



CALL TO ORDER

MINUTES

A. Minutes of December 12, 2023

OLD BUSINESS

A. Rezoning

- 1) Request from **Simpatico Communities** to rezone a 3.17± acres tract located on the northeast side of the intersection of Jesse Jewell Parkway and Scotland Avenue, having road frontage on the northside of Johnson Street (a/k/a **839 and 853 Jesse Jewell Parkway, SW**) from General Business (G-B) to Planned Unit Development (P-U-D).

Ward Number: Three
Tax Parcel Number(s): 01-029-001-005 and 007
Request: Mixed-use building

B. Zoning Amendment

- 1) Request from **Weekley Homes, LLC** to amend an existing Planned Unit Development (P-U-D) zoning on a 120.98± acres tract located on the northwest side of McEver Road, west of the intersection of McEver Road and Gould Drive (a/k/a **0 and 1300 Gould Drive, SW**).

Ward Number: Four
Tax Parcel Number(s): 08-016-002-001A; 08-017-000-001
Request: Single-family subdivision for active adults

NEW BUSINESS

A. Rezoning

- 1) Request from **Booker Property Holdings, LLC and Paul Wilmont** to rezone a 0.47± acre tract located on the north side of Summit Street between E. E. Butler Parkway and Chestnut Street (a/k/a **235 Summit Street, SE**), from Neighborhood Business (N-B) to Residential-II (R-II).

Ward Number: Three
Tax Parcel Number(s): 01-020-004-004A
Request: Four townhomes

B. Special Use

- 1) Request from **Moez Hasni** for a special use on a 4.11± acres tract located on the east side of Crescent Drive, north of the intersection of Jesse Jewell Parkway and Crescent Drive (a/k/a **400 Crescent Drive, NE**), having a zoning of General Business (G-B).

Ward Number: Two
Tax Parcel Number(s): 15-033C-000-077
Request: Staybridge Suites extended stay hotel

MISCELLANEOUS

ADJOURNMENT



CITY OF GAINESVILLE

Planning and Appeals Board Agenda Request

Item Created: December 20, 2023
Date Submitted: December 27, 2023
Final Approval Date: December 27, 2023
Presenter: Matt Tate, Community & Economic Development Dept Deputy Director
Item of Business: Minutes of December 12, 2023
Meeting Date: January 9, 2024

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 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
DECEMBER 12, 2023

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

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

Members Absent: None

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

Others Present: None

MINUTES OF NOVEMBER 14, 2023

There was a motion to approve the minutes as presented.

Motion made by Board Member Thompson
Motion seconded by Board Member Young
Vote – 6 favor, 1 vacant

OLD BUSINESS

A. Rezoning Request

- 1) Request from **Simpatico Communities** to rezone a 3.17± acres tract located on the northeast side of the intersection of Jesse Jewell Parkway and Scotland Avenue, having road frontage on the northside of Johnson Street (a/k/a **839 and 853 Jesse Jewell Parkway, SW**) from General Business (G-B) to Planned Unit Development (P-U-D).
Ward Number: Three
Tax Parcel Number(s): 01-029-001-005 and 007
Request: Mixed-use building

There was a motion to remove the rezoning request from the table.

Motion made by Board Member Martin
Motion seconded by Board Member Simmons
Vote – 6 favor, 1 vacant

Staff Presentation: Chairman Carter stated Deputy Director Tate received notification from the applicant requesting the item be tabled to the January 9, 2024 Planning and Appeals Board meeting.

There was a motion to table the rezoning request to the January 9, 2024 Planning and Appeals Board meeting.

Motion made by Board Member Martin
Motion seconded by Board Member Young
Vote – 6 favor, 1 vacant

B. Zoning Amendment Request

- 1) Request from **Weekley Homes, LLC** to amend an existing Planned Unit Development (P-U-D) zoning on a 120.98± acres tract located on the northwest side of McEver Road, west of the intersection of McEver Road and Gould Drive (a/k/a **0 and 1300 Gould Drive, SW**).
Ward Number: Four
Tax Parcel Number(s): 08-016-002-001A; 08-017-000-001
Request: Mixed-use development

There was a motion to remove the zoning amendment request from the table.

Motion made by Vice-Chair Fleming
Motion seconded by Board Member Thompson
Vote – 6 favor, 1 vacant

Staff Presentation: Chairman Carter stated Deputy Director Tate received notification from the applicant requesting the item be tabled to the January 9, 2024 Planning and Appeals Board meeting.

There was a motion to table the zoning amendment request to the January 9, 2024 Planning and Appeals Board meeting.

Motion made by Board Member Thompson
Motion seconded by Board Member Young
Vote – 6 favor, 1 vacant

NEW BUSINESS

A. Variance Request

- 1) Request from **Capstone Acquisitions, LLC** to vary the minimum lot size requirement, maximum building height, maximum impervious surface area and minimum number of parking spaces required on a 1.47± acres tract located on the east side of White Sulphur Road, north of the intersection of White Sulphur Road and Huntington Drive (a/k/a **622 White Sulphur Road**), having a zoning of General Business (G-B).
Ward Number: Two
Tax Parcel Number(s): 09-123-000-031
Request: Residence Inn extended stay hotel

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

The applicant is requesting a special use within General Business (G-B) zoning to allow a Residence Inn by Marriott extended stay hotel which is a lodging service that offers shelter accommodations for more than 15 days but not more than 30 days in one or more rooms in the same facility with provisions for living, sanitation, sleeping, fixed cooking appliances and or kitchen facilities, as defined by the Unified Land Development Code.

In addition to the special use request, the applicant is requesting to vary four development standards within the Unified Land Development Code which include:

- varying the minimum lot size requirement for an extended stay hotel from 2.0 to 1.47 acres,
- vary the maximum building height requirement from 5 stories to 6 stories,
- vary the maximum impervious surface area from 60% to 85% within the Limestone Parkway Overlay Zone,
- vary the minimum parking spaces from 134 to 115 spaces.

The property is located within the Limestone Corridor Overlay Zone and borders both White Sulphur Road and the Southern Railroad. The adjacent uses include Xtreme Clean Auto Spa and the New Haven Congregational Holiness Church.

The proposed extended stay hotel is 6-stories over a basement, 112 rooms and will total 98,718± square feet in size. Access is proposed from an existing internal access drive off of White Sulphur Road which currently serves the neighboring commercial uses. A total of 115 parking spaces are proposing consisting of 82 surface level spaces and 33 basement level parking spaces. Amenities for the hotel will include a pool, meeting rooms, fitness center, restaurant open for breakfast, and grab and go food. The exterior of the building will consist of a mixture of EFIS, brick and glass designed to meet the Limestone Corridor Overlay Zone standards.

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

The Comprehensive Plan for the City of Gainesville places the property within the *Commercial* land use category and the *Limestone Medical Corridor* Character Area which allows for commercial and hotel uses.

The applicant is basing the hardship on the irregular shape of the lot and the steep topography on the western side of the property which slopes down to the adjacent railroad right-of-way. In addition, the applicant states the right-of-way grassed median along White Sulphur Road is very wide (60± feet) which limits the area to build the extended stay hotel.

The Planning Division staff is recommending **conditional approval** of the proposed special use request within **General Business (G-B) zoning**, with 7 conditions and **conditional approval** of the proposed variance request with the same 7 conditions plus an additional condition 8 which states...*The proposed variance requests shall be contingent upon City Council approving the special use for the proposed Residence Inn by Marriott extended stay hotel.*

Applicant Presentation: Webb Young, represented Capstone Property Group stated due to the unique triangular shape of the site along with the back sloping approximately sixteen feet, they worked to maximize the site. He said going from the minimum lot requirement from 2 to 1.47 considered it to be an excellent area for a hotel due to the close proximity to the Coop, rowing venue, hospital and botanical gardens along with the nearby restaurants. Mr. Young also mentioned the site has been maxed out with parking spaces by varying the impervious surfaces from 60% to 85% percent to maximize spots, along with an underground garage, and with adding one story in height from five to six stories.

FAVOR: None

OPPOSE: None

There was a motion to conditionally approve the request to vary the minimum lot size requirement, maximum building height, maximum impervious surface area and minimum number of parking spaces requirement for a Residence Inn extended stay hotel a zoning of General Business (G-B) with the following conditions:

Conditions

- 1. The special use approval shall be limited to the operation of a Residence Inn by Marriott extended stay hotel. No other use on the subject property for “Extended Stay Lodging Services,” as that term is defined in Section 9-10-6-16 of the Gainesville Unified Land Development Code, shall be permitted.**
- 2. The proposed development shall be generally consistent with the concept plan and architectural renderings provided with this application. The exterior wall materials shall include a mixture of brick or stone and EFIS per the approval of the Community & Economic Development Director.**
- 3. 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.**
- 4. The frontage landscape areas and right-of-way areas along White Sulphur Road shall be sodded with grass. The landscape islands within the parking lot shall contain minimum 3-inch caliper size hardwood trees subject to the Community & Economic Development Director approval.**
- 5. All service areas, dumpster enclosures, loading areas, ground or roof top HVAC equipment shall be screened from view from all adjacent uses and roads.**
- 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. 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.**
- 8. The proposed variance requests shall be contingent upon City Council approving the special use for the proposed Residence Inn by Marriott extended stay hotel.**

Motion made by Board Member Martin
Motion seconded by Board Member Young
Vote – 6 favor, 1 vacant

B. Rezoning Request

- 1) Request from **Daniel Medrea** to rezone a 5.6± acres tract located on the west side of Ivey Road, south of the intersection of Ivey Road and Lost River Drive (a/k/a **0 Ivey Road, SW**) from Planned Unit Development (P-U-D) to Residential-I (R-I).
Ward Number: Four
Tax Parcel Number(s): 08-020-000-096
Request: Four single-family lots

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

The proposal is to rezone the 5.6± acres property from Planned Unit Development (P-U-D) to Residential-I (R-I) for a maximum of four single-family lots. The property borders a creek and the surrounding uses include single-family homes in the city limits and within unincorporated Hall County. The subject property was originally part of the neighboring Cresswind at Lake Lanier subdivision and was shown as 4 future single-family lots. The Cresswind P-U-D zoning was later amended and changed the property to one large lot which was sold in 2010 to the current property owner. The owner now desires to subdivide the property into no more than 4 single-family lots which will range from approximately 1 acre to 2 acres in size. Nearby sewer services are available but will require a sewer easement and extension from the Cresswind Subdivision. However, the lots appear large enough to accommodate private septic systems. According to the applicant, the proposed homes will be of the same quality and scale as the adjacent homes on Ivey Road which are anticipated to include ranch-style homes on basements with over 4,000 square feet of finished area.

The Comprehensive Plan places the property within the *Single-Family Residential* land use category and the *Suburban Neighborhoods* area which allows for single-family home.

The Planning Division staff is recommending **conditional approval** of this rezoning request with Residential-I (R-I) zoning, based on the Comprehensive Land Use Plan and the adjacent residential land uses.

Applicant Presentation: **Brandon Miller**, 8104 New Holland Way, stated his wife owns the property, they had a buyer and Mr. Medrea was going to have it rezoned and considered not going forward but he and his wife would still like to rezone the property for four single-family lots. He stated the lots would be approximately 1.4 acres with the same architectural style in the neighborhood. He stated the perk and soil tests have been done and will not be needing an easement for the sewer.

FAVOR: None

OPPOSE: None

There was a motion to recommend conditional approval to rezone the subject property for four single-family lots from Planned Unit Development (P-U-D) to Residential-I (R-I) with the following conditions:

Conditions

1. **An updated as-built boundary survey/plat of the subject property, indicating new property boundaries, shall be recorded prior to obtaining a Certificate of Occupancy.**

2. **The development shall be generally consistent with the site plan and pictures provided with this rezoning application.**

Motion made by Board Member Martin
Motion seconded by Board Member Young
Vote – 6 favor, 1 vacant

C. Zoning Amendment Request

- 1) Request from **Nikul Parikh** to amend an existing Planned Unit Development (P-U-D) zoning on a 1.34± acres tract located at the northwest side of the intersection of Stephens Road and McEver Road (a/k/a **0 McEver Road, SW**).
Ward Number: Four
Tax Parcel Number(s): 08-042B-000-180
Request: Automated carwash facility

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

The applicant is proposing to amend an existing Planned Unit Development (P-U-D) for the purpose of constructing an automated car wash. The property is located within the Gateway Corridor Overlay Zone and the adjacent uses include the Copper Springs subdivision within Gainesville, Brannon Ridge subdivision within Oakwood. A gas station/ retail center store is located across Stephens Road and a gas station/ retail center store is under development across McEver Road and both are within Oakwood.

The property was originally approved for a neighborhood retail center as part of the neighboring 177-lot Copper Springs mixed-use development approved in 1999.

The proposal includes a 5,040 square foot tunnel car wash, 10 vacuum machines and 31 parking spaces including the car care area for patrons and employees. One driveway is proposed from McEver Road. The facility will operate 7 days a week from 7 a.m. to 9 p.m. and there will be approximately 10 to 12 employees at any given time.

The Comprehensive Plan places the subject property within the *Multi-family* land use category and the within the *Suburban Neighborhood* Character Area which includes areas containing or planned for single-family residential, limited multi-family residential, limited general mixed-use, limited commercial (Retail and office), public, institutional, parks and recreation.

The subject property is expected to remain commercial given its proximity to the intersection of McEver Road and Stephens Road. Neighborhood scale retail is anticipated for the property that would serve as a transitional use between the more intense commercial uses and the adjacent single-family homes.

The Planning Division staff is recommending denial of this zoning amendment request based on the Comprehensive Plan and the adjacent single-family uses. However, if consideration is given to approve this request, Staff would recommend 10 zoning conditions as stated.

Conditions

1. **The car care and vacuum area shall be located on the eastern side of the parking lot next to the automated carwash facility. Otherwise, the proposal shall generally consistent with the concept plan and picture provided with this zoning amendment**

application and shall adhere to the exterior building material requirements of the Gateway Corridor Overlay Zone.

2. A minimum 8-foot tall opaque fence shall be installed along the edge of the parking lot areas adjacent to the single-family properties. The fence shall be brown in color and made of weather resistant composite materials. The location and type of fence shall be subject to the approval of the Community and Economic Development Department Director.
3. The existing trees adjacent to the Copper Springs Subdivision shall remain undisturbed.
4. A mixture of evergreen trees shall be planted between the 8-foot tall opaque fence and the adjacent Copper Springs subdivision and Brannon Ridge subdivision. The minimum height of the trees shall be 10 feet upon installation. The location, spacing, and type of trees planted shall be subject to the approval of the Community and Economic Development Department Director.
5. The frontage landscape areas and right-of-way areas shall be maintained and 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.
6. The signage for the proposed development shall be limited to one principal free-standing sign not to exceed 10-feet in height. All other standards shall meet the Neighborhood Business (N-B) zoning standards. An electronic message board sign shall not be permitted for the subject property.
7. Stormwater detention shall be located underground or if above ground designed as a landscape feature subject to the approval of the Community & Economic Development Director.
8. A trash dumpster shall not be allowed on the property. All service areas, loading areas, ground or roof top HVAC equipment shall be screened from view from all adjacent uses and roads.
9. Outdoor lighting used in this development shall be of non-spill design and placed in a manner so as to minimize direct visibility by the adjacent properties.
10. All access point design for the subject property shall require review and approval by the Gainesville Public Works Department Director and the Georgia Department of Transportation (GDOT). All required access/traffic/sidewalk improvements associated with the proposed development or any additional improvements identified within the Traffic Impact Study shall be at the full expense of the developer/property owner.

Applicant Presentation: Nick Pasola, 3502 River Road Circle, stated he represents Davis Engineering and spoke on behalf of Mr. Parikh. Mr. Pasola stated there were no anticipated differences switching from retail to a carwash regarding daily traffic, noise pollution, light pollution and even less with hours of operation. He said there would be no delivery trucks and early hours as would be with retail. He mentioned the applicant is currently developing the property diagonally across as a gas station and the carwash will be an amenity to the adjoining properties. He stated the applicant owns Beehive Homes in Gainesville and as far as a financial prospective, it would be more advantageous for him with a carwash. Mr. Pasola

stated they are in agreement with the conditions even though staff recommended denial of the request. He said they want to provide a business that can be used by the adjoining properties while lessening the impact. He mentioned houses are located within 60 feet of the road and are already impacted in terms of traffic with 12,000 cars passing by daily.

FAVOR: None

OPPOSE: None

There was a motion to recommend denial of the zoning amendment request for an automated carwash facility with Planned Unit Development (P-U-D) zoning.

Motion made by Board Member Martin
Motion seconded by Board Member Simmons
Vote – 6 favor, 1 vacant

D. Special Use Request

- 1) Request from **Capstone Acquisitions, LLC** for a special use on a 1.47± acres tract located on the east side of White Sulphur Road, north of the intersection of White Sulphur Road and Huntington Drive (a/k/a **622 White Sulphur Road**), having a zoning of General Business (G-B).

Ward Number: Two
Tax Parcel Number(s): 09-123-000-031
Request: Residence Inn extended stay hotel

Applicant Presentation: Webb Young, represented Capstone Property Group stated due to the unique triangular shape of the site along with the back sloping approximately sixteen feet worked to maximize the site. He said going from the minimum lot requirement from 2 to 1.47 considered it to be an excellent area for a hotel due to the close proximity to the Coop, rowing venue, hospital and botanical gardens along with the nearby restaurants. Mr. Young also mentioned the site has been maxed out with parking spaces by varying the impervious surfaces from sixty to eighty-five percent to maximize spots, along with an underground garage, and with adding one story in height giving the variance from five to six stories.

FAVOR: None

OPPOSE: None

There was a motion to recommend conditional approval of the special use request for a Residence Inn extended stay hotel having a zoning of General Business (G-B) with the following conditions:

Conditions

1. The special use approval shall be limited to the operation of a Residence Inn by Marriott extended stay hotel. No other use on the subject property for “Extended Stay Lodging Services,” as that term is defined in Section 9-10-6-16 of the Gainesville Unified Land Development Code, shall be permitted.
2. The proposed development shall be generally consistent with the concept plan and architectural renderings provided with this application. The exterior wall materials

shall include a mixture of brick or stone and EFIS per the approval of the Community & Economic Development Director.

- 3. 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.**
- 4. The frontage landscape areas and right-of-way areas along White Sulphur Road shall be sodded with grass. The landscape islands within the parking lot shall contain minimum 3-inch caliper size hardwood trees subject to the Community & Economic Development Director approval.**
- 5. All service areas, dumpster enclosures, loading areas, ground or roof top HVAC equipment shall be screened from view from all adjacent uses and roads.**
- 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. 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.**

Motion made by Board Member Young
Motion seconded by Board Member Thompson
Vote – 6 favor, 1 vacant

MISCELLANEOUS

Appointment of Vice-Chairman

Chairman Carter asked for nominations from the Board for a new Vice-Chairman. Board Member Martin nominated Board Member Thompson.

There was a motion to accept the nomination and appoint Ryan Thompson Vice-Chairman of the Planning and Appeals Board.

Motion made by Board Member Martin
Motion seconded by Board Member Simmons
Vote – 5 favor, 1 abstain (Thompson), 1 vacant

ADJOURNMENT

There was a motion to adjourn the meeting at 6:01 p.m.

Motion made by Board Member Martin

Motion seconded by Board Member Simmons

Vote – 6 favor, 1 vacant

Respectfully submitted,

Doug Carter, Chairman

Gwen Fleming, Recording Secretary



CITY OF GAINESVILLE

Planning and Appeals Board Agenda Request

Item Created: December 21, 2023
Date Submitted: December 21, 2023
Final Approval Date: December 29, 2023
Presenter: Matt Tate, Community & Economic Development Dept Deputy Director
Item of Business: Request from **Simpatico Communities** to rezone a 3.17± acres tract located on the northeast side of the intersection of Jesse Jewell Parkway and Scotland Avenue, having road frontage on the northside of Johnson Street (a/k/a **839 and 853 Jesse Jewell Parkway, SW**) from General Business (G-B) to Planned Unit Development (P-U-D).
Meeting Date: January 9, 2024

Purpose of Request:

This request was previously tabled at the December 12th Planning and Appeals Board meeting. The applicant proposes to rezone the subject property for a mixed-use building consisting of office, living hospitality, restaurant/bar and residential uses. The property is located within the Gateway Corridor Overlay Zone and is within the Westside Tax Allocation District (TAD) of which the applicant intends to file a formal application for TAD funds. The proposed building is five stories in height with an additional lower level. The mixture of uses consists of 148 residential/apartment and hotel/hospitality units ranging in size from 234 to 342 sf for users staying one night or an extended length. No more than 40% of the units will be occupied for 15 days or more at a time consisting of 40 units specifically designed as apartments and 19 hotel- type units. Other uses include 7,028 sf restaurant/ bar, 12,395 sf co-working/ office space, 2,913 sf lobby area and 6,000 sf of outdoor patio space. Access is proposed from Jesse Jewell Parkway and Scotland Avenue. Approximately 266 surface level and underground parking spaces are proposed but additional on street may be optional if needed. The property is vacant of structures which previously contained the L&K Cafeteria, auto oil change business and various attached apartment units. The adjacent uses include the Super 8 Motel, Blackstock Auto Services, Econo Lodge Motel, Popeyes restaurant, rental apartments, single-family homes, Virtual Properties Realty and Cook Law Group.

Facts & Issues / History & Background:

Department Recommendation:

Planning staff recommended approval with eleven 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 Plat
5. Landscape Plan
6. Architectural Renderings
7. Floor Plans
8. Traffic Statement

**GAINESVILLE PLANNING and APPEALS BOARD
STAFF RECOMMENDATION**

Applicant.....Simpatico Communities
Property OwnerVirtua Gainesville Hotel Owner, LLC
Location839 and 853 Jesse Jewell Parkway, SW
Request.....Rezone from G-B to P-U-D
Size.....3.17± acres
WardThree
Proposed Use.....Mixed-use building
Planning Division Staff Recommendation.....**Approval, with conditions**
DateJanuary 9, 2024

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

The applicant is requesting to rezone the subject property for a mixed-use building consisting of 148 hotel and living hospitality units / rooms ranging from 234 to 342 square feet in size for users staying one night or an extended length. No more than 40% of the units will be occupied for 15 days or more at a time which will consist of 40 units specifically designed as apartments and 19 hotel type units. Other uses include 7,028 sf restaurant/ bar, 820 sf coffee shop, 12,303 sf Thrive co-working, 1,395 sf office space, 2,913 sf lobby area, 960 sf exercise room, 6,000+ sf of outdoor patio space and additional kitchen, laundry and employee space.

The proposed building will consist of five stories over a lower parking level that will also contain a laundry, employee lounge and mechanical area. According to the architectural plan the building will total approximately 97,597 square feet in size and the exterior materials will mostly consist of a mixture of EFIS, masonry and glass. Primary access is proposed from Jesse Jewell Parkway and Scotland Avenue. A private / gated access from Johnson Street is proposed that will provide parking for service and housekeeping vehicles under the parking structure. This parking area will be fenced and screened with landscaping to minimize impacts on the adjacent residential uses. Approximately 266 surface level and underground parking spaces are proposed on site but additional on-street parking is optional if needed. Monument and building signs are proposed and will be consistent with the Unified Land Development Code standards.

The subject property contains a billboard advertising sign, old concrete foundations and asphalt parking areas which were from the previous L&K Cafeteria, auto oil/service business and various commercial and apartment uses. These uses were demolished five years ago and the property has remained in its current state. The property is located within the Gateway Corridor Overlay Zone and is within the Westside Tax Allocation District (TAD) of which the applicant intends to file a formal application for TAD funds.

▪ **Adjacent Land Use and Zoning**

Location	Use	Zoning
North	Popeyes Restaurant; Econo Lodge Motel	General Business (G-B)
South	Super 8 Motel; Blackstock Auto Service	General Business (G-B)
East	Single-family, townhomes and duplex apartments	Residential-II (R-II)
West	Virtual Properties Realty; Cook Law Firm	General Business (G-B)

▪ **Other Departmental Comments**

The request will require coordination with the Georgia Department of Transportation (GDOT). Special encroachment permits will be required as well as an Intersection Control Evaluation (ICE) study.

There were no other departmental comments for the request.

▪ **Traffic Impact Statement**

A traffic impact statement was originally conducted for this development on June 9, 2023 and was based on a living hospitality development consisting of 198 rooms, 9,602 sf of Thrive office space and 8,204 sf of restaurant/bar and venue space. The revised request reduced the number of rooms/units from 198 to 148, reduced the square footage of restaurant/bar/coffee shop space but increased the total office space.

The driveway intersections located at Jesse Jewell Parkway, Scotland Avenue and Johnson Street were evaluated. In conclusion, the proposed development is anticipated to increase annual average traffic on Jesse Jewell Parkway from 26,600 vehicles per day to 28,200 vehicles per day resulting in an approximate 6% increase in annual average traffic. Therefore, the proposed development is anticipated to have minimal impacts to Jesse Jewell Parkway and the surrounding local road network.

	Total Trips	Inbound Trips	Outbound Trips
Daily	1,582	791	791
AM	133	75	58
PM	137	72	65

▪ **Zoning History**

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

2021 - A request by McNeal Development, LLC to rezone a 4.86± acres tract located 504, 512, 514, 520 and 528 Banks Street, SW; 510 East Avenue, SW; 535, 548, 549, 604, 608, 620 and 628 Gordon Avenue, SW; 0, 602, 611 and 612 Longstreet Avenue, SW; 436 and 442 Parker Street, SW; 627 and 635 Queen City Parkway; 507 and 513 Saint Thomas Drive from Residential-II (R-II), Office and Institutional (O-I), General Business (G-B) and Heavy Industrial to Planned Unit Development (P-U-D) for multi-family apartments was approved with conditions.

2020- A request by the City of Gainesville to rezone 39.0± acres consisting of 25 properties located within Midtown Gainesville from Heavy Industrial (H-I), Light Industrial (L-I), General Business (G-B), Residential-II (R-II) to Office and Institutional (O-I) for existing uses was approved.

2016 - A request by Cobb Investments, LP to amend a 0.54± acre tract zoned Planned Unit Development (P-U-D) located at 0, 947 and 951 Myrtle Street SW; 712, 714, 718, 720, 722 and 724 Cleveland Street SW for a multi-family apartment addition was approved with conditions.

2016 - A request by Synergy Recovery Center for a special use within Residential-II (R-II) zoning on 0.50± acre tract located at 746 Cleveland Street, SW for group home was denied.

2015 - A request by Jose Valerio to rezone a 0.28± acre tract located at 1230 Myrtle Street from General Business (G-B) to Residential-II (R-II) for a two-family residence was approved with conditions.

▪ **Staff Analysis**

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

The surrounding properties consist of a mixture of residential and non-residential uses that are zoned Residential-II (R-II), Office and Institutional (O-I) General Business (G-B) and Planned Unit Development (P-U-D). The adjacent uses include Super 8 Motel, Blackstock Auto Service, EconoLodge motel, Popeyes restaurant, Cook Law Firm, Virtual Properties Realty, townhomes, duplex apartments and a single-family home. It appears the mixed-use development is suitable given the mixture of surrounding uses and zoning districts.

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

The proposal will improve blighted property that has remained undeveloped for over five years. Some of the proposed improvements will include landscaping, stormwater, access, building materials and the overall aesthetics. Additional traffic created by the development will increase turning movements on Jesse Jewell Parkway, Scotland Avenue, Johnson Street and other nearby secondary roads. Primary access is proposed from Jesse Jewell Parkway and Scotland Avenue. Secondary access is limited to employees and service vehicles will be from Johnson Street which is adjacent to existing residential uses.

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

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

The Character Area map for the City of Gainesville places the subject property within the *West Side* character area. Land uses allowed in the West Side include higher density residential, mixed-use, commercial, light industrial, public and institutional and parks and recreation. Increasing the quality of existing and new housing, as well as housing affordability should be prioritized. General mixed-use, multi-family residential and higher density single-family residential are appropriate land uses.

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

The subject property is currently zoned General Business (G-B) which allows for numerous nonresidential uses such as an office, restaurant, retail, auto repair/sales and various service type uses such as a 5-story hotel/motel. The property is suitable for redevelopment as it has remained in its blighted condition for over five years. The proposed P-U-D is a site-specific zoning that assures the developer will adhere to the proposed development quality and standards as presented by the applicant and any associated zoning conditions. Therefore, the proposal would restrict other uses from being developed that may be detrimental to the adjacent neighborhood.

(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?

City water and sewer is available and capacity is sufficient to serve the proposed development.

Existing public safety services currently respond to the adjacent properties. Gainesville Fire Station #1 is located off of Queen City Parkway which is approximately 0.35± mile from the subject property.

According to the traffic statement provided by the applicant, the proposed mixed-use building will generate a combined 1,582 weekday trips (50% entering, 50% exiting), 133 A.M. peak hour trips (75 entering, 58 exiting), and 137 P.M. peak hour trips (72 entering, 65 exiting).

The proposed use is mostly commercial and is designed for short-term hotel occupancy. No more than 40% of the rooms/units (59 rooms/units) are proposed for occupancy for 15 days or more at a time. While school aged children could occupy some of the living hospitality units, the design of the structure and amenities provided are not catered toward families with children.

(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 property is located within a heavy commercial corridor with frontage on Jesse Jewell Parkway. Attached and detached residential homes are located to the rear of the property off of Johnson Street. A mixture of residential and commercial uses would serve as a transitional use between the commercial corridor to the adjacent neighborhood.

(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 mixture of residential and nonresidential uses, it appears the proposal, with the recommended zoning conditions, reflects 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 Planned Unit Development (P-U-D) rezoning request, based on the Comprehensive Plan and the adjacent mixture of uses.

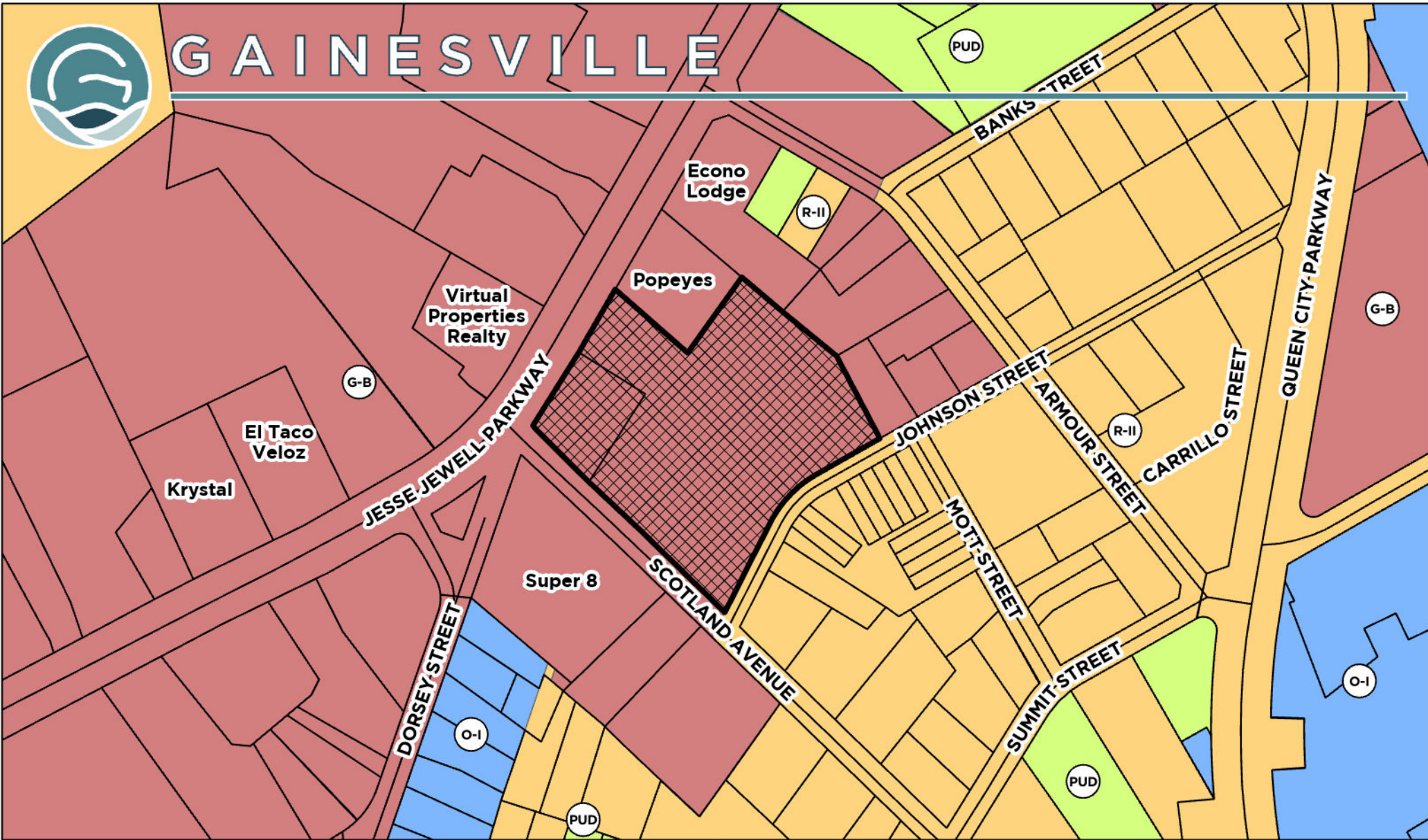
Conditions

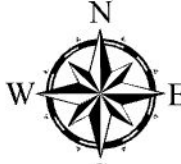
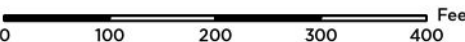
1. The development standards within the applicant's narrative, concept plan and architectural renderings shall be made part of the zoning ordinance and the future site plan application shall be subject to the Community Development Director approval. Any zoning conditions adopted as part of this zoning ordinance that conflict with the applicant's narrative, concept plan and architectural renderings shall take precedence over the applicant's development standards.
2. The uses within the proposed mixed-use building shall be limited to a 148 unit hotel, residential, restaurant/bar, coffee bar, co-working office space, conference room space and associated amenities.
3. The proposed hotel and residential spaces shall adhere to Unified Land Development Code standards for lodging services except that the minimum size per each unit shall be no less than 234 square feet in size.
4. A maximum of 40% (59 units) of the hotel units may be occupied by patrons for more than 15 days at time within one or more rooms/units. This includes 40 units specifically designed as apartments on floors one and two, and up to 19 hotel type units on floors three, four and five.

5. The number of proposed units and square footage of restaurant/bar, coffee bar, co-working office space, conference room space and associated amenities shall be based on the onsite parking spaces provided for each use per the Unified Land Development Code parking requirements. Any proposed on-street parking spaces shall require review and approval by the Gainesville Public Works Department.
6. The developer shall coordinate all traffic improvements with the Gainesville Public Works Director and the Georgia Department of Transportation (GDOT) and prior to permitting. The Gainesville Public Works Director and GDOT shall have the final determination of the time line of these improvements based on the developer's proposed construction schedule. All costs associated with the improvements shall be at the full expense of the developer.
7. All service areas, loading areas, ground or roof top HVAC equipment shall be screened from view from all adjacent uses and roads.
8. Outdoor lighting used in this development shall be of non-spill design and placed in a manner so as to minimize direct visibility by the adjacent properties.
9. The frontage landscape areas shall be sodded with grass and contain minimum 3-inch caliper size hardwood trees. In addition, the frontage landscape area along Johnson Street shall contain a mixture of evergreen trees and shrubs and shall be subject to the approval of the Community & Economic Development Director.
10. A uniform sign plan shall be required for the proposed development subject to the approval of the Community and Economic Development Department Director.
11. The subject property shall be properly maintained prior to, during and after the property is redeveloped for the proposed use. This shall include regularly scheduled landscape management, removal of trash/debris and illegal parking of vehicles or trailers.



GAINESVILLE

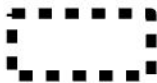
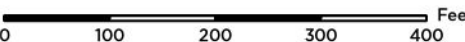


Applicant: SIMPATICO COMMUNITIES		Request: Rezone a +/- 3.17 AC tract currently zoned General Business (G-B) to Planned Unit Development (PUD) for a mixed-use building consisting of office, living hospitality, restaurant/bar and residential uses.	
REZONING REQUEST			
Subject Property Address: 839 Jesse Jewell Parkway 853 Jesse Jewell Parkway	Tax Parcel: 01-029-001-005 01-029-001-007	 Subject Property	 Scale: 1" = 200'
Meeting Date: 01/09/2024 Map Prepared: 12/12/2023			



GAINESVILLE



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REZONING REQUEST			
Subject Property Address: 839 Jesse Jewell Parkway 853 Jesse Jewell Parkway	Tax Parcel: 01-029-001-005 01-029-001-007	 Subject Property	Aerial from 2021
Meeting Date: 01/09/2024		Map Prepared: 12/12/2023	
		 Feet Scale: 1" = 200'	





SIMPATICO
BUILDING.
TOGETHER.

LIVING HOSPITALITY BY
SIMPATICO COMMUNITIES
PUD NARRATIVE

The City of Gainesville, Georgia

First Submittal: May 15, 2023

Second Submittal: November 15, 2023

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I. INTRODUCTION

A. EXECUTIVE SUMMARY

Simpatico Communities on behalf of the property owner, is requesting a rezoning for a new mixed-use development located at 839 Jesse Jewell Parkway Southwest within the City of Gainesville, Georgia. The request is to rezone the property from G-B (General Business) to Planned Unit Development (PUD). The property is located within the Westside Character District and is bordered by Jesse Jewell Parkway to the north and Pearl Nix Parkway to the south. The property is composed of two vacant parcels, identification numbers 01029 001005 and 01029 001007 totaling an estimated 3.17 acres.

