

**1. CALL TO ORDER**

**2. MINUTES**

**A. May 10, 2022 PAB Meeting Minutes**

**3. OLD BUSINESS**

**A. Rezoning Request**

- (1) Request from **Brand Properties** to rezone a 69.18± acres tract located on the east and west side of Lakeview Drive, and on the northeast side of the intersection of Jesse Jewell Parkway and Victory Street (a/k/a **515 Lakeview Drive, NE; 2065 Limestone Parkway and 1881 Jesse Jewell Parkway, NE**) from Planned Unit Development (P-U-D) and Residential-II (R-II) to Planned Unit Development (P-U-D).  
Ward Number(s): Two and Three  
Tax Parcel Number(s): 00-082-003-001 (Part); 00-082-004-001  
Request: Mixed-use development

**4. NEW BUSINESS**

**B. Special Use Request**

- (1) Request from **Olga B. Villarreal** for a special use on a 13.34± acres tract located on the south side of Browns Bridge Road, across from its intersection with Skelton Road, having road frontage on Westhaven Drive (a/k/a **2285 and 2287 Browns Bridge Road, SW**), having a zoning of General Business (G-B).  
Ward Number: Five  
Tax Parcel Number: 01-127-003-060  
Request: Special event center

**5. MISCELLANEOUS**

**6. ADJOURNMENT**



# CITY OF GAINESVILLE

## AGENDA REQUEST

---

**Date Submitted:** 6/10/2022  
**Presenter:** N/A  
**Item of Business:** May 10, 2022 PAB Meeting Minutes  
**Meeting Date:** 6/14/2022

---

**Purpose of Request:**

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

**History/Background:**

**Facts & Issues for Consideration:**

The draft minutes were reviewed by the Office & Records Coordinator and the Community 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?**

N/A

**Amount Requested:**

**Source of Funds:**

**Finance Comments:**

---

**Administrative Comments:**

---

**ATTACHMENTS:**

| Description   | Type    |
|---------------|---------|
| Draft Minutes | Minutes |

**GAINESVILLE PLANNING AND APPEALS BOARD**  
**DRAFT MINUTES OF MEETING**  
**MAY 10, 2022**

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

**Members Present:**   Chairman Doug Carter, Vice-Chair Jane Fleming and Board Members Rich White, Eddie Martin, Kelvin Simmons, Carmen Delgado and Ryan Thompson

**Members Absent:**     None

**Staff Present:**        Community & Economic Deputy Director Matt Tate and Recording Secretary Gwen Fleming

**Others Present:**      Council Members Barbara Brooks and George Wangemann

**MINUTES OF APRIL 12, 2022**

**There was a motion to approve the minutes as presented.**

Motion made by Board Member Thompson  
Motion seconded by Board Member Delgado  
**Vote – 7 favor**

**NEW BUSINESS**

***NOTE: Chairman Carter recused himself due to a conflict of interest with the following request.***

**A. Variance Request**

- 1) Request from **Gainesville Dental Group, LLC** to vary the front yard setback requirement on a 0.54± acre tract located on the south side of Spring Street, west of Race Street (a/k/a **412 Spring Street, SE**), having a zoning of General Business (G-B).

Ward Number:             Four  
Tax Parcel Number(s):    01-008-001-002  
Request:                    Medical office building

**Staff Presentation:** Deputy Director Matt Tate gave the following staff presentation:

The applicant is proposing to vary the front yard setback from Spring Street from 40-feet to 15-feet for a two-story, 7,000± square foot medical office building. The subject property is 0.54 acres in size zoned General Business (G-B) which requires a 40-foot front yard setback. The adjacent uses include the Georgia Power office, Bank of America and various professional and medical offices. The property is vacant of structures but contains an existing asphalt driveway and parking lot. The applicant is basing the hardship on the location of the existing parking lot and the remaining area to construct the building.

The Planning Division staff is recommending conditional approval of this variance request based on the location of the existing parking lot and the fact that many buildings along Spring Street have a similar front yard setback.

**Applicant Presentation:** **Payton Anderson**, 133 Prominence Court, stated he is with Davis Engineering & Surveying located in Dawsonville. Mr. Anderson said they would like to line the building up with the two adjacent buildings and without encroaching on the existing parking lot so there is no additional paving and utilize the site as is. He agreed with everything stated by Deputy Director Tate.

**FAVOR:** None

**OPPOSE:** None

**PLANNING AND APPEALS BOARD COMMENTS:** None

**There was a motion to conditionally approve the request to vary the front yard setback requirement from 40-feet to 15-feet for a medical office building with a zoning of General Business (G-B) with the following condition:**

**Condition**

**The proposal shall be generally consistent with the concept plan and architectural rendering provided with this variance application.**

Motion made by Board Member Martin  
Motion seconded by Board Member Thompson  
**Vote – 6 favor, 1 recusal (Carter)**

***NOTE: Chairman Carter returned to the meeting. Board Member Delgado recused herself due to a conflict of interest with the following request.***

**B. Rezoning Request**

- 1) Request from **Ricky and Janice Hames** to rezone a 0.24± acre tract located on the south side of Oak Street, east of the intersection of Ridgewood Terrace, Woods Mill Road, Rainey Street and Oak Street (a/k/a **721 Oak Street, NW**), from General Business (G-B) to Residential-I (R-I).

Ward Number: Four  
Tax Parcel Number(s): 01-026-001-012  
Request: Single-family residence

**Staff Presentation:** Deputy Director Matt Tate gave the following staff presentation:

The applicant is proposing to rezone the property from G-B to R-I for a single-family home. The property previously consisted of an abandoned single-family home that was demolished seven years ago. Adjacent uses include the Oak Street Plaza office and retail center, Towne Creek Apartments, and a vacant lot. The proposed home will be two-stories with a two car garage and anticipated to be over 2,500 square feet in size. The attached picture provided with the application is only intended to represent the general scale and quality of construction. The architectural style of the home has not been finalized at this time. The property is located within the *Mixed-Use General* land use category and the Central Core Character Area which allows for office, neighborhood retail and residential.



The Planning Division staff is recommending conditional approval of this request based on the Comprehensive Plan and the adjacent mixture of uses.

**Applicant Presentation:** **Vanity Hall**, 301 Jesse Jewell Parkway, stated she is with the Buffington Real Estate Group and the property has been listed for 7 months with the only interest in the property was for residential. She said those interested in it thought it was too small for a business and the only opportunity for a contract was for residential.

**FAVOR:** **Camille Viera**, 175 John W. Morrow, Jr. Parkway, stated she is the selling agent representing the buyer which have lived in the area for 20 years. She said the buyer's intent is to build a historical home and with the surrounding area of mixed use of commercial and residential would request approval.

**OPPOSE:** **Lynn Godfrey**, 700 & 706 Oak Street, stated his company is Accusite Surgical Services which is across the street from the site. Mr. Godfrey stated he is not against the request but had questions as to the exact plans such as a single dwelling, square footage, if it would be rented or if the applicant would live in the home. He commented he was concerned with the traffic affects across the street.

**REBUTTAL:** Ms. Viera stated the plan will be similar to the submitted photograph, two story and approximately 2,500 square feet which will be owner occupied.

**PLANNING AND APPEALS BOARD COMMENTS:** Chairman Carter asked Mr. Tate to explain the condition in the staff report.

Deputy Director Tate stated the request will go to the June 7<sup>th</sup> City Council meeting and if approved, the plans will require approval of staff per the condition of zoning.

**There was a motion to recommend conditional approval to rezone the subject property for a single-family residence from General Business (G-B) to Residential-I (R-I) with the following condition:**

**Condition**

**The style of the proposed single-family home shall consist of Craftsman or Modern Farmhouse architecture and shall require review and approval by the Community and Economic Development Department Director.**

Motion made by Board Member Martin  
Motion seconded by Board Member White  
**Vote – 6 favor, 1 recusal (Delgado)**

***NOTE: Board Member Delgado returned to the meeting.***

**C. Special Use Request**

- 1) Request from **Jeff Arkema** for a special use on a 1.77± acres tract located on the north side of Browns Bridge Road, east of McEver Road (a/k/a **2888 Browns Bridge Road, SW, Suite E**), having a zoning of Regional Business (R-B).  
Ward Number: Four  
Tax Parcel Number(s): 08-015-006-025  
Request: Automotive styling center

**Staff Presentation:** Deputy Director Matt Tate gave the following staff presentation:

The applicant is proposing a special use within Regional Business (R-B) zoning to allow an auto styling center that provides services such as vehicle and marine window tinting, vehicle wraps, protective films and coatings, detailing, lighting and window graphics, security system and alarms, remote starters, audio and electronics, auto and marine parts and accessories. The adjacent uses within the shopping center include Grace Family Dentistry, Gorditas and Burritos Mexican restaurant, Little Caesars Pizza and Walmart Neighborhood Market

Specifically, the business location is within Suite E of the existing shopping center which includes 8,640 square feet of space which was the previous site of the Family Dollar store. The anticipated business hours are Monday thru Saturday from 8:00 A.M. to 6:00 P.M. with a total of 6 employees. Interior renovations to the building will be required as well as a drive-up ramp with a rollup door in the rear of the building for vehicles being serviced.

