

## **Narrative**

**Project Address:** 2353 Athens Hwy, Gainesville, GA

30507

**Applicant/Business Name:** Morteza Modaber

05/25/2025

### **1. Existing and Proposed Use of the Property**

The property at 2353 Athens Hwy is currently developed with an existing residential structure that has been vacant since 2023. The proposed use of the property is for commercial retail use for used vehicle sales.

### **2. Current Zoning District and Applicable Overlay Districts**

The property is located within the **Highway Business (H-B)** zoning district. Additionally, it is subject to the Gateway Corridors Overlay District (GCOD), which imposes design, signage, landscaping, and development standards to ensure aesthetically consistent development along designated gateway corridors.

### **3. Proposed Use and Business Operations**

The business will operate as a used vehicle sales center to be operated Monday through Saturday from 8:00 AM to 6:00 PM and will be closed on Sundays. The site will support vehicle parking for inventory, employees and customers.

### **4. Proposed Standards for Development**

**Restrictions on Use:** Limited to commercial used vehicle sales. No heavy mechanical or auto body work is proposed.

**Density / Lot Size:** The property is approximately **1.19 acres**, with no subdivision proposed.

**Setback Requirements:** Existing structure complies with zoning setback requirements. No new structures are planned that would alter current setbacks.

## **5. Proposed Signs and Specifications**

### **Signage will include:**

- One freestanding monument sign compliant with GCOD and **H-B** signage regulations, not exceeding 15 feet in height and 32 square feet in area per face.
- One wall-mounted sign on the front façade of the existing building, also in compliance with GCOD standards.

## **6. Proposed Lighting**

### **Lighting will include:**

- Downcast, shielded LED wall-pack fixtures mounted on the building façade to illuminate entryways and the parking area.
- All lighting will conform to GCOD lighting regulations, ensuring no light spillover onto adjacent properties and preserving the character of the gateway corridor.

## **7. Water and Wastewater Disposal**

The property is currently served by the City of Gainesville public water and Hall County public sewer. No changes are proposed to the existing water or sewer connections. No hazardous materials will be stored onsite.

## **8. Buffering and Protection of Abutting Properties**

25' Transitional buffer applied through natural plantations. No fence will be required. See attached site diagram. Proper maintenance will be applied by the property owner.

## **9. GAB Parking**

GAB Parking added per GCOD.

## **10. Parking Between Road & Primary Building**

Parking spaces located between the principal building and the street removed. Please see the "Proposed Site Plan" sheet.

All of the other parking spaces located to the side and rear of the principal building.

**11.Shade Trees in Landscape Strip**

Street frontage landscape strip of 10 feet will be provided between the edge of the road and the gravel.

Shade trees will be planted in the landscape strip as shown in the site plan.

**12.The Maximum Number of Parking Spaces Constructed on Impervious Surfaces**

Pervious gravel paving designated for all of the proposed parking spaces.

Only the proposed asphalt driveway is impervious.

PART I - OFFICIAL CODE  
Title 17 - ZONING REGULATIONS  
CHAPTER 17.420. GATEWAY CORRIDORS OVERLAY DISTRICT (GCOD)

**CHAPTER 17.420. GATEWAY CORRIDORS OVERLAY DISTRICT (GCOD)**

**Property Address: 2353 Athens Hwy, Gainesville, GA 30507**

**Architectural Site Plan:**



**17.420.010. Purpose.**

The purpose of the GCOD is:

- A. To promote the general health, safety and welfare of the community.
- B. To improve the efficient operation of traffic around the county.
- C. To promote safe and efficient movement within the Overlay District for persons using all modes of travel - motorized vehicles, bicycles and walking.
- D. To create a sense of place that is aesthetically appealing and environmentally responsible.
- E. To encourage innovative development projects that set standards for landscaping, community design and aesthetics.
- F. To establish consistent and harmonious design standards for public improvements and private property development within the Overlay District so as to unify the distinctive visual quality of the Gateway Corridors.

(Res. of 3-22-07, § 1; Res. of 8-9-07, § 1)

**17.420.020. Design guidelines.**

The GCOD Design Guidelines are hereby adopted and made part of this chapter and shall apply to property in the GCOD. Within the GCOD, building design and construction that is not in substantial conformity with the GCOD Design Guidelines is prohibited. In cases of a conflict between the design guidelines and the text of this chapter, the text of this chapter shall govern.

