



Planning & Development
4303 Lawrenceville Rd.
Loganville, GA 30052 770.466.2633 •
planning@loganville-ga.gov

STAFF APPLICATION ANALYSIS REPORT

ZONING CASE #: R24-031

LANDOWNERS: Ann R. Jones

APPLICANT: BMM Real Estate LLC c/o Mahaffey Pickens Tucker LLP

PROPERTY ADDRESS: Atlanta Highway

MAP/PARCEL #: LG060129, portion of LG110007

PARCEL DESCRIPTION: Vacant

AREA: 5.09 acres

EXISTING ZONING: R-44

PROPOSED ZONING: CH

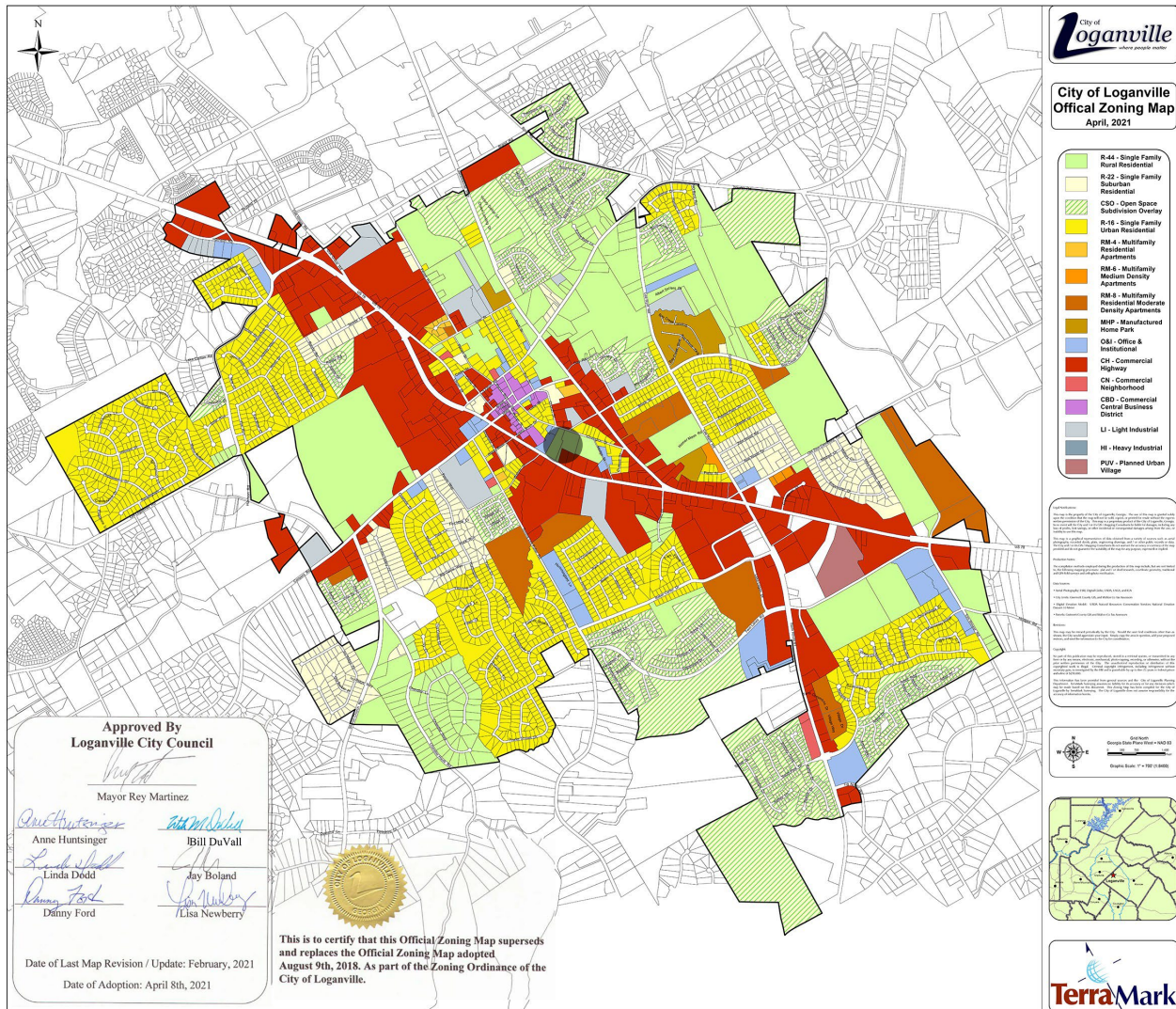
FUTURE LAND USE MAP: Agriculture / Forestry, Residential

REASON FOR REQUEST: To build a 50,000-square-foot medical building.

