



Land Use Application: SUP2024-005 & CV2024-005

Planning Commission: December 11, 2024

City Council 1st Read: December 17, 2024

City Council 2nd Read: January 28, 2025

CASE NAME:	SUP2024-005 & CV2024-005 – Gwinnett Housing Corporation
PROJECT LOCATION:	7065 Jimmy Carter Blvd.
DISTRICT/LANDLOT:	6 TH District, Land Lot 274
ACREAGE:	±4.68 acres
EXISTING ZONING:	C-2 (General Business District)
EXISTING LAND USE:	Extended stay hotel
FUTURE LAND USE DESIGNATION:	Southern Gateway Character Area
OVERLAY(S):	Activity Center/Corridor Overlay District and Holcomb Bridge Road Corridor Overlay District
APPLICANT:	Gwinnett Housing Corporation c/o Mahaffey, Pickens, Tucker, LLP 1550 North Brown Road, Suite 125 Lawrenceville, GA 30043
OWNER:	Spring Swallow Lodge, LLC 7065 Jimmy Carter Blvd. Peachtree Corners, GA 30092
PROPOSED REQUEST:	SUP to allow for a hotel to apartment conversion
CONTACT:	JULIA MAXWELL 770-232-0000
STAFF RECOMMENDATION:	APPROVAL with conditions of SUP2024-005 APPROVAL of CV2024-005

PROJECT DATA:

The applicant, Gwinnett Housing Corporation, is requesting a Special Use Permit (SUP) for the property located at 7065 Jimmy Carter Blvd., to allow for a 73-unit hotel to apartment conversion. The subject property is a 4.68-acre parcel zoned C-2 (General Commercial District). Hotel to apartment conversions are only permitted within the C-2 zoning district with the approval of a Special Use Permit, to ensure that the development will not be a detriment to the character of the area.

The site is currently developed as an extended stay hotel, known as Spring Swallow Lodge with associated surface parking. The hotel is a 3-story, approximately 42,000 square foot building that was constructed in 1997. The property is located on the eastern side of Jimmy Carter Blvd., just north of its intersection with Peachtree Parkway. The development is accessed via one full access with a shared drive from Jimmy Carter Blvd. As the property is currently developed, the hotel is adequately parked, with 90 spaces (5 handicapped and 85 non-handicapped parking spaces) and includes a pool and patio area as amenities for the development.

Sec. 1002 references off-street parking spaces required for specific uses within the city. Hotels/motels require a minimum of 1 parking space per unit and residences (multifamily) require a minimum of 1.5 spaces per unit. In a typical multifamily development, the 1.5 parking spaces per unit takes into account the units that have 2 and/or 3 bedrooms, and in most cases, multiple cars. While this additional parking may be necessary for a traditional multifamily development, the applicant's proposed conversion of a hotel to apartment will consist of one-bedroom/studio units only. The Community Development Director can administratively vary parking reductions up to 30% for developments that do not warrant additional parking. In this case, the existing development provides approximately 1.2 parking spaces per unit, a reduction of approximately 18% of the minimum parking required. It should be noted that should this project be approved, staff would support this administrative variance and has provided a condition to address the reduction.

An adaptive reuse project is planned for the existing extended stay hotel, with the request being to convert the existing 73 rooms into 73 apartment units. In addition to the required SUP, hotel to apartment conversions have several supplemental standards with which they must comply (Sec. 1308.A.2a and included below). The applicant has stated they will meet all subsequent regulations, with the exception of providing in-unit washers and dryers. Not providing in-unit washers and dryers requires a concurrent variance, for which the applicant has applied.

