



October 19, 2023

Project Narrative for 2455 Floyd Road

LOCATION: 2455 FLOYD ROAD
PARCEL: 15022 000037
ACERAGE: 6.93 ACRES
APPLICANT: GREENLEAF INVESTMENT PARTNERS L051, LLC

SUMMARY

The accompanying application requests a rezoning from AR-IV to PRD for the 6.93-acre subject property to redevelop an existing mobile home park located at 2455 Floyd Road. The proposal is to develop 44 units of quality build-to-rent housing under Hall County's PRD (Planned Residential Development) District. The proposed use is consistent with Hall County's Comprehensive Plan for "residential" use and appropriate for Hall County's Planned Residential Development (PRD) District and for this location. Completion of this development is anticipated by Q4 of 2026.

SITE DESCRIPTION

The parcel has primary access from Floyd Road with approximately 425 LF of frontage. An existing unpaved road within a 30' easement lies to the subject property's southeast (variously identified as Floyd Lane, Bob Alley, Road, and John Brown Road). The site is developed as a mobile home park with two (2) single family homes and connections for up to 22 mobile homes. There is a wastewater treatment pond located at the rear of the parcel. There are no wetlands, floodplains, or jurisdictional creeks or streams on subject property. Domestic water supply will be provided by The City of Gainesville and is in the previously described Floyd Lane easement a The City of Gainesville will also provide sanitary sewer service to replace the existing on-site treatment facility. All other utilities are located within a reasonable distance for service extensions. There are no known site impediments to the property's successful development as a multi-family residential build-to-rent development.

ADJACENCIES

The property is surrounded to the north, east and west by undeveloped wooded areas zoned AR-IV, AR-IV/PUD inside the City of Gainesville. There are single-family residences to the south, across Floyd Road, zoned AR-IV.

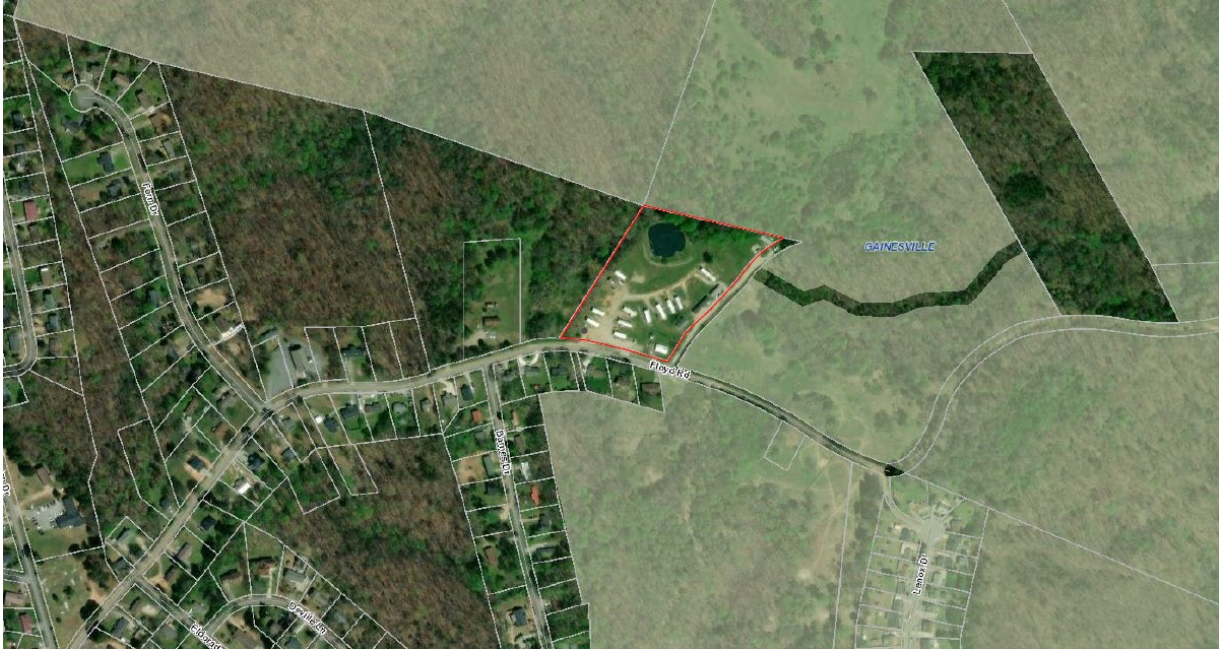
ACCESS

Main access to the property is proposed from Floyd Road. We are also proposing gated emergency-only access from Floyd Lane.

PROXIMITY TO OTHER USES

- Nearest distance to developed commercial property – parcel 15032E002002A zoned I-I, located at 1905 Athens Street.
- Nearest distance to a single-family home – a single-family home at 2426 Floyd Road is located within 100' of the southern boundary.
- Nearest distance to a subdivision – Subdivision at Lenox Drive located Southeast of the property.

AERIAL VIEW



2455 Floyd Rd. Aerial View

COMPREHENSIVE PLAN CONSISTENCY

The project is near an Activity Center node. The proposed development is aligned with the overall goals, objectives, and policies described for that character area. The Comprehensive plan as well as the overall pattern of development in the area support the redevelopment of this existing mobile home park and the continuation of the existing residential use on the subject property.

DEVELOPMENT STRATEGY

The property is planned for build-to-rent multi-family townhomes ranging from 1,350 sf to 1,550 sf. Both 2- and 3-bedroom floorplans will be offered.

