



Hall County Government

BOARD OF COMMISSIONERS

August 17, 2021

POST OFFICE DRAWER 1435
GAINESVILLE, GA 30503

MP Partners Development, LLC
Attn: Trip Campbell
5289 Winder Highway
Braselton, GA 30517

t: 770.535.8288 | f: 770.531.3972

RE: **Application to Rezone**

CHAIRMAN
Richard P. Higgins

Dear Trip Campbell:

Kathy L. Cooper, District 1
Billy Powell, District 2
Shelly Echols, District 3
Jeff Stowe, District 4

Please be advised that in its Voting Meeting on August 12, 2021, the Hall County Board of Commissioners voted to approve the following application with the listed conditions.

COUNTY ADMINISTRATOR
Jock A. Connell

Application of MP Partners Development, LLC to amend conditions of a Planned Commercial Development on a 1.95± acre tract located on the north side of Winder Highway approximately 1390 feet from its intersection with Raceway Drive; a.k.a. 5295 Winder Highway (pt.); Zoned PCD; Tax Parcel 15028B000001E (pt.). Proposed Use: mixed use commercial development. Commission District 1.

ASSISTANT COUNTY ADMINISTRATOR
Marty Nix

Conditions:

ASSISTANT COUNTY ADMINISTRATOR
Zachary T. Propes

COUNTY CLERK
Lisa A. Ritchie

1. The development shall generally occur as depicted on the site plan and described in the project narrative, modified for compliance with zoning conditions and Hall County regulations at time of development.
2. The residential portion of the development shall conform to §17.180.060 Planned Residential Development (PRD) standards as it relates to the architectural standards found within §17.180.060.B.9.a.
3. The non-residential components of the development shall be subject to all standards set forth in §17.420.050, Gateway Corridors Overlay District and the architectural standards for non-residential structures shall be approved by the Planning Director prior to the issuance of any permits. All existing elements on site at the time of Rezoning shall be grandfathered. Exceptions to these standards shall be allowed if approved by the Planning Director.
4. The County Traffic Engineer and/or the Georgia Department of Transportation (GDOT) shall approve the location, type and design of all driveways to and from the site.
5. A sewer study shall be conducted prior to the submittal of plans for a land disturbance permit.
6. The following language shall be placed upon the final plat and/or development plans for the property: "Owners and users of this property are informed of motor raceway venues nearby and should expect noise, crowds, and other effects associated with such venues."
7. Any future changes or expansion of the development shall require Board of Commissioners approval.

8. The following statement regarding the potential impacts of agricultural operations in the area shall be made a part of any plat recorded on the property: "Owners, occupants, and users of property shown on this plat are hereby informed of the impacts associated with normal farming practices which may take place on adjacent and nearby property including, but not limited to, noise, odors, dust, the operation of machinery of any kind, the storage and disposal of manure, and the application of fertilizers, herbicides, and pesticides. Therefore, owners, occupants, and users of the property shown on this plat should be prepared to expect the effects of such practices."
9. A 50 foot, rear of lot, vegetated buffer shall be established around the entirety of the development unless such natural buffer currently exists, with the exception of the road frontage along Winder Highway, Benefield Road and along the western portion of the property which borders existing commercially zoned parcels. Where the existing vegetation does not provide sufficient screening additional plantings may be required. The buffer shall be increases to 100 feet along the northern property line adjacent to the "Race Day Cottages". The buffer of 1 shall remain 50 feet.
10. A wooden fence shall be constructed along the shared boundary between tax parcel 15028B000016 (N/F the property of Rodney Cole) and the proposed development.
11. A fence shall be placed along the rear of the residential lots that front Benefield Road, internal to the development, behind lots 1 through 17 and extending all the way to the creek buffer on the eastern boundary with the exception of where internal roads connect to Benefield Road.
12. All residential lots fronting Benefield Road shall be a minimum of one (1) acre in size and, with the exception of lot 10, shall be accessed through a system of shared driveways or streets with no direct access to Benefield Road permitted. All lots shall be allowed to access Benefield Road from these shared driveways or streets.
13. All property owners shall be the only users approved to access the development from the northern most access point on Benefield Road. This will be managed by gated entry and exit. The remainder of users of the property shall enter from Winder Highway.
14. Rally cross events shall be permitted in daytime hours only.
15. The proposed hotel building if constructed on Tax Parcel 15028B 000015 shall not be any more than four stories in height and shall not be constructed within 550 feet of Benefield Road. A hotel can be constructed on Tax Parcel 15028 B000001 or 15028 B000001E and shall be limited to 70 feet on this parcel only.
16. All car maintenance and repair shall be conducted during the hours between 7:00am and 9:00pm, with the exception of organized races.
17. Right turn only shall be allowed for commercial use exiting the property from Benefield Road.
18. No motor home traffic, commercial/trailer traffic shall be allowed on Benefield Road.
19. The existing emergency exit shall be closed and all emergency access shall be through the residential entrance on Benefield Road.