2a. Apartment-hotels, provided the following standards are met:

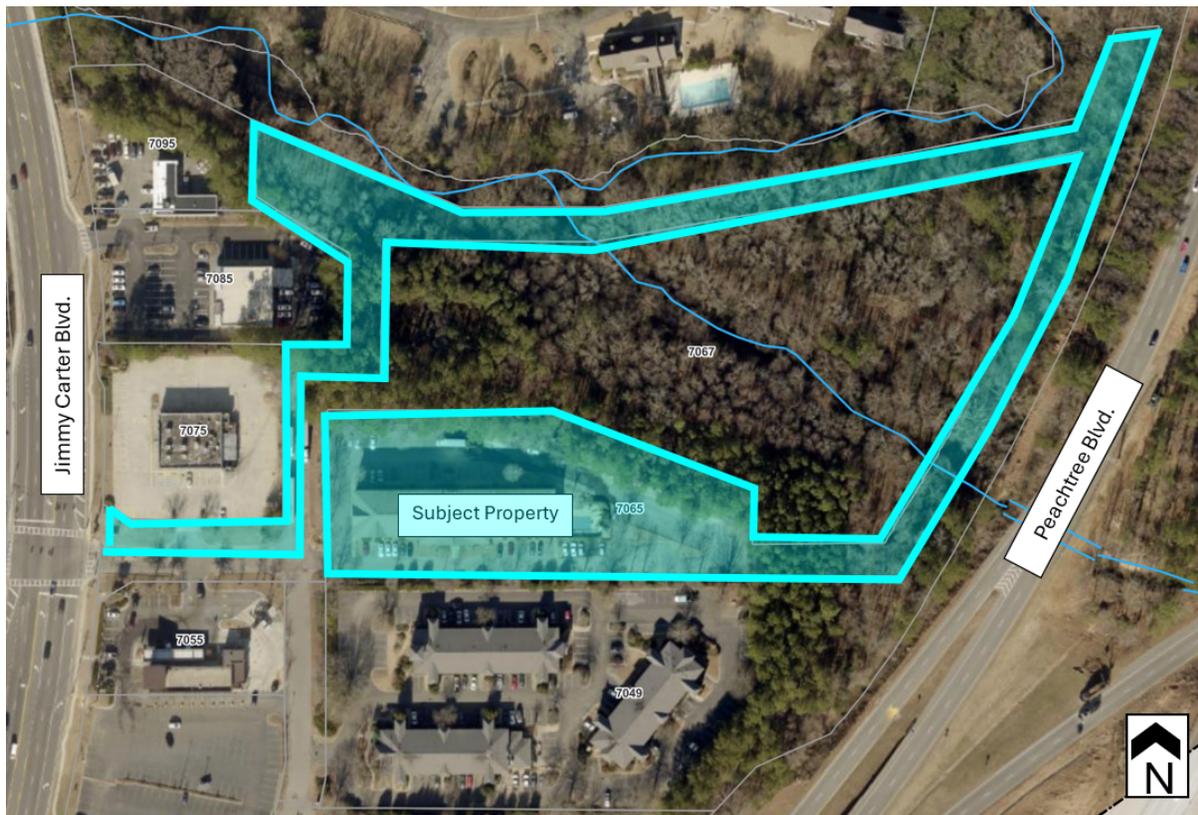
- i. This use can only be applied to hotels in existence on May 25, 2021.
- ii. This use can only be applied to underperforming hotels as demonstrated by a measurable indicator such as occupancy levels below 50%; downgrading of the hotel brand; or the conducting of business as an extended stay hotel.
- iii. No hotel structure can be converted to an apartment-hotel without first obtaining a Special Use Permit after demonstrating that the following have been (or will be) met:
 - a. The property maintains the same number of units with no increase in density.
 - b. The property participates in multi-family crime-free housing programs, which include, but are not limited to, background and credit checks for tenants.
 - c. All outstanding code enforcement issues are addressed.

- d. The existing landscaping is refreshed and enhanced.
- e. All common amenities are brought into good repair and thoroughly cleaned.
- f. The exterior of the building is brought into good repair and completely repainted.
- g. The exterior lighting is brought into good repair and enhanced where necessary.
- h. Existing signage is updated.
- i. Interiors of the units are improved with updated lighting, all new paint, new flooring, **the provision of in-unit washers and dryers**, and updated kitchen cabinets and appliances.

The applicant's letter of intent states that they intend to keep the **façade** of the existing building largely the same and will provide additional amenities such as gated access, security cameras, and participation in crime-free housing programs. Further, the applicant plans to refresh and enhance the existing landscaping, common areas, signage, and exterior lighting. Within the interior of the units, the applicant will update lights, paint, install updated flooring and renovate the in-unit kitchens. It should be noted that the applicant has not informed staff of their plans for providing residents with access to a washer/dryer or communal laundry area.

