



GAINESVILLE 2040 COMPREHENSIVE PLAN

JUNE 7, 2022

ACKNOWLEDGMENTS

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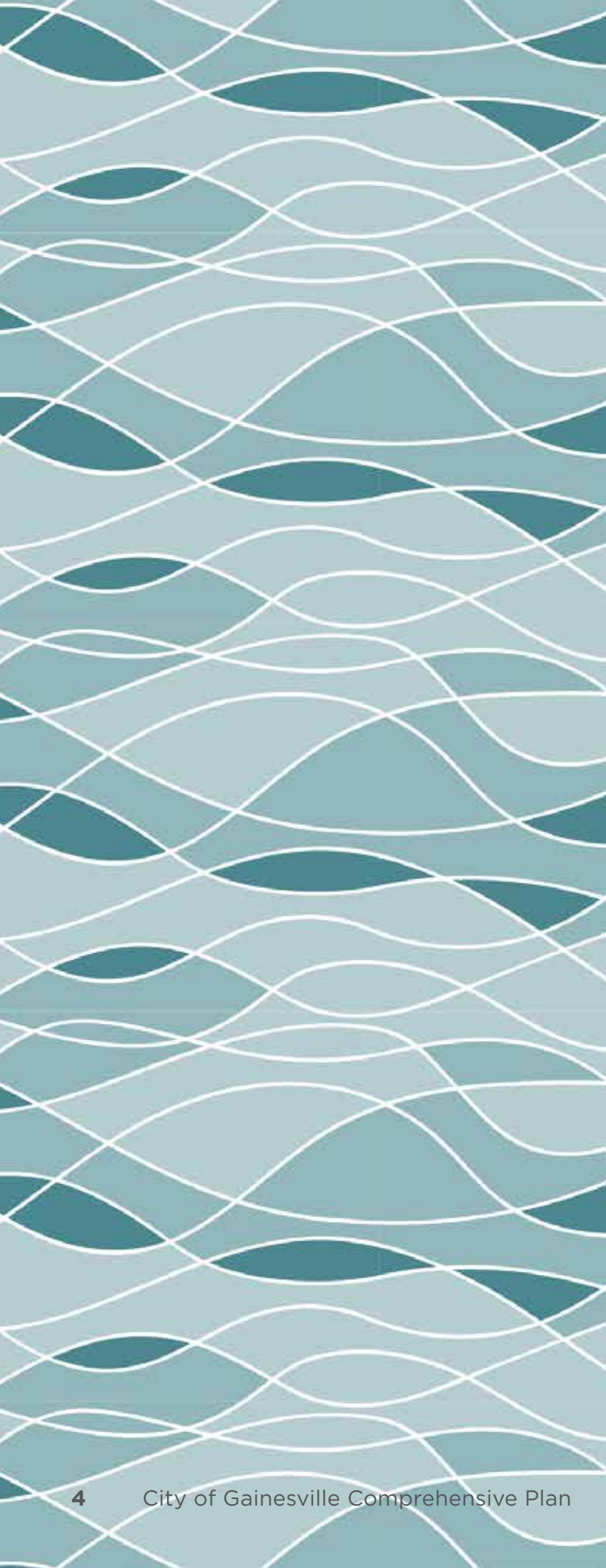
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INTRODUCTION

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ABOUT GAINESVILLE

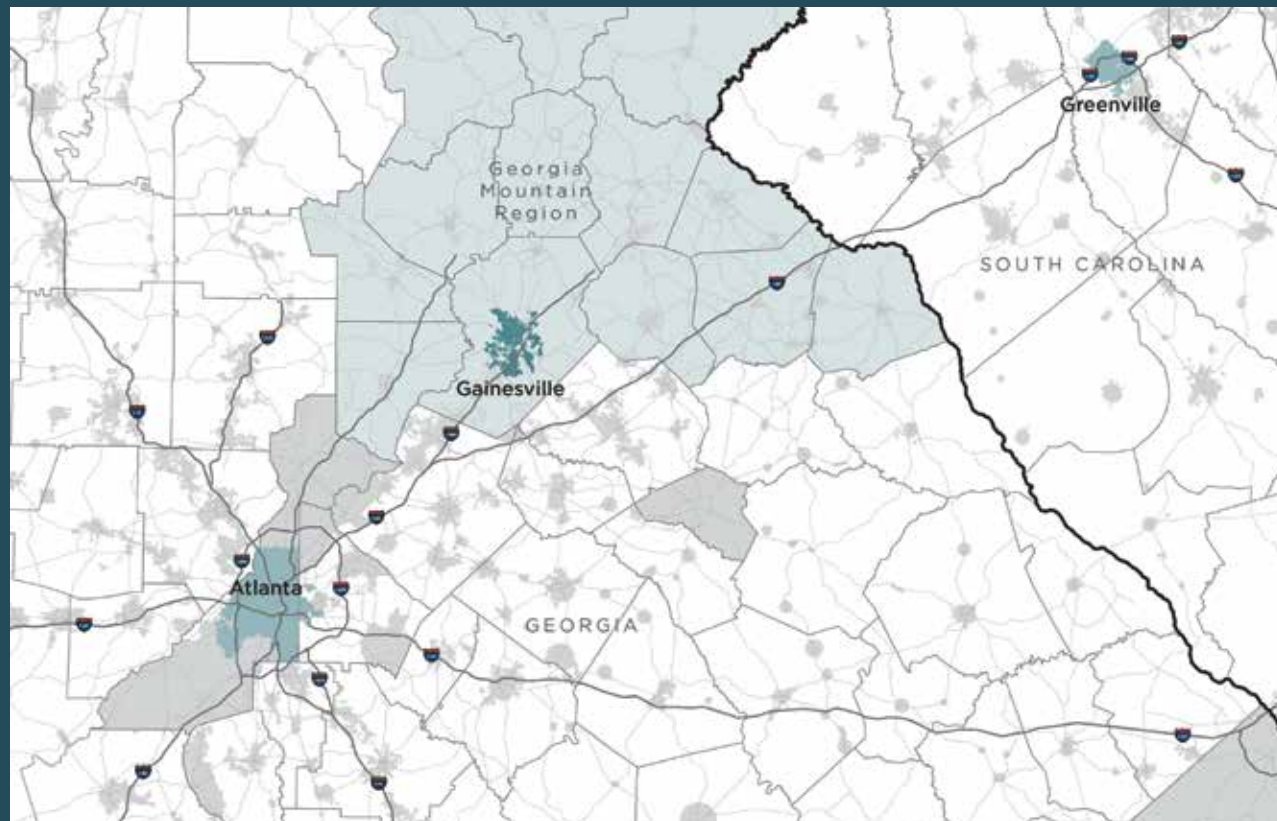
“Gainesville, county seat of Hall County, is located in northeast Georgia, approximately 50 miles northeast of Atlanta and 100 miles southwest of Greenville, South Carolina. Gainesville is the largest of six cities in Hall County with an estimated population of more than 43,000 as of July 2019. As the business hub for Northeast Georgia, Gainesville’s daytime population is estimated in excess of 100,000.

Established as ‘Mule Camp Springs; near the crossing of two Indian trails followed by settlers in the 1800s, the City of Gainesville has maintained and built upon its historical legacy as a regional transportation and trade center for two

centuries. Less than three years after the creation of Hall County, the village of Mule Camp Springs was chosen to serve as the site of government for the new county and was chartered by the Georgia Legislature Nov. 30, 1821.

At the suggestion of Justice John Vance Cotter, it was given the name ‘Gainesville’ in honor of Gen. Edmund P. Gaines, a hero of the War of 1812, and a noted military surveyor and road-builder. Gainesville has been a part of the nation’s governmental framework longer than 26 of the 50 states.”

- From the City of Gainesville Website



PURPOSE OF THE PLAN

This comprehensive plan envisions the long-term future of the City of Gainesville, Georgia, and outlines the steps to fulfill it. As time passes and as conditions change, this plan will serve as a guide for cooperation and coordination between other municipalities, service providers, and current and future property owners. The goals and strategies contained in this plan have been carefully crafted to support new development and redevelopment that is beneficial to the community and maintains its vision. The plan should be used to support decisions regarding growth management, transportation, housing, economic development, sustainability, and the community’s quality of life over the next few decades.

Furthermore, this plan fulfills Georgia Department of Community Affairs (DCA)’s requirements for local comprehensive planning and the requirements to maintain the City of Gainesville’s status as a Qualified Local Government.



PLANNING PROCESS

DISCOVERY

AUGUST 2021 - OCTOBER 2021

- Existing conditions analysis
- Virtual Kick-Off Meeting
- Stakeholder interviews
- Steering Committee Meeting #1



VISIONING

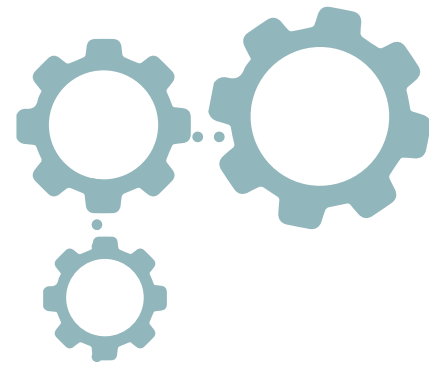
NOVEMBER 2021 - DECEMBER 2021

- Two Visioning Workshops
- Steering Committee Meeting #2

DRAFT PLAN

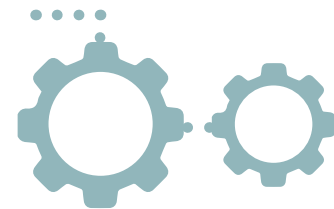
JANUARY 2022 TO APRIL 2022

- Steering Committee Meeting #3
- Draft Plan Open House
- Public plan review



FINALIZE + ADOPT

JUNE 2022



IMPLEMENT

(YEARS 2022-2032)

- Begin implementation on projects!

PREVIOUS PLANNING EFFORTS

Previous regional and local studies and plans have set forth a range of considerations that should be included in future planning efforts relative to the City of Gainesville. Recurring themes include implementing appropriate land use regulations, protecting the natural environment, balancing development objectives, and improving the transportation network. The following sections provide brief overviews of the key elements and goals found in the most recent studies and plans pertaining to the City of Gainesville.



GAINESVILLE COMPREHENSIVE PLAN, 2012

KEY ISSUES

- Only 13% population was over 65, but senior population was likely increasing.
- Need for knowledge workers with expansion of hospital and other medical facilities.
- Urban-scale development in Midland is desired, but constrained by land cost and assembly.
- The city is lacking higher-end/ greater variety retail, especially in the downtown core.
- Industrial development may be incompatible with existing residential along Athens Highway.
- Industrial uses along railroad/Ridge Road are negatively impacting adjacent neighborhoods (especially Newtown).
- Northeast Georgia Medical Center operations and expansion are constrained by a lack of parking.
- Larger, auto-oriented commercial developments impacting surrounding neighborhoods.
- Need to balance land use and traffic functions along city's arterials because of issues related to connectivity and walkability throughout the City.
- Peak-hour level-of-service issues along select arterials resulting from conflicts between through traffic and local traffic.
- Increasing congestion on major corridors, especially Jesse Jewell Parkway, E. E. Butler Parkway, and Green Street.
- There are vacant properties available for industrial development, both within the City's industrial parks and scattered about in Midland and farther south and

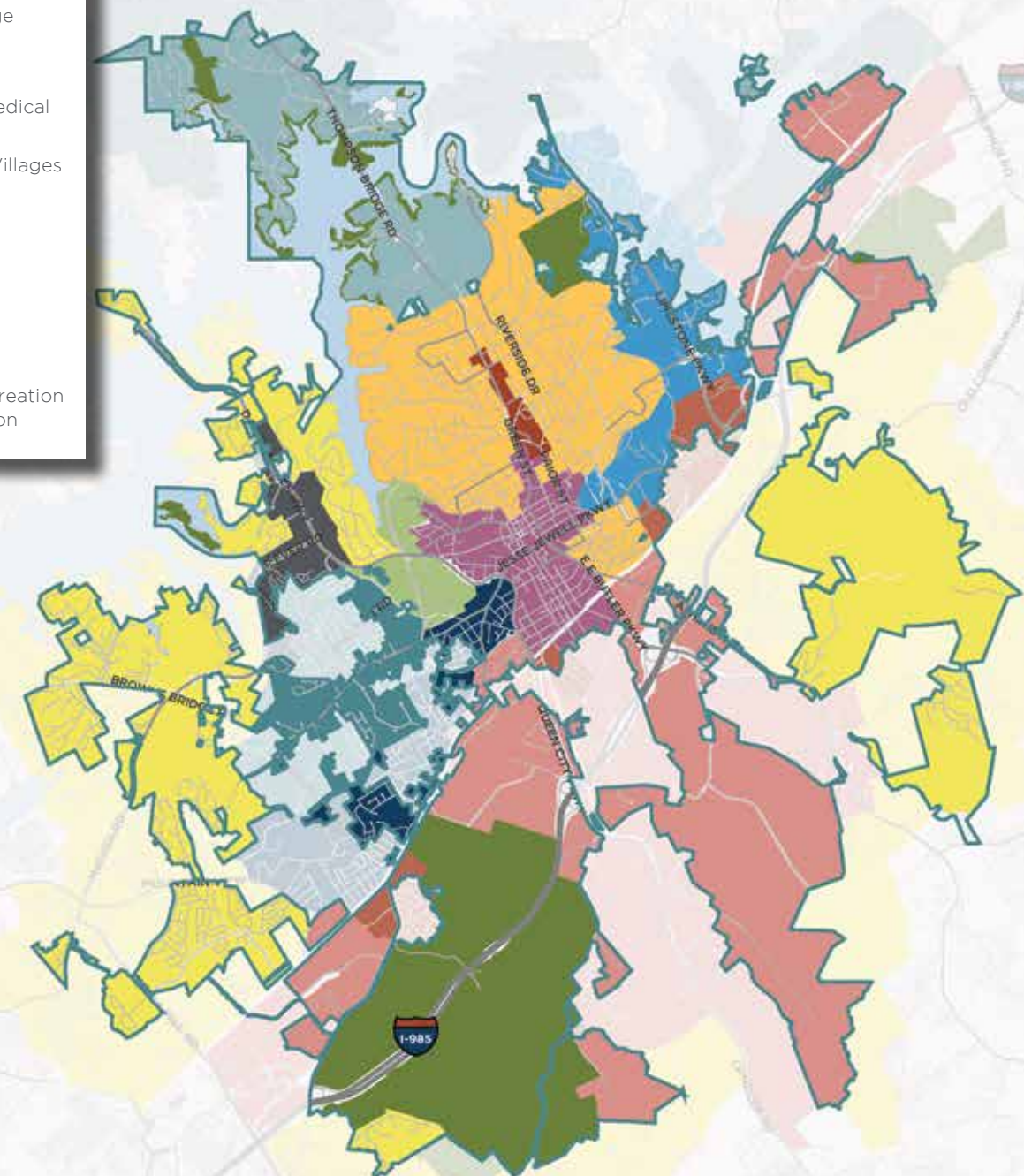
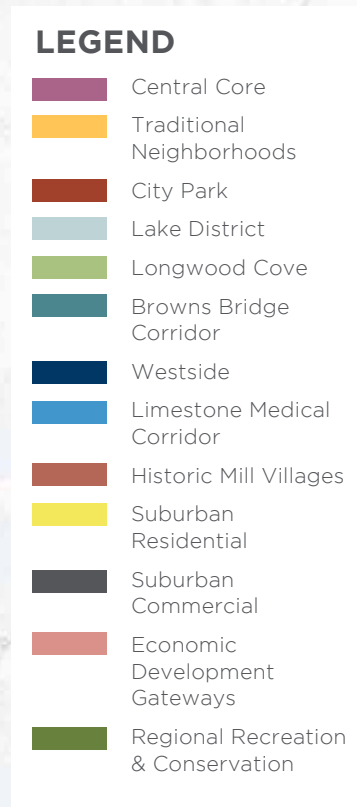
east toward I-985 and along Athens Highway.

- Utility improvements and infrastructure are needed within some of the fringe areas to facilitate infill development.
- Small retail and dining continues to struggle around and near the city square.
- Future retail opportunities at the Lakeshore Mall and surrounding retail area may suffer as new regional commercial developments are located within other segments of Gainesville and Hall County.
- Need for additional models/alternatives of urban housing as the city grows.
- Architectural character of modern infill development within the historic, intown neighborhoods should be addressed.
- Continue system improvement plans for both water and sewer service.
- There is the perception of lack of partnership between the City and County administration, with the Chamber somewhat filling the vacuum.

KEY OPPORTUNITIES

- Market the city's intown neighborhoods as a way of attracting knowledge workers and entrepreneurs.
- Continue to work with Hall County and the Greater Hall Chamber of Commerce to promote light industrial and business development, including rapid turnkey construction in designated areas as an incentive.
- Seek additional forms of incentives the City can adopt to encourage quality infill development and redevelopment.
- Recruitment of businesses that could hire local graduates should be expanded.
- Continue to promote Downtown through Main Street Gainesville, and consider expanding to Midland as urban redevelopment occurs.

2012 CHARACTER AREAS



- Promote and market the presence of locally-owned/family-owned businesses, and encourage small business investment/entrepreneurship.
- Support future investment in repositioning/redeveloping Lakeshore Mall and adjacent strip retail, as well as initiatives to create an “International District” along the Atlanta Highway corridor.
- Continue to market and support the Northeast Georgia History Center, the Elachee Nature Center, the Chicopee Woods Agricultural Center, and Smithgall Woodland Garden (now Atlanta Botanical Gardens) as regional destinations.
- Amend the current Unified Land Development Code to allow residential uses by right in certain nonresidential districts to encourage mixed-uses and neo-traditional uses for a range of housing types.
- Work with the Gainesville Housing Authority and other affordable housing providers to create a strategy to increase affordable/workforce ownership opportunities and mixed income rental throughout the city.
- Work toward designating each of the three mill villages as local historic districts with appropriate protection.
- Work with the Hispanic community to spotlight their cultural contributions to the city.
- Construct new fire stations as recommended by the Gainesville Fire Department.
- Consider preparing design guidelines (or a form-based zoning district) for the central core area to guide future urban residential and mixed-use development.
- Create a set of design guidelines that encourage TND formats for infill development/redevelopment.

- Undertake a Comprehensive Transportation Plan to expand the Gainesville-Hall MPO’s 2040 MTP and factor in the community vision contained in the Comprehensive Plan, with special emphasis on congestion mitigation and pedestrian safety measures for the central core and neighborhood areas.
- Continue the program of sidewalk/streetscape improvements as specified in the city’s Sidewalk System Improvement Program and the GHMPO’s Pedestrian/Bike plan.
- Explore the options for creating multimodal “Complete Streets” corridors on key arterial streets.
- Work with Hall County and the Gainesville-Hall MPO to create regional trail/bike network that connects major destinations within the city and the county.
- Work with the Gainesville-Hall MPO on mobility enhancements and pedestrian safety projects for key arterial corridors.
- Work with Hall County to adopt the Urban Redevelopment Plan.
- Work with local residents and Hall County to determine the costs, benefits, feasibility and desire of mill villages and other fringe growth area annexation.

CHARACTER AREAS

In 2012, the community participation process identified seventeen unique areas in Gainesville. This vision for future growth, development and preservation in the city, condensed into thirteen final Character Areas, which were based on a widespread understanding of where strong direction was needed to re-orient the physical environment to achieve desired quality community objectives; where past quality of life investments were beginning to show economic benefits; and where limited development or existing land use practice did not pose immediate issues.

GAINESVILLE HISTORIC STRUCTURE SURVEY, 2011

PURPOSE

- Record and evaluate structures 50+ years and identify them as contributing or non-contributing.
- Identify potentially historic structures (between 50 and 60 years old).

PHASE 1 RECOMMENDATIONS

Future surveys should include Green Street-Brenau National Register of Historic Places (NRHP), Brenau University Campus, Prior Street/Park Street/Perry Street, Ridgewood area.

PHASE 2 RECOMMENDATIONS

This phase includes the downtown commercial district, nearby residential areas, and a portion of Brenau Campus outside of Phase 1 study area.

PHASE 3 RECOMMENDATIONS

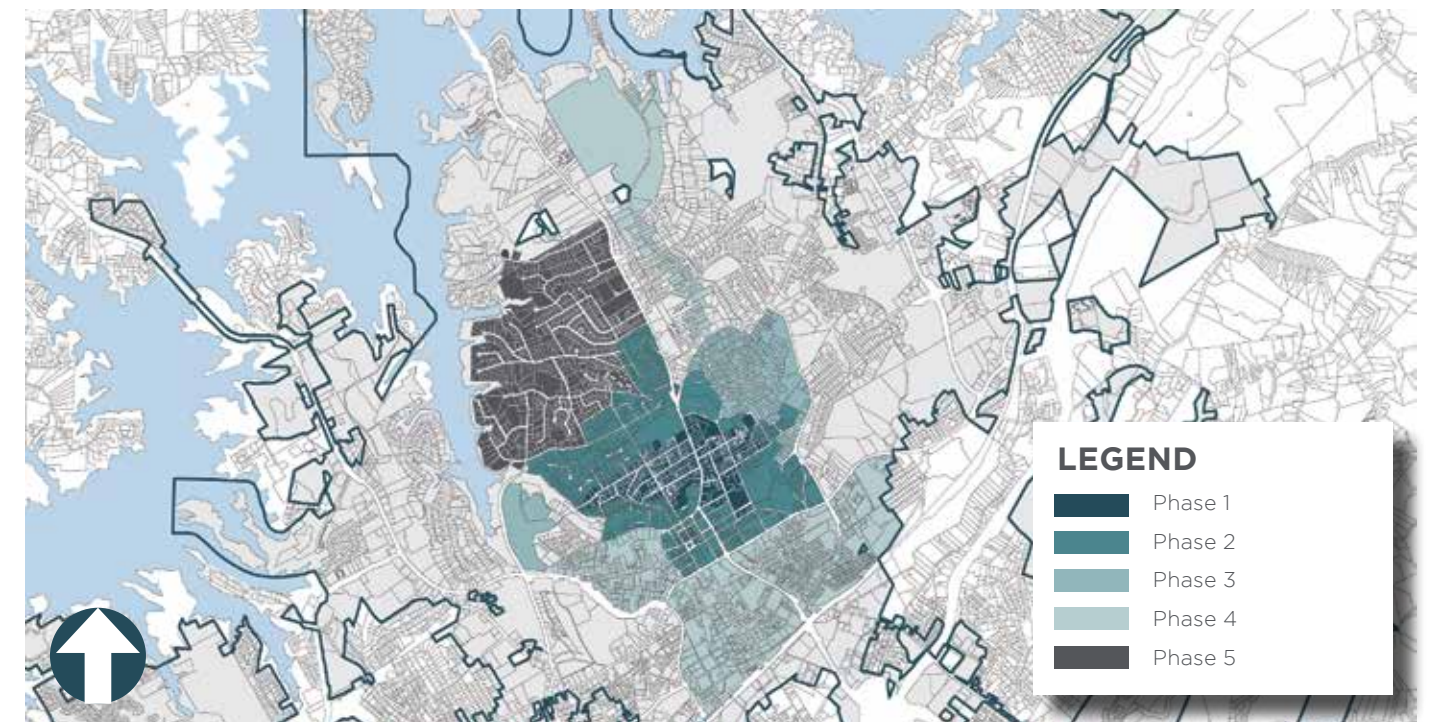
Phase 3 includes a study area north of Phase 2 and an area south of Gainesville. Three distinct areas were identified: Longstreet Hills neighborhood area, Newtown neighborhood, and Woods Mill Academy (formerly Gainesville High School).

PHASE 4 RECOMMENDATIONS

This includes a study area north of the city along Riverside Drive, the area south of the city expanding on the Newtown neighborhood survey, the Midland area, and the area northwest from downtown encompassing Washington Street neighborhoods.

PHASE 5 RECOMMENDATIONS

Phase 5 includes an area northwest of Downtown Gainesville bound by Mountain View Drive to the north, Thompson Bridge Road to the east, Dixon Drive to the south, and Lake Lanier to the west.



GAINESVILLE-HALL URBAN DEVELOPMENT PLAN, 2012

The plan was prepared in conjunction with the Gainesville 2030 Comprehensive Plan and is intended to increase the number of incentives and economic development tools to encourage development and investment in Gainesville and Hall County.

OBJECTIVES

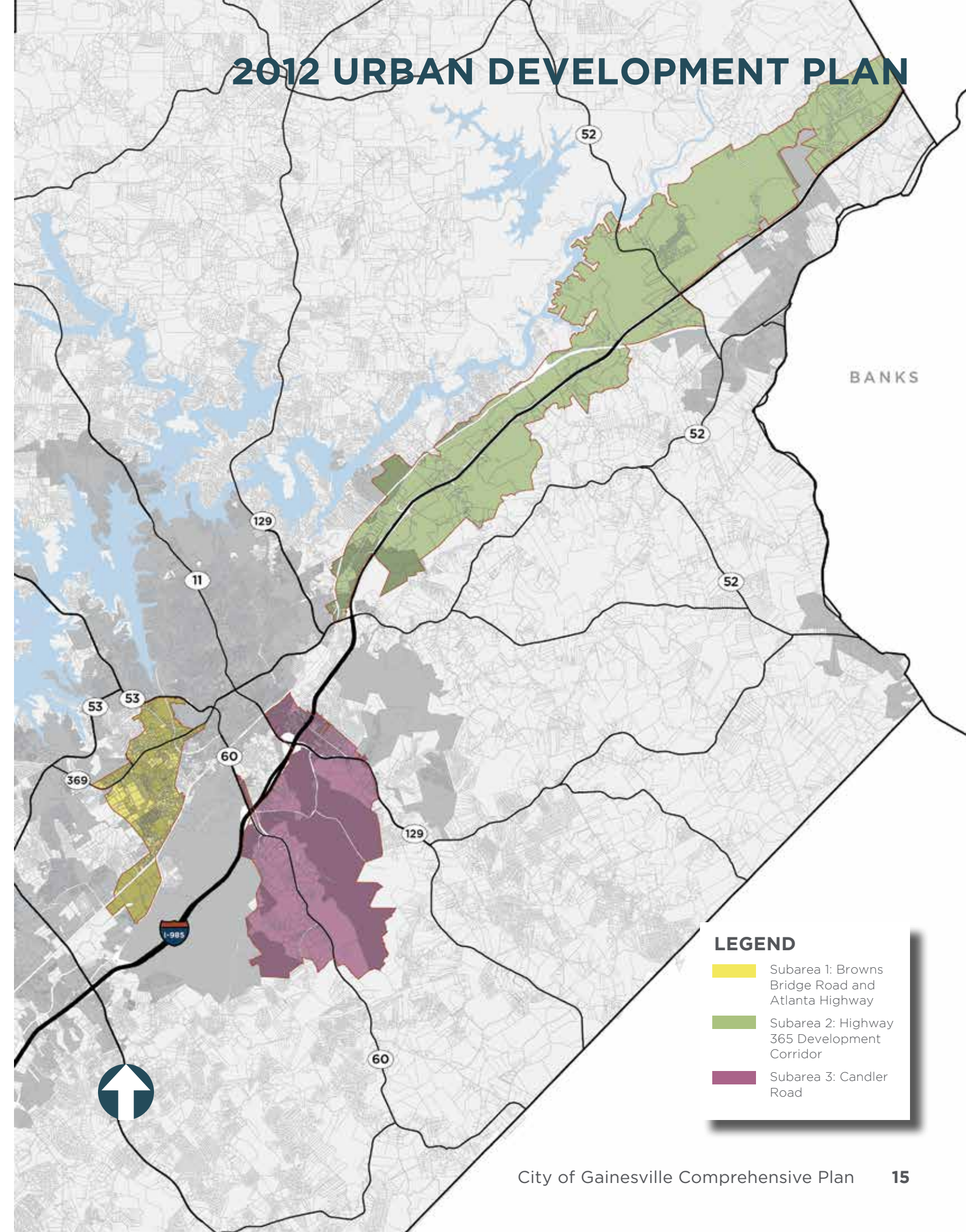
- **Economic Growth** - To increase the tax base of both the City and County and provide a wider range of employment opportunities in the community.
- **Responsible Growth** - To direct growth into developed corridors or areas the City and County have designated as future employment centers to provide services more efficiently and protect the area's natural resources and rural character of Hall County.
- **Redevelopment** - To stimulate redevelopment of aging properties without historic or aesthetic appeal to develop more pedestrian friendly, mixed-use projects which reflect the character of Gainesville and Hall County, while protecting natural resources and established residential neighborhoods.

