

City of Lula

2019 Comprehensive Plan Update



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I. COMMUNITY AGENDA

(Material for the Purpose, Required Components and Required Procedures has been taken from the appropriate sections of Georgia Department of Community Affairs' "Standards and Procedures for Local Comprehensive Planning.")

A. PURPOSE

The purpose of the Community Agenda is to lay out a road map for the community's future, developed through a very public process of involving community leaders and stakeholders in making key decisions about the future of the community. The Community Agenda is the most important part of the plan, for it includes the community's vision for the future, key issues and opportunities it chooses to address during the planning period, and its implementation program for achieving this vision and addressing the identified issues and opportunities. The Community Agenda is intended to generate local pride and enthusiasm about the future of the community, thereby making citizens wish to ensure that the plan is implemented.

B. REQUIRED COMPONENTS

Plan Elements

This comprehensive plan serves to meet the requirements and intent of the Georgia Department of Community Affairs' "Minimum Standards and Procedures for Local Comprehensive Planning," as amended in 2013, and the Georgia Planning Act of 1989. It is essential that the plan be prepared in compliance with these rules and guidelines in order for the City of Lula to maintain its Qualified Local Government (QLG) status. Further, State law requires that the government update its comprehensive plan every 5 years.

"The purpose of Minimum Standards is to provide a framework for the development, management and implementation of local comprehensive plans at the local, regional and state government level. They reflect an important state interest: healthy and economically vibrant cities and counties are vital to the state's economic prosperity."

(1) Community Goals. *The purpose of the Community Goals element is to lay out a road map for the community's future, developed through a very public process of involving community leaders and stakeholders in making key decisions about the future of the community. The Community Goals are the most important part of the plan, for they identify the community's direction for the future, and are intended to generate local pride and enthusiasm about the future of the community, thereby leading citizens and leadership to act to ensure that the plan is implemented.*

(2) Needs and Opportunities. *This is the locally agreed upon list of Needs and Opportunities the community intends to address. Each of the needs or opportunities that the community identifies as high priority must be followed-up with corresponding implementation measures in the Community Work Program. The list must be developed by involving community stakeholders in carrying out a SWOT (strengths, weaknesses, opportunities, threats) or similar analysis of the community.*

(3) Community Work Program. *This element of the comprehensive plan lays out the specific activities the community plans to undertake during the next five years to address the priority Needs and Opportunities, identified Target Areas (if applicable), or to achieve*

portions of the Community Goals. This includes any activities, initiatives, programs, ordinances, administrative systems (such as site plan review, design review, etc.) to be put in place to implement the plan.

Local comprehensive plans in Georgia are also required to include an assessment of compliance and consideration for the appropriate regional water plans for each community as well as an assessment of their broadband capacity. The standards for the last element have not been completed at the time of this document but the City will provide a brief analysis of their needs and objectives in an effort to provide advance compliance, and will amend this material as needed in the future.

Consideration of the Regional Water Plan and the Environmental Planning Criteria

During the process of preparing its comprehensive plan, each community must review the Regional Water Plan(s) covering its area and the Rules for Environmental Planning Criteria... to determine if there is need to adapt local implementation practices or development regulations to address protection of these important natural resources. The community must certify that it has considered both the Regional Water Plan and the Rules for Environmental Planning Criteria when it transmits the plan to the Regional Commission for review.

This is to certify that as part of this planning process appropriate staff and decision-makers have reviewed the *Metropolitan North Georgia Water Plan*, the *Georgie Mountains Regional Plan*, and the *Georgia State Rules for Environmental Planning Criteria* (O.C.G.A. 12-2-8) and taken them into consideration in formulating this local plan. No conflicts were identified between this document and the other documents

In addition to the core required elements Lula is required to produce the land use element for aid in the coordination of their development goals and improvement projects.

Land Use Element. *The Land Use Element, where required, must include at least one of the two components listed below:*

(a) Character Areas Map and Defining Narrative. Identify and map the boundaries of existing or potential character areas (see definition in Chapter 110-12-1-.05) covering the entire community, including existing community sub-areas, districts, or neighborhoods.

(b) Future Land Use Map and Narrative. Prepare a Future Land Use Map that uses conventional categories or classifications to depict the location (typically parcel by parcel) of specific future land uses. If this option is chosen, prepare the Future Land Use Map using either of the land use classification schemes described below and include a narrative that explains how to interpret the map and each land use category.

Broadband Internet Access

As communities move forward the importance of access to reliable and high-speed, high capacity internet connections cannot be overestimated. Unserved and underserved areas of Georgia will not remain economically competitive without sufficient internet infrastructure, as this technology becomes the default utility for all manners of communication.

To address this issue in 2018 the Georgia General Assembly amended the provisions of local planning in Georgia by passing the "Achieving Connectivity Everywhere (ACE) Act," intended to facilitate the enhancement and extension of high-speed internet access in communities that lack such infrastructure and the vast resources it provides. In time the State will support programs and initiatives aimed at delivering the community improvement and empowerment potential that reliable, high-speed internet access can provide to even the most difficult-to-serve citizens, schools, and businesses. As the first step in planning for this critical, potentially catalytic infrastructure, the "Ace" Act requires all local governments to incorporate the "promotion of the deployment of broadband internet services" into their local plan.

In assessing Lula's access to higher grade broadband technology stakeholders and those that completed public input surveys discussed the general condition and availability of existing internet service providers based on the general distribution of high capacity lines throughout the area. The majority provider within the area (based on geographic area) is Windstream, for which service ratings were considered below average. Both Windstream and Comcast provide major commercial service in the GA 365 corridor, along arterial roads leading westward into the county and to Lula, and along various roads throughout the unincorporated County. There are, however, several gaps in "last-mile" connectivity along more remote rural roads, particularly with regard to higher speed and higher capacity lines.

Based on survey results, public comments, and stakeholder input, there remains a strong need for improved internet access in Lula and the county. The City, likewise, supports improvement programs that will expand local network connectivity and enhance network capacity with an eye toward significantly greater growth.

Priorities for Future Network Enhancements

- Ability to increase "last-mile" connections
- Higher-capacity trunk lines along main corridors
- Expansion of existing and creation of new infrastructure networks

C. PUBLIC PARTICIPATION

As a part of the planning process each local government must provide and implement opportunities to encourage public participation. The purpose of this is to insure that citizens and other stakeholders are aware of the planning process, are provided opportunities to comment on the local plan elements, and have adequate access to the process of defining the community's vision, priorities, goals, policies, and implementation strategies.

At a minimum, the public participation program must provide for: adequate notice to keep the general public informed of the emerging plan; opportunities for the public to provide written comments on the plan; hold the required public hearings; and, provide notice to property owners through advertisements in the newspaper (legal organ) of the planning effort soliciting participation and comments. In addition, the local government must provide opportunities for public participation through other means and methods to help articulate a community vision and develop associated goals and implementation program.

Plan Advisory Committee

The City nominated three individuals to serve as a Plan Advisory Committee. These three local business owners worked with the Mayor and City Manager to provide input and guidance into the amending and updating of issues, opportunities, and general plan objectives. Meetings were held on March 9, and 15th and January 16, 2019.

Public Meetings

Public meetings concerning the comprehensive plan update were held on March 12th and 19th, July 25th of 2018 and February 11, 2019. These forums allowed for public input and questions and gave the City the opportunity to present their considerations for the updated material. The final public meeting on February 11, 2019 also included a SWOT analysis to better gauge what the public believed the city's strengths, weaknesses, opportunities and threats were. A summary of these findings are available in Appendix F. Furthermore, a paper survey and electronic version through Survey Monkey was also conducted during January and February 2019 and the sample survey and results (17 received) are available in Appendix D and E.

Multi-media Interface

The City of Lula utilized available online platforms to promote the plan update process, announce meeting times and locations, and to encourage stakeholder input. Copies of the draft and final material were made available via the web, as well.

Media Interaction

The City's Clerk provided full information and copies of plan material and notifications to the Gainesville Times, Jacobs Media and all other appropriate press associations. Sample legal notice can be found in Appendix F.

II. COMMUNITY VISION

A. LULA PROFILE

Lula, Georgia, straddles the Hall County and Banks County line, situated along the Hwy 365 corridor northeast of Gainesville. Heading north along this route Lula is the first community reached as you progress from the more suburban fringe of metro Gainesville and Atlanta, making your way into the more rural parts of the Appalachian foothills.

The City is one of many in the area with a history defined by the railroad, but now serves as a modest commercial center for this part of the region, amidst a growing number of residential subdivisions. Thanks in part to annexations the municipal population has expanded greatly over the past 20 years, and more growth is poised to come into this part of Hall County such that Lula's role and importance is expected to dramatically expand. The City remains a small rural town but has strong utility services and the capacity to see increased density, and thus the potential to strengthen its unique character.

B. GENERAL VISION STATEMENT

Previous planning standards for Georgia defined a community vision as something “... *intended to paint a picture of what the community desires to become, providing a complete description of the development patterns to be encouraged within the jurisdiction.*” It is required as an element of the comprehensive plan so that communities can truly establish a pure and simple ideal for themselves in a format that is easily expressed and understood.

Visioning provides communities with an opportunity to pause and consider the “big picture” as well as to attempt to clearly define their ideal future. Developing a vision means that community has at least tried to identify current values, describe how they are to be realized in the future and use that image as a foundation for short and long-term planning. As a process, this also requires the community to develop a consensus on what conditions to change or to preserve.

As of 2019 the general vision statement is considered still valid for the City of Lula. The prevailing character of the community has not changed greatly since the vision was conceived in 2012, nor have the external factors and forces changed such that local residents and stakeholders feel a need to change the perceived goals for the community.

“The City of Lula will be:

- ***A quality, safe and attractive hometown where residents can live, work and play;***
- ***A community fostering economic growth for the greater area;***
- ***A community that values its history, protects its natural resources, and works for its people”***

Broken down, the General Vision for the City of Lula represents the following values:

<p><i>A quality, safe and affordable hometown where all residents can live, work and play</i></p>	<p>The foremost objective of Lula is to serve as a high quality place for residents of all generations, conducive to raising families and fostering opportunities for employment and recreation for every household</p>
<p><i>A community fostering economic growth for the greater area</i></p>	<p>Lula is committed to economic growth, both within and around the City in ways that benefit City residents and businesses</p>
<p><i>A community that values its history, protects its natural resources, and works for its people”</i></p>	<p>The City is proud of its individual character and people, wishing to preserve its history and role as a social and civic center in burgeoning northeast Georgia</p>

C. NEEDS AND OPPORTUNITIES

The planning process asks communities to assess the information outlined in an effort to identify issues and opportunities that should be considered when trying to plan for the future. In doing so the communities can more effectively define their objectives and actions to as to better achieve the desired vision.

The following represents a refined listing of Issues and Opportunities for the City of Lula. Most of these were carried over from the first part of the planning process, identified during the development of the Community Assessment. The list has been confirmed and/or refined based on the discussions and analyses throughout the planning process.

NEEDS AND OPPORTUNITIES	MITIGATION STRATEGIES
<i>Economic Development</i>	
Concern for future wage rates within the region	Continue working with the Chamber of Commerce and GMRC to promote the area to employers. Continue to promote education opportunities for local labor force
Need to attract/ retain a variety of retail and service businesses to support residents	Survey residents to identify business needs; Share with developers and realtors Identify land for future development
Possibility of Hwy 365 development detracting from City businesses	Continue streetscape and other efforts to enhance downtown Develop infill and adaptive reuse strategy for empty buildings/lots
Access to growing Hwy 365 corridor	Work with Hall County to create master development strategy around 365 and SR52; Include plans for annexation
Increased tourism within the region	Work with Hall County to create master development strategy around 365 and SR52; Include plans for annexation
Available land for business development	Identify land for future development Develop infill and adaptive reuse strategy for empty buildings/lots

NEEDS AND OPPORTUNITIES	MITIGATION STRATEGIES
<i>Natural and Historic Resources</i>	
<p>Need to maintain access to quality water sources</p> <p>Access to public water and sewer</p>	<p>Maintain water supply permits and monitor withdrawal permits within the area</p> <p>Maintain Service Delivery Agreements with Hall and Banks Counties</p> <p>Work with Counties to ensure application of environmental protection regulations</p>
<p>Diminishing long-term viability of septic systems within a growing region</p>	<p>Develop inventory of septic systems</p> <p>Develop long-term plan for sewer service in the area</p>
<i>Community Facilities and Services</i>	
<p>Need to support and help improve Lula Elementary</p>	<p>Consider Safe Routes to School and other programs to enhance school grounds and location</p> <p>Promote more family events oriented around the school</p> <p>Promote mentoring and other programs to assist educational efforts</p>
<p>Probable need for park space within and around the City</p>	<p>Review long-term park and recreation needs for the area with Hall County</p> <p>Identify land for future recreation center</p> <p>Expand current trail system; Add outdoor fitness space</p>
<p>Need to maintain City facilities and services</p>	<p>Update capital facility planning to aid in budgeting, management of SPLOST funds and application for grants</p>
<p>Need for more road improvements and expansion along arterials and collectors in and around the city.</p>	<p>Maintain connections with GHMPO and routinely monitor progress with road improvement schedule</p>
<p>Need to maintain level of emergency services through Hall County even as the area grows</p>	<p>Help Hall County coordinate long-term improvements for local fire station</p>

NEEDS AND OPPORTUNITIES	MITIGATION STRATEGIES
<i>Housing</i>	
Aging inventory of homes in the city, many with below-market-level amenities	<p>Develop infill and adaptive reuse strategy for empty buildings/lots</p> <p>Develop neighborhood improvement plans for residential areas around Main Street; Apply for CDBG/ other grants to improve neighborhoods</p>
Need to ensure new housing integrated into the city via road and sidewalk accessibility	<p>Develop sidewalk and pedestrian master plan</p> <p>Update codes to require sidewalks in certain conditions</p>
Need to increase share of higher-end housing in the city	Perform study with realtors identifying land and conditions for attracting high-end housing
<i>Land Use</i>	
Need to maintain access to quality water sources	<p>Maintain water supply permits and monitor withdrawal permits within the area</p> <p>Maintain Service Delivery Agreements with Hall and Banks Counties</p> <p>Work with Counties to ensure application of environmental protection regulations</p>
Desire to retain rural, agricultural character	<p>Coordinate with Hall and Banks Counties the possible application of conservation easements, TDRs and other measures to preserve agricultural operations in the area</p> <p>Consider design guidelines that promote classic rural architecture</p>
How to grow the city with regards to the barriers of the highway and the railroad.	<p>Perform study for managing active in-town railroads</p> <p>Work with Hall County to create master development strategy around 365 and SR52; Include plans for annexation</p>

D. CONSISTENCY WITH QUALITY COMMUNITY OBJECTIVES

In 1999 the Board of the Department of Community Affairs adopted 17 Quality Community Objectives (QCOs) as a statement of the development patterns and options that will help Georgia preserve her unique cultural, natural and historic resources while looking to the future and developing to her fullest potential. This assessment is meant as a tool to give a community a comparison of how it is progressing toward these objectives set by the Department, but no community will be judged on progress. The questions focus on local ordinances, policies, and organizational strategies intended to create and expand quality growth principles. A majority of positive responses for a particular objective may indicate that the community has in place many of the governmental options for managing development patterns. Negative responses may provide guidance as to how to focus planning and implementation efforts for those governments seeking to achieve these QCOs. Should a community decide to pursue a particular objective it may consider this assessment as a means of monitoring progress towards achievement.

The following assessment was conducted to address the Quality Community Objectives requirement of Chapter 110-12-1: Standards and Procedures for Local Comprehensive Planning, Local Planning Requirements. The analysis below uses the Quality Community Objectives Local Assessment Tool created by the DCA Office of Planning and Quality Growth, and is intended to identify issues and opportunities for adapting local activities, development patterns and implementation practices to the QCOs applicable to the City of Lula. In most cases, the City of Lula already has begun to address the QCOs, and will continue to work towards achieving fully the quality growth goals set forth by the DCA.

Development			
Traditional Neighborhoods			
Traditional neighborhood development patterns should be encouraged, including use of more human scale development, compact development, missing of uses within easy walking distance of one another, and facilitating pedestrian activity.			
	Yes	No	Comments
1. If we have a zoning code, it does not separate commercial, residential and retail uses in every district.	X		
2. Our community has ordinances in place that allow neo-traditional development “by right” so that developers do not have to go through a long variance process.		X	Not currently applicable
3. We have a street tree ordinance that requires new development to plant shade-bearing trees appropriate to our climate.		X	Not currently applicable, however a similar element is being considered, to address heat island issues and native planting to lessen water consumption.
4. Our community has an organized tree-planting campaign in public areas that will make walking more comfortable in summer.		X	Not currently applicable, however a similar element is being considered, to address heat island issues and native planting to lessen water consumption
5. We have a program to keep our public areas (commercial, retail districts, parks) clean and safe.	X		The City adopted a nuisance ordinance that enforced through code enforcement
6. Our community maintains its sidewalks and vegetation well so that walking is an option some would choose.	X		Yes through regular maintenance and redevelopment
7. In some areas several errands can be made on foot, if so desired.	X		As a rule yes, also the city has a new downtown streetscape program under development that enhances connectivity
8. Some of our children can and do walk to school safely.	X		
9. Some of our children can and do bike to school safely.	X		
10. Schools are located in or near neighborhoods in our community.	X		

Infill Development

Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.

	Yes	No	Comments
<i>1. Our community has an inventory of vacant sites and buildings that are available for redevelopment and/or infill development.</i>	X		Identified in the redevelopment of historic downtown through city incentives and promoted through RC and DDA
<i>2. Our community is actively working to promote brownfield redevelopment</i>	X		Identified in the redevelopment of historic downtown through city incentives and promoted through RC and DDA, limited Brownfield's
<i>3. Our community is actively working to promote greyfield redevelopment.</i>	X		Limited. Identified in the redevelopment of historic downtown through city incentives and promoted through RC and DDA
<i>4. We have areas of our community that are planned for nodal development (compacted near intersections rather than spread along a major road).</i>	X		Yes through redevelopment of the historic downtown area
<i>5. Our community allows small lot development (5,000 square feet or less) for some uses.</i>	X		Yes depending on use and application of zoning district, redevelopment acres, PUD's

Sense of Place

Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.

	Yes	No	Comments
<i>1. If someone dropped from the sky into our community, they would know immediately where they were, based on our distinct characteristics.</i>		X	Initial efforts to promote common threads unique to this community are underway as found in the new streetscape program via signage, lighting, setbacks, fencing etc.
<i>2. We have delineated the areas of our community that are important to our history and heritage, and have taken steps to protect those areas.</i>	X		Yes through our comprehensive streetscape program for downtown historic redevelopment
<i>3. We have ordinances to regulate the aesthetics of development in our highly visible areas.</i>	X		
<i>4. We have ordinances to regulate the size and type of signage in our community.</i>	X		Yes, under annual review
<i>5. We offer a development guidebook that illustrates the type of new development we want in our community.</i>		X	Under consideration
<i>6. If applicable, our community has a plan to protect designated farmland.</i>	X		

Transportation Alternatives			
Alternatives to transportation by automobile, including mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.			
	Yes	No	Comments
<i>1. We have public transportation in our community.</i>	X		<i>Not available through the city, but limited availability through Hall County Government (RED RABBIT)</i>
<i>2. We require that new development connects with existing development through a street network, not a single entry/exit.</i>	X		
<i>3. We have a good network of sidewalks to allow people to walk to a variety of destinations.</i>	X		Fair, and under improvement through the previous mentioned Streetscape program.
<i>4. We have a sidewalk ordinance in our community that requires all new development to provide user-friendly sidewalks.</i>	X		
<i>5. We require that newly built sidewalks connect to existing sidewalks wherever possible.</i>	X		
<i>6. We have a plan for bicycle routes through our community.</i>	X		Limited through Hall County plans, but to be expanded with this Comp Plan
<i>7. We allow commercial and retail development to share parking areas wherever possible.</i>	X		

Regional Identity

Each region should promote and preserve a regional "identity," or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.

	Yes	No	Comments
<i>1. Our community is characteristic of the region in terms of architectural styles and heritage.</i>	X		Limited, and being enhanced through redevelopment and new development
<i>2. Our community is connected to the surrounding region for economic livelihood through businesses that process local agricultural products.</i>	X		Limited in application but unique and promoted by area business.
<i>3. Our community encourages businesses that create products that draw on our regional heritage (mountain, agricultural, metropolitan, coastal, etc.).</i>	X		Limited in application but unique and promoted by area business
<i>4. Our community participates in the Georgia Department of Economic Development's regional tourism partnership.</i>	X		Limited in application but unique and promoted by area business and local government
<i>5. Our community promotes tourism opportunities based on the unique characteristics of our region.</i>	X		Yes, regular seasonal application
<i>6. Our community contributes to the region, and draws from the region, as a source of local culture, commerce, entertainment and education.</i>	X		Yes, regular seasonal application

Resource Conservation			
Heritage Preservation			
<i>The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.</i>			
	Yes	No	Comments
1. We have designated historic districts in our community.	X		Under consideration through draft ordinance
2. We have an active historic preservation commission.	X		Under consideration through draft ordinance
3. We want new development to complement our historic development and we have ordinances in place to ensure this.	X		Under consideration through draft ordinance, and public development of new veterans park

Open Space Preservation			
<i>New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors. Compact development ordinances are one way of encouraging this type of open space preservation.</i>			
	Yes	No	Comments
1. Our community has a greenspace plan.	X		As an element through ordinance
2. Our community is actively preserving greenspace, either through direct purchase or by encouraging set-asides in new development.	X		As an element through ordinance by private development
3. We have a local land conservation program, or we work with state or national land conservation programs, to preserve environmentally important areas in our community.		X	No, not currently
4. We have a conservation subdivision ordinance for residential development that is widely used and protects open space in perpetuity.	X		As an element through ordinance, currently encouraged per application with limited success

Environmental Protection

Environmentally sensitive areas should be protected from negative impacts of development, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.

