



**CITY OF SNELLVILLE
DEPARTMENT OF PLANNING & DEVELOPMENT
PLANNING COMMISSION**

CASE SUMMARY

July 22, 2025

CASE NUMBER:	RZ 25-04
REQUEST:	Rezoning and Request for Variances
LOCATION:	1804 & 1810 Athens Highway, Snellville, Georgia
SIZE:	10.196± Acres
TAX PARCEL(s):	5060 014 and 5060 043
CURRENT ZONING:	RS-30 (Single-family Residential) District
REQUESTED ZONING:	R-TH (Townhouse Residential) District
CURRENT FUTURE LAND PLAN:	Residential –Medium Density
DEVELOPMENT/PROJECT:	65-Unit Single-Family (Attached) Townhome Development
PROPERTY OWNER(s):	Multiple – See Page 2
APPLICANT/CONTACT:	Apex Land Company, LLC c/o Tyler Lasser, LJA Engineering Alpharetta, Georgia 30009 470-202-9321 TLasser@lja.com
RECOMENDATION:	Approval with Conditions

Property Owner Information

Tax Parcel: 5060 014
SITUS Address: 1810 Athens Hwy
BAUGHCUM STEVEN LEE & FRAZIER DENISE B
612 LARK MEADOW DR
KNOXVILLE, TN 3793-1718

Tax Parcel: 5060 043
SITUS Address: 1804 Athens Hwy
CHO SANG J & CHO UN H
1035 CARNOUSTIE LN
ALPHARETTA, GA 30005-6998



**CITY OF SNELLVILLE
DEPARTMENT OF PLANNING & DEVELOPMENT
PLANNING COMMISSION**

CASE ANALYSIS

July 22, 2025

TO: The Planning Commission

MEETING DATE: July 22, 2025

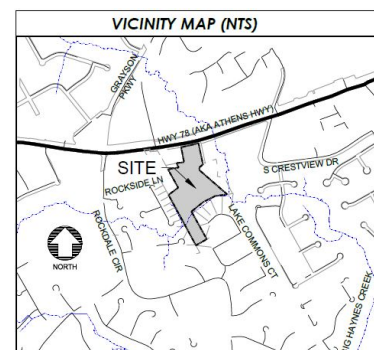
FROM: Jason Thompson, Director
Department of Planning and Development

CASE NUMBER: RZ 25-04

FINDINGS OF FACT:

The Department of Planning and Development received application from Tyler Lasser, LJA Engineering, representing applicant Apex Land Company, LLC and property owners Sang and Un Cho and Steven Baughcum and Denise Frazier requesting to amend the Official Zoning Map for a 10.196± acre site located at 1804 and 1810 Athens Highway, Snellville for a 65-unit single-family (attached) townhouse development with a gross density of 6.38 units per acre. The applicant is also requesting two variances from the Snellville Unified Development Ordinance.

The proposed development site is located 860± feet east from the Grayson Parkway/Rockdale Circle and U.S. Highway 78 (Athens Highway) intersection on two (2) parcels at 1804 and 1810 Athens Highway and is adjacent to single-family (detached) homes in the



Lakeview Commons (zoned RS-30) and Lakeview Manor (zoned RS-15) subdivisions to the south and west, respectively and large tract single-family detached homesites (zoned RS-30) to the east and 2.33± acre single-family detached homesite (zoned RS-15) to the west.

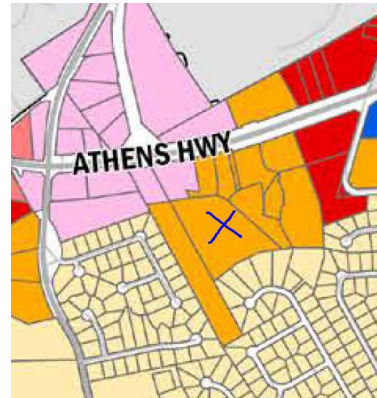
REQUEST:

The applicant is requesting:

- a) To amend the Official Zoning Map from RS-30 (Single-family Residential) District to R-TH (Townhouse Residential) District; and,
- b) Variances from the Snellville Unified Development Ordinance (“UDO”): 1) to reduce the 30-foot rear building setback to 22-feet; and 2) waive the open space requirement for a pool and tennis court.

