

**SPECIAL USE PERMIT(S):**  
**SUP-2019-002**

**CITY OF SUWANEE  
SPECIAL USE PERMIT ANALYSIS**

**CASE NUMBER:** SUP-2019-002  
**REQUEST:** C-2 (GENERAL COMMERCIAL DISTRICT)  
WITH SUP FOR AUTOMOTIVE RELATED  
SERVICE  
**LOCATION:** 3500 LAWRENCEVILLE-SUWANEE ROAD  
SUITE # 103  
**TAX ID NUMBER:** 7-194-017  
**ACREAGE:** 3.58 ACRE  
**PROPOSED USE:** 2,000 SQUARE FOOT AUTOMOTIVE VINYL  
WRAPPING FACILITY (EXISTING BUILDING)

**APPLICANT:** AMANDA WILSKER  
128 PARK POINTE WAY  
SUWANEE, GA 30024

**OWNER:** DIAMONDSTAR PROPERTIES  
P.O. BOX 350  
BUFORD, GA 30515

**CONTACT:** MIGUAL PEDRAZA      **PHONE:** 770-945-4406

**RECOMMENDATION:**    **APPROVAL WITH CONDITIONS**

**PROJECT DATA:**

The applicant requests a special use permit to allow a vinyl vehicle wrapping business at 3500 Lawrenceville-Suwanee Road, Suite 103. This is a 2,000 square foot suite located in a 13,800 square foot building west of the three-way intersection of Lawrenceville-Suwanee Road and Smithtown Road in Merchant's Landing.

This property is zoned C-2 (General Commercial District). Automotive services in the C-2 zoning district require a special permit. Suites in Merchant's Landing front on Lawrenceville-Suwanee Road with a stucco, brick and glass storefront covered by an awning. Businesses located in the same building include Grace Mission Church, A+ Tinting, and Together Nail Parlor. Other businesses at Merchant's Landing fronting on Lawrenceville-Suwanee Road include North Georgia Printing, CBD Gym, a Massage Business, a State Farm Insurance office and a Chiropractic office. Businesses operating out of the two buildings located to the rear of the property are less visible from Lawrenceville-Suwanee Road and include a mix of retail and warehouse users.

The applicant is requesting to conduct vehicle wrapping services by applying a thin layer of vinyl over automobiles; shaped around contours and trimming to a seamless finish. This technique is used to add stripes, stand-out hoods or roofs, and total changes of color. Clear vinyl covering used

to protect a vehicle's painted finish is also a service provided. Methods used to apply these vinyl wraps include a dry application with the aid of a heat gun as well as a wet method utilizing a solution of water and soap. These methods are purportedly quiet and environmentally safe.

Automotive service uses are allowed in the C-2 zoning district with the approval of a Special Use Permit. The Special Use Permit process allows the City to review whether an existing facility is appropriate for an automotive service facility and whether or not the use is appropriate for the area. A Special Use Permit does not change the underlying zoning of property, but grants the property an additional specified use.

## **ANALYSIS:**

The applicant proposes to locate a vehicle vinyl wrapping facility in a 2,000 square foot suite of a metal building on the subject property. Merchant's Landing is an approximately 3.58 acre developed site featuring four metal buildings. Suite 103 has an overhead bay door in the rear of building.

The applicant plans to split the suite, half as a lobby and customer lounge area with offices and half as warehouse work space with a "red carpet" photo area. Access to the building is provided via Lawrenceville-Suwanee Road at the west side of the intersection of Lawrenceville-Suwanee Road and Smithtown Rd. The applicant described projected business volume as low with a maximum of 4 customers per day. The property can accommodate the proposed special use.

As the applicant explains, this auto wrapping service is relatively new to this area and does not compete with other auto related services. Furthermore, the applicant reports having already established a reciprocal referral relationship with A+ tinting. Plans to create printed vehicle wraps are not currently a part of the applicant's business plan. Instead, 5am Vinyl intends to support the neighboring business (North Georgia Graphics) by ordering all printing for printed vehicle wraps from them.