The applicant has stated that the proposed development would assist an underserved population within the area and would be targeted for young adults aging out of the foster system and seniors. Further, the applicant has partnered with several organizations to provide job placement and training for their residents.

Aerial Map

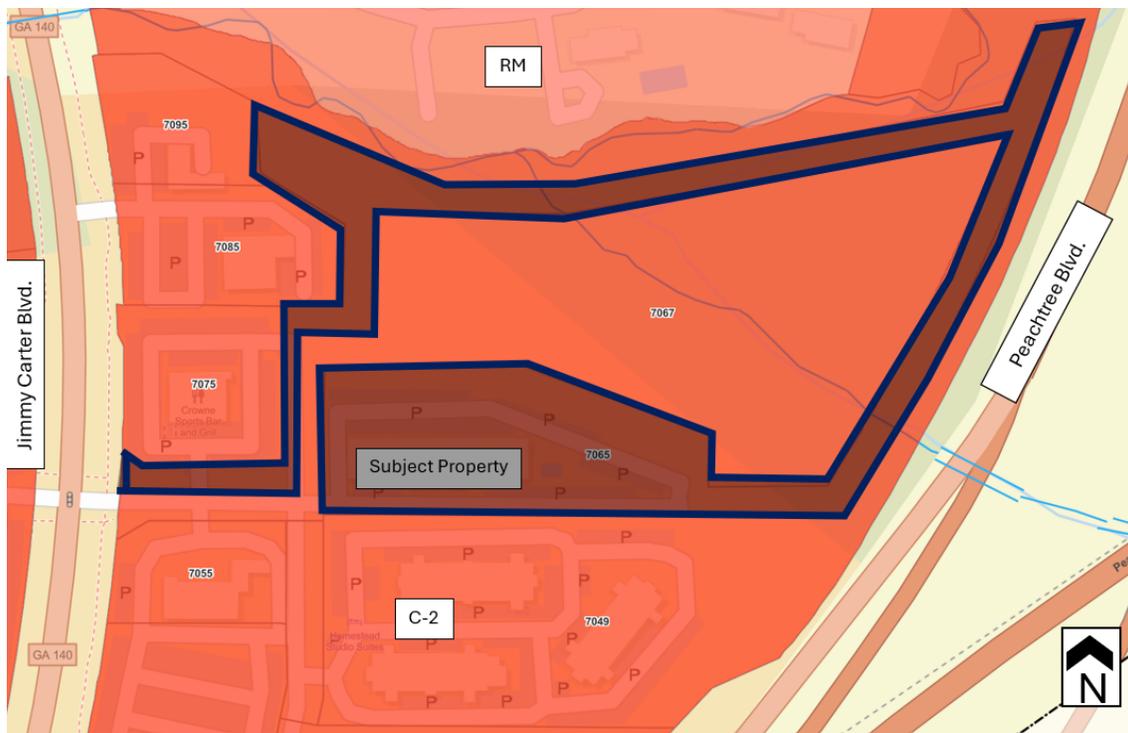


The subject property is surrounded to the north, west, and south commercially zoned properties, all of which are zoned C-2. With the exception of an existing detention pond, the property adjacent to the north is undeveloped and inundated with a stream and its buffers. East of the subject property is the right-of-way along Peachtree Blvd., south of the property is a declining hotel (Hometowne Studios), and west of the parcel, adjacent to Jimmy Carter Blvd., are several commercial outparcels that include Crowne Sports Bar and Lounge, an express car wash, and Enterprise Rent-A-Car.

ZONING HISTORY:

In 1983, the subject property was part of a large assemblage of parcels rezoned from M-1 (Light Industry District) to C-2, pursuant to REZ1983-00249.