PURPOSE

The plan's purpose is to serve as a reference for future applications to be designated as an Opportunity Zone by the Georgia Department of Community Affairs, in addition to creating an urban development area with three potential Opportunity Zones.

- **Subarea 1: Browns Bridge Road and Atlanta Highway.** The City and County want to stimulate redevelopment of these corridors and provide incentives for businesses to better utilize commercial spaces and provide more employment opportunities to residents and higher levels of business services for residents, employees, and visitors.
- **Subarea 2: Highway 365 Development Corridor.** The focus of this location is to encourage infill development along the corridor so local jurisdictions can provide services more efficiently. Funneling development into existing corridors will minimize the disturbance of natural amenities and existing residential neighborhoods.
- **Subarea 3: Candler Road.** The vision for this mostly undeveloped sub area is to become a business park for large scaled high-end technology and research operations. Candler Road and Calvary Church Road are within proximity to I-985 and Lee Gilmer Memorial Airport.

2012 URBAN DEVELOPMENT PLAN



LEGEND

- Subarea 1: Browns Bridge Road and Atlanta Highway
- Subarea 2: Highway 365 Development Corridor
- Subarea 3: Candler Road

GAINESVILLE DOWNTOWN PLAN, 2015

PURPOSE

The plan was created as part of the Georgia Downtown Renaissance Partnership, comprised of the City, the Georgia Municipal Association, the Georgia Cities Foundation, and the UGA Carl Vinson Institute of Government. The partnership helps to facilitate the creation of visions, plans, and work programs for communities in Georgia.

STRATEGIC VISIONING

Community and stakeholder input identified the assets important to the community and what the priorities were throughout the development of the plan. Listed below are the work plans divided into categories that were further broken down into short-term or long-term goals:

- Connectivity
- Programming
- Design
- Economic Development

CONNECTIVITY

Improving connectivity was the focal point of the master plan, which proposed expanding the greenway network, restoring the street grid, and improving pedestrian infrastructure around the downtown perimeter roads.

PROGRAMMING

Despite the downtown offering many successful programs throughout the year, the most pressing programming and promotion issues identified by the public related to parking availability, entertainment that would make Gainesville a regional destination, programming at potential redevelopment sites, and more opportunities for the arts and tactical urbanism.

DESIGN

In order to preserve the character of Downtown Gainesville as new businesses and construction appears, it is recommended that all of downtown be rezoned to the central business district zoning classification. Using the planning around the Square as a precedent.

ECONOMIC DEVELOPMENT

Despite the implementation of historic standards in Downtown being seen as a restriction to development, incentives can be offered to offset the proposed standards. Focus should be made on encouraging residential developments, mixed-uses throughout businesses, and conduct peer leadership tours to learn from other cities similar to Gainesville.



Infill Concept at the Square

GAINESVILLE COMPREHENSIVE PLAN UPDATE, 2017

Vision Statement: "Gainesville, Georgia, is an innovative city with a small-town feel offering the highest quality of life with award-winning medical services, esteemed local and higher educational systems, a wide array of recreational amenities including Lake Lanier, a diversity of housing options, and a healthy mix of economic opportunities. Gainesville is a green, walkable community that values and preserves its natural environment, honors its rich heritage, embraces the future, and strives to be a model sustainable city."

OVERALL GOALS & POLICIES

- Promote the health, safety, welfare, morals, convenience, order, and prosperity of the citizens and the city.
- Promote responsible growth, lessen congestion in the public streets, secure safety from fire and health dangers, and promote desirable living conditions.

KEY GOALS

- **Environmental and Natural Resources** - protect and preserve natural resources, the environment, and vital areas of the city and region.
- **Historic Preservation** - protect and promote historic, archaeological, and cultural resources in the city.
- **Housing, Neighborhoods and Community Development**
 - Provide quality affordable housing, a suitable living environment; and expanded economic opportunities to principally benefit low to moderate income persons in the City of Gainesville.

- Provide safe neighborhoods, public facilities, recreational and cultural opportunities which meet safety and health regulations for citizens of all ages and socioeconomic backgrounds.
- Improve public infrastructure, increase public safety, residential desirability and quality of life in low and moderate income neighborhoods; Strive to improve the quality of life for City of Gainesville's extremely low-to-moderate income residents.
- Provide affordable rental and ownership housing options for residents, especially those who earn less than or equal to 80% of area median income (AMI).
- **Economic Development and Redevelopment** - Grow the economy, increase local employment, increase personal incomes, and reduce poverty.
- **Growth Management and Land Use** - Promote and ensure efficient, functional and compatible land use patterns.
- **Community Facilities and Services** - Accommodate existing and anticipated population and employment with public facilities that meet or exceed local level of standards. Ensure that city government facilities keep pace with growth and are provided concurrently with the city's population increases.

- **Congestion management** - Manage congestion, focusing on operation of key intersections and critical road sections.
- **Safety** - Enhance safety for users of all travel modes, including automobile, private and commercial vehicle operators, pedestrians, bicyclists, and transit riders.
- **Connectivity** - Increase connectivity of the roadway network for local and regional trips.
- **Economic Development** - Support economic development and redevelopment by providing transportation systems that serve existing residents and businesses as well as future potential redevelopment in support of the comprehensive plan.
- **Alternative means of mobility** - Increase pedestrian and bicycle mobility for travel along corridors and for access to transit.
- **Bicycle and Pedestrian Goals**
 - **Network** - Implement an interconnected bicycle and pedestrian network that meets community needs in a cost effective and coordinated manner.
 - **Safety, accessibility, and convenience** - Create and maintain a safe, accessible, and convenient environment for bicycling and walking.
 - **Improvements** - Improve the quality of life through the provision of a bicycling and pedestrian network with supporting amenities.

- **Intergovernmental Coordination and Cooperation** - Cooperate with all other levels of government in the pursuit of shared goals, policies, and objectives.

IMPLEMENTATION

- Continuing to monitor progress and update the plan.
- Community Work Program (5 years) established for implementation, provides the responsible party, cost estimates, completion year, and funding source.

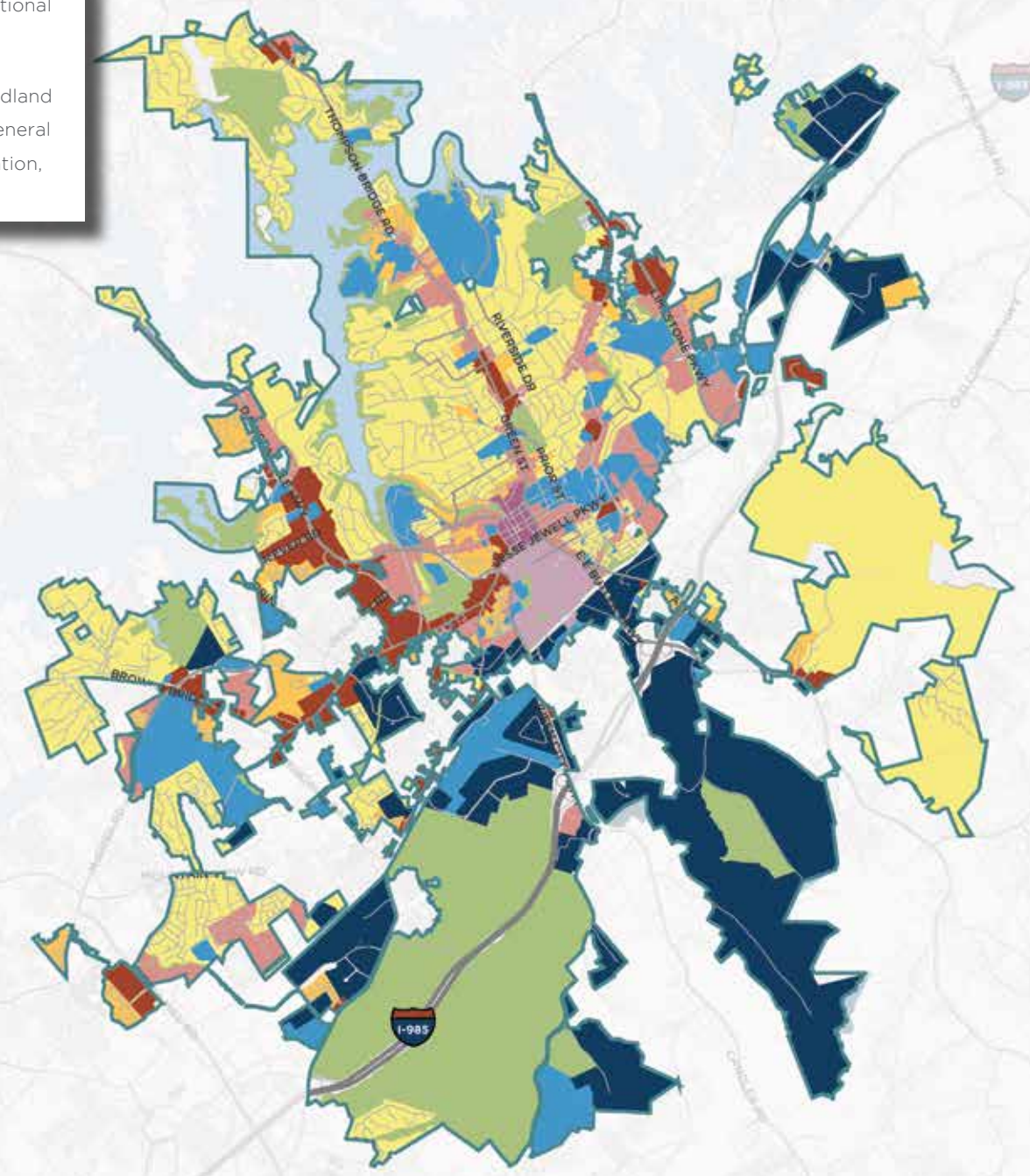
WHAT HAS BEEN ACCOMPLISHED?

- Additional Opportunity Zone along Atlanta Highway
- Infill Housing Strategy
- Senior Center Building Expansion
- Replacement of Fire Station
- Park Amenity Replacements
- Park Trail Maintenance
- New Strategic Parks and Recreation Operations Plan
- Cleveland Highway at Clarks Bridge Road Signal Improvements
- Cemetery Free Grounds Memorial
- Downey Boulevard at Vine Street Intersection Improvements

2017 FUTURE LAND USE PLAN

LEGEND

- Low-Medium Density Residential
- Medium-High Density Residential
- Commercial
- Industrial
- Public/Institutional
- Mixed-Use Downtown
- Mixed-Use Midland
- Mixed-Use General
- Parks, Recreation, Conservation



GAINESVILLE HUD CONSOLIDATED HOUSING PLAN, 2019

HOUSING AFFORDABILITY GOALS

- Support the development of affordable rental and owned housing, including projects located near employment and transportation.
- Expand the useful life of existing affordable housing through rehabilitation, repair, or weatherization programs.
- Provide homeownership opportunities for households through down payment or closing cost assistance.

INFRASTRUCTURE AND PUBLIC FACILITY IMPROVEMENT RECOMMENDATIONS

- Provide safe neighborhoods, public facilities, recreational and cultural opportunities which meet both safety and health regulations for citizens of all ages and socioeconomic backgrounds.
- Improve public infrastructure, increase public safety, residential desirability, and quality of life in low- and moderate-income neighborhoods.
- Assist community service organizations in improving their physical structures to ensure they are sufficient in size, accessible, safe and meet the organization's service goals.
- Infrastructure improvements including but not limited to sidewalks, roadway, park, and water and sewer replacement or expansion.

NEIGHBORHOOD REVITALIZATION RECOMMENDATIONS

- Non-housing community development activities to reduce blight, code enforcement, demolition, acquisition, and redevelopment.
- Property acquisition to increase greenspace, improve housing affordability, and promote economic development.

ECONOMIC DEVELOPMENT RECOMMENDATIONS

- Support business development for new employment opportunities for low to moderate income workers.
- Provide job training assistance for residents to access employment opportunities.

PUBLIC SERVICE RECOMMENDATIONS

- Fund community services such as youth services, senior programming, services for people experiencing homelessness, employment training, housing counseling, transportation assistance, fair housing education and enforcement, legal services, and others.

FAIR HOUSING RECOMMENDATIONS

- Provide fair housing education activities to residents, housing providers, and local agencies in English and Spanish through either in-house or through an award to a local organization.

PROGRAM ADMINISTRATION RECOMMENDATIONS

- Funding for performance of administrative, implementation, and planning requirements of the CDBG program.

GAINESVILLE HOUSING ULI TAP, 2019

Goal: Identify strategies to provide affordable housing for Gainesville and Hall County.

RECOMMENDATION 1

- Invest in education and outreach campaign detailing the benefits of housing at multiple price points that contribute to the economic and community development.
- Engage with the business community to push this effort and engage with other sectors.
- Continue to support the Housing Authority and staff leadership.
- Implement a formal housing task force that meets regularly with stakeholders from the business community, public agencies, private sector, philanthropy, and nonprofits to create a vision.

RECOMMENDATION 2

- Focus resources on a designated area that has potential to catalyze further development.
- Locations for this demonstration should be an area around the Midland Greenway and the jail site.

RECOMMENDATION 3

- Review county zoning to surface barriers relative to housing options.
- Review existing incentives with housing goals.
- Consider new sources of funding such as the Housing Trust Fund.

RECOMMENDATION 4

- Create a plan to introduce missing middle housing.

RECOMMENDATION 5

- Create a community land trust, complementary of the Hall County-Gainesville Land Bank.

RECOMMENDATION 6

- Develop a housing needs assessment to identify the exact number of units needed in the market.
- Aid in creating a strategic housing plan and a shared vision for housing affordability.

GAINESVILLE 2030 PARKS AND REC MASTER PLAN, 2019

Vision Statement: “Inspire and sustain a passion for parks and recreation experiences that enhance our community’s quality of life.”

PURPOSE

The master planning process included citizen, stakeholder, and staff participation to answer the following questions:

- What are the community assets within the Gainesville Parks and Recreation Agency (GPRA)?
- What are the needs of the community?
- How can GPRA performance be improved?
- What can be developed, re-purposed, or undertaken?

GUIDING PRINCIPLES

Data from previous studies and community input shaped the overarching priorities that became the guiding principles for facility improvements:

- Expand greenways, enhance connectivity, and build fitness trails.
- Take care of what the community has – focus on renovating existing facilities.
- Enhance/build additions to existing facilities.
- Build a sports complex.
- Plan for and build a new recreation center.
- Build a Racket Sports/Tennis Center.

RECOMMENDATIONS

The plan makes recommendations for how the GPRA administration and operations can be streamlined for efficiency. Facilities such as a recreation center, sports complex, and shared use agreements with the Gainesville school system are recommended. If implemented these facilities would offer more activities and event spaces for a wide audience.

Relating to parks and green spaces, it was recommended to acquire another 199 acres of park land and expand trails by 48 miles by 2030. Recommendations were also made to adopt a policy for planting native plants in all GPRA and COG landscape areas to develop native habitats. Enhancing signage and wayfinding to better identify GPRA parks and multi-use trails were identified.

Programs and services will continued to be monitored and evaluated to determine appropriate program life cycles in order to enhance or diversify programs. Continue to encourage people to “get outside” to promote healthy lifestyle choices.



Midland Greenway

GHMPO REGIONAL TRANSPORTATION PLAN, 2020

The Regional Transportation Plan (RTP) builds off other transportation plans and studies since the 2015 RTP adoption such as: the Bicycle and Pedestrian Plan Update, the Gainesville-Hall Regional Transportation Plan 2015 Update, the Gwinnett Trails County-wide Trails Master Plan, the Microtransit Feasibility Study, the South Hall Trail Study & Gainesville Trail Study, and local comprehensive plans.

GOALS AND OBJECTIVES

The following goals and objectives remain unchanged from the previous 2015 RTP and will be carried over to the 2050 RTP goals and objectives:

- **Coordination & Outreach.** Develop a financially feasible plan that will increase the likelihood of successful implementation through agency, stakeholder, and public coordination
- **Multimodal Connectivity.** Provide a more integrated multimodal and intermodal transportation system that includes increased travel options by prioritizing transit, pedestrian, and bicycle travel throughout the region
- **Safety & Security.** Maintain and improve transportation system safety and security for motorists, transit riders, pedestrians, and bicyclists
- **System Preservation and Maintenance.** Take steps to continually monitor and maintain the transportation system
- **Environment.** Develop a transportation system that conserves energy, promotes the attainment of air quality standards, protects the natural environment, and minimizes adverse impacts
- **Mobility and Economic Vitality.** Provide a transportation system that provides for the movement of people and goods safely and efficiently and advances the region’s economic competitiveness

PARK HILL CORRIDOR STUDY, 2020

Purpose: As a response to the Downtown Renaissance Strategic Vision and Plan which focuses on redeveloping the downtown and midtown cores. The City wanted to redevelop another study area that was well established within the community. The Park Hill corridor was chosen as it is a community hub and heavily traveled. The study area is 1.5 miles long and was divided into a north corridor from Riverside Drive to South Enota Drive and a south corridor from South Enota Drive to US 129, as these two corridor sections both have differences in character and intensity of uses after crossing the intersection of Enota Avenue.

SOUTH CORRIDOR RECOMMENDATIONS

Pedestrian Infrastructure

- Add crosswalk across Oak Tree Drive.
- Add crosswalk with center lane refuge island in front of the Inn Between Deli.
- Develop a color-coded Green Street Trail Head to highlight and connect various walk, run, and bike trails.
- Connect existing sidewalk to the Riverside pedestrian lane.
- Improve lighting in the corridor with pedestrians in mind.
- Road diet for Riverside Drive - Green's Grocery area (long term).

Transportation/Auto-Centric Improvements

- Reduce curb cuts along Riverside Drive commercial area.
- Work with property owners to reorganize and re-paint parking lines.
- Lengthen Oak Tree Drive right-hand turn lane (long term).
- Construct a roundabout at the T-intersection of Riverside Drive and Morningside Drive (long term).

Branding

- Create a unified identity for the area with a strong descriptive brand.
- Install signage and pole banners using brand name.

Redevelopment Opportunities

- Incentivize as appropriate development and redevelopment of key properties.
- Incentivize as appropriate infill or redevelopment of commercial spaces as mixed-use developments (long term).



A rendered concept of recommendations for the intersection of Riverside Drive and Morningside Drive

NORTH CORRIDOR RECOMMENDATIONS

Pedestrian Infrastructure

- Prioritize pedestrian safety with a crosswalk and refuge island across Park Hill Drive.
- Enhance pedestrian circulation with a road diet to Park Hill Drive/Cleveland Highway (long term).

Transportation/Auto-Centric Improvements

- Decrease congestion with minimal new curb cuts and enhance neighborhood aesthetics with a vegetated median.
- Add a bus pull-off within the existing right of way to decrease traffic delays.
- Promote public transportation with increased seating and shade at bus stops.
- Increase access to public transportation with additional hours of operation.

Branding

- Improve public perception and promote new business by repaving the parking lot, repainting parking spaces, and adding vegetation to Northlake Plaza Shopping Center.
- Create recreational opportunities within Northlake Plaza's excess parking lot space.
- Fill neighborhood needs with the development of vacant land at the corner or Enota and Park Hill Drive (long term).
- Redevelop Northlake Plaza with shopping, green space, and housing options in order to better meet the needs of the diverse surrounding community (long term).

Redevelopment Opportunities

- Use Gainesville's brand identity to promote and identify community assets and provide directional signage.



A rendered concept of recommendations for Riverside Drive

2.

GAINESVILLE TODAY

Population	28	Economic Development	71
Land Use	38	Broadband	82
Community Facilities & Services	46	Transportation	86
Historic & Cultural Resources	60	Natural Resources	102
Housing	64	Parks & Recreation	110
		Intergovernmental Coordination	114

GAINESVILLE AT A GLANCE



Population in 2019
43,232

Average Household Income
\$74,033

Median Household Income
\$51,520

Number of Households
13,314

Predominant Housing Type
Single-family, detached

Age group 65+
increased
13.4%
Since 2000



Age group 0-17
increased
28%
Since 2000

POPULATION



OVERVIEW

The foremost task of any government is to promote the welfare of the existing and future populations. This is the basis for all strategies involved in economic development, capital improvement projects, and land use regulation. The hope is that growth can be encouraged and managed, such that the opportunities exist for economic expansion without diluting the quality of services provided.

The first step in achieving this lies in understanding the characteristics of both the present and future populations of the region; their traits, needs, and capabilities. Much of this begins with identifying trends within the population, to help explain current conditions and gain insight into probable future conditions.

The Population Element provides an inventory and analysis of demographic data, defining significant trends and attributes to help determine how human services, public facilities, and employment opportunities can adequately support existing and future populations. The information may also assist in establishing desired growth rates, population densities, and development patterns consistent with the goals and policies for the region. The inventory presents various statistics for the region over the past twenty years, and, where applicable, shows projections for the next twenty years. In some categories local performance is also compared with the state and other communities in Georgia.

TOTAL POPULATION

Like much of Hall County and north metropolitan Atlanta, Gainesville is a growing community. Its growth has not been exclusive to boundary expansion, either, as the popularity of the area has drawn both infill development and urban-scale residential development. Much of this is due to the availability of many amenities such as the lake, three post-secondary education institutions, and a preeminent medical center. These attractions, along with available utility and infrastructure capacity and affordable cost of living, has Gainesville and Hall County poised for further growth for the foreseeable future. Some projections suggest the county may take in an additional 100,000 residents within the next 40 years or less.

Gainesville is expected to take in some of that population growth, but how much will depend on any further changes to city limits and the continuing evolution of urban development forms. The completion of urban mixed-use projects such as

Gainesville Renaissance and Solis Gainesville, for instance, will increase the residential density of the city’s core. Based on the City’s regulations and ambitions for revitalizing Downtown and Midland, there are several or more properties within walking distance of downtown capable of similar reuse and other vacant or underused lots across the city, suggesting a capacity for a further 1,000+ residences within the city limits as is.

HOUSEHOLD COMPOSITION

Households are defined by the Census Bureau as “all the persons who occupy a housing unit,” and represent one view of how the region’s population is living: as families, in groups, etc. People living in households of more than one person typically share costs of living, producing a different economic profile than individuals. In addition, the market for housing units is more responsive to household characteristics, making it important to study the size, locations, and numbers of households as well as of the population in general.

The composition of Gainesville’s residential households has seen a slight increase in household size coinciding with the overall population growth. Popular explanations for this trend are both an increase in the number of younger families moving into the area to take part in the economy and the social phenomena of many college age children temporarily living with their parents to save on housing costs. These trends are seen across all racial and ethnic demographics and are largely perceived as a macro-social response to the Great Recession, as individuals and families reset their priorities and career objectives amidst an evolving US economy.

two to five people while also aiming for affordability. As a result, the City may wish to review regulations with area developers to ensure local ordinances not only allow but encourage forms and options that can prove profitable within a small-urban setting and still invite the possibility of home ownership and equity.

Average Household size increased in 2021



What this means for Gainesville is a slight update to the types of housing demanded, both in seeking more affordable options and in the ability to accommodate evolving family forms. Premium price-point housing remains a viable standard in the market due to the lake and other area attractions. Single-family detached units will continue to dominate the desired housing type preferred, but the City and developers will want to find a way to introduce more new units that are suitable for families of



Total Population, 2019 (US Census Bureau)

POPULATION	GAINESVILLE	HALL COUNTY
2010 Census	34,057	180,033
2015 Census	36,849	192,245
2019 Census	43,232	204,441

For more information on the City’s population see the Appendix.

Total Households, 2000-2019 (ACS 10-Year Estimates, 2019)

TOTAL HOUSEHOLDS	GAINESVILLE	HALL COUNTY
2000 Census	10,248	47,389
2010 Census	11,534	60,691
2015-2019 Census	13,314	64,352

Average Household, 2000-2021 (US Census Bureau, 2021)

AVERAGE HOUSEHOLD SIZE	GAINESVILLE	HALL COUNTY
2000 Census	2.79	2.89
2010 Census	2.85	2.91
2021 Census	2.87	2.90

AGE DISTRIBUTION

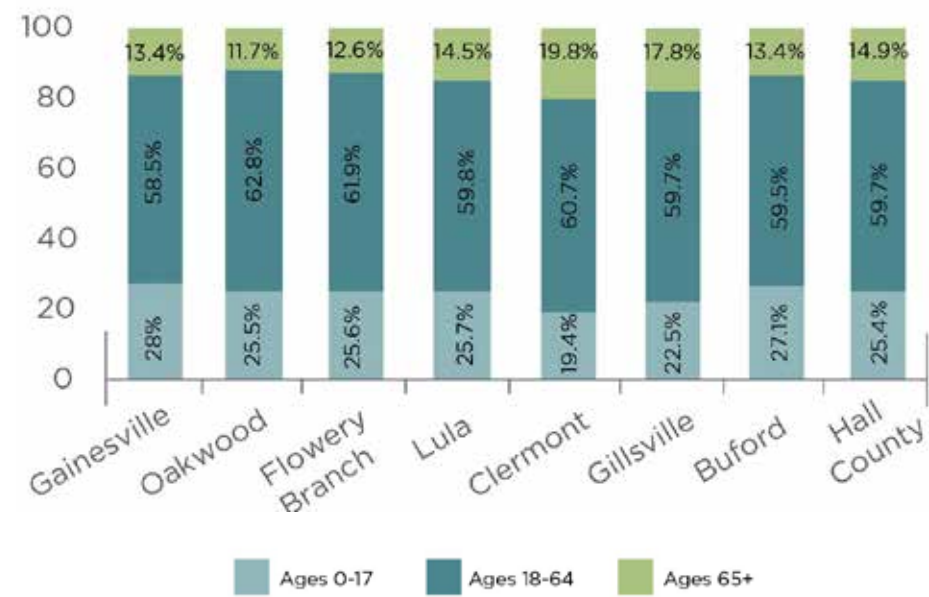
As defined by Woods & Poole, “the mix of age groups defines the region’s character and indicates the types of jobs and services needed.” Each age group, from children to retirement age, requires special needs with respect to public services and facilities, making it important for the providing government to identify the prevailing age distribution. Moreover, by defining the present age make-up of the community a government is also producing a portrait of future age distribution and can more effectively plan for future needs and concerns.

Gainesville’s population growth since 2000 has coincided with shifts in the composition of age groups. The city has increased in the number of children (age 0-17) by more than 5,000 people since 2000, seeing this age group increase their share of the residential population from 25% to 28%. Yet the City has also seen growth among the number of elderly residents ages 65 and over, a segment that now accounts for 13.4% of

the community. This ultimately means that Gainesville’s percentage share of working age adults has decreased. It also means the City may have a disproportionate demand for specialty services for youth and elderly. Taken in isolation this could be a concern for Gainesville, and the City will certainly want to mind these trends for the near future. However, as part of the bigger Hall County area there remains enough partners in the provision of services and much interaction across jurisdictional lines for employment options that Gainesville is not alone in managing the demands of an evolving demographic.

It does mean the City will want to monitor the financial impacts to the Gainesville School System and the local transit program, especially if the local work force shrinks enough to impact the property taxes that support the schools. Other factors will come into play, especially the volume of commercial and industrial properties within the city limits, contributing to property and sales taxes, however the City will want to ensure the size (and general age) of the work force is sustaining the local economy.

Comparison of Age Distribution, 2021 (ESRI Forecast)



GAINESVILLE RESIDENTS

Age group 65+ increased 13.4%

Age group 0-17 increased 28%

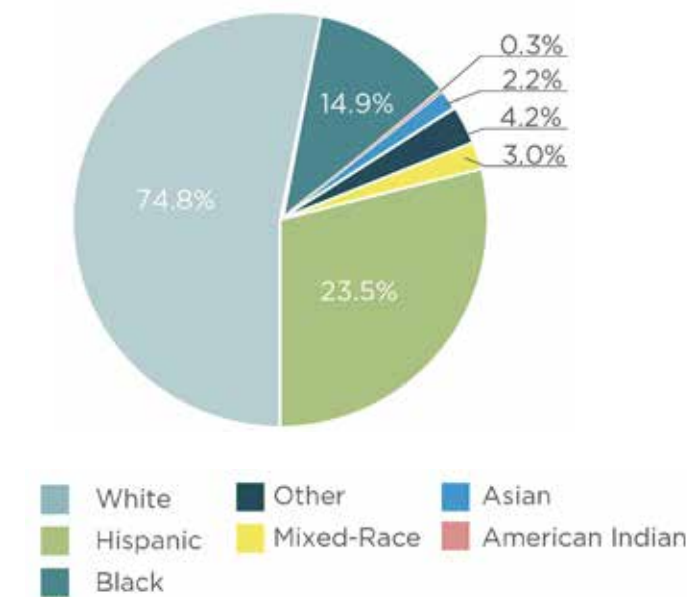
*Since 2000

RACIAL & ETHNIC COMPOSITION

Racial composition is monitored as one element of a community’s cultural make-up and for now remains a factor in some social programs. Most particularly, this is used to illustrate the possible influence of ethnic groups on economics and/or demands for civic services. Dynamic changes in racial composition could signal a need for more or new services with regards to language integration or illustrate a cause-and-effect relationship with specific employment trends.

