THE GROVE
AT TOWNE CENTER

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CITY OF SNELLVILLE
PLANNING & DEVELOPMENT

LETTER OF INTENT

Letter of Intent

for

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PLANNING & DEVELOPMENT

THE GROVE
AT TOWNE CENTER

Town Center Mixed Use

Snellville, GA

Prepared for:

City of Snellville

Applicant:

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215 E. Chatham Street, Suite 201
Cary, NC 27511

Submittal Date:

November 11, 2019

The Grove Towne Center
A mixed-use development
Snellville, Georgia

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Table of Contents

Town Center Mixed Use (TCMU) Development Letter of Intent

1.0 Purpose Statement

2.0 Project Data

3.0 Permitted Uses

4.0 Design Controls and Development Standards

5.0 Waivers and Alternate Means of Compliance

6.0 Amendments and Approvals

7.0 Conceptual Master Plan

1.0 PURPOSE STATEMENT

The Grove at Towne Center – Town Center Mixed Use (TC-MU) Development ("the Development") concept is intended to bring a unique, vibrant, mixed-use community to the City of Snellville. The proposed land area for rezoning, is 18 acres, of which 10 acres are bordered by Oak Road, to the South; North Road to West, Wisteria Drive., to the North and Clower Street to the East and the remaining 8 acres on the north side across the intersection of Wisteria Drive and Clower Street. [Pin No's are attached] The property is currently located in the Towne Center Overlay District and has a current land use zoning of Towne Center. As part of the request we are proposing the following uses and densities:

- A new Gwinnett County Library with 22,500 SF first floor library space and 22,500 SF 2nd floor City of Snellville Civic space
- 2 story Mercantile building with up to 34,000 SF of commercial/retail/office/restaurant/event space/brewery uses
- Commercial/Retail/Office/Restaurant space up to 86,200 SF
- 429 Residential / Multi-family units
- 5 Story – 750 space parking deck
- Common Green Space and Promenade
- 3 new private streets with access along Oak Road, Wisteria Drive and Clower Street in addition to road improvements to North road to make 2 way.

This development will blend a variety of commercial, residential and civic land uses and product types into a Towne Center setting with a coordinated network of pedestrian routes, greenway, road network, public spaces and amenity areas. The Development provides for residential uses in close proximity to employment, shopping, entertainment and civic uses to create a walkable community. In conjunction with the development we are proposing new streetscape upgrades including additional hardscape with increased sidewalk widths and additional parallel parking along Wisteria Drive, North Street and Oak Road. This will enhance the connectivity between uses and will allow for a more pedestrian friendly Towne Center with walkability between Town Hall, the existing town green and the future greenway connection, as well as any future redevelopment in the Towne Center District.

The applicant requests the zoning to be changed from BG and OP to TC-MU and requests removal from the Towne Center Overlay District. This requested zoning modification is consistent with the Land Use Plan for the proposed development and surrounding properties.

This project represents a significant redevelopment of several existing developed sites and currently has most of the infrastructure already in place to support new development. A mixed-use development on this site will promote more orderly, efficient town growth and help to promote further redevelopment within the Towne Center District.

This document, together with the Master Site Plan, shall guide implementation of the project and represents the Master Plan for the development which is consistent with the City of Snellville's vision for the Towne Center District. The city's vision is further evidenced by the Master Development Agreement which was approved and signed by the city on August 26, 2019 and the zoning map and land use approved by City Council on February 11, 2019, with the adoption of the City of Snellville 2040 Comprehensive Plan. The intent of this document is to provide general information regarding the development program and to establish or clarify specific design controls appropriate for the development that may differ or vary from the City of Snellville Zoning Ordinance or other policy documents.

End Section 1.0 PURPOSE STATEMENT

PROJECT DATA

A.	Project Name:	**The Grove at Towne Centre**
B.	Applicant/Owner:	**MidCast Snellville, LLC** 215 E. Chatham Street, Suite 201 Cary, NC 27511 (919) 467-8880 Copy To:
	Contact:	David Brunner (919) 467-8880 dbrunner@castoinfo.com
C.	1. Land Planner	**Smallwood** 3495 Piedmont Road NE, Building 10, Suite 700 Atlanta, GA 30305 Contact: Nathan Logan (404) 233-5453 nlogan@smallwood-us.com
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D.	Zoning:	**Existing:** General Business (BG) and Office Professional (OP) in the Town Center Overlay District **Proposed:** Towne Center Mixed Use and be removed from the Town Center Overlay District
E.	Land Use:	**Existing:** Town Center
F.	Total Development Area:	18 acres

