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June 25, 2009

City of Roswell
Department of Planning and Zoning
38 Mill Street
Suite G-30
Roswell, Georgia 30075



RE: Application for Conditional Use
Georgia Allstar Cheerleading, Inc.
Property Location: 3000 Northfield Place
Suite 100
Roswell, Georgia 30076

To: The Honorable Jere Wood, Mayor
Councilwoman Becky Wynn
Councilwoman Lori Henry
Councilman Rich Dippolito
Councilman David Tolleson
Councilman Jerry Orlans
Councilman Kert Ingleheart

I represent Georgia Allstar Cheerleading, Inc. with regard to the above application for conditional use. Enclosed is the formal application. Please accept this letter as a statement of intent.

Georgia Allstar Cheerleading, Inc. is a business which, over the years, has been located primarily in the Marietta area. The nature of the business involves the instruction of the various techniques utilized in the very specialized area of high level team competition as well as in the more familiar side-line cheering which we see at high school and college football and basketball games. The instructors teach everything from dance to stunting to tumbling. Additionally, during all-star competition season, (which is basically the school year) the kids are involved in squad competition practice. During the Summer, the gym may be open a few days a week for individual and private squad training with no more than approximately sixteen (16) students in the facility at a time. During the Summer, the students who use the facility are primarily high school students who car-pool.

I understand that there are 22-24 spots in front of the facility with space for approximately 10-12 cars in the back. Rarely will there ever be more than 18-20 cars at

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the facility at one time, with the instructors and older students being able to park in the back.

In addition to some daytime classes in the Summer, there are classes in the evening beginning at 5:30 p.m. when all other business in the development have closed. During the school year, there will be no activity until after school with classes beginning at 5:30 p.m. and going until 9:30 or 10:00. From mid August through May, a period of 9-1/2 months, the business will not begin to operate until virtually everyone else has left the development.

The business is completely non-intrusive and will not adversely affect the other businesses in the area, the zoning scheme, the general use of the area, nor the subdivision across the street. Our intended unit is at the end of the development with only woods on the other side.

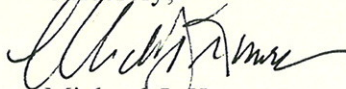
The warehouse area contains only cheerleading floors and mats. There is no storage of any product. The business does not deal with trucking, transportation or storage. Behind the intended unit and in the same development is a business called "*Jump Zone Party Play Centers*" which maintains a space which appears to be approximately four (4) times the size of the unit Georgia Allstar Cheerleading, Inc. intends to use. I am quite sure that Jump Zone's customer base is much larger than ours. Additionally, it is my understanding that within the last two (2) years or so, a conditional use was granted to a dance studio in the area.

The granting of a conditional use will not have any sort of adverse affect or impact and for 9-1/2 months of the year, business will not begin until all other businesses have closed.

On behalf of Georgia Allstar Cheerleading, Inc., I respectfully request that you grant the application for conditional use.

Thank you.

Sincerely,


Michael J. Kramer

MJK/jj
Enclosure

cc: Georgia Allstar Cheerleading, Inc.

