



## GLPC AGENDA ITEM # 5

SEPTEMBER 25, 2023

### Conditional Use Request by Kristie Jenkins File #: CU-2023-03

Ms. Kristie Jenkins is requesting a Conditional Use Permit (CUP) for an “Event Center” in a Highway Commercial (C-H) zoning district. The subject property consists of 3.77 acres located at 2525 North Ashley Street. This is the “Garden Plaza” commercial center located along the east side of North Ashley Street, south of Emory Street and directly across from the North Campus of VSU. The applicant is leasing Suite “M” and Suite “O” (combined adjacent tenant spaces) which are located near the middle of the Plaza, and which were previously occupied by the “25 North” restaurant/nightclub.

The subject property is located within an **Institutional Activity Center (IAC)** Character Area on the Future Development Map of the Comprehensive Plan. The property is also located within the Urban Commercial Corridor Overlay District (UCCOD).

The applicant has stated she would like to use this as a home base (business office) for her existing mobile “Fun Time Party Rental & More” business, as well as hosting events on the premises. The applicant has submitted a very well-written Letter of Intent (see attached) which adequately describes the scope and operation of the proposed venture. However, the submitted floor plan/sketch indicates a bar area with an adjoining kitchen, a stage, and seating for 50+ persons. This gives the impression of a facility that is a little more intensive and with more of a focus on nighttime activities, than what the Letter describes.

Nonetheless, staff’s major concern with the proposed use is with the deficiencies of the site itself, particularly with its general lack of adequate on-site parking and lack of available overflow. This overall commercial center is non-compliant in terms of minimum required parking (that is available), and functional design of the parking layout, etc.. The commercial “plaza” portion of the site (excluding the motel portion) contains 16,000-sf GFA which requires a minimum of 72 parking spaces. There are only 49 spaces in this portion of the site, and some of these have sub-standard dimensions. The existing ingress and egress from the street, and to the buildings themselves, is adequate. However, the site layout in terms of parking space dimensions and access aisles is substandard in places, and this overall layout design has a high potential to cause on-site congestion. Even with 3-4 of the existing storefronts being currently vacant, staff has witnessed the parking lot being 100% full on multiple occasions. Adding another commercial use that has the potential for greater occupancy than a typical business in this complex, could be very problematic.

It should also be pointed out that the applicant currently has two (2) active Business Licenses for their party rental business at 1412 East Park Avenue, and also at 2157 Bemiss Road. Each of these locations is within an existing larger commercial center, with significantly MORE parking available and overall better site access than the subject property. Either of these locations, or another similarly conducive location in the City, would seem to be a much better choice. Staff believes that the proposed use, as described in the Letter of Intent, is a very good business model and proposal, but it needs to be in a location where such a business can flourish without potentially overloading its site capacity. Staff did consider recommending substantial conditions of approval (such as very limited occupancy and hours of operation) in order to mitigate the potential impacts. However, such limitations seemed unduly extreme for the proposed use, when the simpler solution would be to find a more suitable location.

**Staff Recommendation:** Find inconsistent with the Comprehensive Plan and the Conditional Use Review Criteria, and recommend **DENIAL** to the City Council.

