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December 19, 2025

Hall County  
Planning and Zoning Dept.  
2875 Browns Bridge Rd.  
Gainesville, GA 30504

Dear Hall County Planning Staff,

On behalf of New Holland Church, we respectfully submit this response to the staff recommendation of denial for the proposed signage at 7 Quarry Street, along with the attached revised sign drawing.

The revised drawing is being provided to address code compliance concerns identified in the staff report related specifically to the monument sign structure. At the time of the original submittal, we were not aware that the proposed sign base did not fully comply with the monument sign standards as they relate to base width, construction materials, and monument configuration. The attached revised sign drawing has been updated to correct these items and is intended to resolve three of the five variance requests previously identified by staff.

In addition, we acknowledge staff's concern regarding the lack of supporting evidence demonstrating the visibility and topographic constraints present on the site. To that end, we are currently in the process of obtaining drone video and photographic exhibits that clearly document the existing elevation changes, retaining walls, and physical obstructions that impact sign visibility from Jesse Jewell Parkway. Once completed, we respectfully request that these materials be accepted as supplemental exhibits and included as part of the application record for staff review and Board consideration.

It is our intent to work collaboratively with County staff and the Board of Zoning Appeals to provide clear, objective documentation demonstrating the unique site conditions that necessitate the remaining variance requests and to ensure the proposed signage is both compliant where feasible and safe for the traveling public.

Please do not hesitate to contact us should you have any questions, require clarification, or need any additional information to assist with your review.

Thank you for your time and consideration.

Kindly,

Jennifer Wolfe  
770-568-8867