



**CITY OF SNELLVILLE
PLANNING & DEVELOPMENT DEPARTMENT
BOARD OF APPEALS**

VARIANCE CASE SUMMARY

June 14, 2022

CASE NUMBER: #BOA 22-03

REQUEST: Variances from the Sign Ordinance to utilize the existing monument and directional/way-finding ground signage that is nonconforming to the current sign regulations for the rebranding of the existing ground signage.

LOCATION: Piedmont Eastside Hospital (South Campus)
2160 Fountain Drive, Snellville, Georgia

TAX PARCEL: R5007 173

CURRENT ZONING: OP (Office Professional) District

PROJECT: Signage Rebranding for the Hospital South Campus

PROPERTY OWNER: Eastside Medical Center, LLC
Nashville, Tennessee 37203

APPLICANT/CONTACT: Philip Henry
The Sign Bros.
706-850-6172 or phillip@thesignbros.com

RECOMMENDATION: Approval with Conditions



**CITY OF SNELLVILLE
PLANNING & DEVELOPMENT DEPARTMENT
BOARD OF APPEALS**

VARIANCE CASE ANALYSIS

June 14, 2022

TO: Snellville Board of Appeals

REGULAR MEETING DATE: June 14, 2022

FROM: Jason Thompson, Director
Department of Planning and Development

CASE NUMBER: **#BOA 22-03**

FINDINGS OF FACT:

The Department of Planning and Development has received a variance application from Phillip Henry, The Sign Bros. representing their client Eastside Medical Center, LLC, requesting variances from the Sign Ordinance to utilize the existing monument and directional/wayfinding ground signage that is nonconforming to the current sign regulations for the rebranding of the Piedmont Eastside Hospital (South Campus).

Piedmont Healthcare recently acquired both the main campus and south campus of Eastside Medical Center and as part of the acquisition is updating the current signage with the Piedmont standard to rebrand and to improve patient navigation and wayfinding to and from the hospital.

REQUEST:

The applicant is requesting variances from Sec. 207-6 (Signs) of Article 7 of Chapter 200 of the Snellville Unified Development Ordinance to allow the rebranding of the existing monument and directional/wayfinding ground signage identified on the Signage Variance Matrix for the Piedmont Eastside South Campus attached as Exhibit "A" and shown on the sign details attached as Exhibit "B" for signs numbered 3, 4, and 5.

STANDARDS FOR CONSIDERATION:

Pursuant to Sec. 103-7.2.B of Chapter 100 of the UDO, the City of Snellville Zoning Ordinance, the City finds the following standards are relevant in considering all applications for a Variance.

1. That special conditions and circumstances exist which are peculiar to the land, structure, or building involved and which are not applicable to other land, structures, or buildings in the same zoning district;

Applicant Response: (1) Hospitals have a unique need for a robust wayfinding system, requiring signage above and beyond normal businesses. (2) The campus has multiple buildings and entrances, which require their own entrance signs. (3) The size, height, and setback requirements for interior project directional signage impair visibility for vehicular and pedestrian traffic to navigate the hospital campus. (4) Repeat point number 3 for monument signage.

2. That literal interpretation of the provisions of this UDO would deprive the applicant of rights commonly enjoyed by other properties in the same district under the terms of this UDO;

Applicant Response: The sign code currently allows other properties to enjoy sufficient wayfinding for their intended audience. Due to the size and complexity of the campus with multiple entrances, these restrictions do not allow for sufficient visibility and/or legibility {or intuitive wayfinding at the hospital.

3. That the special conditions and circumstances do not result from the actions of the applicant; and

Applicant Response: Our intent is merely to replace the existing signage with improved signage of a similar size and setback. We are not looking to expand upon the existing signage with this request. Our goal is to maintain the same level of visibility while improving the content to improve patient experience and safety.

4. That granting the variance requested will not confer on the applicant any special privilege that is denied by this UDO to other lands, structures, or buildings in the same district.

Applicant Response: While the hospital technically falls into the same zoning category as

other businesses, it can be argued that it is unique in its services provided and the complexity of navigating the campus. In addition, the intended viewers are often in a state of distress or grief, which further impairs their ability to navigate to the intended location, which makes intuitive, highly visible signage even more crucial.