3.0 Permitted Uses

Section 9.23 Towne Center Districts Adopted 12-15-2016, Amended 1-8-2018

P = Permitted Use **C = Conditional Use** **S = Special Use Permit**

Residential Uses

Household Living

Single-family detached dwelling S
Two-family dwelling S
Single-family attached dwelling S
Towne Center loft S - Section 9.23X.14
Towne Center flat S - Section 9.23X.13

Group Living

Boarding or rooming house S
Collective residences S
Continuing Care Retirement Communities (CCRC) S

Public/Institutional Uses

Civic

Fraternal organization and club, non-profit P
Places of Worship - S
Community centers P
College, public or private P
Public buildings and uses P
Museum, library P
School, public or private P

Parks and Open Space

Cemetery S
Parks, plaza, square P
Playgrounds P

Commercial Uses

Automotive

Automobile parts store P
Gas stations P Section 9.23X.4
Parking lot, parking structure (independent) P Section 9.23P et al.

Commercial recreation including, but not limited to, miniature golf driving range, water slide, drive-in theater, electric or gas powered vehicles, bowling center, batting cage, skateboard and paint-ball S

Retail and Service

Animal hospital, veterinary clinic (with no outdoor activities) P
Animal hospital, veterinary clinic (with outdoor activities) S
Art gallery, art studio P
Artisan shop P Section 9.23X.1
Banks, savings and loan institutions P
Beauty and barber shops, including manicurists P
Brewpub P
Bus terminal S
Business college or business school P
Contractor's office (no outside storage) P
Dance studio P
Equipment rental (except heavy equipment, bulldozers, backhoes, forklifts, cranes, etc.) P
Finance company P
Food catering establishment P
Funeral homes and mortuaries General retail P
Hardware stores P Section 9.23X.5

Health clubs or spa and tanning salon P
Ice cream shop, yogurt shop P
Internet based business, including call center, internet café, trading P
Laundry and dry-cleaning establishment, including self-service and dry-cleaning pick-up and delivery stations P Section 9.23X.7
Loan offices P Section 9.23X.8
Locksmith shop P
Meat market P Sec. 9.23.X.10
Microbrewery P
Motel/Hotel P Section 9.23X.6
Office, showroom facility P
Personal repair P
Pest control businesses P
Pet shop and grooming establishment P
Photocopying, printing and reproduction service P
Plumbing, electrical, pool and home building supply showroom and sales P
Psychics, fortune teller P
Radio, recording and television studio and broadcasting station P
Restaurant delivery service P
Restaurant and eating place, including fast-food P
Tattoo, body piercing establishment C
Taxidermists P
Theater P
Travel agency P
Tutoring services/establishment P

Office

Accounting office P
Architecture or engineering office P
Doctor, dentist or chiropractor office P
Insurance office P
Law office P
Medical office P
Other public or professional office P
Real estate office P

Industrial Uses

Craft manufacturing P Section 9.23X.2
Microbrewery P
Taxicab or limousine service P

Utilities

Utility substation P C Section 9.23X.15

Accessory Uses

Accessory use not listed below and normally appurtenant to commercial uses P
Accessory use common to all residential districts, per Sec. 9.2. P
Drive through P
Live-work P Section 9.23X.9

Temporary Uses

Outdoor display P Section 9.23X.11
Outdoor sales P Section 9.23X.12
Farmers' Markets P Section 9.23X.3
Temporary use in conformance with Sec. 9.7.6 P Sec. 9.7.6
Temporary use in conformance with Sec. 9.9.1.D P Sec. 9.9.1.DIITED USES

End Section 3.0 PERMITTED USES

4.0 DESIGN CONTROLS AND DEVELOPMENT STANDARDS

Development standards within The Grove for the Towne Center Mixed Use District shall be in accordance with *Section 9.23 Towne Center Districts, 9.24 TC-MU: Towne Center Mixed Use, Appendix IX-A Architectural Design Standards, Article XI Parking and Loading Requirement and Article XII – Signs of the Zoning Ordinance*

4.1 Use Standards

4.1.1 Land Use

The Grove Master Site Plan *(See Overall Site Plan Dated October 18, 2019*) illustrates the proposed location of different uses.

Changes to Proposed Uses

The Site Plan provides for a variety of uses. While the Site Plan contemplates specific uses, the ultimate development of the project must be able to respond to market conditions over the development period.

The approved Development is permitted modifications to the type, size and location of each use with the approval of the Planning Director provided that the approved changes do not exceed overall intensities provided for this Development, or exceed by more than 10 percent the total trip generation provided for in the project Traffic Impact analysis (TIA) except as provided for within, and that the requested change does not exceed the authority granted to the Planning Director.

4.3 Open Space

The Grove development provides for a variety of public gathering spaces, amenity areas and a greenway extension. These spaces take the form of plazas in the heart of the mixed-use environment, seating areas along landscaped streetscapes, and recreation areas within the residential areas. In addition, residents of the stacked flat units will have access to the recreation facilities and green space within the residential portion of the development including clubhouse and recreation areas.

