

SPECIAL USE PERMIT(S):

SUP-2021-001

**CITY OF SUWANEE
SPECIAL USE PERMIT ANALYSIS**

CASE NUMBER: SUP-2021-001
REQUEST: BUILDING HEIGHT INCREASE
LOCATION: 140 CELEBRATION DRIVE

TAX ID NUMBER: 7-152-178

ACREAGE: 1.99 ACRES

PROPOSED DEVELOPMENT: 69,000 SQUARE FOOT 4-STORY HOTEL

APPLICANT: ERICA KENNEDY
ODA ARCHITECTURE
2010 SOUTH TRYON STREET SUITE 1A
CHARLOTTE, NC 28203

OWNER: CELEBRATION HOSPITALITY, LLC
2160 BRECKINRIDGE BOULEVARD
BUILDING 200, SUITE 200
LAWRENCEVILLE, GA 30043

CONTACT: ERICA KENNEDY
PHONE: 704-926-3358

RECOMMENDATION: APPROVAL WITH CONDITIONS

PROJECT DATA:

The applicant seeks a Special Use Permit on an approximately 1.99-acre tract for a building height increase to allow for a 4 story approximately 58-foot-tall hotel. The proposed site plan indicates an approximately 69,000 square foot 126 room hotel with a total of 126 parking spaces. Access is proposed via two driveways onto Celebration Drive.

The subject property is zoned C-2A. The C-2A zoning district has a maximum height of 35 feet. The proposed 4 story building has a roof line with varying heights. At its tallest it would be 58 feet tall, but most of the building would be slightly less. A Special Use Permit would be required in order to allow the proposed 4 story 58-foot-tall hotel building.

The Special Use Permit process was created by the City Council in 2001 to better handle certain land uses. The SUP process allows the Council to review certain proposals in the context of their use and take into consideration the surrounding area and other relevant factors. A Special Use Permit does not change the underlying zoning of property, but grants the property an additional specified use. In this case the specified use would allow for additional building height.

ZONING HISTORY:

In 2008, similar Special Use Permits were approved for hotels on Celebration Drive (Gwinco Boulevard at the time), but neither hotel was constructed. One of the prior SUP's was issued for the subject property, but it limits the height of the building to 50 feet. The building proposed at this time is 58 feet tall and as such will still require a Special Use Permit.

DEVELOPMENT COMMENTS:

The following comments are provided to make the developer aware of certain pertinent issues. This is not intended to serve as an all-inclusive list of development comments. If approved, the City will formally review the project during the normal development and building review process.

The site will need to comply with the City Parking requirements. The City requires 1 parking space per room plus parking for any additional spaces such as restaurants or meeting rooms. The proposed hotel includes a meeting room. It appears that the proposed parking does not meet this minimum standard.

The proposed concept plan indicates a 10 foot setback along Celebration Connector. Celebration Connector is a public road and there would require a 50 foot setback. As currently configured the location of the building would not comply with the setback.

The City requires landscape islands with trees throughout parking lots. The proposed plan does not appear to meet the City's landscape requirements. The applicant should be prepared to comply with the landscaping requirements

It appears possible that there is a channel or stream on the property. The applicant should be aware that the channel or stream could be considered state waters. The developer should be prepared to comply with the stream buffer requirements for the Erosion and Sedimentation Control Ordinance and the City's Stream Buffer Protection Ordinance.

The C-2A zoning district includes several conditions for hotel uses. The applicant should be prepared to comply with these requirements.

The City of Suwanee Development Regulations require sidewalks along all road frontages. The proposed site plan does not indicate any sidewalks. The applicant should be prepared to comply with this requirement.

The Zoning Ordinance requires hotels to have a pitched roof with a 4 to 12 pitch. The applicant is requesting to do a flat roof. The applicant will need to either alter the roof or obtain a variance from the Zoning Board of Appeals if they want to build as proposed.

ANALYSIS:

The site is an undeveloped parcel vegetated with mostly young pines located at 140 Celebration

Drive. The topography of the site slopes steeply up from Celebration Drive approximately 30 feet. The zoning ordinance requires hotels to be at least 2 acres. The subject property is 1.99 acres as a result of the County acquiring right of way from the subject property. The Zoning Ordinance includes an exemption that protects lots that contribute to right-of-way from meeting minimum lot size standards. The site should be suitable for use as a hotel.

The site is located on Celebration Drive southwest of Lawrenceville-Suwanee Road just south of I-85 in the Suwanee Gateway district. This area is surrounded by commercial uses and zoning districts. The subject property is bound by Celebration Drive to the north and the Celebration Connector to the west. Directly across the subject property to the north are two one-story restaurants. The property to the east of the subject property is a vacant parcel in unincorporated Gwinnett County that is zoned commercial. The parcel to the south of the subject property is also in unincorporated Gwinnett County and developed with a gymnastics school. A three-story hotel sits on the property across Celebration Connector. The proposed hotel would be compatible with surrounding uses in the area, and the building height increase is not likely to negatively impact the surrounding properties.

The City of Suwanee adopted Architectural Standards in 1999. There are currently four hotels/motels along Celebration Drive that were built prior to the adoption of these standards. Three are three stories and one is two stories. The applicant requests a Special Use Permit in order to build a fourth story. The applicant is seeking to exceed the height requirements for the C-2A Zoning District resulting in a more visible building. As such it would be reasonable to expect the proposed building would exceed the current Architectural Standards.

