



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

STAFF APPLICATION ANALYSIS REPORT

ZONING CASE #: R24-030

LANDOWNERS: Red Lion Acquisitions & Management

APPLICANT: Juan Ramon

PROPERTY ADDRESS: 520 Brand Road

MAP/PARCEL #: R5160 059

PARCEL DESCRIPTION: Residential

AREA: 3 acres

EXISTING ZONING: R100 – Single Family Residence

PROPOSED ZONING: LI

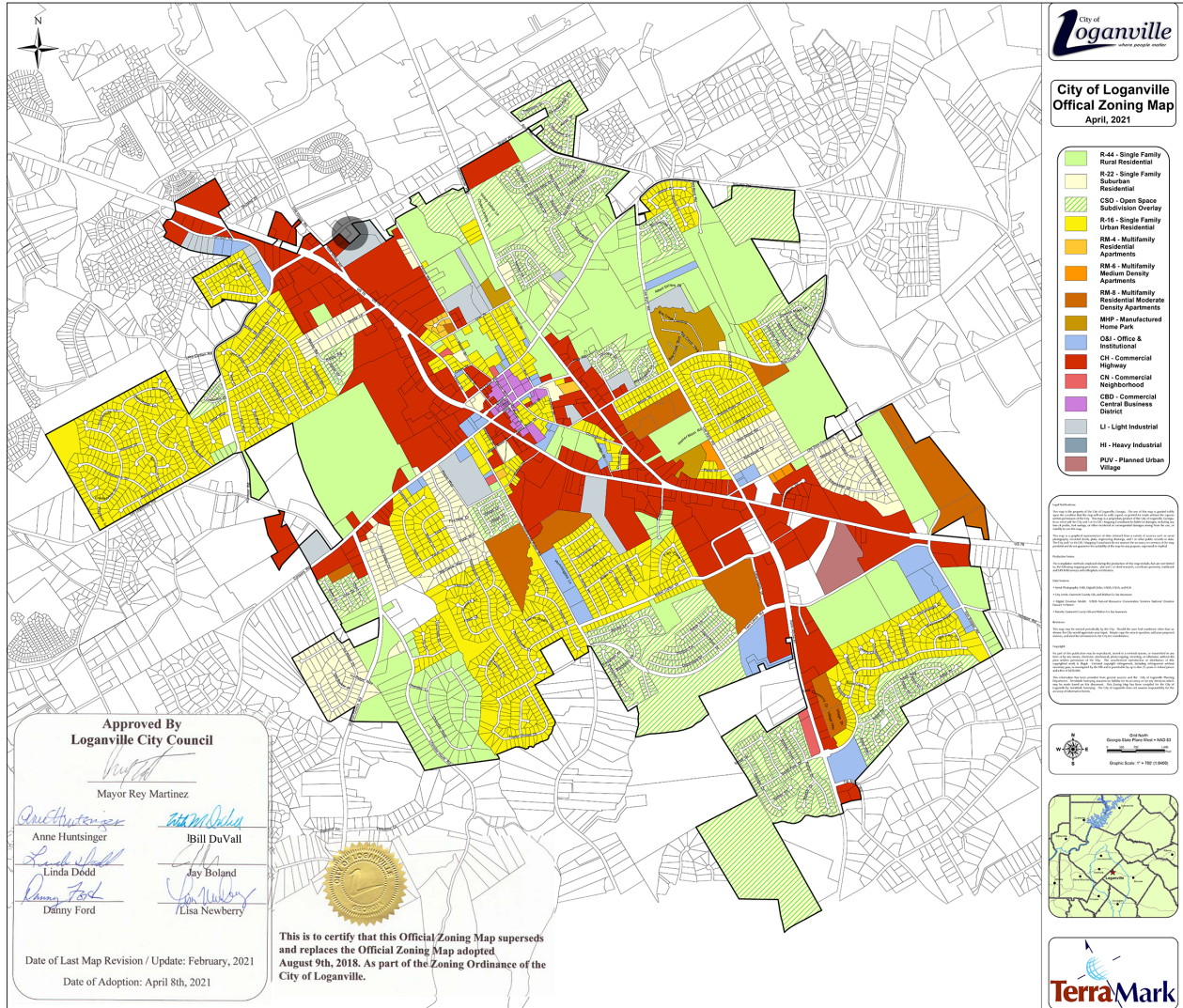
FUTURE LAND USE MAP: Community Mixed Use (Gwinnett)

REASON FOR REQUEST: Turn a residence into a contractor's office with plans for future growth