4.4 Outdoor Seating

The Grove development will provide for a variety of outdoor seating areas in yet to be determined areas. These areas will most often be associated with restaurants and food service businesses and occur between the buildings and the street. The location and quantity of outdoor seating shall be at the discretion of the property owner and shall be permitted as part of the approved site plan for the development.

4.5 Green space/Impervious Surface/Tree Save/Amenity Space

Per Article IV Section 19-123 of the Tree Ordinance, the project meets the ordinance for tree preservation and replacement. See attached Tree Assessment Package dated November 5, 2019

4.6 Open Container – it is proposed that with the rezoning the city would approve the right to allow for an open container policy for the project.

End Section 4.0 DESIGN CONTROLS AND DEVELOPMENT STANDARDS

5.0 WAIVERS AND ALTERNATE MEANS OF COMPLIANCE

The following provisions for Alternate Means of Compliance to the Zoning Ordinance are hereby incorporated as part of the rezoning approval for The Grove Development:

5.1 9.23.H.2 – Maximum block perimeter lengths to be increased to 2,800 feet for TC-MU, the current block, Phase I, as exist today is 3,345 feet which is greater than the 2,100 feet allowed. We are requesting the increase to be compliant.

5.2 - 9.23.N.1 - Parking and Loading*

5.2.1 - Parking and loading for all uses in the Development shall comply with, Article XI of the City of Snellville Zoning Ordinance except for the provided variances below

- Residential parking requirement to be a minimum of one space per dwelling unit and no additional loading requirement
- Commercial space (any use not civic or residential) to be parked at a minimum of 1 space per 200 gross square footage

Any parking deficiency for any use within the development as it relates to Article XI and section 9.23.N of the Zoning Ordinance shall be allowed as along as the overall development parking ratio meets the required parking ratio as listed above across all use.

Parking Ratio Table / Phase 1

USE	SF	Minimum Parking Ratio	Minimum # of Required Spaces
Library / Civic Space	44,000 SF	1 space / 400 gross SF	110 spaces
Commercial / Retail / Office	22,500 SF	1 space / 250 gross SF	90 spaces
Mercantile Space	34,000 SF	1 space / 250 gross SF	136 spaces
Residential	254 Units	1 space per dwelling unit	254 spaces
Total Required Parking			590 spaces

- Total parking provided on Phase 1 – 964 Spaces
  - 56 - Offsite
  - 110 – Street A/B/C
  - 45– Parking between Street C and Wisteria Drive
  - 753 – Parking Deck

    **Total count may vary during final layout and construction drawings*

5.2.2 - Parking dimensions: 9'x18' spaces shall be permitted in all locations where minimum drive aisle dimensions are met, and an additional reduction to allow 9'x17' spaces in the parking deck where structural columns are located.

5.3- 9.23.O.2 – Driveways

5.3.1 – Clower Street to be allowed 3 driveways per the approved site plan, this increases the number of driveways by 1 but is consistent with the existing driveway count.

5.4 – 9.23.P – Design of Parking Structure

5.4.1 Cars and ramps may be visible over the screen wall as shown on the elevations labeled North Elevation (North Road and South Elevation (Street "A") dated November 12, 2019. To maintain the open-air design, not all areas inside the deck will be fully screened (ex. cars, ramps, lighting, etc. will be only partially screened)

5.4.2 Structured Parking Façade will be designed with elements/materials of the surrounding building and will have horizontal features as shown on the elevations labeled North Elevation (North Road and South Elevation (Street "A") dated November 12, 2019.

5.5 – 9.23.Q – Loading

5.5.1 Loading for the Residential / Library are approved as shown on the Master Site Plan dated November 12, 2019 along North Road and Wisteria Road respectively, all other loading will be internal to the site.

5.6 – 9.23.R.4 - Vehicle Access and Parking locations

5.6.1 No off-street parking lot fronting a required storefront street sidewalk may exceed 150 feet in width this is an increase for 30 feet to allow for vehicular circulation.