The building height increase proposes a fourth story for a hotel (approximately 60 feet tall). This increase would be 25 feet higher than typically allowed in the C-2A zoning district. The proposed building is located in the heart of a highly developed area with commercial office, and industrial uses. Residential uses are not located near the subject property. A 60 foot tall hotel should not negatively impact the area.

The Future Land Use Plan recommends high density office uses for the subject property. While the proposed hotel use with a building height increase is not entirely consistent with this designation, the Gateway Character area does anticipate hospitality uses in the area. The high density office designation does support the idea that this is an appropriate location for an increase in height. The City has historically targeted the Suwanee Gateway character area as one of the appropriate locations for special uses in commercial zoning districts.

In conclusion, approval of the request with conditions would be appropriate. The proposal is consistent with the Future Land Use Plan's commercial designation and the tract is located in the heart of a commercial area, with no residential uses in the immediate area. Additionally, a special use permit for a building height increase was previously approved for the subject property as well as a property down the street. The subject property is well located for a hospitality use with a building height increase. Therefore, the Planning Department recommends **APPROVAL WITH CONDITIONS** of SUP-2021-001.

SUP-2021-001

Recommended Conditions:

Approval of a building height increase subject to the following conditions:

1. Approval is limited to a single hotel structure. The height of the building(s) shall not exceed 60 feet, not including any building height exemptions specifically listed in the Zoning Ordinance. Any features of the building that are exempted (such as decorative towers) from height limitations shall not exceed 75 feet in height.
2. Architecture shall be similar to that shown in Exhibit B. All areas of the building elevations with light colored stucco shall be brick, while areas shown with dark stucco may remain as stucco. The rear of the building shall meet the material requirements of the architectural standards. Final architecture shall be subject to the approval of the Planning and Inspections Department.

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 zoning proposal will permit a use that is suitable in view of the use and development of adjacent and nearby property;

The proposed project would be an appropriate special use in view of the existing and nearby properties.

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

Approval of the request would not likely affect the existing uses or usability of nearby property.

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

The subject property has a 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 or schools;

Approval of the request would not create an excessive or burdensome use of existing streets, transportation facilities, utilities or schools.

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

The Future Land Use Plan recommends high density office for the subject property. The 2040 Comprehensive Plan notes that the Suwanee Gateway Character Area is the appropriate place for taller commercial buildings. The Suwanee Gateway area also anticipates hospitality uses for this area. The proposed hotel use with a building height increase is consistent with the expectations for this area.

- 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;

Similar requests for building height increases for hotels on Celebration Drive have been approved in the past, including on the subject 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* | OWNER INFORMATION* |
|--|--|
| NAME: <u>Erica Kennedy</u> | NAME: <u>Celebration Hospitality, LLC</u> |
| ADDRESS: <u>ODA Architecture</u> <u>2010 South Tryon St. Ste 1a</u> <u>Charlotte, NC 28203</u> | ADDRESS: <u>2160 Breckinridge Blvd</u> <u>Building 200, Suite 200</u> <u>Lawrenceville, GA 30043</u> |
| PHONE: <u>704-926-3358</u> | PHONE: <u>celebrationdr30024@gmail.com</u> |
| CONTACT PERSON: <u>Erica Kennedy</u> | PHONE: <u>704-926-3358</u> |
| E-Mail Address: <u>EKennedy@oda.us.com</u> | |

PROPERTY INFORMATION

PRESENT ZONING DISTRICT(S): C2A REQUESTED ZONING DISTRICT Height Increase
 PROPOSED DEVELOPMENT: 69,000 SQ. FT. 4-Story Hotel
 TAX PARCEL NUMBER(S): 7-152-178
 ADDRESS OF PROPERTY: 140 Celebration Dr. Suwanee, GA 30024
 TOTAL ACREAGE: 1.99 PUBLIC ROADWAY ACCESS: Yes, at Celebration Dr.

FOR RESIDENTIAL DEVELOPMENT:

NO. OF LOTS/DWELLING UNITS: N/A
 DWELLING UNIT SIZE (SQ. FT.): N/A

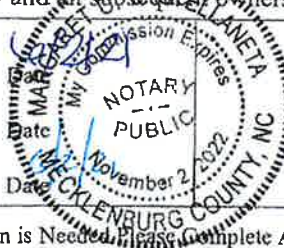
FOR NON-RESIDENTIAL DEVELOPMENT:

NO. OF BUILDINGS/UNITS: 1 Hotel (126 Keys)
 TOTAL GROSS SQUARE FEET: 69,028 SQ. FT.

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.

[Signature]
 Signature of Applicant*
ERICA KENNEDY
 Print Name*
[Signature]
 Signature of Notary



[Signature]
 Signature of Owner*
KAUSHIK DESAI
 Print Name*
[Signature]
 Signature of Notary



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

CITY OF SUWANEE USE ONLY

Date Received: 6/1/2021 Case No.: SUP-2021-001 Accepted By: AD

SPECIAL USE PERMIT APPLICANT'S RESPONSE

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:
The proposed building height increase will permit a use that is suitable in view of the use and development of adjacent and nearby properties since both adjacent side are unincorporated Gwinnett County that allows 45'

- (B) Whether the zoning proposal will adversely affect the existing use or usability of adjacent or nearby property:
The proposed building height increase will not negatively affect the existing use or usability of adjacent or nearby property as the site is located on a corner lot of Celebration Dr and Celebration Connector.

