

# *2021 Comprehensive Plan*



**Stephens County**



**City of Avalon**



**City of Martin**

October, 2021

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# INTRODUCTION

## Purpose

The purpose of the *Stephens County Joint Comprehensive Plan* is to lay out a road map for the community's future, developed through a very public process 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 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.

## Scope

This document addresses the local planning requirements and community development of Stephens County, Georgia, and the Cities of Avalon and Martin. Some consideration has been given to those areas and political entities adjacent to the County that influence local conditions, but all the cited issues, objectives and opportunities discussed herein are solely focused on Stephens County and the Cities of Avalon and Martin.

## 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 in order for Stephens County, Avalon and Martin maintain their 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.*

**(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.*

In addition to the required core elements local comprehensive plans in Georgia must also include the following:

***An assessment of Community Broadband Technology Capacity.*** *The purpose of the broadband assessment is to facilitate the “promotion of the deployment of broadband internet services” throughout each community in recognition of how vital this technology is for economic development. In an effort to provide advance compliance with this standard the County and municipalities will provide a brief analysis of their needs and objectives regarding broadband technology.*

***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.*

As a community that has adopted a form of development regulations the local governments must also include the necessary land use element within their plan to aid in the coordination of their development policies and capital improvement projects.

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

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

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

The comprehensive plan was prepared in accordance with minimum procedural requirements for local plans, which include a public hearing prior to substantive work on the plan, and a public hearing prior to transmittal of the comprehensive plan for review by Georgia Mountains Regional Commission (GMRC) and Georgia Department of Community Affairs (DCA).

~

*Material for the Purpose, Required Components and Required Procedures has been taken from the appropriate sections of Georgia Department of Community Affairs’ “Standards and Procedures for Local Comprehensive Planning.”*

## Public Participation

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

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

It is noted here that during 2020 and 2021, Stephens County, as all around the world, was impacted by the Covid-19 Pandemic. While Stephens County was not too greatly affected, it did mean that public participation processes would need to adapt. Any public events required appropriate safety protocols, and where possible alternative means for input were encouraged. As a result, this update process employed a variety of involvement efforts such as direct contact with key stakeholders via email and phone conversations, drawing from other source materials to gain insight into local needs, and utilizing online surveys to invite public comment.

For the 2021 update process, a select Advisory Committee was employed both as a safety recourse and to aid in streamlining the process. It was acknowledged that there had been only minimal change since the previous update, and that much of the critical information going into this edition would come from the local government staff, who could advise on the efficiency and performance levels of existing resources.

### Advisory Committee Members

*Don Foster  
Clay Black  
Andrea Pair  
Herman Mooney  
Chris Thomas  
Jack Hallford*

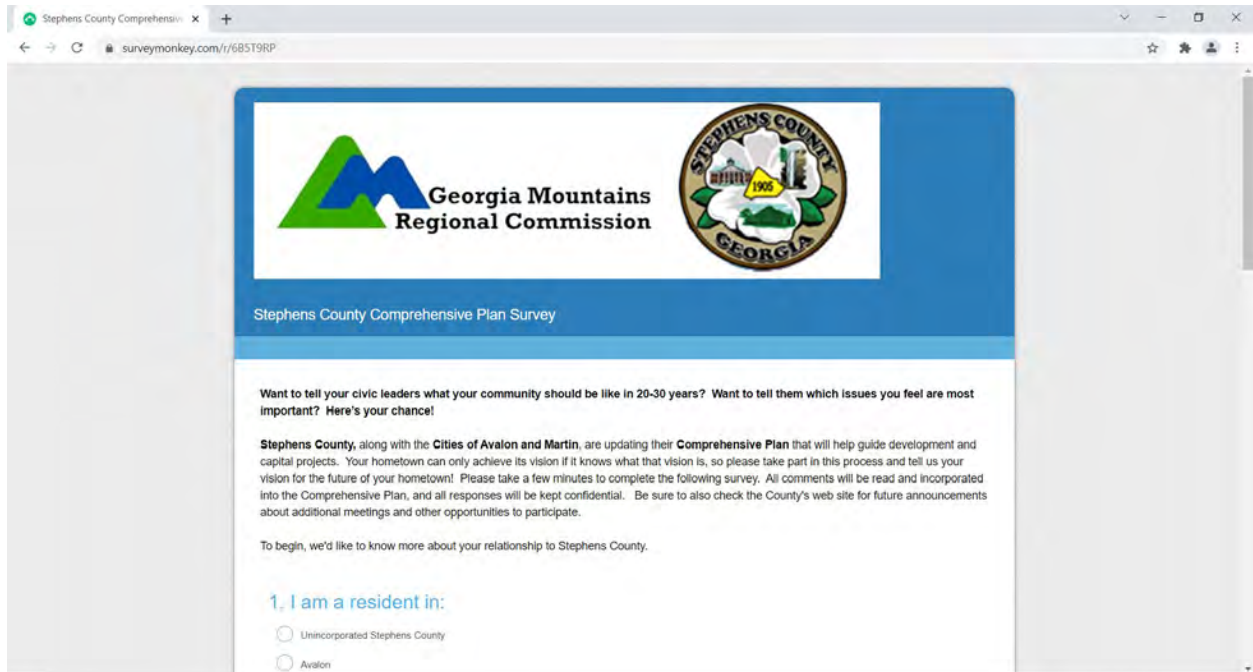


There were six (6) public meetings held in the summer and fall of 2021, with each jurisdiction hosting 2 apiece, including some that coincided with monthly municipal meetings. These provided additional opportunities to discuss the comprehensive plan update, sharing copies of past materials as well as drafts of the prospective new material. For these events GMRC would share information about the process and the document, inviting comments and questions to validate vision statements and update the list of issues and objectives. Public involvement in live events did lag during the 2021 process, possibly due to pandemic

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conditions or due to participants choosing only the online option, but the in-person events allowed others the chance to participate.

Online surveys were made available via promotion through email, local government web sites, and an announcement in the local newspaper. Surveys were available from July through early September to ensure area residents and stakeholders had ample opportunity to voice their goals for the community. (A summary of results and comments provided in the appendices.) These provided additional insight into the residents' concerns and desires and gave the Advisory Committee and elected officials some direction on how to address the issues facing Stephens County, Avalon and Martin.



# COMMUNITY VISION

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 the community has at least tried to identify current values, describe how they’re 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.

## Community Profile

The area around Stephens County was originally inhabited by Mississippian Indians known as “Mound Builders,” and later by Cherokees. The Cherokee who lived in these mountains called them Sah-ka-na’-ga – “The Great Blue Hills of God.” Part of Currahee Mountain and most of the rest of the North Georgia mountains are included in the 750,000-acre Chattahoochee National Forest.

Eventually the Georgia State legislature would establish Stephens County (named for the statesman Alexander Stephens) in 1905 from parts of Franklin and Habersham counties. Nestled in the foothills of the Blue Ridge Mountains in Northeast Georgia, Stephens County is known for its friendly people, progressive government, quality schools and scenic beauty. Among the most scenic areas of the county are the 900-foot-high Currahee Mountain, the last mountain in the Blue Ridge Mountain chain, and 186-foot-high Toccoa Falls.

Interstate Hwy. 85 and U.S. Highway 123 traverse Stephens County and future plans call for State Hwy. 17 to be four laned through the county. Stephens County is about 90 minutes north of Atlanta, about an hour from Greenville, S.C., and 45 minutes from Athens and Gainesville. The county is served by the 5,000-foot R.G. LeTourneau Airport and is one of three Amtrak stops in Georgia on the Crescent line that runs from New York to New Orleans.

There are three incorporated communities in the 184-square-mile county, Avalon, Martin and the county seat, Toccoa, named for the Cherokee word for “beautiful” or “where the Catawbas lived”. The city was created in 1873 around a railroad stop known as Dry Pond. In its early days after the Civil War (1861-65), it was the site of a coaling station for the Georgia Air Line Railroad. Toccoa’s position on the railroad between Atlanta and Charlotte, North Carolina, and later to points further east, as well as its proximity to waterpower, were key factors in its rapid growth. Incorporated in 1897, Toccoa became known as the “Furniture, Thread, and Steel City” for its growing industries.

The original courthouse, built in 1907, was placed on the National Register of Historic Places in 1980 and restored in 2008.

Avalon (named for the Arthurian-lore island of paradise) was founded in 1882 by Richard Dempsey Yow and incorporated in 1909. Yow and two brothers started a successful mercantile business there. Although

it was at one time a self-contained village with a railway station, post office, school, and church, Avalon’s tiny population now shares these functions with those dwelling in nearby towns.

Martin was incorporated in 1891. Its first settler, Henry C. Black, was the Air Line Railroad agent at its station (set up in 1877) at the junction of Red Hollow Road and the railroad. Henry Black built houses and established stores around the junction, which attracted other settlers. The Red Hollow Road was an important conduit for farm products from the mountain areas to Augusta and Savannah. The town was named for John Martin, a Rhode Island man who became governor of Georgia in 1782.

Stephens County is home to two institutions of higher learning, Toccoa Falls College and the Currahee Campus of North Georgia Technical College.

Along with natural beauty, the county is known for its historic sites and opportunities for outdoor recreation. Traveler’s Rest, a two-story building constructed before 1825 near Lake Hartwell, was used as a tavern, trading post, post office, and inn in the mid-1800s. Today the Georgia Historical Commission owns Traveler’s Rest and operates it as a historic site.

Both Lake Hartwell and Yonah Lake were built on the Tugaloo River to produce hydroelectric power in the mid-20th century. Lake Hartwell is surrounded by 80 public park sites, including Tugaloo State Park, offering fishing, boating, hiking, and other outdoor pursuits.

COMMUNITY	2010	2015	2019	Δ 2010 - 2019	
				#	%
<b>Stephens County</b>	26,117	25,446	25,925	(192)	-0.7%
<b>Toccoa</b>	217	210	215	(2)	-0.9%
<b>Avalon</b>	360	354	367	7	1.9%
<b>Martin</b>	8,560	8,269	8,336	(224)	-2.6%
<b>Georgia</b>	9,711,881	10,178,447	10,617,423	905,542	9.3%
<b>Banks County</b>	18,410	18,381	19,234	824	4.5%
<b>Franklin County</b>	22,074	22,267	23,349	1,275	5.8%
<b>Habersham County</b>	43,061	43,792	45,328	2,267	5.3%
<b>Hart County</b>	25,240	25,410	26,205	965	3.8%

Source: US Bureau of the Census

## SWOT Analysis

The effectiveness of any planning process requires identifying the needs that must be addressed in order to achieve a community’s goals, clarifying the targets for the local government. To do this the planning process asks communities to assess the information outlined in an effort to identify their respective **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats. In doing this SWOT analysis the communities can more effectively define their objectives and actions to as to better achieve the desired vision.





This part of the planning process also reviewed various forms of data and information about each community. Information such as Census data and Department of Labor data was reviewed for insight into local conditions, plus each local government was asked to provide summaries of their immediate operational and capital improvement needs to give an indication of their priorities ahead of discussions about public objectives. When evaluating this data and information the planning process focused on whether it verified needs or opportunities identified previously, whether it uncovered new needs or opportunities not previously identified, and whether it indicates significant local trends that need to be considered in the planning process.

STRENGTHS/ KEY ASSETS	WEAKNESSES/ LIABILITIES
<ul style="list-style-type: none"> <li>• Safe, quiet place for families</li> <li>• Rural beauty/ Access to nature</li> <li>• Most modern amenities but in a small-town setting</li> <li>• Improving quality of local facilities</li> <li>• Good relationship with other communities</li> <li>• Staying affordable</li> <li>• We value our history</li> <li>• Amtrack and rail service</li> <li>• Lakes/ River</li> <li>• Colleges</li> <li>• Medical center</li> <li>• Access to I-85</li> </ul>	<ul style="list-style-type: none"> <li>• Traffic management; aesthetic appeal of SR17</li> <li>• Still need more/better job opportunities</li> <li>• Need to help existing labor force match up with existing jobs</li> <li>• Presence of run-down properties</li> <li>• Declining agricultural sector</li> <li>• Lack of resources to be proactive</li> </ul>
OPPORTUNITIES/ UNIQUE POSSIBILITIES	THREATS/ OUTSIDE RISKS
<ul style="list-style-type: none"> <li>• Potential to shape some growth into a downtown Avalon, Martin</li> <li>• Booming I-85 and SR 17 corridors</li> <li>• Increasing tourism reaching the area</li> <li>• Potential for High-Speed Rail</li> <li>• Proximity to new inland port</li> </ul>	<ul style="list-style-type: none"> <li>• Potential for rapid, uncontrolled growth along I-85 corridor</li> <li>• Limited control over industrial park expansion</li> <li>• Balancing benefits of growth with costs of change</li> <li>• Aging population; draining youth to other employment centers</li> <li>•</li> </ul>

## Vision Statements

A vision for the community's future must be included in the comprehensive plan. The community vision is intended to provide a complete picture of what the community desires to become. The community vision must be based on public input, the assessment of current and future needs and be supported by the goals, policies and objectives in the comprehensive plan. In addition, there must be consistency between the community vision and the Georgia Department of Community Affairs Quality Community Objectives as well as consistency with the community visions of other communities within the region.

The current vision statements originated from the previous planning cycles, where they were derived from the various comments and suggestions raised during public meetings and through the available survey process. They encapsulate the basic principles and values desired by existing residents and stakeholders, particularly in illustrating the manner in which each community wishes to retain their existing character while simultaneously embracing some change, which seems inevitable based on regional growth patterns.

The most common words used to describe each community reflected the values typically associated with small communities: Rural, Safe, Quiet, and Small-Town Charm. These traits were used to define Stephens County and the municipalities as they are today and how people would like to see them in the future. The sense is to retain the rustic character of each community while finding specific places and manners in which new development can blend in. The predominant line of thinking to that end, then, is to concentrate residential development in and around the municipalities (including Toccoa), while restricting heavier development such as commercial and industrial activity, to select spots along SR 17 and in or around Toccoa. The dream for a vital Main Street district running through Avalon and Martin remains, which could provide a space for boutique and neighborhood-scale commercial activity and other public uses that are in harmony with the otherwise small, rural character of those towns.



*Southern Stephens County, depicting SR 17 and the various industrial sites reaching southward from Toccoa (at the top) down toward Avalon and Martin. A significant amount of farming and large-lot residential remains in the area.*

VISION STATEMENT - STEPHENS COUNTY

*Stephens County, Georgia...*

- *is a historic and proud community celebrating Georgia and Appalachia;*
- *is dedicated to preserving the safe, affordable and peaceful way of life that has characterized the area as it has transitioned from an agricultural community into a modern and hub for industry and education;*
- *will be strive to grow stronger as a community and as an economy;*
- *will be a community known for offering effective and efficient, leadership, fiscal integrity, public safety and well-being, the protection of our natural resources, heritage, and culture, and fostering the expansion of economic opportunities.*



Comments received to date suggested little need to revise the Stephens County vision statement. While the community has worked hard in the past decade to recover from prior industry losses and has shown ambition for more growth, the residents and businesses leaders expressed a desire to hone their efforts by focusing as much on the type and quality of the development that will be absorbed as part of the encroachment from metro Atlanta and business expansion along the Interstate. Many residents recognize their biggest asset may be their safe and peaceful setting, one with expanses of scenic vistas and plenty of space, and they don't wish to see this disappear too quickly or easily.

VISION STATEMENT - CITY OF AVALON

*The City of Avalon, Georgia, is a rural community dedicated to the preservation of its small-town character. It will embody the country lifestyle rooted in its agricultural past, offering families and visitors a serene environment to live and grow, while working with neighboring communities to support the economic development of the region. Avalon will also strive to maintain and improve the character of its built environment and supports the inclusion of small-scale commercial and institutional uses that complement the rural residential setting.*



Avalon remains the smallest community in Stephens County, with limited existing commerce. It is a bedroom community amidst the farms of south Stephens County, but delicately poised alongside the industrial quarter of SR 17 and the adjoining campus of North Georgia Technical College. These conditions mean Avalon has the potential to experience the most change depending on the pace and nature of development along the relocated and widened arterial highway.



Knowing this, the residents of Avalon are anxious to retain their rural character as best as possible. The limited distribution of wastewater means there will be time before expansive change may come, and in that time the Town is focusing on measures that will ensure the viability of agricultural activity and affordable housing. Avalon does aspire to have a modest commercial core along Old SR 17, one of scale and character that caters to existing residents. Beyond that the main goal for the community is to serve as a quaint residential center.



VISION STATEMENT - CITY OF MARTIN

*The City of Martin is a proud, small, rural hometown amidst the agricultural crossroads mountain gateways of northeast Georgia. The City is dedicated to this rustic character through the preservation of their historic structures and main street, and by encouraging new development that embraces the area's scenic and rural charm. The City of Martin will be focused first on residents and households in being a safe and quiet community and will work with neighboring communities in fostering economic growth for the region that capitalizes on our agricultural heritage.*

Like Avalon, Martin favors being a small town while preparing for change along the SR 17 corridor, but the City holds higher hopes for commercial development along Main Street due to their location and greater access to utilities. Plans for parks and ideas for infill development illustrate how downtown could harbor more social activity and provide the surrounding residential blocks with the potential to grow into affordable neighborhoods. Martin wishes to remain rural, and will only pursue growth of scales and types comparable to the existing structures in the community.



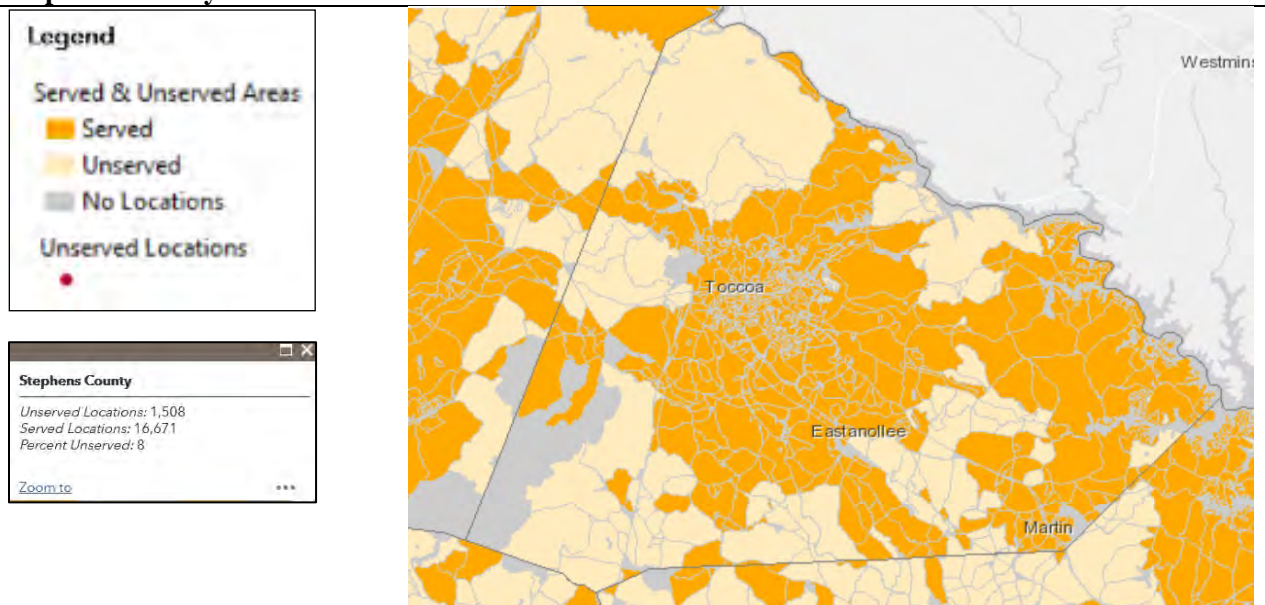
# DEVELOPMENT STRATEGY

## Broadband Assessment

The growing 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 the Georgia General Assembly amended the provisions of local planning in Georgia by passing the "Achieving Connectivity Everywhere (ACE) Act" to facilitate the enhancement and extension of internet access in communities. The ACE Act requires all local governments to incorporate the "promotion of the deployment of broadband internet services" into their local plan. Once these are in place the Georgia Department of Community Affairs and the Department of Economic Development will identify and promote facilities and developments that offer broadband services at a rate of not less than 1 gigabit per second in the downstream to end users that can be accessed for business, education, health care, government.

One of the first products to come out of the Georgia Broadband Initiative was an inventory of general conditions across the State regarding access to high speed/ high-capacity broadband technology. Utilizing demographic data from the US Census Bureau and cross-referencing that information with knowledge of broadband infrastructure, the Department of Community Affairs produced a series of maps depicting the state of broadband accessibility in rural areas. (See map below) On this basis Stephens County and its cities have at least has access to high-grade broadband, so any gaps in their local network remain small and likely effects mostly residential users.