The subject property is located within the *Retail/Commercial* land use category and the *Suburban Residential* Character Area which includes commercial service activities such as grocery stores, banks, restaurants, theatres, hotels, and automotive related businesses.

**Applicant Presentation:** Jeff Arkema, 7580 Yacht Club Drive, stated there would not be any mechanic type work, only accessories, window coverings, car wrappings and noise would not be a major concern.

**FAVOR:** None

**OPPOSE:** None

**PLANNING AND APPEALS BOARD COMMENTS:** None

There was a motion to recommend conditional approval of the special use request for an automotive styling center having a zoning of Regional Business (R-B) with the following conditions:

**Conditions**

1. The applicant/business owner shall provide noise control measures adjacent to the suite occupied by Grace Family Dentistry. This may include soundproofing material or other measures where necessary per the approval of the Community and Economic Development Department Director.
2. Vehicles shall not be stored on the premises except for those being serviced.

Motion made by Board Member Thompson  
Motion seconded by Board Member Martin  
**Vote – 7 favor**

**ADJOURNMENT**

There was a motion to adjourn the meeting at 5:48 p.m.

Motion made by Board Member Delgado  
Motion seconded by Board Member Martin  
**Vote – 7 favor**

Respectfully submitted,

---

Doug Carter, Chairman

---

Gwen Fleming, Recording Secretary

**Date Submitted:** 5/27/2022

**Presenter:** Matt Tate

**Item of Business:** Request from **Brand Properties** to rezone a 69.18± acres tract located on the east and west side of Lakeview Drive, and on the northeast side of the intersection of Jesse Jewell Parkway and Victory Street (a/k/a **515 Lakeview Drive, NE; 2065 Limestone Parkway and 1881 Jesse Jewell Parkway, NE**) from Planned Unit Development (P-U-D) and Residential-II (R-II) to Planned Unit Development (P-U-D).  
Ward Number(s): Two and Three  
Tax Parcel Number(s): 00-082-003-001 (Part); 00-082-004-001  
Request: Mixed-use development

**Meeting Date:** 6/14/2022

---

**Purpose of Request:**

The subject property includes two tracts of land. The first tract is a 57.44± acres property that is part of a larger property originally zoned in 2018 as Planned Unit Development (P-U-D) for a mixed-use development. This property is located on the east side of Lakeview Drive and is approved for 252 multi-family apartments and 189,400 square feet of commercial space. The second tract is a 11.74± acres property located on the west side of Lakeview Drive that is undeveloped and zoned Residential-II (R-II). This property is entitled to a maximum of 140 multi-family units. The applicant would like to reduce the number of residential units for the 11.74± acres (Tract 2) from 140 to 76 by shifting the difference (64 units) to the eastern 57.44± acres (Tract 1) thus increasing the number of apartment units from 252 to 316. The 11.74± acres (Tract 2) will be limited residential townhomes. The intent is to reduce impacts to Lakeshore Drive by moving more of units to the east side of Lakeview Drive to utilize the existing traffic signal on Limestone Parkway.

As part of the request, the applicant proposes to delete zoning condition #3 from Ordinance No. 2018-23 which states, *"Apartments, townhomes and condominiums are an approved use for the multi-family portion of the proposal. The applicant may receive an occupancy permit for no more than 100 apartment, townhome or condominium units prior to receiving an occupancy permit for the construction of at least 35,000 square feet of the proposed commercial space."*

Presently, various stages of infrastructure improvements have been completed including the construction of a private street, bridge/culvert crossing, stormwater ponds and water / sewer utilities. In addition, commercial pads have been graded on both sides of the private street and at the Limestone Pkwy / Jesse Jewell Pkwy corner outparcel for a restaurant.

**History/Background:**

**Facts & Issues for Consideration:**

**Department Recommendation:**

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

**Department Director:**

Rusty Ligon

---

**If funding is involved, are funds approved within the current budget?**

N/A

**Amount Requested:**

**Source of Funds:**

**Finance Comments:**

---

**Administrative Comments:**

---

**ATTACHMENTS:**

| Description                                                                                            | Type            |
|--------------------------------------------------------------------------------------------------------|-----------------|
| <div data-bbox="110 153 131 182"></div> <div data-bbox="175 153 285 182">Staff Report</div>            | Report          |
| <div data-bbox="110 195 131 224"></div> <div data-bbox="175 195 310 224">Location Maps</div>           | Backup Material |
| <div data-bbox="110 237 131 266"></div> <div data-bbox="175 237 397 266">Narrative/Concept Plans</div> | Backup Material |

|                                                     |                                                                                                                             |
|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| <b>Applicant</b> .....                              | Brand Properties                                                                                                            |
| <b>Property Owner</b> .....                         | Lane & Block, LLC                                                                                                           |
| <b>Location</b> .....                               | 515 Lakeview Drive, NE; 2065 Limestone Parkway; 1881 Jesse Jewell Parkway, NE                                               |
| <b>Request</b> .....                                | Rezone from P-U-D and R-II to P-U-D                                                                                         |
| <b>Total Acres</b> .....                            | 69.18 <sup>±</sup> acres<br>P-U-D zoned property: 57.44 <sup>±</sup> acres<br>R-II zoned property: 11.74 <sup>±</sup> acres |
| <b>Ward</b> .....                                   | Two and Three                                                                                                               |
| <b>Proposed Use</b> .....                           | Mixed-use development                                                                                                       |
| <b>Planning Division Staff Recommendation</b> ..... | <b>Approval, with conditions</b>                                                                                            |
| <b>Date</b> .....                                   | June 14, 2022                                                                                                               |

## Page 10 of 52

Below are the proposed townhome standards for the 11.74± acres (Tract 2) which were not part of the original P-U-D zoning.

### **Development Standards - Townhomes**

- 76 Total townhomes.
- Surface level parking spaces and garage parking are provided for each townhome unit.
- 9-foot ceilings with crown molding & chair rail accents & custom designed cabinetry.
- Appliances include Refrigerator, Dishwasher, Microwave Oven & Disposal.
- Controlled access community.
- Sidewalk access on one side of the road.
- Professionally designed & maintained landscaping.
- Primary exterior building materials shall include, fiber cement lap siding and fiber cement board and batten siding. Accent material application shall include fiber cement, shake siding, brick and cultured stone accents shall be utilized on front and visual elevations of the buildings.
- Metal roofs and shingle roofs will be utilized.
- HVAC condenser units may be visual from the street with no screening.
- Building Setbacks and Buffers shall be as follows (at a minimum):
  - Front Setback: 30 feet
  - Side setback: 10 feet
  - Rear setback: 10 feet
  - Landscape Buffer: 20 feet at rear and sides
- Amenities as shown on the concept plan include a pool, bath house and common green areas.

#### ▪ **Adjacent Land Use and Zoning**

| Location | Use                                                                                                          | Zoning                                                          |
|----------|--------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|
| North    | Single-family homes;<br>Undeveloped Commercial Land                                                          | Residential-I (R-I)<br>General Business (G-B)                   |
| South    | Liberty Lakeview; New Holland Village<br>single-family and duplex homes                                      | Planned Unit Development (PUD)<br>Residential-II (R-II) -County |
| East     | New Holland Marketplace Mixed-Use<br>Development (Kroger, McDonalds,<br>AutoZone, Ace Hardware, Chick-Fil-A) | Planned Unit Development (PUD)                                  |
| West     | Gainesville Middle School;<br>Frances Meadows Aquatic Center                                                 | Office and Institutional (O-I)                                  |

The property is located within the Limestone Corridor Overlay Zone. Significant uses within the surrounding area include the New Holland Market Shopping Center, Brenau University Sports Complex, Lakeview Academy, Northeast Georgia Medical Center and Atlanta Botanical Garden.

#### ▪ **Other Departmental Comments**

Coordination will be required with the City of Gainesville Public Works Department and the Georgia Department of Transportation (GDOT) regarding all access point design.

▪ **Zoning History**

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

**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.

**2012** – A request by Pacolet Milliken Enterprises, Inc. to annex a 68.223± acres tract located at 601 White Sulphur Road was approved with conditional Planned Unit Development (P-U-D) zoning for a mixed-use development.

**Staff Analysis**

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

The surrounding properties are zoned for residential, office, institutional, commercial and light industrial purposes with zonings of R-I, R-II, P-U-D, O-I, G-B and L-I. The adjacent and nearby residential properties include a mixture of single-family and duplex homes within the historic New Holland Mill community and the Liberty Lakeview neighborhood under development. Given that



the use will remain the same and the overall density will not change, the proposal appears suitable with the development of adjacent and nearby property.

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

The proposed rezoning request will reduce impacts to Lakeview Drive by moving more of the residential units (64 units) to the east side of Lakeview Drive in order to utilize the existing traffic signal on Limestone Parkway. Overall, the maximum number of residential units will remain the same.