- (C) Whether the property to be affected by the zoning proposal has a reasonable economic use as currently zoned:
The currently zoned property will have reasonable economic use by creating jobs, contributing to local tourism and will increase visits to local restaurants. The height increase will allow more guestrooms to contribute to local economy.

- (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:
This zoning proposal will not cause excessive or burdensome to existing streets, transportation facilities or schools. McGinnis Ferry Rd at I-85 is a new proposed interchange close to the property. There are no residential uses adjacent to the the property.

- (E) Whether the zoning proposal is in conformity with the policy and intent of the land use plan:
Property is in the Suwanee Gateway Character Area (2040 Comprehensive Plan) "higher intensity developments and taller buildings relative to other parts of Suwanee are appropriate in the Gateway". (Relevant pages from the Plan start on next page)

- (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:
Other 4-story low-rise buildings (Comfort Inn& Suites 2945A, Lawrenceville- Suwanee Road, and The Terraces at Suwanee Gateway, 480 Northolt Parkway) were previously approved 49' height are 3-4 minutes from the proposed property.

CITY OF SUWANEE USE ONLY

Date Received: 6/4/2021 Case No.: SUP-2021-001 Accepted By: AD

STANDARDS GOVERNING EXERCISE OF THE ZONING POWER
SUPPORTING DOCUMENTS



McGinnis Ferry Road at Interstate 85: New Interchange

Project ID # 0013104 - Gwinnett County



McGinnis Ferry Rd at I-85: New Interchange

Project ID: 0013104
Project Manager: Jonathan DiGioia
Office: Program Delivery
County: Gwinnett
Congressional District: 007
State Senate District: 048
State House District: 097, 101
Project Type: New Construction
Project Status: Construction Work Program
Right of Way Authorization: 10/15/2021

SUP-2021-001

STANDARDS GOVERNING EXERCISE OF THE ZONING POWER

SUPPORTING DOCUMENTS

Historic Old Town Goals

- Create a gateway into Old Town from Buford Highway at Russell Street around the planned roundabout with medium density mixed-use development.
- The parcels adjacent to Buford Highway from Town Center to McGinnis Ferry Road should allow for medium density residential and mixed-use development to capitalize on the City's planned investment in the Buford Highway multimodal and streetscape improvements. This area is called the Buford Highway Subarea.
- New development beyond the Buford Highway Subarea should be limited to infill development that preserves the existing quaint character of the City's historic core.
- New development should be sensitive to existing lot character, tree cover, and proportions and scale of adjacent buildings and roads.
- Evaluate the provision of senior housing in the Old Town area and identify potential locations/strategies for increasing opportunities if needed.
- Encourage mobility and walkability with new sidewalks or multiuse trails where needed and road improvements or extensions to provide street network connectivity to adjacent character areas.

BUFORD HIGHWAY SUBAREA

The Buford Highway Subarea includes all the parcels that front Buford Highway from Lawrenceville-Suwanee Road to McGinnis Ferry Road. The subarea overlaps the Town Center and Old Town Character Areas.

Future Development

The reconstruction of Buford Highway as a city street is expected to be a catalyst for redevelopment along Buford Highway. Parcels fronting Buford Highway should be developed with primarily medium density residential/mixed-use development that engages the new wide sidewalk and contributes to a vibrant downtown. Where parcels are too small to accommodate a mix of uses, high quality medium density residential should be allowed.

The Buford Highway reconstruction includes a roundabout at the intersection with Russell Street. This roundabout should be surrounded by mixed-use development that will serve Old Town and act as a gateway into Old Town.

The Buford Highway Subarea acknowledges that development along Buford Highway will be different than that which is prescribed for the rest of Old Town. Although still a part of

the Old Town Character Area, buildings along Buford Highway should create an engaging street wall that adds interest and sense of vitality to the pedestrian environment. Ground floor residential units should provide entrances connected directly to the Buford Highway sidewalk. Where buildings front an internal greenspace such as a mews, the edge of that greenspace should provide that same engaging edge with walls of high quality materials, low walls for sitting and/or steps into the greenspace. Buildings may setback from the sidewalk to provide sidewalk cafes or plazas along the sidewalk. Parking should be located behind buildings.

SATELLITE BOULEVARD CHARACTER AREA

The Satellite Boulevard Character Area includes the primarily office-industrial area along Lawrenceville-Suwanee Road and the parcels that front Satellite Boulevard. These parcels are mostly developed with office, warehouse, and light industrial uses, which are operating successfully and providing a good industrial base for the City's economy. A fully developed commercial node anchors the corners of the intersection of Lawrenceville-Suwanee Road and Satellite Boulevard.

Future Development

This corridor should be preserved as office-industrial and commercial should be limited to key intersections where it can be more successful.

There is an existing multistory commercial building along Satellite Boulevard further from the intersection that has not been a successful commercial project. It continues to have high vacancy rates and is currently occupied by non-commercial uses such as religious institutions. This tract is labeled as a special development because the site needs a creative use that can adaptively reuse the building and site.

SUWANEE GATEWAY CHARACTER AREA

"Suwanee Gateway will serve local and regional commercial and employment needs."

The Suwanee Gateway Character Area includes the four quadrants of the I-85 interchange including the recently developed Terraces at Suwanee Gateway and the land that parallels I-85 on the east side of the interstate. Suwanee Gateway contains numerous obsolete and antiquated building types and forms particularly older generation motels that are eyesores and frequent locations for crime. These existing uses stunt the redevelopment potential of the area.

