



Cobb County Community Development Agency  
Zoning Division

1150 Powder Springs St. Marietta, Georgia 30064

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**SITE BACKGROUND**

Applicant: Apsilon Hotels, LLC

Phone: (404) 564-1701

Email: raj@apsilonhotels.com

Representative Contact: Raj Patel

Phone: (404) 564-1701

Email: raj@apsilonhotels.com

Titleholder: Anshasi Properties, Inc.

Property Location: East side of George Busbee Parkway, west side of Ring Road, south side of Mall 2 Road

Address: 2646 George Busbee Parkway

Access to Property: George Busbee Parkway

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**QUICK FACTS**

Commission District: 3-Birrell

Current Zoning: GC (General Commercial)

Current use of property: Retail

Proposed use: Suite Hotel

Future Land Use Designation: RAC (Regional Activity Center)

Site Acreage: 1.98 ac

District: 16

Land Lot: 579

Parcel #: 16057900020

Taxes Paid: Yes

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**FINAL ZONING STAFF RECOMMENDATION:**

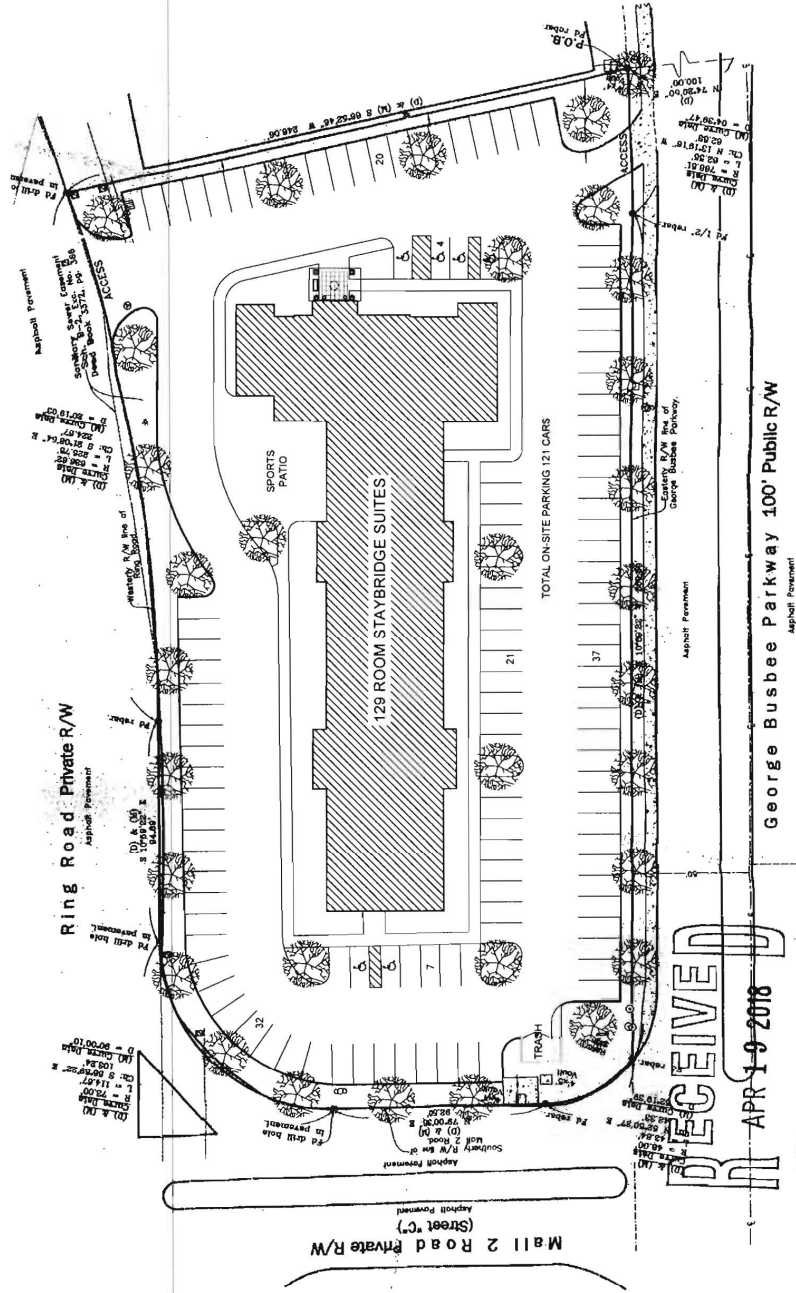
(Zoning staff member: Jason Campbell)