Over the past 40 years, Gainesville has become the most diverse community within Hall County, not only due to the influx of ethnic immigrants but also among non-whites. As the traditional business and industrial center for the county, Gainesville was bound to attract those seeking employment. It’s also typical that cities with diverse populations will attract more of the same, as residents seek communities that don’t feel racially exclusive.

Racial Composition, 2015-2019 (ACS 10-Year Estimates, 2019)



SPECIAL NEEDS POPULATION

In addition to the elderly, communities should also ideally account for other sub-sets of their populace that may have demands for special transportation services, medical care, or diverging needs in education and recreational services. This can be particularly crucial for communities where people with special needs congregate in order to access an established medical community, such as in Gainesville with the Northeast Georgia Medical Center.

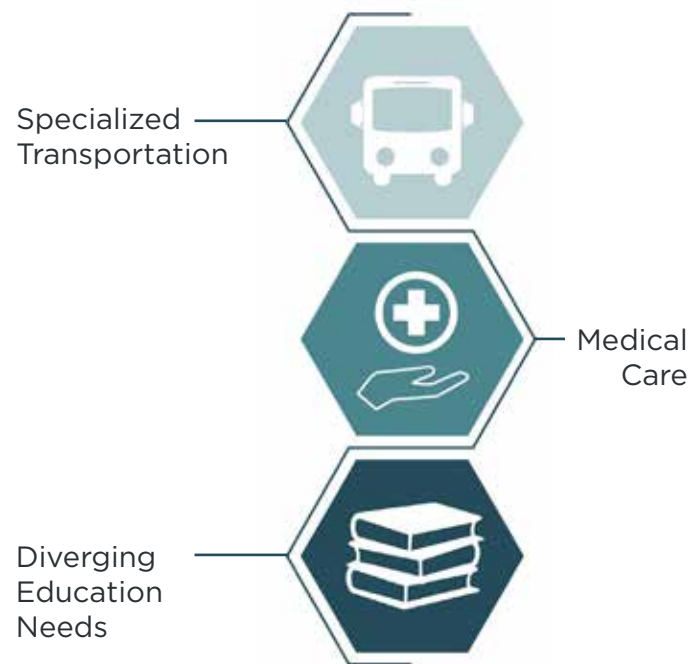
Data for disabilities at the county or city level are difficult to come by, but various sources try to present estimates based on sound sources. The Online Resource for U.S. Disability Statistics (disabilitystatistics.org) managed by Cornell University suggests that for all of Georgia in 2018, that approximately 19.1% of the population (roughly 636,000 persons) were officially receiving some form of Social Security Supplement indicative of having a disability. The resource disabilitycompendium.org, which is produced in part by the U.S. Department of Health and Human Services Administration, shows that for just Hall County in 2016, the estimated share of residents with some form of disability was approximately 11.0%, or roughly 21,000 people.

It’s known that a significant share of the disabled populace is comprised of persons also classified as elderly, with many aged adults in need of mobility assistance or suffering a sensory loss with hearing or sight, as those ailments are typical of old age. Given the additional data concerning the aged population within Gainesville and the likelihood of disabled residents seeking to live in proximity to medical and transportation resources, it’s within reason to assume a majority of the suspected disabled population within Hall County lives in or nearby to Gainesville. At a minimum, the City should plan as if between 5,000-10,000 residents within the community has at least one form of diagnosed disability.

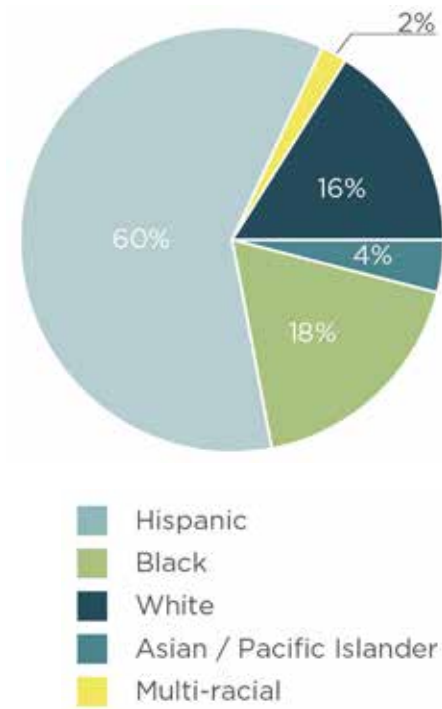
EDUCATION LEVELS

A leading component in making a community's population a strong resource for economic and civic prosperity lies in the opportunities for a quality education. The academic levels and performances achieved by residents are strong measures of quality of life and a community's overall potential. Reviewing this information, then, allows insight into the type of population being studied and will help shape and clarify many income, economic, and employment issues.

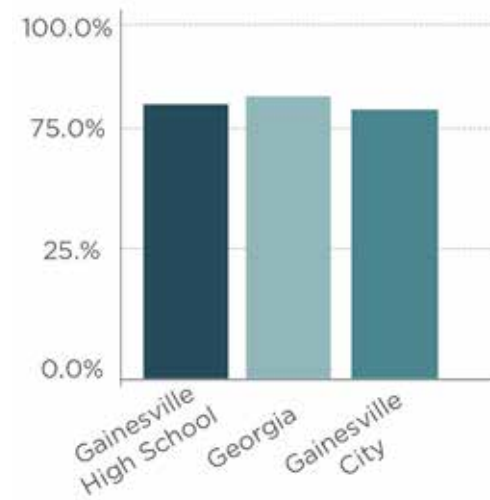
A community's educational attainment refers to the final level of education achieved within the adult population (age 25 and up), as identified by categories representing various levels of education. Ideally, communities would prefer a greater percentage of their populations achieving much higher education levels, surpassing high school and possibly graduating college.



Gainesville High School Profile (Governor's Office of Student Achievement, 2020)



Four-Year Graduation Rate



Gainesville is served by a city school system, one of a few remaining city systems within Georgia. Gainesville High School has produced graduation rates in-line with those for the State and Hall County, however, compared with the County system the City schools have a higher percentage of students from Hispanic households, which may present a language barrier. The overall academics have been improving as the system adapts to the changing demographics and takes advantage of modern technology. The system has also improved partnerships with local post-secondary institutions to provide students with access to job skills training.

The overall adult education levels have steadily improved across both Gainesville and throughout Hall County. Even with the influx of immigrants, the share of residents with at least a high school degree or GED or some collegiate education has increased. As this trend continues it will bode well for the implied skill set of the local labor force, inviting employers to have more confidence in Hall County residents to fulfill job obligations.

INCOME

Measuring income levels provides an indication of the economic health of the population. Just as education levels can offer insight into employment conditions and the quality of the labor pool, per-capita and household income levels measure the financial stability of the population, and how the local economy is responding to the educational climate. Higher income levels suggest a thriving economy and offer a good indicator as to the success of a community.

Compared with other segments of Hall County, income levels in Gainesville are slightly lagging. Much of this has to do with the volume of immigrant/ Hispanic households that fill a majority of the basic goods-production jobs among local industry.

This doesn't mean the households of these employees are poor, as the prevailing range of household incomes is between \$50-100k, but the lower median and average incomes indicates weaker purchasing power among city residents. This can be offset if the cost of living is lower, and many of Gainesville's poorer households have a means of saving money, such as taking advantage of their proximity to work and spending less on vehicles and travel costs. This does, however, also potentially limit the ability of those households to build equity if they can't afford to improve housing or invest disposable income.

Between 2018 and 2019, per capita income for Hall County increased by 2.6% to \$45,576. On the whole the County is in line with the metropolitan counties in the region. Given the overall size of the county, this is indicative of Hall County's economic pull, showcasing both the volume of jobs but also strong pay levels.

SOURCES OF PERSONAL INCOME

While wages are one gauge of a population's wealth, wages constitute only a portion of each household's net income. Additional sources of revenue include earned interest, dividends, proprietor's income and financial assistance. These sources must be evaluated to levy a true measure of local economic health.



Household Income Levels, 2015-2019 (ACS 2015-2019)

HOUSEHOLD INCOME LEVELS	GAINESVILLE	HALL COUNTY
Total Households	13,314	64,352
Households with income <\$15,000	9.5%	7.5%
Households with income \$15,000-\$29,999	18.3%	13.5%
Households with income \$30,000-\$49,999	20.5%	18.1%
Households with income \$50,000-\$99,999	30.2%	33%
Households with income >\$100,000	21.3%	27.8%

For more information on the City's household income levels see pages the Appendix.

Measures of income sources for Hall County reveal the content of personal revenues into the County features approximately 17% from sources other than conventional wages and earned income. Based on total revenues, transfer receipts (which includes the variety of government support funds) constitutes 17.6% of monies claimed by county residents in 2017. The largest types of these transfer receipts were retirement/ disability benefits and Medicare, which combined for more than 65% of supplemental income sources. From a financial perspective, this figure, coupled with the county's decent median income levels, implies an above average domestic economy. But while the average income paid to employees at that time (\$58,517) is considered high, there remains a fair number of households mired in poverty due to the volume of households reliant on lower-paying occupations.

For Gainesville, this means the City should monitor the pairing of prevailing wages paid at local industry in conjunction with the volume of workforce and affordable housing. If the volume of lower priced homes exceeds that demanded by the number of full-time blue-collar jobs in the vicinity, it might be an indicator of a market trending toward lower incomes, and increasing demand for supplemental funding resources.

POPULATION PROJECTIONS

Having established a basic profile of existing conditions and their trends, the planning process requires an attempt to project trends forward so as to gauge potential demands, impacts and issues. Specifically for community development, this requires a projection of population trends and characteristics.

Population projections are done most frequently for Gainesville by the Gainesville-Hall Metropolitan Planning Organization (GHMPO), the body responsible for transportation planning for Hall County. With each update of the GHMPO's Regional Transportation Plan, the agency evaluates projections developed by multiple sources and works with a consultant in evaluating the efficacy of each in modeling the residential population, daytime population, and employment across all of Hall County and a portion of Jackson County. During the 2020 update of the Regional Transportation Plan, the GHMPO and their partner consultant reviewed three base data sources: The REMI dataset for GHMPO Region - 2020 to 2050, the Georgia Office of Planning and Budget's 2015 Series - 2015 to 2062 Projections, and the 2010 to 2040 Projections included in the 2015 GHMPO Regional Transportation Plan (RTP). As a result of these analyses, the GHMPO accepted recommendations on using an average annual growth rate of 1.95% for Hall County for the purposes of traffic modeling, which would put the county at a population of approximately 383,337 people by the year 2050.

Gainesville Population Projections

	2022	2025	2030	2035	2040	2045	2050
Gainesville	45,810	48,541	53,463	58,884	64,853	71,427	78,669
Hall County	222,969	236,538	260,517	286,928	316,016	348,053	383,337

Figures based on an estimated 1.95% growth rate each year (per GHMPO)

If the same growth rate is applied for Gainesville, this would mean approximately 80,000 residents in the same time frame. However, it's established that Hall County has greater potential for growth compared to the municipalities, given that the county has a disproportionate share of undeveloped land. If Gainesville does not expand their boundaries and retains a higher share of land given over to commercial and industrial uses, that leaves little room for significant new residential development. This would suggest more conservative modeling for Gainesville would be better suited in projecting population loads within the existing city limits.

Assessments of buildable land within the city hint at a possible capacity for approximately 5,000 more residents, pending housing types and other factors.



LAND USE

EXISTING LAND USE

Gainesville is centered on its historic downtown that extends for several blocks in all directions beyond the central square. This traditional business district has a fine-grained land use mix with retail, office, and institutional buildings on a traditional street grid. Older urban neighborhoods and the Brenau University campus cluster tightly around this core. On the other hand, the land uses and development patterns along major road corridors heading away from downtown are more conditioned by topography, Lake Lanier, vehicle access, and the railroads and Interstate 985 to the south and east. In these areas, the development pattern is more suburban in nature in that it is dominated by larger blocks on curvilinear, dendritic

street networks. Along with the historic neighborhoods, residential uses make up a total of 24% of the city’s total acreage. Commercial and office development within the urban core and along the major road corridors makes up almost 9% of total area, while industrial development also equates to about 9%. The city’s fringe areas have approximately 4,829 acres (25% of total) of vacant land that can be used for future development or set aside for conservation.

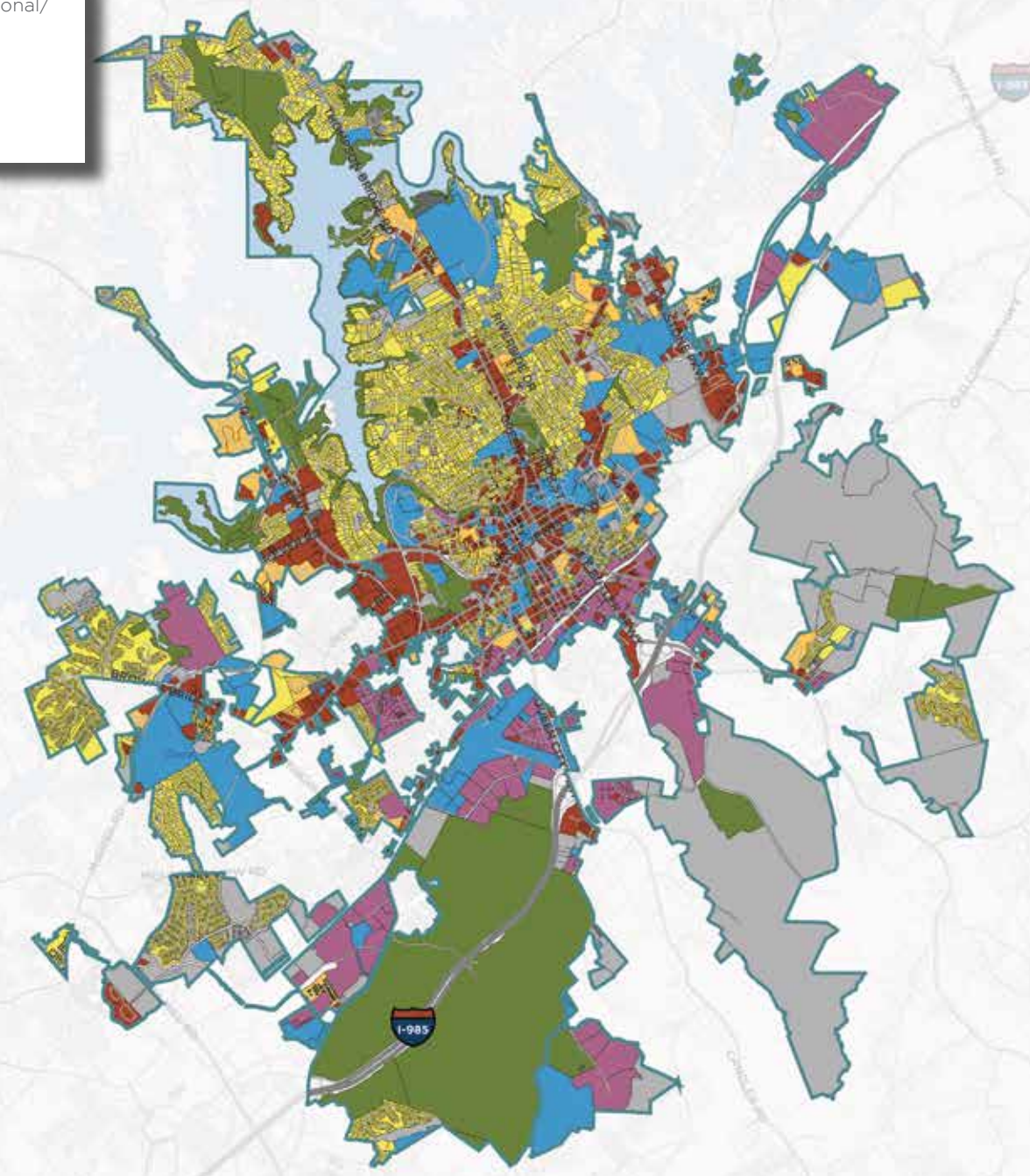
Compared to 10 years ago, there are 1,169 acres less vacant or undeveloped land. Land used for single-family residential increased by 1,111 acres, or about 27.6%. Only five additional acres have been consumed for multi-family (this number does not account for multi-family built as part of a mixed-use development or units that have been re-built on land that was previously used for multi-family).

LAND USE CATEGORIES	ACREAGE	PERCENTAGE
Single-Family Residential	4,025	20.7%
Multi-Family Residential	621	3.2%
Commercial	1,669	8.6%
Industrial	1,696	8.7%
Civic/Institutional/Tax-Exempt	2,286	11.8%
Conservation/Open Space/Parks	4,269	21.9%
Utility	56	0.3%
Vacant	4,829	24.8%
Total Land Area	19,452	100.0%

EXISTING LAND USE

LEGEND

- Single-Family Residential
- Multi-Family Residential
- Commercial
- Industrial
- Civic/Institutional/Tax-Exempt
- Conservation
- Utility
- Vacant



RESIDENTIAL

Gainesville has urbanized over the last few decades, moving from a small regional city in a largely rural context, to a major satellite city in the Atlanta-Athens metro areas and an anchor city in North Georgia. Population growth and newer development trends are driving the city to adopt more urban scale housing that is more viable as the city grows.

Gainesville's established urban neighborhoods are located around Downtown and the Midland area. Fair Street and Newtown, the city's older African-American neighborhoods, are southeast of downtown but have been somewhat isolated by auto-oriented commercial development and heavy industrial uses. Bradford-Ridgewood is immediately north of downtown, and includes the Ridgewood Historic District. Traditionally owner-occupied single-family, it has experienced some transitioning to rental housing over the past couple of decades. Recently the city initiated the creation of Neighborhood Planning Units (NPUs) as a means for continued microlevel land planning. The

City has established two NPUs — one at Fair Street and one at Bradford-Ridgewood. Further north, the neighborhoods on both sides of Thompson Bridge Road and Park Hill Drive are stable single-family residential areas, although there are larger multi-family developments at the periphery and scattered instances of townhouse and condominium infill projects. The suburban neighborhoods at the edge of the northern city limits were developed as a result of the construction of Lake Lanier and are oriented toward it. They are typically designed as a series of cul-de-sacs or loop road subdivisions that provide maximum lake frontage. South of Downtown and Midland, similar development patterns have emerged.

COMMERCIAL

Retail and commercial land uses in Gainesville are located primarily within the central business district and along major arterial corridors radiating outward - Browns Bridge Road, Dawsonville Highway, John W. Morrow, Jr. Parkway, Thompson Bridge Road, and Athens Highway. Most of these are businesses that provide goods

and services to serve the local needs of residents. However, their development profile varies from small-scale downtown retail to suburban-style strip commercial and power centers with big box and chain retail stores.

Downtown has boutique-type stores offering a wide range of services and products such as restaurants, bars, clothing, books, home decor, music, hair styling, photographs, and others. The district is built as a walkable urban environment that provides a pleasant shopping and dining experience. The retail corridors away from Downtown, though, are auto-oriented and not heavily visited by pedestrians, with the exception of Atlanta Highway. "Big box" stores draw shoppers from the greater Gainesville area and in the process have turned Dawsonville Highway into the city's most prominent commercial artery. Several other commercial centers have in some ways replaced Lakeshore Mall, which has struggled to find its place in the ever-changing retail landscape. Nearby, Browns Bridge Road is largely an auto sales and service corridor, and Thompson Bridge Road has more neighborhood-serving retail even though the street cross-section is similar to Dawsonville Highway. The large number of Hispanic households on the city's southwest side has created a market for ethnic shops, restaurants, and services. These have clustered together for economic and cultural reasons, and have greatly influenced the form and function of the Atlanta Highway corridor. While the corridor was the city's first commercial highway, it has not changed significantly beyond its product orientation and customer base. With its diversity and unique character, it has the potential to be a distinctive and walkable main street -but needs a comprehensive plan for public improvements and marketing.

Lastly, Limestone Parkway is a commercial/mixed-use corridor that will have an increasingly important role in Gainesville's future. It is a major vehicular corridor, but will need careful oversight to preserve a balance of land uses and multimodal mobility. The

New Holland Market has a number of retail stores, restaurants, a Kroger grocery store, and a newer apartment complex.

INDUSTRIAL

Gainesville's industrial uses comprise nearly 9% of city's total area; however when combined with nearby areas in unincorporated Hall County a much more complete picture emerges on the extent and impact of industrial development.

Historically, Gainesville was the center for trading and supply for expansion into the North Georgia mountains. The city quickly evolved to be a wholesale transfer point for farm goods. Towards the last quarter of 19th century, railroads brought industrial growth in the form of textile mills, foundries, and manufactured products from lumber harvested and milled in the mountains to the north. The mills were built near the city's railroads with company housing in close proximity for the workers. In the 1950s poultry processing and related agricultural businesses began to outpace others, and replaced textiles as the dominant use along the railroad corridor. Gainesville became known as the "Poultry Capital of the World." Today, agri-business has been a primary economic driver for the city; but Gainesville has developed a balanced manufacturing economy that includes machine parts, medical equipment, and more.

Additional economic diversification came with the construction of industrial and business parks connected to Lee Gilmer Memorial Airport and I-985/Lanier Parkway. The parks along the I-985 corridor include a wide range of light industrial, office, research and development, and heavy commercial uses. They are not dependent on rail, but need access to major highways. Over the last decade, the City and the Chamber of Commerce have been successful in attracting high-tech companies and intend to continue to focus on high-tech business attraction.



Walton Summit multi-family building

EXISTING ZONING

BASE ZONING

The current zoning in Gainesville is dominated by various residential categories across the city, except for the central core and industrial areas near the railroad and interstate. The largest residential zoning district is the R-1 between Lake Lanier and downtown. The remaining zoning districts include four residential categories (R-1-A, N-C, R-2, and R-O). R-1-A zoning is used mostly for conservation/undeveloped areas like Chicopee Woods, the Chattahoochee Country Club, and the undeveloped parcels near Allen Creek. N-C, R-2, and R-O surround the downtown core and run along major arterial corridors. Commercial and office districts (O-I, N-B, C-B, R-B and G-B) are also present in the downtown core and along transportation thoroughfares. These zoning categories are intended to allow goods and services for the adjacent residential areas. Finally, two industrial districts, L-I and H-I, are located along the Norfolk Southern railroad and the I-985/Lanier Parkway corridor and provide space for the city's major economic/industrial development activity.

The PUD zoning districts are scattered throughout the city, with larger PUDs located mostly in the fringe areas (usually associated with large development projects) and smaller PUDs along major corridors. They allow for mixed-dwelling developments that can include nonresidential, neighborhood-serving activities. They also provide for mixed-use developments with no parameters on the percentages of each use.

OVERLAY DISTRICTS

Overlay districts are land use management tools to help coordinate development in areas with special combinations of needs and conditions. By layering regulations in this manner communities are able to balance multiple objectives, and can allow more flexibility than conventional zoning. The City of Gainesville currently has six overlay districts employed throughout the city (a seventh, the Airport Overlay District, is largely for safety in regulating building heights within proximity of the facility.) These overlay districts provide specialized management of respective areas based on unique needs and/or objectives for those areas.

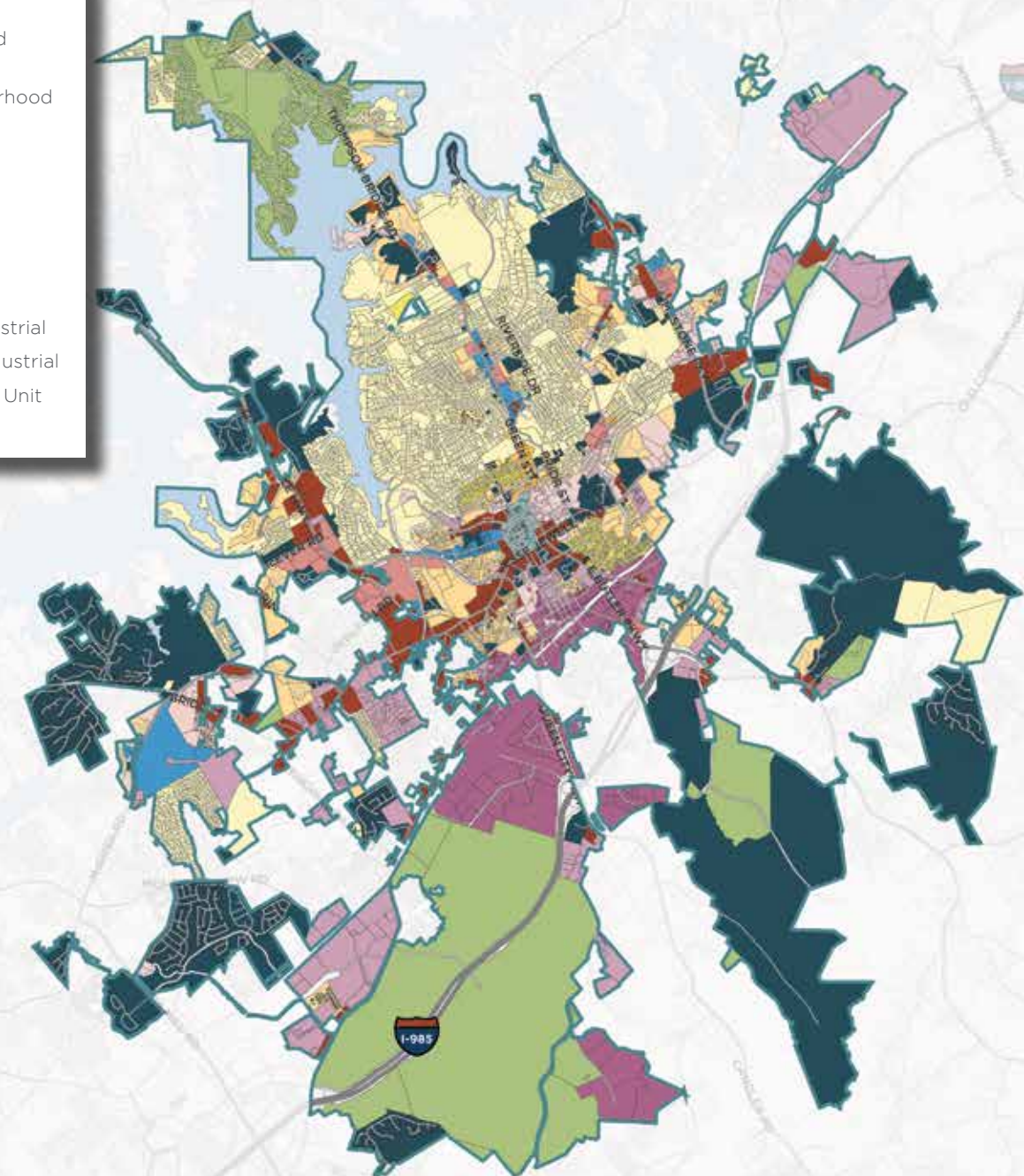
Airport Overlay Zone. The purpose of the airport overlay zone is to impose height and use restrictions necessary to ensure that flight safety is not impaired and that operational capacity of Lee Gilmer Memorial Airport is not decreased. These zones overlay the various zoning districts and are intended to provide greater restrictions than the zoning districts otherwise provide with regard to heights and aircraft navigation.

Gateway Corridor Overlay. These overlays have been created to shape development forms and aesthetics along the arterial corridors leading to and from downtown Gainesville. These roadways serve both as crucial corridors for through traffic but also as destinations for economic generators like regional commercial centers, retail and office operations. These overlays will help manage this variety of uses while working to create a sense of architectural harmony.

ZONING BASE DISTRICT MAP

LEGEND

- R-1-A Residential
- R-1 Residential
- N-C Neighborhood Conservation
- R-2 Residential
- R-O Residential and Office
- O-I Office and Institutional
- N-B Neighborhood Business
- C-B Central Business
- R-B Regional Business
- G-B General Business
- L-I Light Industrial
- H-I Heavy Industrial
- PUD Planned Unit Development



Limestone Parkway Overlay. This overlay was created to guide development within a critical area that is expected to see increased pressure for densities and intensities of use greater than some of the established adjoining neighborhoods. It provides special design requirements to maintain a consistent appearance to foster compatibility between old and new development, and provisions to limit extreme alteration of the terrain.

