



8/3/26

Dear Staff,

Thank you for your email and for your guidance regarding our applications.

Please accept this email as our formal request to amend the pending applications as follows:

- **Land Use Application:** We request that the Land Use application be amended to Neighborhood Center (NC) rather than withdrawn, as discussed. We understand that the Neighborhood Center designation allows up to 50 units, subject to an approved development plan.
- **Rezoning Application:** We request that the Rezoning application be amended to MR-2.

We appreciate your assistance throughout this process and look forward to reviewing the staff's design recommendations. We will keep an eye out for your follow-up email and are happy to work collaboratively to address any comments or recommendations.

Please let us know if any additional information or documentation is needed to process these amendments.

Thank you for your time and assistance.

Sincerely,

Eti Lazarian
Insignia LLC

REZONING APPLICATION

to Amend the Official Zoning Map of DeKalb County, Georgia

APPLICANT/OWNER: JARED SAMPLES

Subject Property Address: 5561 MEMORIAL DRIVE

City: ATLANTA State: GEORGIA Zip: 30318

Parcel ID Number(s): 18-070-03-008

Acreage: 13.8 Commission District(s): 4 Super District: 6

Existing Zoning District(s): C-1 Proposed Zoning District(s): HR-1

Existing Land Use Designation(s): CRC Proposed Land Use Designation(s): TOWN CENTER (if applicable)

I hereby authorize the staff of the Planning and Sustainable Department to inspect the property that is the subject of this application.

☐ Owner ☒ Agent

Signature: 

Date: 6/15/2026

NOTE: PLEASE BE MINDFUL THAT THE APPLICATION AND ALL OF ITS CONTENTS IS A PUBLIC RECORD ONCE SUBMITTED AND ACCEPTED FOR A ZONING CYCLE.

REZONE APPLICATION FEES:

RE, RLG, R-100, R-85, R-75, R-60 MHP, RNC, RSM, MR-1, MR-2	\$500.00
HR-1, HR-2, HR-3 MU-1, MU-2, MU-3, MU-4, MU-5 O-I, OD, OIT, NS, C-1, C-2, M, M-2	\$750.00

DeKalb County does not require payment by wire transfer.
Be aware of scammers and fraudulent emails.

Insignia LLC

June 4, 2026

RE: A Proposed Major Modification at 5561-5567 Memorial Drive, Stone Mountain, Georgia 30083

Dear Property Owner:

We would like for you to join our meeting on Monday, June 8, 2026 from 6:00pm – 7:00pm to discuss a proposed Major Modification for properties located at 5561-5567 Memorial Drive, Stone Mountain, Georgia 30083. Our client, Insignia LLC, is seeking to redevelop the area, which previously operated as a vacant retail center. The proposed development will consist of three-story apartments and approximately forty townhomes. This replaces the prior approvals for the site and is intended to bring new residential opportunities to the community.

Below are the meeting details. The meeting will be held via Microsoft Teams. If you are unable to make it, but would like to learn more, please contact our office at (404) 587-3723 or email us and we will send you a summary of the meeting.

You are invited to our Community Meeting.

When: Mon June 8, 2026 | 6:00 PM

Location: Microsoft Teams Meeting

Please contact our offices if you have any questions regarding the meeting.

Sincerely,

Insignia LLC

June 15, 2026

DeKalb County Department of Planning & Sustainability
Zoning & Land Use Division
330 W. Ponce de Leon Avenue
Decatur, GA 30030

RE: Application for a Land Use Map Amendment (CRC to Town Center) and a Rezoning Application (C-1 to HR-1) for 5561 Memorial Drive, Stone Mountain, GA 30083

To the DeKalb County Planning Commission and Board of Commissioners,

This Letter of Intent is submitted to request a Comprehensive Land Use Map Amendment and a Rezoning for the property located at 5561 Memorial Drive. The subject property consists of approximately 12.8 acres. It is currently developed as an underutilized commercial space.

As the applicant, I request to amend the Land Use Map designation from Commercial Redevelopment Corridor (CRC) to Town Center. I also request to rezone the property from Local Commercial District (C-1) to High-Density Residential-1 District (HR-1).

The intent of this application is to clear the outdated commercial structures. In their place, I plan to construct a vibrant, high-density residential community. The project will bring needed housing options to the Stone Mountain area. The proposed development includes 210 multifamily apartment units and 40 town house units, for a total of 250 residential units across the site. The site layout will provide modern architecture, pedestrian walkways, integrated green space, and dedicated parking. This design will create a safe, upscale, and highly functional neighborhood node.

