

Preliminary Planned Development Report

02 May 2025

Homewood Village
Athens, Georgia



Introduction

The proposed redevelopment at 2415 Jefferson Road is a phased, mixed-use project designed to revitalize an aging retail plaza through strategic site redesign and the introduction of new multi-family housing. The 15.952-acre site is proposed to be developed in three phases:

- (1) Relocation of existing retail tenants to the more visible frontage
- (2) Demolition of underperforming retail structures and construction of new multi-family residential buildings
- (3) Façade upgrades and parking lot improvements to enhance overall site appearance and function

The project will include reactivated sidewalks, revitalized retail and improved pedestrian connectivity. Residential units will be located at the rear of the site, addressing housing demand near the new UGA Health Sciences Campus and expanding Medical District, and providing a built-in customer base for retail. This redevelopment supports Athens-Clarke County's (A-CC) goals for infill development, improved land use efficiency, and sustainable economic growth.

Site History and Current Use

The subject property at 2415 Jefferson Road, located at the intersection of Jefferson Road and Homewood Drive, is a 15.952-acre parcel currently zoned C-G. Originally developed in the early 1970s as a retail shopping plaza, the site has experienced ongoing vacancy challenges—particularly in the rear portions of the plaza that are furthest from Jefferson Road and suffer from limited visibility.

Despite multiple renovations and additions over the decades, these deeper areas of the site remain difficult to lease, resulting in persistent vacancies that negatively impact the functionality, appearance, and overall safety of the center. Vacant spaces have contributed to minimal foot traffic, a lack of activation, and issues with loitering that detract from the retail experience.

Zoning and Future Land Use

The subject parcel is currently zoned C-G (Commercial General). A variety of uses are permitted within the designated zone including the current uses as well as the proposed Multi-Family Residential.

At the time of this application, the Future Land Use (FLU) for the parcel is General Business, therefore the application has been prepared in consideration of meeting the General Business FLU guidance. Both the existing site and the proposed redevelopment meet the character requirements of the land use designation.

Additionally, the applicant has been made aware of the potential upcoming changes to the Future Land Use Map. A-CC has approved a Growth Concept Map that indicates a future Town Center designation for this area. The definition of Town Center as described by planning staff is as follows:

“These areas are envisioned to be developed and re-developed centers that have a mix of uses including residential, commercial, office, and entertainment where people can live, work, and play. These centers will have the mid-level intensity of areas like Beechwood Shopping Center, based on the character of the surrounding neighborhood. These nodes will be designed for walking, biking, and transit access. Parking will be handled at the district level, providing an environment where people can park once and access all of their destinations on foot. Multi-story buildings are expected to be oriented towards the street; however, the edges of nodes should be designed to transition to the surrounding neighborhood. Nodes will be designed as compact, walkable spaces with dedicated open space, a functional grid system, and a prioritization on multi-model transit. Nodes should have design standards to create and respect a cohesive character for each center. Auto-oriented uses are not included in this designation.”

While the specific parcels proposed to receive this FLU designation have not yet been finalized or established, we understand the 15.952-AC subject parcel is one of the parcels proposed to receive this designation, but the applicant assumes it is not the only parcel on this corridor to encompass a Town Center character.

While the proposed redevelopment represents a much needed step toward realizing the long-term vision articulated in the Future Town Center designation, this parcel alone features significant limitations to fulfilling those goals:

