



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

**CASE SUMMARY**

**February 24, 2025**

**CASE NUMBER:** #RZ 25-01

**REQUEST:** Rezoning and Variances from UDO

**LOCATION:** 3,100 Block Rosebud Road, Snellville, Georgia

**SIZE:** 17.44± Acres

**TAX PARCEL:** 5100 023

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

**REQUESTED ZONING:** R-TH (Townhouse Residential) District

**CURRENT FUTURE LAND  
USE MAP DESIGNATION:** Highway 78 East Activity Center/Node

**DEVELOPMENT/PROJECT:** 65-Unit Single-family (Attached) Townhome  
Development

**APPLICANT/PROPERTY OWNER:** Sinocoin Investment, LLC  
Atlanta, Georgia 30326

**CONTACT:** Jeff Timler  
Split Silk Properties, LLC  
Loganville, Georgia 30052  
678-772-0202 [SplitSilkProperties@gmail.com](mailto:SplitSilkProperties@gmail.com)

**RECOMMENDATION:** Approval with Conditions



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

**CASE ANALYSIS  
February 24, 2025**

**TO:** The Mayor and Council

**PUBLIC HEARING DATE:** February 24, 2025

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

**CASE NUMBER:** #RZ 25-01

**FINDINGS OF FACT:**

The Department of Planning and Development has received application from Jeff Timler, Split Silk Properties, LLC representing applicant and property owner Sinocoin Investment, LLC requesting to amend the Official Zoning Map from RS-30 (Single-family Residential) District to R-TH (Townhouse Residential) District and request for variances from the Snellville Unified Development Ordinance (“UDO”) for a 65-unit single-family (attached) townhome development on a 17.44± acre site with a gross density of 3.73 units per acre and consisting of 1,800 sq. ft. two-story townhome units with 3-bedroom and 2-1/2 bath, and 2-car rear-entry garage, except lots 14-19 having front-entry garages.

The development site is located at the easternmost city limit boundary and southwest of the US Highway 78 (Athens Highway) and Rosebud Road intersection in the 3,100 Block of Rosebud Road, Snellville. The proposed development is bordered on the north by a 22.85± acre site, zoned MU (Mixed-Use District) currently in plan review for a mixed-use development consisting of 300-multi-family units, 28 single-family townhome units and 51,000 sq. ft. of retail, commercial, office and amenity space approved by City Council on August 14, 2023. To the

south is Action Awards, zoned LM (Light Manufacturing) District, as well as large estate lot single-family residential uses located in unincorporated Gwinnett County. Located to the west are single-family residential dwellings in the Lakes of Summit Subdivision, developed in the late 1990's and zoned RS-30 (Single-family Residential) District.

To the east and adjacent to Rosebud Road in unincorporated Gwinnett County are several large estate-lot single-family residential uses and several commercial-retail uses including Midway Plaza Shopping Center with Kroger serving as the major anchor tenant.

To help provide an opportunity to encourage clustered, connected mixed-use development at the eastern mode of the Highway 78 East Activity Center/Node, on 8-22-2022, City Council approved an amendment to the Snellville 2040 Comprehensive Plan Future Land Use Map from Commercial-Retail to *Highway 78 East Activity Center/Node*, which is the appropriate land use designation for several zoning districts including the requested R-TH (Townhouse Residential) District and adjacent MU (Mixed-Use) District to the North.

**REQUEST:**

The applicant is requesting to amend the Official Zoning Map from RS-30 (Single-family Residential) District to R-TH (Townhouse Residential) District for a 65-unit single-family (attached) townhome development consisting of 1,800 sq. ft. two-story townhome units with 3-bedroom and 2-1/2 bath, and 2-car rear-entry garage, except Lots 14-19 with front-entry garages.



