



**CITY OF SNELLVILLE  
DEPARTMENT OF PLANNING & DEVELOPMENT  
MAYOR AND COUNCIL**

**CASE SUMMARY**

**July 8, 2024**

**CASE NUMBER:** #RZ 24-01 LUP 24-01 SUP 24-01

**REQUEST:** Rezoning, Land Use Plan Amendment, Special Use Permit and Request for Variances

**LOCATION:** Henry Clower Boulevard, Pine Street, and Church Street, Snellville, Georgia

**SIZE:** 16.96± Acres

**TAX PARCELS:** 5027 007, 5027 009, 5027 011, 5027 015, 5027 016, 5027 016A, 5027 020, 5027 021, 5027 097, 5027 113, and 5027 124

**CURRENT ZONING:** RS-30 (Single-family Residential) District

**REQUESTED ZONING:** **TC-R (Towne Center Residential) District**

**OVERLAY DISTRICT:** Towne Center Overlay District

**CURRENT FUTURE LAND USE MAP DESIGNATION:** Residential –Low Density and Towne Center

**REQUESTED FUTURE LAND USE MAP DESIGNATION:** **Towne Center**

**SPECIAL USE PERMIT REQUEST:** 300-Unit Towne Center Flat Multi-family Dev.

**DEVELOPMENT/PROJECT:** **285,868± SF 4-Story 4-Building 300-Unit Multi-family Development**

**PROPERTY OWNER:**

First Baptist Church of Snellville, Inc.  
(Church on Main)  
Snellville, Georgia 30078

**APPLICANT/CONTACT:**

ARRIS Holdings, LLC  
Brookhaven, Georgia 30319  
ATTN: Parke Lammerts. Vice-President  
404-452-9989 [plammerts@arrisholdings.com](mailto:plammerts@arrisholdings.com)

**RECOMMENDATION:**

**Approval with Conditions**



**CITY OF SNELLVILLE  
DEPARTMENT OF PLANNING & DEVELOPMENT  
MAYOR AND COUNCIL**

**CASE ANALYSIS**

**July 8, 2024**

**TO:** Mayor and Council

**PUBLIC HEARING DATE:** July 8, 2024

**FROM:** Jason Thompson, Director  
Department of Planning and Development

**CASE NUMBER:** #RZ 24-01 LUP 24-01 SUP 24-01

**FINDINGS OF FACT:**

The Department of Planning and Development has received applications from Parke Lammerts, Vice President, ARRIS Holdings, LLC (applicant) and First Baptist Church of Snellville, Inc. (Church on Main) (property owner) requesting Rezoning, Land Use Plan Amendment, Special Use Permit and Variances for a 285,868 sq. ft. multi-family development consisting of 300 Towne Center Flat units with a gross density of 17.68 units per acre.

The 16.96± acre site is located on underutilized properties to the south of the 35.79± acre Church on Main campus consisting of eleven (11) Church on Main parcels on Henry Clower Boulevard, Pine Street, and Church Street, Snellville.

The proposed development is located adjacent to several single-family homes in the H. O. Biggers Subdivision on Pine Street, E. R. Snell Subdivision on Poplar Street, and other single-family homes on Church Street. The applicant is also requesting abandonment of approximately 11,325 sq. ft. of the unpaved portion of the 30-foot Pine Street right-of-way (see Exhibit "B").

## AERIAL RENDERING



HENRY CLOWER BLVD MULTI-FAMILY, SNELLVILLE, GA | APRIL 12, 2024

ARRIS

Conceptual Aerial Rendering – Snellville Towne Center Flats

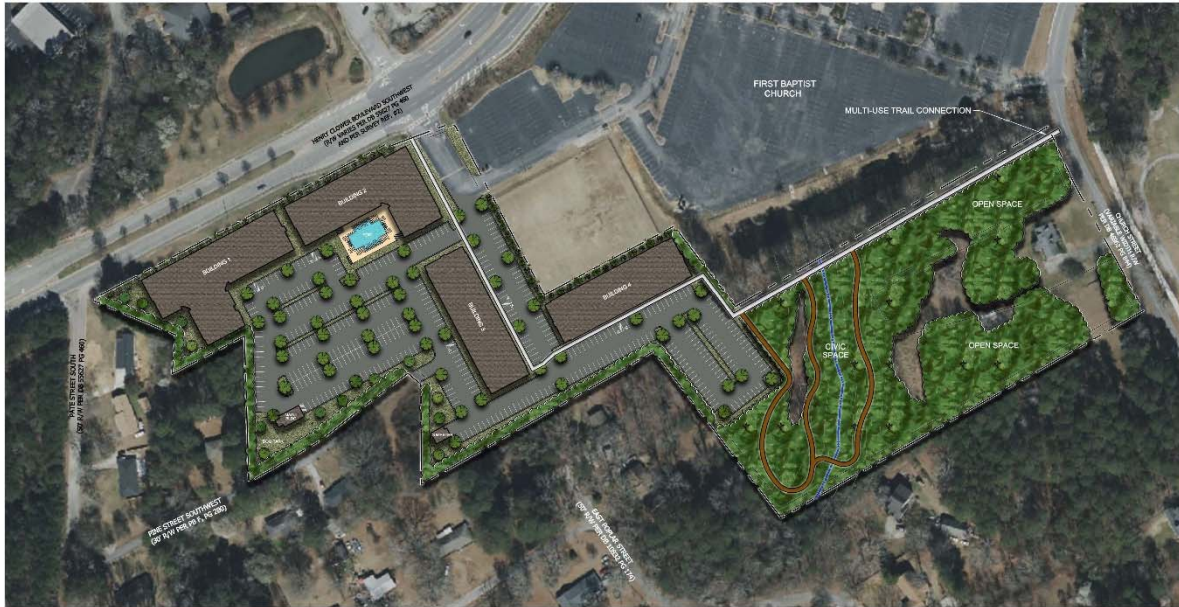
### REQUEST:

The applicant is requesting: 1) to amend the Snellville 2045 Comprehensive Plan Future Land Use Map from Residential –Low Density to Towne Center; 2) to amend the Official Zoning Map from RS-30 (Single-family Residential) District to TC-R (Towne Center Residential) District; 3) Special Use Permit for multi-family Towne Center Flat units; and 4) variances from the Snellville Unified Development Ordinance (“UDO”) to allow for the development of the underutilized Church on Main properties.

