
Hall County Comprehensive Plan Summary



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I. INTRODUCTION

Hall County began the process of preparing a major update to its Comprehensive Plan in the fall of 2002, in collaboration with the City of Gainesville. The Plan was originally prepared in 1994 and was subject to a minor update in the year 2000. The process of conducting this major update unfolded over an 18-month period. The planning process involved extensive community outreach and involvement, along with in-depth analysis of a wide variety of land use, economic, demographic, environmental, and public service forces and trends that have shaped the community and which continue to set the stage for the future.

The planning process was conducted in conformance with the rules of the Minimum Standards and Procedures for Local Comprehensive Planning, which was promulgated by the Georgia Department of Community Affairs under the Georgia Planning Act of 1989. These minimum planning standards establish procedural and substantive requirements for local comprehensive planning. The full documentation of compliance with those standards is contained in a separate document. This report provides a summary of that plan as it relates to unincorporated Hall County.

II. PUTTING THE PLAN TOGETHER

There were four major groups that were responsible for this plan, including:

- A citizens based “Plan Forum”,
- The public at-large,
- A team of county planning staff and consultants; and
- The Hall County Commissioners.

At the center of the planning process was the citizen based Plan Forum. The Plan Forum was a highly inclusive group of citizens who met with the planning consultants and local planning staff on different occasions throughout the planning process. The Plan Forum was inclusive in that any individual who desired to participate was welcomed as a Plan Forum member. The group acted as a community sounding board of information, insight on planning issues, proposed approaches, and plan drafts. They heard presentations and had discussions on a range of issues from population and employment forecasts to values and attitudes about growth and development, along with numerous technical issues involving transportation, infrastructure, and natural resources.

As a supplement to the work of the Plan Forum, several series of public workshops were held in locations throughout the City and County. There were five public workshops held early in the planning process to gauge community attitudes, and another nine workshops held later in the process to gain public comment on specific future land use recommendations.

In addition, there were approximately ten focus group and individual interviews conducted in order to solicit input from specific interest groups, such as business and industry, residential neighborhood groups, and local commercial/real-estate experts.

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During the course of the planning process, there were many and ample opportunities for public comment. In addition to the Plan Forum and public workshops, notices and plan elements were posted on local internet sites and at public libraries; and written comments were solicited, considered and documented.

Rounding out the public outreach effort, the County Commissioners both individually and as a group closely tracked and monitored the process. Individual Commissioners regularly attended Plan Forum meetings, and special plan briefing sessions were conducted by staff and consultants at County Commissioner meetings on several different occasions.

Interwoven throughout this very public process were a series of technical analyses that helped to "inform the debate". These analyses, which are summarized below focused on establishing a collective understanding of the forces and trends shaping the community. They included population, employment, and land consumption forecasts; land use patterns and land capacity constraints; regional and local environmental opportunities and constraints; infrastructure and public service needs and implications; and transportation issues and needs.

In short, this is founded on a systematic, well informed, and broad based community process. While this plan does not, and can not satisfy all interests on all points, it does represent the collective will of the Hall County community.

III. PLANNING CONTEXT

There are a variety of forces and trends that are shaping Hall County, and that have in turn shaped this plan. These include natural constraints, regional growth patterns, local land use patterns, employment and housing trends, infrastructure and public service constraints, and socioeconomic and demographic trends.

HISTORIC PERSPECTIVE

Hall County was founded in 1818, when the region's mountains were still populated by Native Americans, as the trading center of Northeast Georgia. Gainesville, its seat, soon became a frontier boom town as settlers flocked to homesteads in the rolling hills formerly inhabited by Cherokee Indians. With the discovery of gold in Lumpkin and White counties to the north in 1829, Gainesville became the trading and supply center for North America's first gold rush. While miners left for California in the mid-1800s, North Georgia continued to develop as a farming region with Gainesville as its hub.

In 1871, the opening of Atlanta and Charlotte Air Line Railroad brought further growth. The area developed as a mountain summer resort, with local springs touted for their health-giving qualities and resistance to fever that plagued the South's coastal areas. Gainesville, the "Great Health Resort of the South," soon housed the region's first hospital, college and military academy along with a sizeable cultural base - all traditions that remain today. Along with hotels, large Victorian and Georgian style homes graced its streets.

Hall County's first large industries - cotton mills - arrived in 1900. Gainesville also became the major shipping point for lumber harvested and milled in the mountains to the north.

With the Great Depression in the 1930s, Hall County's economy suffered. Cotton production was

hampered by infestation of the boll weevil, lumber shipping declined due to the Chestnut blight, and the nation's second-deadliest tornado struck Gainesville in 1936. More than 200 were killed and 1,000 injured in the violent storm, which obliterated many historic homes and buildings in Gainesville.

Following World War II, the area economy recovered. Poultry replaced cotton as the local cash crop, spurring job growth as new industries emerged to support production and processing of chickens and eggs. As row-crop farming declined, so did soil erosion. Verdant pastures and tall trees soon re-covered the raw, red clay of North Georgia.

Buford Dam, just south of Hall County by the U.S. Army Corps of Engineers in the 1950s, created 38,000-acre Lake Lanier with its 540 miles of shoreline. Millions of visitors each year now enjoy recreational water sports provided by the lake, easily accessed from Atlanta via several major highways. Additional diversification in the County's economic base has come with new industries attracted to Hall County by Lake Lanier and its quality of life.

Hall County continues to build on its historic base as the primary center of Northeast Georgia: its banking and financial center; the regional seat of the Federal Court; the health center, with more than 300 physicians and the region's largest major hospital; the educational center, with Brenau University, Gainesville College, Lanier Technical College, Riverside Military Academy, two public school systems and several prominent private schools; the sports center, with headquarters of the Atlanta Falcons, Road Atlanta, Olympic rowing and canoe/kayak facilities, several championship golf courses and dozens of public parks and camping areas; the arts center, with a wealth of cultural organizations, societies, groups and clubs.

DEMOGRAPHIC CHANGES

Hall County's population growth reflects both its Northeast Georgia regional center status, and its emergence as an outer suburban county in the Atlanta metropolitan region. Since 1980, its population has grown by 125%, from approximately 76,000 to 171,000. It is forecasted to grow by more than another 185% over the next thirty years to over 489,000, absent any plans to the contrary. The adopted plan reflects a future population "build out" of 445,566, as discussed in later sections of this document.

Hall County's employment base is also forecasted to grow at a dramatic rate of approximately 180% of the next thirty years, from approximately 100,000 jobs to over 280,000 jobs. Unlike the population forecast, which are proposed in this plan to be reduced in the future, this plan reflects a desire to maximize employment opportunities, particularly in higher paying skilled jobs in "clean" or high tech services and industries.

It is also particularly important to understand the interaction between the employment market and the housing market. While the forecasted population is proposed to be moderated relative to employment growth in Hall County, it is imperative for the County provide the right mix of housing types and price point relative to is economic development objectives. This plan provides for a range of housing options and public service strategies in order to achieve a balance of jobs to housing in a more sustainable pattern that has developed in the past.

TRANSPORTATION AND COMMUNITY FACILITIES

One of the factors that has influenced, and in some ways inhibited desirable growth is the provision of public services, particularly public sanitary sewers. Specifically, the lack of sanitary sewers has inhibited productive economic development in areas that are otherwise suitable for business and industry development, particularly in the I-985 corridor south of Gainesville. Further, longer-range opportunities exist along the Highway 365 corridor to the north. These needs are being addressed through plans the provision of sewer service with a cooperative intergovernmental approach between Hall County, the City of Gainesville, and other Hall County jurisdictions.

Hall County's transportation system continues to provide both challenges and opportunities. Clearly the extension of I-985 into Hall County, along with improvements to Highway 365 north of Gainesville has acted as a tremendous economic engine for growth. However, the local street system has struggled to accommodate recent growth, with future growth not expected to slow down substantially.

NATURAL RESOURCES

There are several environmental conditions that will continue to influence the way in which growth should be managed. First, there are long-term but very real regional water constraints that must be acknowledged. The North Georgia Regional Water District has forecasted Hall County to have a population of just over 320,000 by the year 2020, which is the time frame when that body sees water as being a constraint to growth based on current land use patterns. This is not considered a "hard ceiling", and this forecast is heavily influenced by the way in which water resources are managed, but it does suggest a future limit to population based on regional water resources.

Also, the relationship between the use and return of water to the system is an important element in the provision of water and the quality of the environment. Water that is used by the public and collected in a major sanitary sewer system can be returned to the water system, and is thus not "consumed", which means that it can extend the regional water supply. On the other hand, water that is used and released through localized sanitary sewer systems such as septic systems is considered a "consumptive use", because water is returned to the ground rather than directly to surface water resources. This, combined with possible long term environmental problems associated with the widespread use of septic systems, suggests that new development be served with public sanitary sewer service as much as is practical.

Approximately 20% of the homes in Hall County are currently served with sanitary sewers, with the remaining 80% on private septic systems. Hall County is among the counties with the highest numbers of septic systems in the state. Hall County and its communities have been diligent in planning for future sanitary sewer services, with plans in place to provide service primarily around Gainesville, along the I-985/Highway 365 corridor, and in south Hall County in general. There are no current plans to provide the eastern or northern portions of the County with sanitary sewers.

Finally, the collective values and desires of Hall County residents should also be considered a major force that shapes this plan. This plan reflects a collective desire of Hall County to manage

growth in such a way as to maximize its benefits in the form of social and economic opportunities, while minimizing its negative environmental, fiscal, and quality of life impacts, and assuring individual property rights.

IV. FUTURE DIRECTION

A close examination of the forces and trends shaping the community suggest several conclusions:

- Future growth pressure, while it may be moderated through modified planning policies, will continue to be substantial into the foreseeable future;
- The community desires to manage growth and change for the positive benefit of the community;
- Environmental and community character factors suggest a lower planned residential capacity relative to forecasted growth;
- Public service, environmental, and community character factors suggest a more compact regional pattern of development than is currently planned; and
- A strong urban core with stable and desirable neighborhoods and business districts is needed to serve as the regional anchor.

With these conclusions as a basis, this plan is built on the following vision:

The Gainesville/Hall County community will embody the best and most balanced forms of urban, suburban, and rural development. It will balance these three forms to achieve fiscal and economic health, preserve natural and cultural resources and open space, foster community facility efficiency and quality, and provide for a diverse housing stock and community livability. This will be accomplished by promoting a more compact form of growth, with new growth directed towards areas that can be efficiently provided with infrastructure and services. Infrastructure will be used as a tool to help manage growth, with infrastructure provided in support of desired types and patterns of growth, with a particular emphasis on high quality commercial, industrial, and business development. Gainesville/Hall County will have a strong economy that promotes fiscal health and prosperity for its citizens and as a means to allow local government to provide a high level of public services. Sensitive and compatible infill development that respects the historic fabric of existing neighborhoods will be encouraged as a way to maintain the viability of existing urban areas. In areas that can not be efficiently served with public services such as sewers, rural densities will be maintained. Rural character, open space, and environmental resources will be preserved through the use of conservation oriented development practices that also acknowledge long term investments by existing land owners.

This vision will in turn be supported by the following series of goals:

LAND USE

Development Quality

Gainesville and Hall County will ensure that land resources are allocated for uses that will accommodate and enhance economic development, protect natural and historic resources, ensure adequate community facilities, and provide a range of housing - resulting in the preservation of a high quality of life.

Efficient Growth

Gainesville and Hall County will grow and develop efficiently relative to the cost and timing of providing infrastructure and public services.

Fiscally Sound Growth

Gainesville and Hall County will grow and develop with a fiscally responsible land use pattern consisting of a balance of housing and jobs that supports the economic health and vitality of residents and businesses.

Urban and Rural Distinction

Existing and planned urban and suburban areas will be stable, vibrant, and well defined; development in rural areas will reflect low density that maintains true rural character.

COMMUNITY FACILITIES AND SERVICES

Efficient Public Facilities and Services

In order to foster a fiscally efficient provision of services, development will occur in a more compact form, with growth oriented in and around existing and planned service areas.

Adequate Public Facilities and Services

Gainesville and Hall County will ensure that public facilities have the capacity, and are in place when needed, to support and attract growth and development and maintain quality of life.

Utilities

Gainesville and Hall County will be provided with safe and adequate utilities that are coordinated with the future land use plan and that support economically productive growth.

Parks and Leisure

Gainesville and Hall County will provide recreational and cultural opportunities for citizens of all ages and socioeconomic backgrounds.

Public Safety

Gainesville and Hall County will provide public safety services to all citizens.

Government, Health, and Education

Gainesville and Hall County will provide adequate and accessible government facilities, health care facilities, and educational facilities to all citizens.

TRANSPORTATION

Adequate Transportation System

Gainesville and Hall County will provide transportation system to move people and goods with a level of service that supports economic development goals and maintains a high quality of life.

Transportation Alternatives

Gainesville and Hall County will continue to explore and promote mechanisms to alleviate traffic congestion through use of alternative modes of transportation, and better management of the existing road network.

NATURAL AND CULTURAL RESOURCES

Conservation and Protection

Gainesville and Hall County will conserve and protect the natural environment, open spaces, and historic resources.

Open Space Preservation

Gainesville and Hall County will promote the preservation of open space systems throughout the County and City.

Historic Preservation

The preservation of historic resources is recognized as an important contributor to community livability, as well as economic development, and will be promoted.

ECONOMIC DEVELOPMENT

Balanced Economy

Gainesville and Hall County will have a growing and balanced economy, which equitably benefits all segments of the population, consistent with prudent management of the County's resources.

Balance of Housing and Jobs

Gainesville and Hall County will have a fiscally healthy balance of employment and housing.

HOUSING

Quality and Diverse Housing

Gainesville and Hall County will have a balanced range of adequate and affordable housing, making it possible for all who work in the community to also live in the community.

Neighborhood Preservation and Housing Maintenance

Existing neighborhoods will be maintained as stable and desirable places to live and raise families.

INTERGOVERNMENTAL COORDINATION

Regional Coordination

Regional coordination will be emphasized that sets regional priorities, identifies shared needs, and finds collaborative solutions, particularly related to problems that transcend local jurisdiction boundaries.

Coordinated Growth

Growth planning and management will be coordinated between municipal and county government.

These goals guided the analysis of trends and the development of implementation policies and strategies in six plan elements. An overview and the policies for each element are presented in the following section.

V. FUTURE LAND USE PLAN

OVERVIEW

The Future Land Use Plan for Hall County reflects an urban development pattern along the I-985/S.R. 365 corridor through and including the Cities of Buford, Flowery Branch, Oakwood, Gainesville, and Lula. Lower density suburban development is reflected around the balance of Lake Lanier and Gainesville, along the major highway corridors to the north, east and west, and in most of the southern portion of the County.

A more detailed discussion of the land use plan and policy follows by geographic area:

South Hall

Generally defined as areas lying south and west of Mundy Mill Road and Mulberry Creek, this area is characterized by suburban residential development serving the commercial/industrial corridor along I-985, Atlanta Highway and McEver Road. A key feature of this area is the amount of access to and businesses serving Lake Lanier, including Lake Lanier Islands resort and major marinas. Potential regional retail nodes are planned at I-985 and Friendship Road, and the future I-985 interchange with Martin Road. Additional community level retail exists or is planned for Gaines Ferry Road and McEver Road, Flat Creek Road and McEver Road, Spout Springs Road and Friendship Road, Spout Springs Road and I-985, and Thompson Mill Road and Old Winder Highway.

Chestnut Mountain/Candler Area

This area is generally defined as east of I-985 between Mulberry Creek and Allen Creek, this area is shown for residential development based on a large number of existing projects of this type. A significant area of industrial and mixed use development is shown in the area between Winder Highway and Old Winder Highway, taking advantage of the two I-85 interchanges that are only about 2 miles from the County line.

This area is served by the existing community commercial node at Winder Highway and Atlanta Highway. Additional community commercial nodes are also planned at Winder Highway and Martin Road, Winder Highway and Old Winder Highway/Tanners Mill Road, and Candler Highway and Poplar Springs Road.

East Hall

Lying in a crescent from Allen Creek north to the Chattahoochee River, this area features a cross-section of most of the land use categories identified in the Plan. Residential development is located along the Harmony Church Road up Gillsville and Athens Highways to Gainesville. That land use continues north around Gainesville to the Highway 365 employment corridor, and surrounds that corridor up through Lula to the County line. Residential is also shown along other state road corridors. The remainder of the area to the east is designated for rural residential densities, protecting the Cedar Creek Reservoir and continuing a pattern of lower density living that is established in much of this area.

The Highway 365 corridor features a significant industrial area taking advantage of rail access, and large areas of mixed use that are anticipated to be dominated by office and

business park development. Along either side of the office/industrial corridor, Residential development is proposed.

A regional retail node is planned at the intersection of Highway 365 and SR 52, based on its unique accessibility in this region. Community commercial nodes are planned for the intersections of Highway 365 and White Sulphur Road, Highway 365 and Belton Bridge Road, and Athens Highway and Gillsville Highway. Community level commercial services are also anticipated within Lula and Gillsville.

North Hall

This area, generally lying between the Chattahoochee River and Wahoo Creek, is characterized by rural residential densities. Residential is also designated along Lake Lanier, up the U.S. 129 corridor through Clermont, and along other state road corridors.

A mixed-use corridor is shown along U.S. 129 to accommodate some office and light industrial areas. Community Commercial nodes have been identified at U.S. 129 and Nopone Road and U.S. 129 and SR 52 (Quillian's Corner), and an additional commercial area of this scale is anticipated within Clermont.

Murrayville/Sardis Area

This area, virtually surrounded by Lake Lanier and its Wahoo Creek and Chestatee arms, is characterized by Residential development adjacent to the Lake and its two major highways, Thompson Bridge Road and Dawsonville Highway.

Mixed uses are shown along much of the major highway corridors, and community commercial nodes are shown at Thompson Bridge and Mt. Vernon Roads, Sardis Road and Dawsonville Highway, and in the Murrayville area.

Gainesville Area (south of the Lake)

The area around the City of Gainesville is characterized by Residential development. Areas to the immediate west of the City, such as along Skelton Road and Atlanta Highway, are shown as Residential, based on existing development patterns and potential for infill and redevelopment. Areas further west, including the Browns Bridge peninsula, are dominated by Residential development. Areas to the southwest, along Mountain View Road, Old Oakwood Road, and Atlanta Highway are generally non-residential, including Industrial and Mixed Use areas, and the institutional uses of the Gainesville College/Lanier Tech area. Areas to the south and southeast along I-985 near Candler Road and Athens Highway are dominated by industrial and allied uses. Areas to the east are Residential densities, and areas to the northeast along SR 365 and White Sulphur Road are shown for Industrial and Mixed Use areas.

Community commercial nodes serving this ring on the edge of and around Gainesville include Browns Bridge and McEver Roads, Mundy Mill and McEver Roads, Mundy Mill and Frontage Roads, Athens Highway at Gaines Mill Road, I-985 and Jesse Jewell Parkway, and Limestone Parkway at Clarks Bridge Road.

LAND USE DEFINITIONS, AND POLICIES

The following are the specific land use categories depicted in the future Land Use Plan, along with development policies that apply to those land use categories. The Development Policies are intended to define the circumstances under which the land use is considered appropriate.

Residential

The Residential land use categories are characterized primarily by single-family residential development at moderate densities. The Residential category allows for larger lots served with septic systems as well as smaller lots served by sanitary sewers. Road infrastructure will be developed with urban dimensions and design features such as curb and gutter drainage.

The Residential designation strikes a balance between market desires for larger lots and sufficient densities to provide a higher level of public services.

Residential includes areas containing or planned for single-family residential development and limited non-residential uses. Residential development intensity is dictated by minimum lot size based upon infrastructure provision. For those properties with both public water and sewer service available, development will be allowed on minimum ½ acre lots. For those properties with public water, but utilizing septic tanks, development will be allowed on minimum 1 acre lots. For those properties where development must rely on wells and septic tanks, development will be allowed on minimum 1½ acre lots.

Development Policies:

1. The appropriate land uses in the Residential category include single-family residential, limited neighborhood commercial and appropriately scaled institutional uses. Agricultural uses are appropriate interim land uses, but eventually it is expected that agricultural uses will transition into residential development.
2. Uses such as parks, schools, churches, and senior housing should be considered as appropriate ancillary uses when part of an integrated site design and when located and designed to minimize negative impacts.
3. Neighborhood retail uses are appropriate as indicated on the future land use map. Sites other than those indicated on the future land use map may be appropriate, subject to certain development policies as identified in the commercial land use section.
4. The lot size requirements are based on infrastructure availability. For the purpose of this policy, public sanitary sewer refers to facilities that return treated effluent to the surface water system and are not considered a consumptive use of water.
5. The integrity of environmental features should be preserved in suburban low-density areas. Measures should be implemented to ensure the protection of stream corridors and water quality, and measures should be taken to minimize adverse impacts of septic systems.
6. While this land use category is intended to promote residential character, neighborhood “connectivity” between subdivisions is encouraged wherever practical to avoid the creation of isolated islands of development, and reduce traffic impacts on the major road network.
7. Development within this land use category should be designed to be compatible with, and connect with open spaces, recreation facilities, and trails as established or proposed in county plans.

Retail Commercial

The retail commercial land use category generally includes retail uses, offices, personal services, restaurants, automotive related business, and related uses. This land use category is intended to provide retail and related uses at three levels including neighborhood retail, community retail, and regional retail.

The following standards are used to define policy and guide retail land use decisions:

Neighborhood Commercial

Neighborhood Commercial is a node of development containing 10,000-50,000 square feet of small scale buildings on sites totaling 2-5 acres, serving a population of approximately 2,500-5,000 living within a 1-2 mile radius. Such areas are typically made up of small shops and offices, possibly anchored by a small neighborhood grocery or drug store.

Community Commercial

Community Commercial is a node of development containing 50,000-250,000 square feet of buildings on sites totaling 5-25 acres, serving a population of approximately 10,000-50,000 living within a 2-5 mile radius. Such areas are typically anchored by a major grocery store, major drug store or large-scale retailer.

Regional Commercial

Regional Commercial is a node of development containing from 250,000 to over 1,000,000 square feet of buildings on sites totaling 25 – to over 100 acres, serving a population of 150,000 or more living within a 5-10 mile radius. Such areas are typically anchored by a number of large-scale retailers.

These categories of retail development are intended to provide a hierarchy of retail locations that are designated based upon infrastructure, suitability, and access. These sites are identified on the future land use map.

The intent of the plan for this land use category is to provide adequate land to serve the anticipated future population. An excess of retail land is illustrated on the future land use map in order to provide market flexibility; the amount of land and number of sites proposed in the future land use plan exceeds the amount of land needed to support the anticipated future population by approximately 50% in order to create this market flexibility.

The following definitions apply to Retail Commercial depicted on the Future Land Use map.

Retail Commercial

Retail Commercial includes areas containing or planned for focused retail activity, and specifically designated to provide for neighborhood, community or regional retail needs as defined within the Plan.

Retail is planned at a number of locations on the future land use plan, including:

Regional Commercial

- I-985 and Friendship Road
- I-985 and Martin Road
- SR 365 and SR 52
- Shallowford Road/Dawsonville Highway/McEver Road Area

Community Commercial

- Spout Springs and Friendship Road
- Spout Springs and Hog Mountain Road
- Gaines Ferry and McEver Road
- Flat Creek and McEver Road
- Browns Bridge and McEver Road
- Pearl Nix and Browns Bridge Road
- Atlanta Highway and Memorial Park Drive
- Winder Highway and Martin Road
- Winder Highway and Old Winder/Tanners Mill Road
- Old Winder Highway and Thompson Mill Road (Relocated)
- Candler Road and Poplar Springs Road
- Athens Highway and Gillsville Highway
- Jesse Jewell Parkway and I-985
- South Enota and Downey Blvd.
- White Sulphur Road and SR 365
- Belton Bridge and SR 365
- Limestone Parkway and Clarks Bridge Road
- Cleveland Highway and Nopone Road
- Cleveland Highway and SR 52 (Quillians Corner)
- Thompson Bridge Road and Enota Avenue
- Thompson Bridge Road (Murrayville)
- Thompson Bridge Road and Mount Vernon Road
- Dawsonville Highway and Sardis Road

At least one additional Community Commercial node is expected to be developed within Buford, Braselton, Clermont, Flowery Branch, Gillsville, Lula and Oakwood.

Neighborhood Commercial

- Spout Springs and Williams Road
- Spout Springs and Union Circle
- Spout Springs and Capitola Farm Road
- McEver and Lights Ferry
- McEver and Jim Crow Road
- Poplar Springs and Sherman Allen Road
- Candler Road and Tanners Mill Road
- Athens Highway and Roy Parks Road
- Harmony Church and Gillsville Highway
- Harmony Church and Mangrum Mill Road
- Gillsville Highway and East Hall Road
- Gillsville Highway and SR 52
- Old Cornelia and SR 52

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- SR 52 and Glade Farm Road
- SR52/Skitts Mtn./Holly Springs Road
- Hubert Stephens and Mount Vernon Road
- Jim Hood and Mount Vernon Road
- Price Road and Thomas Road
- Price Road and Cool Springs Road
- Price Road and Sardis Road
- Chestatee Road and Cool Springs Road

Several additional Neighborhood Commercial nodes are expected to be developed within Buford, Braselton, Clermont, Flowery Branch, Gillsville, Lula and Oakwood.

Retail Development Policies:

Neighborhood Retail

1. Neighborhood retail is intended to serve nearby residential areas with basic personal and retail services. Such uses are generally located in stand-alone buildings or in small commercial centers and they include uses such as convenience stores, beauty salons, specialty shops, and smaller restaurants, grocery stores and drug stores. These uses are appropriate in many areas and can help to minimize traffic by providing services near homes. On the other hand, they can also be obtrusive and have negative impacts on homes if they do not respect the neighborhood scale or are not properly located and designed.
2. Neighborhood retail should be located at a significant intersection along a collector street or arterial street, easily accessible from the area it is intended to serve.
3. Neighborhood retail clusters should be adequately spaced to avoid an over concentration in individual neighborhoods. The amount of neighborhood retail in a given neighborhood should be generally proportional to the needs of the surrounding area.
4. Adequate landscape buffering should be provided adjacent to any residential areas.
5. Building design should be compatible with surrounding residential areas with regards to materials, building scale, building massing, and relationships to streets.
6. Connections should be provided to any adjoining sidewalk or trail system that exists.
7. Parking facilities should be carefully designed to minimize visual impacts on surrounding residential areas and on the neighborhood as a whole.
8. Access should be limited to minimize impacts on surrounding residential areas.

Community Retail

1. While community retail serves a larger area, it often serves a neighborhood retail function for immediately surrounding areas. For this reason, community retail should maintain a pedestrian scale that connects to surrounding residential areas.
2. Other related but smaller uses may also occur as part of community retail, such as restaurants and smaller specialty stores. These smaller uses must be carefully coordinated from a site-planning standpoint with the larger retail uses, particularly related to traffic access and circulation.
3. Community retail uses should meet quality standards related to site layout, building configuration, materials, massing, shape, height, landscaping, signage, parking lot aesthetic and functional design, vehicular and pedestrian circulation, trash removal, lighting, storm water management, environmental protection, and others as discussed below. Community retail should be subject for land use impact review and mitigation for such issues.
4. Community retail should be approved only upon a demonstration that adequate public facilities exist or will be established by the time of opening.
5. Circulation systems should be designed to efficiently facilitate traffic flow, yet designed to discourage speeds in volumes that impede pedestrian activity and safety. Common or shared access points are encouraged. Access management principles and techniques should be incorporated in the site plan design and development phase.
6. Adequate parking should be provided, but excessive parking is discouraged. The visual impacts of parking should be minimized with interior landscape islands, and through dividing parking areas into groupings. The edges of parking lots should be screened through landscaping or other methods.
7. The location of service areas and mechanical equipment should be considered as part of the overall site design. Service areas and mechanical equipment should be screened from public view.
8. A master sign plan should be prepared illustrating the location, type, size, and material of signage.
9. Lighting should be designed to avoid spill over onto adjacent properties, including the use of cut off shields or similar features.

Regional Retail

1. Regional retail is intended to serve larger areas, and include uses such as retail/grocery superstores, large discount stores, warehouse clubs, large specialty retailers, manufacturers' outlet stores, and department stores.
2. Other related but smaller uses may also occur as part of regional retail, such as restaurants and smaller specialty stores. These smaller uses must be carefully coordinated from a site-planning standpoint with the larger retail uses, particularly related to traffic access and circulation.
3. Regional retail uses should meet quality standards related to site layout, building configuration, materials, massing, shape, height, landscaping, signage, parking lot aesthetic and functional design, vehicular and pedestrian circulation, trash removal, lighting, storm water management, environmental protection, and others as discussed below. Regional retail should be subject for land use impact review and mitigation for such issues.
4. Regional retail should be encouraged only where they have a strong network of interstate or arterial roadways to provide access.
5. Regional and community retail should be approved only upon a demonstration that adequate public facilities exist or will be established by the time of opening.
6. Circulation systems should be designed to efficiently facilitate traffic flow, yet designed to discourage speeds in volumes that impede pedestrian activity and safety. Common or shared access points are encouraged. Access management principles and techniques should be incorporated in the site plan design and development phase.
7. Adequate parking should be provided, but excessive parking is discouraged. The visual impacts of parking should be minimized with interior landscape islands, and through dividing parking areas into groupings. The edges of parking lots should be screened through landscaping or other methods.
8. The location of service areas and mechanical equipment should be considered as part of the overall site design. Service areas and mechanical equipment should be screened from public view.
9. A master sign plan should be prepared illustrating the location, type, size, and material of signage.
10. Lighting should be designed to avoid spill over onto adjacent properties, including the use of cut off shields or similar features.

Industrial

The industrial land use category includes a wide range of office, business, light industrial, manufacturing, research and development uses, and support commercial uses. Industrial uses involve a significant number of vehicle trips, particularly in the morning and evening peak hours. They also involve a mixture of automobile and truck traffic. They also may prefer rail access and are typically located near major highway facilities in areas naturally buffered or away from residential areas.

Industrial uses are generally planned for one of several areas including:

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- The industrial area along Candler Road, which is an area that has historically been used for industrial uses.
- The Interstate 985 Corridor generally around Buford and between Flowery Branch and Oakwood. This is an area recommended generally for lighter industrial uses with some heavier industrial uses anticipated along the railroad. Some of this area is already served with sanitary sewers and the remainder is planned for sanitary sewer service pursuant to a cooperative agreement between Hall County and Flowery Branch.
- The Interstate 985 Corridor between Candler Road and Athens Highway. This area supports more intense industrial uses, especially southeast of the Highway.
- The Winder Highway area around Road Atlanta, which has a high quality of development and has good access to both I-85 and I-985 via Winder Highway.
- State Route 365 north of Gainesville. This area includes some existing development, but also provides a long-term supply of industrial land with access to both regional highway and rail systems. Sanitary sewer service will be provided to this area through a cooperative agreement between the City of Gainesville and Hall County.

The following definition applies to Industrial depicted on the Future Land Use map.

Industrial

Industrial includes areas containing or planned for industrial activity including manufacturing, processing, mining and major warehousing and distribution facilities.

Industrial Development Policies:

1. The appropriate land uses in this category include manufacturing, processing, mining, and major warehousing and distribution facilities.
2. Industrial uses should meet quality standards designed to mitigate negative impacts on any surrounding non-industrial uses.
3. The most desired form of industrial uses is that of an "employment campus" with an integration and coordination of uses, although freestanding industrial uses are also anticipated.
4. Industrial uses should be located within easy access to an arterial roadway and the interstate highway system, and take advantage of rail locations that are compatible with surrounding development.
5. Employer transportation programs are encouraged to reduce the percentage of trips made by single-occupancy vehicles
6. Vehicular access should be designed to maximize efficiency and minimize negative impacts on the level of service of adjacent roads.
7. On-site amenities such as walking trails and eating areas are encouraged.
8. Accessory uses designed to serve on-site employees, such as restaurants, day care centers, and personal services are also encouraged but only when integrated with and subordinate to the primary business uses.

Mixed-Use

The category of mixed use is intended to create a land use environment where compatible land use can be located in close proximity to each other. This can be desirable for several reasons. First, allowing compatible and mutually supportive uses in close proximity to each other can reduce the length and amount of automobile trips on the road system, thereby helping to reduce congestion and negative environmental impacts caused by automobile traffic. Second, a well-planned mixture of land uses and help to create a positive transition of land uses, with less intensive uses serving as a transition between more intensive uses and single family neighborhoods. At the same time, the idea of mixed uses should not be interpreted as allowing for the intrusion of incompatible land uses into single-family neighborhoods that create negative land use impacts. On the contrary, mixed use is intended, in part, as a tool help protect neighborhoods.

The following definition applies to Mixed-Use depicted on the Future Land Use map.

Mixed-Use

Mixed-Use includes areas containing or planned for a mixture of light industrial and office-based employment, retail activities, and institutional uses, as follows:

Office/Business Parks – Anticipated to make up approximately 65 percent of this land area providing high quality employment areas such as offices, employment based institutions, “flex” office/warehouses, and research and development facilities, with limited light assembly and warehousing.

Limited Retail – Anticipated making up approximately 25 percent of this land area providing support retail for business parks, neighborhood office and service uses, and specialty retail for surrounding land uses.

Residential – Approximately 10 percent of this land area is anticipated to provide supporting residential development in single family, townhouse, or multi-family developments of up to 12 units per acre. Such residential development should be in response to commercial and industrial development, and restricted to the Gainesville sewer service districts.

Mixed-Use Development Policies:

1. The dominant use in the mixed-use category is intended to be office/business park use. Retail uses are intended to be supportive of the job-based uses. Residential uses are also intended to be supportive of and in response to the establishment of job-based uses. Residential uses are only anticipated in those mixed use areas in the Gainesville sewer service districts, and the percentage of residential development may be greater on certain properties based on surrounding land uses. While not every individual development must meet the ratio guidelines identified above, the intent of this land use category is to provide for the mutually supportive mixture of land uses with business uses being the primary use.
2. Because this land use category is intended in part as a transition between more intensive uses and single-family uses, all sides of a building open to view to the public should display a similar level of architectural quality. Building materials should be limited to brick, masonry, stucco, wood, fiber cement siding, wood shingle, wood siding, cultured stone, or similar materials.
3. Buildings and sites should be designed to emphasize pedestrian orientation. A coordinated pedestrian system should be provided throughout the development including connections between uses on the site, in between the site, and adjacent properties and rights-of-way where appropriate.
4. Circulation systems should be designed to efficiently facilitate traffic flow, yet designed to discourage speeds in volumes that impede pedestrian activity and safety. Common or shared access points are encouraged.
5. Adequate parking should be provided, but excessive parking is discouraged. The visual impacts of parking should be minimized with interior landscape islands, and through dividing parking areas into groupings. The edges of parking lots should be screened through landscaping or other methods.
6. The location of service areas and mechanical equipment should be considered as part of the overall site design. Service areas and mechanical equipment should be screened from public view.
7. A master sign plan should be prepared illustrating the location, type, size, and material of signage.
8. Lighting should be designed to avoid spill over onto adjacent properties, including the use of cut off shields or similar features.

Public/Institutional

Public/Institutional includes areas containing or planned for public and institutional uses including governmental, educational and medical facilities, houses of worship, residential child care, and institutional facilities. Specific areas are not identified for most future institutional uses, but appropriate criteria for their location are specified in other land use designations. Once institutional uses are established, extra care should be used to insure that surrounding development is compatible with the institutional uses function.

Public/Institutional Development Policies:

1. Institutional uses should be located at a significant intersection along a collector street or arterial street; easily accessible from the area it is intended to serve.
2. Adequate landscape buffering should be provided adjacent to any residential areas. Surrounding land uses and site planning should be sensitive to the needs and long term function of the institutional use.
3. Building design should be compatible with surrounding residential areas with regards to materials, building scale, building massing, and relationships to streets.
4. Parking facilities should be carefully designed to minimize visual impacts on surrounding residential areas and on the neighborhood as a whole.

Transportation/Utilities/Communications

Transportation/Utilities/Communications includes areas containing or planned for major transportation, utilities, or communications facilities.

Parks/Recreation/Conservation

Parks/Recreation/Conservation includes areas containing or planned for parks and recreation facilities (including marinas and associated accessory commercial uses), permanently designated open space, and conservation areas, including buffers along waterways and other environmental features.

Master Planned Communities

Hall County recognizes that quality, balanced growth is desirable and occasionally there will be opportunities to plan and develop large contiguous parcels as new, master planned mixed-use communities throughout the County. These master planned communities may be desirable and can complement the Comprehensive Plan's stated goals. They can enhance economic development, protect natural and historic resources, ensure adequate community facilities, provide a range of housing types, improve the balance between jobs and housing, and achieve a higher standard of quality development across larger portions of the County. The approval of large-scale master planned communities, including the appropriate amendment to the Comprehensive Plan and Future Land Use map, is anticipated when compatible with the following policies.

Master Planned Communities Development Policies:

1. A master planned community should have significant frontage or direct access to a state or county arterial highway.
2. Master Planned Communities should include a mix of commercial, business, residential, community, and open space, in a configuration that builds on the benefits of mixed-use development.
3. A significant percentage of a master planned community should be recreation, conservation, and/or open space, reflecting environmentally sensitive site planning and conservation practices.
4. The developer should demonstrate a commitment to partner with the County in order to ensure the provision of adequate public facilities to support the phased development of the master planned community.
5. Comprehensive Plan amendments proposed under these policies for a master planned community must contain a minimum of 500 contiguous acres.

City of Gainesville Annexation Areas

Through the joint planning process of the City and County in this plan, the land uses in most areas of future annexation by the City have been agreed to by both jurisdictions. Over the years, voluntary annexation of land into the City of Gainesville has created small pockets of County land that are surrounded by or significantly influenced by lands within the City limits. While this situation can happen along any boundary, City and unincorporated areas are particularly intermingled along the southern and western edges of Gainesville. Because of the potential for infill and redevelopment, and fine grain of uses in many of these areas, well conceived projects may be proposed for annexation that are not in specific conformance with the land use designation for that area. In order to protect the interests of area residents and landowners, while allowing for some flexibility in such situations, specific policies are offered to help manage such requests.

Policies:

1. Where an annexation request is made in clear non-conformance with the County land use designation for the property, the City and County staffs will work together to try and develop a program to make the proposal compatible with City and County development goals prior to formal submittal of the application for County Land Use review.
2. When the area proposed to be annexed is surrounded by City land and no impact on County territory is identified, it is the intent of the County to defer to the City of Gainesville on land use impact related issues, unless extraordinary circumstances dictate otherwise.

In addition to the Future Land Use Plan for the County, there are additional planning elements with goals and policies that will influence the future of the County. The elements are summarized following the Future Land Use Map and additional information can be found in the complete plan element as part of the Gainesville /Hall County Comprehensive Plan.

INSERT FUTURE LAND USE MAP FOR HALL COUNTY

VI. TRANSPORTATION

OVERVIEW

Transportation planning is a continuous process in which planning factors, such as growth and needs assessments, are monitored and deficiencies are identified and evaluated. Long-range transportation plans cover at least a 20-year period and must be updated regularly to reflect changes in development patterns, travel demand, legislative requirements, political issues, available funding levels, and other factors. Hall County's growth necessitates a proactive process to support quality decision-making in regards to transportation facilities.

Transportation in Hall County has reached a significant milestone. The U.S. Census 2000 population for the Hall County was 139,277, making it one of 76 newly designated urbanized areas nationwide. That designation triggers federal requirements impacting the transportation planning process. Urbanized areas are required to establish a Metropolitan Planning Organization (MPO) and comply with the federally regulated metropolitan planning process. An MPO is made up of representatives from local governments, the State Department of Transportation, and local/regional transportation and planning agencies and authorities. The MPO's duties and responsibilities are outlined in Title 23 CFR Part 450 of the U. S. Code of Federal Regulations in April 2004.

On February 25, 2003, Georgia's Governor designated the Hall County Planning Department as the MPO for the Gainesville-Hall County Transportation Study (GHTS). The newly designated GHTS metropolitan planning process is expected to establish a cooperative, continuous, and comprehensive framework for making transportation investment decisions.

The GHTS process was launched on January 9, 2004. The MPO's Committees met and adopted the MPO Bylaws and held their first official meeting. MPOs have an established schedule for their transportation planning work program. Generally, each MPO is required to develop a short-range transportation improvement program (TIP) based on a long-range transportation plan. Development of the plans follows a federally prescribed transportation planning process.

Based on population projections and transportation demand, the future transportation needs of the community cannot be met by the existing transportation facilities and services. Additional improvements are needed to maintain an acceptable level of service. The following policies were developed to help guide decisions in Hall County related to transportation needs.

POLICIES

The policies below have been developed during the comprehensive planning process with significant citizen input. These policies are directly related to the goals and objectives set forth for transportation in Hall County and are important initial implementation steps, providing greater detail to guide decision-makers.

Aduquate Transportation System

- **Policy 1:** Hall County will establish a goal for arterial and collector roads in all urban and suburban areas of Level of Service E, and for arterial and collector roads in all rural areas of Level of Service D.
- **Policy 2:** Hall County will develop a land use plan and review development approvals based on the goal of exceeding or maintaining the above levels of service on all roads that currently meet this standard.
- **Policy 3:** Hall County will take actions to alleviate congestion on those roads that do not currently meet this standard.
- **Policy 4:** Hall County will place a priority on transportation projects that directly support economic development goals.

Transporataion Alternatives

- **Policy 1:** Hall County will develop standards to ensure that sidewalks are developed along urban and suburban roadways.
- **Policy 2:** Hall County will continue to work with Hall Area Transit to provide an appropriate transit system to serve the community.
- **Policy 3:** Hall County will explore transportation demand programs to alleviate congestion in major employment areas, and continue to support carpooling activities in the County.

Hall County will strive to provide adequate transportation options and level of services to the current and future residents and business of the County. The following programs illustrate the course the County will pursue to achieve the community vision.

PROGRAMS

These programs illustrate the first steps in achieving the long-term goals and objectives established for transportation in Hall County. Many of these steps require collaboration with the City of Gainesville or other local jurisdictions. These programs break down into four major categories. For the most part, the County will be the lead implementation agencies.

Growth Management/Regulatory

The County has begun to revise their development codes (zoning, subdivision, etc.) to conform to the comprehensive plan. The County is focusing on targeting urban/suburban density residential development in and around its municipalities where public facilities and services are more readily available. Additionally, new zone districts are being created for modern industrial and commercial uses; County infrastructure investments (e.g., roads, sewer lines) will be targeted in these areas.

The County may consider adoption of regulation dealing with the following transportation programs.

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- Transportation Demand Management
- Clean Air Campaign
- Pedestrian and Bicycle Improvements
- Cleaner Fuels and Vehicle Inspections, and
- Passenger Rail

Financial/Fiscal

Hall County will examine a range of tools to deal with the fiscal impacts of development, including impact fees (which the County already has in place for some facilities/services), adequate public facility standards, and fiscal impact assessment requirements. These tools will help to ensure that new development is provided with a transportation system that is of a type and quality that does not undermine the fiscal health of the County.

Capital Improvement

Road improvements are on the Capital Improvements Budget on an annual basis. The most costly of potential solutions to transportation problems can be infrastructure enhancements. The most cost effective infrastructure or capital improvement enhancements are the development of High Occupancy Vehicle facilities and Intelligent Transportation System features. Road widening and new road may be necessary in Hall over the next 20-25 years, because of new growth. These issues are addressed in the MPO and will be included in future planning efforts.

Intergovernmental Coordination

The Gainesville-Hall Metropolitan Planning Organization is the principal intergovernmental coordination element for transportation planning. The transportation planning process is underway and GHTS is conducting the GDOT process following federal guidelines. The process is a proven, resilient and effective method of assessing existing and future transportation conditions in a land use setting. The Gainesville-Hall Comprehensive Plan, developed during the establishment of the GHTS process, will assist the City and County in integrating land use and transportation decision-making to accurately anticipate future need.

VII. COMMUNITY FACILITIES

OVERVIEW

Community facilities are inclusive of services, infrastructure, and amenities provided to the public by the government or other agency. Community facilities include: water supply and treatment facilities, sewer systems and treatment facilities, solid waste or landfill sites and collection services, general government services and facilities, public safety services and facilities, fire protection and EMS services and facilities, recreation facilities, schools, hospitals and public health facilities, libraries and other cultural facilities. Through the House Bill 489 Service Delivery Strategy and general service management practices, Hall County in conjunction with Gainesville has been able to provide residents and local businesses with effective and efficient services. As the County's population grows, the demand for services will also increase. The ability to provide these services at an equivalent or higher level over time will strongly influence the strength of the County's economy. Through independent planning efforts, including the North Georgia Metropolitan Water Planning District and the CIE study due for completion in concert with this plan, projections and assessment of future demand for services have been analyzed to determine necessary improvements to maintain an expected level of service in each category.

The maintenance and construction of community facilities are essential to the protection of the health, safety, welfare and quality of life for the public. Community facilities should enhance the community's character and provide a sense of place. Facilities should also be environmentally sensitive, consistent with the urban form, maintain desired levels of service where applicable, maximize existing infrastructure, and be cost efficient. Community facilities in the form of infrastructure are critically important to the economic development capabilities of the County. Natural and cultural opportunities provided through community facilities are important for social interaction and provide amenity value for the community. It is important to enhance community facilities where possible and identify deficiencies to accommodate the expected population growth of both the City of Gainesville and Hall County.

POLICIES

These policies have been developed during the comprehensive planning process with significant citizen input. They are directly related to the goals and objectives set forth for Community Facilities in Hall County and are an initial, important implementation step, providing greater detail to guide decision-makers.

Efficient Public Facilities and Services

- **Policy 1:** Development will be targeted to areas with adequate public facilities and services through zoning code and map revisions. Allowable densities will be reduced in rural areas that cannot be efficiently served.
- **Policy 2:** Infrastructure investment will be focused in identified growth corridors and zoning districts appropriate for commercial, industrial, and suburban/urban density residential uses.

Adequate Public Facilities and Services

- **Policy 1:** The County will explore standards for ensuring that public facilities and services are available concurrently with development that requires such facilities.
- **Policy 2:** The County will explore adding fiscal impact analysis requirements to their development codes to establish a solid foundation for fairly allocating infrastructure costs.
- **Policy 3:** The County will explore a maintenance and enforcement program for septic systems to ensure that such systems adequately function in a fashion that protects public health and water quality.

Utilities

- **Policy 1:** The City and County will cooperate to extend sanitary sewer service to areas targeted for commercial growth, such as along the Highway 365 Corridor. The County will continue to pursue the extension of sanitary sewer to areas targeted for commercial growth in south Hall.
- **Policy 2:** Low-density rural residential uses will not be served with sanitary sewer services except in unusual circumstances. Such services will be focused in areas planned for medium- and high-density residential development in the County and City.

Parks and Leisure

- **Policy 1:** The City and County will complete their respective parks plans and identify future park sites necessary to meet or exceed acceptable level of service standards for parks and recreation facilities.
- **Policy 2:** The City and County parks plans will promote a linked system of parks and open spaces.

Public Safety

- **Policy 1:** Gainesville and Hall County will explore financing mechanisms such as impact fees, adequate public facility ordinances, and general funds to ensure that adequate levels of service are maintained for fire and police protection and emergency services.

Government, Health, and Education

- **Policy 1:** The City and County will work closely with the Hall County and Gainesville School systems to provide adequate funding for projected school expansion, including the use of the Special Local Option Sales Tax, which have been utilized to fund school construction in the past.
- **Policy 2:** Hall County will use impact fees to fund projected library expansion needs.
- **Policy 3:** The City and County will cooperate with public and private health care providers to ensure that there is adequate land suitably zoned in appropriate locations for expanded and new health care facilities.

Hall County will strive to provide adequate public and community services and facilities to the current and future residents and businesses of the County. The following programs illustrate the course the County will pursue to achieve the community vision.

PROGRAMS

These programs illustrate the first steps in achieving the long-term goals and objectives established for community facilities in Hall County. Many of these steps require collaboration with the City of Gainesville or other local jurisdictions. These programs break down into four major categories. For the most part, the County and City will be the lead implementation agencies.

Regulatory/Growth Management

The County has begun to revise their development codes (zoning, subdivision, etc.) to conform to the comprehensive plan. The County is focusing on targeting urban/suburban density residential development in and around its municipalities where public facilities and services are more readily available. Additionally, new zone districts are being created for modern industrial and commercial uses; County infrastructure investments (e.g., roads, sewer lines) will be targeted in these areas.

The County will continue working to protect water quality by implementing its Storm Water Management Plan and exploring a system to require periodic maintenance of septic systems to protect public health and the environment.

Finally, the City and County will continue working on their parks master plans ensuring coordination of trails and other linkages between the two systems.

These regulatory revisions and plans, some of which are already well underway, should be completed in 1-2 years.

Fiscal/Financial

Both jurisdictions will examine a range of tools to deal with the fiscal impacts of development, including impact fees (which the County already has in place for some facilities/services), adequate public facility standards, and fiscal impact assessment requirements. These tools will help to ensure that new development is of a type and quality that does not undermine the fiscal health of the City and County. The time horizon for this effort is 2-3 years.

Capital Investment

The City and the County have committed to providing infrastructure in areas targeted for development in the comprehensive plan. Most urban/suburban density residential development will take place in and around the County's municipalities, including the City of Gainesville. The City is also committed to upgrading infrastructure in areas with potential for infill and redevelopment housing. These programs will have a long-term time frame of at least 5 years.

Interagency Cooperation

The City and County will work closely to provide infrastructure to targeted growth areas such as the Highway 365 Corridor. A joint effort is already underway to provide sanitary

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sewer service in this area. Gainesville and Hall County have initiated discussion regarding a joint, coordinated annexation policy that reflects comprehensive plan policies. Additionally, the County is already exploring cooperative infrastructure policy and investments with its other municipalities. Hall County is updating the House Bill 489 Service Delivery Strategy to reflect the recent adoption of impact fees for provision of community facilities and services. The horizon for these efforts will extend over the next decade on a continuing basis.

While many of these programs will be implemented over an extended period, there are specific short-term actions that can be taken to ensure that the efforts are begun and demonstrate progress. These actions are presented in the Implementation section of this plan.

VIII. NATURAL AND CULTURAL RESOURCES

OVERVIEW

Hall County has a number of natural and cultural resources that contribute to the character and quality of life in the community. The unique feature of Lake Lanier offers a tourism and recreational destination that enhances the local economy. The scenic beauty of the lake and the topography of north Hall County, combined with the rural character of this area, are elements that draw new residents to the community and make current residents proud to call it home. The natural green spaces along river corridors and in wetlands, forested areas, and other open spaces provide habitat for wildlife and are important for maintaining a healthy ecosystem in Hall County. The watersheds provide quality drinking water to the citizens, and maintenance of the health of these watersheds impacts protected species.

As demand for development of the currently rural areas of north Hall County intensifies, the natural resources will be increasingly impacted. Analysis of population growth in Hall County shows a steady demand for new housing, even in the currently somewhat rural north Hall County. Development can have an impact on not only the environmental quality of an area, but a visual and scenic impact as well. In the future, land that currently is valued for its open and natural state and contributes to a healthy ecosystem will likely be reduced, thereby changing the character of the community and increasing risk to the natural resources. The County has measures in place to ensure a continuation of the environmental quality of the natural resources by establishing buffers for streams and rivers according to the rules for Environmental Planning Criteria and creating regulations and guidelines for storm water and wastewater management.

Like the natural resources, the historic and cultural resources are a source of pride and opportunity for the community. Hall County must continue to preserve its historic resources, because historic buildings and other structures are physical links to the community's past. Historic resources also provide evidence of earlier ways of life, which can be studied and enjoyed by current and future generations. Preservation can also help the County maintain a "sense of place" in the community and protect unique architectural structures. Historic preservation can also stimulate the local economy through job creation and tourism, among other benefits. Hall County should approach growth and development in a way that recognizes the value and importance of the historic resources. The following is an outline of policies that the County will use to guide future decisions in regard to cultural and natural resources in the community.

POLICIES

This section sets forth the natural and cultural resource policies that have been developed during the comprehensive planning process with significant citizen input. These policies are directly related to the goals and objectives set forth for natural and cultural resources in Hall County and are important initial implementation steps that provide greater detail to guide decision-makers.

Conservation and Protection

- **Policy 1:** The County will review and upgrade, as necessary, resource protection standards in their development codes, including but not limited to floodplain management, watershed protection, soil erosion, tree protection, and riparian areas.

- **Policy 2:** Extend public infrastructure and services to areas targeted for development in the comprehensive plan and refrain from providing services in areas such as sensitive natural areas that should be protected from intense development.
- **Policy 3:** Consider alternative transportation policies that reduce the amount of vehicle trips and require more detailed traffic impact analysis/mitigation for major projects.

Open Space

- **Policy 1:** Complete County parks plan and identify future park sites. Base land acquisition on these plans.
- **Policy 2:** Revise County development code to require a minimum open space set aside in all developments.
-

Historic Preservation

- **Policy 1:** Based upon a comprehensive preservation plan, the County will consider and put into place tools to protect historic resources from demolition or incompatible development.
- **Policy 2:** Hall County will target cultural resources for protection in determining open space set-asides as part of any conservation subdivision process.
- **Policy 3:** The County will promote the use of economic incentives for historic preservation projects to complement protective regulations.

Hall County will strive to achieve the vision of the community and protect and preserve the local cultural and natural resources through a series of programs.

PROGRAMS

These programs illustrate the first steps in achieving the long-term goals and objectives established for natural and cultural resources in Hall County. Many of these steps require collaboration with the City of Gainesville or other local jurisdictions. These programs break down into four major categories. For the most part, the County and City will be the lead implementation agencies.

Regulatory/Growth Management

The County has begun to revise their development codes (zoning, subdivision, etc.) to conform to the comprehensive plan. Many of these revisions are directly related to natural and cultural resources. For example, the County is revamping its tree protection and open space standards and creating a conservation subdivision process. In the second phase of the UDC Update, the County will review and update its existing hillside and watershed protection standards and soil erosion control ordinances, drawing on guidance provided by the North Georgia Water District model ordinances.

Local Historic Preservation Regulations

The County will undertake a local preservation plan and will consider adopting local historic preservation regulations to provide a greater measure of protection for cultural resources and landmarks. The time frame for these regulatory efforts will be 2-4 years.

Fiscal/Financial

Both jurisdictions will examine a range of tools to deal with the cost of growth, including impact fees (which the County already has) and fiscal impact assessment requirements for new development. The County has conducted a parks impact fee background study and is considering adopting park/open space impact fees. Moreover, both the City and County are undertaking comprehensive parks plans and will acquire open space in accord with those plans, which will include natural resource areas. The City and County will also promote the use of federal and state tax incentives for historic preservation projects. The time horizon for this effort is 2-3 years.

Capital Investment

The City and the County have already initiated a program to provide water and sewer services to areas targeted for development in the plan. Additionally, the County and City will refrain from making capital investments in rural areas that are not slated for urban/suburban intensity growth, thus providing an additional measure of protection for natural and cultural resources. It is estimated that the initial water/sewer construction will take 2-4 years.

In addition, the City and County enjoy the benefits of an array of natural areas such as the Chicopee Woods Nature Preserve. These areas will be maintained and expanded based on completion of the City/County parks master plans. Cultural sites and resources should be considered in the parks master plans.

Interagency Cooperation

The City and County have begun exploring a joint, coordinated annexation policy that reflects the comprehensive plan policies. The time horizon for this effort is 2-3 years.

Additionally, continued cooperation with local non-profit agencies such as the Gainesville/Hall County Trust for Historic Preservation and the Gainesville/Hall County Historical Society will enhance the opportunity to preserve the community's historic resources. The time horizon for this effort is ongoing.

These programs may be implemented over an extended period. There are additional actions that can be taken to ensure that the efforts are begun and demonstrate progress. These actions are set forth in the implementation section of this plan.

IX. ECONOMIC DEVELOPMENT

OVERVIEW

Hall County has enjoyed a strong economic base over the past several decades. Historically, the economy has revolved around the agriculture and manufacturing industries. As the area continues to evolve in the first part of the century, local leaders feel the challenge is to promote and foster broader employment opportunities and economic diversity. Hall County should continue to exploit its natural and cultural assets to attract and retain employers. The County is striving to work with the City of Gainesville in unison to create an environment conducive for economic development and diversification, along with local agencies and organizations connected to the economic and development community. Hall County will continue to support and enhance the economic viability of its hallmark industries while being flexible enough to respond to market forces. The projected population increase and growing labor force will afford opportunities to capitalize on the growing regional marketplace in the planning horizon.

Hall County's economic development strategy entails sustaining existing development and working collaboratively to establish new business opportunity. Hall County can develop standards that will attract businesses, which are sensitive to the community character, natural environment, and complement the existing business community. These tenets are embodied in the following Economic Development Policies.

POLICIES

The policies below have been developed during the comprehensive planning process with significant citizen input. These policies are directly related to the goals and objectives set forth for economic development in Hall County and are important initial implementation steps, providing greater detail to guide decision-makers.

Balanced Economy

- **Policy 1:** The City and County will work together and with other agencies to attract new job-generating businesses with above-average wages. Such efforts will include initiatives such as marketing, infrastructure investment, and making adequate land available for commercial and industrial development.
- **Policy 2:** The City and County will remove unnecessary regulatory and other impediments to the retention and expansion of existing businesses while ensuring that infill and redevelopment are compatible with surrounding neighborhoods.
- **Policy 3:** Both jurisdictions will revise their land development regulations and zoning maps to provide appropriate locations for a range of retail uses (e.g., neighborhood, regional). Quality standards should be put in place to ensure that retail uses enhance the character of the County and protect residential areas.
- **Policy 4:** The County will protect natural and cultural resources that provide an essential foundation for tourism and work with the Convention and Visitors Bureau to identify and provide needed infrastructure to support tourism.

Balance of Housing and Jobs

- **Policy 1:** The County will target capital investments in infrastructure for uses and locations that will provide a better fiscal balance for both jurisdictions.
- **Policy 2:** The County will make adequate land available in appropriate locations for commercial, industrial, and other business developments that are significant local tax generators.
- **Policy 3:** The County will revise their development code to ensure that zone districts are available that accommodate modern commercial and industrial uses in a quality environment.
- **Policy 4:** The County will continue their tradition of making available a wide range of housing to accommodate workers in local businesses.
- **Policy 5:** The County will reduce overall residential densities throughout its jurisdiction to ensure a better balance between residential and nonresidential uses.

These policies can help guide decision makers on issues regarding economic development, however, specific programs have been developed as part of the planning process to expand the level of guidance to achieve the vision the community has established.

PROGRAMS

These programs illustrate the first steps in achieving the long-term goals and objectives established for housing in Hall County. Many of these steps require collaboration with the City of Gainesville or other local jurisdictions. These programs break down into four major categories as noted below. The City and County will cooperate closely with two other agencies that have a major role in economic development, the Greater Hall Chamber of Commerce and the Convention and Visitors Bureau.

Regulatory/Growth Management

The City and County have begun to revise their development codes (zoning, subdivision, etc.) to conform to the comprehensive plan. Specifically, for example, the County is creating new commercial and industrial zone districts to accommodate modern businesses uses. Design and development standards are also being drafted to ensure that new development is of high quality and environmentally sensitive. The County will also study changes so that its zoning map better conforms to the future land use map in terms of location of new commercial and industrial development. The City, for example, will revisit their current zoning classifications and lot sizes, and make revisions based on the future land use map and citizen comments to lower densities in established neighborhoods. The time frame for this effort will be 2-4 years.

Fiscal/Financial

Both jurisdictions will examine a range of tools to deal with the fiscal impacts of development, including impact fees (which the County already has in place for some facilities/services) and fiscal impact assessment requirements. These tools will help to ensure that new development pays its fair share of the costs of public services and infrastructure necessitated by new growth. The time horizon for this effort is 2-3 years.

Capital Investment

The City and the County have already initiated a program to provide water and sewer services to areas targeted for business development in the plan. This is a multi-million dollar effort that will help promote appropriate business development and bring a better balance to the property tax base in the County and City. Additionally, the County and City will refrain from making capital investments in rural areas that are not slated for urban/suburban intensity growth. It is estimated that the initial water/sewer construction projects will take 2-4 years. The City and County will also continue to maintain and upgrade facilities utilized by tourists such as the Clarks Bridge Rowing Venue. These programs will have a long-term time frame of at least 5 years.

Interagency Coordination

The City and County will continue to cooperate with and lend financial support to the Greater Hall Chamber of Commerce in its efforts to improve regional marketing. Also, both jurisdictions will work with and support the Convention and Visitors Bureau to promote tourism in the County and to identify and provide needed infrastructure to support tourism. Additionally, they will work with educational institutions in the County to provide support for local businesses through training and other initiatives. These programs are currently underway and will continue throughout the planning period.

These programs may be implemented over an extended period, there are additional actions that can be taken to ensure that the efforts are begun and demonstrate progress. Additional actions are set forth in the Implementation section of this plan.

X. HOUSING

OVERVIEW

The availability and future demand for housing in Hall County are important elements in the Comprehensive Plan for the County. Hall County recognizes a need to maintain a diverse and affordable housing base to allow the people who work in the community to live in the community. It also recognizes the need to provide a full range of housing choices relative to economic development objectives to attract a more diverse economic base. Adjusted estimates to 2025 indicate a potential demand for 125,000-135,000 housing units by 2025 countywide (including all incorporated and unincorporated areas of the county). There are many factors that affect the ability to produce housing units; among them are the availability of usable land with little or no natural constraints such as steep slope, presence of floodplain, or natural resources that need to be protected, and access to utilities.

When new residential development possible under the recommendations of the Future Land Use Plan is combined with the existing housing stock, it is estimated that the County will have a total countywide (including, Gainesville, Flowery Branch, Oakwood, Beulah, Lula, and Clermont) inventory of housing units somewhere around 130,340 units. Analysis of trends shows a future demand for mostly single-family detached residence in the County.

Trends indicate a strong demand for larger units that are more affordable. However, there is still a strong community desire for affordable housing to be of a high quality. This balance creates a challenge for the County in providing opportunities for a diverse housing mix. There is also both a desire and need in the community for high quality, high-end housing. The Lake Lanier and other local features provide a backdrop and unique opportunity for high-end housing options.

A primary concern with the location of new housing is the availability of utilities and the efficiency with which they can be provided. Additional concerns about the location of housing are that County residents have a range of choices for the location of housing, and that the housing is well integrated with other non-residential uses to promote fewer auto trips and accessibility to employment without auto dependency.

There are many opportunities for new housing developed on “greenfield” sites in both the City and County. Housing in these areas will continue the suburban character of the area. It is likely that green field suburban development will be market driven due to the cost of providing new service lines and transportation networks.

As with any community, there are portions of the population that may require flexible housing options because of a special need. One group of the population that may require flexible housing options is the Hispanic population. Hispanics account for 20% of the population in Hall County and while the 2000 Census is estimated to have more accurately accounted for the Hispanic demographics, this is still a group that is significantly undercounted. Statistics for Hispanics in Hall County show a lower than average household income, as well as larger household sizes (5 people per household versus 2.5 for the general population. Housing types and affordability options have been discussed. There are homebuyer education programs available in the community, and there are indications that these are being taken advantage of by the Hispanic population. Affordability of housing plays a significant role in overcrowding conditions. With the market rate for a one-bedroom apartment in Hall County at \$480 dollars a

month, a person working for minimum wage of (\$5.15 per hour) would have to work seventy-two hours per week to afford a one-bedroom apartment. The National Low Income Housing Coalition indicates that the hourly wage necessary to afford a one-bedroom apartment in 2003 in Hall County would be \$9.23 per hour. Situations such as this cause overcrowding of housing because it requires two minimum wage incomes to afford one bedroom.

The aging and elderly population is another part of the community that has special housing needs. The demand for lifestyle communities for empty nesters and alternative independent and assisted living for the elderly are housing options that will experience an expanded demand over the planning period. Agencies such as the Guest House provide services for the frail elderly population. Hall County will strive to achieve and maintain a diverse availability of housing options in the community by establishing policies to guide the decisions related to housing.

POLICIES

The policies below have been developed during the comprehensive planning process with significant citizen input. These policies are directly related to the goals and objectives set forth for housing in Hall County and are important initial implementation steps, providing greater detail to guide decision-makers.

Quality and Diverse Housing

- **Policy 1:** The City and County will undertake necessary studies and implementing actions to ensure a full range of housing is available to workers, including both affordable units and homes for higher-end wage earners.
- **Policy 2:** Both jurisdictions will review and revise their development codes as appropriate to address special housing needs and opportunities such as elderly housing and accessory dwelling units. They will also review existing regulations and remove any unnecessary impediments to affordable housing.
- **Policy 3:** The City and County will consider standards to improve the quality of residential development to maintain community character and ensure stable long-term property values and neighborhoods.

Neighborhood Preservation and Housing Maintenance

- **Policy 1:** The County will pursue more aggressive building and housing code enforcement to prevent neighborhood deterioration.
- **Policy 2:** The County will consider revisions to their development code to better ensure that new commercial and industrial development is compatible with residential areas, focusing on issues such as lighting, buffering, signage, and landscaping.
- **Policy 3:** The County will work with local organizations and other interested agencies to initiate maintenance educational programs for first-time homeowners.

These policies can help guide decision makers on issues regarding housing, however, specific programs have been developed as part of the planning process.

PROGRAMS

These programs illustrate the first steps in achieving the long-term goals and objectives established for housing in Hall County. Many of these steps require collaboration with the City of Gainesville or other local jurisdictions. These programs break down into four major categories. In establishing an effective implementation effort, both jurisdictions will work closely with the established area-housing agency, the Gainesville Nonprofit Development Foundation.

Regulatory/Growth Management

The County has begun to revise the development codes (zoning, subdivision, etc.) to implement the comprehensive plan. The County is focusing on targeting urban/suburban density residential development in and around its municipalities and ensuring that such development is of high quality through design and development standards. New use regulations will make provision for special needs housing such as a range of housing options for the elderly. Additionally, new provisions will be included in the UDC to protect existing residential neighborhoods from incompatible development that lead to deterioration of these areas. The City will focus on infill and redevelopment to ensure that new development is of high quality through design and development standards. Provisions will be made through the UDC update and the foundation of Neighborhood Planning Units to ensure protection of established neighborhoods from incompatible development. Policies will strive to balance the housing demands with the communities needs for housing.

Another important initiative will be to undertake a series of plans and studies. The County will work to produce a study of housing needs tied to the planned economic development objectives, notably attracting firms with higher paying jobs. At the same time, the City will prepare a Coordinated Housing Plan as part of its urban area designation. It will cooperate with the Gainesville Nonprofit Development Foundation, the area's housing agency, on this plan.

The City and the County will also pursue more aggressive building/zoning code enforcement programs to help protect against deterioration of existing residential structures. The time frame for this effort will be 2-4 years for the code revisions. The code enforcement will be a continuing effort throughout the planning period.

Fiscal/Financial

Both jurisdictions will examine a range of tools to deal with the fiscal impacts of development, including impact fees (which the County already has in place for some facilities/services) and fiscal impact assessment requirements. These tools will help to ensure that new residential development is of a type and quality that does not undermine the fiscal health of the City and County. The time horizon for this effort is 2-3 years.

Capital Investment

The City and the County have committed to providing infrastructure in areas targeted for development in the comprehensive plan. With regard to housing, this means that most urban/suburban density residential development will take in and around the County's

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municipalities, including the City of Gainesville. The City is also committed to upgrading infrastructure in areas with potential for infill and redevelopment housing. These programs will have a long-term time frame of at least 5 years.

Interagency Cooperation

The City will work with the Gainesville Nonprofit Development Foundation to produce a coordinated housing plan. The City and County will work with local housing agencies to help them implement their programs and coordinate government actions affecting housing issues.

These programs may be implemented over an extended period, there are additional actions that can be taken to ensure that the efforts are begun and demonstrate progress. Additional actions are set forth in the Implementation section of this plan.

XI. INTERGOVERNMENTAL COORDINATION

OVERVIEW

An element of this plan that is essential to the success of the other plan policies is intergovernmental coordination. Hall County operates in a system with many autonomous entities that are able to make decisions that impact the implementation of the County's plan. Best efforts have been pursued to coordinate planning issues where possible. Population forecasts from the North Georgia Metropolitan Planning District were reviewed at the onset of the planning process and projections of capacity of the recommended plan will be available for public use as part of this plan. Services such as police, and fire protection, which increase as population and employment grow, will be provided with anticipated capacity figure through this plan. The extensive analyses and inventory contained in the multiple elements of this plan are intended to not only guide the decisions of the County, but also to serve as a point of reference for other agencies and jurisdictions not included in the plan.

Land Use and Annexation

A significant goal of intergovernmental coordination is to reduce the conflict between jurisdictions dealing with land use, service provision and annexation. Through the joint planning process of Hall County and City of Gainesville in this plan, the land uses in most areas of future annexation by the City have been agreed to by both jurisdictions. Over the years, voluntary annexation of land into the City of Gainesville has created small pockets of County land that are surrounded by or significantly influenced by lands within the City limits. While this situation can happen along any boundary, City and unincorporated areas are particularly intermingled along the southern and western edges of Gainesville. Because of the potential for infill and redevelopment, and fine grain of uses in many of these areas, well conceived projects may be proposed for annexation that are not in specific conformance with the land use designation for that area. In order to protect the interests of area residents and landowners, while allowing for some flexibility in such situations, specific policies in the Land Use Element are offered to help manage such requests.

Land use conflicts and annexation issues with the other jurisdictions in Hall County have typically been dealt with on an individual basis under the Georgia State legislation regarding annexation. One of the many goals of the update to the Hall County Comprehensive Plan was to improve the awareness of land use goals between the County and the local jurisdictions. The Hall County Land Use Plan was distributed in draft form to all of the local jurisdictions for comment. None of the local jurisdictions responded with conflicts to local plans in the review process.

Hall County is located on the southern boundary of the Georgia Mountains RDC Area. All plans for communities within the GMRDC are reviewed by the Georgia Mountain Regional Development Center for Regional Planning issues and coordination. However, Hall County is adjacent to the area overseen by the Northeast Georgia RDC and the Atlanta Regional Commission, where much of the regional influence for Hall County is located. These RDCs coordinate with Hall County through the Development of Regional Impact (DRI) process, and often seek County input into policy documents that could potentially affect Hall County. Hall County has local jurisdictions that are located partially in these other RDC areas and development growing from Gwinnett County is already spreading into the southern regions of Hall County. Knowledge and coordination with efforts in these other regions would be beneficial to Hall County and its local municipalities.

Service Provision

The City and County have achieved a high level of service provision coordination. The House Bill 489 Service Delivery Strategy established a strong foundation for service provision in the City and County. The assessment for most of the services addressed in this agreement is that services are being provided effectively and efficiently without overlapping or duplication of services. In the rare case where it was not agreed that services were equitably being provided, additional review and analysis of the service was pursued. Services identified for additional study included: Engineering, Jail/Detention, Law Enforcement, Public Transit, Road Maintenance, Sewage Collection and Treatment, and Water Transmission and Treatment. These elements of service provision were further analyzed in the DMG-Maximus Study. The Study provided in-depth information regarding tax equity and service delivery to assist in meeting the guidelines of House Bill 489. The report covered identified individual services and selected functional areas within selected service. The effect of the report applied not only to the County, but also to all municipalities that have this service. The implementation of the report's recommendations was phased in two five-year phases beginning in fiscal year 2001. The results of these changes will be referenced in the Hall County's 489 Service Delivery Strategy currently undergoing an update.

To achieve a coordinated implementation of this comprehensive plan, Hall County is committed to developing and maintaining relationships with local jurisdictions and boards. The following policies have been designed to achieve this goal.

POLICIES

These intergovernmental coordination policies were developed during the comprehensive planning process. These policies are directly related to the goals and objectives set forth for intergovernmental coordination in Hall County and are important implementation steps, providing greater detail to guide decision-makers.

Regional Coordination—Hall County/Gainesville

- **Policy 1:** The County will work with the City of Gainesville to consult with adjacent local governments and other governmental units (e.g., school boards) on any major projects or activities that have potential spillover effects. The County and City will also seek reciprocal treatment from these entities for their projects that have potential impacts on the County/City. The City and County will seek to institutionalize such referral procedures.
- **Policy 2:** The County will explore the potential of initiating other joint planning processes with its municipalities, including joint annexation policies and joint planning areas.

Coordinated Growth—Hall County/Gainesville

- **Policy 1:** The County and City will develop a joint comprehensive plan and annexation policies that are mutually acceptable.
- **Policy 2:** The County and City will develop a process for reviewing development of regional impact that can be used as a model for other jurisdictions in the County.

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- **Policy 3:** Both jurisdictions will continue work on their park master plans and coordinate these efforts to ensure that they are complementary in terms of types of facilities, location of trails, and other regional aspects.

These policies provided guidance for decisions makers on the direction that should be taken to ensure a coordinated implementation of the plan. Programs have been established to further define the steps the County should take to achieve the coordinated implementation of this plan.

PROGRAMS

Hall County and the City of Gainesville are committed to undertaking a variety of programs to implement the intergovernmental coordination goals and objectives. These programs break down into four major categories. For the most part, the City and County will be the lead implementation agencies.

Regulatory/Growth Management

The City and County have already begun discussing a joint, coordinated annexation policy and agreement that identifies preferred annexation areas, land uses, and other relevant issues. Every effort will be made to sign a formal agreement by the end of 2005. Such agreement may serve as a model for similar agreements with other local governments.

The City and County will also explore mechanisms to review developments of regional impacts (such as schools, shopping centers) with other area local governments.

Fiscal/Financial

Both jurisdictions will examine a range of tools to deal with the cost of growth, including impact fees (which the County already has) and fiscal impact assessment requirements for new development. To the extent possible, any cost recoupment measures will be complementary to avoid "competition" for new development.

Capital Investment

The City and the County have already initiated a program to provide water and sewer services to areas targeted for development in the plan. Additionally, the County and City will refrain from making capital investments in rural areas that are not slated for urban/suburban intensity growth, thus providing an additional measure of protection for natural and cultural resources. It is estimated that the water/sewer construction will take 5 to 10 years.

Interagency Cooperation

The City and County have begun exploring a joint, coordinated annexation policy that reflects the comprehensive plan policies. The time horizon for this effort is 2-3 years. The City and County will also open discussions with other area local governments and agencies (e.g., the school board) to discuss joint, cooperative review of major facility siting decisions and coordinated annexation policies.

While many of these programs will be implemented over an extended period, there are additional actions that the County should pursue to ensure that the efforts are begun and demonstrate progress. These recommendations are included in the Implementation section of this plan.

XII. IMPLEMENTATION STRATEGY

OVERVIEW

Implementing a comprehensive plan is always a challenge, and Hall County's plan is no exception. The County is a dynamic environment with many forces shaping the development demand. Regional growth from Atlanta, and the draw of the quality of life in the County are both significant sources of development pressure for the County. The need to balance the property rights of landowners, economic development, protection of natural and cultural resources, and the efficient provision of services creates a situation that requires carefully crafted implementation strategies.

The Gainesville/Hall County Comprehensive Plan sets forth a broad vision for shaping the future of development and change in Hall County. To make this vision a reality will require an ambitious implementation strategy. Too often, comprehensive plans are heavy on vision, goals, and objectives and pay little attention to implementation. Hall County has identified a set of specific tools it intends to utilize to ensure that there is progress toward meeting its goals. The following implementation actions are intended to guide development over the planning period.

A hallmark of the recommended implementation strategy is that it calls for the use of a variety of tools to make the plan a reality. Many plans rely almost exclusively on regulations-zoning codes, design standards, environmental protection regulations-as the primary approach. While regulations and standards have an important role in implementation, experience across the United States with other plans shows that they must be complemented by other approaches if the plan is to produce results over the long run. As described in the full Implementation Element of the plan, the basic tools suggested here fall into four broad categories:

- Regulatory or Growth Management
- Fiscal or Financial
- Capital Investment
- Interagency Cooperation

This implementation strategy stresses, as does the plan, that many of the following tools will work only if there is cooperative action and effort with the various agencies and jurisdictions within Hall County.

Short-Term Actions were developed for each of the nine plan elements presented in this summary which include:

- | | |
|----------------------------------|------------------------|
| ➤ Land Use | ➤ Economic Development |
| ➤ Community Facilities | ➤ Housing |
| ➤ Transportation | ➤ Intergovernmental |
| ➤ Natural and Cultural Resources | Coordination |

The short-term actions and implementation programs developed for each plan element make it clear that there are many tools available to the County and other local governments to accomplish the plan's goals. Based on experience with these tools nationally and in consultation with the County and City of Gainesville, the following approaches have been identified as priorities for the next five years.

RECOMMENDED ACTIONS

The following section summarizes specific implementation actions recommended to achieve the vision and goals established in the plan for Hall County.

Development Code

Many of the County's goals for the comprehensive plan can be partially achieved through the revision of the County's Unified Development Code. This process is currently underway. Elements including quality regulations, environmental standards, fiscal impact assessment and others will be revised to conform to the goals of the plan. Specific element of the UDC that will be included in the current or future revisions to the UDC include:

- Creation of a conservation subdivision option, with priority for resource protection;
- Inclusion of tree protection, openspace and Planned Unit Development regulations;
- Inclusion of new residential use definitions and zoning districts;
- Development of fiscal impact analysis regulations;
- Revision of business zone districts and quality standards;
- Revision of standards to encourage infill and reduce unnecessary processing delays; and
- Revision of zoning maps to coincide with the recommendations of the comprehensive plan.

Service Provision and Capital Improvements

Growth management and community service goals and objective will be pursued through intergovernmental and interagency agreements and capital improvements. Specific actions that should be completed in the next 5 years include:

- Extension of water and sewer service to targeted development locations, especially along the Highway 365 Corridor and in south Hall County,
- Improvement and maintenance of infrastructure and services in areas with potential for infill and redevelopment,
- Consideration of adequate public facility standards, and
- Utilization of development impact fees to provide services.

Annexation Policy

Conflicts between the County and local cities can often arise when a city attempts to annex land in the County. The conflict most often arises when the city and county have a conflicting future land use designation for the land in question. Hall County will work cooperatively with the City of Gainesville to draft and adopt a joint, coordinated intergovernmental annexation policy and agreement that includes resource protection provisions. The agreement should then be used as a potential model for agreements between the County and other municipalities in Hall County.

Economic Development Efforts

While economic development is supported by the other categories of action recommendations, there are some specific recommendations related to economic development. Hall County should:

- Continue to provide financial support for the Greater Hall Chamber of Commerce to maintain and enhance its regional marketing efforts as well as its site selection database for potential businesses.
- Work with the Convention and Visitors Bureau to continue to promote tourism and visitation, especially to identify and provide needed infrastructure to support tourism.
- Continue to explore opportunities for cooperation between the business community and educational institutions to realize a closer tie between education and job training.
- Assist with an economic development study for the Highway 365 Corridor in cooperation with the Georgia Tech.

Transportation

Transportation needs were identified in congestion, safety, pavement condition, and bridges. The GHTS process will incorporate the findings of this element into its needs assessment. GHTS will also incorporate the GDOT committed STIP projects as solutions to the identified needs. Remaining long-range needs will be specifically identified and incorporated in a program of projects for short, intermediate, and long-term implementation.

Gainesville-Hall County is recognized as a growth area with challenges to be met not only from continued growth but also from inclusion in the Atlanta air quality non-attainment area. This study estimated future transportation funding through 2030 based on previous transportation funding. Based on growth, costs for increasing transportation needs through 2030 for the City and County were also estimated. The GHTS process will refine cost estimates and estimates of future funding by completing additional model runs, public involvement and further analysis. The effective, responsive and needs-based transportation planning process is offering the community a living tool that will help prepare for the transportation challenges of the future.

Additional Studies or Plans

In the planning process a number of additional studies were identified that would enhance the effectiveness of the recommendations of the comprehensive plan. The implementation strategy recommends the County follow this planning effort with the following studies:

- Continue working on the County Parks plan with the intent of identifying key parcels for acquisition. Coordination with the City of Gainesville's Park Plan is strongly encouraged.
- In order to effectively preserve the County's historic resources, a County preservation plan with implementation tools should be developed.

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- The County should seek Certified Local Government Status to obtain funding for historic preservation activities in the County.
- Initiate a housing study to determine status of housing conditions in Hall County. Coordination with similar efforts in the City of Gainesville is encouraged. Special effort should be made to tie the study to economic development objectives.

These targeted implementation priorities set out an ambitious agenda for the County to follow over the next few years. Importantly, the County should revisit this implementation strategy periodically. State enabling legislation may be altered either expanding or limiting County authority. Development trends and market demand can change quickly, necessitating consideration of other tools. However, the County can ensure that the plan has a real, positive impact on growth and development patterns by focusing and aggressively pursuing a discrete number of implementation approaches.

GAINESVILLE AND HALL COUNTY COMPREHENSIVE PLAN



PUBLIC PARTICIPATION ELEMENT

ADOPTED: JUNE 24, 2004

AMENDED: MAY 12, 2005

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I. INTRODUCTION

The City of Gainesville and Hall County entered into an agreement to work in concert for the update of their respective Comprehensive Plans. The Comprehensive Plan Update is a 20-year long range-plan designed to provide a framework for the orderly, planned utilization of resources to direct the future of the County and City. From the outset of the process both the City of Gainesville and Hall County were intent on informing and educating the populace about the opportunities and challenges facing the community with respect to growth and development matters. Throughout the process staff and consultants sought to convey the importance of how various land use, economic, environmental, and transportation issues must be balanced and integrated into a Comprehensive Plan.

From the beginning both the City and County recognized the importance of working jointly to address the important growth and development issues facing Hall County. A **Steering Committee** was formed to guide the process of updating the Comprehensive Plan. The Steering Committee is comprised of elected and appointed (City and County) officials, staff, and citizens. The Steering Committee consisted of:

- Gary Gibbs, County Commission Chairman
- Mark Musselwhite, City Commissioner
- Rob Rivers, County Public Works and Utilities Director
- Tim Merritt, Assistant City Manager
- Lee Steigele, County Planning Commissioner
- Doug Carter, City Planning and Appeals Board
- Ken Barrett, Citizen (County Appointee)
- Dr. J.R. Wright, Citizen (City Appointee)

At the initial meeting of the Steering Committee, members developed a list of agencies, organizations, entities, and individuals, which should be contacted and notified of the upcoming Comprehensive Plan Update meetings. The first mailing list prior to the Kickoff meeting in March 2003 contained approximately 125 organizations and individuals. As meetings have taken place over the past year the mailing list has grown to over 475 organizations and individuals (The mailing list is attached as an Appendix to this document). In addition, an e-mail list was developed and contains over 100 e-mail addresses.

Prior to the Comprehensive Plan Kickoff Meeting in March there were letters mailed to the highest ranking government official in each city in Hall County inviting them, other elected officials, and appropriate staff to the meeting. Letters were sent to the cities of Buford, Braselton, Clermont, Flowery Branch, Gillsville, Lula, and Oakwood. The letter was sent under the signature of County Commission Chairman, Gary Gibbs and Mayor Emily D. Lawson of the City of Gainesville. A sample of the letter is included in the Appendix.

In August, an additional letter was mailed to the respective cities in Hall County. The letter updated the cities on the status of the Comprehensive Plan process and invited

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the cities to attend meetings and discuss any relevant issues with staff. The letters were provided to the cities in order to foster cooperation and coordination with the County.

Citizens in attendance at the initial Kickoff Meeting were provided with an explanation of the Comprehensive Plan Update process, as well as Citizen Input Survey to gauge initial reactions to growth and development in Gainesville/Hall County. There were three (3) items provided to citizens at the Kickoff meeting. The items included a summary of the Comprehensive Plan process, an agenda for the meeting, and a survey form. These items are included in the Appendix.

The required **initial public hearings** for the City of Gainesville and Hall County were held on these respective dates.

- City of Gainesville - Tuesday, March 18 at 9:30 a.m.
- Hall County - Thursday, March 27 at 9:00 a.m.
- (Both hearings were held at the Georgia Mountains Center)

II. FOCUS GROUPS

The City and County conducted several focus group sessions at the beginning of the Comprehensive Plan Update to engage the community in dialogue and understand major issues of concern to citizens. Greg Dale of McBride Dale Clarion of Cincinnati, OH the lead consultant working on the update of the Comprehensive Plan facilitated the focus group sessions. Each focus group was primarily comprised of citizens from a certain geographic area of the City and County. One focus group involved members of the community with extensive knowledge of the real estate/development arena.

Due to the large Hispanic population in Hall County a focus group session was conducted to obtain input from members of this community. The session provided participants with the opportunity to discuss growth and development matters within the City of Gainesville and Hall County as well as issues that are specific to the Hispanic community within the context of the Comprehensive Plan update.

March 7, 2003 9:00 Focus Group Meeting with Citizens

- | | |
|-----------------------|-------------------|
| ➤ Andy Sparks | ➤ Mack Jones |
| ➤ Barbara Jean Newton | ➤ Sherry Burns |
| ➤ Nedra Jones | ➤ Winston Jenkins |

March 17, 2003, 2:00 p.m. – Focus Group Meeting

- Kathy Amos
- Marsha Connor
- Linda Hawkins

March 18, 2003, 8:30 a.m. – Focus Group Meeting (Real Estate Experts)

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- Brent Hoffman, Prudential
- Chuck Clausen, Prudential
- Frank Simpson, The Simpson Company
- Frank Norton, Jr., The Norton Agency

March 18, 2003, 11:00 a.m. – Focus Group Meeting

- | | |
|--------------------|----------------------|
| ➤ Kathy Steelman | ➤ Augie DeAugustinus |
| ➤ David Edwards | ➤ Brett Barwick |
| ➤ David Nottingham | ➤ Rick Chapman |
| ➤ Eileen Kelly | ➤ Lance Mullis |

May 1, 2003 - Focus Group Session (Members of the Hispanic Community)

- | | |
|------------------|------------------|
| ➤ Marcelo Artega | ➤ Luis Morales |
| ➤ Gloria Garcia | ➤ Carmen Noregas |
| ➤ Kris Juame | |

III. AREA MEETINGS

In addition to the numerous Plan Forum sessions, area meetings were held throughout the City and County on two separate occasions during the Comprehensive Plan Update. The purpose of the area meetings was twofold. First, it provided citizens with additional opportunities to be involved in the Comprehensive Update at meeting locations in relatively close proximity to their homes. Second, it allowed citizens and staff to focus on specific geographic areas of Hall County and the City of Gainesville.

IV. FIRST ROUND OF AREA MEETINGS

The first round of area meetings were designed to continue the process of educating the public about the Comprehensive Plan process and engage in exercises to identify major issues of concern to citizens. Area meetings were held in four different geographic areas of the County on the following dates and locations:

- March 17 Georgia Mountain Center – 5:30 p.m.
- March 17 Chestatee High School - 8:00 p.m.
- March 18 East Hall Middle School - 5:30 p.m.
- March 18 Flowery Branch High School - 8:00 p.m.

The Area Meetings entailed a prioritization exercise, which allowed citizens to rank the most important issues pertaining to growth and development in the City and County. Citizens were also seated in groups of 8 - 10 at tables and provided with an “area map” and a map of the entire County. The groups were given the latitude to depict land

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uses, roadways, trails, sewer lines, greenspace, parks, or any other item deemed to be important for the future development of Gainesville and Hall County.

A summarization of the prioritization exercise from the area meetings is listed below. A detailed listing of priorities is provided in the Appendix. Note: Numbers in the column denote the number of dots placed next to the topic representing the importance of the issue to meeting attendees. Since there was relatively low attendance at the Chestatee meeting our consultant Greg Dale facilitated an informal discussion with the attendees about growth and development issues in the County. The issues raised by the citizens are noted in the column. (S/W – Sewer and Water)

Community Meetings – Priority Lists

- March 17 - Georgia Mountains Center (Gainesville) and Chestatee High School
- March 18 - East Hall Middle School and Flowery Branch High School

Issue Listed	GMC (Gainesville)	East Hall	Flowery Branch	TOTAL	Chestatee
Infrastructure (s/w)	15	28	30	73	X
Housing	8	4	13	25	
Separation/Buffering	1	32	0	33	
Residential Density	0	14	30	44	X
Protect Agriculture	1	35	0	36	X
Parks/Green space	3	15	20	38	X
Transportation	10	7	7	24	
Economic Development	9	0	0	9	X
Mixed Use – Residential/Commercial	14	10	0	24	

Additional Comments from each meeting – Top 3 listed priorities

GEORGIA MOUNTAIN CENTER – GAINESVILLE

There were issues raised by the citizens related to the existing Medical Community and the need for affordable housing. The top 3 priorities were:

1. Infrastructure
2. Mixed-use development
3. Affordable Housing

CHESTATEE HIGH SCHOOL

Issues raised frequently were the protection of existing agriculture and a balanced mix of residential and commercial development. Infrastructure needed to attract clean industry, high-tech business.

EAST HALL MIDDLE SCHOOL

Many issues and comments were directly related to residential density. Both for minimum lot sizes and protection of individual property rights. Also, there was an emphasis on the quality of growth (design standards). The top three priorities were:

1. Residential Density

2. Protection of Agriculture
3. Buffering residential/industrial

FLOWERY BRANCH HIGH SCHOOL

Infrastructure was frequently mentioned as well as environmental protection of Lake Lanier. Individual property rights were also mentioned. The top three priorities were:

1. Residential Density
2. Infrastructure
3. Parks/Greenspace

V. COMPREHENSIVE PLAN WEBSITE

A Comprehensive Plan web page was established to facilitate information dissemination to the public. The web page is accessible through the City of Gainesville government website and the Hall County government website. The web page was updated regularly with new information and evolved as the Comprehensive Plan Update progressed. The website functions to provide citizens with an explanation of the Comprehensive Plan process and inform them of upcoming meetings. The website contains meeting dates and locations, PowerPoint presentations from each meeting, draft land use maps, draft elements, questionnaires, and comment forms. The web page also encouraged citizens to e-mail their comments or questions to staff. A copy of the web page is provided the Appendix.

VI. PLAN FORUM

The Plan Forum was established to help facilitate the process of receiving citizen input on the Comprehensive Plan Update. The Plan Forum was designed to be similar to Town Hall meetings, which is conducive for dialogue and interaction. The Plan Forum was the *major* public participation mechanism utilized to hear from the public at large regarding the future growth and development of the City of Gainesville and Hall County. The Plan Forum met regularly over the past year to discuss a range of specific topics and react to proposals on a wide range of issues such as transportation, land use, parks, greenspace, public utilities, the environment, and housing. The Plan Forum has been open to the public, however attendees were encouraged to make a commitment to attend as many meetings as possible in order to have the perspective of the earlier meetings and discussions. The Plan Forum is a unique mechanism designed to hear from as many voices in the community as possible.

At each Plan Forum session participants were provided with a copy of the PowerPoint presentation for the evening and accompanying materials, which included demographic reports, development capacity analysis, transportation related documents, and draft elements. The average attendance of the 12 Plan Forum sessions was approximately 60. A copy of the Plan Forum notice is included in the Appendix.

All Plan Forum sessions were held at the Georgia Mountains Center in Gainesville, each meeting began at 5:30 p.m. The Georgia Mountains Center was chosen because of its

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central location, familiarity to citizens, and meeting accommodations. The dates and topics of the Plan Forum sessions are listed below.

<u>April 17, 2003</u>	Plan Forum #1 – Consensus Planning Themes
<u>May 28, 2003</u>	Plan Forum #2 – Demand and Capacity Analysis
<u>June 26, 2003</u>	Plan Forum #3 – Demand/Capacity
<u>July 23, 2003</u>	Plan Forum #4 – Transportation
<u>August 21, 2003</u>	Steering Committee Meeting and Plan Forum #5 – Utilities and Environmental Resources
<u>September 24, 2003</u>	Steering Committee Meeting and Plan Forum #6 – Proposed Future Land Use Maps
<u>October 16, 2003</u>	Plan Forum #7 - Land Use Map/Frequently Asked Questions
<u>November 19, 2004</u>	Plan Forum #8 - Transportation Impacts of Proposed Map and Draft Comprehensive Plan Goals
<u>January 15, 2004</u>	Plan Forum #9 - Land Use Map, Development Policies
<u>January 28, 2004</u>	Plan Forum #10 - Draft Elements: Population, Housing, Economic Development, and Natural and Cultural Resources
<u>February 19, 2004</u>	Plan Forum #11 – Draft Elements: Transportation, Community Facilities, and Intergovernmental Coordination
<u>March 24, 2004</u>	Plan Forum #12 – Final Draft of the Comprehensive Plan, including Land Use Map

An example of the Plan Forum Sign-In Sheet used at each Plan Forum and Area Meeting are included in the Appendix. An example of the PowerPoint presentations provided to citizens at each Plan Forum meeting is also provided in the Appendix.

VII. COORDINATION WITH LOCAL GOVERNMENTS/AGENCIES

Prior to the Comprehensive Plan Kickoff Meeting in March there were letters mailed to the highest official in each city in the county inviting them, other elected officials and appropriate staff to the meeting. The letter was sent under the signature of County Commission Chairman, Gary Gibbs and Emily D. Lawson, Mayor of the City of Gainesville. In August, an additional letter was mailed to the respective cities in Hall County. The letter briefed the cities on the status of the Comprehensive Plan process and invited the cities to attend meetings and discuss any relevant issues with staff. The letters were provided to the cities in order to foster cooperation and coordination with

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the County. In addition, all local governments have been on the Comprehensive Plan mailing list and have received notices of our Plan Forum meetings and additional information. County staff met with the following governments/agencies:

- June 11, 2003** Kevin Keller – City of Braselton, discussed adjacent land use issues
- June 12, 2003** Jackson County – Discussed planning issues
B.R. White, Director
Christopher J. Brink, Senior Planner
- July 1, 2003** Milton Turner, City of Lula
- July 10, 2003** Meeting with Metropolitan North Georgia Water Planning District Staff
Rick Brownlow, ARC
Pat Stevens, ARC
Walter Bashaw, Jordan, Jones, and Goulding
Doug Baughman, CH2M Hill
Rob Bocarro, MACTEC
- July 30, 2003** Chris Lovelady, Army Corps of Engineers
- August 14, 2003** Gwinnett County
Steve Logan, Director, Planning Division
Nancy Roney, Manager Long Range Planning
- September 4, 2003** City of Buford
Bryan Kerlin, City Manager
- December 15, 2003** City of Flowery Branch
Dennis Bergin, City Manager
Debby Hardy, Planning Consultant

VIII. CITIZEN CORRESPONDENCE/INFORMATION DISSEMINATION

Throughout the Comprehensive Plan Update process, citizens were encouraged to provide comments in writing to the Planning staffs. Once the first version of the proposed future land use maps were released in September, as expected there were a number of comments received from the public via letters, e-mails, and facsimile. All of the citizen correspondence was reviewed by staff and consultants and forwarded to the respective elected officials. Many of the general and site-specific comments were discussed with the elected officials in work sessions conducted to discuss the Comprehensive Plan.

