



GLPC AGENDA ITEM # 6

MAY 26, 2026

Conditional Use request by La Catalina Properties of Georgia, LLC File #: CU-2026-04

Ms. Lincy Hurtado, on behalf of La Catalina Properties of Georgia LLC, is requesting CUP approval for a building contractor's office within an Office Professional (O-P) zoning district. The subject property consists of 1.00 acre and is located at 1711 Ellis Drive, which is along the east side of the street about 300 feet south of Baytree Road. The property currently contains a vacant commercial building (4,265-sf) which was previously the business location for BlackCrow Media. The applicant is proposing to utilize this building as a building contractor's office for her construction company.

The subject property is located within a **Community Activity Center (CAC)** Character Area on the Future Development Map of the Comprehensive Plan.

The subject property is located in a developed commercial area near Baytree Road and Gornto Road. The proposed use would occupy an existing building and would not involve the construction of a new structure. The contractor's office would primarily function as an administrative and operational office for the business, rather than as a high-intensity industrial or outdoor storage use.

The surrounding area includes a mix of commercial, service, office, and automotive-oriented uses. Nearby uses visible in the area include businesses such as an oil change service, car wash, convenience store, exterminating service, smoke shop, auto sales, and other commercial establishments. There are also multi-family residential developments and other residential uses located west and southwest of the subject property.

Given the property's location within an existing commercial area, the proposed contractor's office is compatible with nearby land uses, provided the business operates primarily from within the existing building and does not create negative impacts related to noise, traffic, outdoor storage, equipment staging, or heavy vehicle activity. The reuse of a vacant commercial building is also appropriate from a land use and economic development perspective. Occupying the building would help prevent continued vacancy, support reinvestment in an existing commercial property, and maintain the property as an active business location.

Staff finds that the proposed use is appropriate for the site because it would utilize an existing vacant commercial building, reduce the potential for property decline, and support continued commercial activity in an established business corridor. The site's proximity to Baytree Road and Gornto Road provides convenient access to major commercial streets, which helps reduce potential impacts on nearby residential areas. However, because contractor-related businesses can vary in intensity, staff recommends conditions to ensure the use remains compatible with surrounding properties. The contractor's office should be limited primarily to office, administrative, and related business activities.

Staff Recommendation: Find consistent with the Comprehensive Plan and the Conditional Use Review, and recommend approval to the City Council, subject to the following conditions:

- (1) Approval shall be granted for a building contractor's office and related administrative/business operations within the existing commercial building. There shall be no outdoor storage of construction equipment or materials of any kind.
- (2) Conditional use approval shall expire after 2 years from the date of approval if no Business License application has been submitted by that date.

Planning Analysis & Property Information

Applicant / Owner:	La Catalina Properties of Georgia, LLC (Lincy Hurtado)		
Request:	Conditional Use Permit for a building contractor's office.		
Property General Information			
Size & Location:	1 acre located at 1711 Ellis Drive, which is positioned on the east side of the roadway, about 300 feet south of Baytree Road.		
Street Address:	1711 Ellis Drive		
Tax Parcel ID:	Map 0081D Parcel 031	City Council District:	3 Councilman McIntyre
Zoning & Land Use Patterns			
		Zoning	Land Use
Subject Property:	Existing:	O-P	Former "Black Crow Media" building
	Proposed:	O-P	Building contractor's office
Adjacent Property:	North:	C-N	Veterinary clinic
	South:	R-10	Single-family residential
	East:	C-H	Car wash, automotive audio store
	West:	R-10	Single-family residential
Zoning & Land Use History:	The property has been zoned O-P for more than 25 years. Black Crow Media received Variances and Special Exception approval for a telecommunications tower in 2003 (file # VA-2003-68).		
Neighborhood Characteristics			
Historic Resources:	No known historic resources on or near the subject property.		
Natural Resources:	Vegetation:	Urban landscaping	
	Wetlands:	No existing NWI wetlands on or near the property	
	Flood Hazards:	The property is located outside of the FEMA designated 100-year floodplain	
	Groundwater Recharge:	No significant recharge areas in the vicinity.	
	Endangered Species:	No known endangered species in the area.	
Public Facilities			
Water & Sewer:	Existing Valdosta water & sewer services along Ellis Drive.		
Transportation:	Ellis Drive (Local Street)		
Fire Protection:	VFD Station # 4 (907 Gornto Road) = approximately 2.30 miles to the NE. The nearest fire hydrant is located near the subject property on the west side of Ellis Drive.		

