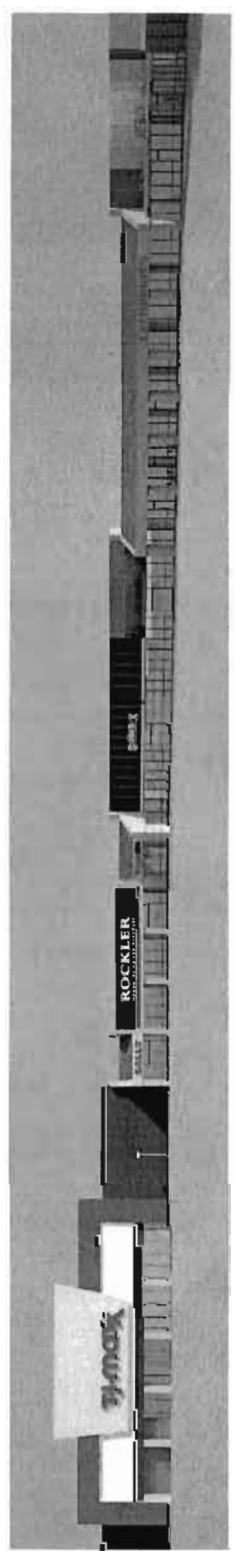
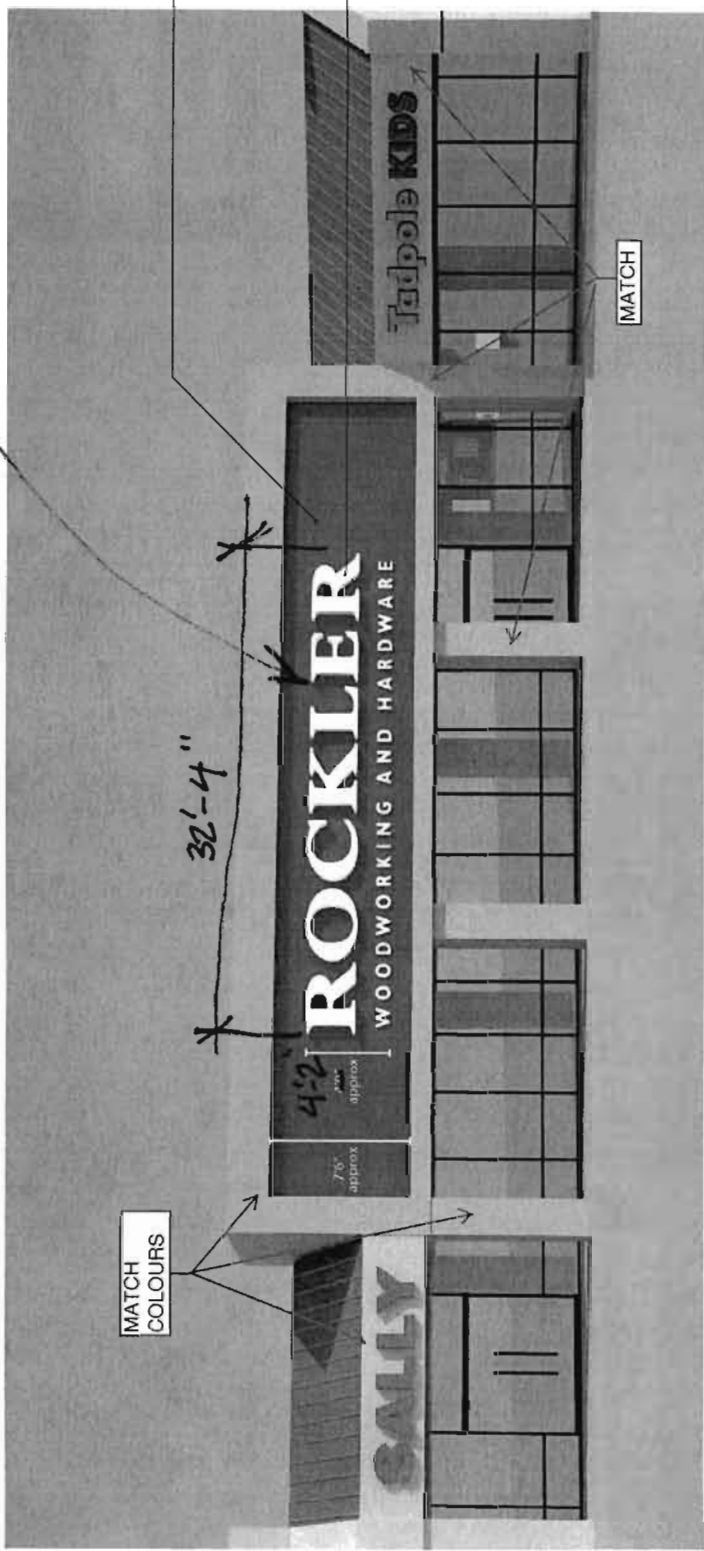
Sign Background Color:  
RAL 5007  
(Oracal 528 Equivalent)

