HALL COUNTY PLANNING COMMISSION
STAFF REPORT

Applicant	DCCM Infrastructure, Inc.
Request	(A) **Rezone** | from Suburban Shopping (S-S) & Planned Commercial Development (PCD) to Highway Business (H-B) (B) **Special Use** | to recognize the existing and allow the expansion of a boat sales & repair business with outdoor storage in the GCOD
Proposed Use	(A) & (B) To allow the expansion of a boat sales & repair business
Size	5.48± acres
Zoning	**Current:** Suburban Shopping (S-S) & Planned Commercial Development (PCD) **Proposed:** Highway Business (H-B)
Location	**6337 Lanier Islands Parkway, 6330 & 6450 Old Lanier Islands Drive, and portion of Old Lanier Islands Drive right-of-way |** Tax Parcels 07331 003004(pt), 002034(pt), 001008 & a portion of Old Lanier Islands Drive right-of-way
Commission District	Two
Planning Commission Date	November 16, 2026
Staff Recommendation	(A) **Approval, with conditions,** as the proposed zoning is consistent with "Employment Nodes & Corridors" future land use classification within the Comprehensive Plan in the South Hall Character Area. (B) **Approval, with conditions,** as the use is an existing approved use and the proposed expansion is outside the 300-foot limits of the Gateway Corridor Overlay District (GCOD).
Record Number	(A) HZON26-0035 (B) HZCU26-0039

(A) and (B) Staff recommends <u>APPROVAL</u> of the applicant's requests with the following conditions:

1. The property shall be developed in accordance with the site plan dated September 4, 2026, and as described in the project narrative dated September 17, 2026, modified as necessary for compliance with conditions herein and development standards enforced at the time of site plan approval.

2. A combination plat shall be submitted for Plat Review and recorded prior to issuance of any land disturbance permit, building permit or business license.

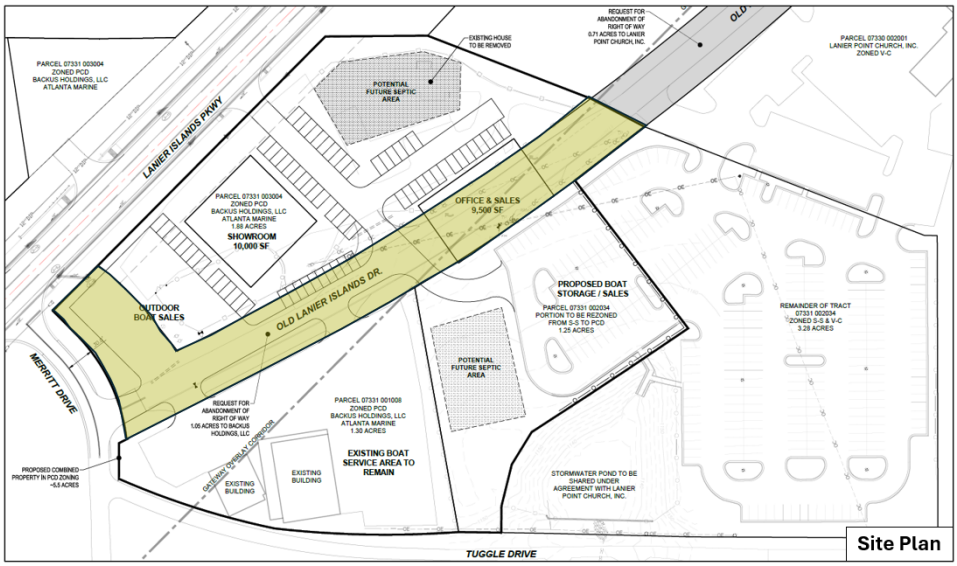
3. No variances or development exceptions are granted as part of this request that are not explicitly granted by board approval. All improvements and applicable code sections identified in this report shall be met or a separate variance application filed for relief.

4. All conditions of zoning shall be made a part of any plats or construction plans created for the property.

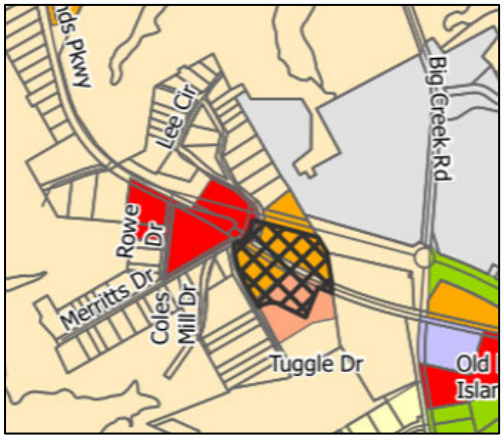
<u>Summary Analysis</u>

The applicant has submitted two concurrent requests: (A) to rezone a 5.48± acre combined tract from Suburban Shopping (S-S) and Planned Commercial Development (PCD) to Highway Business (H-B) to allow the expansion of a boat sales and repair business; and (B) a Special Use to recognize the existing and allow the expansion of a boat sales and repair business with outdoor storage in the Gateway Corridor Overlay District (GCOD).

