



# **2020 Baldwin Comprehensive Plan**



**April 2021**

**Prepared by:**



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## **I. INTRODUCTION**

Baldwin is located in Banks and Habersham counties in the U.S. state of Georgia. The city was incorporated by an act of the Georgia General Assembly on December 17, 1896 and named in honor of Joseph A. Baldwin, a railroad official. According to the United States Census Bureau, the city has a total area of 4.9 square miles (12.7 km<sup>2</sup>), all land.

Located on U.S. Route 441 just south of Georgia State Route 365. Baldwin sits astride the Eastern Continental Divide, which separates waters flowing southeastward toward the Savannah River and the Atlantic Ocean from waters flowing southwestward toward the Chattahoochee River and the Gulf of Mexico. City Hall sits in Habersham County. Baldwin borders the slightly larger city of Cornelia, which houses the Habersham Chamber of Commerce. Nearby in Demorest is Piedmont College. Also nearby is Lake Russell, a recreation area in Chattahoochee National Forest. The Habersham County airport is in Baldwin. The largest employer is Fieldale Corporation, a chicken processing company. The Habersham County Airport, located on the north side of town. The airport offers a 5,500-foot (1,700 m) paved runway at 1,447 feet (441 m) above sea level. It serves as the gateway airport to the Georgia mountains with its central location in the foothills of the Blue Ridge Mountains.

In 2020, the population of Baldwin was 3,279, representing a population growth since 2000 of 40.8%. As of the census of 2020, there were 3,279 people, 1,083 households, and 788 families residing in the city. The population density was 674.9 people per square mile (260.8/km<sup>2</sup>). There were 912 housing units at an average density of 253.8 per square mile (98.1/km<sup>2</sup>). The racial makeup of the city was 83.22% White, 3.71% African American, 0.33% Native American, 2.43% Asian, 0.82% Pacific Islander, 6.89% from other races, and 2.60% from two or more races. Hispanic or Latino of any race were 25.86% of the population.

### **A. Purpose**

The purpose of the **2020 Baldwin Comprehensive Plan** 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 Comprehensive Plan 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 Comprehensive Plan 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. Scope**

This document addresses the local planning requirements and community development of Baldwin, Georgia. Some consideration has been given to those areas and political entities adjacent to the city that influences local conditions, but all the cited issues, objectives and opportunities discussed herein are solely focused on the City of Baldwin.

## C. Citizen Participation

As a part of the planning process each local government must provide and implement opportunities to encourage public participation during the preparation of the comprehensive plan. 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, values, 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, Baldwin must provide opportunities for public participation through other means and methods to help articulate a community vision and develop associated goals and implementation program.

The City of Baldwin held a retreat on March 13, 2020 and this meeting served as a kickoff meeting for discussing many priorities for the comprehensive plan update. A survey was provided to the through Survey Monkey to gather public feedback from June 2020 through February 2021 and 68 responses were received. A citizen committee was formed to also provide feedback on the comprehensive plan document from November 2020 through January 2021. Information on the above surveys, feedback received, and meetings held can be found in Appendices D – F.

## D. Required Components

This comprehensive plan serves to meet the requirements and intent of the Georgia Department of Community Affairs's "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 for the City of Baldwin to maintain its Qualified Local Government (QLG) status. Further, State law requires that the local 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.*

*The Community Goals must include at least one or a combination of any of the four components listed below:*

**(a) General Vision Statement:** *Include a general statement that paints a picture of what the community desires to become, providing a complete description of the development patterns to be encouraged within the jurisdiction.*

**(b) List of Community Goals:** *Include a listing of the goals the community seeks to achieve. Review the suggested community goals in the Supplemental Planning Recommendations for suggestions.*

**(c) Community Policies:** *Include any policies the local government selects to provide ongoing guidance and direction to local government officials for making decisions consistent with achieving the Community Goals.*

**(d) Character Areas and Defining Narrative:** *This option lays out more specific goals for the future of the community by community sub-areas, districts, or neighborhoods, and may be prepared using the guidance provided for the Land Use Element.*

**(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. The Community Work Program must include the following information for each listed activity:*

- *Brief description of the activity;*
- *Legal authorization for the activity, if applicable;*
- *Timeframe for initiating and completing the activity;*
- *Responsible party for implementing the activity;*
- *Estimated cost (if any) of implementing the activity; and*
- *Funding source(s), if applicable.*

Lastly, local comprehensive plans in Georgia are now required to include an assessment of compliance and consideration for the appropriate regional water plans for each community.

*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.*

## **E. 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 Baldwin's 2020 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 441 and 365 corridor, along arterial roads leading westward into the county and to Cornelia, 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.

The North Georgia Network (NGN), is an incorporated cooperative providing a regional fiber optic system with over 1,600 linear miles of infrastructure. The NGN was conceived as part of visions for a more prosperous rural Georgia, with the knowledge that a fiber optic network that is fast, reliable and affordable is vital to modern economic development. The NGN provides infrastructure that loops through the northeast Georgia mountains area with 100 gigabit core line and connects to almost all the schools and colleges in the region as well as reaching many government structures and prominent business parks.

Based on survey results, public comments, and stakeholder input, there remains a strong need for improved internet access in Baldwin and Habersham County. The City, likewise, supports improvement programs that will expand local network connectivity and enhance network capacity with an eye toward significantly greater growth (and therefore increased demand for internet services) within the areas between the City, Habersham County and the Highway 441 and 365 corridor.

### **Priorities for Future Network Enhancements**

- Ability to increase "last-mile" connections
- Higher-capacity trunk lines westward from NGN
- Expansion of NGN

## **II. COMMUNITY VISION**

### **A. Vision Statement**

The *Minimum Standards and Requirements for Local Comprehensive Planning* defines 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.

The Community Vision statement was developed after a series of Steering Committee meetings and public workshops designed to gather information from stakeholders and citizens regarding their desire for the future of the City of Baldwin. These discussions revealed several common themes that contributed to the development of the proposed vision statement for Baldwin.

Many stakeholders and citizen participants expressed a strong desire to preserve and build upon existing resources including two valuable corridors, historic resources and surrounding natural resources. The key aspects included developing the US 441 as a Tourism Corridor, developing SR 365 as a Business/Industrial Corridor, preserving the historic character of the downtown area and expanding this characteristic to nearby areas of the community, and preserving valued natural resources such as Baldwin Falls and other scenic and environmentally sensitive areas in and near the city. Participants also expressed a strong desire to create a “sense of place” for the city, which is currently lacking. They desired to establish and main a clear identity for the city through the use of new design criteria for residential and commercial development that promotes a “live, work and play” environment. Finally, they expressed a strong desire to enhance economic opportunities for all citizens by promoting business & industrial growth throughout the community that offers a mix of skilled/unskilled labor and professional/management employment opportunities.

The vision presented as part of the Baldwin Comprehensive Plan was originally developed as part of the plan update process of 2020. The process featured several meetings for the community, input from organized stakeholder groups, as well as comments suggested from more than 70 surveys.

**The City of Baldwin will be a family-oriented community that strives to celebrate its diversity while focusing on innovation and strategic economic opportunity while fostering a sense of place for its residents.**

Broken down, the General Vision for Baldwin expresses the following values:

***“Baldwin will be***

***The opening line captures the essence of the desire for the City to be a welcoming hometown.***

***...Baldwin will strive to***

***This refers to the residents’ strong desire to increase their capacity for civic, cultural and commercial activities, making Baldwin a stronger destination for people.***

***fostering a***

***The final line pays homage to the City’s commitment to preserving the form, scale and general structure of their historic city, and using that as the foundation of their growth.***



## **B. Community Needs and Opportunities**

The needs and opportunities described here represent a compilation of key factors impacting the future of the community. They reflect an assessment of the conditions and factors influencing the area and people, stakeholder knowledge of the community and comments received throughout the planning process.

In order to effectively realize their vision for the future a community must develop a well-defined implementation plan. By identifying the core needs and priorities of the community, the government and its partners can develop specific mitigation strategies that must be accomplished to fulfill the desired goals and objectives of the vision. It is critical that these needs and opportunities be clearly defined and understood by the stakeholders because they form the basis for the development of the community's long and short-term work action plans.

During the development of the Vision Statement participants discussed various key goals and objectives that would be necessary to achieve the vision of the community. Below is a consensus list of the goals and objectives that resulted from those discussions:

In addition to the values identified within the Vision Statement and in as part of the Needs and Opportunities identified, the below goals for Baldwin were raised for consideration. In most cases, these goals are ideal principles and objectives that simply could not be efficiently incorporated into the Vision Statement but generally compliment the values expressed therein.

### **Goal #1: To create a “Sense of Place” for the city.**

*Objective 1.1: Baldwin will establish and maintain a clear community identity.*

*Strategy 1.1: Annually host 4 seasonal activities and/or events encourages a “live, work and play” environment for the city.*

*Strategy 1.2: Baldwin will create a new city logo by 2023.*

### **Goal #2: To develop and maintain a stronger sense of community.**

*Objective 2.1: Citizens will become more involved in the decision-making processes of the city.*

*Strategy 2.1: Work with 5 area non-profit and community organizations to actively promote and encourage citizens to participate in local volunteer efforts.*

*Strategy 2.2: Each month, Baldwin will invite local children to lead the Pledge of Allegiance and/or pastors to offer the invocation.*

*Strategy 2.3: Baldwin will create citizen advisory boards including but not limited to planning board, public arts council, zoning board of appeals.*

*Strategy 2.4 Baldwin will invite citizens’ active participation on citizen advisory boards through announcements at city council meetings and direct calls to constituents.*

**Goal #3: To promote planned, responsible growth throughout the city.**

*Objective #1: Actively manage new growth and development to ensure that it complies with all federal, state, and local laws and regulations.*

*Strategy #2: Develop design criteria for new residential and commercial development that protects, promotes, and preserves the identity of the community.*

*Strategy #3: Conduct an analysis of existing development and code enforcement regulations to ensure that such requirements support the city's efforts to achieve balanced and responsible growth within the city.*

*Strategy #4: Where appropriate, develop and implement new development regulations to address current deficiencies. This may include new overlay districts, design guidelines, subdivision regulations, development regulations and/or code enforcement ordinances.*

*Strategy #5: Codify all City codes and ordinances.*

*Strategy #6: Develop and implement a "customer service oriented" construction and development review process for the city. This includes the development and production of a "How to" guide for annexations, rezonings, land development and construction activities within the city.*

*Strategy #7: Coordinate development activities with other local governments, regional authorities and state and federal regulatory agencies.*

**Goal #4: To create new economic opportunities for all citizens while simultaneously supporting existing businesses.**

*Objective 4.1 (REVISED): By 2025, Baldwin will increase the number of industrial, commercial, and retail businesses over 2020 total by 5%.*

*Strategy 4.1: To support/maintain existing local businesses, Baldwin will annually offer 1 small business seminar focused on grant funded programs to assist area entrepreneurs and business owners with the development of realistic business plans and teach sustainable business practices.*

*Strategy 4.2: Baldwin will contact 10 local businesses and commercial property owners to encourage the rehabilitation or replacement of existing facilities that have become a visual impairment to the city as a result of damage, disrepair or having an architectural design that is not conducive to the city's image.*

*Strategy 4.3: Use the services of 3 local, regional, or state partners to encourage and promote economic investment in the city from local, national, and international sources.*

**Goal #5: To protect and preserve our natural and historic resources.**

*Objective 5.1: Baldwin will continue good stewardship of its history and natural resources.*

*Objective 5.2: Work with Banks and Habersham Counties and adjacent municipalities to encourage the preservation of scenic areas, natural resources and historical resources surrounding or near the City of Baldwin.*

- Strategy 5.1: Encourage and support owners of historical properties to restore, maintain and preserve such properties for future generations to enjoy.*
- Strategy 5.2: Twice annually invite guest speakers to council work sessions to discuss for homeowners the importance of maintaining and preserving properties' natural resources for future generations to enjoy.*
- Strategy 5.3: Actively encourage and work with 1 Habersham and 1 Banks County property owner annually to annex valued resources into the city.*
- Strategy 5.4: Investigate the need to potentially establish necessary ordinances and regulations that support the long-term preservation of historic and natural resources throughout the city.*
- Strategy 5.5: Where possible, the City should secure the ownership of valued resources using grants, SPLOST recreation funds and partnerships with non-profit property and land preservation organizations/groups.*
- Strategy 5.6: Continue annual practice of tree planting as Arbor Day celebration.*

**Goal #6: To promote tourism throughout the city.**

Objective 6.1 Baldwin will be a destination city for retail, entertainment, and recreation.

- Strategy 6.1: Actively encourage the development of 1 new business annually that supports local tourism and shopping in the city, including hotels, motels, bed & breakfasts, retail shops, restaurants, cafes, specialty shops and related sales and services.*
- Strategy 6.2: Coordinate tourism activity with local Chambers of Commerce, Convention and Visitor Bureaus and other tourism and business-related authorities.*
- Strategy 6.3: Explore the possibility of new opportunities for capturing eco-tourism activity within the city.*
- Strategy 6.4: By 2025 have created the position of and budgeted for an Events Coordinator for the city whose primary responsibility it is to support local businesses and to promote Baldwin to its local citizens and regional customers.*

### **C. Land Use Assessment**

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.

#### **Issues & Opportunities**

**Agricultural/residential Issues** – Agricultural-residential land use conflicts can emerge when new residents move to areas with intensive farming.

**Strip Commercial Development Issues** – Strip commercial development areas will require special attention to prevent underutilization and blight as market and economic conditions change.

**Scenic Corridor Issues** – New development along routes such as U.S. 441 could alter the character of the county and city dramatically if development occurs without an emphasis on protecting scenic views.

**Preservation of Agricultural Lands Issues** – As new development increases property values throughout the city, pressure to convert from agricultural uses to residential or commercial uses increases. Preservation of the remaining agricultural residential property is considered important for sustaining the city’s rural character in the long-term.

**Zoning Issues** – Due to the age of the currently adopted Future Land Use Map and the amount of development that has occurred since its adoption in 1992, decisions on a case-by-case basis for converting agricultural land to residential or commercial have been occurring in what some consider spot zoning throughout the city. However, the city has fared better than Banks and Habersham Counties.

**Intensive Use Issues** – It will be important for the city to accommodate more intensive commercial, industrial, or residential uses in the future in order to take advantage of continuing economic opportunities in certain corridors such as SR 365 and portions of US 441.

**Bedroom Community Issues** – Baldwin has maintained its distinct culture and character as a rural community. However, rapid development in the next 20-years could alter this to the point of becoming a bedroom community, leading to greater economic imbalance and associated challenges.

**Mixed-use Development Opportunities** – Most development in the city is suburban residential development that separates residential from commercial. A mixed-use approach in future development could provide the city with the opportunity to provide jobs and services within walking distance of residences in specific portions of the city.

**Traditional Neighborhood Development Opportunities** – The traditional neighborhood development approach can provide a wide range of housing types in newly developing areas with a connected pedestrian-friendly street system and ample open space. With proactive planning, Baldwin can cluster community facilities including schools, fire stations, libraries and parks in order to create a sense of place.

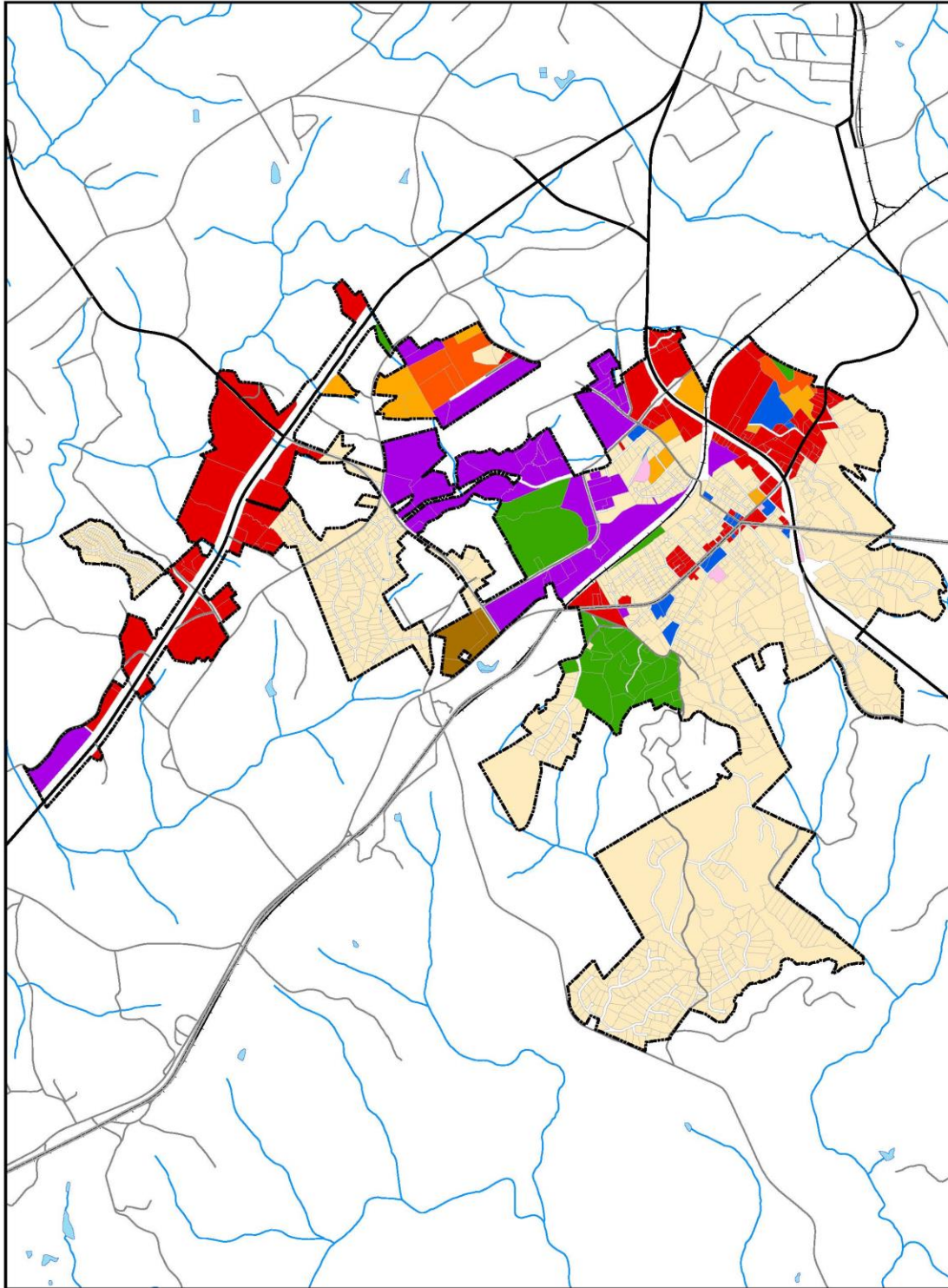
**TDR Opportunities** – Transfer of development rights can be applied to preserve agricultural lands and other sensitive areas in need of protection from development.

**Conservation Subdivision Opportunities** – Conservation subdivisions can be used to retain the character of agriculture and protect the natural resources of the environmentally sensitive areas.

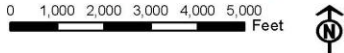
**Green Space Opportunities** – Development regulations can encourage developers of residential and mixed-use development to set aside appropriate amounts of green space for public recreation and storm water collection/filtering.

### **Implementation Strategies**

- ☞ Update existing land use and development regulations to accommodate desired changes
- ☞ Develop and implement an overlay district for key corridors and character areas (US 441, SR 365, Downtown Redevelopment, Mountain Residential, Industrial areas, etc.) within the city that clearly depicts the desired architectural and site design standards for new developments and renovation projects along each specific area
- ☞ Incorporate into the development review process a “development impact matrix” to determine impacts of specific development on the environment and infrastructure
- ☞ Develop partnerships with local chambers of commerce and tourism agencies to promote and enhance investment opportunities in the various key corridors
- ☞ Examine the potential use of Community Improvement Districts (CIDs), Tax Allocation Districts (TADs), Business Improvement Districts (BIDs) and similar tools to encourage and promote development and redevelopment opportunities along the corridor
- ☞ Encourage the creation of CIDs, TADs & BIDs as an alternative means of financing corridor planning and improvement projects
- ☞ Develop and implement a Traditional Neighborhood Development (TND) ordinance
- ☞ Develop and implement a Conservation Subdivision ordinance
- ☞ Develop and implement an Infill Development ordinance
- ☞ Develop and implement a Senior Housing ordinance
- ☞ Develop and implement a Mass Grading ordinance
- ☞ Develop and implement a Natural Resource Protection ordinance
- ☞ Develop and implement street connectivity requirements for new developments
- ☞ Develop and implement a Stormwater Management ordinance
- ☞ Encourage the use of Best Management Practices (BMPs) for agricultural activities, sedimentation and erosion control and stormwater management to protect natural resources and water quality
- ☞ Develop a city-wide bicycle and pedestrian plan for Baldwin
- ☞ Develop and implement a city-wide recreation master plan for Baldwin
- ☞ Develop and implement a city-wide historic resource management plan for protecting historic resources in the community



**City of Baldwin  
Existing Land-Use**



- Legend**
- |                   |                             |                    |                     |
|-------------------|-----------------------------|--------------------|---------------------|
| Existing Land-Use | Public/Institutional        | Streams and Rivers | Major Roads         |
| Agricultural      | Residential - Mobile Home   | Ponds and Lakes    | County Boundaries   |
| Commercial        | Residential - Multi Family  | Railroads          | Baldwin City Limits |
| Industrial        | Residential - Single Family | County Road        |                     |
| Parks/Recreation  | Undeveloped                 |                    |                     |



## **D. 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.

### **A. Areas of Significant Natural or Cultural Resources**

The City of Baldwin contains numerous streams which are a valuable natural resource and have been identified in the following maps: ***Environmentally Sensitive Areas Map, Sensitive Land Watershed Protection Overlay Map and Airport Overlay Map.***

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

1. HWY 365 Corridor
2. 441 Bypass Corridor

*Both are in the **Characters Area Map** section of this document.*

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

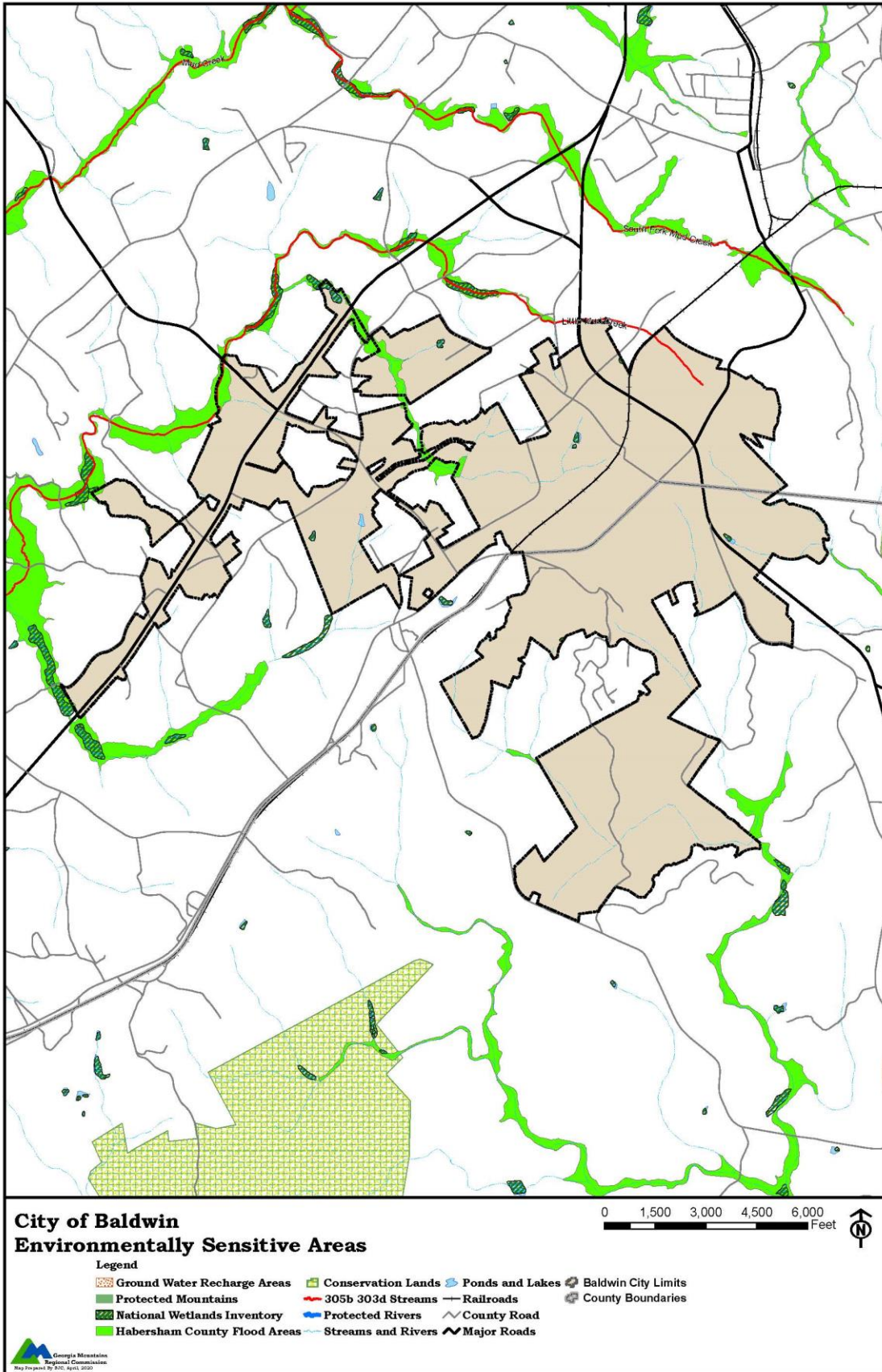
### **D. Areas in Need of Redevelopment and/or Significant Improvements to Aesthetics or Attractiveness**

1. Specific areas that require significant improvements to aesthetics or attractiveness notated are in the: ***Downtown Character Area map.***

