



STAFF REPORT TO THE PLANNING & ZONING COMMISSION

Bryce Jaeck, GIS Planner
April 12, 2022

APPLICATION INFORMATION

Parcel Identification Number:	N/A
Physical Address:	N/A
Applicant / Owner:	Grace Barlow/Ben Patel
Zoning Action Requested:	Text Amendment
Campaign Contributions:	None filed
Conflict of Interest:	None filed

INTRODUCTION

The applicant is seeking an amendment to add *hotels* as a permitted use to the General Commercial Zoning District (C3) in Section 620.3 Table 7. The reason for the request is that the applicant is considering possible locations in the district for the hotels. Currently, the zoning ordinance has *hotels* as a permitted as a permitted use in the Interstate Commercial District (C4) and as a conditional use for the Downtown Commercial Zoning District (C1).

ZONING HISTORY

The current zoning ordinance was adopted on March 11, 2019.

STANDARDS FOR ZONING ORDINANCE TEXT AMENDMENT APPLICATION DECISIONS (SECTION 1120.8)

<i>Standards</i>	<i>Staff Comment</i>
<i>(1) whether the zoning proposal is consistent with the intent and purpose of the Zoning Ordinance (e.g., does a proposed land use comport with the purpose and intent of the zoning district where it is proposed, does the proposal create internal conflicts with this Ordinance, etc.);</i>	The request is for a commercial land use in a commercial zoning district.
<i>(2) whether the zoning proposal is consistent with the Comprehensive Plan, or other city-adopted plans (e.g., Major Thoroughfare Plan, Urban Redevelopment Plan, GreenPrint Plan, etc.).</i>	The use would be commercial in nature and scope. Nearly all C3 properties are inside the <i>Commercial Investment Areas -Interstate Corridor</i> character area. Lodging is not listed as an appropriate use. Lodging is listed as an appropriate use for <i>Commercial Investment Areas – Commercial Nodes</i> . There are no C3 properties in these character areas.
<i>(3) whether the zoning proposal creates the most narrow change necessary and properly mitigates potential negative impacts for development scenarios accommodated by the zoning proposal; and</i>	This is an expansion of an existing commercial use that is allowed as permitted in C4 and as a conditional use in C1. The request is for an area that already allows heavy commercial development such as shopping centers, automobile sales, and grocery stores. Given the intensity of permitted uses in terms of scale the potential impact in terms of parking, traffic, and areas of development, hotels are similar in scale and impact. Per section 620.2(2)(e), the General Commercial District (C3), the district is

	<p>intended “[t]o provide for a range of commercial uses that supply commodities or services for both the community and regional market”. <i>Hotels</i> are permitted in C4, which is described as “provid[ing] an area for commercial establishments that normally depend on the traveling or commuting public for business and that generally offer extended hours of service”. (Section 620.(2)(f)) In C1, where <i>hotels</i> are a conditional use the district is described as “encourage[ing] development of this district as a shopping, dining, and activity center for residents, tourists, and the surrounding region.” (Section 620.(2)(c)).</p> <p>Adding <i>hotel</i> as a permitted use would serve regional needs, and C3 properties are located along major traffic corridors such as US 441 and GA Hwy 83 which support tourists. Additionally, US 441 is part of several tourist routes such as the Antebellum Trail promoted by various state and local tourism groups.</p>
<p>(4) <i>whether the zoning proposal would be more appropriate for a variance, instead of changing zoning parameters for the whole city or whole zoning district.</i></p>	<p>A variance is considered for development constraints unique to the parcel. Use of variances is inappropriate.</p>

SUMMARY

Staff would recommend *hotels* be added as a conditional use to C3 instead of as a permitted use. The use is commercial and would not have a significantly different impact in terms of traffic or utility when compared to uses currently allowed in C3. However, the *Comprehensive Plan* does not include lodging for the character area that contains C3. Given that the definition of C3 allows for “regional services” a conditional use seems to be an appropriate acknowledgement of the partial support found in the zoning ordinance and comprehensive plan.

Staff suggests motions include language similar to below:

APPROVAL of the text amendment to Section 620.3 Table 7, including suggested changes by staff, based on the application, public hearing, and discussion, and considering applicable standards:

DENIAL of the text amendment to 620.3 Table 7 based on the application, public hearing, and discussion, and considering applicable standards as presented OR due to the following reasoning(s), finding(s), and/or conclusion(s):

City of Madison

Main Street & Planning Department
 Bryce Jaeck, GIS Planner
 132 N. Main Street – P.O. Box 32 – Madison, GA 30650
 (706) 342-1251 x 1226
bjaeck@madisonga.com

All materials submitted by the applicant are available at City Hall or online at <http://www.MadisonGA.com/Zoning>. Staff will have copies of these materials at all public hearings.

Bhugesh Patel
1331 Lions Club Rd.
Madison, GA 30650

April 10, 2023

City of Madison Planning and Development
132 N. Main St.
Madison, GA 30650

RE: Text amendment to amend Section 620.3 Table 7, specifically to allow hotels as a permitted use in the General Commercial District (C3)

Commissioners,

Thank you for your consideration regarding a text amendment to allow hotels in the C3 district.

In the City of Madison, hotels are currently only permitted uses in the C4 Interstate Commercial District, but are a conditional use in the C1 Downtown Commercial District. Because all suitable property currently zoned C4 is already occupied by fast food, gas stations, and other businesses, there is no available lot for hotel development.

The next appropriate zoning district for hotels is C3, of which the city has limited parcels along heavily traveled roads.

As outlined below, hotels will bring a variety of benefits to the residents of Madison and the local economy.

Economic benefits: Hotels can bring significant economic benefits to a community, including increased tourism, job creation, and tax revenue. By allowing hotels as a permitted use in the C3 district, you can help attract new businesses and visitors to the area, which can help boost the local economy.

Increased property values: The presence of a hotel can also increase property values in the surrounding area, which can benefit property owners and the community as a whole.

Compatibility with other uses: Hotels are often compatible with other uses in commercial districts, such as retail, dining, and entertainment establishments. By allowing hotels in the C3 district, you can help create a vibrant, mixed-use environment that appeals to a wide range of consumers.

Meeting demand: There is a growing demand for hotel accommodations in Madison, particularly when there are events that draw visitors, as Madison hosts on a regular basis already, and will increasingly offer with new recreation facilities and other event venues. Allowing hotels in the C3 district can help meet this demand and ensure that visitors have access to quality accommodations.

Sincerely,



Bhugesh ('Ben') Patel