The proposed apartments will increase vehicular trips to Limestone Parkway. Recent turn lane improvements at the intersection of Limestone Parkway and Jesse Jewell Parkway as well as the addition of a traffic signal at the development entrance on Limestone Parkway will assist access and turning movements for (Tract 1). The proposed townhome development (Tract 2) will add vehicular trips to Lakeview Drive but will be constructed with sidewalks, acceleration and deceleration lanes.

Given the rolling topography, streams that are present on both properties and the location of nearby Limestone Creek, environmental impacts are required to be properly mitigated through improved storm water measures. Open space, buffers, water quality and erosion measures will be required by code to help protect Limestone Creek of which many have already been installed.

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

The Gainesville Future Development Map places the subject property within the *Low-Medium Density Residential* land use category which includes areas containing or planned for single-family detached or semi-detached housing at densities up to 4.0 dwelling units per acre. The proposal seeks an overall gross residential density of 4.8± dwelling units per acre which includes the original mixed-use development property and the existing 11.74± property zoned R-II. Given that the proposed residential density is not increasing from what is currently approved for the property, it appears the proposal is consistent with the Comprehensive Plan.

The subject property is located within the *Historic Mill Villages* Character Area and the *Limestone Medical Corridor* Character Area.

The vision for the *Historic Mill Villages* Character Area is to include historic preservation and incremental restoration as a priority for the mill village area. New development should be designed to incorporate green technologies and practices as well as architecture consistent with the forms and materials of the mill and housing. Greenfield sites should be carefully planned and controlled to protect Limestone Creek. New mixed-income development is acceptable as new construction on adequately sized lots or a reuse of the property. Opportunities may exist for future adaptive reuse for mixed-use development and neighborhood serving commercial. Land uses allowed within this character area include medium density residential, mixed-use, commercial, public / institutional, and parks / recreation / conservation.

The *Limestone Medical Corridor* Character Area is envisioned as an employment corridor and not anticipated to expand Gainesville's traditional neighborhood fabric, but there is space for housing development. Limestone Creek is a sensitive environment and should be buffered and protected from new development. There should be a focus on preservation of existing character through an adaptive reuse where feasible. Land uses supported in the character area are public / institutional, low density residential, medium density residential, multi-family residential, mixed-use, commercial, and parks / recreation / conservation.

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

If approved, the proposal will rezone the property from P-U-D and R-II to P-U-D which will keep both Tract 1 and Tract 2 under a site-specific zoning with common development standards. In addition, shifting some of the residential units from Tract 2 to Tract 1 will better utilize the existing traffic signal on Limestone Parkway.

**(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?**

Surrounding developments currently utilize City water and sewer services and there is sufficient capacity to serve the development.

Existing public safety services respond to the adjacent and nearby properties. Gainesville Fire Station #1 located off of Queen City Parkway is approximately 2.6 miles away. As well, Hall County Fire Station #7 located off of East Crescent Drive is approximately 1.4 miles away.

According to the Institute of Transportation Engineers (ITE) Trip Generation Handbook (9th Edition), the 316 residential apartments could generate 1,327± new trips per weekday and 111± A.M. and 139± P.M. peak hour trips during the weekday. The proposed 76 residential Townhomes could generate 441± new trips per weekday and 33± A.M. and 40± P.M. peak hour trips during the weekday.

The subject property will not increase the number of residential units or square footage of commercial uses over what is currently entitled for the property. The proposal will add more children to the Gainesville City School System as the housing is not age restricted. It's unknown at this time what the increase of school age children will be to the Gainesville City school district.

**(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?**

The surrounding and nearby properties have been impacted by residential and non-residential growth along the Jesse Jewell Parkway and Limestone Parkway. Much of this is due to the proximity of Exit 24/I-985 and Northeast Georgia Medical Center. Nearby office, commercial and service uses will continue to develop along nearby Jesse Jewell Parkway and Limestone Parkway which will provide shopping and service needs for the residential apartments and townhomes.

**(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?**

Given the subject property's proximity to/within the city limits and the adjacent mixture of uses, the proposal, with the zoning conditions recommended by staff, appears to reflect a reasonable balance between the promotion of the public health, safety, morality, or general welfare, and the right to unrestricted use of property.

▪ **Staff Recommendation**

The Planning Division staff is recommending **conditional approval** of this rezoning request with a zoning of **Planned Unit Development (P-U-D)** based on the Comprehensive Plan and the adjacent and nearby mixture of uses.

The following are the original adopted zoning conditions from Zoning Ordinance 2018-23 except for zoning conditions 3 and 15 have been amended to reflect the revised zoning request.

## **Conditions**

### **Development Standards**

1. The development standards within the applicant's narrative, concept plan and architectural renderings shall be made part of the zoning ordinance, and shall be subject to the Community Development Director approval. Any zoning conditions adopted as part of this zoning ordinance that conflict with the applicant's narrative, concept plan and architectural renderings shall take precedence over the applicant's development standards.
2. Prohibited uses for the subject property shall include extended stay hotels, motels/hotels with rooms accessed from the exterior of the building, adult novelty stores, group homes, crisis centers, adult entertainment centers, pawn shops, dollar-type stores, massage parlors, tobacco or vaping 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. A gas station shall be prohibited except for the proposed outparcel lot at the corner of Jesse Jewell Parkway and Limestone Parkway.
3. The multi-family residential portion of the 57.44± acres (Tract 1) shall be limited to a maximum of 316 apartment, townhome or condominium units. The 11.74± acres (Tract 2) shall be limited to maximum of 76 townhomes, condominiums or single-family homes. Residential development within (Tract 1) and (Tract 2) shall require design review and approval by the Community and Economic Development Department Director.
4. In addition to the proposed buffers stated as part of this proposal, a minimum 25-foot wide buffer shall be required along Lakeview Drive for the entire development. The buffer shall contain a mixture of evergreen and deciduous trees. The Community Development Director shall have the final determination on the number, location and type of trees to be planted.
5. The proposed erosion control and water quality measures for the development shall at minimum meet the Georgia Storm Water Management Manual requirements. The developer shall also construct additional bioretention facilities within the development strategically designed and located to minimize sedimentation and to filter runoff from yards, pavement, and buildings, with the goal of minimizing the amount of unfiltered runoff, fertilizer, and other contaminants entering Lake Lanier from the development. The City of Gainesville shall approve the final design of all water quality measures.
6. All service areas, loading areas, ground or roof top HVAC equipment shall be screened from view from all adjacent residential uses, public and private roads.
7. All of the front yards of the proposed new single-family residential dwellings shall be sodded with grass. In addition, the rear of the proposed single-family homes fronting Lakeview Drive and Highland Street shall be designed with exterior architectural features to resemble a front facade.

## **Transportation / Traffic**

8. All required access/traffic/sidewalk improvements associated with the proposed development shall be reviewed and approved by the Georgia Department of Transportation and the Gainesville Public Works Director and any additional improvements shall be at the full expense of the Developer.
9. The Developer shall meet all requirements of the Georgia Department of Transportation, but at a minimum shall construct the following roadway improvements identified in the Traffic Impact Study dated March 29, 2018:
  - a) Limestone Parkway at Beverly Road – Construction of a separate eastbound exclusive right turn lane on Beverly Road. A protected/permissive left turn phasing for the northbound left turn volume on Limestone Parkway will need to be evaluated and submitted for review and approval by the Georgia Department of Transportation.
  - b) Limestone Parkway at Kroger Access – An addition of the fourth approach for the Limestone Greenway site will need to be approved and permitted by the Georgia Department of Transportation. The existing northbound U-turn lane on Limestone Parkway will be restriped as a left turn lane. The signal at the intersection will need to be upgraded for the addition of the fourth approach. The existing southbound right turn lane and northbound left turn lane should be lengthened to satisfy Georgia Department of Transportation auxiliary lane length standards. A protected/permissive left turn phasing for the northbound left turn lane will need to be evaluated and submitted for review and approval by the Georgia Department of Transportation.
  - c) Limestone Parkway at Jesse Jewell Parkway – An addition of a southbound right turn lane on Limestone Parkway in order to accommodate a shared through/right plus a new exclusive right turn lane. Overlap phasing of the intersection will need to be evaluated and submitted for review and approval by the Georgia Department of Transportation.
10. In addition to the identified roadway improvements, the newly constructed Limestone Greenway roadway should include either a center turn lane or a raised median with left turn lanes into the retail access.
11. The roundabout shown on the proposed concept plan shall be required per the approval of the Gainesville Public Works Director.
12. Improvements at the signalized intersections should include video detection and fiber connection to the City's ITS facility.
13. All new streets, alleys, driveways and sidewalks shall meet the standards within Article 9-13-10 of the City's Unified Land Development Code, but shall be privately maintained. Pervious paving, not including gravel, may be allowed for the single-family homes per the approval of the Gainesville Public Works Director.
14. All new streets shall include a minimum 5' sidewalk along both sides of the street, in accordance with Section 9-13-9-26 of the City's Unified Land Development Code. In addition, a minimum 5' wide sidewalk shall be constructed along