North Oconee Water Supply Watershed Protection Overlay. The intent of this overlay is to preserve the quality of the watershed and maintain its yield by minimizing the transport of pollutants and sediment to the North Oconee River, and ensuring that its water can be treated to meet state and federal drinking water standards.

Groundwater Recharge Area Protection Overlay. Groundwater is among the nation’s most important natural resources. It provides drinking water to urban and rural communities, supports irrigation and industry, sustains the flow of streams and rivers, and maintains riparian and wetland ecosystems. Certain land use activities, such as septic tanks, underground tanks, and chemical spills, pose a threat to the quality of groundwater supplies. Therefore, it is necessary to manage land uses within groundwater recharge areas in order to ensure that pollution threats are minimized. To this end, this overlay district establishes minimum lot sizes to provide for the orderly and safe development of property utilizing on-site sewage management systems.

Wetland Protection Overlay. The purpose of this overlay district is to promote wetland protection by providing for the withholding of land use and building permits in areas designated as wetlands until a jurisdictional wetland determination is completed, and establishing permitted and prohibited land uses within wetlands.

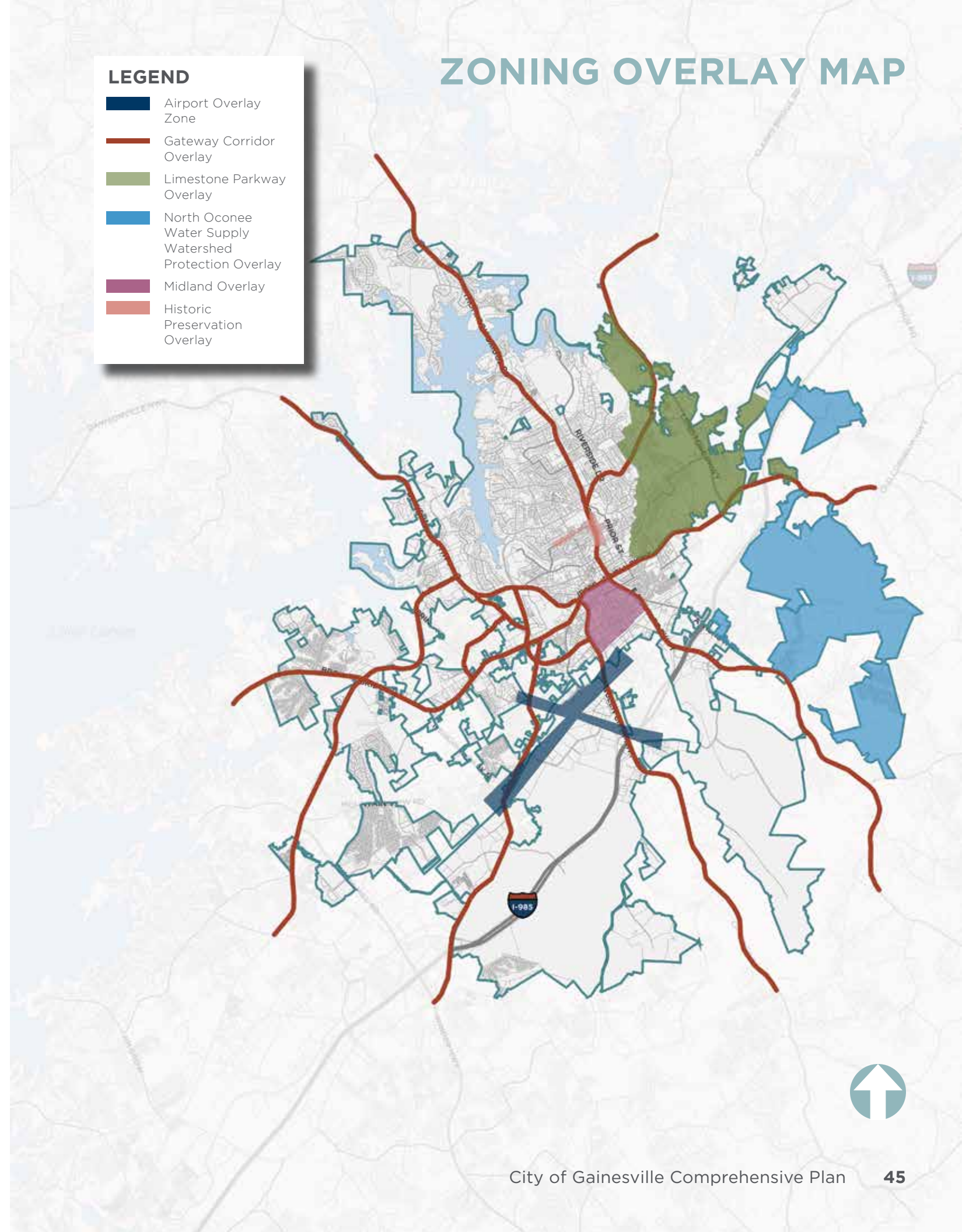
Midland Overlay. This district provides for the impetus and coordination of redevelopment by defining the city’s first Tax Allocation District and Opportunity Zone. The overlay guides infill patterns and architectural design, as well as laying the foundation for larger capital improvement projects such as the proposed Midland greenway and park.

Historic Preservation Overlay. This overlay district establishes a uniform procedure for use in providing for the protection, enhancement, perpetuation and use of places, districts, sites, buildings, structures, landscape features and works of art having a special historical, architectural, cultural or aesthetic interest, or value and is intended to stimulate revitalization and preservation of the business districts and historic neighborhoods; to promote economic progress through heritage tourism; and to provide for the designation, protection, preservation, rehabilitation, and restoration of historic districts and properties, and to participate in federal or state programs to accomplish the same.

ZONING OVERLAY MAP

LEGEND

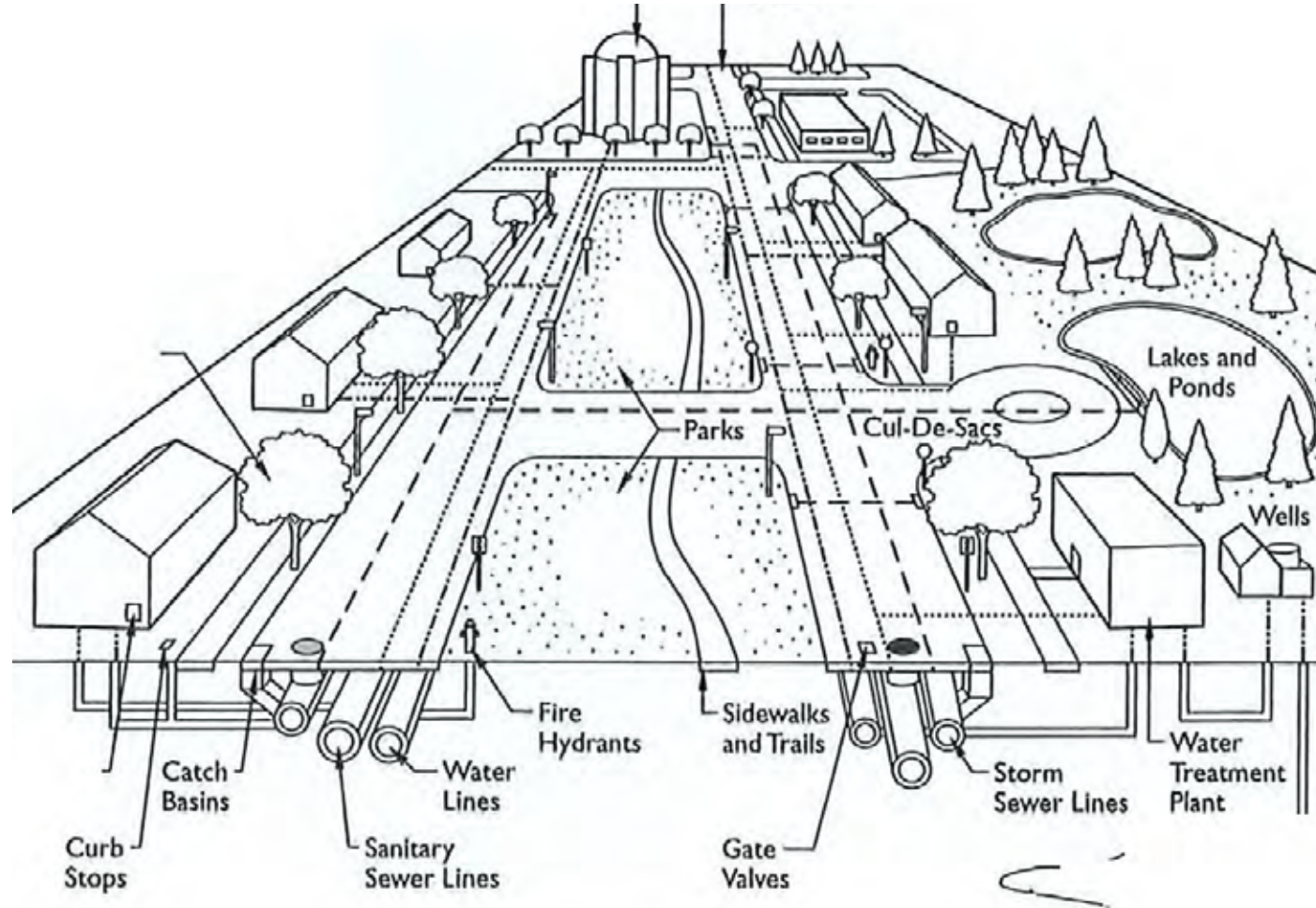
- Airport Overlay Zone
- Gateway Corridor Overlay
- Limestone Parkway Overlay
- North Oconee Water Supply Watershed Protection Overlay
- Midland Overlay
- Historic Preservation Overlay



COMMUNITY FACILITIES & SERVICES

OVERVIEW

Community facilities and services are those elements vital to a population's health, safety, and welfare that are most effectively provided by the public sector, such as sewer, law enforcement, and school services. The Community Facilities and Services element examines the community's ability to adequately serve the present and projected demands for such services, identifying concerns with the spatial distribution and conditions affecting service delivery. These assessments can then assist in projecting future demands and in planning future capital improvement projects.



METROPOLITAN NORTH GEORGIA WATER PLANNING DISTRICT

The Metropolitan North Georgia Water Planning District (Metro Water District) was created by the Georgia General Assembly in 2001 (O.C.G.A. §12-5-572) to serve as the water planning organization for the greater metropolitan Atlanta area. It is now one of 11 regional water districts in the state. The Metro Water District's purpose is to establish policy, create plans and promote intergovernmental coordination of water issues in the District from a regional perspective. Hall County is one of 15 counties included in the metro water district. The metro water district enabling legislation mandated the development of three long-term regional plans to address the water resources challenges: a Water Supply and Water Conservation Management Plan; a Wastewater Management Plan; and a Watershed Management Plan. These plans were initially completed in 2003 and updated in 2009. The planning horizon of these plans is the year 2035. Action items in the regional plans are intended to be refined at the local level by the local service providers through local master plans.

Local governments have a high level of accountability for implementing the metro water district's regional plans via audits of the Georgia Environmental Protection Division. Georgia EPD auditors conduct thorough reviews of local programs and procedures to determine consistency with the regional plans. Local government must substantially comply with the metro water district plan provisions in order to modify or obtain new water withdrawal permits, wasteload allocations, GEFA loan funding, or the renewal of MS4 stormwater permits.

WATER AND WASTEWATER

The City of Gainesville owns and operates a water system that spans Hall County. Water is withdrawn from Lake Lanier and treated to strict safe drinking water standards. The system includes two water treatment plants (Lakeside and Riverside), more than 1,458 miles of water lines, seven storage tanks, over 9,796 fire hydrants, and almost 20,196 water valves. The city has 59,273 active water accounts and associated meters. The regional water plan indicates that by the year 2050 Gainesville is expected to increase its withdrawal from Lake Lanier to 41.3 million gallons per day (monthly average).

The water system is subject to permits issued by the Georgia Environmental Protection Division for water withdrawal and operating a public water system. Gainesville is permitted to produce up to 35 million gallons per day of drinking water. In FY 2021, the city's average annual daily production was 19.4 million gallons per day. Gainesville's staff includes certified water treatment plant operators, certified maintenance technicians and certified distribution system operators. The city has a robust water loss control program and conducts an annual water loss audit. Automated metering is utilized, with the majority of meters having remote read technology providing hourly meter activity. This allows the city to notify customers of potential leaks, saving them money and protecting the water system from unnecessary water loss.

The City also promotes a water conservation program, providing guidance and information for the wise use of Gainesville's water supply. Some of the activities include providing information about drought response requirements, administering a plumbing retrofit program, and school education programs. The city also administers a backflow prevention program requiring testing of backflow devices to protect the water system.

To comply with the regional water and water conservation plan, the city is required to prepare a local water plan. Infrastructure improvements to the city's water system are programmed as a part of the city's capital improvement program. Upcoming projects include maintenance and renovation of treatment facilities, pipelines, and other infrastructure. The city also has plans to utilize state of the art technology to reduce operating costs. Gainesville is updating its water system hydraulic model, which will provide information to optimize system operations. Gainesville's Department of Water Resources is responsible for implementing drought response measures, including public education, enforcing outdoor watering schedules, and other measures to protect the water supply.

The City of Gainesville owns and operates a wastewater system within and slightly beyond the city limits. The system includes two wastewater treatment plants (Flat Creek WRF and Linwood WRF), almost 329 miles of sanitary sewer pipelines, 66 pump stations, numerous manholes and other infrastructure. There are more than 12,140 wastewater customers. Highly treated wastewater effluent is discharged back into Lake Lanier; the city performs advanced treatment and disinfection using ultraviolet radiation to protect Lake Lanier water quality. Gainesville is currently permitted to treat and discharge 17 million gallons per day. In FY 2021, Gainesville treated and discharged an average of 11.7 million gallons per day. Gainesville's staff includes certified treatment plant operators, certified maintenance technicians, and certified wastewater collection system operators. The City implements a robust infiltration/inflow program to minimize any groundwater and rainwater entering the wastewater collection system. The city also administers an industrial pretreatment program to monitor contributions to the wastewater system. Also, the city administers a fats, oils, and grease (FOG) program, tracking over

300 restaurants and permitting commercial waste transportation vehicles. Gainesville's staff also conduct stream water quality inspections and water quality sampling.

To comply with the regional wastewater plan, the City is required to prepare a local wastewater plan. Infrastructure improvements to the City's wastewater system are programmed as a part of the City's capital improvement program. Upcoming projects include maintenance and renovation of wastewater treatment facilities, pipelines, and other infrastructure. Gainesville also has plans to utilize state of the art technology to reduce operating costs by 11.7%. Maintenance and expansion of lines for water distribution and sewerage collection is done regularly in accordance with Departmental schedules and plans, as budgets allow. Current needs include continued upgrade of infrastructure and connections with the proposed intake at the Cedar Creek Reservoir.

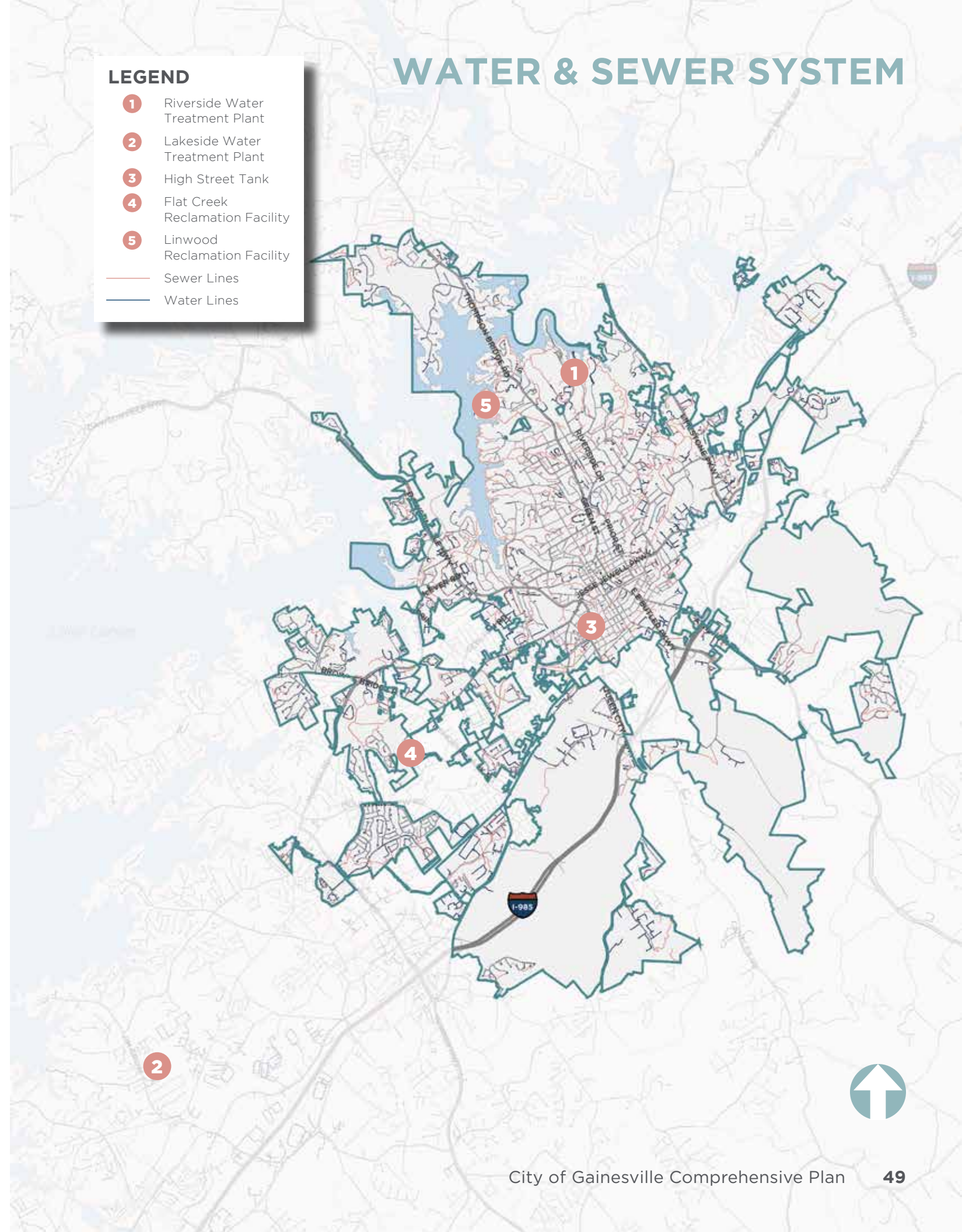


Riverside Water Treatment Plant

WATER & SEWER SYSTEM

LEGEND

- 1 Riverside Water Treatment Plant
- 2 Lakeside Water Treatment Plant
- 3 High Street Tank
- 4 Flat Creek Reclamation Facility
- 5 Linwood Reclamation Facility
- Sewer Lines
- Water Lines



STORMWATER

Gainesville owns and operates a stormwater system within the city limits. The stormwater system consists of storm pipes ranging from 6 inches to 120 inches in diameter, in addition to inlets, outfalls, and detention ponds. Stormwater activities include flood management as well as infrastructure inspections and maintenance. Current projects include the renovation of Lake Knickerbocker dam and pipeline improvements of the Wilshire Trail outfall.

Principal federal mandates for stormwater management include National Pollutant Discharge Elimination System (NPDES) permits for municipal stormwater and wastewater and Water Quality and Total Maximum Daily Load (TMDL) provision of the Clean Water Act. State requirements include but are not limited to watershed assessment and protection plan provision. To comply with the regional watershed plan of the metro water district, the city is required to prepare a local watershed plan. Infrastructure improvements to the city's stormwater system are programmed as a part of the City's capital improvement program. Measures required of the City by the metro water district to implement the regional watershed plan include adoption of model stormwater and watershed protection ordinances, jurisdiction-wide watershed planning programs, development review oversight actions, asset management activities, pollution prevention programs, watershed conditions assessment and monitoring, education and public awareness activities, and watershed management efforts specific to certain watersheds, such as water supply watersheds and impaired waters.

The City implements the Georgia Stormwater Management Manual in reviewing and approving land development.

SOLID WASTE MANAGEMENT

As communities grow, they also incur more garbage, necessitating proper management of the collection and disposal of solid waste. Some items can be recycled, some require special measures for disposal. All forms of waste management should be considered to ensure the health and safety of local residents.

The City of Gainesville provides waste collection to city residents within housing units up to quadplex size. Collection service has not been available to businesses, apartment complexes and industrial accounts since 1995. Backdoor residential collection entails City crews collecting waste from designated, ground level locations on the resident's lot. The City requires waste to be in plastic bags and stored in rust proof, moisture-proof containers equipped with handles and tight fitting covers. The Hall County Joint Solid Waste Management Plan is being updated at the same time as this particular document. Both plans will be drafted so as to ensure compatibility and provide record of long-term waste disposal capacity.

Private haulers manage the total commercial and industrial sector within the city, but the City maintains a non-exclusive franchise status so as to allow an approved hauler to operate within the city according to its ability to gain market share under open competition within the commercial/industrial sector. The collection fleet consists of rear loaders, scooters and flat-bed dump trucks for collecting bulky items and yard waste. Curbside vacuum trucks, chippers and specialty vehicles are also utilized to collect leaves, small limbs and storm debris on a seasonal or as needed basis. The City of Gainesville also provides weekly curbside recyclables collection. Items must be placed at curbside in recycle containers.

The Hall County Joint Solid Waste Management Plan is being updated at the same time as this document. Both plans will be drafted to ensure compatibility and provide record of long-term waste disposal capacity.

PUBLIC SAFETY LAW ENFORCEMENT

Police protection, or law enforcement, is the public service designed to safeguard community residents and businesses from acts of theft, personal violence and other crimes. Such protection builds community character and support and can serve as a tool for attracting tourism and growth. Preventative protection also can lower costs of living and contribute to an overall higher standard of living within the community.

The Gainesville Police Department provides the city with emergency and non-emergency service 24 hours a day to approximately 40,000 city residents and an estimated 150,000 daily visitors. The Department's jurisdiction covers approximately 37 square miles and includes houses and apartment complexes, businesses and industrial parks, recreational facilities, including parks on and around Lake Lanier. In 2018, officers responded to approximately 66,143 calls for service and 2,833 motor vehicle crashes.

The Department has a staff of 119 employees. All certified officers are certified by the Georgia Peace Officers Standards and Training Council and must complete 20 hours of training annually to maintain their certifications and their powers of arrest. The Department is nationally accredited by the Commission on Accreditation for Law Enforcement Agencies, Incorporated and is State certified by the Georgia Association of Chiefs of Police.

This Gainesville Police Department does not normally operate out of the geographic limits of the City of Gainesville; however, it will respond routinely in an emergency under a mutual aid circumstance with other law enforcement agencies. The Hall County Sheriff's Department provides law enforcement protection for all citizens of the county, supports local court activities, and operates and mans the Hall County Jail. The Cities of Flowery Branch and Oakwood provide law enforcement to their respective citizens. Services from their respective police departments are confined to city limits except under an emergency mutual aid assistance circumstance.

Projected needs for the Police Department in the planning timeframe include up to two out precincts and a growth of 10-20 officers. The Gainesville Police Department uses the IACP manpower model for determining staffing coverage, which is heavily dictated by call volume. As the city grows, the Department is responsible for more people and expects an increase in service calls, so they will need the resources to keep up with increased demand and to adapt to changes in technology.

40,000
Residents served
by the Gainesville
Police Department



**Police Department is projected to add**
10-20
Officers

FIRE PROTECTION

Fire protection services provide not only the direct benefit of safety against hazards, but also ensure a higher quality of life for urbanized communities by permitting greater numbers of residents and activities at lower insurance costs. Half of this is dependent on the distribution of the public water system, the other half is the make-up of the personnel, facilities and equipment needed to perform the actual protection services.

Gainesville and Hall County each respectively administer, maintain and operate a comprehensive fire suppression system which includes emergency medical services. The supporting facilities and equipment are situated strategically throughout each jurisdiction based upon risk, population, accessibility, jurisdiction and other considerations. Each fire component has on duty, twenty-four hours each day, a well-trained, qualified, state certified staff of emergency medical technicians who are prepared to act spontaneously in delivering high quality first responder emergency medical services. The fire suppression and the emergency medical service of each community is funded from respective local governments' general funds. Hall County performs all transport under this arrangement.

Gainesville and Hall County maintain a Fire Department Automatic Aid Agreement that outlines the coordination and cooperation of the two governments in the areas of fire suppression and emergency medical services, providing a more comprehensive protection package for the citizens of both communities. In addition, many city and county law enforcement personnel have some training in fire protection to increase the capacity for emergency assistance and, in many circumstances, produce a quicker response time.

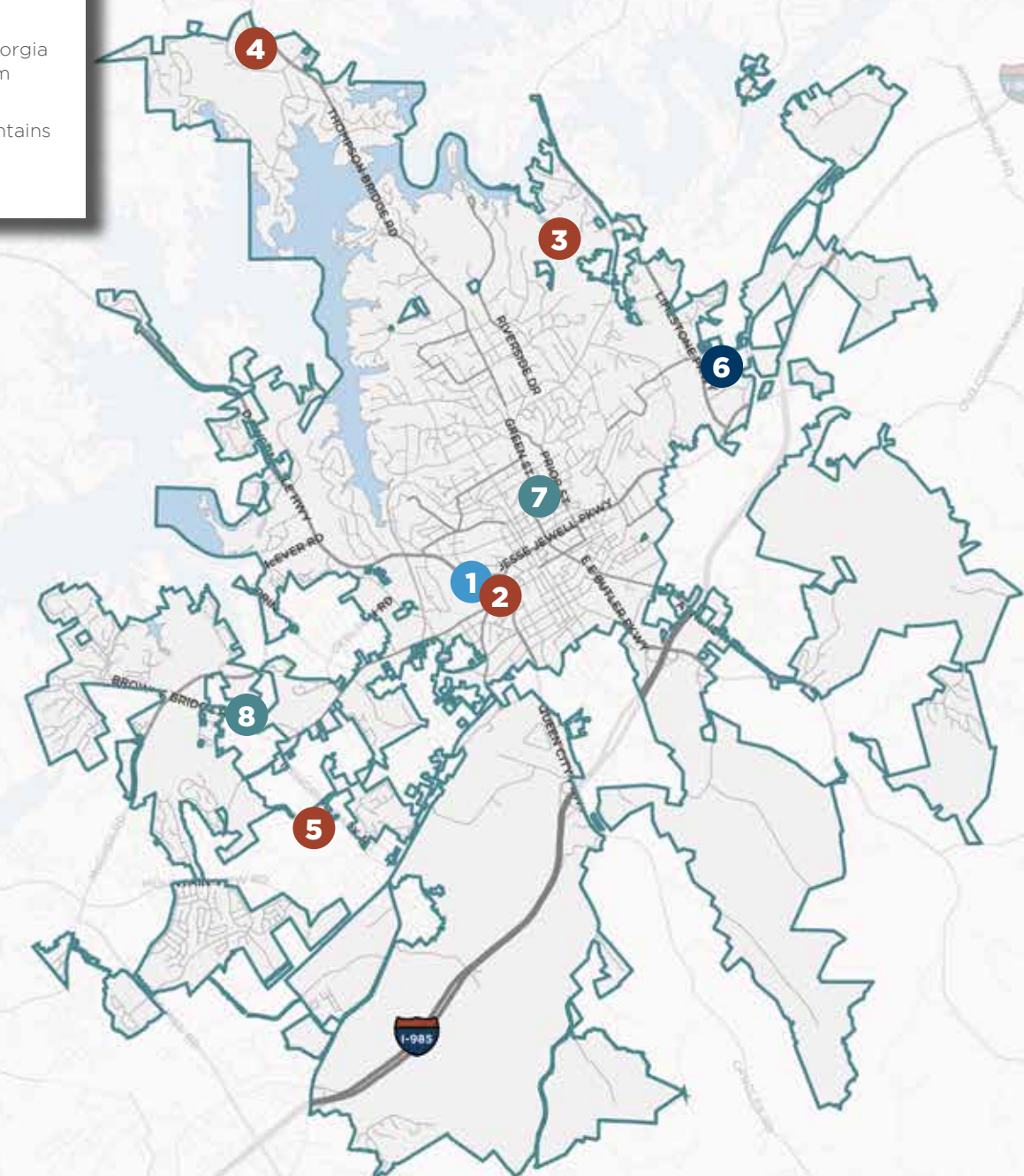
The Gainesville Fire Department consists of four fire stations equipped with a total of 12 fire trucks (seven engines, two aerials, one rescue and two squads). There are currently 92 employees working on three rotating shifts that consist of 24 hours on, 48 hours off, and 11 administrative staff members for a total of 103 personnel. The Gainesville Fire Department is rated as a ISO Class 1 Fire Department in the State of Georgia, which allows residents and businesses to receive lower insurance premiums and superior service. At last assessment, firefighters and paramedics respond to 70% of calls within 5 minutes, a mark achieved by less than one-fifth of the nation's fire departments.