The proposed future land use maps were made available for viewing at all library locations in Hall County: Library Headquarters downtown, Clermont Branch, East Hall

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Branch, Blackshear Place Branch, and Murrayville Branch. Planning staff provided large maps to the Chamber of Commerce and Farm Bureau for display in their offices. In addition, when draft Comprehensive Plan elements were completed they were made available through the libraries for public review. Each iteration of the proposed map was made available on the website along with the draft elements. The public was notified of these resources through the Plan Forum meetings, mailed notices, and newspaper articles.

IX. MEDIA CONTACTS

On February 18, 2003 in the initial phase of the Comprehensive Plan Update, City and County Planning staffs and the County Public Information Office met with the Gainesville Times staff (local newspaper). The meeting served to educate the news staff of the project underway and apprise them of the importance of disseminating information to the public. In particular, the Planning staffs or Public Information office would provide the Gainesville Times with dates, times, and locations of meetings and additional contact information for the public. There were a number of notifications, articles, and opinion columns written by Gainesville Times staff and citizens pertaining to the Comprehensive Plan Update.

The Public Information department provided press releases to various media outlets throughout the process informing them of upcoming meetings. The September 24, 2003 Plan Forum revealed the proposed future land use maps after a number of meetings to obtain citizen input. This meeting was taped and broadcast on TV 18, the local government access station. The broadcast ran periodically throughout the next month to inform the public of the Comprehensive Plan Update and provide citizens not in attendance at the meeting with the opportunity to view the maps and become familiar with the Plan Forum.

In addition, the Public Information office taped a broadcast featuring the City of Gainesville Planning Director, Kip Padgett and the Hall County Planning Director, Bill Meyer. Connie Phillips of the County Public Information Office facilitated the broadcast session. The television broadcast was another mechanism utilized to inform the public of the Comprehensive Plan Update. The taping session addressed frequently asked questions and issues raised by the public at Plan Forums, through e-mail contact, and letters to staff.

The Planning staff accepted opportunities to appear on local radio stations to discuss the Comprehensive Plan Update. On April 11, 2003 Randy Knighton, Hall County Senior Planner appeared on the Radio Show – Glory 1330 to discuss the Comprehensive Plan Update. On May 29, 2003 Greg Dale the lead consultant of McBride Dale Clarion had a radio interview with Martha Zoller of WDUN 550. On September 30, 2003 Bill Meyer, Hall County Planning Director appeared on the Martha Zoller Radio Show WDUN 550 to discuss the update of the Comprehensive Plan.

X. SECOND ROUND OF AREA AND WARD MEETINGS

The proposed future land use maps were presented to the public in September at a Plan Forum meeting. The next Plan Forum session in October addressed specific questions from the public regarding the proposed land use map for the City of Gainesville and Hall County respectively. Area meetings were held in November to focus on various geographic areas of the City and County with respect to proposed land uses.

The meetings to focus on the County proposal were held on the following dates:

- | | |
|--------------------------|---|
| <u>November 5</u> | East Hall High School, 5:30 p.m. |
| | Flowery Branch High School, 7:30 p.m. |
| | |
| <u>November 6</u> | Gainesville College (Continuing Education Bldg., Rm. 108),
5:30 p.m. |
| | North Hall High School, 7:30 p.m. |

The meetings in the City Council Wards to focus on the proposed City map were held on the following dates:

- Ward 1 - Thursday, November 13 at 6:00 p.m. Church of Jesus Christ of Latter-day Saints
- Ward 2 - Monday, November 10 at 6:00 p.m. Enota Elementary School Gym
- Ward 3 - Saturday, November 8 at 10:00 a.m. Community Service Center; Room 200
- Ward 4 - Monday, November 17 at 6:00 p.m. Georgia Mountains Center; Rooms B & C
- Ward 5 - Tuesday, November 18 at 6:00 p.m. Gainesville Middle School Media Center

The comments rendered at the County Area and City Ward Meetings are provided in the Appendix.

XI. MEETINGS WITH COMMUNITY ORGANIZATIONS

In January 2003 the consultant and the respective Planning Staffs began the process of gathering data and assessing resources by interviewing City and County departments, community agencies, and organizations. The organizations initially interviewed included:

- | | |
|---------------------------|-----------------------|
| ➤ City Parks Departments | ➤ County Public Works |
| ➤ County Parks Department | ➤ Chamber of Commerce |

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- Housing and Neighborhood Development
- Hall Area Transit
- City Public Utilities
- City Public Works
- City Administration
- Hall County Schools
- City of Gainesville Schools
- Environmental Health (State)
- Regional Development Center
- County Administration

In addition to focus group sessions, Plan Forum meetings, and Area Meetings, there were a number of meetings held with citizen groups and community organizations at their request. Both the City of Gainesville and Hall County staffs were available to meet with any community organization and discuss the Comprehensive Plan Update.

<u>June 14, 2003</u>	Councilwoman Figueras Second Saturday meeting – Comprehensive Plan Update
<u>June 19, 2003</u>	Chamber of Commerce: Infrastructure Committee Update on the status of the Comprehensive Plan
<u>June 23, 2003</u>	Senior Republicans – Comprehensive Plan Update Update on the status of the Comprehensive Plan, Demand and Capacity Analysis
<u>August 11, 2003</u>	Farm Bureau Update on the status of the Comprehensive Plan, discussion of agricultural issues
<u>October 13, 2003</u>	Commissioner Gailey - Town Hall Meeting
<u>October 16, 2003</u>	Chamber of Commerce Luncheon: 12:00 p.m. – 1:30 p.m. Update on the status of the Comprehensive Plan, Question and Answer session for meeting attendees.
<u>February 11, 2004</u>	Chamber of Commerce – Infrastructure Committee
<u>February 14, 2004</u>	Councilwoman Figueras Second Saturday – Brief Presentation, map on display, handouts provided
<u>February 19, 2004</u>	Chamber of Commerce – Issues Committee

XII. CITY COUNCIL AND COUNTY COMMISSION WORK SESSIONS

Work sessions were held with the elected officials of both the City of Gainesville and Hall County periodically throughout the process to update them on the progress of the

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Comprehensive Plan Update, and hear any concerns or issues that needed to be addressed.

CITY COUNCIL BRIEFINGS/WORK SESSION

<u>August 11, 2003</u>	City Council Briefing
<u>December 8, 2003</u>	City Council Work Session
<u>February 26, 2004</u>	City Council Work Session County Commission Briefings/Work Sessions
<u>August 12, 2003</u>	County Commission Briefing
<u>December 9, 2003</u>	County Commission Work Session
<u>January 16, 2004</u>	County Commission Discussion
<u>March 3, 2004</u>	County Commission Work Session

The required **transmittal public hearings** for the City of Gainesville and Hall County were held on these respective dates.

CITY OF GAINESVILLE

- Planning and Appeals Board – April 13, 2004, 5:30 p.m., Georgia Mountains Center
- City Council – April 20, 2004, 5:30 p.m., Georgia Mountains Center

HALL COUNTY

- Planning Commission – April 13, 2004, 5:15 p.m., Georgia Mountains Center
- County Commission – April 22, 2004, 9:00 a.m., Georgia Mountains Center

APPENDIX

SAMPLE LETTER

February 14, 2003

Dear Mayor:

Hall County and the City of Gainesville are collaborating on the update of their Comprehensive Plans. A kick-off meeting to the public participation process for this project will be held at the Georgia Mountains Center, 301 Main Street SW, Gainesville, GA at **7:00 PM on Thursday, March 6, 2003.**

We would like to specifically invite you, your Council, Planning Commissioners and staff to attend this meeting, where our consultants, McBride Dale Clarion, will introduce the project and explain the subsequent meetings that will be held to gather the views and input of the public regarding this important blueprint for our future.

We are also in the process of scheduling Area Meetings on March 17 and 18 throughout the County where we will focus further on the issues facing our community. You will be notified of the times and locations of those meetings in the near future.

As the work on the project progresses, we hope your organization will continue to be involved so that the Plan will reflect the broad interests of the County and its Cities. If you have any questions on the project, please feel free to contact Randy Knighton, Senior Planner, at rknighton@hallcounty.org or (770) 531-6809.

Sincerely,

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Gary Gibbs, Chairman
 Hall County Commission

Emily D. Lawson, Mayor
 City of Gainesville

COMPREHENSIVE PLAN UPDATE

The City of Gainesville and Hall County have entered into an agreement to work in concert in the Comprehensive Plan Update. We are mandated by the State to complete this process by June 2004. The State of Georgia Department of Community Affairs has developed expanded requirements for local governments in completing their comprehensive planning. This Comprehensive Plan Update is a 20-year long range-plan designed to provide a framework for the orderly, planned utilization of resources to direct the future of the County and City.

There will also be extensive public participation during the process as the County and the City assess the current and long-range needs of its citizens including land use, transportation, parks, greenspace, public utilities, and housing. Greg Dale of McBride Dale Clarion of Cincinnati, OH is the lead consultant working on the update of the Comprehensive Plan. To date we have undertaken an extensive data gathering process, which has included obtaining technical information from the respective departments and interviews (discussion sessions) with City and County staff and organizations over the past few weeks.

There is a **Steering Committee** formed to guide the process of updating the Comprehensive Plan. The Steering Committee is comprised of elected and appointed (City and County) officials, staff and citizens. The "**Countywide Kickoff**" meeting is the first step in providing opportunities for the public to discuss issues which will guide future growth and development in Hall County.

"**Area Meetings**" are scheduled later this month in geographic sections of the county to provide citizens with the opportunity to discuss area specific issues as well as overall county matters related to growth and development. Over the course of the next year there will be a number of public participation opportunities throughout the County for citizens to be involved in the process.

A "**Plan Forum**" will be established to help facilitate this process. The "Plan Forum" is envisioned to be similar to Town Hall meetings, which will be conducive for dialogue and interaction. The "Plan Forum" will meet regularly over the next year to discuss a range of specific topics and develop substantive direction to address these issues. The process will culminate with public hearings in March - April of 2004 for both the City of

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Gainesville and Hall County to transmit their respective Comprehensive Plans ultimately to the State Department of Community Affairs for review.

A G E N D A

C O M P R E H E N S I V E P L A N U P D A T E K I C K O F F

G E O R G I A M O U N T A I N S C E N T E R

M A R C H 6, 2 0 0 3

Introductions.....Kip Padgett, City of Gainesville Planning Director

W E L C O M E

Emily D. Lawson, Mayor, City of Gainesville

Gary Gibbs, County Commission Chairman

Comprehensive Plan Update Process.....Greg Dale, McBride Dale Clarion

Comprehensive Plan Website

Comprehensive Plan Survey

Announcements.....Bill Meyer, Hall County Planning Director

A . A R E A M E E T I N G S

March 17 Georgia Mountain Center – 5:30 p.m.

March 17 Chestatee High School - 8:00 p.m.

March 18 East Hall Middle School - 5:30 p.m.

March 18 Flowery Branch High School - 8:00 p.m.

B . P U B L I C H E A R I N G S

City of Gainesville - Tuesday, March 18 at 9:30 a.m.

Hall County - Thursday, March 27 at 9:00 a.m.

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(Both hearings at the Georgia Mountains Center)

GAINESVILLE /HALL COUNTY COMPREHENSIVE PLAN UPDATE

CITIZEN INPUT SURVEY

As part of the planning process for **Gainesville/ Hall County Comprehensive Plan Update**, it is important to solicit citizen comment to guide the development of the plan. By providing comments to the following questions you assist in the identification of issues and opportunities that affect the future of your community. This input is invaluable, and your completion of this form insures that your comments are heard by project staff and local officials.

Please provide answers to the following questions and return to the Hall County Planning Department at 440 Prior Street, S.E., P.O. Box 1435, Gainesville, GA 30503 or fax to 770-531-3902. Use additional pages if necessary. If you have questions, call 770-531-6809. Additional information may be found at www.hallcounty.org or www.gainesville.org.

- 1. What do you like most about living in Gainesville/Hall County?**
- 2. What, if anything, do you dislike about living in Gainesville/Hall County?**
- 3. What do you think are the most pressing long-range (20 years) issues facing Gainesville/Hall County?**
- 4. What do you think are the greatest challenges facing Gainesville/Hall County?**
- 5. What do you think are the greatest opportunities for Gainesville/Hall County, around which this plan should be built?**
- 6. If you could identify only one problem to be solved by this planning effort, what would it be?**
- 7. If you could identify only one improvement to the community what would it be?**

What is your zip code? _____

OPTIONAL CONTACT INFORMATION

If you wish to be contacted about future events and opportunities with the **Gainesville/Hall County Comprehensive Plan Update**, please fill out the contact information below. The following information will only be used in conjunction with this planning process.

Name: _____

Address: _____

Phone (optional): _____



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Email (optional): _____

FIRST ROUND OF AREA MEETINGS

A detailed listing of priorities from the first round of Area Meetings is provided below. Note: Numbers in the column to the right denote the number of dots placed next to the topic representing the importance of the issue to meeting attendees.

Georgia Mountains Center, Gainesville, March 17, 5:30 p.m.

Attendance - 49

Group#1

1. Balanced growth (2)
(commercial, ind., res., Infrastructure support)
2. Quality of Life (sense of community) (4)
3. Transportation (overall plan flow) (2)
4. Medical community (build on existing) (2)

Group #2

1. Infrastructure (9)
Sewer – lack of
Transportation - better peaktime
2. Positive managed growth (0)
Economic Dev. – residential, commercial,
Industrial growth
3. Housing - Affordable (need), problems with (8)
Substandard housing – rentals;
Density issues
4. Zoning – ordinances (more), more enforcement staff (3)
5. Revitalization (3)
Small municipalities; downtown residential

Group #3

1. Traffic – specific roads in north and south Hall (1)
and the City of Gainesville
Density Issues
2. Infrastructure – Lack of sewer, road quality, (1)
density issues, streetscape-sidewalks, curbs, etc.

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- 3. Economic Development – designate industry growth areas, high end retail (2)
- 4. Natural Resources – water, Lake Lanier (4)
- 5. Agriculture – define agriculture areas and needs (0)
- 6. Historic Preservation (3)

Group#4

- 1. Traffic Issues – (5)
 - a) northern loop
 - b) Jesse Jewell;
 - c) I-985 into city (via Queen City and 129, etc.)
- 2. Growth – (4)
 - a) S.E. area more commercial;
 - b) mixed use independent residential communities with shopping
- 3. Environment (5)
 - Separation of industrial from residential
 - Stronger Tree Ordinance
 - Beauty
 - Zoning (spot vs. Master Plan)
 - Annexation
- 4. Recreational (5)
 - Parks,
 - Activity centers (for boys and girls),
 - Greenspace
- 5. Community Impact (7)
 - a) Medical (Paid, volunteer/charity)
 - b) Police and fire
 - c) Traffic
 - d) Tax base (up/down)
- 6. Economic Development (Jobs) (0)

Group #5

- 1. Economic Growth – How can this factor into Planning (1)
 - Commercial, Industrial, Retail, CIP
 - CDC Chamber, DCA
- 2. Annexation?, Infrastructure first; commercial industrial (3)

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- 3. Traffic patterns – Central Business District; solutions which do not destroy inner city neighborhoods (1)
- 4. Ordinances to deal with quality of life issues (4)
 Public health issues, graffiti, Landlord issues
 Responsibilities, standards for rentals-enforcement
 Compatibility of zoning between City/Unincorporated
- 5. Federal/State/EPD – all laws need to be enforced (4)
 (2002) Gainesville area – population threshold (first step of M.P.O. designation) – “Urban Area”

Group # 6

- 1. Economic Development (6)
- 2. Transportation (3)
- 3. Sewer and water for business and residential (13)
- 4. Preservation of farms and open space without infringing on individual property rights (1)
- 5. Encourage high density mixed use to allow for lower density in other areas. (10)

Chestatee High School, March 17, 8:00 p.m.

Attendance – 8

Since there was relatively low attendance at this meeting the consultant decided to facilitate an informal discussion with the attendees about growth and development issues in the County. The discussion lasted about an hour and thirty minutes. Issues that were raised by the citizens included:

- A) Green space needed, maintaining the rural look of the County
- B) Sewer needed to attract business – clean industry would alleviate residential tax burden
- C) Better communication and coordination with other municipalities
- D) Many residents commute to Gwinnett and North Fulton County due to a lack of higher paying jobs

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- E) Development should be steered to areas with infrastructure
- F) City annexation issues
- G) Slow growth to maintain quality of life - schools transportation, landfill issues result from increased density,
- H) Better residential commercial mix for tax base, prospect of clean industry along I-985 and Highway 365
- I) New regulations to provide for higher quality development

East Hall Middle School, March 18, 2003, 5:30 p.m.

Attendance - 51

Group #1

- 1. Sewer/Water (1)
- 2. Separation of Residential and Industrial (19)
- 3. Protection of Agriculture (17)
- 4. Rate of Growth – proportional to services water, sewer, fire/police, traffic (0)
- 5. Restriction of lot sizes (12)

Group #2

- 1. Regulate house and lot size (2 acre minimum), 2,000 square foot home (2)
- 2. Proper zoning to guarantee separation of residential, commercial, and industrial (5)
- 3. Create buffers (greenspace considerations) (1)
- 4. Careful screening of industry (10)
- 5. Incentives for large tract owners (farmers tax breaks) (0)

Group #3

- 1. Parks, Recreation, and Leisure activities (1)
- 2. Infrastructure/Expansion of water sewer and roads (12)
- 3. Zoning code that protects property value, that (17)

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is firm and understandable, and less subject to broad interpretation

- 4. Protection of existing agricultural land use (16)
- 5. Appropriate buffer and setbacks for land uses (3)

Group#4

- 1. Balance b/w residential, agriculture and industrial growth (2)
- 2. Type of industrial growth (2)
- 3. Quality of life – water, environment and living space (5)
- 4. Sensible planning with consideration of the County as a whole (1)
- 5. Positive growth with separation of industrial and residential areas (3)

Group #5

- 1. Quality Growth (22)
 - e) Rate
 - f) Balance
 - g) Clean Industry
 - h) Separation of Residential and Industrial
- 2. Water and Sewage – to attract quality growth (13)
- 3. Public Facilities and Services (10)
 - i) Schools
 - j) Law Enforcement
 - k) Rec. Centers
- 4. Environmental (9)
 - a) Green space
 - b) Management
 - c) Litter Control
 - d)
- 5. Transportation and Road service (1)

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Group #6

- 1. Industrial development – light vs. heavy (5)
- 2. Residential density (mixed use) (10)
- 3. Greenspace (10)
- 4. Water and sewer quality (5)
- 5. Infrastructure (4)

Group #7

- 1. Environmental issues (Lake, water) (7)
- 2. Affordable Housing (4)
- 3. Economic Growth (planned and control) (0)
- 4. Tax Base (2)
- 5. Zoning (2)

Flowery Branch High School, March 18, 8:00 p.m.

Attendance - 37

Group #1

- 1. Infrastructure – sewer, water (county), schools, how to pay for them (13)
- 2. Annexation (1)
- 3. Responsible use of tax funds (4)
- 4. Encourage business growth (4)
- 5. Greenways and parks (3)

Group #2

- 1. Spot Zoning – No (3)
- 2. Have the right to sell land at market price (17)
- 3. Enforce developers' rules regarding runoff (4)
- 4. Green Space and creek buffers (3)
- 5. Enforce lake rules and laws (4)

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6. Stop 1 acre zoning change (18)

Group #3

- 1.Environmental Protection (8)
 - Lake Protection
 - Runoffs during construction control
- 2. Provide housing for all income levels (13)
 - Encourages job creation, CIB development
- 3. Sewer and water (commercial and residential) (13)
- 4. Public Spaces (7)
 - greenspaces, parks and rec., libraries
- 5. Transportation (2)
 - a) Ease between residential, industrial, and commercial/retail
 - b) Fire trucks and EMTs have access to all areas of the county

Group #4

- 1. Infrastructure - Roads, Schools, Sewer Water (2)
- 2. Housing Density (5)
- 3. Industrial and Commercial (0)
- 4. Green Space (3)
- 5. Random zoning and annexation (7)

Group #5

- 1. Zoning – (1 acre lots) (6)
- 2. Infrastructure (1)
- 3. Architectural Overlay (2)
- 4. Long Range plan to stay in effect (0)
- 5. Balance laws with rights of property owners (3)

Group #6

- 1. Infrastructure – sewer, water, roads (8)
- 2. Density – growth (8)

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- 3. Zoning – separate commercial and residential (4)
- 4. Greenspace and environmental issues (4)
(Enforce tree ordinance)
- 5. Transportation – control congestion (1)
(Public transportation)

SECOND ROUND OF AREA MEETINGS

The meetings to focus on the County proposal were held on the following dates:

November 5 - East Hall High School, 5:30 p.m.

- November 5 - Flowery Branch High School, 7:30 p.m.
- November 6 - Gainesville College (Continuing Education Bldg., Rm. 108), 5:30 p.m.
- November 6 - North Hall High School, 7:30 p.m.

The meetings in the City Council Wards to focus on the proposed City map were held on the following dates:

- Ward 1 - Thursday, November 13 at 6:00 p.m. Church of Jesus Christ of Latter-day Saints
- Ward 2 - Monday, November 10 at 6:00 p.m. Enota Elementary School Gym
- Ward 3 - Saturday, November 8 at 10:00 a.m. Community Service Center; Room 200
- Ward 4 - Monday, November 17 at 6:00 p.m. Georgia Mountains Center; Rooms B & C
- Ward 5 - Tuesday, November 18 at 6:00 p.m. Gainesville Middle School Media Center

The comments rendered at the County Area and City Ward Meetings are provided here:

East Hall High School, November 5 – 5:30 p.m.

- Question about changes on 365 from prior plan
- Areas that would require 1 du/10 acres
- Locations
- Concern about density
- Owner of 100 acres; concern of density
- Concern of devalued property
- Annexation possibility due to density
- Cost of infrastructure
- Opinions of Real Estate experts
- Amount of Industrial proposal vs. existing; proposal is accurate reflection of earlier meeting

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- Residential density on Joe Chandler Road – Highway 52
- No large developments
- Impact on current residents – small property owners
- Concern about water system
- Favor of 1 du/5 acres
- Use of open space in Conservation Subdivisions?
- Question about taxes on open space in Conservations Subdivisions
- Compatible uses in Conservation Subdivisions
- Farms
- Meeting Date Question – Day of the week
- Farmers are concerned, not in favor of the proposal
- Letter submitted from the Farm Bureau
- What is the density along Joe Chandler Road?
- Land costs in some proposed densities – market would not support
- Density should be 1 du/2 acres
- Family subdivision
- Any grandfather clause in the proposal?
- Would existing lots be buildable if the proposal is passed?
- What would taxes be on property with a lower density?
- Have a chicken house on property – 20 acres
- Proposal would place a burden on farmers
- A problem with the number of times per year to subdivide property
- Devaluation of property; how are small landowners affected
- How does the Open Space in Conservation Subdivisions fit into the Greenspace program
- Industrial areas are dependent upon:
 - Affordable Housing
 - Tax structure should be taken into account
 - How will this affect economic development
 - Farmers are important to the economy, the proposal would affect them
 - Poultry Industry – compatibility of residential to chicken houses
 - Lot yield – zoning impact on affordability
 - Safety concern with larger wooded lots
 - Need for more narrative with draft maps
 - Property rights
 - Cost of study
 - Cost of homes and lots
 - Need for industrial development in North Hall
 - Industrial development provides jobs

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- Extend city annexation

Flowery Branch High School, November 5, 2003

- Does the plan take into account proposed interchanges (already approved by feds)?
- Tax implications of land use plan designation
- Once new interchanges in – better truck access to industrial area, Martin Road truck traffic?
- Spout Springs Road should be four laned
- Buford annexations
- Concerns regarding commercial on Bennett Road
- Friendship/Blackjack Road should have higher densities
- Mixed use p should be only part of master plan – how do we keep it from filling up with multi-family? PCD? Also timing and location
- Sewage availability for land use designations
- The 35% open space requirement is too high in Suburban Residential Medium density.

Gainesville College, November 6, 5:30 p.m.

- Does the plan take into account the four-laning of state roads?
- Clarification of lot size vs. density
- Desire to preserve rural open space; mechanisms to protect property incentives
- Farmers support Conservation Subdivisions, disagree with densities
- Developers can make conservation subdivisions work
- Current density and lot size allows for open space preservation
- Enforceability? Guide in GA. Needed for flexibility – interpretation
- Amount of retail and industrial? Four lane roads? 53? McEver?
- Desire for Comprehensive Sewer Plan
- Commercial along state roads, plan for medians
- North Hall High School, November 6, 7:30 p.m.
- Why does plan not reflect landowners' opinions?
- Ability to give land to children and grandchildren
- Problem with 5-year proposal for admin. Transfer
- Major landowners, small landowners, family
- Impact on small landowners-greenspace taken from owners
- Landowners should make land use decisions
- Impact on land values; experience in other areas
- Where did densities come from?

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- Why is there no rural preservation in south Hall?
- Tax impact on those who do not develop?
- Transfer of development rights idea
- Taxing all owners for greenspace
- What impact will proposal have on jobs/construction
- Make the Plan fair for the whole County
- What is the tax impact on the rest of the County if rural values drop?
- Will concentration on population in south Hall cause problems? (crime)
- We don't like it!
- Need retail-put homes and mall in north Hall.

Comprehensive Plan – City Ward Meetings

WARD 3 – NOVEMBER 8:

- Would favor neighborhood commercial land uses on a case-by-case basis.
- Neighborhoods that are revitalizing would not be appropriate for certain commercial uses.
- The City should use the Comprehensive Plan as a guide for all future rezonings.
- The Red Rabbit is currently too limited, need more routes that run more often. The Red Rabbit should go where people like to go such as the mall, work place, etc.
- The City should currently be considering an Outer Loop to relieve in town traffic congestion.
- The City should consider making the Red Rabbit a free service since it is only bringing in \$35,000 per year in revenue, which does not offset the operating cost of over \$1 million.
- Need to improve signage to help direct people around the City.
- The traffic signal timing on Jesse Jewell was altered about one year ago. Since that time, traffic appears to be worse. The City and/or GDOT needs to take another look at the signal timing on Jesse Jewell to help improve traffic flow.
- The Red Rabbit begins stops operation too early (around 6:00 p.m.). Should extend service later in the evening.
- Need more jobs for area residents.
- Several roads in the City do not have logical termini. The City should consider connectivity in all roadway projects.
- The City should better utilize their current rail network, such as commuter rail to Atlanta.

WARD 2 – NOVEMBER 10:

- Need to preserve existing neighborhood densities.
- The City should consider some of the unintended consequences of mixed-use developments such as:
- Light pollution

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- Deliveries and garbage pick-up after normal operating hours
- Erosion of existing neighborhoods
- Concerned that the Comprehensive Plan is only a guide and that the City will not follow it as closely as they should.
- Should consider the impact of growth on the school system.
- Would favor the use of performance standards and other incentives to achieve the vision that citizens have developed and are still developing for various areas within the City.
- The City should strengthen code enforcement. If not, all of the ordinances that are enacted are ineffective.
- Need to improve the road signage in the City.
- Many roads in the City have multiple names. The City should address this because it is becoming a problem.
- Need to consider the impact of apartments on services, schools, traffic, etc.

WARD 1 – NOVEMBER 13:

- Need to protect neighborhoods.
- Like the idea of the Neighborhood Planning Units.

WARD 4 – NOVEMBER 17:

- Concern on how to balance the continued growth, yet protect existing neighborhoods.
- Gainesville has assets that we should recognize such as:
 - Park system
 - Emergency services
 - Schools
- Concerned about impacts of growth, such as increased traffic.
- Need to define what connectivity means, such as the importance of connecting the City's parks via sidewalks.
- Big problems in the City include traffic and slum landlords.
- Need more parks in Ward 4.
- Need to keep small-town feel.
- Improve the flow of traffic on existing roads.
- Do not favor loops through neighborhoods.
- Don't believe the concept of neighborhood commercial uses is realistic. In order to do this you would need more sidewalks allowing for increased connectivity.
- Need to be careful that we do not foster neighborhood erosion by introducing a mixture of uses into a large number of neighborhoods. Should be very deliberate and intentional about where mixed uses are allowed.
- Need enforceable ordinances to help maintain neighborhood integrity.

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- Pride in neighborhoods is one of the keys to a successful City.
- Need to consider what type of neighborhoods we approve - - need to define family.

WARD 5 – NOVEMBER 18:

No comments.

GAINESVILLE AND HALL COUNTY COMPREHENSIVE PLAN



VISION, GOALS AND OBJECTIVES

ADOPTED: JUNE 24, 2004
AMENDED: MAY 12, 2005

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GAINESVILLE/HALL COUNTY VISION

The Gainesville/Hall County community will embody the best and most balanced forms of urban, suburban, and rural development. It will balance these three forms to achieve fiscal and economic health, preserve natural and cultural resources and open space, foster community facility efficiency and quality, and provide for a diverse housing stock and community livability. This will be accomplished by promoting a more compact form of growth, with new growth directed towards areas that can be efficiently provided with infrastructure and services. Infrastructure will be used as a tool to help manage growth, with infrastructure provided in support of desired types and patterns of growth, with a particular emphasis on high quality commercial, industrial, and business development.

Gainesville/Hall County will have a strong economy that promotes fiscal health and prosperity for its citizens and as a means to allow local government to provide a high level of public services. Sensitive and compatible infill development that respects the historic fabric of existing neighborhoods will be encouraged as a way to maintain the viability of existing urban areas. In areas that cannot be efficiently served with public services such as sewers, rural densities will be maintained. Rural character, open space, and environmental resources will be preserved through the use of conservation oriented development practices that also acknowledge long term investments by existing land owners.

GOALS AND OBJECTIVES

LAND USE

Goal 1: Development Quality

Gainesville and Hall County will ensure that land resources are allocated for uses that will accommodate and enhance economic development, protect natural and historic resources, ensure adequate community facilities, and provide a range of housing - resulting in the preservation of a high quality of life.

- Objective 1:** *The economic and fiscal benefits of growth will be maximized, and the negative impacts of growth (i.e. traffic, land use, storm water, environmental, community character) will be minimized.*
- Objective 2:** *The design quality and appearance of new development in Gainesville and Hall County will be significantly improved. High standards for residential and commercial development quality will be implemented and enforced – with emphasis on land use compatibility, landscaping, signage, lighting, access management, traffic impact, and environmental impact.*
- Objective 3:** *The protection of natural resources and the preservation of environmentally sensitive areas will be promoted through a compact development pattern with new growth encouraged to occur in and around existing or planned service areas, and with urban and suburban growth discouraged in rural areas that are not efficiently provided with services.*

Goal 2: Efficient Growth

Gainesville and Hall County will grow and develop efficiently relative to the cost and timing of providing infrastructure and public services.

- Objective 1:** *Growth will be managed on the basis of available or planned public services and infrastructure. Infrastructure will be used as a tool to guide growth, not simply in reaction to market forces.*
- Objective 2:** *Land use will be planned in concert with public services and infrastructure. Low density uses will be planned in areas not efficiently served with public services, and compatible higher densities will be planned in areas that can be efficiently served with public services.*
- Objective 3:** *A compact development pattern will be identified that results in a more cost efficient infrastructure expansion.*
- Objective 4:** *New residential development, other than low density rural development will be directed to areas that are or can be efficiently provided with public services.*

Goal 3: Fiscally Sound Growth

Gainesville and Hall County will grow and develop with a fiscally responsible land use pattern consisting of a balance of housing and jobs that supports the economic health and vitality of residents and businesses.

- Objective 1:** *There will be an appropriate balance targeted between the amount and type of growth of housing and business in order to assure long term fiscal health.*
- Objective 2:** *Land that is suitable for commercial or industrial uses is a valuable resource that will be discouraged from developing as residential.*
- Objective 3:** *The provision of infrastructure in areas with potential to attract commercial and industrial development is a higher short range priority than infrastructure that supports new residential development.*
- Objective 4:** *The costs of growth will be allocated fairly between local governments and the development community. Growth should generally pay its own way.*

Goal 4: Urban and Rural Distinction

Existing and planned urban and suburban areas will be stable, vibrant, and well defined; development in rural areas will reflect low density that maintains true rural character.

- Objective 1:** *Gainesville and Hall County will maximize the use of existing infrastructure by encouraging compatible development or redevelopment of urban sites.*
- Objective 2:** *Sensitive and compatible infill and adaptive reuse that stabilizes and encourages reinvestment in urban areas will be promoted.*

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- Objective 3:** *Downtown Gainesville and the surrounding area will continue to be the traditional focal point of the community, offering a pedestrian friendly range of civic, retail, employment, dining, and entertainment uses.*
- Objective 4:** *New urban or suburban development will be targeted in or around the existing cities and designated major activity areas at densities that promote an efficient utilization of land while being compatible with existing neighborhoods.*
- Objective 5:** *Relatively higher, yet compatible densities will occur in some areas currently designated for lower densities outside current municipal boundaries.*
- Objective 6:** *Development in rural areas will maintain rural character. Lower gross densities will be preserved in rural areas, with conservation subdivisions encouraged to permanently preserve open space, especially environmentally sensitive areas.*
- Objective 7:** *The continuation of agricultural uses is encouraged as long as is feasible, but as such uses are converted to non-agricultural uses, rural density, character, and sensitive environmental features will be preserved.*

COMMUNITY FACILITIES AND SERVICES

Goal 1: Efficient Public Facilities and Services

In order to foster a fiscally efficient provision of services, development will occur in a more compact form, with growth oriented in and around existing and planned service areas.

- Objective 1:** *Growth will generally be directed toward existing or planned service areas and away from rural areas with low levels of services and dependence on septic systems.*
- Objective 2:** *Infrastructure will be targeted as priorities to areas suitable for commercial, industry, and business uses, but new residential uses (other than low density rural residential) will also be directed to areas that can be efficiently served with sanitary sewers.*

Goal 2: Adequate Public Facilities and Services

Gainesville and Hall County will ensure that public facilities have the capacity, and are in place when needed, to support and attract growth and development and maintain quality of life.

- Objective 1:** *New development will be served with public facilities that meet or exceed level of service standards.*
- Objective 2:** *Fair and predictable standards will be developed for allocating infrastructure costs between the development community and the City or County.*

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Goal 3: Utilities

Gainesville and Hall County will be provided with safe and adequate utilities that are coordinated with the future land use plan and that support economically productive growth.

Objective 1: *Sanitary sewer services will be targeted as a priority to areas with business and industry potential, such as areas along major transportation routes.*

Objective 2: *Sanitary sewer services will generally be provided to new residential development other than low-density rural residential uses, in support of land use goals related to efficient growth and in furtherance of water conservation goals.*

Goal 4: Parks and Leisure

Gainesville and Hall County will provide recreational and cultural opportunities for citizens of all ages and socioeconomic backgrounds.

Objective 1: *Gainesville and Hall County will meet or exceed acceptable levels of service standards for parks and recreation facilities.*

Objective 2: *Gainesville and Hall County will promote a linked system of parks and open spaces.*

Objective 3: *Gainesville and Hall County will ensure that all residents have access to cultural opportunities, facilities, and programs.*

Goal 5: Public Safety

Gainesville and Hall County will provide public safety services to all citizens.

Objective 1: *Gainesville and Hall County will maintain an adequate level of fire protection for current and future businesses and residents.*

Objective 2: *Gainesville and Hall County will provide efficient emergency services (EMS) that expands with the growth of the community.*

Objective 3: *Gainesville and Hall County will maintain an adequate level of police protection for current and future businesses and residents.*

Goal 6: Government, Health, and Education

Gainesville and Hall County will provide adequate and accessible government facilities, health care facilities, and educational facilities to all citizens.

Objective 1: *Gainesville and Hall County schools will meet and exceed all state requirements for education programs and facilities and continue to increase quality of education while serving the growth and changing needs of students.*

Objective 2: *Gainesville and Hall County will continue to promote the expansion and strengthening of public and private health care providers and facilities, in recognition of the area's role as a regional provider of medical services.*

Objective 3: *Gainesville and Hall County will provide accessible library services to all residents of the community.*

TRANSPORTATION

Goal 1: Adequate Transportation System

Gainesville and Hall County will provide transportation system to move people and goods with a level of service that supports economic development goals and maintains a high quality of life.

- Objective 1:** *Gainesville and Hall County will establish a goal for arterial and collector roads in all urban and suburban areas of Level of Service E, and for arterial and collector roads in all rural areas of Level of Service D.*
- Objective 2:** *Gainesville and Hall County will develop a land use plan and review development approvals based on the goal of exceeding or maintaining the above levels of service on all roads that currently meet this standard.*
- Objective 3:** *Gainesville and Hall County will take actions to alleviate congestion on those roads that do not currently meet this standard.*
- Objective 4:** *Gainesville and Hall County will place a priority on transportation projects that directly support economic development goals.*

Goal 2: Transportation Alternatives

Gainesville and Hall County will continue to explore and promote mechanisms to alleviate traffic congestion through use of alternative modes of transportation, and better management of the existing road network.

- Objective 1:** *Gainesville and Hall County will develop standards to assure that sidewalks are developed along urban and suburban roadways.*
- Objective 2:** *Gainesville and Hall County will continue to work with Hall Area Transit to provide an appropriate transit system to serve the community.*
- Objective 3:** *Gainesville and Hall County will explore transportation demand programs to alleviate congestion in major employment areas, and continue to support carpooling activities in the County.*

NATURAL AND CULTURAL RESOURCES

Goal 1: Conservation and Protection

Gainesville and Hall County will conserve and protect the natural environment, open spaces, and historic resources.

- Objective 1:** *Environmentally sensitive areas such as flood plains, lakes and waterways will be protected from negative impacts of development.*
- Objective 2:** *Gainesville and Hall County will continue to implement and enforce measures designed to protect natural resources such as watershed protection, stream and lake setbacks, and floodplain management requirements.*

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Objective 3: *The preservation of environmental quality, particularly associated with water (including both subsurface and surface water) and air quality will be promoted in planning for new development and public services. The air and water quality of the community will be managed in a manner that will protect their integrity and quality.*

Objective 4: *Practices that return water to the water supply system, such as sanitary sewers, will be encouraged. Practices that consume water, such as septic systems, will be discouraged.*

Objective 5: *Alternative transportation practices and improved circulation systems will be promoted to reduce air quality impacts.*

Goal 2: Open Space Preservation

Gainesville and Hall County will promote the preservation of open space systems throughout the County and City.

Objective 1: *Gainesville and Hall County will continue to identify land through their parks planning efforts that should be permanently preserved.*

Objective 2: *Gainesville and Hall County will continue to develop and implement coordinated plans for a linked system of open space and conservation areas.*

Objective 3: *New development will be encouraged which minimizes the amount of land consumed, with land preserved and set aside as permanent open space.*

Objective 4: *Gainesville and Hall County will encourage open space in individual developments to be coordinated with, and linked to open space in adjacent developments and other community systems.*

Goal 3: Historic Preservation

The preservation of historic resources is recognized as an important contributor to community livability, as well as economic development, and will be promoted.

Objective 1: *The traditional character of the urban neighborhoods and downtown Gainesville will be maintained through preserving and revitalizing historic areas.*

Objective 2: *The City of Gainesville will develop land use regulations and design standards for historic areas or properties designed to ensure compatible new development or alterations of historic properties.*

Objective 3: *Hall County will utilize conservation subdivision practices to preserve historic rural resources and landmarks where practical.*

ECONOMIC DEVELOPMENT

Goal 1: Balanced Economy

Gainesville and Hall County will have a growing and balanced economy, which equitably benefits all segments of the population, consistent with prudent management of the County's resources.

- Objective 1:** *Gainesville and Hall County will promote the creation of new employment opportunities, both as a way to strengthen the economic base of the community, and to reduce the loss of revenues and the transportation impacts of regional commuting.*
- Objective 2:** *Gainesville and Hall County will promote the retention and expansion of existing businesses.*
- Objective 3:** *Businesses that generate higher paying jobs with above average wages, will be targeted through economic development efforts.*
- Objective 4:** *Gainesville and Hall County will work to put in place the prerequisites for quality economic development, including infrastructure, quality development standards, education and training, and a range of housing types needed to support desired economic growth.*
- Objective 5:** *Gainesville and Hall County will promote quality retail uses that encourage the capture of sales tax revenue in Gainesville and Hall County by planning for appropriate locations and adequate land for retail uses.*
- Objective 6:** *Gainesville and Hall County will promote tourism as a viable component of the local economy.*

Goal 2: Balance of Housing and Jobs

Gainesville and Hall County will have a fiscally healthy balance of employment and housing.

- Objective 1:** *The relative rates of growth of residential and nonresidential uses will be brought into better balance in order that public service costs of growth and the revenues associated with new development can be more efficiently shared.*
- Objective 2:** *The relationship of tax revenues from residential and nonresidential uses will be improved through increased commercial, industrial, and business development so that the nonresidential uses are the dominant tax generator.*

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HOUSING

Goal 1: Quality and Diverse Housing

Gainesville and Hall County will have a balanced range of adequate and affordable housing, making it possible for all who work in the community to also live in the community.

- Objective 1:** *A full and balanced range of housing opportunities will be targeted, with an emphasis on providing support for economic development goals and objectives related to higher wage jobs.*
- Objective 2:** *A better balance of housing price points will be targeted in order to provide a diverse range of housing options.*
- Objective 3:** *Housing diversity will be further pursued to meet the needs of changing demographics, including higher density and attached housing options, particularly targeted at the aging population.*
- Objective 4:** *While Gainesville and Hall County provide more “starter” housing than most cities and counties, affordable housing that meets high quality standards will continue to be an important element of the overall housing mix. Affordable housing is appropriate only where its design has been fully reviewed and evaluated according to standards designed to insure long-term sustainability of high quality and stable value.*

Goal 2: Neighborhood Preservation and Housing Maintenance

Existing neighborhoods will be maintained as stable and desirable places to live and raise families.

- Objective 1:** *Gainesville and Hall County will enforce land use and housing codes in order to promote the long-term integrity of existing neighborhoods.*
- Objective 2:** *Gainesville and Hall County will continue to engage in land use planning and regulation that is designed to promote harmonious land use relationships and avoid land uses that are incompatible with residential neighborhood character.*
- Objective 3:** *Gainesville and Hall County will continue to participate in and support housing programs designed to provide housing that reinforces neighborhood preservation goals.*
- Objective 4:** *Gainesville and Hall County will identify mechanisms and programs to eliminate substandard or dilapidated housing.*

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INTERGOVERNMENTAL COORDINATION

Goal 1: Regional Coordination

Regional coordination will be emphasized that sets regional priorities, identifies shared needs, and finds collaborative solutions, particularly related to problems that transcend local jurisdiction boundaries.

Objective 1: *Intergovernmental coordination mechanisms and processes will be explored with other jurisdictions within and adjacent to Gainesville and Hall County in order to implement the policies of this Plan, including adjacent local governments, school boards, special districts, development authorities, and other units of government providing services.*

Objective 2: *Gainesville and Hall County will develop mechanisms to coordinate with the applicable portions of plans of school boards and other entities related to the siting of new facilities that affect land use patterns and services, and will coordinate with plans of other local governments.*

Objective 3: *Gainesville and Hall County will develop mechanisms to resolve conflicts with other local governments, coordinate the impacts of development on adjacent areas or communities, share services or information, and identify joint planning areas.*

Goal 2: Coordinated Growth

Growth planning and management will be coordinated between municipal and county government.

Objective 1: *Hall County and the City of Gainesville will mutually agree upon planned land uses around the City boundaries.*

Objective 2: *The City and County will continue to plan for a coordinated system of parks and open spaces.*

GAINESVILLE AND HALL COUNTY COMPREHENSIVE PLAN



ECONOMIC DEVELOPMENT ELEMENT

ADOPTED: JUNE 24, 2004
AMENDED: MAY 12, 2005

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2.0.0.0: ECONOMIC DEVELOPMENT

Gainesville and Hall County have enjoyed a strong economic base over the past several decades. Historically, the economy has revolved around the agriculture and manufacturing industries. As the area continues to evolve in the first part of the century, local leaders feel the challenge is to promote and foster broad employment opportunities and economic diversity. Gainesville and Hall County should continue to exploit their natural and cultural assets to attract and retain employers. The City and County are striving to work in unison to create an environment conducive for economic development and diversification, along with local agencies and organizations connected to the economic and development community. Gainesville and Hall County will continue to support and enhance the economic viability of its hallmark industries while being flexible enough to respond to market forces. The projected population increase and growing labor force will afford opportunities to capitalize on the growing regional marketplace in the planning horizon.

2.1.0.0: ECONOMIC DEVELOPMENT INVENTORY

Gainesville/Hall County has been hailed as the “Poultry Capital of the World” in large part because the county generates over \$720 million annually in poultry related products and services. Agriculture and agribusiness have been the economic mainstays of the Gainesville/Hall County area for over a century. The economic base, now diversified, includes automotive supplies, distribution centers, manufacturing, and office and technology parks. Hall County has approximately 300 manufacturers, 47 Fortune 500 firms, including 40 foreign companies, representing 14 countries.

2.1.1.0: ECONOMIC BASE

2.1.1.1: Agriculture

Hall County ranks second in the State of Georgia in Total Farm Gate Value at \$229,093,720. Hall County ranks second in the state in Total Poultry and Egg Value. Hall County has 640 Broiler-Grower houses with a capacity of 25,600. The total farm gate value generated from the Broiler-Grower category is \$21,395,984. In addition, Hall County ranks number 12 in the state in beef stock. There are 4,500 head of beef in the County contributing to the overall agribusiness base. *Source: The University of Georgia, College of Agricultural and Environmental Sciences, 2002*

2.1.1.2: Tourism

The most significant natural feature in Hall County is Lake Sydney Lanier, which is a 38,000-acre lake, attracting over 10 million visitors each year. Sporting venues including Road Atlanta and Lake Lanier provide the largest single source of room night revenues in the county, creating a major economic impact resulting in the tourism industry’s \$180 million in revenues for Hall County businesses annually. Road Atlanta is part of the Panoz Motor Sports Group. The owner has invested in both safety and fan amenity improvements to the facility since purchasing it in 1996. The Road Atlanta schedule has about 12 events per year.

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Lake Lanier's water sport's facilities gained international attention during the 1996 Atlanta Centennial Olympic Games. The site acted as the host for rowing and sprint canoe/kayaking events. Lake Lanier continues to be a prime location for international rowing events. The 33rd International Canoe Federation Flatwater Racing World Championships were held September 11 – 14, 2003 at the Lake Lanier Olympic Center. Approximately 600 athletes and coaches and 500 international guests attended the event. The event generated over \$3 million dollars in direct and indirect benefits to the local economy.

Hall County received \$180 million in tourism income in 2001. Hall County's tourism expenditures supported over \$49 million in tourism payroll. There are more than 3,100 people employed in the tourism industry in Hall County. A total of 7.23 million dollars in state tax revenue was generated. About 3.72 million tourists visited the North Georgia mountains area.

Table I: Northeast Georgia Mountains Travel Region 2001 Tourism Economic Impact

Northeast GA Mountains Counties	Expenditures	Jobs	Wages	State Taxes
Banks	\$33,227,873	268	\$5,153,914	\$1,329,115
Barrow	\$108,925,619	449	\$5,521,903	\$4,357,025
Dawson	\$32,856,554	380	\$6,946,612	\$1,314,262
Elbert	\$20,953,800	200	\$2,225,955	\$838,152
Forsyth	\$74,765,066	1,317	\$18,617,205	\$2,990,603
Franklin	\$30,241,018	319	\$3,266,118	\$1,209,641
Habersham	\$31,330,306	607	\$7,335,952	\$1,253,212
Hall	\$180,958,243	3,116	\$49,559,755	\$7,238,330
Hart	\$19,273,624	296	\$3,380,599	\$770,945
Jackson	\$26,218,406	587	\$7,684,037	\$1,048,736
Lumpkin	\$46,582,312	415	\$5,393,036	\$1,863,292
Madison	\$12,123,533	78	\$739,783	\$484,941
Rabun	\$60,643,851	542	\$6,713,492	\$2,425,754
Stephens	\$20,879,234	362	\$3,957,874	\$835,169
Towns	\$68,036,034	382	\$6,891,178	\$2,72,441
Union	\$36,760,368	252	\$2,345,165	\$1,470,415
White	\$127,763,050	541	\$6,143,423	\$5,110,522
Northeast GA Region Total	\$931,538,891	10,110	\$139,876,001	\$37,261,556
State Total	\$ 16 billion	198,000	\$3.289 billion	\$643.8 million

Source: Davidson-Peterson Study for Georgia Department of Industry Trade and Tourism

The tourism industry is supported by the Georgia Mountains Center and the Gainesville Civic Center. These two venues provide meeting space for conferences, workshops, concerts, and tourism related events like the international rowing competition. The Georgia Mountains Center contains 72,000 square feet of meeting space; 22,000 square feet of exhibit space; and a 300 seat high-tech theatre. The Gainesville Civic Center provides meeting space for local and regional events in the northeast Georgia area. The Civic Center contains 16,250 square feet of meeting space and 10,700 square feet of exhibit space.

2.1.1.3: Transportation

The major transportation link in Hall County is I-985/GA 365 Lanier Parkway, which is a four lane, limited access highway leading to I-85. I-85 provides access to I-75, I-20, I-285, and GA 400 in Atlanta.

The Lee Gilmer Airport in Gainesville supports both local air travel and corporate commuters. The FAA approved facility, has a 5,500-foot runway and 4,000-foot runway. Instruction and aircraft rental, charter, maintenance, storage, sales, transient parking and car rental are available as well as a conference room for fly-in meetings. The Hartsfield-Jackson International Airport is a one-hour drive via I-985 to I-85 south. The airport provides non-stop domestic and international flights daily. The rail lines, which service the County, are the Norfolk-Southern Railway and the CSX Railway.

2.1.1.4: Commercial Development

The major regional retail center in the City and County is along the Shallowford Road-Dawsonville Highway corridor on the west side of Gainesville. The Colonial Lakeshore Mall is the hub of the retail activity along the corridor. The mall is 518,290 square feet in size and has 77 tenants. The mall generates between \$75 – \$90 million dollars of sales and employs approximately 500 people. JC Penney, Sears, and Belks anchor the mall. Within this ½ mile corridor major retailers such as Target, Wal-mart, Lowe's, Kohl's and Home Depot have stores.

There are other significant commercial nodes in the City of Gainesville. The downtown square encompasses about 35 businesses including specialty shops, offices, and restaurants. In 2002 the City of Gainesville conducted a study of the Midtown area of Gainesville. Portions of the area have become blighted and stagnant in opportunities for development. The Midtown Study was initiated to assess the feasibility of redeveloping the area. The Green Street corridor is home to a number of offices, restaurants and structures with historic significance. The major commercial corridors in the City of Gainesville are Thompson Bridge Road, Limestone Parkway, S. Enota Drive, Browns Bridge and Jesse Jewell Parkway. These corridors contain restaurants, grocery stores, retail stores, and other commercial activities.

2.1.1.5: Northeast Georgia Medical Center

The Northeast Georgia Medical Center is the largest non-manufacturing employer in the City and County with more than 4,500 employees. A report from the Georgia Hospital Association shows that NGHS contributed more than \$572 million to the economy of Hall County and the surrounding area in 2001. The report revealed that NGHS directly spent more than \$190 million with Hall County area businesses in 2001; however applying a multiplier developed by the United States Department of Commerce's Bureau of Economic Analysis to this figure shows NGHS' total impact on the local community was more than \$427 million. This multiplier considers the "ripple effect" of direct hospital expenditures on other areas of the economy. (Source: *Communicare: Northeast Georgia Medical Center's Master Facility Plan, Volume XX, Number 3*)

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2.1.2.0: EMPLOYMENT STATISTICS

2.1.2.1: Employment by Sector

The following table illustrates the current employment by sector for Hall County and the State of Georgia. Data for the city of Gainesville was unavailable by employment sector. However, other employment statistics for the city were available from the Census and they have been provided in following sections.

Table 2: Employment by Sector

Category	Hall County									
	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	39,979	48,478	55,877	68,272	79,406	85,915	91,818	97,375	102,629	107,607
Farm	1,807	1,705	1,530	1,158	979	908	845	793	754	724
Agricultural Services, Other	309	585	625	746	840	814	812	823	845	878
Mining	74	49	103	93	172	179	184	189	194	199
Construction	1,972	2,919	3,522	3,911	5,267	5,473	5,585	5,668	5,745	5,834
Manufacturing	12,180	14,159	14,372	16,521	19,362	20,875	22,213	23,274	24,031	24,474
T.C.U.*	1,315	1,520	1,666	2,197	2,863	3,331	3,717	4,039	4,303	4,508
Wholesale Trade	2,310	2,606	2,981	3,029	4,418	4,810	5,161	5,472	5,741	5,967
Retail Trade	5,869	7,504	8,397	10,719	11,704	12,662	13,659	14,632	15,583	16,531
F.I.R.E.**	2,299	2,914	3,542	4,056	5,165	5,762	6,182	6,517	6,809	7,077
Services	6,194	8,247	12,813	18,225	20,278	21,984	23,683	25,627	27,848	30,360
Federal Civilian Government	422	439	491	449	461	477	487	492	490	482
Federal Military Government	319	416	424	453	468	475	481	485	488	488
State & Local Government	4,909	5,415	5,411	6,715	7,429	8,165	8,809	9,364	9,798	10,085

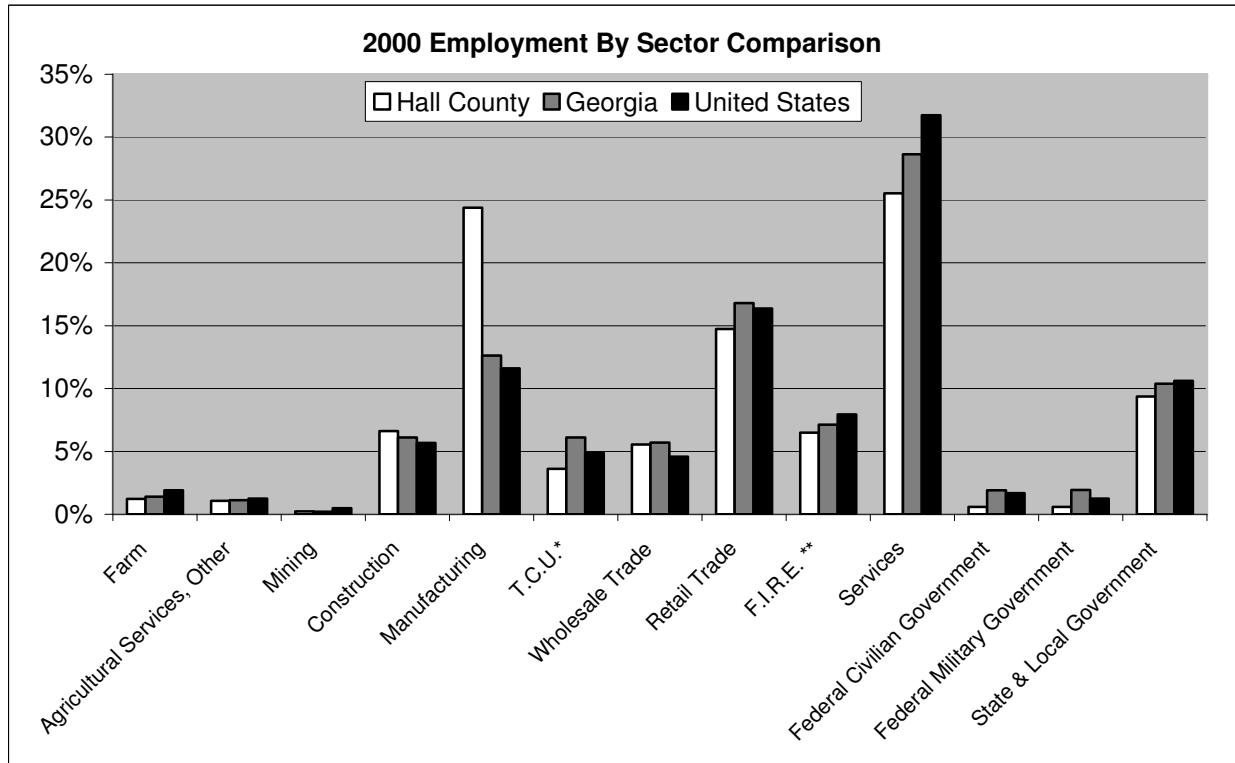
Source: Woods & Poole Economics, Inc.

* Transportation, Communications and Utilities.

** Finance, Insurance and Real Estate.

From 1980 to 2000, Hall County experienced a decrease in the percentage of manufacturing sector jobs as service sector employment surpassed the former lead sector in 1995, increasing from 6,194 jobs in 1980 to 20,278 in 2000. However, the county still saw growth in the manufacturing sector, increasing from 12,180 manufacturing jobs in 1980 to 19,362 in 2000. In fact, the only sector in which employment has decreased is farming. This sector has lost nearly half the jobs reported in 1980.

The percentage of employment by sector in Hall County for the year 2000 is compared to state and National percentages to establish the condition of the County in relationship to the state and nation. The following chart illustrates this comparison.



Source: Woods & Pool Economics, Inc.

* Transportation, Communications and Utilities.

** Finance, Insurance and Real Estate.

Hall County has higher percentages of the employed population working in Construction and Manufacturing sector jobs than both the state and the nation. The excess in these sectors is reflected in lower percentages of employment in the other sectors, especially when compared to the state and nation. Most notably the County has a lower percentage of the employees working in Transportation, Communication and Utility sector employment, Retail Trade, and Services. When the same data is reviewed for historic trends, the county has remained constant in comparison to the state and nation, following similar shifts in trends except in farming. When the percentage of Hall County jobs in farming was compared to the same at the state and national level in 1980 and 1990, the county was slightly higher than the state, and nation. However, in 2000, the County fell behind both, indicating a significant change in the jobs in the county, where it is experiencing an employment shift away from the farming sector.

Trends prepared by Woods & Pool Economics, Inc. show Hall County with a decrease in farm employment to 2025 where it is projected to comprise only 0.67% of the County's employment. This fall in farm employment is similarly reflected in projections for Georgia where it is projected to be 0.82% by the same year. Both the County and State are projected to experience greater loss of farm employment than the nation, which is anticipated to maintain 1.29% employment in the farm sector. Nationally and at the State level, Agricultural Services are anticipated to maintain a similar percentage of the employment. However, Hall County is projected to have a decline from the present in this sector.

Manufacturing sector employment in the county is anticipated to continue to contribute a high percentage of the employment. Woods & Pool projects approximately 22.74% of employment will be in the manufacturing sector in 2025. This percentage is drastically higher than that of the State (9.97%) and the Nation (9.5%). While service sector employment will progressively

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constitute a higher percentage of the employment on the state (33.35%) and national (37.21%) level, Hall County may stay well below these averages at 28.21%, which is an increase over the 2000 percentage. Similar to state and national averages the employment in construction sector employment is anticipated to slowly taper down towards 2025.

2.1.2.1: Earnings by Sector

Not surprisingly, the employment earnings reflect trends in the employment sector data for the County, with manufacturing contributing the highest percentage of earnings in the county for 2000, service sector showing a significant increase and farm earnings falling from 1980. Table 3 illustrates historic earnings by sector for Hall County, and the projected earnings are illustrated in Table 4.

Table 3: Historic Earnings by Sector (Hall County)

	1980	1985	1990	1995	2000
Total (1996 \$)	\$858,912,000	\$1,120,600,000	\$1,376,330,000	\$1,707,290,000	\$2,238,810,000
Farm (1996 \$)	\$4,653,000	\$31,991,000	\$45,203,000	\$33,624,000	\$31,745,000
Agricultural Services, Other (1996 \$)	\$5,470,000	\$8,920,000	\$10,509,000	\$12,286,000	\$14,157,000
Mining (1996 \$)	\$4,099,000	\$2,234,000	\$2,483,000	\$2,879,000	\$5,501,000
Construction (1996 \$)	\$45,111,000	\$70,412,000	\$91,226,000	\$106,177,000	\$155,571,000
Manufacturing (1996 \$)	\$291,835,000	\$360,922,000	\$398,171,000	\$500,464,000	\$645,215,000
T.C.U.* (1996 \$)	\$44,442,000	\$49,741,000	\$54,510,000	\$70,785,000	\$104,185,000
Wholesale Trade (1996 \$)	\$60,924,000	\$69,071,000	\$91,071,000	\$100,099,000	\$156,829,000
Retail Trade (1996 \$)	\$100,304,000	\$130,035,000	\$126,729,000	\$164,869,000	\$214,942,000
F.I.R.E.** (1996 \$)	\$33,437,000	\$45,281,000	\$73,833,000	\$105,716,000	\$141,008,000
Services (1996 \$)	\$141,182,000	\$183,299,000	\$299,005,000	\$396,461,000	\$503,716,000
Federal Civilian Government (1996 \$)	\$19,279,000	\$21,726,000	\$23,645,000	\$23,246,000	\$25,628,000
Federal Military Government (1996 \$)	\$2,480,000	\$4,916,000	\$4,702,000	\$5,120,000	\$6,056,000
State & Local Government (1996 \$)	\$105,696,000	\$142,053,000	\$155,239,000	\$185,565,000	\$234,261,000

Source: Woods & Pool Economics, Inc.

* Transportation, Communications and Utilities.

** Finance, Insurance and Real Estate.

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Table 4: Projected Earnings by Sector (Hall County)

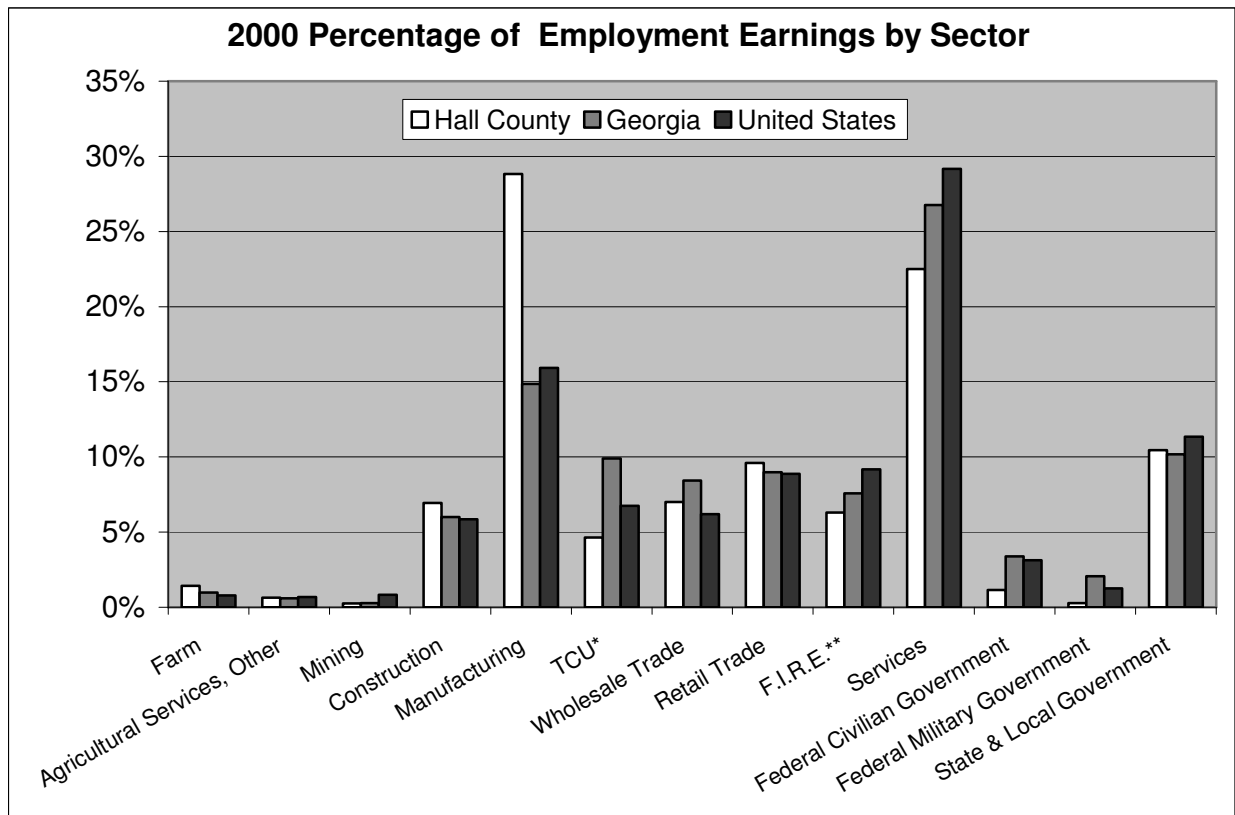
	2005	2010	2015	2020	2025
Total (1996 \$)	\$2,549,630,000	\$2,855,860,000	\$3,163,630,000	\$3,472,450,000	\$3,781,350,000
Farm (1996 \$)	\$32,502,000	\$33,290,000	\$34,331,000	\$35,730,000	\$37,570,000
Agricultural Services, Other (1996 \$)	\$14,418,000	\$15,026,000	\$15,881,000	\$16,978,000	\$18,354,000
Mining (1996 \$)	\$5,782,000	\$6,011,000	\$6,235,000	\$6,467,000	\$6,710,000
Construction (1996 \$)	\$167,255,000	\$175,948,000	\$183,844,000	\$191,692,000	\$200,155,000
Manufacturing (1996 \$)	\$738,878,000	\$832,163,000	\$920,237,000	\$1,000,250,000	\$1,069,740,000
T.C.U.* (1996 \$)	\$127,757,000	\$149,626,000	\$170,003,000	\$188,701,000	\$205,319,000
Wholesale Trade (1996 \$)	\$174,883,000	\$191,962,000	\$208,003,000	\$222,843,000	\$236,344,000
Retail Trade (1996 \$)	\$237,652,000	\$261,947,000	\$286,632,000	\$311,745,000	\$337,631,000
F.I.R.E.** (1996 \$)	\$169,995,000	\$195,754,000	\$220,224,000	\$244,260,000	\$268,243,000
Services (1996 \$)	\$581,182,000	\$662,926,000	\$757,023,000	\$865,897,000	\$991,488,000
Federal Civilian Government (1996 \$)	\$27,487,000	\$29,095,000	\$30,360,000	\$31,252,000	\$31,756,000
Federal Military Government (1996 \$)	\$6,425,000	\$6,794,000	\$7,158,000	\$7,516,000	\$7,863,000
State & Local Government (1996 \$)	\$265,412,000	\$295,317,000	\$323,701,000	\$349,115,000	\$370,177,000

Source: Woods & Pool Economics, Inc.

* Transportation, Communications and Utilities.

** Finance, Insurance and Real Estate.

The current earnings figures for Hall County, the State and the Nation are compared in the following Chart.



Source: Woods & Pool Economics, Inc.

* Transportation, Communications and Utilities.

** Finance, Insurance and Real Estate.

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While farm employment in Hall County is lower than the state and national averages, the earnings reported for this sector exceed the state and national percentages. Many sectors produce earnings that exceed their contribution to the employment percentages. For example in Hall County, manufacturing accounts for 24.38% of the jobs and 28.82% of the earnings. Other sectors contribute more jobs than earnings. Service sector employment accounts for 25.54% of the employment in the County but only 22.50% of the earnings. Sectors that provide a greater percentage of earnings than positions most likely are higher paying jobs. In 2000, Hall County had more than the state and national averages in these higher paying jobs, and fewer in the lower paying sectors. This trend is anticipated to continue in the future. Table 6 illustrates the comparison of employment and earnings by percentage for 2025.

Table 5: Employment and Earnings Percentages 2000

	Hall County		Georgia		United States	
	Employment	Earnings	Employment	Earnings	Employment	Earnings
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Farm	1.23%	1.42%	1.39%	0.98%	1.91%	0.79%
Agricultural Services, Other	1.06%	0.63%	1.13%	0.59%	1.26%	0.69%
Mining	0.22%	0.25%	0.20%	0.27%	0.48%	0.83%
Construction	6.63%	6.95%	6.10%	6.00%	5.68%	5.85%
Manufacturing	24.38%	28.82%	12.63%	14.86%	11.61%	15.93%
T.C.U.*	3.61%	4.65%	6.10%	9.89%	4.88%	6.75%
Wholesale Trade	5.56%	7.01%	5.69%	8.44%	4.58%	6.20%
Retail Trade	14.74%	9.60%	16.80%	8.99%	16.37%	8.87%
F.I.R.E. **	6.50%	6.30%	7.12%	7.57%	7.94%	9.18%
Services	25.54%	22.50%	28.63%	26.77%	31.75%	29.16%
Federal Civilian Government	0.58%	1.14%	1.90%	3.39%	1.68%	3.14%
Federal Military Government	0.59%	0.27%	1.93%	2.06%	1.25%	1.25%
State & Local Government	9.36%	10.46%	10.39%	10.18%	10.62%	11.35%

Source: Woods & Pool Economics, Inc.

* Transportation, Communications and Utilities.

** Finance, Insurance and Real Estate.

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Table 6: Employment and Earnings Percentages 2025

	Hall County		Georgia		United States	
	Employment	Earnings	Employment	Earnings	Employment	Earnings
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Farm	0.67%	0.99%	0.82%	0.79%	1.29%	0.70%
Agricultural Services, Other	0.82%	0.49%	1.16%	0.62%	1.24%	0.67%
Mining	0.18%	0.18%	0.15%	0.18%	0.44%	0.66%
Construction	5.42%	5.29%	5.52%	5.06%	5.40%	5.11%
Manufacturing	22.74%	28.29%	9.97%	12.53%	9.05%	12.69%
T.C.U.*	4.19%	5.43%	5.97%	9.63%	4.58%	6.17%
Wholesale Trade	5.55%	6.25%	5.66%	7.71%	4.52%	5.55%
Retail Trade	15.36%	8.93%	17.76%	8.71%	15.65%	7.70%
F.I.R.E. **	6.58%	7.09%	6.76%	7.82%	7.62%	9.69%
Services	28.21%	26.22%	33.35%	33.73%	37.21%	36.92%
Federal Civilian Government	0.45%	0.84%	1.35%	2.33%	1.31%	2.37%
Federal Military Government	0.45%	0.21%	1.42%	1.53%	0.97%	0.97%
State & Local Government	9.37%	9.79%	10.10%	9.37%	10.71%	10.79%

Source: Woods & Poole Economics, Inc.

2.1.2.2: Personal Income by Type

The following tables illustrate the historic and future projected personal income distributions for Hall County.

Table 7: Personal Income by Type Historic (Hall County)

	Personal Income by Type				
	1980	1985	1990	1995	2000
Total (1996 \$)	\$1,150,310,000	\$1,528,610,000	\$1,872,090,000	\$2,345,500,000	\$3,109,090,000
Wages & Salaries (1996 \$)	\$674,337,000	\$862,379,000	\$1,068,520,000	\$1,338,200,000	\$1,772,390,000
Other Labor Income (1996 \$)	\$78,477,000	\$107,046,000	\$141,879,000	\$179,144,000	\$189,106,000
Proprietors Income (1996 \$)	\$106,098,000	\$151,176,000	\$165,931,000	\$189,951,000	\$277,320,000
Dividends, Interest, & Rent (1996 \$)	\$162,500,000	\$264,610,000	\$363,607,000	\$402,950,000	\$574,998,000
Transfer Payments to Persons (1996 \$)	\$132,144,000	\$158,322,000	\$199,674,000	\$300,453,000	\$355,134,000
Less: Social Ins. Contributions (1996 \$)	\$39,947,000	\$59,939,000	\$81,232,000	\$105,781,000	\$135,913,000
Residence Adjustment (1996 \$)	\$36,701,000	\$45,019,000	\$13,711,000	\$40,584,000	\$76,059,000

	Personal Income by Type (%)				
	1980	1985	1990	1995	2000
Total (1996 \$)	100.00%	100.00%	100.00%	100.00%	100.00%
Wages & Salaries (1996 \$)	58.62%	56.42%	57.08%	57.05%	57.01%
Other Labor Income (1996 \$)	6.82%	7.00%	7.58%	7.64%	6.08%
Proprietors Income (1996 \$)	9.22%	9.89%	8.86%	8.10%	8.92%
Dividends, Interest, & Rent (1996 \$)	14.13%	17.31%	19.42%	17.18%	18.49%
Transfer Payments to Persons (1996 \$)	11.49%	10.36%	10.67%	12.81%	11.42%
Less: Social Ins. Contributions (1996 \$)	3.47%	3.92%	4.34%	4.51%	4.37%
Residence Adjustment (1996 \$)	3.19%	2.95%	0.73%	1.73%	2.45%

Source: Woods & Poole Economics, Inc.

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Table 8: Personal Income by Type Projected (Hall County)

Personal Income by Type					
	2005	2010	2015	2020	2025
Total (1996 \$)	\$3,536,600,000	\$3,971,170,000	\$4,420,650,000	\$4,886,250,000	\$5,368,920,000
Wages & Salaries (1996 \$)	\$2,024,180,000	\$2,272,530,000	\$2,523,220,000	\$2,776,020,000	\$3,030,240,000
Other Labor Income (1996 \$)	\$213,098,000	\$236,077,000	\$258,636,000	\$280,732,000	\$302,279,000
Proprietors Income (1996 \$)	\$312,347,000	\$347,256,000	\$381,776,000	\$415,694,000	\$448,836,000
Dividends, Interest, & Rent (1996 \$)	\$652,532,000	\$735,512,000	\$823,855,000	\$917,382,000	\$1,015,830,000
Transfer Payments to Persons (1996 \$)	\$410,963,000	\$474,852,000	\$547,877,000	\$631,508,000	\$727,451,000
Less: Social Ins. Contributions (1996 \$)	\$161,456,000	\$188,583,000	\$216,817,000	\$245,827,000	\$275,212,000
Residence Adjustment (1996 \$)	\$84,937,000	\$93,530,000	\$102,108,000	\$110,744,000	\$119,506,000

Personal Income by Type (%)					
	2005	2010	2015	2020	2025
Total (1996 \$)	100.00%	100.00%	100.00%	100.00%	100.00%
Wages & Salaries (1996 \$)	57.24%	57.23%	57.08%	56.81%	56.44%
Other Labor Income (1996 \$)	6.03%	5.94%	5.85%	5.75%	5.63%
Proprietors Income (1996 \$)	8.83%	8.74%	8.64%	8.51%	8.36%
Dividends, Interest, & Rent (1996 \$)	18.45%	18.52%	18.64%	18.77%	18.92%
Transfer Payments to Persons (1996 \$)	11.62%	11.96%	12.39%	12.92%	13.55%
Less: Social Ins. Contributions (1996 \$)	4.57%	4.75%	4.90%	5.03%	5.13%
Residence Adjustment (1996 \$)	2.40%	2.36%	2.31%	2.27%	2.23%

Source: Woods & Poole Economics, Inc.

Table 9: Personal Income by Type Comparison Over Time

	Hall County		Georgia		United States	
	2000	2025	2000	2025	2000	2025
Total (1996 \$)	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Wages & Salaries (1996 \$)	57.01%	56.44%	61.18%	60.92%	57.51%	58.11%
Other Labor Income (1996 \$)	6.08%	5.63%	6.84%	6.28%	6.37%	5.98%
Proprietors Income (1996 \$)	8.92%	8.36%	8.65%	8.19%	8.51%	8.17%
Dividends, Interest, & Rent (1996 \$)	18.49%	18.92%	16.80%	16.34%	18.92%	18.50%
Transfer Payments to Persons (1996 \$)	11.42%	13.55%	11.13%	12.25%	13.05%	14.48%
Less: Social Ins. Contributions (1996 \$)	4.37%	5.13%	4.49%	5.33%	4.37%	5.24%
Residence Adjustment (1996 \$)	2.45%	2.23%	-0.11%	1.35%	0.00%	0.00%

Source: Woods & Poole Economics, Inc.

2.1.2.3: Employment by Occupation

The following two tables describe the employment by occupation of Hall County as a whole and the City of Gainesville.

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Table 10: Hall County, GA: Employment by Occupation

	1990	2000
TOTAL All Occupations	49,052	66,587
Executive, Administrative and Managerial (not Farm)	4,802	7,565
Professional and Technical Specialty	5,059	9,945
Technicians & Related Support	1,548	NA
Sales	5,525	7,493
Clerical and Administrative Support	6,419	8,438
Private Household Services	168	NA
Protective Services	956	NA
Service Occupations (not Protective & Household)	4,532	7,130
Farming, Fishing and Forestry	1,305	596
Precision Production, Craft, and Repair	7,443	11,198
Machine Operators, Assemblers & Inspectors	5,927	8,507
Transportation & Material Moving	2,140	4,796
Handlers, Equipment Cleaners, helpers & Laborers	3,228	NA

Source: U.S. Bureau of the Census

Table 11: Gainesville city: Employment by Occupation

	1990	2000
TOTAL All Occupations	8,741	11,019
Executive, Administrative and Managerial (not Farm)	1,130	1,220
Professional and Technical Specialty	1,305	1,854
Technicians & Related Support	311	NA
Sales	1,171	1,258
Clerical and Administrative Support	1,009	968
Private Household Services	76	NA
Protective Services	122	NA
Service Occupations (not Protective & Household)	870	1,212
Farming, Fishing and Forestry	194	153
Precision Production, Craft, and Repair	989	2,211
Machine Operators, Assemblers & Inspectors	740	1,148
Transportation & Material Moving	212	817
Handlers, Equipment Cleaners, helpers & Laborers	612	NA

Source: U.S. Bureau of the Census

The following table compares the percentages of the working population in each occupation for Gainesville and Hall County to the same information for the state and nation. The information is presented for 1990 and 2000.

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Table 12: Employment by Occupation Percentages Comparison

	Gainesville	Hall County	Georgia	United States
TOTAL All Occupations	100.00%	100.00%	100.00%	100.00%
Executive, Administrative and Managerial (not Farm)	12.93%	9.79%	12.26%	12.32%
Professional and Technical Specialty	14.93%	10.31%	12.39%	14.11%
Technicians & Related Support	3.56%	3.16%	3.58%	3.68%
Sales	13.40%	11.26%	12.28%	11.79%
Clerical and Administrative Support	11.54%	13.09%	16.00%	16.26%
Private Household Services	0.87%	0.34%	0.51%	0.45%
Protective Services	1.40%	1.95%	1.70%	1.72%
Service Occupations (not Protective & Household)	9.95%	9.24%	9.77%	11.04%
Farming, Fishing and Forestry	2.22%	2.66%	2.20%	2.46%
Precision Production, Craft, and Repair	11.31%	15.17%	11.86%	11.33%
Machine Operators, Assemblers & Inspectors	8.47%	12.08%	8.50%	6.83%
Transportation & Material Moving	2.43%	4.36%	4.60%	4.08%
Handlers, Equipment Cleaners, helpers & Laborers	7.00%	6.58%	4.34%	3.94%

	2000			
	Gainesville	Hall County	Georgia	United States
TOTAL All Occupations	100.00%	100.00%	100.00%	100.00%
Executive, Administrative and Managerial (not Farm)	11.07%	11.36%	14.03%	13.45%
Professional and Technical Specialty	16.83%	14.94%	18.68%	20.20%
Technicians & Related Support	NA	NA	NA	NA
Sales	11.42%	11.25%	11.64%	11.25%
Clerical and Administrative Support	8.78%	12.67%	15.14%	15.44%
Private Household Services	NA	NA	NA	NA
Protective Services	NA	NA	NA	NA
Service Occupations (not Protective & Household)	11.00%	10.71%	11.57%	12.01%
Farming, Fishing and Forestry	1.39%	0.90%	0.64%	0.73%
Precision Production, Craft, and Repair	20.07%	16.82%	9.02%	8.49%
Machine Operators, Assemblers & Inspectors	10.42%	12.78%	10.83%	9.45%
Transportation & Material Moving	7.41%	7.20%	6.63%	6.14%
Handlers, Equipment Cleaners, helpers & Laborers	NA	NA	NA	NA

Source: U.S. Bureau of the Census.

The historic average weekly wages by sector for Hall County employees is listed below.

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Table 13: Hall County: Average Weekly Wages

	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
All Industries	\$355	\$378	\$391	\$409	\$417	\$420	\$435	\$454	\$474	\$497	\$536
Agri, Forestry, Fishing	NA	\$332	\$348	\$373	\$377	\$376	\$399	\$416	\$430	\$475	\$472
Mining	NA	NA	NA	\$521	\$587	NA	NA	NA	\$729	\$712	\$647
Construction	NA	\$379	\$392	NA	\$405	NA	NA	NA	NA	NA	NA
Manufacturing	NA	\$410	\$419	\$445	\$471	\$489	\$501	\$518	\$557	\$572	\$596
T.C.U.	NA	\$508	\$534	\$555	\$532	\$538	\$541	\$556	\$570	\$598	\$624
Wholesale	NA	\$454	\$493	\$517	\$522	\$548	\$572	\$603	\$605	\$631	\$654
Retail	NA	\$230	\$236	\$245	\$254	\$255	\$274	\$283	\$294	\$319	\$348
FIRE	NA	\$432	\$462	\$501	\$526	\$556	\$605	\$651	\$656	\$705	\$701
Services	NA	\$370	\$383	\$402	\$393	\$374	\$385	\$404	\$414	\$421	\$503
Federal Gov	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
State Gov	NA	NA	NA	NA	NA	NA	\$436	\$517	\$548	NA	\$567
Local Gov	NA	NA	NA	NA	NA	NA	\$455	\$471	NA	\$507	\$513

Source: U.S. Bureau of Labor Statistics FIRE-Finance, Insurance, Real Estate

The following table illustrates the projected population increases in the planning horizon. The County population is expected to more than double with an expected parallel increase in the employment base.

Table 14: Demand-Based Population Projections

Gainesville Population								
1980	1985	1990	1995	2000	2001	2002	2003	2004
15,280	16,583	17,885	20,343	25,578	26,630	28,090	29,662	31,346
2005	2006	2007	2008	2009	2010	2015	2020	2025
33,143	35,052	37,073	39,207	41,453	43,811	57,109	69,561	79,616
Hall County Total Population								
1980	1985	1990	1995	2000	2001	2002	2003	2004
76,101	84,176	95,984	114,815	140,469	142,286	144,142	162,372	171,389
2005	2006	2007	2008	2009	2010	2015	2020	2025
180,970	191,115	201,824	213,096	224,934	237,332	307,089	376,329	437,609

Source: Historic Data: US. Census: Current and Projected: Ross + Associates Demand Analysis, 2003.

As the foundation of much of the plan, consultants performed a *Development Trends and Demand Analysis* for the City and County. The results of this study were used to calibrate the possible development trends and potential population growth within the community. Population and employment forecasts form the backbone of a *Development Trends and Demand Analysis*. By its very nature, a *Development Trends and Demand Analysis* anticipates future growth, and translates that growth in to an estimate of the amount of development that would most likely be

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generated to accommodate it. In the *Population* section of the Comprehensive Plan, the approach and results of the population and employment forecasts are presented.

2.1.3.0: LABOR FORCE

Gainesville and Hall County operate as a regional employment center for northeast Georgia, drawing its labor force from a ten county region consisting of over 580,000 people. In early 2002, the unemployment rate was 3 percent, one of the lowest in the state. The manufacturing, healthcare, agribusiness industry and service sector provide a balanced employment environment for residents in Hall County and the northeast Georgia region. The following tables list the top ten firms by number of employees in Gainesville/Hall County in non-manufacturing, manufacturing, and international businesses.

Top Ten Non-Manufacturing Employers (by number of employees)

Northeast Georgia Medical Center	4000
Hall County Board of Education	2585
Hall County Government	1200
City of Gainesville Government	611
Georgia Department of Transportation	560
City of Gainesville Board of Education	510
Liberty Mutual Insurance	503
Wal-Mart Super Center	450
Lake Lanier Islands	300

Top Ten Manufacturing & Processing Firms (by number of employees)

Fieldale Farms Corporation/Murrayville	1500
ConAgra Poultry Company	1375
Mar-Jac, Inc.	1259
Kubota Manufacturing of America	1200
King's Delight, Ltd.	950
Fieldale Farms/Gainesville	750
Peachtree Doors and Windows	750
Wrigley Manufacturing Company, LLC	720
Koch Foods	600
Siemens Automotive	550
Beaulieu of America	400

Top Ten International Firms (number of employees)

Kubota Manufacturing of America (Japan)	1200
Siemens Automotive (Germany)	550
Beaulieu of America (Belgium)	400
ZUA Autoparts, Inc. (Germany and Japan)	350
Indalex of America, Inc. (United Kingdom)	300
SKF USA, Inc. (Sweden)	280
Merial Select, Inc. (France)	260
ZF Industries, Inc. (Germany)	225
Hayes-Lemmerz Intn'l, Inc. (Germany and US)	215
Stock Gamco, Inc. (Netherlands)	160

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Industry Mix, 2001	Percent
Services	29.2
Manufacturing	29.2
Government	12.8
Retail Trade	10.8
Construction	5.1
Wholesale Trade	4.7
Finance, Insurance and Real Estate	4.3
Transportation and Warehousing	2.5
Agriculture, Forestry and Fishing	1.1
Utilities	0.2
Mining	0.1

The international firm with the most employees in Gainesville and Hall County is Kubota Manufacturing. The company is indicative of the burgeoning industrial development in the City of Gainesville and Hall County. In 1989 the company started with 36 employees in Gainesville. The company has grown to 1,200 employees and has more than 600,000 square feet of manufacturing space in two buildings, located on a 150-acre site in Industrial Park North. Kubota's Gainesville facility generates more than \$250 million in sales, and has been key to attracting four other companies to the area, which together have created an additional 100 jobs.

Additional, labor statistics by year from the Georgia Department of Labor are listed below.

Table 15: Hall County: Labor Statistics

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Labor Force	52,773	52,720	55,133	58,734	62,551	63,149	64,562	67,600	70,127	71,482	74,460
Employed	49,822	50,183	51,798	56,110	60,215	60,880	62,469	65,575	68,077	69,634	72,727
Unemployed	2,951	2,537	3,335	2,624	2,336	2,269	2,093	2,025	2,050	1,848	1,733
Unemployment Rate	5.6%	4.8%	6.0%	4.5%	3.7%	3.6%	3.2%	3.0%	2.9%	2.6%	2.3%

Source: Georgia Department of Labor

The labor force participation of both the City of Gainesville and Hall County for 1990 and 2000 respectively are listed below.

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Table 16: Labor Force Participation

	City of Gainesville		Hall County	
	1990	2000	1990	2000
TOTAL Males and Females	14,136	19,840	73,547	105,772
In Labor Force	9,219	11,643	51,340	69,294
Civilian Labor Force	9,206	11,618	51,251	69,237
Civilian Employed	8,741	11,019	49,052	66,587
Civilian Unemployed	465	599	2,199	2,650
In Armed Forces	13	25	89	57
Not in Labor Force	4,917	8,197	22,207	36,478
TOTAL Males	6,361	9,845	35,772	53,527
Male In Labor Force	4,862	6,707	28,473	39,534
Male Civilian Labor Force	4,849	6,682	28,400	39,477
Male Civilian Employed	4,618	6,346	27,209	38,133
Male Civilian Unemployed	231	336	1,191	1,344
Male In Armed Forces	13	25	73	57
Male Not in Labor Force	1,499	3,138	7,299	13,993
TOTAL Females	7,775	9,995	37,775	52,245
Female In Labor Force	4,357	4,936	22,867	29,760
Female Civilian Labor Force	4,357	4,936	22,851	29,760
Female Civilian Employed	4,123	4,673	21,843	28,454
Female Civilian Unemployed	234	263	1,008	1,306
Female In Armed Forces	0	0	16	0
Female Not in Labor Force	3,418	5,059	14,908	22,485

Source: U.S. Bureau of the Census

The following table compares the labor force and unemployment with the surrounding counties. Hall County has one of the lower unemployment rates in the entire region. This is in part due to the established manufacturing and agricultural industries. The local opportunities for education and technical training are also instrumental in supporting the diverse workforce.

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Table 17: Regional Labor Force Comparison

	Labor Force	Employed	Unemployed	Rate %
Hall	75,161	72,949	2,212	2.9
Banks	6,353	6,112	241	3.8
Barrow	22,077	21,091	986	4.5
Dawson	9,578	9,333	245	2.6
Forsyth	56,315	55,035	1,280	2.3
Gwinnett	349,473	339,138	10,335	3.0
Habersham	15,648	14,945	703	4.5
Jackson	22,488	21,602	886	3.9
Lumpkin	10,748	10,500	248	2.3
White	9,136	8,834	302	3.3
Hall Area	576,977	559,539	17,438	3.3
Georgia	4,131,569	3,966,348	165,221	4.0
U.S.	141,815,000	135,073,000	6,742,000	4.8

Source: Georgia Department of Labor, 2001 Annual Averages

The following table compares the number of Hall County employees who worked in the County in 1990 and 2000. The second table compares Hall County's resident employment with the remainder of the region. Hall County has the highest percentage of residents working within the County of any County listed.

Table 9: Hall County, GA: Labor Force by Place of Work

	1990	2000
Worked in County of Residence	37,607	46,680
Worked outside county of Residence	10,295	18,319

Source: U.S. Bureau of the Census

Table 18: Place of Work Comparison

County of Residence	Total Working Population 16+ years	Total Working in County of Residence	Percent Working in County of Residence	Total Working out of County of Residence	Percent Working out of County of Residence
Hall	65,402	46,680	71.4	18,722	28.6
Banks	6,928	1,721	24.8	5,207	75.2
Barrow	22,616	7,751	34.3	14,865	65.7
Dawson	8,082	2,786	34.5	5,296	65.5
Forsyth	51,224	21,039	41.1	30,185	58.9
Gwinnett	309,797	169,000	54.6	140,797	45.4
Habersham	16,482	11,308	68.6	5,174	31.4
Jackson	19,132	7,960	41.6	11,172	58.4
Lumpkin	10,118	5,191	51.3	4,927	48.7
White	9,463	4,951	52.3	4,512	47.7

Source: US Census Bureau – 2000 Decennial Census

2.1.4.0. LOCAL ECONOMIC DEVELOPMENT RESOURCES

2.1.4.1: Greater Hall Chamber of Commerce

The Greater Hall Chamber of Commerce works to promote the City and County for economic development. The Greater Hall Chamber's Economic Development division supports the continued development of industrial parks by public private partnerships, including government entities and private companies. The city of Gainesville, with its six industrial parks, and the city of Oakwood, with its first industrial park, has proven track records, which serve as a model for others. Having first class industrial parks with speculative buildings is critical to attracting new industry.

The Greater Hall Chamber of Commerce maintains information on available sites and buildings throughout the area. There are over 2,000 acres of sites available as well as 16 industrial and business parks in Hall County and the municipalities including the Oakwood South Industrial Park (248 acres), Gainesville Industrial Park South (171 acres), Industrial Park West (225 acres), Industrial Park North (216 acres), Airport Industrial Park (16 acres), Atlas Circle Business Park (62 acres), Centennial Park (7 acres) and Tanners Creek Industrial Park.

The Chamber supports the State of Georgia and its efforts to increase economic development through the Georgia Department of Industry, Trade and Tourism; Yamacraw; Georgia QuickStart; the Georgia Department of Labor; Intellectual Capital Partnership Program; and Georgia Research Alliance. In addition, the Greater Hall Chamber of Commerce offers programs throughout the year that assist businesses in identifying resource maximization and methods of reducing costs.

2.1.4.2: Gainesville-Hall County Convention and Visitors Bureau

The Gainesville/Hall County Convention and Visitors Bureau (CVB) was founded in 1992 and has as its mission to generate, maintain and expand business and leisure tourism through promotion and marketing of the Hall County area. It primarily functions to provide destination marketing and sales for the Gainesville/Hall County area. The tourism industry generates \$180 million dollars per year in Hall County. Local tax revenue generated by tourism in Gainesville and Hall County amounts to \$5,180,962. In addition, there are 140 business equivalents supported by tourism in Gainesville and Hall County.

Gainesville/Hall County CVB works with a number of organizations including: Gainesville-Hall Chamber of Commerce, Arts Council, Canoe and Kayak, Rowing, Quinlen, Georgia Mountains Museum, Main Street Gainesville, Gainesville Parks and Recreation, Hall County Parks and Leisure Services, Gainesville Symphony, Georgia Winegrass Association, Elachee Nature Center, Georgia Hospitality and Travel Association, Southeast Tourism Society, Georgia Association of Meeting Planners, Georgia Society of Association Executives, Society of Governmental Meeting Planners.

The Gainesville/Hall County Convention and Visitors Bureau has set forth goals in its Business Plan to fulfill its mission. These goals include:

1. CVB will sell and service the corporate/government/education/association markets.
2. CVB will sell and service the sports/military/reunion/fraternity market
3. The CVB will raise the visibility of Hall County as a tourism destination through marketing efforts targeting the major attractions and events.
4. CVB will educate the community about CVB activities, thereby obtaining new members
5. CVB will develop group tour and wedding markets.
6. CVB will develop and research potential tourism products.
7. CVB will work with legislative issues that involve the tourism industry.

2.1.4.3: Education and Training Opportunities

A component of an economically prosperous County is the recognition of the importance of training the local workforce. Brenau University, Gainesville College and Lanier Technical College, our three local institutions of higher learning, as well as other colleges offering classes in Hall County, support a growing and diverse employment base. These schools are a critical part of the local economy and institutions like the Chamber support increased state funding to allow for their growth. The following tables describe general education statistics for the City of Gainesville and Hall County.

Table 19: Education Statistics

Gainesville City: Education Statistics

	1995	1996	1997	1998	1999	2000	2001
H.S. Graduation Test Scores (All Components)	92%	83%	69%	74%	65%	66%	63%
H.S. Dropout Rate	8.60%	8.40%	6.90%	7.40%	8%	6.70%	5.90%
Grads Attending Georgia Public Colleges	28.40%	43.90%	44.70%	47.10%	48.30%	NA	NA
Grads Attending Georgia Public Technical Schools	3.70%	8.30%	0.60%	2.30%	1.70%	7.70%	NA

Hall County: Education Statistics

Category	1995	1996	1997	1998	1999	2000	2001
H.S. Graduation Test Scores (All Components)	89%	82%	72%	74%	72%	68%	64%
H.S. Dropout Rate	10.80%	11.80%	7.20%	4.60%	4.80%	5.50%	5.40%
Grads Attending Georgia Public Colleges	30.90%	41.00%	39.70%	37.40%	38.60%	NA	NA
Grads Attending Georgia Public Technical Schools	7.10%	9.90%	7.80%	5.20%	7.60%	8.90%	NA

Source: Georgia Department of Education

Gainesville College (a branch of the University System of Georgia) is a community-oriented two-year school offering associate degrees, as well as, career degrees in cooperation with Lanier Technical College. Gainesville College opened in 1964 and has over 3,500 students. The campus is located in Oakwood and draws students from Hall County and the surrounding northeast Georgia region. Gainesville College offers over 30 fields of study leading to the Associate of Arts, Associate of Science, and Applied Science degrees. Over 85 percent of Gainesville College alumni live and work in northeast Georgia.

