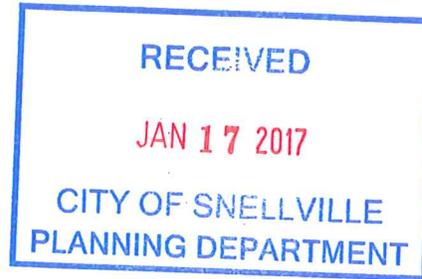


Matthew P. Benson  
Gerald Davidson, Jr.\*  
Brian T. Easley  
Kelly O. Faber  
Christopher D. Holbrook  
Frances H. Kim  
Shane M. Lanham



Austen T. Mabe  
Jeffrey R. Mahaffey  
David G. McGee  
Steven A. Pickens  
Andrew D. Stancil  
R. Lee Tucker, Jr.  
\*Of Counsel

**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 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:

- 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;
- to allow an encroachment of 5 feet into the required 10-foot landscape strip along Pharrs Road to accommodate an internal driveway;
- to increase the allowed percentage of EIFS as a building material to +/- 69% as depicted on the building elevations submitted with the Application (note: this proposed building construction is energy efficient because it allows the exterior of the building to be wrapped with continuous insulation materials);
- to reduce the required length of parking spaces to 18 feet;
- to eliminate the loading zone requirement;
- to reduce the required number of parking spaces to 102; and
- to allow a flat roof as depicted on the building elevations submitted with the Application.

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 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. 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. An approval of the Application would further diversify the mix of uses on the site.

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 13th day of January, 2017.

Respectfully submitted,

MAHAFEY PICKENS TUCKER, LLP



Shane M. Lanham  
*Attorneys for the Applicant*