Zoning Map



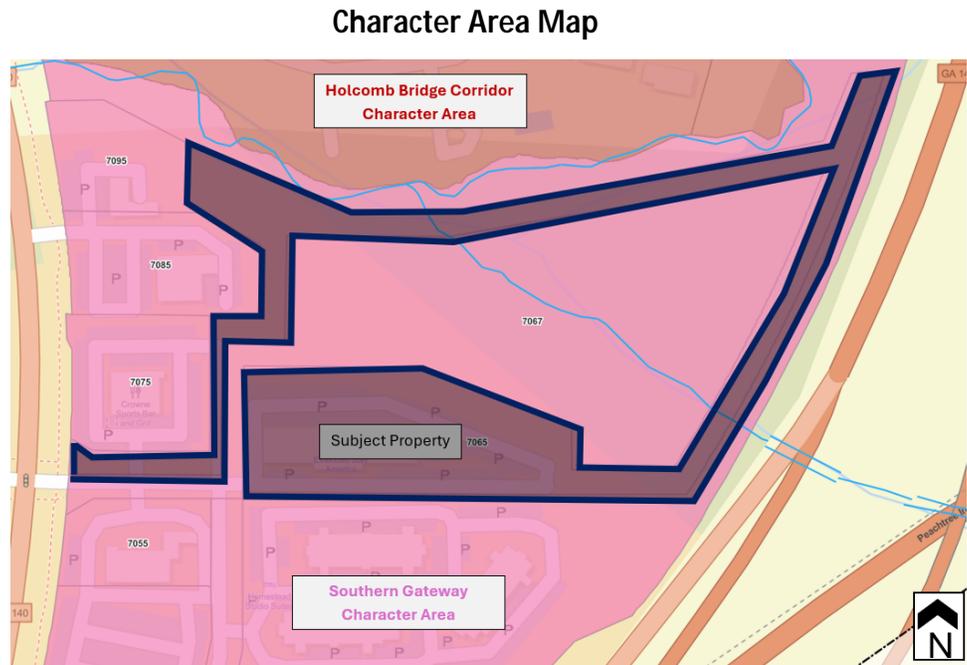
SURROUNDING LAND ANALYSIS AND ZONING

Surrounding Properties	Zoning (Case Number)	Existing Land Use
Adjacent: North	RM (REZ1970-00050)	Apartment Complex – Centre at Peachtree Corners
Adjacent: East	n/a	Peachtree Blvd.
Adjacent: South	C-2 (REZ1983-00249)	Hometowne Studios Hotel
Adjacent: West	C-2	Express Car Wash and Crowne Sports Bar

Character Area Map

COMPREHENSIVE PLAN:

The 2045 Comprehensive Plan's Character Area Map indicates that the subject property is located within the Southern Gateway Character Area. The proposed conversion of an existing, 73-unit extended stay hotel to a 73-unit apartment is consistent with the vision of the Southern Gateway Character Area strategy to provide housing options that are walkable to existing commercial destinations. The proposed hotel to apartment conversion would maintain the character of the existing development within the area and would provide a unique type of housing development that would benefit an underserved population in the area.



The City's Zoning Resolution requires that conversion of an extended-stay hotel to a rental apartment complex obtain a Special Use Permit to operate in the C-2 zoning district. The purpose of the Special Use Permit review is to ensure that any detrimental aspects of the proposed land use are mitigated through site-specific conditions.

SUP2024-005 – APARTMENT TO HOTEL CONVERSION

CRITERIA TO BE APPLIED (ZONING STANDARDS)

The criteria for special use permit decisions are provided in Section 1702 of the City of Peachtree Corners Zoning Ordinance. The specific criteria should be evaluated when considering a land use decision. The applicant is required to address these criteria (see application); below are staff's findings which are independent of the applicant's responses to these criteria.

A. Will this proposed rezoning, special use permit, or change in conditions permit a use that is suitable in view of the use and development of adjacent and nearby property?

Yes, the proposed 73-unit apartment would be suitable in use of adjacent and nearby property. The proposed apartment would not be any more intrusive than the existing extended stay hotel and the use is only changing slightly.

The 2045 Comprehensive Plan calls for this area to be an attractive entryway into the city. By providing a use that will complement and stabilize the area, it is likely that surrounding existing businesses will benefit from the additional residents living in such close proximity to these commercial destinations.