Based on the analysis of this application, Staff recommends **APPROVAL** subject to the following:

1. Site plan to be approved by the Board of Commissioners;
2. Variances listed in the Zoning comments;
3. Fire Department comments and recommendations;
4. Site Plan Review comments and recommendations;
5. Water and Sewer Division comments and recommendations;
6. Stormwater Management Division comments and recommendations; and
7. Department of Transportation comments and recommendations.

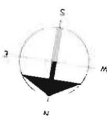
	<b>SLUP-7 (2018)</b>	DANIEL LEMBERG - ARCHITECT 3445 CONCORD CONYERS, GA 300 (770) 922-8322	KENNESAW, GEORGIA
	<b>STAYBRIDGE</b>		
			SITE

CONCEPT



**CONCEPT SITE PLAN**  
 5 STORY 129 UNIT STAYBRIDGE SUITES  
 SCALE: 1"=20'

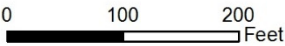
TOTAL BUILDING AREA = 82,180sf



# SLUP-7 2018-Aerial Map



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

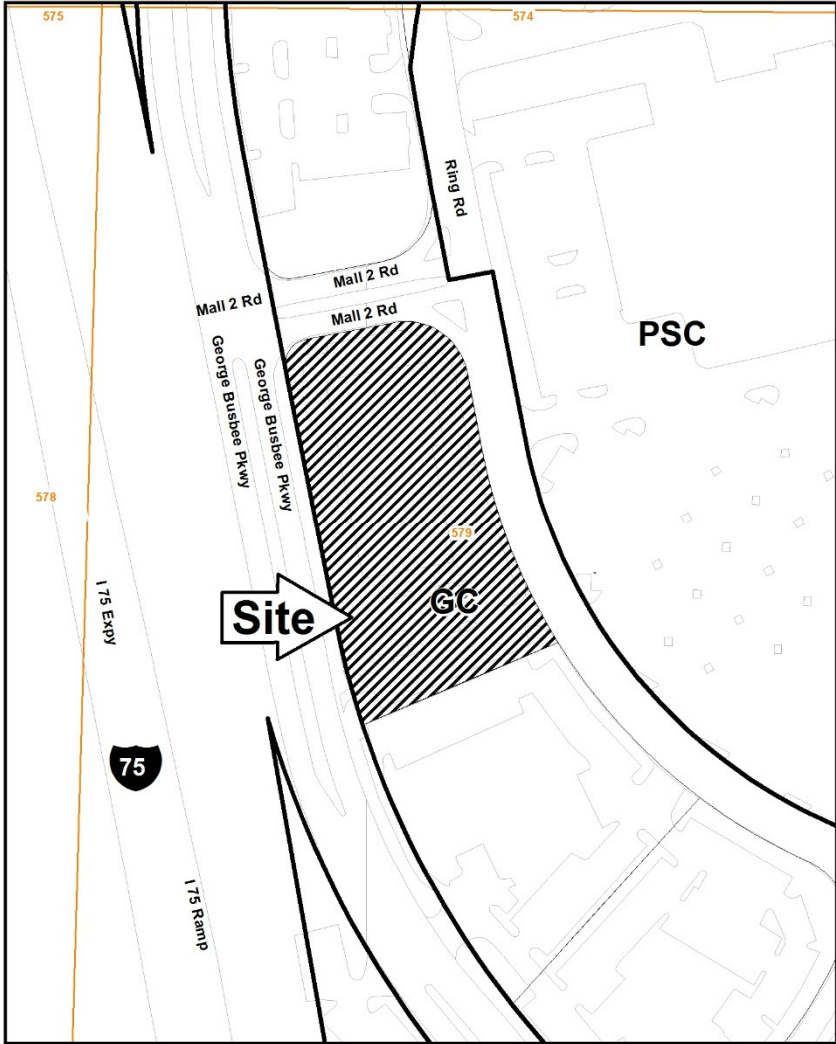


- Zoning Boundary
- City Boundary

North

**Zoning:** GC (General Commercial)  
**Future Land Use:** RAC (Regional Activity Center)

**SLUP-7 2018-GIS**



WEST

**Zoning:** CRC  
 (Community Retail Commercial)

**Future Land Use:** RAC  
 (Regional Activity Center)

EAST

**Zoning:** PSC  
 (Planned Shopping Center)

**Future Land Use:** RAC  
 (Regional Activity Center)

SOUTH

**Zoning:** GC (General Commercial)  
**Future Land Use:** RAC (Regional Activity Center)



## DEPARTMENT COMMENTS- Zoning Division

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### Current zoning district for the property

The GC district is established to provide locations for retail commercial and service uses which are oriented toward automotive businesses, are land intensive with a need for major road access and visibility, are generally not listed as a permitted uses within the NRC (neighborhood retail commercial) and CRC (community retail commercial) districts or may have existing stipulations and conditions that limit certain intensive uses and are located in areas delineated within a community activity center and regional activity center as defined and shown on the Cobb County Comprehensive Plan: A Policy Guide, adopted November 27, 1990. Any existing GC district, developed or undeveloped, located within an area delineated within an industrial-compatible area or industrial area as shown on the comprehensive plan, shall be deemed to be a grandfathered, nonconforming use after January 1, 1991, and subject to those provisions contained in this chapter.