VARIANCE ANALYSIS:

Since the time that the existing signage was installed, the City's sign ordinance has undergone several amendments, resulting in a more regulatory sign code for the different sign types. As mentioned in the applicant's Letter of Intent, the purpose of the variance request is to allow for the rebranding of all existing ground signage and to improve patient navigation and wayfinding to and from the hospital. The applicant is proposing to reuse as many of the existing stone bases and poles as possible, and retain the existing square footage of the current sign faces, while also not increasing the height of the existing signs.

The City's Sign Ordinance regulates the following sign types:

Monument Sign, defined as a permanent ground sign designed so the base of the sign face is flush with the supporting base and the supporting base is flush with the ground. Sign must include a solid, decorative base and may include a decorative frame. The base must be at least as wide as the sign and/or frame upon it and a minimum of two feet in height. Decorative base and frame materials include stone, brick, EIFS or true hard coat stucco. No support posts may be exposed. Electrical disconnect and/or meter base may not be visible from the public right-of-way.

And, regulated as follows:

- a. Monument sign area is defined as the entire area within a continuous perimeter, enclosing the extreme limits of the sign structure (overall height by overall width), not to include the first 24 inches of the base height of a monument sign.
- b. One monument sign is allowed per road frontage.
- c. The maximum square footage of the sign is based upon 0.50 square feet per 1 foot of road frontage or 64 square feet, whichever is larger.
- d. In lieu of allowing a second monument sign, corner lots with two adjacent road frontages may utilize 30% of the allowable sign area from the second frontage for the sign area calculation of the one monument sign. Sign area variances of Sec. 207-6.6.C are not allowed.
- e. The maximum sign area allowed is 225 square feet.
- f. Signs more than 5 high must be set back at least 10 feet from the right-of-way. Signs more than 10 feet high must be set back at least 15 feet from the public right-of-way.
- g. Monument base must be constructed of natural brick or stone (not painted or stained); or EIFS/true hard coat stucco painted or stained using colors from

- .I.F.S./true hard coat stucco painted or stained using colors from the official City color palette shown in Figure 208-1.4. Foamcore monument signs are prohibited.
- h. Monument base shall be at least as wide as the sign and/or frame upon it and a minimum of 2 feet in height. No support posts may be exposed.
 - i. Electrical disconnect and/or meter base must not be visible from the public right-of-way.
 - j. Monument sign must include the numeric street address of the property upon which it is located. The numbers used to identify the address may be no less than 5 inches in height and no more than 9 inches in height.

Freestanding Sign, defined as a permanent sign with no decorative base that is supported by one or more upright poles, columns, or braces placed in or on the ground and not attached to any building or structure.

Wayfinding Sign is a freestanding sign type that is regulated as follows:

- a. Not to exceed twelve (12) feet in height including support post(s) and pier.
- b. Not to exceed four (4) signs per property.
- c. Sign must meet the setback requirements of Sec. 207-6.6.A.
- d. Sign may be internally illuminated.
- e. Sign may be an element of an electronic message board sign, subject to the requirements of Sec. 207-6.8 (Electronic Message Boards).
- f. Electrical service to be provided by underground service only. Solar powered lighting is prohibited.
- g. If located in a parking area, the first 24-inches of support post(s) height must be encapsulated by a concrete pier.

Directional Sign is a freestanding sign type that is regulated as follows:

- a. Not to exceed six (6) square feet in total sign area.
- b. Not to exceed three (3) feet in height including support post(s).
- c. Generally located at or near the entry and exit drives to a public roadway.
- d. The maximum number of signs permitted is two (2) per road frontage or two (2) per curb cut, whichever is greater.
- e. Signs must meet the setback requirements of Sec. 207-6.6.A.

Interior Project Directional Sign is authorized in all developments or planned subdivisions of land within any nonresidential districts, approved special uses in residential districts and places of worship as an approved special use subject to the following:

- a. May not be located within 100 feet of an entrance to a project.
- b. Maximum sign area of each sign may not exceed 16 square feet.
- c. Maximum sign height shall not exceed 6 feet (OAH).

- d. Only one such sign may be located at each internal intersection of private driveway or public streets within the project.

