

STATE OF GEORGIA

COUNTY OF HALL

RESOLUTION TO ADOPT THE HALL COUNTY 2045 COMPREHENSIVE PLAN

UPDATE

WHEREAS, the Georgia Planning Act of 1989 authorizes local governments throughout the State to prepare Comprehensive Plans to be used in guiding their future growth and development; and

WHEREAS, Hall County has previously adopted a Comprehensive Plan; and

WHEREAS, Hall County desires to update the previously adopted Comprehensive Plan; and

WHEREAS, Hall County, has prepared this 2045 Comprehensive Plan Update (“Exhibit A”) to its Comprehensive Plan; and

WHEREAS, the 2045 Plan Update of the Comprehensive Plan was prepared in accordance with the Minimum Planning Standards and Procedures for Local Comprehensive Planning established by the Georgia Planning Act of 1989, and Hall County conducted the required public engagement; and

WHEREAS, the 2045 Comprehensive Plan Update is designed to better allow Hall County to manage growth, ensure the availability of attainable housing within the County, improve infrastructure maintenance and expansion, enhance and expand parks and green spaces, improve conservation of natural resources, expand multi modal transportation, improve safety and security and continue to encourage economic development; and


WHEREAS, the 2045 Comprehensive Plan Update was properly submitted to the Georgia Department of Community Affairs and the Georgia Mountains Regional Commission for review,

and each has determined that the 2045 Comprehensive Plan Update adequately addresses the requirements of the Minimum Standards and Procedures for Local Comprehensive Planning.

NOW, THEREFORE, BE IT RESOLVED that the Hall County Board of Commissioners does hereby adopt the 2045 Comprehensive Plan Update and the Hall County Board of Commissioners hereby authorizes this Resolution to be submitted to the Georgia Mountains Regional Commission and the Georgia Department of Community Affairs within seven (7) days of this date.

SO RESOLVED this the 9th day of December, 2024.

HALL COUNTY BOARD OF COMMISSIONERS

By: 
Richard Higgins, Chairman

By: 
Kathy L. Cooper, Commissioner District 1

By: 
Billy Powell, Commissioner District 2

By: 
Gregg Poole, Commissioner District 3

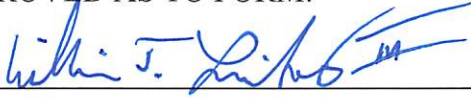
By: 
Jeff Stowe, Commissioner District 4

ATTEST:

 (SEAL)
Jennifer Rivera, County Clerk



APPROVED AS TO FORM:

A handwritten signature in blue ink, appearing to read "William J. Linkous III", is written over a horizontal line.

William J. Linkous III, County Attorney

Exhibit A



HALL COUNTY | *Forward*

2045 Comprehensive Plan Update



FOR ADOPTION
DECEMBER 9 , 2024



ACKNOWLEDGMENTS

Hall County Board of Commissioners

Richard Higgins, Chairman

Kathy Cooper, District 1

Billy Powell, District 2

Gregg Poole, District 3

Jeff Stowe, District 4

Hall County Staff

Zach Propes, County Administrator

Katie Crumley, Assistant County Administrator

Casey Ramsey, Assistant County Administrator

Randi Doveton, Director of Development Services

Beth Garmon, Director of Planning and Zoning

Katie Greenway, Planning & Zoning Administrator

Joseph Boyd, GHMPO Transportation Planning Director

Bill Nash, Director of Public Works and Utilities

Brent Holloway, Director of Parks and Community Services

Sarah Crowe, Communications and Strategic Engagement Manager

Consultant Team

TSW

Keck & Wood

KB Advisory Group

Hall County Staff and the Consultant Team would like to thank the following individuals for their participation on the Steering Committee, as well as serving on individual Advisory Committees, throughout the process. The valuable insight provided positively contributed to the development of this comprehensive plan.

Hall County Forward Steering Committee

Bill Berry , Resident	Angela Middleton , Community Advocate
Joseph Boyd , GHMPO	Sherri Millwood , City of Oakwood
Chris Braswell , Hall County Planning Commissioner	Kelvin Mullins , Georgia Department of Transportation
Shannon Cole , Lanier Technical College	Ed Myers , Myers & Co.
Kathy Cooper , Hall County Board of Commissioners	Bill Nash , Hall County Staff
Andrew Davenport , Community Advocate	Atiya Pandey , Plandmark Development
Jessica Dudley , United Way	Devin Pandey , Pastor, Community Church of Atlanta
Drew Echols , Jaemor Farms	Michael Parker , Citizen
Tim Evans , Greater Hall Chamber of Commerce	Gina Pilcher , Planning Commissioner
Beth Garmon , Hall County Staff	Mark Pettitt , Hall County Board of Education
Steve Gilliam , Citizen	Jennifer Puryear , Citizen
Judge John Girardeau , Vision 2030, Greenspace Committee	Sherry Ridgway , Citizen
Adam Hazell , Georgia Mountain Regional Commission	Brian Rochester , Rochester DCCM
Anna Hester , Vision 2030 Executive Director, Greenspace Committee	Casey Ryals , Ryals Brothers, LLC
Kent Henderson , Developer	Rhonda Samples , Hall County Board of Education
Brent Hoffman , Realtor	Vanesa Sarazúa , Hispanic Alliance GA
Brent Holloway , Hall County Staff	Duane Schlereth , Citizen
Stan Hunt , Hall County Planning Commissioner	Bill Schmid , Rochester DCCM
Angie Kennedy , Carroll Daniel Construction	Matt Tate , City of Gainesville
Rusty Ligon , City of Gainesville	Melissa Tymchuk , Northeast Georgia Health Systems
Berlinda Lipscomb , Hall County Staff	Johnny Varner , Hall County Planning Commissioner

TABLE OF CONTENTS

Executive Summary 2

Chapter 1: Introduction 18

Purpose 20

Why We Plan 20

The Planning Process 22

Chapter 2: Hall County Today..... 24

Introduction & Planning Areas..... 26

Population 34

Land Use 42

Housing 50

Transportation & Infrastructure 54

Community Resources 68

Economics..... 74

Parks, Recreation, & Greenspace 82

Natural Resources 88

Historic Resources 92

Susceptibility to Change..... 94

The Takeaways..... 100

Chapter 3: Community Input 102

Overview..... 104

Community Input Survey 107

Steering Committee Meetings 114

Public Meetings 118

The Takeaways..... 125

Chapter 4: Hall County Tomorrow 126

Challenges & Opportunities 128

The Trade-Offs 130

Quality Development Strategies 138

Vision Development 141

Growth Management143

Housing144

Infrastructure Maintenance & Expansion145

Parks & Recreation146

Greenspace.....148

Natural Resource Conservation.....150

Multi-Modal Transportation.....151

Safety & Security.....152

Economic Development.....153

Chapter 5: Future Land Use Strategy..... 154

Approach156

The New Unified Development Code.....158

Future Land Use Categories161

North Hall170

Murrayville/Sardis174

Gainesville Area.....178

East Hall.....184

Chestnut Mountain/Candler188

South Hall192

Future Land Use & Infrastructure196

Chapter 6: Implementation Plan..... 200

Success Through Collaboration202

Community Work Program203

Supplemental Plans226

Plan Maintenance227

Capital Improvement Element.....227

Appendix 228

The background of the page is a photograph of a lush green forest. A stream flows through the center of the image, surrounded by dense foliage. On the right side, a portion of a red building is visible. The text 'EXECUTIVE SUMMARY' is overlaid in the center in a large, white, sans-serif font.

EXECUTIVE SUMMARY



Plan Structure 4

Process 5

Plan Highlights 9

EXECUTIVE SUMMARY

Hall County's comprehensive plan, *Hall County Forward*, is a policy document that guides the county's long-range vision for growth and development in the unincorporated portions of the county. This plan is intended to balance population, economic, and employment growth with the desire to maintain rural character, greenspace, and natural resources. This plan also addresses the need to coordinate new development with infrastructure capacity. This executive summary presents highlights from the plan, including the process used to develop recommendations, the recommendations themselves, and how the plan will be implemented.

This document is to be used as a guide by the following groups:

1. **Developers.** Developers will use this plan to determine if they can build what they want to build, where they want to build it, before undertaking their plans.
2. **Hall County Staff.** County staff will use this plan to determine if new development meets the goals outlined in this document, as well as to guide future planning and project efforts.
3. **The Hall County Board of Commissioners (BOC).** The BOC will use this plan as their guide to make decisions related to rezonings and approving new developments.

Plan Structure

The comprehensive plan is broken down into six chapters and an appendix:

Context

1. INTRODUCTION

Chapter 1 - Introduction. Introduces the comprehensive plan, discusses why planning is important, and reviews the process used to develop the plan.

2. HALL COUNTY TODAY

Chapter 2 - Hall County Today. Reviews and analyzes the existing, on-the-ground, and regulatory conditions that shape the plan.

Process

3. COMMUNITY INPUT

Chapter 3 - Community Input. Summarizes the process used to gather input from the community, the methods used to engage the public, and the outcomes of the process.

Recommendations

4. HALL COUNTY TOMORROW

Chapter 4 - Hall County Tomorrow. Discusses the overall vision for Hall County, organized into nine topic areas complete with goals, strategies, and action items.

5. FUTURE LAND USE STRATEGY

Chapter 5 - Future Land Use Strategy. Establishes a vision for future development and provides a detailed framework for land development decisions in the coming decades. This chapter also demonstrates how the updated Unified Development Code (UDC) will support these decisions.

6. IMPLEMENTATION PLAN

Chapter 6 - Implementation Plan. Outlines the County's plan of action to implement the comprehensive plan. It describes the various action items, responsible parties, estimated costs, proposed timelines, and any other valuable information.

Supporting Information

APPENDIX

Appendix. Provides supporting information that aided in the development of the comprehensive plan.

Process

The comprehensive plan process began in September of 2022 and finished in November 2024. The following summarizes the first two phases of developing the plan.



Orientation

Existing conditions in Hall County were evaluated to identify challenges and opportunities by topic: demographics, land use, housing, transportation, infrastructure, community resources, economics, commercial development, broadband, parks and recreation, greenspace, and natural resources. The following are key findings of the existing conditions analysis:

- Hall County's population is growing more quickly than the rest of the state. If trends continue, the county could have over 382,000 residents by 2050, an increase in 120,000 residents in the unincorporated areas alone.
- Hall County is mostly rural—under 50% of the county's land is devoted to agriculture and roughly 30% is residential.
- Recent development has been concentrated in South Hall.
- Commercial development has grown significantly in the last five years, aligning with economic trends more closely than findings from the land use analyses. Much of the commercial development has been industrial, but there has been a notable amount of multifamily as well. Most of the development is near I-985 and around cities.
- Much of Hall County's housing supply was built before 2000 and consists of mostly single-family residential houses. The rapid population growth combined with a lack of housing built in the last 20 years has led to drastic price increase in housing.
- Without continued transportation planning, increases in freight traffic from commercial development and personal vehicle traffic from population growth will continue to significantly decrease the level of service (LOS) across the county's roads.

- Other infrastructure, namely sewer, will need to be expanded and upgraded to keep up with additional residential, commercial, and industrial growth.
- Hall County's anticipated population growth will increase the demand for community resources, such as schools, libraries, and public safety. Many of the county's current resources are clustered in the Gainesville and South Hall areas, which are the most populous. New community resources will need to be prioritized in the growing areas of the county, like East Hall and Chestnut Mountain/Candler, to ensure they have the same level of access.
- Hall County enjoys a wide level of broadband coverage, but there are a small number of unserved areas concentrated in North Hall and East Hall.
- Hall County will need to significantly increase resources to expand parks, recreation, and greenspace across the county over the next 20 years to meet current and future demand for these amenities.
- Hall County meets several state standards for waterway protection; however, additional protections could be implemented to increase the benefits provided by its natural resources and further protect them amidst growing development.
- Hall County has many historic resources, with two key sites on the National Historic Register: Healan's-Head's Mill and the Beulah Rucker School House.
- About 20% of the county land is susceptible to notable change over the next decade. Changes will likely be most prominent in the Chestnut Mountain/Candler planning area, followed by East Hall. Gainesville will also likely experience notable change.



Determine Direction

An extensive community input process was vital to ensuring that *Hall County Forward* truly represents the community's interests. To maximize community input, Hall County provided multiple options for public input, occurring in almost every month of the planning process. Therefore, the Hall County BOC can be confident the resulting plan reflects public opinion when they use it to make decisions on future development.

The community input timeline was as follows:

November 2022	December 2022 & January 2023	February 2023	March 2023	April 2023	May 2023
Steering Committee Meeting # 1 (Virtual) Kick-Off Meeting/Public Hearing #1 Survey goes live	N/A	Steering Committee Meeting #2 Survey closes	Forward Thinking Workshops	N/A	Forward Action Workshops
June 2023	July 2023	August 2023	September 2023	October 2023	November 2023
Citizens Advisory Committee Meeting	Inter-governmental Advisory Committee Meeting	Steering Committee Meeting #3	Technical Advisory Committee Meeting	Draft Plan Open House	Steering Committee Meeting #4

The following community engagement strategies were used throughout the process:

- Outreach methods include a dedicated website and extensive marketing using the county's website and social media pages.
- Meetings with a steering committee, which also included three individual advisory committees.
- Six public meetings.
- Numerous surveys, including both a county-wide community input survey and smaller surveys to complement the in-person meetings.
- A "Meeting-in-a-Box" toolkit available to all residents and stakeholders. This allowed groups to host meetings with their community on their own schedule, without needing a member of the project team to facilitate the meeting.



Although the methods for collecting input and the participation varied throughout the process, several unified themes emerged from public comments:

- Stakeholders are concerned with the rate and quality of growth.
- Current development patterns (specifically industrial development) are a threat to the county's character.
- Stakeholders are concerned the water, sewer, and transportation infrastructure is unable to support the current level of new growth and worry about the future of county services if the growth continues without the necessary infrastructure investments.
- Environmental protection is strongly desired, particularly for Lake Lanier and Hall County's undeveloped and/or permanently protected greenspaces.
- County residents were divided along issues related to expanding Hall County's multi-modal network to include transit, more walkability, and bike lanes, yet there was agreement on multi-use trails.
- There was a disinterest in denser housing types located in the areas immediately outside of Gainesville.
- Better government coordination and stringent adherence to plans could help achieve the goals of this plan and strengthen the public's perception of Hall County.



Plan Highlights

The comprehensive plan outlines goals identified during the community engagement process, provides recommendations for character areas and future land use, and coordinates with the New UDC to guide future development.

Goals

Hall County Forward is based on nine goals shaped by community input into topics such as growth, infrastructure, transportation, housing, economic development, and quality of life. Each goal is accompanied by a set of strategies and action items that provide steps to achieve the community's vision. These nine goals are listed below:

- **Growth Management.** Efficiently plan to accommodate new developments and prioritize connections to existing or planned infrastructure while retaining the character of each area of the county.
- **Attainable Housing.** Provide a variety of housing options across size, type, tenure, price, location, and other factors that ensure access to transportation and amenities while minimizing the number of cost-burdened households.
- **Infrastructure Maintenance & Expansion.** Improve infrastructure for growing areas, prioritize land use and infrastructure alignment, and expand broadband, road networks, water access, and sewer systems.
- **Parks & Recreation.** Enhance and expand parks and recreation facilities to maximize quality of life.
- **Greenspace.** Preserve and protect existing greenspace, while seeking out new opportunities for inventory expansion.
- **Natural Resource Conservation.** Preserve and protect natural resources like Lake Lanier, rivers and streams, and undeveloped forestry to safeguard community identity.
- **Multi-Modal Transportation.** Expand alternative transportation options by increasing pedestrian infrastructure, developing complete streets, and enhancing public transit.
- **Safety & Security.** Ensure a safe environment for all by improving existing safety and security measures and proactively addressing crime concerns as Hall County continues to grow.
- **Economic Development.** Continue to encourage and support an atmosphere for economic growth and development to create opportunities for all.

The Decision-Making Framework

Hall County Forward is based on the community's vision for growth and development. This vision is expressed by a set of goals that address specific needs and opportunities (see Chapter 4) and a future land use strategy with maps and narratives (see Chapter 5). The comprehensive plan will be used by the BOC to make decisions that guide growth in Hall County.

Goals define the desired future state of the community and generally relate to big picture ideas.

Strategies are specific action steps that, when completed, will implement the community's vision.

Action Items are projects and policies that address those strategies. It should be noted that some strategies can also serve as action items.

Character Areas & Future Land Use

The future land use strategy (see Chapter 5) consists of the character areas map and future land use map, along with key strategies and action items that correlate to those described in Chapter 4. The Character Area map breaks down the county into six character areas that were developed to ensure the recommendations are tailored to the specific common attributes that distinguish different parts of Hall County. The boundaries of the character areas were created by making minor adjustments to the Planning Areas established in the 2017 Comprehensive Plan to better align with the county's geography.

These character areas guide the County when determining whether a proposed development or redevelopment is appropriate for a certain locality. For each character area, there is a map showing the extents of the designated area, a description of the vision, a list of appropriate future land use designations, a summary of compatible zoning districts should there be any rezonings, and recommended implementation measures.

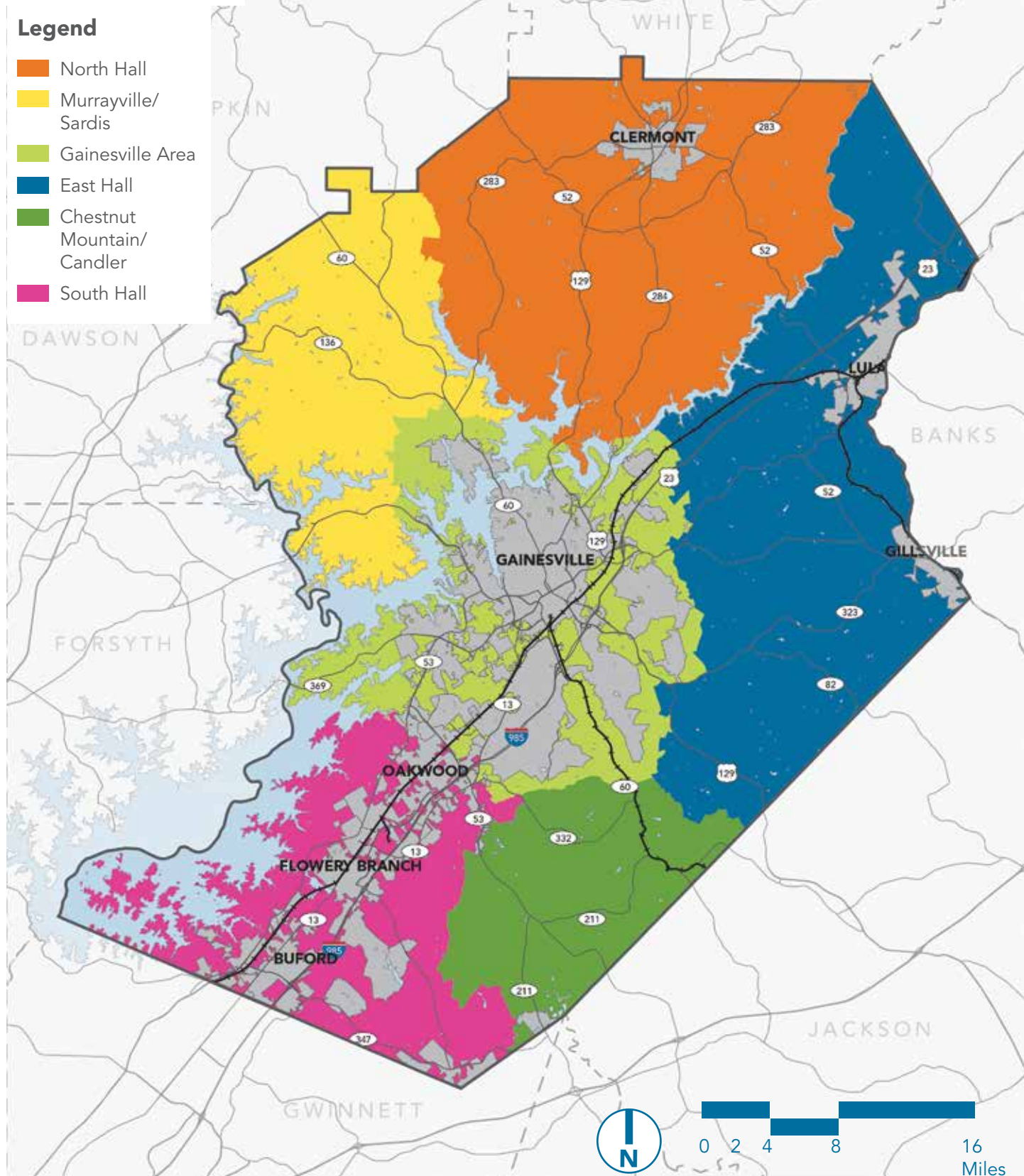
The following are the six character areas, also shown on the adjacent map:

- North Hall
- Murrayville/Sardis
- Gainesville Area
- East Hall
- Chestnut Mountain/Candler
- South Hall

The fourteen future land use categories are listed below:

- Greenspace - Recreation
- Greenspace - Conservation
- Rural Agricultural
- Rural Neighborhood
- Lakeside Residential
- Suburban Neighborhood, Low Density
- Suburban Neighborhood, Medium Density
- Suburban Multifamily
- Rural Scenic Nodes & Corridors
- Business Nodes & Corridors
- Employment Nodes & Corridors
- Employment or Business Nodes & Corridors
- Industrial
- Inland Port
- Regional Activity Nodes & Corridors

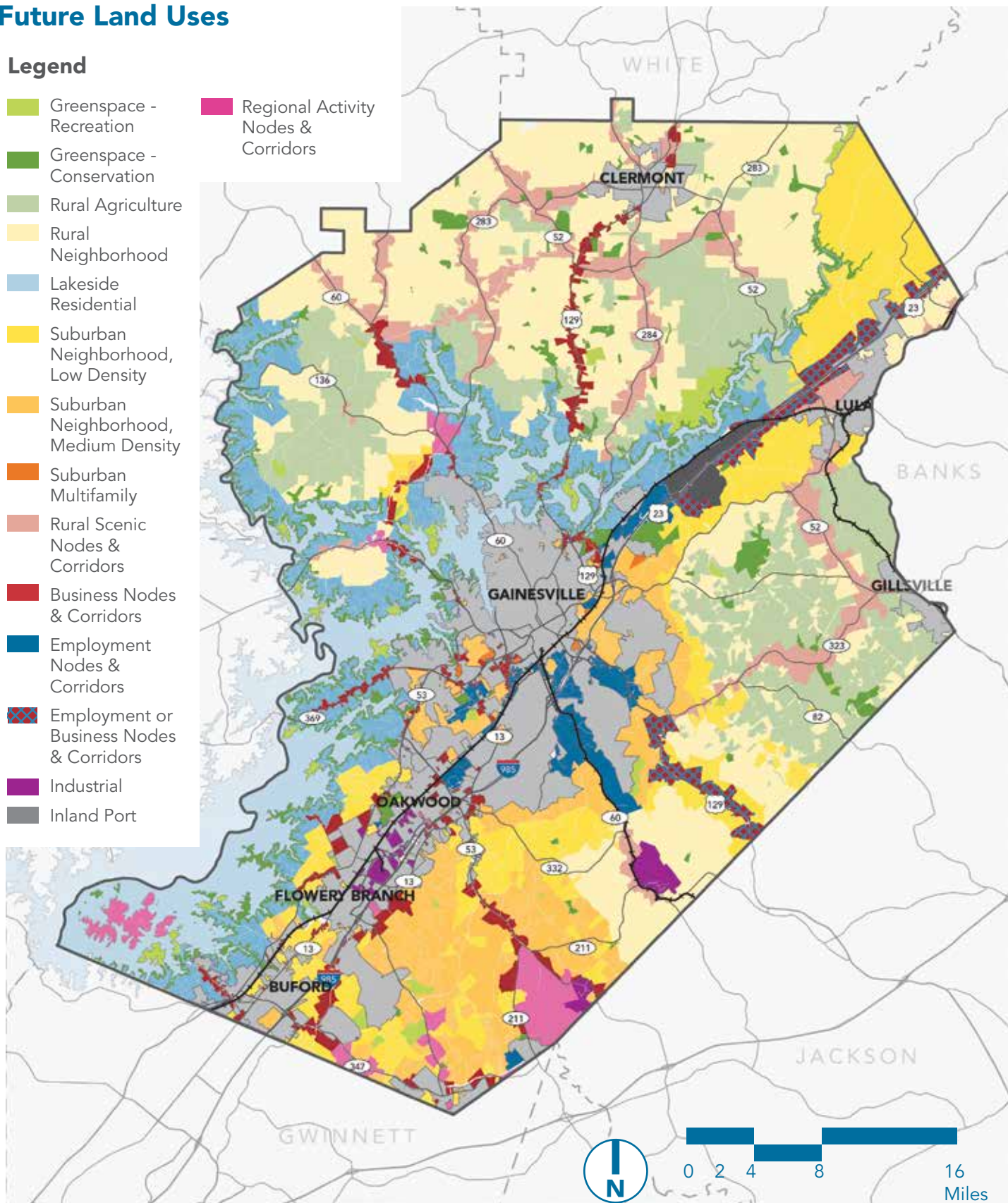
Character Areas



Future Land Uses

Legend

- Greenspace - Recreation
- Greenspace - Conservation
- Rural Agriculture
- Rural Neighborhood
- Lakeside Residential
- Suburban Neighborhood, Low Density
- Suburban Neighborhood, Medium Density
- Suburban Multifamily
- Rural Scenic Nodes & Corridors
- Business Nodes & Corridors
- Employment Nodes & Corridors
- Employment or Business Nodes & Corridors
- Industrial
- Inland Port
- Regional Activity Nodes & Corridors



The New Unified Development Code

Concurrent with the development of *Hall County Forward*, the county's zoning ordinance, subdivision regulations, and stormwater regulations were updated and consolidated into a UDC. The process to update the UDC involved auditing and improving the existing regulations to:

- Make the code easier to understand.
- Update outdated terms and references.
- Consolidate uses into a single table.
- Add graphics and diagrams for clarity.
- Update and consolidate definitions.
- Reorganize regulations.
- Update legal provisions.

New Zoning Districts

The process also included eliminating unused zoning districts and overlays and creating new districts to align



with evolving development types. New districts include the Agricultural General (AG-1) district, Residential Mixed (R-X), and Mixed-Use (M-U), described below.

Agricultural General (AG-1)

- Intended for areas that are largely undeveloped.
- Allows agricultural uses and limited commercial or entertainment that supports the preservation of agricultural lands.
- Allows single-family residential.
- Minimum 5-acre lots.



Residential Mixed (R-X)

- Intended for denser areas near cities and activity centers.
- Allows a mix of residential housing types on a single lot: single-family, two-family, townhouses, and cottage courts.
- Would require at least two different housing types in a development, with at least 20% of each type.



Mixed-Use (M-U)

- Intended for denser areas near cities and in activity centers.
- Allows commercial and residential uses on a single lot.
- Requires transportation best practices and places a high priority on site specific pedestrian enhancements.
- The BOC establishes the maximum density of mixed-use developments during the rezoning process

Detailed Planning

Comprehensive planning intentionally relies on a broad planning focus, which can sometimes result in a lack of detail regarding critical issues facing a local government. This often leads to the need for more detailed planning, which can be incorporated into the comprehensive plan by reference. In Hall County, there are several existing plans that will continue to lead the implementation of specific projects. The following existing plans informed this comprehensive plan.

Parks Facilities Master Plan (2019)

The *Parks Facilities Master Plan* serves as an expanded update to the 2008 *Hall County Parks and Recreation Master Plan* and addresses and integrates greenspace and trails into the county-wide plan. The purpose of this plan is to provide the County with a road map for present and future recreational programs and facilities development. The master plan utilizes national benchmarks and professional expertise to evaluate research data, community and staff input, demographics, and other community attributes to provide a 10-year, comprehensive analysis of the recreational resources and needs of the community. This information helps clarify the community's vision for recreation facilities and services and guides future decision-making regarding planning, budgeting, and funding for the Hall County Parks and Leisure Services Department. It also provides Hall County administrators and elected officials with essential information to assist in establishing policy, setting priorities, and allocating resources for development of programs and facilities.

Gainesville-Hall Regional Transportation Plan Update (2020)

Hall County's transportation planning is largely governed by the Gainesville-Hall Metropolitan Planning Organization (GHMPO). The GHMPO consists of the entirety of Hall County and its eight municipalities and a portion of western Jackson County, which includes the City of Hoschton. Every five years, the MPO coordinates an update to its *Regional Transportation Plan* (RTP), which identifies short- and long-term strategies for the management and improvement of the regional transportation network for the next 30 years. The most recent update was completed in 2020. It should be noted that through the creation of the 2020 update, the anticipated funding from state and federal resources is projected to fall short of the total financial needs being proposed. As result of this shortcoming, portions of some projects are anticipated to be unfunded, while others are anticipated to be funded through local or other funding opportunities.

Hall County Sewer Master Plan & Rate Study (2020)

Since the completion of the last *North Hall County Sewer System Master Plan* in 2011, and the *South Hall County Sewer District Unit Rate and Connection Fee Methodology Report* in 2008, Hall County has completed many planned projects and has expanded its sewer service in both the northern and southern ends of the county. This has resulted in the region recovering from the Great Recession of the late 2000s to a growing economy again. This *Sewer System Master Plan and Rate Study* addresses the planning, funding, and delivery of the wastewater collection systems in the North and South Hall study areas for meeting Hall County's service goals for the planning horizon of 2020 to 2040. A well-planned sewer system will position the county for economic prosperity and will provide protection of local water quality. The plan has provided a layer of analysis to this comprehensive plan to inform how population and employment growth can be connected to infrastructure growth.

Coordination & Collaboration

Implementing this plan will require joint efforts that go beyond the County government. The success of this plan cannot rest on Hall County alone, even with the support of its various boards and commissions. The County should continue to maintain its supportive partnerships with local experts and organizations to bring the vision to fruition while exploring new partnerships. This approach will continue to make the best use of government resources and yield better results through cooperation with the following groups.

County-Based Agencies & Organizations	Other Public Agencies & Organizations	Third Party Entities
<ul style="list-style-type: none">Gainesville-Hall County Economic Development CouncilGainesville-Hall Metropolitan Planning Organization (GHMPO)Greater Hall Chamber of Commerce (GHCC)Hall Area TransitHall County Convention & Visitor's BureauHall County SchoolsNortheast Georgia Latino Chamber of CommerceVision 2030 Greenspace Committee	<ul style="list-style-type: none">Town of BraseltonCity of BufordTown of ClermontCity of Flowery BranchCity of GainesvilleCity of GillsvilleCity of LulaCity of OakwoodGeorgia Mountain Regional CommissionGeorgia Department of TransportationGeorgia Environmental Protection Division (GAEPD)	<ul style="list-style-type: none">Chattahoochee RiverkeepersHispanic AllianceLake Lanier AssociationLanier Technical CollegeNorth Georgia Land TrustNortheast Georgia Health SystemsThe Arts CouncilUnited WayUniversity of North Georgia - GainesvilleUniversity of Georgia Cooperative Extension Office

Community Work Program

The Community Work Program (CWP) identifies specific implementation actions the County and other entities intend to take over the next decade. This includes a brief description of the project item and applicable details that will support the application of *Hall County Forward*.

For each action, the CWP outlines the following information:

- Brief description.
- Timeframe for undertaking the activity (2024 through 2032).
- Estimated cost.
- Responsible party for implementing the activity.
- Funding source.
- Any pertinent information related to the action.

The actions are divided into the goal categories described previously. Below is a list of those categories and key examples from each:

Growth Management

- Prepare a UDC to update, consolidate, and streamline land use and development regulations and to support the goals of the Comprehensive Plan.
- Create a small area study for the Inland Port area.
- Assess compatibility of municipalities' corridor standards/design guidelines with the County's and identify any requirements that could enhance the quality of development in the county.

Attainable Housing

- Conduct an affordability study that examines the existing house inventory, housing market, and housing needs in Hall County in order to develop policies that reflect the needs and priorities of all members of the community.
- Establish affordability incentives for new development such as offering increased density.

Infrastructure Maintenance & Expansion

- Use data from the corridor development study for SR 365/Cornelia Highway to determine infrastructure capacity for the Inland Port East-West Corridor Study/(Northern Bypass Study).
- Review regulations for any impediments to low impact development (LID) or green infrastructure approaches to stormwater management.

Parks & Recreation

- Prioritize East Hall and the Chestnut Mountain/Candler areas for new parkland. Create incentives to fund new park facilities through private development
- Work with Hall County Schools to identify opportunities for shared use between the County and Schools and build new facilities most in need by the schools.

Greenspace

- Strengthen partnerships with the Vision 2030 Greenspace Committee, the Chattahoochee Riverkeepers, and Lake Lanier community groups.
- Create a process that identifies land for permanent protection based upon its recreational, ecological, environmental, aesthetic, cultural, historic, or agricultural value.
- Identify land using this process and begin implementation measures that assure protection of the land identified.

Natural Resource Conservation

- Identify eligible projects for Federal Sec. 319(h) Non-Point Source Implementation Grants to address pollutants in impaired waters.
- Coordinate with the Georgia Environmental Protection Division on its Total Maximum Daily Load (TMDL) Implementation Plan for Lake Lanier to address pollutants.

Multi-Modal Transportation

- Continue building the Highlands to Islands Trail Network.
- Adopt a complete streets policy.
- Implement an Americans with Disabilities Act (ADA) plan that identifies existing ADA barriers on sidewalks and crossings to allow for updates to be made on an ongoing basis.

Safety & Security

- Establish benchmarks to assist in setting measurable and attainable goals for decreasing the level of crime in Hall County.
- Track the construction of new developments to ensure that police and fire services can serve the growing population at the ideal level of service.

Economic Development

- Cooperate with the Economic Development Council (EDC) as they prepare and update the county-wide Economic Development Plan.
- Coordinate with the Georgia Department of Community Affairs (DCA) to seek Less Developed Census Tract designation for the Chicopee Mill area along Atlanta Highway.

CHAPTER 1: INTRODUCTION

HAMMOCK HOLLOW
An interactive public art installation paying homage to the boating and sailing history of Lake Lanier, Hammock Hollow combines seats made from recycled sail cloths with a whimsical, wavy design. Enjoy the permanent seats, or hang your own hammock from the many hooks along the structure.
Inspired by kids, designed for everyone.

Donated by

2020
PUBLIC
ART





Purpose 20

Why We Plan 20

The Planning Process..... 22

INTRODUCTION

Hall County Forward, the County's official comprehensive plan, is a community-based plan for guiding the growth and investment expected to occur over the next 20 years and beyond. It is intended to serve as a guide for preserving the county's quality of life and sense of place in the face of growth pressures by providing specific policies and actions for land use and development, infrastructure, resources, economic development, and more.

Purpose

A comprehensive plan describes a community's long-range vision and provides a roadmap to achieve it. *Hall County Forward* represents this long-range vision for unincorporated Hall County, as expressed by goals and implementation strategies, along with recommendations for growth management, transportation, housing, greenspace, economic development, and more. This plan also serves the purpose of meeting the intent and requirements of the Georgia Department of Community Affairs' (DCA) "Standards and Procedures for Local Comprehensive Planning," as established on March 1, 2014. Preparation of a plan in accordance with these standards is an essential requirement in maintaining status as a Qualified Local Government (QLG). QLG status makes communities eligible for state assistance programs. This plan will allow only Hall County to retain its QLG status; each municipality has its own comprehensive plan that it maintains.

One of the major challenges of comprehensive plans is that most are broad in their scope—they address most topics but generally not in much detail. Although this is good from a viewpoint of being as comprehensive as possible, it can translate into recommendations that are vague and difficult to implement. *Hall County Forward* attempts to take a different approach. Rather than attempting to cover all topics at a high level, this plan seeks to address the county's most pressing challenges in a comprehensive manner and across disciplines to provide recommendations that result in actionable guidance. This is particularly important when guiding growth in the coming years and addressing how the county can balance population and employment growth, infrastructure, and the preservation of rural areas and greenspace, while ensuring that quality of life is maintained.

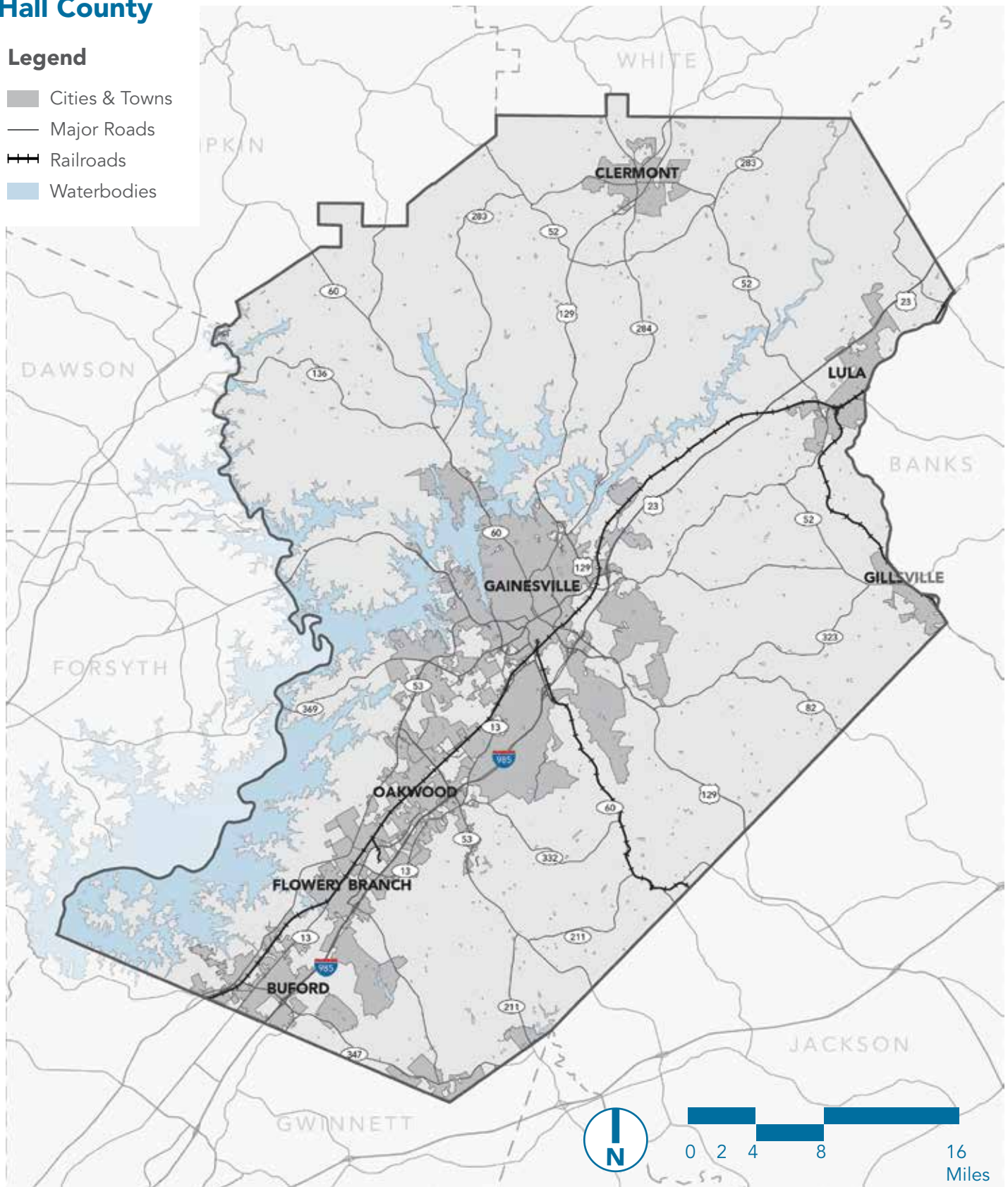
Why We Plan

A comprehensive plan is a policy document that guides the physical development of a community. Comprehensive planning is an important management tool for promoting a vibrant and connected community. It can be used to promote strategic development so the county can remain attractive and economically viable, while preserving important natural and historic resources. The comprehensive plan provides the community with an understanding of how and where it may develop, as well as what services may need adjusting to maximize the benefits of development. The plan helps the county decipher where to invest budgets in infrastructure such as roads, sewer service, parks and greenspace, and other facilities to maintain and improve residents' quality of life as well as economic development prospects.

Hall County

Legend

- Cities & Towns
- Major Roads
- Railroads
- Waterbodies



The Planning Process

The comprehensive planning process kicked off in September of 2022 and finished in August 2024. The four stages of the planning process included orientation, determine direction, plan development, and confirm direction. Descriptions of the planning stages and accompanying public engagements are detailed below.

Planning Process Stages

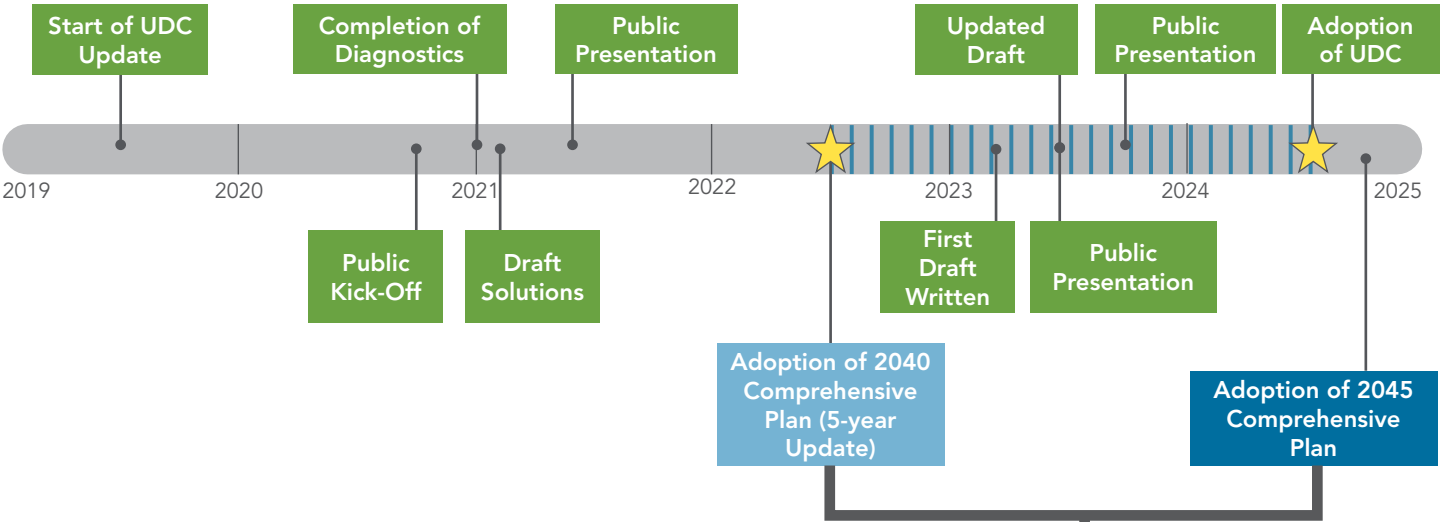
			
September 2022 - December 2022	January 2023 - May 2023	June 2023 - September 2023	October 2023 - August 2024
Orientation	Determine Direction	Plan Development	Confirm Direction
Learning key issues and opportunities in Hall County	Discovering what Hall County stakeholders want for the future	Creating draft recommendations	Presenting the recommendations and asking the question, "did we get it right?"

Public Engagement

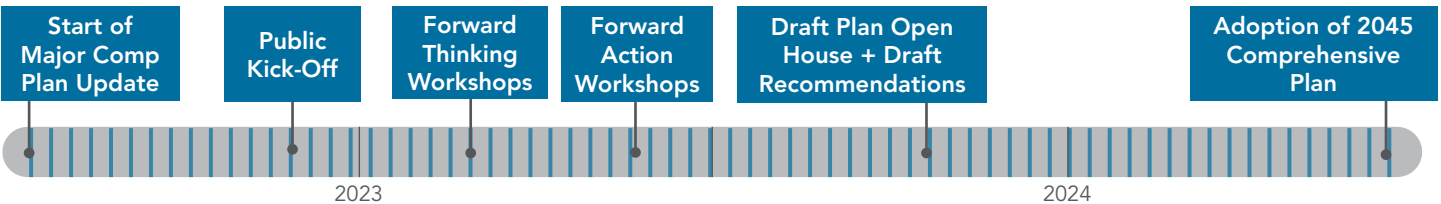
Orientation	Determine Direction	Plan Development	Confirm Direction
Steering Committee Meeting # 1 (Virtual) Kick-Off Meeting Survey goes live	Steering Committee Meeting #2 Survey closes Forward Thinking Workshops Forward Action Workshops	Citizens Advisory Committee Meeting Inter-governmental Advisory Committee Meeting Steering Committee Meeting #3 Technical Advisory Committee Meeting	Draft Plan Open House Steering Committee Meeting #4 30-day Public Review

The comprehensive planning process was conducted in conjunction with the major update to the county's Unified Development Code (UDC) to ensure that the plan's vision is supported by the County's zoning and development regulations. The graphic below details how these two processes aligned.

UDC and Comprehensive Plan Processes



2045 Comprehensive Plan Process





CHAPTER 2: HALL COUNTY TODAY



Introduction & Planning Areas.....	26
Population.	34
Land Use.....	42
Housing	50
Transportation & Infrastructure.....	54
Community Resources	68
Economics.....	74
Parks, Recreation, & Greenspace	82
Natural Resources.	88
Historic Resources	92
Susceptibility to Change.....	94
The Takeaways.....	100

HALL COUNTY TODAY

Introduction & Planning Areas

This comprehensive plan for Hall County's future is grounded in an inventory and analysis of the conditions that shape the county today, including:

- Population
- Land Use
- Housing
- Transportation and infrastructure
- Community resources
- Economics
- Broadband
- Greenspace
- Natural resources
- Historical resources

The planning process also acknowledges the diverse development patterns, lifestyles, and geography in Hall County by organizing it into six planning areas:

- North Hall
- Murrayville/Sardis
- Gainesville Area
- East Hall
- Chestnut Mountain/Candler
- South Hall

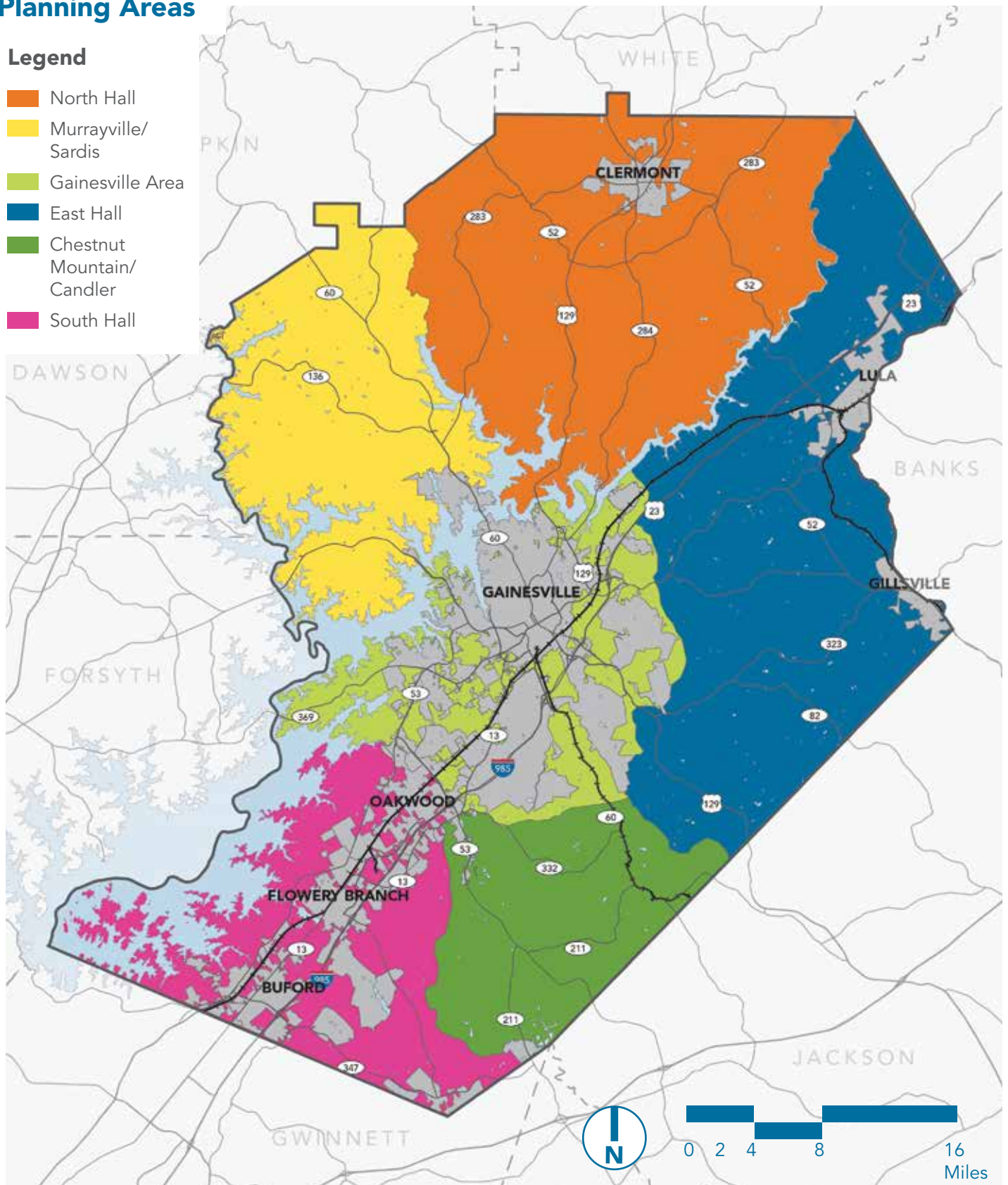
These planning areas were originally defined in the 2017 Comprehensive Plan for analyzing the county's population, housing, and employment trends, and comparing those trends to other patterns. The boundaries were developed using 2010 Census block group boundaries. The comprehensive plan update in 2022 revealed a desire to continue using these planning areas for analysis purposes, as well as a geographic basis for new plan recommendations. The current planning study refined the initial boundaries by slightly adjusting them to better align with the geographic characteristics of each area's edges.

The following pages introduce each planning area, their context, and the issues and opportunities identified that they currently face or may face in coming decades.

Planning Areas

Legend

- North Hall
- Murrayville/
Sardis
- Gainesville Area
- East Hall
- Chestnut
Mountain/
Candler
- South Hall



NORTH HALL

Context

This area comprises the top portion of the county, sharing a border with the southern portions of Lumpkin and White Counties. North Hall is roughly located between Cornelia Highway and SR 60/Thompson Bridge Road, with US 129/Cleveland Highway running straight up its center. This is one of the more rural areas in the county with low population densities, large tracts of agricultural land, and scenic state parks.

Population: Approximately 18,000*

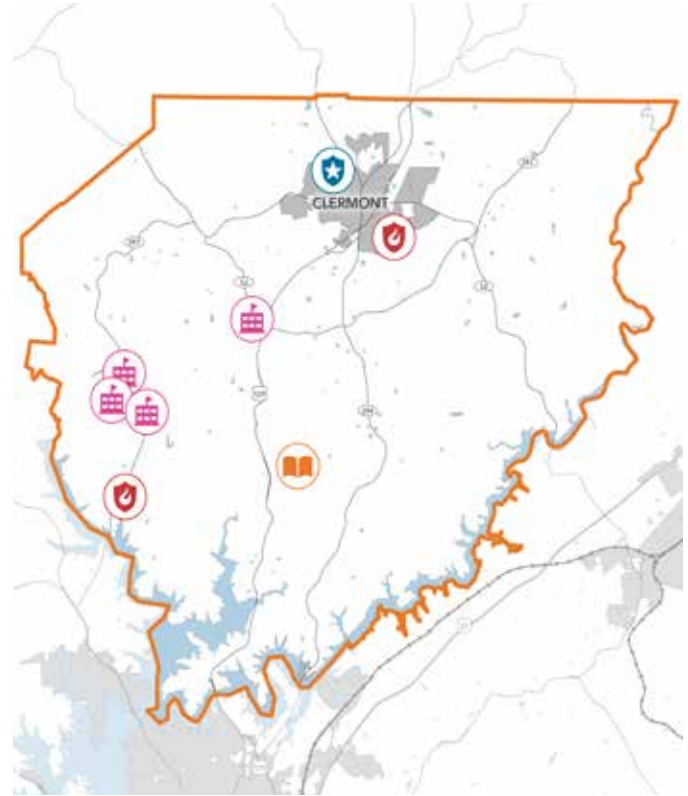
Cities: Clermont

Schools:

- Wauka Mountain Elementary School
- Mount Vernon Exploratory Academy
- North Hall Middle School
- North Hall High School

Community Resources:

- North Hall Technology Center (Hall County Library Branch)
- Wauka Mountain Compactor
- Hall County Fire Stations 2, 15, and 16
- North Hall Park
- Laurel Park
- North Hall Precinct for the Hall County Sheriff's Office
- Little River Park
- Don Carter State Park
- Mossy Creek Park



Key Issues

- Increasing residential development pressure.
- Lack of multimodal transportation options (challenges with walking/biking places, little access to transit).
- Rural character is diminishing as more development occurs.
- Transportation challenges on US 129/Cleveland Highway and SR 60/Thompson Bridge Road.
- Poor cellular network connectivity.

Opportunities

- Forthcoming sewer infrastructure will bring many benefits to the area including improving residents' quality of life.
- Protection of undeveloped land to promote Hall County's conservation efforts.

* Source: TSW team estimates based on data from the 2020 Census Bureau's American Community Survey. Estimates were made because planning areas did not align completely with census tracts.

MURRAYVILLE/SARDIS

Context

The Murrayville/Sardis area is in the western portion of the county, northwest of Gainesville. The name of the planning area refers to two well-known unincorporated communities within Hall County. Murrayville is located along SR 60/Thompson Bridge Road, about 10 miles northwest of Gainesville. The community was named in honor of a local merchant, Patrick J. Murray. Sardis is to the south of Murrayville and across Lake Lanier from Gainesville. Sardis Creek has lent its name to local parks, roadways, and schools. The area is experiencing Gainesville's medium to higher-density single-family residential development on its southern periphery, but on its borders with North Hall and Lumpkin County, the area remains rural.

Population: Approximately 20,000*

Cities: N/A



Schools:

- Lanier Elementary School
- Sardis Elementary School
- Chestatee Academy
- Chestatee High School

Community Resources:

- Hall County Fire Stations 3, 11, and 13
- Murrayville Library (Hall County Library Branch)
- Wahoo Creek Park
- Murrayville Park
- Sardis Sports Complex
- Cool Springs Park
- Bolding Mill Park
- Little Hall Park
- Thompson Bridge Park
- Sardis Creek Park
- Simpson Park, Robinson Park
- Duckett Mill Park

Key Issues

- Prominent wetlands lack protection.
- Increasing development pressure.
- Existing infrastructure lacks capacity to support increased growth and development.

Opportunities

- The area is unlikely to change based on land use value and development forces.
- The northern portion may contain opportunities to contribute to the county's environmental protection areas.

* Source: TSW team estimates based on data from the 2020 Census Bureau's American Community Survey. Estimates were made because planning areas did not align completely with census tracts.

GAINESVILLE AREA

Context

The Gainesville Area is the immediate area of influence surrounding the city of Gainesville. Gainesville serves as the county seat for Hall County and is the most populous municipality in the county with 43,417 residents. This planning area is directly in the center of the county. Given its population density, many of Hall County's community resources and administrative offices are in the Gainesville Area. The area is one of the most built out in the county.

Population: Approximately 61,000*

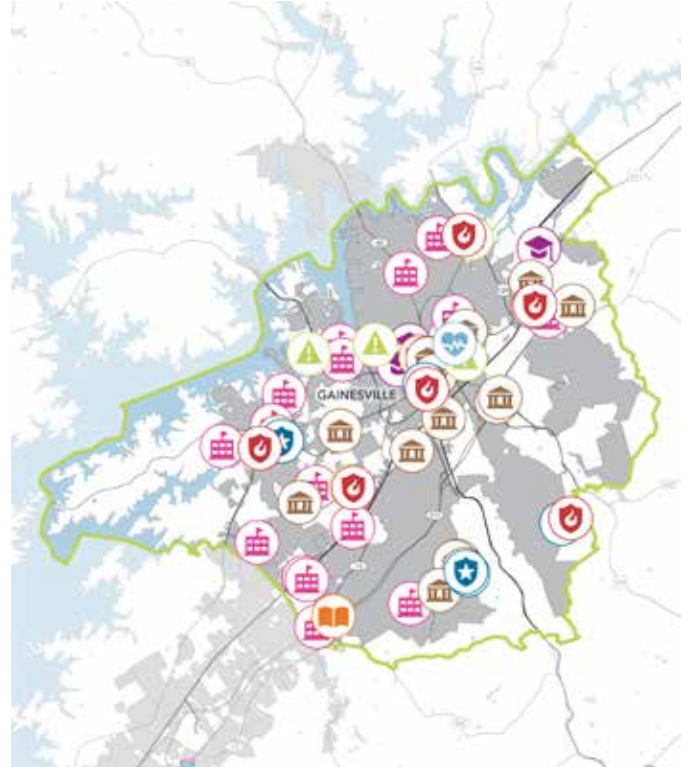
Cities: Gainesville

Schools:

- Chicopee Woods Elementary School
- Lyman Hall Elementary School
- Riverbend Elementary School
- White Sulphur Elementary School
- McEver Arts Academy
- Academies of Discovery at South Hall
- World Language Academy Middle School
- Johnson High School
- Ivester Early College
- Lanier College Career Academy
- The Foundry

Community Resources:

- Allen Creek Soccer Complex
- Hall County Fire Stations 4 and 7
- Blackshear Place Library (Hall County Library)
- Chicopee Woods Agricultural Center
- River Forks Park
- County Landfill
- Hall County Courthouse
- Hall County Animal Control
- Hall County Law Enforcement Center
- Bicentennial Park



- Adult Literacy Center
- Hall County Health Department
- Butler Park
- Gainesville Marina

Key Issues

- Expected to absorb at least 20% of Hall County's future population growth and consequent strains on infrastructure.
- Diminished housing affordability.
- Limited walkability.

Opportunities

- Undeveloped tracts or underutilized land can support future development by responding to future population growth.
- Existing infrastructure could support redevelopment.
- Proximity to existing services.

* Source: TSW team estimates based on data from the 2020 Census Bureau's American Community Survey. Estimates were made because planning areas did not align completely with census tracts.

EAST HALL

Context

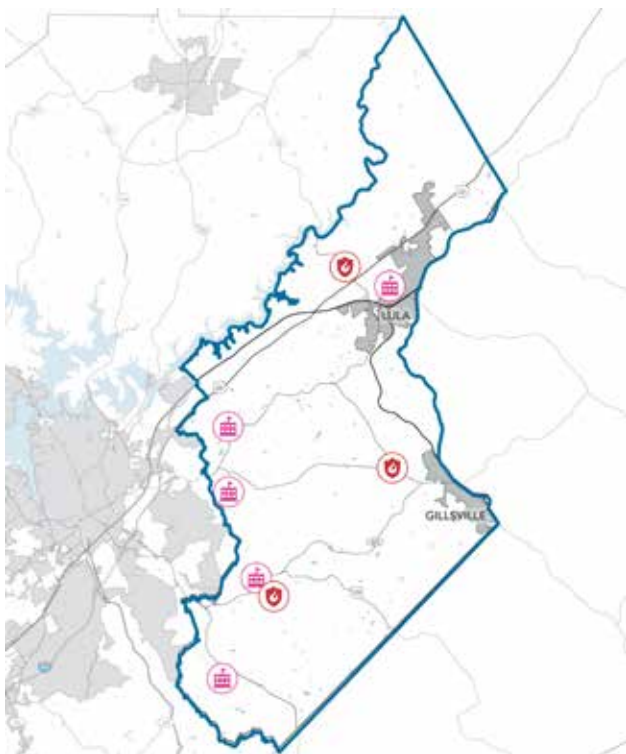
East Hall is comprised of large tracts of agricultural land and large-lot, low-density residential uses. The East Hall planning area also has the most vacant land of the six planning areas. These land use patterns and the area's proximity to SR 365/Cornelia Highway mean the development of the nearby Inland Port will have great impacts on the area. About 25% of the land area is highly susceptible to change.

Population: Approximately 23,000*

Cities: Lula and Gillsville

Schools:

- Lula Elementary School
- Sugar Hill Academy
- Tadmore Elementary School
- East Hall Middle School
- East Hall High School



Community Resources:

- Hall County Fire Stations 1, 6, and 10
- Healan's Mill Park
- Tadmore Park
- East Hall Park
- Cedar Creek Reservoir Park
- North Oconee Drinking Water Supply Intake
- Thurmon Greenspace
- Peckerwood Greenspace
- Belton Bridge Park

Key Issues

- Lack of community resources.
- Development pressure may hinder sustaining the area's rural character.
- Maintenance of public spaces.

Opportunities

- The North Oconee Water Supply Watershed Protection Overlay will continue to offer the area environmental protection.
- SR 365/Cornelia Highway continues to be a driving force for economic development in the area.
- The incoming Inland Port
- The Gateway Business Center

* Source: TSW team estimates based on data from the 2020 Census Bureau's American Community Survey. Estimates were made because planning areas did not align completely with census tracts.

CHESTNUT MOUNTAIN/CANDLER

Context

The Chestnut Mountain/Candler area is in the county's southeastern corner, referencing two well-known unincorporated communities in this section of Hall County. Candler is a community south of Gainesville at the intersection of Poplar Springs Road and Candler Road. Its name references Georgia's 56th governor, Allen D. Candler. It was its own city between 1910 and 1995 until the town's charter was dissolved after a period of inactivity. Chestnut Mountain is in the southern part of the planning area south of Oakwood along SR 211/ Winder Highway. Its name honors pioneer J.T. Chestnut. This is another rural area of the county, containing large tracts of vacant land.

Population: Approximately 16,500*

Cities: A small portion of Braselton

Schools:

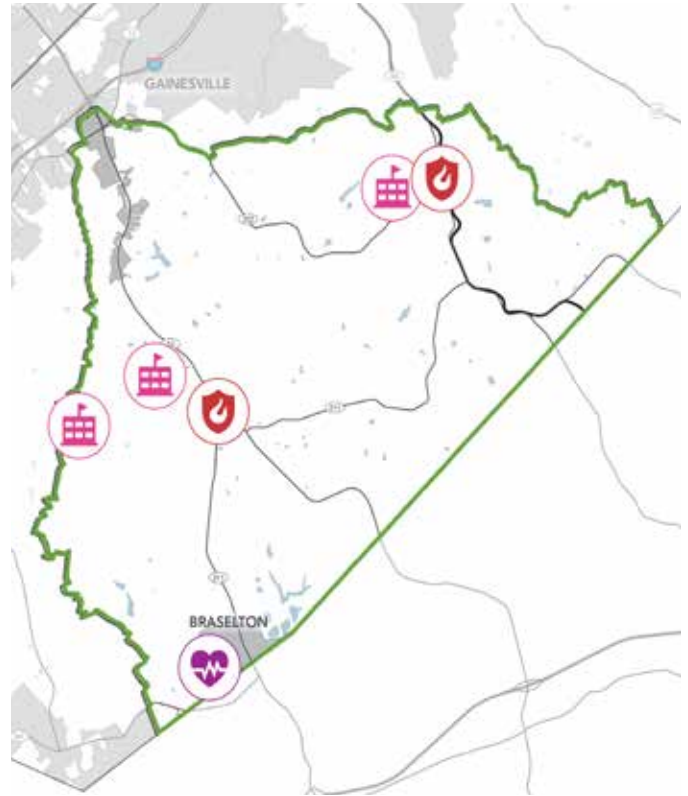
- Chestnut Mountain Elementary School
- Myers Elementary School
- World Language Academy Elementary School

Community Resources:

- Fire Stations 9 and 12
- Platt Park

Key Issues

- Lacking in community resources.
- Almost no parks are within its boundaries.
- Contains the most land that is highly susceptible to change within the next 10 years in the county.



- Proximity to Gainesville and Braselton generates through traffic.
- Contains a high number of large tract lots and little access to water.
- Potential spillover growth from Jackson County, one of the state's fastest growing counties, especially along SR 53 towards Gainesville.

Opportunities

- Close to basic services (schools, groceries, medical, etc.) in Gainesville and Braselton.
- Expansion of the North East Georgia Health System

* Source: TSW team estimates based on data from the 2020 Census Bureau's American Community Survey. Estimates were made because planning areas did not align completely with census tracts.

SOUTH HALL

Context

This planning area consists of the southern portion of Hall County near the Gwinnett County border. I-985 bisects the area, and the City of Buford straddles the county line. The I-985, Buford's industrial growth, and the population increases in the cities along the interstate have led to drastic population growth and increased development. Much of the residential development in South Hall is medium to high-density single-family residential.

Population: Approximately 52,000*

Cities: Flowery Branch, Oakwood, a portion of Buford, and a portion of Braselton

Schools:

- Flowery Branch Elementary School
- Friendship Elementary School
- Spout Springs Elementary School
- Oakwood Elementary School

- Martin Elementary School
- Cherokee Bluff Middle School
- Davis Middle School
- West Hall Middle School
- Cherokee Bluff High School
- Flowery Branch High School
- West Hall High School

Community Resources:

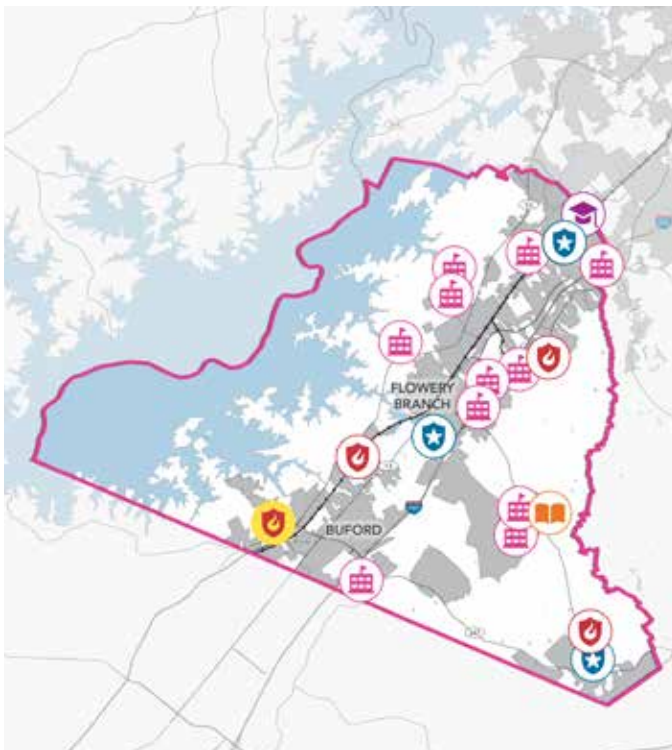
- Hall County Fire Stations 5, 8, 14, and 17
- Hall County Sheriff's Office, South Hall Precinct
- Spout Springs Library (Hall County Library Branch)
- Alberta Banks Park
- Williams Mill Greenspace
- Hog Mountain Sports Complex
- 5 Marinas: Sunrise Cove, Aqualand, Starboard, Holiday, and Lake Lanier Sailing Club
- Cherokee Bluffs Park
- Mulberry Creek Park
- Spout Springs Sports Complex

Key Issues

- Growth management challenges.
- Traffic congestion.
- Specific hot spots for transportation issues such as McEver Road, Mundy Mill Road, SR 347/Friendship Road, Spout Springs Road, and SR 13/Atlanta Highway.
- Above issues create a public perception that the area is less desirable.

Opportunities

- Planned future connection of the Chicopee Trail to SR 347/Friendship Road.
- Upcoming improvements to sewer infrastructure.



* Source: TSW team estimates based on data from the 2020 Census Bureau's American Community Survey. Estimates were made because planning areas did not align completely with census tracts.

Population

The following pages provide an inventory of population characteristics such as growth, income, and education, etc. Note, for this comprehensive plan, KB Advisory Group uses a combination of Claritas Spotlight data for current and historical Census information combined with in-house projections based on US Census and Georgia Governor's Office of Planning and Budget data. Claritas Spotlight is a third-party data provider that aggregates various Decennial and American Community Survey US Census data surveys into one single output report.

