



July 7, 2024

City of Snellville
Department of Planning and Development
2342 Oak Road
Snellville, Georgia 30078

RE: Letter of Intent – Rezoning, Future Land Use Amendment and Special Use Permit Applications by Arris Holdings, LLC (“Applicant”) for 16.96 acres of land off Henry Clower Boulevard and Church Street, Snellville, GA 30078. Tax Parcel Numbers 5027 011, 5027 015, 5027 016, 5027 016A, 5027 020, 5027 021, 5027 097, 5027 009, 5027 124, 5027 113, 5027 007 and ~11,212 sf area of the unbuilt Pine Street ROW to be abandoned (“Property”).

To whom it may concern,

Current Zoning and Condition:

Applicant respectfully submits for consideration the Applications for Rezoning, Land Use Amendment and SUP of the Property to allow for the development of the underutilized properties currently owned by the Church on Main. The Property consists of 11 parcels totaling +/-16.96 acres on Henry Clower Boulevard and Church Street in the City of Snellville and is currently vacant land.

Proposed Rezoning:

Arris Holdings is a institutional multifamily and mixed-use developer based in Atlanta, GA, with a focus on high-quality, top of market residential projects throughout the Southeast. The management team has over 100 years of commercial real estate experience and has owned and developed over 5 million square feet of multifamily, retail and office space.

The Applicant respectfully seeks to rezone the property from R-3 to TC-R to develop 300 class A+ Towne Center Flats, consisting of all 1 and 2 bedroom units, as reflected in the submitted architectural plans. The use is consistent with the intent of the 2040 Comprehensive Plan, which calls for high-density residential in the Towne Center Character Area. Amenities will include state of the art fitness facilities, dog park, pool and clubhouse, yoga studio, media room, business center, public walking trails and civic open space. Units will have top of the line finishes including, but not limited to, stainless-steel appliances, crown moldings and quartz countertops. Parking ratios will be 1.35 spaces per unit, for a total of 407 spaces and will include 30 bicycle spaces. All project design and plans will meet the City of Snellville’s Architectural Design Standards and codes, unless otherwise requested herein. In compliance with the 2040 Comprehensive Plan and the Greenway Trail Master Plan, the development will also

provide +/-6.3 acres of open and civic spaces with walking trails that can be accessed via a pedestrian path for connectivity to the existing Church Street section of the trail to Briscoe Park. This will increase the amount of public greenspace in the downtown area and create an active amenity for area residents.

In line with the 2040 Comp Plan's goals of pursuing options for quality workforce housing, the Applicant will reserve 5% of the stacked flats as workforce housing, for residents with qualifying incomes between 80-120% of the area median income (AMI). The workforce unit fixtures and finishes will be no different than the other units in the development and will be built to the same high-quality standards.

Future Land Use

The parcels currently have both Towne Center and Low Density Residential future land uses. Although the Applicant requests a change in FLU for the parcels designated as Low Density Residential to Towne Center, the residential development will be limited to the southwestern section of the Property, which currently has future land uses of Towne Center and LDR. The northeastern section of the Property off Church Street, which currently holds the majority of the LDR land use designation, will remain as open space and outside of the public walking trails, will remain undisturbed. The majority of the area that will contain the residential density currently holds the Towne Center FLU designation. Additionally, the geometry of the area that currently has the Towne Center FLU is not ideal and lacks the shape and area needed to allow for any meaningful new development. The proposed FLU amendment will create a uniform FLU for the entire site and allow for a development that aligns with the intent of the 2040 Comp Plan and brings additional residents to the Towne Center area. These additional rooftops will positively impact commercial and retail sales in the downtown area and will encourage new businesses, commercial tenants and restaurants to enter the market, promoting a vibrant live/work/play environment as called out in the Comp Plan.

Special Use Permit

The Applicant is seeking a special use permit to allow for Towne Center Flats in the proposed development. The flats will meet all of the use standards listed in the UDO, unless otherwise noted herein. The property is located off Henry Clower Boulevard, with easy access to 2 major thoroughfares, and is within walking distance to The Grove at Towne Center. The access and proximity to other high density uses align with the intent for the character area and will help facilitate the goals of the Towne Center, as represented in the 2040 Comp Plan. All utilities have capacity and are available to serve the proposed use and due to the walkability and trail access, the use will not be overburdensome on roads. Furthermore, per the traffic study performed by Kimley-Horn, the impact from the additional residents on roads will be minor and the current road network has the capacity to handle the additional traffic without any mitigation. The proposed residential buildings will include only 1 and 2 bedroom flats, with the anticipated resident demographic being young professionals and empty nesters, minimizing any potential impacts on local schools. The SUP for the proposed development will benefit the surrounding community by further activating the Towne Center area and providing much needed high-quality housing at higher densities, as called out in the Comp Plan, while creating additional greenspace and active amenities for area residents.

Concurrent Variances

The Applicant is requesting the following variances in conjunction with the application, as shown on the submitted site plan and outlined below.

1. To remove the requirement of onsite commercial for Towne Center Flat developments above 30 dwelling units. The property is within 1,000 LF of an existing commercial area of 15,000 sf or greater, as the Church on Main contains over 63,000 sf of commercial uses called out in the UDO, including recreation, coffee shop, café, daycare, wedding and events spaces.
2. To increase the maximum building length along the street from 200' to 275'. This will further activate the streetscape, while also shielding the impervious areas in the development.
3. To modify the 15' buffer during development in areas shown on the submitted plan. Due to the necessary grading and sitework needed for the proposed development and the challenging site geometry, the selected areas shown may be disturbed for constructability of the buildings, but will be replanted with mature trees and adequate screening to meet or exceed current in-place buffers. Applicant will use best efforts to limit the amount of disturbance in the buffer during construction activity and will leave the buffer undisturbed after replanting.
4. To allow for a retaining wall in the 15" buffer adjacent to building 4. Applicant will use best efforts to limit the amount of wall in the buffer.

The proposed development and rezoning will be consistent with the future land use plan and the 2040 Comprehensive Plan, by creating a high-quality development reflective of the standards set forth in the Comp Plan. The project will activate the Towne Center area with additional rooftops needed to further commercial and restaurant tenancy, by increasing the number of patrons in the downtown area and promoting the live/work/play environment targeted in the Comp Plan. Additionally, the project will create a larger tax base for the City of Snellville through the increased tax revenue that will be generated on parcels that are currently untaxed. The Applicant held numerous meetings with the adjacent neighborhood and has agreed to close off the previously planned Pine Street access and provide additional fencing and plantings in areas adjacent to homes to ensure adequate screening. The Applicant looks forward to the opportunity to meet with the Planning and Development Staff of the City of Snellville to answer any questions or address any concerns relating to this Application.

Best Regards,

A handwritten signature in blue ink, appearing to read "Parke Lammerts".

Parke Lammerts
Vice President
Arris Holdings