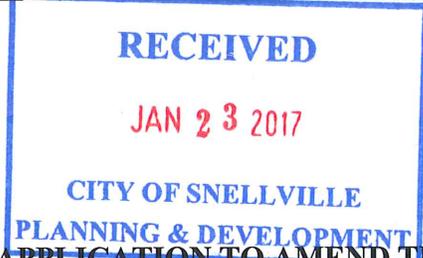


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AMENDMENT TO AN APPLICATION TO AMEND THE OFFICIAL ZONING MAP OF THE CITY OF SNELLVILLE, GEORGIA

APPLICANT:	Park Place Snellville, LLC
PRESENT ZONING DISTRICT(S):	BG
REQUESTED ZONING DISTRICT(S):	BG (Change in Conditions)
PROPERTY:	Park Place Snellville
SIZE:	+/-2.00 Acres
DISTRICT & L.L.:	5th L.D., 056 L.L.
PROPOSED DEVELOPMENT:	Hampton Inn & Suites

The Applicant, Park Place Snellville, LLC, hereby amends its application to amend the official zoning map of The City of Snellville, Georgia (the "City") heretofore filed with the Planning and Zoning Department of the City by the addition of the attached Exhibit to the original application.

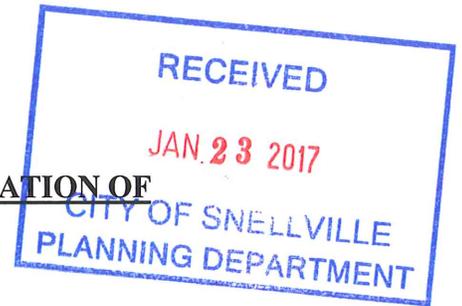
This 18th day of January, 2017.

MAHAFFEY PICKENS TUCKER, LLP

Shane M. Lanham
Attorneys for Applicant

1550 North Brown Road
Suite 125
Lawrenceville, Georgia 30043
(770) 232-0000

**AMENDED LETTER OF INTENT FOR
REZONING (CHANGE IN CONDITIONS) APPLICATION OF
PARK PLACE SNELLVILLE, LLC**



Mahaffey Pickens Tucker, LLP submits the attached Rezoning (Change in Conditions) Application (the “Application”) on behalf of the Applicant, Park Place Snellville, LLC, for the purpose of requesting a change in conditions of zoning on an approximately 2.00 acre tract (the “Property”) within a large commercial development located on Pharrs Road east of its intersection with Scenic Highway (a/k/a Georgia Route 124) (the “Property”). The Property is currently vacant and was included with case numbers LUP 15-02 and RZ 15-02 to amend the City’s Future Land Use Map and Official Zoning Map (the “Previous Zoning”) approved by the Mayor and Council on July 27, 2015. The Property which is the subject of this Application was a component tract in the Previous Zoning and was originally planned to include a +/-12,000 square foot restaurant.

The Applicant is requesting to modify certain conditions of the Previous Zoning in order to allow the development and operation of a +/-100-room Hampton Inn & Suites hotel. Specifically, Condition #1 of the Previous Zoning required that the Property be developed according to the site plan which was approved pursuant to the Previous Zoning. While the overall development’s infrastructure will remain substantially the same as previously approved and the remaining component outparcels are generally not affected, the proposed development of the hotel does deviate somewhat from the original site plan. In order to accommodate the hotel building, the building footprint and parking lot for the subject parcel have been reconfigured.

Additionally, the Applicant is also requesting certain variances from the requirements of the

Snellville City Code and the Snellville Zoning Ordinance of 2001 (together, the “Code”) to allow the proposed development of the hotel as depicted on the site plan and in the building elevations attached hereto and submitted with the Application. Specifically, the Applicant is requesting the following variances:

1. to allow an encroachment into the 10-foot side building setback to accommodate a dumpster enclosure and retaining wall as shown on the site plan;
2. to allow an encroachment of 5 feet into the required 10-foot landscape strip along Pharrs Road to accommodate an internal driveway;
3. to increase the allowed percentage of EIFS as a building material to +/- 69% as depicted on the building elevations submitted with the Application;
4. to reduce the required length of parking spaces to 18 feet;
5. to eliminate the loading zone requirement;
6. to reduce the required number of parking spaces to 102; and
7. to allow a flat roof as depicted on the building elevations submitted with the Application.

