



**APPLICANT:** Vision Hospitality Group

**PHONE#:** (423) 664-4487 **EMAIL:** ahibbard@vhghotels.com

**REPRESENTATIVE:** Benjamin Berry

**PHONE#:** (423) 790-5880 **EMAIL:** ben@berryengineers.com

**TITLEHOLDER:** TCM Lots, LLC; Century 101 Management LLC

**PROPERTY LOCATION:** Southeast intersection of Town Center

Drive and George Busbee Parkway; northwest side of Ring Road

(2700 & 2975 Ring Road )

**ACCESS TO PROPERTY:** Ring Road

**PHYSICAL CHARACTERISTICS TO SITE:** Retail center and

undeveloped lot

**PETITION NO:** SLUP- 11

**HEARING DATE (PC):** 09-08-16

**HEARING DATE (BOC):** 09-20-16

**PRESENT ZONING:** GC

**PROPOSED ZONING:** Special Land

Use Permit

**PROPOSED USE:** Suite Hotel

**SIZE OF TRACT:** 3.34 acres

**DISTRICT:** 16

**LAND LOT(S):** 574

**PARCEL(S):** 7,10

**TAXES: PAID** X **DUE** \_\_\_\_\_

**COMMISSION DISTRICT:** 3

**CONTIGUOUS ZONING/DEVELOPMENT**

**NORTH:** GC/Undeveloped

**SOUTH:** PSC/Town Center at Cobb

**EAST:** GC/Retail Center

**WEST:** GC/Undeveloped

*Adjacent Future Land Use:*

Northwest: Regional Activity Center / Retail Services (RAC / RS) and Park /Recreational / Conservation (PRC)

Northeast: Regional Activity Center / Retail Services (RAC / RS)

Southeast: Regional Activity Center / Retail Services (RAC / RS)

Southwest: Regional Activity Center / Retail Services (RAC / RS)