Merchant's Landing is surrounded by a mixture of well-established commercial and warehouse uses. To the north of the property is a strip store (zoned C-2) occupied by a learning center, two hair salons, two massage businesses, an award and trophy shop, a home appliance store and a pet groomer. To the west, Finesse Auto Body Repair operates a shop building and a large dirt storage yard zoned M-1 light industrial. To the east, across Lawrenceville-Suwanee Road, are commercial sites including Zaxby's Restaurant and Legacy Academy (both zoned C-2A). South and to the east of the site are two 100,000 square foot light industrial buildings with several Office-warehouse and retail showroom occupants including Dixie Construction Products, Alpha Graphics, No Excuses Cross Fit, United Pump and Controls, Fastenal, Do-it-yourself Pest Control and Circle Bolt and Nut Co among other businesses. The proposed use is compatible with the surrounding users.

The City's 2040 Future Land Use Plan recommends Office-Industrial uses for this site while the proposed automotive use is not entirely consistent with this designation it is more in line with this designation than retail uses. The request for a special use permit in the C-2 zoned property to allow for an automotive service is consistent with the intent of the Future Land Use Plan.

The applicant's proposal does offer an appropriate and complimentary use for this location. It is generally consistent with the future land use plan. Therefore; the Planning Department recommends **APPROVAL WITH CONDITIONS** of SUP-2019-002.

**Planning Department's Recommended Conditions**  
**SUP-2019-002**

Approval as C-2 with a Special Use Permit for automotive related service subject to the following conditions:

- 1) Uses shall be limited to those in the C-2 zoning district and vehicle wrapping services. No vehicular sales, rental, repair or other similar uses are permitted at this location. The grant of a Special Use Permit for vehicle wrap services is limited to Suite 103.
- 2) Any vehicles stored outside shall be out of sight from passing traffic along Lawrenceville-Suwanee Road.
- 3) Parking spaces along the front of the building shall be used by employees and customers only. Vehicles under service must be stored within the building and area to the rear of the property.

## Standards Governing Exercise of Zoning Power

Pursuant to Section 2006 of the City of Suwanee Zoning Ordinance, the City finds the following standards are relevant in balancing the interest in promoting the public health, safety, morality, or general welfare against the unrestricted use of property and shall govern the exercise of the zoning power therewith.

- A. Whether the special uses proposal will permit a use that is suitable in view of the use and development of adjacent and nearby property;

The subject area is surrounded by a mixture of uses. This area of Lawrenceville-Suwanee Road is a combination of industrial and commercial uses.

- B. Whether the special use proposal will adversely affect the existing uses or usability of adjacent or nearby property;

An automotive related service facility is not likely to negatively impact existing uses or usability of adjacent and nearby uses and will most likely compliment two related businesses.

- C. Whether the property to be affected by the special use proposal has a reasonable economic use as currently zoned;

The subject property has a reasonable economic use as currently zoned.

- D. Whether the special use proposal will result in a use which will or could cause an excessive or burdensome use of existing streets, transportation facilities, utilities or schools;

Approval of the request likely would not result in excessive or burdensome use of existing streets, transportation facilities, utilities or schools.

- E. Whether the special use proposal is in conformity with the policy and intent of the Land Use Plan;

The Future Land Use Plan recommends office-industrial uses for the site. The most recent Comprehensive Plan Update recommended locating similar uses in this commercialized area. The subject area is heavily commercialized and automotive service uses are consistent with nearby uses in the immediate vicinity.

- F. Whether there are other existing or changing conditions affecting the use and development of the property which give supporting grounds for either approval or disapproval of the zoning proposal;

The proposed use would have the ability to make use of other businesses on the property.

### SPECIAL USE PERMIT APPLICATION

**An Appointment is required prior to submitting an application. Please contact MaryAnn Jackson at 770-945-8996 to setup an appointment.**

#### APPLICANT INFORMATION\*

NAME: Amanda Wilsker  
 ADDRESS: 128 Park Pointe Way  
Suwanee, GA 30024  
 PHONE: 678-559-2959  
 CONTACT PERSON: Miguel Pedraza  
 E-Mail Address: Contact@5amvingt.com

#### OWNER INFORMATION\*

NAME: Diamondstar Properties  
 ADDRESS: P.O. Box 350  
Buford, GA 30515  
 PHONE: 770-945-4406  
 PHONE: \_\_\_\_\_