	Yes	No	Comments
1. Our community has a comprehensive natural resources inventory.	X		In its infancy ongoing through growth/annexation
2. We use this resource inventory to steer development away from environmentally sensitive areas.	X		Yes, through adopted ordinance
3. We have identified our defining natural resources and taken steps to protect them.	X		Yes, through adopted ordinances
4. Our community has passed the necessary "Part V" environmental ordinances, and we enforce them.	X		Yes, through adopted ordinances
5. Our community has a tree preservation ordinance which is actively enforced.		X	Not currently
6. Our community has a tree-replanting ordinance for new development.		X	Not currently
7. We are using stormwater best management practices for all new development.	X		Yes, through adopted ordinance
8. We have land use measures that will protect the natural resources in our community (steep slope regulations, floodplain or marsh protection, etc.).	X		Yes, through adopted ordinance

Social and Economic Development			
Growth Preparedness			
Each community should identify and put in place the pre-requisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.			
	Yes	No	Comments
1. We have population projections for the next 20 years that we refer to when making infrastructure decisions.	X		Yes, on-going annual review
2. The City's, the local school board, and other decision-making entities use the same population projections.	X		As applicable
3. Our elected officials understand the land-development process in our community.	X		
4. We have reviewed our development regulations and/or zoning code recently, and believe that our ordinances will help us achieve our QCO goals.	X		
5. We have a Capital Improvements Program that supports current and future growth.	X		Yes, on-going annual review reflected in budget adoption
6. We have designated areas of our community where we would like to see growth and these areas are based on a natural resources inventory of our community.	X		Defined through annexation and comp plan
7. We have clearly understandable guidelines for new development.	X		
8. We have a citizen-education campaign to allow all interested parties to learn about development processes in our community.	X		Using this process to initiate regular dialogue and education about planning.
9. We have procedures in place that make it easy for the public to stay informed about land use issues, zoning decisions, and proposed new development.	X		Documents are readily available through City Hall, with meeting agendas and minutes posted for review.
10. We have a public-awareness element in our comprehensive planning process.		X	Proposed as part of this plan update process

Appropriate Businesses			
<i>The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, long-term sustainability, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.</i>			
	Yes	No	Comments
<i>1. Our economic development organization has considered our community's strengths, assets and weaknesses, and has created a business development strategy based on them.</i>	X		Ongoing, current new waste treatment development will enhance employment and business strategy reflective of comp plan objectives
<i>2. Our economic development organization has considered the types of businesses already in our community, and has a plan to recruit businesses and/or industries that will be compatible.</i>	X		Yes, as well as enhance current business
<i>3. We recruit firms that provide or create sustainable products.</i>		X	Not currently, due in part to infrastructure limitations
<i>4. We have a diverse jobs base, so that one employer leaving would not cripple our economy.</i>		X	Not applicable under current inventory of major employers, current base supports small business/ entrepreneur development

Employment Options			
<i>A range of job types should be provided in each community to meet the diverse needs of the local workforce.</i>			
	Yes	No	Comments
<i>1. Our economic development program has an entrepreneur support program.</i>	X		Limited under consideration of enhancement through DDA, RC and Chamber efforts
<i>2. Our community has jobs for skilled labor.</i>	X		Limited, however the City's new waste treatment facility is paving the way for new development when the economy regains momentum
<i>3. Our community has jobs for unskilled labor.</i>	X		Limited, however the City's new waste treatment facility is paving the way for new development when the economy regains momentum
<i>4. Our community has professional and managerial jobs.</i>	X		Limited, however the City's new waste treatment facility is paving the way for new development when the economy regains momentum

Housing Choices

A range of housing size, cost, and density should be provided in each community to make it possible for all who work in the community to also live in the community (thereby reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.

	Yes	No	Comments
1. Our community allows accessory units like garage apartments or mother-in-law units.		X	Under consideration of a new draft ordinance
2. People who work in our community can also afford to live in the community.	X		Yes, reflective of economic conditions
3. Our community has enough housing for each income level (low, moderate and above-average).	X		Yes , under regular annual review, reflective of comp plan
4. We encourage new residential development to follow the pattern of our original town, continuing the existing street design and maintaining small setbacks.	X		Yes , under regular annual review, reflective of comp planned draft ordinances under consideration
5. We have options available for loft living, downtown living, or “neo-traditional” development.		X	Under consideration of a new draft ordinance
6. We have vacant and developable land available for multifamily housing.	X		
7. We allow multifamily housing to be developed in our community.	X		
8. We support community development corporations that build housing for lower-income households.	X		
9. We have housing programs that focus on households with special needs.	X		
10. We allow small houses built on small lots (less than 5,000 square feet) in appropriate areas.	X		Limited as designed reflective of application and Under consideration of a new draft ordinance

Educational Opportunities

Educational and training opportunities should be readily available in each community – to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.

	Yes	No	Comments
1. Our community provides workforce training options for its citizens.	X		Available through chamber and local colleges/ Quick Start
2. Our workforce training programs provide citizens with skills for jobs that are available in our community.	X		Available through chamber and local colleges/ Quick Start
3. Our community has higher education opportunities, or is close to a community that does.	X		Yes, several area colleges and tech development are accessible to the region
4. Our community has job opportunities for college graduates, so that our children may live and work here if they choose.	X		Limited under current economic conditions

Governmental Relations**Regional Solutions**

Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.

	Yes	No	Comments
1. We participate in regional economic development organizations.	X		Joint DA and Chamber associations
2. We participate in regional environmental organizations and initiatives, especially regarding water quality and quantity issues.	X		Participant of Metro North GA Water Mgmt. District; RC Regionally Important Resources Plan
3. We work with other local gvts. to provide or share appropriate services, such as public transit, libraries, special education, tourism, parks and recreation, emergency response, E-911, etc.	X		Cooperatives in some services included within SDA with Hall County, Gainesville and others.
4. Our community thinks regionally, especially in terms of issues like land use, transportation and housing, understanding that these go beyond local government borders.	X		

Regional Cooperation

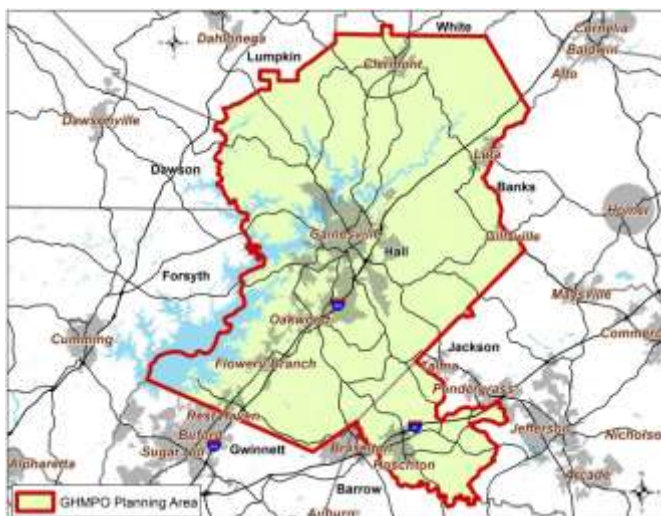
Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources or development of a transportation network.

	Yes	No	Comments
<i>1. We plan jointly with our cities and county for comprehensive planning purposes.</i>	X		As a rule, yes
<i>2. We are satisfied with our Service Delivery Strategy.</i>	X		There are areas which should be readdressed, however we are supportive of the process and currently defend and support applications
<i>3. We initiate contact with other local governments and institutions in our region in order to find solutions to common problems, or to craft region wide strategies.</i>	X		Yes, in depth and broad application, primary through Hall County and limited through Banks County though encouraged.
<i>4. We meet regularly with neighboring jurisdictions to maintain contact, build connections, and discuss issues of regional concern.</i>	X		

E. TRANSPORTATION

The GHMPO

Out of the roughly 139,000 residents within Hall County counted during the year 2000 Census, 88,680 were identified as being part of an urbanized area in and around the city of Gainesville. This made Gainesville and the surrounding urbanized areas one of 76 newly designated urbanized areas nationwide, and with that mandated compliance with federal policy requiring the establishment of a Metropolitan Planning Organization (MPO) and standards for transportation planning. The MPO is responsible for transportation assessments and planning (in coordination with GDOT) and for developing a short-range transportation improvement program (TIP).



The Gainesville-Hall County MPO was convened in 2003 with representatives from the four Hall County's impacted governments among the various Committees and with an agreement designating the Hall County Planning Department to serve as the technical and administrative staff. MPOs are required to update their long-range transportation plans every four or five years depending on air-quality non-attainment status. The 2010 U.S. Census identified western Jackson County with the Town of Braselton as an increasingly urbanized area required to be in an MPO. In 2011 the GHMPO adopted an updated model and forecast that reaches through 2040 and takes into account recent issues with regards to roadway financing revenues and evolving traffic patterns. Jackson County chose to join the GHMPO in 2014 enlarging the planning boundary area and encompassing a population of approximately 192,000.

This information and assessment associated with the update of that document are being used for this comprehensive plan element.

(Copies of GHMPO materials and reports can be found at www.ghmpo.org)

LULA Assessment

Roads: Transit & Commuting

Assessment of roadway infrastructure involves an inventory of roads by functional classification, a process by which streets and highways are grouped according to the character of service they are intended to provide. Individual roads and streets do not all serve the same function, nor do they manage travel independently but rather as part of a cohesive network. Transportation planning for roads, then, is used to determine how this travel can most efficiently move within the network, and functional classification assists with this process by defining the part that any particular road or street should play in serving the flow of trips through a roadway network.

The GHMPO Plan for 2040 addressed the projected traffic volumes and levels of service for a rapidly growing Hall County.

- There are two components to the demand-responsive service offered by Hall Area Transit (HAT). These include the ADA-complementary paratransit service required for the service area within a three-quarter-mile distance from Red Rabbit transit stops, and the demand-responsive van service offered by HAT to all persons residing and working in Hall County outside of the Red Rabbit service area.
- National intercity bus service is provided by Greyhound Lines from a passenger station on Martin Luther King Jr. Boulevard.
- National intercity rail service is offered daily by Amtrak. The Gainesville Amtrak station is on the Amtrak Crescent line which provides service from New Orleans to New York.

Financially Constrained GDOT Roadway Projects (in or near Lula)

PROJECT ID	PROJECT NAME	COUNTIES	ROUTE NUMBER	SENATE DISTRICTS	HOUSE DISTRICTS	CONGRESSIONAL DISTRICTS	GDOT DISTRICTS
PROJECT ID	WALL STREET IN LULA	Hall				009	1
PROJECT ID	ATHENS STREET IN LULA	Hall				009	1
PROJECT ID	CHATTAHOOCHEE STREET IN LULA	Hall				009	1
PROJECT ID	SR 51/CS 845/MAIN ST & CS 808/CHARLOTTE ST @ 2 LOCS IN LULA	Hall	005100, 080813, 084513	049	027	009	1
PROJECT ID	FM SR 13 TO SR 52 @ LULA[ALSO PROJ # GS9ACF-13-1(44)]	Hall	036500			010	1
PROJECT ID	SR 365 FM E OF AIRLINE RD TO SR 52 @ LULA PH.2	Hall	036500, 041900	049	027, 029	009	1
PROJECT ID	SR 365 FM SR 52 NEAR LULA TO CORNELIA BYP - PH II	Habersham, Hall	036500, 041900	049, 050	010, 027	009, 010	1
PROJECT ID	PH.2/FM SR 52 IN LULA TO CORNELIA BYP	Habersham, Hall	036500, 041900	049, 050	010, 027	009, 010	1
PROJECT ID	FM SR 52 IN LULA TO CORNELIA BYP PH. 2	Habersham, Hall	036500			010	1
PROJECT ID	SR 52 @ CANDLER CREEK 5.4 MI	Hall	005200	050	027	009	1

PROJECT ID	SOUTH OF LULA						
PROJECT ID	ATHENS ST/LULA @ SOUTHERN RR	Hall				010	1
PROJECT ID	SR 52 WEST OF LULA @ SOUTHERN RAILWAY	Hall				010	1
PROJECT ID	SR 52 @ CHATTAHOOCHEE RIVER 3 MI NW OF LULA	Hall	005200			009	1
PROJECT ID	SR 323 @ NORTH OCONEE RIVER & OVERFLOW 7.5 MI SOUTH OF LULA	Hall	032300	050	027	009	1
PROJECT ID	SR 323 @ N OCONEE RIVER OVERFLOW 7.5 MI SOUTH OF LULA	Hall	032300			009	1
PROJECT ID	HOMER-LULA RD	Banks, Hall	005100	049,050	027,028	009	1
PROJECT ID	LULA - VIEW COURTHOUSE - NEW HOPE CHURCH ROAD	Hall	094300, 128600	049	027	009	1
PROJECT ID	LULA-BROOKTON ROAD	Hall	005200	049	027	009	1
PROJECT ID	BROOKTON-LULA ROAD	Hall	005200	049	027	009	1
PROJECT ID	LULA-BROOKTON ROAD	Hall	005200	049	027	009	1
PROJECT ID	BROOKTON-LULA ROAD	Hall	005100, 005200, 087400, 087500, 087600, 093200, 128813, 200200,	049	027	009	1

PROJ ID			329700, 351400				
PROJ ID	GILLSVILLE-LULA ROAD	Banks, Hall	005200, 032300, 083413, 085811, 086700, 087113, 114100, 129100	49, 50	27, 28	009	1
PROJ ID	GAINESVILLE TO LULA ROAD	Hall		049	027	009	1
PROJ ID	HOMER-LULA ROAD	Banks	005100				
PROJ ID	RAILROAD AVENUE IN LULA	Banks				010	1
PROJ ID	ATHENS STREET IN LULA	Hall				009	1
PROJ ID	CHATTAHOOCHEE STREET IN THE CITY OF LULA	Hall				009	1
PROJ ID	EB RT TURN LANE SR 52/LULA RD@I-985/SR 365	Hall	005200	49	27	009	1

Pedestrian Accessibility

Pedestrian accessibility refers to the level of connections available within a community to people via walking, biking or other non-motorized means. Traditionally this is provided through sidewalks and trails, which enable people to access various parts of their town without the need for a car or adding to area traffic issues.

- Currently, Lula has a long-term policy to actively work to improve and maintain the City's sidewalk network.

Alternate Transportation

Hall County is served by a public airport and Amtrak rail service within Gainesville, plus freight rail throughout various parts of the I-985/ Hwy 365 corridor. There are also various public transit options within Gainesville and some dial-a-ride services for special needs populations throughout all of Hall County. Master planning for the transit programs occurs in conjunction with GHMPO and the local governments.

Freight/Rail

- Two major active freight rail lines run in a north-south direction through Hall County. The Norfolk Southern Atlanta/Greenville line parallels I-985/SR 365 and passes through Flowery Branch, Oakwood, Gainesville, and Lula. The CSX line runs south from Gainesville to Athens. Master planning for the transit programs occurs in conjunction with GHMPO and the local governments, including Lula.

Airport

- The Lee Gilmer Airport (GVL) provides private general aviation air service, including fuel sales and aircraft storage. The airport is located on the south side of the City of Gainesville, with access provided by Queen City Parkway/ SR 60 and Aviation Boulevard.
- GVL is considered a Level III/Business airport of regional impact by GDOT.

As part of this planning process no other specific needs regarding alternate transportation were identified.

III. FUTURE DEVELOPMENT STRATEGY

Land use management policies and programs represent guidelines for shaping development patterns that provide for efficient growth while also protecting sensitive social and environmental areas. This section presents an inventory of existing land use patterns and development trends for the community, allowing the local government to produce the most effective policies needed to manage the demands from projected development.

A. AREAS REQUIRING SPECIAL ATTENTION

The Georgia Department of Community Affairs has identified the following seven special conditions and requires that they be addressed in the partial plan update where they exist within the community:

- Natural or cultural resources.
- Areas where rapid development or change of land use is likely to occur.
- Areas where the pace of development has and/or may outpace the availability of community facilities and services.
- Areas in need of redevelopment and/or significant improvements to aesthetics or attractiveness.
- Large abandoned structures or sites.
- Infill development opportunities.
- Areas of significant disinvestment, levels of poverty, and/or substantially higher unemployment.

The City has reviewed existing conditions and has identified areas that require special attention. These areas have been indicated on the enclosed map entitled “City of Lula Areas Requiring Special Attention”.

A. Areas of Significant Natural or Cultural Resources

The City of Lula contains numerous streams which are a valuable natural resource and have identified in their Needs and Opportunities analysis:

- desire to retain rural, agricultural character
- need to maintain access to quality water sources

B. Areas Where Rapid Development or Change of Land Use is Likely to Occur

1. Highway 365 Corridor

C. Areas Where the Pace of Development has and/or may outpace the availability of Community Facilities and Services *(Not Applicable)*

D. Areas in Need of Redevelopment and/or Significant Improvements to Aesthetics or Attractiveness

1. Specific areas that require significant improvements to aesthetics or attractiveness

2. notated on the Areas Requiring Special Attention Map include:

- a. Old Lula District
- b. Main Street District and East Lula
- c. Old Belton R.R. District

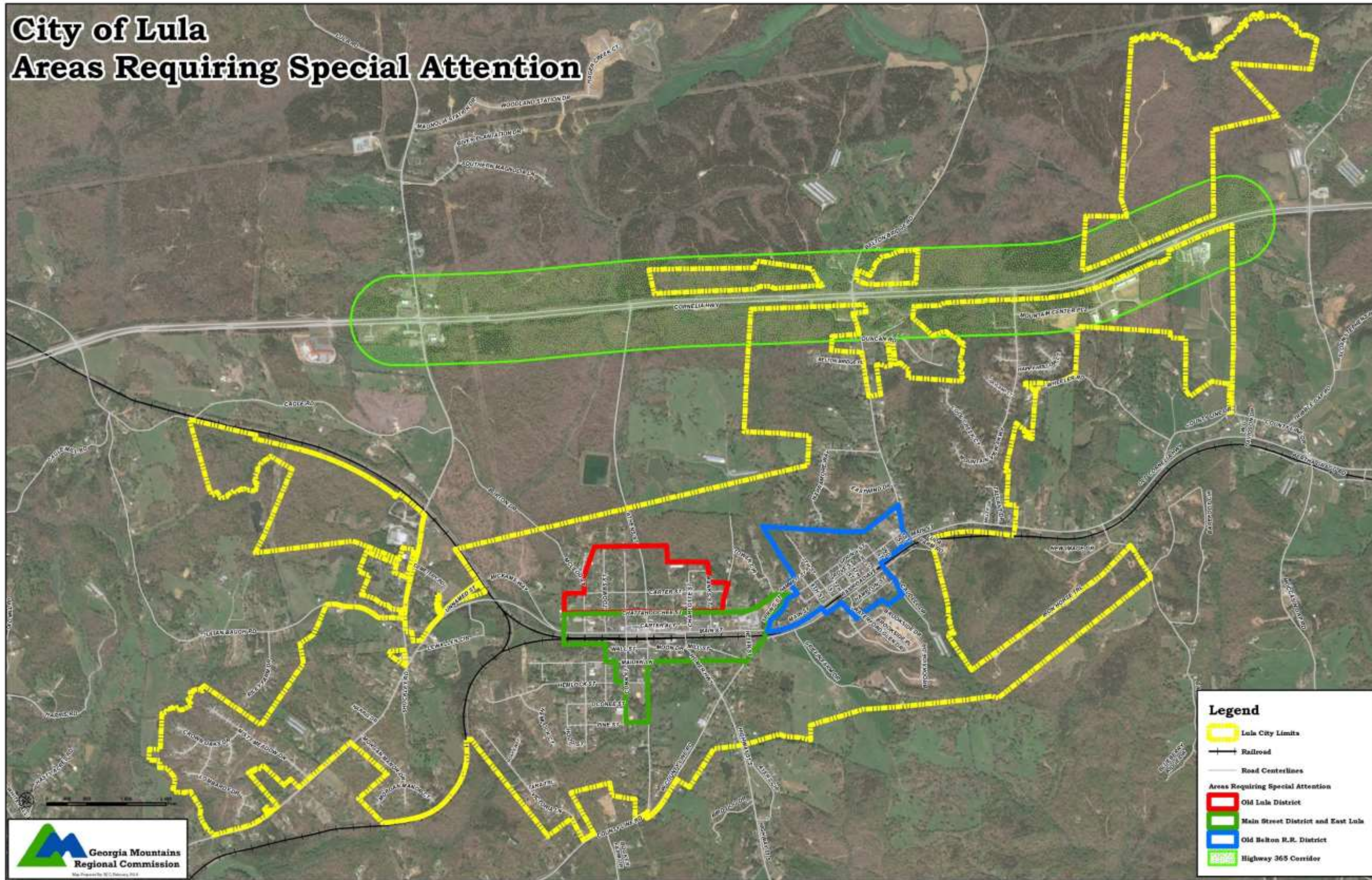
E. Large Abandoned Structures or Sites *(Not Applicable)*

F. Areas with Significant Infill Development Opportunities *(Not Applicable)*

G. Areas of Significant Disinvestment, Levels of Poverty, and/or Unemployment Substantially Higher than levels for the Community as a Whole

- 1. Specific areas of significant disinvestment, levels of poverty and/or unemployment substantially higher than levels for the community as a whole and notated on the Areas Requiring Special Attention Map include:
(Not Applicable)

City of Lula Areas Requiring Special Attention



B. CHARACTER AREAS

Character area planning incorporates the concept of community function and feels to identify neighborhoods or communities of similar interaction, process, and character. Defining character areas is useful for identifying unique characteristics that provide a sense of community and to discern localized functions within the larger city or county context. Once character areas are established, community leaders can develop and implement strategies to promote the unique qualities of each character area.

The prevailing character and context of a community influence development forms and scale. Such elements are often identified as sub-areas within the community, such as neighborhoods, defined by architectural scale and style, functions and roles, traffic flow, and other factors that differentiate one area from the next. These can include the areas requiring special attention identified above and/or existing community sub-areas for which plans have already been prepared.

The city's location along Hwy. 365 and the access to abundant utilities and employment suggest strong growth demands in the coming years. As such, the character areas for Lula have been established to help the City evolve into a larger commercial and social node for this part of Hall and Banks Counties. Stable residential areas are to be retained or expanded while the downtown core is refined to accommodate more commercial operations. The aspiration is for an organic, outward expansion of the existing forms as Lula becomes a stronger nodal center.



The variance from this scheme is the ambition to support context-sensitive development along the adjoining Hwy. 365 corridor. Office, institutional and service oriented uses oriented towards more regional scales will be exploring the corridor for future development, and Lula will work to create a critical node of development along 365 Between SR52 and Belton Bridge Road.

Implementation Measures

The City of Lula employs various land use mechanisms, including zoning and subdivision regulations, to manage growth and development. To achieve the visions defined for each character area the City will begin by reviewing all development regulations and policies for compatibility with the respective visions and amend as needed. This will include reviews of the design guidelines previously used for the downtown historic district as well as measures to prevent the intrusion of incompatible land uses in other various districts.

Within the realm of regulation the City will also explore recommendations regarding infill development strategies, conservation subdivision design, landscaping and signage. Any or all of these will be considered as measures to help foster the development patterns desired.

Additional proactive measures will include increased dialogue and coordination with Hall and Banks County regarding development expectations for the area surrounding Lula. The City will monitor adherence to the Service Delivery Agreements as utilities are expanded, seeking to maintain Lula and the 365/ SR52 intersection as the commercial node for the area. Lastly, the City will pursue property assessments to identify investment opportunities for improving existing neighborhoods and developing infill strategies.

Quality Community Objectives

Since 1999 the Board of the Department of Community Affairs has identified various Quality Community Objectives (QCOs) as value statements of the development patterns and options that will help Georgia preserve her unique cultural, natural and historic resources while looking to the future and developing to her fullest potential. In developing the *Community Assessment* portion of Lula’s Comprehensive Plan, the community is encouraged to review the QCOs for their applicability to local conditions and goals. Their general application to each Character Area is described here.

