

ATHENS-CLARKE COUNTY
Type II Rezone Request

**FOURTH QUARTER
HOSPITALITY, LLC**
PROJECT NARRATIVE & WRITTEN REPORT
April 25, 2023

ADDRESS

2460 W Broad St, Athens, GA 30606
Parcel No. 121 004A

CURRENT ZONING

C-G * (Commercial-General w/ Conditions)

PROPOSED ZONING

C-G



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2460 WEST BROAD STREET, PROPOSED TOWNEPLACE SUITES BY MARRIOTT HOTEL DEVELOPMENT



Figure 1 Aerial Map and Site Overlay

FOURTH QUARTER HOSPITALITY, LLC is proposing development of a TownePlace Suites by Marriott project located at 2460 W Broad Street. This parcel is located approximately 700 ft east of the Middle Oconee River and across from the existing Howard Johnson Hotel at 2465 W Broad St. The proposed hotel is designed for 4 stories in height and 89 rooms. The property has approximately 710 feet of frontage along West Broad Street and extends back to a depth of approximately 375 linear feet. The existing C-G zoning with conditions from 2008 includes 3 conditions, however condition #2 limits access from West Broad Street to a shared private drive on the adjacent property. The existing stream buffer in the southeast portion of the property parallel to West Broad Street will be conserved and supplemental plantings will be added along the perimeter to provide and preserve the natural visual aesthetics and buffers specifically to the adjacent properties to the north and east.

CURRENT USE + SITE DESCRIPTION

The 6.36-acre site is located at 2460 West Broad Street. The tract of land is currently vacant and has remained undeveloped since the 2008 rezoning. The tract of land is predominately covered with vegetation and populated with numerous deciduous hardwoods and coniferous pines. There are significant elevation changes throughout the site. The lowest point of the property is along the western portion and rises approximately 40-feet in elevation to the highest point in the northeast boundary.

ATHENS-CLARKE COUNTY FUTURE LAND USE MAP + ZONING

The proposed rezone request DOES conform to the Future Land Use Map of Athens-Clarke County. The Land Use Map designates this parcel as General Business.#



Figure 2. Existing Zoning Map

Figure 3. Zoning Map with Aerial Imagery



The property is across from similar Commercial – General properties along West Broad Street with the Athens-Clarke County Government property to the west between the subject property and the Middle Oconee River. The existing zoning of the property to the north is RS-25 (Single-Family Residential) which is currently accessed by private residential Beech Haven Drive both to the east and the west. A Type II rezone is being requested to allow for direct access to West Broad Street for a commercial driveway rather than limiting

access to existing private residential drive which is not directly adjacent to the boundary. Due to constraints involving the topography and existing stream buffer and topography, a rezone to remove the conditions, specifically condition #2 which does not allow direct commercial driveway access to W. Broad Street would be the most practical and most efficient course of action for Athens-Clarke County and its citizens.

By granting this rezone request, the property would allow for a single hotel development on the more than 6 acres with buffers along the most sensitive environmental portion of the site in the southeast portion and a single dedicated commercial driveway on West Broad Street aligning with an existing median break.

PROPOSED USE + SITE DESIGN

The proposed development of the existing C-G zoned property with a change of the conditions to allow direct access to West Broad Street would allow the building to be located in the southwest portion of the property and parking located to the east of the proposed building. Rezoning the property as requested allows the design to work with the existing topography and to conserve the existing stream buffer along the southeast portion of the property. The proposed TownePlace Suites by Marriott hotel would include 89 keys (rooms) with necessary access for commercial vehicles not encroaching on any adjacent residential properties. The development would also include two stormwater management facilities due to the existing topography.

VEHICULAR + PEDESTRIAN ACCESS

The proposed commercial driveway on W. Broad Street will be designed and installed per GDOT standards and regulations. All non-motorized vehicle access including bicycle and pedestrian access points will be designed and installed per the standards and regulations set forth by the ACC Transportation and Public Works Department and Planning.#

TRAFFIC GENERATION

A Trip Generation Analysis has been prepared for the site by referencing the Institute of Transportation Engineers (ITE) Trip Generation Manual (10th Edition). The ITE is the industry standard source for providing and analyzing trip generation for various land uses. In summary, the analysis does not find any adverse impacts associated with the traffic generated by this development and the adjacent properties, streets, and intersections.

