

**AUGUSTA-RICHMOND COUNTY PLANNING COMMISSION  
STAFF REPORT**

**Case Number:** Z-23-22

**Hearing Date:** Monday, June 5, 2023

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**Applicant:** HD Historic Properties

**Property Owner:** Clay Boardman/Marion Partners, LLC

**Address of Property:** 739 Broad Street, Augusta, Georgia 30901

**Tax Parcel #:** 037-3-123-00-0

**Present Zoning:** B-2 (General Business)

**Commission District:** 1 (Jordan Johnson)

**Super District:** 9 (Francine Scott)

**Fort Gordon Notification Required:** No

Request	Proposed Use / Activity	Applicable Text
Rezoning from B-2 to PUD	Mixed-use (multifamily/commercial)	Comprehensive Zoning Ordinance of Augusta, Georgia, Section 19

**1. Summary of Request:**

This application pertains to a 0.21-acre parcel containing the Marion Building, a historic structure originally built in 1914. The applicant seeks to renovate the decades-vacant, 10-story office building into a mixed-use concept of commercial and residential consisting of 56 studio and one-bedroom apartments and a 1,156 square foot ground floor commercial space.

A Planned Unit Development (PUD) is proposed by the applicant for this property primarily due to density. The current zoning allows for a residential density of 29 dwelling units per acre. The permitted residential density of 29 dwelling units per acre would limit the applicant to six (6) dwelling units, less than one dwelling unit per floor.

**2. Comprehensive Plan Consistency:**

The subject property falls within the Downtown Character Area. The 2018 Comprehensive Plan notes that “adaptive reuse of historic buildings will be a key component” of downtown redevelopment; the applicant’s efforts to restore the Marion Building would be consistent with this framework.

**3. Proposed PUD development:**

- i. Permitted Uses: Multi-family residential apartments and commercial uses allowed within the B-2 (General Business) zoning district consisting, but not limited to professional office, restaurants, and retail.

- ii. Building Height: The total height of any structure shall not exceed 165 feet as permitted within the B-2 (General Business) including any potential attached or detached structures.
- iii. Density: The overall density of the site shall not exceed 56 residential dwelling units for the proposed PUD development.
- iv. Parking: The PUD is providing four (4) off-street parking spaces, including two (2) handicap spaces on the property. Additional parking will be needed to support this proposed development. Bike racks allow for a 5 – 10 percent reduction.
- v. Setbacks: The property is currently developed. Any new building would be required to be consistent with the requirements of the B-2 (General Business) zoning district.
- vi. Landscaping and Buffers: The property is built. Any increase shall conform with all related provisions of the Augusta Tree Ordinance, if applicable.
- vii. Open space: A minimum of 25% of the 0.21-acre property will be dedicated to open space. Such open spaces may also include park, recreational or plaza primarily used for public use within PUD boundary. There is an existing public park or plaza and walking trails within 1,300 feet of the property.
- viii. Lot coverage: No minimum lot coverage shall be required as permitted within the B-2 (General Business) zoning district.
- ix. Fence: No fencing is being proposed. If a fence or screen wall is constructed, it shall comply with the fence regulations for the B-2 (General Business) zoning district.
- x. Outdoor Storage: Any outdoor storage shall be limited to enclosed buildings or screening with a 6-foot wood privacy fence or masonry wall.
- xi. Signage: The PUD proposes to prohibit freestanding signage on the property. No freestanding signs shall be permitted on the property without approval by the Planning Commission. Building or wall mounted signs are limited to a maximum surface area of 2 square feet per linear foot. Projecting signs may not project more than 5 feet from the building wall it is attached except for canopy or awning mounted signs. Window signs may not occupy more than 20 percent of the area of any window.

#### 4. Findings:

1. The applicant requests rezoning to a Planned Unit Development (PUD) for the property located at 739 Broad Street.
2. The PUD proposes a mixed use of commercial space on the ground floor with the remaining floors to be residential apartments of various size.