Applicable QCO’s per Character Area

DCA Quality Community Objective	Main Street	Neighborhood	North Lula	Ag. Rural	So. Lula	Lula Rd. Industrial	Hwy 365	Forestry/ Conserv.
Traditional Neighborhoods	X	X	X		X			
Infill Development	X	X	X		X			
Sense of Place	X	X		X			X	X
Transportation Alternatives	X	X	X		X			
Regional Identity	X						X	
Heritage Preservation	X	X		X				
Open Space Preservation				X				X
Environmental Protection			X	X	X			X
Appropriate Businesses	X			X		X	X	
Employment Options	X			X		X	X	
Housing Choices	X	X	X	X	X			
Growth Preparedness	X		X		X	X	X	
Educational Opportunities	X							
Regional Solutions				X			X	X
Regional Cooperation				X			X	X

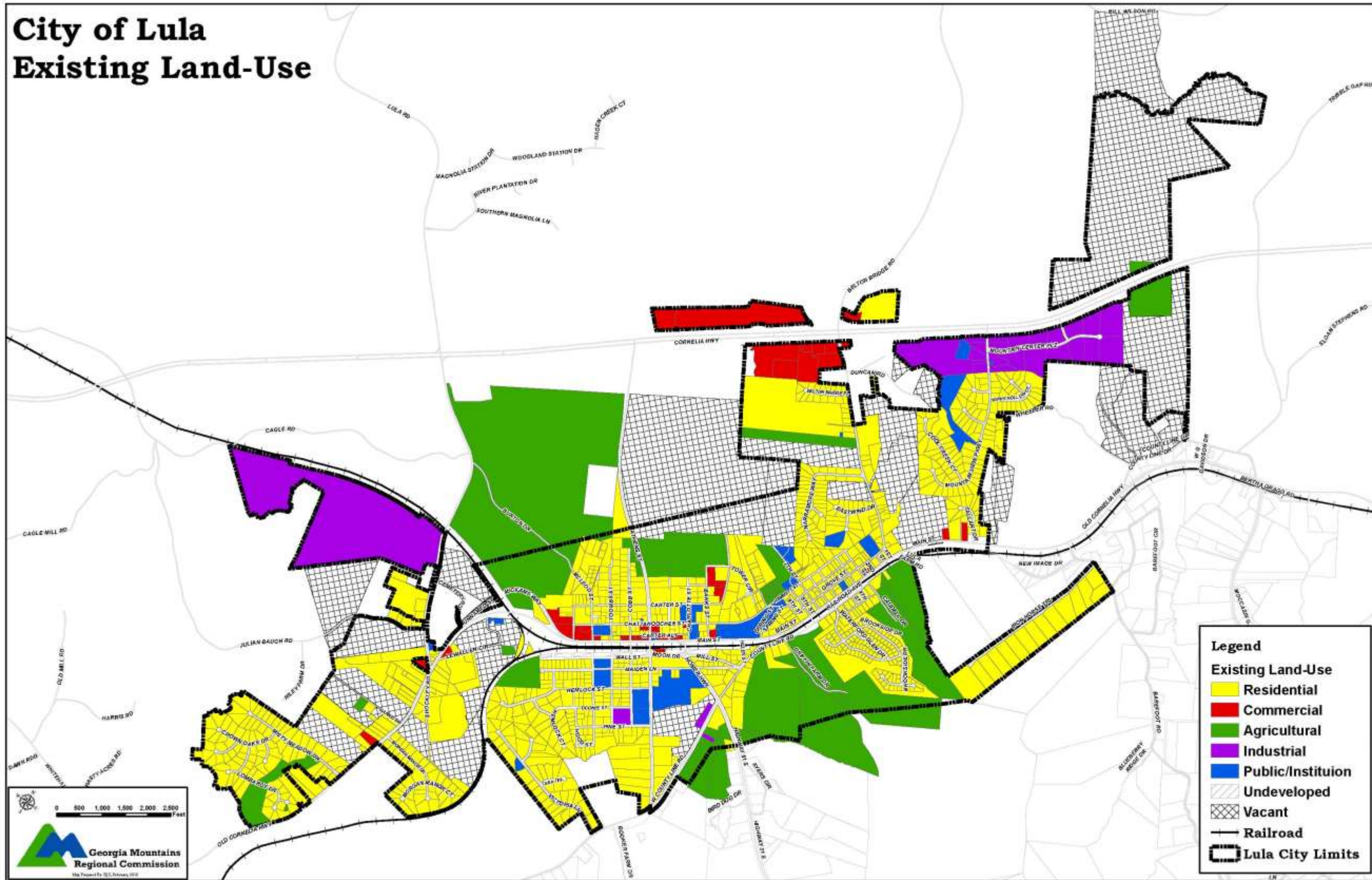
Targeted Land Uses and Development Forms

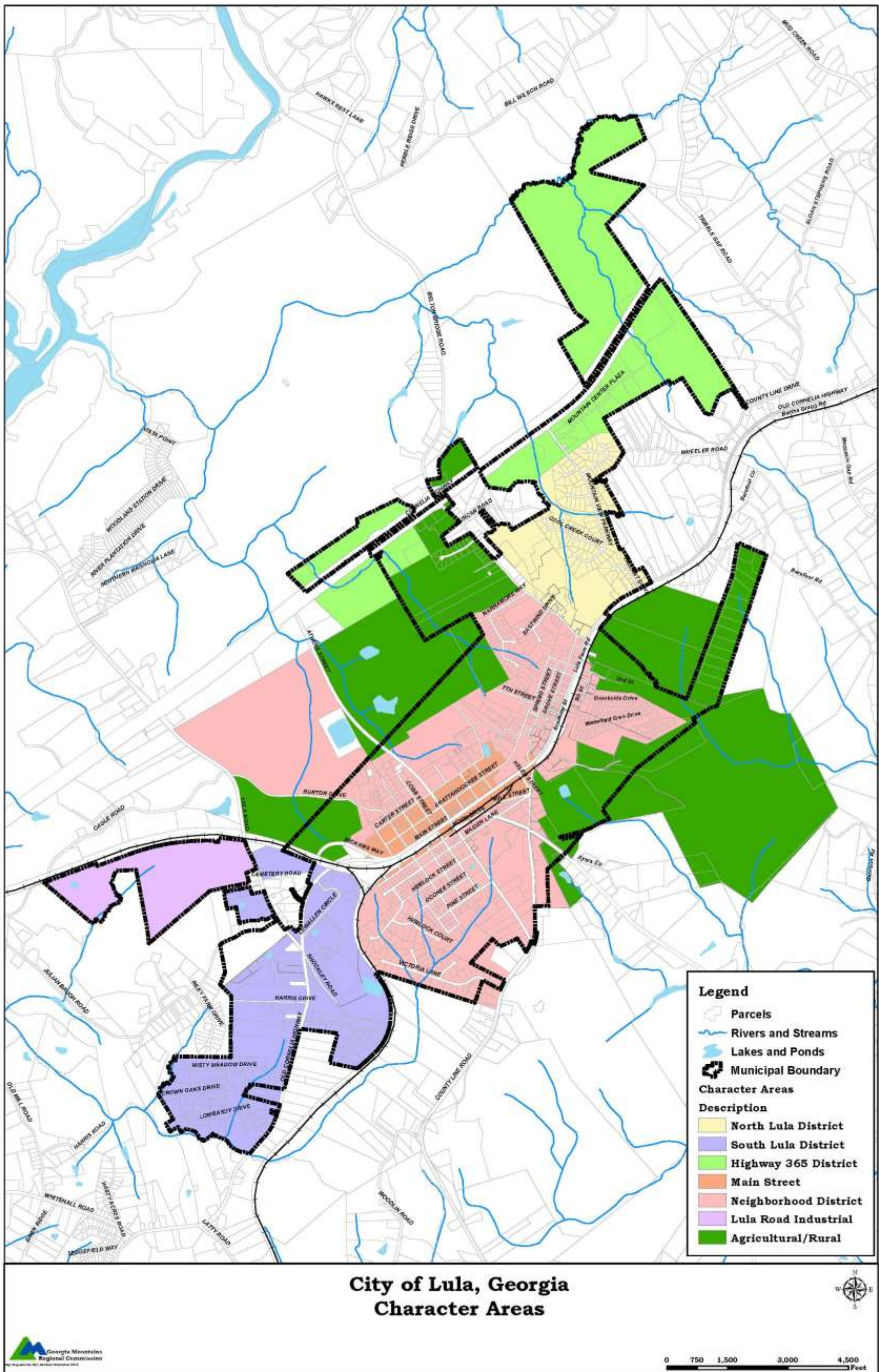
Achieving the visions desired in each Character Area will require balancing the options presented with the land use and development types most compatible with the City's aspirations and capabilities. The following list identifies a generalized list of those development forms recommended for each Character Area.

Land Use & development Types per Character Area

Land Use/ Development Type	Main Street	Neighborhood	North Lula	Ag. Rural	So. Lula	Lula Rd. Industrial	Hwy 365
Mixed-use, multi-story structures	X						
Zero-lot line/ urban structures	X						
Urban residential (< 1 acre)	X	X	X		X		
Mutli-family residential	X		X		X		
Suburban residential			X		X		
Rural residential (> 3 acres)				X			
Neighborhood commercial	X	X	X		X		
Neighborhood office	X	X	X		X		
Regional commercial/ office							X
Light industrial						X	X
Institutional	X	X	X	X	X	X	X
Parks & recreation		X	X	X	X	X	
Conservation subdivision				X			

City of Lula Existing Land-Use





Recommended Character Areas

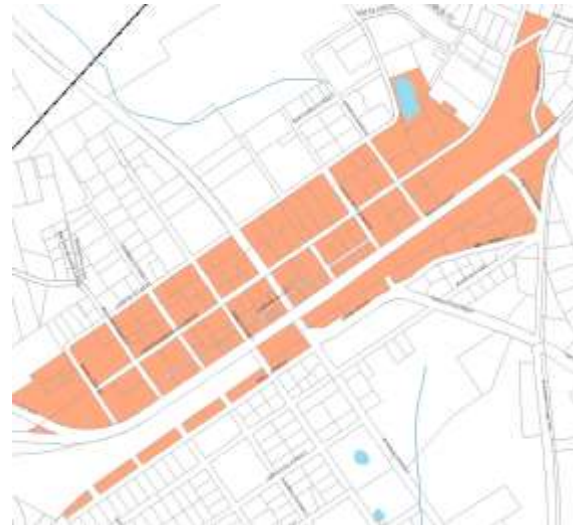
Main Street

This is the core of Lula, the modest, urban railroad town setting along Main Street. The district includes the blocks behind reaching to Chattahoochee Street, as well as the railroad frontage and the Elementary School to the north. This is the city's front **porch** and social center, complete with popular local restaurants and the prevalence of shops for the area, despite the presence of Hwy 365 nearby.

The defining elements include the urban scale blocks, the massing of buildings along the main axis fronting the railroad, and the prevalence of commercial, civic and service uses befitting a historic town center. In lieu of a classic town square there is a portion of a block cleared for a public park at the central intersection of Main Street and Athens Street. There are also many sidewalks connecting Main Street with surrounding blocks, including the residential neighborhoods. There is also a service alley, Carter Alley, immediately behind Main Street.

Though the railroad no longer stops in downtown Lula the track remains active and the community proudly celebrates this heritage with their Railroad Days festival. The orientation around the track and the bridges allowing traffic to cross are defining features of the district and the city.

The Main Street district is likely to retain its form but possibly expand in scale as businesses respond to recent downtown beautification efforts. A new streetscape and plans to rehabilitate many older structures have helped the City coordinate the revitalization of downtown, all to retain the character established by these several blocks.



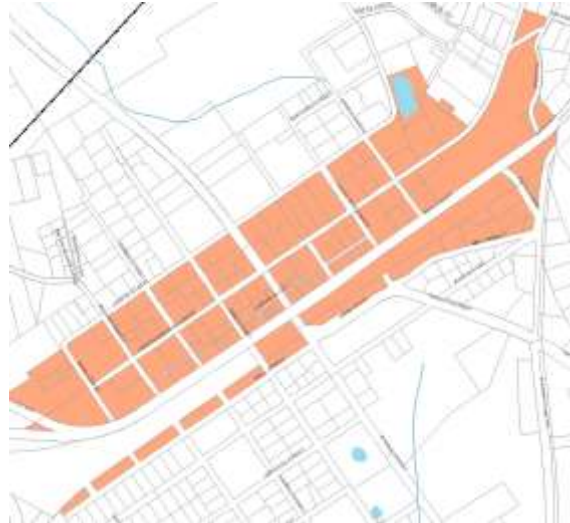
Main Street

Development Encouraged

- 0/Near lot line development
- Mix of uses; preference for retail commercial along Main Street
- Minimize surface parking per lot; Preference for dedicated City lot
- Office, institutional and residential uses acceptable
- Should blend with architectural character of the neighborhoods and Main Street

Implementation Measures

- Implement streetscape improvements
- Maintain development regulations; Refine as needed
- Support preservation of existing structures
- Maintain/Pursue policies that encourage appropriate infill development



Representative imagery for new development



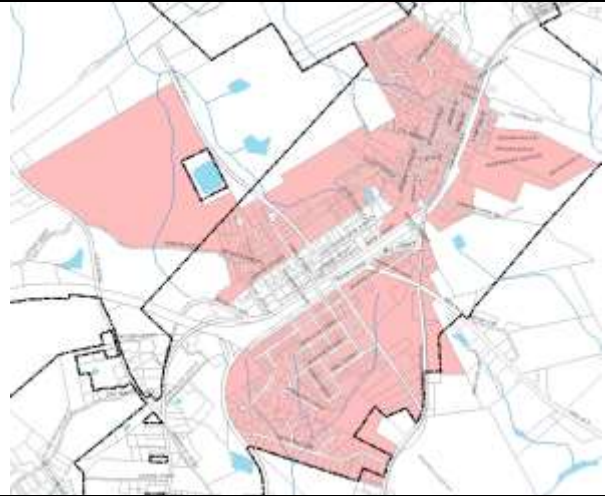
Neighborhood

Lula's neighborhood district consists of the various urban-scale residential blocks surrounding the Main Street district. Most of these blocks are oriented in the same grid pattern established by Main St. and the railroad axis. For some blocks there are direct sidewalk connections to Main Street and the commercial district, as befitting traditional urban neighborhoods.

Though a few mobile homes are present in the district, most housing in these neighborhoods are predominantly site-built in design, with some units dating from the 1930's and older than 30 years. The typical sites range from $\frac{1}{2}$ to $\frac{1}{4}$ acres, each with a single story house within 40-50 feet of the road frontage. Many units have carports or no garage at all, and most are on crawl spaces.

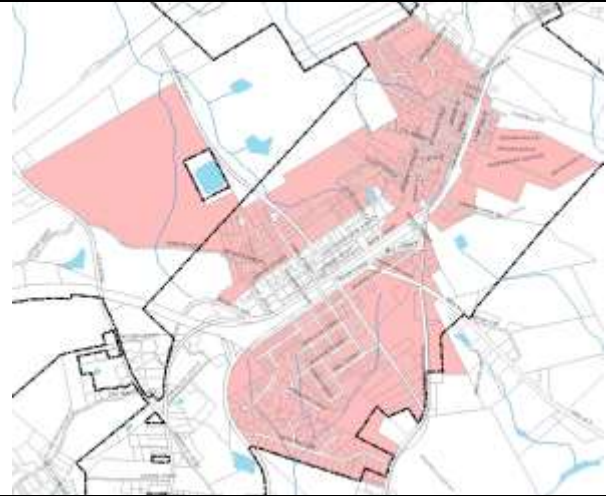
There are a variety of styles present, most with pitched roofs and front porches. Some units have been expanded or renovated, and based on the visual impact and occupancy rates the district as a whole appears economically stable. In some cases the transitions alongside the rural parts of the city/county are seamlessly experienced thanks to the mature trees and comparable architectural styles of rural housing.

Though there has been some intrusion by developments with suburban street orientation, most of the new units retain the scale and lot form comparable to the existing neighborhoods. For now this new development has done well to blend in with the context, and there are other features in the railroad and Hwy 365 that will serve as barriers for how far this district might expand.



Neighborhood

Representative imagery for new development



Development Encouraged

- Small-lot residential development
- Light office or commercial activity
- Institutional uses
- Should blend with architectural character of the neighborhoods and Main Street
- Favoritism for pitched roofs, front porches or comparable entryways

Implementation Measures

- Support homeownership programs
- Maintain development regulations; Refine as needed
- Support preservation of existing structures
- Maintain/Pursue policies that encourage appropriate infill development

North Lula

This is a transitional space between Lula's urban neighborhood and rural Hall. It consists mostly of undeveloped land or recently built suburban housing. By type the subdivisions are attempting to fit in with the predominantly residential character surrounding downtown Lula, but in form they differ by relying on insular road networks and a departure from the classic urban grid. Some of the houses are also larger both in structure and in terms of lot size than found within the urban neighborhoods.

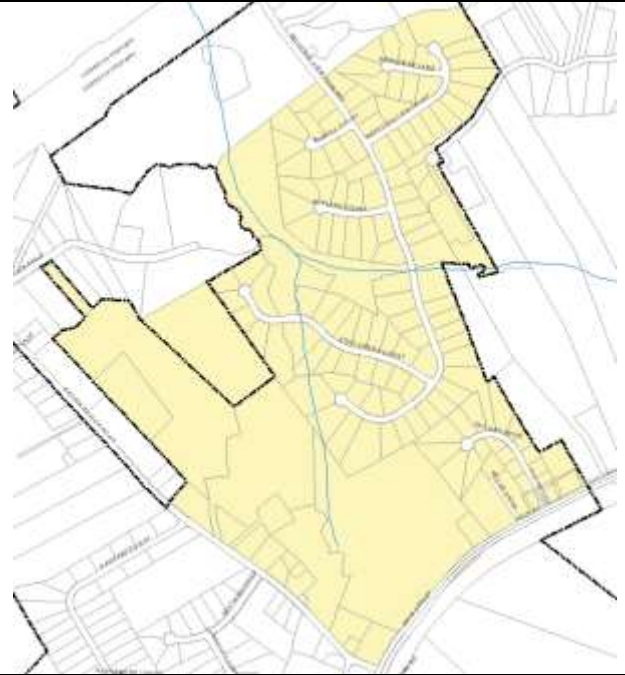
Nor is it defined that this area need be reserved for housing. There are a few non-residential uses within the district, including commercial use, a church and some small farms. Depending on the eventual traffic along Belton Bridge Road, which connects with Hwy 365, some of these properties may be primed for future commercial or service industry development.

This transition aids the rural areas outside the city of Lula, as well. By softening the change in density and concentrations of development, adjoining agricultural uses and woodland experience less pressure for up-selling. Likewise, it aids utility and infrastructure management by marking the essential limits of urban-level services.



North Lula

Representative imagery for new development



Development Encouraged

- Residential development, with some smaller agricultural or institutional uses
- Larger lot sizes (1 acre +)
- Higher % of natural landscape or pervious surfaces
- Conservation design subdivisions

Implementation Measures

- Maintain development regulations; Refine as needed
- Support preservation of existing structures
- Maintain/Pursue policies that encourage appropriate infill development

Agricultural/ Rural

This district is a catch-all designation for those larger lots that lie outside the urban neighborhoods or slightly more populated transitional zones. There is little agricultural activity within City limits, and almost all of that is of a non-commercial scale. Many lots are simply large residential lots with most of the property left undeveloped.

These properties primarily feature a house with one or more storage or agricultural structures. Most are long established properties of 30 years or more. In a couple cases their residence is substantially improved and indicative of a high economic class. Others are simply modest homes on lots retained purely for their scenic, rural value.

While there is no distinct agricultural industry among City landowners, cattle and poultry are prominent throughout the region and could prosper. However, as the City of Lula enables more growth and provides upgraded utilities these agricultural lots may feel more pressure to sell for development. As such, there is not any anticipation that agricultural use will remain a major component of Lula's future.



**Representative imagery
for new development**



Development Encouraged

- Agricultural uses, residential development, conservation or recreation uses
- Agri-tourism uses
- Larger lot sizes (1 acre +)
- Higher % of natural landscape or pervious surfaces
- Conservation design subdivisions

Implementation Measures

- Maintain development regulations; Refine as needed
- Support preservation of existing structures
- Maintain/Pursue policies that encourage appropriate infill development

South Lula

This is a transitional space between Lula's urban neighborhood and rural Hall. It consists mostly of undeveloped land and sporadic, large lot housing. Most of the development occurs along the established rural county roads or country lanes, with a clear indication that there are no blocks of housing beyond what faces the roadway.

Additionally there are a few non-residential uses within the district, including a gas station, some service and retail businesses and several farms. Depending on the eventual traffic along Lula Road/ SR 52 more of these properties may be primed for future commercial or service industry development. Particularly at the intersection of SR 52 and Main Street.

This transition aids the rural areas outside the city of Lula, as well. By softening the change in density and concentrations of development, adjoining agricultural uses and woodland experience less pressure for up-selling. Likewise, it aids utility and infrastructure management by marking the essential limits of urban-level services.



South Lula

Representative imagery for new development



Development Encouraged

- Mix of uses including residential, retail commercial, small scale agricultural or industrial
- Larger lot sizes (1 acre +)
- Higher % of natural landscape or pervious surfaces
- Conservation design subdivisions

Implementation Measures

- Maintain development regulations; Refine as needed
- Support preservation of existing structures
- Maintain/Pursue policies that encourage appropriate infill development

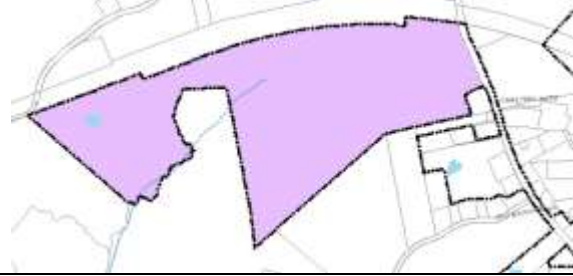
Lula Road Industrial

This is a small district oriented around a single established business, MarJac Poultry. This is the only prominent industrial operation within the City limits, distinct from other mixed use areas and removed from higher density residential activity. There is the potential for expansion as adjoining properties to the west and north are sparsely developed.

At this point the railroad also borders this property and the City limits, which could be a deterrent to non-industrial or non-commercial uses in the future. Lula Road and its access to Hwy 365 to the northwest, meanwhile, provide the means to expand commercial traffic to support modest industrial operations.

The existing structure is a sizable structure (about 100,000 sq. ft.), most of which is about 2 stories in height. There is limited parking given the facilities size, but there are a few truck bays to the rear. The buffering between this and the neighboring property to the south is a fully vegetated and tree lined berm, though comparably thin compared to conventional industrial use buffers.

The facility is not regarded as a major nuisance in terms of traffic, noise, dust or odor, and it has been in operation for many years so it's considered part of the context of Lula. It is also considered compatible with the rural area of Hall County due to its limited impact on utilities and infrastructure.