Special conditions and circumstances exist which are peculiar to the land, structure, and/or building involved and which are not applicable to other land, structure, or buildings in the same zoning district. The subject Property is awkwardly shaped in the form of a rough triangle and is at a lower elevation relative to the adjacent property to the north. In order to account for the change in elevation, the Applicant is required to install a retaining wall along the northerly property line. However, the Applicant is forced to erect the retaining wall within the required side setback because the Property’s southerly boundary line runs at a roughly 45 degree angle along Pharrs Road. In order to accommodate landscaping and setback requirements along Pharrs Road, the hotel building must be pushed back against the northerly boundary line. Similarly, the

Property's odd shape constricts the site so as to also require a reduction in the length of parking spaces. In fact, due in part to the Property's odd shape, the Applicant is also forced to encroach into the 10-foot landscape strip running along Pharrs Road to accommodate an internal driveway which is required for proper vehicular circulation and access to parking areas.

A literal interpretation of the provisions of the Code would deprive the applicant of rights commonly enjoyed by other properties in the same zoning district under the terms of the Code. While the Code requires one parking space per guest room plus "plus any spaces for restaurants, meeting rooms and related facilities," the industry standard is only one parking space per guest room. This requirement is in line with recent and growing trends of increased utilization of alternative transportation methods. Whether using ride-sharing applications, public transportation, or simply carpooling, our society is generally becoming less vehicle-dependent. The vehicles that are ultimately parked on-site normally disperse by mid-morning and the parking lots remains generally empty until around the hotel's check-in time which is typically in the late afternoon. It is during this period when deliveries are usually scheduled. Accordingly, a loading space is not necessary for the proposed hotel's operations.

The Applicant is also requesting to increase the allowed percentage of EIFS as a building material and to use a high-quality brick veneer on the first floor of the building elevation. The City has established certain architectural design standards "[i]n an effort to maintain high quality, long-lasting and sustainable development." The proposed development certainly represents the type of high-quality, sustainable development that is encouraged by the City's Code and Comprehensive Plan. Moreover, as a nationally recognized and established brand, Hampton Inn & Suites utilizes the requested building materials which are designed to be attractive, long-

lasting, and energy efficient. In fact, the proposed hotel actually exceeds Hilton's prototype standards for both the building exterior and interior features.

The proposed EIFS materials increase the energy efficiency of the building by allowing the building to be wrapped with continuous insulation materials which reduces the amount of "thermal bridging." Thermal bridging, which is more common in brick buildings than stucco/EIFS buildings, is the transfer of heat from the building's exterior to the interior. The lighter color of the EIFS also reduces the amount of heat energy initially absorbed by the building exterior because the lighter EIFS reflects more light than the darker brick. In addition to being more energy-efficient, the proposed building materials allow for a more attractive building design. Allowing increased EIFS materials prevents buildings from taking on the "institutional" appearance of buildings that are entirely or predominantly brick. EIFS materials can also reduce future maintenance issues because it is lighter than brick. Brick must be reinforced by "ledge angles" and other methods when it is used on higher floors. In fact, the ledge angles are a significant contributor to thermal bridging and reduce a building's energy efficiency. Though lighter than brick, the proposed EIFS material is still very durable. Additionally, because the strength of the Hampton Inn & Suites brand is important to Hilton Hotels, Hilton conducts quarterly unannounced quality control inspections of its hotel operations which include examinations of the building exterior.

The Applicant is also proposing to construct the building with a flat roof and parapets instead of a pitched roof as required by the Code. The proposed building design (including the proposed building materials) has been carefully selected by the Applicant and represents a significant investment in Hilton Hotels' Hampton Inn & Suites brand. The Applicant submits

that Hampton Inn & Suites' readily identifiable architecture, building materials, and building color contribute to the strength of its brand and communicate the first-rate lodgings and amenities that guests can expect at its locations. Moreover, the Code's general requirement for commercial buildings to have pitched roofs applies only to "one-story buildings less than ten-thousand (10,000) gross square feet." The proposed building is five stories and contains roughly 65,000 square feet. But for the fact that the proposed building is a hotel, it would not otherwise be required to include a pitched roof.

The special circumstances and conditions which exist relative to the subject property do not result from the actions of the Applicant. Without approval of the requested relief, the Applicant cannot develop the property in a manner consistent with the highest and best use of the Property. Further, granting the requested relief will not confer on the Applicant any special privilege that is denied by the provisions of the Code to other lands, structures, or buildings in the same zoning district. Rather, approval of the requested relief will allow the Applicant to develop the property in a manner that will increase the safety of employees, customers, and the public using the site.

