



**CITY OF SNELLVILLE
DEPARTMENT OF PLANNING & DEVELOPMENT
PLANNING COMMISSION**

CASE SUMMARY

June 24, 2025

CASE NUMBER:	#SUP 25-02
LOCATION:	1915 Pharrs Road, Snellville, Georgia
SIZE:	1.82± Acres
TAX PARCEL:	5056 362
CURRENT ZONING:	HSB (Highway Service Business) District
CURRENT FUTURE LAND USE MAP DESIGNATION:	Commercial Retail
SPECIAL USE PERMIT REQUEST:	Indoor Self-Storage Facility
DEVELOPMENT/PROJECT:	3-Story 102,000 SF Climate Controlled Self-Storage Facility
APPLICANT/PROPERTY OWNER:	Park Place Snellville, LLC Lawrenceville, Georgia 30043
CONTACT:	Jack Wilson, Robert Jack Wilson, P.C. Attorney for Applicant 770-962-9780 or jwilson@rjwpclaw.com
RECOMMENDATION:	Approval with Conditions



**CITY OF SNELLVILLE
DEPARTMENT OF PLANNING & DEVELOPMENT
PLANNING COMMISSION**

CASE ANALYSIS

June 24, 2025

TO: The Planning Commission

MEETING DATE: June 24, 2025

FROM: Jason Thompson, Director
Department of Planning and Development

CASE NUMBER: #SUP 25-02

FINDINGS OF FACT:

The Department of Planning and Development has received an application from Park Place Snellville, LLC requesting to renew the special use permit that was approved in 2022 for a 3-story 100,149 sq. ft. indoor climate controlled self-storage facility.

The 1.82± acre site is a partially developed gravel lot in the Park Place commercial retail development, located adjacent to the Hampton Inn & Suites Snellville and Outback Steakhouse, near the intersection of Scenic Highway (S.R. 124N) and Tree Lane extension. The proposed development is bordered to the north by The Home Depot and Presidential Commons Shopping Center with Kroger as the major anchor.

BACKGROUND:

On November 28, 2022, the Mayor and Council approved rezoning of the property to HSB (Highway Service Business) District and approved a special use permit for an indoor multi-story self-storage facility (case #RZ 22-09 SUP 22-06) on the 1.82± acre site in the Park Place Snellville mixed-commercial retail development at 1915 Pharrs Road, Snellville. With the exception of the subject parcel and 1.98± acre parcel R5056 363, all other parcels in the development have been

developed and include Cracker Barrel, Outback, Freddy's, Zaxby's, Aspen Dental, and the more recently developed Hampton Inn & Suites Hotel that was rezoned in March 2017.

The November 2022 special use permit approval included a sunset clause with expiration of the special use permit 12-months from the date of approval unless a certificate of occupancy or occupational tax license was approved and issued for the use. The 2022 special use permit approval is subject to the attachment of the following conditions (Ordinance No. 2022-21):

1. *All variances and conditions applicable to the subject property and previously approved on 7-10-2017 by the Mayor and Council for case #RZ 17-06 LUP 17-04 are hereby repealed.*
2. *The property shall be developed in general accordance with the rezoning site plan entitled "Proposed Storage Climate Controlled, Snellville, Georgia", dated 9-12-2022 (stamped received 10-26-2022) in Exhibit "B", a copy of which is attached hereto and incorporated herein by reference, including the design rendering as supplied in the applicant's submittals with modifications permitted to meet conditions of zoning or State, County, and City regulations. Substantial variation from the conceptual rezoning site plan, as determined by the Director of Planning and Development will require Mayor and Council approval, after receiving recommendations by the Planning Department and Planning Commission.*
3. *Uses involving adult entertainment, including the sale or display of adult magazines, books, videos and as further defined by the Adult Entertainment Ordinance in effect on the date this condition is imposed, are prohibited.*
4. *Signs higher than 15 feet or larger than 225 square feet are prohibited.*

SPECIAL USE PERMIT REQUEST:

UDO Sec. 206-6.7 (Self-Service Storage) is defined as: "A facility providing separate storage areas for personal or business use designed to allow private access by the tenant for storing or removing personal property. Self-service storage includes the following: 1) indoor multi-story storage; 2) mini-warehouse; and 3) warehouse, self-service." Per the Allowed Use Table discussed above, indoor multi-story self-storage is allowed in the HSB District with a Special Use Permit, approved by the Mayor and Council, after receiving recommendations by the Planning Department and Planning Commission.