To maintain its Class 1 rating, the Department individual members are required to attend a minimum of 240 hours of training per year. In addition to firefighting, many Department personnel are trained in the areas of emergency medical, high-angle rescue and confined space/trench rescue. The Department also trains in Hazardous Material Emergency Response with the Hall County Fire Department.

The Fire Department maintains its own long-range plan, which is due to be updated within the next 1-3 years. An internal assessment of their operation indicates the status of vehicles is considered sufficient for the near term, but that personnel and station needs should be addressed in the planning time frame if the City is to maintain the current (and highly favorable) level of service amidst continued growth. As of today, the Department shows a need for new stations in the southeast (which is currently in progress) and in the southwest. Ensuring these stations are fully staffed would also necessitate an increase of 30 new personnel.

PUBLIC SAFETY & HEALTH FACILITIES

- LEGEND**
- 1 Police Station
 - 2 Fire Station #1
 - 3 Fire Station #2
 - 4 Fire Station #3
 - 5 Fire Station #4
 - 6 Emergency Services
 - 7 Northeast Georgia Health System Campus
 - 8 Georgia Mountains Community Services



EMERGENCY SERVICES

Emergency Management refers essentially to two things: the communication network that facilitates the response actions of public safety organizations, and the availability of ambulance carriers to address health transport needs that fall beyond the normal purview of police and fire protection services. Combined these services provide an additional means for supporting the general health and welfare of the citizens.

Emergency management is conducted in Hall County on a county-wide basis. Funding for these activities is provided through Hall County general funds with a small percent coming from federal (FEMA) and state (GEMA) grant funds. The City of Gainesville and Hall County also maintain a contractual agreement for county-wide communication 911 services. Emergency calls (911) are received and evaluated at the Communications Center with immediate dispatch being initiated to the appropriate emergency response agency.

Hall County, together with its municipalities, completed a 5-year update of the Hall County Hazard Mitigation Plan in 2017, the long-term planning document for local emergency management agencies that is required in order to obtain full federal assistance for those programs. As of 2021 there were no identified issues on behalf of Gainesville for emergency management services. Provided the Hazard Mitigation Plan is being maintained and implemented, particularly with regards to flood mitigation, then it is believed the only concern for the County's Emergency Management Agency (EMA) is keeping up with demand for staff as operational needs grow with the county's population. Currently EMA has a staff of four budgeted positions. Over the next 20 years that staffing level will need to increase by approximately 3-4 additional staff members to focus on planning and homeland security related efforts.

HOSPITALS & HEALTH FACILITIES

The remaining aspect addressed within the Public Safety element is the availability of hospitals and healthcare facilities to treat the ill and infirmed. Access to such facilities is required for a community to sustain its level of function and prosperity.

The City of Gainesville is home to the main campus for the Northeast Georgia Health System (NGHS), a regional not-for-profit community health system serving approximately 800,000 residents in northeast Georgia. The overall system has received numerous awards and accolades for its services over the years, including top ratings in the State for heart care on multiple occasions, and was one of only 24 programs in the nation to receive a 2018 Outstanding Achievement from The Commission on Cancer.

Since first opening its doors in 1951, Gainesville has been home to the now 557-bed flagship hospital for NGHS, and has grown to offer specialty services such as:

- Level II Trauma Center
- 23 operating rooms
- Emergency services
- 32-bed Intensive Care Unit (ICU)
- Ronnie Green Heart Center (18-bed Cardiovascular ICU and 17-Bed Critical Care Unit)
- Women & Children's Pavilion with Level III Neonatal Intensive Care Unit (NICU)

The hospital is currently considered fiscally sound and is undergoing yet another expansion process adjacent to the north tower as of this writing. Further, as a not-for-profit health system, all revenue generated above operating expenses is returned to the community through improved services and innovative programs. The NGHS Charity Care Policy supports the provision of care for indigent patients, regardless of their ability to pay.

The Hall County Health Department provides a variety of general medical and well-being services available to any resident. The mission of the Department is to increase public access to basic preventative care and medical screenings traditionally too expensive for lower income households. Costs for services through the Department are based on sliding fee scale determined by income.

Mental health services in Hall County are provided county-wide through nonprofit Georgia Mountains Community Services. Provision for these services is coordinated through the County Health Department, with funding derived from federal and state grants, the Hall County general fund, as well as user fees.

PUBLIC FACILITIES GENERAL GOVERNMENT

General government facilities are those resources required for the government to perform its operations: Administration and office space, meeting facilities, storage space, etc. In order for the government to function efficiently (both fiscally and physically) the operating facilities must be conducive to the nature of the operations.

The City's main administrative functions are carried out at the municipal complex one block from the downtown square. The City assumed full residency of the Municipal Building after the County moved to their new location two miles west. The Municipal Building is from the 1970's and houses the administrative and financial divisions, while the Community Development Services Building across the street houses the Planning, Code Enforcement, Building Inspections, Housing, and development support operations.



Community Service Center located at the intersection of Jesse Jewell Parkway and Prior Street Southeast.

The City's newest facility is the Public Safety Complex completed in late 2010. That facility currently houses the Police Department, a Fire Station, and the municipal courts. The main courtroom is also used for City Council meetings and other special public forums, as available.

The Community Service Center is jointly funded and operated by Hall County and the City of Gainesville. Services of the Center are provided county-wide and include counseling, parenting, homebound services, operation of the Hall Area Transit, Meals on Wheels, and the Senior Center. The Center is located in downtown Gainesville and has a staff of 29. Legacy Link, Inc., a nonprofit agency, contracts with the Community Service Center, to provide state and federal funds to provide senior citizens services to all qualifying cities of Gainesville and Hall County. Funding from the Gainesville and Hall County general funds and from private donations and participants' fees also support CSC/SAS programs.

The City of Gainesville also owns and operates three event spaces. The Gainesville Civic Center, which is supported by Special Revenue funds as well as consumer user fees. This facility is open to the public within and outside of the City's incorporated boundaries, and serves as a premier event venue for conferences, weddings, and other occasions. The Fair Street Neighborhood Center provides an 1,800 SF space for smaller events in a historic part of east Gainesville, including after school programs. The Martha Hope Cabin, just behind City Park, provides a 1,000 SF space frequently used for small gatherings like family picnics, church events, and more.

EDUCATION FACILITIES

Education facilities are those places and programs designed to support the learning and development of youth and the general labor force. These can include general or specialized education facilities and programs and are closely tied to economic development efforts: economic growth is often dependent of the levels of education and skill sets available within a community; Thus, it is in the best interest of every community to have the best education resources available.

Primary and Secondary Schools

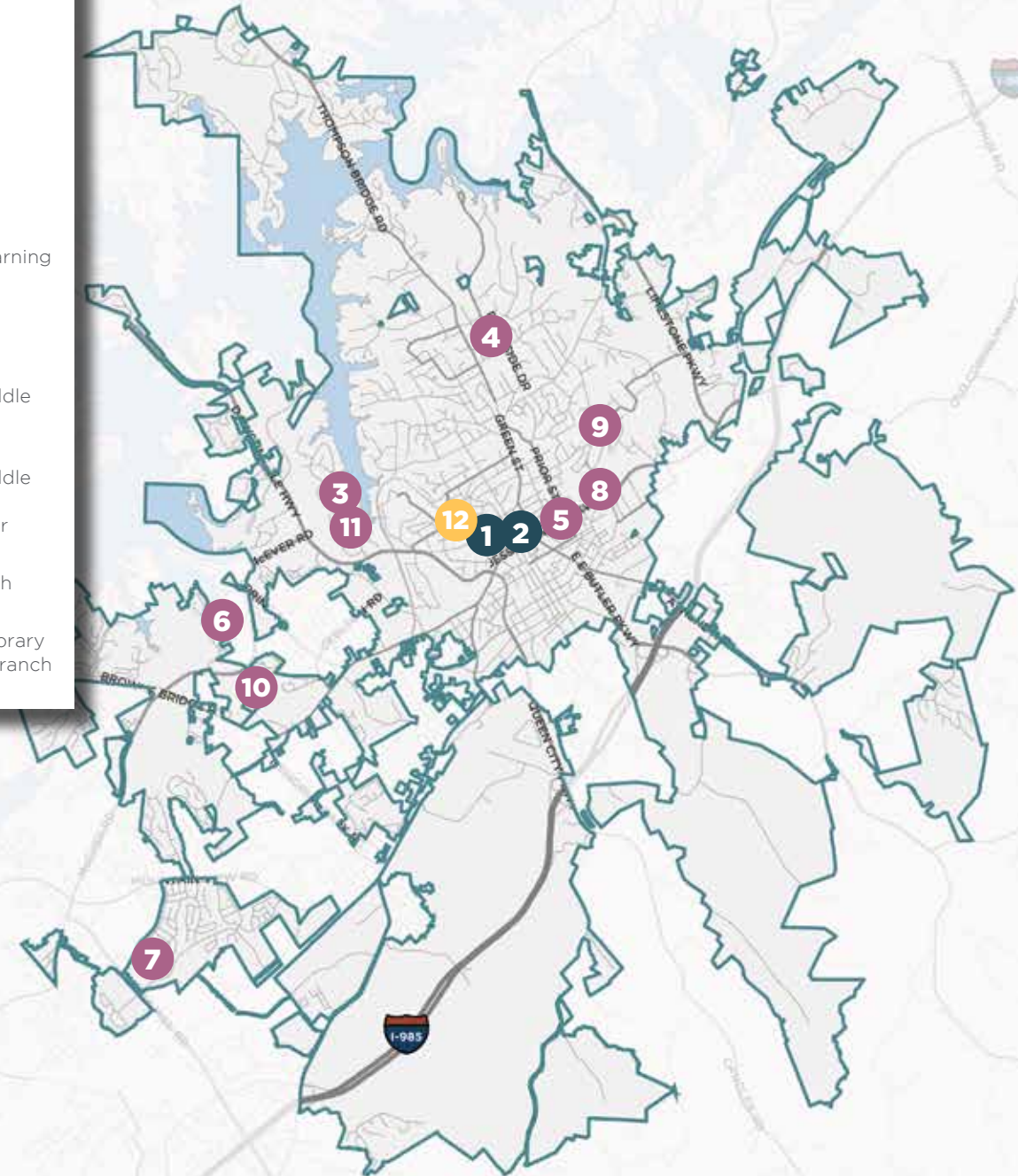
The base level of education and the most prevalent within most American communities is that of primary and secondary schooling, which entails the common curricula taught between kindergarten and 12th grade. This education is designed to arm children and youth with the basic understanding of communication, analytical and social skills required to function within society. Often these schools will incorporate higher levels of study for those inclined to continue their education. They may also include technical and professional job-skill training programs that provide specialized instruction on common and available jobs, so that graduates can immediately (re)enter the workforce.

The Gainesville City School System has been around for more than 100 years and is one of the few municipally based systems within Georgia. The system currently features 6 elementary schools plus Gainesville Middle School and Gainesville High School. For the 2018/19 academic year the total system had a full-time enrollment of 7,756 students, with 1,486 attending Gainesville High School. The school system maintains its certification by the Georgia Professional Standards Commission and is a partner with other education-focused programs in Georgia and the region, including Pioneer RESA and The Georgia Vision Project.

PUBLIC FACILITIES

LEGEND

- 1 Joint Administration Building
- 2 Community Service Center
- 3 Centennial Arts Academy
- 4 Enota Multiple Intelligences Academy
- 5 Fair Street International Academy
- 6 Gainesville Exploration Academy
- 7 Mundy Mill Learning Academy
- 8 New Holland Knowledge Academy
- 9 Gainesville Middle School - East Campus
- 10 Gainesville Middle School - West Campus (under construction)
- 11 Gainesville High School
- 12 Hall County Library - Downtown Branch



In a move to provide a unique and invigorating learning environment, as well as a means to provide some level of choice and control to local parents, the elementary schools have individual academic themes and parents have the chance to choose to send their children to any school within the system. Every school still provides the core curricula required by the State, but also provides specialized programs based on the particular theme as a means to stimulate student interest:

- Centennial Arts Academy
- Enota Multiple Intelligences Academy
- Fair Street International Academy
- Gainesville Exploration Academy
- New Holland Core Knowledge Academy
- Mundy Mill Learning Academy

Within Georgia, the primary measure of a schools/systems general academic performance is monitored through the Annual Yearly Progress (AYP) criteria. These criteria involve progressive testing throughout an academic year in several subjects for various grade levels and are based on the population groups' ability to improve over the course of the year. According to the 2018-2019 testing, the Gainesville City School System as a whole has lagged with a D rating, with Fair Street Academy, Mundy Mill Academy, and Gainesville Middle School as the weakest performing institutions. The system has taken steps to address these issues, particularly with investments in technology and facilities that should yield results over time.

The school system maintains the State mandated 5-year master plan and recently was supported by the community with the passing of the sixth E-SPLOST for Gainesville. These funds will support the completion of many significant facility developments or renovations, as the system looks to ensure all the schools have safe, quality learning environments capable of meeting the latest demands in design and technology.

E-SPLOST PROJECTS

New Middle School for Cluster B

High School Projects:

- New Advanced Studies/ Workforce Development Bldg.
- New Cafeteria and Media Center
- New Instructional Building, including the Arts and various CTAE pathways
- New Multipurpose Building

New Gymnasiums

- Centennial Arts Academy
- Gainesville Exploration Academy
- New Holland Knowledge Academy

City Park Stadium & Walt Snelling Press Box Renovation

Ivey Watson Field Renovation

Transportation Facility Renovation/Relocation

Ninth Grade Center Renovation/ Repurpose

In addition to the Gainesville City School System, residents have their choice among several private schools within the community:

- Riverside Military Academy is a college preparatory boarding/day school for boys that was founded in Gainesville in 1906. The academy features grades 7-12 and an enrollment of around 300 students.
- Brenau Academy is a college preparatory boarding/day school for girls grade 9-12 located on the Brenau University campus.
- Lakeview Academy is a 500 student, co-ed college preparatory day school for grades pre-K-12.
- Faith based schools are also available in or within 10 miles of Gainesville through North Georgia Christian Academy, Maranatha Christian Academy and Heritage Academy. All three are accredited schools featuring at least 1st-12th grades, however Heritage Academy is a classroom/home study collaborative and does not have its own campus.

Libraries

In addition to the formal education programs directed through schools and post-secondary institutions, libraries provide an important resource for individual learning and development, as well as a source of recreation. As the default media and archive center of a community, the availability and scope of library services can prove significant in shaping the potential of a community. Libraries provide information and tools needed to support continued learning, ingenuity and creativity outside the structured environment of schools.

Local library services are provided by the Hall County Library System, which maintains libraries in Gainesville, Oakwood, Flowery Branch, Clermont, East Hall, and Murrayville, as well as the North Hall Tech Center. The Gainesville location is the main branch, located one block northwest of the downtown square, and was recently given a complete makeover. The facility was completely gutted and redone, while operations carried on across the street. Funded by \$2 million in SPLOST monies, the new building includes increased space for Youth Services, a new large Community Room, enhanced study room space, and an upgrade in technological capacity. The new design also created a more open, window-lit, contemporary feel from a structure that was first erected in 1967.

HISTORIC & CULTURAL RESOURCES

OVERVIEW

Historic and cultural resources are those places and structures that have established a worth over time that is intrinsically linked to the community. That connection may be to a particular piece of area history or to key local events and persons or may have simply become special due to its unique status within the community. These resources contribute to local character and serve as valuable elements within the local social and civic scenes, transcending their raw form or purpose to serve something deeper in the fabric of the community. These are places that communities cherish and wish to preserve because they are part of the local identity.

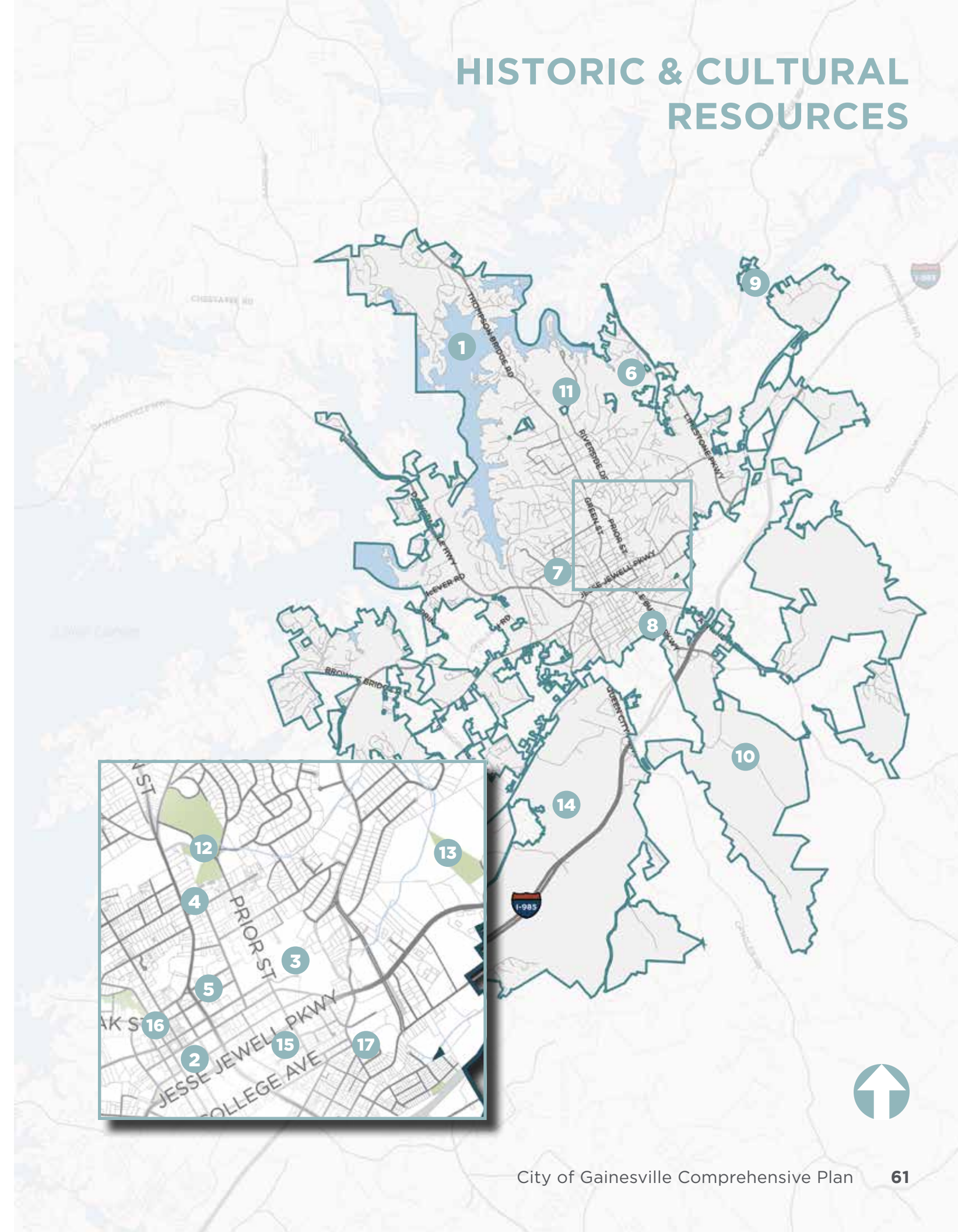
CULTURAL ASSETS

Cultural assets are those elements of a community that may lack a historical context but are otherwise considered important to area residents and businesses. These structures and spaces are recognized as having a value beyond their inherit land or construction costs, and often perform a social or civic role in bringing the community together. These are often the first things that come to mind when residents are asked to list key assets of their community that they wish to see preserved for the future. They may overlap with other elements of this comprehensive plan, but their popularity belies the need for them to remain a part of future plans.

The following cultural assets (listed in no particular order) were identified as primary cultural assets for the City of Gainesville, based on casual surveys of public residents and reviews of online discussions about Gainesville:

- 1 Lake Lanier
- 2 Downtown Square/Green Street
- 3 Brenau University/University Green/Pearce Auditorium
- 4 Quinlan Arts Center/ John S Burd Performing Arts Center
- 5 Northeast Georgia History Center
- 6 Atlanta Botanical Gardens - Gainesville
- 7 Rock Creek Greenway
- 8 Interactive Neighborhood for Kids (INK)
- 9 Lake Lanier Olympic Park
- 10 Laurel Park, Allen Creek Park
- 11 Riverside Military Academy Campus
- 12 City Park/Civic Center
- 13 Frances Meadows Aquatic Center
- 14 Elachee Nature Center/Chicopee Woods
- 15 Community Service Center/Senior Center
- 16 Downtown Library Branch
- 17 Fair Street Neighborhood Center

HISTORIC & CULTURAL RESOURCES





Chad Shore mural on the Midland Greenway



Public art at Wilshire Trails

These assets' wide familiarity to residents and visitors does not just illustrate the amenities' accessibility to everyone, but they also speak to the extent that locals cherish places they can gather, particularly around recreation and experiencing the outdoors. The City should ensure that future plans not only help preserve the viability of these attractions but also seek to build on their popularity and introduce new facilities that can provide similar roles.

HISTORIC RESOURCES

Historic resources are those structures, monuments, works of arts, landscape features, and sites which are important to a community as both evidence of their architectural tastes and favored style and because these spaces and objects help translate the traditions and cultures of a community across generations. Many historic structures set the tone for a city's overall public realm, and often end up establishing local preferences for the way things look and function. They define not only a community's character and charm, but often also how the public engages socially as a sense of civic pride.

The City of Gainesville was chartered in 1821, serving as the county seat for Hall County since that time. With connections to the nation's first gold rush, an evolution as a railroad hub, and through various economic booms and busts, Gainesville has not only seen many noteworthy structures built in the community but has been able to preserve enough of them to establish the city's late 19th and early 20th Century architectural character. The most notable elements of these are the three historic districts in/near downtown: Green Street, Bradford/Ridgewood, and the Downtown District itself. These districts are the location of cultural events and institutions, and are considered vital parts of the local community.

Recognizing the importance of these assets, Gainesville has taken several measures over the years to actively protect and promote historic structures and districts. Gainesville became a Certified Local Government (CLG) in 2006 through the State Historic Preservation Office (SHPO), which affords the City economic assistance through the Historic Preservation Fund Grant (HPF) program which provides financial assistance for survey and rehabilitation projects. The City updated their historic preservation

design guidelines in 2013 and has identified and listed 16 National Register sites and districts that can utilize State and Federal Tax credits and other economic incentives. These sites are included in the Georgia Natural and Historic Resources GIS database for advisement so that it can be determined whether specific projects are in or near identified historic resources that are forty years old or older. The City also conducted a Historic Resources survey from 2006 to 2011, and documented over 2,000 historic and potentially-historic resources. Additionally, the City performed a housing study from 2012-2014 with the Georgia Mountains Regional Commission (GMRC) where 3,058 of the 6,747 residential properties were evaluated and assessed on their exterior physical condition.

Currently, the City maintains a Historic Preservation Commission (HPC) to help with oversight of specialized policies for locally designated historic districts and resources. It also partners with the Northeast Georgia History Center and MainStreet Gainesville to help promote the restoration, preservation, and celebration of these places as crucial pieces of the community. Public events are planned for these places to keep them active and relevant. Resources are made available to owners to help them mitigate the special care needed to retain historic integrity.

HOUSING OVERVIEW

The Housing Element of the comprehensive plan is used to evaluate whether existing and projected development will meet the City’s housing needs with respect to supply, affordability, and accessibility. Housing is a critical issue to every community as a primary factor of quality of life. The costs and availability of quality housing is a key gauge in calculating local costs of living and in defining the long-term sustainability of the resident population.

HOUSING TYPES & CONDITIONS

In reviewing the housing trends across a community, the number of units alone does not provide the most accurate picture. Instead, the number of housing units also must be divided into three categories that further define the type of housing involved. For the purposes of this plan, the assessment of housing units will utilize three primary housing types: Single-family, multi-family, and manufactured housing. Because each type of housing provides different options for lifestyle choices and economic conditions for local households, they also require varying sets of needs and demands with respect to land conditions, public services, and facilities. Understanding the different housing types and how they are dispersed throughout a community can assist governments in more effective distribution of public services and facilities.

Single-family units are defined as freestanding houses, or as units that are attached but completely separated by a dividing wall. Associated with the “American Dream,” single-family housing is often the most desirable by all parties involved, to residents for the ownership rights and symbolism of achievement, to governments for the tax revenue and investment in the community, and to developers for the potential return value.

Multi-family housing consists of structures containing two or more units, including large multi-unit homes, apartment complexes, and condominiums. Compared to single-family housing, multi-family units are more cost effective to produce and associated with a more temporary residency, factors which have spurned the growth of this market in a national society achieving new levels of mobility.

Manufactured housing is currently defined by the US Census as all forms of prefabricated housing, with a special HUD definition for units produced before June 10, 1976. This category is generally the least expensive means of housing production and ownership but also often is associated with weaker economic conditions because of how local communities continue to evolve in their approach to taxing such structures, treating modern units the same as their mobile home predecessors. However, the difference between modern manufactured housing and conventional housing is growing smaller and smaller, with much of the remaining difference being stylistic and less in terms of functionality or impacts on public services. The issue of how manufactured units fits into overall housing plans will remain prevalent until the real and taxable values of residential industrialized buildings can be clearly defined in relation to conventional units.

Regarding housing conditions, the US Census of Housing includes information on units without complete plumbing and water service, allowing governments to target concentrations of such housing for service upgrades or redevelopment. The number of housing units constructed prior to 1939 is one indicator of the overall age and productivity of the local housing market.

The make-up of Gainesville’s housing inventory mimics many small-but-growing cities. There is a substantial volume of older units still in use, but the aging units are not all subject to deterioration given the values in the residential market (and historic neighborhoods, in particular) that continue to increase as more new housing is being built. As the newer units come online, the ratio of sub-standard units decreases, with many of those weaker units then being razed or renovated. Gainesville, however, retains a need for more housing options for both lower income earners and households that find affordability of starter homes increasingly out of reach. As the COVID-19 pandemic shifts to the later stages and the local economy resumes a semblance of its recent boom days, the Hall County job market has increased in the volume of blue-collar employment. Gainesville only will harbor so much of this housing demand, but given the City already feels pressures from the growth of Brenau University, Northeast Georgia Medical Center, and other area businesses and institutions, the City’s popularity as a place to live is driving up the overall demand. Making sure significant portions of the new construction is truly affordable will ensure the balance in the market and does not force lower income households out of the city.



Example of a single-family home



Example of a quadplex



Example of a multi-family building

OCCUPANCY

Similar to the different economic and social needs defined by demographic statistics, occupancy and residency conditions can also indicate specific trends or needs of the region's population. Whether a housing unit is being leased or owned indicates the financial abilities of the household, as well as suggesting the health of the local economy. Vacancy rates, meanwhile, tell whether the market is ahead or behind the pace of population growth and demands. Typically, a strong market is defined by a relatively high percentage of homeowners and low occupancy rates.

Gainesville and Hall County are experiencing strong occupancy rates heading into 2022, a sign of the market's general health. There has been a slight increase in vacancy rates for both the City and the County, but it is only a slight increase and the figures remain within sustainable ranges for markets that feature a high degree of properties available

for rent. Both jurisdictions have demands for vacation rentals near the lake, plus a desire for affordable properties for thousands of college students and new employees beginning households in the area and the increasing demand for affordable housing for seniors.

An additional factor in this equation is the growth of the short-term rental property, where online platforms make it easier for any owner to market their property for short-term rental uses. This has encouraged more people to explore owning rental properties as a source of secondary income, and as a result, more properties have been placed onto the rental market than compared to a generation ago. This evolution has caused some issues in some communities as the realities of the industry has forced the need for new regulations, and some neighborhoods or subdivisions have likewise sought to act on where and how such rental properties are allowed and maintained.

Fueled by these changes, what has changed in Gainesville over the past decade has been the increase in the number of rental properties overall. The numbers of new apartment complexes, active adult communities, and individual homes targeting renters have altered the owner/rental unit make-up of Gainesville. This alone is not a bad thing, provided the rental units are of good value and meet affordability needs. In this case, affordable means cheap enough that the occupants can build equity through financial markets without straining to cover housing costs. Provided this happens and the occupancy rates are strong, then the market for Gainesville is considered healthy regardless of the mix.



