

**HALL COUNTY BOARD OF COMMISSIONERS
STAFF REPORT**

Applicant Taylor Morrison of Georgia, LLC

Request (A) **Rezone** | from Agricultural Residential 1 (AR-1) & Planned Residential Development (PRD) to Planned Residential Development (PRD)
(B) **Special Use** | to amend conditions of a PRD
(C) **Variance to Section 8.6** | to sign standards

Proposed Use (A) Inclusion of additional parcels for subdivision entrance signs
(B) Inclusion of additional parcels for subdivision entrance signs
(C) Second entrance sign

Size 116.47± acres

Zoning **Current:** Agricultural Residential 1 (AR-1) & Planned Residential Development (PRD)
Proposed: Planned Residential Development (PRD)

Location **3702 & 3703 Friendship Place, 3654 Friendship Road, 3774 & 3746 Friendship Circle** | Tax
Parcels 15048 00241, 15048 000242, 15048 000008, 15048 000007 & 15048 000025C

Commission District One

County Commission Date August 13, 2026

Staff Recommendation (A) **Approval**, as the proposed use is a minor expansion to the zoning of the associated subdivision.
(B) **Approval**, as the proposed use is complimentary with the associated subdivision.
(C) **Approval**, as hardship exists pursuant to the criteria of 11.1.1.D.11.

Record Number..... (A) HZON26-0021
(B) HZCU26-0021
(C) HVAR26-0028

(A) (B) & (C) Staff recommends APPROVAL of the applicant's request with the following conditions:

1. The property shall be developed in accordance with the site plan dated December 6, 2024, sign renderings dated May 6, 2026, and as described in the project narrative received June 10, 2026, modified as necessary for compliance with conditions herein and development standards enforced at the time of site plan approval.
2. All conditions of zoning shall be made a part of any plats or construction plans created for the property.

The following should be considered as an exception to the Unified Development Code of Hall County, and shall warrant further determination by the Board should it choose to approve the submitted narrative and site plan:

- **Section 8.6.11.C – Entrance Signs – Number** – One sign per street entrance.
 - Two entrance signs proposed at single street entrance.

Summary Analysis

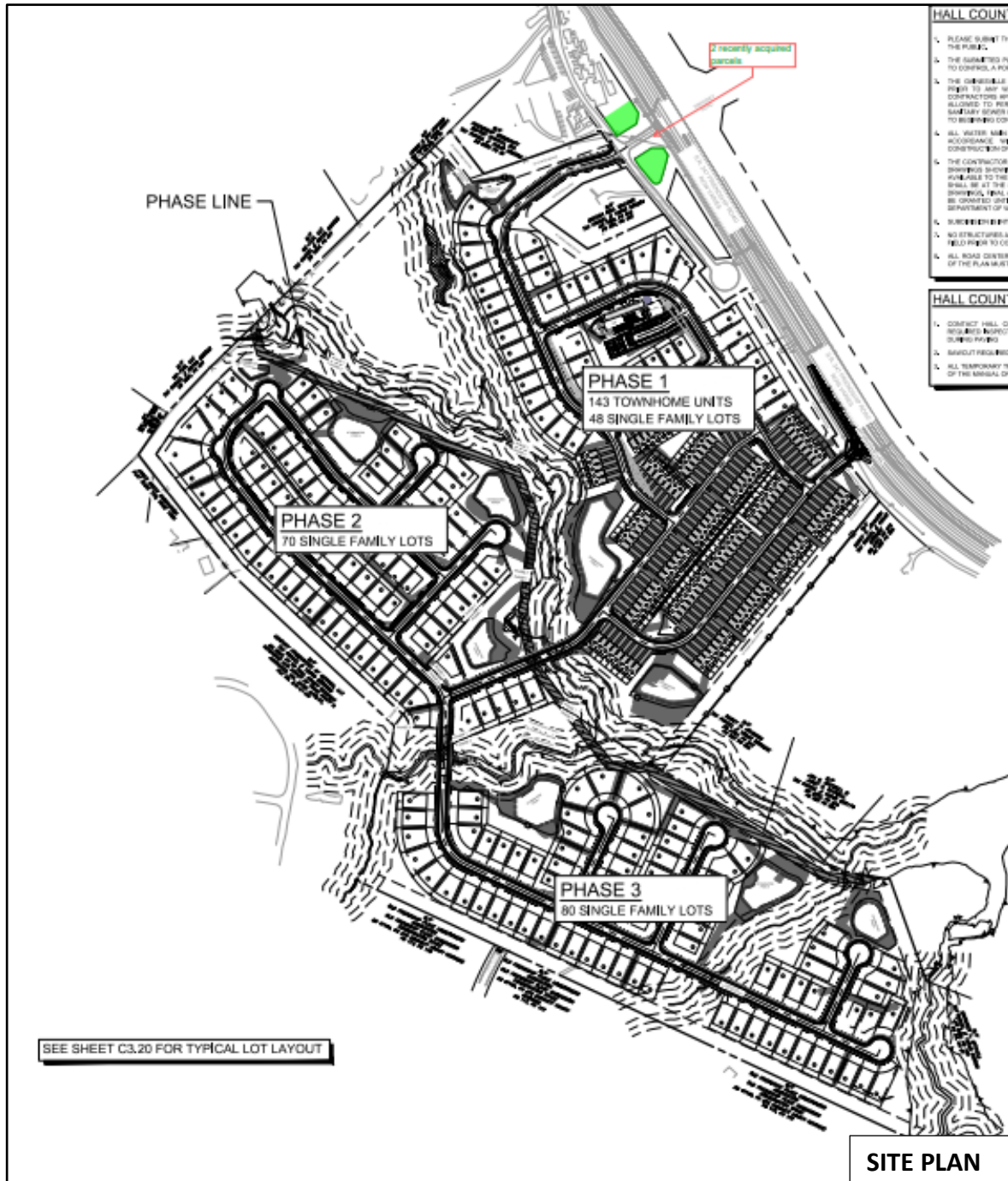
The applicant has submitted three concurrent requests: (A) Rezoning from Agricultural Residential 1 (AR-1) to Planned Residential Development (PRD) for two tracts of 0.21± and 0.25± acres, (B) Special Use to amend conditions of the Weatherfield Subdivision, a Planned Residential Development (PRD), and (C) Variance to Section 8.6 to allow a second entrance sign on one of the parcels proposed for rezoning and incorporation into the subdivision.

