



Planning and Appeals Board Meeting Agenda
Tuesday, July 14, 2026, 5:30 PM
Public Safety Complex, Municipal Court Room
701 Queen City Parkway, Gainesville, GA 30501

CALL TO ORDER

MINUTES

A. Minutes of June 9, 2026

OLD BUSINESS

A. Rezoning

- 1) Request from **Candler Development Services** to rezone a 0.62± acre tract located on the north side of Park Street between Park Street Place and Saint Charles Place (a/k/a **1141 Park Street, NE**) from Residential-I (R-I) to Residential-II (R-II).
Ward Number: Two
Tax Parcel Number(s): 01-037-001-022
Request: Three duplex homes

NEW BUSINESS

A. Variance

- 1) Request from **Heather Khang** to vary the sign illumination requirement and sign size requirement on a 6.96± acres tract located near the west side of the intersection of South Enota Drive and Pearce Circle, having road frontage on the south side of Springdale Road (a/k/a **1440 Pearce Circle, NE**), having a zoning of Residential-I (R-I).
Ward Number: Two
Tax Parcel Number(s): 01-081-002-018
Request: Electronic changeable copy sign
- 2) Request from **Jeff Parker** to vary the sign illumination requirement on an 18.45± acres tract located on the east side of South Enota Drive, across from Springdale Road and Pearce Circle (a/k/a **800 South Enota Drive**), having a zoning of Residential-I (R-I).
Ward Number: Two
Tax Parcel Number(s): 01-081-003-002A
Request: Electronic changeable copy sign

B. Annexation

- 1) Request from **Majors Management LLC** to annex a 2.19± acres tract located on the northwest side of the intersection of Athens Highway and Monroe Drive (a/k/a **0 and 1590 Monroe Drive**) and to establish a zoning of General Business (G-B).
Ward Number: Three
Tax Parcel Number(s): 00-140-000-001C and 001D
Request: Convenience store with gas sales
- 2) Request from **Moez Hasni** to annex a 0.98± acre tract located on the northwest side of the intersection of Jesse Jewell Parkway and Crescent Drive (a/k/a **375 Crescent Drive**) and to establish a zoning of General Business (G-B).
Ward Number: Two
Tax Parcel Number(s): 15-033C-000-078
Request: Retail strip center

MISCELLANEOUS

ADJOURNMENT



CITY OF GAINESVILLE

Planning and Appeals Board Agenda Request

Item Created: June 12, 2026
Date Submitted: June 18, 2026
Final Approval Date: June 18, 2026
Presenter: Matt Tate, Community & Economic Development Dept Deputy Director
Item of Business: Minutes of June 9, 2026
Meeting Date: July 14, 2026

Purpose of Request:

The purpose of this request is to allow the Planning and Appeals Board to approve the minutes from the referenced meeting.

Facts & Issues / History & Background:

The draft minutes were reviewed by the Office & Records Coordinator and the Community & Economic Development Deputy Director.

Department Recommendation:

Approval of the minutes as presented.

Department Director:

Rusty Ligon

If funding is involved, are funds approved within the current budget? No

Amount Requested:

Sources of Funds:

Finance Comments:

Administrative Comments:

Attachments:

1. DRAFT Minutes

**GAINESVILLE PLANNING AND APPEALS BOARD
DRAFT MINUTES OF MEETING
JUNE 9, 2026**

CALL TO ORDER Chairman Doug Carter at 5:30 p.m.

Members Present: Chairman Doug Carter, Vice Chair Ryan Thompson and Board Members Jane Fleming, Eddie Martin, Kelvin Simmons and Rick Young

Members Absent: Board Member Ellen DeFoor

Staff Present: Community & Economic Deputy Director Matt Tate, Community & Economic Planning Manager Heather Deweese and Recording Secretary Gwen Fleming

Others Present: Council Member Jon Elliott

MINUTES OF MAY 12, 2026

There was a motion to approve the minutes as presented.

Motion made by Vice Chair Thompson
Motion seconded by Board Member Young
6 favor, 1 absent (DeFoor)

OLD BUSINESS

A. Special Use Request

- 1) Request from **James Blair** for a special use on a 1.55± acres tract located on the southwest side of Shallowford Road, across from Washington Avenue (a/k/a **224 Shallowford Road**), having a zoning of Office and Institutional (O-I).
Ward Number: Five
Tax Parcel Number(s): 01-118-005-002
Request: Boutique-style salon suite facility

Staff Presentation: Planning Manager Heather Deweese gave the following staff presentation:

The applicant is proposing a special use at the subject 1.55± acres property within Office and Institutional (O-I) zoning for a boutique salon suite facility.

The property consists of a 2,231 sf. brick building. The applicant would like to convert a former dental office into 13 private, fully equipped suites for independent beauty and wellness professionals. There are 21 parking spaces currently on site. All work will occur inside the building.

The adjacent uses include Walmart, Lake Shore Nutrition, Dairy Queen, and residential homes. Access currently exists on Shallowford Road.

The Gainesville Comprehensive Plan places the subject property within Commercial land use category and Westside Character Area which supports a mixture of office, business, light industrial, manufacturing, research and development uses; and commercial uses.

The Planning Division staff is recommending **approval** of the special use request with **Office Industrial (O-I)** zoning, based on the Comprehensive Land Use Plan and the adjacent mixture of uses.

Applicant Presentation: James Blair, 5614 Flat Creek Road, advised the objectives and goals of the request were explained and happy to answer any questions.

FAVOR: None

OPPOSE: None

Board Comments: Questions asked: Board Member Young asked the hours of operations; Vice Chair Thompson asked if the space would be for lease; Chair Carter asked the type of salon such as hair and nails; Board Member Simmons asked the size of each of the 13 suites.

Mr. Blair advised the hours of operation would be 24/7; spaces leased individually at 6 to 12 months; 80 percent would be hair stylists including make-up. The facility would need to include a sink, washbowls, water access, turn-key salon suite space with each requiring Georgia license to lease a space and going before the Cosmetology Board for each suite, and each suite averages between 100 and 120 square feet.

There was a motion to recommend approval of the special use request for a boutique-style salon suite facility having a zoning of Office and Institutional (O-I).

Motion made by Vice Chair Thompson
Motion seconded by Board Member Simmons
Vote – 6 favor, 1 absent (DeFoor)

ADJOURNMENT

There was a motion to adjourn the meeting at 5:37 p.m.

Motion made by Board Member Martin
Motion seconded by Board Member Young
Vote – 6 favor, 1 absent (DeFoor)

Respectfully submitted,

Doug Carter, Chairman

Gwen Fleming, Recording Secretary



CITY OF GAINESVILLE

Planning and Appeals Board Agenda Request

Item Created: June 18, 2026

Date Submitted: June 18, 2026

Final Approval Date: June 23, 2026

Presenter: Matt Tate, Community & Economic Development Dept Deputy Director

Item of Business: Request from **Candler Development Services** to rezone a 0.62± acre tract located on the north side of Park Street between Park Street Place and Saint Charles Place (a/k/a **1141 Park Street, NE**) from Residential-I (R-I) to Residential-II (R-II).

Meeting Date: July 14, 2026

Purpose of Request:

This item was tabled at the May 12th Planning and Appeals Board meeting. Candler Properties has officially asked to withdraw this rezoning request. Because the item has been tabled, a motion/vote to remove it from the table and a separate motion/vote to withdraw the item is required. There is a 6-month waiting period to resubmit a rezoning.

Facts & Issues / History & Background:

Department Recommendation:

Department Director:

Rusty Ligon

If funding is involved, are funds approved within the current budget? No

Amount Requested:

Sources of Funds:

Finance Comments:

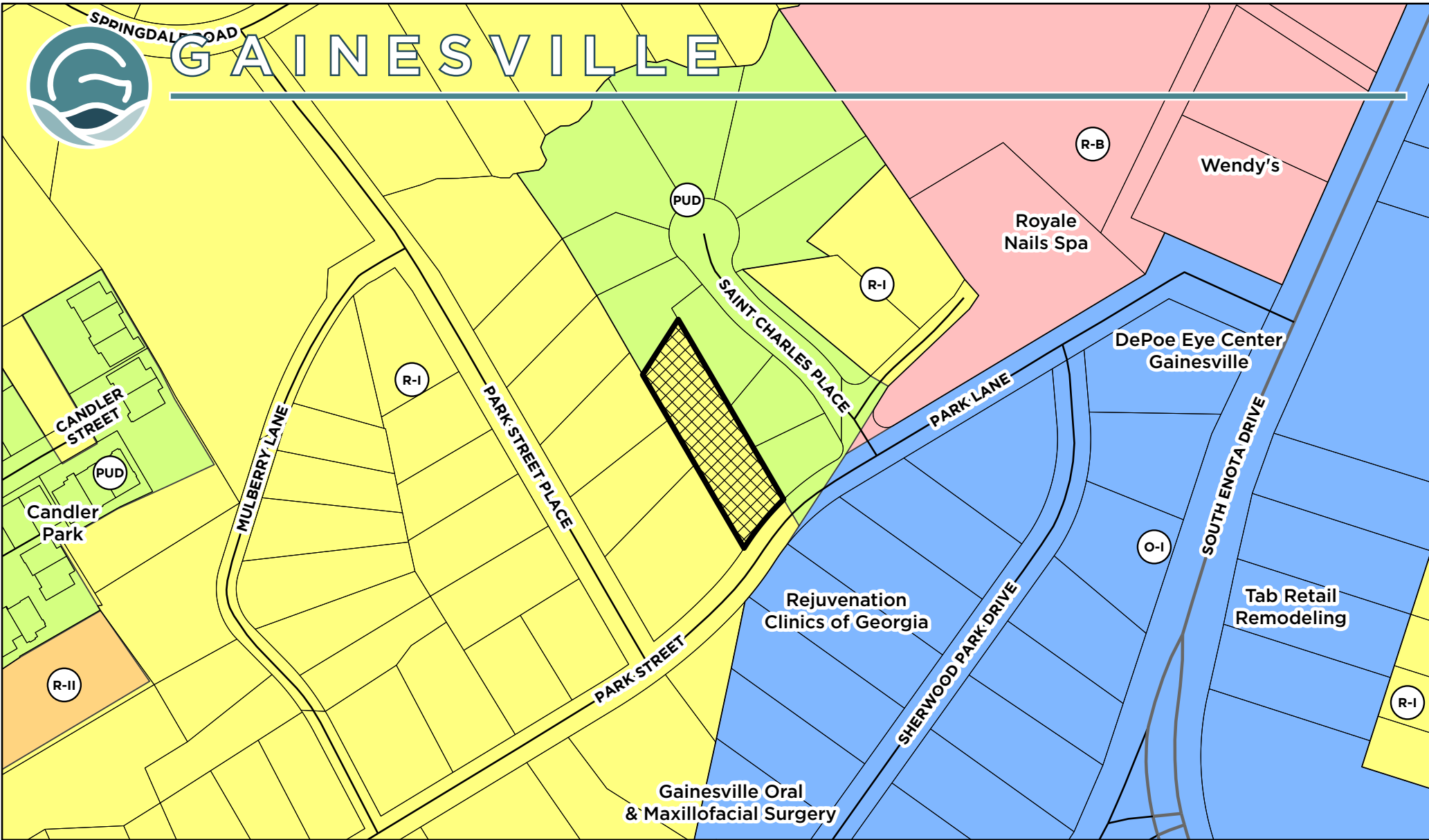
Administrative Comments:

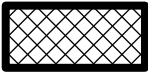
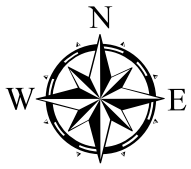
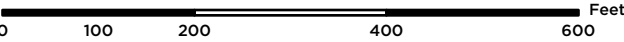
Attachments:

1. Location maps



GAINESVILLE



Applicant: CANDLER DEVELOPMENT SERVICES		Request: Rezoning +/- 0.62 AC from Residential-I (R-I) to Residential-II (R-II) for three duplex homes.	
REZONING REQUEST			
Subject Property Address: 1141 Park Street, NE	Tax Parcel: 01-037-001-022	 Subject Property	 Page 7 of 57
Meeting Date: 07/14/2026 Map Prepared: 06/16/2026		 Scale: 1" = 200'	



GAINESVILLE

Royale
Nails Spa

SAINT CHARLES PLACE

PARK STREET PLACE

PARK LANE

PARK STREET

Rejuvenation
Clinics of Georgia

SHERWOOD PARK DRIVE

Applicant:

CANDLER DEVELOPMENT SERVICES

Request:

Rezone +/- 0.62 AC from Residential-I (R-I) to Residential-II (R-II) for three duplex homes.

REZONING REQUEST

Subject Property Address:
1141 Park Street, NE

Tax Parcel:
01-037-001-022



Subject Property

Aerial from 2025

Meeting Date: 07/14/2026
Map Prepared: 06/16/2026

0 50 100 200 300 Feet
Scale: 1" = 100'





CITY OF GAINESVILLE

Planning and Appeals Board Agenda Request

Item Created: June 12, 2026
Date Submitted: June 18, 2026
Final Approval Date: June 22, 2026
Presenter: Matt Tate, Community & Economic Development Dept Deputy Director
Item of Business: Request from **Heather Khang** to vary the sign illumination requirement and sign size requirement on a 6.96± acres tract located near the west side of the intersection of South Enota Drive and Pearce Circle, having road frontage on the south side of Springdale Road (a/k/a **1440 Pearce Circle, NE**), having a zoning of Residential-I (R-I).
Meeting Date: July 14, 2026

Purpose of Request:

The applicant is requesting to vary the sign illumination and sign size requirements for the existing Saint Michael Catholic Church monument sign to allow an electronic message board (EMB) display. The location of the sign is within the Residential-I (R-I) zoning district which does not permit internal illumination such as an electronic message board (EMB) display. Where EMB signs are permitted, the message board display area is limited to a maximum of 20 square feet. The applicant proposes 30 square feet which would be added to the existing sign at its current location. The applicant states the property has limited visibility due to its topography, surrounding trees and setback from the roadway. The property is located within the Gateway Corridor Overlay District, and the adjacent uses include First Presbyterian Church, medical offices and residential.

Facts & Issues / History & Background:

Department Recommendation:

Planning staff recommended approval with two conditions. See the Staff Recommendation report for details.

Department Director:

Rusty Ligon

If funding is involved, are funds approved within the current budget? No

Amount Requested:

Sources of Funds:

Finance Comments:

Administrative Comments:

Attachments:

1. Staff Recommendation Report
2. Location maps
3. Narrative
4. Statement of Hardship

5. Sign Rendering Plan
6. Existing Sign Location

Applicant	Heather Khang
Property Owner	Archbishop Wilton D. Gregory (Saint Michael Catholic Church)
Location	1440 Pearce Circle, NE
Request	Vary the sign illumination and size requirements
Size	6.96± acres
Zoning	Residential-I (R-I)
Ward	Two
Proposed Use	Electronic Changeable copy sign
Planning Division Staff Recommendation	Approval, with conditions
Date	July 14, 2026

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sign's color, brightness and time of operation will be maintained to help minimize any potential disruption to the neighbors.

There have been no nearby variance requests approved for EMB signs within the immediate area. However, numerous variance requests to allow interior illumination for similar EMB signs have been approved within the city limits over the past 10 years for various churches including the First Baptist Church on Green Street, First United Methodist Church on Thompson Bridge Road, St Paul United Methodist Church on Washington Street and West Academy Street and the New Haven Church on White Sulphur Road. There's been no request to increase the size of an EMB sign in any of these cases.