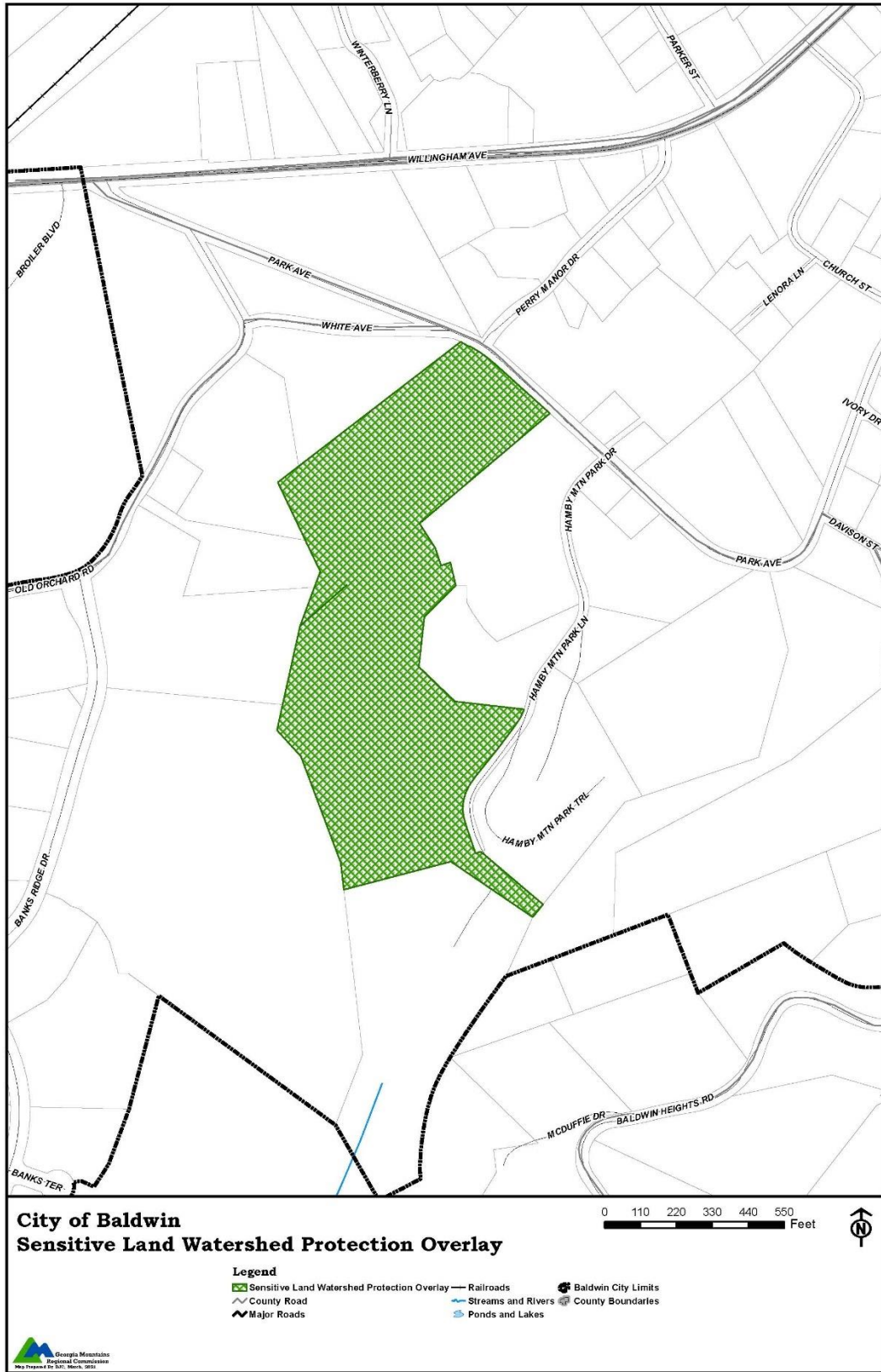
### **E. Large Abandoned Structures or Sites (Not Applicable)**

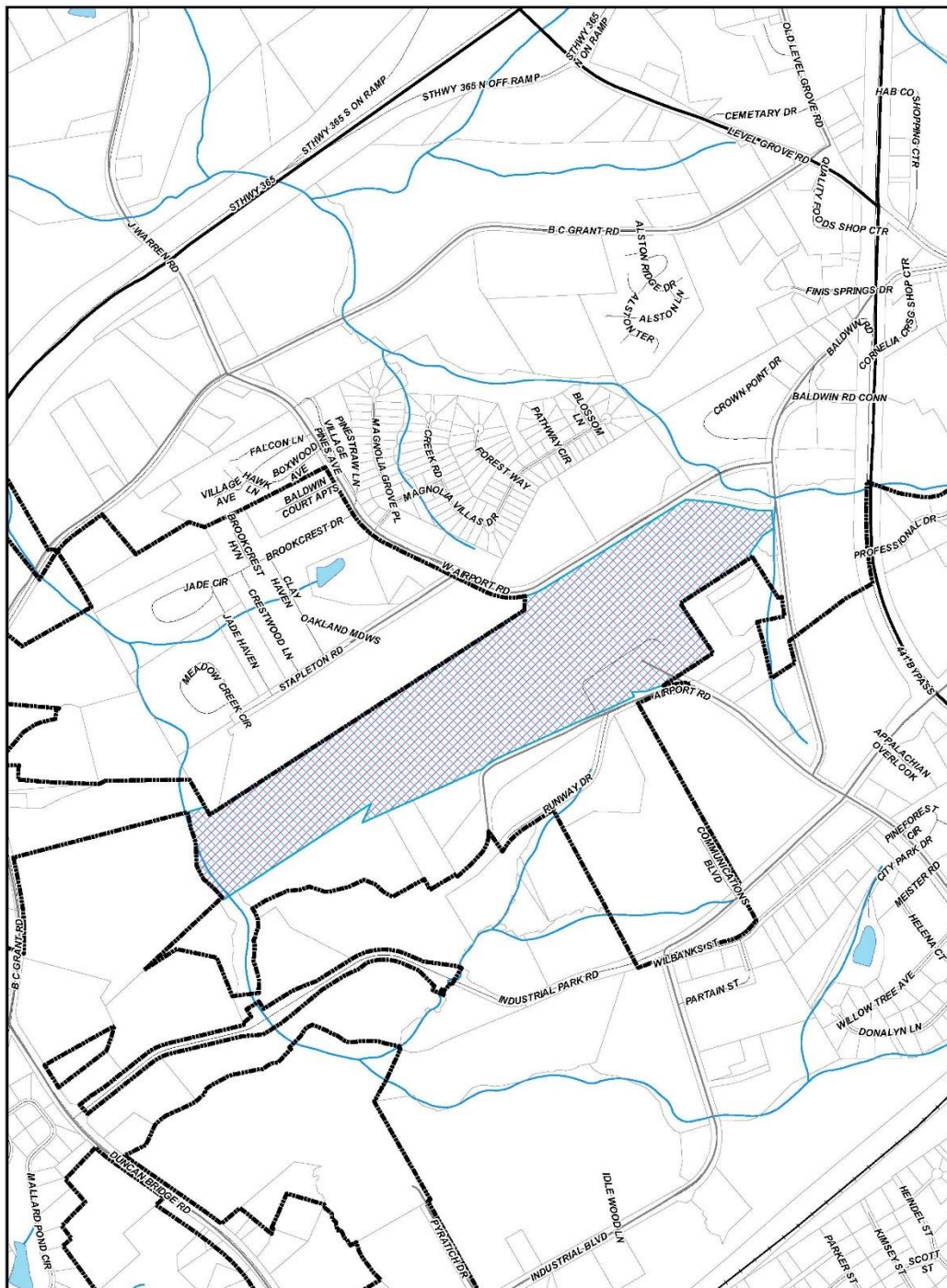
### **F. Areas with Significant Infill Development Opportunities (Not Applicable)**

### **G. Areas of Significant Disinvestment, Levels of Poverty, and/or Unemployment Substantially Higher than levels for the Community as a Whole (Not Applicable)**









**City of Baldwin  
Airport Overlay**

**Legend**

- Airport Overlay
- Baldwin City Limits
- County Boundaries
- Major Roads
- Railroads
- Streams and Rivers
- Ponds and Lakes



### ***E. Recommended Character Areas***

Character area planning is designed to focus on the physical appearance (aesthetics) and function of a particular area. Development strategies are tailored and applied to each individual area. The goal is to enhance the existing character/function or promote a new, more desirable character for the future. Character areas identify portions of the community that have a unique or special character that needs to be preserved or require special attention because of unique development issues

A key component of the comprehensive planning process is the development of a Character Area Map that reflects the city's vision for future growth and development during the planning period. This vision was developed through an extensive public visioning process and expresses the unique character of various portions of the city. The various character areas, when combined, form a single map that is intended to supplement the Future Development Map by organizing common themes of development patterns throughout the city. They promote the desired development patterns guiding the design of structures and physical development. They also provide a framework for changes to development regulation and policies. Finally, they help to guide future zoning decisions. The following pages present the map and narratives of each Character area associated with the City of Baldwin.

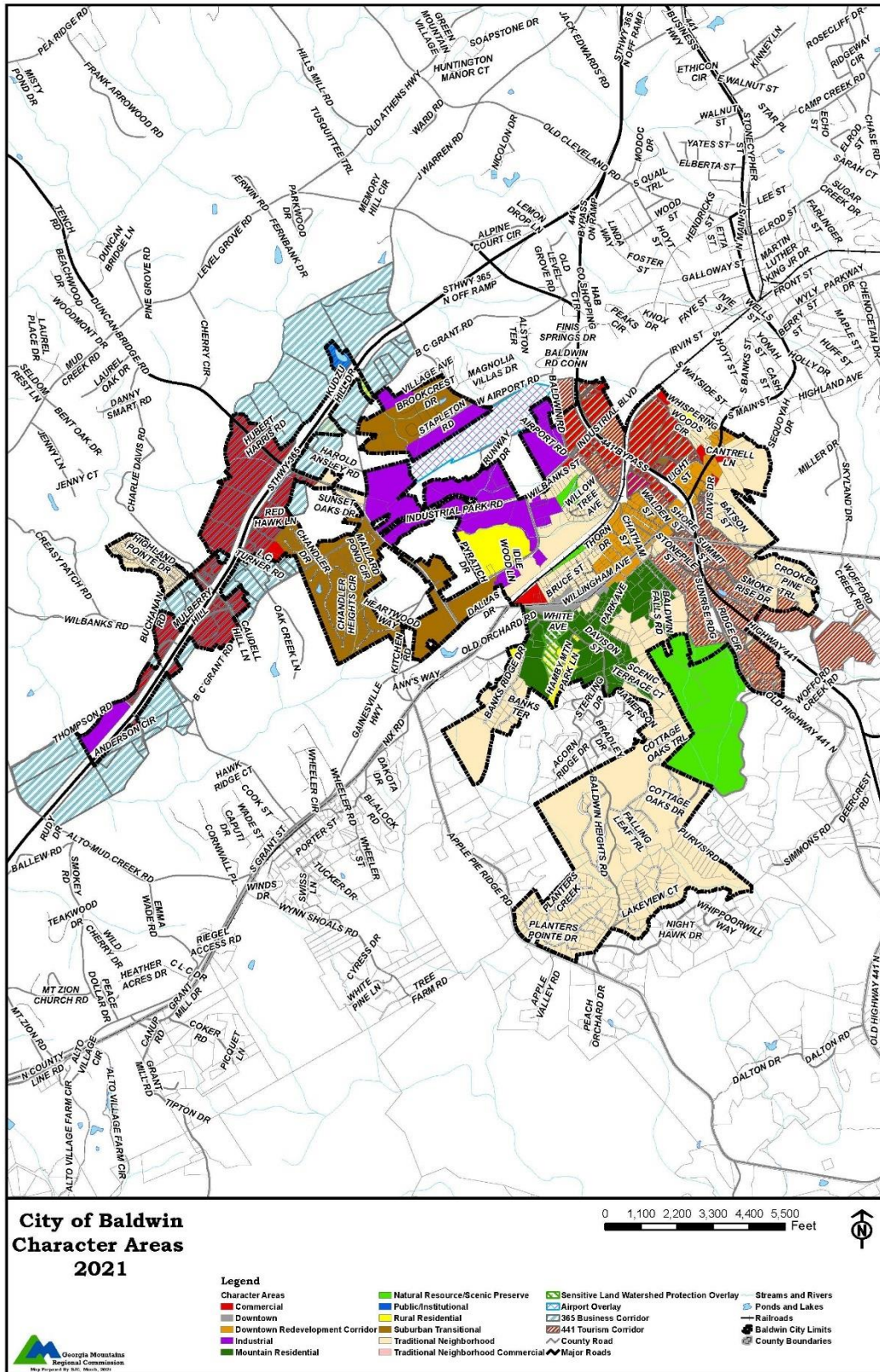
Each identified character area outlines a specific vision or plan that includes the following:

- Written description and pictures or illustrations that make it clear what types, forms, styles, and patterns of development are to be encouraged in the area.
- Listing of specific land uses and/or zoning categories to be allowed in the area.
- Identification of implementation measures to achieve the desired development patterns for the area, including more detailed sub-area planning, new or revised local development regulations, incentives, public investments, and infrastructure improvements.

The Character Area Map for the City of Baldwin identifies the following twelve areas:

- 1. Natural Resource/Scenic Preserve
- 2. US 441 Tourism Corridor
- 3. SR 365 Business Corridor
- 4. Downtown
- 5. Public/Institutional
- 6. Commercial
- 7. Traditional Neighborhood Commercial
- 8. Traditional Neighborhood Residential
- 9. Suburban Transitional
- 10. Rural Residential
- 11. Mountain Residential Area
- 12. Industrial

# City of Baldwin Character Areas



# 1. Natural Resource/Scenic Preserve



## **Description**

The Natural Resource/Scenic Preserve character area describes the portion of land that is either inside the city limits or anticipated to be annexed inside the City of Baldwin that includes undeveloped, natural land areas and other sensitive environmental areas such as wetlands, groundwater recharge sites, watersheds, floodplains, historic and cultural sites, scenic vistas and view sheds, mountain peaks, steep slopes, parks and recreation sites and other valuable resources that deserve preservation and protection from development for the enjoyment of future generations.

## **Desired Development Patterns**

- Preserve natural resources, habitats, views, and rural characteristics
- Maintain a high degree of open space
- Protect open space in a linear pattern, typically following the floodplain of river and stream corridors
- Provide opportunities for passive and active recreation, tourism destinations and environmental education
- Accommodate greenways, multi-use recreational and hiking trails, where appropriate
- Prevent further degradation of natural resources in areas that have already developed or have the potential to develop due to existing zoning
- Minimize impervious surfaces
- Protect water quality with appropriate stream and wetland buffers.
- Prohibit uses that are prone to cause pollution

## **Primary Land Uses**

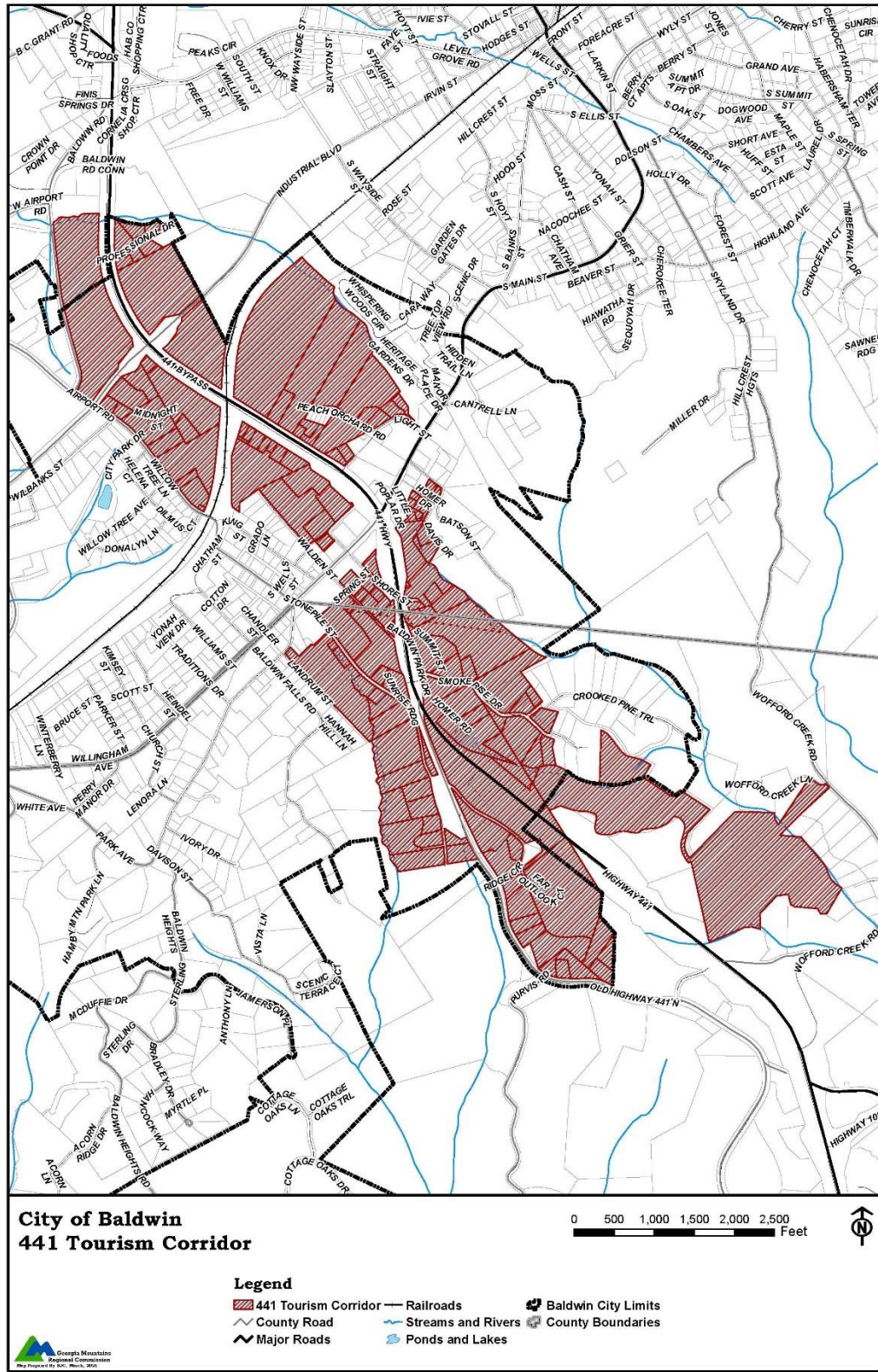
- Undeveloped areas in their natural state
- Nature Preserves and WMAs
- Parks and recreation
- Agriculture

## **Implementation Strategies**

- ☞ Promote these areas as passive-use tourism and recreation destinations
- ☞ Encourage the use of Best Management Practices (BMPs) for agricultural activities, sedimentation and erosion control and stormwater management to protect natural resources and water quality
- ☞ Promote the use of conservation easements and conservation tax credits to property owners
- ☞ Secure funding from state, federal and other source programs for acquiring such areas for permanent preservation, restoration, and maintenance so that future generations can enjoy their presence



## 2. US 441 Tourism Corridor





## **Description**

The US 441 Tourism Corridor character area describes the portion of US 441 located with the city limits from Banks County on the southeast end of the city north to Habersham County on the north end of the city near Cornelia. This area serves as a primary transportation artery connecting North Georgia to I-85 and Athens, Georgia. However, many drivers use the highway system as an alternative travel route to/from places further south, such as middle & south Georgia and even to places like Florida and North Carolina. This tourism related travel makes the corridor prime for developing tourism related industries along the corridor. Baldwin could serve as a major hub for attracting and retaining tourism industry investments.

## **Desired Development Patterns**

- Maintain traffic flow by limiting access points to uses along the corridor and by developing patterns of inter-parcel connectivity through shared drives and networked side streets
- Restrict the use signs and billboards
- Cluster developments into activity nodes along the corridor
- Prevent typical linear “strip center” and “big box” development along the corridor
- Establish a unique physical character for the corridor that complement the mountain and scenic vistas, which is aesthetically pleasing and pedestrian friendly in nature
- Require the use of rustic building materials such as stacked stone, brick, wood, shakes, shingles, cement siding with natural tones and colors throughout the corridor for all new structures
- Encourage existing property owners to redevelop blighted areas and/or renovate structures that do not conform to the desired character of the area
- Coordinate land use planning with bike, pedestrian, and mass transit opportunities
- Require internal and external sidewalk connections for all new developments along the corridor. This includes connection to adjacent developments or public facilities such as multi-use trails, bike routes, mass transit, etc.
- Strongly encourage existing properties to connect into future pedestrian facilities
- Require the use of paved, brick or stone crosswalks, crosswalk signals, pedestrian streetlamps, covered benches, bike racks, trash cans, signage and other ancillary devices used by pedestrians
- Encourage enhanced streetscaping and landscaping within and surrounding developments, including but not limited to, manicured lawns, street trees, shade trees, shrubs, brick, stone or wooden business signs, and antique street signs
- Encourage commercial and mixed-use development to utilize site designs with minimal building setbacks, parking in the rear or to the center of the development and reduced impervious surfaces
- Better integrate stormwater management BMPs into sight designs and encourage onsite filtration and/or treatment where possible

## **Primary Land Uses**

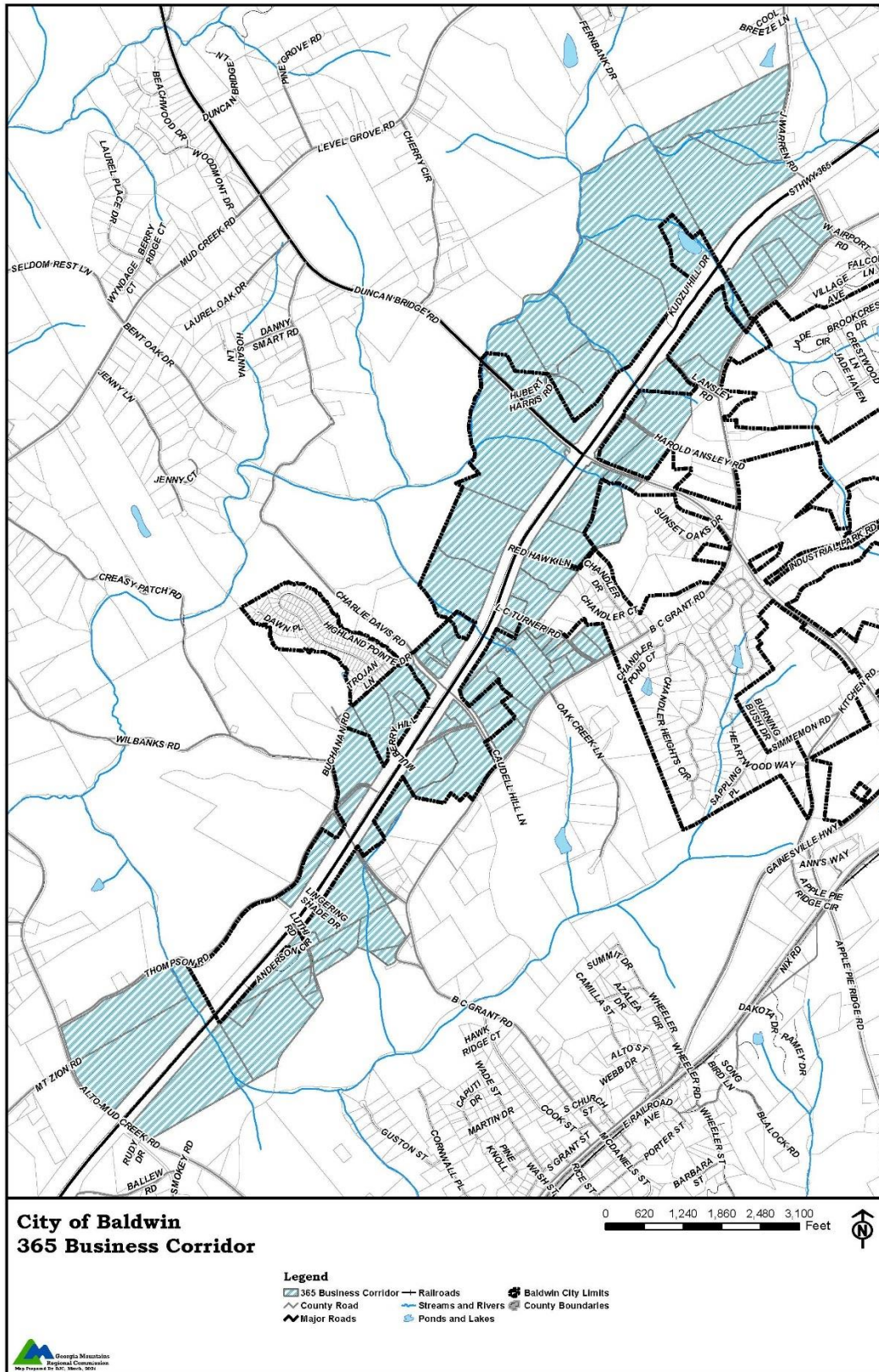
- Commercial and retail use
- Professional offices
- Mixed-use development
- Residential development

## **Implementation Strategies**

- ☞ Update existing land use and development regulations to accommodate desired changes
- ☞ Develop and implement an overlay district for the US 441 corridor that clearly depicts the desired architectural and site design standards for new developments and renovation projects
- ☞ Examine the potential use of Community Improvement Districts (CIDs), Tax Allocation Districts (TADs), Business Improvement Districts (BIDs) and similar tools to encourage and promote development and redevelopment opportunities along the corridor
- ☞ Encourage the creation of CIDs, TADs & BIDs as an alternative means of financing corridor planning and improvement projects
- ☞ Develop and Implement a BLT Ordinance (buffer, landscape, tree ordinance)
- ☞ Develop and implement a Stormwater Management ordinance
- ☞ Develop a bicycle and pedestrian plan for the corridor and city
- ☞ Develop partnerships with local chambers of commerce and tourism agencies to promote and enhance investment opportunities in the corridor



### 3. SR 365 Business Corridor



## **Description**

The SR 365 Business Corridor character area describes the portion of SR 365 located within the city limits from Alto-Mud Creek Road on the southwest end of the city north to Level Grove Road on the northwest end of the city near Cornelia. This area serves as a primary transportation artery connecting North Georgia to I-985, Gainesville and Atlanta, Georgia. Many drivers use the highway system as a primary commuter route for employment and entertainment. This business-related travel makes the corridor prime for developing commercial and industrial interests along the corridor. Baldwin could serve as a major hub for attracting and retaining business investments including major industries, corporate headquarters, and commercial/retail businesses.