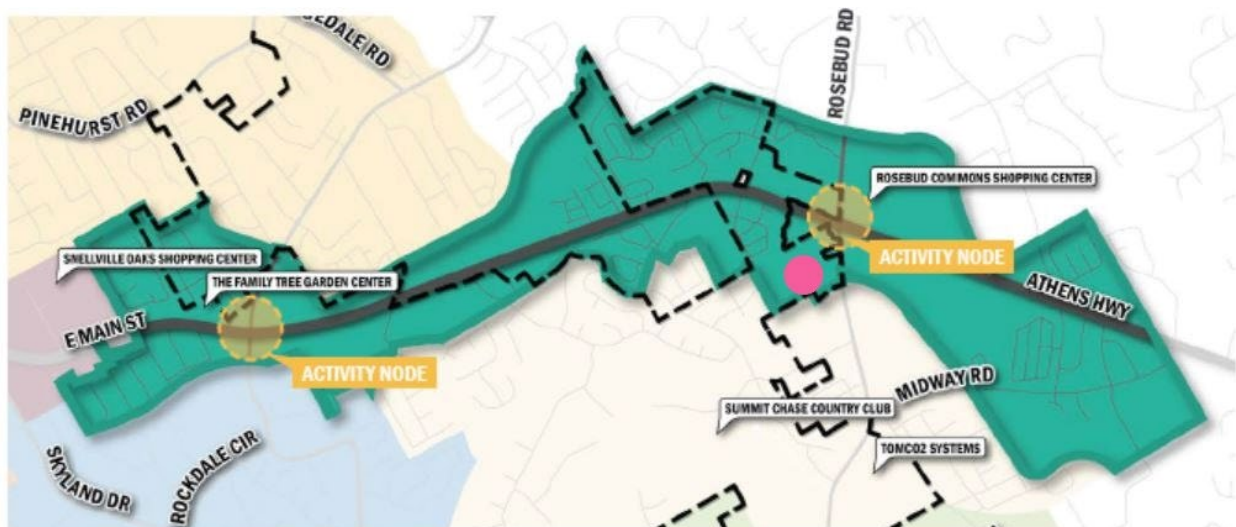
Concurrent with the rezoning application, the applicant is requesting variances from the Snellville Unified Development Ordinance (“UDO”) as follows:

- Sec. 401-4.2. (Streetscapes Required): Omit 5-foot planter between back of curb and sidewalk on Lots 14-19. Sidewalk shall abut back of curb.
- Sec. 401-5.10.b. (Residential Curbing): To allow roll-back curbing in lieu of vertical curbing within the proposed townhome development on Lots 14-19.

Discussion and variance analysis with recommendation is presented beginning on page 7.

### **SNELLVILLE 2045 COMPREHENSIVE PLAN RECOMMENDATION:**

The subject property is located at the eastern city limit border of the *Highway 78 East Character Area* (shown below in cyan) on the Snellville 2045 Comprehensive Plan Future Development Map (adopted February 2024).



*“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.”*

**FUTURE LAND USE MAP DESIGNATION:**

The site is classified as *78 East Node* and shown in pink on the Snellville 2045 Future Land Use Map, adopted February 2024 (shown right) and which is described as a mixture of uses, including retail, civic, office, residential, and recreation in a walkable environment with six (6) zoning districts being designated as ‘Appropriate’ and one (1) district being designated as ‘Considered’ for the Highway 78



East Activity Node in Table 2. Future Land Use Categories and Corresponding Zoning Districts.

**ZONING MAP AMENDMENT REQUEST:**

The request is to amend the Official Zoning Map from RS-30 (Single-family Residential) District to R-TH (Townhouse Residential) District for a 65-unit single-family (attached) townhome development. The proposed development and site location is consistent with the purpose of the R-TH District which is intended exclusively for single-family (attached) dwelling units and customary accessory uses and structures. R-TH districts are located where public water supply and sewage facilities are available and where there is direct access to collector streets, major streets or State routes.

## REZONING SITE PLAN ANALYSIS:

The conceptual rezoning site plan, dated 12-09-2024 (below) shows the general layout of the 65-unit townhome development with eleven (11) rear-entry townhome buildings and a single six-unit front-entry townhome building (Lots 14-19) with vehicular circulation provided by a 27-foot wide (back-of-curb) public/private road, 19-foot wide connectors and 16-foot wide one-way alleys.

A proposed 2,500 sq. ft. community clubhouse with greenspace, mailbox kiosk and thirteen (13) parking spaces is located at the beginning of the development at the shared full-access driveway on Rosebud Road. This driveway is shown to also serve as a secondary ingress/egress point for the adjacent mixed-use development to the north. Pedestrian circulation is provided by a 5-foot wide sidewalk with 2.5-foot planter adjacent to the internal public/private road.

