

**CITY OF LAWRENCEVILLE
PLANNING AND DEVELOPMENT DEPARTMENT
REZONING AND SPECIAL USE REPORT**

CASE NUMBER:	RZC2022-00033, SUP2022-00059 AND SUP2022-00065
APPLICANT:	DeTHOMAS INVESTMENTS, LLC.
CONTACT:	RONNIE DeTHOMAS
PHONE NUMBER:	678.584.9990
LOCATION:	733 BUFORD DRIVE, 346 REYNOLDS ROAD
PARCEL ID:	R7012 016A, R7012 017, R7012 020
ACREAGE:	1.87
ZONING PROPOSAL:	GDOT RIGHT-OF-WAY (GDOT RAMP “Z”) AND BG (GENERAL BUSINESS DISTRICT) TO HSB (HIGHWAY SERVICE BUSINESS DISTRICT)
PROPOSED DEVELOPMENT:	REZONING WITH SPECIAL USE PERMIT(S) ALLOWING THE INSTALLATION OF A BILLBOARD WITH AN ELECTRONIC MESSAGE CENTER (EMC), AND AN INCREASE IN THE OVERALL HEIGHT OF A BILLBOARD FROM FORTY-FIVE (45) FEET TO SEVENTY-FIVE (75) FEET
DEPARTMENT RECOMMENDATION:	APPROVAL WITH CONDITIONS

ZONING HISTORY:

The subject properties have been zoned BG (General Business District) since 1971.

PROJECT DATA

The applicant request rezoning of a 1.87-acre parcel assemblage from BG (General Business District) to HSB (Highway Service Business District), along with two Special Use Permit(s) to allow the installation of a Billboard with an Electronic

Message Center (EMC), and an increase in the overall height of Billboard from 45 to a maximum height of 75 feet. The subject property is located at the northeast intersection of Georgia Highway 20/Buford Drive and Georgia Highway 316/University Parkway, with road frontage along the western right-of-way of Reynolds Road. In addition, access to site is limited to two (2) existing curb cut along Reynolds Road. The property has been vacant for several years and was utilized as a staging area during the construction of the Georgia Department of Transportation (GDOT) Buford Drive Project; which included the Reynolds Road Extension.

Since 2012, the existing EMC Billboard has been at its present location (PIN 7012 016A), pursuant to the approval of an application and permit for an outdoor advertising sign by the City of Lawrenceville Planning and Development Department (Ref#: 2674656) and the Georgia Department of Transportation (G.D.O.T.S.P D3840). The approval allowed the construction of one illuminated billboard, consisting of two (2) back-to-back panels measuring 672 square feet each with a point of view extended to the north and south along Buford Drive.

Due to the completion of the Buford Drive Project the applicant is requesting approval of a Special Use Permit allowing the installation of a new EMC billboard consisting of three (3) EMC sign display areas directed towards the south (Lawrenceville), east (Athens) and west (Atlanta). The overall square footage of the combination of sign display area would be approximately 1,342 square feet. Additionally, the applicant is requesting a Special Use Permit allowing overall sign height of 75 feet to potentially avoid existing and proposed man-made structures (i.e. bridge, building, topography) from obstructing the view of the proposed sign to the west. Therefore, the applicant is requesting a sign height increase from 45 feet to 75 feet. In addition, the billboard would be located approximately sixty 60 feet to the east of the Buford Drive right-of-way and approximately seven (7) feet to the north of the Georgia Highway 316/University Parkway intersection.

The area along the Georgia Highway 316/University Parkway corridor could be characterized by commercial, office institutional and light industrial uses and zoning. There are a total of eight (8) approved billboards located along the Georgia Highway 316/University Parkway corridor, four (4) of which were constructed with either EMC sign surface display areas or movable parts. Additionally, six (6) of the billboards are located along Georgia Highway 316/ University Parkway between its intersections with Georgia Highway 20/Buford Drive and Hi-Hope Road, three (3) of which, including the subject property, contain EMC sign surface display areas or movable parts. Therefore, the proposed relocation and enhancement of the an

existing billboard could be considered to be consistent with the precedent established by the City.

The City of Lawrenceville 2040 Comprehensive Plan and Future Development Map indicate the subject property is located within the Community Mixed Use Character Area. Policies of this character area recognize the distinct possibility of higher intensity relating to transportation, use and zoning. The request to install an electronic billboard at this location could be consistent with the previous approvals of similar request along the Georgia Highway 316/University Parkway corridor.

The proposal could be consistent with the precedent established by the City relating to the number of billboards located along the segment of Georgia Highway 316/University Parkway between the intersections of Georgia Highway 20/Buford Drive and Hi-Hope Road. Therefore, the rezoning, relocation and enhancement of an existing billboard with an EMC sign surface display area at this location may be appropriate if properly conditioned. Therefore, the Planning and Development recommends **APPROVAL WITH CONDITIONS** of the requests.

CITY OF LAWRENCEVILLE DEPARTMENT COMMENTS:

ENGINEERING DEPARTMENT

No comment.

ELECTRIC DEPARTMENT

No comment.

GAS DEPARTMENT

No comment.

DAMAGE PREVENTION DEPARTMENT

No comment.

CODE ENFORCEMENT

No comment.

STATE CODE 36-67-3 (FMR.) REVIEW STANDARDS:

1. **Will the Rezoning and Special Use Permit proposal allow a use that is suitable in view of the use and development of an adjacent and nearby property?**
Yes. The proposed rezoning and Special Use Permits would be suitable of in view of similar uses and zoninig in the immediate area.
2. **Will the Rezoning and Special Use Permit proposal adversely affect the existing use or usability of adjacent or nearby property?**
No. The proposed zoning classification and EMC billboard would be compatible with surrounding zoning and billboards located in the immediate area.
3. **Does the property to be affected by the Rezoning and Special Use Permit proposal have a reasonable economic use as currently zoned?**
Yes.
4. **Will the Rezoning and Special Use Permit proposal result in a use, which will or could cause an excessive or burdensome use of existing streets, transportation facilities, utilities, or schools?**
No.
5. **Is the Rezoning and Special Use Permit proposal in conformity with the policy and intent of the City of Lawrenceville Comprehensive Plan?**
Yes. Due to the construction of the Buford Drive Project, the subject property has remained vacant for several years. The proposed rezoning and Special Use Permits would allow a redevelopment opportunity for under utilized parcels of land. Therefore, the proposal could be considered to be in conformity with the policies and intent of the 2040 Comprehensive Plan.
6. **Are there other existing or changing conditions affecting the use and development of the property, which give supporting grounds for either approval or disapproval of the Rezoning and Special Use proposal?**
Yes. The proposed rezoning and Special Use Permits would allow the applicant an opportunity to use the property in compliance with the rules and regulations of the City of Lawrenceville.