B. Will this proposed rezoning, special use permit, or change in conditions adversely affect the existing use or usability of adjacent or nearby property?

It is not anticipated that the proposed use of a hotel to apartment conversion would adversely affect the existing use or usability of adjacent or nearby property as the building and infrastructure already exist and the nature of the property is changing only slightly from extended-stay hotel to multifamily residential.

Additionally, the applicant's proposed improvements to the property (security, gated access, refreshed landscaping) will help to create a safer environment and add stability in the immediate area by reducing the current transient population with a residential base.

C. Does the property to be affected by a proposed rezoning, special use permit, or change in conditions have reasonable economic use as currently zoned?

The property has a reasonable economic use as currently zoned.

D. Will the proposed rezoning, special use permit, or change in conditions result in a use which will or could cause an excessive or burdensome use of existing streets, transportation facilities, utilities, or schools?

The impacts of the proposed use on streets, transportation facilities, or utilities are unlikely to be excessive or burdensome. The proposed use will have the same impact on schools and traffic as the existing extended stay hotel. It is unlikely that the granting of this Special Use Permit will result in impacts that would be considered excessive or burdensome.

E. Is the proposed rezoning, special use permit, or change in conditions in conformity with the policy and intent of the land use plan?

The 2045 Peachtree Corners Character Area Map indicates that the property is located in the Southern Gateway Character Area. The proposal is consistent with the intent of the Southern Gateway Character Area to serve as an entryway into the southern portion of the city and provide an attractive and welcoming arrival. By investing in the existing building and site, the applicant is helping to further the City's goals and the Southern Gateway Character Area vision of creating pedestrian oriented developments that are walkable to nearby commercial destinations.

F. Are there are other existing or changing conditions affecting the use and development of the property which give supporting grounds for either approval or disapproval of the proposed rezoning, special use permit, or change in conditions?

The applicant is proposing to operate within the existing extended stay hotel. Other than plans to add amenities, enhance landscaping and signage, and improve the interior of the existing units by modernizing lighting, painting, installing new flooring and updating the existing in-unit kitchens, there will be no major changes to the façade of the hotel as it sits today. There is adequate parking on site for the proposed use and it is not anticipated that the proposed use would have a detrimental impact on surrounding

properties. The proposed apartment would be considered equally as or less intensive as the existing extended stay hotel and it is not anticipated that it will generate more noise, traffic, etc. than a typical hotel or multifamily development. Further, improving the property will likely trigger additional development within the area and create a vibrancy that the Holcomb Bridge Road Corridor Redevelopment Plan calls for.

Staff recommends **APPROVAL WITH CONDITIONS** of SUP2024-005.

CV2024-0005 – Sec. 1308.A.2a.iii.i APARTMENT-HOTEL SUPPLEMENTAL REGULATIONS

Code Section 1308.A.2a.iii.i requires that “interiors of the units are improved with updated lighting, all new paint, new flooring, the provision of in-unit washers and dryers, and updated kitchen cabinets and appliances.” This requirement is intended to ensure that the conversion of a hotel to apartment creates a quality product and development that provides, appeals to, and attracts nearby residents and property owners, furthering the city’s goals to enhance the existing corridor and create a vibrant gateway into the city.

CRITERIA TO BE APPLIED (CONCURRENT VARIANCE)

A. There are extraordinary and exceptional conditions pertaining to the particular property in question because of its size, shape or topography.

The property and proposed project have extraordinary and exceptional conditions as the applicant is proposing to use the existing extended stay hotel’s footprint and other than minor upgrades to existing landscaping and enhanced security measures, the proposed development will not increase the impervious that exists on the site currently. Developing within the footprint of an existing building creates a unique challenge that many properties will not encounter.

B. The application of the Resolution to this particular piece of property would create an unnecessary hardship.

The literal interpretation and strict application of the applicable provisions or requirements of this chapter could cause undue and unnecessary hardship as requiring in-unit washer and dryers would require the reconfiguration of existing units. The applicant’s intent is to provide affordable housing to those aging out of the foster care system. In requiring in-unit washers and dryers, the ability to provide this unique housing product would be more challenging.