## **Desired Development Patterns**

- Maintain traffic flow by limiting access points to uses along the corridor and by developing patterns of inter-parcel connectivity through shared drives and networked side streets
- Restrict the use of certain signs and billboards
- Cluster developments into activity nodes along the corridor
- Prevent typical linear “strip center” and “big box” development along the corridor
- Establish a unique physical character for the corridor that complements the rural vistas, which is aesthetically pleasing and pedestrian friendly in nature
- Require the use of certain building materials such as stacked stone, brick, wood, shakes, shingles, cement siding with natural tones and colors throughout the corridor for all new structures built within the corridor
- Encourage existing property owners to develop or redevelop areas and/or renovate structures that do not conform to the desired character of the area
- Coordinate land use planning with bike, pedestrian, and mass transit opportunities
- Require internal and external sidewalk connections for all new developments along the corridor. This includes connection to adjacent developments or public facilities such as multi-use trails, bike routes, mass transit, etc.
- Strongly encourage existing property owners and businesses to connect into future pedestrian facilities
- Require the use of paved, brick or stone crosswalks, crosswalk signals, pedestrian streetlamps, covered benches, bike racks, trash cans, signage and other ancillary devices used by pedestrians
- Encourage enhanced streetscaping and landscaping within and surrounding developments including but not limited to manicured lawns, street trees, shade trees, shrubs, brick, stone or wooden business signs, and antique street signs

## **Primary Land Uses**

- Commercial and retail uses
- Professional offices
- Mixed-use developments
- Business/warehouse developments
- Light industrial developments

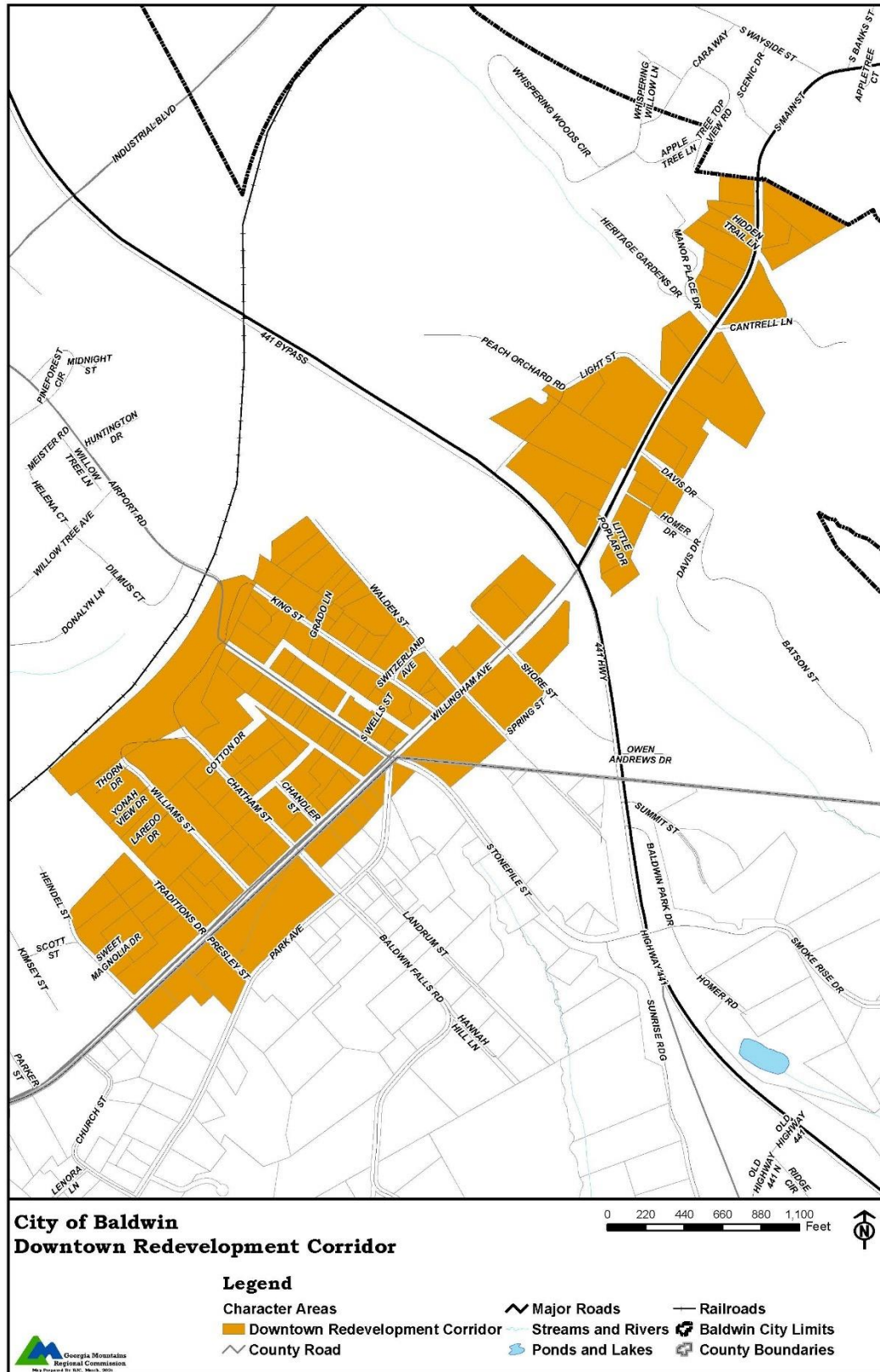
## **Implementation Strategies**

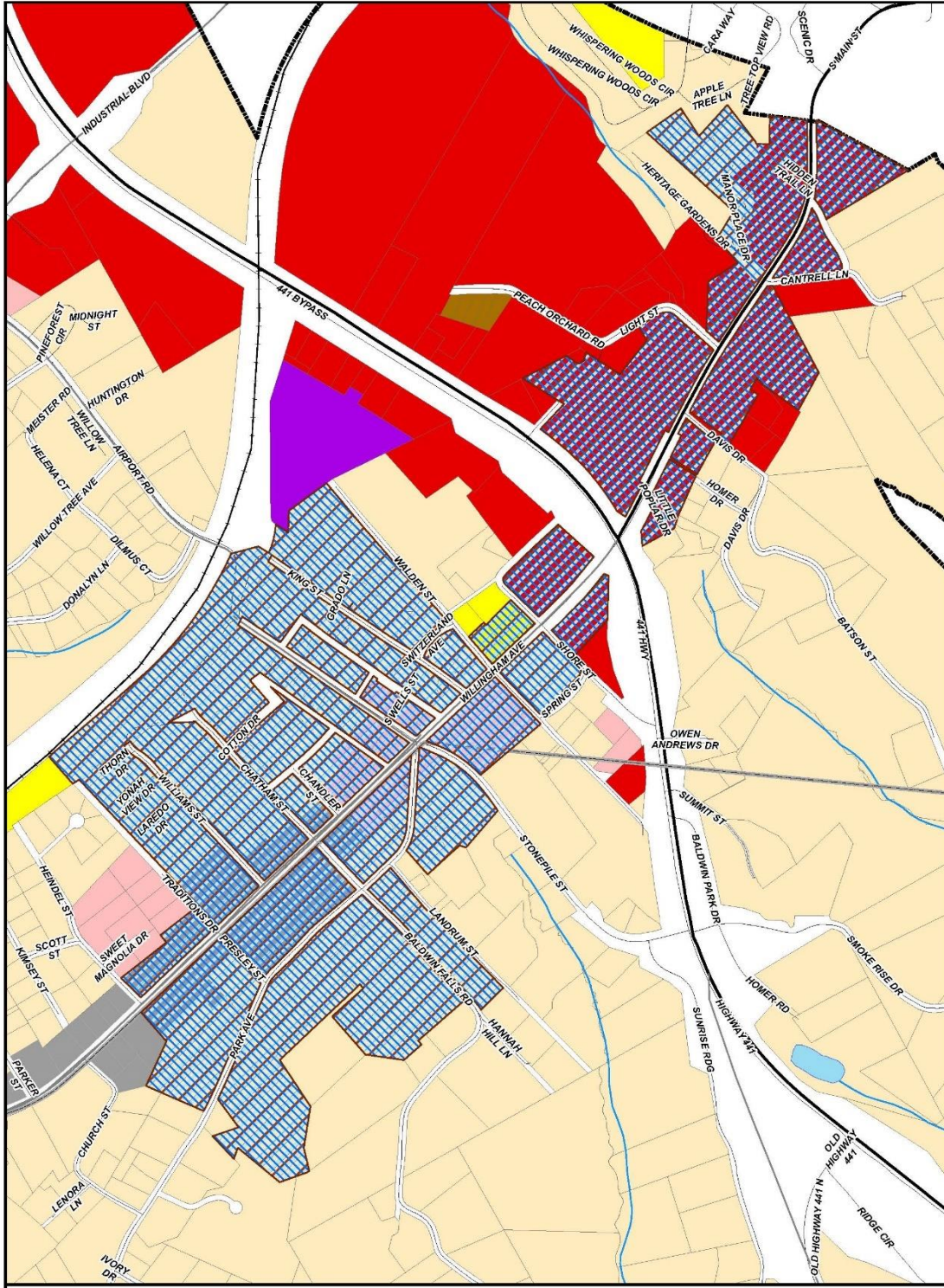
- ☞ Update existing land use and development regulations to accommodate desired changes

- ☞ Develop and implement an overlay district for SR 365 corridor that clearly depicts the desired architectural and site design standards for new developments and renovation projects along the corridor
- ☞ Examine the potential use of Community Improvement Districts (CIDs), Tax Allocation Districts (TADs), Business Improvement Districts (BIDs) and similar tools to encourage and promote development and redevelopment opportunities along the corridor
- ☞ Encourage the creation of CIDs, TADs & BIDs as an alternative means of financing corridor planning and improvement projects
- ☞ Develop a bicycle and pedestrian plan for the corridor and city
- ☞ Develop partnerships with local chambers of commerce and development agencies like the Habersham County EDC to promote and enhance investment opportunities in the corridor



## 4. Downtown Area





**City of Baldwin  
Downtown Redevelopment Corridor**



**Legend**

- Downtown Redevelopment Corridor
- Sensitive Land Watershed Protection Overlay
- Character Areas
- Commercial
- Downtown
- Industrial
- Public/Institutional
- Rural Residential
- Suburban Transitional
- Traditional Neighborhood
- Traditional Neighborhood Commercial
- Ponds and Lakes
- County Road
- Major Roads
- Railroads
- Streams and Rivers
- Baldwin City Limits
- County Boundaries



## **Description**

The Downtown Redevelopment Corridor character area describes the portion of Baldwin that includes Willingham Avenue from Hendel Street north to the Cornelia city limits and encompasses all or portions of Walden Street, King Street, Short Street, Spring Street, Switzerland Avenue, Stonepile Street, Airport Road, Grado Lane, Sandy Lane, Chandler Street, Wells Street, Chatham Street, Williams, Street, Thorn Drive, Yonah View Drive, Williams Street, Presley Street, Baldwin Falls Road and Park Avenue. This area serves as the heart of the City and includes several historic properties and redevelopment activity.

## **Desired Development Patterns**

- Restrict the use of certain signs and billboards
- Prevent typical linear “strip center” and “big box” development along the corridor
- Protect and preserve the historic resources in the downtown area
- Restore the historic character of the downtown community
- Redevelop blighted areas and require streetscaping that enhances the aesthetics of the area.
- Accommodate infill development that compliments the scale, setbacks, and style of existing homes
- Encourage master planning of neighborhoods using TNDs that blend walk-able neighborhoods with schools, parks, recreation, retail businesses and services that are linked in a compact pattern
- Promote small lots and reduced setbacks
- Promote street designs that are slows traffic and increase pedestrian safety, such as narrower residential streets, on street parking and street trees
- Require street stub-outs to accommodate future connectivity with adjacent properties for future development
- Provide for pedestrian facilities with sidewalk connectivity, where possible
- Provide adequate open space with both active and passive recreational opportunities
- Encourage existing property owners to rehabilitate/renovate structures that have fallen into disrepair or have architectural features that do not conform to the desired character of the area
- Provide a variety of housing choices that offer opportunities for all ages and income levels

## **Primary Land Uses**

- Single-family residential
- Multi-family residential (when part of a master planned development or subarea master plan)
- Mixed-use (when part of a master planned development or subarea master plan)
- Commercial and retail uses
- Professional offices
- Public/Institutional
- Parks/Recreation

## **Implementation Strategies**

- ☞ Update existing land use and development regulations to accommodate desired changes

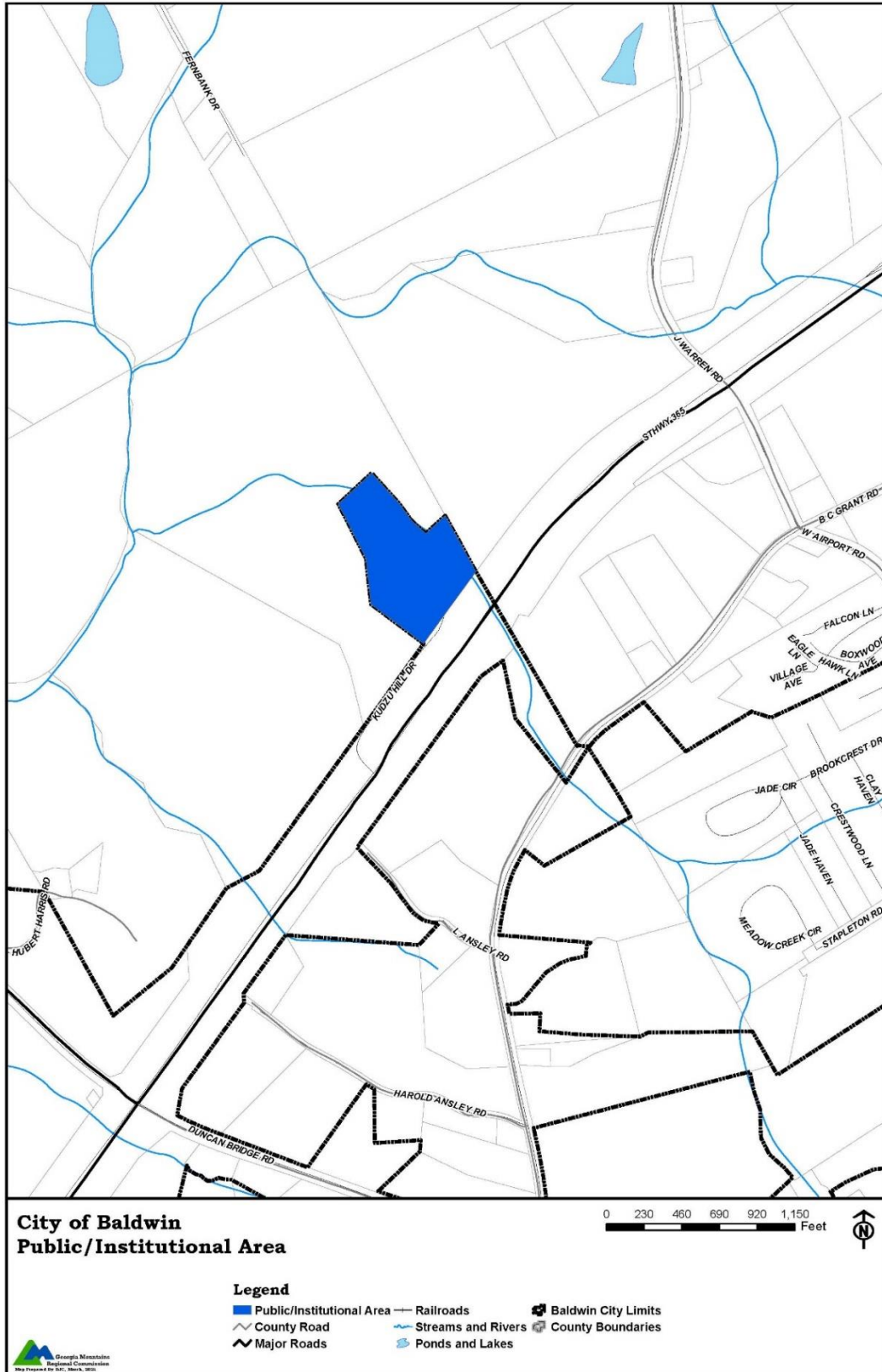


- ☞ Update and implement the Downtown Redevelopment overlay ordinance that clearly depicts the desired architectural and site design standards for new developments and renovation projects within the corridor
- ☞ Develop and implement a Traditional Neighborhood Development (TND) ordinance
- ☞ Develop and implement an Infill Development ordinance
- ☞ Develop and implement a Senior Housing ordinance
- ☞ Develop and implement a Mass Grading ordinance
- ☞ Develop and implement street connectivity requirements for new developments
- ☞ Examine the potential use of Community Improvement Districts (CIDs), Tax Allocation Districts (TADs), Business Improvement Districts (BIDs) and similar tools to encourage and promote development and redevelopment opportunities along the corridor
- ☞ Encourage the creation of CIDs, TADs & BIDs as an alternative means of financing corridor planning and improvement projects
- ☞ Develop and implement a city-wide historic resource management plan
- ☞ Develop and implement a city-wide bicycle and pedestrian plan
- ☞ Develop and implement a city-wide recreation master plan





## 5. Public/ Institutional



## **Description**

The Public/Institutional character area describes the portion of Baldwin that includes existing sites and facilities in public ownership for such uses as medical, educational, cultural, governmental, administrative, and protective services, and cemeteries. Existing churches are also included in this category. Uses within this character area are typically concentrated in specific locales.

## **Desired Development Patterns**

- Restrict the use of certain signs and billboards
- Prevent typical linear “strip center” and “big box” development along the corridor
- Protect and preserve the historic resources in the downtown area
- Restore the historic character of the downtown community
- Redevelop blighted areas and require streetscaping that enhances the aesthetics of the area.
- Accommodate infill development that compliments the scale, setbacks, and style of existing homes
- Encourage master planning of neighborhoods using TNDs that blend walk-able neighborhoods with schools, parks, recreation, retail businesses and services that are linked in a compact pattern
- Promote small lots and reduced setbacks
- Promote street designs that are slows traffic and increase pedestrian safety, such as narrower residential streets, on street parking and street trees
- Require street stub-outs to accommodate future connectivity with adjacent properties for future development
- Provide for pedestrian facilities with sidewalk connectivity, where possible
- Provide adequate open space with both active and passive recreational opportunities
- Encourage existing property owners to rehabilitate/renovate structures that have fallen into disrepair or have architectural features that do not conform to the desired character of the area
- Provide a variety of housing choices that offer opportunities for all ages and income levels

## **Primary Land Uses**

- Commercial and retail uses
- Professional offices
- Public/Institutional
- Parks/Recreation

## **Implementation Strategies**

- ☞ Update existing land use and development regulations to accommodate desired changes
- ☞ Update and implement the Downtown Redevelopment overlay ordinance that clearly depicts the desired architectural and site design standards for new developments and renovation projects within the corridor
- ☞ Develop and implement a Traditional Neighborhood Development (TND) ordinance
- ☞ Develop and implement an Infill Development ordinance
- ☞ Develop and implement street connectivity requirements for new developments

- ☞ Examine the potential use of Community Improvement Districts (CIDs), Tax Allocation Districts (TADs), Business Improvement Districts (BIDs) and similar tools to encourage and promote development and redevelopment opportunities along the corridor
- ☞ Encourage the creation of CIDs, TADs & BIDs as an alternative means of financing corridor planning and improvement projects
- ☞ Develop and implement a city-wide historic resource management plan
- ☞ Develop and implement a city-wide bicycle and pedestrian plan
- ☞ Develop and implement a city-wide recreation master plan



## 6. Commercial



## **Description**

The Commercial character area describes the portion of Baldwin that includes existing and emerging commercial development along the primary corridors through the city. It includes a mixture of commercial types and lot sizes. Some areas are large lots and others are smaller parcel lots. Its purpose is to provide a cluster these commercial activities along the established corridors to preserve rural, small town living character.

## **Desired Development Patterns**

- Restrict the use of certain signs and billboards
- Prevent typical linear “strip center” and “big box” development along the corridor
- Protect and preserve the historic resources in the downtown area
- Restore the historic character of the downtown community
- Redevelop blighted areas and require streetscaping that enhances the aesthetics of the area.
- Accommodate infill development that compliments the scale, setbacks, and style of existing homes
- Encourage master planning of neighborhoods using TNDs that blend walk-able neighborhoods with schools, parks, recreation, retail businesses and services that are linked in a compact pattern
- Promote small lots and reduced setbacks
- Promote street designs that are slows traffic and increase pedestrian safety, such as narrower residential streets, on street parking and street trees
- Require street stub-outs to accommodate future connectivity with adjacent properties for future development
- Provide for pedestrian facilities with sidewalk connectivity, where possible
- Provide adequate open space with both active and passive recreational opportunities
- Encourage existing property owners to rehabilitate/renovate structures that have fallen into disrepair or have architectural features that do not conform to the desired character of the area
- Provide a variety of housing choices that offer opportunities for all ages and income levels

## **Primary Land Uses**

- Single-family residential
- Multi-family residential (when part of a master planned development or subarea master plan)
- Mixed-use (when part of a master planned development or subarea master plan)
- Commercial and retail uses
- Professional offices
- Public/Institutional
- Parks/Recreation

## **Implementation Strategies**

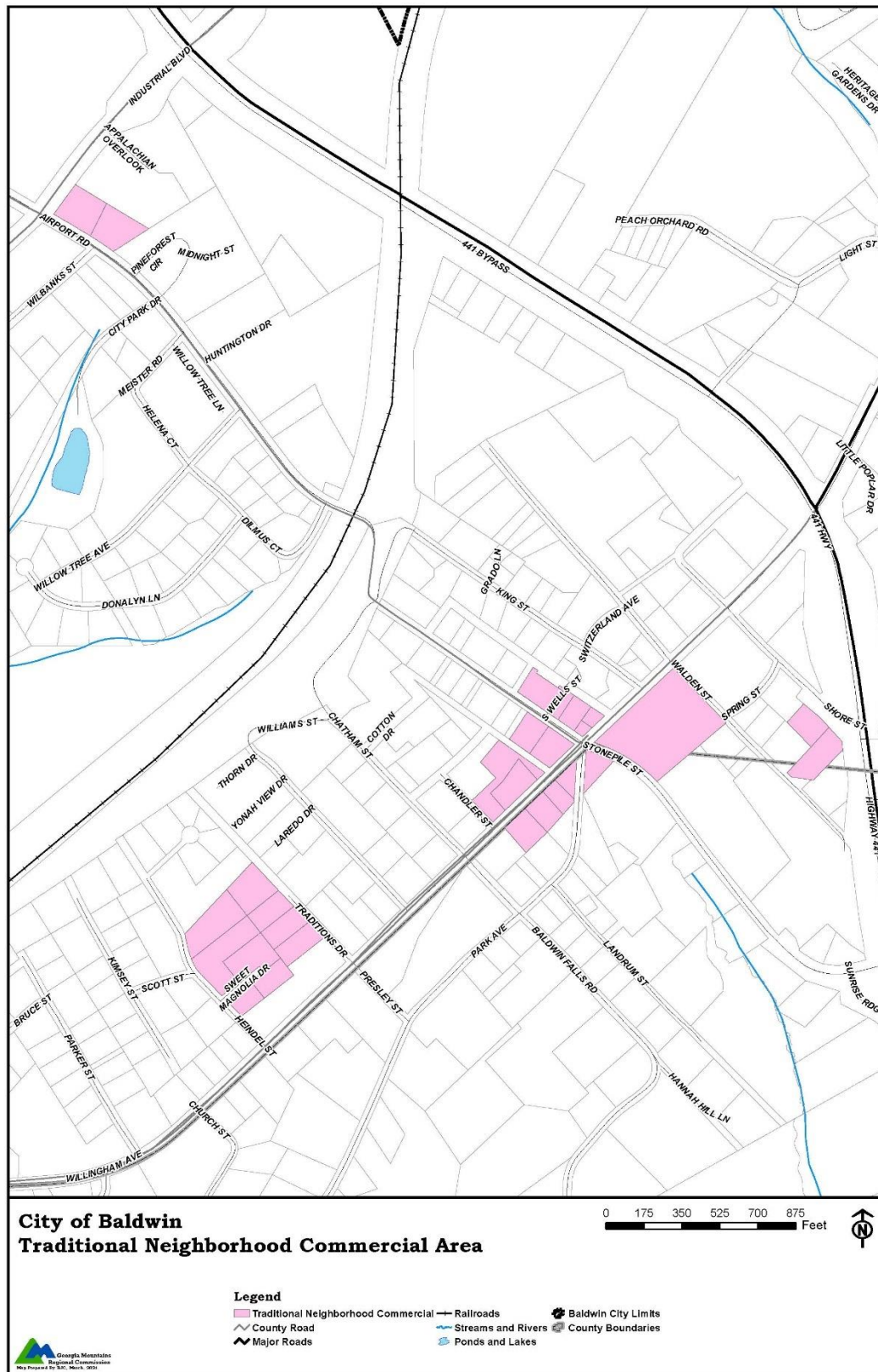
- ☞ Update existing land use and development regulations to accommodate desired changes
- ☞ Update and implement the Downtown Redevelopment overlay ordinance that clearly depicts the desired architectural and site design standards for new developments and renovation projects within the corridor
- ☞ Develop and implement a Traditional Neighborhood Development (TND) ordinance

- ☞ Develop and implement an Infill Development ordinance
- ☞ Develop and implement a Senior Housing ordinance
- ☞ Develop and implement a Mass Grading ordinance
- ☞ Develop and implement street connectivity requirements for new developments
- ☞ Examine the potential use of Community Improvement Districts (CIDs), Tax Allocation Districts (TADs), Business Improvement Districts (BIDs) and similar tools to encourage and promote development and redevelopment opportunities along the corridor
- ☞ Encourage the creation of CIDs, TADs & BIDs as an alternative means of financing corridor planning and improvement projects
- ☞ Develop and implement a city-wide historic resource management plan
- ☞ Develop and implement a city-wide bicycle and pedestrian plan
- ☞ Develop and implement a city-wide recreation master plan





## 7. Traditional Neighborhood Commercial



## **Description**

The Traditional Neighborhood Commercial character area describes the portion of Baldwin that includes existing and emerging commercial development. It includes a mixture of commercial types and lot sizes. Some areas are large lots and others are smaller parcel lots. This character area seeks to integrate commercial development in established residential areas within the community. Its purpose is to provide a safe, family-oriented environment that compliments rural, small town living.