Sec. 207-6.6.A (Setbacks): Signs may not be located in the right-of-way and must be at least 10 feet from the back of the curb or edge of the pavement of the adjacent street, whichever is greater. Signs on a corner lot within 50 feet of the intersection of rights-of-way must be out of right-of-way or at least 15 feet from the back of the curb or edge of pavement of the adjacent streets, whichever is greater.

The requested variances are to allow for: a) a reduction in the minimum sign setback from the right-of-way or edge of curb line; b) allow for an increase in the allowable sign area for internal directional/wayfinding signs; and c) allow for more than one monument and/or internal directional/wayfinding sign per property.

Signage which is located within the GDOT right-of-way (Sign Type 1.0) are not subject to this variance application and may only be erected/modified in accordance with GDOT regulations and approval.

STAFF RECOMMENDATION:

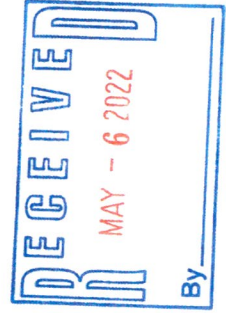
The Department of Planning and Development recommends **Approval** of the variances from the Sign Ordinance for signs numbered 3, 4 and 5 identified on the Signage Variance Matrix attached as Exhibit "A" and shown on the sign details attached as Exhibit "B".

Approval of the variances are subject to the attachment of the following recommended **Conditions:**

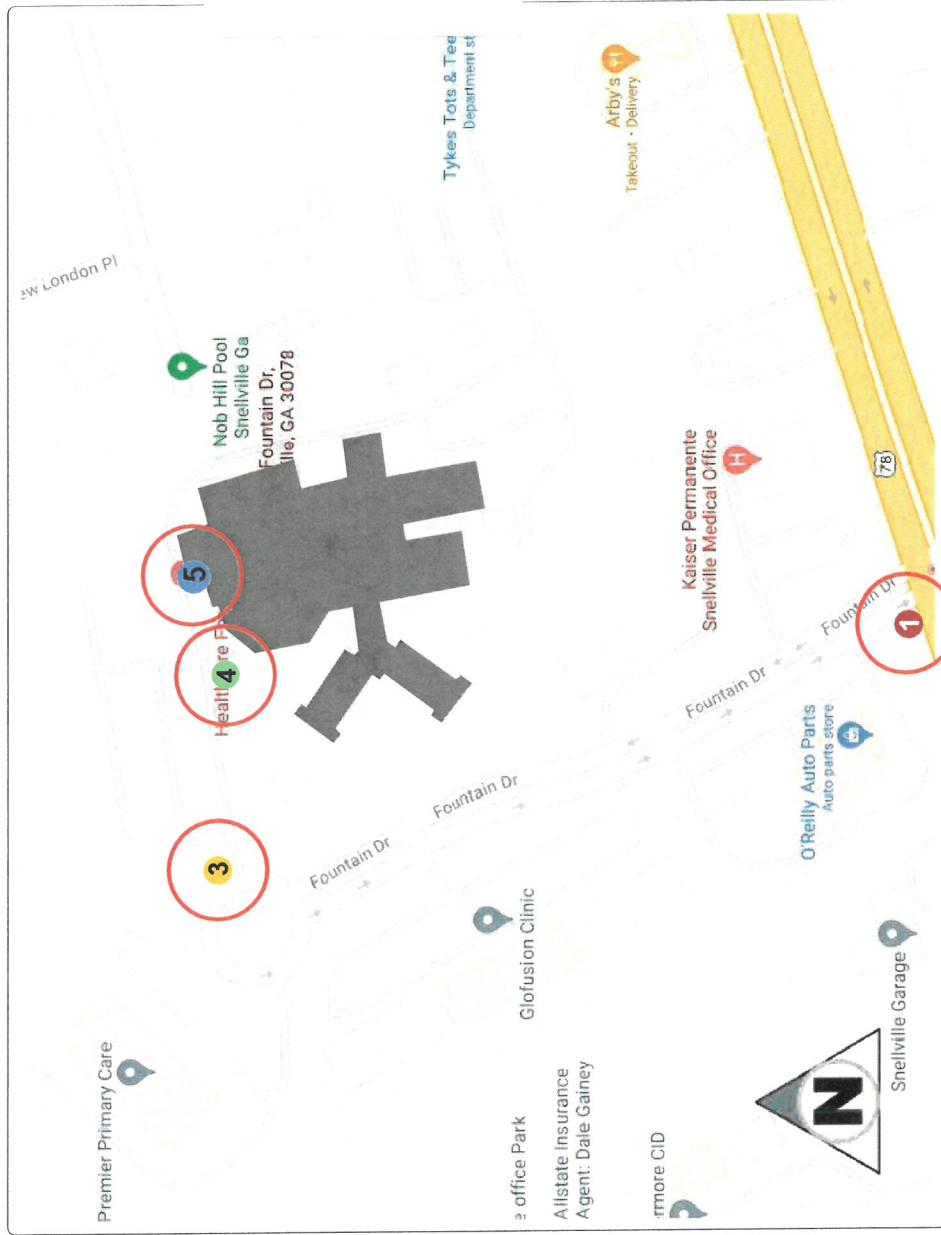
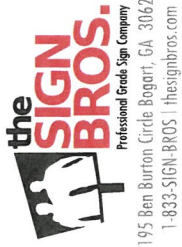
1. Applicant shall submit sign and building permit application(s) for review and approval by the Director of Planning and Development.
2. All 2021 City of Snellville real property taxes, storm water utility fees, late, interest and other fees for tax parcel R5007 173 shall be paid-in-full upon submittal of any sign permits associated with this variance case.