C. Such conditions are peculiar to the particular piece of property involved.

The subject property is unique in that the building, infrastructure, and parking already exist. The applicant intends to revitalize the declining building by investing in it and provide a unique type of housing for this portion of the property. With that, the applicant is limited to the existing footprint of each of the hotel rooms, most of which are approximately 540-square feet. Requiring in-unit washers and dryers would significantly impact the amount of usable space within the already limiting footprint.

D. Such conditions are not the result of any actions of the property owner.

The applicant has the unique challenge of using an existing footprint to provide a type of housing that is currently not offered within the city. Additionally, the applicant's proposal to retrofit the extended stay hotel is the infill type of development that the Holcomb Bridge Road Corridor Redevelopment Plan calls for, one that activates the gateway and creates a sense of place as you enter the city.

E. Relief, if granted, would not cause substantial detriment to the public good nor impair the purposes or intent of this Resolution.

It is not anticipated that the proposed development would cause substantial detriment to the public good. Redevelopment of properties along the Holcomb Bridge Road Corridor and within the Southern Gateway Character Area of the Comprehensive Plan are part of the city's initiative to create a housing type that doesn't currently exist and generate a sense of placemaking along the gateway into the city.

E. Is the proposed rezoning, special use permit, or change in conditions in conformity with the policy and intent of the land use plan?

The requested variance is consistent with the spirit and purpose of this chapter and the Comprehensive Land Use Plan. It is the intent of the Southern Gateway to promote redevelopment and improved aesthetics along the Holcomb Bridge Corridor, which this project achieves. The redevelopment of the property could trigger more redevelopment and vibrancy in the area.

Staff recommends **APPROVAL** of CV2024-005.

CONCLUSION:

The subject property is located along the eastern side of Jimmy Carter Blvd. and is zoned C-2. The applicant is requesting an SUP to allow for a hotel to apartment conversion within an existing 73-unit extended stay hotel. The intent of the City of Peachtree Corners Zoning Ordinance is that proposed special uses be determined on a case-by-case basis to ensure compatibility with the surrounding area.

The proposed Special Use Permit for a hotel to apartment conversion would be in keeping with the goals and policies of the Southern Gateway Character Area and meets the intent of the Comprehensive Plan in terms of primary land use (multifamily) and providing a unique housing type. The proposal is compatible with surrounding development and is unlikely to significantly impact nearby properties. Additionally, the proposed use complies with the criteria (standards) for special use permits, provided in Section 1702 of the City of Peachtree Corners Zoning Ordinance and all but one of the supplemental regulations for hotel to apartment conversions.

STAFF RECOMMENDATION

Based on the findings and conclusions herein, Staff recommends **APPROVAL** of Land Use Petition **SUP2024-005 and CV2024-005**, subject to the following conditions:

1. The special use permit for a hotel to apartment conversion shall be limited to the property at 7065 Jimmy Carter Blvd (as shown on the survey) and programs initiated through the Gwinnett Housing Corporation.
2. The applicant/developer agrees to coordinate with the city on the preservation of the northern portion of the property for the purpose of the city's construction of the future segment of Corners Connector Crooked Creek Trail.
3. The property shall contain a maximum of 73 dwelling units within the existing extended-stay hotel.
4. The property shall provide a minimum of 90 parking spaces on site, for residents of the development.
5. Approval of CV2024-005 to eliminate the requirement to provide in-unit washers and dryers.
6. The tenants shall be required to pass background and credit checks.
7. The existing landscaping shall be refreshed and enhanced.
8. All common amenities shall be brought into good repair or replaced as necessary.
9. The exteriors of all buildings shall be repainted or cleaned in substantial conformance with the submitted elevations.
10. Exterior lighting shall be refreshed and enhanced in compliance with the Holcomb Bridge Corridor Overlay.
11. All signage shall be updated to reflect the new name of the multifamily complex and comply with Chapter 54 – Signs of the City of Peachtree Corners Ordinance.
12. Interiors of all units shall be repainted and updated with new floors, cabinetry and appliances.
13. Participation in the crime-free multi-family housing program shall be required.