## **Desired Development Patterns**

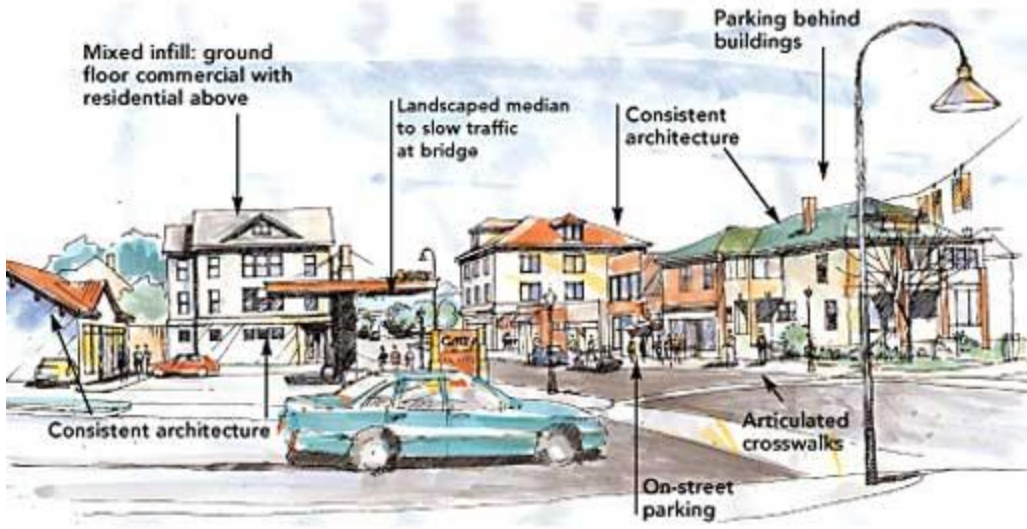
- Maintain traffic flow by limiting access points to uses along the corridor and by developing patterns of inter-parcel connectivity through shared drives and networked side streets
- Restrict the use signs and billboards
- Cluster developments into activity nodes along the corridor
- Prevent typical linear “strip center” and “big box” development along the corridor
- Establish a unique physical character for the corridor that complement the mountain and scenic vistas, which is aesthetically pleasing and pedestrian friendly in nature
- Require the use of rustic building materials such as stacked stone, brick, wood, shakes, shingles, cement siding with natural tones and colors throughout the corridor for all new structures
- Encourage existing property owners to redevelop blighted areas and/or renovate structures that do not conform to the desired character of the area
- Coordinate land use planning with bike, pedestrian, and mass transit opportunities
- Require internal and external sidewalk connections for all new developments along the corridor. This includes connection to adjacent developments or public facilities such as multi-use trails, bike routes, mass transit, etc.
- Strongly encourage existing properties to connect into future pedestrian facilities
- Require the use of paved, brick or stone crosswalks, crosswalk signals, pedestrian streetlamps, covered benches, bike racks, trash cans, signage and other ancillary devices used by pedestrians
- Encourage enhanced streetscaping and landscaping within and surrounding developments, including but not limited to, manicured lawns, street trees, shade trees, shrubs, brick, stone or wooden business signs, and antique street signs
- Encourage commercial and mixed-use development to utilize site designs with minimal building setbacks, parking in the rear or to the center of the development and reduced impervious surfaces
- Better integrate stormwater management BMPs into sight designs and encourage onsite filtration and/or treatment where possible

## **Primary Land Uses**

- Commercial and retail use
- Professional offices

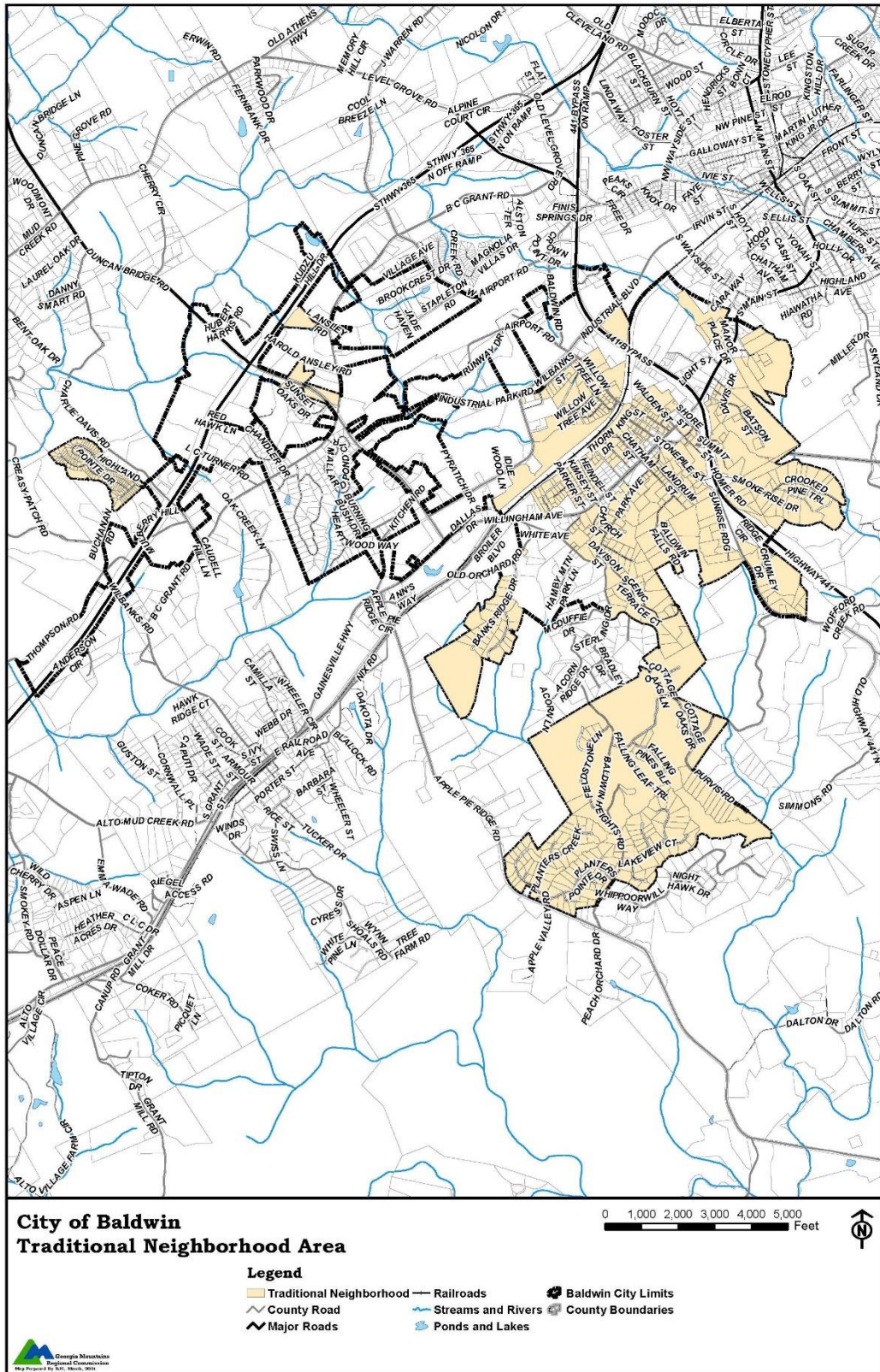
## **Implementation Strategies**

- ☞ Update existing land use and development regulations to accommodate desired changes
- ☞ Develop and Implement a BLT Ordinance (buffer, landscape, tree ordinance)
- ☞ Develop and implement a Stormwater Management ordinance





## 8.Traditional Neighborhood Residential



## **Description**

The Traditional Neighborhood Residential character area describes the portion of Baldwin that includes existing and emerging residential development. It includes a mixture of housing types and lot sizes. Some areas are large lots and others are smaller, more traditional in nature. This character area seeks to protect agricultural areas, scenic vistas, and historic, natural, and cultural resources within the community. Its purpose is to provide a safe, family-oriented environment that compliments rural, small town living.

## **Desired Development Patterns**

- Maintain and protect the rural environment including vistas, view sheds and natural features
- Protect and preserve nearby historic, natural, and cultural resources
- Reduce environmental impact of new development by encouraging use of low-impact development, conservation subdivisions, transfer of development rights and other tools
- Discourage excessive clearing and grading activities during development
- Protect water quality by reducing impervious surfaces, stormwater run-off, erosion, and sedimentation
- Redevelop blighted areas
- Require streetscaping that enhances the aesthetics of the area
- Accommodate infill development that compliments the scale, setbacks, and style of existing homes
- Encourage master planning of neighborhoods using TNDs that blend walk-able neighborhoods with schools, parks, recreation, retail businesses that are linked in a compact pattern
- Promote small lots and reduced setbacks, where appropriate
- Promote street designs that slows traffic and increase pedestrian safety, such as narrower residential streets, on street parking and street trees
- Require street stub-outs to accommodate future connectivity with adjacent properties for future development
- Provide for pedestrian facilities with sidewalk connectivity, where possible
- Provide adequate open space with both active and passive recreational opportunities
- Encourage owners to rehabilitate/renovate existing structures that have fallen into disrepair or have architectural features that do not conform to the desired character of the area
- Provide a variety of housing choices that offer opportunities for all ages and income levels

## **Primary Land Uses**

- Single-family residential
- Multi-family residential (when part of a master planned development or subarea master plan)
- Conservation subdivisions
- Traditional neighborhood commercial
- Public/Institutional
- Parks/Recreation

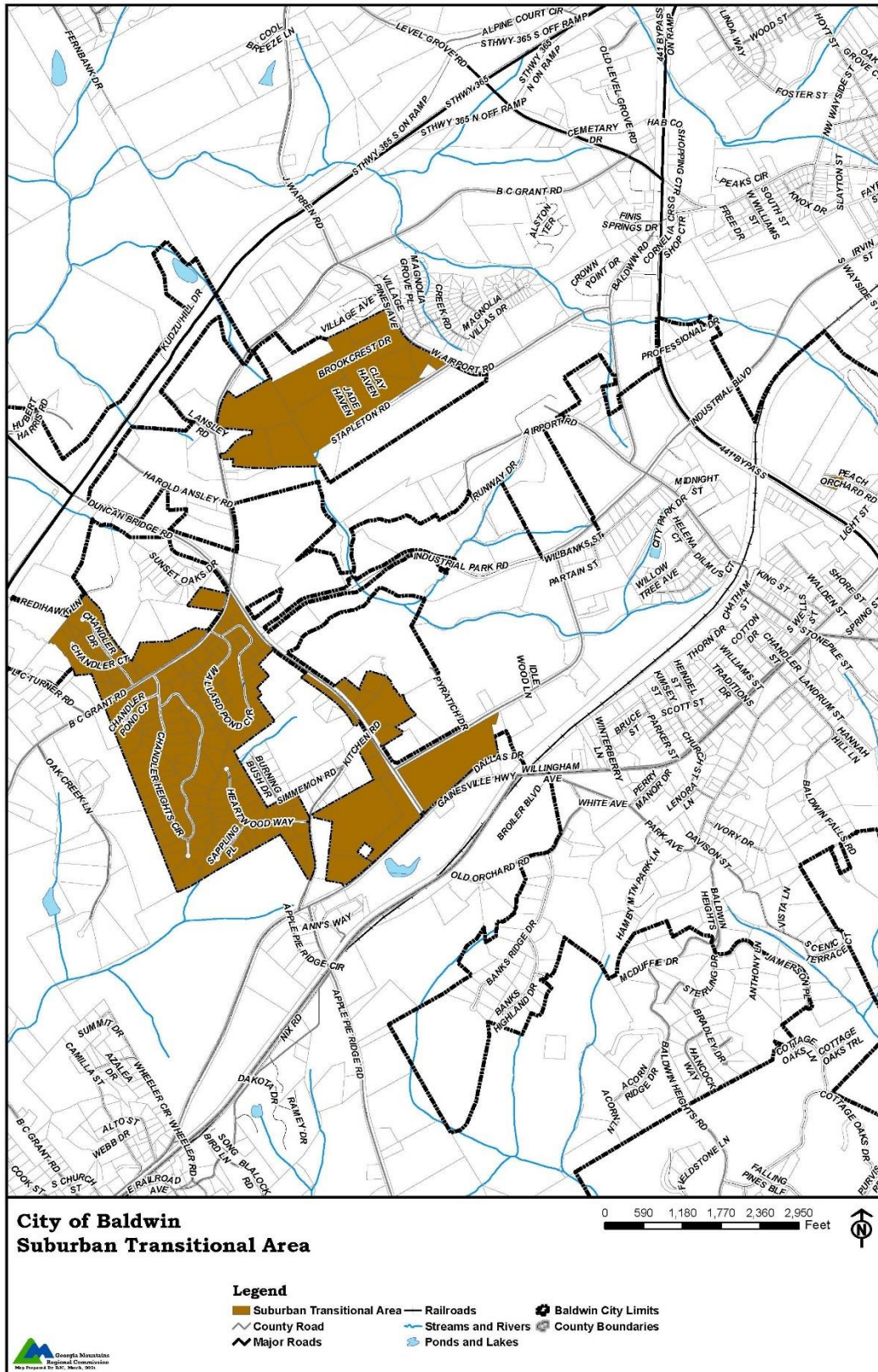
## **Implementation Strategies**

- ☞ Update existing land use and development regulations to accommodate desired changes
- ☞ Develop and implement a Conservation Subdivision ordinance

- ☞ Develop and implement a Traditional Neighborhood Development (TND) ordinance
- ☞ Develop and implement a Senior Housing Ordinance
- ☞ Develop and implement an Infill Development Ordinance
- ☞ Develop and implement a Mass Grading ordinance
- ☞ Develop and implement a Stormwater Management Ordinance
- ☞ Develop and implement street connectivity requirements for new developments
- ☞ Examine the potential use of Community Improvement Districts (CIDs), Tax Allocation Districts (TADs) and similar tools to encourage and promote development and redevelopment opportunities in residential areas
- ☞ Encourage the creation of CIDs and TADs as an alternative means of financing area planning and improvement projects.
- ☞ Develop and implement a city-wide historic resource management plan
- ☞ Develop and implement a city-wide bicycle and pedestrian plan
- ☞ Develop and implement a city-wide recreation master plan



# 9. Suburban Transitional





## **Description**

The Suburban Transitional character area describes the portion of Baldwin that includes existing and emerging residential development. It includes a mixture of housing types and lot sizes. Some areas are large lots and others are smaller, more traditional in nature. This character area seeks to protect agricultural areas, scenic vistas, and historic, natural, and cultural resources within the community. Its purpose is to provide a safe, family-oriented environment that compliments rural, small town living.

## **Desired Development Patterns**

- Maintain and protect the rural environment including vistas, view sheds and natural features
- Protect and preserve nearby historic, natural, and cultural resources
- Reduce environmental impact of new development by encouraging use of low-impact development, conservation subdivisions, transfer of development rights and other tools
- Discourage excessive clearing and grading activities during development
- Protect water quality by reducing impervious surfaces, stormwater run-off, erosion, and sedimentation
- Redevelop blighted areas
- Require streetscaping that enhances the aesthetics of the area
- Accommodate infill development that compliments the scale, setbacks, and style of existing homes
- Encourage master planning of neighborhoods using TNDs that blend walk-able neighborhoods with schools, parks, recreation, retail businesses that are linked in a compact pattern
- Promote small lots and reduced setbacks, where appropriate
- Promote street designs that slows traffic and increase pedestrian safety, such as narrower residential streets, on street parking and street trees
- Require street stub-outs to accommodate future connectivity with adjacent properties for future development
- Provide for pedestrian facilities with sidewalk connectivity, where possible
- Provide adequate open space with both active and passive recreational opportunities
- Encourage owners to rehabilitate/renovate existing structures that have fallen into disrepair or have architectural features that do not conform to the desired character of the area
- Provide a variety of housing choices that offer opportunities for all ages and income levels

## **Primary Land Uses**

- Single-family residential
- Multi-family residential (when part of a master planned development or subarea master plan)
- Conservation subdivisions
- Traditional neighborhood commercial
- Public/Institutional
- Parks/Recreation

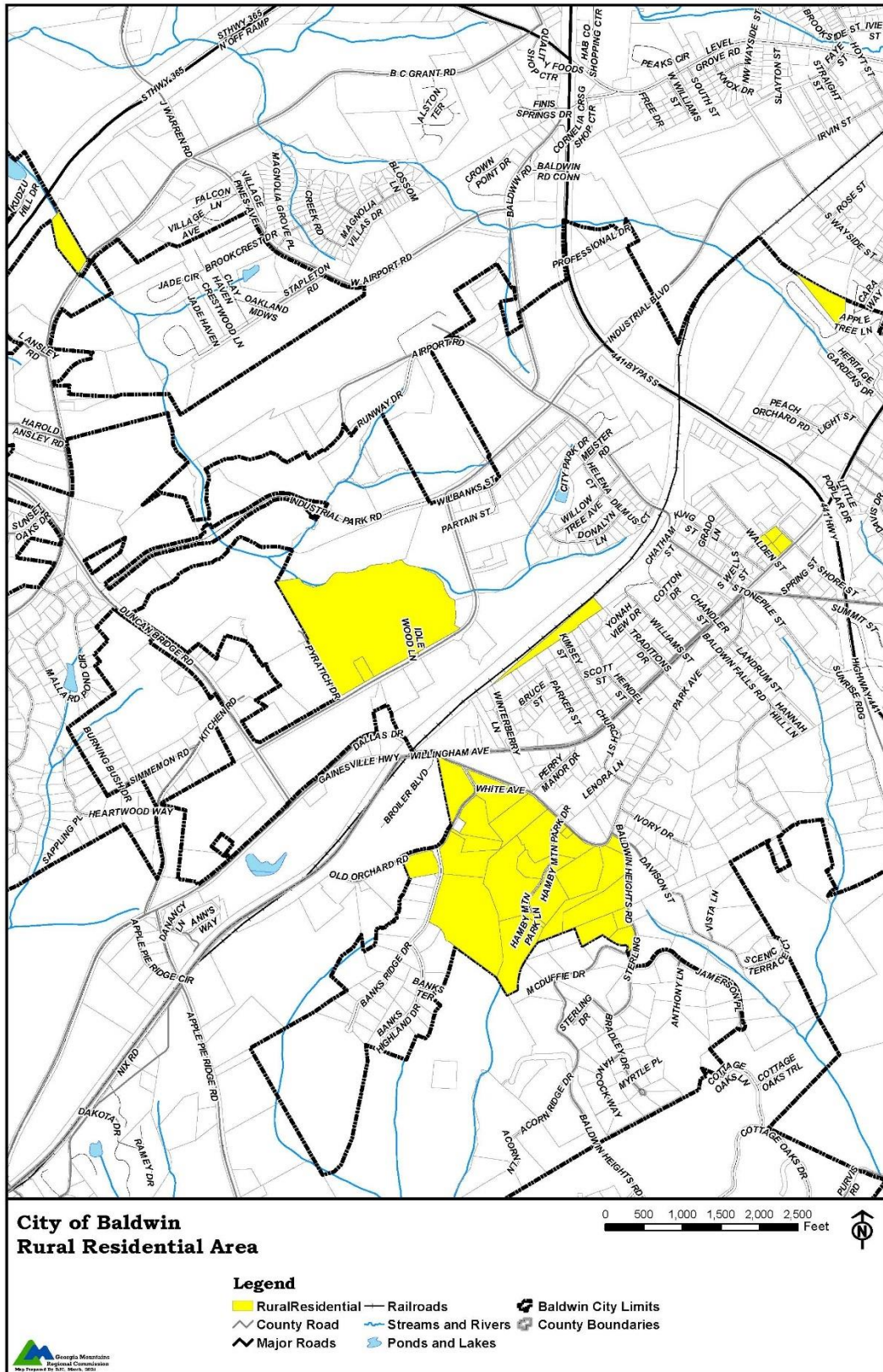
## **Implementation Strategies**

- ☞ Update existing land use and development regulations to accommodate desired changes
- ☞ Develop and implement a Conservation Subdivision ordinance

- ☞ Develop and implement a Traditional Neighborhood Development (TND) ordinance
- ☞ Develop and implement a Senior Housing Ordinance
- ☞ Develop and implement an Infill Development Ordinance
- ☞ Develop and implement a Mass Grading ordinance
- ☞ Develop and implement a Stormwater Management Ordinance
- ☞ Develop and implement street connectivity requirements for new developments
- ☞ Examine the potential use of Community Improvement Districts (CIDs), Tax Allocation Districts (TADs) and similar tools to encourage and promote development and redevelopment opportunities in residential areas
- ☞ Encourage the creation of CIDs and TADs as an alternative means of financing area planning and improvement projects.
- ☞ Develop and implement a city-wide historic resource management plan
- ☞ Develop and implement a city-wide bicycle and pedestrian plan
- ☞ Develop and implement a city-wide recreation master plan



# 10. Rural Residential Area



## **Description**

The Rural Residential character area describes the portion of Baldwin that includes existing and emerging residential development. It includes a mixture of housing types and lot sizes. Some areas are large lots and others are smaller, more traditional in nature. This character area seeks to protect agricultural areas, scenic vistas, and historic, natural, and cultural resources within the community. Its purpose is to provide a safe, family-oriented environment that compliments rural, small town living.

## **Desired Development Patterns**

- Maintain and protect the rural environment including vistas, view sheds and natural features
- Protect and preserve nearby historic, natural, and cultural resources
- Reduce environmental impact of new development by encouraging use of low-impact development, conservation subdivisions, transfer of development rights and other tools
- Discourage excessive clearing and grading activities during development
- Protect water quality by reducing impervious surfaces, stormwater run-off, erosion, and sedimentation
- Redevelop blighted areas
- Require streetscaping that enhances the aesthetics of the area
- Accommodate infill development that compliments the scale, setbacks, and style of existing homes
- Encourage master planning of neighborhoods using TNDs that blend walk-able neighborhoods with schools, parks, recreation, retail businesses that are linked in a compact pattern
- Promote small lots and reduced setbacks, where appropriate
- Promote street designs that slows traffic and increase pedestrian safety, such as narrower residential streets, on street parking and street trees
- Require street stub-outs to accommodate future connectivity with adjacent properties for future development
- Provide for pedestrian facilities with sidewalk connectivity, where possible
- Provide adequate open space with both active and passive recreational opportunities
- Encourage owners to rehabilitate/renovate existing structures that have fallen into disrepair or have architectural features that do not conform to the desired character of the area
- Provide a variety of housing choices that offer opportunities for all ages and income levels

## **Primary Land Uses**

- Single-family residential
- Multi-family residential (when part of a master planned development or subarea master plan)
- Conservation subdivisions
- Traditional neighborhood commercial
- Public/Institutional
- Parks/Recreation

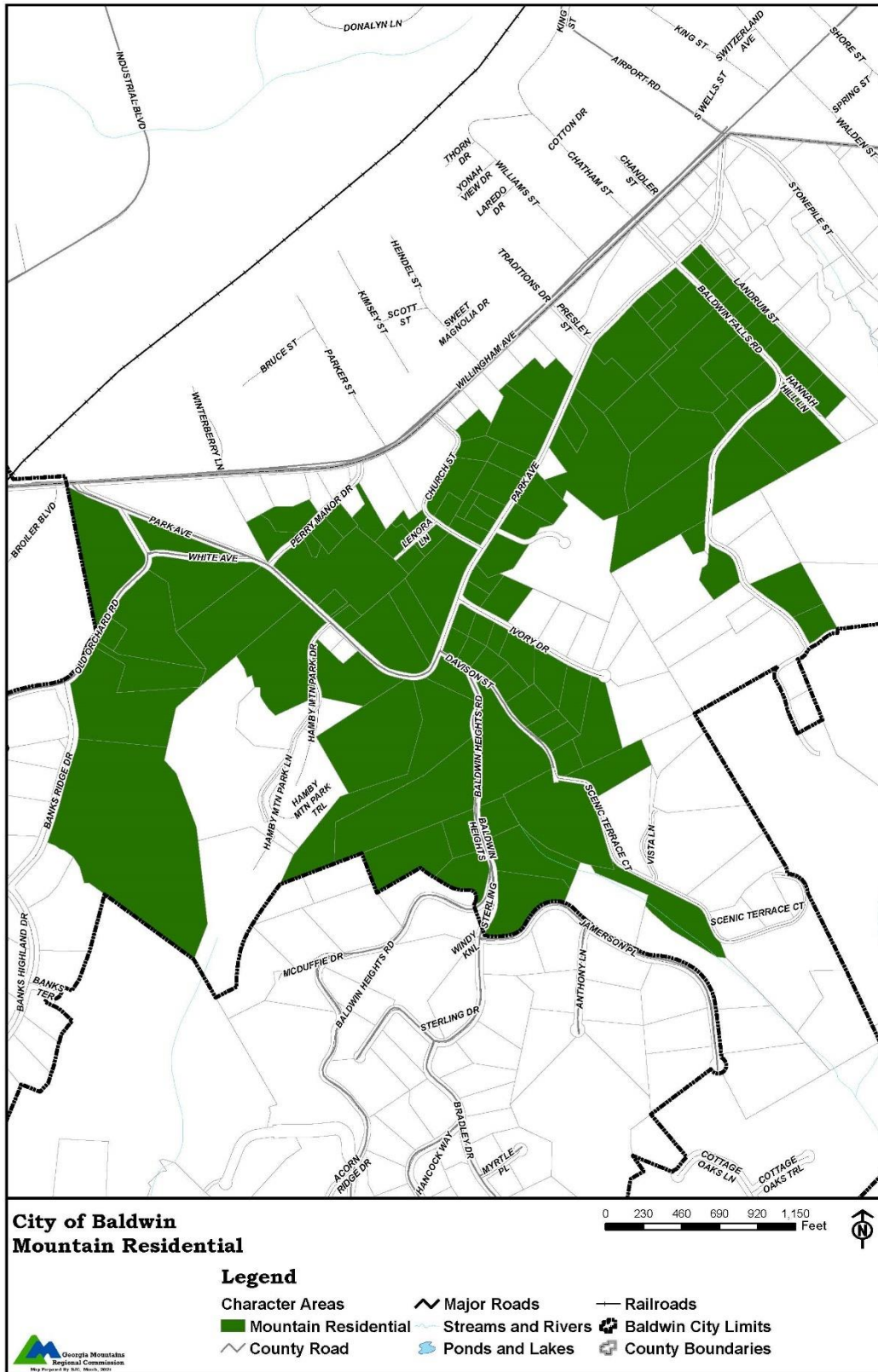
## **Implementation Strategies**

- ☞ Update existing land use and development regulations to accommodate desired changes
- ☞ Develop and implement a Conservation Subdivision ordinance

- ☞ Develop and implement a Traditional Neighborhood Development (TND) ordinance
- ☞ Develop and implement a Senior Housing Ordinance
- ☞ Develop and implement an Infill Development Ordinance
- ☞ Develop and implement a Mass Grading ordinance
- ☞ Develop and implement a Stormwater Management Ordinance
- ☞ Develop and implement street connectivity requirements for new developments
- ☞ Examine the potential use of Community Improvement Districts (CIDs), Tax Allocation Districts (TADs) and similar tools to encourage and promote development and redevelopment opportunities in residential areas
- ☞ Encourage the creation of CIDs and TADs as an alternative means of financing area planning and improvement projects.
- ☞ Develop and implement a city-wide historic resource management plan
- ☞ Develop and implement a city-wide bicycle and pedestrian plan
- ☞ Develop and implement a city-wide recreation master plan



# 11. Mountain Residential Area



## **Description**

The Mountain Residential character area describes the portion of Baldwin that includes steep slopes, hillsides, and mountain vistas, which is primarily residential in nature with limited commercial development. This character area seeks to protect mountain and scenic vistas, natural resources, and agricultural areas. Typically, it contains large tracts or lots of undeveloped lands with minimal land disturbance activities. Overdevelopment can potentially harm area natural resources and scenic views due to a loss of vegetation and erosion of soil and rock surfaces. These areas contribute to the city's unique character and history. They are also vital to Baldwin's vision for the community. The goal is to respect property rights by accommodating low-density development with minimal environmental impacts.

## **Desired Development Patterns**

- Maintain large lot sizes
- Establish a unique physical character for the area that complements the mountain and scenic vistas, which is aesthetically pleasing in nature
- Require the use of rustic building materials such as stacked stone, brick, wood, shakes, shingles, cement siding with natural tones and colors for all new structures built within the character area
- Encourage existing property owners to redevelop blighted areas and/or renovate structures that do not conform to the desired character of the area
- Reduce impact of new development on the environment by encouraging the use of low-impact development, conservation subdivisions, transfer of development rights and other conservation tools (such as greenspace programs, preservation trusts, conservation easements, etc.)
- Protect and preserve mountaintops, hillsides, scenic vistas, steep slopes, environmentally sensitive lands, natural resources, and agricultural areas.
- Protect existing topography and vegetation by discouraging excessive clearing and grading activities during development
- Protect water quality by reducing impervious surfaces, stormwater run-off, erosion, and sedimentation.

