



Community Development
Planning & Zoning Department
2529 J.O. Stephenson Ave., Kennesaw, GA 30144

Date Received 11.29.18
Staff Initials dlw

VARIANCE
Required Fee \$375.00

Is this property located within the Kennesaw Historic District (yes) _____ (no) X

A MINIMUM OF ONE CONSULTATION WITH PLANNING AND ZONING ADMINISTRATOR AND STAFF PRIOR TO THE SUBMISSION OF THE REQUESTED APPLICATION IS MANDATORY.

(Applicant or agent must be present at all public hearings)

PURPOSE OF VARIANCE REQUEST LED marquee sign-front entrance of
Kennesaw Mountain High School

VARIANCE PROPERTY ADDRESS

Land Lot _____ Tax Parcel 2002040020 Lot Size _____ Present Zoning _____

APPLICANT Kennesaw Mountain High School - Dr. Mark Trachtenbroit

APPLICANT EMAIL Mark.Trachtenbroit@cobbk12.org

Applicant address 1898 Kennesaw Due West Rd Kennesaw, GA 30152

(Home#) _____ (Fax#) _____ (Work#) 678-594-8190

(Cell#) _____

Applicant Signature [Signature]

Signed, sealed and delivered in presence of: [Signature] 11-28-2018
Notary Date

REPRESENTATIVE Alexia Bultman

(Fax #) _____ (Work#) 678-594-8190 (Cell#) 678-986-0679

Representative Signature [Signature]

Signed, sealed and delivered in presence of: [Signature]
Notary

TITLEHOLDER: _____ Telephone: _____

Signature: _____ Address: _____

Signed, sealed and delivered in presence of: _____
Notary Date





**Community Development
Planning & Zoning Department
2529 J.O. Stephenson Ave., Kennesaw, GA 30144**

CAMPAIGN CONTRIBUTIONS

The Owner and Petitioner herein certify that they **have** **have not** made campaign contributions or gifts within two (2) years immediately preceding the filing of this application, campaign contributions aggregating two hundred fifty dollars (\$250.00) or more or made gifts to a member or members of the Mayor and Council or Planning Commission who will consider the application.

FINANCIAL INTEREST

The undersigned Petitioner herein certifies that, to the best of their knowledge, information, and belief, the Mayor, any member of the Planning Commission **does** **does not** :

- 1) Have a property interest (direct or indirect ownership, including any percentage of ownership less than total) in the subject property;
- 2) Have a financial interest (direct ownership interest of the total assets or capital stock where such ownership interest is ten percent (10%) or more) of a corporation, partnership, limited partnership, firm, enterprise, franchise, association, or trust, which has a property interest (direct or indirect ownership, including any percentage of ownership less than total) upon the subject property; and
- 3) Have a spouse, mother, father, brother, sister, son or daughter who has any interest as described above.

The undersigned Petitioner: Mark [Signature] Alexia Burt [Signature]

Applicant/Petitioner means any person who makes application and any attorney, other person representing or acting on behalf of a person who makes application to the Mayor and Council and Planning Commission.

Owner/Applicant Certification

- The Owner/Petitioner certifies that all information in this application, and all information furnished in support of this application, is true and complete to the best of the Petitioner's knowledge and belief. Should any portion not be true then the application may be rejected.
- Penalty for false or fraudulent statement: Whoever, in any matter, knowingly and willingly falsifies or makes any false, fictitious or fraudulent statement of representatives concerning this application shall be denied the request stated in this application.
- The Owner/Petitioner hereby grants permission to enter on the property for inspection during the time application is pending.

Signed, sealed and delivered in presence of: Mark [Signature] Alexia Burt [Signature]
Applicants Signature

Z/P&Z FORMS\Applications 2016
Signed, sealed and delivered in presence of:



[Signature]

11-28-2018
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Section 1909, Part 4 Standards for Decisions – Variances

Zoning Variances may be granted in such individual cases of practical difficulty or unnecessary hardships as follows:

	COMMENTS
There is extraordinary and exceptional conditions pertaining to the particular piece of property in question because of its size, shape or topography.	Noted below
The application of this chapter to this particular piece of property would create practical difficulty or unnecessary hardship.	
Such conditions are peculiar to the particular piece of property involved.	Noted below
Relief, if granted, would not cause substantial detriment to the public good or impair the purposes and intent of this chapter.	Noted below

There are extraordinary and exceptional conditions pertaining to the particular piece of property in question because of its size, shape or topography.