The project site consists of eleven (11) parcels and 11,325± sq. ft. of Pine Street right-of-way totaling 16.96± acres on Henry Clower Boulevard, Pine Street, and Church Street, Snellville.

Tax Parcel	Size (ac)	Address	Current Zoning	Req. Zoning	Current FLU Map	Requested FLU Map	SUP Request
5027 011	3.95	2400 Main St. E	RS-30	TC-R	Towne Center	Towne Center	Towne Center Flats
5027 015	0.60	2535 Pine St.	RS-30	TC-R	Residential -Low Density	Towne Center	Towne Center Flats
5027 016	0.49	2525 Pine St.	RS-30	TC-R	Residential -Low Density	Towne Center	Towne Center Flats
5027 016A	0.62	2015 Pine St.	RS-30	TC-R	Residential -Low Density	Towne Center	Towne Center Flats
5027 021	0.88	2529 Pine St.	RS-30	TC-R	Residential -Low Density	Towne Center	Towne Center Flats
5027 020	0.57	2486 Pine St.	RS-30	TC-R	Residential -Low Density	Towne Center	Towne Center Flats
5027 097	0.57	2476 Pine St.	RS-30	TC-R	Residential -Low Density	Towne Center	Towne Center Flats
5027 009	5.70	2501 Church St	RS-30	TC-R	Residential -Low Density	Towne Center	Towne Center Flats
5027 124	0.96	2481 Church St	RS-30	TC-R	Residential -Low Density	Towne Center	Towne Center Flats
5027 113	0.88	2551 Church St	RS-30	TC-R	Residential -Low Density	Towne Center	Towne Center Flats
5027 007	1.72	2561 Church St	RS-30	TC-R	Residential -Low Density	Towne Center	Towne Center Flats

## SITE PLAN



HENRY CLOWER BLVD MULTI-FAMILY, SNELLVILLE, GA | APRIL 12, 2024

ARRIS

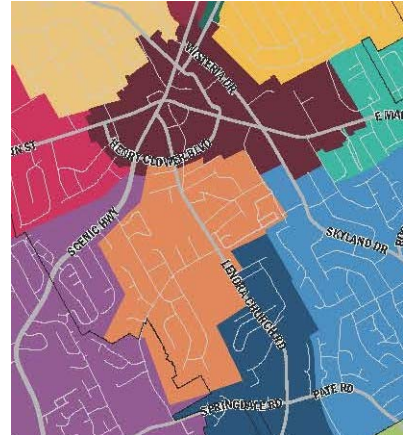
### Conceptual Site Plan Rendering – Snellville Towne Center Flats

Concurrent with the rezoning application, the applicant is requesting variances from the Snellville Unified Development Ordinance (“UDO”) as follows:

- Sec. 206-3.1.F.2.E. (Commercial Floor Area Requirement): Waive the requirement for a minimum of 50,000 sq. ft. onsite commercial floor area for development of 300 Towne Center Flat units (5,000 sq. ft. per 30 units).
- Sec. 201-2.8.B. (Maximum Building Façade Length): Increase the 200 feet maximum building façade length along the street to 275 feet.
- Sec. 207-1.2.B. (Minimum Required Parking Spaces): Reduce the minimum required number of onsite parking spaces from 600 spaces to 423 spaces.
- Sec. 207-3.3. (Parking Areas): To locate parking lot landscape planter islands in the areas shown on the submitted site plan.
- Sec. 207-2.1.C.1. (Undisturbed Buffer): To allow grading and site work disturbance within the 15-foot undisturbed buffer adjacent to residential properties in areas shown on the site plan.
- Sec. 207-2.1.C.1. (Undisturbed Buffer): To allow encroachment into the 15-foot undisturbed buffer for a retaining wall adjacent to Building 4.

## SNELLVILLE 2045 COMPREHENSIVE PLAN RECOMMENDATION:

The development site is located across two (2) Character Areas identified on the Snellville 2045 Future Development Map (adopted 2-26-2024), with twenty-three percent (23%) of the site area, containing Buildings 1 and 2, small portion of related surface parking and amenity space, being located at the southern boundary of the *Towne Center character area* (shown in maroon on the Future Development Map). The remaining seventy-seven percent (77%) of the site area, containing Buildings 3 and 4, large portion of related surface parking and 6.31± acres of civic and open space, is located at the northern boundary of the *No Business Creek character area* (shown in peach) on the Future Development Map.

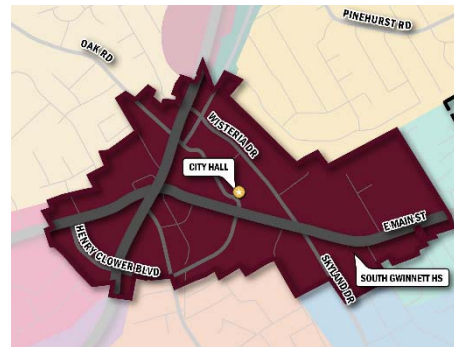


The following provides a description for each of these character areas, as well as predominate land uses, vision statement, and key implementation strategies:

### Towne Center Character Area

#### Existing Character Description:

The Towne Center is located at the center of Snellville and includes a mix of civic, retail, office, and educational uses, as well as the Snellville Historical Cemetery. The City transformed this area into a true, walkable center with the City Hall, the Towne Green, County Library, the Snellville Senior Center, and several streetscape improvements. There are several large, undeveloped parcels in the area, as well as shopping centers with oversized parking lots with potential for redevelopment. The City continues to make strides working with property owners and developers to bring quality development to the area.