## **Primary Land Uses**

- Traditional large lot single-family residential
- Conservation subdivisions
- Traditional neighborhood commercial
- Forestry/agricultural
- Passive recreation

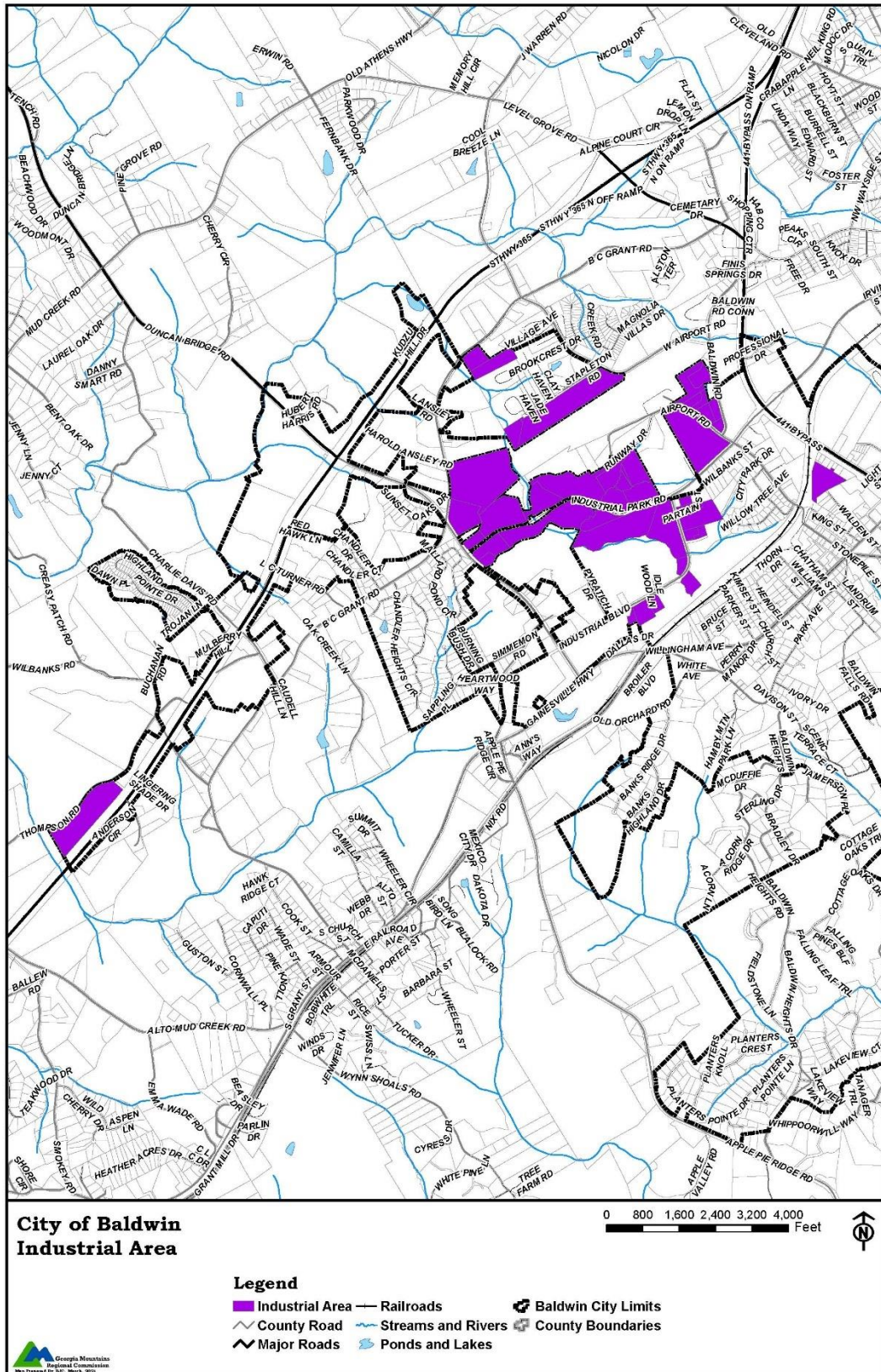
## **Implementation Strategies**

- ☞ Update existing land use and development regulations to accommodate desired changes.
- ☞ Develop and implement a Conservation Subdivision ordinance
- ☞ Develop and implement a Natural Resource Protection ordinance
- ☞ Develop and implement a Mass Grading ordinance
- ☞ Develop architectural and site design guidelines for the area that includes a large lot component





## 12. Industrial



## **Description**

The Industrial character area describes the portion of land that is either currently inside the city limits or anticipated to be annexed inside the City of Baldwin that includes land uses of low and high intensity manufacturing, wholesale trade, distribution, assembly, processing and similar uses that may or may not generate nuisance characteristics such as excessive noise, particulate matter, vibration, smoke, dust, gas, fumes, odors, radiation, or other nuisance.

## **Desired Development Patterns**

- Accommodate diverse, high intensity industrial activities and supporting uses
- Prohibit residential uses
- Limit the visibility of unsightly characteristics such as operations and parking from public right-of-way
- Develop and maintain a clear physical boundary and transition area between adjacent uses, especially residential areas (i.e. natural buffers and enhanced landscaping)
- Incorporate enhanced landscaping techniques for vacant areas and parking lots, including shade trees
- Control signage (height, size, type) to prevent “visual clutter” or blight
- Reflect a campus or unified development site design.
- Address traffic impacts and circulation in site designs
- Provide access management measures to maintain traffic flow (i.e., shared drives, inter-parcel connectivity, etc.)
- Protect air and Water Quality
- Reduce or eliminate unnecessary impervious surfaces by encouraging developments to incorporate enhanced on-site storm water management techniques such as storm water mitigation or retention features (i.e., pervious surfaces such as crushed stones, pervious concrete, paved brick, etc.)
- Prevent adverse impacts to natural resources and surrounding populations

## **Primary Land Uses**

- Industrial
- Commercial
- Professional offices (corporate headquarters/medical office complexes)
- Research and Development facilities
- Mixed-use developments (commercial/industrial; but no residential)

## **Implementation Strategies**

- ☞ Update existing land use and development regulations to accommodate desired changes
- ☞ Develop and implement design/development standards for industrial sites
- ☞ Incorporate into the development review process a “development impact matrix” to determine impacts of specific industries on the environment and infrastructure
- ☞ Coordinate economic development activities for recruiting new business investments



## F. 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.

These ten objectives are adapted from generally accepted community development principles to fit the unique qualities of Georgia's cities and counties. Although these objectives are only recommendations, we are convinced that implementing these principles will result in greater efficiency and cost savings for local governments and a higher quality of life for their citizens.

| Applicable DCA Quality Community Objectives | Economic Prosperity | Resource Mgmt. | Efficient Land Use | Local Preparedness | Sense of Place | Regional Cooperation | Housing Options | Transportation Options | Educational Opportunities | Community Health |
|---|---------------------|----------------|--------------------|--------------------|----------------|----------------------|-----------------|------------------------|---------------------------|------------------|
| Baldwin                                     | X                   | X              | X                  | X                  | X              | X                    | X               | X                      | X                         | X                |

- Economic Prosperity:** Encourage development or expansion of businesses and industries that are suitable for the community. Factors to consider when determining suitability include job skills required; long-term sustainability; linkages to other economic activities in the region; impact on the resources of the area; or prospects for creating job opportunities that meet the needs of a diverse local workforce.
- Resource Management:** Promote the efficient use of natural resources and identify and protect environmentally sensitive areas of the community. This may be achieved by promoting energy efficiency and renewable energy generation; encouraging green building construction and renovation; utilizing appropriate waste management techniques; fostering water conservation and reuse; or setting environmentally sensitive areas aside as green space or conservation reserves.
- Efficient Land Use:** Maximize the use of existing infrastructure and minimize the costly conversion of undeveloped land at the periphery of the community. This may be achieved by encouraging development or redevelopment of sites closer to the traditional core of the community; designing new development to minimize the amount of land consumed; carefully planning expansion of public infrastructure; or maintaining open space in agricultural, forestry, or conservation uses.
- Local Preparedness:** Identify and put in place the prerequisites for the type of future the community seeks to achieve. These prerequisites might include infrastructure (roads, water, and sewer) to support or direct new growth; ordinances and regulations to manage growth as desired; leadership and staff capable of responding to opportunities and managing new challenges; or undertaking an all-hazards approach to disaster preparedness and response.
- Sense of Place:** Protect and enhance the community's unique qualities. This may be achieved by maintaining the downtown as focal point of the community; fostering compact,

walkable, mixed-use development; protecting and revitalizing historic areas of the community; encouraging new development that is compatible with the traditional features of the community; or protecting scenic and natural features that are important to defining the community's character.

- **Regional Cooperation:** Cooperate with neighboring jurisdictions to address shared needs. This may be achieved by actively participating in regional organizations; identifying joint projects that will result in greater efficiency and less cost to the taxpayer; or developing collaborative solutions for regional issues such as protection of shared natural resources, development of the transportation network, or creation of a tourism plan.
- **Housing Options:** Promote an adequate range of safe, affordable, inclusive, and resource efficient housing in the community. This may be achieved by encouraging development of a variety of housing types, sizes, costs, and densities in each neighborhood; instituting programs to provide housing for residents of all socio-economic backgrounds; or coordinating with local economic development programs to ensure availability of adequate workforce housing in the community.
- **Transportation Options:** Address the transportation needs, challenges and opportunities of all community residents. This may be achieved by fostering alternatives to transportation by automobile, including walking, cycling, and transit; employing traffic calming measures throughout the community; requiring adequate connectivity between adjoining developments; or coordinating transportation and land use decision-making within the community.
- **Educational Opportunities:** Make educational and training opportunities readily available to enable all community residents to improve their job skills, adapt to technological advances, or pursue life ambitions. This can be achieved by expanding and improving local educational institutions or programs; providing access to other institutions in the region; or coordinating with local economic development programs to ensure an adequately trained and skilled workforce.
- **Community Health:** Ensure that all community residents, regardless of age, ability, or income, have access to critical goods and services, safe and clean neighborhoods, and good work opportunities. This may be achieved by providing services to support the basic needs of disadvantaged residents; instituting programs to foster better health and fitness; or providing all residents the opportunity to improve their circumstances in life and to fully participate in the community.

### III. IMPLEMENTATION PROGRAM

#### *Achieving the Vision and our goals for the community*

The Implementation Program is the overall strategy for achieving the Community Vision and for addressing each of the Community Needs 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.

Identifying these items helps the community organize their actions

#### **Policies**

One type of action a community can establish to achieve its vision is the establishment of policy. 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.

| Category                        | Proposed Planning Policies                    |
|---------------------------------|---|
| Community Facilities & Services | Street and sidewalk connectivity requirements |
| Community Facilities & Services | Parks and Recreation Master Plan              |
| Community Facilities & Services | Water and Sewer Master Plan                   |
| Community Facilities & Services | Stormwater Facility Management Ordinance      |
| Economic Development            | Establish an Industrial Development program   |
| Economic Development            | Establish an Economic Development program     |
| Land Use                        | Establish a Unified Development Code          |
| Land Use                        | Update & modernize development review process |
| Natural & Cultural Resources    | Stormwater Management Ordinance               |
| Natural & Cultural Resources    | Watershed Protection Ordinance                |
| Natural & Cultural Resources    | Historic Preservation Ordinance               |
| Natural & Cultural Resources    | Historic & Natural Resource Management Plan   |
| Transportation                  | Transportation Master Plan                    |
| Transportation                  | Bicycle and Pedestrian Master Plan            |

#### **A. Policies and Long-Term Objectives**

In addition to establishing policy, communities may also establish long-term or ongoing programs and activities that support identified objectives. These measures may compliment policies or may simply be action items that must be employed more than once. These are recognized here so as to distinguish their need and conditions apart from the single-action items and to identify any required special terms or context.

| Category                        | Action/Implementation Strategy  |
|---------------------------------|---|
| Community Facilities & Services | Restore the old Maxwell Distillery property. Utilize the property to re-create the old whiskey distillery and operate it as a public education project teaching people about the history and early life in Baldwin.   |
| Community Facilities & Services | Construct an environmental water quality education center that teaches people about the importance of protecting our natural resources and alternative solutions for stormwater management and water quality protection.  |
| Community Facilities & Services | Expand the city's water treatment system by constructing a new plant and expanding and replacing water lines throughout the city.   |
| Community Facilities & Services | Expand the city's wastewater treatment system by constructing a new treatment plant and expanding and replacing sewer lines throughout the city.  |
| Community Facilities & Services | Develop and implement a water & sewer master plan.  |
| Community Facilities & Services | Expand fire services by constructing and equipping a new fire station to serve the SR 356 Business Corridor and surrounding areas.  |
| Economic Development            | Work with private investors to plan and construct a new regional convention center and hotel along the US 441 Corridor.   |
| Economic Development            | Develop and implement the use of TADs, CIDs & BIDs for promoting new growth and development as well as revitalization within Baldwin.   |
| Economic Development            | Establish an Economic Development Team for the City of Baldwin and produce an annual convention and trade show targeting new business investors from national and international sources.  |
| Intergovernmental Coordination  | Study the potential impacts of consolidating some services with counties and other municipalities.  |
| Land Use                        | Develop and produce a "How to" Guide for builders and developers seeking to do business in Baldwin.   |
| Land Use                        | Study Transfer of Development Rights (TDR) as a means for protecting certain areas from future development.   |
| Natural & Cultural Resources    | Prepare a historic, cultural, and archeological resources inventory and preservation plan.  |
| Natural & Cultural Resources    | Develop and implement a public awareness campaign to increase public awareness and appreciation of historic, natural, and cultural resources within the community.  |
| Natural & Cultural Resources    | Purchase and annex portions of Banks County that include Mountain terrain, sensitive environmental areas, and scenic vistas for the purpose of preserving these resources for future generations to enjoy and for protect the economic viability of the US 441 Tourism Corridor |
| Transportation                  | Develop and implement a comprehensive transportation plan.  |

## B. Report of Accomplishments

This is the review of the open items from the STWP from 2016-2020. 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.

| Year                                       | Action Item  | Status: Completed, Cancelled, or continued in new STWP |
|--|--|--|
| <b>Community Facilities &amp; Services</b> |  |  |
| 2016                                       | Conduct a cost/benefit analysis of renovating old Garment Factory facility for New City Hall   | Completed  |
| 2016                                       | Conduct a cost/benefit analysis of renovating old Carwood building for use as a new community center   | In Progress, carried over to new work program FY 21-25 |
| 2016                                       | Stormwater collection & BMPs   | Completed  |
| 2016                                       | Develop & implement bicycle & pedestrian plan  | Cancelled, for other priorities                        |
| 2016                                       | Pursue funding for new Farmers Market  | Completed  |
| 2017                                       | Develop new Farmers Market   | Completed  |
| 2017                                       | Pursue grant funding for new City Hall   | Completed  |
| 2018                                       | Implement water and sewer line inventory   | In Progress, carried over to new work program FY 21-25 |
| 2018                                       | Develop new City Hall  | Completed  |
| 2018                                       | Update water and sewer master plan   | In Progress, carried over to new work program FY 21-25 |
| 2019                                       | New water source and capacity study  | In Progress, carried over to new work program FY 21-25 |
| 2019                                       | Pursue funding for water system improvements   | In Progress, carried over to new work program FY 21-25 |
| 2020                                       | Water system improvements  | In Progress, carried over to new work program FY 21-25 |
| <b>Economic Development</b>                |  |  |
| 2016                                       | Research and analyze the use of TADs, CIDs & BIDs for promoting new growth & development   | In Progress, carried over to new work program FY 21-25 |
| 2016                                       | Develop business plan for Farmers Market   | In Progress, carried over to new work program FY 21-25 |
| 2016                                       | Pursue Opportunity Zone designation  | Completed  |
| 2018                                       | Investigate opportunities to purchase Baldwin Falls properties for a natural preserve trails & a local history education center to improve tourism within the city | Cancelled, lack of funding                             |
| 2019                                       | Pursue 441 business and development study  | In Progress, carried over to new work program FY 21-25 |
| <b>General</b>                             |  |  |
| 2017                                       | Begin joint comp plan update w/Habersham   | Completed  |
| 2018                                       | Complete comp plan update  | Completed  |
| 2018                                       | Update Service Delivery Strategies   | Completed  |



|      | <b>Land Use</b>  |  |
|------|--|--|
| 2016 | *Implement TND Ordinance   | In Progress, carried over to new work program FY 21-25 |
| 2016 | *Implement Infill Development Ordinance                                  | In Progress, carried over to new work program FY 21-25 |
| 2016 | *Implement Senior Housing Ordinance                                      | In Progress, carried over to new work program FY 21-25 |
| 2016 | *Implement Mass Grading Ordinance  | In Progress, carried over to new work program FY 21-25 |
| 2016 | *Implement Conservation Subdivision Ordinance                            | In Progress, carried over to new work program FY 21-25 |
| 2016 | *Implement Big Box Ordinance   | In Progress, carried over to new work program FY 21-25 |
| 2016 | *Implement street connectivity requirements for new developments         | In Progress, carried over to new work program FY 21-25 |
| 2018 | Study successful TDR programs and evaluate its potential use in the city | In Progress, carried over to new work program FY 21-25 |
|      |  |  |
|      | <b>Natural &amp; Cultural Resources</b>                                  |  |
| 2017 | Implement an historic resource protection program                        | In Progress, carried over to new work program FY 21-25 |
| 2017 | Coordinate with Banks Co. re: Watershed Protection Ordinance             | In Progress, carried over to new work program FY 21-25 |
| 2018 | Develop a greenspace plan (with Counties)                                | In Progress, carried over to new work program FY 21-25 |
| 2019 | Pursue funding for acquisition of new greenspace (if needed)             | In Progress, carried over to new work program FY 21-25 |
| 2020 | Pursue funding to purchase (more of) Baldwin Falls                       | In Progress, carried over to new work program FY 21-25 |
|      |  |  |
|      | <b>Transportation</b>  |  |
| 2016 | Develop a bicycle and pedestrian master plan                             | In Progress, carried over to new work program FY 21-25 |
| 2018 | Investigate opportunities to develop a comprehensive transportation plan | In Progress, carried over to new work program FY 21-25 |
| 2019 | Implement first round of sidewalk improvements                           | In Progress, carried over to new work program FY 21-25 |

### 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.

### 2021-2025 SHORT-TERM WORK PROGRAM

| DESCRIPTION  | 2 | 2 | 2 | 2 | 2 | ESTIMATED COST | DEPARTMENT FUNDING & ASSISTANCE SOURCES |
|--|---|---|---|---|---|----------------|---|
|  | 0 | 0 | 0 | 0 | 0 |                |   |
|  | 1 | 2 | 3 | 4 | 5 |                |   |
| <b>Community Facilities &amp; Services</b>   |   |   |   |   |   |                |   |
| Conduct a cost/benefit analysis of renovating old Carwood building for use as a new community center |   | X | X |   |   | \$1,000        | City                                    |
| Implement water and sewer line inventory   |   | X | X | X |   | \$15,000       | City                                    |
| Update water and sewer master plan   |   | X | X | X |   | \$15,000       | City, GEFA                              |
| New water source and capacity study  |   | X | X | X |   | \$15,000       | City, GEFA, Grants                      |
| Pursue funding for water system improvements   |   |   | X | X |   | \$1,000        | City                                    |
| Water system improvements  |   |   | X | X | X | TBD            | City, GEFA, SPLOST                      |
| Development of new city emblem   |   |   | X |   |   | \$7,500        | City                                    |
| Develop Citizen Advisory Boards (Planning, Public Arts, Zoning Appeals)                              |   |   |   |   | X | NA             | City, GMA                               |
|  |   |   |   |   |   |                |   |
|  |   |   |   |   |   |                |   |

| <b>Economic Development</b>   |   |   |   |   |   |          |                   |
|---|---|---|---|---|---|----------|-------------------|
| Research and analyze the use of TADs, CIDs & BIDs for promoting new growth & development                                |   | X | X |   |   | \$0      | City              |
| Develop business plan for Farmers market  |   | X | X |   |   | \$1,000  | City              |
| Pursue 441 business and development study   |   | X | X |   |   | \$3,000  | City, Grants      |
| Blighted and Derelict Property Survey   | X |   |   |   |   | NA       | City              |
| Codification of City Ordinances   |   |   | X |   |   | \$15,000 | City, Grants      |
| Develop Construction and Development Review Process for annexations, zoning requests, land development and construction |   |   | X |   |   | NA       | City              |
| Creation of Annual Seminar for Small Businesses and Entrepreneurs   |   | X |   |   |   | \$1,000  | City              |
| Creation of Events Coordinator Position   |   |   |   |   | X | \$45,000 | City              |
| Develop and Implement Key Overlay Districts for Corridors and Character Areas   |   |   |   | X |   | NA       | City              |
| Creation of a Development Impact Matrix   |   |   |   | X |   | NA       | City              |
| Develop and Implement City Wide Recreation Master Plan  |   |   |   |   | X | \$15,000 | City, Grants, ARC |
|   |   |   |   |   |   |          |                   |
| <b>Land Use</b>   |   |   |   |   |   |          |                   |
| Implement TND Ordinance   |   | X | X |   |   | \$0.00   | City              |
| Implement Infill Development Ordinance  |   | X | X |   |   | \$0.00   | City              |
| Implement Senior Housing Ordinance  |   | X | X |   |   | \$0.00   | City              |
| Implement Mass Grading Ordinance  |   | X | X |   |   | \$0.00   | City              |
| Implement Conservation Subdivision Ordinance  |   |   | X | X |   | \$0.00   | City              |

|  |  |   |   |   |   |           |                              |
|--|--|---|---|---|---|-----------|------------------------------|
| Implement Big Box Ordinance  |  |   | X | X |   | \$0.00    | City                         |
| Implement street connectivity requirements for new developments                |  |   | X | X |   | \$0.00    | City                         |
| Study successful TDR programs and evaluate its potential use in the city       |  |   |   | X | X | \$0.00    | City                         |
| Update Existing Land Use and Development Regulations including design criteria |  |   |   | X |   | \$10,000  | City                         |
|  |  |   |   |   |   |           |                              |
| <b>Natural &amp; Cultural Resources</b>  |  |   |   |   |   |           |                              |
| Implement an historic resource protection program                              |  | X | X | X |   | \$2,500   | City, General Funds & Grants |
| Coordinate with Banks Co. re: Watershed Protection Ordinance                   |  | X | X |   |   | \$0.00    | City & Banks County          |
| Develop a greenspace plan (with Counties)                                      |  | X | X |   |   | \$5,000   | Cities, Counties, GMRC, DNR  |
| Pursue Funding for acquisition of new greenspace (if needed)                   |  | X | X |   |   | TBD       | City, DNR                    |
| Pursue funding to purchase (more of) Baldwin Falls                             |  | X | X | X |   | TBD       | City, Grants                 |
|  |  |   |   |   |   |           |                              |
| <b>Transportation</b>  |  |   |   |   |   |           |                              |
| Develop a bicycle and pedestrian master plan                                   |  | X | X |   |   | \$5,000   | City, GMRC, GDOT             |
| Investigate opportunities to develop a comprehensive transportation plan       |  | X | X |   |   | \$0.00    | City                         |
| Implement first round of sidewalk improvements                                 |  | X | X | X |   | \$100,000 | City, GDOT, Grants           |
|  |  |   |   |   |   |           |                              |

**IV. APPENDICES**

- A. Georgia Mountains Regional Commission Area Labor Profile**
- B. Habersham County/Baldwin Area Labor Profile**
- C. Baldwin Census Data**
- D. Baldwin Comprehensive Plan Public Comment Survey Sample**
- E. Baldwin Comprehensive Plan Public Comment Survey Response Summary**
- F. Comprehensive Plan Meeting Summaries**

# A. Georgia Mountains Regional Commission Area Labor Profile



**Georgia Mountains**  
**Regional Commission**

Updated: Mar 2021

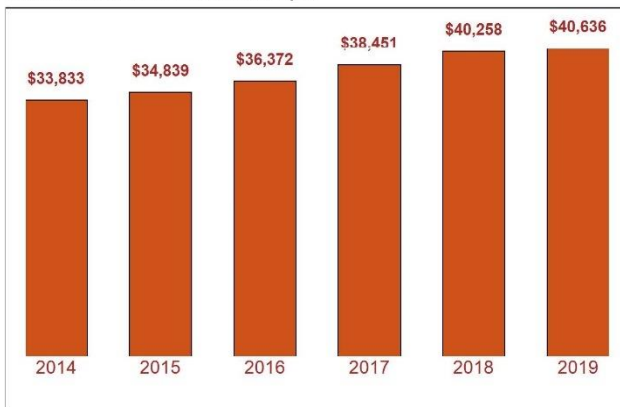
## Super Sector Industries

|  | Establishments |               |             | Employment     |                |              | Weekly Wage |            |             |
|--|----------------|---------------|-------------|----------------|----------------|--------------|-------------|------------|-------------|
|  | 2019           | 2020          | % Change    | 2019           | 2020           | % Change     | 2019        | 2020       | % Change    |
| Construction                               | 1,773          | 1,920         | 8.3%        | 14,561         | 14,409         | -1.0%        | 1,037       | 1,060      | 2.2%        |
| Education and Health Services              | 1,767          | 1,907         | 7.9%        | 34,792         | 34,371         | -1.2%        | 979         | 971        | -0.8%       |
| Financial Activities                       | 1,467          | 1,634         | 11.4%       | 7,391          | 7,250          | -1.9%        | 1,121       | 1,392      | 24.2%       |
| Information                                | 222            | 263           | 18.5%       | 2,191          | 3,096          | 41.3%        | 1,205       | 1,353      | 12.3%       |
| Leisure and Hospitality                    | 1,476          | 1,574         | 6.6%        | 29,311         | 26,746         | -8.8%        | 510         | 517        | 1.4%        |
| Manufacturing                              | 834            | 885           | 6.1%        | 42,047         | 39,066         | -7.1%        | 917         | 934        | 1.9%        |
| Natural Resources, Mining, and Agriculture | 155            | 168           | 8.4%        | 2,151          | 2,374          | 10.4%        | 886         | 925        | 4.4%        |
| Other Services                             | 935            | 1,019         | 9.0%        | 5,496          | 5,023          | -8.6%        | 637         | 667        | 4.7%        |
| Professional and Business Services         | 2,941          | 3,260         | 10.8%       | 27,937         | 25,376         | -9.2%        | 972         | 1,008      | 3.7%        |
| Trade, Transportation and Utilities        | 3,556          | 3,778         | 6.2%        | 50,093         | 49,410         | -1.4%        | 776         | 822        | 5.9%        |
| Unclassified                               | 957            | 816           | -14.7%      | 846            | 519            | -38.7%       | 874         | 944        | 8.0%        |
| Government                                 | 512            | 512           | 0.0%        | 34,037         | 33,774         | -0.8%        | 835         | 856        | 2.5%        |
| <b>Total</b>                               | <b>16,595</b>  | <b>17,736</b> | <b>6.9%</b> | <b>250,854</b> | <b>241,411</b> | <b>-3.8%</b> | <b>854</b>  | <b>888</b> | <b>4.0%</b> |

Note: All figures are 3rd Quarter of 2019 and 2020.