(Res. of 3-22-07, § 1; Res. of 8-9-07, § 1)

**17.420.030. Boundaries.**

- A. The provisions of this chapter apply to land parcels of record within the unincorporated portion of Hall County having frontage on the following road segments as of the date this ordinance is adopted. Hereafter, these road segments shall be referred to as the "Gateway Corridors."
  - 1. S.R. 211 from S.R. 53 (Winder Highway), south to Thompson Mill Road.
  - 2. U.S. 129 (Athens Highway) from the Gainesville City limits, south to Gillsville Highway.
  - 3. S.R. 53 (Winder Highway) from S.R. 13 (Falcon Parkway), east to the Jackson County line.
  - 4. S.R. 13 (Atlanta Highway and Falcon Parkway) from the Flowery Branch City limits, north to S.R. 53 (Winder Highway).
  - 5. McEver Road from the Buford City limits, north to the northernmost intersection with Radford Road.
  - 6. Spout Springs Road from the Flowery Branch City limits, south to Friendship Road.
  - 7. Friendship Road from Bogan Road, east to Thompson Mill Road.
  - 8. Realigned Thompson Mill Road from Spout Springs Road east to S.R. 211 (Old Winder Highway), pursuant to final alignment approved by GDOT.
  - 9. All state roadways within the jurisdiction of Hall County.
- B. This chapter shall also apply to any land parcel of record within the unincorporated portion of Hall County when a portion of said parcel falls within 300 feet of the centerline of the Gateway Corridors as of the date

this ordinance is adopted. Any parcel subject to the ordinance on the date of adoption shall continue to be subject to the provisions of this chapter, even if the parcel is subdivided in the future.

- C. Upon written application, the director may grant exemptions from the requirements of this chapter for parcels or portions of a parcel that would otherwise be included in the GCOD, based on one or more of the following findings:
1. Portions of the subject property to be exempted lie more than 300 feet from the centerline of a Gateway Corridor.
  2. The property to be exempted does not have access to a Gateway Corridor and will not require access to Gateway Corridor when developed.
  3. Due to site topography development of the property to be exempted will not be visible from a Gateway Corridor.
  4. Due to the location, size and shape of the property, development of the parcel under its current zoning and in conformity with the requirements of the GCOD would present a severe and unique hardship.

If the director does not render a written decision regarding such exemption within 15 working days of receipt of the application required in this paragraph, then the exemption shall be deemed to be approved.

(Res. of 3-22-07, § 1; Res. of 8-9-07, § 1; Ord. of 8-24-17 )

#### **17.420.040. Effect of GCOD provisions.**

- A. *Application.* This Overlay District is supplemental to the underlying zoning district classifications established in the Hall County Zoning Regulations governing all properties and approvals within this Overlay District. The provisions of this chapter shall be overlaid upon and shall be imposed in addition to said underlying zoning regulations and other Hall County ordinances.
- B. *Relationship to standards of the underlying zoning district and subdivision regulations.* In any case where the standards and requirements of the GCOD conflict with those of the underlying zoning district or subdivision regulations, the standards and requirements of the GCOD shall govern.
- C. *Exceptions.* The provisions of this chapter shall not apply to the following:
1. Completion of work subject to preliminary plats, site development plans, construction plans, building permits, or interior finish permits approved prior to the effective date of this chapter.
  2. Reconstruction, rehabilitation, restoration, repair or addition of an existing non-residential structure, interior renovations or interior finishes within an existing structure, or addition to an existing non-residential structure that was permitted prior to the enactment of this chapter shall not be subject to the provisions of the GCOD, provided that such construction is on a lot of record and does not result in addition or change to more than 75 percent of the floor area of the existing permitted structure.
  3. Rezoning and planned developments that were approved by the board of commissioners prior to the date of this ordinance with the exception of those approvals with specific reference to the GCOD.
- D. The following requirements apply to reconstruction, replacement or addition to a legally permitted and existing nonresidential structure when such change consists of more than 75 percent of the floor area of the existing structure:
1. The portion of the project that is reconstructed, replaced or added shall meet the Architectural Standards of 17.420.050.H.