Comprehensive Plan Issues

Character Area: Community Activity Center

Description: A focal point for several neighborhoods that has a concentration of activities such as general retail, service commercial, office professional, higher-density housing, and appropriate public and open space uses easily accessible by pedestrians.

Development Strategy: Each Community Activity Center should include a relatively high-density mix of retail, office, services, and employment to serve a regional market area. Residential development should reinforce the town center through locating higher density housing options adjacent to the town center, targeted to a broad range of income levels, including multi-family town homes, apartments and condominiums. Design for each Community Activity Center should be very pedestrian-oriented, with strong, walkable connections between different uses. Road edges should be clearly defined by locating buildings at roadside with parking in the rear. Direct connections to greenspace and trail networks should be provided. The pedestrian-friendly environment should be enhanced by adding sidewalks and other pedestrian-friendly trails/bike routes linked to other neighborhood amenities such as libraries, neighborhood centers, health facilities, parks, and schools.

Goals and Policies:

GOAL 7: LAND USE – To ensure the community’s anticipated growth occurs in a well-integrated yet organized fashion, which protects our community resources, promotes efficient use of infrastructure and transportation facilities, and supports quality economic development.

POLICY 7.4 – Positive impacts on the built and natural environment shall be anticipated through only the highest standard of development throughout all parts of the community.

POLICY 7.5 – Available land shall be utilized in the most efficient manner while focusing on redevelopment of land where feasible.

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:

(1) Is the proposed use consistent with the requirements of the zoning district in which it is located, including required parking, loading areas, setbacks and transitional buffers?	
Applicant:	Yes, the proposed rezoning development is consistent with the requirements of the zoning district in which it is located.
Staff:	Yes
(2) Is the proposed use compatible with the land uses on adjacent properties, including the size, scale and massing of buildings?	
Applicant:	Yes, the rezoning is compatible with the land uses on properties, including the size of the building.
Staff:	Yes
(3) Is the ingress and egress to the subject property, and all proposed buildings, structures and uses thereon adequate? Are the public streets providing access to the subject site adequate to safely handle the traffic generated by the proposed use?	
Applicant:	Yes, ingress and egress to the subject property, including access to buildings, structures and associated uses, are adequate.
Staff:	Yes, the existing site plan had good ingress/egress to the site

(4) How will the proposed use impact other public facilities and services, including stormwater management, schools, parks, sidewalks, and utilities? Are these facilities and services adequate to support the proposed use?	
<i>Applicant:</i>	The proposed zoning will not impact schools, public facilities or services.
<i>Staff:</i>	Yes, public facilities are adequate for this proposed use.
(5) Will the proposed use create adverse impacts on 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?	
<i>Applicant:</i>	The proposed rezoning will not generate any noise, smoke, odor or vibrations that will affect nearby properties.
<i>Staff:</i>	No significant adverse impacts.
(6) Will the proposed use adversely affect adjoining properties by reason of the manner of use or the hours of operation of the proposed use?	
<i>Applicant:</i>	No, the rezoning will not affect adjoining properties due to hours of operation.
<i>Staff:</i>	No adverse impacts.
(7) Will the proposed use create adverse impacts on any environmentally sensitive areas or natural resources (wetlands, floodplain, etc.)?	
<i>Applicant:</i>	No, this proposed rezoning will not impact the environment or natural resources.
<i>Staff:</i>	No adverse impacts.