Sign Lettering Color:  
RAL 9003

V-20  
(2017)  
Exhibit



**Quadrangle**  
Quadrangle Architects Limited  
801 King Street West, Suite 701  
Toronto, ON M5V 3P6



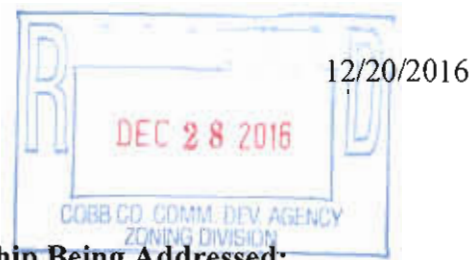
ROCKLER HARDWARE  
SIGNAGE

*Town Center Plaza  
Rockler Signage*

TOWN CENTER PLAZA

425 ERNEST BARRETT PKWY  
KENNESAW, GA, USA  
Project No. 11030  
15 July 2016





**Reasons for Ippolito's Sign Variance Request and Hardship Being Addressed:**

1. Currently cars or pedestrians travelling towards I-575 along Ernest Barrett Parkway or along Roberts Court only see rooftop HVAC units of Town Center Plaza. Many don't know that there is a tenant behind the granite wall at the intersection of Ernest Barrett Parkway and Roberts Court.
2. Existing shopping center is set back at a considerable distance from Ernest Barrett Parkway and below street grade elevation.
3. With improvements to Roberts Court over the years the stone wall, and later renovations to the wall making it even higher have exacerbated visibility problems and created even more of a tunnel effect for tenants at endcap of shopping center.
4. Limited exposure reduces customer knowledge.
5. Ippolitos and other restaurants looking at endcap unit express continual frustration that they are hidden in the center with limited visibility. Difficulty to lease.
6. Landlord has made significant efforts to modernize the center and improve signage to 2016 standards.
7. At Cobb County Board of Zoning Appeals hearing on May 11, 2016 permission was granted to permit signage in rear of building up to three feet above the roofline. Reason request is now being made to permit the endcap sign for up to six feet above roofline is that three feet would still not create visibility in this specific location.
8. Landlord has had several communications with representatives of Cobb County to design signage that recognizes specific roof top restrictions – this application represents a design that Landlord believes respects and conforms to the requests of Cobb County.

**Reasons for Rockler's Sign Variance Request and Hardship Being Addressed:**

1. *Rockler, a woodworking tools retailer, is a new entrant into the Kennesaw/Cobb County market and not very well known. In the current retail climate, it is difficult to introduce new retailers into the market. This tenant is particularly important to the long term health of the center because it would broaden the base of potential shoppers. Rockler's primary market is male (although not exclusively), with an emphasis on hobbyists. The current tenant mix emphasizes clothing retailers. The hardships associated with this Tenants signage includes:*
  - a. *The fascia signage is at an inside corner of the shopping center, and that, coupled with the distance from Ernest Barrett Parkway, places this new tenant at a disadvantage.*
  - b. *The tenant space, at this inside corner has a small ratio of storefront compared to the size of the space.*

*The proposed variance being requested is less than a 10% increase adding an additional 12 sf of signage for a total of 135 square footage of signage area for this tenant.*