In addition to these requests, the applicant is also requesting the abandonment of a portion of Old Lanier Islands Drive, shown in yellow on the site plan below. This request will be considered by the Board of Commissioners as part of the overall application. If approved, the abandoned right-of-way area will be incorporated into and developed as part of the proposed project.



According to Tax Assessor records, the subject properties are developed with three commercial buildings. The property at 6337 Lanier Islands Parkway is developed with a 1,348-square-foot commercial building constructed in 1964. The property at 6450 Old Lanier Islands Drive is developed with a 1,600-square-foot commercial building constructed in 1999 and a 5,820-square-foot commercial building constructed in 2005. An active business license for Atlanta Marine, Inc., authorizing boat sales and repair, has been continuously maintained since 2005 (BUS-0015598).



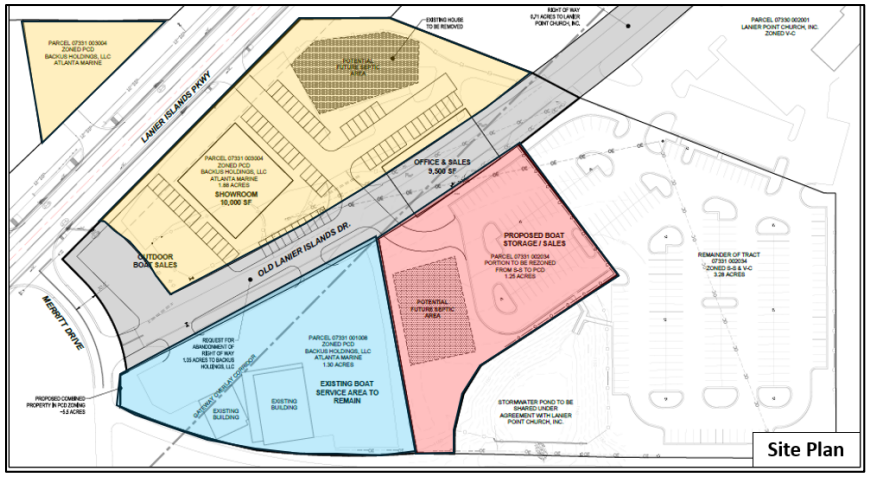
The surrounding properties are zoned and developed as outlined below:

North: Vacation Cottage (V-C): single-family residences; City of Buford: Undeveloped
East: Vacation Cottage (V-C): Lanier Point Church
South: Vacation Cottage (V-C): single-family residences
West: Highway Business (H-B): SS Marine boat repair and Southern States Recycling

Property History

- On November 25, 1998, a 0.78+ acre portion of the subject property, at 6450 Old Lanier Islands Drive, was rezoned from Vacation Cottage (V-C) to Planned Commercial Development (PCD), for boat storage and sales. The zoning conditions are provided in Exhibit A.
- On June 22, 2000, an additional 0.60± acre tract at the same address was rezoned from Suburban Shopping (S-S) to Planned Commercial Development (PCD) for parking and boat display (ZON2000-00005). The zoning conditions are provided in Exhibit B. Together these two tracts are shown in blue below.
- On September 8, 2005, a 1.997± acre tract at 6337 Lanier Islands Parkway (formerly 6337 Holiday Road) was rezoned from Vacation Cottage (V-C) to Planned Commercial Development (PCD) for houseboat dealership and storage (ZON2005-00118). The zoning conditions are provided in Exhibit C.
- On February 9, 2006, a 4.3+ acre tract at 6337 Lanier Islands Parkway (formerly 6337 Holiday Road) was rezoned from Vacation Cottage (V-C) and Planned Commercial Development (PCD) to Planned Commercial Development (PCD) for houseboat, boat dealership and storage (ZON2006-00011). The zoning conditions are provided in Exhibit D.
- On December 13, 2018, a 2.4± acre tract at 6337 Lanier Islands Parkway amended conditions of their Planned Commercial District (PCD) zoning as reflected in Exhibit E (ZON2018-00077). This amendment was a result of the property being impacted by the realignment of Lanier Islands Parkway. Together these tracts are shown in yellow below.