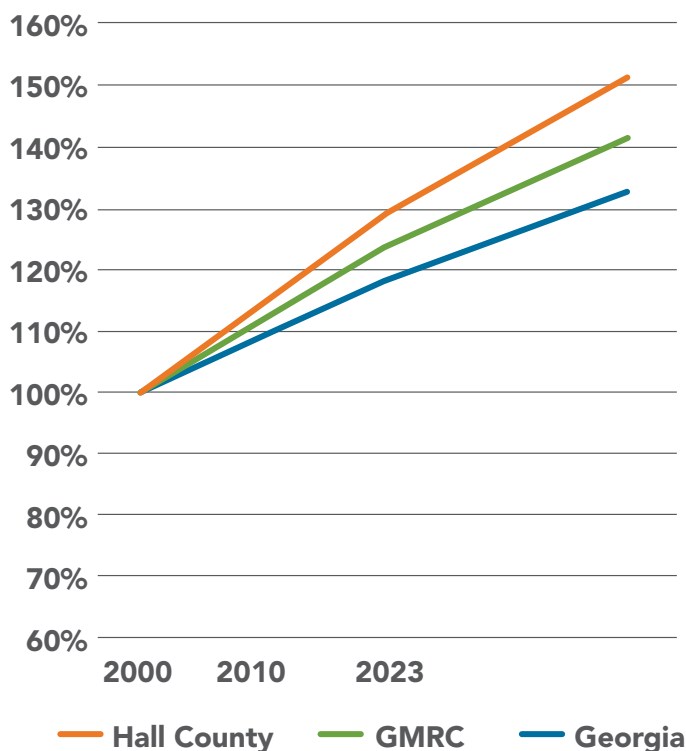
Population & Household Growth

Hall County's population is growing faster than Georgia's population, with over 70,000 new residents in roughly the last two decades. The total estimated 2022 population is 210,802 with a projection of reaching 383,214 by 2050. The growth rate from years 2000-2022 is 1.9% in comparison to Georgia's 1.3% growth rate.

Like the trends with population growth, the households in Hall County are also increasing faster than Georgia overall. The growth rate of Hall County is 1.9%, but Georgia's overall rate is at 1.3%. Population and households are increasing at the same rate.

Over two-thirds of Hall County residents live in the unincorporated portions of the county. Gainesville is the largest municipality in the county, with over 20% of the county population.

Population Growth



Source: KB Advisory Group based on data from Claritas Spotlight; Gainesville-Hall MPO 2020 Regional Transportation Plan; Governor's Office of Planning and Budget.

Population Characteristics

The population of Hall County has a greater share of White residents and Hispanic/Latino residents than Georgia overall. Hispanic/Latino residents represent 30% of the county. Hall County also has a slightly higher percent of Asian residents than Georgia. However, there are significantly fewer Black/African American residents living in Hall County than the remainder of Georgia. Almost 20% of the county identifies as "Some Other Race Alone" suggesting that there is a relatively large multi-cultural population. This category was higher than all others except for White alone. The generational/age makeup of Hall County is overall similar to Georgia.

Population Growth

Population	Hall County	Georgia Mountain Regional Commission	Georgia
2000 Census	139,290	356,923	8,186,491
2010 Census	179,684	442,135	9,687,653
2023 Estimate	218,799	505,339*	10,992,292
2050 Forecast	383,214	653,730	13,390,283
New Population 2000-2023	79,509	148,416	2,805,801
Growth Rate 2000-2023	2.0%	1.6%*	1.4%

* Designates numbers that reflect 2022 estimates since data is not available for 2023 from Georgia Mountain Regional Commission

Source: KB Advisory Group based on data from Claritas Spotlight; Gainesville-Hall MPO 2020 Regional Transportation Plan; Governor's Office of Planning and Budget.

Household Growth

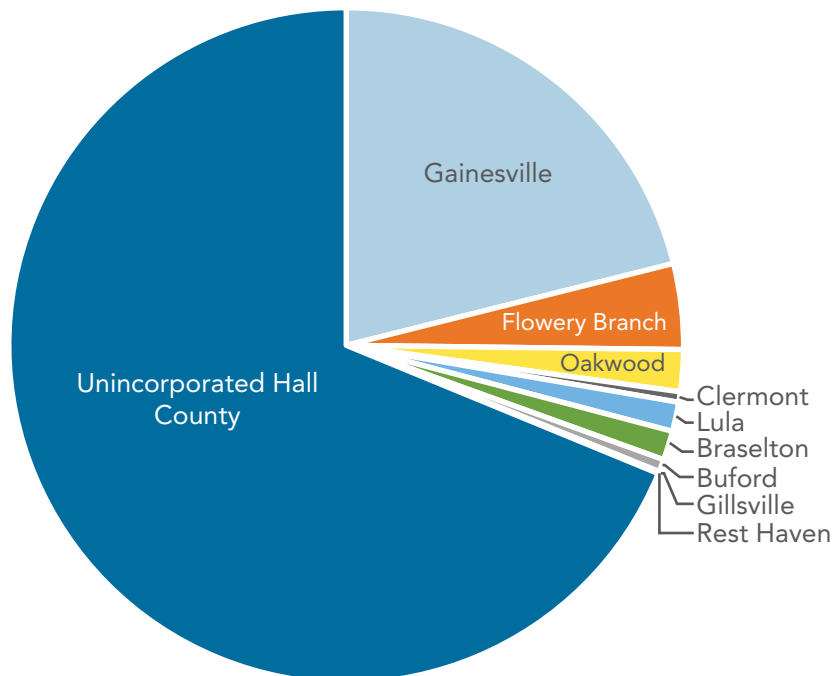
Households	Hall County	Georgia Mountain Regional Commission	Georgia
2000 Census	47,389	131,723	3,006,377
2010 Census	60,691	162,287	3,585,584
2023 Estimate	74,331	184,693*	4,092,467
Growth Rate 2000-2023	2.0%	1.5%*	1.4%

* Designates numbers that reflect 2022 estimates since data is not available for 2023 from Georgia Mountain Regional Commission

Source: KB Advisory Group based on data from Claritas Spotlight.

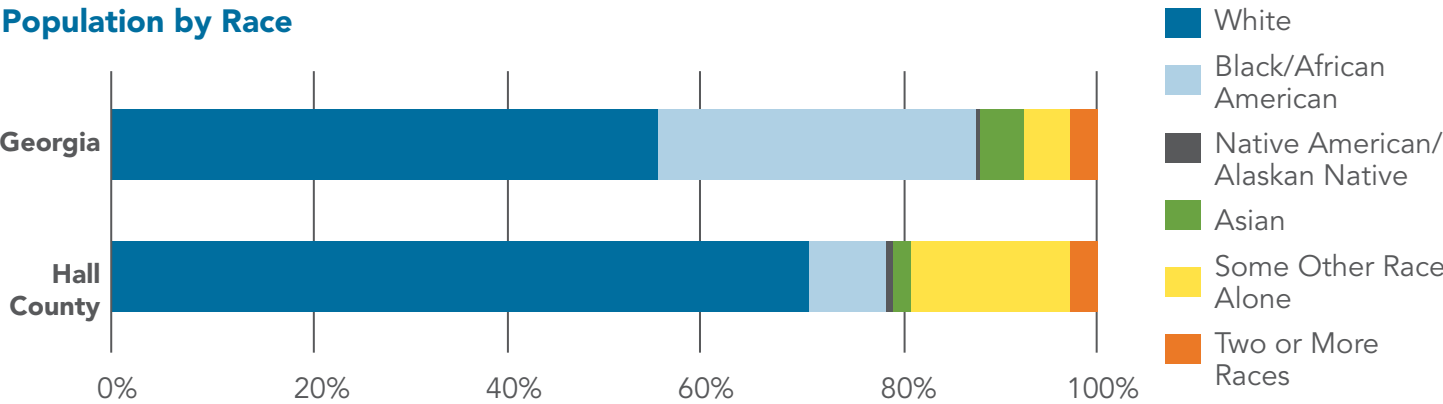
Hall County Population by Community

Community	Total Population Estimate	Hall Population Estimate	Percent of Hall County
Gainesville	44,479	44,479	21.1%
Flowery Branch	8,643	8,643	4.1%
Oakwood	4,216	4,216	2.0%
Clermont	1,054	1,054	0.5%
Lula	2,985	2,951	1.4%
Braselton	11,452	2,951	1.4%
Buford	16,143	1,265	0.6%
Gillsville	270	211	0.1%
Rest Haven	70	34	0.0%
Unincorporated Hall County	145,032	145,032	68.8%
TOTAL	-	210,802	-



Source: KB Advisory Group based on data from Claritas Spotlight, Gainesville 2021 Community Assessment

Population by Race



Households	Hall County	Georgia
White Alone	70.8%	55.4%
Black/African American Alone	7.7%	32.2%
American Indian/Alaskan Native Alone	0.5%	0.4%
Asian Alone	2.0%	4.5%
Native Hawaiian/Pacific Islander Alone	0.1%	0.1%
Some other race alone	16.2%	4.6%
Two or more races	2.8%	2.8%

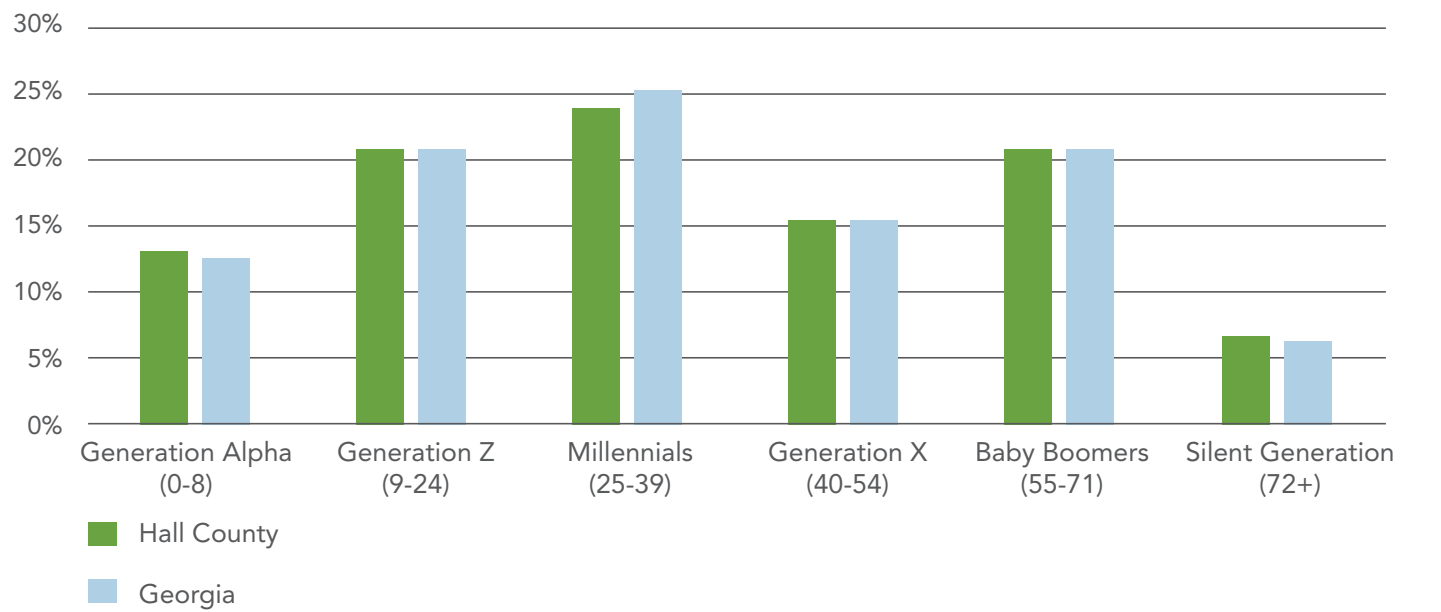
Source: KB Advisory Group based on data from 2022 American Community Survey

Percent Hispanic/Latino

Households	Hall County	Georgia
Hispanic/Latino	30%	10%
Non-Hispanic/Latino	70%	90%

Source: KB Advisory Group based on data from 2022 American Community Survey

Generational Makeup



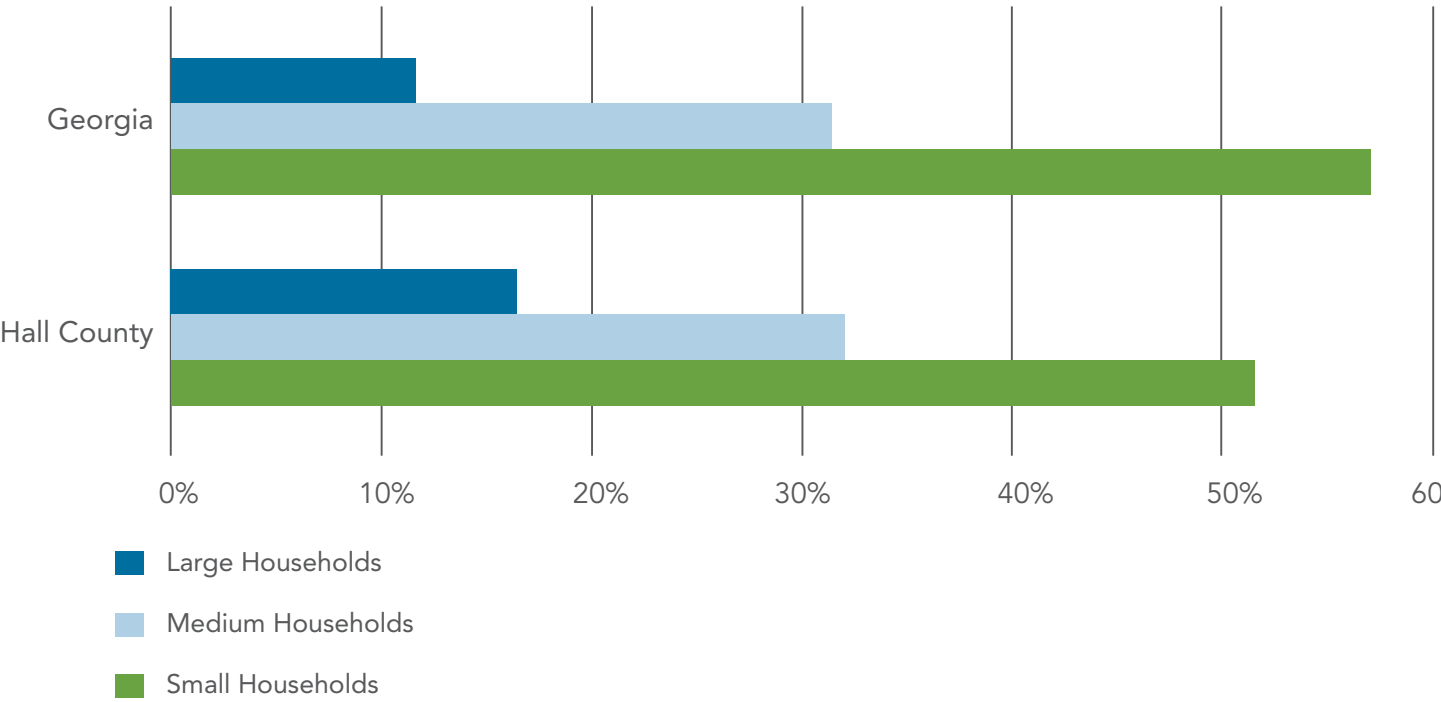
Age & Generational Cohort	Hall County	Georgia
Generation Alpha (0-8)	13%	12%
Generation Z (9-24)	21%	21%
Millennials (25-39)	24%	25%
Generation X (40-54)	15%	15%
Baby Boomers (55-71)	21%	20%
Silent Generation (72+)	7%	6%

Source: KB Advisory Group based on data from 2022 American Community Survey

Household Characteristics

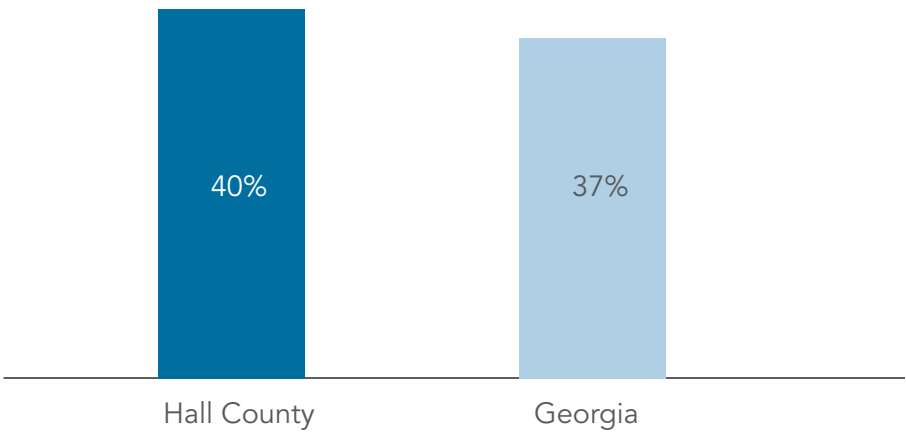
Hall County has a slightly higher proportion of households with children than Georgia. Hall County has proportionally more large households (those with five or more residents) than Georgia.

Household Size



Source: KB Advisory Group based on data from 2022 American Community Survey

Households By Presence of Children

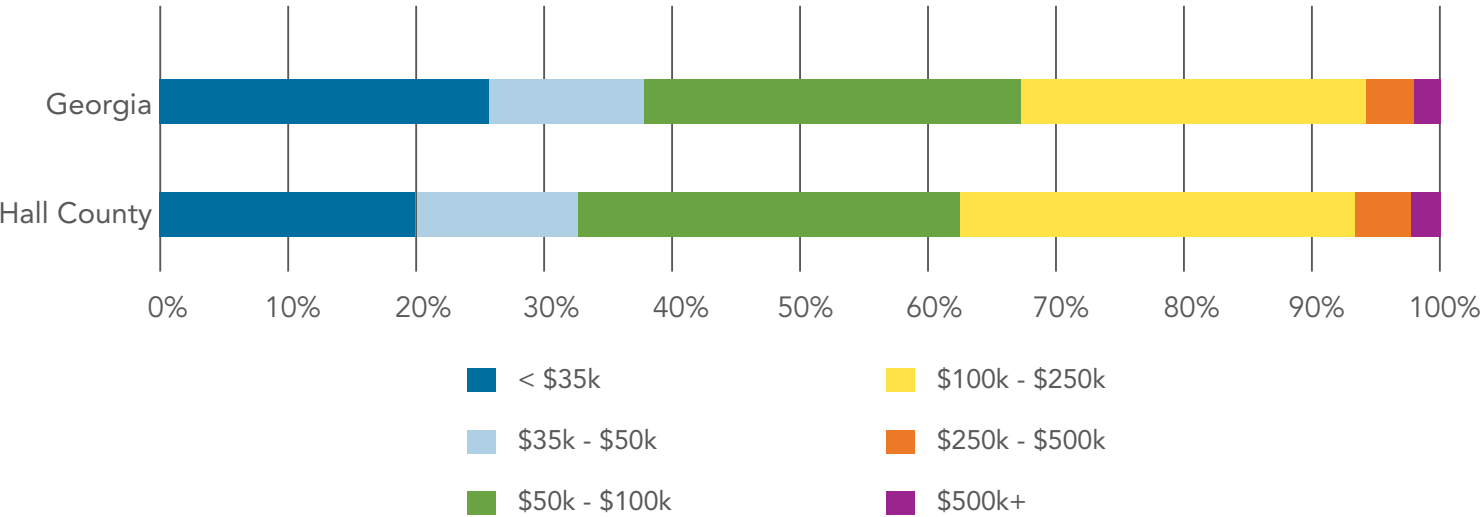


Source: KB Advisory Group based on data from 2022 American Community Survey

Income Characteristics

Median household incomes in Hall County are higher than in Georgia. Hall County has fewer households earning less than \$35,000 annually than Georgia. The median annual household income is \$75,245, and most households fall into the categories of \$50,000 - \$100,000 or \$100,000 - \$250,000.

Annual Household Income Distribution



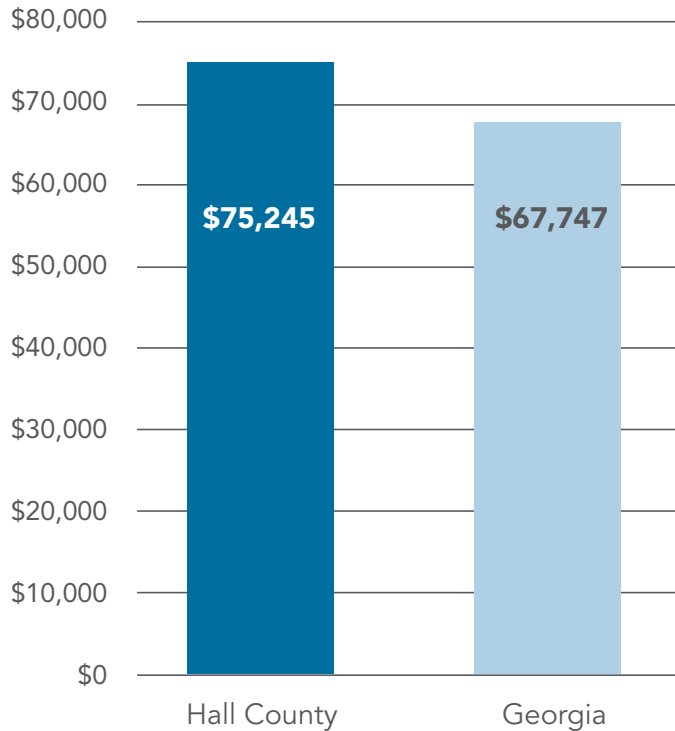
Source: KB Advisory Group based on data from 2022 American Community Survey

Annual Household Income Distribution

Households	Hall County	Georgia
<\$35,000	20%	26%
\$35000 - \$50,000	13%	12%
\$50,000 - \$100,000	30%	30%
\$100,000 - \$250,000	31%	27%
\$250,000 - \$500,000	4%	4%
\$500,000+	2%	2%

Source: KB Advisory Group based on data from 2022 American Community Survey

Annual Median Household Income

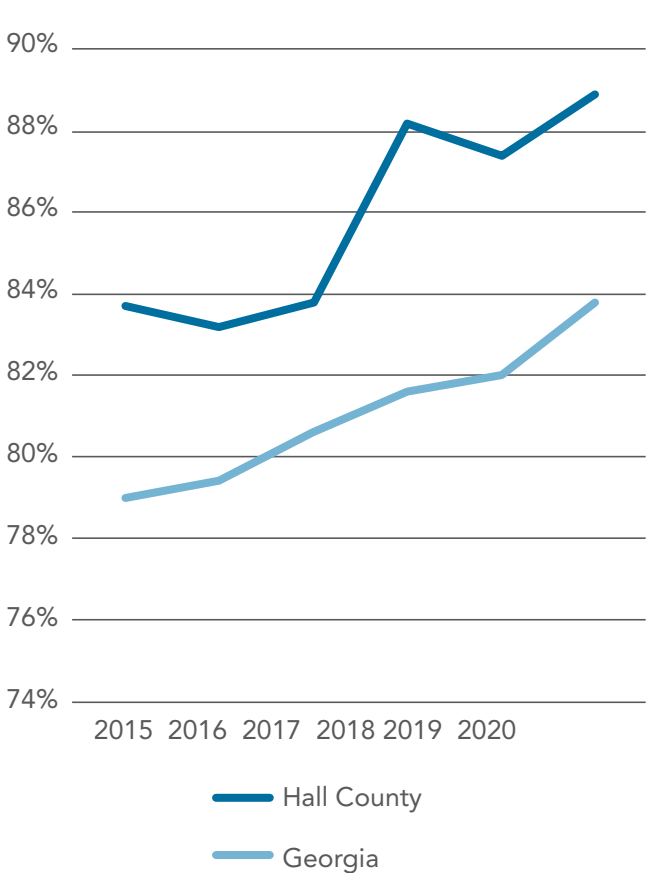


Source: KB Advisory Group based on data from 2022 American Community Survey

Educational Characteristics

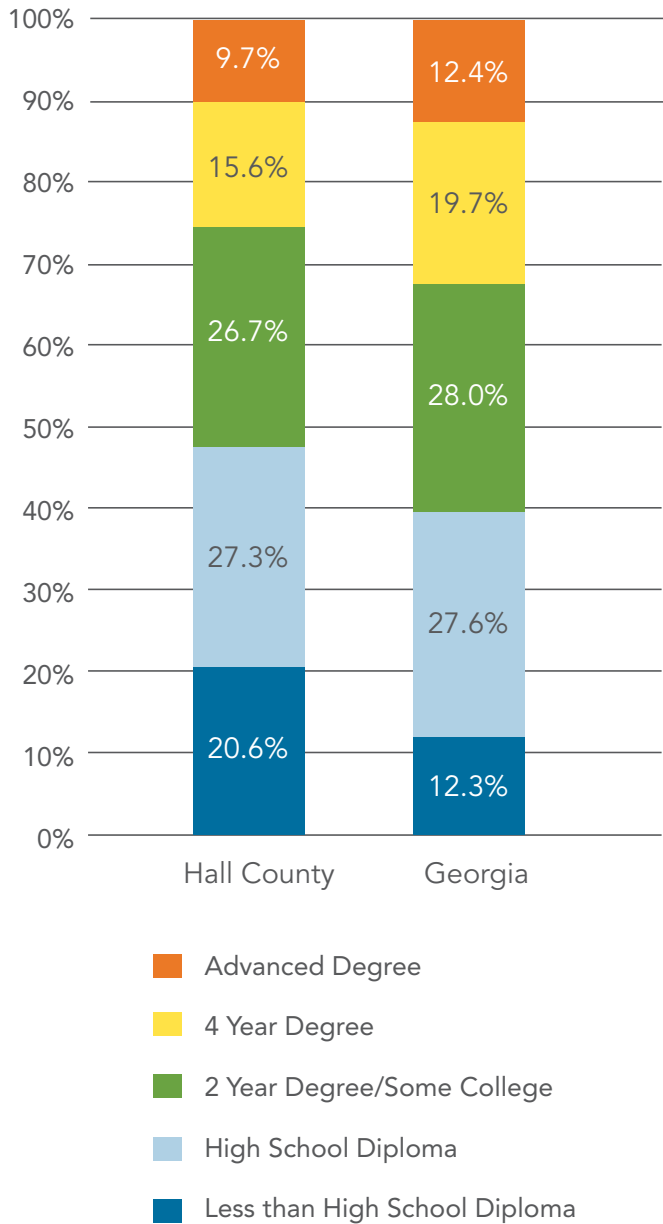
Hall County high school graduation rates are rising and are consistently higher than Georgia over the past five years of available data. Hall County has a larger proportion of residents who lack a high school diploma than the state overall.

High School Graduation Rates



Source: KB Advisory Group based on data from 2022 American Community Survey

Educational Attainment



Source: KB Advisory Group based on data from 2022 American Community Survey

Land Use

Existing Land Uses

Land use is a foundation of planning—it describes how land is used for human activities, such as living and working, or whether it is preserved. This section describes the nature of existing land uses in Hall County outside of incorporated cities and analyzes their patterns. The Existing Land Use Map (see page 43) displays county-wide existing land use, defined as the current use of parcels of land and categorized as described in the Existing Land Use Categories table below. The Existing Land Use Map was developed through a process of GIS analysis that involved tax digest data from Hall County, aerial photography from various sources, and field confirmation.

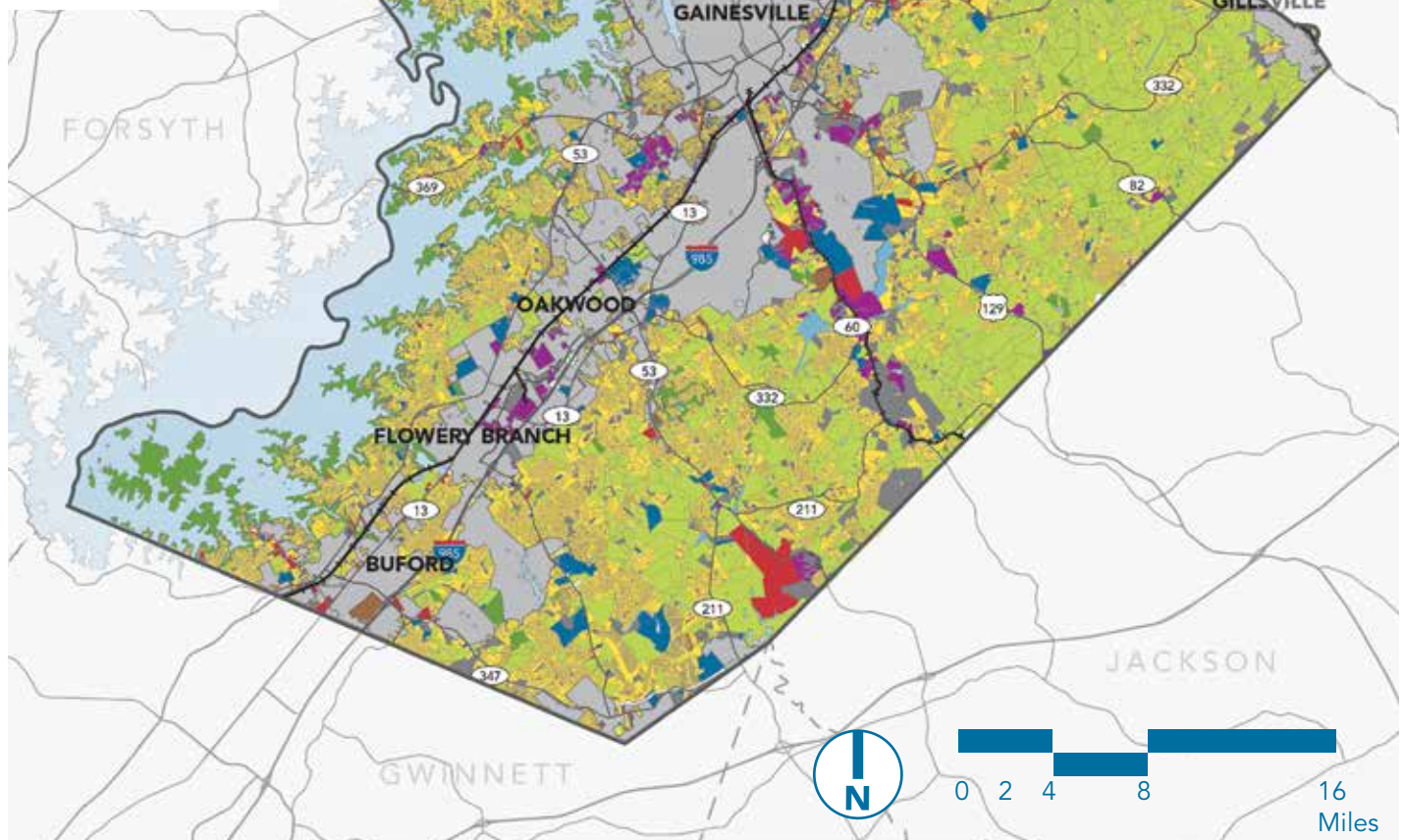
Existing Land Use Categories

Category	Description of Land Uses
Agriculture/Forestry	Agricultural and forestry activities
Parks/Recreation/Conservation	Open space such as public parks and state and federal lands
Residential, Single-Family	Single-family detached houses and manufactured houses on individual lots < 5 acres
Residential, Multifamily	Apartments, attached houses (i.e., townhouses, duplexes), condominiums
Manufactured Home Park	Multiple manufactured houses (“mobile homes”) on a single, unsubdivided lot
Commercial	Non-industrial businesses including retail sales, office, services, and entertainment
Industrial	Warehousing, wholesale trade and manufacturing
Public/Institutional	State, federal, or local government uses including county offices and government building complexes, police and fire stations, libraries, prisons, schools, etc.
Utilities	Radio towers, telephone switching stations, electric utility substations, and other similar uses
Vacant	Land that may be improved or developed but is not currently in use and has no structures.

Existing Land Use Map

Legend

- Agriculture / Forestry
- Parks / Recreation / Conservation
- Residential, Single-Family
- Residential, Multifamily
- Manufactured Home Park
- Commercial
- Industrial
- Public/ Institutional
- Utilities
- Vacant
- Cities & Towns



Existing Land Use Categories

There are approximately 202,573 acres in 58,736 tax parcels within the county with an identified use, including vacant. The table on page 45 summarizes each Existing Land Use category. These categories were created based on those identified in previous planning exercises and those listed on the county's tax digest. These land uses are defined below.



Agriculture/Forestry. These lands are comprised of both farms that include a single-family house and/or other improvements (barns, silos, etc.) used to produce agricultural products, as well as land primarily used for the production of trees, timber, or other wood products.



Commercial. These lands are used for the exchange of goods and services at either the wholesale or retail level. They can be in the form of stand-alone centers or incorporated into mixed-use developments.



Parks/Recreation/Conservation. These lands are made of up public and privately-owned parks and recreation centers, as well as land that has been set aside for conservation use.



Industrial. This includes all lands utilized for the manufacturing or processing of goods for wholesale or retail sale.



Single-Family Residential. This includes all detached and attached houses (such as townhouses), be they in subdivisions or not, along with accessory uses in a subdivision like open space or amenities.



Public/Institutional. This includes all lands utilized for tax-exempt uses such as publicly owned property, places of religious worship and/or burial, and educational institutions, etc.



Multifamily Residential. These lands are made up of two-family (duplex), three-family (triplex), and other residences with four or more units.



Utilities. These lands include those occupied by railroad companies, public utility companies (i.e., Georgia Power), telecommunication facilities, and airports.



Manufactured Home Park. These are lands that are designed, developed, operated, and maintained to provide sites and facilities for the placement and occupancy of manufactured houses.



Vacant. These lands include those that may be improved or developed but are not currently in use and have no structures.

Existing Land Use Summaries

Category	Parcels	%	Acres	%
Agriculture/Forestry	3,666	6.2%	100,296.40	49.5%
Lots (less than 5 acres)	580	1.0%	1,361.80	0.7%
Small Tracts (between 5 and 20 acres)	1,779	3.0%	20,952.30	10.3%
Large Tracts (20 acres or more)	1,307	2.2%	77,982.30	38.5%
Parks/Recreation/Conservation	352	0.6%	15,588.40	7.7%
Lots (less than 5 acres)	110	0.2%	138.20	0.1%
Small Tracts (between 5 and 20 acres)	76	0.1%	975.60	0.5%
Large Tracts (20 acres or more)	166	0.3%	14,474.60	7.1%
Residential, Single-Family	46,381	79.0%	59,085.40	29.2%
Lots (less than 5 acres)	44,583	75.9%	42,068.90	20.8%
Small Tracts (between 5 and 20 acres)	1,704	2.9%	13,200.80	6.5%
Large Tracts (20 acres or more)	94	0.2%	3,815.70	1.9%
Residential, Multifamily	298	0.5%	183.90	0.1%
Lots (less than 5 acres)	291	0.5%	45.70	< 0.1%
Small Tracts (between 5 and 20 acres)	6	< 0.1%	52.10	< 0.1%
Large Tracts (20 acres or more)	1	< 0.1%	86.10	< 0.1%
Manufactured Home Park	68	0.1%	515.40	0.3%
Lots (less than 5 acres)	49	0.1%	38.40	< 0.1%
Small Tracts (between 5 and 20 acres)	12	< 0.1%	131.40	0.1%
Large Tracts (20 acres or more)	7	< 0.1%	345.60	0.2%
Commercial	543	0.9%	2,231.70	1.1%
Lots (less than 5 acres)	493	0.8%	638.30	0.3%
Small Tracts (between 5 and 20 acres)	40	0.1%	328.90	0.2%
Large Tracts (20 acres or more)	10	< 0.1%	1,264.50	0.6%
Industrial	355	0.6%	2,869.70	1.4%
Lots (less than 5 acres)	243	0.4%	440.20	0.2%
Small Tracts (between 5 and 20 acres)	86	0.1%	847.00	0.4%
Large Tracts (20 acres or more)	26	< 0.1%	1,582.50	0.8%
Public/Institutional	376	0.6%	4,251.40	2.1%
Lots (less than 5 acres)	235	0.4%	390.00	0.2%
Small Tracts (between 5 and 20 acres)	96	0.2%	968.20	0.5%
Large Tracts (20 acres or more)	45	< 0.1%	2,893.20	1.4%
Utilities	103	0.2%	1,564.50	0.8%
Lots (less than 5 acres)	62	0.1%	74.90	< 0.1%
Small Tracts (between 5 and 20 acres)	32	< 0.1%	305.90	0.1%
Large Tracts (20 acres or more)	9	< 0.1%	1,183.70	0.6%
Vacant	6,595	11.2%	15,993.40	7.9%
Lots (less than 5 acres)	6,006	10.2%	6,214.90	3.1%
Small Tracts (between 5 and 20 acres)	481	0.8%	4,092.10	2.0%
Large Tracts (20 acres or more)	107	0.2%	5,678.70	2.8%

Analysis of Existing Land Use

Agriculture and residential are the predominant land uses in unincorporated Hall County. Approximately half of all land is classified as agricultural use and 29% residential. Agricultural uses are scattered throughout much of unincorporated Hall County, but North Hall and East Hall include the highest count of large tracts of agricultural land, as well as large-lot, lower density residential uses. Medium to higher density single-family residential development is most prevalent in South Hall and the Gainesville Area, extending northward into the Murrayville/Sardis area. Areas with the most intensive development in Hall County include concentrations of commercial uses in both unincorporated and incorporated areas and industrial development following interstate and rail corridors. East Hall has the highest amount of vacant land.

Analysis of Vacant Land

Of the 202,573 acres of parcels in the county, approximately 15,986 acres (7.9% of all acreage) and 6,594 parcels (11.2% of all parcels) are vacant, based on meeting both of the following criteria:

- The parcel has no structures of any value for tax purposes on it; and
- The value of the land is the only component of the tax assessment.

It should be noted that many properties designated as "vacant" are platted in subdivisions but have yet to be built. Care was also taken to exclude properties that have no improvements but are used for agriculture. This was done by examining the digest class and designating those parcels marked as "agriculture." In addition to those criteria, the vacant parcels were also evaluated to see where they were in relation to the *Sewer Master Plan & Rate Study's* priority areas (see page 67). Out of all the vacant parcels identified, 1,213 parcels (18.4% of all vacant parcels, 2.1% of all parcels) totaling 3,679 acres (23.0% of all vacant acreage, 1.8% of all county acreage) are in priority sewer areas. This small number demonstrates two things: one, excluding agricultural lands, there isn't a lot of truly vacant

land that can be developed with sewer; and two, agricultural lands that do not have improvements on them would likely see the bulk of new development, particularly large tracts of 20 acres or more, which make up nearly 39% of all acreage in the county.

Zoning

Land development is shaped by many forces but is primarily guided by local zoning and development regulations. These regulations should balance growth with public health, safety, and welfare, while also ensuring that development is consistent with a community's vision for its future.

Hall County's existing zoning ordinance was adopted in the 1970s and has undergone a number of updates over the years. While some parts of the zoning and other development ordinances are aligned with the County's vision, as expressed in previous comprehensive plans, there are regulations that are not fully aligned. There are also gaps in regulations and some unclear or duplicate requirements.

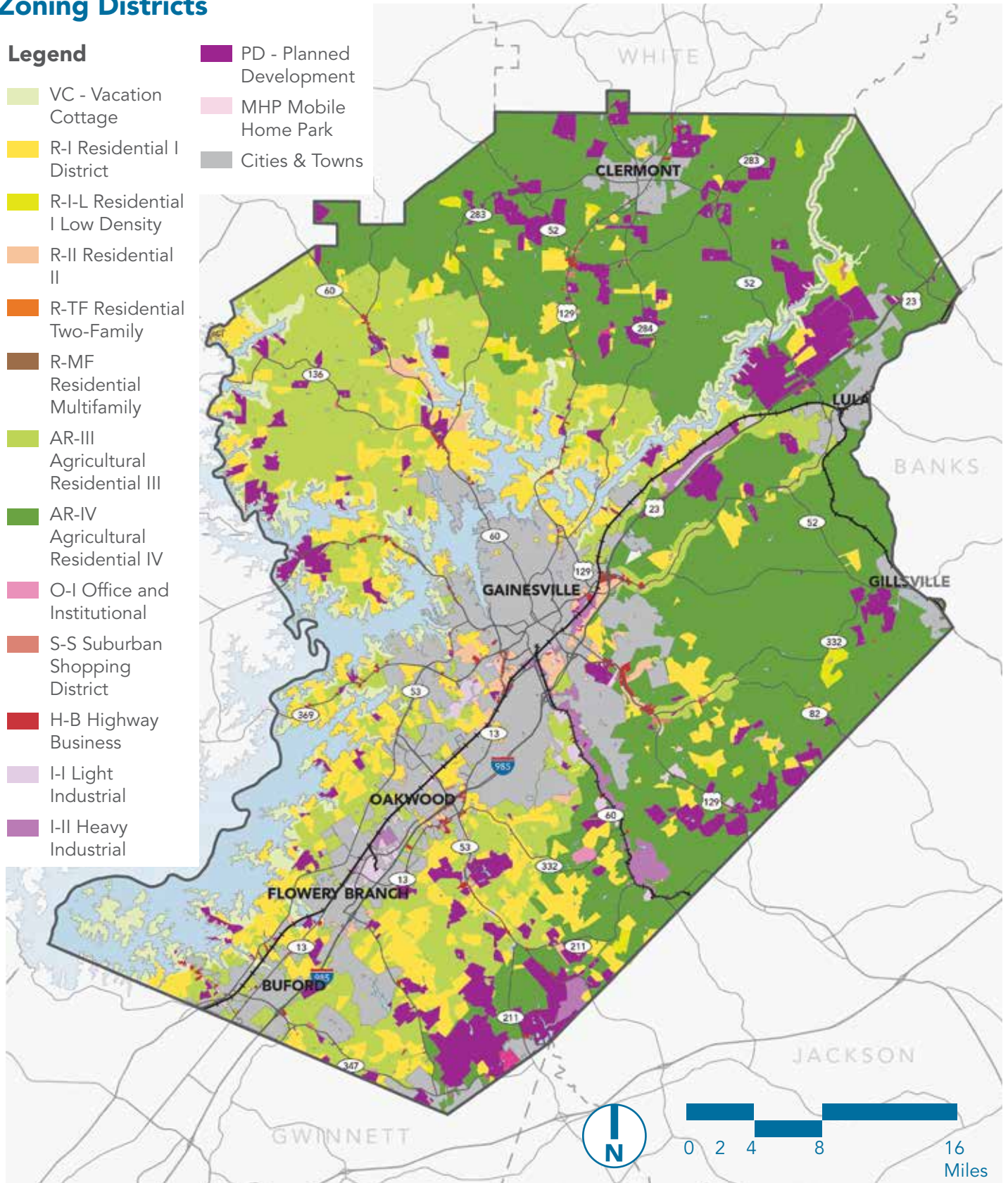
One notable strength of the zoning ordinance is the existing buffer requirements between non-residential and residential uses are wide and highly vegetated, representative of a planning best practice in similar communities. Finally, the existing zoning ordinance has also done well at allowing a variety of residential, commercial, and industrial uses over the decades.

Zoning Districts

Legend

- VC - Vacation Cottage
- R-I Residential I District
- R-I-L Residential I Low Density
- R-II Residential II
- R-TF Residential Two-Family
- R-MF Residential Multifamily
- AR-III Agricultural Residential III
- AR-IV Agricultural Residential IV
- O-I Office and Institutional
- S-S Suburban Shopping District
- H-B Highway Business
- I-I Light Industrial
- I-II Heavy Industrial

- PD - Planned Development
- MHP Mobile Home Park
- Cities & Towns



Despite these strengths, there are numerous weaknesses of the county's code. One of the most pronounced is that many uses are considered conditional and require approval from the BOC or Planning Commission. This leads to several other issues:

- Little room for interpretation or flexibility by the planning staff.
- Longer reviews and unnecessary bureaucratic processes that could be shortened with use standards.
- Confusion for non-professionals to interpret and understand.

An additional weakness of the zoning code is that uses which are becoming more common, particularly technology-related uses such as data centers, craft manufacturing, or other "maker space" uses, are not considered by the current code, and are deemed to be prohibited. This can limit the county's economic development goals and ability to stay up to date with current trends.

A further signal of the code being dated is that several districts are no longer active, such as the Corridor Overlay District and the Planned Commercial Farm District (PCFD).

Despite various updates Hall County has made over the years, the code is dated in content, as well as its layout and design. This leads to confusion for both staff, residents, and those wishing to develop in Hall County.

One final noteworthy issue is that the area and setback requirements for many of the districts are the same. For example, in the current code, R-I and R-II both have the same requirements for frontage, minimum lot area, and setbacks. The only thing that separates them is what conditional uses are allowed, which again comes with its own host of problems. Different districts typically have unique design requirements that would make them distinct from each other and decrease redundancies. This, too, can lead to confusion.

Overall, Hall County recognizes that the tools that regulate development must be updated, and the county is in the process of updating their zoning code and other development ordinances to create a Unified Development Code (UDC). The UDC process has been aligned with this planning process to ensure both are contributing unified guidance for the future development of Hall County.

Rezoning

Between 2018 and 2022, Hall County approved 94 rezonings. An analysis of these rezoning cases shows that 66% of them were compliant with the land use framework set forth in the 2017 Comprehensive Plan, 20% of them were not compliant, and the remaining cases were unclear as to whether they complied or not.

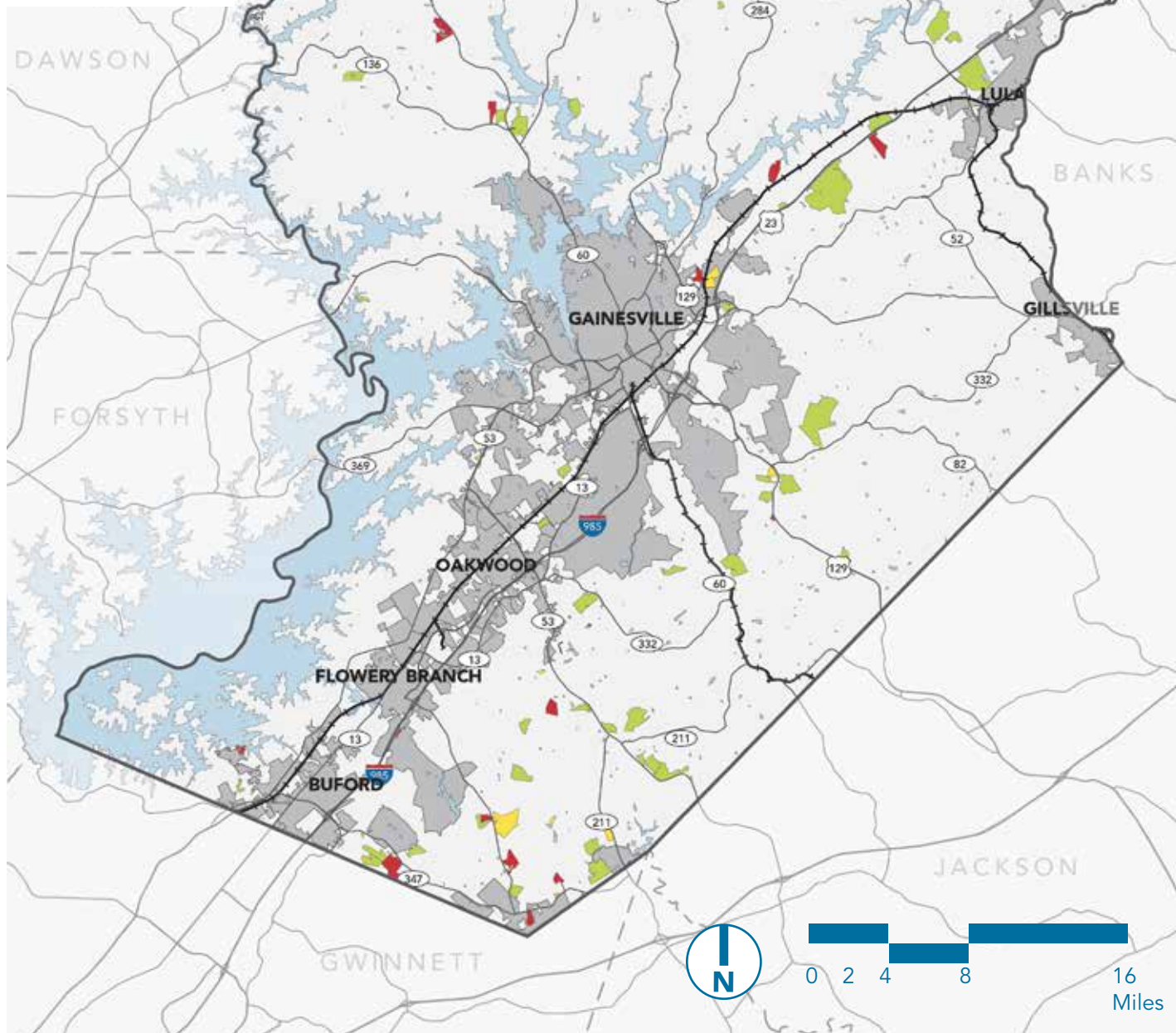
Although most rezoning cases were shown to be compliant with the 2017 Comprehensive Plan, the purpose of a comprehensive plan is to guide rezonings to uphold the community's vision for future development. The previous comprehensive plans (2017 and the 2022 update) did not identify appropriate zoning districts for each character area, creating uncertainty as to whether new development (especially those requiring a rezoning) would meet the comprehensive plan's vision.

All 94 cases were rezoned to Planned Development (PRD, PID, POD, and PCD), which has the intent to allow greater flexibility to development standards and site planning than other districts would allow. This demonstrates a need to update the County's zoning ordinance to create better development standards, mixed-use districts, and account for new uses not reflected in the existing ordinance. An update has been in progress since 2019; Chapter 5 of this comprehensive plan will consider the relationship between the new and updated zoning districts and the future development strategy.

Rezoning Since 2018

Legend

- Complied with 2017 Comprehensive Plan
- Did not comply with 2017 Comprehensive Plan
- Unknown



Housing

Overview

Single-family dwellings are the most common type of housing in Hall County, at about 75% of total units. Most municipalities have even higher ratios of single-family uses, apart from Gainesville, where over 20% of housing is in large multifamily complexes (over five units). Cities in the southern portion of the county such as Oakwood and Flowery Branch tend to have the newest housing inventory.

Housing Type by Location

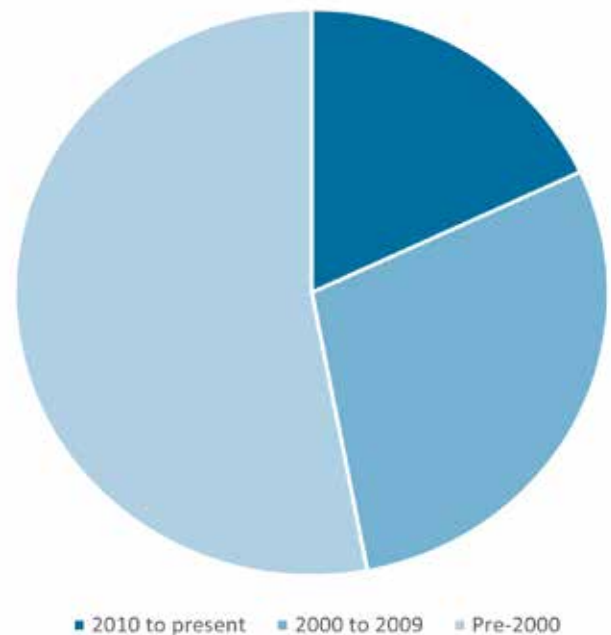
	Single-Family	Townhouse	Small Multifamily Complex	Large Multifamily Complex	Mobile Home
Clermont	86%	1%	0%	0%	13%
Flowery Branch	83%	4%	2%	3%	8%
Gillsville	95%	0%	0%	0%	5%
Gainesville	65%	3%	4%	20%	8%
Lula	78%	1%	1%	0%	21%
Oakwood	74%	6%	6%	12%	2%
Hall County	73%	4%	4%	12%	6%

Housing Inventory Age

	2010 to Present	2000 to 2009	Pre-2000
Clermont	8%	20%	72%
Flowery Branch	19%	37%	45%
Gillsville	2%	4%	94%
Gainesville	6%	21%	73%
Lula	1%	30%	69%
Oakwood	14%	20%	67%
Hall County	18%	29%	53%

Source: KB Advisory Group based on data from US Census; only includes cities primarily located in Hall County

Hall County Housing Inventory Age

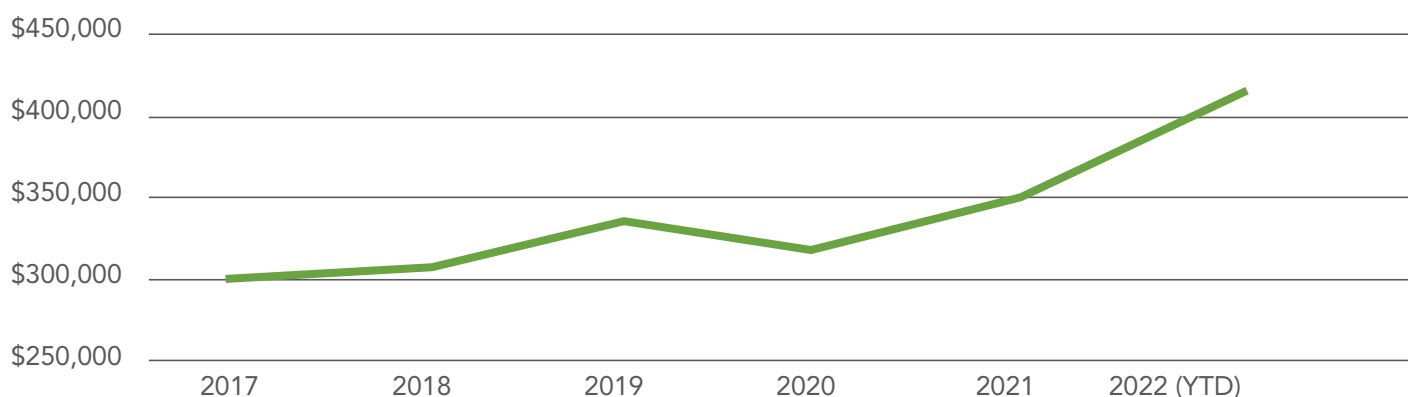


Price Trends

New house prices in Hall County have consistently increased year by year, with the average sale price increasing by over 30% from 2017 to present. Rent for apartments in the county has similarly increased by about 30% since 2017, or about 5% per year.

New For-Sale Housing Prices by Year

	2017	2018	2019	2020	2021	2022 (YTD)
Average Price	\$301,210	\$307,777	\$331,904	\$319,775	\$351,346	\$416,979
Total Closings	908	886	831	1,338	1,537	943



Multifamily Rent by Year

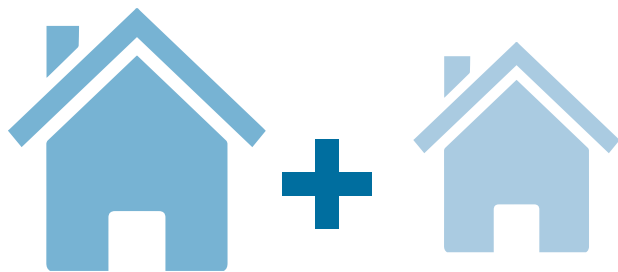
	2017	2018	2019	2020	2021	2022 (YTD)	Annual Growth Rate
Unincorporated	\$1,379	\$1,439	\$1,475	\$1,486	\$1,611	\$1,699	3.9%
Gainesville	\$987	\$1,005	\$1,040	\$1,112	\$1,301	\$1,354	6.2%
Braselton	\$1,643	\$1,709	\$1,758	\$1,819	\$2,031	\$2,090	4.5%
Buford	\$820	\$877	\$936	\$992	\$1,036	\$1,057	4.8%
Oakwood	\$1,191	\$1,236	\$1,243	\$1,309	\$1,462	\$1,447	3.6%
Flowery Branch	\$1,291	\$1,348	\$1,380	\$1,469	\$1,675	\$1,658	4.7%
County Average	\$1,096	\$1,118	\$1,147	\$1,212	\$1,397	\$1,437	5.2%

Source: KB Advisory Group based on data from CoStar

Single-Family Development Trends

New single-family house construction has been largely concentrated on the edges of the county. Just two ZIP codes, 30542 and 30504, account for over half of all new residential construction in Hall County since 2017.

The 2,000 homes built in ZIP Code 30542 Plus the 1,300 homes built in ZIP Code 30504



are more than the homes built in all other ZIP Codes

ZIP Code	Total Single-family New Homes
30501	230
30504	1,334
30506	441
30507	474
30510	0
30517	159
30518	98
30519	312
30527	165
30531	0
30533	0
30542	2,106
30543	100
30548	413
30554	122
30564	17
30566	472
30575	0
Total	6,443

Source: KB Advisory Group based on data from SmartRE

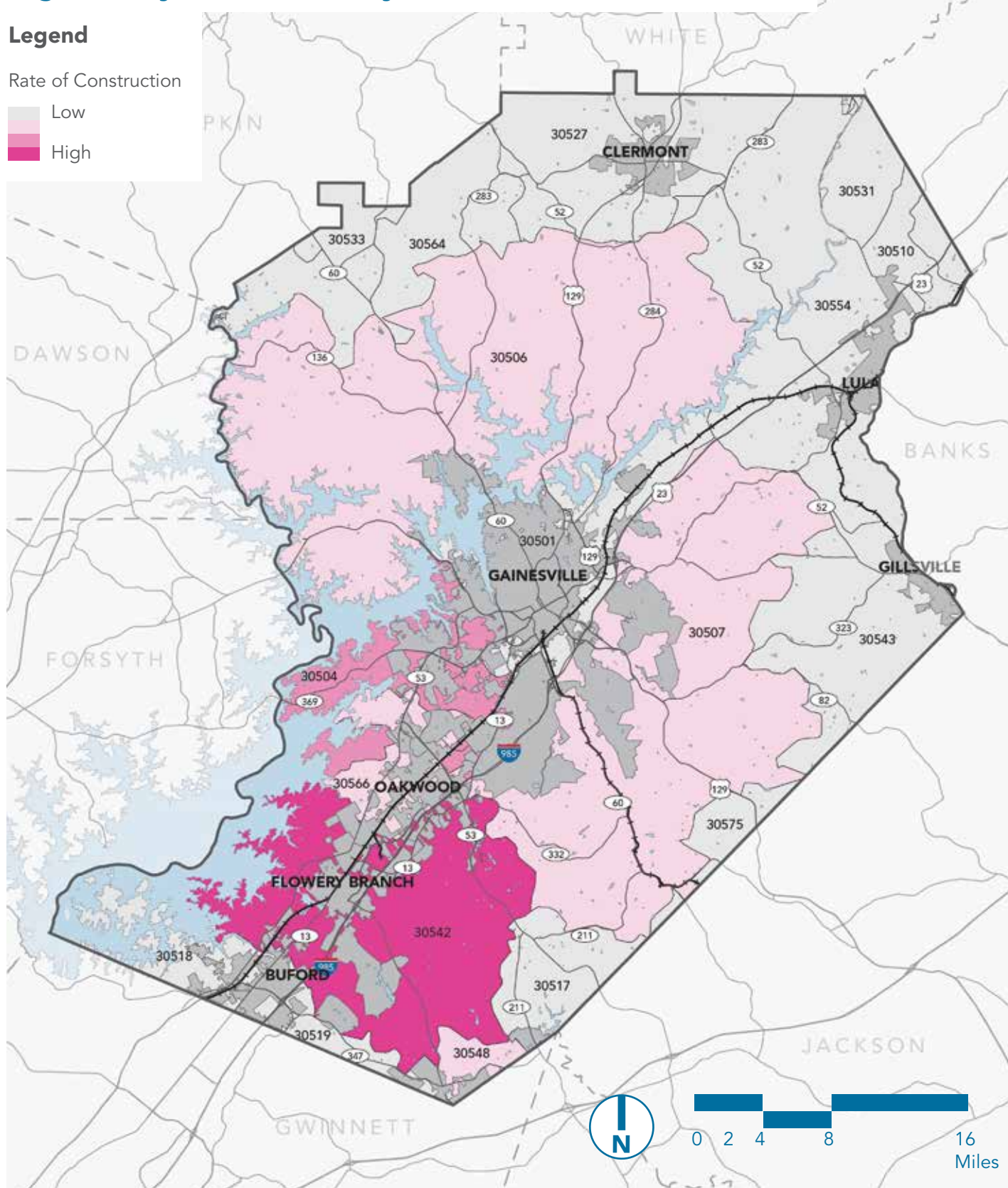
Multifamily Development Trends

Almost 40% of new multifamily construction in the past decade has occurred in the City of Gainesville, with Oakwood and Flowery Branch together making up another 50%. Braselton, Oakwood, and Flowery Branch tend to have the newest multifamily inventory in Hall County.

	Units Built in the Past Decade	Percent of Total	Units Under Construction	Percent of Total
Unincorporated	0	0%	0	0%
Gainesville	1,385	38%	0	0%
Braselton	248	7%	152	100%
Buford	0	0%	0	0%
Oakwood	783	22%	0	0%
Flowery Branch	1,200	33%	0	0%

Source: KB Advisory Group based on data from CoStar; buildings of 5 units or more

Single-Family Construction by ZIP Code, 2017 to Present



Transportation & Infrastructure

Overview

The Gainesville-Hall Metropolitan Planning Organization (GHMPO) consists of all of Hall County and a portion of western Jackson County. In addition to the two counties, GHMPO coordinates with nine local municipalities (Town of Braselton, City of Buford, Town of Clermont, City of Flowery Branch, City of Gainesville, City of Gillsville, City of Hoschton, City of Lula, and City of Oakwood). A small portion of Forsyth and Gwinnett Counties are also within the GHMPO planning area; however, this area is managed by the Atlanta Regional Commission (ARC), Atlanta's MPO. GHMPO manages a small portion of Hall County for the ARC through agreement. In May 2020, the GHMPO adopted their *Regional Transportation Plan* (RTP) which identifies short- and long-term strategies for the management and improvement of the regional transportation network. This resulting plan complies with the federal requirements established by the Federal Highway Administration's (FHWA) Fixing America's Surface Transportation Act (FAST Act). The FAST Act mandates a 20-year minimum planning horizon and the creation of a financially feasible list of transportation projects. This Comprehensive Plan references the RTP as *Hall County Forward's* required Transportation Element. The following is a basic overview of the county's transportation network based on the 2020 RTP.

Road Network

Overview

The road network features a high-capacity Interstate (I-985) and a substantial network of Federal- and State-controlled roadways. The most significant regional connection, I-985, provides northeast/southwest connections especially southward towards Atlanta. The road network is the primary mode of transportation; however, freight is also conveyed by rail through the region.

Functional Classification

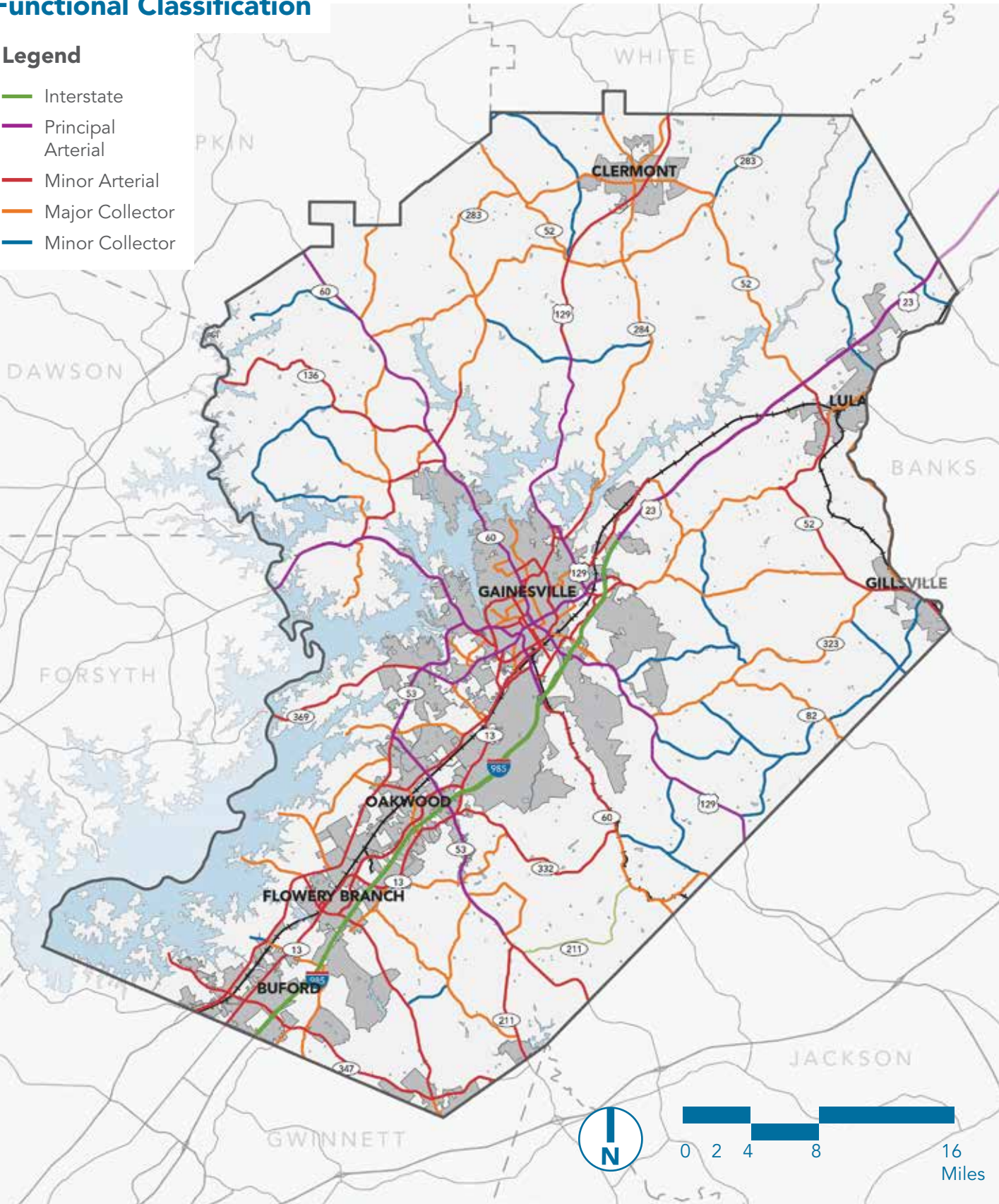
Nationwide, the transportation system is divided into seven functional classifications that are used to categorize by type of roadway. Functional Classification is a method used by the Georgia Department of Transportation (GDOT) to identify roadways based on their characteristics and use. The map on page 55 presents the GHMPO roadway functional classifications represented by arterial or higher classification. Using the accepted GDOT Functional Classifications, the GHMPO road network can be described using seven categories:

- Interstate – Highest classification of arterial created for mobility, long distance travel, and limited access.
- Freeway/Expressway – Similar to interstates with limited access and divided, bidirectional travel.
- Principal Arterial – Focus on vehicular mobility, but adjacent land uses can be served by the roadway.
- Minor Arterial – Typically create connections to the larger arterial system and serve moderate length trips.
- Major and Minor Collector – Both collector types have a great deal of overlap, but each is designed to serve as a connection between local roads and the arterial network.
- Local Roads – Designed to service short trips between local destinations.

Functional Classification

Legend

- Interstate
- Principal Arterial
- Minor Arterial
- Major Collector
- Minor Collector



Level of Service

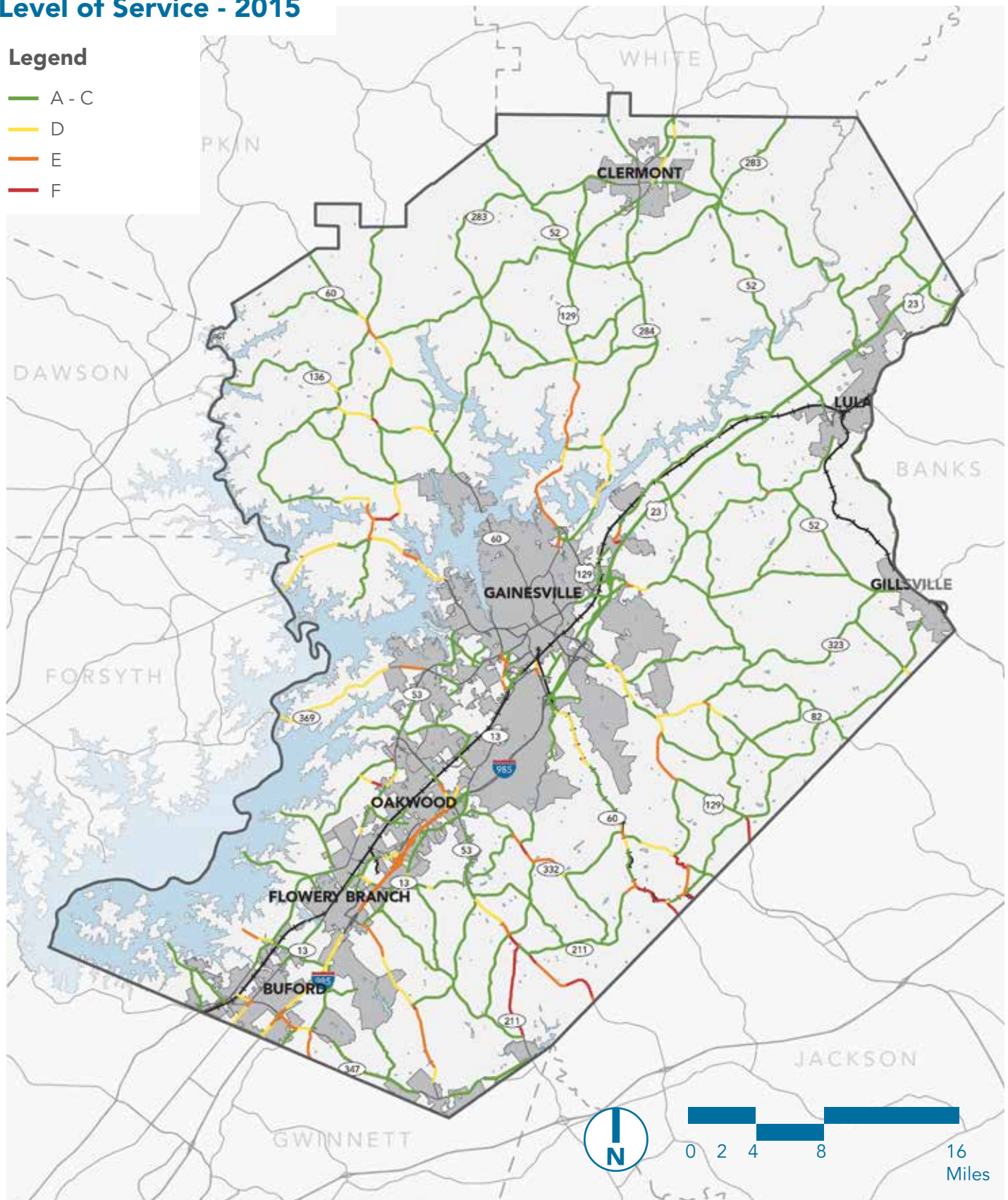
Level of Service (LOS) determines how well a roadway is handling current vehicle volumes and speeds. LOS is divided into six categories, A-F, where A indicates a roadway with the ability to handle additional capacity, and F indicates a roadway that is unable to handle the current vehicle volumes. A depiction of the 2015 Base Year LOS can be seen on the map on page 57 while descriptions of the levels are described in the table below. Using the available roadway characteristics, a model was created by GDOT to depict the approximate LOS conditions throughout the county in 2050. These conditions are depicted within the map on page 58.

