

May 12, 2026

City of Powder Springs
Community Development Department
4483 Pineview Drive
Powder Springs, Georgia 30127

RE: Letter of Intent – Rezoning Application for Mixed-Use Development Consisting of Approximately 15,000-20,000 Square Feet of Commercial Space and 256 Class A Multifamily Units within the Neighborhood Activity Center Future Land Use Area

Current Zoning and Existing Conditions:

The Applicant respectfully submits this Letter of Intent in support of the requested rezoning application for the subject property located within the City of Powder Springs, Georgia (the “Property”). The Property is currently underutilized and is designated as Neighborhood Activity Center within the City of Powder Springs Comprehensive Plan.

The Property is strategically located within an area identified by the City for redevelopment, mixed-use investment, expanded housing opportunities, and activation of commercial corridors. The proposed development is intended to further these goals through a thoughtfully designed mixed-use community that will provide new residential housing opportunities while supporting additional commercial activity and long-term economic growth within the City.

Proposed Development:

The Applicant proposes the development of a high-quality mixed-use project consisting of approximately 256 Class A multifamily apartment units and approximately 15,000-20,000 square feet of neighborhood-oriented commercial space on 5 outparcels. The development will also set aside ~8.77 acres for future commercial development. The proposed commercial uses are anticipated to include retail, restaurant, service-oriented, and other neighborhood-supporting uses intended to serve both residents of the development and the surrounding community.

The proposed residential component will consist primarily of one-, two-, and three-bedroom apartment homes with high-quality interior finishes and modern amenity offerings. Community amenities are anticipated to include a resort-style pool, clubhouse, fitness center, coworking and

business facilities, dog park area, pedestrian gathering spaces, landscaped courtyards, and integrated open space areas designed to encourage walkability and community interaction.

The proposed development is consistent with the vision and goals established within the Springs in Motion Comprehensive Plan, including the City's stated objectives of encouraging mixed-use development and redevelopment opportunities, expanding quality and diverse housing options, enhancing walkability and connectivity, supporting economic development, creating activity centers that serve surrounding neighborhoods, and encouraging investment along key corridors and redevelopment areas.

The proposed development is also directly consistent with the Neighborhood Activity Center future land use designation contained within the Springs in Motion Comprehensive Plan. The Neighborhood Activity Center category is intended to encourage integrated mixed-use development patterns that combine residential and commercial uses in a walkable environment serving surrounding neighborhoods. Importantly, the Comprehensive Plan specifically contemplates multifamily residential and apartment-style housing within these mixed-use areas as part of the City's broader goal of expanding housing diversity and supporting redevelopment opportunities.

The proposed development will help further the City's long-term economic development goals by introducing additional rooftops necessary to support nearby businesses, restaurants, and retail establishments. The addition of neighborhood-serving commercial space within the project will further activate the corridor and create an environment consistent with the City's vision for future mixed-use development.

The development will also significantly increase the tax base of the Property and surrounding area by transforming currently underutilized land into a high-quality mixed-use investment that contributes to the City's long-term economic vitality.

Conclusion:

The proposed rezoning and mixed-use development represent an opportunity to implement the City of Powder Springs' adopted planning goals by introducing a high-quality development that expands housing opportunities, supports local businesses, enhances economic development, and creates a vibrant mixed-use environment within the Neighborhood Activity Center future land use designation.

The Applicant appreciates the opportunity to work collaboratively with City staff, elected officials, and the surrounding community throughout the rezoning process and looks forward to discussing the proposal further.

Respectfully submitted,



Parke Lammerts
Arris Holdings