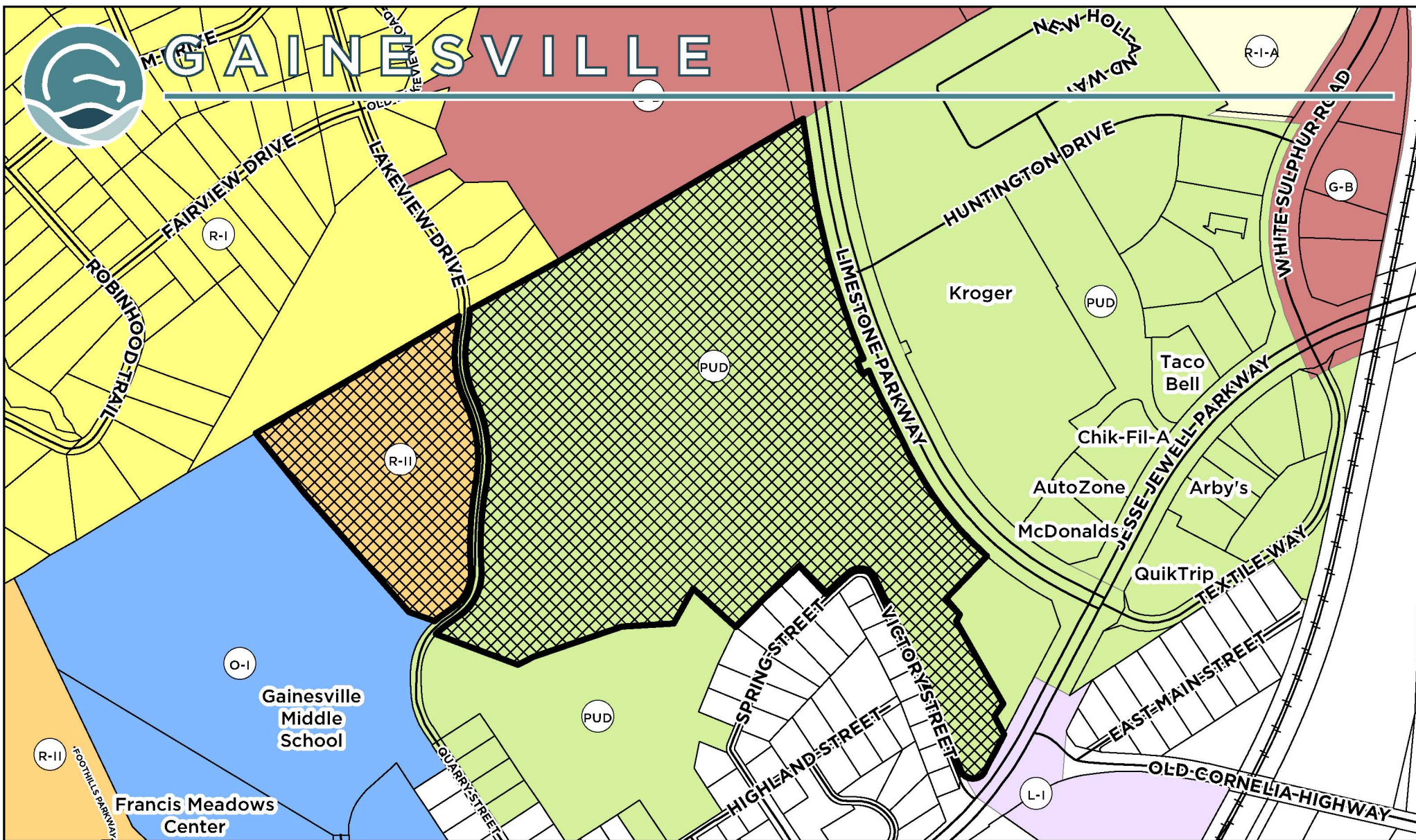
Lakeview Drive for the entire length of the subject property. A crosswalk shall be provided from the subject property across Lakeview Drive to the existing side/rear entrance to the Gainesville Middle School and Frances Meadows Aquatic Center. The Gainesville Public Works Director shall have the final determination on the exact design and location of the new sidewalk and crosswalk.

15. There shall be no access allowed from the subject property onto Lakeview Drive except for the 11.74± acres tract known as Tract 2.





# GAINESVILLE



Applicant:

**BRAND PROPERTIES**

## REZONING REQUEST

Subject Property Address:  
515 Lakeview Drive, NE;  
2065 Limestone Parkway and  
1881 Jesse Jewell Parkway, NE

Tax Parcel:  
00-082-003-001 (Part);  
00-082-004-001

Meeting Date: 06/14/2022

Map Prepared: 05/24/2022

Request:

Rezone a 69.18+/- acres tract from Planned Unit Development (P-U-D) and Residential-II (R-II) to Planned Unit Development (P-U-D) for a mixed-use development

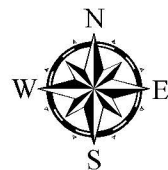


Subject Property

0 290 580 Feet

Page 18 of 92

SCALE: 1" = 500'







# GAINESVILLE



Applicant:

**BRAND PROPERTIES**

## REZONING REQUEST

Subject Property Address:  
515 Lakeview Drive, NE;  
2065 Limestone Parkway and  
1881 Jesse Jewell Parkway, NE

Tax Parcel:  
00-082-003-001 (Part);  
00-082-004-001

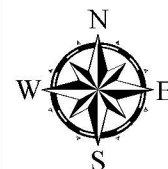
Request:

Rezone a 69.18+/- acres tract from Planned Unit Development (P-U-D) and Residential-II (R-II) to Planned Unit Development (P-U-D) for a mixed-use development



Subject Property

Aerial from 2021



Meeting Date: 06/14/2022

Map Prepared: 05/24/2022

0 290 580 Feet  
Page 19 of 92

SCALE: 1" = 500'





# GAINESVILLE



Applicant: **BRAND PROPERTIES**

**REZONING REQUEST**

Subject Property Address:  
515 Lakeview Drive, NE;  
2065 Limestone Parkway and  
1881 Jesse Jewell Parkway, NE

Tax Parcel:  
00-082-003-001 (Part);  
00-082-004-001

Request:  
Rezone a 69.18+/- acres tract from Planned Unit Development (P-U-D) and Residential-II (R-II) to Planned Unit Development (P-U-D) for a mixed-use development



Subject Property

Aerial from 2021



Meeting Date: 06/14/2022

Map Prepared: 05/24/2022

0 290 580 Page 20 of 52

SCALE: 1" = 500'



## APPLICATION FOR AMMENDMENT TO ORDINANCE NO. 2018-23

This Petition applies only to that property identified on Exhibit "H" and that substantially identified on Exhibit "G" attached hereto and incorporated herein, which is a portion of that 75.12 acre (+/-) mixed land-use development (the "Development") that is the subject of City of Gainesville Ordinance no. 2018-23 (the "Ordinance"), by which it was annexed into the City of Gainesville and zoned as a Planned Unit Development (PUD) with a focus on commercial development, professional office facilities, multi-family and single family residential.

The plans, images, drawings and surveys shown herein are conceptual in nature and may change as market conditions warrant.

By way of this petition to amend the Ordinance, the applicant proposes to:

(i) subject additional property thereto, the same being described on Exhibit "H" attached hereto and incorporated by reference herein (the "Additional Property"), with Design Standards substantially as referenced herein;

(ii) decrease the maximum residential units on the Additional Property from its current entitlement of 140 residential units to 76 residential units;

(iii) increase the maximum number of multi-family apartment units from 252 to 316 within that portion of the development described on Exhibit "G".

(iv) delete from "Conditions — Development Standards" the following sentence: *"The applicant may receive an occupancy permit for more than 100 apartment, townhome, or condominium units prior to receiving an occupancy permit for the construction of at least 35,000 square feet of the proposed commercial space."*; and

(v) revise the General Architectural Guidelines of the Ordinance development standards relating to multi-family allowed so as to permit the multi-family building design & height to include four/five story split configuration.

