



June 21, 2017

Ken Suddreth
Community Development Director
3180 Atlanta Road SE
City of Smyrna, GA 30080

Re: David Weekly Proposed
Rezoning

Dear Ken:

Per your request, we would like to explain why Halpern Enterprises is supporting David Weekley's proposed rezoning of Pod B at Belmont to allow for development of single family homes, rather than the 55+ Senior Apartments that were previously designated for this parcel. As you know, this is the last undeveloped piece of our original 50 acres at this location. Over time, and with the City's approval, our company has modified its master plan on several occasions as a response to changing economic and market conditions. Consequently, the uses currently in place at Belmont have evolved and do not correspond to the original rezoning plan, which is now almost ten years old, although we have consistently maintained our commitment to creating a first-class mixed use community at this location.

The uses designated on the original zoning plan were based upon input from Wood Partners, which in 2008 entered into agreements to purchase land for two multifamily projects on the Belmont site. The first included 274 units of "market rate" luxury rental units, and the second was for 164 "seniors only" (i.e., 55+) rental units. The zoning plan from 2009 shows these projects on Pods B and C, fronting on Atlanta Road, and required that parking for both of these developments be located in structured decks.

Shortly after the zoning process was completed, the recession brought a halt to new real estate developments of any kind, and the sale to Wood Partners fell through. As a result, the Belmont property sat totally vacant for a period of several years. Eventually the Cobb County Board of Education offered to purchase a portion of our land for the new Smyrna Elementary School, and we (and the City) agreed to support this project, even though it wasn't part of the existing zoning plan.

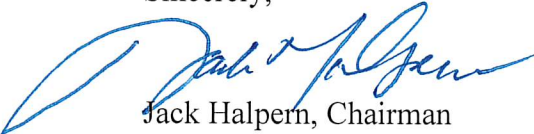
Wood Partners eventually returned to us with a new proposal. They believed market rents could be achieved to justify a new multifamily project, but not if parking was required to be located in structured decks. We asked to modify the prior zoning plan to move the "market rate" luxury rental units to the back of the site, using more land to allow for surface parking, and the City

gave its approval to this change. Shortly thereafter, David Weekly Homes approached us about building single family homes on Pods C and D, and the City agreed to approve their project and modified the zoning plan accordingly. That development is proving to be very successful, as a result of which Weekley has approached our company about expanding their single family community to a portion of Pod B.

Throughout the nearly ten years since the original rezoning plan was approved, we have continued to market Pod B for the 55+ senior rental product, since that use didn't require rezoning and would have provided us with the greatest density and highest potential price for our land. Unfortunately, the numerous multifamily developers to which we (and our brokers) presented this opportunity consistently responded that they did not believe rents at Belmont for a senior rental product would be high enough to support the required project costs. Over time, we have become convinced that 55+ senior apartments is not the highest and best use for this parcel, and that this concept, which we envisioned when the property was rezoned years ago, is simply not economically viable.

Our revised plan is based upon a proven developer in David Weekley Homes, and residential products that have already shown themselves to be well-accepted by the citizens of Smyrna. We would therefore respectfully request that the City approve the requested rezoning and enable us to bring the redevelopment of Belmont to a successful conclusion.

Sincerely,



Jack Halpern, Chairman
Halpern Enterprises, Inc.

c/c: Steve West