**OPPOSITION:** NO. OPPOSED **PETITION NO:** \_\_\_\_\_ **SPOKESMAN** \_\_\_\_\_

**PLANNING COMMISSION RECOMMENDATION**

**APPROVED** \_\_\_\_\_ **MOTION BY** \_\_\_\_\_

**REJECTED** \_\_\_\_\_ **SECONDED** \_\_\_\_\_

**HELD** \_\_\_\_\_ **CARRIED** \_\_\_\_\_

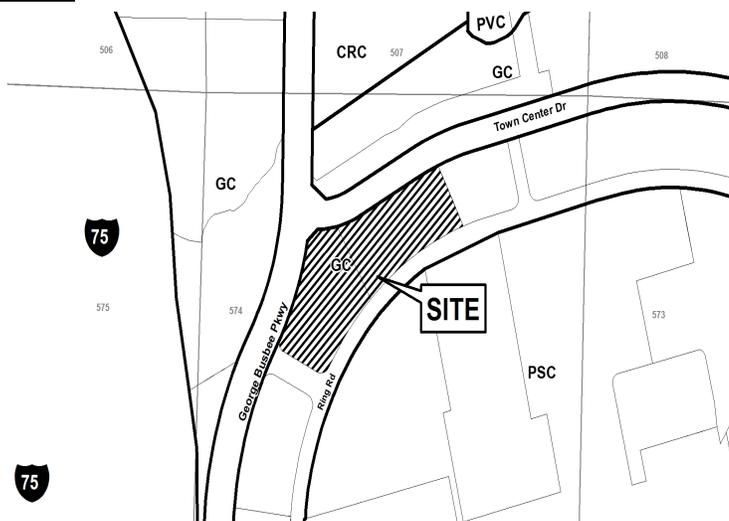
**BOARD OF COMMISSIONERS DECISION**

**APPROVED** \_\_\_\_\_ **MOTION BY** \_\_\_\_\_

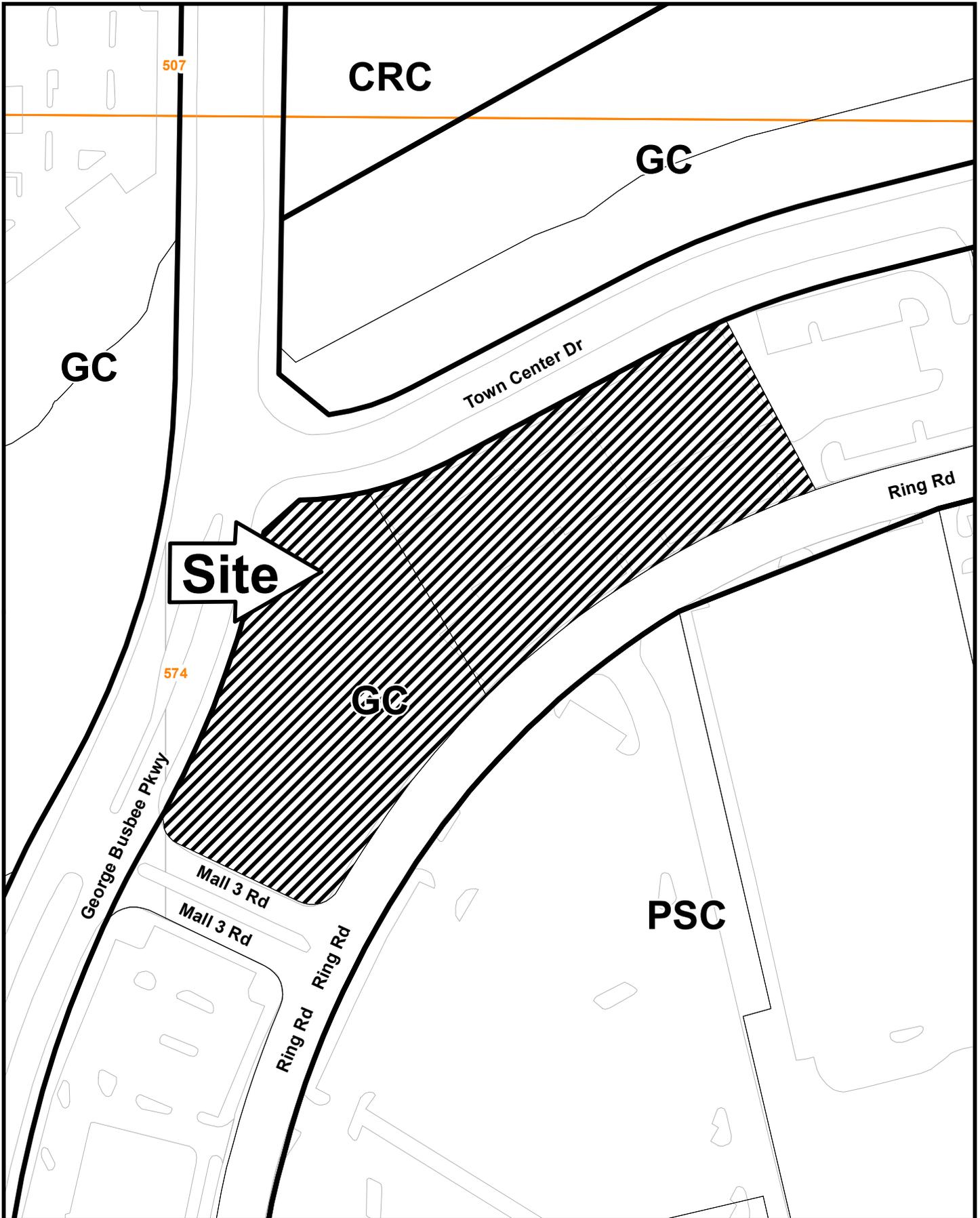
**REJECTED** \_\_\_\_\_ **SECONDED** \_\_\_\_\_

**HELD** \_\_\_\_\_ **CARRIED** \_\_\_\_\_

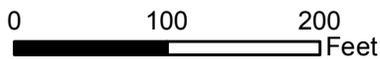
**STIPULATIONS:**



# SLUP-11-2016 GIS



This map is provided for display and planning purposes only. It is not meant to be a legal description.