*THIS APPLICATION IS RESTRICTED TO THE MULTI-FAMILY PORTION OF THE DEVELOPMENT. NOTHING IN THIS APPLICATION FOR ZONING AMENDMENT IS TO BE CONSTRUED AS A REQUEST TO CHANGE ANY OF THE CONDITIONS IN ORDINANCE NO. 2018-23, OR ANY OTHER ORDINANCE, APPLICABLE TO THE COMMERCIAL OR SINGLE-FAMILY PORTION OF THE DEVELOPMENT.*



# EXHIBIT G





# **EXHIBIT H**

## **LAKEVIEW DRIVE UNIT REDUCTION**



## TOWNHOME DESIGN GUIDELINES

### Development Standards - Townhomes

- 76 Total Homes
- Parking Spaces and Garage are provided for each townhome unit
- 9-foot ceilings with crown molding & chair rail accents & custom designed cabinetry
- Appliances include Refrigerator, Dishwasher, Microwave Oven & Disposal
- Controlled access community
- Sidewalk access on one side of the road
- Professionally designed & maintained landscaping
- Primary exterior building materials shall include, fiber cement lap siding and fiber cement board and batten siding. Accent material application shall include Fiber cement shake siding, brick and cultured stone accents shall be utilized on front and visual elevations of the buildings.
- Metal roofs and shingle roofs will be utilized.
- HVAC condenser units may be visual from the street with no screening.
- Building Setbacks and Buffers shall be as follows (at a minimum):

Front Setback: 30 feet

Side setback: 10 feet

Rear setback: 10 feet

Landscape Buffer: 20 feet at rear and sides

## **Lakeview Drive Townhomes Benefit Statement**

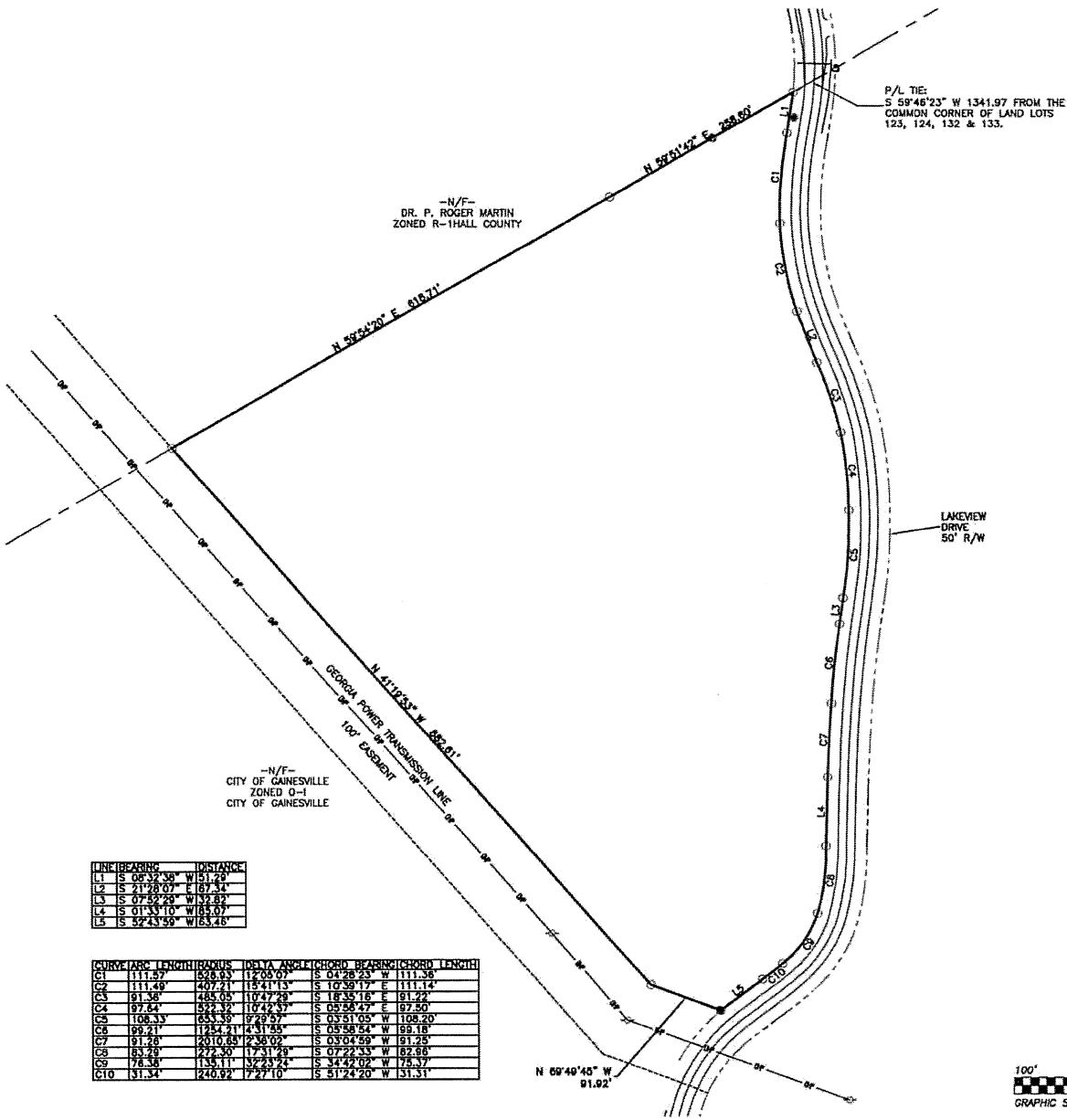
The biggest benefit for the community is that this project will provide a safe and energy efficient home for families and pets with the peace of mind of security and limited access.

### **Community Benefits**

- Reduction of total number of units to prevent impact to traffic onto Lakeview Drive.
- Foot traffic connection to Gainesville Middle School for faculty and students.
- Only 76 townhomes proposed versus 140 allowable units which allows for more green space and activity space for the residents.
- Connection to the Limestone Parkway parcel will remain only thru foot traffic.
- Natural features such as creeks and vegetation protected
- Tree line buffer from neighboring properties
- Visually appealing high-quality townhomes
- The slope of the property allows for the townhomes to be set below the Lakeview drive.
- Addresses the overall need for housing in City of Gainesville based on the 20 year plan.
- Providing a high-quality home with a smaller footprint for residents to downsize and still be close to town for conveniences such a shopping, medical and access to 985.
- If not a residential development this could be a more intense commercial development site.

### **Future Residents Benefits**

- Quality Construction and Development
- Green Space
- Neighborhood amenity area
- Easy access to local parks and lake
- Six minutes from town Square and amphitheater
- Professionally maintained grounds
- Outdoor led lighting for safety
- Energy efficient designs
- Easy access to shopping, schools and businesses
- Less than three minutes to a major hospital
- Single entry point
- High-end finishes both inside and out
- Professionally landscaped with sidewalks



REGISTERED PROFESSIONAL  
LAND SURVEYORS

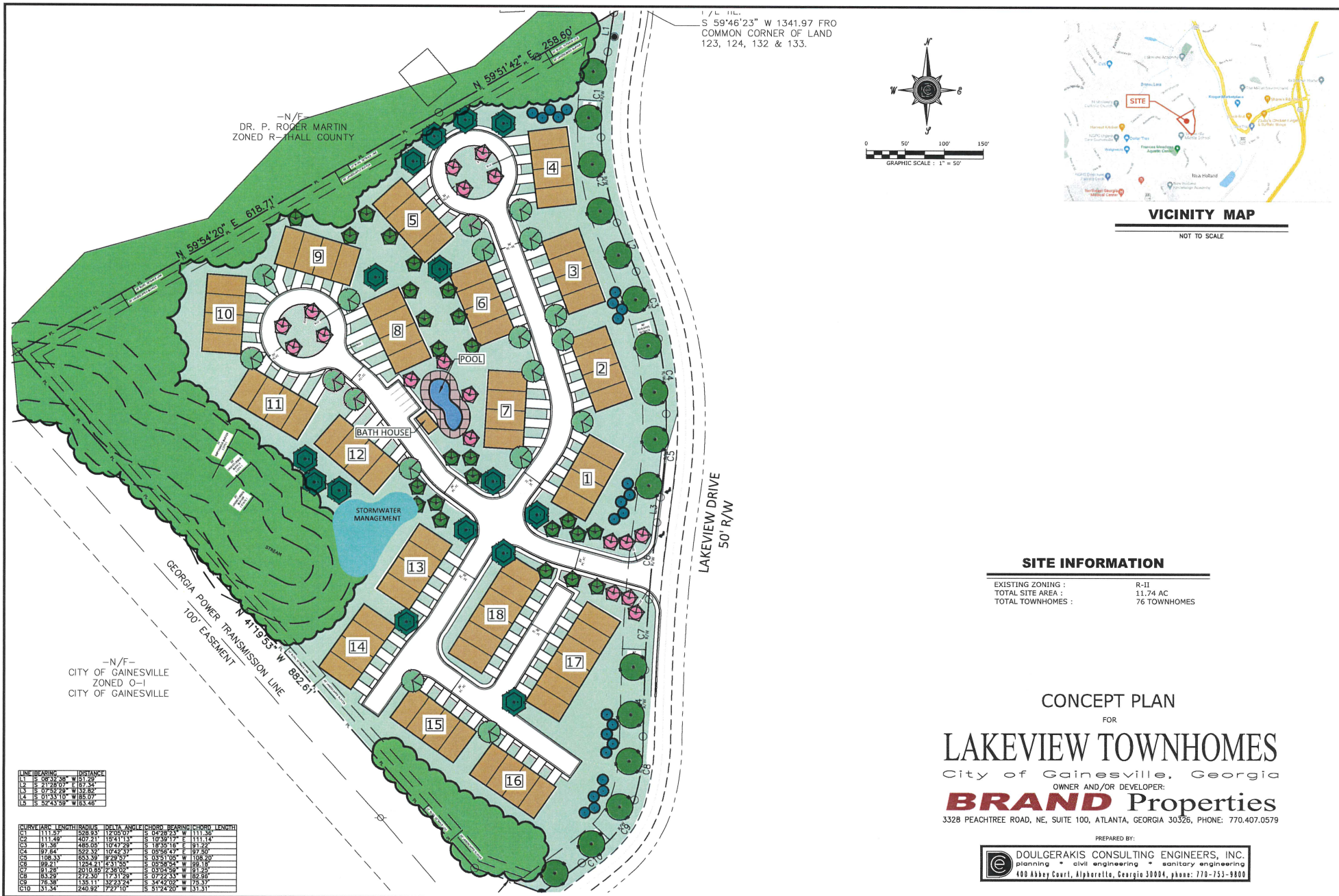
P.O. BOX 256  
GAINESVILLE, GA 30503  
PHONE: (770) 532-6492  
FAX: (770) 532-1995  
www.pattonsurveying.com

DRAFTED BY: CUP  
CHECKED BY: C.M.P.