#### PROPERTY INFORMATION

PRESENT ZONING DISTRICT(S): C REQUESTED ZONING DISTRICT \_\_\_\_\_  
 PROPOSED DEVELOPMENT: Rezoning for suite 103  
 TAX PARCEL NUMBER(S): Land lots 194 + 211  
 ADDRESS OF PROPERTY: 3550 Lawrenceville Suwanee Rd Suite 103  
 TOTAL ACREAGE: 2.036 PUBLIC ROADWAY ACCESS: Lawrenceville Suwanee Rd

#### FOR RESIDENTIAL DEVELOPMENT:

NO. OF LOTS/DWELLING UNITS: \_\_\_\_\_  
 DWELLING UNIT SIZE (SQ. FT.): \_\_\_\_\_

#### FOR NON-RESIDENTIAL DEVELOPMENT:

NO. OF BUILDINGS/UNITS: 1  
 TOTAL GROSS SQUARE FEET: 2000

#### CERTIFICATIONS

I hereby certify that the above and attached information is true and correct. I am also aware that no reapplication on the same land which has been denied by the City Council shall be acted upon within 12 months from the date of last action unless said time period is waived by the Council. In no case shall a reapplication be acted upon in less than 6 months from the date of last action by the Council. I am also aware that any and all conditions which may be attached to the property shall be binding on the property and all subsequent owners.

<u>Amanda Wilsker</u> Signature of Applicant* Date <u>8/26/19</u>	<u>Ed Breedlove</u> Signature of Owner* Date <u>8/21/2019</u>
<u>Amanda Wilsker</u> Print Name* Date <u>8/26/2019</u>	<u>Edward R. Breedlove</u> Print Name* Date _____
<u>[Signature]</u> Signature of Notary Date <u>8/26/2019</u>	<u>[Signature]</u> Signature of Notary Date <u>8/21/19</u>



\* If Additional Applicant or Owner Information is Needed Please Complete Additional Application Form(s)

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#### CITY OF SUWANEE USE ONLY

Date Received: \_\_\_\_\_ Case No.: \_\_\_\_\_ Accepted By: \_\_\_\_\_

#### SPECIAL USE PERMIT APPLICANT'S RESPONSE

SUP. 2019-002

Amanda L. Wilsker  
128 Park Pointe Way  
Suwanee, GA 30024

August 26, 2019

To The City of Suwanee City Council and Planning Committee,

The purpose of this Letter of Intent is to ask for a Special Use Permit for our business, 5 A.M Vinyl LLC, at 3550 Lawrenceville Suwanee Road Suite 103, Suwanee, GA 30024. We signed the lease effective August 1, 2019 under the impression that our business was allowed in this location (based on discussions with the property manager). We were honest about the nature of our business from the start. After completing the Certificate of Occupancy requirements from the Fire Marshall, we were informed by the City of Suwanee that the current zoning regulations for our complex did not include our intended use, and thus we are asking that the city's leaders consider granting us the Special Use Permit.

5 A.M. Vinyl LLC specializes in full and partial wraps on vehicles. For those not familiar with wraps or the process, we've included some pictures with our application. While the work falls under the automotive umbrella, it's quite different from what most people picture as automotive. Vinyl comes on rolls or sheets, and peels off much like a thin, giant sticker. It's applied to a vehicle, shaped around contours, and trimmed for a seamless finish. Application is either done dry with the help of a heat gun or wet with a solution made from water and dish soap. It's a popular technique among car enthusiasts to add stripes, a stand-out hood or roof, or an all over change of color. In a similar process, we can apply a thin, clear vinyl that serves as paint protection. The process is relatively quiet and environmentally safe when compared to traditional painting that requires a booth or mechanical work with hazardous liquids. We've included pictures of MetroWrapz in Miami, one of the top wrapping businesses in the country, to demonstrate that wrapping is considered safe enough to actually have a lounge in the middle of the work area for customers to relax and watch the process. This is very different from most automotive workshops where clients are not allowed in workspace for safety reasons.