- **Supporting Documents**

Statement of Hardship, Concept Plan, Sign Rendering

- **Analysis**

(1) Are there extraordinary and exceptional conditions pertaining to the particular piece of property in question because of its size, shape or topography?

The sign is currently 31 feet from South Enota Drive and 32 feet from Pearce Circle. The topography has a slight incline from the street, and the shape of the property is not unique.

(2) Would the application of the Unified Land Development Code to this particular piece of property create an unnecessary hardship?

The sign code is designed to enhance the aesthetics of the city by restricting signs and lights which increase clutter and provide for consistency and compatibility. While all zoning districts within the city limits allow for a church, an electronic message board is only permitted if the church were located within a more commercial or industrial zoning district. The applicant wishes to keep the existing sign structure and add a larger EMB sign.

(3) Are there conditions that are peculiar to the property which adversely affect its reasonable uses or usability as currently zoned?

The subject property's use or usability does not appear to be adversely impacted by any peculiar conditions of the property. The desire to have an EMB sign appears to support the logistical needs of the church to disseminate information to the community in a more efficient manner. However, a larger EMB sign does not appear to be warranted as the existing sign location is visible and messages would be legible from the road.

(4) Would relief, if granted, cause substantial detriment to the public good or impair the purposes and intent of this ordinance?

The proposed EMB sign is not unique to other properties within the City. The nearby Advance Eye Center on South Enota Drive also has message board sign that is no larger than 20 square feet in size. If relief were given, it would not appear to cause substantial detriment to the public good given the scale of the proposal.

(5) There must be a proved hardship by showing beyond a doubt the inability to make a reasonable use of the land if the zoning ordinance were applied literally.

The property will retain its use as a church and the existing sign could be improved without the addition of an EMB sign. It is the opinion of the Planning Division staff that the variance request is based partially on a physical hardship, as well as the applicant's personal desire to increase the effectiveness of the existing sign.

(6) The hardship cannot be self-created; e.g., as in a case where the lot was purchased with the knowledge of an existing restriction.

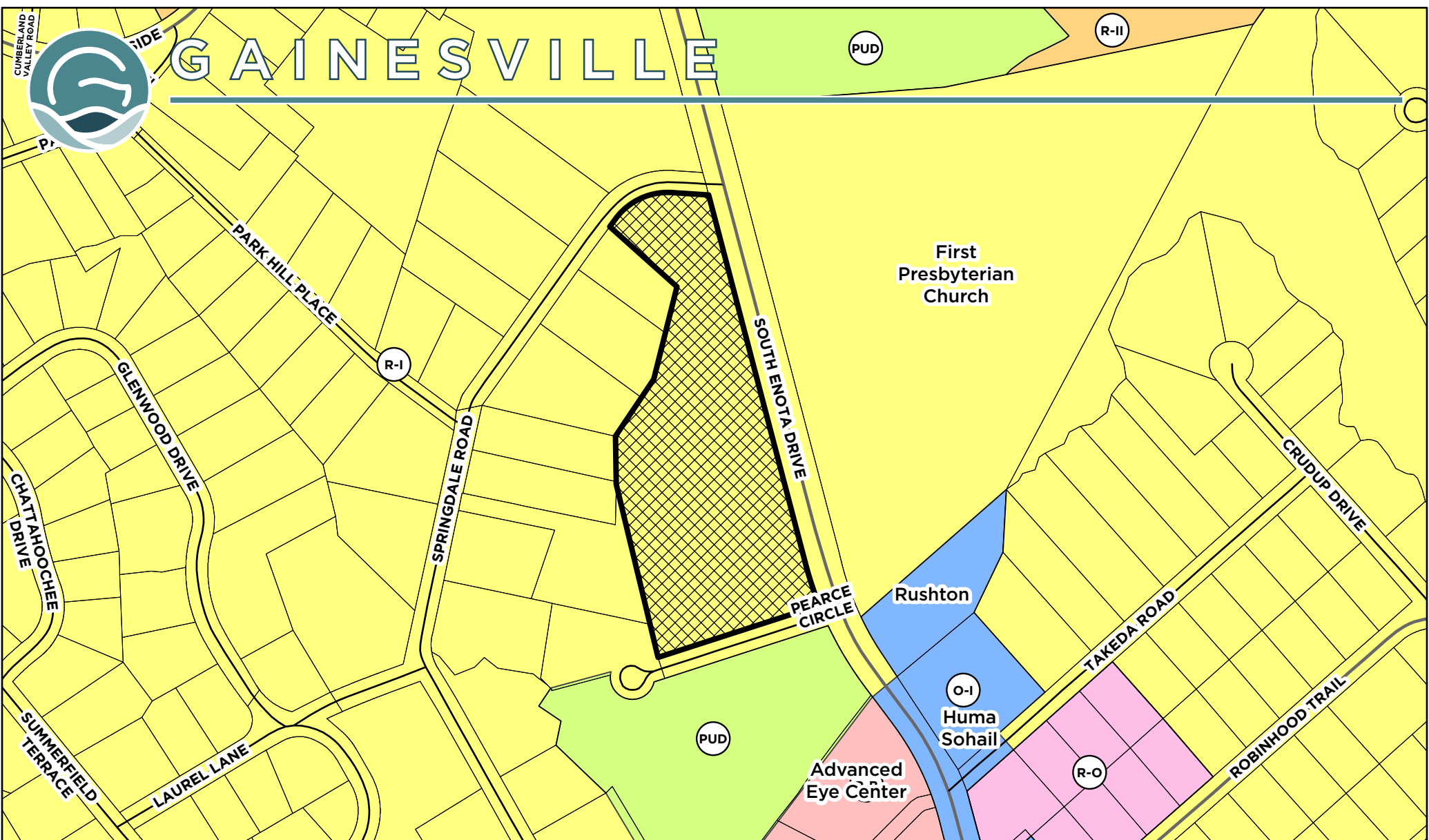
According to tax records the existing church was built on the subject property in 1974. The applicant was first made aware of the sign requirements upon contacting staff for a sign permit.

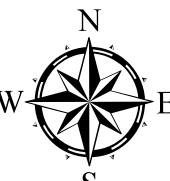
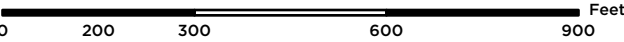
▪ **Staff Recommendation**

The Planning Division staff is recommending **conditional approval** of this variance request based on the adjacent nonresidential uses and consistency with the existing sign structure.

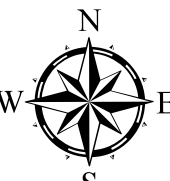
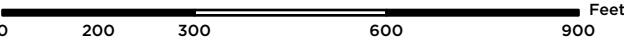
Conditions

1. The subject property shall be limited to one electronic message board sign. The electronic message board sign may be two sided not to exceed 20 square feet per side and shall meet the standards of the Unified Land Development Code.
2. The electronic changeable copy sign shall have an automatic phased proportional dimmer control, photocell or other light sensing device, or a scheduled dimming timer, or another approved device, which produces a distinct illumination change that reduces nighttime screen brightness levels not to exceed 150 nits.



Applicant: HEATHER KHANG		Request: Vary maximum allowed LED sign face area on +/- 6.96 AC within Residential-I (R-I) zoning for St. Michael Catholic Church.	
VARIANCE REQUEST			
Subject Property Address: 1440 NE Pearce Circle	Tax Parcel: 01081 002018	 Subject Property	
Meeting Date: 07/14/2026 Map Prepared: 06/02/2026			
		 Scale: 1" = 300'	Page 14 of 57



Applicant: HEATHER KHANG		Request: Vary maximum allowed LED sign face area on +/- 6.96 AC within Residential-I (R-I) zoning for St. Michael Catholic Church.	
VARIANCE REQUEST			
Subject Property Address: 1440 NE Pearce Circle	Tax Parcel: 01081 002018	 Subject Property	
Meeting Date: 07/14/2026 Map Prepared: 06/02/2026			
		 Scale: 1" = 300'	

To whom it may concern:

The church's existing monument sign face area is approximately 3 feet by 10 feet (30 square feet). Reducing the changeable copy portion to 20 square feet to meet the ordinance would create an unnecessary hardship as it would significantly limit the readability and effectiveness of the sign.

A smaller display area would result in reduced visibility from the adjacent roadway and limit the church's ability to clearly communicate important information to its congregation and the public. This may negatively affect communicating to first-time visitors and for announcing time-sensitive service and event information in a safe and legible manner.

The requested size is visually compatible and consistent with the existing monument sign and maintains the established character of the site. Strict application of the 20 square foot limitation would require a disproportionate reduction in functionality relative to the existing sign structure.

Thank you so much for your time in this matter,

Heather Khang

Variance Request

STATEMENT OF HARDSHIP

The Gainesville Planning and Appeals Board has the authority, in specific cases, to grant variances from the terms of the Unified Land Development Code of the City of Gainesville, Georgia, when the variance will not be contrary to the public interest where, owing to special conditions, a literal enforcement of the Unified Land Development Code will, in specific cases, result in unnecessary hardship and so that the resolution shall be observed, public safety and welfare secured, and substantial justice done. The authority to grant such variances shall be limited to those instances where a hardship is clearly established as required by the Unified Land Development Code. Variances may be granted only upon a finding by the Gainesville Planning and Appeals Board that:

Describe how each situation listed below relates to your application.

1) There are extraordinary and exceptional conditions pertaining to the particular piece of property in question because of its size, shape, or topography. (The hardship must relate to the physical character of the lot and not to a personal or economic hardship.)

The property has limited visibility due to its topography (slope and surrounding trees) and setback from the roadway. The church holds multiple service times throughout the week for its large and diverse congregation, but the existing sign ordinances do not accommodate visibility needs for a property of this type and scale.

2) The application of the requirements of this resolution to this particular property would create an unnecessary hardship.

Application of the ordinance would create an unnecessary hardship by preventing effective communication of service times, events, and other information. Due to limited visibility from the roadway, a conforming sign would not be sufficient in informing visitors and/or first-time attendees.

3) There are conditions that are peculiar to the property which adversely affect its reasonable use or usability as currently zoned.

This property functions as a place of assembly with high visitor turnover and varying service schedules. Additionally, the property's layout, setback, and traffic conditions create visibility challenges not generally experienced by other properties in the same zoning classification.

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

For example, granting the variance would not confer any special privilege that is denied by this regulation to other property in the same zoning district. Such conditions are not the result of any actions of the property owner.

Granting the requested variance will not be detrimental to the public good or impair the intent of the ordinance. The proposed sign will be designed to minimize any impact on surrounding properties by setting appropriate brightness commands and adhering to city standard duration and transition times. The request does not confer a special privilege, but rather allows reasonable use of the property consistent with similar institutional uses under comparable conditions. The hardship is not the result of any action by the property owner.

5) There must be a proved hardship by showing beyond a doubt the inability to make a reasonable use of the land if the zoning ordinance were applied literally.

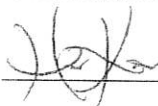
Without approval, the property cannot effectively serve as a place of worship and community gathering. Upgraded signage is essential for communicating service times, events, and more to both their congregation and guests. A strictly compliant sign would hurt visibility and consistency to their existing monument.

6) The hardship cannot be self-created; e.g., as in a case where the lot was purchased with the knowledge of an existing restriction.

The hardship is not self-created but is due to the inherent physical characteristics of the property, including its location, setback, and visibility constraints. These conditions existed prior to this application and are outside the control of the property owner.

I hereby certify that the above information and all attached information is true and correct.

Signature of Applicant:



Date:

5/29/24

CUSTOMER NAME:

Saint Michael Catholic Church
1440 Pearce Circle
Gainesville, GA 30501
Hall County

EXISTING SIGN:



APPROVAL:

CUSTOMER SIGNATURE:

DATE:

PROPOSED SIGN:



125"

37.5"

DESCRIPTION:

Monument - Existing
3'X10' LED Display

INSTALLATION:

Location
☒ Existing ☐ New

Network Type
☒ 4G ☐ LAN
☐ Access Points

Resolution
☐ P16
☒ P10
☐ P6

PIXEL LED DISPLAY
ACCOUNT REPRESENTATIVE:

FEDERICO AGUILAR
M 678.670.3025
federico@pixelleddisplays.com

1750 Breckinridge Pkwy., Suite 200 | Duluth, GA 30096 | 888.LED.7860 | info@PixelLEDdisplays.com | PIXELLEDDISPLAYS.com

SIZES SHOWN IN THE CONCEPT ARE AN ESTIMATE. ALL MEASUREMENTS TO BE CONFIRMED PRIOR TO PRODUCTION. CONCEPT SUBJECT TO CHANGE ACCORDING TO PERMITTING.





CITY OF GAINESVILLE

Planning and Appeals Board Agenda Request

Item Created: June 12, 2026
Date Submitted: June 18, 2026
Final Approval Date: June 22, 2026
Presenter: Matt Tate, Community & Economic Development Dept Deputy Director
Item of Business: Request from **Jeff Parker** to vary the sign illumination requirement on an 18.45± acres tract located on the east side of South Enota Drive, across from Springdale Road and Pearce Circle (a/k/a **800 South Enota Drive**), having a zoning of Residential-I (R-I).
Meeting Date: July 14, 2026

Purpose of Request:

The applicant is requesting to vary sign illumination requirement for the existing First Presbyterian Church monument sign to allow an electronic message board (EMB) display. The location of the proposed sign is within the Residential-I (R-I) zoning district which does not permit internal illumination such as an EMB display. The proposed EMB display is 20 square feet in size which is the maximum size permitted. The applicant states the church would like the ability to communicate events with the community and need to modernize the sign. The property is located within the Gateway Corridor Overlay District, and the adjacent uses include Saint Michael Catholic Church, Smokey Springs Senior Living facility, professional offices, and residential.

Facts & Issues / History & Background:

Department Recommendation:

Planning staff recommended approval with two conditions. See the Staff Recommendation report for details.

Department Director:

Rusty Ligon

If funding is involved, are funds approved within the current budget? No

Amount Requested:

Sources of Funds:

Finance Comments:

Administrative Comments:

Attachments:

1. Staff Recommendation Report
2. Location maps
3. Hardship statement
4. Sign Rendering
5. Existing Sign
6. Aerial view

**GAINESVILLE PLANNING AND APPEALS BOARD
STAFF RECOMMENDATION**

Applicant Jeff Parker
Property Owner First Presbyterian Church - Trustee
Location 800 South Enota Drive
Request Vary the sign illumination requirement
Size 18.45± acres
Zoning Residential-I (R-I)
Ward Two
Proposed Use Electronic Changeable copy sign
Planning Division Staff Recommendation **Approval, with conditions**
Date July 14, 2026

▪ **Request**

The applicant is requesting to vary sign illumination requirement for the existing First Presbyterian Church monument sign to allow an electronic message board (EMB) display. The location of the proposed sign is within the Residential-I (R-I) zoning district which does not permit internal illumination such as an EMB display. The proposed EMB display is 20 square feet in size which is the maximum size permitted.

▪ **Background Information and Existing Conditions**

The subject property is 18.45± acres in size and is located on the east side of South Enota Drive, across from Springdale Road and Pearce Circle. The property contains the First Presbyterian Church. The property is located within the Gateway Corridor Overlay District, and the adjacent uses include Saint Michael Catholic Church, Smokey Springs Senior Living facility, professional offices, and residential.