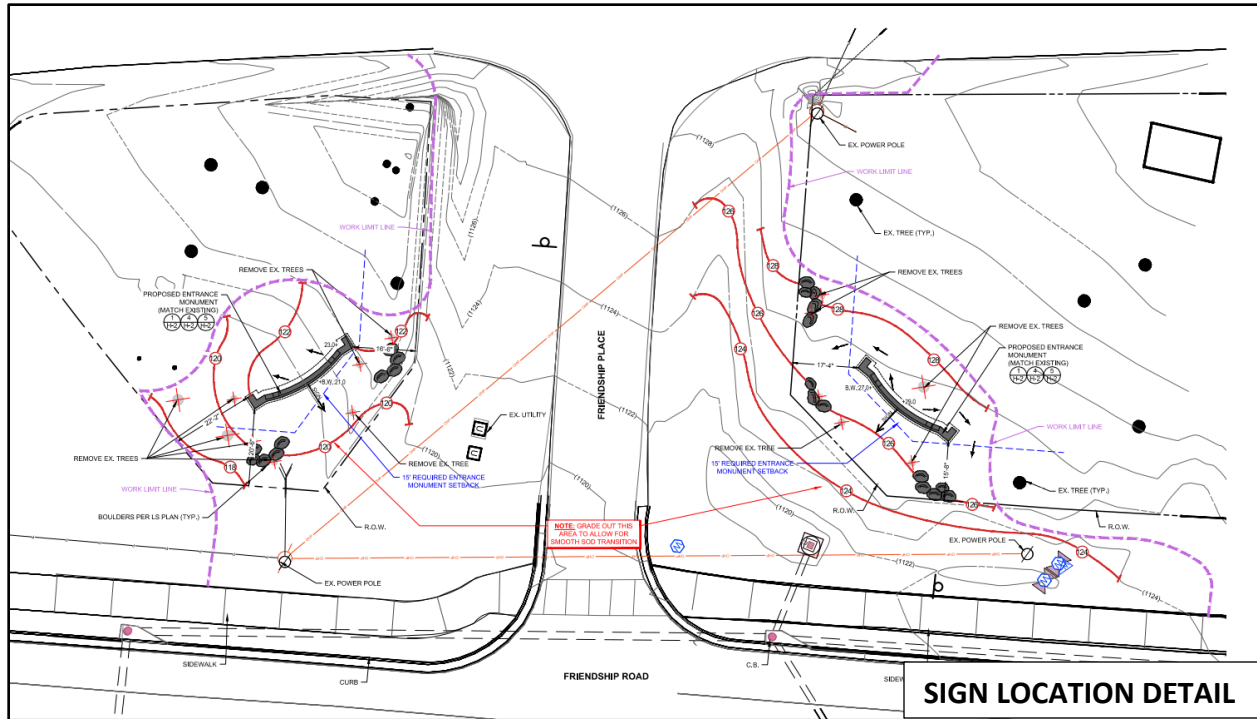
The rezoning for the Weatherfield Subdivision, a 116± acre site, was approved on November 17, 2022, for the development of 143 townhomes, 341 single-family residential lots and amenities (ZON2022-00069). The site is currently under development (HDEV24-0015).