### Stephens County Broadband Access - 2021



The map portrays broadband statistics for the State of Georgia. Statistics are available by census block, county and legislative boundary. Statistics are based on a fixed, terrestrial broadband definition of 25 Mbps down and 3 Mbps up, and where the broadband service is available to more than 80% of locations in a census block. Census blocks that did not meet this definition are delineated as 'Unserved'. The map depicts access to broadband, not subscription status.

Stephens County and its cities rate well in that they do have access to the North Georgia Network (NGN), 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 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. A main line of this network runs through the county along SR 106 south of Toccoa, and along SR 17 north of Toccoa. Additional main lines run along SR 17 through the industrial park north of Avalon. Finalizing connections from the main roads, however, has been difficult for many households.



This issue, known as “last mile” connectivity, has been the biggest obstacle for the County. For residents to utilize the internet to telecommute for work or school, or to perform business from home, requires connections to modern broadband, but a minimum of 1,000 residential properties are lacking that final connection. That number is likely much higher, with even more having a connection but one of insufficient capacity. This impacts the communities’ ability to lure wealthier households assuming the availability of broadband at every residence, particularly those households looking to perform business operations from home.

#### Priorities for Future Network Enhancements

- Ability to increase “last-mile” connections in residential areas
- Develop a report evaluating future demands for WiFi systems in Avalon and Martin
- Ensure high-capacity service along SR17 corridor



As an additional reference, Stephens County and its cities were included in the 2014 Georgia Mountains Digital Economy Plan (DEP), one of several such plans developed for each region across Georgia in accordance with standards defined by the Georgia Technology Authority (GTA). The DEP was designed to identify and coordinate the resources and efforts related to improving the region’s infrastructure in support of hi-tech industries and economies. As each regional plan is completed, the State and its partners can begin directing their energy and resources with clearer focus and understanding of needs from every part of Georgia. While specific investment actions have not been identified as part of this initial process, the DEP provides a work scope that addresses key focus areas and recommendations that will help the GMRC, its member governments and regional stakeholders move forward with an understanding of the regional and state context for building network connectivity, improving educational resources and fostering technology hubs. With continued coordination and monitoring of progress, it is hoped these efforts will make the region a more effective and efficient place enabling all manners of business to realize their potential in accessing and utilizing electronic data.

**SWOC Assessment – GMRC Digital Economy Plan**

	<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Challenges</b>
<b>Workforce/ Education</b>	Higher Educational Institutions – University of North Georgia, Brenau, North Georgia Technical School, Lanier Technical School,	Limited existing hi-tech labor force	Economic and demographic growth of metro Atlanta	Attraction/ Retention of top technology talent
	Faster Business Start-up Time	Low family income	Job fairs held within the region by GMRC Workforce Development	Competition from other metro areas
	Dawson GigCenter – Business start-ups			
	GMRC Workforce Development			
Strong Dev. Authorities and Chamber offices to assist start-up businesses and industries				
<b>Infrastructure</b>	Cooperative EMC's that deliver good products	System Redundancy. Residents and Businesses need more choices for internet service.	Tourism/outdoor recreation related industry	Topographically the GMRC Region is difficult to traverse for aerial line installation
	North Georgia Network	Cost prohibitive		
	Access to metro Atlanta	Geographic isolation		
	Ga 400 – Technology Corridor			
Residents ability to telecommute				
<b>Local Government</b>	GMRC fostering cooperation	Limited funding resources	Educating local government on importance of broadband access	Finding Grant funds for broadband projects
	Quality Development Authorities and Joint Development Authorities	State needs to put more emphasis on education		Need to better communicate to State Legislators the Region's needs regarding broadband initiatives & projects
	<p><b>Goal:</b> <i>Ensure new telecommunication networks for needed accessibility and reliability to support the growth of the regional economy.</i></p> <p><b>Strategy:</b> <i>Prepare to meet industry and business telecommunication needs by assisting with fiber optic network development.</i> The purpose of this strategy is to support, develop, and provide educational opportunities regarding telecommunication systems in the region.</p> <p><b>Strategy:</b> <i>Promote and support the use of health information technology (IT).</i> The purpose of this strategy is to encourage local partnerships between health providers and local leaders in using telecommunications and other information technology to improve care to patients and lower health costs.</p>			



## Environmental Assessment

A region’s natural resources are the native conditions and elements that contribute to the local character and livelihood. As the rivers and lakes supplying public water, mineral deposits that support local industry, or a scenic park serving locals and tourists alike, these resources can, properly managed, greatly serve a community’s health, culture, and economy. Because these sites and conditions are highly susceptible to disturbance from human activity, they are regarded environmentally sensitive and need to be preserved for public benefit. The following is provided as a simplified assessment of critical environmental conditions in effect throughout Stephens County and the Municipalities of Avalon and Martin.

### Clean Water Act Compliance

<b>Y</b>	Any “not supporting” 303(d) listed waterbodies? <i>(See Below)</i> <i>If yes, these waterbodies have been found contaminated to the extent that they are not considered supporting their designated use. As such the local community should seek to manage land uses within the watershed so as to yield healthier water quality.</i>
<b>Y</b>	Any 305(b) listed waterbodies? <i>(See Below)</i>
<b>N</b>	<i>If yes, do the Implementation Plans/Watershed Management Plans require any outstanding actions from the local government? If so, please include these actions within the Implementation Program.</i>

STREAM NAME	LOCATION	SIZE (MILES)	CAUSE	SOURCE
Toccoa Creek	Little Toccoa Creek to Lake Hartwell	3.0	FC	UR, M
Eastanollee Creek	Toccoa to Lake Hartwell	14.0	FC, Bio F	UR
Dicks Creek	Tributary 0.3 miles upstream of Ayersville Rd. to tributary 0.4 miles downstream of Ayersville Rd.	1.0	Tetrachloroethylene, Vinyl Chloride	I2
Big Toms Creek/Toms Creek	Ayers Pond/Reservoir 14 to North Fork Broad River	6.0	Bio F	NP
Little Toccoa Creek	Headwaters to Toccoa Creek, Toccoa	4.0	NA	
Toccoa Creek	Stephens County	5.0	NA	
Middle Fork Broad River	Dicks Creek to reservoir No. 44 (u/s of Lake Russell)	4.0	NA	
North Fork Broad River	Habersham/Stephens Co. Line to Old Rock Quarry Rd. near Toccoa	5.0	NA	
Kimbell Creek	Headwaters to Middle Fork Broad River	3.0	NA	

Source: Georgia EPD, 2020

There are several stream segments within Stephens County that remain on one of the State EPD lists of impaired waterbodies, but only 4 currently registered as Not Supporting their designated use, due either to Fecal Coliform/ E-Coli contamination, Biota impacts, or chemical infiltration. To ensure the water levels for these streams and the Savannah River do not reach dangerous levels, the County, municipalities, and other stakeholders need to explore recommendations outlined within the respective Total Maximum Daily Load (TMDL) assessments for each basin to identify mitigative measures.

**Environmental Planning Criteria**

<b>Characteristic</b>	<b>Stephens County</b>	<b>Avalon</b>	<b>Martin</b>
<i>Floodplains</i>	<b>Y</b>		
<i>Forest Lands</i>	<b>Y</b>		
<i>Ground Water Recharge Areas</i>	<b>Y</b>		
<i>Plant &amp; Animal Habitat</i>	<b>Y</b>		
<i>Prime Agricultural Lands</i>	<b>Y</b>		
<i>Protected Mountains</i>	<b>Y</b>		
<i>Steep Slopes</i>	<b>Y</b>		
<i>Water Supply Watersheds</i>	<b>Y</b>	<b>Y</b>	<b>Y</b>
<i>Wetlands</i>	<b>Y</b>		
<i>Protected Rivers</i>	<b>Y</b>		

Known for the abundance of scenic vistas and outdoor recreational opportunities, the mountains and Tugalo River reservoirs are the defining assets for the community, so the integrity of local streams and mountain views is paramount to the community. The County has policies regarding mountain side development and all the governments have become more attuned to erosion and sedimentation control needs in the past decade. Such measures will be more critical going forward as new development comes to the area.



*Lake Tugalo*

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

**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. As such communities should take into account their current and immediately projected conditions and assess the identified needs and issues regarding the built landscape and community services for the area. 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.



Land use, settlement patterns and economic development throughout Stephens County are clearly related to predominant physiographic features. Farming and pastures are located along gentle slopes or in the bottom lands where the soil is rich and the land level. Timber management and lumbering of woodlands have occurred in areas too poor to support farming. Mountain tops and steep slopes were maintained in a natural state because of their unsuitability for intensive use. Roads tend to follow narrow valleys, along ridge lines and streams. Since most of the valleys and ridges occur in a north-south alignment, most of the roads and rail follow the same direction.

With the establishment of the railroad, The County seat of Toccoa began to grow and prosper as a transportation and shipping outpost, as well as an industrial center manufacturing a variety of products and goods. The city evolved in a traditional urban street grid pattern, branching predominantly east-west along the rail line, with downtown encompassing several blocks of classic zero-lot-line structures and streetscapes, surrounding by more bucolic neighborhoods that yielded to roads with more scenic, winding forms and blocks shaped by the landscape. The prevailing parts of the county, however, remained sparsely occupied save for farms and various remote rural businesses. Northern and western mountainous parts of Stephens County were eventually reserved by the US Forest Service, along with a military outpost located at Currahee Mountain, just south of Toccoa.

To the south the towns of Martin and Avalon provided minor social and civic centers between Toccoa and Lavonia, originating as commercial stops along the route and RR between those cities. Martin was the larger town with a true railroad-fronting main street that harbored shops and neighborhood businesses that served the area and gave local farmers a closer destination to dine and worship. Avalon had a smaller core and evolved as a residential cluster adjoining Martin and providing a local community for non-farming residents in that part of the county.

Eventually the automobile industry became more prominent, and housing developed further and further outside the urban core, with select arterials receiving destination status for regionalized commercial hubs. Indigenous growth is now following transportation corridors, with the most intense urban-scale development occurring along arterial road corridors and intersections, primarily where supporting infrastructure is available. The Toccoa By-pass opened in 1987 and was soon followed by water and gas infrastructure, greatly influencing development south of the city.

The most recent decades have brought an influx of older people living in retirement homes and resort locations. In addition, much of the county contains a large, transient, second home or vacation lot population, which swarms into the area during the summer months, weekends and holidays. Engineering technology improvements and affordable construction costs have encouraged development to take place on sites (steep slopes) that were once impossible to access and build upon. "Retiree" residential development is occurring along connecting collector roads scattered throughout the County. Vacation homes are primarily located along the shores of Lake Hartwell, as well as various creeks and streams, and along the high ridgelines that provide scenic views. Homes are also being constructed in areas adjacent to the Chattahoochee National Forest. The National Forest brings a quality-of-life amenity to the Stephens County area with its numerous recreational opportunities. Many retirees are interested in building homes that are either adjacent or near the National Forest so that they can be protected or surrounded by permanent greenspace.

The County has to date been too remote from the larger metropolitan areas of Atlanta, Athens, and Greenville to have grown too rapidly, and as a result it retains a comparably tight knit development pattern centered around Toccoa. However, the increased capacity of arterial roadways and the growing commuting patterns have begun to shape Stephens County's future. South of Toccoa, SR17 serves as the primary economic artery of the county. Leading to I-85 and Lavonia, cutting through Avalon and Martin along the way, SR17 has become the modern destination highway serving through traffic for tourists and commerce as well as the regional destination for larger employers and institutions. Industry in Stephens County has gradually moved to office parks along this corridor, such as manufacturers like Caterpillar and Sage Automotive, plus a satellite campus for North Georgia Technical College and a local elementary school. Several of the larger commercial agricultural operations are also located along this corridor, which eventually becomes more suburban as it reaches the I-85 interchange and the industrial parks north of Lavonia. Where SR17 continues northward to US441 endows the county with its formal title of "Gateway to the Mountains."

#### Areas Requiring Special Attention

Analysis of the prevailing trends will assist in the identification of preferred patterns of growth for the future. More specifically such analyses can identify those areas requiring special attention regarding management policies, such as natural or cultural resources likely to be intruded upon or otherwise impacted by development. As part of this process, stakeholders and local governments are encouraged to evaluate the presence of subsets of their communities subject to special circumstances such as:

- ✓ *Areas where rapid development or change of land uses is likely to occur*
- ✓ *Areas where the pace of development has and/or may outpace the availability of community facilities and services, including transportation*
- ✓ *Areas in need of redevelopment and/or significant improvements to aesthetics or attractiveness (including strip commercial corridors)*
- ✓ *Large, abandoned structures or sites, including possible environmental contamination.*
- ✓ *Areas with significant infill development opportunities (scattered vacant sites).*
- ✓ *Areas of significant disinvestment, levels of poverty, and/or unemployment substantially higher than average levels for the community as a whole*

Upon consideration of development trends and land use issues in Towns County and the cities, the following priorities stand out for the planning period:

- Development along SR17 consists of variations of industrial, commercial and residential use. The area is expected to receive more of such growth and development since the roadway has been completed as a 4-lane divided (mostly) highway between Toccoa and Lavonia, with land available within the existing industrial park for new business and the interchange at I-85 growing new businesses every year. The County will review development options after consideration of land use management objectives for the area. Avalon and Martin, however, have begun working on updating their policies to reflect control measures needed for along the actual roadway as well as ways to manage development types and scale elsewhere within the Cities so as to retain their small-town appeal. (See *SR17 Corridor* character area)
- Outside of Toccoa there are no concentrations of, or large properties of, land in need of significant reinvestment in Stephens County, particularly within the unincorporated part of the county. The one area that does match this depiction is the old SR17 route that serves as the main street corridor for Avalon and Martin. Particularly for Martin, with its several historic structures, this stretch of road served as the social and commercial heart of these two small communities and

for this portion of the county. With the bulk of the region's through-traffic now diverted to the new highway there is the potential to restore the properties but the viability for commercial businesses may be at risk. The two cities are seeking to revitalize their downtown areas both as a means to preserve their identities amid suburbanization and to offer jobs and commerce to area residents. This will require significant support from businesses, but the potential remains for this road to stay the cultural corridor of the cities. (See *Main Street Avalon-Martin* character area)

- There are some properties along the old SR17 highway that are being encouraged for commercial use by the Cities of Avalon and Martin, including existing vacant structures or rural properties with the potential for slightly more intense development. This corridor has been targeted by the communities for potential reinvestment as a bona fide Main Street, so vacant and undeveloped properties in and around their respective cores would be opportunities for infill that would be supported by the local governments. (See *Main Street Avalon-Martin* character area)
- With respect to natural resources, both the Cities and Stephens County have enacted the necessary Environmental Planning Criteria and related development regulations. Much of the land within the county is protected through US Forest Service ownership. No significant action above existing measures has been identified for this element.

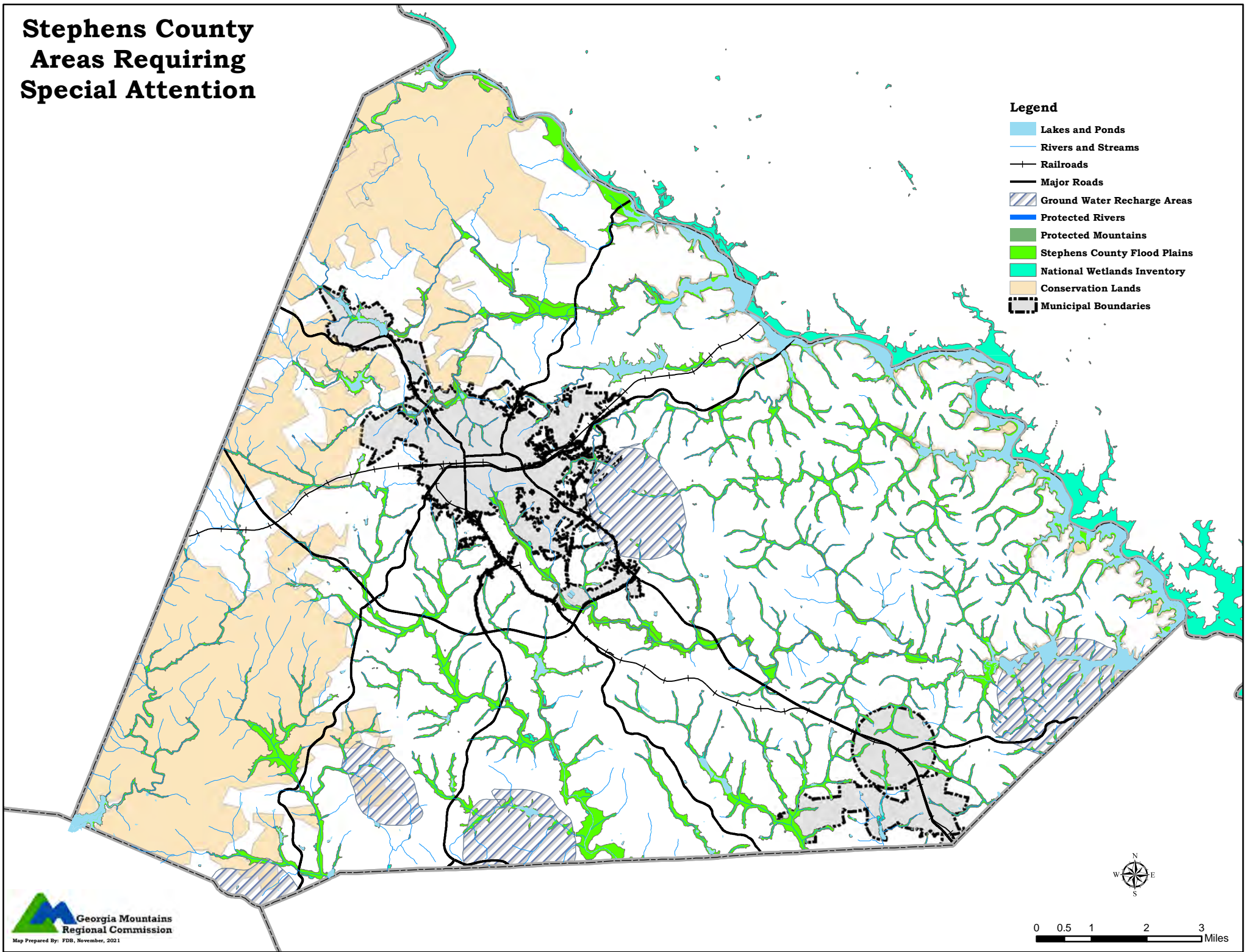
For cultural resources, there is the collection of historic structures within downtown Martin and the State historic site of Traveler's Rest near the state line that warrant historic resource protection. The latter is owned by the State and is a monitored and protected tourist amenity for the region, while downtown Martin is need of reinvestment. The City will work with the GMRC, Georgia HPD and other partners to help promote the area for adaptive reuse and building restorations. (See *Main Street Avalon-Martin* character area)



# Stephens County Areas Requiring Special Attention

## Legend

- Lakes and Ponds
- Rivers and Streams
- Railroads
- Major Roads
- Ground Water Recharge Areas
- Protected Rivers
- Protected Mountains
- Stephens County Flood Plains
- National Wetlands Inventory
- Conservation Lands
- Municipal Boundaries



## Character Area Assessment

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 course of 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, then, are intended to support the overall future development strategy by organizing common themes of development patterns throughout the community. They promote the desired development patterns and provide a framework for coordination of capital improvement projects that may impact development. The following pages present the map and narratives of each Character area associated with Stephens County, Avalon, and Martin.

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

- Written description and pictures or illustrations that identify the patterns and scales of development encouraged in that 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.