### Summary of the applicant's proposal

The applicant is requesting a Special Land Use Permit (SLUP) for the purpose of developing a suite hotel. The proposed hotel will be a five-story, 129-unit suite hotel. The applicant will be demolishing the existing building that previously housed the Recreation Factory Warehouse business.

### Non-residential criteria

Proposed # of buildings: 1  
Proposed # of stories: 5  
Total sq. footage of development: 82,180  
Floor area ratio: 0.95  
Square footage per acre: 41,505.05  
Required parking spaces: 139  
Proposed parking spaces: 121  
Acres in floodplain or wetlands: 0  
Impervious surface shown: 79%

### Are there any zoning variances?

Yes, the proposed development will require the following contemporaneous variances:

1. Waive the number of required parking spaces from the required 139 to 121; and
2. Waive the required lot size from the required two acres to 1.98 acres;

### **DEPARTMENT COMMENTS- Fire Department**

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1. The building may require both fire alarm and fire sprinkler systems.

### **DEPARTMENT COMMENTS- Site Plan Review (County Arborist)**

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The property owner will be required to obtain a Land Disturbance Permit if there are any staff comments or approval stipulations which require any type of site modifications (fencing, landscaping, curb/gutter & sidewalk installation, etc.). Contact Site Plan Review, 770-528-2147.

### **DEPARTMENT COMMENTS- Cemetery Preservation**

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No comment.

### **DEPARTMENT COMMENTS- School System**

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Approval of this petition will not have an impact on the enrollment.

## **DEPARTMENT COMMENTS- Stormwater Management**

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1. Flood hazard: No
2. Flood hazard zone: Zone X
3. Drainage Basin: Noonday Creek
4. Wetlands: No
5. Streambank buffer zone: No
6. Stormwater discharges must be controlled not to exceed the existing capacity of the downstream storm drainage system.
7. Special site conditions and/or additional comments:
  - Stormwater management for this site will be provided by an underground stormwater facility located beneath the parking lot. The system must discharge to the existing Town Center Mall infrastructure.

