



COMPREHENSIVE PLAN

2019 UPDATE

Prepared by the Northeast Georgia Regional Commission



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Chapter
Introduction

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**“Where are we?
Where do we want to
go?
How will we get
there?”**

PURPOSE

This comprehensive plan serves as a decision-making guide for local government officials and community leaders. Based on input from the public and a steering committee, the plan identifies needs and opportunities, goals and policies, land-use practices, and an implementation framework for key elements.

PROCESS

The Comprehensive Plan process follows the Rules of the Georgia Department of Community Affairs (“DCA”), O.C.G.A. Chapter 110-12-1-.01, Minimum Standards and Procedures for Local Comprehensive Planning, effective October 1, 2018. The DCA rules state that the Comprehensive Plan consists of the following distinct components:

NEEDS AND OPPORTUNITIES

An analysis of the community’s needs and opportunities will help determine the existing conditions of the city. This will assist the community in identifying the issues that it needs to address and the opportunities on which it can capitalize.

COMMUNITY GOALS

Through public and committee meetings, the City’s vision, goals, and policies are developed to determine the community’s future direction. As a part of this component, policies are identified to assist in making decisions that are consistent with community goals.

LAND-USE

Character Areas, or focused geographic areas with special conditions or needs, are defined. This will help determine which parts of the community are to be enhanced or preserved and how to guide planning and zoning policies in the future.

BROADBAND SERVICES

Each local government must include an action plan for the promotion or the deployment of broadband services by broadband service providers into underserved areas within its jurisdiction. The comprehensive plan should contemplate and seek to implement this element in a manner which stresses the importance of broadband as a necessary utility.

COMMUNITY WORK PROGRAM

The final component of the comprehensive plan, the Community Work Program, outlines steps and strategies for achieving the community’s goals and implementing its plans. The Work Program will include a short term work plan, identifying priority projects, potential collaborations, and funding strategies.

PUBLIC INVOLVEMENT

NEGRC’S ROLE

The Northeast Georgia Regional Commission’s Planning and Government Services Division oversaw the development of the 2019 update for the City of Arcade, including facilitating public hearings and public input meetings.

PUBLIC INPUT AND STEERING COMMITTEE

The 2019 update of Arcade’s Comprehensive Plan was driven by public involvement. The planning process began with a community engagement effort at the local Azalea Festival, held April 27, 2019. Surveys from this event and a matching online survey provided a base list of needs and opportunities present within the community. A public hearing and input meeting were held on June 12, 2019. The Steering Committee and the public were invited to participate in a SWOT analysis and secondary questionnaire during the meeting. A second public input meeting was held at City Hall on July 8, 2019. For those who were not able to attend, an online survey was available and advertised through the City’s social media platforms.

In addition to gathering public input, a work session was held with the Steering Committee (a group of stakeholders representing various interests in Arcade). This Committee provided valuable feedback, guidance, and recommendations about the comprehensive plan and served the integral role of guiding the plan as a document representative of Arcade’s vision.

REVIEW PROCESS

As dictated by the DCA’s new rules for comprehensive planning, the City must transmit the plan to the Northeast Georgia Regional Commission (NEGRC) when all required components are complete. The transmittal must also include the community’s certification that it

has considered both the Regional Water Plan and the Rules for Environmental Planning Criteria. Following transmittal, the NEGRC and the DCA concurrently review the plan. Once the DCA has determined the plan’s compliance status with the Minimum Standards and Procedures, Arcade’s City Council must adopt the approved plan. Adoption must occur at least 60 days, but no more than one year, after submittal to the NEGRC for review.



Chapter 2
Needs & Opportunities

COMMUNITY OVERVIEW

The City of Arcade is located in Jackson County, Georgia, and has a population of approximately 1,893. The community is expected to grow at an annual growth rate of 0.65% between 2018-2023, which is slightly slower than the annual growth rates predicted for Jackson County (1.62%) and the State of Georgia (1.03%) (ESRI BAO). In comparison to the rest of Jackson County, Arcade has a similar demographic composition. Arcade's largest age cohort are 45-54, with a racial composition of 81.8% white and 13.3% Black. The median household income is \$52,336, and 74.5% of households are owner-occupied. However, unlike the rest of the county, half of Arcade residents live in mobile homes (ESRI BAO). According to Stakeholder input, there is an opportunity to increase the development of affordable, permanent homes and renting options.

Arcade residents have a higher high school graduation rate (30%) and a lower unemployment rate (2.5%) than the rest of Jackson County. However, 7.9% of the population earns an income at or below the 50th-percentile of the poverty level (ESRI BAO). This indicates that Arcade has a large population that is employed, but that higher income opportunities may be lacking. According to the American Community Survey, half of Arcade residents work within Jackson County, but the majority commute outside the city limits.

The city prides itself on its small-town, country feel and its proximity to urban areas, such as Gainesville and Athens. Arcade has numerous bike and horse

trails nearby, as well as the Arcade City Park that is regularly used by residents and currently undergoing renovations. Although participants at the public input meetings noted that the city has good qualities, they also identified several needs for the community to address. The following section will present needs and opportunities identified through the Strengths, Weakness, Opportunities, and Threats (SWOT) analysis and two community questionnaires.

NEEDS AND OPPORTUNITIES

The needs and opportunities of Arcade are identified below in the following categories: Population, Economic Development, Cultural and Historical Resources, Natural Resources, Community Facilities and Services, Transportation, Housing, Land Use, and Intergovernmental Coordination.

POPULATION

- Recent development interests propose bringing up to 6,000 new single-family homes to the city. As a result, infrastructure needs will increase; therefore, the City's responsibility to anticipate and manage those needs will also increase.
- Arcade's exclusion of property taxes creates a need to balance retail / business to generate sales tax revenue to support demand on city services and infrastructure.

- An increasing population will create new planning priorities regarding housing options, recreation opportunities, and social service needs.
- An increasing population will create new opportunities for retail / business to develop.

between pedestrian-oriented and auto-oriented commercial development by exploring development opportunities for a city commercial center relative to the Activity Center, Town Center, and Highway Commercial character areas. This will promote a variety of urban experiences, a sense of place, and sales tax revenue.

- Arcade should establish and maintain key entry points into the city as “Gateways” and research how to enhance community identity and communicate an intentional structure for development placement.
- US-129 and proximity to mid-sized cities provide opportunities for light industrial / commercial agriculture developments.

ECONOMIC DEVELOPMENT

- The city has limited employment opportunities relative to its residential population. The City should recruit businesses to provide a more equitable balance of housing, employment opportunities, retail, and services.
- Arcade should try to create a balance

- *Ample developable property with large lots*
- *Access to a major state thoroughfare (US-129)*
- *Small-town feel*
- *Local government has strong financial stability*
- *Rural lifestyle*

S

- *Lack of fire hydrants along Ramblers Inn Road*
- *Lack of access to high speed internet providers / options*
- *Low public involvement*
- *Difficulty maintaining business presence*
- *Lack of infrastructure*

W

- *Attract businesses via US-129 and I-85 access*
- *Revitalize low-income areas*
- *Develop a new public park*
- *Attract a development focused on senior citizen housing*
- *Develop City water / sewer infrastructure*

O

- *Lack of recycling service*
- *Fast-paced suburban growth*
- *Local opposition to growth*
- *Lack of City-owned water services*

T

NATURAL, CULTURAL AND HISTORIC RESOURCES

- The City should discourage development within environmentally sensitive areas, such as floodplains, wetlands, steep slopes, and wildlife habitat areas.
- The City should protect water resources and water quality through enforcement of stormwater, erosion, stream bank, and septic tank ordinances.
- Existing trends of low-density residential infill on one-acre lots will consume more land per household unit and may limit the accessibility of the remaining woodlands, pastures, stream corridors, and steep slopes that are included in one-acre lots to private use. Arcade needs to balance the effects of large new residential developments to the local appeal of a rural character.
- Stakeholders noted Arcade's proud, yet unknown, history. Investments in historic interpretation could help communicate significant attributes of the community.
- Members of the community have expressed interest in continuing to host community events such as the Azalea Festival, as well as preserving the Veteran's Memorial at the Municipal Building.