Supplemental Standards of the LDR Applicable to the Proposed Use

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 Inspections: No Comments. **Fire:** No Comments **Engineering:** No Comments
Landscape: No Comments **Police:** < No Comments received > **Utilities:** < No Comments received >
Public Works: No comments

Attachments:

- Zoning Location Map
- Character Area Map
- Aerial Location Map
- Letter of Intent
- Boundary Survey & Site Plan

CU-2026-04 Aerial Location Map



La Catalina Properties LLC
Conditional Use Permit Request

1711 Ellis Drive
Tax Map: # 0081D Parcel: 031

~2007 Aerial Location

** Map NOT to scale Map Data Source: VALOR GIS April 2026



CU-2026-04 Zoning Location Map

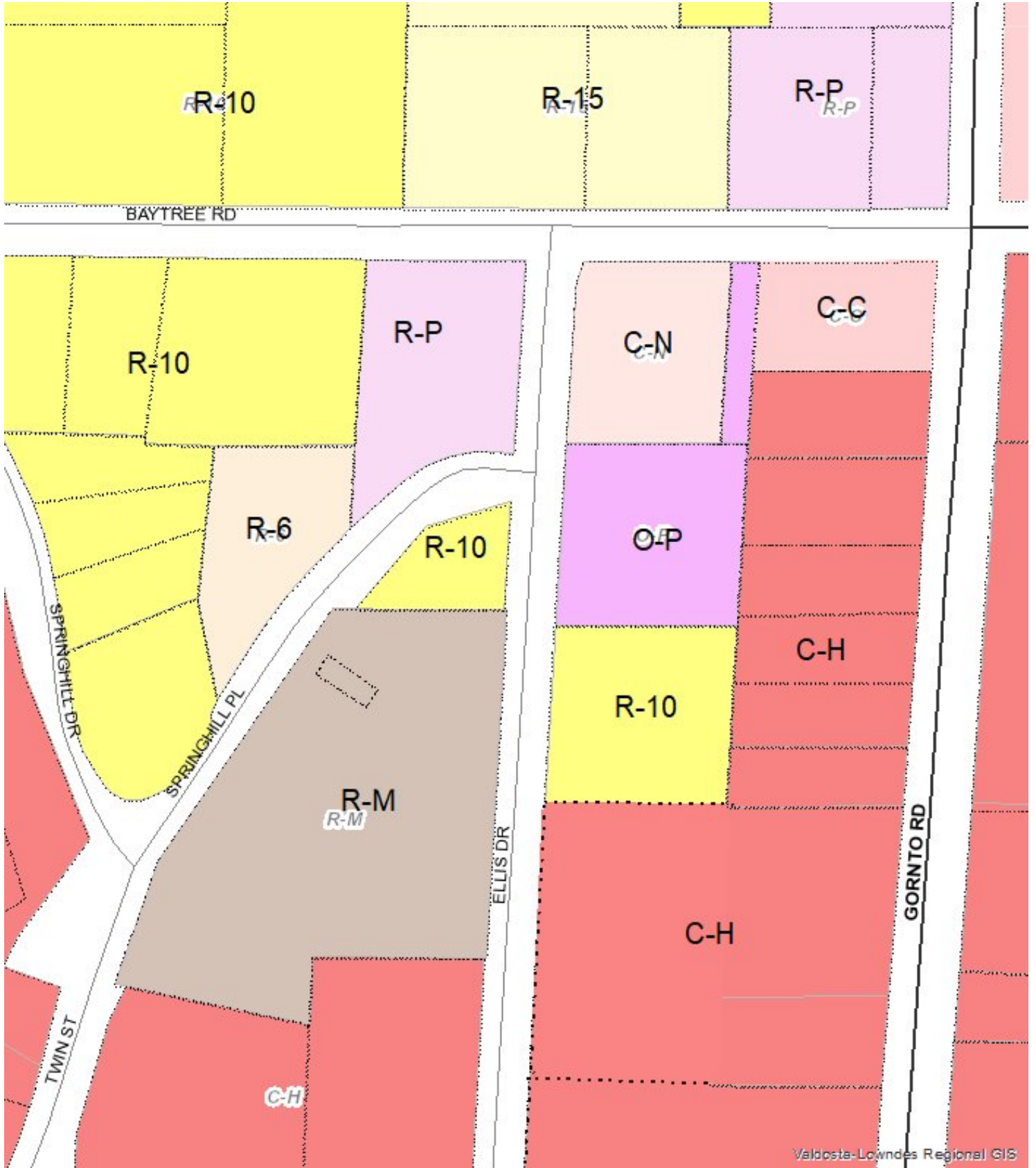


La Catalina Properties LLC
