

Staff Report

To: Planning & Zoning Commission

From: JoAnna Robinson

Subject: Special Use at 4505 Atlanta St SW

Subject Property: 4505 Atlanta St SW

Parcel Number and Description: 19090200190

LL902, 19th District, 2nd Sec, Cobb County 0.34 acres

Zoning: CBD (Commercial Business District) in the Downtown Development Overlay, Historic Core, Urban Redevelopment Area, and under the DDA Authority as well.

Applicant requests to obtain Special Use approval to operate a youth basketball sports training and athletic academy in the subject property.

Background:

Subject property is a building that was built in 1910 and is approximately 5,790 sq ft. This property was rezoned by the City of Powder Springs from LI to CBD in 2014. The purpose of this was to be consistent with the Future Land Use Map (FLUM) which was made in 2006. Ms. Andrea's concept is a community-focused basketball training facility for youth (primarily ages 8–14) to address the local shortage of gym space. They wish to focus on skill development and mentorship rather than competitive AAU tournaments.

This site has 6-8 spaces for parking and approximately 24 spaces in the Public Parking area that is across the street. The public parking overflow which is across the street could potentially work. Applicant did furnish a parking plan for subject property (Figure 5). Because this property is located in the Downtown Development Overlay, the DDA was reached out to as well. Staff reached out to Mr. Williams with Economic Development. (Figure 4). Further information can be found on the Downtown Development Overlay at this link:

https://library.municode.com/ga/powder_springs/codes/unified_development_code?nodeId=ART2ZODIOFZOMA_DIVIVOVDI_S2-31DOREOV. Lastly, this property is also located in the Historic Urban Core as well. "The purpose and intent of such a boundary is to protect the historic nature and character of the area by establishing architectural styles, permitted building materials and colors in order to enhance the historic area, provide uniformity in future construction and/or rehabilitation of the existing building stock, to protect the investment of properties and building stock and to further promote the economic development of properties within said boundaries."

Please see link:

https://library.municode.com/ga/powder_springs/codes/unified_development_code?nodeId=ART5SIARDERE_DIVVIHIURCO

What Applicant is proposing: A youth sports training and athletic academy providing structured basketball instruction, conditioning, and student-athlete development. Programming will include scheduled training sessions, small-group instruction, and supervised academic support for youth ages 8-18. The facility is designed to serve local families by offering accessible athletic development and mentorship within an existing commercial building.

Response to Applicant: This usage of the property will require SPECIAL USE approval per Unified Development Code (UDC) Section 2-2, Table 2-3:

https://library.municode.com/ga/powder_springs/codes/unified_development_code?nodeId=ART2ZODIOFZOMA_DIVIIIMIENOZODI_S2-22TAPESPUSMIENSIZODI

Other Conditions that may apply: This property is also located in the Downtown Development Overlay, the Historic Core, Urban Redevelopment Area, and under the DDA Authority as well.

Figure 1 – Zoning Map

Figure 2 – Vicinity Map

Figure 3 – Parking Lot of Subject Property Figure 4 – Email from Economic Development

