



## Community Development – Zoning Division

John Pederson – Division Manager

### **ZONING CASE**

Z-14-2023

### **SITE BACKGROUND**

Applicant	Brand Properties, LLC
Phone	770-963-9223
Email	madams@brandproperties.com
Representative Contact	J. Kevin Moore
Phone	770-429-1499
Email	jkm@mijs.com
Titleholder	Helen Hair Stamps, as Trustee under the Helen Hair Stamps Revocable Trust
Property Location	Located on the east and west side of River View Road, northeast of Veterans Memorial Highway
Address	6324, 6330 River View Road
Access to Property	River View Road

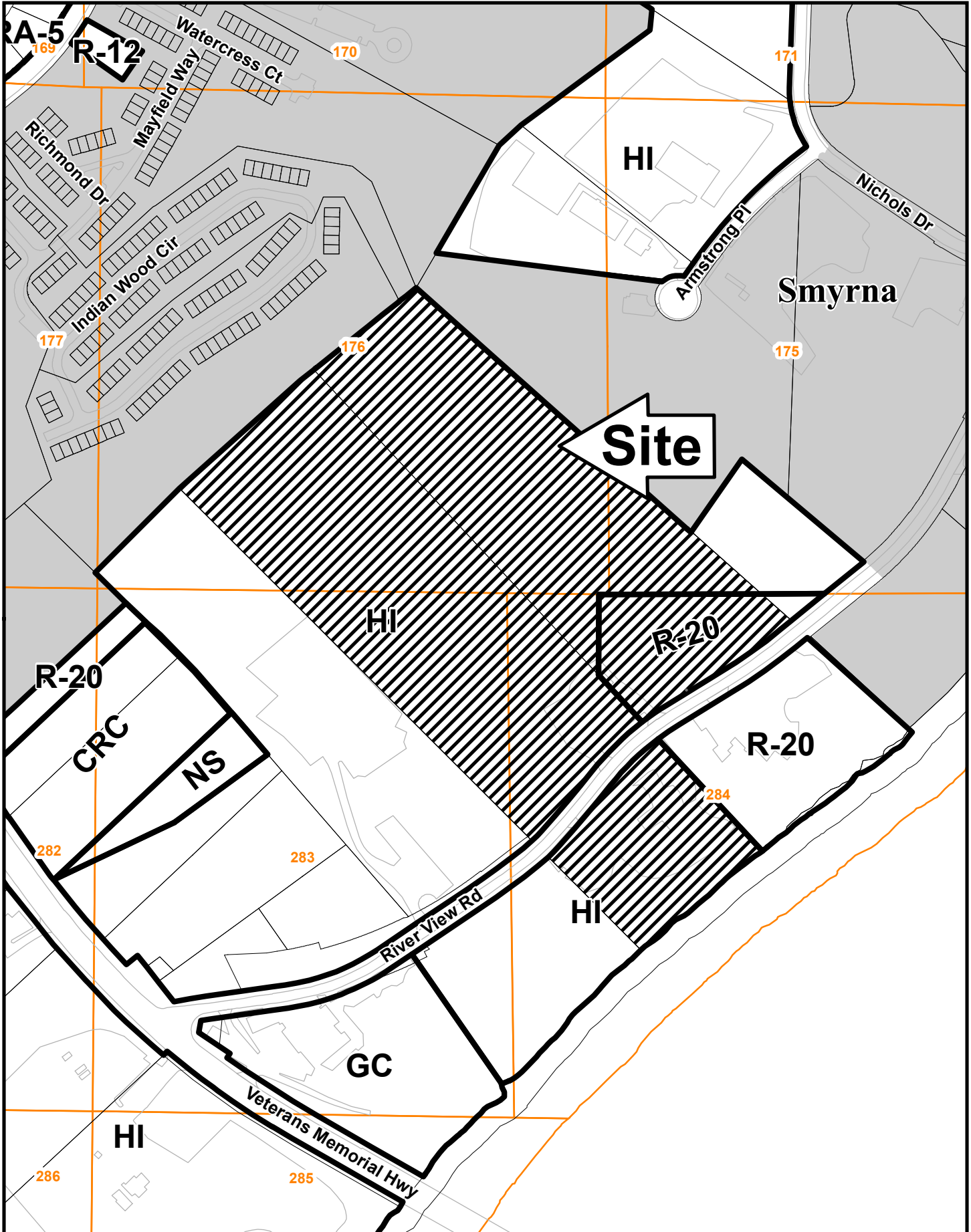
### **QUICK FACTS**

Commission District	4-Sheffield
Current Zoning	HI, R-20
Current Use of Property	Undeveloped lot
Proposed Zoning	RRC
Proposed Use	Mixed Use; retail, multifamily
Future Land Use	IND
Site Acreage	28.01
District	18
Land Lot	175, 176, 283, 284
Parcel #	18028400010, 18028400020
Taxes Paid	Yes

### **FINAL ZONING STAFF RECOMMENDATIONS**



[Click here to enter text.](#)