<b>CHARACTER AREAS</b>	
<b>Area</b>	<b>Development Types Allowed</b>
<b>US Forest Service Land</b>	<ul style="list-style-type: none"> <li>• Select rural residential, conservation, recreational and silviculture uses</li> <li>• National forest and preserved utility land</li> <li>• State Parks and wildlife management areas</li> <li>• Minimal construction or impervious surface</li> <li>• Preference for unpaved roads</li> </ul>
<b>North Stephens County</b>	<ul style="list-style-type: none"> <li>• Passive recreational or eco-tourism</li> <li>• State Parks and wildlife management areas</li> <li>• Rural residential, Large-lot (3+ acres) single-family detached preferred</li> <li>• Low-impact, outdoor-themed retreat and conference facilities</li> <li>• Low impact agricultural</li> </ul>
<b>Rural Stephens County</b>	<ul style="list-style-type: none"> <li>• Rural residential, Large-lot (3+ acres) single-family detached preferred</li> <li>• Agricultural uses</li> <li>• Churches &amp; small-scale institutional</li> <li>• Minimize surface parking</li> <li>• Should blend with architectural character of community</li> <li>• Conservation design subdivisions</li> </ul>
<b>Suburban Service Areas</b>	<ul style="list-style-type: none"> <li>• Residential &amp; subdivisions with amenity areas</li> <li>• Churches &amp; small-scale institutional</li> <li>• Minimize surface parking</li> <li>• Should blend with architectural character of community</li> <li>• Conservation design preferred</li> <li>• Commercial, office, and low-impact warehousing or industrial</li> </ul>
<b>Rural Arterial</b>	<ul style="list-style-type: none"> <li>• Rural residential, subdivisions</li> <li>• Agricultural, agritourism</li> <li>• Recreational, institutional</li> <li>• Neighborhood commercial &amp; office</li> <li>• Conservation design preferred</li> </ul>
<b>SR 17 Corridor</b>	<ul style="list-style-type: none"> <li>• Minimal curb cuts and intersections, so as to maintain traffic flow</li> <li>• Commercial, office, institutional, and low-impact industrial uses</li> <li>• Manage lighting and other potential nuisances to protect adjoining properties</li> </ul>



<b>Rural Avalon-Martin</b>	<ul style="list-style-type: none"> <li>• Residential, Large-lot (3+ acres) single-family detached preferred</li> <li>• Churches &amp; small-scale institutional uses</li> <li>• Minimize surface parking</li> <li>• Should blend with rural residential architectural character of community</li> <li>• Conservation design subdivisions preferred</li> </ul>
<b>Main Street Avalon-Martin</b>	<ul style="list-style-type: none"> <li>• Neighborhood commercial, intuitional, and office uses</li> <li>• Residential and mixed-use residential uses</li> <li>• Sidewalks required, small parking lots preferred</li> <li>• Architecturally encouraged to match historic structures and small-town feel</li> </ul>
<b>Martin Residential</b>	<ul style="list-style-type: none"> <li>• Residential uses</li> <li>• Small-scale institutional uses</li> <li>• Neighborhood parks</li> <li>• Country-style or appropriate historical architectural designs</li> <li>• Street connectivity required; Pedestrian accessibility encouraged</li> </ul>
<b>Watershed Protection</b>	<ul style="list-style-type: none"> <li>• Overlay limiting impervious surfaces</li> <li>• Passive recreational or eco-tourism</li> <li>• State Parks and wildlife management areas</li> <li>• Rural residential, Large-lot (3+ acres) single-family detached preferred</li> <li>• Low-impact, outdoor-themed retreat and conference facilities</li> </ul>

Narrative – US Forest Service Area

This district comprises currently established woodland reserved for commercial forestry and/or conservation. Approximately 24,000 acres, accounting for about 22% of land in the county, is included in the Chattahoochee National Forest and is under the management of the US Forest Service. The only notable intrusions into the property are unpaved roads, occasional residential structures or facilities required by utilities or the USFS to maintain the land.



Much of this is found on steeper slopes and ridgelines to the north and west of Toccoa, comprising the scenic vistas and outdoor recreation areas that help establish the area's identity as the Gateway to the Mountains. Currahee Mountain in particular, lying just south of the County seat, is home to a former military that is integral to the community's heritage and identity. These hills provide the scenic rolling landscape that enforces a rural lifestyle by buffering the urbanized core of the community, which when combined with the river/lake to the east effectively shields Stephens County from unwieldy growth on three sides.



Aspirations are to preserve these parts of the county as best as possible in their mostly natural state, prohibiting new development apart from replacing existing structures or sparsely-placed new forms that mimic the scale and context of existing structures in the rural area. To the extent possible driveways and roads in this area should remain unpaved and utilities should be limited, so as not to attract greater development pressures.

Implementation Measures – US Forest Service Area

- **Support the USFS** in maintenance and promotion of safety within the National Forest and wildlife areas (Policy)
- Routinely **review USFS Wildfire Management Plan** for coordination among first responders (Policy)
- **Promote the Firewise and Fire Adapted Community programs** (Policy)
- Maintain cooperation with DNR and **enforce State environmental laws and rules** regarding State Vital Areas and natural resources (Policy)
- **Update floodplain and environmental mapping** data every 5 years (Policy)

Complementing the preserved US Forest Service land is a public portion of northern Stephens County that exhibits much of the same natural wooded landscape and terrain. This area also features the transitioning waters of the Chattooga River as it gives way to a series of dams, forming small lakes before giving way to the northern reaches of Lake Hartwell. This location makes it an attractive transitional area between the preserved National Forest and the rest of rural Stephens County.



This character area is viewed as an overlapping of public or private land, suitable for various types of rural residential use, conservation, and recreation, with private lodging and conference facilities. Camp Mikell, a retreat and conference center managed by the Episcopal Diocese of Georgia, is located within this region, with the Georgia Baptist Conference Center located nearby in the adjoining Watershed Protection character area. Facilities such as these that enable controlled public access are considered assets to the community and a use in harmony with the rustic setting.



Protection of the natural environment is important but development that encourages tourism and connects to residential areas and other recreational amenities is welcome.

Implementation Measures - *North Stephens County*

- ***Develop and implement a Bike & Pedestrian Master Plan with the Cities.*** The City should work with Stephens County and other stakeholders to establish a formal network of trails throughout the area, as well as plans for sidewalk expansion and long-term maintenance policies.
- ***Develop and implement a Greenspace Plan.*** The County and Cities should work together and with other stakeholders to establish a formal strategy for the identification and protection of natural habitats, both to preserve local ecology and environmental resources and to promote passive outdoor recreation.
- Routinely ***review USFS Wildfire Management Plan*** for coordination among first responders (Policy)
- ***Promote the Firewise and Fire Adapted Community programs*** (Policy)
- Maintain cooperation with DNR and ***enforce State environmental laws and rules*** regarding State Vital Areas and natural resources (Policy)
- ***Update floodplain and environmental mapping*** data every 5 years (Policy)
- ***Limit expansion of sewer service*** outside of the city and existing urban areas, so as to minimize growth and scale of development in rural areas
- ***Adopt policies allowing conservation subdivision development*** patterns



The predominant character area within the county apart from the municipalities and mountains is the vast rural area throughout the center and south of Stephens County. This district is the catch-all for those larger lots that lie outside the urban neighborhoods or slightly more populated transitional zones. Primarily agricultural or forestry lands less suitable for intense urban development, this area is defined by a high degree of open space, agricultural activity, scenic amenities, and/or environmentally sensitive territory.

It may also include residential development of very low density. Many lots are simply large residential lots with most of the property left undeveloped, held over as more residents are tied to commercial or industrial jobs in the area but seek a country setting and lifestyle. These properties primarily feature a house with one or more storage or agricultural structures. Most are long established properties of 30 years or more. In a couple cases their residence is substantially improved and indicative of a high economic class. Others are simply modest homes on lots retained purely for their scenic, rural value.



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



Implementation Measures - *Rural Stephens County*

- ***Develop and implement a Bike & Pedestrian Master Plan.*** The County and Cities should work together and with other stakeholders to establish a formal network of trails throughout the area, as well as plans for sidewalk expansion and long-term maintenance policies.
- ***Develop and implement a Greenspace Plan.*** The County and Cities should work together and with other stakeholders to establish a formal strategy for the identification and protection of natural habitats, both to preserve local ecology and environmental resources and to promote passive outdoor recreation.
- Routinely ***review USFS Wildfire Management Plan*** for coordination among first responders (Policy)
- ***Promote the Firewise and Fire Adapted Community programs*** (Policy)
- Maintain cooperation with DNR and ***enforce State environmental laws and rules*** regarding State Vital Areas and natural resources (Policy)
- ***Update floodplain and environmental mapping*** data every 5 years (Policy)
- ***Limit expansion of sewer service*** outside of the city and existing urban areas, so as to minimize growth and scale of development in rural areas
- ***Adopt policies allowing conservation subdivision development*** patterns

Narrative *Suburban Service Area*



This consists of two suburbanized districts outside the city of Toccoa but along corridors that are expected to receive development in the future. Made up primarily of large, under-utilized land parcels these areas may currently feature small commercial uses, woodland, vacant properties or low density residential activity. The potential for higher densities or future mixed used development exists due in part to large lots and transportation connections. These areas consist of the transitional zones between the city and Rural Stephens County and the remaining portions of the city and county, where the urban fabric began to face suburban development patterns as new non-residential development moved to the outskirts of Toccoa and along arterial roads.

These areas feature a collection of building types, with an emphasis on more auto-oriented properties and more regional-scale commercial, service, and institutional uses. The building heights are less uniform and landscaping takes on less importance since these areas see less pedestrian accessibility.

The goal for these areas is to retain their commercial viability but help manage their compatibility with the surrounding parts of the city. Infill development and using the area to bring jobs and retail to the area is key, with a growing emphasis on incorporating more aesthetic design measures where possible. Maintaining the viability of the roadway corridors is also critical. Guidelines may be needed to facilitate development in this location to preclude subdivision growth in conservation areas throughout the county. Design of future developments here are encouraged to connect with surrounding residential, commercial, recreation, and transportation facilities.

Implementation Measures – *Suburban Service Area*

- ***Workforce/Starter housing strategic plan.*** The County will work with local realtors and bankers to develop a profile for affordable housing in the area, based on price points and prevailing wages. This will include recommendations for new/amended policies and identification of sites for available housing (re)development.
- ***Establish/Utilize brownfield redevelopment incentives.*** The County should establish an incentive package, through local resources or combined with State and federal options that can be used to attract redevelopment and reuse of suspected brownfield properties. This could include environmental assessments or job tax credits or other means that lead to the rehabilitation of vacant properties in the targeted areas.
- ***Attain/Maintain Enterprise Zone designation.*** The County should utilize every available State-authorized program and resource for encouraging job development within the area. Properties eligible for Enterprise and/or Opportunity Zone designation should be nominated for such, with the city implementing the policies and programs necessary to support those designations.
- ***Develop monitoring report of code enforcement activity*** to ensure safety and general appearance of structures and properties.
- ***Develop/Update long-term utility and infrastructure plans.*** Review and update as needed the long-term expansion and improvement plans for water, sewer, roads and other utilities in the area.



This district applies to areas of particular interest to the history and local culture of Stephens County, including buildings and sites, which may be grouped into districts or linear corridors within the rural countryside. The focus is on preserving character, both for future residents and in order to attract visitors.

These corridors will be the preferred location for accommodating the variety of non-residential uses that will arise within rural Stephens County. Commercial activity, mostly of the neighborhood-scale variety, is expected along these smaller main roads, where businesses will arise catering to local customer needs. This may include select retail, office, or dining establishments, with the predominant trait being a smaller size and limited demand for utilities and parking. Ideally structures will evoke a country architectural style to better blend with the host of farmhouses and agricultural structures in the area, featuring pitched roofs and a great deal of wood accent pieces.

Additional expected uses would include churches, small auto-oriented businesses such as fuel stations and repair shops, roadside produce stands and more. Typically these things will not cluster together or greatly alter traffic patterns due to any dependency on a more urban location or access. While these may tap into utility lines on the main roads there won't be an emphasis on driving utility improvements or expansion along these corridors in an effort to attract more development.

Subdivisions and agricultural uses are also welcome along these roads, with some of both already established within the area. Where possible and supported by proper utility access, subdivisions will be encouraged to exhibit conservation designs that preserve greenspace and help buffer developed areas from adjoining properties.



Implementation Measures – *Rural Arterial*

- ***Review and update development regulations.*** The City should annually review the performance of their development regulations, and identify and make changes as necessary.
- ***Develop and implement a Bike & Pedestrian Master Plan.*** The County and Cities should work together and with other stakeholders to establish a formal network of trails throughout the area, as well as plans for sidewalk expansion and long-term maintenance policies.
- ***Develop and implement a Greenspace Plan.*** The County and Cities should work together and with other stakeholders to establish a formal strategy for the identification and protection of natural habitats, both to preserve local ecology and environmental resources and to promote passive outdoor recreation.
- ***Develop monitoring report of code enforcement activity*** to ensure safety and general appearance of structures and properties.



This district represents the main commercial corridor of Stephens County in the form of SR 17 as it runs southeast/northwest between Toccoa and Lavonia. In and adjacent to Toccoa it is a conventional arterial road with multiple lanes of traffic in each direction and harbors a variety of retail, dining, service and office operations that cater to both local residents and travelers in the area. Much of the development along this particular stretch is oriented around automobiles and drive-in customers, with only modest attention to pedestrian traffic. There are a few parcels available for redevelopment in the Big A Road Corridor. The road is designed to handle higher speeds and assist in getting travelers through the scene. The signage and curb-cuts imply the corridor is for moderate to heavy traffic, making it a conventional commercial area.

This highway features the connection with the Toccoa Bypass, providing a critical connection on the south side of the city to the western part of the county and US 441. Both roads handle a high volume of school-related traffic and serve several businesses.

The corridor has developed due to the access of the road way and the eventual connection southward to I-85 in Lavonia. It is considered an appropriate catchment area for such development patterns, providing the capacity and convenience desired by modern industrial facilities and major employment centers. Several industrial, institutional, and warehousing facilities can be found between Toccoa and Avalon. Utility demand will be the driving factor for any expansion as the County explores how to maximize capacity for existing residents and in a manner that keeps the county in a rural manner as desired by locals.



- ***Develop monitoring report of code enforcement activity*** to ensure safety and general appearance of structures and properties.
- ***Update traffic profile of SR17 corridor*** to identify any hazardous conditions and plan for any needed improvements.
- ***Amend development regulations to minimize automobile parking demands.*** The County should amend development standards and recommendations to reduce the amount of parking required and produce parking lots that are more environmentally sensitive, conducive to pedestrian connectivity and exhibits urban design characteristics.
- ***Develop and implement a Bike & Pedestrian Master Plan.*** The County and Cities should work together and with other stakeholders to establish a formal network of trails throughout the area, as well as plans for sidewalk expansion and long-term maintenance policies.
- ***Develop and implement a Greenspace Plan.*** The County and Cities should work together and with other stakeholders to establish a formal strategy for the identification and protection of natural habitats, both to preserve local ecology and environmental resources and to promote passive outdoor recreation.
- ***Establishment of a beautification program/ Streetscape improvements.*** The County should create a general beautification program for the corridor. This would include guidelines for signage and landscaping, public amenities such as benches and lighting, as well as coordination of litter control and Gateway signage.

The Cities of Avalon and Martin both remain very small and have ambitions to remain rural. Some small-scale agricultural activity is ongoing within their city limits and they both currently lack the sewer service to foster any true urban density. The intention from both communities is to retain this sense of scale and country lifestyle.

To preserve and hone their identities as rural residential communities, both municipalities are intent on managing their development to restrict incompatible uses. The goal is to restrict utility expansions within the cities and keep development forms to the commercial and social core of Main Street and the more sparsely developed surrounding Rural Areas. These areas could serve as transitional buffers between the Main Street corridor and the true rural farmland of the unincorporated county. North of Avalon this will also serve as a transition between the City and the industrial properties along SR17.

Within this Rural Avalon-Martin district the desire is for almost exclusively residential and agricultural use, with the latter restricted to more passive and small-scale operations. (ie: No large corporate farms with excessive traffic or potentially excessive odors.) This can include the development of neighborhoods and subdivisions with accompanying amenity areas, where possible. Comparable uses such as churches and parks may also be accommodated, though facilities that may generate significant traffic should ideally be located along Main Street.



Architecturally these is a soft desire to see harmonious styles reminiscent of the favored country homes seen in the area, including a handful of historic properties with noted Colonial or Georgian styling. However, neither community is expecting to apply formal design criteria apart from having suggested guidelines. The primary criteria will be to ensure residential properties are up to modern code and meet minimal design requirements for pitched roofs and appropriate materials. Where possible, front porches, shuttered windows, wood and masonry materials, and residential landscaping will be encouraged,



Implementation Measures –*Rural Avalon-Martin*

- ***Develop and implement a Bike & Pedestrian Master Plan.*** The County and Cities should work together and with other stakeholders to establish a formal network of trails throughout the area, as well as plans for sidewalk expansion and long-term maintenance policies.
- ***Develop and implement a Greenspace Plan.*** The County and Cities should work together and with other stakeholders to establish a formal strategy for the identification and protection of natural habitats, both to preserve local ecology and environmental resources and to promote passive outdoor recreation.
- ***Develop and implement a Parks and Recreation Master Plan.*** The County and Cities should work together and with other stakeholders to establish a formal strategy for maintaining and expanding parks and recreation facilities and services. This should include additional passive and active recreational opportunities at existing parks, as well as target new park opportunities and enhancing options at new or proposed parks. A special emphasis should be placed on outdoor adventure activities such as canoe and kayaking, off-road bicycling, and more.
- ***Develop monitoring report of code enforcement activity*** to ensure safety and general appearance of structures and properties.

Avalon and Martin evolved as stops along travel routes, with Martin in particular developing as a commercial stop along the prevailing road and rail line for the area. Each exhibit a main road running parallel to the railroad track, with houses and other structures along either side. Several historic or simpler older structures remain, defining both the prevailing form of the community but also indicating the sense of architectural styles explored in each cities respective past.



The ambition for this district is to help both communities find their place in the future of Stephens County, with an expectation that some growth and suburban (read: Auto-oriented) development will become more prevalent along the SR17 corridor. Amidst that general setting the two small cities wish to (re)establish a small core commercial strip along the old SR17. Using existing facilities and adding infill where possible, the two communities can harbor a variety of neighborhood retail, dining, service and institutional uses that caters to area residents more than thru-travelers. Done with the right character it can even enhance the appeal of each community as a residential hub.



Martin has an array of existing historic structures that line the street-front with a sidewalk in front. Some of the shops remain occupied while others are vacant and have fallen into disrepair. The City aspires to see this part of Main Street restored in vitality and provide a destination for local businesses and shoppers. The objective will be to work on a streetscape plan that will improve the curb appeal, pedestrian safety, and viability of the area for tenants and customers. The City will also work with the Development Authority, North Georgia Tech, and others to help promote the available structures and lots for prospective businesses in the area. When resources permit the City will also help owners with plans for adaptive reuse and restoration of historic properties. In time Main Street can become a social center for the adjoining neighborhoods more capable of hosting special events and strengthening Martin's identity.

Avalon currently lacks the collection of historic structures but at just under a mile north from Main Street Martin there is a comparable setting at a couple key intersections that could enable a small downtown to evolve. The aspiration of the City is to eventually attract businesses and institutions that could prosper in this small town setting and eventually provide a connection with Martin's core. This would also include opportunities for sidewalks and a possible park. This would also include the possibility of allowing such uses along S. Yow Mill Road that would lead to the house that's been purchased for future use as a new City Hall.

Implementation Measures – *Main Street Avalon-Martin*

- ***Develop and implement a Bike & Pedestrian Master Plan.*** The County and Cities should work together and with other stakeholders to establish a formal network of trails throughout the area, as well as plans for sidewalk expansion and long-term maintenance policies.
- ***Develop reference material for design guidelines*** within the district. This would include an inventory of prevalent existing design features
- Work with the Development Authority and North Georgia Tech to ***identify and support the possibility for business incubators*** along Main Street. This would include the recruitment of businesses to the area and the possible establishment of an ongoing building renovation program.
- ***Develop and implement a streetscape plan for Main Street.*** For the entire length of Main Street between both communities, Avalon and Martin should develop a coordinated improvement plan for sidewalks, planters and landscaping, decorative lighting and signage, pocket parks and benches, and other elements that will make Main Street a destination.
- ***Develop monitoring report of code enforcement activity*** to ensure safety and general appearance of structures and properties.



Narrative – *Martin Residential*



This district refers to a section of Martin that exhibits more of a traditional neighborhood form than the rest of the rural portion of the city. It is a distinctly residential section apart from the more agricultural or countryside setting from the surrounding areas and is connected with Main Street as a residential haven that once was the core of a growing crossroads community.



Today the neighborhood still persists and is connected to some of the historic older homes that line, or are near to, Main Street. This district features decidedly smaller lots than much of the more rural scenes. If this area expands by virtue of adjoining lands developing in comparable form, then it would mimic some of the more urban neighborhoods associated with larger cities, but with a less dense scale.



For Martin the opportunity to see this neighborhood retained and for new adjoining development to be in harmony with this area are critical parts of their vision for the future. Martin has the ability to harbor a larger resident and commercial base with existing infrastructure and properties. Seeing more of this growth with match the ideal of Martin not so much changing as simply becoming a larger and more comprehensive version of what exists today. The City aims to move toward this direction with intent, knowing utilities and other factors will see the rural nature retained by that with some commitment the community can become a slightly more populous and active hometown to anchor southeastern Stephens County.

