



AGENDA ITEM

Public Hearing to amend Hall County's Zoning Map as follows:

REPORT TO: **Work Session (05/19/25)**

REPORT TO: **Voting Meeting (05/22/25)**

ITEM NO: 256/2025

SUBJECT: **3754 Price Road & 3715 Wahoo Falls Trace | Amend Conditions of Zoning** | on a 14.28± acre assemblage located on the north side of Price Road at its intersection with Thompson Bridge Road | Zoned PCD; Tax Parcels 10100 000156C & 000156B | **Proposed Use: Master sign plan** | Commission District 2 | **Benderson Development c/o Todd Mathes, applicant**

Meetings:

Work Session Date: 05/19/25

Voting Meeting Date: 05/22/25

Executive Summary:

Presenter: BG

Recommendation:

Approval, with 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:
 - a. Tire sales
 - b. Automobile repair
 - c. 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.

Purpose of Request:

3754 Price Road & 3715 Wahoo Falls Trace | Amend

Conditions of Zoning | on a 14.28± acre assemblage located on the north side of Price Road at its intersection with Thompson Bridge Road | Zoned PCD; Tax Parcels 10100 000156C & 000156B |

Proposed Use: Master sign plan | Commission District 2 |
Benderson Development c/o Todd Mathes, applicant

History:

Facts and Issues:

Options:

Funding Requested

\$ 0.00

Are funds within current budget?

No

Source of Funds

Does the action involve a Resolution, Ordinance, Contract, Agreement, etc.?

No

Has it been reviewed by the County Attorney?

Yes

Is there a deadline for this item?

Approvals:

Submit	Approve	Attorney	Administration
BG	BG	WLI	CR
Clerk			
JR			

Attachments:

Board Memo
Recommendation Report
Application
Supplemental Narrative
Narrative
Site Plan
Plat
Maps
Deed
Legal Description
2023 Board of Commissioners Letter
2023 Application Packet
Environmental Health Comment
GDOT Comment
Fire Comment
Public Works Comment
Notice Sign