PROJECT DIMENSIONAL STANDARDS

Proposed Dimensional Standards	
Acreage	6.96 acres
Density	6.3 du/ac
Exterior Buffer	40'
Minimum Open Space	30%
Sidewalks	5'
Maximum height	35'
Front setback from ROW	20
Rear setback	40'
Side setback	40'

ARCHITECTURAL MATERIALS & SITE IMPROVEMENTS

At a minimum, the Townhome buildings would follow a design theme that would include front facades with a combination of board and batten cementitious panels, cementitious siding, architectural asphalt shingle roofing, with metal accents for select awnings.



**TOWNHOME COMMUNITY
REPRESENTATIVE ARCHITECTURE**

VIEW ALONG FLOYD ROAD
10.18.2023



ENTRANCE MONUMENTATION

The entrance will not be gated. Private streets will be maintained by the owner. At least one mail kiosk or cluster mailbox unit and required parking will be provided and a proposed location is depicted on the submitted concept plan. The entrance will include a monument sign in conformance with the Hall County Code of Ordinances.

SIGNAGE

The Developer and/or Builder shall be allowed to post permanent directional signs and monuments within the Community to direct traffic and to identify residential and common areas. All permanent internal signage will be outside of any right-of-way or utility easement. Any required easements for landscaping or signage will be recorded as part of the final plat.

WATER AND WASTEWATER DISPOSAL:

The applicant plans to utilize public water and wastewater (via a pump station connected at the adjacent subdivision). The site is currently utilizing a community treatment system that will be decommissioned in accordance with the Georgia Department of Natural Resources regulations.

CONCEPTUAL MASTER PLAN

The community will be developed largely in conformance with the submitted Conceptual Master Plan (the “Plan”) submitted in support of this application. 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, amenities, and other improvements that do not conflict with the specific standards and requirements of these conditions may be made by the Developer, so long as such modifications do not change the land use, increase the gross density of the project, or reduce any approved exterior buffers or setbacks.

PROPOSED MODIFICATIONS TO PRD REQUIREMENTS

- Modification to PRD minimum buffer requirement of 50'. We are requesting a reduction to a 40' landscape buffer. This request is made for consideration and approval by the planning commission.
- The proposed 40' buffer matches the width of the existing vegetated buffer along the western property line and leaves intact the established buffer along the northern property line.
- The proposed 40' landscaped buffer will be supplemented with plantings, where necessary, and a privacy fence to provide a visual buffer between the subject property and the adjacent undeveloped properties.
- We feel that the 40' landscaped buffer with privacy fence will be sufficient to achieve the same outcome as the requirement for a 50' buffer, therefore we respectfully request a reduction in the required width to 40' with a privacy fence as depicted on the submitted site plan.

END OF NARRATIVE



17.380.060. (C) – RESPONSES

1. Whether the zoning proposal will permit a use that is suitable in view of the use, development, and zoning of adjacent and nearby property.
 - a. Yes, the proposed use is compatible with adjacent and nearby property.
2. Whether the zoning proposal will adversely affect the existing use or usability of adjacent or nearby property.
 - a. No adverse effect to existing use or usability of the adjacent property is likely.
3. Whether the property to be affected by the zoning proposal has a reasonable economic use as currently zoned.
 - a. The mobile homes currently in use on the subject property are at or near the end of its life cycle.
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, schools, police protection, fire protection, public health facilities or emergency medical service.
 - a. The level of public services and facilities will not be burdened or negatively impacted by the proposed rezoning.
5. Whether the zoning proposal is in conformity with the policy and intent of the future land use plan for the physical development of the area.
 - a. Yes. Redevelopment of the existing mobile home park to a town-home development will help stabilize the surrounding neighborhood and revitalize the Morningside Heights Area.
6. The extent to which property values are diminished by the existing zoning restrictions.
 - a. The current zoning regulations would not permit the proposed development and limit the potential highest and best use for this property.
7. The extent to which the destruction of the subject property's value under the existing zoning promotes the health, safety, morals, or general welfare of the public.
 - a. The continuation of the existing non-conforming situation, if the request were denied, could have the effect of slowing the potential for redevelopment of the area.
8. The relative gain to the public as compared to the hardship imposed upon the individual property owner.
 - a. Improving housing conditions through redevelopment instead of greenfield development is a net gain for the public by using existing infrastructure.
9. The length of time the property has been vacant as zoned considered in the context of land development in the area in the vicinity of the property.
 - a. The current use was established in 1969 prior to the adoption of zoning regulations in Hall County.

10. Whether there are other existing or changing conditions affecting the use or development of the property which give supporting grounds for either approval or disapproval of the zoning proposal.
 - a. The Comprehensive Plan identifies this location as one that is ready for redevelopment, and where existing neighborhoods should be stabilized. New residential uses to replace a 50+ year old mobile home park helps to work towards achieving those goals.
11. Whether the change would create an isolated district unrelated to the surrounding districts, such as "spot zoning."
 - a. The requested zoning, would permit residential uses compatible with the surrounding residential uses, so no isolated district would result in approval.
12. Whether the present zoning district boundaries are illogically drawn in relation to existing conditions in the area.
 - a. No.
13. Whether the change requested is out of scale with the needs of the county as a whole or the immediate neighborhood.
 - a. The requested change will be appropriate in context of the uses of the surrounding property.
14. Whether it is impossible to find adequate sites for the proposed use in districts permitting such use and already appropriately zoned.
 - a. Not impossible, but the PRD request is intended to be applied and considered on a case-by-case basis. This situation does not exist anywhere in the County.
15. Whether the need for rezoning could be handled instead by a variance request to the zoning board of adjustment.
 - a. No.
16. Whether there would be an ecological or pollution impact resulting from major modifications to the land if the request is granted.
 - a. No.
17. Whether there is reasonable evidence based upon existing and anticipated land use that would indicate a mistake was made in the original zoning of the property.
 - a. No.