▪ **Significant Factors**

The Ordinance requires that the applicant's claim for hardship must be based on the size or shape of the lot, its topography, or other physical characteristics inherent in the lot itself and not on the desired aesthetics. Further, the Code states that a variance shall not be granted as a convenience to the applicant or as a way to gain any advantage or interest over similarly zoned properties.

The applicant states the proposed request would benefit the church by better communicating messages to its members and the community. As well, the sign's color, brightness and time of operation will be maintained to help minimize any potential disruption to the neighbors and will modernize the sign.

There have been no nearby variance requests approved for EMB signs within the immediate area. However, numerous variance requests to allow interior illumination for similar EMB signs have been approved within the city limits over the past 10 years for various churches including the First Baptist Church on Green Street, First United Methodist Church on Thompson Bridge Road, St Paul United Methodist Church on Washington Street and West Academy Street and the New Haven Church on White Sulphur Road.

- **Supporting Documents**

Statement of Hardship, Concept Plan, Sign Rendering

- **Analysis**

(1) Are there extraordinary and exceptional conditions pertaining to the particular piece of property in question because of its size, shape or topography?

The sign is currently 70 feet from South Enota Drive. The topography is relatively flat and the shape of the property is not unique.

(2) Would the application of the Unified Land Development Code to this particular piece of property create an unnecessary hardship?

The sign code is designed to enhance the aesthetics of the City by restricting signs and lights which increase clutter and to provide for consistency and compatibility. While all zoning districts within the city limits allow for a church, an electronic message board is only permitted if the church were located within a more intense commercial or industrial zoning district. The applicant wishes to keep the existing sign structure and add a message board sign.

(3) Are there conditions that are peculiar to the property which adversely affect its reasonable uses or usability as currently zoned?

The subject property's use or usability does not appear to be adversely impacted by any peculiar conditions of the property. The desire to have an EMB sign appears to support the logistical needs of the church to disseminate information to the community in a more efficient manner.

(4) Would relief, if granted, cause substantial detriment to the public good or impair the purposes and intent of this ordinance?

The proposed EMB sign is not unique to other properties within the City. The Advance Eye Center on South Enota Drive also has a message board sign. If relief were given, it would not appear to cause substantial detriment to the public good given the scale of the proposal.

(5) There must be a proved hardship by showing beyond a doubt the inability to make a reasonable use of the land if the zoning ordinance were applied literally.

The property will retain its use as a church and the existing sign could be improved without the addition of an EMB sign. It is the opinion of the Planning Division staff that the variance request is based partially on a physical hardship, as well as the applicant's personal desire to increase the effectiveness of the existing sign.

(6) The hardship cannot be self-created; e.g., as in a case where the lot was purchased with the knowledge of an existing restriction.

According to tax records the church was built on the subject property in 1955. The applicant was first made aware of the sign requirements upon contacting staff for a sign permit.

▪ **Staff Recommendation**

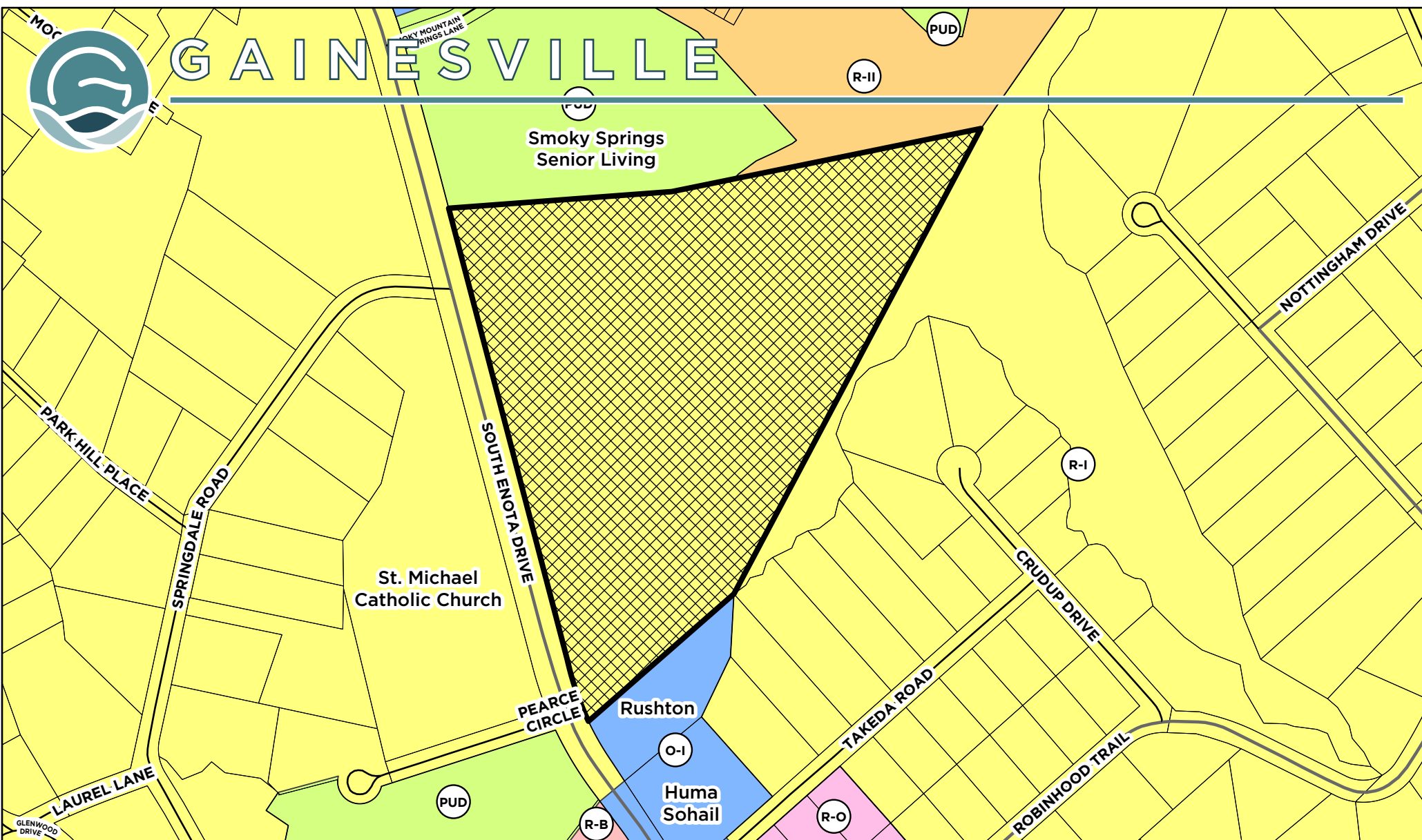
The Planning Division staff is recommending **conditional approval** of this variance request based on the adjacent nonresidential uses and consistency with the existing sign structure.

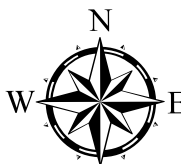
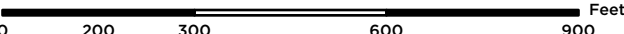
Conditions

1. The subject property shall be limited to one electronic message board sign. The electronic message board sign may be two sided not to exceed 20 square feet per side and shall meet the standards of the Unified Land Development Code.
2. The electronic changeable copy sign shall have an automatic phased proportional dimmer control, photocell or other light sensing device, or a scheduled dimming timer, or another approved device, which produces a distinct illumination change that reduces nighttime screen brightness levels not to exceed 150 nits.



GAINESVILLE

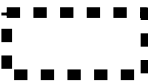


Applicant: JEFF PARKER		Request: Vary sign faces on +/- 16.5 AC within Residential-I (R-I) zoning to include digital message boards on both sides at First Presbyterian Church.	
VARIANCE REQUEST			
Subject Property Address: 800 South Enota Drive, NE	Tax Parcel: 01081 003002A	 Subject Property	 Page 24 of 57
Meeting Date: 07/14/2026 Map Prepared: 06/08/2026		 Scale: 1" = 300'	



GAINESVILLE



Applicant: JEFF PARKER		Request: Vary sign faces on +/- 16.5 AC within Residential-I (R-I) zoning to include digital message boards on both sides at First Presbyterian Church.	
VARIANCE REQUEST			
Subject Property Address: 800 South Enota Drive, NE	Tax Parcel: 01081 003002A	 Subject Property	 Aerial from 2025 Scale: 1" = 300'
Meeting Date: 07/14/2026 Map Prepared: 06/02/2026			

Variance Request

STATEMENT OF HARDSHIP

The Gainesville Planning and Appeals Board has the authority, in specific cases, to grant variances from the terms of the Unified Land Development Code of the City of Gainesville, Georgia, when the variance will not be contrary to the public interest where, owing to special conditions, a literal enforcement of the Unified Land Development Code will, in specific cases, result in unnecessary hardship and so that the resolution shall be observed, public safety and welfare secured, and substantial justice done. The authority to grant such variances shall be limited to those instances where a hardship is clearly established as required by the Unified Land Development Code. Variances may be granted only upon a finding by the Gainesville Planning and Appeals Board that:

Describe how each situation listed below relates to your application.

1) There are extraordinary and exceptional conditions pertaining to the particular piece of property in question because of its size, shape, or topography. (The hardship must relate to the physical character of the lot and not to a personal or economic hardship.)

OVER THE PAST 51 YEARS, THE CITY HAS ALLOWED A 65000SF FACILITY TO BE CONSTRUCTED IN R-1 ZONE. CHURCH & CDC IS ASKING THAT ADEQUATE SIGNAGE BE ALLOWED AT STREET ENTRY.

2) The application of the requirements of this resolution to this particular property would create an unnecessary hardship.

WOULD LIKE ABILITY TO COMMUNICATE EVENTS WITH COMMUNITY

3) There are conditions that are peculiar to the property which adversely affect its reasonable use or usability as currently zoned.

THE CHURCH & CDC IS A BUSINESS IN A R-1 ZONING WE REQUEST PROPER SIGNAGE.

4) Relief, if granted, would not cause substantial detriment to the public good or impair the purposes and intent of this Ordinance. For example, granting the variance would not confer any special privilege that is denied by this regulation to other property in the same zoning district. Such conditions are not the result of any actions of the property owner.

GRANTING THE VARIANCE WOULD HELP GET THE MESSAGE OUT THAT THE CHURCH IS HERE TO WELCOME THE COMMUNITY

5) There must be a proved hardship by showing beyond a doubt the inability to make a reasonable use of the land if the zoning ordinance were applied literally.

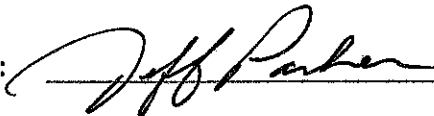
MOST CHURCH'S IN GAINESVILLE OR BUILT IN R-1 ZONING AND ~~HAVE~~ SOME HAVE SIGNS & DIGITAL BOARDS TO ADVERTISE EVENTS

6) The hardship cannot be self-created; e.g., as in a case where the lot was purchased with the knowledge of an existing restriction.

THE CHURCH HAS BEEN ON THE PROPERTY FOR 51 YRS & CURRENT SIGN FOR 37, WE ARE JUST ASKING FOR APPROVAL TO MODERNIZE OUR MESSAGES.

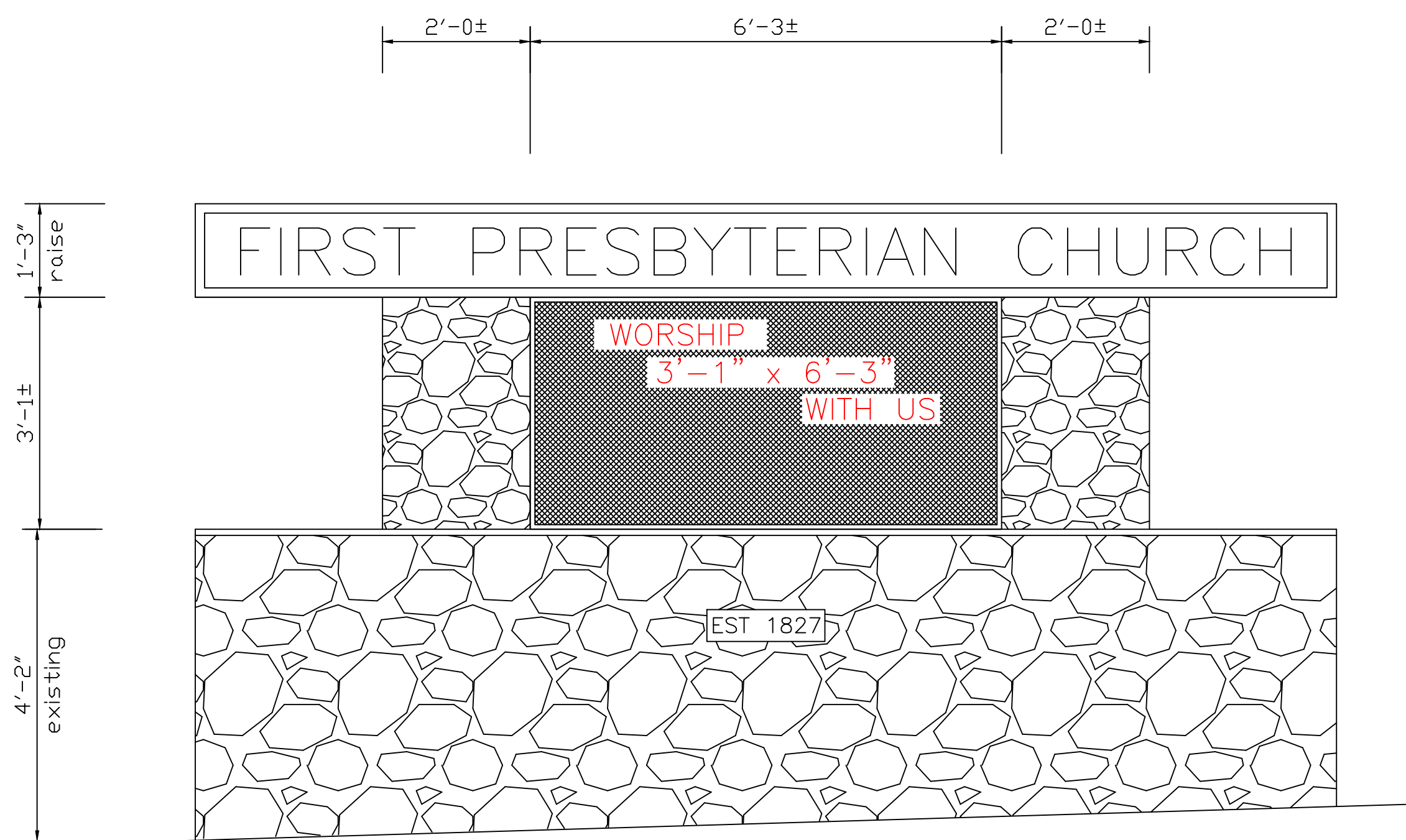
I hereby certify that the above information and all attached information is true and correct.