-  City Boundary
-  Zoning Boundary

APPLICANT: Vision Hospitality Group

PETITION NO.: SLUP-11

PRESENT ZONING: GC

PETITION FOR: SLUP

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**ZONING COMMENTS:**

**Staff Member Responsible:** Jason A. Campbell

Applicant is requesting a Special Land Use Permit (SLUP) for the purpose of developing a suite hotel. The proposed hotel will be a four-story, 170-room hotel adjacent to Town Center at Cobb, on the northwest side of the mall. The hotel will be a dual hotel utilizing two of Hilton’s newer brands, TRU and Home2. The applicant has indicated that the TRU brand half of the hotel will target a younger demographic with smaller rooms but larger common areas, and the other half of the hotel will be the Home2 brand and will have larger, suite style rooms, targeting customers that may intend to stay longer than one or two nights.

The proposed development will require the following contemporaneous variances:

1. Waiver of the required number of parking spaces from 180 to 170 (waiving the 10 extra spaces for employees);
2. Waiver of the minimum four in 12 roof pitch to a minimally sloped roof with parapets instead of a gable style roof; and
3. Allowing the building height to reach 50 feet. The main roof level is 45-feet high, the highest parapet is proposed to be 54’-3” high and there is an architectural feature that extends to 62’-4”.

**Historic Preservation:** No comment.

**Cemetery Preservation:** No comment.

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**WATER & SEWER COMMENTS:**

Water and sewer are available.

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**TRAFFIC COMMENTS:**

This request will not have an adverse impact on the transportation network.

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APPLICANT: Vision Hospitality Group

PETITION NO.: SLUP-11

PRESENT ZONING: GC

PETITION FOR: SLUP

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**STORMWATER MANAGEMENT COMMENTS**

FLOOD HAZARD:  YES  NO  POSSIBLY, NOT VERIFIED

DRAINAGE BASIN: Noonday Creek FLOOD HAZARD INFO: Zone X

- FEMA Designated 100 year Floodplain Flood.
- Flood Damage Prevention Ordinance DESIGNATED FLOOD HAZARD.
- Project subject to the Cobb County Flood Damage Prevention Ordinance Requirements.
- Dam Breach zone from (upstream) (onsite) lake - need to keep residential buildings out of hazard.

WETLANDS:  YES  NO  POSSIBLY, NOT VERIFIED

Location: \_\_\_\_\_

- The Owner/Developer is responsible for obtaining any required wetland permits from the U.S. Army Corps of Engineer.

STREAMBANK BUFFER ZONE:  YES  NO  POSSIBLY, NOT VERIFIED

- Metropolitan River Protection Area (within 2000' of Chattahoochee River) ARC (review 35' undisturbed buffer each side of waterway).
- Chattahoochee River Corridor Tributary Area - County review (\_\_\_\_\_ undisturbed buffer each side).
- Georgia Erosion-Sediment Control Law and County Ordinance - **County Review**/State Review.
- Georgia DNR Variance may be required to work in 25 foot streambank buffers.
- County Buffer Ordinance: 50', 75', 100' or 200' each side of creek channel.

DOWNSTREAM CONDITIONS

- Potential or Known drainage problems exist for developments downstream from this site.
- Stormwater discharges must be controlled not to exceed the capacity available in the downstream storm drainage system.
- Minimize runoff into public roads.
- Minimize the effect of concentrated stormwater discharges onto adjacent properties.
- Developer must secure any R.O.W required to receive concentrated discharges where none exist naturally
- Existing Lake Downstream \_\_\_\_\_.  
Additional BMP's for erosion sediment controls will be required.
- Lake Study needed to document sediment levels.
- Stormwater discharges through an established residential neighborhood downstream.
- Project engineer must evaluate the impact of increased volume of runoff generated by the proposed project on receiving stream.

APPLICANT: Vision Hospitality Group

PETITION NO.: SLUP-11

PRESENT ZONING: GC

PETITION FOR: SLUP

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**STORMWATER MANAGEMENT COMMENTS – Continued**

SPECIAL SITE CONDITIONS

- Provide comprehensive hydrology/stormwater controls to include development of out parcels.
- Submit all proposed site improvements to Plan Review.
- Any **spring activity** uncovered must be addressed by a qualified geotechnical engineer (PE).
- Structural fill \_\_\_\_\_ must be placed under the direction of a qualified registered Georgia geotechnical engineer (PE).
- Existing facility.
- Project must comply with the Water Quality requirements of the CWA-NPDES-NPS Permit and County Water Quality Ordinance.
- Water Quality/Quantity contributions of the existing lake/pond on site must be continued as baseline conditions into proposed project.
- Calculate and provide % impervious of project site.
- Revisit design; reduce pavement area to reduce runoff and pollution.