2. If the reconstruction, replacement or addition includes the addition of 50 parking spaces or more, the newly constructed parking spaces shall meet the parking lot design requirements of section 17.420.050.E.
  3. If the reconstruction, replacement or addition decreases the distance between the subject building and abutting property that is zoned or used for single-family residential purposes, the property line where the distance abutting residential property has been decreased shall provide a transitional buffer as required in section 17.420.050.C.
  4. If the reconstruction, replacement or addition includes the reconstruction or addition of loading and service areas adjacent to property that is zoned or used for single-family residential purposes, such loading and service areas shall be screened as required by section 14.420.050.D.3.
  5. Any new signs shall meet the requirements of section 17.420.070.
- E. *Building plan application.*
1. All building plans submitted pursuant to an application for a building permit should clearly indicate compliance with all of the proposed landscaping, architectural design, building materials, access management, and signage requirements of this chapter.
  2. The plans should clearly show the location and calculate the amount/percentages of all building materials per building face as indicated in section 17.420.050.H.2.
  3. Groups of buildings on the same parcel of land may be reviewed and permitted as a single project rather than individual buildings.

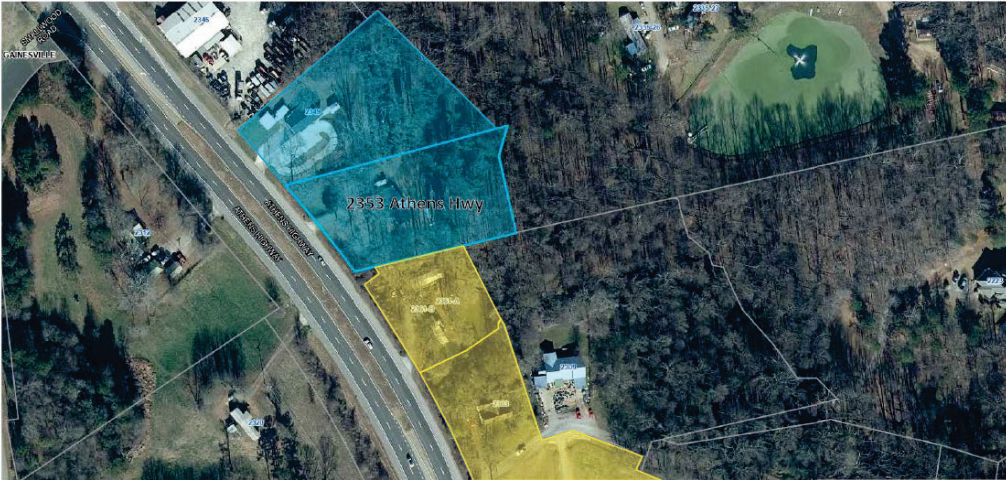
(Res. of 3-22-07, § 1; Res. of 8-9-07, § 1)

### **17.420.050. Non-residential property development standards.**

- A. *Prohibited uses.*
1. Adult establishments.
  2. Junk yards.
  3. Billboard signs.
- B. **Conditional uses.** The following uses are allowed in the GCOD only if such use is permitted in the underlying zoning district and the board of commissioners grants a conditional use for such use pursuant to the procedures of the Hall County Zoning Ordinance:
1. Self-storage warehouse.
  2. **Vehicle sales lots, new or used.**
  3. Automobile repair and maintenance.
  4. Commercial outdoor recreation.
  5. Car wash.
  6. Outdoor storage (as per the requirements of section 17.420.050.D.4.d).
- C. **Transitional buffers.**
1. **Applicability.**
  - a. **Transitional buffers required in this section shall provide an effective visual screen between dissimilar uses or activities.**

