



## APPLICATION FOR DEVELOPMENT OF COMMUNITY IMPACT (DCI)

### PROJECT:

Jim Ellis Cadillac - Vehicle Storage Parking Structure

Name of Project

5880 Peachtree Boulevard

Property Address

202,400 SF Multit-Level Vehicle Storage Parking Structure

Brief Description of Project

Corridor Commercial

Motor Mile / Commercial

Zoning District

Character Area (Future Development Map)

Corridor Commercial

3.5917 Acres

2

202,400 SF New Parking Structure  
& 30,803 Existing Cadillac Dealership

Total # of Properties Involved

Total Project Acreage

Total Number of Buildings

Total area of buildings

### OWNER:

JBE Realty Holdings, LLLP

Name and Company

5855 Peachtree Boulevard,

Chamblee, Georgia

30341

Mailing Address

City, State

Zip Code

404.388.3303

erict@jimellis.com

Phone #

E-mail

**APPLICANT:** ☐ Check here if Applicant is also the Property Owner

Steven T. Ellis; PRO Building Systems

Name and Company

3678 North Peachtree Road

Chamblee, Georgia

30341

Mailing Address

City, State

Zip Code

770.318.3225

stellis@problgd.com

Phone #

E-mail

Applicant Signature

Date

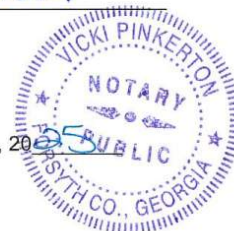
☒ I hereby certify that all information provided herein is true and correct.

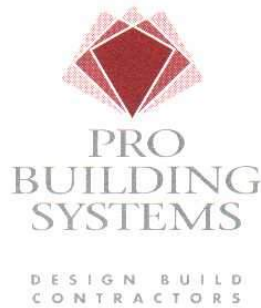
### NOTARY:

Sworn to and subscribed before me this 2nd day of Jan., 2025

Notary Public:

Vicki Pinkerton 4/26/26





**PROJECT DESCRIPTION & NARRATIVE**  
**JIM ELLIS CADILLAC PARKING/STORAGE STRUCTURE**  
**202,400 S.F. Parking/Storage Structure**  
**3.5917 Acres**  
**01.02.2025**

**GENERAL DATA – SUMMARY**

Current Zoning:	CC (Corridor Commercial)
Charter Area:	Motor Mile / Store Front Street
Current Use:	New Automobile Sales / Service
Proposed Use:	New Parking Structure accessory to Auto Dealership

This Parking structure was originally submitted and approved as a DCI under Case PZ2018-312 which consisted of the Cadillac Dealership and the Parking Structure, this was never constructed. The DCI was then resubmitted in 2020 and approved under Case PZ2020-638 which, removed the parking structure from the DCI. At the time vehicle inventory levels were being reduced and the state of the overall economy was unknown due to the Covid 19 Pandemic. Now in 2025 Inventory Levels have normalized and the Parking Structure is needed to continue efficient business operations.

The 3.5917 acre site, composed of two existing parcels and a portion of a third parcel, is located on the west side of Peachtree Blvd. The site currently contains the Jim Ellis Cadillac sales building and is located between the Jim Ellis Commercial Truck building and the Jim Ellis Buick GMC building. The site is relatively long and narrow “L” shaped parcel with a small area on either side of the existing building and a long narrow area that is located behind the Commercial Truck building and the Chevrolet building. The property, as submitted, will require that a combination plat be recorded.

The proposed redevelopment of the site includes the existing Cadillac new car sales center building and the addition of a four-level parking/storage parking structure with an approximately 50,600 s.f. footprint proposed in place of the existing surface parking in the rear. There is a minimum 40’ landscape buffer separating the site from the existing NR-1 Zoning. The proposed parking/storage structure will be located outside the 40’ buffer, providing a 60’ enhanced landscape buffer from the property line. The Building’s Architecture will align with the character of other new Automotive projects along Peachtree Boulevard Corridor.

This property has been developed over the past 20 plus years in accordance with the previous standards at the time of permitting. The parking/storage structure will be located over an area that is 95% plus paved today. The parking structure will have 3 levels above ground on the south side and 2 levels above, with one subterranean on the north side. There will be multiple access points to the parking structure. The parking structure will be used by the Jim Ellis Dealerships abutting this parcel.

Site plans and architecture plans for the building and parking structure are attached to the application.

This is an opportunity to continue the trend of improving the dealerships along the Motor Mile. Parking/Vehicle Storage structures are the appropriate method to accommodate the large vehicle inventories needed to support the Auto Dealerships in this urban setting. This is a much more sustainable approach to parking, this individual structure with a footprint of approximately 1.16 acres will house vehicles that would otherwise need a 5-6 acre surface parking plot.