Implementation Measures –*Martin Residential*

- ***Develop reference material for design guidelines*** within the district. This would include an inventory of prevalent existing design features
- ***Develop and implement a Bike & Pedestrian Master Plan.*** The County and Cities should work together and with other stakeholders to establish a formal network of trails throughout the area, as well as plans for sidewalk expansion and long-term maintenance policies.
- ***Develop monitoring report of code enforcement activity*** to ensure safety and general appearance of structures and properties.

This district is defined by the variety of lake and river front development that permeates the north and eastern sides of Stephens County. However, the overarching goal of this area is pollution prevention and water quality management for the county’s water resources and that of Lake Hartwell.

The eastern boundary of Stephens County is formed by the Chattooga River as it gives way to the myriad of dams and small reservoirs such as Yonah Lake. As you move further downstream the waterside is dressed with a variety of waterfront residential properties and their docks, with the State of South Carolina just a few hundred feet away on the opposite shoreline. Though the Stephens County portions rarely reach more than 1,000’ in width, the waterbody is considered a prime recreational resource and a destination for many seasonal travelers and tourists.

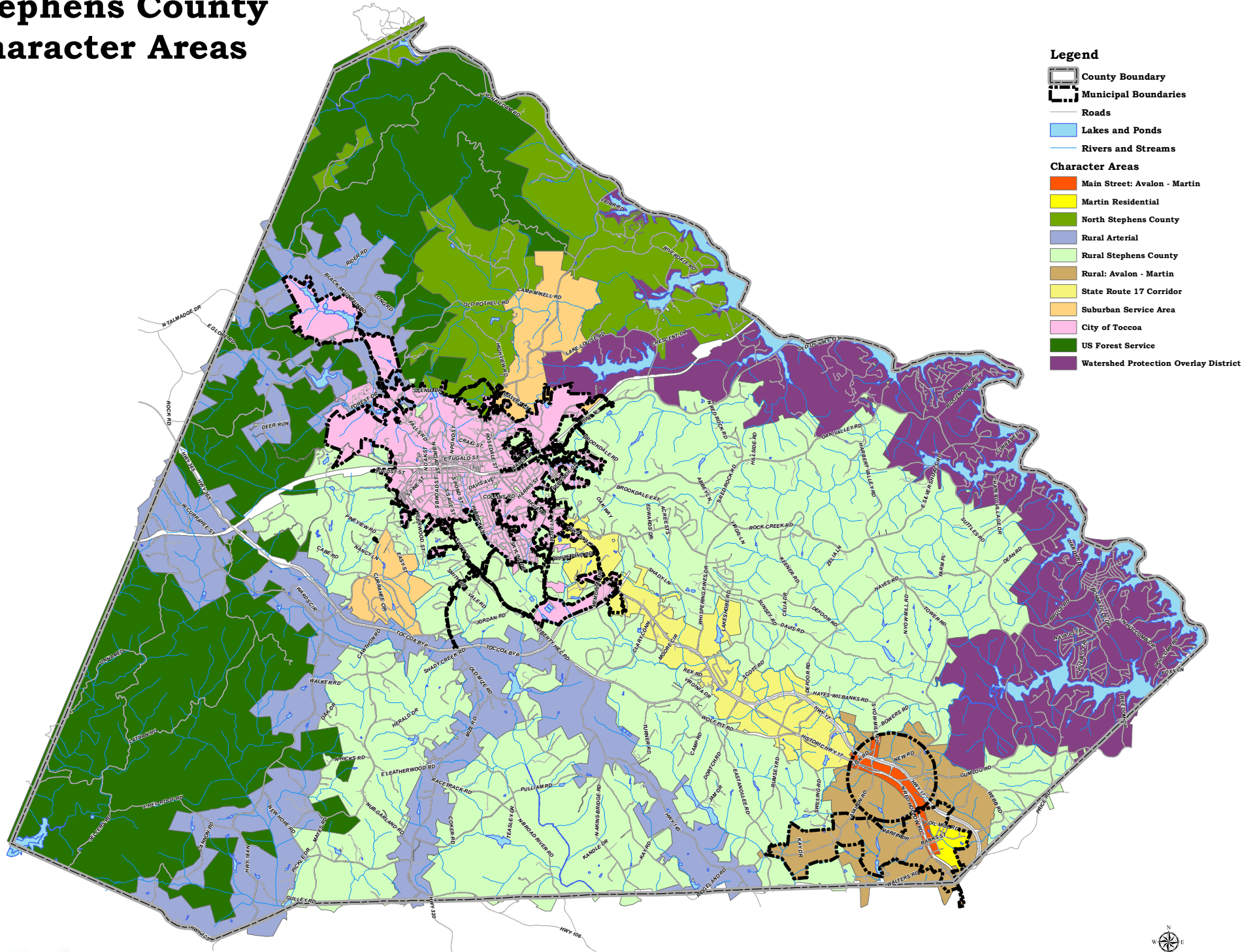
As part of the Lake Hartwell watershed, the area is of critical importance as a public water resource for the region, supplying communities on both sides of the reservoir. Given this role it is important that development be managed not simply to ensure access to the lake but also to minimize the threats from contamination, erosion, and sedimentation. As such, development forms within the district are advised to remain sparsely developed and restricted from any activity that would feature toxic chemicals or high volumes or percentages of impervious surfaces. The County does enforce State required erosion and sedimentation standards plus the DNR environmental planning criteria, but where possible the County is also encouraged to foster best management practices with regard to stormwater runoff and xeriscaping. Conservation design and conservation easements are also encouraged, as are public and private parks with an emphasis on passive uses.











- ***Develop and implement a Bike & Pedestrian Master Plan.*** The County and Cities should work together and with other stakeholders to establish a formal network of trails throughout the area, as well as plans for sidewalk expansion and long-term maintenance policies.
- Review/Amend as needed ***requirements for septic system installation and maintenance*** within the district.
- ***Develop a septic system inventory database*** for monitoring existing systems by age and reported malfunctions/violations.
- ***Develop and implement a Greenspace Plan.*** The County and Cities should work together and with other stakeholders to establish a formal strategy for the identification and protection of natural habitats, both to preserve local ecology and environmental resources and to promote passive outdoor recreation.
- Maintain cooperation with DNR and ***enforce State environmental laws and rules*** regarding State Vital Areas and natural resources (Policy)
- ***Update floodplain and environmental mapping*** data every 5 years (Policy)
- ***Limit expansion of sewer service*** outside of the city and existing urban areas, so as to minimize growth and scale of development in rural areas
- ***Adopt policies allowing conservation subdivision development*** patterns

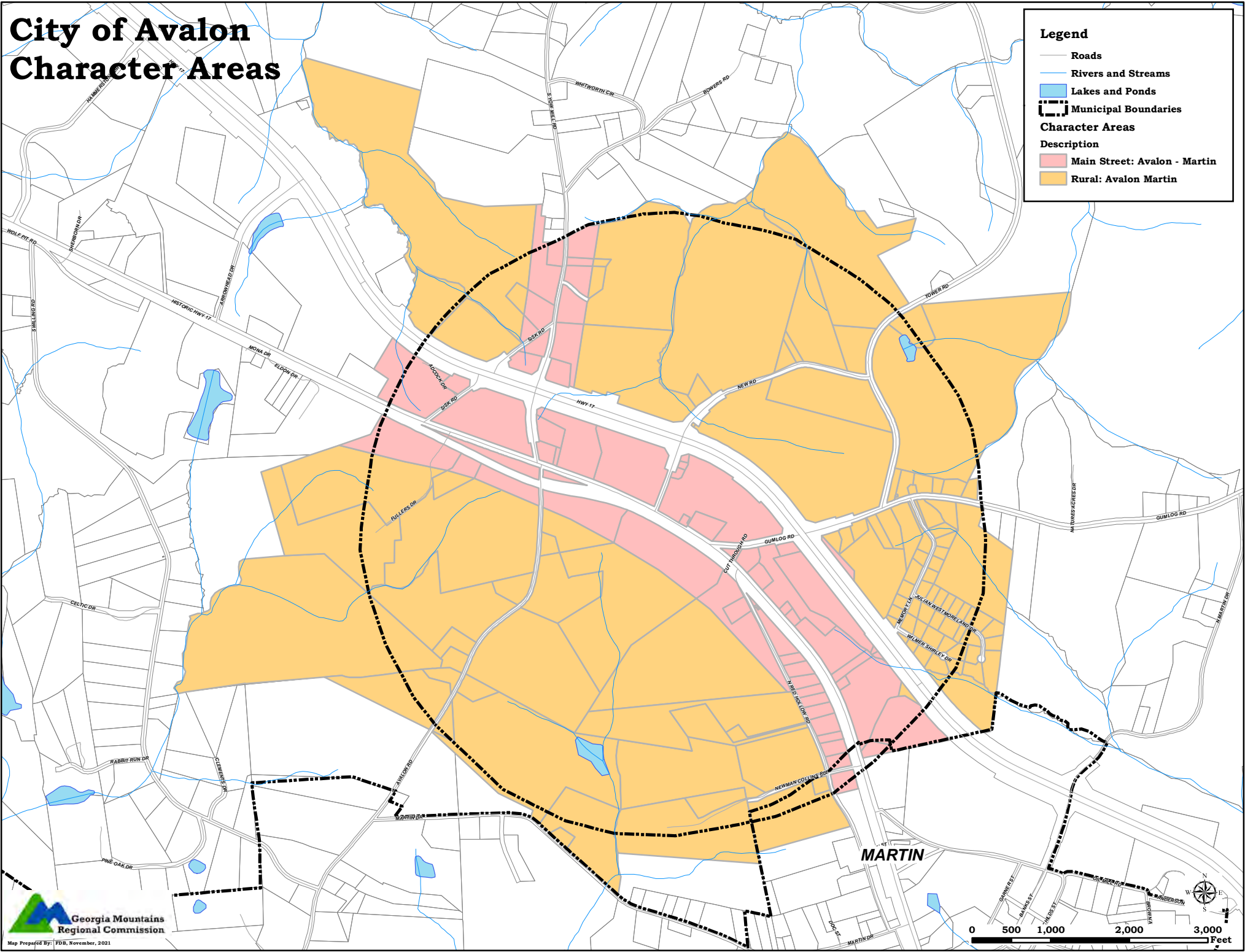
# Stephens County Character Areas



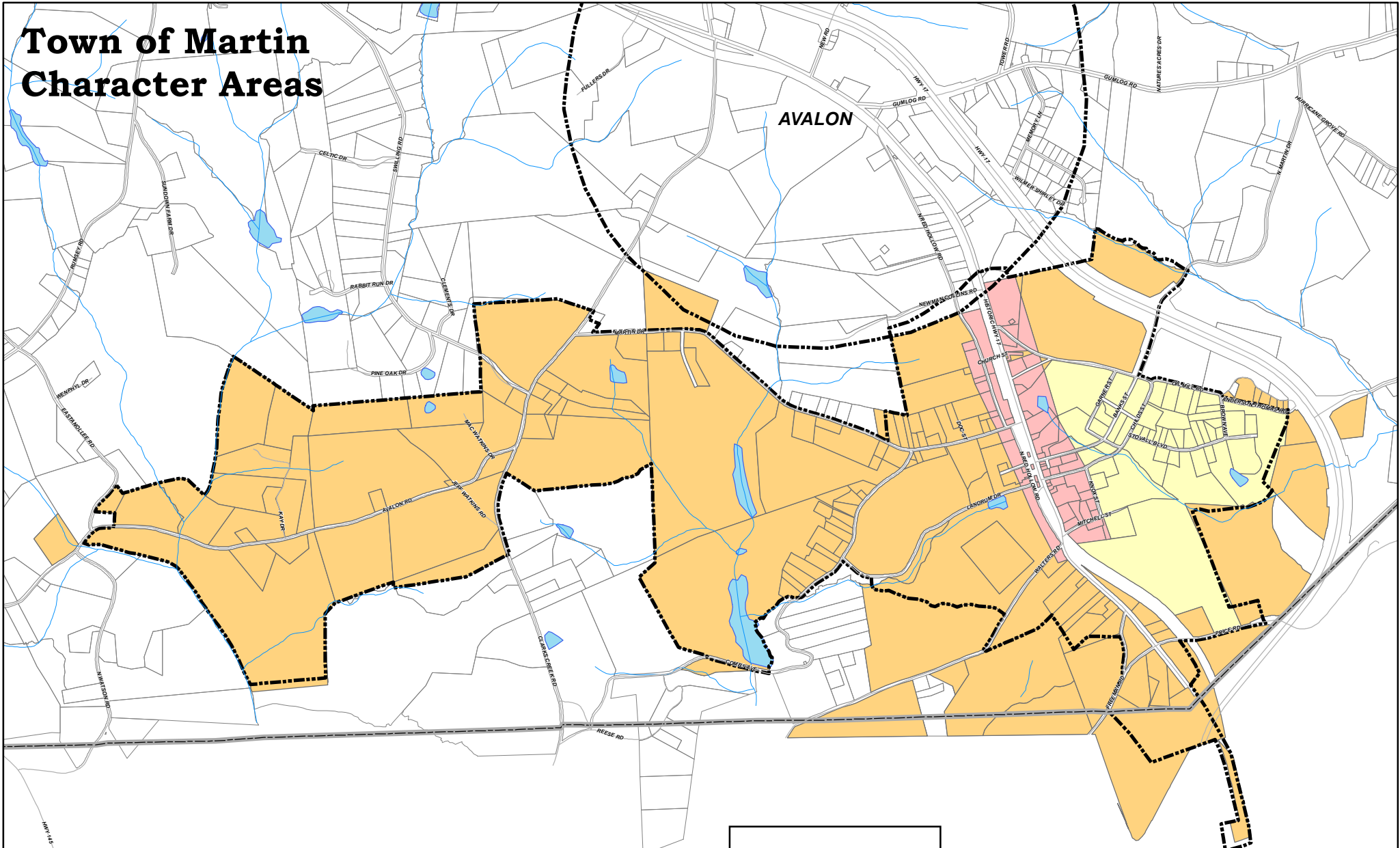
# City of Avalon Character Areas

**Legend**

-  Roads
-  Rivers and Streams
-  Lakes and Ponds
-  Municipal Boundaries
- Character Areas**
- Description**
-  Main Street: Avalon - Martin
-  Rural: Avalon Martin



# Town of Martin Character Areas



**Legend**

- Roads
- Rivers and Streams
- Lakes and Ponds
- ▭ County Boundary
- ▭ Municipal Boundaries

**Character Areas**

**Description**

- ▭ Martin Residential
- ▭ Main Street: Avalon - Martin
- ▭ Rural: Avalon - Martin



# IMPLEMENTATION PROGRAM

While the Future Development Map illustrates the physical conditions expressed within the Vision, 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.

The Implementation Program features four main components. For each community there are the following elements:

## **Community Needs and Opportunities**

These 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 issues and priorities of the community, the government and its partners can develop specific strategies that must be accomplished to fulfill the desired goals and objectives of the vision. It is critical that these issues 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 action plans.

## **Reports of Accomplishments**

This is the review of the Work Program (CWP) from the previous five years. As a new CWP is produced every five years, the items within the previous CWP 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 CWP where appropriate, while those items that have been postponed or cancelled must also include a reason for their status.

## **Community Work Program**

The third forward-thinking element of the Implementation Program is the CWP. 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.

*Note: Some items listed will explore assistance through the Georgia Mountains Regional Commission (GMRC) via their discretionary contract elements with the Department of Community Affairs (DCA). These items will include "DCA" under the list of potential funding sources.*

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

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.



***Stephens County – Needs and Opportunities***

<b>Needs &amp; Opportunities</b>	<b>Mitigation Strategies</b>
Need to protect local natural resources and preserve the area’s rural, agricultural character	<ul style="list-style-type: none"> <li>• Develop greenspace plan</li> <li>• Develop inventory of septic systems in the County</li> <li>• Support efforts to sustain local water quality (Policy)</li> </ul>
Need to improve broadband infrastructure and telecommunications services	<ul style="list-style-type: none"> <li>• Seek Broadband Ready designation</li> </ul>
Need to protect against conflicting land uses	<ul style="list-style-type: none"> <li>• Develop reference guide for architectural design</li> <li>• Coordinate with Cities to protect against conflicting land uses at boundaries</li> </ul>
Need to sustain high quality services and facilities	<ul style="list-style-type: none"> <li>• Implement departmental plans for Parks and Recreation, Fire Department, Emergency Management, and Sheriff’s Department. (Policy)</li> </ul>
Need to support development of affordable workforce housing	<ul style="list-style-type: none"> <li>• Develop Workforce/Starter housing strategic plan</li> </ul>

***Stephens County – Report of Accomplishments***

Action	Status	Comment
Review/Update Service Delivery Strategy	Complete	
Inventory broadband infrastructure and service areas in county	Complete	
Develop annual forum with Cities on education and employment conditions within the region	Postponed	Deferred as a priority
Develop telecom improvement plan with broadband providers, North Ga. Network and GDEcD	Cancelled	Resolved through other parties
Develop a septic system inventory database	Postponed	Deferred as a priority
Establishment of a beautification / Streetscape program for SR17	Postponed	Deferred as a priority
Develop monitoring report of code enforcement activity	Complete	
SUV for Fire Dept.	Complete	
Update traffic profile of SR17 corridor	Complete	
Performance review of code enforcement procedures and policies	Complete	
Adopt/Promote conservation design policies	Complete	
Develop bicycle and sidewalk/ pedestrian master plan (w/ Cities)	Postponed	Deferred for lack of funding
Review and update development regulations & ordinances	Complete	
Amend regulations to minimize parking demands.	Postponed	Deferred as a priority
Develop and implement a Greenspace Plan	Postponed	Deferred for lack of funding
Develop and implement a Parks and Recreation Master Plan	Complete	
Develop beautification plans for major arterials coming into Toccoa	Postponed	Deferred as a priority
Gear washing equipment at two locations	In Progress	
Rehab unit with trailer and equipment	Complete	
Upgrade radio system to provide proper coverage	Complete	
Develop Workforce/Starter housing strategic plan	Postponed	Deferred as a priority
Develop annual monitoring report of enforcement activity	Complete	
Establish/Utilize brownfield redevelopment incentives	Cancelled	Funding not awarded
Review/Amend requirements for septic systems	Complete	
Develop reference guide for architectural design	Postponed	Deferred as a priority
Develop report assessing all State listed waters in need of resource protection	Complete	
Update traffic profile of Big A Road corridor	Complete	
Station renovation (accommodate ladder truck)	Postponed	Deferred for lack of funding

**2021 Joint Comprehensive Plan  
Stephens County, Cities of Avalon and Martin**

<b>Action</b>	<b>Status</b>	<b>Comment</b>
Complete training center- Build pavilion, pave parking lot, restrooms	Postponed	Deferred for lack of funding
Update Comprehensive plan	Complete	
Start roadside clean-up campaign	In Progress	
Replace 2 brush trucks	In Progress	
Acquire or replace 3 aging Engines	Postponed	Deferred for lack of funding
Ladder Truck	Postponed	Deferred for lack of funding
Replace aging SCBA	Postponed	Deferred for lack of funding

***Stephens County – Work Program***

<b>Year</b>	<b>Action</b>	<b>Estimated Cost</b>	<b>Funding Source</b>	<b>Responsibility</b>
2022	Develop annual forum with Cities on education and employment conditions within the region	NA	NA	Cities, County, Dev. Auth., School Board
2022	Gear washing equipment at two locations	\$25,000	County	Fire Dept.
2022	Station renovation (accommodate ladder truck)	TBD	County, USDA	Fire Dept.
2022	Start roadside clean-up campaign	\$1,000	County, GDOT	County
2022	Replace 2 brush trucks	\$125,000	County	Fire Dept.
2023	Develop a septic system inventory database	\$1,000	DNR	County
2023	Develop bicycle and sidewalk/ pedestrian master plan (w/ Cities)	\$10,000	County, GDOT	County, Cities, GMRC
2023	Amend regulations to minimize parking demands.	NA	NA	County
2023	Develop and implement a Greenspace Plan	\$5,000	DNR	City, County, GMRC
2023	Develop Workforce/Starter housing strategic plan	\$10,000	DCA	Cities, County, GMRC
2023	Develop reference guide for architectural design	\$1,000	County	County
2023	Complete training center- Build pavilion, pave parking lot, restrooms	\$75,000	County, USDA	Fire Dept.
2023	Acquire or replace 3 aging Engines	\$350,000	SPLOST	Fire Dept.
2023	Ladder Truck	\$300,000	SPLOST	Fire Dept.
2023	Replace aging SCBA	\$200,000	County, AFG	Fire Dept.
2023	Purchase vehicle for EMA	\$35,000	SPLOST	County, EMA
2023	Senior Center upgrades	\$300,000	SPLOST	County
2024	Replace ambulances	\$750,000	SPLOST	County, EMA
2024	Establishment of a beautification / Streetscape program for SR17	\$1,000	County	County
2024	Develop beautification plans for major arterials coming into Toccoa	\$5,000	County	County
2025	Replace Sheriff vehicles	\$1,000,000	SPLOST	County, Sheriff
2025	Update County administration building	\$600,000	SPLOST	County
2025	Recreation Dept. upgrades	\$363,000	SPLOST	County, Parks and Rec
2026	Update Comprehensive plan	\$20,000	DCA	County, City, GMRC