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- b. A transitional buffer shall be required along and inside the property line of a non-residential property abutting a residentially zoned property.
  - c. Transitional buffers are required along and inside the property line at the perimeter of a planned development district that abuts single-family residential zoning or uses, in accordance with the requirements of this subsection, but no transitional buffers are required between dissimilar uses within the planned development district.
2. ***Width of transitional buffer.***
- a. Where a commercial zoning district abuts property zoned for single-family residential or agricultural use, the minimum width shall be 25 feet.
  - b. Where a commercial zoning district abuts property zoned for multi-family residential use the minimum width shall be 25 feet.
  - c. Where an industrial zoning district abuts property zoned for residential or agricultural use, the minimum width shall be 50 feet.
  - d. Where an industrial zoning district abuts property zoned for multi-family residential or agricultural use, the minimum width shall be 25 feet.
  - e. Public and institutional uses shall comply with the standards in this section that apply to commercial zoning districts.
3. ***Materials for transitional buffer.*** Transitional buffers that are 25 feet in width or greater shall meet at least two of the three following criteria: be planted with a staggered double row of evergreen trees at least six feet in height, a single row of deciduous shade trees at least two inches caliper dbh, (minimum 30 feet height at maturity) and two staggered rows of evergreen shrubs at least three feet in height, planted a maximum of four feet on center, or other arrangement approved by the director that provides a dense visual screen.
4. ***Adjustments to buffer width.***
- a. If a six-foot high solid wood fence or masonry wall is incorporated into the design of a transitional buffer, the width of the buffer may be reduced by ten feet. The fence or wall shall be located on the inside of the vegetation required in paragraph 3., above, with finished side facing the abutting property.
  - b. Walls or fences required to screen loading and service areas, outdoor storage, and accessory equipment required in section 17.420.D.3. and 4. shall not be used to reduce the width of a transitional buffer required in section 17.420.050.C.2.
5. ***Maintenance of buffer.***
- a. A transitional buffer required in this section shall be maintained in a healthy condition so as to provide an effective visual screen from the ground to a height of eight feet at maturity. Should vegetation die or be removed such that the buffer no longer functions as required in this section, that vegetation shall be replaced by the property owner.
  - b. A fence that is provided pursuant to paragraph 4., above, shall be maintained by the property owner so that it is structurally stable and provides a solid visual screen.
- 25' Transitional buffer applied through natural plantations. No Fence will be required. See attached site diagram. Proper maintenance will be applied by the property owner.**
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Adjacent Properties Use Analysis:



|                     |   |
|---------------------|---|
| RESIDENTIAL USE     | ■ |
| COMMERCIAL USE      | ■ |
| TRANSITIONAL BUFFER | ■ |



Existing trees on the South Side of the property, creating a buffer between the two properties. – Photo Taken on 6/15/2023

**D. Other landscape and screening standards.**

1. **Building perimeter walls.** Shrubs shall be planted within ten feet of the foundation of the primary structure along each building facade at the rate of at least 20 shrubs per 100 lineal feet of building facade except for sides or rear of building used for loading or service areas. Foundation plantings may be clustered to provide visual interest.

Shrubs will be planted around the building perimeter wall. See architectural site plan.

2. **Street frontage.**

- a. Along each street frontage there shall be a ten-foot wide landscape strip, continuous along the frontage except for perpendicular crossings for driveways and utilities. The landscape strip shall be planted with shade trees (six feet tall, two inches caliper, dbh, at time of planting, and not less than 35 feet tall at maturity) planted not less than 40 feet on center, and shrubbery forming an intermittent hedge not less than three feet in height designed to provide an adequate screen.

Street frontage landscape buffer of 10 feet will be provided between the edge of the road and the gravel. However, we will need to avoid planting shade trees along the street.

The display of cars is essential to the operation of the dealership. The cars that are parked on the side of the road will be in great aesthetic conditions and will only add to the visual quality of the neighborhood.

In addition, with signs or billboard above 8' being prohibited (per 17.420.060.), placing car by the road will help customers locate the dealership easier and will result in a better traffic circulation as well as lowering the chances of accidents caused by confused drivers trying to locate the facility.

The property is also on a much lower grade than the road (Athens Hwy) and planting trees will make it difficult to locate and see the dealership specially when visiting for the first time which will be the case for most of our customers.



*Property visual accessibility from Athens Hwy, Hard to see the building behind existing trees. – Photo Taken on 6/15/2023*

- b. The planning director shall have authority to approve alternative methods for landscaping and screening parking lots that include at least the same amount of landscape material or screening effect when viewed from the street.

- 3. *Loading and service areas.* In addition to general perimeter landscaping and required buffers, if a loading or service area is located within 50 feet of a side or rear lot line abutting property that is residentially zoned or used for residential purposes, or public or institutional use, then the loading or service areas shall be surrounded by either a six feet high masonry screening wall, or a six feet high solid wooden fence, placed on the inside of the landscaped buffer required in section 17.420.050.C.