Kennesaw Mountain High School is a 75-acre campus and serves 2000 students and their families daily. We are located on a busy roadway serving as a connection point between the main roads of Stilesboro Road and Highway 41. Additionally, we serve as a county polling location and serve a multitude of community outreach initiatives. Being such a large campus, a larger marquee would make sense as it serves not only the school but the greater Kennesaw community. The code for residential zoning currently only allows for a sign that is 8' in height and a maximum area of 64 sq ft.. We will be placing the new sign at the same set back line as the existing sign, thereby adhering to the current 40' building set back line. Our proposed sign as designed at 16' in height and 66.6 square feet sign area will address our hardship of viewability with the required set back of 40'.

Furthermore, Kennesaw Mountain has lost numerous fundraising sponsorships and opportunities due to a lack of optimal signage displaying information for our Partners in Education.

Such conditions are peculiar to the particular piece of property involved.

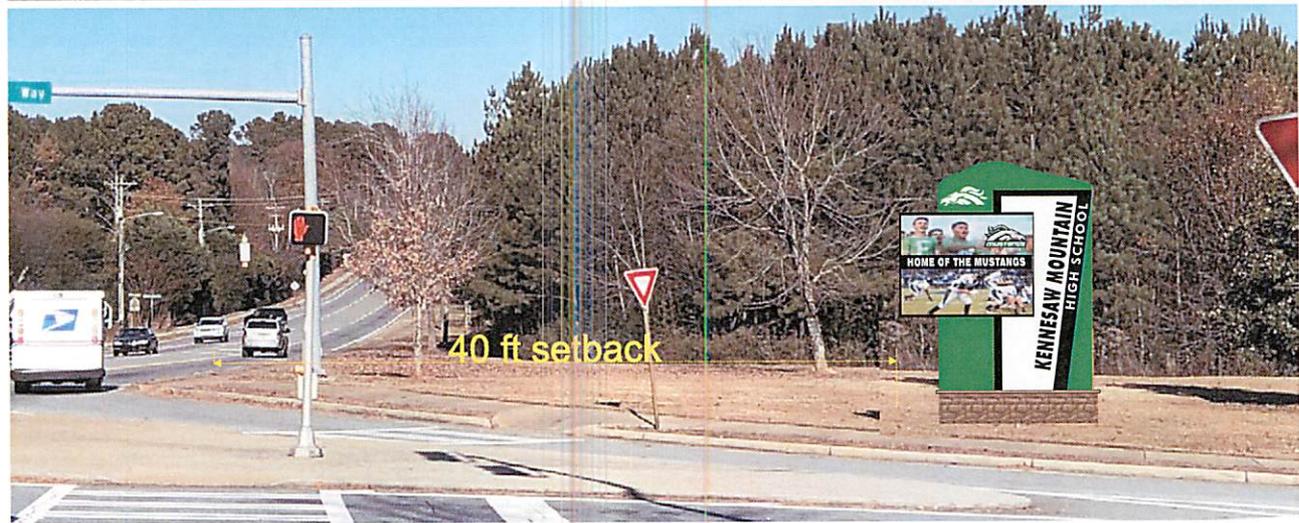
Considering the size of the campus, the larger marquee would help us address our hardship of effectively communicating with the community, along with the students and families at Kennesaw Mountain High School. Some of our students lack internet and resources to learn about upcoming school information. The marquee would be able to inform everyone, regardless of socio-economic status, of the important information that must be received. As the City of Kennesaw is growing and becoming more populous, we need a way to effectively and quickly

communicate with everyone as they pass by our school. Kennesaw is known as having a “small town charm with big city amenities” and this marquee would bind those two ideas together. As a growing city of 32,000 people, we must accommodate everyone’s needs with a visual that easily allows us to promote all necessary information.