Brenau University has been a part of Hall County's educational community since 1878. The main campus is located in the heart of Gainesville on 57 acres. The university offers majors in over 30 fields are available to both residential and commuting students through the Women's college. There are also evening and weekend programs, offering master's programs in business, education and healthcare. The university currently enrolls more than 2,500 students.

Lanier Technical College offers 27 programs of study in addition to tech prep and school-to-work programs to facilitate the transition from high school to post-secondary education to joining the work force. Georgia's Quick Start Program, a national job training program implemented locally by Lanier Tech, trains employees in the skills of positive interaction with customers, the operation of complex computer systems and intercommunication, as well as supporting new and expanding industries with plant startups and expansion plans. Training in industries including Information Technology, Manufacturing, and Warehouse Distribution. The campus is located just south of Gainesville on a 27-acre site. The school currently has over 2,000 students.

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The Economic Development Institute at Georgia Tech has a regional office in Gainesville and supports new and existing industries in total quality management, ISO 9000, productivity improvement and computer application, among other areas. The University of Georgia's Small Business Outreach Services, located in Gainesville, assists prospective business owners in the areas of forecasting business results, market analysis and obtaining the information necessary to start up a new business.

The Greater Hall Chamber of Commerce utilizes the QuEST (Quality Education Strategy Team) Youth Apprenticeship Program students participate in structured school and work-based learning, leading to a diploma, post-secondary credentials and a certificate of occupational skills. More than 200 high school students have been placed in apprenticeship positions in local industries since the program began in 1995.

The Chamber also provides "Career Speakers" from the business community who speak in schools to assist students in exploring career opportunities. The Chamber also coordinates the "Partners in Education Program". This serves the Gainesville City School System and the Hall County School System. It directly impacts the development of a qualified workforce in Gainesville Hall County by 1) Increasing career awareness, 2) Increasing students' awareness of the free enterprise system, 3) Providing firsthand experience with models of success, and 4) Providing on-the-job opportunities.

2.2.0.0: ASSESSMENT OF CURRENT AND FUTURE NEEDS

2.2.1.0: INFRASTRUCTURE

Infrastructure provision plays a critical role in attracting economic development activities in the County. The City of Gainesville contains much of the commercial and industrial activity due to its ability to provide sewer service. The Cities of Flowery Branch, Buford, Braselton, and Oakwood also contain commercial development due to their provision of sewer service.

The County is currently implementing a plan to construct sewer service along the SR 365 corridor north of Gainesville. The project is a joint venture between the City of Gainesville and the County. The cost of the project is approximately \$15 million dollars primarily to provide sewer to attract commercial, industrial, and business to Hall County. The proposal involves Hall County constructing trunk lines along the SR 365 corridor. The lines are dedicated for Commercial and Industrial (C & I) use (85%) with minimal residential tap-on allocations (15%). The City of Gainesville will provide operation, capacity and administration of the corridor.

This project is reflected in the proposed land use designations along the SR 365 corridor. The proposed land use designations along the roadway are industrial and a newly proposed "Mixed-Use" category. The Mixed-Use category includes areas containing or planned for a mixture of light industrial and office-based employment, retail activities, institutional uses and residential development. The categories are:

Office/Business Parks – Anticipated to make up approximately 65 percent of this land area providing high quality employment areas such as offices, employment based institutions, "flex" office/warehouses, and research and development facilities, with limited light assembly and warehousing.

Limited Retail – Anticipated making up approximately 25 percent of this land area providing support retail for business parks, neighborhood office and service uses, and specialty retail for surrounding land uses.

Residential – Approximately 10 percent of this land area is anticipated to provide supporting residential development in single family, townhouse, or multi-family developments of up to 12 units per acre. Such residential development should be in response to commercial and industrial development, and restricted to the Gainesville sewer service districts.

The County has also entered into an agreement with the City of Flowery Branch to provide commercial sewer capacity in south Hall County. The agreement has been reached to provide Hall County with the opportunity to bring commercial, industrial, business and employment opportunities to Hall County. Hall County will build and maintain sewer lines in five major corridors: I-985 south of Gainesville, Atlanta Highway, Spout Springs Road, Hog Mountain Road (south to Friendship Road and north to Atlanta Highway), and McEver Road. The city of Flowery Branch will provide waste treatment.

2.2.2.0: COMMERCIAL INFLUENCES

The most significant regional commercial center outside of the County is the Mall of Georgia located in Gwinnett County just south of the Hall County line, which consists of 1,786,000 square feet of commercial development. More than 15 million shoppers visit the Mall of Georgia each year, and the mall attracts a significant amount of dollars from Hall County residents.

2.2.3.0: NORTHEAST GEORGIA MEDICAL CENTER

The Northeast Georgia Medical Center has developed a master facility plan, which will guide the organization's development for the next 20 to 25 years. Enhancements to the Main Campus include the repositioning of the main entrance from Spring Street to South Enota Drive/Downey Boulevard for the construction of a new patient bed tower. The tower is planned to be five stories with the capability of adding an additional three stories in the future. Plans also include a loop road around the hospital to provide improved parking and access to the hospital.

In order to serve a rapidly growing population in south Hall, the Medical Center purchased 52 acres on the corner of Friendship Road and Highway 13. The Medical Center plans to develop a freestanding outpatient center by 2005 that will provide the following services: comprehensive imaging; urgent care; cardiac non-invasive diagnostics; outpatient physical, speech and occupational therapy; and laboratory and routine testing. An inpatient community hospital is scheduled to be built by 2010.

The projected cost of the 10-year master plan exceeds \$400 million. With expansion comes a need to assess staffing needs. The Northeast Georgia Health System (NGHS) has recently commissioned a physician manpower study for the Health System's 15-county service area in Northeast Georgia to anticipate physician need through 2005. Recruitment and retention of healthcare personnel has become a focus for the entire organization. NGHS also works with high schools and area colleges and technical schools to educate their students. The Hall County population is expected to increase at a steady rate of over the 20-year planning horizon. The master plan developed by NGHS is in large part due to the expected population increase especially in south Hall County.

2.2.4.0: GAINESVILLE MIDTOWN PLAN

The Midtown area is comprised of approximately 300 acres bounded by Jesse Jewell Parkway, Queen City Parkway, E.E. Butler Parkway and the Norfolk-Southern rail line. Midtown was once a vibrant part of Gainesville, centered around the railroad and its associated businesses. Today, Midtown is characterized by blighted housing, incompatible land uses, unscreened outdoor storage for businesses, traffic, crime and a lack of green space. Despite these drawbacks, the community believes that Midtown has the potential for significant change.

Citizens envision a thriving mixed-use area with tree-lined streets, trails and parks that would attract residents and visitors to the area. Possible opportunities include renovating the railroad depot, establishing an entertainment district, converting the CSX rail lines into a greenway, installing streetscaping along key streets, providing mixed-income housing and protecting some of the area's valuable historic resources.

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It is important to note that the City's method of redeveloping Midtown is to make strategic public investments in order to attract private redevelopment of property. The City does not plan to get in the business of redeveloping property.

The first public investment the City plans to make in Midtown is converting the CSX rail line into a greenway and building a park in the area. The creation of a greenway would not only have a positive impact on Midtown, but would benefit the entire City. A greenway in Midtown would greatly improve the aesthetic character of the area and would provide an alternative mode of transportation, recreational opportunities and pedestrian connections to the downtown square, the Elachee trail system and the Rock Creek greenway.

2.2.5.0: INFILL AND REDEVELOPMENT

As the City of Gainesville continues to mature there will be additional redevelopment opportunities in some of the City's commercial areas. Infill development within the city will be designed to be compatible with existing uses with respect to use, scale, and size. The City will utilize guidelines to govern the redevelopment of infill property to protect neighborhoods and maintain the existing character of the community.

Gainesville/Hall County continues to seek economic diversity and opportunity through cooperation with the cities and economic agencies. Hall County is positioned to accommodate the business industry while maintaining its character through thoughtful, well-planned development. The County's proximity to Atlanta and the appeal of Lake Lanier and the north Georgia mountains will continue to draw the attention of the business and development community. Developing a better-balanced tax base and providing varied employment opportunities are paramount to strengthening the economic structure of the County.

2.2.6.0: EFFICIENT PROVISION OF INFRASTRUCTURE

The proposed future land use designation is designed to consider the feasibility of infrastructure provision. Both residential and commercial development is directed to areas that can be efficiently served by existing or planned infrastructure. The enhanced office, commercial, and industrial designated areas are strategically located along major road corridors. The land use pattern seeks to support economic development while providing ample market flexibility.

2.2.7.0: EXISTING AND FUTURE DEVELOPMENT

Gainesville/Hall County's economic development strategy entails sustaining existing development and working collaboratively to establish new business opportunity. Gainesville/Hall County can develop standards that will attract businesses, which are sensitive to the community character, natural environment, and complement the existing business community. These tenets are embodied in the following Economic Development goals and objectives.

2.3.0.0: ECONOMIC DEVELOPMENT GOALS & IMPLEMENTATION

2.3.1.0: GOALS & OBJECTIVES

Goal 1: Balanced Economy

Gainesville and Hall County will have a growing and balanced economy, which equitably benefits all segments of the population, consistent with prudent management of the County's resources.

Objective 1: Gainesville and Hall County will promote the creation of new employment opportunities, both as a way to strengthen the economic base of the community, and to reduce the loss of revenues and the transportation impacts of regional commuting.

Objective 2: Gainesville and Hall County will promote the retention and expansion of existing businesses.

Objective 3: Businesses that generate higher paying jobs with above average wages, will be targeted through economic development efforts.

Objective 4: Gainesville and Hall County will work to put in place the prerequisites for quality economic development, including infrastructure, quality development standards, education and training, and a range of housing types needed to support desired economic growth.

Objective 5: Gainesville and Hall County will promote quality retail uses that encourage the capture of sales tax revenue in Gainesville and Hall County by planning for appropriate locations and adequate land for retail uses.

Objective 6: Gainesville and Hall County will promote tourism as a viable component of the local economy.

Goal 2: Balance of Housing and Jobs

Gainesville and Hall County will have a fiscally healthy balance of employment and housing.

Objective 1: The relative rates of growth of residential and nonresidential uses will be brought into better balance in order that public service costs of growth and the revenues associated with new development can be more efficiently shared.

Objective 2: The relationship of tax revenues from residential and nonresidential uses will be improved through increased commercial, industrial, and business development so that the nonresidential uses are the dominant tax generator.

2.3.2.0: DEVELOPMENT POLICIES

This section sets forth the economic development policies that have been developed during the comprehensive planning process with significant citizen input. These policies are directly related to the goals and objectives set forth above and are an initial, important implementation step, providing greater detail to guide decision-makers.

2.3.2.1: Balanced Economy

Policy 1: The city and county will work together and with other agencies to attract new job-generating businesses with above-average wages. Such efforts will include initiatives such as marketing, infrastructure investment, and making adequate land available for commercial and industrial development.

Policy 2: The city and county will remove unnecessary regulatory and other impediments to the retention and expansion of existing businesses while ensuring that infill and redevelopment are compatible with surrounding neighborhoods.

Policy 3: Both jurisdictions will revise their land development regulations and zoning maps to provide appropriate locations for a range of retail uses (e.g., neighborhood, regional). Quality standards should be put in place to ensure that retail uses enhance the character of the county and protect residential areas.

Policy 4: The city and county will protect natural and cultural resources that provide an essential foundation for tourism and work with the Convention and Visitors Bureau to identify and provide needed infrastructure to support tourism.

2.3.2.2: Balance of Housing and Jobs

Policy 1: The city and county will target capital investments in infrastructure for uses and locations that will provide a better fiscal balance for both jurisdictions.

Policy 2: Both jurisdictions will make adequate land available in appropriate locations for commercial, industrial, and other business developments that are significant local tax generators.

Policy 3: The county and city will revise their development codes to ensure that zone districts are available that accommodate modern commercial and industrial uses in a quality environment.

Policy 4: The county and city will continue their tradition of making available a wide range of housing to accommodate workers in local businesses.

Policy 5: The county will reduce overall residential densities throughout its jurisdiction to ensure a better balance between residential and nonresidential uses.

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2.3.3.0: PROGRAMS

Hall County and the City of Gainesville are committed to undertaking a variety of programs to implement the economic development goals and objectives discussed above. These programs break down into four major categories as noted below. The city and county will cooperate closely with two other agencies that have a major role in economic development, the Greater Hall Chamber of Commerce and the Convention and Visitors Bureau.

1. Regulatory/Growth Management: The city and county have begun to revise their development codes (zoning, subdivision, etc.) to conform to the comprehensive plan. Specifically, for example, the county is creating new commercial and industrial zone districts to accommodate modern businesses uses. Design and development standards are also being drafted to ensure that new development is of high quality and environmentally sensitive. The county will also study changes so that its zoning map better conforms to the future land use map in terms of location of new commercial and industrial development. The city, for example, will revisit their current zoning classifications and lot sizes, and make revisions based on the future land use map and citizen comments to lower densities in established neighborhoods. The time frame for this effort will be 2-4 years.
2. Fiscal/Financial. Both jurisdictions will examine a range of tools to deal with the fiscal impacts of development, including impact fees (which the county already has in place for some facilities/services) and fiscal impact assessment requirements. These tools will help to ensure that new development pays its fair share of the costs of public services and infrastructure necessitated by new growth. The time horizon for this effort is 2-3 years.
3. Capital investment. The city and the county have already initiated a program to provide water and sewer services to areas targeted for business development in the plan. This is a multi-million dollar effort that will help promote appropriate business development and bring a better balance to the property tax base in the county and city. Additionally, the county and city will refrain from making capital investments in rural areas that are not slated for urban/suburban intensity growth. It is estimated that the initial water/sewer construction projects will take 2-4 years. The city and county will also continue to maintain and upgrade facilities utilized by tourists such as the Clarks Bridge Rowing Venue. These programs will have a long-term time frame of at least 5 years.
4. Interagency Cooperation. The city and county will continue to cooperate with and lend financial support to the Greater Hall Chamber of Commerce in its efforts to improve regional marketing. Also, both jurisdictions will work with and support the Convention and Visitors Bureau to promote tourism in the county and to identify and provide needed infrastructure to support tourism. Additionally, they will work with educational institutions in the county to provide support for local businesses through training and other initiatives. These programs are currently underway and will continue throughout the planning period.

While many of these programs will be implemented over an extended period, there are short-term actions that can be taken to ensure that the efforts are begun and demonstrate progress. A short-term work program is set forth in the final section of this element.

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2.3.4.0: IMPLEMENTATION SYSTEMS AND TOOLS

This section sets forth specific systems and tools that will be created or amended during the planning period to achieve the goals and objectives set forth above. They are divided into four broad categories: (1) administrative systems (e.g., site plan review); (2) land development regulations; (3) fiscal and financing tools; and (4) other growth management tools (e.g., urban growth boundaries, concurrency requirements). The tools are keyed to the two broad overarching plan goals for economic development.

2.3.4.1: Balanced Economy/Balance of Housing and Jobs

THE CITY OF GAINESVILLE WILL:

1. Through zoning code and map revisions, increase development densities in selected locations where adequate public facilities are available or planned.
2. Undertake local historic preservation plan that will identify important cultural resources and steps to protect them. Such resources are important tourism assets.
3. Extend public infrastructure and services only into those areas designated for urban/suburban level growth in the comprehensive plan.
4. Examine and eliminate potential unnecessary regulatory impediments in its development and other codes to commercial/industrial infill and redevelopment projects.
5. Explore fiscal impact tools such as impact fees and fiscal assessment requirements.
6. Finish the city's parks master plan to enhance the city's attractiveness for both residents and visitors.
7. Continue to provide financial support for the Greater Hall Chamber of Commerce to maintain and enhance its regional marketing efforts as well as its site selection database for potential businesses.
8. Work with the Convention and Visitors Bureau to continue to promote tourism and visitation, especially to identify and provide needed infrastructure to support tourism.
9. Continue to explore opportunities for cooperation between the business community and educational institutions to realize a closer tie between education and job training.
10. In cooperation with the county, undertake a detailed housing study to identify the best mix and balance of housing relative to economic development objectives.

HALL COUNTY WILL:

1. Revise its Unified Development Code (UDC) to create new commercial and industrial zone districts that will accommodate and attract new business uses. Additionally, standards are being proposed (landscaping, signage, etc.) to ensure that new business development is of high quality and is compatible with surrounding residential areas. Also, the new UDC will include updated resource protection regulations (e.g., tree protection and conservation subdivisions) that will help maintain and protect the character of the county as an important tourism asset. This project is currently underway and scheduled to be completed in 2004.

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2. Undertake changes to the zoning map to ensure it conforms to the future land use map in terms of preferred locations for commercial and industrial development and to reduce land available for urban/suburban density residential development, particularly rural areas.
3. Adopt fiscal impact assessment regulations in the UDC to ensure the county has adequate information about the true costs and benefits of new development.
4. Continue working on parks master plan to enhance quality of life in county and provide additional attractions for tourists as well as residents.
5. Working closely with the City of Gainesville, extend water, sewer, and other public infrastructure to areas designated in the plan for business development (e.g., the Highway 365 Corridor).
6. Continue to provide financial support for the Greater Hall Chamber of Commerce to maintain and enhance its regional marketing efforts as well as its site selection database for potential businesses.
7. Work with the Convention and Visitors Bureau to continue to promote tourism and visitation, especially to identify and provide needed infrastructure to support tourism.
8. Continue to explore opportunities for cooperation between the business community and educational institutions to realize a closer tie between education and job training.
9. In cooperation with the City, undertake a detailed housing study to identify the best mix and balance of housing relative to economic development objectives.
10. Assist with an economic development study for the Highway 365 Corridor in cooperation with the Georgia Tech.

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2.3.5.0: SHORT-TERM WORK PROGRAM

Table 120: Major Gainesville Implementation Actions

Major Actions	Time Frame	Estimated Cost	Responsible Party	Comments
1. Draft county/city preservation plan with implementation tools and seek CLG status	2005	\$50,000	City staff with county assistance	
2. Undertake targeted revisions to city zoning ordinance to implement comprehensive plan; revise standards to encourage infill and reduce unnecessary processing delays	2004-5	\$35,000	City staff + consultant	
3. Implement Midtown and Downtown Plans. Step up code enforcement in Midtown	2004-5	????	City staff	
4. Finish city parks plan. Continue work on county parks plan.	2004-5	NA	City and county staffs	
5. Extend water/sewer to targeted development locations	2004-5	\$15 million	County and city	Seek financial assistance from Georgia. Environmental Facilities Authority
6. Improve regional marketing	2004+	??	Greater Hall Chamber with assistance from city and county	
7. Work with Convention and Visitors Bureau re tourism infrastructure support	2004-5	NA	Convention and Visitors Bureau with county and city staffs	
8. Cooperate with business/ educational community to create closer education/job training ties	2004-6	NA	Greater Hall Chamber, local colleges, city/county staffs	
9. Initiate housing study tied to economic development objectives	2005	NA	Gainesville Nonprofit Development Foundation, city/ county staffs	

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Table 21: Major Hall County Implementation Actions

Major Actions	Time Frame	Estimated Cost	Responsible Party	Comments
1. Comprehensively revise county UDC— business zone districts, quality standards.	2003-4	\$150,000	County staff + consultants	80% completed as of 1/1/04
2. Study revisions to county zoning maps to bring into accord with comprehensive plan regarding location of business development	2004-5	NA	County staff	
3. Draft county/city preservation plan with implementation tools and seek CLG status	2005	\$50,000	City staff with county assistance	
4. Finish city parks plan. Continue work on county parks plan.	2004-5	NA	City and county staffs	
5. Extend water/sewer to targeted development locations	2004-5	\$15 million	County and city	Seek financial assistance from Georgia. Environmental Facilities Authority
6. Improve regional marketing	2004+	??	Greater Hall Chamber with assistance from city and county	
7. Work with Convention and Visitors Bureau re tourism infrastructure support	2004-5	NA	Convention and Visitors Bureau with county and city staffs	
8. Cooperate with business/ educational community to create closer education/job training ties	2004-6	NA	Greater Hall Chamber, local colleges, city/county staffs	
9. Initiate housing study tied to economic development objectives	2005	NA	Gainesville Nonprofit Development Foundation, city/ county staffs	

GAINESVILLE AND HALL COUNTY COMPREHENSIVE PLAN



POPULATION ELEMENT

ADOPTED: JUNE 24, 2004

AMENDED: MAY 12, 2005

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1.0.0.0: POPULATION

The composition of the population in Hall County and the City of Gainesville plays an important role in the decisions for the future of the community. The inventory of population data establishes a foundation to build on for the remainder of the plan. When analyzed, the information accumulated in this portion of the plan reveals significant population trends and segments of the population that may have special needs that should be recognized in the planning process. Gainesville and Hall County is a community with a high demand for new housing, and is growing rapidly. The community is also experiencing significant demographic changes. The chicken processing industry in the county is a draw for workers of Hispanic heritage. The county had a 5% Hispanic population in 1990, which leapt to 20% by 2000. Trends show continued growth in the Hispanic population. Like much of the nation, Gainesville and Hall County's population is aging. However, the community overall is still slightly younger than the regional, state and national averages.

1.1.0.0: INVENTORY

Population projections to 2030 were prepared as part of the comprehensive planning process in a demand analysis. The derivation of these figures will be explained more fully in the analysis portion of this plan, but are provided here in tabular format for easy reference. In correlation with the demand-based population forecasts, projections were made about the size and number of households as well. These projections are based on a calculated demand for housing and non-residential uses in the city and county and do not reflect the policy decisions made by the city and county. The numbers in the following section were used as a basis of comparison of different scenarios to develop policy decisions, presented in later sections of this plan. Several scenarios of future land use were applied to the projected population and household numbers and the final buildout population of Gainesville and Hall County will vary from the numbers presented in the following tables. The actual projected household numbers under the recommended land use scenario are presented at the end of this section and in the Land Use section of the plan. Because many variables are used to calculate the potential households in the community over the next 20 years and several scenarios were examined, the demand-based figures present a "best guess" estimate of where the community could be in 2025. For more information regarding the future households and population of the community, please refer to the land use section of the plan.

1.1.1.0: GENERAL POPULATION DATA

Based on the 2000 Census population and building starts since 2000, the estimated 2003 population for the county is 162,372 persons living in 55,849 households and in Gainesville there are 29,662 persons in 9,980 households. The estimated average household size is approximately 2.86 persons per household in the county and 2.75 persons per household in the city. There are approximately 2,585 persons living in-group quarters in the county and 2,018 are in the city.

The historic, current and demand-based future population of the city, county, and state are presented in *Table 1*.

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Table 1: Population (Demand Based Projections)

Gainesville Population								
1980	1985	1990	1995	2000	2001	2002	2003	2004
15,280	16,583	17,885	20,343	25,578	26,630	28,090	29,662	31,346
2005	2006	2007	2008	2009	2010	2015	2020	2025
33,143	35,052	37,073	39,207	41,453	43,811	57,109	69,561	79,616

Hall County Population								
1980	1985	1990	1995	2000	2001	2002	2003	2004
76,101	84,176	95,984	114,815	139,677	142,286	144,142	162,372	171,389
2005	2006	2007	2008	2009	2010	2015	2020	2025
180,970	191,115	201,824	213,096	224,934	237,332	307,089	376,329	437,609

Source: Historic Data: US. Census: Current and Projected: Ross + Associates Demand Analysis, 2003.

Georgia Population								
1980	1985	1990	1995	2000	2001	2002	2003	2004
5,484,440	5,962,720	6,506,530	7,323,980	8,229,820	8,338,460	8,449,130	8,560,620	8,670,510
2005	2006	2007	2008	2009	2010	2015	2020	2025
8,784,650	8,895,580	9,008,670	9,122,070	9,235,630	9,349,660	9,940,380	10,550,700	11,185,100

Source: Woods and Poole Economics, Inc.

1.1.2.0: DEMAND-BASED POPULATION FORECASTS

As the foundation of much of the plan the consultants performed a *Development Trends and Demand Analysis* for the city and county. The results of this study were used to calibrate the possible development trends and potential population growth within the community. Population and employment forecasts form the backbone of a *Development Trends and Demand Analysis*. By its very nature, a *Development Trends and Demand Analysis* anticipates future growth, and translates that growth in to an estimate of the amount of development that would most likely be generated to accommodate it. In this section, the approach and results of the demand-based population forecasts are presented.

The demand-based forecasts presented here reflect several assumptions.

- Past trends represent a valid anticipation of future change in Hall County and its cities;
- Past trends will continue with few changes in the market forces that created them; and
- Factors that would otherwise limit growth naturally (such as land availability, water resources and air quality) will not begin to affect growth until the later portion of the 2030 forecast horizon.

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1.1.2.1: Methodology Overview

The following steps outline the methodology used in preparing the demand-based **population forecasts**:

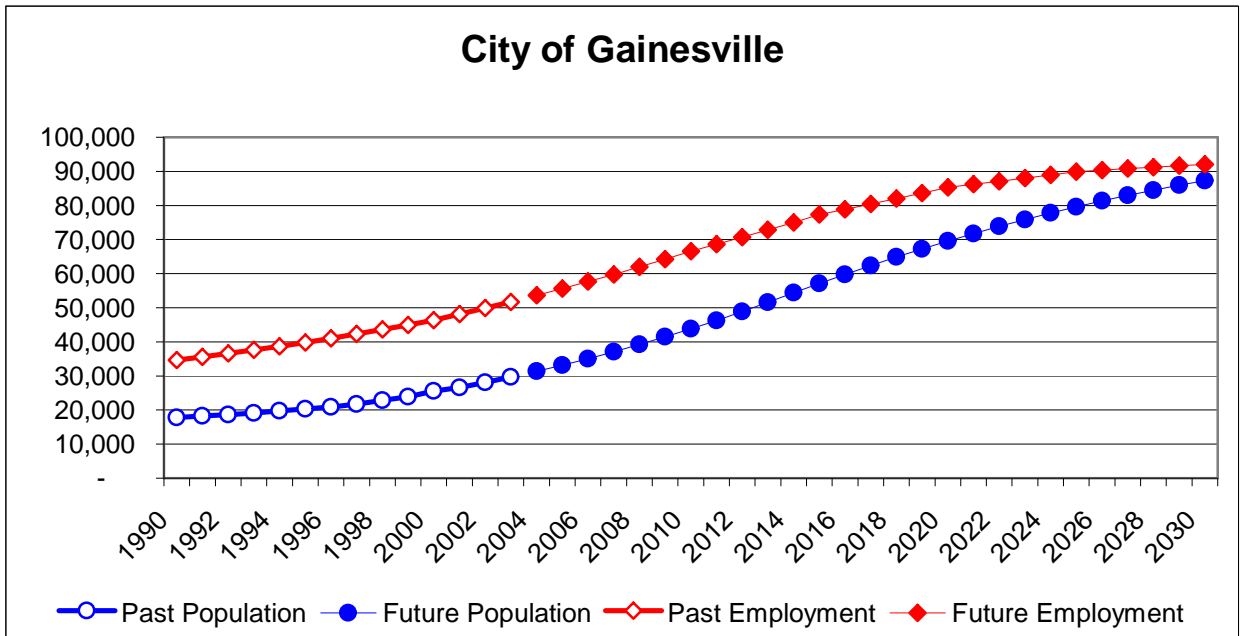
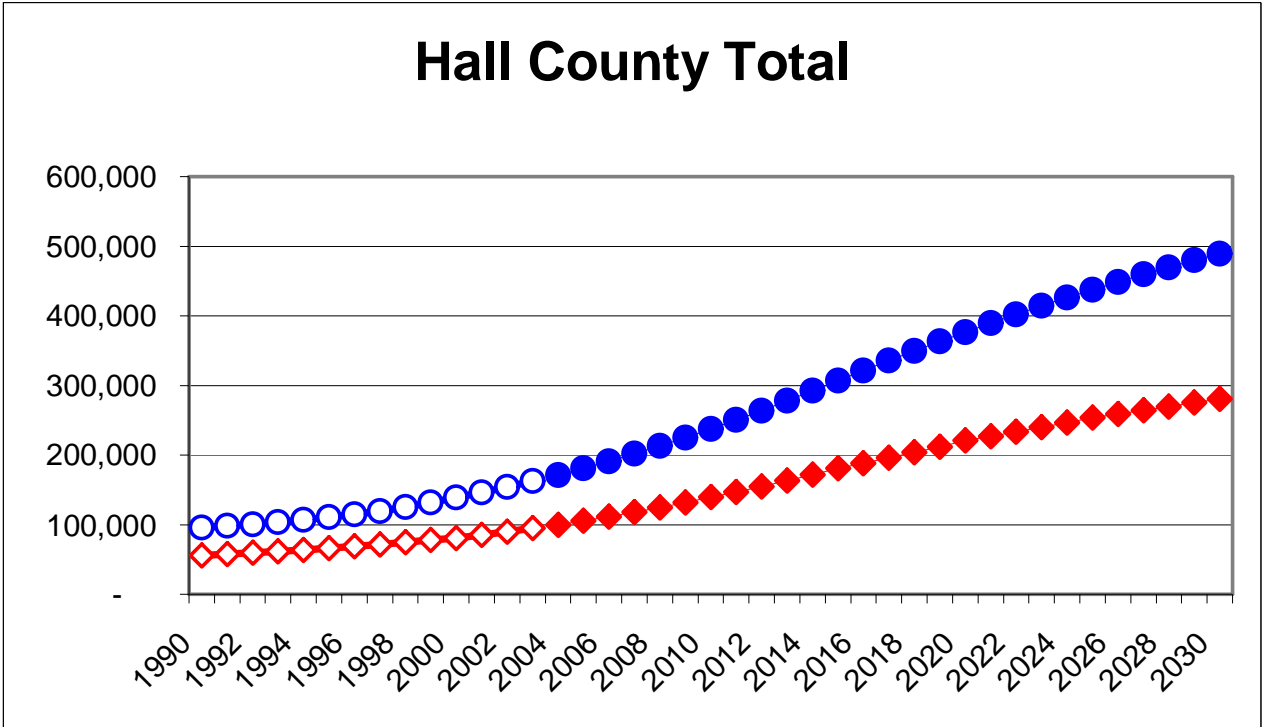
- (1) *Determine population of city and county:*
 - *For each year between the 1990 and 2000 Census benchmarks; and*
 - *For each fifth year between 1970 and 2000.*
- (2) *Project the historic trend data (1990-2000 and 1970-2000) using regression analysis.*
- (3) *Select the most reasonable "initial" projection based on historic trends.*
- (4) *Prepare "most likely" population forecasts by revising the "initial" projections to reflect natural growth processes that would restrict or encourage new growth.*
- (5) *Select and summarize high, low, and most likely forecasts (see the charts and tables on the following page)*

The methodology used for the **employment forecasts** is somewhat simpler, primarily because of a lack of consistent, historic data available. The basic steps followed are:

- (1) *Determine the most recently known proportion of employment in Gainesville as a percentage of the total county.*
- (2) *Apply jobs-per-resident data to the population forecasts for the county as a whole to determine total future employment.*
- (3) *Estimate the percentage of county-wide employment that will be captured by the City of Gainesville as the county grows.*

The following two charts summarize the recommended population and employment forecasts for Hall County as a whole and for the City of Gainesville:

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Table 2: Demand-Based Population & Employment Forecasts

		1990	1995	2000	2005	2010	2015	2020	2025	2030	Increase 2003-2030	
											Number	Percent
Hall County	Population	95,984	110,767	139,277	180,970	237,332	307,089	376,329	437,609	489,366	326,994	341%
	Employment	55,743	66,067	80,964	105,366	139,558	180,910	220,732	253,885	280,792	185,964	334%
City of Gainesville	Population	17,830	20,343	25,578	33,143	43,811	57,109	69,561	79,616	87,309	57,647	323%
	Employment	34,646	39,807	46,361	55,633	66,575	77,327	85,291	89,933	92,088	40,368	117%

1.1.2.2: Interpretation of Results

The forecasts presented here are only a first step in establishing policies to effectively deal with pressures for future growth. These pressures are primarily market-driven but assume only the natural process of growth as an extension of past trends. In other words, these forecasts are intended to be seen as what would otherwise result in the city and county if things continue into the future as they have in the past. These forecasts, and the demand for land development created by them, present issues for study and deliberation as to what intervening actions on the part of the city and county would be appropriate to achieve different results, whether in quantity or quality. The possible population and employment figures that would result from the adopted policies included in later sections of this plan are presented as policy-driven population and employment forecasts.

1.1.2.3: Effect of Annexation

As noted, the population forecasts presented in this report reflect in large part a projection of past trends into the future. To the extent that past trends reflect the results of annexation by the cities in the county over time, the expectation of a continuation of annexation at the same pace as past trends is incorporated into the projections. Employment forecasts also assume a continuation of past annexation trends since they are based on jobs per resident ratios and thus reflect population forecasts.

1.1.2.4: Regressions

As part of the population forecasting, two sets of regression analysis were prepared for both Gainesville and Hall County—one was prepared against historic population figures going back to 1970 (in five-year increments) and the second considering annual growth between the Census benchmark years 1990 and 2000. The recommended population forecast to 2030 for each jurisdiction is based on an analysis of the results.

The complete Development Trends and Demand Analysis can be found under Optional Element Number 1 in this plan.

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1.1.2.5: Seasonal Population

There were no resources available that report the annual seasonal population for Gainesville and Hall County.

1.1.3.0: DAY TIME POPULATION

In 2003, there are approximately 80,964 jobs in Hall County and 46,361 of these are in Gainesville. Based on 2000 Census figures, 46,680 residents of Gainesville and Hall County work in these jobs. An actual daytime population for the city and the county was unavailable. It is anticipated that over the next 20-25 years the number of jobs in the area will increase proportionally with the increase in population. By 2025, it is projected that there will be 889,933 jobs in Gainesville, with a total of 253,885 jobs in Hall County. As transportation opportunities change, the import and export of workers in Gainesville and Hall County will likely shift slightly. If current trends continue there is a potential that in 2025, approximately 80 % of the city residents and 70 % of county residents will work in the city or county.

1.1.4.0: HOUSEHOLDS

Table 3 illustrates the historic and demand-based projected number of households in Gainesville and Hall County, and the State of Georgia. The number of households in the City of Gainesville was not available for 1985 because these are estimates produced by Woods and Poole Economics, Inc., which does not provide data for cities.

Table 3: Number of Households

	1980	1985	1990	1995	2000	2003	2005	2010	2015	2020	2025
Gainesville	6,371	NA	6,947	7,316	8,537	9,980	11,248	15,142	19,935	24,143	27,251
Hall County	26,278	30,406	34,930	40,450	47,381	55,849	62,714	83,514	108,541	132,550	152,943

Source: Ross +Associates Demand Analysis. U.S. Census Bureau.

Table 4 illustrates the historic and projected average household sizes in the city, county, and state. The average household sizes for the City of Gainesville are based upon estimates from the U.S. Census and the demand-based projections. Hall County and State of Georgia Average Household sizes are derived from Woods and Poole Economics, Inc. projections.

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Table 4: Average Household Size

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Gainesville	NA	NA	2.44	2.62	2.79	2.75	2.71	2.69	2.70	2.72
Hall County	2.85	2.72	2.70	2.79	2.89	2.84	2.80	2.79	2.84	2.82
State of Georgia	2.83	2.73	2.66	2.65	2.65	2.61	2.59	2.59	2.60	2.63

Source: Historic Data U.S. Census. Projected Data Ross + Associates. Woods and Poole Economics, Inc.2003.

As a first step, an annual estimate of population between 1990 and 2000 was prepared in order to establish a basis for regressions against growth during the 1990s and to establish a credible figure for 1995 to be used in the 30-year regressions. These annual estimates were made separately for the county as a whole and for the City of Gainesville. Because the annual estimates of population produced by the Bureau of the Census during the 1990s proved highly inaccurate when compared to the actual 2000 Census counts, it was determined to base annual estimates on growth in the housing supply. As benchmarks, *Table 5* shows the housing inventory from the 1990 Census for the total county and for Gainesville, as well as the number of vacant and occupied units (occupied units = households); *Table 6* shows the same data from the 2000 Census.

Table 5: Housing Inventory 1990

Type/Units in Structure	Total Housing Units			Vacant Housing Units			Occupied Housing Units		
	City of Gainesville	Hall Co	Remaining Area	City of Gainesville	Hall Co.	Remaining Area	City of Gainesville	Hall Co	Remaining Area
Single Family									
Detached	4,237	24,742	20,505	230	1,851	1,621	4,007	22,891	18,884
Mobile Home	55	7,625	7,570	8	893	885	47	6,732	6,685
Total	4,292	32,367	28,075	238	2,744	2,506	4,054	29,623	25,569
Multi-Family									
Duplex	409	1,236	827	40	175	135	369	1,061	692
Townhouse	120	448	328	10	45	35	110	403	293
3 or 4 units/building	629	1,145	516	100	187	87	529	958	429
5 to 9	929	1,369	440	128	212	84	801	1,157	356
10 to 19	1,028	1,291	263	177	191	14	851	1,100	249
20 to 49	197	218	21	12	12		185	206	21
50 or more	-								
Total	3,312	5,707	2,395	467	822	355	2,845	4,885	2,040
Other	47	241	194	6	28	22	41	213	172
Total-All Units	7,651	38,315	30,664	711	3,594	2,883	6,940	34,721	27,781

Source: 1990 Census, STF1A database, U.S. Bureau of the Census

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Table 6: Housing Inventory 2000

Type/Units in Structure	Total Housing Units			Vacant Housing Units			Occupied Housing Units		
	Gainesville	Hall Co	Remaining Area	Gainesville	Hall Co.	Remaining Area	Gainesville	Hall Co	Remaining Area
Single Family									
Detached	4,565	35,873	31,308	173	2,527	2,357	4,392	33,346	28,954
Mobile Home	80	7,953	7,873	-	540	540	80	7,413	7,333
Total	4,645	43,826	39,181	173	3,067	2,894	4,472	40,759	36,287
Multi-Family									
Duplex	386	1,153	767	32	86	64	354	1,067	713
Townhouse	291	874	583	29	70	41	262	804	542
3 or 4 units/building	780	1,282	502	53	144	91	727	1,138	411
5 to 9	1,118	1,549	431	90	126	36	1,028	1,423	395
10 to 19	951	1,393	442	71	124	53	880	1,269	389
20 to 49	377	483	106	38	38	-	339	445	106
50 or more	364	467	103	-	-	-	364	467	103
Total	4,267	7,201	2,934	313	588	275	3,954	6,613	2,659
Other	-	19	19	-	10	10	-	9	9
Total-All Units	8,912	51,046	42,134	486	3,665	3,179	8,426	47,381	38,955

Source: 2000 Census, STF3 database (estimates from long form). U.S. Bureau of the Census

In *Table 7* for Hall County as a whole, and *Table 8* for Gainesville, the building permits issued each year are added to the previous year for a total annual housing supply, minus deletions. Note that the permits issued in one calendar year are added to the next year's inventory. This assumes that there is a lag of up to three months between permit issuance and occupancy (each year's estimate is as of April 1 to be consistent with the Census). Demolitions, removals, and permitted units never constructed are accounted for (and deleted from each year's total) by comparing total permitted units for the decade by type of structure to the 2000 Census figures. Each year's permitted units, by type, are then discounted to the extent that the gross total exceeded the actual count in 2000.

For Hall County as a whole, discounting permits issued to correlate to actual year 2000 results was most noticeable for mobile homes. For the decade, 4,156 mobile home permits were issued, but the change between 1990 and 2000 amounted to a net increase of only 328 mobile homes (only 7.9% of the permits issued). For Gainesville, the calculations involved the additional step of rectifying the housing unit totals from the SF3 sample data to the actual Census count. This latter step was accomplished by allocating the shortfall in unit count to the single-family and multi-family categories in the same proportion as total permits issued in each category for the decade.

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Table 7: Hall County Annual Housing Inventory 1990-2000

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Permits Issued											
Single-Family											
Detached	592	280	769	945	1,044	1,124	1,336	1,609	1,764	1,869	
Mobile Home	560	455	365	343	463	418	467	388	322	375	
Total	1,152	1,035	1,134	1,288	1,507	1,542	1,833	1,997	2,086	2,244	
Multi-Family											
	-	-	2	222	92	30	279	419	266	862	
Total Permitted Each Year	1,152	1,035	1,136	1,510	1,599	1,572	2,112	2,416	2,352	3,106	
Housing Inventory*											
Single-Family Detached	24,742	25,307	25,861	26,595	27,497	28,493	29,566	30,870	32,405	34,089	35,873
Mobile Home	7,626	7,669	7,705	7,734	7,761	7,798	7,831	7,867	7,898	7,923	7,953
Multi-Family	5,707	5,707	5,707	5,708	5,861	5,924	5,945	6,137	6,425	6,608	7,201
Other	241	219	197	174	152	130	108	86	63	41	19
Total Units Each April 1	38,315	38,902	39,469	40,211	41,271	42,345	43,449	44,960	46,792	48,662	51,046

*From 1990 inventory, annual additions (permits issued) minus units not built and demolitions/removals, resulting in 2000 inventory per Census.

Table 8: Gainesville Annual Housing Inventory 1990-2000

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Permits Issued											
Single-Family											
Detached	18	18	46	43	46	65	57	73	150	131	
Mobile Home	-	-	-	-	10	-	-	-	-	-	
Total	18	18	46	43	56	65	57	73	150	131	
Multi-Family											
	14	16	-	222	73	21	265	391	240	687	
Total Permitted Each Year	32	34	46	265	129	86	322	464	390	818	
Housing Inventory*											
Single-Family Detached	4,237	4,247	4,258	4,284	4,308	4,335	4,372	4,404	4,446	4,531	4,606
Mobile Home	55	58	60	63	65	68	71	73	76	78	81
Multi-Family	3,312	3,320	3,329	3,329	3,456	3,494	3,505	3,653	3,872	4,006	4,389
Other	47	42	38	33	28	24	19	14	9	5	-
Total Units Each April 1	7,351	7,667	7,684	7,708	7,855	7,920	7,966	8,145	8,403	8,620	9,076

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1.1.5.0: POLICY IMPLICATIONS ON POPULATION AND HOUSEHOLD GROWTH

Gainesville and Hall County closely examined the trends and issues facing the community in regard to population and household growth based on existing land use regulations and historic trends. The figures presented in the preceding demand-based projections were utilized to guide and assist the community in defining a community vision and determining policies and actions that would set the stage for a vital and healthy community in the future. The potential build out for Hall County at nearly 489,000 people by 2030 was determined by the community as a whole to be an undesirable effect of the currently adopted land use regulations. Other factors including serviceability by sewers and transportation networks aided the community in refining the land use plans for the city and county.

The recommended densities and distribution of land uses included in the Land Use element of this plan have created a foundation and set of policies that will reduce the total development capacity from the demand-based projections identified in the preceding sections. When a capacity analysis was completed based on available land and the recommended land uses and densities established by this plan a 2030 buildout population of 445,371 persons in 119,913 households was established for the county as a whole including all incorporated and unincorporated areas. The portion of this population that are city residents depends on both the development potential of land currently within the city limits and the development potential of land that could possibly be annexed into the city. It is estimated that and population of approximately 50,440 could be achieved in the current city boundaries. Because the capacity for development has been reduced from the assumptions used to calculate the demand-based projections, it is assumed that the rate of growth will slow somewhat at the end of the planning period.

Table 9 illustrated the buildout potential of the policy recommendations of this plan.

Table to be added upon acceptance of land use plan element.

Table 9: Policy Influenced Population Projections

City of Gainesville											
2003	2004	2005	2006	2007	2008	2009	2010	2015	2020	2025	2030
29,662	30,731	31,842	32,797	33,781	34,794	35,986	37,188	41,555	48,742	49,569	52,098

Hall County											
2003	2004	2005	2006	2007	2008	2009	2010	2015	2020	2025	2030
N/A	N/A	165,771	171,771	179,271	188,271	198,771	210,171	277,371	343,371	400,371	445,371

Note: The distribution of growth is based on a decreasing rate of growth as build-out is approached in 2030.

Source: Future Land Use Plan.

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TABLE 9a: Policy Influenced Population and Housing Projections

Hall County Population Projections

Year	Proposed Plan Policy Projections	Housing Units	Percent Growth
2005	165,771		
2006	171,771	2,000	3.62%
2007	179,271	2,500	4.37%
2008	188,271	3,000	5.02%
2009	198,771	3,500	5.58%
2010	210,171	3,800	5.74%
2011	222,771	4,200	6.00%
2012	235,971	4,400	5.93%
2013	249,771	4,600	5.85%
2014	263,571	4,600	5.53%
2015	277,371	4,600	5.24%
2020	343,371	22,000	4.76%
2025	400,371	19,000	3.32%
2030	445,371	15,000	2.25%

Source: Hall County Planning Department

1.1.6.0: AGE DISTRIBUTION (POLICY-BASED PROJECTIONS)

The median age of persons living in Hall County in 2000 was thirty-two, which is approximately the same as the median age in 1990 but younger than the average for the State of Georgia (thirty-three) and the U.S (thirty-five) in 2000. Hall County’s population is generally younger than that of the Georgia Mountain Region with a median age of thirty-eight, and similar to the median age of both Gwinnett and DeKalb Counties in the Atlanta Metro Region, which both have a median age of thirty-two. Two contributing factors to this lower than average median age are younger families moving into the county and the large percentage of the population that are of Hispanic decent. Figures indicate that 56% of the Hispanic population in Gainesville and Hall County is under the age of twenty-five and another 25% are younger than thirty-four. As is illustrated in the racial composition, a significant number of Hispanics are living in the City of Gainesville. This trend is reflected in the dramatic increase from 1990 to 2000 in the percentage of the city’s population that is in the twenty to twenty-four age bracket. The percentage of the overall Hall County population that is between twenty and twenty-four years of age is approximately 8% (the same as in 1990) compared to Gainesville, which is nearly 12% up from 8% in 1990. The median age in the city in 2000 was thirty, the same as it was in 1980.

Both school aged children and an aging population place different demands on services within the community. Based on the projections in the following tables, the percentage of school aged population (ages five to nine years) will remain fairly constant at around 21% to 22% of the total population, with the older population (sixty years plus) growing to reach about 19% by 2025 from 13% in 2000. However, in Hall County and Gainesville, the likely immigration of younger adults will maintain a demand for services directed toward the younger population (ages eighteen to thirty-four). *Table 10* shows the historic trend for age distribution in the City of Gainesville and *Table 11* illustrates the historic and future population breakdown by age group for Hall County. Future age distribution was completed by Woods and Poole Economics, Inc. and is not available for the City of Gainesville.

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Table 10: Gainesville Historic Age Distribution

	1990		2000	
	Count	Percentage	Count	Percentage
Total	18,046	100%	25,454	100%
Age 0 to 4	1,376	8%	2,153	8%
Age 5 to 9	1,100	6%	1,508	6%
Age 10 to 14	1,168	6%	1,669	7%
Age 15 to 19	1,421	8%	2,051	8%
Age 20 to 24	1,524	8%	2,942	12%
Age 25 to 29	1,653	9%	2,514	10%
Age 30 to 34	1,521	8%	1,954	8%
Age 35 to 39	1,209	7%	1,627	6%
Age 40 to 44	1,391	8%	1,498	6%
Age 45 to 49	789	4%	1,240	5%
Age 50 to 54	783	4%	1,349	5%
Age 55 to 59	904	5%	975	4%
Age 60 to 64	695	4%	756	3%
Age 65 to 69	759	4%	796	3%
Age 70 to 74	659	4%	800	3%
Age 75 to 79	538	3%	634	2%
Age 80 to 84	382	2%	512	2%
Age 85 & Over	174	1%	476	2%

Source: U. S. Bureau of the Census, 1990 and 2000.

Table 11: Hall County Age Distribution

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	76,101	84,176	95,984	114,815	139,677	176,765	281,152	341,749	389,870	423,287
Age 0 to 4	5,621	6,434	7,359	8,868	11,511	14,009	22,104	26,735	29,922	31,626
Age 5 to 9	5,978	6,015	6,804	8,320	10,454	13,493	21,110	25,714	29,395	31,355
Age 10 to 14	6,514	6,139	6,575	8,175	9,970	12,294	20,331	24,551	28,203	30,766
Age 15 to 19	7,014	6,720	7,151	8,451	10,226	12,000	18,864	24,139	27,604	30,282
Age 20 to 24	6,454	7,320	7,713	9,100	10,885	12,997	18,630	22,719	27,811	30,515
Age 25 to 29	6,168	7,746	8,712	9,426	11,864	14,305	21,205	23,076	26,578	31,170
Age 30 to 34	6,230	7,177	8,308	10,089	11,648	14,254	21,722	24,613	25,246	27,584
Age 35 to 39	5,252	6,415	7,370	9,109	11,560	13,598	21,055	24,473	26,006	25,581
Age 40 to 44	4,416	5,464	7,232	8,388	10,286	13,502	20,137	23,856	25,960	26,168
Age 45 to 49	4,032	4,491	5,826	7,812	9,046	12,074	20,207	23,154	23,139	26,660
Age 50 to 54	3,864	3,930	4,670	6,229	8,429	10,561	17,979	23,081	24,986	26,556
Age 55 to 59	3,749	3,906	4,078	4,797	6,447	9,479	15,125	19,760	23,861	24,695
Age 60 to 64	3,209	3,652	3,869	4,236	4,976	7,350	13,743	16,848	20,668	23,780
Age 65 to 69	2,827	3,085	3,520	3,810	4,133	5,234	9,900	14,246	16,446	19,279
Age 70 to 74	2,099	2,355	2,662	3,060	3,411	4,148	6,685	9,765	13,232	14,594
Age 75 to 79	1,398	1,701	2,057	2,312	2,622	3,371	5,220	6,465	8,883	11,506
Age 80 to 84	740	960	1,254	1,555	1,651	2,217	3,654	4,365	5,094	6,713
Age 85 & Over	536	666	824	1,078	1,350	1,881	3,459	4,185	4,188	4,456

Source: Historic Data. U.S. Census: Woods and Poole, Economic Inc, 2003, Hall County Planning and Table 9.

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Chart 1 illustrates the change in percentage contributed by each age category over the planning period.

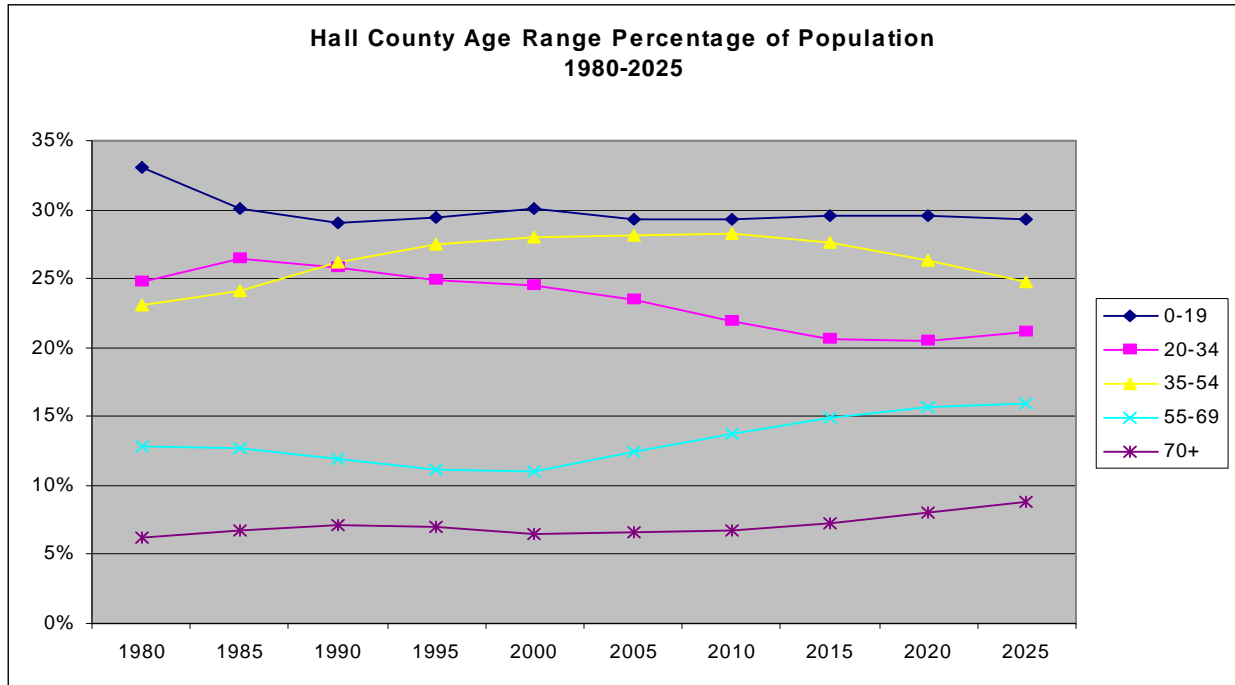
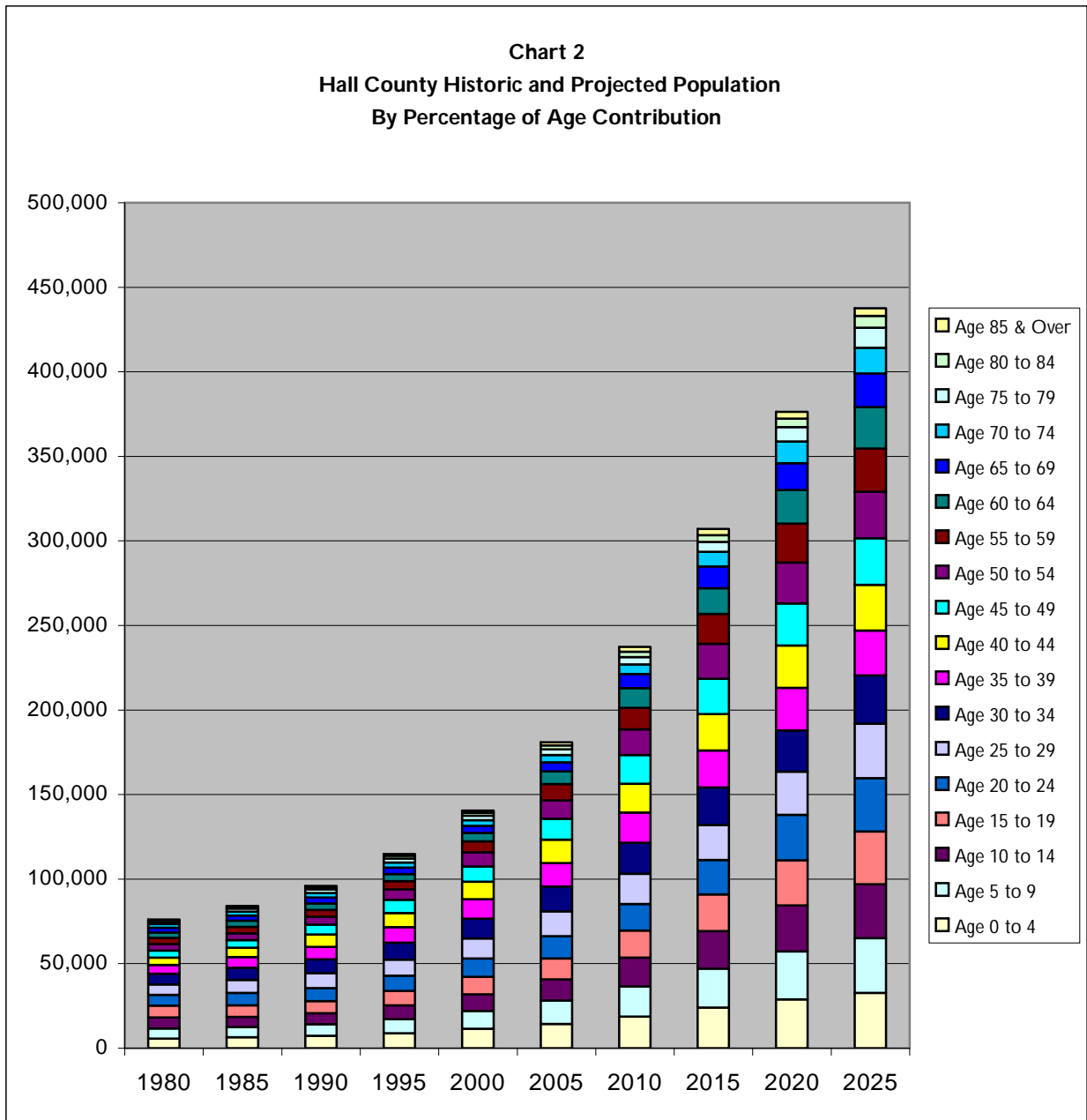


Chart 2 illustrates the contribution of each age group to the overall population of Hall County from 1980 (historic) to 2025 (projected). Because future projections for the City of Gainesville were not available, a similar chart could not be completed for the city. There are some indications that the twenty to twenty-four year age bracket in the city may comprise a higher percentage of the overall city population than what is indicated in the county if trends for Hispanic immigration continue in a similar fashion over the planning period. A number of factors including annexation and development of retirement or lifestyle communities within the city may also increase the percentage of the population in the city that is over sixty.

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Source: Table 11

1.1.7.0: RACIAL COMPOSITION

In 2000, Hall County's population was 72% White, 20% Hispanic, 7% Black/African American, approximately 330 residents or less than 1% were Native Americans, and 1% of the population was Asian or Pacific Islander. Historic racial composition data was unavailable before 1990 from either the U.S. Census or Woods and Poole Economics, Inc. Projected percentages were derived from a total population projection with the ratios established by Woods and Poole Economics, Inc. applied. *Table 12* illustrates the actual population numbers and the percentage of the total population in each group for Hall County. The break down is produced by applying

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projected percentages from Woods and Poole Economics, Inc. to the projections developed in Table 9 so that the total population of 2025 is consistent with the other policy-based projections.

Table 12: Hall County Population Historic and Projected Racial Composition

Historic and Projected Racial Composition												
Category	1970	1975	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	59,919	69,095	76,101	84,176	95,984	114,815	139,677	176,765	281,152	341,749	423,287	445,566
White Population	NA	NA	NA	NA	82,263	91,401	100,778	123,736	191,183	225,554	270,904	271,795
Black Population	NA	NA	NA	NA	8,305	9,228	10,060	12,374	19,681	23,922	29,630	31,189
Native American	NA	NA	NA	NA	179	276	331	403	635	752	901	918
Asian & Pacific Islander	NA	NA	NA	NA	617	1,154	1,849	3,535	5,623	6,835	8,466	13,367
Hispanic, any Race	75	217	315	387	4,620	12,756	27,451	37,120	61,853	82,019	110,054	129,214

Source: Historic U.S. Census Bureau, Projected Based on Ratios Established by Woods and Poole Economics, Inc. derived from numbers from Ross +Associates.2003, Hall County Planning Department.

Historic and projected trends for racial composition were not available from Woods and Poole Economics, Inc. for the City of Gainesville. The Gainesville numbers were produced by establishing a ratio between the 2000 Census numbers for the city and county and applying the ratio to the trends for the county. In 1990, 1,355 persons of Hispanic origin lived in Gainesville; this is equivalent to 29% of the total Hispanic population in Hall County. By 2000, the Census reported 8,423 persons of Hispanic origin in Gainesville or 31% of the total Hispanic population in Hall County. Based on these figures, the Hispanic population in the city is growing faster than in the county as a whole. Conversely, the Black/African American population in Hall County has become slightly less concentrated within Gainesville since 1990. **Table 13** illustrates the racial composition of the Gainesville population and compares the figures to the same racial categories for the county in 1990 and 2000.

Table 13: City of Gainesville Racial Composition

1990 Racial Composition	Count	% of City Population	% of County
Total	18,046	100%	19%
White	12,363	69%	15%
Black or African American	4,227	23%	51%
American Indian, Eskimo, or Aleut	39	0%	22%
Asian or Pacific Islander	235	1%	38%
Other race	1,182	7%	NA
Hispanic	1,355	8%	29%

U.S. Bureau of the Census 1990 Census of Population and Housing

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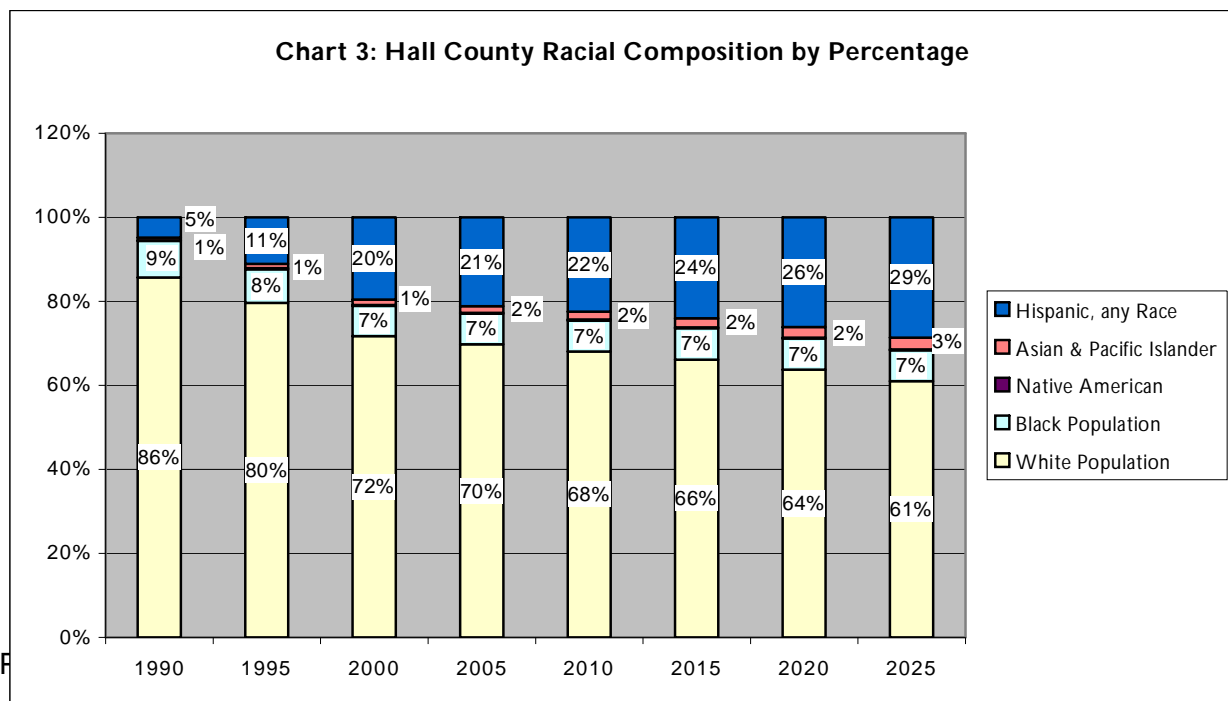
2000 Racial Composition

	Count	% of City Population	% of County
Total	25,454	100%	18%
White alone	16,887	66%	17%
Black or African American alone	3,760	15%	37%
American Indian and Alaska Native alone	34	0%	10%
Asian alone	755	3%	41%
Native Hawaiian and Other Pacific Islander alone	0	0%	0%
Some other race alone	3,442	14%	NA
Two or more races	576	2%	NA
Hispanic	8,423	33%	31%

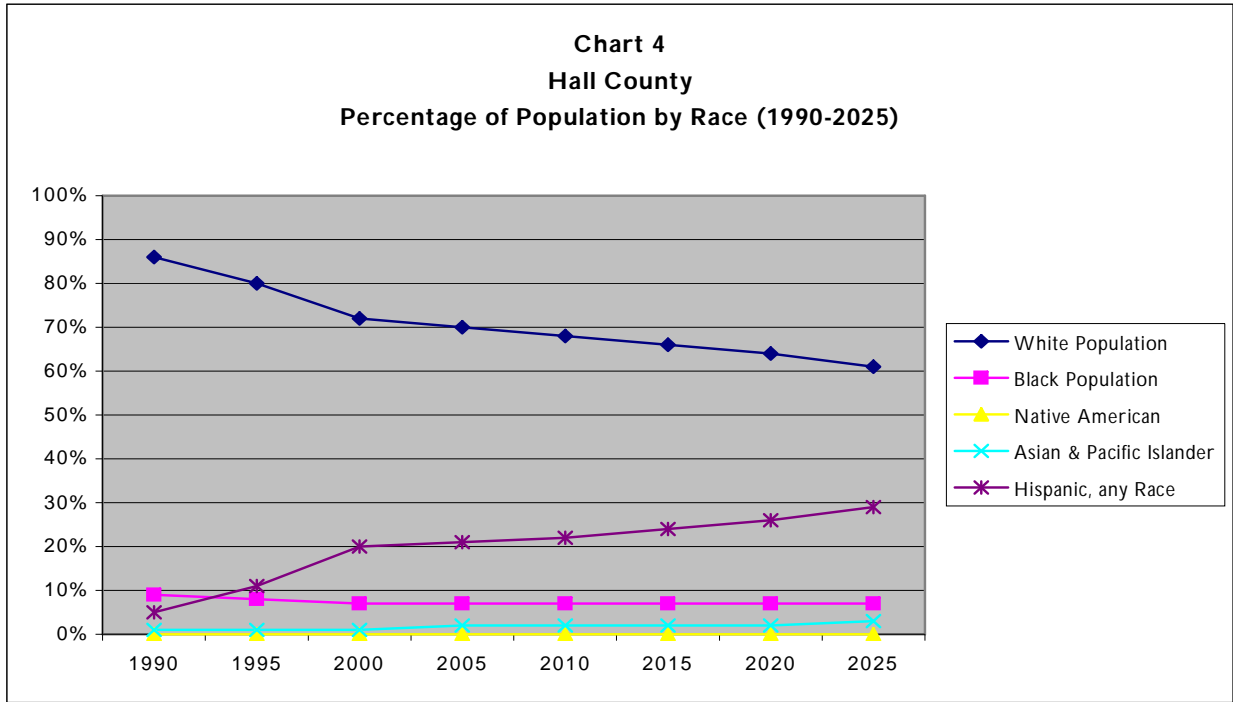
Source: U.S. Census 2000. McBride Dale Clarion. 2003.

Based on ratios established by Woods and Poole Economics, Inc., the growth rate of the White population is anticipated to show a decrease towards 2025, as is the growth rate of the Black/African-American population, while a slight increase in Asian and Pacific Islander is anticipated. The largest growth rates are anticipated in the Hispanic population with an increase in the percentage of the total city and county population growing to 29% by 2025. The Hispanic population in Gainesville has increased by more than 500% in just over 10 years, growing to 8,423 in 2000, from just 1,355 in 1990. The Hispanic population in Hall County went from 4,620 in 1990 to 27,451 by 2000 an increase of almost 494% in just ten years.

Charts 3 and 4 show the increase in the percentage of Hispanic population over the planning period, while simultaneously showing a decrease in the percentage of the population that is anticipated to be White. Both charts illustrate the trend for the percentage of the population that is Black/African-American, Native American, and Asian and Pacific Islander to remain consistent to 2025.



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Source: Table 13.

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1.1.8.0: EDUCATION

Educational attainment in Gainesville and Hall County in 2000 is similar to statewide averages. Available statistics indicate that residents are reaching a higher level of education than in 1990. **Table 14** shows educational attainment statistics for Gainesville, Hall County and the State of Georgia over the past three decades.

Table 14: Educational Attainment

Gainesville: Educational Attainment						
	1980		1990		2000	
TOTAL Adult Population 25 & Over	10,574	100%	8,857	100%	15,131	100%
Less than 9th Grade	NA	NA	1,579	18%	2,784	18%
9th to 12th Grade (No Diploma)	NA	NA	2,067	23%	2,324	15%
High School Graduate (Includes Equivalency)	NA	NA	2,672	30%	3,476	23%
Some College (No Degree)	NA	NA	1,797	20%	2,433	16%
Associate Degree	NA	NA	490	6%	457	3%
Bachelor's Degree	NA	NA	1,749	20%	2,310	15%
Graduate or Professional Degree	NA	NA	1,103	12%	1,347	9%

Hall County : Educational Attainment						
	1980		1990		2000	
TOTAL Adult Population 25 & Over	43,984	100%	60,242	100%	86,821	100%
Less than 9th Grade	12,560	29%	9,550	16%	12,081	14%
9th to 12th Grade (No Diploma)	10,382	24%	11,421	19%	13,523	16%
High School Graduate (Includes Equivalency)	10,826	25%	18,106	30%	25,680	30%
Some College (No Degree)	NA	NA	9,116	15%	15,558	18%
Associate Degree	NA	NA	2,720	5%	3,718	4%
Bachelor's Degree	NA	NA	5,934	10%	10,368	12%
Graduate or Professional Degree	NA	NA	3,396	6%	5,893	7%

Georgia: Educational Attainment						
	1980		1990		2000	
TOTAL Adult Population 25 & Over	3,081,513	100%	4,012,329	100%	5,185,965	100%
Less than 9th Grade	730,846	24%	481,679	12%	393,197	8%
9th to 12th Grade (No Diploma)	613,975	20%	683,833	17%	718,152	14%
High School Graduate (Includes Equivalency)	878,923	29%	1,189,740	30%	1,486,006	29%
Some College (No Degree)	NA	NA	682,350	17%	1,058,692	20%
Associate Degree	NA	NA	198,951	5%	269,740	5%
Bachelor's Degree	NA	NA	518,433	13%	829,873	16%
Graduate or Professional Degree	NA	NA	257,201	6%	430,305	8%

Source: Georgia Department of Education. 2003.

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1.1.8.1: Regional Educational Attainment Comparison

Educational attainment data available from the Census Bureau was compared for the counties within the Georgia Mountain Region. In order to generate a comparison of Hall County to the other counties in the region, the percentage of the adult population at each level of attainment was compared. When gauged against the other counties in The Georgia Mountain Region, Hall County and Gainesville have shown similar improvements in the level of educational attainment. In the last 20 years, educational attainment in the region has improved dramatically. While statistics were not available for Associate Degree and Graduate or Professional Degree attainment in 1980, it appears that higher levels of the population are achieving a higher level of educational attainment than were doing so 20 years ago. Hall County has significantly increased the level of educational attainment from 1980 to the present; however, other counties in the region are out performing Hall County in the percentage of High School Graduates. When comparing post secondary education, Hall County is in the middle to low range when compared to the other counties, and falls just slightly below the average for the Georgia Mountain Region in 2000. Gainesville tends to have a slightly higher percentage of people with post secondary education than Hall County. Based on figures in Table 14, Hall County maintained 30% of the population with a high school degree or equivalent, while Gainesville dropped from 30% in 1990 to only 23% in 2000 a significant drop. The level of the population in both Hall County and Gainesville with less than a high school degree is higher than in most of the region.

Table 15 below illustrates the educational attainment by percentage of the adult population over the age of 25 in each county within the Georgia Mountain Region. An overall regional percentage is also illustrated.

Table 15a: Educational Attainment by Percentage of Adult Population

1980 Comparison of Regional Counties - Educational Attainment

	HALL	FORSYTH	HABERSHAW	STEPHENS	HART	LUMPKIN	FRANKLIN	WHITE	UNION	DAWSON	RABUN	BANKS	TOWNS	*GMR
Less than 9th Grade	29%	27%	34%	32%	29%	39%	34%	34%	43%	39%	29%	36%	34%	31%
9th to 12th Grade (No Diploma)	24%	22%	22%	24%	31%	18%	29%	18%	18%	24%	25%	25%	21%	24%
High School Graduate (Includes Equivalency)	25%	31%	24%	23%	21%	25%	21%	27%	21%	26%	24%	29%	26%	25%
Some College (No Degree)	12%	11%	9%	10%	8%	8%	9%	11%	10%	7%	10%	6%	10%	10%
Associate Degree	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Bachelor's Degree	12%	9%	9%	10%	7%	10%	8%	10%	8%	4%	11%	5%	10%	10%
Graduate or Professional Degree	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

Source: U.S. Census Bureau.

*GMP-Georgia Mountain Region. It is the summary for all counties in the Georgia Mountain Region
 Statistics for Associate Degrees and Graduate or Professional Degrees were not available for 1980.

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Table 15b: Educational Attainment Regional Comparison by Percentage Continued

1990 Comparison of Regional Counties - Educational Attainment														
	HALL	FORSYTH	HABERSHAM	STEPHENS	HART	LUMPKIN	FRANKLIN	WHITE	UNION	DAWSON	RABUN	BANKS	TOWNS	GMR
Less than 9th Grade	16%	13%	34%	34%	22%	20%	20%	18%	22%	16%	16%	19%	20%	17%
9th to 12th Grade (No Diploma)	19%	19%	29%	18%	19%	19%	26%	19%	19%	23%	21%	24%	22%	21%
High School Graduate (Includes Equivalency)	30%	31%	21%	27%	33%	30%	29%	30%	33%	34%	34%	36%	32%	31%
Some College (No Degree)	15%	16%	9%	11%	11%	15%	12%	16%	11%	13%	13%	10%	11%	14%
Associate Degree	5%	5%		5%	4%	4%	4%	4%	5%	5%	5%	4%	4%	4%
Bachelor's Degree	10%	11%	8%	10%	7%	7%	6%	8%	7%	7%	7%	4%	7%	9%
Graduate or Professional Degree	6%	4%		3%	4%	3%	5%	3%	2%	4%	2%	4%	4%	4%

2000 Comparison of Regional Counties - Educational Attainment														
	HALL	FORSYTH	HABERSHAM	STEPHENS	HART	LUMPKIN	FRANKLIN	WHITE	UNION	DAWSON	RABUN	BANKS	TOWNS	GMR
Less than 9th Grade	14%	6%	13%	11%	9%	11%	11%	9%	9%	6%	9%	13%	10%	10%
9th to 12th Grade (No Diploma)	16%	9%	16%	17%	19%	17%	22%	15%	17%	14%	16%	21%	15%	15%
High School Graduate (Includes Equivalency)	30%	23%	34%	36%	37%	30%	37%	35%	35%	33%	35%	38%	33%	31%
Some College (No Degree)	18%	22%	18%	18%	16%	19%	15%	21%	21%	23%	19%	15%	19%	19%
Associate Degree	4%	6%	4%	3%	5%	5%	5%	5%	6%	5%	4%	3%	6%	5%
Bachelor's Degree	12%	26%	10%	9%	8%	10%	6%	10%	8%	12%	10%	5%	9%	14%
Graduate or Professional Degree	7%	9%	6%	5%	6%	7%	4%	6%	5%	6%	8%	4%	8%	7%

Source: U.S. Census Bureau.

*GMP-Georgia Mountain Region. It is the Summary for all Counties in the Georgia Mountain Region

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The Georgia Department of Education has issued system report cards by county that indicate performance of the school system in comparison to the other counties in the State. In 2001-2002 Hall County Schools had a high school graduation rate of 74.2%, which ranked 57th of 175 systems. The county rated 116th in drop out rates with only a 5.4% drop out rate from the ninth and twelfth grades. The system produces an average score of 979 on Scholastic Assessment Test (SAT) composite scores which is 42nd in the state but higher than the state average, and American College Testing (ACT) scores at 19.7 which is 55th in the state just below the state average. Gainesville High School ranked 53rd of 302 schools for ACT scores with an average of 20.7, and 55th of 302 schools for SAT scores with an average total score of 1012. In 2001, the high school drop out rate in Gainesville was just slightly higher than the rate in the county. A higher percentage of persons in Gainesville have obtained post-secondary education than persons living in the county. However; statistics have dropped for the city since 1990. This is probably due to the Hispanic population moving into the city with a lower educational attainment level.

Table 16 shows the educational statistics for Gainesville, Hall County, and the State of Georgia.

Table 16: Educational Statistics

Gainesville City: Education Statistics							
	1995	1996	1997	1998	1999	2000	2001
H.S. Graduation Test Scores (All Components)	92%	83%	69%	74%	65%	66%	63%
H.S. Dropout Rate	8.60%	8.40%	6.90%	7.40%	8%	6.70%	5.90%
Grads Attending Georgia Public Colleges	28.40%	43.90%	44.70%	47.10%	48.30%	NA	NA
Grads Attending Georgia Public Technical Schools	3.70%	8.30%	0.60%	2.30%	1.70%	7.70%	NA

Hall County: Education Statistics							
	1995	1996	1997	1998	1999	2000	2001
H.S. Graduation Test Scores (All Components)	89%	82%	72%	74%	72%	68%	64%
H.S. Dropout Rate	10.80%	11.80%	7.20%	4.60%	4.80%	5.50%	5.40%
Grads Attending Georgia Public Colleges	30.90%	41.00%	39.70%	37.40%	38.60%	NA	NA
Grads Attending Georgia Public Technical Schools	7.10%	9.90%	7.80%	5.20%	7.60%	8.90%	NA

Georgia: Education Statistics							
	1995	1996	1997	1998	1999	2000	2001
H.S. Graduation Test Scores (All Components)	82%	76%	67%	68%	66%	68%	65%
H.S. Dropout Rate	9.30%	8.60%	7.30%	6.50%	6.50%	6.50%	6.40%
Grads Attending Georgia Public Colleges	35.00%	30.00%	30.20%	38.80%	37.50%	37.30%	36.10%
Grads Attending Georgia Public Technical Schools	5.40%	6.20%	7.10%	6.50%	6.40%	7.40%	8.80%

Source: Georgia Department of Education

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1.1.9.0: INCOME

The median household income for Hall County in 1999 was \$ 44,908. In that same year, the median household income in the State of Georgia was \$42,433. However, in 2000, the per capita income for Hall County was \$22,134, which is lower than the State for the same year. *Table 17* illustrates the per capita income for Gainesville, Hall County, and the State of Georgia from 1980 to 2025. These numbers are based on Woods and Poole Economics, Inc., projections and do not take into account the population projections developed in the Demand Analysis. The historic and projected information was not available for the City of Gainesville. However, the 2000 Census reports a per capita income in the city of \$19,128 (1999 dollars), which converts to \$21,502 in 1996 dollars. It is assumed that the city will maintain a consistent ratio to the per capita income of the county of 97%.

Table 17: Per Capita Income (1996 \$)

Gainesville: Per Capita Income estimated based on ratio to County in 2000										
	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Income per Capita	\$14,684	\$17,641	\$18,947	\$19,845	\$21,502	\$22,940	\$24,217	\$25,371	\$26,426	\$27,397
Hall County: Per Capita Income										
	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Income per Capita	\$15,116	\$18,160	\$19,504	\$20,428	\$22,134	\$23,614	\$24,929	\$26,117	\$27,203	\$28,202
Georgia: GA Per Capita Income										
	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Income per Capita	\$15,353	\$18,512	\$20,715	\$22,287	\$25,433	\$26,975	\$28,549	\$30,141	\$31,767	\$33,413

Source: Woods and Poole Economics, Inc.

Table 18 illustrates the number of households with income in each income bracket. This information can be useful in assessing housing needs or the number of households that are cost burdened within the community. *Table 19* shows the percentage of households in each bracket.

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Table 18: Household Income Distribution

	Gainesville			Hall Co.			Georgia		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
TOTAL Households	6,371	6,947	8,430	25,992	34,720	47,391	1,869,754	2,366,615	3,007,678
Income less than \$5000	856	642	NA	3,413	1,865	NA	302,864	186,997	NA
Income \$5000 - \$9,999	1,050	735	1,222	4,319	2,773	3,901	319,679	209,826	304,816
Income \$10,000 - \$14,999	1,017	766	507	4,359	3,032	2,307	304,354	204,037	176,059
Income \$15,000 - \$19,999	950	686	643	4,118	3,386	2,665	265,302	209,850	177,676
Income \$20,000 - \$29,999	704	1,115	1,022	3,185	6,367	5,625	215,674	405,470	383,222
Income \$30,000 - \$34,999	610	510	622	2,311	2,853	3,352	153,940	186,974	187,070
Income \$35,000 - \$39,999	372	423	562	1,411	2,668	2,903	103,371	160,329	176,616
Income \$40,000 - \$49,999	177	506	754	847	4,391	5,720	62,868	260,968	326,345
Income \$50,000 - \$59,999	123	442	619	481	2,622	4,962	38,203	180,186	278,017
Income \$60,000 - \$74,999	90	321	720	296	2,132	5,372	27,517	162,055	315,186
Income \$75,000 - \$99,999	186	320	748	678	1,404	5,384	47,980	109,468	311,651
Income \$100,000 or more	243	481	1,011	584	1,214	5,200	28,437	90,224	371,020

Source: U.S. Bureau of the Census.

Table 19: Household Income Distribution Percentage

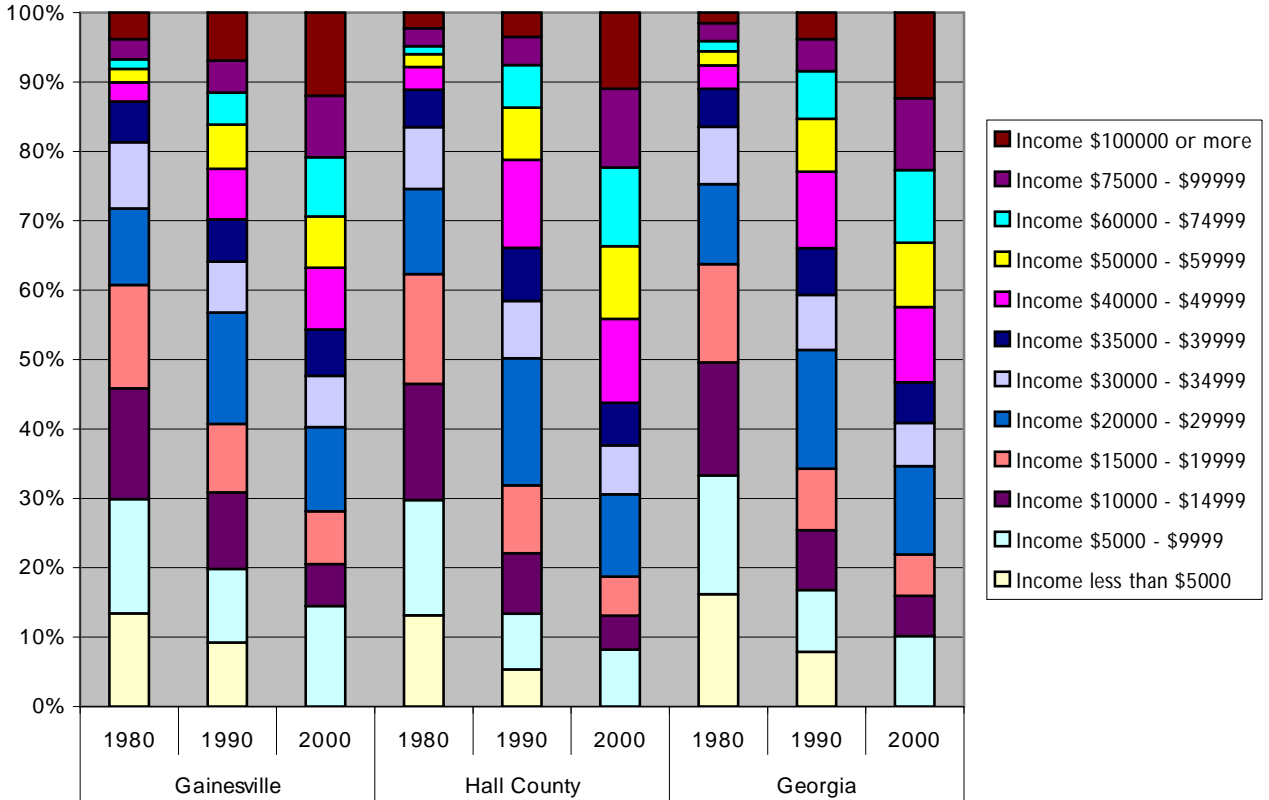
	Gainesville			Hall County			Georgia		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
TOTAL Households	100%	100%	100%	100.00%	100%	100%	100%	100%	100%
Income less than \$5000	13.44%	9.24%	NA	13.13%	5.37%	NA	16.20%	7.90%	NA
Income \$5,000 - \$9,999	16.48%	10.58%	14.50%	16.62%	7.99%	8.23%	17.10%	8.87%	10.13%
Income \$10,000 - \$14,999	15.96%	11.03%	6.01%	16.77%	8.73%	4.87%	16.28%	8.62%	5.85%
Income \$15,000 - \$19,999	14.91%	9.87%	7.63%	15.84%	9.75%	5.62%	14.19%	8.87%	5.91%
Income \$20,000 - \$29,999	11.05%	16.05%	12.12%	12.25%	18.34%	11.87%	11.53%	17.13%	12.74%
Income \$30,000 - \$34,999	9.57%	7.34%	7.38%	8.89%	8.22%	7.07%	8.23%	7.90%	6.22%
Income \$35,000 - \$39,999	5.84%	6.09%	6.67%	5.43%	7.68%	6.13%	5.53%	6.77%	5.87%
Income \$40,000 - \$49,999	2.78%	7.28%	8.94%	3.26%	12.65%	12.07%	3.36%	11.03%	10.85%
Income \$50,000 - \$59,999	1.93%	6.36%	7.34%	1.85%	7.55%	10.47%	2.04%	7.61%	9.24%
Income \$60,000 - \$74,999	1.41%	4.62%	8.54%	1.14%	6.14%	11.34%	1.47%	6.85%	10.48%
Income \$75,000 - \$99,999	2.92%	4.61%	8.87%	2.61%	4.04%	11.36%	2.57%	4.63%	10.36%
Income \$100,000 or more	3.81%	6.92%	11.99%	2.25%	3.50%	10.97%	1.52%	3.81%	12.34%

Source: U.S. Bureau of the Census.

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The following chart illustrates the household income distribution from 1980-2000 shown in *Table 19*.

**Chart 6:
 Hall County Income Distribution Percentages**



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1.2.0.0: POPULATION ASSESSMENT

1.2.1.0: REGIONAL POPULATION TRENDS

Hall County is part of the thirteen-county Georgia Mountain Region (GMR). In 2000, the Hall County population (139,677) contributed 30% of the total GMR population (459,201), more than any other county in the region. When combined with the Forsyth County population (99,825) more than half of the total regional population is located in the southwestern section of the region. The population in Hall and Forsyth Counties is higher than other counties in the region because of their proximity to Lake Lanier and the Atlanta Metro Region. *Table 20* illustrates the population contribution of each of the counties in the GMR.

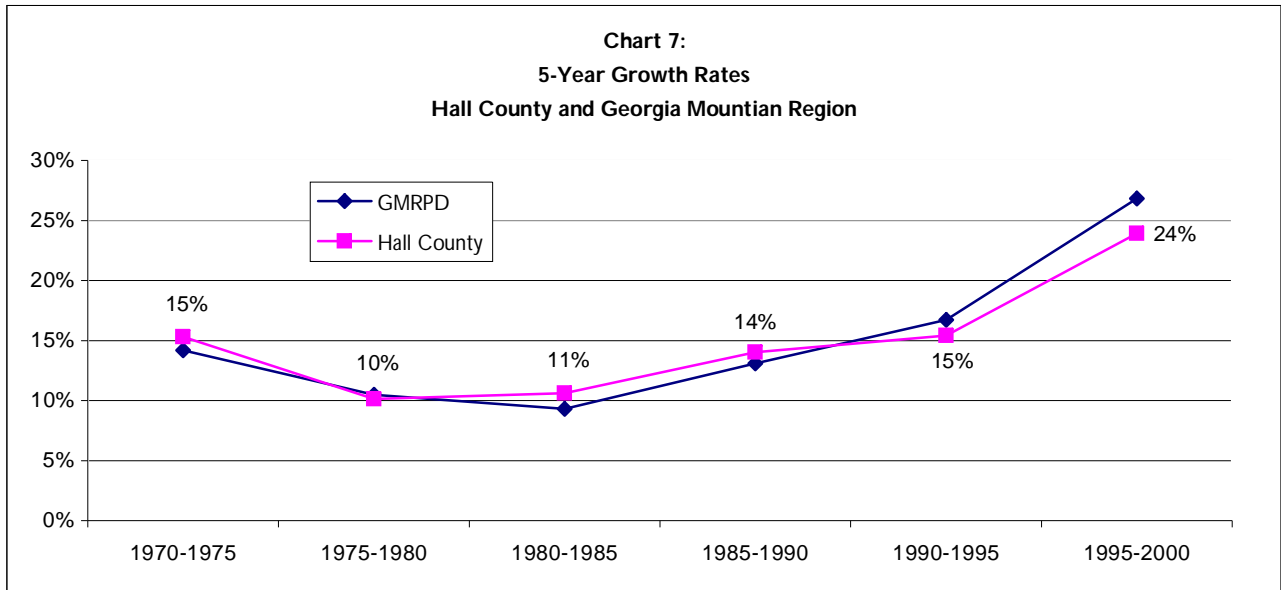
Table 20: 2000 Population with Percentage of Region

GMR Counties	2000	Percentage of Regional Population
Georgia Mountains	459,201	100%
Hall Co	139,677	30%
Forsyth Co	99,825	22%
Habersham Co	36,092	8%
Stephens Co	25,452	6%
Hart Co	23,025	5%
Lumpkin Co	21,177	5%
Franklin Co	20,387	4%
White Co	20,119	4%
Union Co	17,458	4%
Dawson Co	16,158	4%
Rabun Co	15,138	3%
Banks Co	14,550	3%
Towns Co	9,351	2%

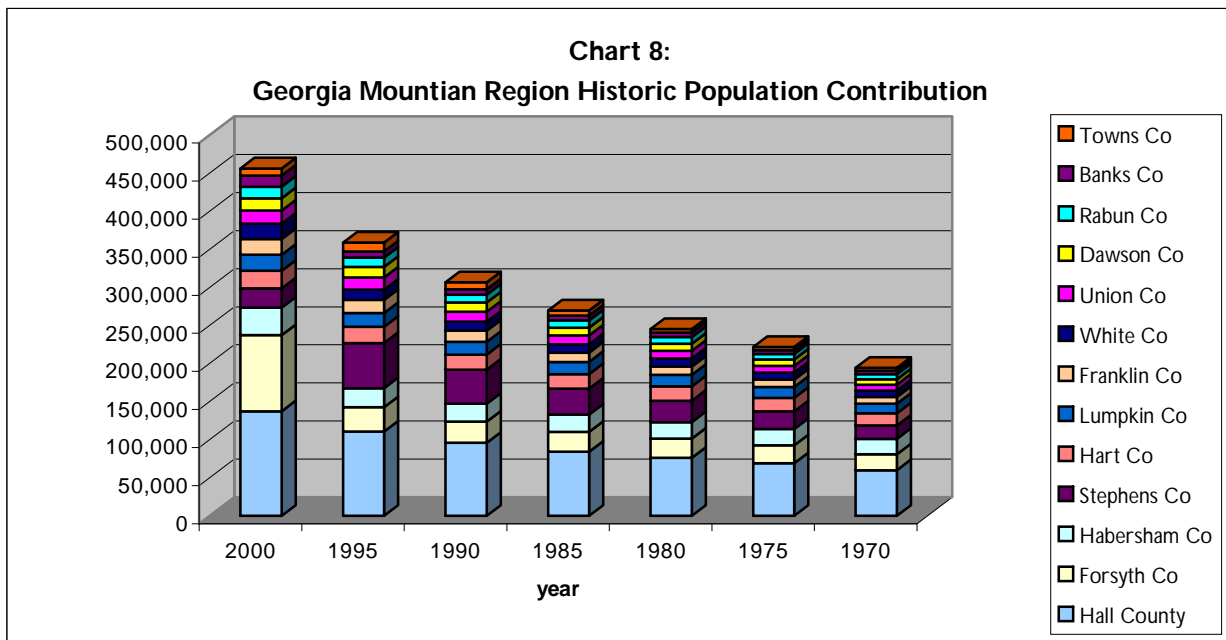
Source: U.S. Census Bureau.

Historically from 1970 to 2000, Hall County has contributed a stable percentage of the regional population reflecting approximately 30% of the GMR population, while other counties have experienced recent fluctuations in their growth rates and percentage of regional population. Hall County has experienced a five-year rate of growth very similar to that of the region as a whole. The growth rate of Hall County has been relatively stable over the last thirty years. The county experienced a growth trend that was at its lowest in the late 1970s at 10% and reached its highest point of 24% from 1995 to 2000. *Chart 7* is a linear representation of the growth rate of both Hall County and the Region.

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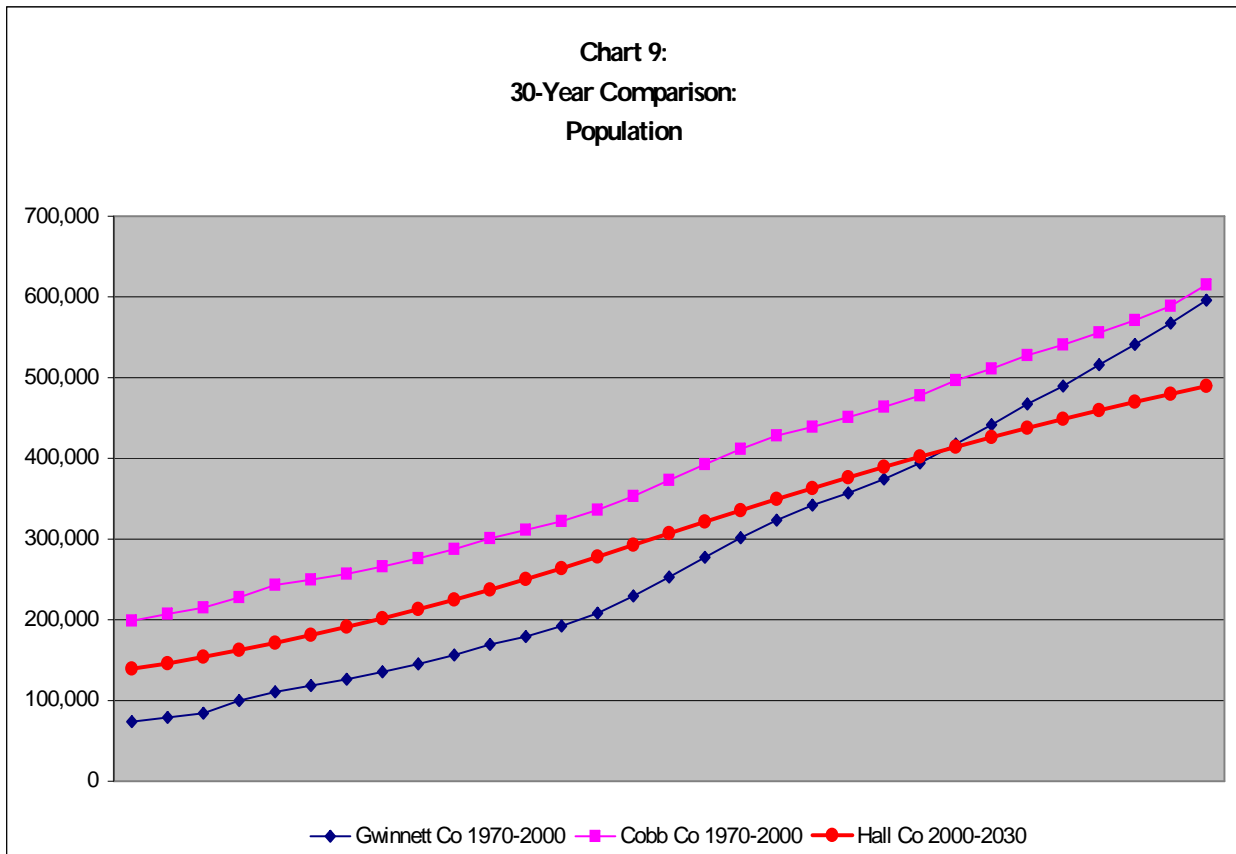


Based on these population trends, Hall County should remain a strong contributor to the Georgia Mountain Region. However, it is also possible that over the planning period of 25 years that the counties surrounding Hall will also experience increased rates of growth, somewhat lessening the percentage of the regional population contributed by Hall County. Since 1995, Forsyth County has experienced a dramatic increase in population. If trends continue, Forsyth County may surpass Hall County. Hall County maintains steady growth because of Gainesville’s historical role as the business center of northeast Georgia, its location near the perimeter of the Atlanta Metro Region, and the local draw of Lake Lanier. Since 1990, the population growth has been significantly affected by the continued draw of the chicken processing industry and the immigration of Hispanic persons.