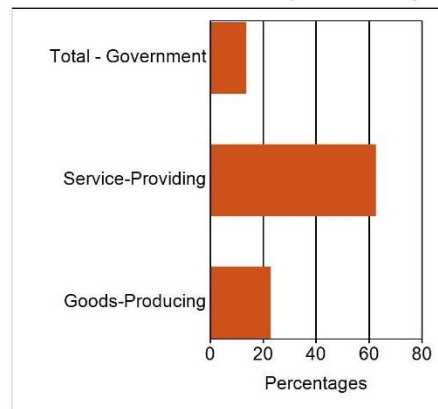
### Georgia Mountains RC Per Capita Income

Source: U.S. Bureau of Economic Analysis



### Industry Mix 2020

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**

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## Industry Mix - 3rd Quarter of 2020

|  | Number<br>OF Firms | Employment     |              | WEEKLY<br>WAGE |
|--|--------------------|----------------|--------------|----------------|
|  |                    | NUMBER         | PERCENT      |                |
| <b>Goods-Producing</b>   | <b>2,973</b>       | <b>55,849</b>  | <b>23.1</b>  | <b>966</b>     |
| Agriculture, Forestry, Fishing and Hunting                               | 151                | 2,181          | 0.9          | 894            |
| Mining, Quarrying, and Oil and Gas Extraction                            | 17                 | 193            | 0.1          | 1,272          |
| Construction   | 1,920              | 14,409         | 6.0          | 1,060          |
| Manufacturing  | 885                | 39,066         | 16.2         | 934            |
| Apparel  | 8                  | 245            | 0.1          | 1,075          |
| Beverage and Tobacco Product   | 35                 | 596            | 0.2          | 958            |
| Chemical   | 44                 | 1,410          | 0.6          | 1,059          |
| Computer and Electronic Product  | 41                 | 1,329          | 0.6          | 1,514          |
| Electrical Equipment, Appliance, and Component                           | 26                 | 1,148          | 0.5          | 1,322          |
| Fabricated Metal Product   | 140                | 3,374          | 1.4          | 1,007          |
| Food   | 94                 | 15,379         | 6.4          | 798            |
| Furniture and Related Product  | 48                 | 1,183          | 0.5          | 877            |
| Leather and Allied Product   | 2                  | *              | *            | *              |
| Machinery  | 65                 | 3,471          | 1.4          | 1,070          |
| Miscellaneous  | 87                 | 2,096          | 0.9          | 983            |
| Nonmetallic Mineral Product  | 53                 | 441            | 0.2          | 952            |
| Paper  | 3                  | *              | *            | *              |
| Petroleum and Coal Products  | 6                  | *              | *            | *              |
| Plastics and Rubber Products   | 37                 | 1,521          | 0.6          | 841            |
| Primary Metal  | 10                 | 699            | 0.3          | 1,149          |
| Printing and Related Support Activities                                  | 58                 | 1,317          | 0.5          | 1,031          |
| Textile Mills  | 18                 | 1,150          | 0.5          | 733            |
| Textile Product Mills  | 24                 | 165            | 0.1          | 660            |
| Transportation Equipment   | 36                 | 2,483          | 1.0          | 990            |
| Wood Product   | 50                 | 924            | 0.4          | 791            |
| <b>Service-Providing</b>   | <b>13,435</b>      | <b>151,270</b> | <b>62.7</b>  | <b>866</b>     |
| Utilities  | 36                 | 1,163          | 0.5          | 1,463          |
| Wholesale Trade  | 1,055              | 11,196         | 4.6          | 1,315          |
| Retail Trade   | 2,299              | 31,301         | 13.0         | 592            |
| Transportation and Warehousing   | 388                | 5,750          | 2.4          | 987            |
| Information  | 263                | 3,096          | 1.3          | 1,353          |
| Finance and Insurance  | 923                | 5,204          | 2.2          | 1,594          |
| Real Estate and Rental and Leasing                                       | 711                | 2,046          | 0.8          | 879            |
| Professional, Scientific, and Technical Services                         | 2,135              | 9,330          | 3.9          | 1,376          |
| Management of Companies and Enterprises                                  | 61                 | 2,085          | 0.9          | 1,635          |
| Administrative and Support and Waste Management and Remediation Services | 1,064              | 13,961         | 5.8          | 668            |
| Educational Services   | 199                | 4,398          | 1.8          | 589            |
| Health Care and Social Assistance  | 1,708              | 29,973         | 12.4         | 1,027          |
| Arts, Entertainment, and Recreation                                      | 263                | 3,242          | 1.3          | 1,583          |
| Accommodation and Food Services  | 1,311              | 23,504         | 9.7          | 370            |
| Other Services (except Public Administration)                            | 1,019              | 5,023          | 2.1          | 667            |
| <b>Unclassified - industry not assigned</b>                              | <b>816</b>         | <b>519</b>     | <b>0.2</b>   | <b>944</b>     |
| <b>Total - Private Sector</b>  | <b>17,224</b>      | <b>207,638</b> | <b>86.0</b>  | <b>893</b>     |
| <b>Total - Government</b>  | <b>512</b>         | <b>33,773</b>  | <b>14.0</b>  | <b>856</b>     |
| Federal Government   | 90                 | 1,722          | 0.7          | 999            |
| State Government   | 170                | 5,531          | 2.3          | 838            |
| Local Government   | 252                | 26,520         | 11.0         | 850            |
| <b>ALL INDUSTRIES</b>  | <b>17,736</b>      | <b>241,411</b> | <b>100.0</b> | <b>888</b>     |

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 2020.

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

## Labor Force Activity

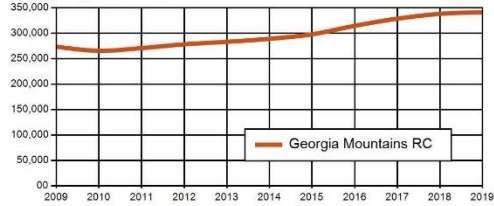
### ANNUAL AVERAGES

|                             | Labor Force    |                |             | Employed       |                |             | Unemployed    |               |               | Rate        |             |               |
|-----------------------------|----------------|----------------|-------------|----------------|----------------|-------------|---------------|---------------|---------------|-------------|-------------|---------------|
|                             | 2018           | 2019           | % Change    | 2018           | 2019           | % Change    | 2018          | 2019          | % Change      | 2018        | 2019        | % Change      |
| Banks                       | 9,492          | 9,616          | 1.3%        | 9,194          | 9,352          | 1.7%        | 298           | 264           | -11.4%        | 3.1%        | 2.7%        | -12.9%        |
| Dawson                      | 12,194         | 12,320         | 1.0%        | 11,789         | 11,971         | 1.5%        | 405           | 349           | -13.8%        | 3.3%        | 2.8%        | -15.2%        |
| Forsyth                     | 120,607        | 122,076        | 1.2%        | 116,807        | 118,737        | 1.7%        | 3,800         | 3,339         | -12.1%        | 3.2%        | 2.7%        | -15.6%        |
| Franklin                    | 9,973          | 9,942          | -0.3%       | 9,592          | 9,592          | 0.0%        | 381           | 350           | -8.1%         | 3.8%        | 3.5%        | -7.9%         |
| Habersham                   | 19,318         | 19,069         | -1.3%       | 18,598         | 18,411         | -1.0%       | 720           | 658           | -8.6%         | 3.7%        | 3.5%        | -5.4%         |
| Hall                        | 101,542        | 102,061        | 0.5%        | 98,304         | 99,222         | 0.9%        | 3,238         | 2,839         | -12.3%        | 3.2%        | 2.8%        | -12.5%        |
| Hart                        | 11,661         | 11,303         | -3.1%       | 11,238         | 10,903         | -3.0%       | 423           | 400           | -5.4%         | 3.6%        | 3.5%        | -2.8%         |
| Lumpkin                     | 16,628         | 16,719         | 0.5%        | 16,037         | 16,200         | 1.0%        | 591           | 519           | -12.2%        | 3.6%        | 3.1%        | -13.9%        |
| Rabun                       | 7,080          | 7,152          | 1.0%        | 6,798          | 6,900          | 1.5%        | 282           | 252           | -10.6%        | 4.0%        | 3.5%        | -12.5%        |
| Stephens                    | 10,892         | 10,685         | -1.9%       | 10,395         | 10,273         | -1.2%       | 497           | 412           | -17.1%        | 4.6%        | 3.9%        | -15.2%        |
| Towns                       | 3,890          | 3,893          | 0.1%        | 3,672          | 3,705          | 0.9%        | 218           | 188           | -13.8%        | 5.6%        | 4.8%        | -14.3%        |
| Union                       | 10,272         | 10,274         | 0.0%        | 9,896          | 9,953          | 0.6%        | 376           | 321           | -14.6%        | 3.7%        | 3.1%        | -16.2%        |
| White                       | 16,072         | 16,266         | 1.2%        | 15,585         | 15,836         | 1.6%        | 487           | 430           | -11.7%        | 3.0%        | 2.6%        | -13.3%        |
| <b>Georgia Mountains RC</b> | <b>349,621</b> | <b>351,376</b> | <b>0.5%</b> | <b>337,905</b> | <b>341,055</b> | <b>0.9%</b> | <b>11,716</b> | <b>10,321</b> | <b>-11.9%</b> | <b>3.4%</b> | <b>2.9%</b> | <b>-14.7%</b> |
| Georgia                     | 5,080,472      | 5,110,318      | 0.6%        | 4,880,038      | 4,935,310      | 1.1%        | 200,434       | 175,008       | -12.7%        | 3.9%        | 3.4%        | -12.8%        |
| United States               | 162,075,000    | 163,539,000    | 0.9%        | 155,761,000    | 157,538,000    | 1.1%        | 6,314,000     | 6,001,000     | -5.0%         | 3.9%        | 3.7%        | -5.1%         |

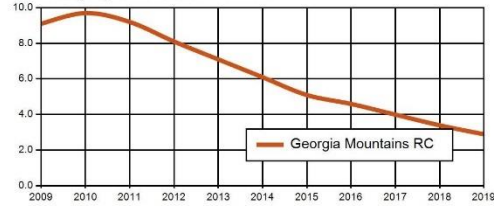
Note: This series reflects the latest information available. Labor Force includes residents of the county who are employed or actively seeking employment.

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

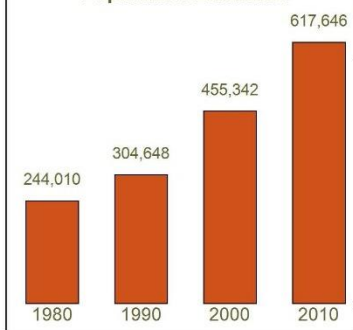
#### Employment Trends



#### Unemployment Rate Trends



#### Population Estimates



#### Population

|                             | 2010 Census    | 2019 Rank | 2019 Estimate  | % Change 2010-2019 | 2025 Projected* | % Change 2010-2025 |
|-----------------------------|----------------|-----------|----------------|--------------------|-----------------|--------------------|
| Forsyth                     | 175,511        | 8         | 244,252        | 39.2               | 285,085         | 62.4               |
| City of Cumming             | 5,430          |           |                |                    |                 |                    |
| <b>Georgia Mountains RC</b> | <b>617,646</b> |           | <b>732,935</b> | <b>18.7</b>        | <b>811,261</b>  | <b>31.3</b>        |
| Georgia                     | 9,687,653      |           | 10,617,423     | 9.6                | 11,335,283      | 17.0               |
| United States               | 308,745,538    |           | 328,239,523    | 6.3                | 349,439,199     | 13.2               |

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



## Top Employers - 2020\*

### TEN LARGEST EMPLOYERS

#### Georgia Mountains RC

Fieldale Farms Corporation  
 Ingles Markets, Inc.  
 Kubota Manufacturing of America Corporation  
 Northeast Georgia Medical Center, Inc.  
 Northside Hospital  
 Pilgrim's Pride Corporation  
 Publix Super Markets, Inc.  
 The Kroger Company  
 University Of North Georgia  
 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 2020. Employers are listed alphabetically by area, not by the number of employees.

Source: Georgia Department of Labor

### SIZE CLASS

| Employees       | Establishments | Employment     |
|-----------------|----------------|----------------|
| 0 - 4           | 10,925         | 14,482         |
| 5 - 9           | 2,678          | 17,809         |
| 10 - 19         | 1,888          | 25,628         |
| 20 - 49         | 1,350          | 40,793         |
| 50 - 99         | 497            | 34,815         |
| 100 - 249       | 296            | 44,678         |
| 250 - 499       | 72             | 24,398         |
| 500 - 999       | 18             | 12,929         |
| 1000 - and over | 13             | 22,984         |
| <b>Total</b>    | <b>17,737</b>  | <b>238,516</b> |

Note: Data shown for the Third Quarter of 2020.

## 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 | 7.6%     | 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+. Some College category represents workers with some college with no degree less than two years.

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

## High School Graduates - 2020

|                      | PUBLIC SCHOOLS | PRIVATE SCHOOLS* | TOTAL |
|----------------------|----------------|------------------|-------|
| Banks                | 204            | —                | 204   |
| Dawson               | 263            | —                | 263   |
| Forsyth              | 3,517          | —                | 3,517 |
| Franklin             | 248            | —                | 248   |
| Habersham            | 432            | —                | 432   |
| Hall                 | 2,431          | —                | 2,431 |
| Hart                 | 217            | —                | 217   |
| Lumpkin              | 243            | —                | 243   |
| Rabun                | 141            | —                | 141   |
| Stephens             | 235            | —                | 235   |
| Towns                | 58             | —                | 58    |
| Union                | 197            | —                | 197   |
| White                | 244            | —                | 244   |
| Georgia Mountains RC | 8,430          | —                | 8,430 |



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

\* Private schools data is not available for 2020 from Georgia Independent School Association.

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

## Colleges and Universities

### Georgia Mountains RC

#### Lumpkin

University of North Georgia (Main Campus) [ung.edu/](http://ung.edu/)

#### Hall

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

#### Franklin

Emmanuel College [www.ec.edu](http://www.ec.edu)

#### Habersham

North Georgia Technical College [www.northgaitech.edu](http://www.northgaitech.edu)  
 Piedmont College [www.piedmont.edu](http://www.piedmont.edu)

#### Stephens

Toocan Falls College [www.tf.edu](http://www.tf.edu)

#### White

Trueblood University [www.trueblood.edu](http://www.trueblood.edu)

#### Towns

Young Harris College [www.yhc.edu](http://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 - 2020\*

| PROGRAMS   | TOTAL GRADUATES |      |      | PERCENT CHANGE |           |
|--|-----------------|------|------|----------------|-----------|
|  | 2018            | 2019 | 2020 | 2018-2019      | 2019-2020 |
| Accounting Technology/Technician and Bookkeeping°                                | 118             | 157  | 149  | 33.1           | -5.1      |
| Administrative Assistant and Secretarial Science, General                        | 67              | 45   | 46   | -32.8          | 2.2       |
| Aesthetician/Esthetician and Skin Care Specialist°                               | 32              | 30   | 33   | -6.3           | 10.0      |
| Allied Health and Medical Assisting Services, Other°                             | 21              | 36   | 19   | 71.4           | -47.2     |
| Architectural Drafting and Architectural CAD/CADD°                               | 1               | 2    | 4    | 100.0          | 100.0     |
| Autobody/Collision and Repair Technology/Technician°                             | 101             | 99   | 79   | -2.0           | -20.2     |
| Automobile/Automotive Mechanics Technology/Technician°                           | 261             | 204  | 248  | -21.8          | 21.6      |
| Business Administration and Management, General°                                 | 82              | 70   | 177  | -14.6          | 152.9     |
| CAD/CADD Drafting and/or Design Technology/Technician°                           | 11              | 19   | 21   | 72.7           | 10.5      |
| Child Care Provider/Assistant°   | 118             | 216  | 134  | 83.1           | -38.0     |
| Clinical/Medical Laboratory Technician   | 3               | 9    | 15   | 200.0          | 66.7      |
| Commercial Photography°  | 22              | 33   | 13   | 50.0           | -60.6     |
| Computer Installation and Repair Technology/Technician°                          | 60              | 61   | 28   | 1.7            | -54.1     |
| Cosmetology/Cosmetologist, General°  | 206             | 205  | 267  | -0.5           | 30.2      |
| Criminal Justice/Safety Studies°   | 44              | 86   | 87   | 95.5           | 1.2       |
| Culinary Arts/Chef Training  | 18              | 18   | 9    | 0.0            | -50.0     |
| Data Entry/Microcomputer Applications, General°                                  | 57              | 153  | 92   | 168.4          | -39.9     |
| Data Processing and Data Processing Technology/Technician°                       | 27              | 14   | 31   | -48.1          | 121.4     |
| Dental Assisting/Assistant   | 13              | 7    | 10   | -46.2          | 42.9      |
| Design and Visual Communications, General°                                       | 33              | 30   | 20   | -9.1           | -33.3     |
| Drafting and Design Technology/Technician, General°                              | 10              | 19   | 25   | 90.0           | 31.6      |
| Early Childhood Education and Teaching   | 27              | 29   | 32   | 7.4            | 10.3      |
| Electrical and Power Transmission Installation/Installer, General°               | 12              | 12   | 13   | 0.0            | 8.3       |
| Electrician°   | 58              | 66   | 72   | 13.8           | 9.1       |
| Emergency Medical Technology/Technician (EMT Paramedic)°                         | 141             | 190  | 153  | 34.8           | -19.5     |
| Environmental Control Technologies/Technicians, Other                            | 6               | 9    | 11   | 50.0           | 22.2      |
| Fire Prevention and Safety Technology/Technician°                                | 3               | 8    | 1    | 166.7          | -87.5     |
| Fire Science/Fire-fighting°  | 14              | 36   | 28   | 157.1          | -22.2     |
| Fire Services Administration   | 2               | 6    | 3    | 200.0          | -50.0     |
| Food Preparation/Professional Cooking/Kitchen Assistant°                         | 12              | 26   | 11   | 116.7          | -57.7     |
| Graphic Design°  | 14              | 12   | 3    | -14.3          | -75.0     |
| Health Information/Medical Records Technology/Technician°                        | 10              | 22   | 21   | 120.0          | -4.5      |
| Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology° | 84              | 123  | 113  | 46.4           | -8.1      |
| Industrial Mechanics and Maintenance Technology°                                 | 143             | 200  | 218  | 39.9           | 9.0       |
| Interior Design°   | 27              | 23   | 44   | -14.8          | 91.3      |
| Licensed Practical/Vocational Nurse Training                                     | 56              | 69   | 66   | 23.2           | -4.3      |
| Lineworker°  | 59              | 62   | 61   | 5.1            | -1.6      |

## Technical College Graduates - 2020\*

| PROGRAMS   | TOTAL GRADUATES |      |      | PERCENT CHANGE |           |
|--|-----------------|------|------|----------------|-----------|
|  | 2018            | 2019 | 2020 | 2018-2019      | 2019-2020 |
| Machine Shop Technology/Assistant°                               | 73              | 84   | 69   | 15.1           | -17.9     |
| Mechanic and Repair Technologies/Technicians, Other              | 12              | 8    | 10   | -33.3          | 25.0      |
| Medical Insurance Coding Specialist/Coder°                       | 11              | 1    | 15   | -90.9          | 1400.0    |
| Medical Office Assistant/Specialist°                             | 63              | 76   | 84   | 20.6           | 10.5      |
| Medical/Clinical Assistant                                       | 80              | 59   | 90   | -26.3          | 52.5      |
| Network and System Administration/Administrator°                 | 28              | 39   | 39   | 39.3           | 0.0       |
| Nursing Assistant/Aide and Patient Care Assistant/Aide°          | 125             | 92   | 82   | -26.4          | -10.9     |
| Pharmacy Technician/Assistant°                                   | 8               | 9    | 8    | 12.5           | -11.1     |
| Phlebotomy Technician/Phlebotomist°                              | 18              | 14   | 15   | -22.2          | 7.1       |
| Professional, Technical, Business, and Scientific Writing°       | 25              | 16   | 35   | -36.0          | 118.8     |
| Radiologic Technology/Science - Radiographer                     | 18              | 19   | 17   | 5.6            | -10.5     |
| Surgical Technology/Technologist                                 | 31              | 17   | 9    | -45.2          | -47.1     |
| Truck and Bus Driver/Commercial Vehicle Operator and Instructor° | 21              | 22   | 32   | 4.8            | 45.5      |
| Web Page, Digital/Multimedia and Information Resources Design°   | 20              | 11   | 7    | -45.0          | -36.4     |
| Welding Technology/Welder°                                       | 453             | 464  | 289  | 2.4            | -37.7     |

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 2018, 2019, and 2020.

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  
Gainesville, 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

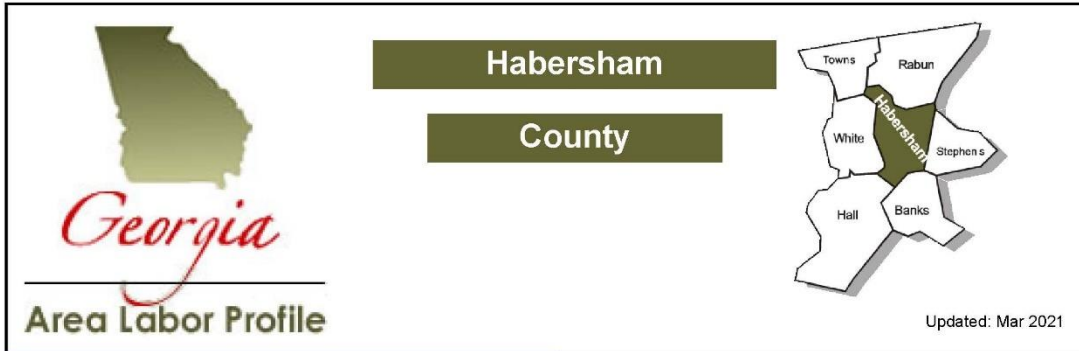
Blue Ridge GA 30513

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](mailto:workforce_info@gdol.ga.gov)

## B. Habersham County/Baldwin Area Labor Profile

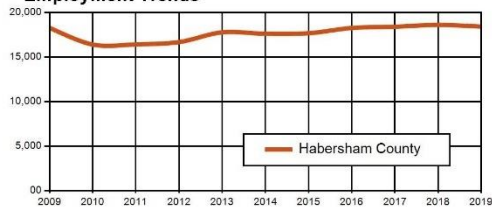


### Labor Force Activity - 2019

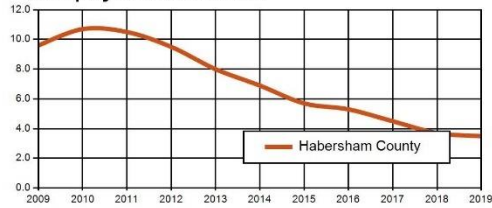
#### 2019 ANNUAL AVERAGES

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|-----------------------|----------------|----------------|--------------|-------------|
| Habersham             | 19,069         | 18,411         | 658          | 3.5%        |
| Banks                 | 9,616          | 9,352          | 264          | 2.7%        |
| Hall                  | 102,061        | 99,222         | 2,839        | 2.8%        |
| Rabun                 | 7,152          | 6,900          | 252          | 3.5%        |
| Stephens              | 10,685         | 10,273         | 412          | 3.9%        |
| Towns                 | 3,893          | 3,705          | 188          | 4.8%        |
| White                 | 16,266         | 15,836         | 430          | 2.6%        |
| <b>Habersham Area</b> | <b>168,742</b> | <b>163,699</b> | <b>5,043</b> | <b>3.0%</b> |
| Georgia               | 5,110,318      | 4,935,310      | 175,008      | 3.4%        |
| United States         | 163,539,000    | 157,538,000    | 6,001,000    | 3.7%        |
| Oconee, SC            | 35,039         | 34,068         | 971          | 2.7%        |

### Employment Trends

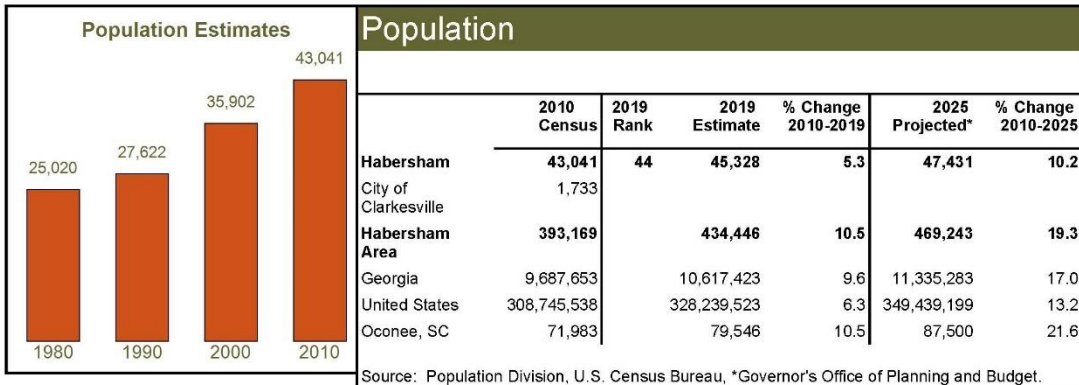


### Unemployment Rate Trends



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.