LAND USE	ITE CODE	WEEKDAY TRIPS	PM PEAK HOUR	
			IN	OUT
HOTEL	310	744	27	26

*Calculations based on 89 proposed rooms

UTILITIES + PUBLIC SERVICES

The development will require sewage disposal and water supply by Athens-Clarke County. All utilities planned and required for the project shall be installed underground.

WATER. Water is proposed to connect to an existing main that is within the W Broad Street Right-of-Way.

Probable Water Demands and Assumptions:

Assume 100 GPD/Room

89 Room Proposed

Formula: $100 \times 89 = 8,900$ GPD (6.2 GPM) Daily

PEAK HOUR DEMAND: 6.2×3 (Peak Factor) = 18.6 GPM

SEWER. There is currently an existing gravity sewer main that traverses along West Broad Street. The gravity line is lower in elevation than the proposed development. Design and installation shall conform to all sewer regulations and requirements set forth in the Athens-Clarke County Code of Ordinances and all other warranted regulations.

Probable Sanitary Sewer Demands and Assumptions:

Assume 6.2 GPM Average Water + Sanitary Sewer Daily Usage

PEAK HOUR DEMAND: 6.2 x 4 (Peak Factor) = 24.8 GPM#

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STORMWATER MANAGEMENT

The development has two (2) proposed stormwater management facilities; one in the western portion of the development and another closer to the center. This is necessary due to an existing ridge and the existing flow patterns with the smaller western portion drainage to the west while the larger central portion draining into the existing stream buffer before entering an existing culvert near the proposed commercial driveway entrance. The proposed stormwater management system will be designed to meet local, state, and federal regulations and requirements. Throughout the site, stormwater is collected and traversed through pipes and swales and directed to the proposed stormwater detention areas as shown on the plan. Post development run-off and water quality will be maintained in accordance with Athens-Clarke County and State of Georgia standards.#

ENVIRONMENTAL IMPACTS + BUFFERING

The subject property has an existing stream buffer along the natural flow path located north and east of the culvert along West Broad Street near the proposed commercial driveway location. Unlike other proposed developments of this property since 2008, this proposed development does not seek to pipe the existing stream and eliminate the associated state and ACC stream buffers. The only potential buffer encroachment would be in the area of the proposed commercial driveway where the bufferable waters enter into an existing culver at which point the buffer no longer exists. A Stormwater Management Plan and Erosion Control Plan will be prepared to mitigate any necessary or expected offsite impacts during construction.

All landscaped and structural buffers as required by County code shall be proposed and planted in accordance with local code and regulations. Since this property was originally rezoned in 2008, Athens-Clarke County Government purchased the adjacent property to the west. A landscape buffer will be provided along the western property line, abutting the ACC Government property although the existing topography may require a retaining wall and landscaped buffer rather than an undisturbed buffer. This proposed development also includes a 30 ft landscaped buffer along the northern boundary to provide additional screening. Finally the most significant buffer with this development would be the undisturbed portion along the eastern boundary line. By allowing the commercial driveway access to West Broad Street a greater buffer to the east and along the existing private residential Beech Haven Drive is possible. The buffer shall be designed and installed in accordance with Athens-Clarke County Code. Site utilities and stormwater management facilities will not encroach into landscape buffers. Buffers shall be maintained in accordance with County code and regulations.#

LIGHTING

Any proposed outdoor lighting fixtures for this development shall be fully shielded and shall adhere to all standards and specifications set forth in Section 9-19-4 and Section 9-25-8(E)(5) of the Athens-Clarke County Code of Ordinances.#

ADJACENT PROPERTIES

The development shares a common property line with (1) C-G property to the east, (1) Government property to the west and (2) RS-25 Properties to the north. West Broad Street is to the South with CG zoned properties on the southern side of W Broad St. The proposed development does not conflict with or negatively impact any of these properties.#

TRASH DISPOSAL + RECYCLING

All solid waste disposal and screening required by ACC shall be in accordance with Athens-Clarke County code and shall be applied for as development plans are submitted.#

IN ACCORDANCE WITH THE PLANNED DEVELOPMENT CRITERIOR FOR THE PLANNING COMMISSION OF ATHENS-CLARKE COUNTY, THE WRITTEN REPORT ITEMS REQUIRED ARE LISTED BELOW:**1. FUTURE LAND USE MAP (FLUM) DESIGNATION:**

The proposed rezone request does conform to the Future Land Use Map and is generally adaptable to the physical development of Athens-Clarke County. The FLUM designates the subject property as General Business. The proposed development and rezone with change of conditions is for a General Business use and no change to the use is requested.

