





**RZ-25-4****Rezoning Application**

Status: Active

Submitted On: 5/9/2025

**Primary Location**0 HIGHLANDS PKWY SE  
SMYRNA, GA 30082**Owner**FOUNTAINS OFFICE PARK LP  
C/O THE SIMPSON  
ORGANIZATION, C/O THE  
SIMPSON ORGANIZATION  
1170 PEACHTREE ST NE SUITE  
2000 ATLANTA, GA 30309**Applicant** J. Kevin Moore  
 770-795-5032  
 w7@mijs.com  
 Emerson Overlook, Suite  
100  
326 Roswell Street  
Marietta, GA 30060

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**Applicant Information****Full Name (i.e., First and Last Name, or Name of Entity):\***

WP South Acquisitions, L.L.C.

**Street Address:\***

3715 Northside Parkway, N.W., Suite 4-600

**City:\***

Atlanta

**State:\***

GA

**Zip Code:\***

30327

**Email Address:\***blake.brady@woodpartners.com;  
brs@woodpartners.com**Phone Number:\***

(404) 965-9965

**Are you the titleholder of the subject property?\***

No

## Titleholder Information

**Full Name (i.e. First and Last Name, or Name of Entity):\***

Fountains Office Park, LP

**Street Address:\***

1170 Peachtree Street, Suite 2000

**City:\***

Atlanta

**State:\***

GA

**Zip Code:\***

30309

**Email Address:\***

Unknown at this time

**Phone Number:\***

Unknown at this time

## Property Information

**Parcel ID:\*** ?

17068100060

**Property Address:\*** ?

3200 Highlands Parkway

**Present Zoning:\***

OI

**Present Future Land Use:\***

I -Industrial

## Development Information

**Proposed Use of Property:\***

Mixed Use

**Floor Area in Sq Ft of Building(s):\***

313056

**Property Acreage:\***

5-10 acres

**Number of Proposed Dwelling Units:\***

250

**Proposed Zoning:\***

MU

**Proposed Density:\***

Residential greater than 4.5 units/acre

**Are you seeking a Future Land Use Change?\***

Yes

**Proposed Future Land Use:\***

MU - Mixed Use

**Is Rezoning a Development of Regional Impact?\***

No

**Project Description:\***

Applicant proposes the development of a mixed-use community consisting of residential and retail contained within a mixed-use, multi-family structure. The proposed structure will be a maximum of five (5) stories in height and contain a maximum of 250 residential units. Parking, amenities, and attendant items will be incorporated as part of the community.

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## Rezoning Analysis

**Number 1: Whether the zoning proposal will permit a use that is suitable in view of the use and development of adjacent and nearby property.\***

The proposed rezoning to the Mixed Use ("MU") zoning category will permit development of the Property for a maximum five-story multi-family mixed-use building. The proposed structure will contain leasing offices and retail space on the ground floor; and further, will contain a maximum of two hundred fifty (250) residential units. The proposed overall development will have active amenity areas for the use and enjoyment of residents and guests. The Property is currently zoned to the City's Office/Institution ("OI") zoning category, and adjacent properties are zoned to the Office Institution, Office Distribution, and General Commercial zoning categories (within the City of Smyrna).

Rezoning of the Subject Property to the MU zoning category will allow for an activation and complementary use with adjoining properties to create a full mixed-use location. Thus, the proposed MU zoning category will allow for a more suitable use of the Property, and one that is more compatible with the uses of adjacent and nearby properties.

**Number 2: Whether the zoning proposal or the use proposed will adversely affect the existing use or usability of adjacent or nearby property.\***

The proposed rezoning will not adversely affect nearby properties. The proposed mixed-use development, consisting of residential and retail, is compatible and consistent with nearby office and distribution uses and other commercial uses located adjacent to and in close proximity to the proposed development.

**Number 3: Whether the property to be affected by the zoning proposal has a reasonable economic use as currently zoned.\***

The current OI zoning category provides limited economic viability; however, the proposed MU zoning category provides for the Property to be developed for a quality community, thus providing a more reasonable economic use for the Property.

**Number 4: Whether the zoning proposal will result in a use which will or could cause an excessive or burdensome use of existing streets, transportation facilities, utilities or schools.\***

The proposed rezoning will not have an excessive or burdensome impact on existing facilities and infrastructure.

**Number 5: Whether the zoning proposal is in conformity with the policy and intent of the land use plan.\***

The proposed use is not in conformity with the existing Industrial Land Use category. However, rezoning to the proposed MU zoning category and corresponding Land Use category will allow for transitory and complementary zoning to occur.

**Number 6: Whether there are other existing or changing conditions affecting the use and development of the property which give supporting grounds for either approval or disapproval of the zoning proposal.\***

Rezoning of the Property to the MU zoning classification for development of the project would allow for a better use than those permitted under the current OI and surrounding zoning classifications. Upgraded roadways and intersections and changing commercial conditions in the area allow a viable opportunity for the proposed mixed-use development which will actually enhance surrounding areas.

**Number 7: Whether the development of the property under the zoning proposal will conform to, be a detriment to or enhance the architectural standards, open space requirements and aesthetics of the general neighborhood, considering the current, historical and planned uses in the area.\***

Architectural standards in the surrounding area will be enhanced by the proposed rezoning due to the high quality of the project.

**Number 8: Under any proposed zoning classification, whether the use proposed may create a nuisance or is incompatible with existing uses in the area.\***

The proposed mixed-use community is neither a nuisance nor incompatible considering the surrounding uses, and is actually a better, more suitable use than allowed under the existing zoning category.

**Number 9: Whether due to the size of the proposed use, in either land area or building height, the proposed use would affect the adjoining property, general neighborhood and other uses in the area positively or negatively.\***

The proposal would positively affect the area and surrounding properties due to the high quality of the mixed-use community proposed for the Property.

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## Acknowledgement

### Applicant Signature\*

- ✔ WP South Acquisitions, L.L.C. -  
Bennett R. Sands, Vice President  
May 9, 2025