PIEDMONT EASTSIDE - SOUTH CAMPUS // Signage Variance Matrix

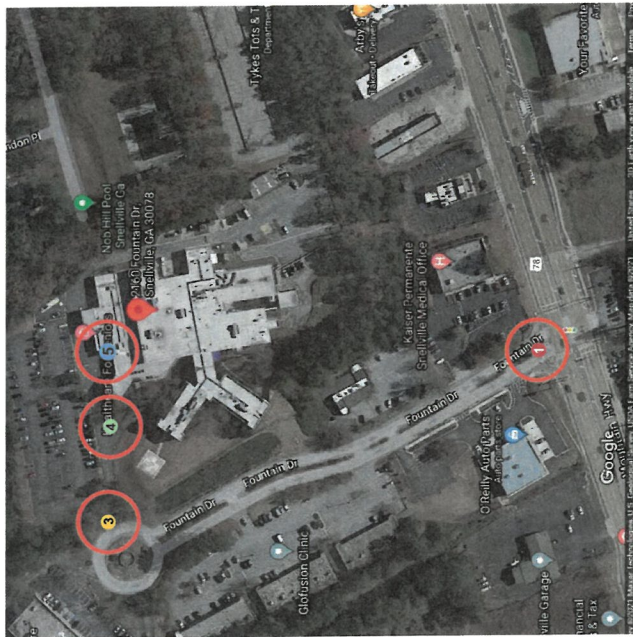
Sign Number	Sign Type	Code Section Violated	Code Definition	Proposed Change
1	Primary Monument	N/A	N/A	GDOT approval required.
3	Secondary Monument	207-6.4.B.5.f	f. Signs more than 5 high must be set back at last 10 feet from the right-of-way. Signs more than 10 feet high must be set back at least 15 feet from the public right-of-way.	Replace with new sign in same location. Proposed sf = 24 sf
4	Primary Directional	207-6.4.B.14.b 207-6.4.B.14.d	b. Maximum sign area of each sign may not exceed 16 square feet. d. Only one such sign may be located at each internal intersection of private driveway or public streets within the project. A. Setbacks Signs may not be located in the right-of-way and must be at least 10 feet from the back of the curb or edge of the pavement of the adjacent street, whichever is greater. Signs on a corner lot within 50 feet of the intersection of rights-of-way must be out of right-of-way or at least 15 feet from the back of the curb or edge of pavement of the adjacent streets, whichever is greater.	Number of signs at intersection unclear. Proposed signage may not comply.
5	Secondary Directional	207-6.6.A 207-6.4.B.14.b 207-6.4.B.14.d	b. Maximum sign area of each sign may not exceed 16 square feet. d. Only one such sign may be located at each internal intersection of private driveway or public streets within the project. A. Setbacks Signs may not be located in the right-of-way and must be at least 10 feet from the back of the curb or edge of the pavement of the adjacent street, whichever is greater. Signs on a corner lot within 50 feet of the intersection of rights-of-way must be out of right-of-way or at least 15 feet from the back of the curb or edge of pavement of the adjacent streets, whichever is greater.	Proposed signage is closer to curbs inside the property lines than current code requirements. Proposed face sf = 15 sf Proposed overall sf = 18 sf Number of signs at intersection unclear. Proposed signage may not comply.
		207-6.6.A		Proposed signage is closer to curbs inside the property lines than current code requirements.



