



# Hall County Government

COMMUNITY DEVELOPMENT AND INFRASTRUCTURE  
PLANNING AND DEVELOPMENT

POST OFFICE DRAWER 1435  
GAINESVILLE, GA 30503

t: 770.531.6809 | f: 770.531.3902

DIRECTOR  
Srikanth Yamala

PLANNING AND DEVELOPMENT  
DIRECTOR  
Randi Doveton

**To:** Richard Higgins, Chairman  
Kathy Cooper, District 1 Commissioner  
Billy Powell, District 2 Commissioner  
Gregg Poole, District 3 Commissioner  
Jeff Stowe, District 4 Commissioner

**From:** Randi Doveton, Director of Planning & Development

**Date:** June 5, 2023

**Subject:** **6515 New Bethany Road | Rezone** | from Highway-Business (H-B) to Light-Industrial (I-I) on a 1.86± acre tract | **Proposed use: Light Industrial | Genuine Mapping & Design, LLC, applicant.**

---

The request before you is the request of Genuine Mapping & Design, LLC to rezone from Highway-Business (H-B) to Light-Industrial (I-I) for light industrial. This item is located within Commission District 2.

At their May 15, 2023 meeting, the Hall County Planning Commission voted to recommend approval with nine (9) conditions **(5-0)**.

There were **no written comments** submitted in advance of the Planning Commission meeting and **two (2) people spoke in opposition during the public hearing.**

There have been no changes to the request since the Planning Commission took action.

**Planning Commission Approval Conditions:**

1. The request to rezone the property to Light Industrial (I-I, 17.160) is denied and shall be rezoned to Planned Industrial Development (PID, 17.180.090) instead.
2. The development shall generally occur as depicted on the site plans dated May 11, 2023 and described in the project narrative, modified for compliance with zoning conditions and Hall County regulations. No variances are granted as part of this request.
3. The non-residential development shall be subject to the standards of the Gateway Corridors Overlay District (GCOD, 17.420). No variances are granted from these standards.
4. Any outdoor lighting on the premises shall be full cut-off downlight.
5. All parking and storage areas shall be paved with either asphalt or concrete.
6. Plans for any further improvements or development of the property shall be submitted for review and appropriate permits obtained.

7. All conditions of zoning shall be made part of any plats created for the property.
8. The development shall have a minimum 6 foot high decorative steel fencing with stone or brick columns spaced no less than every 50 feet along all right-of-ways of New Bethany Road and Old Lanier Island Drive. All other fencing shall be a minimum 6 foot high black vinyl link fence and shall be installed along all other property lines.
9. Hours of operation shall be from 5 am to 10 pm for boat storage and repair.

***Staff recommended denial of the request for Light Industrial but supported the request for Planned Industrial Development since it is more restrictive.***