



## MEMO

**To:** Honorable Mayor and City Council Members  
**From:** Courtney Smith, Community Development Director  
**CC:** John McHenry, City Manager  
**Date:** April 8, 2025  
**RE:** Memo for SLUP-25-0001 and CV's for Luxe Events at 2101 Northlake Parkway

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**Contract/Document Number:** O2025-04-07

### Issue/Topic:

Luxe Events is requesting a Special Land Use Permit (SLUP) with three concurrent variances for the property located at 2101 Northlake Parkway to allow for a special event facility in the NL-1 (Northlake High-Intensity Commercial) zoning district. The subject parcel is approximately 2.768 acres and has frontage on both Northlake Parkway and East Exchange Place. The 11,000 square foot special event facility has a maximum of 300 seats. The concurrent variances include the following: CV-25-0001 (distance separation requirements); CV-25-0002 (accessory structure materials); CV-25-0003 (accessory structure location).

### Recommendation:

Staff recommends approval of SLUP-25-001 and CV-25-0001. Staff recommends denial of CV-25-0002 and CV-25-0003.

Planning Commission recommends approval of SLUP-25-001 and CV-25-0001. Planning Commission recommends denial of CV-25-0002 and CV-25-0003.

### Background:

LUXE Events has been operating at this site since the beginning of 2023. Fit Factory and SKRRT, both health/fitness facilities, share the same building, an arrangement that has existed in varying forms since at least 2011. In chronological order, since 2011 the front space has served as "Occasions Event Center", The Blue (an event center), and TW Events, which ceased operations in May of 2022. According to the Luxe Events website ([luxeeventsatl.com](http://luxeeventsatl.com)), the business opened at 2101 Northlake Parkway in April of 2023. Staff met with the property owner, their leasing agent, and Luxe Events several times to discuss the SLUP process and the non-conforming use regulations in the zoning ordinance. However, it took until December of 2024 to get the applicant to submit a complete SLUP application. During this time, several other code violations had to be corrected by the property owner to bring the remaining parts of the property into compliance.

### Summary:

While the proposed use is not entirely consistent with the Town Center Character Area, the property has been used as a special events facility off and on for about 15 years. While the site has plenty of parking, compliance with the parking plan and improved access should be required. Aside from distance separation requirements, the special events facility meets the supplemental regulations. Conditions have been recommended by staff to ensure that the use does not adversely affect residential properties within 1,500 feet.

Regarding CV-25-0002 and CV-25-0003: There are no lot conditions that impact the applicant from complying with the accessory structure code requirements for materials and placement, and staff believes the request goes above the minimum necessary to afford relief. There are various alternatives that comply with the zoning ordinance and Comprehensive Plan, such as reconfiguring the existing parking lot layout or storing the items inside the principal building.