Level of Service Designation	Description
A	Free flow with individual users virtually unaffected by the presence of others in the traffic stream.
B	Stable flow with a high degree of freedom to select speed and operating conditions but with some influence from other users.
C	Restricted flow which remains stable but with significant interactions with others in the traffic stream. The general level of comfort and convenience declines noticeably at this level.
D	High-density flow in which speed and freedom to maneuver are severely restricted and comfort and convenience have declined even though traffic flow remains stable.
E	Unstable flow at or near capacity levels with poor levels of comfort and convenience.
F	Forced flow in which the amount of traffic approaching a point exceeds the amount that can be served, and queues form, characterized by stop and-go waves, poor travel times, low comfort and convenience, and increased accident exposure.

Level of Service - 2015

Legend

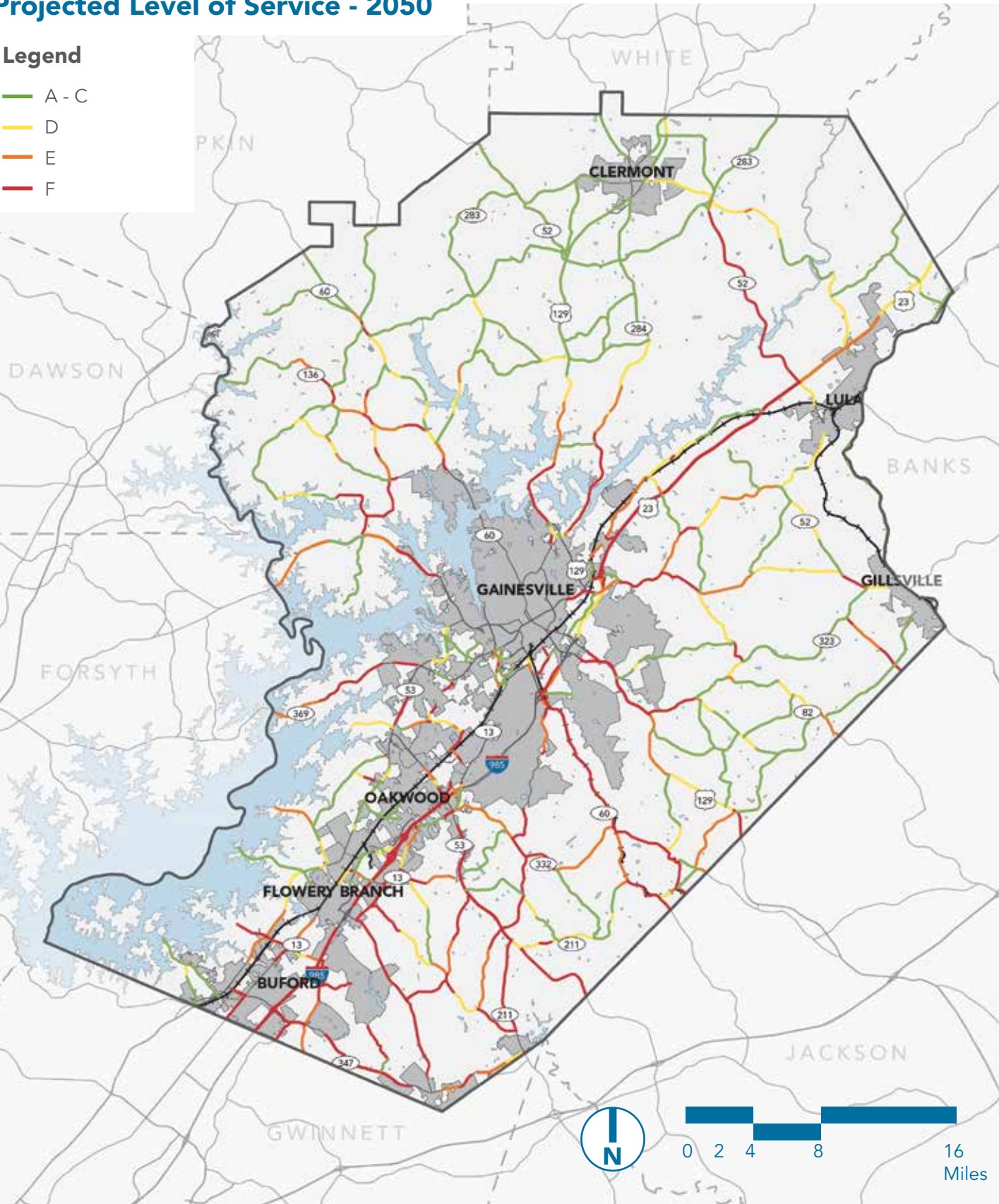
- A - C
- D
- E
- F



Projected Level of Service - 2050

Legend

- A - C
- D
- E
- F



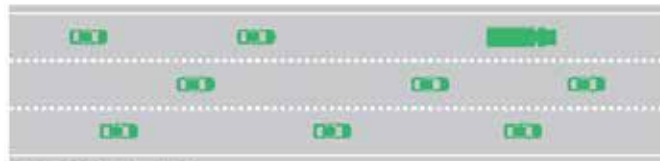
Level of Service Categories



LOS A - No Delay (Free Flow)



LOS B - Minimal Delay (Free Flow)



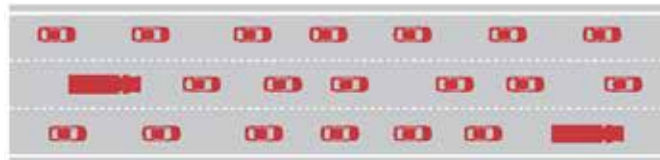
LOS C - Minimal Delay



LOS D - Moderate Delay



LOS E - Delay, Roadway At/Above Roadway Capacity



LOS F - Significant Delay, Roadway Substantially Exceeding Capacity

Fortunately, the 2015 model shows many of the major corridors throughout GHMPO with LOS C or better. The corridors with worse LOS are dispersed throughout the county, with smaller segments being identified within the urbanized areas and longer segments in the unincorporated areas. However, the 2050 map shows significant worsening of conditions along major road corridors, including I-985 and SR 365/Cornelia Highway, SR 60, SR 53, SR 13/Atlanta Highway, and portions of SR 211/Winder Highway and US 129/Cleveland Highway. Minor road corridors see varying levels of worsening conditions, however most of the lower LOS corridors are concentrated where there is population and employment density. Due to the high-level scale of the model outputs, this data should be used in conjunction with local knowledge and site-specific studies for verification.

Transit

Public transportation can be an important feature for urbanized areas and is a growing consideration within the GHMPO planning area. Currently there is one main transit provider in Hall County, Hall Area Transit.

Hall Area Transit

Hall Area Transit (HAT) previously operated a fixed route bus system named the Gainesville Connection. The Gainesville Connection primarily served the City of Gainesville with routes extending into the City of Oakwood and unincorporated Hall County. The Gainesville Connection service has since been replaced with WeGo, a ride-share transportation service that uses a smartphone application and a fleet of 10 to 12 passenger vans to transport users around town. It started operating in only the City of Gainesville, but in summer 2021, service was expanded to unincorporated Hall County.

Bicycle and Pedestrian Facilities

Bicycle and pedestrian travel and safety can be an important feature of the transportation network. Recreation and transportation bicycle safety can be improved by the development of designated bike lanes and paved trails/sidepaths. The creation of paved trails/sidepaths can promote development and generate economic boosts in the areas surrounding these trails through increased recreation and use. Bike lanes and other bicycle safety infrastructure are generally recommended to be implemented along roadways where the separation of cyclists and motor vehicles is necessary to improve safety. The GHMPO completed the Bicycle and Pedestrian Plan originally in 2006 and completed an update to this plan in 2014. The purpose of the GHMPO Bicycle and Pedestrian plan was to identify exiting facilities and make recommendations for improvement of the multimodal network. As the MPO continues to grow, it is recommended that the proposed projects within the Bicycle and Pedestrian Plan be implemented and that the Plan be regularly updated to ensure its priorities are in line with future conditions. Existing pedestrian and bicycle facilities are depicted on the map on page 61.

Pedestrian Network

Sidewalks are the most prevalent non-motorized facility throughout GHMPO and are found most often in the municipalities. The most significant sidewalk networks are located within the Cities of Gainesville, Oakwood, and Flowery Branch.

Bicycle Network

Currently, only two areas of designated bike lanes have been developed within GHMPO. The first is a one-mile stretch of bike lanes along Atlanta Highway near the intersection of I-985, and the second is a newly completed bridge over I-985 along H.F. Reed Industrial Parkway. Additionally, paved shoulders (wider than four feet) are dispersed throughout the area, providing additional areas for cyclists to potentially use.

Side Paths and Paved Trails

Several sidepaths/paved trails have been developed within GHMPO located primarily within Gainesville and along SR 347/Friendship Road in southern Hall County. Two trail studies have recently been completed. The first focused on evaluating a connection between the Midtown Greenway and Chicopee Trail within an area in Gainesville. The second study was focused on South Hall evaluating potential connections between the Chicopee Trail and SR 347/Friendship Road. The table below shows the approximate length of the bicycle and pedestrian facilities within the GHMPO.

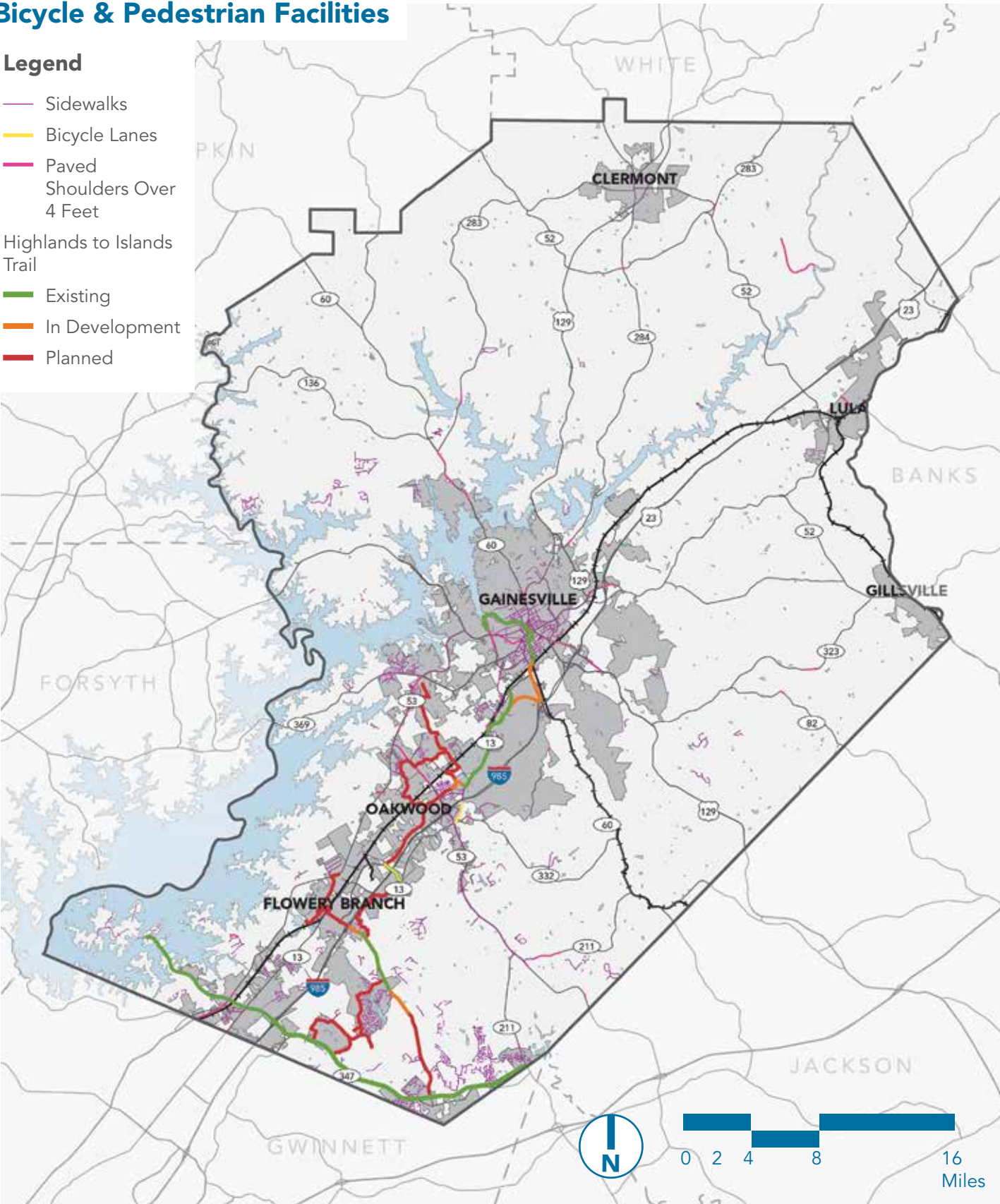
Existing Facility	Approximate Length (Miles)
Sidewalks	465*
Trails/Sidepaths	23*
Bike Lanes	3
Paved Shoulders (4 feet or wider)	18
Nearly Completed Trail/Sidepaths	2

*Numbers do not include the City of Gainesville

Bicycle & Pedestrian Facilities

Legend

- Sidewalks
- Bicycle Lanes
- Paved Shoulders Over 4 Feet
- Highlands to Islands Trail
- Existing
- In Development
- Planned



Rail

GHMPO is home to two major rail lines, Norfolk Southern and CSX. Norfolk Southern bisects GHMPO by traveling primarily north/south, with an additional extension heading through Gillsville. CSX travels mainly east/west entering GHMPO from Jackson County near Talmo. Both meet near the center of Gainesville. The map on the facing page depicts the existing railroad network within GHMPO. In addition to GHMPO's lines, Amtrak connects Gainesville to both Atlanta and New York City.

Freight

Freight volumes are continuing to increase within the GHMPO area. In 2018, GHMPO completed the *Gainesville-Hall Regional Freight Study* which analyzed existing conditions and developed a framework to monitor and improve upon the freight network. This study assessed existing and forecasted top trading partners of Hall County as shown in the table below.

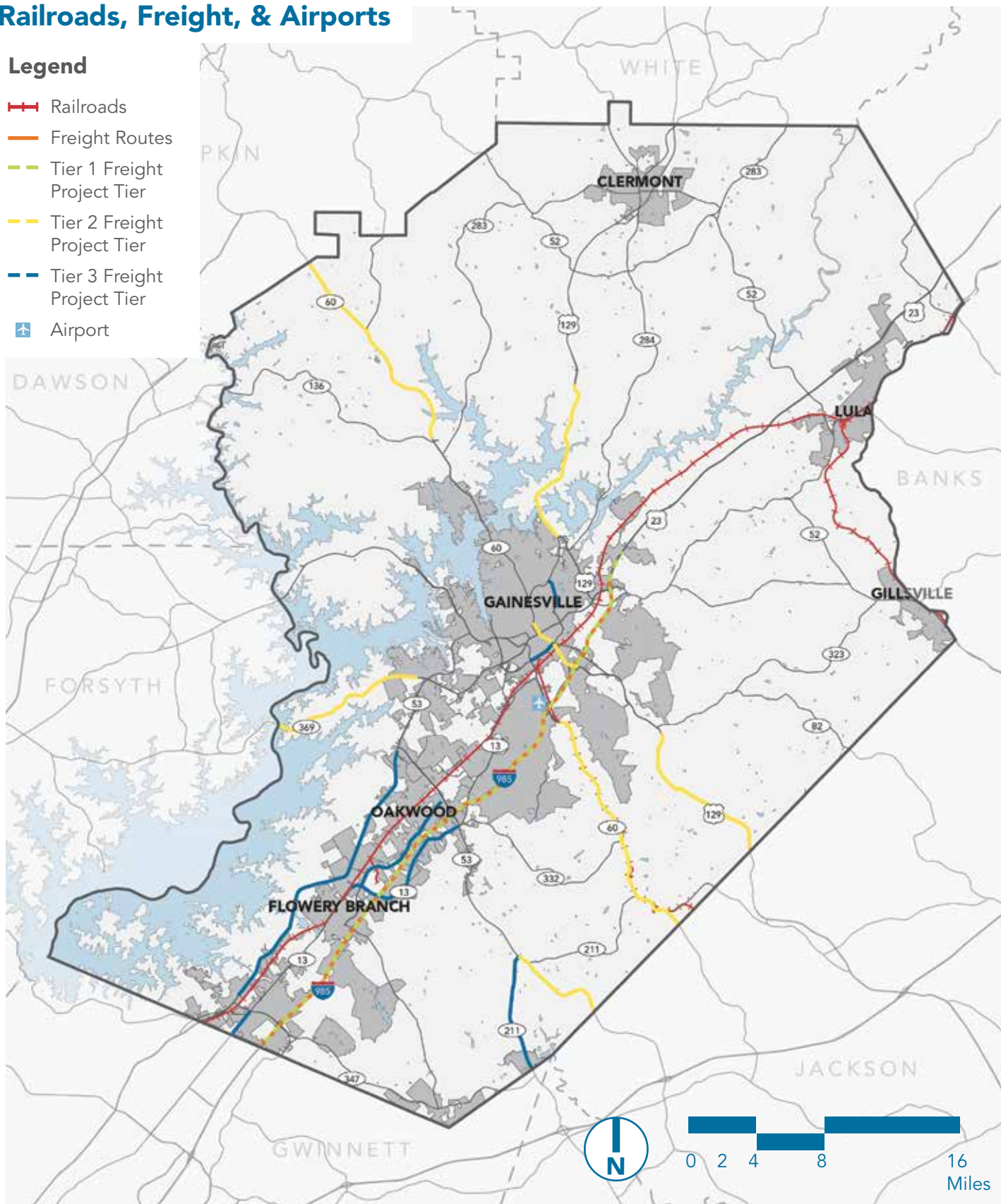
In addition to the planning efforts of GHMPO, both Hall and Jackson County have prioritized the development of industrial sites alongside major roadways to encourage additional growth in this area.

County	Total Annual Tonnage for Outbound between 2010-2040	Total Annual Tonnage for Inbound between 2010-2040	Percent Change between 2010-2040
Fulton	1,212,936	927,906	103%
Gwinnett	1,164,773	924,379	141%
DeKalb	691,342	603,112	122%
Cobb	721,343	530,021	125%
Forsyth	207,144	172,693	89%
Hall	196,868	540,995	450%
Elbert	78,640	179,779	37%
Pickens	34,583	211,124	33%
Clayton	153,615	160,398	114%
Chatham	86,732	116,685	41%
Cherokee	221,841	188,796	191%
Clarke	104,902	91,705	57%
Jackson	93,947	115,192	74%
Richmond	95,391	101,868	67%

Railroads, Freight, & Airports

Legend

-  Railroads
-  Freight Routes
-  Tier 1 Freight Project Tier
-  Tier 2 Freight Project Tier
-  Tier 3 Freight Project Tier
-  Airport



The *Gainesville-Hall Regional Freight Study* identified the existing freight-based land uses over 10 acres within GHMPO and found that over 90% of the applicable areas were listed within Hall County. Outside of GHMPO, Jackson County is also focusing on the development of industrial lands nearby I-85 to encourage growth. The study resulted in a three-tier freight network to classify freight routes within the area. These routes are listed below and shown on the map on page 63.

- Tier 1 – Interstate System within GHMPO comprised of I-985 and I-85.
- Tier 2 – National Highway System (NHS) Roadways that have been identified as beneficial to freight movement.
- Tier 3 – Non-NHS roadways identified by their connection to freight-based land uses of 10 acres or larger.

Though freight will use much of GHMPO's road network, these three tiers help designate areas for future improvement and to encourage freight to use these designated roadways. Since completion of the GHMPO Regional Freight Plan, the State of Georgia and Georgia Ports Authority announced the development of the new Inland Port in northern Hall County. Planning for the new Inland Port that will be located off SR 365 has been incorporated into the development of the RTP update, including within the GDOT travel demand model.

Airports

Currently, GHMPO has only one public airport, Lee Gilmer Memorial Airport (KGV). KGV is a non-towered airport that is owned and operated by the City of Gainesville. The airport maintains two paved runways and offers 81 T-hangers and 12 corporate hangars for private use. Alternatively, GHMPO residents have the option to take commercial passenger flights from Ben Epps Airport in Athens or Hartsfield-Jackson Atlanta International Airport.

Sewer

Sewer service is provided by multiple municipalities in Hall County. Some areas are served by a single municipality while others by a partnership of municipalities. Hall County Public Utilities has its own service area; it also shares sewer service districts with the cities of Gainesville and Gillsville through intergovernmental agreements. In 2020, Hall County completed an update of its *Sewer System Master Plan & Rate Study*. Since the completion of the *North Hall County Sewer System Master Plan* in 2011, and the *South Hall County Sewer District Unit Rate and Connection Fee Methodology Report* in 2008, Hall County has completed many planned projects and has expanded its sewer service in both the northern and southern ends of Hall County. The *Sewer System Master Plan & Rate Study* addresses the planning, funding, and delivery of the wastewater collection systems in the North and South Hall study areas for meeting Hall County's service goals through 2040. The following is a summary of the plan's recommendations and how it will impact future development.

North Hall

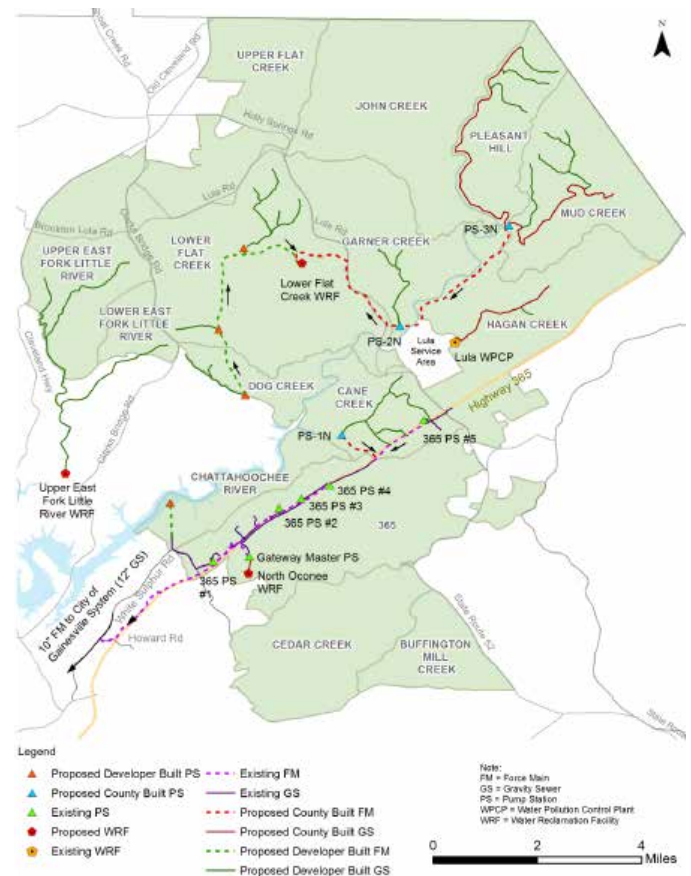
The North Hall study area consists of about 49,000 acres, extending from Cleveland Highway in the west to Joe Chandler Road in the east with SR 365 running through the middle in the northeastern direction. With the completion of the SR 365 sewer extension up to SR 52 in 2018, Hall County currently provides sewer service to the future Inland Port and surrounding area along SR 365.

Recommended under the preferred development scenario, Hall County would provide a plan for the location of the wastewater system infrastructure; however, the construction of the infrastructure will be shared between the County and private developers. Although private developers may build some of the infrastructure in this development scenario, the system would eventually be dedicated back to the County for long-term maintenance. Because of the topography of the service area, this development scenario includes both decentralized (typically west of SR 365) and centralized systems (generally along and east of SR 365).

The proposed infrastructure components include:

- Over 40 miles of gravity and force mains.
- Seven new pump stations.
- Three new water reclamation facilities.
- Purchase of additional capacity at the Lula Water Pollution Control Plant.

North Hall Proposed Sewer Infrastructure



South Hall

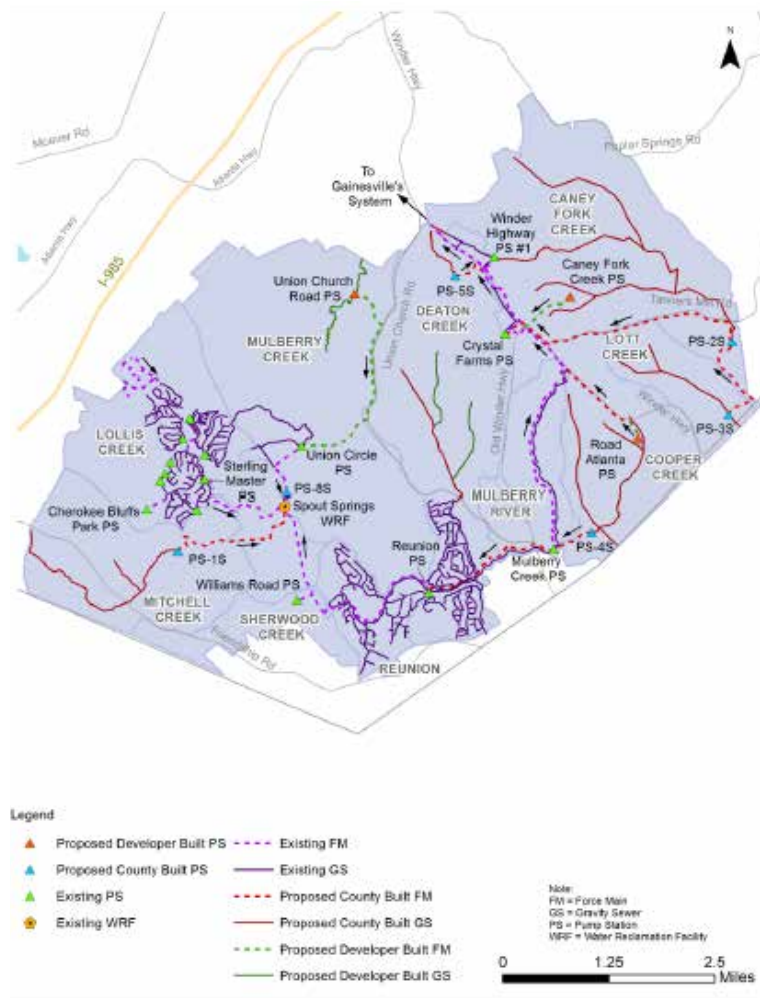
The South Hall study area consists of about 22,000 acres corresponding with the South Hall Sewer District. Major roads in this study area include SR 347/Friendship Road and SR 211/Winder Highway. Most of the current service area is in the south side and west side of the South Hall Sewer District. The expansion of the collection and pump station system along SR 347 is currently under design.

Using a hybrid/planned approach like the North Hall system, Hall County would provide a plan for the location of the wastewater system infrastructure in South Hall, the construction of which will be shared between the County and private developers. It is anticipated that private developers will build some of the infrastructure, but the system will ultimately be dedicated back to the County for long-term operation and maintenance.

The proposed infrastructure components include:

- Over 35 miles of gravity and force mains.
- Eight new pump stations.
- Upgrades at the Spout Springs Water Reclamation Facility.

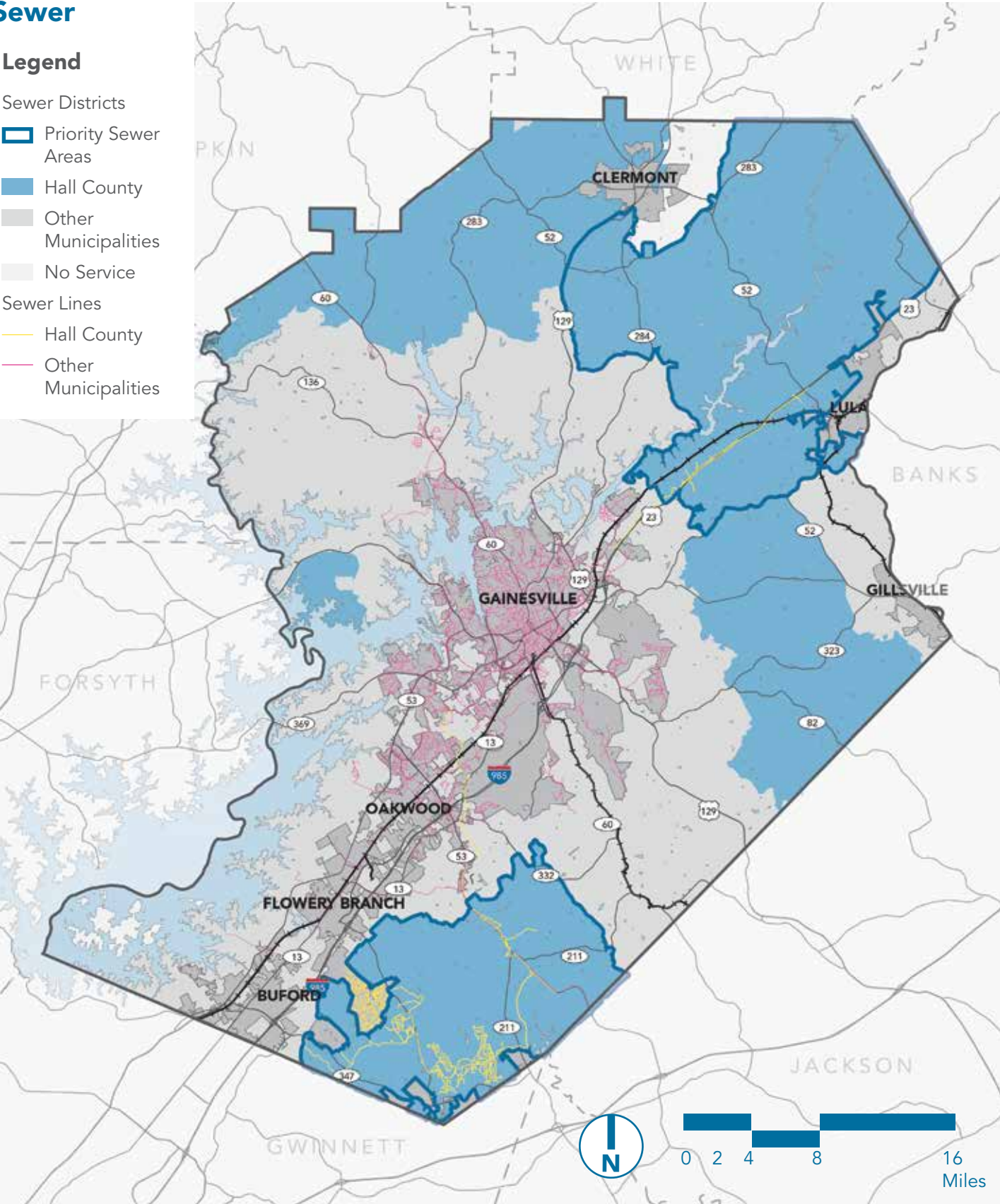
South Hall Proposed Sewer Infrastructure



Sewer

Legend

- Sewer Districts
- Priority Sewer Areas
 - Hall County
 - Other Municipalities
 - No Service
- Sewer Lines
- Hall County
 - Other Municipalities



Community Resources

Overview

Community resources refer to the people, places, and institutions that provide a service to the community. A variety of institutions can provide community resources, this section highlights those that are publicly provided by Hall County. The County's services can be divided into two overarching categories: public safety and public facilities. This section includes an overview of each of these and their primary components. By understanding what level Hall County already provides community resources, the County can adequately prepare to serve the present and future demands for these services.

Public Safety

Law Enforcement



Law enforcement seeks to ensure the safety of the general public, including both residents and visitors. This resource is provided by agencies and employees that are responsible for enforcing laws and regulations and maintaining order to manage public safety. Ensuring low crime rates not only helps a community feel safer but can also act as an agent of economic development. Furthermore, it can help keep residents' and businesses' insurance costs low. These factors can contribute to a higher quality of life for residents.

The Hall County Sheriff's Office is the main law enforcement service provider in Hall County. The Sheriff's Office is comprised of the Sheriff, the Administrative Bureau, the Enforcement Bureau, and Support Services. These groups work together to assist citizens county-wide by providing many services such as 24-hour uniform patrol, school resource officers and crossing guards, the Advance (youth education) program, neighborhood watch programs, criminal investigations, dive team, SWAT Team, warrant service unit, civil process service, courthouse security, inmate work details, community service (clean streets) bus program, and a work release program. They also manage one of the largest jails in North Georgia with a capacity of 1,134 inmates.

The Sheriff's Department also partners with local police in several municipalities within the county. The department has an emergency mutual aid assistance agreement in place with the Gainesville, Flowery Branch and Oakwood Police Departments. The Sheriff's Department oversees several buildings across the county, including a detention center, correctional institute, training facility, and two precincts on the north and south ends of the county. However, as the county's population continues to grow, it will be important for the public safety of the residents that law enforcement services are scaled to accommodate that growth. This could look like adding a precinct on the east side of the county.

Fire Protection

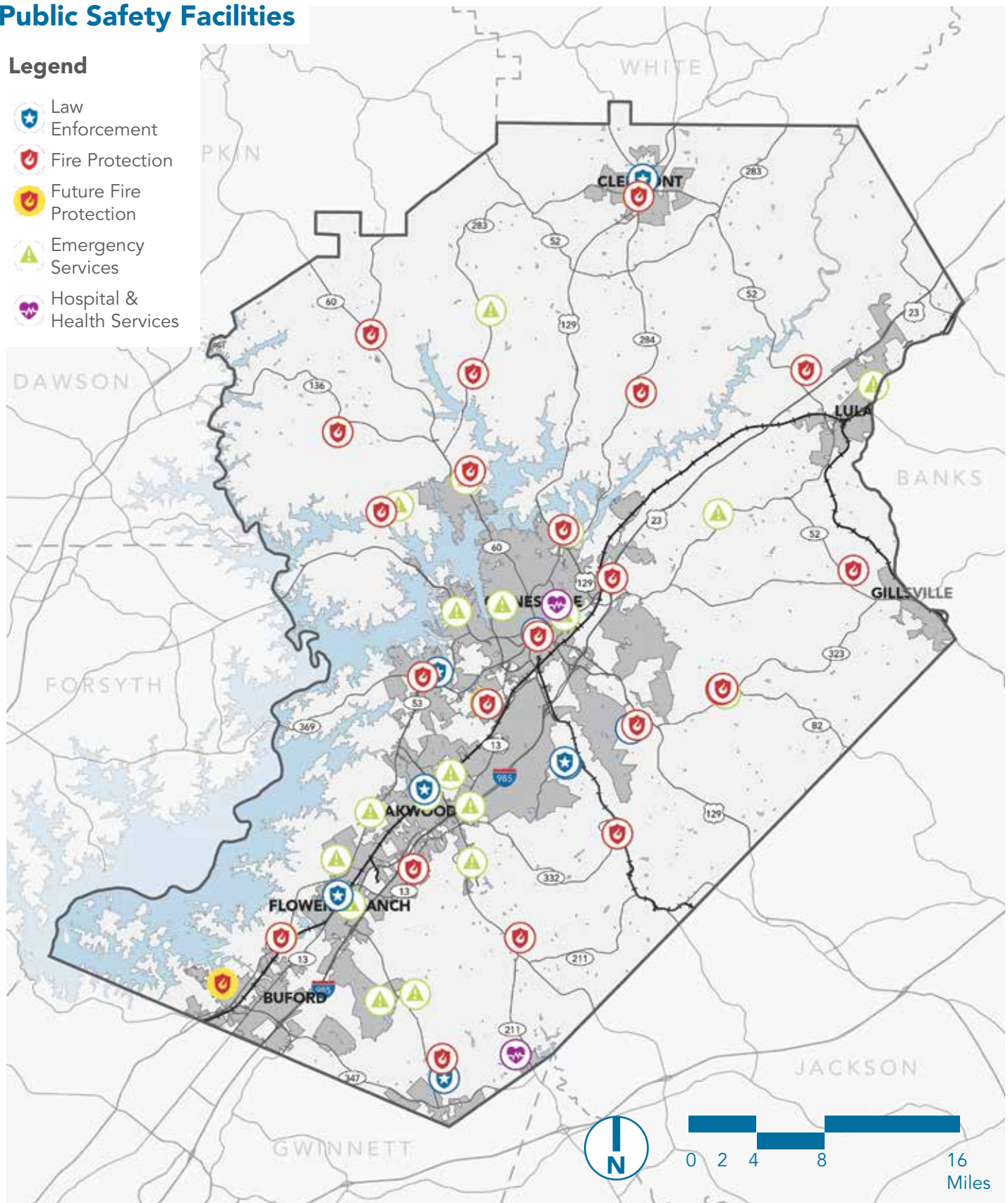


Fire protection is the comprehensive approach to fire safety including fire prevention, firefighting or suppression, pre-fire planning, investigation, public education and information, and any other training or staff development. Like law enforcement, providing strong public fire protection services can lower insurance costs and improve the quality of life for Hall County residents. Currently, the Hall County Fire Rescue Department manages fire protection services for the county and municipalities other than Gainesville. The department force is comprised of 367 trained individuals who conduct both fire protection services and administering emergency medical care. Hall County has 16 fire stations across the county, as well as a training facility and a warehouse. As the county's population continues to grow, Hall County is already anticipating the growing need for quick response times. Accordingly, a 17th fire station is currently being planned near the county's southern border near Buford. Previous comprehensive plans have indicated a possible 18th station, as well. In addition to its own resources, the Hall County Fire Rescue Department has an automatic aid agreement that promotes cooperation and coordination with the Gainesville Fire Department.

Public Safety Facilities

Legend

-  Law Enforcement
-  Fire Protection
-  Future Fire Protection
-  Emergency Services
-  Hospital & Health Services



Emergency Services

Emergency services are primarily focused on ensuring the safety, well-being, and protection of residents and property during unexpected or potentially dangerous situations. They play a critical role in mitigating the impact of emergencies, providing immediate assistance, and facilitating recovery efforts. Components of emergency services include law enforcement, fire protection, emergency medical services (EMS), emergency management, public safety communication, community education and preparedness, and many more.

In Hall County, emergency management specifically is conducted by the Emergency Management Agency (EMA), which works county-wide to coordinate emergency preparedness, response, recovery, and mitigation efforts. They receive funding through the county's general funds and Federal Emergency Management Agency (FEMA) and Georgia Emergency Management and Homeland Security Agency (GEMA/HS) grants.

Public safety communications in Hall County are conducted via a contract agreement with the City of Gainesville for a county-wide communication 911 system. This work is also assisted by 15 weather sirens throughout the county. A spatial analysis indicates that an additional weather siren may be beneficial in the southern border of the county as the population and industrial sites in South Hall continue to grow. Since the development of the previous comprehensive plan, the public safety communications have been bolstered by the introduction of the Citizen Alert System, which sends messages to individuals and businesses through a wide variety of methods about severe weather, fires, floods, toxic environmental issues, and in-progress violent crimes.

Emergency Medical Services (EMS) are also provided by the County through the Fire Rescue Department, focusing on pre-hospital medical care and transportation to individuals experiencing medical emergencies such as accidents, crises, and those needing ambulance services.

In addition to the day-to-day emergency services listed above, Hall County also has a long-term planning document in place. The County worked in partnership with its municipalities to complete a 5-year update of the Hall County Hazard Mitigation Plan in 2017. To ensure Hall County continues to be eligible for FEMA funds, the Hazard Mitigation Plan will need to be updated. The greatest need historically has been mitigating floods and ensuring EMA staff numbers are increased in pace with the growing county population.

Hospital & Health Services

An important aspect of public safety is the presence and management of hospitals and health facilities. Health facilities play a crucial role in promoting the well-being of communities. The relationship between health facilities and public safety manifests in several ways, such as emergency management, but also in disease prevention and control, capacity for surge situations in times of emergency, providing mental health and social services, and protecting vulnerable populations.

Hall County contains two public medical centers: the Northeast Georgia Medical Center – Gainesville and the Northeast Georgia Medical Center – Braselton. The Gainesville center is the flagship hospital of the Northeast Georgia Medical System and holds 557 beds. The Level II Trauma center has 23 operating rooms, 32 intensive care beds, a heart center, and a women's and children's pavilion with a Level III neonatal intensive care unit. The center is currently expanding with the addition of a 927,000 square foot tower, anticipated to open in early 2025. This will make the hospital the third largest in the state by bed size and expand capacity for the growing population of not only Hall County, but across northeast Georgia as well. The Braselton center is smaller with 134 beds but offers a wide range of both general and specialty health services.

The Hall County Government Family Health Center is an additional resource located in Gainesville. The Family Health Center provides primary care for families in the county and is staffed by two doctors and a nurse practitioner. The Hall County Health Department also has a facility, located in Gainesville, from which it runs its public health services, such as cancer screenings, children's health, communicable diseases screenings,

family planning, prenatal case management, immunizations, youth dental care, vital records, Women Infants and Child (WIC) care, and environmental health care. Mental health services are provided county-wide through a nonprofit provider: Georgia Mountain Community Services. The Hall County Health Department Provision coordinates with GMCS for these services with funding derived from federal and state grants, the Hall County general fund, as well as user fees.

Public Facilities

General Government Facilities



Hall County maintains and utilizes several facilities to execute both its administrative functions and, in some cases, such as animal control, more specialized functions. In addition to the facilities mentioned under the public safety section, the County also houses a Government Center (which serves as a town hall for the county), courthouses, public works buildings, building maintenance, parks, and storage buildings. Hall County maintains 20 facilities of these types. The family health building, courthouses, judicial buildings and the Government Center are concentrated in the center of the County while animal control, parks, public works, and building maintenance are more scattered throughout the County. The facilities are cataloged online at Hall County's website, and several public spaces can be reserved by residents as a resource for their use.

Educational Facilities

Education facilities primarily consist of the schools where public education is provided for. The Hall County School District maintains primary and secondary schools. There are several higher education institutions, both public and private, located within Hall County as well. Currently, there are two publicly sponsored Pre-K opportunities in Hall County and two magnet schools, McEver Arts Academy and the World Language Academy Elementary School.

Primary & Secondary Schools



There are 38 public school facilities operated by Hall County Schools consisting of six high schools, six middle schools, and 20 elementary schools. There are eight specialized schools that are either magnet school systems or alternative schools that are run by the county and serve several grades. There are over 1,800 teachers within the system educating nearly 26,000 students. Gainesville and Buford both have their own school systems separate from the county.

The school system has its own 10-year facilities plan funded by Education Special Purpose Local Option Sales Tax, or E-SPLOST, and a general obligation bond revenue. This plan dictates where new schools will be located and when they will open. The plan also includes facility expansions and other facility maintenance needs. As of February 2023, the system has experienced several exciting updates to expand capacity and add additional resources for the students. Highlights include:

- Completed construction and opening of Cherokee Bluff Middle School.
- Initiated construction for the new Sandra Dunagan Deal Elementary School to open in Fall 2024.
- Constructed new Learning Commons at 12 schools and renovated existing Learning Commons at two schools.
- Installed air conditioning in all gymnasiums.
- Established an Agri-Business Center for all students.
- Completed the addition of security card access and cameras for all doors across all schools.
- Purchased 27 new buses.

Higher Education

Though they are not run by the county, having three institutions with post-secondary education options located within its borders is a significant addition to the community resources Hall County residents have access to. These three institutions are:


- 1. Brenau University:** Located within Gainesville, Brenau University has evolved from a private women's seminary founded in 1878 to a full university in 1992 that also holds a residential preparatory school for girls. Brenau has associates, bachelors, masters, and select doctoral programs across a range of study areas. As of 2021, Brenau University enrollment features 3,500 full-time students.
- 2. Lanier Technical College:** Publicly founded in 1964, Lanier Technical College (LTC) provides workforce development needs to the greater Lake Lanier region through technical training and adult education. LTC consists of five branches around the greater Lake Lanier area, and the Hall County campus is in Gainesville. There are over 10,000 students enrolled with most of them attending classes part time. LTC offers certificate and degree programs across nine different areas of study ranging from automotive and transportation fields to public safety and healthcare.
- 3. University of North Georgia:** The University of North Georgia (UNG) is another public university across the North Georgia area with a satellite campus in Gainesville. UNG is a member of the University System of Georgia. While UNG is one of the largest universities in the area with a total enrollment of 18,000+, about 6,500 of these students attend classes at the Gainesville campus. They host a wide variety of degree options, many of them also offered at the Gainesville campus.

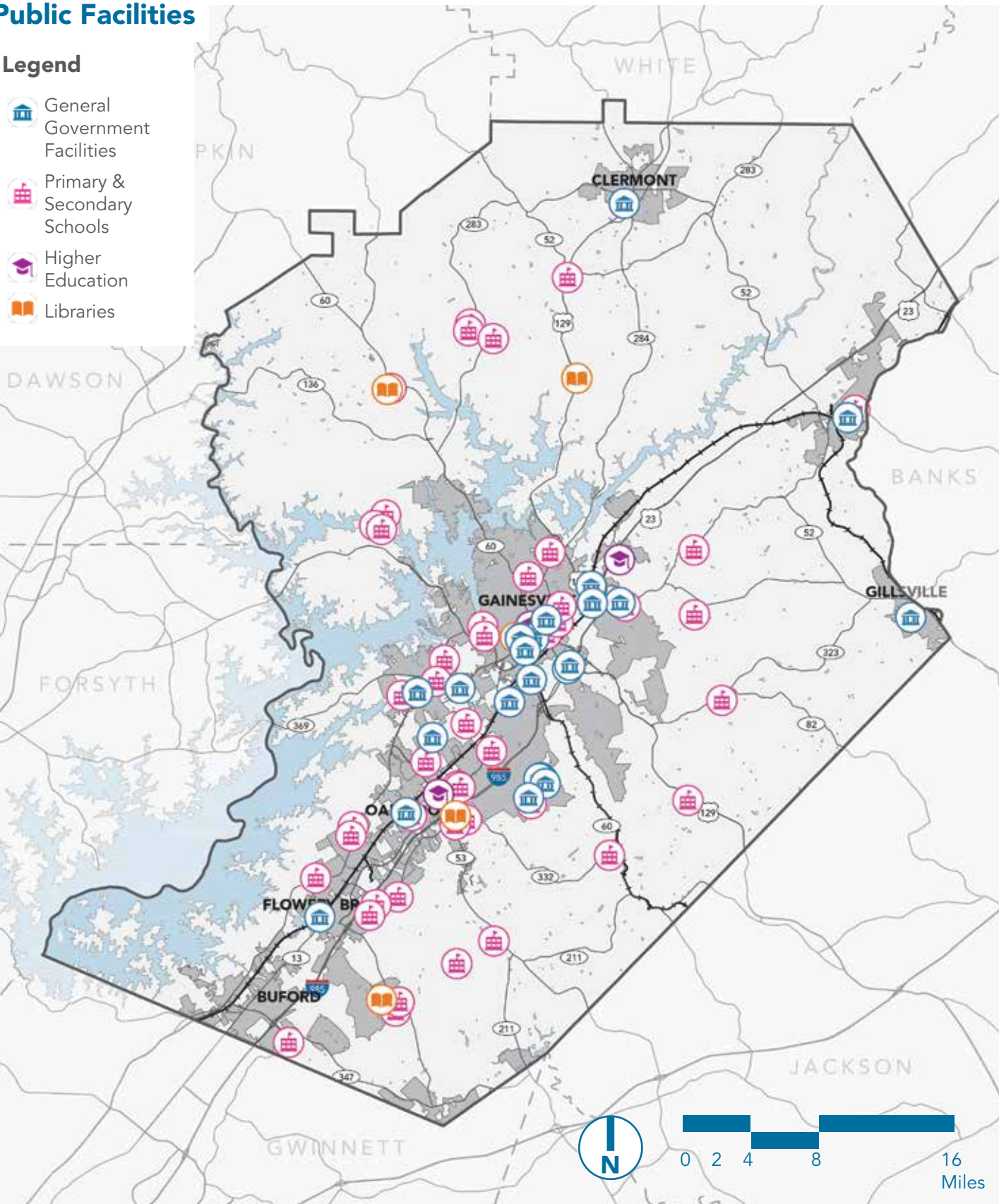
Libraries

Hall County manages its own library system featuring five branches spread throughout the county. The headquarters is in the center of the county in Gainesville. Each planning area has its own branch except for East Hall. Any future branch openings should be in East Hall to ensure residents in this area of the county have equal access to library services such as Wi-Fi services, printing, notary services, voter registration, meeting rooms for rent, and of course, checking out books.

Public Facilities

Legend

-  General Government Facilities
-  Primary & Secondary Schools
-  Higher Education
-  Libraries



Economics

Employment Characteristics

Employment by Sector

Employment	Hall County Total	Hall County (Percent)	Georgia (Percent)
Architecture/Engineering	1,554	1.5%	1.7%
Arts/Design/Entertainment/Sports/Media	1,604	1.6%	1.9%
Building/Grounds Cleaning/Maintenance	4,339	4.3%	3.6%
Business/Financial Operations	4,387	4.4%	5.6%
Community/Social Services	1,029	1.0%	1.6%
Computer/Mathematical	1,937	1.9%	3.4%
Construction/Extraction	7,195	7.1%	4.9%
Education/Training/Library	5,351	5.3%	6.4%
Farming/Fishing/Forestry	1,076	1.1%	0.5%
Food Preparation/Service Related	4,765	4.7%	5.6%
Healthcare Practitioner/Technician	4,385	4.4%	5.4%
Healthcare Support	2,439	2.4%	2.3%
Installation/Maintenance/Repair	4,023	4.0%	3.5%
Legal	390	0.4%	1.0%
Life/Physical/Social Science	341	0.3%	0.8%
Management	10,045	10.0%	10.7%
Office/Administrative Support	9,958	9.9%	11.1%
Production	13,249	13.2%	6.1%
Protective Services	1,049	1.0%	2.2%
Sales/Related	11,229	11.1%	10.5%
Personal Care/Service	1,886	1.9%	2.4%
Transportation/Material Moving	8,502	8.4%	8.8%
Total	100,733	100.0%	100.0%

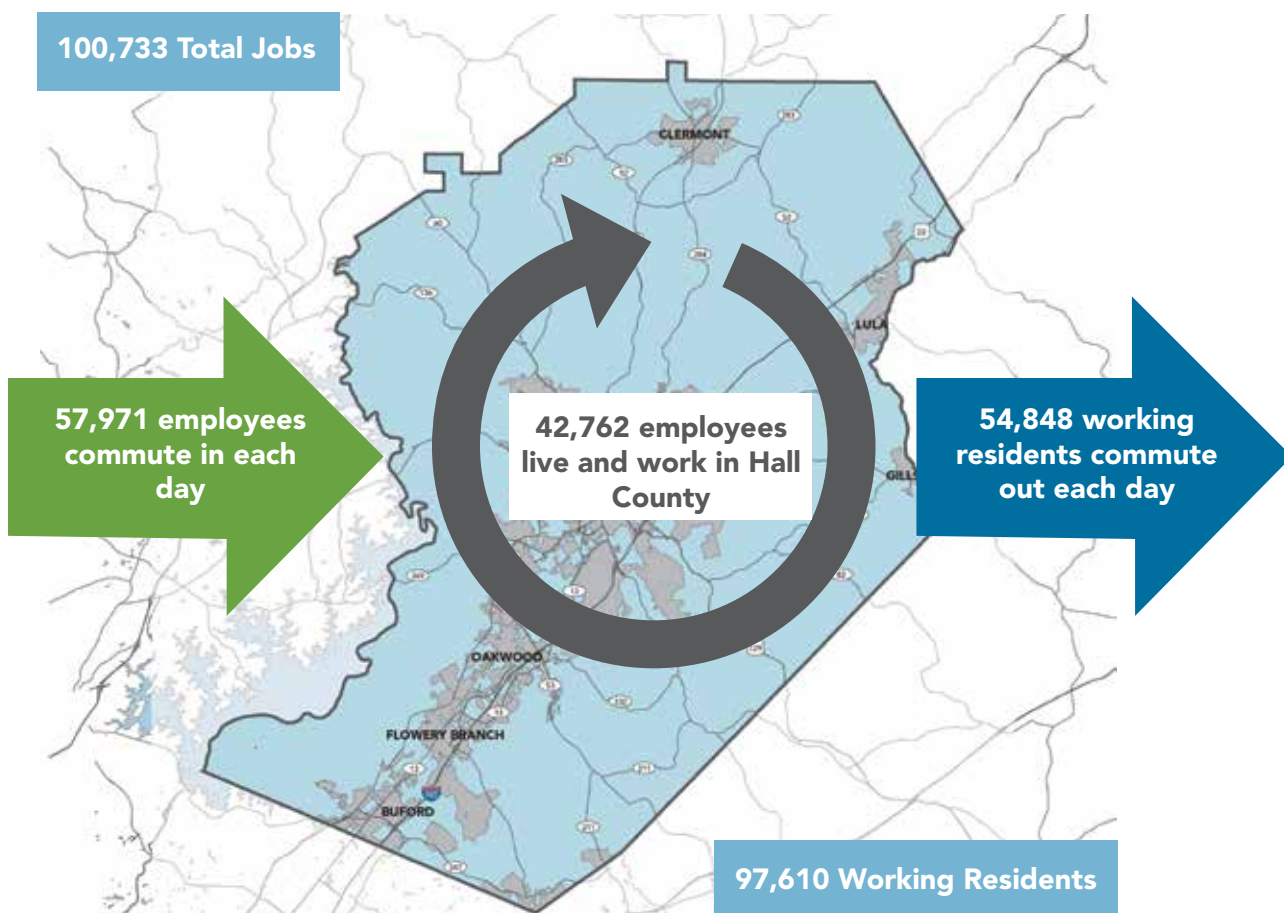
Source: KB Advisory Group based on data from Claritas Spotlight.

There are currently 100,733 total jobs in Hall County. The largest employment sectors in Hall County include:

- Production
- Sales
- Management
- Transportation
- Construction

In addition, there are 97,610 working residents. The commuting patterns show that over half (58%) of the employees working in the county commute in from elsewhere. Of the total working residents, 56% commute out each day. For employees commuting out, Gwinnett County is the destination with the highest percentage of commuting employees, at 15%. Alternatively, Gwinnett County also provides the highest percentage at 11% of the total employees commuting into Hall County each day. The majority (79%) of commuting employees drove alone on their commutes. A minimal amount of people used public transportation to commute to work.

Commuting Patterns

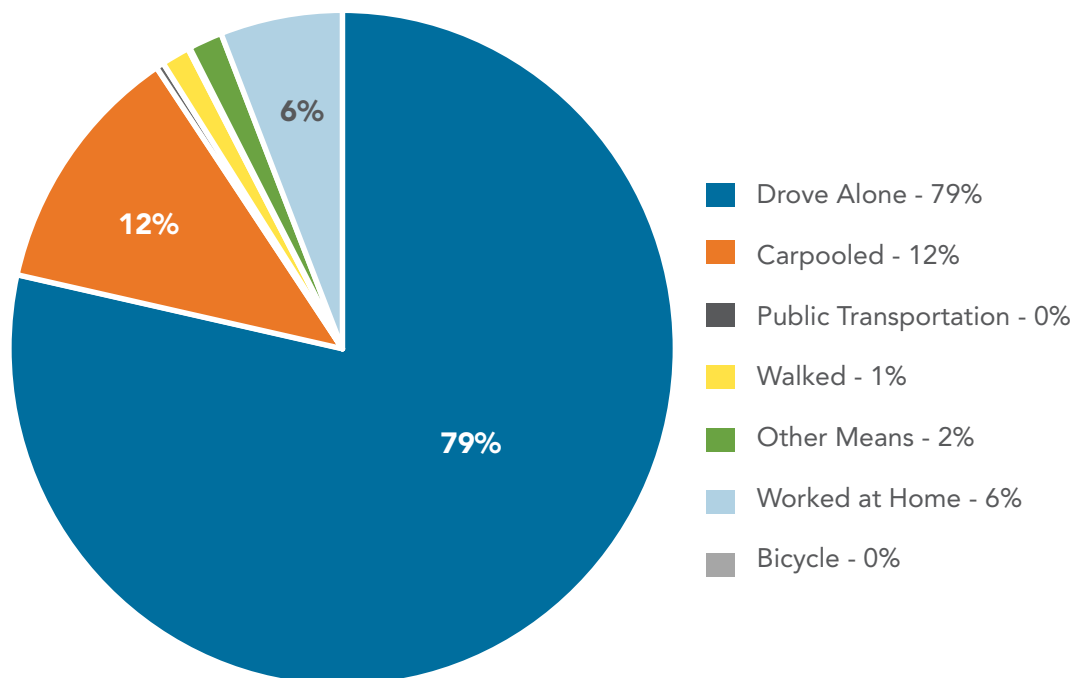


Source: KB Advisory Group based on data from Claritas Spotlight.

Commuting Patterns

	Total	Percent
Total Hall County Employment	100,733	-
Workers in Hall County Commuting from Elsewhere	57,971	58%
Workers Living and Working in Hall County	42,762	42%
Working Residents	97,610	-
Workers Living in Hall County Employed Elsewhere	54,848	56%
Workers Living and Working in Hall County	42,762	44%

Commuting Characteristics



Source: KB Advisory Group based on data from Claritas Spotlight.

Hall County Residents by Commute Destination

Destination	Percent
Hall County, GA	46%
Gwinnett County, GA	15%
Fulton County, GA	8%
Forsyth County, GA	4%
Jackson County, GA	4%
Cobb County, GA	3%
DeKalb County, GA	3%
Habersham County, GA	1%
Lumpkin County, GA	1%
Clarke County, GA	1%
All Other Locations	15%

Hall County Employees by Commute Origin

Destination	Percent
Hall County, GA	42%
Gwinnett County, GA	11%
Fulton County, GA	4%
Forsyth County, GA	4%
Jackson County, GA	3%
Cobb County, GA	3%
DeKalb County, GA	2%
Habersham County, GA	2%
Lumpkin County, GA	2%
Clarke County, GA	2%
All Other Locations	24%

Source: KB Advisory Group based on data from Claritas Spotlight.

Commercial Development

Recent Development

Real estate analysts classify commercial development as multifamily, office, retail, industrial, hospitality, and healthcare related. Under that definition, since 2017 the entire county has seen over 14 million square feet of commercial development. Over 60% of this development has been industrial, with multifamily construction a distant second. Unincorporated Hall County has seen 21.5% of all new commercial development, with most of it being industrial.

Commercial development over the past five years has predominantly clustered in the following locations:

- Within two miles of I-985
- In the center or southwestern portions of the county
- Within or near municipalities

Commercial Development by Location & Type (2017-present)

	Multifamily	Office	Retail	Industrial	Hospitality	Healthcare	Total
Unincorporated	492,156	24,654	268,988	2,133,751	20,000	100,000	3,039,549
Gainesville	2,204,137	68,028	69,884	946,888	64,198	88,493	3,441,628
Braselton	250,000	60,010	196,482	0	0	0	506,492
Buford	0	0	1,800	3,499,229	0	0	3,501,029
Oakwood	320,000	35,138	14,078	1,050,200	0	0	1,419,416
Flowery Branch	699,000	0	6,253	1,492,688	0	0	2,197,941
Total	3,965,293	187,830	557,485	9,122,756	84,198	188,493	14,106,055

Source: KB Advisory Group based on data from CoStar

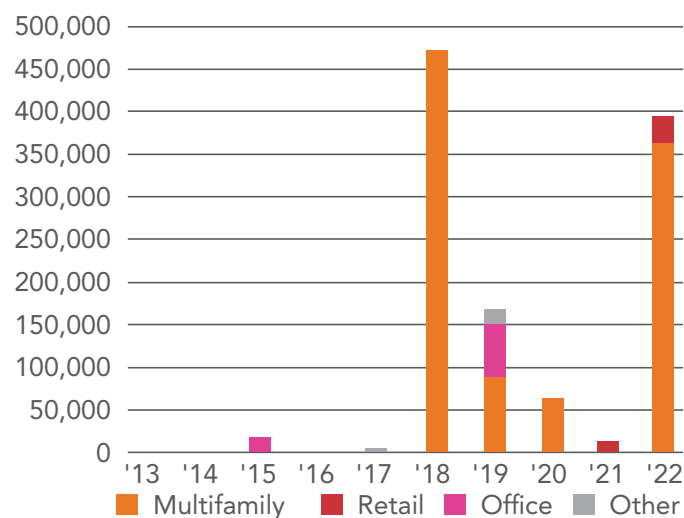
Hall County Universities: Brenau University

Higher education institutions are known to be regional economic development generators. A one-mile radius around Brenau University in Gainesville was surveyed to determine recent development trends in proximity to the school. Out of 7.3 million square feet of real estate inventory in the area, 15% of the total was added in the last decade, over 60% of which was multifamily.

Commercial Real Estate SF Growth, 1-Mile Radius Around Brenau University

Real Estate Type	SF Added Last Decade	Last Decade as Percent of Total	Total Inventory (SF)
Multifamily	981,907	60.5%	1,624,127
Retail	49,935	4.4%	1,146,404
Office	75,937	2.9%	2,641,804
All Others	20,400	1.1%	1,888,594
Total	1,128,179	15.5%	7,300,929

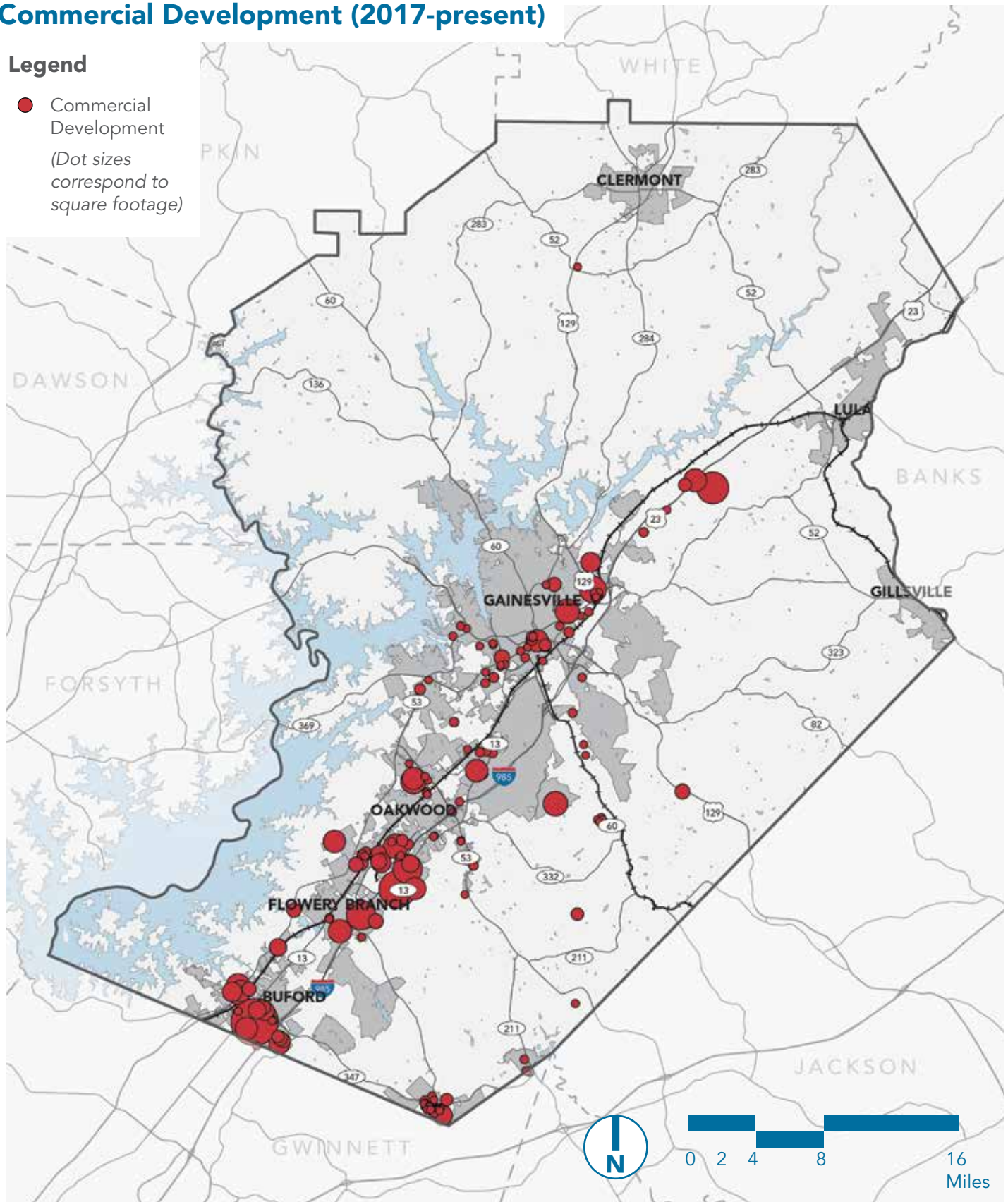
Source: KB Advisory Group based on data from CoStar



Commercial Development (2017-present)

Legend

- Commercial Development
(Dot sizes correspond to square footage)

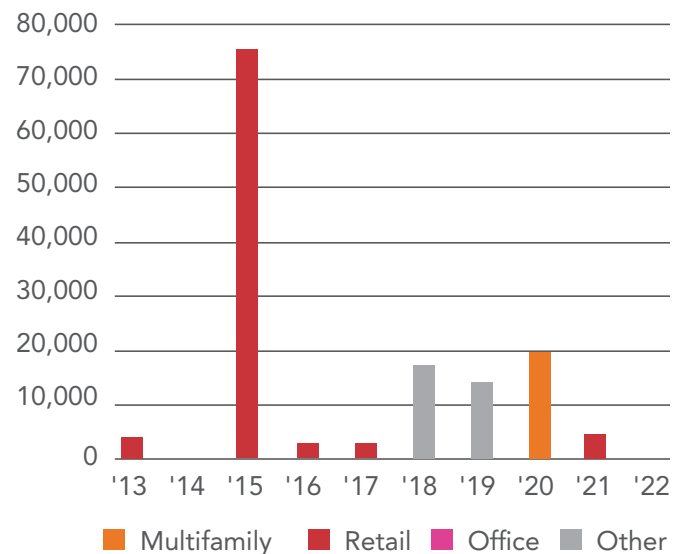


Hall County Universities: UNG Gainesville

A one-mile radius around the UNG-Gainesville campus was surveyed. Only 3.4% of the total commercial real estate around the UNGG campus has been built in the last ten years. Of this recently built inventory, retail is the largest single sector, with over 85,000 square feet of inventory added.

Commercial Real Estate SF Growth, 1-Mile Radius Around UNG Gainesville

Real Estate Type	SF Added Last Decade	Last Decade as Percent of Total	Total Inventory (SF)
Multifamily	20,000	2.1%	960,093
Retail	86,510	8.7%	989,052
Office	0	0.0%	328,696
All Others	32,710	1.9%	1,767,362
Total	139,220	3.4%	4,045,203



Source: KB Advisory Group based on data from CoStar

Development Pipeline

An additional roughly five million square feet of commercial development is either proposed or currently under construction. Over 60% of this new inventory is industrial, with multifamily again being the second largest figure. Almost 70% of this new inventory will be in unincorporated Hall County but will still be close to I-985 and the cities in the center and south of the county.