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When compared to the historic growth rate of Gwinnett and Cobb Counties, the future projected growth for Hall County reflects a similar trend in the first half with a reduction towards the end of the period. Based on this trend diagnosis and other related land use policy decisions, it is anticipated that Hall County will build out at a lower density and with fewer people than these counties.



1.2.2.0: POPULATION ASSESSMENT SUMMARY

Significant population trends affecting the communities of Gainesville and Hall County include the following:

- Hall County and Gainesville are experiencing a significant demographic change. The recent growth in the Hispanic populations has created new challenges for the community. In general, the Hispanic households in Gainesville and Hall County are larger than the average for the whole county. The average household size of a Hispanic household in the community is five persons in the county and six persons in the city. This is more than double the average size of households in the overall community. The growing Hispanic population is younger than the average for the city and county. With nearly 24% of the Hispanic population in Hall County being school aged (five to nineteen) in 2000, the demand placed on area schools has increased from the past. This percentage is just slightly higher than the 22% of the total population that was school aged in 2000.
- Even with an in migration of younger people in the city and county the overall median age of the population will continue to rise as the “baby boom” generation ages and life expectancy increases. During the planning horizon, the percentage of the population over 55 will continue to rise from about 19% at the 1980 census to 25% by 2025. National trends show that aging “empty nesters” show a propensity toward life style communities that cater to the needs of a mature population. Elderly care facilities and services will become more in demand during the planning period.
- Both the city and county are lagging behind the state in educational attainment, especially with the percentage of the population twenty-five and over with less than a ninth grade education. The percentages are almost double the 8% at the state level in both the city and county. The city’s level of attainment is somewhat lower than the county’s with 18% of the adult population having less than a 9th grade education and another 15% without a high school diploma. With the changing demographics, the city and county schools will be challenged to improve educational attainment. However, this trend is probably more reflective of the in migration of persons with a lower level of educational attainment than a reflection of the quality of the local schools. This also indicates a higher demand for low or non-skilled work. In fact, this trend could be directly attributed to the high number of jobs available in chicken processing and related industries.
- Seventy-eight percent of the Gainesville population has at least their high school degree or equivalent and 49% of the city population has pursued some type of post-secondary education. In Hall County, 71% of the population has at least a high school degree or equivalent and 41% have pursued post-secondary education
- Post-secondary educational attainment in the county and city are reflective of the trends at the state level.
- The number of graduates of Hall County or Gainesville Schools who attend universities or post-secondary schools outside of Georgia is unavailable, but the percentage of students continuing education within the state has been consistently similar if not higher than that of the state in general.
- Current (2000) per capita income and household incomes in the city and county are similar to the state averages but are slightly lower. Woods and Poole Economics, Inc. projects that the per capita income will continue to rise but remain under the state average through 2025. Based on 2000 Census reports it is also anticipated that the per capita income of the City of Gainesville will remain lower than that of the county. Once again, this trend is related to

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larger household sizes in Gainesville and Hall County than in the rest of the state and lower paying unskilled work available in the area. However, this element is better addressed in the Economic Development section of this plan.

- Gainesville and Hall County household income trends are reflective of the changes in the state. Household incomes have increased in the city and county over the last 20 years. In 2000, the household income is more evenly distributed than in past years, with approximately 33% of the households reporting incomes between \$ 20,000 and \$49,999. Gainesville has more household incomes under \$9,999 (14.5%) which is more than the state's 10.1 % at the same level, while Hall County has only 8.8%, of the households under this level. More than 50% of Hall County households report income in excess of \$40,000, which is very similar to the state average. Gainesville has 50% of the households reporting incomes in excess of \$35,000. Based upon statistics, Gainesville and Hall County are seeing more households with higher incomes at similar rates to the state. However, while Hall County has a higher percentage of household incomes in the upper income ranges (over \$40,000), Gainesville still has a significant percentage of the population living with household incomes below \$35,000.
- Trends and projections show a continued demand for new housing in the city and county. The path the city and county take to regulate future growth within the respective jurisdictions will ultimately determine the character and build-out population of the community. The demand-based projections indicate a potential combined population for the city and county of 489,000 by 2030. However, this does not reflect the policy decisions made by the city and county that are addressed in the Land Use section of this plan. Under the density and land use recommendations of this plan the potential combined build out population has been identified at approximately 445,566. Because it is assumed that demand will remain relatively high and slow near 2025, buildout will likely be achieved within the planning period under this land use plan.

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1.3.0.0: APPLICABLE GOALS

This process did not specifically identify goals for the population element; however, Goals and Objectives for dealing with population growth are addressed in the Land Use section. Additional Goals and Objectives that will have an impact on the population of the city and county can be found in the Housing, and Economic Development sections of this plan.

GAINESVILLE AND HALL COUNTY COMPREHENSIVE PLAN



HOUSING ELEMENT

ADOPTED: JUNE 24, 2004
AMENDED: MAY 12, 2005

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3.0.0.0 HOUSING

The availability and further demand for housing in Gainesville and Hall County are an important element in the Comprehensive Plan for the community. The Housing Element of this plan inventories the conditions and data that affect the provision of housing for different segments of the population as well as the quality and quantity of the housing. Gainesville and Hall County have a diverse population and have a diverse housing stock that includes historic structures, new development, a range of single and multi-family housing options, and special needs housing. Gainesville and Hall County recognize a need to maintain a diverse and affordable housing base to allow the people who work in the community to live in the community.

3.1.0.0: HOUSING INVENTORY

The inventory for the existing housing utilizes the 1990 and 2000 Census Data. DCA did not provide 1980 data for the housing types and the information was not readily available from the Census. *Tables 1 and 2* illustrate the composition of the available housing in Gainesville and Hall County in 1990 and 2000 respectively. The "Remaining Area" in these tables refers to the area of the county that is outside of the City of Gainesville. The sum of Gainesville and the Remaining Area is equivalent to the Hall County total.

Table 1: Housing Inventory 1990

Type/Units in Structure	Total Housing Units			Vacant Housing Units			Occupied Housing Units		
	Gainesville	Hall Co	Remaining Area	Gainesville	Hall Co.	Remaining Area	Gainesville	Hall Co	Remaining Area
Single-Family									
Detached	4,237	24,742	20,505	230	1,851	1,621	4,007	22,891	18,884
Mobile Home	55	7,625	7,570	8	893	885	47	6,732	6,685
Total	4,292	32,367	28,075	238	2,744	2,506	4,054	29,623	25,569
Multi-Family									
Duplex	409	1,236	827	40	175	135	369	1,061	692
Townhouse	120	448	328	10	45	35	110	403	293
3 or 4 units/building	629	1,145	516	100	187	87	529	958	429
5 to 9	929	1,369	440	128	212	84	801	1,157	356
10 to 19	1,028	1,291	263	177	191	14	851	1,100	249
20 to 49	197	218	21	12	12	-	185	206	21
50 or more	-	-	-	-	-	-	-	-	-
Total	3,312	5,707	2,395	467	822	355	2,845	4,885	2,040
Other	47	241	194	6	28	22	41	213	172
Total-All Units	7,651	38,315	30,664	711	3,594	2,883	6,940	34,721	27,781

Source: 1990 Census, STF1A database, U.S. Bureau of the Census

Table 2: Housing Inventory 2000

Type/Units in Structure	Total Housing Units			Vacant Housing Units			Occupied Housing Units		
	Gainesville	Hall Co	Remaining Area	Gainesville	Hall Co.	Remaining Area	Gainesville	Hall Co	Remaining Area
Single Family									
Detached	4,565	35,873	31,308	173	2,527	2,357	4,392	33,346	28,954
Mobile Home	80	7,953	7,873	-	540	540	80	7,413	7,333
Total	4,645	43,826	39,181	173	3,067	2,894	4,472	40,759	36,287
Multi-Family									
Duplex	386	1,153	767	32	86	64	354	1,067	713
Townhouse	291	874	583	29	70	41	262	804	542
3 or 4 units/building	780	1,282	502	53	1,44	91	727	1,138	411
5 to 9	1,118	1,549	431	90	1,26	36	1,028	1,423	395
10 to 19	951	1,393	442	71	1,24	53	880	1,269	389
20 to 49	377	483	106	38	38	-	339	445	106
50 or more	364	467	103	-	-	-	364	467	103
Total	4,267	7,201	2,934	313	588	275	3,954	6,613	2,659
Other	-	19	19	-	10	10	-	9	9
Total-All Units	8,912	51,046	42,134	486	3,665	3,179	8,426	47,381	38,955

Source: 2000 Census, STF3 database (estimates from long form). U.S. Bureau of the Census

Tables 3 and 4 illustrate the annual building trends for housing in Gainesville and Hall County over the ten-year period between 1990 and 2000. From these records, it is evident that the major increase in housing within the City of Gainesville was acquired as multi-family units, which contrasts to the trend in the remainder of Hall County where detached single-family units were the predominant form for new housing over the ten-year period.

Table 3: Gainesville Annual Housing Inventory 1990-2000

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Permits Issued											
Single-Family											
Detached	18	18	46	43	46	65	57	73	150	131	
Mobile Home	-	-	-	-	10	-	-	-	-	-	
Total	18	18	46	43	56	65	57	73	150	131	
Multi-Family	14	16	-	222	73	21	265	391	240	687	
Total Permitted Each Year	32	34	46	265	129	86	322	464	390	818	
Housing Inventory*											
Single-Family Detached	4,237	4,247	4,258	4,284	4,308	4,335	4,372	4,404	4,446	4,531	4,606
Mobile Home	55	58	60	63	65	68	71	73	76	78	81
Multi-Family	3,312	3,320	3,329	3,329	3,456	3,494	3,505	3,653	3,872	4,006	4,389
Other	47	42	38	33	28	24	19	14	9	5	-
Total Units Each April 1	7,351	7,667	7,684	7,708	7,855	7,920	7,966	8,145	8,403	8,620	9,076

Table 4: Hall County Annual Housing Inventory 1990-2000

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Permits Issued											
Single-Family											
Detached	592	280	769	945	1,044	1,124	1,336	1,609	1,764	1,869	
Mobile Home	560	455	365	343	463	418	467	388	322	375	
Total	1,152	1,035	1,134	1,288	1,507	1,542	1,833	1,997	2,086	2,244	
Multi-Family	-	-	2	222	92	30	279	419	266	862	
Total Permitted Each Year	1,152	1,035	1,136	1,510	1,599	1,572	2,112	2,416	2,352	3,106	
Housing Inventory*											
Single-Family Detached	24,742	25,307	25,861	26,595	27,497	28,493	29,566	30,870	32,405	34,089	35,873
Mobile Home	7,626	7,669	7,705	7,734	7,761	7,798	7,831	7,867	7,898	7,923	7,953
Multi-Family	5,707	5,707	5,707	5,708	5,861	5,924	5,945	6,137	6,425	6,608	7,201
Other	241	219	197	174	152	130	108	86	63	41	19
Total Units Each April 1	38,315	38,902	39,469	40,211	41,271	42,345	43,449	44,960	46,792	48,662	51,046

*From 1990 inventory, annual additions (permits issued) minus units not built and demolitions/removals, resulting in 2000 inventory per Census.

3.1.1.0: HOUSING TYPE

Gainesville and Hall County are part of the Georgia Mountain Region a 13 county region that includes the following counties: Dawson, Forsyth, Franklin, Habersham, Hart, Lumpkin, Rabun, Stephens, Towns, Union, and White. The composition of the housing stock in both the city and county can be compared to that of the State of Georgia, the counties in the Georgia Mountain Region (GMR) and Georgia cities and counties. Because of their close proximity to Hall County and the potential impacts of growth from the Atlanta Metro Region, DeKalb and Gwinnett Counties are included for comparison. *Table 5* shows the housing stock composition of these different jurisdictions. The percentage of single-family units in each jurisdiction is illustrated in *Chart 1*. Single units include mobile homes, detached single-family and attached single-family.

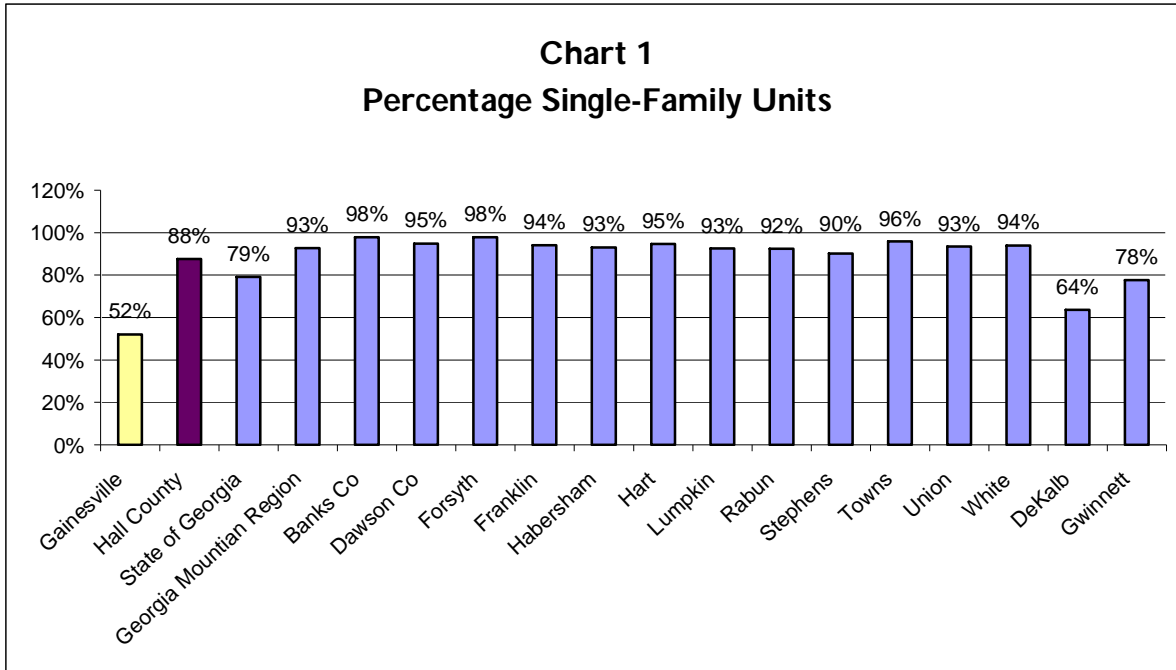
Table 5: Housing Type Comparison 2000

	Gainesville	Hall County	State of Georgia	Georgia Mountain Region	DeKalb Co.	Gwinnett Co
TOTAL Housing Units	100%	100%	100%	100%	100%	100%
Single Units	52%	88%	79%	93%	64%	78%
Multi-Family	48%	12%	21%	7%	36%	22%
All Other	0%	0%	0%	0%	0%	0%

	Dawson County	Forsyth County	Franklin County	Habersham County	Hart County	Lumpkin County
TOTAL Housing Units	100%	100%	100%	100%	100%	100%
Single Units	95%	98%	94%	93%	95%	93%
Multi-Family	5%	2%	6%	7%	4%	7%
All Other	0%	0%	0%	0%	1%	0%

	Rabun County	Stephens County	Towns County	Union County	White County
TOTAL Housing Units	100%	100%	100%	100%	100%
Single Units	92%	90%	96%	93%	94%
Multi-Family	8%	10%	3%	4%	5%
All Other	0%	0%	1%	3%	1%

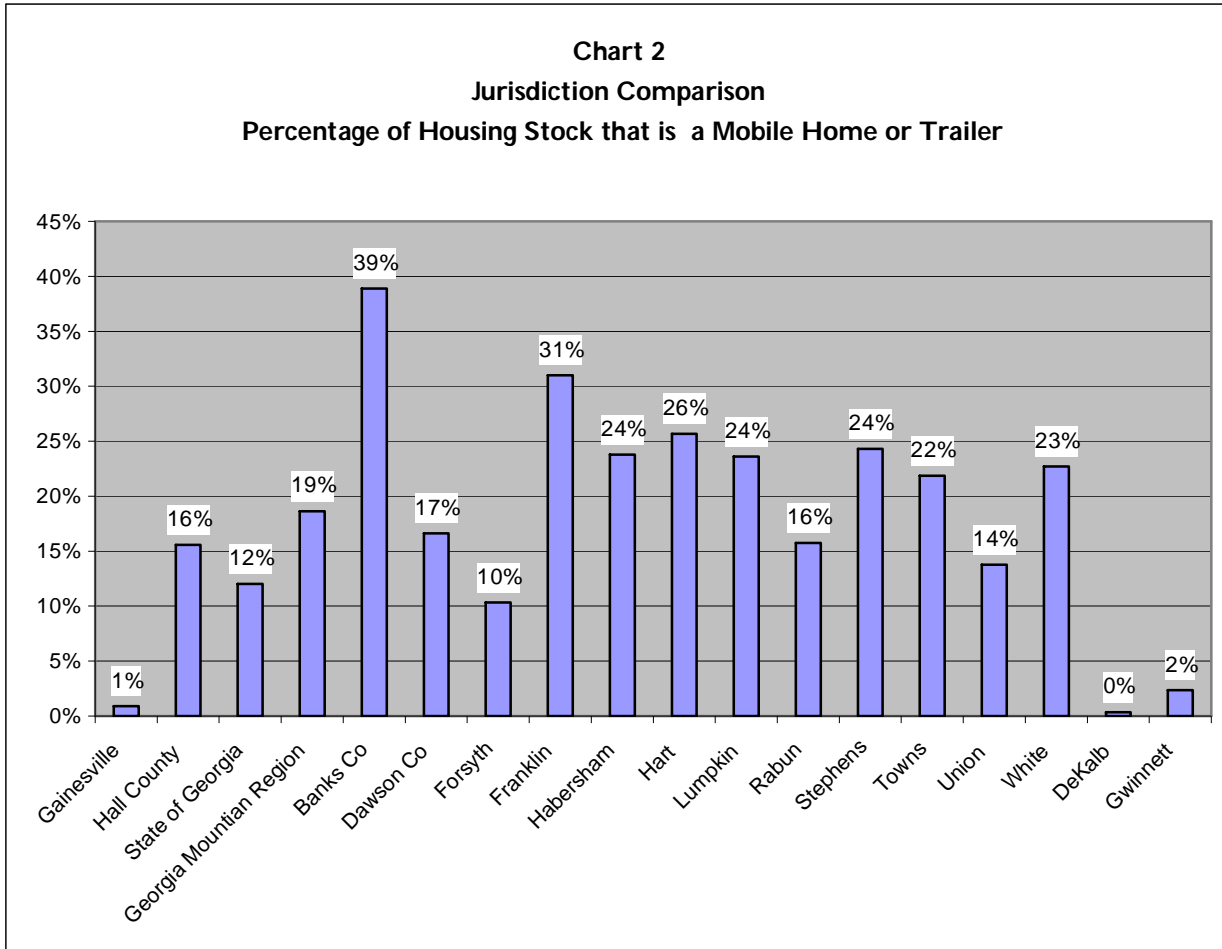
Source: U.S. Bureau of the Census.



Source: Table 5.

After DeKalb and Gwinnett Counties to the south, Hall County has the highest percentage of multi-family housing among the counties compared. The statewide percentage of multi-family units is 21% of the total housing stock. Hall County has 12% multi-family housing units as of 2000 with more than half of them located in the City of Gainesville. Of the other counties in the Georgia Mountain Region, the county that comes closest to the percentage of multi-family in Hall County is Stephens County with only 10%.

The adjusted 2000 U.S. Census reports that 48% of the housing stock in Gainesville is multi-family. This is significantly higher than any other jurisdiction in the Georgia Mountain Region, but not atypical of an urban area with employment opportunities. The City of Dalton, the county seat of Whitefield County and noted employment center in north Georgia, has 41% of the housing units in multi-family structures. The City of Decatur, county seat of DeKalb County, had 37% multi-family housing in 2000, and the City of Duluth has about 36% multi-family units. Lawrenceville and Canton, the county seats for Gwinnett and Cherokee Counties, also have higher percentages of multi-family than the counties in the Georgia Mountain Region.



Source: U.S. Bureau of the Census.

Hall County is more urbanized than the other counties in the Georgia Mountain Region. However, in comparison to other urban counties like DeKalb and Gwinnett, there is still a substantial percentage of housing units that are mobile homes. Just as multi-family percentages increase as areas urbanize, mobile-home percentages tend to decrease. Gainesville has only 1% of the reported housing provided in mobile homes similar to the percentage of housing in Dalton (2% mobile-homes) and Duluth (1% mobile-homes).

3.2.2.0: FUTURE HOUSING DEMAND

Future housing-type demand will depend on a number of variables from availability and economics, to the changes in demographics in Hall County and Gainesville. The demand analysis prepared for the city and county shows the demand for 123,860 new housing units by 2030. This figure is broken down by type in *Table 6*. Like population, the final projections for housing should reflect the policy decisions established in later sections of the plan.

Table 6: Summary-Residential Demand to 2030

	City of Gainesville	Hall County Outside of Gainesville	Hall County Total
Single-Family	10,996	95,345	106,341
Two-Family (Duplex)	913	1,885	2,798
Multi-Family	9,188	5,487	14,675
Other	-	46	46
Total New Housing Units	21,097	102,763	123,860

Source: Distribution based on housing units by type, 2000 Census.

3.2.3.0: AGE OF HOUSING STOCK

Table 7: Housing Built Before 1939

	City of Gainesville		
	1980	1990	2000
1939 or Earlier	1584	890	522

	Hall County		
	1980	1990	2000
1939 or Earlier	3,711	2,699	2,201

	State of Georgia		
	1980	1990	2000
1939 or Earlier	296,662	212,294	192,972

Source: U.S. Bureau of the Census.

Table 8: Percentage of Housing Stock Built Before 1939

	City of Gainesville		
	1980	1990	2000
1939 or Earlier	26%	11%	6%

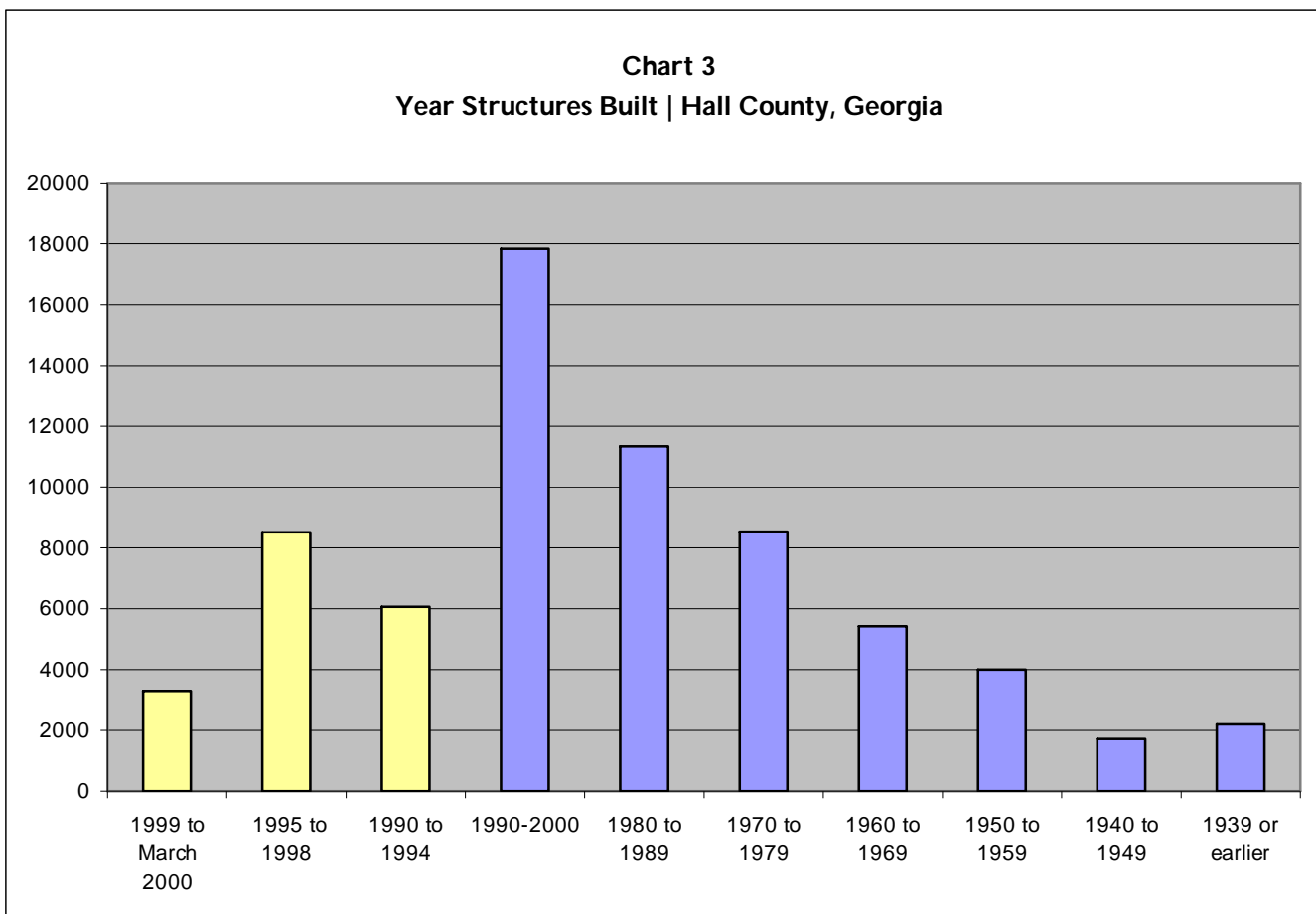
	Hall County		
	1980	1990	2000
1939 or Earlier	13%	7%	4%

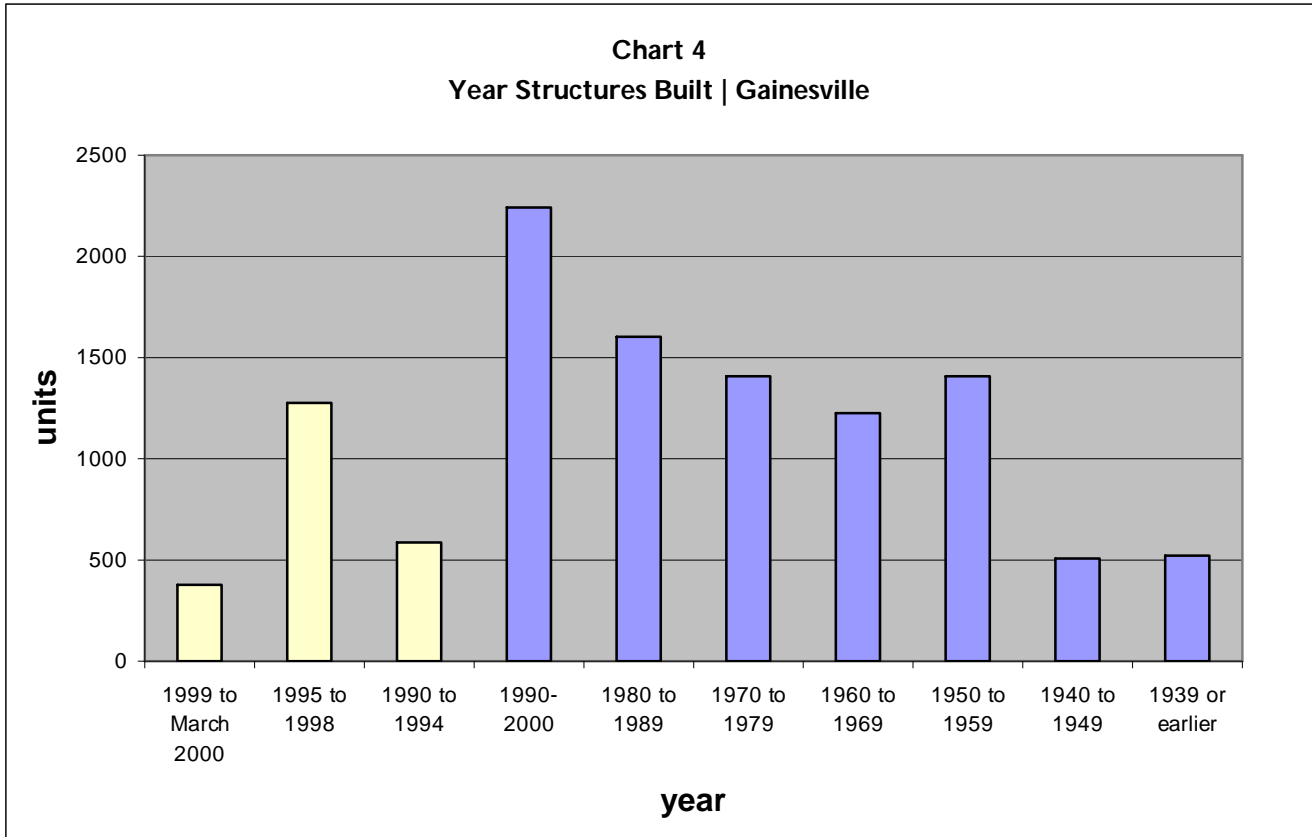
	State of Georgia		
	1980	1990	2000
1939 or Earlier	NA	8%	6%

Source: U.S. Bureau of the Census. Percentage is applied to total in the jurisdiction

Tables 7 and 8 illustrate a loss in older homes in the city, county, and state since 1980. However, it appears that older homes are proportionally demolished more rapidly in Gainesville than in Hall County or the state. From 1990 to 2000, Gainesville lost 368 homes built before 1939 or nearly 41% of the 890 units that existed in 1990. However, for the overall county only 18% of the 2,699 were eliminated from the housing supply by 2000. More old homes were removed from the housing stock in the county and state in the 1980s than in the 1990s with a loss of 27% and 28% respectively, showing a slowing trend. Without a good indication of the condition of these older homes, it is difficult to assess the reasons for the loss of them from the housing pool. The housing inventory is not available from 1980. In the Georgia Mountain Region, approximately 7% of the housing was built before 1939 at the 1990 Census, by the 2000 Census only 5% of the housing was built before 1939.

The development in Hall County increased in the 1980s and stayed strong up to the year 2000 with the greatest period of growth during the late 1990s. The community is still experiencing a relatively high demand for new housing. Gainesville grew quickly in the 1950s and then had a slight decline in growth followed by a steady increase to the 1980s. Then in the 1990s, the city experienced the greatest period of growth mirroring the trend in the county. The following charts illustrate the number of housing units built in Hall County and Gainesville in each decade. The breakdown of the period from 1990 to 2000 reflects information available from the Census.





Source: U.S. Bureau of the Census, Table H34.

3.2.4.0: CONDITION OF HOUSING STOCK

The only data available to assess the condition of the housing stock is the U.S. Census data reporting the availability of plumbing facilities. *Table 9* illustrates the current and historic figures in the city, county, and state; data for 1980 is not readily available from the Census or Georgia Department of Community Development because prior to 1990 this information was reported differently. *Table 9a* illustrates the 1980 data for Hall County similar records could not be found for Gainesville, and *Table 9b* shows the data with what was available from 1980, 1990, and 2000 for comparison.

Table 9a: Characteristics of Housing Quality, Hall County - 1980

	# of Year-Round Units	% of Total Year-Round Units
Housing units with ½ bath or less	852	3%
Housing units with no kitchen	586	2%
Housing units on septic tank or cesspool	18,055	66%
Housing units with no air conditioning	12,958	47%
Housing units without built in heating system	9,516	35%

Source: "Detailed Housing Characteristics: Georgia," 1980 Census of Housing, Department of Commerce, Bureau of the Census, June 1983.

Table 9b: Condition of Housing

	1980		1990		2000	
	Count	Percentage	Count	Percentage	Count	Percentage
City of Gainesville						
Total Housing Units	5984	100%	7,717	100.00%	8,912	100.00%
Complete Plumbing Facilities	5891	98.87%	7,699	99.80%	8,849	99.30%
Lacking Plumbing Facilities	93	1.56%	18	0.20%	63	0.70%
Hall County						
Total Housing Units	27,956	100.00%	38,315	100.00%	51,046	100.00%
Complete Plumbing Facilities	27,203	97.30%	38,030	99.30%	50,730	99.40%
Lacking Plumbing Facilities	753	2.69%	285	0.70%	316	0.60%
Georgia						
Total Housing Units	NA	NA	2,638,418	100.00%	3,281,737	100.00%
Complete Plumbing Facilities	NA	NA	2,609,956	98.90%	3,252,197	99.10%
Lacking Plumbing Facilities	35,769	NA	28,462	1.10%	29,540	0.90%

Source: U.S. Bureau of the Census

Note: The total number of housing units in 1980 cannot be confirmed because there are various reports from the U.S. Census. The total number of houses reported for Hall County and Gainesville in 1980 is not the same as the sum of housing units with and without complete plumbing facilities reported by the U. S. Census for the same year.

Based on these figures, both Gainesville and Hall County have been and are above the state and Georgia Mountain Region for the provision of full plumbing facilities in housing. In 1990, 1.31% of the total housing in the Georgia Mountain Region lacked adequate plumbing facilities; by 2000, this was reduced to 0.8%. The region also experienced a drop in the actual number of housing units lacking adequate plumbing, dropping from 1,754 units in 1990 to only 1,450 units in 2000. However, while the county improved the percentage of housing with complete plumbing facilities, there has been an increase in the number of homes without complete plumbing facilities. The City of Gainesville saw an increase in both the percentage and the number of housing units without adequate plumbing. While it is difficult to ascertain the exact cause for the increase in the number of housing units without complete plumbing facilities, city and county departments indicate three factors that may have contributed to the increase. As houses change ownership, what one owner judged as complete plumbing may now be viewed by the new owner or tenant as incomplete. The city’s building inspection department has records of people living in structures that are not intended as dwelling units, for example converting garages or sheds but not having plumbing facilities. The other factor that is impacting the number is that older homes that had functioning facilities in 1990 are not operational in 2000.

3.2.5.0: TENURE OF HOUSEHOLDS

Hall County currently (2000) has about a 7% vacancy rate for all housing. This has dropped from the 1990 rate of 9%. Gainesville has also experienced a dramatic decrease in the vacancy rate dropping from 9% in 1990 to only 5% in 2000. The Georgia Mountain Region has historically (16%) and currently (13%) had a vacancy rate higher than either Gainesville or Hall County. The State of Georgia had a vacancy rate of 10% in 1990 and only 8% in 2000. Data for 1980 was not available. Table 10 illustrates the occupancy characteristic of housing in the city, county, region, and state. Data for 1980 was incomplete or unavailable for all jurisdictions.

Table 10: Occupancy Characteristics

City of Gainesville						
	1980		1990		2000	
TOTAL Occupied Units (Households)	6,371	NA	7,413	91%	8,430	95%
Housing Units Vacant	NA	NA	715	9%	486	5%
Housing Units Owner Occupied	4,190	NA	3,779	47%	3,679	41%
Housing Units Renter Occupied	2,180	NA	3,633	45%	4,747	53%
Owner to Renter Ratio of Vacancy	NA		0.21		0.45	
Owner Vacancy Rate	NA		2.66		3.16	
Renter Vacancy Rate	NA		10.42		5.31	
Hall County						
	1980		1990		2000	
TOTAL Occupied Units (Households)	25,992	NA	34,650	90%	47,391	93%
Housing Units Vacant	NA	NA	3,594	9%	3,665	7%
Housing Units Owner Occupied	18,570	NA	24,097	63%	33,681	66%
Housing Units Renter Occupied	7,425	NA	10,624	28%	13,700	27%
Owner to Renter Ratio of Vacancy	NA		NA		1.31	
Owner Vacancy Rate	NA		NA		3.1	
Renter Vacancy Rate	NA		NA		5.68	
Georgia Mountain Region						
	1980		1990		2000	
TOTAL Occupied Units (Households)	84,466	NA	112,711	84%	166,408	87%
Housing Units Vacant	NA	NA	20,911	16%	25,145	13%
Housing Units Owner Occupied	64,763	NA	86,057	64%	130,235	68%
Housing Units Renter Occupied	19,705	NA	26,510	20%	36,052	19%
Owner to Renter Ratio of Vacancy	NA		0.8		1.5	
Owner Vacancy Rate	NA		2.3		2.5	
Renter Vacancy Rate	NA		11.7		8.2	
State of Georgia						
	1980		1990		2000	
TOTAL Occupied Units (Households)	1,869,754	NA	2,366,615	90%	3,007,678	92%
Housing Units Vacant	NA	NA	271,803	10%	275,368	8%
Housing Units Owner Occupied	1,215,206	NA	1,536,759	58%	2,029,293	62%
Housing Units Renter Occupied	654,548	NA	829,856	31%	977,076	30%
Owner to Renter Ratio of Vacancy	NA		0.32		0.51	
Owner Vacancy Rate	NA		2.36		2.24	
Renter Vacancy Rate	NA		12.36		8.46	

Source: U.S. Bureau of the Census via DCA Plan Builder. Data appears to be from the STF3 dataset an estimate not a 100% count, which was used in other tables. DCA did not provided complete data for 1980 and it was not readily available from the Census directly.

In 1990, Gainesville had 47% of the housing units occupied by the owners and 45% rented, 50% of the households are residing in a home that they own and 49% of the city’s households are renting a housing unit. Countywide about 63% of the housing units are owner occupied, about 70% of the total households. Twenty-eight percent of the occupied housing units are rented--these units accommodate about 30% of the households. In 2000, the number of renting households surpassed the number of households in owner occupied units in the city. However, the owner occupied units countywide has increased to 66% of the occupied housing units. The drop in the vacancy rate in both the city and county has also affected the split. The significant increase in multi-family housing and a loss of single-family housing in the city from 1990 to 2000 is reflected in the distribution of renter versus owner households in the city. However, the dramatic growth in the 1990s has compensated for the larger percentage countywide that now are homeowners.

Owner occupancy rates in Hall County are similar to those of the state and region and higher than the City of Gainesville. The city and county vacancy rates for renters are significantly lower than the state or region, While vacancy, rates for owners are higher in both the city and county when compared to the regional and state averages.

Table 11: Vacancy Status 2000

	City of Gainesville		Hall County	
Total:	486	100%	3,665	100%
For rent	266	55%	825	23%
For sale only	120	25%	1,078	29%
Rented or sold, not occupied	35	7%	361	10%
For seasonal, recreational, or occasional use	14	3%	940	26%
For migrant workers	0	0%	2	0%
Other vacant	51	10%	459	13%

Source: U.S. Bureau of the Census. Table H8 STF3 dataset, 2000.

More than a quarter of the vacant housing units in Hall County are used for seasonal or recreational uses. In Gainesville, this use only accounts for 3% of the vacant homes. Most of the vacant housing in Gainesville is for rent or sale. In the county, it is the same.

3.2.6.0: COST OF HOUSING AND HOUSING AFFORDABILITY

Table 12 illustrates the median value and rents for the city, county, region and state.

Table 12: Housing Costs

City of Gainesville			
	1980	1990	2000
Median Property Value	NA	\$91,500	\$129,500
Median Rent	NA	\$393	\$522

Hall County			
	1980	1990	2000
Median Property Value	\$37,700	\$76,300	\$111,500
Median Rent	\$130	\$424	\$520

Georgia Mountain Region			
	1980	1990	2000
Median Property Value	NA	\$68,848	\$114,583
Median Rent	NA	\$422	\$661

State of Georgia			
	1980	1990	2000
Median Property Value	\$23,100	\$71,278	\$100,600
Median Rent	\$153	\$365	\$505

Source U.S. Bureau of the Census. 2000.

In 1980, 1990, and 2000, the median property value in the county and city were both above the median value for the state. In 1990, the median property value in the city and county was greater than that of the region. By 2000, the region had a higher property value than Hall County. The median rents in Gainesville and Hall County have been higher than the median rent of the state. In 2000, the median rent for the region was much higher than the city or county.

The extent to which a household is cost burdened by the provision of housing is another factor that affects housing. Housing cost as a percentage of income was available for 1999 through the 2000 U.S. Census. The data is split between gross rent and housing costs of owner. In 1999, the Median Gross Rent as a percentage of household income for Hall County was 24% and for Gainesville, it was 25%. The same year, the median gross rent for the State of Georgia was 24.9% of the household income. A cost burdened household is one that pays more than 30% of the household income for housing; a severely cost burdened household pays more than 50% of their household income for housing.

The following series of tables illustrates the cost of housing in Gainesville, Hall County, the GMR, and the State of Georgia

Table 13: Percentage of Household Income paid for Rent in 1999

	City of Gainesville		Hall County		Georgia Mountain Region		Georgia	
Total:	4,747	100%	13,478	100%	34,670	100%	964,446	100%
Less than 10 percent	277	6%	871	6%	2,373	7%	63,131	7%
10 to 14 percent	635	13%	1,890	14%	4,631	13%	114,079	12%
15 to 19 percent	600	13%	1,984	15%	4,865	14%	140,798	15%
20 to 24 percent	606	13%	1,759	13%	4,336	13%	123,890	13%
25 to 29 percent	520	11%	1,407	10%	3,356	10%	97,915	10%
30 to 34 percent	440	9%	959	7%	2,413	7%	70,813	7%
35 to 39 percent	212	4%	674	5%	1,849	5%	49,438	5%
40 to 49 percent	292	6%	777	6%	1,942	6%	62,311	6%
50 percent or more	796	17%	2,004	15%	4,723	14%	158,922	16%
Not computed	369	8%	1,153	9%	4,182	12%	83,149	9%

Source. U.S. Bureau of the Census, Table H69.

According to the 1999 figures, about 18% of the renting households in Hall County were paying between 30% and 49% of the household income for rent, 19% of the renting households in Gainesville were cost-burdened by their rent. There were 15% of the renting households in Hall County paying more than 50% of their income for housing and 17% of renting households in Gainesville were severely cost-burdened by their rent. Table 14 shows similar data for owner occupied housing. The percentage of cost burdened households that are renting in both Gainesville and Hall County are similar to the regional and state percentages.

Table 14: Percentage of Household Income paid for Owner Costs 1999

	City of Gainesville		Hall County		Georgia Mountain Region		State of Georgia	
Total:	3,421	100%	26,315	100%	93,914	100%	1,596,408	100%
Housing units with a mortgage:	2,184	64%	19,501	74%	66,342	71%	1,201,569	75%
Less than 10 percent	212	6%	1,438	5%	4,662	5%	94,598	6%
10 to 14 percent	289	8%	3,047	12%	11,056	12%	211,696	13%
15 to 19 percent	447	13%	4,310	16%	14,046	15%	257,181	16%
20 to 24 percent	316	9%	3,392	13%	11,523	12%	202,863	13%
25 to 29 percent	290	8%	2,364	9%	7,382	8%	133,434	8%
30 to 34 percent	145	4%	1,398	5%	4,871	5%	82,782	5%
35 to 39 percent	105	3%	918	3%	3,048	3%	52,742	3%
40 to 49 percent	94	3%	888	3%	3,232	3%	56,623	4%
50 percent or more	268	8%	1,654	6%	6,190	7%	103,568	6%
Not computed	18	1%	92	0%	332	0%	6,082	0%
Housing units without a mortgage:	1,237	36%	6,814	26%	27,572	29%	394,839	25%
Less than 10 percent	599	18%	3,631	14%	14,597	16%	205,890	13%
10 to 14 percent	196	6%	1,108	4%	4,762	5%	69,431	4%
15 to 19 percent	124	4%	633	2%	2,562	3%	36,299	2%
20 to 24 percent	72	2%	453	2%	1,506	2%	22,142	1%
25 to 29 percent	47	1%	197	1%	919	1%	13,926	1%
30 to 34 percent	50	1%	201	1%	851	1%	9,172	1%
35 to 39 percent	29	1%	81	0%	383	0%	6,188	0%
40 to 49 percent	40	1%	113	0%	525	1%	7,895	0%
50 percent or more	66	2%	300	1%	978	1%	15,911	1%
Not computed	14	0%	97	0%	489	1%	7,985	1%

Source: U.S. Bureau of the Census. Table H94. 2000

Households that own a home are divided between those with a mortgage and those with no mortgage. In Hall County, 11% of the households were paying between 30% and 49% of the household income for housing costs when they had a mortgage on the home. Only 6% were paying more than 50% of their income for housing costs. Gainesville had 10% of the homeowners cost-burdened by housing costs and only 8% were severely cost-burdened. This is similar to the state and region. Of the households with no mortgage the percentages that are cost-burdened or severely cost-burdened are even less. Table 15 was taken from the Census data, which provides the number of households paying more than 35% of their household income for housing. While this is not the exact percentage indicated by DCA as a cost burdened household (30%) it gives a quick snap-shot of the portion of the community that are most burdened by the cost of housing. Table 15 illustrates the percentage of home owning households in each income bracket that paid more than 35% of their household income for housing costs in 1999. Table 16 illustrates similar data for renters.

Table 15: Percentage of homeowners paying more than 35% of annual income by income bracket 1999

	City of Gainesville		Hall County		State of Georgia	
Total homeowners with mortgage:	3,421		26,315		1,596,408	
Less than \$10,000:	190		1,216		83,487	
35 percent or more	117	62%	765	63%	50,319	60%
\$10,000 to \$19,999:	327		2,007		122,510	
35 percent or more	148	45%	843	42%	54,171	44%
\$20,000 to \$34,999:	455		3,877		231,539	
35 percent or more	144	32%	1,254	32%	72,888	31%
\$35,000 to \$49,999:	497		4,234		257,571	
35 percent or more	108	22%	639	15%	37,259	14%
\$50,000 to \$74,999:	708		6,942		373,705	
35 percent or more	56	8%	311	4%	19,822	5%
\$75,000 to \$99,999:	444		3,986		231,261	
35 percent or more	15	3%	74	2%	4,811	2%
\$100,000 to \$149,999:	422		2,614		185,404	
35 percent or more	14	3%	29	1%	2,640	1%
\$150,000 or more:	378		1,439		110,931	
35 percent or more	-	0%	39	3%	1,017	1%

Source: U.S. Bureau of the Census. Table H94.

Table 16: Percentage of renters paying more than 35% of annual income by income bracket 1999

	City of Gainesville		Hall County		State of Georgia	
Total Renters:	4,747		13,478		964,446	
Less than \$10,000:	1,038		2,100		178,632	
35 percent or more	620	60%	1,308	62%	110,843	62%
\$10,000 to \$19,999:	807		2,125		171,653	
35 percent or more	487	60%	1,442	68%	98,347	57%
\$20,000 to \$34,999:	1,106		3,449		237,062	
35 percent or more	186	17%	661	19%	54,027	23%
\$35,000 to \$49,999:	725		2,614		161,828	
35 percent or more	0	0%	37	1%	6,160	4%
\$50,000 to \$74,999:	623		1,954		134,565	
35 percent or more	7	1%	7	0%	1,091	1%
\$75,000 to \$99,999:	228		741		45,202	
35 percent or more	0	0%	0	0%	158	0%
\$100,000 or more:	220		495		35,504	
35 percent or more	0	0%	0	0%	45	0%

Source: U.S. Bureau of the Census. Table H73

As is evident by these tables the segments of the population most cost burdened by housing are those households with an annual income in 1999 of less than \$35,000.

3.2.7.0: HOUSEHOLD SIZE AND CROWDING

Another factor affecting the quality of a communities housing supply is whether the housing stock is meeting the lifestyle needs of the residents. DCA defines crowded conditions as households where there is more than one person per room of the house. Table 17 and 18 show the average household sizes in the city, county, and state.

Table 17: Average Household Size by Occupancy 2000

	City of Gainesville	Hall County	State of Georgia
Total	2.82	2.89	2.65
Owner occupied	2.77	2.85	2.73
Renter occupied	2.85	2.99	2.47

Source: U. S. Bureau of the Census. 2000.

Table 18: Average Household Size by Race of Householder 2000

Race of Householder	City of		State of
	Gainesville	Hall County	Georgia
White alone	2.47	2.73	2.53
Black or African American alone	2.69	2.93	2.81
American Indian and Alaska Native American alone	2.31	2.97	2.87
Asian alone	4.27	4.05	3.21
Native Hawaiian and Other Pacific Islander alone	5.00	4.83	3.27
Some other race alone	5.43	5.28	4.34
Two or more races	3.95	4.01	2.97
Hispanic or Latino	5.23	5.16	4.06
White alone; not Hispanic or Latino:	2.07	2.57	2.50

Source: U.S. Bureau of The Census.2000.

The average household sizes in Gainesville and Hall County are larger than the state average by a significant amount. The considerably larger household size of Hispanic Households is a “red flag” that there may be some crowding problems in this population. In general, the 2000 Census shows that minority households are larger than the city, county, or state averages, meaning that they are at higher risk of living in crowded conditions. Table 19 shows the distribution of households in the city, county, and state based on the number of persons per room in the house.

Table 19: Occupants per room by occupancy 2000

	City of Gainesville		Hall County		State of Georgia	
	Count	Percentage	Count	Percentage	Count	Percentage
Total Households:	8,426		47,381		3,006,369	
Owner Occupied Households:	3,679	100%	33,681	100%	2,029,293	100%
0.50 or less occupants per room	3,010	82%	24,140	72%	1,502,233	74%
0.51 to 1.00 occupants per room	472	13%	8,254	25%	477,345	24%
1.01 to 1.50 occupants per room	68	2%	680	2%	34,902	2%
1.51 to 2.00 occupants per room	86	2%	393	1%	11,587	1%
2.01 or more occupants per room	43	1%	214	1%	3,226	0%
Renter Occupied Households:	4,747	100%	13,700	100%	977,076	100%
0.50 or less occupants per room	2,273	48%	6,522	48%	541,802	55%
0.51 to 1.00 occupants per room	1,411	30%	4,464	33%	339,754	35%
1.01 to 1.50 occupants per room	448	9%	1,196	9%	53,572	5%
1.51 to 2.00 occupants per room	362	8%	882	6%	28,359	3%
2.01 or more occupants per room	253	5%	636	5%	13,589	1%

Source: U.S. Bureau of the Census Table H20. 2000.

A crowded household would have more than one person per room. Based on the 2000 Census only 4% of owner occupied households in Hall County are crowded, but nearly 20% of renter occupied households are considered crowded. The city numbers are similar to the overall county with just a slight increase. Both city and county crowding conditions for owner occupied units are very similar to the state average of 3%. However, renter crowding at 20% and 22% of the households in the county and city respectively is more than double the state percentage of 9%. This indicates that there is a potential need for larger rental properties within Gainesville and Hall County. Table 20 illustrates the size of housing units by occupancy.

Table 20 Rooms in housing units 2000

	City of Gainesville		Hall County		Georgia	
	Count	Percentage	Count	Percentage	Count	Percentage
Total Occupied Housing Units:	8,426	100%	47,381	100%	3,006,369	100%
Owner occupied:	3,679	44%	33,681	71%	2,029,293	67%
1 room	0	0%	3	0%	1,871	0%
2 rooms	15	0%	275	1%	14,350	0%
3 rooms	130	2%	1,241	3%	65,182	2%
4 rooms	175	2%	2,679	6%	147,519	5%
5 rooms	589	7%	7,403	16%	410,235	14%
6 rooms	835	10%	8,581	18%	503,120	17%
7 rooms	642	8%	5,678	12%	350,202	12%
8 rooms	460	5%	3,300	7%	254,560	8%
9 or more rooms	833	10%	4,521	10%	282,254	9%
Renter occupied:	4,747	56%	13,700	29%	977,076	33%
1 room	213	3%	280	1%	29,907	1%
2 rooms	567	7%	1,245	3%	92,543	3%
3 rooms	900	11%	2,023	4%	167,279	6%
4 rooms	1,542	18%	3,878	8%	272,596	9%
5 rooms	852	10%	3,200	7%	224,028	7%
6 rooms	405	5%	1,707	4%	115,957	4%
7 rooms	163	2%	883	2%	43,896	1%
8 rooms	54	1%	285	1%	18,924	1%
9 or more rooms	51	1%	199	0%	11,946	0%

Source: U.S. Census Bureau Census 2000. STF3

Renters in Gainesville and Hall County have a higher average household size, more persons per room, and generally smaller units to choose from than do the households that purchase homes. However, in the City of Gainesville, the general size of renter occupied housing units is higher than the county and state numbers.

3.2.8.0: HOUSEHOLD TYPES

The housing type also plays a role in the housing needs of the community. The household type refers to characteristic of family or household. For example, how many single-parent households there are, or families with grandparents raising grandchildren, non-family households, or persons in group quarters. Table 21 illustrates the distribution of household types in 2000, for the city, county, and state. Table 22 shows households by the age of the householder. This can sometimes indicate potential trends of housing turn over if a large percentage of householders are elderly, or if there are few young householders or a lack of affordable starter housing.

Table 21: Household types including persons in group quarters 2000

	City of Gainesville		Hall County		State of Georgia	
	County	Percent	County	Percent	County	Percent
Total Population:	25,454	100%	139,277	100%	8,186,453	100%
Population In households:	23,733	93%	137,016	98%	7,952,484	97%
In family households:	19,853	78%	122,654	88%	6,842,868	84%
Householder:	5,394	21%	36,245	26%	2,126,360	26%
Male	3,912	15%	29,162	21%	1,534,407	19%
Female	1,482	6%	7,083	5%	591,953	7%
Spouse	3,930	15%	29,227	21%	1,586,014	19%
Child:	6,522	26%	41,834	30%	2,452,510	30%
Natural-born	6,191	24%	38,304	28%	2,232,787	27%
Adopted	148	1%	1,060	1%	63,333	1%
Step	183	1%	2,470	2%	156,390	2%
Grandchild	425	2%	2,690	2%	195,537	2%
Brother or sister	733	3%	2,474	2%	95,527	1%
Parent	207	1%	1,093	1%	60,198	1%
Other relatives	1,245	5%	4,651	3%	156,343	2%
Non-relatives	1,397	5%	4,440	3%	170,379	2%
Population In non-family households:	3,880	15%	14,362	10%	1,109,616	14%
Male householder:	1,305	5%	5,030	4%	400,185	5%
Living alone	951	4%	3,771	3%	298,689	4%
Not living alone	354	1%	1,259	1%	101,496	1%
Female householder:	1,731	7%	6,116	4%	481,133	6%
Living alone	1,578	6%	5,298	4%	411,409	5%
Not living alone	153	1%	818	1%	69,724	1%
Non-relatives	844	3%	3,216	2%	228,298	3%
Population In group quarters:	1,721	7%	2,261	2%	233,969	3%
Institutionalized population	1,164	5%	1,515	1%	125,444	2%
Non-institutionalized population	557	2%	746	1%	108,525	1%

Source: U.S. Bureau of the Census. Table P9. 2000

Table 22: Household type by age of householder and occupancy 2000

	City of Gainesville		Hall County		State of Georgia	
	Count	Percent	Count	Percent	Count	Percent
Total:	8,426	100%	47,381	100%	3,006,369	100%
Owner occupied:	3,679	44%	33,681	71%	2,029,293	67%
Householder 15 to 24 years	28	0%	625	1%	33,615	1%
Householder 25 to 34 years	389	5%	5,225	11%	294,058	10%
Householder 35 to 44 years	559	7%	7,459	16%	492,221	16%
Householder 45 to 54 years	805	10%	7,633	16%	472,975	16%
Householder 55 to 59 years	292	3%	3,186	7%	181,581	6%
Householder 60 to 64 years	388	5%	2,508	5%	144,264	5%
Householder 65 to 74 years	611	7%	4,089	9%	236,643	8%
Householder 75 to 84 years	454	5%	2,247	5%	139,822	5%
Householder 85 years and over	153	2%	709	1%	34,114	1%
Renter occupied:	4,747	56%	13,700	29%	977,076	33%
Householder 15 to 24 years	757	9%	1,774	4%	134,947	4%
Householder 25 to 34 years	1,409	17%	4,312	9%	305,405	10%
Householder 35 to 44 years	1,039	12%	3,135	7%	224,332	7%
Householder 45 to 54 years	576	7%	1,929	4%	137,851	5%
Householder 55 to 59 years	215	3%	655	1%	41,033	1%
Householder 60 to 64 years	61	1%	410	1%	30,989	1%
Householder 65 to 74 years	404	5%	799	2%	49,231	2%
Householder 75 to 84 years	242	3%	532	1%	38,070	1%
Householder 85 years and over	44	1%	154	0%	15,218	1%

Source: U. S. Bureau of the Census. Table P13. 2000

Young householders are more likely to rent in Gainesville than in Hall County or the state. In Hall County, the distribution of homeowners by age very closely reflects the trend on the state level. Renters over sixty-five make up 9% of the households in Gainesville, compared to only 3% in Hall County and 2% statewide. Homeowner percentages for householders over sixty-five are very similar in the city, county, and state.

3.2.9.0: INDICATORS FOR SPECIAL NEEDS HOUSING

Within any community, there are sectors of the population that have special needs in regard to housing. These portions of the population range from homeless persons and low-income families to elderly with special care needs. The inventory of these special needs populations can be somewhat elusive because there is not an efficient centralized clearinghouse for this type of data. As part of the comprehensive planning process, the social service agencies in the Gainesville and Hall County Region were surveyed to try to ascertain the need within the community for special needs housing. Housing services are provided by the agencies listed below. An assessment is made about the special housing needs of the Gainesville and Hall County communities in the Assessment section of this plan.

Table 23: Agencies Providing Housing Data and Services for Special Needs Community

Agency	Contact Information	Housing Related Basic Services
Housing Authority of the City of Gainesville	854 Davis Street, P. O. Box 653 Gainesville, GA 30503 770-536-1294	
City of Gainesville Housing & Neighborhood Development Gainesville Non-Profit Development Foundation (GNPDF)	Carol Lunday Center 430 Prior Street, S.E. Suite 500 Gainesville, GA 30501 77-531-2693	<ul style="list-style-type: none"> • Down Payment Assistance • Homebuyer Education • Housing Rehabilitation Program • Lease Purchase Program
Gainesville Action Ministries/GHAIN Program & HOPWA Program	P.O. Box 673 Gainesville, GA 30503 770-531-0144	<ul style="list-style-type: none"> • Coordinates community services for the needy and homeless • Assistance and counseling • Maintains transitional houses • Housing for people with AIDS • In 2002 served 457 people
The Guest House, Inc.	320 Tower Heights Road Gainesville, GA 30501 770-535-148	<ul style="list-style-type: none"> • Supportive care for older adults with physical, cognitive or psycho-social limitations
The Salvation Army	681 Dorsey Street Gainesville, GA 30501 770-534-7589	<ul style="list-style-type: none"> • Provision of emergency services • Emergency Housing • Meals • Laundry facilities • Clothing • Assistance with rent, utilities, propane heat, and medication
Catholic Social Services, Inc.	430 Prior Street, SE Gainesville, GA 30501 770-534-3337	<ul style="list-style-type: none"> • Counseling • Aid with immigration issues <ul style="list-style-type: none"> • Referral services
Gainesville-Hall County Community Service Center	430 Prior Street SE Gainesville GA, 30501 770-535-5445	<ul style="list-style-type: none"> • Hall Area Transit • Counseling Services • Parenting Program
Department of Family and Children Service	970 McEver Road Extension Gainesville, GA 30504 770-532-5298	<ul style="list-style-type: none"> • Referral to shelters • Assists in application for food stamps and Medicare
Earth Angels	1815 High Grove Club Drive Alpharetta, GA 30004 404-503-4781	<ul style="list-style-type: none"> • Assist disabled homeless

Agency	Contact Information	Housing Related Basic Services
El Puente	Rt. 26 Pearl Nix Parkway	<ul style="list-style-type: none"> • Referrals
Free Chapel Worship Center	1290 McEver Road Extension Gainesville GA 30504 770-532-4793	<ul style="list-style-type: none"> • Referrals • Food and Clothing Bank
Gainesville-Hall County Neighborhood Revitalization	P.O. Box 642 Gainesville, GA 30503 770-297-1800	<ul style="list-style-type: none"> • Down payments for first time homebuyers • Help keep families in their homes
Gainesville City Baptist Rescue Mission	755 Pine Street Gainesville, GA 30501 770-287-9700	<ul style="list-style-type: none"> • Shelter for men only • 14 Beds, clothing and meals
Gateway House, INC	P.O. Box 2962 Gainesville, GA 30503 770-539-9080	<ul style="list-style-type: none"> • Shelter for victims of domestic violence • Transitional housing for women and children • Crisis line • Referral services
GA Mountain Residential Community Services	P.O. Box 1317 Gainesville, GA 30503 678-513-5700	<ul style="list-style-type: none"> • Group housing and supportive services for persons with mental problems
Good News at Noon	979 Davis Street SW Gainesville, GA 30501 770-503-1366	<ul style="list-style-type: none"> • Shelter for men • Hot meals • Education • Rehabilitation • Counseling for men, women and families • Clothing bank
Good News at Noon Clinic and Dental Clinic	979 Davis Street SW Gainesville, GA 30501 770-503-1369	<ul style="list-style-type: none"> • Free medical and dental services
Hall Family Initiative Residences, Inc.	2866 Village Court Gainesville, GA 30506 770-781-4486	<ul style="list-style-type: none"> • Permanent supportive housing for mentally disabled adults
Hall County Health Department	1280 Athens Street Gainesville, GA 30507 770-531-5600	<ul style="list-style-type: none"> • Immunizations • WIC Program • Child Health • Dental Programs • Women's Health Services • Environmental Health Services • Treatment for TB, STD, HIV/AIDS

Agency	Contact Information	Housing Related Basic Services
Lamp Ministries-Gainesville	P.O. Box 5637 Gainesville, GA 30504 678-450-0003	<ul style="list-style-type: none"> Gang prevention One housing unit
Living By The Book	610 Darin Street Gainesville, GA 30501 770-532-5111	<ul style="list-style-type: none"> Temporary housing for women and children Savings assistance for new start
Ninth District Opportunity	430 Prior Street Gainesville, GA 30501 770-532-3191	<ul style="list-style-type: none"> Referrals Emergency funds for food and medicine

Source: Directory of Homeless Assistance Programs In Northeast Georgia

The following three tables illustrate the statistics available from the Census for portions of the population with potential special housing needs.

Table 24: Age by type of disabilities for civilian non-institutionalized population 2000

	City of Gainesville		Hall County		State of Georgia	
Total disabilities tallied:	8,721	100%	47,655	100%	2,638,739	100%
Total disabilities tallied for people 5 to 15 years:	292	3%	1,412	3%	99,511	4%
Sensory disability	59	1%	203	0%	12,885	0%
Physical disability	50	1%	205	0%	13,471	1%
Mental disability	135	2%	771	2%	60,819	2%
Self-care disability	48	1%	233	0%	12,336	0%
Total disabilities tallied for people 16 to 64 years:	5,562	64%	33,557	70%	1,784,544	68%
Sensory disability	202	2%	1,876	4%	122,519	5%
Physical disability	711	8%	5,321	11%	336,687	13%
Mental disability	592	7%	2,990	6%	190,182	7%
Self-care disability	292	3%	1,637	3%	93,199	4%
Go-outside-home disability	1,115	13%	7,836	16%	375,962	14%
Employment disability	2,650	30%	13,897	29%	665,995	25%
Total disabilities tallied for people 65 years and over:	2,867	33%	12,686	27%	754,684	29%
Sensory disability	533	6%	2,044	4%	119,668	5%
Physical disability	892	10%	4,149	9%	256,057	10%
Mental disability	417	5%	1,777	4%	107,051	4%
Self-care disability	343	4%	1,513	3%	89,319	3%
Go-outside-home disability	682	8%	3,203	7%	182,589	7%

Source: U.S. Bureau of the Census. Table P41. 2000

Table 25: Group Quarters Population by Group Quarters Type Institutionalized 2000

	City of Gainesville	Hall County	State of Georgia
Total Population in Group Quarters	1,760	2,297	233,822
Institutionalized population:	1,189	1,536	126,023
Correctional institutions:	629	879	81,773
Federal prisons and detention centers	0	0	4,301
Halfway houses	99	99	1,422
Local jails and other confinement facilities (including police lockups)	530	530	30,842
Military disciplinary barracks	0	0	2,574
State prisons	0	250	39,381
Other types of correctional institutions	0	0	3,253
Nursing homes	190	215	34,812
Hospitals/wards, hospices, and schools for the handicapped:	317	317	5,078
Hospitals/wards and hospices for chronically ill:	0	0	709
Hospices or homes for chronically ill	0	0	86
Military hospitals or wards for chronically ill	0	0	16
Other hospitals or wards for chronically ill	0	0	607
Hospitals or wards for drug/alcohol abuse	7	7	446
Mental (Psychiatric) hospitals or wards	46	46	1,700
Schools, hospitals, or wards for the mentally retarded	0	0	667
Schools, hospitals, or wards for the physically handicapped:	22	22	438
Institutions for the deaf	0	0	45
Institutions for the blind	0	0	63
Orthopedic wards and institutions for the physically handicapped	22	22	330
Wards in general hospitals for patients who have no usual home elsewhere	242	242	1,118
Wards in military hospitals for patients who have no usual home elsewhere	0	0	0
Juvenile institutions:	53	125	4,360
Long-term care:	0	57	2,295
Homes for abused, dependent, and neglected children	0	57	357
Residential treatment centers for emotionally disturbed children	0	0	306
Training schools for juvenile delinquents	0	0	1,632
Short-term care, detention or diagnostic centers for delinquent children	53	53	1,532
Type of juvenile institution unknown	0	15	533

Source: U.S. Census Bureau, 2000.

Table 26: Group Quarters Population by Group Quarters Type Non-Institutionalized 2000

	<u>City of Gainesville</u>	<u>Hall County</u>	<u>State of Georgia</u>
Non institutionalized population in group quarters:	571	761	107,799
College dormitories (includes college quarters off campus)	310	310	47,910
Military quarters:	0	0	25,461
On base:	0	0	24,913
Barracks, unaccompanied personnel housing (UPH), (Enlisted/Officer), and similar group living quarters for military personnel	0	0	23,727
Transient quarters for temporary residents	0	0	1,186
Military ships	0	0	548
Group homes:	95	145	9,500
Homes or halfway houses for drug/alcohol abuse	32	67	1,607
Homes for the mentally ill	11	24	821
Homes for the mentally retarded	8	10	1,390
Homes for the physically handicapped	0	0	523
Other group homes	44	44	5,159
Religious group quarters	0	0	210
Dormitories:	0	0	3,699
Agriculture workers' dormitories on farms	0	0	1,416
Job Corps and vocational training facilities	0	0	1,416
Other workers' dormitories	0	0	867
Crews of maritime vessels	0	0	2
Other non household living situations	0	7	1,884
Other non institutional group quarters	166	299	19,133

Source: U.S. Census Bureau 2000.

3.3.0.0: HOUSING NEEDS ASSESSMENT

3.3.1.0: QUANTITY AND TYPE

Based on residential demand, if growth trends were to continue, there is an estimated demand for as many as 123,860 new households by 2030. However, the ability to meet this demand will be affected by the actual ability to supply housing in Gainesville and Hall County. There are many factors that affect the ability to produce a number of housing units; among them are the availability of usable land with little or no natural constraints such as steep slope or presence of floodplain or natural resources that need to be protected, access to utilities, and the land use plan that reflects the community vision.

Based upon the Future Land Use Element of this plan, it is estimated that 8,809 new homes can be built in the City of Gainesville, and 96,502 new homes can be built in the unincorporated areas of Hall County. When combined with the existing housing stock, it is estimated that the city and county will reach build-out by 2030, with a total inventory of housing units somewhere around 158,002 units countywide including Gainesville and the estimated 7,040 new units in other incorporated areas.

The Demand Analysis prepared for this plan indicates a demand for a variety of housing types. The housing demand has been broken down in two ways. The first method breaks the housing down by single-family, two-family, multi-family, or other. The second method identifies housing demand by Rural, Suburban, or Urban. The following tables illustrate the composition of the new housing by these two methods.

Table 27: Housing Type Demand A

	City of Gainesville	Hall County (Unincorporated)	Hall County Total
Single-Family	52%	92.78%	85.85%
Two-Family (Duplex)	4%	1.83%	2.25%
Multi-Family	43%	5.34%	11.84%
Other	NA	0.04%	NA

Source: Ross + Associates "Demand Analysis" 2003.

Table 28: Housing Type Demand B

	Hall County Total
Single Family	85.85%
Rural	11.55%
Suburban	43.25%
Urban	31.10%
Two-Family (Duplex)	2.25%
Multi-Family	11.85%

Note: The Urban and some Suburban Housing will be located in Gainesville. This analysis was conducted to determine total demand for the planning area.

Source: Ross + Associates "Demand Analysis" 2003. and McBride Dale Clarion 2003.

Table 29: Policy Influenced Population and Housing

Hall County Population Projections

Year	Proposed Plan Policy Projections	Housing Units	Percent Growth
2005	165,771		
2006	171,771	2,000	3.62%
2007	179,271	2,500	4.37%
2008	188,271	3,000	5.02%
2009	198,771	3,500	5.58%
2010	210,171	3,800	5.74%
2011	222,771	4,200	6.00%
2012	235,971	4,400	5.93%
2013	249,771	4,600	5.85%
2014	263,571	4,600	5.53%
2015	277,371	4,600	5.24%
2020	343,371	22,000	4.76%
2025	400,371	19,000	3.32%
2030	445,371	15,000	2.25%

Source: Hall County Planning Department

3.3.2.0: QUALITY

Trends indicate a strong demand for larger more affordable housing options. However, there is still a strong community desire for affordable housing to be of a high quality. The Lake Lanier and other local features provide a backdrop and unique opportunity for high-end housing options. There is both a desire and need in the community for high quality, high-end housing. Currently, the quality of housing is determined by market demand and conformance with building and development codes. The city and county have opportunities to expand the development codes to increase the quality of housing construction. This element is explored further in the goals and implementation.

As homes age, especially stick built homes, the maintenance of these structures is very important to the health and quality of life in the community. The Housing Rehabilitation Program in the City of Gainesville offers low interest loans to qualified applicants for the repair and maintenance of housing in the city. Hall County does not currently have a program in place to provide financial assistance with the maintenance of housing in the unincorporated areas of the county.

3.3.3.0: SUPPLY OF AFFORDABLE HOUSING OPTIONS

In 2002, a Community-wide Needs Assessment was completed by the City of Gainesville for the Georgia Department of Community Affairs CDBG/Chip Program. The application states:

There are 495 units of Public Housing and ten privately owned subsidized complexes with 1,106 units in the City of Gainesville. Two tax credit properties with 335 units were under construction in 2002. Recent construction of multi-family complexes in the city has helped tighten the market. All of the public housing units except twelve are located in the southern quadrants of the city. The twelve units dedicated to the elderly are located west of downtown. The Gainesville Housing Authority has received ten Drug Elimination Grant with the last one awarded in October 2001. The three largest complexes of public housing (Green Hunter Homes, Harrison Square and Melrose) contain a police precinct.

While it appears from some statistics that housing affordability in Gainesville and Hall County is on par with the region and state, some agencies and groups indicate that there is a significant housing affordability problem in Gainesville and Hall County. A majority of the households in the Gainesville and Hall County communities are currently paying less than 30% of the household income for housing costs. However, there is a portion of the population that is cost-burdened or severely cost-burdened by housing, however, this number is in line with state and regional averages.

The homebuyer education program with the Gainesville Non-Profit Development Foundation (GNPDF) reports an average monthly participation level of between 12-15 persons with an average income of \$24,000. The participants have generally been unable to find housing that is affordable at this level of income, because market rate housing in the city and county is not selling below \$80,000.

HUD recently recognized the problem of affordable housing in Gainesville and Hall County and raised the FHA Maximum Mortgage Limits for Hall County to \$160,176 on January 5, 2004. The diversity of household incomes and household types in the city and county are indicators of the need for a diverse housing stock with a range of affordable options. Not all families that need affordable housing are small families and the housing stock that is developed in the future needs to address this issue. In fact, as statistics show, Hispanic households are nearly two times larger than the average household size, and the Georgia Multiple Listing Service (MLS) records estimate that approximately 85% of the home purchasers in 2001 were Hispanic. In 2001, the records for home sales in Gainesville and Hall County report that all homes sold during this year were under \$160,000.

Historically, the city has utilized planned development and neighborhood conservation zoning, reviewed and adopted new Unified Land Development Codes, and provided one stop permitting to help keep the cost of housing as affordable as possible. The Midtown Revitalization Area includes areas indicates pockets to be redeveloped with affordable mixed-use housing.

The GNPDF has received accolades for successfully providing affordable housing to the Gainesville and Hall County Communities. GNPDF has developed five subdivisions in the past few years that were developed to help meet the needs of existing and potential homeowners. In 1996, the GNPDF formed a partnership with private developers to build the Lenox Park Neighborhood that consisted of 112 home lots, which sold out within nineteen months. The city contributed over \$100,000 to extend

sewer lines to the project, and the GNPDF provided financing of the land. The development included housing priced from \$60,000-\$90,0000. .

3.3.4.0: LOCATION

The primary concern with the location of housing is the availability of utilities and the efficiency with which they can be provided. Additional concerns about the location of housing are that the residents have a range of choices for the location of housing and that the housing is well integrated with other non-residential uses to promote fewer auto trips and accessibility to employment without auto dependency.

There are many opportunities for new housing developed on “greenfield” sites in both the city and county. Housing in these areas will continue the suburban character of the area. It is likely that green field suburban development will be market driven due to the cost of providing new service lines and transportation networks.

Another opportunity for housing lies in the existing neighborhoods. A revitalization and redevelopment effort of areas such as Midtown Gainesville provide an opportunity for quality housing in a central location that is part of a truly mixed-use neighborhood. Infill housing in the urban context of Gainesville, provides opportunities for economic diversity as well as serving the transportation needs of lower income households. Revitalized urban neighborhoods are a draw for a range of population demographics and offer positive opportunities for the community as a whole.

3.3.5.0: SPECIAL NEEDS

One portion of the population that may require flexible housing options is the Hispanic population. Hispanics account for 33% of the population in Gainesville and 20% of the population in Hall County and while the 2000 Census is estimated to have more accurately accounted for the Hispanic demographics, this is still a group that is significantly undercounted. Statistics for Hispanics in Gainesville/Hall County show a lower than average household income as well as larger household sizes (5 people per household versus 2.5 for the general population. Housing types and affordability options have been discussed. There are homebuyer education programs available in the community, and there are indications that these are being taken advantage of by the Hispanic population. Affordability of housing plays a significant role in overcrowding conditions. With the market rate for a one-bedroom apartment in Hall County at \$480 dollars a month, a person working for minimum wage of (\$5.15 per hour) would have to work seventy-two hours per week to afford a one-bedroom apartment. The National Low Income Housing Coalition indicates that the hourly wage necessary to afford a one-bedroom apartment in 2003 in Gainesville or Hall County would be \$9.23 per hour. Situations such as this cause overcrowding of housing because it requires two minimum wage incomes to afford one bedroom.

The aging and elderly population is another part of the community that has special housing needs. The demand for lifestyle communities for empty nesters and alternative independent and assisted living for the elderly are housing options that will experience an expanded demand over the planning period. Agencies such as the Guest House provide services for the frail elderly population.

This non-profit organization served approximately seventy-five people in 2002, with daily health services that are designed to maximize functional abilities to help prevent long term care placement. Funding for the Guest House is provided through a number of sources and the location is provided by the city of Gainesville. In 2002, the operating budget was \$339,000, employed thirteen paid staff members, and benefited from the service of thirty-five to forty volunteers. The Guest House currently does not have a waiting list. If additional resources were available to the agency they could provide expanded periods of service and incorporate periodic care as an available amenity. The agency assesses that with additional funding and an expansion of facilities services could become more efficient. They also indicate that a greater community awareness of their service would benefit the community.

People with physical or mental disabilities that require group housing or are institutionalized have special housing needs. Census figures represent services available and do not provide adequate information for projecting needs of such a group.

Another layer of special needs population are those persons with emergency or temporary housing needs. Those with needs for emergency or temporary housing include the homeless, battered women and children, and persons suffering from illness or substance dependency. Very little information was available for the number of persons who may require special service in the future. As the inventory of service agencies in Gainesville and Hall County (Table 23) illustrates there are agencies providing services to all of these sectors of the population. Most of them are government or non-profit private agencies and funding is always an issue for these types of agencies. Of the agencies that responded to the request for information for the Comprehensive Plan, most indicated a need for additional funding. The agencies in Gainesville and Hall County that were able to provide internal assessments were the Gainesville Action Ministries and the Salvation Army.

The Gainesville Action Ministry is a non-profit organization that assists individuals and families struggling with issues of homelessness. The ministry coordinates community services available to the needy and homeless, provides assistance and counseling, and maintains transitional houses. Services are provided without discrimination. The primary group served by the ministry includes the working poor and disabled. In 2002, the ministry assisted 457 persons by providing rent, utility assistance, basic personal needs, and transitional housing. The ministry is funded by private donations, state and federal grants and money from twenty-one local churches. The facilities and programs are operated by three paid staff members and twenty-five volunteers. The 2002-2003 operating budget was \$62,000 and the program budget for assistance was \$39,000. The ministry currently maintains a waiting list of approximately fifteen people, and they estimate the waiting period is between one and two weeks. Applicants are eligible to remain on the list until they receive assistance. With funds for additional financing and maintenance of a multi-family housing complex the ministry could serve more of the needy population. If they could get funding, the ministry would be able to provide emergency housing for up to ninety days with a local hotel. The representatives of the ministry identified the need for emergency housing as one of the greatest needs for the mission. From their observations, this temporary relief would allow many of their clients to get back on their feet.

The local Salvation Army was also able to provide a self-assessment about the service they have provided to members of the Gainesville and Hall County Community. The Salvation Army typically assists people in emergencies due to homelessness, illness, or financial crisis. Estimates from 2002 indicate more than 3,600 people were able to benefit from the services of the Salvation Army. Records were maintained of the racial composition of the clients and the majority were White Non-Hispanics (1,973). Black/African Americans were the second highest group assisted by the Salvation Army with

1,168 persons. Approximately 482 Hispanic/Latinos were assisted in 2002. The Salvation Army provides housing, hot meals, and laundry services to homeless persons in the Red Shield Lodge and assist them in the job search and better living conditions. They also maintain a Transitional Shelter for families to stay for up to three months. Funding for the accommodations is provided by donations, United Way funding, and Thrift Store appropriations.

3.3.0.0: HOUSING GOALS AND IMPLEMENTATION

3.3.1.0: GOALS AND OBJECTIVES

Goal 1: Quality and Diverse Housing

Gainesville and Hall County will have a balanced range of adequate and affordable housing, making it possible for all who work in the community to also live in the community.

Objective 1: A full and balanced range of housing opportunities will be targeted, with an emphasis on providing support for economic development goals and objectives related to higher wage jobs.

Objective 2: A better balance of housing price points will be targeted in order to provide a diverse range of housing options.

Objective 3: Housing diversity will be further pursued to meet the needs of changing demographics, including higher density and attached housing options, particularly targeted at the aging population.

Objective 4: While Gainesville and Hall County provide more “starter” housing than most cities and counties, affordable housing that meets high quality standards will continue to be an important element of the overall housing mix. Affordable housing is appropriate only where its design has been fully reviewed and evaluated according to standards designed to insure long-term sustainability of high quality and stable value.

Goal 2: Neighborhood Preservation & Housing Maintenance

Existing neighborhoods will be maintained as stable and desirable places to live and raise families.

Objective 1: Gainesville and Hall County will enforce land use and housing codes in order to promote the long-term integrity of existing neighborhoods.

Objective 2: Gainesville and Hall County will continue to engage in land use planning and regulation that is designed to promote harmonious land use relationships and avoid land uses that are incompatible with residential neighborhood character.

Objective 3: Gainesville and Hall County will continue to participate in and support housing programs designed to provide housing that reinforces neighborhood preservation goals.

Objective 4: Gainesville and Hall County will identify mechanisms and programs to eliminate substandard or dilapidated housing.

3.3.2.0: DEVELOPMENT POLICIES

This section sets forth the housing policies that have been developed during the comprehensive planning process with significant citizen input. These policies are directly related to the goals and objectives set forth above and are important initial implementation steps, providing greater detail to guide decision-makers.

3.3.2.1: Quality and Diverse Housing

- **Policy 1:** The city and county will undertake necessary studies and implementing actions to ensure a full range of housing is available to workers, including both affordable units and homes for higher-end wage earners.
- **Policy 2:** Both jurisdictions will review and revise their development codes as appropriate to address special housing needs and opportunities such as elderly housing and accessory dwelling units. They will also review existing regulations and remove any unnecessary impediments to affordable housing.
- **Policy 3:** The city and county will consider standards to improve the quality of residential development to maintain community character and ensure stable long-term property values and neighborhoods.

3.3.2.2: Neighborhood Preservation and Housing Maintenance

- **Policy 1:** The city and county will pursue more aggressive building and housing code enforcement to prevent neighborhood deterioration.
- **Policy 2:** Both jurisdictions will consider revisions to their development codes to better ensure that new commercial and industrial development is compatible with residential areas, focusing on issues such as lighting, buffering, signage, and landscaping.
- **Policy 3:** The city and county will work with and support the neighborhood housing preservation programs of the Gainesville Nonprofit Development Foundation and Gainesville-Hall Neighborhood Revitalization, Inc.
- **Policy 4:** The city and county will work with local organizations and other interested agencies to initiate maintenance educational programs for first-time homeowners.

3.3.3.0: PROGRAMS

Hall County and the City of Gainesville are committed to undertaking a variety of programs to implement the housing goals discussed above. These programs break down into four major categories. In establishing an effective implementation effort, both jurisdictions will work closely with the established area-housing agency, the Gainesville Nonprofit Development Foundation.

1. Regulatory/Growth Management: The city and county have begun to revise their development codes (zoning, subdivision, etc.) to implement the comprehensive plan. The county is focusing on targeting urban/suburban density residential development in and around its municipalities and ensuring that such development is of high quality through design and development standards. New use regulations will make provision for special needs housing such as a range of housing options for the elderly. Additionally, new provisions will be included in the UDC to protect existing residential neighborhoods from incompatible development that lead to deterioration of these areas. The city will focus on infill and redevelopment to ensure that new development is of high quality through design and development standards. Provisions will be made through the UDC update and the foundation of Neighborhood Planning Units to ensure protection of established neighborhoods from incompatible development. Policies will strive to balance the housing demands with the communities needs for housing.

Another important initiative will be to undertake a series of plans and studies. The county will work to produce a study of housing needs tied to the planned economic development objectives, notably attracting firms with higher paying jobs. At the same time, the city will prepare a Coordinated Housing Plan as part of its urban area designation. It will cooperate with the Gainesville Nonprofit Development Foundation, the area's housing agency, on this plan.

The city and the county will also pursue more aggressive building/zoning code enforcement program to help protect against deterioration of existing residential structures. The time frame for this effort will be 2-4 years for the code revisions. The code enforcement will be a continuing effort throughout the planning period.

2. Fiscal/Financial. Both jurisdictions will examine a range of tools to deal with the fiscal impacts of development, including impact fees (which the county already has in place for some facilities/services) and fiscal impact assessment requirements. These tools will help to ensure that new residential development is of a type and quality that does not undermine the fiscal health of the city and county. The time horizon for this effort is 2-3 years.
3. Capital investment. The city and the county have committed to providing infrastructure in areas targeted for development in the comprehensive plan. With regard to housing, this means that most urban/suburban density residential development will take in and around the county's municipalities, including the City of Gainesville. The city is also committed to upgrading infrastructure in areas with potential for infill and redevelopment housing. These programs will have a long-term time frame of at least 5 years.

4. Interagency Cooperation. The city will work with the Gainesville Nonprofit Development Foundation to produce a coordinated housing plan. The city and county will work with local housing agencies to help them implement their programs and coordinate government actions affecting housing issues.

While many of these programs will be implemented over an extended period, there are short-term actions that can be taken to ensure that the efforts are begun, and demonstrate progress. A short-term work program is set forth in the final section of this element.

3.3.4.0: IMPLEMENTATION SYSTEMS AND TOOLS

This section sets forth specific systems and tools that will be created or amended during the planning period to achieve the goals and objectives set forth above. They are divided into four broad categories: (1) administrative systems (e.g., site plan review); (2) land development regulations; (3) fiscal and financing tools; and (4) other growth management tools (e.g., urban growth boundaries, concurrency requirements). The tools are keyed to the two broad overarching plan goals for housing.

3.3.4.1: Quality and Diverse Housing and Neighborhood Preservation/Housing Maintenance

THE CITY OF GAINESVILLE WILL:

1. Add potential zoning/code amendments related to housing. Examine codes to determine if there are unnecessary impediments to affordable housing (e.g., redundant reviews, overly restrictive building codes for rehab projects) and revise as appropriate.
2. Continue vigorous enforcement of housing and building codes to prevent deterioration of existing housing stock.
3. Maintain and upgrade infrastructure in areas with potential for infill and redevelopment housing.
4. Prepare a Coordinated Housing Plan in cooperation with the Gainesville Nonprofit Development Foundation and targeted neighborhood plans to ensure neighborhood preservation and stability.

HALL COUNTY WILL:

1. Revise its Unified Development Code (UDC) and study changes to its zoning map to better focus urban/suburban residential development in and around Gainesville and other municipalities. The UDC will contain upgraded residential development quality standards as well as residential protection regulations (covering landscaping, screening, lighting, etc.). New zone districts and use regulations will encourage and support a wider variety of housing types, including special needs housing for the elderly. This project is currently underway and scheduled to be completed in 2004.
2. Adopt fiscal impact assessment regulations in the UDC to ensure the county has adequate information about the true costs and benefits of new residential development.
3. Complete a study of housing needs to better coordinate housing programs and regulatory mechanisms with economic development goals.
4. Pursue more vigorous enforcement of housing and building codes to prevent deterioration of existing housing stock.
5. Focus capital investments in public infrastructure to areas targeted for urban/suburban residential development in the comprehensive plan.

6. Continue to work in existing neighborhoods, such as the current program on Black and Cooley Drives, to support rehabilitation and redevelopment of housing and other programs to reverse deterioration and enhance the long-term viability of such areas.

3.3.5.0: SHORT-TERM WORK PROGRAM

3.3.5.1: Major Gainesville Implementation Actions

Major Actions	Time Frame	Estimated Cost	Responsible Party	Comments
1. Undertake targeted revisions to city zoning ordinance to implement housing goals; revise standards to encourage infill and reduce unnecessary processing delays	2004-5	\$35,000	City staff + consultant	
2. Implement Midtown Plan. Step up code enforcement in Midtown	2004-5	????	City staff	
3. Undertake housing study tied to economic development goals	2004-5	NA	City with Greater Hall Chamber	
4. Draft Coordinated Housing Plan and neighborhood plans.	2004-5	????	City and Gainesville Nonprofit Development Foundation	

3.3.5.1: Major Hall County Implementation Actions

Major Actions	Time Frame	Estimated Cost	Responsible Party	Comments
1. Comprehensively revise county UDC—new residential uses and zone districts, residential quality and protection standards.	2004	\$150,000	County staff + consultants	80% completed as of 1/1/04
2. Study revisions to county zoning maps to implement the comprehensive plan re location of residential development	2004-5	NA	County staff	
3. Undertake housing study tied to economic development goals	2004-5	NA	County with Greater Hall Chamber	

GAINESVILLE AND HALL COUNTY COMPREHENSIVE PLAN



NATURAL AND CULTURAL RESOURCES ELEMENT

**ADOPTED: JUNE 24, 2004
AMENDED: MAY 12, 2005**

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4.0.0.0: NATURAL AND CULTURAL RESOURCES

4.0.0.1: INTRODUCTION

The City of Gainesville and Hall County are gifted with a mixture of natural and historic resources including a unique water feature, rolling topography, and significant historic landmarks. The preservation and enhancements of these resources not only ensures the health and viability of the environment for future generations, but also contributes an essential and beneficial element to the local economy. An inventory and assessment of the natural and cultural elements reveals opportunities for the community to be good stewards of these resources.

4.1.0.0: NATURAL AND CULTURAL RESOURCE INVENTORY

4.1.1.0: HYDROLOGY

The Hydrological Resources Maps in this section illustrate a number of hydrological features in the City and County. These features are described in further detail below.

4.1.1.1: Public Water Supply & Watersheds & Recharge Areas

The Chattahoochee and Oconee River Basins are the major watersheds in Hall County. The basins are shown on the Hydrological Resources Map. The Chattahoochee Ridge is marked by the path of Interstate 985/Highway 365. This ridge divides the rivers and streams in Georgia between those that flow to the Gulf of Mexico and those that flow to the Atlantic Ocean. Land to the northwest of this ridge is included in the Chattahoochee River Basin and flows toward the Gulf of Mexico, while the land on the southeast side of the ridge is in the Oconee River Basin and water flows toward the Atlantic Ocean. The Chattahoochee River Basin has headwaters that extend into the Blue Ridge Mountains and includes a drainage area of approximately 1,800 square miles in the Metropolitan North Georgia Water Planning District (MNGWPD), which includes Gainesville and Hall County. The river flows in a southwest direction though Metro Atlanta toward Columbus. Buford Dam impounds the river and forms Lake Sydney Lanier, which is also fed by the Chestatee and Little Rivers. The Army Corps of Engineers regulates the flow at Buford Dam. The Metropolitan North Georgia Water Planning District completed a Needs Assessment for 2030 that includes the current conditions and projected needs for water supply and wastewater. The study divided the Chattahoochee River Basin into two sub-basins: the Upper and Lower Chattahoochee River Basins. Gainesville and Hall County are in the Upper Basin, which includes Lake Sydney Lanier and encompasses parts of seven counties within the MNGWPD.

The Oconee River Basin is on the eastern fringe of the MNGWPD and drains a total of 5,300 square miles of which 369 square miles are in the MNGWPD planning area. This basin maintains a low-density rural level of development at the present but projections by the MNGWPD indicate an increased demand on water and wastewater in the future. The headwaters of the Oconee River are in Hall County, where the Middle and North Oconee Rivers rise. The two rivers run southeast toward Athens, where they join to the south and form the Oconee River. Until recently, there were not water withdrawals from the Oconee River Basin. However, the construction of the Cedar Creek Reservoir on a tributary of the North Oconee

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River is nearing completion. It is planned to impound 140 acres and supply seven million gallons per day to Hall County through a new water treatment plant.

Lake Lanier is not subject to the Georgia State Rules for Environmental Planning Criteria, however, the North Oconee River and new reservoir are subject to the regulations. In 1999, Gainesville and Hall County adopted the North Oconee Water Supply Watershed Overlay Zone, which imposes stream buffers and setback requirements on development within the watershed, and limits impervious surface in the watershed to 25%.

As part of the *Water Supply and Water Conservation Management Plan*, the North Georgia Metropolitan Water Planning District presented findings of baseline water consumption and projected water consumption for 2030 for their planning district, which includes 16 counties. The table below illustrates these figures.

Table 1: Baseline Water Use Projection by County (MGD, AADD)

County	2001	2030 Projection Range
Bartow	20	47 to 54
Cherokee	18	40 to 46
Clayton	32	40 to 46
Cobb	85	113 to 130
Coweta	13	27 to 31
DeKalb	97	129 to 148
Douglas	11	23 to 26
Fayette	13	23 to 27
Forsyth	16	56 to 65
Fulton	186	244 to 281
Gwinnett	90	160 to 183
Hall	26	48 to 55
Henry	18	40 to 46
Paulding	8	25 to 29
Rockdale	11	25 to 29
Walton	9	19 to 21

Source: Table E 4-6. Section 4 of the Water Supply and Water Conservation Management Plan. September, 2003.

The Hall County Comprehensive Plan 2000 Update describes the ground water recharge areas in Hall County. Because the natural condition of the county has not changed since the 2000 update, much of this section relies heavily on the previously compiled data. The Department of Natural Resources defines a recharge area as any portion of the earth's surface, where water infiltrates into the ground to replenish an aquifer. There are no recharge areas located in the current city limits of Gainesville. Hall County has three recharge areas. One is south of Flowery Branch, the second is located east of Oakwood, and the third lies between the Chattahoochee River and the Chestatee River west of Gainesville. Gainesville and Hall County have adopted zoning ordinances to comply with DCA standards in regard to recharge areas.

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Hydrological Resources Map (Hall County)

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Hydrological Resources Map (City of Gainesville Detail)

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4.1.1.2: Wetlands

The Hall County Comprehensive Plan 2000 Update presented an assessment of the wetlands in the county based on the national Wetlands Inventory Maps prepared by the U.S. Department of the Interior in April of 1982. The map shows that the majority of wetlands in the city and county are located along streams and riverbanks. These locations have minimal impact on development. The importance of wetlands lies in their impact on water quality, erosion control, small animal and fish habitats, and food sources for wildlife. Wetland areas are regulated by the State's Rules for Environmental Planning Criteria. Gainesville and Hall County have adopted ordinances protecting these valuable natural resources, bringing the jurisdictions into compliance with the state Rules for Environmental Planning Criteria. The wetlands in Gainesville and Hall County are illustrated on the Wetlands Maps provided.

4.1.1.3: Protected River Corridors and Floodplains

The Chestatee and Chattahoochee Rivers are both protected, however, the Chestatee is not indicated for protection within the limits of Hall County because it is under the jurisdiction of the Army Corps of Engineers as it flows into Lake Lanier. The city and county have enacted ordinances protecting all streams and rivers in the two jurisdictions with twenty-five and fifty foot setbacks, except in the North Oconee Watershed Protection area where the setback is 150 feet. These buffer areas are illustrated on the accompanying *Hydrological Resource Map* and are included as a conservation land use on the *Future Land Use Map* in both the city and county.

