



# Hall County Government

## PLANNING AND ZONING

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**To:** David Gibbs, Chairman  
Kathy Cooper, District 1 Commissioner  
Billy Powell, District 2 Commissioner  
Gregg Poole, District 3 Commissioner  
Jeff Stowe, District 4 Commissioner

**From:** Katie Ahmed, Planning & Zoning Administrator

**Date:** December 12, 2025

**Subject:** **3580 Poplar Springs Road | Variance to section 8.6.11**  
| to allow multiple entrance signs | on a 84.25± acre  
tract located southwest of Poplar Springs Road at its  
intersection with Poplar Springs Church Road | Zoned  
PRD; Tax Parcel 15036A000001 | **Proposed use:**  
**Multiple entrance signs | Commission District 1 |**  
**Clayton Properties Group Inc., applicant**

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Dear Commissioners,

This application was tabled at the October 6, 2025 Planning Commission meeting to November 17, 2025 at the applicant's request. However, due to the suspension of the Planning Commission, this item is now being heard by the Board of Commissioners for final action.

**HALL COUNTY PLANNING COMMISSION  
STAFF REPORT**

**Applicant** ..... Clayton Properties Group, Inc.

**Request** ..... **Variance to Section 8.6** | to allow multiple entrance signs

**Proposed Use** ..... Multiple entrance signs

**Size** ..... 84.25± acres

**Zoning** ..... Planned Residential Development (PRD)

**Location** ..... **3580 Poplar Springs Road** | Tax Parcel 15036A000001

**Commission District** ..... One

**Planning Commission Date** ..... October 6, 2025

**Staff Recommendation** ..... **Denial**, as no hardship exists pursuant to criteria of 11.1.1.D.11

**Record Number** ..... HVAR25-0046

**Staff recommends DENIAL of the applicant's request. However, if the Planning Commission chooses to approve this request, staff recommends the following condition:**

1. Signage shall be permitted in accordance with the submitted site plan by Baker Land Design dated April 1, 2025, and renderings dated April 1, 2025, modified as necessary for compliance with conditions herein and development standards enforced at the time of site plan approval.

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**Summary Analysis**

The applicant is requesting to vary the sign standards in Section 8.6. to allow two monument signs at the entrance of the residential development known as Caneybrooke.

The subject property was rezoned on December 9, 2021, from Agricultural Residential-III (AR-III) and Residential 1 (R-1) to Planned Residential Development (PRD) for a 192-lot single-family residential development (ZON2021-00129). The land disturbance permit was issued on June 9, 2025 (HDEV24-0065) and the development is currently under construction.

The proposed site plan and renderings include two entrance monument signs. The Statement of Hardship states that the topography and road curvature challenges the visibility of a sign from both directions. The site plan indicates that the monument signs are located 15 feet from the right-of-way along Poplar Springs

Road. Per the elevations, the entrance monument signs meet all other standards of the Hall County Unified Development Code.

One (1) **variance** related to entrance monument sign standards will be required if the site plan as presented is approved.

- **Section 8.6.11.C. – Entrance Signs** – Any sign located in a residential or nonresidential subdivision or planned unit development may have only one sign per street entrance.
  - The applicant proposes two entrance monument signs for the residential development known as Caneybrooke.

### **Zoning Analysis**

The Planning Commission may grant variances in individual cases of unnecessary hardship upon a finding of the board that:

1. There are extraordinary and exceptional conditions pertaining to the lot in question because of its size, shape, or topography (the hardship must relate to the physical character of the lot and not to a personal or economic hardship); **The Statement of Hardship indicates the topography of the property and road curvature at the entrance challenges the visibility of an entrance sign. Furthermore, the limitation is directly related to the site's physical layout and elevation at the entrance which creates a visual obstruction that limits the effectiveness of a single monument sign for vehicles approaching from both directions. However, no evidence of this visual obstruction was provided as part of this application.**
2. The application of the requirements of this UDC to this particular piece of property would create an unusual hardship; **The application of the requirements of the UDC may limit the visibility of the signage due to the topography and to the site's physical layout. However, no evidence of this was provided as part of this application.**
3. Such conditions are peculiar to the particular piece of property involved and are not common to other properties in the neighborhood; **Such conditions are not peculiar to the specific property.**
4. Such conditions are not the result of any actions of the property owner; **The topographical layout is the result of grading and site layout by the developer; however the road curvature of Poplar Springs Road is not be due to any actions of the property owner.**
5. Relief, if granted, would not cause substantial detriment to the public good or impair the purposes and intent of this UDC; provided, however, that no variance may be granted for a use of land or building or structure that is prohibited or for a conditional use which has been denied by the county Planning Commission; **Relief, if granted, will not impair the purposes and intent of the Unified Development Code of Hall County, however, the code seeks to promote fair and adequate sign standards for the community.**

### **Development Support and Constraints**

**Hall County Environmental Health**

In an email dated September 4, 2025, Emily McGahee stated, "No comment. Public Sewer."

**Georgia Department of Transportation**

In an email dated September 11, 2025, Christopher Hash, P.E., D1 Traffic Operations Supervisor, stated "No additional comments, access approved under A-139-011659-1. Additional sign will need to be located outside of R/W."

**Hall County Public Works and Utilities**

In a memo dated September 5, 2025, Jason Skarda, Assistant Director of Public Works and Utilities, provided the following comments:

**Engineering:**

This site may require a stormwater management report should the site plan indicate the proposed development meets stormwater thresholds for impervious surfaces and/or disturbed acreage.

Show FEMA and Hall County studied Flood plains that are present on site.

Show stream buffer and impervious setback from wretched vegetation not centerline of stream.

**Traffic:**

Signs shall be located as to not restrict intersection sight distance

**Utilities:**

Oakwood service area

**Hall County Fire Marshal**

In an email dated September 2, 2025, John Hornick, NPQ Fire Service Plans Examiner 1, stated, "The Hall County Fire Marshal's Office has no comments as proposed."