The PUD zoning district is intended to provide for flexibility in the mixture and arrangement of land uses, thus encouraging the development of a mixed-use concept. The proposed use for the site is a mixed-use development concept referred to by the development team as Living Hospitality (LH), which offers a curated suite of accommodations including hospitality and flexible stay lengths, co-working spaces, executive members' clubs, social entertainment venues and food and beverage (F&B) operations. This concept is built for the residents to embody the "Stay, Live, Work, Play" mentality offering a unique, highly amenitized living experience.

The project will include the following:

- A five-story mixed-use building consisting of 148 residential and hospitality units ranging in size from 234 sf - 342 sf.
- A restaurant, coffee bar, and bar and kitchen area.
- A local co-working space designed with individual offices and conference space.
- An exercise room and an outdoor patio for entertainment.

It should be noted that the property is located within the 'Budgetel' area, which has been defined by the City as a blighted and underinvested area. Within the 2040 General Plan, the City and its constituents identified this area as a prime location for redevelopment, encouraging a mixed use vibrant area. The property's location at the intersection of Jesse Jewell Parkway, Queen City Parkway, and John W. Morrow, Jr. Parkway makes it a "gateway" into the central core of Gainesville and "it should be a node of activity that leaves a lasting impression." With the help of Tax Allocation District (TAD) funds and a strong partnership between Simpatico Communities and the City, the LH concept aims to transform the 'Budgetel' area and serve as a catalyst for future redevelopment for years to come.

II. LAND USE SUMMARY

A. COMPREHENSIVE PLAN CONSISTENCY

Per the Gainesville 2040 Comprehensive Plan, the property is designated as Commercial and lies within the Westside character area. The Westside character area is defined as stable and in good condition, yet there is a desire for redevelopment and revitalization of the district.

The proposed development aligns with the Westside character area and the Gainesville 2040 Comprehensive Plan Goals and Objectives in the following ways:

Land Use

- Creates design guidelines that encourage walkability.
- Highlights the area's unique character.
- Encourages development in distressed areas.
- Encourages development on vacant land.

Community Facilities and Services

- Promotes education and growth through co-working spaces.
- Possible revenue generating events facility through flex spaces.
- Provides entertainment opportunities for residents.

Housing

- Provides residential opportunities adjacent to commercial hubs.
- Prioritizes increasing the availability of housing options in the area.

Economic Development

- Incentivizes and encourages business investment and job creation.
- Diversified uses within the Westside character area to attract a multitude of users.
- Continues to promote businesses that offer a unique array of goods and services to attract customers from a wide area.

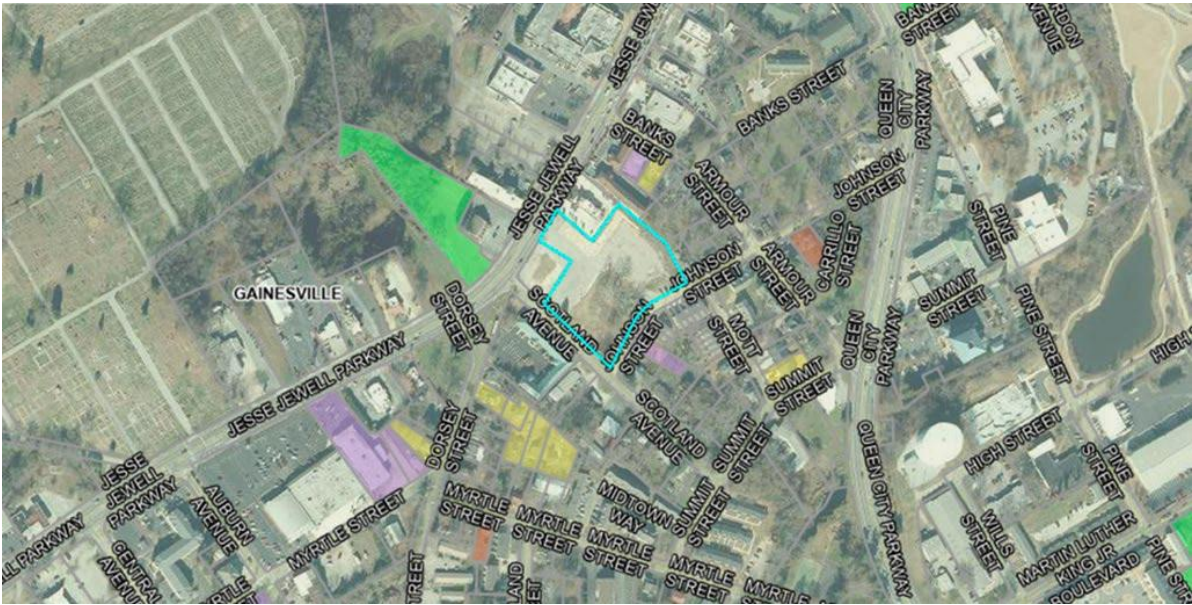




B. DEVELOPMENT SUMMARY

Property Address:	839 Jesse Jewell Parkway Southwest, Gainesville, Georgia
Parcel Numbers:	01029 001005 & 01029 001007 (To be combined)
Site Area:	3.17 Acres
Existing Zoning:	G-B (General Business)
Existing Conditions:	Vacant
Proposed Zoning:	PUD - Commercial, Residential, Office
Proposed Density:	148 units
Site Development:	Mixed Use Building
	Approx. Building Square Footage: 97,597 sf
Maximum Structure Height:	5 stories, 75'
Open Space:	10%
Parking:	Per City of Gainesville Zoning Ordinance

B. AERIAL OVERVIEW



The property is currently vacant and generally slopes from northwest to southeast, with a significant topography drop toward Johnson Street. There is an existing billboard on the site which will remain in place. Access is existing off Jesse Jewell Parkway and will remain.

C. SURROUNDING AREA

The immediate surrounding area is diverse consisting of commercial, residential, and exempt land uses. To the north of the site there is a Popeye's fast-food restaurant as well as single family residential homes. To the west of the site there are office buildings and the Pentecostal Church. To the south of the site there is a motel and a service repair garage. To the east of the site there are various single-family residential units. The existing land uses, general plan land use, and existing zoning are demonstrated in Table 1.

Table 1. Surrounding Land Uses

	Existing Land Uses	General Plan Land Use	Existing Zoning
Site	Vacant	Commercial	G-B
North	Fast Food Restaurant, Single-family Residential	Commercial, Residential	C-3, R-3
West	Office Buildings, Church	Commercial, Exempt	C-3, E-2
South	Motel, Service Repair Garage	Commercial	C-3
East	Single-family Residential	Residential	R-3

III. GENERAL PUD GUIDELINES

A. PROPOSED USE

With continued growth in revenue, supply and popularity, the boutique hotel concept has proven to be a growing staple in the hospitality industry. Boutique hotels achieve higher revenues than most traditional US hotels and are more appealing to a wider audience than traditional mid-scale hotels. Small, suburban towns and mixed-use centers have become attractive for boutique hotel development to entice vibrancy and curiosity for their location. With an intent to heighten the travel experience, these hotels are being designed and introduced to provide a location storyline, food and beverage, and unique amenities.

Playing on this growing trend, Simpatico Communities has been in development of a concept being branded as Living Hospitality (LH) which is built around both the boutique hotel concept and the idea of "Stay, Live, Work, Play" lifestyle. The LH concept is contained within one mixed use building providing a blended offering of amenities and living accommodation meant to support both users and guests alike. The LH development concept understands and remains adaptive towards the growing desire for flexible, hybrid interior spaces that encourage a strong community environment for residents and visitors.



Definition

For the purposes of this PUD, Living Hospitality is defined as follows:

A boutique facility offering living accommodations for overnight stays and up to 365 days that includes two or more of the following lifestyle amenities; food and beverage, co-working space, specialty general stores that may include but not limited to coffee, baked goods, confections, general merchandise, experiential design, and membership clubs.

Permitted Uses

This PUD shall include all permitted uses under the PUD Code Section per sections § 9-7-1-3 and § 9-7-1-4 which include the following:

- Dwelling, multiple-family (A maximum of 59 units (40% of total) are permitted to be for more than 15 consecutive days at any given time. This includes 40 specifically designed apartments unit on floors one and two, and up to 19 hotel type units on floors three, four and five.)
- Office
- Hospitality/Hotel
- Retail or service commercial
- Live entertainment
- Outdoor entertainment

B. DEVELOPMENT STANDARDS TABLE

Building and Site Requirements	Existing G-B	PUD
Minimum site area to rezone to this district (square feet except as shown)	15,000	15,000
Maximum Building Coverage (percent of lot area)	60%	60%
Maximum impervious surface coverage (percent of lot area)	80%	80%
Minimum landscape open space for non-single-family residential use (percent of lot area)	10%	8%
Minimum road frontage (feet)	40	40
Minimum lot width, all uses (feet)	100	100
Minimum lot size, detached single-family dwelling (square feet)	NP	NP
Minimum lot size, two family dwelling (square feet)	NP	NP
Minimum lot size, all other permitted uses (square feet)	15,000	15,000
Maximum Residential density for residential and hotel uses***	NP	146 units
Height Requirements		

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Maximum height (feet)	75	75
Maximum height (number of stories)	5	5
Principal Building Setbacks and Buffers		
Front setback, all streets, minimum (feet)	40	25
Side setback, minimum (unless otherwise specified) (feet)	None	5
Rear setback, minimum (unless otherwise specified) (feet)	None	5
Side or rear setback, abutting RR r/w or alley, minimum (feet)	None	None
Landscape Strips		
Minimum landscape strip required along right-of-way for any non-single-family residential use (width in feet)	10	10
Minimum landscape strip required alongside property lines for any non-single residential use (width in feet)	None	None
Minimum landscape strip required along right-of-way of existing street for any residential subdivision involving a new street and more than five lots (along that part of the frontage not used for the new street). Plantings within landscape strips shall not obstruct sight visibility triangles easements.	NA	NA
Notes: *Shall meet the principal building setback and buffer standards unless otherwise within Chapter 9-10-7 of this Unified Land Development Code ** Required zoning buffers may be reduced in width with installation of a structural buffer as provided in Chapter 9-16-2-6 of the Uniform Building Development Code. NP = Not Permitted ***A maximum of 59 units (40% of total) are permitted to be rented for more than 15 consecutive days at any given time. This includes 40 specifically designed apartments units and up to 19 hotel type units.		



C. SITE AND BUILDING DESIGN

The concept plan provides one access point near its historically located point off Jesse Jewell Parkway and another access point on Scotland Avenue. No access planned to Johnson Street. Queuing has been considered upon entering and exiting the site, with initial pausing points well away from the Jesse Jewell Parkway access points.

The site plan was designed with a vibrant vehicular entry like most hotels with reception, vehicular connectivity, lobby functions, guest rooms, kitchen, and dining. The building design features an outdoor patio area fronting Jesse Jewell Parkway creating an inviting environment which appeals to travelers. When entering the property from Jesse Jewell Parkway, residents and guests will arrive at a main porte cochere area in the middle of the site creating a destination feel. Residents and guests would enter the building through this main porte cochere area which opens to the lobby check in counter, restaurant area, coffee shop, and well-placed stairwell (and elevator) inviting guests up to the open-air patio on the second floor.

The second level is a key feature where the LH functions blend, share, and merge to offer co-working functions, enlarged outside access over the porte cochere and entertainment offerings for a special experience. The objective is to create a greater space involvement for guests and residents to create a vibrant area encouraging a lively atmosphere.

Additional levels of the building offer a variety of stay lengths. Longer term users will stay more involved with the various structure offerings and amenities while single night users may come and go as in a normal hotel operation. The individual spaces within the building are described further in the following sections.

Living Space

Living spaces within the LH component offer blended leisure stays or flexible apartment space whether users are staying for one night or an extended length. The idea is to deliver travelers and users hotel lifestyle stays adaptable living spaces. Living spaces are built to be diverse, exciting, and custom designed to adapt and flex to anyone's needs. The project will include multiple room offerings including studios, one bedroom flex spaces, and two bedroom connecting options.

Co-working Space

Co-working space is an exciting office component designed to blend the needs of contemporary entrepreneurs, solo-gigger's and buzzing startups. For those working from home, or those looking for an office space nearby, there is an option for everyone. The building is designed to provide this exciting and powerful real-life destination for all those seeking a customizable work environment.

Restaurant/Bar/Coffee Bar

The food and beverage component brings people together and creates a sense of place by creating social interactions. Having a restaurant and bar in the same area as lobby and working spaces allows for residents and guests to move seamlessly from

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one area to the next. The project aims to provide great dining experiences and an experiential bar like a speakeasy for entertainment. Additionally, a vibrant coffee bar will be provided in the morning hours to incentivize a working and social environment that is inviting to both residents and guests.

Entertainment/Social Component

The entertainment/social component allows for experiential activities and competitive games that gather friends to play. The indoor spaces and expansive outdoor patio will be programed to bring people together and offer a variety of different activities.

D. BUILDING ARCHITECTURE

The style of the proposed building design and massing is to reflect the architecture heritage of Gainesville with a modern interpretation of its historic character. In the 1880's the architecture was primitive and classical Greek Rival Style featuring vertical columns, horizontal cornices, and balconies. In the 1920's Civic architecture began to simplify from the earlier classical style featuring a recognizable classicism in massing and scale but with much less ornamentation.

Simpatico Communities desire to follow in this evolution of style with elements which speak of this earlier simplified classicism. We have taken this inspiration and created a design which would feel quite at home in Gainesville. It is not foreign to the historic influence.

The proposed structure will be a key element and focus in the general area. When traveling northeast on Jesse Jewell Parkway the structure will be especially visible due to Jesse Jewell Parkway making a curve/bend to the left. The structure will be the focal point traveling in this direction. When traveling in the opposite direction some of the bends will add prominence, but also the 5-story height will feature the structure. The quality and vibrancy of the structure will be an added attribute that will give a very noticeable presence.

The design will be crafted to both give a private and controlled nature to the entry that is internalized on the site. A porte cochere and the patio on top of the porte cochere will add extra vitality. The Jesse Jewell Parkway building frontage will be inviting and vibrant. Other elevations will be less extroverted due to either to the north being a blank wall, the east being a neighborhood where the least impact is planned for and the south where a combination of an older motel and neighborhood also do not warrant an extroverted design.

E. PARKING

A preliminary parking demand study was commissioned by the development team to determine adequate parking calculations. Additional details and analysis will be provided in the future site plan application following the PUD zoning approval. Using provisions within the Gainesville Zoning Ordinance, the preliminary analysis showed an estimated parking demand of 242 parking spaces. The subject site proposes to include 266 on-site parking spaces, using a combination of surface level parking and an underground parking deck that plays with the natural slope of the property.



Although parking is proposed to be fully accommodated on site, per section 9-17-5-8 the Community Development Director may permit an allowance of on-street parking in addition to the on-site parking. This allowance is an appropriate consideration due to the location of the site, and to further ensure adequate parking is provided. As the project team moves through the development process, a formal final parking demand study will be commissioned based on the final number of rooms and building square footage through the site plan/civil review process, subject to the approval of the Community Development Director.

F. UTILITIES

Water: City of Gainesville
Sewer: City of Gainesville
Electrical: Georgia Power
Gas: Liberty
Garbage: City of Gainesville

G. SIGNAGE

The primary building exposure fronts on Jesse Jewell Parkway. The current signage plan would be to utilize vertical signage on the building which orients perpendicular to Jesse Jewell Parkway on both the NEC and NWC of the building. This will provide much visibility to those driving in either direction. Additional signage such as a monument sign may also be considered.

The existing billboard located on the northwest corner of the site is to remain in its present condition. The project team has no intention of redeveloping the billboard.

Signage is proposed to follow the zoning ordinance, however, should modifications be sought, the developer will provide additional details and a formal request through the design/civil review phase of the project, consistent with Sec. 9-18-7-2. - Modification of monument signage requirement.

H. LANDSCAPE AND AMENITY DESIGN

The landscape design language is complimentary to the classical yet modernized Greek Revival architecture, which became Gainesville's architectural style in the 1920's. This landscape language creates a balanced, organized feel in the built environment using symmetry and clean lines. At the same time, the softness of the plantings provides a welcome contrast to the hard lines of the building, adding a touch of warmth and natural beauty. The chosen plantings are primarily native or adapted native plants which promote longevity and attainable maintenance. A mix of evergreen and deciduous trees, as well as woody shrubs, and perennial flowering plants provide seasonal interest and a pop of color. The auto court can also become a flex gathering space for special events. Additionally, two separate multi-functional roof decks add another layer of charm to this already stunning architectural masterpiece.

I. LIGHTING

The site lighting design will be carefully planned to highlight the classic features of the building. Up and down lighting could be used to accentuate specimen or ornamental trees, as well as certain architectural elements of the building, such as vertical columns, balconies, or cornices. The lighting is soft and subtle, enhancing the beauty of the architecture without overpowering it while meeting code requirements.

J. GRADING AND DRAINAGE

The property has a mild topography, sloping from Jesse Jewell Parkway to Johnson Street. This presents the opportunity to have a daylight basement level along Johnson. Driveways are proposed on Jesse Jewell and Scotland Ave. Stormwater detention will be addressed with an underground facility and then connecting to the existing storm drain infrastructure along Johnson. Landscape islands with bioretention basins or infiltration trenches throughout the site will be utilized for stormwater runoff reduction and water quality. Pervious pavement may also be applied throughout in select locations.

K. TAX ALLOCATION DISTRICT (TAD)

The property falls within City of Gainesville Tax Allocation District #3: Westside TAD. The purpose of the TAD is to upgrade and enhance the properties within the districts and their adjacent commercial corridors to encourage the private redevelopment of outmoded, highway-oriented commercial development into modern development patterns to achieve the vision set forth in the City of Gainesville's 2040 Comprehensive Plan.

As such, the proposed development seeks to utilize the funds made available by Westside TAD to help facilitate development. The project team believes the redevelopment of this site will be a primary driver for future redevelopment in the blighted area. Following the approval of the PUD, a formal TAD application will be submitted along with a detailed justification for allocation of funds to support the redevelopment of the site. This will include a detailed market analysis to support the justification in addition to all other required materials per the TAD application.

L. CITY BENEFIT

The City of Gainesville worked with the community as part of the 2040 Comprehensive Plan update to develop a long-range vision for the area the property exists in. As described previously, the property is centrally situated in the Jesse Jewell Parkway West redevelopment area, otherwise known infamously as the 'Budgetel' area. The proposed LH proposal includes several of the desired development outcomes described within the "Redevelopment Concepts" and will serve as a catalyst for further development in a distressed area. The following statements have been taken directly from the Redevelopment Concepts which serve to illustrate consistency.

Statements like,

- "Its location at the intersection of Jesse Jewell Parkway, Queen City Parkway, and John W. Morrow, Jr. Parkway makes it a "gateway" into the central core of



Gainesville and it should be a node of activity that leaves a lasting impression of those visiting or passing through."

- "The resulting concept is a mixed-use center where people can live, work, and enjoy leisure time"
- "The parcels between Scotland Avenue and Banks Street showed potential to serve as a mixed-use center that could serve the residential development behind it, while creating for new infill development"
- "The design of this concept plan puts commercial and mixed use buildings along the street where possible to create a sense of walkability."

The sites proposed height, focal point traveling generally northeast on Jesse Jewell Parkway, quality and state-of-the-art architecture will be a beacon for the Redevelopment Concept. The development with flexible stay lengths, co-working spaces, restaurants, entertainment offerings, innovative room choices and overall uniqueness will be a magnet for users and other businesses to model.

Simpatico Communities will provide the City of Gainesville, Georgia with a unique Planned Unit Development incorporating innovative living spaces, experiential components, flexibility, entertainment, co-working spaces, and food and beverage. Through this curated lifestyle concept our mixed-use development will cater to all residents by providing a variety of uses and an inviting atmosphere. A great benefit of this project is that it will be open to the public and guests alike, thus the area will become more utilized. This will have the potential to provide the city with opportunities for future business and economic development in the area.

RECORDING INFORMATION

AREA
3.171 ACRES

SURVEYOR'S CERTIFICATION

TO VIRTUA GAINESVILLE HOTEL OWNER, LLC AND FIRST AMERICAN TITLE INSURANCE COMPANY:
THIS IS TO CERTIFY THAT THIS MAP OR PLAT AND THE SURVEY ON WHICH IT IS BASED
WERE MADE IN ACCORDANCE WITH THE 2016 MINIMUM STANDARD DETAIL REQUIREMENTS FOR
ALTA/NSPS LAND TITLE SURVEYS, JOINTLY ESTABLISHED AND ADOPTED BY ALTA AND NSPS,
AND INCLUDES ITEMS 1,3,4,5,8,11(g) & 13 OF TABLE A THEREOF. THE FIELD WORK WAS
COMPLETED ON 05/23/19.

Benjamin L. Drerup
BENJAMIN L. DRERUP, LS GA# 3162 05/02/2023
DATE

LEGEND

ABBREVIATIONS	SYMBOLS
AI - ANGLE IRON	● IRON PIN FOUND
BL - BUILDING SETBACK LINE	■ CONCRETE MONUMENT FOUND
BM - BENCHMARK	□ EXCEPTION NOTE CALLOUT
BWF - BARB WIRE FENCE	○ IRON PIN SET
CI - CURB INLET	⊙ COMPUTED POINT (NOT SET)
CO - CLEANOUT	⊙ SANITARY SEWER MANHOLE
CBS - CURB & GUTTER	⊙ JUNCTION BOX
CL - CENTERLINE	▤ DOUBLE-WING CATCH BASIN
CLF - CHAIN LINK FENCE	▤ SINGLE-WING CATCH BASIN
CMF - CONCRETE MONUMENT FOUND	■ DROP INLET
CMP - CORRUGATED METAL PIPE	■ CURB INLET
CONC - CONCRETE	⚡ FIRE HYDRANT
CTP - CRIMP TOP PIPE	⚡ WATER VALVE
D - DEPTH	⚡ WATER METER
DB - DEED BOOK	⚡ UTILITY POLE
DE - DRAINAGE EASEMENT	⚡ GUY WIRE
DI - DROP INLET	⚡ GUY POLE
DIP - DUCTILE IRON PIPE	⚡ LIGHT POLE
DIST - DISTURBED	⚡ POWER BOX
DWCB - DOUBLE WING CATCH BASIN	⚡ POWER MANHOLE
E - EAST	⚡ POWER METER
EA - EDGE OF ASPHALT	⚡ TELEPHONE BOX
EC - EDGE OF CONCRETE	⚡ TELEPHONE MANHOLE
EG - EDGE OF GRAVEL	⚡ GAS METER
FDC - FIRE DEPARTMENT CONNECTION	⚡ GAS VALVE
FFE - FINISHED FLOOR ELEVATION	
FH - FIRE HYDRANT	
FP - FLAG POLE	
GL - GAS	
GM - GAS METER	
GW - GUY WIRE	
HWF - HOS WIRE FENCE	
ICB - IRRIGATION CONTROL BOX	
IM - IRRIGATION METER	
IPS - IRON PIN SET	
IV - IRRIGATION VALVE	
JB - JUNCTION BOX	
LLL - LAND LOT LINE	
MH - MANHOLE	
MW - MONITORING WELL	
N - NORTH	
N/F - NOW OR FORMERLY	
OTP - OPEN TOP PIPE	
PB - PLAT BOOK	
PBX - POWER BOX	
PG - PAGE	
PKN - SURVEY NAIL (PARKER-KALON)	
PL - PROPERTY LINE	
POB - POINT OF BEGINNING	
PCC - POINT OF COMMENCEMENT	
PS - PLAT SLIDE	
PSO - POWER STUB OUT	
PVC - POLYVINYL CHLORIDE PIPE	
REBAR - REINFORCED CONCRETE PIPE	
REC - RECORDED	
R/W - RIGHT-OF-WAY	
S - SOUTH	
SD - SLOTTED DRAIN	
SOV - WATER SHUT OFF VALVE	
SS - SOLID TO STEEL ROD	
SSE - SANITARY SEWER EASEMENT	
SW - SIDEWALK	
SWCB - SINGLE WING CATCH BASIN	
TR - TREADED STEEL ROD	
TSB - TRAFFIC SIGNAL BOX	
TSP - TRAFFIC SIGNAL POLE	
TV - TYPICAL	
UC - UNDERGROUND CABLE	
UP - UNDERGROUND POWER	
UT - UNDERGROUND TELEPHONE	
VCP - VITRIFIED CLAY PIPE	
W - WEST	
WL - WATER LINE	
WE - WATER EASEMENT	
WI - WATER INLET	
WTF - WROUGHT IRON FENCE	
WSE - WATER SURFACE ELEVATION	
WVT - WATER VAULT	

EXCEPTIONS

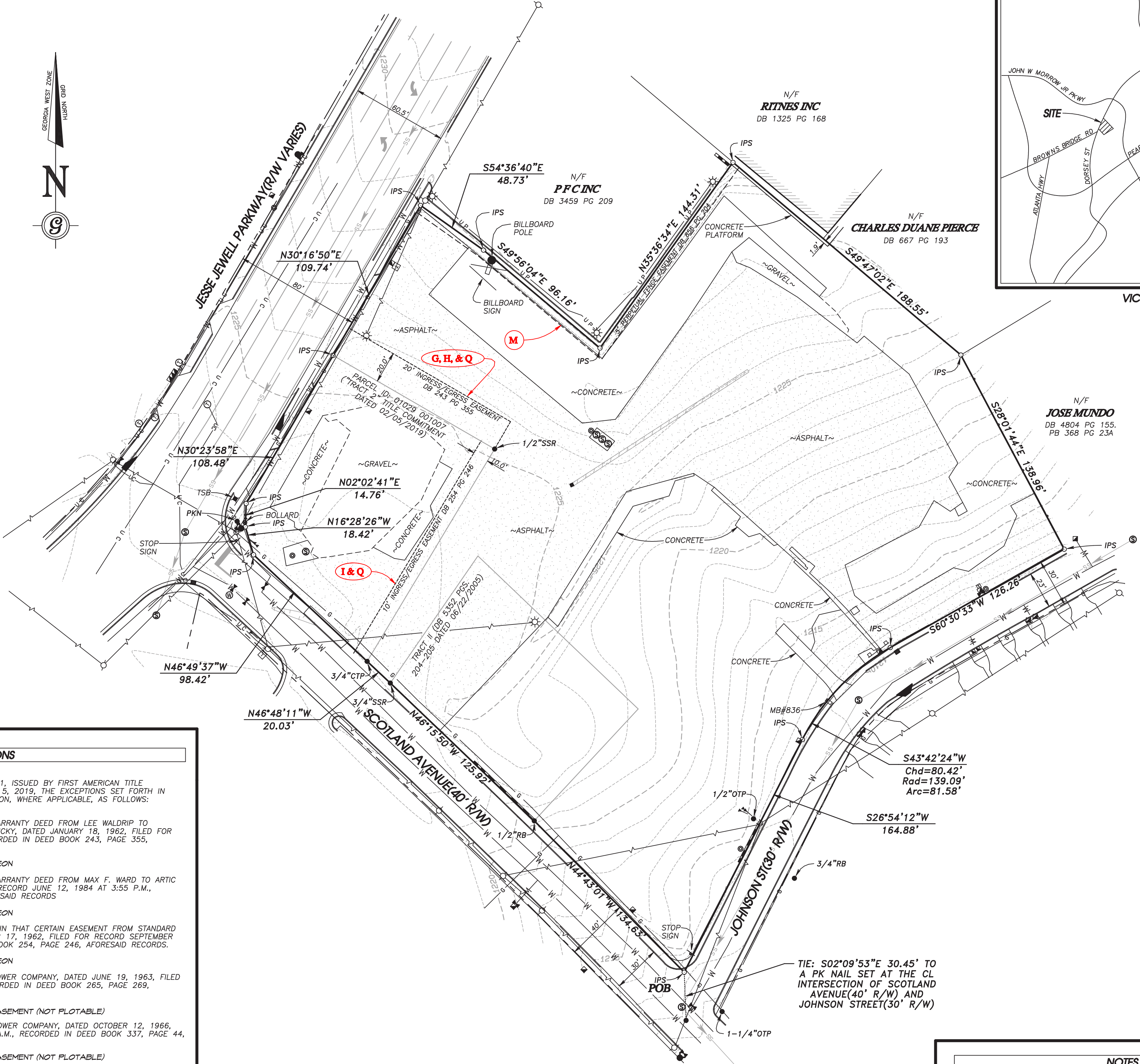
WITH RESPECT TO TITLE COMMITMENT # 2-37251, ISSUED BY FIRST AMERICAN TITLE INSURANCE COMPANY, EFFECTIVE DATE: FEBRUARY 5, 2019, THE EXCEPTIONS SET FORTH IN SCHEDULE B - SECTION II ARE ADDRESSED HEREON, WHERE APPLICABLE, AS FOLLOWS:
(G) EASEMENT AS CONTAINED IN THAT CERTAIN WARRANTY DEED FROM LEE WALDRIP TO STANDARD OIL COMPANY, INCORPORATED IN KENTUCKY, DATED JANUARY 18, 1962, FILED FOR RECORD JANUARY 18, 1962 AT 10:00 A.M., RECORDED IN DEED BOOK 243, PAGE 355, RECORDS OF HALL COUNTY, GEORGIA.
AFFECTS THE SUBJECT PROPERTY, SHOWN HEREON
(H) EASEMENT AS CONTAINED IN THAT CERTAIN WARRANTY DEED FROM MAX F. WARD TO ARTIC CIRCLE, INC., DATED JUNE 11, 1984, FILED FOR RECORD JUNE 12, 1984 AT 3:55 P.M., RECORDED IN DEED BOOK 842, PAGE 199, AFORESAID RECORDS.
AFFECTS THE SUBJECT PROPERTY, SHOWN HEREON
(I) TWO (2") INCH GAS PIPE LINE AS CONTAINED IN THAT CERTAIN EASEMENT FROM STANDARD OIL COMPANY TO LEE WALDRIP, DATED SEPTEMBER 17, 1962, FILED FOR RECORD SEPTEMBER 24, 1962 AT 12:00 NOON, RECORDED IN DEED BOOK 234, PAGE 246, AFORESAID RECORDS.
AFFECTS THE SUBJECT PROPERTY, SHOWN HEREON
(J) EASEMENT FROM LEE WALDRIP TO GEORGIA POWER COMPANY, DATED JUNE 19, 1963, FILED FOR RECORD JUNE 20, 1963 AT 9:00 A.M., RECORDED IN DEED BOOK 265, PAGE 269, AFORESAID RECORDS.
AFFECTS THE SUBJECT PROPERTY, BLANKET EASEMENT (NOT PLOTABLE)
(K) EASEMENT FROM LEE WALDRIP TO GEORGIA POWER COMPANY, DATED OCTOBER 12, 1966, FILED FOR RECORD OCTOBER 14, 1966 AT 9:00 A.M., RECORDED IN DEED BOOK 337, PAGE 44, AFORESAID RECORDS.
AFFECTS THE SUBJECT PROPERTY, BLANKET EASEMENT (NOT PLOTABLE)
(L) SEWER EASEMENT FROM LEE WALDRIP TO THE CITY OF GAINESVILLE, GEORGIA, DATED AUGUST 17, 1955, FILED FOR RECORD MARCH 17, 1967 AT 11:00 A.M., RECORDED IN DEED BOOK 344, PAGE 327, AFORESAID RECORDS.
THIS DOCUMENT CALLS OUT A 30' SANITARY SEWER EASEMENT, BUT DOES NOT IDENTIFY THE ASSOCIATED STRUCTURE
(M) BOUNDARY LINE AND MUTUAL EASEMENT AGREEMENT BY AND BETWEEN R & M PROPERTIES, INC. AND TOMMY E. WARNER, DATED OCTOBER 2, 1984, FILED FOR RECORD OCTOBER 3, 1984 AT 11:20 A.M. RECORDED IN DEED BOOK 856, PAGE 204, AFORESAID RECORDS.
AFFECTS THE SUBJECT PROPERTY, SHOWN HEREON
(N) CONSTRUCTION & DRIVEWAY EASEMENT FROM R & M PROPERTIES, INC. TO DEPARTMENT OF TRANSPORTATION, DATED OCTOBER 31, 1985, FILED FOR RECORD NOVEMBER 5, 1985 AT 10:37 A.M., RECORDED IN DEED BOOK 929, PAGE 222, AFORESAID RECORDS.
AFFECTS THE SUBJECT PROPERTY; THE ATTACHED PLANS ARE NOT LEGIBLE, EASEMENTS COULD NOT BE PLOTTED
(O) LEASE AS EVIDENCED BY THAT CERTAIN MEMORANDUM OF LEASE BY AND BETWEEN HUM, LLC ("LESSOR") AND FMO REAL ESTATE, LLC ("LESSEE"), DATED MAY 7, 2018, FILED FOR RECORD JUNE 22, 2018 AT 1:58 P.M., RECORDED IN DEED BOOK 8109, PAGE 36, AFORESAID RECORDS.
NOT PLOTABLE
(P) LEASE AS EVIDENCED BY THAT CERTAIN MEMORANDUM OF LEASE BY AND BETWEEN HUM, LLC ("LESSOR") AND FMO REAL ESTATE, LLC ("LESSEE"), DATED APRIL 5, 2013, FILED FOR RECORD MAY 16, 2013 AT 12:14 P.M., RECORDED IN DEED BOOK 7190, PAGE 364, AFORESAID RECORDS.
NOT PLOTABLE
(Q) ALL THOSE MATTERS AS DISCLOSED BY THAT CERTAIN PLAT RECORDED IN PLAT BOOK 98, PAGES 226 AND 227, AFORESAID RECORDS.
ALL APPLICABLE MATTERS SHOWN HEREON

LEGAL DESCRIPTION

All that tract or parcel of land lying and being in Land Lot 411, in the City of Gainesville, State of Georgia, and being more particularly described as follows:

COMMENCING for the same at a PK Nail set at the centerline intersection of Scotland Avenue (40' right of way) and Johnson Road (30' right of way) thence running North 02°09'53" West, a distance of 30.45 feet to an iron pin set at the right of way intersection of said Scotland Avenue and Johnson Road, being the point of BEGINNING; thence running along the right of way of Scotland Avenue, along land now or formerly owned by HUM LLC, North 44°43'01" West, a distance of 134.63 feet to a 1/2" rebar; thence North 46°15'50" West, a distance of 125.92 feet to a 3/4" solid steel rod; thence North 46°48'11" West, a distance of 20.03 feet to a 3/4" crimp top pipe; thence North 46°49'37" West, a distance of 98.42 feet to an iron pin set; thence North 16°28'26" West, a distance of 18.42 feet to an iron pin set; thence North 02°02'41" East, a distance of 14.76 feet to an iron pin set at the right of way intersection of said Scotland Avenue and Jesse Jewell Parkway (right of way varies); thence leaving the right of way of Scotland Avenue, running along the right of way of said Jesse Jewell Parkway, North 39°23'58" East, a distance of 108.48 feet to an iron pin set; thence North 30°16'50" East, a distance of 109.74 feet to an iron pin set; thence leaving said right of way of Jesse Jewell Parkway, running along land now or formerly owned by PFC Inc., South 54°36'40" East, a distance of 48.73 feet to an iron pin set; thence South 49°56'04" East, a distance of 96.16 feet to an iron pin set; thence North 35°36'34" East, a distance of 144.31 feet to an iron pin set; thence running along land now or formerly owned by Ritnes Inc. and land now or formerly owned by Charles Duane Pierce, South 49°47'02" East, a distance of 188.55 feet to an iron pin set; thence North 28°01'44" East, a distance of 138.96 feet to an iron pin set on the northerly right of way line of said Johnson Road; thence running along the right of way of said Johnson Road, South 60°30'33" West, a distance of 126.26 feet to an iron pin set; thence running along a curve to the left for an arc distance of 81.58 feet, said curve having a chord bearing of South 43°42'24" West and a chord distance of 80.42 feet and a radius of 139.09 feet to an iron pin set; thence South 26°54'12" West, a distance of 164.88 feet to an iron pin set, being the POINT OF BEGINNING.

Said tract contains 3.171 acres more or less.



