

Agenda Item

File ID: 2025-0968

Substitute 10/14/2025

Public Hearing: YES ☐ NO ☒

Department: Planning and Sustainability

SUBJECT:

Commission District(s): Commission District 03 Super District 06

Application of Darius Williams for M Entertainment for a Special Land Use Permit (SLUP) to allow a Late-Night Establishment in the C-2 (General Commercial) zoning district and the I-20 Overlay District, Tier 1, at 2339 Brannen Road (Rear).

Petition No.: 2025-0968 SLUP-25-1247608

Proposed Use: Late-night establishment.

Location: 2339 Brannen Road (Rear), Atlanta, Georgia 30316.

Parcel No.: 15 117 01 124

Information Contact: Lucas Carter, Planner

Phone Number: 404-371-2155

PURPOSE:

Application of Darius Williams for M Entertainment for a Special Land Use Permit (SLUP) to allow a Late-Night Establishment in the C-2 (General Commercial) zoning district and the I-20 Overlay District, Tier 1.

RECOMMENDATION:

COMMUNITY COUNCIL: (August 2025) Approval with conditions.

PLANNING COMMISSION: (Sept. 9, 2025) Approval with Conditions.

STAFF RECOMMENDATION: (September 2025) Approval with revised conditions_rev. 10.07.2025

PLANNING STAFF ANALYSIS: The applicant requests a special land use permit (SLUP) for late Night Establishment to allow a special event facility to operate during late night hours after 12:30 am at 2339 Brannen Road (Rear), Atlanta, GA 30316 (Parcel 15 117 01 124) in the C-2 district and the I-20 Overlay District, Tier 1. The site presently operates as a photography/film studio and event space during day-time hours within an approximately 8,200- square-foot tenant space. The subject property falls within a commercial corridor within a Town Center (TC) Character Area. The context of the area is commercial, bounded by I-20 to the north, a gas station/mechanic to the west, an upholstery shop to the east, and a vacant parcel to the south - an environment well-suited to late-hour, indoor commercial activity. Operations and site logistics are compatible with adjacent uses and infrastructure. The applicant reports weekday and weekend studio hours from 9:00 a.m. to 2:00 a.m. for film/photography/studio rentals and 9:00 a.m. to 12:30 a.m. for event rentals; licensed private security is standard, with off-duty officers used for major events. Parking is addressed through a lease for a ±3-acre off-site lot at 2341 Brannen Road SE with staffed management, mitigating spillover and queuing on public streets. Access, utilities, and public services are adequate; no historic resources are affected; and late-night activity is confined to an internalized, non- residential setting buffered by the interstate and existing commercial uses. The request aligns with the Comprehensive Plan's Town Center Character Area policies that emphasize compact, walkable development, reinvestment in established activity centers, and support for a diverse mix of uses that reinforce the area's role as a civic and commercial hub. Locating late-night, indoor activity at a C-2 site adjacent to I-20

SLUP-25-1247608 (2025-0968)
Revised Recommended Conditions
October 14, 2025 BOC
2339 Brannen Road (Rear), Atlanta, GA 30316

1. The use is limited to a Special Events Facility during late-night hours and shall not operate as a space open to the general public. The facility shall not be advertised to the public, and no outdoor patron areas are permitted after 10:00 pm.
2. The special event facility with late night hours shall close by 2:00 am or as required by the DeKalb County Alcohol Ordinance.
3. The special event facility shall not be licensed to sell alcohol. Servers hired to participate in the event such as hired bartenders or caterers should be licensed.
4. A security plan shall be implemented and maintained, including licensed security at all events.
5. The off-site parking lease at 2341 Brannen Road SE shall be maintained in good standing, with active parking management and no queuing in the public right-of-way.
6. Compliance with all I-20 Overlay, Tier 1 standards, Fire Marshal occupancy limits, and County permitting/business licensing prior to operation.
7. No outdoor amplified sound devices are permitted. Doors shall remain closed during late-night hours after 12:30 a.m. Noise levels shall comply with the DeKalb County Noise Ordinance.
8. The SLUP shall return to the Board of Commissioners for review two (2) years from the date the facility commences operation. The SLUP shall expire if the application does not return for such review.
9. The SLUP shall be non-transferable.
10. The special event center shall not be the provider of food and beverages, only the event host.
11. A parking lot lighting plan shall be submitted for review and approval. The plan shall demonstrate safe illumination of parking areas and use fixtures that are Dark Sky approved.

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advances those policies by activating the corridor edge without displacing neighborhood-serving functions or undermining pedestrian orientation within the center. The I-20 Overlay, Tier 1 standards will further regulate site design, lighting, and frontage conditions to ensure compatibility, reduce off-site effects, and preserve the quality and character of the Town Center environment. Based on review of Section 7.4.6 of the Zoning Ordinance, Staff recommends ***“Approval with the attached, revised conditions”***.

PLANNING COMMISSION VOTE: (September 9, 2025) Approval with modified conditions 5-4-0. Commissioner Costello moved, Commissioner Cooper seconded for approval with ten (10) conditions per Staff recommendation, with a modification to condition #9 to read as follows: “The SLUP shall be issued to Darius Williams and shall not be transferrable”. Commissioner West, Commissioner Moore, Commissioner Patton and Commissioner Snipes opposed.

COMMUNITY COUNCIL VOTE/RECOMMENDATION: (August 2025) Approval (9-0-0) with the following conditions: 1) Establishment shall close by 2 a.m.; and, 2) Nightclub use is prohibited. Discussion included the need to make sure the business was for a special event facility for private occasional events and not a business that was open daily to the general public.