

Project Narrative for Thompson Bridge Plaza

Revised 1/16/23

LOCATION – 3675 Thompson Bridge Road, 3509/3519/3739 Price Road & 3510 Southers Road

ACREAGE – 43.887 acres +/-

APPLICANT – Northeast Georgia Health Systems, Inc. (NGHS)

Summary

The accompanying application seeks zoning district change from AR-III & H-B to POD for 43.887 acres +/- of undeveloped property located on Thompson Bridge Road (SR 60), Price Road (SR 136) and Southers Road in north Hall County. The intent is to develop a mixed-use, office-institutional park that will serve future needs of NGHS. The property may be developed in several phases on five lots, with future phases based on future demand in the growing SR 60 corridor. An aggregate square footage of 200,000 SF is requested, in a combination of one and two-story buildings. Parking will be provided per Hall County regulations based on the final usage of each lot. Shared parking may be utilized where there are no conflicts of operating hours. This narrative will propose a unified set of standards for project. The location and proposed use is consistent with the Hall County Comprehensive Plan's designation as an "Activity Center" and appropriate for Hall County's Planned Office Development (POD) District. Initial completion of development is anticipated by 2025.

Site Description

The site has approximately 1400 LF of frontage along Thompson Bridge Road (SR 60), 450 LF along Price Road (SR 136) and 650 LF along Southers Road. A portion of the site along SR 60 is located within the Gateway Corridor Overlay District. The site is comprised of five tax parcels and is irregular in shape. The eastern boundary of the site is primarily Thompson Bridge Road (SR 60) while the southern boundary is Southers Road. An unnamed tributary of Ada Creek is located on the south end of the site. The site contains both cleared areas and random stands of trees with rolling topography. Public water is available through the City of Gainesville and is located in the Thompson Bridge Road (SR 60), Southers Road and Price Road (SR 136) rights-of-way. City of Gainesville public sewer is located south of the property at the intersection of Southers Road. All other dry utilities are located within a reasonable distance for service extensions. There are no known impediments to its successful development for the purposes intended.

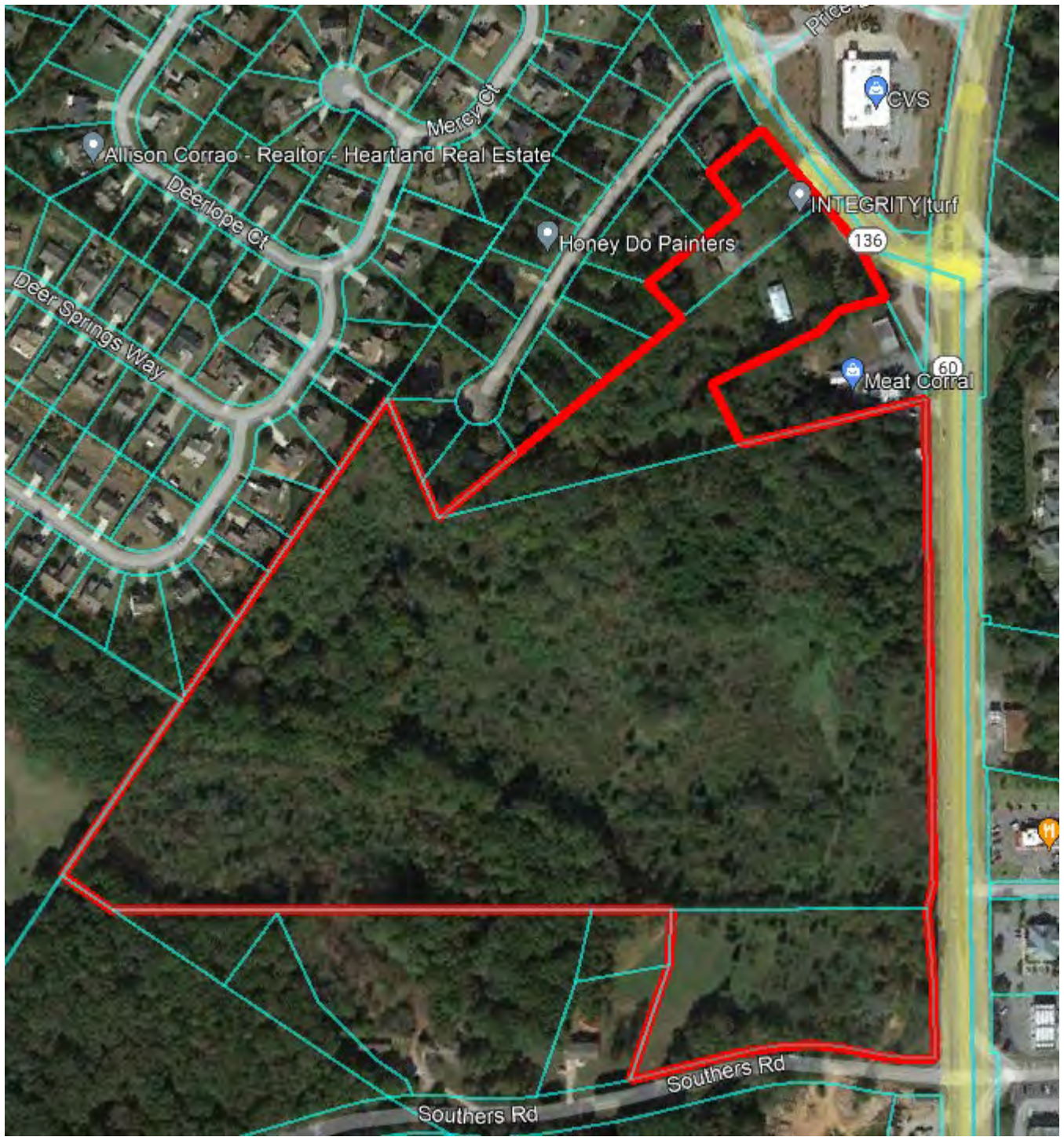
Adjacencies

The property is surrounded by residential zonings R-1 to the north and west and AR-II and to the east. The parcel to the east (across Thompson Bridge Road) contains a shopping center zoned PCD.