NOTES

- THE PURPOSE OF THIS PLAT IS TO DEPICT ALL OF THE LAND CONVEYED TO HUM, LLC BY RANUIT K PATEL VIA DB 5482 PG 542, DATED 09/28/2005 AND BY REALTY INCOME CORPORATION LTD VIA DB 7916 PG 323 DATED 06/14/2017.
- THE BASIS OF BEARING FOR THIS PLAT IS THE GEORGIA STATE PLANE COORDINATE SYSTEM, WEST ZONE (NAD 83). ALL DISTANCES SHOWN HEREON ARE GROUND (NOT GRID) DISTANCES. THE VERTICAL DATUM IS NAVD 88.
- ALL IRON PINS SET(IPS) ARE 1/2" REBAR UNLESS OTHERWISE NOTED. ALL OTHER MONUMENTATION CALLED FOR HEREON WAS FOUND IN PLACE.
- NO PORTION OF THE PROPERTY DEPICTED HEREON LIES WITHIN A FLOOD HAZARD ZONE PER FEMA FIRM MAP NUMBER 13139C0187G, EFFECTIVE DATE 04/04/2018.
- THE FIELD DATA UPON WHICH THIS PLAT IS BASED HAS A RELATIVE POSITIONAL ACCURACY OF 0.02 FEET + 50 PPM FOR THE SUBJECT PROPERTY CORNER MONUMENTS AND WAS ADJUSTED USING LEAST SQUARES. THE EQUIPMENT USED TO OBTAIN THE LINEAR AND ANGULAR MEASUREMENTS HEREIN WAS A LEICA TS12 ROBOTIC TOTAL STATION.
- THIS PLAT HAS BEEN CALCULATED FOR CLOSURE AND IS FOUND TO BE ACCURATE WITHIN ONE FOOT IN 267839 FEET.
- THIS SURVEY DOES NOT REPRESENT A THOROUGH INSPECTION OF THE INTERIOR OF THE PROPERTY SHOWN HEREON. IMPROVEMENTS, WETLANDS, DUMP SITES AND OTHER SIGNIFICANT FEATURES NOT SHOWN HEREON MAY EXIST.
- A LEICA GPS (GS14) DUAL FREQUENCY RTK SYSTEM WAS USED IN THE COLLECTION OF TOPOGRAPHIC/ PLANIMETRIC DATA FOR THIS SURVEY. RELATIVE POSITIONAL TOLERANCE FOR TOPOGRAPHIC/PLANIMETRIC FEATURES IS 0.10'. RELATIVE POSITIONAL TOLERANCE WAS CALCULATED AT 95% CONFIDENCE LEVEL BASED ON 2-SIGMA STATISTICAL VALUE OF OBSERVATION RESIDUALS.
- THE SURVEYED PROPERTY IS EQUAL TO THE PROPERTY CONTAINED IN FIRST AMERICAN TITLE INSURANCE COMPANY'S COMMITMENT NO. 2-37251

ALTA / NSPS LAND TITLE SURVEY

OF
839 & 853 SW JESSE JEWELL PARKWAY
FOR
VIRTUA GAINESVILLE HOTEL OWNER, LLC

LOCATED IN
LAND LOT 411
CITY OF GAINESVILLE
HALL COUNTY, GEORGIA



P.O. BOX 631, JEFFERSON, GA 30549
PHONE: (770) 717-4631
BDRERUP@GENUINEMAPPING.COM



KEY NOTES

- 1.RESTAURANT & BAR PATIO (GROUND LEVEL)
- 2.PORTE COCHERE BUILDING DROP-OFF
- 3.OUTDOOR PATIO (SECOND LEVEL)
- 4.PERIMETER & STREET LANDSCAPE
- 5.EXISTING BILLBOARD TO REMAIN
- 6.OVERHEAD UTILITY LINES TO REMAIN
- 7.EXISTING PEDESTRIAN SIDEWALK
- 8.PARKING LOT

TREE LEGEND

- STREET FRONTAGE TREE 'A'
- STREET FRONTAGE TREE 'B'
- PARKING LOT TREE
- BUFFER TREE
- ORNAMENTAL TREE















JESSE JEWELL PARKWAY
AKA BROAD STREET
R/W VARIES

EXISTING BILLBOARD
TO REMAIN IN PRESENT
CONDITIONS

SCOTLAND AVE
40' R/W

JOHNSON STREET
30' R/W

A 1st LEVEL SITE PLAN
1"=20'-0"
0' 10' 30' 50'
NORTH

Project Data

	Apartments¹											Hotel¹						Units	Public	BOH	Laundry	Employee Lounge	Kitchen	Lobby	House keeping	Vert. / Circulation	Offices	Exercise Room	Restaurant/Bar & Venue	Coffee Shop	Thrive Co-Working	Total Gross Area
	Accessible					Type B					Grand Total																					
	1Bed	K Studio	K Studio +	QQ	Total	1Bed	K Studio	K Studio +	QQ	Total	Unit Type																					
	2Bed	1Bed	K Studio	M Studio	QQ	Total							Area	Area	Area	Area	Area	Area	Area	Area	Area	Area	Area	Area	Area	Area	Area	Area	Area	Area		
Lower Level																																
1st Level	1	1	1	2	5	2	6	2	2	12	17																					
1.5 Level	1	1	1	2	5	2	12	2	2	18	23																					
2nd Level																																
3rd Level																																
4th Level																																
Total	2	2	2	4	10	4	18	4	4	30	40																					
% from 148 Units	1.4%	1.4%	1.4%	2.7%	6.8%	2.7%	12.2%	2.7%	2.7%	20.3%	27.0%																					

Notes:
1. A maximum of 59 units (40% of total) are permitted to be rented in excess of 15 days at any given time. This includes 40 specifically designed apartment units and up to 19 hotel type units.

Building Height: 66'-6"
Floor plans and square footages are conceptual and subject to change.

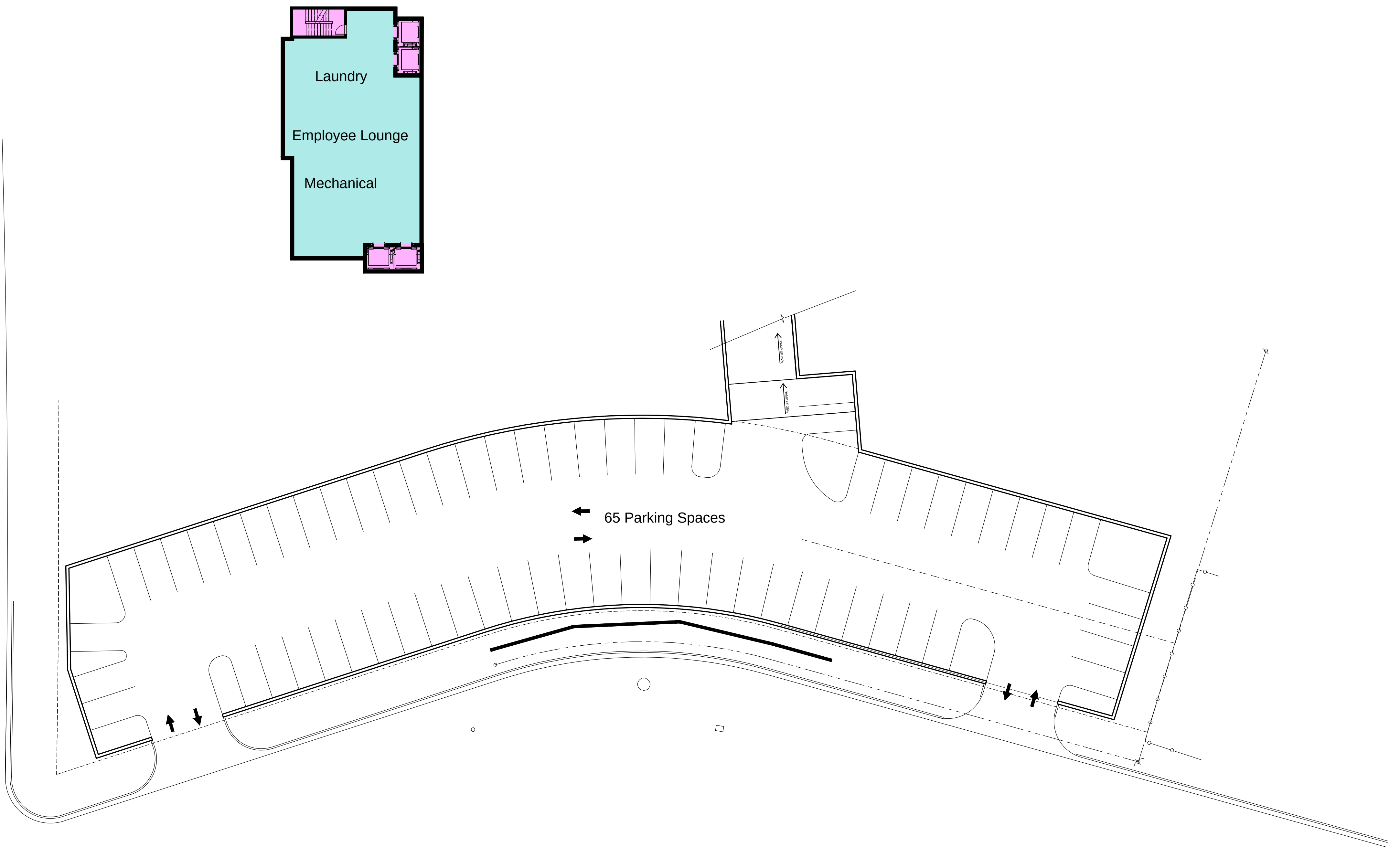


LK ARCHITECTURE

LIVING HOSPITALITY
Gainesville, GA

December 28, 2024

SA1



A LOWER LEVEL SITE PLAN

1"=20'-0"

0' 10' 30' 50'

NORTH

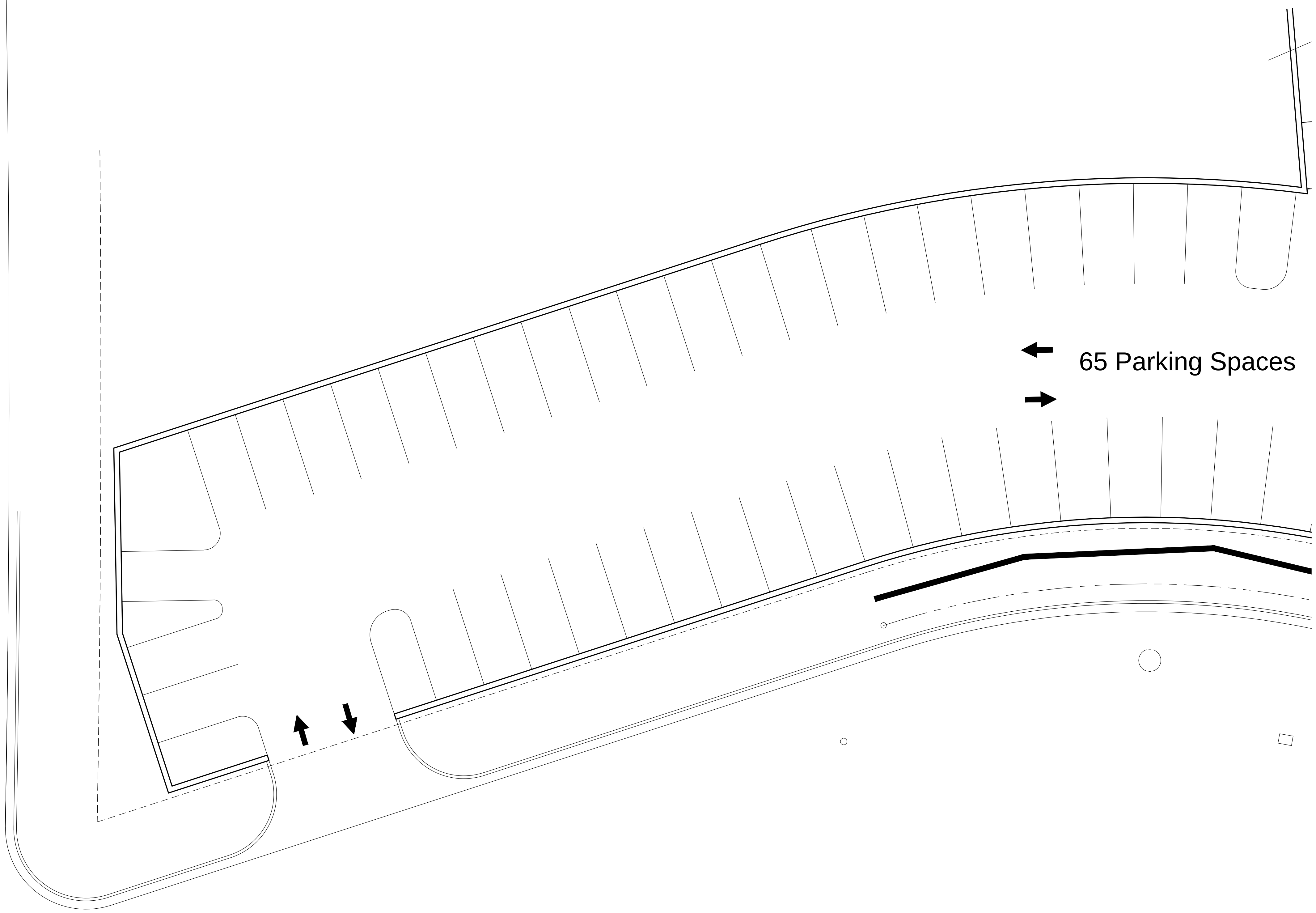
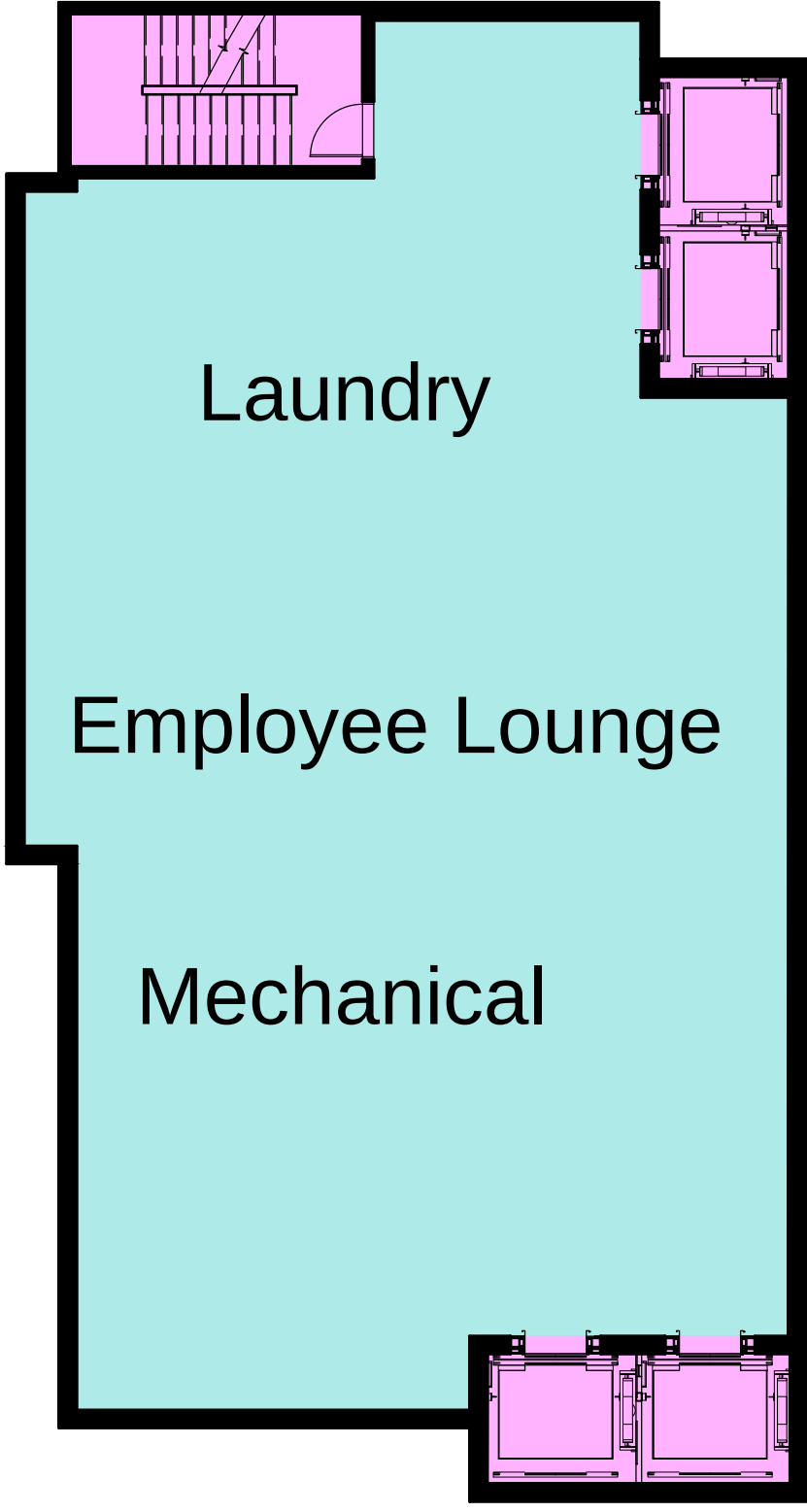


LK ARCHITECTURE

LIVING HOSPITALITY
Gainesville, GA

December 28, 2024

SA2



A LOWER LEVEL FLOOR PLAN
3/32"=1'-0"

0' 5' 10' 20' NORTH

The caption includes a north arrow pointing towards the top right and a scale bar with markings for 0, 5, 10, and 20 feet.

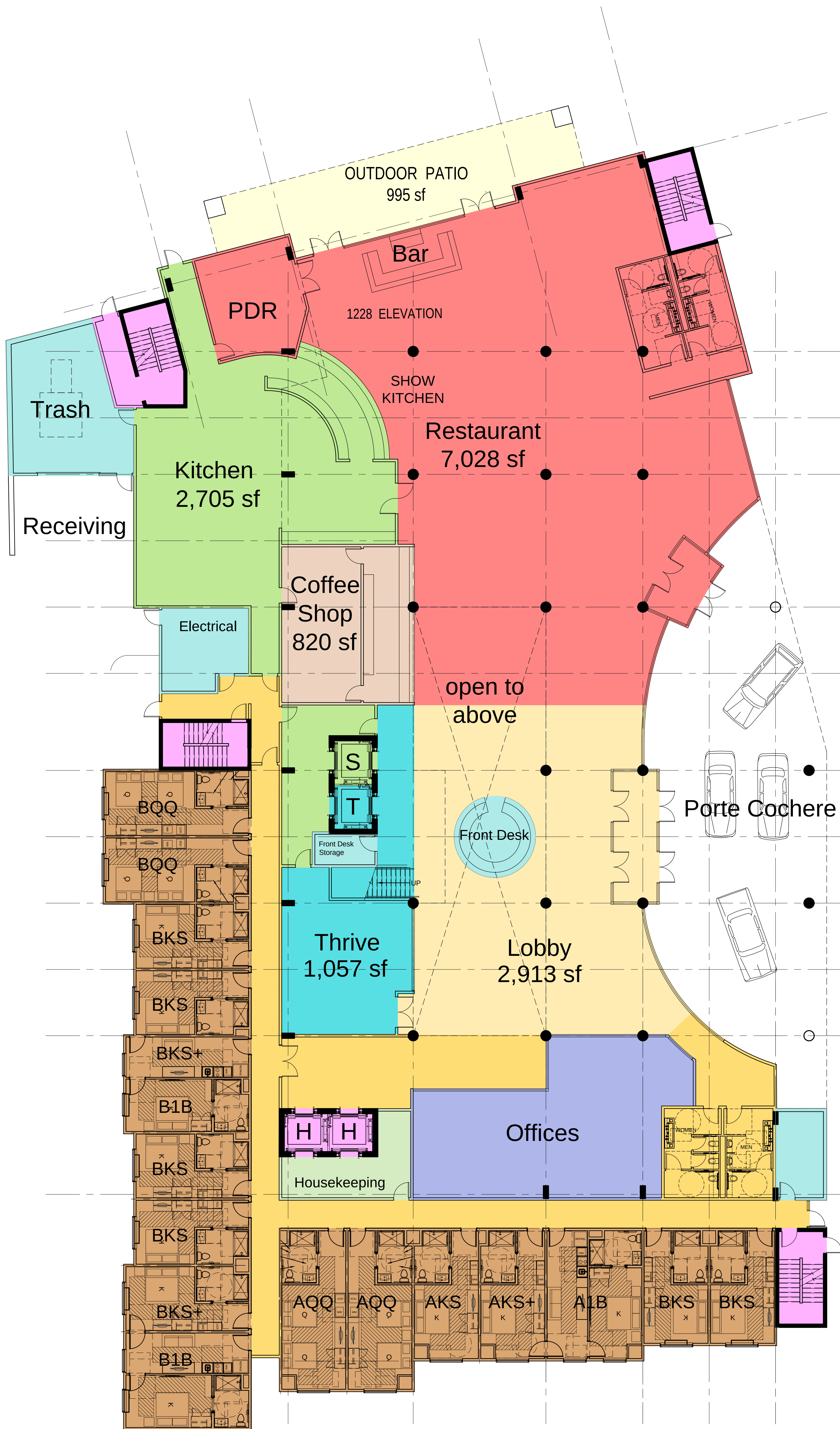


LK ARCHITECTURE

LIVING HOSPITALITY
Gainesville, GA

December 28, 2024

A0



A 1st LEVEL FLOOR PLAN
3/32"=1'-0"
0' 5' 10' 20'
NORTH



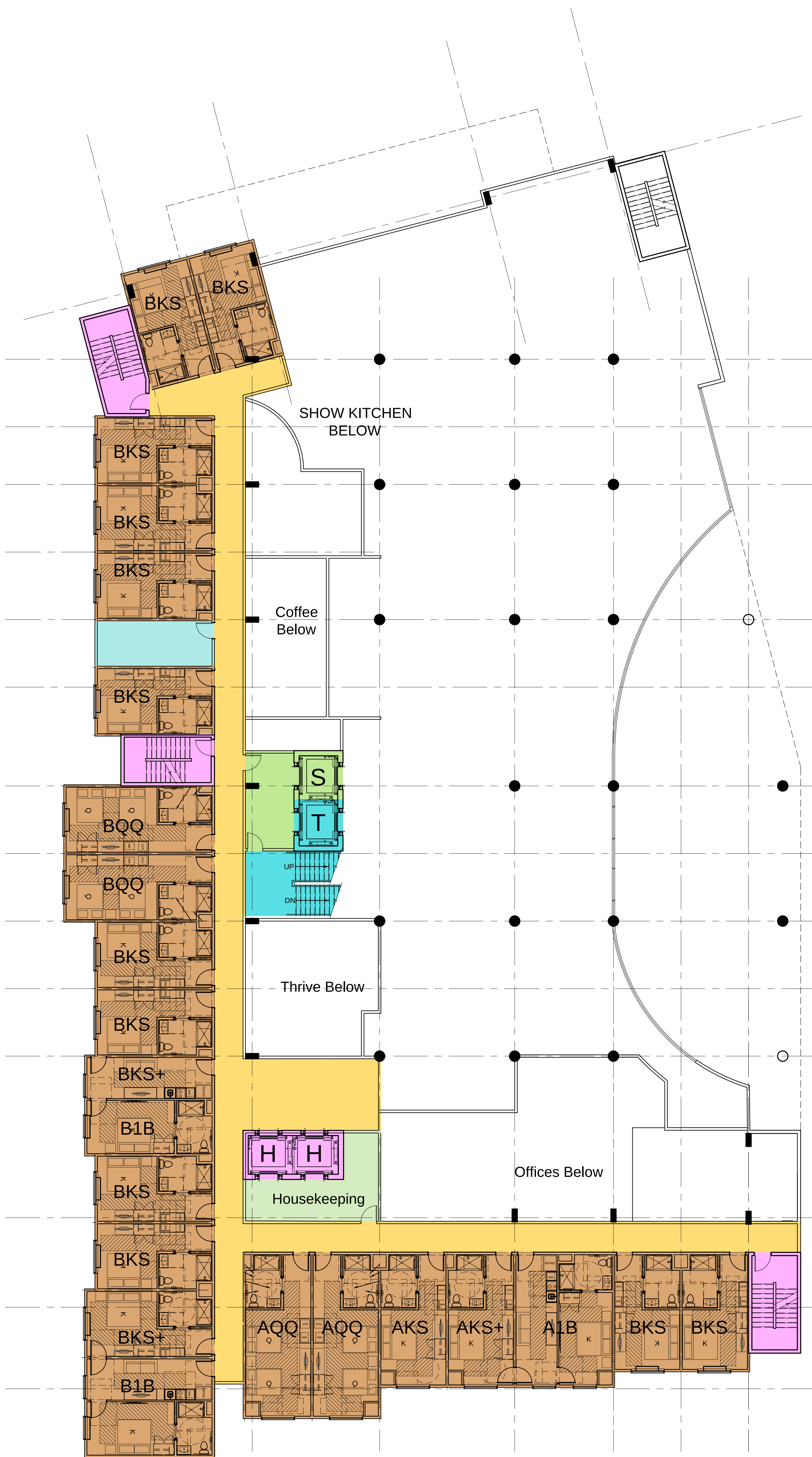
LK ARCHITECTURE

LIVING HOSPITALITY
Gainesville, GA

December 28, 2024

A1

A 1.5 LEVEL FLOOR PLAN
 3/32"=1'-0"
 0' 5' 10' 20'
 NORTH

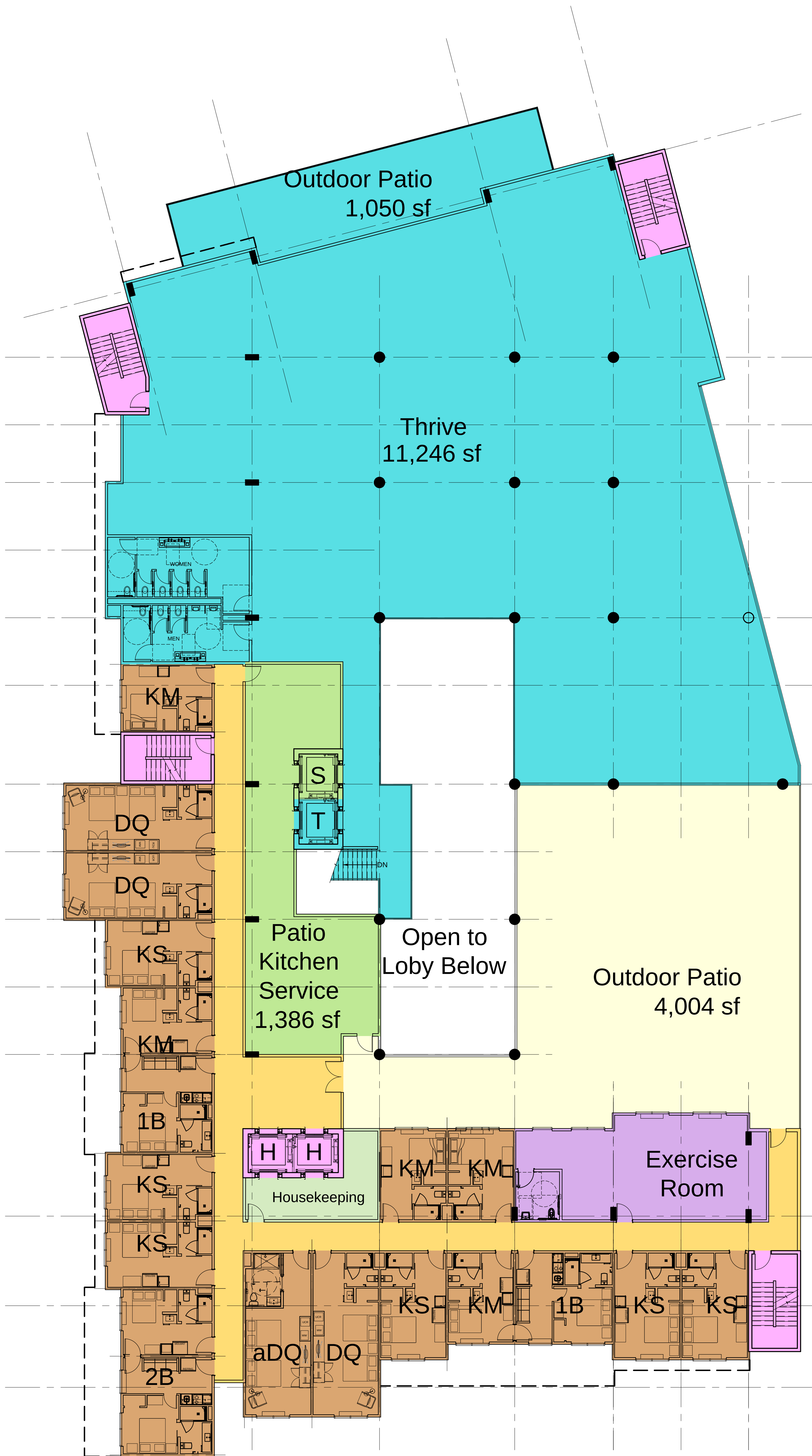


LK ARCHITECTURE

LIVING HOSPITALITY
 Gainesville, GA

December 28, 2024

A1.5



A 2nd LEVEL FLOOR PLAN
3/32"=1'-0"
0' 5' 10' 20'
NORTH

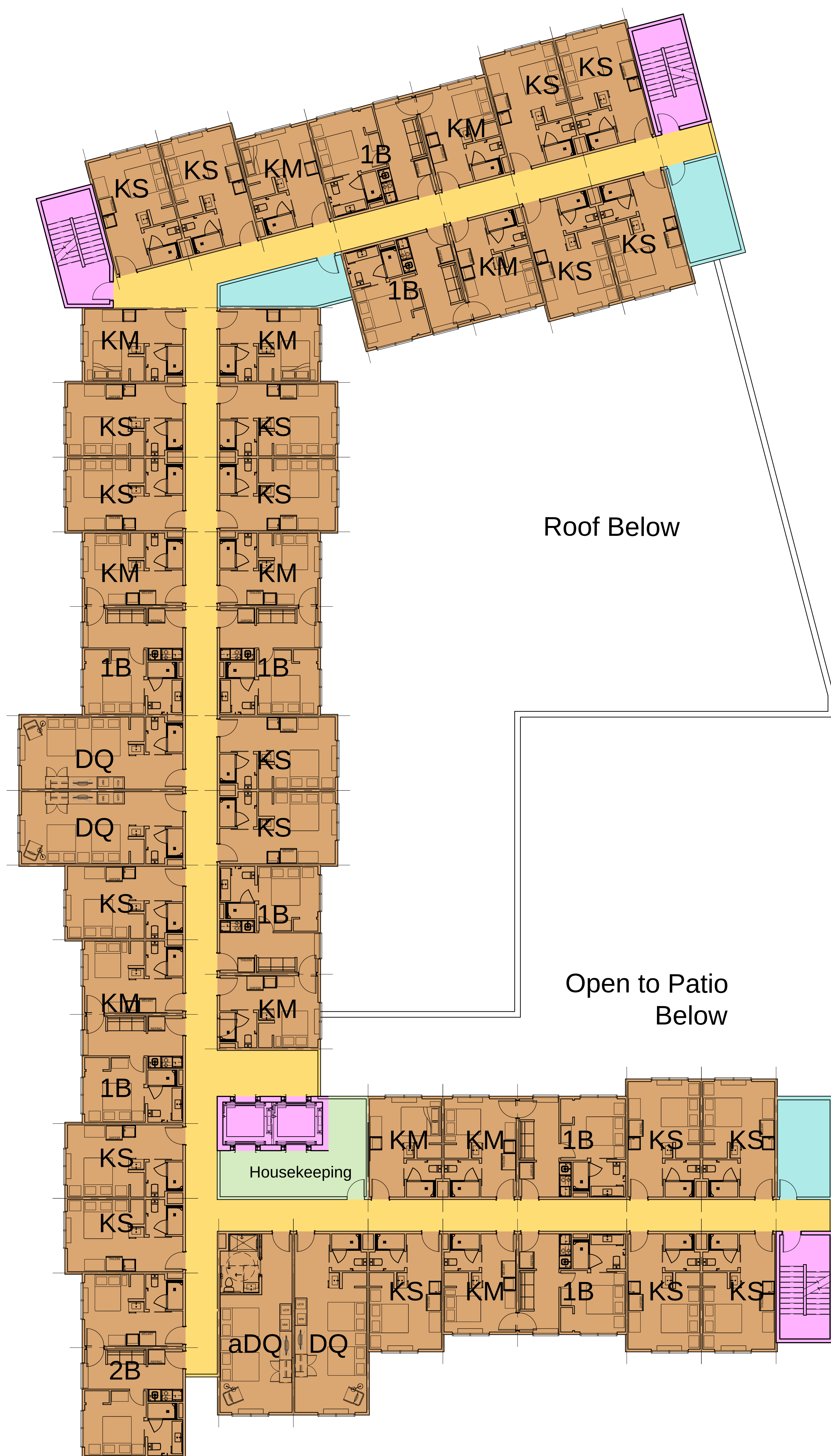


LK ARCHITECTURE

LIVING HOSPITALITY
Gainesville, GA

December 28, 2024

A2



A 3rd & 4th LEVEL FLOOR PLAN
3/32"=1'-0"
0' 5' 10' 20'
NORTH



LK ARCHITECTURE

LIVING HOSPITALITY
Gainesville, GA

December 28, 2024

A3



To: Kyle Barichello
Simpatico Communities

Date: June 9, 2023

From: Jamie Blakeman, PE, PTOE

Job Number: 23.5513

RE: Virtua Gainesville
Traffic Statement



INTRODUCTION

Lōkahi, LLC (Lōkahi) has prepared a Traffic Statement for the proposed living hospitality development, Virtua Gainesville, located on the southeast corner of Jesse Jewell Parkway and Scotland Avenue in Gainesville, Georgia. See **Figure 1** for the vicinity map.

Virtua Gainesville will include lodging accommodations that may be rented for short-term or long-term stays and on-site amenities open to the public and guests/tenants.

The living hospitality development will include 198 rooms, 9,602 square feet of Thrive office space and 8,204 square feet of restaurant/bar & venue space. **Attachment A** and **Figure 2** for the site plan.



Figure 1 - Vicinity Map

The objective of this Traffic Impact Statement is to analyze the proposed development's traffic related impacts to the adjacent roadway network.





EXISTING CONDITIONS

According to the Hall County Board of Assessors, the project site is located on two (2) parcels, totaling 3.17-acres. See **Attachment B** for detailed parcel information. The existing site consists of vacant land with General Business District (G-B) zoning and within the boundaries of the Westside character area. Virtua Gainesville is bordered directly by Jesse Jewell Parkway, Johnson Street, and Scotland Avenue to the north, south, and west, respectively, and restaurant, lodging, and residential land uses to the east.

Jesse Jewell Parkway is generally an east-west roadway that provides two (2) through lanes in each direction of travel divided with a two-way left-turn lane. According to the *City of Gainesville Comprehensive Plan*, dated June 7, 2022, Jesse Jewell Parkway is classified as a principal arterial. According to the Georgia Department of Transportation (GDOT) Traffic Analysis & Data Application (TADA), the 2021 annual average daily traffic (AADT) along Jesse Jewell Parkway, north of Scotland Avenue, was reported as 26,600 vehicles per day (vpd). There is a posted speed limit of 35 mph.

Scotland Avenue provides one (1) through lane in each direction of travel. According to the *City of Gainesville Comprehensive Plan*, Scotland Avenue is classified as a local roadway. There is an unposted speed limit of 25 mph.

Johnson Street provides one (1) through lane in each direction of travel. According to the *City of Gainesville Comprehensive Plan*, Johnson Street is classified as a local roadway. There is an unposted speed limit of 25 mph.

PROPOSED DEVELOPMENT

Virtua Gainesville is a living hospitality development that will include lodging accommodations that may be rented for short-term or long-term stays and on-site amenities open to the public and guests/tenants. The living hospitality development will include 198 rooms, 9,602 square feet of Thrive office space and 8,204 square feet of restaurant/bar & venue space.

Thrive is a coworking operator that is owned and operated through membership services. These membership services will be available to the public and guests/tenants. Office space may be rented monthly for a fee. These offices would not be open to the public for day-to-day rent. A Community Manager is typically present from 8 am to 5 pm, however, members have 24/7 access to the space. The restaurant/bar & venue space is expected to operate between the hours of 6 am to 10 pm.





TRIP GENERATION

The trip generation for the proposed development was calculated utilizing the Institute of Transportation Engineers (ITE) publication entitled *Trip Generation, 11th Edition*. The ITE rates are based on studies that measured the trip generation characteristics for various types of land uses. The rates are expressed in terms of trips per unit of land use type. This publication is considered to be the standard for the transportation engineering profession.

Based on the ITE descriptions, the following ITE Land Use Codes (LUC) were considered to characterize the proposed uses.

- **All Suites Hotel (LUC 311)** – An all suites hotel is a place of lodging that provides sleeping accommodations, a small restaurant and lounge, and small amounts of meeting space. Each suite includes a sitting room and separate bedroom. An in-room kitchen is often provided.
 - Virtua Gainesville proposes to provide on-site amenities (Thrive coworking operator and restaurant/bar & venue) that are planned to be open to the public and to members. Therefore, as a conservative approach, the facilities are not considered to be ancillary for the purpose of the trip generation calculations and are calculated individually. It is conceptually estimated that membership and public patrons off-site will generate approximately 70% of the trips to the on-site amenities and 30% will derive from the guests/tenants. Therefore, 70% of the total office and restaurant square footage was used for calculations.
- **Small Office (LUC 712)** – A small office building is the same as a general office building, but with less than or equal to 10,000 square feet of gross floor area. The building typically houses a single tenant. It is a location where affairs of a business, commercial or industrial organization, or professional person or firm are conducted.
 - Virtua Gainesville is proposing to provide meeting rooms and Thrive office space. Thrive is a coworking operator that is owned and operated through membership services. Office space may be rented monthly for a fee. These offices would not be open to the public for day-to-day rent.