# Z-14 2023 GIS



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

0 200 400 Feet

 Zoning Boundary  
 City Boundary

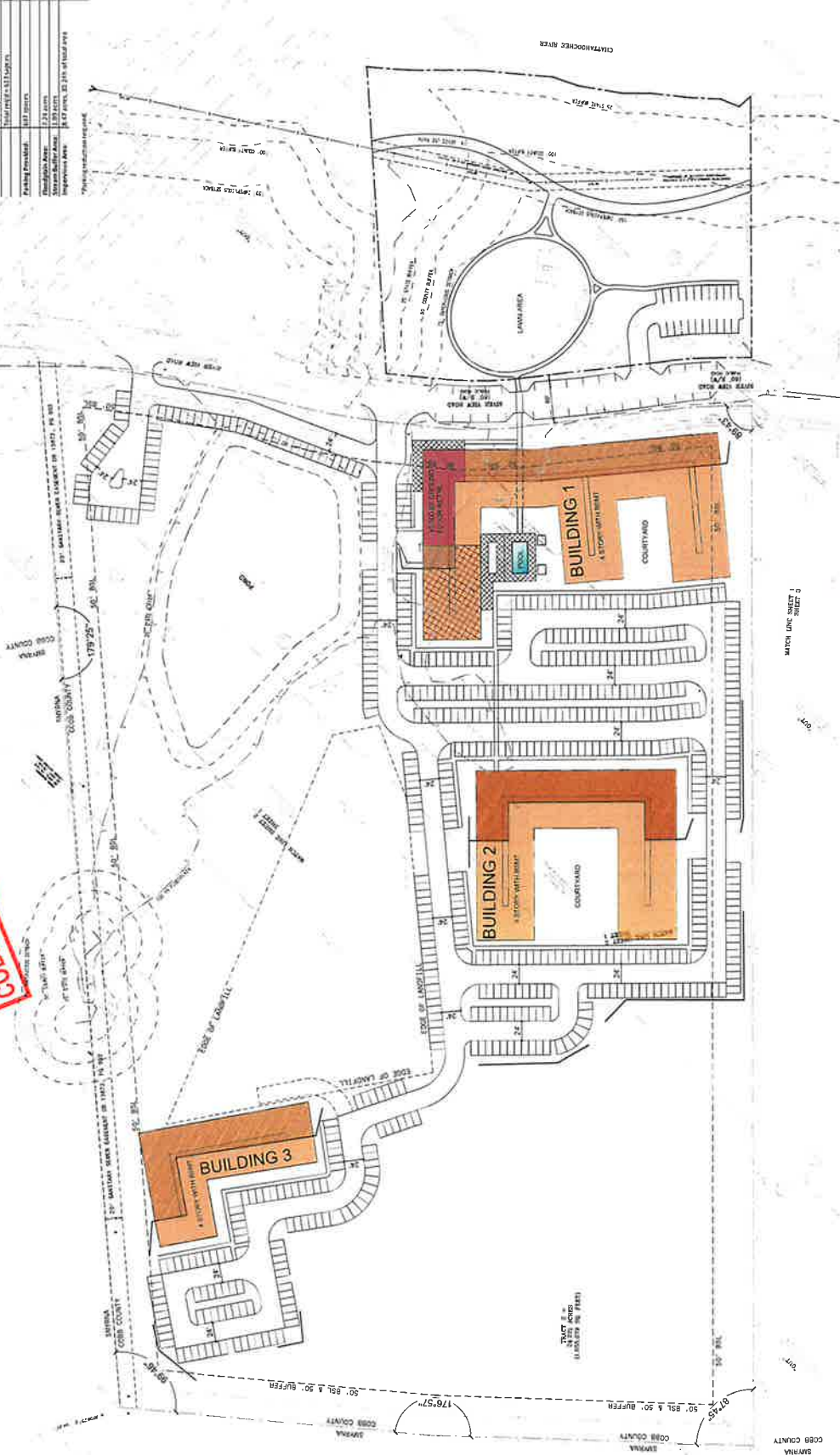
**STORMWATER MANAGEMENT**

STORMWATER DETENTION DUE TO THE PROXIMITY TO THE CHATTAHOOCHEE RIVER, IT IS RECOMMENDED THAT DETENTION WILL NOT BE REQUIRED AS PEAK FLOW RATES A FULL HYDROLOGY STUDY WILL BE PERFORMED TO SHOW THAT THIS IS ACCURATE.

THE DETENTION OF STORMWATER IN THE SITE WOULD BE REQUIRED TO MAINTAIN THE QUALITY OF THE WATER IN THE RIVER. THE DETENTION OF STORMWATER IN THE SITE WOULD BE REQUIRED TO MAINTAIN THE QUALITY OF THE WATER IN THE RIVER. THE DETENTION OF STORMWATER IN THE SITE WOULD BE REQUIRED TO MAINTAIN THE QUALITY OF THE WATER IN THE RIVER.

**RECEIVED**  
**MAR 02 2023**  
**COBB COUNTY ZONING**

<b>OWNER/DEVELOPER</b>	
OWNER CONTACT (24-HR)	BRAND PROPERTIES
PHONE (404) 353-7700	SUITE 100 ATLANTA
PHONE (404) 353-7700	GEORGIA 30326
PHONE (404) 353-7700	PHONE (770) 440-1100
<b>CIVIL DESIGN TEAM</b>	
CIVIL ENGINEER	POND AND COMPANY
PHONE (770) 440-1100	3500 PARKWAY LANE
PHONE (770) 440-1100	SUITE 500