Commercial Development by Location & Type (2017-present)

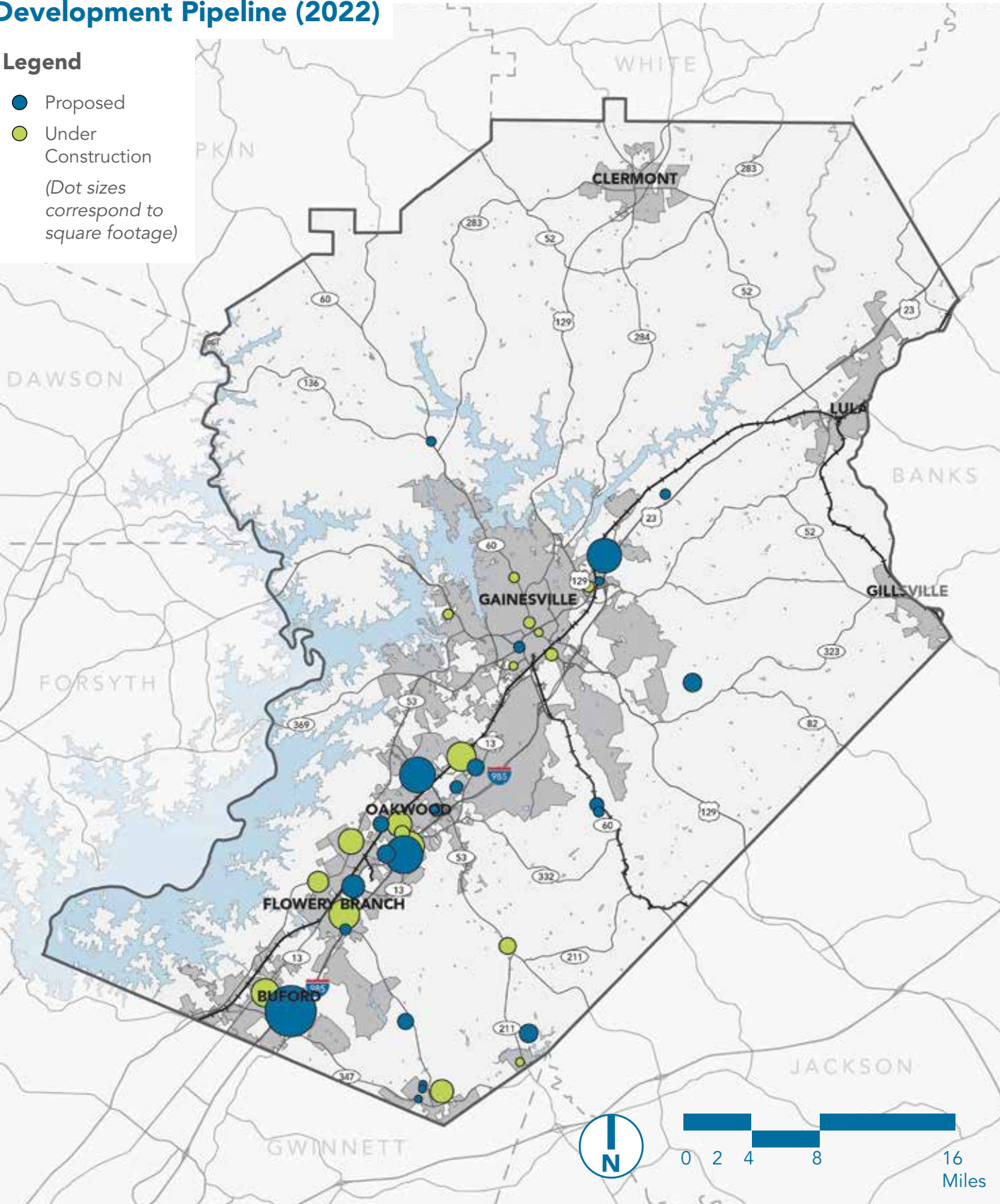
	Multifamily	Office	Retail	Industrial	Hospitality	Healthcare	Total
Unincorporated	1,1650,500	122,500	28,055	2,046,206	35,000	15,000	3,407,261
Gainesville	461,000	0	10,542	414,375	95,474	0	981,391
Braselton	0	9,000	8,900	5,000	0	0	22,900
Buford	0	0	0	261,396	0	0	261,396
Oakwood	0	0	0	546,866	35,343	0	582,209
Flowery Branch	0	9,000	8,900	5,000	0	0	22,900
Total	1,621,500	140,500	56,937	3,278,843	165,817	15,000	5,278,057

Source: KB Advisory Group based on data from CoStar

Development Pipeline (2022)

Legend

- Proposed
- Under Construction
- (Dot sizes correspond to square footage)



Broadband

Overview

Broadband refers to an active, high-speed internet connection. More technically speaking, however, broadband is defined as 25 megabits per second (Mbps) download speed and a 3 Mbps upload speed. For instance, a user could easily load a high-quality YouTube video at this speed. This is how the state of Georgia defines broadband, and in 2018, the state launched the Georgia Broadband Deployment Initiative (GBDI) in recognition of how vital broadband is to thriving communities.

It is important to provide quality broadband coverage across the entire county to compete in the 21st century. By including strategies and proposed policies in this comprehensive plan, Hall County is taking the first step toward becoming designated as a broadband-ready community. While the county enjoys a large coverage of broadband service at 98%, the 2% of the county that is not serviced by broadband represents 2,096 locations, as measured by addresses.

Georgia's Broadband Deployment Initiative (GBDI)

GBDI was launched in 2018 to promote and deploy broadband to unserved areas. GBDI is an inter-agency effort between the Georgia Department of Community Affairs (DCA), Georgia Technology Authority (GTA), Department of Economic Development (DEcD), State Properties Commission (SPC), and Georgia Department of Transportation (GDOT). DCA and GTA lead this group and coordinate stakeholders such as providers and local governments to expand access. DCA requires comprehensive plans to have a broadband component ensuring that broadband integration and prioritization are state-wide.

Detailed Broadband Conditions

The map on the following page represents the state's most recent data, published June 30, 2023. An interactive version of this map, which includes detailed locations of the unserved areas and data

on the entire state of Georgia, can be found on the GBDI website. Hall County enjoys extensive broadband coverage (orange), about 98% of the county. However, areas in North Hall and East Hall remain unserved (white). It should be noted that many of the unserved locations in these areas are largely undeveloped.

The map is organized by census blocks within the county. For this map, areas served are defined as having a "broadband definition of 25 Mbps down and 3 Mbps up, and where the broadband service is available to more than 80% of locations in a census block." Any census blocks that do not meet these standards are classified as unserved. The areas within the county that are neither served nor unserved are classified as "no location," meaning there is no commercially available source for the data.

Service Statistics Summary

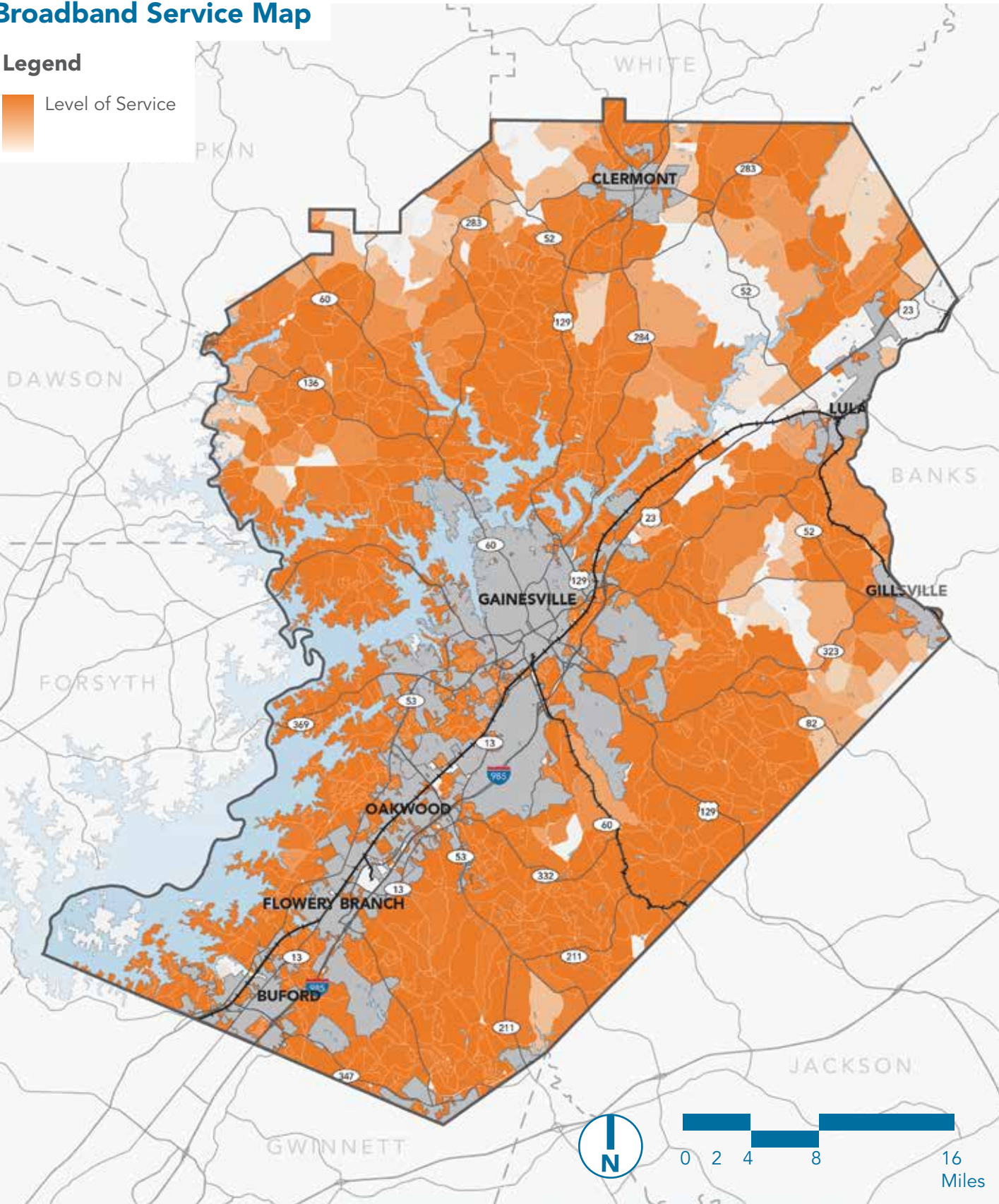
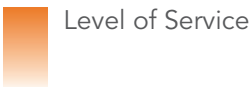
- Served locations: 85,792
- Unserved locations: 2,096 (2% of population)

Broadband Ready Community

To be eligible for funds at the state and federal level to expand broadband access, the County can pursue designation by DCA as a "Broadband Ready Community." The County currently does not qualify for this designation, but by including Broadband as part of the Comprehensive Plan, the County has taken the first step toward joining 34 other counties that are designated Broadband Ready Communities. The designation aims to show that the County has taken steps to reduce obstacles to broadband infrastructure investment. The next step toward becoming a Broadband-Ready Community is adopting the model ordinance outlined in O.C.G.A. §50-40-40.

Broadband Service Map

Legend



Parks, Recreation, & Greenspace

Overview

The County's *Parks Facilities Master Plan* (2019) defines greenspace as "undisturbed or minimally developed natural areas that are addressing ecological and natural system needs; this land is devoted primarily to ecosystem services, biodiversity, and wildlife habitat/travel corridors; Greenspace can include outdoor recreation, historic, and/or educational activities that have limited or minimal impact on natural systems/habitat; land designated as greenspace generally includes some level of permanent protection from development."

In 2005, the Gainesville-Hall Chamber of Commerce undertook a strategic planning initiative that identified several "Big Ideas" for creating a desired vision for the county by the year 2030. One of the Big Ideas was the creation of the Greenspace Initiative, a group of volunteers that has been active in greenspace planning and advocacy, as well as the development of the Highlands to Islands Multi-use Trail system. In 2013, the committee developed a Greenspace Report and Greenspace Vision Map, which proposes a series of greenways, areas for accommodating additional regional parks, watersheds and viewsheds for protection. The report's recommendations include the creation of a prioritized, phased implementation plan that gradually increases the amount of the county designated as permanently protected greenspace (whether trails, parkland, conservation easement, etc.) from 6.6% to 20%.

Inventory

Hall County currently has 836 acres of parkland (across 22 parks) and 1,292 acres of greenspace. Within this portfolio, the Hall County Parks & Leisure Services manages:

- ① Alberta Banks Park
- ② The Allen Creek Soccer Complex, which is jointly managed with the Gainesville Parks and Recreation Agency
- ③ Butler Park
- ④ Cedar Creek Reservoir
- ⑤ Cherokee Bluffs Park
- ⑥ Chicopee Woods Agricultural Center
- ⑦ Cool Springs Park
- ⑧ East Hall Community Center
- ⑨ Hog Mountain Sports Complex at Flowery Branch High School
- ⑩ Mulberry Creek Community Center and Park
- ⑪ Murrayville Park
- ⑫ North Hall Community Center and Park
- ⑬ Platt Park
- ⑭ Sardis Park and Sports Complex at Chestatee High School and Sardis Elementary School
- ⑮ Spout Springs Sports Complex at Cherokee Bluffs High School
- ⑯ Tadmore Park
- ⑰ Williams Mill Greenspace

Five leased properties from the Army Corps of Engineers, including:

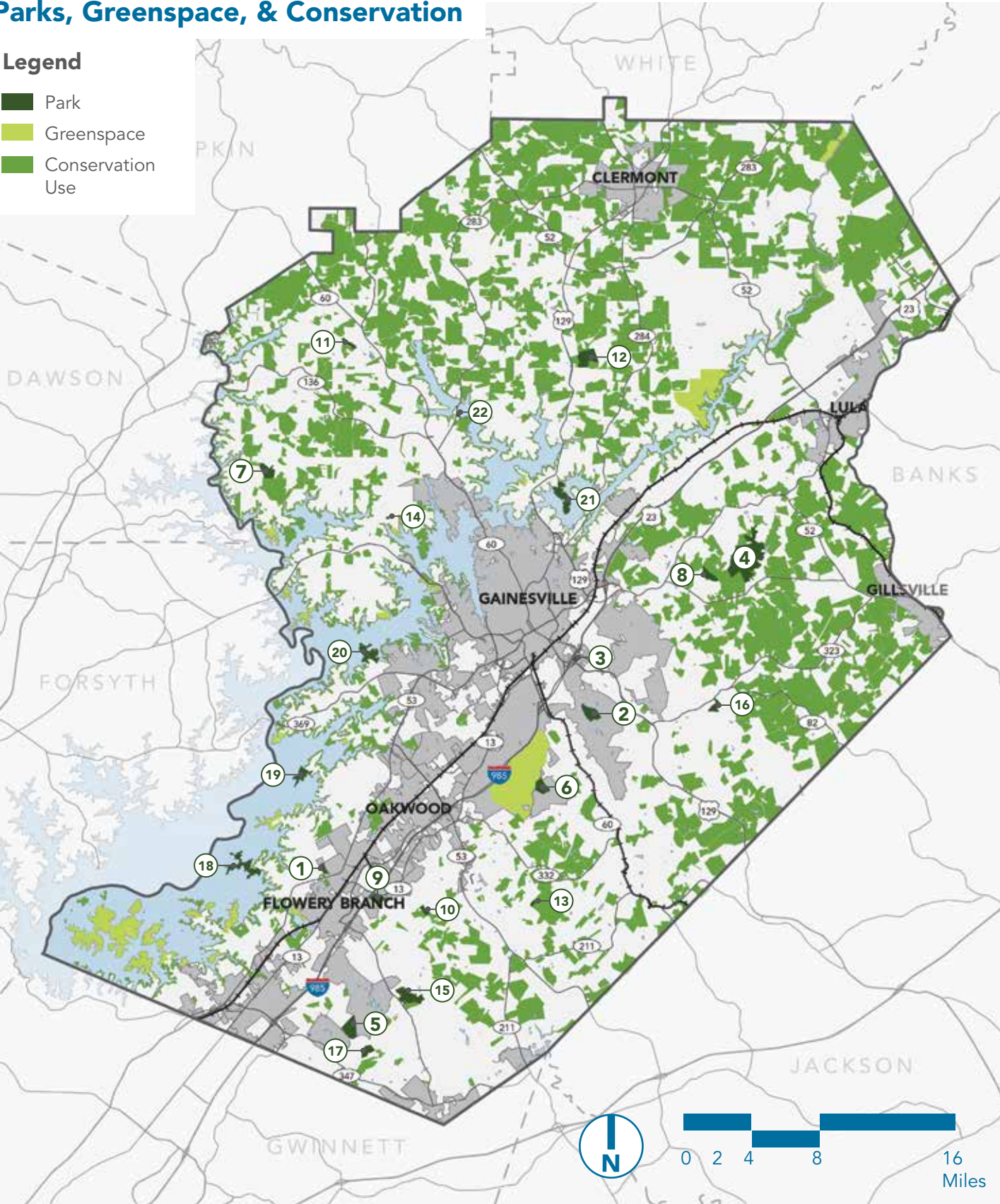
- ⑱ Aqualand Marina
- ⑲ Sunrise Cove Marina
- ⑳ River Forks Park and Campground
- ㉑ Laurel Park
- ㉒ Wahoo Creek Park

In addition to County-owned and operated facilities, there are two state parks in the county used as greenspace: Don Carter State Park and Mossy Creek State Park. The map on page 85 shows where these parks, facilities, and greenspace are located.

Parks, Greenspace, & Conservation

Legend

- Park
- Greenspace
- Conservation Use



Analysis

The *Parks Facilities Master Plan* conducted a gap analysis on park land and greenspace to identify the difference between existing resources and the resources needed to meet the community's needs now and in the future. The gap analysis evaluated the County's inventory, data trends, and projected needs.

Based on National Recreation and Park Association (NRPA) benchmarks, a community the size of Hall County should have 43 parks, greenspaces, and natural areas. Hall County has 26 to 27 fewer parks than the NRPA benchmark. By 2030, this need will grow to 57, which translates to a need for 31 new parks, greenspaces, and natural areas.

Based on NRPA benchmarks, a community with the population size of Hall County would have 8.5 acres of park land per 1,000 residents, or 1,369 acres of park land. Hall County has 5.2 acres of park land per 1,000 residents, or 836 total acres of parkland. This is 3.3 acres per 1,000 people, or 533 total acres less than the benchmark.

Based on a Community Greenspace benchmark, a community with a population the size of Hall County should have 1,292 acres of greenspace based on a level of service of 8.6 acres per 1,000 residents. Currently Hall County has the right amount of land, but this number will need to increase as the population grows.

Lastly, based on NRPA and Community Greenspace benchmarks, the amount of property (or acreage under conservation/recreational easement) needed by 2030 is projected to be a total of 3,228 acres of available acreage:

- 1,605 acres of parkland
- 1,623 acres of greenspace

By 2030, Hall County is projected to have a total deficit of 1,100 acres of park land and greenspace:

- 769 acres of park land
- 332 acres of greenspace

Gap Analysis

NRPA Classification	NRPA Acres/1,000 residents	NRPA Benchmark (Acres)	Existing Acres	Existing Gap (2018)	Projected Acres Needed (2030)	Projected Gap 2030
Mini-Parks/Play Lots	0.10	16	1	(16)	19	(18)
Neighborhood Parks	1	113	13	(100)	132	(119)
Community Parks	4	564	85	(478)	661	(575)
Regional Parks & Specialty Parks	4	676	737	61	793	(56)
Total		1,369	836	(533)	1,605	(769)

Source: *Parks Facilities Master Plan*



Natural Resources

Environmental Planning Criteria

The state of Georgia requires comprehensive plans to consider natural resources in the environment. The Georgia Department of Natural Resources (DNR) developed Rules for Environmental Planning Criteria (Chapter 391-3- 16) that establish minimum standards that must be used. These minimum standards and procedures, also known as Part V Criteria, are required under the Georgia Planning Act to be used by local communities in the development of comprehensive plans. In addition, the Georgia DCA's Minimum Standards and Procedures for Local Comprehensive Planning (Chapter 110-2-1) require local governments to review the Part V Criteria to determine if there is need to adapt development regulations to address protection of the following natural resources:

- Water Supply Watersheds
- Groundwater Recharge Areas
- Wetlands
- Protected Rivers
- Protected Mountains

The Compliance with the State Environmental Planning Criteria table in this section indicates whether these natural resources are present in Hall County and if the county has implemented protection efforts.

Regional Water Plan

DCA's Minimum Standards and Procedures for Local Comprehensive Planning require local governments to review the Regional Water Plan when preparing a comprehensive plan to determine whether additional or modified regulations/actions are needed. The Metropolitan North Georgia Water Planning District (MNGWPD) coordinates regional planning efforts that address long-term water quality protection and adequate water supply. Its member jurisdictions include 15 counties and 95 cities. In June 2017, a consolidated Water Resource Management Plan was approved by MNGWPD.

Other Natural Resources

Floodplains

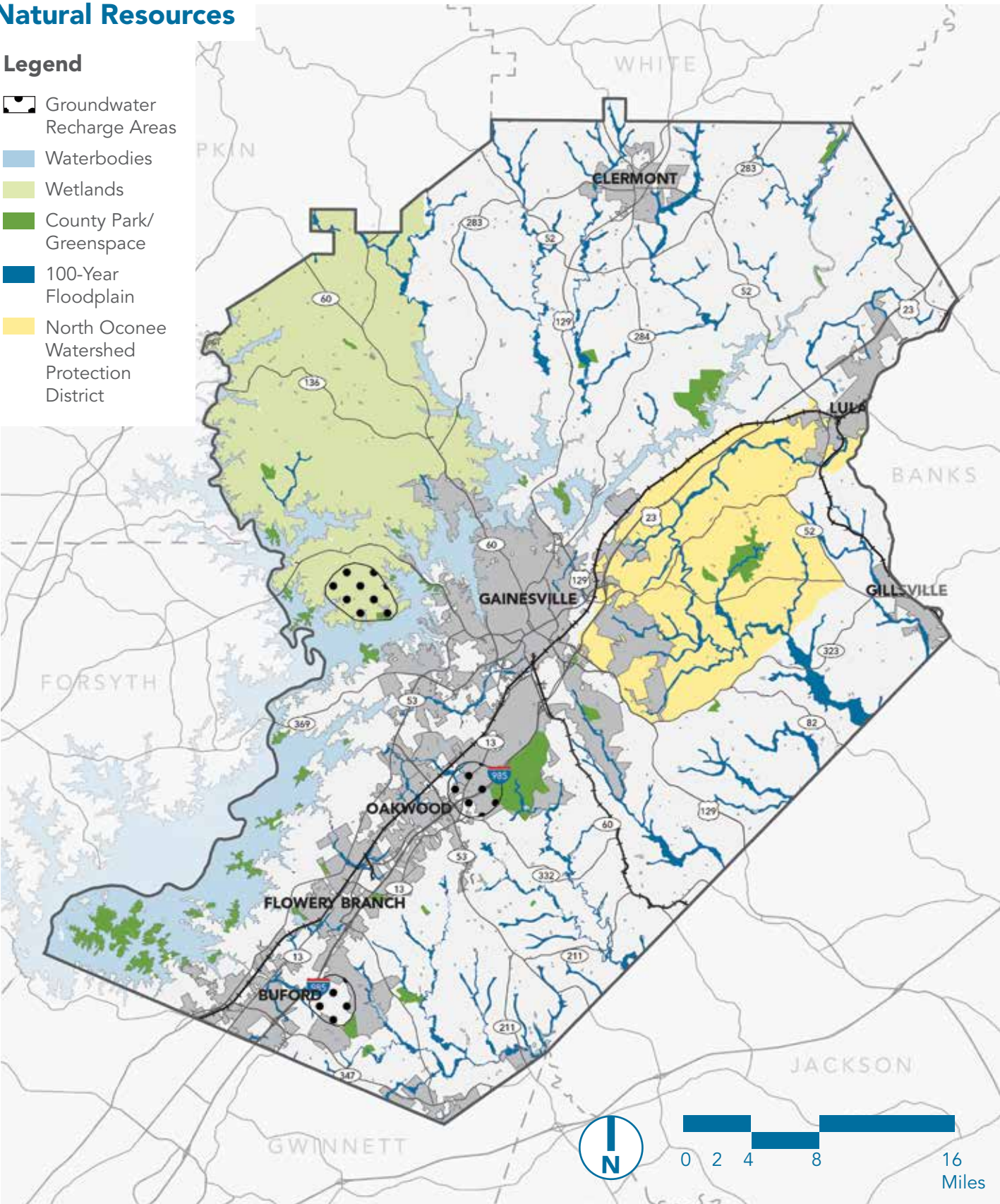
A floodplain is any land susceptible to being inundated by water from any source. Floodplains serve three major purposes: natural water storage and conveyance, water quality maintenance, and groundwater recharge. Unsuitable development can prevent floodplains from serving their purpose. For example, fill material placed in the floodplain can eliminate essential water storage capacity, causing water elevation to rise, resulting in the flooding of previously dry land. Hall County's 100-year floodplains are shown on the Natural Resources Map on page 89. The 100-year floodplain is an area that will be inundated by the flood event having a 1% chance of being equaled or exceeded in any given year.

The County has adopted a Floodplain Management/Flood Damage Prevention ordinance, which sets forth standards for development within the floodplain. A community's floodplain management activities, including having effective ordinances in place, can make it eligible to participate in the National Flood Insurance Program's (NFIP) Community Rating System (CRS). The CRS program is a voluntary incentive program that recognizes and encourages activities that exceed the minimum NFIP requirements. Depending upon the level of participation, flood insurance premium rates for policyholders can be reduced up to 45%. Hall County currently does not participate in the CRS program.

Natural Resources

Legend

-  Groundwater Recharge Areas
-  Waterbodies
-  Wetlands
-  County Park/Greenspace
-  100-Year Floodplain
-  North Oconee Watershed Protection District



Compliance with State Environmental Planning Criteria

Resource	Definition ¹	Location	Local Protections
Water Supply Watershed	The area of land upstream of a governmentally owned public drinking water intake; a "small water supply watershed" has less than 100 square miles of land within the drainage basin upstream of a governmentally owned public drinking water supply intake.	The North Oconee Water Supply Watershed Protection District (a small water supply watershed in East Hall).	Watershed Protection Ordinance: Yes.
			Typical provisions: <ul style="list-style-type: none"> • Buffer and impervious surface requirements for streams within a 7-mile radius of a water supply reservoir.
Groundwater Recharge Areas	Any portion of the earth's surface where water infiltrates into the ground to replenish an aquifer.	As delineated by the DNR in Hydrologic Atlas 18, 1989 edition, there are three small, dispersed areas of low pollution susceptibility.	Groundwater Recharge Area Protection Ordinance: Yes.
			Typical provisions: <ul style="list-style-type: none"> • Septic tank regulations, including minimum lot sizes for new houses. • Special requirements for uses with on-site hazardous materials.
Wetlands	Areas that are inundated or saturated by surface or groundwater at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions.	County-wide, as delineated by the U.S. Fish and Wildlife Service National Wetlands Inventory; especially prominent in the Murrayville/Sardis Area.	Wetlands Protection Ordinance: Yes.
			Typical provisions: <ul style="list-style-type: none"> • Uses associated with contaminants are prohibited. • Local development permit is required for regulated activity.

Resource	Definition ¹	Location	Local Protections
Protected Rivers	Any perennial river or watercourse with an average annual flow of at least 400 cubic feet per second as determined by appropriate U.S. Geological Survey documents.	Chattahoochee River.	<p>River Corridor Protection Buffer:</p> <ul style="list-style-type: none"> No (county stream buffer requirements currently apply: 50' vegetative buffer and additional 25' setback for impervious surfaces). <p>Key provisions of a river corridor buffer per state model ordinance:</p> <ul style="list-style-type: none"> 100-foot buffer Limits on land disturbance within the buffer
Protected Mountains	All land area 2,200 feet or more above mean sea level, that has a slope of 25% or greater for at least 500 feet horizontally, and shall include the crests, summits, and ridge tops which lie at elevations higher than any such area.	There are no protected mountains in Hall County.	Not applicable to Hall County.

¹ Definitions taken from DNR Rules for Environmental Planning Criteria (Chapter 391-3-16)

Impaired Waters

The Clean Water Act requires the Georgia Environmental Protection Division (GAEPD) to monitor the quality of freshwater rivers, streams, and lakes. Waterbodies that do not support their designated uses (e.g., recreation, water supply, aquatic life) due to poor water quality are included on a list of impaired waters, also known as the 303(d) list of waters. Impairments must be addressed through the development of a Total Maximum Daily Load (TMDL), which sets a pollutant budget and outlines strategies for corrective action.

Lake Lanier is composed of five segments, one of which (Browns Bridge Road/SR 369) is on the 303(d) list for chlorophyll A. Chlorophyll A is a pigment in algae that is used as an indicator of the potential presence of nutrients in a waterbody that causes excess algal growth. The State of Georgia includes this segment of Lake Lanier on its list of priority waters for protection; however, a TMDL will be written for the entire lake.

Historic Resources

Inventory of Historic Resources

Historic resource surveys provide a working base for communities in devising a local preservation strategy. In 2012 a survey of unincorporated Hall County was conducted by FindIT, a state-wide cultural resource survey program sponsored by the Georgia Transmission Corporation (GTC) in partnership with the Georgia Department of Natural Resources (DNR), and the Historic Preservation Division. The program is housed in the College of Environment + Design at the University of Georgia.

The Historic Resources Map in this section shows the locations of the surveyed resources, which include buildings and cemeteries. The buildings are categorized by age: those built before 1900; between 1900 and 1950; and, after 1950. The public can view the resources and detailed information from the survey on DNR's official web-based database system: NAHRGIS (Natural, Archaeological, and Historic Resources Geographic Information Systems).

National Register of Historic Places

The National Register of Historic Places (National Register) is the official list of the nation's historic and archaeological resources worthy of protection. A program of the U.S. Department of the Interior's National Park Service, the National Register is intended to identify, evaluate, and protect historic places. As an honorary designation, National Register status places no obligations or restrictions on private owners. However, to take advantage of incentive-based preservation programs such as the 20% Federal Historic Preservation Tax Incentives Program, rehabilitation projects must retain a property's historic character by following the Secretary of the Interior's Standards for Rehabilitation.

The National Register includes two historic resources in unincorporated Hall County (see Historic Resources Map): Healan's-Head's Mill and the Beulah Rucker School/House.

Healan's-Head's Mill

Located on Whitehall Road at the North Oconee River, the 1850 grist mill (and supporting buildings on the 4-acre property) was listed on the National Register of Historic Places in 1990. It was purchased by Fred and Burnice Healan in the 1960s and used as an antiques store.

In 2003, Hall County purchased the mill and four acres of surrounding land using grant funding from the Trust for Public Land. The County, along with a group of interested residents (known as Friends of Healan's-Head's Mill), is undertaking a multi-phased project to restore the mill. Plans include stabilization, which is being funded by the 2015 Special Purpose Local Option Sales Tax (SPLOST) referendum.





Future phases include additional property acquisition, renovations to make the mill operational, and construction of a Visitor's and Heritage Center and walking trails near the mill.

Beulah Rucker School/House

The circa 1915 Georgian cottage is located at 2110 Athens Highway, which is in the Morningside Heights community. The building was used as a house and school by Beulah Rucker, a noted educator who established a school for African American children. The school was one of only a few available to African American children and at one time was the only high school. It was listed on the National Register in 1995. It was rehabilitated by the Educational Foundation and Museum of Beulah Rucker Inc. and is currently in use as a museum.

Historic Resources Map

Legend

-  National Register of Historic Places
-  Built Before 1900
-  Built 1900-1950
-  Built After 1950



Susceptibility to Change

Overview

Susceptibility to change refers to the likelihood that a piece of land will see some level of change within a given timeframe. A susceptibility to change analysis was conducted to determine which tax parcels in Hall County's digest are most likely to see new development or major land use changes in the short term (less than 10 years), which ones could see more minor or longer-term changes, and which ones are most likely to remain as they are. The results of this analysis highlighted which areas of the county can expect to experience future growth, and then were compared to community input to inform future development recommendations. Parcels that have a low susceptibility to change include those with structures not in need of rehabilitation, newly constructed or renovated buildings, newer or high-quality housing, and civic uses like churches, public and institutional uses like schools, parks, and historic structures. High susceptibility, in this case, indicates vacant parcels and/or buildings, parcels in which the land value exceeds the building value, and structures either showing obvious signs of deterioration or failing. The map on page 97 shows the results of the analysis.



Low Susceptibility

- Newly constructed buildings
- Stable/established neighborhoods
- Tax-exempt uses like parks, churches, and schools
- Buildings/properties in good condition and/or well-maintained



Medium Susceptibility

- Land uses that could relocate (i.e., commercial or industrial)
- Less stable neighborhoods
- Vacancy (either the building or land)
- Buildings/properties starting to show some cosmetic decline or signs of decay
- Likely to see minor changes in the short term, or major changes in the long term



High Susceptibility

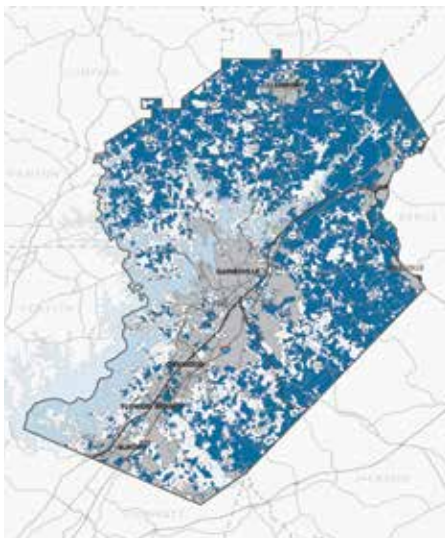
- Vacancy (either the building or land)
- Agricultural land with no improvements
- Properties with declining values
- Larger tracts of land (greater than 20 acres)
- Buildings/properties in fair to poor condition and showing obvious signs of decay

Methodology

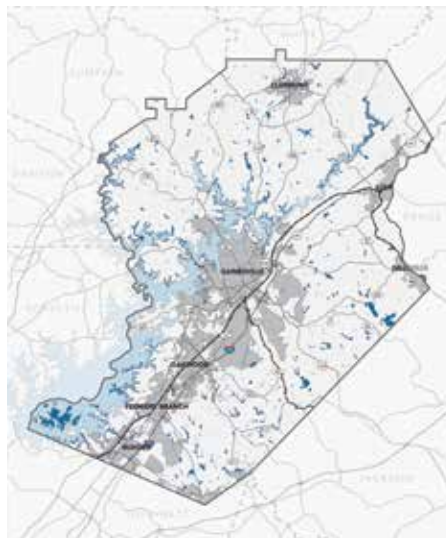
Susceptibility was determined based on nine factors and graded depending on how likely they were to influence susceptibility:

- Land value versus building value
 - 1 = building value is greater than land value
 - 2 = building value is less than land value
- Stability in value
 - 1 = value as compared to previous tax year is the same or greater
 - 2 = value as compared to previous tax year is less
- Land uses
 - 1 = residential uses, utilities, conservation areas, and tax-exempt uses such as schools, parks, and places of worship
 - 2 = agricultural, commercial, and industrial uses, along with vacant lands
- Presence of water
 - 1 = parcels with water, and more than 50% of their area lies within a body of water, stream buffer, or floodplain
 - 2 = parcels with water, and less than 50% of their area lies within a body of water, stream buffer, or floodplain
- Acreage
 - 1 = parcels with acreages of less than 20 acres
 - 2 = parcels with acreages of more than 20 acres
- Ownership
 - 1 = owned by a private individual or organization
 - 2 = owned by the County, City government, public utility company, or Hall County Schools

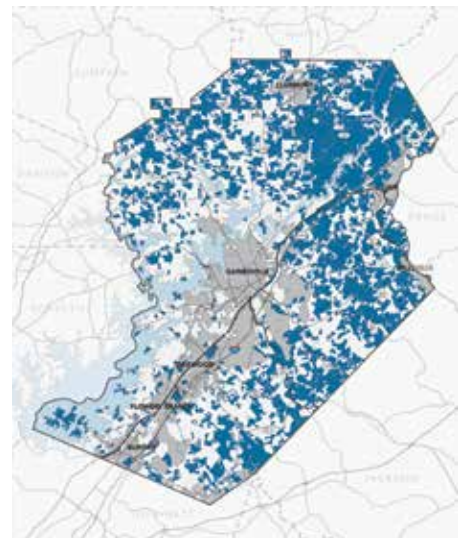
Susceptible Land Uses



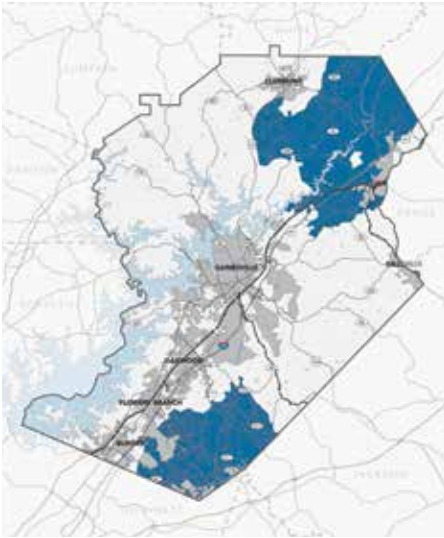
Presence of Water



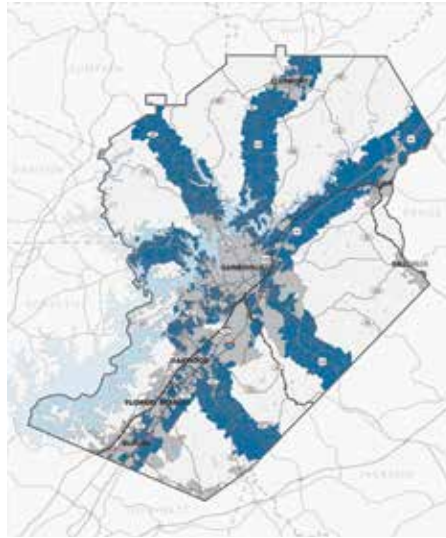
Parcels Over 20 Acres



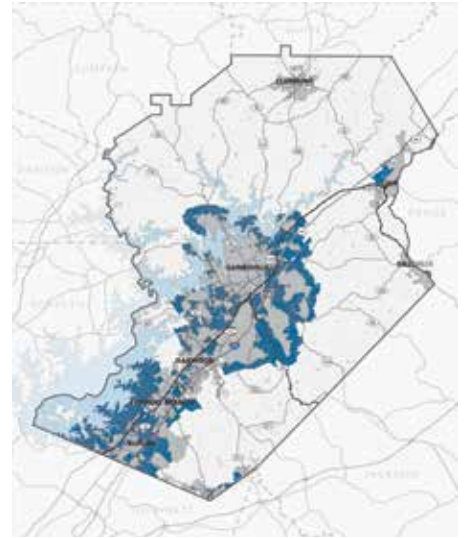
Sewer Priority Areas



Proximity to Major Roads



Spheres of Influence



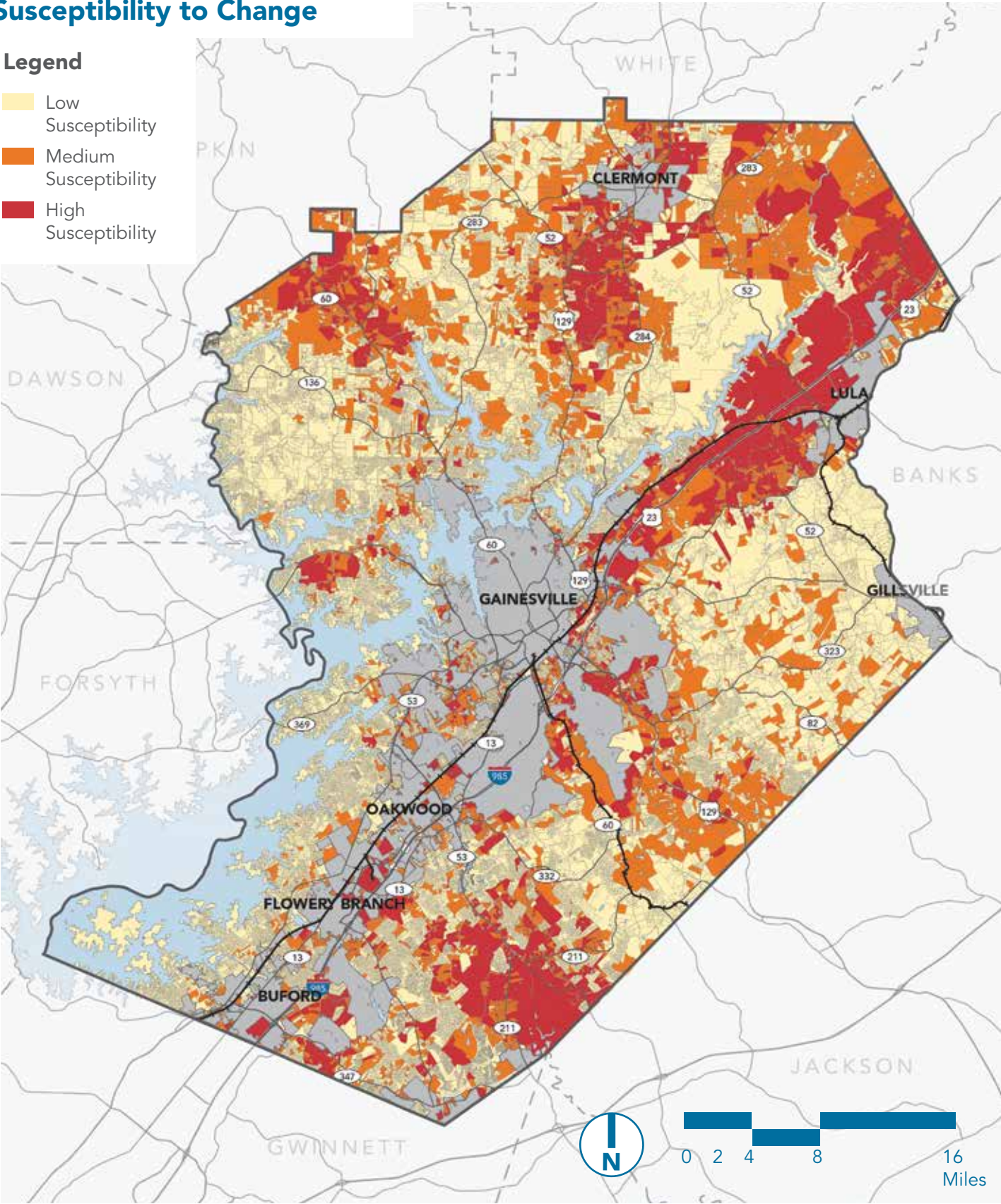
- Location within a priority sewer area identified by the *Sewer Master Plan and Rate Study* (see page 67 for more information)
 - 0 = parcels in a sewer district not controlled by Hall County
 - 1 = parcels in Hall County's sewer district
 - 2 = parcels in Hall County's sewer district and lie within either the North Hall or South Hall priority sewer area
- Proximity to a principal arterial or interstate based on the Functional Classification map on page 55
 - 0 = parcels more than two miles from a principal arterial or Interstate
 - 1 = parcels between one and two miles from a principal arterial or Interstate
 - 2 = parcels less than one mile from a principal arterial or Interstate
- "Sphere of influence"
 - 0 = all other parcels
 - 1 = parcels within the "sphere of influence" of a city as noted in those cities' comprehensive plans (Gainesville, Oakwood, Flowery Branch, Buford, Braselton, and Lula)

The values described above were assigned for each parcel were put into an attribute table on ArcGIS and the numbers were added. Total values ranged from 6 to 15 and were analyzed for "natural breaks" to inform low, medium, or high susceptibility. The resulting map was analyzed for "inconsistencies," such as areas that were designated as highly susceptible to change but are realistically not going to see tremendous change (like residential subdivisions), and then corrected accordingly.

Susceptibility to Change

Legend

- Low Susceptibility
- Medium Susceptibility
- High Susceptibility



Results

The table, the map on page 97, and the maps on the facing page show the breakdown of susceptibility both county-wide and in each of the six planning areas.

The area of the county with the most land that is highly susceptible to change over the next ten years is the Chestnut Mountain/Candler area. This area is most impacted by the presence of SR 211/ Winder Highway, its proximity to both Gainesville and Braselton, a high number of large lots, and very little water. Neighboring Jackson County, one of the state's fastest growing counties, will likely have a spillover effect on growth in this area, especially along SR 53 headed into Gainesville.

The East Hall area is also expected to change a lot over the next decade. This is due to its proximity to SR 365/Cornelia Highway and the number of large tracts of agricultural land. The construction of the new Inland Port along SR 365/Cornelia Highway will impact this area even greater. The Inland Port will bring an influx of industrial, office, and flex land, which will generate both jobs and new demand for housing and services.

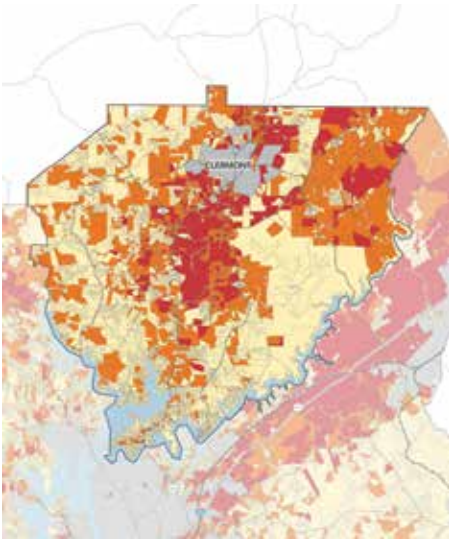
The Gainesville Area will also change, although likely not as much as Chestnut Mountain/Candler and East Hall. As the county grows in population, Gainesville is likely to absorb around 20% of that growth, either within its existing city limits or future annexations. There are undeveloped tracts touching the city's boundaries that could see new development, along with pockets of underutilized land that could see redevelopment.

As a whole, the county's future growth patterns are concentrated mostly along principal roads, near existing cities, and in areas with sewer access or that will eventually have sewer access. Developers will seek to build new residences and commercial properties on large tracts of land of at least 20 acres. This analysis will inform future land use recommendations in different areas of the county, particularly as it relates to density, use, and zoning.

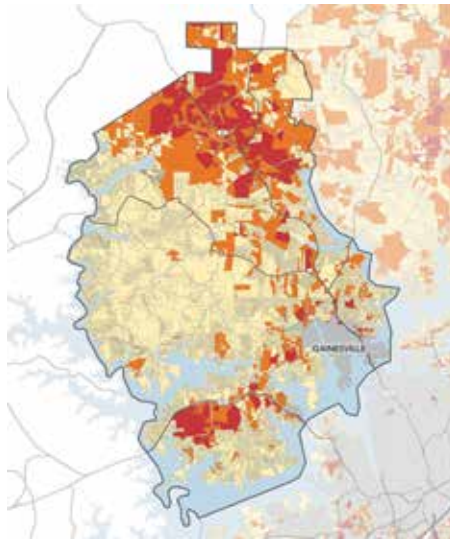
Susceptibility to Change Analysis Results

Susceptibility Level	Acreage	Percentage
COUNTY-WIDE		
Low	111,619.5	55.10%
Medium	52,881.4	26.10%
High	38,071.6	18.79%
NORTH HALL		
Low	28,757.4	52.64%
Medium	1,8210.5	33.33%
High	7,663.1	14.03%
MURRAYVILLE/SARDIS		
Low	2,1032.8	66.58%
Medium	6,768.8	21.43%
High	3,789.1	11.99%
GAINESVILLE AREA		
Low	7,859.8	50.38%
Medium	4,467.1	28.64%
High	3,273.1	20.98%
EAST HALL		
Low	27,421.1	48.49%
Medium	15,130.0	26.75%
High	14,002.3	24.76%
CHESTNUT MOUNTAIN/CANDLER		
Low	11,608.4	51.05%
Medium	4,585.6	20.16%
High	6,546.7	28.79%
SOUTH HALL		
Low	14,939.9	69.63%
Medium	3,719.4	17.33%
High	2,797.3	13.04%

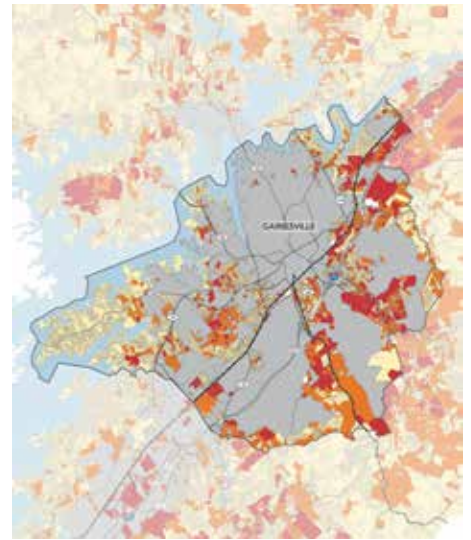
North Hall



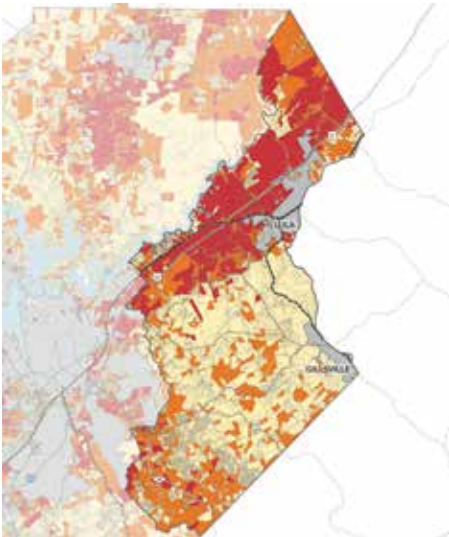
Murrayville/Sardis



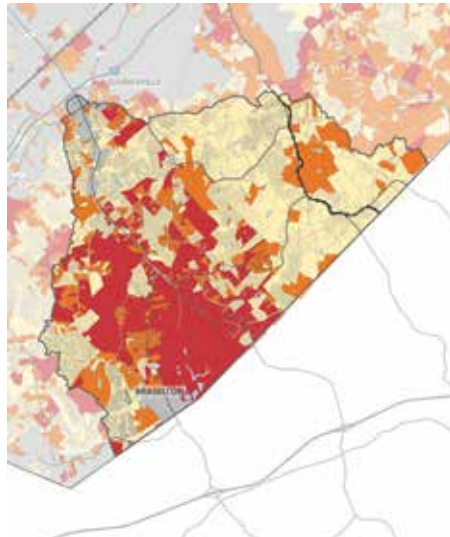
Gainesville Area



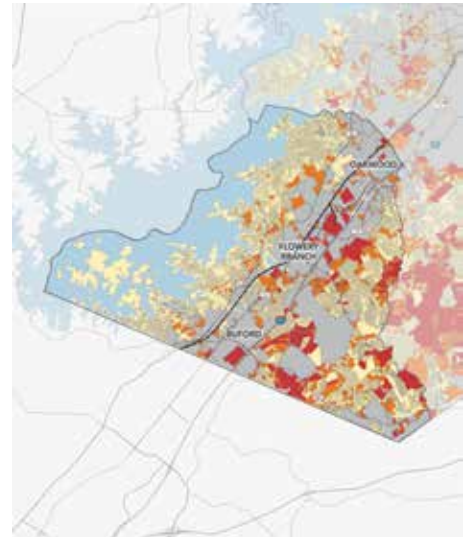
East Hall



Chestnut Mountain/Candler



South Hall

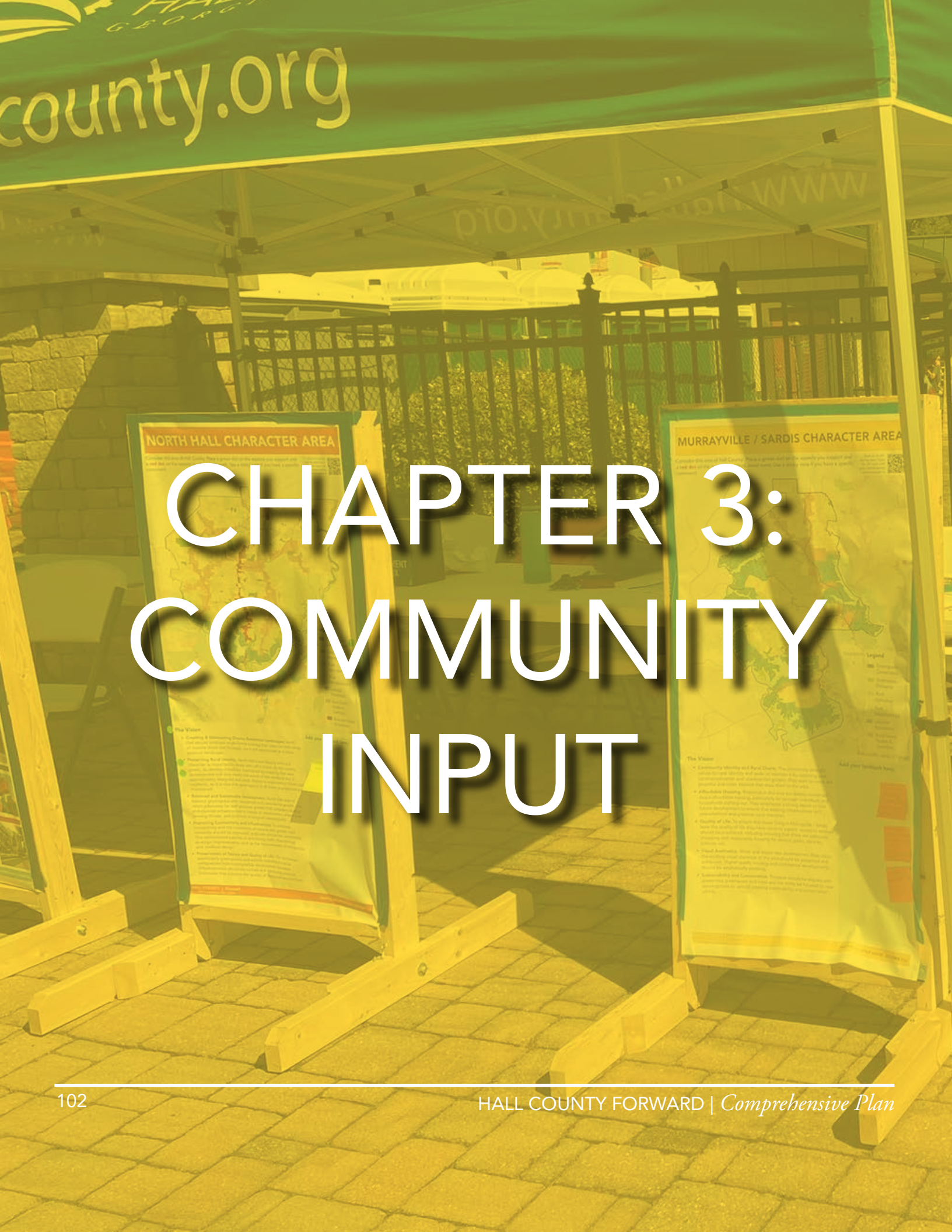


The Takeaways

This chapter evaluated existing conditions in Hall County to begin identifying the challenges and opportunities. This analysis included many topics: demographics, land use, housing, transportation, infrastructure, community resources, economics, commercial development, broadband, parks and recreation, greenspace, and natural resources. The findings informed the final analysis, looking at the susceptibility to change throughout the county at the parcel level. The highlights from each analysis area are summarized below.

- Some trends in the analysis applied to the entire county – possibly one of the most important is that Hall County's **population** is growing quickly, more quickly than the rest of the state. If trends continue, the county could have over 382,000 residents by 2050, an increase in 120,000 residents in the unincorporated areas alone. For the most part, this population enjoys more wealth, larger household sizes, and more children than the rest of the state. However, to continue to support high median incomes and large household sizes amidst a rapidly growing population, Hall County service providers will need to strategically plan how to scale up their resources to meet increasing demand.
- Analysis of Hall County's **existing land use patterns** shows an agricultural county with just under 50% of the land devoted to agriculture and roughly 30% devoted to residential uses. About 8% of the land in the county is vacant. The ongoing UDC update will help with zoning issues and ensure Hall County's legal land uses reflect the context of today and plan for tomorrow.
- Hall County's **housing supply** was primarily built before 2000 and consists of mostly single-family houses. Recent development has been concentrated in South Hall. The rapid population growth combined with a lack of housing built in the last 20 years has led to drastic price increase in housing. The average new for-sale housing prices have increased by \$115,000 since 2017, and rents have increased by about 30% since then. The supply and demand discrepancy has led to housing attainability pressures that Hall County must address now to ensure they aren't further exacerbated by future population growth.
- The county's **transportation network** provides opportunities for both personal vehicle and freight movement. The current level of service (LOS) across the county is good despite most roads having one or two through lanes. However, future demand modeling shows that the combined freight traffic increases and the personal vehicle traffic increases from population growth will decrease the LOS across the county's roads significantly in the next 20 years if proper planning isn't coordinated with the county or the GHMPO, and if other modes of transportation are built out. There are limited multimodal transportation options in Hall County: only one transit provider, a lack of cohesive sidewalk network in unincorporated areas, and few bike lanes. Recent studies have examined expanding trail and freight options to ease these pressures.
- A 2020 study has identified challenges and opportunities for improvement of Hall County's **sewer infrastructure**. Implementing the proposed expansions of the 2020 *Hall County Sewer Master Plan & Rate Study* will ensure that growth is sustainable, and making regular updates will ensure that the proposed system expansions can continue to keep up with additional residential, commercial, and industrial growth.
- In line with the themes from other analysis areas, Hall County's anticipated population growth will increase demand for its **community resources**, such as schools, libraries, and public safety. Many of the county's current resources are clustered in the Gainesville Area and South Hall areas, which are the most populous. However, many of the other planning areas lack the same access to resources that Gainesville and South Hall enjoy. Expanding services to more rural areas such as East Hall, the Chestnut Mountain/Candler area, and the Murrayville/Sardis area can help provide a higher quality of life for all Hall County residents while ensuring enough resources for future populations.

- Analyzing **economic trends** in the county produced two critical takeaways for the comprehensive plan to consider. The first is that the top five largest employment sectors – production, sales, management, transportation, and construction – don’t necessarily align with the top land use, agriculture. Additionally, there is a fair amount of commuting between Gwinnett County and Hall County workers. Though about 42,000 Hall County residents commute to their jobs within Hall County, 55,000 workers commute outside of the county each day. Almost 80% of commuters travel alone in their vehicles as transit options within the county and region are limited. The County should consider expanding transit options and developing jobs near transit centers to keep residents within the county for work, reducing commute times.
- **Commercial development** has grown significantly in the last five years, aligned with the economic trends more closely than the existing land use trends. Much of the commercial development has been industrial, but there has been a notable amount of multifamily as well. Most of the development is in unincorporated Hall County near I-985 and near the cities. Current and proposed construction projects show these trends will likely be maintained into the future.
- Hall County enjoys comprehensive **broadband coverage** in 98% of areas, but unserved areas are concentrated in North Hall and East Hall. To unlock state funding to help expand broadband coverage in these areas, Hall County should explore the DCA's Georgia Broadband Program.
- A gap analysis on **parks, recreation, and greenspace conservation** was conducted in 2019 as part of the *Parks & Facilities Master Plan*. Several categories fell short of goal acreage per resident benchmarks, such as the number of parks, greenspaces, natural areas, and overall acreage devoted to these areas. To meet current and future demand for these amenities, Hall County will need to significantly increase resources to expand parks, recreation, and greenspace across the county over the next 20 years.
- Hall County contains many valuable **natural resources**, and residents are particularly proud that Lake Lanier is partly in the county. Hall County meets several state standards for waterway protection. However, additional protections could be implemented to promote the benefits of its natural resources and further protect them amidst growing development. Specifically, buffers on streams and rivers could be expanded to the state-recommended 100 feet rather than the current 50 feet.
- Hall County also has several **historic resources**, with two key sites on the National Historic Register. The county is actively involved in refurbishing Healan-Head’s Mill using SPLOST funds, and a local nonprofit actively maintains the other site, Beulah Rucker School House. The County’s support of both sites is critical to preserving Hall County’s diverse and rich history for current and future residents.
- The final analysis done throughout the county was a **susceptibility to change** analysis, which incorporated key findings and data from other existing conditions study areas. County-wide, about 20% of the land is susceptible to change, but those areas are concentrated in several planning areas. The Chestnut Mountain/Candler planning area was the most susceptible to change, followed by East Hall. Gainesville also had a notable susceptibility to change. As the most recently developed, South Hall is not very susceptible to change, as is the Murrayville/Sardis and North Hall areas due to their lack of access to infrastructure. Understanding which specific areas are most susceptible to change and what vision the residents of those areas have for their future paved the way for more precise land use recommendations in the "Future Land Use Strategy" chapter starting on page 154.



CHAPTER 3: COMMUNITY INPUT



Overview	104
Community Input Survey	107
Steering Committee Meetings	114
Public Meetings	118
The Takeaways.....	125

COMMUNITY INPUT

Overview

Community input is vital to ensuring that the Comprehensive Plan represents the community's interests. Not only is the input itself important, but the amount of input received ensures that the Hall County Board of Commissioners (BOC) have full confidence in the plan being the best resource in informing their decisions on future development.

To receive as much community input as possible, Hall County hosted a multitude of options for public input, occurring in almost every month of the planning process. The timeline was as follows:

November 2022	December 2022 & January 2023	February 2023	March 2023	April 2023	May 2023
Steering Committee Meeting # 1 (Virtual) Kick-Off Meeting/Public Hearing #1 Survey goes live	N/A	Steering Committee Meeting #2 Survey closes	Forward Thinking Workshops	N/A	Forward Action Workshops
June 2023	July 2023	August 2023	September 2023	October 2023	November 2023
Citizens Advisory Committee Meeting	Inter-governmental Advisory Committee Meeting	Steering Committee Meeting #3	Technical Advisory Committee Meeting	Draft Plan Open House	Steering Committee Meeting #4

Outreach Methods

Meaningful community involvement is a crucial part of any planning process. The planning team hosted a variety of in-person and virtual options to maximize engagement accessibility. The following techniques were used to gather input from stakeholders within Hall County:

- A dedicated project website that was linked to the Hall County website
- A series of online surveys to assess initial public opinion and gather input on types of improvements needed
- Steering Committee meetings
- Public meetings
- A "Meeting-in-a-Box" Toolkit
- Three Advisory Committees

Community Input by the Numbers



>12,500
website
visits



>1,300
total survey
responses



6
public
meetings



>200
meeting
participants



7
advisory
meetings



>2,200
comments
made

Marketing

The planning team worked with County staff to conduct marketing and communications for events. The Hall County website was used to promote meetings and online surveys. Social media platforms were also used to advertise meetings and the survey. The local news outlets printed press releases about the planning process and disseminated legal meeting notices. The County went to local events, like ballgames, to promote the Meeting-in-a-Box toolkit and virtual workshop activities. Some materials were translated to reach residents and stakeholders who speak Spanish as their native language.



"Meeting-in-a-Box" Toolkit

The "Meeting-in-a-Box" toolkit was intended to help interested stakeholders share ideas in a way that is more comfortable and suitable to their schedules. The toolkit was designed to provide input on the plan and all of its elements. All the necessary materials were hosted on the plan's website including the presentations, activities, and a "how-to" video on how to use the toolkit. A meeting facilitator could choose to host a meeting either virtually or in-person using the toolkit's facilitator guide and the materials provided could be adapted to either medium. The toolkit was used five times and reached over 100 people. This engagement opportunity was open through the end of 2023 to gather as much feedback as possible as the plan was developed.



Community Input Survey

The online survey was released at the first public meeting on November 14, 2022, and was closed on February 28, 2023. The survey was posted as six identical surveys, one for each planning area, to receive specific feedback on each of the individual planning areas. An additional survey was specifically designed for local youth/students. Respondents were allowed to fill out the survey for more than one planning area, but most filled out the survey corresponding to where they lived. A total of 630 responses were received across the six planning areas.

Results

Several themes emerged across each of the six planning areas: Gainesville, South Hall, Chestnut/Candler, North Hall, East Hall, and Murrayville/Sardis. The greatest overall concern residents expressed was about the rate and type of development being approved and built, and whether it aligned with the existing infrastructure capabilities, particularly roadways. There was a shared sentiment that the county's infrastructure was not actively being updated to match the new, increased demand brought about by rapid growth trends. Furthermore, respondents were concerned about the impacts of current development patterns on the environment and the county's character.

Regarding development types, the main development type respondents felt had too much growth was industrial, followed by multifamily housing. They indicated a preference to see more greenspace preservation and businesses, like restaurants, brought in throughout the county.

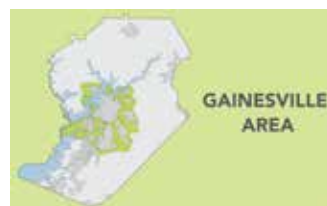
Specifically related to transportation, participants responded neutrally on the existing network but identified reducing traffic congestion at intersections and along key corridors, and overall improvements to enhance traffic flow as top priorities for transportation-specific planning in the future.



60 responses



81 responses



115 responses



64 responses



105 responses



198 responses



7 responses

630
total
responses

Many of the respondents indicated their favorite aspect about where they live is its general level of safety but were concerned that new development would potentially lead to an increase in crime. Finally, residents across planning areas shared concerns over rezoning applications being approved without public understanding behind the rationale. Respondents consistently indicated they were wary of the planning and zoning process as they felt that the BOC were not executing the residents' previously expressed vision.

NORTH HALL

The North Hall survey received 105 responses. Most respondents lived in North Hall, and they identified the area's character as being rural but changing. The residents expressed a desire for the future character of North Hall to remain rural with little change. Overwhelmingly, resident's favorite aspects about North Hall were its overall character and its general level of safety, which they prefer to be preserved.

There was not an overwhelming majority of what residents liked least, but the top responses were difficulty walking/biking to places (36%) and lack of housing affordability (31%). Comments suggested that rapid growth was also concerning.

Similar to other areas, survey respondents felt that not enough restaurants were being developed. However, they went farther to extend this concern to retail as well. The lack of preservation for farms and woodland areas was a close third.

About half of the respondents thought there was too much "residential hybrid" development and multifamily apartments. This question in particular raised comments centered on preserving the rural character. 71% of North Hall residents signaled that the County should prioritize maintaining the quality of county services over the next 10-20 years.

In the transportation section of the survey, specific points of conflict identified were US 129/Cleveland Highway and SR 60/Thompson Bridge Road. There was a general concern about the overall quality of the road network and lack of sidewalks.

Respondents thought a lot of improvements to enhance mobility were important, but reducing traffic congestion at intersections and along key corridors, and improvements to enhance traffic flow, were the main two priorities for improvement to this area (84% and 80%, respectively). The comments did pick up on the lack of public transit service in North Hall and requested some increase in service.

The housing questions indicated that North Hall residents believe that the most important housing type was neighborhoods with open space (76%). They indicated the least important was multifamily apartments, townhouses, and accessory dwelling units (ADU)s. 77% of respondents did not want to prioritize multifamily housing.

The final comments also highlighted broadband and cellular connectivity issues in North Hall as well as hyper-specific issues with the local Dari Spot restaurant and its surrounding neighborhoods.



87% OF NORTH HALL RESIDENTS WANT TO PRESERVE ITS RURAL CHARACTER

MURRAYVILLE/SARDIS

The Murrayville/Sardis survey received 64 responses, almost entirely from those who lived in the area. 61% of residents felt the area's character was rural but changing. About 38% of respondents thought this area had gotten worse while 34% felt it had stayed the same. Residents' favorite things about the area were its level of safety, proximity to basic services (schools, groceries, medical, etc.), and its overall rural character.

Qualities identified for improvement in the area were difficulty walking and biking to places (41%) and overall cleanliness and maintenance (33%).

Residents indicated there have been too many residential hybrid neighborhoods. The comments expanded on this selection by citing the lack of infrastructure (water and road) and current traffic problems. Notably, 60% think there has been just the right level of single-family residential development. Murrayville/Sardis residents also indicated the top priority for the County over the next 10-20 years should be maintaining the quality of County services.

Turning to transportation, over 80% of respondents thought reducing traffic congestion at intersections and along key corridors and improvements to enhance traffic flow were the main two priorities for improvement to this area.

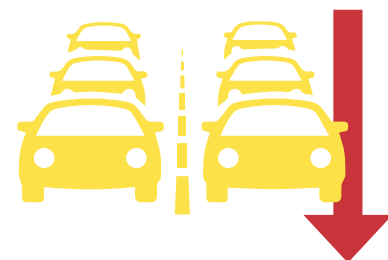
In terms of housing, the residents felt the only important housing type was neighborhoods with open space (78%) while the same number of respondents did not believe it was important to offer townhouses or multifamily housing.

Further housing comments raised concerns about abandoned mobile homes in the area and general code enforcement. Concluding comments were concerned about road and property maintenance by the County and fears of losing the area's rural character.