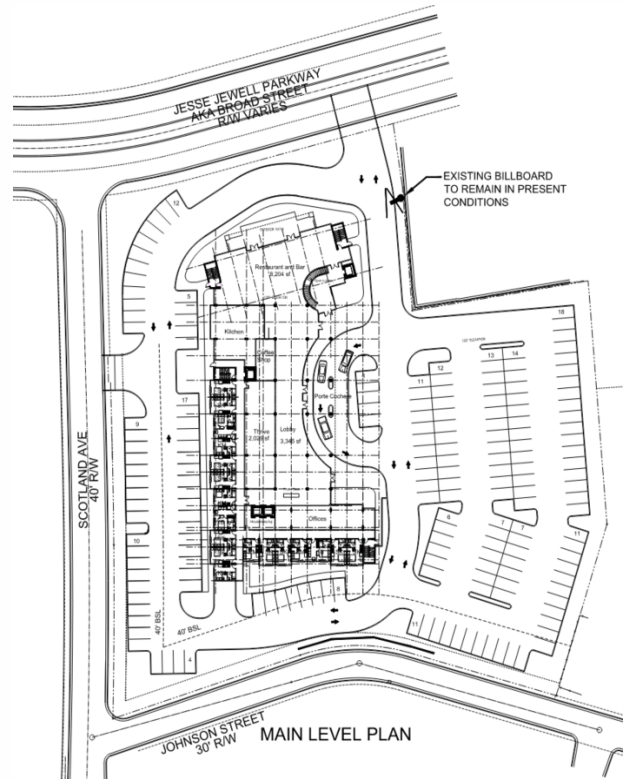


Figure 2 – Site Plan



- **High-Turnover (Sit-Down) Restaurant (LUC 932)** – This land use consists of sit-down, full service eating establishments with a typical duration of stay of 60 minutes or less. Generally, these restaurants serve lunch and dinner; they may also be open for breakfast. Some facilities offer carry-out for a small proportion of its customers. Some facilities within this land use may also contain a bar area for serving food and alcoholic drinks.

The total trip generation anticipated for Virtua Gainesville is shown in **Table 1**.

Table 1 – Trip Generation –Proposed Development

Land Use	ITE Code	Qty	Unit	Weekday	AM Peak Hour			PM Peak Hour		
				Total	Total	In	Out	Total	In	Out
All Suites Hotel	311	198	Rooms	871	67	36	31	71	35	36
Small Office Building	712	6.70*	1000 SF GFA	96	11	9	2	14	5	9
High-Turnover (Sit-Down) Restaurant	932	5.74*	1000 SF GFA	615	55	30	25	52	32	20
Total				1,582	133	75	58	137	72	65

*70% of total square footage. 30% of trips are anticipated to derive from guests/tenants.

The proposed development is anticipated to generate a total of 1,582 weekday trips, with 133 trips occurring during the AM peak hour and 137 trips occurring during the PM peak hour. See **Attachment C** for the detailed trip generation calculations.

ACCESS & CIRCULATION ANALYSIS

Virtua Gainesville will be accessible via Jesse Jewell Parkway and Scotland Avenue. The proposed driveway along Jesse Jewell Parkway is located approximately 220 feet east of Scotland Avenue and will provide full access. The proposed driveway along Scotland Avenue is located approximately 175 feet south of Jesse Jewell Parkway and will provide full access. The existing two-way left-turn lane on Jesse Jewell Parkway will facilitate turning vehicles executing left-in/left-out movements. The circulation within the site will allow for two-way traffic with the exception of vehicles utilizing the porte-cochere. These vehicles enter using the northern opening and travel counterclockwise to exit after loading/unloading.





SUMMARY

Virtua Gainesville is a proposed living hospitality development located on the southeast corner of Jesse Jewell Parkway and Scotland Avenue in Gainesville, Georgia. The proposed development will include 198 rooms, 9,602 square feet of office space and 8,204 square feet of restaurant/bar & venue space. The on-site amenities will be open to the public and to guests/tenants. It is conceptually estimated that membership and public patrons off-site will generate approximately 70% of the trips to the on-site amenities and 30% will derive from the guests/tenants. Therefore, 70% of the total office and restaurant square footage was used for calculations.

The proposed development is anticipated to generate a total of 1,582 weekday trips, with 133 trips occurring during the AM peak hour and 137 trips occurring during the PM peak hour.

The site is accessible via two full access driveways. One of which is located along Jesse Jewell Parkway and the other located along Scotland Avenue. A porte-cochere will be provided for loading/unloading.

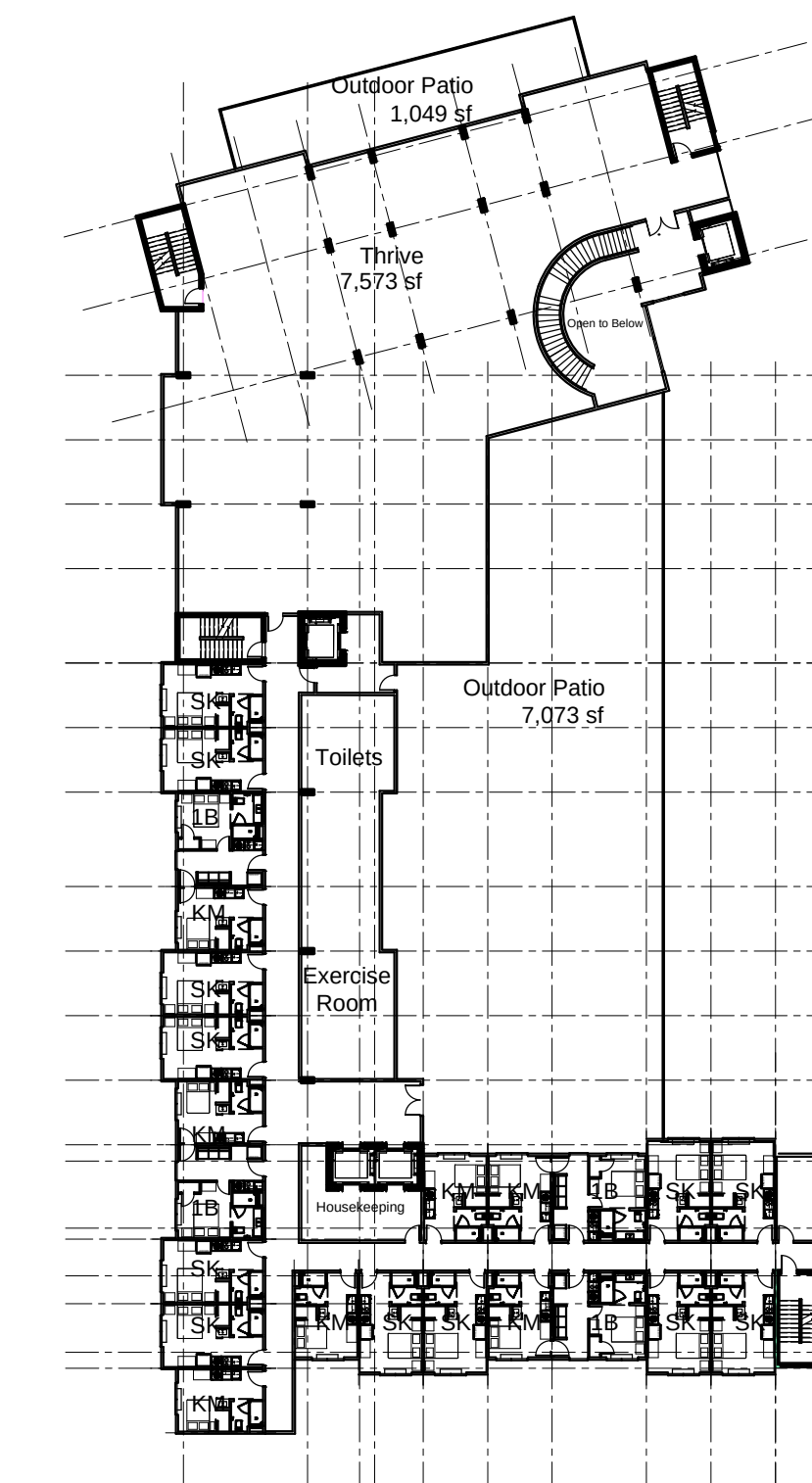
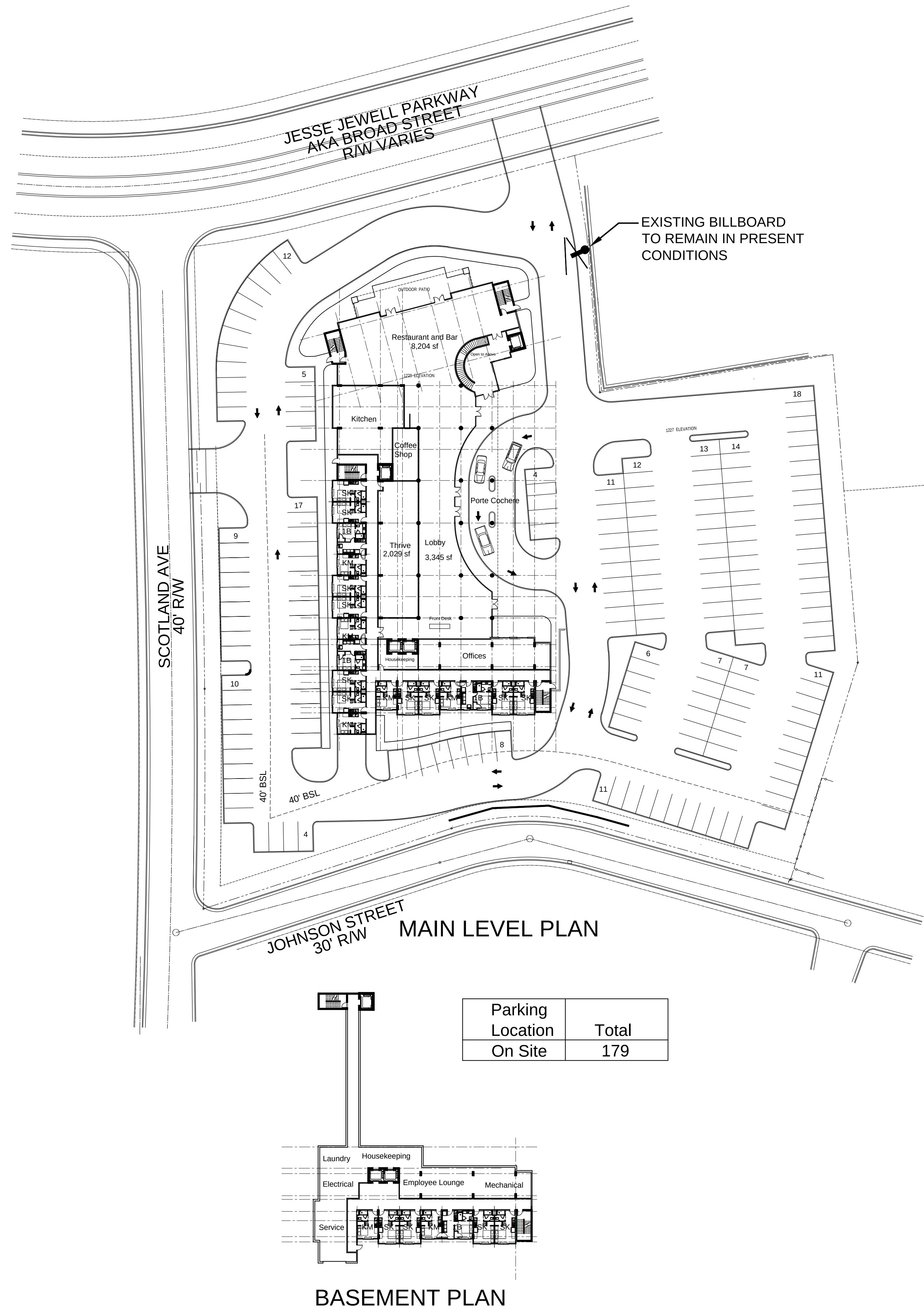
According to the GDOT, the 2021 AADT along Jesse Jewell Parkway, north of Scotland Avenue, was reported as 26,600 vpd. Jesse Jewell Parkway is anticipated to carry a total of 28,200 vpd with the proposed Virtua Gainesville development, resulting in an approximate 6% increase in annual average daily traffic.

In conclusion, the proposed Virtua Gainesville development is anticipated to have minimal impacts to Jesse Jewell Parkway and the surrounding local roadway network.

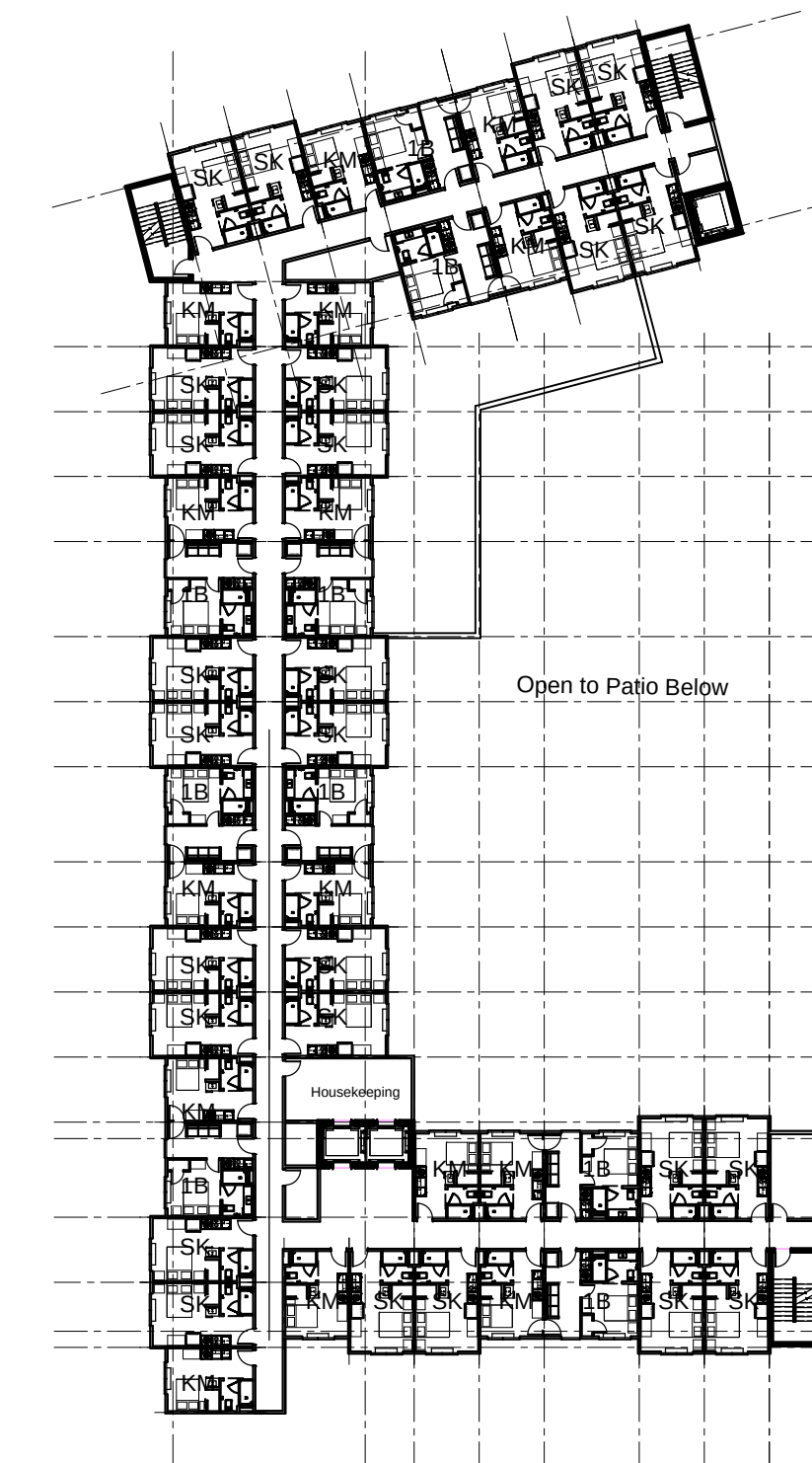


ATTACHMENT A – PROPOSED SITE PLAN

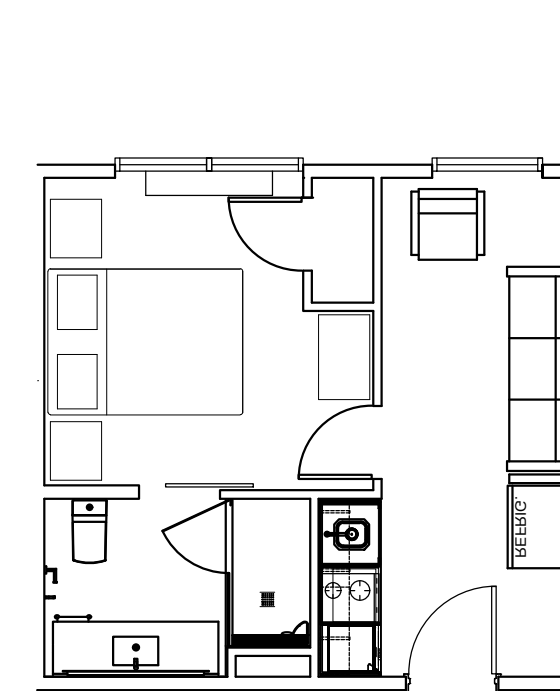




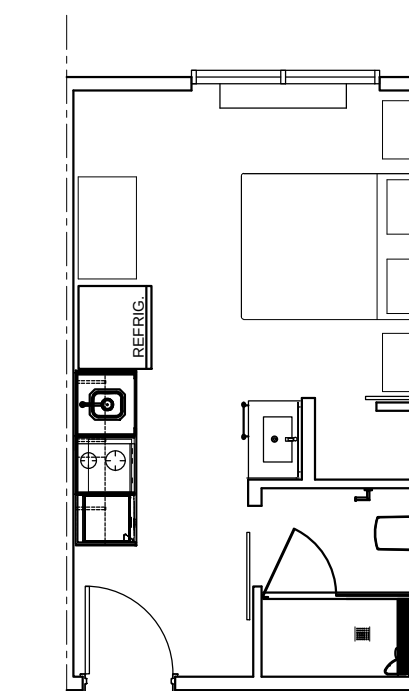
SECOND FLOOR PLAN



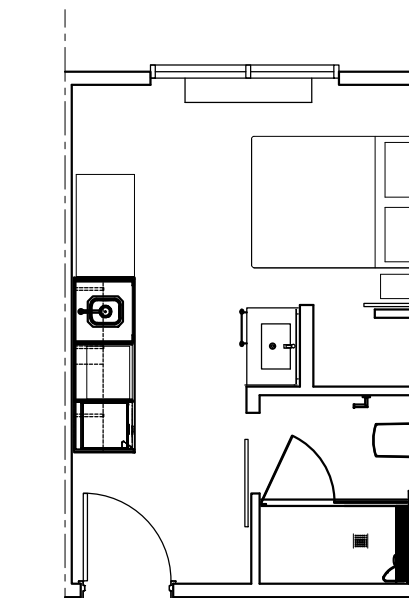
THIRD - FIFTH LEVEL PLAN



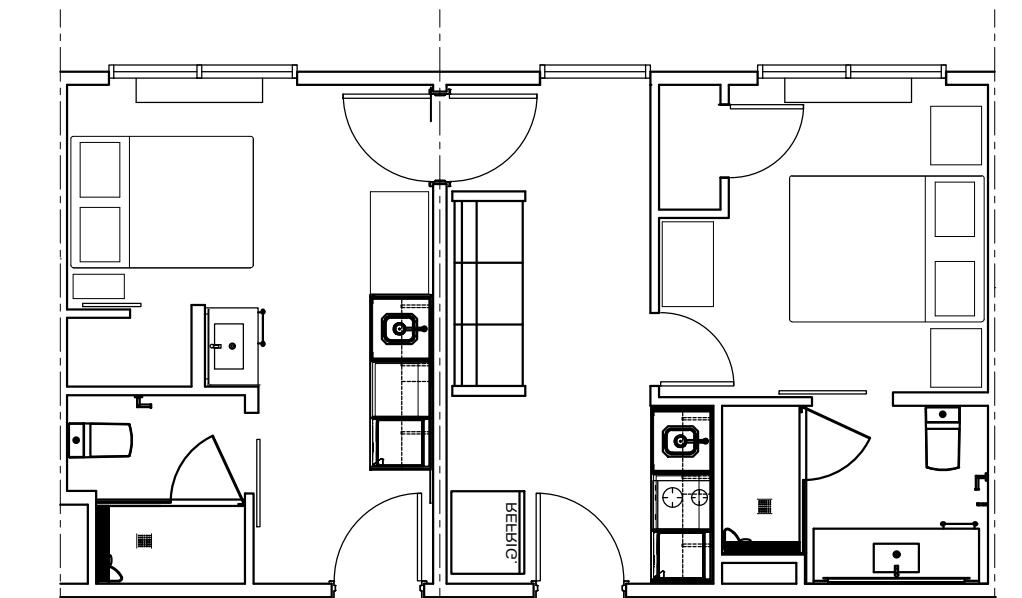
1 Bedroom 342 sf



Studio K 273 sf



Studio M 234 sf



Potential 2bed 576 sf

Level	Studio K		Studio M		1 Bedroom			Potential 2 Bedrooms	Apartments	Restaurant/ Bar & Venue	Thrive	Outdoor Patio
	Keys	%	Keys	%	Keys	%	Keys	Keys	Area	Area	Area	Area
Low Level	4		2		1		7	9	8,305 S.F.			
1st Level	10		5		3		18	9	14,493 S.F.	8,204 S.F.	2,029 S.F.	
2nd Level	12		7		4		23	9	11,779 S.F.		7,573 S.F.	8,122 S.F.
3rd Level	26		15		9		50	9	18,158 S.F.			
4th Level	26		15		9		50	9	18,158 S.F.			
5th Level	26		15		9		50	9	18,158 S.F.			
Total	104	53	59	30	35	18	198	54	89,051 S.F.	8,204 S.F.	9,602 S.F.	8,122 S.F.
Total Indoor Area = 106,857 S.F.												

ATTACHMENT B – HALL COUNTY ASSESSOR



Summary

Parcel Number	01029 001005
Location Address	839 SW JESSE JEWELL PKWY
Legal Description	JESSE JEWELL PARKWAY (Note: Not to be used on legal documents)
Class	C4-Commercial (Note: This is for tax purposes only. Not to be used for zoning.)
Zoning	G-B Note: Refer to map zoning layer for official zoning.
Tax District	GAINESVILLE-WESTSIDE TAD (District 18)
Millage Rate	N/A
Acres	2.79
Neighborhood	Comm-Hospitality-Motels (COMM05)
Homestead Exemption	No (S0-)
Landlot/District	N/A

[View Map](#)



Owner

[VIRTUA GAINESVILLE HOTEL OWNER LLC](#)
17470 NORTH PACESETTER WAY
SCOTTSDALE, AZ 85255

Linked Personal Property

[101995](#)

Land

Type	Description	Calculation Method	Square Footage	Frontage	Depth	Acres	Lots
Commercial	Comm-Jesse Jewell-01	Square Feet	121,444	0	0	2.79	1

Permits

Permit Date	Permit Number	Type	Description
04/19/2019	00168	ADDITION	RETRO ON EXISTING BILLBOARD
07/08/2016	00489	OCCUPANCY	THIS PERMIT IS FOR OCCUPANCY FOR A NUTRITION CLUB AND BOOTCAMP. NCV 11/16 WSK
07/05/2016	00212	OCCUPANCY	OCCUPANCY FOR A NUTRITION CLUB AND BOOTCAMP OUTSIDE. NCV 11/16 WSK
05/08/2012	2012-00319	OCCUPANCY	
05/08/2012	2012-00320	OCCUPANCY	

Sales

Sale Date	Deed Book / Page	Plat Book / Page	Sale Price	Reason	Grantor	Grantee
9/30/2019	8341 577	98 226	\$2,350,000	MULTI PARCEL SALE VAC	HUM LLC	VIRTUA GAINESVILLE HOTEL OWNER LLC
3/2/2015			\$1,625,000	Real Estate Listing	HUM LLC	HUM LLC
9/28/2005	5462 542	98 226	\$0	NOT MARKET VALUE	PATEL RANJIT K	HUM LLC
9/2/2005	5462 542	98 226	\$0	NOT MARKET VALUE	PATEL, RANJIT	HUM, LLC
6/22/2005	5352 204		\$1,405,000	PERSONAL PROPERTY/BUSINESS	RAMSEY PROPERTIES	PATEL, RANJIT
	856 200-		\$440,000	Sale to be Reviewed		
	856 200-		\$440,000			

Valuation

	2022	2021	2020
Previous Value	\$1,378,000	\$1,378,000	\$1,148,400
Land Value	\$1,378,000	\$1,378,000	\$1,378,000
+ Improvement Value	\$0	\$0	\$0
+ Accessory Value	\$0	\$0	\$0
= Current Value	\$1,378,000	\$1,378,000	\$1,378,000

Assessment Notice

[2020 Assessment Notice \(PDF\)](#)
[2021 Assessment Notice \(PDF\)](#)
[2022 Assessment Notice \(PDF\)](#)

Tax Detail

Tax Type	Description	Asmt Pct	Cov Exempt	HS Exempt	Millage	Est Tax
2	NET COUNTY 120	0.4			4.636	\$2,555.36
17	GAINESVILLE	1			1.01	\$1,391.78
20	G'VILLE SCHOOL	1			6.395	\$8,812.31
21	G'VILLE BOND	1				\$0.00
27	EMERGENCY SERVICES	0.4			0.571	\$314.74
30	GAINESVILLE FIRE	1			1.25	\$1,722.50
31	GAINESVILLE PARK AND	1			0.896	\$1,234.69
33	GAINESVILLE POLICE S	1			0.5	\$689.00

Total Est Tax \$16,720.38

Photos



No data available for the following modules: Assessment Appeals Process, Rural Land, Conservation Use Rural Land, Residential Improvement Information, Commercial Improvement Information, Mobile Homes, Accessory Information, Prebill Mobile Homes, Sketches.

NOTICE TO PROPERTY OWNERS AND OCCUPANTS In accordance with Georgia law (OCGA 48-5-264.1) please be advised that the properties located in Hall County may be visited by our appraisal staff concerning an appeal filed, return filed, construction of new improvements or additions and /or conservation use applications or during the course of the normal property appraisal process. The Appraiser/Data Collector will have a photo identification badge and will be driving an appropriately marked vehicle. If

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 GEOSPATIAL

Version 3.1.7



Summary

Parcel Number 01029 001007
Location Address 853 SW JESSE JEWELL PKWY
Legal Description 853 JESSE JEWELL PKWY
(Note: Not to be used on legal documents)
Class C3-Commercial
(Note: This is for tax purposes only. Not to be used for zoning.)
Zoning H-B
Note: Refer to map zoning layer for official zoning.
Tax District GAINESVILLE-WESTSIDE TAD (District 18)
Millage Rate N/A
Acres 0.38
Neighborhood Comm-Warehouse\Garage (COMM11)
Homestead Exemption No (S0-)
Landlot/District N/A

[View Map](#)



Owner

[VIRTUA GAINESVILLE HOTEL OWNER LLC](#)
 17470 NORTH PACESETTER WAY
 SCOTTSDALE, AZ 85255

Land

Type	Description	Calculation Method	Square Footage	Frontage	Depth	Acres	Lots
Commercial	Comm-Jesse Jewell-01	Square Feet	16,359	138	114	0.38	1

Sales

Sale Date	Deed Book / Page	Plat Book / Page	Sale Price	Reason	Grantor	Grantee
9/30/2019	8341 577		\$2,350,000	MULTI PARCEL SALE VAC	HUM, LLC	VIRTUA GAINESVILLE HOTEL OWNER LLC
6/14/2017	7916 323		\$250,000	COM IMP REMOVED AFTER INIT. SALE	R I C PROPERTIES LTD	HUM, LLC
	941 289		\$269,510	Sale to be Reviewed		
	941 289		\$269,510			

Valuation

	2022	2021	2020
Previous Value	\$235,500	\$235,500	\$196,300
Land Value	\$235,500	\$235,500	\$235,500
+ Improvement Value	\$0	\$0	\$0
+ Accessory Value	\$0	\$0	\$0
= Current Value	\$235,500	\$235,500	\$235,500

Assessment Notice

[2020 Assessment Notice \(PDF\)](#)

[2021 Assessment Notice \(PDF\)](#)

[2022 Assessment Notice \(PDF\)](#)

Tax Detail

Tax Type	Description	Asmt Pct	Cov Exempt	HS Exempt	Millage	Est Tax
2	NET COUNTY 120	0.4			4.636	\$436.71
17	GAINESVILLE	1			1.01	\$237.86
20	G'VILLE SCHOOL	1			6.395	\$1,506.02
21	G'VILLE BOND	1				\$0.00
27	EMERGENCY SERVICES	0.4			0.571	\$53.79
30	GAINESVILLE FIRE	1			1.25	\$294.38
31	GAINESVILLE PARK AND	1			0.896	\$211.01
33	GAINESVILLE POLICE S	1			0.5	\$117.75

Total Est Tax \$2,857.52

Photos

No data available for the following modules: Assessment Appeals Process, Linked Personal Property, Rural Land, Conservation Use Rural Land, Residential Improvement Information, Commercial Improvement Information, Mobile Homes, Accessory Information, Prebill Mobile Homes, Permits, Sketches.

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Version 3.1.7

ATTACHMENT C – TRIP GENERATION



Trip Generation Calculations

Land Use	ITE Code	Qty	Unit	Weekday			AM Peak Hour			PM Peak Hour			Weekday			AM Peak Hour			PM Peak Hour			
				Rate	% In	% Out	Rate	% In	% Out	Rate	% In	% Out	Total	In	Out	Total	In	Out	Total	In	Out	
All Suites Hotel	311	198	Rooms	4.4	50%	50%	0.34	53%	47%	0.36	49%	51%	871	436	435	67	36	31	71	35	36	Average
All Suites Hotel	311	198	Rooms	3.11	50%	50%	0.13	53%	47%	0.22	49%	51%	616	308	308	26	14	12	44	22	22	Minimum
All Suites Hotel	311	198	Rooms	6.02	50%	50%	0.51	53%	47%	0.47	49%	51%	1,192	596	596	101	54	47	93	46	47	Maximum
Land Use	ITE Code	Qty	Unit	Weekday			AM Peak Hour			PM Peak Hour			Weekday			AM Peak Hour			PM Peak Hour			
				Equation	% In	% Out	Equation	% In	% Out	Equation	% In	% Out	Total	In	Out	Total	In	Out	Total	In	Out	
All Suites Hotel	311	198	Rooms	$T=5.16(X)-112.23$	50%	50%	$T=0.47(X)-21.50$	53%	47%	$T=0.43(X)-9.93$	49%	51%	909	455	454	72	38	34	75	37	38	Equation
All Suites Hotel				Standard Deviation	0.93		0.13		0.08													
				Number of Studies	7		9		10													
				Average Size	147		164		159													
				R ²	0.92		0.74		0.87													

Land Use	ITE Code	Qty	Unit	Weekday			AM Peak Hour			PM Peak Hour			Weekday			AM Peak Hour			PM Peak Hour			
				Rate	% In	% Out	Rate	% In	% Out	Rate	% In	% Out	Total	In	Out	Total	In	Out	Total	In	Out	
Small Office Building	712	6.70	1000 SF GFA	14.39	50%	50%	1.67	82%	18%	2.16	34%	66%	96	48	48	11	9	2	14	5	9	Average
Small Office Building	712	6.70	1000 SF GFA	4.44	50%	50%	0.76	82%	18%	0.56	34%	66%	30	15	15	5	4	1	4	1	3	Minimum
Small Office Building	712	6.70	1000 SF GFA	50.91	50%	50%	4.12	82%	18%	5.50	34%	66%	341	170	171	28	23	5	37	13	24	Maximum
Land Use	ITE Code	Qty	Unit	Weekday			AM Peak Hour			PM Peak Hour			Weekday			AM Peak Hour			PM Peak Hour			
				Equation	% In	% Out	Equation	% In	% Out	Equation	% In	% Out	Total	In	Out	Total	In	Out	Total	In	Out	
Small Office Building	712	6.70	1000 SF GFA	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Equation
Small Office Building				Standard Deviation	10.16		0.88		1.26													
				Number of Studies	21		21		21													
				Average Size	3		3		3													
				R ²	N/A		N/A		N/A													

Land Use	ITE Code	Qty	Unit	Weekday			AM Peak Hour			PM Peak Hour			Weekday			AM Peak Hour			PM Peak Hour			
				Rate	% In	% Out	Rate	% In	% Out	Rate	% In	% Out	Total	In	Out	Total	In	Out	Total	In	Out	
High-Turnover (Sit-Down) Restaurant	932	5.74	1000 SF GFA	107.20	50%	50%	9.57	55%	45%	9.05	61%	39%	615	308	307	55	30	25	52	32	20	Average
High-Turnover (Sit-Down) Restaurant	932	5.74	1000 SF GFA	13.04	50%	50%	0.76	55%	45%	0.92	61%	39%	75	38	37	4	2	2	5	3	2	Minimum
High-Turnover (Sit-Down) Restaurant	932	5.74	1000 SF GFA	742.41	50%	50%	102.39	55%	45%	62.00	61%	39%	4,261	2,131	2,130	588	323	265	356	217	139	Maximum
Land Use	ITE Code	Qty	Unit	Weekday			AM Peak Hour			PM Peak Hour			Weekday			AM Peak Hour			PM Peak Hour			
				Equation	% In	% Out	Equation	% In	% Out	Equation	% In	% Out	Total	In	Out	Total	In	Out	Total	In	Out	
High-Turnover (Sit-Down) Restaurant	932	5.74	1000 SF GFA	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Equation
High-Turnover (Sit-Down) Restaurant	Standard Deviation			66.72			11.61			6.18												
	Number of Studies			50			37			104												
	Average Size			5			5			6												
	R ²			N/A			N/A			N/A												



CITY OF GAINESVILLE

Planning and Appeals Board Agenda Request

Item Created: December 21, 2023

Date Submitted: December 28, 2023

Final Approval Date: December 29, 2023

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

Item of Business: Request from **Weekley Homes, LLC** to amend an existing Planned Unit Development (P-U-D) zoning on a 120.98± acres tract located on the northwest side of McEver Road, west of the intersection of McEver Road and Gould Drive (a/k/a **0 and 1300 Gould Drive, SW**).

Meeting Date: January 9, 2024

Purpose of Request:

This request was previously tabled at the December 12th Planning and Appeals Board meeting. The revised P-U-D zoning amendment is for a 229 lot, age-restricted single-family subdivision for active adults known as "Lanier Landing". The residential lots are comprised of 134 (50 foot wide lots) and 95 (60 foot wide lots) with an overall density of 1.89 dwelling units per acre. In addition, a commercial out-lot is proposed before the gated entrance on the west side of the private drive. The commercial space may include restaurants, professional office space and/or climate-controlled storage units not to exceed a total of 75,000 square feet and three (3) stories in height. Amenities include a 5,000 square foot clubhouse, resort -style swimming pool, lawns, mail kiosk, pocket parks, 10± pickleball courts, dry boat storage and kayak storage. A multi-slip dock is also proposed within the cove located between the subject property and the Cresswind at Lake Lanier subdivision, which has not been approved by the Corps of Engineers. A single access road is proposed from McEver Road which will be privately maintained and gated, as well as all interior roads. It is anticipated the project will be built over a period of 48 to 60 months.

The property consists of two tracts which touch Lake Lanier and are located within the Gateway Corridor Overlay Zone. An existing powerline easement traverses the larger tract and the property contains three tributaries. The adjacent properties include Societal CDMO, Inc. pharmaceutical company, Waters Edge subdivision, Cresswind subdivision, Pemmican Point subdivision, Midgard Self Storage and single-family homes in the County.

The subject property was approved in 1982 for a conference center and scientific retreat complex not to exceed 55,000 square feet consisting of 64 guest rooms, an auditorium, cafeteria, conference rooms, 3 swimming pools, 3 tennis courts, eight horse stables and a single-family caretaker residence and an unspecified number of private villas. The property has remained undeveloped.

Facts & Issues / History & Background:

Department Recommendation:

Planning staff recommended approval with twelve 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. Survey
4. LandUsePlan (12-22-23)
5. OpenSpacePlan (12-22-23)
6. Project Detail Booklet
7. Narrative
8. Campaign Disclosure
9. Constitutional Objection
10. DRI Review Findings
11. CWEPR Submission Regarding 1300 Gould Rezoning (11-6-23)
12. Waters Edge Subdivision Petition

GAINESVILLE PLANNING and APPEALS BOARD

STAFF RECOMMENDATION

Applicant.....Weekley Homes, LLC
Property Owner.....Societal CDMO Gainesville, LLC
Location.....0 and 1300 Gould Drive, SW
Request.....Amend P-U-D zoning
Size.....120.98± acres
Ward.....Four
Proposed Use.....Single-family subdivision for active adults
Planning Division Staff Recommendation.....**Approval, with conditions**
DateJanuary 9, 2024

▪ **Applicant's Proposal**

The proposal is for a 229 lot age-restricted, single-family subdivision for active adults known as “Lanier Landing”. The residential lots are comprised of 134 (50 foot wide lots) and 95 (60 foot wide lots) with an overall density of 1.89 dwelling units per acre. In addition, a 3.5± acres commercial out-lot is proposed before the gated entrance on the west side of the private drive. The commercial space may include restaurants, professional office space and/or climate-controlled storage units not to exceed a total of 75,000 square feet and three (3) stories in height. The commercial buildings will be faced with a mixture of fiber cement siding, brick, stone and metal accents. Parking ratios will be in accordance with the City of Gainesville ordinance based on the final use of the property.