We respectfully request your approval of the proposed parking structure along with the necessary variances and/or waivers. If you have any questions or need any additional information please contact me.



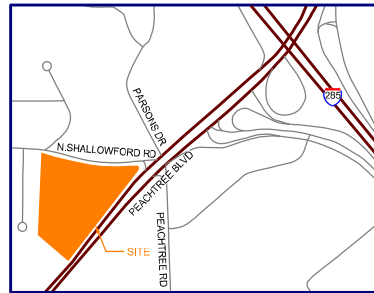
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Steven T. Ellis, Vice President  
Pro Building Systems  
770-318-3225  
stellis@problgdg.com



Jim Ellis Cadillac Parking Structure  
5880 Peachtree Boulevard  
Chamblee, Georgia 30341

### LOCATION MAP



### LOCATION MAP

NOT TO SCALE  
LAT - 33°54'33.35"N  
LONG - 84°17'29.87"W



AERIAL IMAGE PROVIDED BY GOOGLE EARTH  
IMAGERY DATED MAY 5, 2014



## **LETTER OF INTENT**

### **JIM ELLIS CADILLAC PARKING STRUCTURE**

**202,400 S.F. Parking Structure**

**3.5917 Acres**

**01.02.2025; revised 02.05.2025**

### **GENERAL STATEMENT**

The majority of the Variances and Waivers requested in this proposal are the direct result of this being an existing development on a very tight, topographically challenged site, the reuse of existing structures and infrastructure as well as, the Automotive Use. These requests align with the requests made in the past on other Automotive Redevelopment projects. Please refer to the attached Exhibit "A" at the end of this three-page Letter of Intent document for the list of variances and waivers that were approved for the primary structure of the Cadillac Building.

### **WRITTEN ANALYSIS FOR DCI**

1. *Design shall be in harmony with the general character of the neighborhood and surrounding area, considering factors such as mass, placement, height, changing land use patterns, and consistency of exterior architectural treatment, especially in areas of historic and special design interest.* The redevelopment site is an existing Cadillac Dealership located within the CC zoning district and the Motor Mile Character Area. The adjoining uses to the north, south and across Peachtree Blvd are all automotive sales. The adjoining single family uses to the east are protected by the existing 40' Zoning Buffer. The construction of a new parking structure as an addition to the existing dealership will have minimal impact on the adjoining properties and the 40' Zoning Buffer will be increased to a 60' enhanced buffer. The Building Mass and Architecture are in harmony with the general character of the other developments on Peachtree Boulevard within the Motor Mile and the solid nature of the parking structure should help with noise and light coming from the existing parking lot.
2. *Design components shall be planned such that they are physically and aesthetically related and coordinated with other elements of the project and surrounding environment to ensure visual continuity of design.* The proposed parking structure, as shown on the attached drawings, has an architectural character that is consistent with other recently renovated and/or new construction within the Motor Mile Character Area.
3. *Design shall protect scenic views, particularly those of open space, and utilize natural features of the site.* There are no "scenic" views to protect. However, the improvement to features of the site, including the increase of the existing 48' natural buffer at the rear of the property to an enhanced 60' landscaped buffer whereas Zoning only requires a 40' buffer in this area.



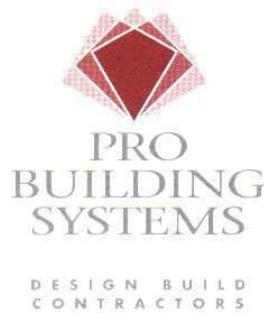
4. *Design shall protect adjacent properties from negative visual and functional impacts.* Yes, the visual impacts will be improved by the proposed parking structure building through enhanced Building Architecture. There will be positive Visual and Functional impacts to the adjacent properties by the extensive Landscape provisions under this proposal.
5. *Design shall respect the historical character of the immediate area as integral parts of community life in the city and shall protect and preserve structures and spaces which provide a significant link within these areas.* For more than 30 years, this area has historically contained Automobile Dealerships in both Doraville and Chamblee, stretching from I-285 to Chamblee Plaza. The primary linkage emerging in the area is provided in improvements by the installation of the street frontage standards as each property in the area is renovated, this proposal contains landscaping, lighting as well as additional sidewalk along North Shallowford Road.
6. *All exterior forms, attached to buildings or not, shall be in conformity with, and secondary to, the building.* The new, detached structure or forms proposed shall be in conformity with and secondary to the adjacent Dealership.
7. *The proposed development is suitable in view of the use and development of adjacent and nearby property.* The use is suitable in view of the use and development of adjacent and nearby properties as summarized in item one (1) above.
8. *The proposed development does not adversely affect the existing use or usability of adjacent or nearby property.* As noted in item one; the redevelopment site is located within the Motor Mile Character Area and the current use is Pre-Owned Automobile Sales/ Service and the Proposed Use is New Automobile Sales/Service
9. *The proposed development does not result in a use which will or could cause an excessive or burdensome use of existing streets, transportation facilities, utilities, or schools.* The proposed redevelopment will not cause excessive or burdensome use of the existing streets, transportation facilities, utilities, or schools.
10. *The proposed development is in conformance with the applicable zoning district.* The proposed accessory parking structure for the existing Cadillac, Chevrolet, Commercial Trucks, and Buick GMC dealerships is located in the appropriate zoning category and character area.
11. *The proposed development is in conformance with the provisions of the future development plan articulated in the City's Comprehensive Plan.* The proposed accessory parking structure is for the existing Cadillac, Chevrolet, Commercial Trucks, and Buick GMC dealerships and is consistent with the City's Comprehensive Plan.