To be specific in terms of our location, in the 2030 Comprehensive Plan, we fall just inside the Satellite North region. In the 2040 Comprehensive plan, our area is reassigned to the Town Center Block. In the 2040 plan, our suggested zoning is reassigned to Industrial and Office from the Commercial that our little strip is currently zoned. The area is described as primarily office and industrial, and in fact, many of the buildings around us now are industrial and automotive. Sharron Industrial and the area immediately around it is full of traditional automotive shops (mechanics, paint and body, glass, etc.). Interestingly, the description of Commercial Property in the 2030 Comprehensive Plan actually included "automobile body shops" (p. 21), although that

SUP-2019-002



line is removed from the 2040 plan, with no similar mention of this type of business. We watched this area for a couple months, but there were no vacancies that met our needs in terms of size and budget. (We also contacted properties off Buford near McGinnis Ferry, but again, we were told that there were either no vacancies or we couldn't wrap in available spaces.) When the property manager at 3550 Lawrenceville Suwanee Rd said we were free to wrap at that location, we were thrilled.

While the 2040 Plan provides many specifics about the future of Town Center, the focus tends to be on Buford Highway and the intersection of Buford and Suwanee Dam. Not much is said about the industrial and commercial areas added to this region coming from the south, or why this region was switched from Satellite to Town Center. Perhaps the city has long term plans to eventually redevelop this area, but they're at least 20 years out and unmentioned in the 2040 Plan. If instead we consider ourselves part of the Satellite region, there is a bit more insight. The 2040 Plan specifies that the Satellite North Region shall remain the Industrial Heart of Suwanee's economy, and in looking at the zoning map, much of the land west of Lawrenceville Suwanee Rd in our area is in fact zoned Industrial, including land both directly behind us and adjacent on the south side.

So why should the City of Suwanee consider making a special exception for us?

First, there is no other firm quite like ours in this part of Suwanee. There is only one firm in Suwanee providing the same services, and maybe half a dozen across Gwinnett when you remove the sign shops focusing on commercial customers. There are people operating out of their personal garages or as side jobs, but few that have invested in a location or have plans to hire additional employees in the future.

Second, other businesses that are eligible for the current Commercial zoning might be more of the same – nail parlors, personal and group training gyms, educational/tutoring centers, etc. There's nothing wrong with these businesses, but there are already so many in the vicinity. They serve residents of Suwanee well, but they're not bringing in individuals from outside of Suwanee to contribute to our economy. An additional business in any of these categories could negatively impact someone currently operating. We are offering something relatively new to this zone, thereby not competing with any of the nearby businesses. In fact, we've already established a friendly relationship with the people at the tinting location who have referred a customer. And while we install vinyl wraps, we have no intention of buying the large, expensive printers for printed wraps. Instead, we've spoken with the owner of North Georgia Graphics and will purchase printed vinyl directly from him when needed. We are creating symbiotic relationships with related businesses, as opposed to creating adversarial competition.

Our location is 2000 square feet – split approximately 50/50 between office and warehouse with a large bay entrance in the back of the building. We could easily fit 3 cars in the garage at a time, maybe four, but with only one full time installer, we cannot see having more than 2-3 cars in our procession at any time. Any cars we work on would remain in the garage as

SUP-2019-002

opposed to sitting in the parking lot. Wrapping cars is considered a luxury, and people who tend to pay for wrapping have nicer vehicles. This is not the type of business where we repair cars or work on cars that are in less than desirable condition. Our plan is to install a security system with cameras, but we are waiting for the City of Suwanee's approval before investing more money into the location. We already hold general liability insurance and a garage keepers policy as required by one of the certifications held by our Installer. (If interested in his credentials, Miguel, our installer, is an Avery Certified Professional Wrap Installer and a 3M Preferred Installer having completed trainings and testing at facilities in South Carolina and Fort Lauderdale.)

If allowed to stay at the current location, we believe we could be in a position to start creating jobs by early 2020. The first might be a part-time garage assistant, helping to clean and prep cars for the vinyl – perfect for a college student (or even a high school student over the summer). The second possibility is a paid social media marketing intern from Georgia Gwinnett College. As work continues to grow and we start to fill the space, we could see adding one or two full time employees.

At our current location, we want to create a space that our customers enjoy. We plan to create a little lounge in one of the offices complete with a gaming system so that customers waiting for a two hour service are entertained. We want our customers to have access to televisions and wireless internet. Our front lobby will be fun, colorful, and modern. And finally, we want our business to stand out. Our plan is to create a "red carpet" area in one corner of the garage, complete with a backdrop and rope to take unique pictures of our work. But all of our plans are currently on hold as we await for the proper license we need from the city.