It is anticipated the project will be built over a period of 48 to 60 months over three phases. The first two phases will include infrastructure, roads, stormwater facilities, detached lots and amenities. The last phase will include the various lot sizes and most likely the unspecified commercial space. Phasing may overlap to include portions of the overall site as the detached homes are being constructed.

The general design standards for the single-family lots are as follows:

Use	# of Units	Lot Size (Min)	Home Size (Min Heated Sq. Ft.)	# of Bed/Bath	Height (Stories)	Setbacks (Min)		
						Front	Side	Rear
50' Lots	134	6,000 s.f.	1,400	3 Bed / 2 Bath	1 – 1 ½	20'	5'	15'
60' Lots	95	6,000 s.f.	1,400	3 Bed / 2 Bath	1 – 1 ½	20'	5'	15'

The development includes 31.87± acres of open green space which consists of approximately 26% of the total acreage. This does not include the individual yards for each lot. The open space areas will include walking paths, undisturbed buffers and landscape buffer areas. Part of the open space includes a minimum 50-foot wide perimeter buffer adjacent to the Waters Edge Subdivision and the Societal CDMO pharmaceutical property. Amenities include a 5,000 square foot clubhouse, resort-style swimming pool, lawns, mail kiosk, pocket parks, 10± pickleball courts, dry boat storage and kayak storage. A multi-slip dock is also proposed within the cove located between the subject property and the Cresswind at Lake Lanier subdivision, which has not been approved by the Corps of Engineers.

Access to the site includes a single road from McEver Road which will be gated. The access road and all interior roads will be privately maintained. Minimum 4 foot wide sidewalks are proposed on at least one side of each residential road.

▪ **Existing and Background Information**

The property consists of two parcels which have approximately 2 miles of property frontage along Lake Lanier. The larger of the two tracts fronts McEver Road for a distance 1,040± feet and is located within the Gateway Corridor Overlay Zone. The property is heavily wooded and contains three tributaries that flow into Lake Lanier as well as a Georgia powerline easement that traverses part of the property.

The property was rezoned in 1982 for a conference center and scientific retreat complex not to exceed 55,000 square feet in size, consisting of 64 guest rooms, an auditorium, cafeteria, conference rooms, 3 swimming pools, 3 tennis courts, eight horse stables and a single-family caretaker residence and an unspecified number of private villas. The uses were intended to compliment the adjacent Elan Pharmaceutical (now Societal CDMO Pharmaceutical Company), but were never developed.

▪ **Adjacent Land Use and Zoning**

Location	Use	Zoning
North	Pemmican Point Subdivision	Vacation Cottage (V-C) -County
South	Midgard Self Storage; Walmart Neighborhood Market center;	General Business (G-B) -City Regional Business (R-B) -City
	Single-family home; Encounter Church	Agricultural Residential-III (AR-III) -County Residential-I (R-I) -County
East	Societal CDMO Pharmaceutical; Waters Edge Subdivision	Regional Business (R-B) -City Residential-I (R-I) -City
West	Cresswind at Lake Lanier; Mill Ridge Landing Subdivision	Planned Unit Development (PUD) -City Residential-I (R-I) -County

▪ **Other Departmental Comments**

The Gainesville Fire Department states that all roads must be constructed to City standards not to exceed 10% grade for the fire apparatus road. Road widths could be subject to change as needed.

The request will require coordination with the Georgia Department of Transportation (GDOT). A driveway permit will be required for access on SR 53/ McEver Road.

The proposed development required a Development of Regional Impact (DRI #4011) study to be performed by the Georgia Mountains Regional Commission (GMRC). According to the study, the GMRC recommends that City work with the Gainesville Hall Metropolitan Planning Organization (GHMPO) and the Georgia Department of Transportation (GDOT) to review the proposed configuration of access and possible impacts to McEver Road and the intersection of McEver Road and Browns Bridge Road. The GMRC recommends that the optimal performance level for McEver Road would preclude the need of a traffic signal at the entrance to the proposed development. In addition, best environmental practices are encouraged regarding stormwater management upon compliance with State and local regulations.

There were no other departmental comments for the request.

▪ **Traffic Study Summary**

A traffic impact study (TIS) was conducted on June 12, 2023 for the original proposal of which consisted of 29,750 square feet of commercial space and 591 residential units consisting of 38-single-family detached homes, 138 attached townhomes and 415 apartments that were not age restricted. The studied intersections included McEver Road at Browns Bridge Road (signalized); McEver Road and Midgard Self Storage Driveway/ Site driveway; McEver Road at Gould Drive / Waters Edge Drive; and McEver Road at Spring Road/ Pemmican Run (signalized). Turning movement counts were collected on Wednesday, March 08, 2023. All turning movement counts were recorded during the AM and PM peak hours between 7:00 AM to 9:00 AM and 4:00 PM to 6:00 PM, respectively. The below table represents the anticipated project trip generation

	Total Trips	Inbound Trips	Outbound Trips
Daily	5,841	2,920	2,921
AM	318	84	234
PM	726	426	300

The results of future traffic operations analysis indicate that the signalized intersection of McEver Road and Browns Bridge Road will operate at LOS “E” (Poor) in the PM peak both in “No-Build” and “Build” conditions. Some of the stop controlled side street approaches will operate at levels-of-service of “F” (Very Poor) in both AM and PM peaks hours especially the northbound and southbound driveway approaches including the Gould Drive/ Waters Edge Road intersection at McEver Road and particularly at the Midgard Storage Driveway/ Site Driveway intersection experiencing long delays of over 300 seconds in the PM peak hour. However, the side street traffic volumes do not seem to meet warrants for installation of a traffic signal.

The following improvements are recommended and are limited to the site driveway on McEver Road which is aligned with the Midgard Self Storage driveway.

1. One entering and two exiting lanes at the site driveway.
2. Raised island for exiting right-turn lane at the site driveway.
3. Stop-sign controlled on the driveway approach with McEver Road remaining free flow.
4. Request removal of the existing “No U-Turn” sign at median and provide a Left-Turn Lane.
5. Right-Turn Lane for entering traffic at the site driveway.
6. Provide / Confirm adequate sight distance per AASHTO standards.
7. Perform Intersection Control Evaluation with Signal Warrant Analysis.

▪ **Zoning History**

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

2023 – A request by QuikTrip Corporation C/O Eric Bikas to amend a 2.86± acres tract located at 2925 Browns Bridge Road, SW zoned Planned Unit Development (P-U-D) was conditionally approved for a QuikTrip convenience store/gas station.

2023 - A request by Loan Donuts Holdings, LLC to rezone a 1.063± acres tract located at 2895 Browns Bridge Road, SW from Residential-I-A (R-I-A) Office and Institutional (O-I) to Neighborhood Business (N-B) was approved for a Dunkin Donuts restaurant.

2022 – A request by Jeff Arkema for a special use on a 1.77± acres tract located at 2888 Browns Bridge Road, SW was approved with conditional Office and Institutional (O-I) zoning for an automotive styling center.

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 Tidal Wave Auto Spa to amend a 7.76± acres tract located at 1440 McEver Road zoned Planned Unit Development (P-U-D) was conditionally approved for an express car was facility.

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 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.

2018 – A request by Tyler Land Holdings to amend a 2.98± acres tract located at 1209 and 1229 Hillside Gardens Lane zoned Planned Unit Development (P-U-D) was conditionally approved for a boat sales dealership.

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.

2017 – A request by Manor Lake Development, LLC for a special use on a 9.24± acres tract located at 2900 McEver Road was approved with conditional Office and Institutional (O-I) zoning for an assisted living facility.

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.

▪ **Staff Analysis**

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

The property has remained a greenfield tract located at the western edge of the city limits next to Lake Lanier. Over 40 years ago the property was approved for a conference center to compliment the adjacent Elan Pharmaceutical (now Societal CDMO Pharmaceutical Company). Since that time, development along McEver Road extension from Browns Bridge Road and Dawsonville Highway has consisted of a mixture of single-family and multi-family residential, institutional and limited commercial uses. The adjacent properties are zoned Residential-I (R-I), Vacation Cottage (V-C), Agriculture Residential-III (AR-III), Regional Business (R-B), General Business (G-B) and Planned Unit Development (P-U-D).

The adjacent Waters Edge, Cresswind at Lake Lanier and Pemmican Point subdivision are the most impacted by the proposal. The revised residential density and limited commercial use appear suitable for the subject property. Below is a comparison table showing the average density of the adjacent and nearby residential development fronting Lake Lanier.

Subdivision	Lots/Units	Total Acres	Residential Density
Lanier Landing (Proposed)	229	120.98	1.89 du/ac
Beechwood Estates (City)	72	36.7±	1.96 du/ac
Cresswind at Lake Lanier (City)	950 (per zoning)	469.2±	2.02 du/ac
Lake Society-Ahaluna Drive (City)	770 (per zoning)	208.8	3.69 du/ac
Lost River Cove (City)	540 Condos (per zoning) 60 SF Lots (per zoning)	78.2±	7.67 du/ac
Mill Ridge Landing (County)	31	23.8±	1.32 du/ac
Pemmican Point (County)	17	19.6±	0.87 du/ac
Waters Edge (City)	90	52.8±	1.7 du/ac
Average Density			2.75 du/ac

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

The proposed development does not propose direct access to the adjacent properties. Additional traffic and turning movements will be generated by the proposal on McEver Road. The recommended improvements stated in the traffic study should help, but additional delays are anticipated at the side street approaches on McEver Road that are not signalized. Additional information is required to determine the traffic impacts of the commercial space based on the end user. Potential environmental impacts to Lake Lanier are always a concern with lake side development. Stormwater measures and best management practices will be required for the development to protect the natural resources.

(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 property within the *Parks, Recreation & Conservation* land use category which includes areas containing or planned for parks and recreation facilities, permanently designated open space, or conservation areas including buffers along waterways and other environmental features. The land use description has not changed for 40+ years due to the property having a site specific zoning for a conference retreat center with passive and active green space.

According to the Character Area map for the City of Gainesville, the subject property is located within the *Suburban Neighborhood* Character Area. The vision for this area is to preserve older, stable residential subdivisions and encourage newer projects with smaller lot sizes, pedestrian infrastructure, and buildings patterned after traditional local housing, possibly containing a small neighborhood-serving “village center”. Neighborhood-scale businesses are prioritized that can serve local residents. Future population growth should be balanced between new development and infill areas. Housing choices should be diverse to support a range of household incomes, lifestyles, sizes and types, but consist mostly of single-family detached lots.

Land uses allowed in the *Suburban Neighborhood Character Area* include parks and recreation, single-family residential, limited multi-family residential, limited general mixed-use, limited commercial (retail and office), public and institutional.

The revised proposal appears to be consistent with this Character Area *Suburban Neighborhood Character Area* and is characteristic of the adjacent residential uses. However, additional information will be required prior to approval of the proposed commercial space.

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

The subject property is currently zoned P-U-D for a conference center and scientific retreat complex not to exceed 55,000 square feet in size, consisting of 64 guest rooms, auditorium, cafeteria, conference rooms, 3 swimming pools, 3 tennis courts, eight horse stables and a single-family caretaker residence and an unspecified number of private villas. A different use requires the P-U-D zoning to be amended or the property to be rezoned entirely. The proposed P-U-D amendment is a site-specific zoning that assures the developer will adhere to the proposed development quality and standards as presented by the applicant and any associated zoning conditions.

(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?

City water and sewer is available and capacity is sufficient to serve the proposed development.

Existing public safety services currently respond to the adjacent properties. Gainesville Fire Station #4 is located off of Memorial Park Drive which is approximately 2.2± miles from the subject property. Hall County Fire Station #4 is 0.8 mile south of the property off of McEver Road.

According to the Institute of Transportation Engineers (ITE) Trip Generation Handbook (9th Edition), the proposed age restricted detached homes could generate a combined 843 weekday trips (50% entering, 50% exiting), 66 A.M. peak hour trips (43% entering, 57% exiting), and 78 P.M. peak hour trips (56% entering, 44% exiting). The traffic generated for the commercial tract could vary depending on the end user. For example, a 75,000 square foot climate-controlled facility could generate 188 weekday trips, 21 A.M. peak hour trips and 22 P.M. peak hour trips. A 75,000 square foot general office development could generate 827 weekday trips, 117 A.M. peak hour trips and 112 P.M. peak hour trips. A typical 5,000 square foot quick serve restaurant with a drive-thru could generate 2,480 weekday trips, 268 A.M. peak hour trips and 237 P.M. peak hour trips.

The traffic impact study was based on the previous proposal which included a total of 591 residential units and 29,750 square feet of commercial space. However, the current proposal is an age-restricted community consisting of 229 single-family residential units and up to 75,000 square feet of commercial space. Site distance appears to be sufficient for the proposed McEver Road access but coordination will be required with GDOT for necessary improvements which are identified in the Traffic Study. The results of the future traffic operations analysis indicate that the studied non-signalized intersections at McEver Road will operate with significant delays.

The proposed use is designed as an age-restricted community which should have minimal to no impact on the Gainesville City School System. The applicant estimates the development will have less than 12 resident school age children.

(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?

Properties fronting McEver Road include a mixture of residential and commercial due to the nearby Dawsonville Highway and Browns Bridge Road commercial corridors. Properties fronting Lake Lanier have remained mostly single-family residential in nature at lower densities. The revised proposal appears to be more suitable given the type of residential proposed and the reduced overall density. While some nonresidential may be appropriate fronting McEver Road, additional information is needed prior to the approval of the commercial space.

(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 single-family detached residential uses, it appears the revised proposal, with the recommended conditions, reflects a more reasonable balance between the promotion of the public health, safety, morality, or general welfare and the right to unrestricted use of property.

▪ **Decisions Involving Constitutional Challenges**

The applicant has filed a constitutional objection with this zoning amendment request. In addition to the above Staff Analysis, the governing body shall pay particular attention to the following criteria in relation to this zoning amendment request:

- (1) Existing uses and zoning of the subject and nearby property;
- (2) The extent to which property values are diminished by the particular zoning restrictions;
- (3) The extent to which the destruction of property values, if any, promotes the health, safety, morals or general welfare of the public;
- (4) The relative gain to the public, as compared to the hardship, if any, imposed upon the individual property owner;
- (5) The suitability of subject property for zoned purposes;
- (6) The length of time the property, if vacant, has been vacant as zoned considered in the context of land development in the areas and the vicinity of the property.

▪ **Staff Recommendation**

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

Conditions

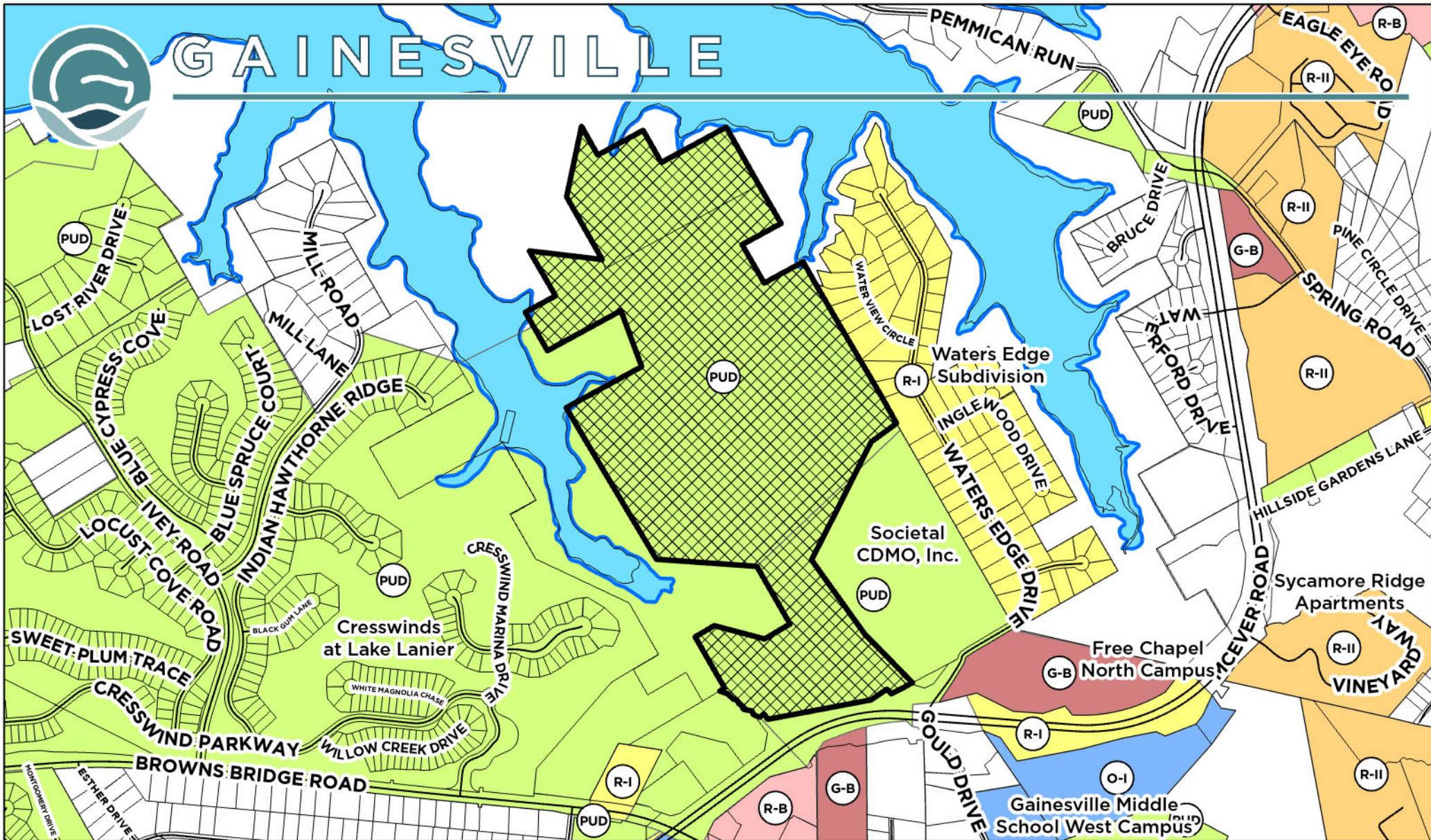
1. **The development standards within the applicant's narrative, concept plans, project detail booklet and architectural renderings shall be made part of the zoning ordinance, and shall be subject to the Community and Economic Development Director approval. Any zoning conditions adopted as part of this zoning ordinance that conflict with these documents shall take precedence over the applicant's development standards.**
2. **The proposal shall not exceed 229 age-restricted, single-family units (1.89 du/ac).**
3. **Site plan review and approval shall be required by the Planning and Appeals Board and City Council prior to the development of the proposed commercial space. A**

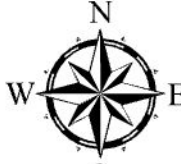
revised traffic impact study for the commercial space shall be required if determined necessary by the Gainesville Public Works Director and the Georgia Department of Transportation prior to a permit being issued.

4. The development shall comply with applicable U. S. Department of Housing and Urban Development (HUD) rules for age-restricted communities. The organization established for the management of the development shall comply with HUD rules for verification of occupancy and shall maintain procedures for routinely determining the occupancy of each unit. Such procedures may be part of a normal leasing or purchasing agreement and must provide for regular updates as required by HUD.
5. A mandatory Homeowners Association (HOA) or multiple associations shall be required for the proposed development providing for the financial management, architectural controls, enforcement of community standards and management of all common areas. Any modifications or new construction within the community must be approved by the Architectural Review Board. The Board will be established and operated by the developer until such time the powers are transferred to the HOA(s). A covenant shall be required to be recorded for the proposed development stating that no more than 20% of the total residential units may be rented.
6. The proposed 50-foot wide perimeter buffer adjacent to the Waters Edge subdivision shall be remain undisturbed. In addition, a staggered row of buffer trees shall be planted adjacent to the undisturbed perimeter buffer. The trees shall consist of a mixture of Cryptomeria, Arborvitae and Eastern Red Cedar trees at a minimum height of 10 feet. The location, spacing, size and type of trees planted shall be subject to the approval of the Community and Economic Development Department Director.
7. The right-of-way fronting McEver Road shall be landscaped and maintained subject to the approval of the Community and Economic Development Director.
8. All access point design for the subject property shall require review and approval by the Gainesville Public Works Department Director and the Georgia Department of Transportation (GDOT). All required access/traffic/sidewalk improvements associated with the proposed development or any additional improvements identified within the Traffic Impact Study shall be at the full expense of the developer/property owner.
9. All proposed roads shall meet City standards. Sidewalks shall be provided on both sides of all roads and drive aisles/parking areas at a minimum width of 5-feet. The sidewalks shall extend and connect to the existing sidewalk network on McEver Road.
10. All service areas, loading areas, ground or roof top HVAC equipment for the commercial uses shall be screened from view from all adjacent uses, roads and Lake Lanier.
11. Outdoor lighting used in this development shall be of non-spill design and placed in a manner so as to minimize direct visibility by the adjacent properties.
12. A uniform sign plan shall be required for the proposed development subject to the approval of the Community and Economic Development Department Director.



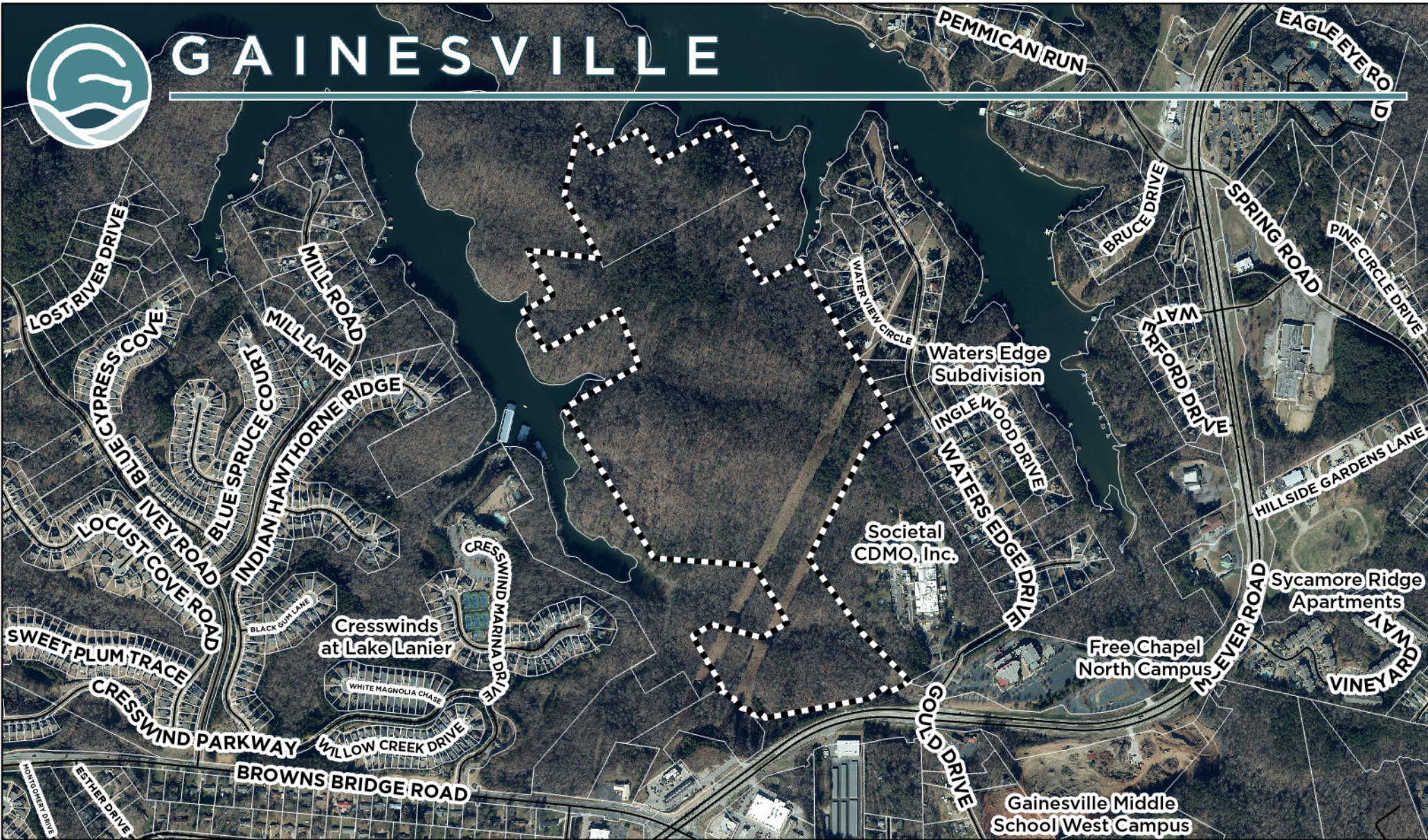
GAINESVILLE

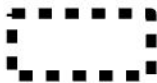


Applicant: WEEKLEY HOMES, LLC.		Request: Amend Planned Unit Development (P-U-D) zoning conditions on +/- 120.98 AC tract for a single-family subdivision for active adults.	
ZONING AMENDMENT REQUEST			
Subject Property Address: 1300 Gould Drive 0 Gould Drive	Tax Parcel: 08-016-002-001A 08-017-000-001	 Subject Property	
Meeting Date: 01/09/2024	Map Prepared: 12/12/2024	 Scale: 1" = 900'	Page 77 of 161

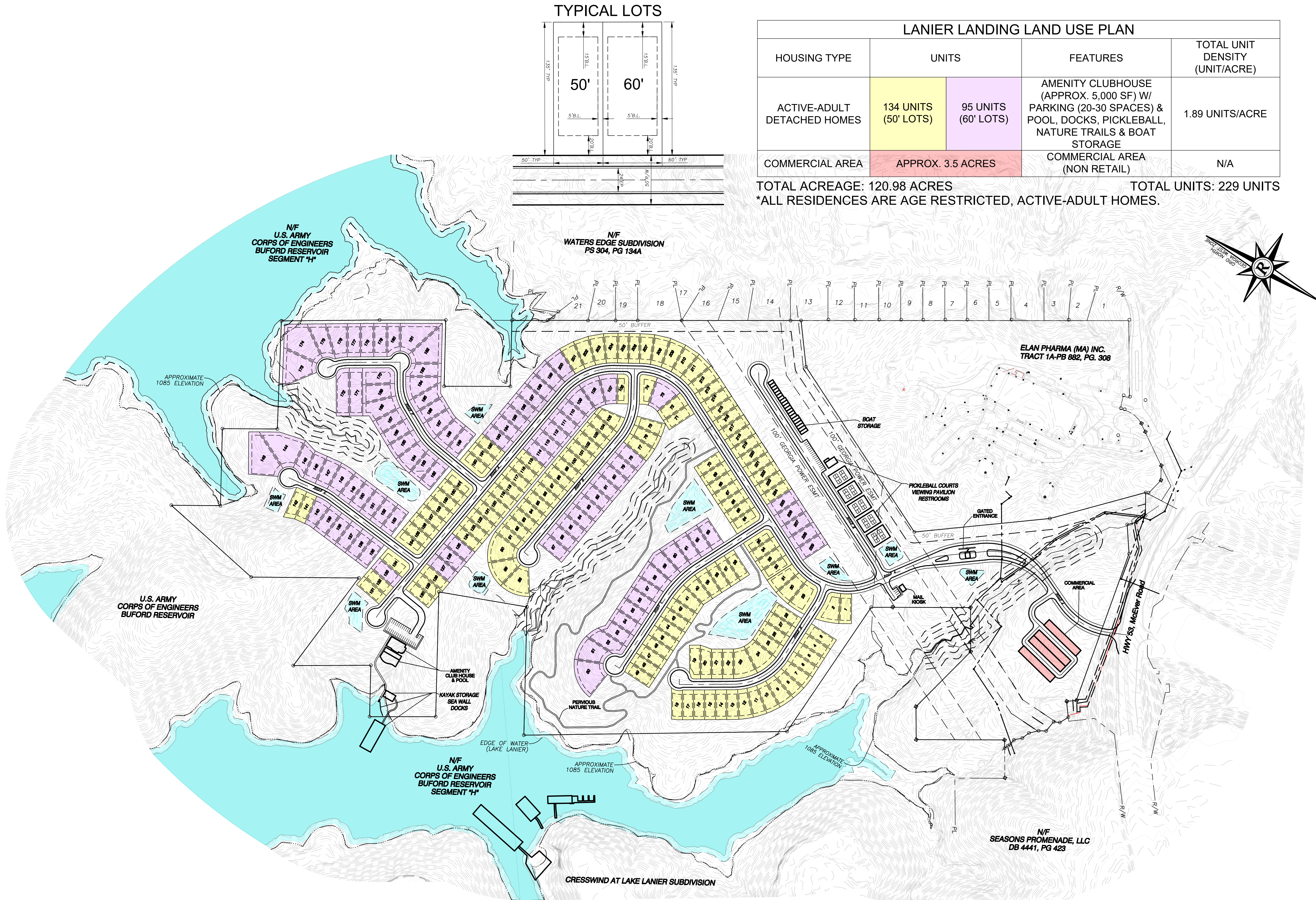


GAINESVILLE



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Meeting Date: 01/09/2024	Map Prepared: 12/12/2024	 Feet 0 500 1,000 1,000 2,000	Scale: 1" = 900'

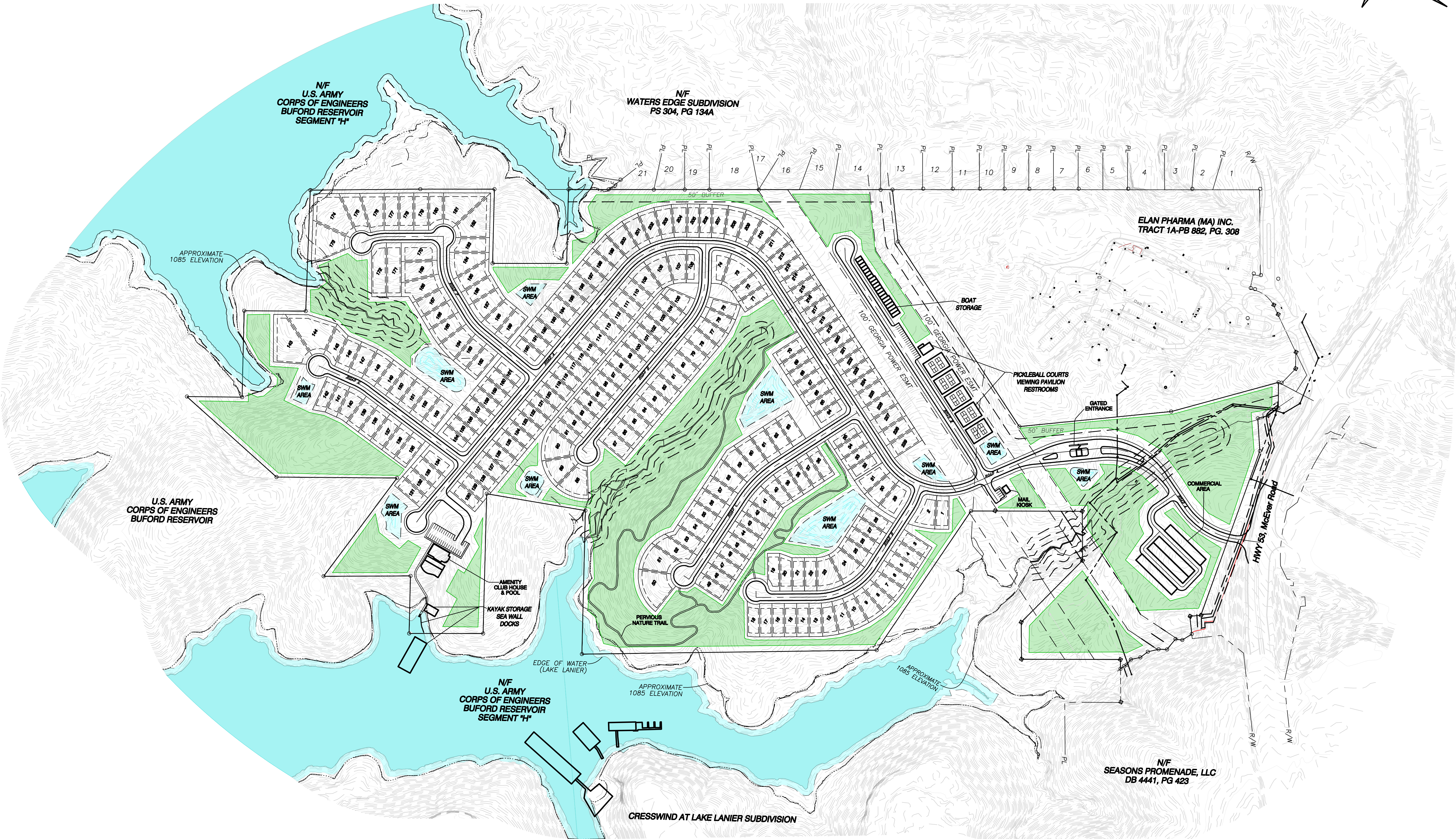
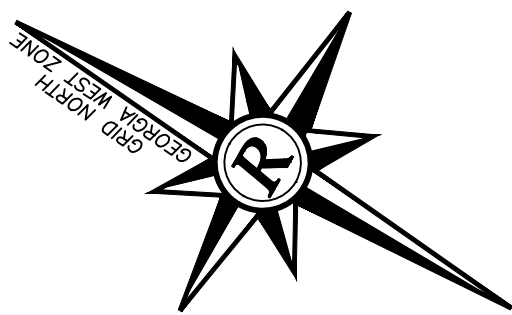




LANIER LANDING OPEN SPACE PLAN

TOTAL OPEN SPACE 31.87 ACRES (26% OF TOTAL ACREAGE)

TOTAL ACREAGE: 120.98 ACRES
OVERALL DENSITY: 1.89 UNITS/ACRE



FOR:
LANIER LANDING
GOULD DRIVE TRACT
LOCATED IN
LAND LOTS 16 & 17, 8th DISTRICT
CITY OF GAINESVILLE
HALL COUNTY, GEORGIA

REVISIONS	
NO.	DESCRIPTION

ANY CHANGES OR ALTERATIONS MADE TO THIS DRAWING SHALL BE THE RESPONSIBILITY OF THE DESIGNER. IT IS THE DESIGNER'S RESPONSIBILITY TO OBTAIN THE WRITTEN APPROVAL OF ROCHESTER & ASSOCIATES, LLC FOR ANY CHANGES. ORIGINAL DRAWINGS ARE KEPT ON FILE FOR VERIFICATION OF ANY CHANGES.