Lake Lanier's flood control measures protect much of the city and county from the threat of flooding outside of the immediate river and stream banks of the Chattahoochee watershed. The Oconee River tributaries pose some of the more significant flooding potential. Generally, the flood areas in the Oconee watershed are in the more rural areas of the eastern portions of Hall County. There may be as much as 10,000 acres of flood prone areas in this watershed.

4.1.2.0: GEOLOGY

4.1.2.1: Soil Types and Steep Slopes

The attached *Soil Suitability Map* illustrates the soil's suitability for development. Additional consideration is paid to this element in the Community Services and Land Use Elements in regard to septic suitability and availability of sewer under plans for sewer service and helps shape the development of land use policies in areas that will not have sewers available. The Soil Conservation Service of the U.S. Department of Agriculture prepared a survey of soils for Hall County between 1969 and 1977. The survey classified all the soils in the county and identified the areas with limitations. Soil statistics were available on a countywide basis and do not distinguish between the city and county.

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Wetlands Map (Hall County)

May 12, 2005

Wetlands Map (City of Gainesville)

May 12, 2005

Soil Suitability Map (Hall County)

May 12, 2005

Soil Suitability Map (City of Gainesville)

The City of Gainesville is located in the Southern Piedmont area and has steep-to-gently rolling, thin, well-drained red soil. The soil is sandy-clay to clay subsoils. Traditionally, these soils have fair to good suitability for building foundations and fair to poor suitability for septic tanks. Hall County is located on the upper province of the Piedmont Plateau. This province is characterized by a series of prominent hills near the base of the Appalachian Mountain chain. The geology is complex and contains crystalline formations and a diverse range of minerals. Approximately 122,066 acres were considered to have severe limitations for development. Severe soil limitations is the rating given soils that have one or more properties unfavorable if used for septic tank filter fields. Factors include flooding hazard or a seasonal high water table. The total acreage considered severe represents 44.8 % of the total county acreage. In addition, 47% of the county is considered to have moderate soil limitations. The identification of areas with severe limitations, however, does not suggest that septic tanks will not function in areas so designated. It does suggest that the ability of the land to accommodate more than very low-density development patterns can potentially produce water quality and associated health problems. Subdivisions with lots in the 0.6 to 1.0 acre size are prevalent throughout the county utilizing individual septic systems. Standards for Level Three Soils Analysis in the subdivision review process provides added assurance that soils are suitable for planned development activity.

Steep slopes are considered those over 15%. As the topographic elevations in Hall County range from 720 feet to more than 2,000 feet above sea level, it is not surprising to find that 79,400 acres, or 37.6% of the county's total land area (including the City of Gainesville) is considered steep slopes. Despite this, steep slopes have not proven to be a significant limiting factor to development in either jurisdiction. They sometimes serve to attract residential development, as is the case along the shoreline of Lake Lanier. Steep slopes also encourage "ridge-running" as new roads tend to follow the ridge to decrease construction costs. From an environmental standpoint, development on steep slopes has the potential to cause erosion problems. Without adequate stormwater control, rain will drain without being absorbed by the soils.

4.1.2.2: Protected Mountains

There are no protected mountains in Hall County or Gainesville. The nearest protected mountains are to the north in White County.

4.1.2.3: Prime Agricultural and Forest Land

As Hall County continues to feel the impact of high demand for suburban style housing, agricultural and cultivated land is decreasing. In 1994, when the last comprehensive plan was prepared, there were a reported 60,700 acres of land being farmed, but only 26,700 acres (44%) were designated as crops land. Of the \$134.4 million in total market value of agricultural products reported in the 1987 Census of Agriculture, only 0.34% was attributable to crops. The remaining \$139.9 million came from "livestock and poultry." In 2000, when the land use portion of the plan was updated a loss of nearly 10,000 acres of agricultural land was recorded. The figure dropped to only 51,000 acres reducing the total percentage of land in the county dedicated to agricultural uses from 27% to only 20%. An additional Census of Agriculture has not been completed since 1997. The 1997 Census of Agriculture and Forestry Uses reports the land covered by forest at more than 133,900 acres or approximately 53% of the land area of Hall County, specifics for Gainesville were not available.

4.1.3.0: GEOGRAPHY

4.1.3.1: Endangered/Protected Species Habitat

The Endangered/Protected Species Habitat map identifies the general area for habitats in Gainesville and Hall County. The information about endangered/protected species habitat is available by USGS quadrant. Within Gainesville and Hall County, there are sections of twenty-six quadrants with protected species. The Areas with Protected Species Map shows the quadrants and the species. The following are the common and scientific names of the species that have habitat in Gainesville and/or Hall County.

- | | |
|---|--|
| ✓ Pink Lady Slipper (<i>Cypripedium acaule</i>)-Plant | ✓ Mat-forming Quillwort (<i>Isoetes tegetiformans</i>)-Plant |
| ✓ Altamaha Shiner (<i>Cyprinella xaenura</i>)-Fish | ✓ Goldenseal (<i>Hydrastis Canadensis</i>)-Plant |
| ✓ Georgia Aster (<i>Aster georgianus</i>)-Plant | ✓ Broadleaf White Spirea (<i>Spiraea alba</i> var. <i>latifolia</i>)-Plant |
| ✓ Ozark Bunch Flower (<i>Melanthium woodi</i>)-Plant | ✓ Broad-toothed Hedge-nettle (<i>Syachys latidens</i>)-Plant |
| ✓ Indian Olive (<i>Nestronia umbellula</i>)-Plant | ✓ Shoal Bass (<i>Miropterus cataractae</i>)-Fish |
| ✓ Pool Sprite (<i>Amphianthus pusillus</i>) - Plant | ✓ Bluestripe Shiner (<i>Cyprinella callitaeria</i>)-Fish |
| ✓ Four Toed Salamander (<i>Hemidactylum scutatum</i>)-Amphibian | ✓ Highscale Shiner (<i>Notropis hypsilepis</i>)-Fish |
| ✓ Black-spored Quillwort (<i>Isoetes melanospora</i>)-Plant | ✓ Greater Jumprock (<i>Scartomyzon lachneri</i>)-Fish |

4.1.3.2: State, Federal, Regional, and Local Parks

The Park and Recreation Map illustrates the city and countywide system of parks, recreation and community centers, and conservation areas. A detailed map of Gainesville is also included. The following table list the parks located within Gainesville and Hall County.

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Endangered Species Habitat Map (Hall County)

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Endangered Species Habitat Map (Gainesville Detail)

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Park and Recreation Map (Hall County)

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Park and Recreation Map (City of Gainesville Detail)

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Table 2: Park Inventory

Gainesville Parks and Facilities		Hall County Parks and Facilities	
1	ALLEN CREEK SOCCER COMPLEX	1	ALABERTA BANKS PARK
2	BUTLER CENTER	2	CENTRAL PARK
3	CHATTAHOOCHEE GOLF COURSE	3	CHICOPEE WOODS AGRI CENTER
4	CITY PARK	4	CHICOPEE WOODS GOLF COURSE
5	CIVIC CENTER	5	CLERMONT RECREATION CENTER
6	DeSOTA PARK	6	EAST HALL PARK
7	ELACHEE NATURE CENTER	7	HEALAN MILL
8	FAIR STREET PARK	8	LAUREL PARK
9	GLENWOOD STREET PARK	9	MURRAYVILLE PARK
10	HOLLY PARK	10	PLATT PARK
11	IVEY TERRACE PARK	11	RAFE BANKS PARK
12	LANIER POINT PARK	12	RIVER FORKS PARK
13	LONGWOOD PARK	13	SARDIS RECREATION CENTER
14	PINE STREET PARK	14	SOUTH HALL COMMUNITY CENTER
15	RIVERSIDE PARK	15	TADMORE PARK
16	ROCK CREEK PARK	16	WELCOME CENTER
17	ROPER PARK	17	WILLIAMS MILL
18	WESSELL PARK		
19	WILSHIRE TRAILS PARK		

State and Army Corp of Engineer Parks

1	BALUS CREEK	12	OLD FEDERAL
2	BELTON BRIDGE	13	ROBINSON
3	BIG CREEK	14	SARDIS CREEK
4	BOLDING MILL	15	SHOAL CREEK
5	BURTON MILL	16	SIMPSON PARK
6	CHESTNUT RIDGE	17	THOMPSON BRIDGE
7	CLARKS BRIDGE PARK	18	VAN PUGH
8	DUCKETT MILL	19	WAHOO CREEK
9	LITTLE HALL		DON CARTER STATE PARK/CHATTAHOOCHEE STATE PARK
10	LULA PARK	20	PARK
11	MOUNTAIN VIEW	21	MOSSY CREEK

In 1999, the Parks Facilities Master Plan was prepared for Hall County. A comprehensive inventory of the park and recreation facilities was included in this plan. The inventory of county facilities defined park and recreation facilities by type of facility. Park and recreation facilities have typically been defined slightly different in the City of Gainesville as a result of the 1992 Vision 2000 Plan. Facilities in the city are defined by space requirements, typical facilities and programs, and the unique environmental features of the location. In many cases, the definitions used by the city build on and are more specific than those used in the county. Gainesville has nineteen park and recreation facilities, including several neighborhood and community parks,

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golf courses, and special use centers as well as nature preserves. The Hall County inventory includes sixteen county-owned parks and recreation centers; The Chicopee Woods Agricultural Center, which is owned by the City of Gainesville and leased by Hall County; and the Clarks Bridge Park, which is owned by the U.S. Army Corps of Engineers and leased to the City of Gainesville and Hall County. The system includes recreation facilities and multi-purpose centers. Of the sixteen recreation sites with active and passive recreation opportunities, there are six neighborhood parks, one community park, one regional park, two athletic complexes, three special uses areas, and two multi-purpose facilities/recreation centers. The total acreage of these sites in 1999 was 646 acres. Additionally, the Army Corp of Engineers maintains 10,518 acres of property. The State acquired the Chattahoochee/Lake Lanier State park on north Browning Bridge Road

4.1.3.3: Vistas and Scenic Views

The significant view sheds include community entrance/gateways, lake crossings or approaches, primary corridors, and other views. The scenic topography of North Hall County and Lake Lanier are the most significant natural visual resources. The primary corridors are:

- ✓ I-985/SR 356 from Gwinnett County
- ✓ SR 365 from I-985 to Habersham County
- ✓ US 129 through the county
- ✓ SR 60 through the county
- ✓ Browns Bridge Road from Lake Lanier Bridge to Downtown Gainesville
- ✓ SR 53 from the Lake Lanier Bridge at the county line to Downtown Gainesville
- ✓ McEver Road from the Gwinnett County line to the Dawsonville Highway (SR53)
- ✓ SR 13 (Atlanta Highway) south of Gainesville to the county line
- ✓ SR 53 from SR 365 south east to the Road Atlanta Raceway
- ✓ Mundy Mill Road between I-985 and McEver Road

Significant gateways that should be enhanced and maintained included:

- ✓ Entry into the county from Gwinnett County along I-985
- ✓ Entry into the county from Habersham County along SR 365
- ✓ Entry into the City of Gainesville from I-985 at E.E. Butler Parkway
- ✓ Entry into the City of Gainesville from the west on Browns Bridge Road
- ✓ Entry into City of Gainesville from the north from Thompson Bridge Road and Cleveland Highway
- ✓ All interchange areas along I-985

The vistas, scenic views, and gateways listed above are illustrated on the following maps.

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VISTAS AND SCENIC VIEWS MAP (HALL COUNTY)

4.1.4.0: HISTORIC AND CULTURAL RESOURCES

Historical and cultural elements are assets to the community; they provide character and a foundation for traditions, as well as a reminder of what the community once was. These landmarks and districts help identify and ground the community. This section of the plan inventories significant historic and cultural resources within Gainesville and Hall County, which include residential neighborhoods, commercial districts and structures, historic crossings or transportation routes, institutional buildings or sites, industrial buildings, sites or districts, historic rural landmarks or farms, and other landmarks as well as archaeological sites.

4.1.4.1: Gainesville and Hall County’s Historic Development and Resources

In 1936, a tornado destroyed much of the City of Gainesville. The rebuilding of the City in the late 1930s was undertaken by both private individuals and the public sector, primarily the Works Progress Administration (WPA), and was carried out in the Art Deco style popular in the late 1930s and early 1940s. As a result, there is a mixture of architectural styles found in Gainesville and Hall County ranging from Early 20th Century to Mill Styles. More specifically, the styles include: Early 20th Century Mill Architecture, 1920s Mill Architecture, 1940s Mill Architecture, Colonial Revival, Craftsman, Tudor Revival, Queen Anne, Art Deco, Neoclassical, and Mill House Types.

There are several residential neighborhoods in Gainesville and Hall County with a historic or cultural significance. The mill towns that housed mill workers are still viable and active residential communities to this day. Presently, only the Chicopee Mill and Village Historic District are on the National Register of Historic places, but additional residential neighborhoods for consideration include the Gainesville Mill and Village, and the New Holland Mill and Village. These mill villages exhibit a unique and local architectural style that should be preserved. The small towns of Lula and Clermont both have historic residential districts listed on the National Register.

Four districts in Gainesville have already been listed on the National Register of Historic Places, including the Green Street District; Brenau College District; Green Street-Brenau College-Green Street Circle; and Gainesville Downtown Commercial Historic Districts. The four districts include much of central Gainesville from Jesse Jewell Parkway north including the Square, Green Street, and the Brenau Campus. Healan’s Mill and Tanner Mill are examples of sites in the more rural areas of the County. Healan’s Mill is one of the County’s few surviving gristmills. Tanner Mill burnt a few years ago, but the site remains with a bridge. The Lebanon, Holly Springs, and Antioch Campgrounds, are unique religious campgrounds that are important in the North Georgia Region.

Several other districts have been determined eligible for listing on the National Register, but have not been officially added to the list. These include the mill districts mentioned above and the Banks Street – Gordon Street Historic District; additional opportunities may lie in the area along the trolley line.

In 1994, there were a number of additional districts revealed during a broad-brush survey of the city. Several are expansions of existing National Register districts, while others are districts that had not been previously identified. The City of Gainesville has maintained active interest in the designation of these areas on the National Historic Register.

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4.1.4.2: National Register Listing vs. Local Designation

In the 1994 Comprehensive Plan, a number of potential sites and districts were identified within Gainesville, but only two new sites and one district have been listed in the National Register for Historic Places since the last plan was completed. The Hall County Courthouse and the Rucker-Beulah House/School were both added in 1995; however, neither of these landmarks was included in the potential sites in 1994. In 2003, the Downtown commercial district, which was one of those identified in the 1994 Comprehensive Plan, was listed in the National Register. Table 3 lists the National Historic Register sites in Gainesville and Hall County.

Table 3: National Historic Register Sites in Gainesville and Hall County

	District Name	Location	City	Comment	Date
1	Bowman-Pirkle House	NE of Buford off U.S. 23 on Friendship Rd.	Buford		8/14/1973
2	Brenau College District*	Academy, Prior, Washington and Boulevard Sts.	Gainesville		8/24/1978
3	Candler Street School*	Candler St.	Gainesville		9/30/1982
4	Chicopee Mill* and Village Historic District	Roughly bounded by Fourth & Fifth Sts., North, K, 8th, H, G & F Aves. on US 23	Gainesville		7/25/1985
5	Clermont Residential Historic District	Main, Harris, Martin, and Railroad Sts.	Clermont		9/5/1985
6	Dixie Hunt Hotel*	209 Spring St., SW	Gainesville		5/16/1985
7	Federal Building and Courthouse*	126 Washington St.	Gainesville		1/24/1974
8	Flowery Branch Commercial Historic District	Main St. & Railroad Ave.	Flowery Branch		8/30/1985
9	Gainesville Commercial Historic District*	Roughly bounded by Broad St., Maple St., Academy St. and Green St.	Gainesville		3/14/2003
10	Gillsville Historic District	GA 52	Gillsville		8/30/1985
11	Green Street District*	Both sides of Green St. from Green Street Pl. to Glenwood Rd.	Gainesville		8/15/1975
12	Green Street-Brenau Historic District*	Green, Candler, Park, Brenau, Boulevard & Prior Sts., Green St. Circle, City Park and much of Brenau College Campus	Gainesville		9/5/1985
13	Hall County Courthouse*	Jct. of Spring and Green Sts.	Gainesville	Georgia County Courthouses TR	6/8/1995
14	Hall County Jail*	Bradford St.	Gainesville	County Jails of the Georgia Mountains Area TR	9/13/1985
15	Head's Mill	Whitehall Rd., E of junction. with US 23	Lula		1/12/1990
16	Jackson Building*	112 Washington St. NE	Gainesville		8/1/1985
17	Logan Building*	119 E. Washington St.	Gainesville		1/4/1990
18	Lula Residential Historic District	Cobb, Carter, Chattahoochee and Toombs Sts.	Lula		9/11/1985
19	Rucker, Beulah, House--School	2110 Athens Hwy.	Gainesville		5/4/1995
20	Tanner's Mill	S of Gainesville on SR 3	Gainesville		9/10/1979

Source: National Register Information System. 2003

(*) Indicates within the city limits of Gainesville

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Historic Location Map (Hall County)

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Historic Location Map (City of Gainesville Detail)

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The National Register of Historic Places is our nation's official list of historic places deemed worthy of preservation. The National Register simply recognizes a site's historical, architectural, cultural, or archeological significance. However, being listed in the National Register for Historic Places does not protect a site from irreversible changes that may alter the historical significance of the site or the district within which a site is located. Local designation by ordinance provides protection and provides our community with the means to make sure that change takes place in a manner that respects the important historical significance of a district or an individual site. In 2001, the City of Gainesville recognized this responsibility by adopting local legislation. Hall County currently does not have a local ordinance for the protection of historic resources.

The local preservation process in Georgia is governed by the Georgia Historic Preservation Act of 1980, which is the enabling legislation that allows local communities to adopt a historic preservation ordinance and establish a preservation commission. The purpose of local designation is to preserve the unique character of the district, while allowing new construction to include architectural designs that are compatible with the neighboring historic buildings and their surroundings. Further, local designation provides for design review of exterior changes through the Certificate of Appropriateness process.

4.1.4.3: Rural Resources

Parts of Hall County, especially north Hall County, maintain a somewhat rural character. However, even the most rural areas of the county are experiencing significant development pressures and have an established residential population. Single-family homes not associated with farms have been built in the rural areas, generally on large lots of one acre or more. Rural uses, such as farms are desirable and contribute strongly to the county's economy; they should be encouraged to continue. However, as development pressures increase, it will become more challenging to balance these pressures with the desire to maintain agricultural viability and rural character.

4.1.4.4: Transportation and Other Resources

CROSSROADS

Crossroads are both the historic location of the crossing of major corridors of travel within a county and opportunities for current services to the community. They were places where trading often occurred and occasionally a more permanent settlement was founded, often including a country store, church or other place for the rural residents to gather. Many of the smaller cities in Hall County are the evolution of these historic nexus. As in the case of Hall County, these crossroads can often lend their name to the growing suburban neighborhoods that replace the open farmland. All of the small communities in Hall County except Oakwood contain National Register districts. As Hall County continues to evolve and become suburban in character, these crossroad communities offer an opportunity to maintain an identity that is historically grounded in the community.

FERRY CROSSINGS

Prior to the construction of Buford Dam in the 1950's, which impounded the Chattahoochee River creating Lake Lanier, ferry crossings were the primary mode of traversing the river. Many of the former crossings are now only a location and name, others are located near tangible

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landmarks, such as the Clarke Residence on Clarke's Bridge Road and the Thompson Residence where the ferry operators once lived. Like the Crossroads, these ferry crossings are remnants of the past that may offer identity to the growing areas near them.

EXISTING AND FORMER RAILROAD CORRIDORS

The gentle terrain of corridors developed for former and existing railroads offer a unique opportunity for the uses as recreational trails once abandoned for rail services. These corridors represent the network around which many of the communities were built. They continue to offer connection between many historic communities and surrounding resources.

HERITAGE TRAILS

Hall County has the basis for three types of Heritage Trail Development. These include heritage trails utilizing the following: existing roadway corridors, existing railroad corridors and abandoned railroad corridors. Existing roadway corridors, which contain historic resources and offer scenic views of the countryside, have been noted on the Historic Locations Map. These routes should be designated as cultural corridors and incorporated into the heritage tourism program. Use of existing railroad corridors should also be encouraged. Abandoned railroad corridors can be used in the creation of multi-purpose recreational trails. The best opportunity in Hall County appears to be the former Gainesville-Helen route, primarily located along Clark's Bridge Road.

4.1.4.5: Archeological Sites

There are areas in the city and county that may contain sites of archeological interest. While it has not been confirmed in Hall County, many ferry-crossing locations have been found to have archeological value. The Archeological Area Maps illustrate the areas that have been identified to have archeological potential.

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Archeological Area Map (Hall County)

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Archeological Area Map (City of Gainesville)

4.2.0.0: NATURAL & CULTURAL RESOURCE ASSESSMENT

Gainesville and Hall County have a number of natural and cultural resources that contribute to the character and quality of life in the community. The unique feature of Lake Lanier offers a tourism and recreational destination that enhances the local economy. The scenic beauty of the lake and the topography of north Hall County, combined with the rural character of this area, are elements that draw new residents to the community and make current residents proud to call it home. The natural green spaces along river corridors and in wetlands, forested areas, and other open spaces provide habitat for wildlife and are important for maintaining a healthy ecosystem in Gainesville and Hall County. The watersheds provide quality drinking water to the citizens, and maintenance of the health of these watersheds impacts protected species.

4.2.1.0: NATURAL RESOURCES

As demand for development of the currently rural areas of north Hall County intensifies, the natural resources will be increasingly impacted. These resources include but are not limited to parks and conservation areas, endangered/protected species habitats, vistas and scenic views, prime agricultural and forestlands. Analysis of population growth in Gainesville and Hall County shows a steady demand for new housing, even in the currently somewhat rural north Hall County. Over the planning phase over the next 25-30 years, the county could reach upwards 340,000 persons. Based on recommendations in the Land Use Element of this plan, the growing population will likely be housed in new development with an average density of one house on every 2 acres. Development can have an impact on not only the environmental quality of an area, but a visual and scenic impact as well. As development pressures increase in the currently rural areas, land that is valued for its open and natural state that contributes to a healthy ecosystem and supports the above mentioned resources will likely be reduced, thereby changing the character of the community and increasing risk to the natural resources.

As one of the City and County's most important natural resources, Lake Sidney Lanier deserves special attention to maintain the quality of the water environment, and to maintain its value to the community and its contribution to a healthy ecosystem. At the time of this assessment, no additional special needs have been identified for the Lake in excess of the federal and state mandated regulations. The City and County intend to continue in protection and preservation efforts regarding Lake Lanier. The city and county have taken necessary precautions to ensure a continuation of the environmental quality of the natural resources by establishing buffers for streams and rivers according to the rules for Environmental Planning Criteria and creating regulations and guidelines for stormwater and wastewater management.

4.2.2.0: HISTORIC AND CULTURAL RESOURCES

Like the natural resources, the cultural resources are a source of pride and opportunity for the community. Gainesville and Hall County must continue to preserve their historic resources, as historic buildings and other structures are physical links to the community's past. Such historic resources also provide evidence of earlier ways of life, which can be studied and enjoyed by current and future generations. Preservation can also help us to maintain a "sense of place" in our community as well as protect our beautiful and irreplaceable architectural treasures. Historic preservation can also stimulate our local economy through job creation and tourism, among other benefits. Gainesville and Hall County should approach growth and development in

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a way that recognizes the value and importance of the historic resources. The following is an assessment of the programs and activities of the city and county applying to the preservation of these resources.

Preservation is not the passive appreciation of history, culture, and material resources. Preservation is a planning tool dedicated to recognizing, protecting, using and appreciating our community's diverse historic and cultural resources. Simply put, preservation is protecting our resources from destruction or deterioration and encouraging their active role in our community. Preservation refers to the maintenance of historic and cultural resources without significant alteration to their current condition – keeping in mind that changes, which occur over time, are in and of themselves evidence of history, culture, and development. Preservation can mean renovating a vacant residential dwelling into office space, or nominating a site or district for listing in the National Register of Historic Places, or locally designating a landmark or district as historic. The city and county do not currently have formally written and adopted local historic preservation plans. A preservation plan provides the basis for development of a preservation program where none exists, strengthens existing preservation programs, and helps to resolve existing and future conflicts between competing land-use goals. The following are summaries of tools available to the city and county in the pursuit of a successful historic preservation program.

4.2.2.1: Local Designation, Plans and Policies

Various planning issues, such as land use and changes in zoning regulations, impact historic and cultural resources. Physical evidence of Gainesville and Hall County's history takes the form of buildings and structures, works of art, historic and archeological sites, landscapes, and historic districts. Preserving these properties and the history associated with them is the goal of historic preservation.

Many are familiar with the National Register of Historic Places, which is our nation's list of places deemed worthy of preservation. Administered by the National Park Service through the Georgia Department of Natural Resources Historic Preservation Division, the National Register is a federal program that simply recognizes a site's historical, architectural, cultural, or archaeological significance. Being listed in the National Register does not fully protect a site from irreversible changes that may alter the historical significance of the site or the district within which a site is located.

Local designation offers a community the means to ensure that alterations to a site take place in a manner that respects the important historical significance of the property or district within in which the property is located. The intent of local designation is to preserve the unique character of an area, while allowing new construction to include architectural designs that are compatible with the neighboring historic buildings and their surroundings. Local designation provides for design review of exterior changes through the Certificate of Appropriateness process.

The City of Gainesville took steps toward protecting its historic and cultural resources with the adoption of its local historic preservation ordinance in October of 2001, as the local ordinance established a set of procedures to guide the preservation of the City's historical resources, as well as outlined the fundamental procedure for the recommendation and designation of sites as historic. The ordinance also provided for design review of exterior changes through the Certificate of Appropriateness process. Following the adoption the ordinance, the Planning Department staff developed a plan for nominating historic landmarks and districts for local designation. The local ordinance also created the Gainesville Historic Preservation Commission, a five-member voluntary body appointed by the City Council and considered a part of the City's planning functions. The Preservation Commission holds strong its mission: **to**

provide for the designation, protection, preservation and rehabilitation of historic properties and historic districts as a means for preserving Gainesville's rich heritage.

Hall County does not currently have a local ordinance pertaining to preservation of historic or cultural resources or any other adopted policy. To adequately protect resources, the broad range of issues that may impact them must be taken into consideration on a local level. The primary local resource the county has for historic resources is non-profit organizations including the Hall County Historical Society, The Georgia Mountains Museum, and neighborhood groups. However, the lack of an official county historic preservation policy has created an environment that does not particularly encourage organized activity of behalf of Hall County's historic resources. Consequently, these groups have not focused a great deal on the protection of physical resources.

Historic preservation through local designation has many benefits. Local designation protects the investments of owners and surrounding residents as well as provides educational opportunities and helps maintain a "sense of place". However, like any limited resource, historic sites need careful planning and management to insure their survival for future generations.

4.2.2.2: Education and Public Awareness

Education and public awareness are important in the survival of Gainesville and Hall County's historic and cultural resources; thus, in order to preserve and protect our irreplaceable resources, Gainesville and Hall County must communicate with and involve the community in their preservation efforts. Heritage education is an approach to teaching and learning about the history and culture of a community that provides the means for expanding and enriching the citizenry's understanding and appreciation of the various components that constitute the community's heritage.

The Georgia Trust for Historic Preservation, the nation's largest statewide preservation organization, uses monetary donations and volunteer members to protect and preserve Georgia's historic resources. As part of its ongoing educational efforts, the Georgia Trust administers the Talking Walls program, which facilitates the education of school-age children on the significance of various historic and cultural resources in Gainesville and Hall County. Through partnerships with the local school systems, city and county governing bodies, and community organizations, the Georgia Trust compiles extensive heritage resource guides for teachers to use in the classroom. Teachers can utilize the trust's information to develop projects on local history and culture to instill a sense of place in school-age children in the community.

To achieve widespread public awareness and involvement, Gainesville and Hall County must provide educational opportunities. Education is an ongoing process; therefore, Gainesville and Hall County must conduct educational programs on a continual basis. Gainesville and Hall County should work jointly with existing organizations to increase awareness and encourage citizen participation – including the Hall County Historical Society, Gainesville-Hall County Historic Preservation Trust, Georgia Mountains History Museum, and the local schools and colleges. The city and county should also work with other organizations, such as the Greater Hall Chamber of Commerce and the Gainesville-Hall County Convention and Visitors Bureau, to promote awareness and encourage involvement of the citizens. The media to be used to facilitate the educational programming of the public should include public forums, local newspaper and radio stations, and the local TV 18 government channel.

4.2.2.3: Certified Local Government (CLG) Designation

The most effective preservation planning occurs at the local level. The Certified Local Government (CLG) program helps local governments integrate historic preservation concerns with local planning decisions, and thereby, strengthens a community's preservation program and its link to the State's Historic Preservation Division (HPD). This national initiative provides valuable technical assistance and grants to local governments seeking to preserve its irreplaceable historic resources for current and future generations. In Georgia, the CLG program builds upon the longstanding relationship between local governments and HPD by expanding the scope of local responsibilities and opportunities for preservation.

Certified Local Government designation means that a city or county has been certified to participate in the national framework of historic preservation programs. The State of Georgia has over sixty Certified Local Governments varying in size and including such places as Atlanta, Athens, and Dahlonega. Requirements for certification include:

- (1) Enforcement of appropriate state and/or local legislation for designation and protection of historic resources through the adoption a local historic preservation ordinance;
- (2) Establishment of an adequate and qualified historic preservation review commission with at least three members in accordance with state and local legislation;
- (3) Preparation and maintenance of a system for survey and inventory of historic properties compatible with the state's survey program;
- (4) Provision of adequate public participation in the local historic preservation program through open meetings with proper notice and detailed minutes of all decisions and actions of the Commission; and
- (5) Satisfactory performance of responsibilities delegated to local governments by the 1980 Amendments to the National Historic Preservation Act.

The City of Gainesville has initiated steps toward achieving CLG designation. In October of 2001, the City adopted a local historic preservation ordinance, which established a set of procedures to guide the preservation of Gainesville's historical resources, as well as created the Gainesville Historic Preservation Commission, an appointed board that is considered a part of the city's planning functions. The Historic Preservation Commission was appointed in accordance with the local ordinance and state enabling legislation in June of 2002. Since that time, the Commission has undergone training sessions, as well as held regularly scheduled public meetings. In November of 2003, the Commission conducted its first public hearing on a request for local designation of an individual historic landmark – which later was approved by the City Council in January of 2004. Further, the Preservation Commission has also conducted a "window survey" of historic resources within the city limits, listing formally a number of properties to be considered for local designation either as individual landmarks or as part of a district. With the CLG designation, the city can apply for a grant to help fund a formal survey and inventory of historic resource in accordance with the Georgia Historic Resources Survey program, and comply with the aforementioned criterion: preparing and maintaining a system for survey and inventory of historic properties.

4.2.2.4: Historic Resources Survey

The Georgia Historic Resources Survey is an ongoing, statewide survey of buildings, structures, sites, and objects of historical significance. It is a computerized database administered through the State Historic Preservation Division (HPD) that serves a variety of preservation activities. Completed historic surveys can be used for various purposes including:

- (1) Identifying properties for nomination on the National Register of Historic Places;
- (2) Assisting in local preservation efforts and support local designation; and
- (3) Aiding in land-use planning; and
- (4) Increasing awareness of and interest in Gainesville and Hall County's historic and cultural resources.

Surveys are sponsored by local governments and/or local or regional organizations under contract with the State Historic Preservation Division (HPD); the surveys also involve the services of both paid consultants and unpaid volunteers. Funding for the survey is available through the HPD, if the local government is designated as Certified Local Government.

4.2.2.5: Establishment of a Local Heritage Tourism Program

Tourism is Georgia's second largest industry after agriculture, and national studies indicate that historic places are among the top most important attractions to tourists and travelers. The essence of heritage tourism lies in reorganization of the community's unique qualities and making the best cultural and economic use of such qualities. Marketing historic resources allows a community to enhance its appeal to tourists. It has been shown in Georgia that a traveler visiting a place for its unique historic and cultural resources will stay longer and spend more money than the average U.S. traveler (Source: Profiting from the Past). For this to happen, however, historic resources must be properly maintained, accessible to the public, and accurately interpreted.

Fruition of the tourism potential of historic and cultural resources can have a significant impact on Gainesville and Hall County's economies and raise awareness among the citizens to the importance of our historic and cultural resources. The challenge however, is to capitalize on the rich heritage while preserving and protecting the historical and cultural integrity. Funding sources for the development of heritage tourism plans potentially include:

- (1) The State Historic Preservation Division, particularly through the Certified Local Government program;
- (2) The Department of Community Affairs; and
- (3) Intermodal Surface Transportation Efficiency Act (ISTEA).

The following section outlines the goals and objectives that the city and county should pursue in efforts to enhance, maintain, and benefit from the natural, historic, and cultural resources.

4.3.0.0: NATURAL & CULTURAL RESOURCE GOALS & IMPLEMENTATION

4.3.1.0: GOALS & OBJECTIVES

The following section outlines the goals and policies Gainesville and Hall County will use to address the natural and cultural resources.

Goal 1: Conservation and Protection

Gainesville and Hall County will conserve and protect the natural environment, open spaces, and historic resources.

Objective 1: Environmentally sensitive areas such as flood plains, lakes, and waterways will be protected from negative impacts of development.

Objective 2: Gainesville and Hall County will continue to implement and enforce measures designed to protect natural resources such as watershed protection, stream and lake setbacks, and floodplain management requirements.

Objective 3: The preservation of environmental quality, particularly associated with water (including both subsurface and surface water) and air quality, will be promoted in planning for new development and public services. The air and water quality of the community will be managed in a manner that will protect their integrity and quality.

Objective 4: Practices, such as sanitary sewers that return water to the water supply system will be encouraged. Practices that consume water, such as septic systems, will be discouraged.

Objective 5: Alternative transportation practices and improved circulation systems will be promoted to reduce air quality impacts.

Goal 2: Open Space Preservation

Gainesville and Hall County will promote the preservation of open space systems throughout the city and county.

Objective 1: Gainesville and Hall County will continue to identify land through their parks planning efforts that should be permanently preserved.

Objective 2: Gainesville and Hall County will continue to develop and implement coordinated plans for a linked system of open space and conservation areas.

Objective 3: New development will be encouraged, which minimizes the amount of land consumed, with land preserved and set aside as permanent open space.

Objective 4: Gainesville and Hall County will encourage open space in individual developments to be coordinated with, and linked to open space in adjacent developments and other community systems.

Goal 3: Historic Preservation

The preservation of historic resources is recognized as an important contributor to community livability, as well as economic development, and will be promoted.

Objective 1: The traditional character of the urban neighborhoods and downtown Gainesville will be maintained through preserving and revitalizing historic areas.

Objective 2: The City of Gainesville will develop land use regulations and design standards for historic areas or properties designed to ensure compatible new development or alterations of historic properties.

Objective 3: Hall County will utilize conservation subdivision practices to preserve historic rural resources and landmarks where practical.

4.3.2.0: DEVELOPMENT POLICIES

This section sets forth the natural and cultural resource policies that have been developed during the comprehensive planning process with significant citizen input. These policies are directly related to the goals and objectives set forth above and are an initial, important implementation step, providing greater detail to guide decision-makers.

4.3.2.1: Conservation and Protection

Policy 1: The city and county will review and upgrade, as necessary, resource protection standards in their development codes, including but not limited to floodplain management, watershed protection, soil erosion, tree protection, and riparian areas.

Policy 2: Extend public infrastructure and services to areas targeted for development in the comprehensive plan and refrain from providing services in areas not so designated, such as sensitive natural areas.

Policy 3: Consider alternative transportation policies that reduce the amount of vehicle trips and require more detailed traffic impact analysis/mitigation for major projects.

4.3.2.2: Open Space

Policy 1: Complete city and county parks plans and identify future park sites. Base land acquisition on these plans.

Policy 2: Revise city and county development codes to require a minimum open space set aside in all developments.

Policy 3: Provide a conservation subdivision option in rural areas that permits smaller lot sizes in return for more significant open space set aside.

4.2.2.3: Historic Preservation

Policy 1: Based upon a comprehensive preservation plan, the city and county will consider and put into place tools to protect historic resources from demolition or incompatible development.

Policy 2: Hall County will target cultural resources for protection in determining open space set-asides as part of any conservation subdivision process.

Policy 3: The city and county will promote the use of economic incentives for historic preservation projects to complement protective regulations.

4.3.3.0: PROGRAMS

Hall County and the City of Gainesville are committed to undertaking a variety of programs to implement the land use goals and objectives discussed above. These programs break down into four major categories. For the most part, the city and county will be the lead implementation agencies.

1. Regulatory/Growth Management: The city and county have begun to revise their development codes (zoning, subdivision, etc.) to conform to the comprehensive plan. Many of these revisions are directly related to natural and cultural resources. For example, the county is revamping its tree protection and open space standards and creating a conservation subdivision process. In the second phase of the UDC update, the county will review and update its existing hillside and watershed protection standards and soil erosion control ordinances drawing on guidance provided by the North Georgia Water District model ordinances.
2. Local Historic Preservation Regulations: The city and the county will undertake a local preservation plan and will consider adopting local historic preservation regulations to provide a greater measure of protection for cultural resources and landmarks. The time frame for these regulatory efforts will be 2-4 years.
3. Fiscal/Financial. Both jurisdictions will examine a range of tools to deal with the cost of growth, including impact fees (which the county already has) and fiscal impact assessment requirements for new development. The county has conducted a parks impact fee background study and is considering adopting park/open space impact fees. Moreover, both the city and county are undertaking comprehensive parks plans and will acquire open space in accord with those plans, which will include natural resource areas. The city and county will also promote the use of federal and state tax incentives for historic preservation projects. The time horizon for this effort is 2-3 years.
4. Capital Investment. The city and the county have already initiated a program to provide water and sewer services to areas targeted for development in the plan. Additionally, the county and city will refrain from making capital investments in rural areas that are not slated for urban/suburban intensity growth, thus providing an additional measure of protection for natural and cultural resources. It is estimated that the initial water/sewer construction will take 2-4 years.

In addition, the city and county enjoy the benefits of an array of natural areas such as the Chicopee Woods Nature Preserve. These areas will be maintained and expanded based on completion of the city/county parks master plans. Cultural sites and resources should be considered in the parks master plans.

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5. Interagency Cooperation. The city and county have begun exploring a joint, coordinated annexation policy that reflects the comprehensive plan policies. The time horizon for this effort is 2-3 years.

Additionally, continued cooperation with local non-profit agencies such as the Gainesville/Hall County Trust for Historic Preservation and the Gainesville/Hall County Historical Society will enhance the opportunity to preserve the community's historic resources. The time horizon for this effort is ongoing.

While many of these programs will be implemented over an extended period, there are short-term actions that can be taken to ensure that the efforts are begun and demonstrate progress. A short-term work program is set forth in the final section of this element.

4.3.4.0: IMPLEMENTATION SYSTEMS AND TOOLS

This section sets forth specific systems and tools that will be created or amended during the planning period to achieve the natural and cultural resource goals and objectives set forth above. These tools fall into four broad categories: (1) administrative systems (e.g., site plan review); (2) land development regulations; (3) fiscal and financing tools; and (4) other growth management tools (e.g., urban growth boundaries, concurrency requirements, intergovernmental cooperation). The tools are keyed to the four overarching plan land use goals.

4.3.4.1: Conservation and Protection

THE CITY OF GAINESVILLE WILL:

1. Maintain current natural resource protection provisions in its zoning and other development codes (such as tree protection). Examine changes in the area of stormwater management to conform to the new standards of the Metropolitan North Georgia Water Planning District.
2. Protect natural resources in and around the city and in the county by encouraging more compact development that is most easily served by existing infrastructure.

HALL COUNTY WILL:

1. During phase 1 of the Unified Development Code (UDC) update project, improve tree protection, open space, and other resource related standards that will significantly upgrade the overall quality of development in terms of environmental compatibility. Current provisions regarding watershed protection and soil erosion control will be maintained and enforced. During phase 2 of the project, the county will examine possible strengthening of the watershed, soil erosion, hillside, and other environmental regulations in the UDC. This project is currently underway and phase 2 is scheduled to be completed in 2004.
2. Revise existing Planned Development District standards to require higher levels of environmental protection and open space preservation as a trade-off for flexibility with uses and density.

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3. Give priority to preservation of natural resources in layout of conservation subdivisions. Conservation subdivision process to be created as an option in UDC rewrite.
4. Refrain from extending public infrastructure, particularly water and sewer, into rural areas and areas with significant natural resources that are not targeted for urban/suburban intensity development on the future land use map.

4.3.4.2: Open Space Protection

THE CITY OF GAINESVILLE WILL:

1. Finalize draft of parks master plan to enhance quality of life in county. Identify significant natural areas in parks plan for public acquisition and base land purchases on such plan.
2. Explore use of impact fee on major new residential developments, including multi-family, for parks and open space.
3. Consider basic private open space set aside requirement for new major residential developments.
4. Implement greenways along the CSX rail line in Midtown.

HALL COUNTY WILL:

1. Protect open space throughout the county by encouraging more compact development in and around the county's established municipalities and reducing the allowable residential densities in rural areas. New zoning and subdivision provisions will be drafted as part of the UDC project to encourage conservation subdivisions that will allow smaller lots in return for preservation of a greater percentage of open space.
2. Enact basic open space set aside requirements for all major development in the county—commercial, industrial, and residential.
3. Continue working on parks master plan to enhance quality of life in county. Identify significant natural areas in parks plan for public acquisition and base land purchases on such plan.
4. Consider parks and open space impact fee based on recently completed background study to assist in acquisition needs necessitated by new development.
5. Explore options with local land trusts, environmental organizations, and colleges to expand and enhance open space in the community.

4.3.4.3: Historic Preservation

CITY OF GAINESVILLE

1. In cooperation with Hall County, prepare a comprehensive local preservation plan, including a comprehensive resource survey, to build on historic preservation efforts currently underway. The plan should present a vision and goals for the local program and recommend tools such as tax incentives that can function with the local preservation ordinance to address threats to historic resources.

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2. Conduct educational programs for citizens and in schools about the historic and cultural resources in the city and county. The city will also encourage the use of federal and state tax incentives for historic preservation.
3. Continue to take steps to achieve Certified Local Government (CLG) designation.
4. Work in cooperation with the Gainesville/Hall Trust for Historic Preservation and the Hall County Historical Society to identify historical buildings in need of rehabilitation, and work cooperatively to secure grants to aid in these efforts.
5. Identify and protect cultural resources as part of neighborhood-based plans, and continue to designate additional local and national historic districts like those along Main Street and near the Piedmont Hotel, which were identified in the Midtown Plan.
6. Identify significant cultural resources for public acquisition/use as element of draft parks master plan.

HALL COUNTY

1. In cooperation with the City of Gainesville, assist in the preparation of a comprehensive local preservation plan to build on historic preservation efforts currently underway. The plan should present a vision and goals for the local program and recommend tools, such as a county landmark ordinance to address threats to historic resources.
2. Evaluate the benefits of seeking designation as a Certified Local Government (CLG) for historic preservation purposes. Designation requires adoption of a local preservation ordinance and appointment of a preservation commission, among other steps.
3. Give priority to preservation of cultural resources in identifying open space preservation areas in the conservation subdivision process. Conservation subdivision option to be created as part of UDC rewrite.

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4.3.5.0: SHORT-TERM WORK PROGRAMS

Table 4: Major Gainesville Implementation Actions

Major Actions	Time Frame	Estimated Cost	Responsible Party	Comments
1. Draft county/city preservation plan with implementation tools and seek CLG status.*	2005	\$50,000	City staff with county assistance	
2. Begin work on neighborhood plans; protect cultural resources in plans.	2004-5	NA	City staff	
3. Finish city parks plan. Identify key natural and cultural resources and consider for acquisition.	2004-5	NA	City staff	
4. Develop a greenway along the CSX rail lines in Midtown.	2004-5	\$1.7 million	City	Recommendation from the Midtown Plan
5. Extend water/sewer to targeted development locations in comprehensive plan; avoid service in sensitive natural areas.*	2004-5	\$15 million	County and city	Seek financial assistance from Georgia Environmental Facilities Authority.
6. Consider open space impact fees in county and city.*	2004-5	NA	County and city staffs	County currently has impact fees for other services/amenities.
7. Adopt coordinated intergovernmental annexation policy that includes resource protection provisions.*	2004-5	NA	County and city staffs	

(*) Indicates joint action listed the tables for both the city and county.

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Table 5: Major Hall County Implementation Actions

Major Actions	Time Frame	Estimated Cost	Responsible Party	Comments
1. Comprehensively revise county UDC—tree protection, open space, PUD regulations priorities for revision. Address other environmental standards in Phase 2.	2003-4	\$150,000	County staff + consultants	80% completed as of 1/1/04
2. Create conservation subdivision option with priority for resource protection.	2004	\$5,000	County staff + consultants	Draft completed as of 1/1/04
3. Study revisions to county zoning maps to bring them into accord with the comprehensive plan.	2004-5	NA	County staff	
4. Draft county/city preservation plan with implementation tools and seek CLG status.	2005	\$50,000	City staff with county assistance	
5. Continue work on county parks plan. Identify key natural and cultural resources and consider for acquisition.	2004-5	NA	County staff	
8. Extend water/sewer to targeted development locations in comprehensive plan; avoid service in sensitive natural areas.*	2004-5	\$15 million	County and city	Seek financial assistance from Georgia Environmental Facilities Authority.
9. Consider open space impact fees in county and city.*	2004-5	NA	County and city staffs	County currently has impact fees for other services/amenities.
10. Adopt coordinated intergovernmental annexation policy that includes resource protection provisions.*	2004-5	NA	County and city staffs	

(*) Indicates joint action listed in the tables for both the city and county.

GAINESVILLE AND HALL COUNTY COMPREHENSIVE PLAN



**COMMUNITY
FACILITIES ELEMENT**

ADOPTED: JUNE 24, 2004
AMENDED MAY 12, 2005

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5.0.0.0 COMMUNITY FACILITIES

The maintenance and construction of community facilities are essential to the protection of the health, safety, welfare and quality of life for the public. Community facilities should enhance the community's character and provide a sense of place. Facilities should also be environmentally sensitive, consistent with the urban form, maintain desired levels of service where applicable, maximize existing infrastructure, and be cost efficient. Community facilities in the form of infrastructure are critically important to the economic development capabilities of the City and the County. Natural and cultural opportunities provided through community facilities are important for social interaction and provide amenity value for the community. It is important to enhance community facilities where possible and identify deficiencies to accommodate the expected population growth of both the city of Gainesville and Hall County.

5.1.0.0 INVENTORY & ASSESSMENT

Because of the nature of the Community Facilities Inventory, it is more efficient and complete to include the assessment with the inventory. DCA approved the use of the assessment in the CIE update dealing with capital improvements funded by impact fees as part of the comprehensive planning requirements. Additional assessment is included in that element.

5.1.1.0: WATER SUPPLY AND TREATMENT

The City of Gainesville Public Utilities Department has developed a system-wide plan to serve the expected population base in the City and the surrounding service area. The City has identified needed system improvements, upgrades, and new construction to meet the increased demand in water and wastewater service. The City of Gainesville is the major water and wastewater service provider in the county. The Chattahoochee Basin provides water to both the Gainesville Water Service District and the Hall County Water District. The Gainesville service area covers approximately 300 square miles. The water system serves a customer base of approximately 39,500 customers with an estimated 100,000 users.

The number of water customers has increased steadily over the past 10 years. The following tables describe the number of customers and revenue generated over the past 10 years.

Table 1: Water Service Customers

Year	Number of Customers
1991	22,800
1996	27,882
2002	36,419

Table 2: Water Service Revenue

Year	Total Revenue (dollars)
1990	13.4 million
1995	22.6 million
2000	34.5 million
2002	34 million

There are currently nine different water suppliers in Hall County. The water suppliers are: City of Gainesville, Hall County/White County Water Authority, City of Lula, City of Braselton, City of Buford, Gwinnett County, City of Flowery Branch, Dawson County and Lake Lanier Islands. Lake Lanier Islands water is purchased from the City of Gainesville and serves only the Lanier Islands Resort and Park, while other suppliers serve customers in the outlying areas of Hall County.

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The areas served through the Hall County water system lie in the north and east section of the county. Water lines have been installed by the White County Water Authority through contract with Hall County. Hall County water comes from the Turner and Cathy Creek watershed in White County, which is a surface water source. Water from this source is treated at the Turner Creek Water Treatment Plant using a micro-floc filtration system. This water is blended with water from the City of Cleveland, which comes from three wells located on a crystalline rock aquifer. It is then treated to provide clean drinking water.

In response to the increase in population and the demand for potable water, Hall County is developing an additional water source, the Cedar Creek Reservoir. Source waters for the reservoir will be Cedar Creek and the North Oconee River. A raw water intake and pump station will be located on the North Oconee River just downstream from its confluence with Buffington Mill Creek in Gillsville. The water withdrawn from the North Oconee River will be pumped into the Cedar Creek Reservoir and from there into the water treatment plant, where it will be treated and then distributed. The 144-acre reservoir is expected to be operational in late 2005. Its ultimate dependable yield will be 7.3 million gallons per day.

5.1.1.1 Riverside Drive Water Treatment Plant

The Riverside Drive Water Treatment Plant was constructed in the early 1950s and has a treatment capacity of 25 million gallons per day (MGD). During FY02 renovation and upgrades to the treatment plant were completed. These improvements, including the addition of a raw water intake structure with pumps and piping to the plant, totaled a cost of \$19.3 million.

The treatment process begins as raw water is withdrawn through two water intake structures, with pumping capacity provided by four vertical pumps with rated capacities of 25 MGD, 18 MGD, 15 MGD, and 8.5 MGD. Raw water is pumped to the filter plant through three pipelines with diameters of 16, 24 and 36 inches. Finished water is stored in a two million gallon and a five million gallon clear well located at the water plant, a five million gallon ground storage reservoir, and five elevated storage tanks with an aggregate storage capacity of 2.85 million gallons. During FY02, water demand averaged 17.3 MGD, with a maximum daily demand of 24.5 MGD.

5.1.1.2 Lakeside Drive Water Treatment Plant

This state of the art facility will open during the first quarter of FY03, with an initial capacity of 10 MGD. There is space on the existing site to expand the plant to at least 100 MGD.

Raw water will be pumped from the intake that is located on the shores of Lake Lanier. This intake will also have a capacity of 10 MGD and can be expanded to 100 MGD by the addition of larger pumps. The water will be channeled more than a mile via two 42-inch lines to the treatment facility. Incline plate settlers will allow for maximum utilization of space during the filtering process. Implementation of a gravity flow backwash septic tank will result in substantial energy savings.

5.1.1.3 Hall County

The Cedar Creek Water Treatment Plant will be designed for an initial capacity of 2.0 MGD, with facilities constructed to provide for expansion to 4.0 MGD. Room will be provided at the plant site for a doubling of that capacity to 8.0 MGD, which will be the ultimate anticipated capacity of the plant. Hall County currently has approximately 70 miles of water mains in service and another 65 miles under construction. The water mains are all ductile iron pipes and are primarily 12-inch diameter lines, with some 8-inch and 20-inch. The system also includes a 250,000-gallon elevated water storage tank.

5.1.1.4: Primary Land Uses Served

The primary land uses served by the various water service facilities include residential, commercial, office, and industrial uses. The geographic service areas are identified on the Water and Sewer Service Delivery Area Map in this section.

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Water Service Area Map

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5.1.2.0: SEWERAGE SYSTEM AND WASTEWATER TREATMENT

The identified services are maintained by the City of Gainesville Public Utilities Department. The City of Gainesville Public Utilities Department has developed a system-wide plan to serve the expected population base in the City and the surrounding service area. The City has identified needed system improvements, upgrades, and new construction to meet the increased demand in wastewater service. In addition, the City has partnered with Hall County to provide wastewater service along the SR 365 corridor.

5.1.2.1 Flat Creek Waste Water Treatment Plant

Flat Creek, an advanced wastewater treatment facility located on Old Flowery Branch Road, serves the major portion of the Gainesville industrial area and has a present design capacity of 10.2 MGD. The original plant was built in 1958 with a design capacity of 1.5 MGD. In 1974, chlorination and sludge thickening equipment were added. In 1982, additional facilities were added to the plant to improve the primary treatment processes and sludge handling capabilities of the plant. In 1995, a major upgrade of the plant was completed.

Flat Creek operates under a National Pollution Discharge Elimination System ("NPDES") permit issued by the Georgia Environmental Protection Division (EPD). This permit sets forth allowable flows and effluent pollutant concentrations discharge. Specifically, the permit sets limits for conventional pollutants as well as ammonia-nitrogen and total residual chlorine ("TRC"). A major upgrading program was required and completed in March 1995 to allow the facility to meet the new effluent limits for ammonia-nitrogen and TRC.

Effluent limitations under the NPDES permit allow a monthly average daily discharge of 10.2 MGD. During 2002, the discharge from Flat Creek averaged 6.4 MGD. Effluents from Flat Creek meet all of the permit limits and the plant received the "**Gold Award**" by Georgia Water and Pollution Control Association for no permit violations. In 2002, an expansion was completed that expanded the treatment capacity from 7.2 MGD to the current capacity of 10.2 MGD. Improvements included electrical upgrades, solids dewatering, revision of the disinfection process, and an additional equalization basin. The total cost of the expansion was \$16.3 million.

During 2002, design and engineering plans were prepared to further expand the plant to 12.0 MGD and increase treatment standards. Bids for the project will be solicited in early 2004, with a Notice to Proceed with construction starting later in 2004. This project is not scheduled to be completed until 2005 with an anticipated cost of \$21.0 million.

5.1.2.2 Linwood Wastewater Treatment Plant

Linwood, the City's other wastewater treatment facility, located on Linwood Drive, receives flow from a large part of the north end of the City. Flow is received through four major lines; the Black Creek Interceptor, a 24-inch sewer, the North Interceptor, an 18-inch sewer, and Twin Interceptor Lines, measuring 10 inches and 18 inches.

The major portion of the Linwood Plant was built in 1956. In 1974, the addition of chlorination facilities completed the plant. The plant has a treatment capacity of 3.1 MGD and operates under an NPDES permit from EPD. The permit allows a maximum monthly average flow of 3.1 MGD. During 2002 the plant was in compliance with all permit requirements and has won numerous awards for outstanding operation.

The Public Utilities Department is in the process of planning an upgrade to increase the treatment capacity of the Linwood facility to 5.0 MGD. The Preliminary Engineering Report (PER) for this project was submitted to EPD during FY02. Improvements will include an upgrade to implement membrane technology in the treatment process, thereby resulting in a higher level of treatment quality. The Basis of Design (BOD) is scheduled to be completed in early 2004, and the project is anticipated to be submitted for bid by the fall of 2004.

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5.1.2.3 Bradford Street Facility/Distribution And Collection System

The Distribution and Collection Division is housed in the Bradford Street Facility, and maintains in excess of 39,000 water connections that provide drinking water to more than 100,000 residents. Approximately 1,600 new connections are made each year to service new citizens. The staff responds to outages 24 hours a day, 7 days a week

The water distribution network consists of approximately 956 miles of predominantly ductile iron pipelines ranging in size from 2 inch to 48-inch diameters. As part of the City's distribution system improvement plan, portions of the existing system currently served by older and smaller diameter lines have been identified for replacement. The City has an ongoing program to identify and replace old and small diameter lines on an annual basis. During FY02, 55.4 miles of water main replacement and extensions were constructed. (This total includes 4.89 miles of fire lines constructed by private development activities.)

There are approximately 211 miles of sanitary sewer in the system, with pipe sizes ranging from 6 inches to 36 inches. Most of the sanitary system is clay pipe, although iron and steel pipe are used for force mains, river crossings, railroad crossings and road crossings. During FY02, 8.77 miles of gravity sewer, and 1.77 miles of sewer force main were constructed.

During FY02, the Bradford Street Facility warehouse office space was remodeled. This project provided separate work areas for the warehousing and distribution and collection staff, and increased the level of internal control of inventory. The vehicle shop mezzanine project was also completed, adding needed storage for the mechanic's work area.

The following table illustrates the flow projections for increased permitted wastewater discharge to meet anticipated need.

Table 3: Implementation Schedule for Increased Permitted Wastewater Discharge

Phase	Calendar Year	Flat Creek WRF No. 1	Linwood WRF No. 2	Total Discharge (MGD)
1	2005	12.0	2.7*	14.7
2	2006	12.0	5.0	17.0
3	2012	15.0	5.0	20.0
4	2016	18.0	5.0	23.0
5**	2017	18.0	7.0	25.0

*Linwood WRF de-rated to 2.7 MGD Capacity

**Assumes additional Intergovernmental Agreement

5.1.2.4 Environmental Services (Lab)

The Environmental Services facility is located on Old Flowery Branch Road. Services offered at this facility include:

- A water, wastewater, and environmental laboratory program;
- An industrial pretreatment program;
- An environmental monitoring program, which may be described as quality control or quality assurance programs for the Utilities Department.

These programs provide for the successful operation of both wastewater treatment plants and the water treatment plants, assure the quality of drinking water to the Department's customers, as well as providing for the protection and improvement of our community's water resources.

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In addition to monitoring water quality on local creeks and lakes, environmental monitoring staff works closely with Georgia Adopt-A Stream volunteers with training and support for adoption of streams throughout Gainesville and Hall County. A special Fall Clean-up is held annually, with volunteers of all ages. The current active project the City has under construction includes the Allen Creek Regional Sewerage Facilities at a cost \$6,596,000. The Dawsonville Highway Regional Sewerage Facility is in the project and design stage. The expected cost of the facility is \$12,336,000.

The City of Gainesville has developed recommendations to accommodate the increased population in the City and the County customer base. The Recommended Five-Year Capital Improvements Program for Water and Wastewater provision are described in the following list.

**Recommended Five-Year Capital Improvements Program
Proposed Five-Year CIP Major Projects**

Water System

Utility Relocation related to transportation system improvements	\$15.0 million
Lakeside Water Treatment Plant (solids dewatering facilities)	\$10.6 million
Water Main Replacements – GEFA Program	\$ 9.1 million
Lakeside Water Treatment Plant (expansion, design, construction 20 MGD)	\$ 6.4 million
Water System Subtotal (62% of Water System Total)	\$ 41.1 million

**Recommended Five-Year Capital Improvements Program
Proposed Five-Year CIP Major Projects**

Wastewater System

Linwood WRF No.2 Improvements (design and construction of 5 MGD Plant)	\$ 36.2 million
Flat Creek WRF No. 1 Improvements (plant upgrade to 12 MGD)	\$ 24.0 million
I/I related rehabilitation projects	\$14.8 million
Dawsonville Highway Regional Sewerage Facilities	\$11.2 million
Allen Creek Regional Sewerage Facilities	\$ 3.5 million
Wastewater System Subtotal (81% of Wastewater System Total)	\$89.7 million

The County has begun to look toward providing wastewater service to enhance economic development opportunities and serve residential development where appropriate. The County is currently implementing a plan to construct sewer service along the SR 365 corridor north of Gainesville. The project is a joint venture between the City of Gainesville and Hall County in an effort to provide sewer to attract commercial, industrial, and business to Hall County. The proposal involves Hall County constructing trunk lines along the SR 365 corridor dedicated for commercial and industrial (C & I) use (85%) with minimal residential tap-on allocations (15%).

The County has also entered into an agreement with the City of Flowery Branch to provide commercial sewer capacity in south Hall County. The agreement provides Hall County with the opportunity to bring additional employment opportunities to County residents. Hall County will build and maintain sewer lines in five major corridors: I-985 south of Gainesville, Atlanta Highway, Spout Springs Road, Hog Mountain Road (south to Friendship Road and north to Atlanta Highway), and McEver Road. The City of Flowery Branch will provide waste treatment.

5.1.1.4: Primary Land Uses Served

The primary land uses served by the various sewer service facilities include residential, commercial, office, and industrial uses. The geographic service areas are identified on the Sewer Service Delivery Area Map in this section.

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Sewer Service Delivery Area Map

5.1.3.0: SOLID WASTE MANAGEMENT

A steady increase in population in recent years has resulted in Hall County carefully planning for its infrastructure and facility needs in order to provide its residents with quality services. Hall County's population growth reflects both its Northeast Georgia regional center status, and its attractiveness and proximity to the Atlanta metropolitan region. The County has taken appropriate steps to properly manage Solid Waste and continues to seek creative, innovate means of providing service, protecting the environment, and planning for future facility needs and services. The County is currently completing the Solid Waste Management Plan as a separate document. The document is being prepared in accordance with the Georgia Comprehensive Solid Waste Management Act outlined in the Minimum Standards and Procedures for Solid Waste Management.

5.1.3.1: Collection

The collection and hauling of waste in Hall County ranges from the County to municipalities to private firms and private individuals self-hauling their solid waste to the County landfill or compactor sites. Additionally, there are a wide variety of vehicles utilized for collection of solid wastes. A brief summary of the collection services provided by the cities is outlined due to the direct impact these jurisdictions have to the disposal of solid waste at the landfill and compactor sites.

TOWN OF CLERMONT

The Town of Clermont offers uniform solid waste services to all its residents. Collection is done from 250 residences once per week on Mondays. The Town provides no commercial or business service. A Town ordinance requires that waste be contained in plastic or paper bags and placed in cans or carts and placed at curbside. The Town of Clermont collects only bagged MSW. Town officials speculate that very few residents haul their own bagged refuse to the County's compactor sites. Clermont also provides once per week curbside recyclables collection on Tuesdays. This is done in-house using municipal staff and equipment. The Town does not provide collection of yard trimmings.

CITY OF FLOWERY BRANCH

The City of Flowery Branch provides once weekly waste collection services each Monday to all city residents. No service is provided outside of City limits. Waste must be placed at the curb in closed garbage bags placed inside the provided hinged-lid trash container by 6:00 a.m. Loose waste is not picked up under any circumstances. Weekly curbside recyclables collection is provided by the same private contractor. Yard trimmings are collected by municipal staff weekly.

CITY OF GILLSVILLE

The City of Gillsville has no collection equipment or staff. Collection services for the city are provided by a private contractor. *Cooks Sanitation* provides residential waste collection once per week on Monday. The City pays \$12/mo./per stop (2003). Waste is collected at any reasonable location near driveways; however, back door collection is provided as established by the needs of individual residents.

Recyclables collection is not provided. Recycling has been discussed, but it would not be easy to put in place. Residents self-manage their yard trimmings, it is either burned or mulched. Recycling may be offered to commercial establishments, but local officials are not aware of any being done.

CITY OF LULA

The City of Lula offers municipal solid waste collection once per week on Friday. Waste must be bagged. At this time there is no limit on size or number of bags. All residents have the same level of service. All waste is hauled to the Hall County landfill. Lula services a few small

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businesses once/week. More than once per week collection is not provided. Private haulers service larger businesses.

Recyclables collection is not provided; however, the city may consider this in the future. Until then, residents can use the nearby Lula compactor. Lula does not provide leaf collection, and no bagged yard waste is accepted. However, curbside collection of limbs up to 12 inches in diameter is provided once per month.

CITY OF OAKWOOD

Oakwood provides residential collection of municipal solid waste to 610 households as of 2002. Waste is picked up once weekly on Mondays or the following day in the event of inclement weather or holiday. Curbside service is mandatory with the exception of the handicapped, infirm and elderly. The City of Oakwood does not collect from businesses. Oakwood offers mandatory curbside recycling once a week on Tuesday. Limbs are collected on the last Friday of each month.

CITY OF GAINESVILLE

The City of Gainesville provides waste collection services directly utilizing a fleet consisting of rear loaders, 4 scooters with 3 cu. yd. capacity (provide better capability for back-yard collection) and flat-bed dump trucks —for collecting bulky items and yard waste at the curb. Additionally, vacuum-type leaf machines and chippers are utilized to collect leaves and limbs. Both the vacuum leaf machines and chipper are attached to flat-bed trucks to which an enclosed body is attached.

The City of Gainesville provides backdoor (more specifically, back yard) solid waste collection for single family units, duplex units, triplex units, and quadraplex units. Backdoor collection entails city collection crews collecting wastes from locations such as backdoors, garages, carports, and recognized locations on the resident's lot. All collection locations are required to be at ground level.

The City requires waste to be in plastic bags and stored in rust proof, moisture-proof containers equipped with handles and tight fitting covers. The containers must have a maximum capacity of 35 gallons and be maintained in a sanitary condition free from odor. Residents must provide their own bags, cans or carts.

Gainesville no longer provides commercial collection to businesses, apartment complexes and industrial accounts. As recommended in the previous plan, Gainesville ceased servicing commercial container accounts in 1995. When commercial waste service ceased, there were in the neighborhood of 800 to 900 accounts. Gainesville implemented a non-exclusive franchise on March 21, 1995. Private haulers were given the total commercial and industrial sector within the city. However, the non-exclusive franchise was implemented as a means to retain some control over this sector. This non-exclusive franchise allows an approved hauler to operate within the city according to its ability to gain market share under open competition within the commercial/industrial sector.

As was recommended in the 1993 Comprehensive Solid Waste Management Plan, and has subsequently been implemented Gainesville provides once per week curbside recyclables collection via a private contractor. Items must be placed at curbside in recycle containers supplied by the contractor. The City provides all customers with curbside leaf collection. This is on a seasonal basis beginning around November and ending around the first of February. Leaves are not landfilled, but are stockpiled on City property. They are allowed to decompose on their own.

HALL COUNTY

Hall County provides collection of solid waste from a system of 13 staffed convenience centers (compactor sites) located throughout the County. These sites, depending on topography, require between 1.5 to 2 acres. As the name implies, each site has a stationary compactor to compact

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waste into an enclosed roll off container. The compactor sites are serviced by trucks from the County's Solid Waste Division. Waste is delivered to the County's Candler Road Landfill.

In August 1987 East Crescent became the first site in Hall County's conversion from a collection system based on roadside green boxes to its current compactor site system. At the time this conversion began, the compactor site system was viewed as a temporary solution. This "temporary solution" has been in place since that time, with the last site having opened in 2000.

Formerly, the compactor sites are were open seven days per week from 6 a.m. to 9 p.m. They are now open Monday-Saturday 7:00 a.m. - 9:00 p.m. and Sunday 8:00 a.m. - 7:00 p.m. They are only closed Christmas day. As required by county ordinance, only bagged refuse is accepted at the compactor sites. Waste that cannot be bagged must be taken to a landfill.

Private contractors provide collection service via open competition throughout Hall County and in municipalities, mainly with respect to commercial/industrial waste. Private haulers, provide residential, commercial and industrial waste collection. There are also a number of businesses that self-haul wastes. These businesses tend to be contractors, e.g., roofing contractors or owners of rental properties, although poultry processors also self-haul.

The county provides drop off collection only for recyclables. Residents may drop off recyclables at any of the compactor sites, the recycling area at 711 Green Street (parking lot for the County Education/Government Building), or the public drop off area at the Hall County Recycling Center in Gainesville. Recyclables must be separated by residents and placed into marked bins.

Recyclables are collected in custom-designed compartmentalized roll off containers and hauled to the recycling center by the Solid Waste Division. A fleet of 18' long trailers are used to collect corrugated cardboard. The Resource Recovery Division services these trailers. In addition, Resource Recovery provides collection of office and computer paper once per week from County and certain Gainesville City offices, under an informal cooperative program. -Residents must provide their own yard trimmings removal. Items may be managed on site or taken to RTS Landfill or Crystal Creek Landfill. Both are located on Monroe Drive in Gainesville.

Other Collections

Materials such as white goods, bulky wastes, tires, yard wastes, and other non-baggable refuse must be taken by residents to either the County landfill or RTS - Landfill. However, during the county's Furniture and Appliance Pick Up Week (formerly Operation Clean Sweep) held each spring, oversized items are collected. This program also covers municipalities. Residents must pre-register for this service. Items must be placed at curbside only after pre-registered for pick up.

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Table I.-- Increase in Waste Collected from Compactor Sites
WASTE COLLECTED

SITE	1992 TONS	2002 TONS	% CHANGE
EAST CRESCENT	1396	2662	91%
SARDIS	1582	2585	63%
GAINESFERRY	1039	1816	75%
MURRAYVILLE	1188	2085	76%
TADMORE	1008	2195	118%
LULA	517	1061	105%
BLACKSHEAR	2107	3109	48%
WAUKA MTN.	1154	2090	81%
CANDLER	598	1644	175%
BALUS	761 *	2330	N/A
ALLEN CREEK	BUILT 1996	366	N/A
GOULD	BUILT 1997	2201	N/A
FLOWERY BRANCH	BUILT 2000	1297	N/A
TOTALS	11350	25441	124%

*Balus was built in 1992 and represents a partial year.

5.1.3.2: Reduction

ENVIROSHARE

In March 1994, the EnviroShare Team was formed from Hall County business people with proven experience in waste reduction. The term EnviroShare expresses both the fundamental purpose (the environment) and the method (information and materials sharing). The Enviroshare program has a number of functions with the primary purpose of reducing solid waste through information exchange.

Hall County operates a materials exchange under its EnviroShare program. This was also a recommendation of our previous solid waste management plan. The basis of materials exchange is simply a matter of matching those that want to get rid of something with those that need it. In the process, both landfill space and money are saved because no money had to be paid in landfill disposal.

ENVIROSHARE X-CHANGE

Continuing on with the success of the EnviroShare List, the concept was expanded and named EnviroShare X-Change. EnviroShare X-Change consists of email lists arranged in a web fashion to promote solid waste reduction via reuse and materials matching in Hall County. In addition to the potential for waste reduction, such a network also has implications for information exchange.

Each list in this web is organized around the following sectors in Hall County:

- ✓ EnviroShare List (business and industry);
- ✓ Non-Profit List (nonprofits/United Way Agencies);
- ✓ Schools List (city/county, private, pre-school, colleges);

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PROCESSING/RECOVERY CENTERS

Hall County operates an Intermediate Processing Center (IPC) at 1008 Chestnut Street in Gainesville. An IPC essentially processes source-separated recyclables. The facility is located in an industrial area less than one half mile from I-985, which is nearly ideal from an operational and transportation standpoint. The Hall County Recycling Center is managed by the Resource Recovery Division with labor provided by a County inmate work detail from the Correctional Institution. Materials are hand-sorted.

An estimated 3,607 of the total 3,647 tons recycled in 2003 is estimated to be Hall County sources (excluding cities and sources outside the county) or approximately 5.1% of the total waste bound for the county landfill. Taken as a percentage of waste diverted from the total residential waste collected via compactor sites--on an equal footing with the analysis done elsewhere for the cities—the diversion rate stands at approximately 9.1 %.

Since the 1993 Plan, upgrades were made as planned to the Hall County Recycling center. These included a horizontal extrusion baler, conveying equipment, custom compartmentalized recycling roll off containers, building addition, glass crusher and other items. The facility currently operates under capacity and has excess processing capacity. The City of Gainesville contracts with BFI for once weekly curbside recycling services.

5.1.3.3: Disposal

ALLEN CREEK LANDFILL

Hall County's Allen Creek Landfill stopped accepting waste in July 1997. It was closed to the public at that point. The County does not yet have a closure certificate from the Georgia Environmental Protection Division (EPD).

However, closure work has been completed. All slopes were brought to a state-required 3:1 maximum slope. Hall County actually made slopes 4:1 to make provide for easier mowing. The Allen Creek Landfill has been placed on the state's hazardous site inventory (HSI), due to groundwater contamination issues. The County has submitted an assessment of corrective measures (ACM) to the state. A number of monitoring wells have been installed on the site to detect potential contamination. Groundwater is monitored and sampled twice per year; methane four times annually. The landfill is mowed twice per year.

Hall has also recently closed out the inert waste area at the landfill per EPD standards. This is now complete. A closure report will be submitted on this area as well. This closure report will need to be approved in addition to the one already submitted to the EPD. The state will then do a final inspection and Hall could then possibly receive a closure certificate.

HALL COUNTY CANDLER ROAD LANDFILL

As recommended, Hall County sited and constructed it's own Subtitle D municipal waste landfill. Named the Candler Road Landfill, the facility began accepting waste on July 22, 1998. The landfill is located two miles southeast from I-985, Exit 20 off Oakbrook Industrial Park, 1700 Oakbrook Drive, Gainesville.

This landfill facility is limited to the acceptance of waste originating from within Hall County. It is a permitted municipal solid waste landfill. As such, it can accept any non-hazardous solid wastes such as that generated by households, industries, commercial businesses, and construction and demolition activities. It is the intention of the Hall County Commission to favor retaining public ownership of this facility. The landfill is projected to reach capacity in the year 2035. This estimate takes into account a 2.5% per year increase in the amount of tonnage. Thus far, the estimate is on track.

The leachate treatment system is a Rochem reverse osmosis system. It can treat 14 gallons per minute of leachate, treating it to very high standards. The system basically separates the clean water from the dirty leachate. The clean water is used on site for dust control and irrigation,

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saving on the amount of public water the County has to use. The dirty water, known as "concentrate" is sent into back into the landfill for recirculation. This helps break down the waste by utilizing the cell as an anaerobic digester. This system was installed in 1999. Prior to this system, the County was paying 11 cents per gallon to haul and treat the leachate. The current cost is approximately 1.5 cents per gallon including operator costs and equipment.

Some statistics on the landfill include:

- Size of entire site: 255 acres
- Size of permitted area: 94.2 acres
- Waste capacity of 300 tons per day initially, increasing at 2.5 % per year to 700 tons per day in 38 years.
- Total capacity of 9,291,000 cubic yards:
- Life expectancy of 38 years
- Baler Building 125' x 200' with two 200 HP Balers
- The site will have 29 groundwater monitoring wells.
- 11 surface water monitoring points, 26 methane monitoring wells
- Leachate Management: 2 leachate tanks, 154,000 gallons each
- 5,124,974 gallons per year average flow
- 14,031 gallons per day average

RELIABLE TIRE SERVICE (RTS) LANDFILL

The RTS Landfill is located off Monroe Drive in Gainesville. It is a permitted C and D landfill. This facility was not operational when the original solid waste planning effort was done. This facility can accept a more limited array of waste types, which would include C and D wastes as well as inert wastes. C and D wastes include waste building materials resulting from various construction and demolition activities. It includes items such as wood, bricks, metals, concrete, wallboard, paper, cardboard, yard trimmings (leaves, limbs, brush, grass clippings, shrub and tree prunings) and inert wastes.

CRYSTAL CREEK LANDFILL

This facility is also located on Monroe Drive and also not operational during the original solid waste planning effort. This inert waste facility is the most limited as to acceptable items for disposal. Acceptable items include earth and earth-like products, concrete, cured asphalt, rock, bricks, yard trimmings (leaves, limbs, brush, grass clippings, shrub and tree prunings) and stumps.

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Compactor Location Map

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Landfill Sites Map

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5.1.3.4: Waste Disposal Stream Analyses

Table 2.--Waste Sources Delivered to All Disposal Facilities 2002

Commercial/Industrial	47%
Residential	15%
Construction/Demolition	38%

CLASSIFYING WASTE SOURCES:

- ✓ Residential - Waste generated by households whether single or multiple households (duplexes up to apartment complexes).
- ✓ Commercial - Waste generated by retail businesses such as restaurants, stores, shopping malls. Schools, as well as government offices, should be categorized here.
- ✓ Industrial - Waste generated from manufacturers or processors. This sector makes things that are sold by retailers. Examples: Wrigley's, Glidden Co., Peachtree Windows and Doors, ConAgra, Cargill, etc.
- ✓ C and D (construction and demolition debris) - Waste generated as a result of new construction, remodeling, or demolition of existing structures. This is more of a waste type than a source, as it could be from individuals doing home remodeling (residential) just as easily as a commercial demolition job (commercial).

IN-COUNTY WASTES

Table 3. --Waste Sources Delivered to Hall County Landfill

	November 13-25, 1991	October 20-25, 2003
Commercial	56.8%	16.6%
Industrial	28.5%	21.6%
Residential	14.7%	52.6%
Construction/Demolition	N/A	9.2%

It should be noted that construction and demolition (C & D) waste was not a required source to survey when the area's original solid waste management plan was prepared. There are several factors for the changing waste distribution from the sources surveyed:

- ✓ Other out-of-county disposal facilities have opened, since the original plan was written, thus providing competing disposal options for both public and private sector waste haulers.
- ✓ Gainesville privatized collection of commercial/industrial waste in 1994. At that time, commercial/industrial waste was estimated at nearly 17,000 tons per year. Private haulers may choose to export waste out of county.

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Table 4. --Waste Quantities Disposed in Hall County in Calendar 2002

Hall County Candler Road Landfill	67,528 tons	43.4%
RTS Landfill	88,000 tons	56.6%
Crystal Creek Landfill	(data unavailable)	
Total Tons Disposed	155,528 tons	

Assessment for the solid waste management facilities is included below.

5.1.3.5: Assessment

A brief summary of the collection services provided by the cities other than Gainesville is outlined due to the direct impact these jurisdictions have to the future capacity of the landfill and future location of compactor sites.

COLLECTION

Town of Clermont

As with waste collection, if growth continues at the current rate, recycling collection also would likely go to two days per week. Recycling pick up is the same day as garbage collection. Town provides blue boxes. Pick up on Mondays. Municipal employees using a specially designed trailer towed by a pick up truck collect Recyclables. Collected recyclables are delivered to the Hall County Recycling Center.

Flowery Branch

From 2002 to 2013 Flowery Branch's annual waste tonnage is projected to increase from 830 to 3,707 or approximately 447%. This may offer improved economies and bargaining power. Additional demands this might place upon the city would be limited due to solid waste services being provided under contract with private service provider. Increased demands on city resources might come in the form of additional customer service related calls and perhaps additional billings, if not already outsourced.

City of Gillsville

From 2002 to 2013, Gillsville may anticipate an annual waste tonnage increase from 67 to 74 tons or approximately 10%. Gillsville's privately provided waste collection service should be adequate during the planning period.

City of Lula

From 2002 to 2013 an annual waste tonnage increase from 378 to 625 tons or approximately 65% is estimated. Due to expected growth Lula may have to go to 2-day/week services. On Mondays collection crews may cover half the city and on Tuesdays, the other. The city plans to remain in the collection business throughout the planning period.

City of Oakwood

From 2002 to 2013 an annual waste tonnage increase from 397 to 584 tons or approximately 47% is estimated. Oakwood is benefited by the trend in housing developments employing private waste haulers.

Gainesville

From 2002 to 2013 Gainesville's annual waste tonnage is projected to increase from 7,703 to 10,916 or approximately 42%. Gainesville seems to have adequate collection capabilities for the near future. The city feels it would be helpful to have a coordinating committee or group composed of staff from the sanitation department, streets department, water department (billing) and private contractors (curbside recycling). This group could meet once/quarter to go over solid

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waste coordinating issues. The purpose would be to review and define responsibilities and protocol. The expected result would be communication and coordination improvements.

WASTE DISPOSAL STREAM ANALYSIS

The following table describes projected waste collection in the coming years at County Compactor sites.

Table 5: Projections for Waste to be Collected at Hall County Compactor Sites

YEAR	POPULATION		WASTE	TONS
	POPULATION(1)	SERVED(2)	PER CAP./DAY(3)	PROJECTED
2000	107,152	74,656	1.70	23,162(4)
2001	115,955	79,710	1.70	24,730(4)
2002	118,578	82,002	1.70	25,441(4)
2003	124,763	86,814	1.70	26,934(4)
2004	130,591	88,878	1.70	27,574
2005	135,582	92,275	1.70	28,628
2006	140,777	95,811	1.70	29,725
2007	146,228	99,521	1.70	30,876
2008	151,942	103,409	1.70	32,083
2009	157,785	107,386	1.70	33,317
2010	163,932	111,570	1.70	34,614
2011	171,324	116,600	1.70	36,175
2012	182,962	124,521	1.70	38,633
2013	186,106	126,661	1.70	39,297

1. Estimated, unincorporated area
2. Estimated actual number of users assuming 1.7 lbs./capita/day generation rate.
3. Includes current level of reduction
4. Actual tonnage

The following table represents total County waste projections for the coming years.

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Table 6. --Hall County Waste Projections

YEAR	POPULATION SERVED	WASTE PER CAP./DAY(1)	TONS PROJECTED
2002	153,919	8.79	246,853(2)
2003	162,372	8.79	260,410
2004	169,966	8.79	272,589
2005	176,765	8.79	283,493
2006	183,835	8.79	294,832
2007	191,189	8.79	306,626
2008	198,836	8.79	318,890
2009	206,790	8.79	331,647
2010	215,061	8.79	344,912
2011	224,307	8.79	359,740
2012	233,553	8.79	374,569
2013	242,799	8.79	389,397

(1) For comparison, baseline 1992 per capita waste generation was 6.41 lbs.

(2) Actual; Includes all waste disposed of in disposal sites located within Hall County as well as all reported waste exports.

LAND LIMITATION

Local Environmental Issues

The following three local environmental issues will need special consideration during future landfill siting processes:

Hall County is currently constructing the Cedar Creek Reservoir in the eastern area of the County. This reservoir is in the North Oconee watershed. The County enacted special legislation to adequately protect this future drinking water source in 2001. The legislation is inclusive of the watershed feeding the reservoir and adds additional stream buffers, has limits on impervious area, and imposes additional septic tank setbacks. This reservoir was substantially complete and began filling in 2003.

Another reservoir is proposed on Flat Creek in northern Hall County. As of this date, the County has not completed the permit process on this reservoir. The same rules applying to the North Oconee Reservoir will most likely apply to this future reservoir.

In 2001 Hall County enacted the Watershed Protection Ordinance. This ordinance will need to be considered during future siting processes because it entails stricter stream buffers countywide and has provisions for controlling stormwater runoff quality and quantity.

EXISTING AND FUTURE SITING

The current landfill facility is located in the Oakbrook Industrial Park which is designated Industrial on the proposed future land use map. The surrounding area also is designated Industrial. The EPD requires that landfill sites meet all applicable land use and zoning requirements of the local government. Potential landfill siting considerations will take into account heavily populated areas

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and the impact on the surrounding community. All applicable EPD siting regulations and suggestions will be incorporated into any potential siting of a landfill center.

Any potential landfill siting will take into account the airport operations. The Lee Gilmer Airport in Gainesville supports both local air travel and corporate commuters. One of the most valuable resources in Hall County is Lake Sydney Lanier, which is a 38,000-acre lake, attracting over 10 million visitors each year. Any potential siting will take into account Lake Lanier. Lake Lanier is a unique resource providing drinking water and recreation to a large population. It also has significant economic benefit to Hall County.

Solid Waste

The County’s Solid Waste Master Plan was recently approved by the State of Georgia Department of Community Affairs. A component of the Special Purpose Local Option Sales Tax (SPLOST) passed this year is the expansion of the Candler Road Landfill at a cost of \$8.5 million.

- Cell 4 Design and Construction – \$2,000,000
- Cell 5 Design and Construction – \$4,500,000
- Cell 1 closure of 26 acre phase – \$1,000,000
- Replacement of capital equipment – \$1,000,000

The County has completed its Solid Waste Management Plan and has received State approval. The Solid Waste Management Plan addresses future needs of the County for the next 20 year period.

DISPOSAL

Allen Creek Landfill

Due to groundwater contamination, the County is currently revising an assessment of corrective measures (ACM) report for the Georgia EPD. This ACM report illustrates the extent of contamination, and assesses possible measures that can be taken to remedy the problem. Once complete, a corrective action plan, or CAP, will then need to be produced to illustrate what efforts will be done to clean up groundwater contamination.

As part of the closure, Hall County took a proactive approach to lessen potential sources of groundwater contamination. A protective landfill cover (gcl) and methane vents were installed to cut off the two primary sources of groundwater contamination: leachate and landfill gas.

Candler Road Landfill

The Candler Road landfill opened in 1997, at the same time the Allen Creek landfill closed. Candler Road is a Subtitle D landfill, meaning that it has a liner and leachate collection system. The liner consists on a 60 mil HDPE plastic liner, 2 feet of soil, and a geosynthetic clay liner. This extensive liner system prevents groundwater contamination. Leachate is collected and pumped to a treatment facility. The treatment facility uses a reverse osmosis technology to treat the leachate to a very high standard. The cleaned leachate is then used for dust control. He site has groundwater wells and methane wells around the vicinity of the waste area to detect any release of contamination.

The County Solid Waste Department is developing a Disaster Management Plan. The Plan is intended to prepare for the efficient disposal of solid waste under severe conditions. Weather-related or man-made disasters may result in quantities of wastes requiring special operations. The severity and manner of a disaster will dictate how the planning region will react with respect to solid waste management functions. A localized, less severe event that might generate debris, could be dealt with by the affected local government on it’s own. However, a more severe or widespread event dictates activation of a county-wide response.

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Disaster Mode Operations

Hall County has a plan entitled “Hall County Emergency Management Agency Emergency Operations Plan”, which outlines disaster preparedness. Hall County and all the municipalities in the County have adopted a “Local Government Resolution for Emergency Management”, which places coordinated emergency management functions with Hall County, as the lead, through the Emergency Management Agency Director.

The Solid Waste Department will work in conjunction with a number of local agencies to coordinate their activities. The Disaster Management Plan addresses a number of issues with respect to solid waste management including: Debris Clearance, Waste Reduction/Processing, Collection, Collection Contingency Strategy, Suggested Policies/Procedures Governing Staging Areas (including a listing of proposed staging areas), Disposal, and Disposal Contingency Strategy.

EDUCATION AND PUBLIC INVOLVEMENT

Keep Hall Beautiful is the local certified affiliate of the national Keep America Beautiful System, as well as, the local affiliate for the Keep Georgia Beautiful Program under the Georgia Department of Community Affairs. Keep Hall Beautiful consists of representatives from public and private sectors from all parts of the County. The organization promotes a clean environment by educating citizens through various programs and media about recycling and other solid waste issues. Eight subcommittees function in the organization: Adopt-A-Stream, Beautification, Education, Finance, Membership, Public Relations, Strategic Planning and Volunteer Projects

To effectively provide a Countywide solid waste reduction program it is imperative for the public at large to be educated on the importance of environmental sensitivity, natural resources, conservation, and recycling. These education programs should be directed to the business community, schools, civic groups, community organizations, and neighborhood associations. Some of the educational programs and environmental protection programs are: Adopt-A-Stream, Graffiti Hotline, Greater Hall Chamber of Commerce Beautification Committee, Gainesville-Hall Enforcement, Clean & Green, City of Gainesville, Public Works Department, Friends of the Parks, Citizens Advisory Steering Committee (CASC), School Environmental or Recycling Clubs, and Appliance and Furniture Pick Up Week.

The above-mentioned programs strive to ensure that the waste reduction methods and procedures are brought to the general public’s attention.

5.1.4.0: GENERAL GOVERNMENT FACILITIES

The following tables represent the Gainesville and Hall County Public Building Inventory. The entity with operational responsibility for each of the listed facilities is either the Gainesville City Managers Office for the City, or the County Administrators office for the County.

Table 4: Gainesville Building Inventory

Address	Description
430 Prior Street	<u>Community Service Center</u> Community Service Center
N/A	Gateway House
310 Piedmont Road	<u>Fire</u> Fire Station #2
Nancy Creek Road	Fire Station #3
Nancy Creek Road	Storage bldg at Station #3

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Address	Description
301 Main Street	<u>Georgia Mountains Center</u> Georgia Mountains Center
301 Main Street	Parking Deck
301 Tommy Aaron Drive	<u>Golf Course</u> Main Building
301 Tommy Aaron Drive	Maintenance Shop
301 Tommy Aaron Drive	Restrooms
300 Green Street	<u>Public Works</u> Joint Administration Building
117 Church Street	City Hall
311 Green Street	Green Street Station
118 Church Street	Public Safety Building
263 Alta Vista Road	City Shop & Streets Dept
263 Alta Vista Road	City Shop shed & storage bldg
521 Jones Street	Alta Vista Cemetery office
1 Aviation Way	Lee Gilmer Airport T Hangers Airport Main Shop & flight office Airport Storage Hanger Airport Terminal Office Airport T-Hangers Cemetery storage building Airport maintenance storage bldg Airport - corporate hanger Airport Industrial Park-Lot A1
Chestatee Road	<u>Parks & Recreation</u> Longwood Park Pavilion
Ivey-Terrace Drive	Ivey Terrace Park pavilion
1018 Hunter Street, SE	Fair Street Pool and bathhouse
1018 Hunter Street, SE	Fair Street Park pavilion
830 Green Street	Girl Scout Cabin
Pearl Nix Pkwy & Wilshire	Wilshire Park pavilion
DeSota Drive	Desota Street Park pavilion
830 Green Street	Green Street Pool & Bath House
830 Green Street	Press box/fld hse/blchrs/restrooms
830 Green Street	Civic Center
Virginia/Thompson Bridge	Picnic shelter & pavilion
Riverside Dr & Yonah Ave	Riverside Park pavilion
830 Green Street	Pavilion and concession stand
1530 Lee Waldrip Dr	Lanier Point Park Service Center
1530 Lee Waldrip Dr	Lanier Point Park press bldg
1530 Lee Waldrip Dr	Lanier Point Park Caretaker Cabin
1530 Lee Waldrip Dr	Maintenance Shop
1530 Lee Waldrip Dr	Ticket booth & pavilion (LPSBC)
1530 Lee Waldrip Dr	Lanier Point picnic shelter

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Address	Description
Pearl Nix Parkway	Picnic pavilion - Longwood Park
Clark's Bridge Road	Clark's Bridge Rd - rower's bldg
525 Prior Street	Restroom/concession building
1530 Lee Waldrip Dr	Lanier Point Maintenance Bldg.
Virginia/Thompson Bridge	Roper Park Concessions/Restroom
DeSota Drive	DeSota Park Restrooms
830 Green Street	City Park Maintenance Shed
Clarks Bridge Park	Boathouse and Finish Tower
	<u>Public Utilities</u>
2641 Old Flowery Br. Rd.	Office trailer - 12x56
2635 Old Flowery Br. Rd.	Office trailer - 12x56
2641 Old Flowery Br. Rd.	Addition to groundskeeping bldg
Lake Rd.	Storage building
500 Linwood Dr.	Portable building-6'x8'
2641 Old Flowery Br. Rd.	Canopy shelter-12'x12'x14'
500 Linwood Dr.	Canopy shelter-12'x12'x14'
#1 Georgia Avenue	Gainesville Mill warehouse
500 Linwood Dr.	Sewer Treatment Facility
2635 Old Flowery Br. Rd.	Flat Creek
2120 Riverside Drive	Water Treatment
	Lakeside Water Treatment
	Lakeside Pump Station
	Shop building
	Portable building-12'x16'
1006 S. Bradford Ext.	Metal building - part of #10829
1006 S. Bradford Ext.	Utility shop
Calvary Church Rd.	Bldgs City farm-Rental House/2 Barns
1006 S. Bradford Ext.	Storage building
	Addition to utility shop
	Steel building-40'x60'
1006 S. Bradford Ext.	Breakroom addition - part of 10713
	Filter Press building
	Transfer pump station
	Recycle sludge pump building
1700 Fulenwider Rd.	Fullenwider Road building
757 Queen City Pkwy.	PUD Administration Building
2220 M. Bailey Rd.	Athens Hwy. Water Tank
4560 Hog Mountain Rd.	Hog Mountain Water Tank
2019 Valley Road	House

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Table 5: Hall County Building Inventory

Address	Description
E. Crescent Drive	Agri-Services Building
711 Green Street	Government and Education Building
440 Prior Street	Development Services Building Hall County Parking Facility
2125 Elachee Drive	Elachee Nature Center a) Caretaker House b) Main Building c) Pavilion I d) Pavilion II and Storage
1685 Calvary Church Road	Agri-Center – Associated Buildings Alberta Banks Park – Associated Buildings Central Park – Associated Buildings
641 Main Street - Clermont	Clermont Recreation Center Farmer’s Market – Associated Buildings
1945 Calvary Church Road	Group Home Parks and Leisure
Old Cleveland Road	Laurel Park – Associated Buildings
5666 Bark Camp Road	Murrayville Park – Associated Buildings
1674 Barber Road	Parks and Leisure Office Platt Park – Associated Buildings Rafe Banks Park – Associated Buildings
3500 Keith Bridge Road	River Forks Park – Associated Buildings
2811 Sardis Road	Sardis Gymnasium
3494 Atlanta Highway	South Hall Community Center Tadmire Park – Associated Buildings Allen Creek Soccer Complex – Associated Buildings
1685 Barber Road	Correctional Institute – Associated Buildings
2460 Athens Highway	Fire Station #1
5872 Brookton – Lula Road	Fire Station #2
4104 Short Road	Fire Station #3
2940 McEver Road	Fire Station #4
4245 Atlanta Highway	Fire Station #5
6170 Lula Road	Fire Station #6
731 E. Crescent Drive	Fire Station #7
6175 Gaines Ferry Road	Fire Station #8
5040 Poplar Springs Road	Fire Station #9
5608 Highway 52	Fire Station #10
5625 Bark Camp Road	Fire Station #11
4890 Winder Highway	Fire Station #12
2709 Sardis Road	Fire Station #13
2665 Allen Creek Road	Fire Training Center – Associated Buildings
1700 Oakbrook Drive	Hall County Landfill – Associated Buildings (Including Compactors throughout the County)
1008 Chestnut Street	Chestnut Street building
1685 Barber Road	Sign Building/Engineering
622 S. Main Street	Detention Center

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Address	Description
610 S. Main Street	Law Enforcement Building – Associated Buildings
645 Main Street	MANS Building – Associated Buildings
1680 Barber Road	Minimum Security Building
116 East Spring Street	Courthouse Building
111 Spring Street	Deed Room
2318 Brown Bridge Road	Mental Health Building
210 Green Street	Courthouse Annex Parkway Enterprises Building District 2 Health Office Building Hall County Health Department Building
434 Prior Street	Senior Citizens Center
2928 Atlanta Highway	Blackshear Place Library
127 N. Main Street	Chestatee Regional Library East Hall Library Murrayville Library
430 Prior Street	Community Services
2515 Atlanta Highway	Golf Course – Associated Buildings

The General Facilities listed are found to be adequate for current needs. Future needs area addressed in the Capital Improvements Program and the CIE.

5.1.5.0: PUBLIC SAFETY

The Law Enforcement map illustrates the location of the public safety and law enforcement locations in the city and county.

5.1.5.1 Gainesville Police Department

The Gainesville Police Department provides law enforcement and public safety for the residents of the City of Gainesville. The Gainesville Police Department is comprised of 8 Municipal Court Personnel and 122 in the Police Department. There are 99 sworn law enforcement personnel and 31 civilian employees. The Gainesville Police Department currently operates 3 Community Police Government Housing precincts with a capacity of 3 officers per precinct, 1 Community Police Mall precinct at Lakeshore Mall with a capacity of 7 officers, 1 Municipal Court building with a capacity of 250 people, and 1 Public Safety Building with a capacity of 500 people

In 2002, the Uniform Patrol Division received 76,984 calls for service, issued 8,801 citations, 5030 warnings, 2,838 arrests (other than citations), 4,969 incident reports, and 2,436 accident reports. The Administrative Services Bureau is made up of several support components for the Gainesville Police Department; Records, Municipal Court, Warrant Service, Fleet Maintenance and the preparation and administration of the police department’s budget. The Operations Bureau is comprised of three divisions: Criminal Investigations, Patrol, Specialized Services and the department’s Mobile Field Force. The Police Department is supported by state and federal grants, local funding, and has an annual operating budget of \$6,935,818.