#### Predominate Land Uses:

Public/civic, commercial/retail, office/professional, medium-density residential, high-density residential

#### Vision:

A vibrant downtown that includes residences, offices, restaurants, small-scale shops, educational and cultural facilities, and entertainment venues—it is the focal point of the community and the destination for dining, shopping and cultural pursuits. There is a variety of housing available to meet the needs of multiple generations, as well as an interconnected system of parks and greenways for people to gather and exercise. Streets are designed with generous spaces for pedestrians, cyclists, and transit riders and buildings are oriented to face

the streets. Pedestrians can safely access the Towne Center when crossing major roads. Lighting, landscaping, and art create a welcoming environment.

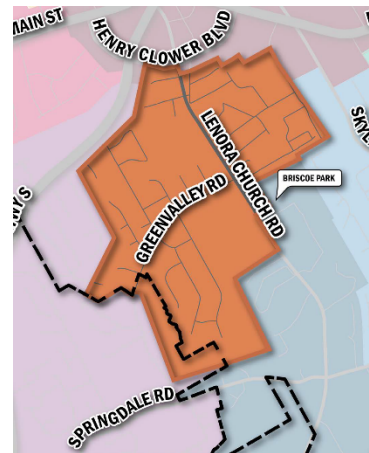
#### Key Implementation Strategies:

- Actively promote redevelopment through the Downtown Development Authority to assemble parcels and attract quality private development partners
- Create a new city market, actively recruit unique tenants, and identify a market operator partner
- As larger blocks redevelop, require the implementation of the spine roads proposed in the LCI plan and encourage the creation of new midblock streets throughout to create a more walkable, connected street network
- Enhance pedestrian crossings at the intersections of Oak Road with US 78 and SR 124, US 78 and Wisteria Drive, and US 78 and Henry Clower Boulevard
- Install traffic calming features like pedestrian crossing signs
- Install wayfinding signs
- Focus higher density residential development here
- Encourage step down zoning as a transition from the Towne Center
- Continue to work with STAT to program community activities like the Farmers Market
- Apply for transportation project funding through the Atlanta Regional Commission's LCI grant program

#### **No Business Creek Character Area**

##### Existing Character Description:

The No Business Creek character area is just south of the Towne Center off Lenora Church Road. No Business Creek is the spine of the neighborhood, and it is dotted with small lakes, ponds, wooded areas, and private green space. The area is made up almost entirely of single-family homes, even along major roads. Most are well-maintained ranch homes on large lots. Many of the roads in this area are cul-de-sacs and few have sidewalks.



##### Predominate Land Uses:

Low-density residential

##### Vision:

A vibrant residential community with high rates of homeownership, No Business Creek is a neighborhood with strong pedestrian and bicycle connections to Downtown and adjacent areas. Its streets are quiet with minimal cut-through traffic.

#### Key Implementation Strategies:

- Expand sidewalks within neighborhoods, especially on residential streets with significant traffic such as Green Valley Road and Ashworth Lake Road

- Tame cut-through traffic with calming devices, such as speed tables, chicanes, and landscaped medians
- Continue to enforce code violations and encourage beautification
- Maintain and protect 50-foot stream buffers along No Business Creek
- Focus on reinforcing neighborhood stability by encouraging more homeownership and maintenance or upgrade of existing properties

It should be noted that although a large portion of the site area for the proposed development lies within the No Business Creek character area, most of this area is currently underutilized vacant land that has been donated or acquired and held by First Baptist Church of Snellville (now Church on Main) going back over the past thirty (30) plus years.

In the Snellville 2045 Comprehensive Plan, the following Goals and Policies directly support the proposed development:

Land Use:

- LU-2: Support the development of live/work/play/learn communities.
  - LU-2.2: Pursue density in targeted areas of the community.
  - LU-2.3: Promote redevelopment of opportunities of underused sites into mixed-use projects.
  - LU-2.4: Ensure access to green space in dense, high-activity areas of Snellville.
- LU-5: Continue to pursue the development of the Towne Center.
  - LU-5.3: Promote mixed uses within the Towne Center.

Housing:

- Housing H-2: Ensure housing stock remains affordable.
  - H-2.1: Encourage the construction of housing to support all age groups, incomes and lifestyles.
- H-3: Encourage the development of a diversity of housing types.

**ZONING MAP AMENDMENT REQUEST:**

The request is to amend the Official Zoning Map from RS-30 (Single-family Residential) District to TC-R (Towne Center Residential) District for all eleven (11) parcels. The TC-R District was adopted in December 2016 along with the TC-MU (Towne Center Mixed-Use) District and revamp of the Towne Center Overlay District as a priority of the City’s development code renovation process which later resulted in creation and adoption of the Snellville Unified Development Ordinance in October 2020. Since the 2016 adoption, in April 2019, the City approved the first TC-R rezoning for a 4.44± acre tract located on the SUMC campus across from the proposed site at Henry Clower Boulevard and Pate Street for an 88-unit senior apartment building development that never was started.

The purpose of the TC-R District is to *“provide for a variety of housing options near the Towne Center’s mixed-use core.”*



UDO Sec. 204-2, attached as Exhibit “A”, provides the TC-R District regulations including: Purpose; Use Provisions; Site Development Standards; Building Types; Architectural Standards; Dimensional Standards; and Bulk and Mass standards.

Unlike other residential districts, the Towne Center zoning districts (TC-R and TC-MU) do not have a maximum gross density in the number of residential units per acre. The proposed development of 300 units on a 16.96± acre site equates to a gross density of 17.68 units per acre.

Since the 2016 adoption, in April 2019, the City approved the first TC-R rezoning for a 4.44± acre tract located on the SUMC campus at Henry Clower Boulevard and Pate Street for an 88-unit senior apartment building development that never was started. And, most recently the city received applications for TC-R rezoning and special use permit for a 171-unit Towne Center Flat multi-family development on a 2.76± acre site at the intersection of Wisteria Drive and Hugh Drive (see case #RZ 24-03 SUP 24-02).