RESIDENTS SAID THE MOST IMPORTANT HOUSING TYPE FOR MURRAYVILLE/SARDIS IS NEIGHBORHOODS WITH OPEN SPACE



80% WANT TO SEE TRAFFIC CONGESTION REDUCED AT KEY INTERSECTIONS



GAINESVILLE AREA

Similar to the other surveys, most of the 116 respondents lived in the area, but a notable number also worked or owned property in the area, making this survey's respondents more unique.

The majority of respondents described the area as suburban, with an emphasis on businesses. However, the majority preferred it to be suburban with an emphasis on residential in the future.

The majority of survey responses indicated the area had improved in the last 5-10 years, with some of its best features being its access to parks, recreation, and trails (67%), and proximity to basic services (schools, groceries, medical, etc.) (78%).

The majority had the most issues with the challenge of driving to places and wanted that to be prioritized as an issue to be resolved. When exploring what types of development there had been too much or too little of, comments showed a desire to redevelop around this area rather than build new developments. Respondents desire what is already in the area to be well maintained.

The top three priorities for the future for those living and working in the Gainesville Area were increasing safety and security, maintaining parks, recreation, and open space, and maintaining the quality of County services.

For transportation in the Gainesville Area, most felt the number one issue was traffic, followed by a lack of alternative mobility options (bike lanes, walking, transit). Jesse Jewell Parkway was an area-specific hotspot identified as needing close planning attention.

Similar to all other areas in the county, top priorities for transportation planning in the next 10-20 years were improvements to enhance traffic flow and reducing traffic congestion at intersections along key corridors (93% and 96%, respectively).

Also similar to the rest of the county, the most important types of housing identified by respondents were neighborhoods with open space (77%). However, housing geared toward first time homebuyers was also considered to be important here. Gainesville area residents shared similar concerns with their neighbors in regard to crime as a possible negative side effect to the rapid development in the county.

TOP PRIORITIES FOR THE GAINESVILLE AREA:

1. INCREASE SAFETY
2. MAINTAIN PARKS
3. QUALITY COUNTY SERVICES



EAST HALL

This survey received 81 responses, the majority of which were by residents who lived in East Hall. About three-quarters of the residents indicated that East Hall's character was rural but changing. Even more of the respondents preferred its character to remain rural with little to no changes into the far future.

About half the residents think the area has gotten worse while the remaining respondents were split between East Hall improving or staying the same.

Respondents' favorite things about East Hall were its overall character and affordability. There were concerns over safety and overall cleanliness and maintenance that those in East Hall indicated wanting improvement. Many of the open-ended survey questions received comments that expanded on these issues of maintenance and cleanliness in greater detail.

East Hall residents were aligned with their counterparts in other areas of the county with regards to concerns about warehousing and industrial development in their area and a lack of environmental preservation or new business, particularly restaurants.

The majority of East Halls residents wanted maintaining the quality of County services and increasing safety and security as the top priorities for the County over the next 10-20 years.

Regarding transportation, East Hall residents shared some specific concerns around the traffic and maintenance on SR 365/Cornelia Highway, especially with regards to the incoming Inland Port. Similar to the rest of the county, they also want to prioritize reducing traffic congestion at intersections and along key corridors and improvements for enhancing traffic flow.

Lastly, East Hall would prefer to see more senior housing (53%) and houses on large estate lots (51%) in their area.

Some additional comments felt that East Hall hadn't received the same intentional maintenance

and planning priority as other areas in the county and would like further investment by the County's government in terms of maintaining and improving the area, less so in developing it.

50% + OF EAST HALL RESIDENTS WANT TO SEE MORE SENIOR HOUSING



EAST HALL ALSO WANTS MORE INTENTIONAL PLANNING



CHESTNUT MOUNTAIN/CANDLER

Sixty-eight percent of the 60 respondents to the Chestnut Mountain/Candler survey were residents of the area. The majority of those who took the survey felt that the area's character was rural but changing, and even more would like it to remain that way with little to moderate change.

There wasn't agreement on whether the County has improved or not: about 60% thought it stayed or improved (split evenly between the two options), but 40% thought the area had gotten worse.

Residents and those who work in the Chestnut Mountain/Candler area identified preserving the overall rural character of the area and its proximity to basic services such as schools, groceries or medical access, as two qualities they liked about it, and that they would want to see prioritized in the future.

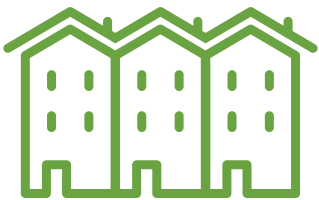
There was not one item that singularly stood out as being the least liked aspect of the area, or the highest priority for improvement. However, there were some general comments about the lack of connectivity driving from the area to other parts of the county and the lack of multi-modal transportation options, such as access to trails, bike lanes, walking, etc. Other prominent themes in the comments were that the area was becoming overly developed, yet not affordable to the residents.

Specific to the issue of over-development, residents shared there has been too much multifamily housing developed, as well as too much warehousing and manufacturing developed in the last 5-10 years. Similar to the rest of the county, they supported more preservation of farms and woodlands and additional community-serving businesses, including restaurants.

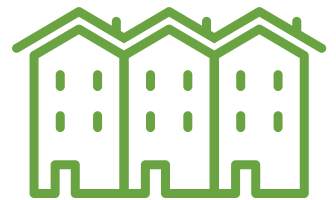
Chestnut Mountain/Candler area residents identified the following priorities for County-wide governance: maintaining the quality of County services, land use and zoning, and maintaining parks and open space.

Residents felt neutral towards the transportation network as a whole in the area, but they would like better road maintenance. They wanted to reduce traffic congestion at intersections and along key corridors, in line with their neighbors in other areas of the county.

Respondents indicated housing preferences in line with their desire to maintain the rural character of Chestnut Mountain/Candler. The primary house type desired was neighborhoods with open space (75%) followed by houses on large estate lots (62%). Comments also brought up the issue of accessibility to greenspace in this area, and desire for more intention around not just preserving it, but accessing it as well.



RESIDENTS FELT TOO MUCH
MULTIFAMILY HAD BEEN
DEVELOPED HERE, CHANGING
ITS RURAL CHARACTER.



SOUTH HALL

The South Hall area survey had the most responses at 198. Of those who responded, the vast majority lived in South Hall (93%), while almost one-third owned property in the area, and one-fifth also worked there.

There wasn't a decisive character selection from the survey, but just under half of respondents said South Hall was suburban with an emphasis on residential. However, suburban with an emphasis on business, and rural but changing where a close second and third (36% and 31%, respectively).

Most would like South Hall to be suburban with an emphasis on residential (48%), but a notable number would like it to be rural with little change (33%). Unique to South Hall, the majority think the area has gotten worse in the last 5-10 years (70%).

Residents' favorite characteristics about South Hall were the general level of safety and overall character of the area. South Hall residents indicated they'd like to see the difficulty of driving to places improved. These comments were aligned with concerns across the county about industrial and warehouse growth, multifamily development growth, and consequent impacts on the road infrastructure.

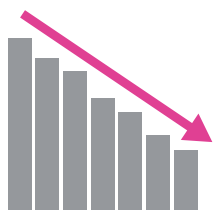
The following question confirmed those comments: the majority thought there was too much residential hybrid development (70%), too much multifamily development (80%), and too much warehousing development (82%) in their area of the county.

From the open-ended responses provided, South Hall residents were particularly concerned about the decisions made by the BOC and planning staff in regard to development in the area not in line with previous comprehensive plans. They cited not only Hall County leadership, but also that of neighboring counties like Gwinnett and Barrow, and municipal leadership in the Cities of Oakwood and Flowery Branch. This manifested in South Hall residents identifying zoning and land use, maintenance of parks and recreation spaces, and quality of County services being the top items for the County to prioritize in the next five to ten years.

Regarding transportation, most people were neutral about the transportation network. Specific comments highlighted the lack of public transit or multi-modal options, roads accommodating growth, and traffic. They also identified specific hot spots for transportation issues at McEver Road, Mundy Mill Road, SR 347/Friendship Road, Spout Springs Road, Hog Mountain Road, and SR 13/Atlanta Highway. South Hall residents were keen for all areas of transportation planning to be employed, but, in line with the rest of the county, the number one priority was improving key corridors and enhancing traffic flow.

Regarding housing, South Hall residents supported more neighborhoods with open space most, and houses on large estates was a distant second. They least wanted to see multifamily houses, townhouses or houses geared toward renters. Many additional comments brought up golf cart trails as a future area for planning to consider.

70% OF RESPONDENTS
FELT THAT CONDITIONS IN
SOUTH HALL
HAVE GOTTEN
WORSE IN
THE LAST 5-10
YEARS

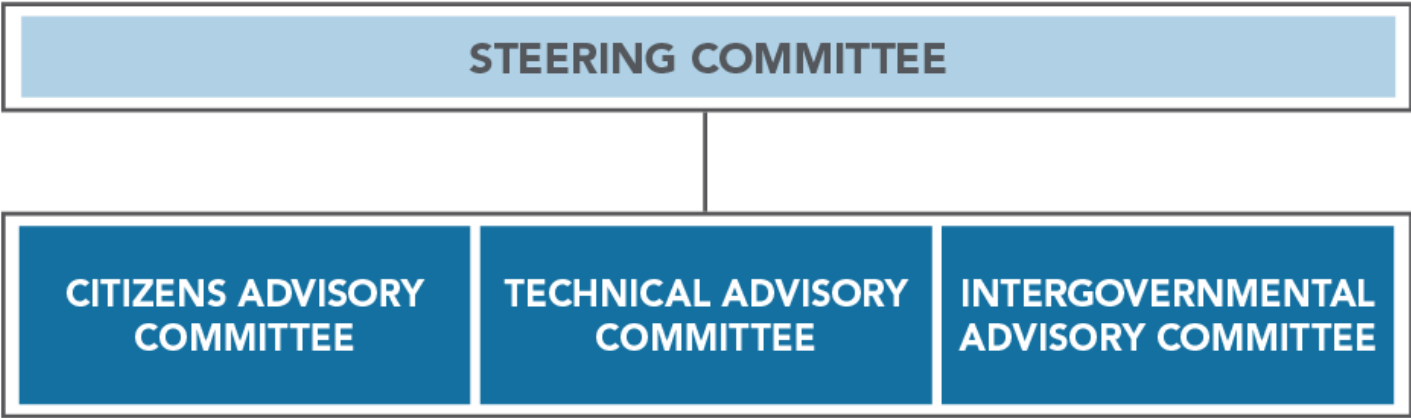


Steering Committee Meetings

Overview

The County chose over 40 people, including residents, representatives of local interest groups, representatives of County departments, business leaders, and leadership from the municipalities within Hall County to serve on the Steering Committee. This committee consisted of three Advisory Committees: The Citizens Advisory Committee, the Intergovernmental Advisory Committee, and the Technical Advisory Committee. The responsibilities of the Steering Committee at large were to:

- Represent their group or agency's interests.
- Contribute to the development of plan recommendations.
- Provide feedback on the plan recommendations.
- Assist with community outreach.

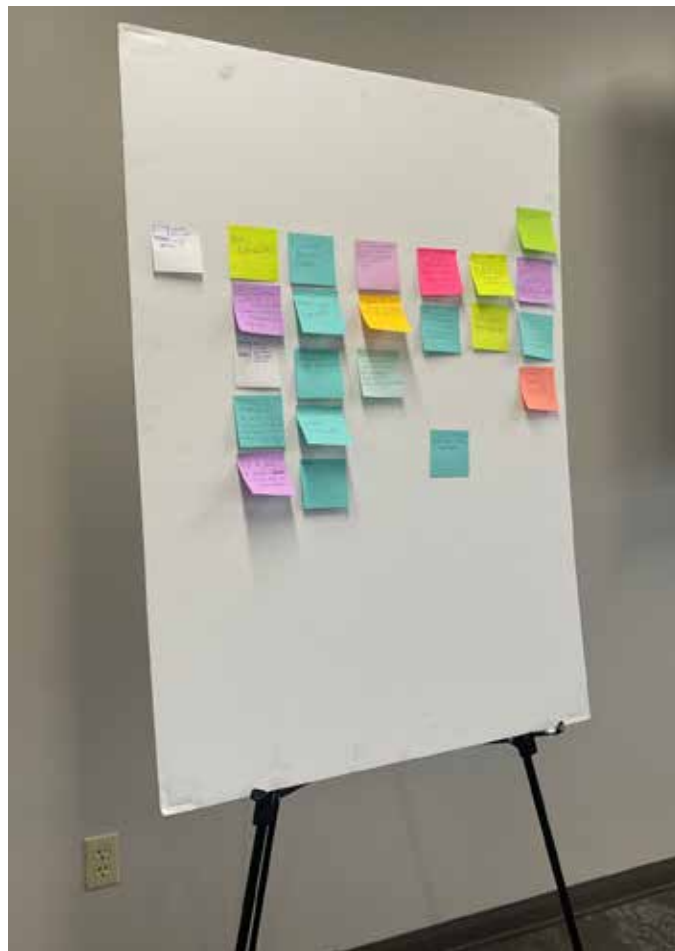


Each advisory committee had further responsibilities specific to their role within the comprehensive plan context. The entire Steering Committee met four times throughout the process. At the meetings, the Steering Committee reviewed and gave input on ideas before they were presented to the public, and they were given opportunities to speak about new information as it arose. The following pages summarize each meeting.

Steering Committee Meeting #1

The first Steering Committee meeting took place on November 14, 2022, before the Kick-Off Meeting later that evening. The objective of the meeting was to introduce the committee members to the comprehensive plan process, their role, the schedule of the planning process, and the public participation plan. The planning team also presented the existing conditions analysis and answered questions. The meeting ended with two activities formed to collect input from the Steering Committee on what they want to prioritize or leave out in the plan.

A key takeaway from the meeting was that the plan should reflect the unique contexts of communities within Hall County, and the committee particularly highlighted that economic drivers, local municipalities' plans, and existing infrastructure conditions as top contexts to consider. Another key takeaway from the first Steering Committee meeting was the identification of seven priorities: attainable housing, multi-modal transportation options, infrastructure expansion, maximizing the land use/transportation connection, flexibility in new growth and density, greenspace, and economic development.



Steering Committee Meeting #2

The second Steering Committee meeting took place on February 21, 2023, via Zoom. The objective of the meeting was to update the committee on the process to-date, introduce new engagement opportunities for them to promote such as the Meeting-in-a-Box toolkit, follow up on existing conditions, and share preliminary survey results. The planning team conducted additional input activities that aligned steering committee priorities with those of the community and then facilitated a strategy discussion on how to accomplish the identified priorities. The input gathered assisted the planning team in fine-tuning the plan's goals and creating preliminary recommendations.

Citizens Advisory Committee Meeting

The Citizens Advisory Committee (CAC) within the larger Steering Committee met virtually as a group on June 6, 2023. The objective of the meeting was to update the CAC on the comprehensive plan process, recap the public input already received, and receive input on the preliminary future land use strategy and goals that make up the plan. Through live polling, the planning team received feedback from the CAC on the draft goals developed for the plan. This input informed the final goals for the plan.

Intergovernmental Advisory Committee Meeting

The Intergovernmental Advisory Committee (IAC) within the larger Steering Committee met virtually as a group on July 28, 2023. Representatives from each municipality in the county were invited to participate. The objective of the meeting was to inform the IAC on the planning team's comprehensive plan process, present what the team had learned from the community thus far and receive the advisory committee's thoughts and input regarding the plan. After achieving those objectives, the IAC meeting served as a great opportunity for the City of Gainesville, the City of Oakwood, and Hall County to coordinate issues related to land use and housing affordability. Current challenges, such as public perceptions around multifamily housing, were explored in depth, and the City of Gainesville welcomed Hall County as future collaborators on their upcoming affordability and homelessness projects.

The conversation also explored the issue of annexation, which both the Cities of Oakwood and Gainesville indicated that they are shifting from a less aggressive strategy to a more strategic one. There were several opportunities identified for the group to follow up on in the future.

Steering Committee Meeting #3

The third Steering Committee meeting took place virtually on August 11, 2023. The objective of the meeting was twofold: to gain detailed feedback on revised goals and implementation strategies and to get initial feedback on the first round of proposed land use maps. The feedback was collected through two activities. The first was a live polling activity to gauge approval of the revised goals and implementation strategies, which was very positive but led the team to add further specificity to some of the strategies. The second was an online mapping survey to be completed after the meeting to collect feedback on the appropriateness of the proposed character areas and future land use designations. This feedback led the team to re-define housing densities in the more rural residential character areas and add specificity to certain commercial land uses.

Technical Advisory Committee Meeting

The Technical Advisory Committee (TAC) met virtually on September 15, 2023. The objectives of the meeting were understanding ongoing projects in the county that should be incorporated into the comprehensive plan and brainstorming future action items in line with the goals and implementation strategies. This was conducted through virtual break-out rooms. One conversation was focused on the growth management, housing attainability, safety and security, and economic development goals, and the other group was focused on the parks and recreation, conservation, infrastructure, and multi-modal transportation goals. The feedback collected identified several future studies for specific areas in the county related to transportation and infrastructure issues as well as identified areas for Hall County to partner with other entities to accomplish its goals.

Steering Committee Meeting #4

The fourth and final Steering Committee meeting took place virtually on November 7, 2023. The objectives of the meeting were to provide the committee with an update on the comprehensive plan process, outreach, and analysis, as well as walk the committee through the draft plan, discuss the plan's action items, and get the committee's feedback. Most of the action items for each goal were well received, with the Resource & Greenspace Conservation Action Items the focus of conversations around possible edits. The committee also provided written feedback to Chapters 4 and 5 of the plan, which were incorporated where possible.

Public Meetings

Hosting public meetings is essential to gathering feedback in real time to influence plan recommendations appropriately. They also can help make the planning process more accessible to both residents and stakeholders. The planning outreach process had multiple public input meetings, summarized below.

Virtual Kick-Off Meeting | Public Hearing #1

The plan's Kick-Off Meeting and first Public Hearing took place virtually on November 14, 2022. Over 35 people participated in the Kick-Off Meeting. The purpose of was to introduce the public to the comprehensive plan process, discuss the scope and schedule of the plan, present the existing conditions analysis, and encourage public involvement in the process. Several online activities were presented for those present to share their input on the strengths and concerns for Hall County. These activities stayed open over the next couple of months to reach those who were unable to participate live. The meeting was advertised to the public digitally and in local newspapers ahead of November 14.

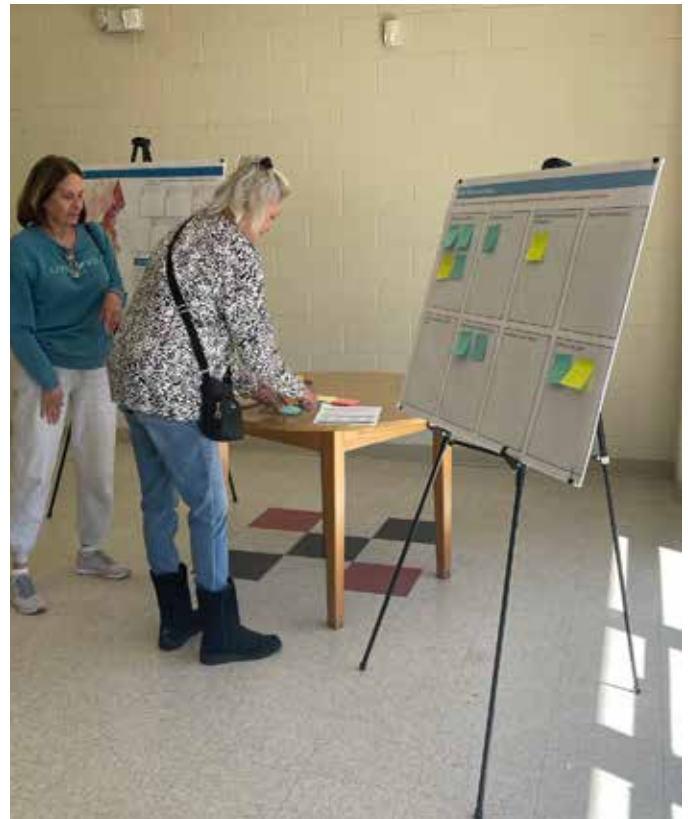
What Did We Learn at the Kick-Off Meeting?

- The County should learn from neighboring counties' mistakes in handling growth to protect Hall County's rural character.
- The comprehensive plan needs to balance growth with infrastructure, as well as nature. It was suggested that the plan promote slower growth that can catch up with the infrastructure being built and encourage more responsible rezonings.
- Hall County urgently requires workforce housing for individuals earning \$20/hour or less.
- There are concerns that new housing targeted to low- and middle-income earners won't truly be affordable.
- SR 211/Winder Highway and SR 13/Atlanta Highway were identified as roadways that need the most improvement.
- The community cites the county's beautiful landscapes, including Lake Lanier, the trees, and wildlife, as their favorite thing about the county.
- Residents enjoy easy access to shopping, hospitals, and roads. They also appreciate the proximity to both the North Georgia mountains and Atlanta.
- There are concerns about a rise in crime in some areas of the county.
- Residents don't like how poorly development has been planned along I-985.
- The community identified the challenge in connecting places to each other and a lack of multi-modal transportation modes.
- There were suggestions to extend WeGo transit hours and tailor transportation schedules to shifts of nearby employers.
- The community would support more multi-use trails for recreational purposes.
- There were suggestions to improve walkability by providing more sidewalks and protected bike lanes in areas that already see a lot of pedestrians or may in the future.
- Residents prefer that industrial areas be kept separate from their neighborhoods.
- Greenspace and agricultural preservation are a major concern.

Forward Thinking Workshops

These two public workshops took place on March 14, 2023: one in the morning at 11:30am at Mulberry Creek Community Center, and the other at 5:30pm at North Hall Community Center. These workshops included updates on both the comprehensive plan process and Unified Development Code processes, as well as an overview of the survey results and existing conditions analysis. The rest of the workshop focused on a question-and-answer period and time for input activities.

During the question-and-answer period, some key topics that came up were warehouses, developments, population growth, city annexations, Lake Lanier, and buffers. The first input activity involved placing sticky notes describing the key priority topic areas. The second activity had a designated board for each of the six areas of the county that shows the results of a susceptibility to change analysis and key responses from the community input survey. Participants had an opportunity to answer two questions on the boards: how much growth and new development should the county pursue for that area, and what should the top three considerations for new development be in the area? Most felt the county should pursue very little growth, especially in South Hall, North Hall, Murrayville/Sardis and Chestnut Mountain/ Candler areas. In the Gainesville Area and East Hall, participants indicated they felt Hall County should pursue growth with a "business as usual" approach. The top three considerations for new development in the county were pursuing higher quality development, greenspace protection, and curbing sprawl or pursuing "smart growth" principles. These activities were later put online on the comprehensive plan website to provide an opportunity for those who were unable to attend the meetings to give their input. The information collected from the 30 participants was used to inform the goals for the key priority topics, as well as how the plan should approach growth and development in each of the six areas of the county.



Forward Action Workshops

The Forward Action Workshop served as the second series of public meetings. The in-person workshops were held on May 9, 2023: the first at the River Forks Park at 11:30am, and the second at the Hall County Government Center at 5:30pm. The workshop presented updates on the comprehensive plan process, and overview of the priorities driving the plan, a discussion on trade-offs for each of the main topic areas, and activities to help participants consider where different types of developments can happen throughout the county. The activities included polling questions on priorities and an activity focused on understanding what areas in the county should be prioritized for what kinds of growth. After the in-person meetings, the activities were uploaded to the comprehensive plan website to expand accessibility and increase public participation. The activities were live on the public website until August 4, 2023. Both in-person and online participation combined gathered over 250 participants. There are several key findings from this engagement, summarized below and on pages 121 and 122. These findings helped inform the plan recommendations and, later, the future land use strategy and UDC recommendations.

What Did We Learn at the Forward Action Workshops?

- Most of the county favors large-lot, rural houses (defined as greater than one acre). This was not only true for the aggregated results across all the planning areas, but for all the individual planning areas as well, except for the Gainesville Area, which favored more residential over commercial developments.
- There was more diversity among the planning areas in terms of preferred commercial developments.
- More rural planning areas, such as North and East Hall, and Murrayville/Sardis area preferred rural highway retail and services.
- More suburban areas such as South Hall and the greater Gainesville area preferred walkable, mixed-use retail centers.
- The Chestnut Mountain/Candler area was the only one to prefer low-density offices.
- Hall County residents are passionate about greenspace, and again, there was variation in preferences across the planning areas, following similar breakdowns between rural and suburban areas that the commercial developments saw.
- Protected, undeveloped land was very popular in rural areas, and trails—both paved and unpaved—were popular throughout all areas of the county.
- North Hall had a slight preference for agricultural and farmland over other areas in terms of greenspace.
- East Hall, Chestnut Mountain/Candler, and Murrayville/Sardis selected protected, undeveloped land as their ideal greenspace type.
- In keeping with its level of development, the Gainesville Area preferred plazas and squares the most.
- South Hall residents were interested in trails, both paved and non-paved.
- Hall County residents across all areas agreed that Consumer-Facing was the most acceptable type of industrial development. The only outlier was once again the Gainesville Area, which was more interested in flex space, or developments that feature a hybrid of industrial and office spaces.

The tables below and on the next page graphically show the results of the Forward Action Workshop activities as they pertained to preferred future development types. The darker the blue, the more positive responses that development type received for that specific area of Hall County.

Residential Development Types	South Hall	North Hall	East Hall	CM/C	Gainesville	M/S
Large-Lot, Rural Homes (over 1 acre)						
Lakeside Home						
Medium/Large-Lot Suburban-Style Home (under 0.5 acres)						
Smaller Homes on Smaller Lots (under 0.25 acres)						
Conservation Subdivision						
Attached Homes (Townhouses)						
Smaller Apartment Complexes (4-8 units)						
Larger Apartment Complexes (9+ units)						
Residential Over Retail						

Commercial Development Types	South Hall	North Hall	East Hall	CM/C	Gainesville	M/S
Rural Highway Retail & Services						
Low Density Office						
Medium to High Density Office						
Sidewalk-Oriented Retail						
Two-Story Retail Centers						
Car & Automobile Sales						
Big Box Retail						
Retail Center Anchored by Grocery						
Walkable, Mixed-Use Retail Center						

Industrial Development Types	South Hall	North Hall	East Hall	CM/C	Gainesville	M/S
Consumer-Facing						
Warehouse/Distribution Centers						
Heavy Manufacturing/Processing Plants						
Flex Space (Industrial/Office Hybrid)						
Data Center						
Light Manufacturing						
Freight & Container Storage						
Self-Storage						
Boat & RV Storage						

Greenspace Types	South Hall	North Hall	East Hall	CM/C	Gainesville	M/S
Agriculture/Farms						
Protected, Undeveloped Land						
Neighborhood Parks						
Community Parks						
Sports Facilities						
Neighborhood Open Space Amenities						
Plazas/Squares						
Green Infrastructure						
Trails (Paved and Non-Paved)						

Draft Plan Open House

The Draft Plan Open House took place on October 21, 2023, at Lake Lanier Olympic Park in Gainesville in conjunction with the annual Chicken Festival. The purpose of the Open House was to get public input on the draft plan and its recommendations. The Open House was located at the entrance to the festival to maximize engagement and ensure that everyone interested could participate without having to purchase admission to the festival. In addition to providing information on-site, an online version was made available for those who were unable to participate at the moment could participate online when they had the time. While there was overarching support for the plan's proposals, comments left by participants highlighted specific needs not yet addressed or suggested more detailed solutions of where recommendations should go. Where possible, these recommendations were incorporated into the future land use strategy or in the Community Work Program. Two boards for the draft UDC were also at the event, and feedback related to the UDC was incorporated as well. Total, around 60 members of the community were reached, both at the festival and online.



"Meeting-in-a-Box" Meeting Results

The "Meeting-in-a-Box" toolkit was used five times across large groups, including Church Groups, a Garden Club, and United Way of Hall County, to gather feedback throughout the planning process. Key findings indicate that Hall County residents want the comprehensive plan to use infrastructure to manage growth and minimize negative impacts, promoting balance.

Participants expressed concerns about balancing increased freight and personal vehicle traffic, suggesting improvements to the multimodal transportation network, better traffic light timings, and reduced speeds on certain roads. They hoped for additional connectivity within Hall County and to Atlanta, especially Hartsfield-Jackson International Airport.

Land use discussions highlighted the need for conservation measures and strategic placement of warehouses to minimize freight impact on residential areas. Residents also stressed the importance of improving sewer and water infrastructure to accommodate growth, particularly in South Hall and Murrayville/Sardis areas.

Participants called for diverse housing options to ensure safe, secure housing for all residents. Additionally, participants urged better coordination between Hall County government, its municipalities, and neighboring counties on comprehensive planning, zoning updates, economic development, and joint community meetings near jurisdictional borders.

Focus Groups

At the end of the community input process, county leadership convened two focus groups to address specific issues that arose during the future land use visioning process. Both groups were comprised of their respective County Commissioners, County Staff and Administrators, local developers, engineers, and community representatives.

South Hall Focus Group

District 1 Commissioner Kathy Cooper convened the South Hall focus group on April 19, 2024. Key points of discussion included:

- **Athens Highway to Jackson County.** Plan for future industrial corridors along sewer infrastructure and near existing industrial areas
- **Chestnut Mountain/Candler Area.** Increase residential density near sewer infrastructure while balancing the public's desire to maintain rural and suburban character
- **Four-lane roads.** Use these areas as revitalization opportunities to introduce a wider mix of uses.
- **Quality development incentives.** Offer higher density for higher quality developments.

Sardis Area Focus Group

District 2 Commissioner Billy Powell convened the Sardis Area focus group on July 17, 2024. Key points of discussion included:

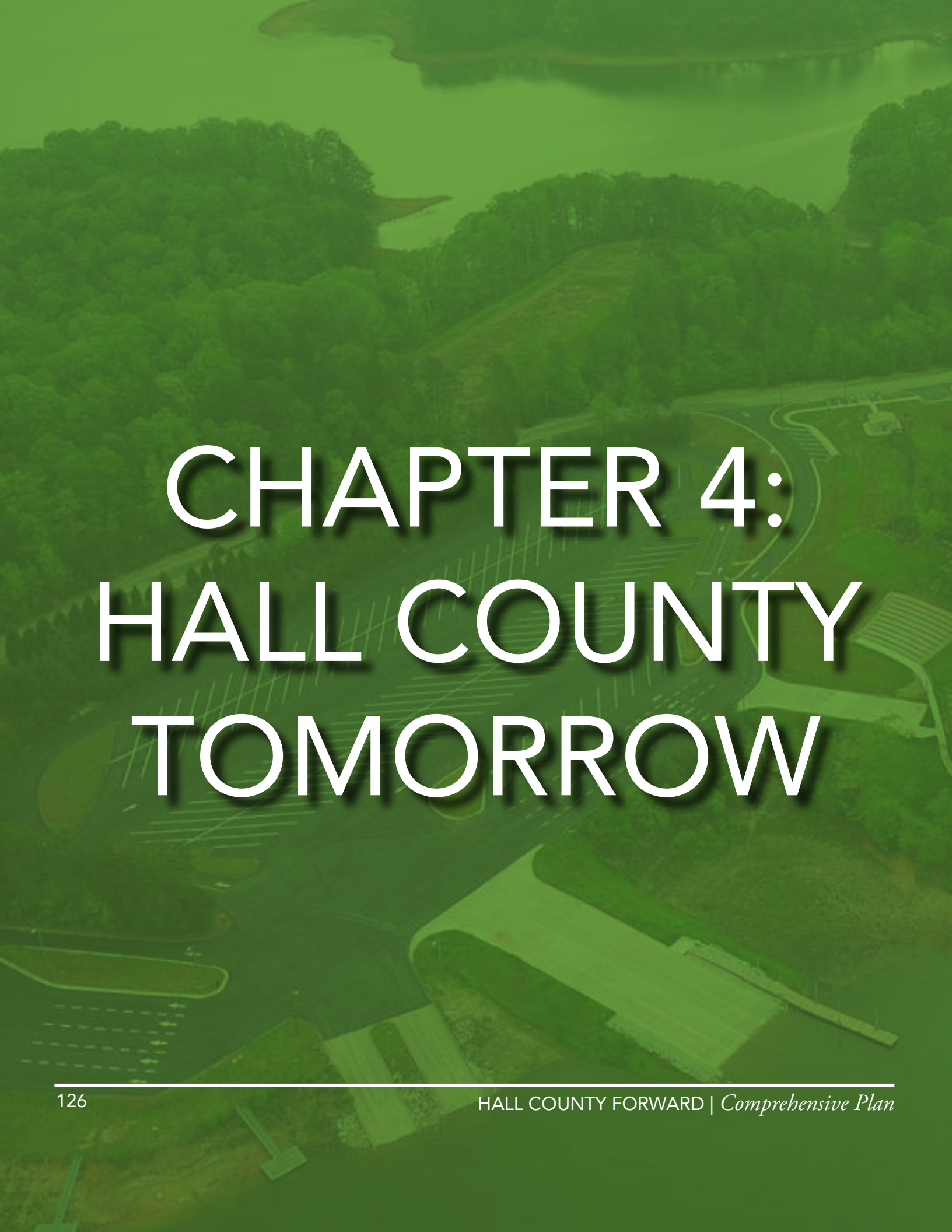
- **Density.** There was support of limited higher density residential development and local services along the corridor, with higher intensity development to be focused at the intersections with SR 53/Dawsonville Highway and SR 60/Thompson Bridge Road.
- **Development limitations.** Issues with small parcel sizes, sewer access, and future sewer plans.
- **Parcel assembly.** Some limitations could be overcome through private/public development partnerships in which the County helps assemble land and build out civic uses while private developers focus on housing.
- **Quality development.** Advocated for quality design through overlay districts, building on the work done after the South Hall Focus Group.

The Takeaways

The wide variety of opportunities for the public to share their ideas for *Hall County Forward* lasted for over one year, from November 2022 through December 2023. This period was expanded with the intention of collecting as much public input as possible. Though the methods for collecting input and participation varied throughout the process, several unified themes emerged that influenced the plan's recommendations, goals, strategies, and ultimately the Community Work Program. The key takeaways are as follows:

- Stakeholders are concerned with the rate and quality of growth.
- Stakeholders find current development patterns (specifically industrial development) a threat to the character of where they live.
- Stakeholders don't believe the water, sewer, or transportation infrastructure is able to support the current level of new growth and worry about the future of County services if the growth continues without the necessary infrastructure investments.
- Stakeholders want more environmental protection, particularly for Lake Lanier and Hall County's undeveloped and/or permanently protected greenspaces.
- There is a unique identity to each planning area, but there are similarities between more rural areas, such as Murrayville/Sardis, East Hall, Chestnut Mountain/Candler, and North Hall, and more suburban areas, such as South Hall and the Gainesville Area.
- Several roads were mentioned as needing special attention throughout all public input opportunities: SR 13/Atlanta Highway, Jesse Jewell Parkway, and McEver, Spout Springs, Buford Dam, and Friendship Roads.
- While there was agreement on the items listed above, the County's residents were more divided along issues related to expanding Hall County's multi-modal network to include transit, more walkability, and bike lanes, yet there was agreement on multi-use trails.
- Finally, outside of Gainesville, there was a disinterest in denser housing types. When analyzing the housing-specific results of the public input process in the light of the existing conditions analysis, a unique challenge arises for Hall County: accommodating growth will require housing types that some residents are less comfortable with. Though it was successfully stated through the public input process, Hall County will need to continue the conversation around the trade-offs between what is needed in the county and what is desired by its residents. Better government coordination and stringent adherence to plans will help achieve this and strengthen the public's perception of Hall County.

Chapters 4 and 5 provide guidance to meet the challenges of Hall County's existing conditions and those further identified through public engagement. By creating a comprehensive plan that is honest about the challenges and poses contextualized solutions, Hall County residents can be confident moving forward into the future.

An aerial photograph of a golf course, showing various green fairways, sand traps, and a clubhouse building. The entire image is covered with a semi-transparent green filter. The title text is centered over the image.

CHAPTER 4: HALL COUNTY TOMORROW



Challenges & Opportunities 128

The Trade-Offs 130

Quality Development Strategies 138

Vision Development 141

Growth Management 143

Housing 144

Infrastructure Maintenance & Expansion 145

Parks & Recreation 146

Greenspace..... 148

Natural Resource Conservation..... 150

Multi-Modal Transportation 151

Safety & Security..... 152

Economic Development..... 153

HALL COUNTY TOMORROW

Challenges & Opportunities

The following section summarizes high-priority challenges and opportunities in Hall County identified in previous plans, analysis of existing conditions, and the public input process.

Challenges

Hall County faces several challenges, including:

- Some aspects of the County's existing future land use strategy lack specificity and detail, which limits their effectiveness at guiding development. This is especially true with regard to determining if proposed zoning changes are consistent with the plan.
- The existing zoning ordinance and subdivision regulations do not fully support the comprehensive plan. Both contain outdated text and have inconsistencies and standards that conflict with County policies.
- New development does not always align with programmed infrastructure improvements, especially roadway capacity and sewer expansions.
- Development in North and East Hall threatens the rural character, including its farms and greenspace.
- The county's housing supply is not attainable to all residents due to its climbing prices and/or lack of variation of types and sizes.
- Large-lot single-family houses preferred by many stakeholders can conflict with other key priorities, like open space preservation and attainable housing preferences.
- Growth can threaten water quality in Lake Lanier. Despite County and State water quality protection standards, growth could require additional coordinated efforts to prevent pollutants from entering the lake and its tributaries.
- Many existing open spaces lack permanent protection. This is a key concern of many stakeholders, along with a desire to expand inventory and amenities.
- Developments in some parts of the county, especially around Gainesville, are reaching the end of their useful lives and will require redevelopment. However, redevelopment is always more challenging than building previously undeveloped sites.
- Achieving conflicting community preferences will require careful consideration of trade-offs.

Opportunities

Hall County has a number of opportunities available, including:

- The comprehensive plan process traditionally presents an opportunity for local governments to overhaul their future land use strategy. By analyzing and recognizing the weaknesses in how Hall County's previous plans have guided future development, a stronger, more informative future land use strategy can be developed.
- The County's concurrent efforts to create a Unified Development Code (UDC) is an opportunity to create a more user-friendly set of regulations that supports the recommendations of this comprehensive plan.
- Hall County is at the center of the Georgia Mountain region and is expected to take in much of the region's growth over the next couple of decades. However, to ensure growth happens in a positive way, the County and its neighbors should participate in regional efforts to manage and coordinate growth.
- The new Inland Port, located along SR 365/Cornelia Highway, will boost Hall County's employment and economy. The County has an opportunity to ensure that the coming development "boom" is managed in such a way to prevent future issues related to growth.
- Future development along the new Sardis Connector could absorb growth in areas with existing infrastructure near Gainesville and protect the rural character of the Murrayville/Sardis area.
- There are opportunities to integrate the ideas and ongoing efforts of the Greater Hall Chamber of Commerce's Vision 2030 Greenspace Committee along with those from the 2019 *Parks & Facilities Master Plan* to advance greenspace and natural resource protection.
- Two of the county's fastest growing areas, East Hall and Chestnut Mountain/Candler, are under-served by parks, greenspace, trails, and other community resources that contribute to quality of life. This is an opportunity to build more of these community resources to boost quality of life in these areas.
- Hall County could work with the Gainesville-Hall Metropolitan Planning Area (GHMPO) to inform future regional transportation projects as future development continues to put pressure on the county's roadway network.
- Both Hall County and the City of Gainesville have a shared interest in promoting housing attainability and solving other important housing issues. Collaborating with the City on joint housing initiatives and accessing State and federal funding could ensure that both municipalities have the resources to tackle housing issues on a local and more regional level.
- Aging, underutilized properties could accommodate growth in areas with existing infrastructure without losing rural lands.

The Trade-Offs

Sometimes, community preferences can conflict with each other or be difficult to implement due to larger outside forces. Because of this, the Forward Action workshops focused on educating stakeholders on the interrelatedness of different topics as they apply to planning, and demonstrating the trade-offs that would need to be considered as the plan's recommendations were developed.

Real Estate Development

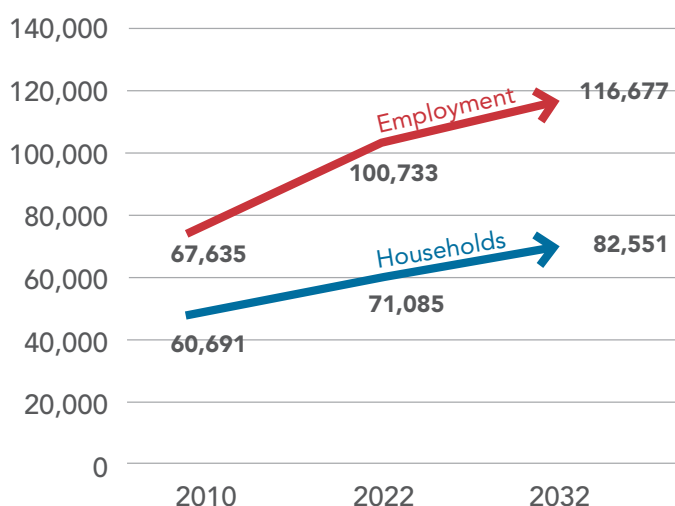
Throughout the planning process, the following was heard from the community as it related to new development:

- Overall, people think there have been too many industrial warehouses and manufacturing centers built in or near their communities.
- There's a perception of too much multifamily being built, as well as too many business parks and employment centers.
- There is a desire for more restaurants and shops and services in several areas.

Employment and population growth trends show that new jobs and households will continue to come to Hall County. More jobs equal more households. Household growth is projected to remain steady through the rest of the 2020s, but job growth won't be as fast as the last decade. This will have an impact on the County's future development.

The fiscal impacts of growth are a big driver of how places can physically grow. An important way that development pays for itself is by the municipality levying property taxes. Those taxes are based on real estate value. Compared to residential and industrial development, **commercial development is the most valuable**. Residential is more valuable than industrial, but not to the same extent as commercial development.

Growth Trends, 2010-2032



Development Value Per Acre

Development Type	Residential	Commercial	Industrial
Square Footage	223,850 SF	220,000 SF	600,000 SF
Acreage	35 ac	55 ac	45 ac
Value	\$30,250,000	\$51,869,700	\$32,467,000
Value per SF	\$135	\$236	\$54
Value per Acre	\$864,286	\$943,085	\$721,489

The Development Value Per Acre examples are real developments pulled from Hall County and are intended for illustrative purposes only.

Another important thing to note is that **the taxes generated by residential development do not fully pay for the services it requires**. For example, for every dollar in taxes a residential property generates, it may require an additional dime from additional revenues to ensure that the property has access to the services it needs. One way to solve this is by raising the millage rate on residential properties, but that isn't always a feasible (or popular) way to accomplish filling that gap. In short, commercial and industrial developments are important because they generate the additional revenues that residential properties can't in the form of retail sales tax, hotel/motel taxes, fuel taxes, impact fees, and business licensing fees collected by the municipality.

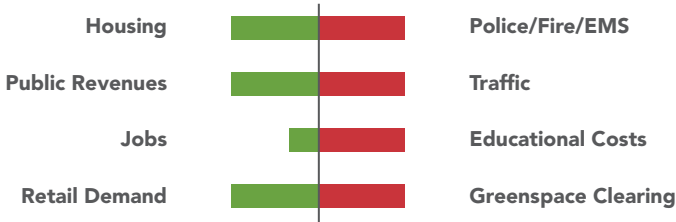
Development Value Per Acre

Development Type	Residential	Commercial	Industrial
Value per Acre	\$864,286	\$943,085	\$721,489
Assessed Value per Acre	\$345,714	\$377,234	\$288,596
Millage Rate	0.26636	0.26636	0.26636
Property Tax Revenue Per Acre	\$9,208	\$10,048	\$7,687

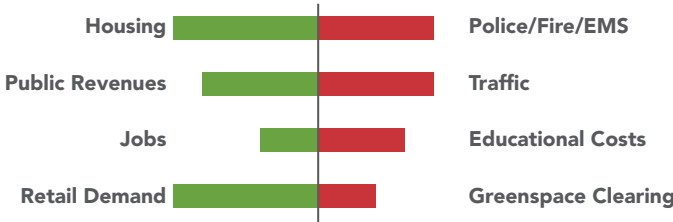
The Development Value Per Acre examples are real developments pulled from Hall County and are intended for illustrative purposes only.

In order to pay for things like new roads, roadway maintenance, new parks, fire and police, and other County services that everyone relies on, the County must have **a balanced tax digest** with all three property types represented. Where the trade-offs come in is that different types of development will bring different amounts of housing, jobs, retail demand, greenspace removal, educational costs, traffic, and County services. The graphic below shows how that breaks down between commercial, industrial, and residential developments.

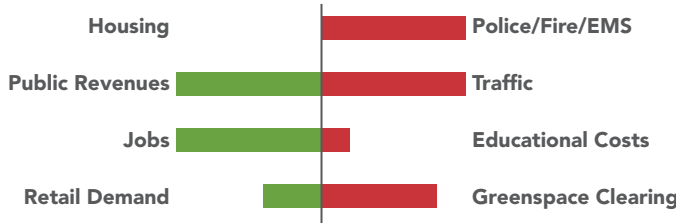
Single-Family Homes



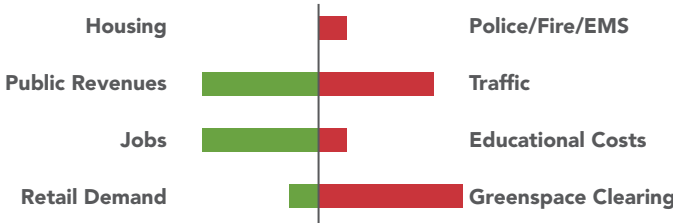
Apartments



Commercial



Industrial



Housing Attainability

The term "attainable housing" refers to the idea that the housing market serves all people: whether they be first-time homebuyers, renters who are looking for a short-term lease, families looking for their forever house, and everyone in between. To accomplish this, the market must provide choices across size, type, tenure, price, location, and other factors.

Throughout the planning process, stakeholders expressed several opinions about housing and housing attainability:

- There should be very little growth.
- There is too much "high-density" housing being built (apartments and attached product).
- Housing attainability is a top priority for many.
- Housing should emphasize large-lot single-family houses and neighborhoods with dedicated open space as opposed to smaller houses on smaller lots and other "dense" housing types.
- There should be more housing for young professionals, seniors/empty-nesters, and first-time homebuyers.

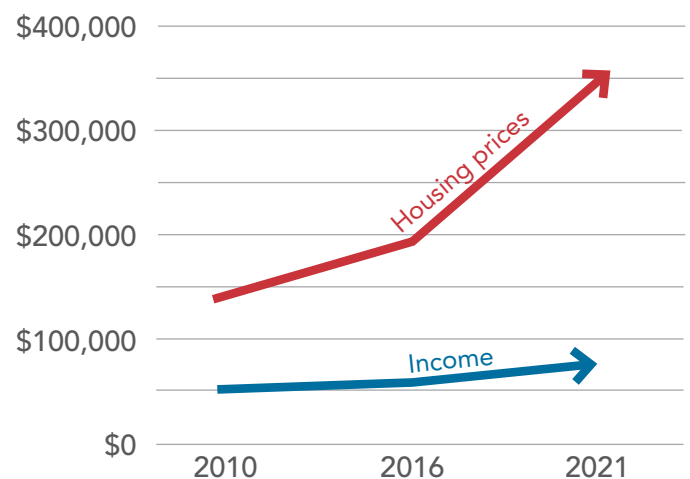
However, these opinions can be in conflict:

- **Large-lot housing (>1 acre) is not usually considered affordable.**
- **Large-lot housing (>1 acre) is not the type of housing that young professionals, seniors and empty-nesters, and first-time homebuyers typically seek out to acquire.**
- The characteristics desired by young professionals, seniors and empty-nesters, and first-time homebuyers, are for smaller houses, attached and semi-attached housing, and smaller lots, which all align with the characteristics of more attainable housing.

The United States Department of Housing & Urban Development (HUD) defines housing affordability as spending less than 30% of pre-tax income on housing - otherwise, that household is considered "cost-burdened." For example, a household that has a pre-tax income of \$4,000 per month should spend less than \$1,200 per month on its rent or mortgage. According to the United States Census Bureau, **32% of all households in Hall County are considered cost burdened.** Broken out by tenure, 23% of homeowners are considered cost-burdened, compared to 54% of renters. Housing costs are too high for many residents, especially renters, who are more likely to be younger, lower income (likely because they haven't hit their full earning potential), and/or be a one-person household that isn't splitting costs with a roommate or family member.

Housing affordability has been a challenge over the past decade, and is a multi-faceted issue, which makes it challenging to tackle. One driver of the growing affordable housing crisis is a growing gap between wages and cost of living. **In Hall County, housing prices increased by 91% between the years 2016 and 2021, while wages only increased by 21%.**

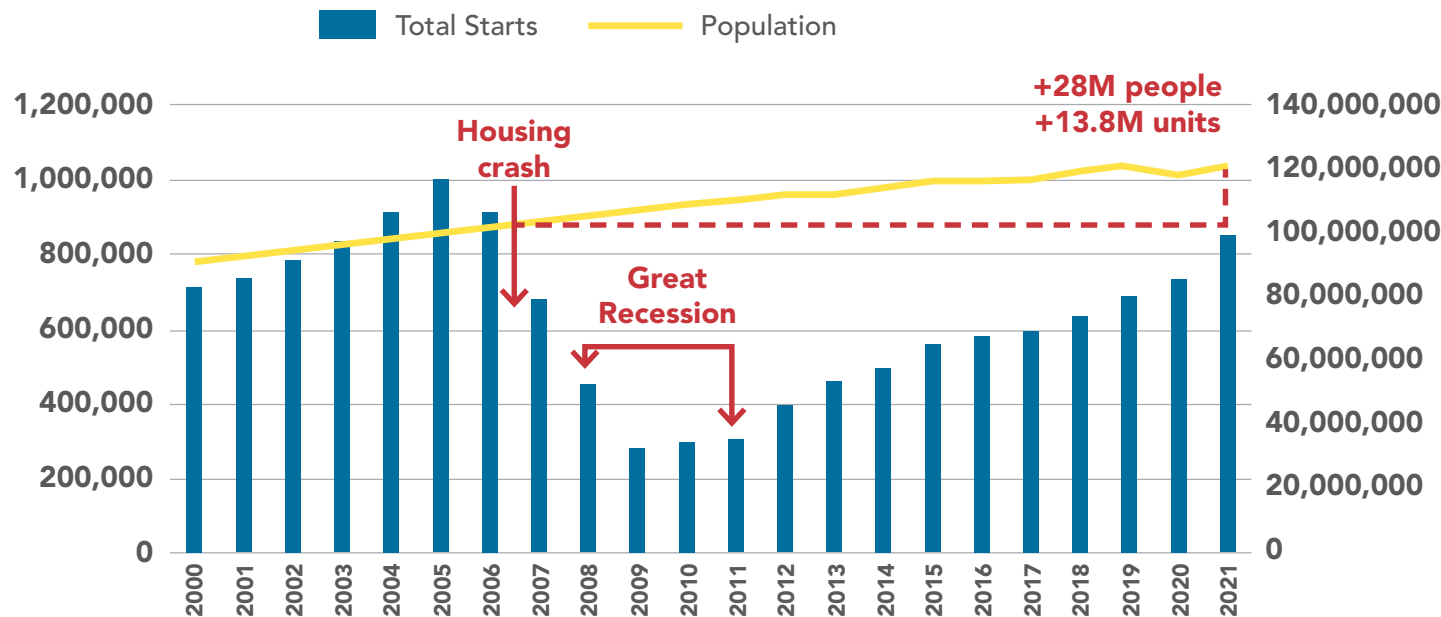
Income & Housing



Sources: US Census (Income); Zillow Home Value Index (Home Prices)

Supply and demand are another reason some communities struggle with housing attainability. A high demand for a commodity that has a limited supply will drive up the price. Until the Great Recession, housing supply was doing a good job keeping up with the growing number of new households. But after the housing market crashed in the mid-2000s, the rate of new houses construction dropped dramatically. Part of this was due to a short-term reduction in demand, but the Recession had a longer term effect on house financing for both would-be homeowners and developers. Although this rate has recently begun to approach pre-Recession levels, the number of households that have been formed between 2007 and today remained steady, leading to the shortage in housing supply. In the southeastern United States, the population has grown by 28 million people between 2000 and 2021, but only 14 million houses have been built. If one assumes that an average household is two people, then it could appear as if there wasn't a shortage. However, this points out another factor affecting housing attainability: emerging household types.

Total Housing Starts & Population in the Southeastern United States



Source: US Census

Today's homebuyers and renters are also looking for different things than they were 20 years ago. The predominant type of housing that was built and is still being built is single-family detached houses on larger lots, known to some as "McMansions." These houses are great for households with two or more people that may have school-age children living with them: the "peak" household. However, there are two major household types that the market has been ignoring: "starters" and "downsizers."



STARTER (1-2 people)

<35 years old

Apartments, townhouses, smaller houses on smaller lots



PEAK (2-3+ people)

35-64 years old

Larger houses (including "McMansions") on larger lots



DOWNSIZER (1-2 people)

>65 years old

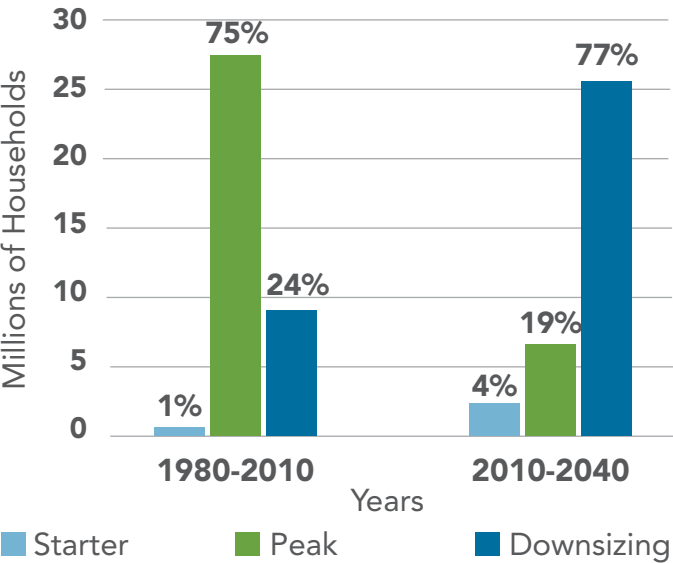
Smaller houses on smaller lots and various types of attached houses

Source: Arthur C. Nelson, The Great Senior Short-Sale of Why Policy Inertia Will Shortchange Millions of America’s Seniors

Between 1980 and 2010 (the height of the Great Recession), 75% of the total housing demand was driven by these peak households. Since 2010, these same households have become downsizers, now driving a similar share of the market. As the graphic on page 133 shows, downsizers are typically not buying single-family houses on large lots. Instead, they're looking for smaller houses on smaller lots and a variety of attached housing like townhouses or apartments/condos. Because most cities and counties have a smaller stock of these housing types as compared to the larger single-family houses on a large lot, the growing demand for these other types by downsizers has made them less affordable for starter households, who are often seeking the same types of housing.

Housing attainability has been affected by low supply and high demand, stagnant wages, and a lack of housing diversity. If Hall County wants to prioritize housing attainability, more houses will need to be built, density will need to be added in areas that can support it, and housing choice needs to be increased to support emerging household types. The graphics below illustrate both the positive and negative effects of these practices.

Housing Demand by Life State



Source: Arthur C. Nelson, The Great Senior Short-Sale of Why Policy Inertia Will Shortchange Millions of America's Seniors

Building more houses means...

More housing attainability long-term

More infrastructure investments

More tax dollars for schools to build new schools

More commercial growth

More cars on the road

More opportunities for homeownership

Increasing housing choice and adding density means...

Lower costs per housing unit

Lower service delivery costs

More opportunities for "aging in place"

More opportunities for first-time buyers

More open space preservation

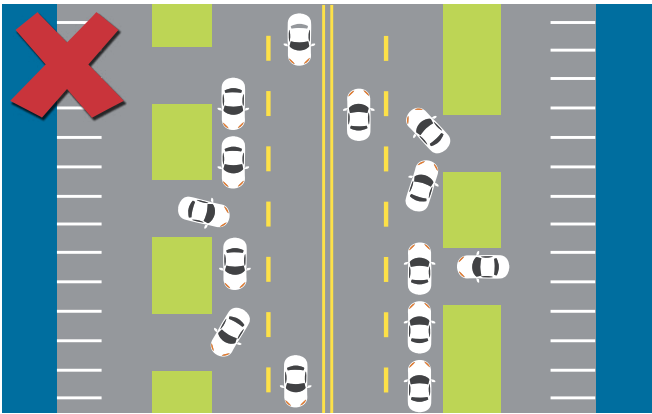
Higher economic growth

Transportation

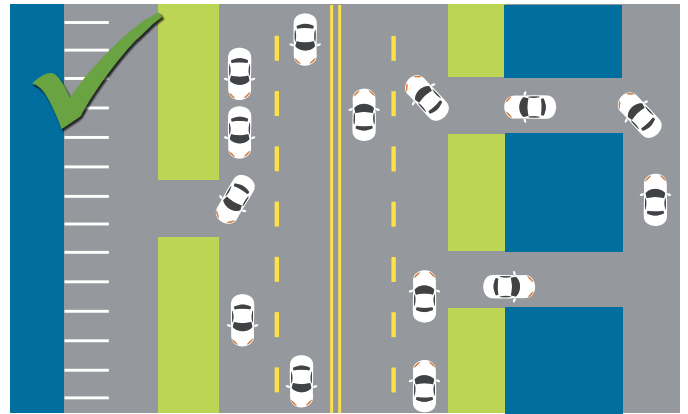
Throughout the planning process, the public expressed the desire for the following:

- The ability to walk and bike to places is a top priority for five of the six planning areas.
- The ability to drive safely to places is also a top priority for five of the six planning areas.
- Less congestion on the roads and better traffic flow.
- Safe and walkable infrastructure.

Fixing congestion on the roads can be solved through reducing the number of cars on the road by providing alternative transportation options. Options may include public transit, bicycle facilities, and carpooling and ride-sharing opportunities. Where these options aren't feasible, clustering development and promoting inter-parcel access can allow fewer "stops" along a road, resulting in better traffic flow. New roadways can also be added to the network to relieve pressure from the most congested roads and create new connections.



Poor access management along roadways can cause congestion.



Consolidating driveways and adding inter-parcel access can ease congestion.

However, if public transit is a feasible option, trains and buses need density to work, and it isn't always effective in rural and suburban areas for that reason. In that case, on-demand services are much more cost-effective. To promote walking and biking, creating pockets of density that include housing, retail, and employment can create walkable and bikeable areas that reduce the need for driving, reducing the number of cars on the road. Reducing the need for parking in these areas also frees up land for parks and greenspace preservation.

If Hall County wants to reduce traffic congestion and promote walkability and bikeability, the strategies listed can be applied in tandem to achieve those goals. These strategies can also help advance other goals, like greenspace preservation, promoting density, and creating mixed-use activity centers.



Greenspace

Throughout the planning process, the public expressed the desire for the following as it related to greenspace:

- Improving access to parks, recreation, and trails is a top priority for half of the population.
- Maintaining current parks, recreation, and open space offerings is a priority throughout the county.
- Preserving greenspace is a key concern for new development.

Greenspace comes in many different forms:



Protected, Undeveloped Land



Agriculture/Farms



Trails (Paved and Non-Paved)



Green Infrastructure



Neighborhood Open Space Amenity



Plazas/Squares



Neighborhood Parks (1-50 acres)



Community Parks (>50 acres)



Sports Facilities

There are many benefits to greenspace:

- Environmental benefits include cleaner air, stormwater and runoff mitigation, maintaining biodiversity, and urban heat island reduction.
- People living in a neighborhood with access to greenspace tend to spend less on healthcare (Source: Kaiser Permanente).
- It can boost the real estate value of nearby properties.

The benefits are numerous, but greenspace can come with a high cost. It costs money to obtain the land desired to protect or program greenspace, design and construct active or passive parks, maintain the greenspace, and provide tax benefits to those who have opted to protect their land for future development.

Hall County will need to find a way to continue to grow, maintain, or expand its portfolio of greenspace at the same time.

One solution is to build more houses closer together. Using less land for housing and employment frees up more contiguous land for greenspace. Denser housing types can be built closer to key employment or commercial centers to boost the amount of land preserved for greenspace. The graphic below shows options for how more housing can be built on a site to maximize greenspace.

Good



15-acre parcel, only 11 acres are developable

11 houses on one-acre lots

11 acres built, 4 acres greenspace

Better



15-acre parcel, only 11 acres are developable

19 houses on half-acre lots

9.5 acres built, 5.5 acres greenspace

Best



15-acre parcel, only 11 acres are developable

32 homes on quarter-acre lots

8 acres built, 7 acres greenspace

All three options show a 15-acre parcel in which only 11 acres are developable due to the presence of a waterbody. The first example, "good," shows how 11 houses can be built, maximizing the amount of land for housing. The second option, "better," uses half-acre lots to build eight more houses, preserving an additional 1.5 acres of land that can be used for active or passive uses. The final example, "best," uses eight of the 15 acres for 32 houses, 13 more than the previous option, and the remaining seven acres are set aside for active or passive greenspace. One benefit of the "better" and "best" options is that the increased economy of scale makes them a better financial deal for developers, and the cost savings of building at a higher density allows them to pass the savings onto the end-user, the tenant. So, not only do these two options preserve more land, but they also create more affordable housing options.

It is understood that large-lot, single-family houses in rural settings are going to be the preferred development pattern in some areas of the county, namely the North Hall, East Hall, and Murrayville/Sardis areas. However, the example shown above, along with the trade-offs illustrated throughout this section, demonstrates that **rural development can't happen in some areas without building higher densities in other places that can support it.**

Building at a higher density is only one way greenspace can continue to be preserved throughout Hall County. Other solutions include regulatory measures (i.e., the UDC), land banks, life estates that allow people the ability to protect land permanent after their death, private donations or sales to the County, and finding new streams of revenue to fund greenspace initiatives.

To conclude, the trade-offs to greenspace preservation are as follows:

- Sprawling development patterns equate to less land for greenspace.
- The construction of denser developments means more contiguous land for greenspace.
- Population growth is going to generate a higher demand for greenspace.
- If more greenspace is to be added to the County's portfolio, more funding will be required.

Quality Development Strategies

A theme that emerged from technical analysis and stakeholder conversations is that the way a development is laid out and designed can affect whether it has a positive or negative impact on the community. A development's layout and design can affect its traffic impact, open space preservation, sense-of-place, safety, long-term property values, and more.

New developments should incorporate the following strategies, as applicable to their site and location in the county:

- Mix land uses and residential types.
- Support walkability, both within the development and/or to nearby areas.
- Provide recreational facilities, such as clubhouses, pools, and trails.
- Provide street connections to other nearby future developments.
- Preserve open space, agriculture land, and tree canopy as well as promote re-vegetation.
- Foster a strong sense of place through high-quality architecture and landscaping.

The following examples demonstrate two things: one, they are a test to how new zoning districts in the UDC can fulfill the overarching strategies listed above (see page 158 for more information), and two, they show examples of how quality development could be designed, regardless of if it's in a suburban setting, a rural setting, or somewhere in between. These ideas are not based on a specific site or parcel and are not real proposals, but they are representative of general site characteristics that are found in Hall County. Each of the examples are unique, but all feature quality development strategies that foster distinctive, attractive communities and promote a mixture of uses across the county.



Design Examples



Agricultural Residential 1 (AR-I)

In the updated UDC, AR-I is a new name for what is currently the AR-III district. The intent of the revised AR-I zoning district is to provide locations within the county to be developed and reserved for agricultural, residential, compatible commercial uses, and/or recreation. This example shows a commercial building fronting the main road that can serve both residents and neighboring areas, but most of the remaining land is devoted to houses on lots of at least one acre. Where land isn't developable, it is preserved as open space, and some areas feature trails for recreation that connect to the sidewalks along the streets, reinforcing walkability.



Residential Mixed (R-X)

The new R-X zoning district was developed so that a mix of residential housing types could be built in a single development to maximize flexibility in site design. This example shows a combination of townhouses, cottage court housing, and alley-loaded single-family detached houses, some with accessory units. A sidewalk system allows for walkability within the neighborhood and connects to designated, community open space that features a clubhouse and pool. This example identifies a potential street connection that could be extended to connect into a nearby future development to help minimize vehicles on nearby major roads.



Mixed-Use (M-U)

The intent of the new M-U zoning district is to encourage a mix of different development types through creative site planning and design, while minimizing the impact of the district on surrounding areas. This example mixes commercial with a range of residential types, with the higher intensity uses fronting the street and arranged in a loose grid that reinforces walkability. It also has a central gathering place for both residents and visitors featuring a clubhouse. The interior of the site is left open to preserve water features and create a buffer between areas of differing intensities. Lastly, one road has been designated a future connection point should the neighboring land also be developed.

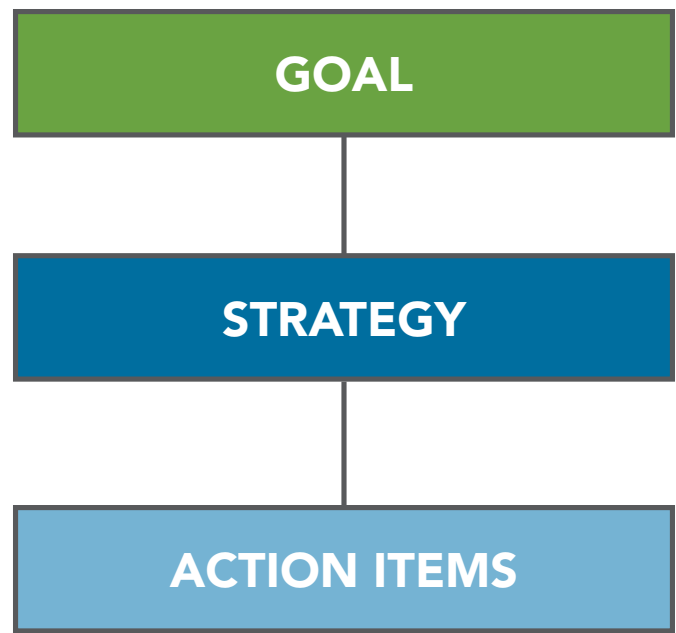
How Can These Strategies Be Implemented?

Hall County can codify these ideas into a set of guidelines that can be applied to new development. They could be implemented in a number of ways:

- **Incorporated into other zoning districts in the UDC.** While the new zoning districts will have some of these strategies built in, there may be an opportunity to incorporate them into other existing districts to ensure that new development is of the highest quality possible.
- **Incorporated into the County's existing Gateway Corridor Overlay District (GCOD).** The intents of the GCOD are to create a sense of place, encourage innovative development, and establish consistent and harmonious design guidelines for private property development. The GCOD applies to a number of major roadways in the county, most of them four-lane roads. The County could amend the existing language and add new requirements to advance the strategies listed on page 138.
- **Used as an optional set of conditions for density bonuses and other benefits.** The County could create a set of set of design guidelines or standards that can be used to elevate residential and commercial development. Developments which meet or exceed these standards may be considered for additional residential density

Vision Development

The vision for Hall County is broken down into a hierarchy of ideas: goals, strategies, and action items. Goals are guiding statements that summarize the intended outcome for the plan's element. Strategies are statements that further define the goal and how it should be implemented. They should be the basis of all land development decisions carried out by Hall County. Strategies should also be used to guide actions carried out by the private sector. Lastly, action items are specific projects that have a defined scope, cost, and timeframe, and policies that reflect community aspirations and provide guidance for the implementation of projects. Action items support strategies, although some strategies could translate into projects or policies for Hall County to undertake.



The goals and the subsequent strategies and action items were developed as follows:

1. At the first Steering Committee meeting in November 2022, members were asked two questions: "what are the worst possible things that could be put in this plan?" and "what should this plan address and prioritize?" The answers were sorted into a set of themes during the meeting.
2. After the Community Input Survey closed and the Forward Thinking Workshops was complete, the results were used to refine the themes into a defined list of plan elements: growth management, attainable housing, infrastructure maintenance and expansion, parks and recreation, natural resource and greenspace conservation (later broken up into two separate goals), multi-modal transportation, safety and security, and economic development.
3. At the Community Advisory Committee Meeting in June 2023, members provided input on what strategies should be part of each plan element. The results of this meeting, along with the results from the Community Input Survey, Forward Thinking Workshops, Meeting-in-a-Box meetings conducted, and results from the first steering committee meeting were used to create a short, succinct list of strategies.
4. These goals and strategies were once again vetted by the entire Steering Committee at the August 2023 meeting to ensure that they were supported. Feedback was provided by the committee to inform the consultants on how they could be improved.
5. At the Technical Advisory Committee Meeting in September 2023, the Advisory Committee had an opportunity to inform the consultants on action items already programmed for the next five to ten years and provide ideas for potential action items for each strategy.

