

The Northeast Georgia Regional Commission (NEGRC) has completed its review of the following Development of Regional Impact (DRI). This report contains the NEGRC's assessment of how the proposed project relates to the policies, programs, and projects articulated in the Regional Plan and Regional Resource Plan. Also included is an assessment of likely interjurisdictional impacts resulting from the proposed development, as well as all comments received from identified affected parties and others during the fifteen-day comment period.

The materials presented in this report are purely advisory and under no circumstances should be considered as binding or infringing upon the host jurisdiction's right to determine for itself the appropriateness of development within its boundaries.

Transmittal of this DRI report officially completes the DRI process. The submitting local government may proceed with whatever final official actions it deems appropriate regarding the proposed project, but it is encouraged to take the materials presented in the DRI report into consideration when rendering its decision.

Project I.D.:	DRI #4838
Name of Project:	Oconee Towne Center Regional Shopping Center and Brook Farm
Name of Host Jurisdiction:	City of Greensboro

Background

DRI review was initiated following the developer's request for rezoning a portion of the tract to C-PUD as well as a variance request, sewer connection permit application, water connection permit application, and another unspecified permit application. Potentially affected parties were asked to submit comments on the proposal during the 15-day period of 9/14/2026 to 9/29/2026.

Proposed Development

Oconee Towne Center, LLLP & Brook Farm Group are proposing the construction of 240 residential units and 311,650 square feet of commercial space on a 63-acre site in the City of Greensboro.

The commercial portion of the site would be located directly off GA-44. The multi-building development includes a large grocery store (118,000 square feet) as well as 14 other retail and restaurant buildings, which range from 540 square feet to 54,074 square feet. The development also includes a fuel station and a 120-room hotel. The proposed site plan includes seven outparcels directly adjacent to GA-44. The proposed site has two connections to GA-44 and would connect to the existing commercial area to the north via Interstate Boulevard. In total, the commercial portion of the proposed site would have 1,551 parking spaces.

The residential portion of the site would be south of the commercial portion, with both portions connected via a central roadway. The proposed residential site plan includes 8 buildings that would have a mixture of one bedroom, two bedroom, and three-bedroom apartments. The proposed site plan includes a clubhouse, pool, dog park, trash area with a compactor, and a maintenance area that includes a dog wash. The residential portion of the proposed site includes 647 parking spaces (617 surface spaces and 30 private detached garages). The site would be accessible by two driveways.

Currently, the entire parcel of the proposed site is undeveloped and cleared of trees and vegetation. The parcel number is 0520000240. The two project portions included in this review represent approximately 20% of the total development that will encompass this overall project. These phases have an estimated completion date of Spring 2028, and the overall project on parcel 0520000240 is proposed to be complete by 2035.

Compatibility with Existing Plans and Potential Interjurisdictional Impacts

Compatibility with Regional Plan

The site is identified as “Developing” on the Northeast Georgia Regional Plan’s Regional Land Use Map (dated 6/15/2023). The Regional Plan recommends development that

- Enhances economic mobility and competitiveness
- Elevates public health and equity
- Supports and adds value to existing communities
- Creates housing that is diverse, adequate, equitable, and affordable
- Includes transportation choices and is well-connected with existing and planned transportation options, and
- Protects natural and historic resources.

The following table outlines the proposal’s alignment with these recommendations:

REGIONAL PLAN RECOMMENDATIONS	PROPOSED PROJECT’S COMPATIBILITY WITH RECOMMENDATION
Enhances economic mobility and competitiveness	The proposed development would contribute to economic mobility and competitiveness by creating additional jobs in the area. The applicant states that the regional workforce is sufficient to fulfill the demand created by the project.
Elevates public health and equity	The proposed development would contribute to the community’s public health by creating a new grocery store. While the residential portion of the site has green spaces and facilities, these would likely only be accessible to residents. The developer could improve the public health impact of the proposed development by interconnecting the development with pedestrian and bicycling infrastructure and introducing additional public green spaces.
Supports and adds value to existing communities	The proposed development would add value to the existing community by creating a new grocery store and additional homes.
Creates housing that is diverse, adequate, equitable, and affordable	The proposed development includes one-, two-, and three-bedroom apartments, which would create a range of price points for potential tenants.
Includes transportation choices and is well- connected with existing and planned transportation options	The proposed development connects to the existing commercial area to the north of the site, which would help alleviate traffic on GA-44. The proposed site plan does not show any proposed pedestrian and bicycling infrastructure. The developer should consider adding these facilities within this and all future phases of the proposed development to help alleviate traffic on GA-44, promote safety by keeping future residents off the state highway, and allow residents to visit surrounding commercial opportunities without a car. No traffic study was submitted with the DRI application. If the City has concerns about potential impacts of new truck traffic on the existing road network, then a traffic study is recommended to determine whether any transportation improvements are needed.
Protects natural and historic resources	The proposed development is located near Little Creek, which is hydrologically connected to Lake Oconee. To minimize sediments and pollutants that could flow from the site to Little Creek, the developer should consider the following suggestions: maximize green space throughout the site, minimize site grading, and install green infrastructure such as pervious pavement, swales, rain gardens, and/or utilize stormwater drain socks to filter runoff.

Compatibility with Regional Resource Management Plan

NEGRC evaluated the potential for impacts within the site area as well as within a one-mile buffer around the site that contain 1) wetlands¹, 2) conservation land², 3) regionally important resources³, and 4) threatened regionally important resources⁴. Please refer to the footnotes for definitions for each of these terms. There are no Regionally Important Resources within one mile of the site.

Potential Interjurisdictional Impacts

As noted previously, no traffic study was submitted as part of this DRI application. A traffic study is recommended to assess the potential impacts of this project on other jurisdictions' transportation infrastructure and traffic patterns.

The applicant estimates the project would generate 924 tons of solid waste annually and that sufficient landfill capacity exists to handle this waste. According to annual tonnage reports from the Georgia Environmental Protection Division, almost all municipal solid waste (MSW) generated in Greene County is disposed of in a landfill in Twiggs County. The applicant states that no hazardous waste would be generated.

No other significant interjurisdictional impacts were identified during this review.

Comments from Affected Parties

This mixed use development is about 5 miles from the Greene County Regional Airport (CPP). It is located outside of the FAA approach or departure surfaces, and airport compatible land use areas, and does not appear to impact any airport.

If any construction equipment or construction exceeds 200' AGL, an FAA Form 7460-1 must be submitted to the Federal Aviation Administration according to the FAA's Notice Criteria Tool found here (<https://oeaaa.faa.gov/oeaaa/oe3a/main/#/noticePrescreen>). Those submissions for any associated cranes may be done online at <https://oeaaa.faa.gov>. The FAA must be in receipt of the notifications, no later than 120 days prior to construction. The FAA will evaluate the potential impacts of the project on protected airspace associated with the airports and advise the proponent if any action is necessary.

¹ Wetland acres are derived from the National Wetland Inventory (NWI).

² "Conservation" land is derived from the Northeast Georgia Regional Plan's Conservation and Development Map (6/15/2023).

³ Regionally Important Resources were identified as a part of the Northeast Georgia Resource Management Plan for Regionally Important Resources (2/15/2018).

⁴ This area represents the intersection between Conservation areas (identified on the Conservation and Development Map, 6/15/2023), adopted Regionally Important Resources (RIR), and "Developed" and "Developing" Regional Land Use areas (identified on the Regional Land Use Map, 6/15/2023).