Lula Road Industrial

Representative imagery for new development



Development Encouraged

- Industrial or institutional uses
- Larger lots with appropriate buffering from adjoining properties

Implementation Measures

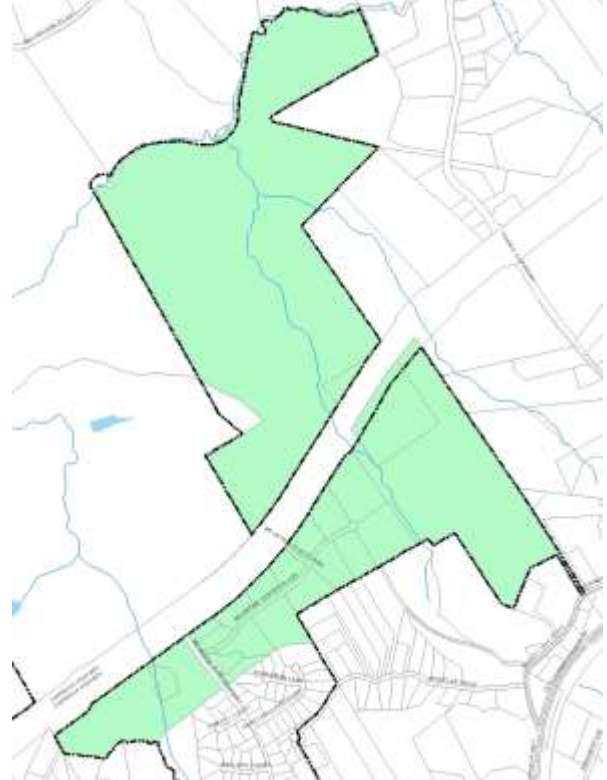
- Maintain development regulations; Refine as needed
- Support preservation of existing structures
- Maintain/Pursue policies that encourage appropriate infill development

Highway 365

This is an as yet undeveloped stretch of frontage property along Hwy 365 at the northern end of Lula. It includes properties that reach hundreds of feet deep off the roadway and includes one "T" intersection already constructed.

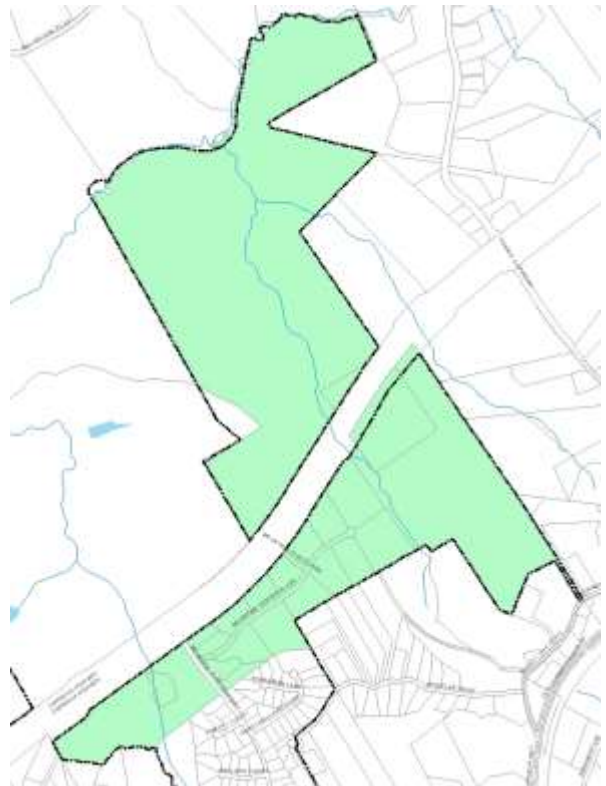
There is an intermittent amount of commercial or industrial use already established along Hwy 365 in either direction. The intersection with Lula road is the closest node of activity, with two gas stations, restaurants and a Hall County fire station among the uses. Several miles to the north are the packets of commercial and service businesses near Cornelia and Baldwin, and about 10 miles south is the transition into I-985 and the interchanges that provide access to metro Gainesville. Because of this gap between commercial nodes, and due to the prospective development scheduled across Hwy 365 from Lula, this frontage could see a significant demand for development within 10 years. Conversely, it could be reserved as a buffer against over congestion of the corridor and to protect Lula properties from incompatible uses.

The City is actively working with Hall County and the GDOT to prepare for various development options within this district.



Highway 365

Representative imagery for new development



Development Encouraged

- Controlled commercial, office or industrial activity
- Limited, managed access onto Hwy 365
- Where possible, architecture should relate to Lula's small town/ rural nature
- Larger lots with appropriate buffering from adjoining properties

Implementation Measures

- Maintain development regulations; Refine as needed
- Support preservation of existing structures
- Maintain/Pursue policies that encourage appropriate infill development

IV. IMPLEMENTATION PROGRAM

A. POLICIES AND LONG-TERM OBJECTIVES

While the future development strategy projects the physical conditions expressed within the Vision, the Implementation Program is the overall strategy for achieving the Vision and for addressing each of the Community Issues and Opportunities. It identifies specific measures, both short and long-term, that must be undertaken by the community in order realize the community's goals.

One type of action a community can establish to achieve its vision is the establishment of policy and long term objectives. These are those ongoing principles and practices that the community will observe in order to realize specific objectives. Some policies may compliment single action-items while others may provide ongoing guidance and direction to local government officials for making decisions consistent with achieving the Community Vision or addressing Community Issues and Opportunities.

- Continue working with the Chamber of Commerce and GMRC to promote the area to employers.
- Continue to promote education opportunities for local labor force by working with area colleges, universities and various State labor assistance programs
- Maintain water supply permits and monitor withdrawal permits within the area; Annually review utility demands, projections and EPD permitting standards
- Maintain Service Delivery Agreements with Hall and Banks Counties
- Work with Counties to ensure application of environmental protection regulations
- Promote more family events oriented around the school
- Promote mentoring and other programs to assist educational efforts; Work with the Hall County Board of Education to support community involvement with local schools
- Help Hall County coordinate long-term improvements for local fire station by participating in capital improvement planning and monitoring area development trends
- Maintain water supply permits and monitor withdrawal permits within the area
- Maintain Service Delivery Agreements with Hall and Banks Counties
- Work with Counties to ensure application of environmental protection regulations
- Work with Hall County to create master development strategy around 365 and SR52; Include plans for annexation
- Maintain connections with GHMPO and routinely monitor progress with road improvement schedule
- Support the preservation of existing historic structures through assistance with the GMRC and the State Historic Preservation Office.
- Promote and support programs that assist households with attaining, or retaining, homeownership, as well as programs that help homeowners reinvest in their properties.

B. REPORT OF ACCOMPLISHMENTS

This is the review of the STWP from the previous five years: 2013-2018. As a new STWP is produced every five years, the items within the previous STWP must be identified for their status as complete, in progress, either postponed or cancelled. Those items that have been postponed or are in progress must be shown in the next STWP where appropriate, while those items that have been postponed or cancelled must also include a reason for their status.

Action	Status	Comment
Construction of Phase 2 New Waste Treatment Facility and main trunk line	Cancelled	Demand for additional capacity has not been achieved due to the downturn of the economy.
Adoption of Historic Preservation guidelines	Ongoing	As well as historic districts. Continued in new STWP for 2019-2021.
Adoption of Ordinance and/or regulation of infill development encouraging the historic component of Historic Downtown	Ongoing	The City has identified through ordinance an additional component allowing for reduced fee's in the redevelopment zone. Continued in new STWP for 2019-2021.
Expansion of Phase 3 Main Sewer Trunk Lines	Ongoing	Sewer line I , engineering is complete and the project will be out for bid no later than June 2019. Continued in new STWP for 2019-2023.
Develop report assessing potential establishment of Impact Fees	Completed	
Survey citizens re; businesses desired in the city	Completed	We have performed several surveys and will continue to utilize this tool to measure community interest.
Develop report assessing land for future commercial development and prime infill	Completed	We continue to utilize our relationship with Hall County Chamber on ED.
Phase III TE Streetscape project implementation	Completed	4 more phases to go. Phase 4-7 in STWP 2019-2023.
Develop report assessing feasibility of island annexations	Completed	Continuing annexations where we can come to agreement with County Government.
Pursue funding for trails and recreation facilities	Completed	
Develop additional trails and outdoor fitness facilities	Ongoing	Several additions made to existing park, new trails out for bid as of Feb 2019. Continued in new STWP for 2019-2023 for new park/trail enhancements.
Develop concept study regarding Hwy 365 corridor development	Ongoing	As the city annexes additional properties. Continued in new STWP for 2019-2021.
Develop model tree ordinance	Ongoing	Application for TREE CITY a result of ordinance. Continued in new STWP for 2019-2021.

Create Hwy 365/ SR52 development strategy	Ongoing	Working with Hall County and Chamber. Continued in new STWP for 2019-2021.
Phase II TE Streetscape project implementation	Ongoing	Phase 4-7 in STWP 2019-2023.
Pursue land for an Industrial Park	Ongoing	Evaluation completed and Public Private Partnership being pursued. Continued in new STWP for 2019-2023 under land acquisition.
Analysis of Impact fee adoption/ reevaluate	Completed	Council has not found support at this time for implementation.
Property inventory to identify septic systems	Completed	
Develop sidewalk/ Safe Routes to School master plan	Completed	Working with school board for implementation.
Seek to increase downtown parking	Ongoing	Additional parking in the long run is needed, the city is seeking to acquire additional properties for future development. Continued in new STWP for 2019-2022.
Neighborhood/ Housing assessment	Ongoing	Downturn of economy had hampered, new opportunities with 365 developments offer a greater need for understanding which we are working toward. Continued in new STWP for 2020-2022.
Parks and recreation study	Ongoing	The city has explored current park services made additions and now is exploring redevelopment of some park area for residential development of underutilized park land. Continued in new STWP for 2019-2023 with City Park and Veterans Park improvements.
City wide housing assessment	Ongoing	Downturn of economy had hampered, new opportunities with 365 developments offer a greater need for understanding which we are working toward. Continued in new STWP for 2020-2022.
Begin Comp Plan Update	Completed	Ironically, the city feels the recent addition of Lanier Tech and the recent disclosure of the INLAND PORT will require the city to revisit a NEW/amended comp plan.

Report on status and plans for railroads through town	Ongoing	The Railroad has granted some improvement with the railroad bridge and depot, but this will be a continued effort to measure new traffic and current conditions. Continued in new STWP for 2019-2023. with 3 phase depot restoration for community center.
Establish neighborhood planning units	Ongoing	Continuing effort. Continued in new STWP for 2019-2020.
Develop Neighborhood Improvement Plans	Ongoing	As the city identifies funding opportunities these programs should have the opportunity. Continued in new STWP for 2021-2023.
Community forum to consider design guidelines for rural areas	Cancelled	Idea currently does not appear to have community support.

C. SHORT-TERM WORK PROGRAM

The third forward-thinking element of the Implementation Program is the Short-Term Work Program (STWP). This identifies specific implementation actions the local government or other entities intend to take during the first five-year time frame of the planning period. This can include any ordinances, administrative systems, community improvements or investments, financing arrangements, or other programs or initiatives to be put in place to realize the plan goals.

Many programs listed will explore assistance through the Georgia Mountains Regional Commission (GMRC) via their discretionary contract elements with the Department of Community Affairs (DCA).

2019-2023 SHORT-TERM WORK PROGRAM

PLAN ELEMENT	DESCRIPTION	2019	2020	2021	2022	2023	ESTIMATED COST; DEPARTMENT RESPONSIBLE	DEPARTMENT FUNDING & ASSISTANCE SOURCES
Economic Dev	Enhancement of economic development opportunities through cooperative efforts of the DA, Local Government, Chamber of Commerce	X	X	X	X	X	\$2,500 annual City Council, DA	General Fund
Community Fac	Ongoing sewer system improvements and expansion (sewer line I)	X	X	X	X	X	\$2.5 Million, City Council	Utility Fund/SPLOST, TCR Fees, Grant Funding
Community Fac	Ongoing water system enhancements and redevelopment	X	X	X	X	X	\$100,000 annual, City Council	Utility Fund, SPLOST, TCR Fees, Grant Funding
Economic Dev	Adoption of new 365 overlay district	X	X	X			\$2,000, City Council	General Fund
Economic Dev	Adoption of historic preservation district	X	X	X			\$3,000, City Council	General Fund
Economic Dev	Consideration of Better Hometown Program Implementation	X	X	X			\$10,000 annual, City Council, DA	General Fund
Economic Dev	Continuation of development of streetscape program for historic downtown area: Phases 4-7	X	X	X	X	X	\$250,000, City Council, DA	General Fund, Grants

Community Fac	Continuation of GIS mapping of all resources, including infrastructure, public building, historic resources, downtown resources	X	X	X	X	X	\$7,000 annual, City Council, DA	General Fund/Water Fund
Economic Dev	Adoption of ordinance and/or historic preservation design guidelines regulations of infill development encouraging the historic component of historic downtown redevelopment	X	X	X			\$3,000, City Council, DA	General Fund, Grants
Community Fac	Well development, land acquisition, implementation of infrastructure	X	X	X	X	X	\$250,000, Utilities	Grants, General Fund, Utility Fund, TCR Fees, SPLOST
Community Fac	Cemetery expansion and improvements	X	X	X	X		\$50,000, City Council	General Fund, Grants
Economic Dev	Highway 365 Corridor Study	X	X				\$2,000, City, GDOT, GMRC	City, GDOT
Economic Dev	Pursue and adopt tree ordinance	X	X	X			\$500, City, DNR	General Fund, DNR
Community Fac	Water system storage facilities and enhancements source development	X	X	X	X	X	\$1,000,000, City Council	General Fund, Grant Funding
Economic Dev	Rehabilitation of depot as community center: 3 phases	X	X	X	X	X	\$500,000, City Council	General Fund, SPLOST, Grant Funding
Economic Dev	Analysis of impact fee adoption/ re-evaluate	X	X	X			\$10,000, City Council	General Fund, Grants
Community Fac	City Park Improvements: new trail development and enhancements	X	X	X	X	X	\$150,000, City Council	General Fund, Grant Funding, SPLOST
Community Fac	Land Acquisitions	X	X	X	X	X	\$50,000, City Council, DA	General Fund, Tad, SPLOST
Transportation	Additional downtown parking	X	X	X	X		\$175,000, City Council, DA	General Fund, TAD, SPLOST
Community Fac	Electronic informational sign marquee/structure	X	X	X	X		\$50,000, City Council, DA	General Fund
Community Fac	City Park (Ballfield) Redevelopment through possible public/private partnerships	X	X	X	X	X	\$2,500,000, City Council	Utility Fund, SPLOST, TAD, Grant Funding
Community Fac	Directional signs/commercial	X	X	X	X		\$25,000, City Council	General Fund, Grant Funding, TAD
Economic Dev	Downtown façade redevelopment program	X	X	X	X	X	\$50,000, City Council, DA	General Fund
Community Fac	Poole building improvements/ city owned	X	X	X			\$30,000, City Council	General Fund
Community Fac	Veterans Park Fountain Redevelopment	X	X	X	X	X	\$80,000, City Council	General Fund

Community Fac	Veterans Park Landscaping Redevelopment	X	X	X	X	X	\$8,000, City Council	General Fund
Community Fac	Main Street Landscaping Improvements	X	X	X	X	X	\$20,000, City Council	General Fund
Community Fac	Culvert replacement and repair	X	X	X	X		\$100,000, City Council	General Fund, Grants
Community Fac	Pond closure	X	X	X	X	X	\$175,000, City Council, Utilities	General Fund, Grants, Utility Fund, TCR Fees, SPLOST
Community Fac	Stormwater structure rehabilitation and additions	X	X	X	X	X	\$100,000, City Council	General Fund, Grants, TAD
Economic Dev	Downtown redevelopment survey and data development	X	X	X			\$10,000, City Council, DA	General Fund, DA
Community Fac	Streetscape/ Street light development	X	X	X	X	X	\$270,000, City Council, DA	General Fund, DA
Economic Dev	Create Hwy 365/ SR52 development strategy	X	X	X			\$2,000, City, GDOT, GMRC	City, GDOT
Economic Dev	Neighborhood/ Housing assessment		X	X	X		\$5,000, City, GMRC	General Fund, Grants
Economic Dev	Establish neighborhood planning units	X	X				\$2,000, City, GMRC	General Fund, Grants
Economic Dev	Develop Neighborhood Improvement Plans			X	X	X	\$2,000, City, GMRC	General Fund, Grants

V. APPENDICES

A. Georgia Mountains Regional Commission Area Labor Profile



Georgia Mountains Regional Commission

Georgia

Area Labor Profile

Updated: Feb 2019

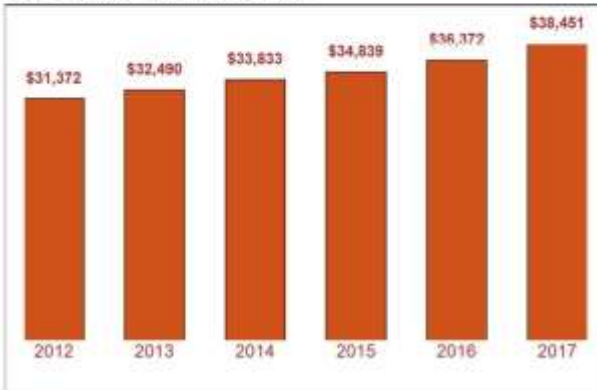
Super Sector Industries

	Establishments			Employment			Weekly Wage		
	2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
Construction	1,706	1,740	2.0%	13,468	14,212	5.5%	879	1,022	4.4%
Education and Health Services	1,689	1,703	0.8%	32,225	33,615	4.3%	868	875	0.8%
Financial Activities	1,457	1,419	-2.6%	7,360	7,822	3.6%	1,109	1,104	-0.5%
Information	203	209	3.0%	2,339	2,349	0.4%	1,216	1,198	-1.5%
Leisure and Hospitality	1,381	1,434	3.8%	28,193	28,573	1.3%	454	465	2.6%
Manufacturing	847	835	-1.4%	41,092	42,057	2.3%	862	893	3.6%
Natural Resources, Mining, and Agriculture	143	147	2.8%	1,950	2,040	4.6%	878	878	0.2%
Other Services	930	903	-2.9%	5,193	5,321	2.5%	578	601	4.0%
Professional and Business Services	2,919	2,901	-0.6%	26,726	26,128	5.2%	944	967	2.4%
Trade, Transportation and Utilities	3,548	3,564	0.5%	48,631	49,947	2.7%	754	761	0.9%
Unclassified	657	794	20.9%	494	763	54.5%	990	900	-9.1%
Government	513	507	-1.2%	33,175	33,617	1.3%	775	799	3.1%
Total	15,994	16,152	1.0%	240,856	248,160	3.0%	802	821	2.4%

Note: All figures are 3rd Quarter of 2017 and 2018.

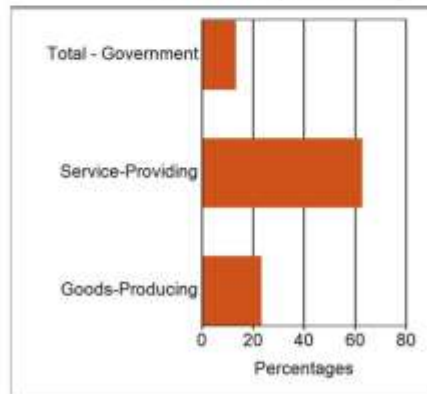
Georgia Mountains RC Per Capita Income

Source: U.S. Bureau of Economic Analysis



Industry Mix 2018

Source: See Industry Mix data on Page 2.



MARK BUTLER - COMMISSIONER, GEORGIA DEPARTMENT OF LABOR
 Equal Opportunity Employer/Program
 Auxiliary Aids and Services Available upon Request to Individuals with Disabilities
 Workforce Statistics & Economic Research; E-mail: Workforce_Info@gdol.ga.gov Phone: (404) 232-3875

Industry Mix - 3rd Quarter of 2018

	Number	Employment		WEEKLY WAGE
	OF Firms	NUMBER	PERCENT	
Goods-Producing	2,722	58,309	23.5	924
Agriculture, Forestry, Fishing and Hunting	130	1,857	0.7	830
Mining, Quarrying, and Oil and Gas Extraction	17	183	0.1	1,361
Construction	1,740	14,212	5.7	1,022
Manufacturing	835	42,057	16.9	893
Apparel	9	236	0.1	878
Beverage and Tobacco Product	22	479	0.2	968
Chemical	41	1,559	0.6	1,132
Computer and Electronic Product	34	1,396	0.6	1,519
Electrical Equipment, Appliance, and Component	22	1,161	0.5	1,225
Fabricated Metal Product	142	3,450	1.4	959
Food	88	15,421	6.2	739
Furniture and Related Product	49	1,302	0.5	820
Leather and Allied Product	3	*	*	*
Machinery	58	3,857	1.5	1,017
Miscellaneous	80	2,175	0.9	965
Nonmetallic Mineral Product	50	461	0.2	947
Paper	4	90	0.0	846
Petroleum and Coal Products	6	*	*	*
Plastics and Rubber Products	35	1,625	0.7	868
Primary Metal	10	736	0.3	1,074
Printing and Related Support Activities	56	1,325	0.5	1,019
Textile Mills	19	2,045	0.8	715
Textile Product Mills	22	187	0.1	551
Transportation Equipment	35	3,697	1.5	964
Wood Product	50	1,014	0.4	726
Service-Providing	12,133	155,555	62.7	787
Utilities	37	1,165	0.5	1,405
Wholesale Trade	1,030	11,600	4.7	1,245
Retail Trade	2,141	31,846	12.8	524
Transportation and Warehousing	356	5,336	2.2	980
Information	209	2,349	0.9	1,198
Finance and Insurance	819	5,644	2.3	1,226
Real Estate and Rental and Leasing	800	1,978	0.8	754
Professional, Scientific, and Technical Services	1,889	10,100	4.1	1,263
Management of Companies and Enterprises	70	2,636	1.1	1,638
Administrative and Support and Waste Management and Remediation Services	942	15,392	6.2	657
Educational Services	165	4,507	1.8	576
Health Care and Social Assistance	1,538	29,108	11.7	921
Arts, Entertainment, and Recreation	242	3,303	1.3	1,512
Accommodation and Food Services	1,192	25,270	10.2	330
Other Services (except Public Administration)	903	5,321	2.1	601
Unclassified - industry not assigned	794	763	0.3	899
Total - Private Sector	15,649	214,627	86.5	824
Total - Government	503	33,534	13.5	797
Federal Government	74	1,200	0.5	1,164
State Government	179	5,794	2.3	774
Local Government	250	26,540	10.7	785
ALL INDUSTRIES	16,152	248,160	100.0	821

Note: * Denotes confidential data relating to individual employers and cannot be released. These data use the North American Industrial Classification System (NAICS) categories. Average weekly wage is derived by dividing gross payroll dollars paid to all employees - both hourly and salaried - by the average number of employees who had earnings; average earnings are then divided by the number of weeks in a reporting period to obtain weekly figures. Figures in other columns may not sum accurately due to rounding. All figures are 3rd Quarter of 2018.