COMMUNITY FACILITIES AND SERVICES

- The City should identify the ownership status and location of all local infrastructure (water, sewer, road, internet, etc.), then determine how active their role in managing / expanding those systems should be.

- Due to limited local infrastructure, the City's zoning and development regulations should require new development to contribute to local infrastructure needs related to growth.
- Financial capacity for funding new infrastructure facilities and expanding existing ones should be determined.
- A more balanced and productive commercial sales tax base is needed to fund appropriate facilities to serve the needs of the local population and employment. A sustainable commercial retail district will help provide a larger, predictable tax revenue source.
- Post- Arcade City Park renovations, the City should focus on a program for the newly updated facilities.
- No community center is available; residents must rely on nearby City of Jefferson. Future development of a community center attached to City Hall or Arcade City Park would help to provide amenities for residents.
- Arcade should work closely with local and regional solid waste management entities to improve recycling options for its residents.

TRANSPORTATION

- Investments in bike and pedestrian transportation infrastructure should be supported as part of the City's economic development initiatives.
- The City should identify the preferred character of roadways in Arcade to ensure that transportation design is consistent with surrounding land uses and neighborhood character.

- The City should conduct traffic studies of local intersections with significant levels of service issues and plan roadway and signal improvements to address safety concerns and congestion.
- A “Complete Streets” approach to roadway design should be adopted to accommodate multiple modes of transportation, including pedestrians, bicycles, automobiles, and rural transit.
- The City should encourage connectivity through multiple access points and small-block grid design in the road layout of new residential neighborhoods.
- Access management techniques should be encouraged on major roads to limit the number of curb cuts and driveways.
- Transportation projects and streetscapes should accommodate disabled and elderly persons and meet ADA design standards.

HOUSING

- The City should encourage the renovation of substandard housing along its major thoroughfares and declining neighborhoods.
- The City currently has no options for attached housing, such as townhomes, condominiums, mixed-use, and apartments. Combined with a centralized commercial center, these housing types could help offset any sprawling growth pressures and preserve undeveloped land / rural character in the remaining parts of the city. The City should coordinate housing development with town center planning to provide medium-density and Traditional

Neighborhood Development (TND) near mixed-use amenities.

- Single-family, large lot developments will not address all future housing needs. Zoning and development regulations should accommodate the anticipated mix of diverse housing needs.
- Special needs for seniors, smaller households, low-income, and moderate-income households are expected to increase throughout the next two decades. The City may desire to attract a senior housing development or other similar activity to ensure that the needs of the elderly population are addressed.

LAND USE

- Aesthetics, signage, and streetscapes should be improved at key gateways into the city.
- The City should consider “place-making” strategies in order to develop a vibrant town center that serves as a community focal point.
- The City should encourage the development of an employment center and mixed-use activity center at an appropriate intersection.
- Higher-density housing options, such as townhomes, should be promoted in conjunction with a town center in order to support pedestrian-oriented retail and services. This will also help preserve and protect peripheral undeveloped land.
- Traditional Neighborhood Development principles should be encouraged in order to make neighborhoods more pedestrian

52%

**HOUSING STOCK
COMPRISED OF
MOBILE HOMES**

*U.S. Census Bureau, 2012-2016
American Community Survey:
Housing Summary*

friendly and encourage community interaction.

- Land-use decisions should complement future water and sewer infrastructure, where possible.
- Appropriate design and signage standards can support the City's efforts to rehabilitate unattractive areas.

INTERGOVERNMENTAL COORDINATION

- Future land uses and infrastructure development within the city limits should be closely coordinated between the City and the County. The City should participate in bi-annual meetings with the County to discuss infrastructure and development opportunities.
- The City should maintain service delivery agreements with the County as long as the value provided by the County meets the desires of the City's residents.



2019 Azalea Festival

Chapter 3
Vision, Goals & Policies

VISION

“Down-to-Earth citizenry” with a “quiet, rural character”

The City of Arcade is an attractive, rural community, located in Northeast Georgia, offering a quiet, peaceful setting without being too far from urban amenities. The city hosts recreational opportunities for all ages and a safe environment to raise a family. Most notably, Arcade has a wonderful park system and a unique, non-corporatized center. A strong sense of community and affordable living give the city a laid-back atmosphere where residents of all ages and income levels can connect.

GOALS & POLICIES

The following list of goals and policies are designed to be a framework for guiding growth and development in the City of Arcade in a manner consistent with the community’s vision. The goals are general statements that describe what the City wishes to achieve over the next five to ten years. The related policies are specific strategies that describe how the City will work to accomplish their stated goals. The goals and policies were developed by a community review of Arcade’s 2014 Comprehensive Plan to determine if the list of goals and associated policies were still relevant. Additional development strategies for each identified Character Area are identified and discussed further in the Land Use component.

Goals & Policies carried over / revised are indicated with an asterisk ().*

***1. We will support programs that create and retain businesses that are appropriate for Arcade’s economic growth.**

- Target specific industries that will have a high probability of success and are appropriate for Arcade’s economy, real estate options, workforce, and incentives.
- Work with Jackson County Chamber of Commerce, the Alliance for Economic Development, NEGRC, and other organizations to encourage expansion and retention of jobs.

- Identify locations within Arcade and areas adjacent to the city where businesses can be encouraged to locate or relocate.
- Apply for Broadband Ready Community Status and seek strategic opportunities to expand broadband infrastructure appropriate for private sector needs.

2. We will invest in infrastructure enhancements to support residential needs, commercial growth, and emergency services.

- Encourage the development of water and sewer infrastructure by engaging in public-private partnerships.
- Pursue grants and County partnership mechanisms that can help the City bolster infrastructure capacity.
- Generate tax revenue by promoting new commercial development.
- Install fire hydrants at targeted streets and intersections in need.

***3. As growth occurs, we will accommodate our diverse population by encouraging an appropriate mixture of housing types and employment opportunities.**

- Improve mobility and access to-and-from jobs and other destinations by synchronizing future land use, transportation, and capital improvement plans.
- Encourage opportunities for mixed-income housing to better serve the housing needs of the community.


***4. We will encourage development whose design, landscaping, lighting, signage, and amenities complement Arcade's rural character and add value to our community.**

- Develop unified standards for way-finding and landscaping along major transportation corridors.
- Encourage development that utilizes the value of our existing transportation infrastructure, rather than fragmented development in undeveloped areas.
- Establish a recognizable transition from the developed areas of the city to the less-developed areas.

5. We will seek ways to expand community recreation facilities and programs to promote health and wellness among residents.

- Facilitate family-based recreation programs, such as organized sports at Arcade City Park.
- Create a community center for events, non-profit services, and community meetings.
- Create a bicycle and/or pedestrian network of trails to promote active lifestyles.
- Connect Arcade City Park to adjacent open spaces and public areas.

Chapter
Land Use

A large, semi-transparent brown number '4' is positioned in the background, partially overlapping the text 'Chapter' and 'Land Use'.

LAND USE

The Land Use Chapter includes a brief review of existing land uses in the City of Arcade and a discussion of future development policies with a corresponding Character Area Map. The revised Georgia DCA planning standards provide for flexibility in land use planning methods. Local governments are provided the opportunity to highlight future development policies in the form of a future land use map or through “character area” designations. The character area methodology requires land use planning that includes generalized land use categories with implementation policies and appropriate zoning designations associated with each category. Character area-based land use planning has provided mixed-use district categories and a simplified method of engaging with the public on land use decisions. For the Arcade 2019 Comprehensive Plan Update, the character area methodology has been selected. The character area map descriptions herein serve to guide the regulation of land use and zoning in Arcade. Updates to the 2019 Comprehensive Plan include newly annexed land and a more finely tuned location of a future Town Center and Employment Center.