*City of Avalon – Needs and Opportunities*

Needs & Opportunities	Mitigation Strategies
<ul style="list-style-type: none"> <li>• Need to monitor long-term plans for utilities and infrastructure in the region.</li> </ul>	<ul style="list-style-type: none"> <li>• Seek an annual report on sewer capacities and improvement plans in the county (Policy)</li> </ul>
<ul style="list-style-type: none"> <li>• Need to protect against conflicting land uses</li> </ul>	<ul style="list-style-type: none"> <li>• Review and update codes and ordinances (2022)</li> <li>• Coordinate with Martin and Stephens County to protect against conflicting land uses surrounding Avalon (2022)</li> </ul>
<ul style="list-style-type: none"> <li>• Desire for a City Park</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct park design workshop (2023)</li> <li>• Create conceptual park design and budget (2023)</li> <li>• Seek funds for park development (2023)</li> </ul>
<ul style="list-style-type: none"> <li>• Need signage for City Hall</li> </ul>	<ul style="list-style-type: none"> <li>• Create conceptual sign design and budget (2022)</li> </ul>
<ul style="list-style-type: none"> <li>• Railroad crossings need improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Obtain formal concept and work scope for improvement of RR intersections (2024)</li> <li>• Consult with GDOT over costs and timeline for modifications of RR intersections (2025)</li> </ul>
<ul style="list-style-type: none"> <li>• Desire to renovate/ reuse old mattress bldg. on Historic SR 17</li> </ul>	<ul style="list-style-type: none"> <li>• Develop conceptual bldg. restoration design and budget (2024)</li> <li>• Identify list of support resources for bldg. renovation (2024)</li> <li>• Develop marketing profile for renovated bldg. (2024)</li> </ul>
<ul style="list-style-type: none"> <li>• Need improvements along SR 328; Improve access to the lake/ Tugalo State Park</li> </ul>	<ul style="list-style-type: none"> <li>• Develop work scope of improvements to 328 corridor (2023)</li> <li>• Consult with GDOT over costs and timeline for modifications of RR intersections (2023)</li> </ul>

***City of Avalon – Report of Accomplishments***

Action	Status	Comment
Update Service Delivery Strategy	Complete	
Inventory broadband infrastructure and service areas in county	Complete	
Develop annual forum with Cities on education and employment conditions within the region	Postponed	Deferred as a priority
Develop telecom improvement plan with broadband providers, North Ga. Network and GDEcD	Cancelled	Resolved through other parties
Develop monitoring report of code enforcement activity	Postponed	Deferred as a priority
Performance review of code enforcement procedures & policies	Postponed	Deferred as a priority
Develop adaptive reuse plan for new City Hall	Complete	
Solicit GDOT guidance on improvement process	In Progress	
Adopt/Promote conservation design policies	In Progress	
Develop bicycle and sidewalk/ pedestrian master plan (w/ County)	Postponed	Deferred for lack of funding
Review and update development regulations & ordinances	In Progress	
Seek funding for facility improvements (City Hall)	Complete	
Collect traffic and accident data for SR17 intersections	Complete	
Develop improvement plan for SR17 intersection	Postponed	Deferred as a priority
Develop and implement a Greenspace Plan	Cancelled	Resolved through other parties; Demand for City Park remains
Develop a master plan for SR17 corridor & Main Street	Postponed	Deferred as a priority
Develop reference guide for architectural design (Main St.)	Cancelled	Not considered a priority
Update Comprehensive plan	Complete	
Develop and implement a Parks and Recreation Master Plan	Complete	Addressed by County
Develop streetscape improvements for Main Street	Postponed	Deferred for lack of funding
Perform study to identify possible business incubators along Main Street	Postponed	Deferred for lack of funding

***City of Avalon – Work Program***

<b>Year</b>	<b>Action</b>	<b>Estimated Cost</b>	<b>Funding Source</b>	<b>Responsibility</b>
2022	Develop monitoring report of code enforcement activity	NA	NA	City
2022	Develop annual forum with Cities on education and employment conditions within the region	NA	NA	Cities, County, Dev. Auth., School Board
2022	Performance review of code enforcement procedures & policies	NA	NA	City
2022	Solicit GDOT guidance on improvement process	NA	NA	City
2022	Adopt/Promote conservation design policies	\$1,000	City	City
2022	Review and update development regulations & ordinances	NA	NA	City
2022	Coordinate with Martin and Stephens County to protect against conflicting land uses	NA	NA	City
2022	Create conceptual sign design and budget	NA	NA	City
2023	Develop bicycle and sidewalk/ pedestrian master plan (w/ County)	\$10,000	County, GDOT	County, Cities, GMRC
2023	Develop improvement plan for SR17 intersection	TBD	GDOT	City, GDOT
2023	Develop a master plan for SR17 corridor & Main Street	\$5,000	DCA	Cities, GMRC
2023	Develop streetscape improvements for Main Street	TBD	SPLOST, Grants	City
2023	Conduct park design workshop	\$1,000	DCA	City, GMRC
2023	Create conceptual park design and budget	\$3,000	DCA	City, GMRC
2023	Seek funds for park development	NA	NA	City, GMRC
2023	Develop work scope of improvements to 328 corridor	\$1,000	GDOT	City, County, GMRC
2024	Perform study to identify possible business incubators along Main St.	TBD	GDED	City, Schools, GDED
2024	Obtain formal concept and work scope for improvement of RR intersections	\$1,000	GDOT	City, County, GMRC
2024	Develop conceptual bldg. restoration design and budget	\$1,000	HPD	City, GMRC
2024	Identify list of support resources for bldg. renovation	NA	NA	City, GMRC
2024	Develop marketing profile for renovated bldg	NA	City	City, GMRC, Dev. Auth.
2025	Consult with GDOT over costs and timeline for modifications of RR intersections	\$1,000	GDOT	City, County, GMRC
2026	Update Comprehensive Plan	\$10,000	DCA	County, City, GMRC

***City of Martin – Needs and Opportunities***

<b>Needs &amp; Opportunities</b>	<b>Mitigation Strategies</b>
<ul style="list-style-type: none"> <li>• Need to improve sidewalks throughout the city</li> </ul>	<ul style="list-style-type: none"> <li>• Develop pedestrian master plan, with schedule and budget for improvements</li> <li>• Seek funding for sidewalk improvements</li> </ul>
<ul style="list-style-type: none"> <li>• Continue with downtown beautification</li> </ul>	<ul style="list-style-type: none"> <li>• Develop overall streetscape design</li> <li>• Seek funding for streetscape improvements</li> <li>• Seek funding for property redevelopment</li> </ul>
<ul style="list-style-type: none"> <li>• Demand for a military memorial in City Park</li> </ul>	<ul style="list-style-type: none"> <li>• Develop and implement fundraising campaign for memorial</li> <li>• Solicit design ideas for memorial</li> </ul>
<ul style="list-style-type: none"> <li>• Need for sewer service in the area</li> </ul>	<ul style="list-style-type: none"> <li>• Seek funding for sewer development study</li> <li>• Confirm possible sewer service area in SDS update</li> <li>• Pursue agreement with Toccoa or Lavonia as sewer provider</li> </ul>
<ul style="list-style-type: none"> <li>• Continue to remove mobile homes/ trailers in the city</li> </ul>	Existing Policy
<ul style="list-style-type: none"> <li>• Need to update City ordinances</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct public review process of local ordinances</li> <li>• Update local ordinances</li> </ul>
<ul style="list-style-type: none"> <li>• Need for a broadband and telecommunications strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Consult with Georgie Municipal Association about broadband and telecommunications for small cities</li> <li>• Develop capital improvement plan for broadband and telecom.</li> </ul>
<ul style="list-style-type: none"> <li>• Potential for more film production in the City</li> </ul>	<ul style="list-style-type: none"> <li>• Seek “Camera Ready” designation</li> <li>• Develop catalog of existing sites and resources available for film production</li> </ul>
<ul style="list-style-type: none"> <li>• Lack of coordinated economic development</li> </ul>	<ul style="list-style-type: none"> <li>• Consult with Georgia Municipal Association, GMRC, and others in developing a formal economic development strategy</li> <li>• Annually review economic development strategy with local Chamber and Development Authority</li> <li>• Solicit report outlining potential for an incubator in Martin</li> </ul>
<ul style="list-style-type: none"> <li>• Potential for renovation of the old depot</li> </ul>	<ul style="list-style-type: none"> <li>• Work with GMRC or other party in creating a redevelopment plan for the depot</li> </ul>



***City of Martin – Report of Accomplishments***

Action	Status	Comment
Update Service Delivery Strategy	Complete	
Inventory broadband infrastructure and service areas in county	Complete	
Develop annual forum with Cities on education and employment conditions within the region	Postponed	Deferred as a priority
Develop telecom improvement plan with broadband providers, North Ga. Network and GDEcD	In Progress	2022
Develop monitoring report of code enforcement activity	In Progress	2022
Performance review of code enforcement procedures & policies	In Progress	2022
Develop adaptive reuse plan for new City Hall	Complete	
Seek funding for facility improvements (City Hall)	Complete	
Adopt/Promote conservation design policies	In Progress	2022
Develop bicycle and sidewalk/ pedestrian master plan (w/ County)	Postponed	Deferred for lack of funding 2023
Review and update development regulations & ordinances	In Progress	2022
Develop and implement a Greenspace Plan	Postponed	Deferred for lack of funding 2024
Develop and implement a Parks and Recreation Master Plan	Complete	Addressed by the County
Develop reference guide for architectural design (Residential)	Postponed	Deferred as a priority 2024
Develop reference guide for architectural design (Main St.)	Postponed	Deferred as a priority 2024
Develop a master plan for SR17 corridor & Main Street	Postponed	Deferred as a priority 2023
Update Comprehensive plan	Complete	
Solicit development study for increased residential capacity within the city	Postponed	2024
Explore options for new park space	In Progress	2022
Develop streetscape improvements for Main Street	In Progress	2022
Develop a “build-out” scenario for city	Postponed	Awaiting completion of residential study 2025

***City of Martin – Work Program***

<b>Year</b>	<b>Action</b>	<b>Estimated Cost</b>	<b>Funding Source</b>	<b>Responsibility</b>
2022	Develop telecom improvement plan with broadband providers, North Ga. Network and GDEcD	TBD	TBD	County, Dev. Auth. GDEcD
2022	Develop monitoring report of code enforcement activity	NA	NA	City
2022	Performance review of code enforcement procedures & policies	NA	NA	City
2022	Adopt/Promote conservation design policies	\$1,000	City	City
2022	Review and update development regulations & ordinances	NA	NA	City
2022	Explore options for new park space	NA	NA	City
2022	Develop streetscape improvements for Main Street	TBD	SPLOST, Grants	City
2023	Develop bicycle and sidewalk/ pedestrian master plan (w/ County)	\$10,000	County, GDOT	County, Cities, GMRC
2023	Develop a master plan for SR17 corridor & Main Street	\$5,000	DCA	Cities, GMRC
2024	Develop and implement a Greenspace Plan	\$5,000	DNR	Cities, County, GMRC
2024	Develop reference guide for architectural design (Residential)	\$1,000	City	Cities, GMRC
2024	Develop reference guide for architectural design (Main St.)	\$1,000	City	Cities, GMRC
2024	Solicit development study for increased residential capacity within the city	\$1,000	City	City
2025	Develop a “build-out” scenario for city	TBD	City	City
2026	Update Comprehensive plan	\$10,000	DCA	County, City, GMRC

## Policies, Long-Term Activities and Ongoing Programs

- Improve collaboration with regional and State groups, e.g. DCA's Office of Downtown Development, Georgia Council for the Arts, GA Trust, GMA, NE GA Travel Association
- Continue to improve quality of interaction between communities
- Maintain involvement with tri-county Development Authority
- Maintain or improve levels of service for all public facilities
- Maintain eligibility for Opportunity Zone status
- Support greater coordination among local industry, Toccoa Falls College, North Georgia Tech, and Stephens County School System
- Continue to expand greenspace
- Annually review USFS Wildfire Management Plan with first responders
- Support the USFS policy/activity within the National Forest and wildlife areas
- Update floodplain and environmental mapping data every 5 years
- Enforce State environmental laws and rules
- Promote the *Firewise* and *Fire Adapted Community* programs
- Limit expansion of sewer service in environmentally sensitive areas
- Develop and maintain long-term plans for all utilities and infrastructure
- Coordinate with Cities/County to protect against conflicting land uses at boundaries
- Annually review sewer capacities and improvement plans (Cities)
- Support the renovation/restoration of Camp Toccoa and affiliated properties as a tourism asset for the community and the region.
- Seek an annual report on sewer capacities and improvement plans in the county (Policy)
- Develop annual forum with Cities on education and employment conditions within the region

# APPENDICES

**Population and Demographic Profile**

**Area Labor Profile for Stephens County**

**Summary of Comprehensive Plan Survey Results**

**Sample Records of Public Involvement**

**Quality Community Objectives Assessment**

## Population and Demographic Profile



# Community Profile

Avalon Town, GA  
 Avalon Town, GA (1304392)  
 Geography: Place

Prepared by Esri

	Avalon town, ...
<b>Population Summary</b>	
2000 Total Population	191
2010 Total Population	213
2021 Total Population	207
2021 Group Quarters	0
2026 Total Population	205
2021-2026 Annual Rate	-0.19%
2021 Total Daytime Population	173
Workers	35
Residents	138
<b>Household Summary</b>	
2000 Households	79
2000 Average Household Size	2.42
2010 Households	85
2010 Average Household Size	2.51
2021 Households	82
2021 Average Household Size	2.52
2026 Households	82
2026 Average Household Size	2.50
2021-2026 Annual Rate	0.00%
2010 Families	58
2010 Average Family Size	2.97
2021 Families	61
2021 Average Family Size	2.87
2026 Families	60
2026 Average Family Size	2.88
2021-2026 Annual Rate	-0.33%
<b>Housing Unit Summary</b>	
2000 Housing Units	102
Owner Occupied Housing Units	64.7%
Renter Occupied Housing Units	12.7%
Vacant Housing Units	22.5%
2010 Housing Units	116
Owner Occupied Housing Units	44.0%
Renter Occupied Housing Units	29.3%
Vacant Housing Units	26.7%
2021 Housing Units	116
Owner Occupied Housing Units	51.7%
Renter Occupied Housing Units	19.8%
Vacant Housing Units	29.3%
2026 Housing Units	116
Owner Occupied Housing Units	51.7%
Renter Occupied Housing Units	19.0%
Vacant Housing Units	29.3%
<b>Median Household Income</b>	
2021	\$48,180
2026	\$51,075
<b>Median Home Value</b>	
2021	\$120,000
2026	\$154,167
<b>Per Capita Income</b>	
2021	\$21,798
2026	\$24,012
<b>Median Age</b>	
2010	41.1
2021	43.3
2026	45.5

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 16, 2021



# Community Profile

Avalon Town, GA  
 Avalon Town, GA (1304392)  
 Geography: Place

Prepared by Esri

## Avalon town, ...

### 2021 Households by Income

Household Income Base	83
<\$15,000	9.6%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	20.5%
\$50,000 - \$74,999	25.3%
\$75,000 - \$99,999	6.0%
\$100,000 - \$149,999	15.7%
\$150,000 - \$199,999	0.0%
\$200,000+	1.2%
Average Household Income	\$57,936

### 2026 Households by Income

Household Income Base	81
<\$15,000	8.6%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	12.3%
\$35,000 - \$49,999	18.5%
\$50,000 - \$74,999	25.9%
\$75,000 - \$99,999	6.2%
\$100,000 - \$149,999	18.5%
\$150,000 - \$199,999	0.0%
\$200,000+	1.2%
Average Household Income	\$64,764

### 2021 Owner Occupied Housing Units by Value

Total	60
<\$50,000	10.0%
\$50,000 - \$99,999	33.3%
\$100,000 - \$149,999	16.7%
\$150,000 - \$199,999	8.3%
\$200,000 - \$249,999	6.7%
\$250,000 - \$299,999	10.0%
\$300,000 - \$399,999	5.0%
\$400,000 - \$499,999	8.3%
\$500,000 - \$749,999	1.7%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$170,833

### 2026 Owner Occupied Housing Units by Value

Total	59
<\$50,000	6.8%
\$50,000 - \$99,999	27.1%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	10.2%
\$200,000 - \$249,999	8.5%
\$250,000 - \$299,999	13.6%
\$300,000 - \$399,999	6.8%
\$400,000 - \$499,999	10.2%
\$500,000 - \$749,999	1.7%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$195,339

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 16, 2021



# Community Profile

Avalon Town, GA  
Avalon Town, GA (1304392)  
Geography: Place

Prepared by Esri

## Avalon town, ...

2010 Population by Age	
Total	213
0 - 4	7.5%
5 - 9	4.2%
10 - 14	5.2%
15 - 24	15.5%
25 - 34	10.3%
35 - 44	11.3%
45 - 54	16.0%
55 - 64	10.8%
65 - 74	10.3%
75 - 84	7.0%
85 +	1.9%
18 +	77.9%
2021 Population by Age	
Total	209
0 - 4	5.7%
5 - 9	6.2%
10 - 14	6.2%
15 - 24	8.6%
25 - 34	13.9%
35 - 44	11.0%
45 - 54	13.4%
55 - 64	14.8%
65 - 74	13.4%
75 - 84	5.3%
85 +	1.4%
18 +	79.4%
2026 Population by Age	
Total	204
0 - 4	5.9%
5 - 9	5.4%
10 - 14	6.9%
15 - 24	9.8%
25 - 34	9.3%
35 - 44	12.3%
45 - 54	11.3%
55 - 64	16.2%
65 - 74	13.7%
75 - 84	7.8%
85 +	1.5%
18 +	77.9%
2010 Population by Sex	
Males	103
Females	110
2021 Population by Sex	
Males	99
Females	110
2026 Population by Sex	
Males	95
Females	109

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.