GRAPHIC SCALE
1" = 200'
0' 200' 400'



SHEET
1
OF
1

DATE: 12/22/2023
SCALE: 1"=200'
JOB NO.: 2201204-LWH
DRAWN BY: JDF / ABU

Rochester **DCCM**
Rochester & Associates, LLC
425 Oak St NW, Gainesville, GA 30501
770.718.0600 | www.rochester-assoc.com

A PLANNED UNIT DEVELOPMENT

*Gainesville, Georgia
December 21st, 2023*



LANIER LANDING

David Weekley Homes
5775 Glenridge Dr, Building B,
Suite 210, Atlanta, GA 30328



LANIER LANDING
CONCEPTUAL MASTER PLAN

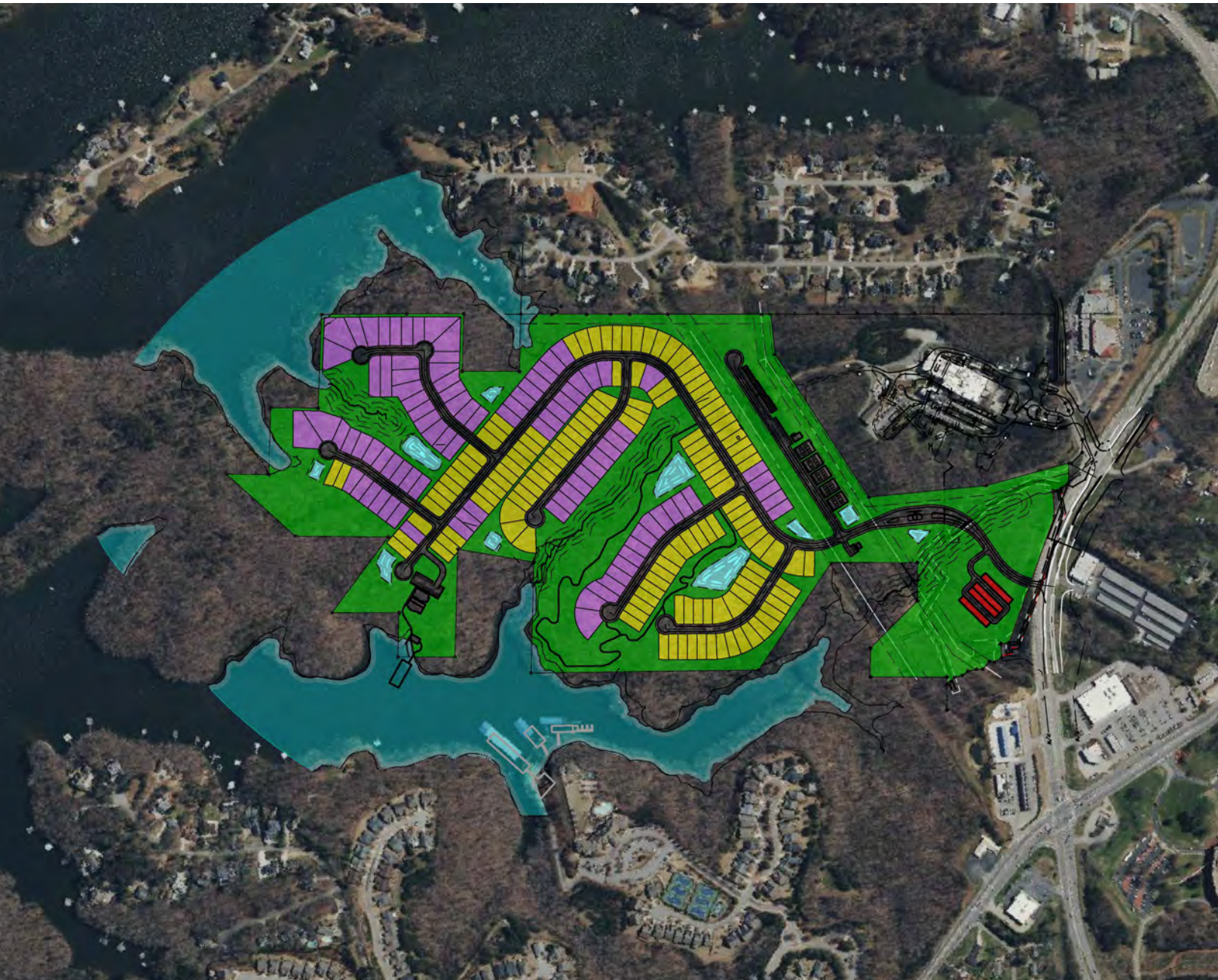


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PROJECT OVERVIEW

OF LANIER LANDING

Lanier Landing is a master planned community consisting of approximately 229 homes / units on approximately 120.98 acres with an overall density of approximately 1.89 units per acre. The development will contain active-adult, single-family detached homes. These homes will be separated into 50' and 60' lot sizes. This variety of lot sizes is intended to encompass different price points and accommodate the varying lifestyles of our active-adult residents. This community is gated with a dedicated amenity area, building a sense pride and privacy for the residents. Interactions between the residents are promoted through the walking trails across the development and through the amenities with resort-style swimming, boating, and various wellness activities. There is area reserved for non-retail, commercial development at the front of the community, off to the left of the parkway, and before the gate, preserving the privacy of Lanier Landing residents.

The development will foster a love of Lake Lanier and their community through the walking trail, pocket parks and amenity features which are all designed to create a unique identity and character for Lanier Landing as a whole.

Large areas of open space with landscaping incorporating existing, mature vegetation are integrated into the master plan to showcase the property's natural beauty. A significant number of homes will adjoin these open spaces on the ridge lines of the property thereby allowing residents to enjoy the natural landscape and views of Lake Lanier on the horizon.

In essence, Lanier Landing connotes a sense of arrival at a special place on the gentle, sloping shores of Lake Lanier in the foothills of the North Georgia mountains — a place many will soon call home.

"Lanier Landing — a place many will soon call home."

DEVELOPER'S STORY

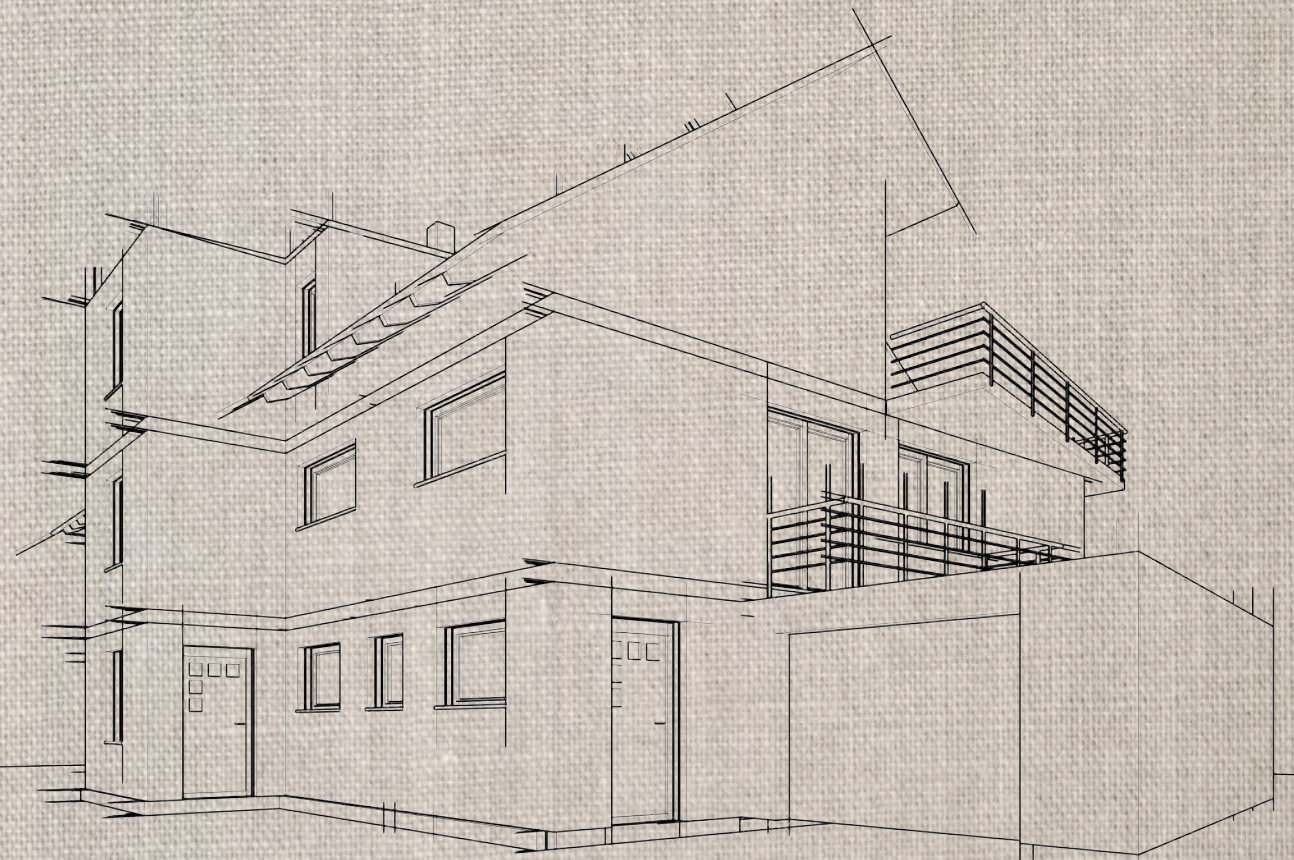
OF LANIER LANDING



David Weekley Homes (DWH) began in 1976 in Houston, Texas, and has grown to become one of the largest privately held home builders in America, spanning across 13 states and 19 cities with more than 100,000 homes sold. The company has extensive home building experience and a strong dedication to quality homes and quality service as proven by their selection as the National Builder of the Year in 1990 and in 2013. This accomplishment is bolstered by their repeated identification as one of the best companies to work for and their incredible customer service. They are conservative financially, never biting off more than they can chew, to ensure their ability to continually create and complete quality developments across the country.

With over 40 years of experience, they have learned how to push the envelope of home design with a rich array of options for aesthetics and finishings while still prioritizing efficiency in construction, blurring the line between custom homes and production homes. They aim for complete customer satisfaction and pride in their homes, so quality work and dedication is a top priority.

DWH's current principals are David Weekley, John Johnson, Chris Weekley, Ladd Fargo, and Joe Rentfro. David Weekley is the founder and chairman of DWH, having built the company from the ground up at the age of 23. John Johnson is the CEO, previously working for other large scale home builders, he has been instrumental in the company's expansion, a guiding force behind its introduction of modern product lines, and has also helped the company achieve record-setting customer satisfaction scores. Chris Weekley is president at DWH and he leverages his expertise in innovation and developer relationships to effectively position the company for growth and expansion. Ladd Fargo is the Chief Operating Officer (COO) with nearly 30 years of home building experience, and he oversees all division operations for DWH. His Co-COO, Joe Rentfro, works together with Fargo, prioritizing operational efficiency while maintaining DWH's brand promise of quality and satisfaction.



LOCATION OF LANIER LANDING

The future Lanier Landing community is located less than 4 miles (3.9 miles) southwest of the City of Gainesville square and 5 miles north of I-985 at Exit 17. Primary access to the property will be from McEver Road near the intersection of Browns Bridge Road and McEver Road. The property is surrounded by a variety of developed residential and commercial properties but is separated on three sides by Lake Lanier.

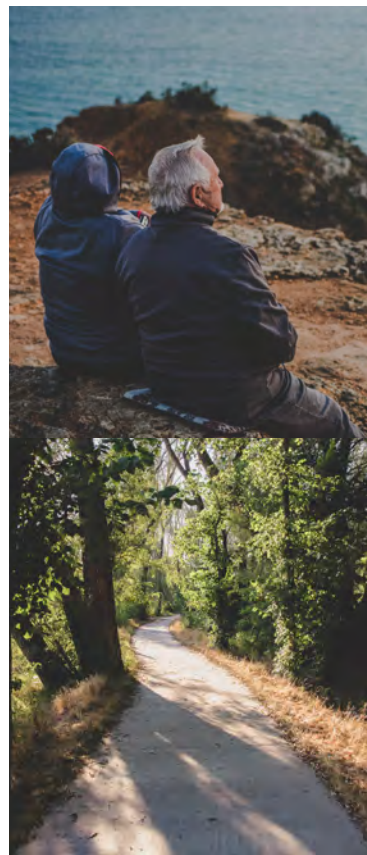
Lanier Landing will straddle shoreline property of the lake that the Corps of Engineers owns and maintains. Several unnamed streams exist on the property and will be preserved along with much of their associated mature tree canopy. There is an easement for power lines that has contributed to some clearing of the canopy running northeast from the southwestern corner of the development. Approximately 1,000 lf of the property fronts to McEver Road while the majority of the other boundaries of the property front to the Corps of Engineer's property, and by proxy, the shorelines of Lake Lanier.

A small retail area, anchored by a Walmart Neighborhood Market and a Walgreen's, exists just outside the proposed entrance of Lanier Landing. A larger retail area, anchored by a Publix Supermarket and various shops and restaurants, is just 1.8 miles north on McEver Road. The Hall County Government Complex is just 0.5 mile southwest on Browns Bridge Road. North Georgia Health System's main campus is located approximately 5 miles south via Jesse Jewell Parkway. The Gainesville campus of the University of North Georgia is located 4.5 miles south via McEver Road, just before I-985 Exit 17.



CHARACTER

OF LANIER LANDING



The Lanier Landing community has been carefully planned to foster a positive union between the beauty of Lake Lanier and a healthy lifestyle for all residents. Development will be concentrated primarily along ridge lines to maximize residents' views of Lake Lanier and the mountains with majority of land adjacent to streams left untouched. The general theme of the community is planned to be of a grounded nature.

Lanier Landing is proposed to be an age-restricted community featuring active-adult, single-family detached homes.

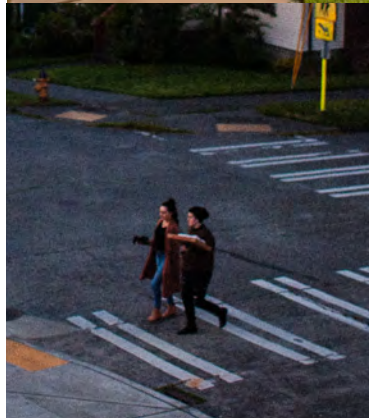
A key feature of Lanier Landing will be its walking paths that will connect the community to the open space on the property. The community design will foster connectivity between residents, nature and the amenities while strengthening the pride and privacy of each individual resident. Additional planned amenities could include private lake access and docking for small boats, as well as, activity courts like pickle ball so that residents can take full advantage of the lake and green space at their doorsteps. Small pocket parks, intentional landscaping spaces and a winding sidewalk will further promote the cohesiveness of the community.



**Lanier Landing fosters
love of lake & community.**

STREET SYSTEM

OF LANIER LANDING



The primary entrance to Lanier Landing is proposed approximately 0.24 miles northeast of the intersection of Browns Bridge Road and McEver Road. The entrance is positioned at a curb cut along McEver Road, which is a four-lane divided highway with concrete medians. Lanier Landing will be a gated community with private roadways: a primary parkway and smaller, subsidiary streets through each residential area. The primary entrance is the only way to enter or exit Lanier Landing, so the primary parkway will be built to sustain the traffic of the all residents coming and going. A second entrance to Lanier Landing is not anticipated; however, if review by the Fire Marshal dictates that another entrance is required, one accessing the development from Gould Drive could be added for emergency vehicle access. The primary roadway will become privately maintained at the expiration of the required maintenance periods. All streets will be constructed to the City of Gainesville standards and will include sidewalks, streetlights and crosswalks where indicated. For the primary parkway, a 4' sidewalk is proposed on the southeastern side of the roadway (only one side with sidewalk) to promote walking and connectivity while limiting the potential hazard of pedestrians along the main parkway. Multi-use paths or walking trails may be constructed of concrete, asphalt, or mulch.



OPEN SPACE

OF LANIER LANDING



At approximately 31.87 acres (26% of total acreage), the open space that meanders throughout the development will be directly accessible to each resident. The open space will include areas for amenities, walking paths and passive or active recreation. However, the rest of the open space will be left undisturbed to protect the natural beauty of the site as well as environmentally sensitive areas. The development team believes this element adds tremendous value to the overall development.

Lanier Landing is being developed with healthy lifestyle experiences in mind: lots of open spaces, a network of walking paths, as well as, natural water amenities. Pocket parks will be located throughout the community, potentially connected via walking paths. One pocket park may include benches and an arboretum while another may have a swing set and yet another may simply have a community lawn or nature observation deck. These areas will serve as the focal points for different areas of the development and will further foster the community's love of the lake and community.



AMENITIES

OF LANIER LANDING



The dedicated amenity is planned to be on the western shore of the property (the central portion of Lanier Landing) with additional satellite amenities planned throughout the project.

These amenity areas, parking, and the parkway are designed to be pedestrian-friendly with vehicular traffic programmed for slower speeds through Lanier Landing. Bicycle racks, multi-use paths and walking trails are ways the development may promote non-vehicular trips to each of the amenity centers. This will encourage the residents to become more acquainted with the grandeur of Lanier Landing and with their neighbors in the community.

Satellite amenities of a smaller scale may be added to other areas of the community based on future needs. These satellite amenities could range from additional pickle ball courts, to small open space areas, to picnic and hammock areas, or to cabanas adjacent to pool areas.

Private lake access and docking for small boats is proposed on the western shore of the development (pending Corps of Engineers approval) as well as, boat storage just off the primary parkway across from the mail kiosk (also just off the parkway).

The walking paths' (those proposed and for any added after-the-fact), steepness and design, along with the other amenity features, promote social interaction between residents of Lanier Landing and promote healthy lifestyle habits.

The individual elements of these amenities as noted below may be phased in relation to future needs and market demand.

- Clubhouse*
- Resort-Style Pool*
- Lawns & Pocket Parks*
- Pickleball courts*
- Private docking*
- Boat storage*
- A Mail Kiosk*



RESIDENTIAL PRODUCTS

OF LANIER LANDING



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18



LANIER LANDING

ACTIVE-ADULT SINGLE-FAMILY DETACHED



The community's development plan has created a balance of residential product choices that will accommodate multiple lifestyle desires. Emphasis has been placed on preserving as many areas of natural beauty as economically possible, thereby creating natural separation between residents and promoting the use of the walking paths to explore the property.

Traditional, single-family, active-adult lots are proposed for the community of Lanier Landing. A variety of active-adult home options are proposed to correspond with differing desires in lifestyle for potential active-adult residents seeking out a place to call home and occasionally entertain family (restricted to those 55 years of age and older). These options include 50' and 60' lots with detached style homes. There will not be any traditional two-story homes, rather, the potential layouts include ranch-style homes with bonus / secondary space over the garage or in a basement area. Full basements are not intended, but may become a part of the proposed layouts due to existing topography. The finishes to house products in Lanier Landing will have hardy siding with wood and stone accents.

Lot standards are indicated below:

Active-Adult Detached	50' & 60' Lots
Lot Width	50', 60'
Minimum lot size	50' x 120'
Minimum Front Setback	20'
Minimum Side Setback	5'
Minimum Rear Setback	15'
Minimum Building Separation	10'
Minimum heated SF per Home	1,400 SF

*Total number of Detached units is approximately 229.



COMMERCIAL DEVELOPMENT OF LANIER LANDING

Commercial development in Lanier Landing is planned for the area adjacent to the intersection of the primary parkway and McEver Road. The area set aside for the commercial buildings, non-retail, is approx. 3.5 acres.

Individual buildings shall not exceed three (3) stories in height with a gross square footage not to exceed 75,000 square feet. Parking ratios shall be in accordance with the City of Gainesville ordinances based on the final use of the property. DWH does not currently have an end user selected for the development of the commercial parcel at this time. Some examples of potential end users include restaurants, professional office space, and/or climate-controlled storage units.

These buildings would have a fiber cement siding with brick, stone, and metal accents.



SITE DEVELOPMENT

OF LANIER LANDING



Monumentation & Signage

The gateway to Lanier Landing is located just after the intersection of McEver Road and Browns Bridge Road. This entrance acts as the main visual link to the project and announces the development. As such a critical part of Lanier Landing's initial impression, the project gateway will include landscape and hardscape features, signage, monumentation, and lighting to establish a sense of place and an arrival point. The gated entrance will define Lanier Landing, reflecting the architectural and landscape style of the development. Additional signage within the development will contain identification of the amenities and residential streets.

Secondary Identification

Signage and monumentation elements may be placed throughout the development and should be similar in style to the major project identification, just smaller in scale. These may be placed on the interior streets of Lanier Landing identifying one of the residential street names. Minor information signs may also be used to guide visitors to various amenities and points of interest within Lanier Landing. The information signs might include event listings and other pertinent information relevant to the community.



Landscaping

Together with the infrastructure design, the proper planning and design of outdoor spaces is critical in fostering the desired atmosphere of Lanier Landing. The overall landscape concept for this area plays a crucial role in unifying Lanier Landing and is intended to ensure that residences and related improvements are in cohesion with existing scenic beauty and natural conditions. The development must respect the area's natural setting and include new plantings that harmonize with the existing environment and the landscape character of the region. The developer must establish a consistent landscape that responds to aesthetic concerns and helps establish a positive image within the development for years to come.

COMMUNITY STANDARDS

OF LANIER LANDING



Maintenance & Ownership of Streets and Open Spaces

All the streets, including those within individual phases, are intended to be built to the standards of the City of Gainesville. The Parkway will be gated for limited access and privately maintained; therefore, the subsidiary streets within the development shall also be privately maintained. No roads will be dedicated to the City of Gainesville for maintenance because they are all gated or otherwise access-limited. All interior open spaces and common elements (including structural slopes, walls, etc.) will be deeded to the Master Homeowners Association for maintenance and operation.

Water & Sewer Utilities

The City of Gainesville will provide water and sewer service to Lanier Landing. The availability of services has been verified with the City of Gainesville. Sanitary Sewer utilities will be a combination of gravity sewer lines and low pressure sewer systems. A low pressure sewer system will be proposed only in areas where topography does not allow for a gravity sewer connection to the existing City of Gainesville sanitary sewer system.

Homeowners Association

A mandatory Homeowners Association (HOA) or multiple associations will be formed for Lanier Landing or portions thereof. The HOA(s) will maintain and manage all common areas of the development, including financial management, architectural controls, and enforcement of community standards.

Any modifications or new construction within the community must be approved by an Architectural Review Board. The Board will be established and operated by the Developer until such time as the powers are transferred to the HOA(s).

Model Homes & Prairie Homes

Prior to approval of any phased Final Plat, the City of Gainesville will issue a maximum of 10 model home permits and 10 prairie home permits. Once final platting has been approved for the outstanding prairie home permits, the City of Gainesville will issue additional prairie home permits, not to exceed 20 at any given time. This time period allows the Developer to accelerate their production schedule and reduce the time frame necessary to complete a house and close a sale. In a development of this magnitude, the City of Gainesville recognizes the carrying cost of land acquisition, infrastructure and overhead requires an expedited delivery schedule to meet project objectives and ensure the ongoing success and vitality of the project.

Model home and prairie home permits will not be issued until access to the lot is provided in the form of a hard surface (crusher run) and fire protection is established within 500 feet of the lot in the form of a 1500-gallon tank fitted to City of Gainesville Fire Department specifications. The applicant/property owner agrees to indemnify the City of Gainesville against any claim of loss that may result from the early issuance of these type of permits.

Model Home and Prairie Home shall be defined as follows:

Prairie Home - *A concept used by Developers to allow for home construction starts (building permit issuance) prior to Final Plat recording. Prairie Home permits will not be granted temporary certificates of occupancy or permanent certificates of occupancy until approval of the final plat for the phase of development in which they are located.*

Model Home - *A concept used by Developers to allow for home construction starts in order to model building types, floor plans, interior finishes, etc. to potential buyers. Model home permits will be granted a temporary certificate of occupancy (provided adequate restroom facilities have been completed) prior to final plat that will restrict the use of the structure to a sales center and furniture staging. Habitation will not be allowed in model homes until a permanent certificate of occupancy has been issued. Permanent certificate of occupancy will not be issued until approval of the final plat for the phase of development in which they are located.*



Drainage & Stormwater Management

All of Lanier Landing lies adjacent to Lake Lanier and its unnamed tributary streams. Highest elevations are in the southeastern corner of the property with multiple peaks throughout it creating ridge lines and valleys; therefore, water generally flows from the central area of the development down through the streams in the valleys to the southwest and northeast into Lake Lanier. Stormwater management facilities are planned at suitable locations to reduce the amount of direct discharge into Lake Lanier. It is understood that Lake Lanier will serve as the primary detention facility for the development.

Uses

Land development for residential housing is dynamic because of the need to concurrently predict and respond to the local real estate market and national economic and demographic trends.

Approval of the Lanier Landing Master Plan is intended to approve approximately 229 homes / units as the maximum number of units for the development. Housing products may be moved, combined, or reconfigured without limit within the development, provided the maximum number of units is not exceeded and the overall change will not increase impact to the roadway system at peak hours or increase the points of connection.

Uses of a traditional, single-family residence for owner occupancy in this development are detached forms of housing, with the homes restricted to persons 55 years of age or older (our active-adult residents).

Uses and standards described in the plan anticipate and describe active-adult detached construction. If the use and/or form of housing for a particular phase is not specifically described or detailed in the plan, such a use or form may be approved administratively by staff based on the existing approved standards of the City of Gainesville for such a form of construction on similar sites elsewhere in the incorporated areas of the city.



Phasing

Phase 1 - The Developer intends to construct Lanier Landing Parkway and some of the secondary detention by realigning and paving as a road to access and serve approximately 229 active-adult detached lots.

In addition, a portion of the lots may be included within Phase 1, and the amenities will be started during Phase 1 (with a completion no later than the completion of Phase 2).

Phase 2 - The Developer intends to complete amenities and develop additional portions of the property, to serve 229 active-adult detached.

Phase 3& Future Phases - Phasing is generally sequential but may overlap. Lots of various sizes and ownership types may be under development concurrently in multiple portions of the overall site. The Developer intends to complete the walking trails connecting the different phases and develop additional lots as demand warrants.

Phasing is generally sequential, but may overlap. Lots of various sizes and ownership types may be under development concurrently in multiple portions of the overall site.

ZONING REQUEST

OF LANIER LANDING



The current zoning was approved in May 2005 as "1300 Gould Drive SW". The chart below shows the primary differences in the two plans:

Comparison to Current Zoning Plan

Version	Current Plan	Proposed Plan
Name	1300 Gould Drive SW	Lanier Landing
Acreage	49.40+/-	120.98
Active-Adult Detached Units	N/A	229
Total Residential	N/A	229
Overall Density	N/A	1.89 Units/Acre
Open Space	N/A	31.87 Acres
Commercial	N/A	Approx. 3.5 Acres

This request includes:

- Amend the existing zoning approval as detailed in the application, zoning narrative and conceptual site plan.



LANIER LANDING

MAPS & SURVEYS

OF LANIER LANDING

ALTA Boundary Survey
Proposed Land Use Plan
Proposed Open Space Plan





MAPS & SURVEYS

ALTA Boundary Survey

See next page

34 35

LANIER LANDING





MAPS & SURVEYS

Proposed Land Use Plan

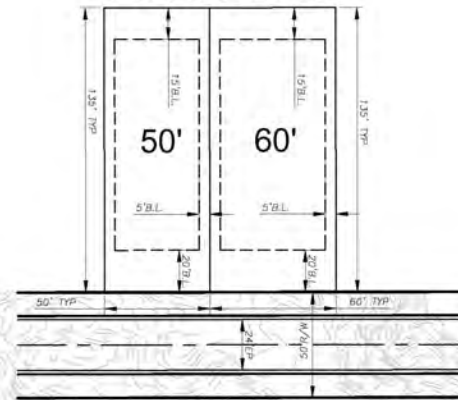
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37 38

LANIER LANDING



TYPICAL LOTS



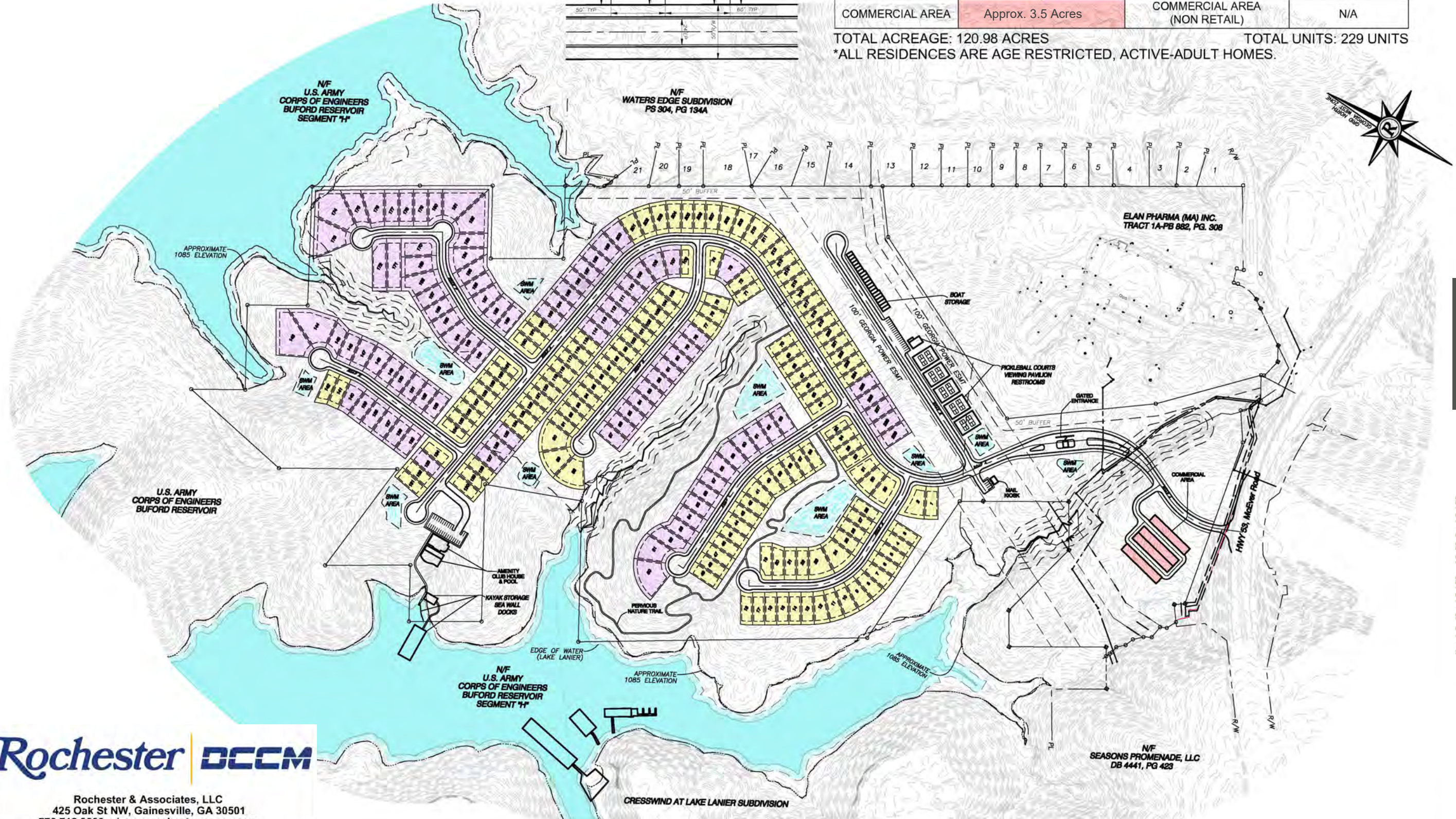
LANIER LANDING LAND USE PLAN

HOUSING TYPE	UNITS		FEATURES	TOTAL UNIT DENSITY (UNIT/ACRE)
ACTIVE-ADULT DETACHED HOMES	134 UNITS (50' LOTS)	95 UNITS (60' LOTS)	AMENITY CLUBHOUSE (APPROX. 5,000 SF) W/ PARKING (20-30 SPACES) & POOL, DOCKS, PICKLEBALL, NATURE TRAILS & BOAT STORAGE	1.89 UNITS/ACRE
COMMERCIAL AREA	Approx. 3.5 Acres		COMMERCIAL AREA (NON RETAIL)	N/A

TOTAL ACREAGE: 120.98 ACRES

TOTAL UNITS: 229 UNITS

*ALL RESIDENCES ARE AGE RESTRICTED, ACTIVE-ADULT HOMES.





MAPS & SURVEYS

Proposed Open Space Plan

See next page

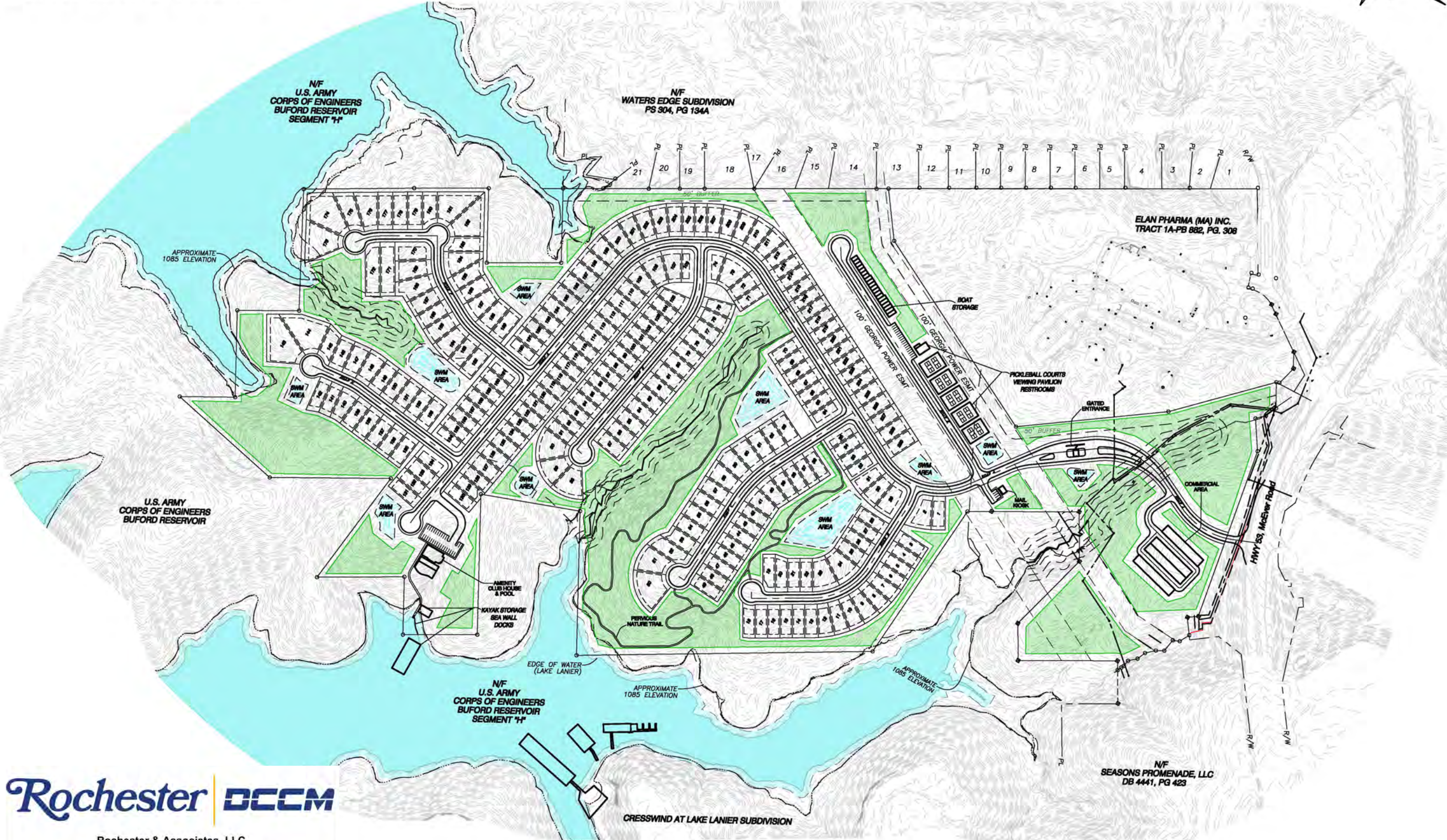
40 41

LANIER LANDING



LANIER LANDING OPEN SPACE PLAN	
TOTAL OPEN SPACE	31.87 ACRES (26% OF TOTAL ACREAGE)

TOTAL ACREAGE: 120.98 ACRES
OVERALL DENSITY: 1.89 UNITS/ACRE



Rochester & Associates, LLC
425 Oak St NW, Gainesville, GA 30501
770.718.0600 p | www.rochester-assoc.com



Stock Images obtained from the following photographers:

Ameen Fahmy	Annie Spratt	Blake Wheeler	Brandon	Sabri Tuzcu	Venti Views
Courtney Smith	David Schultz	Eric Ward	Carson Ignacio	Ronnie George	Toa Heftiba
Janosh Lino	Jenn Wood	Katarzyna Grabowska	Brosa Mario	Skyler Smith	Todd Quackenbush



J. Ethan Underwood
eunderwood@MilesHansford.com

REVISED 2023-12-27

**NARRATIVE REPORT, LAND USES AND DEVELOPMENT SUMMARY, IMPROVEMENT REQUIREMENTS
COMPARISON, AND COMMUNITY BENEFIT STATEMENT FOR ZONING APPLICATION**

Applicant:	Weekley Homes, LLC
Subject Property:	120.98 Acres Designated as Hall County Tax Parcel(s): 08016 002001A & 08017 000001
Current Zoning:	PUD – Planned Unit Development
Proposed Zoning:	PUD – Planned Unit Development
Proposed Use:	Mixed Use Development consisting of: • 229 Single-Family Detached Dwellings • Amenity Areas, clubhouse(s), pool, pickleball courts, and private docks & boat storage • Up to 75,000 sq. ft. of Commercial Uses
Application:	Rezoning & Zoning Amendment
ROW Access:	McEver Road
Governing Jurisdiction:	City of Gainesville

This statement is intended to comply with the application procedures established by The City of Gainesville, GA for submittal of applications for annexation as required by the City of Gainesville Unified Land Development Code (the “ULDC”), City of Gainesville Public Hearing Application Requirements, and other City of Gainesville Ordinances and Standards and is intended to serve as the Narrative Report required by the ULDC. As part of this Narrative Report, the Applicant asserts the statements contained in the Application for Zoning Actions package, submitted herewith incorporated herein by reference, and as may be amended (the “Application”), describing justification for the requested zoning and for any request of variances, in any, as if such were fully stated herein.

The Applicant proposes to zone a total of 120.98 acres located within the City of Gainesville.

I. Land Uses and Development Summary

The Applicant proposes to develop the Proposed Use on the Subject Property, consisting of the following:

- **229 Single-Family Detached Dwellings**
- **Amenity Areas, clubhouse(s), pool, pickleball courts, and private docks & boat storage**
- **Up to 75,000 sq. ft. of Commercial Uses**

***The Applicant reserves the right to combine the amenity clubhouses into a single structure.**

The Subject Property is located on a peninsula on Lake Sidney Lanier, which it shares along its eastern boundary with residential dwellings in Waters Edge Subdivision (Zoned R-I). To the Subject Property's west is Cresswind Subdivision (zoned PUD) and Mill Ridge Landing Subdivision (zoned V-C in unincorporated Hall County).