Signature of Applicant:



Date:

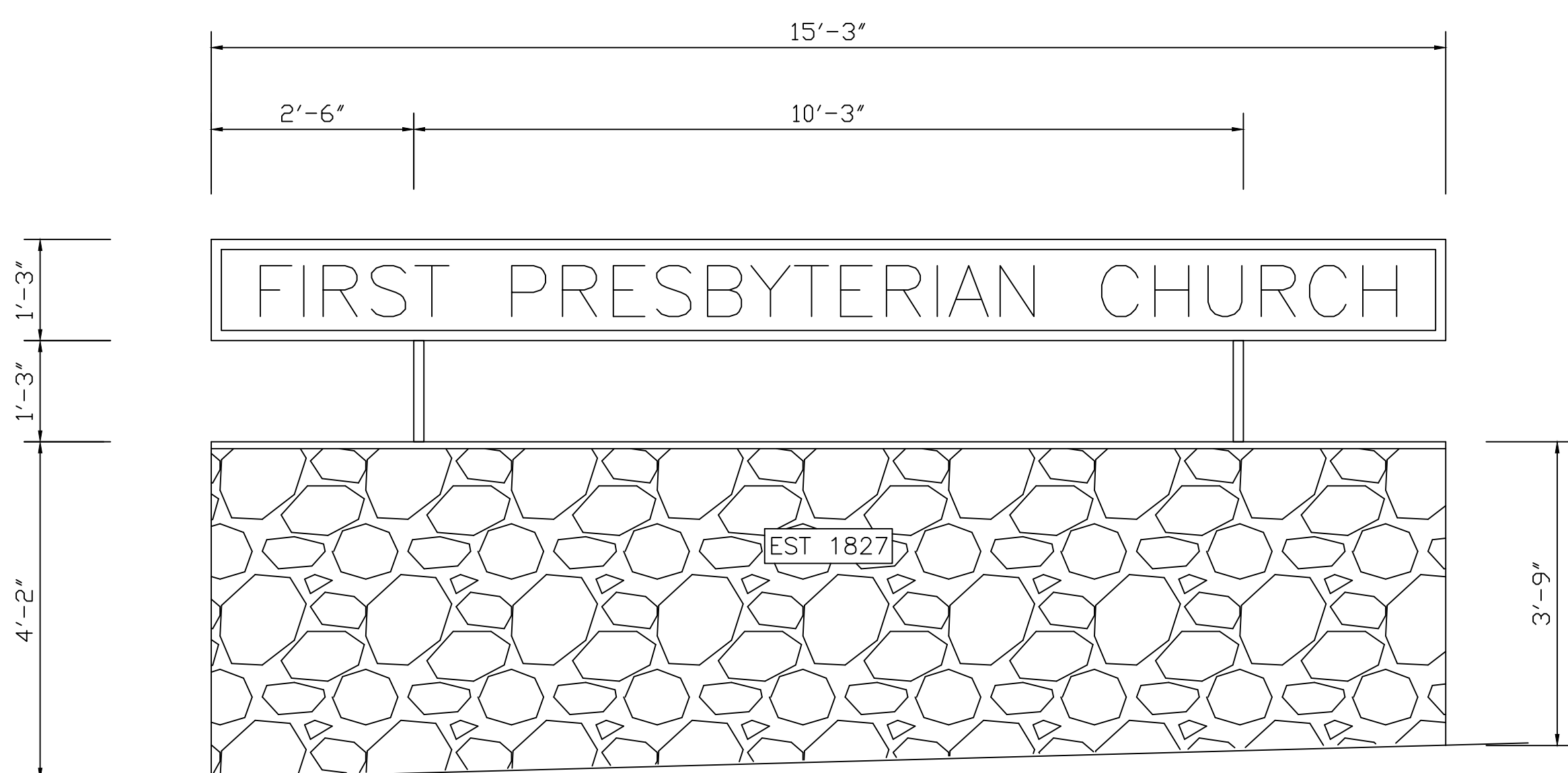
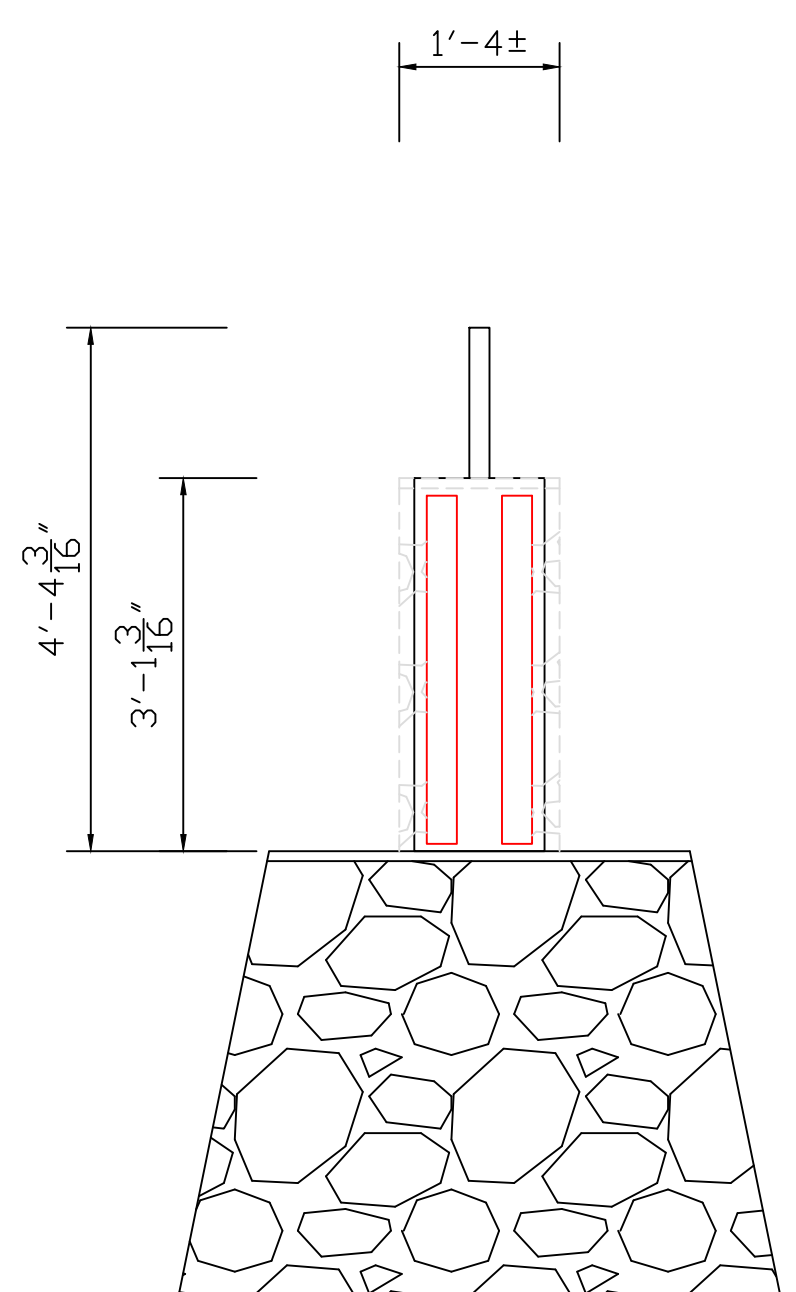
6-3-26



EX sign = 19SF
add DIGITAL SIGN = 19.5SF
add SIDE PILLARS = 12SF
existing base = 60SF

ARCHITECTURAL RENDERING

75"X37" LED OPTION 1a (both sides mirrored)
ALTERNATE DISPLAY: {120X24 LED OPTION 1b}

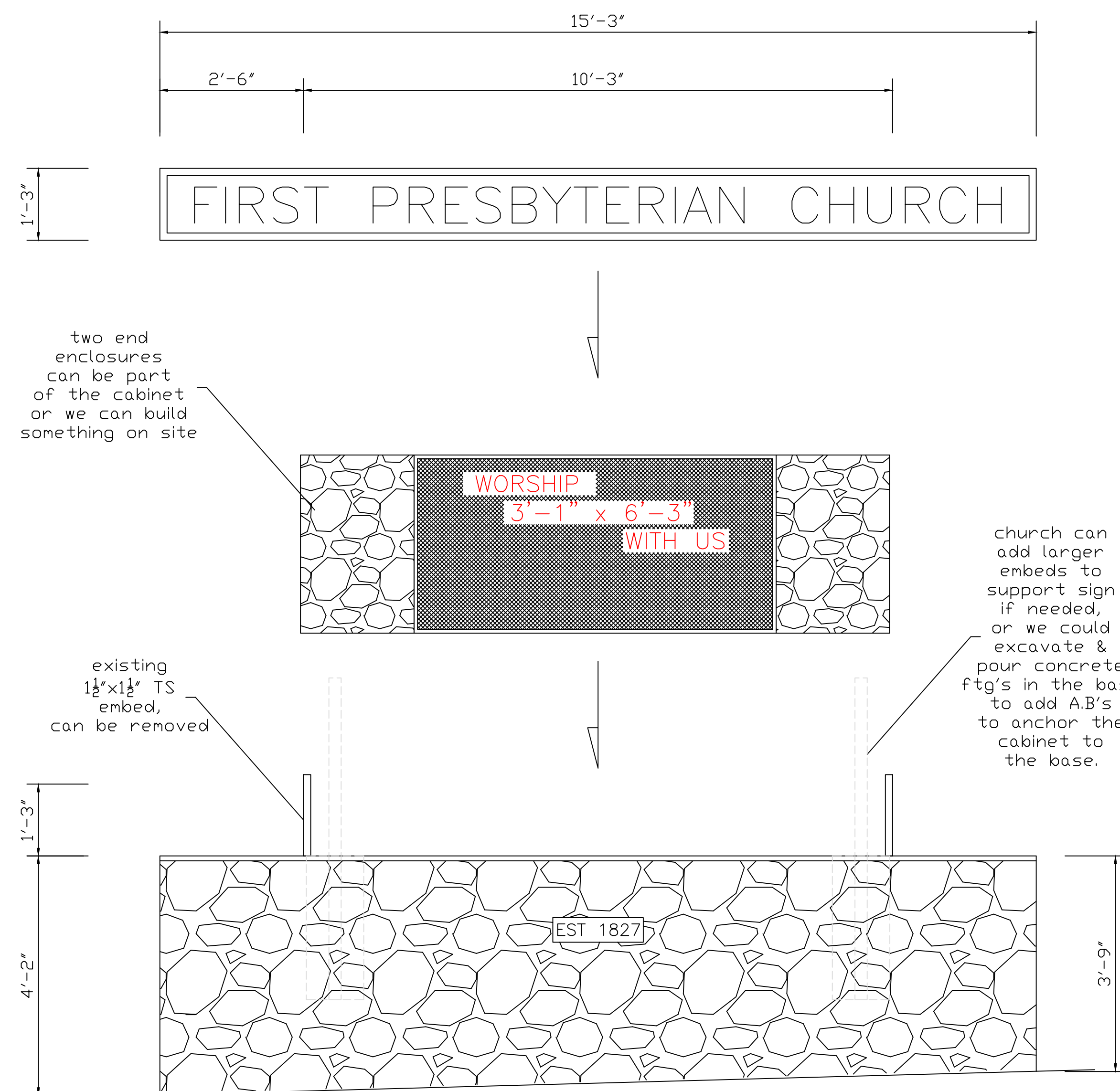
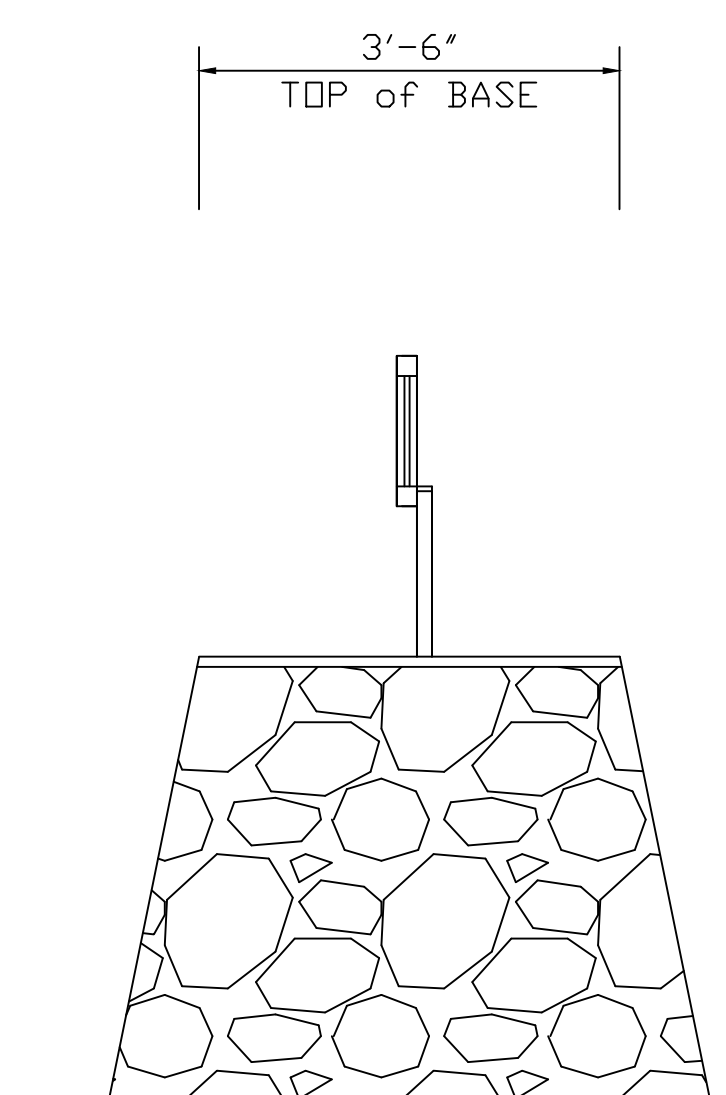


EXISTING SIGN (both sides mirrored)

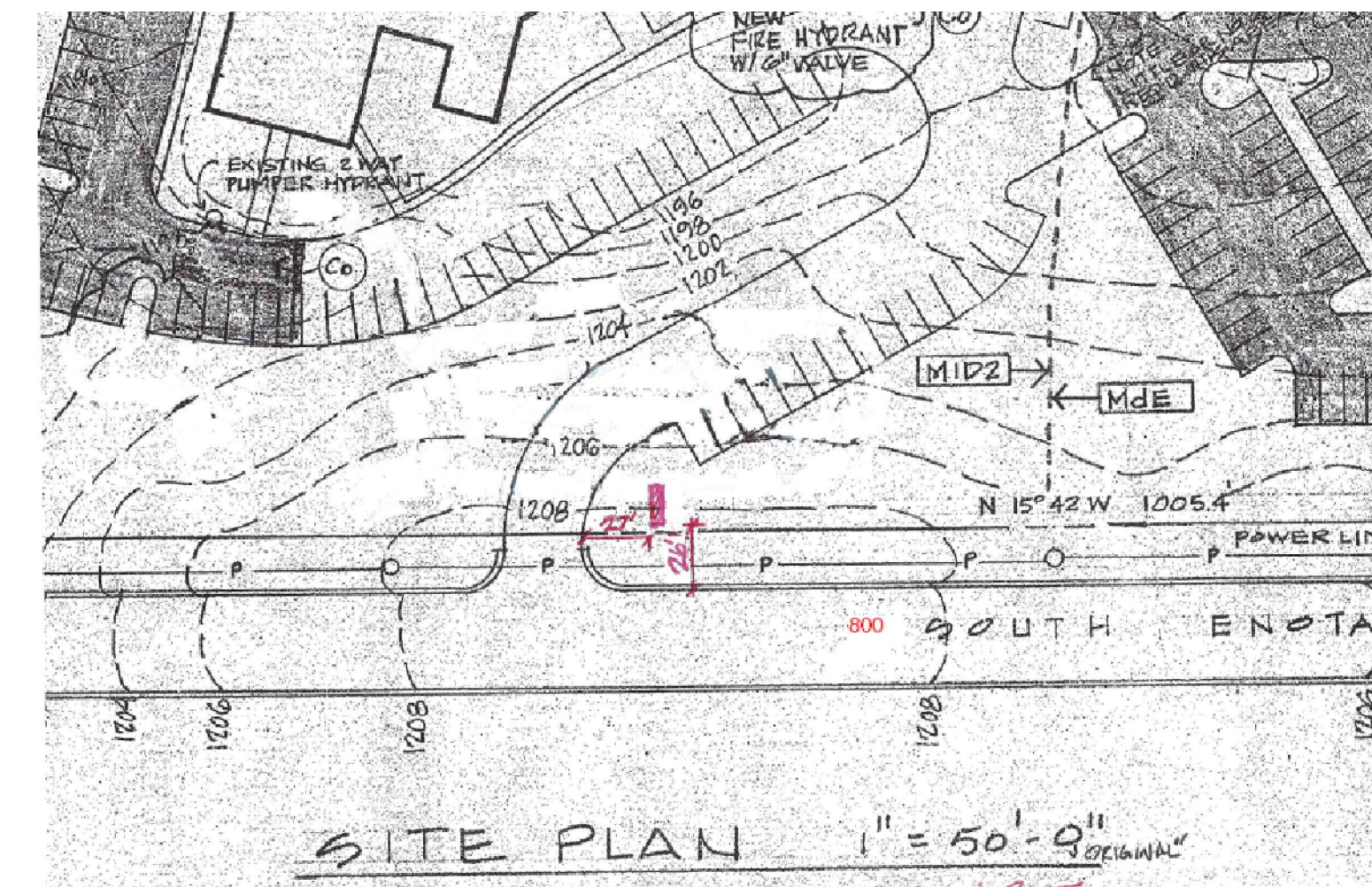
CODE APPLICATION:

BUILDING CODE:

2024 INTERNATIONAL BUILDING CODE
W/ latest GEORGIA AMENDMENTS.
GAINESVILLE UNIFIED DEVELOPMENT CODE
Originally Adopted : Dec. 16, 2025
ARTICLE 14 SIGNS (Variance)
PARCEL = 01081 003002A
ZONING = R-1
SCOPE OF WORK = 54sf



CONCEPT PLAN INSTALL SEQUENCE



PLAT



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Solis Parker & Associates, Inc.
Business Cell: (678)936-9112
Email: j.parker@solis-parker.com



Structural Engineer

FIRST PRESBYTERIAN CHURCH
800 S. ENOTA DR. NE
GAINESVILLE, GEORGIA 30501

EXISTING MEMORIAL ROAD SIGN RENOVATION

Project No FPC26
Drawn By SPA
Checked By JSP
Revisions
REV A
ISSUE for Approval
May 26, 2026

A1.0

OF

your map.



2.88 f





Untitled Map

Write a description for your map.

Legend

800 S Enola Dr NE

Google Earth

Image © 2025 Airbus

90 ft



CITY OF GAINESVILLE

Planning and Appeals Board Agenda Request

Item Created: June 12, 2026
Date Submitted: June 18, 2026
Final Approval Date: June 23, 2026
Presenter: Matt Tate, Community & Economic Development Dept Deputy Director
Item of Business: Request from **Majors Management LLC** to annex a 2.19± acres tract located on the northwest side of the intersection of Athens Highway and Monroe Drive (a/k/a **0 and 1590 Monroe Drive**) and to establish a zoning of General Business (G-B).
Meeting Date: July 14, 2026

Purpose of Request:

The applicant is proposing to annex the subject property with a zoning of General Business (G-B). The property consists of two parcels and is an unincorporated island zoned Light Industrial (I-1) within Hall County. An existing vacant commercial building will be removed as part of the proposed development. The proposal includes a 3,500± sf MAPCO convenience store, fuel canopy with six fueling pumps, and a separate diesel canopy with three diesel pumps. Two full access driveways are proposed on Monroe Drive. The property is located within the Gateway Corridor Overlay District, and the adjacent uses include Motel 6, Poultry Technical Services, industrial property and undeveloped property owned by Hall County.

Facts & Issues / History & Background:

Department Recommendation:

Planning staff recommended approval with seven conditions. See the Staff Recommendation report for details.

Department Director:

Rusty Ligon

If funding is involved, are funds approved within the current budget? No

Amount Requested:

Sources of Funds:

Finance Comments:

Administrative Comments:

Attachments:

1. Staff Recommendation Report
2. Location maps
3. Narrative
4. Survey
5. Sit Plan
6. Architectural Rendering

7. Existing Conditions Photo

**GAINESVILLE PLANNING and APPEALS BOARD
STAFF RECOMMENDATION**

Applicant Majors Management LLC C/O LJA
Property Owner Nine Hundred No Nine LLC
Location 1590 and 0 Monroe Drive
Request Annex, with G-B zoning
Size 2.193± acres
Ward Three
Proposed Use Convenience store with gas sales
Planning Division Staff Recommendation **Approval, with conditions**
Date July 14, 2026

▪ **Applicant's Proposal and Background Information**

The applicant is proposing to annex the subject property with a zoning of General Business (G-B). The property consists of two parcels which are considered an unincorporated island zoned Light Industrial (I-1) within Hall County. An existing vacant commercial building will be removed as part of the proposed development.

The proposal includes a 3,500± sf MAPCO convenience store, fuel canopy with six fueling pumps, and separate diesel canopy with three diesel pumps. 25 parking spaces are to be provided, and two full access driveways are proposed on Monroe Drive. The hours of operation will be 24 hours, seven days a week with 12 full time employees. The property is located within the Gateway Corridor Overlay District.

▪ **Adjacent Land Use and Zoning**

Location	Use	Zoning
North	Lanier Services; Fieldale Farms Poultry Technical Services	Light Industrial (L-I) -City Light Industrial (I-1)- County
South	Shell Gas Station; Waffle House; M&R Equipment WM - RTS Landfill	General Business (G-B) -City Light Industrial (L-I)- City Planned Unit Development (P-U-D)
East	Motel 6; Residential homes	General Business (G-B) -City Highway Business (H-B) -County Residential-1 (R-1) -County
West	Butler Park; Hall County Health Department	Light Industrial (L-I)- City Residential II (R-II)- City

▪ **Other Departmental Comments**

The request will require coordination with the Georgia Department of Transportation (GDOT). There were no other departmental comments for the request.

▪ **Zoning History**

The following zoning actions have taken place in the immediate area during the last ten years:

2025- A request by GVAR Gainesville Landfill, LLC to annex 105.076± acres located at 0 Athens Highway; 0, 2033 and 2045 Old County Dump Road with a zoning of Heavy Industrial, with a special use was approved with conditions for a C & D landfill and composting facility.

2025- A request by City of Gainesville to rezone 134.0± acres located at 1701 Fulenwider Road, SW from Residential-I-A (R-I-A) and Planned Unit Development (P-U-D) to Heavy Industrial (H-I) was approved with conditions for a C & D landfill and composting facility.

2023- A request by BDC Gainesville, LLC to annex 50.77± acres located at 2544 Monroe Drive and 1570 Athens Highway with a zoning of Heavy Industrial was approved with conditions for an enclosed anaerobic digestion facility.

2020- A request by City of Gainesville to annex 4.4± acres located at 0 and 2221 Smallwood Road; 2306 and 2312 Athens Highway with a zoning of Planned Unit Development (P-U-D) was approved with conditions for the 85 Business Park.

2020- A request by City of Gainesville to rezone 1,320± acres located at 1701 Fulenwider Road, SW from Residential-I-A (R-I-A) to Planned Unit Development (P-U-D) was approved with conditions for the 85 Business Park.

2019- A request by City of Gainesville to rezone 395.69± acres located at 1701 Fulenwider Road, SW from Residential-I-A (R-I-A) to Heavy Industrial (H-I) was approved with conditions for future industrial uses.

▪ **Staff Analysis**

(1) Is the proposed use suitable in view of the zoning and development of adjacent and nearby property?

Over the past 8 years the subject property has been vacant and was previously occupied for used auto sales. The adjacent and nearby properties consist of a mixture of commercial, office, institutional and residential uses. The adjacent zoning districts are Residential-II (R-II), Light Industrial (L-I), and General Business (G-B). It appears the proposed use is suitable.

(2) Will the proposed use adversely affect the existing use or usability of adjacent or nearby property?

The proposed change in use from used auto sales to a convenience store with gas sales will increase pedestrian traffic and vehicular turning movements as the proposed use will be open 24 hours a day. The two proposed full access driveways should sufficiently move traffic but will require final approval from GDOT. Given the property is located within the Gateway Corridor, improved standards such as landscaping and screening the proposed dumpster will be required to enhance the aesthetics of the property.

(3) Is the proposed use compatible with the purpose and intent of the Comprehensive Plan?

It is staff's opinion that the proposal is consistent with the Comprehensive Plan. The Future Development Map for the City of Gainesville places the property within the *Industrial* land use category which includes areas with focused both light and heavy industrial uses. However, other commercial and residential uses are allowed. A gas station would be compatible with the surrounding area.

According to the Character Area map for the City of Gainesville, the subject property is located within the *Economic Development Gateways*. This character area represents the industrial, warehousing, and other commercial areas that parallel the I-985 and Norfolk-Southern railroad corridor. It includes existing business parks and areas identified for future industrial or office park development, such as Industrial Park North, Industrial Park South, Airport Industrial Park, Industrial Park West, Gainesville Business Park, and the new 1,300-acre 85 Business Park.

(4) Are there substantial reasons why the property cannot or should not be used as currently zoned?

The subject property is a county island surrounded by the city limits. Annexing the property within City would allow the property to access city sewer. The applicant states that this property will continue to access city utilities would allow them to achieve their overall design and improve the appearance and functionality of the existing site. The applicant believes annexing the subject property would be a logical extension of the city limits and the redevelopment of this property will contribute to the quality of commercial developments along the Gateway.

(5) Will the proposed use cause an excessive or burdensome use of public facilities or services, including but not limited to streets, schools, water or sewer utilities, and police or fire protection?

The proposal should not cause an excessive or burdensome use of public facilities or services. The development will continue to utilize City water and sewer services of which capacity is sufficient. The Gainesville Fire and Police Departments currently respond to the adjacent property. Gainesville Fire Station #1 is located off Queen City Parkway and is 2.05± miles from the proposed access at Monroe Drive.

A convenience store with gas sales generates 8,672± new trips per weekday (50% entering, 50% exiting), including 272 A.M. and 320 P.M. peak hour trips. A traffic impact study was not conducted by the applicant. Access is proposed off Monroe Drive which is a city maintained road with access to Athens Highway at an existing traffic signal.

The proposed use will have no impact on the Gainesville City School System given the proposal is for commercial purposes.

(6) Is the proposed use supported by new or changing conditions not anticipated by the Comprehensive Plan or reflected in the existing zoning on the property or surrounding properties?

It is staff's opinion that the proposed use is consistent with the Comprehensive Plan. The subject property and much of the surrounding area have been planned for public and industrial uses for many years. As well, the surrounding area has experienced mostly industrial growth due to nearby Exit 22 /I-985 and the availability of water and sewer. Gainesville 85 Business Park is located just south and east of the subject property off Monroe Drive and Athens Highway.

(7) Does the proposed use reflect a reasonable balance between the promotion of the public health, safety, morality, or general welfare and the right to unrestricted use of property?

Based on the Comprehensive Plan and the adjacent and nearby commercial uses, it appears the proposal reflects a reasonable balance between the promotion of the public health, safety, morality, or general welfare and the right to unrestricted use of property, with the recommended zoning conditions.

▪ **Staff Recommendation**

The Planning Division staff is recommending **conditional approval** of this annexation request with **General Business (G-B)** zoning based on the Comprehensive Plan and the adjacent and nearby commercial uses.

Conditions

1. The proposal shall be generally consistent with the concept plan and architectural renderings provided with this application per the review and approval of the Community and Economic Development Director.
2. Prohibited uses for the subject property shall include adult novelty stores, group homes, crisis centers, adult entertainment centers, pawn shops, dollar-type stores, massage parlors, hookah lounge, tobacco or vaping stores, package/liquor stores, tire stores, auto parts stores, auto body shops, automobile sales establishments, marine sales or repair stores, automated or non-automated car washes, truck stops, coin-laundry facilities, tattoo parlors, psychics, fortune tellers, clairvoyants and the like.
3. The frontage landscape areas and right-of-way areas along Monroe Drive and E. E. Butler Parkway / Athens Highway shall be sodded with grass. Minimum 3-inch caliper size hardwood trees shall be required within all frontage landscape areas subject to the approval of the Community & Economic Development Director.
4. All service areas, dumpster enclosures, loading areas, ground or roof top HVAC equipment shall be screened from view from all adjacent uses and roads.
5. The property owner or a property manager shall be responsible for the regular maintenance of the entire property.
6. The subject property shall be limited to one (1) monument sign not to exceed 10-feet in height, 80 square feet of sign face area, 120 square feet of total sign structure area with internal or external lighting. Building signage shall be permitted as regulated within the Gainesville Unified Land Development Code. An electronic message board sign or electronic changeable copy sign shall not be permitted for the subject property. The existing pole sign/structure shall be removed.
7. All access point design for the subject property shall be submitted for review by the Gainesville Public Works Director and the Georgia Department of Transportation if determined necessary. The approval of said design shall be required prior to issuance of a building permit. All required access / traffic / sidewalk improvements associated with the proposed development shall be at the full expense of the owner/developer.



GAINESVILLE

211

L-I

Fieldale
Farms

Lanier
Services

Poultry
Technical
Services

Ryder
Truck
Rental

E E BUTLER PARKWAY

H-I

Motel 6

G-B

ATHENS HIGHWAY

MARCH DRIVE

SOUTH DRIVE

Cantrell

Applicant:
MAJORS MANAGEMENT, LLC C/O LJA
ANNEXATION REQUEST

Request:
Annex +/- 2.193 AC and establish zoning as General Business (G-B) for a convenience store.

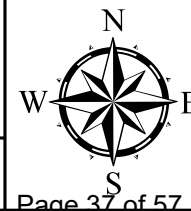
Subject Property Address:
1590 Monroe Drive

Tax Parcel:
00140 000001C
00140 000001D

 Subject Property

Meeting Date: 07/14/2026
Map Prepared: 06/02/2026

0 100 200 400 600 Feet
Scale: 1" = 200'





GAINESVILLE

Lanier
Services

Poultry
Technical
Services

MONROE DRIVE

EE BUTLER PARKWAY

Motel 6

Applicant:

MAJORS MANAGEMENT, LLC C/O LJA

ANNEXATION REQUEST

Request:

Annex +/- 2.193 AC and establish zoning as General Business (G-B) for a convenience store.

Subject Property Address:
1590 Monroe Drive

Tax Parcel:
00140 000001C
00140 000001D

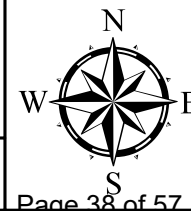


Subject Property

Aerial from 2025

Meeting Date: 07/14/2026
Map Prepared: 06/02/2026

0 50 100 200 300 Feet
Scale: 1" = 100'



Applicant's Letter of Intent
City of Gainesville, Georgia
Annexation and Rezoning Request – Hall County I-1 to G-B (General Business)
05.29.2026

Majors Management, LLC (the “Applicant”) respectfully submits this Letter of Intent requesting annexation of the subject property into the City of Gainesville, and rezoning from Hall County I-1 (Light Industrial) to G-B (General Business). The subject property is located at the corner of US Highway 129 and Monroe Drive, immediately east of Exit 22 on Interstate 985, and consists of approximately 2.193 acres. The property currently contains a vacant retail building, which will be removed as a result of the proposed development.