The Gainesville Police Department works with a number of agencies to fulfill its mission. Those agencies include the Hall County Sheriff’s office, Gang Task Force, Hall County Multi ‘agency Narcotics Squad, City School Board Resource Officer Program (three officers assigned to all City Schools), and the Federal Bureau of Investigations. The Police Department has formal agreements with the Hall County Sheriff’s office and the Federal Bureau of Investigations in reference to the Multi Agency Narcotics Squad and the

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Gang Task Force. The Police Department is also in agreement with the Georgia Bureau of Investigations.

COMMUNITY ORIENTED POLICING

The Community Oriented Policing Program of the Gainesville Police Department serves not only Government housing areas within the City, but also encompasses an identified business district within the City. Working in partnership with residents, the Policing Program implements the same philosophy with business owners, employees, and patrons, specifically to work in partnerships with them to address recognized and potential problems.

The Gainesville Police Department has been proactive in its approach of engaging and educating the public. In 2002, the Department dedicated a total of 2,234 hours or 257 days to the purpose of crime prevention and public relations in the following services:

- Spoke to 10,068 adults and 7,952 juveniles;
- Attended 180 speaking engagements/special events;
- Works with 60 ± active Neighborhood Watch Programs in the city;
- Assisted in the coordination of “man power” at the Special Olympics, which provided a service to over 5,000 athletes and attendees; and
- Maintains an active role in the community by being a member of a number of organizations.

The Gainesville Police Department will need to address facility expansion as the City continues to grow and the population increases. The Police Department has stated that the current city/county radio communications is based on 40-year old technology. There are locations in the City and County where there is no radio coverage. The City and County will need to upgrade the current communications system to improve coverage and intra-operability. The current City public safety facility was built in 1975 when the department had 50 employees. The department now has over 100 and space is very limited.

5.1.5.2 Hall County Sheriff's Department

The Hall County Sheriff's Office is a full service department recognized as the eighth (8th) largest sheriff's office in the State of Georgia. In 2003, based on policies, procedures and a proven commitment to professionalism, the State of Georgia Law Enforcement Certification Program bestowed official certification upon the Hall County Sheriff's Office making it only the 6th sheriff's office to obtain that honor. Also, in 2003 the Hall County Sheriff's Office provided services in all fundamental areas of law enforcement including the service of warrants, providing courtroom and courthouse security, overseeing an inmate population of approximately 800 while at the same time providing primary law enforcement and investigative services responding to over 160,000 calls to service.

In addition to providing the above-mentioned services the Hall County Sheriff's Office also provides a number of specialized services, to not only unincorporated areas of Hall County but municipalities as well, throughout the county. These services include the Dive Team (search and rescue), Special Weapons And Tactics Team (S.W.A.T.), R.E.D.D.O.G. (street level drug interdiction), and taking the lead role in the Gang Task Force and the Multi-Agency Narcotics Squad along with a myriad of other services. A single 26,128 square foot Law Enforcement Center/Detention Center located on Main Street in down town Gainesville currently serves Hall County. This facility serves both as the primary location for the housing of inmates along with a Police Services center and administration office for the Hall County Sheriff's Office. It is estimated that 18% of the facility is utilized for Police Services, or approximately 4,703 square feet. The County intends to maintain the current level of service (square feet of Sheriff's Patrol space per capita) over the next twenty years. In order to meet the projected facility needs, the Department proposes to construct two precinct stations, one in the north portion of the county and one in the south part of the county, as well as an evidence and property storage facility.

5.1.5.3. Hall County Detention Center

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The Hall County Detention Center is located at 622 Main Street, Gainesville, Ga. The detention center houses inmates for the City of Gainesville, Oakwood and Flowery Branch. The construction of the present detention center began in August of 1980 with a cost of \$2.7 million and was paid for in its entirety from general revenue sharing funds and a grant from the Law Enforcement Assistance Administration. The bed capacity at the time of completion in March of 1982 was 145 inmates. On March 8, 1988, Hall County citizens passed a sales tax referendum, in which a portion was used for an addition to the original facility including a new Law Enforcement Center that would provide offices for the Uniform Patrol Division, Records Division, Investigative Division as well as an office for the Sheriff. Construction began on October 23, 1989 and the building was occupied in May of 1992. This addition added 200 beds to the existing facility. There was enough sales tax money received to also add a third phase to the detention center, which would add an additional 144 beds. Construction on Phase III began in 1992 and this addition was occupied on April 15, 1993. The total number of beds for the detention center for all three phases is 489 at a cost of \$6.1 million.

In 2003, the Hall County Sheriff's Office occupied the old Regional Youth Development Center on Vine Street and started the first female work release center in North Georgia. The program is designed to accommodate up to 30 females. The Hall County Sheriff's Office has been operating a 70 bed male work release center since 1992. The male work release center is located on Barber Road near the Hall County Correctional Institute. The daily jail population exceeds approximately 800 people every day, which forces the detention center to house up to 150 inmates in other jails throughout Georgia. The cost to house inmates in other jails ranges from \$35.00 per day up to \$47.00 per day. The Hall County Sheriff's Office will spend approximately \$1.8 million in the 2004 budget year to house inmates in other jails due to the lack of bed space in the Hall County Detention Center.

Incarceration rates within the county have been steadily increasing over the last ten years. Currently, the number of inmates is greater than the existing facility can accommodate. Therefore, to meet the needs of the detention center to the year 2020, a new detention facility is proposed. Hall County has proposed financing a new detention facility through a Special Purpose Local Option Sales Tax. The proposed Detention Facility would cost approximately \$54 million.

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Law Enforcement Location Map

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5.1.6.0: FIRE SERVICES

The location of fire services are illustrated on the Fire Service Map.

The City of Gainesville and Hall County entered into a contractual agreement on August 20, 1997, renewable for four annual terms, for countywide 911 services. This agreement has been expanded throughout the years to its current state. For any given call the nearest station responds with available equipment. Depending on the nature of the call, two or more stations may respond. If the equipment at a nearby station is not available, equipment is dispatched from the next nearest station.

5.1.6.1 Gainesville Fire Department

The Gainesville Fire Department works to preserve life, property, and environment, within the community due to fire, medical emergency, and other hazardous conditions through public education, code management, and effective emergency response. The Gainesville Fire Department has a current staff of 62 full-time firefighting staff on 3 shifts (24/48) rotation, 1 Chief Officer, 1 Fire Marshal, 1 Support Services Division Commander, 1 Training Captain, 2 Secretarial Staff for a total staff of 68. The Gainesville Fire Department receives local funding and has a current operating budget of \$4,539,057.

The current facility locations for the Gainesville Fire Department are:

FACILITY LOCATIONS

Headquarters Station 1 118 Jesse Jewell Parkway	Station 3 (Substation) 3335 Nancy Creek Road
Station 2 (Substation) 310 Piedmont Road	Station 4 (Substation) 2163 Memorial Park

The Fire Department's response area is 29.2 square miles with approximately 20,000 citizens during evening hours and as many as 100,000 citizens during working hours. In 2000, the Fire Department responded to approximately 4,400 fire/rescue emergency calls.

The Gainesville Fire Department is one of the few fire departments in the state to maintain a Class 2 ISO rating. This rating allows the residents and businesses of Gainesville to receive lower insurance premiums and superior service. In order to maintain a Class 2 rating, the department routinely conducts training classes and exercises. This specialized training also benefits our growing industrial community. The Gainesville Fire Department also provides numerous outreach efforts throughout the community. In addition to installing smoke detectors at no charge, the Fire Department also provides free blood pressure checks to the community.

5.1.6.2 Hall County Fire Services

The primary mission of Hall County Fire, EMS and EMA services is to minimize injuries, deaths, and property loss resulting from medical emergencies, fires, and other disasters that occur in Hall County. This mission will be accomplished through prevention, public education, and the emergency response of trained personnel and equipment to medical emergencies, fires and other disasters. State and federal grants, local funding, and fees support the Fire Department. The Hall County Fire Department has an operating budget of \$16.4 million dollars. The following table lists the existing fire service facilities and square footage, as well as the four stations to be built over the next twenty years. In addition to these facilities, the Hall County Fire Department has on hand a mix of heavy vehicles (pumper trucks, ladder trucks, air and light trucks, hazmat units, rescue vehicles) and apparatus. Over the next twenty years, the Department intends to add 12 heavy vehicles to its current inventory of 16 such vehicles.

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Table 6: Fire Protection Facilities by Size

Facility	Square Footage
Fire Station 1	4,500
Fire Station 2	3,750
Fire Station 3	2,240
Fire Station 4	3,780
Fire Station 5	2,240
Fire Station 6	5,200
Fire Station 7	9,040
Fire Station 8	5,200
Fire Station 9	5,500
Fire Station 10	5,500
Fire Station 11	5,500
Fire Station 12	5,635
Fire Station 13	5,500
Fire Station 14	Construction FY05 (5,500 sf)
Fire Station 15	Construction FY11 (5,500 sf)
Fire Station 16	Construction FY14 (5,500 sf)
Fire Station 17	Construction FY22 (5,500 sf)
Maintenance Shop	2,000
New Shop at Allen Creek	3,500
Training	6,910
Burn Building	3,801
Warehouse (Station 7)	1,440
Leased Storage	1,000
Storage building at Station 1	750

The Hall County Fire Department provides ambulance service to the county. Emergency Medical Service (EMS) is provided by responding in a first responder mode to all medical calls. The County handles other emergency calls, such as automobile accidents. The County also has a hazardous materials response team. The Communications Center, located in the Joint Administration Building, provides emergency services communication throughout the entire county, including all seven municipalities.

The entire County, excluding the City of Gainesville, is considered a single service district for fire services. An improvement in any portion of the county increases service to all parts of the county to some extent. New stations are added to the system in order to maintain a maximum 5-minute response time.

In the past five years, the County Fire Department has embarked upon a significant capital improvement program. The ISO conducts an inspection of the County's stations and the Department's capabilities, the available water and the emergency communications facility. The ISO rating for the urban area in Hall County is Class 5. Areas outside the geographic coverage area have a rating of 9. The Class 5 rating will ensure a continued low fire insurance rate for the County. The Hall County Fire Department system is based on providing and moving toward a Class 4 rating to 90% of the County by 2010, and coverage of all areas within an average 5-minute response time.

In calculating the additional capacity demanded, the LOS demand is generated for new facilities by the yearly functional population. As new demand is calculated, fire service capacity is developed to meet the estimated demand. Four new fire stations, along with accessory storage and equipment are planned for Hall County. By the end of the planning horizon, the Hall County Fire and Emergency Services System will have a total of 17 fire stations, related facilities and equipment.

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Fire Safety Service Location map

5.1.7.0: RECREATION FACILITIES

The location of city and county parks are illustrated on the Parks and Recreation Map.

5.1.7.1 City Parks

The information regarding city parks was provided by Lose & Associates, Inc. in conjunction with the preparation of the Strategic Parks and Recreation Plan developed for the City of Gainesville.

The Gainesville Parks and Recreation Agency (GPRA) was created in the 1920s as a component of the City of Gainesville to provide recreation and park services for citizens and guests. GPRA has maintained a dedicated funding of up to 1 mil since the inception of the agency. The GPRA mission is “The Agency, through a coordinated effort, seeks to enrich the quality of life of the citizens we serve by providing safe and accessible facilities and a diversified program of activities in an effective, efficient, equitable, and responsive manner.”

The responsibility of City parks and recreation is primarily handled by GPRA. This includes program planning and implementation, budgeting, maintenance (with some shared maintenance agreements), rentals, establishing user fees, marketing, and managing of all the parks located within the City as well as managing the Gainesville Civic Center. The parks maintained by GPRA include Lanier Point Park, City Park, Fair Street Park, Poultry Park, Engine 209 Park, Riverside Park, Roper Park, Holly Park, Desota Park, Kenwood Park, Myrtle Street Park, Wessell Park, and Linwood Park. The GPRA also oversees the parks along the Rock Creek Greenway, which include Rock Creek, Ivey Terrace, Wilshire Trails and Longwood Park. In addition, the GPRA shares joint responsibility and Maintenance of Clarks Bridge Park and Allen Creek Soccer Complex with Hall County.

The National Recreation and Park association (NRPA) published the Park, Open Space, and Greenway Guidelines in 1995, which provides a framework of the recommended park classifications based on service levels. There are four basic park categories: mini, neighborhood, community and regional.

Mini Park – Typically is less than five acres, serve people within a quarter mile radius, generally have playgrounds for children; service levels are one thousand per every 0.25 to 0.5 acres.

Neighborhood Park – Usually 5 to 20 acres in size, usually serves between 10,000 to 20,00 residents or one to two acres per thousand people, usually contains ball fields; active and passive recreation.

Community Park – Typical size is 20 to 75 acres, designed to serve 50,000 to 80,000 people or 5 to 8 acres per 1,000 people; passive and active uses including nature viewing, lake activities, outdoor basketball courts, lighted tennis courts, trail systems, football field.

Regional Park – 50 to 250 acres in size, usually provide large natural areas that can be accessed by biking or hiking, typically within an hour drive of most residents.

Other Types

Special Use Park – designed to meet the need of a specific user group such as a golf course, zoo or museum.

Natural Resource Area/Preserve – protected lands, lands unsuitable for development but offering natural resource potential, individual sites exhibiting natural resources.

Greenways – 10 to 12 foot wide natural or paved surfaces providing linkages between cities, parks, schools, commercial areas and neighborhoods.

School Parks – provide a mechanism of combining resources and provide accessible amenities to the community.

The Gainesville City parks are listed in the table below.

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Table 7: City Parks

Park Name	Acres	Classification	Features
City Park	43	Community	Includes both passive and active recreation uses. The site contains the Gainesville Civic Center, a facility with over 17,000 square feet of conference and banquet facilities for rent by the community. The site contains Bobby Gruhn field, home of the Gainesville High football and soccer teams. The park also has tennis courts, baseball fields and picnic tables.
Desota Park	0.8	Mini/Neighborhood	The park includes an outdoor basketball court, picnic tables, and a playground and tennis court.
Engine 209 Park	0.3	Mini/Special	A special park showcasing a train and a small open space. Also features a small museum inside one of the train cars.
Fair Street Park	1.6	Neighborhood	Park includes a small pool, picnic pavilion with tables, playground and outdoor basketball court.
Rock Creek Greenway Parks			
Rock Creek Park	3	Mini/Greenway	The park features a “solar system” theme. Also contains special monuments including a War Memorial, benches, pathways, and brick markers.
Ivey Terrace	10	Greenway	The site is a link between Rock Creek Park and Wilshire Trails and part of the Rock Creek Greenway.
Longwood Park	35	Community Park/Greenway	Park features eight lighted tennis courts, corporate picnic pavilion with a kitchen and fireplace, two playgrounds, swings, and walking trails.
Wilshire Trails	30	Greenway	A greenway link with a small pavilion, playground, and bathrooms.
Kenwood Park	2	Neighborhood	Park includes four picnic tables, benched, walking trail with bridge, ornamental lighting.
Lanier Point Park	96	Regional	Park includes four lighted softball fields, one lighted baseball field, a playground, a boat ramp, walking trails with a bridge leading to an island, picnic pavilion with 17 tables.
Myrtle Street Park	2.5	Neighborhood	Undergoing renovations to include a new playground, landscaping and resurfacing of the outdoor basketball court.

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Park Name	Acres	Classification	Features
Poultry Park	0.5	Mini/Special	Contains benches and walking paths.
Riverside Park	1.5	Neighborhood	The park contains walking paths, sidewalks, and a picnic shelter.
Roper Park	4	Neighborhood	The park contains a lighted tennis court, picnic shelter, playground, playfield, bathroom building, and walking paths.
Wessell Park	11	Neighborhood	The park includes two lighted tennis courts, one outdoor basketball area, one playground, paved parking, and message board.

Joint City/County Facilities

Allen Creek Soccer Complex	89	Regional	Park features nine soccer fields, 800 parking spaces, practice areas, one adult field stadium has seating for 3,000 spectators.
Clarks Bridge Park	50+/-	Special Purpose	Park is owned by the Army Corps of Engineers and hosted the 1996 Atlanta Olympic Games. The facility is used for regattas, training, meetings and office space.

OTHER SERVICE PROVIDERS
Boys and Girls Club of Hall County

The Boys and Girls Club located in the southeast of the City near Fair Park, operates many programs throughout the City of Gainesville. Their headquarters houses a gymnasium, game room, office space, and vending machines. Outside, there is one field, parking lot and play area.

Programs offered by the Hall County Boys and Girls Club include:

- Youth of the month/year
- After school programming
- Graffiti removal
- Girl's basketball
- Instructional boys and girls basketball
- Youth soccer
- Educational tutoring
- Smart life choices
- Positive behavior
- Choir
- Girls coach pitch/T-league softball
- Coach pitch/T-league baseball
- Astronomy classes
- Arts and crafts
- Leadership class
- Theater/drama
- Photography
- Biking

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YMCA

The YMCA currently offers a number of programs including:

- Basketball
- Kids Tim
- Dance Classes
- After School
- Baseball
- Flag and Tackle Football
- G.I.R.L.S. Programming
- Youth Soccer
- Day Camps

Programs are currently held at various locations, including Fair Street Elementary and First Baptist Church. The YMCA has purchased 18 acres of land adjacent to SR 369 with easy access to central Gainesville and Hall County.

CITY OF GAINESVILLE SCHOOLS

City of Gainesville Schools provides interscholastic athletic programming to students. The sports include baseball, soccer, basketball, volleyball, softball and other organized sports.

THE ARTS COUNCIL

The Arts Council is located in Gainesville and serves to increase the appreciation of, participation in, presentation and enjoyment of the various forms of art.

GAINESVILLE CHURCHES

There are many churches in the Gainesville area that provide programming for their parishioners and the community. Some have comprehensive indoor recreation and fitness centers with basketball, volleyball, and weight and exercise training equipment.

PRIVATE SCHOOL BASED FACILITIES

There are a number of private schools, which provide recreation programs to students. Westminster Christian Academy, Riverside Military Academy, and Lakeview Academy provide a variety of recreational sports to school age children.

ARMY CORPS OF ENGINEERS

The ACE partners with the City by leasing land and facilities to the Gainesville Parks and Recreation Agency. Some of the parks include: Clarks Bridge Park, Holly Park, Longwood Park, and Lanier Point Park. The Corps has mainly developed boat ramps for use at most of these parks. There are 20 federal parks in Hall County, which provide swimming, picnicking, and camping facilities.

CHICOPEE WOODS PARK AND NATURE PRESERVE

Chicopee Woods is a 1,300-acre nature preserve located on the south side of Gainesville along I-985. The Preserve is managed by the Chicopee Woods Park Commission and is home to the Elachee Nature Science Center. Chicopee Woods contains over 20 miles of bike trails and 12 miles of hiking trails. The Elachee Nature Science Center serves 47,000 students from 35 school systems plus an additional 20,000 visitors per year. Elachee is a not-for-profit institution supported by program fees, memberships, fundraising events, museum admissions, and donations from corporations and citizens. Classes offered through the Nature Science Center include:

- Preschool, elementary and secondary programs paralleling Georgia's Quality Core Curriculum;
- Teacher Education Programs;
- Summer Discovery Camp;
- Special public programs;

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- Special programs for scouts, home school, groups, and others.

A breakdown of the City's 19 parks shows nine neighborhood parks, four mini parks, three regional/community parks, and one special use park. In addition to Gainesville's traditional parks is the Rock Creek Greenway system, which encompasses four of the city's parks. Longwood and Rock Creek Park are two parks that are linked by the Greenway while Ivey Terrace and Wilshire Trails are linear parks, which encompass the trail. The Allen Creek Soccer Complex and Lanier Point sports complex make up the two regional/community parks.

The Vision 2014 – Strategic Parks and Recreation Master Plan has outlined over \$30 million in capital improvements over the next ten years for the Gainesville Parks and Recreation Agency. In addition, 12.3 million of park-related improvements have been recommended for completion by other agencies or organizations. Future park development by GPRA beyond 2014 equals \$19.2 million dollars. A detailed opinion of probable construction cost for renovations to existing facilities and new park construction totals \$26.6 million. An additional 22.8 million dollars is recommended for 19.25 miles of greenway trail development.

Existing Park Renovations 2005 – 2014	\$ 5,321,961
Existing Park Renovations Future	\$ 3,302,365
New Park Construction 2005 – 2014	\$18,038,712
Greenway Projects 2005 – 2014	\$ 6,907,406
Greenway Projects Future	\$15,928,625
Other Projects Future	\$12,332,231

Further recommendations address the need for a new recreation center with an indoor aquatic center, skate parks, a dog park and additional softball/baseball fields. In addition, there are recommendations outlined in the Vision 2014 Plan to further the standardization of park elements creating a more consistent look and furthering the development of the citywide trail network. Renovation and upgrading of existing playground with rubber safety surfacing are being recommended, along with new surfaces of tennis and basketball courts. The acquisition of land is being recommended for the development of greenways and new community parks..

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Park and Recreation Map (City of Gainesville)

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5.1.7.2 County Parks

Hall County Parks and Leisure Services provides a variety of quality and affordable recreation opportunities and services for all residents of Hall County in a courteous and efficient manner. Four county parks are found in or around the immediate vicinity of Gainesville; they including Sardis Park and Recreation Center, Central Park, Tadmire Park and Laurel Park.

EXISTING FACILITIES

The County currently operates 18 park facilities for a total of 942 acres, plus 3 recreation centers and a soccer complex. Most parks have been donated in the past. There is undeveloped acreage scheduled for improvements in the near future. Undeveloped acreage includes:

- 20± acres in East Hall Community Park
- 20 +/- additional acres at Chicopee Woods Agricultural Center.

The following table summarizes the County's existing park facility inventory.

Table 8: County Parks

Facility	Acres	Park Type	Description
Alberta Banks Park	20.50	Athletic Complex	Contains 12-lighted tennis courts, 2 softball fields, 3 baseball fields, playground, 1 picnic shelter, restrooms and concession building.
Central Park	24.50	Neighborhood	Park contains 2 picnic shelters, 2 tennis courts, jogging trail, 25 picnic sites, playground and restrooms.
East Hall Community Park	89.00	Community Park	
Healan's Mill	4.00	Historic Site	Land with a 2-story mill constructed around 1850 currently under restoration, located on the North Oconee River
Laurel Park	136.00	Regional	Located on a peninsula of Lake Lanier, the park contains 2 Little League fields, 2 softball fields, concession stand, playground, 2 restroom buildings, 2 tennis courts, 25 picnic sites, 2 picnic shelter, boat ramp, and 1-mile walking rail.
Murrayville Park	28.50	Community Center	Park contains a Little League field, combination softball/football field, 1 picnic shelter, 10 picnic sites and a community center.
Platt Park	10.50	Neighborhood	Park contains 15 picnic sites, covered picnic shelter, softball field, T-ball field, playground and restrooms.
Rafe Banks Park	25.00	Neighborhood	Park contains 15 picnic sites, baseball/softball field, Little League field, outdoor/hard surface basketball court, tennis court, playground, picnic shelter, ½ mile walking trail, and concession/restroom building.
River Forks Park	118.00	Special Use	Park contains 62 campsites, 4 restroom/shower buildings, sewer pump-out station for RV/campers, 3 covered picnic shelters, 60 picnic sites, with grills, boat ramp, 40,000 sq. ft. beach, 4 playgrounds, handicap access picnic sites, resident manager's house, and picnic facilities for rent.
Sardis Park	7.00	Neighborhood	Park contains 2 small ball fields, 1 softball field, high school baseball field, soccer field, 6 tennis courts, restroom and concession, community center with a gymnasium, game room and office and a playground.
Sardis Recreation Center		Community Center	

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Facility	Acres	Park Type	Description
South Hall Park	7.00	Neighborhood	Contains a gymnasium, meeting rooms, game room, office space, 2 ball fields, and concession stand.
South Hall Recreation Center		Multi-Use Facility	
Tadmore Park	42.00	Athletic Complex	Park contains pavilion that will accommodate 30-40 people, playground, hard surface basketball courts, ball fields, football/soccer field, walking trail, and restrooms.
Chicopee Woods Ag.	204.00	Special Use	The Agricultural Center has a covered pavilion, outdoor arena, amphitheater exhibit and livestock barns, concession and restroom building, multi-purpose building.
Williams Mill Greenspace	48.00	Passive Greenspace ¹	Passive park with trails and restroom facility located on Mitchell Creek
Sub-Total	675.00		
Joint City/County Parks			
Clarks Bridge	20.00	Special Use	Used as an international rowing and kayaking facility. Hosted the 1996 Centennial Olympic Games.
Allen Creek Soccer Complex	88.00	Special Use	Includes 9 lighted fields, restrooms, concessions and stadium field.
Total Acreage	783.00		

5.1.7.3: Other County Recreation sites:

HOG MOUNTAIN SPORTS COMPLEX

This Complex is run jointly by the County and the School district it contains 2 small ball fields, 1 softball field, high school baseball field, soccer field, 6 tennis courts, restroom and concession.

Table 9: Facilities Inventory

Facility Type	Inventory
Ball Field	22
Football Field	2
Soccer Fields	16
Play Fields	3
Tennis Court	21
Basketball Courts	6
Running Track	0
Volleyball Courts	3
Multi-Purpose Trails	1
Sheltered Pavilions	15
Playgrounds	13
Walking/Jogging Trails	4
Gymnasiums	2
Maintenance/Storage	4
Concession/Restroom Facilities	16

Facilities provided throughout the County are generally used by residents on the basis of the programs available, as opposed to proximity of the facility. Softball leagues and other programs are located only at certain centralized facilities. As a general rule, parks facilities are located throughout the County, and

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future facilities will continue to be located around the County so that all residents will have recreational opportunities available on an equal basis.

There are several parks within the City that are categorized as “Special Use” facilities, such as Clarks Bridge Road and the Soccer Complex. These facilities provide a specific region-wide attraction that both City and County residents can use. Both the City and County jointly fund these facilities.

The County has developed level of service standards for both acreage and facility types using National Recreation and Parks Association Standards (NRPA) that have been modified to take into account local conditions, such as participation and utilization data. Based on existing parkland, program objectives and current capital projects, the County has adopted 6.5 acres per 1,000 persons as its standard. Between 2000 and 2025, this means that the County will need an additional 1,686 acres of parkland in order to maintain this level of service standard. Williams Mill Park, East Hall Community Park, and Healan’s Mill Park have been added since the adoption of the level of service standard. The County intends to meet the remaining future demand for parks acreage through land acquisition and creation of South Hall Community Park, North Hall Community Park, Central Park (improvements), Murrayville Park, Northwest Community Park, Albert-Banks Park, an additional neighborhood park, and two future unnamed parks.

PARKS

The Parks Department has just completed a Parks master planning effort. The planning process has projected parks needs for the next 20 years. The Parks Master Plan is expected to be adopted early this year.

The North Hall and South Hall community parks will be financed through a Special Purpose Local Option Sales Tax (SPLOST) passed this year. The total cost of the two proposed Community Parks will be approximately \$8.5 million.

- North Hall Community Park – \$4.5 million
- South Hall Community Park - \$4.0 million

The associated impact fee calculations generated to finance parks construction are included in a separate section of this element.

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Park and Recreation Map (Hall County)

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5.1.8.0: HOSPITALS AND OTHER PUBLIC HEALTH FACILITIES

5.1.8.1 Northeast Georgia Medical Center

At the hub of Northeast Georgia Health System is Northeast Georgia Medical Center with their main campus at 743 Spring Street in Gainesville and another, Lanier Park campus, on White Sulphur Road. Together, these facilities make up a 418-bed inpatient, 285-bed skilled nursing system staffed by physicians trained in a variety of medical specialties.

The Northeast Georgia Medical Center has developed a master facility plan, which will guide the organization's development for the next 20 to 25 years. In order to serve a rapidly growing population in south Hall, the Medical Center purchased 52 acres on the corner of Friendship Road and Highway 13. The Medical Center plans to develop a freestanding outpatient center by 2005 that will provide the following services: comprehensive imaging; urgent care; cardiac non-invasive diagnostics; outpatient physical, speech and occupational therapy; and laboratory and routine testing. An inpatient community hospital is scheduled to be built by 2010. The Longstreet Clinic has been serving the residents of south Hall County with practices in Buford and Oakwood.

The Plan emphasizes the importance of effectively utilizing the Lanier Park campus over the next three to five years to offset capacity constraints on the main campus. Upgrades were recently completed on this campus and will continue to be made to enhance the services provided. Due to the increasing demand for health care throughout the hospital's 15-county service area, Lanier Park's 103 inpatient beds remain an important community asset, particularly until the planned patient bed tower is complete.

HEALTHSOUTH has a surgery center located in Gainesville. The center is designed to perform various types of outpatient surgical procedures, such as orthopedic, ophthalmology, plastics, ears, nose and throat, gynecology, gastroenterology, (stomach), general surgery and podiatry, among others. Most centers provide combinations of these services, and some are dedicated to just one or a combination of several. Surgery Centers are also equipped with specialized rooms for simpler procedures. Almost half of the procedures are for children, so many centers devote a great deal of time and attention to making them and their parents feel comfortable and secure. Surgery centers also offer additional programs in pain management.

The Hall County Health Department provides General Health Services such as:

Prenatal, family planning, high risk pregnancy program, presumptive eligibility, perinatal case management, children with special needs program, health check, well baby check up, immunizations, nutritional counseling, stroke and heart attack prevention program, WIC (women, infants and children), STD/HIV testing and counseling, health education services, health screenings, environmental services, women's health, marriage blood tests, primary care clinic, BreasTest/BreasTest & More, mammography, hearing/vision screening, children's dental services, travel clinic, provides ambulance inspections, tobacco prevention program, chronic disease program, adventure based counseling program, tuberculosis screening and pregnancy tests.

Gainesville and Hall County do not have direct planning responsibilities for Health Care and Hospital facilities, which are administered by private boards that conduct private planning activity. The city and county are willing to share growth and demographic information with these boards to enhance the systems ability to meet future needs of the community. However, the system is enhancing and expanding and has been found to meet demands.

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5.1.9.0: EDUCATIONAL FACILITIES

There are two primary public school systems in Gainesville and Hall County, the Gainesville City Schools and the Hall County School System, which are administered by their respective school boards. These school systems provide public education to the student age population in the City and throughout the County respectively. The Buford City School System educates less than 20 students located in the southern part of the County at the Hall-Gwinnett County line. The locations of educational facilities are illustrated on the Educational Facility Map on the next page.

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Educational Facility Map

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5.1.9.1 Gainesville City Schools

Table 10: School Year 2003 - 2004

Early Education (Pre-K – Grade 5)	Enrollment	Capacity
Enota Elementary School 1120 Rainey Street Gainesville, GA	625	930
Gainesville Elementary School 1145 McEver Road Gainesville, GA	650	650
Fair Street Elementary School 695 Fair Street Gainesville, GA	600	750
Centennial Elementary School 852 Century Place Gainesville, GA	600	800
New Holland Elementary 170 Barn Street Gainesville, GA	650	650
Middle School (Grades 6 – 8)		
Gainesville Middle School 715 Woods Mill Road Gainesville, GA	780	904
Secondary Education (Grades 9 – 12)		
Gainesville High School 830 Century Place Gainesville, GA	1,260	1,260
TOTALS	5,165	5,944

The Gainesville City Schools receives funding through state and federal grants, local funding, sales revenue (capital outlay), fees (tuition). The annual operating budget is \$73 million (2002-2003). The Gainesville City Schools system has a staff of 602.

Table 11: Personnel Inventory

Administrators	20
Bus Drivers	44
Maintenance	9
Lunchroom	42
Teachers	344
Paraprofessional and Clerical	143
TOTAL	602

The continued increase in school enrollment is inevitable given the steady rise in population. The City of Gainesville is projected to ascend in population in the coming years. Much of the increased school aged population is expected to be Hispanic. The Gainesville School system now has 2,269 Hispanic students,

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or 48 percent of the total student population. In the Gainesville system, 257 of the 503 kindergarten children are Hispanic, which is 51 % of the population, while only 53 of the 200 12th graders are Hispanic representing 26% of the population. The School Systems will need to continue efforts to attract bilingual teachers to serve the growing population.

The Superintendent of the Gainesville School System has outlined several goals and objectives in order to address the growing student population.

- Produce and distribute to the Board of Education by June 1, 2004, facility needs for the next five years, which will provide clean, safe, and educational appropriate classrooms and schools;
- To facilitate the completion of one new elementary school prior to opening of school for 2003-2004, and the second by Thanksgiving break 2003;
- To create a plan for construction of a new middle school by July 2004; and
- Develop a plan to reward teachers who become bilingual.

5.1.9.2 Hall County Schools

The mission of the Hall County School System is to create schools that challenge and expect every person to excel intellectually, physically, and socially. The Hall County school system currently has a total district enrollment of 22,164 students. There are a total of 32 schools (19 Elementary, 6 Middle, 6 High, and 1 Evening). The following tables list the schools under the Hall County School System.

Table 12: Hall County Schools

Elementary Schools	Enrollment (2003-04)	Current Capacity
Chestnut Mountain Elementary 4670 Winder Highway Flowery Branch, GA	534	550
Flowery Branch Elementary 5544 Radford Road Flowery Branch, GA	638	587
Friendship Elementary 4550 Friendship Road Buford, GA	682	800
Jones Elementary 6 th Chicopee Street Gainesville, GA	370	450
Lanier Elementary 4782 Thompson Bridge Gainesville, GA	643	700
Lula Elementary 6130 Chattahoochee St. Lula, GA	479	850

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Elementary Schools	Enrollment (2003-04)	Current Capacity
Lyman Hall Elementary 2150 Memorial Park Road Gainesville, GA	653	512
Martin Elementary 4216 Martin Road Flowery Branch, GA	863	687
McEver Elementary 3265 Montgomery Drive Gainesville, GA	401	737
Mount Vernon Elementary 4844 Him Hood Road Gainesville, GA	740	550
Myers Elementary School 2676 Candler Road Gainesville, GA	611	450
Oakwood Elementary 4500 Allen Road Oakwood, GA	509	750
Sardis Elementary 2805 Sardis Road Gainesville, GA	618	750
Spout Springs Elementary 6640 Spout Springs Road Flowery Branch, GA	692	787
Sugar Hill Elementary 3259 Athens Highway	660	775
Tadmore Elementary 3278 Gillsville Highway Gainesville, GA	674	750
Wauka Mountain Elementary 5850 Brookston-Lula Road Gainesville, GA	480	450
White Sulphur Elementary 2480 Old Cornelia Highway Gainesville, GA	476	675

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Middle Schools	Enrollment 2003-04	Current Capacity
C.W. Davis Middle School 4335 Falcons Parkway Flowery Branch, GA	879	1,012
Chestatee Middle School 2740 Fran Mar Drive Gainesville, GA	913	1,012
East Middle School 4120 East Hall Road Gainesville, GA	899	850
North Hall Middle School 4856 Rilla Road Gainesville, GA	846	912
South Hall Middle School 3215 Poplar Springs Road Gainesville, GA	914	875
West Hall Middle School 5470 McEver Road Oakwood, GA	846	862
High School	Enrollment 2003-04	Current Capacity
Evening High School 3131 Johnson Drive Gainesville, GA	132	150
Chestatee High School 3005 Sardis Road Gainesville, GA	966	1,325
East Hall High School 3534 East Hall Road Gainesville, GA	973	1,050
Flowery Branch High School 4450 Hog Mountain Road Flowery Branch, GA	945	1,325
Johnson High School 3305 Poplar Springs Road Gainesville, GA	1,039	1,125
North Hall High School 4885 Mt. Vernon Road Gainesville, GA	1,063	1,200
West Hall High School 5500 McEver Road Oakwood, GA	988	1,100

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In Hall County and Gainesville, the influx of a younger population will maintain a demand for services directed toward the younger population. In Hall County 653 of 1,949 kindergartners are Hispanic, or 33.5 percent of the total. However the number of Hispanic students in 12th grade is quite lower. Only 169 of 1,167 students are Hispanic, or 16 percent. This illustrates the increasing school-age population in the county. The following table illustrates the historic and future population breakdown by age group.

Table 13: Hall County Age Distribution

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	76,101	84,176	95,984	114,815	139,677	176,765	281,152	341,749	389,870	423,287
Age 0 to 4	5,621	6,434	7,359	8,868	11,511	14,009	22,104	26,735	29,922	31,626
Age 5 to 9	5,978	6,015	6,804	8,320	10,454	13,493	21,110	25,714	29,395	31,355
Age 10 to 14	6,514	6,139	6,575	8,175	9,970	12,294	20,331	24,551	28,203	30,766
Age 15 to 19	7,014	6,720	7,151	8,451	10,226	12,000	18,864	24,139	27,604	30,282
Age 20 to 24	6,454	7,320	7,713	9,100	10,885	12,997	18,630	22,719	27,811	30,515
Age 25 to 29	6,168	7,746	8,712	9,426	11,864	14,305	21,205	23,076	26,578	31,170
Age 30 to 34	6,230	7,177	8,308	10,089	11,648	14,254	21,722	24,613	25,246	27,584
Age 35 to 39	5,252	6,415	7,370	9,109	11,560	13,598	21,055	24,473	26,006	25,581
Age 40 to 44	4,416	5,464	7,232	8,388	10,286	13,502	20,137	23,856	25,960	26,168
Age 45 to 49	4,032	4,491	5,826	7,812	9,046	12,074	20,207	23,154	23,139	26,660
Age 50 to 54	3,864	3,930	4,670	6,229	8,429	10,561	17,979	23,081	24,986	26,556
Age 55 to 59	3,749	3,906	4,078	4,797	6,447	9,479	15,125	19,760	23,861	24,695
Age 60 to 64	3,209	3,652	3,869	4,236	4,976	7,350	13,743	16,848	20,668	23,780
Age 65 to 69	2,827	3,085	3,520	3,810	4,133	5,234	9,900	14,246	16,446	19,279
Age 70 to 74	2,099	2,355	2,662	3,060	3,411	4,148	6,685	9,765	13,232	14,594
Age 75 to 79	1,398	1,701	2,057	2,312	2,622	3,371	5,220	6,465	8,883	11,506
Age 80 to 84	740	960	1,254	1,555	1,651	2,217	3,654	4,365	5,094	6,713
Age 85 & Over	536	666	824	1,078	1,350	1,881	3,459	4,185	4,188	4,456

Source: Historic Data. U.S. Census: Woods and Poole, Economic Inc, 2003, Hall County Planning and Table 9.

The SPLOST (Special Purpose Local Option Sales Tax) is one method of supporting new school construction to address future growth. The following table describes the amount of monies collected for new school construction in the previous SPLOST to handle the existing and future school population.

Table 14: SPLOST No. 1 (Ended June 2002)

School/Project Name	Budget
Purchase Land	\$2,916,895
Construct New Schools	\$62,791,585
<ul style="list-style-type: none"> • Davis Middle • Chestatee Middle • Martin Elem. • Chestatee HS • Flowery Branch HS 	
Additions	\$2,774,214
<ul style="list-style-type: none"> • East Hall MS • South Hall MS • Wauka Mt. (Design Only) 	

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• Myers ES	
Renovations & Equipment & Technology	\$4,111,946
Bond Payments	\$24,129,887
Budgeted Total	\$96,724,527

Table 15: SPLOST No. 2 (Began July 2002)
School/Project Name

School/Project Name	Budget
Purchase Land	\$3,400,000
Construct New Schools	\$50,400,000
• 3 Elementary (Sugar Hill to open Aug 2002)	
• 1 Middle	
• 1 Career Academy	
Additions	\$7,990,000
• Lyman Hall ES	
• Sardis ES	
• Wauka Mountain ES	
• Mt. Vernon ES	
• Martin ES	
• Friendship ES	
• Spout Springs ES	
• Lanier ES	
Renovations & Equipment & Technology	\$21,517,680
Bond Payments	\$28,450,584
Budgeted Total	\$111,758,264

There are a number of private schools in Hall County providing education to the school-age populace.

RIVERSIDE MILITARY ACADEMY

Riverside Military Academy is a private preparatory school in Gainesville for young men in grades 8 –12. The 235-acre campus accommodates 540 cadets from around the world. The school began in 1907.

LAKEVIEW ACADEMY

Lakeview Academy is an independent, college preparatory day school with approximately 500 students in grades Pre-K -12. The school was founded in 197- and has a wide range of extra-curricular and athletic programs, including honors and advanced placement courses.

WESTMINSTER CHRISTIAN SCHOOL

Westminster Christian School was founded in 1984 and provides approximately 300 students with education from a Christian perspective. The school contains grades pre-K through 7th grade.

BRENAU ACADEMY

Brenau Academy is Georgia’s only accredited private, residential college preparatory high school for young women.

Other private schools in Hall County include Heritage Academy, Jubilee Christian Academy and Marantha Christian Academy.

There are three institutions of higher learning in Hall County: Gainesville College, Brenau University, and Lanier Technical College. Each institution provides a broad range of educational, social, cultural, and continuing education opportunities.

GAINESVILLE COLLEGE

Gainesville College (a branch of the University System of Georgia) is a community-oriented two-year school offering associate degrees, as well as, career degrees in cooperation with Lanier Technical College. Gainesville College opened in 1964 and has over 3,500 students. The

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campus is located in Oakwood and draws students from Hall County and the surrounding northeast Georgia region. Gainesville College offers over 30 fields of study leading to the Associate of Arts, Associate of Science, and Applied Science degrees. Over 85 percent of Gainesville College alumni live and work in northeast Georgia.

BRENAU UNIVERSITY

Brenau University has been a part of Hall County's educational community since 1878. The main campus is located in the heart of Gainesville on 57 acres. The university offers majors in over 30 fields are available to both residential and commuting students through the Women's college. There are also evening and weekend programs, offering master's programs in business, education and healthcare. The university currently enrolls more than 2,500 students.

LANIER TECHNICAL COLLEGE

Lanier Technical College offers 27 programs of study in addition to tech prep and school-to-work programs to facilitate the transition from high school to post-secondary education to joining the work force. Georgia's Quick Start Program, a national job training program implemented locally by Lanier Tech, trains employees in the skills of positive interaction with customers, the operation of complex computer systems and intercommunication, as well as supporting new and expanding industries with plant startups and expansion plans. Training in industries including Information Technology, Manufacturing, and Warehouse Distribution. The campus is located just south of Gainesville on a 27-acre site. The school currently has over 2,000 students.

5.1.10.0: LIBRARIES AND OTHER CULTURAL FACILITIES

5.1.10.1: Library Services

Hall County libraries currently serve the entire county through 5 facilities with a collection of over 200,000 volumes. Of those 5 facilities there is the Main Headquarters facility located in downtown Gainesville, and 4 branches located throughout the County. The library has enjoyed a long, storied history. Prior to 1933, the ladies of Grace Episcopal Church started a small community library in the basement of their church. The tornado of 1936 destroyed the Grace Episcopal Church along with the library. Because of this loss to the community, Hall County residents started the groundwork for a public library in Hall County. The first meeting of the Hall County Library Board was held in 1937. In March of 1938, the Hall County Library System officially moved into the basement of the courthouse.

The Hall County Library System provides its patrons with resources and services to meet their informational, educational, business and recreational needs. Special focus is placed on providing and maintaining an adequate reference collection to support current and reliable information for the community and encouraging Hall County residents to develop an interest in reading and lifelong learning. The library system serves as a learning resources center for all library patrons.

The Library System has outlined several specific goals to address the varied needs of the community. A summary of the facility goals are outlined below.

GOALS

COMMUNITY DOOR TO LEARNING

- Encourage patrons of all ages to practice reading and life-long learning skills.
- Promote participation in established community literacy programs and workforce training efforts by providing materials to support literacy, English as a Second Language instruction, and General Equivalency Diploma preparation.

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- Serve as an educational bridge between the formal classroom and home collaborating with other service providers in offering collections, programs and services focused on the needs of the kindergarten through 12th grade and home schooled student.
- Continue to develop programs and services for young adults and children such as year-long reading activities, story times, and summer reading programs to promote the enjoyment and retention of learning and reading skills.
- Enrich the quality of life in our county by providing activities, which enhance life-long learning opportunities for all ages.

MATERIALS AND SERVICES PROVIDER

- Promote the cultural heritage of Georgia and provide recreational and educational activities reflecting popular and diverse topics.
- Develop local guidelines for library programs, materials and services to meet or exceed state or national standards.
- Improve the collection through increased availability of bestsellers, current non-fiction, informational audios, videotapes, and reference materials, based on annual patron surveys and analysis of circulation statistics.
- Maintain a strong system wide collection and an equitable distribution of resources among library branches according to community needs.
- Provide a full range of public library services, which promote reading, educational enrichment, Georgia history and heritage, and recreational opportunities.

INFORMATION CENTER

- Provide exceptional services and materials in the areas of general information, reference, and referrals.
- Provide curriculum support reference resources for all kindergarten through 12th grade students including homeschoolers.
- Serve as educational services information mediator for alternative education, distance learners, college-bound students, and high school dropouts.
- Establish the library as a supportive community information center for small and middle-sized local businesses by providing access to business planning materials; career development tools, and “back to work” reference resources.
- Provide one-stop information resources and access to the databases of community and government social service agencies.

ACCESS RESOURCES

- Facilitate access to resources for traditional and non-traditional patrons.
- Implement convenient and cost effective methods of providing materials and services to individuals who have special needs such as the working population, homebound, disables, or isolated patrons.

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- Emphasize excellence in customer service issues including ease of borrowing, interlibrary loan, telephone renewals, accessibility of materials on shelves, and hours of library operations and to meet community needs.

TECHNOLOGY LEADER

- Utilize state-of-the-art telecommunications equipment and innovative library automation software.
- Increase educational and informational opportunities for Hall County citizens through on-site and off-site access to shared electronic information resources and by participating in statewide initiatives to improve library services.
- Establish an efficient cycle for obtaining new, additional, and replacement computer hardware, operating systems, software, and peripherals to meet expanding needs and to ensure the delivery of up to date programs and services to the public.

FACILITIES

- Provide facilities, which reflect the importance of the library in our county's future development.
- Plan for construction of new facilities following national, state and local requirements based on studies of community growth and development needs, analysis of current facilities use, and public library standards.
- Establish an ongoing renovation and refurbishment program for all branches to ensure sufficient equipment, furnishings, and space.
- Provide state-of-the-art, accessible facilities, equipment, and operations to assure delivery of exceptional services throughout the system.

COMMUNITY RELATIONS

- Promote the library, as a welcoming destination in tune with community needs.
- Engage in a variety of promotional activities to increase awareness of library system services throughout all sectors of the community.
- Seek increased funding and grants from budgetary decision makers by establishing partnerships with business and industry, the Gainesville-Hall County Chamber of Commerce and local government agencies to support special library needs.
- Develop an organized volunteer training program to enhance library services.
- Collaborate with state and community organizations to provide services, which promote diverse cultural activities in Hall County.

The Hall County Library System will conduct meaningful evaluations of the public library system using patron surveys, program attendance, circulation statistics and door counts. The library will report overall progress toward achievement of major desired results at the end of each year.

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Libraries	Contact Information
Hall County Library Headquarters	127 Main Street, NW Gainesville, GA 30501 770-532-3311
Blackshear Place Branch	2927 Atlanta Highway 770-287-3654
Clermont Branch	197 King Street 770-983-3196
East Hall Branch and Special Needs Center	2434 Old Cornelia Highway 770-531-2500
Murrayville Branch	4796 Thompson Bridge Road 770-503-1055

The current branch locations are in need of maintenance and updating. Also, the branches are too small to meet the State of Georgia’s recommended branch size minimum of 15,000 to 20,000 square feet. The library system has not been able to properly dispose of its collections as recommended by the State. Because of the recent split from the Chestatee Regional Library System, the Hall County System is currently in a “catch up” mode. The Library Board needs additional funding to help eliminate some of these deficiencies.

Table 16: Existing Facilities – Square Footage

Facility Name	Square Footage
City of Gainesville Main Headquarters	30,000
Rabbit Town – East Hall	5,000
Murrayville – Northwest Hall	5,000
Blackshear Place	13,000
Clermont – North Hall	1,400
Totals	54,000

The Hall County Library System has adopted LOS standards based on statewide recommendation for both volumes and facilities, as outlined in the Library Capital Outlay Grant Program. The State’s minimum standard for facility square footage for populations of 50,000 to 149,999 is 0.5 square feet per capita (but no less than 30,000 square feet). The LOS for number of volumes per person is 2.

Materials, facilities and services of the Hall County Library System are available to the County’s population regardless of where they live. Services are provided on a system-wide basis, rather than on a rigidly defined service area basis. Each facility within system is linked on-line with one another to allow a patron to request books and materials from other locations.

The demand for future library facilities and volumes is apparent based on the projected increase in population.

The most pressing need for the Library System is addressing the need for a library system in south Hall County. In addition to a South Hall Branch Library, it is the intention of the Library System to construct, over the next twenty years, a North Hall Branch, an addition to the South Hall Branch, renovations and expansions on the East Hall and Murrayville Branch Libraries, and one additional branch library. The Library System also intends to provide appropriate numbers of collection materials to these branch libraries.

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5.1.11.0: CULTURAL BUILDINGS

JOHN S. BURD CENTER

Brenau University opened the John S. Burd Center for Performing Arts in the spring of 2002. It provides spacious accommodations for dance, music, theatre, and other performing arts productions. The total cost of the facility was \$11.5 million. The Center is 51,000 square feet in size. The major features of the Center include a 350-seat theatre, a recital hall, lecture hall, rehearsal theatre, and art gallery.

GEORGIA MOUNTAINS CENTER

The Georgia Mountains Center contains 72,000 square feet of meeting space; 22,000 square feet of exhibit space; and a 300 seat high-tech theatre.

GAINESVILLE CIVIC CENTER

The Gainesville Civic Center provides meeting space for local and regional events in the northeast Georgia area. The Civic Center contains 16,250 square feet of meeting space and 10,700 square feet of exhibit space.

GAINESVILLE COLLEGE ARTS GALLERY

The Gainesville College Arts Gallery is located in the Continuing Education/Performing Arts Center of Gainesville College. The facility hosts several touring exhibits annually including works of the student body.

BEULAH RUCKER MUSEUM

The Beulah Rucker Museum contains exhibits dating from after the Civil War through the present. The museum is listed on the National Register of Historic Places.

THE SMITHGALL ARTS COUNCIL

Operates as an umbrella organization for numerous arts organizations. Recently acquired and restored the old First Methodist Church in downtown Gainesville. The structure serves a number of capacities, but mainly as a performing arts center.

QUINLAN VISUAL ARTS CENTER

The Quinlan Visual Arts Center is a comprehensive visual arts education center. The center hosts programs and activities including art classes and workshops for adults and children in the community. The Center hosts exhibits featuring local and regional artists. The Center is in the process of expanding. Construction consists of a 7,095 square foot addition to the 9,564 square foot art museum.

HISTORIC MAIN STREET DOWNTOWN GAINESVILLE

Historic downtown Gainesville has a number of specialty shops and restaurants. A restored train depot houses The Arts Council and the Northeast Georgia History Center.

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5.2.0.0: ASSESSMENT

Because of the nature of the Community Facilities Inventory it is more efficient and complete to include the assessment with the inventory. DCA approved the use of the CIE update for Hall County dealing with capital improvements funded by impact fees as part of the comprehensive planning requirements. Additional assessment is included in that element which has been included in its entirety as part of Section 5.4.0.0: Community Facilities and Services Goals and Implementation.

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5.3.0.0: COMMUNITY FACILITIES AND SERVICES GOALS AND IMPLEMENTATION

5.3.1.0: GOALS AND OBJECTIVES

Goal 1: Efficient Public Facilities and Services

In order to foster a fiscally efficient provision of services, development will occur in a more compact form, with growth oriented in and around existing and planned service areas.

Objective 1: Growth will generally be directed toward existing or planned service areas and away from rural areas with low levels of services and dependence on septic systems.

Objective 2: Infrastructure will be targeted as priorities to areas suitable for commercial, industry, and business uses, but new residential uses (other than low density rural residential) will also be directed to areas that can be efficiently served with sanitary sewers.

Goal 2: Adequate Public Facilities and Services

Gainesville and Hall County will ensure that public facilities have the capacity, and are in place when needed, to support and attract growth and development and maintain quality of life.

Objective 1: New development will be served with public facilities that meet or exceed level of service standards.

Objective 2: Fair and predictable standards will be developed for allocating infrastructure costs between the development community and the City or County.

Goal 3: Utilities

Gainesville and Hall County will be provided with safe and adequate utilities that are coordinated with the future land use plan and that support economically productive growth.

Objective 1: Sanitary sewer services will be targeted as a priority to areas with business and industry potential, such as areas along major transportation routes.

Objective 2: Sanitary sewer services will generally be provided to new residential development other than low density rural residential uses, in support of land use goals related to efficient growth and in furtherance of water conservation goals.

Goal 4: Parks and Leisure

Gainesville and Hall County will provide recreational and cultural opportunities for citizens of all ages and socioeconomic backgrounds.

Objective 1: Gainesville and Hall County will meet or exceed acceptable levels of service standards for parks and recreation facilities.

Objective 2: Gainesville and Hall County will promote a linked system of parks and open spaces.

Objective 3: Gainesville and Hall County will ensure that all residents have access to cultural opportunities, facilities, and programs.

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Goal 5: Public Safety

Gainesville and Hall County will provide public safety services to all citizens.

Objective 1: Gainesville and Hall County will maintain an adequate level of fire protection for current and future businesses and residents.

Objective 2: Gainesville and Hall County will provide efficient emergency services (EMS) that expands with the growth of the community.

Objective 3: Gainesville and Hall County will maintain an adequate level of police protection for current and future businesses and residents.

Goal 6: Government, Health, and Education

Gainesville and Hall County will provide adequate and accessible government facilities, health care facilities, and educational facilities to all citizens.

Objective 1: Gainesville and Hall County schools will meet and exceed all state requirements for education programs and facilities and continue to increase quality of education while serving the growth and changing needs of students.

Objective 2: Gainesville and Hall County will continue to promote the expansion and strengthening of public and private health care providers and facilities, in recognition of the area's role as a regional provider of medical services.

Objective 3: Gainesville and Hall County will provide accessible library services to all residents of the community.

Goal 7: Solid Waste Management

Hall County will provide efficient and environmentally sound solid waste service to accommodate existing and future demand.

Objective 1: Hall County will provide adequate solid waste disposal facilities and capacity to accommodate existing and future demands.

Objective 2: Hall County will improve its intergovernmental coordination efforts for establishing fees, locating compacter stations, and controlling the movement of waste within the County.

Objective 3: Hall County will continue to implement alternative means of solid waste management to reduce landfill disposal.

Objective 4: Hall County will continue to provide educational and volunteer opportunities to the public to inform citizens of the value of solid waste management.

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5.3.2.0: DEVELOPMENT POLICIES

This section sets forth the community facilities and services policies that have been developed during the comprehensive planning process with significant citizen input. These policies are directly related to the goals and objectives set forth above and are an initial, important implementation step, providing greater detail to guide decision-makers.

5.3.2.1: Efficient Public Facilities and Services

Policy 1: Development will be targeted to areas with adequate public facilities and services through zoning code and map revisions. Allowable densities will be reduced in rural areas that cannot be efficiently served.

Policy 2: Infrastructure investment will be focused in identified growth corridors and zoning districts appropriate for commercial, industrial, and suburban/urban density residential uses.

5.3.2.2: Adequate Public Facilities and Services

Policy 1: The city and county will explore standards for ensuring that public facilities and services are available concurrently with development that require such facilities.

Policy 2: The city and county will explore adding fiscal impact analysis requirements to their development codes to establish a solid foundation for fairly allocating infrastructure costs.

Policy 3: The city will continue to maintain and upgrade existing infrastructure to accommodate and encourage infill and redevelopment within its boundaries.

Policy 4: The county will explore a maintenance and enforcement program for septic systems to ensure that such systems adequately function in a fashion that protects public health and water quality.

5.3.2.3: Utilities

Policy 1: The city and county will cooperate to extend sanitary sewer service to areas targeted for commercial growth, such as along the Highway 365 Corridor. The County will continue to pursue the extension of sanitary sewer to areas targeted for commercial growth in south Hall.

Policy 2: Low-density rural residential uses will not be served with sanitary sewer services except in unusual circumstances. Such services will be focused in areas planned for medium- and high-density residential development in the county and city.

5.3.2.4: Parks and Leisure

Policy 1: The city and county will complete their respective parks plans and identify future park sites necessary to meet or exceed acceptable level of service standards for parks and recreation facilities.

Policy 2: The city and county parks plans will promote a linked system of parks and open spaces.

5.3.2.5: Public Safety

Policy 1: Gainesville and Hall County will explore financing mechanisms such as impact fees, adequate public facility ordinances, and general funds to ensure that adequate levels of service are maintained for fire and police protection and emergency services.

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5.3.2.6: Government, Health, and Education

Policy 1: The city and county will work closely with the Hall County and Gainesville School systems to provide adequate funding for projected school expansion, including the use of the Special Local Option Sales Tax which have been utilized to fund school construction in the past.

Policy 2: Hall County will use impact fees to fund projected library expansion needs.

Policy 3: The city and county will cooperate with public and private health care providers to ensure that there is adequate land suitably zoned in appropriate locations for expanded and new health care facilities.

5.3.2.7: Solid Waste Management

Policy 1: Future solid waste compactor sites and disposal sites will be located in order to provide efficient and cost-effective management of waste in accordance with local, state, and federal regulations. Some compactor sites in denser populated areas in unincorporated Hall County will be converted to curbside collection (Curbside Service District).

Policy 2: Hall County will continue to implement solid waste recycling programs and assist local governments in this effort.

5.3.3.0: PROGRAMS

Hall County and the City of Gainesville are committed to undertaking a variety of programs to implement the community facility and services goals discussed above. These programs break down into four major categories.

1. Regulatory/Growth Management: The city and county have begun to revise their development codes (zoning, subdivision, etc.) to conform to the comprehensive plan. The county is focusing on targeting urban/suburban density residential development in and around its municipalities where public facilities and services are more readily available. Additionally, new zone districts are being created for modern industrial and commercial uses; county infrastructure investments (e.g., roads, sewer lines) will be targeted in these areas.

The county will continue working to protect water quality by implementing its Storm Water Management Plan and exploring a system to require periodic maintenance of septic systems to protect public health and the environment.

Finally, the city and county will continue working on their parks master plans ensuring coordination of trails and other linkages between the two systems.

These regulatory revisions and plans, some of which are already well underway, should be completed in 1-2 years.

2. Fiscal/Financial. Both jurisdictions will examine a range of tools to deal with the fiscal impacts of development, including impact fees (which the county already has in place for some facilities/services), adequate public facility standards, and fiscal impact assessment requirements. These tools will help to ensure that new development is of a type and quality that does not undermine the fiscal health of the city and county. The time horizon for this effort is 2-3 years.
3. Capital investment. The city and the county have committed to providing infrastructure in areas targeted for development in the comprehensive plan. Most urban/suburban density residential development will take place in and around the county's municipalities, including the City of Gainesville. The city is also committed to upgrading infrastructure in areas with potential for infill and redevelopment housing. These programs will have a long-term time frame of at least 5 years.

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4. Interagency Cooperation. The city and county will work closely to provide infrastructure to targeted growth areas such as the Highway 365 Corridor. A joint effort is already underway to provide sanitary sewer service in this area. Gainesville and Hall County have initiated discussion regarding a joint, coordinated annexation policy that reflects comprehensive plan policies. Additionally, the county is already exploring cooperative infrastructure policy and investments with its other municipalities. Hall County is updating the House Bill 489 Service Delivery Strategy to reflect the recent adoption of impact fees for provision of community facilities and services. The horizon for these efforts will extend over the next decade on a continuing basis.

While many of these programs will be implemented over an extended period, there are short-term actions that can be taken to ensure that the efforts are begun and demonstrate progress. A short-term work program is set forth in the final section of this element.

5.3.4.0: IMPLEMENTATION SYSTEMS AND TOOLS

This section sets forth specific systems and tools that will be created or amended during the planning period to achieve the goals and objectives set forth above. They are divided into four broad categories: (1) administrative systems (e.g., site plan review); (2) land development regulations; (3) fiscal and financing tools; (4) other growth management tools (e.g., urban growth boundaries, concurrency requirements). The tools are keyed to the five broad overarching community facilities and services goals.

5.3.4.1: Efficient Public Facilities and Services

THE CITY OF GAINESVILLE WILL:

1. Focus infrastructure investments in areas targeted for growth in the comprehensive plan.
2. Continue to maintain and improve infrastructure and services in areas with potential for infill and redevelopment.

HALL COUNTY WILL:

1. Revise its Unified Development Code (UDC) and zoning map to focus urban/suburban residential and industrial/commercial development in and around Gainesville and other municipalities, and reduce allowable densities in rural areas that cannot be efficiently served.
2. Target sanitary sewer system investments to commercial areas in the Highway 365 Corridor and south Hall.

5.3.4.2: Adequate Public Facilities and Services --City of Gainesville

THE CITY OF GAINESVILLE WILL:

1. Focus infrastructure investments in areas targeted for growth in the comprehensive plan.
2. Continue to maintain and improve infrastructure and services in areas with potential for infill and redevelopment.

HALL COUNTY WILL:

1. Adopt fiscal impact assessment regulations in the UDC to ensure the county has adequate information about the true costs and benefits of new residential development.
2. Explore adequate public facility standards and regulations to ensure that developments provide facilities and services concurrently with the demand they create.
3. Explore a septic system maintenance and enforcement program

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5.3.4.3: Utilities

THE CITY OF GAINESVILLE WILL:

3. Focus utility investments in areas targeted for growth in the comprehensive plan.
4. Cooperate with Hall County to provide sewer service to areas along the Highway 365 Corridor targeted for growth in the comprehensive plan.

HALL COUNTY WILL:

1. Invest funds (currently estimated at \$15 million) to extend sanitary sewer services to the Highway 365 Corridor in cooperation with the city.
2. Refrain from making infrastructure investments such as roads and water/sewer in areas designated for low-density rural residential development in the comprehensive plan. Infrastructure investment in south Hall would be intended to serve commercial and suburban residential development.

5.3.4.4: Parks and Leisure

THE CITY OF GAINESVILLE WILL:

1. Finalize the draft parks master plan. Identify significant natural areas for acquisition.
2. Consider basic private open space set aside requirement for new major residential developments.

HALL COUNTY WILL:

1. Continue working on and complete its comprehensive parks plan. Such plan will be closely coordinated with the city's parks plan to promote linkages between the two systems.
2. Enact basic private open space set aside requirements for all major developments in the county as part of the unified development code revisions currently being considered.

5.3.4.5: Public Safety

THE CITY OF GAINESVILLE WILL:

1. Consider a variety of financing mechanisms such as impact fees, adequate public facility standards, and general fund revenues to ensure that capital improvements identified in the city capital improvements plan for fire and police protection and emergency services are adequately funded.

HALL COUNTY WILL:

1. Consider a variety of financing mechanisms in addition to the impact fees, such as, adequate public facility standards, and general fund revenues to ensure that capital improvements identified in the county CIP for fire and police protection and emergency services are adequately funded. A background impact fee study covering fire and police protection was completed in November 2003.

5.3.4.6: Government, Health, and Education

THE CITY OF GAINESVILLE WILL:

1. Work closely with the Hall County School System to provide adequate funding for project school expansions necessitated by new development, including use of the Special Local Option Sales Tax, a school financing tool used in the past in the county.

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2. Begin discussions with public and private health care providers to ensure that there is adequate land suitably zoned in appropriate locations for expanded and new health care facilities.

HALL COUNTY WILL:

1. Work closely with the Hall County School System to provide adequate funding for project school expansions necessitated by new development, including use of the Special Local Option Sales Tax, a school financing tool used in the past in the county.
2. Begin discussions with public and private health care providers to ensure that there is adequate land suitably zoned in appropriate locations for expanded and new health care facilities.

5.3.4.7: Solid Waste Management

THE CITY OF GAINESVILLE WILL:

1. Coordinate with the County to ensure efficient collection and disposal of solid waste, and coordinate recycling efforts.
2. The City will review its revenue sources for solid waste on an annual basis and work with the County to reduce solid waste disposal through the encouragement of recycling programs and education.

HALL COUNTY WILL:

1. Hall County shall review the need of a Pay as You Throw (PAYT) system as a viable means of spurring waste reduction and financing of waste disposal.
2. Hall County will use SPLOST funding for design , construction and enhancement of the Candler Road landfill.

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5.3.5.0: SHORT-TERM WORK PROGRAM

5.3.5.1: County/City Major Implementation Actions

Attached to this document are major five-year capital improvements or infrastructure expansion programs for both the city and county as well as a detailed impact fee study (section 5.4.0.0) that documents capital improvement needs in the areas of library services, fire protection facilities, sheriff's patrol facilities, public safety facilities, and parks and recreation.

5.3.5.2: City of Gainesville Major Implementation Actions

The major implementations actions are illustrated in the tables starting on the following page.

The legend refers to the source of funding for the city only.

Revenue Sources

GF	General Fund
HT	Hotel/Motel Tax Fun
PUD	Public Utilities Fund
CTF	Cemetary Trust Fund
AP	Airport Fund
VS	Vehicles Services Fund
SW	Solid Waste Fund
GC	Golf Course Fund
LP	Lease Proceeds
BP	Bond Proceeds
SPLOST	Special Purpose Local Option Sales Tax
IG	Intergovernmental (Local State Federal)

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Table 17: City of Gainesville Major Capital Improvements

Proposed Timeline

		(Amounts in \$1,000)					
		2004-2005	2005-2006	2007-2008	2008-2009	2009-2010	
	Funding Source	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5+	Total
Police							
Vehicle Replacement	GF,LP	395	340	340	340	340	1,755
Public Safety Building Repairs	GF	94					94
Communication Equipment	SPLOST			1,500			1,500
Municipal Court Facility	SPLOST					400	400
Subtotal		489	340	1,840	340	740	3,749
Fire							
Battalion Chief Vehicle	LP	27					27
Fire Engine (Pumper for Station #4)	GF		400				400
Vehicle Replacement	GF		141		52		193
1/2 Ton Pickup for Station #4	GF			23			23
Emergency Response Vehicle	GF			35			35
Replacement Engine 3 Emergency	GF			420			420
Station #7 Cohabitation	GF		297				297
Station #1 Relocation				3,025			3,025
Station #5 Construction						2,368	2,368
Subtotal		27	838	3,503	52	2,368	6,788
Planning							
Geographical Information System	GE,PUD		75				75
Subtotal			75				75
Public Land and Bldgs.							
Main St. Parking Lot Improvements	GF	30					30
Alta Vista Complex Roof Replacement	GF	65					65
Vehicle Replacement	GF		22		24	22	68
City Hall Renovation	GF			250			250
Green Street Station Renovation	GF		500				500
Subtotal		95	522	250	24	22	913
Engineering							
Intersection Improvements	GF	278	518	250	250	250	1,546
Culvert Repair and Upgrades	GF	300	800	1,300	1,300	1,300	5,000
Street Improvements		184	99	55	55	55	448
Public Works Complex				1,100	2,860	2,750	6,710
Subtotal		762	1,417	2,705	4,465	4,355	13,704

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Proposed Timeline

		(Amounts in \$1,000)					
		2004-2005	2005-2006	2007-2008	2008-2009	2009-2010	
	Funding Source	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5+	Total
Traffic							
Utility Vehicle	LP	26					26
Vehicle Replacement	GF			29	94	83	206
Traffic Signals	GF	11	133				144
Intersection Improvements	GF	122	12	322	96	161	713
Subtotal		159	145	351	190	244	1,089
Street							
Street Resurfacing (LARP)	GF,IG	250	250	250	250	250	1,250
Equipment Replacement	GF	188	231	250	190	340	1,199
Street Sweeper Truck	GF		162				162
Subtotal		438	643	500	440	590	2,611
Cemetery							
Fence Upgrade	CTF	29					29
Street Resurfacing	GF		22		22		44
Subtotal		29	22		22		73
General Fund Total		1,999	4,002	9,149	5,533	8,319	29,002
GA Mountains Center Fund							
Ticketing System	HT	25					25
Lobby Painting	HT	25					25
Electric Scissor Lift	HT	20					20
Reception Area Renovation	GF		20				20
Event Management Software	GF		35				35
Meeting Room Renovation	GF		350				350
Parking Deck Improvements	BP,GF		2,000				2,000
Space Reconfiguration				500			500
Subtotal		70	2,405	500			2,975
Other							
Rowing Venue Enhancements	GF	106	104	102			312
Subtotal		106	104	102			312
Vehicle Services Fund							
3/4 Ton Utility Truck	VS		23				23
Shop Software	VS		21				21
Replacement Equipment	VS			25	30	20	75
Subtotal			44	25	30	20	119

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Proposed Timeline

		(Amounts in \$1,000)					
		2004-2005	2005-2006	2007-2008	2008-2009	2009-2010	
Funding Source		YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5+	Total
Airport Fund							
Taxiway & Site Prep. For New Hangars	IG,AP	305					305
Construction of New Hangars	IG,BP						
Taxiway Drainage Improvements	IG,AP		70				70
Rehabilitation of Taxiway to Runway	IG,BP		300				300
Security, Fencing, and Gates	IG,AP		250				250
Instrument Landing System	IG,AP		2,100				2,100
Ramp Improvements	IG,AP			175			175
Apron Expansion and Tie-downs	IG,AP			245			245
Airport Master Plan	IG,AP			80			80
Aircraft Parking Area	IG,AP				257		257
Taxiway 11/29 Overlay	IG,AP				76		76
Land Acquisition	IG,AP				980		980
Access Road Relocation	IG,AP					226	226
Parallel Taxiway Extension	IG,AP					93	93
Subtotal		305	2,720	500	1,313	319	5,157
Parks & Recreation Fund							
City Park Renovations						204	204
Fair Street Park Renovations					216		216
Holly Park Renovations					315		315
Construction of New Park and Community Center			2,119	5,719	5,469		13,307
Midtown Greenway						938	938
Southside Park Greenway						938	938
Subtotal			2,119	5,719	6,000	2,080	15,918

In addition, the table below sets forth additional (and DCA optional) steps that the city will undertake in the short-term to implement the community facilities and services elements.

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Table 18: City of Gainesville Major Implementation Actions

Major Actions	Time Frame	Estimated Cost	Responsible Party	Comments
1. Undertake targeted revisions to city zoning ordinance to encourage infill and reduce unnecessary processing delays	2004-5	\$30,000	City staff + consultant	
2. Extend water/sewer to targeted development locations.*	2004-5	\$15 million	City and county	
3. Review additional impact fees in county; consider in city. Work to ensure financing tools are complementary and not competitive.*	2004-5	NA	City and county staffs	
4. Consider adequate public facility standards in both county and city.*	2004-5	NA	City and county staffs	
5. Adopt coordinated intergovernmental annexation policy and agreement.*	2004-5	NA	City and county	
6. Finish city parks plan. Continue work on county parks plan. Identify key parcels for acquisition.*	2004-5	NA	City and county staffs	

* Indicates joint action listed in both the city and county tables.

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5.3.5.3: Hall County Major Implementation Actions

HALL COUNTY MAJOR CAPITAL IMPROVEMENTS

The SPLOST (Special Purpose Local Option Sales Tax) is the primary source of funding for Capital Improvements in Hall County. The SPLOST law, enacted by Georgia legislators in 1985, authorizes a county tax of 1% on items subject to the state sales tax for funding capital projects. It is neither a municipal tax, nor a joint county-municipal tax such as the regular Local Option Sales Tax (LOST). As a county tax, only the Board of Commissioners can authorize SPLOST.

The county controls the money, which must be used for specific capital outlays (operations and maintenance expenditures are not authorized) such as courthouses, jails, roads and bridges. Projects financed via SPLOST are intended to benefit the county as a whole—either standing alone or in combination with other county capital outlay projects or municipal capital outlay projects.

- SPLOST I, approved in 1985 with a lifespan of 30 months, generated total revenues of \$25 million for road, street & bridge improvements.
- SPLOST II, approved in 1988 with a lifespan of 33 months, generated total revenues of \$35 million for a detention center, civic center, Chicopee Woods and Elachee, Farmers Market.
- SPLOST III, approved in 1994 with a lifespan of 60 months, generated total revenues of \$78.2 million for Courthouse expansion, health department, water/wastewater projects and landfills.
- SPLOST IV, approved in 1999 with a lifespan of 60 months, has generated more than \$92 million through November 2003. The total is projected to reach \$116 million when the tax expires in June 2004.
- SPLOST V, was approved in March of 2004.
- As of March 2004, nearly \$88 million of the projected \$116 million total has been spent on road projects (\$37 million budgeted, \$27.9 million spent), sewer projects (\$27 million budgeted, \$23.2 million spent), water projects (\$23 million budgeted, \$18.8 million spent), parks and recreation projects (\$16 million budgeted, \$6.6 million spent), fire services projects (\$10 million budgeted, \$9.3 million spent) and municipal projects (\$3 million budgeted, \$1.7 million spent).

Table 21 shows the Capital Improvements Projects that are not funded by SPLOST money.

Table 19: Non-SPLOST Capital Improvements Projects In Progress

	Budget	Time Frame
Road Improvement Projects		2004
Various Roads on State Contract (Yearly amount usually around 4-5 million)	\$5,105,092	
	5,105,092	
Courthouse Renovations		
Courthouse Annex	\$2,527,355	
	2,527,355	
Public Safety Building		
Construction (approx Cost)	\$5,000,000	
	5,000,000	
GIS SYSTEM		
3 years remaining	1,342,042	

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TOTAL 13,974,489

Table 20: SPLOST V (Proposed) Five Year Project Schedule

	Proposed Budget	Proposed Timeline				
		2004-2005 YEAR 1	2005-2006 YEAR 2	2007-2008 YEAR 3	2008-2009 YEAR 4	2009-2010 YEAR 5+
Road Improvement Projects						
Box Culvert & Bridge Replacement	\$2,000,000	X	X	X	X	X
Intersection Improvements	2,000,000	X	X	X	X	X
Skelton Road <i>Phase II</i>	4,500,000		X	X		
Guardrail & Striping	1,000,000	X	X	X	X	X
Sardis Road Connector	5,300,000			X	X	X
Resurfacing	17,000,000	X	X	X	X	X
Grading, Base & Paving	5,000,000	X	X	X	X	X
Park & Ride Lots	1,500,000			X	X	
Municipal Road Projects	2,000,000	X	X	X	X	X
	40,300,000					
Candler Road Landfill Expansion						
Cell Construction	\$6,500,000		X	X	X	
Cell Closure / Heavy Equipment	2,000,000		X	X		
	8,500,000					
Public Safety Projects						
799 MHZ Trunked Radio System (Midpoint)	\$16,000,000	X	X	X		
New/Expanded Detention Center	54,000,000	X	X			
	70,000,000					
Library						
South Hall Library	4,000,000				X	X
	4,000,000					
Park & Leisure Projects						
North Hall Community Park - Athletic Complex	\$4,000,000				X	X
South Hall Community Park - Athletic Complex	4,500,000				X	X
	8,500,000					
Fire Department Projects						
Fire Station Relocations	\$2,800,000		X	X		
Fire Station #15	2,400,000			X		
	5,200,000					
Municipal Allocations						
Gainesville Water	\$1,000,000	X				
Municipal Projects	8,500,000	X	X	X	X	X
	9,500,000					
TOTAL ESTIMATE OF PROPOSED	146,000,000					

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Table 21: Short Term Work Program, 2005-2009, Hall County

Start Date (Fiscal Year)

Project	Project Cost	2005	2006	2007	2008	2009	Funding Sources	% from Impact Fees
Library Collection Materials	\$2,389,993	X					General Fund, State of Georgia, Impact Fees	66.7%
Library Collection Materials	\$696,076	X					General Fund, State of Georgia, Impact Fees	83.9%
Library Collection Materials	\$908,084		X				General Fund, State of Georgia, Impact Fees	85.5%
South Hall Branch Library	\$3,000,000			X			General Fund, Impact Fees	100.0%
Library Collection Materials	\$939,380			X			General Fund, State of Georgia, Impact Fees	84.9%
Library Collection Materials	\$964,076				X		General Fund, State of Georgia, Impact Fees	84.3%
Library Collection Materials	\$959,609					X	General Fund, State of Georgia, Impact Fees	83.5%
Clermont/North Hall Branch Library	\$3,000,000					X	General Fund, Impact Fees	100.0%
Fire Station #14	\$990,000	X					General Fund, Impact Fees	100.0%
New Jail	\$38,053,675		X				General Fund, SPLOST, Impact Fees	41.0%
South Hall Community Park	\$1,600,000	X					General Fund, Impact Fees	100.0%
North Hall Community Park	\$2,400,000			X			General Fund, Impact Fees	100.0%
Central Park Improvements	\$7,400,000				X		General Fund, Impact Fees	100.0%
Murrayville Park	\$600,000					X	General Fund, Impact Fees	100.0%

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The Hall County Public Works Department is responsible for the management and development of the Capital Improvements projects.

In addition, the table below sets forth additional (and DCA optional) steps that the county will undertake in the short-term to implement the community facilities and services elements.

Table 22: Hall County Major Implementation Actions

Major Actions	Time Frame	Estimated Cost	Responsible Party	Comments
1. Comprehensively revise county UDC—new residential uses and zone districts; fiscal impact analysis regulations.	2004	\$150,000	County staff + consultants	80% completed as of 1/1/04
2. Revise county zoning maps to bring into accord with comprehensive plan re location of development and infrastructure availability.*	2004-5	NA	County staff	
3. Extend water/sewer to targeted development locations.*	2004-5	\$15 million	County and city	
4. Review additional impact fees in county; consider in city. Work to ensure financing tools are complementary and not competitive.*	2004-5	NA	City and county staffs	
5. Consider adequate public facility standards in both county and city.*	2004-5	NA	City and county staffs	
6. Adopt coordinated intergovernmental annexation policy and agreement.*	2004-5	NA	City and county	
7. Finish city parks plan. Continue work on county parks plan. Identify key parcels for acquisition.*	2004-5	NA	City and county staffs	

* Indicates joint action listed in both the city and county tables.

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5.4.0.0: HALL COUNTY CAPITAL IMPROVEMENTS ELEMENT

The purpose of a Capital Improvements Element (CIE) is to establish where and when new services or capital facilities will be provided within a jurisdiction and how they will be financed. As required by the Development Impact Fee Act, and defined by the Department of Community Affairs in its *Minimum Planning Standards*, the CIE must include the following for each category of capital facility for which an impact fee will be charged:

- the designation of **service areas** - the geographic area in which a defined set of public facilities provide service to development with the area;
- a **projection of needs** for the planning period of the adopted Comprehensive Plan;
- the designation of **levels of service (LOS)**- the service level that will be provided;
- a **schedule of improvements** listing impact fee related projects and costs for the first five years after plan adoption; and
- a description of **funding sources** for the first five years of scheduled system improvements proposed for each project.

System improvements expected to commence or be completed over the next five years are also shown in the Short-Term Work Program (STWP). The STWP is updated annually so that it always covers a five-year period, beginning with the current year.

5.4.0.1: Categories for Assessment of Impact Fees

To assist in paying for the high costs of expanding public facilities and services to meet the needs of projected growth and to ensure that new development pays a reasonable share of the costs of public facilities, Hall County has adopted impact fees for parks, libraries, and public safety facilities.

5.4.0.2: Components of the Impact Fee System

The Hall County Impact Fee System consists of several components:

- An adopted and certified Comprehensive Plan, including future land use assumptions and projected future demands;
- Service area definition and designation;
- Appropriate level of service standards for each impact fee component;
- A methodology report, which establish the impact cost of new growth and development and thus the maximum impact fees that can be assessed;
- A Capital Improvements Element to implement the County's proposed improvements; and
- A Development Impact Fee Ordinance, including an impact fee schedule by land use category.

This Capital Improvements Element is an update of an existing CIE, and as such reflects the level of service standards adopted by the County at the time the CIE was adopted. The LOS standards are based on facility inventories in 2000.

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5.4.2.0: LIBRARY FACILITIES

5.4.2.1: Service Area

The entire county is considered a single service district for library services. Demand for library facilities is almost exclusively related to the county’s residential population. Businesses make some use of public libraries for research purposes, but the use is minimal compared to that of the families and individuals who live in the country. Thus, a libraries system impact fee is limited to future residential growth. An improvement in any portion of the county increases service to all parts of the county to some extent.

5.4.2.2: Projection of Needs

Between 2000 and 2025, the number of dwelling units in the library facilities service area will grow from 51,046 to 161,712, an increase of 110,666 dwelling units.

5.4.2.3: Level of Service

The Hall County Library System has adopted LOS standards based on the current level of service in 2000. In **Table L-1** these standards are shown for library facility space and collection volumes, and are used to calculate future demand. There is no existing deficiency. The State is in the process of reviewing current LOS standards. If and when the State does change recommended standards, the County will revise this impact fee study to reflect such requirements.

**Table L-1
Future Demand Calculation**

SF/dwelling unit	Number of New Dwelling Units (2000-25)	SF Demanded
1.0657	110,666	117,938

Collection Materials/dwelling unit	Number of New Dwelling Units (2000-25)	Collection Materials Demanded
3.5654	110,666	394,572

The Hall County library system uses the State Planning standard that recommends that branch libraries, and all new libraries be constructed to a minimum of 15,000 to 20,000 square feet, in order to meet the needs of today’s information technology. The State’s planning standard has been used to develop the library system’s capital improvement program. Library placement is determined on the basis of citizens’ preferences and general access. Future placement options are based on population growth and square footage requirements, and to provide convenient accessible services to all county residents.

5.4.2.4: Capacity to Serve New Growth

In a well-planned library system such as Hall County’s, libraries are timed for construction and built, and volumes purchased as areas grow and population increases, in order to maintain the County’s LOS. The location of new facilities are planned to provide adequate coverage and access to all areas of the county. The following tables present the required square footage of future facilities and number of volumes necessary in order to meet the needs of the county’s growing population. **Table L-2** presents a series of projects that will meet future demand for library square footage.

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**Table L-2
Future Library Facility Projects**

Year	New Dwelling Units	SF Demanded (annual)	Running Total: SF Demanded	Project	Square Footage Added
2000	0	0	0		
2001	3,073	3,275	3,275		
2002	2,075	2,211	5,486		
2003	1,884	2,008	7,494		
2004	2,936	3,129	10,623		
2005	6,042	6,439	17,062		
2006	7,882	8,400	25,462		
2007	8,153	8,689	34,151	South Hall Branch	15,000
2008	8,368	8,918	43,068		
2009	8,329	8,876	51,945	Clermont/North Hall Branch	15,000
2010	8,390	8,942	60,886	South Hall Addition	25,000
2011	4,663	4,969	65,856		
2012	4,663	4,969	70,825	East Hall Branch*	10,000
2013	4,664	4,970	75,795	Murrayville Community*	10,000
2014	4,663	4,969	80,764		
2015	5,135	5,472	86,236	New Branch	15,000
2016	3,232	3,444	89,681		
2017	3,285	3,501	93,182		
2018	3,186	3,395	96,577		
2019	3,163	3,371	99,948	New Branch	15,000
2020	3,066	3,268	103,215		
2021	2,535	2,702	105,917		
2022	3,076	3,278	109,195		
2023	2,544	2,711	111,906	New Branch	15000
2024	3,107	3,311	115,217		
2025	2,553	2,721	117,938		
Total:					120,000

*Expansion project; only new square footage shown here.

In **Table L-3** the future demand for collection materials is calculated. The library system's anticipated discard rate of 8.0% is included in these calculations so that enough volumes are acquired to leave the correct amount after "weeding" of materials. This "weeding" is done to replace out-of-date scientific and research materials, and worn out volumes. A total of 395,300 volumes will need to be retained by 2025, out of a total of 426,138 volumes purchased, to meet future demand.

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**Table L-3
Future Collection Materials Demanded**

Year	New Growth Demand			Plus Discarded Materials	Total Materials Needed (annual)
	New Dwelling Units	Materials Demanded (annual)	Running Total		
2000	0	0			0
2001	3,073	10,957	10,957	877	11,834
2002	2,075	7,398	18,355	592	7,990
2003	1,884	6,717	25,072	537	7,254
2004	2,936	10,468	35,540	837	11,305
2005	6,042	21,542	57,082	1,723	23,265
2006	7,882	28,102	85,184	2,248	30,350
2007	8,153	29,070	114,254	2,326	31,396
2008	8,368	29,835	144,089	2,387	32,222
2009	8,329	29,697	173,786	2,376	32,073
2010	8,390	29,915	203,701	2,393	32,308
2011	4,663	16,625	220,326	1,330	17,955
2012	4,663	16,625	236,951	1,330	17,955
2013	4,664	16,629	253,579	1,330	17,959
2014	4,663	16,625	270,204	1,330	17,955
2015	5,135	18,307	288,511	1,465	19,772
2016	3,232	11,524	300,035	922	12,446
2017	3,285	11,712	311,747	937	12,649
2018	3,186	11,358	323,106	909	12,267
2019	3,163	11,278	334,383	902	12,180
2020	3,066	10,932	345,316	875	11,807
2021	2,535	9,038	354,354	723	9,761
2022	3,076	10,967	365,321	877	11,844
2023	2,544	9,069	374,390	726	9,795
2024	3,107	11,078	385,468	886	11,964
2025	2,553	9,104	394,572	728	9,832

5.4.2.5: Capital Projects Costs

Table L-4 presents a listing of the cost of the capital projects from Table L-2. In addition, the amount of each project that is impact fee eligible is also shown. Where the percentage is not 100%, the figure is based on the fact that the project includes additional square footage that is not eligible. The East Hall and Murrayville projects, for example, include some square footage that is replacement, and some that provides new capacity.

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**Table L-4
Facility Costs to Meet Future Demand**

Year	Project	Square Footage	Cost*	% from Impact Fees	Impact Fee Eligible Cost
2002					
2003					
2004					
2005					
2006					
2007	South Hall Branch	15,000	\$3,000,000	100.00%	\$3,000,000
2008					
2009	Clermont/North Hall Branch	15,000	\$3,000,000	100.00%	\$3,000,000
2010	South Hall Addition	25,000	\$5,000,000	100.00%	\$5,000,000
2011					
2012	East Hall Branch**	20,000	\$4,000,000	50.00%	\$2,000,000
2013	Murrayville Community**	20,000	\$4,000,000	50.00%	\$2,000,000
2014					
2015	New Branch	15,000	\$3,000,000	100.00%	\$3,000,000
2016					
2017					
2018					
2019	New Branch	15,000	\$3,000,000	100.00%	\$3,000,000
2020					
2021					
2022					
2023	New Branch	15,000	\$3,000,000	86.25%	\$2,587,572
2024					
2025					
		140,000	\$28,000,000		\$23,587,572

*Project costs based on an average of \$200 per square foot construction cost.
 **Expansion projects; the new and replacement square footage at completion is shown here.

Table L-5 presents the cost necessary to meet the demand for collection materials. The State of Georgia participates in the capital investment of library facilities. The amount of participation, as well as a library's system eligibility, may vary from year to year. Based on historic participation, Table L-5 calculates the share of collection volume costs that may be provided by the State through a matching fund program. The "% from Impact Fees" figure reflects a calculation that accounts for the discard rate.

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**Table L-5
Collection Material Costs to Meet Future Demand**

Year	Materials Needed (annual)*	Gross Cost**	State Aid***	Net Total Cost	% from Impact Fees	Impact Fee Eligible Cost
2004	11,305	\$338,247.05	(\$61,842.61)	\$276,404.44	92.6%	\$255,940.08
2005	23,265	\$696,076.31	(\$64,734.90)	\$631,341.41	92.6%	\$584,583.59
2006	30,350	\$908,083.75	(\$69,709.38)	\$838,374.37	92.6%	\$776,277.46
2007	31,396	\$939,379.72	(\$77,903.03)	\$861,476.69	92.6%	\$797,654.21
2008	32,222	\$964,075.80	(\$86,175.56)	\$877,900.23	92.6%	\$812,865.10
2009	32,073	\$959,609.22	(\$94,408.66)	\$865,200.56	92.6%	\$801,104.64
2010	32,308	\$966,668.83	(\$102,641.75)	\$864,027.08	92.6%	\$800,030.92
2011	17,955	\$537,208.10	(\$110,875.63)	\$426,332.47	92.6%	\$394,751.96
2012	17,955	\$537,208.10	(\$115,654.90)	\$421,553.20	92.6%	\$390,326.72
2013	17,959	\$537,323.03	(\$120,434.17)	\$416,888.86	92.6%	\$386,014.49
2014	17,955	\$537,208.10	(\$125,213.45)	\$411,994.66	92.6%	\$381,476.22
2015	19,772	\$591,586.39	(\$129,992.72)	\$461,593.67	92.6%	\$427,392.50
2016	12,446	\$372,374.48	(\$134,772.78)	\$237,601.70	92.6%	\$219,999.70
2017	12,649	\$378,454.82	(\$138,568.12)	\$239,886.70	92.6%	\$222,116.46
2018	12,267	\$367,043.56	(\$142,442.33)	\$224,601.23	92.6%	\$207,958.67
2019	12,180	\$364,420.60	(\$146,237.67)	\$218,182.93	92.6%	\$202,024.99
2020	11,807	\$353,269.11	(\$150,033.01)	\$203,236.11	92.6%	\$188,174.72
2021	9,761	\$292,061.07	(\$153,749.87)	\$138,311.20	92.6%	\$128,066.87
2022	11,844	\$354,363.32	(\$156,385.39)	\$197,977.93	92.6%	\$183,318.09
2023	9,795	\$293,070.27	(\$159,020.91)	\$134,049.36	92.6%	\$124,113.82
2024	11,964	\$357,965.55	(\$161,656.43)	\$196,309.12	92.6%	\$181,771.46
2025	9,832	\$294,164.47	(\$164,291.95)	\$129,872.52	92.6%	\$120,255.96
		\$11,939,861.64	(\$2,666,745.20)	\$9,273,116.44		\$8,586,218.66

*Annual demand includes volumes needed to meet original existing deficiency.

**Cost is based on average unit cost of \$29.92 per volume.

***State aid is based on the average annual contribution of \$0.39 per capita.

5.4.3.0: FIRE PROTECTION FACILITIES

5.4.3.1: Service Area

Fire services are provided on a system-wide basis, rather than on a rigidly defined service area basis, with all stations and companies covering one another. The City of Gainesville provides fire service within the City. In 1997 the County and City of Gainesville entered into a mutual dispatch agreement supplementing the amount of equipment and personnel responding on initial alarms for structure fires. This agreement has been expanded throughout the years to its current state. For any given call the nearest station responds with available equipment. Depending on the nature of the call, two or more stations may respond. If the equipment at a nearby station is not available, equipment is dispatched from the next nearest station.

The entire County, excluding the City of Gainesville, is therefore considered a single service district for fire services. An improvement in any portion of the county increases service to all parts of the county to some extent. New stations are added to the system primarily to maintain the maximum 5-minute response

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time in areas as they become developed, and serve the existing population nearby in addition to providing increased capacity within their primary coverage areas and for the stations they supplement.

5.4.3.2: Projection of Needs

Between 2000 and 2025, the functional population (a combination of residents and employees) in the fire protection facilities service area will grow from 148,302 to 497,784, an increase of 349,482 persons.

5.4.3.3: Level of Service

It was determined that an excess capacity of station space existed in 2000, and a LOS standard was adopted based on the system square footage that would be on hand when the facilities then planned were completed. The level of service is based on the addition of four fire stations, and an average of three heavy vehicles per new station at “build out”. **Table F-1** presents a calculation of the total future demand in square feet and heavy vehicles, based on the adopted LOS standards. In 2000 there was an excess capacity of 38,087 square feet and 8 heavy vehicles; there is no existing deficiency in square feet or heavy vehicles.

**Table F-1
Future Demand Calculation**

SF/functional population	Functional Pop Increase (2000-25)	New SF Demanded
0.1719	349,482	60,087

Heavy Vehicles/functional pop	Functional Pop Increase (2000-25)	New Heavy Vehicles Demanded
0.000057	349,482	20

5.4.3.4: Capacity to Serve New Growth

As new demand is calculated, fire service capacity is developed to meet the estimated demand. In a well-planned fire system such as Hall County’s, stations are timed for construction and built as areas grow and population increases, in order to maintain the County’s LOS. The location of new facilities are planned to provide adequate coverage and access to all areas of the county. Projected Capacity Demand outlines the required square footage of future facilities in order to meet the needs of the County’s growing population yearly. **Tables F-2 and 3** present a schedule of capital projects that will meet future demand. In Table F-2 the year 2000 calculated excess capacity is included in the running total of new square footage demanded as a negative figure.

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**Table F-2
Future Fire Protection Facility Projects**

Year	Functional Pop Increase	SF Demanded (annual)	Running Total: SF Demanded*	Project	Square Footage
2000	0	0	(38,087)		
2001	9,754	1,677	(36,410)		
2002	6,129	1,054	(35,356)		
2003	6,582	1,132	(34,225)		
2004	9,171	1,577	(32,648)		
2005	14,603	2,511	(30,137)	Fire Station #14	5,500
2006	22,890	3,936	(26,202)		
2007	23,277	4,002	(22,200)		
2008	23,383	4,020	(18,179)		
2009	23,613	4,060	(14,119)		
2010	23,864	4,103	(10,016)		
2011	14,661	2,521	(7,496)	Fire Station #15	5,500
2012	14,872	2,557	(4,939)		
2013	15,101	2,596	(2,342)		
2014	15,348	2,639	296	Fire Station #16	5,500
2015	15,618	2,685	2,982		
2016	12,240	2,104	5,086		
2017	12,632	2,172	7,258		
2018	12,638	2,173	9,431		
2019	12,857	2,211	11,641		
2020	12,890	2,216	13,857		
2021	9,119	1,568	15,425		
2022	9,285	1,596	17,022	Fire Station #17	5,500
2023	9,461	1,627	18,648		
2024	9,648	1,659	20,307		
2025	9,846	1,693	22,000		
					<u>22,000</u>

*Includes excess capacity in square footage.