Please contact me if you have questions or if you require any additional information concerning this action of the Board.

Sincerely,

Lisa A. Ritchie
Hall County Commission Clerk

cc: Sarah McQuade, Director of Planning & Development

Ken & Kathy Davis
304 Cleveland Ferry Road
Fair Play, SC 29643

Project Narrative for Motorplex Atlanta

LOCATION – 5295 Winder Hwy., Braselton, GA 30517

ACREAGE – 137.17 acres +/-

APPLICANT – MP Partners Development, LLC

Summary

The accompanying application seeks zoning district change from PCD & AR-IV to PCD for 137.17 acres of partially developed property located on Winder Highway (SR 53) in south Hall County near the Michelin Raceway Road Atlanta complex. The intent is to develop a mixed use, racing oriented complex that will serve race patrons, car enthusiast and the general public. This narrative will propose a unified set of standards for project. The location and proposed use is consistent with the Hall County Comprehensive Plan's designation as a "Mixed Use Corridor" and appropriate for Hall County's Planned Commercial Development (PCD) District. Completion of development is anticipated by 2026.

Site Description

The combined parcels have approximately 3,700 lf of frontage along Winder Highway (SR 53) and falls within the Hall Gateway district. The site is partially developed with a mix of residential, agricultural and other uses associated with the former Lanier Speedway. The topography is rolling with a mix of hardwood and pines. Domestic water is provided by the City of Gainesville and is located in the Winder Highway right-of-way. Hall County will serve the site with sanitary sewer through a proposed pump station and force main that will connect to an existing force main located in Winder Highway. All other dry utilities are located within a reasonable distance for service extensions. There are no known impediments to its successful development for the purposes stated.

Adjacencies (exhibit B)

The property is surrounded by residential zonings (AR – IV & MHP) and commercial zonings (H-B). The area south of the property and across Winder Highway includes the Road Atlanta complex zoned PCD and an industrial park zoned light industrial (I-II)

Access

Access to the property is proposed from three driveways on Winder Highway (SR 53) and two driveways on Benefield Road.

Proximity to Other Uses

- Nearest distance to undeveloped commercial property – parcel zoned H-B, adjacent to the site.
- Nearest distance to developed commercial property – parcel zoned H-B, adjacent to the site on Winder Highway (golf cart sales).

- Nearest distance to a residential property – parcel zoned AR-IV, adjacent to the site on Benefield Road
- Nearest distance to a subdivision – Ivy Ridge S/D is located adjacent to the property on Benefield Road

Comprehensive Plan Consistency

The project is consistent with the “Mixed Use Corridor” of the Future Land Use Map and numerous Goals, Policies and Objectives of the Comprehensive Plan and is not known or believed to be in conflict with any of the above.

Aerial View



Traffic Impact Study

Based on the number of residential units (not to exceed 100), a traffic study is not required.

Gateway Corridor

A portion of the property falls with the Hall County Gateway Corridor Overlay District. The district specifies standards for all land parcels with 300 feet of the centerline of Winder Highway (SR 53).