INSUFFICIENT INFORMATION

- No Stormwater controls shown \_\_\_\_\_
- Copy of survey is not current – Additional comments may be forthcoming when current site conditions are exposed.
- No site improvements showing on exhibit.

ADDITIONAL COMMENTS

1. This site is located at the southeast intersection of George Busbee Parkway and Town Center Drive. The entire site discharges directly to the Noonday Creek floodplain to the north. Approximately 50% of the site has previously been developed.
2. The proposed development will be required to provide onsite stormwater management (underground). The site discharges must be tied directly to the existing stormwater infrastructure within the Town Center Drive right-of-way. Existing Town Center Mall stormwater conveyance must be accommodated through the site.

## STAFF RECOMMENDATIONS

### SLUP-11      VISION HOSPITALITY GROUP

There are fifteen criteria that must be considered for a Special Land Use Permit. The criteria are below in italics, with the Staff analysis following in bold.

- (1) *Whether or not there will be a significant adverse effect on the neighborhood or area in which the proposed use will be located.*  
**The proposed suite hotel will be developed on a combination of two parcels, replacing a vacant retail center that is currently on one of the parcels.**
- (2) *Whether or not the use is otherwise compatible with the neighborhood.*  
**The proposed use is compatible with the area because of its location in the Regional Activity Center land use category, near Town Center at Cobb Mall and other shopping, college and outdoor activities.**
- (3) *Whether or not the use proposed will result in a nuisance as defined under state law.*  
**The proposed use will not result in a nuisance as defined under state law.**
- (4) *Whether or not quiet enjoyment of surrounding property will be adversely affected.*  
**Located near I-75 and a major shopping mall, the use will not adversely affect the quiet enjoyment of surrounding property.**
- (5) *Whether or not property values of surrounding property will be adversely affected.*  
**Property values of surrounding property will not be adversely affected.**
- (6) *Whether or not adequate provisions are made for parking and traffic considerations.*  
**Adequate parking will be provided. The applicant is proposing 170 parking spaces.**
- (7) *Whether or not the site or intensity of the use is appropriate.*  
**The use is appropriate for the site. The property is located in a Regional Activity Center containing retail, office and mixed use developments.**
- (8) *Whether or not special or unique conditions overcome the board of commissioners' general presumption that residential neighborhoods should not allow noncompatible business uses.*  
**The property is within an established commercial area.**
- (9) *Whether or not adequate provisions are made regarding hours of operation.*  
**The hours of operation will be normal hours for a hotel and market conditions.**
- (10) *Whether or not adequate controls and limits are placed on commercial and business deliveries.*  
**The deliveries to the property will not adversely impact adjacent commercial uses.**
- (11) *Whether or not adequate landscape plans are incorporated to ensure appropriate transition.*  
**Abutting similar commercial zoning categories will not require landscaping as a transition. Landscape plans will be submitted during the Plan Review process.**

**SLUP-11 VISION HOSPITALITY GROUP (Continued)**

*(12) Whether or not the public health, safety, welfare or moral concerns of the surrounding neighborhood will be adversely affected.*

**The public health, safety, welfare or moral concerns of the surrounding area will not be adversely affected by the applicant's proposal.**

*(13) Whether the application complies with any applicable specific requirements set forth in this chapter for special land use permits for particular types of uses.*

**The applicant's proposal meets the two-acre lot size requirement for a suite hotel and the proposed use is allowed under the existing GC zoning category if a Special Land Use Permit is approved by the Board of Commissioners.**

*(14) Whether the applicant has provided sufficient information to allow a full consideration of all relevant factors.*

**The applicant has provided sufficient information to allow a full consideration of all relevant factors.**

*(15) In all applications for a special land use permit the burden shall be on the applicant both to produce sufficient information to allow the county fully to consider all relevant factors and to demonstrate that the proposal complies with all applicable requirements and is otherwise consistent with the policies reflected in the factors enumerated in this chapter for consideration by the county.*