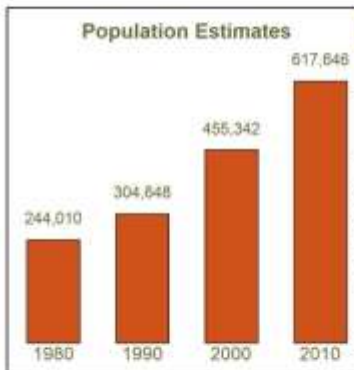
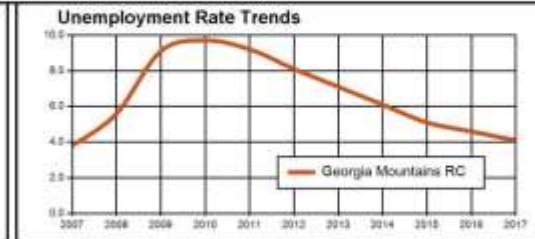
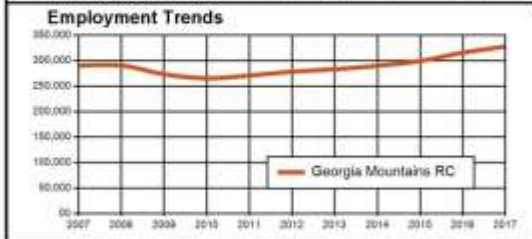
Source: Georgia Department of Labor. These data represent jobs that are covered by unemployment insurance laws.

Labor Force Activity

ANNUAL AVERAGES

	Labor Force			Employed			Unemployed			Rate		
	2016	2017	% Change	2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
Banks	8,825	9,242	4.7%	8,397	8,876	5.7%	428	366	-14.5%	4.8%	4.0%	-16.7%
Dawson	11,343	11,688	3.0%	10,814	11,231	3.9%	529	457	-13.6%	4.7%	3.9%	-17.0%
Forsyth	111,123	114,728	3.2%	106,502	110,421	3.7%	4,621	4,307	-6.8%	4.2%	3.8%	-9.5%
Franklin	9,799	10,019	2.2%	9,287	9,541	2.7%	512	478	-6.6%	5.2%	4.8%	-7.7%
Habersham	19,323	19,372	0.3%	18,305	18,485	1.0%	1,018	887	-12.9%	5.3%	4.6%	-13.2%
Hall	96,421	100,338	4.1%	92,093	96,413	4.7%	4,328	3,925	-9.3%	4.5%	3.9%	-13.3%
Hart	11,024	11,259	2.1%	10,433	10,758	3.1%	591	501	-15.2%	5.4%	4.4%	-18.5%
Lumpkin	15,989	16,756	4.8%	15,226	16,083	5.6%	763	673	-11.8%	4.8%	4.0%	-16.7%
Rabun	6,705	6,915	3.1%	6,310	6,570	4.1%	395	345	-12.7%	5.9%	5.0%	-15.3%
Stephens	11,046	11,020	-0.2%	10,398	10,438	0.4%	648	582	-10.2%	5.9%	5.3%	-10.2%
Towns	4,112	3,839	-6.6%	3,833	3,568	-6.4%	279	251	-10.0%	6.8%	6.5%	-4.4%
Union	10,461	10,188	-2.6%	9,967	9,732	-2.4%	494	456	-7.7%	4.7%	4.5%	-4.3%
White	14,498	15,745	8.6%	13,828	15,133	9.4%	670	612	-8.7%	4.6%	3.9%	-15.2%
Georgia Mountains RC	330,669	341,109	3.2%	315,393	327,269	3.8%	15,276	13,840	-9.4%	4.6%	4.1%	-10.9%
Georgia	4,926,945	5,061,399	2.7%	4,662,849	4,821,622	3.4%	264,095	239,777	-9.2%	5.4%	4.7%	-13.0%
United States	159,187,000	160,320,000	0.7%	151,436,000	153,337,000	1.3%	7,751,000	6,982,000	-9.9%	4.9%	4.4%	-10.2%

Note: This series reflects the latest information available. Labor Force includes residents of the county who are employed or actively seeking employment.
Source: Georgia Department of Labor; U.S. Bureau of Labor Statistics.



Population

	2010 Census	2017 Rank	2017 Estimate	% Change 2010-2017	2025 Projected*	% Change 2010-2025
Forsyth	175,511	8	227,967	29.9	287,240	63.7
City of Cumming	5,430					
Georgia Mountains RC	617,646		703,279	13.9	805,059	30.3
Georgia	9,687,653		10,429,379	7.7	11,538,707	19.1
United States	308,745,538		325,719,178	5.5	349,439,199	13.2

Source: Population Division, U.S. Census Bureau, *Governor's Office of Planning and Budget.

Top Employers - 2018*

TEN LARGEST EMPLOYERS

Georgia Mountains RC
 Fieldale Farms Corporation
 Ingles Markets, Inc.
 Northeast Ga Medical Center, Inc.
 Northside Hospital, Inc.
 Pilgrims Pride Corporation
 Publix Super Market, Inc.
 The Kroger Company
 University Of North Georgia
 Victory Processing, Inc.
 Walmart

*Note: Represents employment covered by unemployment insurance excluding all government agencies except correctional institutions, state and local hospitals, state colleges and universities. Data shown for the Third Quarter of 2018. Employers are listed alphabetically by area, not by the number of employees.

Source: Georgia Department of Labor

SIZE CLASS

Employees	Establishments	Employment
0 - 4	9,404	13,909
5 - 9	2,558	16,991
10 - 19	1,850	25,158
20 - 49	1,418	42,759
50 - 99	503	34,899
100 - 249	306	45,471
250 - 499	83	27,843
500 - 999	20	14,210
1000 - and over	14	24,140
Total	16,156	245,380

Note: Data shown for the Third Quarter of 2018.

Education of the Labor Force

Georgia Mountains RC

PERCENT DISTRIBUTION BY AGE

	PERCENT					
	OF TOTAL	18-24	25-34	35-44	45-64	65+
Elementary	7.5%	4.9%	9.2%	6.4%	5.3%	13.6%
Some High School	11.8%	19.5%	11.9%	9.2%	9.4%	14.8%
High School Grad/GED	30.8%	34.9%	29.7%	27.3%	31.7%	31.2%
Some College	20.8%	33.7%	20.4%	18.4%	20.2%	16.6%
College Grad 2 Yr	5.9%	3.0%	6.3%	7.2%	7.1%	3.6%
College Grad 4 Yr	15.6%	3.7%	16.0%	22.3%	17.0%	12.2%
Post Graduate Studies	7.8%	0.4%	6.5%	9.2%	9.3%	8.0%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Totals are based on the portion of the labor force between ages 18 - 65+. The "Some College" category represents workers with less than two years of college and no degree.

Source: U.S. Census Bureau - 2010 Decennial Census.

High School Graduates - 2018

	PUBLIC SCHOOLS	PRIVATE SCHOOLS*	TOTAL
Banks	161	—	161
Dawson	247	—	247
Forsyth	2,703	—	2,703
Franklin	237	—	237
Habersham	392	—	392
Hall	2,062	—	2,062
Hart	203	—	203
Lumpkin	222	—	222
Rabun	147	—	147
Stephens	231	—	231
Towns	68	—	68
Union	165	—	165
White	1,724	—	1,724
Georgia Mountains RC	8,562	—	8,562



Note: Public schools include city as well as county schools systems.

* Private schools data is not available for 2018 from Georgia Independent School Association.

Source: The Governor's Office of Student Achievement of Georgia.

Colleges and Universities

Georgia Mountains R/C

Lumpkin

University of North Georgia (Main Campus) ung.edu/

Hall

University of North Georgia (Gainesville Campus) ung.edu/campuses/gainesville/index.php
 Brenau University www.brenau.edu
 Interactive College of Technology (Gainesville Campus) www.ic.edu/
 Lanier Technical College www.lanierled.edu

Franklin

Emmanuel College www.ecc.edu

Habersham

North Georgia Technical College www.northgaetech.edu
 Piedmont College www.piedmont.edu

Stephens

Toccoa Falls College www.tfc.edu

White

True & McConnell University www.truefl.edu

Towns

Young Harris College www.yhc.edu

Note: The colleges and universities listed include public and private institutions. This list is updated periodically as information becomes available.

Source: Integrated Postsecondary Education Data System (IPEDS).

Technical College Graduates - 2018*

PROGRAMS	TOTAL GRADUATES			PERCENT CHANGE	
	2016	2017	2018	2016-2017	2017-2018
Accounting Technology/Technician and Bookkeeping*	134	161	118	20.1	-26.7
Administrative Assistant and Secretarial Science, General	58	76	67	31.0	-11.8
Aesthetician/Esthetician and Skin Care Specialist*	36	31	32	-13.9	3.2
Allied Health and Medical Assisting Services, Other*	37	22	21	-40.5	-4.5
Architectural Drafting and Architectural CAD/CADD*	1	4	1	300.0	-75.0
Autobody/Collision and Repair Technology/Technician*	49	71	101	44.9	42.3
Automobile/Automotive Mechanics Technology/Technician*	289	220	261	-23.9	18.6
Business Administration and Management, General*	56	109	82	94.6	-24.8
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CAD/CADD Drafting and/or Design Technology/Technician*	29	20	11	-31.0	-45.0
Child Care and Support Services Management*	5	4	2	-20.0	-50.0
Child Care Provider/Assistant*	138	110	118	-20.3	7.3
Clinical/Medical Laboratory Technician	18	21	3	16.7	-85.7
Commercial Photography*	11	10	22	-9.1	120.0
Computer Installation and Repair Technology/Technician*	53	82	60	54.7	-28.8
Cosmetology/Cosmetologist, General*	151	163	206	7.9	26.4
Criminal Justice/Safety Studies*	85	75	44	-11.8	-41.3
Culinary Arts/Chef Training	15	16	18	6.7	12.5
Customer Service Support/Call Center/Teleservice Operation*	3	8	5	166.7	-37.5
Data Entry/Microcomputer Applications, General*	19	69	57	263.2	-17.4
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Fire Prevention and Safety Technology/Technician*	3	3	3	0.0	0.0
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Fire Services Administration	2	5	2	150.0	-60.0
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Nursing Assistant/Aide and Patient Care Assistant/Aide [†]	54	29	125	-46.3	331.0
Pharmacy Technician/Assistant [†]	20	12	8	-40.0	-33.3
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Selling Skills and Sales Operations [†]	5	7	2	40.0	-71.4
Surgical Technology/Technologist	25	13	31	-48.0	138.5
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Truck and Bus Driver/Commercial Vehicle Operator and Instructor [†]	23	19	21	-17.4	10.5
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Definition: All graduates except those listed as technical certificates(*) are diploma and degree graduates. Diploma and degree programs are one to two years in length. Technical certificates are less than a year in length. Duplication may occur due to graduates with multiple awards.

Source: Technical College System of Georgia

*Data shown represents Annual 2016, 2017, and 2018.

Note: Please visit TCSG website for any college configuration changes.

Georgia Department of Labor Location(s)

Career Center(s)

215 Hodges Street

Suite #205

Cornelia, GA 30531

Phone: (706) 776 - 0811

Fax: (706) 776 - 0822

2756 Atlanta Hwy

Gainsville, GA 30504

Phone: (770) 535 - 5484

Fax: (770) 531 - 5699

37 Foreacre Street

Toccoa, GA 30577-3582

Phone: (706) 282 - 4514

Fax: (706) 282 - 4513

946 Appalachian Highway

PO BOX 488

Blue Ridge GA 30513

Phone: (706) 632 - 2033

Fax: (706) 632 - 7316

For copies of Area Labor Profiles, please visit our website at: <http://dol.georgia.gov> or contact Workforce Statistics & Economic Research, Georgia Department of Labor, 148 Andrew Young International Blvd N.E. Atlanta, GA. 30303-1751. Phone: 404-232-3875; Fax: 404-232-3888 or Email us at workforce_info@gdol.ga.gov

B. Hall/Banks County Area Labor Profile



Labor Force Activity - 2017

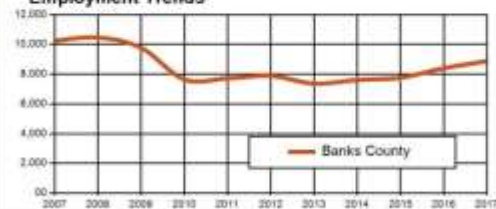
2017 ANNUAL AVERAGES

	Labor Force	Employed	Unemployed	Rate
Banks	9,242	8,876	366	4.0%
Franklin	10,019	9,541	478	4.8%
Habersham	19,372	18,485	887	4.6%
Hall	100,338	96,413	3,925	3.9%
Jackson	35,004	33,729	1,275	3.6%
Madison	13,602	13,020	582	4.3%
Stephens	11,020	10,438	582	5.3%
Banks Area	198,597	190,502	8,095	4.1%
Georgia	5,061,399	4,821,622	239,777	4.7%
United States	160,320,000	153,337,000	6,982,000	4.4%

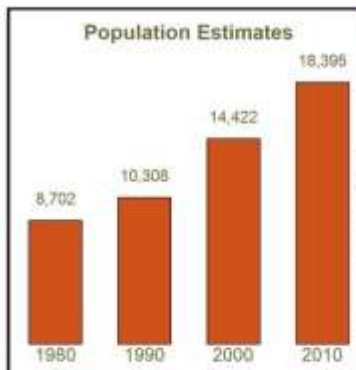
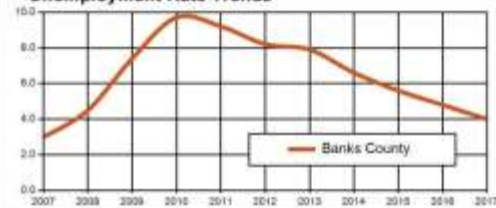
Note: This series reflects the latest information available. Labor Force includes residents of the county who are employed or actively seeking employment.

Source: Georgia Department of Labor; U.S. Bureau of Labor Statistics.

Employment Trends



Unemployment Rate Trends



Population

	2010 Census	2017 Rank	2017 Estimate	% Change 2010-2017	2025 Projected*	% Change 2010-2025
Banks	18,395	95	18,634	1.3	19,279	4.8
City of Homer	1,141					
Banks Area	377,984		408,067	8.0	452,226	19.6
Georgia	9,687,653		10,429,379	7.7	11,536,707	19.1
United States	308,745,536		325,719,178	5.5	349,439,199	13.2

Source: Population Division, U.S. Census Bureau, *Governor's Office of Planning and Budget.

MARK BUTLER - COMMISSIONER, GEORGIA DEPARTMENT OF LABOR
 Equal Opportunity Employer/Program
 Auxillary Aids and Services Available upon Request to Individuals with Disabilities

Workforce Statistics & Economic Research; E-mail: Workforce_Info@gdol.ga.gov Phone: (404) 232-3875

Industry Mix - 3rd Quarter of 2018

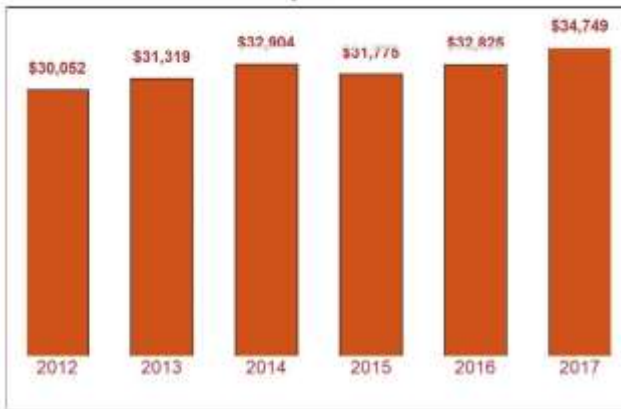
INDUSTRY	Banks				Banks Area			
	NUMBER OF FIRMS	EMPLOYMENT NUMBER	PERCENT	WEEKLY WAGE	NUMBER OF FIRMS	EMPLOYMENT NUMBER	PERCENT	WEEKLY WAGE
Goods-Producing	63	989	21.9	964	1,525	42,738	27.4	891
Agriculture, Forestry, Fishing and Hunting	15	416	9.2	1,113	98	1,215	0.8	913
Mining, Quarrying, and Oil and Gas Extraction	0	0	0.0	0	9	119	0.1	1,264
Construction	33	205	4.5	867	913	6,820	4.4	972
Manufacturing	15	368	8.1	850	505	34,586	22.2	873
Food	2	*	*	*	58	13,530	8.7	726
Textile Mills	1	*	*	*	19	2,128	1.4	781
Wood Product	2	*	*	*	34	1,038	0.7	886
Paper	1	*	*	*	5	113	0.1	844
Printing and Related Support Activities	1	*	*	*	25	434	0.3	809
Nonmetallic Mineral Product	1	*	*	*	29	431	0.3	894
Fabricated Metal Product	4	55	1.2	791	100	2,007	1.3	1,017
Machinery	1	*	*	*	42	4,235	2.7	1,056
Electrical Equipment, Appliance, and Component	1	*	*	*	11	393	0.3	1,008
Miscellaneous	1	*	*	*	40	1,561	1.0	1,098
Leather and Allied Product	0	0	0.0	0	1	*	*	*
Petroleum and Coal Products	0	0	0.0	0	2	*	*	*
Apparel	0	0	0.0	0	3	*	*	*
Textile Product Mills	0	0	0.0	0	7	43	0.0	492
Computer and Electronic Product	0	0	0.0	0	7	116	0.1	1,037
Primary Metal	0	0	0.0	0	7	646	0.4	1,100
Beverage and Tobacco Product	0	0	0.0	0	9	349	0.2	1,136
Plastics and Rubber Products	0	0	0.0	0	22	1,745	1.1	801
Transportation Equipment	0	0	0.0	0	26	3,453	2.2	972
Chemical	0	0	0.0	0	27	1,347	0.9	1,179
Furniture and Related Product	0	0	0.0	0	31	964	0.6	751
Service-Providing	183	2,648	58.6	523	6,554	92,295	59.2	769
Utilities	0	0	0.0	0	16	637	0.4	1,553
Wholesale Trade	14	334	7.4	863	523	8,424	5.4	1,036
Retail Trade	50	648	14.3	423	1,223	17,055	10.9	538
Transportation and Warehousing	11	47	1.0	700	256	7,297	4.7	826
Information	2	*	*	*	76	1,289	0.8	1,045
Finance and Insurance	3	14	0.3	938	442	3,558	2.3	1,191
Real Estate and Rental and Leasing	5	5	0.1	430	312	2,020	1.3	646
Professional, Scientific, and Technical Services	12	43	1.0	2,003	653	2,869	1.8	1,062
Management of Companies and Enterprises	0	0	0.0	0	44	1,892	1.2	1,351
Administrative and Support and Waste Management and Remediation Services	20	352	7.8	531	517	10,159	6.5	541
Educational Services	0	*	*	*	83	2,451	1.6	645
Health Care and Social Assistance	14	110	2.4	1,053	845	16,781	10.8	957
Arts, Entertainment, and Recreation	5	92	2.0	311	110	1,367	0.9	3,064
Accommodation and Food Services	33	935	20.7	328	623	13,116	8.4	322
Other Services (except Public Administration)	14	51	1.1	920	504	2,991	1.9	594
Unclassified - Industry not assigned	12	13	0.3	680	347	384	0.2	736
Total - Private Sector	258	3,650	80.7	643	8,079	135,033	86.7	808
Total - Government	22	871	19.3	652	347	20,776	13.3	765
Federal Government	2	17	0.4	894	59	860	0.6	1,214
State Government	8	22	0.5	509	106	3,414	2.2	717
Local Government	12	832	18.4	651	182	16,502	10.6	751
ALL INDUSTRIES	280	4,521	100.0	645	8,426	155,806	100.0	802
ALL INDUSTRIES - Georgia					279,283	4,439,368		993

Note: * Denotes confidential data relating to individual employers and cannot be released. These data use the North American Industrial Classification System (NAICS) categories. Average weekly wage is derived by dividing gross payroll dollars paid to all employees - both hourly and salaried - by the average number of employees who had earnings; average earnings are then divided by the number of weeks in a reporting period to obtain weekly figures. Figures in other columns may not sum accurately due to rounding. All figures are 3rd Quarter of 2018.

Source: Georgia Department of Labor. These data represent jobs that are covered by unemployment insurance laws.

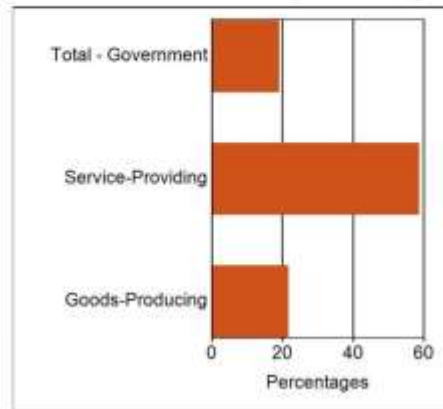
Banks Per Capita Income

Source: U.S. Bureau of Economic Analysis



Banks Industry Mix 2018

Source: See Industry Mix data on Page 2.



Top Ten Largest Employers - 2018*

Banks

- Arbys
- Axiom Staffing Group
- Chick Fil-A
- Country Charm Egg Distributors, Inc.
- Cracker Barrel Old Country Store
- Fieldale Farms Corporation
- Lindsay Windows South
- Lumite, Inc.
- Petsense, LLC
- The Home Depot

*Note: Represents employment covered by unemployment insurance excluding all government agencies except correctional institutions, state and local hospitals, state colleges and universities. Data shown for the Third Quarter of 2018. Employers are listed alphabetically by area, not by the number of employees.

Source: Georgia Department of Labor

Banks Area

Employer	COUNTY
Bed Bath And Beyond, Inc.	Jackson
Fieldale Farms Corporation	Hall
Fieldale Farms Corporation	Habersham
HG Georgia Merchants, Inc.	Jackson
Kubota Manufacturing of America Corporation	Hall
Mar-Jac Poultry	Hall
Northeast Georgia Medical Center, Inc.	Hall
Pilgrim's Pride Corporation	Hall
The William Carter Company	Jackson
Victory Processing, LLC	Hall

Education of the Labor Force

Banks Area

	PERCENT OF TOTAL	PERCENT DISTRIBUTION BY AGE				
		18-24	25-34	35-44	45-64	65+
Elementary	9.5%	5.6%	10.9%	8.8%	7.4%	16.3%
Some High School	14.9%	21.9%	14.2%	13.4%	12.2%	17.8%
High School Grad/GED	34.7%	37.8%	31.9%	34.6%	35.8%	33.1%
Some College	19.4%	29.1%	19.5%	17.2%	19.3%	14.6%
College Grad 2 Yr	5.3%	2.2%	6.8%	6.6%	6.0%	3.1%
College Grad 4 Yr	10.2%	3.3%	10.9%	12.6%	11.6%	9.3%
Post Graduate Studies	6.0%	0.2%	5.9%	6.9%	7.7%	5.8%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Totals are based on the portion of the labor force between ages 18 - 65+. The "Some College" category represents workers with less than two years of college and no degree.