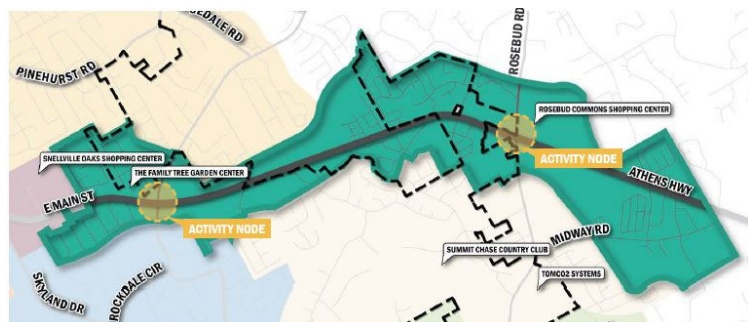
SNELLVILLE 2045 COMPREHENSIVE PLAN:

The development site is designated Residential –Medium Density on the February 2024 adopted Snellville 2045 Comprehensive Plan Future Land Use Map (shown right in orange) allowing for single-family residential areas with 4 to 8 units per acre. The site’s medium-density residential land use has remained the same for over twenty-two years since the 2002 adoption of the Snellville 2020 Comprehensive Plan.



The 65-unit proposed townhouse development on the 10.196± acre site has an overall density of 6.38 units per acre, above the maximum 3.99 units per acre allowed for low-density residential and below the 8 units maximum allowed for medium-density residential and requested R-TH zoning district.

The requested R-TH zoning map amendment is one of several zoning districts that are shown in [Table 2. Future Land Use Categories and Corresponding Zoning Districts](#)¹ as being *considered* for the Residential –Medium Density future land use category.



The Snellville 2045 Comprehensive Plan Future Development Map places the entirety of the proposed development in the *Highway 78 East Character Area*, (shown in green above) which consists primarily of commercial-retail, low-density residential, medium density residential, and undeveloped land uses.

¹ Page 59 of the Snellville 2045 Comprehensive Plan, adopted February 2024.

The following excerpt from the Snellville 2045 Comprehensive Plan provides a description for the *Highway 78 East Character Area*, as well as predominate land uses, vision statement, and key implementation strategies.

Highway 78 East Character Area

Existing Character Description:

The Highway 78 East character area is one of the least developed within Snellville, consisting mostly of isolated retail uses and undeveloped parcels. There are several new residential developments off the highway, including townhomes and single-family homes on smaller lots. Farther east, undeveloped, wooded lots next to the highway make for a more scenic drive. There are fewer individual curb cuts along this portion of the highway because of shared driveway access and large undeveloped tracts. Many segments are missing sidewalks. This portion of US 78 is one of the few major roads in Snellville that has not already been developed as strip commercial, and there is an opportunity to encourage clustered, connected development at key intersections while preserving some frontage as undeveloped land or residential development.

Predominate Land Uses:

Commercial/retail, low-density residential, medium-density residential, undeveloped.

Vision:

A corridor with high developed activity nodes, containing a mixture of uses with a pedestrian scale and infrastructure to support walking and bicycling. Open green space or low-density residential land uses will frame the space around the nodes, which are envisioned at the intersections of US 78 with Grayson Parkway and Rosebud Road.

Key Implementation Strategies:

- Create new zoning designation for areas within specified activity nodes. This should permit a mixture of land uses, similar to the Towne Center, but at a smaller scale. A connected street grid network with small blocks and wide pedestrian walkways should be required as properties are redeveloped. Streets should include landscaping, pedestrian-scale lighting, and street furniture. Public gathering areas should be encouraged. Buildings should be limited to no more than three stories and should include facade variation and fenestration. Parking should be located to the rear or side of buildings.
- Prohibit retail and encourage residential development in areas located between activity nodes.
- Construct gateway feature along US 78 to signify entrance into the city.
- Control and limit access points to US 78.
- Require inter-parcel access between developments and parallel access roads where possible.
- Implement the planned greenway route along US 78.