Relief, if granted, would not cause substantial detriment to the public good or impair the purposes and intent of this chapter

The sign will be used as community outreach – communication about school events, school closings, weather advisories, and celebrations of our community are just a few reasons as to why this marquee would be a great asset to our school entrance. Kennesaw Due West road is a busy thoroughfare and the larger marquee would serve as an appropriate size to support the news daily displayed. We would not be taking away the charm of Kennesaw, Georgia, but rather adding a way to build community in and around the school.

By implementing this larger marquee sign, we can make information more visible to those driving by and leaving the campus, output information about the community and schools, while also showcasing the school as one that values communication with the community and families that attend the school.





1898 Kennesaw Due West Rd.



1691 Powder Springs Road
 Marietta, GA 30064
 Phone 678.290.1613
 Fax 678.290.1650
 artwork@southernsigns.us

JOB NAME:
 Cobb County Schools/KMH
CLIENT:
 Jeanette Gray
PHONE:
 770-426-3362
FAX:

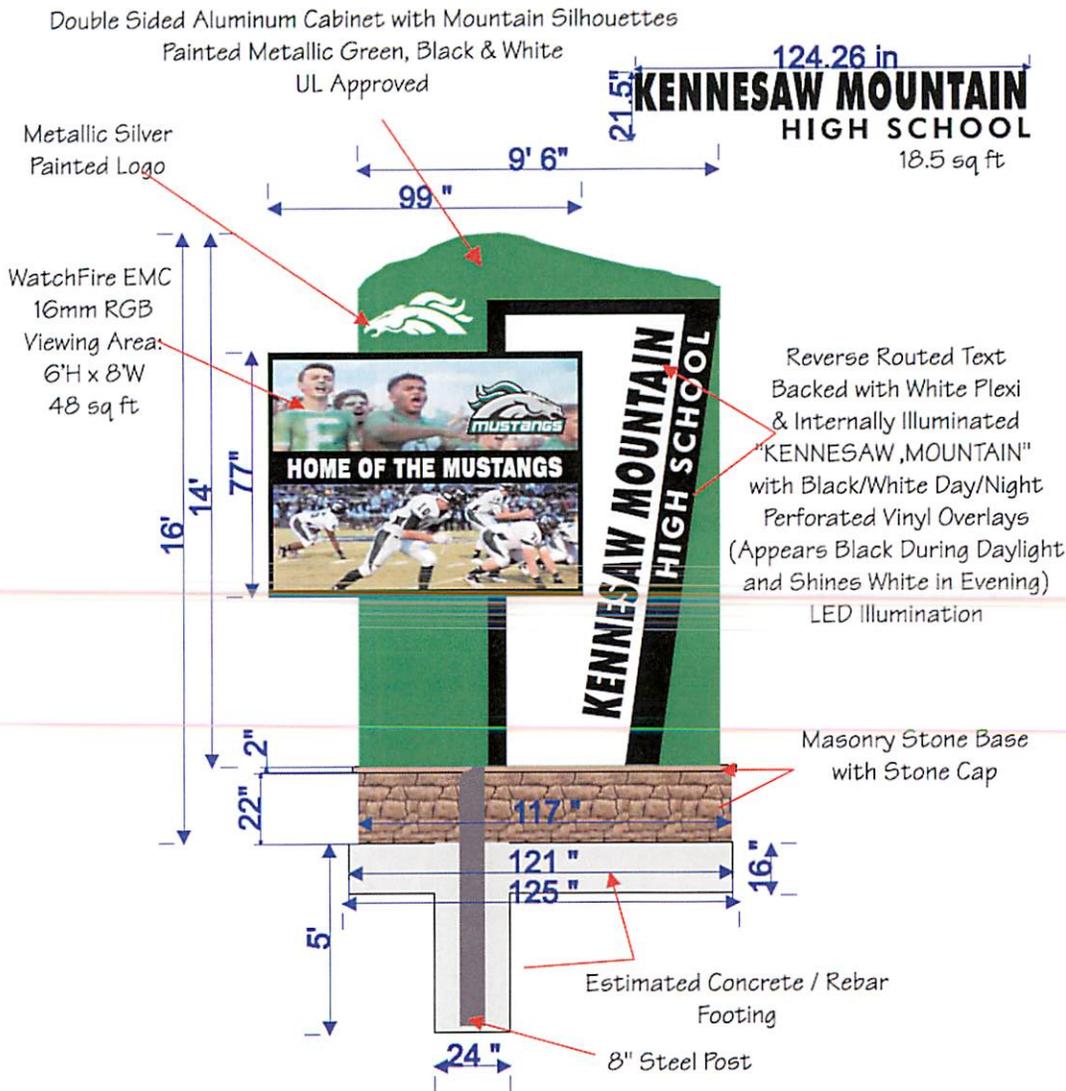
EMAIL:
 jeanette.gray@cobbk12.org
ADDRESS:

PROOF DATE:
 10/30/18
FILE NAME:
 KMH5_entry sign_16ft
DESIGNER:
 Kimberly
SCALE:

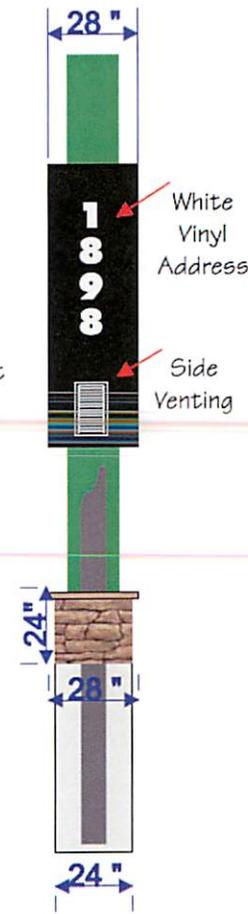
CUSTOMER APPROVAL:

DATE:

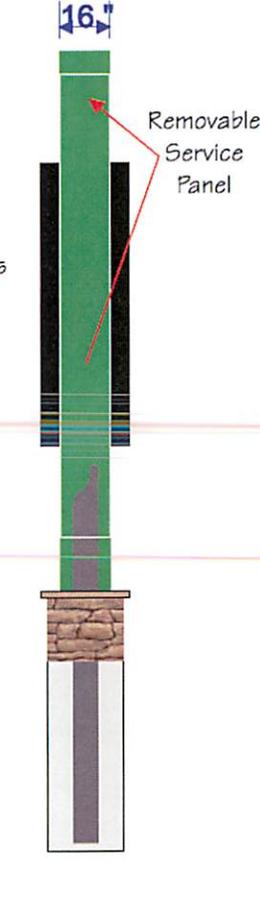
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Side View Facing Road



Side View Parking Side



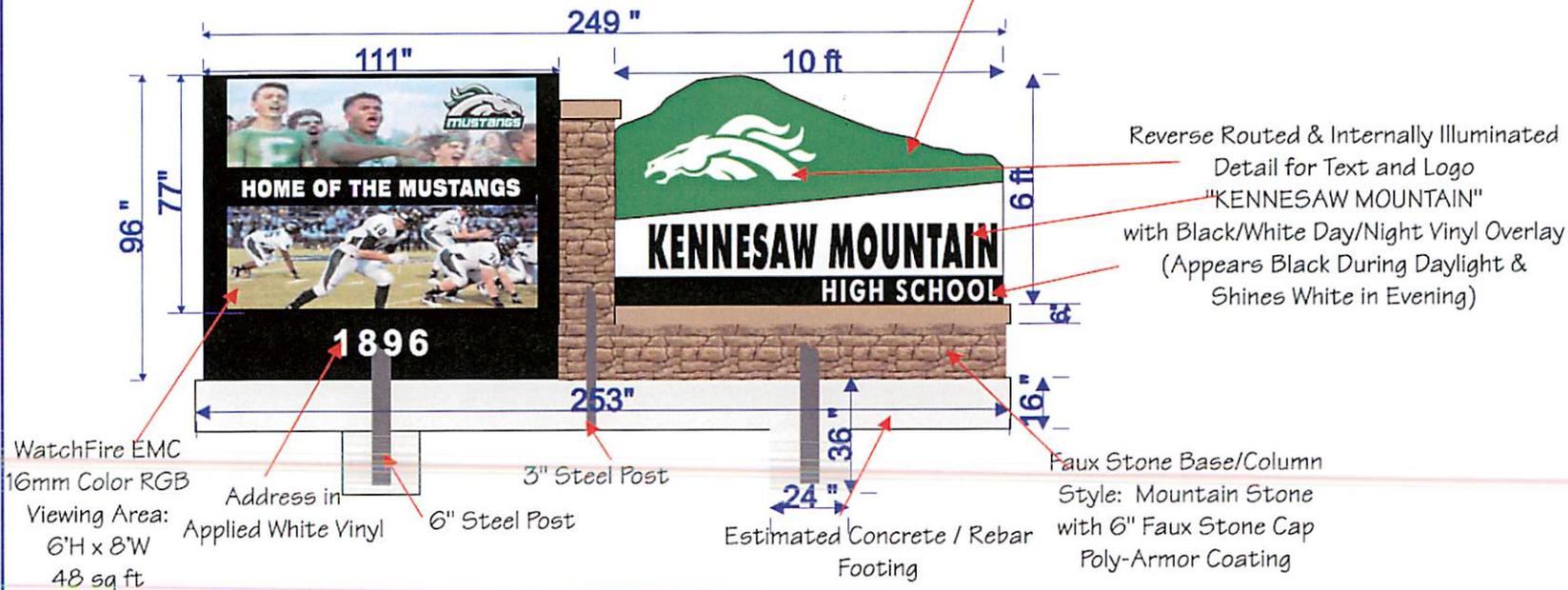
EMC: 48 sq ft
 Text Sign Area: 18.5 sq ft
 TOTAL SIGN AREA: 66.6 sq ft