**The property is appropriately zoned and the proposed suite hotel will provide development of a vacant retail center and a vacant parcel.**

Based on the above analysis, Staff recommends APPROVAL subject to the following:

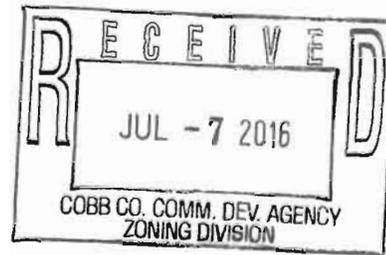
1. Site plan received by the Zoning Division on July 7, 2016;
2. Variances mentioned in the Zoning Comments section;
3. Water and Sewer Division comments and recommendations;
4. Stormwater Management Division comments and recommendations; and
5. Department of Transportation comments and recommendations.

**The recommendations made by the Planning and Zoning Staff are only the opinions of the Planning and Zoning Staff and are by no means the final decision. The Cobb County Board of Commissioners makes the final decisions on all Rezoning and Land Use Permits at an advertised public hearing.**

3555 Keith Street NW  
Suite 109  
Cleveland, TN 37312  
(423) 790-5880

**MEMO**

DATE: JULY 6, 2016  
TO: COBB COUNTY BOARD OF COMMISSIONERS  
FROM: BEN BERRY  
RE: SPECIAL LAND USE PERMIT FOR HOTEL (SUITE)  
2700 & 2975 RING ROAD (TOWN CENTER AT COBB)



Vision Hospitality Group, Inc. is proposing to develop a new 4-story, 170 room hotel on the two parcels referenced above. The properties are adjacent to Town Center at Cobb, on the northwest side of the mall. The Cobb County Zoning Code, section 134-37 (26), requires "Hotel (Suite)" uses to obtain a Special Land Use Permit, regardless of the zoning designation. Also, the site is zoned GC (General Commercial District) and section 134-277 (12)(I) of the zoning code list "Hotel (Suite)" uses as a Special Exemption Use.

The hotel will be a dual brand Hilton hotel utilizing two of the newer Hilton brands, TRU and Home2 Suites. The TRU brand targets a younger demographic with smaller rooms but larger common areas. The other half of the hotel will be the Home2 brand, which has larger, suite style rooms, targeting customers that may intend to stay longer than one or two nights.

There are several requirements applicable to Hotel (Suite) uses as part of section 134-277 (12)(I) of the zoning code. The project intends to meet the majority of these requirements, but requests flexibility on the below items:

- 5) *"Architectural Style/design to be approved by the board of commissioners."* The building elevations are included for approval.
- 6) *"All buildings shall have a minimum roof pitch of a four in twelve as defined by applicable building codes"*. The building will have a minimally sloped roof with parapets instead of a gable style roof as referenced.
- 12) *"Parking shall be calculated as one space required for each suite, with an additional ten spaces provided for employees."* We would like to request a waiver from the "additional ten spaces provided for employees" requirement. Our request is to match the standard parking requirements for hotels listed in section 134-272 (5)(d) of the zoning code (one space per room). The hotel has a low number of employees on-site during peak guest occupancy times (night) and since hotels average less than one car per room, this will provide enough parking for both guests and employees at this peak time.

We also request flexibility on section 134-277 (7), which limits the maximum building height to 50 feet. While the main roof level is 45' high, the highest parapet is proposed to be 54'-3" high and there is an architectural feature that extends to 62'-4".



