



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

CASE SUMMARY

June 23, 2026

CASE NUMBER:	#CIC 26-01
REQUEST:	Change In Conditions
LOCATION:	2380 Wisteria Drive, Snellville, Georgia
SIZE:	2.677± Acres
TAX PARCEL:	5038 133
CURRENT ZONING:	TC-R (Towne Center Residential) District
OVERLAY DISTRICT:	TCO (Towne Center Overlay) District
CURRENT FUTURE LAND USE MAP DESIGNATION:	Towne Center
CHANGE IN CONDITIONS REQUEST:	68 Added Units
DEVELOPMENT/PROJECT:	5-Story 272,300 SF Towne Center Flats Residential Building with 239 total units
PROPERTY OWNER:	Shifa Real Estate Investments LLC Duluth, Georgia 30097
APPLICANT/CONTACT:	Mick Kittle, RLA, Senior Land Planner SPG Planners + Engineers Watkinsville, Georgia 30677 706-714-3443 mick@onespg.com
RECOMMENDATION:	Approval with Condition



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

CASE ANALYSIS

June 23, 2026

TO: The Planning Commission

MEETING DATE: June 23, 2026

FROM: Jason Thompson, Director
Department of Planning and Development

CASE NUMBER: #CIC 26-01

FINDINGS OF FACT:

The Department of Planning and Development has received applications from Mick Kittle, RLA, Senior Land Planner, SPG Planners + Engineers (applicant) and Shifa Real Estate Investments, LLC (property owner) requesting a Change in Conditions from the July 22, 2024 approved rezoning and Special Use Permit (RZ 24-03 SUP 24-01) for a 171-unit Towne Center Flats development to increase the number of units for a total of 239 units on a 2.677 +/- acre site, zoned TC-R (Towne Center Residential) District for a proposed 5-story, Towne Center Flat residential building with 239 mix of one-, two-, three-bedroom units located in the Towne Center Overlay District at 2380 Wisteria Dr, Snellville, Georgia (Tax Parcel 5038 133). Due to the 68 additional units, the Units Per Acreage (UPA) will increase from 63.88 to 89.28.

The 2.677± acre site is located a quarter of a mile southeast from the \$140 million The Grove at Towne Center at the intersection of Wisteria Drive and Hugh Drive, across from the Snellville Post Office on the former Ryan's Steakhouse site at 2380 Wisteria Drive, Snellville.

The proposed development is adjacent to several commercial-retail and public uses, zoned BG (General Business) District including the Childcare Network to the north; Wisteria Village

Shopping Center to the east; and Snellville Post Office to the south. To the west is the Snellville Historical Cemetery, zoned CI (Civic-Institutional) District.

REQUEST:

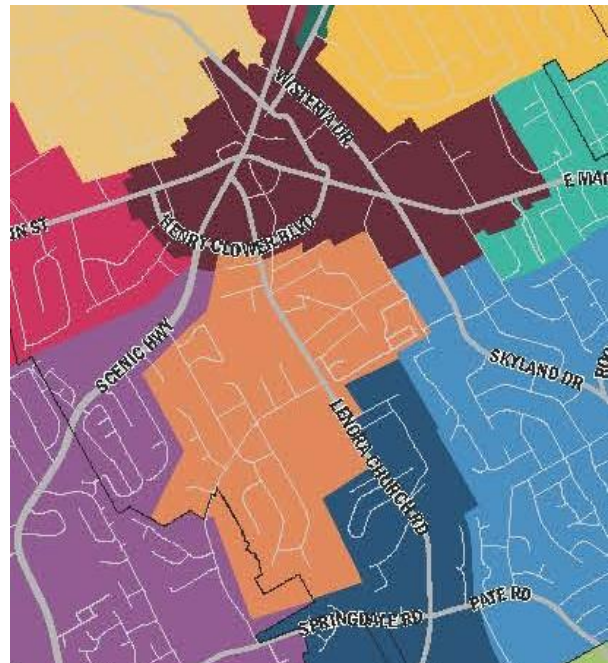
The applicant is requesting to change the previously approved conditions to add 68 units to the development. Per the Applicant's letter of intent the additional units would help to meet the area's growing housing demands, promote efficient land use, and to improve the feasibility of the project.