The Proposed Use is consistent with the intent of the Comprehensive Plan. The Subject Property is located in the Suburban Neighborhoods Character Area of the Gainesville 2040 Comprehensive Plan, which states, "The vision for these areas is to preserve older, stable residential subdivisions and encourage newer projects with smaller lot sizes, pedestrian infrastructure to promote connectivity, and buildings patterned after the more traditional homes near the center of the city, and contain a small neighborhood-serving 'village center.'" 2040 Comp. Plan, p. 198. Appropriate land uses and development types in this Character Area are:

- Parks and recreation;
- Single-family residential;
- Limited multi-family residential;
- Limited general mixed-use;
- Limited commercial (retail and office)

The PUD zoning district is listed as an appropriate zoning district under the 2040 Comprehensive Plan. *Id.* At 201. The Proposed Use will accomplish the goals of the 2040 Comprehensive Plan by providing limited commercial development with primarily single-family residential homes for seniors, using the flexible design standards of the PUD zoning district to minimize impact of the development on the topographically challenging Property, which will in turn help to protect Lake Lanier.

Though the Subject Property is designated as "Park Conservation Recreation" on the Future Land Use Map, it is currently zoned PUD and contains a pharmaceutical manufacturing facility adjacent to the portion of that tract that is subject to this Application. **The Governing Jurisdiction has no plan or intention to acquire the property as a public park.** To accomplish the Proposed Use, the Applicant proposes to amend the existing PUD zoning.

A. Zoning and Land Use.

The Applicant proposed to amend the Current Zoning, which is PUD. The Applicant proposes to subject the Subject Property to the land uses and performance standards depicted on the Concept Plan and the Conceptual Master Plan, submitted concurrently with the Application and incorporated herein by reference.

B. Proposed Construction Phasing Schedule.

Construction will occur over approximately 60 months. Upon issuance of Land Disturbance Permit, which is estimated to require up to 12 months, the Applicant anticipates the project will be developed within 12 months thereafter, and houses to be constructed over the following 36 months.

The Applicant estimates there will be on average **1.8 occupants per unit**. Assuming this to be the case, the Applicant expects the population of the new development to be as follows:

Projected Subdivision Population			
<u>Year</u>	<u>New Houses</u>	<u>Total New Households</u>	<u>Population of New Homes</u>
1	0	0	0
2	57	57	103
3	57	114	206
4	58	172	310
5	57	229	413

C. Traffic Impact Analysis.

The Applicant also submits with this Narrative Report, and incorporates herein, a Trip Generation Report and Traffic Study Network Determination.

Permanent access to the development will be from the ROW Access. All of the development's interior streets and driveways will be privately-owned and maintained. In addition, such interior streets may be gated, at the election of the property owner.

Traffic generated from the development will be minimal and the entrance will be at a location where sight distance is sufficient. All curb cuts shall be coordinated and approved by the City of Gainesville and GDOT and acceleration and deceleration lanes will be installed as required. All streets within the development will be constructed to conform to standard requirements. Parking will be provided onsite as required by the ULDC.

D. School System.

The Table below estimates the number of school children expected to be generated by the project, based upon the ratio of the estimated number of school children in the Governing Jurisdiction (8,022) to the estimated number of households in the Governing Jurisdiction (14,619), then multiplying the quotient by the number of residential units in the Proposed Use. This factor is calculated to be 0.55 students per household.

Projected Student Population Impact: After calculating the first year add that amount to each year thereafter	
<u>Year</u>	<u>Total</u>
1	0
2	32
3	63
4	95
5	126

The numbers above are a planning factor used to project total student population and plan the need for new school facilities. However, the actual number of students who live in the proposed development may be more or less than the factor above, because the method of calculation uses a total number households citywide, with some households containing more than the average number of children and others comprised of zero children. **As this development will be an active adult community, it is estimated this development will have less than 12 resident school age children.**

E. Utilities.

With regard to public utilities, water, sanitary sewer, electricity, and cable are available to the site. The development's water and sewer needs will be served by the City of Gainesville. The Applicant will install underground utility lines within the development to serve the project on an as-needed basis.

F. Environmental Impact.

The project should also have a minimal impact on the environment. There should be no impact on air quality. Drainage, soil erosion, and sedimentation controls will be extensively utilized on the site after obtaining all required approvals from the Soil Conservation Service and the City of Gainesville. Best management practices will be utilized to protect natural resources. The Applicant will submit plans detailing the development for approval by all applicable and appropriate governmental agencies, based on conformity with subdivision and zoning requirements, as well as other applicable ordinances, statutes, and regulations.

II. Improvement Requirements Comparison

	<u>City Standards</u>	<u>Proposed Standards</u>
ROW Widths	50 feet	50 feet
Pavement Widths	24 feet	24 feet
Sidewalk Width	4 feet	4 feet
Sidewalk Location	At least 1 side of each residential road, with connector sidewalks to commercial areas.	At least 1 side of each residential street.

III. Community Benefit Statement.

The community will benefit from the Proposed Use, which will provide high quality housing, improved fire service, and commercial and recreational benefits to the community. The Proposed Use will have little impact on school attendance, as most age-target units will not house school-aged children. Residents of age-target housing also tend to drive less and, when they do, they drive during off-peak hours, thereby lessening the impact on community traffic.

The Proposed Use will provide quality architectural designs, and extend utility services to areas currently unserved by water and sewer. The access design will mitigate the potential traffic impact to Gould Drive.

CONCLUSION

Approval of the Application will be in the best interest of the City. The Applicant respectfully requests that the Application, as requested by the Applicant, be approved. The Applicant also reserves the right to amend this statement and the Application by supplementing further responses and documents.



Miles Hansford, LLC
ATTORNEYS AT LAW

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J. Ethan Underwood
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REVISED 2023-12-27

CAMPAIGN DISCLOSURE

Applicant:	Weekley Homes, LLC
Subject Property:	120.98 Acres Designated as Hall County Tax Parcel(s): 08016 002001A & 08017 000001
Current Zoning:	PUD – Planned Unit Development
Proposed Zoning:	PUD – Planned Unit Development
Proposed Use:	Mixed Use Development consisting of: • 229 Single-Family Detached Dwellings • Amenity Areas, clubhouse(s), pool, pickleball courts, and private docks & boat storage • Up to 75,000 sq. ft. of Commercial Uses
Application:	Rezoning & Zoning Amendment
ROW Access:	McEver Road
Governing Jurisdiction:	City of Gainesville

To Whom It May Concern:

Pursuant to Section 36-67A-3 of the Official Code of Georgia Annotated, adopted by the Georgia General Assembly, effective July 1, 1986, please be advised that as of the date of this letter, Miles Hansford, LLC has made the following campaign contributions to local officials of the Governing Jurisdiction:

- **None.**

This letter constitutes the disclosure of campaign contributions with respect to the above-referenced application.

Sincerely,

Ethan Underwood
Attorney for Applicant



REVISED 2023-12-27

RESERVATION OF CONSTITUTIONAL AND OTHER LEGAL RIGHTS

Applicant:	Weekley Homes, LLC
Subject Property:	120.98 Acres Designated as Hall County Tax Parcel(s): 08016 002001A & 08017 000001
Current Zoning:	PUD – Planned Unit Development
Proposed Zoning:	PUD – Planned Unit Development
Proposed Use:	Mixed Use Development consisting of: • 229 Single-Family Detached Dwellings • Amenity Areas, clubhouse(s), pool, pickleball courts, and private docks & boat storage • Up to 75,000 sq. ft. of Commercial Uses
Application:	Rezoning & Zoning Amendment
ROW Access:	McEver Road
Governing Jurisdiction:	City of Gainesville

This Reservation of Constitutional and Other Legal Rights (“the Reservation”) is intended to supplement and form a part of the land use application (including any request for zoning, conditional use permit, site plan approval, and variances) (collectively, the “Application”) of the Applicant and the owners of the Subject Property (collectively, the “Owner”) and to put the Governing Jurisdiction on notice of the Applicant’s assertion of its constitutional and legal rights.

The Applicant has filed a timely application, has provided all required information and has submitted the appropriate application fees. The Application meets all judicial and statutory requirements for approval.

The Applicant objects to the standing of any opponents who are not owners of land adjoining the Subject Property and to the consideration by the Governing Jurisdiction of testimony or evidence presented by any party without standing in making its decision regarding the Application. The Applicant also objects to the consideration of testimony or evidence that is hearsay, violates any applicable rules of procedure or evidence, or that is presented by any party who fails to comply with notice and campaign disclosure requirements.

The Current Zoning (and/or zoning conditions) of the Subject Property is unconstitutional and deprives the Subject Property and all viable economic use thereof. The Proposed Use is the only viable economic use of the Subject Property, and the Governing Jurisdiction has deemed this Application necessary to allow the Proposed Use. As such, the Applicant and Owner file this Application for the purpose of changing the Current Zoning (and/or zoning conditions and requesting variances) to facilitate the Proposed Use, and to exhaust administrative remedies in the event the Application is denied. As such, the filing of this application is not an admission of the need for any such approval of the Applicant’s right to develop the

property. The Applicant and Owner reserve the right to challenge the Current Zoning and any zoning conditions and other restrictions affecting the Subject Property.

Denial of the Application or approval of the Application in any form that is different than as requested by the Applicant will impose a disproportionate hardship on the Applicant and Owner of the Subject Property without benefiting any surrounding property owners. There is no reasonable use of the Subject Property other than as proposed by the Application and no resulting benefit to the public from denial of or modification to the Application.

Any provisions in the applicable land use, subdivision, and /or zoning ordinances (collectively the "Zoning Ordinance") that classify, or may classify, the Subject Property into any of the non-requested zoning or use classifications, including the Proposed Zoning District and Proposed Use at a density or intensity less than that requested by the Applicant, are unconstitutional in that they constitute a taking of the Applicant's and Owner's property rights without first paying fair, adequate, and just compensation for such rights in violation of Article I, Section III, Paragraph I of the Georgia Constitution of 1983, as amended and the Fifth and Fourteenth Amendments to the Constitution of the United States.

The Subject Property is suitable for development as proposed in the Application and it is not suitable for development under any other zoning classification, use, or at a density or intensity less than that requested by the Applicant. Failure to approve the Application as requested by the Applicant would be an unreasonable application of local land use authority, which bears no relationship to the public health, safety, morality or general welfare of the public and would constitute an arbitrary and capricious abuse of discretion in violation of Article I, Section I, Paragraph I of the Georgia Constitution of 1983, as amended and the Due Process Clause of the Fifth and Fourteenth Amendments to the Constitution of the United States.

A refusal by the Governing Jurisdiction to approve the Application as requested by the Applicant will prohibit the only viable economic use of the Subject Property, will be unconstitutional and will discriminate in an arbitrary, capricious and unreasonable manner between the Applicant and Owner and the owners of similarly situated properties in violation of Article I, Section I, Paragraph II of the Georgia Constitution of 1983, as amended, and the Equal Protection Clause of the Fourteenth Amendment to the Constitution of the United States.

A refusal by the Governing Jurisdiction to approve the Application as requested by the Applicant without the consent of persons elected to the governing body of the Governing Jurisdiction will amount to an unlawful delegation of the Governing Jurisdiction's authority, in violation of Article IX, Section II, Paragraph IV of the Georgia Constitution of 1983, as amended.

Furthermore, the Governing Jurisdiction cannot lawfully impose more restrictive standards on the Subject Property's development than are presently set forth in the Zoning Ordinance. Any conditions or other restrictions imposed on the Subject Property without the consent of the Applicant and Owner that do not serve to reasonably ameliorate the negative impacts of the development are invalid and void. The imposition of improvements or design requirements unnecessary to facilitate the proposed development constitute an illegal impact fee, an unconstitutional condemnation, or both. As such, the Applicant and Owner reserve the right to challenge any such conditions, restrictions, or design requirements.

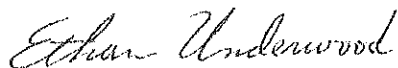
The Applicant and Owner assert that each has expended substantial sums and significantly changed its economic position in reliance upon versions of the Zoning Ordinance that allow the development of the Subject Property as proposed by the Applicant. As such, the Applicant has acquired vested rights to develop the property and the filing of this Application shall not constitute a waiver of those vested rights. Finally, the Applicant and Owner assert that the current Zoning Ordinance, Character Area Map, Future Development Map and Comprehensive Plan were not adopted in compliance with the laws or constitutions of the State of Georgia or of the United States, and a denial of the Applicant's request based upon provisions illegally adopted will deprive the Applicant and Owner of due process under the law.

This Reservation constitutes an Ante Litem Notice pursuant to O.C.G.A. § 36-11-1, which places the Governing Jurisdiction and all other agents of the Governing Jurisdiction, in their official and individual capacities, on notice of the Applicant's and Owner's intent to seek monetary damages and attorney's fees against the Governing Jurisdiction for any rezoning action, zoning condition, illegal impact fee, and any other unlawful restrictions and exactions that are imposed upon the Subject Property, the Applicant, or the Owner.

By filing this Reservation, the Applicant reserves all rights and remedies available to it under the United States Constitution, the Georgia Constitution, all applicable federal, state, and local laws and ordinances, and in equity.

The Applicant and Owner respectfully request that the Application be approved as requested by the Applicant and in the manner shown on the Application, which is incorporated herein by reference. This Reservation forms an integral part of the Application, and we ask that this Reservation be included with the Applicant's other Application materials. The Applicant and Owner reserve the right to amend and supplement this Reservation at any time.

Sincerely,



Ethan Underwood
Attorney for Applicant



DRI Review Findings

TO: Matt Tate, Deputy Director
City of Gainesville Community and Economic Development
Other Interested Parties

FROM: Adam Hazell, AICP, Planning Director 

DATE: September 11, 2023

SUBJECT: DRI Project Review, City of Gainesville

PROJECT: DRI-4011, Lanier Landing

The Georgia Mountains Regional Commission (GMRC) has completed the review of the project identified above. Based on comments received and staff analysis of this project, conducted in accordance with the Georgia Department of Community Affairs' Procedures for the Review of Developments of Regional Impact, the GMRC recommends *the City work with the GHMPO and GDOT to review the proposed configuration of access and possible impacts to McEver Road and the intersection of McEver and Browns Bridge. The GMRC further recommends that the optimal performance level for McEver would preclude the need of a traffic signal at the entrance to the proposed development.* Please note that this finding is advisory only and assumes the project will proceed as presented to the GMRC and will comply with all applicable local, State and federal rules and regulations.

Copies of the staff review, any comments from interested stakeholders and any recommendations have been included with this memo. They should be considered and addressed by the local government in its final determination and review/permitting procedures for the finding to remain as stated.



DRI #4011, Lanier Landing
STATEMENT OF FINDING

Based on the information provided, comments received, a review of the local comprehensive plan and prevailing DRI review criteria, the GMRC staff analysis recommends *the City work with the GHMPO and GDOT to review the proposed configuration of access and possible impacts to McEver Road and the intersection of McEver and Browns Bridge. The GMRC further recommends that the optimal performance level for McEver would preclude the need of a traffic signal at the entrance to the proposed development.* This finding assumes the project will proceed as presented to the GMRC and only if the project complies with all applicable local, State and federal rules and regulations and if the following advisory comments and recommendations are considered and addressed.

Summary of Staff Review

- The proposed project is a mixed-use development consisting of 38 Townhomes, 138 Single-Family Detached Dwellings with a 6,700 sf Clubhouse, 415 Multi-Family Dwellings with a 6,700 sf Clubhouse, and a 29,750 sf Commercial Retail/Office/Restaurant element.
- The development is located on a peninsula along the eastern shoreline of Lake Lanier, covering a total of approximately 120 acres. The site is along the developing McEver Road corridor that features a variety of residential, commercial, and institutional uses. It is presumed the corridor will see additional development where land is available in the coming years as Hall County “builds out.” The area has access to full utilities, with sufficient capacity to serve this development. *No regional concerns regarding utilities.*
- Due to the site being a peninsula, access is entirely dependent on a single access point off McEver Road. The access would be aligned with an existing median break servicing the private driveway for a self-storage facility across the street, to enable left turn entries and exits. According to the traffic analysis provided, vehicle trips generated will amount to peak hour flows of 318 (AM) and 726 (PM). Total daily trips would register around 6,400. The analysis recommends modest improvements at the new intersection point to access the development, but implies a traffic signal analysis may be warranted in the future.

The traffic analysis notes the nearest major intersection of McEver Road and Browns Bridge Road, which would receive a significant portion of the load from this development, is expected to regress to level of service “E” with or without the development, with some side street approaches reaching an “F.” McEver Road is already a major point of congestion during peak commuting hours, with



the Gainesville-Hall MPO recently completing a study focused on relieving the congestion.

The access point to the proposed development is within 1,200' of the McEver/Browns Bridge intersection, a distance considered problematic for multiple signals under optimal traffic conditions, and certainly under sub-optimal conditions. Maintaining the free flow of McEver is considered crucial to the traffic along this critical arterial road, especially as future loading is expected to increase. Such background conditions imply the proposed access point should be addressed as unsuitable for a future signal or point for increased congestion. This is critical given the proposed project is reliant on the sole access point, meaning all traffic would flow through that intersection. Under normal conditions the GMRC recommends at least two access points for any residential project exceeding 100 units. Exacerbating the potential issues for the site access is the inclusion of dining at the front of the intersection, potentially causing hazards and congestion as residents compete with retail traffic at the narrow bottleneck.

Regarding the interior connectivity, it is understood the configuration of the peninsula, with the myriad of coves and topographic changes, limits the options for distribution of streets and development. Provisions for sidewalks or trails within the project would facilitate pedestrian access to amenity areas and possibly to the proposed commercial components.

The GMRC recommends the City work with the GHMPO and GDOT to review the proposed configuration of access and possible impacts to McEver Road and the intersection of McEver and Browns Bridge. The GMRC recommends that the optimal performance level for McEver would preclude the need of a traffic signal at the entrance to the proposed development.

- The project is located adjacent to, and will drain into, Lake Lanier, with significant frontage and proposals for lake access. Lake Lanier is among the state's premier recreation destinations and has multiple raw water intakes for serving the metro Atlanta region. Portions of the proposed project are located within the FEMA mapped flood plain. According to the application, the project *"will utilize a combination of vegetative buffers, water quality and channel protection ponds and runoff reduction techniques (as feasible) to mitigate any increased stormwater runoff from the project area. The low percentage of impervious area should further decrease the project's impacts."*

The development has made a point of mostly maintaining buffers from drainage paths and limiting roadways and impervious surfaces. The prevailing topography will necessitate extra care to ensure proper filtration of runoff. As a WaterFirst



community and among the communities with permit access to the lake, Gainesville has a vested interest in maintaining the quality of Lanier and is considered experienced in prescribing best practices to mitigate runoff. It is suggested the City ensure there is a long-term plan in place to manage detention ponds and prevent accumulation of silt that degrades their integrity.

Assuming compliance with State and local regulations, no regional concerns regarding environmental protection. However, best environmental practices are encouraged regarding stormwater management.

CONSISTENCY REVIEW	
Is the proposed DRI compliant with ...	Comment
<i>The GMRC Regional Plan?</i>	Generally speaking. Review of transportation access is recommended.
<i>Other State or regional plans for the area?</i>	Yes, though the City should consult the GHMPO to ensure the impacts of the development are in line with transportation plans for that area.
<i>Applicable Service Delivery Agreements and/or land use management measures?</i>	Yes
<i>Projected capacity for utilities and services?</i>	Yes
<i>Are there any potential inter-jurisdictional conflicts identified by the GMRC?</i>	No significant or standing conflict identified by staff.

Outside Comments Received

(Copies of full comments can be found as submitted attached to this report.)

- NA

Directly Impacted Neighbors' Objections to the Proposed Weekley Development Plan

There are approximately **2,500 "Directly Impacted Neighbors"** consisting of approximately 2,100 residents of the Cresswind, Waters Edge & Pemican Run subdivisions ("CWEPR Communities") PLUS approximately 400 residents in several adjoining neighborhoods. All Directly Impacted Neighbors are negatively affected by the current proposed rezoning application of Texas-headquartered Weekly Homes, LLC ("Developer") of approximately 120.97 acres of the Lake Lanier "Jumping Rock" preserve registered as 1300 Gould Drive. For the reasons below, the Directly Impacted Neighbors **oppose** the Developer's proposed plan.

The Jumping Rock preserve is zoned PUD for a **natural green space**, retreat center, and stable. It was designated as **Park and Conservation Recreational** in the Gainesville comprehensive plan and on the current land use map. The Jumping Rock preserve remains one of the few undisturbed Lake Lanier peninsulas that hosts many species of animals, plants, trees, and the ever-popular Jumping Rock natural lake attraction.

In contrast to this beautiful undisturbed nature preserve and Lake Lanier jewel, the Developer currently proposes to build an out-of-place high-density and disruptive "Weekley Development" consisting of:

- (a) **320** prominently visible **6-story** condominiums;
- (b) **147** single-family homes;
- (c) **40** multi-story paired villas;
- (c) a boat storage rental business, several clubhouses, and a dock.

The approximately **2,500 Directly Impacted Neighbors** respectfully **oppose** the Weekley Development for at least three independent reasons briefly summarized below:

1. Weekley Development exacerbates traffic on an **"F"** Rated Corridor;
2. Massively incompatible high-density disruptive uses;
3. Violation of current Land Use Plan and destruction of nature.

1. Weekley Development Adds Significant Traffic to an "F" Rated Corridor

Among the most significant adverse impacts of the Weekley Development is its devastating negative traffic impact on the McEver Road corridor and the beyond-capacity McEver/Browns Bridge Road and McEver/Dawsonville Highway interchanges through which all Weekly Development traffic must travel. The GA DOT McEver Road traffic counter near the Weekley Development entrance recorded an Annual Average Daily Traffic ("AADT") count of 22,200.ⁱ

The recently approved QuikTrip and Dunkin' Donuts (the "Gas & Donuts Uses") at McEver/Browns Bridge Road are only a few hundred feet from the Weekley Development access. While no traffic study was prepared for the Gas & Donuts Uses, **Directly Impacted Neighbors** researched similar traffic studies for such uses, which are estimated to add **21% more traffic** (4,677 AADT - see footnote 2 in Exhibit "A") to the already stressed McEver/Browns Bridge Road corridor. This negative impact is enough to object to the current

high-density Weekley Development that would worsen the already unbearable traffic, rated "**F**" (worst classification) peak p.m. times at the McEver/Browns Bridge Road intersection.

Based on the Weekley Development's older traffic study (not updated for its revised proposal)ⁱⁱ plus the independent empirical traffic study analysis developed for the **Directly Impacted Neighbors** (see Exhibit "A"), the proposed Weekley Development would add at least **13% more traffic** from the 507 additional housing units.ⁱⁱⁱ

If the current Weekley Development is added to the existing traffic, plus the approved Gas & Donut Uses, the McEver/Browns Bridge intersection area AADT traffic is projected to be at least **34% worse** than the currently excessive traffic. Imagine the traffic accidents and backlogs that will develop with a **one-third worsening** at an already over-capacity intersection. The older Weekley Development's traffic study^{iv} admits the Southbound McEver traffic at their entrance is presently rated "**F**" (the worst rating^{iv}) for an excessively congested road during p.m. peak hours, even before either the Weekley Development or Gas & Donut Uses. Furthermore, the Weekley Development's traffic study^v concluded several subdivisions' road approaches onto McEver (e.g., Directly Impacted Neighbors) will also be rated "**F**" in **both a.m.** and **p.m.** peak periods!

While this would be disastrous for the approximately **2,500 Directly Impacted Neighbors**, it would also create substantial delays and potentially unsafe traffic issues for McEver Road's new **Gainesville Middle School West Campus**, **Free Chapel** faithful, employees working at nearby **Hall County Government** headquarters, and all **Gainesville residents** traversing this already excessively stressed McEver and Browns Bridge to Dawsonville Highway corridor. **On this basis alone, the current Weekley Development cannot be justified!**

2. Incompatible High-Density Disruptive Uses

The **Directly Impacted Neighbors** comprise approximately 1,250 single-family homes, mostly owned by highly active seniors. The average density of the three closest CWEPR Communities is approximately **1.4 units/acre**. The Weekley Development proposed density is **4.19 units/acre**. Weekley proposes a density that is **3 times worse** than the surrounding neighborhoods and almost **double** the **2.18 units/acre** density limit for R-1 zoned properties in Gainesville. This massively overbuilt density is entirely incompatible with Gainesville regulations, surrounding communities, and the Gainesville Master Plan.

The Weekley Development acknowledges a Pod B Condo density of an extraordinary **9.42 units/acre**. This condo pod density is nearly **7 times worse** than the three surrounding residential CWEPR Communities. The poorly placed high-density condos are also **4.3 times greater** than the overall **2.18 units/acre** density limit for R-1 properties. This massively excessive density is entirely incompatible with Gainesville regulations, all surrounding communities, and the Gainesville Master Plan.

While some rational additional active senior detached single-family homes might be built consistent with neighboring zoning uses and not cause massive destruction of an area best

suited for recreational use, the Weekley Development does the opposite. Its **507** additional housing units, including **320 6-story** condos, **40** multi-story paired villas, and **147** housing units, are excessive and incompatible. While not yet applicable given Hall County's size, the Weekley Development proposal is also inconsistent with 5 of the 6 elements of the Steinberg Act Zoning Proposal Review Standards of Georgia Law (O.C.G.A § 36-67-3). (See Exhibit "B.")

3. Violation of Current Land Use Plan and Destruction of Nature

The Jumping Rock preserve represents one of the last undisturbed natural beauties in Gainesville, Hall County, and Lake Lanier. Its existing approved PUD designation was correctly chosen to be consistent with the future comprehensive land use plan as a nature retreat. The current Weekly Development would destroy it, displace countless trees and animals, and negatively impact the Jumping Rock preserve's beauty with its significant number of **6-story** condominiums to be built in the location most visible on Lake Lanier and to all surrounding communities. Weekly could not point to a similar project they have completed consisting of 6-story active senior condominiums we could review. This makes their project speculative and without precedent to evaluate and assess. As currently designed, it could be a gamble at the expense of Gainesville citizens.

The water runoff would further impact silt, erosion, and other environmental impacts in Lake Lanier and surrounding areas. The **320 6-story** condos and **40** paired villas on the most prominent part nearest the Lake Lanier main channel will also introduce massive noise issues and disruptions for lake enthusiasts and the Directly Impacted Neighbors. In our busy and polluted world, we need more (not fewer) such beautiful places that clean our air, clear our minds, and bring peace. Gainesville's land use plan recognizes this need. The current Weekley Development ignores it and violates the city's efforts to optimize land use by considering all future growth aspects.

Conclusion

For the reasons stated above, and for other reasons to be shared at the public meetings for the Jumping Rock preserve rezoning, on behalf of the citizens of Gainesville, the approximately **2,500 Directly Impacted Neighbors** **respectfully but strenuously object** to the Weekley Development, as proposed, and **urge its rejection**.

We appreciate the Developer's stated willingness to limit its development to an active seniors community without retail development. We also stand ready to answer any questions and to respond to any modifications to create a more consistent and rational proposal. We are convicted to engaging as much as necessary to preserve the beautiful and unique Jumping Rock preserve. We are equally dedicated to mitigating the introduction of the highly incompatible, disruptive, and potentially unsafe portions of Weekley Development's proposal on the Gainesville community and Directly Impacted Neighbors.

Respectfully submitted on behalf of the Gainesville community and Directly Impacted Neighbors.

Endnotes

ⁱ DOT Station 139-0276:

https://gdottrafficdata.drakewell.com/annualsitetstats.asp?node=GDOT_PORTABLES&cosit=0000139_0276&items=statttype~aadt~suaadt~cuaadt~dhvsu~dhvcu~pkcu~pkcu~kfactor~dfactor~futureaadt

ⁱⁱ See June 12, 2023 Traffic Study of A&R Engineering

ⁱⁱⁱ See Exhibit "A."

^{iv} See page 10, Section 4.2

^v See page 21, Section 7

EXHIBIT "A"

EXHIBIT "A" ADDITIONAL TRAFFIC AT MCEVER/BROWNS BRIDGE

CWEPR Communities Traffic Data	AADT	
Baseline Traffic Annual Average Daily Traffic ("AADT") (McEver Road traffic count at proposed entrance (Station 139-0276))¹	22,200	% increase
QuikTrip & Dunkin AADT²	4,677	21%
("Developer") "Household Trips" for 147 Homes Plus 40 Townhomes plus 320 Condos = 507 units at 4.6 resident trips per day³	2,332	11%
Additional Enumerated Non-Household Trips 1 per day (25%) on average - medical, services, deliveries, visitors, etc.⁴	507	2%
Total of QuikTrip, Dunkin, ALL 3 Developer uses AADT	7,516	34%

¹ ACTUAL GDOT DATA FROM 2022

https://gdottrafficdata.drakewell.com/annualsitetstats.asp?node=GDOT_PORTABLES&cosit=0000139_0276&items=statttype~aadt~suaadt~cuaadt~dhvsu~dhvcu~pkcu~pkcu~kfactor~dfactor~futureaadt

NOTE: Developer traffic study used outdated data from 2021 of 21,600 AADT south of Waters Edge and 24,900 north of Waters Edge

² <https://westwingtransfer.com/wp-content/uploads/2021/04/QT-Traffic-Impact-Study-01.25.20192245345.1.pdf>

<https://www.gainesvilletimes.com/news/growth-development/quiktrip-dunkin-may-come-to-this-busy-gainesville-intersection/>

The 13,880-square-foot brick Walgreens store, which was previously a Rite Aid store, would be torn down for the new 5,312-square-foot QuikTrip, which would have 16 fuel pumps, according to Gainesville planning documents.

Similarly, plans call for tearing down the 1,912-square-foot bank, which closed in 2022 as part of a merger between SunTrust and BB&T banks. The Dunkin' would be a slightly smaller structure at 1,828 square feet.

³ Data derived from p. 31 "Active Adult (55+) Community Trip[Generation Rates prepared for Delaware Center for Transportation and The States of Delaware Department of Transportation by David P. Racca- Center for Applied Demography & Survey Research- College of Human Services, Education and Public Policy University of Delaware

⁴ p. 30 of above report

NOTE: The Developer traffic study @ p. 13 reports aggregate traffic counts for all three Weekley Development uses totaling 6,419 BUT DOES NOT CALCULATE AADT and merely looks at peak am and pm hours

CWEPR Communities objective data from ITE Trip Generation Report (10th ed.) reported by Spack Consulting total impact of 15,254 AADT

EXHIBIT “B”

The Steinberg Act was one of the first comprehensive zoning laws passed in Georgia to assist in evaluating re-zoning applications. While Hall County is not yet large enough to be governed by this law, it is instructive to consider that the Weekley Development would violate 5 of the 6 Steinberg Act guidelines (S1, S2, S4, S5, and S6) since the Weekley Development proposal:

(S1) would permit “a use that is not suitable in view of the use and development of adjacent and nearby property;

(S2) “will adversely affect the existing use or usability of adjacent or nearby property”;

(S4) “will result in a use which will or could cause an excessive or burdensome use of existing streets, transportation facilities, utilities, or schools”

(S5) “is not in conformity with the (Hall County and Gainesville City) land use plans”;

(S6) “there are other existing or changing conditions affecting the use and development of the property which give supporting grounds for the disapproval of the zoning proposal (e.g., negative impact on environment, Lake Lanier, sound attenuation, existing overbuilt multistory housing, and excessive density).

For these additional reasons, the Weekley Development which is inconsistent with the guidance of Zoning Law should be rejected.

Waters Edge Subdivision Petition in Opposition to DWH "Gould Property" Proposed Development - July 2023

We, the undersigned Gainesville residents, neighbors, and concerned citizens hereby oppose the proposed rezoning to high-density PUD (Planned Unit Development), and speculative David Weekley Homes high density development of any of the tracts recently referred to as the "Gould Property" that may be listed at 1300 Gould Drive, Gainesville, Georgia 30504:

Name Address

Donald Johnson	2716 Water View Cr.
Paul Meyer	2731 INGLEWOOD DRIVE
Holly MEYER	2731 INGLEWOOD DRIVE
STEVE GALICH	2625 Pemmican Run
Mike Smith	2640 Pemmican Run
Dusti Smith	2640 Pemmican Run
Ueki Wheeler	2723 Inglewood Dr.
Wayne Wheeler	2723 Inglewood Dr.
Paul Adam	2724 Waters Edge Dr.
KATHRYN ROBINSON	2704 WATER VIEW CR
JOHN ROBINSON	2204 WATER VIEW CR
Earl Boyd	2719 water view cr
Steve Warlick	2727 Water View Cir
Julia Warlick	2727 Water View Cir
Hugo Morillo	2740 Inglewood Dr.
RICHARD HICKS	2630 Pemmican Run
Becky Mize	2721 Waters Edge Dr.
Howard Mize	2721 WATERS EDGE DRIVE
Vill Welkley	2719 Waters Edge Inglewood Drive
Dan Welkley	2719 Inglewood Drive
Mary Bowman	2714 Inglewood Dr.

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Name	Address
Larry Bowman	2714 Inglewood Dr.
Joby George	2664 Waters Edge Dr.
Robert Jordan	2668 Waters Edge Dr.
NANCIE DAUGHERTY	2740 Waters Edge Dr.
BOB WILLIAMS	2764 WATERS EDGE DR
Ken White	2711 Inglewood Drive
Mary M Williams	2764 Waters Edge Dr. Gainesville GA
BILL CANNON	2769 WATERS EDGE DR
DEBBIE SMITH	2240 PENNICKAN RUN
Mike Smith	26410 Pennickan Run
STEVE GALICH	2621 PENNICKAN RUN
Kent Telford	2726 Water View Circle, Waters Edge
Anderson Wells	2753 Waters Edge Dr.
Kossie Hunter	2703 Inglewood Dr.
Karen Galich	2635 Pennickan Run karengalich@gmail.com stevegalich@gmail.com
Marolyn Carlson	3377 Sweet Plum Trac 30504
Jason Howard	3004 Saint Charles Ave, Gainesville, GA 30504 Jas434@yahoo.com

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Name Steve Warlick Address 2727 Water View Circle
Julia Warlick " " "
Jennifer Knight 2719 Water View Circle
SERGIO ESTECHE 2715 WATER VIEW CIRCLE
INGRID ABARCA " " " "
ALVARO ESTECHE " " " "
Margaret Howington 2711 Water View Circle
James Carter 2712 Water View Circle
Rebecca Carter 2712 Water View Circle
Linda Phipps 2712 Water View Cr.
John Robinson 2704 WATER VIEW CIRCLE
John Boyd 2719 Water View Circle
Earl Boyd 2719 Water View Circle
Summer Han 2719 Water View Circle
Beth Johnson 2723 Water View Circle
Brent Johnson 2723 Water View Circle
Cindy Tran 2610 gold leaf PT
Philip Matolyak 2634 Waters Edge
Shawna Matolyak 2634 Waters Edge
Lin E. Bays " " "
Rhonda K Bays " " "
John Hinshaw 2635 Waters Edge Dr.

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Name Address

Judy Bray 2731 WATER VIEW CIRCLE
 Madeline & Rob Wirt, 3170 Scarlet Oak Ln.
 Anderson Milk 2753 Waters Edge Dr.
 Timmy Lawler 2722 Water View Circle
 Jena Hudgens 2761 Waters Edge Dr.
 Thomas W. Dudgeon 2761 Waters Edge Dr.
 Nancy Dipes 3426 Locust Cove Rd.
 David Curator " " "
 Anissa Schellenbeck 3827 English Oak DR.
 Christie Kueger 2670 Waters Edge Dr.
 Mimi [Signature] 2712 Water View Circle
 Will Gordon 2706 Inglewood Dr.
 Heather Gordon 2706 Inglewood Drive
 Robert Jordan 2668 Waters Edge Dr.
 Deborah Jordan 2668 Waters Edge Dr.
 Diana & Mike Thurmon 3156 White Magnolia Chase
 Jerry Echols 3703 Magnolia Oak Dr. SW
 Carolyn Echols 3703 Magnolia Oak Dr. SW
 [Signature] 2703 Inglewood Dr.

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Name Address

Elizabeth Lauster 2614 Gold Leaf Pt., Gainesville, FL 30504

Ken White 2711 Inglewood Drive 30504

David Jones 2710 Inglewood Dr 30504

Imrie Watson 2705 Waters Edge Dr 30504

BILL CANNON 2769 WATERS EDGE 30504

EVELYN CANNON 2769 WATERS EDGE 30504

Matt L. McCally 3104 White Magnolia Chase 30504

Julia D. McCally 3104 White Magnolia Chase 30504

Rosemary Smith

Rosemary Smith 3753 Cypresswood Pt 30504

Janet Nelson 3264 Indian Hawthorne Rd, Gainesville, FL 30504

Cheryl Thompson 3929 Sweet Magnolia Dr, Gainesville GA 30504

LISA & MIKE GIBLIN 3520 Gesswind PKwy SW, GAINESVILLE, GA 30504

Bill Desinger, 2732 Waters Edge Dr, Gainesville, GA 30504

BOB WILLIAMS 2764 WATERS EDGE DR, GAINESVILLE, GA 30504

Joby George 2664 Waters Edge Dr, Gainesville, GA 30504

Lilly George 2664 Waters Edge Dr Gainesville GA 30504

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Name

Address

Audrey Marianne	2773 Waters Edge Dr
Barbara Hoffman	3704 W. Main St
Arti Moulle	3619 Majestic Oak Dr S.W
Chris O'Driscoll	4551 Country Manor Walk
Debbie Clark	2896 Cascade Dr - Gainesville, GA 30504

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Name Address

Wilton Rodes 3108 White Magnolia Lane, Gainesville GA
Bryan Olson 3830 English Oak Dr SW 30504
me
Linda Ferguson 4046 Cranberry Lane Gainesville, GA 30504

From: Tim Kernen tkernen@charter.net
Subject: Petition
Date: Nov 7, 2023 at 1:48:47 PM
To: Jennifer jenniferknightit@gmail.com

Jennifer

Sent you a signed copy so you could add us to petition.