**SPECIAL USE PERMIT REQUEST:**

Building type requirements apply in the TC-R District, with eight (8) different building types allowed in the TC-R District. The proposed development consists of 300 class A+ Towne Center Flats, with Stacked Flat, defined as *“a building type that accommodates nine or more dwelling units vertically and horizontally integrated. Not for nonresidential use.”*

Per UDO Sec. 206-2 (Allowed Use Table), the Towne Center Flat residential use is only allowed in the TC-R, TC-MU and Towne Center Overlay Districts with a Special Use Permit approved by the Mayor and City Council including any applicable use standards, except where the use standards are expressly modified by the City Council as part of the special use permit approval.

UDO Sec. 206-3.1.F. (Towne Center Flat) provides for a definition and use standards (a-g) as follows:

Towne Center Flat:

1. Defined

Three or more dwelling units in a single building that does not meet the definition of single-family attached dwelling within a TC District and where the ground floor of the building contains no nonresidential uses.

201-2.8. Stacked Flat

A. Defined

A building type that accommodates nine or more dwelling units vertically and horizontally integrated. Not for nonresidential use.



B. Specific Standards

Site	
Stacked flat units per building:	9 min.
Street facing façade length:	200 ft. max.
Floor to Ceiling Height	
All stories:	9 ft. min.
Fenestration	
Ground floor:	15% min.
Upper story:	10% min. / 40% max.
Blank wall area:	20 ft. max.
Pedestrian Access	
Entrance facing street:	Required for lobby and ground floor units along street
Walkway width:	3 ft. min. / 8 ft. max.
Front porch or stoop	Required
Parking Location	
No parking lot is allowed between the building and the street, including within driveways.	

## 2. Use Standards

Where a Towne Center flat is allowed as a limited or special use, it is subject to the following:

- a. Towne center flats must be in a conforming walk-up flat or stacked flat building type.
- b. Ground floor dwelling units may be accessed from the outside or through a conditioned interior hallway, as permitted by building type.
- c. Dwelling units located above the ground floor must be accessed through a conditioned interior hallway.
- d. Each dwelling unit must have at least 750 square feet of floor area.
- e. Sites containing 30 or more Towne Center flat dwelling units must provide a minimum of 5,000 square feet of commercial floor area for each additional 30 Towne Center flats, or fraction thereof, unless a variance is granted by the Board of Appeals in conformance with sentence (f) below.
- f. Variance requests may only be approved when the applicant demonstrates that all Towne Center flat buildings are located within 1,000 feet of at least 15,000 square feet of existing commercial space. This distance is measured by the most direct route of travel on ground in the following manner:
  - i. From the lobby entrance of each proposed building housing a Towne Center flat;
  - ii. In a straight line to the nearest public sidewalk, walkway, street, road or highway by the nearest route;
  - iii. Along such public sidewalk, walkway, street, road or highway by the nearest route;
  - iv. To the main entrance of the existing commercial floor area;
- g. When multiple commercial establishments are required to attain 15,000 square feet, this requirement applies to all establishments.

The applicant has requested variance relief from Use Standard (e) above.

### **REZONING SITE PLAN ANALYSIS:**

The conceptual rezoning site plan, dated 5-9-2024 shows the general layout of the 16.96± acre site with four (4) four-story multi-family buildings consisting of one and two bedroom units representing 285,868 sq. ft. of rentable space with 300 total units. 423 onsite surface parking spaces are provided and centrally located on the site.

Primary access to and from the site is located on Henry Clower Boulevard at the existing driveway which currently serves as an access point for the Church on Main campus and Snellville Park & Ride lot. There is a two-way drive connecting to Pine Street Southwest. Residents and guests will also be able to access Church Street using the existing cross-access drive located at the main driveway at Henry Clower Boulevard.

Building 2 contains 8,773± sq. ft. clubhouse and amenity space with an outside swimming pool and amenity area located to the rear of Building 2. One (1) trash dumpster is shown in the southern area of the site. 36,939 sq. ft. (0.848 acres) of outdoor amenity space is shown throughout the site with an additional 73,878 sq. ft. (1.696 acres) of wooded and trail civic space located at the eastern portion of the site adjacent to an unnamed creek.



5-9-2024 Conceptual Zoning Plan – Snellville Towne Center Flats

**BUILDING ELEVATIONS:**

Included in the application submittal, the applicant provided conceptual building elevations for each of the four (4) Towne Center Flat buildings including the proposed exterior material types and colors. As these are conceptual depictions of the proposed building elevations, no determination has been made as to conformance with the city’s UDO requirements for architectural design standards and exterior building materials. A more thorough review will be conducted upon receipt of the architectural plan set during permitting review to ensure compliance with these requirements.

**CONCURRENT VARIANCES:**

Included in the application submittal is a request for six (6) variances/waiver from Chapter 200 of the Snellville Unified Development Ordinance. Analysis and staff recommendation of each request is provided below.

1. Request: Variance from UDO Sec. 206-3.1.F.2.E. (Commercial Floor Area Requirement) to waive the requirement for a minimum of 50,000 sq. ft. onsite commercial floor area for development of 300 Towne Center Flat units (5,000 sq. ft. per 30 units).

Variance Analysis: One of the use standards for the Towne Center Flat dwelling type is sites containing thirty (30) or more Towne Center Flat dwelling units must provide a

minimum of 5,000 sq. ft. of commercial floor area for each additional thirty (30) units, or fraction thereof, unless a variance is granted in conformance with the following:

- (f) Variance requests may only be approved when the applicant demonstrates that all Towne Center flat buildings are located within 1,000 feet of at least 15,000 square feet of existing commercial space. This distance is measured by the most direct route of travel on ground in the following manner:
- i. From the lobby entrance of each proposed building housing a Towne Center flat;
  - ii. In a straight line to the nearest public sidewalk, walkway, street, road or highway by the nearest route;
  - iii. Along such public sidewalk, walkway, street, road or highway by the nearest route;
  - iv. To the main entrance of the existing commercial floor area;

The applicant contends that the project site is located within 1,000 linear feet of existing commercial area of 15,000 sq. ft. or greater, as the Church on Main contains over 63,000 sq. ft. of commercial uses including recreation, coffee shop, café, daycare, wedding and event spaces.