Source: U.S. Census Bureau - 2010 Decennial Census.

High School Graduates - 2018

	PUBLIC SCHOOLS	PRIVATE SCHOOLS*	TOTAL
Banks	161	—	161
Franklin	237	—	237
Habersham	392	—	392
Hall	2,062	—	2,062
Jackson	737	—	737
Madison	215	—	215
Stephens	231	—	231
Banks Area	4,095	—	4,095



Note: Public schools include city as well as county school systems.

* Private schools data is not available for 2018 from Georgia Independent School Association.

Source: The Governor's Office of Student Achievement of Georgia.

Colleges and Universities

Banks Area

Hall

University of North Georgia (Gainesville Campus)	ung.edu/campuses/gainesville/index.php
Brenau University	www.brenau.edu
Interactive College of Technology (Gainesville Campus)	www.icl.edu/
Lanier Technical College	www.laniertech.edu
Oakwood Campus (Satellite campus of Lanier Technical College)	www.laniertech.edu

Banks

Milledgeville Campus (Satellite campus of Central Georgia Technical College)	www.centralgaitech.edu
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Franklin

Emmanuel College	www.ec.edu
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Jackson

Jackson Campus (Satellite campus of Lanier Technical College)	www.laniertech.edu
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Habersham

North Georgia Technical College	www.northgaitech.edu
Piedmont College	www.piedmont.edu

Stephens

Currahee Campus (Satellite campus of North Georgia Technical College)	www.northgaitech.edu
Toocoo Falls College	www.tfc.edu

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Version: 3.0

Banks Area

Page 4 of 6

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Surgical Technology/Technologist	25	13	31	-48.0	138.5
Tool and Die Technology/Technician*	3	2	4	-33.3	100.0
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Georgia Department of Labor Location(s)

Career Center(s)


37 Foreacre Street

Toccoa, GA 30577-3582


Phone: (706) 282 - 4514

Fax: (706) 282 - 4513

For copies of Area Labor Profiles, please visit our website at: <http://dol.georgia.gov> or contact Workforce Statistics & Economic Research, Georgia Department of Labor, 148 Andrew Young International Blvd N.E. Atlanta, GA. 30303-1751. Phone: 404-232-3875; Fax: 404-232-3886 or Email us at workforce_info@dol.ga.gov



Hall County



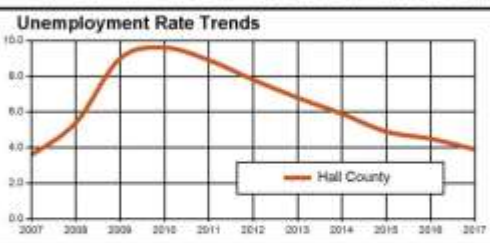
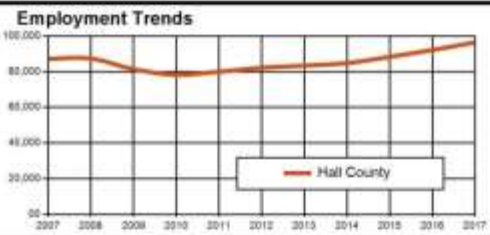
Updated: Feb 2019

Area Labor Profile

Labor Force Activity - 2017

2017 ANNUAL AVERAGES

	Labor Force	Employed	Unemployed	Rate
Hall	100,338	96,413	3,925	3.9%
Banks	9,242	8,876	366	4.0%
Barrow	38,866	37,280	1,586	4.1%
Dawson	11,688	11,231	457	3.9%
Forsyth	114,728	110,421	4,307	3.8%
Gwinnett	482,878	462,438	20,440	4.2%
Habersham	19,372	18,485	887	4.6%
Jackson	35,004	33,729	1,275	3.6%
Lumpkin	16,756	16,083	673	4.0%
White	15,745	15,133	612	3.9%
Hall Area	844,617	810,089	34,528	4.1%
Georgia	5,061,389	4,821,622	239,777	4.7%
United States	160,320,000	153,337,000	6,982,000	4.4%



Note: This series reflects the latest information available. Labor Force includes residents of the county who are employed or actively seeking employment.

Source: Georgia Department of Labor, U.S. Bureau of Labor Statistics.

Population Estimates

Population

	2010 Census	2017 Rank	2017 Estimate	% Change 2010-2017	2025 Projected*	% Change 2010-2025
Hall	179,684	11	199,336	10.9	227,478	26.6
City of Gainesville	33,804					
Hall Area	1,431,244		1,644,048	14.9	1,933,179	35.1
Georgia	9,887,853		10,429,379	7.7	11,538,707	19.1
United States	308,745,538		325,719,178	5.5	349,439,199	13.2

Source: Population Division, U.S. Census Bureau, *Governor's Office of Planning and Budget.

MARK BUTLER - COMMISSIONER, GEORGIA DEPARTMENT OF LABOR
 Equal Opportunity Employer/Program
 Auxiliary Aids and Services Available upon Request to Individuals with Disabilities

Workforce Statistics & Economic Research; E-mail: Workforce_Info@gdol.ga.gov Phone: (404) 232-3875

Industry Mix - 3rd Quarter of 2018

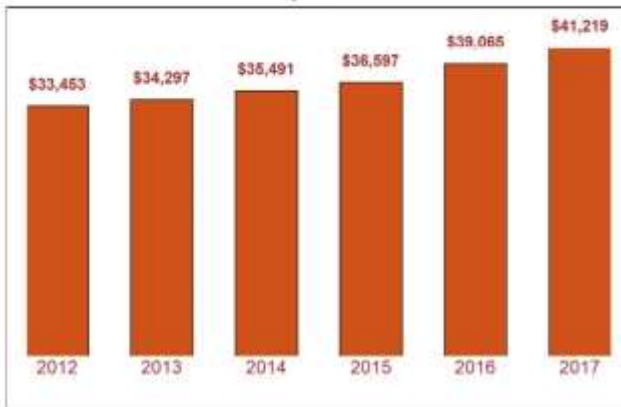
INDUSTRY	Hall				Hall Area			
	NUMBER OF FIRMS	NUMBER	PERCENT	WEEKLY WAGE	NUMBER OF FIRMS	NUMBER	PERCENT	WEEKLY WAGE
Goods-Producing	753	25,254	28.4	891	6,010	110,484	18.1	1,078
Agriculture, Forestry, Fishing and Hunting	26	249	0.3	831	139	1,799	0.3	938
Mining, Quarrying, and Oil and Gas Extraction	3	*	*	*	22	294	0.0	1,439
Construction	466	4,316	4.9	1,003	4,118	36,940	6.1	1,120
Manufacturing	258	20,647	23.2	867	1,731	71,451	11.7	1,058
Food	36	10,546	11.9	738	151	19,796	3.2	741
Beverage and Tobacco Product	7	340	0.4	1,138	25	843	0.2	966
Textile Mills	5	387	0.4	994	25	2,173	0.4	951
Textile Product Mills	4	14	0.0	374	59	667	0.1	768
Apparel	1	*	*	*	20	263	0.0	855
Wood Product	12	458	0.5	682	67	2,339	0.4	1,010
Paper	1	*	*	*	22	1,113	0.2	1,259
Printing and Related Support Activities	14	271	0.3	856	174	3,010	0.5	1,039
Petroleum and Coal Products	1	*	*	*	8	109	0.0	1,270
Chemical	16	926	1.0	1,198	117	4,270	0.7	1,369
Plastics and Rubber Products	11	630	0.7	801	64	3,880	0.6	869
Nonmetallic Mineral Product	16	183	0.2	976	99	2,031	0.3	1,097
Primary Metal	5	563	0.6	1,087	17	875	0.1	1,107
Fabricated Metal Product	47	914	1.0	1,117	227	5,563	0.9	993
Machinery	23	2,370	2.7	1,081	130	6,063	1.0	1,255
Computer and Electronic Product	6	114	0.1	1,029	118	5,570	0.9	1,900
Electrical Equipment, Appliance, and Component	7	*	*	*	51	2,602	0.4	1,378
Transportation Equipment	10	1,906	2.1	912	56	4,714	0.8	988
Furniture and Related Product	10	173	0.2	754	101	1,384	0.2	885
Miscellaneous	26	505	0.6	925	195	4,012	0.7	1,119
Leather and Allied Product	0	0	0.0	0	5	65	0.0	944
Service-Providing	3,390	53,347	60.0	877	34,279	430,460	70.6	899
Utilities	6	164	0.2	1,508	41	1,550	0.3	1,527
Wholesale Trade	298	4,436	5.0	1,193	3,440	45,623	7.5	1,271
Retail Trade	567	9,077	10.2	577	4,621	81,392	13.4	601
Transportation and Warehousing	143	2,873	3.2	1,035	898	15,495	2.5	906
Information	38	485	0.5	1,252	631	10,082	1.7	1,629
Finance and Insurance	260	2,535	2.9	1,290	2,112	19,809	3.3	1,340
Real Estate and Rental and Leasing	183	600	0.7	814	1,624	9,345	1.5	934
Professional, Scientific, and Technical Services	386	1,837	2.1	1,133	5,388	38,206	6.3	1,415
Management of Companies and Enterprises	28	993	1.1	1,400	214	10,883	1.8	1,987
Administrative and Support and Waste Management and Remediation Services	275	6,238	7.0	570	2,645	47,246	7.8	697
Educational Services	37	1,197	1.3	627	502	8,003	1.3	617
Health Care and Social Assistance	515	13,078	14.7	1,028	3,647	60,392	9.9	921
Arts, Entertainment, and Recreation	75	984	1.1	4,153	553	7,044	1.2	931
Accommodation and Food Services	315	7,179	8.1	348	2,998	58,422	9.6	337
Other Services (except Public Administration)	262	1,711	1.9	578	2,475	14,653	2.4	700
Unclassified - Industry not assigned	194	214	0.2	751	2,390	2,311	0.4	831
Total - Private Sector	4,337	78,815	88.7	881	40,289	540,944	88.8	927
Total - Government	119	10,082	11.3	825	695	68,438	11.2	886
Federal Government	22	436	0.5	1,421	100	3,760	0.6	1,213
State Government	35	2,388	2.7	744	182	8,668	1.4	813
Local Government	62	7,258	8.2	816	413	56,010	9.2	875
ALL INDUSTRIES	4,456	88,896	100.0	875	40,984	609,379	100.0	922
ALL INDUSTRIES - Georgia					279,283	4,439,368		993

Note: * Denotes confidential data relating to individual employers and cannot be released. These data use the North American Industrial Classification System (NAICS) categories. Average weekly wage is derived by dividing gross payroll dollars paid to all employees - both hourly and salaried - by the average number of employees who had earnings; average earnings are then divided by the number of weeks in a reporting period to obtain weekly figures. Figures in other columns may not sum accurately due to rounding. All figures are 3rd Quarter of 2018.

Source: Georgia Department of Labor. These data represent jobs that are covered by unemployment insurance laws.

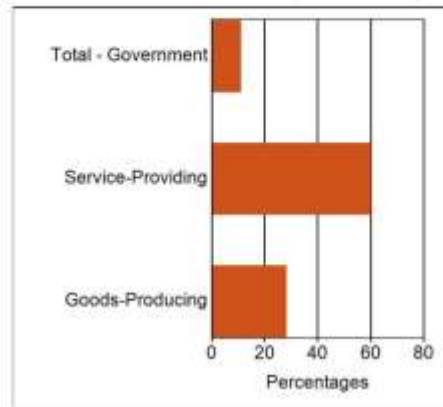
Hall Per Capita Income

Source: U.S. Bureau of Economic Analysis



Hall Industry Mix 2018

Source: See Industry Mix data on Page 2.



Top Ten Largest Employers - 2018*

Hall	Hall Area	COUNTY
Cottrell, Inc.	Fieldale Farms Corporation	Hall
Fieldale Farms Corporation	Gwinnett Hospital System, Inc.	Gwinnett
Kubota Manufacturing of America Corporation	Northeast Georgia Medical Center, Inc.	Hall
Mar-Jac Poultry	Northside Hospital	Forsyth
Northeast Ga Medical Center, Inc.	Pilgrim's Pride Corporation	Hall
Northeast Georgia Physicians Group	Publix Super Markets, Inc.	Gwinnett
Pilgrims Pride Corporation	The Kroger Company	Gwinnett
Victory Processing, Inc.	Victory Processing, LLC	Hall
Walmart	Waffle House, Inc.	Gwinnett
Wrigley Manufacturing Co. LLC	Walmart	Gwinnett

*Note: Represents employment covered by unemployment insurance excluding all government agencies except correctional institutions, state and local hospitals, state colleges and universities. Data shown for the Third Quarter of 2018. Employers are listed alphabetically by area, not by the number of employees.

Source: Georgia Department of Labor

Education of the Labor Force

Hall Area

	PERCENT OF TOTAL	PERCENT DISTRIBUTION BY AGE				
		18-24	25-34	35-44	45-64	65+
Elementary	6.9%	5.3%	8.8%	6.1%	5.1%	12.5%
Some High School	9.4%	19.0%	9.3%	7.0%	6.8%	12.4%
High School Grad/GED	27.1%	32.6%	25.6%	24.0%	26.2%	32.9%
Some College	21.4%	32.6%	20.5%	18.9%	21.1%	17.7%
College Grad 2 Yr	7.3%	3.8%	7.5%	8.5%	8.6%	4.1%
College Grad 4 Yr	19.2%	6.1%	20.5%	25.2%	20.9%	13.1%
Post Graduate Studies	8.7%	0.7%	8.1%	10.5%	11.2%	7.5%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Totals are based on the portion of the labor force between ages 18 - 65+. The "Some College" category represents workers with less than two years of college and no degree.

Source: U.S. Census Bureau - 2010 Decennial Census.

High School Graduates - 2018

	PUBLIC SCHOOLS	PRIVATE SCHOOLS*	TOTAL
Banks	161	—	161
Barrow	714	—	714
Dawson	247	—	247
Forsyth	2,703	—	2,703
Gwinnett	11,288	—	11,288
Habersham	392	—	392
Hall	2,062	—	2,062
Jackson	737	—	737
Lumpkin	222	—	222
White	1,724	—	1,724
Hall Area	20,250	—	20,250



Note: Public schools include city as well as county school systems.

* Private schools data is not available for 2018 from Georgia Independent School Association.

Source: The Governor's Office of Student Achievement of Georgia.

Colleges and Universities

Hall Area

Lumpkin

University of North Georgia (Main Campus) ung.edu/

Hall

University of North Georgia (Gainesville Campus) ung.edu/campuses/gainesville/index.php
 Brenau University www.brenau.edu
 Interactive College of Technology (Gainesville Campus) www.ict.edu/
 Lanier Technical College www.laniertech.edu
 Oakwood Campus (Satellite campus of Lanier Technical College) www.laniertech.edu

Gwinnett

Aviation Institute of Maintenance-Atlanta www.aviationmaintenance.edu/campuses/duluth-ga/index.html
 Georgia Christian University www.gcuniv.edu
 Georgia Gwinnett College www.ggc.edu
 Gwinnett College-Libum www.gwinnetcollege.edu
 Gwinnett Technical College www.gwinnettech.edu
 Lincoln College of Technology (Marietta) www.lincolntech.edu
 New Horizons Medical Institute www.newhorizonsmedical.com
 Reformed University www.runiv.edu

Banks

Milledgeville Campus (Satellite campus of Central Georgia Technical College) www.centralgtech.edu

Barrow

Winder-Barrow Campus (Satellite campus of Lanier Technical College) www.laniertech.edu

Dawson

Dawson Campus (Satellite campus of Lanier Technical College) www.laniertech.edu

Forsyth

Forsyth Campus (Satellite campus of Lanier Technical College) www.laniertech.edu

Jackson

Jackson Campus (Satellite campus of Lanier Technical College) www.laniertech.edu

Habersham

North Georgia Technical College www.northgtech.edu
 Piedmont College www.piedmont.edu

White

Truett McConnell University www.truett.edu

Note: The colleges and universities listed include public and private institutions. This list is updated periodically as information becomes available.

Source: Integrated Postsecondary Education Data System (IPEDS).

Technical College Graduates - 2018*

PROGRAMS	TOTAL GRADUATES			PERCENT CHANGE	
	2016	2017	2018	2016-2017	2017-2018
Accounting Technology/Technician and Bookkeeping*	468	462	390	-1.3	-15.6
Administrative Assistant and Secretarial Science, General	131	145	142	10.7	-2.1
Aesthetician/Esthetician and Skin Care Specialist*	36	31	32	-13.0	3.2
Allied Health and Medical Assisting Services, Other*	90	63	77	-30.0	22.2
Architectural Drafting and Architectural CAD/CADD*	1	4	1	300.0	-75.0
Autobody/Collision and Repair Technology/Technician*	49	71	101	44.9	42.3
Automobile/Automotive Mechanics Technology/Technician*	678	602	664	-11.2	10.3

Technical College Graduates - 2018*

PROGRAMS	TOTAL GRADUATES			PERCENT CHANGE	
	2016	2017	2018	2016-2017	2017-2018
Baking and Pastry Arts/Baker/Pastry Chef*	1	11	6	1000.0	-48.5
Biology Technician/Biotechnology Laboratory Technician*	27	18	13	-33.3	-27.8
Business Administration and Management, General*	181	206	212	13.8	2.9
Business Administration, Management and Operations, Other	17	17	15	0.0	-11.8
CAD/CADD Drafting and/or Design Technology/Technician*	50	55	42	10.0	-23.6
Cardiovascular Technology/Technologist	14	7	7	-50.0	0.0
Carpentry/Carpenter*	92	53	97	-42.4	83.0
Child Care and Support Services Management*	16	18	9	12.5	-50.0
Child Care Provider/Assistant*	265	210	205	-20.8	-2.4
Clinical/Medical Laboratory Technician	18	21	3	16.7	-85.7
Commercial Photography*	79	39	59	-50.6	51.3
Computer and Information Sciences, Other*	16	16	23	0.0	43.8
Computer and Information Systems Security/Information Assurance*	80	87	143	8.8	64.4
Computer Installation and Repair Technology/Technician*	191	216	197	13.1	-8.8
Computer Programming, Specific Applications*	38	34	54	-10.5	58.8
Computer Programming/Programmer, General*	34	45	58	32.4	28.9
Construction Management*	63	53	57	-15.9	7.5
Cosmetology/Cosmetologist, General*	186	191	230	2.7	20.4
Criminal Justice/Safety Studies*	149	130	106	-12.8	-18.5
Culinary Arts/Chef Training	30	27	27	-10.0	0.0
Customer Service Support/Call Center/Teleservice Operation	3	8	5	166.7	-37.5
Data Entry/Microcomputer Applications, General*	19	69	57	263.2	-17.4
Data Processing and Data Processing Technology/Technician*	74	69	74	-6.8	7.2
Dental Assisting/Assistant*	75	71	76	-5.3	7.0
Design and Visual Communications, General*	24	26	33	8.3	26.9
Diagnostic Medical Sonography/Sonographer and Ultrasound Technician	11	18	21	63.6	16.7
Drafting and Design Technology/Technician, General*	63	71	47	12.7	-33.8
Early Childhood Education and Teaching*	105	99	86	-5.7	-13.1
Electrical and Power Transmission Installation/Installer, General*	10	16	12	60.0	-25.0
Electrician*	56	44	58	-21.4	31.8
Emergency Medical Technology/Technician (EMT Paramedic)*	330	298	300	-9.7	0.7
Engineering Technologies and Engineering-Related Fields, Other	12	12	6	0.0	-50.0
Entrepreneurship/Entrepreneurial Studies*	16	27	17	68.8	-37.0
Environmental Control Technologies/Technicians, Other*	6	8	6	33.3	-25.0
Fire Prevention and Safety Technology/Technician*	3	3	3	0.0	0.0
Fire Science/Fire-fighting*	11	28	14	154.5	-50.0

Technical College Graduates - 2018*

PROGRAMS	TOTAL GRADUATES			PERCENT CHANGE	
	2016	2017	2018	2016-2017	2017-2018
Fire Services Administration	2	5	2	150.0	-60.0
Food Preparation/Professional Cooking/Kitchen Assistant*	42	33	21	-21.4	-36.4
Game and Interactive Media Design*	16	7	18	-56.3	157.1
General Office Occupations and Clerical Services*	61	52	46	-14.8	-11.5
Graphic Design*	12	13	14	8.3	7.7
Health Information/Medical Records Technology/Technician*	14	7	19	-50.0	171.4
Health Services/Allied Health/Health Sciences, General*	511	358	319	-29.9	-10.9
Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology*	299	285	253	-11.4	-4.5
Heavy Equipment Maintenance Technology/Technician*	18	16	18	0.0	12.5
Hospitality Administration/Management, General*	42	34	28	-19.0	-23.5
Human Resources Management/Personnel Administration, General*	45	33	44	-26.7	33.3
Industrial Mechanics and Maintenance Technology*	120	142	143	18.3	0.7
Interior Design*	95	119	94	25.3	-21.0
Licensed Practical/Vocational Nurse Training	39	53	58	35.9	5.7
Lineworker*	59	57	59	-3.4	3.5
Logistics and Materials Management*	15	5	12	-66.7	140.0
Machine Shop Technology/Assistant*	53	73	73	37.7	0.0
Marketing/Marketing Management, General	53	35	41	-34.0	17.1
Mechanic and Repair Technologies/Technicians, Other	9	7	12	-22.2	71.4
Medical Insurance Coding Specialist/Coder*	15	29	11	93.3	-62.1
Medical Insurance Specialist/Medical Biller*	44	21	35	-52.3	66.7
Medical Office Assistant/Specialist*	48	49	88	2.1	79.6
Medical Office Management/Administration	11	13	4	18.2	-69.2
Medical/Clinical Assistant	131	115	86	-12.2	-25.2
Meeting and Event Planning*	34	7	14	-79.4	100.0
Network and System Administration/Administrator*	211	178	142	-15.6	-20.2
Nursing Assistant/Aide and Patient Care Assistant/Aide*	76	42	138	-44.7	228.6
Pharmacy Technician/Assistant*	20	12	8	-40.0	-33.3
Phlebotomy Technician/Phlebotomist*	15	18	18	20.0	0.0
Professional, Technical, Business, and Scientific Writing*	15	10	38	-33.3	280.0
Radiologic Technology/Science - Radiographer*	41	47	38	14.6	-23.4
Registered Nursing/Registered Nurse	65	60	47	-7.7	-21.7
Respiratory Care Therapy/Therapist	10	15	16	50.0	6.7
Restaurant/Food Services Management*	1	1	2	0.0	100.0
Retailing and Retail Operations*	1	4	1	300.0	-75.0
Selling Skills and Sales Operations*	60	24	33	-60.0	37.5
Solar Energy Technology/Technician*	12	2	16	-83.3	700.0

Technical College Graduates - 2018*

PROGRAMS	TOTAL GRADUATES			PERCENT CHANGE	
	2016	2017	2018	2016-2017	2017-2018
Surgical Technology/Technologist	25	13	31	-48.0	138.5
Teacher Assistant/Aide*	21	18	12	-14.3	-33.3
Tool and Die Technology/Technician*	3	2	4	-33.3	100.0
Tourism and Travel Services Management*	24	29	16	20.8	-44.8
Truck and Bus Driver/Commercial Vehicle Operator and Instructor*	23	19	21	-17.4	10.5
Veterinary/Animal Health Technology/Technician and Veterinary Assistant*	36	27	28	-25.0	3.7
Web Page, Digital/Multimedia and Information Resources Desig	3	5	13	66.7	160.0
Web Page, Digital/Multimedia and Information Resources Design*	44	43	62	-2.3	44.2
Welding Technology/Welder*	444	526	604	18.5	14.8

Definition: All graduates except those listed as technical certificates(*) are diploma and degree graduates. Diploma and degree programs are one to two years in length. Technical certificates are less than a year in length. Duplication may occur due to graduates with multiple awards.