## Planning Analysis & Property Information

<b>Applicant:</b>	Kristie Jenkins (tenant)		
<b>Owner:</b>	"Mike" and "Mae" Gung		
<b>Request:</b>	Conditional Use Permit (CUP) for an "Event Center" in C-H zoning		
<b>Property General Information</b>			
<b>Size &amp; Location:</b>	One tract of land comprising 3.77 acres located along the east side of North Ashley Street, south of Emory Street and directly across from the North Campus of VSU.		
<b>Street Address:</b>	2525 North Ashley Street Suites M & O		
<b>Tax Parcel ID:</b>	Tax Parcel 0112C - 030	<b>City Council District:</b>	6 <i>Councilwoman Gibbs</i>
<b>Zoning &amp; Land Use Patterns</b>			
		<b>Zoning</b>	<b>Land Use</b>
<b>Subject Property:</b>	Existing:	C-H	Commercial center (small shopping plaza) ** Suites M&O: vacant tenant space (former tavern)
	Proposed:	C-H	Luxe Event Lounge (event center) --- (2 tenant spaces)
<b>Adjacent Property:</b>	North:	C-C	Commercial center
	South:	R-P	Nursing home (Pruitt Health)
	East:	R-P	Residential neighborhood
	West:	R-15	VSU north campus
<b>Zoning &amp; Land Use History:</b>	<p>This property has been developed as a small commercial shopping center for more than 20 years. This was previously the site of the "El Carlo Motel"</p> <p>This tenant space (Suite M &amp; Suite O) was formerly occupied by "25 North" café and billiards</p>		
<b>Neighborhood Characteristics</b>			
<b>Historic Resources:</b>	There are no designated historic resources on or near the subject property.		
<b>Natural Resources:</b>	Vegetation:	Commercial landscaping	
	Wetlands:	No known wetlands on or near the subject property	
	Flood Hazards	Located well-outside the current FEMA designated 100-year floodplain	
	Groundwater Recharge:	No significant recharge areas in the vicinity	
	Endangered Species:	No known endangered species in the area.	
<b>Public Facilities</b>			
<b>Water &amp; Sewer:</b>	Existing Valdosta water & sewer services along North Ashley Street.		
<b>Transportation:</b>	North Ashley Street (Major Arterial), Emory Street (local street)		
<b>Fire Protection:</b>	Fire Station # 2 (E Park Avenue) = approximately 1.20 miles to the SE. The nearest City fire hydrant is along North Ashley Street		

## Comprehensive Plan Issues

**Character Area:**     Institutional Activity Center

**Description:** Concentration of public or private large-scale institutional uses such as hospitals, schools, colleges, and universities. These areas may be characterized by high degrees of access by vehicular traffic, large amounts of on-site parking, low degrees of internal open space, high floor-area-ratios, and large tracts of land, campuses, or unified development..

**Development Strategy:** Uses supporting the area’s primary institutions should be supported and clustered around such institution when feasible. Institutionally compatible architecture should be encouraged over “franchise” or “corporate” architecture. Design should be very pedestrian-oriented, with strong, walkable connections between the institution and supporting uses. Direct connections to nearby networks of greenspace or trails, available to pedestrians and bicyclists should be provided...

### Goals and Policies:

POLICY 2.3 – The continued growth of primary regional economic engines such as Valdosta State University, South Georgia Medical Center, Moody Air Force Base, Valdosta Technical College, and Georgia Military College shall be actively supported.

POLICY 7.9 –Major institutions such as Moody Air Force Base, VSU, SGMC, and Valdosta Tech shall continue to be protected from incompatible land uses through appropriate and consistent land development decisions.

### Conditional Use Review Criteria

*The following criteria shall be applied in evaluating and deciding any application for a Conditional Use Permit. No application for a Conditional Use Permit shall be granted by the City Council unless satisfactory provisions and arrangements have been made concerning each of the following criteria, all of which are applicable to each application:*