(State of Georgia: 63%)



(State of Georgia: 37%)

HOUSING COSTS

Affordable and well-located housing options are at the heart of individual economic opportunities and a strong local economy. Understanding the physical conditions of housing options within a community is relatively useless without also understanding the market for housing affordability. An assessment of housing costs is critical to understanding the accessibility of the housing supply to the residents and goes a long way toward explaining the strengths and weaknesses of the housing supply.

It is not just families at the lowest ends of the income scale that are finding it increasingly difficult to locate adequate housing. Availability and affordability of housing impacts entry level homeowners, first responders, teachers and other lower-paid professionals, and employees in the community workforce. As hinted above, the affordability of a market is tied to the local industry revenues, with the residents striving to pay only up to a specific percentage of their income toward housing (recommended at no more than 30%). For Gainesville, with a median household income level around \$51,000 that would set a preliminary benchmark for affordability at approximately

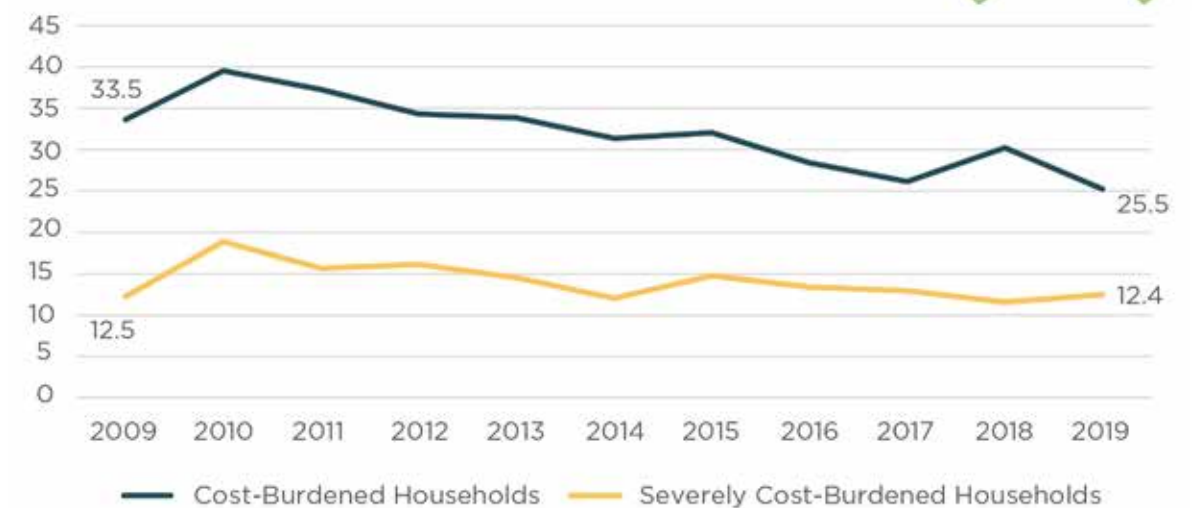
\$1,200 per month for the rent or mortgage, plus related property taxes, and ancillary costs. Depending on interest rates and down payments that amount could afford a 30-year mortgage payment for a house valued between \$200,000 and \$250,000. This means the native market in Gainesville is targeting half of the supply priced below that point.

For those owning their own home Gainesville is moderately affordable. Approximately 19% of households are paying above the recommended 30% of income for housing. The share is larger in Hall County, where more than 20% of households pay an excess share of income for housing. This figure alone is not indicative of poverty, and some of it may be attributed to the adjusting markets for both wage levels and housing costs coming out of the Great Recession.

With a **median household income of \$51,520** rent or mortgages should be approximately **\$1,200** to be affordable



Cost Burdened Households in Gainesville (by Percentage)

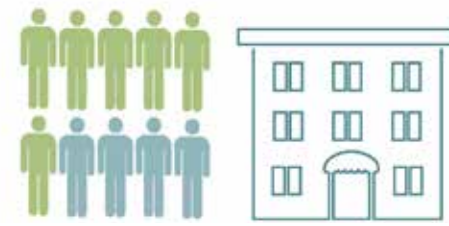


However, it is considered evidence of some financial stress, which would explain the present-day growing demand for more affordable units. Both the City and the County should expect this to continue past the COVID-19 pandemic as the labor force has a better understanding of their long-term financial capabilities in planning housing budgets.

For renters the market is similarly taxed. In Gainesville approximately 60% of renters pay below the \$1,000 per month mark, but as the typical renter also is earning below the average income it is understood that the vast majority of units should be targeted for rents below \$1,000, and more likely lower than \$800. Yet only 28% of units in Gainesville reach that mark. The difficulty in achieving housing affordability is managing the costs of construction to meet the targeted price point. Often the math does not work without some outside assistance because the costs for land, labor, and materials are relatively fixed for all types of construction. Multifamily units can achieve cost efficiencies in this regard, but the utility and infrastructure loading demanded by such units means they cannot occur just anywhere. This is why often larger cities will, like Gainesville, support housing

programs that help fill the financial gaps needed to make affordable units available in their community. Gainesville will need to sustain these efforts while monitoring local markets to see how they can also encourage more affordable private developments through innovation, adapting new codes, and more.

60%
of renters pay below
\$1000 per-month



City has **strong occupancy**
rates going into **2022**



TO SUMMARIZE...

Housing affordability in Gainesville has seen an overall improvement in the past decade, though housing remains more expensive for renters than for homeowners, reflecting broader state and national trends.

The percent of cost-burdened (paying over 30% of income on housing) households in Gainesville has dropped from one-third to one-quarter in the last ten years. However, the percent of severely cost-burdened (paying over 50% of income on housing) in the city has remained flat in that same period, at about 12%.

Housing affordability is considerably worse for renters than homeowners in Gainesville, with almost 40% of renters being cost-burdened (versus 20% of owners), and over 20% being severely cost-burdened (versus 9% of owners).

REAL ESTATE & DEVELOPMENT TRENDS

Development within and around the city continues to feature an evolving blend of suburban and urban forms. Single-family detached housing remains the preeminent residential form, with new neighborhoods around the county featuring varieties of home sizes and scales, from workforce housing and starter homes in the 1,400 to 1,700 SF range, to larger properties catering to families looking for acreage. Within the City of Gainesville, however, there are more multi-family developments, urban scale properties, and a greater variety of housing styles.

Among the many developments ushering in the more urban forms of development (see the Appendix for more information):

- Limestone Greenway, a 75-acre mixed-use development including 225,000SF of commercial space, 252 multifamily units and 33 single-family homes.
- Lake Society, a mixed-use project on 205 acres featuring 860 age-restricted units ranging from single-family detached to cottages to assisted living units. Will also feature 56,000 SF of commercial use and amenities such as a swimming pool and community boat slips.
- Walton Harbor, a new 166-unit family and age-restricted community near Lakeshore Mall.
- Solis Gainesville, a 223-unit apartment complex and adjoining commercial out-parcels across the pedestrian bridge from Downtown.
- Gainesville Renaissance, a project completing the fourth side of the

Downtown Square that will feature 8 condominiums over retail and offices, capitalizing growing interest on intown living.

- Legacy at Walton Summit, a new, 258-unit family community 3 blocks from Downtown.

In addition to the actual construction projects, there is the growing interest in residents making homes available as short-term rental units. This can take viable units off the inventory of properties that would otherwise be sold or rented at affordable rates long-term, and drive up demand and housing costs. Typically, this issue is more prevalent in vacation destinations, so places like the Lake Lanier waterfront are attractive to folks willing and able to rent out their property. Occasionally, however, regular residential units may find a market for this use among corporate clients or in areas where hotel options are limited. The City should still review their policies to ensure they are properly regulating this industry and preserving the supply of local housing for full-time residents and protecting its residential neighborhoods.

Commercial development
currently under construction
will add over

650,000 SF



Multi-family



Retail



Hospitality

CITY HOUSING PROGRAMS

Because of its size and urbanized areas, Gainesville qualifies as a CDBG entitlement community for the US Department of Housing and Urban Development’s (HUD) annual Community Development Block Grants (CDBG) program. The Entitlement Program provides annual grants on a formula basis to eligible cities and counties for the development of quality housing and neighborhoods and for expanding economic opportunities, principally for low- and moderate-income persons. Participants in the program must establish and maintain a citizen-driven housing strategy, known as the Consolidated Plan, and use that document and process to identify the needs and priorities for use of the allocated CDBG funds.

In Gainesville, the City’s Community & Economic Development Department’s Housing & Special Projects Division is responsible for administering this program, and Gainesville’s Consolidated Plan was last updated in 2019. The planning process for the update reviewed several related documents, consulted with multiple support and partnering agencies, and featured an extensive public involvement program in order to evaluate how best to improve the city’s housing supply and urban neighborhoods in a fashion that addresses the needs of Gainesville’s workforce and those households on limited incomes. See page 20 for information about the Consolidated Plan.

Using these goals, the City’s Housing & Special Projects Division manages several projects involved in the development and maintenance of residential properties within older, eligible neighborhoods in the community.

Based on the primary funding sources available, housing program activities emphasize the following objectives:

CDBG-ENTITLEMENT FUNDS	HOME/CHIP (GRANT FROM DCA)
Homeowner housing rehabilitation	New home construction
Homebuyer assistance	Homebuyer assistance
Public facilities/ infrastructure	Site development
Land acquisition	Land acquisition

Regarding site development, the City currently owns only two vacant lots for housing development: one on Summit Street, on the east side of E.E. Butler Parkway; and one at the end of Emily Street in the Newtown community. The Gainesville Nonprofit Development Foundation, Inc., which is the City’s 501c3 nonprofit housing development organization, owns about 3.5 acres on Wood Avenue off Atlanta Highway, but this property has challenging topography and lacks a sewer connection. The Gainesville Nonprofit Development Foundation also would need to construct any roads needed to build out the Wood Avenue property. The Gainesville-Hall County Land Bank Authority (LBA) owns about 1.5 acres off Summit Street intended for use in partnering with the City and its Nonprofit Development Foundation to build single-family homes for ownership by low- to moderate-income households. The LBA will donate the land to the City’s Nonprofit to build four (4) homes using City State CHIP grant funds and HOME/CHIP Grant Program Income. CDBG funds will be used to build infrastructure to serve the homes.



Aerial of Downtown Gainesville

ECONOMIC DEVELOPMENT OVERVIEW

The Economic Development element of a comprehensive plan attempts to define the assets and liabilities of industrial categories, geographical locations, and employment conditions. Economic development analyses inventory a community’s functional conditions and achievements to identify the strengths, weaknesses and needs of native businesses. This portrait of a region’s economic state is the foundation for assessing the performance of wages and job skills, employment and industry patterns, and the programs and efforts designed to improve local economies.

Economic Base Analyses are used to identify the local significance of each industrial sector. Studied are the kinds of industry within a community, the total earnings those industries produce, and the wages distributed to the resident population. Economic base studies can direct recruitment toward businesses that complement existing industry or require the skills of residents currently exporting labor to other regions. This information is basic, but vital, for more effective decisions concerning the health of the local economy.

Labor Force Analyses uses information concerning the skills and abilities of the working population to indicate the economic potential of a region. Occupational characteristics highlight the strengths and weaknesses of the available labor pool, offering guidance as to the employment needs and limitations. An analysis of occupational employment, balanced by information concerning work location and commuting patterns, can be used to determine the assets of the existing labor force as well as to highlight which skills should be brought into the area. This analysis can then be used with economic base studies to direct activities for improving the local economic conditions.

EMPLOYMENT BY ECONOMIC SECTOR

The primary measure of an industry's value to a local economy is the number of people it employs. An economy grows stronger as it increases any form of gainful employment in the local population, redistributing wealth and encouraging economic growth.

Gainesville's largest employers by far are the manufacturing and construction industries, with manufacturing in this case including the abundance of poultry processing facilities that draw from area farmers to produce chicken products for restaurants and groceries. The manufacturing sector alone accounts for more than 20% of Hall County's employment base, and a higher percentage in the city. This indicates that industry can operate locally at a cost-effective manner compared to in other places, using a measure called a Location Quotient (LQ). The LQ compares the relative ratio of employment in an industry to that within the nation (or the state) as a whole. Industries with a greater share of employment in a community compared to the nation are economically thriving, and possibly serve as the primary source of revenue generation for households in the area. In the case of Gainesville, seven (7) industrial sectors rank high in LQ factoring, with two others just shy of an even score. These industries, then, are likely among the strongest in the market at the moment.

A surprising sector to fall short in this list is that of health care, given the presence of a preeminent hospital. In this instance, while the industry rates low compared to national averages, the sector is not only a strong presence in Gainesville but also likely one with significant financial impacts.

Top Employment Industries (2021)



Occupations by Sector (2021)



OCCUPATIONS

The occupational information reveals the kinds of skills & experience present in the local labor force and provides an indication of how successfully that force can fill the labor needs of particular industrial sectors. Such information can also help explain commuting patterns, education needs, and possible changes in demands for consumer goods and services.

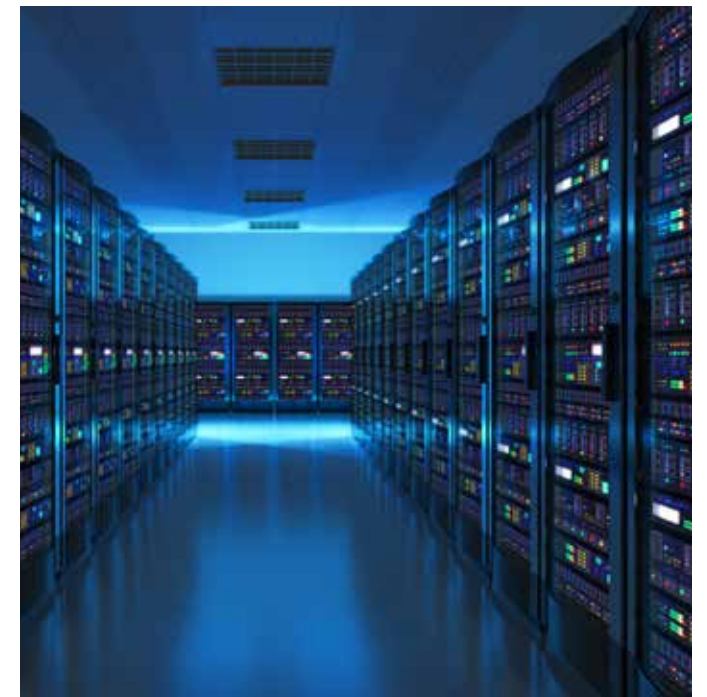
Similar to the breakdown of employment by industry, employment by occupation can be measured for local prominence by calculating an LQ ratio. Here, too, we see the nature of Gainesville's manufacturing presence, as every blue-collar sector has an LQ over 1, indicating how occupations such as production and transportation (i.e. poultry processing and hauling) are the trades for most local employees.

Gainesville's blue-collar labor force is proportionately twice as high as the national average. Again, this alone is not a good or bad thing, and cities traditionally have much higher ratios in these sectors compared to suburbs or rural areas. What matters to Gainesville, however, is the sustainability of these sectors and the ability of these industries to pay livable wages with an opportunity for upward mobility.

The flip side of this narrative is the relative absence of white-collar employees in the area, if only as an indicator of balance and economic diversity in the Gainesville market. The absence of managerial and computer professionals suggests areas the City may wish to consider building up depending on future market trends, and the low ratio for healthcare workers might signal a strong need for that industry as the region grows increasingly populated with retirees and older adults.



Poultry operation (Source: Shutterstock)



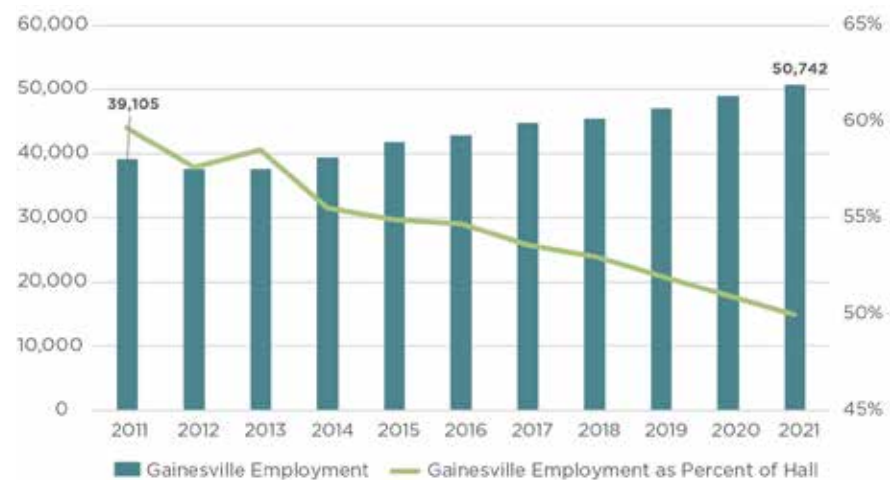
Data center server room (Source: Shutterstock)

EMPLOYMENT STATUS

The rate of adult participation in the labor force is an indicator of the relative ability of the populace to work as opposed to being dependent on others. Higher levels of participation are the expectation for communities seeking economic growth and stability, particularly among prime working-age years, as that typically correlates to the productivity of local industry and the general wealth of the area residents. When paired with information about income levels, this information can help define the economic priorities of a local market.

Gainesville’s overall participation rate of 62.7% is lower than some communities but could echo the other indicators about the percentage of older and/or retired residents in the city. What stands apart from that notion, however, and could indicate near-term cause for concern, is the lower figure for employment among younger adults ages 16-24. While the current market is still struggling from the COVID-19 pandemic, the need for this age group to build their skills and their income is critical to sustaining economic expansion. If this trend holds through 2022, that might be an issue for local economic development interests.

City Employment (2011-2021)



UNEMPLOYMENT LEVELS

Another lead indicator of an economy’s strength is the measure of its unemployment levels. Trends in this area reflect the stability and prosperity of local industries, as well as the results of past economic development strategies. Unemployment levels also represent a measure of the poverty level within the area and potential deficiencies in the redistribution of wealth.

Metro Gainesville/Hall County has featured a strong and growing employment market since the Great Recession. Over the past 10 years the region has been aggressively pursuing industrial expansion, both to diversify the local economy beyond poultry processing, as well as maximizing their location and transportation assets that have made the region attractive to goods production and shipping industries. Many businesses are also lured to the area due to the reservoir, the proximity to metro Atlanta to the south and mountains to the north, and the presence of Northeast Georgia Medical Center. As a result of these efforts to support industrial growth, and the ability to accommodate new residents and businesses, Hall County has managed to see area unemployment rates drop to 2.9% prior to the COVID-19 pandemic. The rate did rise close to 5% during the pandemic and has since dropped back to just over 4%.

COMMUTING PATTERNS

One significant struggle with accommodating both residential and industrial needs lie in the effective use of regional infrastructure. The rapid development of modern transportation and infrastructure improvements has led to drastic changes in the commute to work and the unemployment patterns discussed above. The same modes of transit that may easily bring people and commerce into an area can just as easily take them away. This creates a governmental concern over the commuting patterns and increased interdependence among communities. An imbalance between needs for employment and availability of employees can lead to increases in commuting, leading to a disparity in the provision of governmental services.

Compared to other counties, Hall County has a high percentage of employees who live and work within the community. Much of this is due to Gainesville historically being

a regional employment center before metro Atlanta made its way up I-985, meaning a significant number of people looking for jobs in the area came to Hall County, rather than commuting. That ratio is decreasing as Hall County experiences the growing phenomena of two income households, where often one household member has a longer commute in order to accommodate differing careers. For now, however, Hall County has the benefit of more than 80% of employees and 80% of local laborers having a commute no more than one county over.

For Gainesville, this likely means a comparable high ratio of local workers filling local jobs. Noticing the congestion in the area that is high at rush hour but doesn’t last long is one indicator of limited commuting. Also, the prevalence of blue-collar jobs tends to correspond to households that prefer to live close to work or are the jobs favored by secondary income workers. These signs, combined with the current success of the local transit and cab companies, suggests that most city residents stay within Hall County for work.



ECONOMIC DEVELOPMENT RESOURCES

Many communities employ a number of methods to encourage and strengthen local business and economic conditions. Economic development resources can take the form of development agencies, government programs, or special features within an education system that foster desired business environments. These resources are a means of supporting the local economy, and as such are strong factors in the analysis of economic development patterns.

Through the State and Federal levels the local government is provided assistance by the following:



At more than 100 years old and with over 1,500 members throughout Hall County, the **Greater Hall Chamber of Commerce** is the chief organization guiding the local business community's efforts to support community development. The Chamber works with the City to encourage and support expansion of current businesses and to recruit new business to the area. The Chamber supports various social and civic causes that advance the local quality of life and has been a strong advocate of Gainesville's growth by promoting tourism and supporting the City's demands with regards to Lake Lanier. The Chamber also acts as a local industrial development authority for Hall County.



The **Georgia Mountains Regional Commission** is the regional government serving the 12 counties in the northeastern corner of Georgia, including Hall County and neighboring Dawson, Lumpkin, White, Habersham and Banks Counties. The GMRC has departments for Planning and Economic Development, each available to provide a full array of services to assist the City with plans, grant writing and other community development efforts.



Federal EDA Appalachian Regional Commission, USDA Rural Development. All communities within the Georgia Mountains Region are eligible for assistance from these Federal Agencies for projects that directly translate into new employment opportunities. This includes funding loans and matching grants for capital improvement and downtown development that attract new businesses or facilitate business expansion.



Georgia Departments of Labor, Community Affairs and Economic Development. The State of Georgia assists local economic development through the provision of training programs, expert recruitment resources and financial assistance. Staff from all three Departments communicate with the local governments regarding programs and resources for which they are eligible.

PLANNING AND PROGRAMMING

Local governments sometimes participate in several programs designed to assist business initiatives and improve the quality of the local labor force.

Local governments in Georgia are, depending on their classification and status, eligible for both the OneGeorgia and BEST programs that are designed specifically to support economic development in rural communities. Depending on the specific program, this support can include tax credits for new employment, assistance with job skills training and assistance with capital improvement projects.

Local governments are also eligible to apply for assistance through programs such as the Transportation Enhancement (TE) Grant, Employment Incentive Program (EIP) Grant and Community Development Block Grant (CDBG) programs. Funds awarded as part of these programs can assist with a select range of projects such as small loans for infrastructure improvements and facility developments that support job growth. These programs can also provide loans directly to businesses for utility improvements and training programs that support economic development.

Georgia communities can also utilize the QuickStart program provided in conjunction with the Georgia Department of Economic Development and the Department of Adult and Technical Education. This program provides resources for area technical colleges to develop and provide specific job training programs at the request of businesses seeking new/more employees. This service is provided at no or defrayed cost to employees that enroll for the one-time training.

Local Government Assistance Programs



EDUCATION AND TRAINING FACILITIES

Post-secondary education is the foundation for developing a highly skilled work force. The accessibility and quality of colleges and universities enables a community to produce a labor pool with a wider variety of skill sets and with a deeper set of skills for the jobs in greater demand. Such facilities also support specific job-skills training for local industry expansion. Thus it is crucial for any community to include in their plans for economic development an understanding of the education resources available for building and sustaining the type of labor force needed to prosper.

Gainesville features an abundance of colleges and universities within the general vicinity, including several options within or adjacent to the city. Located within Gainesville is Brenau University, which has evolved from a private women's seminary founded in 1878 to a full university in 1992 that also harbors a residential preparatory school for girls. Brenau University's graduate programs include masters-level studies in business, interior design, psychology, health care administration, education, nursing, gerontology, occupational therapy, education specialist, and doctoral-level interior design. As of 2021, Brenau University enrollment features about 3,500 total students in four academic units:

- College of Education
- College of Health & Science
- College of Business & Mass Communication
- College of Fine Arts & Humanities



Brenau University

On the city's north side sits the new campus for Lanier Technical College, a unit of the Technical College System of Georgia. Lanier Tech serves as the foremost workforce development resource for Banks, Barrow, Dawson, Forsyth, Hall, Jackson, and Lumpkin counties by providing:

- Career-technical education programs, offered through traditional and distance delivery methods, leading to associate degrees, diplomas, and technical certificates of credit;
- Customized business and industry training and economic development services;
- Continuing education for technical and professional development; and
- Adult education services.

The new main campus in Gainesville, which includes an on-site conference facility, spans over 95 acres and currently has over 3,000 enrolled students. An additional 2,000 students attend the college's other campuses.

The closest state university is the University of North Georgia (UNG), with its main campus in Dahlonega and secondary campus adjacent to Gainesville. The University of North Georgia is part of the University System of Georgia and is designated as a State Leadership Institution and The Military College of Georgia. UNG currently has about 18,000 undergraduates, including about 7,500 at the Gainesville campus, making it one of the state's largest public universities. UNG features 5 academic colleges, with the most popular major areas of study being biology, psychology, management, marketing, and business administration. UNG also features competitive athletics, arts programs, and conference facilities in both the Dahlonega and Gainesville campuses.



Lanier Technical College Campus



UNG - Gainesville Campus Map

Two other technical colleges are near enough that they could assist in job training and general education efforts: North Georgia Technical College is located approximately 20 miles north in Clarkesville, and the Lanier Tech campus in Cumming is approximately 20 miles to the west. Depending on the exact location of new industries and/or the commuting arrangements for town residents, either facility could provide additional training resources for the local labor force.

Several private colleges are also within nearby counties, adding to a variety of resources available to area residents and businesses. Combined, these institutions educate more than 7,000 students in an assortment of liberal arts, theological studies and general education and business majors:

- Truett McConnel College (Cleveland)
- Emmanuel College (Franklin Springs)
- Piedmont College (Demorest)
- Toccoa Falls College (Toccoa)

Another education resource for Gainesville residents is the Featherbone Communiversality Center, a cooperative venture and facility that provides training and education opportunities for a variety of needs and challenges. The role of the Communiversality is “to provide everyone in the North Georgia region an opportunity to make connections, engage in collaborative learning, imagine possibilities, and work together to create a better quality of life for all.” The Communiversality is a partnership of local schools and businesses. Featherbone Communiversality is home to the Brenau University Department of Nursing, the Interactive Neighborhood for Kids (INK), Lanier Technical College Manufacturing Development Center, University of Georgia Small Business Development Center, and the Georgia Tech Enterprise Innovation Institute.

ECONOMIC TRENDS

The broader Gainesville area has an abundance of key assets considered magnets for new residents and businesses, including recreation amenities (Lake Lanier, the nearby mountains), Northeast Georgia Medical Center, and multiple post-secondary educational institutions. These amenities ensure a strong quality of life for employees and the related market potential for commercial enterprise. As a result, the whole Georgia Mountains region, and in particular the I-985/Lanier Parkway corridor, has continued to feature strong economic growth despite the pandemic.

Highlights of recent trends in the area are listed below. This includes some information courtesy of the Greater Hall Chamber of Commerce:

- The poultry products and processing industry, which comprises establishments primarily engaged in slaughtering poultry and small game and/or preparing processed poultry and small game meat and meat byproducts, is critical to Gainesville’s economy. The region has the highest number of employers in the state with 28 establishments accounting for 12,837 employees, many of those in and around Gainesville. With average annual wages of \$34,892, this industry is projected to grow by 0.59% annually through 2024. Fieldale Farms Corporation, Pilgrims Pride Corporation, and Victory Processing, Inc. are among the ten largest employers in the region.
- Healthcare continues to be a critical industry for the region. The increasing number of older-age households in the area, which includes natural residents living longer and newcomers retiring into the area from elsewhere,

are both attracted to the medical resources available in Gainesville as well as the overall natural scenery and affordability. This trend is expected to continue at least through the planning cycle, and the access to such facilities will also support general population growth as larger industries seek locations that can support quality lifestyles for their workforce. The recently announced expansion of the NGMC campus is designed to help ensure the hospital can serve Gainesville residents through 2050. In support of this trend, Brenau University, Lanier Tech, and UNG have all expanded their programs involved in nursing, medical technology, and other studies that teach skills for health care workers.

- The Northeast Georgia Inland Port, under construction just north of the city, will create a new distribution hub to service the area. This port will support existing business and lure new industry, with expectations of the facility generating 400+ trips-per-day from freight vehicles servicing the site as soon as it opens in 2024. This is expected to attract additional industries along the GA 365 corridor, fostering a manufacturing and distribution hub along this arterial.
- The overall industrial development happening in Gainesville and Hall County has contributed to the metro area being recognized by numerous trade publications as a Top 10 destination for business multiple times over the past few years. Resources such as CoStar, Site Selection magazine, and the Milken Institute have all recognized the economic performance of the region, while strengthening the case for continued growth.