ZONING

The table below highlights the existing zoning distribution within the City of Arcade. The purpose of the below analysis is to gain a clear understanding of the existing setting and how it is set to grow. This will assist the City with decisions on how to cater future growth to Arcades’ setting.

Arcade Zoning Classification by Area		
Zoning	Acres	% of Total
Agricultural	471	8.4%
Commercial	52	0.9%
Total Residential	1,872	33.5%
R-1	153	2.7%
Rural Residential	1,719	30.7%
Office-Institutional	5	0.001%
Light Industrial	6	0.001%
Planned Community Development	1,728	30.9%
Planned Commercial Farm District	1,462	26.1%
TOTAL	5,596	100%

The zoning distribution in Arcade is an accurate indicator of the existing land use. The majority of development has been of low-density, single-family homes and farms with a small commercial presence. The opportunity to facilitate the most growth is held in the areas zoned as Planned Community Development, comprising 31% of land in Arcade. The City has prepared for large development by establishing these pertinent zoning classifications and other pre-planning initiatives for what is currently undeveloped land. Future discussions with the Jackson County Chamber of Commerce will provide the City with an idea of what type and where any growth may occur in nearby areas zoned Office-Institutional and Light Industrial.

The following sections outline the character areas developed for Arcade’s Comprehensive Plan. These designations should be used to help guide future zoning and development decisions.

CHARACTER AREAS

The Georgia Department of Community Affairs defines Character Areas as a geographic area that:

- has unique or special characteristics to be preserved or enhanced,
- has the potential to evolve into a unique area with more intentional guidance, or
- requires special attention due to a unique development issue.

Each character area is a planning sub-area within the community where more detailed, small-area planning can be used to preserve, improve, or otherwise influence its future development patterns in a manner consistent with the community’s goals. This small-area planning includes the implementation of certain policies, investments, incentives, zoning designations, or regulations that may be applied in each respective area.

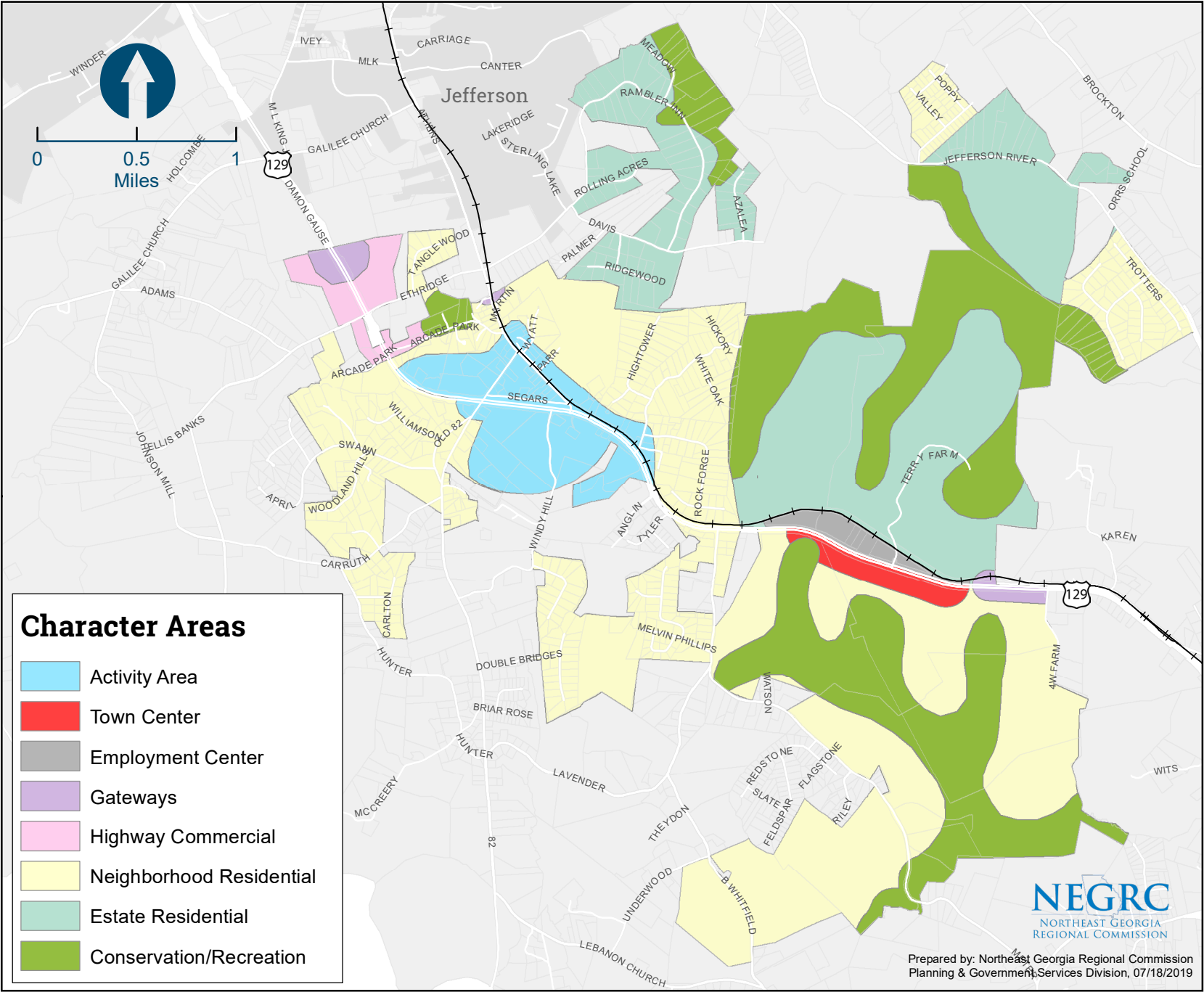
Zoning, development regulations, and infrastructure investments will need to evolve as build-out occurs in order to implement the recommended goals for each identified character area effectively. Decision-makers will utilize the descriptions as a policy guide for future development and zoning decisions. The character area map, with a defining narratives for

each area, outlines the future development concept that the City wishes to achieve in the long term.

The 2014 Comprehensive Plan was assessed by the Steering Committee and refined to correlate with the needs identified in the 2019 update. The committee decided to refocus two boundaries: Town Center and Employment Center. Also, Stable Neighborhood and Traditional Neighborhood were merged to create Neighborhood Residential to simplify and unite the goals for single-family areas. For each character area, a description of the area is provided with appropriate zoning categories and implementation strategies. The following is a list of the City of Arcade’s character areas:

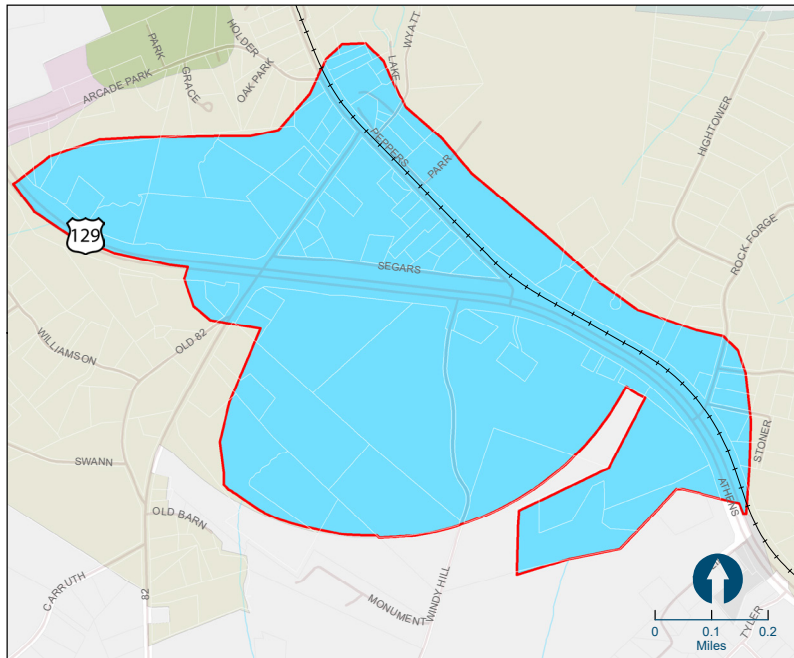
Character Area	Uses	Compatible Zoning
Activity Area	Focal point of mixed commercial and residential with ample recreation and public space	C-1, C-2, O-I, A, PCD, RR-1, RR-2, R-1, MFR
Town Center	Downtown environment with retail, office, services, and residential	C-1, C-2, O-I, PCD, R-1, MFR
Employment Center	Light industrial, office, and agricultural production	C-1, C-2, LI, O-I, PCFD
Gateways	Landscaped greenspace and light commercial	C-1, C-2, O-I, PCD, A, RR-1, RR-2, R-1
Highway Commercial	Commercial and office	C-1, C-2, O-I, PCD
Neighborhood Residential	Residential with very light commercial	R-1, PCD, MFR, C-1, C2, RR-1, RR-2
Estate Residential	Rural residential and agriculture	AG-R, RR-1, RR-2, R-1, PCD, and A
Conservation / Recreation	Agriculture, rural residential, conservation, recreation	A, PCD, PCFD, and AG-R, RR-1, RR-2

CHARACTER AREA MAP



ACTIVITY AREA

The Activity Center Character Area is located along the US-129 bypass and encompasses the old city center on Athens Street. It should serve as a focal point for several neighborhoods and should have a concentration of activities, such as general retail, service commercial, professional office, residential, and appropriate public open space. The Activity Center should include a relatively high-density mix of residential, retail, office, services, and employment to serve the market area. Designs for the Activity Center should be pedestrian-oriented, with walkable connections between different uses, and include direct connections to greenspace and trail networks. Site design should be oriented around a central green, square, or plaza. The pedestrian-friendly environment should be enhanced by adding sidewalks and creating other pedestrian-friendly trail/bike routes linking to neighboring communities and destinations. The Activity Center should also provide vehicular connections with surrounding neighborhoods.



Active, Mixed-Modal Environment¹

Zoning Categories and Land Use

- C-1, C-2, O-I, A, PCD, RR-1, RR-2, R-1, and MFR

Implementation Strategies

- Create network of sidewalks and trails emanating outward
- Create and enforce bicycle facility specifications
- Allow flexible parking standards
- Expand recreational programs
- Allow medium-density residential

TOWN CENTER

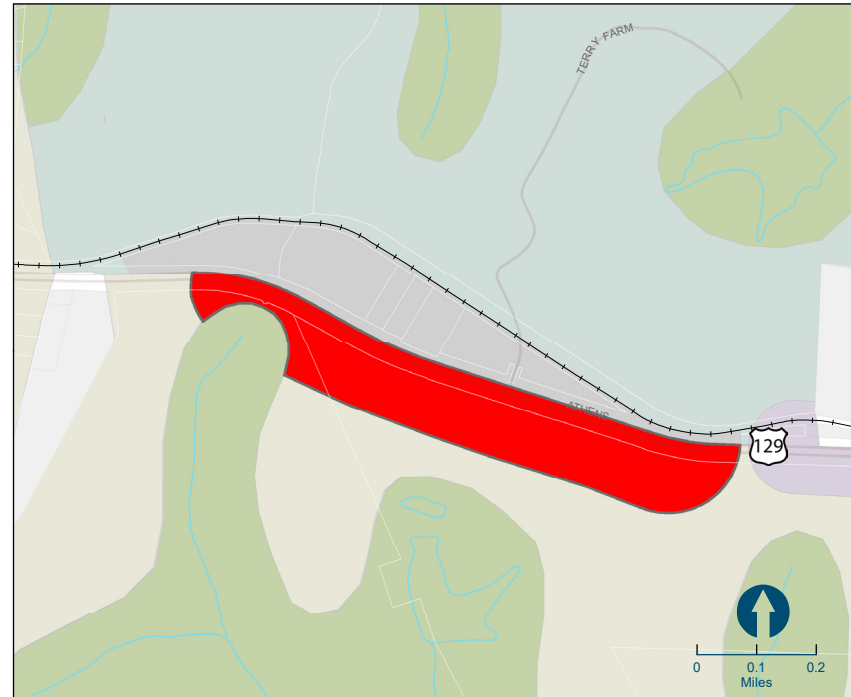
The Town Center will serve as the new heart of Arcade. It will be a compact area similar to a compact, attractive, and pedestrian-friendly downtown. The Town Center should include a relatively high-density mix of retail, office, services, and employment to serve the greater area. Both vertical and horizontal mixed-use should be encouraged. Residential development should reinforce a traditional town center character with a broad range of income levels, including multi-family townhomes, apartments, and condominiums. The design should be pedestrian-oriented, with walkable connections between different uses. Interior road edges should be clearly defined by buildings with minimal front setbacks and parking in the rear. The pedestrian-friendly environment will be enhanced by creating trail/bike routes linking to neighboring communities and destinations, such as the Activity Centers character area, commercial clusters, and parks.

Zoning Categories and Land Use

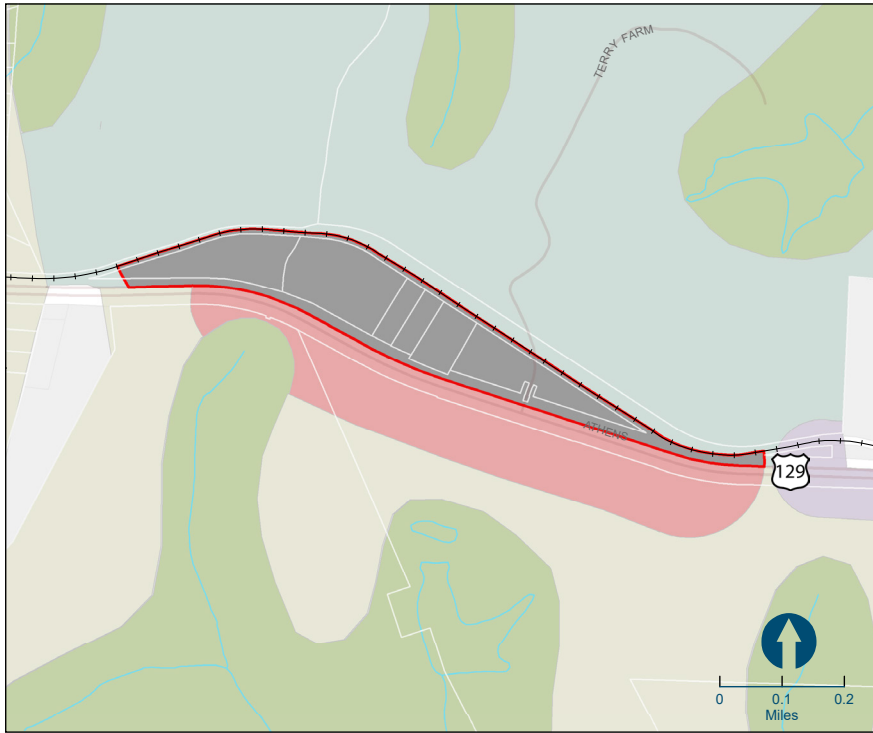
- C-1, C-2, O-I, PCD, R-1, and MFR

Implementation Strategies

- Create pedestrian network emanating outward
- Create and enforce bicycle facility specifications
- Allow flexible parking standards
- Incentive Zoning
- Encourage mixed land uses
- Install water & sewer system



Traditional Downtown Illustrations²



Office Park Example

EMPLOYMENT CENTER

The Employment Center is located between Arcade’s major thoroughfare and the existing CSX Railroad to the north. This character area is separated from the “Town Center” by US-129 to provide an ample barrier between any future light industrial and mixed commercial or residential development. The area’s proximity to major transportation infrastructure, as well as the amount of developable land, make it ideal for uses that can serve as a concentrated center of employment for the residents of Arcade, as well as the surrounding area. The vision is for commercial, office, and light industrial manufacturing uses to locate here.