For us, this is the perfect location. Large bay door, proximity to I-85, and a relatively quiet complex. We don't want to be somewhere with too much traffic in the parking lot or cars sitting out front for days. It's not the image we have for our business. We don't want nearby businesses engaging in such activities, and we have no intention of doing so ourselves. A clean, modern shopping strip is ideal for us to maintain our image.

It's also worth mentioning that the storefront next to ours has been sitting vacant for months – possibly over a year. While there is the chance that someone else might have moved into our spot who would have complied with current zoning regulations, that's not guaranteed. Suwanee could have had two vacant spots sitting right off of Lawrenceville Suwanee Road. I am also aware that the Tinting business which also works on cars in their bay is doing so without the city's approval, and North Georgia Graphics, which prints wraps, was likely grandfathered in. I only use this to point out that these buildings are quite suitable for cleaner, quieter automotive type work whereby work is only performed on the exterior of cars with minimal (if any) harsh chemicals or noise pollution.

Our business is not likely to add traffic to the area. Two to four cars per day – max. Instead, we could become contributors to the community. As residents of Suwanee, and now business

SUP-2019-002

owners in Suwanee, I could see us sponsoring community wide events such as the Suwanee Classic Car Show or 5K walks for local nonprofits. That's the type of business we want to be.

We've been honest about the nature of our business from the start. When we first started planning for this business, we filed for an at home license. With a 3 car garage, we thought we would start off slow. That was in May. While we received our license from Suwanee, it was made clear that we couldn't wrap in our garage. As a result, our search for a location began almost immediately. We considered locations in Norcross, Duluth, Lawrenceville, and of course, Suwanee. No location met our needs and our budget. For two months, we looked – driving around, making calls, and scouring the internet. There were locations with property managers that even suggested we apply for licenses under the guise of a sign shop to get through the registration process. But that's not the type of business owners we want to be. When this location opened up, and they said we were welcome to wrap cars there, we jumped on it. It was over our budget, but to be this close to home, and this great of a location, we decided the extra money was worth it.

Car wrapping is a growing industry, expected to exceed \$10.5 billion by 2025. Metro Atlanta area lags behind the trendsetters like Miami and LA. That said, there is a growing demand. The best known shop in metro Atlanta, Atlanta Custom Wraps, is in Cherokee County (Woodstock), on the other side of Atlanta. We have the opportunity to recreate (or exceed) their success with a start right here in Suwanee. There are only a handful of wrapping operations in Gwinnett, and almost all are one-man businesses. We believe with the right location, marketing, and expertise, we can grow something bigger.

We hope that the City Council and Planning Committee will recognize that what we are offering is something different. While we understand now that the current zoning prohibits automotive work, we believe that the nature of what we do should be taken into consideration. The process is clean and quiet and will attract middle and upper income individuals from around Gwinnett and the surrounding counties to our area for a few hours or a day. We offer greater economic activity to the area, with minimal risks or traffic. We are quieter than the gym located on one side, and bring fewer cars than the nail parlor at the end of our building. We offer a modern, fun, sporty new business between the Satellite North Corridor and Suwanee Town Center, and we hope, with your permission, that we are able to officially launch our business in this area.

Thank you for your consideration,



Amanda Wilsker

Co-Owner of 5 A.M. Vinyl LLC (and City of Suwanee resident)

SUP-2019-002

Select images of our work:



The pictures below are NOT us or our pictures, but they depict the process, for anyone unfamiliar with it.



Sup-2019-002

Finally, we wanted to include pictures of one of the country's most successful wrapping locations, MetroWrapz in Miami. We wanted to demonstrate how the lobby area directly overlooks the shop floor, and there is even a lounge space in the middle of the shop for customers to relax and watch the progress on their vehicle. We use this to further demonstrate the safety associated with the work that we are proposing for this location. (Keep in mind, this is one of the most successful wrapping businesses, and they've been doing this for more than 20 years. Obviously, our shop won't look anything like this, but we want to better demonstrate the nature of this business.)