Goals



Growth Management. Efficiently plan to accommodate new developments and prioritize connections to existing or planned infrastructure while retaining the character of each area of the county.



Housing. Provide a variety of housing options across size, type, tenure, price, location, and other factors that ensure access to transportation and amenities while minimizing the number of cost-burdened households.



Infrastructure Maintenance & Expansion. Improve infrastructure for growing areas, prioritize land use and infrastructure alignment, and expand broadband, road networks, water access, and sewer systems.



Parks & Recreation. Enhance and expand parks and recreation facilities to maximize quality of life.



Greenspace. Preserve and protect existing greenspace while seeking out new opportunities for inventory expansion.



Natural Resource Conservation. Preserve and protect natural resources like Lake Lanier, rivers and streams, and undeveloped forestry to safeguard community identity.



Multi-Modal Transportation. Expand alternative transportation options by increasing pedestrian infrastructure, developing complete streets, and enhancing public transit.



Safety & Security. Ensure a safe environment for all by improving existing safety and security measures and proactively addressing crime concerns as Hall County continues to grow.



Economic Development. Continue to encourage and support an atmosphere for economic growth and development to create opportunities for all.

Growth Management

Hall County's population is projected to surpass 380,000 by 2050, doubling since 2010. The unincorporated areas alone will see nearly 120,000 new residents, driven by natural growth and immigration. These residents will need housing, jobs, schools, and infrastructure, while the needs of the current residents must also be maintained. Managing this growth effectively is crucial to balancing development with the county's existing resources and landscape. It is important that Hall County manages this new growth in a way that can leverage what it already has in place while respecting its diverse landscape.

Strategies

- GM.1** Develop according to the future land use strategy outlined in Chapter 5 of this plan.
- GM.2** Ensure that the Comprehensive Plan and the new UDC are coordinated and are aligned with current development practices and support smart growth principles and a mixture of uses.
- GM.3** Ensure that new development and redevelopment meets the quality development strategies starting on page 138.
- GM.4** Implement zoning regulations that designate specific land uses and protect greenspace to prevent inappropriate sprawl.
- GM.5** Encourage redevelopment of aging, underutilized commercial centers.
- GM.6** Ensure that housing growth matches projected job growth.
- GM.7** Conduct regular evaluations of land use and infrastructure each year in between comprehensive plan updates to prioritize development based on current and future needs.
- GM.8** Focus new development in areas with existing or planned infrastructure, particularly along four-lane roads.
- GM.9** Preserve the unique character of each area in Hall County while accommodating incremental changes and improvements.

GM.10 Continue to engage community stakeholders in the planning process to ensure new development and redevelopment efforts complement the existing character of the area.

GM.11 Prioritize development that introduces new types of land uses to areas where they are currently lacking. This will help create a more varied and balance mixture of uses across the county.

Key Action Items

- ✓ Adopt and implement the newly updated UDC.
- ✓ Work with the Georgia Mountain Regional Commission (GMRC) and participating counties to tackle regional issues with growth management.
- ✓ Track the construction of new developments to ensure that growth is happening as projected and to update level of service projections.
- ✓ Establish regular communication with Hall County Schools to share data on new construction and population estimates so that educational facilities can be updated or added to accommodate projected enrollment.
- ✓ Conduct small area plans for areas that require further study.

Housing

A net population growth of 120,000 people means that the County will need to accommodate upwards of 40,000 new houses by 2050. Considering the national shortage of houses and a growing number of one- and two-person households, this number could be as high as 60,000. This new housing stock will likely need to focus on two key groups: downsizers and starters. Downsizers consist of households with one to two people over the age of 65, likely "empty nesters" or seniors looking to age in place. Starters are households with one to two people under 35 buying their first house. What's interesting is that these two groups are looking for similar types of housing: smaller houses on smaller lots, townhouses, and even apartments. Whatever the case, it is important that new housing is attainable—this doesn't mean just affordable, a definition that can be very subjective—meaning that people who need housing, whether they're renting or buying, can get what they're looking for, in the area they want or need to be in, and for a price that doesn't take up more than a third of their pre-tax income.

Strategies

- H.1** Create strategies that serve to minimize the number of cost-burdened Hall County residents, especially renters.
- H.2** Develop and implement incentives to encourage the creation of affordable housing near major employment and activity centers.
- H.3** Partner with developers to diversify housing options while ensuring compatibility with existing neighborhoods.
- H.4** Prioritize areas with high density commercial and access to public transportation for the construction of new housing.
- H.5** Preserve "naturally occurring affordable housing" in established neighborhoods to maintain existing affordable housing options.

Key Action Items

- ✓ Adopt and implement the newly updated UDC.
- ✓ Encourage residential developers to build less expensive houses through financial incentives and density bonuses.
- ✓ Continue to review existing regulations that create barriers for special housing needs and generate opportunities such as senior housing, accessory dwelling units, and affordable housing.
- ✓ Establish affordability metrics for new development (i.e., at least 10% of all new units should be set aside for workforce housing).
- ✓ Prioritize workforce housing near the new Inland Port.
- ✓ Establish a joint program with the City of Gainesville to address housing attainability through the Georgia Initiative for Community Housing (GICH) program.
- ✓ Continue to identify properties suitable for federal Community Home Investment Program (CHIP) and Neighborhood Stabilization Program (NSP) grants to assist with house repairs/rehabilitation and to provide affordable housing opportunities.
- ✓ Create an affordable housing task force with developers, banks, and housing advocates.
- ✓ Use existing data on affordability, existing house inventory, housing market, and housing needs in Hall County to develop policy that reflects the needs and priorities of all members of the community.

Infrastructure Maintenance & Expansion

As new households are built, the growing population will need access to services, including roads, water, sewer, broadband, et cetera. This means that the County will not only need to work to maintain the services they provide to existing residents, but some will need to be expanded to continue to meet growing demand.

Strategies

- IM.1** Continue to identify areas in need of infrastructure expansion and/or improvements and prioritize investments in roads, water, and sewer systems where a high level of growth is projected or where infrastructure is insufficient.
- IM.2** Improve transportation corridors and consider expanding access to major arterial corridors to support areas with projections of high commercial and industrial growth.
- IM.3** Ensure that all houses and businesses in Hall County are served by broadband internet.
- IM.4** Enhance water and sewer systems to meet the growing needs of the community and prepare for future development.
- IM.5** Ensure that infrastructure upgrades are implemented ahead of major developments to mitigate traffic congestion and support sustainable growth.

Key Action Items

- ✓ Use data from corridor development study for SR 365/Cornelia Highway to determine infrastructure capacity for the Inland Port
- ✓ Continue to implement and update the *Sewer Master Plan and Rate Study*.
- ✓ Use the future land use map along with development data to guide future planning for sewer infrastructure projects.
- ✓ Continue intergovernmental coordination with Hall County City and Town governments on issues related to transportation, water, and sewer.
- ✓ Adopt the Department of Community Affairs' (DCA) Broadband Model Ordinance to apply for a Broadband Ready Community Designation.

Parks & Recreation

Hall County's programmed parks and recreational facilities are operated by its Parks & Leisure Services Department. Their 2019 *Parks & Facilities Master Plan* identified an extensive list of proposed improvements that Hall County can implement to address needs, leverage opportunities, and prepare for future growth. This comprehensive plan considers many of the recommendations identified in the *Parks & Facilities Master Plan*. As time passes and the population increases, there will be more demand for parks, recreation facilities, and recreational offerings (athletics and non-athletic programming).

Hall County has the desire to ensure that all residents have access to a nearby park or recreational facility. The map on the facing page shows the locations of existing and programmed County parks and the parks owned and operated by the Cities and Towns in the county, along with a 2 mile radius drawn around each park location. The map also identifies properties outside of these radii that currently have conservation easements or some other preservation measure in place. (See page 168 for more information.) These lands, totaling nearly 28,500 acres, represent a "menu of options" of properties that would be most ideal for helping close gaps in park and recreation access for residents. However, further study will need to be done to identify the best properties for new parks.

Strategies








- PR.1** Enhance existing parks, trails, and other actively programmed recreation areas to provide additional opportunities for residents.
- PR.2** Expand and diversify parks, recreation facilities, and recreational offerings throughout Hall County to accommodate the growing population.
- PR.3** Promote equitable access to parks, recreation facilities, and recreational offerings, where needed.
- PR.4** Continue to assess where there are gaps in service to ensure equitable distribution of parks and recreational offerings throughout the entire county.
- PR.5** Continue collaboration and coordination with city and town governments to provide services to all park users.

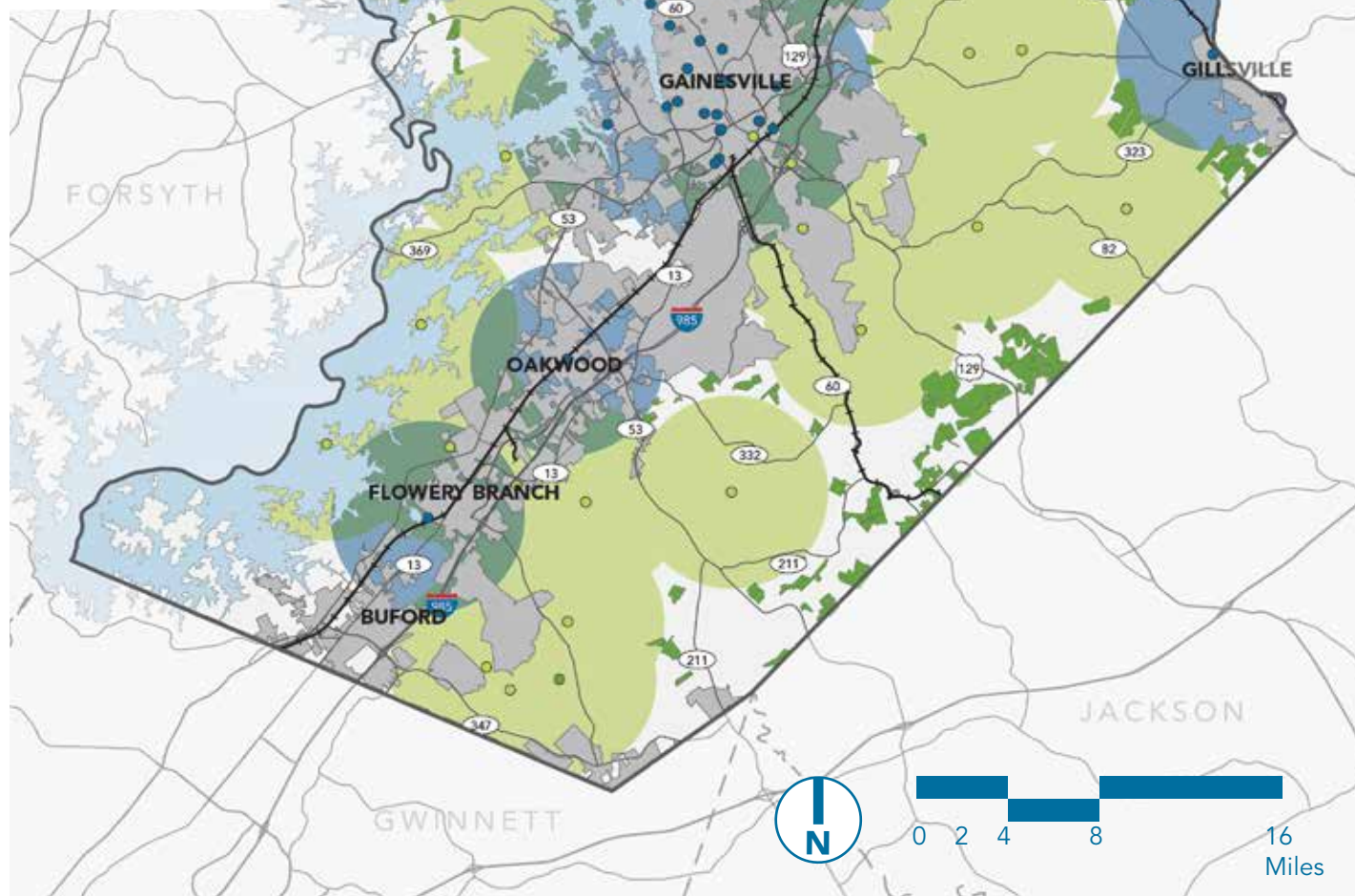
Key Action Items

- ✓ Increase funding for the Parks & Leisure Services operating budget.
- ✓ Work with Hall County Schools to identify opportunities for shared use between the County and Schools and build new facilities most in need by the schools.
- ✓ Acquire additional land to expand Cool Springs Park, North Hall Park, and East Hall Park.
- ✓ Prioritize East Hall and the Chestnut Mountain/Candler areas for new park land.
- ✓ Acquire an additional 1,000 acres of park land to build 30+ new parks.
- ✓ Add new facilities for team sports and informal athletics.
- ✓ Create incentives to fund new park facilities through private redevelopment.
- ✓ Conduct a 10-year update to the *Parks & Facilities Master Plan*.

Recommended Park Locations

Legend

-  Hall County Park
-  Hall County Park - 2 Mile Radius
-  City/Town Park
-  City/Town Park - 2 Mile Radius
-  Programmed Hall County Park
-  Properties with Conservation Easements
-  Underserved Areas in Need of Parks



Greenspace

Rapid growth coming up the I-985 corridor will bring great change to the community. While growth is inevitable, it will take a toll on Hall County's greenspace and other natural resources. Hall County residents want to assure that the next generation has the same or better level of access to greenspace and natural resources as today. More than ever, the County must balance residential and commercial growth with permanently protected greenspace.

Strategies

- GS.1** Create a process that identifies land for permanent protection. Use the process to identify land, then implement measures that assure protection of the identified land.
- GS.2** Create a county department independent of Parks and Recreation to oversee implementation of greenspace initiatives.
- GS.3** Prioritize preserving greenspaces and adjoining waterways, particularly in areas impacted by large-scale developments.
- GS.4** Collaborate with community organizations and land trusts to establish conservation easements and protect critical greenspace.
- GS.5** Encourage the conservation of agricultural land and homesteads in rural areas to preserve privately held and permanently protected greenspace.
- GS.6** Encourage and support the conservation of greenspace and establish new programs and initiatives to safeguard natural areas.
- GS.7** Promote community engagement and education to foster a sense of stewardship for greenspace conservation.
- GS.8** Continue partnerships with the Vision 20230 Greenspace Committee and other environmentally-focused community groups.
- GS.9** Establish partnerships with all municipalities for common vision of greenspace protection.

Key Action Items

- ✓ Immediately establish dedicated Hall County staff position to develop, manage, and implement greenspace initiatives.
- ✓ Develop and adopt a strengthened county-wide tree ordinance through the UDC.
- ✓ Actively promote the North Georgia Land Trust to educate and inform land owners of the opportunities afforded for land conservation through a land trust.
- ✓ Create and identify multiple funding streams that support development of green infrastructure.
- ✓ Leverage conservation easements and zoning to promote greenspace protection.
- ✓ Create a dedicated Greenspace Acquisition Fund using SPLOST funding and other funding tools.
- ✓ Identify existing parcels that are currently appropriate to place into permanent protection.
- ✓ Continue to expand the Highlands to Islands Trail system.
- ✓ Create a nature preserve at Glade Farm.

Greenspace is land in its undeveloped state which as been so designated due to its ecological, environmental, aesthetic, cultural, historic, or agricultural value; it is land that is developed to an extent consistent with natural resource protection or informal recreation.



Natural Resource Conservation

Natural resources are defined as materials from the Earth that support life, like water, soil, and air. Rapid growth from the I-985 corridor and other major road corridors will bring great change to the community. While growth is good, it can take a toll on Hall County's natural resources. Hall County residents want to ensure that the next generation has the same or better quality of natural resources as today. More than ever, the County needs to balance new development with natural resources.

Strategies

- NR.1** Implement strategies to protect Lake Lanier from pollution, including working with local farmers to encourage sustainable practices.
- NR.2** Implement anti-pollution campaigns to raise awareness of strategies that mitigate and protect the environment.
- NR.3** Consider establishing new programs and initiatives to safeguard natural areas.
- NR.4** Promote community engagement and education to foster a sense of stewardship for resource conservation.

Key Action Items

- ✓ Continue partnerships with the Vision 2030 Greenspace Committee, the Chattahoochee Riverkeepers, and Lake Lanier community groups.
- ✓ Leverage greenspace, conservation easements, zoning, and buffers as instruments to provide watershed protection to Lake Lanier and its tributaries.
- ✓ Partner with a University of Georgia Cooperative Extension Office to promote sustainable agricultural practices.
- ✓ Coordinate with the Georgia Environmental Protection Division (GAEPD) on the Total Maximum Daily Load (TMDL) implementation plan for Lake Lanier.

Multi-Modal Transportation

Hall County's bicycle and pedestrian facilities are limited compared to the overall street network, but the construction of the Highlands to Islands Trail has proven their commitment to improving infrastructure for people moving around the county without a car, whether it be for commuting or recreation. With new growth projected for the next two decades, there will be a greater need for additional multi-modal transportation options for residents, workers, and visitors to divert cars from the roadways and provide recreational options. The future of Hall County's multi-modal transportation network should build from existing opportunities, consider expansion of the Highlands to Islands Trail network, leverage partnerships with the Gainesville-Hall Metropolitan Planning Organization (GHMPO) and other organizations committed to expanding transportation options in the region, and working with developers to ensure that new development can meet the County's goals for multi-modal access.

Strategies

- MT.1** Expand alternative transportation options to provide residents with additional mobility choices and reduce car dependency. Prioritize areas in the proximity of schools, recreation facilities, parks, healthcare facilities, and residential areas.
- MT.2** Prioritize and incentivize new development that connects into pedestrian infrastructure, such as the Highlands to Islands Trail and other local and regional trail systems.
- MT.3** Develop context-sensitive complete streets that prioritize the safety and accessibility of all users, including pedestrians, cyclists, transit users, and drivers. This applies to both new streets and retrofits to existing streets, where appropriate.
- MT.4** Determine the feasibility of enhancing public transit systems to improve connectivity and increase ridership.

Key Action Items

- ✓ Coordinate with GHMPO on completing the Highlands to Islands Trail network.
- ✓ Prioritize sidewalk and street lighting needs based on frequency of use.
- ✓ Coordinate with City and Town efforts to build and connect multi-modal infrastructure.
- ✓ Enact zoning conditions of approval for nearby developers to build connections to the Highlands to Islands Trail.
- ✓ Incentivize mixed-use developers to include trails and trail connections, where appropriate, in their plans.
- ✓ Encourage developers to construct trail systems within a half-mile of mixed-use projects.
- ✓ Encourage connections to activity centers within the Cities and Towns.
- ✓ Examine how County and City/Town parks can be connected through new trails.
- ✓ Adopt a complete streets policy.
- ✓ Implement an ADA plan that identifies existing ADA barriers on sidewalks and crossings to allow for updates to be made on an ongoing basis.

Safety & Security

As the population grows, there will be an increased need for public safety services including police, fire protection, and emergency services. Hall County will need to approach this on many fronts by staying on top of the latest safety data (crime, fires, etc.), collaborating with other agencies within the County and outside, and ensuring trust from the citizens that their needs, emergency or not, are always met.

Strategies

- SS.1** Collaborate with local law enforcement agencies throughout the county to address concerns about crime activity to ensure that Hall County feels safe.
- SS.2** Foster community partnerships to create a culture of safety and encourage residents' active participation in crime prevention efforts.
- SS.3** Implement strategies to mitigate safety risks associated with growth, such as traffic management and street lighting improvements where necessary and appropriate.
- SS.4** Incorporate Crime Prevention Through Environmental Design (CPTED) principles in new developments where appropriate to increase their safety and reduce the likelihood of criminal activity.

Key Action Items

- ✓ Establish benchmarks to determine what is considered a "safe" level of crime in Hall County.
- ✓ Continue to monitor crime statistics and make them easily accessible to the public.
- ✓ Track the construction of new developments to ensure that police and fire services can serve the growing population at the ideal level of service.
- ✓ Create a plan for long-term capital investments to fund new public safety facilities.
- ✓ Establish a Citizens Advisory Committee on public safety.
- ✓ Assess the ability to form a Neighborhood Watch program, with the assistance of the Sheriff's Office Public Information and Community Services Unit.
- ✓ Ensure that new developments are accessible for emergency vehicles.
- ✓ Prioritize sidewalk and street lighting needs based on frequency of use.

Economic Development

The job market, along with the economy, in Hall County will continue to grow for several reasons. The first is that as the population increases, there will be demand for grocery stores, restaurants, and medical services, to name a few, all of which will require a workforce to staff the jobs they will create. The second is that the industrial sectors of the county's employment are going to continue to increase as the Inland Port is developed, which will attract more workers. Lastly, with more people in the county, new businesses will be started. It's important that the County continue to support both the commercial and industrial sectors of their economy, as they help supplement the tax digest with the revenues needed to support residential services and fund infrastructure improvements, all of which will be needed to accommodate new growth. The County should continue to promote opportunities for higher-paying jobs and small businesses, maintain the success of their existing industries, revitalize existing commercial/industrial areas, and leverage programs inside and outside the county to further support economic development activities.

Strategies

- ED.1** Support the efforts of organizations advancing economic development in the county, such as the Greater Hall Chamber of Commerce and the Gainesville-Hall Economic Development Council.
- ED.2** Maintain collaborative efforts to coordinate economic development with the Cities and Towns, North Georgia region, and State.
- ED.3** Maintain the economic resiliency of major employment sectors in the county including healthcare services, food processing, and education.
- ED.4** Promote and support small business growth, existing industries such as healthcare, business recruitment, building and supporting active greenspace, and developing tourism assets and events.
- ED.5** Streamline regulations, provide incentives for prospective businesses, and support business expansion within targeted areas.
- ED.6** Promote and support agri-tourism to capitalize on Hall County's natural and cultural assets.

- ED.7** Develop strategies to attract and retain businesses and industries that cater to evolving consumer and employment needs based on anticipated demographic changes.
- ED.8** Prioritize the creation of jobs that provide livable wages to employees.
- ED.9** Focus on quality over quantity of growth in economic development opportunities.
- ED.10** Consider the long-term return on investment that comes from improving the quality of development, including higher-quality jobs for residents, a stronger tax base, and other economic benefits.

Key Action Items

- ✓ Use data from corridor development studies for SR 365/Cornelia Highway to determine optimal industrial capacity, the best industries to locate along them, the impacts to infrastructure, and propose alternative locations for new industry.
- ✓ Study the feasibility of future sewer extensions in strategic areas SR 60/Athens Highway to support commercial and industrial growth along the corridor going into both Gainesville and Jackson County.



CHAPTER 5: FUTURE LAND USE STRATEGY



Approach	156
The New Unified Development Code.....	158
Future Land Use Categories	161
North Hall	170
Murrayville/Sardis	174
Gainesville Area.....	178
East Hall.....	184
Chestnut Mountain/Candler	188
South Hall	192
Future Land Use & Infrastructure Alignment	196

FUTURE LAND USE STRATEGY

Approach

As Hall County continues to grow and develop, the County will need a solid, flexible, and sustainable approach to future development that establishes:

- Where new development should be prioritized.
- The location of new land uses.
- How to determine the appropriateness of new development.

This strategy breaks down the county into six character areas that correspond to the Planning Areas established in the 2017 Comprehensive Plan and used throughout this planning process. Some minor adjustments were made to the boundaries to better correspond with the county's geography. These character areas are intended to give the County direction as to if a proposed development (or redevelopment) would be appropriate.

For each character area, there is a map, a narrative that should be prioritized, a list of appropriate future land use designations (refer to pages 161-167), a list of appropriate zoning districts should there be rezonings, and a curated list of recommended implementation measures.

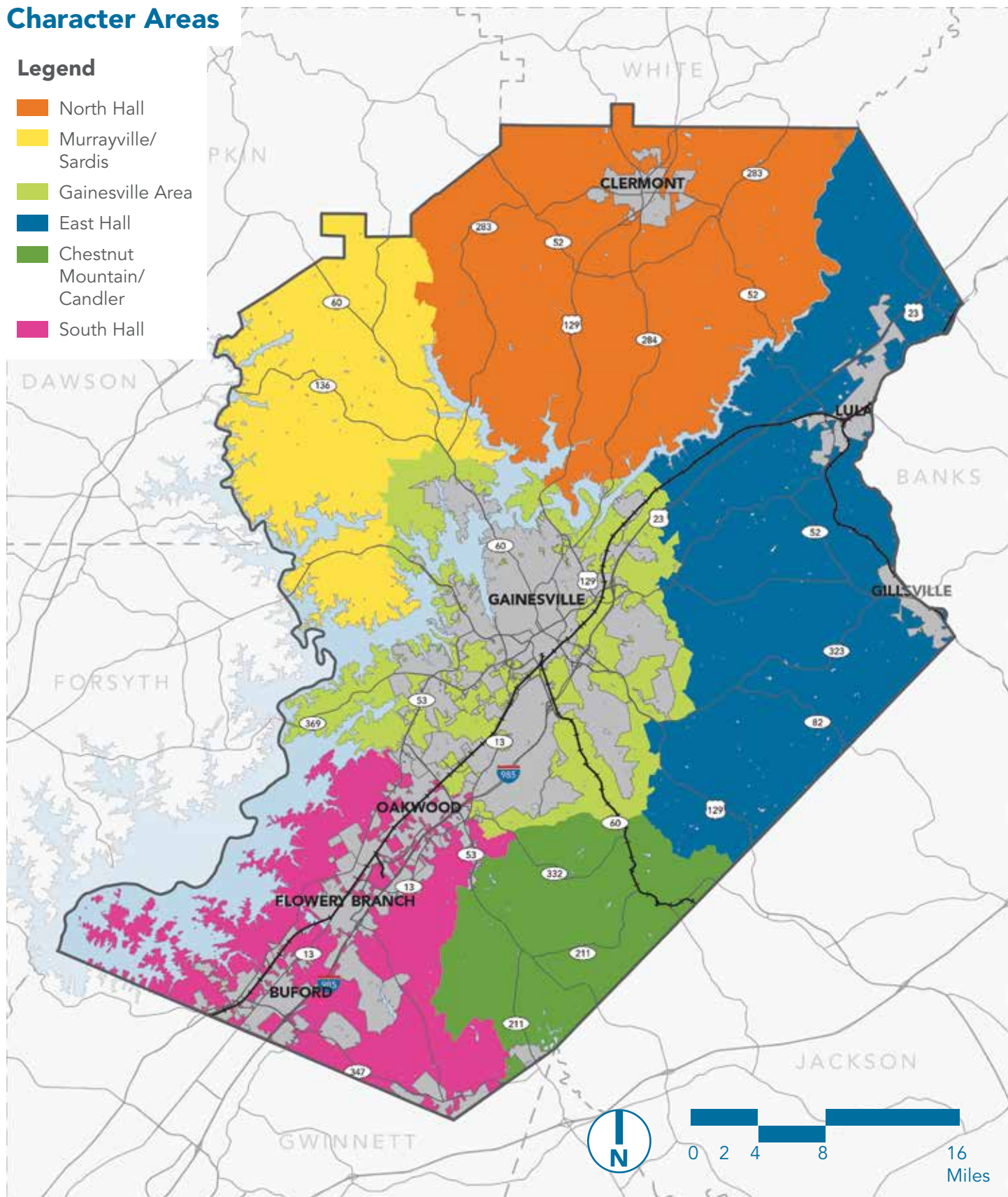
The Comprehensive Plan & UDC Connection

Hall County's Unified Development Code (UDC) zoning districts are guided by the Comprehensive Plan. A municipality's zoning ordinance is considered to be in accordance with the comprehensive plan if land use types and intensities are compatible with the goals, objectives, strategies, and land uses specified by the Comprehensive Plan. The zoning code should not be contradictory to the Comprehensive Plan nor prevent its implementation. This is important when property owners need to rezone their property to undertake new development. If the plan for a development does not line up with the vision of the Comprehensive Plan, the County's planners and Board of Commissioners (BOC) have the authority to not grant the rezoning. The table on page 159 shows the UDC zoning districts that are most compatible with the future land uses outlined by this Comprehensive Plan.

Character Areas

Legend

- North Hall
- Murrayville/
Sardis
- Gainesville Area
- East Hall
- Chestnut
Mountain/
Candler
- South Hall



The New Unified Development Code

Concurrent with the development of this Comprehensive Plan, the County's zoning ordinance, subdivision regulations, and stormwater regulations were being rewritten into an UDC. The process to update the UDC involved cleaning up the existing regulations to:

- Make the code easier to understand.
- Update outdated terms and references.
- Consolidate uses into a single table.
- Add graphics and diagrams for clarity.
- Update and consolidate definitions.
- Reorganize regulations.
- Update legal provisions.

New Zoning Districts

The process also included deleting unused zoning districts and overlays and creating new districts to align with evolving development types. New districts include the Agricultural General (AG-1) district, Residential Mixed (R-X) district, and Mixed-Use (M-U) district.



Agricultural General (AG-1)

- Intended for areas that are largely undeveloped.
- Allows agricultural uses and limited commercial or entertainment that supports the preservation of agricultural lands.
- Allows single-family residential.
- Minimum 5-acre lots.



Courtesy of Sightline Institute

Residential Mixed (R-X)

- Intended for denser areas near cities and activity centers.
- Allows a mix of residential housing types on a single lot: single-family, two-family, townhouses, and cottage courts.
- Would require at least two different housing types in a development, with at least 20% of each type.



Mixed-Use (M-U)

- Intended for denser areas near cities and activity centers.
- Allows commercial and residential uses on a single lot.
- Requires transportation best practices and places a high priority on site specific pedestrian enhancements.

Future Land Use & Zoning Compatibility Table

Future Land Use	AG-1	AR-1	V-C	R-1-L	R-1	R-TF	R-X	R-MF	MHP	O-I	S-S	H-B	M-U	I-1	I-2	PCD	PID	POD	PRD
Greenspace - Recreation	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Greenspace - Conservation	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Rural Agriculture	X	X																	
Rural Neighborhood		X		X															
Lakeside Residential			X	X	X		L												
Suburban Neighborhood, Low-Density				X	X		L												
Suburban Neighborhood, Medium-Density						L	X		L										L
Suburban Multi-Family						X	X	X											X
Rural Scenic Nodes & Corridors	X	X								X	X					L			
Business Nodes & Corridors							L	L		X	X	X	X	X		X			L
Employment Nodes & Corridors							L	L		X			X	X	L		X	X	L
Industrial														X	X		X		
Inland Port							X								X	X	X	X	
Regional Activity Centers							X	X		X	X	X	X			X			X

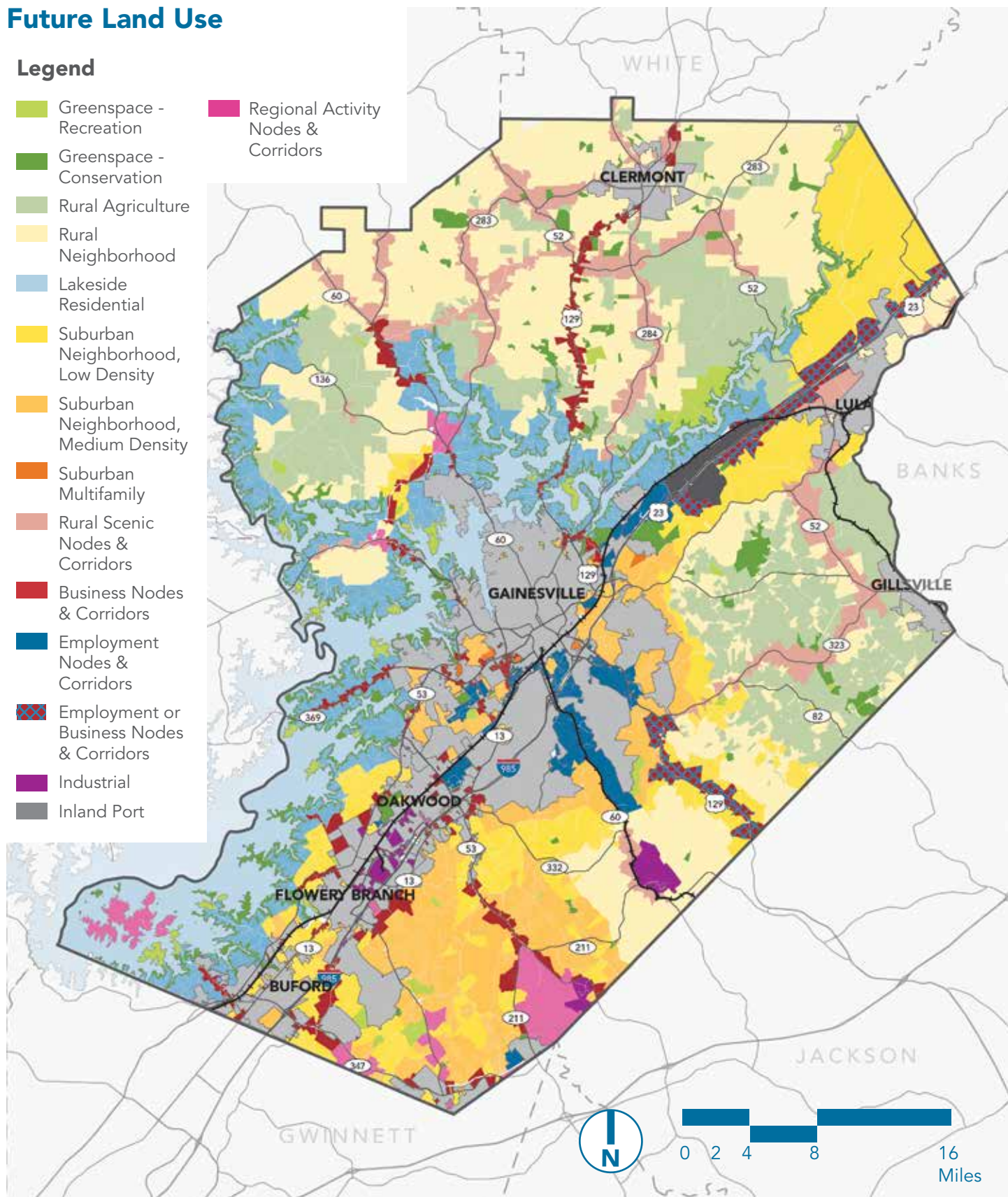
X = Permitted

L = Limited to certain character areas

Future Land Use

Legend

- Greenspace - Recreation
- Greenspace - Conservation
- Rural Agriculture
- Rural Neighborhood
- Lakeside Residential
- Suburban Neighborhood, Low Density
- Suburban Neighborhood, Medium Density
- Suburban Multifamily
- Rural Scenic Nodes & Corridors
- Business Nodes & Corridors
- Employment Nodes & Corridors
- Employment or Business Nodes & Corridors
- Industrial
- Inland Port
- Regional Activity Nodes & Corridors



Future Land Use Categories

Greenspace - Recreation

Overview

These areas include lands containing or planned for parks and recreation facilities, or permanently designated open space. Parks and recreational facilities are an important asset to all communities because they contribute to a high quality of life. Where possible, new parks should be built near residential and vibrant commercial areas and should be accessible via sidewalks, bicycle facilities, and multi-use paths and trails. The development of parks and recreational facilities, along with trails, should be coordinated with the County's parks and recreation plan. The County should continue coordination with GHMPO and City governments on the improvement and expansion of local and regional trail networks.

Appropriate Zoning Districts:

- All zoning districts that permit recreational uses



River Forks Park, Gainesville

Greenspace - Conservation

Overview

Conservation areas are lands that are environmentally sensitive and should be protected from adverse development to maintain natural habitats, provide flood protection, and protect water quality. These areas include public or privately-owned lands intended to be protected for natural area conservation and passive recreation purposes. The protection and preservation of these areas could occur through a variety of ways including private donations of such lands; limited public acquisition (i.e. eminent domain); and compliance with all federal, state, and local regulations.

Appropriate Zoning Districts:

- All zoning districts that permit conservation uses



Lula Bridge Wildlife Management Area

Rural Agricultural

Overview

These areas should consist of active farms and agricultural enterprises and very low-density, large-lot single-family residential up to 0.75 dwellings per acre. Development patterns may involve larger areas of undeveloped or cultivated land characterized by large distances between buildings and deep setbacks.

Appropriate Zoning Districts:

AG-1, AR-1



Brookton Lula Road, Lula

Rural Neighborhood

Overview

These areas should consist of active farms and agricultural enterprises and low-density, large-lot single-family residential up to 0.75 dwellings per acre. These areas also consist of undeveloped lands likely to face development pressures for new residential or commercial development. Similar to Rural Agriculture, they should have deep setbacks and incorporate a high percentage of open space. Where it occurs, new development should preserve natural features, including tree canopy, waterways, and waterbodies.

Appropriate Zoning Districts:

AR-1, R-1-L



Gillsville Highway, Gillsville

Lakeside Residential

Overview

These areas are located near and adjacent to the edges of Lake Lanier and can range from low-density residential to resort-style multifamily. Lakeside Residential is intended to preserve established lakefront neighborhoods and create opportunities for permanent and vacation residences along and adjacent to the lake. While some of these areas are not located directly on the lake, they have a development pattern similar to their lakeside neighbors or are likely to see a style of development that is denser than Rural Neighborhood or slightly less dense than Suburban Neighborhood, Low Density. Depending on the character area and what zoning districts they allow, residential densities can be up to 0.75 dwellings per acre or up to 8 dwellings per acre.

Appropriate Zoning Districts:

R-1-L, V-C, R-1, R-X (limited)



Lake Lanier

Suburban Neighborhood, Low Density

Overview

These areas consist of low-density, detached single-family housing. In less developed areas of the county, they should be focused where there is existing water and sewer infrastructure, or where future infrastructure is expected to be located. Future infrastructure may be driven by the *Sewer System Master Plan & Rate Study* or by developers willing to fund access where it isn't already planned. Depending on the character area and what zoning districts they allow, residential densities can be up to 2 dwellings per acre or up to 8 dwellings per acre.

Appropriate Zoning Districts:

R-1, R-X (limited)



Bush Creek Court, Flowery Branch

Suburban Neighborhood, Medium Density

Overview

These areas consist of medium-density, single-family housing (attached or detached). They should be located where there is existing water and sewer infrastructure, or where future infrastructure is expected to be located. Future infrastructure may be driven by the *Sewer System Master Plan & Rate Study* or by developers willing to fund access where it isn't already planned. Depending on the character area and what zoning districts they allow, residential densities can be up to 2.5 dwellings per acre or up to 8 units per acre. In some cases, maximum density may be up to the discretion of the BOC.

Appropriate Zoning Districts:

R-TF (limited), R-X, MHP (limited), PRD (limited)

** excludes multi-family development in some character areas*



Ridgewood Avenue, Gainesville

Suburban Multifamily

Overview

These areas consist of medium- to high-density housing including small-lot single-family detached housing, townhouses and other attached housing types, and multifamily. They should be situated in areas that have the road, water, and sewer infrastructure to support higher density development, or are expected to have it in the future. Residential densities can range from 2.5 dwellings to 10 dwellings per acre. In some cases, maximum density may be up to the discretion of the BOC.

Appropriate Zoning Districts:

R-TF, R-X, R-MF, PRD



Candler Court, Gainesville

Rural Scenic Nodes & Corridors

Overview

The county's rural roadways boast significant natural, historic, or cultural features, and scenic or pastoral views. To balance that with necessary growth, new development along these minor road corridors and intersections should be limited to low-intensity, small-scale commercial uses to serve nearby communities, and well as agricultural uses of all scales. Where there is residential development, the density should be up to 0.75 dwellings per acre.

Appropriate Zoning Districts:

AG-1, AR-1, O-I, S-S, PCD (limited)



SR 283, Clermont

Business Nodes & Corridors

Overview

Many of the county's major roadways have strong connections to infrastructure, employment, and housing, making them desirable for larger scale commercial development. New development along these major road corridors and intersections should consist of higher-intensity commercial uses, low-intensity, consumer-facing industrial uses that house businesses that serve nearby communities, and with some higher density residential, where appropriate. Site designs should use the Quality Development Principals discussed earlier, particularly natural resource protections and high quality landscape installations, to the fullest extent possible. Where there is residential development, the density may be up to 16 dwellings per acre.

Appropriate Zoning Districts:

R-X (limited), R-MF (limited), O-I, S-S, H-B, M-U, I-1, PCD, PRD (limited)



Lake Lanier Islands Parkway

Employment Nodes & Corridors

Overview

Hall County has an economy that is not only strong, but continues to grow, necessitating a need for land that can accommodate both the uses and activity they will generate. These new employment nodes and corridors should consist of industrial and/or office uses housed in either formalized campuses or along major road corridors that have existing or future access to water and sewer. These areas may also include higher density residential uses, where appropriate. Site designs should use the quality development principals discussed earlier to the fullest extent possible. In some areas of the county, this future land use allows limited residential intended to house employees of nearby industries. Where there is residential development, the density may be up to 16 dwellings per acre.

Appropriate Zoning Districts:

R-X (limited), R-MF (limited), O-I, M-U, I-1, I-2 (limited), PID, POD, PRD (limited)



Northeast Georgia Medical Center

Industrial

Overview

These areas include a mix of light and heavy industrial uses, as well as commercial uses that directly support the dominant business uses but are not appropriate for residential development.

Appropriate Zoning Districts:

I-1, I-2, PID



W. White Road

Inland Port

Overview

This area immediately surrounds the incoming Inland Port including the intermodal yard as well as the major freight corridors supporting the flow of goods. As the port develops, further land uses such as housing could be added as appropriate to support key employees of the port. All new development should also take the North Oconee Watershed environmental requirements into account.

Appropriate Zoning Districts:

I-2, R-X, PCD, PID, POD



Regional Activity Nodes & Corridors

Overview

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.

Appropriate Zoning Districts:

R-X (limited), R-MF, O-I, S-S, H-B, M-U, PCD, PRD



Stonebridge Village, Spout Springs

Greenspace Overlay

Overview

Hall County has had a long-time goal of maintaining at least 20% of its land as greenspace since the inception of the Vision 2030 Greenspace Committee. As referenced on page 136, greenspace can come in a variety of forms:

- Protected, undeveloped land
- Agriculture/farms
- Trails (paved and non-paved)
- Green infrastructure
- Neighborhood open space amenity
- Plazas/squares
- Neighborhood parks (1 to 50 acres)
- Community parks (over 50 acres)
- Sports facilities

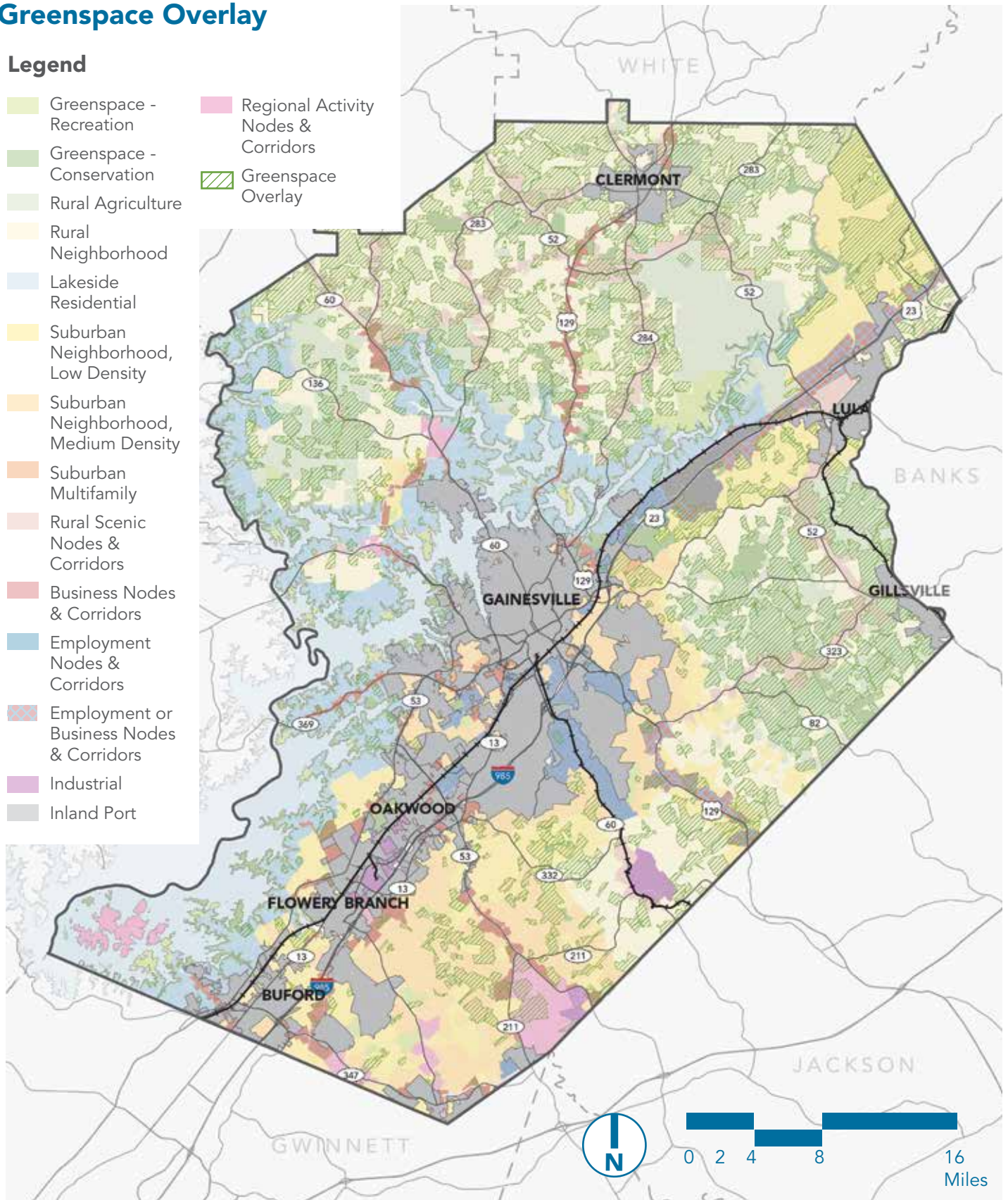
The County has implemented some strategies in the past to increase and maintain their inventory of greenspace, including conservation easements. Page 148 lists some action items that could help the County preserve more greenspace. The map on the facing page identifies those properties that currently have conservation easements or some other preservation measure in place. However, conservation easements are often temporary and would be subject to either renewal or dissolution. This future land use strategy has considered those properties as potential opportunities for greenspace should those easements be continued or if any other protective measures are applied (see page 137). If those lands do not go on to become permanent greenspace, an appropriate future land use has already been identified and new development or redevelopment of that land should strive to retain as much greenspace as possible. If they do become permanent greenspace, then the land would become "Greenspace - Recreation" or "Greenspace - Conservation" depending on the type of greenspace that it will become:

- Permanently protected land/undeveloped land
- Land with potential for environmental restoration
- Open space/passive parks
- Active parks for recreation

Greenspace Overlay

Legend

- Greenspace - Recreation
- Greenspace - Conservation
- Rural Agriculture
- Rural Neighborhood
- Lakeside Residential
- Suburban Neighborhood, Low Density
- Suburban Neighborhood, Medium Density
- Suburban Multifamily
- Rural Scenic Nodes & Corridors
- Business Nodes & Corridors
- Employment Nodes & Corridors
- Employment or Business Nodes & Corridors
- Industrial
- Inland Port
- Regional Activity Nodes & Corridors
- Greenspace Overlay



NORTH HALL

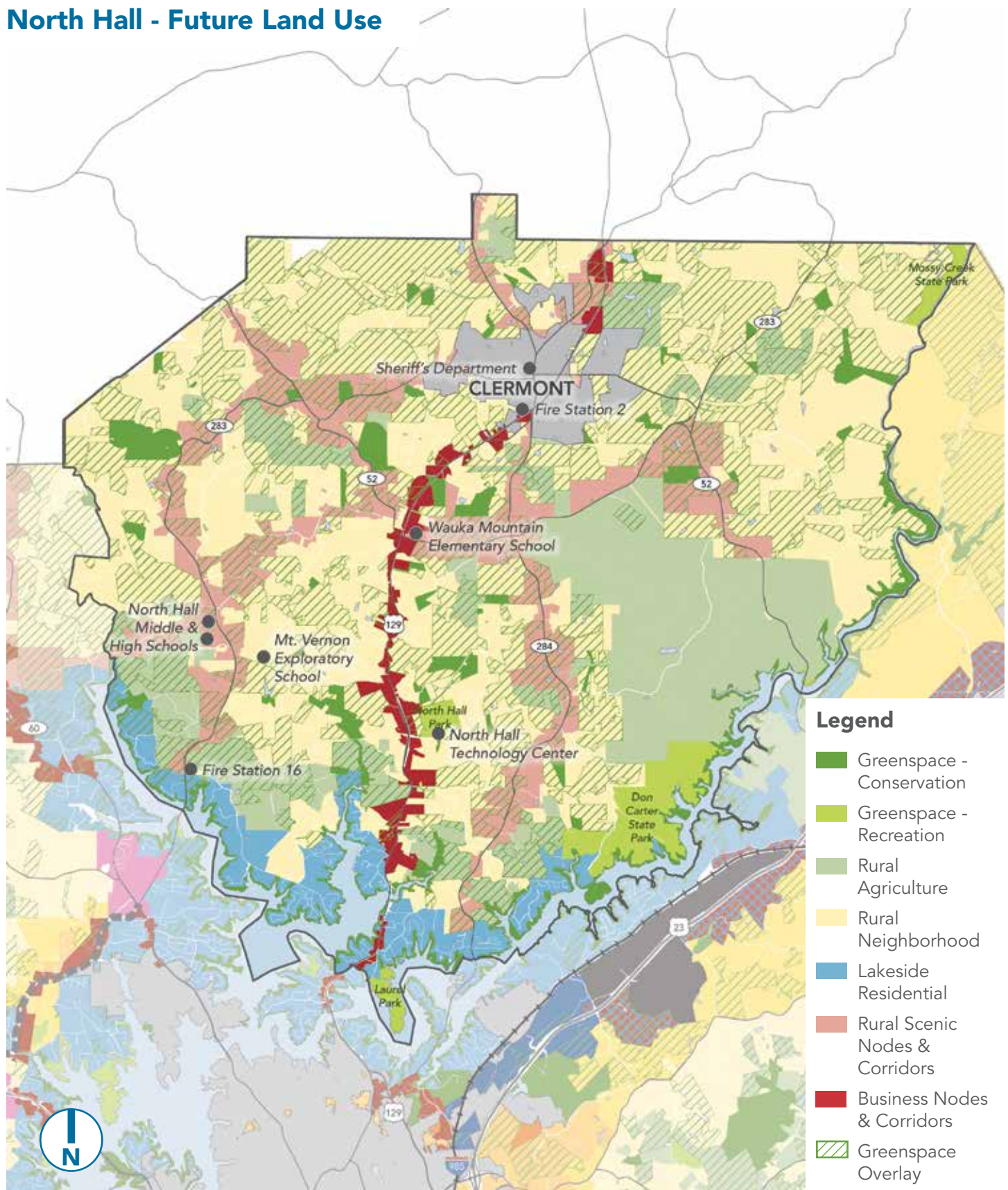
Vision

The vision for North Hall is centered on maintaining rural character while promoting sustainable growth and balanced development that includes attainable housing, agriculture, and preserving both active and passive greenspaces. A focus on improving infrastructure, such as better connectivity and thoughtful traffic solutions, aims to enhance residents' quality of life.

Supporting Ideas

- **Creating & Maintaining Diverse Residential Landscapes.** North Hall should embrace single-family housing that caters to a wide range of income levels and lifestyles, yet is still appropriate to a more pastoral landscape.
- **Preserving Rural Identity.** North Hall's low-density and rural character is important to those who call it home. As the county grows, its identity should be maintained by ensuring that new development not only meets the needs of the residents but is appropriately designed and sited. Nature is important to North Hall residents, so it is vital that greenspace of all forms is preserved and maintained.
- **Balanced and Sustainable Development.** North Hall aims to balance greenspace with residential and commercial growth. The vision advocates for well-planned growth that considers existing and planned infrastructure, creating an environment where small-scale local farming thrives, and promoting ecological responsibility.
- **Improving Connectivity and Infrastructure.** To enhance connectivity and the movement of people and goods, road networks should be improved, and trails should be constructed. This commitment extends to enhancing traffic flow through strategic improvements, such as the improvement of intersections and roadway design.
- **Preservation of Nature and Quality of Life.** The environment (particularly greenspaces and wildlife habitats) should be safeguarded from incompatible development. Excessive industrialization should be curbed and community-oriented businesses that enhance the quality of life should be prioritized.

North Hall - Future Land Use



NORTH HALL

Tying It Back to Growth...

Under this future land use strategy, North Hall can expect up to 5,000 new households before 2050 if land is developed or redeveloped to the highest density allowed by zoning. To ensure quality of life, this means that:

- Hall County will need to build or set aside up to 100 additional acres of programmed parks and/or greenspace (assuming 8.5 acres per 1,000 new residents).
- Hall County Schools will need to accommodate between up to 2,000 additional students in this area.
- Anywhere between 1,800 and 7,000 additional vehicles will be on the roads (assuming 1.7 cars per new household).

Key Strategies

- Continue updating and implementing the North Hall Sewer System master plan.
- Continue working with the Town of Clermont to coordinate land use planning efforts, solve code enforcement issues on the town boundaries, and provide joint services.
- Continue to prioritize roadway improvements to US 129/Cleveland Highway and SR 60/Thompson Bridge Road.
- Prioritize higher density development along US 129/Cleveland Highway
- Work with broadband providers to expand internet access.
- Continue to protect greenspace.
- Consider constructing bike infrastructure for recreational cyclists.
- Create a nature preserve at Glade Farm.

North Hall Future Land Use & Zoning Compatibility Table

Future Land Use	AG-1	AR-1	V-C	R-1-L	R-1	R-TF	R-X	R-MF	MHP	O-I	S-S	H-B	M-U	I-1	I-2	PCD	PID	POD	PRD
Greenspace - Recreation	X	X	X	X	X		X			X	X	X	X	X	X	X			
Greenspace - Conservation	X	X	X	X	X					X	X	X	X	X	X	X			
Rural Agriculture	X	X																	
Rural Neighborhood		X		X															
Lakeside Residential			X	X	X														
Rural Scenic Nodes & Corridors	X	X								X	X								
Business Nodes & Corridors							X			X	X	X	X	X		X			



Source: Google Earth



Note: Images are for example purposes only and may not be located in unincorporated Hall County.

MURRAYVILLE/SARDIS

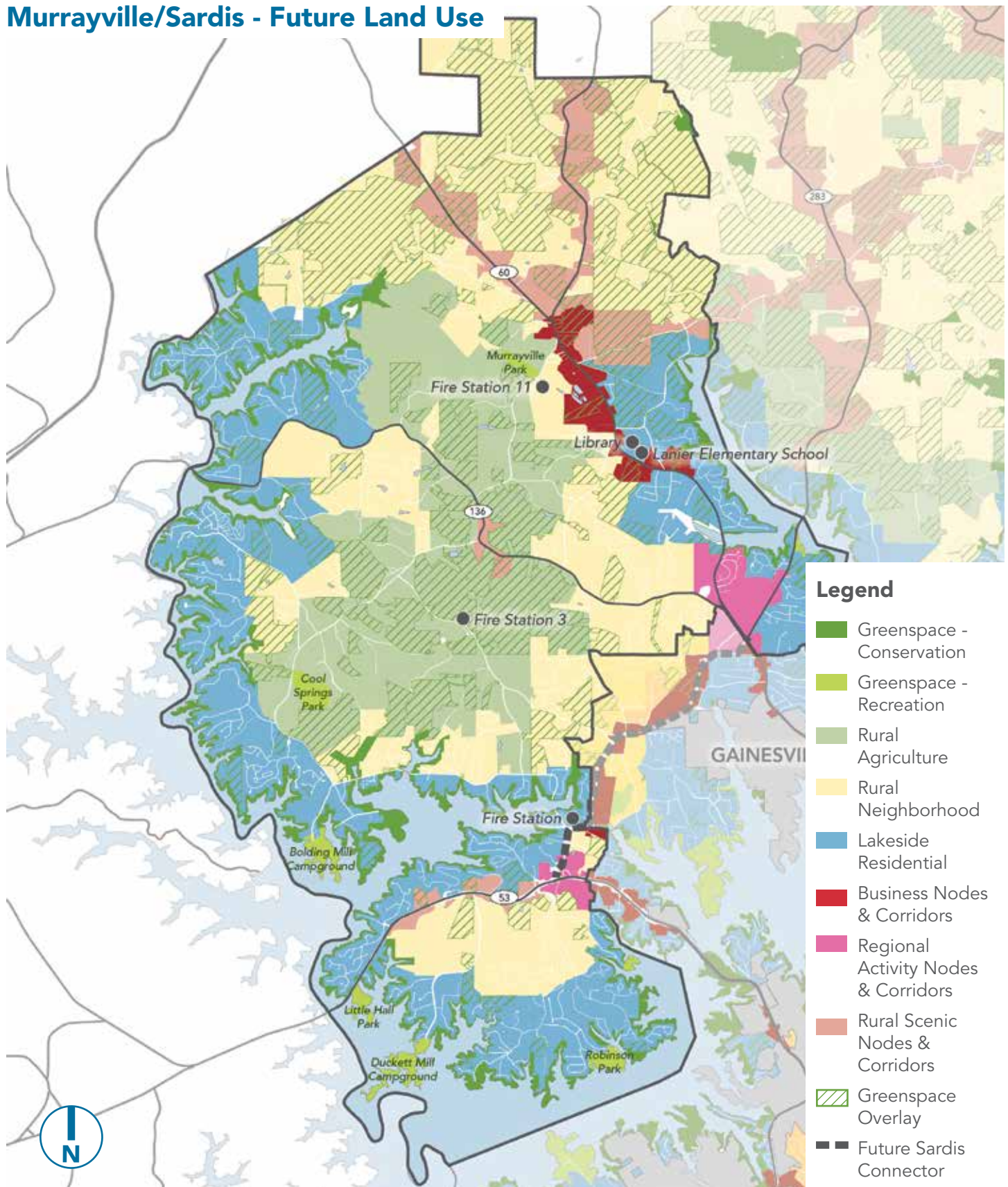
Vision

The Murrayville/Sardis community places a paramount emphasis on maintaining its rural, tranquil charm through preserving its sense of safety and natural features. The community also wants to ensure affordable housing options, prevent suburbanization, improve road conditions, and mend other infrastructure woes. By concentrating growth exclusively along SR 60/Thompson Bridge Road, as it has existing and planned infrastructure and the beginnings of a regional activity center, the County can preserve the rural character that is important to the residents in the Murrayville/Sardis area.

Supporting Ideas

- **Community Identity and Rural Charm.** The community strongly values its rural identity and seeks to maintain it by opposing over-commercialization and unwarranted growth. They want to retain the peaceful and rustic feel that drew them to the area.
- **Affordable Housing and Growth.** Residents in this area are deeply concerned about housing affordability, particularly for younger individuals and starter households. They emphasize a strong desire to limit future development to ensure that existing infrastructure isn't overwhelmed and rural character is preserved.
- **Quality of Life.** To ensure that those living in Murrayville/Sardis have the quality of life they have come to expect, access to services should be prioritized, including ensuring that there are adequate shopping and restaurants, housing for seniors, parks, libraries, schools, etc.
- **Visual Aesthetics and Architectural Quality.** When and where new development is built, the existing visual character of the area should be preserved and enhanced. Housing and commercial developments should be aesthetically pleasing.
- **Sustainability and Conservation.** There is a desire to uphold ongoing sustainability and conservation efforts through the preservation of greenspace and trees.
- **Balanced Growth.** New development or redevelopment in Murrayville/Sardis should avoid the urban sprawl that has occurred in other areas of the county. Balanced growth can occur while preserving the aspects of community character that residents enjoy through thoughtful zoning and development practices. The establishment of small scale mixed-use developments can promote walkability and access to local amenities should be prioritized where noted in the Future Development Strategy.
- **Sardis Connector.** Concentrating new growth along the future Sardis Connector can ensure new development in this area is supported by the necessary transportation and sewer infrastructure. This will allow the remainder of the Murrayville Sardis area to retain its rural charm while developing new amenities for the community. Land developed or redeveloped in the Regional Activity Nodes at the intersections with SR 60/Thompson Bridge Road and SR 53/Dawsonville Highway may do so at a lesser intensity in the Murrayville/Sardis Character Area than in other areas of the county.

Murrayville/Sardis - Future Land Use



MURRAYVILLE/SARDIS

Tying It Back to Growth...

Under this future land use strategy, Murrayville/Sardis can expect up to 5,300 new households before 2050 if land is developed or redeveloped to the highest density allowed by zoning. To ensure quality of life, this means that:

- Hall County will need to build or set aside up to 135 additional acres of programmed parks and/or greenspace (assuming 8.5 acres per new 1,000 residents).
- Hall County Schools will need to accommodate up to 2,500 additional students in this area.
- Anywhere between 1,800 and 7,000 additional vehicles will be on the road (assuming 1.7 cars per new household).

Key Strategies

- Continue to protect greenspace.
- Explore ways to expand infrastructure to Murrayville/Sardis to keep up with increased growth pressures while maintaining rural character.
- Until infrastructure can fully catch up to the demands of new development, limit new greenfield development.
- Prioritize higher density developments along SR 60/Thompson Bridge Road and at the intersection of the new Sardis Connector with SR 53/Dawsonville Highway.

Murrayville/Sardis Future Land Use & Zoning Compatibility

Future Land Use	AG-1	AR-1	V-C	R-1-L	R-1	R-TF	R-X	R-MF	MHP	O-I	S-S	H-B	M-U	I-1	I-2	PCD	PID	POD	PRD
Greenspace - Recreation	X	X	X	X	X		X	X		X	X	X	X	X		X			X
Greenspace - Conservation	X	X	X	X	X		X	X		X	X	X	X	X		X			X
Rural Agriculture	X	X																	
Rural Neighborhood		X		X															
Lakeside Residential			X	X	X														
Business Nodes & Corridors										X	X	X	X	X		X			
Rural Scenic Nodes & Corridors	X	X								X	X			X					
Regional Activity Nodes & Corridors							X	X		X	X	X	X			X			X



GAINESVILLE AREA

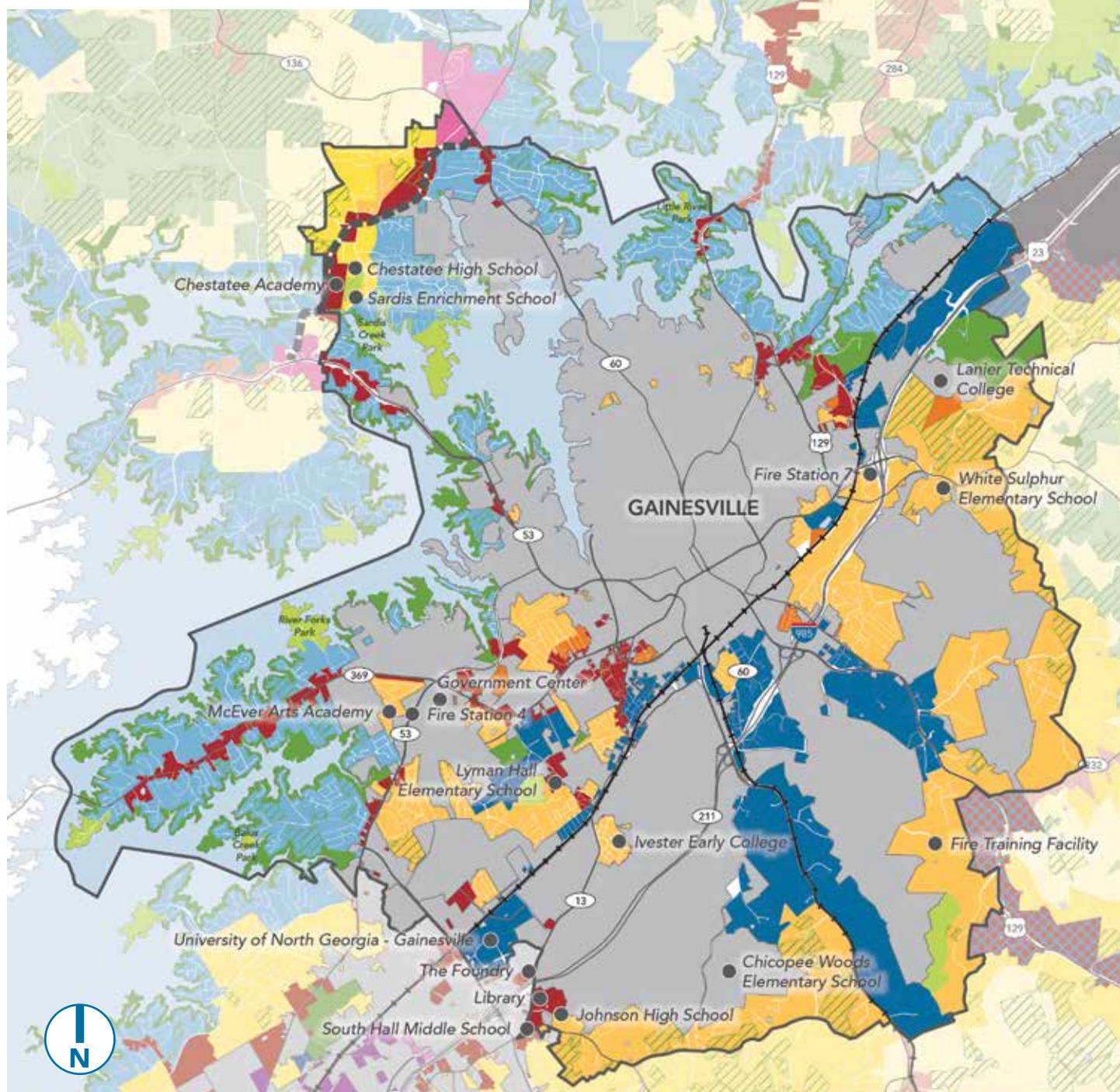
Vision

The vision for the area surrounding Hall County's largest city is one of a dynamic, well-balanced community that prioritizes thoughtful development. This vision is one that promotes a vibrant, engaging, and sustainable future for residents and newcomers alike.

Supporting Ideas

- **Infrastructure and Safety.** When possible, new development and redevelopment should address road safety and safe pedestrian access around schools and neighborhoods. Transportation improvements should focus on enhancing traffic flow and pedestrian safety.
- **Recreational Spaces.** The community's love for recreational spaces underscores the need to continue fostering outdoor activities and safe pedestrian movement.
- **Housing and Development.** Housing in the Gainesville Area should be complementary of what's already being provided in the city, while also fitting into the context of neighboring communities in other character areas. Higher density housing should be prioritized, especially in areas that have access to major roads and sewers.
- **Environmental Preservation.** New development should put emphasis on preserving tree cover and promoting green infrastructure and best practices to keep the environment not only healthy, but attractive as well.
- **Managing Growth.** Balancing growth will be critical for this area. The City of Gainesville and the surrounding areas are expected to take in much of the new growth projected for Hall County, meaning that the development of new residential needs to limit overpopulation in constrained areas and consider the impact on services such as schools, police, sewer and water, and social support systems. New development should be well-planned with infrastructure and density thoughtfully balanced to ensure long-term cohesion.
- **Attainable Housing.** Like other areas in Hall County, improved housing quality and availability should be prioritized for low to middle-income households.
- **Sardis Connector.** The new Sardis Connector's expanded transportation infrastructure offers an opportunity to accommodate future growth while preserving the rural character of nearby areas. Development or redevelopment along the Sardis Connector and at the intersections with SR 53/Dawsonville Highway and SR 60/Thompson Bridge Road may occur at a lower intensity compared to other parts of the county.

Gainesville Area - Future Land Use



Legend

- Greenspace - Conservation
- Greenspace - Recreation
- Lakeside Residential

- Suburban Neighborhood, Low Density
- Suburban Neighborhood, Medium Density
- Suburban Multifamily
- Business Nodes & Corridors

- Employment Nodes & Corridors
- Regional Activity Nodes & Corridors
- Greenspace Overlay
- Future Sardis Connector

GAINESVILLE AREA

Tying It Back to Growth...

Under this future land use strategy, the Gainesville area (not the City itself) can expect to see up to 16,500 new households before 2050 if land is developed or redeveloped to the highest density allowed by zoning. To ensure quality of life, this means that:

- Hall County will need to build or set aside up to 400 additional acres of programmed parks and/or greenspace (assuming 8.5 acres per 1,000 new residents).
- Hall County Schools will need to accommodate up to 8,000 additional students in this area.
- Up to 28,000 additional vehicles will be on the road (assuming 1.7 cars per new household).

Key Strategies

- Continue working with the City of Gainesville to coordinate land use planning efforts, solve code enforcement issues on the city boundaries, and provide joint services like water and sewer.
- Establish a joint program with the City of Gainesville to address housing attainability through the Georgia Initiative for Community Housing (GICH) program.
- Continue efforts to fully construct the Highlands to Islands Trails system.
- Ensure that new development along the new Sardis Connector fits in with the character of the surrounding area while meeting the needs of the community.
- Consider public/private partnerships to develop quality residential near the Sardis Connector.