The surrounding properties are zoned and developed as outlined below:

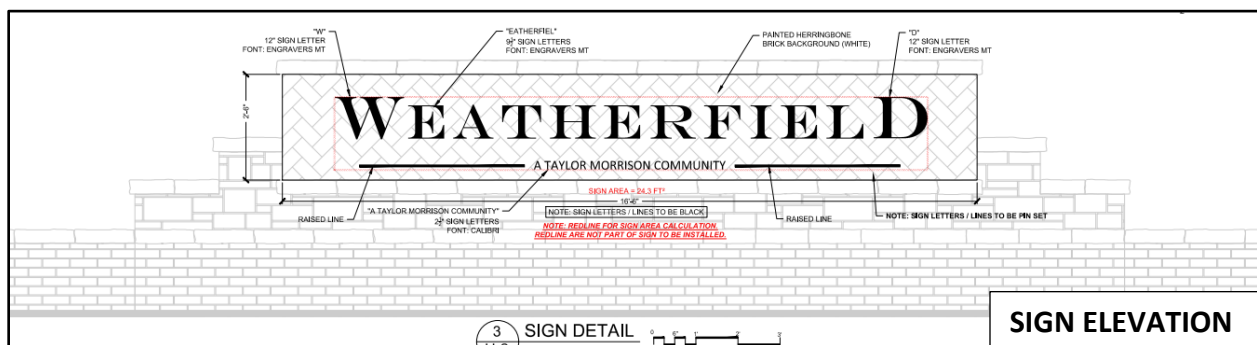
- North: Flowery Branch Heavy Industrial (M-2); Planned Residential Development (PRD): church, 127 lot residential subdivision (in development HDEV24-0072); Agricultural Residential 1 (AR-1): Single-family residence
- East: Agricultural Residential 1 (AR-1): Single-family residences; Highway Business (H-B): single-family residence; Planned Residential Development (PRD): Harrison Farms subdivision (HZON23-0059, HDEV24-0089);
- South: Agricultural Residential 1 (AR-1): Single-family residences; Planned Residential Development (PRD): Estates @ Old Friendship; Gwinnett County
- West: Planned Residential Development (PRD): single-family residences & 127 lot residential subdivision (in development HDEV24-0072); Planned Commercial Development (PCD): undeveloped mixed use development (HZON24-0031); Residential 1 (R-1): single-family residences

Per the submitted narrative and site, the applicant proposes to incorporate two parcels recently acquired from the Georgia Department of Transportation (highlighted in green) into the Weatherfield Subdivision, currently under development, for the purpose of constructing an entrance sign to the subdivision on each parcel.





The proposed entrance sign design meets the applicable size and setback requirements; however, the Unified Development Code permits only one entrance sign per street entrance, and the applicant proposes a sign on each corner, resulting in a total of two signs at the proposed new entrance for the development. A single entrance sign was approved for the original entrance to the subdivision on the northwest corner of Friendship Circle and Weatherly Trail, however not installed (HSGN25-0084).