The Terraces at Suwanee Gateway is a mixed-use center in the southwest quadrant of the Gateway that includes a five-story office building, commercial, retail, restaurants, multifamily, single family attached homes, an entertainment venue, open space, and a physical rehabilitation facility. The development includes a network of new blocks and streets that tie all the

STANDARDS GOVERNING EXERCISE OF THE ZONING POWER
SUPPORTING DOCUMENTS

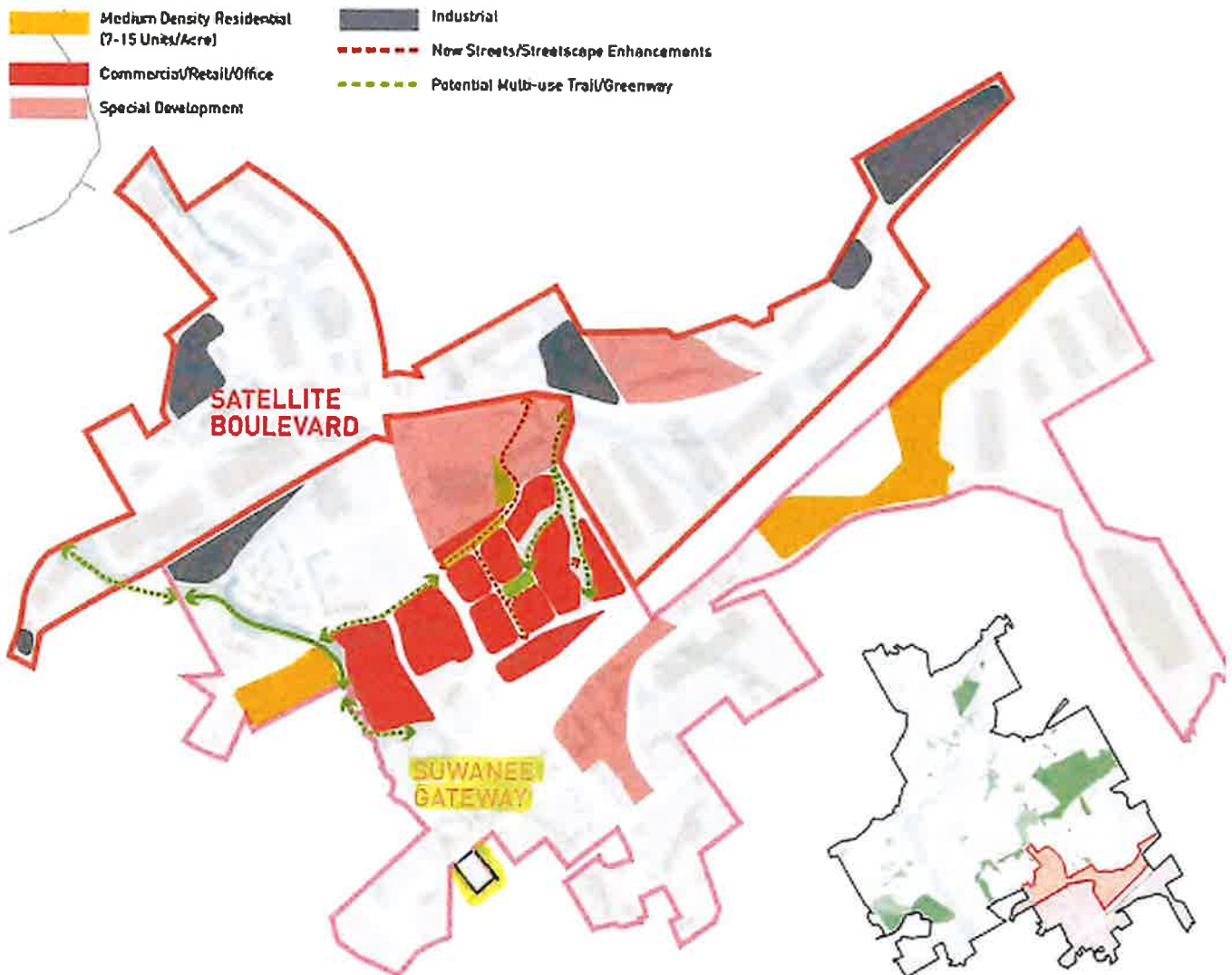


FIG. 10 SUWANEE GATEWAY CHARACTER AREA AND SATELLITE BOULEVARD CHARACTER AREA DEVELOPMENT FRAMEWORK

Key Map: Suwanee Gateway and Satellite Boulevard

uses together via tree and sidewalk lined roads that access Lawrenceville-Suwanee Road and McGinnis Ferry Road. The road between these two arterials also serves as a local alternative to other north-south arterials in the City. This is an example of a well planned mixed-use development although the expectation is for redevelopment in the future to be more intense and more pedestrian oriented.

Future Development

Suwanee Gateway continues to be a target area for redevelopment. Redevelopment in this area presents an opportunity to visually improve Suwanee's front door. New development should create a strong, positive image of the City that is forward looking and progressive. It is anticipated that the most intensive non-residential growth and development

in the City will occur within the Gateway. The goal of major redevelopment in the Gateway is economic development that increases and diversifies employment opportunities over time.