SNELLVILLE 2045 COMPREHENSIVE PLAN RECOMMENDATION:

On 2-26-2024, city leaders adopted the Snellville 2045 Comprehensive Plan with development of the plan beginning in July 2023. The Plan serves as the foundation for the city's future and is a community-driven plan, focused on an aspirational vision of the future and identifying the issues and opportunities that matter most to residents, employees, and local businesses in achieving that vision. The plan presents strategies to address the community's concerns, with an emphasis on what can be done over the next five years (2024 to 2029).

The development site is located within the central portion of the Towne Center Character Area identified on the recently adopted Snellville 2045 Future Development Map and shown in maroon to the right. The property is also classified as *Towne Center* on the Snellville 2045 Comprehensive Plan Future Land Use Map with this land use category described as “a variety of retail, civic, office, single-family or multi-family residential and recreational uses in a walkable environment.” The proposed changes in conditions would not differ from this vision in the Comprehensive Plan.

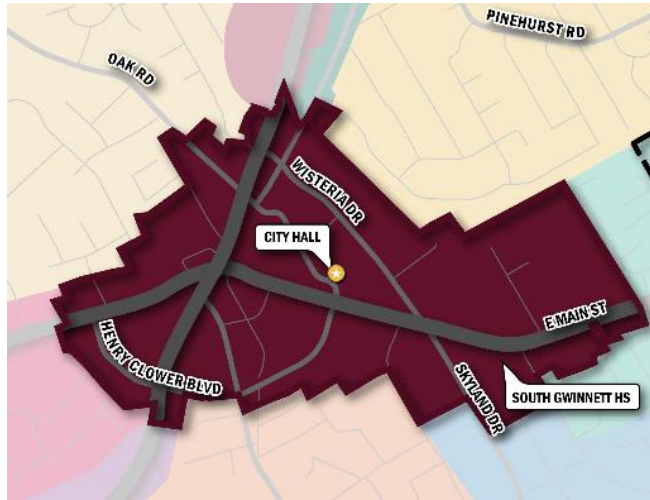
The following provides a description for the Towne Center Character Area, as well as predominate land uses, vision statement, and key implementation strategies:



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

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

Land Use:

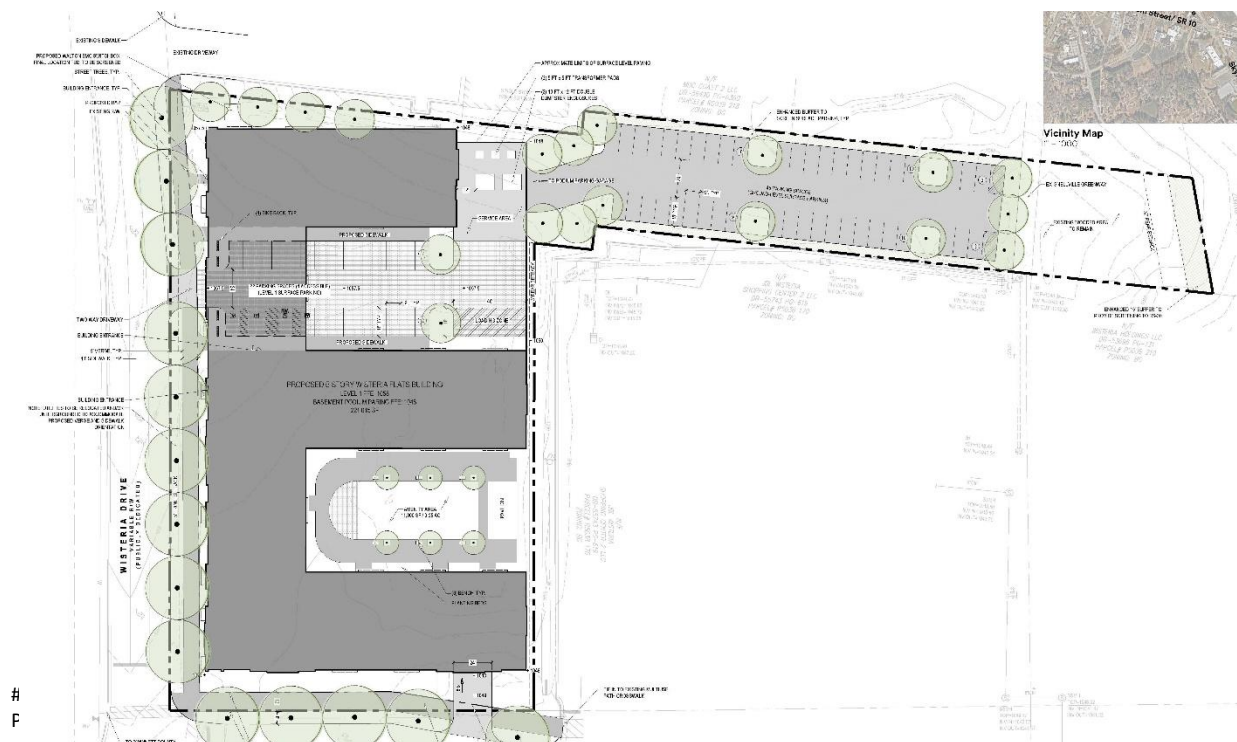
- LU-2: Support the development of live/work/play/learn communities.
 - LU-2.2: Pursue density in targeted areas of the community.
 - LU-2.3: Promote redevelopment of opportunities of underused sites into mixed-use projects.
 - LU-2.4: Ensure access to green space in dense, high-activity areas of Snellville.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

Housing:

- 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.

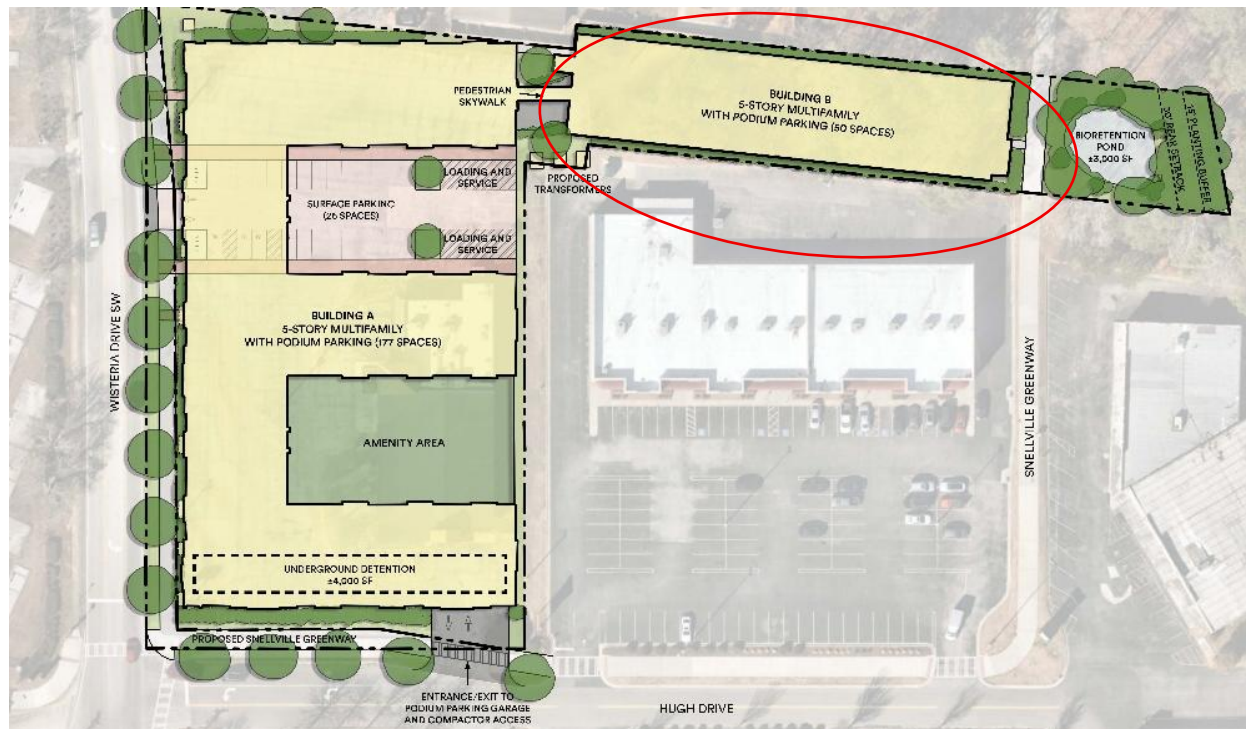
SITE PLAN ANALYSIS:

The conceptual rezoning site plan from the original approved rezoning dated 5-14-2024 (below) shows the general layout of the 2.677± acre site and 5-story 221,015 sq. ft. Towne Center Flats building consisting of one-, two-, and three- bedroom units with 171 total units for a gross density of 63.88 UPA.



71 onsite ground-level surface parking spaces are provided, as well as 177 spaces on the first level podium-parking garage. An 11,000 sq. ft. amenity area with pavilion is centrally located within the U-shaped building. Access to the development is through a two-way driveway at Wisteria Drive and two-way driveway at Hugh Drive. A proposed 10-foot wide pedestrian sidewalk along Wisteria Drive will connect to the existing 10-foot wide sidewalk along High Drive. The existing 12-foot wide Snellville Greenway Trail located on the eastern portion of the site will remain. An enhanced 15-foot buffer is shown to provide screening to the adjacent RS-30 zoned property (Parcel 5039 035R) to the east.

The updated site plan, dated 5-12-2026, with added units is included below.



The proposed change in conditions would add the new units within “Building B”(circled in red). “Building B” will be a 5-story 16,200 sq.ft. Towne Center Flats building consisting of 68 new one- and two-bedroom units, resulting in a new unit count of 239 total for both buildings. The additional units will calculate a new density of 89.28 UPA. Connecting the two buildings will be a “pedestrian skywalk” to allow travel between the two.

BUILDING ELEVATIONS:

The application submittal included conceptual building elevations for each of the four elevations of the proposed 5-story 221,015 sq. ft. 65-foot tall Towne Center Flats building including the proposed exterior material finishes 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.

TRAFFIC IMPACT ANALYSIS:

The applicant submitted a Traffic Impact Study, prepared May 7, 2026 by A&R Engineering, Inc. for SPG Planners + Engineers based on a mid-rise multi-family residential development consisting of 239 units in downtown Snellville.

The purpose of the traffic impact study is to identify the traffic impacts associated with the proposed development on the surrounding roadway network. 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, March 26, 2024. Gwinnett County schools were in session.

Vehicle Trip Generation Results

The proposed Towne Center Flats development will generate 1,070 net new daily (24-hour) trips. The highest peak hour volume, for the driveway access locations, is expected during the AM peak hour with 93 total peak hour vehicle trips (21 inbound and 72 outbound). The PM peak hour expects to have 89 total peak hour vehicle trips (57 inbound and 32 outbound) as shown in the Table 4 below:

TABLE 4 – TRIP GENERATION FOR PROPOSED DEVELOPMENT								
Land Use	Size	AM Peak Hour			PM Peak Hour			24 Hour
		Enter	Exit	Total	Enter	Exit	Total	Two-Way
ITE 221 – Multifamily Housing	239 Units	21	72	93	57	32	89	1,070

Future Traffic Operations

The future “No-Build” and “Build” traffic operations were analyzed using the volumes in Figure 6 and Figure 7 of the study, respectively. The results of the future traffic operations analysis are shown below in Table 5. The results of the future traffic operations analysis show that all the study intersections will operate at a level-of-service “D” or better in both the AM and PM peak hours.