#### **WRITTEN ANALYSIS FOR VARIANCES AND WAIVERS**

1. *There are extraordinary and exceptional conditions pertaining to the particular properties in question because of its size shape or topography:* The property has been incrementally developed over the past 20+ years and has some extreme restraints as it relates to topography. There is an existing retaining wall to the North and West of the Building that holds up the property to the North and the Property Frontage slope from 1022 at the North to 1014 at the South.
2. *The application of this zoning ordinance to the particular piece of property would create an*

*unnecessary hardship:* The property that is appropriately zoned for the existing automotive sales and service operation is located in the Motor Mile Character area. However, we are improving the condition of the property as it relates to parking by providing multilevel parking in lieu of overcrowded surface parking.

3. *Such conditions are peculiar to the particular piece of property involved:* The Jim Ellis properties along the west side of Peachtree Boulevard contain four distinct operations: Chevrolet, Commercial Trucks, Cadillac, and Buick GMC. These four uses are highly constrained by limited property areas, irregular property shapes, existing retaining walls to accommodate the grade change and extremely limited parking in proximity to the showroom areas. Due to these existing conditions, there is a hardship that encumbers efficiently operating without the new parking structure the overall site configuration and prevents meeting the current UDO standards.
4. *Such conditions are not the result of any actions of the property owner; and:* As the properties have been developed over time, all were appropriately permitted when originally built, however the City of Chamblee standards have changed over time, making the current improvements inconsistent with the code. It is not practical to change the design/layout of the properties because of existing buildings, retaining walls, access, grade, etc.
5. *Relief, if granted, would not cause a substantial detriment to the public good nor impair the purposes or intent of this zoning ordinance:* All of the variances/waivers requested are internal and are a direct result of the Automotive use and/or to allow for the improvement of parking constraints and conditions for the existing buildings to be reused and the existing site improvements that shall remain intact. The Zoning is currently CC and Automotive is allowed in this Zoning Category and we are within the Motor Mile Charter Area. The requests contained herein are remarkably similar to the requests made by other Automotive Dealerships in the past.



**UDC VARIANCE & WAIVER SUMMARY**  
**JIM ELLIS CADILLAC DEALERSHIP & PARKING/STORAGE DECK**  
**202,400 S.F. Parking/Storage Deck**  
**3.5917 Acres**  
**01.02.2025; 01.20.2025, 02.05.2025, revised 04.02.2025**

**VARIANCES – UNIFORM DEVELOPMENT CODE**

- **230-8(a)(1)** - Allow accessory structure (storage parking deck) to be dimensionally larger than the principle building on the same site.
- **230-9** – Allow Inventory Parking Structure to NOT have a sustainable certification. Sustainable Certification would be difficult if not impossible to attain for this type of project. Structured parking is far more sustainable than surface parking.
- **230-27** – Allow the Parking Structure Building Architecture to be in substantial conformity with the proposed DCI, this was previously approved PZ2018-312.
- **240-13(b)(43) a, b, c, d, e, g, h** - Allow the construction of a parking structure: “a” to be in substantial conformity with the Elevations and Building Architecture proposed in this DCI, this parking structure is similar to others that have been approved by the City, and this was approved previously under PZ2018-312. “b” without a “liner building”, “c” with external openings as shown, “d” facades as shown, “e” facades as shown and “g” no shade cover of the roof level, “h” to be allowed as proposed, this is a storage parking structure on a site the has a significant amount of slope. The parking structure floor plates are sloping with ground plane to keep the overall height consistent along the rear property line abutting the residential properties, this was approved previously under PZ2018-312. The structure is located behind 3 existing dealerships facing Peachtree Blvd. in an area with restricted access and will be used as vehicle storage.