Source: Technical College System of Georgia

*Data shown represents Annual 2016, 2017, and 2018.

Note: Please visit TCSG website for any college configuration changes.

Georgia Department of Labor Location(s)

Career Center(s)

2756 Atlanta Hwy
Gainesville, GA 30504

Phone: (770) 535 - 5484

Fax: (770) 531 - 5659

For copies of Area Labor Profiles, please visit our website at: <http://dol.georgia.gov> or contact Workforce Statistics & Economic Research, Georgia Department of Labor, 148 Andrew Young International Blvd N.E. Atlanta, GA, 30303-1751. Phone: 404-232-3875; Fax: 404-232-3888 or Email us at workforce_info@gdol.ga.gov

C. Lula Census Data


Lula, GA Demographic Information *

Total population	2,758
Male population	1,369
Female population	1,389
Median age (years)	32.3
White Population	2,373
Black Population	205
Indian Population	20
Asian Population	29
Hawaiian Population	0
Hispanic Population	147
Median age (Male)	30.6
Median age (Female)	34.2
Total households	972
Family households (families)	731
Average household size	2.84
Average family size	3.25
Total housing units	1,111

* Demographic data is based on 2010 Census.


D. Lula Comprehensive Plan Public Comment Survey Sample

Want to tell your civic leaders what your community should be like in 20-30 years? Here's your chance!



City of Lula
A friendly place to live and build a business

2019 COMPREHENSIVE PLAN SURVEY



The City of Lula is updating their **Comprehensive Plan** that will help guide development and capital projects. Your hometown can only achieve its vision if it knows what that vision is, so please take part in this process and tell us your vision for the future of your hometown! Please take a few minutes to complete the following survey and submit your results to one of the locations listed below. To complete the survey online instead, use the following link: <https://www.surveymonkey.com/r/Lulaplan>. *Or the above QR link.*

All comments will be read and incorporated into the Comprehensive Plan, and all responses will be kept confidential. Be sure to also check for future announcements about additional meetings and other opportunities to participate.

Please submit all completed surveys to:

➤ *Dennis Bergin, City Manager*
Lula City Hall
6055 Main Street
Lula, GA 30554
770.869.3801

Or to:

Joe Rothwell, Regional Planner
Georgia Mountains Regional Commission
P.O. Box 1720
Gainesville, GA 30503
O: 770.538.2619
F: 770.538.2625
Email: jrothwell@gmrc.ga.gov

1.) I am submitting comments for Lula: (circle/highlight) **A: Resident** **B: Business Owner** **C: Other**

2.) I would like my community to try to ? growth and development:
a) attract a high volume of b) attract some c) limit

3.) New growth and development should be directed toward:
a) in/around cities b) along highway c) expand in (please list location)

4.) Our community's most important asset that should be **preserved** in the future is...

5.) Our community's biggest liability that should be **changed** in the future is...

6.) With respect to **economic development**, our top priorities should be (pick 2):

_____ Attract/sustain new commercial businesses

_____ Attract/sustain new manufacturing and industry

_____ Attract/sustain any business to downtown areas

_____ Attract/sustain any business with high paying jobs

_____ Other (please list: _____)


7.) With respect to **housing**, our most important **needs** are (pick 2):

_____ More family housing _____ Fewer dilapidated houses

_____ More high-end housing _____ Design guidelines for new construction

_____ More apartments _____ Other: (please list: _____)

_____ More senior housing



Want to tell them which issues you feel are most important? Check: <https://www.cityoflula.com/> for updates.



City of Lula

A friendly place to live and build a business

2019 COMPREHENSIVE PLAN SURVEY

8.) With respect to **historic and cultural resources**, our most important issues are (pick 2):

- preserving existing historic structures
- design guidelines for new development
- improving sidewalks, bicycle and pedestrian accessibility around the City
- need for more park space
- need for more/new civic space
- Other (please list: _____)

9.) On a scale of 1 (Very poor) to 5 (Very good), how do you rate each of the following **public services** (note that some of these services are provided through a service agreement with other municipalities):

- Water
- Sewer
- Police/ Public Safety/ EMS
- Fire protection
- General government
- Parks and recreation
- Roads
- Schools
- Other (please list: _____)

10.) Please rank the following issues in terms of priority, with 1 being most important:

- Preserving the character of Lula
- Increasing tourism
- Increasing job opportunities
- Preserving the low cost of living
- Preserving the standard of living
- Other (please list: _____)

11.) Highway development can attract significant growth and development. Regarding these vital corridors in Lula, please rank the following issues in terms of priority, with 1 being most important:

- Managing traffic volumes
- Managing safety
- Luring more/new retail
- Luring more/new dining
- Luring any new jobs
- Preserving the appearance and rural character
- Other (please list: _____)

12.) Please share any other questions, comments, concerns or issues you feel are important and would like to elaborate on regarding life in Lula and that have not been covered sufficiently in the survey questions above.

Thank you for your time and for caring about your hometown!





Here's "YOUR" Chance to Tell Us What You Think , and Guide Future Development

Posted By: Donnie Boggs on: February 01, 2019 In: Business, Entertainment, Local/State News



The City is updating our Comprehensive Planning Document and a key factor when creating the document is to hear what the community thinks as to any number of issues. So here's your chance to play a role in future development and guide the city in recognizing what you feel is important. The "Survey" will take all of 5 to 10 minutes of your time so copy or use the link below and GO FOR IT!

<https://www.surveymonkey.com/r/Lulaplan>

The Survey is also available at Lula City Hall, during regular office hours. This survey information does not require your name to complete, and will be available through Feb. 10th for submittal. Thank You in advance for your participation!

Join Us February 11th for the opportunity to have your additional comments heard at the Public Hearing on Monday at 5:00PM

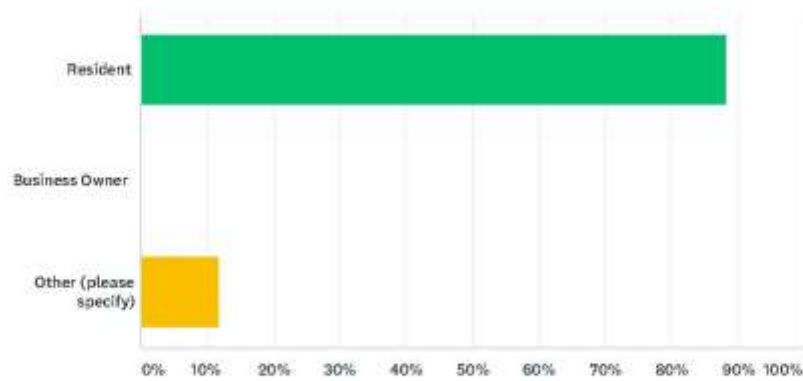
E. Lula Comprehensive Plan Public Comment Survey Response Summary

2019 Lula Comprehensive Plan Update

SurveyMonkey

Q1 I am submitting comments for Lula as a:

Answered: 17 Skipped: 0

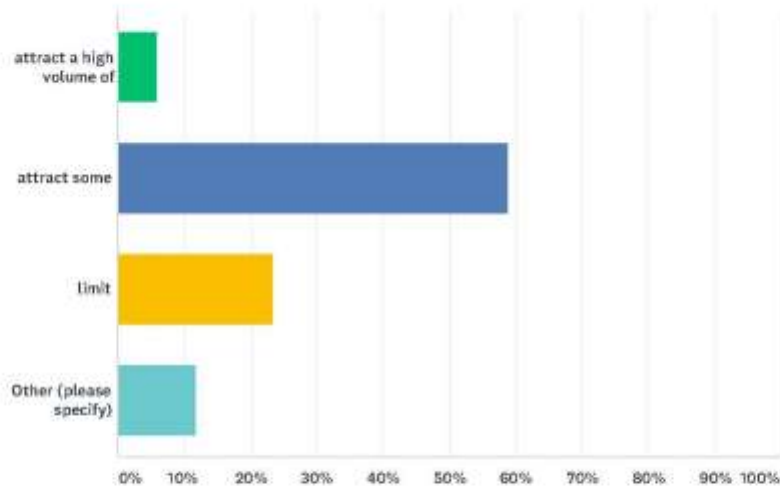


ANSWER CHOICES	RESPONSES
Resident	88.24% 15
Business Owner	0.00% 0
Other (please specify)	11.76% 2
Total Respondents: 17	

#	OTHER (PLEASE SPECIFY)	DATE
1	I work here!	2/16/2019 10:14 AM
2	Owner	1/31/2019 3:56 PM

Q2 I would like my community to try to _____ growth and development:

Answered: 17 Skipped: 0

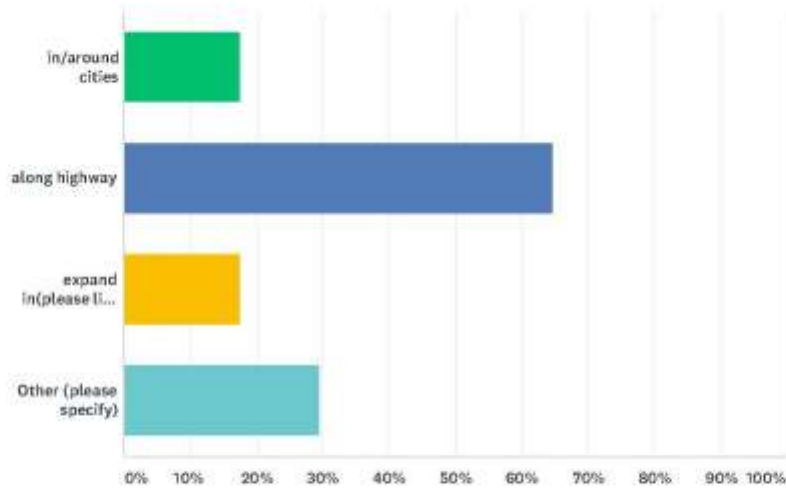


ANSWER CHOICES	RESPONSES	
attract a high volume of	5.88%	1
attract some	58.82%	10
limit	23.53%	4
Other (please specify)	11.76%	2
Total Respondents: 17		

#	OTHER (PLEASE SPECIFY)	DATE
1	managed amount of growth, and balanced , Residetail, Bussiness, Downtown Development, pay for it self	2/5/2019 12:40 PM
2	Control smart growth	1/31/2019 3:56 PM

Q3 New growth and development should be directed toward:

Answered: 17 Skipped: 0



ANSWER CHOICES	RESPONSES
in/around cities	17.65% 3
along highway	64.71% 11
expand in (please list location)	17.65% 3
Other (please specify)	29.41% 5
Total Respondents: 17	

#	OTHER (PLEASE SPECIFY)	DATE
1	Commercial and industrial along Hwy 365 and Commercial and tourism in Downtown	2/15/2019 2:30 PM
2	Small businesses in town and larger businesses along highway.	2/11/2019 9:25 PM
3	Downtown, 365, Pay for it self with reasonable taxes	2/5/2019 12:40 PM
4	Preferably no development	2/3/2019 9:03 PM
5	Downtown	1/31/2019 3:56 PM

Q4 Our community's most important asset that should be preserved in the future is:

Answered: 16 Skipped: 1

#	RESPONSES	DATE
1	Comradary	2/16/2019 10:14 AM
2	Historic downtown buildings	2/15/2019 2:30 PM
3	Small town atmosphere.	2/13/2019 2:07 AM
4	Small town atmosphere	2/11/2019 9:34 PM
5	Small town feel, safety	2/11/2019 9:25 PM
6	Downtown	2/11/2019 9:09 PM
7	Depot	2/11/2019 8:51 PM
8	Our historical buildings and landmarks.	2/11/2019 8:46 PM
9	old wood bridge in town	2/9/2019 12:40 PM
10	Community we all want to be part of something	2/6/2019 10:01 AM
11	small town atmosphere, where you feel you can walk the streets and not get mugged	2/5/2019 12:40 PM
12	The fact that it is a small town. We don't need public housing or anything like that which ruin the community.	2/5/2019 10:45 AM
13	Picturesque little town, Beautiful scenery and farmland.	2/3/2019 9:14 PM
14	Small Town life without new development. Residents enjoy living in Lula due to avoiding the city life. We like the low key lifestyle without traffic and chaos.	2/3/2019 9:03 PM
15	Low key lifestyle	2/3/2019 8:52 PM
16	Hometown Feel	1/31/2019 3:56 PM

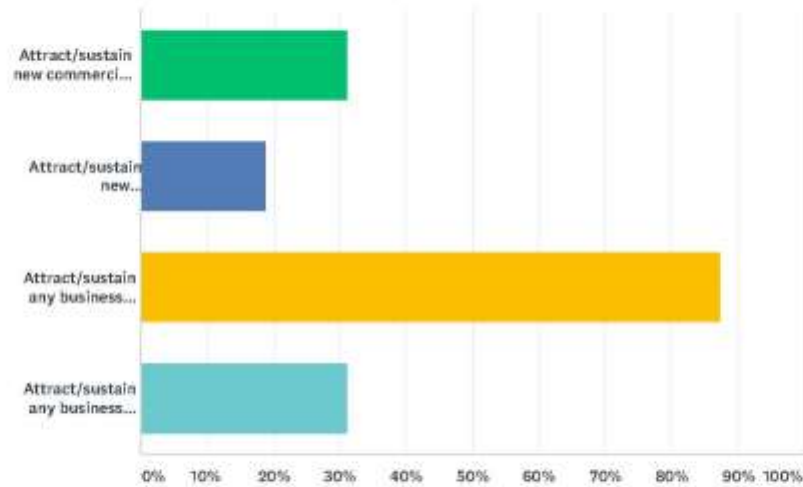
Q5 Our community's biggest liability that should be changed in the future is:

Answered: 13 Skipped: 4

#	RESPONSES	DATE
1	Poorly maintained houses and lots	2/15/2019 2:30 PM
2	Illegal Activity	2/13/2019 2:07 AM
3	Crime prevention	2/11/2019 9:34 PM
4	Run down homes and buildings	2/11/2019 8:51 PM
5	Crime, "drug-houses", overall reputation of being a low SES town. We need to draw in more home owners and less short term renters.	2/11/2019 8:46 PM
6	better things to attract people coming to railroad days == people only come for the parade then they are gone	2/9/2019 12:40 PM
7	Not doing enough in the past to insure the future, never should have allowed some of building s downtown, veterans park is great , New sidewalks are great depot hopefully will be great but not are we behind	2/6/2019 10:01 AM
8	hold people accountable for their properties, it doesn't matter who their are, would you want to live next to some of these messes, code enforcement has done wonders to help, but you can not play favorites an ignore because their your friend	2/5/2019 12:40 PM
9	Not sure	2/5/2019 10:45 AM
10	Truckers coming through downtown across tracks at 4-way stop.	2/3/2019 9:14 PM
11	Better street lighting and would like for emergency response time to be improved on CountyLine Rd	2/3/2019 9:03 PM
12	Lack of community involvement	2/3/2019 8:52 PM
13	Downtown Water system	1/31/2019 3:56 PM

Q6 With respect to economic development, our top priorities should be (pick 2):

Answered: 16 Skipped: 1

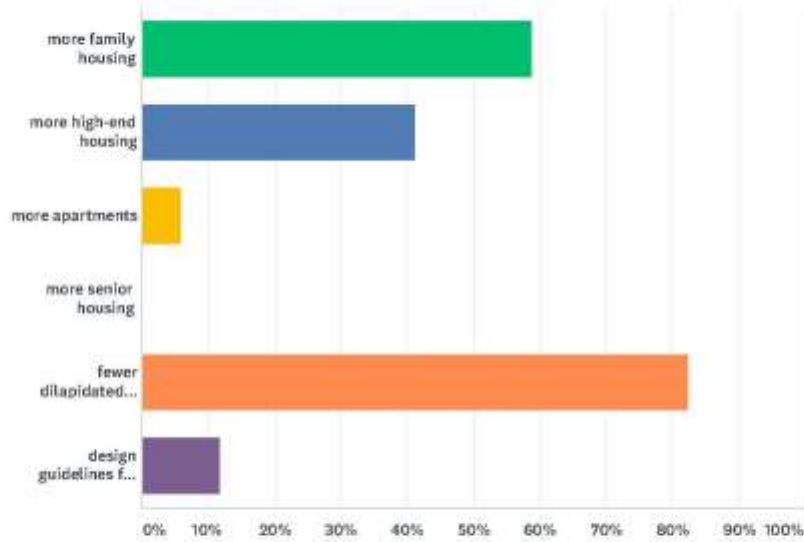


ANSWER CHOICES	RESPONSES
Attract/sustain new commercial businesses	31.25% 5
Attract/sustain new manufacturing and industry	18.75% 3
Attract/sustain any business to downtown areas	87.50% 14
Attract/sustain any business with high paying jobs	31.25% 5
Total Respondents: 16	

#	OTHER (PLEASE SPECIFY)	DATE
1	Attract young home owners	2/11/2019 8:46 PM
2	A large grocery store	2/4/2019 6:03 PM
3	Preferably no economic growth in Lula	2/3/2019 9:03 PM
4	Package store , great revenue	1/31/2019 3:56 PM

Q7 With respect to housing, our most important needs are (pick 2):

Answered: 17 Skipped: 0

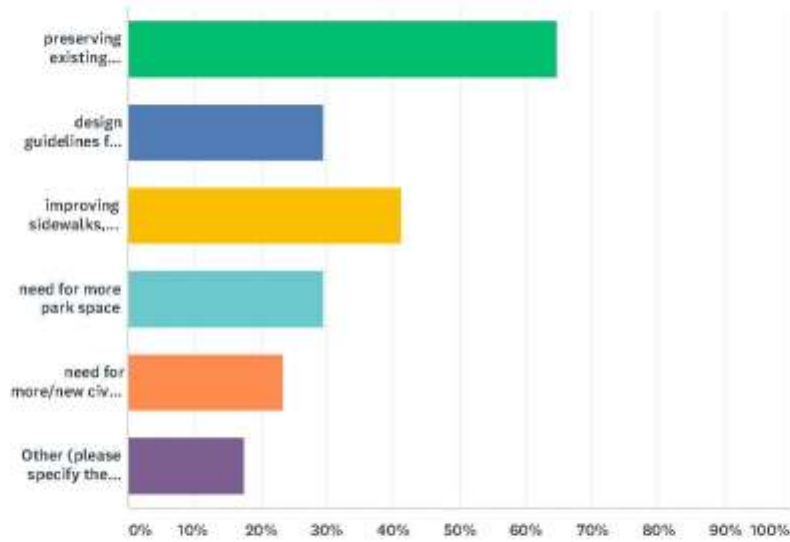


ANSWER CHOICES	RESPONSES
more family housing	58.82% 10
more high-end housing	41.18% 7
more apartments	5.88% 1
more senior housing	0.00% 0
fewer dilapidated houses	82.35% 14
design guidelines for new construction	11.76% 2
Total Respondents: 17	

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Q8 With respect to historic and cultural resources, our most important issues are (pick 2):

Answered: 17 Skipped: 0

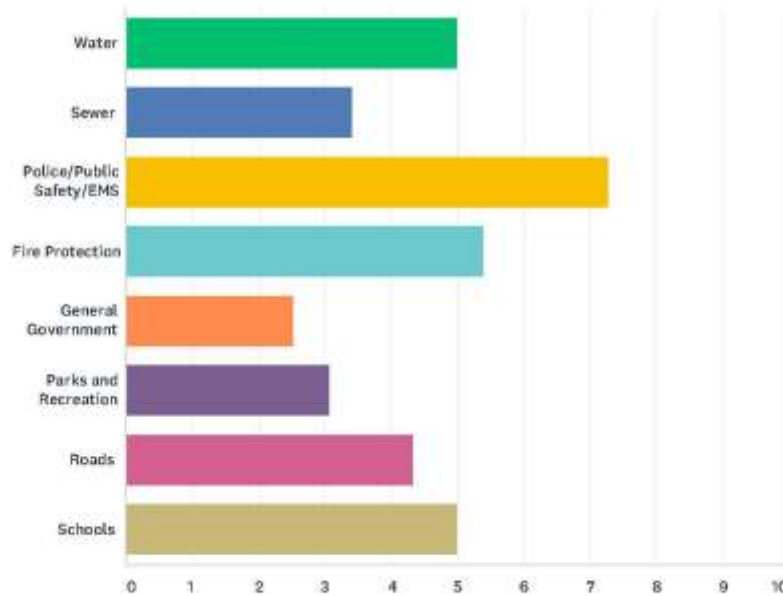


ANSWER CHOICES	RESPONSES
preserving existing historic structures	64.71% 11
design guidelines for new development	29.41% 5
improving sidewalks, bicycle and pedestrian accessibility around the City	41.18% 7
need for more park space	29.41% 5
need for more/new civic space	23.53% 4
Other (please specify the most important asset that should be preserved)	17.65% 3
Total Respondents: 17	

#	OTHER (PLEASE SPECIFY THE MOST IMPORTANT ASSET THAT SHOULD BE PRESERVED)	DATE
1	more things to do at rafe banks park	2/9/2019 12:40 PM
2	Replace the playground at Rafe Banks park - it's dirty and damaged/ put a cover over it to keep out tree debris	2/4/2019 6:03 PM
3	Railroad Crossing at Lula 4-way needs to be smoother to cross & Bridge needs to be prepared for easier use	2/3/2019 9:03 PM

Q9 For the following public services, please rank them in order of importance and note that some of these services are provided through a service agreement with other municipalities (1-8 with 1 being the most important):