# Community Profile

Avalon Town, GA  
 Avalon Town, GA (1304392)  
 Geography: Place

Prepared by Esri

**Avalon town, ...**

<b>2010 Population by Race/Ethnicity</b>	
Total	213
White Alone	84.0%
Black Alone	10.3%
American Indian Alone	0.5%
Asian Alone	0.0%
Pacific Islander Alone	2.3%
Some Other Race Alone	0.0%
Two or More Races	2.8%
Hispanic Origin	0.9%
Diversity Index	29.6
<b>2021 Population by Race/Ethnicity</b>	
Total	206
White Alone	82.0%
Black Alone	13.1%
American Indian Alone	0.0%
Asian Alone	1.0%
Pacific Islander Alone	1.0%
Some Other Race Alone	0.5%
Two or More Races	2.4%
Hispanic Origin	2.9%
Diversity Index	35.5
<b>2026 Population by Race/Ethnicity</b>	
Total	205
White Alone	80.5%
Black Alone	12.7%
American Indian Alone	0.0%
Asian Alone	1.5%
Pacific Islander Alone	1.0%
Some Other Race Alone	1.0%
Two or More Races	3.4%
Hispanic Origin	3.9%
Diversity Index	38.6
<b>2010 Population by Relationship and Household Type</b>	
Total	213
In Households	100.0%
In Family Households	83.1%
Householder	27.2%
Spouse	21.1%
Child	28.2%
Other relative	4.2%
Nonrelative	2.3%
In Nonfamily Households	16.9%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 16, 2021



# Community Profile

Avalon Town, GA  
 Avalon Town, GA (1304392)  
 Geography: Place

Prepared by Esri

**Avalon town, ...**

<b>2021 Population 25+ by Educational Attainment</b>	
Total	152
Less than 9th Grade	3.3%
9th - 12th Grade, No Diploma	16.4%
High School Graduate	20.4%
GED/Alternative Credential	5.3%
Some College, No Degree	21.7%
Associate Degree	10.5%
Bachelor's Degree	17.1%
Graduate/Professional Degree	5.3%
<b>2021 Population 15+ by Marital Status</b>	
Total	169
Never Married	23.7%
Married	62.7%
Widowed	3.6%
Divorced	10.1%
<b>2021 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	72
Population 16+ Employed	95.8%
Population 16+ Unemployment rate	4.2%
Population 16-24 Employed	7.2%
Population 16-24 Unemployment rate	16.7%
Population 25-54 Employed	69.6%
Population 25-54 Unemployment rate	4.0%
Population 55-64 Employed	17.4%
Population 55-64 Unemployment rate	0.0%
Population 65+ Employed	5.8%
Population 65+ Unemployment rate	0.0%
<b>2021 Employed Population 16+ by Industry</b>	
Total	69
Agriculture/Mining	1.4%
Construction	4.3%
Manufacturing	18.8%
Wholesale Trade	4.3%
Retail Trade	15.9%
Transportation/Utilities	4.3%
Information	0.0%
Finance/Insurance/Real Estate	2.9%
Services	42.0%
Public Administration	5.8%
<b>2021 Employed Population 16+ by Occupation</b>	
Total	69
White Collar	34.8%
Management/Business/Financial	2.9%
Professional	11.6%
Sales	10.1%
Administrative Support	10.1%
Services	14.5%
Blue Collar	50.7%
Farming/Forestry/Fishing	1.4%
Construction/Extraction	2.9%
Installation/Maintenance/Repair	5.8%
Production	14.5%
Transportation/Material Moving	26.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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# Community Profile

Avalon Town, GA  
 Avalon Town, GA (1304392)  
 Geography: Place

Prepared by Esri

	<b>Avalon town, ...</b>
<b>2010 Households by Type</b>	
Total	85
Households with 1 Person	27.1%
Households with 2+ People	72.9%
Family Households	68.2%
Husband-wife Families	52.9%
With Related Children	22.4%
Other Family (No Spouse Present)	15.3%
Other Family with Male Householder	2.4%
With Related Children	1.2%
Other Family with Female Householder	12.9%
With Related Children	7.1%
Nonfamily Households	4.7%
All Households with Children	32.9%
Multigenerational Households	4.7%
Unmarried Partner Households	4.7%
Male-female	4.7%
Same-sex	0.0%
<b>2010 Households by Size</b>	
Total	85
1 Person Household	27.1%
2 Person Household	32.9%
3 Person Household	10.6%
4 Person Household	23.5%
5 Person Household	4.7%
6 Person Household	0.0%
7 + Person Household	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	85
Owner Occupied	60.0%
Owned with a Mortgage/Loan	29.4%
Owned Free and Clear	30.6%
Renter Occupied	40.0%
<b>2021 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	261
Percent of Income for Mortgage	10.5%
Wealth Index	47
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	116
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	213
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 16, 2021



# Community Profile

Avalon Town, GA  
Avalon Town, GA (1304392)  
Geography: Place

Prepared by Esri

## Avalon town, ...

### Top 3 Tapestry Segments

1. Rural Bypasses (10E)
- 2.
- 3.

### 2021 Consumer Spending

Apparel & Services: Total \$	\$105,909
Average Spent	\$1,291.57
Spending Potential Index	61
Education: Total \$	\$65,185
Average Spent	\$794.94
Spending Potential Index	46
Entertainment/Recreation: Total \$	\$190,382
Average Spent	\$2,321.73
Spending Potential Index	72
Food at Home: Total \$	\$338,938
Average Spent	\$4,133.39
Spending Potential Index	76
Food Away from Home: Total \$	\$204,126
Average Spent	\$2,489.34
Spending Potential Index	66
Health Care: Total \$	\$402,645
Average Spent	\$4,910.31
Spending Potential Index	79
HH Furnishings & Equipment: Total \$	\$123,025
Average Spent	\$1,500.31
Spending Potential Index	67
Personal Care Products & Services: Total \$	\$43,773
Average Spent	\$533.82
Spending Potential Index	59
Shelter: Total \$	\$857,858
Average Spent	\$10,461.68
Spending Potential Index	52
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$141,800
Average Spent	\$1,729.27
Spending Potential Index	72
Travel: Total \$	\$109,149
Average Spent	\$1,331.08
Spending Potential Index	53
Vehicle Maintenance & Repairs: Total \$	\$72,938
Average Spent	\$889.49
Spending Potential Index	80

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 16, 2021



# Community Profile

Martin Town, GA  
 Martin Town, GA (1350008)  
 Geography: Place

Prepared by Esri

	Martin town, ...
<b>Population Summary</b>	
2000 Total Population	341
2010 Total Population	381
2021 Total Population	372
2021 Group Quarters	1
2026 Total Population	370
2021-2026 Annual Rate	-0.11%
2021 Total Daytime Population	313
Workers	65
Residents	248
<b>Household Summary</b>	
2000 Households	137
2000 Average Household Size	2.49
2010 Households	147
2010 Average Household Size	2.59
2021 Households	144
2021 Average Household Size	2.58
2026 Households	143
2026 Average Household Size	2.58
2021-2026 Annual Rate	-0.14%
2010 Families	117
2010 Average Family Size	2.87
2021 Families	107
2021 Average Family Size	2.94
2026 Families	106
2026 Average Family Size	2.94
2021-2026 Annual Rate	-0.19%
<b>Housing Unit Summary</b>	
2000 Housing Units	161
Owner Occupied Housing Units	71.4%
Renter Occupied Housing Units	13.7%
Vacant Housing Units	14.9%
2010 Housing Units	182
Owner Occupied Housing Units	55.5%
Renter Occupied Housing Units	25.3%
Vacant Housing Units	19.2%
2021 Housing Units	183
Owner Occupied Housing Units	56.8%
Renter Occupied Housing Units	21.3%
Vacant Housing Units	21.3%
2026 Housing Units	183
Owner Occupied Housing Units	57.4%
Renter Occupied Housing Units	20.8%
Vacant Housing Units	21.9%
<b>Median Household Income</b>	
2021	\$48,171
2026	\$52,031
<b>Median Home Value</b>	
2021	\$119,444
2026	\$148,529
<b>Per Capita Income</b>	
2021	\$22,206
2026	\$24,503
<b>Median Age</b>	
2010	44.4
2021	42.9
2026	44.7

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 16, 2021



# Community Profile

Martin Town, GA  
Martin Town, GA (1350008)  
Geography: Place

Prepared by Esri

Martin town, ...

## 2021 Households by Income

Household Income Base	143
<\$15,000	9.8%
\$15,000 - \$24,999	10.5%
\$25,000 - \$34,999	11.9%
\$35,000 - \$49,999	19.6%
\$50,000 - \$74,999	25.2%
\$75,000 - \$99,999	6.3%
\$100,000 - \$149,999	15.4%
\$150,000 - \$199,999	0.0%
\$200,000+	1.4%
Average Household Income	\$59,553

## 2026 Households by Income

Household Income Base	142
<\$15,000	8.5%
\$15,000 - \$24,999	9.2%
\$25,000 - \$34,999	11.3%
\$35,000 - \$49,999	17.6%
\$50,000 - \$74,999	26.8%
\$75,000 - \$99,999	7.0%
\$100,000 - \$149,999	18.3%
\$150,000 - \$199,999	0.0%
\$200,000+	1.4%
Average Household Income	\$65,802

## 2021 Owner Occupied Housing Units by Value

Total	104
<\$50,000	10.6%
\$50,000 - \$99,999	32.7%
\$100,000 - \$149,999	17.3%
\$150,000 - \$199,999	9.6%
\$200,000 - \$249,999	5.8%
\$250,000 - \$299,999	9.6%
\$300,000 - \$399,999	5.8%
\$400,000 - \$499,999	6.7%
\$500,000 - \$749,999	1.9%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$167,548

## 2026 Owner Occupied Housing Units by Value

Total	103
<\$50,000	7.8%
\$50,000 - \$99,999	26.2%
\$100,000 - \$149,999	16.5%
\$150,000 - \$199,999	10.7%
\$200,000 - \$249,999	7.8%
\$250,000 - \$299,999	12.6%
\$300,000 - \$399,999	7.8%
\$400,000 - \$499,999	8.7%
\$500,000 - \$749,999	1.9%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$191,748

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 16, 2021



# Community Profile

Martin Town, GA  
 Martin Town, GA (1350008)  
 Geography: Place

Prepared by Esri

**Martin town, ...**

2010 Population by Age	
Total	381
0 - 4	4.7%
5 - 9	4.2%
10 - 14	5.5%
15 - 24	14.7%
25 - 34	9.7%
35 - 44	11.8%
45 - 54	16.0%
55 - 64	18.9%
65 - 74	10.2%
75 - 84	2.6%
85 +	1.6%
18 +	81.6%
2021 Population by Age	
Total	374
0 - 4	5.6%
5 - 9	6.4%
10 - 14	6.4%
15 - 24	8.8%
25 - 34	13.4%
35 - 44	11.5%
45 - 54	13.4%
55 - 64	14.7%
65 - 74	13.4%
75 - 84	5.1%
85 +	1.3%
18 +	78.6%
2026 Population by Age	
Total	371
0 - 4	5.7%
5 - 9	5.7%
10 - 14	6.5%
15 - 24	10.2%
25 - 34	9.7%
35 - 44	12.7%
45 - 54	11.1%
55 - 64	15.6%
65 - 74	13.5%
75 - 84	8.1%
85 +	1.3%
18 +	78.2%
2010 Population by Sex	
Males	178
Females	203
2021 Population by Sex	
Males	180
Females	194
2026 Population by Sex	
Males	174
Females	197

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Martin Town, GA  
 Martin Town, GA (1350008)  
 Geography: Place

Prepared by Esri

Martin town, ...

2010 Population by Race/Ethnicity	
Total	381
White Alone	83.5%
Black Alone	15.5%
American Indian Alone	0.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	0.5%
Hispanic Origin	1.6%
Diversity Index	30.2
2021 Population by Race/Ethnicity	
Total	373
White Alone	82.0%
Black Alone	12.3%
American Indian Alone	0.3%
Asian Alone	1.1%
Pacific Islander Alone	0.8%
Some Other Race Alone	0.8%
Two or More Races	2.7%
Hispanic Origin	3.2%
Diversity Index	35.1
2026 Population by Race/Ethnicity	
Total	371
White Alone	80.9%
Black Alone	12.1%
American Indian Alone	0.3%
Asian Alone	1.3%
Pacific Islander Alone	0.8%
Some Other Race Alone	1.1%
Two or More Races	3.5%
Hispanic Origin	3.8%
Diversity Index	37.7
2010 Population by Relationship and Household Type	
Total	381
In Households	100.0%
In Family Households	90.6%
Householder	30.7%
Spouse	23.1%
Child	29.9%
Other relative	4.5%
Nonrelative	2.4%
In Nonfamily Households	9.4%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 16, 2021





# Community Profile

Martin Town, GA  
 Martin Town, GA (1350008)  
 Geography: Place

Prepared by Esri

Martin town, ...

<b>2021 Population 25+ by Educational Attainment</b>	
Total	272
Less than 9th Grade	3.7%
9th - 12th Grade, No Diploma	16.2%
High School Graduate	21.3%
GED/Alternative Credential	5.5%
Some College, No Degree	21.0%
Associate Degree	10.3%
Bachelor's Degree	16.5%
Graduate/Professional Degree	5.5%
<b>2021 Population 15+ by Marital Status</b>	
Total	303
Never Married	23.4%
Married	62.7%
Widowed	3.6%
Divorced	10.2%
<b>2021 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	130
Population 16+ Employed	95.4%
Population 16+ Unemployment rate	4.6%
Population 16-24 Employed	7.3%
Population 16-24 Unemployment rate	18.2%
Population 25-54 Employed	69.4%
Population 25-54 Unemployment rate	4.4%
Population 55-64 Employed	17.7%
Population 55-64 Unemployment rate	0.0%
Population 65+ Employed	6.5%
Population 65+ Unemployment rate	0.0%
<b>2021 Employed Population 16+ by Industry</b>	
Total	124
Agriculture/Mining	1.6%
Construction	4.0%
Manufacturing	19.4%
Wholesale Trade	4.0%
Retail Trade	15.3%
Transportation/Utilities	4.8%
Information	0.0%
Finance/Insurance/Real Estate	3.2%
Services	41.9%
Public Administration	5.6%
<b>2021 Employed Population 16+ by Occupation</b>	
Total	120
White Collar	35.0%
Management/Business/Financial	4.2%
Professional	11.7%
Sales	9.2%
Administrative Support	10.0%
Services	16.7%
Blue Collar	48.3%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	2.5%
Installation/Maintenance/Repair	5.8%
Production	14.2%
Transportation/Material Moving	25.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 16, 2021



# Community Profile

Martin Town, GA  
Martin Town, GA (1350008)  
Geography: Place

Prepared by Esri

Martin town, ...

2010 Households by Type	
Total	147
Households with 1 Person	17.0%
Households with 2+ People	83.0%
Family Households	79.6%
Husband-wife Families	59.9%
With Related Children	15.0%
Other Family (No Spouse Present)	19.7%
Other Family with Male Householder	6.8%
With Related Children	4.1%
Other Family with Female Householder	12.9%
With Related Children	8.8%
Nonfamily Households	3.4%
All Households with Children	29.3%
Multigenerational Households	4.8%
Unmarried Partner Households	6.1%
Male-female	5.4%
Same-sex	0.7%
2010 Households by Size	
Total	147
1 Person Household	17.0%
2 Person Household	38.8%
3 Person Household	23.8%
4 Person Household	12.9%
5 Person Household	4.1%
6 Person Household	2.7%
7 + Person Household	0.7%
2010 Households by Tenure and Mortgage Status	
Total	147
Owner Occupied	68.7%
Owned with a Mortgage/Loan	36.7%
Owned Free and Clear	32.0%
Renter Occupied	31.3%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	265
Percent of Income for Mortgage	10.4%
Wealth Index	49
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	182
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%
2010 Population By Urban/ Rural Status	
Total Population	381
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 16, 2021



# Community Profile

Martin Town, GA  
 Martin Town, GA (1350008)  
 Geography: Place

Prepared by Esri

## Martin town, ...

### Top 3 Tapestry Segments

1. Rural Bypasses (10E)
2. Southern Satellites (10A)
- 3.

### 2021 Consumer Spending

Apparel & Services: Total \$	\$191,585
Average Spent	\$1,330.45
Spending Potential Index	63
Education: Total \$	\$118,853
Average Spent	\$825.36
Spending Potential Index	48
Entertainment/Recreation: Total \$	\$341,269
Average Spent	\$2,369.93
Spending Potential Index	73
Food at Home: Total \$	\$605,164
Average Spent	\$4,202.53
Spending Potential Index	77
Food Away from Home: Total \$	\$367,720
Average Spent	\$2,553.61
Spending Potential Index	67
Health Care: Total \$	\$720,947
Average Spent	\$5,006.58
Spending Potential Index	80
HH Furnishings & Equipment: Total \$	\$221,792
Average Spent	\$1,540.22
Spending Potential Index	68
Personal Care Products & Services: Total \$	\$79,372
Average Spent	\$551.20
Spending Potential Index	61
Shelter: Total \$	\$1,559,358
Average Spent	\$10,828.87
Spending Potential Index	54
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$254,562
Average Spent	\$1,767.79
Spending Potential Index	74
Travel: Total \$	\$199,143
Average Spent	\$1,382.93
Spending Potential Index	55
Vehicle Maintenance & Repairs: Total \$	\$129,992
Average Spent	\$902.72
Spending Potential Index	81

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 16, 2021



# Community Profile

Stephens County, GA  
 Stephens County, GA (13257)  
 Geography: County

Prepared by Esri

Stephens Coun...

<b>Population Summary</b>	
2000 Total Population	25,435
2010 Total Population	26,175
2021 Total Population	27,037
2021 Group Quarters	567
2026 Total Population	27,358
2021-2026 Annual Rate	0.24%
2021 Total Daytime Population	26,793
Workers	10,507
Residents	16,286
<b>Household Summary</b>	
2000 Households	9,951
2000 Average Household Size	2.46
2010 Households	10,289
2010 Average Household Size	2.49
2021 Households	10,678
2021 Average Household Size	2.48
2026 Households	10,822
2026 Average Household Size	2.48
2021-2026 Annual Rate	0.27%
2010 Families	7,236
2010 Average Family Size	2.96
2021 Families	7,370
2021 Average Family Size	2.98
2026 Families	7,426
2026 Average Family Size	2.98
2021-2026 Annual Rate	0.15%
<b>Housing Unit Summary</b>	
2000 Housing Units	11,652
Owner Occupied Housing Units	62.1%
Renter Occupied Housing Units	23.3%
Vacant Housing Units	14.6%
2010 Housing Units	12,662
Owner Occupied Housing Units	56.7%
Renter Occupied Housing Units	24.5%
Vacant Housing Units	18.7%
2021 Housing Units	13,240
Owner Occupied Housing Units	54.6%
Renter Occupied Housing Units	26.0%
Vacant Housing Units	19.4%
2026 Housing Units	13,434
Owner Occupied Housing Units	54.9%
Renter Occupied Housing Units	25.7%
Vacant Housing Units	19.4%
<b>Median Household Income</b>	
2021	\$50,775
2026	\$54,082
<b>Median Home Value</b>	
2021	\$127,862
2026	\$148,175
<b>Per Capita Income</b>	
2021	\$25,722
2026	\$28,410
<b>Median Age</b>	
2010	40.8
2021	43.0
2026	44.3

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 16, 2021



# Community Profile

Stephens County, GA  
Stephens County, GA (13257)  
Geography: County

Prepared by Esri

## Stephens Coun...

### 2021 Households by Income

Household Income Base	10,678
<\$15,000	14.2%
\$15,000 - \$24,999	11.6%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	12.0%
\$50,000 - \$74,999	21.4%
\$75,000 - \$99,999	9.7%
\$100,000 - \$149,999	14.5%
\$150,000 - \$199,999	2.4%
\$200,000+	2.9%
Average Household Income	\$65,117

### 2026 Households by Income

Household Income Base	10,822
<\$15,000	12.4%
\$15,000 - \$24,999	10.7%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	10.9%
\$50,000 - \$74,999	21.9%
\$75,000 - \$99,999	10.6%
\$100,000 - \$149,999	16.8%
\$150,000 - \$199,999	2.7%
\$200,000+	3.2%
Average Household Income	\$71,808

### 2021 Owner Occupied Housing Units by Value

Total	7,229
<\$50,000	11.3%
\$50,000 - \$99,999	27.7%
\$100,000 - \$149,999	19.7%
\$150,000 - \$199,999	17.4%
\$200,000 - \$249,999	9.0%
\$250,000 - \$299,999	4.4%
\$300,000 - \$399,999	5.5%
\$400,000 - \$499,999	2.1%
\$500,000 - \$749,999	2.3%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$159,261

### 2026 Owner Occupied Housing Units by Value

Total	7,376
<\$50,000	8.6%
\$50,000 - \$99,999	23.2%
\$100,000 - \$149,999	18.9%
\$150,000 - \$199,999	19.5%
\$200,000 - \$249,999	11.2%
\$250,000 - \$299,999	5.6%
\$300,000 - \$399,999	7.0%
\$400,000 - \$499,999	2.6%
\$500,000 - \$749,999	2.8%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$176,864

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 16, 2021



# Community Profile

Stephens County, GA  
Stephens County, GA (13257)  
Geography: County

Prepared by Esri

## Stephens Coun...

2010 Population by Age	
Total	26,175
0 - 4	6.2%
5 - 9	6.1%
10 - 14	6.4%
15 - 24	13.8%
25 - 34	10.8%
35 - 44	12.1%
45 - 54	14.4%
55 - 64	13.7%
65 - 74	9.6%
75 - 84	5.2%
85 +	1.8%
18 +	77.3%
2021 Population by Age	
Total	27,037
0 - 4	5.4%
5 - 9	5.9%
10 - 14	5.9%
15 - 24	11.6%
25 - 34	11.9%
35 - 44	11.4%
45 - 54	11.8%
55 - 64	14.2%
65 - 74	13.3%
75 - 84	6.6%
85 +	2.0%
18 +	79.7%
2026 Population by Age	
Total	27,358
0 - 4	5.3%
5 - 9	5.6%
10 - 14	6.0%
15 - 24	11.8%
25 - 34	10.1%
35 - 44	12.1%
45 - 54	11.3%
55 - 64	13.3%
65 - 74	14.0%
75 - 84	8.3%
85 +	2.3%
18 +	79.6%
2010 Population by Sex	
Males	12,528
Females	13,647
2021 Population by Sex	
Males	13,024
Females	14,013
2026 Population by Sex	
Males	13,218
Females	14,140

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Stephens County, GA  
 Stephens County, GA (13257)  
 Geography: County

Prepared by Esri

Stephens Coun...