<b>(1) Is the proposed use consistent with all the requirements of the zoning district in which it is located, including required parking, loading areas, setbacks and transitional buffers.</b>	
<b>Applicant:</b>	Consistent with commercial nature. We also have access to all front and rear parking at the site location.
<b>Staff:</b>	No. The existing commercial center is “non-compliant” in terms of minimum required parking (that is available), functional design of the parking layout, etc.. The commercial “plaza” portion of the site (not the motel portion) contains 16,000-sf GFA which requires a minimum of 72 parking spaces. There are only 49 spaces in this portion of the site, and some of these have sub-standard dimensions.
<b>(2) Compatibility of the proposed use with land uses on adjacent properties, including the size, scale and massing of buildings and lots.</b>	
<b>Applicant:</b>	Yes.
<b>Staff:</b>	Yes, the proposed use is generally consistent with other commercial <u>uses</u> of the area and would be part of a larger commercial complex,
<b>(3) Adequacy of the ingress and egress to the subject property, and to all proposed buildings, structures, and uses thereon, including the traffic impact of the proposed use on the capacity and safety of public streets providing access to the subject site.</b>	
<b>Applicant:</b>	There are 5 driveways from a highway and a local street.
<b>Staff:</b>	Yes, existing ingress and egress to the buildings and main parking area (front) of the property is adequate. However, the parking layout in terms of parking space dimensions and access aisles is substandard in places.
<b>(4) Adequacy of other public facilities and services, including stormwater management, schools, parks, sidewalks, and utilities to serve the proposed use.</b>	
<b>Applicant:</b>	This is part of a commercial strip.
<b>Staff:</b>	Yes. These public facilities are adequate to support the proposed use.

<b>(5) Whether or not the proposed use will create adverse impacts upon any adjacent or nearby properties by reason of noise, smoke, odor, dust, or vibration, or by the character and volume of traffic generated by the proposed use.</b>	
<b>Applicant:</b>	No.
<b>Staff:</b>	Possible. The proposed use has the potential to generate excessive noise and more traffic than the existing parking lot can handle.
<b>(6) Whether or not the proposed use will create adverse impacts upon any adjoining land use by reason of the manner of operation or the hours of operation of the proposed use.</b>	
<b>Applicant:</b>	Hours of operation won't extend late into the evening or night. Most events that I decorate are baby showers and kids parties.
<b>Staff:</b>	Yes possibly, unless there are significant limits on the hours of operation and total occupancy of the facility
<b>(7) Whether or not the proposed use will create adverse impacts on any environmentally sensitive areas or natural resources (wetlands, floodplains, etc..).</b>	
<b>Applicant:</b>	No.
<b>Staff:</b>	No adverse impact.

**Supplemental Standards of the LDR Applicable to the Proposed Use**

< none >

**Development Review Comments**

*The following comments are provided by the reviewing departments and are only intended to provide the developer with useful information for planning purposes. This list should not be considered all-inclusive as additional items may appear during the plan review process.*

**Building Plan Review:** No comments or concerns with the building.

**Engineering:** No comments on any of these cases at this time.

**Fire:** The existing building is fire-sprinkled.

**Landscape:** No comments

**GIS:** No comments

**Police:** < No comments received >

**Utilities:** < No comments received >

**Public Works:** No issues or concerns

**Attachments:**

- Zoning Location Map
- Future Development Map
- Aerial Location Map
- Letter of Authorization
- Letter of Intent (2 pages)
- Floor Plan - sketch

**LETTER of AUTHORIZATION**

To: Greater Lowndes Planning Commission  
Valdosta City Council

Legal Description:-LT 17-23 BLK J COLLEGE PARK 2525 & 2529 N A (see attachment)  
Regarding property located at 2525 N. Ashley St. Valdosta Ga 31602 suit "O&M"  
(street address) (Tax Map/Parcel #)

I / We the owner(s) of the above described real property in the City of Valdosta, Georgia, do hereby authorize Kristie and Chris Jenkins to act as agent on my/our behalf, in submitting an application requesting a **Conditional Use Permit (CUP)** for a Tenant on my/our property, and to represent me/us in all public hearings and other matters with the City of Valdosta relating to this application.

Siu Mui Gung Signature(s) Siu Mui Gung PRINT name(s) 6/23/23 Date

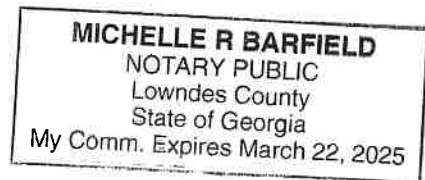
NOTARY PUBLIC

State of Georgia, County of Lowndes

Sworn to and subscribed to me on this 23<sup>rd</sup> day of June 2023.