The Applicant proposes to develop the property with a high-quality convenience store with the intention to serve nearby businesses, residents and those traveling in and through the City of Gainesville and Hall County. The proposed development will include a ±3,500 square-foot convenience store building, one fuel canopy containing six gasoline fueling pumps, and a separate diesel canopy containing three diesel pumps. The site will also provide 25 parking spaces, including ADA accessible parking, along with internal circulation designed to safely accommodate passenger vehicles and fuel delivery operations. As shown on the attached conceptual site plan, access to the site will be provided via two full-access driveways along Monroe Drive. This access configuration allows for efficient circulation while minimizing potential conflicts along US Highway 129. The proposed layout has been carefully designed to accommodate traffic flow, fuel operations, customer parking, and pedestrian access in a safe and efficient manner. Stormwater management facilities will be located underground and managed on-site in accordance with applicable regulations. The property will be connected to existing Gainesville water and sewer infrastructure, further supporting the appropriateness of annexation into the City of Gainesville.

The surrounding area is well suited for the proposed use. Adjacent to the north is an agricultural supply business, while an extended stay motel is located across Monroe Drive. The broader corridor surrounding the site contains a mixture of industrial, commercial, automotive, transportation-oriented, and service-related uses associated with the Interstate 985 interchange area. Given the property's strategic location near a major interstate interchange and along a heavily traveled corridor into downtown Gainesville, the proposed convenience store represents a logical and compatible commercial use of the property. The proposed development will provide a meaningful service to the surrounding area by offering convenient access to fuel, food, beverages, and daily retail goods for nearby employees, travelers, motel guests, and residents passing through the corridor. The site's proximity to Interstate 985 positions it to serve both local and regional traffic, while also helping support economic activity within the City of Gainesville. In addition to providing a needed commercial service, the development will contribute additional tax revenue and private investment into an important thoroughfare entering the City. The property is within the Gateway Corridor Overlay, and the project has been designed with careful attention to architectural quality and corridor appearance. The proposed convenience store building will feature high-quality construction materials, including brick and complementary architectural siding materials to create visual interest and variation along the building elevations. Large storefront windows, architectural canopies, decorative façade elements, and quality exterior finishes will further contribute to an attractive and modern appearance. The proposed development is intended to exceed the typical appearance of older convenience store developments and instead provide consistency with the City's development objectives for gateway corridors.

The request is also consistent with the spirit and intent of the City of Gainesville Comprehensive Plan. The property is located along a major transportation corridor and interstate gateway where commercial services and business-oriented uses are appropriate and encouraged. The redevelopment of an underutilized commercial property into a modern convenience retail destination supports the Comprehensive Plan's goals of encouraging reinvestment, improving corridor

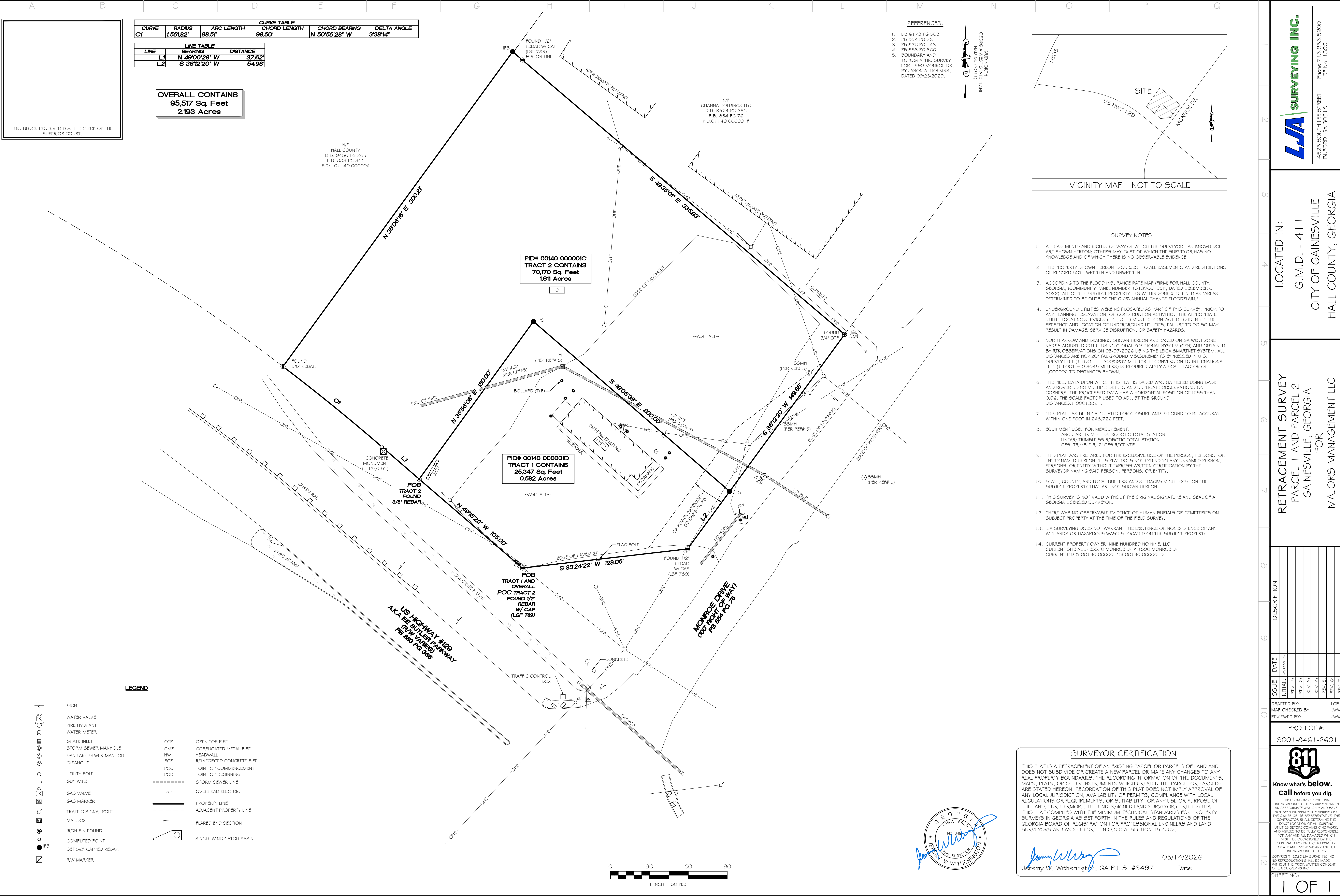
aesthetics, expanding the local tax base, and promoting economic development opportunities in strategically located commercial areas. The proposed use further supports the City's objective of encouraging quality commercial development patterns along major roadways and gateway entrances.

Additionally, annexation of the property into the City of Gainesville is appropriate because the site can be efficiently served by existing municipal utilities and services. The proposed development represents a logical extension of the City's existing commercial development pattern surrounding the Interstate 985 corridor. Nearby properties within the area are already located within the City limits and zoned for industrial and commercial uses, making the proposed annexation and G-B zoning classification less intense and compatible with surrounding development trends.

Special consideration has also been given to site design, landscaping, and buffering. The development will include landscaped strips along the roadway frontage, enhanced building architecture, and organized vehicular circulation intended to create an attractive streetscape along Monroe Drive and US Highway 129. The overall design seeks to improve the appearance and functionality of the existing property while creating a safe and efficient commercial development that complements surrounding uses.

Based upon the above reasons, the Applicant respectfully requests approval of the annexation into the City of Gainesville and rezoning to G-B (General Business).

Based upon the above reasons, the Applicant respectfully requests approval of this rezoning application. The Applicant further asserts that denial of this request would unreasonably restrict the use of the property and could constitute a taking in violation of the Just Compensation Clause of the Fifth Amendment and the Due Process Clause of the Fourteenth Amendment to the Constitution of the United States, as well as the Constitution of the State of Georgia.



LJA SURVEYING INC.
4525 SOUTH LEE STREET
BUTLOR, GA 30516
Phone 770.955.5200
LSP No. 1590

LOCATED IN:
G.M.D. - 411
CITY OF GAINESVILLE
HALL COUNTY, GEORGIA

RETRACEMENT SURVEY
PARCEL 1 AND PARCEL 2
GAINESVILLE, GEORGIA
FOR
MAJORS MANAGEMENT LLC

ISSUE:	DATE:	DESCRIPTION:
INITIAL:	05/14/2026	
REV. 1:		
REV. 2:		
REV. 3:		
REV. 4:		
REV. 5:		
REV. 6:		
REV. 7:		

DRAFTED BY: LCB
MAP CHECKED BY: JWW
REVIEWED BY: JWW

PROJECT #:
5001-8461-2601

811
Know what's below.
Call before you dig.

THE LOCATIONS OF EXISTING UNDERGROUND UTILITIES ARE SHOWN IN AN APPROXIMATE WAY ONLY AND HAVE NOT BEEN INDEPENDENTLY VERIFIED BY THE OWNER OR ITS REPRESENTATIVE. THE CONTRACTOR SHALL DETERMINE THE EXACT LOCATION OF ALL EXISTING UTILITIES BEFORE COMMENCING WORK, AND AGREES TO BE FULLY RESPONSIBLE FOR ANY AND ALL DAMAGES WHICH MIGHT BE OCCASIONED BY THE CONTRACTOR'S FAILURE TO PROPERLY LOCATE AND PRESERVE ANY AND ALL UNDERGROUND UTILITIES.

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SHEET NO:
1 OF 1

PEF007932	REVISIONS								
#	DATE	DESCRIPTION							
PRELIMINARY									
NOT RELEASED FOR REGULATORY APPROVAL, PERMITTING, OR CONSTRUCTION									
CLIENT									
 MAJORS MANAGEMENT									
MAJORS MANAGEMENT, LLC 1265 LAKES PKWY. LAURENCEVILLE, GA 30043 TELE: 770.338.2620									
PROJECT: ZONING PLAN FOR 1590 MONROE DR. TAX PARCELS: 00140 000001D & 00140 000001C									
CALL BEFORE YOU DIG									
 SAFETY IS IN YOUR HANDS. EVERY DIG. EVERY TIME.									
NORTH ARROW & SCALE									
 NORTH ARROW									
 SCALE: 1" = 20'									
DESIGN INFO									
TITLE:	ZONING PLAN								
DRAWN BY:	GB								
CHECKED BY:	GB								
INCHES BY:	JW								
: GAB641-2601	5-29-26								
SHEET TITLE									
ZONING PLAN									
SHEET NUMBER									
5.29.26									







CITY OF GAINESVILLE

Planning and Appeals Board Agenda Request

Item Created: June 12, 2026

Date Submitted: June 18, 2026

Final Approval Date: June 23, 2026

Presenter: Matt Tate, Community & Economic Development Dept Deputy Director

Item of Business: Request from **Moez Hasni** to annex a 0.98± acre tract located on the northwest side of the intersection of Jesse Jewell Parkway and Crescent Drive (a/k/a **375 Crescent Drive**) and to establish a zoning of General Business (G-B).

Meeting Date: July 14, 2026

Purpose of Request:

The applicant is proposing to annex the subject property with a zoning of General Business (G-B). The property is currently zoned Highway Business (H-B) and Agriculture Residential-1 (AR-1) within unincorporated Hall County and is adjacent to the city limits to the east. The property is currently undeveloped. The proposal includes two retail buildings consisting of 3,250± sf (three retail suites) and 2,800± sf (one retail suite and one restaurant suite with a drive-thru). A full access driveway is proposed on Crescent Drive. The property is located within the Gateway Corridor Overlay District, and the adjacent uses include Dunkin' Donuts, Chipotle, Xtreme Clean Auto Spa and Hall County Farmers Market.

Facts & Issues / History & Background:

Department Recommendation:

Planning staff recommended approval with seven conditions. See the Staff Recommendation report for details.

Department Director:

Rusty Ligon

If funding is involved, are funds approved within the current budget? No

Amount Requested:

Sources of Funds:

Finance Comments:

Administrative Comments:

Attachments:

1. Staff Recommendation Report
2. Location maps
3. Narrative
4. Site Plan
5. Architectural Renderings

**GAINESVILLE PLANNING and APPEALS BOARD
STAFF RECOMMENDATION**

Applicant and Property Owner Moez Hasni
Location..... 375 Crescent Drive, NE
Request..... Annex, with G-B zoning
Total Acres 0.98± acre
Ward..... Two
Proposed Use..... Retail strip center
Planning Division Staff Recommendation **Approval, with conditions**
Date..... July 14, 2026

▪ **Applicant's Proposal and Background Information**

The applicant is proposing to annex the subject property with a zoning of General Business (G-B). The property is undeveloped with a zoning classification of Highway Business (H-B) and Agriculture Residential-1 (AR-1) within unincorporated Hall County. The property has road frontage on Crescent Drive and Jesse Jewell Parkway and is located within the Gateway Corridor Overlay District. The Norfolk Southern Railroad is located along the western boundary of the property.

The proposal includes two retail buildings totaling 6,050± sf of space. The buildings consist of a 3,250± sf building with three retail suites, and a 2,800± sf building with one retail suite and one restaurant suite with a drive-thru. A total of 27 parking spaces are proposed with a full access driveway on Crescent Drive.

▪ **Adjacent Land Use and Zoning**

Location	Use	Zoning
North	Single-Family Residential	Agricultural Residential-1 (AR-1) -Hall County
South	Hall County Farmers Market	Highway Business (H-B) -Hall County
East	Retail Strip Center (Dunkin Donuts, First Look MRI, Verizon) Future Staybridge Suites	General Business (G-B) -City
	Extended Stay Hotel	General Business (G-B) -City
West	Xtreme Clean Auto Spa, Dumpling Master Restaurant and Chipotle	General Business (G-B) -City

▪ **Other Departmental Comments**

Georgia Department of Transportation will require coordination to determine the impacts to the traffic signal at SR 369 at White Sulphur Road.

There were no other departmental comments for this request.

▪ **Zoning History**

The following zoning actions have taken place in the immediate area during the last ten years:

2024 – A request by Moez Hasni for special use approval on a 4.11± acres tract zoned General Business (G-B) located at 400 Crescent Drive, NE was conditionally approved for a Staybridge Suites extended stay hotel.

2023 – A request by Capstone Acquisitions, LLC for special use approval on a 1.47± acres tract zoned General Business (G-B) located at 622 White Sulphur Road was conditionally approved by the Planning and Appeals Board for a Residence Inn extended stay hotel.

2023 – A request by Dutton Properties to annex a 1.44± acres tract with a zoning of Office and Institutional (O-I) located at 2041 Beverly Road and to amend the zoning conditions for a 1.44± acres tract zoned Office and Institutional (O-I) located at 0 Beverly Road zoned for a medical office was conditionally approved.

2022 – A request by Elizabeth Evans to annex a 2.7± acres tract with a zoning of General Business (G-B) located at 410 Crescent Drive for a climate controlled & non-climate controlled storage facility was conditionally approved.

2022 – A request by Brand Properties to rezone 69.18± acres located at 515 Lakeview Drive, NE; 2065 Limestone Parkway and 1881 Jesse Jewell Parkway from Planned Unit Development (P-U-D) and Residential-II (R-II) to Planned Unit Development (P-U-D) for a mixed-use development was approved with conditions.

2022 – A request by Moez Hasni to annex a 5.503± acres tract with a zoning of General Business (G-B) located at 374 and 400 Crescent Drive for a retail shopping center was conditionally approved.

