

LOWNDES COUNTY BOARD OF COMMISSIONERS  
COMMISSION AGENDA ITEM

SUBJECT: REZ-2023-06 Herschend Family Entertainment dba Wild Adventures, 3766 Old Clyattville Road, P-D to P-D/amended, ~170 acres, County Utilities

DATE OF MEETING: May 9, 2023

Work  
Session/Regular  
Session

BUDGET IMPACT: N/A

FUNDING SOURCE:

- Annual
- Capital
- N/A
- SPLOST
- TSPLOST

COUNTY ACTION REQUESTED ON: REZ-2023-06 Herschend Family Entertainment dba Wild Adventures, 3766 Old Clyattville Road, P-D to P-D/amended, ~170 acres, County Utilities

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HISTORY, FACTS AND ISSUES: This case represents an amendment to a previously approved Planned Development (LO-95-08) for Liberty Farms and Conference Center, better known as Wild Adventures, to include a multi-phased "Safari Campground" with sites for RV, cabins, glamping, and amenities on the property. The original approval from the County in 1995 did list "overnight lodging and group accommodations" and "bed and breakfast and other types of lodging accommodations..." as an allowed use on the property, also noting "...Any changes of use, additions or deviations from the approved site plan in the future, must receive building permits and be reviewed and approved as though it were a separate Planned Development district."

The subject property has frontage on Old Clyattville Road, a major collector (3000 to 6000 Vehicles per Day), and therefore within the Old Clyattville Road Corridor Overlay District. The Comprehensive Plan depicts the subject property within the Urban Service Area and as a Regional Activity Center which permits P-D zoning.

Per the letter of intent, "~4.4M [people] are considered to be in the Qualified Target market and have qualifying interest in camping, animal experiences and/or are RV owners. Roughly 90% of these households live between 100 and 300 miles away, and include major markets like Atlanta, Jacksonville, Orlando and Tampa. In general, the Wild Adventures experience as it is today is highly appealing to most demographic segments. The Safari Campground and associated lodging options [with] safari views from Cabins and RV sites, and VIP access to the parks, are highly appealing to a majority of the Qualified Target Market."

The TRC reviewed the accompanying site plan and had no objections, while also finding the request consistent with the Comprehensive Plan and existing land use. The GLPC also reviewed the request at their April meeting and recommended approval via unanimous vote (7-0).

- OPTIONS: 1) Approve  
2) Approve with Conditions  
3) Table  
4) Deny