The requested amendments comply perfectly with DeKalb County's standards for responsible urban growth under Article 7.3.4:

- **Suitability and Character:** The shift to an HR-1 residential district serves as an excellent buffer zone. It sits perfectly between the high-traffic Memorial Drive commercial strip and nearby single-family residential properties.
- **Impact on Nearby Properties:** Replacing the underused C-1 commercial layout with premium town houses and apartments will raise area values. It will also reduce late-night commercial noise and create a community-oriented environment.
- **Infrastructure Capabilities:** The site is positioned perfectly along a primary transit corridor. A full traffic and utility study will be coordinated with county departments to ensure local infrastructure seamlessly absorbs the new residential density.

- **Comprehensive Plan Alignment:** The DeKalb County Comprehensive Plan specifically targets arterial corridors for dense, walkable, "Town Center" style master developments. This project directly carries out that exact vision.

The proposed redevelopment at 5561 Memorial Drive breathes new life into an underperforming commercial asset. It fulfills a critical regional demand for diverse housing. I kindly request the support and approval of the DeKalb County Planning Commission and Board of Commissioners for this application.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jared Samples', written over a horizontal line.

Jared Samples
Applicant

IMPACT ANALYSIS

Land Use Map Amendment Application — Article 7.3.4

1. Will the proposed land use change permit use(s) that are suitable in view of the use and development of adjacent and nearby properties?

- **Yes.** The proposed redevelopment transforms a mixed-use commercial space into a vibrant, high-density residential node. The combination of town houses and apartments aligns with the county's goal of creating walkable "Town Center" environments. It acts as a complementary transition between commercial corridors and nearby residential neighborhoods.

2. Will the proposed land use change adversely affect the existing use or usability of adjacent or nearby property?

- **No.** The redevelopment will not adversely affect neighbors. The addition of modern, well-managed residential units will enhance the area's aesthetic. It will improve local property values and generate less traffic and noise than a high-traffic commercial C-1 use.

3. Will the proposed land use change result in uses which will or could cause excessive or burdensome use of existing streets, transportation facilities, utilities or schools?

- **No.** The proposed land use change is consistent with the infrastructure goals of the area. While adding 250 housing units introduces new residents, the site is positioned directly along a primary transportation corridor equipped for multi-modal transit. The applicant will coordinate a full traffic and utility study with county departments to ensure local infrastructure seamlessly absorbs the new residential density without over-burdening local services.

4. Is the amendment consistent with the written policies in the Comprehensive Plan text?

- **Yes.** Amending the land use designation from CRC to Town Center actively supports the DeKalb County Comprehensive Plan text. The plan explicitly encourages mixed-use, transit-oriented development, and sustainable growth along major arterial corridors.

5. Are there environmental impacts or consequences resulting from the proposed change?

- **No.** No significant environmental consequences are anticipated. The developer will comply with all county environmental and erosion control regulations. The project will properly manage stormwater runoff and protect existing green spaces.

6. Are there impacts on properties in an adjoining governmental jurisdiction in cases of proposed changes near county boundary lines?

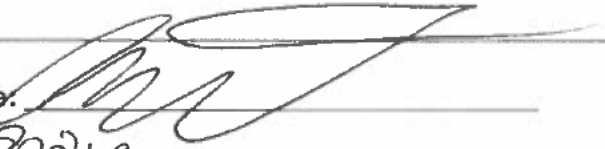
- **No.** The subject property is located well within DeKalb County boundaries. It is not situated near any county or city lines, resulting in zero impact on adjoining jurisdictions.

7. Are there other existing or changing conditions affecting the use and development of the affected land areas which support either approval or denial of the proposed land use change?

- **Yes.** Current market and development trends heavily support this amendment. The shift from heavy, auto-oriented commercial spaces to modern multi-family residential units addresses the urgent regional demand for diverse housing options.

8. Are there impacts on historic buildings, sites, districts or archaeological resources resulting from the proposed change?

- **No.** There are no known historic buildings, sites, districts, or archaeological resources located on or adjacent to the 5561 Memorial Drive property that would be impacted by the redevelopment.

Applicant Signature: 

Date: 6/15/2024

Printed Name: Jared Samples

DEPARTMENT OF PLANNING & SUSTAINABILITY

DISCLOSURE OF CAMPAIGN CONTRIBUTION

In accordance with the Conflict of Interest in Zoning Act, OCGA Chapter 36-67A, the following questions must be answered.

Have you, the applicant, made \$250.00 or more in campaign contribution to a local government official within two years immediately preceding the filing of this application?