The proposed development is compatible with surrounding residential land uses and is in line with several policies and goals of the Snellville 2045 Comprehensive Plan including:

- LU-1.1: Encourage compatible uses, both residential and commercial, and the utilization of transitional zones and buffers between residential and non-residential development.
- H-2.1: Encourage the construction of housing to support all age groups, incomes and lifestyles.
- Goal H-3: Encourage the development of a diversity of housing types.
- Future Land Use Category: Shown as Residential –Medium Density on the recently adopted Future Land Use Map, allowing consideration of the requested R-TH zoning district classification.

ZONING MAP AMENDMENT ANALYSIS:

The applicant is requesting to rezone the property from RS-30 (Single-Family Residential) District to R-TH (Townhouse Residential) District where the R-TH District is intended exclusively for single-family (attached) dwelling units and customary accessory uses and structures and which are located in areas where public water and sewer are available and where there is direct access to collector streets, major streets or State routes. The district allows for a maximum gross density of 8 units per acre and requires a minimum 20% of the total site be set aside as open space.

SITE PLAN ANALYSIS:

The 5-12-2025 rezoning site plan entitled *1810 Athens Hwy* shows the entirety of the 10.196± acre site as well as the parcel boundaries and owner information for adjacent properties. A proposed full-access driveway with eastbound decal lane at US Hwy 78 (Athens Highway) serves as the sole ingress/egress point for the development with a 31-foot wide (back-of-curb) street (50-foot R/W) serving the community. A 4-foot wide pedestrian sidewalk with 5-foot wide planter strip complements both sides of the main residential street and continues where the development abuts Athens Highway.²

Three pocket parks are located throughout the development. A mail kiosk is centrally located opposite Units 41-46 with 9 parking spaces with a two-container dumpster pad and enclosure located just right of Unit 55. A stormwater management pond serving the development is located behind Units 27-34. An additional 17 parking spaces for guests/overflow parking is provided at two pocket park locations and as parallel parking.

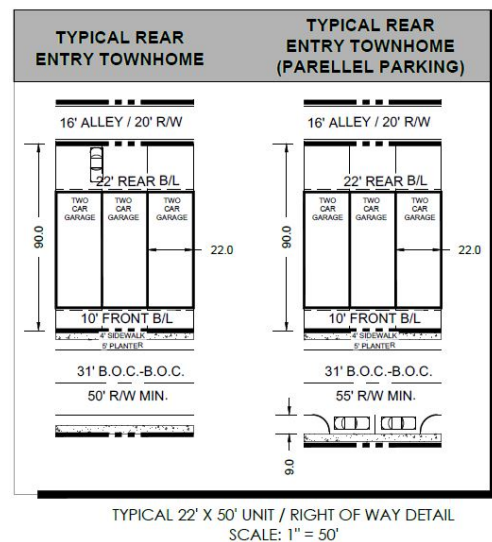
The 65-unit single-family (attached) townhome development consists of eleven (11) buildings with a majority of the buildings containing six townhome units each, with two five-unit buildings, two eight-unit buildings and one 3 unit building also shown. Each townhome unit is rear-entry

² A 6 ft. wide min. sidewalk and 5 ft. min. wide planter is required where the development is adjacent to Athens Hwy., a principal arterial. [Table 401-4.2].

with unit having access to a two-car garage via a 16-foot wide alley. Because of the rear-entry design, multiple hammer-head dead end alleys are shown.

As a requirement in the R-TH District, the site plan indicates 3.915± acres of open space, representing 38.4% of the total site acreage, exceeding the 20% minimum open space requirement. However, a portion of this open space is located in areas that environmentally critical including required stream buffers, 100-year floodplain, and delineated wetlands and counts at a ratio of 50% of their land area toward the 20% site open space requirement.

The graphic to the right depicts the typical lot layout for the 22-foot wide by 50-foot deep rear-entry townhomes. The two-story townhomes will have a minimum heated floor area of 1,200 sq. ft. and will include a two-car rear-entry garage and driveway.