Figure 5 – Parking Plan

Figure 1 – Zoning Map



Figure 2 – Vicinity Map



Figure 3 – Parking Lot of Subject Property

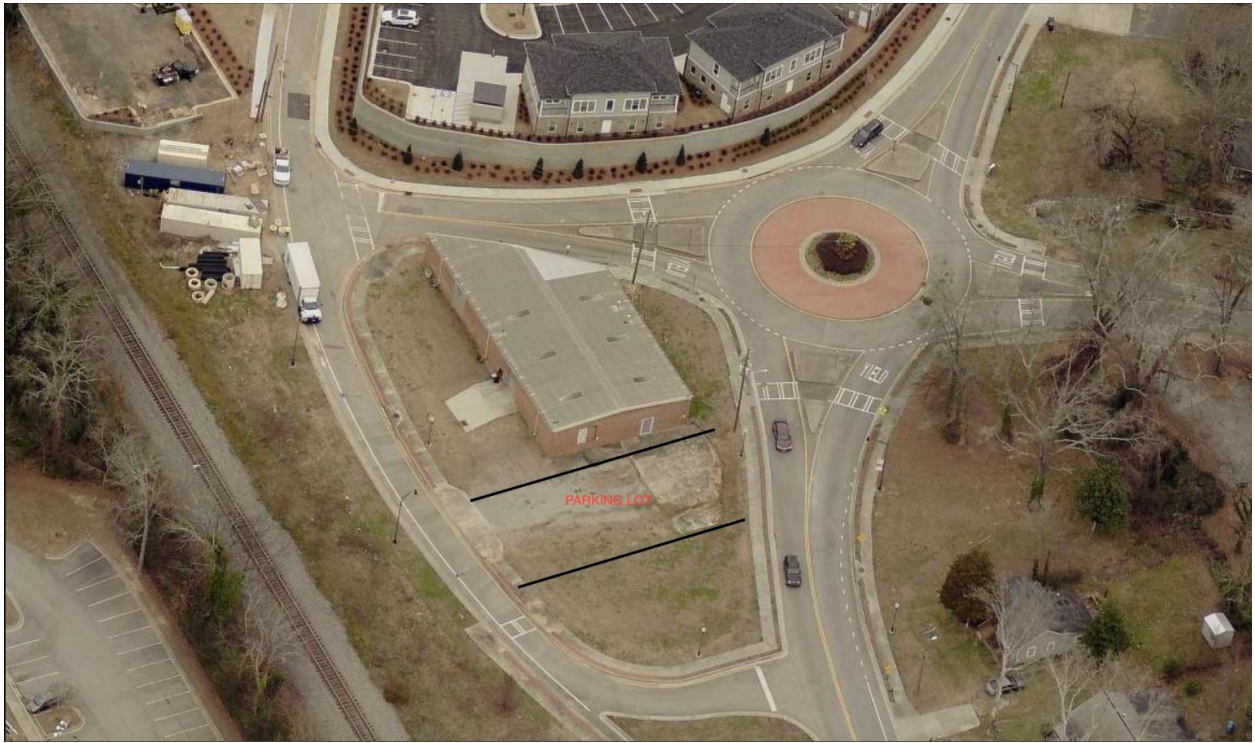


Figure 4 – Email from Economic Development

From: Marsellas Williams
Sent: Wednesday, March 11, 2026 10:40 AM
To: JoAnna Robinson
Cc: Comm Dev
Subject: Re: 4505 Atlanta St SW

Categories: JoAnna

JoAnna,

I don't have any thoughts except economic development is supportive of the sports use for that building.

Best,

Marsellas

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From: JoAnna Robinson <jrobinson@powderspringsga.gov>
Sent: Wednesday, March 11, 2026 8:36:39 AM
To: Marsellas Williams <mwilliams@powderspringsga.gov>
Cc: Comm Dev <commdev@powderspringsga.gov>
Subject: RE: 4505 Atlanta St SW

Good Morning Marsellas!

I am reaching back out to you about this property as it is now going for a Special Use. It is the same use that we talked about before...the applicant wishes to move forward with it. Do you have any extra thoughts or points that I should bring up during our Planning and Zoning agenda meeting tomorrow?

Thank you for all of your help!

Figure 5 – Parking Plan

Dimmock Sports Academy
Parking & Traffic Flow Plan
4505 Atlanta St SW, Powder Springs, GA

Overview

Dimmock Sports Academy is a structured youth training facility operating on scheduled sessions. All traffic, parking, and drop-off activities will be managed to ensure safety, minimize congestion, and remain compliant with City requirements.

Parking Plan

- Primary parking will be located at the rear of the building.
- On-site parking will be utilized by staff and participants during scheduled sessions.
- Overflow parking will be directed to the public city lot located approximately one block from the facility.
- Clear communication will be provided to all participants and families regarding designated parking areas.
- Parking on sidewalks, grass, or unauthorized areas will not be permitted.

