



PLANNER'S REPORT

TO: Adrienne Senter
 FROM: Lynn Patterson
 RE: Rezoning for 0 Porsche Drive Parcel IDs 14 0096 LL 0593, 14 0096 LL 0601, 14 0096 LL 0619
 DATE: July 2, 2019

BACKGROUND

The City received a rezoning application from Porsche Cars North America Inc. to rezone three properties totaling 33.455 acres (1,457,299 sf) located at 0 Porsche Drive (Parcel 14 0096 LL 0593, 14 0096 LL 0601, 14 0096 LL 0619) from U-V, Urban Village (Figure 1) to B-P Business Park. The land is presently vacant.

Per the application, the proposed land use is an auto service center and future development area. The applicant has stated:

Porsche proposes to rezone the Subject Property to Business Park, which is more in keeping with the proposed and potential future development in support of Porsche's national headquarters. As part of the rezoning, Porsche proposes a state of the art auto service center and repair facility on a portion of the Subject Property. The proposed facility will be associated with Porsche's adjacent office headquarters, which is greater than 200,000 square feet and is part of the Porsche's corporate campus concept. Although located in another jurisdiction (City of Atlanta), the office is immediately adjacent to the proposed B-P zoning district. The proposed service center and repair facility will be operated as a joint venture by two reputable and regionally recognized automotive companies. Future development plans for the remainder of the Subject Property have not yet been finalized but will support Porsche's corporate campus and will be compatible with adjacent and nearby land uses.

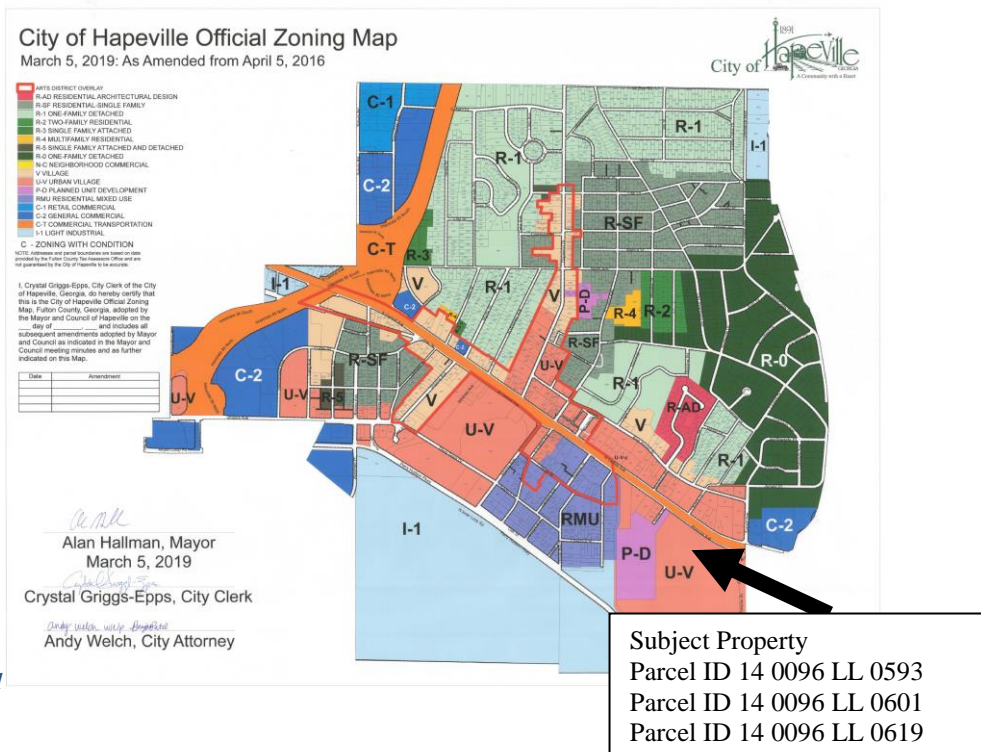


Figure 1

According to the City of Hapeville Future Land Use Map (Figure 2), the property is identified as High Intensity Mixed Use, consistent with the parcels to the East.