**No loading areas required or dedicated for the proposed use.**

**4. Screening of storage and accessory equipment.**

- a. **Waste receptacles.** Waste receptacles, including dumpsters, garbage cans, or grease containers shall be located in the rear or side yard and placed at least 20 feet from any street, public sidewalk, or property line that abuts residential zoning or residential use. Such waste receptacles shall be screened from view from all property lines and public areas of the site by a minimum six feet high wall constructed of masonry or solid wood with an opaque gate.

- b. *Rooftop mechanical equipment.* Rooftop mechanical equipment, including HVAC and utility equipment shall be screened from adjacent streets, sidewalks, residential, public and institutional uses. Screening shall consist of parapet walls or an opaque enclosure around the equipment that is constructed of one of the materials used on the primary facade of the principal structure.

**No storage, waste receptacles, or accessory equipment necessary for the proposed use.**

- c. **Ground or wall-mounted mechanical equipment.** Ground-mounted or wall-mounted equipment such as HVAC equipment, transformers, and gangs of multiple utility meters shall be screened from adjacent streets, sidewalks, residential, public and institutional uses. Screening shall consist of a solid masonry wall or wooden fence or other opaque enclosure around the equipment that is constructed of one of the permanent and durable materials used on the primary facade of the building. The height of the fence or wall shall be sufficient to effectively screen the equipment from view.

**The existing HVAC equipment is located in the back side of the building not visible from the street or the front entrance.**

- d. *Outdoor storage.* Outdoor storage or sales displays shall be prohibited from front yards except when permitted in the underlying zoning district and further authorized by a conditional use permit pursuant to the procedures of the Hall County Zoning Ordinance. Outdoor storage or sales displays shall be screened from view from public streets and adjacent property by a permanent opaque enclosure consisting of a minimum eight-foot high solid fence or wall, except as follows:
- e. Temporary sale of seasonal goods may be permitted on properties other than residentially zoned property, if such temporary sales are authorized by the director for a period not to exceed 60 days, with up to a 30-day extension, to be approved no more than two times in a given calendar year. Such temporary sales shall be limited to sites that:
  - a. Provide adequate off-street parking on approved surfaces;
  - b. Provide safe and adequate vehicular access; and

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- c. Are not adjacent to residentially zoned property.  
Outdoor display and sale of goods shall be prohibited in existing designated parking areas.  
**No storage or accessory equipment dedicated for the proposed use.**
  - 5. **Visual blending of slopes.** Cuts and fills shall be terraced to blend into the natural terrain. Cut or fill slopes more than ten feet in height shall be landscaped with evergreen shrubbery planted at the rate of ten shrubs per 100 lineal feet.  
**No cut or fill slopes more than ten feet dedicated for the proposed use.**
  - E. **Parking lot design.**
    - 1. **Parking requirements.** Off-street parking shall be required as in Chapter 17.250 of the Hall County Zoning Regulations, except as provided in this subsection:
      - a. **Shared parking.** The director may approve a reduction of up to 25 percent in the number of parking spaces required for a specific use where inter-parcel access is provided and a shared parking analysis approved by the director demonstrates that adequate parking will be provided with the approved reduction.
      - b. **Maximum number of parking spaces.** The maximum number of parking spaces that may be constructed on impervious surfaces shall be no more than 125 percent of the minimum number of required parking spaces required in Chapter 17.250 of the Hall County Zoning Regulations.  
**Minimum and maximum parking requirements met.**
    - 2. **Pedestrian circulation.** Parking areas shall be designed to facilitate safe and convenient use by pedestrians. Commercial and multi-family developments shall provide designated pedestrian pathways or sidewalks connecting parking aisles to the front entrance of the principal building.
    - 3. **Paving materials for parking lots.** All parking areas shall be paved with asphalt, concrete (or pervious materials approved by the director.)  
**Driveway paved with asphalt and app parking spaces paved with gravel as shown in the site plan.**
    - 4. **Parking lot landscaping.**
      - a. Each parking area of over 50 spaces shall include landscaped islands within the parking area equivalent to not less than five to ten percent with planning director discretion of the total paved area of the parking lot, not including pervious paving surfaces.
      - b. Landscaping in parking lots shall contain at least one shade tree (minimum of six feet tall and two inches caliper dbh at time of planting and 35 feet tall at maturity) for each 200 square feet of landscaping. Shade trees shall be planted in a bed of ground cover, sod and/or low shrubbery.  
**Landscaped island and shade tree indicated in architectural site plan.**
    - 5. **Perimeter landscaping.**
      - a. Where parking lots abut adjacent residentially zoned or residentially used property, a transitional buffer is required as provided in section 17.420.050.C.2.
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- b. Where parking lots abut public streets, a landscape strip is required, as provided in section 17.420.050.D.2.