Yes: _____ No: X *

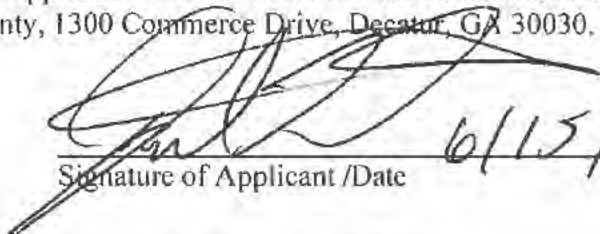
*Notary seal not needed if answer is "No".

If the answer is yes, you must file a disclosure report with the governing authority of DeKalb County showing:

1. The name and official position of the local government official to whom the campaign contribution was made.
2. The dollar amount and description of each campaign contribution made during the two years immediately preceding the filing of this application and the date of each such contribution.

The disclosure must be filed within 10 days after the application is first filed and must be submitted to the C.E.O. and to the Board of Commissioners of DeKalb County, 1300 Commerce Drive, Decatur, GA 30030.

Notary


Signature of Applicant /Date

6/15/2026

Check one: Owner ☐ Agent ☒

Expiration Date/ Seal

AUTHORIZATION

The property owner(s) should complete this form or a similar signed and notarized form if the individual filing the application with the County is not the property owner.

Date: 6/15/2026

TO WHOM IT MAY CONCERN:

I/WE: CHAZ LAZARIAN/INSIGNIA,LLC

Name of Owner(s)

being owner(s) of the subject property described below or attached hereby delegate authority to:

JARED SAMPLES

Name of Agent or Representative

to file an application ~~on my~~our behalf.

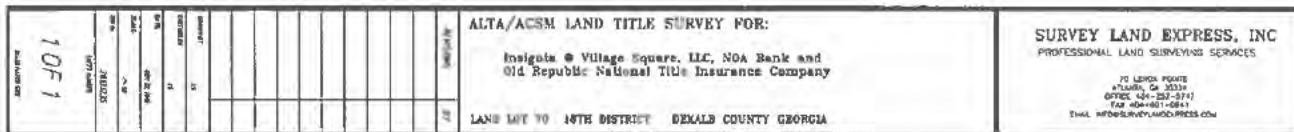


Notary Public

A handwritten signature of the owner, Chaz Lazarian, written over a horizontal line.

Owner

Date: 6/15/2026







FRONT ENTRANCE ON MEMORIAL DRIVE



VIEW DOWN INTERNAL DRIVE



CORNER VIEW FROM INTERNAL DRIVE



EXIT VIEW TO MEMORIAL DRIVE



AERIAL VIEW FROM MEMORIAL DRIVE



AMENITY AREA & CLUBHOUSE



POOL & AMENITY DECK



LEFT ANGLE FROM MEMORIAL DRIVE



DIRECT FRONT FROM MEMORIAL DRIVE



RIGHT ANGLE FROM MEMORIAL DRIVE



ELEVATE
MEMORIAL
TOWNHOME COMMUNITY





APARTMENT BUILDINGS (7 BUILDINGS TOTAL - 30 UNITS EACH) - 3 STORY



FRONT ELEVATION (FACING INTERNAL DRIVE)

REAR ELEVATION

LEFT ELEVATION

RIGHT ELEVATION

APARTMENT SUMMARY

7 BUILDINGS TOTAL
30 UNITS EACH
3 STORIES
210 UNITS TOTAL

TOWNHOMES (40 UNITS TOTAL) - 3 STORY



FRONT ELEVATION (FACING VILLAGE SQUARE DRIVE)

LEFT END ELEVATION

RIGHT END ELEVATION

TOWNHOME SUMMARY

40 UNITS TOTAL
2 CAR GARAGES

SITE AMENITY & CLUBHOUSE



FRONT ELEVATION (FACING AMENITY AREA)

REAR ELEVATION (FACING POOL)

AMENITY SUMMARY

CLUBHOUSE
LEASING / LOUNGE
FITNESS ROOM
RESTROOMS
POOL & DECK
OUTDOOR LOUNGE

SITE ELEVATION CONTEXT (NOT TO SCALE)



APARTMENT BUILDING (30 UNITS)

APARTMENT BUILDING (30 UNITS)

APARTMENT BUILDING (30 UNITS)

AMENITY / CLUBHOUSE

APARTMENT BUILDING (30 UNITS)

APARTMENT BUILDING (30 UNITS)

TOWNHOMES (40 UNITS)