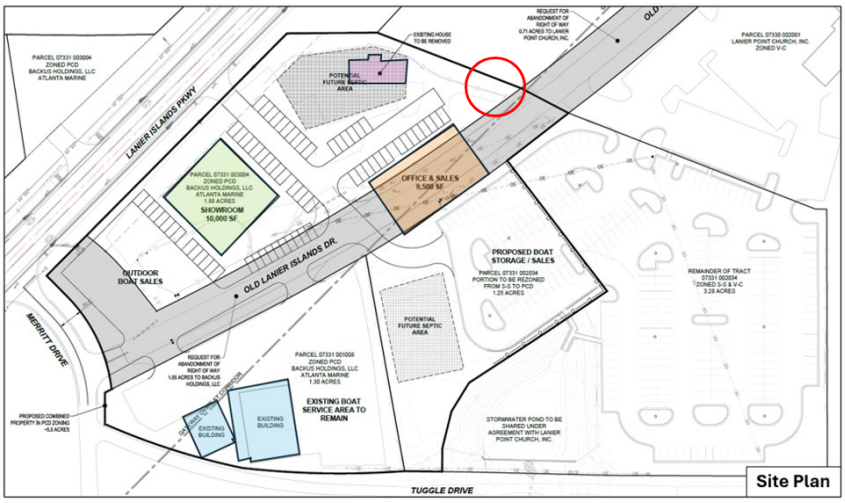
The business owner intends to purchase approximately 1.25± acres of a 4.52± acre parcel, identified as 6330 Old Lanier Islands Drive (shown in red), historically zoned Suburban Shopping (S-S), which is currently serving as parking and a stormwater basin for the Lanier Point Church located at 6302 Old Lanier Islands Drive.



Per the submitted narrative, the applicant requests rezoning the entire property, including the area subject to the proposed right-of-way abandonment, to Highway Business (H-B). The applicant also requests Special Use approval to recognize the existing boat sales and repair operation and to allow for its expansion, including outdoor storage, within the Gateway Corridor Overlay District (GCOD). Although the area proposed for outdoor storage sits outside the GCOD 300-foot limits, the parcel as a whole is impacted by the overlay therefore the special use consideration is still required by the Board. The applicant intends to combine the subject parcels to develop additional sales and storage areas. Planned site improvements include new buildings, fencing, signage and security lighting.

Per the submitted site plan, the applicant is proposing to demolish the 1,348 square foot commercial building, shown in purple, and construct a new 10,000 square foot showroom, shown in green, along with a 9,500 square foot office and sales building, shown in orange. The existing commercial buildings, shown in blue, will remain and continue to serve the business operation.

The Hall County GIS map indicates that a portion of the subject property is encumbered by a conservation easement. The boundaries of the easement are not reflected on the submitted site plan and will need to be addressed during the Land Disturbance Permit (LDP) review process. The approximate location of the conservation easement is circled in red.

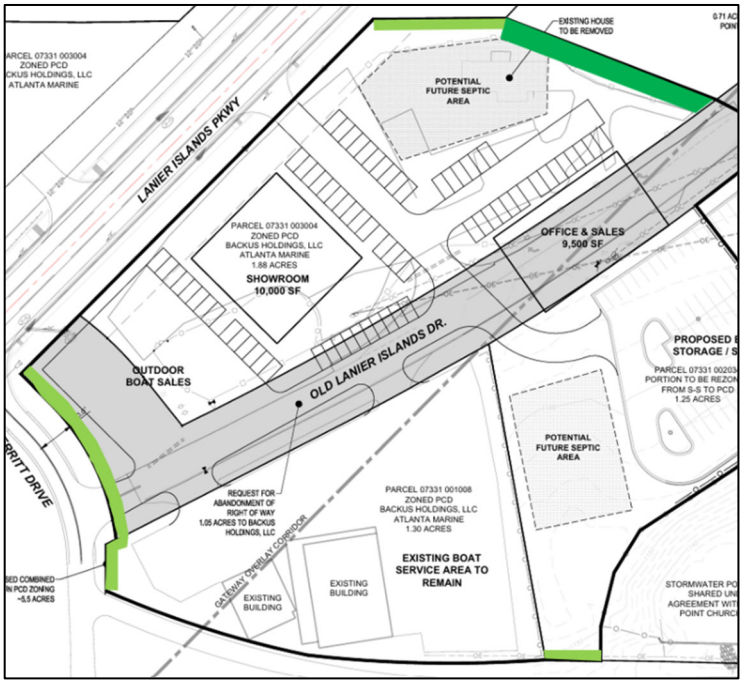


Water service is currently provided by the City of Gainesville, and sanitary sewer services are provided by on-site septic.