Drop-Off & Pick-Up Procedures

- No drop-off or pick-up will be permitted at the Atlanta Street entrance.
- All drop-off and pick-up activity will take place at the rear parking lot entrance only.
- Vehicles will enter through the rear access point, safely drop off participants, and exit without blocking traffic flow.
- Parents and guardians will be instructed to use designated parking spaces if they choose to remain on-site.

Traffic Management

- All training sessions will be scheduled and staggered to prevent traffic congestion.
- Attendance will be limited per session to maintain controlled occupancy and manageable traffic flow.
- Staff will be present during peak hours to assist with directing traffic and ensuring compliance with procedures.

Safety & Compliance

- The facility will comply with all City, fire, and occupancy requirements.
- A safe and controlled environment will be maintained at all times for participants and visitors.
- Dimmock Sports Academy is committed to being a responsible community partner and minimizing any impact on surrounding properties.

Conclusion

Dimmock Sports Academy will actively manage all parking and traffic flow to ensure a safe, organized, and community-friendly operation.

Additional Questions that were asked of Applicant:

1. Portion of building dedicated to proposed activities?

The intent is to utilize the majority of the building (approximately 5,500–5,790 square feet) for the proposed use. The space will include an indoor basketball training court, conditioning and stretching areas, a small media/study area for homework and student-athlete programming, limited spectator viewing, and ancillary office and storage space. No residential use is proposed.

2. Sports disciplines offered?

The primary discipline offered will be basketball training, including skills development, conditioning, agility training, camps, clinics, and instructional programming. No contact sports or league-style competitions are proposed at this time.

3. Anticipated occupancy?

Occupancy will be program-based and controlled, with typical attendance expected to range between 20–40 participants at a time, inclusive of athletes, coaches, and limited spectators. All activities will comply with applicable building, fire, and occupancy requirements as determined by the City.

4. Proposed days and hours of operation?

Proposed hours of operation are 7:00 AM – 10:00 PM, seven (7) days per week. These extended hours are intended to accommodate the varying schedules of student-athletes and families, including before-school training, after-school programming, and evening sessions. Based on our experience working with youth and families, this flexibility is necessary to meet community demand. Actual usage may vary by day and program.

5. Age groups served?

The academy will primarily serve youth and student-athletes approximately ages 8–18, with occasional programming or clinics for young adults.

Written Analysis (Applicant's Responses)

- a. **Whether the proposed special use is consistent with the stated purpose of the zoning district in which it will be located.** The proposed youth sports training academy is consistent with the zoning district's purpose as it promotes productive commercial use of an existing building while providing a community-serving service.
- b. **Whether the proposed zoning district and uses permitted within that district are suitable in view of the zoning and development of adjacent and nearby property.** Commercial use of an existing building while providing a community-serving service.
- c. **Whether the location and character of the proposed special use are consistent with a desirable pattern of development in general.** Yes. The proposed use activates an existing commercial building with a structured, community-serving operation that aligns with desirable commercial development patterns.
- d. **Whether the type of street providing access to the use is or will be adequate to serve the proposed special use.** Yes. The property is located on an established roadway with adequate access to support the proposed use and anticipated traffic.
- e. **Whether access into and out of the property is or will be adequate to provide for traffic and pedestrian safety, the anticipated volume of traffic flow, and access by emergency vehicles.** Yes. Existing access points are adequate to accommodate anticipated traffic flow while maintaining pedestrian safety and providing appropriate access for emergency vehicles.
- f. **Whether public facilities such as schools, water or sewer utilities, and police or fire protection are or will be adequate to serve the use.** Yes. Existing public facilities and utilities, including water, sewer, police, and fire services, are adequate to serve the proposed use.