Recommendation: The Planning Department recommends *APPROVAL* given the close proximity of the Church on Main. Furthermore, the intent of this code is to make sure that TC flats are walkable and located near commercial areas that promote more walkable spaces. In that context the proposed development is within walking distance to the Town Center core and has direct access planned for the Snellville Greenway Trail. The Snellville Greenway Trail provides direct access to the Town Center and all of its commercial offerings.

2. Request: Variance from UDO Sec. 201-2.8.B. (Maximum Building Façade Length): to increase the 200 feet maximum building façade length along the street to 275 feet to further activate the streetscape, while also shielding the impervious areas in the development.

Variance Analysis: The 200 feet maximum building façade length is designed to not allow a large expanse of building façade along a street. This request is for Building 1 (270± feet façade length) and Building 2 (245± feet façade length) that are adjacent to Henry Clower Boulevard with a building setback of approximately 25-35 feet from the edge of curb.

Recommendation: The Planning Department recommends *APPROVAL* of this variance. With most of the density of the site being located directly adjacent to Henry Clower Blvd. it is important to make sure that the parking lots and internal drives are shielded from public view. The intent of this code is to promote architectural variability and the submitted architectural plans provide good design variability and the use of quality building materials.

3. Request: Variance from Sec. 201-1.2.B. (Minimum Required Parking Spaces): to reduce the minimum required number of parking spaces from 600 spaces to 423 spaces.

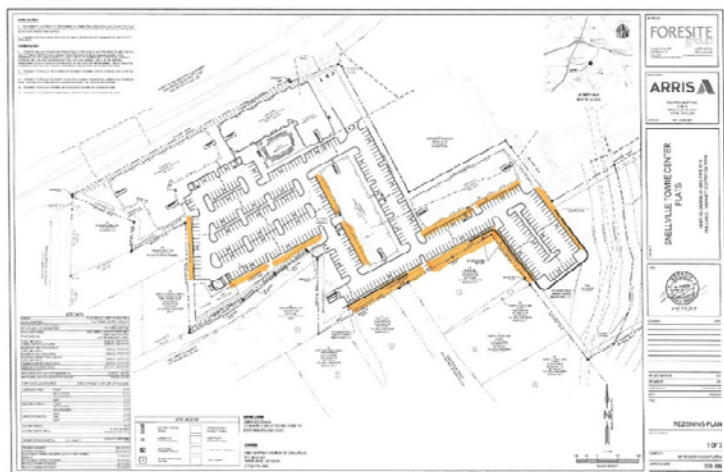
Variance Analysis: No variance is necessary as the minimum required number of parking spaces for 'All household living, except as otherwise listed' is one (1) space per unit. The applicant intends to provide 423 onsite parking spaces which exceeds the 300 minimum spaces required for a 300 unit multi-family development at one space per unit. Per the applicant the standard is to provide one (1) space per bedroom, with 403 total bedrooms planned.

4. Request: Variance from Sec. 207-3.3. (Parking Areas): to locate parking lot planter islands in the areas shown on the submitted site plan.

Variance Analysis: Per the code, parking lots designed for eight (8) or more spaces must be designed as follows: The planter islands may be sized according to two different options:

1. Each planter island must be a minimum of 300 sq. ft. Planter islands must be located at the terminus of each parking row and no further apart than every ten (10) parking spaces.
2. Each planter island must be a minimum of 200 sq. ft. Planter islands must be located at the terminus of each parking row and no further apart than twenty-five (25) parking spaces. Planting strips at least eight (8) feet wide must run continuously between all planter islands. These strips must be planted with one (1) overstory tree for every thirty (30) linear feet of the strip.

Because the planter island and planter strip sizes are not indicated on the site plan, it is difficult to determine which planter islands and/or planter strips are undersized requiring variance consideration. However, in reviewing the parking areas that contain more than ten (10) parking spaces, requiring 200 sq. ft. planter islands, be no farther apart than twenty-five (25) parking spaces, with a minimum eight (8) feet wide planting strip, there are several areas on the site that may be non-conforming and are highlighted in orange as shown on the following site plan exhibit:



Recommendation: The Planning Department recommends *DENIAL* of this variance. The applicant has not shown any hardships that would keep them from meeting landscaping code requirements.

5. Request: Variance from Sec. 207-2.1.C.1. (Undisturbed Buffer): To allow grading and site work disturbance within the 15-foot undisturbed buffer adjacent to residential properties in areas shown on the site plan.

Variance Analysis: The applicant contends that due to the necessary grading and sitework needed for the proposed development and the challenging site geometry, the selected areas shown on may be disturbed for constructionability of the buildings, but will be replanted with mature trees and adequate screening to meet current in-place buffers. Applicant will use best efforts to limit amount of disturbance in the buffer during construction activity and will leave the buffer undisturbed after replanting.

Recommendation: This is a common request for developments of this size and scope. The buffer will actually be improved with the planting of mature trees and screening materials. The Planning Department recommends *APPROVAL*.

6. Request: Variance from Sec. 207-2.1.C.1. (Undisturbed Buffer): To allow encroachment into the 15-foot undisturbed buffer for a retaining wall adjacent to Building 4.

Variance Analysis: The site plan shows approximately 240 feet of retaining wall, varying height with a maximum height of 12 feet, located adjacent to the surface parking area behind Building 4. Because of the topography of the site and downward slope toward the unnamed creek located at the eastern portion of the site, the retaining wall is necessary to accommodate the parking area.

Recommendation: Although the retaining wall encroaches into the 15 feet buffer, the area within the buffer will be replanted to improve the buffer and screening. The Planning Department recommends *APPROVAL*.