5.7 – 9.23.U.2.G – Stacked Flatts

5.7.1 Street-facing façade length to be increased to 375 feet max. This is requested to be able to wrap the parking deck on 3 sides

5.8 – 9.23.V.4 – Street-facing façade lengths

5.8.1 Allow for the wall plan projection or recess to be an aggregate of at least 20' in depth for the total length of the façade

5.9 – 9.23.V.5.e – Awning/Canopy

5.9.1 There shall be no minimum depth for awnings, the current requirement of 6' is not a standard commercial depth for awnings

5.9.2 To allow for the design of the buildings to unique and provide variety along with long term maintenance it is requested that awning be allowed to be made of canvas, other woven fabric, metal, wood, glass or other composite material

5.10 9.23.V.6.b – General architectural standards / Building material

5.10.1 – iii.(a) - Simulated and or face brick veneer shall be allowed on precast and retaining/slab wall

5.10.2 – iv (a) – Shopfront can have wood accent on the front and rear of the building and painted CMU on front and rear of building when integrated into the overall design of the building to create an accent feature, but may not be the prominent material long the façade

5.10.3 – iv (a) – Residential – allowed to have CMU as accent material

5.10.4 – iv (b) and v (c) – There shall be no restrictions as set forth in 7.7(3)(D) and Appendix VII-A, as this would limit the allowable and number of colors for the project and would greatly impact the character of the overall development.

5.11 9.23.V.6.c – Building façade

5.11.1 – (iii) – Facades must provide visual division between ground floor and second story through architectural means such as courses, awnings, or a change in material where applicable and does not contradict the architectural style.

5.11.2 - (v) – Must have windows above ground floor that are similar in size and spacing but no requirement to greater height than width or be in a grid pattern

5.11.3 – (vi) – no recess minimum for windowpanes on all building types and floor levels, as the set back requirement would create a long-term maintenance issue

5.11.4 – (vii) – windows may have true or simulated, divided lights or be one-over-one lights but is not required, where fixed panel, transom, storefront, curtain wall or other window types would be used to match to the architectural design

5.12 9.23.V.6.b – Massing

5.12.1 – (i) – Wall massing over 50' in length must incorporate wall projections or recesses a minimum of 4" in depth. The combined length of said recesses and projections must be at least 10% of the total façade length. This reduction is to maintain the design elements of having projections and recesses but within a criteria that is consistent with high density design for commercial and residential buildings.

5.13 9.23(X) – Specific Use Standard

5.13.1 – (13)(d) – Each dwelling unit must be at least 600 square feet in floor area.

5.13.2 – 13(e) – Request a variance by conformance to subsection X.13.f.v – where it states, Variance requests may only be approved when the applicant demonstrated that all towne center flat buildings are located within 1,000 feet of at least 15,000 square feet of existing commercial space…

5.14 9.23.Y – Storefront Street Requirements

5.14.1 – 2. Curb cuts and driveway to be permitted as located on master site plan dated November 12. 2019

5.14.2 – 4. Buildings abutting a storefront street shall have no building type restrictions

5.15 9.24 (D) – TC-MU Towne center mixed-use district -Building placement

5.15.1 – (A) – Front Yard (other) – to be reduced to less than 5' in two (9) locations. Locations are 5 along Wisteria Drive, 2 along North Road and 2 along Oak Road. See attached map labeled, "Setback Analysis"

5.15.2 – All setbacks as it relates to subdividing should be controlled by the overall site plan, where there may cases where no rear setbacks could exist due to buildings being adjacent to one another. (example is the parking deck and the stacked flats; this is 2 buildings with different owners and are adjacent with no set back. This waiver would be needed for lending purposes that we would allow us to conform to the code.

5.16 Permanent String Lighting

5.15.1- Permanent overhead (clear or white) string lighting will be allowed for use in outdoor seating areas associated with restaurants and outdoor amenity areas associated with the uses within the development. The lights will only be allowed to be placed overhead, whether in addition to a trellis or with separate supports. The permanent string lights will comply with the Georgia Electrical Code requirements and the National Electric Code for outdoor use and will be UL rated for commercial use outdoors.

Amenity areas are considered to be pool and outdoor gathering areas. Outdoor seating for restaurants includes patio areas and designated outside seating, whether or not fencing is provided.

5.15.2 Temporary String Lighting / Temporary overhead string-style lighting will be allowed for use in seasonal outdoor sales areas. These areas will include tree lots, pumpkin patches or other sales areas that are onsite for 60 (sixty) days or less annually. The temporary string-style lighting will comply with the Georgia Electrical Code requirements and the National Electric Code for outdoor use and will be UL rated for commercial use outdoors.

5.16 Comprehensive Sign Criteria – See attached the Comprehensive Sign Plan, as required by the Special Use Permit Application

End Section 5.0 WAIVERS AND ALTERNATE MEANS OF COMPLIANCE

6.0 AMENDMENTS AND APPROVALS

6.1 Minor Revisions to Approved Plans

The City of Snellville Planning Director may administratively approve changes to buildings and site elements that do not alter the character and/or nature of the Development.

Changes may include changes in facade design and building footprints or building location such that these changes do not represent a change in the overall character and intent of the approved site plan. The City of Snellville Planning Director may also administratively approve variations in the location and/or type of a permitted use within the Development.

End Section 6.0 AMENDMENTS AND APPROVALS