Staff Analysis:

Staff supports this proposal due to its potential for economic impact. By increasing pedestrian activity and encouraging longer visits to our downtown district. Furthermore, Staff reached out to Economic Development. Following an evaluation of the project's impact on the Downtown Development Authority (DDA) district, Economic Development confirmed the feasibility of the use and expressed full support for its integration into the downtown core for this use.

(a) Whether the proposed special use is consistent with the stated purpose of the zoning district in which it will be located;

The proposed use is consistent with the stated purpose of the Central Business District (CBD) as defined in **UDC Sec. 2-27**. By providing basketball coaching and youth mentoring, this use directly supports the district's role as the 'historic cultural and business center' of Powder Springs.

Specifically, the program fosters a 'unique sense of place and identity' by establishing a community-focused destination that may serve to draw families into the downtown core. As a 'civic use,' it functions as a modern community center, creating a vibrant focal point for family-oriented activity. This increased foot traffic not only promotes the (street life) envisioned by CBD zoning but also supports the surrounding 'main street' retail and service businesses by bringing consistent, local visitors to the area.

(b) Whether the establishment of the special use will impede the normal and orderly development of surrounding property for uses predominate in the area;

The establishment of this special use will not impede the normal or orderly development of surrounding properties, including the multi-family residential developments to the north and the single-family neighborhoods to the east and northeast. Because all coaching and mentoring activities are conducted entirely within the enclosed facility, the use will produce minimal to no amount of external noise, light pollution, or disruptive outdoor activity that would negatively impact the quiet enjoyment of nearby homes.

Furthermore, the scale of the operation is designed to be compatible with the existing residential character of the immediate area. By providing a structured, indoor environment for youth development.

(c) Whether the location and character of the proposed special use are consistent with a desirable pattern of development in general;

Per the Future Land Use development map, this area is a part of the downtown and it is 'intended to be a focal point for activity...community facilities' The proposal serves as a complementary transition between the downtown business core and adjacent residential zones.

(d) Whether the type of street providing access to the use is or will be adequate to serve the proposed special use;

Yes, this subject property fronts two streets. One being Atlanta Street and the other being Murray Avenue. Both streets are local streets and will be adequate to serve this use. Murray Avenue operates as a one-way street originating from Marietta Street (a primary downtown thoroughfare), while Atlanta Street also provides localized access via Lindley Lane which also connects to the Marietta Street corridor.

(e) Whether access into and out of the property is or will be adequate to provide for traffic and pedestrian safety, the anticipated volume of traffic flow, and access by emergency vehicles;

The site is a smaller site. Six parking spaces along with ADA requirements.

(f) Whether public facilities such as schools, water or sewer utilities, and police or fire protection are or will be adequate to serve the special use;

The closest police station is approximately less than 1 mile away at the address of 1114 Richard D. Sailors Pkwy, Powder Springs, GA 30127. The closest fire department is approximately 1.5 miles away at the address of 5075 Hiram Lithia Springs Rd, Powder Springs, GA 30127. Water and sewer is available at site.

Staff Recommendation: Approval with conditions.

Conditions:

1. **Hours of Operation:** Authorized hours shall be limited to 7:00 AM to 10:00 PM Monday-Sunday to maintain harmony with neighboring residential and commercial uses.
2. **Use Limitation:** The facility shall be limited to indoor basketball/athletics training, academic development/mentoring, and related athletic fitness activities. Any conversion to an event hall or public assembly space shall require a new Special Use Permit.
3. **Drop-off/Pick-up Plan:** Because of the limited parking that is available on this site, applicant shall provide Orientation materials/flyers to parents to advise them of this and notify them of other Public Parking spaces nearby. The Parking Plan shall be among these materials.
4. **Capacity:** Maximum occupancy shall be determined by the Fire Marshal and strictly enforced to prevent overcrowding during peak training sessions.
5. **Parking:** Applicant shall identify six (6) spaces of parking, including ADA requirements as well. The City recommends that Staff park offsite if possible.
6. **Wayfinding signage:** There is no dedicated 'overflow parking', however there are other Public Parking spaces available in the downtown area.