My commission expires March 22, 2025

Michelle R Barfield  
Notary Public (seal)



CU-2023-03

# Zoning Location Map

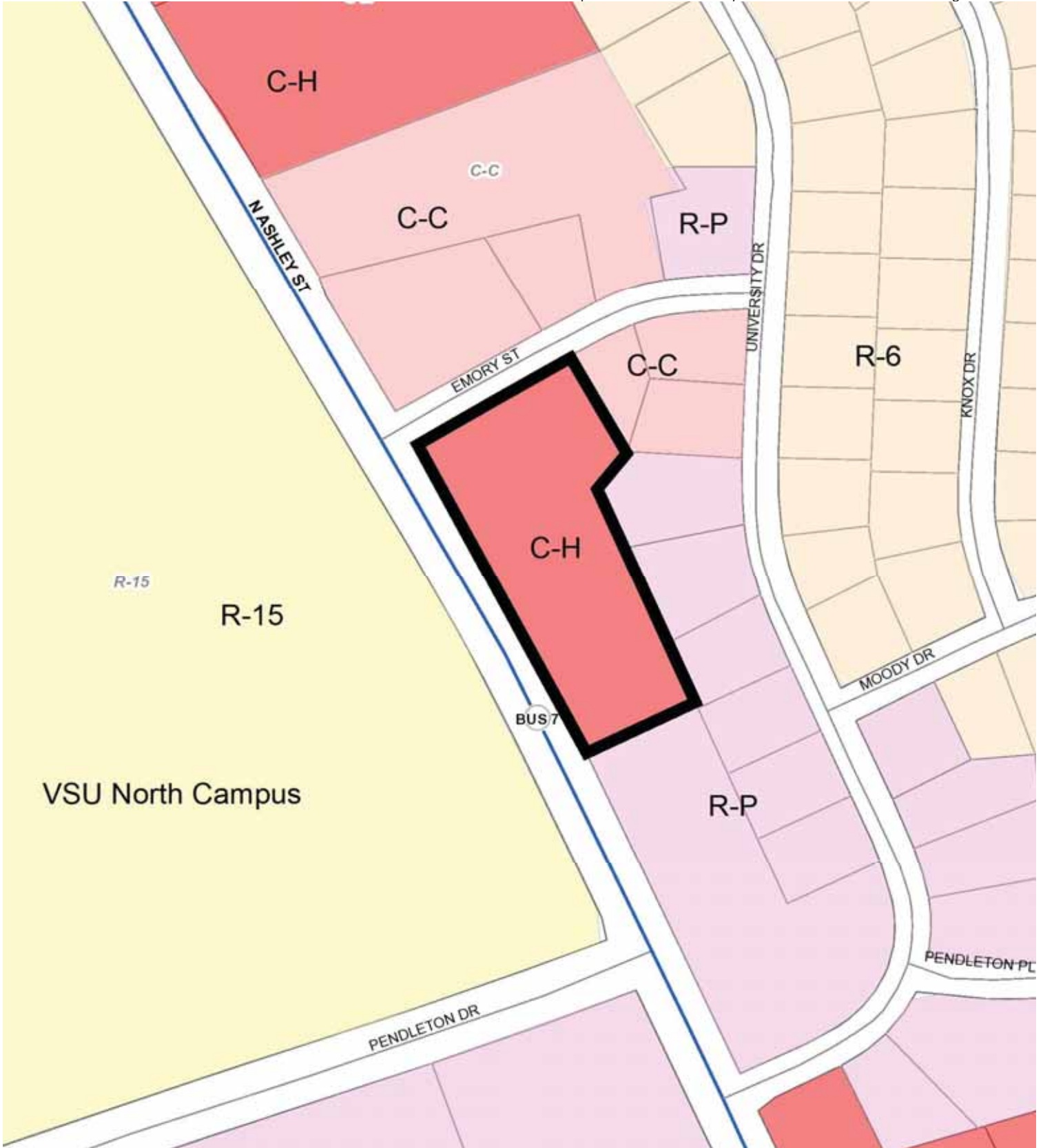


Kristie Jenkins  
CUP Request

2525 North Ashley Street  
Tax Map # 0112C Parcel # 030

Current Zoning: C-H

\*\* Map NOT to scale    Map Data Source: VALOR GIS August 2023





# CU-2023-03

# Future Development Map

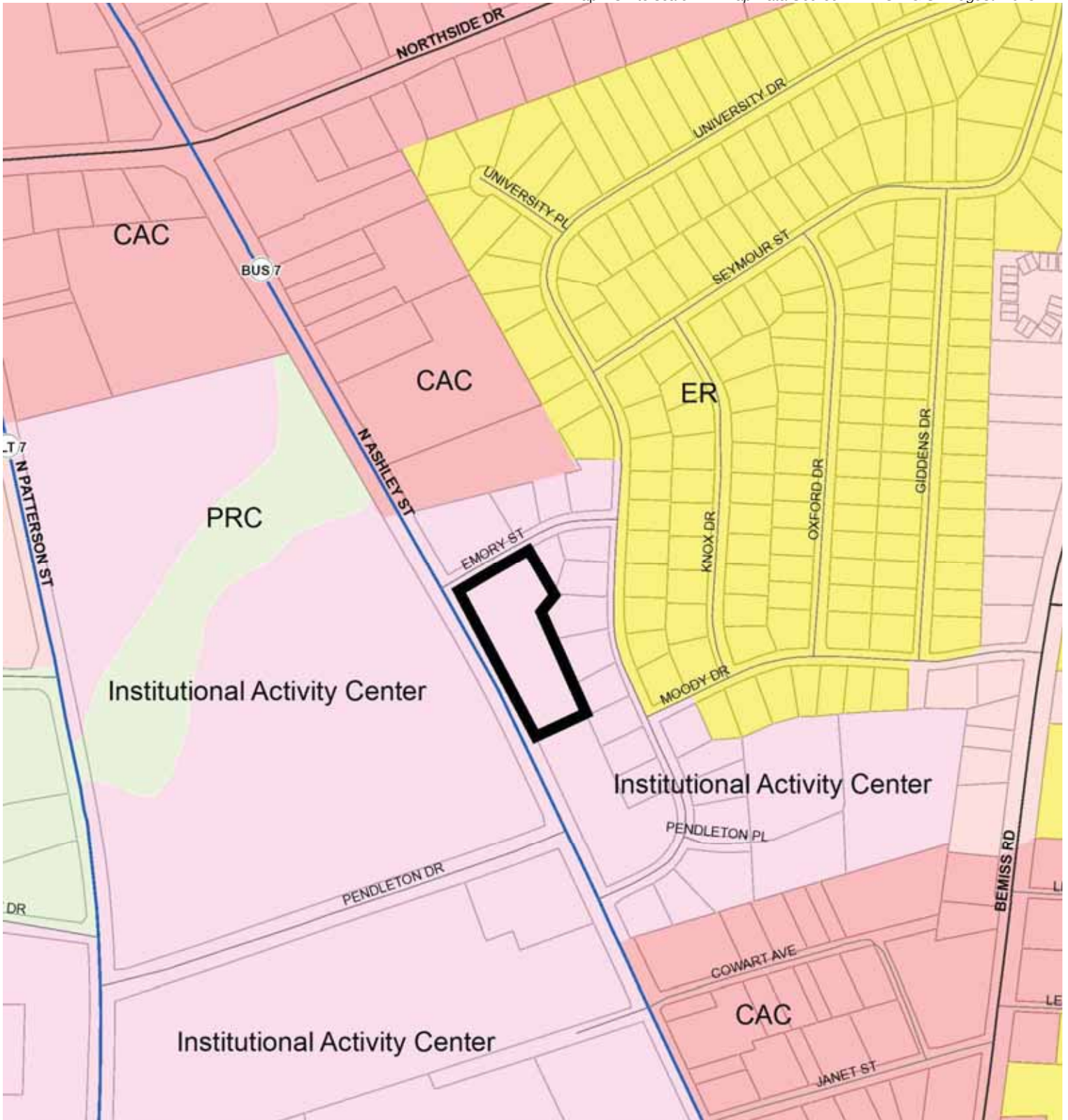


Kristie Jenkins  
CUP Request

2525 North Ashley Street  
Tax Map # 0112C Parcel # 030

Character Area: Institutional AC

\*\* Map NOT to scale    Map Data Source: VALOR GIS August 2023





**CU-2023-03**

# Aerial Location Map



**Kristie Jenkins  
CUP Request**

2525 North Ashley Street  
Tax Map # 0112C Parcel # 030

Aerial Imagery ~ 2021

\*\* Map NOT to scale    Map Data Source: VALOR GIS August 2023





August 6, 2023

Matt Martin, Planning Director  
City of Valdosta  
P.O. Box 1125  
Valdosta, Ga 31603

Dear Mr. Martin,

This letter is written with the intent to obtain a Conditional Use Permit for the commercially leased property located at 2525 North Ashley Street, Suites O & M. This permit will be utilized to operate this location as an Event Center. The operating hours will be Monday through Friday 9:00AM – 10:00PM and Saturday and Sunday 9:00 AM – 11:00 PM with hours varying based upon client requests.