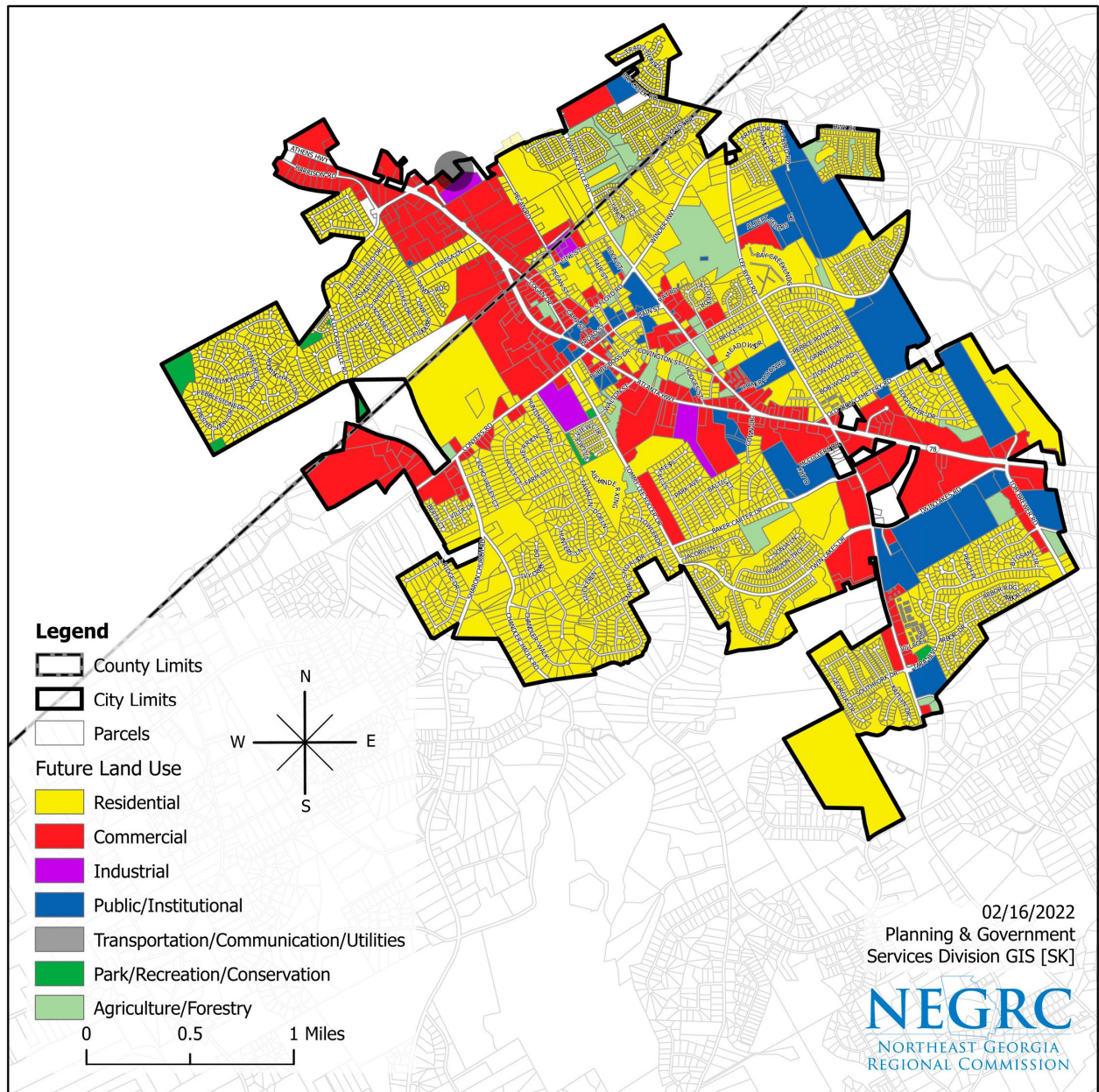
PLANNING COMMISSION HEARING: Oct. 24, 2024