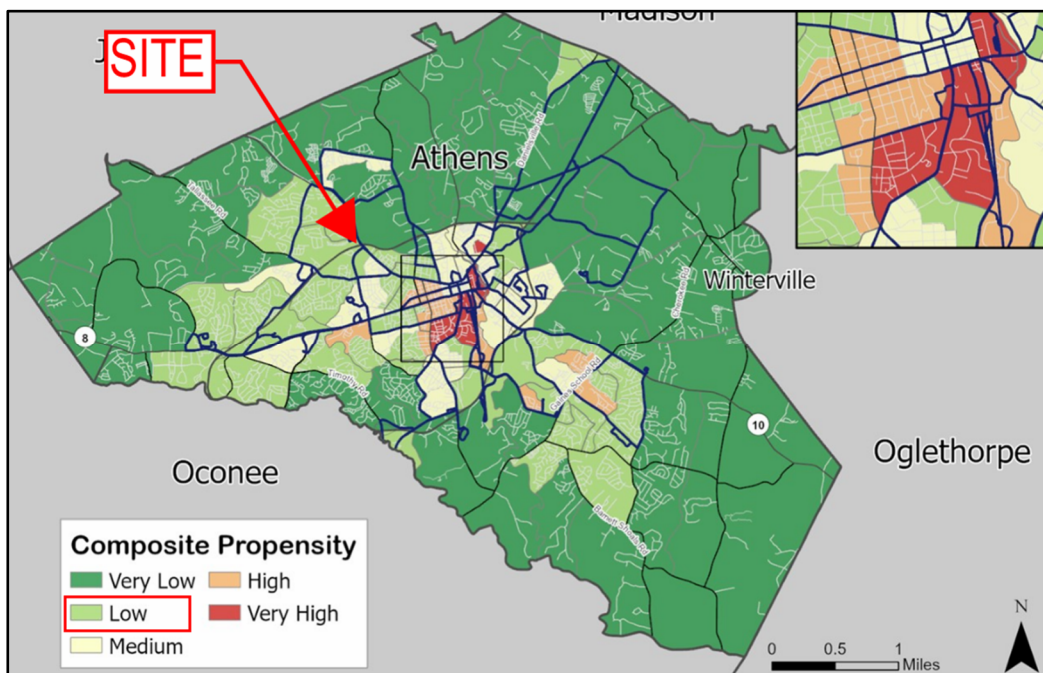
1. Approximately 55% of the site perimeter is land-locked by the bypass loop, active railroad, and restricted access State Route (**Figure 1**). This configuration precludes the future possibility of a meaningful “functional grid system” of streets and inter-parcel access desired by the Town Center FLU.
2. In comparison to the Beechwood Shopping Center cited in the Town Center definition, the 15.952-AC site is relatively small compared to the 42-AC of interconnected parcels and uses of the Beechwood Center (not counting outparcels).
3. Topography. There exists a 70-FT elevation drop from northeast to southwest of the parcel. The majority of the site sits an average of 15-ft below the bypass, State Route, and Homewood Drive.

However, assuming that the Homewood Shopping Center is one parcel among others adjacent parcels on the corridor and neighborhood that will, in time, achieve this character is plausible. In that regard, the proposed redevelopment contributes:

- mix of uses including residential, commercial, office, and entertainment
- mid-level intensity
- Multi-story buildings are expected to be oriented towards the street (proposed internal streets)
- Walkable spaces with dedicated open space
- These nodes will be designed for walking, biking (dependent on long term Proposed Greenway Trail Network, see **Figure 2**.)
- transit access (dependent on transit growth. Currently A-CC Transit identifies this node as a low propensity node and corridor. See **Figure 3**).



Figure 1. Parcel Perimeter Restricted Access



In the short-term, there are additional constraints related to existing long-term lease obligations that preclude full-scale redevelopment at this time (See **Figure 4**). These constraints relate to parking, access, deliveries and more. An incremental phased redevelopment provides immediate improvements that will encourage the overall revitalization and redevelopment of the parcel, in conjunction with other adjacent parcels to the north to achieve the desired Town Center characteristics.



Figure 4. Portion of the Site With Long-Term Lease Obligations & Restrictions

As previously noted, this project and parcel alone are not sufficient to fulfil the Town Center goals, the project nonetheless introduces key elements of the town center framework and lays the groundwork for future transformation.