Although the subject parcels are not designated on the Future Land Use Map due to their previous use as right-of-way, adjacent parcels on the west side of Friendship Road, including the Weatherfield Subdivision, are designated as Regional Activity Center. Therefore, it is reasonable to consider the two parcels proposed for rezoning as consistent with that designation. Based on the future land use plan, staff finds the requested rezoning *is consistent* with the Hall County Comprehensive Plan and the future land use designation of “Regional Activity Center.” Regional Activity Nodes and Corridors are areas that either already bring visitors from the region or can support future development with a regional draw. New development in these areas should include a combination of retail, office, civic, and residential uses that can contribute to a live-work-play environment. This range of development types may not always be at

the same intensity across the county: new development needs to be scaled in the context of the area's infrastructure capacity. New development should also emphasize high-quality building and site design, including dedicated open/civic space, walkability, and a sense of place. Where there is residential development, a maximum density of up to 16 dwellings per acre may be permitted at the discretion of the BOC.

(A) & (B) Zoning Analysis

When considering a zoning amendment or a use subject to approval of the County Commission, the Commission must study the need and justification for the change based on a determination of the facts applicable to the particular case, and the following general lines of inquiry must be considered:

- a) Whether the zoning proposal will permit a use that is suitable in view of the use, development and zoning of adjacent and nearby property; **The rezoning and special use are suitable in view of the approved subdivision to which the parcels would belong.**
- b) Whether the zoning proposal will adversely affect the existing use or usability of adjacent or nearby property; **The zoning and special use proposal do not appear to adversely affect the existing use or usability of adjacent properties as Friendship Place is the entrance to the Weatherfield Subdivision.**
- c) Whether the property to be affected by the zoning proposal has a reasonable economic use as currently zoned; **The two parcels proposed for rezoning have limited reasonable economic use under their current zoning. Due to their small size and status as former right-of-way parcels, they are not suitable for conventional commercial or residential development.**
- d) 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; **The incorporation of the subject parcels into the Weatherfield Subdivision for use as entrance signage is not anticipated to cause an excessive or burdensome use of the existing streets, transportation facilities, utilities, schools, police protection, fire protection, public facilities, or emergency medical service.**
- e) 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; **The proposed rezoning and special use are consistent with the Regional Activity Centers future land use designation and the adjacent Weatherfield Subdivision.**
- f) The extent to which property values are diminished by the existing zoning restrictions; **Staff is unable to determine the extent to which property values are affected by the existing zoning restrictions.**
- g) 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; **Staff is unable to comment on the impact of property values without a full market analysis. Multiple factors impact property values including construction types, proposed uses, and maintenance. Often it is**

difficult to determine the effect of a development on adjacent properties until the development is completed.

- h) The relative gain to the public as compared to the hardship imposed upon the individual property owner; **As the properties are currently unzoned, the applicant is unable to utilize them unless they are assigned zoning and incorporated into the Weatherfield Subdivision. Rezoning the parcels allows their functional use while resulting in no identifiable adverse impact to the public.**
- i) 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; **The two parcels proposed for rezoning are recently acquired right-of-way from the Georgia Department of Transportation and are undeveloped.**
- j) 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; **The subject parcels are currently unzoned and consist of former right-of-way, which limits their potential use. Rezoning and incorporating them into the Weatherfield Subdivision is necessary for the applicant to utilize the properties, and no conditions have been identified that would hinder their development for the proposed use.**
- k) Whether the change would create an isolated district unrelated to the surrounding districts; **The proposed rezoning would not create an isolated district, as the two parcels would be incorporated into the adjacent Weatherfield Subdivision and function as part of the existing development.**
- l) Whether the present zoning district boundaries are illogically drawn in relation to existing conditions in the area; **The two parcels subject to the rezoning and special use are currently unzoned because they consist of former Georgia Department of Transportation right-of-way, resulting in boundaries that do not reflect existing development patterns.**
- m) Whether the change requested is out of scale with the needs of the county as a whole or the immediate neighborhood; **No, the request is not out of scale with the needs of the County as a whole or the immediate neighborhood.**
- n) Whether it is impossible to find adequate sites for the proposed use in districts permitting such use and already appropriately zoned; **As the proposed use is for entrance signs to the adjacent subdivision, another site is not suitable for the applicant's intent to provide signage to the subdivision.**
- o) Whether the need for rezoning could be handled instead by a variance request to the Planning Commission; **The request for rezoning could not be handled alternatively as a variance.**
- p) Whether there would be an ecological or pollution impact resulting from major modifications to the land if the request is granted; **Any land disturbance activities on the property shall be required to go through the land development permitting process, and as a result are subject to local, state, and federal regulations. As a result, there are no anticipated ecological or pollution impacts resulting from any modification to the land if the request is granted.**

- q) 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; **There is no indication that a mistake was made in the original zoning, as the parcels are former Georgia Department of Transportation right-of-way**

