



Information

MEMORANDUM

TO: Mayor and City Council

FROM: Gary D. Greer
City Manager

DATE: August 18, 2015

SUBJECT: Ordinance No. 3336 approving an SUP for a Banquet Hall at 3380 Beltline Road

Existing Conditions:

The site is located approximately 2,300 feet east of Webb Chapel Road, south of Beltline Road. This rectangular shaped tract of 1.698 acres is bordered by Enterprise Drive on the east side and by existing light industrial and retail districts at the southern and western sides. This site is located within the Local Retail District (LR - 2). A banquet hall requires a Specific Use Permit if located within a LR-2 zoning district.

There is an existing, 15,000 square foot, one-story building located on the site. Currently, the building is being used as a warehouse, showroom and retail space associated with the 1-800 Flowers business.

Site Design:

The applicant, Jose Luis Cuevas, proposes to improve and develop his existing site in two phases (See Phasing Plan) and as follows:

- Phase 1: the southern portion of the existing 1800 Flowers building will be converted into a banquet hall.
- Phase 2: a new retail building along the western property line.

Phase 1: Banquet Hall

The southern portion of the existing building (15,000 total square feet) will be converted to include a new banquet hall (5,544 square feet). The proposed banquet hall area will contain one ballroom, restrooms and will include a maximum of 372 seats (See Floor Plan).

There is no proposed cooking area for the banquet hall. All food and beverages will be provided through a catering service. No outdoor patio area is proposed with this request. Private security or an off-duty police officer would be required during each event. The proposed operating hours for this facility is Monday – Thursday, events ending at 12:00 am (midnight) and Friday – Saturday, events ending at 1:00 am.

Phase 2: New Retail Building

The new retail building (10,845 square feet) along the western property line will contain a total of 10 proposed suites; 2 office uses, 7 retail uses and a restaurant with an outdoor seating area along Beltline Road. The typical suite is proposed to be a total of 1,125 square feet. The development plan for this area includes parking, new landscape islands and trees and a new multi-tenant monument sign along Beltline Road.

The applicant has proposed overall site improvements (See Site Plan) which includes the following:

- redesign of the existing access to the site from Beltline Road
- new access on the east and south elevation for the existing building and banquet hall
- removal of the existing 1800 Flowers pole sign along Beltline Road
- new monument sign for the banquet hall along Enterprise Drive
- new landscape islands and trees along Beltline Road and Enterprise Drive
- redesign of the parking area around the building and a new parking strip along the southern property line
- new dumpster location and enclosure, along the southern property boundary

Thus, the existing building will have access from two driveways: the existing improved driveway from Beltline Road and a new driveway access from the Enterprise Drive, which will serve the new banquet hall.

Additionally, in this first phase, the applicant will install a five (5) foot sidewalk along Beltline Road that will continue the existing sidewalk from the western side of the property.

Elevations:

The existing building is a single story (21 feet), tilt-wall concrete block building. The applicant has proposed façade improvements to the building which consists of applying a stone and brick veneer finish over the block to modernize and improve the exterior appearance of the building.

The new proposed retail building is also single story, constructed of a combination of brick, stone and stucco. The proposed exterior of the new building will contain at least 75% brick or stone and adhere to the city's masonry guidelines (See Elevations).

Parking:

The applicant is proposing to reconfigure the existing parking area to include 74 parking spaces and 3 ADA parking spaces. These parking spaces will serve the new retail building and the

existing 1800 Flowers portion of the existing building. This meets the City's requirements for the parking ratio for retail, warehouse and office uses.

Although most of the parking needs of the new banquet hall will be met using the 74 onsite parking spaces, the proposed banquet hall has secured a shared parking agreement with the property at 3404 Beltline, the adjacent property on the east side, for 124 additional parking spaces. All larger events at the Banquet Hall will use valet parking.

Landscaping:

The proposed Landscape Plan includes approximately 11 % of the site used as natural or landscaped open space. The applicant will plant a total of nine (9) new trees along Beltline Road and Enterprise Drive. All landscape areas will include irrigation.

The trees will be a combination of Chinquapin Oak, Little Gem Magnolia and Crepe Myrtle. The proposed landscape islands include a combination of shrubbery and ground covers. All parking areas are screened from public view with different shrubbery combinations. (See Landscape Plan.)

Signage:

The applicant has proposed installing one multi-tenant monument sign along Beltline Road in front of the new retail building. In addition, wall signs are to be posted on the parapet of the retail building on the eastern and northern elevations. An individual monument sign for the banquet hall is proposed along Enterprise Drive. All proposed signage is consistent with the Sign Ordinance.

Comprehensive Plan:

The 2012 Central Area Plan, designated this area as a future Retail District. Therefore the proposed banquet hall and retail building are consistent with the Central Area plan.

Thoroughfare Plan:

Enterprise Drive is not identified for further expansion on the 2013 Thoroughfare Plan. No improvements to this portion of Enterprise Drive are planned or budgeted at this time. Beltline Road is outside of the city's jurisdiction.

Public Response:

Six (6) zoning notification letters were mailed to the surrounding property owners on July 15th, 2015. Two (2) zoning notification signs were also placed on the site on July 17th. As of August 17th, the city has received one (1) letter of opposition from an adjacent property owner. This letter of opposition is from the property owner of 3370 Beltline, immediately west of the site, and represents more than 20% of the area within the 200' radius of the subject site, therefore requiring a supermajority vote to approve this SUP.

Possible Council Action:

1. I move to close the public hearing and to adopt Ordinance No. 3336 granting a SUP for a banquet hall located at 3380 Beltline Road.
2. I move to close the public hearing and to adopt Ordinance No. 3336 granting a SUP for a banquet hall located at 3380 Beltline Road, with modifications.
3. I move to table the item or take no action.

Due to written opposition of at least 20% of the surrounding property owners, a supermajority vote (4 votes) is required to adopt Ordinance No. 3336.

Phasing Plan