#### **TRAFFIC IMPACT ANALYSIS:**

The applicant submitted a Traffic Impact Study, prepared April 12, 2024 by Foresite Group, LLC based on a residential development consisting of 300 multi-family units in downtown Snellville with build-out in one phase to be completed by the year 2027.

The purpose of the traffic impact study is to identify the traffic impacts associated with the proposed development on the surrounding roadway network. A copy of the report will also be made available to the Gwinnett County Department of Transportation to evaluate the traffic conditions at the site. The report summarizes the data collected, proposed access points, projected traffic at the study intersections, analysis of traffic impacts including level of service

(LOS), and conclusions from the analysis. Traffic count data was collected on Tuesday, January 9, 2024. Gwinnett County schools were in session.

Vehicle Trip Generation Results

The proposed multi-family development will generate 1,385 net new daily trips (693 inbound and 692 outbound). The highest peak hour volume, for the driveway access locations, is expected during the AM peak hour with 120 total peak hour vehicle trips (28 inbound and 92 outbound). The PM peak hour expects to have 117 total peak hour vehicle trips (71 inbound and 46 outbound) as shown in the Table 5 below:

**Table 5: Project Trip Generation – Full Build (2027)**

Project Land Use	Density	ITE LUC	Daily			AM Peak Hour			PM Peak Hour		
			Total	In	Out	Total	In	Out	Total	In	Out
Multifamily Housing (Mid-Rise)	300 D.U.	221	1,385	693	692	120	28	92	117	71	46
<b>Total Trips</b>			1,385	693	692	120	28	92	117	71	46
<b>Reductions for Internal Capture</b>			0	0	0	0	0	0	0	0	0
<b>Reductions for Modal Split</b>			0	0	0	0	0	0	0	0	0
<b>Reductions for Pass-By Trips</b>			0	0	0	0	0	0	0	0	0
<b>Total Net New Project Trips</b>			1,385	693	692	120	28	92	117	71	46

Conclusions and Recommendations of the Traffic Study:

The Snellville Towne Center Flats project is a residential project planned to be a multi-family apartment development in downtown Snellville, Georgia. The development is planned to be built out in one phase and is expected to be completed by the year 2027. The Snellville Towne Center Flats project is proposed to share access with the adjacent Snellville Park & Ride and Church on Main development. This site will also have additional connectivity with local residential roads Pine Street, Pate Street and Poplar Street, with connectivity to both Henry Clower Blvd and Lenora Church Road.

The conclusions and recommendations for the impacts to the surrounding transportation network are described below:

In general, the project has demonstrated minor impacts to the surrounding roadway network. There are increases in delay at the intersections analyzed resulting from the traffic expected to be generated by the site, but they are relatively minor when compared to the general growth in background traffic.

All the intersections analyzed continue to operate at acceptable levels-of-service and within the same LOS observed in the existing and background conditions. The availability of several road networks and travel routes in the area help to dissipate the traffic in the area, lessening the impacts at each location throughout the network. This project has the benefit of multiple existing connectivity options for the future residents of this apartment complex via the local residential roads – Pate Street, Pine Street and Poplar Street. This additional connectivity and multiple access points will provide potential alternate routes for residents that may elect to avoid some of the larger and busier intersections in the central Snellville area.

The existing intersections and shared driveway locations associated with this project all have the necessary, and required, deceleration turn lanes, where feasible. No additional turn lane improvements are expected to be required as part of this development project.

Overall, there are expected to be very minor impacts associated with the traffic from this project. The existing road network, signalized intersections and other stop-controlled intersections are expected to handle the additional traffic without too much strain on the existing network. There is not expected to be a need for traffic mitigation for additional traffic in this area.

#### **CONCLUSION AND STAFF RECOMMENDATION:**

In conclusion, the Department of Planning and Development recommends the following actions:

- A. **APPROVAL** of LUP 24-01, application to amend the City of Snellville 2045 Comprehensive Plan Future Land Use Map from Residential –Low Density to Towne Center.
- B. **APPROVAL** of RZ 24-01, application to amend the City of Snellville Official Zoning Map from RS-30 (Single-family Residential) District to TC-R (Towne Center Residential) District.
- C. **APPROVAL** of SUP 24-01, application for Special Use Permit for 300 Towne Center Flat units.
- D. **APPROVAL** of variance from Sec. 206-3.1.F.2.E.: Waive the requirement for a minimum of 50,000 sq. ft. onsite commercial floor area for development of 300 Towne Center Flat units (5,000 sq. ft. per 30 units).
- E. **APPROVAL** of variance from Sec. 201-2.8.B.: Increase the 200 feet maximum building façade length along the street to 275 feet.
- F. **DENIAL** of variance from Sec. 207-3.3.: To locate parking lot landscape planter islands in the areas shown on the submitted site plan.
- G. **APPROVAL** of variance from Sec. 207-2.1.C.1.: To allow grading and site work disturbance within the 15-foot undisturbed buffer adjacent to residential properties in areas shown on the site plan.
- H. **APPROVAL** of variance from Sec. 207-2.1.C.1.: To allow encroachment into the 15-foot undisturbed buffer for a retaining wall adjacent to Building 4.



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

1. The property shall be developed in general accordance with the conceptual rezoning site plan entitled "Snellville Towne Center Flats", sealed and signed 5-9-2024 (stamped received 5-20-2024), 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, after submitting a Change in Conditions application and receiving recommendations by the Planning Department and Planning Commission.
2. The following tax parcels comprised of 13.01± acres and 11,325± sq. ft. area of Pine Street right-of-way to be abandoned (see Exhibit "B") shall be incorporated into the Towne Center Overlay District: 5027 007, 5027 113, 5027 009, 5027 124, 5027 097, 5027 020, 5027 021, 5027 016A, 5027 016, and 5027 015.
3. Actions taken on RZ 24-01 LUP 24-01 SUP 24-01 shall also apply to the 11,325± sq. ft. area of Pine Street right-of-way (see Exhibit "B"). Abandonment of Pine Street right-of-way shall be by separate action approved by the Mayor and City Council.
4. Applicant/developer shall install a minimum 10 feet wide sidewalk and minimum 5 feet wide planter strip along the entire property where fronting Henry Clower Boulevard. The planter strip may be reduced in width to not less than two-feet to accommodate the sidewalk and building setback constraints, as approved by the Planning Director.
5. No sidewalk and planter strip is required where the property abuts 350± feet of Pine Street Southwest right-of-way.
6. Applicant/developer shall extend first right of refusal to the City of Snellville to allow the City to remove and transplant, at the sole cost to the City, the 24± existing Crape Myrtle trees located adjacent to Henry Clower Boulevard, between Pate Street South and the driveway to the Snellville Park & Ride Lot on the Church on Main campus.
7. 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.
8. Signs higher than 15 feet or larger than 225 square feet are prohibited.