2022 – A request by Caballero Holdings, LLC to annex a 140.77± acres tract with a zoning of Planned Unit Development (P-U-D) located at 0 Eberhart Cemetery Road; 2465 Floyd Road, SE; 2166, 2170 and 2210 Old Cornelia Highway was conditionally approved for a master planned mixed-use development.

2022 – A request by Caballero Holdings, LLC to amend a 14.43± acres tract zoned Planned Unit Development (P-U-D) located at 0, 2490 and 2544 Floyd Road, SE; 0 Lenox Drive, SE; 0 Old Cornelia Highway, SE was conditionally approved for a master planned mixed-use development.

2021 – A request by Optum Development to annex a 7.77± acres tract with a zoning of Planned Unit Development (P-U-D) located at 1744 Cleveland Highway was conditionally approved for residential townhomes.

2020 – A request by Frank Norton, Jr. to annex a 2.16± acres tract with a zoning of Planned Unit Development (P-U-D) located at 39, 44, 48 and 49 Quarry Street; 4 Highland Street was conditionally approved for residential cottages and townhomes.

2020 – A request by Frank Norton, Jr. to amend a 14.75± acres tract zoned Planned Unit Development (P-U-D) located at 0 Lakeview Drive NE; 52, 54 and 56 Quarry Street NE was conditionally approved for residential cottages and townhomes.

2020 – A request by Capstone Acquisitions, LLC to annex a 6.148± acres tract with a zoning of Light Industrial (L-I) located at 0 Jesse Jewell Parkway was conditionally approved for a climate-controlled self-storage and office/warehouse.

2018 – A request by Limestone Greenway, LLC to annex a 75.12± acres tract with a zoning of Planned Unit Development (P-U-D) located at 0 and 2065 Limestone Parkway was conditionally approved for a mixed-use development.

2017 – A request by Keel Property Management, LLC to annex a 6.32± acres tract with a zoning of General Business (G-B) located at 0 White Sulphur Road Drive was conditionally approved for restaurant, retail and a carwash.

2017 – A request by the City of Gainesville to rezone 53.177± acres located at 1514, 1515, 1545, 1560 and 1581 Community Way from Residential-II (R-II) to Office and Institutional (O-I) zoning was approved for existing uses and for future professional office purposes.

2016 – A request by Timothy Bullard to annex a 20.417± acres tract located at 1582 and 1586 Pine Valley Road was denied for a 240-unit apartment complex with Residential-II (R-II) zoning.

▪ **Staff Analysis**

(1) Is the proposed use suitable in view of the zoning and development of adjacent and nearby property?

The adjacent and nearby properties consist of commercial and residential uses. The adjacent rental home to the north is located within unincorporated Hall County. The properties to the south, east and west are commercial including new retail center, future Staybridge Extended Stay hotel, Hall County Farmers Market, railroad right-of-way, Xtreme Clean Auto Spa, Dumpling Master Restaurant and Chipotle restaurant. South of the property is the Jesse Jewell Parkway commercial corridor that has experienced substantial growth within the past 12 years due to its proximity to Exit 24/I-985 and nearby medical facilities.

(2) Will the proposed use adversely affect the existing use or usability of adjacent or nearby property?

The proposed retail strip center is logical given its location along Jesse Jewell Parkway and other commercial uses. Additional traffic turning movements will be increased on Crescent Drive which will be located directly across from the driveway serving an existing retail center and the future Staybridge hotel. To protect the adjacent residential property to the north, the development proposes a 35-foot wide landscape buffer.

(3) Is the proposed use compatible with the purpose and intent of the Comprehensive Plan?

It is staff's opinion that the proposed use is supported by the Comprehensive Plan. The Future Development Map for the City of Gainesville places the property within the *Commercial* land use category which includes retail, office, or other commercial service activities such as grocery stores, banks, restaurants, theaters, hotels, and automotive-related businesses. Commercial uses may be located as a single use in one building or grouped together in a shopping center.

According to the Character Area map for the City of Gainesville, the subject property is located within the *Economic Development Gateways character area* which appears to support the applicant's proposal. This character area represents the industrial, warehousing and other commercial enterprises that parallel the I-985 and Norfolk-Southern railroad corridor. The primary vision for the area is to continue to support economic development while preserving and strengthening important natural and cultural resources. These areas include a wide range of office, business, light industrial, manufacturing, research, and development uses; and commercial uses that directly support or are otherwise linked to the dominant business use as well as mixed-use,

residential (existing uses only), public / institutional, transportation / communications / utilities, and parks / recreation / conservation uses.

(4) Are there substantial reasons why the property cannot or should not be used as currently zoned?

The property is currently zoned mostly Highway Business (H-B) and a small part is zoned Agriculture Residential-1 (AR-1) within Hall County. A retail center is permitted within the H-B zoned portion of the property but the applicant desires to annex the property to utilize city water and sewer services. The proposed use appears reasonable given the property's proximity to Exit 24 / I-985.

(5) Will the proposed use cause an excessive or burdensome use of public facilities or services, including but not limited to streets, schools, water or sewer utilities, and police or fire protection?

Existing infrastructure such as water, sewer and access are in place to serve the proposed use. Nearby developments currently utilize City water and sewer services have sufficient capacity to serve the development. Gainesville Fire Station #2 off Cleveland Highway is located approximately 2.3± miles away. Also, Hall County Fire Station #7 off East Crescent Drive is located approximately 0.25± mile away. Given the proposal is for non-residential purposes, there should be no impact on the Gainesville City School System.

According to the Institute of Transportation Engineers (ITE) Trip Generation Handbook (9th Edition), the proposed extended stay hotel could generate 266± new trips per weekday and 41± A.M. / 30± P.M. peak hour trips during the weekday.

(6) Is the proposed use supported by new or changing conditions not anticipated by the Comprehensive Plan or reflected in the existing zoning on the property or surrounding properties?

As previously stated, the surrounding area has experienced significant residential, office and commercial growth along Jesse Jewell Parkway due to its proximity to Exit 24/I-985, Limestone Parkway and Northeast Georgia Medical Center. The growth within the surrounding area was anticipated by the Comprehensive Plan and the proposed retail center is supported by the changing conditions.

(7) Does the proposed use reflect a reasonable balance between the promotion of the public health, safety, morality, or general welfare and the right to unrestricted use of property?

Due to the subject property's proximity to existing commercial land uses and Exit 24/I-985, the proposal, with the recommended zoning conditions appears to promote a reasonable balance between the interests of the City, the property owner, and neighboring residents and property owners.

▪ **Staff Recommendation**

The Planning Division staff is recommending **conditional approval** of this annexation request with **General Business (G-B)** zoning, based on the Comprehensive Plan and the adjacent nonresidential land uses.

Conditions

- 1. The proposal shall be generally consistent with the concept plan and architectural renderings provided with this application per the review and approval of the Community and Economic Development Director.**
- 2. Prohibited uses for the subject property shall include adult novelty stores, group homes, crisis centers, adult entertainment centers, pawn shops, dollar-type stores, massage parlors, hookah lounge, tobacco or vaping stores, gas station/convenience stores, tire stores, auto parts stores, auto body shops, automobile sales establishments, marine sales or repair stores, automated or non-automated car washes, truck stops, coin-laundry facilities, tattoo parlors, psychics, fortune tellers, clairvoyants and the like.**
- 3. The frontage landscape areas and right-of-way areas along Crescent Drive and Jesse Jewell Parkway shall be sodded with grass. Minimum 3-inch caliper size hardwood trees shall be required within all frontage landscape areas subject to the approval of the Community & Economic Development Director.**
- 4. All service areas, dumpster enclosures, loading areas, ground or roof top HVAC equipment shall be screened from view from all adjacent uses and roads.**
- 5. The property owner or a property manager shall be responsible for the regular maintenance of the entire property.**
- 6. The subject property shall be limited to one (1) monument sign not to exceed 10 feet in height, 80 square feet of sign face area, 120 square feet of total sign structure area with internal or external lighting. Building signage shall be permitted as regulated within the Gainesville Unified Land Development Code. An electronic message board sign or electronic changeable copy sign shall not be permitted for the subject property.**
- 7. All access point design for the subject property shall be submitted for review by the Gainesville Public Works Director and the Georgia Department of Transportation if determined necessary. The approval of said design shall be required prior to issuance of a building permit. All required access / traffic / sidewalk improvements associated with the proposed development shall be at the full expense of the owner/developer.**



GAINESVILLE

New Haven Church

HUNTINGTON DRIVE

Luma Montessori

BodyPlex

BruFoundry

PUD

McAlister's Deli

WHITE SULPHUR ROAD

Xtreme Clean Auto Spa

G-B

Soy El Rey Mexican Restaurant

Chipotle

TEXTILE WAY

CRESCENT DRIVE

Dunkin Donuts

JESSE JEWELL PARKWAY

Hall County Farmer's Market

G-B

G-B

1985 EXIT 24 SB OFF

1985 EXIT 24 SB ON

CORNELLIA HIGHWAY

Applicant: MOEZ HASNI		Request: Annex +/- 0.98 AC and establish zoning as General Business (G-B) for a retail strip center.	
ANNEXATION REQUEST			
Subject Property Address: 375 Crescent Drive	Tax Parcel: 15033C 000078	 Subject Property Right-of-Way to be annexed	 N S E W
Meeting Date: 07/14/2026 Map Prepared: 05/27/2026			



GAINESVILLE

Xtreme Clean
Auto Spa

Soy El Rey
Mexican Restaurant

Chipotle

CRESCENT DRIVE

Dunkin
Donuts

JESSE JEWELL PARKWAY

EAST CRESCENT
DRIVE

Applicant: **MOEZ HASNI**

ANNEXATION REQUEST

Subject Property Address:
375 Crescent Drive

Tax Parcel:
15033C 000078

Request:

Annex +/- 0.98 AC and establish zoning as General Business (G-B) for a retail strip center.

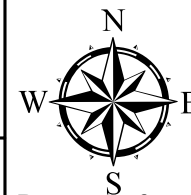


Subject Property & ROW to be Annexed

Aerial from 2025

Meeting Date: 07/14/2026
Map Prepared: 05/27/2026

0 50 100 200 300 Feet
Scale: 1" = 100'



Project Narrative – Proposed Retail Center

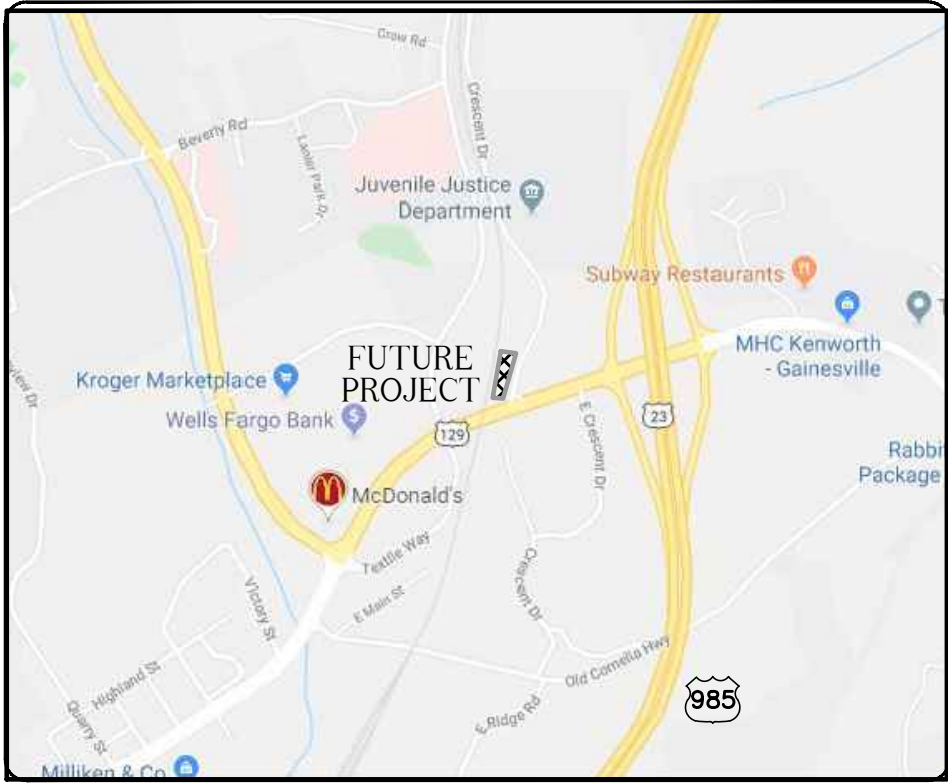
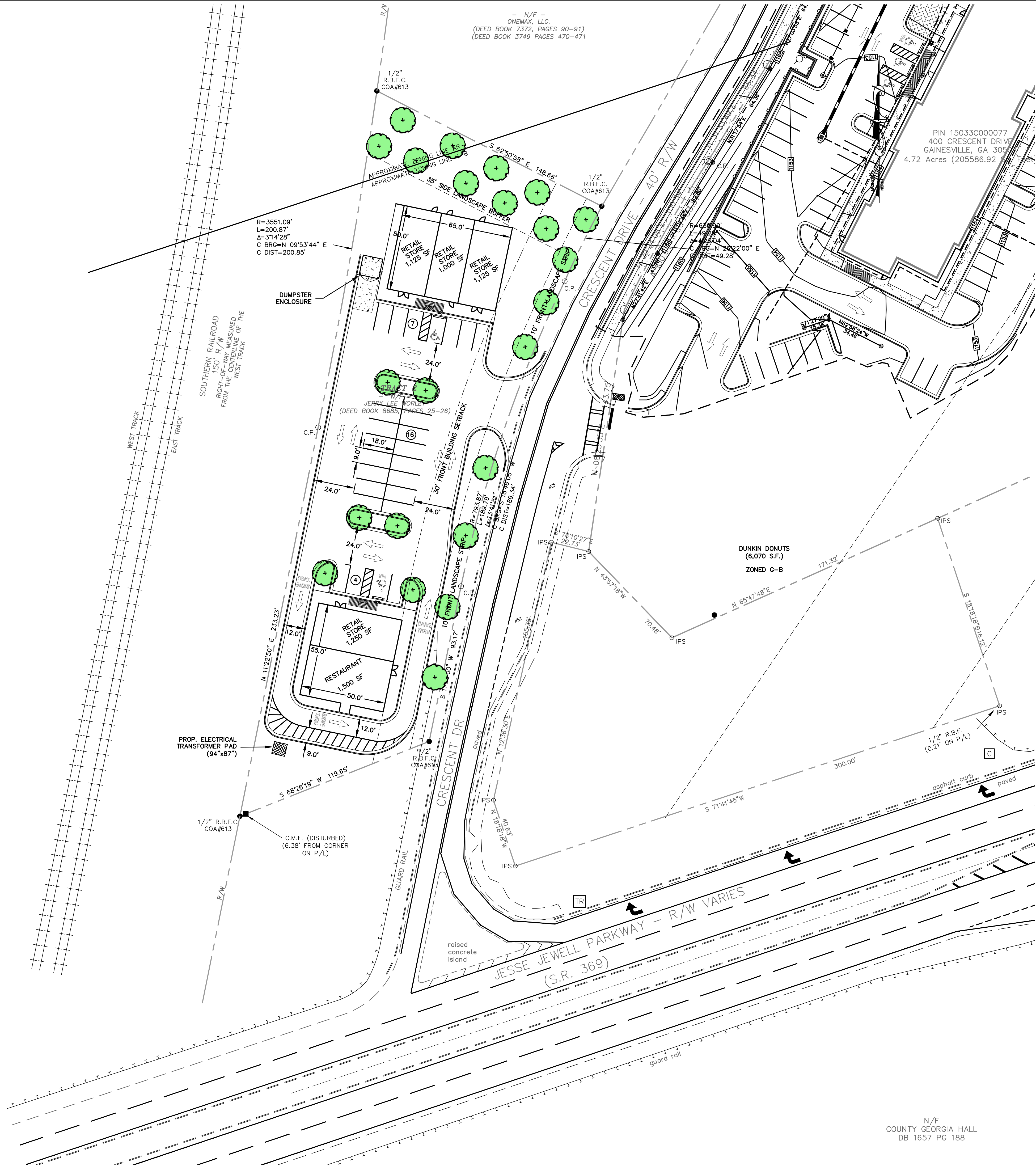
The proposed retail center is strategically located at the intersection of Jesse Jewell Parkway (SR 369) and Limestone Parkway in Gainesville, Georgia. The development is designed to enhance commercial activity within the corridor while providing convenient access, efficient circulation, and high-quality retail services to the surrounding community. The site plan incorporates a modern commercial layout that maximizes the use of the property while maintaining compatibility with adjacent developments and transportation infrastructure.