Zoning Categories and Land Use

- C-1, C-2, LI, O-I, PCFD

Implementation Strategies

- Maintain aesthetics throughout with appropriate signage, landscaping, and other beautification measures
- Manage access to keep traffic flowing, using directory signage to clustered developments
- Limit US-129 access points to 2-3 entrances/exits
- Parking areas should include up to 25% pervious surface to minimize stormwater runoff
- Attract companies that can utilize railroad access
- Maximize the space by allowing multi-story development

GATEWAYS

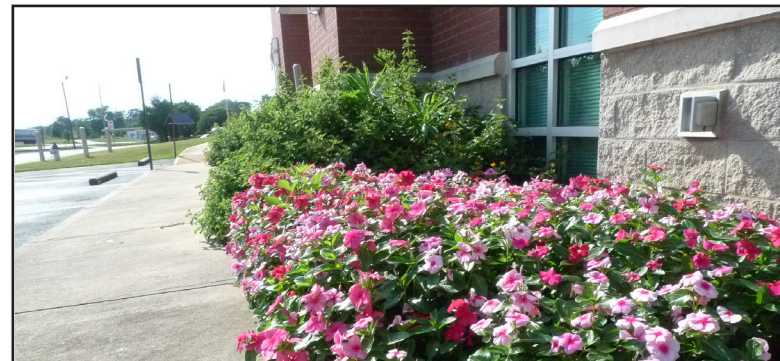
The purpose of the Gateway character areas is to create a pleasant, welcoming atmosphere for people traveling into the city. The Gateway corridors are significant transportation corridors leading into Arcade. These corridors focus on providing visitors with an inviting first impression of the city. They include the US-129 Bypass and Athens Street.

Zoning Categories and Land Use

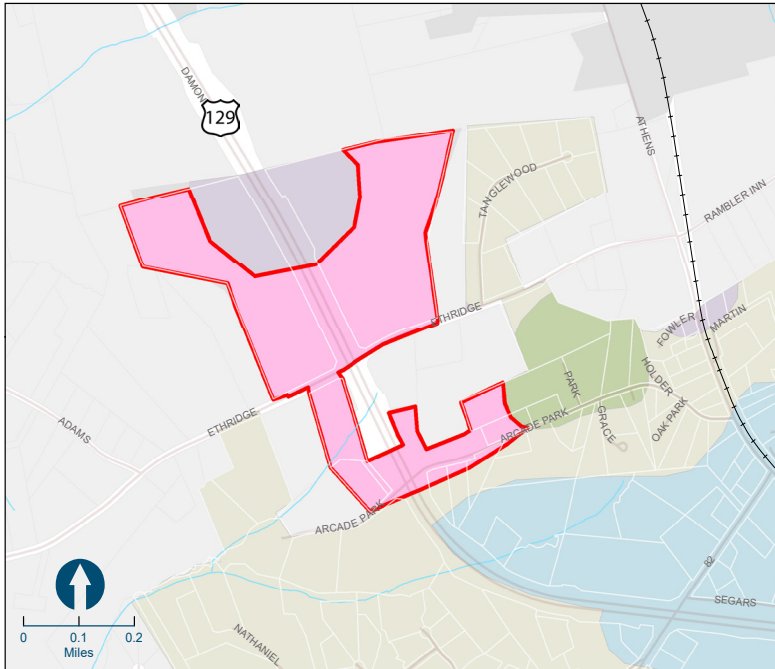
- C-1, C-2, O-I, PCD, A, RR-1, RR-2, and R-1

Implementation Strategies

- Create a sense of place with appropriate signage, landscaping and other beautification measures
- Manage access to keep traffic flowing, using directory signage to clustered developments
- Avoid strip development
- Provide pedestrian linkages to adjacent and nearby residential or commercial districts
- Parking areas should be heavily landscaped and include up to 25% pervious surface to mitigate stormwater runoff



Gateway Examples³



HIGHWAY COMMERCIAL

The Highway Commercial character area is located on the US-129 bypass. This is the northernmost entrance to the City and serves as the main access from I-85. It should serve as a light commercial activity center for surrounding neighborhoods and should have a concentration of activities such as general retail, service commercial, professional office, and appropriate auto-oriented uses. Design for these areas should incorporate pedestrian-friendly features when prudent.

Zoning Categories and Land Use

- C-1, C-2, O-I, and PCD

Implementation Strategies

- Foster alternative businesses to Big Box stores
- Design creatively to utilize shared public spaces and parking
- Allow flexible parking standards
- Parking areas should include up to 25% pervious surface to minimize stormwater runoff
- Revisit the potential to install a traffic signal at the US-129 intersection
- Require vegetative buffers between surrounding character areas



Small-Scale, Locally-Owned Commercial Example⁴

NEIGHBORHOOD RESIDENTIAL

Neighborhood Residential areas highlight where pressures for suburban subdivisions are the greatest. Moderate density, traditional neighborhood development (TND) style residential subdivisions should be promoted. New large developments should be master planned to ensure compatibility with adjacent character areas. Multi-modal connections to commercial nodes and adjacent neighborhoods should be created. These areas should contain a mix of residential architecture styles, with shared community space, linked in a compact pattern that encourages walking and minimizes the need for local auto trips. There should be compact internal street connectivity and multiple site access points. The vision for these areas is for them to become cohesive, walkable neighborhoods with a mix of housing types and for varying income levels.

Zoning Categories and Land Use

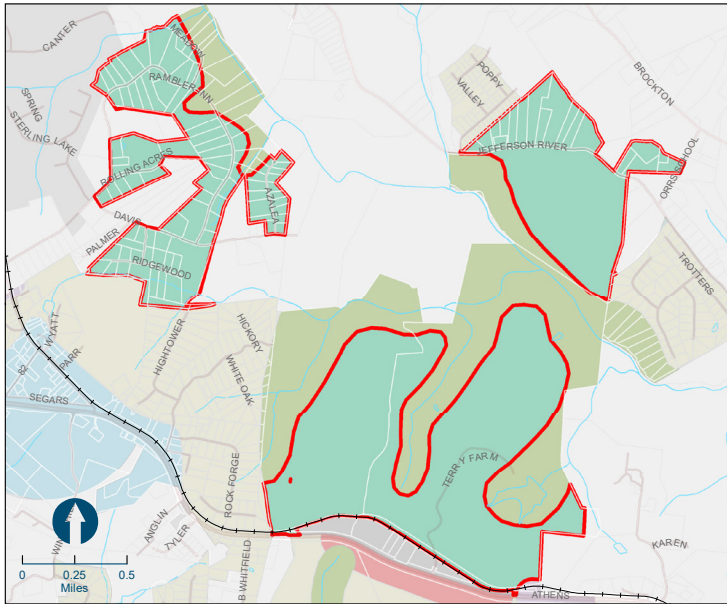
- R-1, PCD, MFR, C-1, C2, RR-1, RR-2

Implementation Strategies

- Creatively design for higher density clusters
- Allow mixed-use zoning in strategic locations
- Encourage residential infill
- Beautify Right of Way (ROW)
- Create sidewalk and pedestrian network design connecting to the Activity Center and Town Center
- Encourage conservation subdivisions in areas adjacent to Conservation / Recreation character areas