GEORGIA  
REGISTERED  
PROFESSIONAL  
No. 2647  
LAND SURVEYOR  
CHRIS M. PATTON  
HALL COUNTY SURVEYOR

ZONING EXHIBIT FOR:  
**LIMESTONE VILLAGE LLC**  
- LOCATED IN -  
LAND LOT 133  
9TH LAND DISTRICT  
CITY OF GAINESVILLE  
HALL COUNTY, GEORGIA

SHEET NUMBER:  
1 of 1  
SCALE: 1" = 100'  
PLAT DATE: 04/12/2018  
17-036.01.dwg  
JN. 17-036





# Town House Elevations

**BRAND** Properties



TOWNHOUSE ELEVATION - MEADOW CHURCH ROAD

4



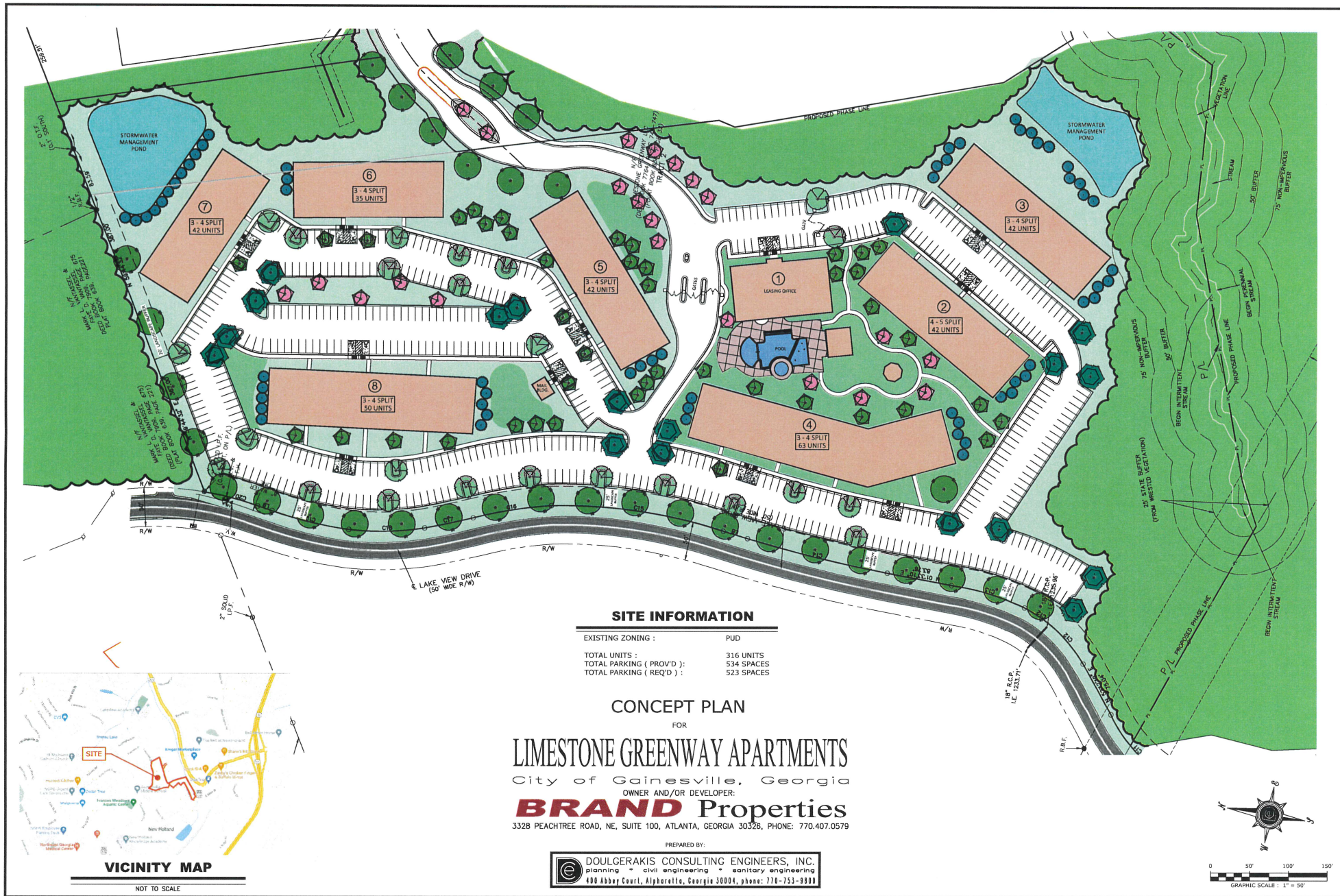


# **EXHIBIT I**

## **CONCEPT PLAN**

### **Multi family only**







# Multifamily Elevations 5/4 Split example

**BRAND** Properties



1



**Date Submitted:** 5/27/2022

**Presenter:** Matt Tate

**Item of Business:** Request from **Olga B. Villarreal** for a special use on a 13.34± acres tract located on the south side of Browns Bridge Road, across from its intersection with Skelton Road, having road frontage on Westhaven Drive (a/k/a **2285 and 2287 Browns Bridge Road, SW**), having a zoning of General Business (G-B).  
 Ward Number: Five  
 Tax Parcel Number: 01-127-003-060  
 Request: Special event center

**Meeting Date:** 6/14/2022

**Purpose of Request:**

The applicant is proposing a special use within General Business (G-B) zoning for a special event center known as Salon El Imperial. Salon El Imperial previously operated within the Blue Ridge shopping center at 622 Shallowford Road but was recently closed due the property being planned for redevelopment.

The proposed event center will be located within two shopping center suites total approximately 15,000 square feet in size and are located within the Browns Bridge Crossing shopping center. According to the applicant, 52 special events are anticipated each year including weddings, quinceañera, graduation parties, birthday parties and such. Typical event hours are Monday thru Thursday 9 AM to 5 PM and Friday thru Sunday 3 PM to 3AM. Parking is provided within the shopping center and security will be provided for each larger event. The adjacent commercial uses within the shopping center include the Dollar General, vacant space, beauty salon and a plasma center. Residential apartments and single-family homes are located to the rear of the property off of Dixie Drive and Westhaven Drive.

**History/Background:**

**Facts & Issues for Consideration:**

**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?**

N/A

**Amount Requested:**

**Source of Funds:**

**Finance Comments:**

**Administrative Comments:**

**ATTACHMENTS:**

| Description                                 | Type            |
|---------------------------------------------|-----------------|
| <input type="checkbox"/> Staff Report       | Report          |
| <input type="checkbox"/> Location Maps      | Backup Material |
| <input type="checkbox"/> Narrative/Pictures | Backup Material |

**GAINESVILLE PLANNING and APPEALS BOARD  
STAFF RECOMMENDATION**

**Applicant** ..... Olga B. Villarreal  
**Property Owner** ..... O-Mart, LLC  
**Location** ..... 2285 and 2287 Browns Bridge Road, SW  
**Request** ..... Special use within G-B zoning  
**Total Acres** ..... 13.34± acres  
**Ward** ..... Five  
**Proposed Use** ..... Special event center  
**Planning Division Staff Recommendation** ..... **Approval, with conditions**  
**Date** ..... June 14, 2022

---

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

The applicant is proposing a special use within General Business (G-B) zoning for a special event center known as Salon El Imperial. Salon El Imperial previously operated within the Gainesville Market Place/ Blue Ridge shopping center at 622 Shallowford Road and occupied 27,000 square feet of space. The event center was recently closed due the property being planned for redevelopment.

The proposed event center space is a total of 15,000± square feet in size consisting of two suites within the Browns Bridge Crossing shopping center. According to tax records the shopping center was originally constructed in 1983 and the space was last occupied by the Habitat for Humanity Thrift Store in 2017. The applicant anticipates there will be a maximum of 52 special events each year including weddings, quinceañera, graduation parties, birthday parties and such. Typical event hours are anticipated to be Monday through Thursday, 9 A.M. to 5 P.M. and Friday thru Sunday, 3 P.M. to 3 A.M. Parking will be provided within the shopping center and security will be provided for larger events.