Piedmont
EASTSIDE
South Campus



SITE PLAN OF GROUND SIGN LOCATIONS



SOUTH CAMPUS SITE MAP

KEY	
●	SIGN TYPE 1.0 - PRIMARY MONUMENT (QTY = 2)
●	SIGN TYPE 2.0 - SECONDARY MONUMENT (QTY = 2)
●	SIGN TYPE 3.0 - PRIMARY DIRECTIONAL (QTY = 9)
●	SIGN TYPE 4.0 - SECONDARY DIRECTIONAL (QTY = 21)
●	SIGN TYPE 5.0 - CHANNEL LETTERS (QTY = 3)
●	SIGN TYPE 6.0 - ENTRANCE SIGN BANNERS (QTY = 2)

SECONDARY MONUMENT

South Campus

3



Piedmont Eastside
1700 Medical Way, Snellville, GA 30078

MANUFACTURE AND INSTALL ONE (1) S/F ILLUMINATED MONUMENT SIGN

DETAILS:

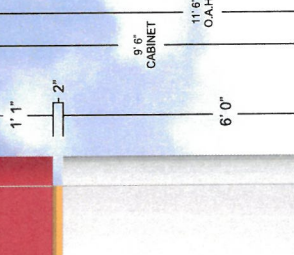
- ALUMINUM CABINET WITH 6" RADIUS CORNERS PAINTED MATTHEWS SEMI-GLOSS WHITE.
- PEDMONT "LOGO SYMBOL", "PEDMONT EASTSIDE" AND "SOUTH CAMPUS" ARE ROUTED OUT OF ALUMINUM CAB. WITH 1/8" GAP. ALL LOGO SYMBOLS OVERLAIN W/ TRANSLUCENT VINYL AND ILLUMINATED WITH WHITE LED LIGHTING.
- "PEDMONT" IS OVERLAIN WITH DAY/NIGHT PERFE VINYL SHOWING AS BLACK DURING DAYTIME AND ILLUMINATING WHITE AT NIGHT. WHITE LED LIGHTING.
- "EMERGENCY" & "ARROWS" ARE ROUTED OUT OF ALUM. CABINET FACES PAINTED MATTHEWS RED AND BACKED W/ WHITE PLEX SHOW-THRU FACES. ILLUMINATED WITH WHITE LEDS.
- 2" TALL ALUM. REVEALS PNTD. YELLOW PMS 1235

DIRECTIONAL "COPY AND ARROWS" ARE ROUTED OUT OF ALUMINUM CABINET FACES AND BACKED W/ WHITE PLEX OVERLAIN WITH DAY/NIGHT PERFORMED VINYL SHOWING AT NIGHT. WHITE LED LIGHTING.

* RE-USE EXISTING STONE BASE *

VINYL COLORS

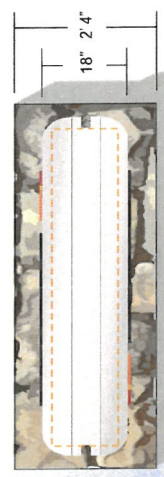
RED	EMERGENCY	TRANSLUCENT VINYL	DAY/NIGHT PERFE
WHITE	ARROWS	TRANSLUCENT VINYL	DAY/NIGHT PERFE
YELLOW	LOGO SYMBOL	TRANSLUCENT VINYL	DAY/NIGHT PERFE
BLACK	LOGO SYMBOL	TRANSLUCENT VINYL	DAY/NIGHT PERFE
GREY	LOGO SYMBOL	TRANSLUCENT VINYL	DAY/NIGHT PERFE