Notice the second floor with the half wall made of glass. Anyone walking into the shop can watch what's occurring on the work floor. You can also see the couches behind the motorcycle. A better shot of this lounge area is below. This is not a showroom – it is their actual shop where wrapping occurs.



Sup-2019-002

STANDARDS GOVERNING EXERCISE OF THE ZONING POWER

Pursuant to the 1998 Zoning Ordinance, the city council finds that the following standards are relevant in balancing the interest in promoting the public health, safety, morality, or general welfare against the right to the unrestricted use of property and shall govern the exercise of the zoning power.

Please respond to the following standards in the space provided or use an attachment as necessary:

(A) Whether the zoning proposal will permit a use that is suitable in view of the use and development of adjacent and nearby property:

*See attached document*

(B) Whether the zoning proposal will adversely affect the existing use or usability of adjacent or nearby property:

*See attached document*

(C) Whether the property to be affected by the zoning proposal has a reasonable economic use as currently zoned:

*See attached document*

(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 or schools:

*See attached document*

(E) Whether the zoning proposal is in conformity with the policy and intent of the land use plan:

*See attached document*

(F) Whether there are other existing or changing conditions affecting the use and development of the property which give supporting grounds for either approval or disapproval of the zoning proposal:

*See attached document*

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CITY OF SUWANEE USE ONLY

Date Received: \_\_\_\_\_ Case No.: \_\_\_\_\_ Accepted By: \_\_\_\_\_

*SUP-2019-002*

## Standards Governing Exercise of the Zoning Power

Answers to the 6 questions were lengthy, and thus complete answers are included in this document.

- A. We believe that our business, 5 A.M. Vinyl LLC is suitable – even complimentary – to some of the businesses immediately surrounding us.
- 5 A.M. Vinyl specializes in vinyl wraps on vehicles. I have attached another sheet with pictures to demonstrate the nature of the work we do. Vinyl wraps – either full or partial – are basically large stickers that are placed over the surface of vehicles. Wraps could include covering the full car, or they could be partial to include just a hood, a roof, stripes, or decals.
- The process of installing wraps is clean and quiet. There are no harsh chemicals, and no unusual risk of environmental damage, fires, etc.
- Two doors down from us is A+ tinting, and the first spot in the next building (along with warehouse space behind the two road-facing buildings) is North Georgia Graphics, which does commercial wraps for vehicles.
- If you look beyond our immediate complex, we are surrounded by industrial / warehouse type operations on one side, and the automotive and industrial space around Sharon Industrial on the other. We are not proposing any type of activity that significantly deviates from that offered in the general vicinity (although none of the existing businesses specialize in wraps).
- For our business, cars would pull into the garage via a bay door in the back. The garage could hold 3-4 cars, but with only one installer right now, it's hard to fathom a case when we would have more than two or three at a time. We will not generate significant traffic. Even on a day with smaller jobs, the most we could handle would be 3-4 customers spread out through the day. Full wraps could take 2-4 days, in which case the car would be kept in the garage. We already have general liability insurance and a garage keepers policy, as required by one of the certifications mentioned above.
- We would not have cars sitting outside in the parking lot or behind the building near the bay entrance overnight.
- Our business is quiet, clean, related to nearby businesses, and generates minimal additional traffic.
- B. We do not believe that 5 A.M. Vinyl imposes any adverse affects on nearby businesses.
- We generate very little traffic that would discourage people from visiting nearby businesses, and we occupy few parking spaces at a time. We generate little to no noise that would bother anyone nearby. If anything, we have the potential to help our neighbors. We've serviced clients from across Gwinnett and other counties including Forsyth, DeKalb, and Fulton. Imagine that these individuals drop off their car and then grab a bite to eat at Suwanee Town Center. (We actually met a customer at Suwanee Town Center to give an estimate, and that's exactly what they did.)
- I also want to point out that the individuals we serve are generally middle class and above. Wraps are a luxury item. Hood wraps run about \$200, stripes run \$300-\$400, and a full car wrap could easily run \$2000 or more. The people we bring are able to spend money in our local community.

SUP-2019-002

Again, our business is quiet and generates little traffic. We would use few of the parking spaces available around the building, and we don't use anything with harsh chemicals, odors, or other materials that would affect businesses nearby. We also do not duplicate the work done by nearby businesses, thereby we are not direct competitors to existing businesses.