Demo and Dispose of Existing Sign

1898 Kennesaw Due West Rd.

Double Sided Aluminum Cabinet with Mountain Silhouettes
Painted Metallic Green, Black & White
UL Approved



WatchFire EMC
16mm Color RGB
Viewing Area:
6'H x 8'W
48 sq ft

Address in
Applied White Vinyl

3" Steel Post

6" Steel Post

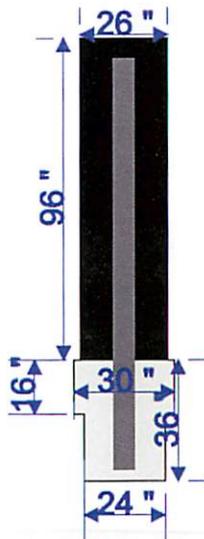
Estimated Concrete / Rebar
Footing

Faux Stone Base/Column
Style: Mountain Stone
with 6" Faux Stone Cap
Poly-Armor Coating

Reverse Routed & Internally Illuminated
Detail for Text and Logo
"KENNESAW MOUNTAIN"
with Black/White Day/Night Vinyl Overlay
(Appears Black During Daylight &
Shines White in Evening)

Side View
Facing Road

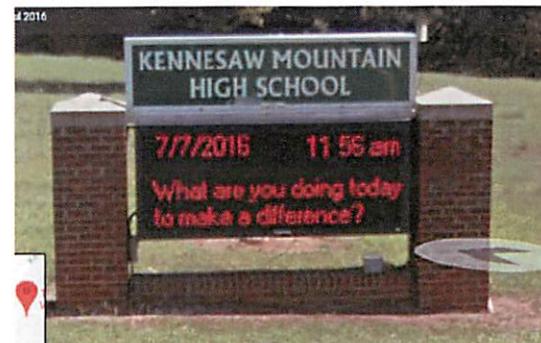
Side View
Parking Side



EMC: 48 sq ft
Text Sign Area: 19.7 sq ft
TOTAL SIGN AREA: 67.7 sq ft

HARDSHIP WITH 8' HEIGHT;
- EMC is too low to the ground
for optimal visibility
- The readability of school name
is hindered due to extended
length of sign

Demo and Dispose
of Existing Sign



1691 Powder Springs Road
Marietta, GA 30064
Phone 678.290.1613
Fax 678.290.1650
artwork@southernsigns.us

JOB NAME:
Cobb County Schools/KMH
CLIENT:
Jeanette Gray
PHONE:
770-426-3362
FAX:
EMAIL:
jeanette.gray@cobbk12.org
ADDRESS:

PROOF DATE:
10/30/18
FILE NAME:
KMHS_entry_sign_8ft
DESIGNER:
Kimberly
SCALE:

CUSTOMER APPROVAL:

DATE:

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