

**HALL COUNTY BOARD OF COMMISSIONERS
STAFF REPORT**

Applicant Jennifer Wolfe

Request **Variance to Section 8.6 | sign standards**

Proposed Use New freestanding sign

Size 1.14± acres

Zoning Residential 1 (R-1)

Location 7 Quarry Street | Tax Parcel 00063 003001

Commission District Four

Commission Date January 8, 2026

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

Record Number HVAR25-0056

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

1. Signage shall be permitted in accordance with the submitted site plan and renderings dated June 5, 2025, by Brand Builder Signs, modified as necessary for compliance with conditions herein and development standards enforced at the time of site plan approval.

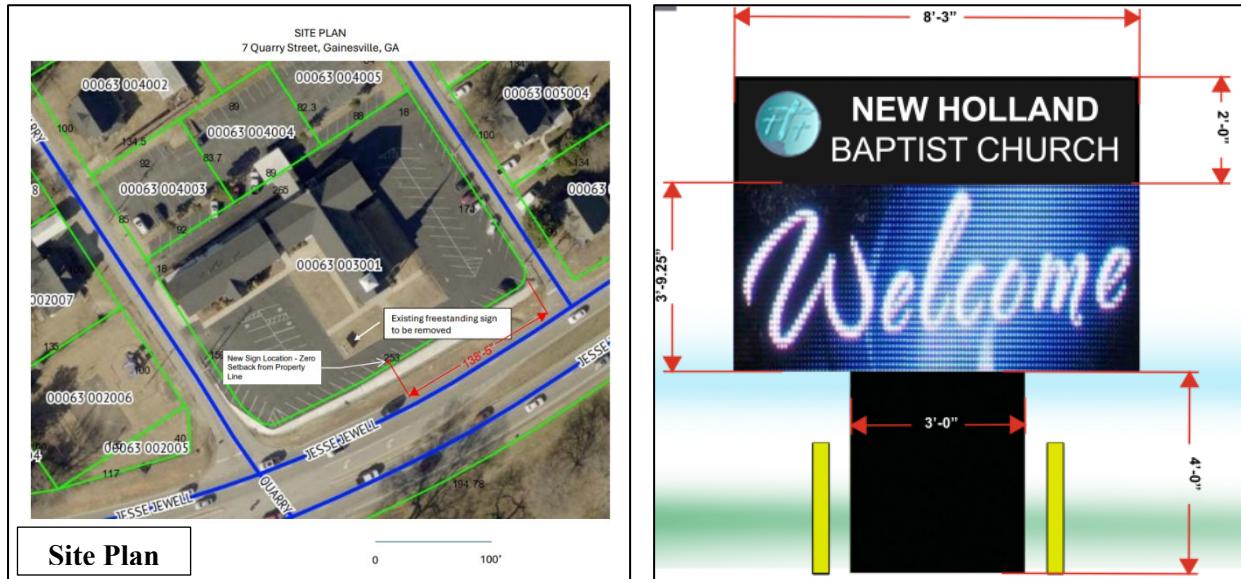
Summary Analysis

The applicant is requesting to vary the sign standards in Section 8.6 to allow for one freestanding sign along Jesse Jewell Parkway for the New Holland Baptist Church. The property is zoned Residential 1 (R-1) and surrounded by single-family zoning and development to the north, east and west, and an office development and industrial development across Jesse Jewell Parkway to the south.

On August 14, 2025, a sign permit application was denied due to noncompliance with current sign standards, necessitating a variance request.



The Statement of Hardship states that the elevation of the subject property, in relation to Jesse Jewell Parkway, challenges the visibility of a sign and the site plan indicates that the freestanding sign is located 0 feet from the right-of-way along Jesse Jewell Parkway.



Five (5) **variances** related to freestanding sign standards will be required if the site plan as presented is approved.

- **Section 8.6.1.D.2. – Freestanding Signs** – All permanent freestanding signs over 6 square feet in area must be a monument sign.
 - **8.6.12. Monument Sign – A. Definition** - A permanently affixed sign which is wholly independent of a building for support and attached to the ground along its entire length.
 - The applicant proposes a freestanding sign that does not meet the definition of a monument sign.
- **Section 8.6.12.B.1. – Monument Signs** – The base of the monument sign must be at least two-thirds the width of the sign itself.
 - The applicant proposes a base width of 3 feet, which is less than two-thirds of the width of the sign (5.5 feet).
- **Section 8.6.12.B.2 – Monument Signs** – The base of the monument sign must be faced in brick, masonry, stucco, or stone, unless otherwise specified in Sec. 8.6.18 for the Gateway Corridors Overlay District.
 - The submitted sign elevation does not meet this standard.
- **Section 8.6.12.B.4 - Monument Signs** – Signs must be at least 15 feet from all property lines.
 - The applicant proposes to place the freestanding sign 0 feet from the property line along Jesse Jewell Parkway.

- **Section 8.6.14. A - Nonresidential Uses** – Nonresidential uses within the R-1 zoning district are allowed one canopy sign, or one wall sign, or one projecting sign, or one freestanding sign, with a maximum area of 20 square feet and the maximum height of 6 feet.
 - The submitted sign elevation shows an area of 47.6 square feet.
 - The submitted sign elevation shows a height of 9 feet 9.25 inches.

Zoning Analysis

The 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 elevation of the subject property in relation to Jesse Jewell Parkway, challenges the visibility of a sign. 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 topography of the property is not a direct action of the property owner; however, the size, design, and location of the proposed sign are a direct action 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 December 1, 2025, Emily McGahee stated, "No comment. Public Sewer."

Georgia Department of Transportation

In an email dated December 3, 2025, Christopher Hash, P.E., D1 Traffic Operations Supervisor, stated "Since their sign fronts the state route, it can not overhang or encroach onto state R/W. Also there should not be any flashing messages that may cause a distraction to drivers."

Hall County Public Works and Utilities

In a memo dated December 4, 2025, Jason Skarda, Assistant Director of Public Works and Utilities, provided the following comments:

Engineering:

No comment.

Traffic:

All signs must be out of clear zone and not impact/reduce the required intersection sight distance.

Utilities:

Gainesville Sewer Service Area.

Hall County Fire Marshal

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