#### **PLANNING COMMISSION REPORT:**

The Planning Commission held a duly advertised public hearing on the rezoning, land use plan amendment, special use permit applications and requested variances from the Snellville Unified

Development Ordinance at the June 25, 2024 7:30 p.m. Regular Meeting of the City of Snellville Planning Commission.

Following 20-minutes of public comments, by a unanimous vote of 5-0, the Planning Commission voted to **DENY** #LUP 24-01, application to amend the City of Snellville 2045 comprehensive Plan Future Land Use Map from Residential –Low Density to Towne Center.

With the denial of #LUP 24-01, the Planning Commission did not take action on #RZ 24-01, application to amend the City of Snellville Official Zoning Map from RS-30 to TC-R, nor #SUP 24-01, application for Special Use Permit for 300 Towne Center Flat units.

# EXHIBIT "A"

As Amended 6-12-2023

Article 4. Towne Center Districts | Chapter 200. Zoning and Land Use  
Sec. 204-2.TC-R Towne Center Residential

## Sec. 204-2. TC-R Towne Center Residential

### 204-2.1. Purpose.

The purpose of this district is to provide for a variety of housing options near the Towne Center's mixed-use core. See Sec. 205-1.1 (TCO Purpose) for additional purposes.

### 204-2.2. Use Provisions

See Sec. 206-2 (Allowed Use Table).

### 204-2.3. Site Development Standards

See Chapter 200 Article 7 (Site Development) for parking and loading, buffer and screening, landscaping, tree ordinance, lighting, signs, and utility requirements.

### 204-2.4. Building Types

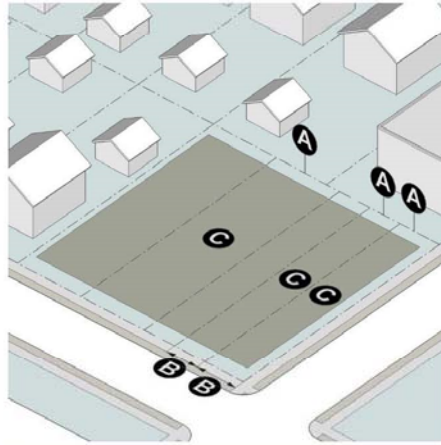
Building type requirements apply in the TC-R district and the following types are allowed:

- A. Detached house
- B. Carriage house
- C. Cottage court
- D. Semi-detached house
- E. Townhouse
- F. Walk-up flat
- G. Stacked flat
- H. Civic building

### 204-2.5. Architectural Standards

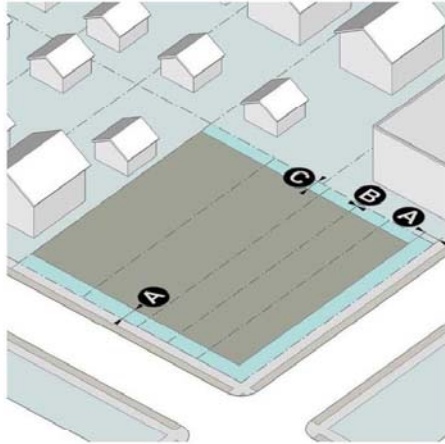
See Sec. 201-4 (Enhanced Architectural Standards).

### 204-2.6. Dimensional Standards



Site Standards		
Residential Density (by Special Use Permit):	As approved by City Council	
Amenity Space Requirement:	5% of site min. (all sites)	
Civic Space Requirement:	10% of site min. (sites over 5 acres)	
Lot Standards		
	(A) Area	(B) Width
Detached House:	2,500 sf	25 ft.
Carriage House:	Same as principal structure	
Semi-Detached House:	2,500 sf	25 ft.
Townhouse:	800 sf	20 ft.
Cottage Court:	1,200 sf	20 ft.
All other Building Types	1,600 sf	30 ft..
Lot Coverage		
(C) All Building Types:	70% max.	

**204-2.7. Building Placement**

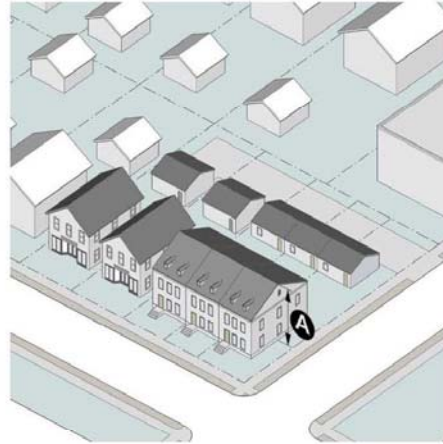


**Building Setbacks**

Ⓐ Front, Side (Street):	5 ft. min.
Ⓑ Side (Interior):	0 ft. min.
Ⓒ Rear (no alley):	3 ft. min.
Ⓒ Rear (alley):	10 ft. min.

Greater side setbacks, greater rear setbacks, and greater building separation may be required as established by the applicable building or fire codes.