Development Standards Analysis

Development Standard (§)	Proposed	UDC Standard	Compliance
H-B (§5.3)			
Site coverage	Not specified	80% max	Shall comply
Front yard	New construction - 30 feet	30 feet	Complies
Side yard	70 feet	20 feet	Complies
Rear yard	N/A	10 feet	N/A
Building Height	Not specified	50 feet	Shall comply
GCOD (§6.2)			
6.2.5.A.2.a – Transitional buffers	No buffers are proposed along boundaries requiring 25-foot buffer.	Where a commercial zoning district abuts property zoned for residential or agricultural use, the transitional buffer width must be at least 25 feet.	Deficient – Where new development is proposed – shall comply where identified below in dark green
6.2.5.B.2.a – Frontage landscape	No improvements to existing landscaping proposed	Along each street frontage there must be a landscape strip at least 10 feet in width. – Landscape strip required along Merritt & Tuggle Drive	Shall comply where identified below in light green
6.2.5.B.2.a & b - Additional Landscape and Screening Standards	No improvements to existing landscaping proposed	Shade trees planted 40 feet on center required.	Shall comply where identified below in light green
6.2.5.C.2 – Parking Lot Design	Not specified	Various landscaping requirements pertaining to parking areas.	Shall comply where parking is expanded or redeveloped
6.2.6.B – Building Materials	Will comply with GCOD standards	Multiple standards	Shall comply
6.2.7 – Signs	Not specified	Signage shall comply with Section 8.6 - Signs.	Shall comply
Article 8			
Frontage Landscape Strip (§8.2.5)	Not specified	10-foot frontage landscape strip along Merritt Drive & Tuggle Road required	Shall comply where identified below in light green
Tree Protection (§8.3)	Not specified	Various standards	Shall comply
Open Space (§8.5)	Not specified	20% min	Shall comply

Due to the impacts of the GDOT right-of-way acquisition on the existing site and the limited scope of the proposed redevelopment, not all GCOD standards will apply; however, all new buildings, expanded or reconfigured parking areas, signage, and applicable buffers and landscape strips must comply with the standards set forth in Section 6.2, GCOD Standards. For clarity, the specific landscape strips (shown in light green) and buffers (shown in dark green) applicable to the site are illustrated in the exhibit to the right. Relief from these standards shall require a separate variance application.



Comprehensive Plan Analysis

Based on the future land use plan, staff finds that the requested rezoning to Highway Business (H-B) *is not consistent* with the future land use designation of Lakeside Residential within the South Hall character area. However, the property is already commercially zoned and developed with a boat sales and repair business. The H-B zoning replaces a discontinued zoning district, Planned Commercial District (PCD), and only slightly expands the existing use. The Lakeside Residential designation is intended to preserve established lakefront neighborhoods and create opportunities for permanent and vacation residences along and adjacent to the lake. While some of these areas are not located directly on the lake, they have a development pattern similar to their lakeside neighbors or are likely to see a style of development that is denser than Rural Neighborhood or slightly less dense than Suburban Neighborhood, Low Density.

(A & B) Zoning Analysis – Rezone & Special Use

When considering a zoning amendment to the zoning maps and use subject to approval of the County Commission, the Commission must study the need and justification for the change based on a determination of the facts applicable to the particular case, and the following general lines of inquiry must be considered:

a) Whether the zoning proposal will permit a use that is suitable in view of the use, development and zoning of adjacent and nearby property; **The proposed rezoning and use are suitable in view of the use, development and zoning of the subject property as well as adjacent and nearby properties. The H-B zoning replaces a discontinued zoning district, the Planned Commercial District (PCD), and only slightly expands the existing use.**

b) Whether the zoning proposal will adversely affect the existing use or usability of adjacent or nearby property; **No, it is not anticipated that the proposed rezoning will adversely affect the existing use or usability of adjacent or nearby properties.**

c) Whether the property to be affected by the zoning proposal has a reasonable economic use as currently zoned; **Yes, the property has reasonable economic use as currently zoned.**

d) Whether the zoning proposal will result in a use which will or could cause an excessive or burdensome use of existing streets, transportation facilities, utilities, schools, police protection, fire protection, public health facilities or emergency medical service; **If approved and in compliance with all Hall County standards, uses permitted in the Highway Business (H-B) zoning district and Gateway Corridor Overlay District (GCOD) are not anticipated to cause an excessive or burdensome use of the existing streets, transportation facilities, utilities, schools, police protection, fire protection, public facilities, or emergency medical service.**