- Cottrell, an industry leader in manufacturing and assembling car haulers and equipment, recently announced plans to establish a second manufacturing facility in Gainesville-Hall County. The company is investing \$125 million in the new, 500,000 SF facility, which will serve as the North Campus and will be located adjacent to their existing South Campus. Cottrell expects land development and construction to take up to 30 months.
- In 2019, heavy equipment maker Kubota North America Corp. announced plans for an \$85 million, 300-acre expansion of its manufacturing facility just north of Gainesville. This expansion is slated to be completed in 2022 and should result in an additional 200 jobs for the manufacturer.
- In 2020, Fox Factory, a manufacturer of a variety of powered vehicles, opened in the business park across from Chicopee Woods. This facility employees approximately 300 people in the manufacture of suspension products for their vehicles, and is considered a highly advanced facility regarding machine integration.
- The 2021 Economic Development Report from the Greater Hall Chamber of Commerce notes 12 new and expanded businesses in Hall County, adding approximately 460 jobs and \$200 million in investment during 2020.

BROADBAND TECHNOLOGY

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 State will add future support programs and initiatives aimed at delivering the community improvement that reliable, high-speed internet access can provide to even the most difficult-to-serve citizens, schools, and businesses.

Achieving these goals at the local level begins with communities pursuing the Broadband Ready Community Designation, demonstrating that they've taken steps to reduce obstacles to broadband infrastructure investment by incorporating a broadband assessment into their comprehensive plan and has adopted a model ordinance. Here 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, and government.

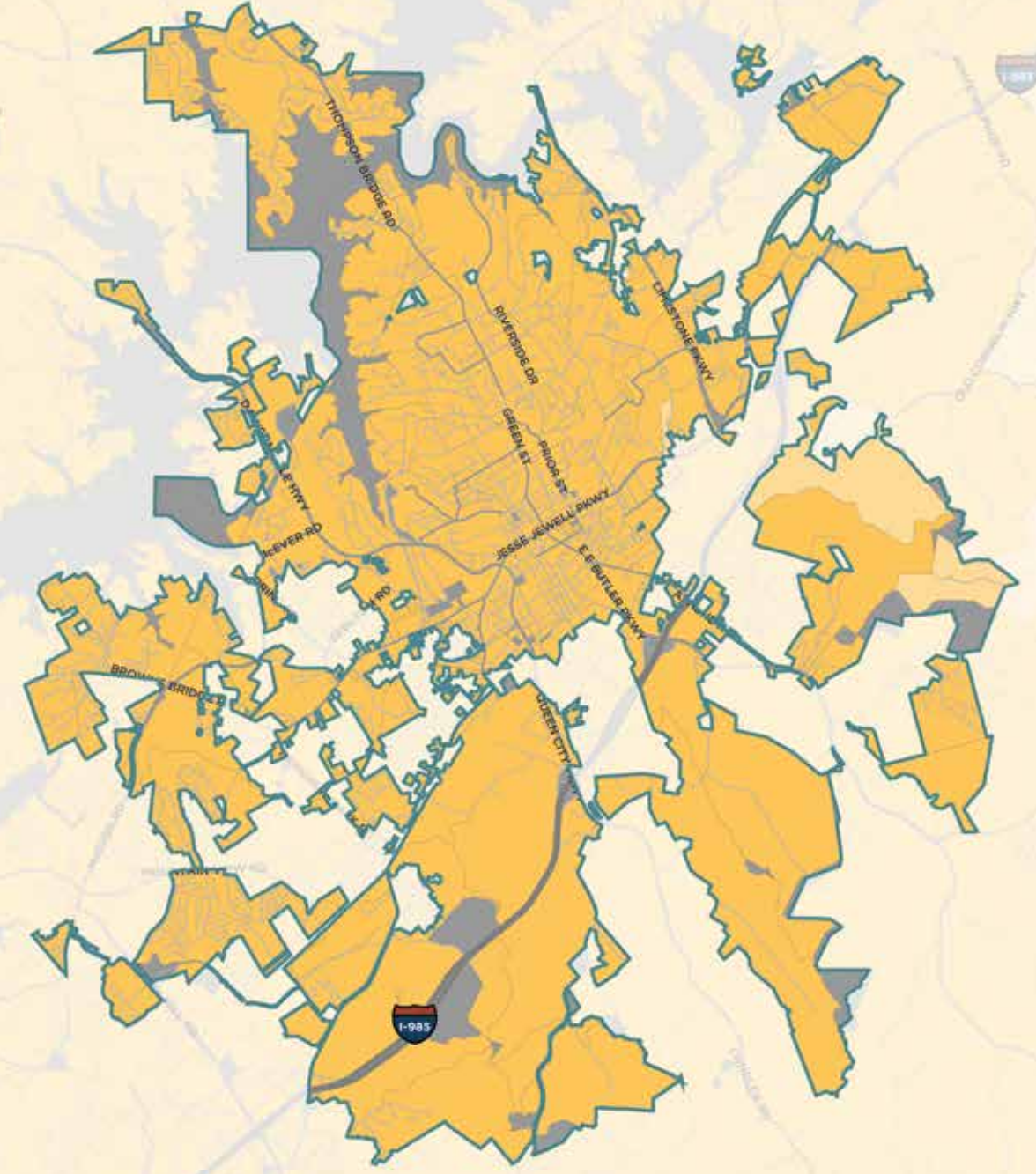
One of the first products to come out of the Georgia Broadband Initiative was an inventory of general conditions across the State regarding access to high speed/high-capacity broadband technology. Utilizing demographic data from the U.S. Census Bureau and cross-referencing that information with knowledge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

As an additional reference Gainesville and Hall County 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.

BROADBAND ACCESS

LEGEND

- Served
- Unserved
- No Location



S.W.O.C. ASSESSMENT – GMRC DIGITAL ECONOMY PLAN

	STRENGTHS	WEAKNESSES
WORKFORCE/EDUCATION	Higher Educational Institutions – University of North Georgia, Brenau University, North Georgia Technical School, Lanier Technical School	Limited existing high-tech labor force
	Faster Business Start-up Time	Low family income
	Dawson GigCenter – Business start-ups	
	GMRC Workforce Development	
	Strong Development Authorities and Chamber offices to assist start-up businesses and industries	
INFRASTRUCTURE	Cooperative EMC’s that deliver good products	System redundancy. Residents and businesses need more choices for internet service.
	North Georgia Network	Cost prohibitive
	Access to metro Atlanta	Geographic isolation
	Ga 400 – Technology Corridor	
	Residents ability to telecommute	
LOCAL GOVERNMENT	GMRC fostering cooperation	Limited funding resources
	Quality Development Authorities and Joint Development Authorities	State needs to put more emphasis on education

Goal: Ensure new telecommunication networks for needed accessibility and reliability to support the growth of the regional economy.

Strategy: Prepare to meet industry and business telecommunication needs by assisting with fiber optic network development. The purpose of this strategy is to support, develop, and provide educational opportunities regarding telecommunication systems in the region.

OPPORTUNITIES	CHALLENGES
Economic and demographic growth of metro Atlanta	Attraction/ Retention of top technology talent
Job fairs held within the region by GMRC Workforce Development	Competition from other metro areas
Tourism/outdoor recreation related industry	Topographically, the GMRC Region is difficult to traverse for aerial line installation
Educating local government on importance of broadband access	Finding grant funds for broadband projects
	Need to better communicate to State legislators the Region’s needs regarding broadband initiatives and projects

Strategy: Promote and support the use of health information technology (IT). 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.

TRANSPORTATION

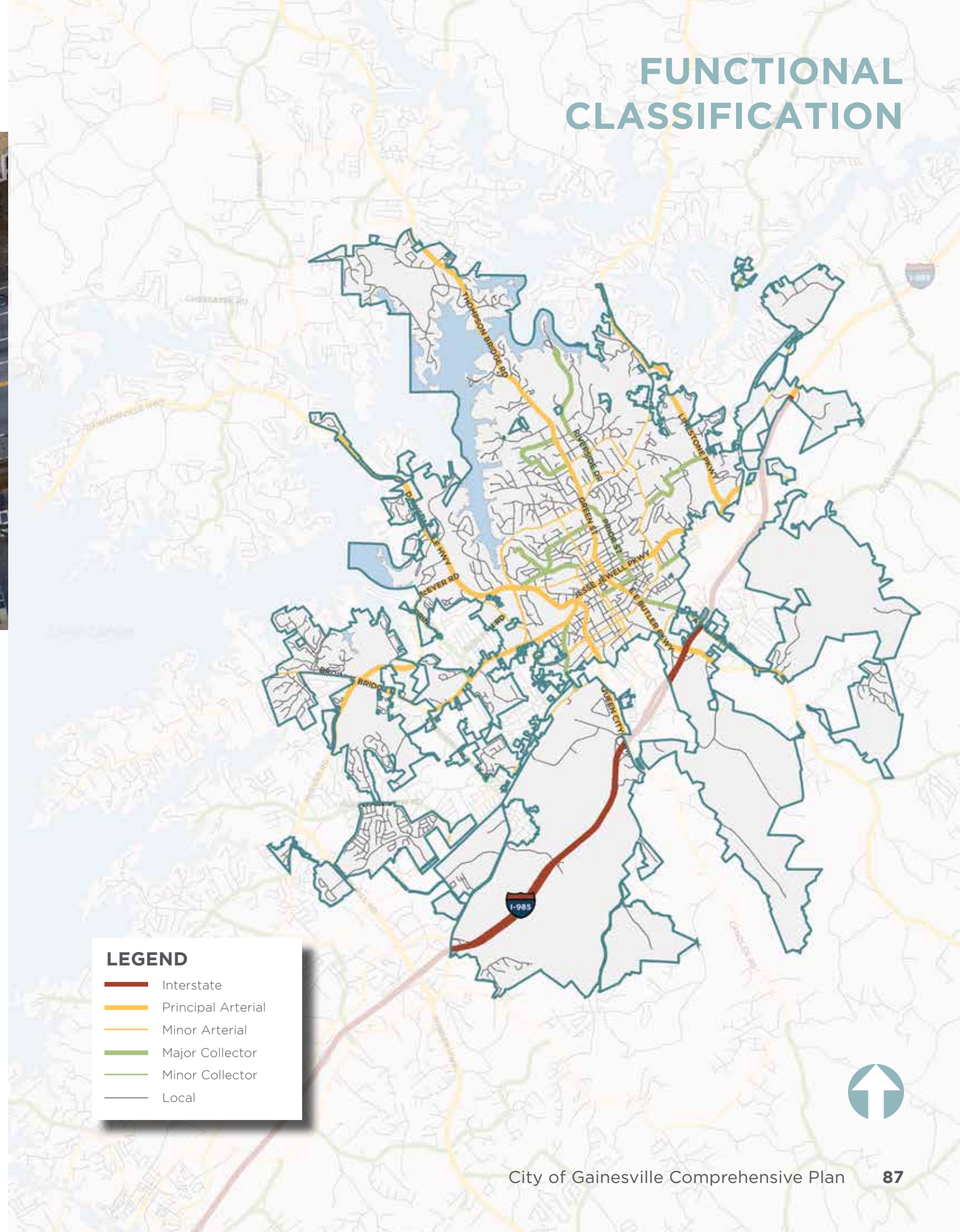


OVERVIEW

Transportation concerns the accessibility to sites and land uses. The demands for transportation facilities and services vary by land use, demographics and other factors. The dynamic nature of accessibility and the various factors that combine to determine functional performance in infrastructure suggest transportation for larger or rapidly growing communities requires special attention outside of the traditional public facilities and services. Because transportation plays such a large part in shaping development patterns, and because transportation systems can be assessed as all together a utility, a set of facilities and a service, transportation must often be assessed as its own element.

Transportation planning for the City of Gainesville is managed through the Gainesville-Hall Metropolitan Planning Organization (GHMPO), which was designated in 2003 to serve as the agency responsible for federally required comprehensive transportation planning process for the Gainesville Urbanized Area. The GHMPO is responsible for transportation planning for the Gainesville-Hall Planning Area (GHPA), which covers all of Hall County and a portion of western Jackson County. City of Gainesville staff and officials participate on standing committees that guide the various planning processes carried out by the GHMPO, ensuring that the analysis and mitigation strategies work for the City and its stakeholders. All material for this section comes from GHMPO documentation, namely the 2020 Regional Transportation Plan and the FY 2021-2024 Transportation Improvement Program (TIP).

FUNCTIONAL CLASSIFICATION



ROADS

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

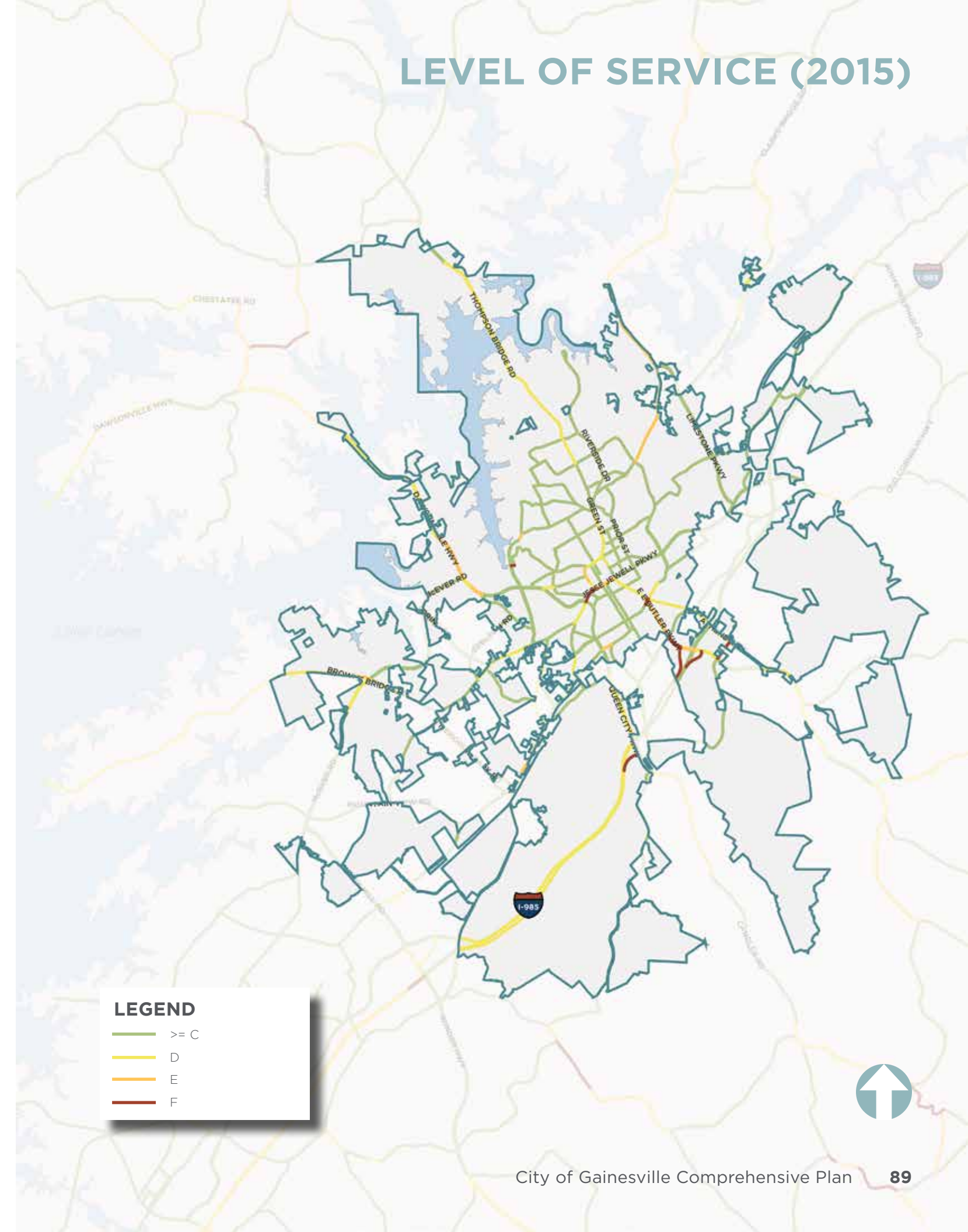
The road network in and immediately around Gainesville is largely defined by the shape of the lake, area topography, and I-985. The Lake serves as a natural barrier prohibiting traffic along the city's western and northern frontiers, where traffic must ultimately converge into one of the several bridges crossing the reservoir. As a result, these roadways have grown in their role as arterial highways and helped shaped land use along their corridors. Similarly, I-985 has defined the land use and traffic flow on the city's eastern frontier, providing one of the main arteries connecting Gainesville to the metro area to the south and the popular tourist destinations to the north. Topographic changes in the form of rolling hills have also helped shape the roads, as the slope of the land dictates both buildable land and the route for optimal roadways.

For Gainesville, these influences have produced a variant of the hub-and-spoke model often seen in cities. Downtown and the immediately surrounding neighborhoods feature classic urban blocks and very walkable scales and high degrees of interconnectedness. This begins to taper away the further one travels from the city center, as select roads that originated as

inter-city arterials follow ridge lines and are designed more for automotive users than for pedestrian scale land uses. Eventually the roads to the west coalesce as the peninsulas reach into the lake, while everywhere else reaches out into the rest of burgeoning suburban Hall County.

This arrangement is considered moderately functional for Gainesville. The biggest issues for the city concern several choke points where through traffic (particularly freight trucks) mix with local traffic to create congestion and some hazardous intersections. According to the latest Strategic Plan for the GHMPO, the overall levels of service for most roads within Gainesville should remain functional in the near term even with minimal investment, with some notable exceptions: Athens Highway/US 129 east of downtown, Jesse Jewell as it runs between downtown and midtown, and a section of Calvary Church Road east of Exit 20 are the key roadways that registered an "F" in traffic modeling for the City under a "no build" scenario, with those roadways now targeted for future improvements by the GHMPO and GDOT.

LEVEL OF SERVICE (2015)



LEGEND

- >= C
- D
- E
- F



AVERAGE ANNUAL DAILY TRAFFIC

CRASHES

LEGEND

- 20-5,000
- 5,001-10,000
- 10,001-15,000
- 15,001-20,000
- 20,001-67,700

LEGEND

- Crash density
- Crashes with fatalities
- Crashes with injuries

Additional road issues of importance to the City for the near future:

- Green Street, the stretch of Business US 129 that runs just north of downtown, has been the subject of an intense study for improvements that will address not only easing traffic flow but also managing severe flood issues, pedestrian safety, and retention of the Green Street Historic District's character. An approved design scheme (complete with new roundabouts) is now on the schedule and work will begin within the planning horizon.
- McEver Road at Dawsonville Highway has become a growing problem during rush hour conditions. The volume of development at this intersection creates a significant delay and bottleneck on many evenings, in particular, as drivers from McEver merge with those on an already congested westbound Dawsonville Highway. The GHMPO hired a consultant to review options for improvements, but the initial study didn't find a cost-effective improvement plan.
- Just outside of Gainesville, the Sardis Connector project will link Dawsonville Highway with Thompson Bridge Road just northwest of the city. This has the potential to relieve a number of nearby points of congestion but might also attract land uses creating a new node of development near the Thompson Bridge Road intersection at Mt. Vernon Road.
- Business US 129 north of the city is becoming more congested as the area grows. Already an arterial for many freight users, the increasing traffic among commuters has not yet created a tipping point for that roadway but is presenting a problem for the portion of the road that reaches from Thompson Bridge to South Enota Road. This stretch of the road corridor, Park Hill Drive, is a narrow road running one lane each way through an established neighborhood and adjoining commercial properties. Any improvements to this roadway must be thoughtfully designed to avoid adverse impacts to the community, or the City must convince drivers to accept the conditions as is.

Proposed Road Improvement Projects in Gainesville

PROJECT #	ROAD/PROJECT NAME	PROJECT TYPE
GH-104	Dawsonville Highway at McEver Road Operations	Intersection
GH-105	E.E. Butler Parkway/Athens Street at MLK Jr. Boulevard Intersection Improvements	Intersection
GH-112	Jesse Jewell Parkway - Widen To 6 Lanes from John W. Morrow, Jr Parkway To Academy Street	Widening
GH-113	Oak Tree Drive - Operations: SR 60 Connector from Thompson Bridge Road to Riverside Drive	Roadway Operations
GH-113	I-985 From Winder Highway to Howard Road	Widening
GH-114	E.E. Butler Parkway/Athens Highway/US 129 Capacity - Widen To 6 Lanes	Widening
GH-116	I-985 At CS 991/Elachee Road	Bridge
GH-119	Thompson Bridge Road at Chattahoochee River	Bridge
GH-121	Green Street - Maintain Four Travel Lanes. Install a Center Raised Median Between Two Intersection Improvements at Academy Street and Glenwood Drive	Roadway Operations
GH-124	Dawsonville Highway from to Shallowford Road	Operational Improvement
GH-125	Green Street at S. Enota Drive/Riverside Drive	Roundabout
GH-125	Greet Street at Academy Street	Roundabout

Source: GHMPO 2020 Regional Transportation Plan

SIDEWALKS & TRAILS

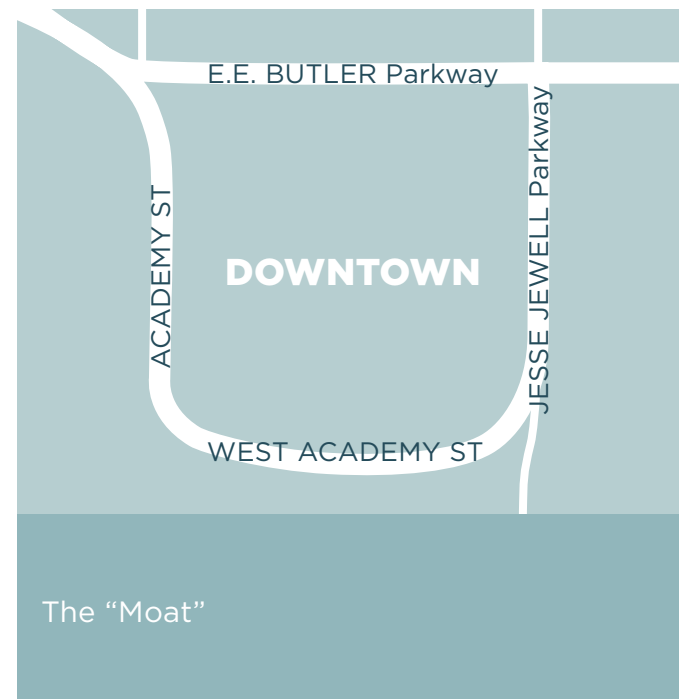
Pedestrian accessibility refers to the level of connections available within a community to people via walking, biking or other non-motorized means. Traditionally this is provided through sidewalks and trails, this level of infrastructure ensures that communities, especially cities, have a comprehensive level of connectivity between parcels and neighborhoods.

Gainesville has a robust sidewalk system and active, paved trails. Much of this infrastructure is dated or worn, with significant portions rendered less safe due to widening roads, increased numbers of curb cuts, and smaller buffers between sidewalks and roads. The City has been working with a Complete Streets-style policy to ensure new road improvements and new developments yield upgrades to any impacted sidewalks and has been working to make a more cohesive and connected network.

In 2015, the City completed the Gainesville Downtown Plan, a master plan for the urban core. One of the main issues identified in that document was the need for improved connectivity. Sidewalks, and particularly crosswalks, were cited as a crucial need if the city’s heart would become vibrant again. As a result, the City began pursuing funds to assist with implementation and has been fostering more visible and functional crosswalks all along the “moat,” the collection of auto-oriented roadways that encircles the 13 blocks constituting the core of downtown. This effort has also included more signal activators for pedestrians and other ADA-compliance improvements at existing crosswalks.

As an offshoot of past planning exercises, the City originally developed the Rock Creek greenway — a trail along the wooded median and channel for a small perennial stream that runs from downtown to Lake Lanier. The trail links three small parks, running adjacent to a neighborhood with many smaller, older homes. This trail, and in particular the Wilshire Park playground area, have become extremely popular for the scenic, wooded setting, the Solar System monuments along the route, and access to the stream.

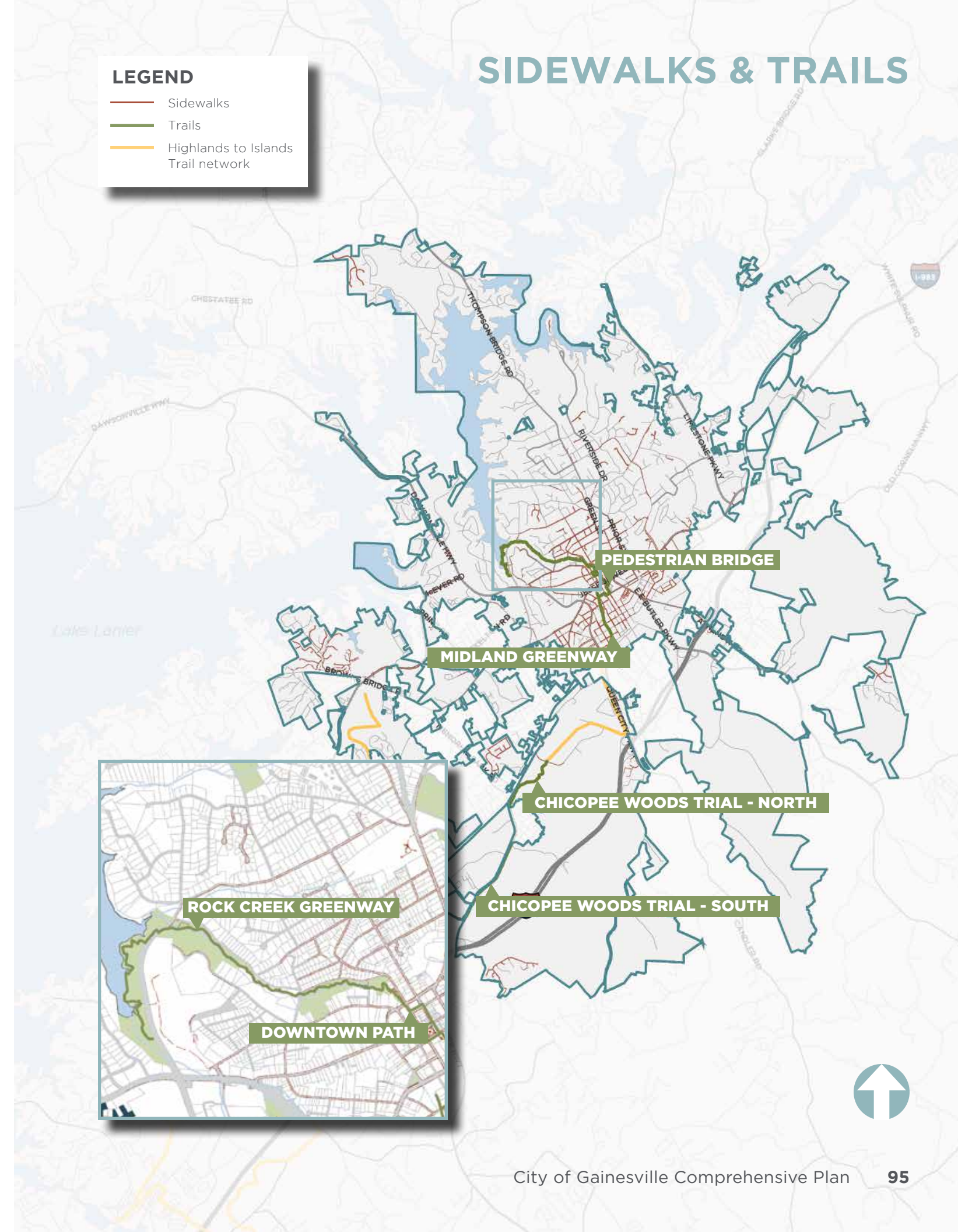
Eventually, the City began working with Hall County and other stakeholders in seeking to expand and improve the trail systems in the area. Today, pedestrians and cyclists can use the Midland Greenway for 6 blocks, stretching in the opposite direction from downtown as the Rock Creek Greenway. This greenway includes about 4,000 feet of paved trail, a detention pond that is available for fishing, public art, and picnic areas. The Midland Greenway will eventually link with the existing Chicopee Woods Trail and others to form the Highlands to Islands trail network, connecting Gainesville to Oakwood and the University of North Georgia, and further south to Flowery Branch and Lake Lanier Islands resort.



SIDEWALKS & TRAILS

LEGEND

- Sidewalks
- Trails
- Highlands to Islands Trail network



PUBLIC TRANSIT

Public transportation allows people otherwise unable to travel greater access to the community, and can support a community's health and vitality by providing a functional alternative to private automobile ownership. Public transportation is also a means of diffusing traffic pressures, alleviating the environmental concerns stemming from roadside development, and for stimulating residential and commercial activity.