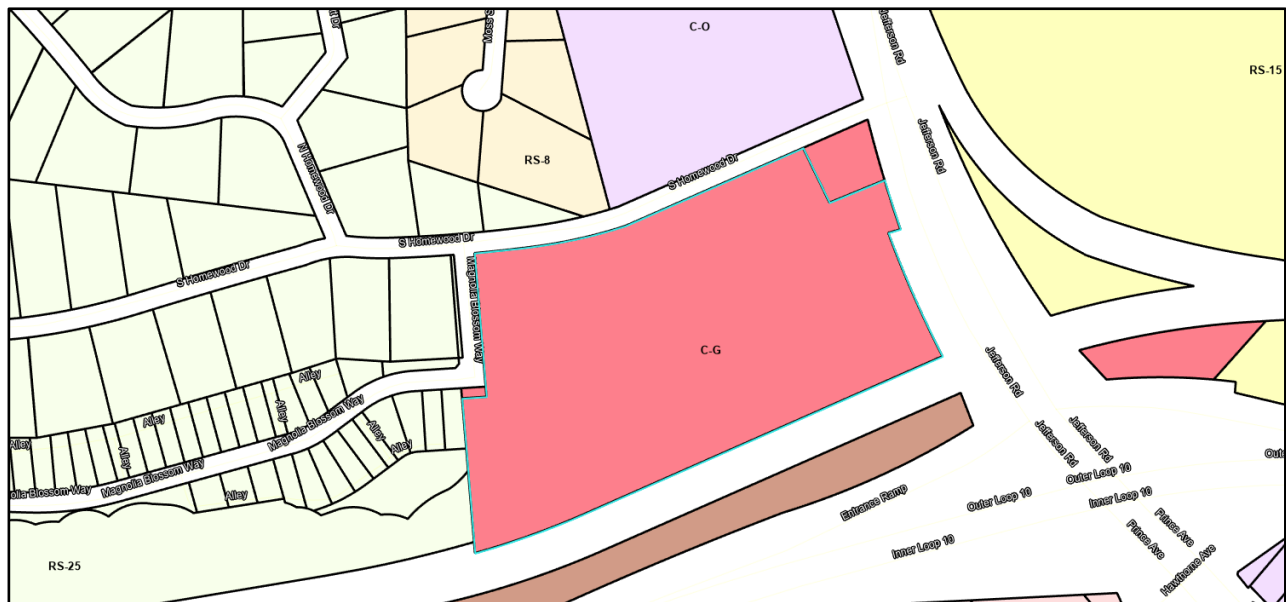
Most notably, the addition of multi-family housing directly aligns with the land use vision of creating a balanced mix of residential, commercial, office, and entertainment uses. Integrating housing on the site supports the "live, work, and play" objective while also increasing the resident population needed to support walkable retail, local services, and transit usage in the future.

The project also significantly enhances the site's physical form and public realm in ways that embrace the

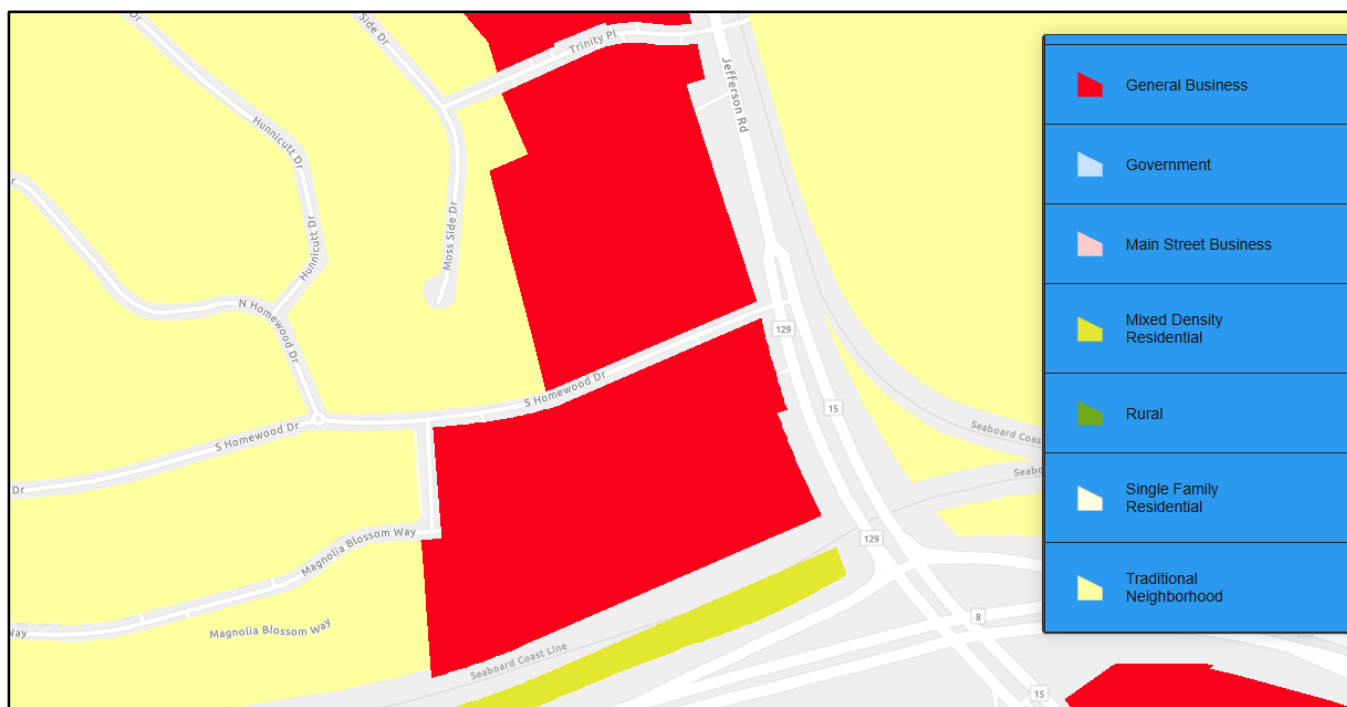
town center’s design principles. New pedestrian circulation paths and green space improve walkability and provide welcoming, human-scaled outdoor areas. Transit amenities, such as designated shelters or enhanced connections to existing transit routes, directly support the goal of prioritizing multi-modal access.