CITY COUNCIL HEARING: Nov. 14, 2024

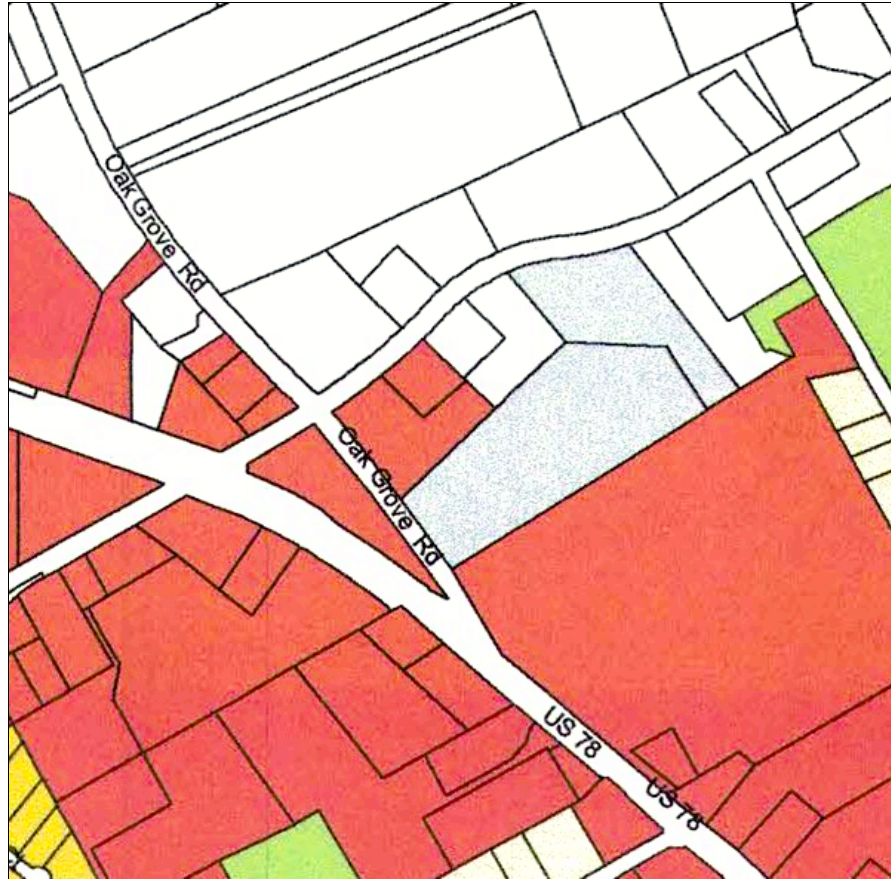
ZONING MAP



FUTURE LAND USE MAP



AREA ZONING





Applicant's Request

The applicant is applying to annex this 3-acre tract into the City to convert a current single-family home into office space for a contractor's office.

Existing Conditions

The current single-family home on the property was built in 1977 and has 1,680 square feet of space on the main floor as well as 832 square feet of space in a finished basement. Gwinnett County records indicate that a shed was placed on the property in 1977.

Impact Analysis/Recommendation

What is the impact upon the overall appearance of the City and impacts upon aesthetic conditions of adjacent parcels? The property is already surrounded on three sides by parcels that are already inside City limits, with Light Industrial Zoning to the northeast and south/ southeast as well as Commercial Highway to the southwest. As their intent initially is only to give the house a facelift and add fencing to the property, the aesthetic impact is minimal.

What is the impact upon thoroughfare congestion and traffic safety? Brand Road has developed into a major cut-through for traffic in the area, serving to connect Highway 78 with SR 20. The City of Loganville Comprehensive Traffic Study recorded 9,529 cars on Brand Road between Pecan Street and Oak Grove Road, an area that includes the property seeking annexation and re-zoning. Traffic growth is expected to be limited in the area, as traffic volume is expected to increase to 12,850 by 2045. This projection is based on Brand Road remaining a two-lane roadway.

Traffic in the area is already problematic, impacted by the close proximity of Oak Grove Road to the intersection of Highway 78, further complicated by the access points of the car wash and gas station. The traffic study put forth ideas for realigning Oak Grove Road away from Highway 78 to provide additional space to collect cars. As these are Gwinnett County roads, that would have to go through them for changes.

Going from a residential use to commercial will inherently generate more traffic. The applicant has noted that the contractor's office will have four employees to start, though the site will be visited by other staff periodically. The potential addition of trucks with trailers turning into the driveway may warrant the inclusion of a decel lane as determined by the Streets and Highway Department.

What is the impact upon population density and the potential for overcrowding and urban sprawl? The change in zoning would likely not have a significant impact on population density nor overcrowding / urban sprawl.



What is the impact upon the provision of water, sewerage, transportation and other urban infrastructure services? The City will have to coordinate efforts with Gwinnett County on how water and sewer services will be provided to the site as both provide services in the area.

How does the proposed use provide protection of property against blight and depreciation? The project intends on providing a facelift to the property, potentially having a positive impact on the aesthetic of the area.

Is the proposed use consistent with the adopted Comprehensive Plan? The lot is not within City limits so is not part of our Comprehensive Plan, though Gwinnett County’s plan has this parcel as being Community Mixed Use.

What is the impact upon adjacent property owners if the request is approved? We are starting to see Brand Road transition away from its single residence roots, with commercial properties taking over at the intersections with Highway 78 as well as SR 20. This residential parcel already has CH and LI parcels adjacent to it, so it becoming a commercial property with the LI designation should have little impact on nearby property owners.

What is the impact upon adjacent property owners if the request is not approved? The property will likely remain in its current condition or the applicant can try a similar zoning with Gwinnett County.

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? 8-inch

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? No

Are there other topographical concerns on the parcel? Unknown

Are the storm water issues related to the application? No

TRANSPORTATION

What is the road affected by the proposed change? Brand Road

What is the classification of the road? Major Collector



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What is the traffic count for the road? 9,529

Estimated number of cars generated by the proposed development?

Estimated number of trips generated by the proposed development?

Do sidewalks exist in the area? No

Transportation improvements in the area? If yes, what are they? None

EMERGENCY SERVICES

Nearest city fire station from the development? Station 18 @ 180 Old Loganville Road

Distance of the nearest station? 1,200 feet

Most likely station for 1st response? Station 18

Service burdens at the nearest city fire station (under, at, or above) Station is fully staffed