(C) Zoning Analysis – Variance to Section 8.6, Signs

The Commission may grant variances in individual cases of unnecessary hardship upon a finding of the board that:

1. There are extraordinary and exceptional conditions pertaining to the particular lot in question because of its size, shape, or topography (the hardship must relate to the physical character of the lot and not to a personal or economic hardship); **The Statement of Hardship indicates that the property fronts a heavily traveled multi-lane roadway, Friendship Road, which has a road grade change affecting visibility. Because of these conditions, signage placed on only one side of the subdivision entrance is difficult for motorists to see. The hardship arises from the lot's size, shape, and topography, not from any personal or economic circumstances.**
2. The application of the requirements of this UDC to this particular piece of property would create an unusual hardship; **The application of the requirements of this UDC may limit visibility of the signage due to the property fronting busy multi-lane road with a grade change.**
3. Such conditions are peculiar to the property involved and are not common to other properties in the neighborhood; **The conditions of Friendship Road create visibility issues for traffic.**
4. Such conditions are not the result of any actions of the property owner; **The road conditions of Friendship Road are not the result of any action of the property owner.**
5. Relief if granted, would not cause substantial detriment to the public good or impair the purposes and intent of this UDC; provided, however, that no variance may be granted for a use of land or building or structure that is prohibited by this UDC or for a Conditional Use Permit which has been denied by the Planning Commission; **Granting relief in this case will not directly impair the broader purposes of the Unified Development Code or cause substantial detriment to the public good.**

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11.2.6.E - Submission requirements

1. Any person or persons requesting a change in the official zoning map or use subject to approval of the County Commission must file an application with a plat or map of the property attached thereto, together with payment of such fees set forth in this Sec 11.2. to cover administrative and advertising costs, in the Planning and Zoning Department office. Such person or persons or their authorized agent must appear in person at the public hearing held to consider the district change. **The proposal meets the requirement. The applicant has paid the appropriate fees and understands that someone must be present at the voting meeting of the Hall County Board of Commissioners.**

2. All applications for a change of zoning classification or use subject to approval of the County Commission must include:
 - a. A narrative statement identifying the existing and proposed use of the property and addressing each of the criteria set forth in this Sec. 11.2. **The proposal provides a narrative outlining the intent of the development; however, the applicant has not prepared a response to each of the criteria listed in 11.2.6.E.2.**
 - b. A site plan drawn to scale designating the area covered by the application and identifying existing and proposed buildings and uses, adjacent existing land uses, zoning on contiguous parcels, including those across an abutting public right-of-way, and any other significant site improvements proposed to accommodate the proposed use or buffer adjacent uses, etc., or a plat of the subject property where no specific land use is proposed. In cases where only a plat or map is provided and no land use is proposed, the Planning Commission and County Commission may evaluate the application based on the most intense possible land use permitted in the proposed district. **The proposal meets the requirement.**
 - c. For any application for a slow rate land treatment system as defined in 7.6.9.D.1, additional requirements apply. **This standard is not applicable to the applicant's request.**
 - d. For any application proposing the development of 100 or more residential dwelling units, a traffic impact study must be submitted prior to consideration of the application by the County Commission. At the applicant's expense, the traffic impact study must be prepared by a professional engineer in accordance with requirements established by the Hall County Engineering Department. The Engineering Department must review the traffic impact study and forward any comments to the County Commission. **This standard is not applicable to the applicant's request.**

Development Support and Constraints

Hall County Environmental Health

In a memorandum dated July 7, 2026, the Hall County Environmental Health Department stated, "No comment. Public Sewer."

Georgia Department of Transportation

In an email dated July 2, 2026, Christopher Hash, P.E. D1 Traffic Operations Supervisor, stated, "On-System. Impacts expected, additional grading and encroachment into State Right-of-Way will require an addendum to be submitted for A-139-012043-1."

Hall County Public Works and Utilities

In a memorandum dated July 15, 2026, Jorge Gomez, Director of Public Works and Utilities, provided the following comments:

Engineering:

No comment.

Traffic:

Traffic has no issue with the request to place entrance signs.

Utilities:

No comment. Property is served by Hall County sewer.

Hall County Fire Marshal

In a memorandum dated July 10, 2026, the Hall County Fire Marshal's Office stated, "The Hall County Fire Marshal's Office has no comments as proposed."