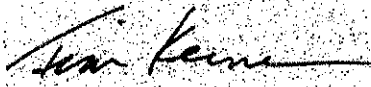
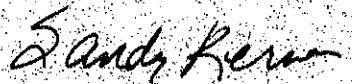
Thanks for all your doing.

Tim

Jennifer,

Please add our name to the petition: Tim and Sandy Kernen, 2625 Waters Edge Dr.

Thanks

From: David Dunham davecin01@charter.net
Subject: Petition
Date: Nov 5, 2023 at 7:06:34 AM
To: jenniferknightit@gmail.com

Please add our names to the petition against Weekley's development.

David L Dunham
Cynthia J Dunham

2645 Waters Edge Drive

Thank you,
David Dunham

From: Elizabeth Lauster outlook_5CBC3468889B442B@outlook.com
Subject: Petition
Date: Nov 7, 2023 at 8:15:23 AM
To: jenniferknightit@gmail.com

I already signed your first petition. If this is a new one to replace the 1st one, you can add my name, Elizabeth Lauster, 2614 Gold Leaf Point, Gainesville, GA 30504, Waters Edge SD.

Thanks,
Elizabeth Lauster

Sent from Mail for Windows



CITY OF GAINESVILLE

Planning and Appeals Board Agenda Request

Item Created: December 21, 2023
Date Submitted: December 21, 2023
Final Approval Date: December 27, 2023
Presenter: Matt Tate, Community & Economic Development Dept Deputy Director
Item of Business: Request from **Booker Property Holdings, LLC and Paul Wilmont** to rezone a 0.47± acre tract located on the north side of Summit Street between E. E. Butler Parkway and Chestnut Street (a/k/a **235 Summit Street, SE**), from Neighborhood Business (N-B) to Residential-II (R-II).
Meeting Date: January 9, 2024

Purpose of Request:

The applicant is proposing to rezone the property from Neighborhood Business (N-B) to Residential-II (R-II) to construct four (4) fee-simple attached townhouses. The townhome units will be two story, 3 bedroom / 2.5 bath homes with a minimum of 1,400 sf of heated space. Each home will have a single car garage and additional parking will be provided in the common area linked by a common drive to Summit Street. The property is undeveloped, partially wooded and is located within the Midtown Overlay Zone. The surrounding uses include the Walton Summit apartments, City Plumbing & Electric Supply and a single-family home.

Facts & Issues / History & Background:

Department Recommendation:

Planning staff recommended approval with six 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. Plat
5. Concept Plan
6. Architectural Rendering
7. Site photos

Applicant	Booker Property Holdings, LLC and Paul Wilmont
Property Owner	Equity Trust Company Custodian FBO Robert A Jaeger IRA & FBO Dale M. Jaeger IRA
Location	235 Summit Street, SE
Request	Rezone to from N-B to R-II
Total Acres	0.47± acre
Ward	Three
Proposed Use	Four townhomes
Planning Division Staff Recommendation	Approval, with conditions
Date	January 9, 2024

2023 – A request by Greg Loyd to rezone 0.397± acre tract from General Business (G-B) to Residential-II (R-II) located at 812 Dixie Street was conditionally approved for four condominium units.

2023 – A request by the City of Gainesville to annex a 1.866± acres tract with a zoning of Heavy Industrial (H-I) located at 1200 and 1204 Marler Street was approved for Water Resources water/sewer services.

2021 – A request by Koch Foods of Gainesville, LLC to rezone 0.55± acre tract from Residential-II (R-II) to Heavy Industrial (H-I) located at 911, 913 and 919 Davis Street, SW was conditionally approved to expand the existing poultry processing plant.

2020- A request by the City of Gainesville to rezone 39.0± acres consisting of 25 properties located within Midtown Gainesville from Heavy Industrial (H-I), Light Industrial (L-I), General Business (G-B), Residential-II (R-II) to Office and Institutional (O-I) for existing uses was approved.

2020- A request by Davis Pine, LLC to rezone a 0.47± acre tract located at 890, 892 and 898 Wills Street, SW from General Business (G-B) to Residential-II (R-II) for seven multi-family apartments was approved with conditions.

2020- A request by the Gainesville Non-Profit Development Foundation to rezone a 1.07± acres tract located at 623, 635, 641 and 645 Davis Street, SW from General Business (G-B) and Heavy Industrial (H-I) to Residential-II (R-II) for four single-family homes was approved with conditions.

▪ **Staff Analysis**

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

The adjacent properties include single-family homes and apartments. Other nearby uses include a funeral home, church and a light industrial wholesale business. The purpose of the request to rezone is to provide for quality housing options and to allow for better design standards.

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

The proposed townhomes would not appear to adversely affect the adjacent or nearby property and appears to be in scale with the surrounding properties. The proposal will repurpose the property and provide for another quality housing option within Midland Gainesville.

(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 subject property within the *Downtown Mixed-Use category* which is similar to General Mixed-Use, but at a higher intensity. This includes areas containing predominately retail uses and other higher density residential uses featuring a mix of traditional and contemporary architectural styles. Residential above ground-floor retail or offices uses are also encouraged.

According to the Character Area map for the City of Gainesville, the subject property is located within the Midland subarea of the *Central Core* Character Area which is the historic heart of Gainesville, centered on the square and extending to the east, west and south. The vision for this area is to continue to evolve as the symbolic heart of the city and should strive for a more

sustainable mixture of uses. Recent and ongoing public improvements Downtown and Midland have begun a long-term transition to more diverse land uses and redevelopment opportunities. Land uses supported in this Character Area include Parks and recreation, Higher density single-family residential, Multi-family residential, General mixed-use, Downtown mixed-use, Commercial, Public and institutional.

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

The property could remain zoned Neighborhood Business (N-B) for neighborhood office and retail purpose. Downzoning the property from N-B to R-II for a small townhome development appears to be more suitable given the adjacent uses.

(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 change from N-B zoning to R-II zoning should not substantially affect public facilities or services.

There is sufficient existing water and sewer capacity that can serve the proposed development. The Gainesville Fire and Police Departments currently respond to adjacent and nearby properties and Gainesville Fire Station #1 is approximately 0.65 mile from the subject property.

According to the Institute of Transportation Engineers (ITE) Trip Generation Handbook (9th Edition), the proposed four unit townhome development could generate 23± new trips per weekday and 4± A.M. and 4± P.M. peak hour trips during the weekday. The existing road network appears sufficient to accommodate the proposal. Reducing the number of proposed driveway curb cuts is strongly considered due to the existing slope and curve on Summit Street which limits visibility of oncoming traffic.

The impact to the City School System should be minimal given school bus route currently serves the area and the development is small in scale.

(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 residential use appears to be consistent with existing and expected uses of the Future Land Use and Character Area Map. The surrounding uses consist of a mixture of residential and nonresidential uses.

(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 subject property's proximity to other residential properties, the proposed rezoning request with the recommended zoning conditions appears to promote 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**

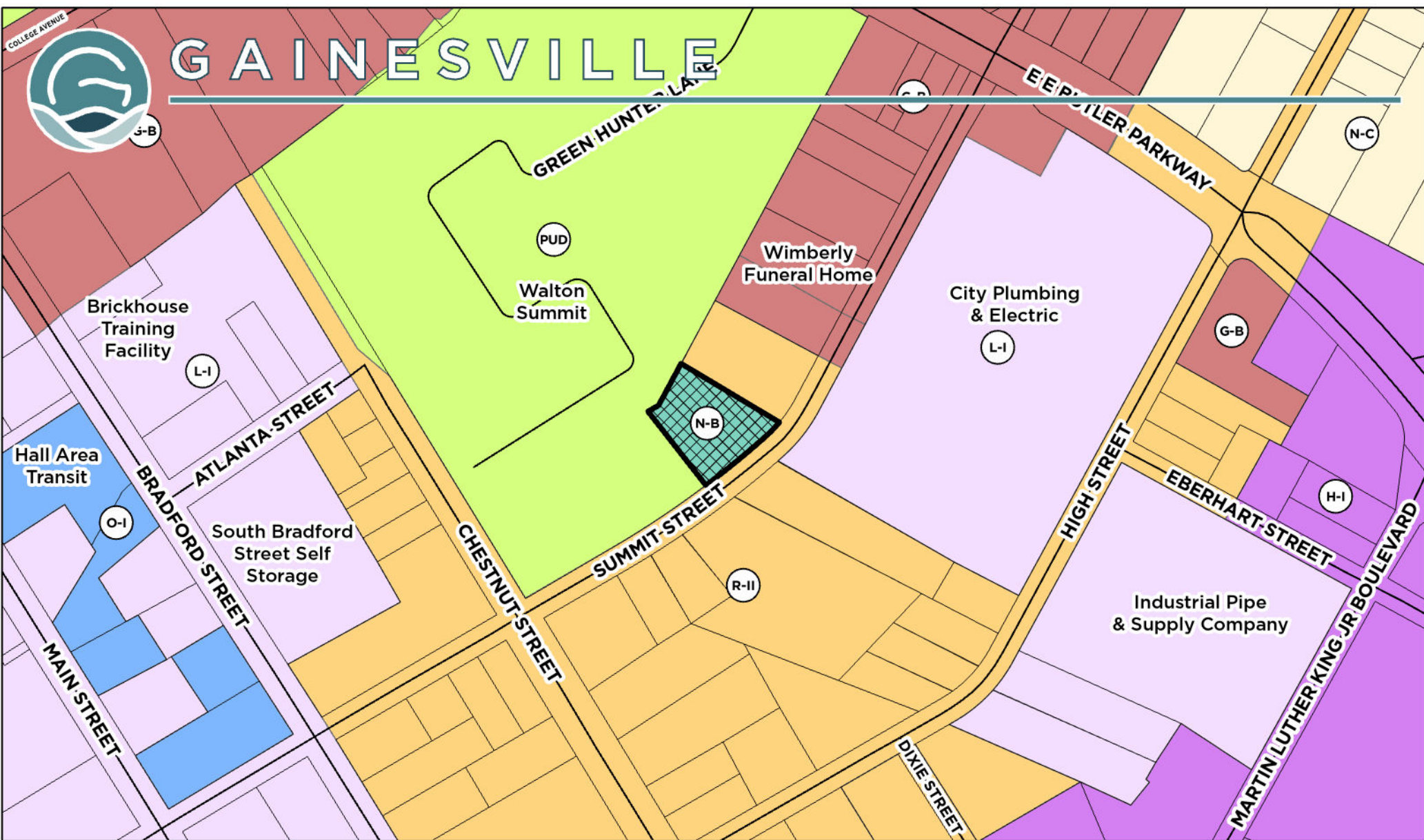
The Planning Division staff is recommending **conditional approval** of this rezoning request with **Residential-II (R-II)** zoning, based on the Comprehensive Plan and the adjacent residential land uses.

Conditions

- 1. The use of the property shall be limited to a maximum of four (4) residential townhome or condominium units. Each unit shall contain a minimum heated floor space area of 1,400 square feet.**
- 2. The proposed development shall adhere to the Midtown Overlay Zone site and architectural design standards, and is subject to the approval of the Community and Economic Development Director.**
- 3. The front yards along Summit Street shall be sodded with grass. In addition, a minimum of one, 3-inch caliper size hardwood tree shall be required to be planted within the front yard of each townhome lot.**
- 4. A mixture of evergreen trees shall be planted along part of the easterly property line between the adjacent residential home and the proposed townhome units / parking areas. The minimum install height of the trees shall be 10 feet. The location, spacing, size and type of trees planted shall be subject to the approval of the Community and Economic Development Department Director.**
- 5. All access point design for the subject property shall require review and approval by the Gainesville Public Works Department Director. All required access/traffic/sidewalk improvements associated with the proposed development shall be at the full expense of the developer/property owner.**
- 6. An updated as-built survey/plat showing all improvements to the property shall be required upon an occupancy permit being issued for the last townhome unit.**



GAINESVILLE



Applicant:
BOOKER PROPERTY HOLDINGS, LLC & PAUL WILMONT

REZONING REQUEST

Subject Property Address:
235 SUMMIT STREET

Tax Parcel:
01-020-004-004A

Request:
Rezone +/- 0.47 AC currently zoned Neighborhood Business (N-B) to Residential-II (R-II) for four (4) fee-simple attached townhouses.

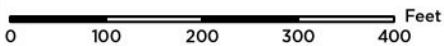


Subject Property



Meeting Date: 01/09/2024

Map Prepared: 12/12/2023

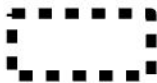
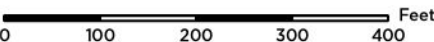


Scale: 1" = 300'



GAINESVILLE



Applicant: BOOKER PROPERTY HOLDINGS, LLC & PAUL WILMONT		Request: Rezoning +/- 0.47 AC currently zoned Neighborhood Business (N-B) to Residential-II (R-II) for four (4) fee-simple attached townhouses.	
REZONING REQUEST			
Subject Property Address: 235 SUMMIT STREET	Tax Parcel: 01-020-004-004A	 Subject Property	Aerial from 2021
Meeting Date: 01/09/2024		Map Prepared: 12/12/2023	
			Scale: 1" = 300'



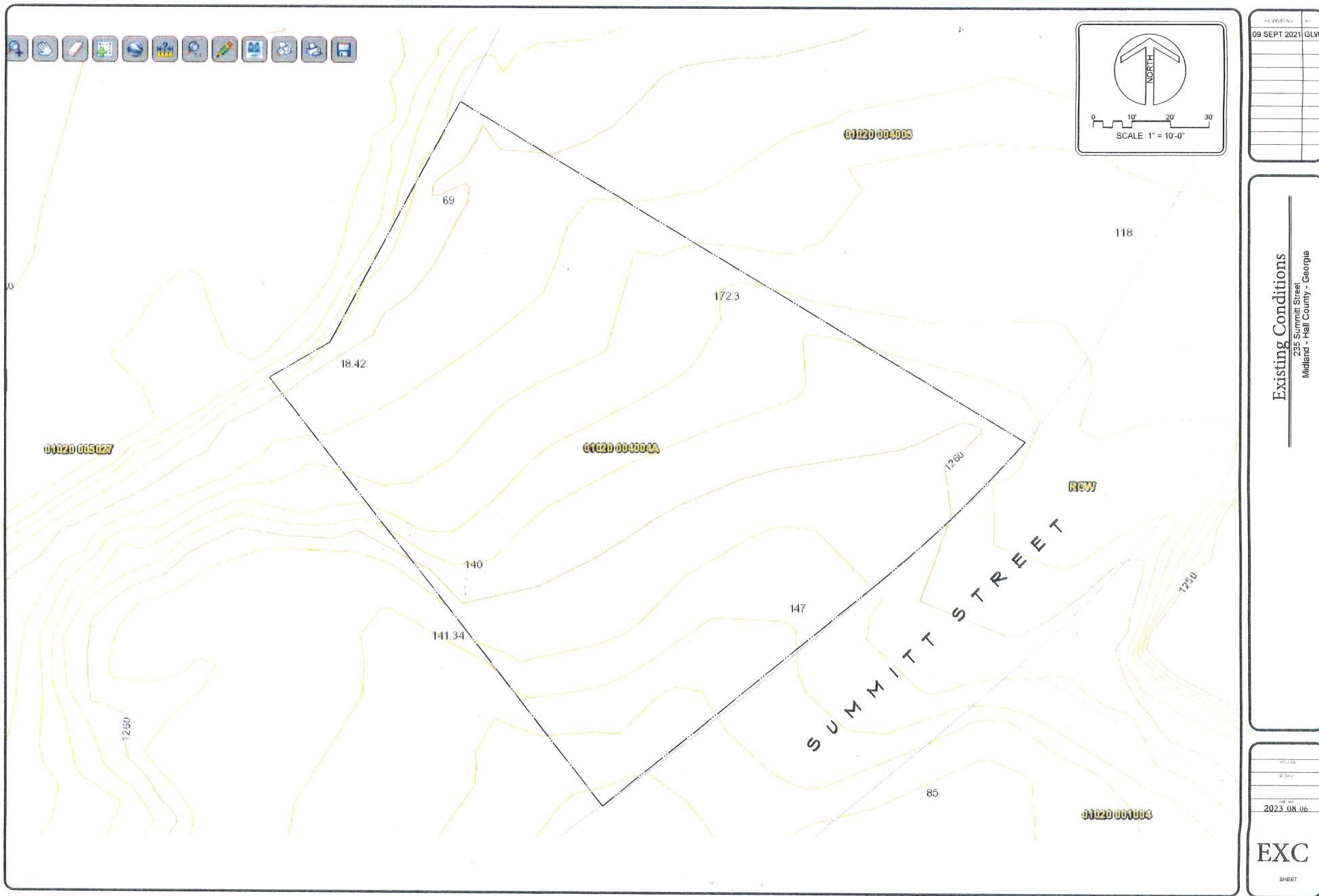
235 SUMMIT STREET, SE – NARRATIVE REPORT

The subject property, 235 Summit Street, SE, Gainesville, Georgia 30501, is .47 acres in size. The property is located on the north side of Summit Street between EE Butler Parkway and Chestnut Street, SE. The property is at or near the highest elevation of Summit Street. From this vantage point it has views across the adjoining apartment complex to the Gainesville central business district.

It is the intent to develop the property with four (4) fee-simple attached townhouses. The units will be two story, 3 bedroom / 2.5 bath homes and a minimum of 1,400 sf of heated space. Each home will be provided with single car garage parking. Additional parking will be provided in the common area linked by a common drive to Summit Street. The exterior landscaping, driveways, and facades will be maintained by a Homeowners' Association in accordance with recorded covenants.

It is the intent of the developer to provide exceptional finishes in an affordable environment, helping to bring quality residential rebirth in the Midtown area.

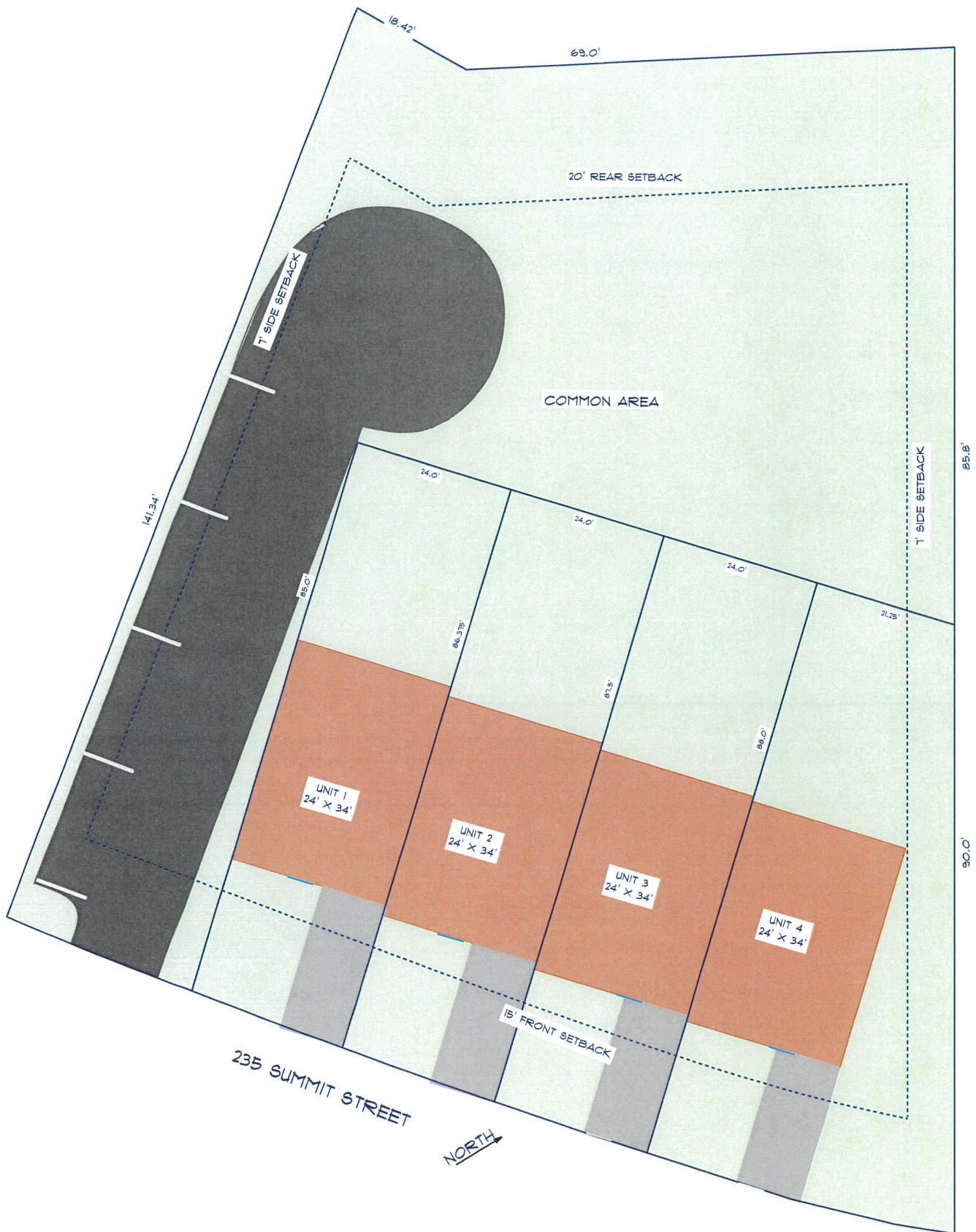
PLAT



REVISED	BY
09 SEPT 2021	GLW

Existing Conditions
 233 Summit Street
 Midland - Hall County - Georgia

PROJECT
BY DATE
2023 08 06
EXC
SHEET





235 SUMMIT ST SE



235 SUMMIT ST SE - SITE @ KIOX | BEHIND FENCE





CITY OF GAINESVILLE

Planning and Appeals Board Agenda Request

Item Created: December 21, 2023
Date Submitted: December 21, 2023
Final Approval Date: December 27, 2023
Presenter: Matt Tate, Community & Economic Development Dept Deputy Director
Item of Business: Request from **Moez Hasni** for a special use on a 4.11± acres tract located on the east side of Crescent Drive, north of the intersection of Jesse Jewell Parkway and Crescent Drive (a/k/a **400 Crescent Drive, NE**), having a zoning of General Business (G-B).
Meeting Date: January 9, 2024

Purpose of Request:

The request is for a special use within General Business (G-B) zoning to allow a Staybridge Suites by IHG extended stay hotel. The extended stay will be 4 stories in height with 98 rooms. Access is proposed from Crescent Drive and from the neighboring retail strip center which has inter parcel connection with the subject property. A total of 112 surface level parking spaces will be provided. Amenities within the hotel will include an indoor heated pool, outdoor patio space with fireplace, café lights, couches and TV's, contemporary lobby with coffee bar, gym and recreation area. The property is located within the Limestone Corridor Overlay Zone and the nearby uses include the neighboring retail center under development, single-family homes in the county, Juvenile Justice Department and the 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. Plat
5. Survey

6. Architectural Renderings

**GAINESVILLE PLANNING and APPEALS BOARD
STAFF RECOMMENDATION**

ApplicantMoez Hasni
Property OwnerHall County Landfill Exit 24, LLC
Location400 Crescent Drive, NE
RequestSpecial Use within General Business (G-B)
Total Acres4.11± acres
WardTwo
Proposed UseStaybridge Suites extended stay hotel
Planning Division Staff Recommendation**Approval, with conditions**
DateJanuary 9, 2024

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

The request is for a special use within General Business (G-B) zoning to allow a Staybridge Suites by Intercontinental Hotel Groups (IHG) extended stay hotel. The IHG premium product caters to higher end clientele which attracts international business clients that work with the local manufacturing and production plants along with the medical industry in the region which require them to stay for an extended period of time in the area. Average room rates are anywhere between and estimated \$150-190 per night. Average stay per customer is 3-4 weekday nights. Some of the hotel services include:

- Upscale suites ranging from 400-600 sf.
- Full hot breakfast
- Beer & Wine along with small bites during evening social hours
- Indoor heated pool
- Cozy Outdoor patio space with fireplace, café lights, couches, and TVs
- Contemporary lobby with fireplace, high end furniture, TVs, coffee bar and 24hrs reception & housekeeping
- Gym & recreation area

The extended stay hotel will be 4 stories in height with 98 rooms and 112 surface level parking spaces. Access is proposed from Crescent Drive and from the neighboring Dunkin Donuts anchored shopping center which has inter parcel connection with the subject property. The exterior of the building will consist of a mixture of Masonry, EFIS and glass designed to meet the Limestone Corridor Overlay Zone standards. Other than an existing stormwater detention pond, the property is undeveloped and is located within the Limestone Corridor Overlay Zone.

▪ **Adjacent Land Use and Zoning**

Location	Use	Zoning
North	Future Climate Controlled Storage Juvenile Justice Department	General Business (G-B) -Gainesville Residential-I-A (R-I-A) -Gainesville
South	Shopping Center -Dunkin Donuts (Under Construction)	General Business (G-B) -Gainesville

East	I-985 / Exit 24 Offices; Mini-Warehouses; Hamilton Place Assisted Living	Agricultural Residential-IV (AR-IV) and Highway Business (H-B) -County Planned Unit Development (PUD) -Gainesville
West	Two Single-Family Homes; Southern Railroad	Agricultural Residential-IV (AR-IV) -County

▪ **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:

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 subject property is adjacent to a retail shopping center under construction, undeveloped commercial property and two single-family homes located to the west across Crescent Drive. South of the property is the Jesse Jewell Parkway commercial corridor that has experienced substantial growth within the past 10 years due to its proximity to Exit 24/I-985 and nearby medical facilities. It appears the proposed use is suitable given its proximity to the Interstate and nearby regional facilities such as Northeast Georgia Medical Facility, Lake Lanier Olympic Park and Atlanta Botanical Garden, Gainesville.

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

The proposed extended stay hotel will be visible from the residential homes which are located on the west side of Crescent Drive within unincorporated Hall County. Additional traffic turning movements will be increased on Crescent Drive. Inter parcel access is proposed with the adjacent shopping center under construction which will help alleviate unnecessary turning movements between the two properties. In addition, an access driveway is proposed off of Crescent Road within unincorporated Hall County.

(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 *General Mixed-Use*

land use category which includes areas containing or planned for a mixture of land uses including office, neighborhood retail, detached residential and attached residential. The types of desirable nonresidential uses would include restaurants, specialty retail and low-intensity office.

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 General Business (G-B) which allows for a hotel. The applicant is proposing an extended stay hotel which requires special use approval. The proposed use appears reasonable given the property's proximity to Exit 24 / I-985. If this request were to be denied, the property owner would retain their right to develop the property for a lodging service hotel or any other commercial use approved within G-B zoning.

(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 of Cleveland Highway is located approximately 2.6 miles away. As well, Hall County Fire Station #7 off of East Crescent Drive is located approximately 0.52 mile away. The proposed extended stay hotel is designed for no more than 30 days lodging within one or more rooms within the same facility and is catered to traveling professionals and tourism including the Northeast Georgia Medical Center, Lake Lanier Rowing Venue, Coop Athletic Facility and other area destinations. The applicant does not anticipate there will be impacts to the Gainesville City School System given the design and amenities of the extended stay hotel and the limited length of stay permitted by the Unified Land Development Code.

According to the Institute of Transportation Engineers (ITE) Trip Generation Handbook (9th Edition), the proposed extended stay hotel could generate 612± new trips per weekday (50% entering and 50% exiting) and 51± A.M. (67% entering and 33% exiting) and 54± P.M. (42% entering and 58% exiting) peak hour trips during the weekday. The proposed inter parcel access with the adjacent shopping center will help reduce turning movements on the adjacent network. There is no median on Jesse Jewell Parkway; therefore, only right exit and enter turning movement are permitted on Jesse Jewell Parkway. Driveway access on Crescent Drive will require approval from Hall County which will require at minimum a dedicated right-turn decel lane. However, Georgia Department of Transportation (GDOT) will require coordination to determine the impacts to the traffic signal at SR 369 at Crescent Drive.

(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, Northeast Georgia Medical Center and downtown Gainesville. The growth within the surrounding area was anticipated by the Comprehensive Plan and the proposed extended stay hotel appears to be 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 conditions of zoning 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 the proposed special use request within **General Business (G-B) zoning**, based on the Comprehensive Plan and the adjacent nonresidential land uses.

Conditions

1. The special use approval shall be limited to the operation of a Staybridge Suites by IHG extended stay hotel. No other use on the subject property for "Extended Stay Lodging Services," as that term is defined in Section 9-10-6-16 of the Gainesville Unified Land Development Code, shall be permitted.
2. The proposed development shall be generally consistent with the concept plan and architectural renderings provided with this application. The exterior wall materials shall include a mixture of brick or stone and EFIS per the approval of the Community & Economic Development Director.
3. 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.
4. The frontage landscape areas and right-of-way areas along Crescent Drive shall be sodded with grass. The frontage landscape areas and landscape islands within the parking lot shall contain minimum 3-inch caliper size trees subject to the Community & Economic Development Director approval.
5. All service areas, dumpster enclosures, loading areas, ground or roof top HVAC equipment shall be screened from view from all adjacent uses and roads.

- 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, Hall County Public Works and Utilities 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

R-I-A

R-I-A

New Haven
Congregational
Holiness Church

WHITE SULPHUR ROAD

Xtreme Clean
Auto Spa

G-B

Shane's
Rib Shack

Chipotle

CRESCENT DRIVE

Dunkin
Donuts

JESSE JEWELL PARKWAY

EAST CRESCENT DRIVE

1985 EXIT-24 SB OFF

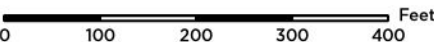
1985 EXIT-24 SB ON

CORNELIA HIGHWAY

LANIER PARKWAY

1985 EXIT-24 NB ON

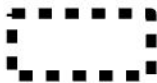
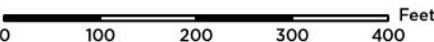
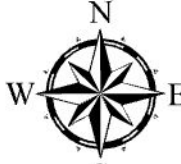
Applicant: MOEZ HASNI	
SPECIAL USE REQUEST	
Subject Property Address: 400 CRESCENT DRIVE	Tax Parcel: 15-033C-000-077
Meeting Date: 01/09/2024	
Map Prepared: 12/12/2023	

Request: Special use request on +/- 4.11 AC zoned General Business (G-B) for an extended stay hotel.	
 Subject Property	
 Scale: 1" = 300'	



GAINESVILLE



Applicant: MOEZ HASNI		Request: Special use request on +/- 4.11 AC zoned General Business (G-B) for an extended stay hotel.	
SPECIAL USE REQUEST			
Subject Property Address: 400 CRESCENT DRIVE	Tax Parcel: 15-033C-000-077	 Subject Property  0 100 200 300 400 Feet	Aerial from 2021 
Meeting Date: 01/09/2024	Map Prepared: 12/12/2023		

Hall County Land Exit 24 LLC

400 Crescent Drive

Gainesville, GA 30501

Parcel ID: 15033C 000077

Hall County Land Exit 24 LLC is proposing a hotel project on the proposed land. The hotel will be IHG's premium flag "Stay Bridge Suites "

The proposed hotel will be 4 stories with 98 rooms and 112 parking spaces.

The hotel will have access from crescent drive and inter parcel connection with the Dunkin Donuts anchored shopping center located in front it.

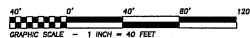
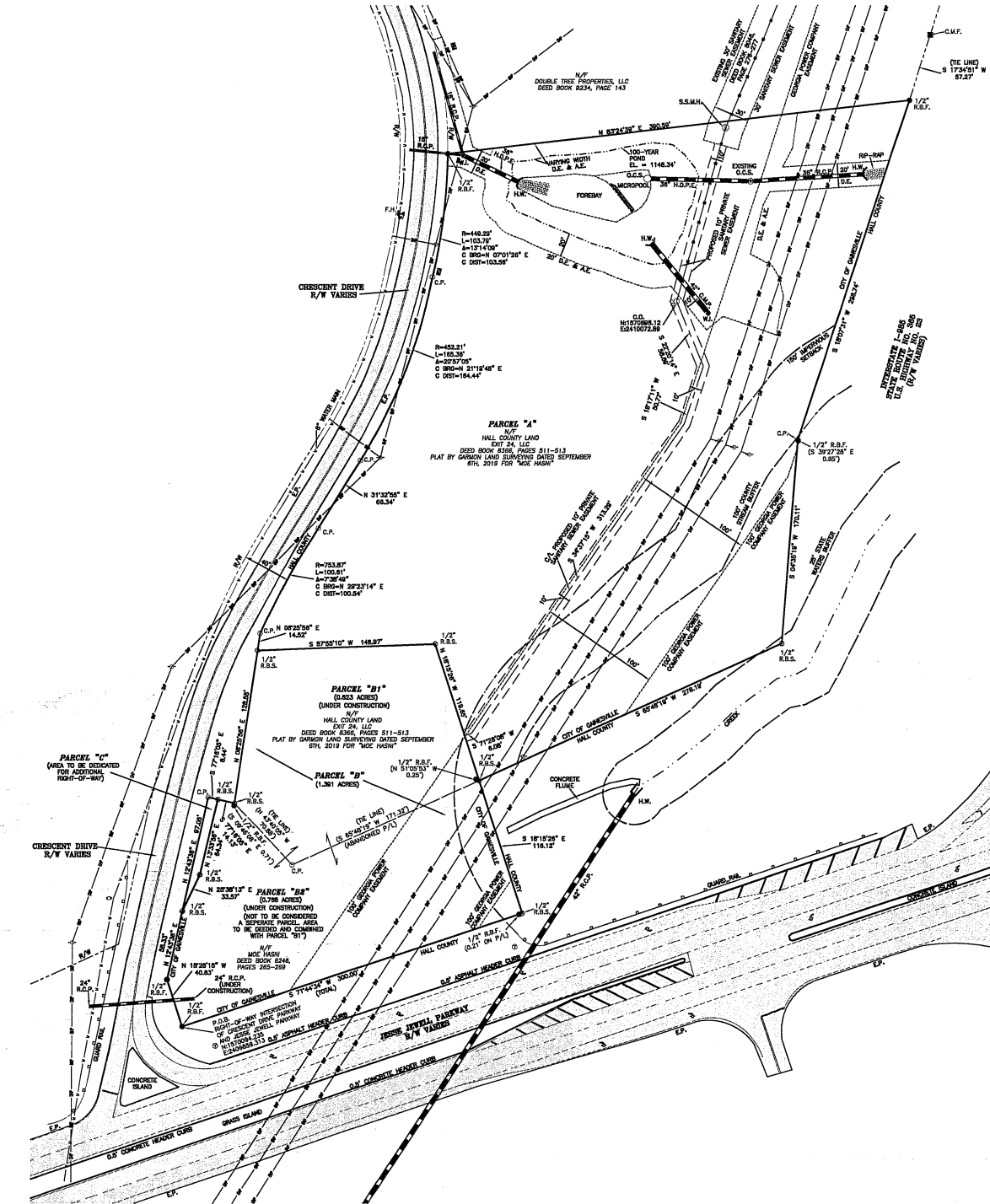
This particular flag is Intercontinental hotel groups (IHG) premium product which caters to higher end clientele and we feel like this is a great fit and a need for the market which attracts international business clients that work with the local manufacturing and production plants along with the medical industry in the region which require them to stay for an extended period of time in the area. Average room rates are anywhere between \$150-190 per night. Average stay per customer is 3-4 weekday nights. Some of the highlights of the hotel are as follows:

- Upscale suite ranging from 400-600 sf.
- Full hot breakfast
- Beer & Wine along with small bites during evening social hours
- Indoor heated pool.
- Cozy Outdoor patio space with fireplace, café lights, couches, and TVs.
- Contemporary lobby with fireplace, high end furniture, TVs, coffee bar and 24hrs reception & housekeeping.
- Gym & recreation area.

The concept is built around all the needs for customers that would like to stay for an extended period of time and provide them the accommodation that are necessary for it.

THIS BLOCK IS RESERVED FOR THE CLERK OF THE SUPERIOR COURT

THIS BLOCK IS RESERVED FOR CITY OF GAINESVILLE APPROVAL STAMP



SHEET NUMBER:
2 of 2
SCALE: 1" = 40'
SURVEY DATE: 04/28/2023
PLAT DATE: 05/01/2023
23-038.dwg
J.N. 23-039

NO.	DATE	DESCRIPTION

SUBDIVIDE SURVEY FOR:
**HALL COUNTY LAND EXIT 24, LLC
AND
MOE HASHT**
- LOCATED IN -
G.M.D. 411
CITY OF GAINESVILLE
HALL COUNTY, GEORGIA

COMPUTATIONS BY: J.M.J.
SURVEYED BY: J.M.J.
DRAFTED BY: J.M.J.
CHECKED BY: G.M.P.

REGISTERED PROFESSIONAL
LAND SURVEYORS
P.O. BOX 258
GAINESVILLE, GA. 30503
PHONE: (770) 532-6482
www.pattonsurveying.com
LAND SURVEYING FIRM
CERTIFICATE OF AUTHORIZATION
NUMBER LSF 001029