**Transitional buffer and street frontage landscape strip indicated in architectural site plan.**

- c. **Appropriate shade tree species for landscaping parking lots include the following:**
- i. **Nuttall Oak.**
  - ii. **Shumard Oak.**
  - iii. **Willow Oak.**
  - iv. **Gingko (Variety: President, Autumn Gold, male gender).**
  - v. **Princeton Elm.**
  - vi. **Chinese Elm (varieties Allee, Athena, Drake, Bosque).**
  - vii. **Bald Cypress (variety: Shawnee Brave).**
  - viii. **Zelkova (variety Green Vase or Village Green).**
  - ix. **Northern Red Oak.**
  - x. **Autumn Maple**
  - xi. **Other indigenous species approved by the director.**

**All proposed trees will be chosen from species above to be planted.**

F. *Outdoor lighting.*

1. *Streetlights.*

- a. Streetlights shall be provided on all public streets.
- b. The spacing of street lights shall be staggered, 300 feet on-center, along both sides of the roadway.
- c. All street lighting shall be subject to review and approval of the Hall County Public Works Department.
- d. All outdoor lighting, shall be the semi-cutoff type.

2. ***Parking lot, sidewalk, and building illumination.***

- a. **Lighting shall be designed to avoid intrusion on adjacent properties and away from adjacent thoroughfares. All lighting shall be semi-cutoff luminary fixtures mounted in such a manner that the cone of light is directed downward.**
- b. **Only incandescent, florescent, metal halide, low-pressure sodium, or color corrected, high-pressure sodium may be used. The same type of lighting must be used for the same or similar types of lighting on any one site.**
- c. **Parking light fixtures shall be the box head type, shall have a maximum height of 35 feet.**

**The property is dominantly used for day-time operations and outdoor lighting will be minimal.**

**All lights to be installed in accordance with 17.420.050 lighting standards and no fixtures over 35' in height.**

3. *Security lighting.* Semi-cutoff luminaries shall be used for all security lighting.
4. *Sign illumination.*
  - a. Internally illuminated signs, automatic changeable copy signs, and externally mounted neon signs are prohibited.
  - b. Signs may be illuminated with external lighting fixtures provided that fixtures are directed downward and away from streets and adjacent property and public streets. All lighting shall have recessed luminaries, or be semi-cutoff luminary fixtures.
- G. *Interparcel access.*
  1. Interparcel access, joint driveways, cross access drives and access easements shall be strongly encouraged for adjacent non-residential development along an arterial or collector street, except where the director determines that they are unfeasible because of topographic or other site-specific constraints.
  2. Joint driveways and cross access easements shall be strongly encouraged for non- residential development that abuts other non-residential development, whether existing or planned. The building site shall incorporate the following:
    - a. Continuous cross-access drive located in a cross-access easement, where necessary to connect adjacent parcels along the thoroughfare.
    - b. A design speed of 15 mph and a two-way travel aisle with a minimum paved width of 22 feet (back of curb to back of curb). Paving, base and curb specifications shall meet Hall County's standards for public streets.
    - c. Driveway aprons, stub-outs and other design features to indicate that abutting properties may be connected to provide cross access via a service drive.
    - d. A five-foot wide sidewalk on one side of the cross-access drive.
    - e. New commercial developments that abut residential property are strongly encouraged to provide a five-foot wide sidewalk connecting the two uses.
- No inter-parcel access or joint driveways proposed.**
- H. *Architectural standards for non-residential buildings.* The following design guidelines and standards apply to all newly constructed buildings used for office, commercial, industrial, institutional, and public purposes.
  1. *General architectural requirements.*
    - a. *Street orientation.* Principal building entrances shall be oriented to public streets with the exception of internal buildings not directly fronting on the street.
    - b. *Building height.* Any non-residential building located within 250 feet of a residential or agricultural use street shall be limited to no more than three stories in height.
    - c. Non-residential buildings shall have at least 1,000 square feet of heated floor space.
  2. *Building materials.*
    - a. The use of a common palette of building materials should be maintained for all four sides of principal buildings to create a consistent and traditional architectural identity. For large commercial/retail buildings and multifamily buildings, variation in building materials, texture, and depth should be employed to provide design variation.