2010 Population by Race/Ethnicity	
Total	26,175
White Alone	85.1%
Black Alone	10.9%
American Indian Alone	0.3%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.0%
Two or More Races	2.0%
Hispanic Origin	2.4%
Diversity Index	29.8
2021 Population by Race/Ethnicity	
Total	27,037
White Alone	82.8%
Black Alone	11.0%
American Indian Alone	0.4%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.7%
Two or More Races	3.2%
Hispanic Origin	4.2%
Diversity Index	35.9
2026 Population by Race/Ethnicity	
Total	27,358
White Alone	81.6%
Black Alone	10.9%
American Indian Alone	0.4%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.1%
Two or More Races	4.0%
Hispanic Origin	5.4%
Diversity Index	39.2
2010 Population by Relationship and Household Type	
Total	26,175
In Households	97.9%
In Family Households	84.2%
Householder	27.6%
Spouse	20.7%
Child	29.7%
Other relative	3.7%
Nonrelative	2.4%
In Nonfamily Households	13.7%
In Group Quarters	2.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	2.1%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 16, 2021



# Community Profile

Stephens County, GA  
 Stephens County, GA (13257)  
 Geography: County

Prepared by Esri

		Stephens Coun...
<b>2021 Population 25+ by Educational Attainment</b>		
Total		19,249
Less than 9th Grade		4.2%
9th - 12th Grade, No Diploma		12.1%
High School Graduate		29.7%
GED/Alternative Credential		8.4%
Some College, No Degree		15.8%
Associate Degree		6.9%
Bachelor's Degree		12.7%
Graduate/Professional Degree		10.1%
<b>2021 Population 15+ by Marital Status</b>		
Total		22,396
Never Married		26.0%
Married		55.6%
Widowed		7.4%
Divorced		11.1%
<b>2021 Civilian Population 16+ in Labor Force</b>		
Civilian Population 16+		11,722
Population 16+ Employed		92.4%
Population 16+ Unemployment rate		7.6%
Population 16-24 Employed		11.8%
Population 16-24 Unemployment rate		19.4%
Population 25-54 Employed		61.1%
Population 25-54 Unemployment rate		7.2%
Population 55-64 Employed		19.1%
Population 55-64 Unemployment rate		3.3%
Population 65+ Employed		8.0%
Population 65+ Unemployment rate		0.0%
<b>2021 Employed Population 16+ by Industry</b>		
Total		10,831
Agriculture/Mining		1.1%
Construction		7.6%
Manufacturing		21.3%
Wholesale Trade		3.3%
Retail Trade		9.7%
Transportation/Utilities		3.1%
Information		1.7%
Finance/Insurance/Real Estate		3.0%
Services		43.7%
Public Administration		5.4%
<b>2021 Employed Population 16+ by Occupation</b>		
Total		10,831
White Collar		48.3%
Management/Business/Financial		9.5%
Professional		19.6%
Sales		6.7%
Administrative Support		12.6%
Services		20.1%
Blue Collar		31.6%
Farming/Forestry/Fishing		0.1%
Construction/Extraction		5.4%
Installation/Maintenance/Repair		4.1%
Production		11.5%
Transportation/Material Moving		10.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 16, 2021





# Community Profile

Stephens County, GA  
 Stephens County, GA (13257)  
 Geography: County

Prepared by Esri

	Stephens Coun...
<b>2010 Households by Type</b>	
Total	10,289
Households with 1 Person	25.7%
Households with 2+ People	74.3%
Family Households	70.3%
Husband-wife Families	52.8%
With Related Children	20.0%
Other Family (No Spouse Present)	17.5%
Other Family with Male Householder	4.3%
With Related Children	2.4%
Other Family with Female Householder	13.2%
With Related Children	8.5%
Nonfamily Households	3.9%
All Households with Children	31.5%
Multigenerational Households	4.4%
Unmarried Partner Households	5.1%
Male-female	4.6%
Same-sex	0.6%
<b>2010 Households by Size</b>	
Total	10,289
1 Person Household	25.7%
2 Person Household	36.3%
3 Person Household	16.5%
4 Person Household	12.3%
5 Person Household	5.6%
6 Person Household	2.3%
7 + Person Household	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	10,289
Owner Occupied	69.8%
Owned with a Mortgage/Loan	40.1%
Owned Free and Clear	29.7%
Renter Occupied	30.2%
<b>2021 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	213
Percent of Income for Mortgage	10.6%
Wealth Index	60
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	12,662
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	40.0%
Rural Housing Units	60.0%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	26,175
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	41.4%
Rural Population	58.6%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Stephens County, GA  
 Stephens County, GA (13257)  
 Geography: County

Prepared by Esri

## Stephens Coun...

### Top 3 Tapestry Segments

1. Rural Bypasses (10E)
2. Small Town Simplicity (12C)
3. Southern Satellites (10A)

### 2021 Consumer Spending

Apparel & Services: Total \$	\$15,763,999
Average Spent	\$1,476.31
Spending Potential Index	70
Education: Total \$	\$10,616,735
Average Spent	\$994.26
Spending Potential Index	58
Entertainment/Recreation: Total \$	\$26,679,627
Average Spent	\$2,498.56
Spending Potential Index	77
Food at Home: Total \$	\$45,476,090
Average Spent	\$4,258.86
Spending Potential Index	78
Food Away from Home: Total \$	\$28,890,227
Average Spent	\$2,705.58
Spending Potential Index	71
Health Care: Total \$	\$55,230,109
Average Spent	\$5,172.33
Spending Potential Index	83
HH Furnishings & Equipment: Total \$	\$17,496,784
Average Spent	\$1,638.58
Spending Potential Index	73
Personal Care Products & Services: Total \$	\$6,686,043
Average Spent	\$626.15
Spending Potential Index	70
Shelter: Total \$	\$138,233,086
Average Spent	\$12,945.60
Spending Potential Index	64
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,941,522
Average Spent	\$1,867.53
Spending Potential Index	78
Travel: Total \$	\$17,564,641
Average Spent	\$1,644.94
Spending Potential Index	65
Vehicle Maintenance & Repairs: Total \$	\$9,601,476
Average Spent	\$899.18
Spending Potential Index	81

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 16, 2021

**Area Labor Profile for Stephens County**



Georgia

Area Labor Profile

Stephens

County



Updated: Aug 2021

Labor Force Activity - 2020

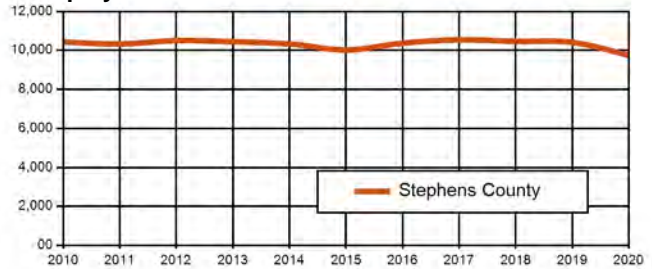
2020 ANNUAL AVERAGES

	Labor Force	Employed	Unemployed	Rate
Stephens	10,414	9,745	669	6.4%
Banks	9,778	9,359	419	4.3%
Franklin	9,892	9,308	584	5.9%
Habersham	18,691	17,675	1,016	5.4%
<b>Stephens Area</b>	<b>48,775</b>	<b>46,087</b>	<b>2,688</b>	<b>5.5%</b>
Georgia	5,072,155	4,741,191	330,964	6.5%
United States	160,742,000	147,795,000	12,947,000	8.1%
Oconee, SC	35,056	33,180	1,876	5.4%

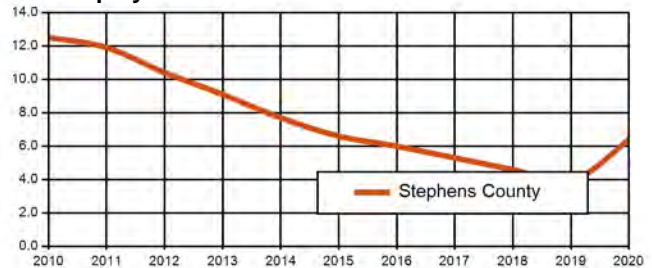
Note: This series reflects the latest information available. Labor Force includes residents of the county who are employed or actively seeking employment.

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

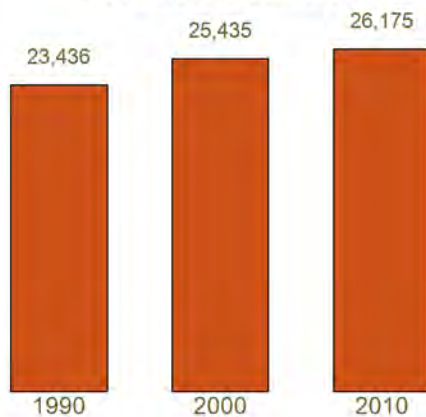
Employment Trends



Unemployment Rate Trends



Population Estimates



Population

	2010 Census	2020 Rank	2020 Estimate	% Change 2010-2020	2025 Projected*	% Change 2010-2025
<b>Stephens</b>	<b>26,175</b>	<b>73</b>	<b>26,107</b>	<b>-0.3</b>	<b>26,744</b>	<b>2.2</b>
City of Toccoa	8,491					
<b>Stephens Area</b>	<b>181,678</b>		<b>195,025</b>	<b>7.3</b>	<b>207,611</b>	<b>14.3</b>
Georgia	9,687,653		10,710,017	10.6	11,335,283	17.0
United States	308,745,538		329,484,123	6.7	349,439,199	13.2
Oconee, SC	71,983		80,015	11.2	87,500	21.6

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

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

# Industry Mix - 1st Quarter of 2021

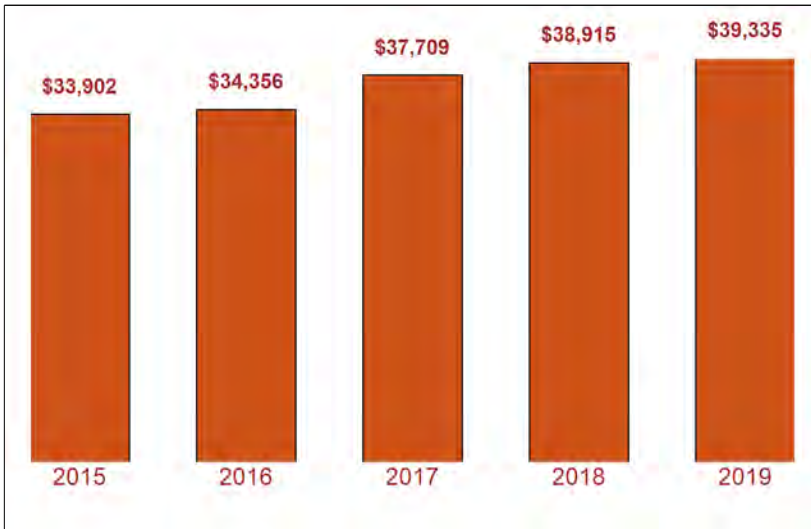
INDUSTRY	Stephens				Stephens Area			
	NUMBER OF FIRMS	EMPLOYMENT NUMBER	PERCENT	WEEKLY WAGE	NUMBER OF FIRMS	EMPLOYMENT NUMBER	PERCENT	WEEKLY WAGE
<b>Goods-Producing</b>	<b>107</b>	<b>2,475</b>	<b>30.4</b>	<b>844</b>	<b>415</b>	<b>8,834</b>	<b>26.7</b>	<b>908</b>
Agriculture, Forestry, Fishing and Hunting	5	39	0.5	629	45	808	2.4	974
Mining, Quarrying, and Oil and Gas Extraction	1	*	*	*	2	*	*	*
Construction	50	237	2.9	896	212	1,114	3.4	814
Manufacturing	51	2,188	26.9	841	156	6,892	20.8	915
Food	2	*	*	*	14	*	*	*
Beverage and Tobacco Product	1	*	*	*	1	*	*	*
Textile Mills	6	400	4.9	743	10	620	1.9	732
Wood Product	4	86	1.1	717	18	265	0.8	761
Paper	2	*	*	*	2	*	*	*
Printing and Related Support Activities	1	*	*	*	7	119	0.4	685
Petroleum and Coal Products	1	*	*	*	1	*	*	*
Chemical	2	*	*	*	4	297	0.9	1,113
Plastics and Rubber Products	3	*	*	*	8	703	2.1	825
Nonmetallic Mineral Product	3	8	0.1	309	7	41	0.1	661
Primary Metal	1	*	*	*	1	*	*	*
Fabricated Metal Product	9	189	2.3	861	37	863	2.6	855
Machinery	4	*	*	*	8	761	2.3	1,027
Transportation Equipment	1	*	*	*	8	314	0.9	866
Furniture and Related Product	9	648	8.0	837	14	677	2.0	827
Miscellaneous	2	*	*	*	11	750	2.3	1,613
Textile Product Mills	0	0	0.0	0	1	*	*	*
Apparel	0	0	0.0	0	2	*	*	*
Electrical Equipment, Appliance, and Component	0	0	0.0	0	2	*	*	*
<b>Service-Providing</b>	<b>424</b>	<b>4,119</b>	<b>50.6</b>	<b>750</b>	<b>1,854</b>	<b>18,159</b>	<b>54.9</b>	<b>677</b>
Utilities	0	*	*	*	6	172	0.5	2,022
Wholesale Trade	30	155	1.9	882	119	1,025	3.1	946
Retail Trade	105	1,259	15.5	530	430	4,486	13.6	536
Transportation and Warehousing	12	77	0.9	871	56	966	2.9	774
Information	6	82	1.0	1,410	26	539	1.6	1,007
Finance and Insurance	32	161	2.0	799	117	573	1.7	1,236
Real Estate and Rental and Leasing	15	76	0.9	2,623	57	178	0.5	1,529
Professional, Scientific, and Technical Services	36	130	1.6	781	149	520	1.6	800
Management of Companies and Enterprises	4	241	3.0	2,454	13	379	1.1	2,133
Administrative and Support and Waste Management and Remediation Services	34	261	3.2	547	148	1,053	3.2	549
Educational Services	2	*	*	*	14	999	3.0	722
Health Care and Social Assistance	65	674	8.3	761	221	2,377	7.2	800
Arts, Entertainment, and Recreation	7	98	1.2	416	23	245	0.7	406
Accommodation and Food Services	38	542	6.7	290	214	3,831	11.6	310
Other Services (except Public Administration)	38	164	2.0	658	139	724	2.2	688
<b>Unclassified - industry not assigned</b>	<b>29</b>	<b>19</b>	<b>0.2</b>	<b>803</b>	<b>122</b>	<b>92</b>	<b>0.3</b>	<b>987</b>
<b>Total - Private Sector</b>	<b>560</b>	<b>6,613</b>	<b>81.2</b>	<b>786</b>	<b>2,269</b>	<b>26,993</b>	<b>81.6</b>	<b>753</b>
<b>Total - Government</b>	<b>26</b>	<b>1,528</b>	<b>18.8</b>	<b>810</b>	<b>145</b>	<b>6,105</b>	<b>18.4</b>	<b>772</b>
Federal Government	4	63	0.8	1,132	24	226	0.7	1,039
State Government	9	76	0.9	717	51	739	2.2	758
Local Government	13	1,389	17.1	801	70	5,140	15.5	762
<b>ALL INDUSTRIES</b>	<b>586</b>	<b>8,141</b>	<b>100.0</b>	<b>790</b>	<b>2,414</b>	<b>33,097</b>	<b>100.0</b>	<b>756</b>
<b>ALL INDUSTRIES - Georgia</b>					<b>329,450</b>	<b>4,374,238</b>		<b>1,198</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 1st Quarter of 2021.

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

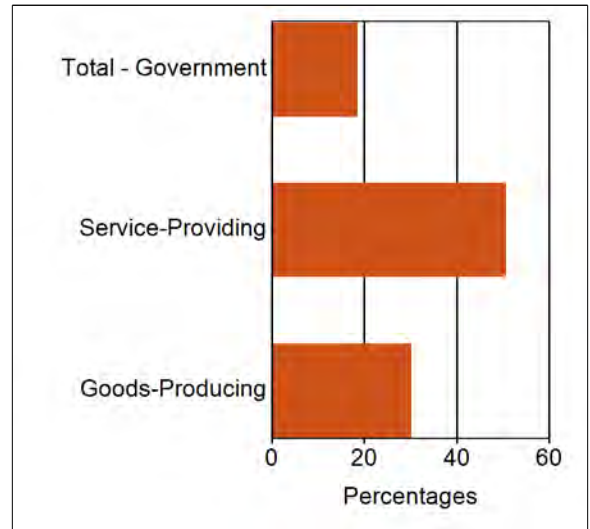
## Stephens Per Capita Income

Source: U.S. Bureau of Economic Analysis



## Stephens Industry Mix 2021

Source: See Industry Mix data on Page 2.



## Top Ten Largest Employers - 2021\*

### Stephens

1st Franklin Financial Corporation  
 American Woodmark Corporation  
 GEM Southeast, Inc.  
 Heritage Healthcare of Toccoa, LLC  
 Ingles Markets, Inc.  
 Nifco Ktw America Corporation  
 Patterson Pump Co  
 Sage Automotive Interiors  
 Toccoa Falls College  
 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 First Quarter of 2021. Employers are listed alphabetically by area, not by the number of employees.

Source: Georgia Department of Labor

### Stephens Area

Autozoners, Inc.  
 Carry-On Trailer, Inc.  
 Ethicon, Inc.  
 Fieldale Farms Corporation  
 GEM Southeast, Inc.  
 Ingles Markets, Inc.  
 Piedmont College  
 St Marys Sacred Heart Hospital, Inc.  
 Walmart  
 Walmart

### COUNTY

Franklin  
 Franklin  
 Habersham  
 Habersham  
 Stephens  
 Habersham  
 Habersham  
 Franklin  
 Stephens  
 Habersham

## Education of the Labor Force

### Stephens Area

### PERCENT DISTRIBUTION BY AGE

	PERCENT OF TOTAL	PERCENT DISTRIBUTION BY AGE				
		18-24	25-34	35-44	45-64	65+
Elementary	8.7%	2.5%	9.7%	6.0%	6.4%	18.3%
Some High School	16.0%	16.6%	14.9%	15.0%	15.3%	18.8%
High School Grad/GED	37.6%	40.3%	32.3%	39.0%	40.1%	34.4%
Some College	19.5%	36.5%	20.5%	17.5%	16.9%	13.3%
College Grad 2 Yr	5.0%	1.7%	8.8%	5.7%	5.0%	3.5%
College Grad 4 Yr	8.4%	2.4%	9.2%	10.5%	10.3%	6.7%
Post Graduate Studies	4.9%	0.0%	4.7%	6.4%	6.0%	5.0%
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



	<b>PUBLIC SCHOOLS</b>	<b>PRIVATE SCHOOLS*</b>	<b>TOTAL</b>
Banks	204	--	204
Franklin	248	--	248
Habersham	432	--	432
Stephens	235	--	235
<b>Stephens Area</b>	<b>1,119</b>	<b>--</b>	<b>1,119</b>

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

### Stephens Area

#### Banks

Milledgeville Campus (Satellite campus of Central Georgia Technical College) [www.centralgatech.edu](http://www.centralgatech.edu)

#### Franklin

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

#### Habersham

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

#### Stephens

Currahee Campus (Satellite campus of North Georgia Technical College) [www.northgatech.edu](http://www.northgatech.edu)  
 Toccoa Falls College [www.tfc.edu](http://www.tfc.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°	30	50	42	66.7	-16.0
Administrative Assistant and Secretarial Science, General	39	26	32	-33.3	23.1
Allied Health and Medical Assisting Services, Other°	7	6	6	-14.3	0.0
Autobody/Collision and Repair Technology/Technician°	17	31	19	82.4	-38.7
Automobile/Automotive Mechanics Technology/Technician°	41	23	69	-43.9	200.0
Child Care Provider/Assistant°	7	108	31	1442.9	-71.3
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°	4	30	23	650.0	-23.3
Cosmetology/Cosmetologist, General°	68	90	81	32.4	-10.0
Criminal Justice/Safety Studies	27	26	28	-3.7	7.7
Culinary Arts/Chef Training	18	18	9	0.0	-50.0
Electrician°	39	51	56	30.8	9.8
Emergency Medical Technology/Technician (EMT Paramedic)°	46	84	28	82.6	-66.7
Environmental Control Technologies/Technicians, Other	6	9	11	50.0	22.2
Food Preparation/Professional Cooking/Kitchen Assistant°	12	26	11	116.7	-57.7
Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/°	46	75	66	63.0	-12.0
Industrial Mechanics and Maintenance Technology°	15	1	14	-93.3	1300.0
Licensed Practical/Vocational Nurse Training	28	34	32	21.4	-5.9
Lineworker°	59	62	61	5.1	-1.6
Machine Shop Technology/Assistant°	15	30	19	100.0	-36.7
Mechanic and Repair Technologies/Technicians, Other	7	4	5	-42.9	25.0
Medical Insurance Coding Specialist/Coder°	11	1	15	-90.9	1400.0
Medical Office Assistant/Specialist°	7	10	9	42.9	-10.0
Medical/Clinical Assistant	39	14	33	-64.1	135.7
Network and System Administration/Administrator°	13	25	25	92.3	0.0
Pharmacy Technician/Assistant	8	7	8	-12.5	14.3
Professional, Technical, Business, and Scientific Writing°	6	2	4	-66.7	100.0
Truck and Bus Driver/Commercial Vehicle Operator and Instructor°	21	22	32	4.8	45.5
Web Page, Digital/Multimedia and Information Resources Design	6	1	4	-83.3	300.0
Welding Technology/Welder°	142	172	57	21.1	-66.9

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

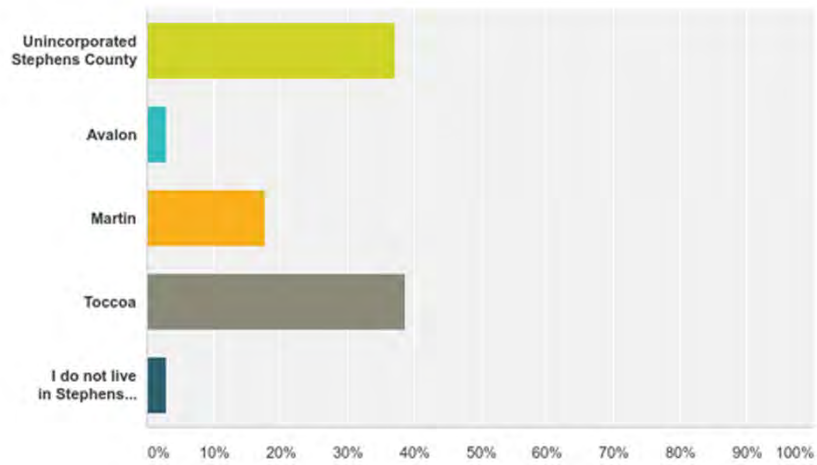
\*Data shown represents Annual 2018, 2019, and 2020.