The project consists of a multi-tenant retail center with dedicated parking areas, internal drive aisles, landscaped buffers, and clearly defined pedestrian and vehicular circulation patterns.

The development emphasizes an attractive and functional site design through the incorporation of landscaped islands, perimeter planting areas, and streetscape enhancements. These elements provide visual appeal, improve environmental quality, and contribute to a pedestrian-friendly atmosphere. The project also includes adequate parking to meet anticipated demand while maintaining efficient traffic flow and accessibility for all users.

From an economic perspective, the proposed retail center will serve as a catalyst for continued commercial growth in the area by creating new business opportunities, generating employment, and expanding the local tax base. The development will provide convenient retail and service options for nearby residents, employees, and visitors while complementing existing commercial uses within the corridor. Its location along a major transportation route positions the project to become a valuable neighborhood-serving commercial destination.

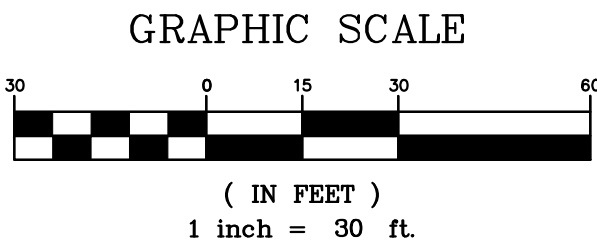
Overall, the proposed retail center represents a thoughtfully planned commercial development that balances economic development objectives with sound site planning principles. Through efficient land use, attractive landscaping, coordinated access management, and quality retail opportunities, the project will contribute positively to the ongoing growth and vitality of the Gainesville community.



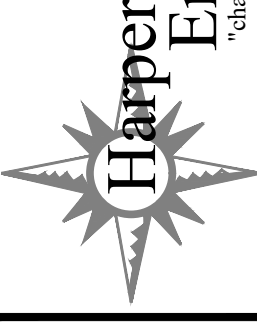
- GENERAL NOTES:
- 1) THE PROPERTY IS LOCATED AT 375 CRESCENT DRIVE IN GAINESVILLE, GA. (PIN 15033C000078)
 - 2) CURRENT ZONING OF PROPERTY IS H-B (HIGHWAY BUSINESS IN HALL COUNTY).
 - 3) THE SITE IS CURRENTLY A VACANT PARCEL OF LAND.
 - 4) THE PROPOSED LAND USE WILL BE A 6,000 SF RETAIL SHOPPING CENTER WITH A RESTAURANT SPACE, 4 RETAIL SPACES, AND THE ASSOCIATED PARKING.
 - 5) BUFFERED STATE WATERS WERE NOT IDENTIFIED WITHIN 200-FT OF THE PROJECT LIMITS. NO WETLAND AREAS WERE IDENTIFIED WITHIN THE PROJECT LIMITS.
 - 6) ACCORDING TO FIRM MAP NUMBER 13139C0183G (DATED APRIL 4, 2018), THIS PROPERTY IS NOT LOCATED IN A FLOOD HAZARD AREA.

SETBACK & BUFFER REQUIREMENTS: (ZONING G-B, GENERAL BUSINESS)		
	REQUIRED	PROVIDED
MINIMUM LOT SIZE:	15,000 SF	42,690 SF
MINIMUM LOT WIDTH:	100 FT	331 FT
MINIMUM ROAD FRONTAGE:	40	331 FT
MAXIMUM BUILDING COVERAGE:	60%	12%
MAXIMUM IMPERVIOUS SURFACE:	80%	65%
MINIMUM LANDSCAPE OPEN SPACE:	20%	35%
BUILDING HEIGHT (MAX.):	75 FT	25 FT
FRONT SETBACK	30 FT	30 FT
SIDE & REAR SETBACK	NONE	SEE BELOW
REAR SETBACK (RAILROAD)	NONE	3 FT
SIDE LANDSCAPE BUFFER	35 FT	35 FT
LANDSCAPE STRIP ALONG R/W	10 FT	10 FT

N/F
COUNTY GEORGIA HALL
DB 1657 PG 188



2295 Towne Lake Pkwy
Suite 116-185
Woodstock, GA 30189
(404) 306-5171 (cell)



Engineering, Inc.
"charting your project's course to completion"

PROPOSED RETAIL CENTER

374 CRESCENT DR, LLC
3154 LAWRENCEVILLE SUWANEE RD, SUITE 103,
SUWANEE, GA 30024
(GMD 411, HALL COUNTY, GEORGIA)

PROJECT NO.
HE-2603

PROJECT DATE
03-20-26

REV. NO.

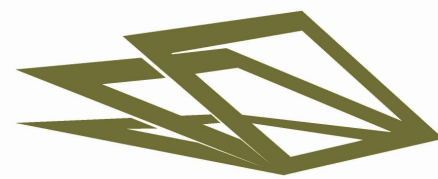
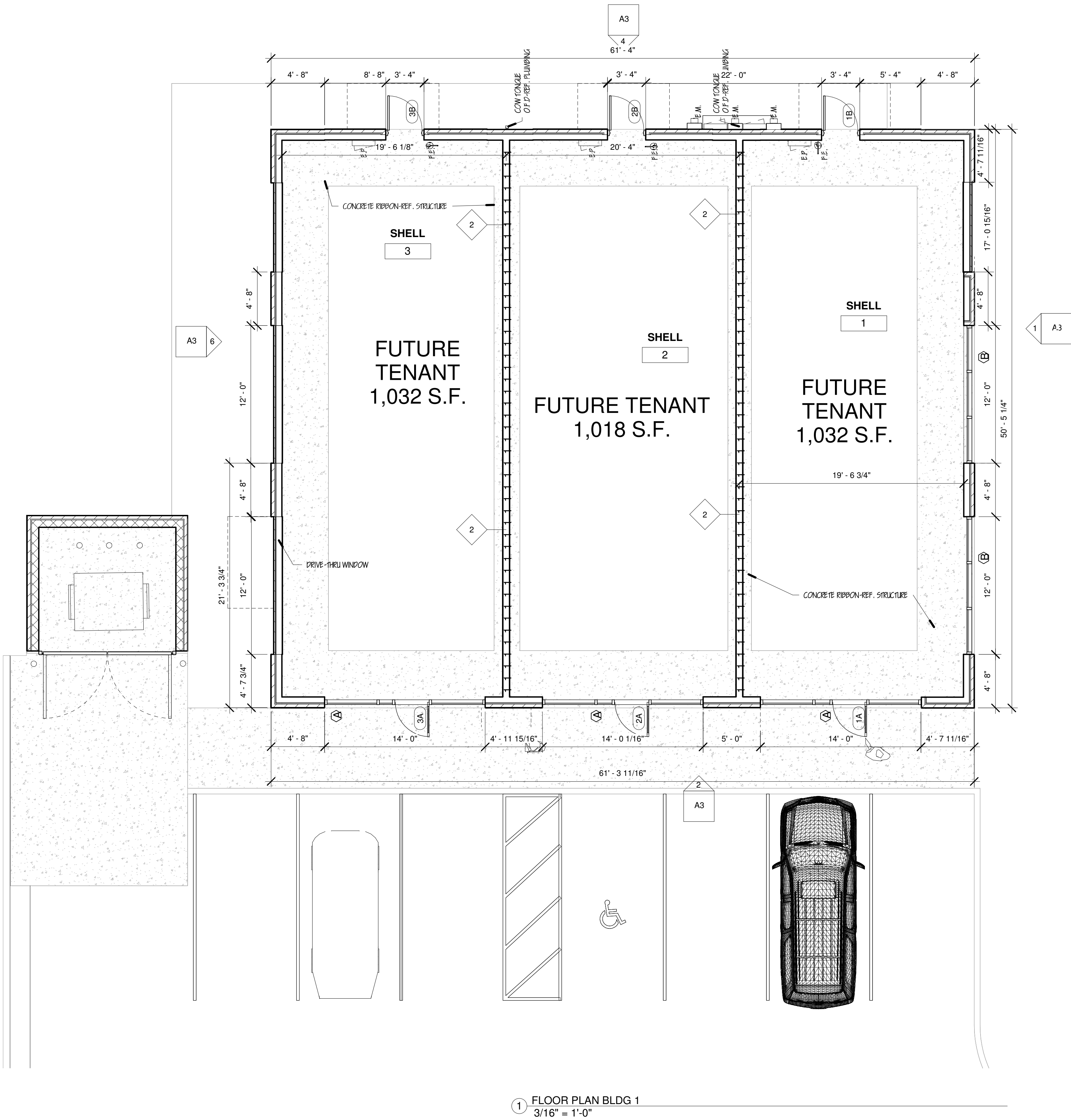
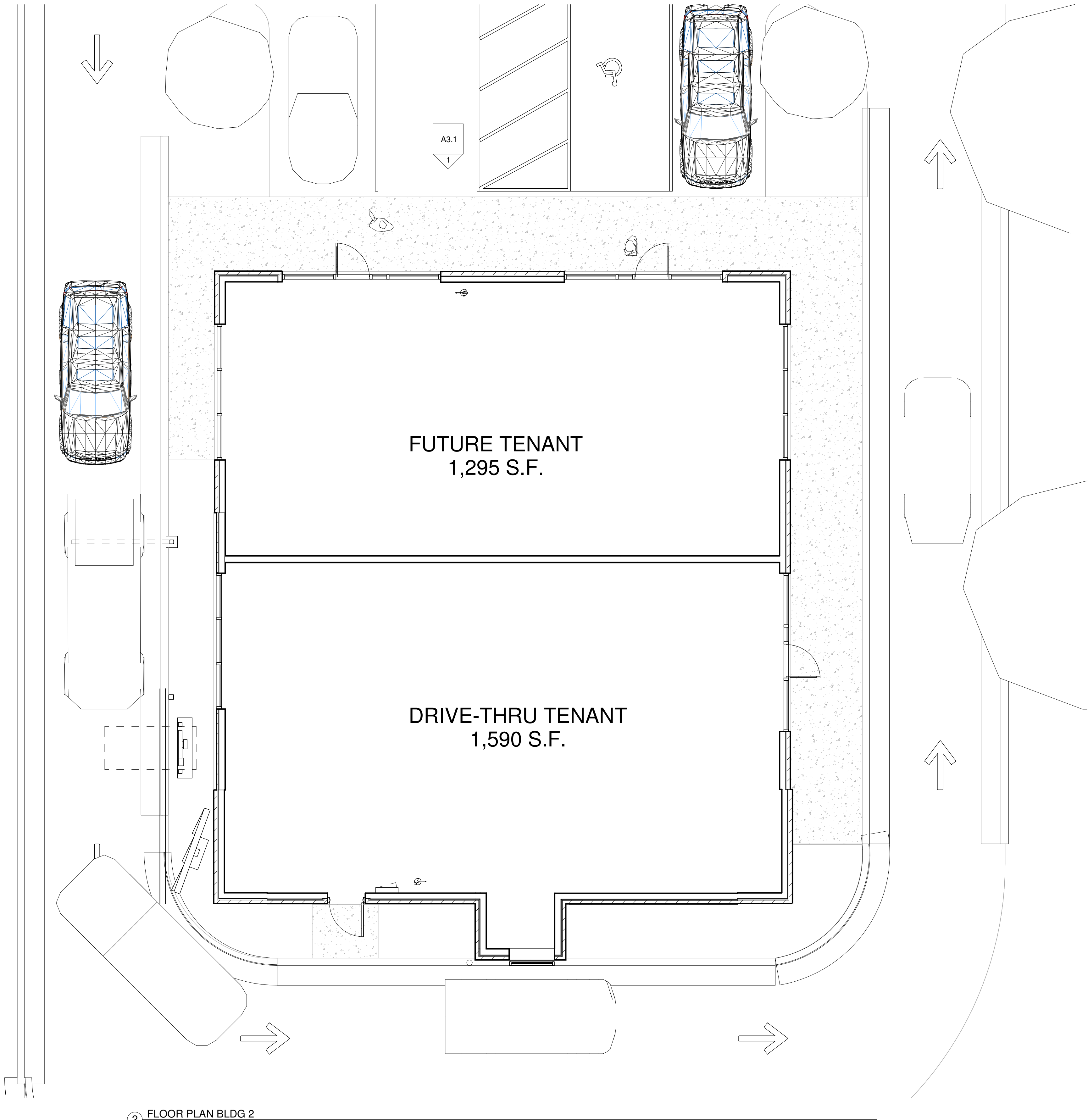
REVISIONS

DATE

ZONING PLAN

DRAWING NO.

Page 54 of 57



TREY LUCAS
ARCHITECTURE
324 Eastland Drive
Decatur, GA 30030
o: 404-378-7431
e: trey@treylucas.com

Owner:
374 Crescent Drive, LLC
o: 404-510-7806
e: hasnimoez@gmail.com

374 Crescent Drive, LLC
Development
375 Crescent Drive,
Gainesville, GA 30501

No.	Description	Date

DESIGN DEVELOPMENT **NOT**
RELEASED FOR CONSTRUCTION

05/20/2026	
FLOOR PLAN	
Project Number	Project Number
Date	05/20/2026
Drawn By	III
Checked By	Checker
A1	
Scale	3/16" = 1'-0" Page 55 of 57

Owner:
374 Crescent Drive, LLC
o: 404-510-7806
e: hasnimoez@gmail.com

374 Crescent Drive, LLC
Development
375 Crescent Drive,
Gainesville, GA 30501

No.	Description	Date

DESIGN DEVELOPMENT NOT
RELEASED FOR CONSTRUCTION

Project Number	Project Number
Date	05/20/2026
Drawn By	III
Checked By	III
Scale	1/4" = 1'-0"

EXTERIOR
ELEVATIONS

A3



Owner:
374 Crescent Drive, LLC
o: 404-510-7806
e: hasnimoez@gmail.com

374 Crescent Drive, LLC
Development
375 Crescent Drive,
Gainesville, GA 30501



2 DRIVE-THRU BLDG 2
1/4" = 1'-0"



1 FRONT BLDG 2
1/4" = 1'-0"

No.	Description	Date

DESIGN DEVELOPMENT **NOT**
RELEASED FOR CONSTRUCTION

05/20/2026

EXTERIOR
ELEVATIONS

Project Number	Project Number
Date	05/20/2026
Drawn By	Author
Checked By	Checker

A3.1

Scale1/4" = 1'-0"Page 57 of 97