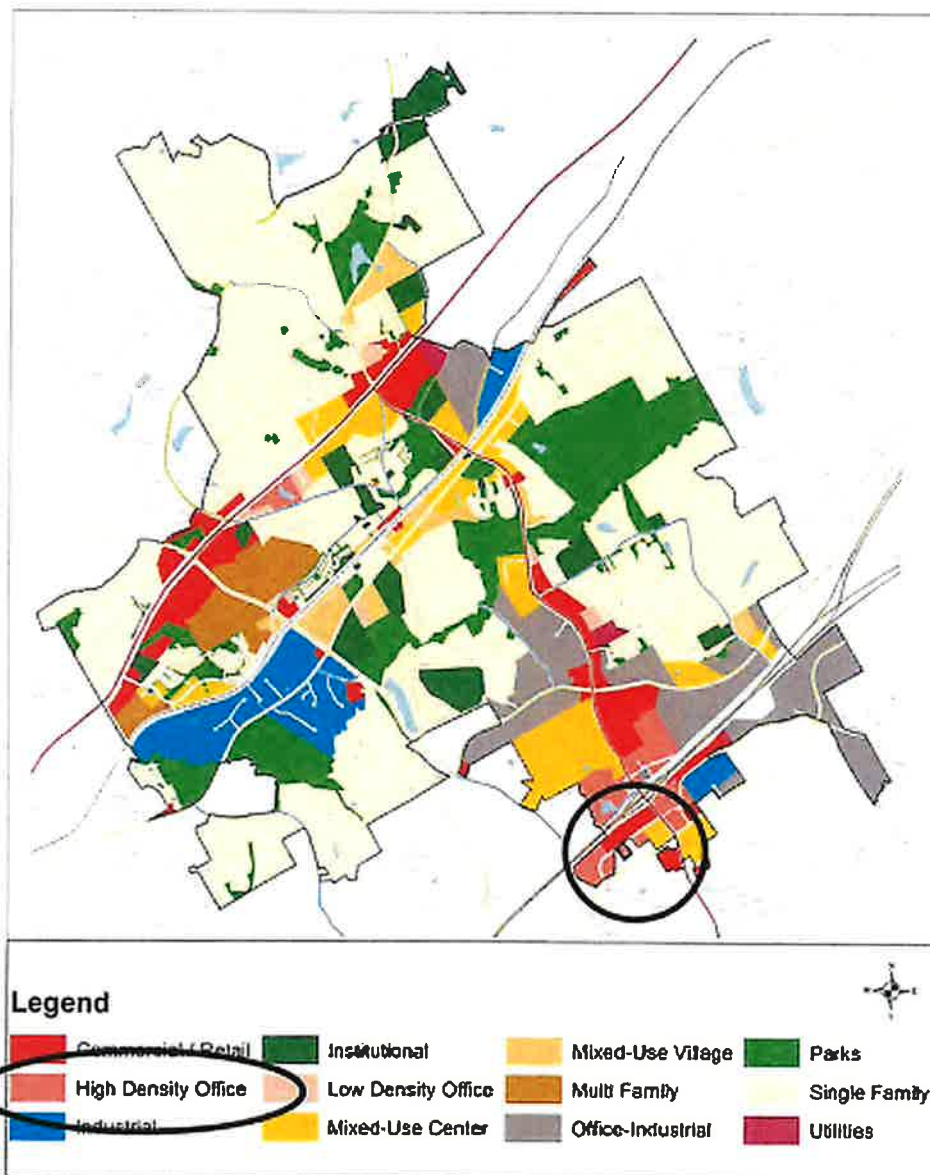
Suwanee Gateway is the appropriate location for high density office and mid to high-rise buildings within the City. Proximity of the I-85 interchange and other major roadways make this node is a regional activity center that can accommodate uses that have both a local and regional draw. Future land use should be dominated by office and commercial mixed-use with retail and hospitality capitalizing on the improvements as complementary high quality amenities to office and commercial. The Terraces at Suwanee Gateway has undeveloped tracts that are already zoned for mid-rise office. These should be preserved for future office opportunities.