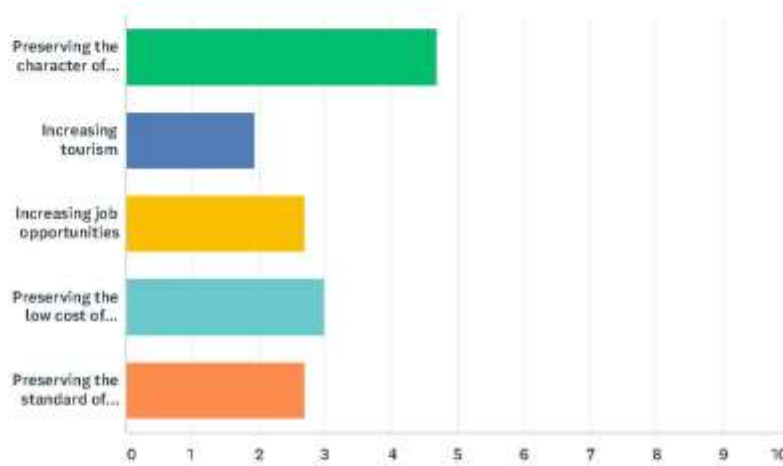
Answered: 15 Skipped: 2



	1	2	3	4	5	6	7	8	TOTAL	SCORE
Water	20.00% 3	6.67% 1	20.00% 3	6.67% 1	13.33% 2	20.00% 3	13.33% 2	0.00% 0	15	5.00
Sewer	6.67% 1	6.67% 1	6.67% 1	6.67% 1	13.33% 2	6.67% 1	40.00% 6	13.33% 2	15	3.40
Police/Public Safety/EMS	46.67% 7	33.33% 5	20.00% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	15	7.27
Fire Protection	0.00% 0	33.33% 5	20.00% 3	20.00% 3	13.33% 2	6.67% 1	6.67% 1	0.00% 0	15	5.40
General Government	0.00% 0	0.00% 0	6.67% 1	6.67% 1	20.00% 3	13.33% 2	6.67% 1	46.67% 7	15	2.53
Parks and Recreation	6.67% 1	0.00% 0	0.00% 0	20.00% 3	6.67% 1	20.00% 3	20.00% 3	26.67% 4	15	3.07
Roads	6.67% 1	6.67% 1	6.67% 1	20.00% 3	26.67% 4	20.00% 3	13.33% 2	0.00% 0	15	4.33
Schools	13.33% 2	13.33% 2	20.00% 3	20.00% 3	6.67% 1	13.33% 2	0.00% 0	13.33% 2	15	5.00

Q10 For the following quality of life issues, please rank them in order of importance (1-5 with 1 being the most important):

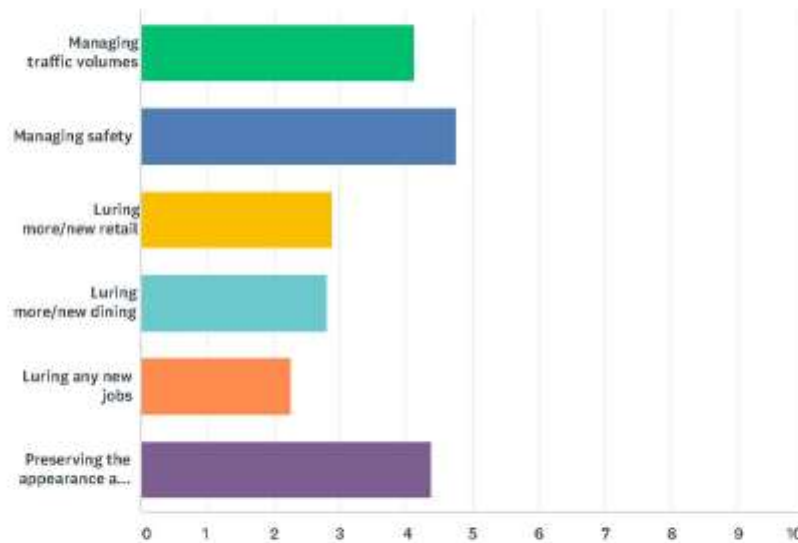
Answered: 16 Skipped: 1



	1	2	3	4	5	TOTAL	SCORE
Preserving the character of Lula	81.25% 13	6.25% 1	12.50% 2	0.00% 0	0.00% 0	16	4.69
Increasing tourism	0.00% 0	18.75% 3	18.75% 3	0.00% 0	62.50% 10	16	1.94
Increasing job opportunities	6.25% 1	18.75% 3	18.75% 3	50.00% 8	6.25% 1	16	2.69
Preserving the low cost of living	6.25% 1	43.75% 7	12.50% 2	18.75% 3	18.75% 3	16	3.00
Preserving the standard of living	6.25% 1	12.50% 2	37.50% 6	31.25% 5	12.50% 2	16	2.69

Q11 Highway development can attract significant growth and development. Regarding these vital corridors in Lula, please rank the following in order of importance (1-6 with 1 being the most important):

Answered: 16 Skipped: 1



	1	2	3	4	5	6	TOTAL	SCORE
Managing traffic volumes	20.00% 3	40.00% 6	6.67% 1	6.67% 1	20.00% 3	6.67% 1	15	4.13
Managing safety	18.75% 3	37.50% 6	43.75% 7	0.00% 0	0.00% 0	0.00% 0	16	4.75
Luring more/new retail	0.00% 0	6.25% 1	25.00% 4	31.25% 5	25.00% 4	12.50% 2	16	2.88
Luring more/new dining	12.50% 2	0.00% 0	0.00% 0	43.75% 7	31.25% 5	12.50% 2	16	2.81
Luring any new jobs	12.50% 2	0.00% 0	6.25% 1	12.50% 2	18.75% 3	50.00% 8	16	2.25
Preserving the appearance and rural character	37.50% 6	18.75% 3	18.75% 3	6.25% 1	6.25% 1	12.50% 2	16	4.38

Q12 Please share any other questions, comments, concerns or issues you feel are important and would like to elaborate on regarding life in Lula and that have not been covered sufficiently in the survey questions above.

Answered: 7 Skipped: 10

#	RESPONSES	DATE
1	Need to bring higher paying jobs and more expensive / better quality housing to the City. We also need to support public education by supporting the local public schools.	2/15/2019 2:30 PM
2	Please update Lula Park with additional play equipment and updated pavilion.	2/11/2019 9:09 PM
3	Lula is a historic town with a rich history. We need to look at nearby towns like Cornelia and Clarkesville to model how they are using their historic charm to draw in businesses and tourism. We should also try to up the quality of our town events. Railroad Days used to be a festival that was attended by a high volume of people from across the region. We need quality programming and booths to draw people back, and better advertising for events. The city could benefit from hiring a web master and social media marketing employee, or finding a volunteer with online marketing experience to fill this role. I'm tired of "Lula" having the reputation of being a "po-dunk" town. We need to think more highly of our town and people outside will begin to think higher of it as well.	2/11/2019 8:46 PM
4	Forget someone paying our way, create a vision and stick to it , then pay for it	2/6/2019 10:01 AM
5	if we want to be like Gainesville, I'm moving else where, but we should prepare to pay for improvements, nothing is free, a reasonable cost is expected, this idea that you can get something for nothing is silly and will only disapoint folks , enough excusses	2/5/2019 12:40 PM
6	obvious drug problems in Lula.	2/3/2019 9:14 PM
7	I feel that the residents of Lula are in this community for a reason. We enjoy the country living, country roads with no traffic, small town stores without crowds. There are not many small towns left without the hectic crowds and traffic. By bringing developers and economic growth... you'll be bringing the city lifestyle also which I am opposed to! I hear constantly of people looking for homes in our area for the reason of wanting to get away from the busy areas such as flowery branch, Oakwood, and Gainesville. If we develop Lula... then what would our town offer that would be different or better??? Nothing. I propose that the Lula area be preserved and possibly a face lift on some of the older buildings to attract small businesses not large retailers. Have sidewalks & street lights for local shopping (comparison to downtown Gainesville Square). Lula Park needs to have better lighting and police patrolling more frequently. It's a beautiful park, but scary to use. I would also suggest clearing more trees so the area can be better monitored and not feel so secluded and unsafe. The train tracks at the 4-way of Athens St & Hwy 51 have been worked on several times and are still horrible to cross. This is an extremely high traffic area. This should be a high priority. I would like to see more community events. Examples : -Summer or Spring Community outside Dance at the Depot with a live band -Movie Under the Stars -Christmas Festival to be larger & more to do. Would suggest doing an annual Tree lighting ceremony at the festival. Thanks, Cathy Please contact me if you'd like to discuss further. (678) 617-5524	2/3/2019 9:03 PM

F. Comprehensive Plan Meeting Summaries

March 12, 2018 Lula City Work Session: Public Comment Hearing

(as distributed below to public via email and city web bulletin board news media for 3/12/2018 and 3/19/2018 meetings for public hearings)

From: Dennis Bergin [<mailto:bergins@outlook.com>]

Sent: Thursday, March 01, 2018 4:44 PM

To: Adam Hazell; Joey Homans; Jim Grier; Lula; lulaga14@outlook.com; Mordecai Wilson; vince Evans; Garnett Smith; lulaga11@outlook.com; Marvin Moore

Subject: PUBLIC NOTICE "Public Input" City Comprehensive Plan Update

City of Lula

"Home of Railroad Days"

P.O. Box 99 •
6055 Main
Street
(770) 869-3801
Lula,
Georgia 30554
Fax: (770) 869-1299
Email: lulacity@bellsouth.net

PUBLIC NOTICE "Public Input" City Comprehensive Plan Update

"This notice is to inform the citizens and stakeholders of the City of Lula that the City, with the assistance of the Georgia Mountains Regional Commission, has begun the update of its comprehensive plan, which was last adopted in April of 2014. This update will be done in accordance with the Minimum Rules and Standards for Local Comprehensive Planning as established by the Georgia Department of Community Affairs. As part of this process there will be opportunities for public input and questions, including surveys and open public hearings which the City will announce and promote through as many options available, including on their web site, in local media, and as posted here at City Hall. Anyone wishing more information about this process or about the comprehensive plan for the city may contact Lula City Hall @ 770-869-3801.

The City will initially hear Public Comment at the upcoming council work session March 12th at 6:00PM and again during the regular scheduled council meeting March 19th, at 7:00PM. The City also welcomes your thoughts in written form, please send you comments to Lula City Hall, P O Box 99, Lula Georgia 30554 no later than March 19th, 2018.

The Mayor and Council encourage public attendance and your input at all public meeting of the Lula City Council.

On agenda as item 15 a. & b. for public hearing comment and advisory committee.

IMPORTANT
COPY TO MINUTE BOOK EVERY
MONTH PRIOR TO THE REGULAR
MEETING AGENDA AND THE
APPROVED MINUTES

City of Lula

Monday, March 12, 2018
Work Session / City Hall/ 6:30PM

Agenda for **Monday March 12th, 2018**

1. Public Comment
2. Minutes from previous(s) month(s) Regular Voting Council Session
3. Yard of the Month recipients
4. Finance / Current Conditions
 - a. Committee Comments
 - b. GEFA/ Council Direction/ Committee
 - c. Liability Insurance/ Development
 - d. Chamber Advertising / consideration of council
5. Water Sewer Current Conditions
 - a. Status Sewer Line "I"
 - b. Actuators / Utility Committee
 - c. "Fix A Leak" Week March 19th
 - d. Permit Renewal and Audit Status
6. Amendment- Beer and Wine Fees by the Drink/ Second Reading/ ORD 031918-A
7. "At the Tracks", Request for consideration
8. Agenda Request "Frances Banks Lewallen Circle / pot holes (scheduled)
9. Bulk Waste Collection Proposed DATE April 30th
10. Liberty Baptist Church, Request for yard sale Saturday April 14th
11. Liberty Baptist Church Request for Church Service May 13th Depot
12. Depot/ Council Direction
13. Request by Mr. Fox / lot subdivision /Victoria Lane
14. Public Hearing Banks County Road Tax, Thursday, March 29th at 6:30 p.m. in the Banks County Courthouse Board Room.
15. Comp Plan Update \
 - a. Public Hearing / Comment
 - b. Advisory Committee
16. Reminder/ City Retreat this Thursday March 15th City of Sugar Hill City Hall for 10AM till 3:PM
17. GMA Convention/ Update
18. Reminder/ JMA Meeting / Dinner Rescheduled to Monday April 23rd, in Braselton
19. Railroad Day Parade and Festival. / Update
20. Committee Meeting request "Street Committee"
21. Happy Birthday Mordecai (93 years young!)
22. Executive Session/ Land Acquisition

Council Comments

Citizen Comments

This is a preliminary look at what we anticipate will be under consideration of the Council. Some items are strictly for discussion only and keeping the council informed of current conditions and will not be placed on the regular agenda. The Agenda for the Regular Monthly Meeting of the Council being the third Monday of every month will be published by noon the Friday prior to the meeting date. All requests to be placed on the regular agenda should come in writing (forms available) a week in advance and should encompass all supporting documents in advance of the work session.

Page 1 of 1

March 19, 2018 Lula City Council Meeting: Public Comment Hearing

1st item on agenda.

City of Lula
City Council Meeting Minutes
And Executive Session
City Hall / 7:00 P.M.
Monday, March 19, 2018

Present: Mayor Jim Grier
Council Members Vince Evans Lamb Griffin
Council Members Marvin Moore Garnett Smith
Mordecai Wilson

Also Present:
City Manager Dennis Bergin
City Clerk Rosemary Totty
City Attorney Joey Homans

Opening / Welcome Mayor
Invocation given by Darryl Womack and the pledge was recited.

The meeting opened as a Public Hearing for the Comprehensive Plan Update –
The Mayor ask for input from the public regarding what to address in the next
five years.

Minutes from the Special Called Meeting February 12, 2018 were approved with a
motion for approval made by Marvin Moore and seconded by Mordecai Wilson,
discussion, approved unanimously.

A motion to approve the **“Regular Council Meeting February 19, 2018** was made by
Garnett Smith and seconded by Marvin Moore. Discussion, approved unanimously.

**YOTM Recipients – Mathew Thompson (District 1); Ricky Cronin (District 2);
Virginia Banks (District 3); Jason & Ramona Giordano (District 4); and Mack
Dover (District 5)**

Finance / Current Conditions - (a) Consideration / Award of Backhoe Bids
The City had received no sealed bids – after consideration – a motion was made by
Garnett Smith to lower the minimum bid to \$6500.00. Vince Evans seconded the motion.
The motion carried unanimously.

**Water Sewer Current Conditions – Staff spoke about the cost to upgrade two
reserve actuators – at a cost of \$3185.00. A motion was made by Garnett Smith and**

seconded by Mordecai Wilson, discussion, the motion carried unanimously. The contractor to do the upgrade is Cornerstone H20.

GEFA / Consideration for Authorization Part II of Application / Motion by Finance Committee. The finance committee made a motion to move forward with the part II GEFA finance application for "line I", a vote was taken and the motion carried unanimously.

City Attorney, Joey Homans gave the second reading of the amended Beer and Wine Ordinance 031918-A that allows some leeway to the Council in regards to catastrophic happenings and licensing fees. The motion carried unanimously.

"At The Tracks" request for consideration - At the Tracks Restaurant made a plea to the Mayor and Council to allow them to use the license from last year for this year, due to Hurricane Irma, that left them without power for several days, where they lost food and patronage. A motion to reduce this year's license down to \$100.00 total (\$50.00 beer and \$50.00 wine) was made by Mordecai Wilson and seconded by Marvin Moor, discussion, the motion carried unanimously. This reduced dollar amount runs the remainder of the calendar year. Licenses run from =January thru December and then need to be repurchased.

Liberty Baptist Church – request for Church Services on Sunday, May 13, 2018 following RR Days. They also ask if they could provide food for those attending and use the interior of the Depot – for tables, etc. Staff said there would be no stove or preparation area available. A motion was made to allow Liberty Baptist Church to go forward with their plans to have Sunday Church Services alone or with other Churches and food was made by Vince Evans and seconded by Garnett Smith, discussion, the motion carried unanimously.

Depot / Council Direction – after some discussion Marvin Moore made a motion to go with design A-1 because it would be approximately \$17,790.00 less than design B-1A which is almost the same design, it just doesn't bump out the sides and does not include a permanent stage. It would provide for storage along the sides. Mr. Moore stated that with the savings, it would provide some funds to purchase new tables and chairs, and perhaps even purchase a portable stage. The motion was seconded by Mordecai Wilson. Three voted for design A-1, two were opposed, Vince Evans and Garnett Smith. The motion carried.

There were several items discussed with no action taken.

Council Comments, no additional comments were heard by council.

Public Comment –

A motion was then made to go into executive session regarding potential land acquisition By Marvin Moore and seconded by Garnett Smith. The motion carried unanimously.

Mayor Grier called the executive session to order to consider land acquisition.

In executive session the council voted to proceed with condemnation of property designated as Belton Bridge Road. A motion to proceed was made by Marvin Moore and seconded by Garnett Smith, discussion, the motion carried unanimously.

A motion to leave executive session was made by Marvin Moore and seconded by Garnett Smith. The motion carried unanimously.

The meeting was adjourned.

Minutes from March 19, 2018



Mayor, Jim Grier

Approved April 16, 2018



Rosemary Totty, City Clerk

January 16, 2019

DISCUSSION/ACTION:

1.) Comp Plan overview of update

2.) Review and update comprehensive plan components from prior April 2014 Comprehensive Plan update to include: Vision Statement & Overview of Needs and Opportunities

**LULA COMPREHENSIVE PLAN
STAKEHOLDER MEETING
LULA CITY HALL**

4:00 PM-Wednesday January 16, 2019

Sign In Sheet

<u>Name</u>	<u>Email Address</u>
Jim Grier	LulaGa14@outlook.com
Edwin Cash	ecash.rci@gmail.com
Kirik Adams	KLADAMS@gbinsurance.com
Donna Bergins	BERGINS@OUTLOOK.COM

February 11, 2019 Public Comment Meeting



City of Lula Notice of Public Hearing for 2019 Comprehensive Plan

Posted By: Dennis Bergin on: January 18, 2019 In: Business, Events, Local/State News



The City of Lula invites all interested persons to attend a public hearing concerning the development of the 2019 Comprehensive Plan. The Plan is required to comply with the Georgia Planning Act of 1989. The hearing is intended to inform the public about the purpose of the Plan and the planning process, to discuss the Plan development schedule, and provide an explanation of the public participation process to be followed by the City during the preparation of the Plan. Opportunity will also be provided for interested citizens to have input on local needs and issues. The public hearing will be held at the Lula City Hall on February 11th beginning at 5:00PM ending 5:45 PM. This public hearing is just prior to our regular council work session at 6:00PM, where we encourage your attendance as well.

The Mayor and the Council truly appreciate your participation in this public hearing, your involvement, views and thoughts help the city get a better view of opportunities important to the community as a whole. If you are unable to attend the public hearing please feel free to submit your comments in advance of the public hearing so they can be included in the information being collected.

LULA COMPREHENSIVE PLAN
PUBLIC COMMENT MEETING
LULA CITY HALL

5:00 PM-Monday February 11, 2019

Sign In Sheet

Name Mordchai Wilson
GARNETT SMITH
Matt Hamby
Jim GRIER
Joey Homans
Margaret Anne Christie
Lauri Griffin
Mauri B Moore
Dennis Bery
Rosemary Terry
MARC EGGERS
Megan Reed - The Times

Lula SWOT Analysis: February 11, 2019 Comprehensive Plan Update Public Comment Meeting

- Strengths:**
- Water, transmission line extensions
 - City Council experience
 - Location near 365 and 985 corridor
 - Proximity near educational institutions such as UNG, Lanier Tech and Brenau
 - Railroad brand identity
- Weaknesses:**
- Lack of airport
 - Funding
 - Transportation
 - Shortage of city employees
 - Demographics shortage of working age population
 - Lack of tourist attractions
- Opportunities:**
- Inland Port and future growth in manufacturing
 - Enhanced Fire Service
 - Sewer infrastructure on 365
 - Depot renovation and annual festivals
 - Trails and park enhancements
 - Economic development
- Threats:**
- Not addressing identified strengths such as the railroad and transportation infrastructure
 - Availability of funding

**CITY COUNCIL FOR THE CITY OF LULA
HALL AND BANKS COUNTIES, GEORGIA**

RESOLUTION NO.: 04519-A

**A RESOLUTION OF THE CITY OF LULA, GEORGIA ADOPTING THE
2019 CITY OF LULA COMPREHENSIVE PLAN (ATTACHED HERETO
AS EXHIBIT "A") AND FORTHER PURPOSES**

WHEREAS, the Georgia Planning Act of 1989 (codified at O.C.G.A. §§ 45-12-200 et seq.; 50-8-1 et seq.; 12-2-1 et seq.; and 36-70-12 et seq.) requires cities and counties to prepare comprehensive plans regarding local economic and natural resources; and

WHEREAS, such comprehensive plans are required to be prepared in accordance with the Minimum Planning Standards and Procedures promulgated by the Georgia Department of Community Affairs; and

WHEREAS, the Minimum Planning Standards and Procedures require that local governments update their comprehensive plans at least every ten years; and

WHEREAS, the City of Lula has prepared an update to its Comprehensive Plan in 2019;
and

WHEREAS, the 2019 City of Lula Comprehensive Plan complies with the Minimum Planning Standards and Procedures promulgated by the Georgia Department of Community Affairs;

NOW, THEREFORE, BE IT RESOLVED by the City Council for the City of Lula, Georgia and it is hereby resolved by the authority of the same as follows:

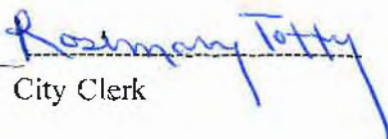
Upon motion, second and approval of the Lula City Council, the City Council hereby adopts the 2019 City of Lula Comprehensive Plan as attached hereto as Exhibit "A".

BE IT FURTHER RESOLVED that a copy of this Resolution shall be forwarded to the Georgia Mountains Regional Commission within seven days of the date of adoption.

PASSED AND ADOPTED by the City Council for the City of Lula, Georgia this 15th day of April, 2019.

ATTEST:

**City Council for the
City of Lula, Georgia**


City Clerk


Mayor

[SEAL]

City of Lula



"Home of Railroad Days"

P.O. Box 99 • 6055 Main Street
Lula, Georgia 30554

(770) 869-3801

Fax: (770) 869-1299

Email: lulacity@bellsouth.net

February 18, 2019

Planning Department
Georgia Mountains Regional Commission
PO Box 1720
Gainesville, GA 30503

RE: Comprehensive Plan Update Submittal

Dear Planning Director,

The City of Lula has completed an update of its comprehensive plan and is submitting it with this letter for review by the Georgia Mountains Regional Commission and the Department of Community Affairs.

I certify that we have held the required public hearings and have involved the public in development of the plan in a manner appropriate to our community's dynamics and resources. Evidence of this has been included with our submittal.

I certify that appropriate staff and decision-makers have reviewed both the Regional Water Plan covering our area and the Rules for Environmental Planning Criteria (O.C.G.A. 12-2-8) and taken them into consideration in formulating our plan.

Sincerely,

A handwritten signature in blue ink, appearing to read "J. Grier", written over a light blue rectangular background.

Mayor Jim Grier
City of Lula

Cc. File GA Mtn RDC