Neighborhood Residential Examples⁵



ESTATE RESIDENTIAL

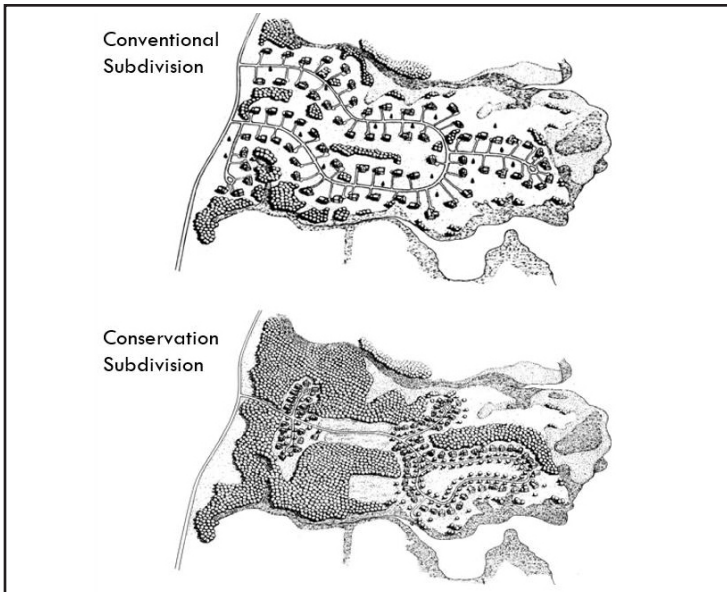
The Estate Residential Areas are rural areas that are likely to face additional development pressure for lower density residential development. The vision for this character area is that it remains largely rural and maintains the existing tree canopy as much as possible. Open space should dominate the landscape and any new development should be of an appropriate scale with large-lot, single-family homes.

Zoning Categories and Land Use

- AG-R, RR-1, RR-2, R-1, PCD, and AG

Implementation Strategies

- Cluster development
- Require conservation easements for large developments
- Support conservation subdivisions
- Create a network of trails and greenways
- Maintain landscaping and buffers
- Foster large lot zoning
- Manage sign control for rural corridors
- Maintain extended riparian buffers



Conservation Subdivision Illustration
(Created by Randall Arendt)

CONSERVATION / RECREATION

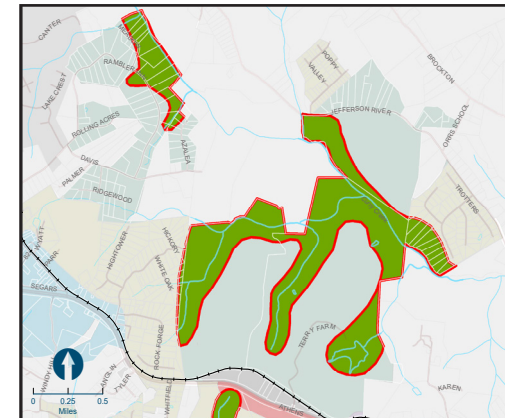
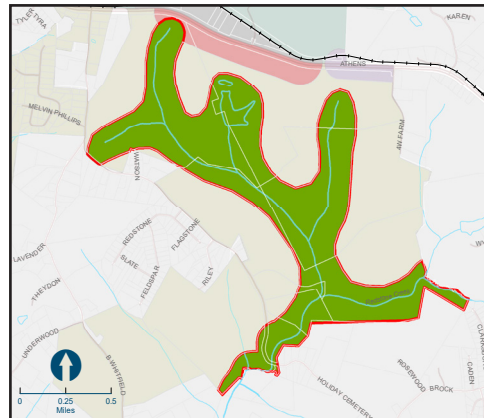
These are areas where open space follows natural and manmade, linear features. They are intended for outdoor recreation and conservation purposes, linking ecological, cultural, and recreational amenities.

Zoning Categories and Land Use

- AG, PCD, PCFD, and AG-R

Implementation Strategies

- Require conservation easements for large developments
- Create a network of trails and greenways to connect to other areas
- Explore conservation-based design guidelines
- Incentive zoning
- Discuss purchase of development rights
- Maintain extended riparian buffers along Curry Creek and Redstone Creek



Chapter 5 Broadband Services

OVERVIEW



Expansion of broadband is a top priority region-wide. The Northeast Georgia Comprehensive Economic Development Strategy (CEDS) 2017-2021 update, crafted through key stakeholder input from the entire Northeast Georgia Region (including economic development professionals, educators, business leaders, and elected officials), prioritizes broadband expansion through specific tasks in its Action Plan (Strategy 2.a).

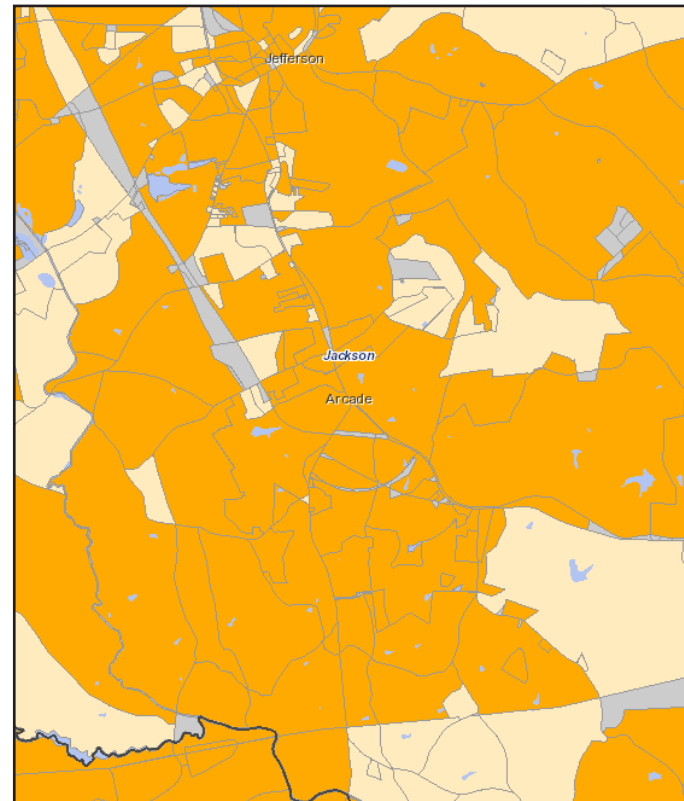
Existing Services

The Northeast Georgia Digital Economy Plan (2015) examines local and regional abilities to participate in the “Digital Economy” (business conducted through computers and computer networks). The Plan illustrates the City of Arcade with adequate wireless broadband service for residential and business applications. Arcade also benefits from having fiber availability along SR-129. This should be a strong consideration when determining where to focus development so that businesses can utilize the pre-existing infrastructure.

Arcade’s residential internet availability is exclusively served by Digital Subscriber Line (DSL), offered by one provider. The City is open to exploring wireless broadband infrastructure through other local providers to provide options and further improve the connection speeds throughout the area. Status as a Broadband Ready Community will be pursued through the Georgia DCA after adopting a model broadband ordinance provided by the State.