CONCEPTUAL SITE PLAN ANALYSIS:

The conceptual site plan shows the general layout of the climate controlled self-storage building and ten (10) parking spaces located between the front building entrance and Tree Lane extension. Two (2) full-access driveways provide access to the site.

BUILDING ELEVATIONS:

Conceptual renderings depicting each of the four building elevations for the proposed 3-story 102,000 sq. ft. climate controlled self-storage building were provided by the applicant. Spandrel glazing on the southern and western elevations is being used to elevate the appearance of the building where most visible to the traveling public.

The colored renderings include an Exterior Finish Percentage table (shown right) for each of the four elevations. Although the city's general architectural standards only allow EIFS (Exterior Insulation and Finish System) as an architectural *accent* material to not exceed 15% of the wall area per façade and not to be used as a primary exterior wall finish material, the applicant intends to use EIFS as the primary exterior wall finish material ranging in (56% to 92%) area coverage with the balance consisting of glazing and masonry brick.

EXTERIOR FINISH PERCENTAGE	
SOUTH	FRONT ELEV
TOTAL: 7,339 SF GLASS: 1,814 SF 28% EIFS: 4,116 SF 56% BRICK: 1,410 SF 19%	
WEST	SIDE ELEV
TOTAL: 8,800 SF GLASS: 1,528 SF 17% EIFS: 5,632 SF 64% BRICK: 1,640 SF 19%	
EAST	SIDE ELEV
TOTAL: 6,507 SF GLASS: 0 SF 0% EIFS: 5,678 SF 87% BRICK: 829 SF 13%	
NORTH	REAR ELEV
TOTAL: 5,546 SF GLASS: 0 SF 0% EIFS: 5,124 SF 92% BRICK: 422 SF 8%	

UDO Sec. 201-3.1.E (Relief) allows the Planning Director to grant administrative relief from the General Architectural Standards, in accordance with the following:

2. *Administrative variances may only be granted to permit a practice that is not consistent with a specific provision of this section but is justified by their intent.*
3. *Administrative variances relating to a physical element or numeric measurements must be based upon credible submitted evidence demonstrating that:*
 - a. *Approval, if granted, would not offend the intents of Sec. 201-3.1.C (Intent):*
 1. *Maintain high quality, long-lasting, and sustainable development in Snellville.*
 2. *Enhance the visual appeal and livability of the city.*
 3. *Foster architectural diversity and interest, yet achieve and maintain a consistent, durable and pleasing aesthetic/visual quality.*
 4. *Ensure that large commercial buildings incorporate designs that reduce their visual mass and create the impression of smaller buildings.*
 - b. *There are such extraordinary and exceptional situations or conditions pertaining to the particular piece of property that the literal or strict application of the regulations would create an unnecessary hardship due to size, shape or topography or other extraordinary and exceptional situations or conditions not caused by the applicant;*
 - c. *Relief, if granted would not cause a substantial detriment to the public good and surrounding properties; and*
 - d. *That the public safety, health, and welfare are secured, and that substantial justice is done.*

However, the proposed use of EIFS as a primary wall finish material and especially in the amounts shown is not consistent with the intent of the General Architectural Standards and as

per Sec. 201-3.E.3.b. (above) an extraordinary and exceptional situation or conditions must exist and must not be caused by the applicant. In this case the variance from the code is a direct result of the intended actions of the applicant with no demonstrated extraordinary conditions or circumstances.