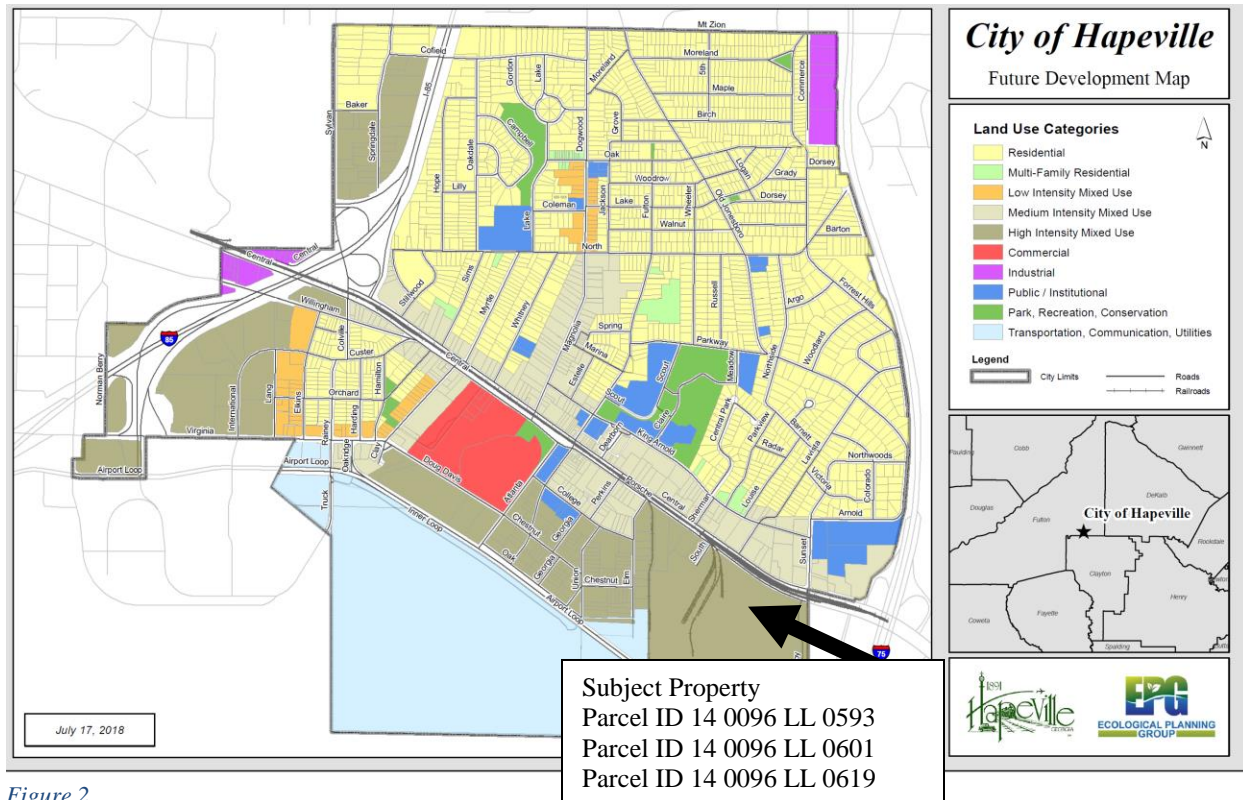


Figure 2

REVIEW OF APPLICATION

(1) The existing land use pattern;

The existing land use pattern is vacant/commercial.

(2) The possible creation of an isolated district unrelated to adjacent and nearby districts;

The adjacent areas are designated U-V which is a mixed-use designation and P-D intended for commercial (hotel and office use). The area is designated as high intensity mixed use in the Future Land Use Map and is part of the Eastern Gateway Corridor outlined in the 2017 Comprehensive Plan.

(3) The population density pattern and possible increase or overtaxing of the load on public facilities including, but not limited to, schools, utilities, and streets;

There is no foreseeable significant increase on public facilities such as schools, utilities or streets for the use proposed. The proposed site plan indicates internal circulation and utilization of existing curb cuts on Porsche Ave. There are no residential units on the plan so schools will not be impacted from increases in enrollment. Utility demands with the proposed uses are not expected to strain the system.

(4) The cost of the city and other governmental entities in providing, improving, increasing or maintaining public utilities, schools, streets and other public safety measures;

There is no foreseeable significant increase in providing, improving, increasing or maintaining public utilities, schools, streets, and other public safety measures.

(5) The possible impact on the environment, including, but not limited to, drainage, soil erosion and sedimentation, flooding, air quality and water quantity;

The proposed project is not located within Special Flood Zone Area (Flood Zone A) according to FEMA Flood Map 9/18/2013.



(6) Whether the proposed zoning map amendment will be a deterrent to the value or improvement of development of adjacent property in accordance with existing regulations;

The change in zoning is not a deterrent to the value or improvement of adjacent property. The proposed amendment will allow for envisioned development of the corridor to support the Eastern Corridor with a corporate campus aesthetic and will attract visitors and jobs to Hapeville. Development of the vacant property may serve as a catalyst for adjacent property investment and development.

(7) Whether there are substantial reasons why the property cannot be used in accordance with existing regulations;

The U-V zoning district was originally designated for this property to create large mixed-use venue complete after the closing of the Hapeville Ford Plant. Development interests in the property have changed over the years and a campus to support a large corporate client is now desired. The B-P zoning district will allow for the integration of uses and corporate campus atmosphere far better than the U-V zoning district.

(8) The aesthetic effect of existing and future use of the property as it relates to the surrounding area;
The proposed zoning maintains the surrounding aesthetic by allowing for similar architectural design and site design as neighboring properties.

(9) The extent to which the proposed zoning map amendment is consistent with the land use plan;
The zoning amendment is consistent with the future land use map for high intensity mixed use.

(10) The possible effects of the proposed zoning map amendment on the character of a zoning district, a particular piece of property, neighborhood, a particular area, or the community;

The effects of the zoning map amendment would allow for the proposed development and have no adverse effect on the character of the zoning district or area.

(11) The relation that the proposed zoning map amendment bears to the purpose of the overall zoning scheme, with due consideration given to whether or not the proposed change will help carry out the purposes of these zoning regulations;

The proposed zoning map amendment would support the purpose of the zoning regulations and zoning scheme of the Corridor.

(12) Applications for a zoning map amendment which do not contain specific site plans carry a rebuttable presumption that such rezoning shall adversely affect the zoning scheme;

A specific site plan was provided.

(13) The consideration of the preservation of the integrity of residential neighborhoods shall be considered to carry great weight;

There are no adjacent residential neighborhoods.

(14) In those instances in which property fronts on a major thoroughfare and also adjoins an established residential neighborhood, the factor of preservation of the residential area shall be considered to carry great weight.

N/A

RECOMMENDATION

The City recently adopted an updated Comprehensive Plan and conducted an LCI study which named this particular corridor as a gateway to the City. The proposed development plans would create substantial commercial development for the City in the gateway. The proposed project would bring jobs and visitors to the area while maintaining the aesthetic of the corporate corridor as it transitions to mixed use further along Porsche Ave.

Staff recommends this application for approval.