The site currently receives a 34/100 Walk Score and 27/100 Bike Score according to Walkscore.com. So while auto-oriented uses remain in parts of the property – and will likely remain for years to come on account of a very limited sidewalks in the surrounding neighborhoods, location along the bypass, and frontage on a 4-lane split median State Route, the proposed improvements and additional housing encourage walkability and bicycle usage to better engage the surroundings of the property. For example, Magnolia Blossom Way currently looks to the rear of a largely vacant strip center and provides no sidewalk connectivity to residents of Magnolia Blossom Way but the proposed development would extend a streetscape and sidewalk to more coherently connect the streets and neighborhood.

The proposed redevelopment is not the culmination of the Town Center vision—but it is a deliberate and meaningful step in that direction and reflects a practical, incremental strategy that aligns with long-term goals while respecting the site's current constraints.



Zoning Map – C-G



Future Land Use Map – General Business

Proposed Use & Benefits to the Community

The proposed redevelopment aims to address the longstanding issues through a strategic reduction in overall retail square footage and the introduction of a multi-family residential component. This residential development will be located in the least viable portion of the site—where visibility and leasing potential are lowest—and will transform this underutilized space into a productive, community-serving use.

In addition to improving land use efficiency, the proposed redevelopment will deliver several critical benefits:

Support for Local Institutions: The residential component will help serve housing demand generated by the UGA Health Sciences Campus and hospitals in the area, offering convenient, nearby options for healthcare workers and other staff.

Improved Public Safety: By eliminating vacant, inactive retail space, the development will reduce opportunities for loitering and enhance the sense of safety and order across the site.

Stronger Retail Environment: A consistent base of nearby residents will support remaining retail tenants and allow the plaza to focus on attracting higher-quality commercial uses.

Enhanced Site Design: A reduced and modernized retail footprint, along with planned façade

improvements, will revitalize the property and better align with the expectations of today's consumers and community members.

This proposal represents a forward-looking reinvestment in a legacy commercial site that has struggled to perform under its existing configuration. By introducing complementary residential use and improving the remaining retail experience, the redevelopment will better serve the needs of both the immediate community and the region as a whole.

Architecture

Athens Homewood Village is a proposed multifamily residential development designed to provide high-quality, market-rate housing geared toward a post-undergraduate demographic. The project will include a total of 382 beds across 234 units, offered in a mix of one-, two-, and three-bedroom layouts.

The development will consist of two five-story, wood-framed apartment buildings, each organized around its own interior courtyard. Building 1, located along the southern edge of the site adjacent to the railroad tracks, will feature a vibrant outdoor pool courtyard and serve as the hub for shared amenities, including the leasing office, fitness center, and other resident-oriented spaces. Building 2, positioned to the north, will have a more passive courtyard that provides a quieter, landscaped space for relaxation and study.

A variety of interior and exterior amenity spaces will support resident well-being, with areas designated for leisure, fitness, social interaction, and academic use. The design promotes an active, community-oriented lifestyle.