The intended operation of the space will be for the hosting of baby showers, birthday dinners, birthday parties for children, business seminars, and luncheons. The space will also act as the primary meeting location for event consultations to be booked at the venue.

One of the visions of the Luxxe Lounge is to help the community of Valdosta, Georgia. Luxxe Lounge will offer its use of space and services at a reduced rate. We have provided these services in the past at other locations and looking forward to continuing our relationships at this location. Some of the businesses and organizations we have provided our services include, the LAMP (Lowndes Associated Ministries to People), the VA (Veterans Affairs) of Valdosta, the Lowndes County Juvenile Justice, Grace City Church and the PINES community. We will also be hosting religious services, seminars, holiday events, educational courses, and small business meet and greets.

The Luxxe Lounge maximum capacity seating is 45 guests. The Luxxe Lounge will not hold no more than five events during the weekday and no more than three events per weekend. The number of bookings will vary from week to week as they are dependent upon the client's scheduling.

There will be no events booked at the venue that will request cash upon entry. All event bookings will have a signed contract between the Luxxe Lounge and the client stating that they agree that any tickets that are to be sold must be pre-sold for luncheons, seminars, courses, and other ticketed events.



There will be no live entertainment, alcohol or food sold on the premises. The facility does have a speaker and Bluetooth system available for clients to play music of their choice. All food and alcohol will be catered at the client expense with no preparation of food to be done on the premises. There will be no alcohol sold on the premises though it may be served by an outside vendor contracted directly by the client. There will be a freezer and refrigerator provided for the clients to keep items cool for serving. No solicitation for donations or tips will be permitted by vendors.

Luxe Lounge will utilize a detached storage on the backside of the building as well as an additional trailer parked on the property to hold inventory such as chairs, tables, and other decor items that may be rented by the customer separately to enhance their rental or event.

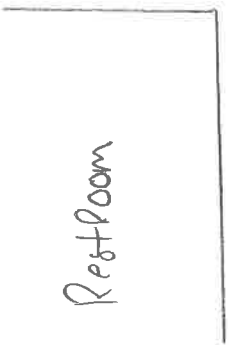
We are very excited to obtain this permit so that we can start services the community and offering a safe, relaxing environment to socialize and build relationships with friends and family. I will be available to answer any questions you may have about the Luxe Lounge. I can be reached at (229) 251-2256.

