



Hall County Government

COMMUNITY DEVELOPMENT & INFRASTRUCTURE PLANNING AND ZONING

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PLANNING AND ZONING
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To: David Gibbs, Chairman
Kathy Cooper, District 1 Commissioner
Billy Powell, District 2 Commissioner
Gregg Poole, District 3 Commissioner
Jeff Stowe, District 4 Commissioner

From: Beth Garmon, Director of Planning & Zoning

Date: May 5, 2025

Subject: **3754 Price Road & 3715 Wahoo Falls Trace | Amend conditions of zoning | on a 14.28± acre assemblage | Zoned PCD; Tax Parcels 10100 000156C & 000156B | Proposed Use: Master sign plan | Benderson Development c/o Todd Mathes, applicant**

The request before you is from Benderson Development under the care of Todd Mathes to amend conditions of zoning for the acceptance of a master sign plan for a commercial development. This item is located within Commission District 2.

At their April 21, 2025 meeting, the Hall County Planning Commission voted to recommend **approval, with six (6) conditions (4-0, Davidson absent).**

Staff recommendation: **Denial**, as the proposed amendments to the Master Sign Plan are not consistent with Section 8.6 in the Unified Development Code.

Public Comment

- April 21, 2025 HCPC: There were **no comments submitted** in advance of the Planning Commission meeting and **no one spoke during the public hearing.**

Planning Commission Conditions:

1. Wall signage shall be developed in accordance with the Supplemental Application Packet dated March 21, 2025, modified as necessary for compliance with conditions herein and development standards enforced at the time of site plan approval.
2. The previously approved conditions dated December 14, 2023, as amended and listed below, shall apply:

- a. The total building square footage for the proposed development shall be limited to a maximum of 85,000 square feet.
 - b. Access to the development shall be approved by Hall County Traffic and/or the Georgia Department of Transportation, whichever applies.
 - c. Any necessary access modifications shall be approved and permitted by the Georgia Department of Transportation (GDOT). All costs associated with any required improvements shall be the developer's responsibility.
 - d. Building height shall be limited to 3-stories/45 feet.
 - e. No outdoor storage shall be allowed for any use, with the exception of the grocery store and associated displays of seasonal items along the front entrance of the store.
 - f. The following uses shall require a conditional use permit:
 - 1. Full-service car wash. Car washes associated with a gas station shall be permitted.
 - 2. Self-storage facilities.
 - g. The following uses shall not be permitted:
 - 1. Tire sales
 - 2. Automobile repair
 - 3. Maintenance businesses, with the exception of an autoparts and quick oil change services, which shall be allowed by right.
 - h. The applicant shall submit architectural renderings, including building materials and colors, to be approved by the Planning Director, or their designee, prior to any issuance of any building permits.
 - i. All conditions of zoning shall be made part of any new plat created for the property.
 - j. The development shall adhere to the Hall County Erosion Control Ordinance Best Management Practices for Large Developments, which included the 3 BMPs from the County-approved list, even if the phase of development is less than 20 acres.
 - k. Hall County supports a traffic signal on Thompson Bridge Road provided the signal is permitted and approved by GDOT and paid for by the developers.
 - l. Monument signs placed within the median of any public or private street shall be constructed of a breakaway material, subject to review and approval of the Hall County Traffic Engineer. Signs located within the right-of-way of state routes shall be subject to GDOT regulations and permitting requirements.
3. Window signage shall comply with the Unified Development Code (UDC).
4. No variances to Gateway Corridor Overlay District (GCOD) standards and no additional variances or development exceptions are granted as part of this request that are not explicitly granted herein. The development shall comply with the Hall County UDC, as well as any other agencies or reviewing

departments, including, but not limited to the Fire Marshal and Hall County Engineering. Where there are discrepancies between the proposed standards and County regulations, the County regulations shall overrule unless otherwise approved.

5. Only tenants located on a corner, in an end cap space, or in a freestanding building shall be permitted a second wall sign. In the event that a second wall sign is warranted as noted above, said second wall sign may be installed on a secondary elevation of the building (regardless of whether or not that side of the building includes a primary or secondary entrance).
6. All conditions of zoning shall be made a part of the plat or construction drawing created for the property.