Access

Access to the property is planned from Thompson Bridge Road (SR 60) and Price Road (SR 136), subject to GDOT approval, and from Southers Road, subject to Hall County approval. SR 60 access is proposed as right-in/right-out only and the SR 136 location as a full access intersection. The intersection of Southers Road and Thompson Bridge Road is a full access intersection with an existing left turn lane. Two access points from Southers Road to the property are additionally proposed.

Aerial View



Proximity to Other Uses

- Nearest distance to undeveloped commercial property – parcel 10103 000094 zoned H-B, at 3808 Eades Drive.
- Nearest distance to developed commercial property – parcel 10104 000021 zoned H-B, at 3695 Thompson Bridge Road.
- Nearest distance to a single family home – a single family home at 3761 Price Drive is located within 15’ of the western boundary.
- Nearest distance to a subdivision – The Price Place S/D is located immediately west of the property.

Comprehensive Plan Consistency

The project is consistent with the “Activity Center” of the Future Land Use Map and the primary future land uses notes as:

- Employment Activity Centers: Master planned business park or industrial park, mid-rise office
- Mixed Use Centers: Retail, office, higher density residential (including multi-family), civic uses, open/park space

The proposed project is consistent with the Goals, Policies and Objectives of the Comprehensive Plan and is not known or believed to be in conflict with any of the above.

Hall County Gateway Corridor Overlay District (GCOD)

The site is within the Hall County Gateway Corridor Overlay District. The following items require a variance from the ordinance

Signage:

- Allow internally illuminated signs on the buildings and monument signs.
- Allow wall signs on all 4 sides of a buildings.
 - Quantity: one (1) per Tenant, per Wall Elevation
 - Sign Area: 150 sq. ft. per elevation, for single tenant; 175 sq. ft. combined, per elevation, for multiple tenants
- Allow one (1) Campus Monumental Sign at the intersection of SR 60 and Southers Road
 - Sign may be curved, angled (possibly greater than 60 degrees) or straight configuration, as needed
 - Stone sign structure will be approx. 6’ above grade, however sign structure may be incorporated into a retaining wall which could increase overall height.
 - Sign Panels: 96 sq. ft. each, 1 per street elevation
 - 170 sq. ft. permanent banner frames to display 90 sq ft banners, 1 per street elevation. Banners will be in place continuously and will change periodically.
- Allow one (1) Campus Entry Pylon at each Campus Entry Drive
 - Materials: Stone Base w/ fabricated aluminum sign cabinet
 - Sign Area: 96 sq. ft.
 - Height: 12 ft. above street grade
 - Setback: 5’ from R/W
- Allow Building Monuments with

- Aluminum Pylon without masonry base
- Sign Area: 64 sq. ft.
- Height: 10 ft. above street grade
- Setback: 5' from R/W
- Allow one (1) freestanding or building mounted Directory sign per building entry
 - Aluminum Pylon without masonry base
 - Sign Area: 44 sq. ft.
 - Height: 8' above street grade

Building Orientation:

- Allow buildings to orient inward and away from SR 60, provided no parking shall occur between the building and SR 60.

Building Materials:

- Allow basic architectural theme as shown on attached renderings.
- Allow TPO roofing materials for any flat roof building areas.

Hall County Tree Ordinance

The Applicant requests a variance from Chapter 17.280 of the Hall County Code of Ordinances. The Applicant commits to submitting a landscape plan (to include tree planting) with any Land Disturbance Permit for review by the Director.

Proposed Uses

The project may contain a variety of uses consistent with those allowed in the O-I district and specifically as shown below:

- Medical Office Buildings
- Out Patient Surgical Facility
- In Patient Care Facility (Hospice Unit – 28 beds)

Additionally, and in addition to the uses listed above, we request a limited amount of commercial space (near the Price Road Entrance) for the following uses:

- Retail or Retail Service Establishment (Pharmacy, Medical Device Sales)

DRI/Traffic Impact Study

Based on the applicable DRI threshold of 400,000 SF for office building development, it is our determination that a DRI will not be required for the site. Peak hour volumes are shown below:

ITE Land Use Category	ITE Code	SF	AM Peak per 1000	AM Peak Total	PM Peak per 1000	PM Peak Total
Medical Office Building	720	200000	2.79	558	3.46	692

Project Dimensional Standards

POD DEVELOPMENT STANDARDS	
Minimum Lot Area	15,000 sf
Minimum Lot Frontage	100 Ft
Front Setback	25', 15' add. per bldg story
Side Setback	20 Ft
Rear Setback	10 Ft
Exterior Buffer to Residential Zoning	25 Ft
Total Acreage	43.89 Acres
Parking Ratio	Per Hall County Guidelines
Maximum Total Building Floor Area	200,000 sf

Conceptual Master Plan

The development of Thompson Bridge Road Tract shall be controlled by the Conceptual Master Plan (the "Plan") attached as exhibit "B". The plan is considered conceptual in nature, and as such may require modifications during the engineering and development process. Modifications to the locations and arrangement of buildings, roads, and other improvements that do not conflict with specific standards and requirements of these conditions may be made by the Developer or End User, so long as such modifications do not change the land use, increase the overall density of the project or reduce any established exterior buffers or setbacks.