Sincerely,

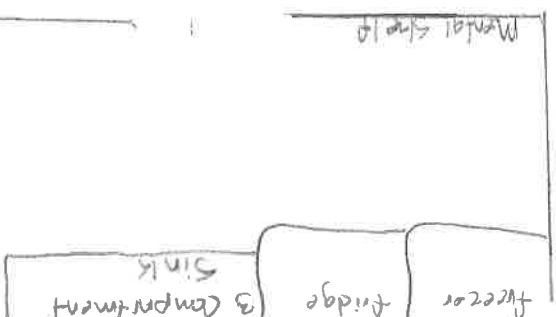


Kristie Jenkins, Founder/Owner  
Luxe Event Lounge  
2525 North Ashley Street, Suites O & M  
Valdosta, Georgia 31602  
ftprevents@gmail.com

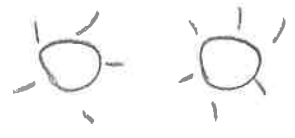
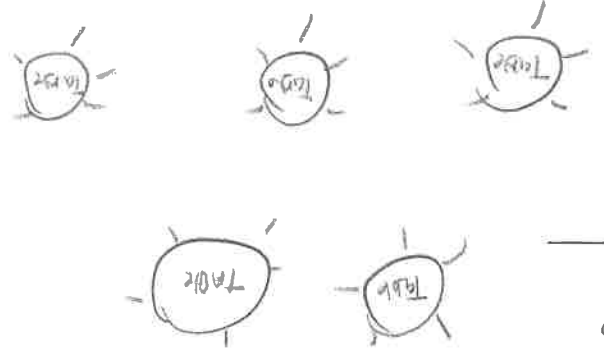
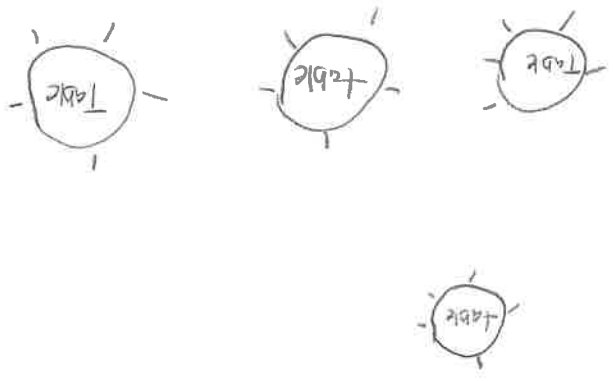
Back exit



Back Exit



Door way



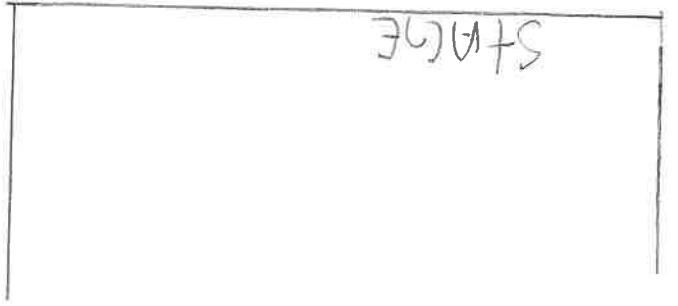
Pillar

Pillar




Entry Double Doors

Entry Double Doors



**CITY OF VALDOSTA BUSINESS OCCUPATION APPLICATION**  
**Certificates Expire on December 31<sup>st</sup> and must be renewed annually by January 31<sup>st</sup>.**