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**Table F-3
Future Heavy Vehicles Demanded**

Year	Functional Pop Increase	Vehicles Demanded (annual)*	Running Total
2000	0	(8)	(8)
2001	9,754	1	(7)
2002	6,129	0	(7)
2003	6,582	0	(6)
2004	9,171	1	(6)
2005	14,603	1	(5)
2006	22,890	1	(4)
2007	23,277	1	(2)
2008	23,383	1	(1)
2009	23,613	1	0
2010	23,864	1	2
2011	14,661	1	3
2012	14,872	1	4
2013	15,101	1	4
2014	15,348	1	5
2015	15,618	1	6
2016	12,240	1	7
2017	12,632	1	8
2018	12,638	1	8
2019	12,857	1	9
2020	12,890	1	10
2021	9,119	1	10
2022	9,285	1	11
2023	9,461	1	11
2024	9,648	1	12
2025	9,846	1	12
			12

*Reflects excess capacity.

5.4.3.5: Capital Project Costs

The projects from the two preceding tables are used to calculate the total cost of capital improvements. These figures are shown in the next two tables. New stations have been estimated to be 5,500 square feet. Following is a schedule of improvements that will be necessary to meet the demand in Hall County to the year 2025. In each table the amount of funding expected from impact fees is shown, along with the total project costs.

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**Table F-4
 Facility Costs to Meet Future Demand**

Year	Project	Square Footage	Cost*	% from Impact Fees	Impact Fee Eligible Cost
2000					
2001					
2002					
2003					
2004					
2005	Fire Station #14	5,500	\$990,000	100.00%	\$990,000
2006					
2006					
2007					
2009					
2010					
2011	Fire Station #15	5,500	\$990,000	100.00%	\$990,000
2008					
2009					
2014	Fire Station #16	5,500	\$990,000	100.00%	\$990,000
2015					
2016					
2010					
2011					
2019					
2020					
2021					
2012	Fire Station #17	5,500	\$990,000	100.00%	\$990,000
2013					
2024					
2025					
			\$3,960,000		\$3,960,000

*Cost for future construction is based on an average of \$180 per square foot.

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**Table F-5
Heavy Vehicle Costs to Meet Future Demand**

Year	Vehicles Demanded*	Cost**	% from Impact Fees	Impact Fee Eligible Cost
2000	8			
2001				
2002				
2003				
2004	1	\$110,000	100.00%	\$110,000
2005				
2006				
2007				
2008				
2009				
2010	1	\$350,000	100.00%	\$350,000
2011	1	\$350,000	100.00%	\$350,000
2012	1	\$350,000	100.00%	\$350,000
2013				
2014	1	\$350,000	100.00%	\$350,000
2015	1	\$350,000	100.00%	\$350,000
2016	1	\$350,000	100.00%	\$350,000
2017	1	\$350,000	100.00%	\$350,000
2018				
2019	1	\$350,000	100.00%	\$350,000
2020	1	\$350,000	100.00%	\$350,000
2021				
2022	1	\$350,000	100.00%	\$350,000
2023				
2024	1	\$350,000	100.00%	\$350,000
2025				
	20	\$3,960,000		\$3,960,000

*Includes excess capacity.

**Based on average vehicle cost of \$350,000 EXCEPT year 2004 which reflects an actual cost.

5.4.4.0: SHERIFF'S PATROL FACILITIES

5.4.4.1: Service Area

The Sheriff's Department regularly provides primary law enforcement services to all residents and employees, as well as all property in the county, with the exception of the City of Gainesville that has its own police force. The entire county, excluding Gainesville, is therefore considered a single service district for law enforcement services provided by the Sheriff's Department. The construction of new sheriff precincts adds to the service capacity of the entire system, without changing the service area.

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5.4.4.2: Projection of Needs

Between 2000 and 2025, the functional population (a combination of residents and employees) in the Sheriff's patrol facilities service area will grow from 148,302 to 497,784, an increase of 349,482 persons.

5.4.4.3: Level of Service

Square footage of the sheriff's service facility is used to calculate the adopted LOS. The Sheriff's Patrol functions of the Sheriff's Office occupy 4,703 square feet in the station. While outside factors may influence staffing levels (i.e., availability of applicants, compensation issues), the square footage of the facility is a measure of the total space required by the Sheriff's Patrol at full staff levels. The square footage is a stable unit of measure when compared to the fluctuations expected in annual employment trends. The current sheriff station facility was determined to adequately serve Hall County's functional population in 2000. The adopted LOS is used in **Table S-1** to calculate the future demand for square footage. There is no existing deficiency.

**Table S-1
 Future Demand Calculation**

SF/functional population	Functional Pop Increase (2000-25)	New Square Feet Demanded
0.0317	349,482	11,083

5.4.4.4: Capacity to Serve New Growth

The County currently has a single sheriff's station that provides service to the entire county. In order to meet future projected demand for additional sheriff's patrol facility space, the Department proposes to construct two stations, one in the north portion of the county and one in the south portion of the county, as well as an evidence and property storage facility. Each new station will include evidence and property storage. **Table S-2** presents a schedule of capital projects intended to meet the future facility demand. Since the exact square footage demanded to serve new growth is included in these projects, they are 100% impact fee eligible; there is no non-eligible capital cost.

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**Table S-2
Future Sheriff's Patrol Facility Projects**

Year	Functional Population Increase	SF Demanded (annual)	Running Total: SF Demanded	Future Facility	SF added	Project Cost*	% from Impact Fees	Impact Fee Eligible Cost
2000	0	0						
2001	9,754	309	309					
2002	6,129	194	504					
2003	6,582	209	712					
2004	9,171	291	1,003					
2005	14,603	463	1,466					
2006	22,890	726	2,192					
2007	23,277	738	2,930					
2008	23,383	742	3,672					
2009	23,613	749	4,421					
2010	23,864	757	5,178	South Hall Precinct	4,250	\$743,750	100.00%	\$743,750
2011	14,661	465	5,642					
2012	14,872	472	6,114					
2013	15,101	479	6,593					
2014	15,348	487	7,080					
2015	15,618	495	7,575					
2016	12,240	388	7,963	Evidence & Property Storage	2,500	\$437,500	100.00%	\$437,500
2017	12,632	401	8,364					
2018	12,638	401	8,765					
2019	12,857	408	9,172					
2020	12,890	409	9,581					
2021	9,119	289	9,870					
2022	9,285	294	10,165	North Hall Precinct	4,333	\$758,275	100.00%	\$758,275
2023	9,461	300	10,465					
2024	9,648	306	10,771					
2025	9,846	312	11,083					
					11,083	\$1,939,525		\$1,939,525

*Cost is based on average cost of \$175 per square foot.

5.4.5.0: DETENTION FACILITIES

5.4.5.1: Service Area

Detention facilities are provided on a countywide basis to both employees and residents of the county. Therefore, a single countywide service area will be instituted using a "functional" population (population and employment) for the county.

5.4.5.2: Projection of Needs

Between 2000 and 2025, the functional population (a combination of residents and employees) in the detention facilities service area will grow from 220,241 to 607,019, an increase of 386,778 persons.

5.4.5.3: Level of Service

It is the intention of the County to construct a new detention facility that will replace the existing jail and work release facilities (101,897 of combined square footage). Phase One of this project will be the construction of a 1,128-bed detention facility. At that point the current jail will no longer be used for inmate housing, though the work release facility will remain in operation until being replaced by the construction of the 576-bed Phase Two facility. Based on information provided in the *Hall County Jail and Law Enforcement Center Needs Assessment* it is estimated that the new jail facility, after completion of Phases One and Two, will serve the county to just beyond the year 2013. The year 2013 level of service

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was calculated, and applied to the 2000 functional population in order to determine the current deficiency in detention facility space (78,901 square feet). Finally, year 2013 LOS is used to forecast future demand to the year 2025 in **Table D-1**.

**Table D-1
Future Demand Calculation**

SF/functional population	Functional Pop Increase (2000-25)	New Square Feet Demanded
0.8209	386,778	317,510

5.4.5.4: Capacity to Serve New Growth

In **Table D-2** the set of capital projects is shown that will meet the future demand for detention facility space, as well as remedy the existing deficiency in square footage. In addition to the existing deficiency, the “square feet demanded” figure includes the square footage of the current jail and work release facilities, which will be replaced by Phases One and Two of the new jail project. The project listed as “expansion” in 2025 could take the form of an expansion of the new jail, or some other detention space provided at another site.

**Table D-2
Future Jail Expansion Projects**

Year	Functional Pop Increase	SF Demanded (annual)	Running Total: SF Demanded*	Future Projects	SF added
2000	0	0	180,798		
2001	11,011	9,039	189,837		
2002	8,470	6,953	196,790		
2003	8,115	6,662	203,452		
2004	11,064	9,083	212,534		
2005	16,552	13,588	226,122		
2006	24,672	20,253	246,376	New Jail (Phase One)	275,522
2007	25,094	20,600	266,976		
2008	25,232	20,713	287,689		
2009	25,485	20,921	308,610		
2010	25,755	21,143	329,752		
2011	16,246	13,337	343,089		
2012	16,456	13,509	356,598		
2013	16,677	13,690	370,288		
2014	16,912	13,883	384,171		
2015	17,160	14,087	398,258		
2016	13,656	11,210	409,468		
2017	14,015	11,505	420,973		
2018	13,980	11,476	432,450		
2019	14,153	11,618	444,068		
2020	14,132	11,601	455,669		
2021	10,180	8,357	464,026	Expansion (Phase Two)	94,766
2022	10,281	8,440	472,466		
2023	10,384	8,524	480,990		
2024	10,491	8,612	489,602		
2025	10,605	8,706	498,308	Expansion	128,020
					498,308

*Includes existing deficiency.

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5.4.5.5: Capital Project Costs

Table D-3 presents the capital project costs related to the projects in the previous table. Note that only a portion of the new jail project is impact fee eligible. The non-eligible portion represents the square footage necessary to meet the existing deficiency, as well as the square footage of the old detention space being replaced.

**Table D-3
Facility Costs to Meet Future Demand**

Year	Future Expansions	Square Footage	Cost*	% from Impact Fees	Impact Fee Eligible Cost
2006	New Jail (Phase One)	275,522	\$38,053,675	34.38%	\$13,082,775
2021	Expansion (Phase Two)	94,766	\$9,476,600	100.00%	\$9,476,600
2025	Expansion	128,020	\$23,043,625	100.00%	\$23,043,625
			\$47,530,275		\$22,559,375

*Project cost for future expansion is based on estimated cost of the new jail.

5.4.6.0: PARKS AND RECREATION FACILITIES

5.4.6.1: Service Area

Demand for recreational facilities is almost exclusively related to the county's resident population. Businesses make some use of public parks for office events, company softball leagues, etc., but the use is minimal compared to that of the families and individuals who live in the county. Thus, a parks and recreation impact fee is limited to future residential growth.

The City of Gainesville runs its own highly active recreation department to provide service specifically to city residents. Although park and recreation access within the city and/or county is not restricted to only "city" residents or only "county" residents, it recognized that it is most probable that city residents utilize the extensive park system run by the Gainesville Recreation Department, and therefore, for general parks and recreation services a service district is established countywide, excluding the City of Gainesville.

5.4.6.2: Projection of Needs

Between 2000 and 2025, the residential population in the parks and recreation facilities service area will grow from 113,699 to 373,287, an increase of 259,588 residents.

5.4.6.3: Level of Service

Over the next 20 years, the County will actively acquire new parkland and construct new park facilities. The County has adopted level of service standards based on the year 2000 current level of service. **Table PR-1** shows the adopted LOS standards, as well as the calculation of future demand for park land and facilities. There are no existing deficiencies.

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**Table PR-1
Future Demand Calculation**

AC/1000 Population	New Residents (2000-2025)	Acres Demanded
6.50	259,588	1,686

Adopted LOS per 1,000 capita	Net New Components Demanded (2000-2025)	
0.1935	50	Ball Fields
0.0176	5	Football Fields
0.1407	37	Soccer Fields
0.1847	48	Tennis Court
0.0484	13	Basketball Court
0.0000	0	Running Track
0.0264	7	Volleyball Court
0.0264	7	Play Fields
0.0176	5	Trails*
0.1319	34	Pavillions
0.1143	30	Playgrounds
0.0264	7	Gymnasiums

*Includes multi-purpose, walking, and jogging trails.

5.4.6.4: Capacity to Serve New Growth

In **Table PR-2** the future demand for park acreage is calculated on an annual as well as running total basis. The table also presents a schedule of land acquisitions that will meet the demand.

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**Table PR-2
Future Park Facility Projects**

Year	New Residents	AC Demanded (annual)	Running Total: AC Demanded	Project	Acres Added
2000	0	0	0		
2001	7,411	48	48	Williams Mill	48
2002	3,628	24	72	East Hall Community Park	90
2003	3,911	25	97	Healan's Mill	4
2004	6,319	41	138		
2005	11,559	75	213	South Hall Community Park	80
2006	19,688	128	341		
2007	19,862	129	470	North Hall Community Park	120
2008	19,740	128	598	Central Park Improvements	370
2009	19,727	128	726	Murrayville Park	30
2010	19,719	128	855		
2011	10,958	71	926	NW Community Park	80
2012	10,962	71	997		
2013	10,973	71	1,068	Albert-Banks Park	20
2014	10,989	71	1,140		
2015	11,015	72	1,211	Neighborhood Park	40
2016	8,547	56	1,267		
2017	8,782	57	1,324		
2018	8,625	56	1,380	Future Unnamed Park A	275
2019	8,673	56	1,436		
2020	8,528	55	1,491		
2021	5,848	38	1,529	Future Unnamed Park B	254
2022	5,914	38	1,568		
2023	5,987	39	1,607		
2024	6,068	39	1,646	Future Unnamed Park C	275
2025	6,155	40	1,686		
Total Acres:					1,686

5.4.6.5: Capital Project Costs

Future parkland acquisition and known costs are estimated in **Table PR-3**. Estimated per-unit project costs for park facilities are shown in **Table PR-4**, which also presents a total of the estimated costs.

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**Table PR-3
Facility Costs to Meet Future Demand**

Year	Project	Acres	Cost*	% from Impact Fees	Impact Fee Eligible Cost
2001	Williams Mill	48	\$1,200,000	100.00%	\$1,200,000
2002	East Hall Community Park	90	\$675,000	100.00%	\$675,000
2003	Healan's Mill	4	\$264,000	100.00%	\$264,000
2004					
2005	South Hall Community Park	80	\$1,600,000	100.00%	\$1,600,000
2006					
2007	North Hall Community Park	120	\$2,400,000	100.00%	\$2,400,000
2008	Central Park Improvements	370	\$7,400,000	100.00%	\$7,400,000
2009	Murrayville Park	30	\$600,000	100.00%	\$600,000
2010					
2011	NW Community Park	80	\$1,600,000	100.00%	\$1,600,000
2012					
2013	Albert-Banks Park	20	\$400,000	100.00%	\$400,000
2014					
2015	Neighborhood Park	40	\$800,000	100.00%	\$800,000
2016					
2017					
2018	Future Unnamed Park A	275	\$5,500,000	100.00%	\$5,500,000
2019					
2020					
2021	Future Unnamed Park B	254	\$5,080,000	100.00%	\$5,080,000
2022					
2023					
2024	Future Unnamed Park C	275	\$5,500,000	100.00%	\$5,500,000
2025					
		1,686	\$33,019,000		\$33,019,000

*Project costs for Williams Mill, East Hall Community, and Healan's Mill Parks provided by the county; all other land acquisition costs based on an average cost of \$20,000 per acre.

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**Table PR-4
Developed Component Costs**

Developed Component	Estimated Cost per Unit**	Future Demand (2000-2025)	Cost to meet Future Demand
Ball Fields	\$341,000	50	\$17,127,936
Football Fields	\$462,000	5	\$2,109,599
Soccer Fields	\$455,000	37	\$16,621,084
Tennis Court	\$55,000	48	\$2,636,999
Basketball Court	\$42,000	13	\$527,400
Running Track	\$230,000	0	\$0
Volleyball Court	\$42,000	7	\$287,673
Play Fields	\$91,000	7	\$623,291
Trails*	\$100,000	5	\$456,623
Pavillions	\$41,200	34	\$1,410,966
Playgrounds	\$160,000	30	\$4,748,881
Gymnasiums	\$1,000,000	7	\$6,849,348
			\$53,399,799

*Includes multi-purpose, walking, and jogging trails.

**Component costs are based on comparable average costs.

GAINESVILLE AND HALL COUNTY COMPREHENSIVE PLAN



LAND USE ELEMENT

ADOPTED: JUNE 24, 2004

AMENDED: MAY 12, 2005

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6.0.0.0: LAND USE

6.1.0.0: EXISTING LAND USE INVENTORY

6.1.1.0: Land Use Trends

Over the past few decades, the land use character of the City and County has experienced a change. The once compact development form centered on Gainesville and the other communities, has been replaced by rapidly suburbanized development.

The following language was taken, in part, from the 2000 update to the Land Use Plan, as it is still applicable to this plan update.

6.1.1.1: RESIDENTIAL

Significant residential development continues to occur in the southern most portion of Hall County. Good transportation facilities, proximity to the employment centers of the Atlanta metropolitan area, and the attraction of Lake Lanier development are all contributors to this growth trend. Due to the absence of sanitary sewer facilities, the majority of this development has utilized on-site septic systems on lots ranging in size from a minimum of 25,500 square feet to approximately one acre. Based on an analysis of building permit record, for the period from 1990 to present, the majority of residential development has occurred in the southern portions of the County. However, in recent years a significant amount of development has occurred in both East and North Hall County, although the development patterns have been more scattered in these areas. Concentrations of home construction in these areas include Harmony Church Road, Highway 52, Mount Vernon Road corridor, and Prince Road. The continued encroachment of residential subdivision development in North and East Hall County is beginning to impact existing farming operations.

Mobile home development continues to provide a significant, but declining, percentage of Hall County's housing stock. Rising land costs, particularly in South Hall County, have limited the supply of mobile homes, with the majority of such housing now being developed in the more rural areas of Hall County.

Multi-family housing is essentially non-existent in unincorporated Hall County, largely due to the absence of public sewer systems necessary to meet the wastewater needs of these development. The city of Gainesville, and to a lesser degree, the cities of Oakwood and Flowery Branch, continue to be the focus of multi-family development activity.

6.1.1.2: COMMERCIAL

As was anticipated in the former Comprehensive Plans, the municipalities continue to be the focus of commercial activity in Hall County. Major regional shopping facilities have been developed on Highway 53 in Oakwood, and on SR 347 in Buford, both in close proximity to Interstate 985. Municipal boundaries have been extended, and sewer service provided to support these regional shopping opportunities. The location of the Atlanta Falcons training facilities on Atlanta Highway in Flowery Branch is expected to spur similar commercial and office development activity in the vicinity of Exit 12 in Flowery Branch. The majority of commercial development in the unincorporated portion of Hall County continue to be neighborhood oriented (convenience retail, mini-warehousing, gasoline stations, boat storage facilities, etc), near significant highway intersections, or along collector roadways.

6.1.1.3: INDUSTRIAL

The focus of industrial development activity in unincorporated Hall County continues to be the area bounded by McEver Road and Interstate 985 between the cities of Oakwood and Flowery Branch. The city of Oakwood's 250 acre Industrial park on McEver Road, and the privately developed Tanners Creek office park on Thurmond Tanner Road, are evidence of the county's

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desire to develop the infrastructure to support, both sewer and transportation facilities, necessary for the development of employment centers in this portion of the county. Other industrial areas include the Raceway Technology Park on Highway 53 adjacent to the Road Atlanta Raceway, the city of Gainesville's Industrial park West on Atlanta Highway, and scattered industrial development on SR 129 and 60 south of the city of Gainesville.

6.1.1.4: PUBLIC/INSTITUTIONAL

Since the adoption of the previous Comprehensive Plan, the Hall County School System has embarked upon a facility expansion program, through the addition of two new middle schools, (Davis Middle and Chestatee Middle), a new elementary school which opened for the 2000 school year (Martin Road), and two new high schools in South and North Hall, which opened in 2002. School facilities are depicted in the Community Facilities Element of this plan.

6.1.1.5: TRANSPORTATION/UTILITIES

The city of Gainesville has 70 acres of land on Jim Crow Road for a new water treatment plant, and Hall County has 300 acres of land on Spout Springs Road for a land application wastewater facility to support residential/commercial development in the Mulberry basin.

6.1.1.6: PARKS AND RECREATION

The city of Gainesville, city parks currently include more than 380 acres of park land in 17 locations that include a range of Regional, Community, special purpose, and neighborhood facilities. Hall County has 781 acres of park land in 16 locations. These locations provide active and passive recreation opportunities. Additionally, the U.S. Army Corps of Engineers has a total of 10,518 acres of property located in Hall County. Of these more than 4,000 are zoned for limited development or are protected, another 4,000 plus acres are zoned as recreation areas, and the remaining 2,000 acres is found in the islands of Lake Lanier.

6.1.1.7: AGRICULTURAL

Agricultural uses continue to be a major part of the Hall County landscape. Farms are located throughout East and North Hall, but are diminishing rapidly in the southern portion of the county as the result of increased residential development. The majority of the agricultural uses are in the form of livestock, poultry houses, and dairy farms. A significant percentage of the land remains in forestry. Agricultural lands remaining in Hall County face continued pressure from residential development, and issues that develop between new residents and on-going agricultural activities. However, strong sentiment exists in Hall County against creating special agricultural protection areas, or significantly restricting residential development opportunities in the existing areas of agricultural operations.

6.1.2.0: Existing Land Use Definitions

Residential. The predominant use of land within the residential category is for single-family and multi-family dwelling unit organized into general categories of net densities;

Commercial and Commercial Service. This category is for land dedicated to non-industrial business uses, including retail sales, office, service and entertainment facilities, organized into general categories of intensities. Commercial uses may be located as a single use in one building or grouped together in a shopping center or office building. Local governments may elect to separate office uses from other commercial uses, such as retail, service or entertainment facilities;

Industrial This category is for land dedicated to manufacturing facilities, processing plants, factories, warehousing and wholesale trade facilities, mining or mineral extraction activities, or other similar uses, organized into general categories of intensity.

Public/Institutional. This category includes certain state, federal or local government uses, and institutional land uses. Government uses include city halls and government building complexes, police and fire stations, libraries, prisons, post offices, schools, military installations, etc. Examples of

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institutional land uses include colleges, churches, cemeteries, hospitals, etc. Facilities that are publicly owned, but would be classified more accurately in another land use category, should not be included in this category. For example, publicly owned parks and/or recreational facilities should be placed in the Park/Recreation/Conservation category; landfills should fall under the Industrial category; and general office buildings containing government offices should be placed in the commercial category.

Transportation/Communication/Utilities This category includes such uses as major transportation routes, public transit stations, power generation plants, railroad facilities, radio towers, telephone switching stations, airports, port facilities or other similar uses.

Conservation/Parks/Recreation. This category is for land dedicated to active or passive recreational uses. These areas may be either publicly or privately owned and may include playgrounds, public parks, nature preserves, wildlife management areas, national forests, golf courses, recreation centers or similar uses.

Agriculture. This category is for land dedicated to agriculture, farming (fields, lots, pastures, farmsteads, specialty farms, livestock production, etc.) or other similar rural uses such as pastureland not in commercial use.

Forestry. This category is for land dedicated to commercial timber or pulpwood harvesting or other similar rural uses such as woodlands not in commercial use.

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6.1.3.0: City of Gainesville Existing Land Use

The following table illustrates the break down of existing land use in the City of Gainesville.

Table 1: Existing Land Use Inventory City of Gainesville

Category	Sub Category	Acres
Residential		6,897
	Low Density	4,203
	Medium Density	1,182
	High Density	1,512
Commercial		1,790
	Office	135
	Commercial/Retail/Office	1,655
Industrial		1,929
Agricultural		0
Public Institutional		277
Transportation/Communication/Utilities		508
Conservation/Parks/Recreation		4,971
Forestry		0
Undeveloped/Unused		2,052
Total		18,424

NOTE: Acreage is an approximate estimate based on a GIS analysis.

The Gainesville Existing Land Use Map on the following page illustrates the distribution of land uses in Gainesville. There is not Agricultural or Forestry land in the City.

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Existing Land Use Map | City of Gainesville

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6.1.4.0: Hall County Existing Land Use

The following table illustrates the break down of existing land use in Hall County, detailed land use distribution for the City of Gainesville is included in the Gainesville inventory.

Table 2: Existing Land Use Inventory Hall County

Category	Acres
Agriculture, Forestry	70,418
Commercial	5,003
Industrial	5,504
Public/ Institutional	2,652
¹Lakes	22,627
Residential	62,802
Conservation/Parks/Recreation	1,283
Transportation, Communication, Utility	2,999
Undeveloped Land	100,680
Total	274,457

1. This land use category is not required, however, Lake Lanier constitutes a significant portion of the area of Hall County and it is included for this reason.

NOTE: Acreage is an approximate estimate based on a GIS analysis.

The existing land use map on the next page illustrates the land use distribution in Hall County.

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Existing Land Use Map | Hall County

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6.2.0.0: LAND USE ASSESSMENT

6.2.1.0: EXISTING LAND USE ASSESSMENT

As part of the planning process, a Demand Analysis was completed to determine the development pressure on the City and County over the next 20-30 years. The results of this analysis are presented in the population element of this plan. This analysis included as comprehensive examination and assessment of historic growth and building trends to determine at what rate the community can anticipate growth. In conjunction with the analysis of the demand for growth, a geographically based capacity analysis was completed. The Capacity Analysis utilized Geographic Information Systems (GIS), land use inventories, current land use regulations, and the 2000 Land Use Update to determine what the potential physical capacity for development would be within the City and County under current regulations. In essence, it identified the City and County's physical ability to accommodate the projected growth from the Demand Analysis.

The process first identified significant pieces of land that were either underdeveloped or vacant, then based on current land use regulations identified a development density and land use. These geographic areas are referred to in this plan as Potential Development Areas or PDAs. The capacity was determined by multiplying the available acreage by either a housing unit per acre density in the case of residential land or a floor area ratio in the case of non-residential land. Adjustments were made to the gross capacity by factoring in development constraints such as steep slope, location in floodplain or presence of resource protection areas and necessary infrastructure. A range of densities was used to calculate the potential buildout under current land use regulations. The findings of this analysis are illustrated in the following series of tables. Table 3 shows the densities used to calculate the buildout.

Table 3: Density Assumptions for Capacity Analysis

	Low Residential Density^{1,2} dwelling units/acre	High Residential Density¹ dwelling units/acre	Low FAR³	High FAR³
Unincorporated Hall County				
Agricultural Land	0.50	1.00	-	-
Rural Residential	0.50	1.00	-	-
Residential Growth	1.00	2.00	-	-
Residential	0.66	1.20	-	-
Local Retail/Office	-	-	0.20	0.25
Commercial	-	-	0.20	0.25
Industrial	-	-	0.25	0.30

Table 4: Density Assumptions for Capacity Analysis

City of Gainesville				
	Low Residential Density ^{1,2} dwelling units/acre	High Residential Density ¹ dwelling units/acre	Low FAR ³	High FAR ³
A-R Agricultural Residential	1.64	2.18	-	-
R-1-A Residential	1.64	2.18	-	-
R-I Residential	3.28	4.37	-	-
PRD Residential	3.28	4.37	-	-
R-II Residential	6.00	12.00	-	-
All Office	-	-	0.30	0.35
All Commercial	-	-	0.20	0.25
All Industrial	-	-	0.30	0.35

1. Residential densities are units/acre
2. The low residential density for Gainesville is a 25% reduction of the established zoning maximum density, represented as the High Density. This and all other densities were used for analysis purposes and do not reflect future policy decisions made for the City.
3. Floor Area Ratio (FAR) is the ratio of the floor area in a building to the area of the lot on which it is built.

6.2.2.0: RESIDENTIAL CALCULATIONS

6.2.2.1: Hall County

Residential land was assigned a development density based on the number of residential units permitted per acre. In some cases, the 2000 Update to the County Land Use Plan provides a range of densities for development in the County. Early in the process of updating the comprehensive plan, the Hall County Commissioners adopted an amendment to the 2000 Land Use Plan Update that limited the development density of most of the rural areas of the county to one unit per two acres. This adjustment is reflected in the Low Capacity numbers in Table 5. Table 5 illustrates the potential capacity for new residential development in the unincorporated areas of Hall County. The heading (# of PDA's) in the following tables refers to the number of Potential Development Areas which were included in the land use category as part of the analysis.

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Table 5: Unincorporated Hall County Potential Residential Capacity

Land Use Category	# of PDAs	Gross Land (Acres)	Net Land (Acres)	Density (units/acre)	Low		High		
					Net Capacity (new units)	Capacity Adjusted for Slope. (new units)	Density (units/acre)	Net Capacity (new units)	Capacity Adjusted for Slope (new units)
Agricultural	511	51,254.85	43,566.61	0.50	21,776	21,393	1.00	43,571	42,011
Rural Residential	608	38,910.57	33,073.98	0.50	16,549	16,168	1.00	33,065	31,495
Residential	692	26,122.76	22,204.35	0.66	14,665	14,463	1.20	26,638	25,820
Residential Growth	189	6,960.03	5,916.02	1.00	5,922	5,858	2.00	11,832	11,547
Residential Total	2,000	123,248.20	104,760.96	-	58,912	57,882	-	115,106	110,873

Source: MDC, 2003.

Based on these densities, the unincorporated areas of Hall County have potential capacity for between 57,882 and 110,873 new homes. The Net Capacity is the base calculation of permitted density multiplied by the Net Land, and the Adjusted Capacity takes into account the reduction of capacity in areas with a slope greater than 15-percent.

6.2.2.2: Gainesville

In Gainesville, all of the zoning permitted residential densities are greater than 1 unit per acre and no low density was identified, so for the purposes of this analysis the low residential density in the City is based on a 25% reduction of the permitted densities. Based on these densities, currently incorporated Gainesville has potential capacity for between 9,760 and 13,794 new homes. The Net Capacity is the base calculation of permitted density multiplied by the Net Land, and the Adjusted Capacity accounts for the reduction of capacity in areas with a slope greater than 15-percent.

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Table 6: Gainesville Potential Residential Capacity

Land Use Category	# of PDAs	Gross Land (Acres)	Net Land (Acres)	Low		High			
				Density (units/acre)	Net Capacity (new units)	Density (units/acre)	Net Capacity (new units)		
A-R Agricultural Residential	17	424.06	360.45	1.64	593	589	2.18	786	774
R-I-A Residential	31	238.15	202.43	1.64	335	333	2.18	441	436
R-I Residential PRD Planned	244	1,518.43	1,290.66	3.28	4,235	4,185	4.37	5,640	5,476
Residential	33	1,160.78	986.66	3.28	3,237	3,232	4.37	4,314	4,298
R-II Multi-Family Residential	50	282.54	240.15	6.00	1,440	1,421	12.00	2,884	2,810
RESIDENTIAL TOTAL	375	3,623.95	3,080.35		9,840	9,760		14,065	13,794

Source: MDC 2003.

Table LU-5 illustrates the combined residential capacity for Gainesville and Hall County and the other incorporated areas.

Table 7: Planning Area Potential Residential Capacity

	# of PDAs	Gross Land (Acres)	Net Land (Acres)	Low		High	
				Net Capacity (new units)	Capacity Adjusted for Slope (new units)	Net Capacity (new units)	Capacity Adjusted for Slope (new units)
Unincorporated Hall County	2,000	123,248.20	104,760.96	58,912	57,882	115,106	110,873
City of Gainesville	375	3,623.95	3,080.35	9,840	9,760	14,065	13,794
Other Incorporated Areas	NA	NA	NA	NA	5,280	NA	7,040
RESIDENTIAL TOTAL	2,375	126,872.15	107,841.31	68,752	72,922	129,171	131,707

Source: MDC, 2003.

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6.2.2.3: Nonresidential Calculations

Commercial and industrial land was assigned a “floor area ratio” (FAR). This number relates to the ratio between the floor areas of buildings in relationship to the area of the lot on which they are constructed. This number accounts for sufficient land for parking and other site requirements. Because nonresidential development in urban areas often makes use of parking structures or on-street parking, the FAR for Gainesville nonresidential development allows for slightly higher floor area to lot area coverage. Tables 8, 9, and 10 illustrate the nonresidential capacity for the planning area.

Table 8: Unincorporated Hall County Nonresidential Capacity

Land Use Category	# of PDAs	Gross Land (Acres)	Net Land (Acres)	Density (FAR)	Low		High		
					Net Capacity (SF of Space)	Capacity Adjusted for Slope (SF of Space)	Density (FAR)	Net Capacity (SF of Space)	Capacity Adjusted for Slope (SF of Space)
Local Retail/Office	189	3,751.85	3,189.07	0.20	27,783,176	26,144,736	0.25	34,729,002	32,680,955
Commercial/Retail	51	985.98	838.08	0.20	7,301,351	7,140,139	0.25	9,126,693	8,925,176
Industrial	267	10,130.12	8,610.61	0.25	93,769,569	88,496,164	0.30	112,523,467	106,195,383
NONRESIDENTIAL TOTAL	507	14,868	12,638	-	128,854,096	121,781,039	-	156,379,162	147,801,514

Source: MDC, 2003.

Based on these densities the unincorporated areas of Hall County have approximately 14,870 acres of land designated for nonresidential development. Most of this land is designated for industrial development. The Net Capacity is the base calculation of permitted density multiplied by the Net Land, and the Adjusted Capacity accounts for the reduction of capacity in areas with a slope greater than 15-percent.

Table 9: Gainesville Nonresidential Capacity

Land Use Category	# of PDAs	Gross Land (Acers)	Net Land (Acres)	Density (FAR)	Low		High		
					Net Capacity (SF of Space)	Capacity Adjusted for Slope (SF of Space)	Density (FAR)	Net Capacity (SF of Space)	Capacity Adjusted for Slope (SF of Space)
Office	38	108.78	92.46	0.30	1,208,287	1,119,794	0.35	1,409,665	1,306,424
Commercial/Retail	36	94.70	80.50	0.20	701,301	664,458	0.25	876,629	830,572
Industrial	61	601.65	511.40	0.30	6,683,054	6,446,954	0.35	7,796,889	7,521,438
NONRESIDENTIAL TOTAL	135	805.13	684.36		8,592,642	8,231,206		10,083,183	9,658,434

Source: MDC, 2003.

Table 10: Planning Area Nonresidential Capacity

Land Use Category	# of PDAs	Gross Land (Acres)	Net Land (Acres)	Low		High	
				Net Capacity (SF of Space)	Capacity Adjusted for Slope (SF of Space)	Net Capacity (SF of Space)	Capacity Adjusted for Slope (SF of Space)
Local Retail/Office	227	3,860.63	3,281.53	28,991,463	27,264,530	36,138,667	33,987,379
Commercial/Retail	87	1,080.68	918.58	8,002,652	7,804,597	10,003,322	9,755,748
Industrial	328	10,731.77	9,122.01	100,452,623	94,943,118	120,320,356	113,716,821
NONRESIDENTIAL TOTAL	642	15,673.08	13,322.12	137,446,738	130,012,245	166,462,345	157,459,948

Source: Table 7 and Table 8.

6.2.3.0: CONCLUSION

This analysis concludes that under these assumptions and current development trends:

There is a combined capacity under current adopted regulations in Gainesville and unincorporated Hall County for between 72,922 and 131,707 new homes.

There is a combined capacity in Gainesville and unincorporated Hall County to support

- 34 million square feet of office building space on 3,860 acres;
- 9.75 million square feet of commercial building space on 1,080 acres; and
- 113 million square feet of industrial building space on 10,731 acres.

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6.2.4.0: SEWER AND SEPTIC SERVICEABILITY

Using geographic information systems, it was possible to overlay existing and potential utility service areas on the buildout models. This analysis identified deficiencies in the current land use regulations in regard to sewer availability. Ultimately, what was found is that more than 63% of the newly developed homes (between 45,940-82,975 new homes on septic systems) would be outside of the existing and potential areas of sewer availability. Most of the soils in these areas slated for development at 0.5-1 unit per are considered to be poor soils for septic systems. The history of septic installation and request for repairs is one of the highest in the state (ranked 3rd in 2003). The following are the annual number of permits issued for septic permits since 1995. This total includes additions and repairs. From July 2002 through June of 2003 1,618 septic permits were issued for new construction, 49 for additions and 539 for repairs.

- 1995-1,925
- 1996-2,317
- 1997-2,590
- 1998-2,473
- 1999-1,837
- 2000-1,862
- 2001-1,805

The current plan promotes development at densities that would perpetuate a development style that is inefficient to sewer and at a high enough density that the quantity of new homes on septic systems may be detrimental to the environment. The housing distribution with sewer service areas are illustrated for the existing conditions, and future buildout under the high and low capacity scenarios for the existing land use regulations. Later in this section, the same analysis was conducted for the proposed plan.

6.2.5.0: REDEVELOPMENT OPPORTUNITIES

While agricultural uses are a valuable asset to the community and should not be viewed as vacant land, there is significant development potential in agricultural land. Most of the currently rural areas are anticipated to experience development pressure over the planning horizon of 20 to 30 years. While there may be some areas in the county with redevelopment potential, much of the opportunity lies within the City of Gainesville, primarily in the area defined as Midtown Gainesville. This area located immediately to the south of the City’s central business area and is bound to the north by Jesse Jewell Parkway, the Norfolk-Southern railroad to the south, Queen City Parkway to the west, and E.E. Butler Parkway to the east. This area is important because of its proximity to downtown Gainesville and major transportation facilities, and because of its existing infrastructure, which lends itself to economic development. The area can provide a vital mix of uses that incorporated historical and cultural resources into a revitalized and thriving community. In 2001, a special area redevelopment plan was completed for this area.

Because of the complex pattern of development within the City of Gainesville, there are many opportunities for infill, redevelopment or enhancements within the existing neighborhoods. As part of the Comprehensive Plan the subareas have been identified for further more detailed study. For the purposes of this plan, a general land use designation has been made, but a site by site survey of existing neighborhoods in conjunction with a historic and cultural resources survey may reveal more detailed opportunities.

6.2.6.0: ENVIRONMENTALLY SENSITIVE RESOURCES

Many of the Environmentally Sensitive Resources are identified in the Natural and Cultural Resources section of the plan. For the purpose of the land use element, these areas have been identified as conservation areas and are indicated on both the existing land use and future land use maps as such.

6.2.7.0: EXISTING DEVELOPMENT PATTERN

The existing development pattern in the City and County play important roles in the determination of the future land use plan. Because there are existing districts and neighborhoods with strongly established

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and historic characteristics and development patterns the future land use plan is developed around a series of sub area that can build on or improve the existing fabric of the community. The sub areas are further defined in the Future Land Use narrative. The plan addresses both the needs of transitional areas that are changing from rural to suburban context as well as maintaining existing land uses with infill and improvements.

6.2.8.0: PROJECTION OF FUTURE LAND USE NEEDS

When the demand is compared to the capacity of the current land use regulations the gaps can be used to establish a basis for the future land use needs. The needs identified in this section in combination with the goals established thorough the community participation element of the planning process are the foundation for the future land use policies presented later in this plan. The following Future Land Use narrative, land use definitions, and policies have been crafted to address the needs identified in this section.

6.2.8.1: Residential

Based on trends and population projections, the demand analysis calculated that there was a potential demand for approximately 123,860 new households by the year 2030. Based on the current land use plan and available vacant land there is potential capacity for between 72,922 and 131,707 new housing units in the city and county including growth in other jurisdictions in the county. Table 11 shows the break down and difference between the demand and capacity.

Table 11: Residential Unit Demand vs. Capacity

	Demand to 2030	Capacity to Buildout		
		Low	Mid	High
Gainesville*	21,098	9,760	11,777	13,794
Hall County	102,762	57,882	84,378	110,873
Total Planning Area	123,860	72,922	102,315	131,707

*Gainesville Capacity assumes current city boundary with no new annexation

Demand assumes that Gainesville can continue to annex at a rate similar to historic trends¹

Build out assumes that all available land is developed at the currently assumed densities

Source: Ross and Associates, MDC. 2003

The next step in determining residential needs is to assess the type of housing choices that are demanded and what can currently be provided with current land use regulations. Table 12 shows the breakdown by housing type and the demand vs. the capacity for each category.

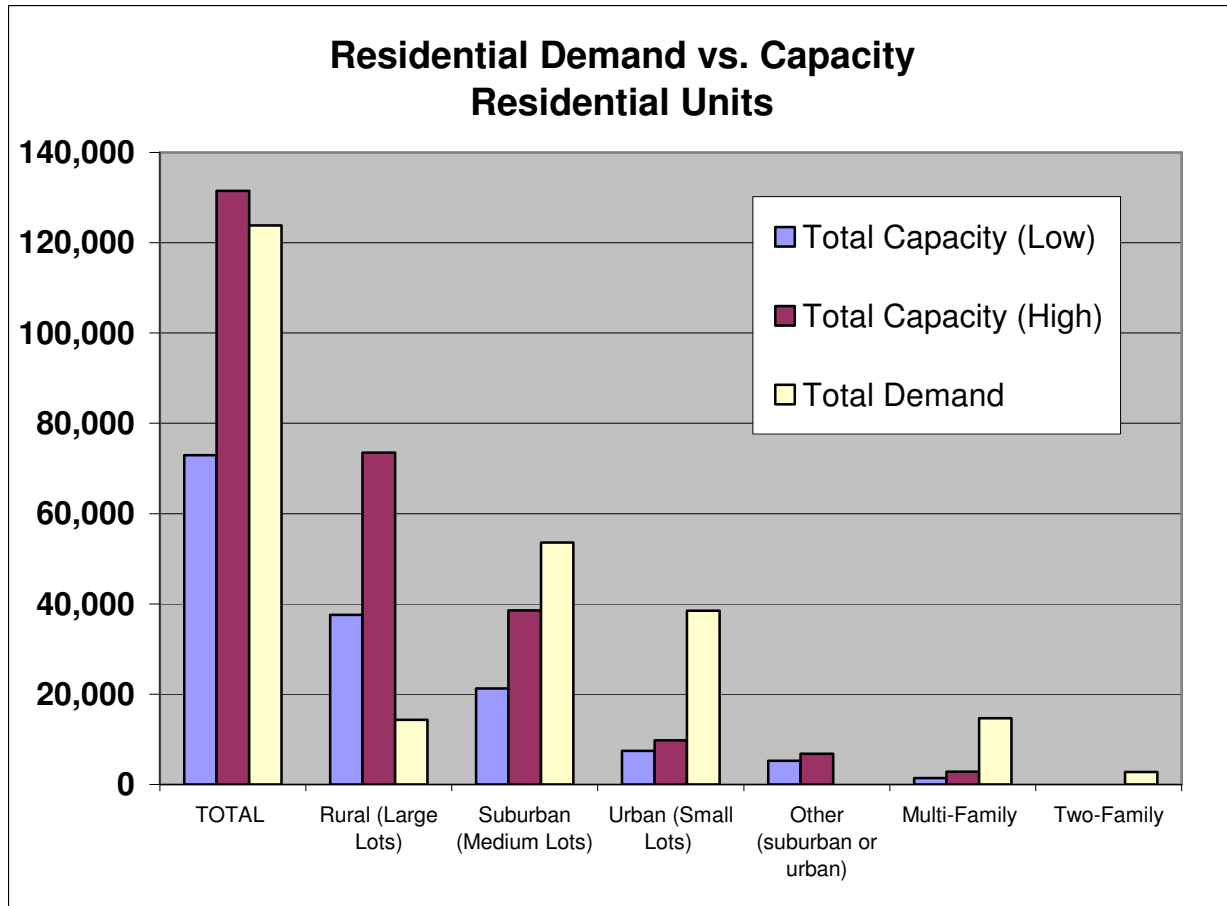
¹ The city of Gainesville annexes land on a request only basis. In the 5 years prior to the submission of the plan the city averaged an annexation of 405 acres a year, and around 20 parcels of varying size a year. Land is typically annexed for service provision.

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Table 12: Housing Type |Demand Vs. Capacity

	TOTAL	Rural (Large Lots)	Suburban (Medium Lots)	Urban (Small Lots)	Other (suburban or urban)	Multi- Family	Two-Family
Total Capacity (Low)	72,922	37,561	21,243	7,417	5,280	1,421	-
Total Capacity (High)	131,507	73,506	38,577	9,774	6,840	2,810	-
Total Demand	123,860	14,309	53,565	38,514	-	14,675	2,798

Source: Ross and Associates, MDC. 2003



Source: Table LU-10

After comparing the gross demand and capacity and then breaking it down by housing unit type it becomes evident that there is probably adequate capacity for the total number of residential units demanded if the high capacity is used, however the distribution of type are disproportionate. The demand for suburban and urban type housing is much higher than the capacity for this type of development. However, the capacity for rural (large lot) residential out weighs the demand for this type of housing. The assessment of the current land use regulations are that using the high capacity of the 2000 Land Use Plan Update they provide an adequate number of residential development but an inadequate distribution of residential types for what is projected to be demanded. However, the reduced density adopted by the County Commissioners in mid-2003 reduces the capacity well below the projected demand with surplus of rural capacity and a deficit of suburban, urban and multifamily capacity. However, these choices make a clear statement that a reduction of the total residential capacity of the county is desirable. Community desire to have an overall smaller buildout population than what is currently possible is a valid and useful

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information in determining the needs for future residential. Estimates of residential buildout are included with the Future Land Use Plan element.

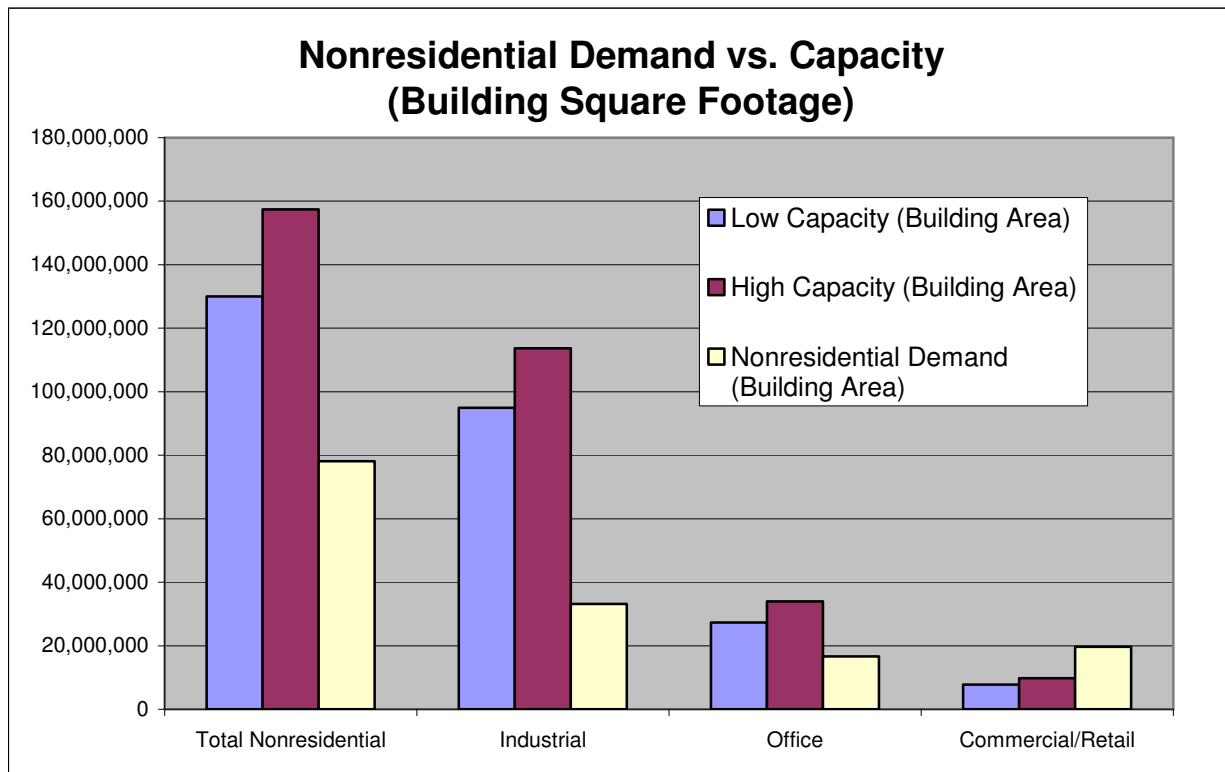
6.2.8.2: Commercial and Industrial

The demand for non-residential land uses was also determined using historic trends of growth in population and employment in Gainesville/Hall County. Currently nonresidential land uses are centrally located in Gainesville and along major corridors where sewer and other services are available. Based on current plans and zoning the city has a capacity for more than 130 million square feet of non residential floor area. On more than 13,000 acres of land. Table 13 shows the break down of Commercial/Retail, Office and Industrial Demand vs. Capacity.

Table 13: Nonresidential Demand vs. Capacity

	Total Nonresidential	Industrial	Office	Commercial/ Retail
Low Capacity (Building Area)	130,012,245	94,943,118	27,264,530	7,804,597
High Capacity (Building Area)	157,459,948	113,716,821	33,987,379	9,755,748
Nonresidential Demand (Building Area)	78,087,630	33,139,290	16,593,540	19,649,400

Source: Ross and Associates, MDC. 2003



Source: Table 13.

Even at the lower capacity, there is a surplus capacity over demand for the overall nonresidential land use under current land use regulations and plans. Most of this surplus is in industrial land. There is also a slight surplus of land planned for or zoned office, while there is a greater demand for land for commercial/retail uses than is currently planned. Because the community desires to have a balanced mix of land uses as indicated in the goals and objectives The Future Land Use Plan should reflect a provision of land designated for nonresidential uses in a manner that reflects demand. To further refine the

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demand for commercial/retail uses a hierarchy of commercial/retail uses and the population they would serve was established. Table 14 illustrates this breakdown.

Table 14: Commercial/Retail Types and Service Populations

Retail Type	Building Area	Site Size	Population Served	Target Radius
Neighborhood	20,000-50,000 sf	2-5 acres	2,500-5,000	1-2 miles
Community	50,000-250,000 sf	5-25 acres	10,000-50,000	2-5miles
Regional	250,000-1,000,000 sf	25-100 acre	150,000+	5-10 miles
Super Regional	1,000,000+ sf	100+ acres	300,000+	10+ miles

When the building area is applied to the site size, the average FAR established in these recommendations is 0.23. The buildout population can then be applied to a formula to calculate an estimate of the quantity and type of commercial development may be demanded by 2030. By dividing the buildout population by the population served for each retail category an estimate of the number of locations of each retail type can be determined. Then multiplying the number of sites by the site size determines the estimated number of acres to plan for each type of retail. Obviously some retail types may be combined and serve various populations, but for planning purposes this allows a gauge of the amount of retail that should be planned.

6.2.8.3: Public/Institutional and Parks and Recreation

Land use for future public and institutional uses has not been shown on the future land use maps. Land identification and acquisition for this land use category will be achieved with detailed study closer to the time of need. Through the park planning process a need for an additional 1,180 acres of parkland was identified. Other land needs related to community/public facilities will be determined on a case-by-case basis as the need arises.

6.3.0.0: LAND USE GOALS & IMPLEMENTATION

6.3.1.0: COMMUNITY VISION

The Gainesville/Hall County community will embody the best and most balanced forms of urban, suburban, and rural development. It will balance these three forms to achieve fiscal and economic health, preserve natural and cultural resources and open space, foster community facility efficiency and quality, and provide for a diverse housing stock and community livability. This will be accomplished by promoting a more compact form of growth, with new growth directed towards areas that can be efficiently provided with infrastructure and services. Infrastructure will be used as a tool to help manage growth, with infrastructure provided in support of desired types and patterns of growth, with a particular emphasis on high quality commercial, industrial, and business development. Gainesville/Hall County will have a strong economy that promotes fiscal health and prosperity for its citizens and as a means to allow local government to provide a high level of public services. Sensitive and compatible infill development that respects the historic fabric of existing neighborhoods will be encouraged as a way to maintain the viability of existing urban areas. In areas that cannot be efficiently served with public services such as sewers, rural densities will be maintained. Rural character, open space, and environmental resources will be preserved through the use of conservation oriented development practices that also acknowledge long term investments by existing land owners.

6.3.2.0: LAND USE GOALS & OBJECTIVES

Goal 1: Development Quality

Gainesville and Hall County will ensure that land resources are allocated for uses that will accommodate and enhance economic development, protect natural and historic resources, ensure adequate community facilities, and provide a range of housing - resulting in the preservation of a high quality of life.

- Objective 1:** *The economic and fiscal benefits of growth will be maximized, and the negative impacts of growth (i.e. traffic, land use, storm water, environmental, community character) will be minimized.*
- Objective 2:** *The design quality and appearance of new development in Gainesville and Hall County will be significantly improved. High standards for residential and commercial development quality will be implemented and enforced – with emphasis on land use compatibility, landscaping, signage, lighting, access management, traffic impact, and environmental impact.*
- Objective 3:** *The protection of natural resources and the preservation of environmentally sensitive areas will be promoted through a compact development pattern with new growth encouraged to occur in and around existing or planned service areas, and with urban and suburban growth discouraged in rural areas that are not efficiently provided with services.*

Goal 2: Efficient Growth

Gainesville and Hall County will grow and develop efficiently relative to the cost and timing of providing infrastructure and public services.

- Objective 1:** *Growth will be managed on the basis of available or planned public services and infrastructure. Infrastructure will be used as a tool to guide growth, not simply in reaction to market forces.*

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Objective 2: *Land use will be planned in concert with public services and infrastructure. Low-density uses will be planned in areas not efficiently served with public services, and compatible higher densities will be planned in areas that can be efficiently served with public services.*

Objective 3: *A compact development pattern will be identified that results in a more cost efficient infrastructure expansion.*

Objective 4: *New residential development, other than low density rural development will be directed to areas that are or can be efficiently provided with public services.*

Goal 3: Fiscally Sound Growth

Gainesville and Hall County will grow and develop with a fiscally responsible land use pattern consisting of a balance of housing and jobs that supports the economic health and vitality of residents and businesses.

Objective 1: *There will be an appropriate balance targeted between the amount and type of growth of housing and business in order to assure long-term fiscal health.*

Objective 2: *Land that is suitable for commercial or industrial uses is a valuable resource that will be discouraged from developing as residential.*

Objective 3: *The provision of infrastructure in areas with potential to attract commercial and industrial development is a higher short-range priority than infrastructure that supports new residential development.*

Objective 4: *The costs of growth will be allocated fairly between local governments and the development community. Growth should generally pay its own way.*

Goal 4: Urban and Rural Distinction

Existing and planned urban and suburban areas will be stable, vibrant, and well defined; development in rural areas will reflect low density that maintains true rural character.

Objective 1: *Gainesville and Hall County will maximize the use of existing infrastructure by encouraging compatible development or redevelopment of urban sites.*

Objective 2: *Sensitive and compatible infill and adaptive reuse that stabilizes and encourages reinvestment in urban areas will be promoted.*

Objective 3: *Downtown Gainesville and the surrounding area will continue to be the traditional focal point of the community, offering a pedestrian friendly range of civic, retail, employment, dining, and entertainment uses.*

Objective 4: *New urban or suburban development will be targeted in or around the existing cities and designated major activity areas at densities that promote an efficient utilization of land while being compatible with existing neighborhoods.*

Objective 5: *Relatively higher, yet compatible densities will occur in some areas currently designated for lower densities outside current municipal boundaries.*

Objective 6: *Development in rural areas will maintain rural character.*

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Objective 7: *The continuation of agricultural uses is encouraged as long as is feasible, but as such uses are converted to non-agricultural uses, rural density, character, and sensitive environmental features will be preserved.*

6.3.3.0 FUTURE LAND USE DEVELOPMENT POLICIES

This section sets forth the land use development policies that have been developed during the comprehensive planning process with significant citizen input. These policies are directly related to the goals and objectives set forth above and are an initial, important implementation step, providing greater detail to guide decision-makers. The county's development policies are set forth first followed by those applicable to the city.

6.3.3.1: City of Gainesville Development Policies

The city has developed detailed and specific development policies in the following topical areas:

- Suburban Medium and High-Density Residential
- Urban Residential
- Retail Commercial
- Industrial
- Mixed-Use
- Public/Institutional
- Transportation/Utilities/Communications
- Parks/Recreation/Conservation
- Miscellaneous (Conservation Subdivision, Gateway Corridors, Gainesville Annexation Areas)

6.3.3.2: Hall County Development Policies

The county has developed detailed and specific development policies in the following topical areas:

-
-
-
-
- Residential
- Retail Commercial
- Industrial
- Mixed-Use
- Public/Institutional
- Transportation/Utilities/Communications
- Parks/Recreation/Conservation
- Miscellaneous (Conservation Subdivision, Master Planned Communities, Gainesville Annexation Areas)

6.3.4.0: GAINESVILLE LAND USE POLICIES

The Future Land Use Map for the City of Gainesville reflects an urban development pattern that seeks to address the challenges of infill and redevelopment, while accommodating the City's need to grow. Medium density, suburban residential land uses are reflected around the established neighborhoods in Gainesville, such as Ridgewood Terrace, Longstreet Hills, and Dixon Drive. Mixed-use areas are reflected along Park Hill Drive and Enota Drive to allow for the compatible transition and necessary balance between neighborhoods and retail uses. Urban densities are reflected in areas where multi-family development has been planned or constructed. Retail and Industrial development continue to be a key focus of the City, which furthers Gainesville's place as the economic center of Northeast Georgia.

6.3.4.1: Geographic Areas

A more detailed discussion of the land use plan and policy follows by geographic area:

SOUTH GAINESVILLE

This area is generally defined as the area south of Jesse Jewell Parkway lying between Queen City Parkway and eastward toward the 1,000± acre tract known as Shawshank. A key feature of this area is the section known as "Midtown". Midtown has been a focal point of redevelopment efforts over the past few years and continues to receive attention through the redevelopment efforts of the City. This area is planned for a mixture of uses as outlined in the **Midtown Redevelopment Plan** adopted by the City in 2001. Mixed-use and retail areas surround Midtown in anticipation of Midtown being the catalyst for redeveloping this part of Gainesville.

South Gainesville is also defined by existing residential neighborhoods, such as Newtown, surrounded by retail and industrial uses. Suburban medium densities are planned for this area to help prevent incompatible infill from occurring. Mixed-use areas surround parts of the residential area to allow for a mix of residential and neighborhood retail uses. The Shawshank property located at the far eastern boundary of South Gainesville is identified for Suburban High Residential densities in accordance with the master plan proposed for that area.

NORTHEAST GAINESVILLE

Northeast Gainesville is defined as the area north of Jesse Jewell Parkway lying between Green Street/Thompson Bridge Road and I-985/SR 365. A key feature of this area is the Limestone Corridor and the existing neighborhoods along Park Hill and Enota Drives. Both of these heavily traveled corridors are experiencing development pressures to convert existing residences to business uses. Suburban medium densities have been identified in these existing neighborhoods to help provide stabilization for those areas, while mixed-use has been proposed for the areas where commercial or retail intrusion has occurred. The mixed-use category in this area will set parameters for non-residential development to allow for a better balance between the neighborhood and retail-type uses.

Another significant area of Northeast Gainesville is the Northeast Georgia Medical Center. Due to its significance as a regional medical center and employer, land uses have been identified in areas surrounding the hospital that will allow for further infill and redevelopment of medical uses to support the hospital and nearby medical community. Green Street and its rich history have undergone a transition from residential uses to more professional/office uses. Land uses for this area are identified as mixed-use to allow for the transition to continue to occur if market forces permit, but to also allow a balance to occur between the office uses and residential neighborhoods surrounding Green Street.

Brenau University is another important asset of this area. Its position as an academic facility within the community draws a mixture of uses surrounding it including single-family and multi-family residential, as well as office and retail uses. Mixed-use is designated for this area to foster community balance between uses.

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NORTHWEST GAINESVILLE

Northwest Gainesville is generally defined as the area north of Jesse Jewell Parkway lying between Green Street/Thompson Bridge Road and Dawsonville Highway/Washington Street. Key features of this area include Lake Lanier, the Country Club, and Downtown. Downtown Gainesville has been designated its own land use category based on its successful Main Street program and redevelopment efforts. The mixed-use for Downtown will allow for the continued development of the Downtown area with shops and restaurants, as well as more loft-type dwelling units. Mixed-use areas immediately adjacent to Downtown are shown similar to the Midtown area, in that the development of the Downtown area will further define the development of these areas.

In northwest Gainesville, there is a large concentration of residential neighborhoods on both sides of the lake up to the City limits near the County Club. These areas have been designated Suburban Medium Residential to help preserve the area as residential and to help prevent incompatible infill. Multi-family developments are also a characteristic of this section of Gainesville and these are designated Urban High Residential.

WEST GAINESVILLE

West Gainesville is generally defined as the area south of Jesse Jewell Parkway/Browns Bridge Road lying between Queen City Parkway and McEver Road. A key feature of this area is the Lee Gilmer Airport and the surrounding industrial areas. Residential areas in this section of Gainesville are identified as Suburban Medium Residential to help protect them from incompatible infill. Retail/Commercial is predominate in this section of Gainesville in areas such as Lakeshore Mall and the McEver Road/Dawsonville Highway vicinity, which is a regional activity center drawing people from outside Hall County. It is anticipated that this area will grow in size to encompass the Skelton Road Area.

Multi-family developments, such as Caswyck Lanier, are located in this area and are identified as Urban High Residential. Other areas along the major corridors of this section are identified as mixed-use due to the anticipated transition from residential to retail.

6.3.4.2: Neighborhood Planning Unit Approach

Every area of Gainesville is unique. The four areas described above have their own character, some of which is contained within the specific area and some of it spills over into other areas. There are common issues facing the City that are identifiable in every area and some that are unique to a particular part of Gainesville. In order to identify these areas and to make the process of land use planning continual, the City will begin the process of setting up Neighborhood Planning Units (NPU's). These NPUs will be a continuation of the land use plan, but provides for more detailed planning in the areas of design guidelines and parcel specific land uses in key areas. These NPUs will be a citizen-based effort that utilizes citizens from within the NPUs to develop plans and designs and present those to the City for consideration.

The purpose of the NPU will be a micro-level planning function that will look at specific areas of the City that have a unique character. While all of the NPUs will have common elements, each of them will have their own distinct issues. The initial outcome of these NPUs will be to identify the commonalties within the City while integrating the different characters of the individual NPUs.

It is envisioned that the NPUs will be established by the City of Gainesville based on factors such as geography, census tract and block characteristics, similar issues regarding traffic and growth, as well as recommendations received through a series of public meetings to gather input on how the community believes the NPUs should be organized. Each NPU will have its own Steering Committee composed of residents, property owners, business owners, and government officials. While the Steering Committee will be manageable, it should represent a cross section of the planning area. The final decision on the size and boundary of each NPU, as well as the Steering Committee organization, will be determined by the City Council. The NPU will be a function of the Planning Department, but it is expected that each

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department within the City will participate with this effort depending on the prevalent issues that could impact them.

After formation of the NPUs, a Steering Committee appointed by the City will hold public meetings to discuss issues and/or concerns contained within that area. From this series of meetings, a vision or character of the NPU will be developed. After this character has been identified, design guidelines will be drafted and meetings held to gain consensus on the requirements for development within the NPU. Specific parcels of land will be identified as priorities, based on the need to develop or protect those areas. At this point, a formal recommendation will be made to the City for acceptance and codification of the design guidelines.

While the establishment of these NPUs will be an ongoing process, Gainesville is at a point in its growth and development where it becomes necessary to maintain and/or establish character-type areas within geographic boundaries to shape the City as it enters a build-out phase. Careful consideration, through public input and analysis, should be carried out before NPU priorities are established.

6.3.4.3: Land Use Definitions, and Policies

The following are the specific land use categories depicted in the Future Land Use Plan, along with development policies that apply to those land use categories. The Development Policies are intended to define the circumstances under which the land use is considered appropriate.

SUBURBAN MEDIUM AND HIGH-DENSITY

The suburban medium and high-density categories are characterized primarily by single-family residential development and related uses. The following definitions apply to Suburban Medium Density Residential and Suburban High-Density Residential depicted on the Future Land Use map.

Suburban Medium Density

Suburban Medium Density in the City of Gainesville includes areas containing or planned for suburban residential development at a density not to exceed 2 dwelling units per acre.

Suburban High-Density

Suburban High-Density in the City of Gainesville includes areas containing or planned for suburban residential development at a density range of 2-4 dwelling units per acre.

Suburban Development Policies
<ol style="list-style-type: none"> 1. The appropriate land uses within the Suburban Medium Density category include single-family, limited neighborhood commercial, and appropriately scaled institutional uses. In the Suburban High-Density category, attached housing is also appropriate subject to the development policies below. 2. A mix of the land uses should be encouraged to reduce the dependency on the automobile. Uses such as parks, schools, churches, and senior housing should be considered as appropriate ancillary uses when part of an integrated site design and when located and designed to minimize negative impacts.
Suburban Development Policies (cont.)

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3. Neighborhood commercial may be appropriate in areas not designated on the future land use plans only when consistent with the development policies contained in the retail commercial section.
4. More street connections should be encouraged in residential subdivision designs. Rather than focusing traffic on a few collector streets or arterials – which tends to create bottlenecks of congestion – more “through streets” should be encouraged to better disperse traffic and to reduce its impacts at certain points.
5. When new development occurs, it should be designed around and connected to any open space corridors or networks existing or planned.
6. Pedestrian facilities should be included in new developments, unless circumstances make this unrealistic. Improved connections between key destination areas should be developed, such as between residential and commercial areas and connecting to parks and schools.
7. Well-designed and integrated open space is encouraged as part of suburban development. Residential development should be designed around active neighborhood open spaces where practical, which in turn should connect to adjacent open space networks or regional systems.
8. Environmental quality standards should be incorporated in the development review process, particularly related to storm water runoff, stream protection, and tree protection.
9. New development should be timed and coordinated relative to infrastructure. Infrastructure, particularly sewer and water service, should be available concurrently with new development.
10. New infrastructure should be planned to be adequate for both existing and planned growth. Level of service standards should be developed to ensure that adequate public facilities are provided in both the short term and long term.
11. Infill development, while typically considered an issue in urban neighborhoods (see below), can also be a factor in suburban neighborhoods. When new development is proposed within existing suburban areas, it should be reviewed for compatibility with surrounding residential properties. Compatibility can be achieved by ensuring that the overall scale and design of infill development does not overwhelm or otherwise detract from the established character of existing neighborhoods.

URBAN RESIDENTIAL

The following definitions apply to Urban Residential uses as depicted on the City Future Land Use map.

Urban Residential Low

Urban Residential Low includes areas containing or planned for urban residential development at a density range of 4 - 5 dwelling units per acre.

Urban Residential Medium

Urban Residential Medium includes areas containing or planned for urban residential development at a density range of 5 - 10 dwelling units per acre.

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Urban Residential High

Urban Residential High includes areas containing or planned for urban residential development at a density range of 10 - 12 dwelling units per acre.

Urban Residential Development Policies:

1. The preservation and enhancement of existing residential neighborhoods is of paramount importance.
2. Infill development can be an effective means of ensuring the continued vitality and integrity of urban residential neighborhoods. Encouraging infill development on targeted sites provides an opportunity to incorporate housing alternatives into the urban area, while reducing the need for outward expansion of the community.
3. While recognizing the potential advantages of infill development, the need to ensure its compatibility with the surrounding residential context must be addressed. Compatibility can be achieved by ensuring that the overall scale and design of infill development does not overwhelm or otherwise detract from the established character of existing neighborhoods. Compatibility can be achieved through the development of targeted development standards that address:
 - Scale of development (building height and mass)
 - Neighborhood character
 - Lot coverage
 - Setbacks
 - Relationship to surrounding development
 - Neighborhood specific design characteristics
 - Relationship to historic properties
4. Historic preservation is a valuable tool to promote the protection of neighborhood character and can also be a valuable economic development tool by encouraging reinvestment and new investment in historic properties.
5. The preservation or creation of neighborhood identity is a high priority. In particular, gateways into neighborhoods and corridors through neighborhoods are important features that can reinforce neighborhood identity.

RETAIL COMMERCIAL

The retail commercial land use category generally includes commercial service activities such as grocery stores, banks, restaurants, theaters, hotels, and automotive related businesses. This land use category is intended to provide retail and related uses at three levels including neighborhood retail, community retail, and regional retail.

The following standards are used to define policy and guide retail land use decisions:

Neighborhood Commercial

Neighborhood Commercial is a node of development containing a total of 10,000-50,000 square feet of small scale buildings on sites totaling 2-5 acres, serving a population of approximately 2,500-5,000 living within a 1-2 mile radius. Such areas are typically made up of small shops and offices, possibly anchored by a small neighborhood grocery or drug store.

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Community Commercial

Community Commercial is a node of development containing 50,000-250,000 square feet of buildings on sites totaling 5-25 acres, serving a population of approximately 10,000-50,000 living within a 2-5 mile radius. Such areas are typically anchored by a major grocery store, major drug store, or large-scale retailer.

Regional Commercial

Regional Commercial is a node of development containing from 250,000 to over 1,000,000 square feet of buildings on sites totaling 25 – to over 100 acres, serving a population of 150,000 or more living within a 5-10 mile radius. Such areas are typically anchored by a number of large-scale retailers.

These categories of retail development are intended to provide a hierarchy of retail locations that are designated based upon infrastructure, suitability, and access. These sites are identified on the Future Land Use Map.

The intent of the plan for this land use category is to provide adequate land to serve the anticipated future population. An excess of retail land is illustrated on the Future Land Use Map in order to provide market flexibility; the amount of land and number of sites proposed on the Future Land Use Map exceeds the amount of land needed to support the anticipated future population by approximately 50% in order to create this market flexibility.

The following definitions apply to the Retail Commercial land use categories depicted on the Future Land Use map.

Retail Commercial

Retail Commercial includes areas containing or planned for focused retail activity, and specifically designated to provide for neighborhood, community, or regional retail needs as defined within the Comprehensive Plan.

Retail is planned at a number of locations on the Future Land Use Map. Illustrative examples of retail locations include:

- Neighborhood Commercial - Riverside Drive near City Park
- Community Commercial - Limestone Parkway; Atlanta Highway; Browns Bridge Road; Thompson Bridge Road and Enota Drive
- Regional Commercial - Dawsonville Highway and McEver Road; Lakeshore Mall Area; and Shallowford Road.

Commercial Development Policies:

NEIGHBORHOOD RETAIL

1. Neighborhood retail is intended to serve nearby residential areas with basic personal and retail services. Such uses are generally located in stand-alone buildings or in small commercial centers and they include uses such as convenience stores, beauty salons, specialty shops, smaller restaurants, grocery stores, and drug stores. These uses are appropriate in many areas and can help to minimize traffic by providing services near homes. On the other hand, they can also be obtrusive and have negative impacts on homes if they do not respect the neighborhood scale or are not properly located and designed.
2. Neighborhood retail should be located at a significant intersection along a collector street or arterial street, easily accessible from the area it is intended to serve.
3. Neighborhood retail clusters should be adequately spaced so as to avoid an over concentration in individual neighborhoods. The amount of neighborhood retail in a given neighborhood should be generally proportional to the needs of the surrounding area.
4. Adequate landscape buffering should be provided adjacent to any residential areas.
5. Building design should be compatible with surrounding residential areas with regard to materials, building scale, building massing, and relationships to streets.
6. Connections should be provided to any adjoining sidewalk or trail system that exists.
7. Parking facilities should be carefully designed to minimize visual impacts on surrounding residential areas and on the neighborhood as a whole.
8. Access should be limited to minimize impacts on surrounding residential areas.
9. Signage and lighting should be limited to avoid visual impacts on homes.

COMMUNITY RETAIL

1. While community retail serves a larger area, it often serves a neighborhood retail function for immediately surrounding areas. For this reason, community retail should maintain a pedestrian scale that connects to surrounding residential areas.
2. Other related but smaller uses may also occur as part of community retail, such as restaurants and smaller specialty stores. These smaller uses must be carefully coordinated from a site-planning standpoint with the larger retail uses, particularly related to traffic access and circulation.

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COMMUNITY RETAIL (CONT.)

3. Community retail uses should meet quality standards related to site layout, building configuration, materials, massing, shape, height, landscaping, signage, parking lot aesthetic and functional design, vehicular and pedestrian circulation, trash removal, lighting, storm water management, environmental protection, and others as discussed below. Community retail should be subject for land use impact review and mitigation for such issues.
4. Community retail should be approved only upon a demonstration that adequate public facilities exist or will be established by the time of opening.
5. Circulation systems should be designed to efficiently facilitate traffic flow, yet designed to discourage speeds in volumes that impede pedestrian activity and safety. Common or shared access points are encouraged. Access management principles and techniques should be incorporated in the site plan design and development phase.
6. Adequate parking should be provided, but excessive parking is discouraged. The visual impacts of parking should be minimized through the use of interior landscape islands, and through dividing parking areas into groupings. The edges of parking lots should be screened through landscaping or other methods.
7. The location of service areas and mechanical equipment should be considered as part of the overall site design. Service areas and mechanical equipment should be screened from public view.
8. A master sign plan should be prepared illustrating the location, type, size, and material of signage.
9. Lighting should be designed to avoid spill over onto adjacent properties, including the use of cut off shields or similar features.

REGIONAL RETAIL

1. Regional retail is intended to serve larger areas, and include uses such as retail/grocery superstores, large discount stores, warehouse clubs, large specialty retailers, manufacturers' outlet stores, and department stores.
2. Other related but smaller uses may also occur as part of regional retail, such as restaurants and smaller specialty stores. These smaller uses must be carefully coordinated from a site planning standpoint with the larger retail uses, particularly related to traffic access and circulation.
3. Regional retail uses should meet quality standards related to site layout, building configuration, materials, massing, shape, height, landscaping, signage, parking lot aesthetic and functional design, vehicular and pedestrian circulation, trash removal, lighting, storm water management, environmental protection, and others as discussed below. Regional retail should be subject for land use impact review and mitigation for such issues.
4. Regional retail should be encouraged only where they have a strong network of interstate or arterial roadways to provide access.
5. Regional and community retail should be approved only upon a demonstration that adequate public facilities exist or will be established by the time of opening.

REGIONAL RETAIL (CONT.)

6. Circulation systems should be designed to efficiently facilitate traffic flow, yet designed to discourage speeds in volumes that impede pedestrian activity and safety. Common or shared access points are encouraged. Access management principles and techniques should be incorporated in the site plan design and development phase.
7. Adequate parking should be provided, but excessive parking is discouraged. The visual impacts of parking should be minimized through the use of interior landscape islands, and through dividing parking areas into groupings. The edges of parking lots should be screened through landscaping or other methods.
8. The location of service areas and mechanical equipment should be considered as part of the overall site design. Service areas and mechanical equipment should be screened from public view.
9. A master sign plan should be prepared illustrating the location, type, size, and material of signage.
10. Lighting should be designed to avoid spill over onto adjacent properties, including the use of cut off shields or similar features.

INDUSTRIAL

The industrial land use category includes a wide range of office, business, light industrial, manufacturing, research and development uses, and support commercial uses. Industrial uses involve a significant number of vehicle trips, particularly in the morning and evening peak hours. They also involve a mixture of automobile and truck traffic. Industrial uses may have need for rail access and are typically located near major highway facilities in areas naturally buffered or away from residential areas.

Industrial uses in the City are generally planned for the five City industrial parks. Industrial development will be directed to these established parks, including:

- Industrial Park West, which is a 242 acre industrial park
- Airport Industrial Park, which is a 16 acre industrial park
- Atlas Circle Business Park, which is a 62 acre industrial park
- Industrial Park North, which is a 216 acre industrial park
- Industrial Park South, which is a 171 acre industrial park

The following definition applies to Industrial depicted on the Future Land Use map.

Industrial

Industrial includes areas containing or planned for industrial activity including manufacturing, processing, mining, and major warehousing and distribution facilities.

Industrial Development Policies:

1. The appropriate land uses in this category include manufacturing, processing, mining, and major warehousing and distribution facilities.
2. Industrial uses should meet quality standards designed to mitigate negative impacts on any surrounding non-industrial uses.
3. The most desired form of industrial uses is that of an “employment campus” with an integration and coordination of uses, although freestanding industrial uses are also anticipated.
4. Industrial uses should be located within easy access to an arterial roadway and the interstate highway system, and take advantage of rail locations that are compatible with surrounding development.
5. Employer transportation programs are encouraged to reduce the percentage of trips made by single-occupancy vehicles.
6. Vehicular access should be designed to maximize efficiency and minimize negative impacts on the level of service of adjacent roads.
7. On-site amenities such as walking trails and eating areas are encouraged.
8. Accessory uses designed to serve on-site employees, such as restaurants, day care centers, and personal services are also encouraged but only when integrated with and subordinate to the primary business uses.

MIXED-USE

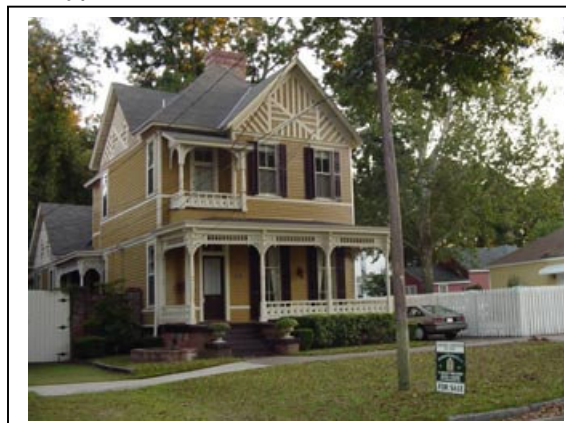
The category of mixed-use is intended to create a land use environment where compatible land uses can be located in close proximity to each other. This can be desirable for several reasons. First, allowing compatible and mutually supportive uses in close proximity to each other can reduce the length and amount of automobile trips on the road system, thereby helping to reduce congestion and negative environmental impacts caused by automobile traffic. Second, a well-planned mixture of land uses helps to create a positive transition of land uses, with less intensive uses serving as a transition between more intensive uses and single-family neighborhoods. At the same time, the idea of mixed-uses should not be interpreted as allowing for the intrusion of incompatible land uses into single-family neighborhoods that create negative land use impacts. On the contrary, mixed-use is intended, in part, as a tool to help protect neighborhoods.

The following definition applies to Mixed-Use depicted on the Future Land Use map:

Mixed-Use

Mixed-Use includes areas containing or planned for a mixture of land uses including office, neighborhood retail, and residential. The types of uses that are desirable in this area would be restaurants, specialty retail, and low-intensity offices (e.g. accountant or real estate office). The mixture of land uses in this area is anticipated as follows:

Office – Anticipated making up approximately 40 percent of the mixed-use area, providing high quality



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employment areas such as professional offices including medical, law, accounting, real estate, and similar uses.

Retail – Anticipated to make up approximately 30 percent of the mixed-use area, providing support retail for neighborhood offices, service uses, and specialty retail for surrounding land uses.



Residential – Anticipated to make up approximately 30 percent of the mixed-use area, providing a range of single-family and multi-family housing accessible to employment and shopping areas.



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Mixed-Use Downtown

Mixed-Use Downtown includes areas containing predominately retail uses in conjunction with the Main Street Gainesville program. Residential units located above the retail uses will be encouraged such as loft-style residences.

For planning and management purposes, Downtown Gainesville generally comprises 20 square blocks bounded by Jesse Jewell Parkway, E. E. Butler Parkway, Academy and West Academy Streets. The City of Gainesville has been participating in the hugely successful National Main Street Program since 1995, which prescribes a managed approach to economic revitalization in the context of historic preservation. The redevelopment of Downtown is a true public-private partnership with the public sector providing financial incentives and strategic public investments to encourage private redevelopment of property within and surrounding the district.

The City government has invested in public utility infrastructure, streetscape, public building renovations, and a greenway. The City, through the Redevelopment Authority and the Main Street office, established a low-interest loan program and nominated the district to the National Register of Historic Places. The City is currently in the process of expanding public parking, intersection improvements, and an expansion of streetscape improvements.

The vision for Downtown includes the continued renovation of private property to enhance its visual and utilitarian value while encouraging appropriately designed mixed-use infill development. The vision focuses on a vibrant retail core surrounding the Square with adequate parking opportunities, pedestrian amenities, and served by appropriate public transit. The remaining land use strategy involves a mixture of office, residential, lodging/meeting, and government uses in a mid-rise configuration with adequate off-street, structured parking. The strategy is to enhance, reinforce, and expand the urban fabric and urban life experience to serve a growing and diverse community.

Mixed-Use Midtown

Mixed-Use Midtown includes area to be developed in accordance with the Midtown Redevelopment Plan that has been adopted by the City of Gainesville.

The Midtown area is comprised of approximately 300 acres bounded by Jesse Jewell Parkway, Queen City Parkway, E.E. Butler Parkway, and the Norfolk-Southern rail line. Midtown was once a vibrant part of Gainesville, centered around the railroad and its associated businesses. Today, Midtown is characterized by blighted housing, incompatible land uses, unscreened outdoor storage for businesses, traffic, crime, and a lack of green space. Despite these drawbacks, the community believes that Midtown has the potential for significant change. Citizens envision a thriving mixed-use area with tree-lined streets, trails, and parks that would attract residents and visitors to the area. Possible opportunities include renovating the railroad depot, establishing an entertainment district, converting the CSX rail lines into a greenway, installing streetscaping along key streets, providing mixed-income housing, and protecting some of the area's valuable historic resources.

It is important to note that the City's method of redeveloping Midtown is to make strategic public investments in order to attract private redevelopment of property. The City does not plan to get in the business of redeveloping property.

The first public investment the City plans to make in Midtown is converting the CSX rail line into a greenway and building a park in the area. The creation of a greenway would not only have a positive impact on Midtown, but would benefit the entire City. A greenway in Midtown would greatly improve the aesthetic character of the area and would provide an alternative mode of transportation, recreational opportunities, and pedestrian connections to the downtown square, the Elachee trail system, and the Rock Creek greenway.

Mixed-Use Development Policies:

1. Because this land use category is intended in part as a transition between more intensive uses and single-family uses, all sides of a building open to view to the public should display a similar level of architectural quality. Building materials should be limited to brick, masonry, stucco, wood, fiber cement siding, wood shingle, wood siding, cultured stone, or similar materials.
2. Buildings and sites should be designed to emphasize pedestrian orientation. A coordinated pedestrian system should be provided throughout the development including connections between uses on the site, in between the site, adjacent properties, and rights-of-way where appropriate.
3. Circulation systems should be designed to efficiently facilitate traffic flow, yet designed to discourage speeds in volumes that impede pedestrian activity and safety. Common or shared access points are encouraged.
4. Adequate parking should be provided, but excessive parking is discouraged.
5. The visual impacts of parking should be minimized through the use of interior landscape islands, and through dividing parking areas into groupings. The edges of parking lots should be screened through landscaping or other methods.
6. The location of service areas and mechanical equipment should be considered as part of the overall site design. Service areas and mechanical equipment should be screened from public view. Service areas and dumpster pad areas should be limited to daytime operation hours only.
7. A master sign plan should be prepared illustrating the location, type, size, and material of signage.
8. Lighting should be designed to avoid spill over onto adjacent properties, including the use of cut off shields or similar features.
9. In the Mixed-Use Downtown category, uses and development should be guided by the Main Street Gainesville Program. Residential units located above retail are encouraged.
10. In the Mixed-Use Midtown category, uses and development should be guided by the **Midtown Redevelopment Plan** adopted by the City of Gainesville.

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PUBLIC/INSTITUTIONAL

Public/Institutional includes areas containing or planned for public and institutional uses including governmental, educational and medical facilities, houses of worship, and similar institutional facilities. Specific areas are not identified for most future institutional uses, but appropriate criteria for their location are specified in other land use designations. Once institutional uses are established, extra care should be used to insure that surrounding development is compatible with the institutional uses function.

Public/Institutional Development Policies:

1. Institutional uses should be located at a significant intersection along a collector street or arterial street, easily accessible from the area it is intended to serve.
2. Adequate landscape buffering should be provided adjacent to any residential areas.
3. Building design should be compatible with surrounding residential areas with regards to materials, building scale, building massing, and relationships to streets.
4. Parking facilities should be carefully designed to minimize visual impacts on surrounding residential areas and on the neighborhood as a whole.

TRANSPORTATION/COMMUNICATIONS/UTILITIES

Transportation/Communications/Utilities include areas containing or planned for major transportation, utilities, or communications facilities.

PARKS/RECREATION/CONSERVATION

Parks/Recreation/Conservation include areas containing or planned for parks and recreation facilities permanently designated open space, and conservation areas, including buffers along waterways and other environmental features.

6.3.4.4: Miscellaneous Development Polices

CONSERVATION SUBDIVISION

While conservation subdivisions are often viewed as options in rural areas, there may be opportunities for such uses in suburban areas that are annexed into the City in the future. Unlike conventional suburban residential subdivisions, which typically consume an entire development parcel, conservation subdivisions rearrange and cluster housing lots and roadways to set aside a substantial amount of property as permanently protected, quality open space. This open space is retained in perpetuity as green ways, trails, woodlands, pastures, or other uses that maintain scenic character, protect environmental features, and contribute to the quality of life for residents. When properly planned, open space and conservation developments can become part of an interconnected regional open space network.

Benefits of conservation subdivisions include the ability to:

- Preserve open space, particularly environmentally sensitive areas, while yielding the same or more development potential on a piece of land, resulting in no loss of tax revenue.

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- Use less linear feet of roads, water lines, and sewers (if available) to serve the same number of homes, resulting in lower development costs for the developer, and lower maintenance costs.
- Preserve rural character (which can be valuable even in suburban areas) by protecting significant views and setting development off of existing rural roads.
- Allow residents a lower density neighborhood feel without having to personally maintain a large lot.
- Allow continued agricultural use of much of the common open space while still getting development value from property.
- Design subdivisions to provide the best views, best building sites, and best soils for septic systems, because less suitable land can be left as open space.

Conservation Subdivision Development Policies:

1. Conservation subdivisions are encouraged in the suburban land use categories, subject to the development policies.
2. Flexible design that maximizes open space preservation should be promoted within the overall density constraints. A wide range of lot dimensions is possible based upon net density/yield rather than minimum lot size/width.
3. Open space should be designed to form an interconnected network, with provisions for linkages to existing or potential open space on adjoining properties. Where dedicated open space exists on an adjacent parcel, the lots should be situated such that the open space areas connect with similar areas on adjacent parcels.
4. Specific design requirements such as project layout, clustering, amount and configuration of open space, road design, private road considerations, setbacks and buffers, and landscaping should be implemented through the land development regulations.
5. Environmental considerations such as flood plains, slopes, soils, and others should be incorporated within the development standards.
6. A variety of tools can be appropriate to ensure permanent protection of open space, such as conservation easements, deed restrictions, homeowner associations, and dedication to public entities and land trusts.
7. Lots should be situated in locations least likely to block scenic vistas or views as seen from public roadways. The view of the developments from the public right-of-way should be minimized through buffering or through the use of existing topography and vegetation or the creation of such with grading and landscaping.

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6.3.4.5: Gateway Corridors

One of the key goals established in this planning process is the improvement of community quality, especially in the form of improved development quality. The perceived quality of new growth and development is an important element of community character and livability. An important element of quality of growth is the recognition of the importance of community “gateways”. Gateways refer to key points of entry into a community. In the case of Gainesville, there are several gateway corridors that are important both from a functional transportation and a symbolic perspective. These include:

- Browns Bridge Road and Atlanta Highway from the west;
- Thompson Bridge Road from the northwest;
- Cleveland Highway from the north;
- E.E. Butler Parkway from I-985 to the east; and
- Queen City Parkway from I-985 to the southeast.

Gateway Corridors Development Policies	
1.	The City recognizes the importance of gateway corridors, both from a functional and symbolic perspective.
2.	The functional needs of the corridors include both efficiency and safety of traffic flow.
3.	The symbolic importance of the corridors means that the design quality of new development should be held to a high standard. Site plan standards should be designed to create a quality of development befitting a “front door” into the community.
4.	The design quality of the public realm must also be held to a high standard. The aesthetic appearance of the corridors should be improved through streetscape improvements.
5.	The City will explore incentives that encourage the coordinated development or redevelopment of multiple parcels of property in order to discourage a piecemeal appearance.

Table 15: Future Land Use Summary City of Gainesville

Future Land Use Category	Acres
Commercial	939
Conservation/Parks/Recreation	3,986
Industrial	1,077
Mixed Use Downtown	71
Mixed Use Midtown	314
Mixed Use	1,032
Suburban Medium Density (Residential)	4,825
Suburban High Density (Residential)	1,252
Urban Residential Low Density	124
Urban Residential Medium Density	131
Urban Residential High Density	274

Source: 2004 Update to the Land Use Plan, MDC.

Note: Not all land uses illustrated on the accompanying map are presented in this table, land uses not designated in the incorporated portions of the city of Gainesville have not been included. Information on acreage for land use designation in the unincorporated areas of Hall County can be found in table 16.



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City of Gainesville Future Land Use Map

6.3.5.0: HALL COUNTY LAND USE POLICIES

The Future Land Use Plan for Hall County reflects an urban development pattern along the I-985/S.R. 365 corridor through and including the Cities of Buford, Flowery Branch, Oakwood, Gainesville, and Lula. Lower density suburban development is reflected around the balance of Lake Lanier and Gainesville, along the major highway corridors to the north, east and west, and in most of the southern portion of the County. The residential pattern throughout the County is based on infrastructure availability.

6.3.5.1: Geographic Areas

A more detailed discussion of the land use plan and policy follows by geographic area:

SOUTH HALL

Generally defined as areas lying south and west of Mundy Mill Road and Mulberry Creek, this area is characterized by suburban type residential development serving the commercial/industrial corridor along I-985, Atlanta Highway and McEver Road. A key feature of this area is the amount of access to and businesses serving Lake Lanier, including Lake Lanier Islands resort and major marinas. Slightly higher residential densities requiring sewer service are an option in those areas where such service could be reasonably be provided, including much of the Mulberry basin and areas adjacent to the I-985 corridor.

Potential regional retail nodes are planned at I-985 and Friendship Road, and the future I-985 interchange with Martin Road. Additional community level retail exists or is planned for Gaines Ferry Road and McEver Road, Flat Creek Road and McEver Road, Spout Springs Road and Friendship Road, Spout Springs Road and I-985, and Thompson Mill Road and Old Winder Highway.

CHESTNUT MOUNTAIN/CANDLER AREA

This area is generally defined as east of I-985 between Mulberry Creek and Allen Creek, and this area is shown for primarily residential development.. A significant area of industrial and mixed use development is shown in the area between Winder Highway and Old Winder Highway, taking advantage of the two I-85 interchanges that are only about 2 miles from the County line.

This area is served by the existing community commercial node at Winder Highway and Atlanta Highway. Additional community commercial nodes are also planned at Winder Highway and Martin Road, Winder Highway and Old Winder Highway/Tanners Mill Road, and Candler Highway and Poplar Springs Road.

EAST HALL

Lying in a crescent from Allen Creek north to the Chattahoochee River, this area features predominantly residential development with the exception of the Athens Highway and SR 365 corridors.

The Highway 365 corridor features a significant industrial area taking advantage of rail access, and large areas of mixed use that are anticipated to be dominated by office and business park development. Along either side of the office/industrial corridor, residential, along with supporting commercial opportunities in the mixed-use area, are designed to supplement the primary office/warehouse development in the area..

A regional retail node is planned at the intersection of Highway 365 and SR 52, based on its unique accessibility in this region. Community commercial nodes are planned for the intersections of Highway 365 and White Sulphur Road, Highway 365 and Belton Bridge Road, and Athens Highway and Gillsville Highway. Community level commercial services are also anticipated within Lula and Gillsville.

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NORTH HALL

This area, generally lying between the Chattahoochee River and Wahoo Creek, is characterized by residential development. A mixed-use corridor is shown along U.S. 129 to accommodate some office and light industrial areas. Community Commercial nodes have been identified at U.S. 129 and Nopone Road and U.S. 129 and SR 52 (Quillian's Corner), and an additional commercial area of this scale is anticipated within Clermont.

MURRAYVILLE/SARDIS AREA

This area, virtually surrounded by Lake Lanier and its Wahoo Creek and Chestatee arms, is characterized by residential development. Mixed uses are shown along much of the major highway corridors, and community commercial nodes are shown at Thompson Bridge and Mt. Vernon Roads, Sardis Road and Dawsonville Highway, and in the Murrayville area.

GAINESVILLE AREA (SOUTH OF THE LAKE)

The area around the City of Gainesville is characterized by a mixture of uses that generally follow sectors radiating out from the City. Areas to the immediate west of the City, such as along Skelton Road and Atlanta Highway, are shown as high density suburban, based on existing development patterns and potential for infill and redevelopment. Areas further west, including the Browns Bridge peninsula, are dominated by low and medium density suburban residential development. Areas to the southwest, along Mountain View Road, Old Oakwood Road, and Atlanta Highway are generally non-residential, including Industrial and Mixed Use areas, and the institutional uses of the Gainesville College/Lanier Tech area. Areas to the south and southeast along I-985 near Candler Road and Athens Highway are dominated by industrial and allied uses. Areas to the east are a mix of residential densities, and areas to the northeast along SR 365 and White Sulphur Road are shown for Industrial and Mixed Use areas.

Community commercial nodes serving this ring on the edge of and around Gainesville include Browns Bridge and McEver Roads, Mundy Mill and McEver Roads, Mundy Mill and Frontage Roads, Athens Highway at Gaines Mill Road, I-985 and Jesse Jewell Parkway, and Limestone Parkway at Clarks Bridge Road.

6.3.5.2: Land Use Definitions, and Policies

The following are the specific land use categories depicted in the future Land Use Plan, along with development policies that apply to those land use categories. The Development Policies are intended to define the circumstances under which the land use is considered appropriate.

Residential

The residential land use category is characterized by single-family residential development at moderate densities. This range of categories allows for larger lots served with septic systems as well as smaller lots served by sanitary sewers. Road infrastructure will be developed with urban dimensions and design features such as curb and gutter drainage. The residential development in the unincorporated County is based on infrastructure provision. One of the basic tenets of the County vision statement is to allow for a range of housing choices and to maximize infrastructure provision. Due to the existing and planned water and sewer improvements, the city of Gainesville is equipped to provide opportunities for higher density residential development. The unincorporated areas of the County will provide lot size options dependent upon available water and sewer service.

The following definition applies to the Residential category depicted on the Future Land Use map.

RESIDENTIAL

Residential includes areas containing or planned for single family residential development and limited non-residential uses. Residential development intensity is dictated by minimum lot size

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based upon infrastructure provision. For those properties with both public water and sewer service available, development will be allowed on minimum ½ acre lots. For those properties with public water, but utilizing septic tanks, development will be allowed on minimum 1 acre lots. For those properties where development must rely on wells and septic tanks, development will be allowed on minimum 1½ acre lots.