Proposed Uses

The developer is planning to create a village concept centered around motorsports and car enthusiasts and with options for recreation, lodging, commercial and residential uses. The complex will be supported internally property owners and externally by patrons of the various use opportunities. The complex will retain the existing, asphalt oval track and paved infield which will be the central focal point of the development. In addition to all the existing permitted uses, the following components are planned:

- Car Condos – fee simple attached buildings featuring garage areas for car collections in a quiet enjoyment environment as well as optional loft living areas. These may also contain commercial functions related car customizing, repair or sales.
- Race Day Cottages – fee simple or rental detached or attached cottages, primarily for use during race weeks.
- Luxury Recreational Vehicle Lots – leased spaces for Recreational Vehicle or motor coach accommodations with water, sewer and power hookups. They may also have outdoor rooms such as pavilions, fire pits, pools or other gathering spaces.
- Single Family Residential – fee simple detached homes located along Benefield Road.
- Event Center – rentable space for private functions and a public access restaurant.
- Retail Village – leased spaces for small retail users or restaurants centered around outdoor gathering areas.
- Commercial Center – fee simple sites for general commercial uses including hotel, retail, professional office and service business users.
- Main Track – existing asphalt oval with paved infield track and midget cart track, proposed rally cross track and proposed cart garage with viewing stands, retail uses such as restaurants, shops, etc. and office uses and suites for viewing events and public gatherings.
- For more detail, see attached Rezoning and Amendment Comparison.

Prior Zoning Actions

Three of the five parcels have been previously rezoned to PCD under separate actions:

- Parcel #15028B 000001 – November 11, 1998
- Parcel #15028B 000015 – October 28, 1999
- Parcel #15028B 000001E – November 11, 1998 (formerly a portion of #15028B 000001)

The fourth & fifth parcels (#15028 000070 & #15028 000090) has an original zoning of AR-IV.

Development Strategy

MP Partners Development, LLC is planning a mixed use development with an emphasis on motorsports related uses and clientele. The development will align well with the existing Michelin Raceway Road Atlanta complex across Winder Highway and the existing oval track on the property. Although racing fans and car enthusiast will be the primary focus, the general public will have access to an event venue and restaurant, hotels and other retail offerings.

In addition to the approvals received under the two prior zoning actions, the applicant is requesting the following amendments and proffered conditions:

- Total square footage of development shall not exceed 400,000 sf on Parcels 15028 000070 & 15028 000090.
- Total square footage of development shall not exceed 400,000 sf on Parcels 15028B 000001E & 15028B 000001E.
- Total number of residential units shall not exceed 100 units on Parcels 15028 000070 & 15028 000090.
- Total number of residential units shall not exceed 100 units on Parcels 15028B 000001E & 15028B 000001E.
- Hotel/Motel use to be allowed on Parcel #15028B 000015
- Overnight accommodations in the motor coach use not to exceed 50 spaces
- Elimination of any maximum square footage related to a single use as long as the overall cap is not exceeded.
- A maximum permanent seating capacity not to exceed 20,000 SF
- Driveways serving the Single Family Residences, Cottages, Luxury RV Areas and Car Condos will be allowed to connect to Benefield Road. No Event traffic will be allowed to use these driveways except for emergency purposes.
- Total residential driveways allowed on Benefield Road not to exceed 18 driveways.
- Parcel #15028B 000015 may access Benefield Road provided that the location does not exceed 600 LF from its intersection with Winder Highway (SR 53)

Project Dimensional Standards

The following dimensional standards will apply to the proposed uses of the development.