Gainesville Area Land Use & Zoning Compatibility Table

Future Land Use	AG-1	AR-1	V-C	R-1-L	R-1	R-TF	R-X	R-MF	MHP	O-I	S-S	H-B	M-U	I-1	I-2	PCD	PID	POD	PRD
Greenspace - Recreation			X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Greenspace - Conservation			X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Lakeside Residential			X	X	X		X												
Suburban Neighborhood, Low-Density				X	X		X												
Suburban Neighborhood, Medium-Density						X	X		X										X
Suburban Multi-Family						X	X	X											X
Business Nodes & Corridors								X		X	X	X	X	X		X			X
Employment Nodes & Corridors								X		X			X	X			X	X	X
Regional Activity Nodes & Corridors							X	X		X	X	X	X	X		X			X



Note: Images are for example purposes only and may not be located in unincorporated Hall County.

THE SARDIS CONNECTOR

The Sardis Connector will provide a four-lane divided roadway between SR 60/Thompson Mill Road to the north and SR 53/Dawsonville Highway to the south. The road will have sidewalks on both sides. Like any new roadway, the Sardis Connector has the potential to bring with it new development along its right-of-way. The Connector provides an opportunity for Hall County to coordinate land use and development with infrastructure.

The areas along the Connector and its intersections with SR 60/Thompson Mill Road and SR 53/Dawsonville Highway will need extra attention as plans begin to emerge from developers and builders. The comprehensive plan assigns "Regional Activity Nodes & Corridors" to the major intersections and "Business Nodes & Corridors" to the areas that front the road between them as they provided the necessary level of flexibility. However, because of concerns about the interaction between land use and infrastructure, the community desires additional scrutiny when deciding what types of development should be approved.

This comprehensive plan recommends that Hall County undergo a public small area planning process that will then inform a zoning overlay for the area shown on page 183. Until those recommendations are codified, the community has set forth the following as their vision for the Sardis Connector:

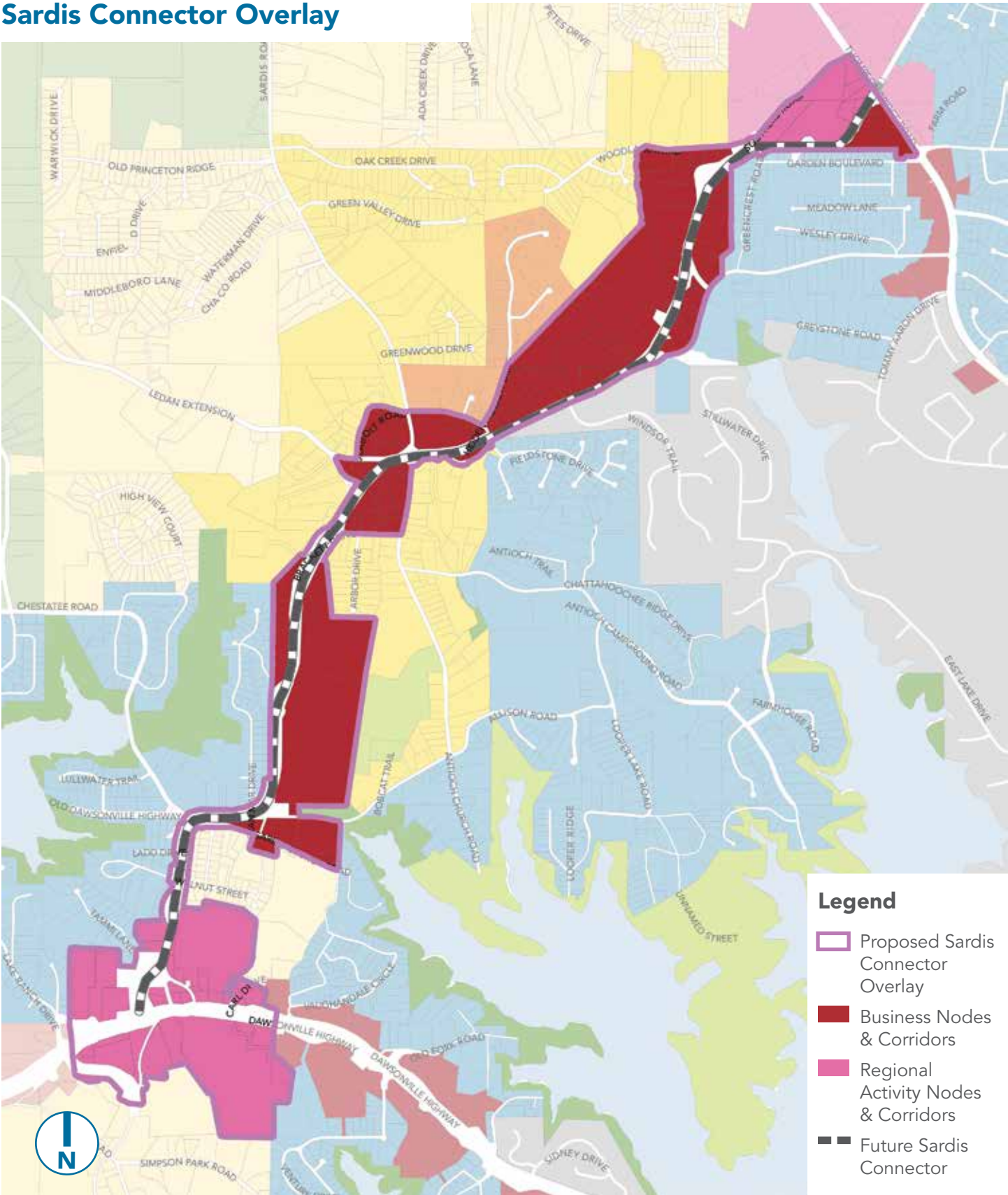
What the Community Supports

- Appropriately scaled development that fits in with the context of the area
- A "county crossroads" style of development for the central node
- Well-defined gateways
- Parks and greenspaces
- A mix of residential and commercial development clustered around greenspace
- Activated uses
- Alley-loaded residential
- Buildings oriented to streets and sidewalks
- Buffers from traffic
- Quality architecture and landscape design
- Walkability
- Rooftop spaces

What the Community Doesn't Support

- Tall buildings
- Townhouses that have no variation between buildings
- Parks and greenspace directly adjacent to high-traffic areas
- Parking that is visually prominent (along roads, in front of buildings, etc.)
- Housing types that don't match with the surrounding residential areas or are too great in cost/value.

Sardis Connector Overlay



EAST HALL

Vision

The East Hall community envisions a future that upholds its distinct identity while promoting responsible growth, safety, and environmental preservation, particularly around the new Inland Port. A focus on attainability, cleanliness, and access to quality services reflects East Hall's commitment to a high quality of life for all of its residents.

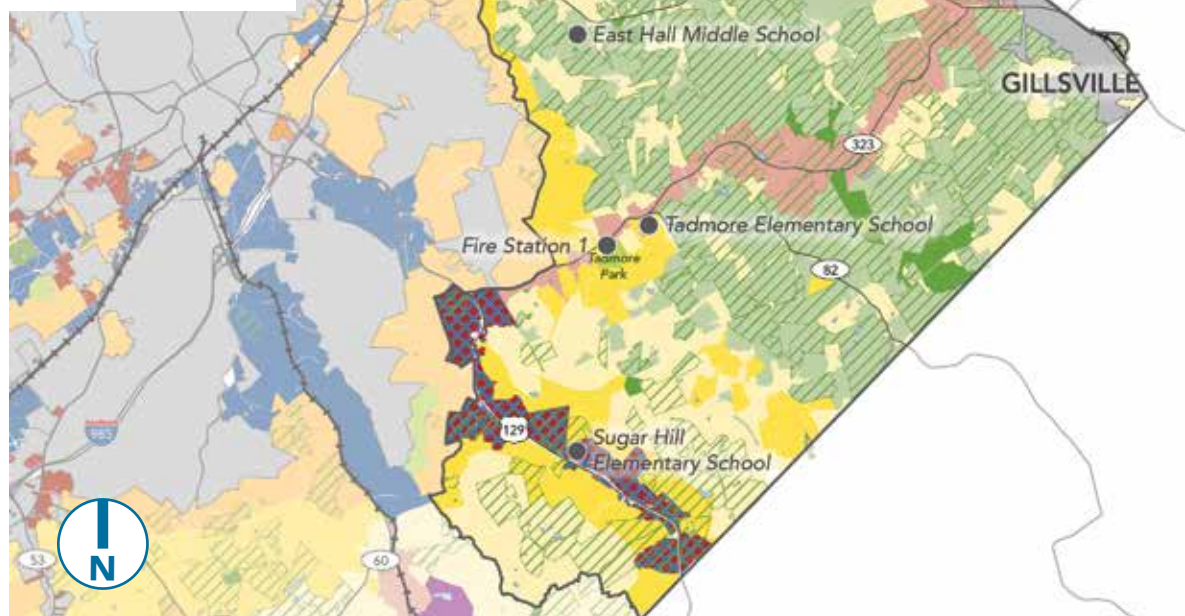
Supporting Ideas

- **Development of the Inland Port.** The new Inland Port along SR 365/Cornelia Highway will bring with it new industrial development along with the potential for supportive businesses and housing for its employees. New industrial, commercial, and residential development should be prioritized near the Inland Port to take advantage of available and soon-to-be available sewer services and preserve open space and agricultural lands elsewhere in East Hall.
- **Smart Transportation Solutions.** Traffic flow and safety on key roads should be improved by implementing well-designed intersections and traffic management strategies to create a smoother travel experience. New development should be prioritized along four-lane roads that can support additional vehicles.
- **Beautification and Neighborhood Improvement.** Prioritizing code enforcement should increase the attractiveness of its neighborhoods.
- **Housing Diversity Through Zoning.** The community recognizes the importance of maintaining the character of its neighborhoods. The County should implement zoning regulations that help the East Hall area ensure balanced development, prevention of overcrowding, and housing diversity, while respecting the natural surroundings.
- **Environmental Stewardship.** New developments should strive to maintain the beauty of the landscape, protect wildlife habitats, and preserve the overall well-being of its surroundings.
- **Quality Housing and Amenities.** New residential developments should be in the form of thoughtfully designed neighborhoods that prioritize green spaces, recreational facilities, and high-quality houses. East Hall aims to attract residents seeking a country feel with quality living and vibrant amenities.
- **Balanced Commercial Growth.** To encourage economic development throughout East Hall, new commercial development should ensure a mix of businesses that cater to residents' needs, fostering livability while honoring its more rural character.

East Hall - Future Land Use

Legend

- Greenspace - Conservation
- Greenspace - Recreation
- Rural Agriculture
- Rural Neighborhood
- Lakeside Residential
- Suburban Neighborhood, Low Density
- Rural Scenic Nodes & Corridors
- Business or Employment Nodes & Corridors
- Employment Nodes & Corridors
- Inland Port
- Greenspace Overlay



EAST HALL

Tying It Back to Growth...

Under this future land use strategy, East Hall can expect to see up to 14,500 new households before 2050 if land is developed or redeveloped to the highest density allowed by zoning. To ensure quality of life, this means that:

- Hall County will need to build or set aside up to 350 additional acres of programmed parks and/or greenspace (assuming 8.5 acres per 1,000 new residents).
- Hall County Schools will need to accommodate up to 7,000 additional students in this area.
- Anywhere between 9,000 and 25,000 additional vehicles will be on the roads (assuming 1.7 cars per new household).

Key Strategies

- Continue updating and implementing the North Hall Sewer System master plan to ensure the success of new development in and around the Inland Port.
- Leverage the North Oconee Water Supply Watershed Protection Overlay District to continue environmental protection efforts.
- Conduct a corridor development study for SR 365/Cornelia Highway to determine optimal industrial capacity, the best industries to locate along them, the impacts to infrastructure, and propose alternative locations for new industry.
- Prioritize locating new parks and recreational facilities in this area.

East Hall Future Land Use & Zoning Compatibility Table

Future Land Use	AG-1	AR-1	V-C	R-1-L	R-1	R-TF	R-X	R-MF	MHP	O-I	S-S	H-B	M-U	I-1	I-2	PCD	PID	POD	PRD
Greenspace - Recreation	X	X	X	X	X		X			X	X		X	X	X	X	X	X	
Greenspace - Conservation	X	X	X	X	X					X	X		X	X	X	X	X	X	
Rural Agriculture	X	X																	
Rural Neighborhood		X		X															
Lakeside Residential			X	X	X														
Suburban Neighborhood, Low-Density				X	X		X												
Rural Scenic Nodes & Corridors	X	X								X	X					X			
Business or Employment Nodes & Corridors							X	X		X	X	X	X	X		X	X	X	X
Employment Nodes & Corridors							X	X		X			X	X	X		X	X	X
Inland Port															X	X	X	X	



Note: Images are for example purposes only and may not be located in unincorporated Hall County.

CHESTNUT MOUNTAIN/CANDLER

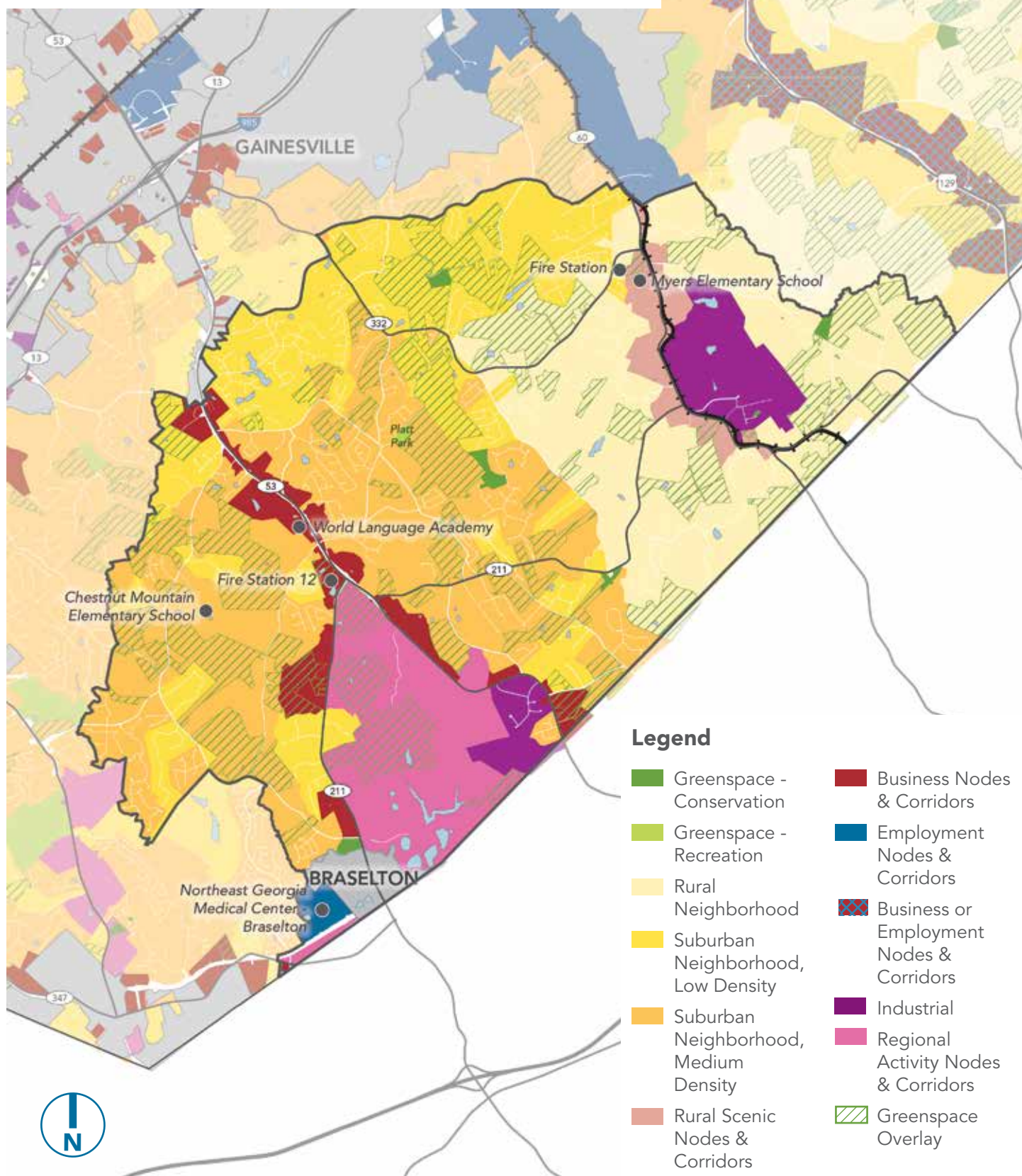
Vision

Although the Chestnut Mountain/Candler area is one of Hall County's fastest growing areas, the community envisions a balanced future that upholds the area's rural and suburban charm while strategically incorporating the growth that is coming through thoughtfully designed, high-quality developments. With a commitment to preserving its natural beauty and enhancing the well-being of its residents, this area seeks to create an environment that reflects its distinctive character.

Supporting Ideas

- **Balanced Planning and Zoning.** The Chestnut Mountain/Candler area is at a crossroads: situated between the ever-growing South Hall and Gainesville areas and a fast-growing Jackson County, this area will absorb a significant portion of the county's growth in the coming years, highlighting the importance of planning and zoning that is aligned with the area's wishes for balanced growth. With a focus on preserving open spaces and avoiding over-development where there is no infrastructure to support it, the Chestnut Mountain/Candler area seeks to create a flourishing and sustainable environment for new growth.
- **Educational Access and Efficiency.** It is imperative that the County and the Hall County Board of Education continue to have conversations about growth's future effects on enrollment. New schools should be sited so that they minimize travel times and provide convenient access.
- **Safety and Services.** The Chestnut Mountain/Candler area values the safety and security of its residents. The preservation and growth of law enforcement and fire/paramedic services will be prioritized to ensure public safety and rapid emergency response to both established and fast-growing communities.
- **Balanced Commercial Growth.** While promoting responsible development best practices, Chestnut Mountain/Candler will maintain a balance between commercial growth and the preservation of its rural charm. Shopping and dining options that cater to various preferences and provide an enriching experience should be prioritized.
- **Infrastructure and Connectivity.** Chestnut Mountain/Candler recognizes the need for well-planned infrastructure to support its growth. Future improvements should enhance connectivity and accommodate increasing traffic demands.
- **Environmental Stewardship.** The community values the importance of protecting its natural areas, particularly greenspace. With an emphasis on environmental responsibility, Chestnut Mountain/Candler will strive to balance new development with preservation.
- **Neighborhood Development.** The community envisions a blend of neighborhoods with diverse housing options that cater to different income levels. It seeks to enhance the quality of life for its residents by promoting well-designed, comfortable, and aesthetically pleasing residential areas.

Chestnut Mountain/Candler - Future Land Use



CHESTNUT MOUNTAIN/CANDLER

Tying It Back to Growth...

Under this future land use strategy, Chestnut Mountain/Candler can expect to see up to 18,000 new households before 2050 if land is developed or redeveloped to the highest density allowed by zoning. To ensure quality of life, this means that:

- Hall County will need to build or set aside up to 450 additional acres of programmed parks and/or greenspace (assuming 8.5 acres per new 1,000 residents).
- Hall County Schools will need to accommodate up to 8,500 additional students in this area.
- Anywhere between 12,500 and 31,000 additional vehicles will be on the roads (assuming 1.7 cars per new household).

Key Strategies

- Continue working with the Cities of Gainesville and the Town of Braselton to coordinate land use planning efforts, solve code enforcement issues and provide joint services where necessary.
- Prioritize the creation of new parks and recreational facilities in this area.
- Continue updating and implementing the South Hall Sewer System master plan.
- Continue to plan for commercial and industrial growth along SR 53 and SR 60/Candler Road.

Chestnut Mountain/Candler Future Land Use & Zoning Compatibility Table

Future Land Use	AG-1	AR-1	V-C	R-1-L	R-1	R-TF	R-X	R-MF	MHP	O-I	S-S	H-B	M-U	I-1	I-2	PCD	PID	POD	PRD
Greenspace - Recreation	X	X		X	X		X	X		X	X	X	X	X	X	X	X	X	X
Greenspace - Conservation	X	X		X	X		X	X		X	X	X	X	X	X	X	X	X	X
Rural Neighborhood		X		X															
Suburban Neighborhood, Low-Density				X	X		X												
Suburban Neighborhood, Medium-Density							X												
Rural Scenic Nodes & Corridors	X	X								X	X					X			
Business Nodes & Corridors										X	X	X	X	X		X			
Employment Nodes & Corridors										X			X	X			X	X	
Business or Employment Nodes & Corridors										X	X	X	X	X		X	X	X	X
Industrial														X	X		X		
Regional Activity Centers							X	X		X	X	X	X			X			X



SOUTH HALL

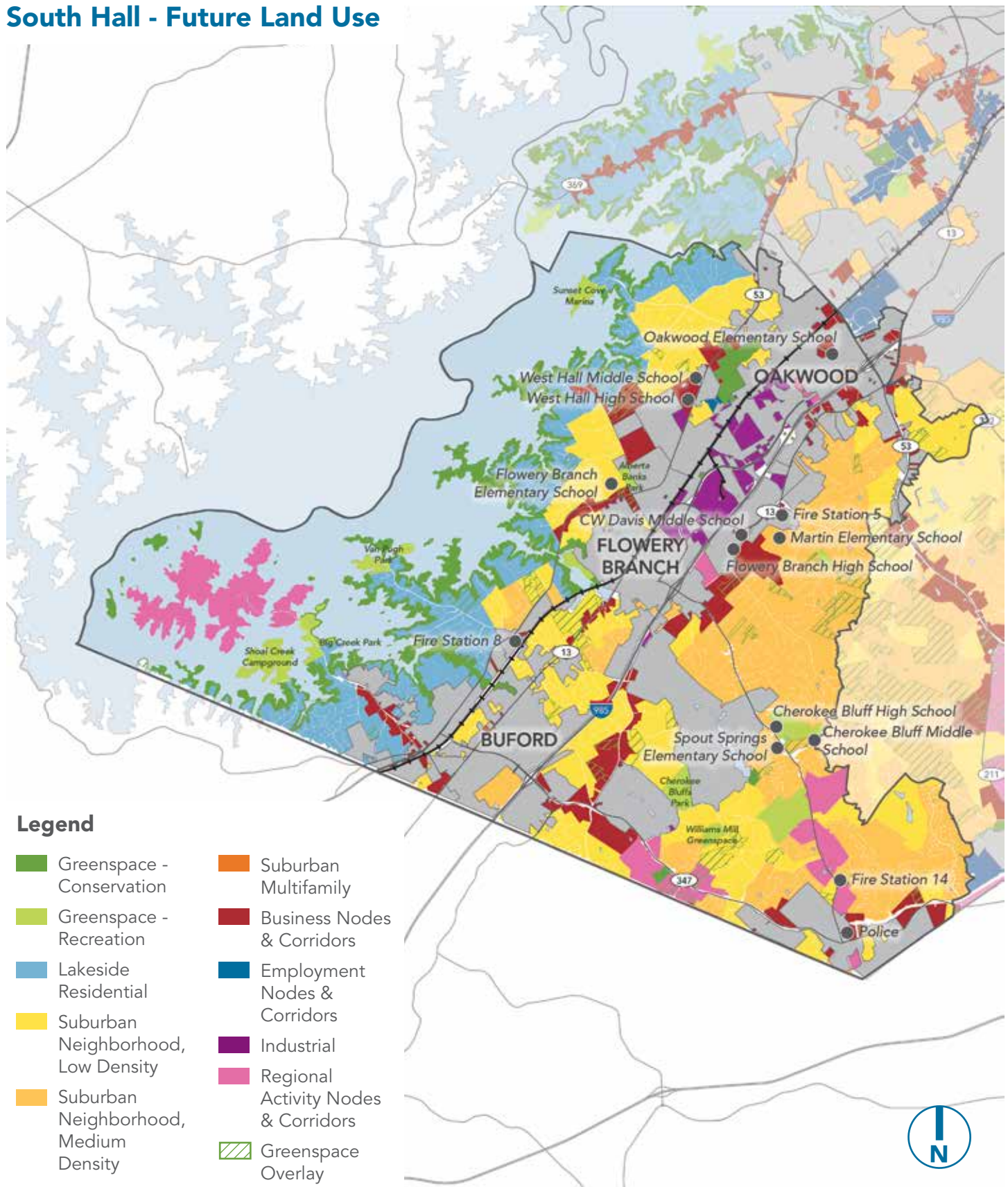
Vision

The vision for South Hall is to foster growth and development that realigns the balance between residential and non-residential areas and creates a unique, suburban character. To achieve this balance, infrastructure, housing, and conservation must be strategically planned in a way that respects the needs and desires of its diverse population. This would set the area up to become a model for responsible and prosperous development in the region.

Supporting Ideas

- **Regional Collaboration and Informed Planning.** Recognizing the intergovernmental impacts of decisions, South Hall aims to establish a platform for collaboration between the Cities of Buford, Flowery Branch, and Oakwood to better enhance planning outcomes and ensure a holistic approach to land development.
- **Livable Communities.** South Hall endeavors to promote development that prioritizes the creation of vibrant, connected neighborhoods with efficient traffic flow. Mindful of congestion and commute times, the community seeks solutions that enhance daily life for residents and minimize negative impacts.
- **Preservation of Greenspace and Character.** What was once considered a quiet area has experienced a spillover of growth from neighboring Gwinnett County, causing rapid suburbanization. Continuing to preserve South Hall's natural beauty is paramount to existing residents. A focus on balanced development, reduced tree cutting, and integration of green spaces into neighborhoods will ensure a harmonious coexistence of nature and urban spaces.
- **Quality Housing and Affordability.** South Hall should continue to offer diverse housing options, including housing affordable for all income levels. Prioritizing incremental development, the community will ensure that its housing supply is aligned with programmed and future infrastructure projects, maintaining housing affordability and economic stability.
- **Quality of Community Resources.** South Hall's growth plan will seek to accommodate the needs of the school system, healthcare facilities, and road networks to support a thriving environment for residents of all ages. It is imperative that the County and the Hall County Board of Education continue to have conversations about growth's future effects on enrollment.
- **Balanced Urbanization.** New development in South Hall should avoid the pitfalls of the urban sprawl that has plagued the area for decades. With thoughtful zoning and development practices, responsible growth can occur while preserving the aspects of community character that residents enjoy. The establishment of mixed-use and mixed-density developments to promote walkability and access to local amenities should be prioritized where noted in the Future Development Strategy. With a focus on well-designed spaces, South Hall will create environments that cater to both residents and businesses.
- **Environmentally Responsible Growth.** South Hall should continue to protect its natural resources and open spaces. By adopting sustainable practices, enforcing tree ordinances, and minimizing pollution, the environment's health and longevity can be preserved.

South Hall - Future Land Use



SOUTH HALL

Tying It Back to Growth...

Under this future land use strategy, South Hall can expect to see up to 15,000 new households before 2050 if land is developed or redeveloped to the highest density allowed by zoning. To ensure quality of life, this means that:

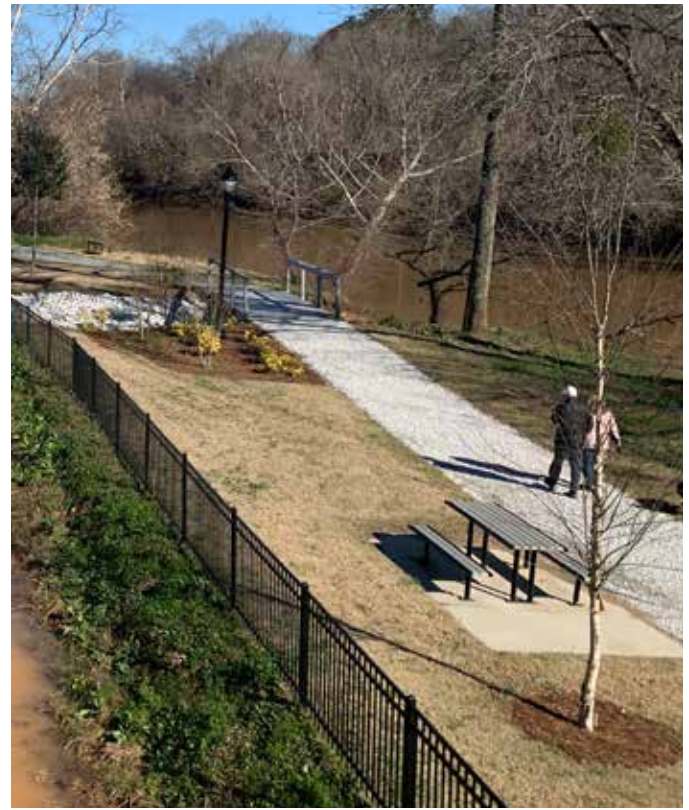
- Hall County will need to build or set aside up to 400 additional acres of programmed parks and/or greenspace (assuming 8.5 acres per new 1,000 residents).
- Hall County Schools will need to accommodate up to 7,000 additional students in this area.
- Anywhere between 12,000 and 26,000 additional vehicles will be on the roads (assuming 1.7 cars per new household).

Key Strategies

- Continue working with the Cities of Flowery Branch, Oakwood, and Buford as well as the Town of Braselton to coordinate land use planning efforts, solve code enforcement issues and provide joint services where necessary.
- Continue updating and implementing the South Hall Sewer System master plan.
- Continue efforts to fully construct the Highlands to Islands Trails system and explore other opportunities for regional trail connections.
- Promote the construction of new sidewalk connections in new developments.
- Prioritize fixing transportation issues along McEver Road, Mundy Mill Road, SR 347/ Friendship Road, Spout Springs Road, and SR 13/Atlanta Highway.

South Hall Future Land Use & Zoning Compatibility Table

Future Land Use	AG-1	AR-1	V-C	R-1-L	R-1	R-TF	R-X	R-MF	MHP	O-I	S-S	H-B	M-U	I-1	I-2	PCD	PID	POD	PRD
Greenspace - Recreation			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Greenspace - Conservation			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Lakeside Residential			X	X	X		X												
Suburban Neighborhood, Low-Density				X	X		X												
Suburban Neighborhood, Medium-Density						X	X		X										
Business Nodes & Corridors								X		X	X	X	X	X		X			X
Employment Nodes & Corridors										X			X	X			X	X	
Industrial														X	X		X		
Regional Activity Centers						X	X	X		X	X	X	X			X			X



Note: Images are for example purposes only and may not be located in unincorporated Hall County.

Future Land Use & Infrastructure Alignment

A common theme of this plan is aligning future development with infrastructure. The key to Hall County's future land use strategy being successful is ensuring that infrastructure, particularly sewer, will be able to keep up with both population and employment growth in the coming years.

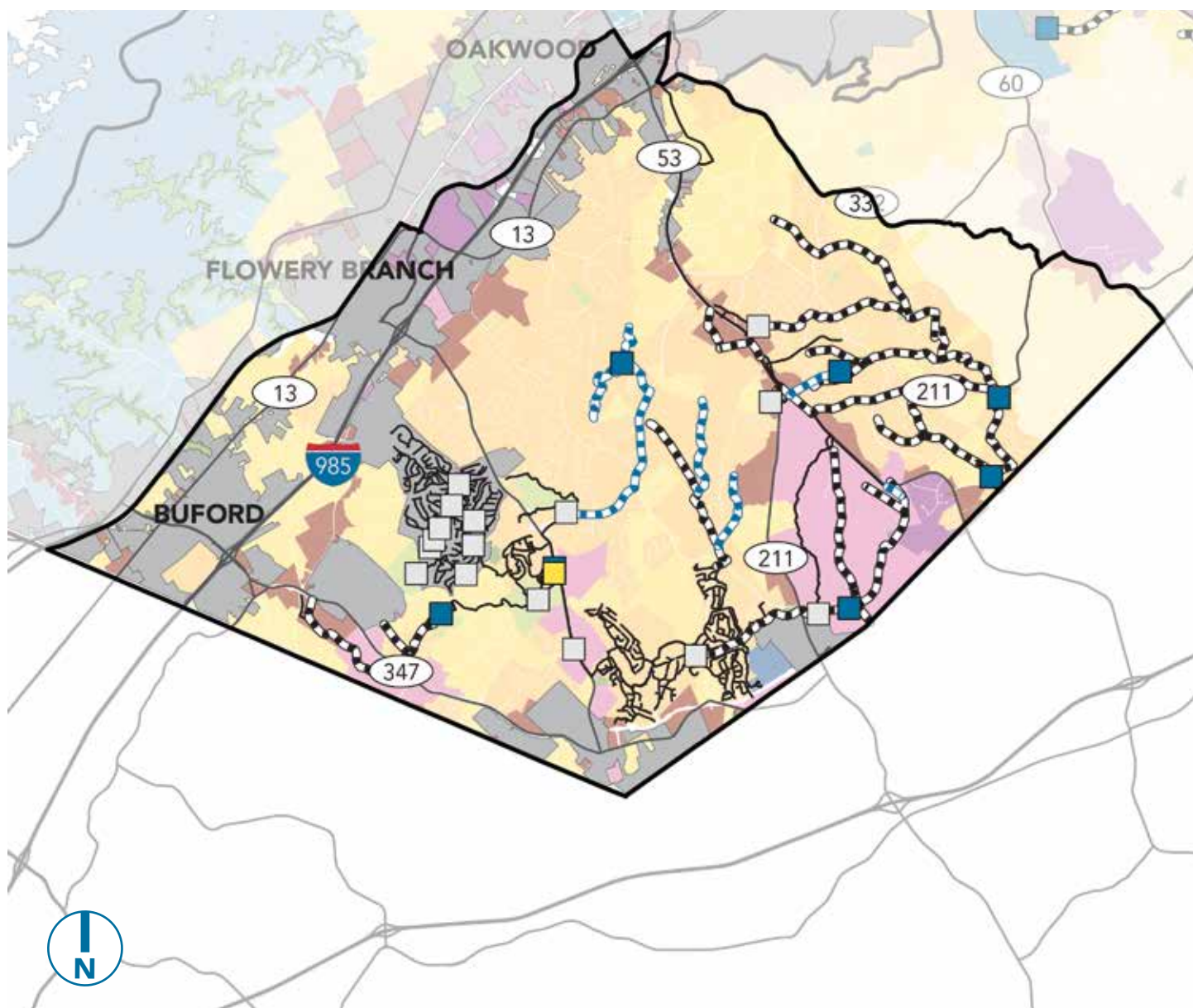
To develop the future land use strategy outlined in this plan, the County's most recent update of the *Sewer System Master Plan & Rate Study* was considered. Areas that were prioritized for sewer were marked for higher density development, provided that the fully built system's capacity could meet the excess demand. (See pages 65-67) for more information about the *Sewer System Master Plan & Rate Study*.) Pages 197 and 198 show the proposed sewer expansion by County Commission district overlaid onto the future land use map. The proposed sewer expansion does not occur in Commissioner Districts 2 and 4.

In Commissioner District 1, which encompasses most of South Hall and some of Chestnut Mountain/Candler, 35 miles of new County-built and developer-built sewer lines and eight new pump stations were proposed to address current deficiencies within the area and accommodate future growth. When fully built, it will provide an average daily flow of 4.7 million gallons per day, half of which is anticipated to serve existing and new residential areas. As it relates to the future land use strategy, sewer expansion will accommodate primarily areas marked for Suburban Neighborhood, Medium Density; Business Nodes & Corridors; and Regional Activity Nodes & Corridors. These areas will be able to accommodate the anticipated future growth as the expanded system is built. These new lines, when built, can provide a base for expansion beyond the year 2040 if and when additional growth is anticipated.

Future Land Use & Infrastructure Alignment - Commissioner District 1























Legend

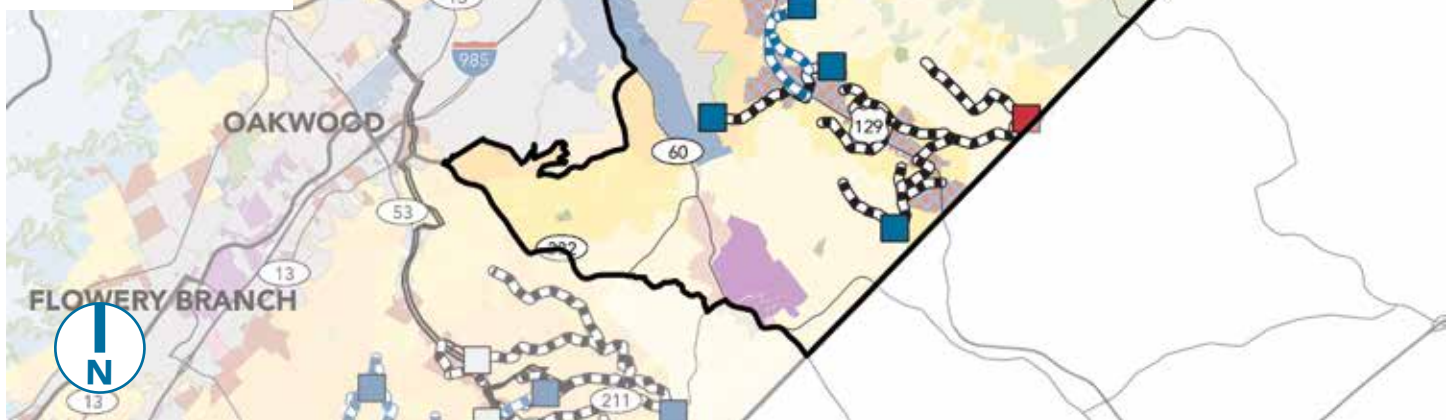
Greenspace - Recreation	Suburban Neighborhood, Low Density	Business Nodes & Corridors	Regional Activity Nodes & Corridors	Existing WRF
Greenspace - Conservation	Suburban Neighborhood, Medium Density	Employment Nodes & Corridors	Existing County Sewer Line	Proposed WRF
Rural Agriculture	Suburban Multifamily	Employment or Business Nodes & Corridors	Proposed County Built Sewer Line	Existing Pump Station
Rural Neighborhood	Rural Scenic Nodes & Corridors	Industrial	Proposed Developer Built Sewer Line	Proposed Pump Station
Lakeside Residential		Inland Port		



Future Land Use & Infrastructure Alignment - Commissioner District 3

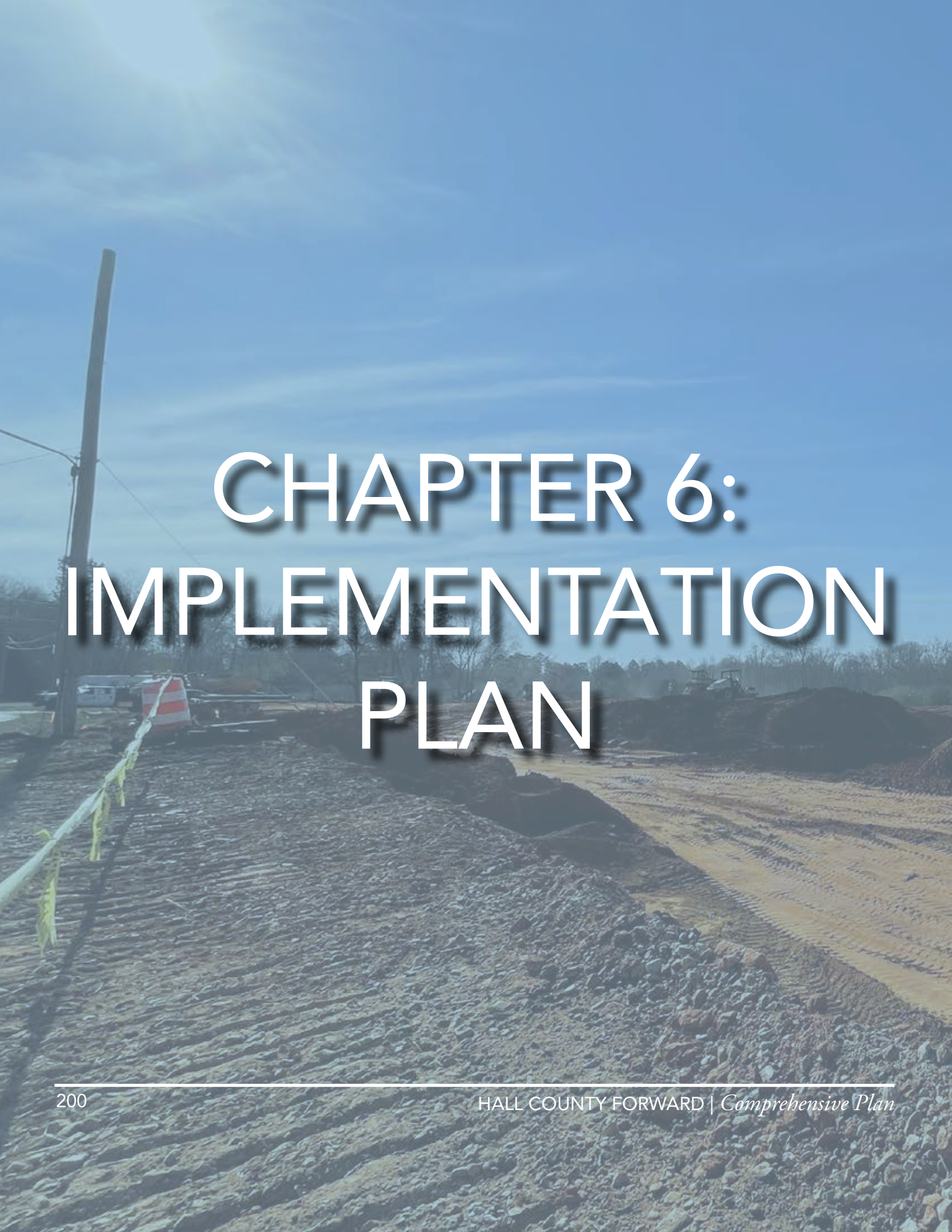
Legend

- | | |
|--|---|
|  Greenspace - Recreation |  Existing County Sewer Line |
|  Greenspace - Conservation |  Proposed County Built Sewer Line |
|  Rural Agriculture |  Proposed Developer Built Sewer Line |
|  Rural Neighborhood |  Existing WRF |
|  Lakeside Residential |  Proposed WRF |
|  Suburban Neighborhood, Low Density |  Existing Pump Station |
|  Suburban Neighborhood, Medium Density |  Proposed Pump Station |
|  Suburban Multifamily | |
|  Rural Scenic Nodes & Corridors | |
|  Business Nodes & Corridors | |
|  Employment Nodes & Corridors | |
|  Employment or Business Nodes & Corridors | |
|  Industrial | |
|  Inland Port | |
|  Regional Activity Nodes & Corridors | |



In Commissioner District 3, which encompasses all of East Hall and North Hall, the remainder of Chestnut Mountain Candler, and portions of the Gainesville Area and Murrayville/Sardis, two areas were studied: North Hall and the Pond Fork Area. Together, they propose over 65 miles of new County-built and developer-built sewer lines, 12 new pump stations (one to be built by the City of Gainesville), 4 new water reclamation facilities (WRFs), and the purchase of additional capacity at Lula's Water Pollution Control Plant to address current deficiencies in the level of service and accommodate future growth, particularly employment-related growth. When fully built, both North Hall and Pond Fork will provide a combined average daily flow of 8.5 million gallons per day, with over 5 million gallons anticipated to serve residential areas, 2 million gallons serving commercial and industrial areas, and the remainder serving other land uses. As it relates to the future land use strategy, sewer expansion will accommodate primarily areas marked for Rural Neighborhoods; Suburban Neighborhood, Low Density; Business Nodes & Corridors; Employment Nodes & Corridors; and the Inland Port. These areas will be able to accommodate the anticipated future growth as the expanded system is built. These new lines, when built, can provide a base for expansion beyond the year 2040 if and when additional growth is anticipated, particularly as it relates to employment-related growth in and around the Inland Port and along SR 365/Cornelia Highway.





CHAPTER 6: IMPLEMENTATION PLAN



Success Through Collaboration	202
Community Work Program	203
Supplemental Plans	226
Plan Maintenance	227
Capital Improvement Element.....	227

IMPLEMENTATION PLAN

To achieve the goals set forth in Chapter 4 and implement the future land use strategy in Chapter 5, a series of implementation steps will need to be pursued by Hall County. These actions will involve multiple stakeholders, including government agencies, community organizations, interest groups, and private sector partners. Funding for the various programs and initiatives must be secured through a combination of County resources, State and Federal dollars, grants, and public-private partnerships. The implementation timeline spans a period of 20 years with specific actions outlined for each goal and corresponding action item but pays special attention to the next 10 years.

Success Through Collaboration

Implementing this plan will require joint efforts that go beyond the county government. The success of this plan cannot rest on Hall County alone, even with the support of its various boards and commissions. The County should continue to maintain its supportive association with local experts and organizations to bring the vision to fruition while exploring new partnerships. This approach will continue to make the best use of government resources and yield better results through cooperation with the following groups.

County-Based Agencies & Organizations

- Gainesville-Hall County Economic Development Council
- Gainesville-Hall Metropolitan Planning Organization (GHMPO)
- Greater Hall Chamber of Commerce (GHCC)
- Hall Area Transit
- Hall County Convention & Visitor's Bureau
- Hall County Schools
- Northeast Georgia Latino Chamber of Commerce
- Vision 2030 Greenspace Committee

Other Public Agencies & Organizations

- Town of Braselton
- City of Buford
- Town of Clermont
- City of Flowery Branch
- City of Gainesville
- City of Gillsville
- City of Lula
- City of Oakwood
- Georgia Mountain Regional Commission
- Georgia Department of Transportation
- Georgia Environmental Protection Division (GAEPD)

Third Party Entities

- Chattahoochee Riverkeepers
- Hispanic Alliance
- Lake Lanier Association
- Lanier Technical College
- North Georgia Land Trust
- Northeast Georgia Health Systems
- The Arts Council
- United Way
- University of North Georgia - Gainesville
- University of Georgia Cooperative Extension Office

Consideration of Potentially Annexed Land

Many of the recommendations within this comprehensive plan involve the acquisition of property. Any potential acquisition of property should be carefully considered for their implications on annexation throughout Hall County. Hall County can proactively identify strategic areas where annexation considerations are especially relevant, particularly as they relate to conservation, health, and welfare of Hall County Citizens.

Community Work Program

The Community Work Program (CWP), shown on pages 200-219, identifies specific implementation actions the County and other entities intend to take over the next decade. The implementation of these projects will set forth the vision of *Hall County Forward* to balance population, economic, and employment growth with the desire to maintain rural character, greenspace, and natural resources.

For each action, the CWP outlines the following information:

- Brief description
- Timeframe for undertaking the activity (2025 through 2032)
- Estimated cost
- Responsible party for implementing the activity
- Funding source
- Any pertinent information related to the action.

Some actions described in the CWP will be ongoing—those that will be continually implemented over the next 10 years or in perpetuity. Examples include implementing existing plans with 10- to 20-year project timelines, like the GHMPO's Regional Plan, the Highlands to Islands Trail Plan, and the Sewer Plan. Other ongoing items include broader policies for County operations, protocols, and the creation of affordable housing. Approximately half of all tasks fall into this category. Other actions will have a targeted date for completion, and those are included in this Community Work Program. As these items are implemented, the County will need to remain flexible to ensure that the intent of this plan is preserved even as changing conditions and strategies require alternate solutions. This plan should be revisited and minor revisions be made in the 2032 timeframe to ensure its relevance, with a full update to follow in five to ten years.

Hall County 2024-2032 Community Work Program (WP)

Action Item	Estimated Timeframe							
	2025	2026	2027	2028	2029	2030	2031	2032
Growth Management								
Work with the Georgia Mountain Regional Commission (GMRC) and its participating counties to tackle regional issues with growth management.	X	X	X	X	X	X	X	X
Track the construction of new developments to ensure that growth is happening as projected and to update level of service projections.	X	X	X	X	X	X	X	X
Establish regular communication with Hall County Schools to share data on new construction and population estimates so that educational facilities can be updated or added to accommodate projected enrollment.	X	X	X	X	X	X	X	X
Prepare a Unified Development Code to update, consolidate, and streamline land use and development regulations and to support the goals of the Comprehensive Plan.	X							
Evaluate the effectiveness of the County's tree protection standards and identify potential amendments, as necessary.	X							
Evaluate the effectiveness of the County's Conservation Subdivision Design Option and identify potential amendments, as necessary.	X							
Evaluate zoning buffer standards to ensure they are sufficient where commercial or industrial uses abut residential properties and identify potential amendments, as necessary.	X							
Review use and outdoor storage/display standards in the Gateway Corridor Overlay District to identify appropriate locations and screening requirements.	X							
Assess compatibility of municipalities' corridor standards/design guidelines with the County's; identify any requirements that could enhance the quality of development in the county.	X							
Review existing regulations for impediments to special housing needs and opportunities such as senior housing, accessory dwelling units, and affordable housing.	X							
Amend regulations to reinforce infrastructure requirements for single-family development (based on commonly applied conditions of zoning).	X							
Update Gateway Corridor Overlay District standards to help blend existing and new development in rural areas, particularly along US-129/Cleveland Highway and SR 365/Cornelia Highway	X							

Estimated Cost	Responsible Party	Funding Source	Notes
Staff Time	Planning & Development; GMRC	General Fund	
Staff Time	Planning & Development	General Fund	
Staff Time	Planning & Development; Hall County Schools	General Fund	
\$25,000	Planning & Development	General Fund	
Staff Time	Planning & Development	General Fund	
Staff Time	Planning & Development; Consultant	General Fund	Part of UDC scope
Staff Time	Planning & Development; Consultant	General Fund	Part of UDC scope
Staff Time	Planning & Development; Consultant	General Fund	Part of UDC scope
Staff Time	Planning & Development; Consultant	General Fund	Part of UDC scope
Staff Time	Planning & Development; Consultant	General Fund	Part of UDC scope
Staff Time	Planning & Development	General Fund	Part of UDC scope
Staff Time	Planning & Development	General Fund	

Hall County 2024-2032 Community Work Program (CWP)

Action Item	Estimated Timeframe							
	2025	2026	2027	2028	2029	2030	2031	2032
Growth Management (con't)								
Implement the recommendations from the neighborhood-level planning effort with the Morningside Heights, Black and Cooley Drive, and Gaines Mill Road Communities.		X	X					
Maintain residential or agricultural use as the primary use(s) along roadways that do not have a "corridor" designation on the Future Development Map.	X	X	X	X	X	X	X	X
Develop design guidelines that reflect the Quality Development Strategies shown in the plan that inform standards for landscaping, connectivity, site design, amenities, etc.		X	X					
Create a small area plan for the Inland Port Area.	X	X						
Conduct a small area plan for the Sardis Connector that could be used as a basis for the development of a zoning overlay to guide future land use decisions as the corridor develops.		X	X					
Housing								
Coordinate and discuss affordable/workforce housing-related needs and initiatives with the cities, Habitat for Humanity, and other public or private stakeholders.	X	X	X	X	X	X	X	X
Establish a joint program with the City of Gainesville to address housing attainability through the Georgia Initiative for Community Housing (GICH) program.	X	X						
Continue to review existing regulations that create barriers for special housing needs and opportunities such as senior housing, accessory dwelling units, and affordable housing.	X	X	X	X	X	X	X	X
Use existing data on affordability, existing residential inventory, housing market, and housing needs in Hall County to develop policy that reflects the needs and priorities of all members of the community.	X							

Estimated Cost	Responsible Party	Funding Source	Notes
Staff Time	Board of Commissioners; County Staff; Citizens of Gainesville and Hall County	General Fund	
Staff Time	Planning & Development	General Fund	
\$50,000	Planning & Development; Consultant	General Fund	
\$200,000	Planning & Development; Consultant	General Fund	
\$50,000	Planning & Development; Consultant	General Fund	
Staff Time	Board of Commissioners, Joint Municipal Association; Habitat for Humanity; County Administration; Planning & Development	General Fund	
Staff Time	Planning & Development	General Fund	
Staff Time	Planning & Development	General Fund	
\$100,000	Planning & Development; Consultant	General Fund	

Hall County 2024-2032 Community Work Program (CWP)

Action Item	Estimated Timeframe							
	2025	2026	2027	2028	2029	2030	2031	2032
Housing (con't)								
Establish affordability incentives for new development as part of the affordability study.	X							
Continue to identify properties suitable for federal Community Home Investment Program (CHIP) and Neighborhood Stabilization Program (NSP) grants to assist with house repairs/rehabilitation and to provide affordable housing opportunities.	X	X	X	X	X	X	X	X
Create an affordable housing task force with developers, banks, and housing advocates.	X	X	X	X	X	X	X	X
Infrastructure Maintenance & Expansion								
Sardis Road Connector – SR 60/Thompson Bridge Road to Sardis Road/Chestatee Road.	X	X						
Widening of SR 11/US 129 from Lakeview Street to south of Nopone Road (Phase I).	X	X						
Widening of SR 211/Old Winder Highway from SR 53/Winder Highway To SR 347/Friendship Road.			X	X	X			
Widening of SR 60/Candler Rd.– From south of I-985 to SR 124.		X	X	X	X	X	X	
East-West Corridor Study/(Northern Bypass Study).	X	X						
Widening of I-985 From I-85/Gwinnett to SR 53/Mundy Mill Road.								X
Widening of US 129/Cleveland Highway - Lakeview Street to S of Nopone Road, Phase I.								X
Widening of US 129/Cleveland Highway - Brittany Court to S of Lakeview Street, Phase II.								X
Widening of US 129/Cleveland Highway - Limestone Parkway to N of Brittany Court, Phase III.								X
SR 365/Cornelia Highway at Howard Road - New Interchange.								X

Estimated Cost	Responsible Party	Funding Source	Notes
See above, Staff Time	Planning & Development; Consultant	General Fund	
Staff Time	Planning & Development	General Fund	
Staff Time	Planning & Development	General Fund	
\$32,000,000	GHMPO	HB 170; SPLOST	GH-016; PI 003626
\$39,000,000	GHMPO	HB 170; SPLOST	GH-020A; PI 122060
\$35,000,000	GHMPO	HB 170; SPLOST	GH-025; PI 007233
\$65,000,000	GHMPO	GDOT	GH-11
\$110,000	GHMPO	Parks & Leisure Fund	
\$38,000,000	Federal; State	TSPLOST	Contingent on passage of TSPLOST
\$76,000,000	Federal; State	TSPLOST	Contingent on passage of TSPLOST
\$36,000,000	Federal; State	TSPLOST	Contingent on passage of TSPLOST
\$28,000,000	Federal; State	TSPLOST	Contingent on passage of TSPLOST
\$100,000,000	Federal; State	TSPLOST	Contingent on passage of TSPLOST

Hall County 2024-2032 Community Work Program (CWP)

Action Item	Estimated Timeframe							
	2025	2026	2027	2028	2029	2030	2031	2032
Infrastructure Maintenance & Expansion (con't)								
Widening of SR 369/Browns Bridge Road From SR 53/McEver Road to Forsyth County line.								X
Widening of SR 11/US 129/Cleveland Highway from North of CR 65/ Nopone To SR 284/Clarks Bridge Road.								X
Widening of SR 60/Thompson Bridge Rd from SR 136/Price Rd to CR 158/Yellow Creek Rd in Murrayville.								X
White Sulphur Road realignment (new roadway).					X			
Widening of Spout Springs Road Phase II from Union Circle to South of Thompson Mill Road.								X
Widening of McEver Road from SR 347/Lanier Islands Parkway TO CS 537/Gainesville Street/Jim Crow.					X			
Widening of Cagle Road improvements.					X			
Resurfacing of access road to Laurel Park (Old Cleveland to End).		X						
Intersection improvements at Sloan Mill Road/Schubert Road Roundabout.		X						
Intersection improvements at Little Five Points (Belton/Skits Mtn/ Lula).		X						
Intersection improvements at Mount Vernon/Rilla Road Intersection.		X						
Intersection improvements at Mount Vernon/Jim Hood Intersection.		X						
Intersection improvements at McEver Road and Lights Ferry intersection.		X						
Railroad crossing improvements at West Ridge Road near Short Street.		X						
Ed Cobb wooden bridge replacement.		X						

Estimated Cost	Responsible Party	Funding Source	Notes
\$47,000,000	State	TSPLOST	Contingent on passage of TSPLOST
\$35,000,000	State	TSPLOST	Contingent on passage of TSPLOST
\$67,000,000	State	TSPLOST	Contingent on passage of TSPLOST
\$5,800,000	Hall County	TSPLOST	Contingent on passage of TSPLOST
\$51,400,000	Hall County	TSPLOST	Contingent on passage of TSPLOST
\$5,700,000	Hall County	TSPLOST	Contingent on passage of TSPLOST
\$4,000,000	Hall County	TSPLOST	Contingent on passage of TSPLOST
\$2,500,000	Hall County	TSPLOST	Contingent on passage of TSPLOST
\$2,500,000	Hall County	TSPLOST	Contingent on passage of TSPLOST
\$2,500,000	Hall County	TSPLOST	Contingent on passage of TSPLOST
\$3,000,000	Hall County	TSPLOST	Contingent on passage of TSPLOST
\$2,500,000	Hall County	TSPLOST	Contingent on passage of TSPLOST
\$2,500,000	Hall County	TSPLOST	Contingent on passage of TSPLOST
\$1,870,000	Hall County	TSPLOST	Contingent on passage of TSPLOST
\$5,000,000	Hall County	TSPLOST	Contingent on passage of TSPLOST

Hall County 2024-2032 Community Work Program (CWP)

Action Item	Estimated Timeframe							
	2025	2026	2027	2028	2029	2030	2031	2032
Infrastructure Maintenance & Expansion (con't)								
County-wide roadway pipe replacement.		X	X	X				
Resurfacing of access road to Laurel Park (Old Cleveland to End).	X							
County-wide resurfacing program.	X	X	X	X	X	X	X	X
Review regulations for any impediments to low impact development (LID) or green infrastructure approaches to stormwater management.	X	X						
Construct and operate a new regional material recycling facility (MRF).	X	X						
Continue to seek innovative approaches to landfill operations to extend its life.	X	X	X	X	X	X	X	X
Continue to implement and update the <i>Sewer Master Plan and Rate Study</i> .	X	X	X	X	X	X	X	X
Study the feasibility of future sewer extensions in strategic areas SR 60/Athens Highway to support commercial and industrial growth along the corridor going into both Gainesville and Jackson County.		X	X					
Use data from corridor development study for SR 365/Cornelia Highway to determine infrastructure capacity for the Inland Port.	X	X						
Use the future land use map along with development data to guide future planning for sewer infrastructure projects.	X	X	X	X	X	X	X	X
Continue intergovernmental coordination with Hall County City and Town governments on issues related to transportation, water, and sewer.	X	X	X	X	X	X	X	X
Adopt the Department of Community Affairs' (DCA) Broadband Model Ordinance to apply for a Broadband Ready Community Designation.	X	X	X	X	X	X	X	X
Update the Impact Fee Program and Amend Capital Improvements Element (CIE).	X	X	X	X	X	X	X	X

Estimated Cost	Responsible Party	Funding Source	Notes
\$10,000,000	Hall County	TSPLOST	Contingent on passage of TSPLOST
\$1,500,000	Hall County	TSPLOST	Contingent on passage of TSPLOST
\$12,000,000	Hall County	TSPLOST	Contingent on passage of TSPLOST
Staff Time	Engineering	General Fund	
TBD	Engineering; Public Works & Utilities	Landfill, SPLOST	
TBD	Engineering; Public Works & Utilities	Landfill	
Staff Time	Engineering; Public Works & Utilities	Water & Sewer Fund	
TBD	Engineering; Public Works & Utilities; Consultant	General Fund	
TBD	GHMPO	GDOT	
Staff Time	Engineering; Public Works & Utilities	General Fund	
Staff Time	Engineering; Public Works & Utilities	General Fund	
Staff Time	Engineering; Public Works & Utilities	General Fund	
TBD	Planning & Development; Finance	Impact Fees	

Hall County 2024-2032 Community Work Program (CWP)

Action Item	Estimated Timeframe							
	2025	2026	2027	2028	2029	2030	2031	2032
Parks & Recreation								
Work with Hall County Schools to identify opportunities for shared use between the County and Schools and build new facilities most in need by the schools.	X	X	X	X	X	X	X	X
Prioritize East Hall and the Chestnut Mountain/Candler areas for new parkland.	X	X	X	X	X	X	X	X
Acquire additional land to expand Cool Springs Park, North Hall Park, and East Hall Park.	X	X	X	X	X	X	X	X
Acquire an additional 1,000 acres of land to build 30+ new parks.	X	X	X	X	X	X	X	X
Create incentives to fund new park facilities through private redevelopment.	X	X	X	X	X	X	X	X
Construct new park at Spout Springs with new sports fields and senior center	X	X	X	X	X			
Conduct a 10-year update to the <i>Parks Facilities Master Plan</i> .				X				
Greenspace								
Update tree ordinance	X							
Evaluate and promote options for the permanent conservation of land	X	X	X	X	X	X	X	X
Create a new full-time County staff position and division to promote and implement greenspace recommendations and to liaise with Vision 2023 Greenspace Committee.	X	X	X	X	X	X	X	X
Strengthen partnerships with the Vision 2030 Greenspace Committee, the Chattahoochee Riverkeepers, and Lake Lanier community groups.	X	X	X	X	X	X	X	X

Estimated Cost	Responsible Party	Funding Source	Notes
Staff Time	Parks & Leisure; Hall County Schools	General Fund, Grants	
Staff Time	Parks & Leisure	General Fund	
TBD	Parks & Leisure	TBD	
TBD	Parks & Leisure	TBD	
TBD	Parks & Leisure; Private Developers	TBD	
TBD	Parks & Leisure	General Fund	
\$200,000	Parks & Leisure; Consultant	General Fund	
Staff Time	Planning & Development; Consultant	General Fund	Incorporate into UDC Update Process
Staff Time	County Administration; Parks & Leisure; Vision 2030 Greenspace Committee	General Fund	
TBD	County Administration; Vision 2030 Greenspace Committee	General Fund	
Staff Time	County Administration; Vision 2030 Greenspace Committee	General Fund	

Hall County 2024-2032 Community Work Program (CWP)

Action Item	Estimated Timeframe							
	2025	2026	2027	2028	2029	2030	2031	2032
Greenspace (con't)								
Collaborate with the newly formed North Georgia Land Trust to acquire new land for greenspace preservation and expand green infrastructure.	X	X	X	X	X	X	X	X
Create a process that identifies land for permanent protection based upon its recreational, ecological, environmental, aesthetic, cultural, historic, or agricultural value. Identify land using this process and begin implementation measures that assure protection of the land identified.	X	X	X	X	X	X	X	X
Create a dedicated Greenspace Acquisition Fund using SPLOST funding and other funding tools.	X	X	X	X	X	X	X	X
Create a nature preserve at Glade Farm.				X	X	X	X	
Resource Conservation								
Implement the recurring items in the Metropolitan North Georgia Water Planning District's <i>Water Resource Management Plan</i> .	X	X	X	X	X	X	X	X
Coordinate with the Georgia Environmental Protection Division on its Total Maximum Daily Load (TMDL) Implementation Plan for Lake Lanier to address pollutants.	X	X	X	X	X	X	X	X
Promote public awareness of annual community and lake clean-up events.	X	X	X	X	X	X	X	X
Leverage SPLOST funds to address shoreline erosion on Lake Lanier.	X	X	X	X	X	X	X	X
Partner with and promote local recycling initiatives and events.	X	X	X	X	X	X	X	X

Estimated Cost	Responsible Party	Funding Source	Notes
Staff Time	County Administration; Vision 2030 Greenspace Committee	General Fund	
Staff Time	County Administration; Vision 2030 Greenspace Committee; North Georgia Land Trust	General Fund	
Staff Time	County Administration	SPLOST, General Fund, Developers	
TBD	County Administration; Consultant	General Fund, Grants	
Staff Time	Engineering	General Fund	
Staff Time	Engineering	Sewer & Water Fund	
Staff Time	Board of Commissioners; Lake Lanier Association; Keep Hall Beautiful	General Fund	
Staff Time	Board of Commissioners; Lake Lanier Association; DNR; USACE; Private donors	General Fund	
Staff Time	Board of Commissioners; Hall County Schools; Keep Hall Beautiful	General Fund	

Hall County 2024-2032 Community Work Program (CWP)

Action Item	Estimated Timeframe							
	2025	2026	2027	2028	2029	2030	2031	2032
Resource Conservation (con't)								
Partner with Gainesville on pollution prevention activities and public outreach.	X	X	X	X	X	X	X	X
Identify eligible projects for federal Sec. 319(h) Non-Point Source Implementation Grants to address pollutants in impaired waters.	X	X	X	X	X	X	X	X
Leverage greenspace, conservation easements, zoning, and buffers as instruments to provide watershed protection to Lake Lanier and its tributaries.	X	X	X	X	X	X	X	X
Partner with a University of Georgia Cooperative Extension Office to promote sustainable agricultural practices.	X	X	X	X	X	X	X	X
Multi-Modal Transportation								
Prioritize sidewalk and street lighting needs based on frequency of use.	X	X	X	X	X	X	X	X
Coordinate with City and Town efforts to build and connect multi-modal infrastructure.	X	X	X	X	X	X	X	X
Incentivize mixed-use developers to include trails and trail connections, where appropriate, in their plans.	X	X	X	X	X	X	X	X
Encourage developers to construct trail systems within a half-mile of mixed-use projects.	X	X	X	X	X	X	X	X
Encourage connections to activity centers within the Cities and Towns.	X	X	X	X	X	X	X	X
Examine how County and City/Town parks can be connected through new trails.	X	X	X	X	X	X	X	X
Continue building the Highlands to Islands Trail Network.	X	X	X	X	X	X	X	X
Implement projects from the <i>2014 Bicycle and Pedestrian Plan</i> .	X	X	X	X	X	X	X	X

Estimated Cost	Responsible Party	Funding Source	Notes
Staff Time	Board of Commissioners; City of Gainesville	General Fund	
Staff Time	Engineering; USDA National Resources Conservation Office	General Fund	
Staff Time	County Administration	General Fund	
Staff Time	County Administration; University of Georgia	General Fund	
Staff Time	GHMPO and Hall County	General Fund	
Staff Time	GHMPO, Hall County and City Staff	General Fund	
Staff Time	Engineering; Planning & Development	General Fund	
Staff Time	Engineering; Planning & Development	General Fund	
Staff Time	Engineering; Planning & Development	General Fund	
Staff Time	Engineering; Planning & Development	General Fund	
\$14,000,000	GHMPO,, Hall County and Cites	General Fund, TSPLOST	Developer contribution as part of zoning or development conditions of approval where possible
TBD	Engineering	General Fund, SPLOST	

Hall County 2024-2032 Community Work Program (CWP)

Action Item	Estimated Timeframe							
	2025	2026	2027	2028	2029	2030	2031	2032
Multi-Modal Transportation (con't)								
Implement projects from the <i>2019 South Hall Trail Study</i> .	X	X	X	X	X	X	X	X
Adopt a complete streets policy.	X							
Implement an ADA plan that identifies existing ADA barriers on sidewalks and crossings to allow for updates to be made on an ongoing basis.		X	X	X	X			
Safety & Security								
Establish benchmarks to assist in setting measurable and attainable goals for decreasing the level of crime in Hall County.	X	X	X	X	X	X	X	X
Continue to monitor crime statistics and make them easily accessible to the public.	X	X	X	X	X	X	X	X
Ensure that new developments are accessible for emergency vehicles.	X	X	X	X	X	X	X	X
Track the construction of new developments to ensure that police and fire services can serve the growing population at the ideal level of service.	X	X	X	X	X	X	X	X
Create a plan for long-term capital investments to fund new public safety facilities.	X	X						
Establish a Citizens Advisory Committee on public safety.	X	X	X	X	X	X	X	X
Assess the ability to form a Neighborhood Watch program, with the assistance of the Sheriff's Office Public Information and Community Services Unit.	X	X	X	X	X	X	X	X
Research the requirements needed to participate in the National Flood Insurance Program's (NFIP) Community Rating System (CRS) Program to potentially reduce flood insurance premium rates.	X							
Fire Station #17.	X							

Estimated Cost	Responsible Party	Funding Source	Notes
TBD	Engineering	General Fund, SPLOST	
TBD	Engineering; Public Works & Utilities; Planning & Development	General Fund	
TBD	Engineering; Public Works & Utilities; Planning & Development	General Fund	
Staff Time	Public Safety; Sheriff's Office	General Fund	
Staff Time	Public Safety; Sheriff's Office	General Fund	
Staff Time	Planning & Development	General Fund	
Staff Time	Planning & Development	General Fund	
Staff Time	Public Safety; Sheriff's Office	General Fund	
Staff Time	Public Safety; Sheriff's Office	General Fund	
Staff Time	Public Safety; Sheriff's Office	General Fund	
Staff Time	Engineering	General Fund	
\$3,385,846	Fire	Impact Fees, SPLOST	

Hall County 2024-2032 Community Work Program (CWP)

Action Item	Estimated Timeframe							
	2025	2026	2027	2028	2029	2030	2031	2032
Safety & Security (con't)								
Fire Station #18.	X							
Fire Apparatus for Station #18.	X							
Economic Development								
Prepare and update County-wide Economic Development Plan.	X	X	X	X	X	X	X	X
Collaborate with the City of Gainesville on a Tax Allocation District for Atlanta Highway from exit 17 on I-985 to Browns Bridge Road	X	X						
Collaborate with the City of Gainesville on a Tax Allocation District for Athens Highway from Martin Luther King, Jr. Blvd to Gaines Mill Road	X	X						
Continue to work with the Greater Hall Chamber of Commerce in support of their economic development initiatives.	X	X	X	X	X	X	X	X
Coordinate with the Lake Lanier Convention and Visitors Bureau to promote agritourism in the county.	X	X	X	X	X	X	X	X
Coordinate with the Georgia DCA to seek Less Developed Census Tract designation for the Chicopee Mill area along Atlanta Highway.	X	X	X					
Prepare a Historic Preservation Plan.	X	X						

Estimated Cost	Responsible Party	Funding Source	Notes
\$3,385,846	Fire	Impact Fees, SPLOST	
\$1,133,269	Fire	Impact Fees, SPLOST	
Staff Time	Greater Hall Chamber of Commerce	General Fund	
\$10,000	County Administration; City of Gainesville	General Fund	
\$10,000	County Administration; City of Gainesville	General Fund	Could be used to implement City of Gainesville's Athens Street/Highway 129 Corridor Master Plan
Staff Time	Board of Commissioners, County Administration; Greater Hall Chamber of Commerce	General Fund	
Staff Time	Board of Commissioners; County Administration	General Fund	
Staff Time	Board of Commissioners; Greater Hall Chamber of Commerce	General Fund	
\$40,000	Planning & Development; Greater Hall Chamber of Commerce	General Fund	

Hall County 2024-2032 Community Work Program (CWP)

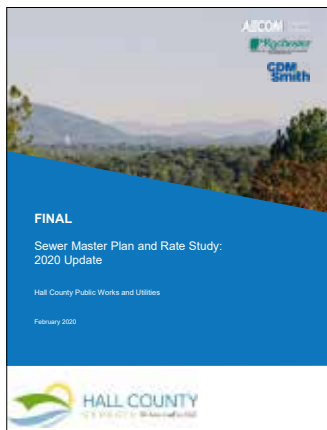
Action Item	Estimated Timeframe							
	2025	2026	2027	2028	2029	2030	2031	2032
Economic Development (con't)								
Promote the Healan's-Head's Mill Visitor and Heritage Center upon its completion.	X	X	X	X	X	X	X	X
Conduct a corridor development study for SR 365/Cornelia Highway to determine optimal industrial capacity, the best industries to locate along them, the impacts to infrastructure, and propose alternative locations for new industry.	X	X						
Create a placemaking strategy that integrates public art into economic development projects	X	X	X	X	X	X	X	X

Estimated Cost	Responsible Party	Funding Source	Notes
Staff Time	Greater Hall Chamber of Commerce; Convention and Visitors Bureau; County Administration	General Fund	
\$150,000	Planning & Development	General Fund	
Staff Time	Greater Hall Chamber of Commerce; Planning & Development	General Fund, Grants	

Supplemental Plans

Supplemental plans are planning documents that address in detail a specific topic or issue of importance to the community and that have applicable project recommendations for Hall County. These plans support the implementation of the Comprehensive Plan by addressing identified goals and strategies in Chapters 3 and 4, and their recommendations should be used by the County to identify and prioritize projects in conjunction with the Community Work Program. The supplemental plans listed below are incorporated into *Hall County Forward* by reference.

