

SPLIT SILK PROPERTIES, LLC.
P.O. BOX 1725
LOGANVILLE, GA 30052

May 15, 2023

Mr. Jason Thompson

Department of Planning & Development

Snellville City Center

2342 Oak Road

Snellville, GA 30078

RECEIVED
MAY 17 2023
CITY OF SNELLVILLE
PLANNING & DEVELOPMENT

RE: Letter of Intent for rezoning, special use permit and variances

Property Tax Parcel: 5 100 065

Property Address: 1000 Hwy 78, Loganville GA 30052

Dear Mr. Thompson:

The undersigned is representing Kroger CO and Highpoint Development (the contract purchaser-formerly TPA Residential), who are seeking rezoning (from BG to MU), a special use permit and variances for the subject property. As you are aware, the 22.85 acres was rezoned to BG when Kroger purchased it for a shopping center in 2016. Kroger no longer intends on relocating or utilizing the property and has therefore put the property back on the market.

Highpoint Development is more than qualified to bring a great product to the community. Please see their portfolio at www.hpdev.com with quality developments in similar suburban settings like Grayson, Suwanee, Buford, Lawrenceville, Braselton, Cumming and Alpharetta! Highpoint has been evaluating and working on this site for well over a year. Considerable funds and resources have been spent during the evaluation period addressing multiple challenges and comments. During this time, the Snellville Mayor and Council changed the future land use to mixed use (consistent with the rezoning request) and Highpoint has made site and design adjustments based upon feedback from the City. They were also able to address the major site development challenges with rock outcroppings and sewer access. As a result, Gwinnett has issued a water and sewer capacity letter for the subject property. Highpoint proposes 300 Stacked Flat units, 28 residential townhomes, and 51,000 SF of commercial/retail buildings. While there is no city requirement concerning minimum SF for the Stacked Flats, Highpoint proposes a minimum of 700 SF for 1 Bedroom (BR), 1,050 SF for 2 BR, 1,250 SF for 3 BR. Anticipated rents will range from \$1,650.00-\$2,350 a month. Four units will be reserved at a 25% discount for those employed as first responders. The City's minimum SF for a townhouse is 800 SF

RZ 23-03 SUP 23-02 #23-00240
1000 ATHENS HWY
PARCEL #5100-065 THE KROGER CO.

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and we are proposing a minimum of 1600 SF. Walker Anderson Homes is the anticipated townhome builder, and they expect the sales to range \$350,000.00-400,000.00. Two of their recent and local projects are the Grove at Rosebud (.4 miles from the subject site) and the Urban Square in downtown Lawrenceville. From a tax-based perspective, this development will more than generate enough funds for the services required. The current assessed value is \$3,389,000.00 and the anticipated costs of the new development should be around 100 million dollars after complete build out or a 2,800% +/- valuation increase.

Highpoint understands that traffic/congestion is a major concern as the intersection of Rosebud Road/Hwy 78 has been failing at peak times for years. In addition to the area traffic study, they also looked at the existing zoning and the trips it would generate if developed verses our proposal. This analysis indicates that the existing zoning would generate 3,600 more daily trips than the requested MU zoning. In addition to reducing traffic impacts with this zoning, it is our hope that this development will be a catalyst for the Georgia DOT and Gwinnett DOT (who maintain these roads) to address and improve the intersection. Highpoint is currently in discussions with the owner of 988 Hwy 78. This is the abutting 1-acre property on the corner of Hwy 78 and Rosebud Road that is not in the city and not a part of this project. However, it is our hope should the owner formally agree (they have verbal at this point), to demo the old house and grade the site concurrently with the site development. These improvements would enhance our overall visibility/aesthetics and also make it more feasible for the DOT's to make improvements in the future.

The following variances are requested:

- 1) In compliance with the MU district requirement of 25% nonresidential uses, the original project site plan indicated 71k sf of non-residential space, which included 20k sf of office buildings along Rosebud Road. However, Highpoint received feedback from the City suggesting a fee simple component be included along Rosebud Road, rather than the office use. They adjusted the site to meet the request, thus proposing 51k sf (as measured by Building Owners and Managers Association [BOMA] standards) of non-residential uses (see Table 1). This change requires a variance from Section 203-4.2 B. 1 to reduce the nonresidential uses from 25% to 18%.

Table 1

The Enclave at Rosebud Non-Residential Uses	
Retail (first level)	21,000
Office (second level)	6,000
Outparcel	4,500
Outparcel	2,500
M.F. Amenity Space (1st Floor of MF building)	7,000
Commerical/NonRes (1st Floor of MF building)	10,000
	51,000


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- 2) Variance from 203-4.2 B.2 regarding the requirement for 10k sf of nonresidential space to receive a Certificate of Occupancy (CO) prior to receiving a CO for more than 100 dwelling units. Instead, they propose that this requirement is a condition to receiving the Final CO for the residential component of the site. For avoidance of doubt, Highpoint may receive a Temporary CO on all residential units, but must receive a CO for 10k sf of nonresidential space prior to the Final CO. This allows Highpoint to select the best commercial tenants for the property regardless of external considerations.

- 3) Variance from Section 401-3.4 (C & H) Vehicular Access. They will comply with adding stub out streets to the north parcel. Connectivity to the west parcel is not feasible due to the extreme topographic conditions, 100' buffer and 150' impervious setback. Running access through this protected area could also cause damage to the protected buffers and water ways. Connectivity to the south is not feasible as this is inviting traffic and potential incompatible uses through the residential component of the development.

Lastly, Section 206.2 allows multifamily dwellings with a special use permit. We have addressed the 10 application requirements of Section 103-10.2 and section 206 in this letter along with our concurrent rezoning application. This permit will ensure a great mixed-use component where residents may live, work and play!

Clearly the nearby area already contains townhomes, stacked flats, and commercial/retail uses. Our proposal will consolidate these similar uses into one property creating a more efficient use of land and less demand for public services. Highpoint will consider other conditions recommended by staff, the City, and the community as we proceed with the application. We feel that the proposed development will be an incredible asset to the community and a revitalization catalyst for the area. Please do not hesitate to contact me should you have any questions, comments, or concerns.

Sincerely,

Jeff Timler

Split Silk Properties, LLC - Owner