- b. Buildings that are located on outparcels and all accessory buildings shall be constructed of materials complementing the principal building with which they are associated.
- c. Building materials used for all four sides of new or reconstructed buildings are restricted to the following:
  - i. Brick.
  - ii. Stone. Natural stone such as, but not limited to, granite, limestone, and marble are allowed building materials. Terra cotta and/or cast stone, which simulate natural stone, are also acceptable. Painted stone is prohibited.
  - iii. Split-face block/concrete masonry unit (CMU) is restricted to 50 percent of the surface area of each side of a principal building.
  - iv. Stucco is restricted to 50 percent of the surface area of each side of a building.
  - v. Glass and glass block.
  - vi. Exposed concrete block, painted concrete block, metal, tilt/up and pre-cast concrete are prohibited materials for any exterior wall.
- d. Restrictions on the use of metal building materials shall not apply to entry doors and/or roll-up doors.
- e. Calculation of ratios of building materials.

The amount of permitted material shall be calculated using the gross square footage of wall area for each elevation (side) of the building. See example below.

For example, a building has a side elevation with a gross wall surface area of 1,200 square feet with 400 square feet consisting of windows and doors. Begin with 1,200 square feet for required building material calculations. A wall area of 1,200 square feet shall have no more than 600 square feet of stucco on the front façade [e.g. (1,200 X 50% = 600)]. The balance shall be brick or other allowed material.

- 3. *Roof materials.* Materials for pitched roofs shall be limited to architectural grade composition shingles, natural slate, natural terra cotta, natural wood shake, or factory finished metal with standing seams.
- (Res. of 3-22-07, § 1; Res. of 8-9-07, § 1; Res. of 5-26-22(1), § 2)

**No new construction for the property. The existing building will be adapted and reused.**

### **17.420.060. Signs.**

The following signs shall be permitted for office, institutional, commercial, industrial and non-residential use, in addition to other signs permitted for these uses in Chapter 17.270 of the Zoning Regulations.

- 1. *Monument signs.*
  - a. **One ground mounted, monument sign shall be permitted on each lot, except that in the case of a corner lot, the provisions of this section shall apply separately to each street frontage. However, no sign on a corner lot shall be closer than 50 feet from the lot corner, defined by the lot lines extended.**

- i. **The sign structure shall be constructed of the same materials that are used in the facade of the principal building.**
- ii. Dimensional standards for monument signs are set forth in the table below:

**Maximum Monument Sign Dimensions for Non-Residential Uses**

| Gross floor area of buildings | Maximum sign area      | Maximum sign height       |
|-------------------------------|------------------------|---------------------------|
| 0—10,000 sq. ft.              | 32 sq. ft. (each side) | 8 ft. above street grade  |
| 10,001—50,000 sq. ft.         | 48 sq. ft. (each side) | 8 ft. above street grade  |
| 50,001—100,000 sq. ft.        | 64 sq. ft. (each side) | 10 ft. above street grade |
| Over 100,000 sq. ft.          | 96 sq. ft. (each side) | 12 ft. above street grade |

**No Sign over 8' will be placed on the property.**

2. ***Pole signs. Pole signs are prohibited.***  
**No Pole Signs will be placed on the property.**
3. ***Wall signs and marquee signs. One wall sign or marquee sign shall be permitted for each building or for each tenant in a multi-tenant building. The maximum sign area shall be 64 square feet per building, or one square foot per linear foot of storefront, whichever is greater. Wall signs and marquee signs are only permitted on the side of a building that includes the primary public entrance. A tenant that has less than 16 lineal feet of storefront shall be a permitted a wall sign or marquee sign with a maximum area of 16 square feet.***
4. ***Master plan for signs in multi-tenant developments.*** For all multi-tenant buildings or developments, a coordinated program of wall signs shall be developed and approved by the county at the time of site plan approval. The signage master plan shall specific the sign type, design, height, colors, illumination, and other specifications to give a coordinated appearance to the building or development. The county's review and approval of the signage master plan shall be based on the compatibility of the proposed signage with the siting and architecture of the subject building or development and the compatibility of the signage with surrounding land uses. (Res. of 3-22-07, § 1; Res. of 8-9-07, § 1)