Surface parking will be provided throughout the site, with some shared parking areas serving both the residential and existing retail uses. These shared spaces will be managed in accordance with applicable rights and agreements to ensure appropriate usage across both components.

The project's architectural character will reflect contemporary multifamily residential trends and align with the surrounding context. Exterior materials will include cementitious lap siding and cementitious panel systems, complemented by a mix of full-depth and Juliet balconies. Final finishes and color schemes will be selected to harmonize with other recent developments in the area.

A central "main street"-style drive aisle will run between the two residential buildings, incorporating angled on-street parking, pedestrian-friendly paving, street trees, decorative lighting, and landscaping to create a vibrant, walkable environment. Adjacent to this corridor will be an approximately 32,000-square-foot public plaza, enhancing outdoor gathering opportunities and

promoting a mixed-use atmosphere.

The construction of Athens Homewood Village will require the partial demolition of an existing retail structure located west of the existing Dollar General. However, a portion of the existing retail space will remain and undergo exterior renovations to visually and functionally integrate it with the new residential components—creating a cohesive mixed-use environment that connects living, shopping, and gathering in one development.

Parking and Circulation

The existing site contains 639 parking spaces. Based on the proposed redevelopment, which includes a reduced retail footprint and the addition of 382 multi-family residential beds, approximately 646 spaces will be provided. This is short of the 747 spaces required by code and a parking waiver will be requested to address the shortfall.

While shared parking will be used in parts of the site to improve efficiency, flexibility is limited in areas where the largest retail tenant retains exclusive parking rights under an existing lease. These allocations cannot be modified at this time.

Circulation throughout the site will be improved to support both vehicular and pedestrian access. Enhancements will focus on the relationship between the multi-family residential area, the central plaza, and the retail uses. New internal connections and pedestrian pathways will strengthen overall site access and help establish a framework for a more walkable, town center-style environment over time.

Transit

Transit currently serves the Homewood Shopping Center 7 days a week and evenings. During Plans Review, the applicant will work with A-CC Transit to incorporate any required improvements to the site's transit stop. While currently a low-propensity site for transit, the future development of the medical school just south along Prince Avenue provides a desirable live/work transit option for future residents of the project and surrounding neighborhood. With the redevelopment, the site density, lighting and safety improvements will make the Homewood transit stop more appealing.

Traffic

A Traffic Impact Study (TIS) has been prepared and included in the application for A-CC Transportation to review. The project team has met with the Georgia Department of Transportation (GDOT) and A-CC Transportation to review the study findings. The TIS includes an analysis of traffic demand, traffic safety and traffic movements and the applicant will work with GDOT and A-CCTPW to incorporate improvements, as needed.

Three community meetings were held to receive feedback from local residents. One concern of local residents was the impact of traffic. See below for future build level of service. All levels are A or B with the exception of the main entrance on Homewood Drive. This entrance remains a levels C after development. It has been determined by this traffic study there is no significant traffic impact is occurring due to the suggested redevelopment and the travel time added is no more than two seconds during peak hours.

Trip Generation:								
Land Use: ITE 221-Multifamily Housing (Mid-Rise)	Size (DU)	AM Peak Hour:			PM Peak Hour:			24 Hour:
		Enter	Exit	Total	Enter	Exit	Total	Two-Way
Building A:	132	11	38	49	31	20	51	599
Building B:	110	9	32	41	26	17	43	499
Total:	242	20	70	90	57	37	94	1098

Intersection:	No-Build Conditions - Without Development:		Build Condition (2026) - With Development:	
	AM Peak	PM Peak	AM Peak	PM Peak
	2026			
1) Jefferson Rd at S Homewood Dr	A (9.0)	B (12.1)	A (10.9)	B (12.1)
2) Entrance at Cottages of Homewood (from S Homewood Dr)	NA	NA	A (9.6)	B (11.8)
3) Entrance Near China Wok (from S Homewood Dr)	A (9.3)	B (11.8)	NA	NA
4) Entrance Behind Chevron (from S Homewood Dr)	A (9.5)	B (11.5)	A (9.9)	B (11.5)
5) Entrance South of Chevron (from Jefferson Rd)	C (20.0)	C (18.9)	C (21.0)	C (18.5)

Utilities and Services

As expected, the existing site has access to water, sewer and other utilities. However, A-CC PUD has notified the developer that the parcel is located in a sewer delivery basin that is experiencing failures and lack of capacity for new service. This lack of capacity impacts a large swath of land between Whitehead Road and Jefferson Road. Scheduled upgrades to these lines are nearly a decade away. Various other sewer delivery basins in the County are similarly impacted.