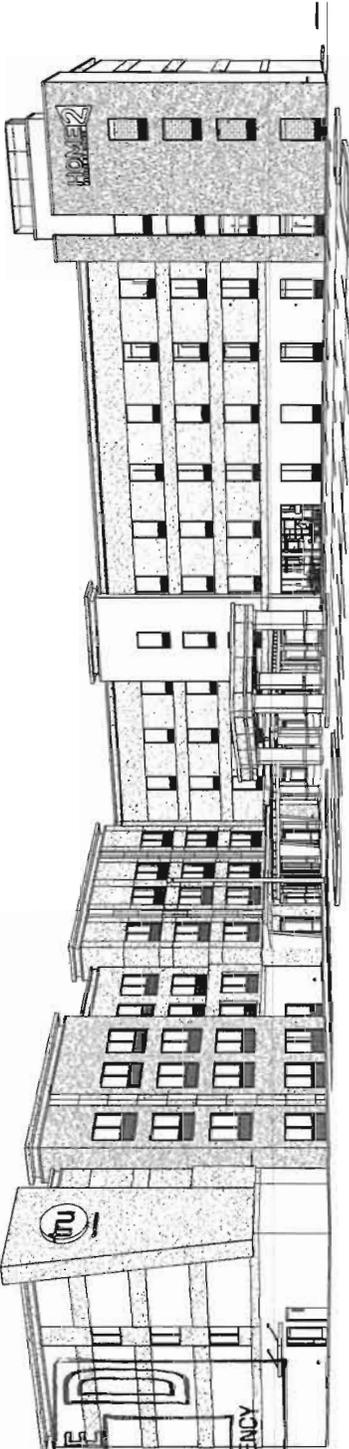
VISION  
HOSPITALITY GROUP  
HOME 2 SUITES & TRU DUAL FLAG  
KENNESAW, GA