Despite the strong growth and economic development that Snellville has enjoyed over recent years, there remains a significant undersupply of hotel rooms within City limits. The proposed development would provide an important complement to the City's growing commercial and office/institutional districts and contribute positively to the City's hotel/motel tax collections. The proposed hotel is planned to be under the Hampton Inn & Suites brand of Hilton hotels and is a high-quality nationally-recognized hotel operation. In addition to meeting market demand for the proposed use, the proposed development is also consistent with the character of the Previous

Zoning and the policies of the City's 2030 Comprehensive Plan. Specifically, Policy LU-6 encourages "mixed-use development ... to create more functional land use." The proposed development is a component of a larger development including retail, restaurants, and office uses and an approval of the Application would further diversify the mix of uses on the site.

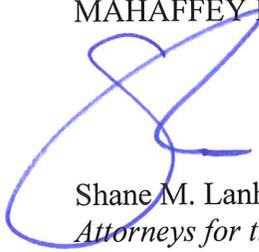
Relative to the Property, the use depicted on the site plan approved pursuant to the Previous Zoning is for a 12,000 square foot high-intensity, high-turnover restaurant. In addition to providing a better complement to existing uses within the Park Place development and surrounding development overall, the proposed hotel would actually result in fewer generated vehicle trips. According to the Trip Generation Memo attached hereto, the proposed hotel would generate approximately one-third of the trips which would be generated by the approved restaurant.

The Applicant and its representatives welcome the opportunity to meet with the staff of the Snellville Planning & Development Department to answer any questions or to address any concerns relating to the matters set forth in this letter or in the Applications filed herewith. The Applicant respectfully requests your approval of these Applications.

This 18th day of January, 2017.

Respectfully submitted,

MAHAFFEY PICKENS TUCKER, LLP



Shane M. Lanham
Attorneys for the Applicant



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Trip Generation Memo:

Project Description:

This memo describes the change in the estimated trips due to changes in the proposed land uses. The original zoning included a 12,000 SF High Turnover/ Sit Down Restaurant. This restaurant, per the new zoning, will be replaced by a 5-storey 100-room hotel. The estimated trips for both land uses, based on the equations provided in the Institute of Transportation Engineers (ITE), 9th Edition, are shown in Table 1 & 2 below.

Table 1: Trip Generation Results for a High Turnover Restaurant

Project Land Use	Project Density	Project Trips			ITE Code	Variable	Equation Used ¹	In/Out Distribution
		Total	Inbound	Outbound				
High Turnover/Sit Down Restaurant	12,000 S.F.	1,526	763	763	932	1,000 S.F.	T = 127.15(X) N/A T = 9.85(X)	50% / 50% N/A 60% / 40%
	Daily	0	0	0				
	AM Peak Hour	0	0	0				
		118	71	47				
Reductions for Pass-By Trips								
	Daily	0%	0	0				
	AM Peak Hour	0%	0	0				
	PM Peak Hour	0%	0	0				
TOTAL PROJECT TRIPS								
	Daily	1,526	763	763				
	AM Peak Hour	0	0	0				
	PM Peak Hour	118	71	47				

Table 2: Trip Generation Results for a 100-room Hotel

Project Land Use	Project Density	Project Trips			ITE Code	Variable	Equation Used ¹	In/Out Distribution
		Total	Inbound	Outbound				
Hotel	100 Rooms	522	261	261	310	Rooms	T = 8.95(X)-373.16 T = 0.53(X) T = 0.6(X)	50% / 50% 59% / 41% 51% / 49%
	Daily	53	31	22				
	AM Peak Hour	60	31	29				
	PM Peak Hour							
Reductions for Pass-By Trips								
	Daily	0	0	0				
	AM Peak Hour	0	0	0				
	PM Peak Hour	0	0	0				
TOTAL PROJECT TRIPS								
	Daily	522	261	261				
	AM Peak Hour	53	31	22				
	PM Peak Hour	60	31	29				

From the tables, it can be seen that the restaurant is expected to generate 1,526 daily trips while the proposed hotel is expected to generate 522 daily trips. The restaurant was planned to be operational only during the PM hours and is projected to generate 118 (71 inbound and 47 outbound) trips during the PM peak hours. The hotel is projected to generate 60 (31 inbound and 29 outbound) trips during the PM peak hours. The restaurant was not expected to produce any trips during the AM peak hour whereas the hotel is projected to generate 53 (31 inbound and 22 outbound) trips during the AM peak hour.

If there is anything at all that we can assist with, please don't hesitate to contact me at 770-398-1399 or through email. Thank you for your time and consideration.

A handwritten signature in black ink, appearing to read 'Sameer S. Patharkar', with a stylized, cursive style.

Sincerely,

FORESITE GROUP, INC.

Sameer S. Patharkar, PE

Project Manager