- C. I am sure the current zoning would work for some business, but exactly what, I don't know. There are already many nail parlors, personal / small group training facilities, tutoring centers, and similar businesses near by. The business located here before us closed down, and the space next to ours has been on the market since we found ours in mid-July. One person told us that the spot has been vacant for months – perhaps a year – but that is hearsay. If this building is having trouble filling its spots, and there are businesses performing related work (albeit without the special use permit), perhaps that justifies the granting of our special purpose permit.

Through research, I found that the area is suggested for re-zoning (commercial to industrial) according to the 2040 Comprehensive Plan.

So yes, the location could technically be used for other businesses, but there may not have been significant interest under the current zoning regulations. Given that we're not the typical automotive business, we're not doing mechanical work, or true paint and body work, we're hoping that this location would be approved for our special use.

- D. On a busy day, we might see 4 clients, and that would probably fall on a Saturday when there is significantly less traffic on Lawrenceville Suwanee Rd. During the week, I might expect 1-2 clients, if that. Even small jobs take an hour or two to complete. We work by appointment only, so even on busy days, 4 customers would not be at the same time. As a result, we generate very little traffic. Since launching in June, we've serviced approximately 25 customers. We probably use fewer utilities than most businesses would (but that's just a guess), and we have no impact on the local schools.
- E. Having read over the Suwanee 2040 Plan, we believe our proposal is in conformity with the policy and intent of the land use plan. In the 2030 Comprehensive plan, our location falls just inside of the Satellite North Corridor. The Corridor is described as being mostly offices and industrial use. I believe our specific location is zoned as commercial due to the traffic light at our entrance. (Although I will say that the left arrow only applies to the Southbound traffic turning left towards Zaxby's. There is no designated left turn arrow to turn into our complex when coming from the south.) We are in close proximity to the mechanics and paint and body shops located off of Sharon Industrial and in the immediate area, but unfortunately, there were no facilities available that met our needs in terms of size, budget, or availability. Based on the other businesses in the area and the stated desire to keep this corridor the heart of Suwanee's industrial sector, we believe we meet this mission. We fill a vacancy in a strip that had two vacant storefronts (and still has one, which has been vacant for months), and we have the potential to draw customers (only 1-4 per day) to Suwanee from surrounding areas, thus increasing economic activity in our city.

Although currently zoned as commercial, the 2030 plan actually lists automotive body work as acceptable under commercial. (That statement is removed in the 2040 plan, so I realize it might

SUP-2019-002



be an error.) At the same time, suggested rezoning in the 2040 plan (p. 27) converts our area from commercial to industrial-office. The Special Use permit is necessary now, but future zoning plans seem to fit the type of business we hope to bring.

- F. I don't know whether this constitutes changing conditions, but a third of economists expect a recession in 2020. Another third think it's coming in 2021. When we signed a lease (not knowing this area wasn't zoned for our type of work), it was a three year agreement. That means we are here, even if a recession comes. This spot won't be vacant, even if the economy takes a turn for the worse. (And we hope it doesn't!)  
And again, if the zoning changes over the next 20 years as suggested in the 2040 Comprehensive plan, it just means we are a little ahead of the curve.