▪ **Adjacent Land Use and Zoning**

| Location | Use                                                                          | Zoning                                                    |
|----------|------------------------------------------------------------------------------|-----------------------------------------------------------|
| North    | Lam's Motorsports                                                            | General Business (G-B)                                    |
| South    | Westhaven Subdivision                                                        | Residential-I (R-I)                                       |
| East     | Dollar General; Get Air Trampoline, Farmers Furniture; Atlas Industrial Park | General Business (G-B)<br>Light Industrial (L-I)          |
| West     | Apartments; TitleMax pawn store                                              | Office and Institutional (O-I)<br>Regional Business (R-B) |

The subject property is located within the Gateway Corridor Overlay Zone.

▪ **Other Departmental Comments**

The applicant will be required to coordinate with the Georgia Department of Transportation (GDOT) regarding if any access improvements are necessary.

▪ **Zoning History**

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

**2022** – A request by McKinley Homes US, LLC, for a special use on a 7.74± acres tract located at 2920 Florence Drive was approved with conditional Office and Institutional (O-I) zoning for 70 residential townhomes.

**2021** - A request by Adventures Real Estate, LLC to rezone a 17.028± acres tract located at 2520 Browns Bridge Road from Residential-I-A (R-I-A) to General Business (G-B) was conditionally approved for an automotive related facility.

**2021** – A request by Pamela Eagar to annex a 0.15± acre tract located at 2834 Browns Bridge Road with a zoning of General Business (G-B) was conditionally approved for no proposed use.

**2020** – A request by Packaging Specialties of GA to annex a 4.16± acres tract located at 0, 2390 and 2400 Murphy Boulevard with a zoning of Light Industrial (L-I) was approved utility improvements.

**2020** – A request by CenterPoint Integrated Solutions to annex a 7.81± acres tract located at 2602 Browns Bridge Road with a zoning of General Business (G-B) was conditionally approved for a CarMax Auto Superstore.

**2020** – A request by Gainesville City Board of Education to rezone a 16.67± acres tract located at 1263 and 1279 McEver Road, SW from Residential-I (R-I) to Office and Institutional (O-I) was conditionally approved for a new middle school.

**2020** – A request by Gainesville City Board of Education to annex a 5.931± acres tract located at 2550 and 2560 Gould Drive with Office and Institutional (O-I) zoning with a special use was conditionally approved for a new middle school and existing single-family home.

**2020** – A request by Mauricio Ortega to annex a 0.51± acre tract located at 23 Cherrywood Drive with Residential-I (R-I) zoning was approved for sewer for a single-family home.

**2017** – A request by Pro Building Systems to annex a 0.516± acre tract located at 2431 S Smith Road was approved with conditional General Business (G-B) zoning for an auto collision center.

**2015** – A request by the Roman Catholic Archdiocese of Atlanta to amend a 14.233± acres tract located at 2436 S. Smith Road and zoned Planned Unit Development (P-U-D) was conditionally approved for a church.

**2015** – A request by the Roman Catholic Archdiocese of Atlanta to amend and rezone a 4.899± acres tract located at 0 S Smith Road from Residential-I (R-I) to Planned Unit Development (P-U-D) was conditionally approved for a church.

**2013** – A request by Foote & Miller Properties, LLC to annex a 2.72± acres tract located at 2420 Browns Bridge Road was approved with General Business (G-B) zoning for sewer for an existing auto dealership.

**2013** – A request by B & L Bowling Center, LLC for a special use within Light Industrial (L-I) zoning on a 2.44± acres tract located at 2317 Browns Bridge Road was conditionally approved for an outdoor electric go-cart track.

**2013** – A request by Foote & Miller Properties, LLC to annex a 2.72± acres tract located at 2420 Browns Bridge Road was approved with General Business (G-B) zoning for sewer for an existing auto dealership.

▪ **Staff Analysis**

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

The surrounding uses include residential, office, commercial and industrial zoned Residential-I (R-I), Office and Institutional (O-I) Neighborhood Business (N-B), Regional Business (R-B), General Business (G-B) and Light Industrial (L-I). The property is located within a commercial shopping center along a major commercial corridor. It appears the proposed use is suitable given the adjacent and nearby uses.

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

The proposed event center will be located within an older shopping center adjacent to residential properties. Patrons visiting the event center will be accessing the front of the building which is well buffered and a good distance away from the adjacent residential uses. Other businesses within the shopping center should not be greatly impacted due to the amount of parking provided.

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

The Future Development Map for the City of Gainesville places the subject property within the *Retail/ Commercial* land use category which includes commercial service activities such as grocery stores, banks, restaurants, theatres, 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 *Browns Bridge Corridor* Character Area. Permitted land uses include medium-high density residential, multifamily residential, mixed-use, commercial, light industrial, and parks / recreation / conservation. Targeted redevelopment within outdated commercial centers is also encouraged.

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

The subject property is zoned General Business (G-B) and will remain unchanged. Event centers accommodating 100 or more patrons requires special use approval. The existing space within the shopping center has remained vacant for approximately five years.

**(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?**

Public water, sewer and public safety currently serve the subject property and are sufficient. Presently, existing public safety services respond to the adjacent and nearby properties. Gainesville Fire Station #4 is located approximately 1.8± miles away off of Memorial Park Drive.



The increase in traffic will increase the existing traffic turning movements on Browns Bridge Road based on the commercial space being currently vacant. According to the Institute of Transportation Engineers (ITE) Trip Generation Handbook (9th Edition), an event center is not listed as one of the studied uses. However, a lodge providing entertainment, dining and meeting space of similar size/occupancy load could average could generate 290± new trips per weekday (50% entering, 50% exiting). A Traffic Impact Study was not required for the proposal.

The proposed use is nonresidential and should have no impacts on the Gainesville City School System.

**(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 the proposed use is consistent with the Comprehensive Plan. The properties located along this segment of Browns Bridge Road consist of mostly non-residential uses. It is expected this corridor will continue to experience turnover of new uses occupying older retail space. Redevelopment is encouraged along this corridor but this may require economic incentives and consolidation of properties to achieve this.

**(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 nonresidential uses, the proposed special use request appears to reflect a reasonable balance between the promotion of the public health, safety, morality, or general welfare and the right to unrestricted use of property.

---

**Special Use Criteria**

**(1) The type of street providing access to the subject property is adequate to serve the proposed Special Use.**

Browns Bridge Road is an arterial road which are adequate to serve the proposed use.

**(2) Access into and out of the property adequately provides for traffic and pedestrian safety, the anticipated volume of traffic flow, and access by emergency vehicles.**

According to GDOT, the applicant will need to coordinate with GDOT regarding if access improvements are necessary. No additional vehicular or pedestrian access improvements are anticipated at this time for the proposed use.

**(3) Public facilities such as schools, water or sewer utilities, and police or fire protection are adequate to serve the Special Use.**

Existing public facilities such as water and sewer are adequate to serve the proposed use. Police and Fire currently serve the subject property. There will be no impact on schools.

**(4) Refuse, service, parking and loading areas on the property are located and screened to protect other properties in the area from such adverse effects as noise, light, glare or odor.**

The existing shopping center refuse, service, parking and loading areas are adequate to serve the proposed use. Security and parking lot lighting are currently provided within the

existing shopping center. The building is buffered by a fence and evergreen trees adjacent to the multi-family apartments.

**(5) The hours and manner of operation of the Special Use have no adverse effects on other properties in the area.**

The anticipated event hours are Monday thru Thursday 9 A.M. to 5 P.M. and Friday thru Sunday 3 P.M. to 3 A.M. and are all held indoors. Excess parking is provided within the shopping center and security will be provided for larger events.

**(6) The height, size and location of the buildings or other structures proposed on the property are compatible with the height, size or location of buildings or other structures on neighboring properties.**

The existing building will remain unchanged except for building signage and any interior renovation required to accommodate the event space.