Given the circumstances, PUD is exploring alternate solutions to provide sewer service. One option proposed to the applicant is the construction of a timed-release holding tank that would allow sewer release at non-peak hours and periods of rainfall to avoid line capacity constraints. While common in some municipalities, this strategy is new to A-CC and PUD is still determining the requirements of this system. The applicant will continue to work with A-CC PUD to outline the necessary conditions of this solution.

The existing site is comprised of +/-138,000 square feet of commercial space. Re-development of this parcel will include demolition of +/-46,000 square feet of commercial space. Proposed new improvements include 231 multi-family apartments (382 beds) and upgraded commercial facilities. The total commercial square footage will be reduced to 92,000 square feet.

Pre-Redevelopment Total Demand

Water = 34,408 GPD

Maximum Day Demand = 35.8 GPM

Peak Hour Demand = 89.6 GPM

Sewer = 34,408 GPD

Post-Redevelopment, Multifamily, Total Demand

Water = 109,976 GPD

Maximum Day Demand = 114.6 GPM

Peak Hour Demand = 286.4 GPM

Sewer = 109,976 GPD

Change in Demand, Pre-Post Multifamily

Water = 75,568 GPD Increase

Maximum Day Demand = 78.8 GPM Increase

Peak Hour Demand = 196.8 GPM Increase

Sewer = 75,568 GPD Increase

Stormwater Management and Water Quality

The parcel's lot coverage is approximately 83% impervious. C-G zone allows for 80% lot coverage; thus, this parcel is within 40% of the C-G zone allowable lot coverage and eligible for the Runoff from Existing Impervious Surfaces standards as part of Code Section 5-7(c). This development will work with ACC Transportation and Public Works (TPW) to manage existing erosion issues, decrease impervious area, and increase infiltration within the site.

The applicant held a pre-stormwater plan meeting on 4/24/2025 with A-CC PW to review the proposed approach and ensure it will meet A-CC Stormwater requirements.

Environmental Impacts

The southwest corner of the site once housed a detention pond. With little to no maintenance and not being built to current standards, many years ago the dam failed. Currently, there is no stormwater detention for the entire 15.952-AC site. The former detention pond site is so heavily eroded that it has exposed spring heads and is now classified as State Waters. It has also served as an illegal dumpsite filled

with trash and debris. A State Waters buffer will be preserved and the area surrounding the previously failed dam will be redeveloped and improved. The new development will meet water quality and stormwater management requirements to bring much needed improvements to stormwater management for the site.

Landscaping and Buffering

Existing tree canopy on the site is limited, with most located within a deteriorated stormwater facility that will be removed to accommodate upgraded stormwater infrastructure. A portion of canopy will remain in the southwest corner, and although a waiver from conserved canopy requirements is being requested, phased replanting across the site will ultimately exceed minimum canopy standards.

A key feature of the landscape plan is the central plaza, positioned between the new multi-family residential and the existing retail. While primarily composed of greenspace, the plaza is designed to function as a flexible gathering area and visual anchor for future development. It provides a critical transition between distinct site uses, softens the edge conditions, and introduces a civic element that reinforces the site's shift toward a walkable, mixed-use town center.

Streetscape Enhancements and Site Framework

The redevelopment introduces targeted streetscape improvements while recognizing long-term topographic constraints that limit full edge engagement. Although the site is fronted on three sides, grade changes restrict meaningful streetscape connections along much of the perimeter—both now and in the future.

The most impactful improvements will occur along the new multi-family residential building frontage, where angled parking, sidewalks, and street trees will create a walkable, inviting edge that aligns with town center goals.

The remainder of the site, which will continue to operate as retail due to existing leases, has been adjusted to include tree plantings within parking areas, softening the environment and contributing to the site's overall greening strategy.

Importantly, the plan lays the groundwork for a future internal streetscape corridor that could bisect the site, improving circulation and supporting a more connected, mixed-use form as the area evolves.

Trash Disposal and Recycling

The site will plan on using a trash valet service. A location for a 30 yard compactor has been provided. This area will be screened from view per A-CC standards and will be serviced by a private collector.

