

STAFF APPLICATION ANALYSIS REPORT

ZONING CASE #: V26-002

LANDOWNERS: Red Lion Acquisition & Management

APPLICANT: Timothy Prater / Prater Consulting LLC

PROPERTY ADDRESS: 520 Brand Road

MAP/PARCEL #: R5160 059

PARCEL DESCRIPTION: Single family home converted to commercial building with plans to add a warehouse on backside of property.

AREA: 2.97 acres

EXISTING ZONING: LI

PROPOSED ZONING: No Change

FUTURE LAND USE MAP: This property was annexed into the City in November 2024 and the City of Loganville has not yet incorporated it into the Future Land Use map. Gwinnett County had the property labeled Community Mixed Use in their 2040 Future Land Use map.

REASON FOR REQUEST: Seeking relief from the City of Loganville Code of Ordinances 119-380 Minimum Off-Street Parking and Loading Requirements. Specifically, the applicant wants to reduce the total number of parking spaces required for their project.

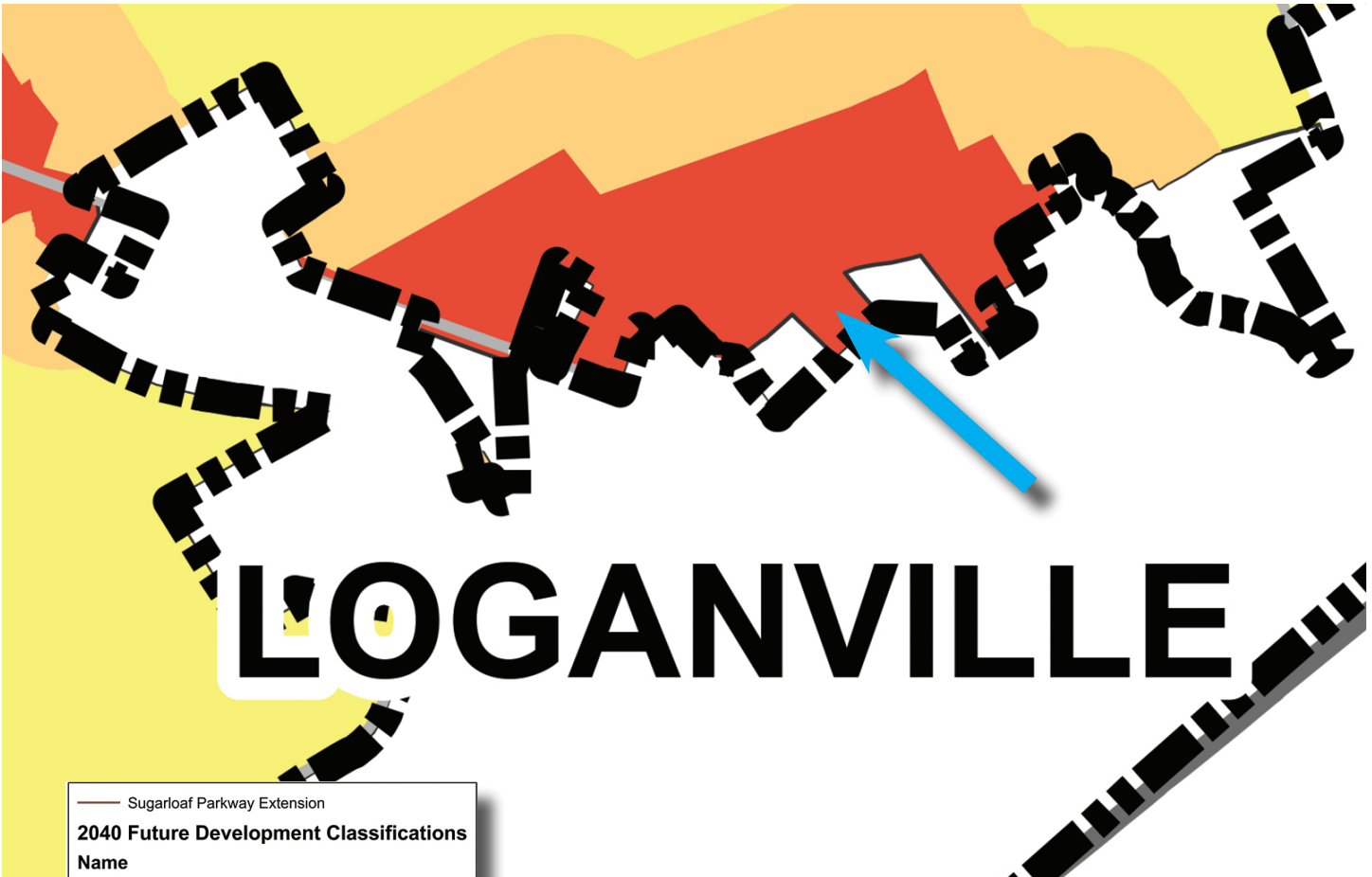
PLANNING COMMISSION HEARING: April 23, 2026















CITY COUNCIL HEARING: May 11, 2026

ZONING MAP



FUTURE LAND USE MAP



	Sugarloaf Parkway Extension
2040 Future Development Classifications	
Name	
	Regional Activity Center
	Community Mixed-Use
	Neighborhood Node
	Workplace Centers
	Innovation Districts
	Chattahoochee River Area
	Community Amenities
	Vibrant Communities
	Established Neighborhoods
	Emerging Suburban
	Suburban Estate Living
	Municipalities
	Lake Lanier

Applicant's Request

The applicant is seeking a variance to reduce the number of parking spots required for this project under Sec. 119-380.

Existing Conditions

Gwinnett County records indicate that the parcel is home to a 3,214-gross-square-foot single family residence that was built in 1977. The heated square footage is 2,798. It maintained its single family residence status until 2024, when it was annexed into the City of Loganville with the Light Industrial zoning.

The applicant has been transitioning the house to a commercial use and is currently under plan review for the addition of a 5,000-square-foot metal storage building on the property.

Under current zoning criteria, the project would require 28 parking spaces. This includes one for each 200 square feet of office space plus three per operator for the main office, which would equal 16 parking spaces. The warehouse would require four spaces for the first 5,000 square feet of space plus one space for each fulltime employee, which would equal 12 additional parking spots for the warehouse.

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? None.

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? The City's parking ordinance is overly simplified in that it is not designed for hybrid projects such as this case. At issue is also the fact that parking standards are designed mostly for projects with a visiting customer base. This company is proposing very limited public interaction, but consideration should be given to the next owner and use of the property.

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: The applicant has asked for what equals to a 50 percent reduction in the parking requirements. While staff agrees the parking requirement might seem too much, but the future growth of this company as well as potential future users of this property should be taken into consideration. The staff recommendation is to approve this variance but only for a reduction in 9 parking spaces.



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Planning Commission Recommended Conditions

City Council Conditions