Therefore, consideration and use of the proposed exterior wall finish materials and associated coverage percentages should instead be considered as a concurrent variance with the special use permit request, unless the applicant believes they can comply with the exterior material requirements of UDO Sec. 201-3.2.C. (Exterior Wall Finish Materials) and more specifically Table 201-3.2.E. (Allowed Building Materials: Uses Over 30,000 sq. ft. Floor Area) as applicable to the HSB zoning of the property.

Table 201-3.2.E Allowed Building Materials: Uses over 30,000 square feet Floor Area

Yes = Material is allowed with no limitations Percent (%) = Material is allowed but may not exceed the indicated percent of the total façade area (calculated per facade) and may not be combined with another material with a percentage restriction. No = Material is not allowed												
Zoning District	Brick	Stone	Glass	Tilt/Pre-Cast	True Hard Coat Stucco		Concrete Block		CMU/Split-Face Block [1]		Siding	
					Front	Side/Rear	Front/Side	Rear	Front/Side	Rear	Front	Side/Rear
BG	Yes	Yes	Yes	Yes [1]	Max. 25% per facade	Max. 50% per facade	No	Yes [1]	No	Yes [1]	No	No
HSB	Yes	Yes	Yes	Yes [1]	Max. 25% per facade	Max. 50% per facade	No	Yes [1]	No	Yes [1]	No	No
LM	Yes	Yes	Yes	Yes [1]	Max. 50% per facade	Yes	No	Yes [1]	Max. 25% per facade	Yes [1]	Yes [2]	Yes

Table Note

[1] Allowed only on rear facades. When allowed it must be tinted or painted to blend with the balance of the building. Concrete block and CMU/split-face block are prohibited when the rear building faces a residential property or public street.

[2] Allowed for building facades that are setback at least 150 feet from the right-of-way.

E. Architectural Accent Materials

Architectural accents are limited to the following:

1. Any allowed exterior wall finish materials;
2. EIFS, provided the total combined area of EIFS and the other materials identified in clause 3 below may not exceed 15% of total wall area per facade; and
3. Small amounts of other materials, provided the total combined area of these accents may not exceed 10% of the total wall area per facade.

And, unless granted variance relief, in accordance with Sec. 201-3.2.E. (Architectural Accent Materials) with the use of EIFS as an architectural accent material to not exceed 15% of the total wall area per facade.

CONCURRENT VARIANCE:

1. Variance from Sec. 201-3.2.C. (Exterior Wall Finish Materials): To allow EIFS to be used as an exterior wall finish material on each building elevation with maximum coverage area percentages of: 56% (front-South), 64% (side-West), 87% (side-East), and 92% (rear-North).

Recommendation: The Department of Planning and Development recommends *denial*.

STAFF RECOMMENDATION:

In conclusion, the Department of Planning and Development recommends the following actions:

- A. **Approval** of SUP 25-02, application for Special Use Permit for an indoor climate-controlled self-storage facility.

- B. **Denial** of variance from UDO Sec. Sec. 201-3.2.C. (Exterior Wall Finish Materials): To allow EIFS to be used as an exterior wall finish material on each building elevation with maximum coverage area percentages of: 56% (front-South), 64% (side-West), 87% (side-East), and 92% (rear-North).

The recommendations above are subject to the attachment of the following recommended **Conditions:**

1. All variances and conditions applicable to the subject property and previously approved on 7-10-2017 by the Mayor and Council for case #RZ 17-06 LUP 17-04 are hereby repealed.
2. The property shall be developed in general accordance with the conceptual site plan entitled "Special Use Permit Site Plan Snellville Self Storage", dated 2-14-2025 (stamped received APR 11 2025), with modifications permitted to meet conditions of zoning or State, County, and City regulations. Substantial variation from the conceptual rezoning site plan, as determined by the Director of Planning and Development will require Mayor and Council approval, after receiving recommendations by the Planning Department and Planning Commission.
3. Uses involving adult entertainment, including the sale or display of adult magazines, books, videos and as further defined by the Adult Entertainment Ordinance in effect on the date this condition is imposed, are prohibited.
4. Signs higher than 15 feet or larger than 225 square feet are prohibited.