3. There are no zoning cases on file for the property.
4. Public water and sanitary sewer are currently available to the property.
5. This segment of Broad Street is classified as a minor arterial road on the Georgia Department of Transportation (GDOT) Functional Classification map, 2017. Augusta Transit runs along this portion of Broad Street.
6. There are no Special Flood Hazard Areas or wetlands located on the property.
7. All adjacent properties are zoned B-2 (General Business).
8. The proposed rezoning to PUD is consistent with the 2018 Comprehensive Plan.
9. The property is located within the Downtown Historic District.
10. The applicant's Letter of Intent states that they will be restoring the building and as part of the restoration process, the applicant will be applying for historic preservation tax credits at the state and federal level, adhering to all rehabilitation criteria as determined appropriate" by the Department of the Interior and the Historic Preservation Division of the Georgia Department of Community Affairs.
11. Should any exterior renovations occur, a Certificate of Appropriateness will be required from the Historic Preservation Commission prior to construction.
12. The proposed PUD's fifty-six (56) residential dwelling units require eighty-four (84) parking spaces, and the commercial space would require an additional three (3) spaces, for a total of eighty-seven (87). The developer plans to provide four (4) off-street parking spaces, including two (2) handicap spaces on the property. A seventy-six (76) space off-street lot on the southeast corner of Eighth Street and Reynolds Street had been suggested by the applicant as a potential solution to provide the remainder of the parking requirement; it is now unclear if they can obtain use of said lot. Almost all on-street spaces in the 700 block of Broad Street are located within a three hundred (300) foot radius of the subject property, and could therefore count towards the development's cumulative parking provision (*Comprehensive Zoning Ordinance, Section 4-3(b)*).
13. The property is located within the downtown area and in accordance with Section 4-3(d), the Planning Commission may at its discretion reduce the number of parking spaces required for a specific use by Section 4-3(c) provided that sufficient evidence is presented justifying the need for a reduction in the and that every effort has been made to provide off-street parking requirements.
14. The property is not located within the Planned Development Riverfront Zone.
15. The proposed PUD meets the minimum requirements as set out in Section 19-3 of the Comprehensive Zoning Ordinance of Augusta, Georgia.
16. At time of writing, staff have not received citizen feedback pertaining to this case as it has been advertised.

**Recommendation:** The Planning Commission with considerations of this being an adaptive reuse planned unit development, recommends **Approval** of this rezoning to a Planned Unit Development (PUD) subject to the following conditions:

1. The adaptive reuse of this historical building will allow a maximum of 56 dwelling units.
2. The commercial component of the PUD shall be limited to the permitted uses and development standards as stated in Section 22-1, of the Comprehensive Zoning Ordinance for the B-2 zoning district.
3. Any zoning provision not addressed in the PUD document shall revert to the provisions of the B-2 (General Business) zoning district.
4. Any changes to the PUD document and final plan shall comply with Sections 18-6 and 18-7 of the Comprehensive Zoning Ordinance of Augusta, Georgia, as amended for Planned Unit Developments.
5. Prior to the issuance of any building permits, the developer must provide a minimum of 4 handicap spaces onsite and 28 off-street parking spaces, bike racks are to be installed prior to a CO being issued
6. Any proposed exterior construction or renovation of the building shall first receive approval of a Certificate of Appropriateness from the Historic Preservation Commission prior to commencement of such work.
7. Additional development of the property shall comply with all development standards and regulations set forth by the City of Augusta-Richmond County, Georgia, as amended, at the time of development.
8. No freestanding signs shall be permitted on the property without approval by the Planning Commission. Building or wall mounted signs are limited to a maximum surface area of 2 square feet per linear foot. Projecting signs may not project more than 5 feet from the building wall it is attached to except for canopy or awning mounted signs. Window signs may not occupy more than 20 percent of the area of any window.

**Note:** This staff report includes the information available approximately two weeks prior to the Planning Commission hearing. It represents an evaluation of the facts presented by the applicant, research done by the staff, and consideration of the relevant factors in the Comprehensive Zoning Ordinance of Augusta, Georgia. New facts may emerge, and staff reserves the right to make a verbal recommendation at the hearing based on all the information available at that time.



Lois Schmidt  
Planner 1  
Augusta Planning and Development  
535 Telfair Street, Suite 300  
Augusta, GA 30901

April 24, 2023

Planned Unit Development  
Site Development Plan- Letter of Intent  
Marion Building  
739 Broad Street Augusta, GA 30901

**I. Project Narrative:**

- a. This narrative shall serve to express our intent to convert the historic Marion Building, a 10 -story office building that was built in 1914 and is located at 739 Broad Street in Augusta, Georgia, into a mixed used development comprised mainly of multifamily apartments. Our development team has conducted a thorough analysis of the downtown Augusta rental market and a robust investigation of the historic structure and determined that there is sufficient market demand for loft apartments to support the adaptive reuse of the Marion Building. Up to 75% of our proposed project plan will be used to create up to 65 multifamily, residential apartments and up to 5% of the overall square footage of the building will be utilized as commercial. The commercial space is accessible from Broad Street or the Alley to the south of the building. The multifamily units will be marketed as market-rate studio efficient and 1-bedroom units.

The Marion Building is listed on the National Register of Historic Buildings and is an important element of the City of Augusta's history. We are committed to preserving its unique character and architectural features. Our development will apply for both State and Federal historic tax credits and will adhere to all rehabilitation criteria as determined appropriate by the Federal Department of Interior and State of Georgia Historic Preservation Department. These incentives will, in part, allow us to address the concerns of the community and implement sustainable design features such as energy-efficient appliances, water-saving fixtures, and limited green space to promote a healthy and eco-friendly lifestyle. We believe that our proposed development will provide a needed boost to the local economy and enhance the quality of life for the residents of this community.



