



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

VARIANCE CASE ANALYSIS

October 20, 2026

CASE NUMBER:	#BOA 26-02
VARIANCE REQUEST:	UDO Sec. 207-6.4.B.2 (Nonresidential Wall Sign Criteria) to increase the maximum allowable sign area for a commercial building from 157.5 square feet to 182 square feet.
LOCATION:	1670 Scenic Hwy, Snellville, Georgia
TAX PARCEL:	R5056 008
CURRENT ZONING:	BG (General Business) District
DEVELOPMENT/PROJECT:	Sign Application for Bob's Discount Furniture
PROPERTY OWNER:	Bob Dake West Palm Beach, Florida 33401
APPLICANT/CONTACT:	Felicia Johnson, Altair Sign & Light Marietta, Georgia 30062
RECOMMENDATION:	Approval

REQUEST:

The Department of Planning and Development has received a variance application from Felicia Johnson requesting variance from the Unified Development Ordinance (UDO) Sec. 207-6.4.B.2 (Nonresidential Wall Sign Criteria) to increase the maximum allowable sign area for a commercial building from 157.5 square feet to 195.4 square feet.

VARIANCE ANALYSIS:

The subject property is a 27.81± acre lot in the Presidential Commons Shopping Center, located off of Scenic Highway. The site was developed in 1997. The retail tenant space where the proposed signs would be placed, was most recently a JoAnn Fabrics and Crafts store, facing south towards Tree Lane.

The applicant is asking for variance from the maximum allowable sign area for a commercial building. According to the submitted plans, the front façade area of the subject unit is 3,938.40 square feet. Per UDO Sec. 207-6.4.B.2, an area of this size is allowed to have an accumulative sign area of 157.536 square feet.

Gross Building Elevation Face Area	Min. Sign Area	Max. Sign Area
0—1,000 sf.	36 sf.	5.0% of face area
1,001—2,600 sf.	60 sf.	5.0% of face area
2,601—3,600 sf.	120 sf.	4.0% of face area
3,601—4,500 sf.	140 sf.	4.0% of face area
over 4,500 sf.	160 sf.	3.5% of face area

The requested signage for this façade of the retail unit includes two separate signs; “Bob’s Discount Furniture” (Sign A) and “Mattresses” (Sign B). While Sign A fits within the allowable sign area at 151.68 square feet; Sign B has an area of 29.58 square feet. This results in an accumulative sign area of 181.26 square feet, which is 23.724 square feet over the maximum area allowed.

Per the letter of intent from the applicant, the nature of the business, distance from Tree Lane, and obstruction of sight lines make the addition of Sign B necessary for the façade of the retail unit.

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: *The wall sign does not face Scenic Hwy. The building faces Tree Lane which is over 1600 ft away from the storefront and blocked by other stand alone buildings on the property. The business would like to include the word “Mattress.” On the elevation to complete their brand labeling and identifier of items sold. The square footage increase requested is 29.58 SF.*

Staff Response: While the subject façade does not directly face Scenic Highway, visibility is available from the road with two entrances on the north bound side providing access to the parking lot. However, Staff does recognize the importance of brand labeling and advertisement of services for Bob’s Discount Furniture.

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: *This request will align with other signage sizes in the plaza.*

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

Applicant Response: *It does not result from the actions of the applicant.*

Staff Response: According to an email correspondence from July 20th, 2026, the signs in question have already been built prior to permit approval. This has resulted in the applicant requesting the variance to keep the already constructed signs.

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: *This would not be a special privilege to be allowed 25% allowed by the jurisdiction.*

Staff Response: After reviewing this case it was found the requested increase in sign area could be reduced from 195.4 to 182 square feet. This would result in an increase of approximately 15%. Previously, the Planning Director could issue an Administrative Variance of up to 25% for sign permits. This option was rescinded by the Georgia Legislature effective July 1st, 2025. With the requested increase being below the previous threshold for an Administrative Variance, and the minimal possible adverse effects resulting from approval, it is the opinion of Staff that the application should be approved.

STAFF RECOMMENDATION:

The Department of Planning and Development recommends: **APPROVAL** of variance from UDO Sec. 207-6.4.B.2 (Nonresidential Wall Sign Criteria) to increase the maximum allowable sign area for a commercial building from 157.5 square feet to 182 square feet; subject to the following recommended **Condition**.

1. Within 60-days of variance approval, Property Owner/Applicant shall obtain a Sign Permit for Sign B and obtain a Certificate of Completion for the sign upon passage of a final building inspection by the Building Official.