Two (2) stormwater management ponds serving the development are located on the western portion of the site with over nine (9) acres of the total site (53%) undeveloped and provided as open space, mostly due to the unbuildable site area located within the Big Haynes Creek special stream buffer area.



The minimum required number of parking spaces is one (1) space per townhome unit plus one (1) space per (4) units which equates to 82 total spaces. The conceptual zoning plan shows 260 total spaces (assuming two (2) vehicle parking within each 2-car garage plus two (2) vehicle parking on the 17-foot wide by 22-foot long driveways) or 130 total spaces with no vehicle parking in the townhome garages. Unless prohibited by the Homeowner's Association, additional guest and visitor parallel parking could be provided in the street.

#### **BUILDING ELEVATIONS:**

The application submittal included colored conceptual elevations for the front, sides, and rear of the townhomes, showing a variety of exterior materials including modular brick, cultured stone, fiber cement lap siding and colors proposed for the exterior elevations.

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 two (2) variances from Chapter 400 (Land Development) of the UDO. Although the applicant has not provided any specific reason or demonstrated hardship for these requests, the applicant contends these minor variances are *"in order for use to achieve our goals."*

Analysis and staff recommendation of the two requested variances and two (2) additional variances not requested by the applicant but identified during conceptual rezoning site plan review are provided below.

1. Variance from Sec. 401-4.2. (Streetscapes Required): To waive the 5-foot wide planter requirement between street back of curb and sidewalk on Lots 14-19. Sidewalk shall abut back of curb.

Variance Analysis: The rezoning site plan shows what appears to be a 2.5-foot wide planter strip between the 5-foot wide sidewalk and street roll-back curbing (see Variance #2). Therefore, no variance is required except to reduce the 5-foot wide planter requirement to 2.5-feet (see Variance #3).

Recommendation: No variance is required.

2. Variance from Sec. 401-5.10.b. (Residential Curbing): To allow roll-back curbing in lieu of vertical curbing within the proposed townhome development on Lots 14-19.

Variance Analysis: Because of the 24-foot narrow townhome width and 17-foot driveway width on Lots 14-19, roll-back curbing is appropriate due to the limited space between each driveway apron; therefore, making the transition between the driveway apron and vertical curbing difficult and ineffective.

Recommendation: The Planning Department recommends *approval*.

Additional variances for consideration not requested by applicant:

3. Variance from Table 401-5.2. (Minimum Widths for New Streets and Project Access Improvements): To allow a minimum street width of 27-feet measured back-of-curb.

Variance Analysis: For streets categorized as *Local Street –Residential (Urban)*, the minimum required roadway pavement width is 27-feet excluding concrete curb and gutter which typically measures 1.5-feet wide, per side. Combined, with the 27-foot pavement width and 3-feet of curb and gutter on both sides of the roadway, the code requirement is 30-feet, measured back-of-curb. This 3-feet of additional street width allows for a safer environment for the passage of two vehicles at points where there is on-street parking.

Recommendation: The Planning Department recommends *denial*.

4. Variance from Table 401-4.2. (Streetscape Table): To reduce the 5-foot minimum planter width to 2.5-feet between the sidewalk and (internal) streets.

Variance Analysis: In consideration with the denial recommendation for the reduced street width in Variance #3 above, the 2.5-foot planter width reduction is consistent with other townhome developments in the city and still allows the planting of under-story street trees with a reduced canopy width in the planting area between the townhome buildings and sidewalk.

Recommendation: The Planning Department recommends *approval*.

#### **STAFF RECOMMENDATION:**

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

- A. **Approval** of RZ 25-01, application to amend the City of Snellville Official Zoning Map from RS-30 (Single-family Residential) District to R-TH (Townhome Residential) District.
- B. **Approval** of variance from Sec. 401-5.10.b. (Residential Curbing): To allow roll-back curbing in lieu of vertical curbing within the proposed townhome development on Lots 14-19. A 2.5-foot wide planter is required between the roll-back curbing and sidewalk.



- C. **Denial** of variance from Table 401-5.2. (Minimum Widths for New Streets and Project Access Improvements): To allow a minimum street width of 27-feet measured back-of-curb.
- D. **Approval** of variance from Table 401-4.2. (Streetscape Table): To reduce the 5-foot minimum planter width to 2.5-feet between the sidewalk and (internal) streets.