Through these efforts, we believe that our development will not only contribute to the activation and revitalization of the surrounding neighborhood, but also enhance the cultural and historical significance of the building by positioning it to serve the community for the next 100 years. We are excited about the potential of this project and look forward to working with you to bring it to fruition.

**II. Site Development Characteristics:**

- a. Minimum Lot Area: 9,155 square feet.
- b. Minimum Lot Width: 41 feet
- c. Setbacks: None
- d. Max Impervious Surface Ratio for individual lots and development as a whole: Minimum 10% of open space; Up to 90% impervious.
- e. Minimum and/or maximum building density, including total number of residential units and non-residential square footage permitted, broken down by type.
  - i. Up to 65 Residential Units; size range: 420 sq ft to 678 sq ft. Up to 75% of total building sq footage.
  - ii. Commercial Space; Size: Up to 5% of total building sq ft sq ft
- f. Maximum structure height: 165 ft
- g. Open Space: A minimum of 10% of the 9,155 sq ft lot area will be Green space.
- h. Internal Traffic calming strategies.
  - i. Redeveloped Marion building will have 4 primary entrances to allow access from three directions, ensuring access is not subject to bottleneck caused by over dependence on a single ingress/egress route.
    - 1. Commercial units have entrances fronting Broad Street and/or the Alley.
    - 2. Residential ingress/egress located on north, south, and west sides of the building.
- i. Location, size, and/or amount of bufferyards, screening, landscaping, and tree save areas.
  - i. The Marion building enjoys no existing setbacks. As a result, bufferyards, screening and tree save are not possible.
  - ii. The rear, or north side, of the building will be comprised of at minimum 10% of Green space, which will be landscaped and maintained as a private dog walk area or other tenant amenity.
- j. Layout of lots, lot coverage, streets, and any other infrastructure, including bicycle and pedestrian facilities.
  - i. Lot will be at minimum, 10% permeable.
  - ii. Secure bicycle storage area, between 200-500 sq ft in total size, will be accessible by residents from inside and outside of the building.
- k. Spacing and species of street trees to be installed.



- i. N/A/
  - l. Development-specific architectural design criteria.
    - i. Existing architectural design of the exterior building will be maintained.
    - ii. Project will adhere to all State and Federal historic rehabilitation criteria as determined appropriate by the Federal Department of Interior and State Historic Preservation Department.
  - m. Location, size, and design of any permanent signage.
    - i. Permanent signage will not interfere with historic elements of the building.
    - ii. Commercial signage will be located on windows, doors, or in other areas that are tasteful and unobtrusive, as determined by Owner, to avoid and minimize interference with historic character of the building.
  - n. Location of and specifications for site access.
    - i. All historic, existing access will be maintained for the property.
  - o. Any other site-specific prescriptions deemed necessary for the development of the site, as proposed.
    - i. None.
- III. Planned Unit Development (PUD) Conditions:**
- a. Planned Unit Development, as described in this application, is contingent upon the transfer of title from Marion Partners, LLC to Augusta HD 1, LLC. Should the PUD not come into effect, all rights under the B-2 zoning remain.
- IV. Appendix A:**
- a. Site Plan

Sincerely,

Ryan Sanders

HD Historic Properties



1070 BAKER, S. M. & J. A. BAKER  
1976. *Fl. N. Calif.*, 621. *Acorn*

5100 St. Joseph's Ave. Suite 200  
St. Louis, MO 63112  
Building Property of 10118 St. Joseph's Ave.  
St. Louis, MO 63112  
Circuit Court Case No. 17-18

[illegible]

**RENOVATIONS TO:**  
**MARION BUILDING**  
739 BROAD STREET AUGUSTA, GEORGIA.



4009 Cherry Street, Houston, TX 77021  
 416.742.1208 / [www.hydrocarbon.com](http://www.hydrocarbon.com)

## Schematic Site Plan


AS1.1

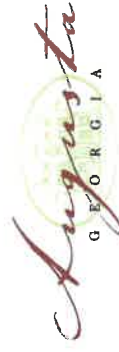
Planning Commission  
Z-23-22  
May 1, 2023

739 Broad Street

Aerial

Legend

 Parcel of Interest



Produced By: City of Augusta  
Planning & Development Department  
535 Telfair Street Suite 300  
Augusta, GA 30901  
4/11/2023 bb21255