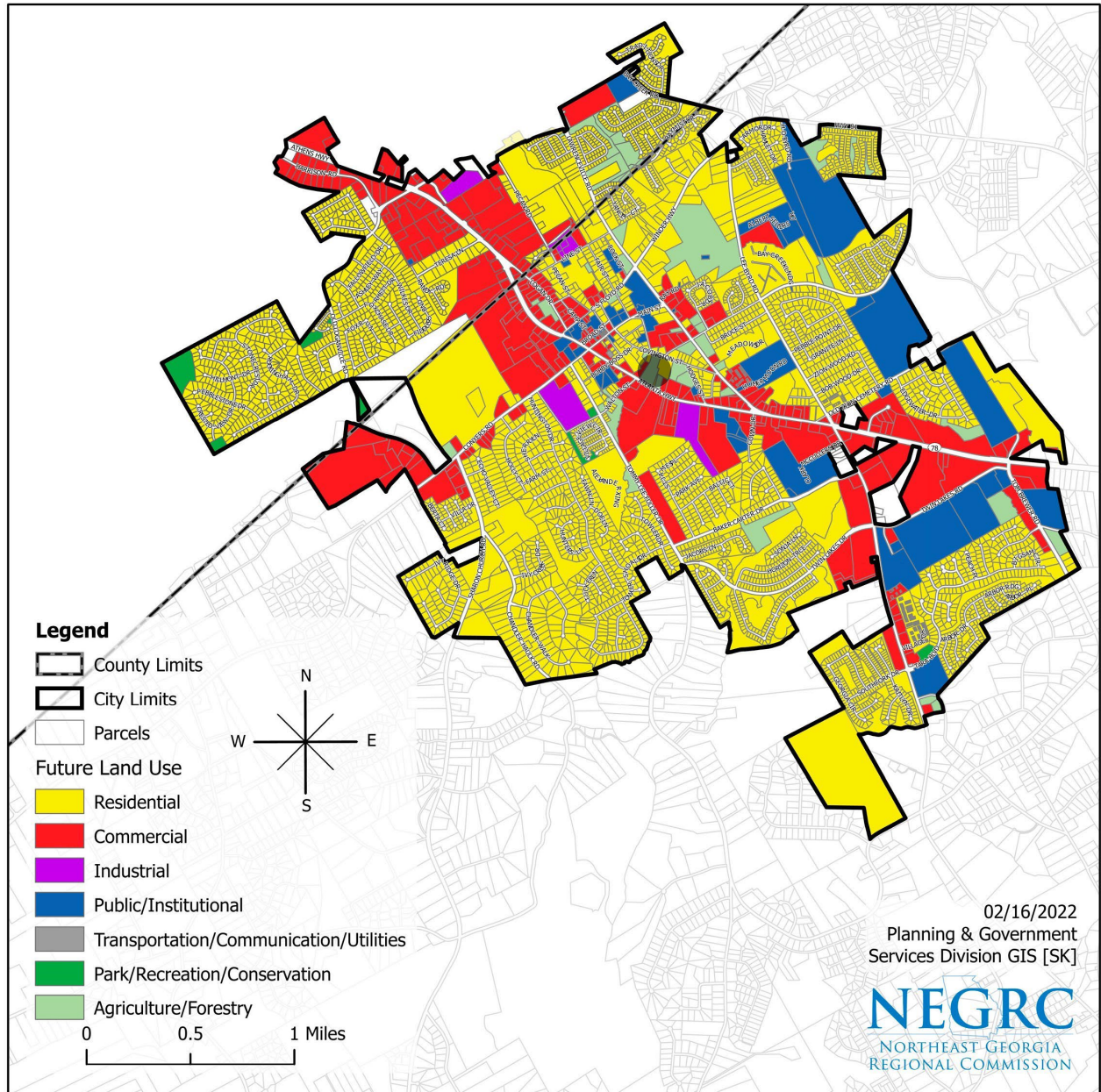
PLANNING COMMISSION HEARING: Oct. 24, 2024

