



STAFF APPLICATION ANALYSIS REPORT

ZONING CASE #: V26-004

LANDOWNERS: Samuel Cordos / Bright Stone Lending LLC

APPLICANT: Kelly Hiett on behalf of GBT Realty Corporation

PROPERTY ADDRESS: 530 and 540 Brand Road

MAP/PARCEL #: R5160 057 and R5160 175

PARCEL DESCRIPTION: Residential (vacant)

AREA: 3.61 acres

EXISTING ZONING: CH

PROPOSED ZONING: No Change

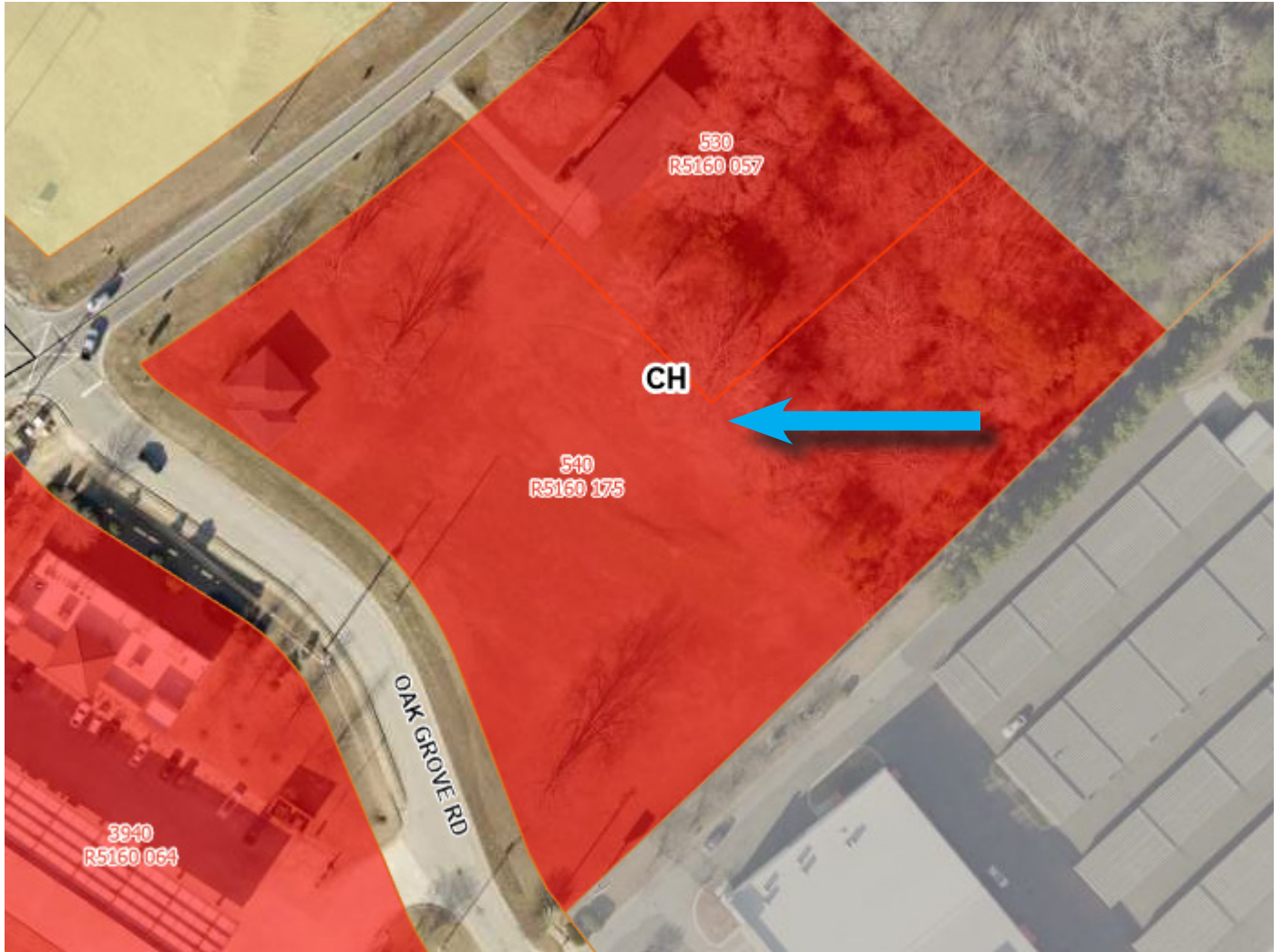
FUTURE LAND USE MAP: Commercial

REASON FOR REQUEST: Seeking relief from the City of Loganville Code of Ordinances 119-454 Frontage and Perimeter Landscaping Requirements. Specifically, the applicant is seeking removal of the requirement of a landscape strip at least 10 feet wide along all public rights-of-way.

