



Date: September 4, 2025

Hall County Planning Department

Attn: Lynn Taylor
Hall County Government Center
P.O. Box 1435
Gainesville, GA 30503

Re: Variance Application – New Holland Baptist Church

Subject: Request for Variance to Allow Monument-Style Freestanding Sign

Dear Ms. Taylor,

On behalf of New Holland Baptist Church, please accept this letter of intent for the enclosed **Variance Application** and supporting documentation. The church respectfully requests relief from the Hall County Unified Development Code to allow installation of a new monument-style freestanding sign at 7 Quarry Street, Gainesville, GA.

The proposed sign is designed to replace the existing freestanding sign, which will be demolished. The new sign is necessary to provide visibility and identification for the church, which sits on an elevated property behind a retaining wall along Jesse Jewell Parkway. Because of these site conditions, a conforming sign under current code would not provide sufficient visibility for motorists.

The proposed sign will be **10 feet, 1¾ inches in height** and **47.6 square feet in area**, allocated as follows:

- **16.5 square feet** for the church name
- **31.1 square feet** for an LED digital screen

The proposed location is at the property's front property lines with a **zero-foot setback from the property line**. While the code requires a minimum setback of



15 feet, the proposed sign does not impede upon the vision clearance triangle for this property.

We respectfully request variances from the following provisions of the Hall County Unified Development Code (Article 8, Site Development):

1. **Section 8.6.12.B (General Provisions):** The base of the monument sign must be at least two-thirds the width of the sign itself.
 - *Request:* Relief to allow a narrower base design.
2. **Section 8.6.12.B(4):** Signs must be at least 15 feet from all property lines.
 - *Request:* Relief to allow placement at zero feet from the front property line.
3. **Section 8.6.12.D / Section 8.6.14 & 8.6.15 (Sign Area):** Maximum sign area for this district is 20 square feet.
 - *Request:* Relief to allow a total of 47.6 square feet (16.5 sf church name, 31.1 sf LED display).
4. **Section 8.6.12.E (Sign Height):** Maximum height allowed is 6 feet.
 - *Request:* Relief to allow a sign of 10 feet, 1¾ inches in height.

We believe these requests are justified due to the property's unique topographic conditions, which limit visibility from Jesse Jewell Parkway, and that approval will not cause substantial detriment to the public good or impair the intent of the ordinance.

Attached for review are:

- Completed Variance Application
- Statement of Justification for Hardships
- Site Plan and Sign Drawings
- Applicable UDC Provisions



We respectfully request favorable consideration of this application. Please let us know if additional information or documentation is required.

Sincerely,

Jennifer Wolfe

Applicant Representative
New Holland Baptist Church