Conditional Use Permit Request

1711 Ellis Drive
Tax Map: # 0081D Parcel: 031

Current Zoning = O-P

** Map NOT to scale Map Data Source: VALOR GIS April 2026



CU-2026-04 Future Development Map

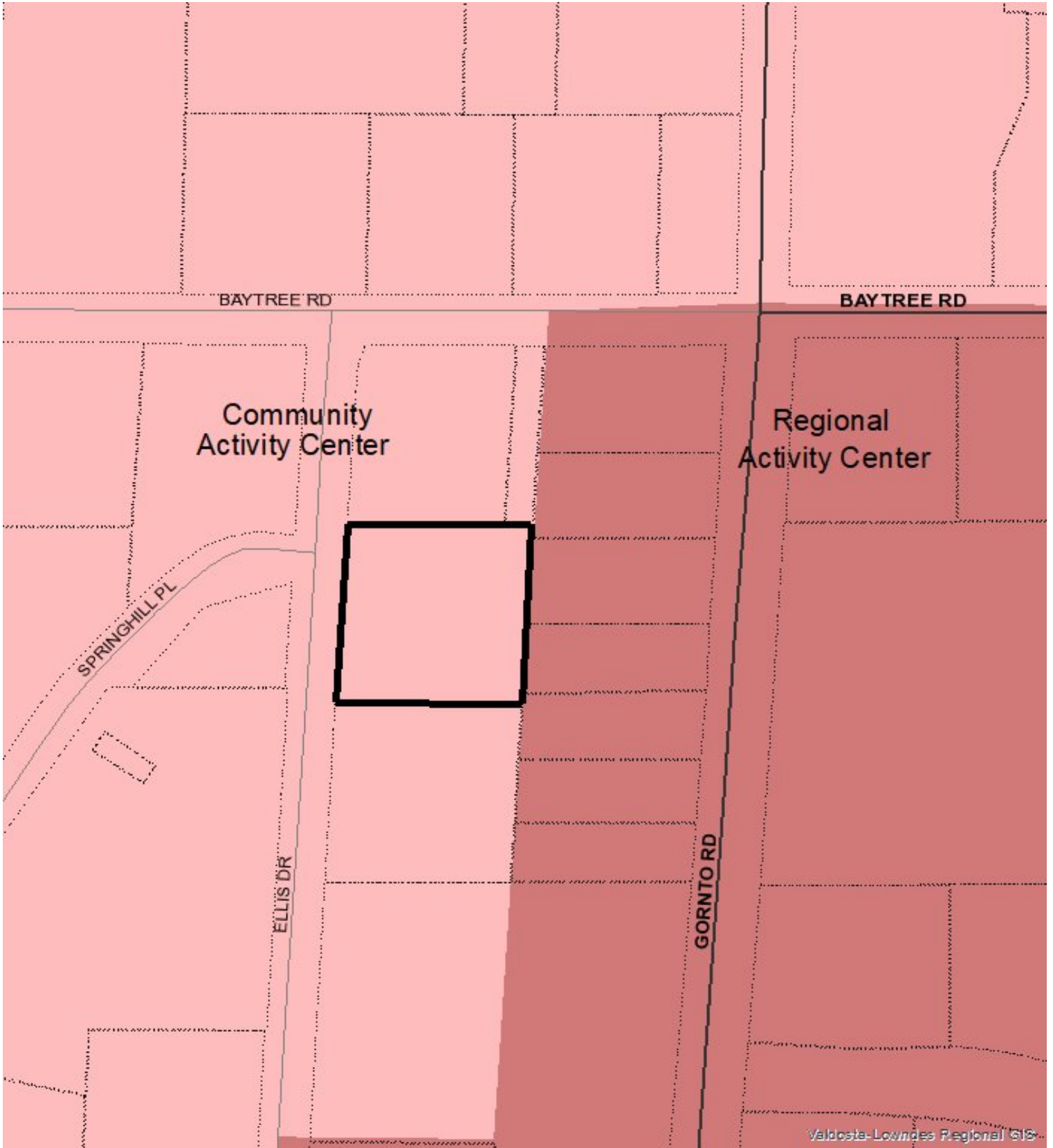


La Catalina Properties LLC
Conditional Use Permit Request

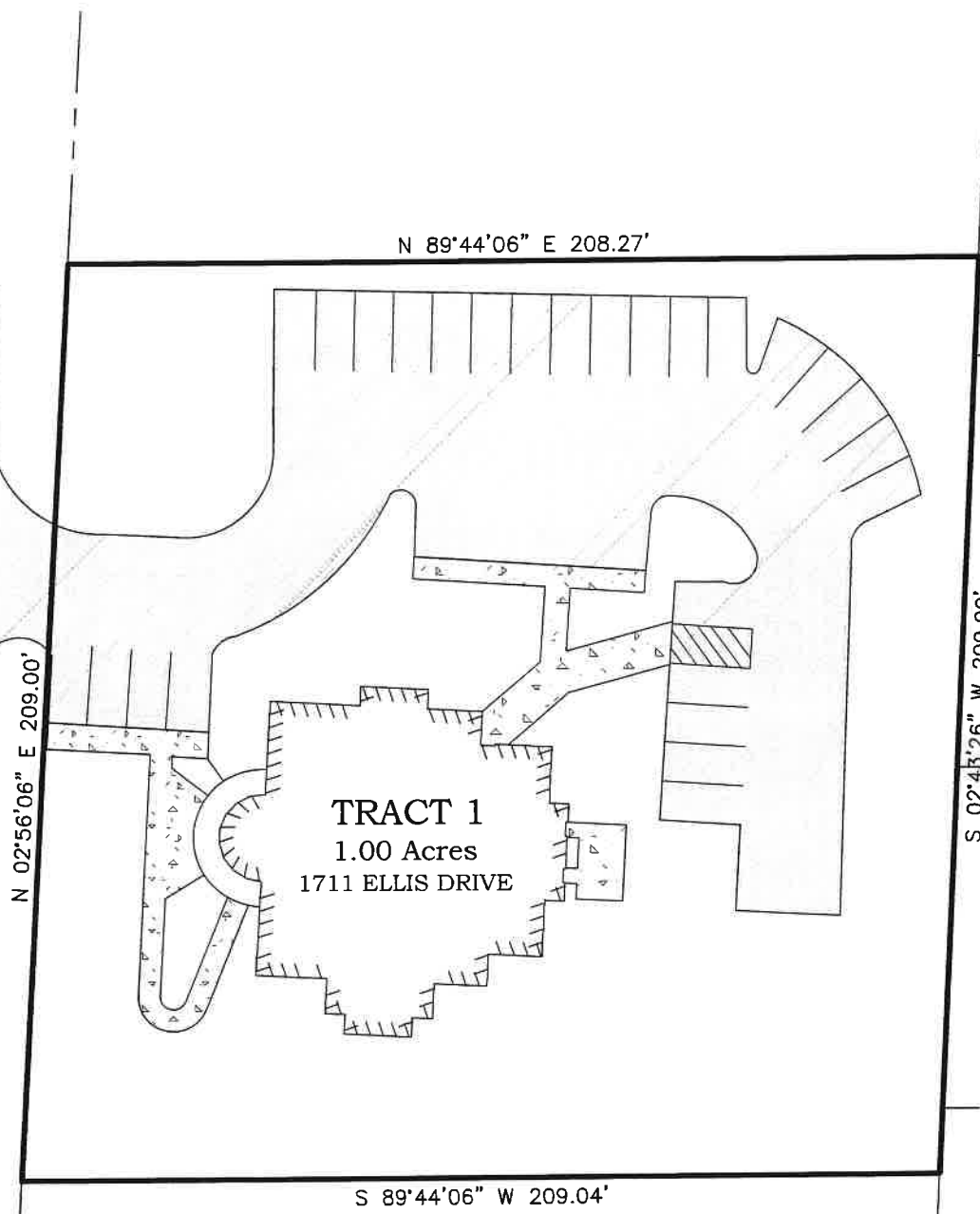
1711 Ellis Drive
Tax Map: # 0081D Parcel: 031