Development Policies:

1. The appropriate land uses in the Residential category include single-family residential, limited neighborhood commercial and appropriately scaled institutional uses. Agricultural uses are appropriate interim land uses, but eventually it is expected that agricultural uses will transition into residential development.
2. Uses such as parks, schools, churches, and senior housing should be considered as appropriate ancillary uses when part of an integrated site design and when located and designed to minimize negative impacts.
3. Neighborhood retail uses are appropriate as indicated on the future land use map. Sites other than those indicated on the future land use map may be appropriate, subject to certain development policies as identified in the commercial land use section.
4. The lot size requirements are based on infrastructure availability. For the purpose of this policy, public sanitary sewer refers to facilities that return treated effluent to the surface water system and are not considered a consumptive use of water.
5. The integrity of environmental features should be preserved in residential areas. Measures should be implemented to ensure the protection of stream corridors and water quality, and measures should be taken to minimize adverse impacts of septic systems.
6. While this land use category is intended to promote residential character, neighborhood “connectivity” between subdivisions is encouraged wherever practical to avoid the creation of isolated islands of development, and reduce traffic impacts on the major road network.
7. Development within this land use category should be designed to be compatible with, and connect with open spaces, recreation facilities, and trails as established or proposed in county plans.

RETAIL COMMERCIAL

The retail commercial land use category generally includes retail uses, offices, personal services, restaurants, automotive related business, and related uses. This land use category is intended to provide retail and related uses at three levels including neighborhood retail, community retail, and regional retail.

The following standards are used to define policy and guide retail land use decisions:

Neighborhood Commercial

Neighborhood Commercial is a node of development containing 10,000-50,000 square feet of small scale buildings on sites totaling 2-5 acres, serving a population of approximately 2,500-5,000 living within a 1-2 mile radius. Such areas are typically made up of small shops and offices, possibly anchored by a small neighborhood grocery or drug store.

Community Commercial

Community Commercial is a node of development containing 50,000-250,000 square feet of buildings on sites totaling 5-25 acres, serving a population of approximately 10,000-50,000 living within a 2-5 mile radius. Such areas are typically anchored by a major grocery store, major drug store or large-scale retailer.

Regional Commercial

Regional Commercial is a node of development containing from 250,000 to over 1,000,000 square feet of buildings on sites totaling 25 – to over 100 acres, serving a population of 150,000 or more living within a 5-10 mile radius. Such areas are typically anchored by a number of large-scale retailers.

These categories of retail development are intended to provide a hierarchy of retail locations that are designated based upon infrastructure, suitability, and access. These sites are identified on the future land use map.

The intent of the plan for this land use category is to provide adequate land to serve the anticipated future population. An excess of retail land is illustrated on the future land use map in order to provide market flexibility; the amount of land and number of sites proposed in the future land use plan exceeds the amount of land needed to support the anticipated future population by approximately 50% in order to create this market flexibility.

The following definitions apply to Retail Commercial depicted on the Future Land Use map.

Retail Commercial

Retail Commercial includes areas containing or planned for focused retail activity, and specifically designated to provide for neighborhood, community or regional retail needs as defined within the Plan.

Retail is planned at a number of locations on the future land use plan, including:

Regional Commercial

- I-985 and Friendship Road
- I-985 and Martin Road
- SR 365 and SR 52
- Shallowford Road/Dawsonville Highway/McEver Road Area

Community Commercial

- Spout Springs and Friendship Road
- Spout Springs and Hog Mountain Road
- Gaines Ferry and McEver Road
- Flat Creek and McEver Road
- Browns Bridge and McEver Road
- Pearl Nix and Browns Bridge Road
- Atlanta Highway and Memorial Park Drive
- Winder Highway and Martin Road
- Winder Highway and Old Winder/Tanners Mill Road
- Old Winder Highway and Thompson Mill Road (Relocated)

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- Candler Road and Poplar Springs Road
- Athens Highway and Gillsville Highway
- Jesse Jewell Parkway and I-985
- South Enota and Downey Blvd.
- White Sulphur Road and SR 365
- Belton Bridge and SR 365
- Limestone Parkway and Clarks Bridge Road
- Cleveland Highway and Nopone Road
- Cleveland Highway and SR 52 (Quillians Corner)
- Thompson Bridge Road and Enota Avenue
- Thompson Bridge Road (Murrayville)
- Thompson Bridge Road and Mount Vernon Road
- Dawsonville Highway and Sardis Road

At least one additional Community Commercial node is expected to be developed within Buford, Braselton, Clermont, Flowery Branch, Gillsville, Lula and Oakwood.

Neighborhood Commercial

- Spout Springs and Williams Road
- Spout Springs and Union Circle
- Spout Springs and Capitola Farm Road
- McEver and Lights Ferry
- McEver and Jim Crow Road
- Poplar Springs and Sherman Allen Road
- Candler Road and Tanners Mill Road
- Athens Highway and Roy Parks Road
- Harmony Church and Gillsville Highway
- Harmony Church and Mangrum Mill Road
- Gillsville Highway and East Hall Road
- Gillsville Highway and SR 52
- Old Cornelia and SR 52
- SR 52 and Glade Farm Road
- SR52/Skitts Mtn./Holly Springs Road
- Hubert Stephens and Mount Vernon Road
- Jim Hood and Mount Vernon Road
- Price Road and Thomas Road
- Price Road and Cool Springs Road
- Price Road and Sardis Road
- Chestatee Road and Cool Springs Road

Several additional Neighborhood Commercial nodes are expected to be developed within Buford, Braselton, Clermont, Flowery Branch, Gillsville, Lula and Oakwood.

Retail Development Policies:

NEIGHBORHOOD RETAIL

1. Neighborhood retail is intended to serve nearby residential areas with basic personal and retail services. Such uses are generally located in stand-alone buildings or in small commercial centers and they include uses such as convenience stores, beauty salons, specialty shops, and smaller restaurants, grocery stores and drug stores. These uses are appropriate in many areas and can help to minimize traffic by providing services near homes. On the other hand,

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they can also be obtrusive and have negative impacts on homes if they do not respect the neighborhood scale or are not properly located and designed.

2. Neighborhood retail should be located at a significant intersection along a collector street or arterial street, easily accessible from the area it is intended to serve.
3. Neighborhood retail clusters should be adequately spaced to avoid an over concentration in individual neighborhoods. The amount of neighborhood retail in a given neighborhood should be generally proportional to the needs of the surrounding area.
4. Adequate landscape buffering should be provided adjacent to any residential areas.
5. Building design should be compatible with surrounding residential areas with regards to materials, building scale, building massing, and relationships to streets.
6. Connections should be provided to any adjoining sidewalk or trail system that exists.
7. Parking facilities should be carefully designed to minimize visual impacts on surrounding residential areas and on the neighborhood as a whole.
8. Access should be limited to minimize impacts on surrounding residential areas.

COMMUNITY RETAIL

1. While community retail serves a larger area, it often serves a neighborhood retail function for immediately surrounding areas. For this reason, community retail should maintain a pedestrian scale that connects to surrounding residential areas.
2. Other related but smaller uses may also occur as part of community retail, such as restaurants and smaller specialty stores. These smaller uses must be carefully coordinated from a site-planning standpoint with the larger retail uses, particularly related to traffic access and circulation.
3. Community retail uses should meet quality standards related to site layout, building configuration, materials, massing, shape, height, landscaping, signage, parking lot aesthetic and functional design, vehicular and pedestrian circulation, trash removal, lighting, storm water management, environmental protection, and others as discussed below. Community retail should be subject for land use impact review and mitigation for such issues.

COMMUNITY RETAIL CONTINUED

4. Community retail should be approved only upon a demonstration that adequate public facilities exist or will be established by the time of opening.
5. Circulation systems should be designed to efficiently facilitate traffic flow, yet designed to discourage speeds in volumes that impede pedestrian activity and safety. Common or shared access points are encouraged. Access management principles and techniques should be incorporated in the site plan design and development phase.
6. Adequate parking should be provided, but excessive parking is discouraged. The visual impacts of parking should be minimized with interior landscape islands, and through dividing parking areas into groupings. The edges of parking lots should be screened through landscaping or other methods.
7. The location of service areas and mechanical equipment should be considered as part of the overall site design. Service areas and mechanical equipment should be screened from public view.
8. A master sign plan should be prepared illustrating the location, type, size, and material of signage.
9. Lighting should be designed to avoid spill over onto adjacent properties, including the use of cut off shields or similar features.

REGIONAL RETAIL

1. Regional retail is intended to serve larger areas, and include uses such as retail/grocery superstores, large discount stores, warehouse clubs, large specialty retailers, manufacturers' outlet stores, and department stores.
2. Other related but smaller uses may also occur as part of regional retail, such as restaurants and smaller specialty stores. These smaller uses must be carefully coordinated from a site-planning standpoint with the larger retail uses, particularly related to traffic access and circulation.
3. Regional retail uses should meet quality standards related to site layout, building configuration, materials, massing, shape, height, landscaping, signage, parking lot aesthetic and functional design, vehicular and pedestrian circulation, trash removal, lighting, storm water management, environmental protection, and others as discussed below. Regional retail should be subject for land use impact review and mitigation for such issues.
4. Regional retail should be encouraged only where they have a strong network of interstate or arterial roadways to provide access.

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REGIONAL RETAIL CONTINUED

5. Regional and community retail should be approved only upon a demonstration that adequate public facilities exist or will be established by the time of opening.
6. Circulation systems should be designed to efficiently facilitate traffic flow, yet designed to discourage speeds in volumes that impede pedestrian activity and safety. Common or shared access points are encouraged. Access management principles and techniques should be incorporated in the site plan design and development phase.
7. Adequate parking should be provided, but excessive parking is discouraged. The visual impacts of parking should be minimized with interior landscape islands, and through dividing parking areas into groupings. The edges of parking lots should be screened through landscaping or other methods.
8. The location of service areas and mechanical equipment should be considered as part of the overall site design. Service areas and mechanical equipment should be screened from public view.
9. A master sign plan should be prepared illustrating the location, type, size, and material of signage.
10. Lighting should be designed to avoid spill over onto adjacent properties, including the use of cut off shields or similar features.

INDUSTRIAL

The industrial land use category includes a wide range of office, business, light industrial, manufacturing, research and development uses, and support commercial uses. Industrial uses involve a significant number of vehicle trips, particularly in the morning and evening peak hours. They also involve a mixture of automobile and truck traffic. They also may prefer rail access and are typically located near major highway facilities in areas naturally buffered or away from residential areas.

Industrial uses are generally planned for one of several areas including:

- The industrial area along Candler Road, which is an area that has historically been used for industrial uses.
- The Interstate 985 Corridor generally around Buford and between Flowery Branch and Oakwood. This is an area recommended generally for lighter industrial uses with some heavier industrial uses anticipated along the railroad. Some of this area is already served with sanitary sewers and the remainder is planned for sanitary sewer service pursuant to a cooperative agreement between Hall County and Flowery Branch.
- The Interstate 985 Corridor between Candler Road and Athens Highway. This area supports more intense industrial uses, especially southeast of the Highway.
- The Winder Highway area around Road Atlanta, which has a high quality of development and has good access to both I-85 and I-985 via Winder Highway.
- State Route 365 north of Gainesville. This area includes some existing development, but also provides a long-term supply of industrial land with access to both regional highway

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and rail systems. Sanitary sewer service will be provided to this area through a cooperative agreement between the City of Gainesville and Hall County.

The following definition applies to Industrial depicted on the Future Land Use map.

Industrial

Industrial includes areas containing or planned for industrial activity including manufacturing, mining and major warehousing and distribution facilities.

Industrial Development Policies:

1. The appropriate land uses in this category include manufacturing, processing, mining, and major warehousing and distribution facilities.
2. Industrial uses should meet quality standards designed to mitigate negative impacts on any surrounding non-industrial uses.
3. The most desired form of industrial uses is that of an “employment campus” with an integration and coordination of uses, although freestanding industrial uses are also anticipated.
4. Industrial uses should be located within easy access to an arterial roadway and the interstate highway system, and take advantage of rail locations that are compatible with surrounding development.
5. Employer transportation programs are encouraged to reduce the percentage of trips made by single-occupancy vehicles
6. Vehicular access should be designed to maximize efficiency and minimize negative impacts on the level of service of adjacent roads.
7. On-site amenities such as walking trails and eating areas are encouraged.
8. Accessory uses designed to serve on-site employees, such as restaurants, day care centers, and personal services are also encouraged but only when integrated with and subordinate to the primary business uses.

MIXED-USE

The category of mixed use is intended to create a land use environment where compatible land use can be located in close proximity to each other. This can be desirable for several reasons. First, allowing compatible and mutually supportive uses in close proximity to each other can reduce the length and amount of automobile trips on the road system, thereby helping to reduce congestion and negative environmental impacts caused by automobile traffic. Second, a well-planned mixture of land uses and help to create a positive transition of land uses, with less intensive uses serving as a transition between more intensive uses and single family neighborhoods. At the same time, the idea of mixed uses should not be interpreted as allowing for the intrusion of incompatible land uses into single-family neighborhoods that create negative

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land use impacts. On the contrary, mixed use is intended, in part, as a tool help protect neighborhoods.

The following definition applies to Mixed-Use depicted on the Future Land Use map.

Mixed-Use

Mixed-Use includes areas containing or planned for a mixture of light industrial and office-based employment, retail activities, and institutional uses, as follows:

Office/Business Parks – Anticipated to make up approximately 65 percent of this land area providing high quality employment areas such as offices, employment based institutions, “flex” office/warehouses, and research and development facilities, with limited light assembly and warehousing.

Limited Retail – Anticipated making up approximately 25 percent of this land area providing support retail for business parks, neighborhood office and service uses, and specialty retail for surrounding land uses.

Residential – Approximately 10 percent of this land area is anticipated to provide supporting residential development in single family, townhouse, or multi-family developments of up to 12 units per acre. Such residential development should be in response to commercial and industrial development, and restricted to the Gainesville sewer service districts.

Mixed-Use Development Policies:

1. The dominant use in the mixed-use category is intended to be office/business park use. Retail uses are intended to be supportive of the job-based uses. Residential uses are also intended to be supportive of and in response to the establishment of job-based uses. Residential uses are only anticipated in those mixed use areas in the Gainesville sewer service districts, and the percentage of residential development may be greater on certain properties based on surrounding land uses. While not every individual development must meet the ratio guidelines identified above, the intent of this land use category is to provide for the mutually supportive mixture of land uses with business uses being the primary use.
2. Because this land use category is intended in part as a transition between more intensive uses and single-family uses, all sides of a building open to view to the public should display a similar level of architectural quality. Building materials should be limited to brick, masonry, stucco, wood, fiber cement siding, wood shingle, wood siding, cultured stone, or similar materials.
3. Buildings and sites should be designed to emphasize pedestrian orientation. A coordinated pedestrian system should be provided throughout the development including connections between uses on the site, in between the site, and adjacent properties and rights-of-way where appropriate.
4. Circulation systems should be designed to efficiently facilitate traffic flow, yet designed to discourage speeds in volumes that impede pedestrian activity and safety. Common or shared access points are encouraged.
5. Adequate parking should be provided, but excessive parking is discouraged. The visual impacts of parking should be minimized with interior landscape islands, and through dividing parking areas into groupings. The edges of parking lots should be screened through landscaping or other methods.
6. The location of service areas and mechanical equipment should be considered as part of the overall site design. Service areas and mechanical equipment should be screened from public view.
7. A master sign plan should be prepared illustrating the location, type, size, and material of signage.
8. Lighting should be designed to avoid spill over onto adjacent properties, including the use of cut off shields or similar features.

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PUBLIC/INSTITUTIONAL

Public/Institutional includes areas containing or planned for public and institutional uses including governmental, educational and medical facilities, houses of worship, residential child care, and institutional facilities. Specific areas are not identified for most future institutional uses, but appropriate criteria for their location are specified in other land use designations. Once institutional uses are established, extra care should be used to insure that surrounding development is compatible with the institutional uses function.

Public/Institutional Development Policies:

1. Institutional uses should be located at a significant intersection along a collector street or arterial street; easily accessible from the area it is intended to serve.
2. Adequate landscape buffering should be provided adjacent to any residential areas. Surrounding land uses and site planning should be sensitive to the needs and long-term function of the institutional use.
3. Building design should be compatible with surrounding residential areas with regards to materials, building scale, building massing, and relationships to streets.
4. Parking facilities should be carefully designed to minimize visual impacts on surrounding residential areas and on the neighborhood as a whole.

TRANSPORTATION/UTILITIES/COMMUNICATIONS

Transportation/Utilities/Communications includes areas containing or planned for major transportation, utilities, or communications facilities.

PARKS/RECREATION/CONSERVATION

Parks/Recreation/Conservation includes areas containing or planned for parks and recreation facilities (including marinas and associated accessory commercial uses), permanently designated open space, and conservation areas, including buffers along waterways and other environmental features.

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6.3.5.3: Miscellaneous Development Polices

CONSERVATION SUBDIVISION

Unlike conventional suburban residential subdivisions, which typically consume an entire development parcel, conservation subdivisions rearrange and cluster housing lots and roadways to set aside a substantial amount of property as permanently protected, quality open space. This open space is retained in perpetuity as green ways, trails, woodlands, pastures, or other uses that maintain scenic character, protect environmental features, and contribute to the quality of life for residents. When properly planned, open space and conservation developments can become part of an interconnected regional open space network.

Benefits of conservation subdivisions include the ability to:

- Preserve open space, particularly environmentally sensitive areas, while yielding the same or more development potential on a piece of land, resulting in no loss of tax revenue.
- Use less linear feet of roads, water lines, and sewers (if available) to serve the same number of homes, resulting in lower development costs for the developer, and lower maintenance costs for the County.
- Preserve rural character by protecting significant views and setting development off existing rural roads.
- Allow residents a lower density neighborhood feel without having to personally maintain a large lot.
- Allow continued agricultural use of much of the common open space while still getting development value from property.
- Design subdivisions to provide the best views, best building sites, and best soils for septic systems, because less suitable land can be left in the open space.

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MASTER PLANNED COMMUNITIES

Hall County recognizes that quality, balanced growth is desirable and occasionally there will be opportunities to plan and develop large contiguous parcels as new, master planned mixed-use communities throughout the County. These master planned communities may be desirable and can complement the Comprehensive Plan's stated goals. They can enhance economic development, protect natural and historic resources, ensure adequate community facilities, provide a range of housing types, improve the balance between jobs and housing, and achieve a higher standard of quality development across larger portions of the County. The approval of large-scale master planned communities, including the appropriate amendment to the Comprehensive Plan and Future Land Use map, is anticipated when compatible with the following policies.

Master Planned Communities Development Policies:

1. A master planned community should have significant frontage or direct access to a state or county arterial highway.
2. Master Planned Communities should include a mix of commercial, business, residential, community, and open space, in a configuration that builds on the benefits of mixed-use development.
3. A significant percentage of a master planned community should be recreation, conservation, and/or open space, reflecting environmentally sensitive site planning and conservation practices.
4. The developer should demonstrate a commitment to partner with the County in order to ensure the provision of adequate public facilities to support the phased development of the master planned community.
5. Comprehensive Plan amendments proposed under these policies for a master planned community must contain a minimum of 500 contiguous acres.

Table 16: Future Land Use Summary (Hall County Unincorporated)

Future Land Use Category	Acres
Retail Commercial	5462
Conservation/Parks/Recreation	1,558
Industrial	10,470
Institutional/Public	1,864
Mixed-Use	9,499
Residential	218,950
Transportation, Utilities, and Communication	382

Source: 2004 Update to the Land Use Plan, MDC, Hall County Planning Department.

Note: Not all land uses illustrated on the accompanying map are presented in this table, land uses not designated in the unincorporated portions of the county have not been included. Information on acreage for land use designation in the city of Gainesville can be found in table 15.



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Hall County Future Land Use Map



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Hall County Future Land Use Map (Gainesville Detail)

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6.3.6.0: City of Gainesville Annexation Areas

Through the joint planning process of the City and County in this plan, the land uses in most areas of future annexation by the City have been agreed to by both jurisdictions. Over the years, voluntary annexation of land into the City of Gainesville has created small pockets of County land that are surrounded by or significantly influenced by lands within the City limits. While this situation can happen along any boundary, City and unincorporated areas are particularly intermingled along the southern and western edges of Gainesville. Because of the potential for infill and redevelopment, and fine grain of uses in many of these areas, well conceived projects may be proposed for annexation that are not in specific conformance with the land use designation for that area. In order to protect the interests of area residents and landowners, while allowing for some flexibility in such situations, specific policies are offered to help manage such requests.

Annexation Policies:

1. Where an annexation request is made in clear non-conformance with the County land use designation for the property, the City and County staffs will work together to try and develop a program to make the proposal compatible with City and County development goals prior to formal submittal of the application for County Land Use review.
2. When the area proposed to be annexed is surrounded by City land and no impact on County territory is identified, it is the intent of the County to defer to the City on land use impact related issues, excluding instances subject to extraordinary circumstances that dictate otherwise.

In addition to the Future Land Use Plan for the City, there are additional planning elements with goals and policies that will influence the future of the City. The elements are summarized in the following sections of this document and additional information can be found in the complete plan element as part of the Gainesville Hall County Comprehensive Plan.

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6.3.7.0: PROGRAMS

Hall County and the City of Gainesville are committed to undertaking a variety of programs to implement the land use goals and objectives discussed above. These programs break down into four major categories. For the most part, the city and county will be the lead implementation agencies.

1. Regulatory/Growth Management: The city and county have begun to revise their development codes (zoning, subdivision, etc.) to conform to the comprehensive plan. Additionally, they are examining appropriate amendments to zoning maps to implement the future land use map. The time frame for this effort will be 2-4 years.
2. Fiscal/Financial: Both jurisdictions will examine a range of tools to deal with the cost of growth, including impact fees (which the county already has) and fiscal impact assessment requirements for new development. The time horizon for this effort is 2-3 years.
3. Capital Investment: The city and the county have already initiated a program to provide water and sewer services to areas targeted for development in the plan. This is a multi-million dollar effort that will help bring a better balance to the property tax base in the county. Additionally, the county and city will refrain from making capital investments in rural areas that are not slated for urban/suburban intensity growth. It is estimated that the initial water/sewer construction projects will take 2-4 years.
4. Interagency Cooperation: The city and county have begun exploring a joint, coordinated annexation policy that reflects the comprehensive plan policies. This effort will take 2-3 years.

While many of these programs will be implemented over an extended period, there are short-term actions that can be taken to ensure that the efforts are begun and demonstrate progress. A short-term work program is set forth in the final section of this element.

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6.3.8.0: IMPLEMENTATION SYSTEMS AND TOOLS

This section sets forth specific systems and tools that will be created or amended during the planning period to achieve the goals and objectives set forth above. These tools fall into four broad categories: (1) administrative systems (e.g., site plan review); (2) land development regulations; (3) fiscal and financing tools; (4) other growth management tools (e.g., urban growth boundaries, concurrency requirements, intergovernmental cooperation). The tools are keyed to the four overarching plan land use goals.

6.3.8.1: Development Quality

THE CITY OF GAINESVILLE WILL:

1. In cooperation with Hall County, prepare a comprehensive local preservation plan, including a comprehensive resource survey, to build on historic preservation efforts currently underway. The plan should present a vision and goals for the local program and recommend tools such as a local tax credits (we already have a local HP ordinance) to address threats to historic resources.
2. Conduct educational programs for citizens and in schools about the historic and cultural resources in the city and county. The city will also encourage the use of federal and state tax incentives for historic preservation.
3. Continue to take steps to achieve Certified Local Government (CLG) designation.
4. Revisit the city zoning ordinance to conform with the new comprehensive plan and consider adoption of residential and commercial design standards, as well as updates to landscaping and similar development quality regulations. O.K. Continue to enforce existing quality standards such as those relating to tree protection.
5. Take steps to implement the recommendations of the Midtown Redevelopment Plan, including increased code enforcement.
6. Implement "neighborhood planning units" and neighborhood-based plans to strengthen and improve neighborhoods throughout the city.
7. Finalize draft parks master plan and begin implementation.

HALL COUNTY WILL:

1. Revise its Unified Development Code (UDC) to include residential, commercial, and industrial design and site planning standards that will significantly upgrade the overall quality of development in terms of appearance, provision of open space, lighting, traffic management, and compatibility with surrounding development. Existing provisions regarding tree protection, landscaping/screening, and signage will be significantly revised to adopt more modern approaches that will improve development quality and ensure that new development is compatible with existing neighborhoods. This project is currently underway and scheduled to be completed in 2004.
2. Protect natural resources throughout the county by encouraging more compact development in and around the county's established municipalities and reducing the allowable residential densities in rural areas. New zoning and subdivisions provisions will be drafted as part of the UDC project to require a minimum amount of open space and encourage conservation subdivisions in rural areas that will allow smaller lots in return for preservation of additional open space. Historic resources will be targeted for protection through the conservation subdivision process.

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3. Explore the development of a septic system maintenance and enforcement program to ensure that septic systems are functioning properly and do not have an adverse impact on water quality.
4. Revise existing Planned Development District standards to require higher levels of development quality, community amenities, and environmental protection as a trade-off for flexibility with uses and density.
5. Draft new temporary use standards to ensure that temporary uses such as parking lot sales and carnivals are conducted in a safe and compatible manner.
6. During Phase 2 of the UDC update project, consider revisions to its regulations relating to hillside development, watershed protection, and similar environmental issues.
7. In cooperation with the City of Gainesville, assist in the preparation of a comprehensive local preservation plan to build on historic preservation efforts currently underway. (Don't want to over commit at this point on a lower priority issue.)
8. Evaluate the benefits of seeking designation as a Certified Local Government (CLG) designation for historic preservation purposes. Designation requires adoption of a local preservation ordinance and appointment of a preservation commission, among other steps.
9. Continue working on parks master plan to enhance quality of life in county.

6.3.8.2: Efficient Growth

TO ENCOURAGE EFFICIENT GROWTH, THE CITY OF GAINESVILLE WILL:

1. Through zoning code and map revisions, increase development densities in selected locations where adequate public facilities are available or planned.
2. Extend public infrastructure and services only into those areas designated for urban/suburban level growth in the comprehensive plan.
3. Develop a coordinated annexation policy with Hall County that encourages denser development to take place within municipal boundaries.
4. In coordination with the City School Board, develop a plan to address impacts of annexations on school resources in order to balance out the City's desire to expand along with the School Board's ability to provide education through the 'No Child Left Behind' mandate.
5. Implement the storm water model ordinances as dictated by the Metropolitan North Georgia Water Planning District.

TO ENCOURAGE EFFICIENT GROWTH, HALL COUNTY WILL:

1. Through zoning code and map revisions, target new development in areas with adequate public services and infrastructure by increasing permissible development densities/uses in such areas while reducing allowable densities in rural areas/districts that cannot be efficiently served.
2. Focus new development around Gainesville and other municipalities by rezoning land in these areas and creating new zone districts that allow a variety of compatible denser developments in appropriate areas.
3. Develop a coordinated annexation policy with the City of Gainesville that encourages denser development to take place within municipal boundaries.

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4. Create new commercial and industrial zone districts that accommodate modern commercial and industrial uses in locations with good access and adequate public infrastructure.
5. Extend water, sewer, and other public infrastructure to areas designated in the plan for more intensive commercial, industrial, and residential development.
6. Adopt new mixed-use and revised planned development districts to encourage and expedite more efficient mixed-use projects.

6.3.8.3: Fiscally Sound Growth

TO ENCOURAGE FISCALLY SOUND GROWTH, GAINESVILLE WILL:

1. Continue to take steps to implement the Midtown Redevelopment Plan that will encourage new infill commercial and industrial development.
2. Explore the adoption of impact fees for key public facilities and services.
3. Provide adequate land and infrastructure for commercial/industrial development to achieve a better balance with residential development in the community.
4. Work closely with the Greater Hall County Chamber of Commerce to improve regional marketing efforts and improve site selection database for potential businesses.

TO ENCOURAGE FISCALLY SOUND GROWTH, HALL COUNTY WILL:

1. Undertake rezoning to create a better balance between residential and non-residential development in the county. This will generally entail reducing residential densities and the total acreage available for residential development and increasing available land for commercial/industrial areas as depicted in the future land use map.
2. In the UDC update, include fiscal impact assessment requirements for major new developments to enable the county to more accurately determine the costs and benefits associated with such developments.
3. Explore adequate public facility regulations to ensure that public infrastructure and is available concurrently with new development.
4. Review existing impact fee requirements and consider expanding to cover other facilities and services.
5. Work closely with the Greater Hall County Chamber of Commerce to improve regional marketing efforts and improve site selection database for potential businesses.

6.3.8.4: Maintain Urban/Rural Distinction

GAINESVILLE WILL:

1. Review its zoning and other development regulations to determine if there are any unnecessary impediments to appropriate and desirable urban-density development within the city.
2. Adopt new zone districts (e.g., commercial, industrial) that will accommodate and encourage new development in appropriate locations.
3. Develop a coordinated parks and open space plan with Hall County and undertake targeted land acquisition to maintain open space and buffers between rural and urban areas.
4. Consider infill design and development standards that ensure that new infill/redevelopment in the city is compatible with existing development.

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HALL COUNTY WILL:

1. Target new development, redevelopment, and infill to areas with existing infrastructure, existing cities, and designated activity centers. Study appropriate rezonings in accordance with future land use map to implement this goal.
2. Adopt new zone districts (e.g., commercial, industrial) that will accommodate and encourage new development in appropriate locations.
- 3.
4. Explore adequate public facility regulations to ensure that public infrastructure and is available concurrently with new development.
- 5.
6. Revise tree protection and screening requirements to help maintain rural character and buffer views of new development from public roads.
7. Adopt a coordinated annexation policy in cooperation with Gainesville. Explore such policies with other county municipalities.
8. Develop a coordinated parks and open space plan with the City of Gainesville and undertake targeted land acquisition to maintain open space and buffers between rural and urban areas.

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6.3.9.0: SHORT-TERM WORK PROGRAM

Table 17: Gainesville Major Implementation Actions

Major Actions	Time Frame	Estimated Cost	Responsible Party	Comments
1. Draft county/city preservation plan with implementation tools and seek CLG status*	2005	\$50,000	City staff with county assistance	Since the City is further along in its process (i.e. ordinance has been passed and Commission formed, it needs to be separated
2. Undertake targeted revisions to city zoning ordinance to implement comprehensive plan; revise standards to encourage infill and reduce unnecessary processing delays	2004-5	\$35,000	City staff +consultant	
3. Implement Midtown and Downtown Plans. Step up code enforcement in Midtown	2004-5		City staff	
4. Begin work on neighborhood plans to include designation of boundaries and guidelines	2004-5	NA	City staff	
5. Finish city parks plan.	2004-5	NA	City staff	
6. Extend water/sewer to targeted development locations. *	2004-5	\$15 million	County and city	Seek financial assistance from Ga. Environmental Facilities Authority
7. Review additional development impact fees in county; consider fees in city*	2004-5	NA	County and city staffs	
8. Improve regional marketing.*	2004+		Greater Hall Chamber with assistance from city and county	
9. Adopt coordinated intergovernmental annexation policy and agreement.*	2004-5	NA	County and city staffs	

* Indicates joint action listed in both the city and county tables.

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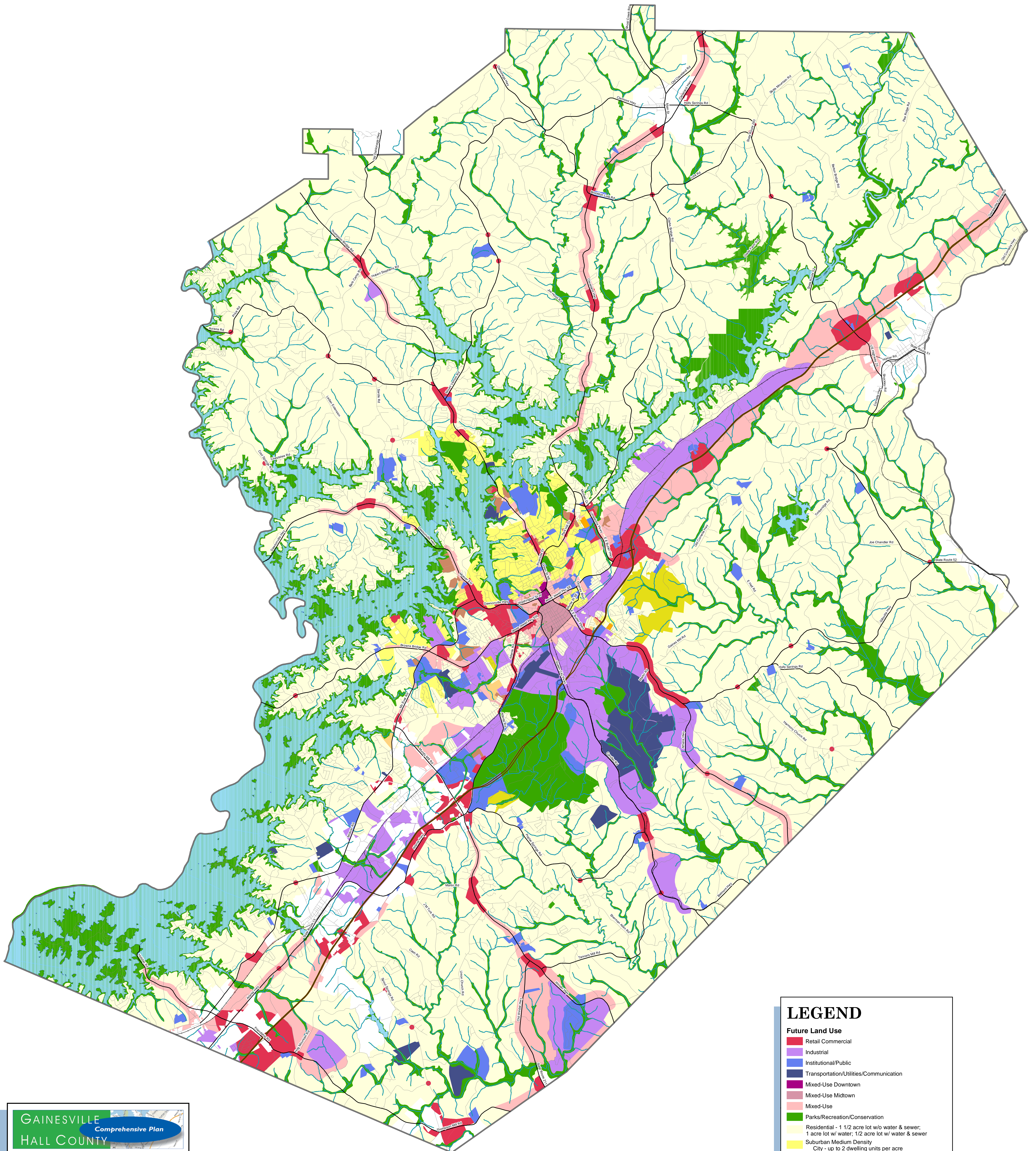
Table 18: Hall County Major Implementation Actions

Major Actions	Time Frame	Estimated Cost	Responsible Party	Comments
1. Comprehensively revise county UDC—quality regulations, environmental standards, fiscal impact assessment, etc.	2003-4	\$150,000	County staff + consultants	80% completed as of 1/1/04
2.				
3. Study revisions to county zoning maps to bring into accord with comprehensive plan	2004-5	NA	County staff	
4. Continue work on county parks plan.	2004-5	NA	County staffs	
5. Extend water/sewer to targeted development locations. *	2004-5	\$15 million	County and city	Seek financial assistance from Ga. Environmental Facilities Authority
6. Review additional development impact fees in county; consider fees in city*	2004-5	NA	County and city staffs	
7. Improve regional marketing.*	2004+		Greater Hall Chamber with assistance from city and county	
8. Adopt coordinated intergovernmental annexation policy and agreement.*	2004-5	NA	County and city staffs	

* Indicates joint action listed in both the city and county tables.

Gainesville/Hall County

Comprehensive Plan Update 2004



LEGEND

Future Land Use

- Retail Commercial
- Industrial
- Institutional/Public
- Transportation/Utilities/Communication
- Mixed-Use Downtown
- Mixed-Use Midtown
- Mixed-Use
- Parks/Recreation/Conservation
- Residential - 1 1/2 acre lot w/o water & sewer; 1 acre lot w/ water, 1/2 acre lot w/ water & sewer
- Suburban Medium Density
- City - up to 2 dwelling units per acre
- Suburban High Density
- City - 2 - 4.0 dwelling units per acre
- Urban Residential Low Density - 4 - 5 per acre
- Urban Residential Medium Density - 5 - 10 per acre
- Urban Residential High Density - 10 - 12 per acre
- Other Municipalities

GAINESVILLE
Comprehensive Plan
HALL COUNTY

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Miles

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Adopted June 24, 2004
Amended May 12, 2005 (County)

GAINESVILLE AND HALL COUNTY COMPREHENSIVE PLAN



TRANSPORTATION ELEMENT

ADOPTED: JUNE 24, 2004
AMENDED: MAY 12, 2005

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7.0.0.0: INTRODUCTION AND STUDY BACKGROUND

7.0.1.0: STUDY AREA OVERVIEW

Mule Camp Springs, a trading post at the convergence of two Indian trails, was chartered as the City of Gainesville by the Georgia General Assembly in December 1823. During the 1800's, Gainesville slowly grew as a result of its mining, trading, services, and farming industries. In 1871, the area's first railroad – a route connecting Atlanta and Charlotte, North Carolina – initiated a significant expansion of Gainesville's economic affluence. The community became a resort center drawing patrons seeking its cool summer climate and nearby healing springs. New manufacturing activities, such as shoe factories, tanneries, carriage makers, corn mills and cotton gins, were generated in the late 1800's. This economic growth was accompanied by the addition of churches, cemeteries and schools to the community's infrastructure.

Gainesville's urban development continued well into the 20th century, and today has become one of the fastest growing counties in Georgia. Agriculture and agribusiness have become the mainstays of economic stability in the vicinity. Informally known as the Poultry Capital of the World, Gainesville and Hall County now generate over \$720 million in poultry related products and services annually.

Recent rapid growth from new residents has contributed to the community's ongoing transition from a predominantly rural area to an increasingly affluent urban area. Lake Lanier, providing 540 miles of shoreline along the western County boundary, offers visitor and residential amenities that contribute significantly to the County's economy and quality of life. New residents seeking a broader range of services, amenities and entertainment outlets have caused growth in service sectors to soar to an all-time high.

7.0.2.0: TRANSPORTATION SYSTEM CHARACTERISTICS

The backbone of the Gainesville-Hall County transportation system is its roadway network. Gainesville is a crossroads for numerous state highways, as is evident from the number of radial routes, which extend outward from downtown like the spokes of a wheel. As both a major destination and a way point for trips in the northeast Georgia region, the Gainesville-Hall County roadway system serves automobile and truck transportation for both local and regional trips. The mobility of trucks on this network is particularly important to the vitality of Gainesville's industries.

Key transportation routes in Hall County include Interstate 985 and arterials such as E.E. Butler Parkway, Green Street/Thompson Bridge Road, Browns Bridge Road, and Jesse Jewel Parkway. These routes combine with collectors and local streets to form the County's roadway system. Lake Lanier serves as a major traffic generator for residential, tourism and recreation trips in the region and currently requires five bridges to provide necessary mobility and connectivity for travelers and residents. A center for employment and commercial, medical, and educational facilities and services, Gainesville is a regional transportation hub for Hall County as well as neighboring counties such as Jackson, Banks, Franklin, Stephens, White, Habersham. As a result, congestion peak periods not only include commuter periods but also a noon time rush hour. A recent study of traffic volumes on Jesse Jewel Parkway showed that the noon time vehicles per hour rate was as high or higher than the 5:00 PM count and double that of the 8:00 AM count.

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E.E. Butler Parkway is a four-lane divided arterial. Traffic flows predominantly southbound (or eastbound) during the morning and northbound (or westbound) during the afternoon, peaking during the typical morning and evening heavy travel periods. E.E. Butler Parkway serves significant truck traffic between the industrial areas in the eastern portion of the City of Gainesville and I-985, with traffic volumes highest near I-985 and decreasing slightly approaching downtown Gainesville.

On the Green Street/Thompson Bridge Road corridor, traffic flow is highly directional during peak periods, with the flow predominately southbound in the morning and northbound in the evening. In addition, a mid-day peak period, extending from about 11:00 am to 1:00 pm, exhibits a roughly 50/50 directional split.

Browns Bridge Road and the western portions of Jesse Jewel Parkway are predominantly lined with strip commercial development, such as fast food restaurants, gas stations, and strip mall shopping. The traffic characteristics are typical of these adjacent land uses, with morning and afternoon peak periods overshadowed by a long mid-day peak period. The highest traffic volumes on this corridor are recorded on Jesse Jewel Parkway just west of E.E. Butler Parkway.

Downtown Gainesville contains an excellent sidewalk system, which connects government and office buildings, downtown merchants, and major parking areas. However, the location of sidewalks outside of the downtown area is sporadic.

7.0.3.0: TRANSPORTATION PLANNING PROCESS

Transportation planning is a continuous process in which planning factors, such as growth and needs assessments, are monitored and identified deficiencies evaluated. Long-range transportation plans cover at least a 20-year period and must be updated regularly to reflect changes in development patterns, travel demand, legislative requirements, political issues, available funding levels and other factors. Throughout recent history, Gainesville-Hall County has emphasized transportation planning, including the City's transportation plan adopted in 1997. Hall County's growth necessitates a proactive process to support quality decision-making.

Transportation in the Gainesville and Hall County area has reached a significant milestone. U.S. Census 2000 population for the Gainesville and Hall County area was 139,277, making it one of 76 newly designated urbanized areas nationwide. That designation triggers federal requirements impacting the transportation planning process. Urbanized areas are required to establish a Metropolitan Planning Organization (MPO) and comply with the federally regulated metropolitan planning process. An MPO is made up of representatives from local governments, the State Department of Transportation, and local/regional transportation and planning agencies and authorities. The MPO's duties and responsibilities are outlined in Title 23 CFR Part 450 of the U. S. Code of Federal Regulations in April 2004.

On February 25, 2003, Georgia's Governor designated the Hall County Planning Department as the MPO for the Gainesville-Hall County Transportation Study (GHTS). The newly designated GHTS metropolitan planning process is expected to establish a cooperative, continuous, and comprehensive framework for making transportation investment decisions.

The GHTS process was launched on January 9, 2004. The MPO's Committees met and adopted the MPO Bylaws and held their first official meeting. MPOs have an established schedule for their transportation planning work program. Generally, each MPO is required to develop a short-range transportation improvement program (TIP) based on a long-range

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transportation plan. Development of the plans follows a federally prescribed transportation planning process.

7.0.4.0: COMPREHENSIVE PLAN TRANSPORTATION ELEMENT

Transportation's role of providing essential mobility to communities is critical and thereby warrants a significant level of analysis. The Community Facilities element of the Comprehensive Plan incorporates infrastructure inventory and needs assessment for all City and County services, including transportation, schools, and water and sewer. Recognizing transportation as essential to community comprehensive planning, the City of Gainesville and Hall County focused the Transportation element of the Comprehensive Plan on addressing the following:

- Transportation Inventory
- Transportation Assessment
- Transportation Goals and Implementation

The transportation component establishes several strategies for addressing the transportation challenges resulting from rapid growth, changing land use development patterns, opportunities for business development and air quality requirements. The sequence of inventorying transportation facilities and assessing transportation needs in turn leads to the development of goals and a framework for implementation. The framework to be used to develop responses to transportation needs is the urban Metropolitan Planning Organization (MPO) process. The process requires analysis and assessment of existing and future transportation needs, followed by development of the implementation solutions required to meet the needs.

To ensure that participants in the comprehensive planning process are aware of current available facilities and to determine performance of the transportation system, an inventory of the existing system was conducted and the system's performance was assessed. The existing roadway network and committed projects were identified and included in a travel demand forecast model to determine conditions in the plan's horizon year, 2030. The Georgia Department of Transportation (GDOT) had previously initiated an update of the transportation model for Gainesville and Hall County as part of a more comprehensive regional transportation planning effort. It was fortunate that the two work programs could be coordinated and provide insight about transportation impacts from land use alternatives being considered in development of the comprehensive plan. After forecasting future conditions and identifying deficiencies, potential transportation investment strategies to improve the 2030 network and meet previously articulated community goals were evaluated.

The GHTS model reflects socio-economic distribution for the most recent land use plan for the Gainesville and Hall County area. The traffic analysis zones in the model take into consideration the expected residential and employment densities in the land use plan. This makes the transportation plan a more responsive tool, reflecting the area's development and more sensitive to transportation demands.

Public involvement is important to good planning. Public involvement activities soliciting community input and concerns were scheduled and conducted as part of the Gainesville-Hall Planning Process Manual.

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7.0.5.0: CHALLENGES

The location of Gainesville-Hall County requires a special transportation context. The County features its own MPO as well as a small portion of the metropolitan Atlanta urbanized area. Regional issues become local concerns and local issues must be dealt with regionally. The area's transportation challenges must be met not only in the context of local constraints, such as funding and the growth of congestion, but also within regional air quality restraints.

As Gainesville and Hall County grow internally and regionally, congestion in downtown Gainesville will be a continuing challenge. With little available right-of-way, the traditional response to congestion – road widening – becomes less and less practical. One of Gainesville-Hall County's public policy principles is that increasing capacity in downtown Gainesville would only be implemented after careful consideration and study. Another guiding principle for the plan is that alternative transportation modes, such as transit, sidewalks, bike paths, and travel demand management techniques, will continue to be emphasized to accommodate increasing growth and demand on the system.

One way the City and County are working to help resolve this issue is by including signal upgrades in its program of projects. Another initiative, the Midtown Greenway, will use CSX Railroad right-of-way as a multiuse trail, thus offering pedestrian and bicycle transportation modes as viable alternatives to vehicles.

Hall County is facing a challenge similar to that experienced by the City of Gainesville as portions of the County, particularly in the south, become urbanized: providing mobility in a more congested, high value property environment. As a result, strategies similar to those considered within the City of Gainesville must be employed in the County's urbanized area. However, the greater percentage of vacant property in rural Hall County will enable growth challenges to be met by the full range of transportation improvements. For instance, regional facilities can be widened in the County at less cost than within the City and urbanized areas. The County is aggressively addressing this challenge by programming improvements to SR 347 and the Lanier Access Road.

Gainesville and Hall County will be faced with many challenges, including implementing long and short-term transportation planning. The City and County are experiencing aggressive population and employment growth, which is expected to continue into the future. It is also expected to be declared in non-attainment for air quality under the Environmental Protection Agency's (EPA) 8-hour standards. The federal transportation planning process takes into account and balances transportation needs and environmental impacts. The 1998 Transportation Equity Act for the 21st Century (TEA-21) and the Clean Air Act Amendments (CAAA) of 1990 challenge policy makers to maximize mobility, connectivity, and accessibility while protecting the environment. In areas that exceed federal air quality standards, the transportation planning process must ensure that transportation programs perform within the limits of federal emissions restrictions. Once the Gainesville-Hall County area has been designated as a non-attainment area under the CAAA, the federal transportation planning and air quality restrictions will apply.

The greater Atlanta air quality non-attainment area currently includes 13 counties and is expected to grow to 20 or 21 counties after the new non-attainment designations are made. Transportation plans in the 13 currently designated counties conform to emission requirements as set forth in the State Implementation Plan (SIP) as a condition of federal transportation funding eligibility. After designation as an air quality non-attainment area, Gainesville-Hall County will become part of the Atlanta non-attainment area and will be required to test ozone

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production from capacity-adding transportation projects before the projects can be programmed. Also, because it is EPA's practice to declare full counties in non-attainment, the long and short-term transportation plans developed by GHTS for the entire City and County must conform to the adopted existing SIP. As of January 2004, the EPA designation of Hall County as a non-attainment area had not been made.

7.1.0.0: TRANSPORTATION SYSTEM INVENTORY

The transportation network is a key element in determining a county's ability to grow, function, and meet the mobility needs of its residents. This section provides a multimodal inventory of the GHTS area's existing transportation network and discusses current revenue sources for funding transportation projects.

7.1.1.0: CLASSIFICATION FEATURES OF ROADWAY NETWORK AND VEHICLE MILES OF TRAVEL (VMT)

GDOT is responsible for classifying all roads in the public road system by geographic location in rural, small urban, or urban areas according to the character of service they are intended to provide. Functional classification was determined for each road in the network using GDOT's classification system to reflect the facility's service characteristics. Functional classification is a necessary step toward assessing and evaluating the effectiveness of the roadway network. Individual roads depend on surrounding and intersecting roads to create a functioning network or transportation system. Functional classification assists in describing the existing and future road network by categorizing the role of various types of roads in the network. Classifications used and their major features are described below.

- **Interstates** – Defined as significant highways that feature limited access and continuous, high-speed movements for a wide variety of traffic types. Of the 2,610 lane miles in the GHTS area, Interstate 985 comprises 66 (14 in Gainesville) lane miles (three percent) and 669,019 daily VMT (19 percent of the system).
- **Arterials** – Classified as major or minor, these roads connect activity centers and carry large volumes of traffic at moderate speeds. The arterial system in the GHTS area totals approximately 253 (55 in Gainesville) lane miles, or 10 percent of total lane miles. Examples of major arterials are U.S. Highways 23 and 129 and State Routes 11, 13, 53, 60, and 369. The daily VMT on arterial roadways is 1,005,029 (28 percent of the system).
- **Collectors** – Typically allow access to activity centers from residential areas. Their purpose is to collect traffic from streets in residential and commercial areas and distribute it to the arterial system. The collector system incorporates over 575 (87 in Gainesville) lane miles, or 22 percent of the total roadway system. The daily VMT on collector roadways is 1,650,324 (47 percent of the system).
- **Local Streets** – Feed the collector system from low volume residential and commercial areas. Local streets are usually found in subdivisions and rural areas. There are approximately 1702 (187 in Gainesville) lane miles (65 percent) of roads classified as local in the GHTS area. The daily VMT on local streets is 199,853 (six percent of the system).

Figure 1 shows the 2000 roadway facilities by functional classification. Figure 1-A shows the road network by number of lanes.

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Figure 1

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Figure 1-A

7.1.2.0: ROADWAY CAPACITY

The Gainesville-Hall County transportation travel demand model incorporates features of the area's transportation network and provides insights into the system's capacity. Key to identifying potential current and future deficiencies, modeled lane miles of roadway able to accommodate traffic volumes of varying intensity by functional class are shown in Table 1. Current roadway capacities are mapped in Figure 2. While the GHTS area's roadway capacity is significant, recent rapid growth in population and employment will challenge the system's ability to continue to provide acceptable levels of service.

Table 1: 2000 Roadway Capacities by Functional Class

Functional Class	Less than 20,000	20,000-24,999	25,000-29,999	30,000-34,999	Greater than 35,000	Total
City of Gainesville						
Interstate	0	0	0	13.1	0	13.1
Arterial	7.1	40.1	2.9	1.4	0	51.5
Collector	82.3	19.6	0	0	0	101.9
Local Road	23.5	0	0	0	0	23.5
Ramps	0.4	0	0	0	0	.4
Sub-Total	113.3	59.7	2.9	14.5	0	190.4
Remainder of Hall County						
Interstate	0	0	0	53.9	0	53.9
Arterial	55.3	23.3	7.8	10.1	41.1	137.5
Collector	526.4	28.4	4.7	1.9	0	561.4
Local Road	175	0	0	0	0	175
Ramps	4.1	0	0	0	0	4.1
Sub-Total	760.7	51.7	12.5	65.9	41.1	931.9
Grand Total	874	111.4	15.4	80.4	41.1	1,122.3

Source: Georgia Department of Transportation

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Figure 2

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Table 2 provides additional details about the performance of the base year 2000 roadway network in the GHTS area. Volume to capacity (v/c) ratios for interstates and ramps are approaching levels of congestion that are a concern. Vehicle Miles Traveled (VMT) offers a base statistic for road utilization by functional classification.

Table 2 : 2000 System Performance by Functional Class

Functional Class	Avg. Congested Speed (mph)	AADT	Avg. Volume/ Capacity Ratio	Vehicle Miles Traveled (VMT)	Percentage of Total VMT
Interstate	55	19,333	0.7	669,019	18.9%
Arterial	49	9,561	0.4	1,005,029	28.6%
Collector	29	2,453	0.2	1,650,324	46.7%
Local Road	26	1,073	0.1	199,853	5.8%
Ramps	24	4,665	0.8	20,214	0.6%

SOURCE: GEORGIA DEPARTMENT OF TRANSPORTATION

7.1.3.0: NUMBER OF LANES

The 2,610 lane miles in the GHTS area comprise a total of 1,272 roadway miles. Total roadway miles by number of lanes are provided below.

- One-lane road – 68 miles
- Two-lane road – 1,134 miles
- Three-lane road – 6 miles
- Four-lane road – 63 miles
- Five-lane road – 0.5 mile
- Six-lane road – 0.5 mile

The roadway network in the GHTS area is diverse with a concentration of two-lane roads throughout. This is in keeping with the higher percent of local collector roads that serve the area.

7.1.4.0: AVERAGE ANNUAL DAILY TRAFFIC (AADT) VOLUMES

Existing traffic volume field counts and AADT counts are prepared and reported by GDOT. The raw counts are collected and adjusted to reflect average traffic volumes at particular locations on an annual basis. Total daily roadway volumes for 2000 are mapped on Figure 3. Table 3 also contains area traffic volume data from 1992 to 2002. Changes in traffic volumes along the various routes have also been calculated. The general trend of significantly increased traffic volumes from 1992 to 2002 on the road network reflects significant growth in population and employment. The heaviest traveled roadways are I-985, SR 11, SR 365, SR 53, SR 369 and SR 60.

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Figure 3

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Table 3 : Historic and Existing Gainesville-Hall County Traffic Volumes

Highway (Station No.)	Count Location	1992 AADT	2002 AADT	10 Year Percent Increase
US129 (121)	Just west of I-985 intersection	28,298	37,115	31%
US129 (134)	North of Green St. – northern Gainesville	30,415	38,035	25%
SR 13 (194)	South of Armour St. – southern Gainesville	32,866	34,990	6%
US129 (116)	Just east of Gainesville City Limit	16,380	28,528	74%
US23 (212)	South of Ramsey Rd. – northeast of Gainesville	18,376	32,057	74%
SR 53 (267)	Just west of Sidney Lanier Bridge	17,043	22,785	34%
SR 53 (285)	Just south of I-985 in Oakwood	23,584	32,489	38%
SR 60 (303)	South of I-985 and north of Candler	6,652	11,367	71%
I-985 (409)	North of Friendship Rd. in south Hall	26,352	43,834	66%
US23 (215)	Just south of Lula Rd.	18,151	29,160	61%
SR 369 (429)	West of Keith Bridge Rd. near Lake Lanier	12,305	15,734	28%

Source: Georgia Department of Transportation Traffic Count Data

7.1.5.0: PAVEMENT CONDITION

Pavement condition is described in Table 4. Pavement Service Rating (PSR) is a standard measure of pavement condition used by GDOT to rate pavement statewide. Total lane miles assigned a PSR are provided for each functional classification in Hall County. PSR is collected by GDOT for state system roads only.

Table 4 : 2001 Pavement Condition of Lane Miles by Functional Classification

Functional Class	Poor (PSR <3.5)	Average (PSR 3.5-4)	Good (PSR 4.1-4.5)	Excellent (PSR 4.6-5)	Total
City of Gainesville					
Interstate	0	0	0	14.0	14.0
Arterial	17.9	7.1	10.6	11.4	47.0
Collector	19.8	17.6	1.9	1.8	41.1
Sub Total	37.7	24.7	12.5	27.2	102.1
Remainder of Hall County					
Interstate	0	0	0	52.3	52.3
Arterial	45.5	51.5	33.3	52.9	183.2
Collector	47.2	95.9	49.5	57.2	249.8
Sub Total	92.7	147.4	82.8	162.4	485.3
Total	130.4	172.1	95.3	189.6	587.4

Source: Georgia Department of Transportation

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A majority of the major road pavement in the GHTS area is in average to excellent condition (78 percent). There are 130 lane miles of pavement rated in “poor” condition (a PSR of less than 3.5). The standard practice of GDOT is to program for rehabilitation or replacement pavement on state roads identified as being in “poor” condition. Local roads are the responsibility of the local governments and are usually improved using City or County resources. These roads are eligible for City/County contracts made available annually by GDOT to assist local governments with local off-system facilities.

7.1.6.0: PUBLIC TRANSPORTATION

Almost 94% of Hall County households have at least one vehicle available for use on the County transportation network, leaving almost 3,000 households dependent on alternative modes including the County’s transit system. Hall Area Transit (HAT) offers fixed route and demand response service for Hall County riders. The fixed route service, including stops and the transfer station, is mapped on Figure 4. The entire fleet consists of 14 vehicles, with six assigned to the fixed route (Red Rabbit) and eight for demand response. Total revenue, including farebox and charter, for transit service in Hall County during fiscal year 2003 totaled \$768,267. This covered 97.5% of the operator’s costs leaving a \$19,365 deficit for the system.

7.1.6.1: Fixed Route

There are four fixed routes: three operating in the City of Gainesville and one that serves Gainesville and portions of Oakwood. There is a local transfer station where all buses meet once per hour to allow convenient passenger transferring. HAT has no other transit or intermodal terminals, exclusive rights of way, or public transit corridors. All of the fixed route vehicles are wheelchair lift-equipped for the ability to transport mobility-impaired customers.

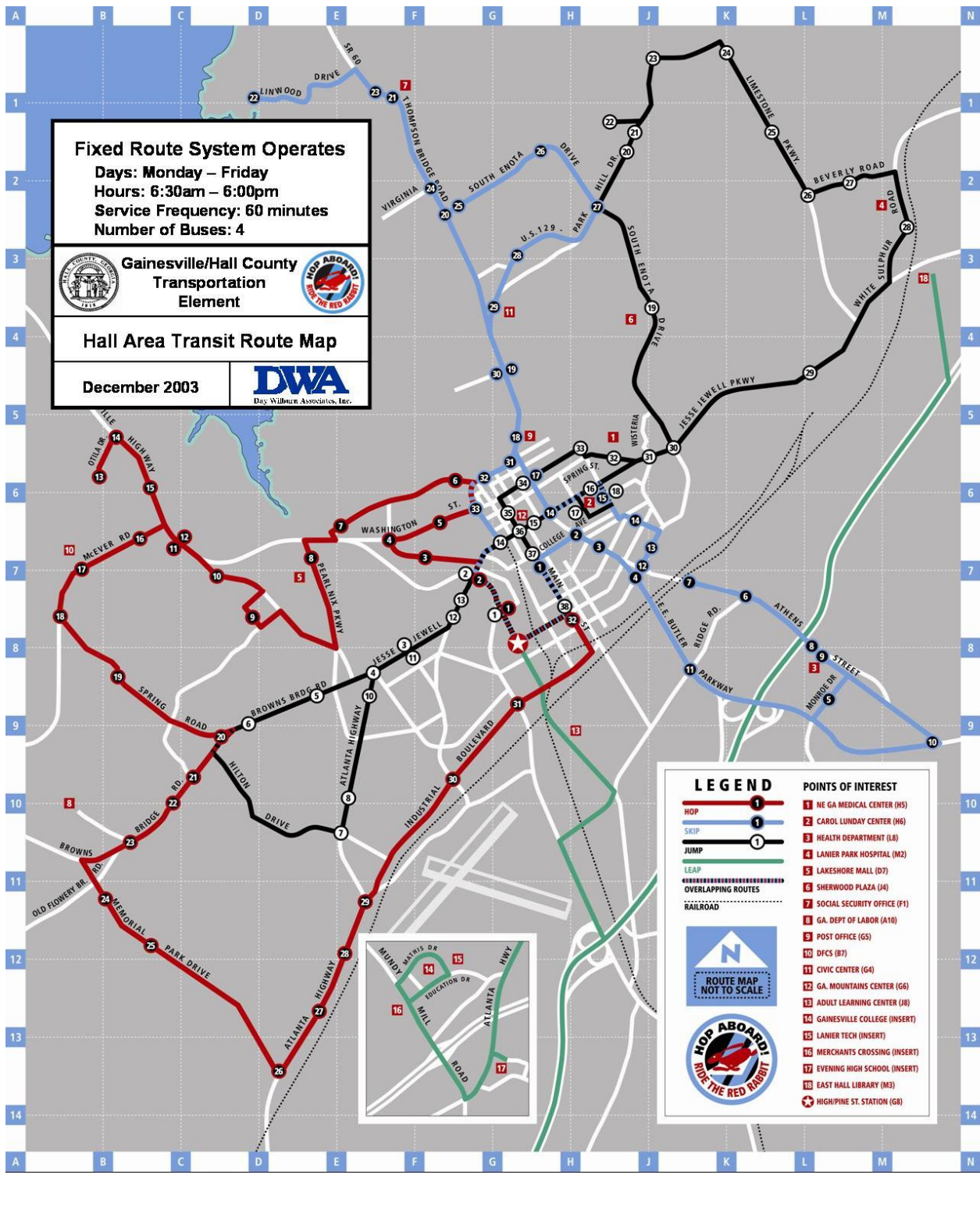
Major trip generators include Conagra Poultry, Fieldale Farm Corporation, Kubota Manufacturing, Mar-Jac Poultry, Northeast Georgia Medical Center, Lanier Park Hospital, Imaging Center, Dialysis Centers, Lanier Tech and Gainesville Community College. Boardings for FY2003 were 35,616, with 9,849 service hours and 134,004 service miles.

7.1.6.2: Demand Response (Paratransit)

Demand response service is offered throughout the service area, which includes all of Hall County. The paratransit service is a reservation-based system, requiring at least 24 hours advance notice. The operation utilizes scheduling software. Customers use this service for all needs that are not met by the fixed route service. Six of the eight vehicles are wheelchair lift-equipped for the ability to transport mobility-impaired customers. This service takes customers to jobs, social activities, school, and other activities that increase quality of life for citizens of Hall County. Boardings for FY2003 were 36,177, with 11,371 service hours and 187,899 service miles.

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Figure 4 – Hall Area Transit Map



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7.1.7.0: BICYCLE AND PEDESTRIAN FACILITIES

Georgia's Bicycle Master Plan, created by GDOT, proposes a network of 14 named and numbered routes totaling 2,943 miles that are or will be particularly well suited for bicycle use. The Statewide Bicycle Route Network includes a State Bicycle Route within the Gainesville-Hall County borders. State Bicycle Route 55 runs north-south along US 23 north to Gainesville and then along SR 284 to the County line for approximately 26 miles. There is currently no comprehensive sidewalk inventory for the study area. Multiuse trails in the Gainesville area include Rock Creek Greenway, the Elachee trail system, Midtown, and a potential conversion of CSX railroad right-of-way in Midtown. An off-road mountain biking trail is located at Chicopee Woods in Gainesville.

As demonstrated throughout the Comprehensive Plan, the increasing population and transportation demand growth of the study area requires increasing transportation opportunities. The need for continuing to offer additional bicycle and pedestrian facilities can be traced to the overall need for transportation infrastructure throughout the County to meet the increasing demand. The aggressive pursuit of relatively inexpensive alternative transportation modes including the bicycle/pedestrian initiatives described in this element will help relieve the capital costs of expanding roadway infrastructure.

7.1.8.0: VOLUME TO CAPACITY RATIOS

As shown in the system performance table (Table 2), 2000 volume to capacity ratios are a concern on the interstates and ramps. Figure 5 is a map of the 2000 volume to capacity ratios, which represent the Level of Service (LOS) information. Further discussion of LOS is included in the assessment of the existing network conditions in section 7.2.2.0. Roadway sections that are in need of monitoring and evaluation for potential congestion concerns because of v/c and LOS are identified. Demand for capacity resulting from increasing population and employment will ultimately create congestion deficiencies without an increase in capacity or alternate modes.

7.1.9.0: ACCIDENT FREQUENCY

Table 5 shows 2001 crashes, crash rates, and fatality rates by functional classification. Crash and fatality rates are shown as number of crashes/fatalities per million vehicle miles traveled (MVMT). Figure 6 maps the crash and fatality data safety concerns. In order to flag the most significant crash and fatality rates, roadway sections with crash and fatality rates greater than one-half of a standard deviation above the statewide averages (399 for crashes and 2.02 for fatalities) are identified on Figure 6 for further consideration.

Table 5 : 2001 Crashes and Fatalities by Functional Class

Functional Class	Crashes	Crash Rate (crashes per MVMT)	Fatality Rate (fatalities per MVMT)
Interstate	0	0	0
Arterial	1,704	267	2.35
Collector	2,012	303	0.75

Source: Georgia Department of Transportation

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Figure 5

Figure 6

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7.1.10.0: BRIDGES

Table 6 shows the sufficiency ratings of bridges by functional classification. Bridges with a sufficiency rating less than 50 are deficient. Figure 7 shows the location and classification of bridges and state routes. Figure 7 identifies the sufficiency ratings so that deficient bridges may be located.

Table 6 : 2002 Bridge Sufficiency Ratings

Functional Class	Less than 50 (deficient)	50-59.9	60-69.9	70-79.9	80-89.9	90-100	Total
City of Gainesville							
Interstate	0	0	0	0	0	0	0
Arterial	0	1	0	4	0	3	8
Collector	0	0	0	0	1	1	2
Local Road	0	1	1	0	0	2	4
Sub-Total	0	2	1	4	1	6	14
Remainder of Hall County							
Interstate	0	0	0	3	1	6	10
Arterial	1	3	1	4	6	8	23
Collector	4	4	5	6	14	10	43
Local Road	2	1	3	4	11	35	56
Sub-Total	7	8	9	17	32	59	132
Grand Total	7	10	10	21	33	65	146

Source: Georgia Department of Transportation

The seven deficient bridges are on routes not used for evacuation purposes; therefore, the bridge system is adequate to evacuate the population.

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Figure 7

7.1.11.0: AVIATION

The Lee Gilmer Airport (GVL) provides private general aviation air service including fuel sales and aircraft storage. The airport is located just east of the City of Gainesville, with access provided by SR 60 and Aviation Boulevard. The airport's main runway is 5,500 feet long by 100 feet wide. The airport also offers a 4,000-foot by 100-foot runway during daylight hours. With 106 based aircraft (including corporate jets), the airport averages approximately 100 operations per day.

GVL is considered a Level III – Business airport of regional impact by GDOT. This is defined as capable of accommodating commercial aircraft or a variety of business and corporate jet aircraft. For Level III airports, a minimum runway length objective of 5,500 feet has been established; ideally, operations at Level III airports should also be aided by a precision instrument approach. Although GVL does not currently have an instrument landing system (ILS), they have been allocated federal funding for implementation. An ILS should be in place within the next two years.

7.1.12.0: RAIL

Two major active freight rail lines run in a north-south direction through Hall County. The Norfolk Southern Atlanta/Greenville line parallels US 23 and passes through Flowery Branch, Gainesville, and Lula. The CSX line runs south from Gainesville to Athens. AMTRAK provides daily passenger service along this line with a Gainesville station stop in each direction. The Georgia Rail Passenger Program (GRPP) envisions future commuter rail service between Atlanta and Gainesville, as well as intercity service to Greenville, South Carolina.

Commuter rail between Atlanta and Gainesville is a second phase development of the Commuter Rail Program. The line would have seven stations beginning at Lenox and going to Norcross, Duluth, Suwannee, Sugar Hill, Oakwood and Gainesville. The GDOT study projects that there would be more than 7,000 daily passenger trips and a substantial part of the operating costs could potentially be recovered from the farebox (estimated recovery about 60 percent)¹.

The same line would serve as part of an intercity rail program also envisioned by GDOT. The Intercity Rail Passenger Plan explores the possibility of intercity rail passenger services between Atlanta and Greenville, South Carolina, going through Gainesville. The service is projected to attract 128,000 passengers annually by 2020². Implementation of the service is expected to cost approximately \$104 million.

¹ GDOT Commuter Rail Study.

² GDOT Intercity Rail Passenger Plan.

7.2.0.0: ASSESSMENT OF CURRENT AND FUTURE CONDITIONS

Based on population projections and transportation demand, the future transportation needs of the community cannot be met by the existing transportation facilities and services. Additional improvements are needed, and the basis for this conclusion is provided in this section.

7.2.1.0: POPULATION AND EMPLOYMENT

Table 7 demonstrates the growth in population and employment under the base and 2030 land use scenarios. The base scenario reflects the land use as of 2000 as well as the Census 2000 population and employment. The 2030 land use reflects the land use plan adopted by Gainesville and Hall County and the anticipated 2030 population and employment generated by the plan.

Table 7 : Population and Employment

Land Use Scenario	Population	Employment
Base (2000)	139,277	64,973
2030 Estimates (% increase over base)	445,371 (219%)	280,000 (331%)

Source: Hall County

TRANSPORTATION

In February of 2003, the Hall County Planning Department was designated, by the Governor of Georgia, as host agency for the Metropolitan Planning Organization (MPO) for the Gainesville - Hall Area Transportation Study. The Gainesville-Hall MPO (GHMPO) is responsible for the transportation planning activities within the urbanized area and for conducting comprehensive transportation planning. The Transportation Equity Act for the 21st Century in 1998 has increased the responsibility of the MPO and the participating local governments in this arena, and expanded the range of transportation projects available for federal funding. The Gainesville-Hall MPO is in the process of completing a Long-Range Transportation Plan. The ongoing efforts of the Gainesville-Hall MPO will be instrumental in addressing the transportation needs of Hall County in the future based upon population and employment trends.

7.2.2.0: EXISTING NETWORK CONDITIONS

The base network performance statistics demonstrate existing congestion and safety needs for the current level of employment and population residing in the GHTS area. The 2000 network is serving 3.54 million vehicle miles traveled (VMT). The network's average congested speeds by functional classification are:

- Urban Arterial – 31.5 mph
- Rural Arterial – 53.2 mph
- Urban Collector – 25 mph

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➤ Rural Collector – 35.5 mph

Level of service (LOS) is a performance measure commonly applied to evaluate service and capacity. It is calculated using traffic volumes to road capacity (v/c) ratios. For example, a roadway that is operating at full capacity has a v/c ratio of 1.0; at half capacity, 0.5. Level of service is graded, with LOS A indicating completely uncongested conditions while LOS F represents bumper-to-bumper stop and go traffic. LOS E is identified by a v/c ratio of over one (1.0). LOS C and D are congested but considered acceptable (between 0.7 and 1.0) in urban areas. The existing GHTS network has 51.2 lane miles with a v/c ratio of greater than 0.7 but less than 1.0. There are 6.1 lane miles with v/c ratios of 1.0 and above. Figure 5 shows v/c ratios calculated for the existing roadway network.

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7.2.3.0: FUTURE NETWORK CONDITIONS AND CAPACITY NEEDS

Figure 8 shows roadway volumes forecast for 2030 by the travel demand model. The model computes forecast volumes through a combination of a variety of factors, including current and future (2030) population and employment coupled with the existing roadway network and committed roadway projects. Use of the model helps determine locations of roadway sections that are likely to be congested in the future based on projected growth and committed projects.

Existing 2000 network performance was compared to the current City of Gainesville and Hall County comprehensive plans and the comprehensive plan projected to 2030. Figure 9 graphically depicts v/c ratios based on future (2030) land use and population and employment forecasts. Table 8 compares VMT, lane mile v/c ratios, and average speeds calculated based on existing and forecast population, employment and land use.

Table 8 : 2030 Network Performance

Performance Measure	Base (2000)	2030 Plan
VMT	3.54 million	8.4 million (+137%)
V/C Equal to or Greater than 0.7 but Less than 1.0	51.2 lane miles	264.3 lane miles
V/C Greater or Equal to 1.0	6.1 lane miles	105.6 lane miles
Average Speed – Urban Arterial	31.5 mph	28.9 mph

Source: Georgia Department of Transportation

Forecast network vehicle miles of travel (VMT) increase by 137 percent from the base. Correspondingly, forecast congested lane miles increase substantially between 2000 and 2030. Urban arterial speeds decreased slightly. Figure 9 shows the 2030 network forecasted v/c ratios for the compact comprehensive plan adjusted for comparison purposes. Potentially congested roadways in 2030 are SR 60 northwest of Gainesville, I-985, SR 13 in south Hall, SR 53, and others (red on Figure 9). GHTS will be evaluating these corridors and other congestion needs in its transportation planning process.

The GHTS process will incorporate use of the model to develop its short-term program of projects and long-term transportation plan. The MPO process will utilize more resources than just the model in its process by incorporating activities to involve the public throughout the ongoing planning process. GHTS will work closely with GDOT to develop the program of projects through the comprehensive transportation planning process that meets the transportation capacity needs identified in this study (Figure 8) and other factors.

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Figure 8

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Figure 9

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7.2.4.0: PROGRAMMED IMPROVEMENTS

Projects identified in the State Transportation Improvement Program (STIP) are listed in Table 9. These projects constitute committed GDOT road projects for the next three years. GHTS will be incorporating the STIP projects into their planning efforts to refine the needs analysis and determine transportation needs after these projects are implemented. Not included in Table 9 is GDOT project number 142292 which is programmed to improve the deficient bridge on SR 323 south of Lula. The other bridges identified as deficient are recommended for consideration.

Table 9: Short-Range Transportation Improvement Projects

Project No.	Description
0005288	Upgrade traffic signals along SR 11 BUS and SR 98
122150	Widen SR 11 from SR 332 in Talmo to SR 323 in Hall County
132250	Passing lanes on SR 52 from 1 mile north of SR 365 to south of Julian Wiley Road
132995	Replace bridge on SR 52 @ Candler Creek south of Lula (identified as deficient-Table 6)
142290	Replace bridge on SR 52 @ Chattahoochee north of Lula
142291	Replace bridge on SR 284 @ Chattahoochee north of Gainesville (identified as deficient- Table 6)
142294	Replace bridge on SR 332 @ Walnut Creek southwest of Candler
162430	Widen SR 347 from I-985 to SR 211
170735	Widen Lake Lanier Access Road from I-985 to Lake (3-4 lanes)
M002112	Deck replacement at three locations in Hall County
M002113	Deck replacement at two locations in Hall County
T000241	FY 2004 Access to Jobs for Gainesville
T000674	FY 2005 Access to Jobs for Gainesville
T000944	FY 2006 Access to Jobs for Gainesville
SPLOST	Sardis Radial Connector (from Dawsonville Highway to Thompson Bridge Road)
SPLOST	Phase 2 of Skelton Road (from Browns Bridge to Exit 16 on I-985)

Source: Georgia Department of Transportation

7.2.5.0: COST ESTIMATES AND FUNDING SOURCES

Meeting transportation needs over the next three decades will require significant funding. Estimated costs to meet congestion needs were prepared and are shown in Table 10. The plan was prorated to allow a proper comparison with the current plan. The implementation cost of the full-proposed plan is also included in the table. Effective traffic operations solutions are suggested where possible to avoid more costly widening projects.

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Table 10: Estimated Cost of Congestion Solutions

Activity	Cost per Lane Mile	2030 Needs
Operations Improvements – Rural	\$250,000	\$30.8 million
Operations Improvements – Urban	\$400,000	\$56.4 million
<i>Operations Subtotal</i>		<i>\$87.2 million</i>
Widening – Rural	\$1.8 million	\$103.3 million
Widening – Urban	\$2.1 million	\$101.2 million
<i>Widening Sub-total</i>		<i>\$204.5 million</i>
Grand Total		\$291.8 million

Source: Georgia Department of Transportation

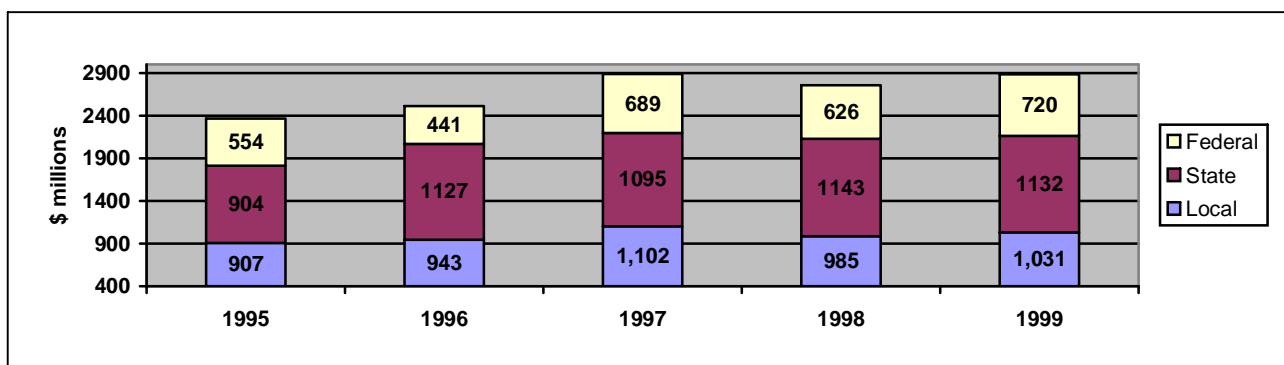
If population and employment control totals as included in the current plan are applied, the model predicts congestion needs that can be met through widening and operations projects. The estimated cost of build-out congestion solutions is \$291.8 million through 2030.

Funding for transportation improvements in the GHTS area has been approximately \$13 million per year for the past five years. Funding for the next three years is expected to increase to \$15.3 million per year. Assuming no radical change in funding policies, it is estimated that approximately \$350 million will be available through 2030

GHTS programs are eligible for many types of federal and state funding for transportation improvements. Local sources of funding are often necessary to match state or federal funds. In Georgia, identifying state and local sources to match potential federal revenues is a challenge. To help augment state revenues, areas can enact Special Purpose Local Option Sales Tax (SPLOST) programs if approved in a voter referendum. While SPLOST programs can add significant amounts of revenue, they have specific time frames for collections that make program continuity subject to voter approval. In an effort to gain more funds for transportation, Hall County enacted a SPLOST. To date, nearly \$88 million of the projected SPLOST revenues of \$116 million total has been spent on road projects.

Georgia relies most heavily on the motor fuel tax to fund its transportation projects. In Georgia, four taxes are levied on motor fuel: federal (18.4 cents), two state per gallon taxes (7.5 cents and 3 cents, respectively), as well as state sales tax (1 percent). Figure 10 demonstrates the breakdown of funding for Georgia’s roadways between federal, state, and local sources.

Figure 10 : Source of Funds for Roadway Projects in Georgia (1995-1999)



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Source: US Department of Transportation, Highway Statistics 1996-2001

Funding will continue to be an issue at all levels of government, and new innovative approaches to funding projects will be developed. Transportation programs must continue to be developed and prioritized despite financial constraint challenges.

7.2.6.0: PUBLIC TRANSIT

A viable option for Hall County travelers is Hall Area Transit's Red Rabbit fixed route and demand response service (Figure 4). Based on existing capacity and ridership data, the service has the capacity to serve a significant percentage of travelers choosing an alternative to personal vehicle travel. According to a ridership survey conducted in June 2003, approximately 60 percent of fixed route riders use the system during peak hours. A comparison between annual fixed route peak hour capacity (51,000) and current estimated annual fixed route peak hour ridership (19,900) indicates a significant supply of transit capacity. Assuming ridership increased at the same rate as the expected population increase (134 percent by 2030), the resulting ridership of 46,600 is within current capacity.

7.3.0.0: TRANSPORTATION GOALS AND IMPLEMENTATION

The development of the Gainesville-Hall County Comprehensive Plan included significant opportunities for public involvement. A series of monthly open forums were held to involve the public. The July and November 2003 forums were dedicated to transportation. Goals and objectives for the Gainesville-Hall County Comprehensive Plan were developed; the transportation goals and objectives are discussed below.

7.3.1.0: GOALS AND OBJECTIVES

The following section outlines the goals and policies Gainesville and Hall County will use to address the transportation issues.

Goal 1: Adequate Transportation System

Gainesville and Hall County will provide a transportation system to move people and goods with a level of service that supports economic development goals and maintains a high quality of life.

Objective 1: Gainesville and Hall County will establish a goal for arterial and collector roads in all urban and suburban areas of Level of Service E, and for arterial and collector roads in all rural areas of Level of Service D.

Objective 2: Gainesville and Hall County will develop a land use plan and review development approvals based on the goal of exceeding or maintaining the above levels of service on all roads that currently meet this standard.

Objective 3: Gainesville and Hall County will take actions to alleviate congestion on those roads that do not currently meet this standard.

Objective 4: Gainesville and Hall County will place a priority on transportation projects that directly support economic development goals.

Goal 2: Transportation Alternatives

Gainesville and Hall County will continue to explore and promote mechanisms to alleviate traffic congestion through the use of alternative modes of transportation and better management of the existing road network.

Objective 1: Gainesville and Hall County will develop standards to ensure that sidewalks are developed along urban and suburban roadways.

Objective 2: Gainesville and Hall County will continue to work with Hall Area Transit to provide an appropriate transit system to serve the community.

Objective 3: Gainesville and Hall County will explore transportation demand programs to alleviate congestion in major employment areas, and continue to support carpooling activities in the County.

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To meet the community goals and objectives, the County's Capital Improvement Program must accommodate transportation needs identified by GHTS in the annual update of their Transportation Improvement Program (TIP). Also, Hall Area Transit is conducting ongoing strategic planning to consider future service expansion, as well as a Comprehensive Operational Analysis.

7.3.2.0: TRANSPORTATION INVESTMENT STRATEGIES

An inventory of potential strategies to be evaluated through the formal transportation planning process, including use of the transportation model, public input, and the experience and knowledge of the study team, is listed in this section. These strategies have the potential to reduce congestion, increase capacity, and improve the quality of life in Hall County in the future. Programs to address identified needs in Hall County will be drawn from the categories presented below.

- Growth Management
- Alternative Improvements
 - Transportation Demand Management
 - The Clean Air Campaign
 - Pedestrian and Bicycle Improvements
 - Cleaner Fuels and Vehicle Inspections
 - Passenger Rail
- Safety and Operations
 - Traffic System Operations Optimization
 - Intersections and Interchanges
- Infrastructure Enhancements
 - High Occupancy Vehicle Facilities
 - Intelligent Transportation Systems
 - Road Widening
 - New Roads

7.3.2.1: Growth Management

To meet the challenges of increasing growth forecast for Gainesville and Hall County over the next 30 years, growth must be actively managed. Managing the type and location of growth reduces traffic congestion and provides a better quality of life. Mixed use planning on a regional, community, and activity center level will improve accessibility to major destinations.

By clustering or concentrating mixed uses, community residents have access to most of their daily needs within a short distance, maintaining the option of using alternative modes of transportation. Schools, shopping centers, and places of employment are popular destinations and should be developed in locations providing maximum accessibility by the residents of the community or region. Land use can be an important tool for enabling growth and controlling congestion.

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7.3.2.2: Alternative Improvements

The Gainesville-Hall County plan focuses on decreasing single occupancy vehicle (SOV) usage by offering alternatives and encouraging other modes of travel.

7.3.2.2.A: TRANSPORTATION DEMAND MANAGEMENT

An important strategy in reducing overall traffic congestion is implementation of Transportation Demand Management (TDM) strategies. TDM strategies help reduce traffic congestion by decreasing the number of vehicle trips. This is accomplished by increasing both vehicle occupancy and by combining multiple trips. Encouraging the establishment of carpool and vanpools, and promoting transit ridership on the Red Rabbit, or express bus is important to reducing the number of vehicle trips. Facility investments can support TDM strategies. High occupancy vehicle (HOV) lanes and park and ride facilities, support the use of TDM alternatives.

Other TDM strategies include lower parking rates for carpools and subsidized transit use. TDM can also impact peak period travel volumes by encouraging business owners to engage telecommuting, flexible work schedules, and compressed work weeks. Using each trip cost effectively by combining uses, such as grocery and dry cleaning trips, may be promoted. Encouraging installation of features to provide convenient bicycle and pedestrian access is yet another TDM strategy.

The strategic placement of park and ride lots can be successful in reducing trips and increasing occupancy by providing a central meeting location for commuters to carpool to work or board transit. Park and ride lots provide a safe and convenient location for carpool and transit riders to meet close to their homes without requiring that each passenger be picked up at each individual home. Hall County has one park and ride lot, located at the I-985/SR 53 interchange, which provides 126 spaces. A nearby park and ride lot located in Gwinnett County at I-985 and SR 20 provides 335 spaces.

Active employer participation is key to the success of TDM in the work place. It is also proven that there are many kinds of businesses that can benefit from TDM. Experience has demonstrated that reducing commute trips will increase worker productivity. Energy and time spent on commuting can be redirected to enhance productivity. Many employers have established telecommuting programs and increased employee productivity. Some use financial incentives to encourage employees to rideshare. There are employers who have transportation coordinators on staff to run vanpool programs and personalize ride-matching.

Focusing TDM strategies around activity centers is critical for a variety of reasons. Within activity centers, implementation of strategies is focused on developing public-private partnerships by establishing Transportation Management Initiatives (TMIs) or Transportation Management Associations (TMAs). These are typically comprised of local businesses that partner with government agencies to provide transportation solutions, such as ride-matching services, discount transit passes, and shuttle services. Resulting policies and actions improve congestion, traffic flow, and air quality.

Support for TDM initiatives is available from GDOT and The Clean Air Campaign for ridesharing and initial program start-up and coordination. Appropriate TDM strategies are available for consideration.

7.3.2.2.B: THE CLEAN AIR CAMPAIGN

The Clean Air Campaign (CAC) is a not-for-profit organization funded primarily by U.S. Department of Transportation Congestion Mitigation and Air Quality (CMAQ) funds, in association with business and government sponsorships. The CAC has established commuter programs at the Federal Highway Administration – Georgia Division, Metropolitan Atlanta Rapid Transit Authority (MARTA), Cherokee County, Gwinnett County, the Atlanta Regional Commission (ARC), the Metro Atlanta Chamber of Commerce, GDOT and the Environmental Protection Division and more.

The CAC offers a variety of programs and services to employers, employees and individuals throughout the metropolitan Atlanta region, while also serving as a clearinghouse for information and education. Programs include:

- Employer assistance in setting up commute options, including carpooling and vanpooling, telecommuting, and transit pass programs.
- Financial incentive programs for commuters to encourage the use of carpooling, vanpooling and transit.
- A public information campaign that includes mass advertising, public relations, a speakers bureau, and community outreach.
- Distribution of smog alert notifications on behalf of the Georgia Environmental Protection Division.

Gainesville and Hall County can initiate a variety of alternative commute programs, including vanpools, ride-matching and telecommuting, with the help of the Clean Air Campaign. To meet the increasing demand, inexpensive Clean Air Campaign strategies may be considered.

7.3.2.2.C: PEDESTRIAN AND BICYCLE IMPROVEMENTS

Used for recreation as well as transportation, pedestrian and bicycle facilities serve as an integral element of a multimodal transportation network. Pedestrian and bicycle facilities are vital for providing links to transit, accommodating short trips between neighborhoods and community facilities, and providing circulation between land uses in denser activity centers. Gainesville-Hall County has demonstrated regional leadership in providing alternative multi-use paths. The connection of neighborhoods to activity centers, including employment centers, community facilities, and retail opportunities, by way of pedestrian and bicycle facilities will improve resident accessibility to these locations. Demand for bicycle and pedestrian facilities has grown substantially since the inception of ISTEPA and TEA-21, which provided more funding for these modes.

There are two basic categories or forms of bicycle improvements: on-road facilities and off-road paths or trails, which include bike lanes, widened curb lanes, bike routes, multi-

use paths, and designated bike routes. Bicycle users have varying levels of expertise; therefore, different types of facilities are desirable to different types of users. Cyclists are typically separated into three groups, Type A, Type B, and Type C, which are described in the *AASHTO Guide for the Development of Bicycle Facilities* as follows:

- *Type A Cyclists:* Advanced or experienced riders who generally use their bicycles as they would a motor vehicle.
- *Type B Cyclists:* Basic or less confident adult riders who may also be using their bicycles for transportation purposes, e.g., to get to the store or to visit friends, but prefer to avoid roads with fast and busy motor vehicle traffic unless there is ample roadway width to allow easy overtaking by the faster traveling motor vehicles.
- *Type C Cyclists:* Children, riding on their own or with parents, who may not travel as fast as their adult counterparts but still require access to key destinations in their community, such as schools, convenience stores and recreational facilities.

On-road facilities, such as designated bike routes, widened curb lanes or striped bicycle lanes immediately adjacent to vehicle travel lanes, serve mostly experienced cyclists (Type A) who use their bicycles as they would a motor vehicle. Less experienced Type B and Type C cyclists favor the security of wider roadways, less traffic, and off-road, multi-use paths.

7.3.2.2.D: CLEANER FUELS AND VEHICLE INSPECTIONS

Gainesville-Hall County is part of a 25-county Department of Natural Resources (DNR), Environmental Protection Division Fuel Control Area. Under the DNR publication *Rules for Air Quality* (Chapter 391-3-1), acceptable sulfur levels and Reid Vapor Pressure are defined. Cleaner fuels minimize harmful fuel emissions from vehicles and other motorized equipment, such as the formulation of seasonal ozone, that lead to degraded air quality. Technological advances will continue to provide cleaner fuels.

Vehicle inspection programs detect vehicles that contribute to the degradation of air quality. Pursuant to the federal Clean Air Act, all counties in the state with ambient air levels of ozone or carbon monoxide in excess of the National Ambient Air Quality Standards (NAAQS) must have regular vehicle emissions testing. If Gainesville-Hall County is declared non-attainment, a vehicle inspection program will be instituted.

7.3.2.2.E: PASSENGER RAIL

During the middle of the term of the Plan, Gainesville-Hall County will assess interest in developing a detailed study of rail terminal needs for Amtrak, commuter rail, and high-speed rail in the Gainesville area. The study will be prepared in cooperation with GDOT and the Georgia Rail Passenger Authority and is estimated to cost approximately \$100,000.

7.3.2.3: Safety and Operations

Non-capacity adding projects, such as safety and operational projects, can address specific location or community needs. These improvements address the need to maximize the

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efficiency and safety of the existing roadway network as a foundation for providing an overall transportation system that meets future demands. Safety and operational projects normally address issues such as sight distance limitations, sharp turning radii, intersection angles, and signage placement. The projects are essential to meeting the transportation needs of the community without adding roadway capacity.

Small-scale improvements can be incorporated into the existing roadway network to improve the flow of traffic, and they usually have a relatively short completion schedule and lower cost than roadway widening or new construction. Whenever possible, traffic operation improvements should be considered before determining the need for a widening or new construction project. Traffic operations can be optimized in many ways, including providing inter-parcel access, adding medians, closing curb cuts (driveways), adding turn, acceleration or deceleration lanes, or installing or upgrading traffic signals. Coordinated signal timing plans link together the operations of a series of traffic signals located close enough together to impact traffic conditions along an entire corridor. Developed to vary by time of day and day of week, coordinated signal timing plans improve the efficiency of signal operations along congested corridors, increasing the corridor's effective capacity by 10 to 15 percent. Current signalization and signage infrastructure is recommended to be expanded and improved to accommodate future needs. The efficient use of signalization, signage, and pavement markings significantly increase the effectiveness of existing infrastructure avoiding costly capacity improvements.

Operational improvements are likely solutions to many of the roadway sections showing current and future higher volume to capacity ratios in Figures 5 and 9. Cost estimates of capacity improvements were refined to include less expensive potential operational improvements in Table 9.

7.3.2.4: Infrastructure Enhancements

The most costly of potential solutions can be infrastructure enhancements. However, implementation of additional improved infrastructure such as HOV facilities and Intelligent Transportation System (ITS) features may prove to be the most cost-effective solution.

7.3.2.4.A: HIGH OCCUPANCY VEHICLE FACILITIES

Implementing high occupancy vehicle (HOV) facilities reduces congestion and vehicular demands on roadways by reducing single occupancy vehicle (SOV) use. Commuters using multiple occupancy means of travel, from carpools and vanpools to commuter (express) bus and local transit service, are encouraged by the travel time advantages provided. Installation of HOV facilities should be further examined, especially on I-985, to reduce future traffic demand and congestion.

7.3.2.4.B: INTELLIGENT TRANSPORTATION SYSTEMS (ITS)

Implementation of Intelligent Transportation Systems (ITS) utilizes technology to improve the safety and efficiency of the roadway system without increasing the physical size of roadway facilities. ITS strategies are used to relay information to travelers concerning congestion and incidents, as well as address railroad crossing safety and efficiency, aid emergency vehicles in efficient operation, and provide emergency operational and medical assistance to motorists. Through real time observation of traffic conditions and vehicle queuing patterns along entire corridors, ITS allows for development and implementation of new strategies to reduce congestion. Quick detection and better

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management of incidents minimizes congestion, enhancing the overall performance of the network. For example, in the event I-985 is temporarily closed, the coordination of signals on alternate routes would enhance traffic flow in emergencies. ITS technology provides the option of immediate, dramatic, and comprehensive changes from a single computer station during an emergency. ITS is an attractive alternative to explore in the future.

7.3.2.4.C: ROAD WIDENING AND NEW ROADS

Road widening and development of new roads may be necessary in Gainesville and Hall County. Because it is a dynamic growing area, there may be a need to increase capacity and to provide new roadway facilities. These are issues that will be engaged by the new MPO which was launched on January 9th. These options are carefully evaluated in the transportation planning process to determine the transportation needs and identify the benefits of new capacity options.

According to travel demand model results and socioeconomic forecasts, several corridors in the Gainesville-Hall area are becoming congested and will require improvements into the future beyond those already in the program. Several corridors were discussed in the transportation element but bear repeating. The growth projected for north Hall will create a demand for improvements in the SR 283 corridor east of Clermont, SR 60 north of Gainesville, US 129 north of Gainesville, and in the SR 52 corridor west and north of US 23. Again, growth in the more urbanized south Hall will create a demand for improvements along the following corridors: I-985, SR 13, SR 53, and McEver. The Gainesville area is forecast to grow as well, creating the need for improvements on radials and connections to the Lake and east such as Brown's Bridge and Dawsonville Highway.

7.3.3.0: SUMMARY

The Gainesville-Hall Metropolitan Planning Organization transportation planning process is underway and GHTS is conducting the GDOT process following federal guidelines. The process is a proven, resilient and effective method of assessing existing and future transportation conditions in a land use setting. The Gainesville-Hall Comprehensive Plan, developed during the establishment of the GHTS process, will assist the City and County in integrating land use and transportation decision-making to accurately anticipate future need.

Transportation needs were identified in congestion, safety, pavement condition, and bridges. The GHTS process will incorporate the findings of this element into its needs assessment. GHTS will also incorporate the GDOT committed STIP projects as solutions to the identified needs. Remaining long-range needs will be specifically identified and incorporated in a program of projects for short, intermediate, and long-term implementation.

Gainesville-Hall County is recognized as a growth area with challenges to be met not only from continued growth but also from inclusion in the Atlanta air quality non-attainment area. This study estimated future transportation funding through 2030 based on previous transportation funding. Based on growth, costs for increasing transportation needs through 2030 for the City and County were also estimated. The GHTS process will refine cost estimates and estimates of future funding by completing additional model runs, public involvement and further analysis.

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The effective, responsive and needs-based transportation planning process is offering the community a living tool that will help prepare for the transportation challenges of the future.