## **17.420.070. Appeals and modifications.**

### **A. *Procedures for appeals.***

1. It is the intent of the board of commissioners that all development shall conform to the standards and procedures set forth in this chapter. In the event that the intent of this chapter can be achieved with minor deviations that do not substantially impair the purpose or intent of this chapter, the Hall County Planning Director has the authority to modify the specific provisions to allow for such minor deviations.
2. If substantial modifications or changes are necessary, any person, firm, group or organization may apply for relief from the requirements set forth in this chapter to the Hall County Planning Commission, unless otherwise specified in this chapter.

3. Appeals from requirements set forth in this chapter can be heard by the planning commission as provided in Chapter 17.360 of the Hall County Zoning Regulations.

(Res. of 3-22-07, § 1; Res. of 8-9-07, § 1)

### **17.420.080. Definitions.**

[The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:]

*Cross-access drive:* A drive created for the purpose of providing vehicular or pedestrian access between properties.

*Cross-access easement:* A private covenant or easement between owners of abutting properties that allows driveways for public access by vehicles and pedestrians connecting two or more properties having different owners.

*Diameter at breast height (DBH):* A standard measure of the diameter of a tree trunk measured in inches at a height of four and one-half feet above the ground. If a tree splits into multiple trunks below four and one-half feet, then the trunk is measured at its most narrow point beneath the split. Externally mounted neon signs.

*Drive-through window:* An opening in the outside wall of a commercial building or structure intended to be used to provide for sales and/or service to patrons who remain in their vehicles.

*Facade:* The exterior side of a building that faces, and is most nearly parallel to, a public street. The facade includes the entire area of a building, extending from the roof or parapet to the ground, and from one corner of the building to another. Buildings generally have one facade for each street frontage.

*Joint access driveway:* A driveway that provides direct vehicular access to two or more abutting properties from a public street.

*Modulation:* The rhythmic variation in the massing and architectural treatments of a building that divides its roofline and facade into small harmonious components that create visual interest, as distinct from the appearance of a large building with a featureless facade built on a single plane with a single roof line. Modulations of a facade should break the vertical plane with variations that are at least two feet in depth, measured from the forward plane of the facade.

*Sign area:* That portion of the surface of a sign structure where words, letters, figures, symbols, logos, fixtures, colors, or other design elements are or may be located in order to convey the message, idea, or intent for which the sign has been erected or placed. The sign face may be composed of two or more modules on the same surface that are separated or surrounded by open space or by portions of a sign structure not intended to contain any advertising message or idea and are purely structural or decorative in nature.

*Sign, automatic changeable copy:* A sign on which the copy changes automatically on a lamp bank or through mechanical means, e.g., electrical or electronic time and temperature units. Copy shall mean words and numbers.

*Sign, internally illuminated:* Any sign that is illuminated by an artificial light source from within the sign structure over any or all of its sign face.

*Sign, pole:* A sign that is mounted on a freestanding pole, columns, or similar support such that the bottom of the sign face or lowest sign module is not in contact with the ground.

*Storefront:* That elevation of a commercial building having a single tenant (or that portion of the elevation of a multi-tenant building that is occupied by a single establishment) and that contains the principal public entry to the establishment.

*Transitional buffer:* An area of natural vegetation or manmade construction, which is intended to provide a visual and dimensional separation between dissimilar land uses.

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*Vehicle sales lot:* An open premises arranged, designed, or used for outdoor storage and display for sale or lease of automobiles, vans, trucks, motorcycles, lawnmowers, sports utility vehicles, recreational vehicles, all terrain vehicles, trailers, boats, manufactured homes, mobile homes, outdoor storage structures, tractors, fork lifts, construction equipment, or other similar vehicles or structures, but not including plant nurseries, building materials or lawn and garden supplies.

(Res. of 3-22-07, § 1; Res. of 8-9-07, § 1)