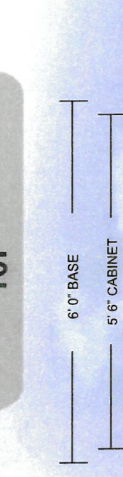
EXISTING MONUMENT

PERMITTING INFO:
CODE VIOLATIONS:

- 207.6.4.B.5.f (Minimum 15' setback)



TOP



BACK



FRONT

SCALE: 3/4" = 1' 0"

SIDE

SCALE: 1/2" = 1' 0"

SECONDARY MONUMENT

PROJECT MANAGER: Philip Henry

DATE	VERSION	DSR
04.26.2022	1	BC
-	-	-
-	-	-
-	-	-

FILEPATH: \\SBServer2\Job\Signature Clients\Piedmont\Piedmont 2021\Kashide\Main Campus\Phase 2B - Ground Sign\Prod\

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2

PRIMARY DIRECTIONAL

Piedmont EASTSIDE South Campus

4

MANUFACTURE AND INSTALL

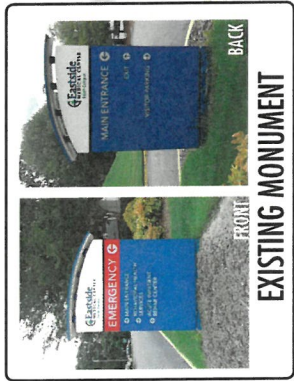
ONE (1) D/F ILLUMINATED MONUMENT SIGN

DEMIS:

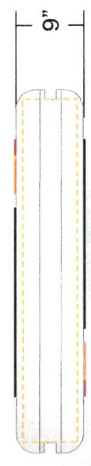
- ALUMINUM CABINET WITH 3" RADIUS CORNERS PAINTED MATTHEWS SEMI-GLOSS WHITE.
- PEDMONT "LOGO SYMBOL," "Piedmont EASTSIDE" AND "SOUTH CAMPUS" ARE ROUTED OUT OF ALUMINUM CAB. W/ 3/4" PUSH-THRU WHITE ACRYLIC FACES OVERLAD W/ TRANSLUCENT VINYL, AND ILLUMINATED WITH WHITE LED LIGHTING.
- PEDMONT "IS OVERLAD WITH DAY/NIGHT PERF. VINYL. ILLUMINATED WITH DAY/NIGHT AND ILLUMINATING WHITE AT NIGHT. WHITE LED LIGHTING.
- "EMERGENCY" & "ARROWS" ARE ROUTED OUT OF ALUM. CABINET FACES AND BACKED W/ WHITE PLEX. ILLUMINATED WITH WHITE PLEX SHOW-THRU FACES. ILLUMINATED WITH WHITE LEDS.
- 2" TALL ALUM. REVEALS PNTD. YELLOW PMS 1235
- DIRECTIONAL "COPY AND ARROWS" ARE ROUTED OUT OF ALUMINUM CABINET FACES AND BACKED W/ WHITE PLEX. ILLUMINATED WITH WHITE PLEX SHOW-THRU FACES. ILLUMINATED WITH WHITE LED LIGHTING.

VINYL COLORS

RED	207-6.4.B.14.a	EMERGENCY	207-6.4.B.14.a
ORANGE	207-6.4.B.14.b	EMERGENCY	207-6.4.B.14.b
YELLOW	207-6.4.B.14.c	EMERGENCY	207-6.4.B.14.c
BLACK	207-6.4.B.14.d	EMERGENCY	207-6.4.B.14.d
DAY/NIGHT PERF.	207-6.4.B.14.e	EMERGENCY	207-6.4.B.14.e



- PERMITTING INFO:
- CODE VIOLATIONS:
- 207-6.4.B.14.b (Max sign area 16 sf)
 - 207-6.4.B.14.d (One per intersection)
 - 207-6.6.A (10ft setback from curb)



TOP



SCALE: 3/4" = 1' 0"

BACK

SIDE

SCALE: 1" = 1' 0"

FRONT



Piedmont Eastside
1700 Medical Way, Snellville, GA 30078

PRIMARY DIRECTIONAL

PROJECT MANAGER: Philip Henry

DATE	VERSION	DSR
04.26.2022	1	BC
-	-	-
-	-	-
-	-	-

FILE PATH: \\SRV001\2022\Signage Client\Piedmont Eastside\2022\Kiosk\Ultimate Campus\Phase 2B - Grand Signs\Pool
FONT: Neo Sans