PHONE (770) 440-1100	PEACHTREE CORNERS, GA 30092
PHONE (770) 440-1100	PHONE (770) 440-1100
PHONE (770) 440-1100	PHONE (770) 440-1100



**A1 REZONING SITE PLAN**  
**SCALE: 1" = 60'**

**PROJECT SUBMITTAL STAGE**





# Z-14 Aerial Map



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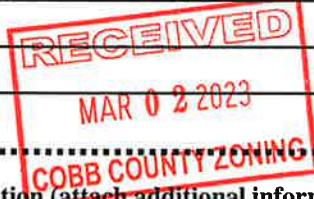
0 200 400 Feet

 Zoning Boundary  
 City Boundary

## Summary of Intent for Rezoning\*

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**Part 1. Residential Rezoning Information (attach additional information if needed)**

- a) **Proposed unit square-footage(s):** App. 390 units at 866 sq. feet average - 337,000 total sq. feet
- b) **Proposed building architecture:** Wood framing; four stories with basement;  
exterior with a mix of masonry, fiber cement, and vinyl siding
- c) **List all requested variances:** 1) Reduce residential parking requirement from 1.75 spaces  
per unit to 1.5 spaces per unit; 2) reduce building setbacks from 50 feet to 25 feet



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**Part 2. Non-residential Rezoning Information (attach additional information if needed)**