Augusta, GA Disclaimer

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0 200 Feet




**Request:** A Change of Zoning from Zone B-2 (General Business) to zone PUD (Planned Unit Development) affecting property containing approximately 0.21-acres located at 739 Broad Street.  
**Name:** HD Historic Properties on behalf of Clay Boardman and Marion Partners, LLC  
**Parcel:** 037-3-123-00-0

Planning Commission  
Z-23-22  
May 1, 2023


739 Broad Street

Current Zoning

Legend

 Parcel of Interest

Zoning  
Classification

 B-2: General Business



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Planning Commission  
Z-23-22  
May 1, 2023

739 Broad Street


Future Zoning

Legend

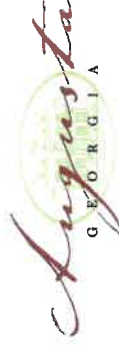
 Parcel of Interest

Zoning

Classification

 B-2: General Business

 PUD: Planned Unit Development



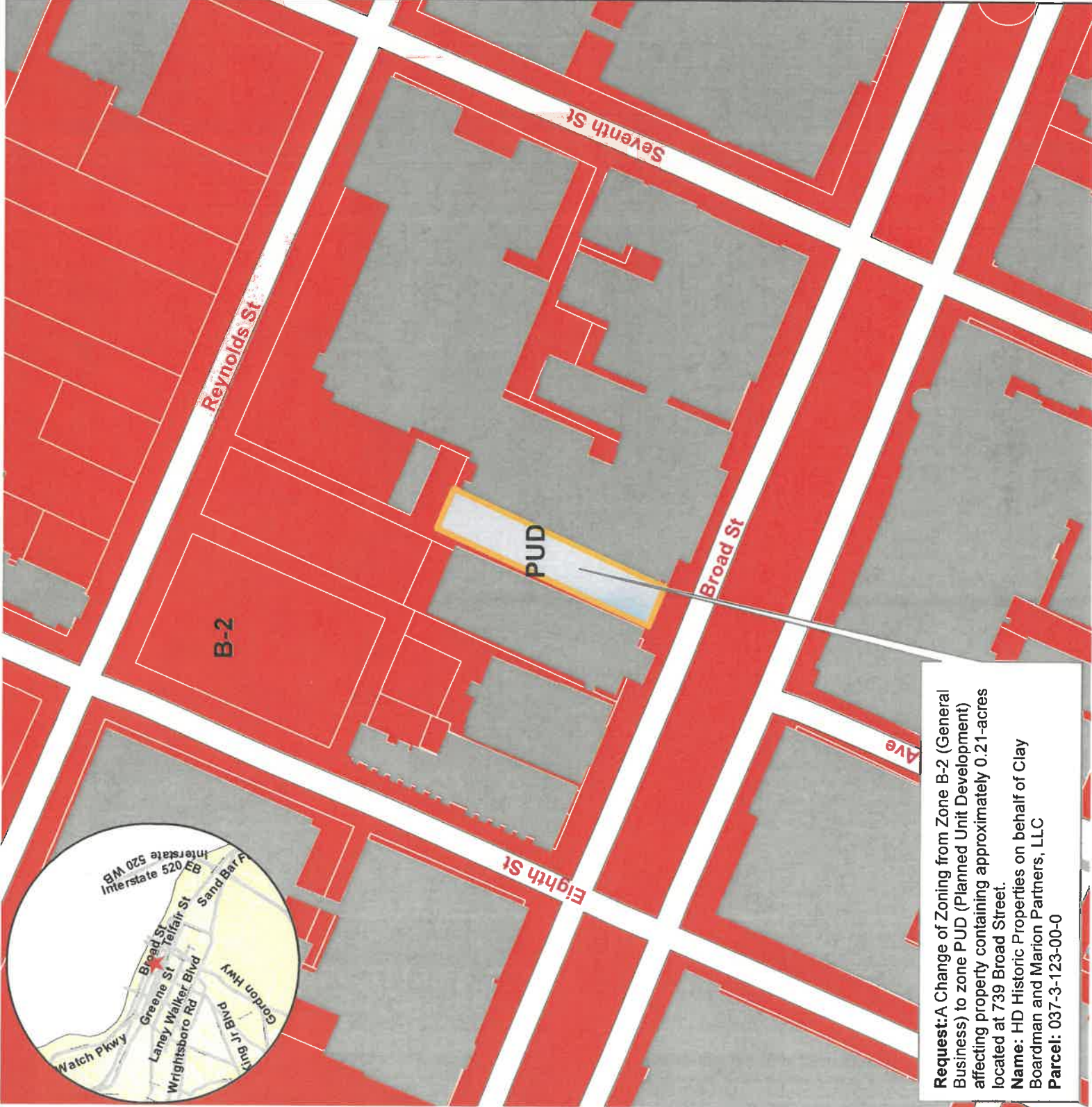
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