BROADBAND SERVICE STATISTICS

-  Tan shading identifies areas unserved by wireline (less than 3 mbps down & 768 kbps up)*
-  Orange shading identifies areas served by wireline (less than 3 mbps down & 768 kbps up)*
-  Unpopulated Lands



Source: State Broadband Mapping Program “Georgia Broadband.”
June 24, 2019. <http://digital.georgia.gov/map/>

Chapter 6
Community Work
Program

REPORT OF ACCOMPLISHMENTS: 2014-2019

	Activity Description	Status (complete, underway, postponed, not accomplished/ cancelled)	Explanation/Completion Date
1	Expand infrastructure to ensure delivery of services to the population and encourage economic development.	Currently Underway	City has acquired environmental approval permit from Georgia EPD for construction of a 2-million gallon/ day water and sewer treatment facility and is awaiting private sector partnership to move forward.
2	Revise Land Development Ordinance to develop clearer and more effective standards to preserve and protect both open space, and small town character of Arcade.	Complete	2017
3	Provide sidewalks at targeted locations within the City.	Postponed	Carried over and revised in STWP Item #2.
4	Draft and adopt a Complete Streets policy that will encourage the consideration of all forms of travel, not solely automobiles, in transportation investments.	Not Accomplished	Topic has been revisited and carried over to STWP Item #3.
5	Establish a Historic Preservation Committee and charge them with an inventory of assets.	Complete	2015
6	Host annual community events, beginning with the Encore Azalea Festival, and Movies in the Park.	Complete	2014
7	Work with Piedmont Regional Library to establish Book Deposit Location at City Hall.	Complete	2015
8	Acquire property for construction of Arcade Public Library.	Complete	2018; Project revised to include construction of Community Center that may house a public library. Efforts continued in STWP Item #7.
9	Develop a Master Plan for the expansion and enhancement of Arcade City Park, and one additional park within the City.	Complete	2017
10	Incorporate a Veteran's Day Memorial into the design of renovated or newly constructed park.	Currently Underway	Carried over and revised in STWP Item #4.
11	Develop incentives that will encourage redevelopment within the Town Center.	Cancelled	Development interests have not been as forthcoming in recent years. City will explore options in other methods, highlighted in STWP Item #6.
12	Partner with the private sector to share costs associated with expansion of water, sewer, transportation, and communication infrastructure whenever possible.	Currently Underway	Carried over and revised in STWP Item #5.

13	Adopt a “Dig Once” policy to encourage the cost effective expansion of infrastructure investments.	Cancelled	Interests abandoned.
14	Conduct a Target Industry Analysis to identify which sectors economic development efforts should focus on attracting.	Postponed	Refocused and revised in STWP Item #6. City would like to attract light industry and mix of residential, but needs to partner with Jackson County Chamber of Commerce to identify what will be viable in Arcade.
15	Use results of Target Industry Analysis to make necessary improvements to infrastructure and evaluate incentives the city can offer to attract desired economic growth.	Not Accomplished	2014 STWP Item #14 was “postponed”. Therefore, Target Industry Analysis has not been completed.

SHORT-TERM WORK PROGRAM: 2019-2024

	Activity Description	Estimated Completion	Responsible Party	Cost	Funding source
1	Maintain EPD environmental permit approval regarding new water & sewer treatment facility pending private sector partnership.	2019-2024	City	Staff time	General Fund
2*	Provide sidewalks within Activity Center Character Area, connecting City Hall with Arcade City Park.	2023	City	\$285,000	SPLOST, Grants
3*	Draft and adopt a Complete Streets policy that will encourage the consideration of all forms of travel, not solely automobiles, in transportation investments.	2020	City	Staff Time	General Fund
4*	Incorporate a Veteran's Day Memorial into the design of renovated or newly constructed park.	2023	City	\$10,000 - \$20,000	SPLOST
5*	Partner with the private sector to share costs associated with expansion of water, sewer, transportation, and communication infrastructure in the Town Center Character Area and new subdivision development in East Arcade.	2019-2024	City	TBD	TBD
6	Schedule work sessions with Jackson County Chamber of Commerce to identify which sectors of economic development would suit the City of Arcade in the Town Center, Activity Center, and Employment Center Character Areas.	2020-2021	City	Staff time	General Fund
7	Construct a Community Center adjacent to Arcade City Park.	TBD	City	\$1,000,000	SPLOST, Grants
8	Adopt model broadband ordinance (provided by Georgia Department of Community Affairs).	2020	City	Staff time	General Fund
9	Apply for Georgia Broadband Ready Community status.	2020-2021	City	Staff time	General Fund
10	Construct a Multi-Use Path in Arcade City Park.	2022	City	\$300,000 - \$500,000	Grants, SPLOST, General Fund
11	Implement Phase 1 of Mayor's Park plans.	2021	City	\$1,500,000	Grants, SPLOST, General Fund

**Indicates items carried over from previous Community Work Program.*

Chapter Appendix

Public Safety

Jefferson PD

Banks-Jackson Risk Reduction DUI/Defensive Driving School 706-336-6777

NOTICE OF PUBLIC HEARING The Northeast Georgia Regional Commission...

Comprehensive Plan Update For the City of Arcade The purpose of the Public Hearing is to brief the community on the process in developing the plan...

The Jackson Herald MEMORIAL DAY AD DEADLINE Classified and Display Ads 12 Noon, Friday, May 24 for the May 29 publication

PUBLIC NOTICE Notice of Modification of a National Pollutant Discharge Elimination System (NPDES) Permit to Discharge Treated

JCSO - arrests Elderly Nicholson man assaults women, deputy

The Jackson County Sheriff's Office recently made multiple visits to 143 Staples Bridge Rd which led to an arrest of an elderly man for chasing and assaulting two women and a police officer. Henry Baker Jr., 73, 143 Staples Bridge Rd., Nicholson...

JCSO - Nicholson Couple argues in middle of the road

5306 Gillet Rd., Gainesville driving without a license. Jesse Daniel Major, 30, 282 River Creek Dr., Commerce...

Jefferson PD

A woman was recently pepper sprayed at her husband's residence on MLK Jr. Dr. by a woman claiming they were causing a scene at the residence. Jefferson Police Department officers arrested Martin Turpin, 50, 860 MLK Jr. Dr., Jefferson...

JCSO incidents - Commerce

Two East Jackson Middle School students were suspended from school Thursday for making threats to bring a gun to school. The students were 15 and 16 years old. The 15-year-old student was suspended for 30 days...

Notice of Public Hearing

The Northeast Georgia Regional Commission, on behalf of the City of Arcade, will conduct a Public Hearing on Thursday, August 29, 2019 at 10:00 a.m. at Arcade City Hall, 3325 Athens Highway, Jefferson, GA 30549.

Comprehensive Plan Update for the City of Arcade

The purpose of the Public Hearing is to brief the community on the progress of the plan and provide an opportunity for public suggestions, and notify the public of the substantial and objective schedule. All interested parties are encouraged to attend.

Hall County arrest

Whitlock, 32, 200 Old Hill was arrested for the assault. The woman said she was in the vehicle with Segreaves and he began hitting her and she screamed while he was driving on Old Pendergrass Rd. A woman reported a \$5,000 in fraudulent purchases on her credit card. A man on Sheep River Rd. reported being threatened by his daughter...

Commerce PD Man assaults woman inside vehicle


An officer from the Commerce Police Department recently arrested a man who allegedly threatened a woman's life while driving under the influence of drugs. The woman said she was in the vehicle with the man and he began hitting her and she screamed while he was driving on Old Pendergrass Rd. A woman reported a \$5,000 in fraudulent purchases on her credit card. A man on Sheep River Rd. reported being threatened by his daughter...


Braselton incidents


A Commerce man was recently arrested for an incident that occurred at a Braselton restaurant parking lot. Ryan James Overt, 31, 69 South Harmony St., was charged with simple battery. Another incident involved a man on Sheep River Rd. reported being threatened by his daughter...

Table with columns: YEAR, AMOUNT, and rows for various years and amounts.


