



## Staff Report

Author: Kimberly Barlett, Senior Planner  
Department: Development Services  
Subject: Conditional Use  
Meeting Date: April 7, 2026  
Application: CU-26-8

Existing Zoning: B-2 (General Commercial District)

Map & Parcel: 465F-2

Parcel Size: 2.19 acres

Applicant: Ms. Shronda Louder  
612 Tradewinds Loop  
Rincon, Ga 31326

Owner(s): Mr. Steve S.  
135 Goshen Road Ext  
Rincon, Ga 31326

Commissioner District: Fifth District

Location: 135 Goshen Road Ext, Unit 103  
Rincon, Ga 31326

### Existing Land Use and Zoning:

The subject parcel is located at 135 Goshen Road Ext, Unit 103, and contains a suburban shopping center as identified in the Effingham County Tax Assessor's database. Access to the property is provided from Goshen Road Extension, Center Court Drive, and Business Park Drive.

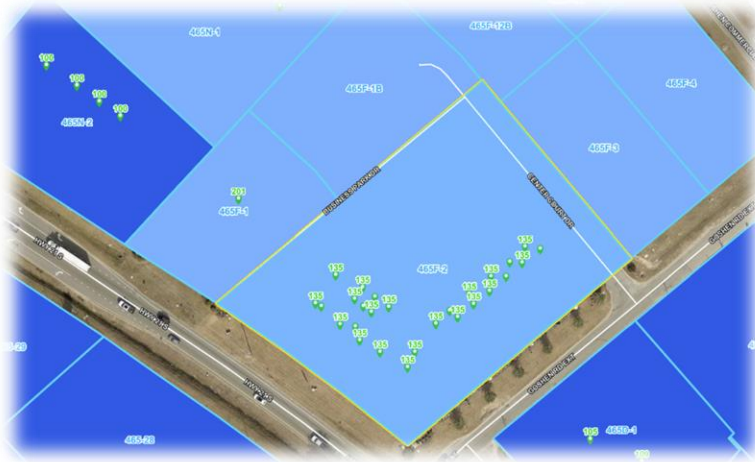
The parcel is zoned B-2 (General Commercial District). Surrounding properties are similarly zoned and developed as a commercial hub, offering essential goods, professional services, and shopping opportunities that support residents, businesses, and visitors alike.

Surrounding zoning classifications include:

- **North:** B-2 (General Commercial District)
- **South:** B-3 (Major Commercial)



- **East:** B-2 (General Commercial District) & B-3 (Major Commercial)
- **West:** B-3 (Major Commercial)



**Project Summary/Proposed Request:**

The applicant is requesting approval of a **Conditional Use** to operate a **beauty school** within the B-2 (General Commercial District) zoning district. The proposed use will occupy two suites within the commercial space and will provide students with instruction in hair styling, esthetics, and nail technician services. These services will be taught to students and subsequently offered to the public, along with the sale of beauty products displayed in a showcase.

Students will practice clinical work on mannequins, members of the public, and each other. At maximum capacity, the school anticipates approximately 25 students enrolled, with 2 to 3 staff members present daily.

The business is an existing operation, established in 2020, that is relocating and expanding. It will be owner-operated, with anticipated customer traffic of approximately 10 to 20 clients per week. Hours of operation are expected to be Monday through Friday, 9:00 a.m. to 5:30 p.m., with the potential for evening classes extending to approximately 8:30 p.m.

Parking for students and employees, as outlined in the lease agreement, will be designated in a grassed area.

**Facts and Findings:**

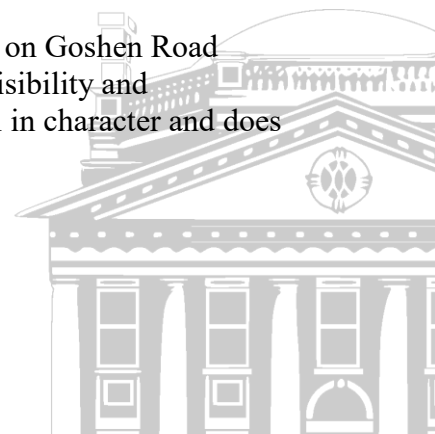
**Site Characteristics**

The subject parcel contains **2.19 acres** with a commercial shopping center located on Goshen Road Extension. The building placement is along a major thoroughfare, ensuring high visibility and accessibility for consumers across the entire community. The parcel is commercial in character and does

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**Planning and Zoning Services**

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 (912) 754-2128  
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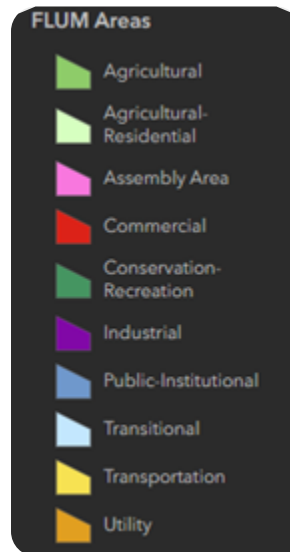




The scale and operational characteristics of the proposed business remain consistent with the commercial character of the B-2 district.

### Comprehensive Plan:

The parcel is designated **Commercial Area** on the **Future Land Use Map (FLUM)**. This category supports land dedicated to non-industrial business uses. The intent is to ensure a harmonious relationship between commercial and non-commercial land uses. Uses are categorized by neighborhood commercial, General commercial, and Highway Commercial. Neighborhood Commercial provides locations for small-scale stores and serving residential areas. General Commercial provides locations for large, county-wide and regional businesses that tend to generate higher traffic volumes. Highway Commercial are more intensive uses such as wholesale operations and automotive sales and service. Commercial uses may be located as a single use in one building or grouped together in a shopping center or office building. (Effingham County 2020-2040 Joint Comprehensive Plan, pg. 36).



### Recommendation

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Staff recommends **APPROVAL** of the request, subject to the following conditions:

1. **An Effingham County Occupational Tax Certificate (business license) shall be obtained** and kept in good standing.
2. **Disposal and storage of products will comply** with applicable laws and safety requirements.

Based on the analysis above, staff finds that the proposed Conditional Use is compatible with surrounding land uses, consistent with the intent of the B-2 zoning district, and unlikely to create adverse impacts on adjacent properties.

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