STANDARDS GOVERNING EXERCISE OF THE ZONING POWER
SUPPORTING DOCUMENTS

2016 Update to the 2030 Comprehensive Plan

2.2 Land Use

2.2.2 Future Land Use and Development



SUP-2021-001

STANDARDS GOVERNING EXERCISE OF THE ZONING POWER
SUPPORTING DOCUMENTS

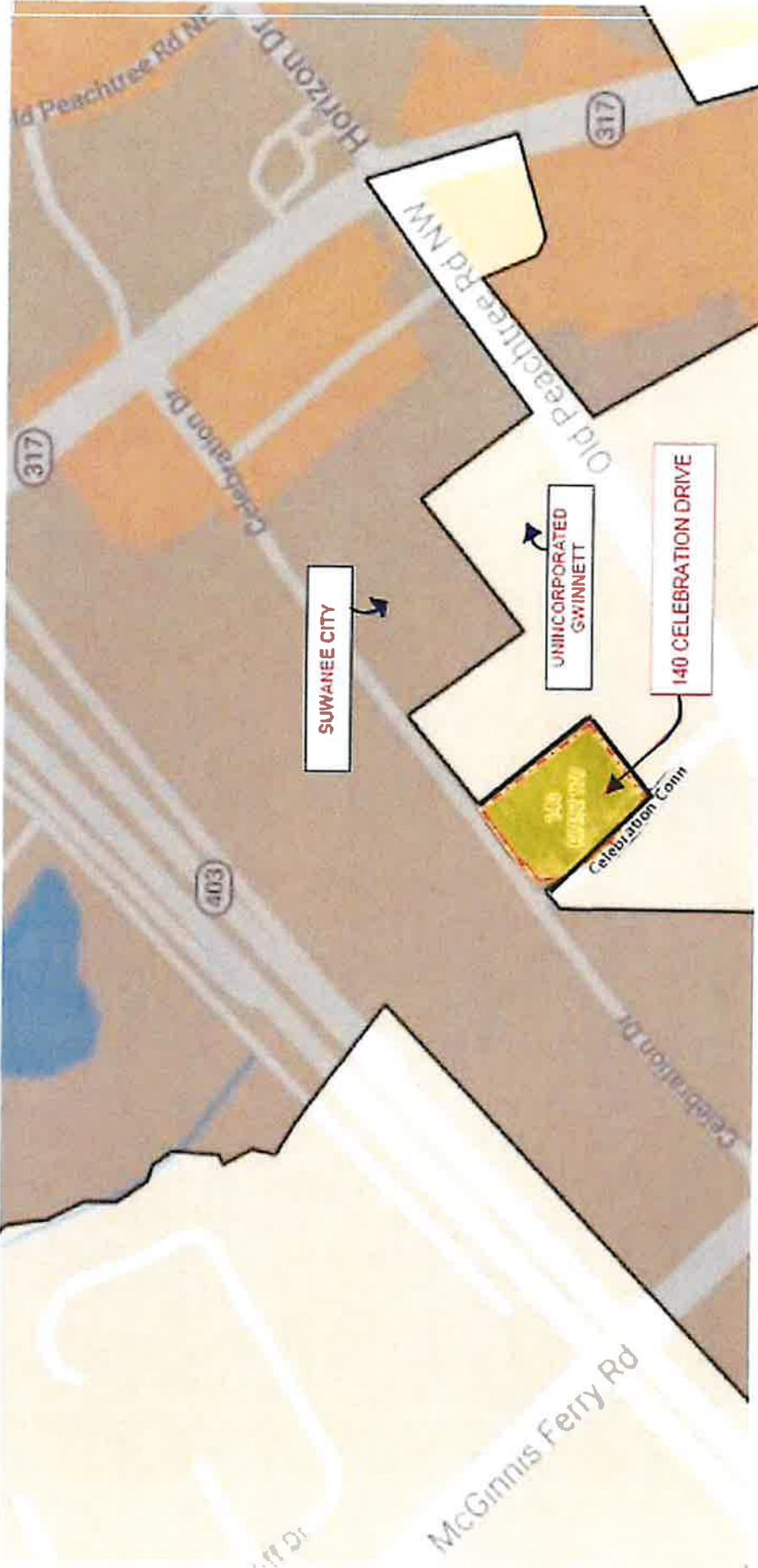


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5/27/2021

SUP-2021-001

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3 June 2021

City of Suwanee
SUP Request
330 Town Center Avenue
Suwanee, GA 30024

Re: 140 Celebration Drive • Letter of Intent

To Whom It May Concern:

We are proposing a dual brand hotel at 140 Celebration Drive (the "Site"). The site approximately 2 acres and is currently zoned C2-A.

The proposed hotel will be 4 stories/58'-0" high with 126 guestrooms. The proposed building footprint will be approximately 69,000 square feet with a Floor Area Ratio of 1.58, including 126 parking spaces.

The building will be designed to fit the guidelines of the Suwanee 2040 Comprehensive Plan. Located in the Suwanee Gateway Character Area, this hospitality use will be an appropriate addition as a regional activity center. With a focus on economic development, the Suwanee Gateway is an ideal location for this hotel, welcoming more tourism and visitors to the City, as well as promoting business in the surrounding retail stores and restaurants. Additional height would incorporate more guestrooms, further increasing the hotel's impact.

Thank you for your consideration of these points. We look forward to working in this key area of Suwanee and helping contribute to its economic growth.

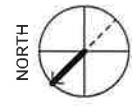
Sincerely,

Erica Kennedy, Principal
ODA Architecture





Hotel
 Height: 4-Story | 58'-0"
 Keys: 126 Keys
 Avid: 63 Keys
 Candlewood Suites: 63 Keys
 Meeting Space: 1,000 sf
 Parking: 126 Spaces
 Floodplain: Not in a Special floor
 Hazard Area, as shown on the FEMA
 website (<http://msc.fema.gov>)
 Acreage: 1.99 acres