**MARK BUTLER - COMMISSIONER, GEORGIA DEPARTMENT OF LABOR**  
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Workforce Statistics & Economic Research; E-mail: [Workforce\\_Info@gdol.ga.gov](mailto:Workforce_Info@gdol.ga.gov) Phone: (404) 232-3875

## Industry Mix - 3rd Quarter of 2020

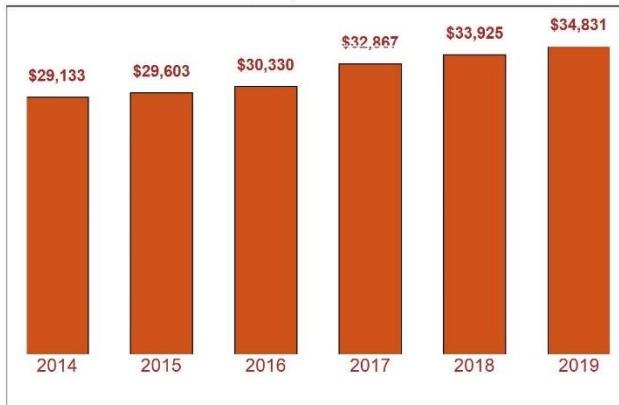
| INDUSTRY   | Habersham          |               |              |                | Habersham Area     |                  |              |                |
|--|--------------------|---------------|--------------|----------------|--------------------|------------------|--------------|----------------|
|  | NUMBER<br>OF FIRMS | EMPLOYMENT    |              | WEEKLY<br>WAGE | NUMBER<br>OF FIRMS | EMPLOYMENT       |              | WEEKLY<br>WAGE |
|  |                    | NUMBER        | PERCENT      |                |                    | NUMBER           | PERCENT      |                |
| <b>Goods-Producing</b>   | <b>158</b>         | <b>3,563</b>  | <b>27.1</b>  | <b>889</b>     | <b>1,471</b>       | <b>33,984</b>    | <b>26.1</b>  | <b>908</b>     |
| Agriculture, Forestry, Fishing and Hunting                               | 13                 | 200           | 1.5          | 831            | 86                 | 1,446            | 1.1          | 926            |
| Mining, Quarrying, and Oil and Gas Extraction                            | 1                  | *             | *            | *              | 9                  | 88               | 0.1          | 1,250          |
| Construction   | 89                 | 452           | 3.4          | 860            | 909                | 6,520            | 5.0          | 955            |
| <b>Manufacturing</b>   | <b>55</b>          | <b>2,901</b>  | <b>22.1</b>  | <b>897</b>     | <b>467</b>         | <b>25,930</b>    | <b>19.9</b>  | <b>894</b>     |
| Food   | 6                  | *             | *            | *              | 59                 | 11,418           | 8.8          | 785            |
| Textile Mills  | 3                  | *             | *            | *              | 15                 | 1,128            | 0.9          | 726            |
| Textile Product Mills  | 1                  | *             | *            | *              | 8                  | 37               | 0.0          | 599            |
| Apparel  | 1                  | *             | *            | *              | 2                  | *                | *            | *              |
| Wood Product   | 5                  | 54            | 0.4          | 907            | 28                 | 561              | 0.4          | 783            |
| Printing and Related Support Activities                                  | 4                  | 31            | 0.2          | 411            | 25                 | 390              | 0.3          | 763            |
| Chemical   | 2                  | *             | *            | *              | 25                 | 1,013            | 0.8          | 1,098          |
| Plastics and Rubber Products   | 1                  | *             | *            | *              | 20                 | 989              | 0.8          | 796            |
| Nonmetallic Mineral Product  | 4                  | 23            | 0.2          | 674            | 30                 | 228              | 0.2          | 936            |
| Fabricated Metal Product   | 12                 | 224           | 1.7          | 897            | 74                 | 1,499            | 1.2          | 1,090          |
| Machinery  | 2                  | *             | *            | *              | 35                 | 2,687            | 2.1          | 1,116          |
| Electrical Equipment, Appliance, and Component                           | 1                  | *             | *            | *              | 11                 | 468              | 0.4          | 1,007          |
| Transportation Equipment   | 1                  | *             | *            | *              | 16                 | 1,900            | 1.5          | 948            |
| Furniture and Related Product  | 4                  | 21            | 0.2          | 580            | 28                 | 833              | 0.6          | 813            |
| Miscellaneous  | 8                  | 879           | 6.7          | 1,212          | 46                 | 1,409            | 1.1          | 1,056          |
| Leather and Allied Product   | 0                  | 0             | 0.0          | 0              | 1                  | *                | *            | *              |
| Petroleum and Coal Products  | 0                  | 0             | 0.0          | 0              | 2                  | *                | *            | *              |
| Paper  | 0                  | 0             | 0.0          | 0              | 3                  | *                | *            | *              |
| Primary Metal  | 0                  | 0             | 0.0          | 0              | 6                  | 561              | 0.4          | 1,183          |
| Computer and Electronic Product  | 0                  | 0             | 0.0          | 0              | 11                 | 196              | 0.2          | 1,122          |
| Beverage and Tobacco Product   | 0                  | 0             | 0.0          | 0              | 22                 | 478              | 0.4          | 1,001          |
| <b>Service-Providing</b>   | <b>701</b>         | <b>6,818</b>  | <b>51.8</b>  | <b>679</b>     | <b>6,492</b>       | <b>78,325</b>    | <b>60.2</b>  | <b>868</b>     |
| Utilities  | 5                  | 171           | 1.3          | 1,598          | 19                 | 572              | 0.4          | 1,407          |
| Wholesale Trade  | 45                 | 444           | 3.4          | 967            | 434                | 5,618            | 4.3          | 1,201          |
| Retail Trade   | 163                | 1,920         | 14.6         | 547            | 1,186              | 15,210           | 11.7         | 602            |
| Transportation and Warehousing   | 15                 | 54            | 0.4          | 838            | 212                | 3,675            | 2.8          | 1,061          |
| Information  | 12                 | 351           | 2.7          | 813            | 94                 | 955              | 0.7          | 1,104          |
| Finance and Insurance  | 56                 | 262           | 2.0          | 1,419          | 461                | 2,929            | 2.3          | 1,687          |
| Real Estate and Rental and Leasing                                       | 32                 | 91            | 0.7          | 718            | 331                | 1,007            | 0.8          | 881            |
| Professional, Scientific, and Technical Services                         | 71                 | 257           | 2.0          | 849            | 666                | 2,845            | 2.2          | 1,171          |
| Management of Companies and Enterprises                                  | 4                  | *             | *            | *              | 33                 | 1,242            | 1.0          | 1,601          |
| Administrative and Support and Waste Management and Remediation Services | 57                 | 503           | 3.8          | 555            | 475                | 7,628            | 5.9          | 558            |
| Educational Services   | 7                  | 523           | 4.0          | 897            | 67                 | 3,349            | 2.6          | 627            |
| Health Care and Social Assistance  | 91                 | 731           | 5.6          | 811            | 872                | 16,735           | 12.9         | 1,080          |
| Arts, Entertainment, and Recreation                                      | 6                  | *             | *            | *              | 125                | 1,485            | 1.1          | 2,912          |
| Accommodation and Food Services  | 81                 | 1,271         | 9.7          | 331            | 710                | 12,425           | 9.5          | 379            |
| Other Services (except Public Administration)                            | 56                 | 179           | 1.4          | 563            | 497                | 2,430            | 1.9          | 627            |
| <b>Unclassified - industry not assigned</b>                              | <b>34</b>          | <b>32</b>     | <b>0.2</b>   | <b>883</b>     | <b>310</b>         | <b>217</b>       | <b>0.2</b>   | <b>780</b>     |
| <b>Total - Private Sector</b>  | <b>893</b>         | <b>10,413</b> | <b>79.2</b>  | <b>752</b>     | <b>7,963</b>       | <b>112,309</b>   | <b>86.3</b>  | <b>880</b>     |
| <b>Total - Government</b>  | <b>58</b>          | <b>2,742</b>  | <b>20.8</b>  | <b>765</b>     | <b>303</b>         | <b>17,843</b>    | <b>13.7</b>  | <b>824</b>     |
| Federal Government   | 11                 | 125           | 1.0          | 879            | 59                 | 1,003            | 0.8          | 1,047          |
| State Government   | 21                 | 530           | 4.0          | 801            | 96                 | 3,412            | 2.6          | 802            |
| Local Government   | 26                 | 2,087         | 15.9         | 749            | 148                | 13,428           | 10.3         | 812            |
| <b>ALL INDUSTRIES</b>  | <b>951</b>         | <b>13,154</b> | <b>100.0</b> | <b>754</b>     | <b>8,266</b>       | <b>130,152</b>   | <b>100.0</b> | <b>872</b>     |
| <b>ALL INDUSTRIES - Georgia</b>  |                    |               |              |                | <b>313,740</b>     | <b>4,252,270</b> |              | <b>1,083</b>   |

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 2020.

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

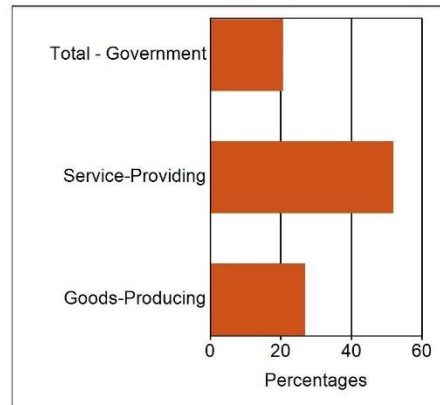
### Habersham Per Capita Income

Source: U.S. Bureau of Economic Analysis



### Habersham Industry Mix 2020

Source: See Industry Mix data on Page 2.



### Top Ten Largest Employers - 2020\*

#### Habersham

- Ethicon, Inc.
- Fieldale Farms Corporation
- Georgia Department of Corrections
- Ingles Markets, Inc.
- Lindsay Windows South
- Lowe's Home Centers, Inc.
- Piedmont College
- TC Baycor
- Walmart
- Windstream Georgia, LLC

\*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 2020. Employers are listed alphabetically by area, not by the number of employees.  
Source: Georgia Department of Labor

#### Habersham Area

- Fieldale Farms Corporation
- Fieldale Farms Corporation
- Foundation Food Group Services
- Kubota Manufacturing of America Corporation
- Mar-Jac Poultry
- Northeast Georgia Medical Center, Inc.
- Northeast Georgia Physicians Group
- Pilgrim's Pride Corporation
- Walmart
- Wrigley Manufacturing Co, LLC

#### COUNTY

- Hall
- Habersham
- Hall
- Hall
- Hall
- Hall
- Hall
- Hall
- Hall
- Hall

### Education of the Labor Force

#### Habersham Area

#### PERCENT DISTRIBUTION BY AGE

|                       | PERCENT  |        |        |        |        |        |
|-----------------------|----------|--------|--------|--------|--------|--------|
|                       | OF TOTAL | 18-24  | 25-34  | 35-44  | 45-64  | 65+    |
| Elementary            | 9.5%     | 5.3%   | 11.8%  | 10.0%  | 7.0%   | 14.2%  |
| Some High School      | 13.8%    | 21.0%  | 14.2%  | 12.2%  | 10.5%  | 16.3%  |
| High School Grad/GED  | 33.6%    | 37.7%  | 31.5%  | 32.9%  | 34.7%  | 31.2%  |
| Some College          | 20.2%    | 30.4%  | 20.2%  | 17.6%  | 20.0%  | 16.4%  |
| College Grad 2 Yr     | 5.5%     | 2.9%   | 6.7%   | 7.4%   | 6.1%   | 3.2%   |
| College Grad 4 Yr     | 10.9%    | 2.6%   | 10.6%  | 13.1%  | 12.8%  | 11.4%  |
| Post Graduate Studies | 6.5%     | 0.2%   | 5.1%   | 6.9%   | 8.9%   | 7.4%   |
| 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+. Some College category represents workers with some college with no degree less than two years.

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

## High School Graduates - 2020

|                | PUBLIC SCHOOLS | PRIVATE SCHOOLS* | TOTAL |
|----------------|----------------|------------------|-------|
| Banks          | 204            | —                | 204   |
| Habersham      | 432            | —                | 432   |
| Hall           | 2,431          | —                | 2,431 |
| Rabun          | 141            | —                | 141   |
| Stephens       | 235            | —                | 235   |
| Towns          | 58             | —                | 58    |
| White          | 244            | —                | 244   |
| Habersham Area | 3,746          | —                | 3,746 |



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

\* Private schools data is not available for 2020 from Georgia Independent School Association.

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

## Colleges and Universities

### Habersham Area

#### Hall

|  |  |
|--|--|
| University of North Georgia (Gainesville Campus)             | <a href="http://ung.edu/campuses/gainesville/index.php">ung.edu/campuses/gainesville/index.php</a> |
| Brenau University  | <a href="http://www.brenau.edu">www.brenau.edu</a>   |
| Intercollegiate College of Technology (Gainesville Campus)   | <a href="http://www.icol.edu/">www.icol.edu/</a>   |
| Lanier Technical College                                     | <a href="http://www.laniertech.edu">www.laniertech.edu</a>   |
| Oakwood Campus (Salefile campus of Lanier Technical College) | <a href="http://www.laniertech.edu">www.laniertech.edu</a>   |

#### Banks

|   |  |
|---|--|
| Milledgeville Campus (Salefile campus of Central Georgia Technical College) | <a href="http://www.centralgaitech.edu">www.centralgaitech.edu</a> |
|---|--|

#### Habersham

|                                 |  |
|---------------------------------|--|
| North Georgia Technical College | <a href="http://www.northgaitech.edu">www.northgaitech.edu</a> |
| Piedmont College                | <a href="http://www.piedmont.edu">www.piedmont.edu</a>         |

#### Stephens

|  |  |
|--|--|
| Cummahee Campus (Salefile campus of North Georgia Technical College) | <a href="http://www.northgaitech.edu">www.northgaitech.edu</a> |
| Toccoa Falls College   | <a href="http://www.tfcc.edu">www.tfcc.edu</a>                 |

#### White

|                              |  |
|------------------------------|--|
| Trueitt McConnell University | <a href="http://www.trueitt.edu">www.trueitt.edu</a> |
|------------------------------|--|

#### Towns

|                      |  |
|----------------------|--|
| Young Harris College | <a href="http://www.yhc.edu">www.yhc.edu</a> |
|----------------------|--|

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 - 2020\*

| PROGRAMS  | TOTAL GRADUATES |      |      | PERCENT CHANGE |           |
|---|-----------------|------|------|----------------|-----------|
|   | 2018            | 2019 | 2020 | 2018-2019      | 2019-2020 |
| Accounting Technology/Technician and Bookkeeping*         | 118             | 157  | 149  | 33.1           | -5.1      |
| Administrative Assistant and Secretarial Science, General | 67              | 45   | 46   | -32.8          | 2.2       |
| Aesthetics/Estheticians and Skin Care Specialist*         | 32              | 30   | 33   | -6.3           | 10.0      |
| Allied Health and Medical Assisting Services, Other*      | 21              | 36   | 19   | 71.4           | -47.2     |
| Architectural Drafting and Architectural CAD/CADD*        | 1               | 2    | 4    | 100.0          | 100.0     |

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Habersham Area

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## Technical College Graduates - 2020\*

| PROGRAMS   | TOTAL GRADUATES |      |      | PERCENT CHANGE |           |
|--|-----------------|------|------|----------------|-----------|
|  | 2018            | 2019 | 2020 | 2018-2019      | 2019-2020 |
| Autobody/Collision and Repair Technology/Technician°                             | 101             | 99   | 79   | -2.0           | -20.2     |
| Automobile/Automotive Mechanics Technology/Technician°                           | 261             | 204  | 248  | -21.8          | 21.6      |
| Business Administration and Management, General°                                 | 82              | 70   | 177  | -14.6          | 152.9     |
| CAD/CADD Drafting and/or Design Technology/Technician°                           | 11              | 19   | 21   | 72.7           | 10.5      |
| Child Care Provider/Assistant°   | 118             | 216  | 134  | 83.1           | -38.0     |
| Clinical/Medical Laboratory Technician   | 3               | 9    | 15   | 200.0          | 66.7      |
| Commercial Photography°  | 22              | 33   | 13   | 50.0           | -60.6     |
| Computer Installation and Repair Technology/Technician°                          | 60              | 61   | 28   | 1.7            | -54.1     |
| Cosmetology/Cosmetologist, General°  | 206             | 205  | 267  | -0.5           | 30.2      |
| Criminal Justice/Safety Studies°   | 44              | 86   | 87   | 95.5           | 1.2       |
| Culinary Arts/Chef Training  | 18              | 18   | 9    | 0.0            | -50.0     |
| Data Entry/Microcomputer Applications, General°                                  | 57              | 153  | 92   | 168.4          | -39.9     |
| Data Processing and Data Processing Technology/Technician°                       | 27              | 14   | 31   | -48.1          | 121.4     |
| Dental Assisting/Assistant   | 13              | 7    | 10   | -46.2          | 42.9      |
| Design and Visual Communications, General°                                       | 33              | 30   | 20   | -9.1           | -33.3     |
| Drafting and Design Technology/Technician, General°                              | 10              | 19   | 25   | 90.0           | 31.6      |
| Early Childhood Education and Teaching   | 27              | 29   | 32   | 7.4            | 10.3      |
| Electrical and Power Transmission Installation/Installer, General°               | 12              | 12   | 13   | 0.0            | 8.3       |
| Electrician°   | 58              | 66   | 72   | 13.8           | 9.1       |
| Emergency Medical Technology/Technician (EMT Paramedic)°                         | 141             | 190  | 153  | 34.8           | -19.5     |
| Environmental Control Technologies/Technicians, Other                            | 6               | 9    | 11   | 50.0           | 22.2      |
| Fire Prevention and Safety Technology/Technician°                                | 3               | 8    | 1    | 166.7          | -87.5     |
| Fire Science/Fire-fighting°  | 14              | 36   | 28   | 157.1          | -22.2     |
| Fire Services Administration   | 2               | 6    | 3    | 200.0          | -50.0     |
| Food Preparation/Professional Cooking/Kitchen Assistant°                         | 12              | 26   | 11   | 116.7          | -57.7     |
| Graphic Design°  | 14              | 12   | 3    | -14.3          | -75.0     |
| Health Information/Medical Records Technology/Technician°                        | 10              | 22   | 21   | 120.0          | -4.5      |
| Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology° | 84              | 123  | 113  | 46.4           | -8.1      |
| Industrial Mechanics and Maintenance Technology°                                 | 143             | 200  | 218  | 39.9           | 9.0       |
| Interior Design°   | 27              | 23   | 44   | -14.8          | 91.3      |
| Licensed Practical/Vocational Nurse Training                                     | 56              | 69   | 66   | 23.2           | -4.3      |
| Lineworker°  | 59              | 62   | 61   | 5.1            | -1.6      |
| Machine Shop Technology/Assistant°   | 73              | 84   | 69   | 15.1           | -17.9     |
| Mechanic and Repair Technologies/Technicians, Other                              | 12              | 8    | 10   | -33.3          | 25.0      |
| Medical Insurance Coding Specialist/Coder°                                       | 11              | 1    | 15   | -90.9          | 1400.0    |
| Medical Office Assistant/Specialist°   | 63              | 76   | 84   | 20.6           | 10.5      |
| Medical/Clinical Assistant   | 80              | 59   | 90   | -26.3          | 52.5      |

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Habersham Area

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## Technical College Graduates - 2020\*

| PROGRAMS   | TOTAL GRADUATES |      |      | PERCENT CHANGE |           |
|--|-----------------|------|------|----------------|-----------|
|  | 2018            | 2019 | 2020 | 2018-2019      | 2019-2020 |
| Network and System Administration/Administrator <sup>o</sup>                 | 28              | 39   | 39   | 39.3           | 0.0       |
| Nursing Assistant/Aide and Patient Care Assistant/Aide <sup>o</sup>          | 125             | 92   | 82   | -26.4          | -10.9     |
| Pharmacy Technician/Assistant <sup>o</sup>                                   | 8               | 9    | 8    | 12.5           | -11.1     |
| Phlebotomy Technician/Phlebotomist <sup>o</sup>                              | 18              | 14   | 15   | -22.2          | 7.1       |
| Professional, Technical, Business, and Scientific Writing <sup>o</sup>       | 25              | 16   | 35   | -36.0          | 118.8     |
| Radiologic Technology/Science - Radiographer                                 | 18              | 19   | 17   | 5.6            | -10.5     |
| Surgical Technology/Technologist   | 31              | 17   | 9    | -45.2          | -47.1     |
| Truck and Bus Driver/Commercial Vehicle Operator and Instructor <sup>o</sup> | 21              | 22   | 32   | 4.8            | 45.5      |
| Web Page, Digital/Multimedia and Information Resources Design <sup>o</sup>   | 20              | 11   | 7    | -45.0          | -36.4     |
| Welding Technology/Welder <sup>o</sup>                                       | 453             | 464  | 289  | 2.4            | -37.7     |

Definition: All graduates except those listed as technical certificates(<sup>o</sup>) 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 2018, 2019, and 2020.

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

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](mailto:workforce_info@gdol.ga.gov)

### **C. Baldwin Census/City Data**

Population in 2019: 3,414 (82% urban, 18% rural)

Population change since 2000: +40.8%

Males: 1,725 (50.5%)

Females: 1,689 (49.5%)

Median resident age: 27.5 years

Georgia median age: 37.2 years

Zip codes: 30511, 30531

Estimated median household income in 2019: \$46,195 (it was \$29,299 in 2000)

GA: \$61,980

Estimated per capita income in 2019: \$16,726 (it was \$14,059 in 2000)

Estimated median house or condo value in 2019: \$128,634 (it was \$75,800 in 2000)

GA: \$202,500

Mean prices in 2019: all housing units: \$144,035; detached houses: \$168,335; mobile homes: \$82,863

Median gross rent in 2019: \$632.

March 2019 cost of living index in Baldwin: 78.0 (low, U.S. average is 100)

Percentage of residents living in poverty in 2019: 18.4% (8.9% for White Non-Hispanic residents, 100.0% for Black residents, 24.1% for Hispanic or Latino residents, 46.3% for other race residents, 23.6% for two or more races residents)

Read more: <http://www.city-data.com/city/Baldwin-Georgia.html>

## D. Baldwin Comprehensive Plan Public Comment Survey Sample

The comprehensive plan survey was distributed in both English and Spanish versions to ensure accessibility for all residents of Baldwin.

### **2020 COMPREHENSIVE PLAN SURVEY**

BALDWIN, GEORGIA

*Want to tell your civic leaders what your community should be like in 10 – 20 years?  
Want to tell them which issues you feel are most important?*

*Here's your chance!*

Your Baldwin elected officials, appointed staff and volunteer leaders are continually involved with the challenge of identifying community needs in order to work together in solving community issues. This is one of your opportunities to participate in helping to identify needs and establish a vision for Baldwin's future.

The City of Baldwin is updating its *Comprehensive Plan*, which is a plan designed by your community leaders and government to help address and guide how to respond to quality of life issues, development, and capital projects through 2030 and beyond. The community can only achieve its vision if it knows what that vision is and what its people would like the community vision to be. Please take part in this process and tell us your vision for the future of Baldwin.

Take a few minutes to complete the following survey and submit your results to the location listed below. *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 your completed survey to:**

Jerry Neace, City Administrator  
City of Baldwin  
PO Box 247  
186 Hwy 441 Bypass  
Baldwin, GA 30511  
cityadmin@cityofbaldwin.org

or to

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

**I am submitting comments as a: Resident Business Owner Neither Both**

- 1) I would like my community to try to \_\_\_\_\_ **quality of life** issues in the community.  
a) examine/study    b) improve    c) ignore/stay out of

[**Quality of life** is the general well-being of individuals, families, and the community. It observes life satisfaction, including issues like healthcare, employment, recreation and parks, security and safety, environment, living conditions, good quality affordable housing, and affordable living.]

- 2) I would like my community to try to \_\_\_\_\_ **growth and development**.  
a) attract a high volume of    b) attract some    c) limit

[**Growth and Development** is a phrase used to describe the process of increasing housing, job creation, city/county infrastructure, and recreation.]

- 3) New growth and development should be directed toward: \_\_\_\_\_  
a) in/around the city    b) along Hwy 441    c) along SR 365 (*please list location*) \_\_\_\_\_

*(Survey continues on the back)*

## 2020 COMPREHENSIVE PLAN SURVEY

BALDWIN, GEORGIA

4) City government will be seeking grants, donations, and other funding sources like federal and state agencies and others for community improvement projects. What kinds of projects would you like to see the funding go toward? Please place a check mark by as many choices as you would like.

- Parks and recreation
- Affordable housing
- Senior housing
- Sidewalks and street improvements
- Assistance with house renovations for elderly and low income
- Seeking business development
- Your ideas \_\_\_\_\_

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

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

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

- Attract new commercial businesses
- Attract new manufacturing and industry
- Attract any business to help develop a new downtown area
- Attract any business with high paying jobs
- Your ideas (please list) \_\_\_\_\_

8) With respect to **housing**, our most important needs are (pick 3):

- More affordable housing
- More apartments
- More senior housing
- Fewer dilapidated houses
- Design guidelines for new construction
- Your ideas (please list) \_\_\_\_\_

9) Please rank the following priorities, with 1 being the most important:

- Preserving Baldwin's small-town character as a good affordable place to live
- Improving the appearance of Baldwin
- Attracting more businesses like retail or dining and new job opportunities
- Preserving the low cost of living
- Improving the quality of the standard of living
- Your ideas \_\_\_\_\_

10) For the following public services, please rate as: Needs Improvement (NI), No Opinion (NO) or Fine As Is (FAI):

- Water and Sewer     Police and Public Safety     Fire Protection     Roads
- General Government     Parks and Recreation     Other (please list) \_\_\_\_\_

*Thank you for your time and for caring about Baldwin!*

**ENCUESTA DE PLAN INTEGRAL 2020  
BALDWIN, GEORGIA**

Quiere decirles a sus líderes cívicos cómo debería ser su comunidad en 10 a 20 años?  
Quiere decirles qué problemas considera más importantes?

**¡Aquí está tu oportunidad!**

Sus funcionarios electos de Baldwin, el personal designado y los líderes voluntarios están continuamente involucrados en el desafío de identificar las necesidades de la comunidad para trabajar juntos en la solución de los problemas de la comunidad. Esta es una de sus oportunidades de participar para ayudar a identificar necesidades y establecer una visión para el futuro de Baldwin.

La Ciudad de Baldwin está actualizando su Plan Integral, que es un plan diseñado por los líderes de su comunidad y el gobierno para ayudar a abordar y guiar cómo responder a problemas de calidad de vida, desarrollo y proyectos de capital hasta 2030 y más allá. La comunidad solo puede lograr su visión si sabe cuál es esa visión y qué le gustaría a la gente que sea la visión de la comunidad. Participe en este proceso y cuéntenos su visión para el futuro de Baldwin.

Tómese unos minutos para completar la siguiente encuesta y enviar sus resultados a la ubicación que se detalla a continuación. Todos los comentarios serán leídos e incorporados al Plan Integral, y todas las respuestas serán confidenciales. Asegúrese de verificar también anuncios futuros sobre reuniones adicionales y otras oportunidades para participar.

**Envíe su encuesta completada a:**

Jerry Neace, City Administrator  
City of Baldwin  
PO Box 247  
186 Hwy 441 Bypass  
Baldwin, GA 30511  
cityadmin@cityofbaldwin.org

or to

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

Estoy enviando comentarios como: Propietario de    Dueño de negocio    Ninguno    Ambo

1) Me gustaría que mi comunidad trate de resolver los problemas de calidad de vida en la comunidad.

a) examinar / estudiar    b) mejorar    c) ignorar / permanecer fuera de

[La calidad de vida es el bienestar general de las personas, las familias y la comunidad. Observa la satisfacción con la vida, incluidos temas como la atención médica, el empleo, la recreación y los parques, la seguridad, el medio ambiente, las condiciones de vida, una vivienda asequible de buena calidad y una vida asequible.]

2) Me gustaría que mi comunidad intente crecer y desarrollarse.

a) atraer un alto volumen de

b) atraer algunos

c) límite

[Crecimiento y desarrollo es una frase utilizada para describir el proceso de aumentar la vivienda, la creación de empleo, la infraestructura de la ciudad / condado y la recreación].

3) El nuevo crecimiento y desarrollo debe estar dirigido hacia:

a) dentro / alrededor de la ciudad

b) a lo largo de la autopista 441

c) a lo largo de SR 365 (indique la ubicación) \_\_\_\_\_

4) El gobierno de la ciudad buscará subvenciones, donaciones y otras fuentes de financiación como agencias federales y estatales y otras para proyectos de mejora comunitaria. ¿A qué tipo de proyectos le gustaría que se destinara la financiación? Coloque una marca de verificación en todas las opciones que desee.

\_\_\_\_\_ Parques y Recreación

\_\_\_\_\_ Vivienda asequible

\_\_\_\_\_ Vivienda para personas mayores

\_\_\_\_\_ Aceras y mejoras en la calle

\_\_\_\_\_ Asistencia en la renovación de viviendas para personas mayores y de bajos ingresos

\_\_\_\_\_ Buscando desarrollo de negocios

\_\_\_\_\_ Tus ideas

5) El activo más importante de nuestra comunidad que debe preservarse en el futuro es ...

6) La mayor responsabilidad de nuestra comunidad que debería cambiarse en el futuro es ...