2. REZONE CORRESPONDS WITH ACC ORDINANCE & COMPREHENSIVE PLAN:

The proposed scale, density, and overall design of the proposed development meets all required criteria the - C-G zoning.

3. ADEQUATE AND SUFFICIENT AVAILABILITY OF PUBLIC SERVICES:

The subject property is currently available to be served by the Athens-Clarke County Public Utilities Department (ACCPUD) for water and sewer services. Currently, ACCPUD has facilities long West Broad Street.

4. LAND USE BALANCE:

The proposed development and rezone will not adversely affect the balance of land uses in Athens-Clarke County as the requested rezone does not change the use of the property. The proposed development is consistent with properties along the West Broad Street commercial corridor.

5. SURROUNDING LAND USE PATTERNS:

The existing land use pattern surrounding the property is primarily commercial along West Broad Street with the adjacent property to the west zoned Government as ACC is the owner and RS-25 properties to the north. There will be no consequential cause or issue with the surrounding land uses because of this rezone since the property is currently zoned C-G and the change in conditions will eliminate the potential encroachment of a commercial driveway on existing private residential drives.

6. ZONING DISTRICT ISOLATION:

There are several C-G zoned properties along West Broad Street, with the property on the opposite side being the same hotel use as the proposed development. This eliminates any sense or notion of spot-zoning or district isolation.

7. TAXING OF EXISTING PUBLIC FACILITIES:

The current zoning of the property (C-G) allows for this type of development. It is not anticipated that the addition of an 89 room hotel along West Broad Street would over tax existing public facilities.

8. *COST OF UNIFIED GOVERNMENT:*

Existing sewer and water capacity is expected to be adequate for the development.

9. *ENVIRONMENTAL IMPACT:*

The increase of stormwater runoff will be mitigated through the use, design, and installation of the two stormwater management ponds proposed on the plans. Water quality will be addressed using infiltration structures, filtration devices, and/or water quality monitoring as required by ACC standards and regulations. Stream Buffer Areas shall be maintained and protected and best management practices employed for Erosion and Sedimentation Control in accordance with county, state, and federal regulations.

10. *IMPACT TO ADJACENT PROPERTIES:*

There are no expected or projected adverse impacts to adjoining properties as the property is already zoned C-G. The change in conditions proposed would reduce the potential impact on existing private residential drives on adjacent properties.

11. *CURRENT USE OF PROPERTY:*

Current zoning of the property does not allow for practical development of the site and compromises the integrity of the C-G zoning from 2008 by limiting access directly from the commercial corridor. By rezoning the subject property to eliminate the access condition, the integrity of the ACC code and the purpose of both the C-G zoning and General Business Future Land Use Map is best supported.

12. *AESTHETIC EFFECT OF PROPERTY:*

The design of the proposed development takes into consideration numerous aesthetic principles as noted above in the report. It is expected that the proposed rezone will allow the use of the property as General Business. As mentioned before, with the expectation that this development will provide a buffer between the neighboring properties, it is also expected that it will provide a visual barrier between properties to the north and east.

13. *ADDITIONAL CONCERNS WITH DEVELOPMENT OF PROPERTY:*

There are several existing constraints that warrant the rezoning of the property to change the conditions established in 2008. Due to the topographic constraints of the site and existing stream buffer along the majority of the southern portion, the development of the site requires that access be in the western portion of the property and is best served by direct access to West Broad Street. The topography and maintaining the existing stream buffer results in the eastern front half of the property unable to be developed. This rezone would allow our client the ability to practically develop the property in the best way possible.



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