



Ashland City Fire, Building & Life Safety Department

101 Court Street
Ashland City TN 37015

Fire & Life Safety: (615) 792-4531 – Building Codes (615) 792-6455

Application for Board of Zoning Appeals

Appellant: WAFFLE HOUSE, INC.

Address: 5986 FINANCIAL DR NORCROSS GA 30071

Owner: WAFFLE HOUSE INC.

Address: 5986 FINANCIAL DR NORCROSS GA 30071

Location of Property: [Address TBD] SOUTH OF 133 HUTTON PLACE ASHLAND CITY, TN 37015

NOTE: Fill in Section 1, 2 or 3 as appropriate. Do not fill in more than one of these sections. This application is not acceptable unless all required statements have been made. Additional information should be supplied on separate sheets if the space provided is inadequate. A Justification Statement and supporting documentation is required for Variance and Special Exception applications.

Section 1: Appeal from decision of Building Inspector relating to the enforcement of the zoning ordinance. Decision of the building inspector to be appealed: _____

Section 2: Application for a variance as provided by the zoning ordinance. The zoning provision from which a variance is requested: (20-105.1.B.2) ONLY XI WALL SIGN ALLOWED PER CODE.

Peculiar or unusual conditions which justify the variance requested: SEE JUSTIFICATION LETTER.

****There is a \$50.00 fee for a request for a variance. Submit a Justification Statement and any supporting documentation to support the Variance.**

Section 3: Application for a use on Appeal (Special Exception) The zoning provision which allows a use on appeal to be considered: _____

The type, description and size of the use to be considered: _____

****There is a \$50.00 fee for a Special Exception variance**

Appellant Signature: _____

STATUS

Building Permit _____ Date _____

Date this application filed _____

Notice of Hearing _____

Notice mailed to _____

Date of Hearing _____

Application or appeal Granted / Denied in accordance with the terms of the following resolution:

Building Inspector Signature: _____ Date: _____



"GOOD FOOD FAST"

P.O. BOX 6450 - NORCROSS, GEORGIA 30091-6450
5986 FINANCIAL DRIVE, NORCROSS, GEORGIA 30071
(770) 729-5700

April 14th, 2022

Board of Zoning Appeals
Ashland City Fire, Building, and Life Safety
101 Court St.
Ashland City, TN 37015

Variance for 20-105 Commercial Sign Municipal Code:: Hutton Place, Ashland City, TN

Dear Board of Zoning Appeals,

Waffle House, Inc. would like to request a variance for **Commercial Sign Municipal Code 20-105.5.1.B.2** relating to our proposed new build located South of 133 Hutton Place, Ashland City, Tn 37015. We are seeking an exception provided to our neighboring businesses that include The Hampton Inn, Popeyes, Burger King and Taco Bell to prevent an undue hardship for brand recognition.

The sign code 20-105.5.1.B.2 states: "*Such Sign shall be located on the front wall of the building which is oriented to the street from which access is derived. For uses with two street frontages, wall signs may be located on a wall considered to be the front of the use shall be used for location of such signage.*"

The terms of the code imply that we may only have one single sign on our building facing Highway 12. However, this creates an undue hardship due to the orientation of a typical Waffle House being such that the main visually iconic facade of the building would not have a wall sign to represent what our customers expect from over 2,000 Waffle House's all over the country. The results of this code would be a dissonant visual of our buildings iconic long glass wall and lack of customer engagement with our restaurant due to an unrecognizable generic facade.

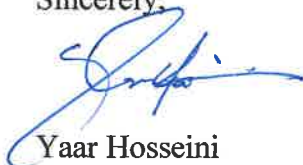
There is a need to present at least 3 signs at this location. Please notice that State Highway 12 would be the main frontage requiring a sign however we would need to show customers our sign from both access streets as well.

Furthermore, I want to point out that the neighboring businesses Hampton Inn, Popeyes, Taco Bell, and Burger King, all have up to 3 signs on their property, shown in the exhibits attached.

We appreciate your consideration and the Board of Appeals effort in reviewing our request for a variance. If you have any questions at all please reach me by phone (770) 729-5929, by cell (404) 754-4480, by email at Yaarhusseini@wafflehouse.com, or by mail at 5986 Financial Dr Norcross Ga 30071 Attn. Yaar Hosseini. Thank you for taking the time to review and approve

our permit. You may also contact Walter Barineau at 678-427-0567
(walterbarineau@wafflehouse.com).

Sincerely,

A handwritten signature in blue ink, appearing to read 'Yaar Hosseini', with a stylized flourish at the end.

Yaar Hosseini
Permit Project Manager
Waffle House, Inc.
(770) 729-5929

Yaarhosseini@wafflehouse.com





and city, Tennessee



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ACCESS DERIVED

MAIN FRONTAGE

133 Hutton Pl

ACCESS DERIVED

Sandy Run