**ENCUESTA DE PLAN INTEGRAL 2020  
BALDWIN, GEORGIA**

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7) Con respecto al desarrollo económico, nuestras principales prioridades deberían ser (selección 2):

- Atraer nuevos negocios comerciales
- Atraer nuevas manufacturas e industria
- Atraer cualquier negocio para ayudar a desarrollar un nuevo centro
- Atraiga a cualquier negocio con trabajos bien remunerados
- Sus ideas (por favor enumere)

8) Con respecto a la vivienda, nuestras necesidades más importantes son (selección 3):

- Viviendas más accesibles
- Más apartamentos
- Más viviendas para personas mayores
- Menos casas en ruinas
- Pautas de diseño para nueva construcción.
- Sus ideas (por favor enumere)

9) Clasifique las siguientes prioridades, siendo 1 la más importante:

- Preservar el carácter de pueblo pequeño de Baldwin como un buen lugar asequible para vivir
- Mejorando la apariencia de Baldwin
- Atraer a más empresas como minoristas o restaurantes y nuevas oportunidades de trabajo.
- Preservando el bajo costo de vida
- Mejora de la calidad del nivel de vida
- Tus ideas \_\_\_\_\_

10) Para los siguientes servicios públicos, califique como: Necesita Mejora (NI), Sin Opinión (NO) o Multa como está (FAI):

- Agua y alcantarillado     Policía y seguridad pública     Protección contra incendios
- Carreteras     Gobierno general     Parques y Recreación     Otro (por favor enumere) \_\_\_\_\_

¡Gracias por su tiempo y por preocuparse por Baldwin!

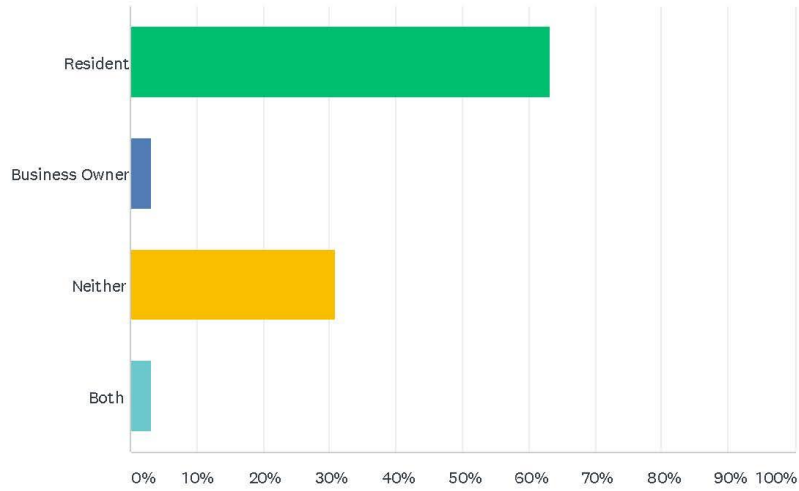


## E. Baldwin Comprehensive Plan Public Comment Survey Response Summary

City of Baldwin

### Q1 I am submitting comments as a:

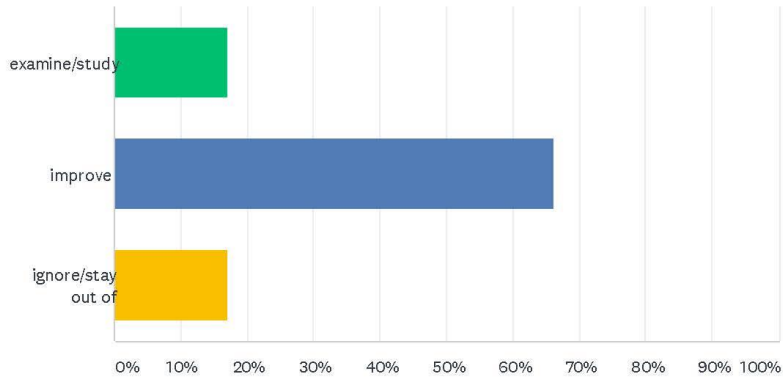
Answered: 65 Skipped: 3



| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| Resident       | 63.08%    | 41 |
| Business Owner | 3.08%     | 2  |
| Neither        | 30.77%    | 20 |
| Both           | 3.08%     | 2  |
| TOTAL          |           | 65 |

Q2 I would like my community to try to \_\_\_\_\_ quality of life issues in the community. [Quality of life is the general well-being of individuals, families, and the community. It observes life satisfaction, including issues like healthcare, employment, recreation and parks, security and safety, environment, living conditions, good quality affordable housing, and affordable living.]

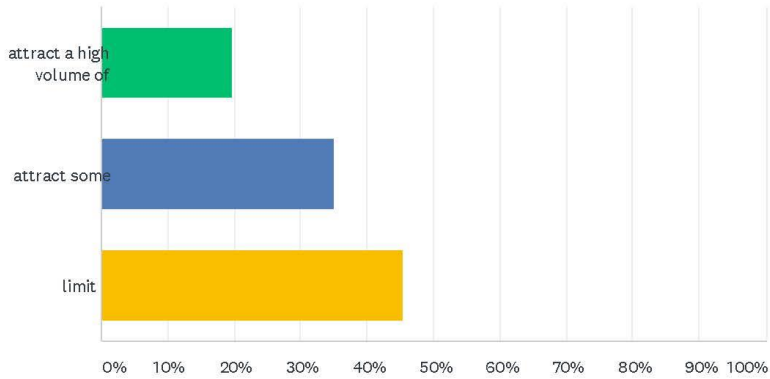
Answered: 65 Skipped: 3



| ANSWER CHOICES     | RESPONSES |
|--------------------|-----------|
| examine/study      | 16.92% 11 |
| improve            | 66.15% 43 |
| ignore/stay out of | 16.92% 11 |
| TOTAL              | 65        |

Q3 I would like my community to try to \_\_\_\_\_ growth and development. [Growth and Development is a phrase used to describe the process of increasing housing, job creation, city/county infrastructure, and recreation.]

Answered: 66 Skipped: 2

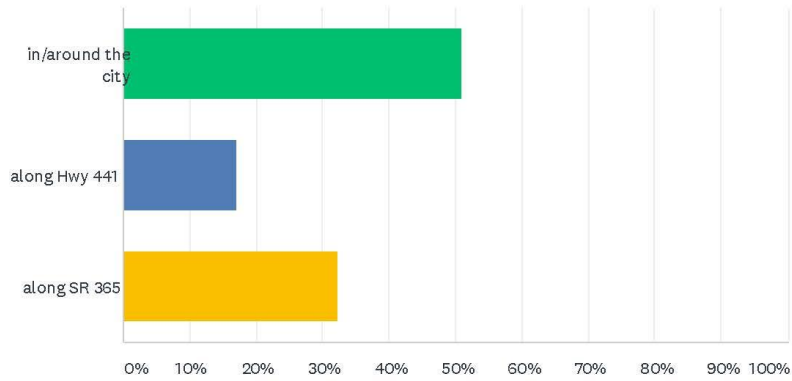


| ANSWER CHOICES           | RESPONSES |    |
|--------------------------|-----------|----|
| attract a high volume of | 19.70%    | 13 |
| attract some             | 34.85%    | 23 |
| limit                    | 45.45%    | 30 |
| TOTAL                    |           | 66 |

City of Baldwin

Q4 New growth and development should be directed toward:

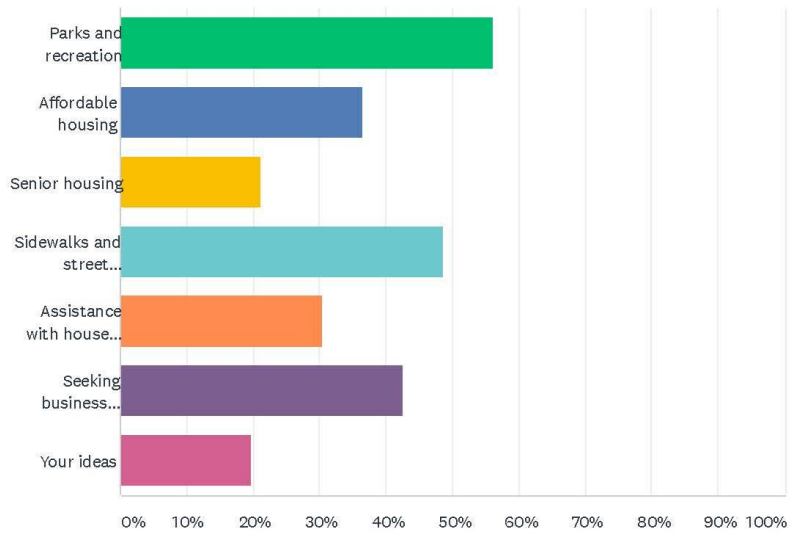
Answered: 65 Skipped: 3



| ANSWER CHOICES     | RESPONSES |    |
|--------------------|-----------|----|
| in/around the city | 50.77%    | 33 |
| along Hwy 441      | 16.92%    | 11 |
| along SR 365       | 32.31%    | 21 |
| TOTAL              |           | 65 |

Q5 City government will be seeking grants, donations, and other funding sources like federal and state agencies and others for community improvement projects. What kinds of projects would you like to see the funding go toward? Please place a check mark by as many choices as you would like.

Answered: 66 Skipped: 2



| ANSWER CHOICES   | RESPONSES |
|--|-----------|
| Parks and recreation   | 56.06% 37 |
| Affordable housing   | 36.36% 24 |
| Senior housing   | 21.21% 14 |
| Sidewalks and street improvements                            | 48.48% 32 |
| Assistance with house renovations for elderly and low income | 30.30% 20 |
| Seeking business development                                 | 42.42% 28 |
| Your ideas   | 19.70% 13 |
| Total Respondents: 66  |           |

City of Baldwin

Q6 If you selected "Your ideas" from Question #5 please share them.

Answered: 15 Skipped: 53

6 / 21

City of Baldwin

Q7 Our community's most important asset that should be preserved in the future is:

Answered: 34 Skipped: 34

7 / 21

City of Baldwin

Q8 Our community's biggest liability that should be changed in the future  
is:

Answered: 35 Skipped: 33

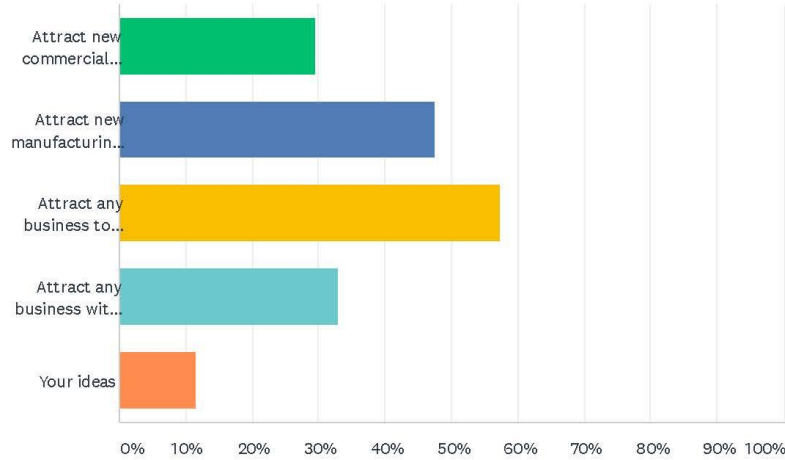
8 / 21



City of Baldwin

Q9 With respect to economic development, our top priorities should be (pick 2):

Answered: 61 Skipped: 7



| ANSWER CHOICES   | RESPONSES |    |
|--|-----------|----|
| Attract new commercial businesses                        | 29.51%    | 18 |
| Attract new manufacturing and industry                   | 47.54%    | 29 |
| Attract any business to help develop a new downtown area | 57.38%    | 35 |
| Attract any business with high paying jobs               | 32.79%    | 20 |
| Your ideas   | 11.48%    | 7  |
| Total Respondents: 61                                    |           |    |

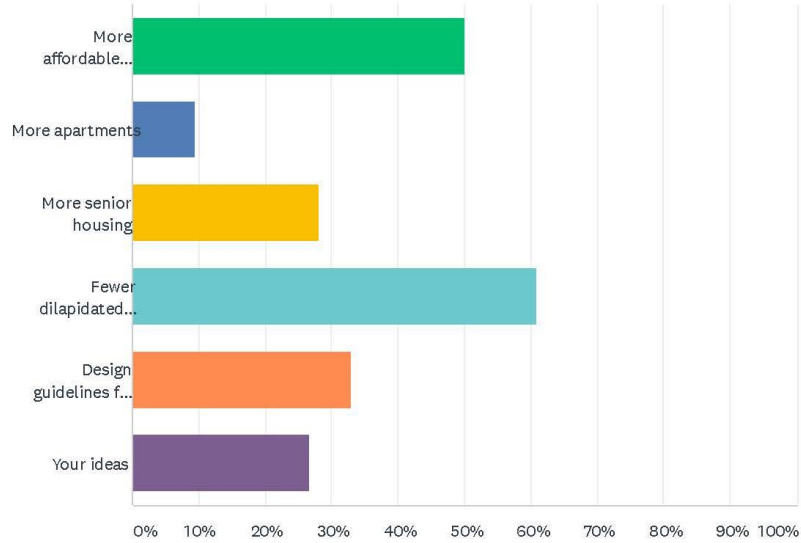
Q10 If you selected "Your ideas" from Question #9 please share them.

Answered: 8 Skipped: 60

City of Baldwin

Q11 With respect to housing, our most important needs are (pick 3):

Answered: 64 Skipped: 4



| ANSWER CHOICES                         | RESPONSES |
|--|-----------|
| More affordable housing                | 50.00% 32 |
| More apartments                        | 9.38% 6   |
| More senior housing                    | 28.13% 18 |
| Fewer dilapidated houses               | 60.94% 39 |
| Design guidelines for new construction | 32.81% 21 |
| Your ideas                             | 26.56% 17 |
| Total Respondents: 64                  |           |

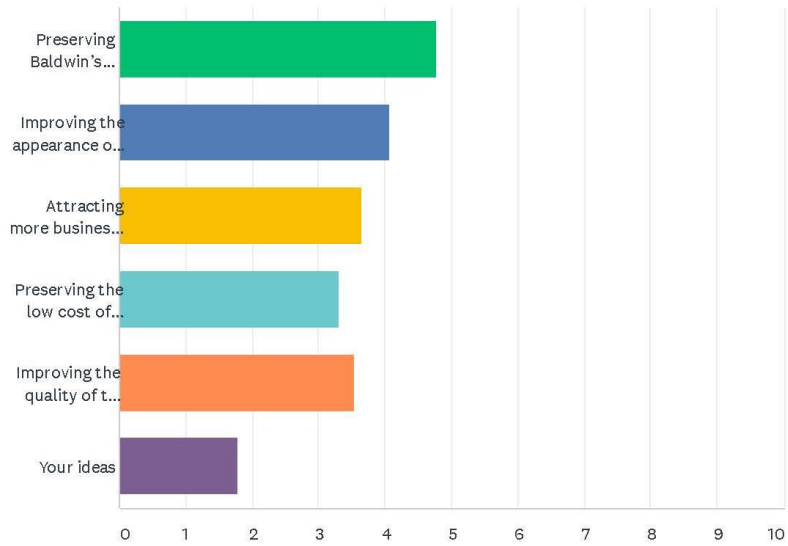
Q12 If you selected "Your ideas" from Question #11 please share them.

Answered: 18 Skipped: 50

City of Baldwin

Q13 Please rank the following priorities, with 1 being the most important:

Answered: 67 Skipped: 1



|  | 1            | 2            | 3            | 4            | 5            | 6            | TOTAL | SCORE |
|--|--------------|--------------|--------------|--------------|--------------|--------------|-------|-------|
| Preserving Baldwin's small-town character as a good affordable place to live | 46.15%<br>30 | 20.00%<br>13 | 9.23%<br>6   | 16.92%<br>11 | 6.15%<br>4   | 1.54%<br>1   | 65    | 4.78  |
| Improving the appearance of Baldwin  | 21.21%<br>14 | 19.70%<br>13 | 22.73%<br>15 | 19.70%<br>13 | 13.64%<br>9  | 3.03%<br>2   | 66    | 4.06  |
| Attracting more businesses like retail or dining and new job opportunities   | 13.64%<br>9  | 12.12%<br>8  | 30.30%<br>20 | 18.18%<br>12 | 21.21%<br>14 | 4.55%<br>3   | 66    | 3.65  |
| Preserving the low cost of living  | 3.13%<br>2   | 21.88%<br>14 | 21.88%<br>14 | 15.63%<br>10 | 29.69%<br>19 | 7.81%<br>5   | 64    | 3.30  |
| Improving the quality of the standard of living                              | 15.15%<br>10 | 16.67%<br>11 | 12.12%<br>8  | 24.24%<br>16 | 25.76%<br>17 | 6.06%<br>4   | 66    | 3.53  |
| Your ideas   | 3.77%<br>2   | 9.43%<br>5   | 3.77%<br>2   | 3.77%<br>2   | 1.89%<br>1   | 77.36%<br>41 | 53    | 1.77  |

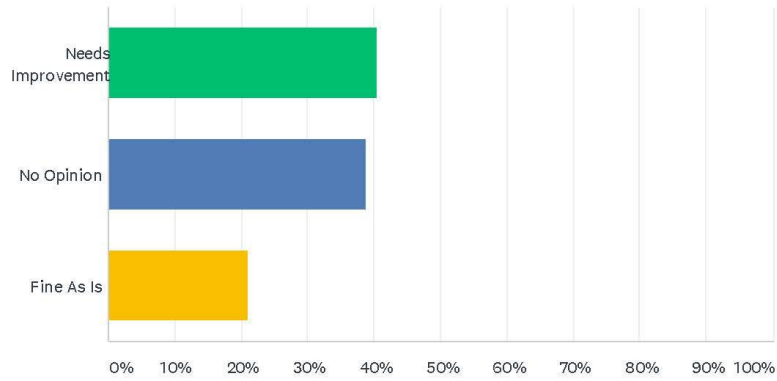
Q14 If you selected "Your ideas" from Question #13 please share them.

Answered: 9 Skipped: 59

City of Baldwin

Q15 For the following public service: Water and Sewer, please rate as:

Answered: 67 Skipped: 1

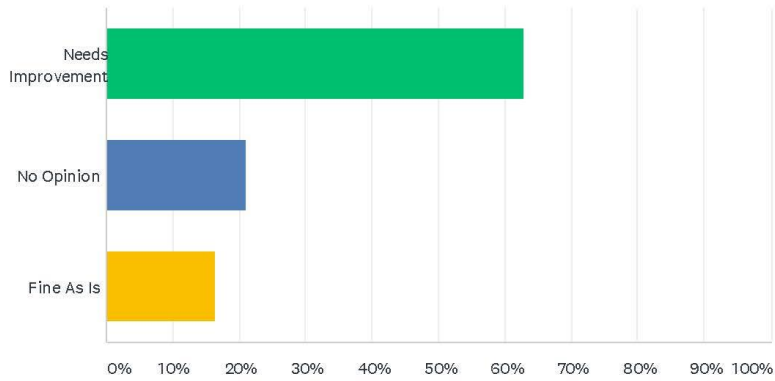


| ANSWER CHOICES    | RESPONSES |
|-------------------|-----------|
| Needs Improvement | 40.30% 27 |
| No Opinion        | 38.81% 26 |
| Fine As Is        | 20.90% 14 |
| TOTAL             | 67        |

City of Baldwin

Q16 For the following public service: Police and Public Safety, please rate as:

Answered: 67 Skipped: 1



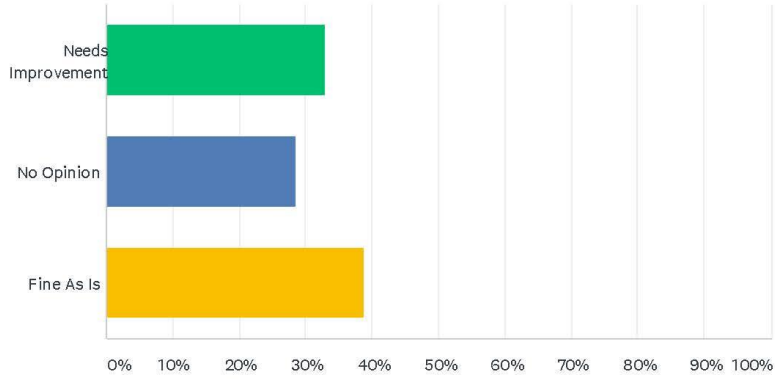
| ANSWER CHOICES    | RESPONSES |    |
|-------------------|-----------|----|
| Needs Improvement | 62.69%    | 42 |
| No Opinion        | 20.90%    | 14 |
| Fine As Is        | 16.42%    | 11 |
| TOTAL             |           | 67 |



City of Baldwin

Q17 For the following public service: Fire Protection, please rate as:

Answered: 67 Skipped: 1

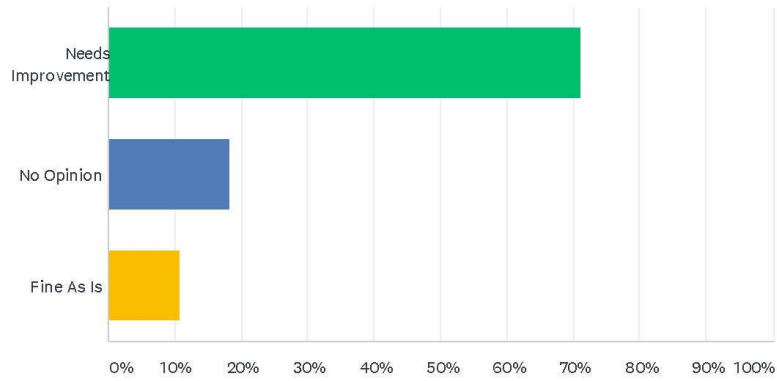


| ANSWER CHOICES    | RESPONSES |    |
|-------------------|-----------|----|
| Needs Improvement | 32.84%    | 22 |
| No Opinion        | 28.36%    | 19 |
| Fine As Is        | 38.81%    | 26 |
| TOTAL             |           | 67 |

City of Baldwin

Q18 For the following public service: Roads, please rate as:

Answered: 66 Skipped: 2

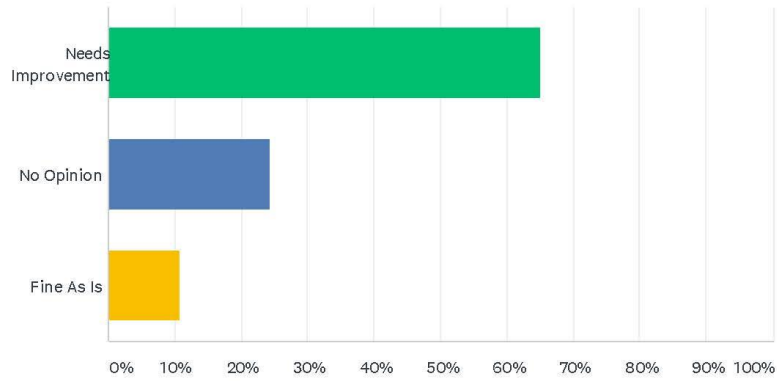


| ANSWER CHOICES    | RESPONSES |    |
|-------------------|-----------|----|
| Needs Improvement | 71.21%    | 47 |
| No Opinion        | 18.18%    | 12 |
| Fine As Is        | 10.61%    | 7  |
| TOTAL             |           | 66 |

City of Baldwin

Q19 For the following public service: General Government, please rate as:

Answered: 66 Skipped: 2

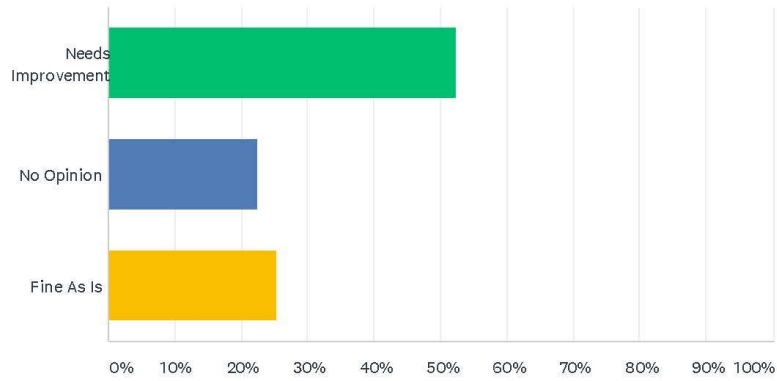


| ANSWER CHOICES    | RESPONSES |    |
|-------------------|-----------|----|
| Needs Improvement | 65.15%    | 43 |
| No Opinion        | 24.24%    | 16 |
| Fine As Is        | 10.61%    | 7  |
| TOTAL             |           | 66 |

City of Baldwin

Q20 For the following public service: Parks and Recreation, please rate as:

Answered: 67 Skipped: 1



| ANSWER CHOICES    | RESPONSES |    |
|-------------------|-----------|----|
| Needs Improvement | 52.24%    | 35 |
| No Opinion        | 22.39%    | 15 |
| Fine As Is        | 25.37%    | 17 |
| TOTAL             |           | 67 |

City of Baldwin

Q21 For any public service not referenced above in questions 15 - 20 please list it below and rate it accordingly: Needs Improvement (NI), No Opinion (NO), or Fine As Is (FAI).

Answered: 8 Skipped: 60

21 / 21

## **F. Comprehensive Plan Meeting Summaries**

### **3/13/2020:**

The City of Baldwin held a retreat and kickoff meeting related to the comprehensive plan update on Friday, March 13<sup>th</sup> which discussed priorities, future needs and opportunities and scheduling of committee/public survey and how the Coronavirus COVID-19 pandemic could affect and necessitate changes to the plan for the City of Baldwin. Additional meetings are planned in 2020 for the committee and public.

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### **City of Baldwin Retreat March 13, 2020 Mt Airy City Hall**

#### **AGENDA**

- Welcome/Housekeeping
- Retreat Overview
- GMRC Introduction – Faith Bryan & Joe Rothwell
- Department Discussion (10 to 15 minutes each Department)
  - Court Clerk
  - Police
  - Fire
  - Public Works
  - Water Works (Water/Sewer)
  - Finance
  - Council/City Administration
- City Budget FY21
- Capital Project Update
- Capital Improvements
- Habersham SPLOST VII
- Blighted Properties
  - Code Enforcement since July 1
  - Push back from Citizens
  - Offer remedies
  - Properties cleaned up
- Growth & Development
  - Plan Forward
  - Zoning
    - Regulations and Ordinance need to be reviewed and updated
  - Potential Annexations
  - Where do you want to go?
  - Affordable Housing
  - Impact Fees
  - Public Services & Safety
- Master Plan
  - Survey for Citizens Input
  - Comprehensive Plan due October 30<sup>th</sup> to DCA
- Council Open Discussion

**Public Stakeholder Meetings were also held in 2020-2021 on the following dates once meetings were able to safely be held due to social distancing/quarantine measures imposed due to the Coronavirus/COVID-19 Pandemic:**

**12/2/2020:**

Agenda Topic: SWOT Analysis of City Individually and Collectively; Discuss goals and objectives for the City

Attendance: Mayor Joe Elam, Council Member Alice Venter, Council Member Stephanie Almagno, Melanie Chandler, Emily Woodmaster, Erik Keith and Andrea Harper

**12/16/2020:**

Agenda Topic: Results of SWOT Analyses and Development of new Vision Statement

Attendance: Mayor Joe Elam, Council Member Alice Venter, Council Member Stephanie Almagno, Melanie Chandler, Emily Woodmaster, Erik Keith and Andrea Harper

**1/20/2021:**

Agenda Topic: Goals & Objectives and Strategy Development; Short Term Work Program

Attendance: Mayor Joe Elam, Council Member Alice Venter, Council Member Stephanie Almagno, Melanie Chandler, Emily Woodmaster and Andrea Harper