

## **APPLICATION RESPONSE STATEMENT - VARIANCE**

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### **1. Explain Requested Variances**

A variance for architectural deviation from Chapter VII of Land Development Ordinance requirement of prohibiting curtain walls (Ref. Section 7.881 #8) and from Chapter VI of Land Development Ordinance building sign requirements related to channel lettering and graphic representation size (Ref. Section 6.4.15 (e)).

### **Reasoning for Variance**

LIDL US is opening various grocery stores in the metro-Atlanta area. LIDL US has come up with various store standards to ensure a standard customer experience among all stores.

The LIDL signature store will include its unique swept roof design as well as a glass façade meeting patrons as they approach. The curtain wall is designed to enhance the customer experience and offers natural lighting inside the store. Note that the LIDL preferred design has already been modified in order to break up the roof to floor glass wall by including a 3'-0" foot brick knee wall.

The LIDL wall mounted building sign is a standard sign which includes non-channelized lettering and a graphic image representing the "i". Note that all other building sign requirements are met.

### **2. Are there exceptions and extraordinary conditions pertaining to this particular piece of property in question, due to its size, shape, or topography**

The subject property has significant elevation change across it and requires substantial fill to make the site level. Although the property is being filled so that it can be level, it is still at a lower elevation than the road frontage. This makes the building less noticed from the road and a potential customer, to counteract this distinguishing features must be present at the site. Having a unique building feature identifying the store, such as a swept roof design with a curtain wall and a product standard building sign, allows for instant brand recognition which is crucial for the economic success of the project.

### **3. The application of these regulations to this particular piece of property would create a particular difficulty or unnecessary hardship.**

The LIDL store architecture, such as the unique swept roof design as well as a glass façade, and the LIDL standard store building sign both directly relate to the LIDL brand recognition. This brand recognition is crucial to the economic success of the store location and chain.

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

The subject property is located along Highway 92 which is predominately commercial. Therefore, the success of the street is dependent on the success of the commercial sites along it. The architecture and signage of this building are strongly connected to the brands recognition. The instant recognition of the store is crucial to the stores economic success.

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**5. A literal interpretation of this ordinance would deprive the applicants of any rights that others in the same district are allowed.**

One of LIDL's competitors is ALDI and Kroger, and there are both an ALDI and Kroger along Highway 92 near this site. Both the ALDI and Kroger stores, at the Highway 92 location, have their standard building architecture and signage which are strongly connected to its brand recognition. Not allowing this site to do the same would give their competitor an unfair advantage as the LIDL store would not be as recognizable.

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

No, allowing relief of this requirement would not cause detriment to the public good, or impair the purposes and intent of this ordinance. One of the purposes of the ordinance is the ensure architectural building uniformity within the Woodstock area. To ensure architectural uniformity with the surrounding area the building is designed with brick accents and façade which match the areas architecture very well. Note that the LIDL preferred design has already been modified in order to break up the roof to floor glass wall by including a 3'-0" foot brick knee wall.

**7. Special circumstances or conditions applying to the building or land or building and land in question are peculiar to such premises and do not apply generally to other land or buildings in the vicinity.**

The subject property has significant elevation change across it and requires substantial fill to make the site level. Although the property is being filled so that it can be level, it is still at a lower elevation than the road frontage. This makes the building less noticed from the road and a potential customer, to counteract this distinguishing features must be present at the site. Having a unique building feature identifying the store, such as a swept roof design with a curtain wall, and a standard product sign allows for instant brand recognition which is crucial for the economic success of the project.

**8. Granting of the application is necessary for the preservation and enjoyment of a property right and not merely to serve as a convenience to the applicant.**

The variance to allow a curtain wall will increase the supply of natural light within the building which would enhance customer experience while at the subject property.

**9. The condition from which relief or a variance is sought did not result from willful action by the applicant.**

The Applicant has a signature store and corresponding signage that is the same size and of the same Architecture as the other stores they are developing. The proposed use is compatible with the other uses in this area. The variance being requested is needed to allow for instant customer recognition of the store and to meet the standard customer satisfaction across all stores.

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