CITY COUNCIL HEARING: Nov. 14, 2024

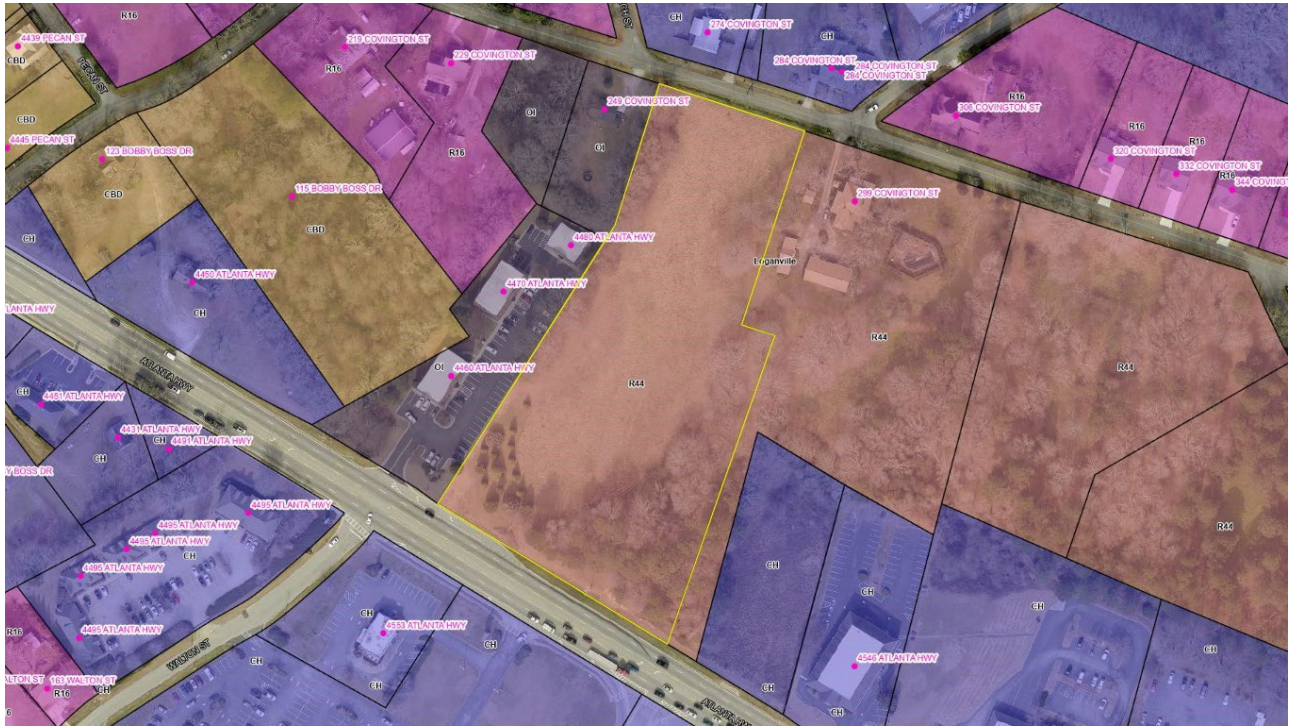
ZONING MAP



FUTURE LAND USE MAP



AREA ZONING



Applicant's Request

The applicant is seeking to combine all 5.02 acres of LG060129 plus .05 acres of LG110007, both currently zoned R-44, with all of the 1.16 acres of LG110009, currently zoned CH. If approved, the project will include a two-story, 50,000-square-foot medical building.

Existing Conditions

The land is currently vacant. There is a water feature on the property but City engineers agree with the applicant's engineers that this water immediately upstream of the US 78 culvert should be classified as a jurisdictional wetland with no stream buffers required.



Impact Analysis/Recommendation

What is the impact upon the overall appearance of the City and impacts upon aesthetic conditions of adjacent parcels? This project will result in the removal of most of the trees on the parcels of land and develop one of the few remaining tracts of land still vacant along Highway 78. It is adjacent to Office and Institutional zoning to its west, Commercial Highway and R-44 to the east, Commercial Highway to the south and CH to the north. As there are several two-story buildings already in the area, the addition of one more will not likely have much of an impact on the overall appearance and conditions of adjacent parcels.