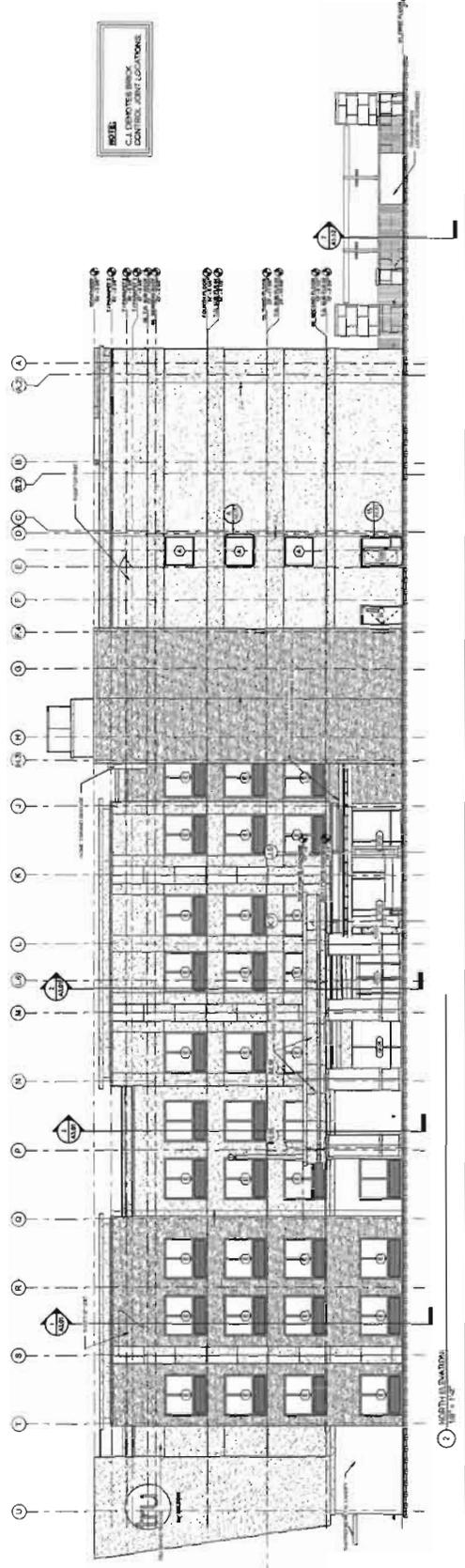
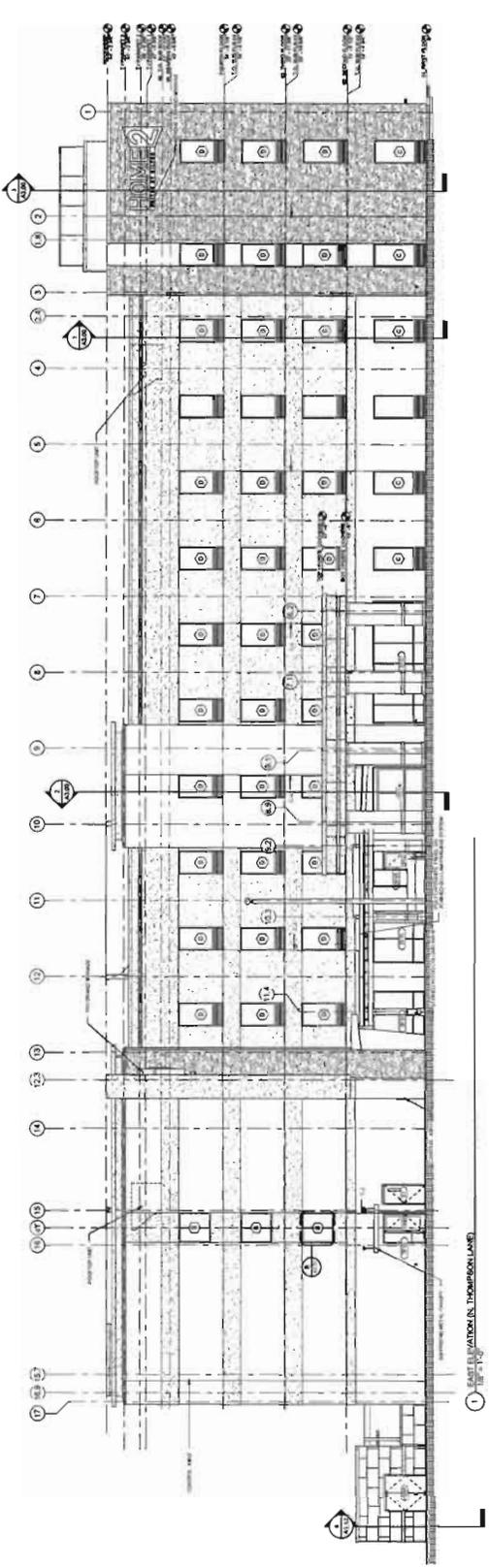
Terry W. Barker ARCHITECT  
architectural planning interior