▪ **Staff Recommendation**

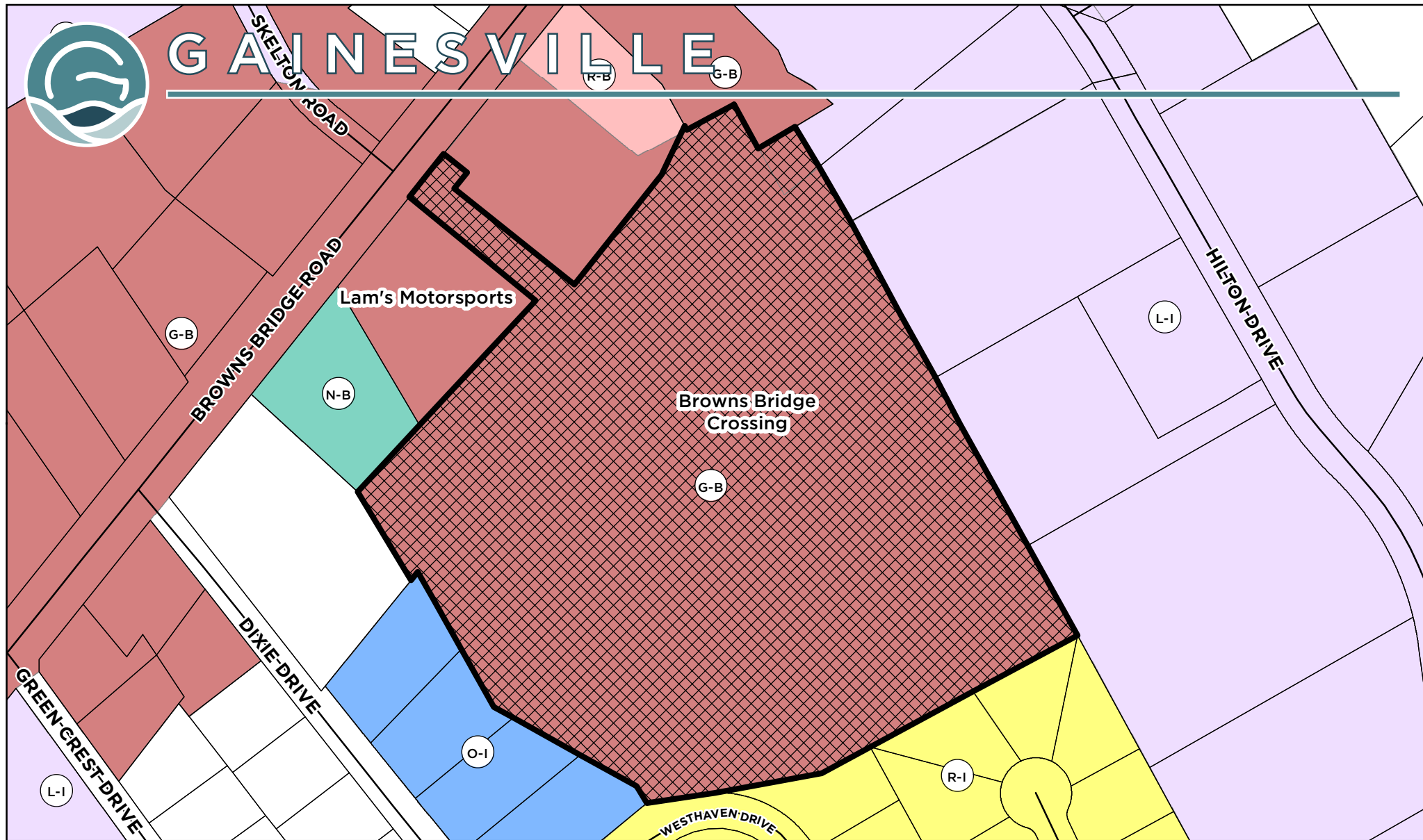
The Planning Division staff is recommending **conditional approval** of the special use request based on the Comprehensive Plan and the adjacent nonresidential uses.

**Conditions**

- 1. All special events shall be confined to the interior of the building occupied by the special event facility.**
- 2. No outside amplification shall be permitted as part of the special event facility.**



# GAINESVILLE



Applicant:

**OLGA B. VILLARREAL**

Request:

Special use on a 13.34+/- acres tract within General Business (G-B) zoning for a special event center

## SPECIAL USE REQUEST

Subject Property Address:

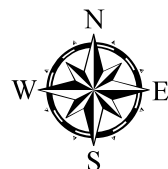
2285 & 2287 Browns Bridge Road, SW

Tax Parcel:

01-127-003-060



Subject Property



Meeting Date: 06/14/2022

Map Prepared: 05/20/2022

0 110 220 Feet  
Page 39 of 62

SCALE: 1" = 188'





# GAINESVILLE



Applicant:

**OLGA B. VILLARREAL**

Request:

Special use on a 13.34+/- acres tract within General Business (G-B) zoning for a special event center

## SPECIAL USE REQUEST

Subject Property Address:

2285 & 2287 Browns Bridge Road, SW

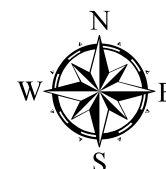
Tax Parcel:

01-127-003-060



Subject Property

Aerial from 2021



Meeting Date: 06/14/2022

Map Prepared: 05/25/2022

0 140 280 Feet  
Page 40 of 52

SCALE: 1" = 250'



05/12/2022

To whom it may concern:

I am writing this in reference to the meeting with the business board. Local newspaper began releasing news that the shopping center where my event hall was located would be demolished soon. I immediately contacted my landlord who confirmed that the property was going to be sold and failed to inform me with enough time to recover a backup event hall. I then received an eviction notice stating I was being forced out of my event hall at 622 Shallowford Rd Suite D Gainesville, GA 30501 on June 27<sup>th</sup>. With the obvious time constraints, I still have contracts pending with several clients and am in need of a location to fulfill said contracts in order to avoid legal litigations.

If you have any questions don't hesitate to contact me.

678-779-0022

Thank You!

Olga B. Galvan

1. Update your exiting narrative to include additional language describing the proposed event facility to include the following:
  - a. Proposed name of the event facility:

**Salon El Imperial**

- b. The types of events proposed:

Weddings, quinceañeras (Sweet 15), small event gatherings such as birthday parties or graduation parties and organization meetings.

- c. Anticipated # of events within a calendar year:

Estimated 52 but subject to change based on events scheduled

- d. Typical event hours and days of operation:

Friday, Saturday, & Sunday: 3pm – 3am

Monday- Thursday: 9am- 5pm

- e. Number of employees:

4

- f. Security for events:

Joseph Britte, Retired City of Gainesville Police, is our head of security and determines the amount of security personnel needed for each event. Mr. Britte has been working with our facility for the past 10 years.

- g. Parking:

Based on the new space's location, parking spaces will not be an issue.

- h. Will alcohol be served?

Alcohol will be catered based on type of event.

1. Interior pictures of the new space and pictures from previous similar events held at the 622 Shallowford Road location.

## **NEW SPACE**



**New Space Continued...**







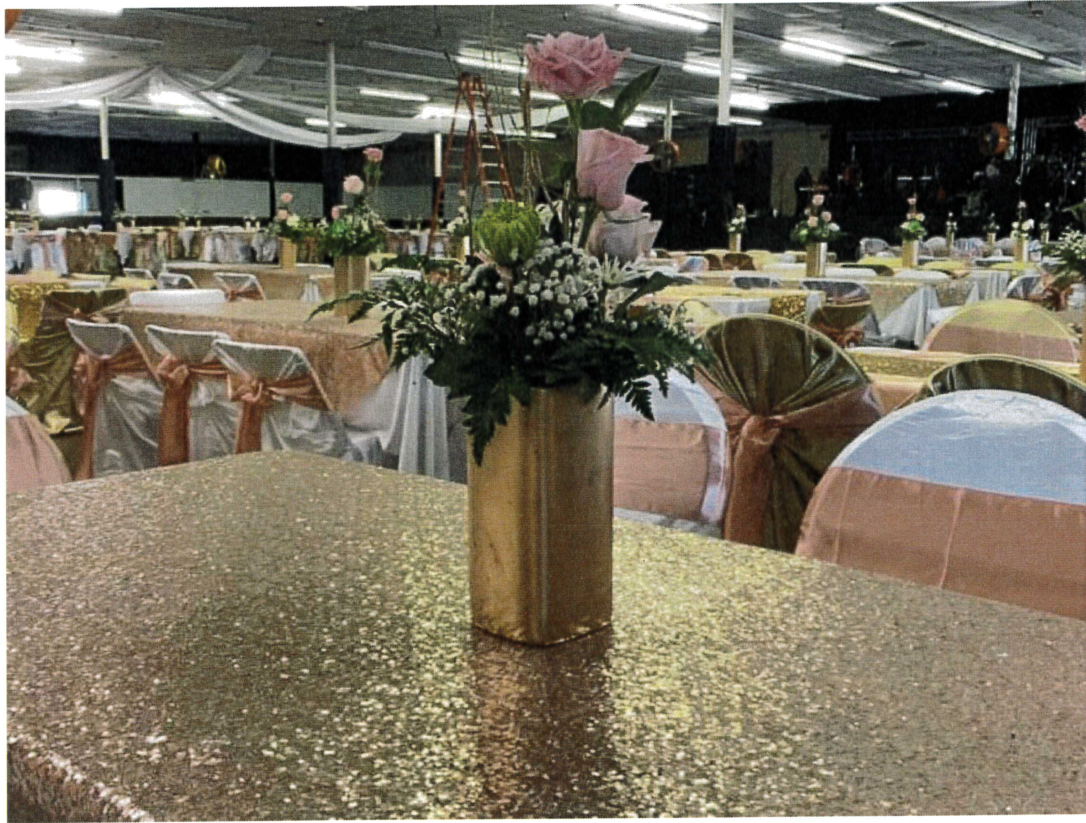








# 622 Shallowford Rd





# Continued 622 Shallowford Rd...