**DEPARTMENT COMMENTS- Planning Division**

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Comprehensive Plan Designation:  Consistent  Inconsistent

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**House Bill 489 Intergovernmental Agreement Zoning Amendment Notification**

Is the proposal within one-half mile of a city boundary?  Yes  No

Was the city notified?  Yes  No   
N/A

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Comments:

**DEPARTMENT COMMENTS- Water and Sewer**

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Existing water and sewer customer.



## DEPARTMENT COMMENTS- Transportation

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### Recommendations

1. Recommend applicant consider entering into a development agreement pursuant to O.C.G.A. 36-71-13 for dedication of the following system improvements to mitigate traffic concerns: a) donation of right-of-way on the east side of George Busbee Parkway, a minimum of 55' from the roadway centerline.
2. Recommend applicant be required to meet all Cobb County Development Standards and Ordinances related to project improvements.
3. Recommend entrance on George Busbee Parkway be marked and signed for entrance only.
4. Recommend applicant submit site details to Cobb DOT for coordination with Cobb County Airport Manager to determine potential need for a FAA study.
5. Recommend a traffic study. The traffic study should include existing and base year (full build out year) Build and No Build analysis. Study assumptions (such as study intersections, trip distribution and annual growth rate) should be agreed to by Cobb DOT before completing the study. Recommend the developer be responsible for any improvements caused by site-generated traffic.

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STAFF ANALYSIS

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There are fifteen criteria that must be considered for a Special Land Use Permit. The criteria are below in bold, with the staff analysis written unbold:

- (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 applicant will demolish the existing building on the property that previously housed Recreation Factory Warehouse in order to construct the five-story hotel.
- (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 (RAC) land use category, near Town Center at Cobb Mall and other shopping, collegiate, 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.**  
The proposed site plan will require a variance to waive the number of required parking spaces from 139 spaces to 121. Suite hotels require one space per unit and 10 spaces for employees.
- (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.

STAFF ANALYSIS (continued)

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**(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 properties.

**(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.

**(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 will require a contemporaneous variance to waive the minimum lot size from 2.0 acres to 1.98 acres. The proposed use is allowed under the existing General Commercial (GC) zoning district if a Special Land Use Permit (SLUP) 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, with the exception of the pitch of the roof of the five-story building. Suite hotels are supposed to have a minimum roof pitch of a four in twelve as defined by applicable building codes.

STAFF ANALYSIS (continued)

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- (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.**

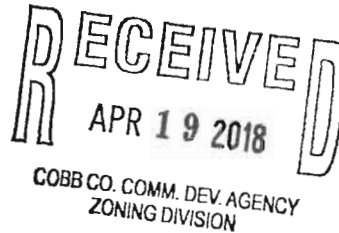
The property is appropriately zoned and the proposed suite hotel will provide redevelopment of a former retail property.

**The staff analysis and recommendation 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.**



April 17th, 2018

Cobb County Zoning Division  
1150 Powder Springs Street  
Suite 400  
Marietta, GA 30064



RE: Special Land Use Permit Application  
2646 George Busbee Parkway NW

To Whom It May Concern:

I am applicant for the above referenced application, please allow this letter to serve as our Letter of Intent. Apsilon Hotels, LLC is proposing to demo the building that previously housed the Recreation Factory Warehouse at the above address and to construct a brand new 5-story, 129 room Staybridge Suites Hotel.

We look forward to working with the county on the project, please feel free to contact me with any questions.