MEMORIAL DRIVE

INTERNAL DRIVE

INTERNAL DRIVE

AMENITY AREA

INTERNAL DRIVE

PARKING / DRIVE AISLE

VILLAGE SQUARE DRIVE



ELEVATE
MEMORIAL
TOWNHOME COMMUNITY

PROJECT SUMMARY

SITE AREA: 10.177 ACRES
APARTMENT UNITS: 210 UNITS (7 BUILDINGS)
TOWNHOME UNITS: 40 UNITS
TOTAL UNITS: 250 UNITS



DeKalb County
GEORGIA

(404) 371-2155 (o)
www.dekalbcountyga.gov

Government Services Center
178 Sams Street
Decatur, GA 30030
www.dekalbcountyga.gov/planning

DEPARTMENT OF PLANNING & SUSTAINABILITY

Chief of Executive Officer
Lorraine Cochran-Johnson

Director
Juliana A. Njoku

PRE-APPLICATION FORM

REZONE, SPECIAL LAND USE PERMIT, MODIFICATION, AND LAND USE

(Required prior to filing application. Signed copy of this form must be submitted at filing.)

Applicant(s) Name: Jared Samples Phone: [REDACTED]

Email: [REDACTED] Commission District(s): 4 & 6

Property Address: 5561 Memorial Drive, Stone Mountain 30083

Tax Parcel ID: 18 070 03 008 Acreage: 13.08

Existing Use: SHOPPING CENTER. Proposed Use: Multi-family development.

Supplemental Regs: TBD. DEPENDING ON FINAL PROPOSAL. Overlay District: No

☒ Rezoning: Existing Zoning: C-1 Proposed Zoning: MR-2

DRI: Square Footage/Number of Units:

Rezoning Request: Rezone to MR-2 to develop 310 residential units.

☐ Land Use Plan Amendment - Existing Land Use: CRC Proposed Land Use: Consistent ☐ Inconsistent ☐

Land Use Amendment Request: LP amendment for greater density for subject site within a mile of a Town Center. Adjacent properties are CRC.

☐ Special Land Use Permit Article Number(s) 27- n/a

Special Land Use Request(s):

☐ Major Modification - Existing Zoning Conditions: None

Major Modification Request: n/a

Condition(s) to be modified: n/a

DEPARTMENT OF PLANNING & SUSTAINABILITY

WHAT TO KNOW BEFORE YOU FILE YOUR APPLICATION

Pre-submittal Community Meeting: 06.08.2026 w/15-day notice Calendar Dates: CC: 08.18.2026 (Zoom)

PC: 09.01.2026 (Zoom)

BOC: 09.24.2026 (In-Person)

Letter of Intent: X Impact Analysis: X Owner Authorization(s): X Campaign Disclosure: X

Public Notice, Signs: X Tree Survey, Conservation (if applicable): N/A

Submittal Format:

ONE (1) COMBINED, PDF DOCUMENT UPLOAD via OUR ONLINE PORTAL.

Site Plan Checklist, if applicable:

- | | | |
|---|---|------------------------|
| * Density | * Frontage | * Sidewalks |
| * Density Bonuses | * Street Width | * Fencing/Walls |
| * Mix of Uses | * Landscape Strips | * Building Height |
| * Open Space | * Parking - Auto | * Building Separation |
| * Enhanced Open Space | * Parking - Bicycle | * Building Orientation |
| * Pedestrian Plan | * Screening | * Streetscapes |
| * Lot Size | * Perimeter Landscapes | * Garages |
| * Setbacks: front, sides, side corner, rear | * Bldg Materials: Roof, Fenestration, Façade Design | |

Possible Variances: Variances may be sought. Site plan appears to be in conceptual phases.

Comments: Applicant proposes to rezone to MR-1 for a multi-family development. MR-1 base density is 8 and with bonus densities up to 12. Please review bonus density opportunities in Section 2.12.5, Table 2:6. While CRC allows up to 30 U/Acre, MR-1 permits 8-12 U/ACRE (maximum base density and maximum possible with bonuses). Any proposed HR zoning districts require a Land Use Map Amendment. It was discussed with the Applicant to consider MU zoning districts. (MU-3 permits 12-24 U/acre with bonuses). The subject site is located with a SAP (Small Area Plan) Memorial Drive Corridor. Proposals should align with the mission and goals of the SAP. Please find the SAP on our website. The Applicant should consider Section 5.4.3 (Streetscaping & Landscaping) and new street standards (Parking & Landscaping) 5.4.5 (Transitional buffers), 5.4.6 (Screening). Site plan appears conceptual. However, improvements to the surface parking pond, unit orientation, green space & amenities, enhanced space surrounding detention pond should all be considered.

Planner: Andrea Folgherait, Sr. Planner

Date: May 19, 2026