

There being no further discussion, Chairman Strickland opened the floor for a motion. Mrs. Quarterman made a motion to approve as presented, citing criteria "d." Mr. McCall seconded the motion and it was called and carried unanimously (6-0 vote).

**Agenda Item # 3: VAR-2018-02 --- SEEP, LLC (4232 Dasher Grove Road, Hahira)**

This case was withdrawn by the applicant.

**CITY OF VALDOSTA CASE**

**Agenda Item # 4: APP-2017-08 --- Williams Investment Company (1003 N. St Augustine Rd)**

Chairman Strickland announced the case. Ms. Tolley stated that this was a case regarding a proposed high-rise sign at 1003 N. St Augustine Rd. Williams Investment Company is proposing a high rise sign located at 1003 N. St Augustine Rd. The property consists of 4.15 acres and is zoned C-C. The property contains a 4 story extended stay hotel currently under construction. The applicants are proposing a high rise sign that is 120 feet tall and 248.61 square feet in size. High-rise signs are intended to be visible from I-75 ROW in order to advertise to travelers rather than to locals, and are limited to a distance of 1500 feet from the interstate's ROW. This particular sign is proposed to be about 4000 feet from the nearest on/off ramp at Exit 18, and about 3200 feet as the crow flies from I-75's ROW. Staff reviewed the request, found no hardship, and recommended for denial.

Chairman Strickland asked if there were any questions. Mrs. Hobby asked how tall a sign would be in that location. Ms. Tolley asked if she was referring to a high rise sign or not. Mrs. Hobby stated she was not referring to a high rise sign. Ms. Tolley stated that a single tenant sign could be no taller than 24 feet in height, and for multi-tenant signage, the maximum height would be 35 feet. Chairman Strickland stated that his understanding was that high-rises were required to be in the rear of the property, and this high rise's location was in the center of the location. Ms. Tolley stated that no variance was needed for the proposed location of this particular high rise, other than its location outside of the 1500 feet requirement. Mr. Brantley asked if the property had been subdivided. Ms. Tolley stated that no plat had been submitted for this property, and she was not sure if the applicant had any intent to subdivide in the future.

There being no further questions, Chairman Strickland asked if anyone would like to speak on behalf of the application. Mike Williams, 4611 Ridgeview Circle, spoke on behalf of the application. Mr. Williams stated they were trying to get above the trees on the neighboring property, and that the high rise sign was a piece of their marketing plan for the hotel. Their hotel was one of the few hotels outside of the 1500 feet perimeter, but interstate travelers were important to their hotel. Mr. Williams stated the only way that people would know where they were, other than removing the trees, would be a high-rise sign. Mr. Williams stated that the front portion of the property was on the market, but they had not found the right client yet. Mr. Williams stated they did want to have a 24 ft. tall sign along N. St Augustine Road. Mrs. Hobby stated that a high rise sign was to get attention of interstate travelers as well as those getting off of the interstate. Mrs. Hobby stated she was impressed with how nice the hotel was looking, but had concerns about the aesthetics of a high rise at that particular location. Mr. Williams stated if they thought they were doing anything to damage the aesthetics of the property, they would not do it. Mr. Williams stated they wanted to keep the N. St Augustine address. Chairman Strickland asked if they would be accessing the property from Hickory Road. Mr. Williams stated they had a curb cut off of N. St Augustine. Chairman Strickland stated that, given that it's an extended stay, his understanding was that the clients would be there for a while, maybe a month, and would not utilize the Williams' other hotels, as they were intended more for those staying a night or two. Mr. Williams stated that was not always necessarily the case, that about 60 percent of the clients utilized the facility for an extended stay, while the other 40 percent were interstate travelers using the facility for a night or two.

Chairman Strickland asked if there was any further discussion. Ms. Tolley stated she had double-checked the regulations regarding the location of a high rise sign, and that they were to be at least 150 feet from any street right of way and preferably located in the rear yard setback area of the parcel—but that as long as they were at least 150 feet from a street right of way, which this sign was proposed to be, the location was sufficient. Mr. Brantley asked if the sign would be oriented as shown. Mr. Williams stated it would be. Mr. Williams stated it served as an introduction to their customers, and that they would not spend \$80,000 on the sign if they thought it would be a detriment to the property. Chairman Strickland stated he had concerns about other businesses in the area asking for a similar variance for high rise signs. Mrs. Quarterman asked what signage would be there if they