**WAIVERS – UNIFIED DEVELOPMENT CODE**

- **230-30(a)(5)** – We request a waiver from the public open space requirements. This project is designed as a secure automotive inventory storage facility, where public access is not feasible due to security and safety concerns. Given the nature of the facility, no public open space will be provided. We appreciate your consideration and respectfully request approval of this variance.





## EXHIBIT "A"

CITY OF CHAMBLEE

PLANNING AND DEVELOPMENT DEPARTMENT

5576 PEACHTREE RD, STE 102 CHAMBLEE, GA 30341

July 28, 2020

Steven T. Ellis  
PRO Building Systems, Inc.  
3678 North Peachtree Rd  
Chamblee, Georgia 30341

RE: PZ2020-638 – 5880 Peachtree Blvd

Dear Mr. Ellis,

This letter serves to confirm that at its regularly scheduled meeting on July 21, 2020, the City Council **approved** the DCI application with the following conditions:

1. The development shall be constructed in substantial conformity with EXHIBIT A: DCI Plan Book for Jim Ellis Cadillac Chamblee, dated received June 11<sup>th</sup>, 2020 with revisions required by conditions of approval as reviewed and approved by the Planning & Development Director.
2. All previously granted Development of Community Impacts, variances and waivers for the property shall be null and void.
3. The applicant shall consolidate Tract 2 and Tract 4 prior to issuance of a Certificate of Occupancy per requirements of the City of Chamblee Unified Development Ordinance.
4. The Applicant shall fund and construct a City Welcome Sign, the design of which shall be approved by the City Manager in compliance with the City's current wayfinding signage program, at the corner of Peachtree Blvd and North Shallowford Rd to be visible by the southbound lanes of Peachtree Blvd.
5. The applicant shall implement policies and procedures prohibiting the use of alarms for vehicle locating purposes. The policy shall include significant ramifications for each violation.
6. Brighter lighting may be used in the display area along Peachtree Blvd., however such lighting shall be dark skies compliant and shall not be included towards the rear of the property.

The following variances were approved:

1. Variance from Sec. 230-1(a) to increase the maximum allowed impervious surface area from 80% to 85.3%, however the site shall not exceed the maximum impervious surface under the existing conditions;



CITY OF CHAMBLEE

PLANNING AND DEVELOPMENT DEPARTMENT

5576 PEACHTREE RD, STE 102 CHAMBLEE, GA 30341

2. Variance from Sec. 230-2(a) to reduce the required amount of open space from 20% to 14.7%;
3. Variance from Sec. 230-26(g) to allow previously installed improvements to remain in the supplemental zone;
4. Variance from Sec. 230-27 to allow for the appearance of a metal building;
5. Variance from Sec. 230-27(a)(12)(a) to allow for the primary pedestrian access to be to the side of the building;
6. Variance from Sec. 230-29(b)(3) to allow for an existing motor-vehicle-related use to expand on a storefront street;
7. Variance from Sec. 230-31 to allow site lighting to be above the maximum allowable foot-candle limit in vehicle display areas;
8. Variance from Sec. 240-13(b)(25) to increase the number of allowable display vehicles in the front yard from 0 to 23 vehicles;
9. Variance from Sec. 250-1 to allow a parking reduction from 154 spaces to 131 spaces;
10. Variance from Sec. 250-7(a)(12) to allow a parking lot with over 50 spaces to not contain raised pathways for pedestrian circulation.

The following waivers were approved:

1. Waiver from Sec. 320-21(a)(1) to substitute the requirement for a landscape island every 10 parking spaces with the existing landscape islands;
2. Waiver from Sec. 320-21(a)(4) to eliminate the requirement to install a 5 ft-wide landscape strip between head to head parking spaces;
3. Waiver from Sec. 320-21(a)(5) to eliminate the requirement to install a 5 ft-wide landscape strip around the perimeter of the parking lot;
4. Waiver from Sec. 350-2(a)(1)(e) to allow a driveway to be located between the building and the public sidewalk;
5. Waiver from Sec. 350-2 to allow the existing curb cut to remain in place; and
6. Waiver from Sec. 350-2(a)(1)(a) to allow the width of an internal driveway to remain at less than 22 feet wide.

The action taken on your application will become final upon approval of the meeting minutes at the August 18, 2020 regularly scheduled City Council meeting. If you have any questions, please contact me at 470-395-2333 or [mdickison@chambleega.gov](mailto:mdickison@chambleega.gov).



CITY OF CHAMBLEE

PLANNING AND DEVELOPMENT DEPARTMENT

5576 PEACHTREE RD, STE 102 CHAMBLEE, GA 30341

Sincerely,

Matthew Dickison, AICP  
Planning and Development Director

P 770.986.5010

F 770.986.5014

W [www.chambleega.com](http://www.chambleega.com)