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**Planning Commission Comments - March 6, 2023 - Submission #70961**

**Date Submitted: 3/5/2023**

Comments completed in the form below will be submitted into the record for the March 6, 2023 meeting of the Hall County Planning Commission.

**First Name\***

Phyllis

**Last Name\***

Mercer

**Address1\***

6320 Falling Water Lane

**Address2**

**City\***

Hoschton

**State\***

ga

**Zip\***

30548

**Zoning Item for Comment\***

2. 1670 Friendship Road, 5608 & 0 Thompsons Mill Road

Select from the list below which zoning item you would like to register a comment on. Items are listed in the order in which they appear on the agenda.

**Your Comments\***

This request should be DENIED  
--exception to the Gateway Corridor Standards  
--WHEN ORIGINAL APPROVAL FOR ZONING ON MAY 26, 2020, WAS GIVEN BY THE BOC ONE OF THE CONDITIONS WAS (d) ALL DEVELOPMENT SHALL CONFORM WITH 17.420 GATEWAY CORRIDOR OVELAY DISTIRCT-- this should continue to be enforced.  
--this facility is adjacent to residential communities and commercial signs are not appropriate  
--there is no need for this signage for marketing reasons  
--allowing an exception for one business will only erode the county standards, which residents depend on when buying property

Please write your comments in the box above.

**File Upload**

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If you have files, such as photos, videos or text documents to include with your comments, upload them in the box above.

**Would you like follow-up communication?**

Please leave an email address and/or phone number if you would like a Hall County staff member to follow-up with you.

**Board of Commissioners Work Session Comments - April 10, 2023 - Submission #74406**

**Date Submitted: 4/8/2023**

Comments completed in the form below will be submitted into the record for the April 10, 2023 Work Session of the Hall County Board of Commissioners.

**First Name\***

Phyllis

**Last Name\***

Mercer

**Address1\***

6320 Falling Water Ln

**Address2**

**City\***

Hoschton

**State\***

GA

**Zip\***

30548

**Your Comments\***

1670 Friendship Road/Highlands Residential applicant

This request should be DENIED since it is not consistent with the Gateway Corridor standards and there is no sound logic to support a need for added signage for “marketing reasons. Supporting reasons are:

--The developer’s request is contrary to the conditions HE AGREED to in his zoning request which was previously established by the BOC in a letter on May 27, 2022, (agreed to in meeting of May 26, 2022). This BOC letter states under “Conditions” – (1-d) ALL DEVELOPMENT SHALL CONFORM WITH 17.420 GATEWAY CORRIDORS OVERLAY DISTRICT (GCOD). That letter also states, “all conditions of zoning from the January 9, 2020, approval shall remain”.

--It is wrong that the developer now seeks an exception to the Gateway standards AFTER agreeing to the County’s conditions to get his zoning approval. He then builds the facility, with full knowledge of that agreement and conditions, and now seeks to violate those standards and agreement. This is just unethical. The county should not disregard its own ordinance and allow an exception for a single business, thus rewarding the developer after the developer agreed to the BOC’s original conditions.

--This proposed signage offers NO marketing benefit since the proposed verbiage does not even describe the type of business, instead is presented as “The Chateau by Highlands”—NOTHING about senior living.

--There are NO facts to support the statement which claims, “improved marketing”. There is NO hardship imposed on the property owner if this new requested signage is denied especially since he decided to construct the building with a condition to comply with Gateway signage requirements.

--As stated in the staff’s “Summary Analysis” there is NO facility, along Friendship Road corridor district that has signs attached to their building, as proposed by this developer. In fact, other age restricted facilities such as the ‘Phoenix Senior’ Living, which is a short distance down the road on Friendship only has a small appropriate sign at their entrance. Likewise, ‘The Oaks’ senior living facility on Thompson Mill Road, only a few blocks away from this new facility, only has a size appropriate sign as part of their landscape—no signage on buildings. Neither of these facilities have experienced any adverse impact and inability to “attract prospective tenants”, due to lack of signage on their building.

--There is NO factual evidence, based on complying (no exceptions) with signage requirements at existing senior facilities, to support the claim of “improved marketing” if the developer gains the approval to add signage to this building. If such a marketing advantage existed, he should never have agreed to the original condition.

--It is illogical that one would drive down Friendship Road and see a sign on a building stating “The Chateau by Highlands” and say “WOW---think I will move there, when there is NO indication of the type of living facility in the signage name!! The claim of “marketing” advantage is a fallacy.

This facility is adjacent to residential communities and commercial signs are not appropriate since they pose a risk of impacting property values and the ambience of communities. Allowing an exception for one business only erodes the county standards which residents depend on when buying property. This erosion has already been seen in other recent zoning exceptions and this negates the benefit of the Ordinances, and these exceptions must stop.

Please write your comments in the box above.

**File Upload**

No file chosen

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**Follow-up Communication**

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