- a) **Proposed use(s):** Approximately 5,500 square feet of retail space
- b) **Proposed building architecture:** Mix of wood framing and steel; exterior to be masonry
- c) **Proposed hours/days of operation:** Monday-Sunday; 8:00 a.m. - 9:00 p.m.
- d) **List all requested variances:** 1) Reduce building setbacks from 50 feet to 25 feet

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**Part 3. Other Pertinent Information (List or attach additional information if needed)**

The intent is for the 3.785 acre parcel on the southeasterly side of River View Road to be a park/  
recreational area. The Trust for Public Land and PATH Foundation have expressed interest in running a  
trail through this parcel.

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**Part 4. Is any of the property included on the proposed site plan owned by the Local, State, or Federal Government?**

(Please list all Right-of-Ways, Government owned lots, County owned parcels and/or remnants, etc., and attach a  
plat clearly showing where these properties are located).

None known at this time.

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\*Applicant specifically reserves the right to amend any information set forth in this Summary of Intent for Rezoning, or any portion of the Application for Rezoning, or documentation attached thereto, at any time during the rezoning process.

## ATTACHMENT TO APPLICATION FOR REZONING

### IMPACT ANALYSIS STATEMENT



**Application No.:** Z- 14 (2023)  
**Hearing Dates:** May 2, 2023  
May 16, 2023

**Applicant:** Brand Properties, LLC  
**Titleholder:** The Helen Hair Stamps Revocable Trust  
Dated July 3, 2019

Analysis of impact of the proposed rezoning with respect to the following:

- (a) This Application for Rezoning seeks rezoning of approximately 28.006 acres located on the northwesterly side of River View Road and the southeasterly side of River View Road, easterly of Veterans Memorial Highway, being more particularly known as 6330 and 6324 River View Road, Land Lots 175, 176, 283, and 284, 18<sup>th</sup> District, 2<sup>nd</sup> Section, Cobb County, Georgia (hereinafter the "Property" or the "Subject Property"). The Property is currently zoned Heavy Industrial ("HI") and R-20. Applicant is seeking rezoning of the Property to the Regional Retail Commercial ("RRC") zoning category for the purpose of a mixed-use development consisting of multi-family and retail. The requested category of RRC will allow the Property to be utilized to its highest and most reasonable potential. Zoning and uses of properties in the area vary from medium and high-density residential to office, retail, commercial, and industrial purposes. The location of the Subject Property makes it uniquely suited for the proposed development; as well as, its location to interstate connectivity. The proposed RRC zoning classification and development for a mixed-use development with multi-family residential and retail components would be compatible with surrounding residentially zoned properties and could serve as the impetus for redevelopment of the area as a whole.
- (b) This zoning proposal should have no adverse effect on the existing use or usability of adjacent or nearby property. The proposed development should have a minimal, if any, impact on surrounding properties, as surrounding properties would be similarly situated with the proposed development. If approved and developed according to the request, the adjacent and nearby property owners would benefit in higher land values. Cobb County will benefit in increased tax revenue.
- (c) The property, as zoned, does have a reasonable economic use. Rezoning of the Property to the proposed RRC classification would allow the Property to be developed and utilized to its highest and best potential, and consistent with residential properties adjacent to and in the immediate proximity.

- (d) This zoning proposal will not cause excessive or burdensome use of existing streets, transportation facilities, utilities, or schools. Development, as proposed, would have minimal effect on utilities and transportation facilities. The Property has convenient access to the interstate highway and major thoroughfares within the County. Roadway improvements in and around the Subject Property in recent years have eased access and traffic concerns related to the proposed development.
- (e) The zoning proposal is not in conformity with the Future Land Use Map of Cobb County, Georgia.
- (f) While this zoning proposal is inconsistent with the uses of immediately adjacent properties, it provides an opportunity for development and revitalization of an area which would benefit from the type of mixed-use development proposed by Applicant. The proposed park area along the Chattahoochee River would provide unique green space for residents of the proposed development.