SITE PLAN



oda.us.com | ODA ARCHITECTURE

IHG DUAL BRAND
 SUWANEE, GEORGIA

04 JUNE 2021



Proposed Site Plan - Exhibit A

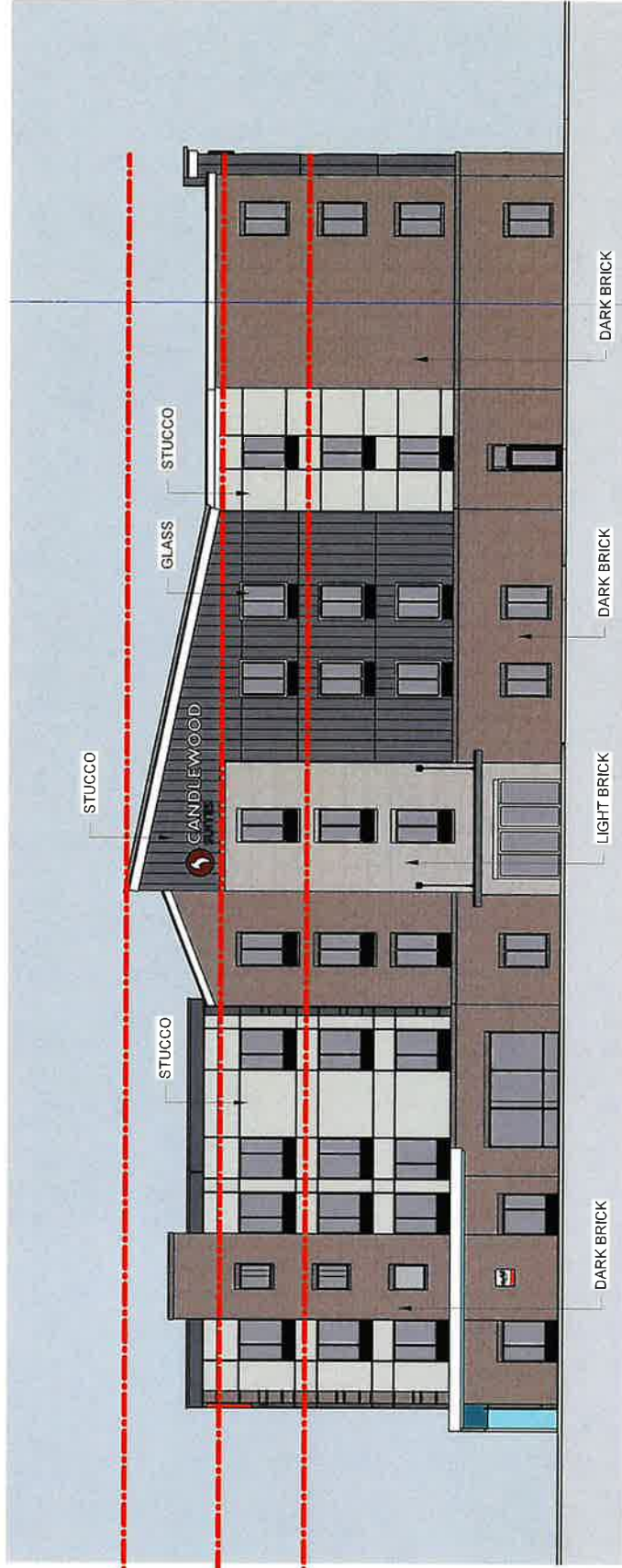
SUP-2021-001

ALLOWED BUILDING MATERIALS: FACADE DISTRIBUTION PERCENTAGES

BRICK: 55%

STUCCO: 18%

GLASS: 27%



FRONT ELEVATION - STREET FACING

oda.us.com | ODA ARCHITECTURE

IHG DUAL BRAND
SUWANEE, GEORGIA

04 JUNE 2021

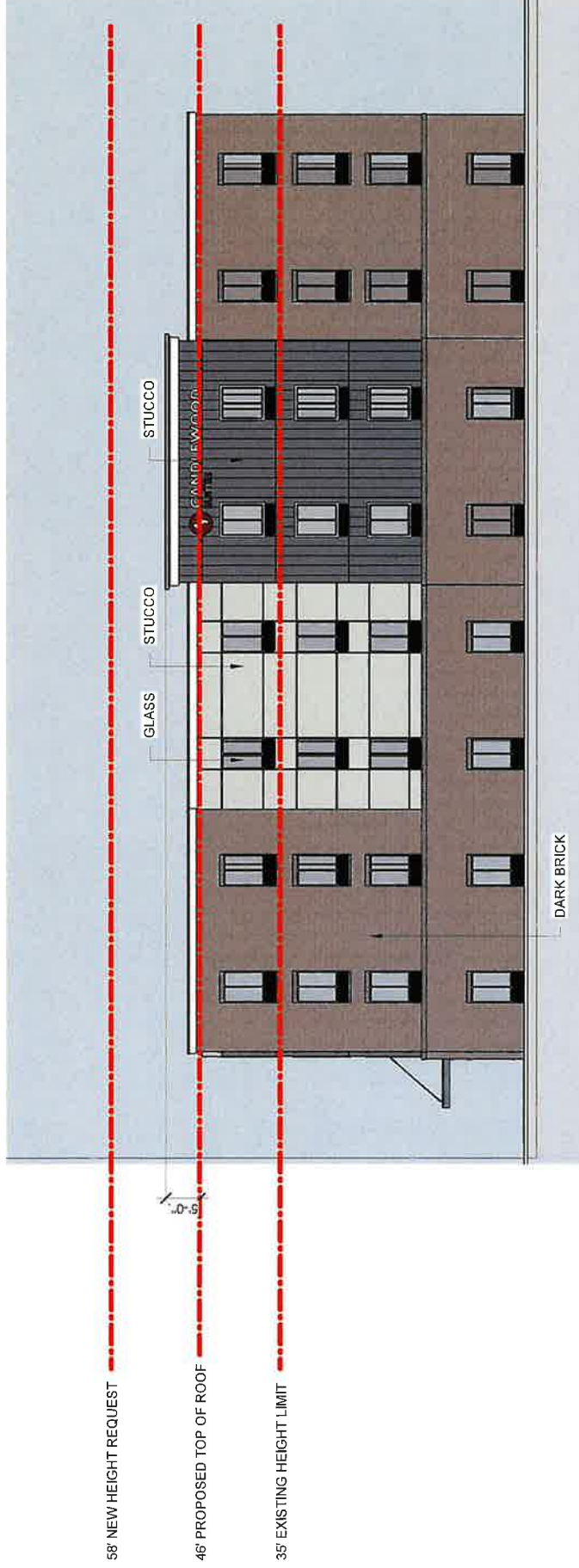


Exhibit B (1 of 3)