e) Whether the zoning proposal is in conformity with the policy and intent of the future land use plan for the physical development of the area; **The proposed zoning is not consistent with the Employment Nodes and Corridors future land use designation in the Comprehensive Plan; however, the proposed zoning and use is consistent with the current development and use of the property.**

f) The extent to which property values are diminished by the existing zoning restrictions; **Staff is unable to determine the extent to which property values are affected by the existing zoning restrictions.**

g) The extent to which the destruction of the subject property's value under the existing zoning promotes the health, safety, morals or general welfare of the public; **Staff is unable to comment on the impact of property values without a full market analysis. Multiple factors impact property values including construction types, proposed uses, and maintenance. Often it is difficult to determine the effect of a development on adjacent properties until the development is completed.**

h) The relative gain to the public as compared to the hardship imposed upon the individual property owner; **Staff has not identified a hardship imposed on the property owner as the property is currently zoned.**

i) The length of time the property has been vacant as zoned considered in the context of land development in the area in the vicinity of the property. **Tax Assessors Records show that the property is developed with a 1,348-square-foot commercial building constructed in 1964, a 1,600-square-foot commercial building constructed in 1999, and a 5,820-square-foot commercial building constructed in 2005.**

j) Whether there are other existing or changing conditions affecting the use or development of the property which give supporting grounds for either approval or disapproval of the zoning proposal; **Staff is not aware of any changing conditions affecting the use or development of the property; however, the abandonment of the proposed portion of Lanier Island Drive would provide additional space for development.**

k) Whether the change would create an isolated district unrelated to the surrounding districts; **The proposed zoning would not create an isolated district unrelated to the surrounding developments and districts. The adjacent parcel to the east is zoned Highway Business (H-B).**

l) Whether the present zoning district boundaries are illogically drawn in relation to existing conditions in the area; **There is no evidence that the present zoning district boundaries are illogically drawn.**

m) Whether the change requested is out of scale with the needs of the county as a whole or the immediate neighborhood; **The request does not appear to be out of scale with the needs of the county as a whole or the immediate neighborhood.**

n) Whether it is impossible to find adequate sites for the proposed use in districts permitting such use and already appropriately zoned; **While other suitable sites may exist for the proposed use, the subject property is currently zoned Planned Commercial Development (PCD) for boat sales and repair. The H-B zoning replaces a discontinued zoning district, the Planned Commercial District (PCD), and only slightly expands the existing use.**

o) Whether the need for rezoning could be handled instead by a variance request to the Planning Commission; **The request could not be handled alternatively as a variance.**

p) Whether there would be an ecological or pollution impact resulting from major modifications to the land if the request is granted; **Any land disturbance activities on the property shall be required to go through the land development permitting process, and as a result are subject to local, state, and federal regulations. As a result, there are no anticipated ecological or pollution impacts resulting from any modification to the land if the request is granted.**

q) Whether there is reasonable evidence based upon existing and anticipated land use that would indicate a mistake was made in the original zoning of the property; **There is no indication that a mistake was made in the original zoning.**

Development Support and Constraints

Hall County Environmental Health

In a memorandum dated October 19, 2026, the Hall County Environmental Health Department provided the following comments:

All proposed lots must meet Hall County Board of Health Lot Size Resolution requirements. Please note that BOC approval does not imply approval from other county departments. Further determination will be made during the plat review process. All proposed plats must be submitted to the Hall County Plat Review Team for review and approval prior to submittal to Clerk of Courts for recordation.

Must meet all Environmental Health commercial septic system permitting requirements. Further determination will be made during the civil plan review process. A detailed business plan must be submitted to Hall County Environmental Health for review. Additional items, including, but not limited to: recorded plat, soil evaluation, and septic system installation/modification may be required after review of business plan.

Georgia Department of Transportation
In an email dated October 7, 2026, Christopher Hash, D1 Traffic Operations Supervisor, stated: "On System, coordination required for potential improvements of existing commercial driveway accesses."

Hall County Public Works and Utilities
In a memorandum dated October 19, 2026, Jorge Gomez, Director of Public Works and Utilities, provided the following comments:

Engineering:
This site may require a stormwater management report should the site plan indicate the proposed development meets stormwater thresholds for impervious surfaces and/or disturbed acreage.

Traffic:
There are no traffic concerns with the required use. Public Works does support the request to abandon Old Lanier Island Drive.

Utilities:
Property is in the Buford service district.

Hall County Fire Marshal
In a memorandum dated October 6, 2026, the Hall County Fire Marshal's Office stated, "The Hall County Fire Marshal's Office considers the plan conceptual and if approved the site plan may require modifications during the development review to meet Life Safety and International Fire Code requirements including any applicable state modifications."