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3

SECONDARY DIRECTIONAL

Piedmont EASTSIDE
South Campus



195 Ben Burton Circle, Roswell, GA 30077
1-833-SIGN-BROS | Insignias.com

Piedmont Eastside
1700 Medical Way, Snellville, GA 30078

MANUFACTURE AND INSTALL

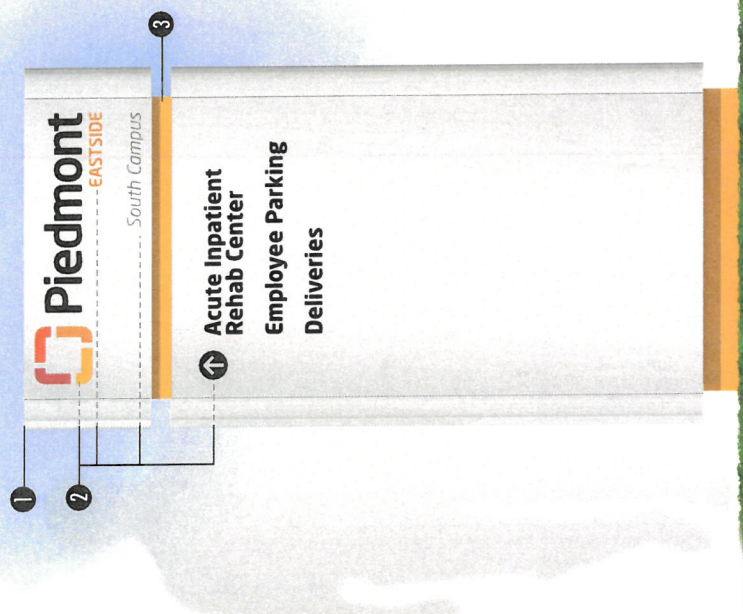
ONE (1) D/F NON-ILLUMINATED MONUMENT SIGN

DETAILS:

- 1 ALUMINUM CABINET WITH 3" RADIUS CORNERS PAINTED MATTHEWS SEMI-GLOSS WHITE.
- 2 OPAQUE BLACK AND DIGITALLY PRINTED VINYL APPLIED 1/4" SURFACE TO ALUMINUM CABINET
- 3 2" TALL ALUM. REVEALS PNTD. YELLOW PMS 1235

VINYL COLORS

RED	PMS 185C	ORANGE	PMS 1235	GREY	PMS 382C
BLACK	PMS 2805	YELLOW	PMS 1235	WHITE	PMS 382C

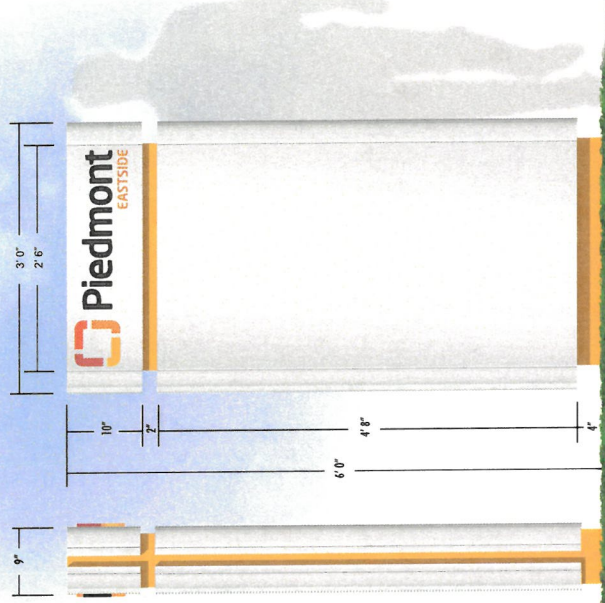


SCALE 1" = 1' 0"

FRONT



TOP



SCALE 3/4" = 1' 0"

SIDE

BACK

SECONDARY DIRECTIONAL

PROJECT MANAGER: Phillip Henry

DATE	VERSION	DSR
04-26-2022	1	BC
-	-	-
-	-	-
-	-	-

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