The use of “hammer-head” designed drives/roads could cause a problem for waste collection as trash trucks would be required to pull in and back up in several locations. The design should incorporate a more robust road/drive network that appropriately connects the rear alleys with the main roads of the development.

BUILDING ELEVATIONS:

The applicant provided sample color renderings for the front, rear and side townhome elevations consisting mostly of painted lap siding on each elevation with some diversity on the front elevation with the use of board and batten, shake siding, and brick veneer materials, consistent with the description provided in the applicant’s Letter of Intent as follows: *“Elevations depict a high-quality architectural design featuring cementitious siding and accents of brick and/or stone, creating visual variety and long-term durability”.*



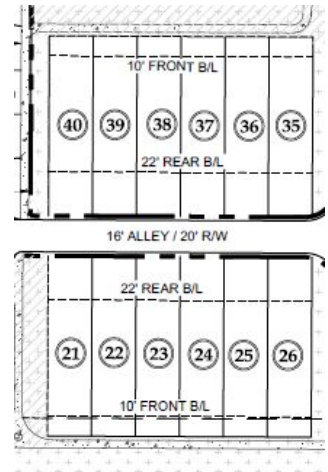
CONCURRENT VARIANCES:

Per the Letter of Intent, the applicant is requesting two (2) variances from Chapters 200 and 400 of the UDO. Analysis and staff recommendation of each request is provided below.

1. **Request:** Variance from Sec. 202-6.7. (Building Placement): to reduce the 30-foot minimum rear building setback to 22-feet to allow for optimal lot layout and vehicular circulation. The 30-foot standard is excessive when applied from the alley and would significantly impair the overall site plan and product viability.

Variance Analysis: Given that this is a rear-entry townhome development, the 8-foot reduction in the rear building setback still allows for 22-foot deep driveways along the 16-foot wide alleys.

Recommendation: The Department of Planning and Development recommends *approval*.



2. **Request:** Variance from Sec. 401-2.2.B.1.c. (Recreational Use of Land): to waive the open space requirement to include a swimming pool and full-sized tennis court in the recreational use of land.

Variance Analysis: Given the environmental constraints of the site, the Planning Department supports this variance.

Recommendation: The Department of Planning and Development recommends *approval*.

CONCLUSION AND STAFF RECOMMENDATION:

Based on the staff's evaluation of the request and policies and goals in the Snellville 2045 Comprehensive Plan, the Department of Planning and Development recommends the following actions:

- **Approval** of RZ 25-04, application to amend the City of Snellville Official Zoning Map from RS-30 (Single-family Residential) District to R-TH (Townhouse Residential) District.
- **Approval** of variance from Sec. 202-6.7. (Building Placement): to reduce the 30-foot minimum rear building setback to 22-feet.
- **Approval** of variance from Sec. 401-2.2.B.1.c. (Recreational Use of Land): to waive the open space requirement to include a swimming pool and full-sized tennis court in the recreational use of land.

The recommendations above are subject to the attachment of the following recommended **Conditions:**

1. The property shall be developed in accordance with the conceptual rezoning site plan entitled "1810 Athens Hwy", dated 5-12-2025 (stamped received MAY 13 2025), with modifications permitted to meet conditions of zoning or State, County, and City regulations. Substantial variation from the conceptual rezoning site plan, as determined by the Director of Planning and Development will require Mayor and Council approval.
2. Due to safety concerns, hammerhead street/alley terminations/turnarounds are prohibited. Instead, vehicular circulation shall incorporate cul-de-sac and/or loop street/alley design.
3. A mandatory Homeowner's Association shall be formed and incorporated within the State of Georgia for all single-family (detached) and (attached) lots in the development and common areas. A rental cap of ten-percent (10%) of the total number of lots at any given time for rentals greater than thirty (30) consecutive days shall be placed on the development with such language being included in the Homeowner's Association Declaration of Covenants, Conditions and Restrictions.
4. Uses involving adult entertainment, including the sale or display of adult magazines, books, videos and as further defined by the Adult Entertainment Ordinance in effect on the date this condition is imposed, are prohibited.
5. Signs higher than 15 feet and larger than 225 sq. ft. in area are prohibited.