Development Standards	
Planned Commercial Development	
Minimum Lot Area (Interior)	1500 sf
Minimum Lot Area (Exterior)	20,000 sf
Front Setback (Interior)	10 ft
Front Setback (Exterior)	25 ft
Side Setback (Interior)	0 ft
Side Setback (Exterior)	10 ft
Rear Setback (Interior)	10 ft
Rear Setback (Exterior)	10 ft
Buffer along West Property Line of Parcel 15028 000070	25 ft
Buffer along North Property Line of Parcel 15028 B000015	50 ft
Maximum Building Height	70 ft
Total Acreage	137.22 Acres
Open Space Acreage	6.00 Acres
Maximum Floor Area	See Rezoning and Amendment Comparison

Conceptual Master Plan

The development of the Motorplex Atlanta shall be controlled by the Conceptual Master Plan (the "Plan") attached as exhibit "A". The plan is considered conceptual in nature, and as such may require modifications during the engineering and development process. Modifications to the locations and arrangement of buildings, roads, and other improvements that do not conflict with specific standards and requirements of these conditions may be made by the Developer or End User, so long as such modifications do not change the land use, increase the overall density of the project or reduce any established exterior buffers or setbacks.



NO.	DATE	DESCRIPTION	REVISIONS

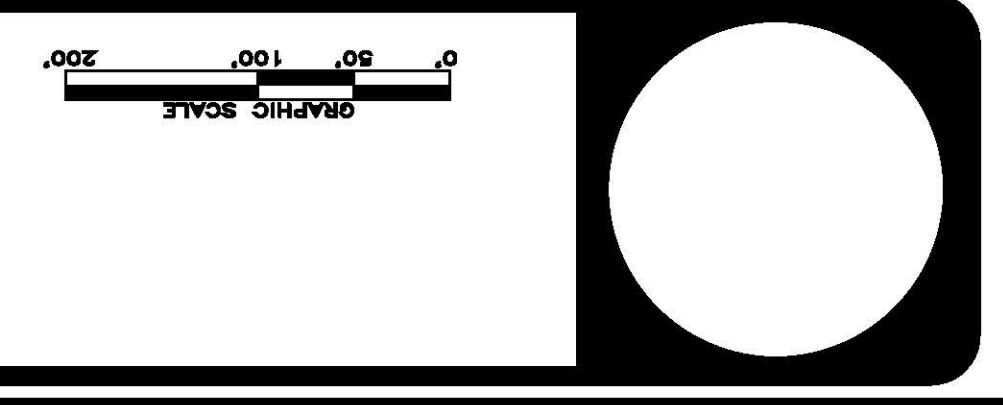
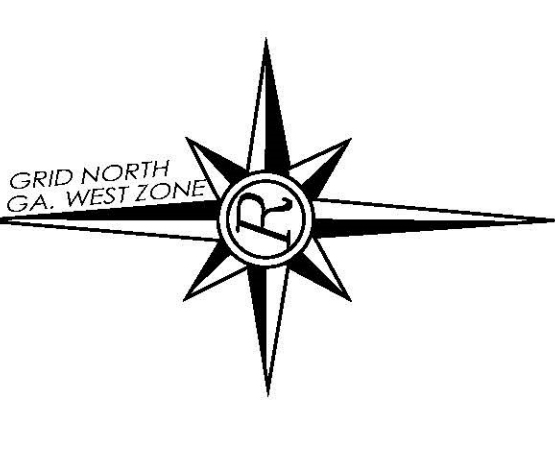
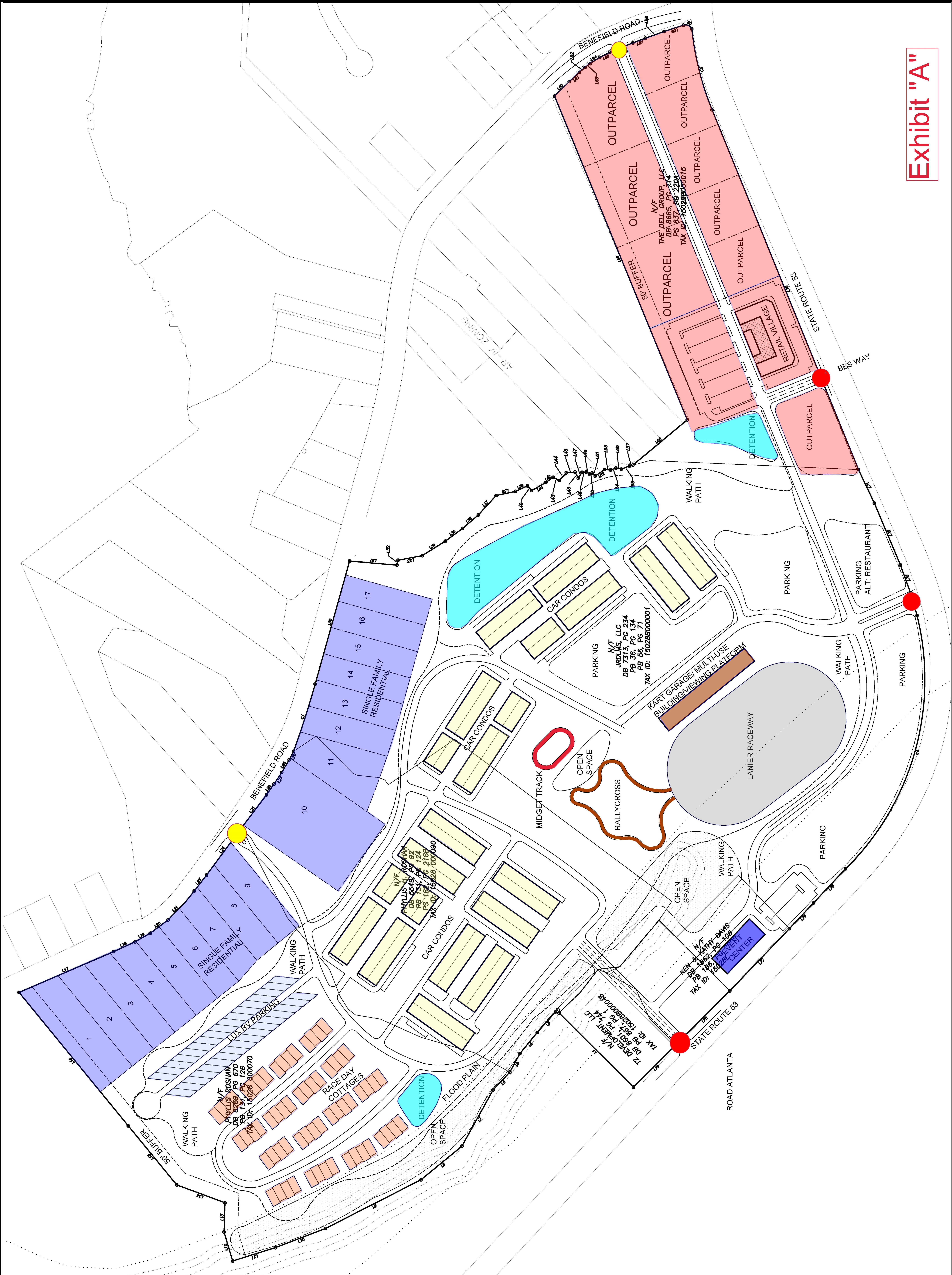


Exhibit "A"



APPLICANT:
 MP DEVELOPMENT PARTNERS, LLC
 5289 WINDER HIGHWAY
 BRASELTON, GEORGIA 30517

EXISTING ZONING: PCD
 PROPOSED ZONING: PCD
 TAX PARCEL NUMBERS:
 150288 000001 5301 WINDER HWY, BRASELTON, GA 30517
 150288 000015 5385 WINDER HWY, BRASELTON, GA 30517

CONCEPT IS DRAWN FROM GIS DATA, PARCEL AREAS, PARCEL BOUNDARIES, FLOOD PLAIN, STREAM LINES AND STREAM BUFFERS AND ARE SUBJECT TO CHANGE

THIS SITE PLACE IS FOR ILLUSTRATIVE PURPOSES ONLY. THE ZONING SHALL NOT BE SITE PLAN SPECIFIC