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

1. The property shall be developed in general accordance with the rezoning site plan entitled “Snellville Townhomes, Rosebud Road, Snellville, GA 30078”, sealed, signed and dated 10-28-24 (stamped received Dec 13 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. A Property Owner’s Association shall be established for the continuous maintenance of all streets, sidewalks, alleys, buffers, open space, landscaping, signage, stormwater detention facility and infrastructure, and recreation and clubhouse areas.
3. All streets, alleys and stormwater management infrastructure shall be privately owned by the Property Owner’s Association.
4. The development and townhome units are to be deed restricted to at least 90% owner-occupied fee-simple single-family ownership while the remaining 10% of the townhome units may be used as non-owner occupied (rental) units. This condition must be incorporated into the Property Owner’s Association documents prior to the release of any certificates of occupancy.
5. A six (6) foot high shadowbox wood privacy fence shall be installed along the southern property line adjacent to Parcels 5100 022, 5100 047, and 5100 016.
6. A minimum six (6) feet wide sidewalk and minimum five (5) feet wide planter is required where the development is adjacent to Rosebud Road, an Urban Minor Arterial Street per the Gwinnett County Road Classification Map.
7. Rear-entry driveway length shall be a minimum of twenty-two (22) feet, measured from garage door to alley pavement edge. Front entry driveway length shall be a minimum of twenty-two (22) feet, measured from garage door to sidewalk.

8. The stormwater management ponds located at the southwestern portion of the site shall be designed as a *wet* extended detention facility, unless topographic, bedrock, or other preventive measures are present that require a dry pond.
9. Except for the cul-de-sac street, cross streets connecting to alleys shall have a minimum width of nineteen (19) feet measured back-of-curb.
10. All buildings shall have twenty (20) feet minimum separation between principal buildings.
11. 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.
12. 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 application and requested variances from the Snellville Unified Development Ordinance at the January 28, 2025 7:30 p.m. Regular Meeting of the City of Snellville Planning Commission.

Following 15-minutes of public comments, by a unanimous vote of 6-0, the Planning Commission recommended the following:

- A. **APPROVAL** of #RZ 25-01, application to amend the Official Zoning Map for the City of Snellville, Georgia from RS-30 (Single-family Residential) District to R-TH (Townhome Residential) District.
- B. **APPROVAL** of variance from Sec. 401-5.10.b. (Residential Curbing): To allow roll-back curbing in lieu of vertical curbing within the proposed townhome development on Lots 14-19. A 2.5-foot wide planter is required between the roll-back curbing and sidewalk.
- C. **DENIAL** of variance from Table 401-5.2. (Minimum Widths for New Streets and Project Access Improvements): To allow a minimum street width of 27-feet measured back-of-curb.
- D. **APPROVAL** of variance from Table 401-4.2. (Streetscape Table): To reduce the 5-foot minimum planter width to 2.5-feet between the sidewalk and (internal) streets.

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2. A Property Owner's Association shall be established for the continuous maintenance of all sidewalks, alleys, buffers, open space, landscaping, signage, stormwater detention facility, and recreation and clubhouse areas.
3. All alleys and stormwater management facilities shall be privately owned by the Property Owner's Association.
4. The development and townhome units are to be deed restricted to at least 90% owner-occupied fee-simple single-family ownership while the remaining 10% of the townhome units may be used as non-owner occupied (rental) units. This condition must be incorporated into the Property Owner's Association documents prior to the release of any certificates of occupancy.
5. A six (6) foot high shadowbox wood privacy fence, or other fence type mutually agreed upon by the developer and adjacent property owners (Parcel 5100 022, 5100 047, and 5100 016) shall be installed along the southern property line unless waived in writing by the property owner(s) of these parcels.
6. A minimum six (6) feet wide sidewalk and minimum five (5) feet wide planter is required where the development is adjacent to Rosebud Road, an Urban Minor Arterial Street per the Gwinnett County Road Classification Map.
7. Rear-entry driveway length shall be a minimum of twenty-two (22) feet, measured from garage door to alley pavement edge. Front entry driveway length shall be a minimum of twenty-two (22) feet, measured from garage door to sidewalk.
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