Character Area = CAC

** Map NOT to scale Map Data Source: VALOR GIS April 2026

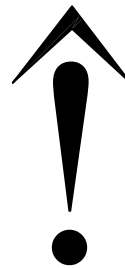


ELLIS DRIVE (50' R/W)

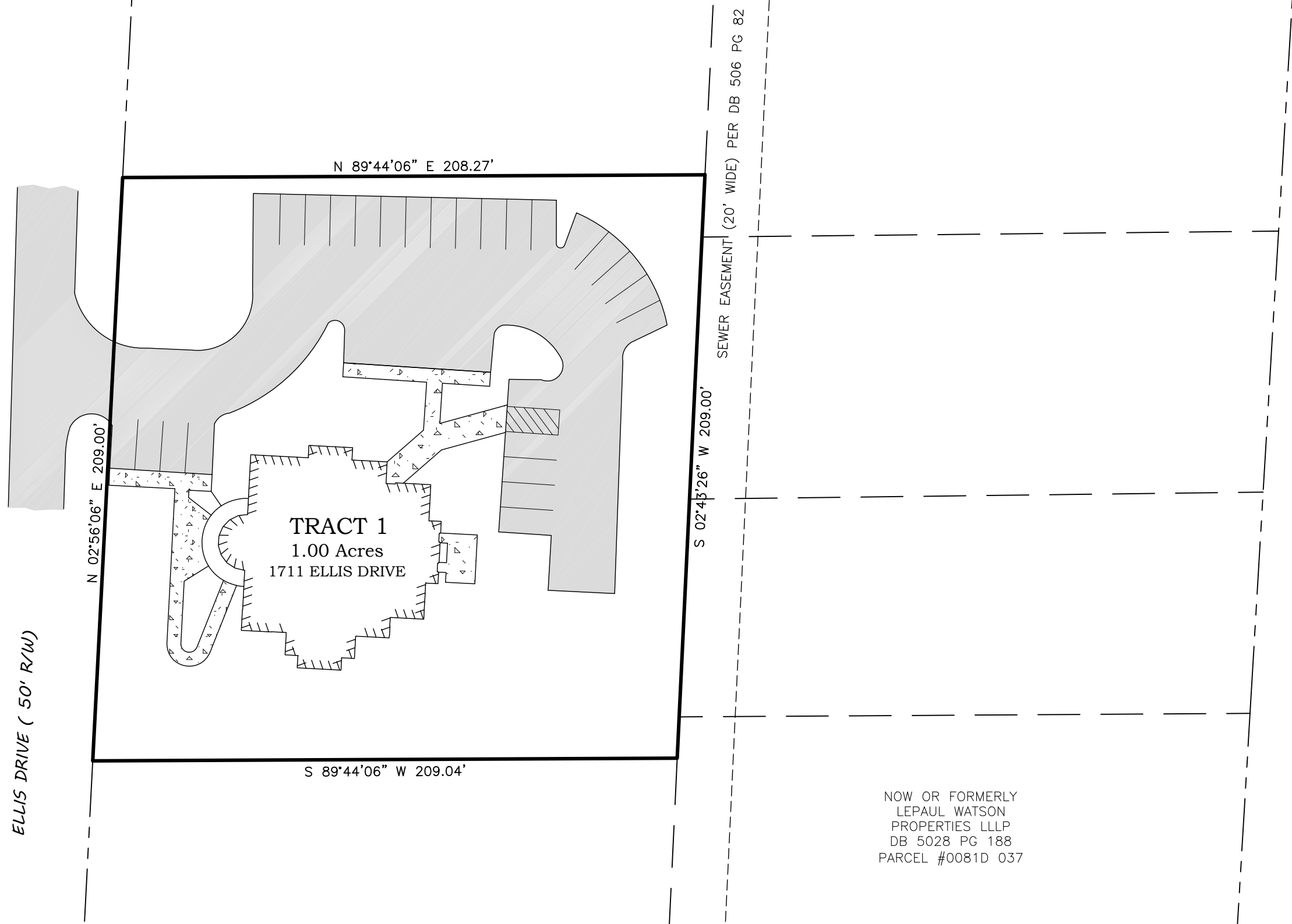


Existing Site Plan

I:\PROJECTS\AAAA JOBS\2024 (1087-2315)\SURV 1187 CULBRETH FAMILY\SURVEY\V2630 SITE PLAN.DWG 4/9/2026 5:15 PM



GRID NORTH
GA WEST ZONE



NOW OR FORMERLY
LEPAUL WATSON
PROPERTIES LLLP
DB 5028 PG 188
PARCEL #0081D 037

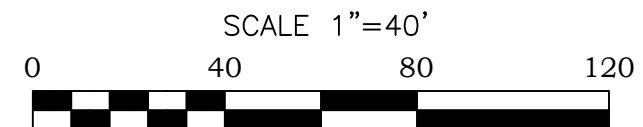
GORNITO ROAD (50'± R/W)
PER PLAT CABINET "C" PG 1039

INNOVATE

Engineering & Surveying

PHONE: 229-249-9113 www.innovatees.com
2214 N. Patterson Street, Valdosta, GA 31602

EXISTING CONDITIONS FOR: **LA CATALINA PROPERTIES**



LOCATED IN
LAND LOT 15
12TH LAND DISTRICT
CITY OF VALDOSTA,
LOWNDES COUNTY, GA
PLAT DATE:4/9/2025

Warranty Deed

Exhibit "A"
Property Description

All that tract or parcel of land situate, lying and being in the City of Valdosta, Land Lot 15 of the 12th Land District of Lowndes County, Georgia, more particularly described as follows: **FOR THE POINT OF REFERENCE ONLY**, begin at a point where the south margin of the right of way of Baytree Road intersects the east margin of the right of way of Ellis Drive (50' right of way) and run thence along the east margin of the right of way of Ellis Drive South 02 degrees 00 minutes 00 seconds West 209.00 feet to the iron pin which marks the **POINT OF BEGINNING** of the tract herein described, and from said **POINT OF BEGINNING** running thence North 88 degrees 48 minutes 00 seconds East 209.00 feet to a point marked by a galvanized pipe; thence South 02 degrees 00 minutes 00 seconds West 209.00 feet to a point marked by a galvanized pipe; thence South 88 degrees 48 minutes 00 seconds West 209.00 feet to a point marked by an iron pin located on the east margin of the right of way of Ellis Drive (50' right of way); and thence along the east margin of the right of way of Ellis Drive North 02 degrees 00 minutes 00 seconds East 209.00 feet to the iron pin which marks the **POINT OF BEGINNING**. Said tract contains 1.0012 acres and is depicted upon a plat of survey entitled **PLAT FOR MRS. JAMES L. ROGERS**, dated 3-28-90 and prepared by Charles M. Harris, Surveyor, and recorded in Plat Record Book 35, Page 47, public records of Lowndes County, Georgia, to which plat and the record thereof, referenced is hereby made for all purposes of description.