Lighting

Proposed lighting areas include parking lots, amenity areas, plazas, pedestrian ways and façades. All lighting is expected to conform to A-CC standards and will be subject to review during the plans review process.

Requested Waivers From A-CC Zoning & Development Standards

8-7-15.c – Tree Canopy Cover Required by Zoning District

The applicant requests a waiver from the required 10% conserved tree canopy (67,597 SF) to a 5% conserved canopy requirement. The existing site is predominantly asphalt with minimal tree canopy, most of which is located within an area that will be reconfigured during development. As a result, only 34,000 SF (5%) of existing canopy can be retained. However, the proposed total canopy, including new plantings, is 320,400 SF (47.1%), exceeding the overall 40% requirement. This waiver allows flexibility where conservation is impractical while still meeting the ordinance's canopy intent through substantial new plantings.

9-10-2.L(1) – Ground Floor Residential

The applicant requests a waiver to allow ground floor residential use within a zoning district that typically requires non-residential uses at street level. The proposed multifamily development replaces approximately 46,000 SF of underperforming retail space, while approximately 92,000 SF of viable commercial space with superior visibility and access will be retained and rehabilitated. Current market conditions do not support additional ground floor commercial in this location. The proposed residential use also provides a logical land use transition—from Jefferson Highway, to existing retail, to multifamily housing, and ultimately to adjacent single-family neighborhoods—supporting both economic viability and thoughtful site integration.

9-25-8.C.3 – Block Size

The applicant requests a waiver from block size and perimeter requirements due to two primary constraints - existing topography and legacy retail leases. The site features approximately 70 feet of elevation change and sits significantly below adjacent roads, limiting feasible street and block connections due to grade constraints. Street connectivity to the south is further restricted by the presence of an active rail line and adjacent highway GA-10 Loop. Additionally, long-term lease agreements with major tenants restrict the reconfiguration of access, parking, and service areas, particularly in the site's interior. While full compliance is not possible, the proposed plan introduces internal circulation routes, and pedestrian connections that move the site closer to A-CC goals. The

waiver allows for incremental improvement toward a more walkable, connected form within the limits of existing conditions.

9-25-8.F.1a & b – Additional Standards for Large Scale Developments

The applicant requests a waiver from the requirements that no new buildings or contiguous groups of buildings exceed 300 feet in length (9-25-8.F.1a) and that all on-site circulation systems include a streetscape with curbs, sidewalks, pedestrian-scale lighting, and street trees (9-25-8.F.1b).

The new proposed building do comply with this standard, the existing lease restricted ones do not and necessitate a waiver. The existing retail building that will remain under long-term lease agreements exceeds the 300-foot length limit. These existing lease agreements also restrict the ability to fully reconfigure the site's circulation system or implement all required streetscape elements. However, enhancements have been incorporated where feasible to improve connectivity and alignment with ACC development goals.

9-25-8.F.4a – Parking Standards

The applicant requests a waiver from the requirement that no more than 50 percent of the total required parking spaces be located between the building façade and the street. The site is uniquely constrained on three sides by public right-of-way, which forces building frontages to face multiple directions and limits opportunities to locate parking behind buildings. In addition, steep topographic changes across much of the site, along with existing long-term retail leases, further prevent the reconfiguration of primary parking fields without significant disruption to current operations. Given these constraints, the proposed configuration represents the most feasible option—avoiding the consolidation of parking into a single expansive lot by distributing spaces across smaller areas, and aligning with the intent of the code to the greatest extent possible under current site conditions.

9-30-2 - Parking Spaces Required

The applicant requests a waiver from the minimum parking requirement. The proposed development provides 646 spaces throughout the site, while the parking code requires 747 spaces based on the proposed mix of uses. This reduction is intentional and reflects a shared parking strategy between the residential and commercial components, which have complementary peak demand periods. Additionally, the project includes coordination with ACC Transit to improve the existing transit stop, along with increased residential density and enhanced pedestrian infrastructure – supporting a incremental shift toward reduced car dependence at this location. While the site is currently identified by ACC as a low-propensity transit area, these improvements aim to make transit a more viable option over time and

further reduce overall parking demand. This approach aligns with the city's goals for walkability, multimodal access, and more efficient land use.