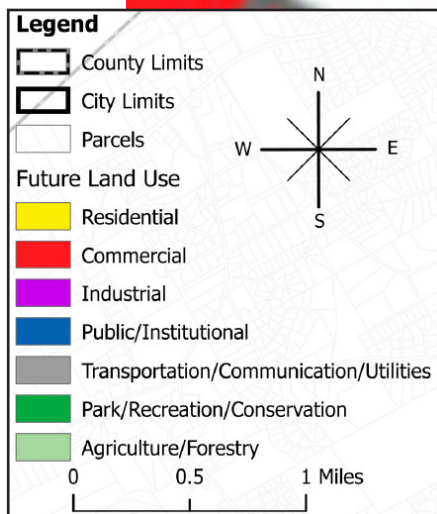
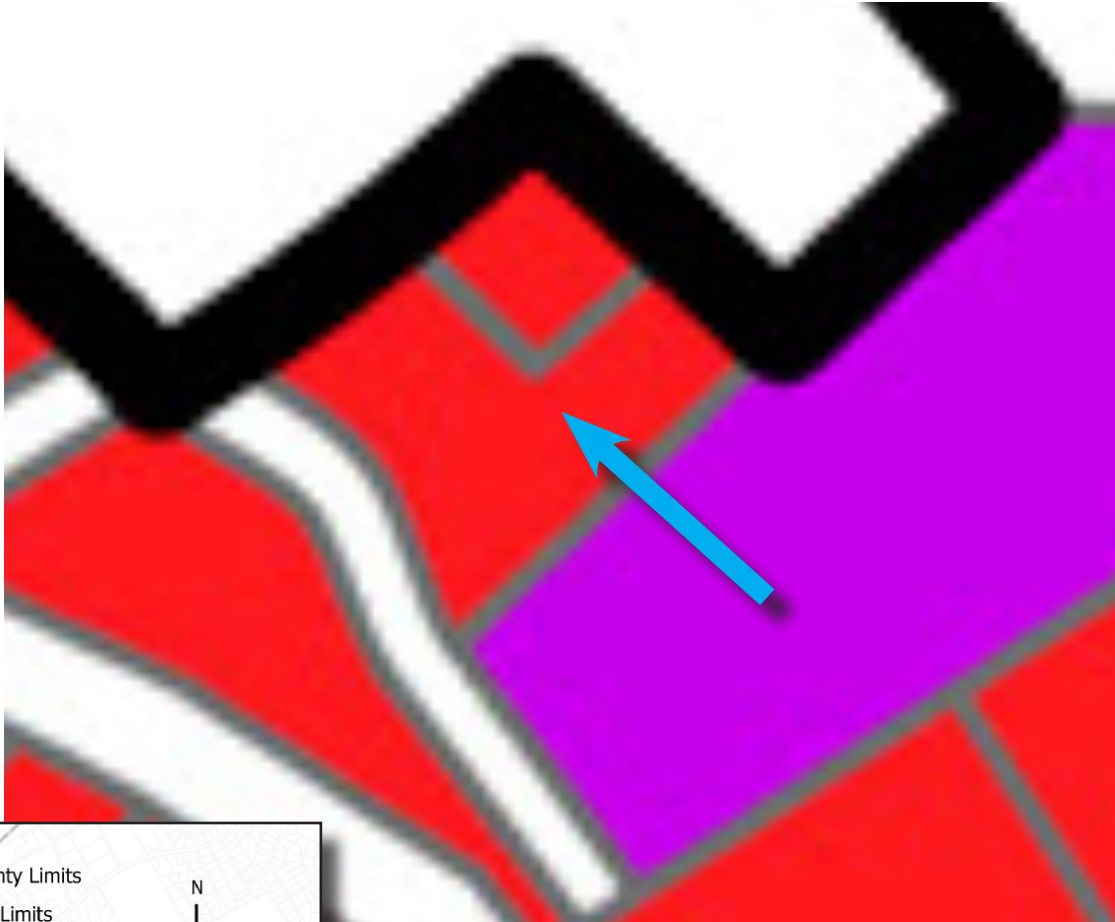
PLANNING COMMISSION HEARING: July 23, 2026

CITY COUNCIL HEARING: August 10, 2026

ZONING MAP



FUTURE LAND USE MAP



Applicant's Request

The applicant is seeking a variance to eliminate the required 10-foot landscape buffer along Oak Grove Road.

Existing Conditions

Each parcel has a residence on it, with 540 Brand Road having a 952-square-foot home that was built in 1940 and 530 Brand Road having a 2,064-square-foot home that was built in 1974, according to Gwinnett County records. The properties were annexed into the City in 2008 with the original intent of building a hotel and retail center.

Big Flat Creek runs along the northeast property line.

Impact Analysis / Recommendation

What extraordinary or exceptional conditions due to size, shape or topography are present on the property in question that support the request for relief? The applicant states that the variance is warranted as a result of the impact from the nearby intersection, buffer requirements for the state waterway as well as the lot not being rectangle, complicating the ability to maintain uniformity. There are about 27 parking spaces of which some portion of them is in the buffer.

What other conditions are unique to the property and adversely affect its reasonable use or usability as currently zoned? None.

How does the application of the requirements of the applicable ordinance to the property in question create an unnecessary hardship? Sec. 119-34 (b) Major Variances of the City code states that relief from City code may only be granted to the extent necessary to alleviate unnecessary hardship and not as a convenience to the applicant. The applicant states, "The simultaneous application of Georgia EPD stream buffer rules, City of Loganville stream buffer and non-impervious setback requirements, dual public street frontage landscape buffers, and standard zoning setbacks leaves a development footprint that, if all standards are applied strictly, cannot accommodate a shopping center of a scale consistent with the CH zoning designation." Shopping centers inside City limits come in all shapes and sizes and this applicant has failed to show any consideration for a smaller footprint which would likely not require any of the variances.

Would the requested relief, if granted, cause substantial detriment to the public good or impair the purpose and intent of the applicable ordinance? No.

Recommended action: As a result of no true hardship being proven, the staff recommendation is to deny this variance.



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Planning Commission Recommended Conditions

City Council Conditions