



VALDOSTA-LOWNDES COUNTY ZONING BOARD OF APPEALS
Staff Report - MEETING DATE: November 5, 2019

VAR-2019-13
CIRCLE K #5145-4205 North Valdosta Road

The applicant is requesting a Variance to Section 4.02.01(C)(5)(a) of the ULDC (Lowndes County Unified Land Development Code) as it pertains to the maximum square footage of sign area allowed for freestanding signs located within the Old U.S. 41 North Corridor Road (COR) Overlay District. The subject property consists of ~1.27 acres and is located at 4205 North Valdosta Road, Valdosta, Georgia, in a C-H (Highway Commercial) zoning district.

4.02.01 Site Design Standards for the Corridor Road (COR) Overlay District

5. Signs

All **Signs** within the Corridor Road **Overlay District** shall conform to the provisions established in Section 5.04.00 and shall also include the following standards:

- a. **Freestanding signs shall be mounted on a permanent foundation, and shall be limited to a maximum 150 square feet in area, and a maximum thirty five (35) feet in height.**
- b. All freestanding **signs** shall have a landscaped area at the base of the **sign** which is a minimum of three (3) feet wide on each side, and at least the length of the **sign**.
- c. The **sign** area landscaping shall consist of a dense vegetative ground cover or a minimum one (1) shrub per three (3) linear feet of landscaped area on each side of the **sign**.
- d. Landscaped areas containing shrubs greater than three (3) feet in **height** shall be located a minimum of twenty (20) feet from the intersection of two (2) **street** rights-of-way lines, or the intersection of a **street right-of-way** line with a driveway pavement edge.
- e. **Sign** area landscaping shall be maintained in good condition at all times.

Circle K is an international chain of convenience stores, founded in 1951, in El Paso, Texas. It is owned and operated by the Canadian-based Alimentation Couche-Tard, which is one of the largest company-owned convenience store operators in the world with more than 16,000 stores across seven countries including the United States. In September 2015, Alimentation Couche-Tard Inc., embarked on a journey to unite its convenience stores across the globe under the Circle K umbrella. Circle K purchased the CST Brands in 2016, the owner of Flash Foods gas station and convenience store chains.

State Permits, Inc., is a sign company located within Dodgeville, Wisconsin. They will oversee the Flash Foods signage rebranding at the store located at 4205 North Valdosta Road, Valdosta, Georgia. In their initial research of the county's sign prerequisites, it was discovered that the subject property is located within the Old U.S. 41 North Corridor Road Overlay District. The (COR) Corridor Road Overlay District as it pertains to signs, limits all freestanding signs to an overall height of thirty-five feet (35') and maximum sign area of one hundred and fifty square feet (150 s.f.). After conversation with county staff regarding the proposed sign area of the newly designed freestanding signs, the applicants determined it necessary to apply for a Variance to satisfy this unforeseen hardship.

As such, an application was submitted to request a Variance to the maximum sign area allowed for freestanding signs within a Corridor Overlay (COR). Specifically, the subject property has frontage on two street right-of-ways, North Valdosta Road and Old U.S. 41 North. The freestanding sign located on North Valdosta Road (South Lot Line) presently has a maximum sign area of 161.68 square feet. The proposed sign will be slightly