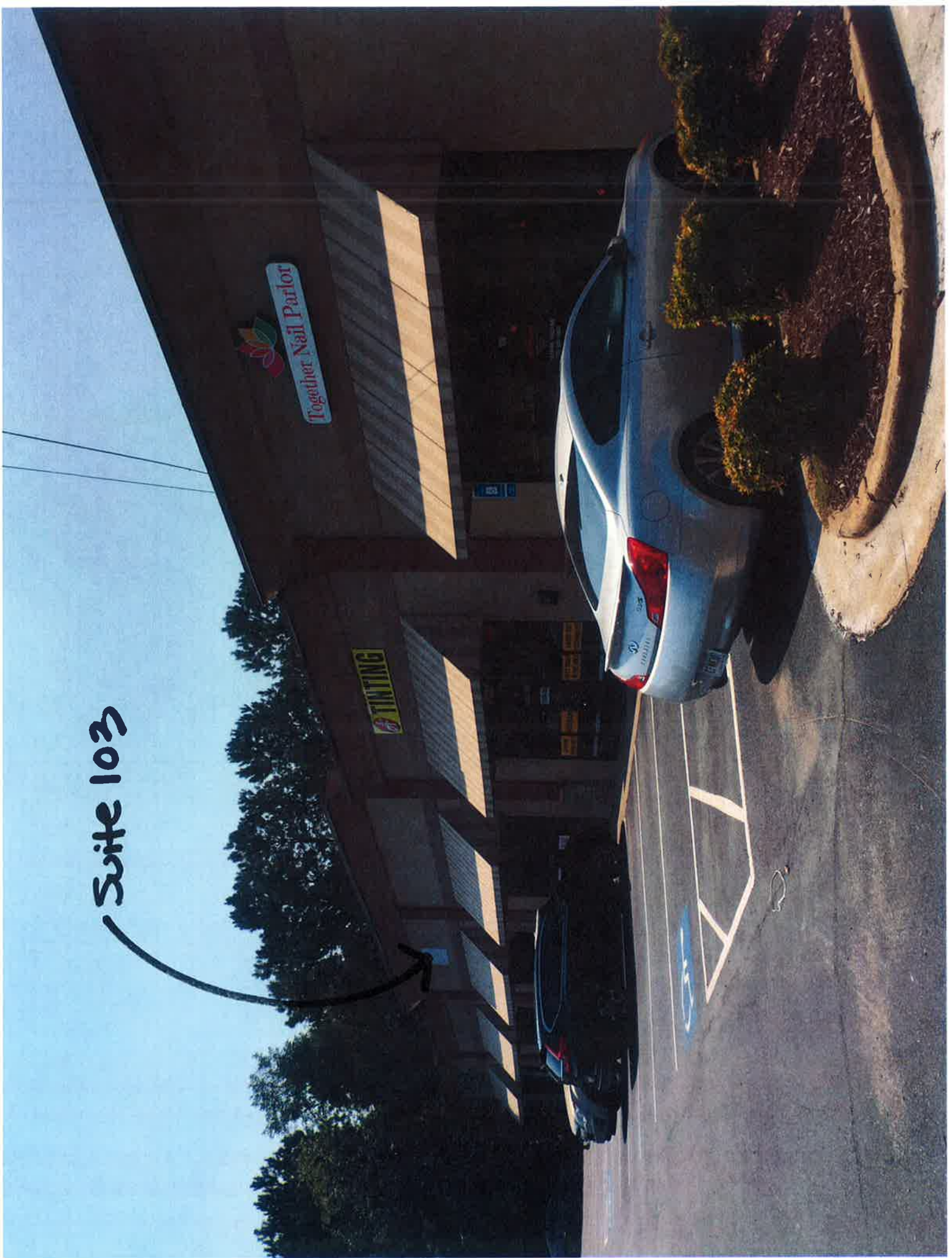
#### Unsolicited Additional Information

Wrapping cars is not the same as mechanical or body work. It's not a necessity. Instead, it's modern, fun, sleek, creative, and sporty. We want to create a space that reflects the type of work we can do. Objections that might arise due to images of junk car lots or mechanics with beat up cars out front will not apply to us. That's not the image we want for our business at all. I believe zoning laws exist for a reason, but I also believe that zoning cannot consider all of the possibilities. Wrapping cars doesn't even have its own NAICS code, but the industry is growing. The automotive wrap films market was estimated at \$2.87 billion in 2018, with expected growth of 22% over the next few years. Car wrapping as a whole is expected to hit \$10.8 billion by 2025. Although grouped with painting in the NAICS coding system, it doesn't create the mess or have the same environmental impact. It is literally nothing more than applying stickers to a car (although achieving a smooth finish is harder than you might think). Our only byproducts are the paper we pull the vinyl from, and the occasional bottle from the cleaning solutions used.

We hope that this document provides sufficient evidence to approve our application for a special use permit. Again, we recognize now that this area isn't zoned for automotive work, but we do not see ourselves as typical automotive company. We are clean, quiet, generate little traffic, and have the ability to bring middle and upper income individuals to Suwanee for a day.

SUP-2019-002

Site 103



SUP-2019-002



# Location Map SUP-2019-002





# Zoning Map

## SUP-2019-002