SUP-2021-001

ALLOWED BUILDING MATERIALS: FACADE DISTRIBUTION PERCENTAGES

- BRICK: 50%
- STUCCO: 30%
- GLASS: 20%



RIGHT SIDE ELEVATION

oda.us.com | ODA ARCHITECTURE

Exhibit B (2 of 3)

SUP-2021-001



IHG DUAL BRAND
SUWANEE, GEORGIA

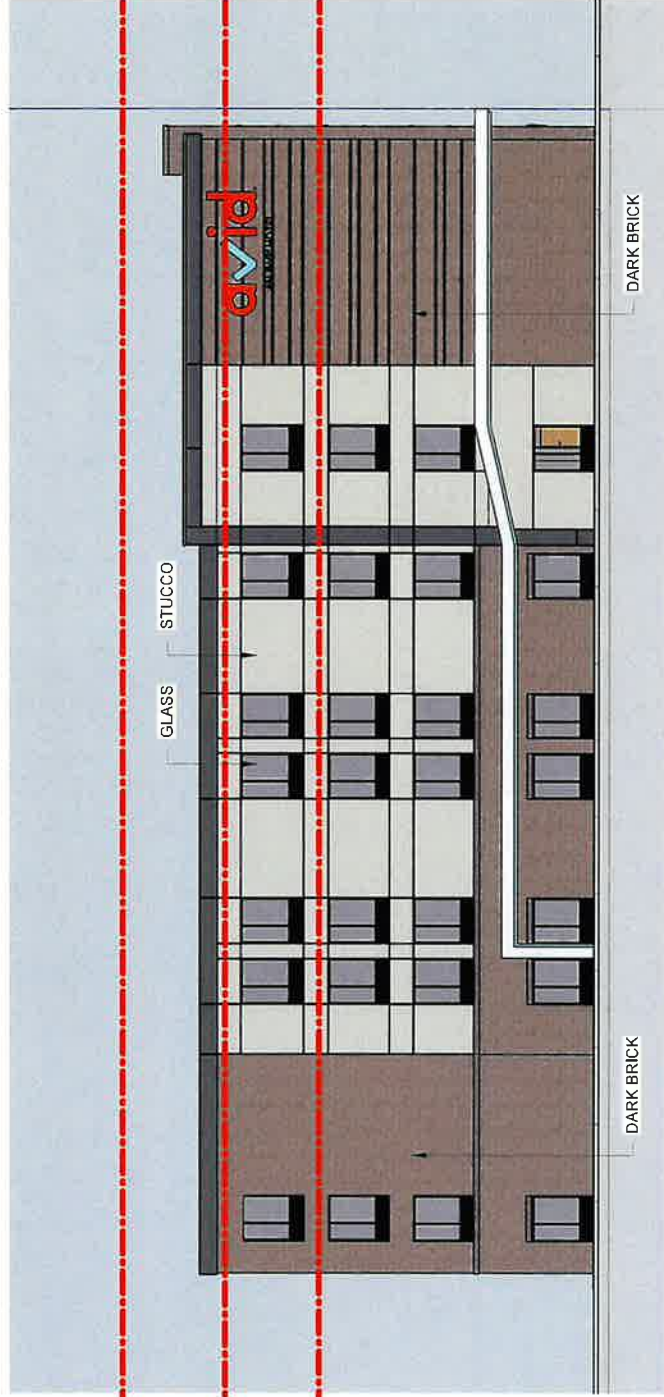
04 JUNE 2021

ALLOWED BUILDING MATERIALS: FACADE DISTRIBUTION PERCENTAGES

BRICK: 55%

STUCCO: 18%

GLASS: 27%



58' NEW HEIGHT REQUEST

46' PROPOSED TOP OF ROOF

35' EXISTING HEIGHT LIMIT

DARK BRICK

DARK BRICK



IHG DUAL BRAND
SUWANEE, GEORGIA



LEFT SIDE ELEVATION

04 JUNE 2021

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Exhibit B (3 of 3)
SUP-2021-001



IHG DUAL BRAND
SUWANEE, GEORGIA

04 JUNE 2021

EXTERIOR RENDERING (VIEW 1)

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SUP-2021-001



IHG DUAL BRAND
SUWANEE, GEORGIA

04 JUNE 2021

EXTERIOR RENDERING (VIEW 2)

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SUP-2021-001



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SUWANEE, GEORGIA

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EXTERIOR RENDERING (VIEW 3)

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SUP-2021-001



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SUWANEE, GEORGIA

EXTERIOR RENDERING (VIEW 4)

04 JUNE 2021

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SUP-2021-001



IHG DUAL BRAND
SUWANEE, GEORGIA

04 JUNE 2021

EXTERIOR RENDERING (VIEW 5)

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SUP-2021-001



Location Map SUP-2021-001

Legend



Site Location





**Zoning Map
SUP-2021-001**

- Legend**
- Site Location
 - City Limits
 - ZONING**
 - C-1
 - C-2
 - C-2A
 - C-3
 - GCA
 - IRD
 - M-1
 - OI
 - OTCD
 - PMUD
 - R-100
 - R-140
 - R-75
 - R-85
 - RM6
 - RM8