<b>Business Name and Mailing Address</b>		<b>Business Name and Physical Location</b>	
LUXE Event lounge. 225 North Ashly St. Valdosta GA 31602			
<b>Location of Business</b>		<b>Administrative Numbers</b>	
<input checked="" type="checkbox"/> Within City Limits <input type="checkbox"/> Lowndes County, Outside City Limits <input type="checkbox"/> Within Georgia, Outside of Lowndes County <input type="checkbox"/> Out of State		Federal Tax ID or SS #: 85-1705565 State License #: _____ State Sales Tax #: _____ Health Certificate #: _____ E-verify #: _____	
*Check the one that applies to you.			
<b>Type of Business</b>		<b>Type of Ownership</b>	
<input type="checkbox"/> General <input type="checkbox"/> Home <input type="checkbox"/> Professional <input type="checkbox"/> Mobile <input type="checkbox"/> Food Service		<input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Veteran <input type="checkbox"/> Non-Profit	
<b>Business Description</b>			
Event Center			
<b>Business Contact Information</b>			
Owner Name: Krista Jensen		Office Phone: _____	
Cell Phone: (229) 251-2256		Office Fax: _____	
E-mail Address: FHPREvents@gmail.com			
Owner Address: 225 North Ashly St O+M Valdosta GA 31602			
<b>Professional Practitioner Business Class</b>		<b>Gross Revenue Class</b>	
Number of Professionals: _____		Estimated Gross Revenue: 10,000	
Amount per Professional: _____ x \$400.00		Tax Amount for a Class _____	
License Fee Total: _____		Business: _____	
*Multiply number of professionals by amount per professionals.		License Fee Total: _____	
<b>Administration Fee: New Business \$35.00 non-refundable fee – this is in addition to the license fee.</b>			
I certify that the information given as the basis for taxation are true and correct to the best of my knowledge and that there records shall be available for inspections as specified in Section 7-1023 of the Occupational Tax Ordinance of the City of Valdosta.			
 Signature		Title _____ Date 6-1-2023	
Year	Certificate Number	NAICS Code	Tax Class
2023	17006266	711300	3



License - ALCOHOL 1000375

User-Defined Fields

License **ALCOHOL 1000375**

Licensee **JENKINS, KRISTIE**

License Status **Application**

License For **LUXXE EVENT LOUNGE**

Application Date **06/07/2023**

**2525 N ASHLEY ST M-O**

**VALDOSTA, GA 31602**

NAICS CODE MAIN **71 - ARTS, ENTERTAINMENT, AND RECREA** ▼

NAICS CODE **711300**

BUSINESS DESCRIPTION **EVENT SPACE/LOUNGE**

CLASSIFICATION **CLASS III** ▼

GA BL LOCATION/NUMBER

E-MAIL

License - REGULAR 17005075

User-Defined Fields

License	<b>REGULAR 17005075</b>	License Status	<b>Active</b>
Licensee	<b>JENKINS, KRISTIE</b>	Original Issue Date	<b>08/02/2021</b>
License For	<b>FUN TIMES PARTY RENTAL &amp; MORE</b>	Expiration Date	<b>12/31/2023</b>
	<u><b>2157 BEMISS RD C</b></u>		
	<b>VALDOSTA, GA 31602</b>		

NAICS CODE MAIN	53 - REAL ESTATE RENTAL LEASING
NAICS CODE	532289
BUSINESS DESCRIPTION	PARTY RENTAL ( TABLE. CHAIRS. TENTS)

CLASSIFICATION	CLASS III
GA BL LOCATION/NUMBER	
E-MAIL	JENKINSKRISTIE92@YAHOO.COM

2157-C Bemiss Rd

License - REGULAR 17005746

User-Defined Fields

License	<b>REGULAR 17005746</b>	License Status	<b>Active</b>
Licensee	<b>JENKINS, KRISTIE</b>	Original Issue Date	<b>01/31/2023</b>
License For	<b>FUN TIME PARTY RENTALS</b>	Expiration Date	<b><u>12/31/2023</u></b>
	<b>1412 E PARK AVE E</b>		
	<b>VALDOSTA, GA 31602</b>		

NAICS CODE MAIN **53 - REAL ESTATE RENTAL LEASING** ▼

NAICS CODE **532289**

BUSINESS DESCRIPTION **PARTY RENTAL (TABLE, CHAIRS, TENTS, ect..)**

CLASSIFICATION **CLASS III** ▼

GA BL LOCATION/NUMBER

E-MAIL **jenkinskristie42@yahoo.com**

*1412 - E East Park Avenue*