SIGN-IN SHEETS

		City of Arcade: Comprehensive Plan Update Public Hearing #1: June 12, 2019 – 6:00 p.m. City of Arcade City Hall	
NAME	TITLE	ADDRESS	EMAIL
Kila Quigley	Court Clerk		K.Quigley@CityofArcade.org
Cindy Bone	Council Member	281 Williamson St Jefferson	cbbone94@gmail.com
Debbie Gammon	Council Member	1193 Rambler Inn Rd	d.gammon@jcss.us
Cindy Hennings		1775 Rambler Inn Rd	
John Hennings			
Doug Haynie	Mayor	1944 Rambler Inn Rd. Jefferson, GA 30549	dhaynie@windstream.net
Deborah Mockus	City Administrator	3325 Athens Hwy (Arcade) Jefferson GA 30549	d.mockus@cityofarcade.com
Shane Cox	Council Member	352 Williamson St Jefferson GA 30549	Shane@designlogisticsinc.com
Tom Hays	Council Member	15 Trotter Ridge Rd Jefferson, GA 30549	arcadetom@gmail.com

		City of Arcade: Comprehensive Plan Update Public Hearing #2: August 29, 2019 – 10:00 a.m. City of Arcade City Hall	
NAME	TITLE	ADDRESS	EMAIL
Mae Beatty	Planner	305 Research Dr Athens, GA	mbeatty@negrc.org
Stacey Hammond	Family Services Manager JC Habitat	P.O. Box 424 Jefferson, GA	shammond@jacksoncountyhph.org
Deborah Mockus	City of Arcade	P.O. Box 417 Jefferson, GA	d.mockus@cityofarcade.org
Kila Quigley	City of Arcade	P.O. Box 417 Jefferson GA	K.Quigley@CityofArcade.org

		City of Arcade: Comprehensive Plan Update Input Meeting #2: July 8, 2019 – 6:00 p.m. Arcade City Hall	
NAME	TITLE	ADDRESS	EMAIL
Doug Haynie	Mayor	P.O. Box 417 Jefferson GA 30549	dhaynie@windstream.net
Tom Hays	Councilman		arcadetom@gmail.com
Debbie Gammon	Council		d.gammon@jcss.us
Cindy Bone	Council member		cbbone94@gmail.com
Kila Quigley	Court Clerk		K.Quigley@CityofArcade.org
Deborah Mockus	City Administrator		
Shane Cox	Council member		Shane@designlogisticsinc.com

PUBLIC INPUT SURVEY RESULTS: AZALEA FESTIVAL



City of Arcade Comprehensive Plan Update

Community Comment Form

Survey Results – 15 Responses

1. What is your age?

a. Under 18 years	0	0%
b. 18-44	7	46.67%
c. 45-64	5	33.33%
d. 64+	3	20%

2. How long have you lived in the community?

a. 0-5 years	5	33.33%
b. 6-10 years	1	6.67%
c. 11-20 years	3	20%
d. 20+ years	6	40%

5. Are there any particular places in the community that especially require attention? If so, what are they, what is the problem, and what would you do to fix it? (Please be specific in your description of the location.)

- Houses and businesses on main road
- Railroad tracks crossing Ramblers Inn Road
- Arcade Park Street / Park needs upkeep
- Trash along roadsides
- Specific areas where homeowners do not maintain their lot

6. What is the community's greatest weakness, need, or threat?
Example Topics: land use, transportation, population growth, housing, economic development, natural resources, etc.

- Unable to provide services that citizens want / need
- Lack of businesses / restaurants / town center (4)
- Lack of fire hydrants on Rambler Inn Road
- Lack of quality affordable housing for low-income citizens (\$600/mo rent range)
- Lack of Sidewalks
- Need a Community Center
- Need a Library for children / to provide public access to computers
- Need employment opportunities
- Need a 24-hour police department / fire department
- Need a traffic signal at SR 129 / SR 825 intersection
- Need classrooms available for business training
- Need swimming pool at public park

7. What is the community's greatest strength or opportunity?
Example Topics: land use, transportation, population growth, housing, economic development, natural resources, etc.

- Still small, low-key city with ability to make quality long-term plans
- Low density ("not too crowded")
- Easy access to Jefferson and Athens
- Location for businesses
- Proximity to UGA to use as asset
- Strong sense of community / Citizens willing to help each other
- Opportunity for a Community Center
- City has a proud history, but not many people outside the city know about it
- Opportunity: To be able to expand / bring new businesses to Arcade while respecting and working with the community's needs and wants

8. Additional Comments:

- Many usable, but vacant homes

3. Please indicate your opinion of the following attributes of your community:

	Excellent	Good	Average	Poor	Very Poor	No Opinion
Appearance/Aesthetics	13.33%	46.67%	13.33%	26.67%		
	73.33%			26.67%		
Community Atmosphere	20%	26.67%	46.67%	6.67%		
	93.34%			6.67%		
Crime Rate/Safety	40%	40%	13.33%	6.67%		
	93.34%			6.67%		
Emergency Services	40%	40%	13.33%		6.67%	6.67%
	93.34%			6.67%		
Parks and Recreation	20%	33.33%	13.33%	26.67%		6.67%
	66.66%			26.67%		6.67%
Housing Affordability	13.33%	33.33%	26.67%			26.67%
	73.33%			0%		26.67%
Employment Opportunities		13.33%	20%	26.67%	6.67%	33.33%
	33.33%			33.34%		33.33%
Education	13.33%	6.67%	13.33%	13.33%	6.67%	46.67%
	33.33%			20%		46.67%

4. What are three defining characteristics of the community that you would like to see preserved:

- Parks and Recreation (2)
- Appearance / Aesthetics
- Low Crime / Safe Community
- Maintain Small Town Feel (5)
- Military Memorial Preserve (3)
- Keep City Police Force (2)
- Keep City Fire Station
- Large Residential Lots
- Non-Commercialized Atmosphere
- "Down to Earth" Citizenry
- Quiet Rural Character
- Farmland
- Woodland / Large Trees

CHARACTER AREA REFERENCES

1. Firefly Trail Rendering

Winterville, Georgia

2. Downtown Rendering

Porterdale, Georgia

3. University of Georgia, Veterinary Medicine Campus Entrance

Athens, Georgia

4. Locally-owned business

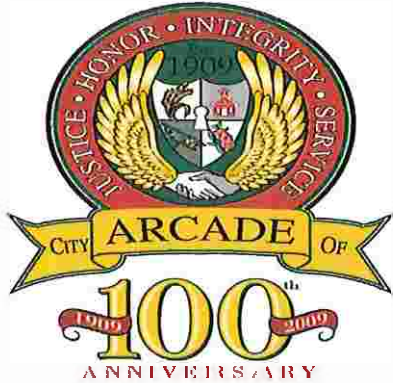
Madison, Georgia

5. Single-Family Housing Examples

Winterville, Georgia

Social Circle, Georgia

Newborn, Georgia



MAYOR
Doug Haynie

COUNCIL MEMBERS
Ron Smith
Cindy Bone
Tom Hays
Debra Gammon
Shane Cox

RESOLUTION


WHEREAS, the 1989 Georgia General Assembly enacted House Bill 215, the Georgia Planning Act, requiring all local governments to prepare a comprehensive plan in accordance with the Minimum Planning Standards and Procedures promulgated by the Georgia Department of Community Affairs; and

WHEREAS, the Comprehensive Plan Update for the City of Arcade, Georgia, was prepared in accordance with the Minimum Planning Standards and Procedures; and

NOW THEREFORE, BE IT RESOLVED by the City of Arcade that the Comprehensive Plan Update for the City of Arcade, Georgia dated 2019, as approved by the Georgia Department of Community Affairs is hereby adopted, and furthermore, that the Northeast Georgia Regional Commission shall be notified of said adoption within seven (7) days of the adoption of this resolution.

Adopted this 14th day of October, 2019.

City of Arcade



Doug Haynie, Mayor



Clerk

