



July 29, 2026

City of Snellville
Planning & Development Department
2342 Oak Road, 2nd floor
Snellville, GA 30078

RE: VARIANCE REQUEST-BOB'S DISCOUNT FURNITURE- 1670 SCENIC HWY- PARCEL-R5056-008

Bob's Discount Furniture is requesting a sign variance for the above referenced location to increase the signage allowance from 157.5 to 195.4.

PHYSICAL CONDITION This location is in the Presidential Commons Plaza. The business is between Five Below and Petco. There are two businesses on the side of the business closest to the Scenic Highway where signage fronting Scenic Highway is not an option. The front elevation is over 1600 feet from the road front of Tree Lane, which is also blocked by standalone businesses which include the Kroger fueling station, Ulta Beauty, Aaron's and Cracker Barrel. It is for this reason, the main wall sign is at the maximum allowed per City code.

MINIMUM VARIANCE NECESSARY The proposed additional signage is 29.58 square feet. It is 37.92sf over the allowed square footage. This building is 37,312sf building. Their branding includes the sale of mattresses, which is something that is not identified in the name of the business. It is for this reason this and many other locations include the word, "mattress," on the building elevation. This is no different than Petco that has an additional sign advertising "vetco total care." It is a small request for a reputable business that is focused on being successful in a new location.

We are hopeful that the Board will consider this justified to allow forward movement to approval.

Thanks much
Sincerely,

Altair Sign & Light,
Bob's Discount Furniture Representative