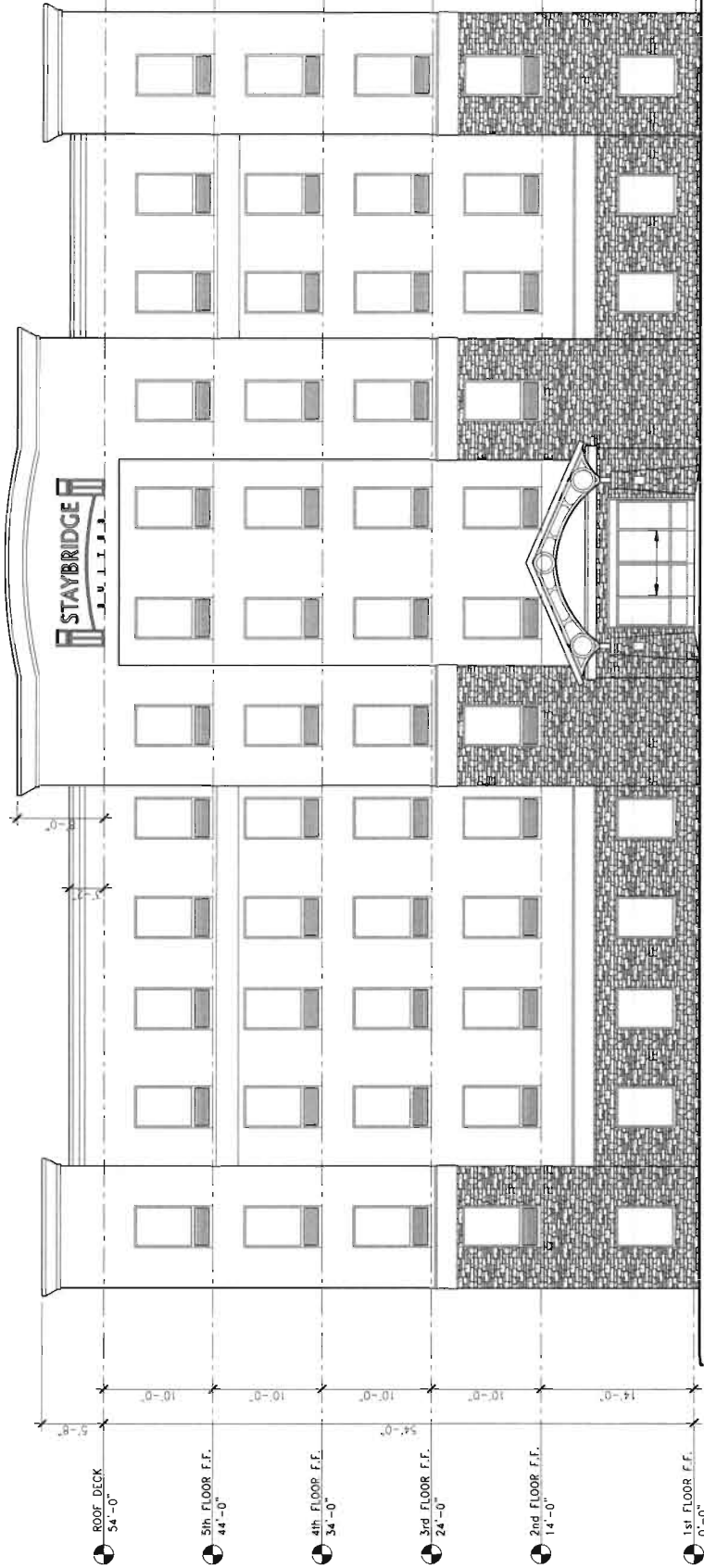
Sincerely,

Raj Patel  
Apsilon Hotels, LLC

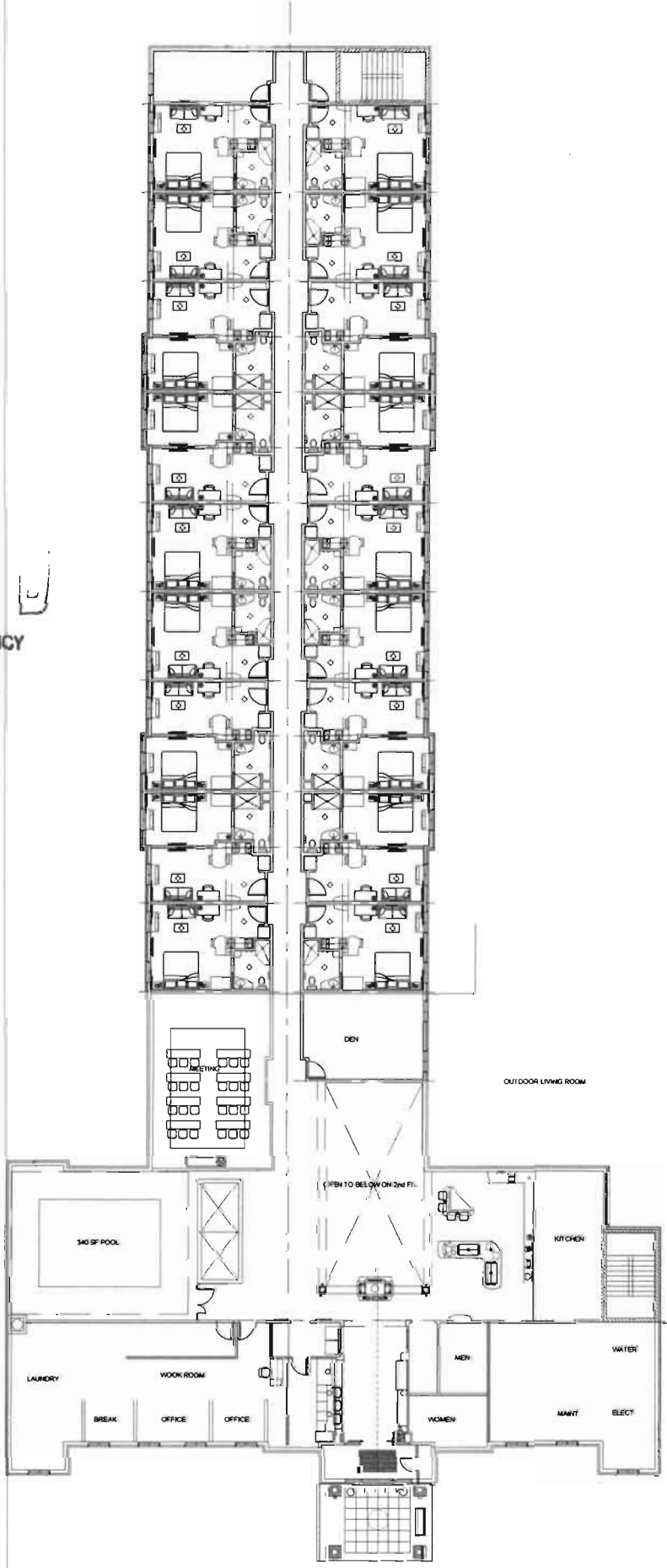


**RECEIVED**  
JUN 20 2018

COBB CO. COMM. DEV. AGENCY  
ZONING DIVISION



 JUN 20 2018  
COBB CO. COMM. DEV. AGENCY  
ZONING DIVISION

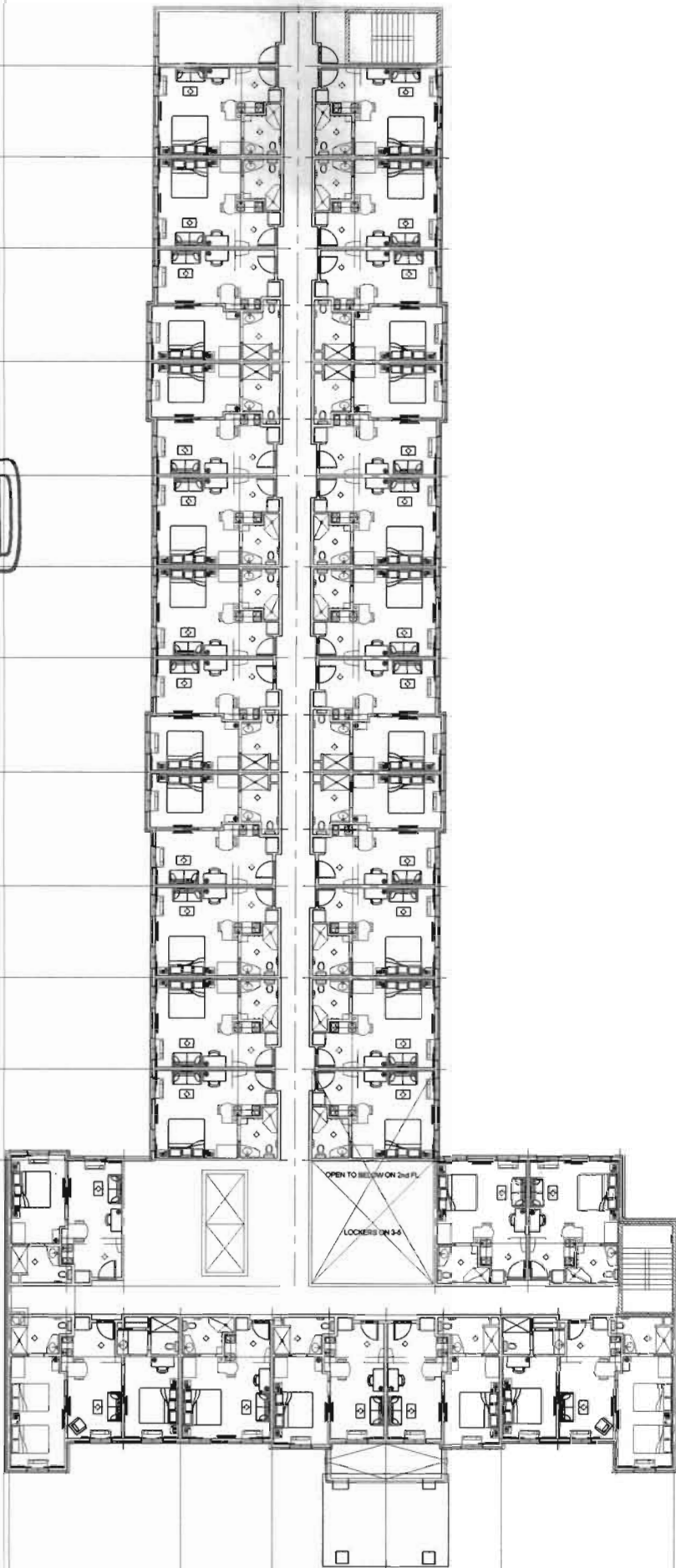


SLUP-7 (2018)  
Elevations and  
Floor Plans

SLUP-7 (2018)  
2nd thru 5th  
Floor Plans

RECEIVED  
JUN 20 2018

COBB CO. COMM. DEV. AGENCY  
ZONING DIVISION





**Planning Commission Decision**

NO. OPPOSED: \_\_\_\_\_ APPROVED \_\_\_\_\_ DENIED \_\_\_\_\_ DELETED TO \_\_\_\_\_

NO. IN SUPPORT \_\_\_\_\_ MOTION BY: \_\_\_\_\_ SECONDED: \_\_\_\_\_ VOTE: \_\_\_\_\_

**Names of those Opposed:**

**Comments:**

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Stipulation letter from \_\_\_\_\_ dated \_\_\_\_\_  
 Stipulation letter from \_\_\_\_\_ dated \_\_\_\_\_  
 Stipulation letter from \_\_\_\_\_ dated \_\_\_\_\_

**Board of Commissioners Decision**

NO. OPPOSED: \_\_\_\_\_ APPROVED \_\_\_\_\_ DENIED \_\_\_\_\_ DELETED TO \_\_\_\_\_

NO. IN SUPPORT \_\_\_\_\_ MOTION BY: \_\_\_\_\_ SECONDED: \_\_\_\_\_ VOTE: \_\_\_\_\_

**Names of those Opposed:**

**Comments:**

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