**204-2.8. Bulk and Mass**



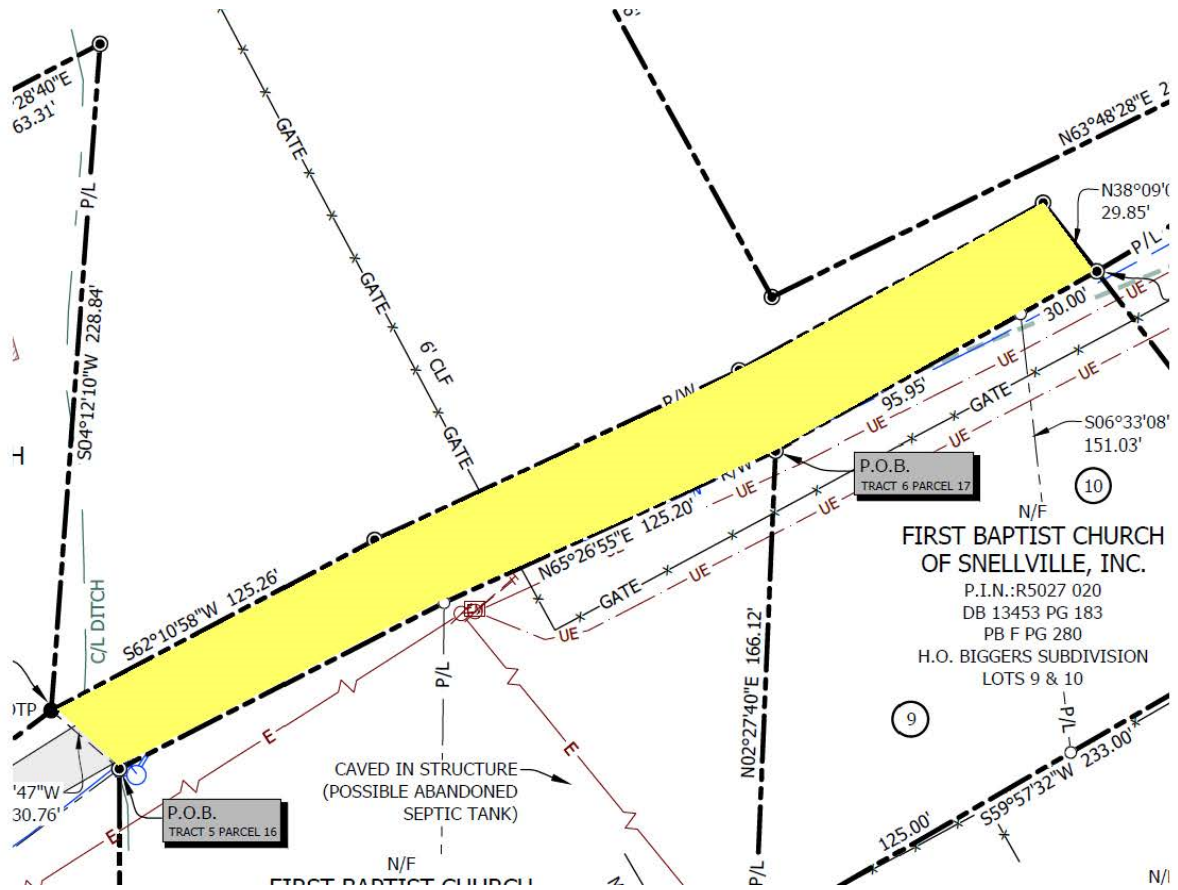
**Building Height**

Ⓐ Max. Height in Stories:	5 stories or 75 ft., whichever is less
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**204-2.9. TCO Standards**

The Towne Center Overlay applies in the TC-R District. See Sec. 205-1 (Towne Center Overlay).

EXHIBIT "B"



As Surveyed Legal Description  
A part of Pine Street

All that tract or parcel of land lying and being in Land Lot 27, 5<sup>th</sup> District, City of Snellville, Gwinnett County, Georgia and being more particularly described as follows:

Commence at a 1 1/4" open top pipe found at the intersection of the northerly right-of-way line of Pine Street (30' r/w) per PB F, PG 280 and the easterly right-of-way line of South Pate Street (50' r/w) per DB 55627, PG 460;

Thence, leaving said intersection and along the northerly r/w line of Pine Street, the following calls:

Thence, North 64°41'01" East, a distance of 202.69 feet to a point;  
Thence, North 64°41'01" East, a distance of 125.00 feet to a concrete monument found;  
Thence, North 59°34'15" East, a distance of 151.00 feet to a 1" open top pipe found;  
Thence, North 51°44'56" East, a distance of 99.77 feet to a 1" iron rod found;  
Thence, North 53°13'15" East, a distance of 97.50 feet to a 1" open top pipe found;  
at the Point of Beginning of the herein described tract of land.

Thence, North 62°10'58" East, along the northerly r/w line of Pine Street, a distance of 125.26 feet to a 5/8" rebar with cap set (LSF 0946);

Thence, North 65°13'23" East, continuing along the northerly r/w line of Pine Street, a distance of 137.97 feet to a 5/8" rebar with cap set (LSF 0946);

Thence, North 61°06'29" East, continuing along the northerly r/w line of Pine Street, a distance of 118.87 feet to a 5/8" rebar with cap set (LSF 0946);

Thence, South 38°09'03" East, leaving said northerly r/w line of Pine Street, a distance of 29.85 feet to a 5/8" rebar with cap set (LSF 0946) on the southerly r/w line of Pine Street;

Thence, South 60°54'12" West, along the southerly r/w line of Pine Street, a distance of 125.95 feet to a 5/8" rebar with cap set (LSF 0946);

Thence, South 65°26'55" West, continuing along the southerly r/w line of Pine Street, a distance of 125.20 feet to a 5/8" rebar with cap set (LSF 0946);

Thence, South 62°53'22" West, continuing along the southerly r/w line of Pine Street, a distance of 125.00 feet to a 5/8" rebar with cap set (LSF 0946);

Thence, North 49°26'47" West, leaving said southerly r/w line of Pine Street, a distance of 30.76 feet to a 1" open top pipe found on northerly r/w line of Pine Street, at the Point of Beginning of the herein described tract of land.

Said property contains 0.26 acres of land.