TABLE 5 – FUTURE 2028 INTERSECTION OPERATIONS					
Intersection		LOS (Delay)			
		NO-BUILD		BUILD	
		AM Peak	PM Peak	AM Peak	PM Peak
1	<u>Wisteria Drive @ Hugh Drive</u>				
	-Eastbound Approach	C (17.5)	C (20.0)	C (18.4)	C (21.4)
	-Westbound Approach	B (14.7)	D (29.2)	C (19.5)	E (44.8)
	-Northbound Left	A (0.0)	A (8.8)	A (0.0)	A (8.8)
	-Southbound Left	A (8.9)	A (8.6)	A (8.9)	A (8.8)
2	<u>Wisteria Drive @ Site Driveway 1</u>				
	-Westbound Approach	-	-	C (17.0)	C (21.7)
	-Southbound Left			A (8.8)	A (8.5)
3	<u>Hugh Drive @ Site Driveway 2</u>				
	-Eastbound Left	-	-	A (7.3)	A (7.6)
	-Southbound Approach			A (8.7)	A (9.2)

Conclusions and Recommendations of the Traffic Study:

Traffic impacts were evaluated for the proposed 239 units of mid-rise multi-family residential development that will be located at 2380 Wisteria Drive in Snellville, Georgia. The development proposes access at the following existing driveway locations:

- Site Driveway 1: Full-access driveway on Wisteria Drive
- Site Driveway 2: Full-access driveway on Hugh Drive

Existing and future operations after completion of the project were analyzed at the intersections of:

- Wisteria Drive @ Hugh Drive
- Wisteria Drive @ Site Driveway 1
- Hugh Drive @ Site Driveway 2

The analysis included the evaluation of Future operations for “No-Build” and “Build” conditions, both of which account for increases in annual growth of through traffic. The results of the future traffic operations analysis show that all study intersections will operate at a satisfactory level-of-service “D” or better in both the AM and PM peak hours.

The following access configuration is recommended for the site driveway intersections.

- Site Driveway 1: Full access driveway on Wisteria Drive
 - One entering and one exiting lane (Existing).
 - Stop-sign controlled on the driveway approach with Wisteria Drive remaining free flow.
 - A northbound right turn lane on Wisteria Drive for entering traffic.
 - Provide/confirm adequate sight distance per AASHTO standards.
- Site Driveway 2: Full access driveway on Hugh Drive
 - One entering and one exiting lane (Existing).
 - Stop-sign controlled on the driveway approach with Hugh Drive remaining free flow.
 - Provide/confirm adequate sight distance per AASHTO standards.

During site development plan review, Gwinnett County Department of Transportation and the City Engineer is responsible for review and approval of the proposed access drives at Wisteria Drive and Hugh Drive.

CONCLUSION AND STAFF RECOMMENDATION:

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

- A. **APPROVAL** of CIC 26-01, application to change the conditions of the original rezoning and Special Use Permit (RZ 24-03 SUP 24-01) for a 171-unit Towne Center Flats development to increase the number of units for a total of 239 units on a 2.677 +/- acre site, zoned TC-R (Towne Center Residential) District for a proposed 5-story, Towne Center Flat residential building with 239 mix of one, two, and three-bedroom units located in the Towne Center Overlay District at 2380 Wisteria Dr, Snellville, Georgia (Tax Parcel 5038 133).

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

1. All variances and conditions approved 7-22-2024 by the Snellville Mayor and City Council for case #RZ 24-03 AND #SUP 24-01 will remain in full force and effect and will be applied to the development.
2. Except for condition 1, to be replaced as follows
 - a. The property shall be developed in general accordance with the conceptual rezoning site plan entitled "Vespera 2380 Wisteria Drive Snellville GA 30078 Gwinnett County", dated 5-12-2026 (stamped received 5-12-2026) attached as Exhibit "B" and "Proposed Exterior Elevations Sheet Number A1.00", revised 4-21-2026, (stamped received 5-12-2026) attached as Exhibit "C" with modifications permitted to meet conditions of zoning or State, County, and City regulations. Substantial variation from the conceptual rezoning site plan or exterior elevations, 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.