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



**Summary of Comprehensive Plan Survey Results**

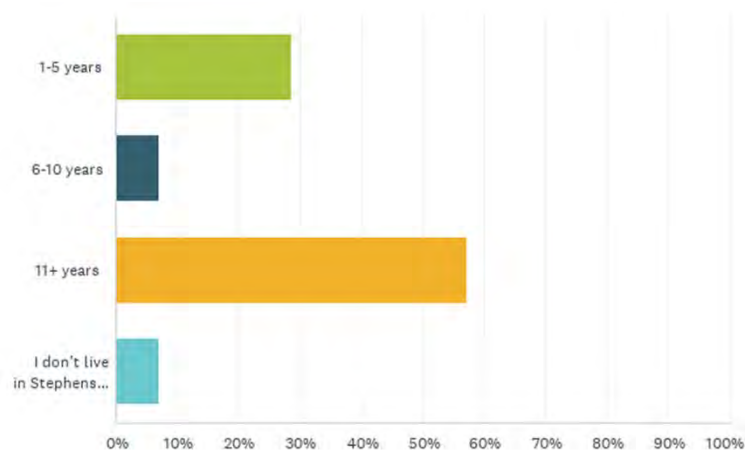
### Q1: I am a resident in:



Powered by SurveyMonkey

1

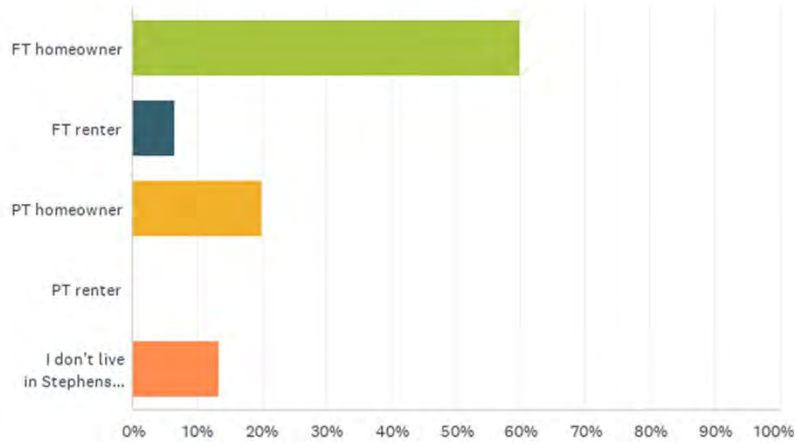
### Q2: How long have you lived within Stephens County?



Powered by SurveyMonkey

2

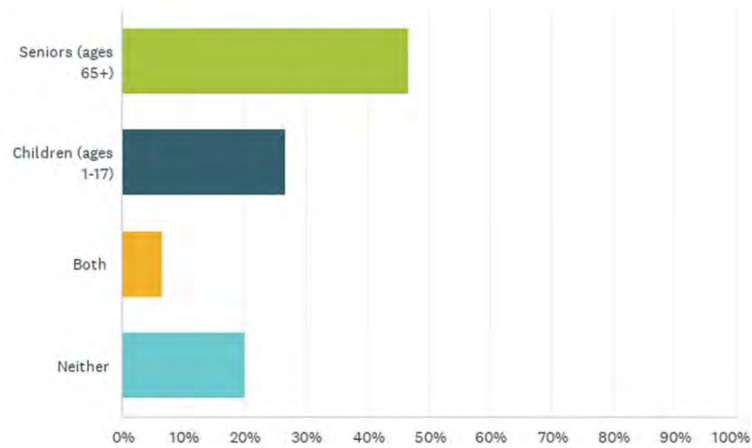
**Q3: What is your housing status? (FT = Full time resident. PT = Part time resident)**



Powered by SurveyMonkey

3

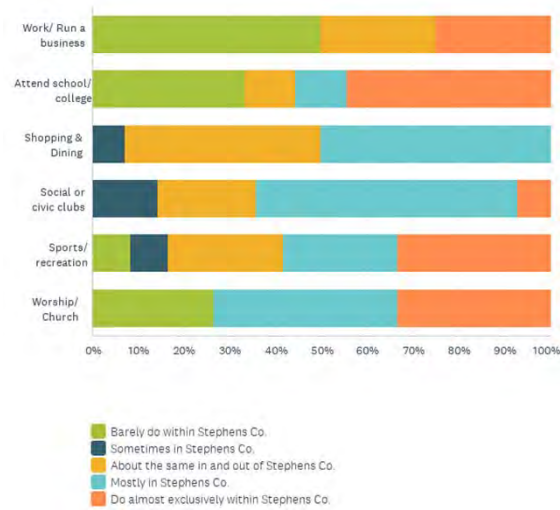
**Q4: Do you have any seniors or children in your household?**



Powered by SurveyMonkey

4

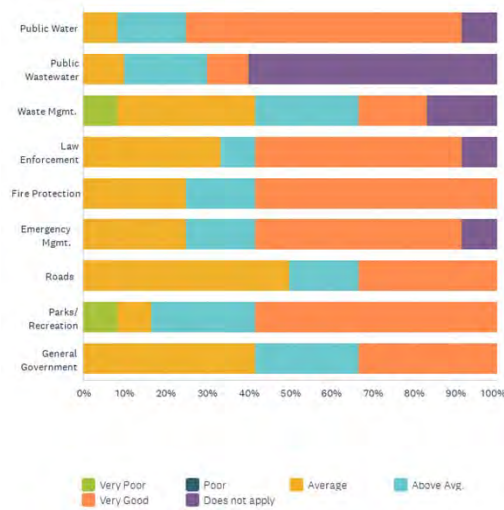
### Q5: How frequently do you do these activities within Stephens County?



Powered by SurveyMonkey

5

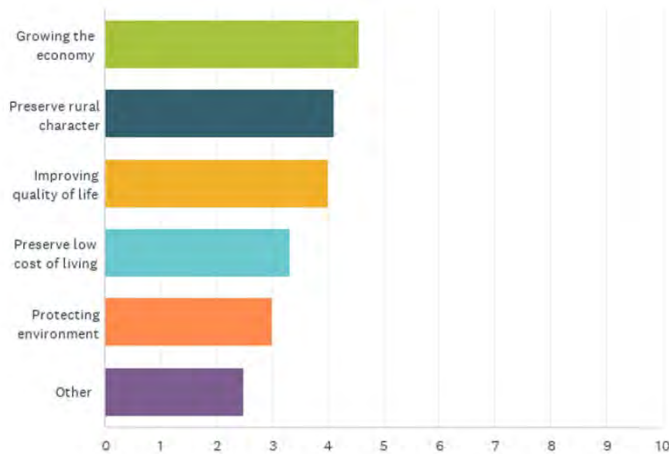
### Q6: On a scale of 1 (Very poor) to 5 (Very good), please rate your satisfaction with the following services:



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6

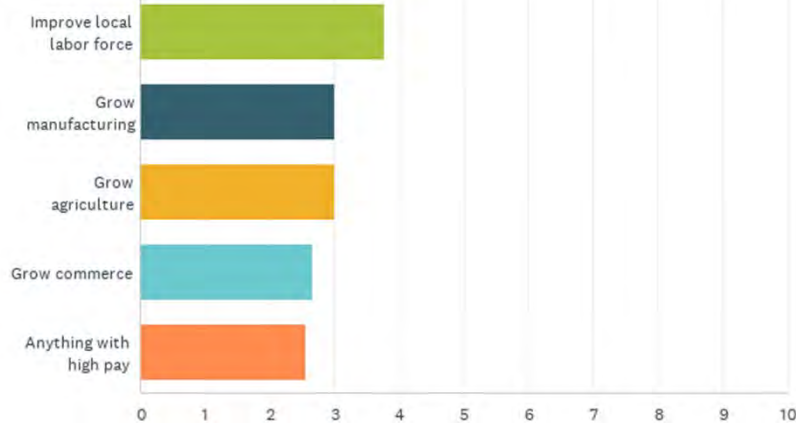
**Q14: Please rank the following issues in terms of priority, with #1 being the most important:**



Powered by SurveyMonkey

7

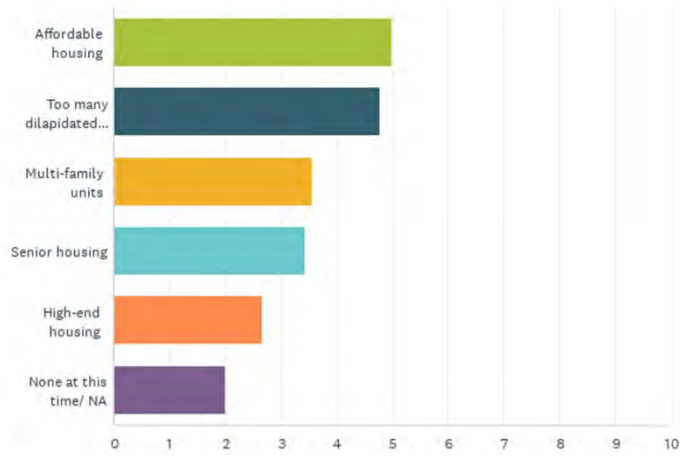
**Q16: Please rank the following economic development priorities for Stephens County, with #1 being the most important.**



Powered by SurveyMonkey

8

**Q17: Please rank the following housing priorities for Stephens County, with #1 being the most important.**



Powered by  SurveyMonkey

**Sample Records of Public Involvement**

STEPHENS COUNTY COMPREHENSIVE PLAN  
STAKEHOLDER MEETING/ PUBLIC FORUM

Martin City Hall ~ 5:30 PM - Monday, July 19, 2021

*Please Sign In*

Name

Name

Jonny Stovall

Clay Blank

Andrea Pair

Donald Foster

Hawk G. Reifman

Roger Lamy

Suzi Stovall

Shanelle Cole

DAWN McCall



**Agenda**  
**November 14, 2021**

**Call meeting to order**

- Approve Minutes of October 18, 2021

**Public Participation:**

- Adam Hazell Georgia Mtns Regions - Comprehensive Plan Update

**New/Old Business:**

- Set Date for Budget Hearing - December Meeting (December 20, 2021)
- Bank Street Culvert

**Water System Update:**

- Test Well Site Update

Executive Session (if needed)

Adjourn

STEPHENS COUNTY COMPREHENSIVE PLAN  
PUBLIC FORUM

Stephens Co. Courthouse ~ 7:00 PM – Tuesday, 8/17/21

*Please Sign In*

Name

Name

Van Leskosti

George Bright

James C Odum

STEPHENS COUNTY COMPREHENSIVE PLAN  
COMMITTEE MTG. / PUBLIC FORUM

Avalon City Hall ~ 7:00 PM – Monday, 8/23/21

*Please Sign In*

Name

*Dianne Barnes*

*Linda Deso*

*Bearse Deon*

*My Cullin*

*Popson*

Name

# GMRC to hold two public meetings <sup>+ to ccoa record 8/12</sup>

The Georgia Mountains Regional Commission (GMRC) is assisting Stephens County and the municipalities of Avalon and Martin with the update of their Joint Comprehensive Plan.

This is the state-required document that helps shape and coordinate local work programs

for the local governments.

Throughout this process there will be several public meetings and opportunities for public input, all open to residents from throughout the county.

The next meetings scheduled for this process are as follows:

• Tuesday, Aug. 17 – Stephens County Courthouse, 7 p.m.

• Monday, Aug. 23, – Avalon City Hall, 7 p.m.

• Thursday, Sept. 2 – Stephens County Courthouse 7 p.m.

As part of this process there is also brief online survey asking people to

give their thoughts on select issues and priorities for the city.

This survey will be accessible through Sept. 3, and is open to anyone with a vested interest in the area.

Anyone wishing to participate should visit <https://www.surveymonkey.com/r/6B5T9RP>.

## Comprehensive plan meeting scheduled for July 19 in Martin

*to ccoa record 7/18/14*  
The Georgia Mountains Regional Commission (GMRC) is assisting Stephens County and the municipalities of Avalon and Martin with the update of their Joint Comprehensive Plan.

The plan is a state-required document that helps shape and coordinate local work programs for the local governments.

Throughout this process there will be several public meetings and opportunities for public

input, all open to residents from throughout the county.

The first meeting will be held at Martin City Hall on Monday, July 19, at 6 p.m. More meetings will follow throughout August and early September.

As part of this process there is also brief online survey asking people to give their thoughts on select issues and priorities for the city.

This survey will be accessible through Aug. 13

and is open to anyone with a vested interest in the area.

Anyone wishing to participate should visit <https://www.surveymonkey.com/r/6B5T9RP>.

This link and a copy of the current plan will be found on the county's web site by Friday, July 9.

For more information about the public involvement process, contact Adam Hazell at the GMRC at 738-538-2617 or [ahazell@gmrc.ga.gov](mailto:ahazell@gmrc.ga.gov).

## 2021 Joint Comprehensive Plan Stephens County, Cities of Avalon and Martin

Stephens County Registrar's Office at 706-886-8954.

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### Georgia Mountains Regional Commission invites public input for update of the *Stephens County Joint Comprehensive Plan*

August 9, 2021

**GAINESVILLE** - The Georgia Mountains Regional Commission (GMRC) is assisting Stephens County and the municipalities of Avalon and Martin with the update of their Joint Comprehensive Plan, the State required document that helps shape and coordinate local work programs for the local governments.

Throughout this process there will be several public meetings and opportunities for public input, all open to residents from throughout the county. The next meetings scheduled for this process are as follows:

August 17, 2021	7:00 PM	Stephens County Courthouse
Sept. 2, 2021	7:00 PM	Stephens County Courthouse

As part of this process there is also a brief online survey asking people to give their thoughts on select issues and priorities for the city. This survey will be accessible through September 3rd, 2021 and is open to anyone with a vested interest in the area. Anyone wishing to participate should visit <https://www.surveymonkey.com/r/6BST9RP>.

Any questions about the public involvement process can be directed to Adam Hazell at the GMRC as listed above.

[View Meeting Handout](#)   [View Current Joint Comprehensive Plan](#)

## Quality Community Objectives Assessment

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

### 1. 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.

*While committed to retaining a rural atmosphere, the County and Cities, together with their partners, are equally committed to securing the economic viability of the region going forward. Economic prosperity enables individuals, households and communities to be stronger, and provide better for each other. The governments support the local Chamber of Commerce and the Industrial Development Authority as part of ongoing efforts to foster economic development for the community. The governments also maintain contact with the Georgia Mountains Regional Commission and the State for pursuit of assistance and outside funding opportunities in support of economic development opportunities.*

### 2. 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.

*The County and the Cities recognize the value of their location as part of “The Gateway to the Mountains” and the impact of their agrarian and military heritage. The governments maintain contact with the Georgia Mountains Regional Commission and the Department of Natural Resources to work for the protection and promotion of natural and cultural resources in the area. The governments also employ policies and practices related to State Vital Areas, National Wetland Inventory (FIRM) data and other applicable sources to monitor and enforce the preservation of environmentally sensitive areas.*

### 3. 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.

*Through this planning process, ongoing efforts to update area mapping, and regular communication with each other, the County and Cities work to ensure local development policies support sustainable development that enables economic growth while managing local resources, utilities and infrastructure.*

#### **4. 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, 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.

*Through this planning process and ongoing coordination among emergency responders, and through regular communication with other stakeholders (such as the regional hospital), the Cities and Stephens County work together to ensure the community is properly poised to prevent, manage and respond to growth pressures and natural and man-made hazards.*

#### **5. 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.

*The County and the Cities recognize the value of their location as part of "The Gateway to the Mountains" and the impact of their agrarian and military heritage. The governments maintain contact with the Georgia Mountains Regional Commission and the Department of Natural Resources to work for the protection and promotion of natural and cultural resources in the area. The governments also employ policies and practices related to State Vital Areas, National Wetland Inventory (FIRM) data and other applicable sources to monitor and enforce the preservation of environmentally sensitive areas. The Cities of Avalon and Martin will also be diligent in their efforts to foster more unique and appropriate rural main street settings at the heart of their communities.*

#### **6. 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.

*The County and Cities actively coordinate with each other and Toccoa in maintaining their local Service Delivery Strategy and SPLOST program, and participate with the Georgia Mountains Regional Commission and other appropriate regional organizations. The governments also maintain regular contact with various State Departments to ensure knowledge of, and access to, their programs and resources. The Cities and County are considered active partners in regional activities and do not feel threatened or adversely impacted by any regional partners.*

#### **7. 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; promoting programs to provide housing for residents of all socioeconomic backgrounds, including affordable mortgage finance options; instituting programs to address homelessness issues in the community; or coordinating with local economic development programs to ensure availability of adequate workforce housing in the community.

*Stephens County policies encourage higher density housing to locate in accordance with utility capacity, but not necessarily within or adjacent to the cities. However, the County and the Cities all understand the need to raise the profile of the future housing stock, both to ensure the quality of life for area residents but also to ensure the communities' sustainable appeal to businesses for economic growth. All local governments will hone their policies to monitor the health of the existing supply, foster restoration/renovation where needed and possible, and encourage viable workforce housing among newer development.*

### **8. 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.

*Neither Stephens County nor the cities provide any form of sponsored public transit service. There is minimal service through State sponsored rural transit vans and shuttle programs. This will be reevaluated in 2018 once the Georgia Mountains Regional Transit Plan is completed and provides additional information about possible multi-jurisdictional programs.*

### **9. Educational Opportunities**

Make educational and training opportunities readily available to enable all community residents to improve their job skills, adapt to technological advances, manage their finances, 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; instituting programs to improve local graduation rates; expanding vocational education programs; or coordinating with local economic development programs to ensure an adequately trained and skilled workforce.

*The County and Cities work with the Stephens County School Board to ensure access for quality primary and secondary educational facilities and programs for area residents. The governments also work with other partners to ensure access to viable post-secondary resources such as Toccoa Falls College, North Georgia Technical College (with its Toccoa campus), and other area educational institutions.*

### **10. 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, including the disabled; instituting programs to improve public safety; promoting programs that foster better health and fitness; or otherwise providing all residents the opportunity to improve their circumstances in life and to fully participate in the community.

*The governments work with Stephens County Hospital, St. Mary's Hospital in Lavonia and the Stephens County Health Department to ensure access for quality health care facilities and programs for area*