DATE: 07/07/16  
PROJECT: HOME 2 SUITES & TRU DUAL FLAG  
LOCATION: 1000 W. BARKER BLVD., KENNESAW, GA 30144  
DRAWN BY: TERRY W. BARKER  
CHECKED BY: TERRY W. BARKER  
SCALE: 1/8" = 1'-0"

NOT FOR CONSTRUCTION



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ZONING DIVISION



2 NORTH ELEVATION

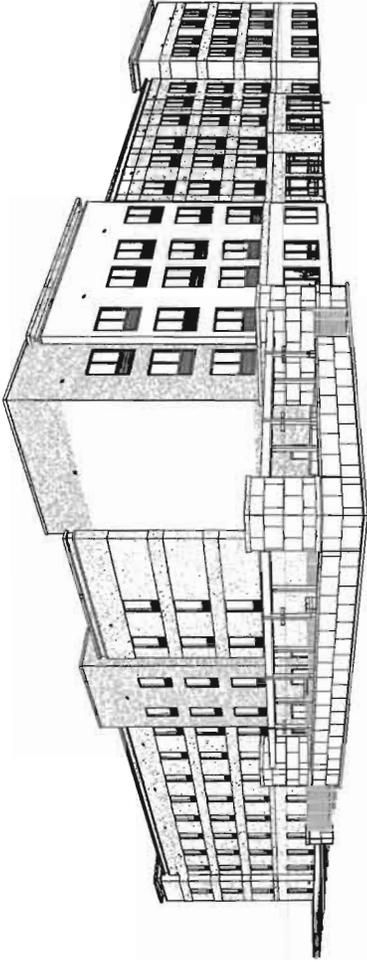


VISION  
HOSPITALITY GROUP  
HOME 2 SUITES & TRU DUAL FLAG  
KENNESAW, GA

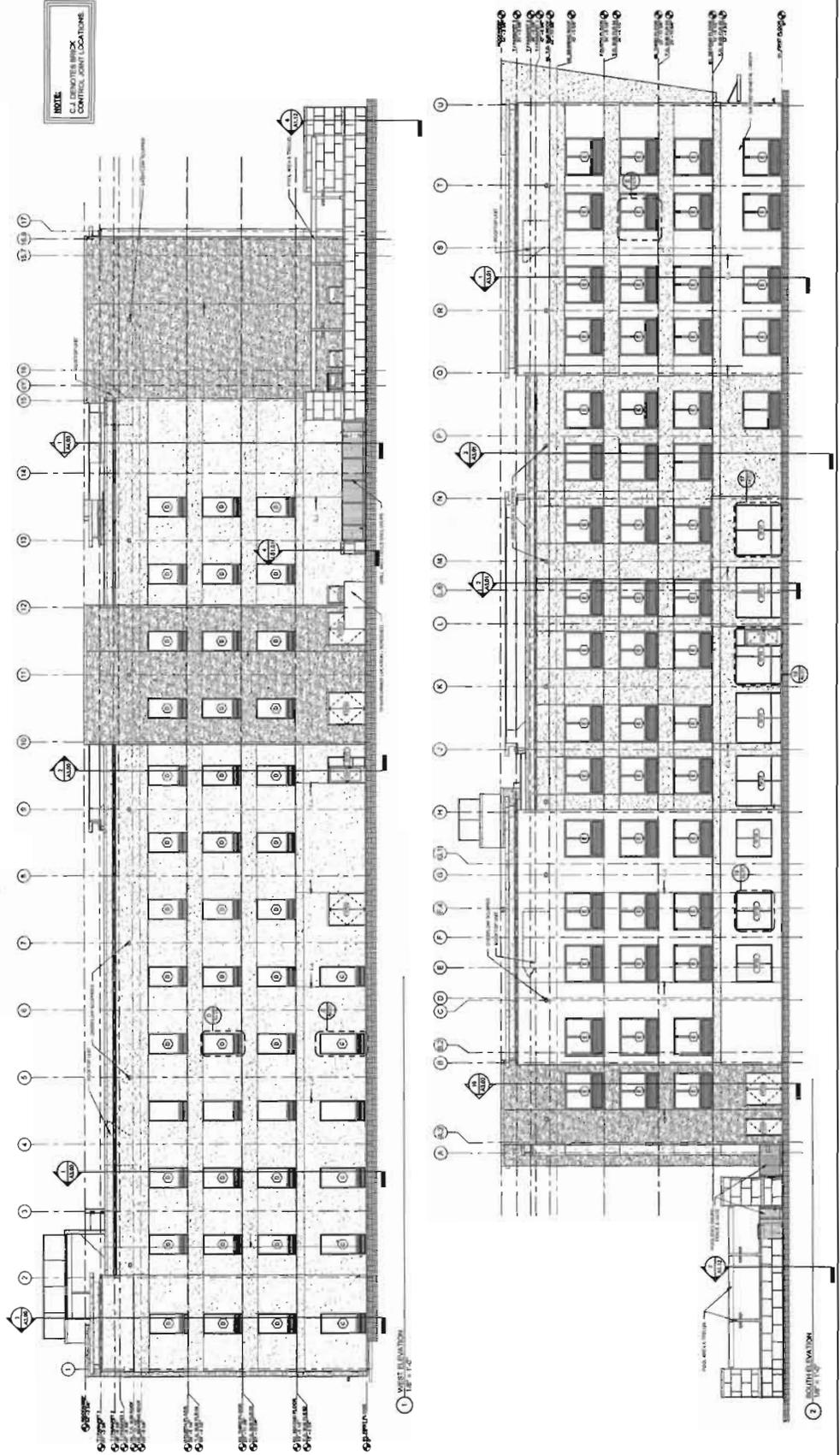


Terry W. Barker ARCHITECT  
Architectural planning interior  
714 Albany Street, Marietta, GA 30067  
P: 404 534 0808 F: 404 534 7833 www.twbarker.com

NOT FOR CONSTRUCTION



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JUL - 7 2016  
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ZONING DIVISION



- 1.000' FINISH FLOOR
- 1.010' FINISH FLOOR
- 1.020' FINISH FLOOR
- 1.030' FINISH FLOOR
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