- Hall County Sewer Master Plan and Rate Study (2020)
- Hall County Parks Facilities Master Plan (2019)
- Gainesville-Hall Regional Transportation Plan Update (2020)



Plan Maintenance

The BOC is responsible for maintaining *Hall County Forward* to accurately reflect current community conditions and the community's vision and priorities for the future. Specific requirements for amendments and updates are described in the Rules of Georgia Department of Community Affairs (DCA Chapter 110-12-1 "Minimum Standards and Procedures for Local Comprehensive Planning."

Annual Review

County staff will provide a status of the plan implementation to the Board of Commissioners on an annual basis. Specifically, the Community Work Program will be reviewed to identify the current status of the implementation measures and an informal progress report will be prepared. If the County chooses, the annual review process can be used to undertake a formal annual update (see below).

Plan Amendments

According to the DCA's rules, the local government determines when a plan amendment is necessary to address changing circumstances that may have detracted from the usefulness of the plan as a guide to local decision-making.

Updates to the Comprehensive Plan

At a minimum, a plan update must be completed every five years, in accordance with the Local Comprehensive Plan Recertification Schedule maintained by DCA. An annual update option is provided for communities wanting to update their plan on a more frequent basis. The annual update requires submittal of a new fifth year for the Community Work Program (CWP) and any changes needed for the other years of the CWP, and if needed, changes can be made to other elements of the Comprehensive Plan. For communities collecting impact fees, an annual update of the CWP is required.

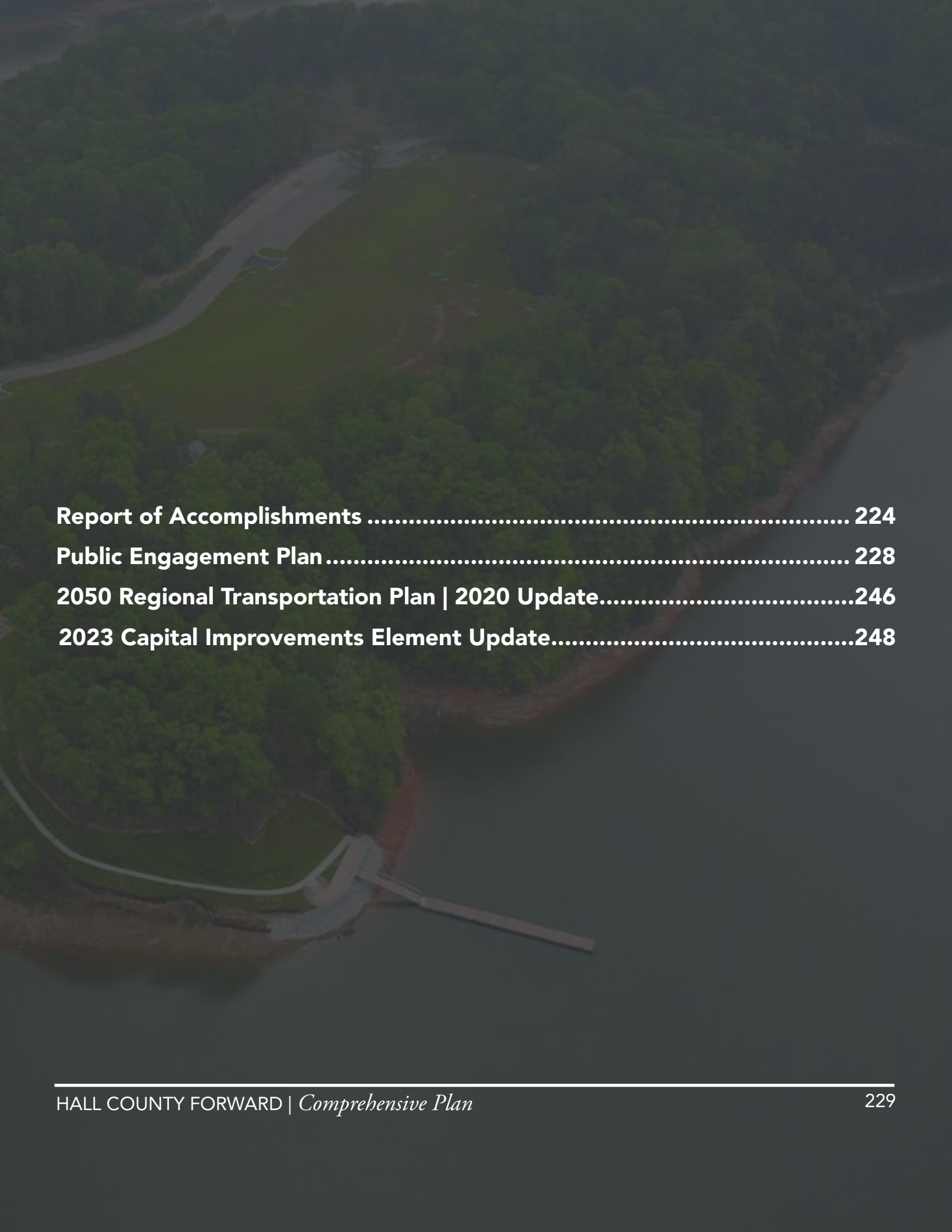
Capital Improvements Element

The Hall County Capital Improvements Element (CIE) was adopted in 2023. The CIE plays a significant role in the implementation of an annual/master budget by providing the link between planning and budgeting for capital projects/equipment purchases. The CIP process precedes the overall annual budget process and is used to develop the capital portion of the annual budget.

The Capital Improvement Plan is an overall six-year plan (current adopted budget plus the succeeding five planning years) that details anticipated capital expenditures and their correlations to approved sources of funding. By approving the CIE, the Hall County Board of Commissioners acknowledges that these projects and acquisitions represent a reasonable interpretation of the upcoming needs for the County, and that the projects and acquisitions contained in the first year of the plan are suitable for inclusion in the upcoming budget. The capital improvement plan is simply that – a plan. As such, capital projects and equipment purchases are subject to change based on new or shifting service needs, special financing opportunities, emergency needs, or other directives or priorities established by the Hall County Board of Commissioners and County Administration. Because priorities can change, capital expenditures included in future planning years are not guaranteed for funding and will be subject to further review until that year's respective budget is legally adopted.

An aerial photograph of a large, paved parking lot with many marked spaces. The lot is situated in a wooded area with a lake visible in the background. The word "APPENDIX" is overlaid in large, white, sans-serif capital letters across the center of the image.

APPENDIX



Report of Accomplishments 224

Public Engagement Plan 228

2050 Regional Transportation Plan | 2020 Update.....246

2023 Capital Improvements Element Update.....248

Report of Accomplishments

Action	Completed	Underway	Postponed/ Delayed	Dropped/No Longer Applicable	Notes (if Postponed/ Dropped)
Regulations					
Prepare a Unified Development Code to update, consolidate, and streamline land use and development regulations and to support the goals of the Comprehensive Plan		X			
Evaluate the effectiveness of the County's tree protection standards and identify potential amendments, as necessary		X			
Evaluate the effectiveness of the County's Conservation Subdivision Design Option and identify potential amendments, as necessary		X			
Evaluate zoning buffer standards to ensure they are sufficient where commercial or industrial uses abut residential properties and identify potential amendments, as necessary		X			
Amend regulations to reinforce infrastructure requirements for single-family development (based on commonly applied conditions of zoning)		X			
Review use and outdoor storage/display standards in the Gateway Corridor Overlay District to identify appropriate locations and screening requirements		X			
Assess compatibility of municipalities' corridor standards/design guidelines with the County's; identify any requirements that could enhance the quality of development in the county.		X			
Review existing regulations for impediments to special housing needs and opportunities such as senior housing, accessory dwelling units, and affordable housing		X			
Establish buffer requirements for the portion of the Chattahoochee River not under the jurisdiction of the U.S. Army Corps of Engineers	X				

Action	Completed	Underway	Postponed/ Delayed	Dropped/No Longer Applicable	Notes (if Postponed/ Dropped)
Functional Plans					
Prepare a county-wide Economic Development Plan		X			GHCC prepares annual report
Implement the recurring items in the Metropolitan North Georgia Water Planning District's Water Resource Management Plan		X			
Prepare a Historic Preservation Plan		X			
Coordinate with the Georgia Environmental Protection Division on its Total Maximum Daily Load (TMDL) Implementation Plan for Lake Lanier to address pollutants.		X			
Small Area/Master Plans					
Implement the recommendations from the neighborhood-level planning effort with the Morningside Heights, Black and Cooley Drive, and Gaines Mill Road Communities			X		Not a priority currently. Growth did not occur as expected in previous plan.
East-West Corridor Study			X		The East-West Corridor Study, also known as the Northern Bypass Study, is still listed as an unfunded planning study item in the MPO's FY 2024 budget document. Hall County wants to get work underway on the Sardis Connector Project before possibly doing a study on how to connect where the Sardis Road Connector will end on Thompson Bridge Road/SR 60 over to Cleveland Highway/US 129

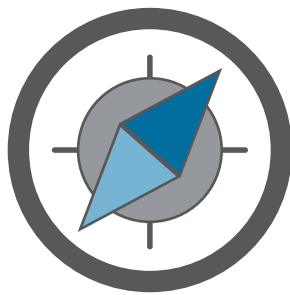
Action	Completed	Underway	Postponed/ Delayed	Dropped/No Longer Applicable	Notes (if Postponed/ Dropped)
Process/Program					
Continue to work with the Greater Hall Chamber of Commerce in support of their economic development initiatives		X			Ongoing
Coordinate with the Lake Lanier Convention and Visitors Bureau to promote agritourism in the county		X			Ongoing
Maintain residential or agricultural use as the primary use(s) along roadways that do not have a "corridor" designation on the Future Development Map		X			
Coordinate with the Georgia Department of Community Affairs (DCA) to seek Less Developed Census Tract designation for the Chicopee Mill area along Atlanta Highway		X			
Promote the Healan's-Head's Mill Visitor and Heritage Center upon its completion		X			
Designate an existing county employee position to promote and implement greenspace recommendations (from the Recreation Plan update) and to liaise with the Chamber's Greenspace Committee		X			CWP item reworded to: "Create a new full-time County staff position and division to promote and implement greenspace recommendations and to liaise with Vision 2023 Greenspace Committee."
Promote public awareness of annual community and lake clean-up events		X			Annual Shore Sweep Lake Lanier Association
Partner with and promote local recycling initiatives and events		X			
Partner with Gainesville on pollution prevision activities and public outreach		X			
Continue to support and promote Green Hall Alliance and its activities				X	Vision 2030 has assumed the work of the Green Hall Alliance, which no longer operates.
Identify eligible projects for federal Sec. 319(h) Non-Point Source Implementation Grants to address pollutants in impaired waters.		X			

Action	Completed	Underway	Postponed/ Delayed	Dropped/No Longer Applicable	Notes (if Postponed/ Dropped)
Inventory/Assessment					
Research the requirements needed to participate in the National Flood Insurance Program's (NFIP) Community Rating System (CRS) Program to potentially reduce flood insurance premium rates		X			
Review regulations for any impediments to low impact development (LID) or green infrastructure approaches to stormwater management		X			Ongoing
Evaluate and promote options for the permanent conservation of land		X			
Coordinate and discuss affordable/workforce housing-related needs and initiatives with the cities, Habitat for Humanity, and other public or private stakeholders		X			Ongoing, GICH, City of Gainesville
Community Improvements/Infrastructure Projects					
Implement projects from the 2014 Bicycle and Pedestrian Plan		X			Segments of the Highlands to Islands Trail continue to be constructed. GHMPO has also begun a full update to the 2014 Bicycle/ Pedestrian Plan. The updated plan is scheduled to be completed by May 2025.
Construct and operate a new regional material recycling facility (MRF)		X			
Continue to seek innovative approaches to landfill operations to extend its life		X			
Update Impact Fee Program and Amend Capital Improvements Element (CIE)		X			Completed every year
Fire Station #17		X			
Fire Apparatus for Station #17	X				
Fire Station #18			X		Financial constraints
Fire Apparatus for Station #18			X		Financial constraints
East Hall Precinct	X				

PUBLIC PARTICIPATION OVERVIEW

Public participation creates and maintains a community that is educated, aware, motivated, engaged, and fulfilled. A complete public participation plan can make all aspects of a planning process run more smoothly even when the feedback received is negative; it saves time and headache to know it earlier rather than later. By exercising effective public participation practices, a plan can then become a reflection of the community's wishes.

This public participation plan provides a framework for how Hall County will reach the community about matters related to future development. This plan breaks down the public engagement process of *Hall County Forward* into 4 key phases:



Orientation

OCTOBER 2022 TO DECEMBER 2022

Learn about the key issues and opportunities in Hall County.



Determine Direction

JANUARY 2023 TO MAY 2023

Figure out what Hall County stakeholders want for the future.



Plan Development

JUNE 2023 TO SEPTEMBER 2023

Create draft recommendations.



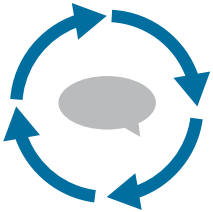
Confirm Direction

OCTOBER 2023 TO FEBRUARY 2024

Present our recommendations to the County and ask the question, "Did we get it right?"

PUBLIC PARTICIPATION GOALS

This plan has four goals for public participation:



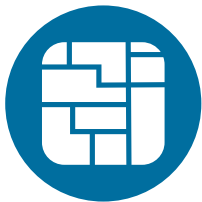
1. Continuously build on previous input



2. Reach as many people as possible



3. Provide different options to give input besides traditional public meetings



4. Align engagement efforts with the UDC update as much as possible

TYPES OF PARTICIPATION

Participation can be broken out into 4 types:



AND/OR



Active

Requires approaching or reaching out directly to individuals or groups.

Passive

Requires reaching out to individuals or groups indirectly OR the public approaching the Planning Team.



AND/OR



In-Person

Face-to-face interaction with individuals or groups

Virtual

Interaction using technology, like the internet, computers, phones, etc.

OUTREACH METHODS

The following are methods that should be utilized when advertising outreach:

- Project website (Wix or Social Pinpoint)
- County website*
- Distributing printed flyers*
- Distributing business cards with website information*
- Billboards*
- Press releases*
- Social media posts with links to project website*
 - Email blasts
 - NextDoor postings*
 - Facebook*

*Hall County would be responsible for these tasks.



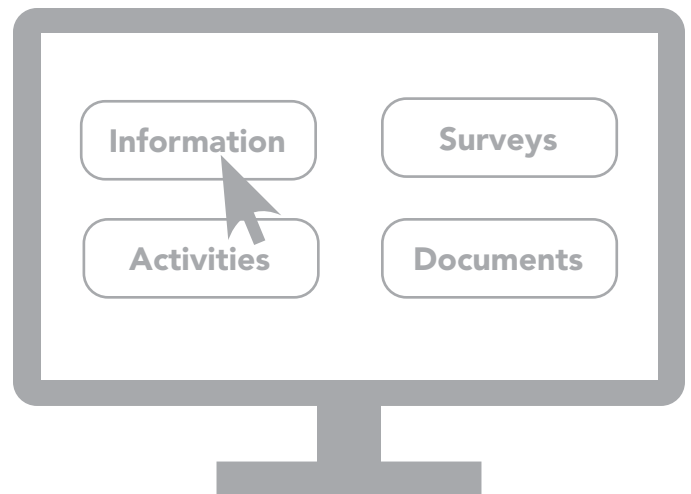
Project Website P V

A project website for the Comprehensive Plan will help keep all information about the plan, including opportunities for public input, in one place for ease of access. The website will include the following:

- Information about the plan and planning process
- Important links
- Surveys
- Videos of previous presentations
- Previous presentation slides and display boards
- Online activities
- Draft documents
- Contact information

The project website will be hosted either through Wix or Social Pinpoint, which can integrate all the above items into one smooth user experience.

A separate website will be maintained for UDC-specific information.



Email List A V

Emailing people is a great way to spread the word about the planning process. With the help of the County, the Planning Team can manage a listserv of email addresses. Additional email addresses can be gathered at public meetings, through surveys, and using an embedded link on the project website and County website. Email “blasts” would be sent through MailChimp, and recipients would have the option to opt out, if desired. These blasts would include information about the website, upcoming meetings and events, surveys, opportunities to give input, and other important milestones.

Bilingual Outreach A P IP V

Hall County has a large Hispanic/Latino population, some of whom may not speak English with fluency. In order to reach this important segment of the population, the Planning Team will:

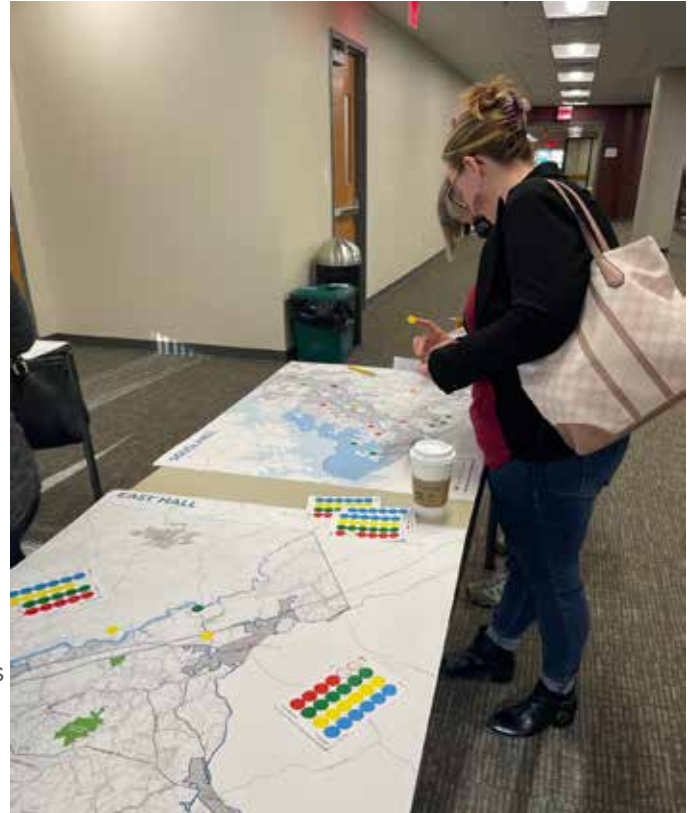
- Partner with representatives from Hispanic/Latino organizations to ensure that outreach techniques are appropriate.
- Have one Spanish-speaking consultant available at some public meetings who can help translate.
- Translate all marketing materials to Spanish. The County can assist by placing those materials in areas with larger concentrations of Hispanic/Latino residents.
- Have a Spanish version of all surveys available.
- **Option: Have one additional public meeting in 2023 that takes place in the Hispanic/Latino community and partner with a local organization.**



SURVEYS

There will be a series of interactive surveys created throughout the process:

- Long-form survey
 - North Hall
 - Murrayville/Sardis
 - East Hall
 - Gainesville Area
 - Chestnut Mountain/Candler
 - South Hall
- Student survey
- Short-form survey
- Visual preference survey



Long-Form Surveys P V

The survey will have general questions about the thoughts of residents, employees, and visitors about the state of Hall County today and what would improve the County's quality of life. The long-form survey will be broken out by planning area and will have around 20 questions that will dive into what the community's wants and needs are.

Survey takers will be able to take as many surveys for each area as needed (for example, if someone lives in South Hall but works in the Gainesville Area, they can take both surveys.) An optional demographics section will be included to help the Planning Team better target community input from under-represented populations. They will be hosted online, and hard copies can be made available upon request. The surveys may also be translated to Spanish to capture input from members of the Hispanic/Latino community where English is not their first language.

Short-Form Surveys P IP

The short-form survey will be less than 10 questions and can be passed out at community meetings and events. It will ask more general questions about future development in Hall County.

Student Survey P V

The student survey, also hosted online, will be distributed to all middle and high school students. It will ask questions that are similar to the long-form survey but will use more simplified language and may include questions targeted towards adolescents.

Visual Preference Surveys P IP

See "Forward Action Workshop" for more information.

MEETINGS & EVENTS

The following addresses the intended objectives of each meeting, and how we plan to gather input.

Stakeholder Committee

Throughout this process, there will be **four meetings with one main Stakeholder Committee** consisting of individuals who can share “big picture” ideas with the Planning Team; inform on present issues and opportunities as they relate to planning in Hall County; contribute to the development of plan recommendations; provide feedback on plan recommendations; and ,assist with community outreach (i.e., “Community Champions”).

In addition to the main stakeholder committee meetings, there will be **three Strategic Advisory Meetings** that be formed for the purpose of having targeted discussions regarding different elements of the plan. These targeted meetings will likely meet later in the planning process and could be composed of a combination of the following committee categories:

- **Citizens Advisory Committee**, which will focus primarily on “big picture” conversations and assisting with community outreach
- **Technical Advisory Committee**, which will focus primarily on the “nuts and bolts” of the plan
- **Intergovernmental Advisory Committee**, which will focus primarily on matters related to City/County relationships

Citizens Advisory Committee

The Citizens Advisory Committee (CAC) would be made up of a group of concerned Hall County residents and representatives from county-based interest groups. Members of this committee may include a combination of representatives from:

- 3-4 residents from each of the six planning areas identified in the previous planning processes:
 - North Hall Area
 - Murrayville/Sardis Area
 - Gainesville Area
 - East Hall Area
 - Chestnut Mountain/Candler Area
 - South Hall
- Homeowner associations (HOAs) and/or neighborhood groups
- The Hispanic community
- Religious organizations
- Arts and cultural organizations
- Schools and universities (specifically teachers/instructors)
- Advocacy groups
- Any other interested citizens identified by the County

MEETINGS & EVENTS

It is recommended that this committee be formed through both identifying individuals who would be a good fit for the CAC and could commit to a minimum of three meetings, and through an application process open to all residents, which can gauge the overall interest of the community and help identify interested people.

The main tasks of the CAC would include:

- Representing the interests of their neighborhood, organization, or group;
- Sharing “big picture” ideas with the Planning Team;
- Contributing to the development of plan recommendations;
- Providing feedback on plan recommendations; and
- Assisting with community outreach (i.e., “Community Champions”)

By serving on the CAC, members will serve as “Community Champions” responsible for helping with outreach, such as using social media to promote public outreach, posting flyers, passing out business cards, and leading “meetings in a box.”



Technical Advisory Committee

The purpose of having a Technical Advisory Committee is to have a forum to discuss the finer points of plan development and implementation with those who will either a) be most affected by the County’s planning activities and/or b) will be responsible for carrying out the plan. These conversations will be more detailed than those with other Advisory Committees. Members of this committee may include representatives from:

- Hall County Board of Commissioners
- Hall County Planning Commission
- Hall County departments, agencies, and other key staff
- Gainesville-Hall Metropolitan Planning Organization (GHMPO)
- GDOT District 1
- Georgia Mountain Regional Commission (GMRC)
- Greater Hall Chamber of Commerce
- Northeast Georgia Latino Chamber of Commerce
- Vision 2030 Greenspace Committee
- Hall County Schools
- Hall Area Transit
- Real estate developers
- Local engineering groups

The main tasks of the Technical Advisory Committee would include:

- Representing their agency or group's interests;
- Listing present issues and opportunities as they relate to development in Hall County;
- Participation in discussions related to plan organization, future development, zoning, and public policy
- Assisting with the creation of the implementation plan, including coordinating efforts from other agencies and groups, giving input on projects and policy items, and identifying funding sources and partnerships.

Intergovernmental Advisory Committee

The Intergovernmental Advisory Committee would be made up of key members of the County's administrative and planning staff and representatives from each city and town government within the County:

- Town of Braselton
- City of Buford
- Town of Clermont
- City of Flowery Branch
- City of Gainesville
- City of Gillsville
- City of Lula
- City of Oakwood

The main tasks of the Intergovernmental Advisory Committee would include:

- Representing their city or town's interests;
- Contributing to the development of plan recommendations;
- Providing feedback on plan recommendations; and
- Discussions related to intergovernmental coordination.



MEETINGS & EVENTS

Roundtables **A** **V**

In addition to Stakeholder Committees, there may be a need for additional, focused conversations about land use, the UDC, transportation, economic development, housing, natural resource and environmental protection, and/or other topics that might arise from the process. Up to **two Roundtable meetings** may include a combination of members from the Stakeholder Committee, selected representatives from other organizations, and members of the general public. The exact topics up for discussion may be dependent on preliminary feedback from the community and their immediacy.



ROUNDTABLES ROUND 1: DISCUSSION GUIDE

ASSESSING OUR PRESENT, IMAGINING OUR FUTURE

INTRO

Welcome

If you

Overview

» Lead

» Fac

» Fac

» Grou

» Ev

» On

» Sp

» He

» Do

» Ke

» Lis

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

ROUNDTABLES ROUND 2: DISCUSSION GUIDE

AFFORDABLE, INCLUSIVE, MOBILE, AND GREEN

INTRO

Welcome

(Ens

your f

» Intr

» M

» Le

» Pe

» di

» Fe

» Fe

» ag

» Gro

» E

» N

» di

» H

» S

» D

» K

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

» Li

ROUNDTABLES ROUND 3: DISCUSSION GUIDE

COMMUNITY CONNECTION, CIVIC SPIRIT

In our first Roundtable discussion we shared our thoughts about Decatur — what we're proud of, what needs work, and what aspirations we hold for the future.

In our second Roundtable session, we explored specific topics where there was no clear agreement among participants regarding how to move forward on some key issues — neighborhood zoning changes that could assist in affordable housing and inclusivity efforts, managing traffic as we build out our walking and biking networks, and how aggressively we should address climate change at the local level.

In this third and final Roundtable session we will explore how we become and stay connected — to the city, to nonprofits and civic organizations, and to each other — and how those connections can be strengthened and better leveraged in the service of addressing our challenges.

INTRODUCTION TO THE DISCUSSION

Welcome by facilitator [15 minutes total]

Welcome, reconnection, and ground rules

» Introductions:

» Much has happened since we last met in person. Take the necessary time for re-introductions and reconnection among the group.

» Leading the conversation requires a *neutral role*

» Facilitators can contribute as individuals but should not *advocate* for particular positions or otherwise work to *influence* others' opinions.

» Facilitators encourage discussion among the entire group but *do not challenge comments or opinions shared within the group*.

» Facilitators ensure the group stays focused with a fair and productive conversation.

» For full transparency, notes taken should be circulated among the group post-discussion to ensure that all are in agreement with how comments are being documented.

DESTINATION:2030
2020 STRATEGIC PLAN | DECATUR, GEORGIA

Student Roundtable(s)

Typically, comprehensive planning processes only acknowledge and involve older segments of the population. In other words, the under-18 crowd is very seldom involved. Comprehensive plans look so far into the future and will have the most impact on the youngest residents.

A roundtable with middle and high school students will help the Planning Team understand the perspectives of the younger generations. It is recommended that each of the following schools identify one engaged student from each grade level to participate in the focus group:

- Middle Schools (~27 students):
 - Academies of Discovery at South Hall
 - Cherokee Bluff Middle School
 - Chestatee Academy
 - Davis Middle School
 - East Hall Middle School
 - North Hall Middle School
 - West Hall Middle School
 - World Language Academy
 - The Foundry
- High Schools (~40 students):
 - Cherokee Bluff High School
 - Chestatee High School
 - East Hall High School
 - Flowery Branch High School
 - Johnson High School
 - Lanier College Career Academy
 - North Hall High School
 - West Hall High School
 - Howard E. Ivester Early College
 - The Foundry

Targeted questions for these students may include:

1. How would you describe life in Hall County today and what it could be tomorrow?
2. From a younger person's perspective, what is missing in Hall County?
3. If you plan on going away somewhere after you finish high school, do you think you would want to come back to live in Hall County? Why or why not?
4. If you don't think you'd come back to Hall County, what improvements would you want to see in the county to encourage you to return?
5. What is your favorite thing to do after school and during the summer break? What can the County do to make it easier or better for you to do that activity?

What are some of your favorite after school activities?

Delicate team (Specifically the HCCSP), Shopping, Writing, Reading, and Reading	Hanging out with friends	Sleeping, homework, housework, talking with friends
Clearing land	Unsure	Sports and practice
Playing tennis, and club meeting, and volunteer opportunities	Music and school bus	

What one word would you use to describe what it could become in the future?



What one word would you use to describe the North End today?



MEETINGS & EVENTS

Traditional Public Meetings A IP V

Public Kick-Off Meeting

Targeted Date: November 14, 2022, at 5:30pm

Location: Zoom

Objective: Introduce the plan and planning process to the public and start gathering input.

Presentation (~30 minutes)

- Introductions
- What is a comprehensive plan? Why are we updating it?
- Present the schedule and process
- Brief summary of existing conditions
- Introduce website, survey, and online activities

Activities

Activity 1: Live Polling Questions (~10 minutes).

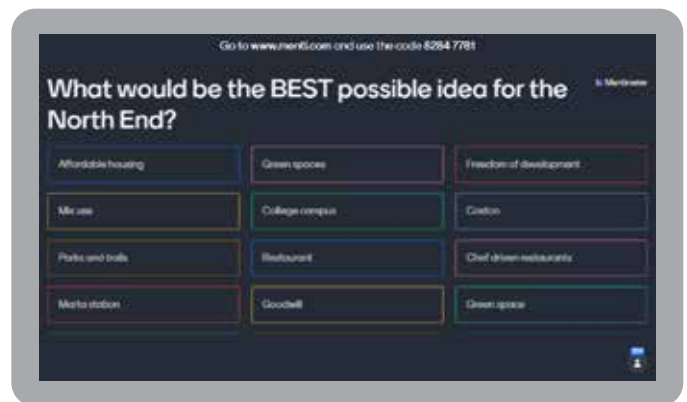
These questions will be asked following the presentation:

- Icebreaker question (this will help make sure the polling software chosen is working)
- Question 1: What is your favorite thing about Hall County?
- Question 2: What is your least favorite thing about Hall County?
- Question 3: What is a big idea that you have for your community?

Activity 2: Mapping Activity (open for three weeks).

A map will be produced via Social Pinpoint. Participants will place virtual “stickers” to describe their thoughts and ideas for Hall County. Ideas include but are not limited to:

- Strong places
- Weak places
- Redevelopment opportunity
- Ideas for the future
- Other comment



Activity 3: S.O.A.R. Idea Wall (open for three weeks). On the Social Pinpoint site, a virtual idea wall will have four prompts:

- Strengths (What can we build on?)
- Opportunities (How do we best meet the needs of County residents, businesses, and other stakeholders?)
- Aspirations (What do you care deeply about?)
- Results (What does success look like?)

Activity 4: UDC Update. Provide a background on the UDC and key recommendations from the Diagnostic for reaffirmation.

Forward Thinking Workshop (2 meetings)

Targeted Date: March 2023

Location: Two Hybrid Meetings (to account for one meeting in each district throughout planning process)

Objective: Start generating ideas about planning goals and land use changes

Presentation (~20 minutes)

- Update on schedule and progress
- Brief summary of kick-off meeting and survey results
- Activities
- Next steps

Activities (~70 minutes)

Activity 1: Goal Formulation Activity (open for three weeks). A series of boards will be set up around the room, one for each plan element (future land use, transportation, economic development, etc). Participants will write down one word or short phrase to describe that element for the future and place it on the board. These will be used to begin formulating goal statements. An online version of this activity will be open after the workshop series concludes.



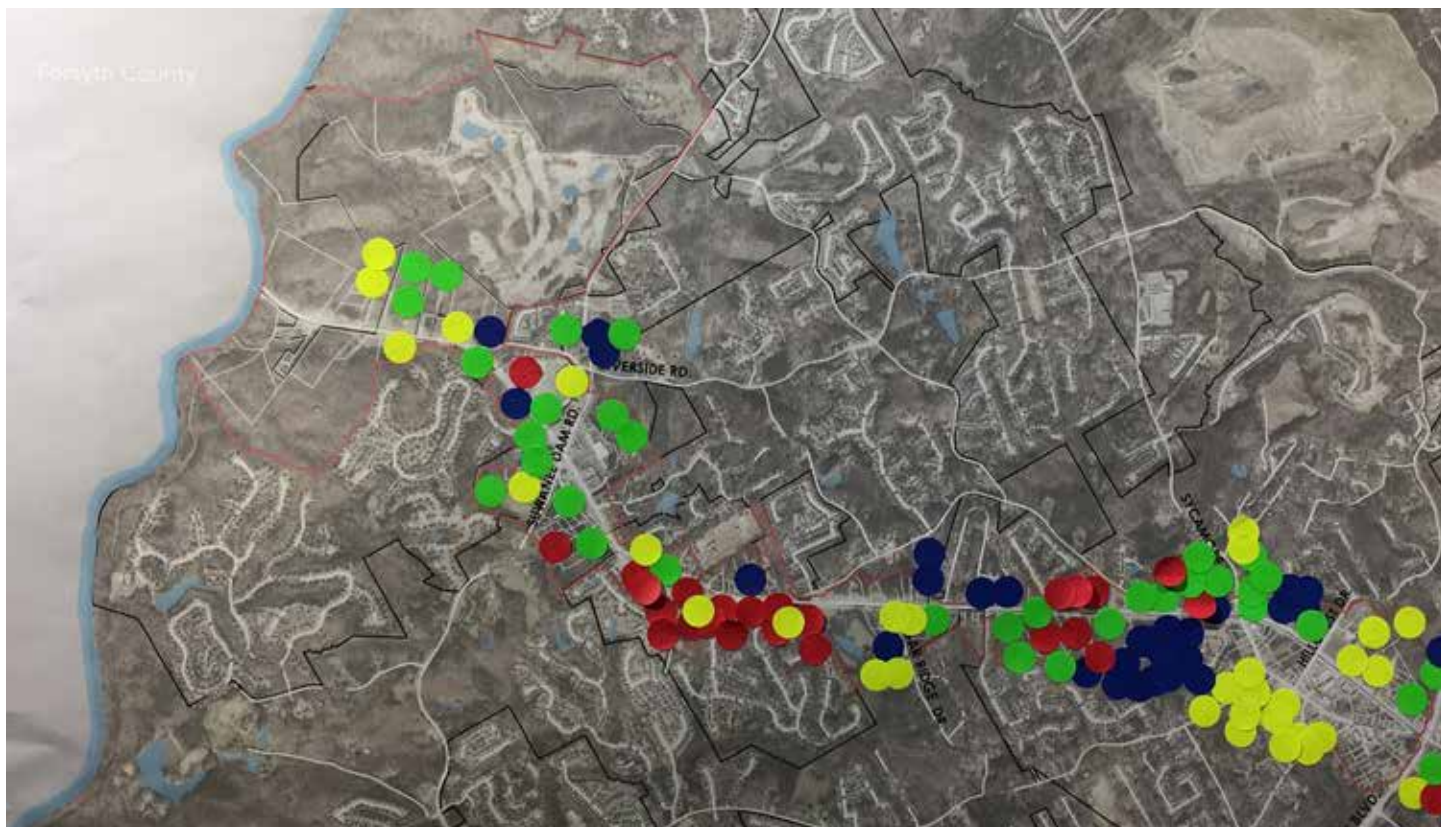
MEETINGS & EVENTS

Activity 2: Mapping Activity (open for three weeks). One map of each planning area and its existing land uses will be printed out and displayed around the room. Where people indicated “weak places” or “strong places” during the kick-off will be circled for reference. Participants will place stickers showing their preferences for land use changes:

- Green = greenspace or open space preservation
- Yellow = residential
- Red = commercial
- Blue = industrial
- Black = mixed use

An online version of this activity will be open after the workshop series concludes.

Activity 3: UDC Update: Optional exercise to gather input on UDC topics, as needed.



Forward Action Workshop (2 meetings)

Targeted Date: May 2023

Location: Two Hybrid Meetings (to account for one meeting in each district throughout planning process)

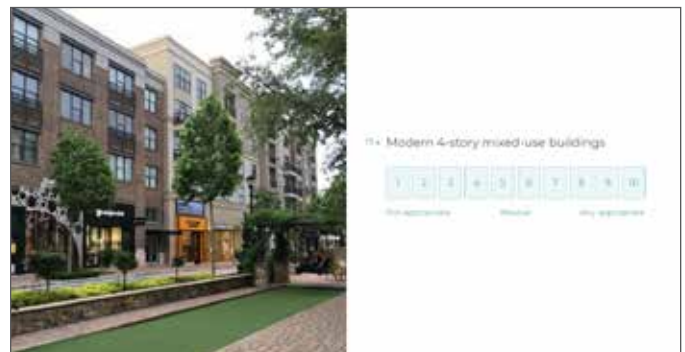
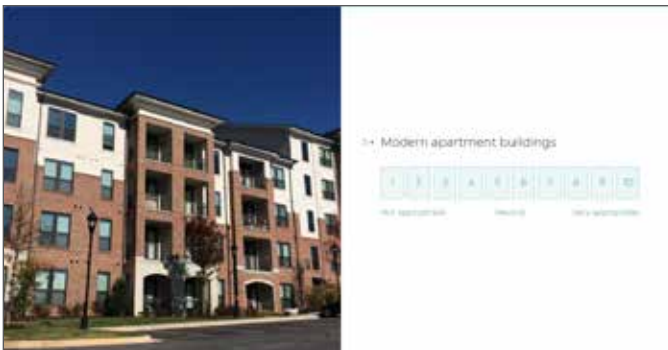
Objective: Confirm direction and begin to think about how Hall County will look in the future.

Presentation (~20 minutes)

- Update on schedule and progress
- Brief summary of Forward Thinking Workshops
- Activities
- Next steps

Activities (~70 minutes)

- **Activity 1: Draft Goals and Actions (open for three weeks).** A table of draft goals and action statements will be displayed for review and feedback. Participants will place stickers showing their preferences for each statement: agree, don't agree, needs work. An online version of this activity will be open after the workshop series concludes.
- **Activity 2: Visual Preference Survey (open for three weeks).** A map of potential redevelopment areas will be displayed, along with some preliminary ideas and a VPS for that area. Participants will rate each image 1 through 5, with 1 meaning "very inappropriate" and 5 meaning "very appropriate." An online version of this activity will be open after the workshop series concludes.
- **Activity 3: UDC Update (TBD).**



MEETINGS & EVENTS

Draft Plan Open House

Targeted Date: October 2023

Location: TBD

Objective: Present the draft plan to the public for feedback. This will be a day-long, drop-in, open house style event without a formal presentation. May schedule staffing in shifts.

Display Boards

- Background information about the plan
- Draft goals and recommendations
- Future land use maps and policies
- Transportation maps
- UDC update
- Projects

Report Cards

Each board will have a QR code at the bottom that will take participants to a virtual “report card” for them to “grade” recommendations. Hard copies will also be made available at the meeting.

Report Card	
Future Land Use Map:	B-
Future Land Use Policies:	B+
Transportation Policies:	B
Transportation Projects:	A
Other Projects:	C-
UDC Update:	A+

Road Show

After the event, the County will place copies of the display boards in key, high traffic locations around the county for the community to give comment. These will be displayed for three weeks.



“Meeting-in-a-Box” P IP V

“Meeting-in-a-Box” is a public engagement technique designed for community groups, neighborhood associations, or friends to gather at a convenient time and location to share their opinions about the plan. It encourages group conversation, discussion, and a deeper level of self-directed engagement. This toolkit is designed to respond to the emerging ideas and recommendations from the Planning Team and provide new ideas for consideration. The toolkit will have options for virtual or in-person meetings.

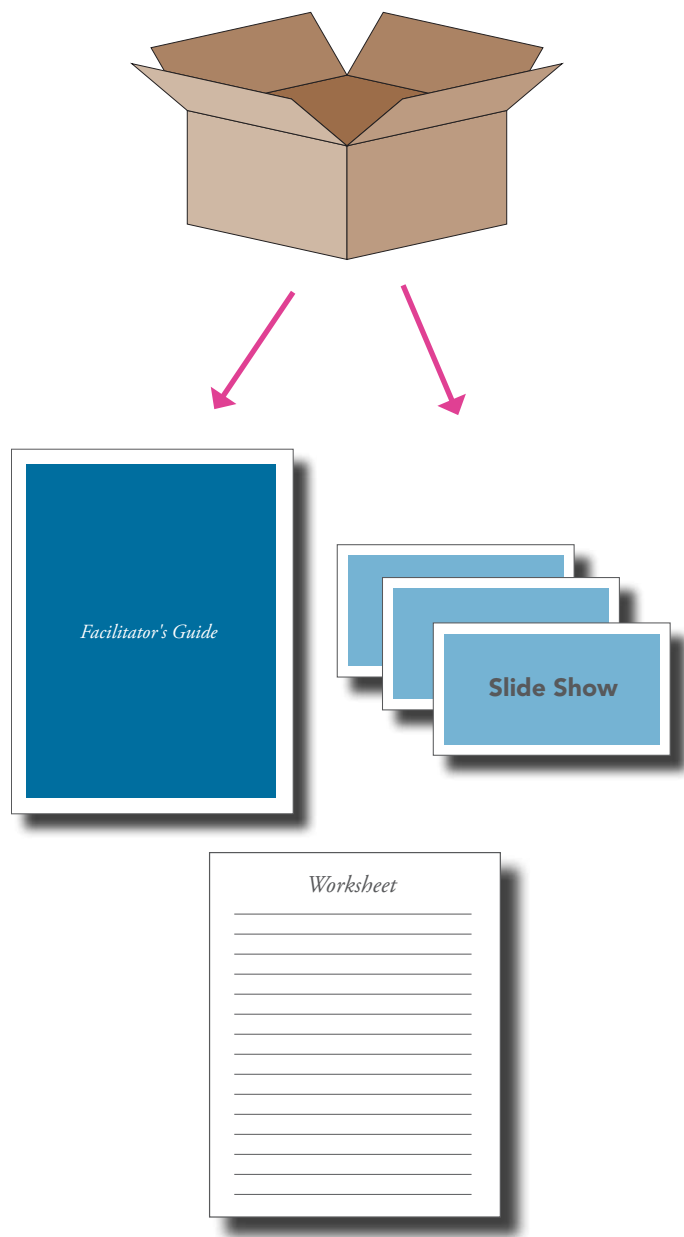
The “Meeting-in-a-Box” tool will be made available in January 2023 up until before the Draft Plan Open House. The tool will include the following:

- A how-to guide for meeting hosts (“facilitators”)
- A welcome presentation with a script
- Worksheets
- Reporting tools

The Citizens Advisory Committee will be educated about the “Meeting-in-a-Box” during their first meeting and will be encouraged to host their own meetings using the toolkit. The toolkit will also be advertised and made available online for anyone from the public to use. Depending on the budget available, a small stipend (~\$20) could be made available to facilitators and hosts of in-person meetings to cover printing costs, refreshments, etc after the completion of their meeting.

Public Plan Review

A 30-day period will allow the public and other stakeholders to review the plan and provide feedback. The plan will be uploaded onto the project website. Feedback may be received via email, survey, or whatever other means the County finds acceptable. This will occur concurrently with the DCA/GMRC’s review process.



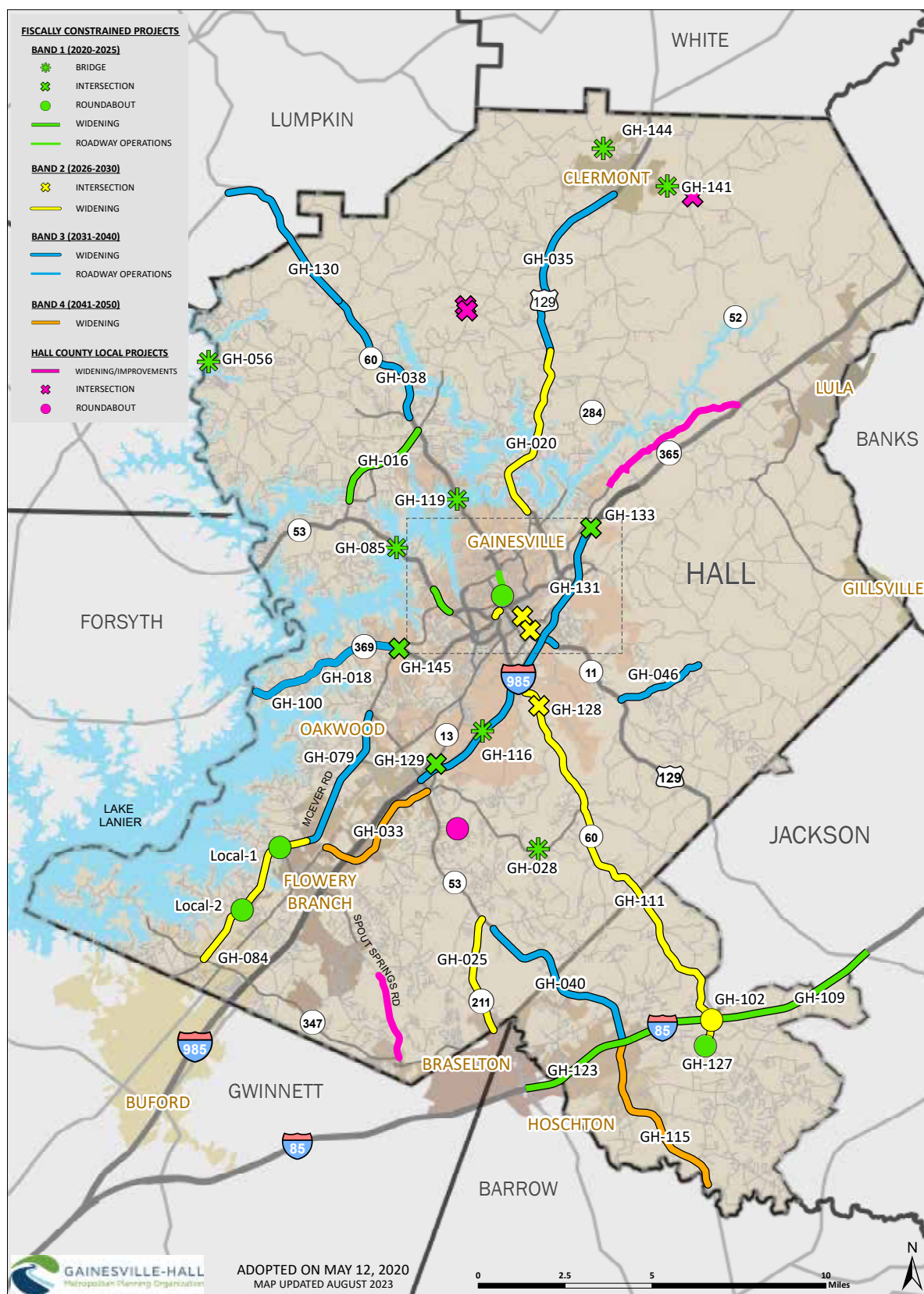
TIMELINE

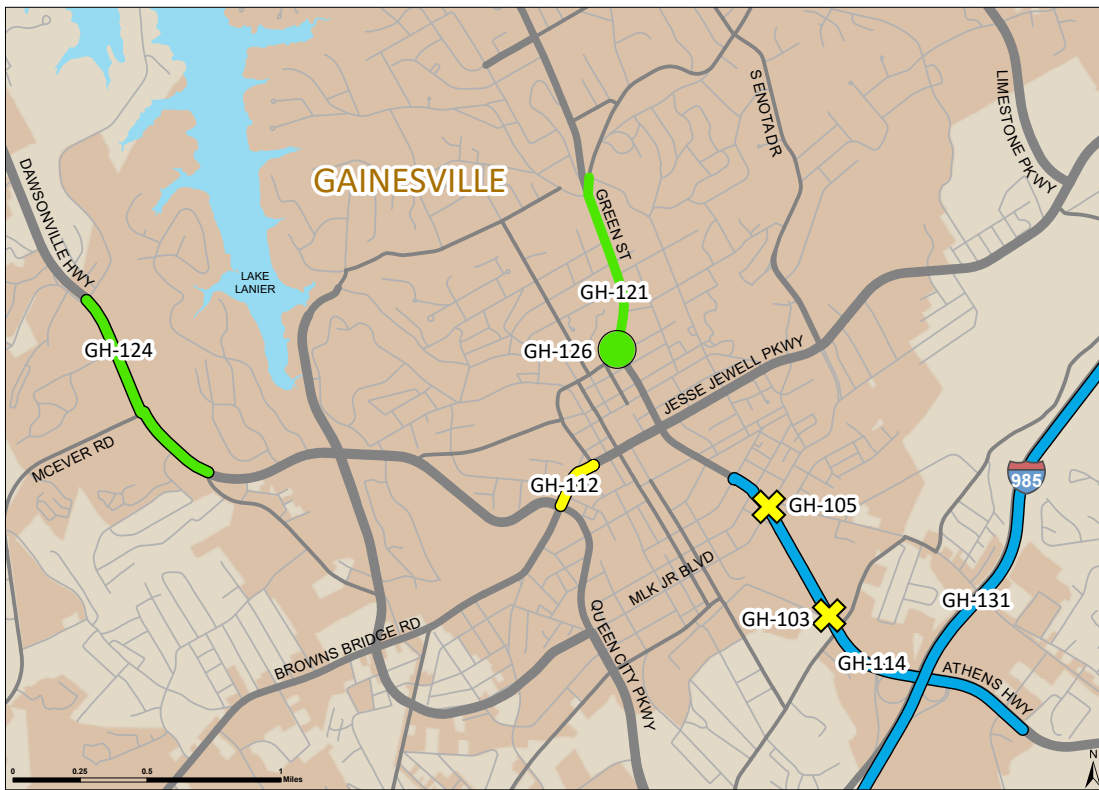
	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023
	Orientation			Determine Direction			
Stakeholder Committee	IP				V		
Strategic Advisory Meetings							V
Roundtables				V	V		
Long-Form and Short-Form Community Input Survey							
Student Survey							
Visual Preference Survey							
Public Hearing #1/Public Kick- Off Meeting & Activities		V					
Forward Thinking Workshop & Activities						H	H
Forward Action Workshop & Activities							
Draft Plan Open House & Road Show							
"Meeting-in-a-Box"							
Public Plan Review Process							

- IP In-Person Meeting
- V Virtual Meeting
- H Hybrid Meeting (In-person and Virtual)

[illegible]

2050 Regional Transportation Plan | 2020 Update





GHMPD #	GOOT P#	Band	Project Name and Description	Project Type
GH-016	003626	1	Sandis Road Connector	Widening
GH-018	0013626	3	SR 365/Browns Bridge Road From SR 53/McEver Road To Forsyth County Line	Widening
GH-020	122060	2	SR 11/US 129 from Lakerview Street to south of Nopone Road (Phases A, B, & C)	Widening
GH-025	0007233	2	SR 211/Old Winder Highway From SR 53/Winder Highway To SR 347/Friendship Road	Widening
GH-028	0013009	2	SR 132/Poplar Springs Road at Walnut Creek & Overflow	Bridges
GH-033	0001822	4-UP	SR 13/Atlanta Highway from Railroad Road to South of SR 53	Widening
GH-035	0014129	3	US 129/Cleveland Hwy - N of Nopone/Hood Road to SR 284/Clark's Bridge Road	Widening
GH-038	132610	2-3	SR 60/Thompson Bridge Road - SR 136/Price Road to Yellow Creek Road in Murrayville	Widening
GH-040	0013310	3-4	SR 53/Winder Highway from I-85/Jackson County to SR 211/Tanners Mill Road/Hall County	Widening
GH-046	0013574	3-4	SR 321/Giltsville Highway from SR 11/US 129/Athens Highway to SR 82/Holly Springs Road	Widening
GH-056	0007170	1	SR 136/Price Road at Chattahoochee River	Bridges
GH-079	122030	3	McEver Road Widening - Jim Crow Road To SR 53/ Mundy Mill Road	Widening
GH-084	0001821	3	McEver Road from SR 347/Lanier Islands Parkway to CS 537/Gainesville Street	Widening
GH-085	0010212	1	SR 53/Dawsonville Hwy Westbound at Chattahoochee River	Bridges
GH-100		3	SR 365/Browns Bridge Rd. Operations- from McEver Road to Forsyth County Line	Roadway Operations
GH-102	0013086	3-4	I-85 at SR 60 - New Interchange	Interchange
GH-103		2	Athens Highway at Chestnut Street Operations	Intersection
GH-105		2	EE Butler Pkwy/Athens St at MLK Jr. Blvd Improvements	Intersection
GH-109	0013545	1	I-85 from North of SR 53 to North of SR 11 / US 129	Widening
GH-111		2	SR 60/Candler Road from South of I-985 To SR 124	Widening
GH-112		2	SR 369/Jesse Jewell Parkway	Widening
GH-114		3	EE Butler Parkway/Athens Highway/US 129 Capacity	Widening
GH-115	0008434	4-UP	SR 53 from I-85 to Tapp Wood Road	Widening
GH-116	0013922	1	I-985 at CS 991/Elachee Road	Bridges
GH-119	0015551	1	SR 60/Thompson Bridge Road at Chattahoochee River	Bridges
GH-121		1	Green Street Improvements	Roadway Operations
GH-123	110610	1	I-85 from I-985 To North of SR 53	Widening
GH-124	0015702	1	SR 53/Dawsonville Hwy from Ahakuna Drive to Shallowford Road	Widening
GH-126	0015918	1	SR 60/Greet Street at CS 898/Academy Street	Roundabout
GH-127	0016166	1	SR 124 at SR 60 & CR 17/Sam Freeman Road	Roundabout
GH-128		2	SR 60/Candler Rd at Fullerwinder Road Intersection Improvement	Intersection Improvement
GH-129	0016616	3	SR 13/Atlanta Highway at I-985 & at CR 527/Thurmon Tanner Parkway	Operational Improvement
GH-130	0017662	3	SR 60 from SR 400 to Yellow Creek Road	Widening
GH-131		3-4	I-985 from SR 53/Winder Highway to Lanier Tech Drive	Widening
GH-133	0016074	1	SR 345 Cornelia Highway at Lanier Tech Drive - New Interchange	Interchange
GH-141	0017735	1-2	SR 283 at Flat Creek Bridge Replacement	Bridges
GH-144	0019079	2	SR 284/Shoal Creek Road at Eubank Creek	Bridges
GH-145	0016921	1	SR 53/McEver Road @ SR 369/Browns Bridge Road	Intersection Improvement
Local-1		1	Roundabout at McEver Road/Lights Ferry Road	Roundabout
Local-2		1	Roundabout at McEver Road/Gaines Ferry Road	Roundabout

Capital Improvements Element

HALL COUNTY		Annual Impact Fee Financial Report - 2022/2023							Draft as of 1-29-2024
Public Facility	Libraries	Fire Protection	Sheriff's Patrol	Public Safety Facility	Parks/Recreation	Admin	CIE Prep	TOTAL	
Impact Fee Balance June 30, 2022**	\$ 1,164,837.25	\$ 531,169.29	\$ 121,435.18	\$ 248,384.62	\$ 4,909,776.52	\$ 231,653.32	\$ (5,388.32)	\$ 7,201,867.86	
Impact Fees Collected (July 1, 2022 through June 30, 2023)	420,122.16	54,825.87	15,053.64	66,910.13	827,810.83	32,118.40	1,092.45	1,417,933.48	
Interest Earned*									
(Impact Fee Refunds)									
(Project Expenditures)	(200,000.00)	(125,000.00)		(4,173.75)	(593,841.01)			(923,014.76)	
Impact Fee Fund Balance June 30, 2023	\$ 1,384,959.41	\$ 460,995.16	\$ 136,488.82	\$ 311,121.00	\$ 5,143,746.34	\$ 263,771.72	\$ (4,295.87)	\$ 7,696,786.58	
Impact Fees Available	\$ 1,384,959.41	\$ 460,995.16	\$ 136,488.82	\$ 311,121.00	\$ 5,143,746.34	\$ 263,771.72	\$ (4,295.87)	\$ 7,696,786.58	
Impact Fees Obligated	\$ -	\$ 460,995.16	\$ -	\$ -	\$ 800,214.14	\$ -	\$ -	\$ 1,261,209.30	
This annual report covers the last completed fiscal year - July 1, 2022 to June 30, 2023. The Hall County Impact Fee Program began March, 2003									
There was no interest earned in FY 2023. However, impact fee funds are housed in an interest bearing account. The interest for this account is minimal for the County as a whole.									

HALL COUNTY		Capital Improvements Project Update 2013-2023*							
Public Facility:	Libraries								
Service Areas:	County-wide								
Project Description	Project Start Date	Project End Date	Cost of Project*	Percentage of Funding from Impact Fees	Other Funding Sources	Impact Fee Expenditures	Impact Fee Funds Available **	Project Status	
Prior Year Expenditures	2004	2012	\$ 1,266,744.22	100.000%		\$ 1,266,744.22	\$ -	Complete	
Collection Materials	2011	2012	164,225.00	60.892%	General Fund, State of GA	100,000.00	-	Complete	
Collection Materials NH Libr.	2011	2012	54,512.00	100.000%		54,512.00	-	Complete	
North Hall Branch Library	2011	2014	2,897,152.00	18.062%	SPLOST	523,275.00	-	Complete	
Collection Materials	2012	2013	180,586.00	55.375%	General Fund, State of GA	100,000.00	-	Complete	
Collection Materials	2013	2014	305,420.00	32.742%	General Fund, State of GA	100,000.00	-	Complete	
Collection Materials	2014	2015	428,611.00	23.331%	General Fund, State of GA	100,000.00	-	Complete	
Collection Materials	2015	2016	100,000.00	100.000%		100,000.00	-	Complete	
Collection Materials	2016	2017	100,000.00	100.000%		100,000.00	-	Complete	
Collection Materials	2017	2018	130,000.00	100.000%		130,000.00	-	Complete	
Collection Materials	2018	2019	135,000.00	100.000%		135,000.00	-	Complete	
Collection Materials	2019	2020	100,000.00	100.000%		100,000.00	-	Complete	
Collection Materials	2020	2021	100,000.00	100.000%		150,000.00	-	Complete	
Collection Materials	2021	2022	190,000.00	100.000%		190,000.00	-	Complete	
Collection Materials	2022	2023	200,000.00	100.000%		200,000.00	-	In process	
Collection Materials	2023	2024	200,000.00	100.000%		-	200,000.00		
Expansion of Gainesville Library	2018	2021	5,350,000.00	21.691%	SPLOST, State of GA Grant	1,160,460.59	-	Complete	
New East Hall Library	2025	2027	5,000,000.00	23.699%	SPLOST, State of GA Grant	-	1,184,959.41	Planning Phase	
Total of Costs, Expenditures & Impact Fees Encumbered			\$ 16,902,250.22			\$ 4,509,991.81	\$ 1,384,959.41		
* For Completed Projects, actual amounts expended are shown instead of the originally estimated costs, while assuring that the Percentage of Funding from Impact Fees does not exceed the percentage impact fee eligible from the adopted Capital Improvement Plan.									
** Denotes the amount of impact fee funds available as of 6-30-2023									

HALL COUNTY									Capital Improvements Project Update 2013-2023*		
Public Facility:		Sheriff's Patrol									
Service Areas:		County-wide									
Project Description	Project Start Date	Project End Date	Cost of Project*	Percentage of Funding from		Impact Fee Expenditures	Impact Fee Funds Available		Project Status		
				Impact Fees	Other Funding Sources		**				
South Hall Precinct	2014	2015	\$ 979,000.00	21.9%	SPLOST	\$ 168,626.24	\$		Complete		
Construction of New North Hall Precinct	2026	2028	3,000,000.00	4.5%	Capital / SPLOST			136,488.82	Not Started Yet; Planning Phase		
Unidentified Projects									To be Determined		
Total of Costs, Expenditures & Impact Fees Encumbered			\$ 3,979,000.00			\$ 168,626.24	\$	136,488.82			

* For Completed Projects, actual amounts expended are shown instead of the originally estimated costs, while assuring that the Percentage of Funding from Impact Fees does not exceedthe percentage impact fee eligible from the adopted Capital Improvement Plan

** Impact Fee Funds Available as of 6-30-2023

HALL COUNTY									Capital Improvements Project Update 2013-2023*	
Public Facility:		Public Safety Facility								
Service Areas:		County-wide								
Project Description	Project Start Date	Project End Date	Cost of Project*	Percentage of Funding from Impact Fees	Other Funding Sources	Impact Fee Expenditures	Impact Fees Funds Available **	Project Status		
Expansion of Visitation Room^	2014	2017	\$ 407,402.00	100.000%		\$ 407,401.97	\$	Complete		
Expansion of Jail Parking	2018	2018	83,737.50	100.000%		83,737.50		Complete		
Expansion of Sheriff's Headquarters	2021	2022	1,042,461.00	28.778%	Capital Projects Fund	300,000.00		Complete		
Construction of new Sheriff Training Facility	2024	2026	5,000,000.00	6.222%	SPLOST / Capital Projects Fund		311,121.00	In Design Phase		
Unidentified Projects	TBD	TBD						To be Determined		
Total of Costs, Expenditures & Impact Fees Encumbered			\$ 6,533,600.50			\$ 791,139.47	\$ 311,121.00			
* For Completed Projects, actual amounts expended are shown instead of the originally estimated costs, while assuring that the Percentage of Funding from Impact Fees does not exceed the percentage impact fee eligible from the adopted Capital Improvement Plan										
** Impact Fee Funds Available as of 6-30-2023										

HALL COUNTY										Capital Improvements Project Update 2013-2023*									
Public Facility:										Fire Protection									
Service Areas:										County-wide except the City of Gainesville									
Project Description		Project Start Date		Project End Date		Cost of Project*		Percentage of Funding from Impact Fees		Other Funding Sources		Impact Fee Expenditures		Impact Fee Funds Available **		Impact Fees Obligated***		Project Status	
Fire Station #16		2012		2014		\$ 1,408,338.00		12.725%		SPLOST		\$ 179,216.50		\$ -		\$ -		Complete	
Fire Station #17		2020		2024		6,705,795.00		6.875%		SPLOST		-		460,995.16		460,995.16		Construction in Progress	
Fire Apparatus #17		2020		2022		1,133,269.00		0.000%		SPLOST		-		-		-		Complete	
Unidentified Projects		TBD		TBD		-		-		-		-		-		-		To be Determined	
Total of Costs, Expenditures & Impact Fees Encumbered						\$ 9,247,402.00						\$ 179,216.50		\$ 460,995.16		\$ 460,995.16			
<p>* For Completed Projects, actual amounts expended are shown instead of the originally estimated costs, while assuring that the Percentage of Funding from Impact Fees does not exceed the percentage impact fee eligible from the adopted Capital Improvement Plan.</p> <p>** Impact Fee Funds Available as of 6-30-2023</p> <p>***This is the balance of encumbrances to date in FY2024 for Fire Projects funded with impact fees.</p>																			

Capital Improvements Element

HALL COUNTY Capital Improvements Project Update 2013-2023*									
Public Facility:		Parks & Recreation							
Service Areas:		County-wide except the City of Gainesville							
Project Description	Project Start Date	Project End Date	Cost of Project*	Percentage of Funding from Impact Fees	Other Funding Sources	Impact Fee Expenditures	Impact Fee Funds Available **	Impact Fees Obligated***	Project Status
Ball Fields	2010	2011	\$ 1,666,999.00	4.244%	General Fund	\$ 70,746.91	\$ -	\$ -	Complete
Clermont Gymnasium	2012	2013	1,025,846.00	18.820%	SPLOST	193,067.00	-	-	Complete
Albert Banks Park (Field of Dreams)	2013	2014	400,000.00	56.788%	Grant, General Fund	227,151.02	-	-	Complete
Cherokee Bluffs Park	2015	2021	3,212,958.00	86.438%	SPLOST	2,777,217.13	-	-	Complete
Purchase of Future Greenspace for Healan's Mill Greenway	2018	2018	669,533.02	50.712%	Grant, General Fund	339,533.02	-	-	Complete
Tadmore Park Renovation	2021	2023	1,824,421.51	19.693%	SPLOST	359,290.94	-	-	Complete
Alberta Banks Renovation	2022	2024	1,033,330.00	54.449%	SPLOST	62,640.79	500,000.00	400,750.00	In process
Laurel Park Restoration	2022	2026	2,130,250.00	17.299%	SPLOST / Capital Projects	27,516.00	341,000.00	334,557.00	In process
AG Center Renovation	2022	2024	1,699,000.00		SPLOST / Capital Projects	-	450,000.00	64,907.14	In process
Healan's Mill Park Construction	2022	2025	3,036,197.00	19.283%	N/A	85,462.66	500,000.00	-	In Design Phase
Senior Center	2025	2027	10,000,000.00	30.000%	SPLOST / Capital Projects		3,000,000.00	-	Planning Phase
Unidentified Projects	TBD	TBD	-				352,746.34	-	Not Started
Total of Costs, Expenditures & Impact Fees Encumbered			\$ 26,698,534.53			\$ 4,142,625.47	\$ 5,143,746.34	\$ 800,214.14	

* For Completed Projects, actual amounts expended are shown instead of the originally estimated costs, while assuring that the Percentage of Funding from Impact Fees does not exceed the percentage impact fee eligible from the adopted Capital Improvement Plan.

** Impact Fee Funds Available as of 6-30-2023

***This is the balance of encumbrances to date in FY2024 for Parks Projects funded with impact fees.

HALL COUNTY Capital Improvements Project Update 2013-2023*									
Public Facility:		Administration							
Service Areas:		County-wide							
Project Description	Project Start Date	Project End Date	Cost of Project*	Percentage of Funding from Impact Fees	Other Funding Sources	Impact Fee Expenditures	Impact Fee Funds Available **		Project Status
Unidentified Projects						\$	\$	263,771.72	To be Determined
Total of Costs, Expenditures & Impact Fees Encumbered			\$			\$	\$	263,771.72	

* For Completed Projects, actual amounts expended are shown instead of the originally estimated costs, while assuring that the Percentage of Funding from Impact Fees does not exceed the percentage impact fee eligible from the adopted Capital Improvement Plan

** Impact Fee Funds Available as of 6-30-2023