What is the impact upon thoroughfare congestion and traffic safety? Georgia Department of Transportation reports the annual average daily traffic on Highway 78 was 37,400 in 2023, the most recent data available and steadily on the rise from 36,300 in 2021. The city's Comprehensive Traffic Study projects that traffic in the area of Highway 78 between Walton and Hodges streets will be 48,025 by 2035 and 54,375 by 2045.

Long range goals in the area identified by the study include creating bicycle and pedestrian improvements along Bay Creek Road from Covington Street to Lee Byrd Road.

A property going from being vacant to being used for a commercial purpose will impact congestion and traffic safety in the area. While the Highway 78 entrance will be governed by regulations from GDOT, the applicant should be made aware of the potential need for a decel lane for those accessing the site while driving east along Covington Street, if the project is approved.

What is the impact upon population density and the potential for overcrowding and urban sprawl? A property going from residential to commercial use typically results in increased traffic but lessens the impact of population density and overcrowding.

What is the impact upon the provision of water, sewerage, transportation and other urban infrastructure services? The applicant will have to coordinate with the Utilities Department for the necessary upgrades to the sewer pump station that will serve it. Water is readily available in the area. The applicant will also have to coordinate with GDOT for their curb-cut on Highway 78. If approved, and a decel lane is determined to be necessary on Covington Street, the applicant will likely have to shift their entrance to ensure the entry is done to current city standards.

How does the proposed use provide protection of property against blight and depreciation? This property is currently vacant so the development commercial purposes along the Highway 78 corridor would bring it more in line with neighboring properties, which in turn would likely result in increased property value.



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Is the proposed use consistent with the adopted Comprehensive Plan? No, the future land use for this lot is Forestry / Agriculture and R-44.

What is the impact upon adjacent property owners if the request is approved? Minimal as the property is predominantly surrounded by properties that are already zoned for commercial purposes.

What is the impact upon adjacent property owners if the request is not approved? The property will likely remain vacant until another commercial developer comes along with another project.

Are there any other factors effecting the health, safety, morals, aesthetics, convenience, order, prosperity, or the general welfare of the present and future inhabitants of the City of Loganville?
No.

Recommended action: Staff recommendation is to approve the rezone.

Planning Commission Recommended Conditions

City Council Conditions



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DATA APPENDIX

WATER

Is a water line adjacent to the property? If not, how far is the closest water line? Yes

Size of the water line? 12 inch on Atlanta Highway

Capacity of the water line? Unknown

Approximate water usage by proposed use? Unknown

SEWER

Is a sewer line adjacent to the property? If not, how far is the closest sewer line? Yes

Size of the sewer line? 8-inch

Capacity of the sewer line? Unknown

Estimated waste generated by proposed development? Unknown

DRAINAGE AND ENVIRONMENTAL CONCERNS

Does flood plain exist on the property? What percentage of the property is in a floodplain?
Unknown

What is the drainage basin for the property? Big Flat Creek

Is there potential for the presence of wetlands as determined by the U.S. Environmental Protection Agency? If so, is the use compatible with the possible presence of wetlands?
Unknown

Do stream bank buffers exist on the parcel? Unknown

Are there other topographical concerns on the parcel? Unknown

Are the storm water issues related to the application? Unknown



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TRANSPORTATION

What is the road affected by the proposed change? What is the classification of the road?
Highway 78 (major collector), Covington Street (minor collector)

What is the traffic count for the road? 37,500 for Highway 78, unknown for Covington Street

Estimated number of cars generated by the proposed development? Unknown

Estimated number of trips generated by the proposed development? Unknown

Do sidewalks exist in the area? Yes

Transportation improvements in the area? If yes, what are they? No, but a decel lane will likely be required for the entrance on Covington Street.

EMERGENCY SERVICES

Nearest city fire station from the development? Station 15 @ 789 Lee Byrd Road

Distance of the nearest station? 1 mile

Most likely station for 1st response? Station 15

Service burdens at the nearest city fire station (under, at, or above capacity) At capacity.