Access to transit is critical to communities with a significant number of residents that lack personal transportation. For Gainesville, that translates to approximately 10% of all households, especially those renting their place of residence. Across all of Hall County, the percentage is lower but the total households without a vehicle is still over 3,000 units.

In December of 2020, the public transit service offered in Gainesville and Hall County shifted from a conventional dial-a-ride bus service to the new WeGo system, a ride-share transportation service that customers can schedule on-demand via the WeGo smartphone application. WeGo uses a fleet of 17 passenger vans that are smaller than

the shuttle buses used in the old system, and thus are typically faster and more fuel efficient. The service is now fully employed throughout Hall County and has received rave reviews, not only in allowing customers more leeway in scheduling but because the trips tend to be less crowded and delayed.

The City also began employing special fixed-route transit for temporary events and seasonal scheduling. The Gainesville Trolley was activated for weekday luncheon hours over the summer, providing a free, fixed route circuit along a former Hall Area Transit route, utilizing existing bus stops. The service will be run on a trial basis for other select schedules and events, and is viewed as a way to get more people to downtown or connected along the Browns Bridge Road route.

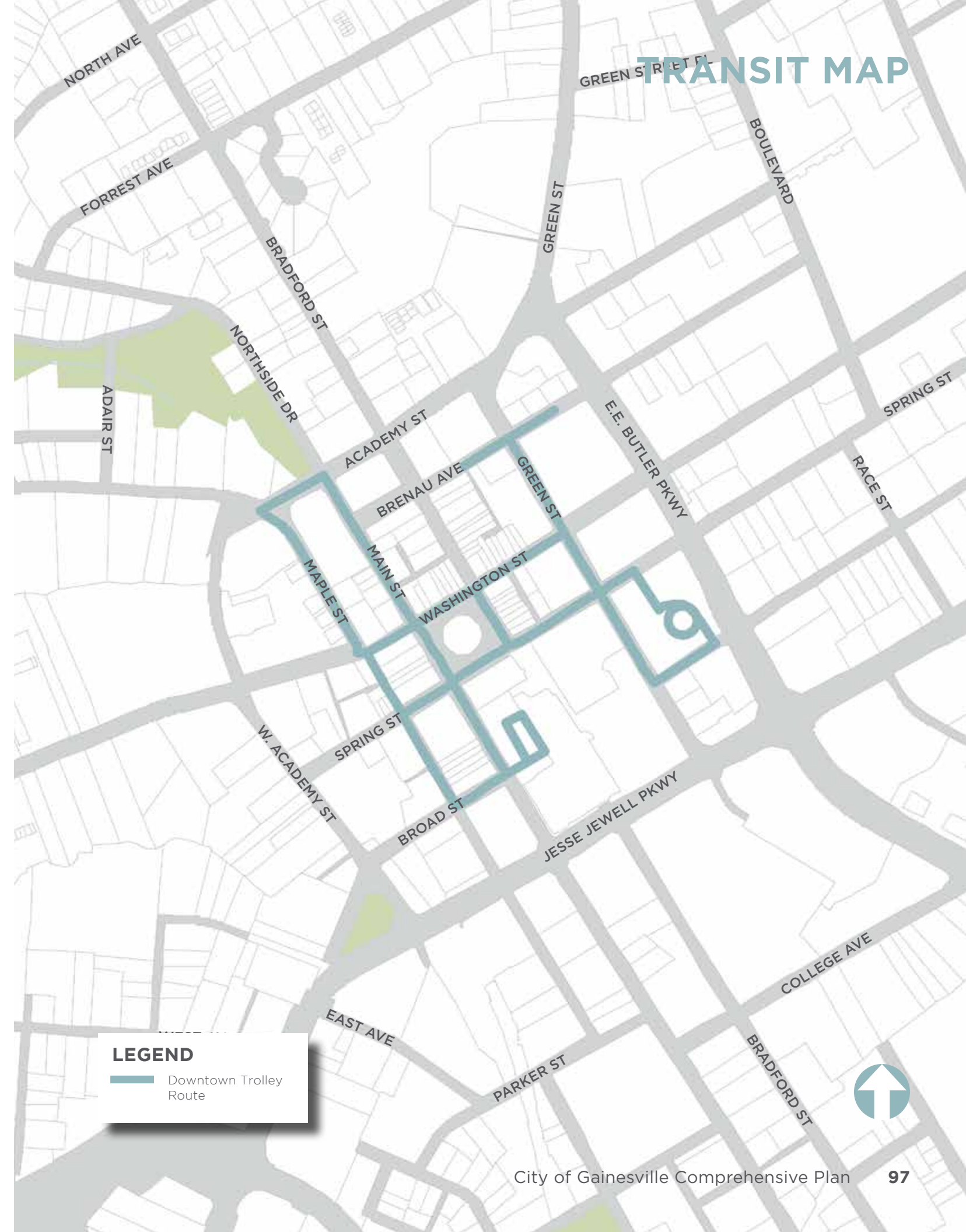
Though early, the changes employed by the Hall Area Transit program are viewed as an example of a small urban transit system that has nimbly adapted to a more efficient and user friendly model. Both the employment of technology to aid in scheduling and payment processing and the smaller vehicles that are more capable of maneuvering through traffic have made WeGo a more widely welcomed service compared to the dial-a-ride model that required 24-hour advanced notice.



WeGo van



Gainesville Trolley



RAIL & AIRPORTS

While personal automobiles are the most common form of transportation, rail and air travel remain critical to the efficient movement of people and goods. More importantly, these facilities require specialized planning and development to ensure efficient operation and to not adversely impact surrounding land uses.

RAILROADS

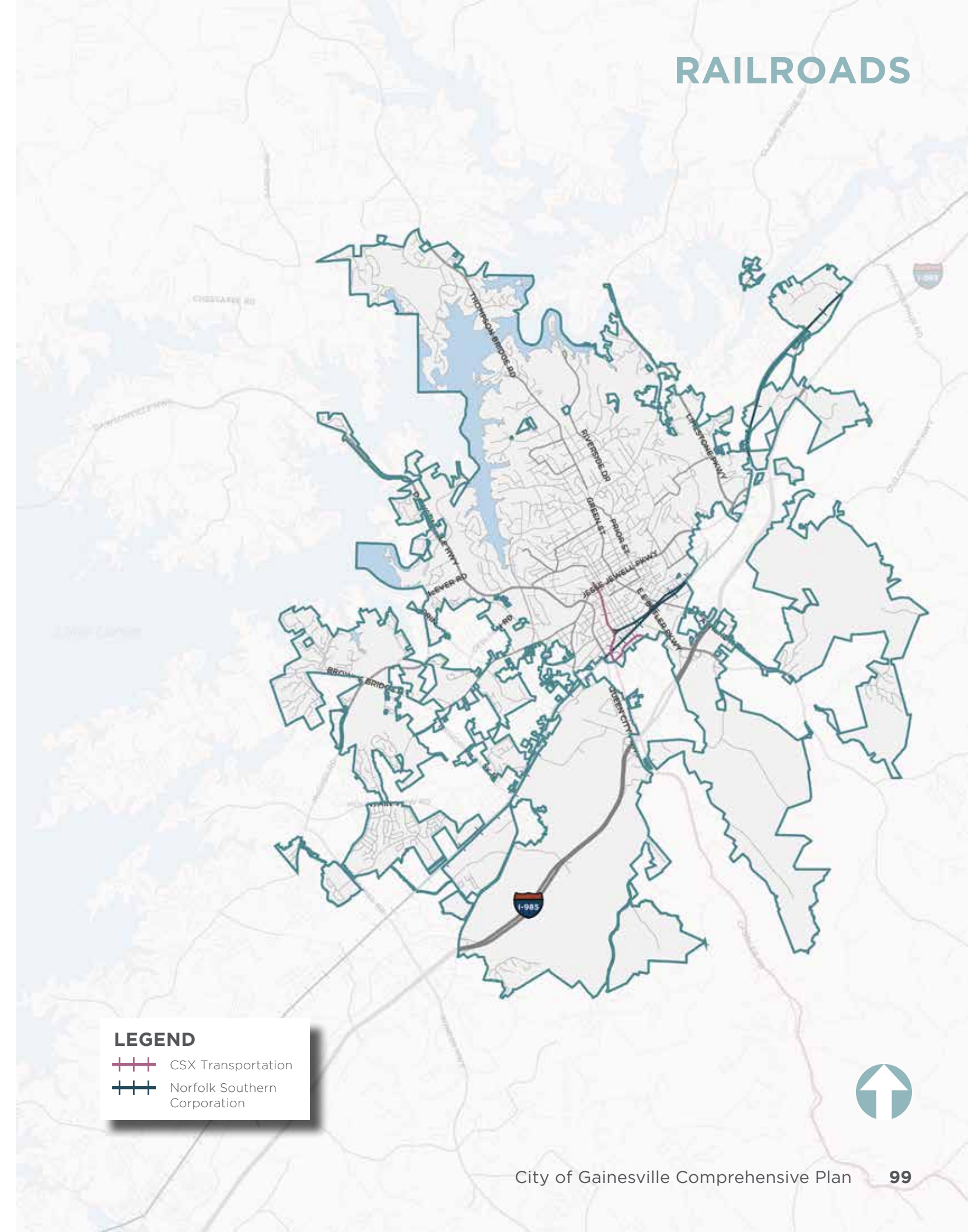
Railroad service has declined in priority in the US since the 1950's but is still crucial to several industries. Heavy rail is an integral part of modern industrial freight movement as well as growing plans for increased passenger travel. Transportation planning must address available rail options and conditions not only for the benefit of the rail system but also for points where rail service interacts (or intersects) other transportation systems.

Two major active freight rail lines run in a north-south direction through Hall County. The Norfolk Southern Atlanta/Greenville line parallels US 23 and passes through Flowery Branch, Gainesville, and Lula. The CSX line

runs south from Gainesville to Athens. The Norfolk Southern line features an annual gross tonnage of near 50 million tons, while the CSX line handles about 8 million. Freight traffic is the premier rail service need for Gainesville, with the lines directly serving several industries within and immediately around the city. Gainesville is a noted and growing rail hub such that just north of the city the Georgia Ports Authority is opening up their 4th inland rail port to aid in freight movement between this part of the State and the seaports at Savannah and Brunswick. The Georgia Ports Authority is opening up their 4th inland rail port to aid in freight movement between this part of the State and the seaports at Savannah and Brunswick.

AMTRAK provides daily passenger service along the Norfolk Southern line with a Gainesville station stop in each direction. Long-term plans by the Georgia Rail Passenger Program (GRPP) still envisions future commuter rail service between Atlanta and Gainesville, as well as intercity service to Greenville, South Carolina. That effort has been stalled while the State explores high-speed rail options that are currently slated to fall south of I-85.

RAILROADS



AIRPORTS

All public use airports in Georgia are assigned one of three functional levels as the facility relates to the state's transportation and economic needs, as discussed in the current Georgia Aviation System Plan, a 20-year plan for the state's public use airports. These functional levels are generally described as:

- Level I- Minimum Standard General Aviation Airport
- Level II- Business Airports of Local Impact
- Level III- Business Airports of Regional Impact

Gainesville is served by Lee Gilmer Airport (GVL), a Level III facility located just east of the city within an industrial district adjacent to I-985. Lee Gilmer Airport is owned and managed by the City, provides private

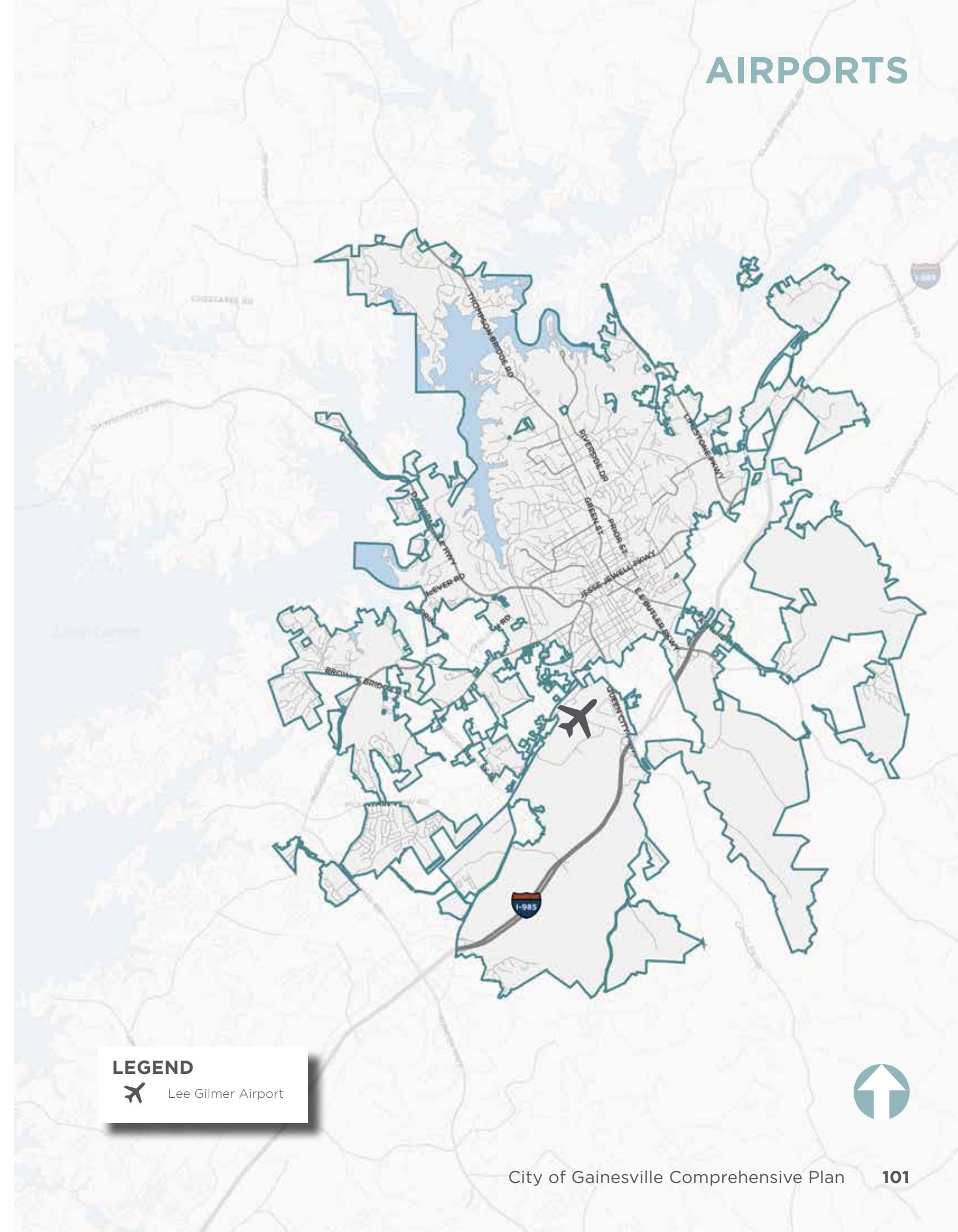
general aviation air service including fuel sales and aircraft storage, and also harbors a local flight school. The airport features two runways, including a main runway at 5,500 x 100-foot and a secondary 4,000 x 100-foot runway. Improvements completed in 2018 included of a new corporate hangar, an upgrade of safety lighting, and a modernization of the terminal, which dates from the 1940's. The City is also planning to connect the airport to a pedestrian trail that will run from Midland to Chicopee Woods.

The City is currently performing the required five-year updates to their Airport Capital Improvement Plan, which will identify specific improvements needed to maintain or expand service levels. The ambition is to expand the facility to address the current wait list for hangar space, and to position the facility to possibly handle future options of rural commuter traffic.



Airport entrance

AIRPORTS



LEGEND
✈ Lee Gilmer Airport



NATURAL RESOURCES

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.

WATER RESOURCES

Gainesville currently features 22 different stream segments currently on the Georgia lists of water bodies being monitored for current or past contamination issues. Of those 22 streams, five segments are currently classified as “Not Supporting” their identified use. (All five listed as “Fishing” streams.) All five of the listed stream segments have issues involving Fecal Coliform, and urban runoff is listed as the primary cause of the problem. The suspicion is hinged largely on the extent of impervious surfaces within Gainesville, which takes wastes and toxins and allows them to flow into surface waters without any filtration.

Clean Water Act Compliance

Y Any “not supporting” 303(d) listed waterbodies?

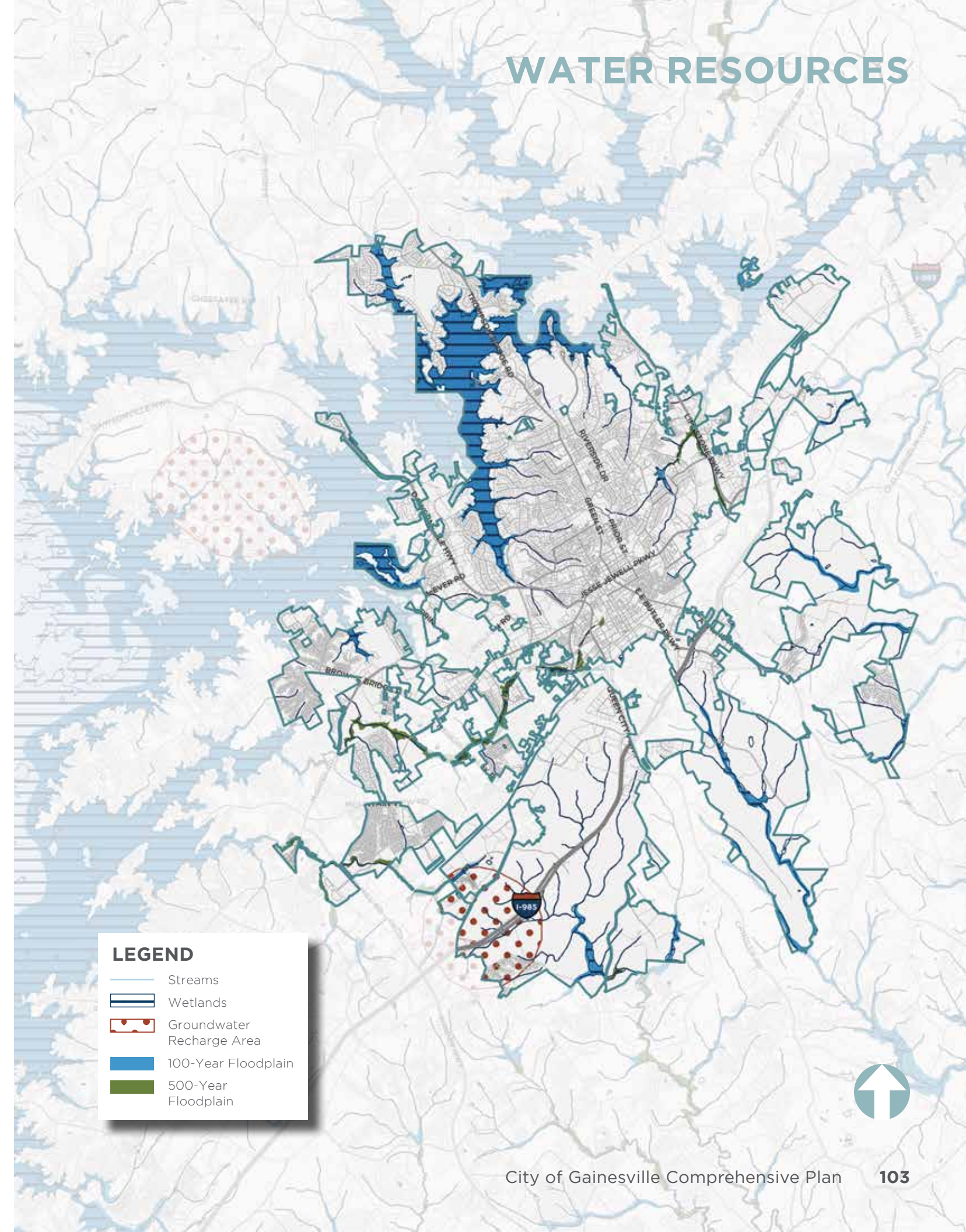
If yes, these waterbodies have been found contaminated to the extent that they are not considered supporting their designated use. As such the local community should seek to manage land uses within the watershed so as to yield healthier water quality.

Y Any 305(b) listed waterbodies?

N 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.

Gainesville has a history of working to improve and sustain water quality of local resources and maintains a robust Water Resources Division to coordinate environmental programs, code enforcement, industrial permitting and pretreatment, and more. The City has also performed streambank mitigation as part of other developments, including trail and greenspace projects, plus it has worked to improve stormwater sewer infrastructure to improve detention and filtration of runoff. Because of these efforts the State considers Gainesville as actively managing contamination issues with listed water bodies, meaning Gainesville must continue mitigation efforts but won’t be unduly penalized for conditions and results beyond their control. The chief issues for Gainesville to address going forward is to maintain vigilance over any sewage system leaks, ensure landowners are compliant with codes and laws regarding outdoor wildlife and its waste, and continue searching for opportunities to increase greenspace and improve stream banks.

WATER RESOURCES



LEGEND

- Streams
- Wetlands
- Groundwater Recharge Area
- 100-Year Floodplain
- 500-Year Floodplain



State-listed Non-Supporting Water Bodies in Gainesville

BASIN	NAME	LENGTH (MI)	TMDL?	CAUSE	SOURCE
Chattahoochee	North Fork Balus Creek	2.0	Y	FC	UR
Chattahoochee	Flat Creek	6.0	Y	FC, Bio F	UR
Chattahoochee	Slaughterhouse Creek	1.0	Y	FC	UR
Chattahoochee	Longwood Park Creek	1.0	Y	FC	UR
Oconee	E.T. Creek	1.0	Y	FC	UR

Source: Georgia EPD, 2020



Lake Lanier at sunset

ENVIRONMENTALLY SENSITIVE AREAS

The Environmental Planning Criteria was established through the Georgia Planning Act as a method of identifying minimum standards that should be implemented to protect Georgia's most sensitive natural resources, known as State Vital Areas. These include wetlands, water supply watersheds, protected rivers, groundwater recharge areas, and mountain protection areas. Local governments are encouraged to adopt regulations for the protection of relevant natural resources to maintain their eligibility for certain state grants, loans, and permits. The Georgia Department of Natural Resources has developed model ordinances to be used as guides for local governments as they develop the necessary regulations to meet EPD standards.

Environmental Planning Criteria

CHARACTERISTIC	GAINESVILLE	HALL COUNTY	
Floodplains		Y	Gainesville features various environmentally sensitive areas located throughout the city, most notably streams and the Chattahoochee River and Lake Lanier. The topography of the area and Gainesville's location means there are an abundance of creeks and streams in and around the city. The forests of Chicopee Woods are also listed.
Forest Lands	Y	Y	
Groundwater Recharge Areas		Y	
Plant & Animal Habitat		Y	
Prime Agricultural Lands			
Protected Mountains			
Steep Slopes			
Water Supply Watersheds	Y	Y	
Wetlands	Y	Y	
Protected Rivers	Y	Y	

These environmental features are critical to the local ecology and to the general integrity of Lake Lanier. Gainesville's primary water source is also a vital asset to the local economy, as the reservoir is a hugely popular tourist attraction and a recreation amenity that serves as a draw for many business leaders and their employees. Preserving the quality of Lake Lanier and its tributaries is a critical mission of the City's environmental policies and ordinances. The City has adopted the required regulations to maintain compliance with the State's DNR Part V environmental criteria.



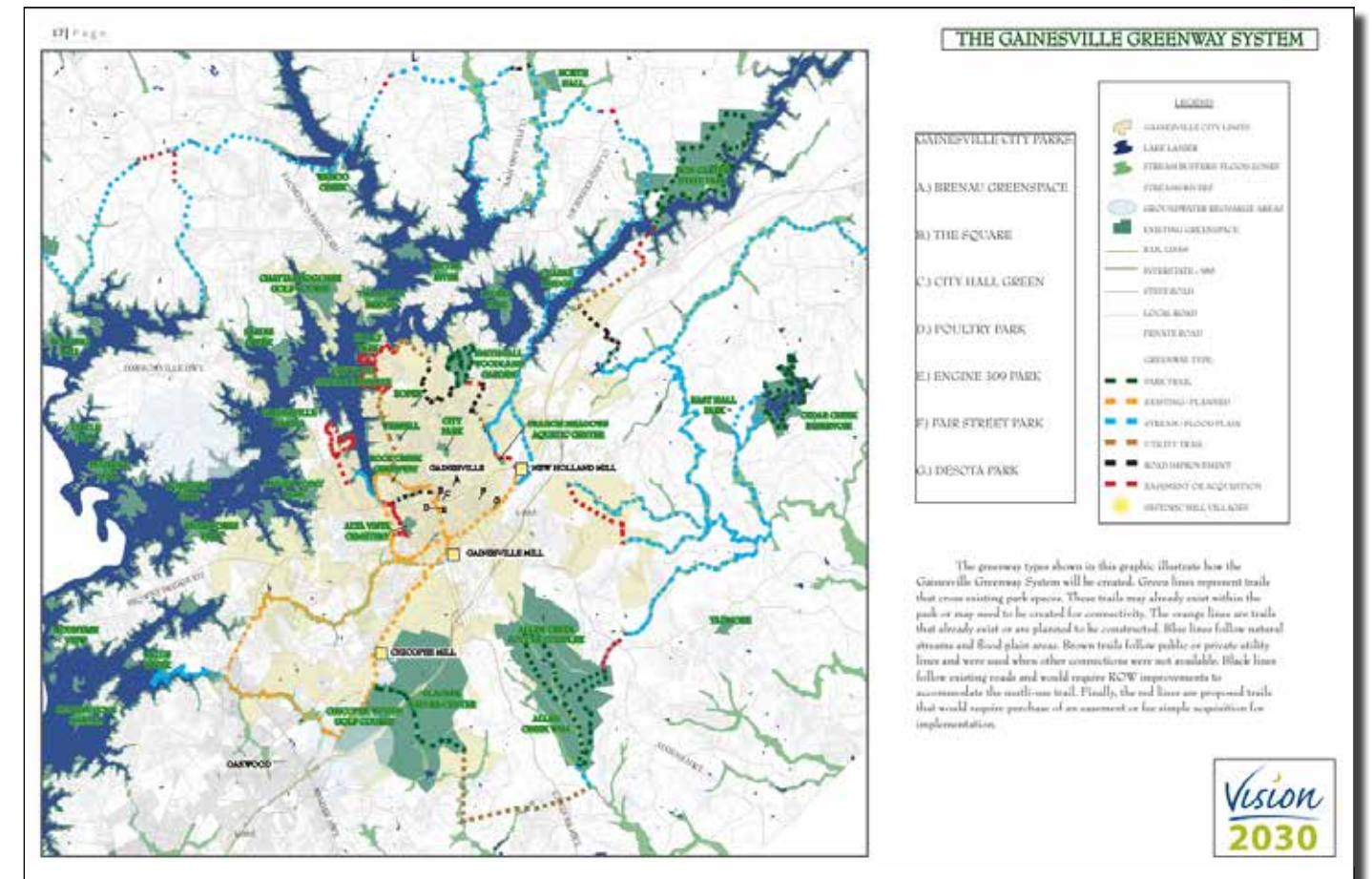
Midland Greenway

GREENSPACE

As a feature of community planning and development, the term “greenspace” refers to any piece of land that is covered with vegetation and is contributing to/preserving a part of local ecology. This comes in recognition of how natural landscapes are not only critical to our environmental health but also provide valuable amenities for communities seeking to provide a high quality of life. Greenspaces provide places to recreate, to experience nature, that shape local character, and often provide scenic beauty that helps make a place unique.

Vision 2030 Greenspace Report

Since the early 2000’s, Gainesville and Hall County have pursued measures to identify, preserve, and promote greenspaces across the community. Greenspace is even one of the Big Ideas identified within the Vision 2030 effort by the Greater Hall Chamber of Commerce, recognizing its potential for the area. A sub-committee focusing on greenspace yielded the first coordinated approach to inventorying assets and suggesting priorities for the development of a greenspace network across all of Hall County. The effort emphasizes trails, Lake Lanier, and select other parks and woodlands that could serve both environmental purposes and as recreational amenities. The initiative helped birth the ongoing Highlands to Islands trail system that currently links Gainesville with Oakwood, with plans to branch throughout Hall County. The greenspace committee remains active today in helping the governments and stakeholders advance their greenspace goals.



The following represents a summation of the functional definitions used for greenspace as applied to various land use and community development purposes:

Greenspace Types and Related Objectives

TARGET AREAS & CONDITIONS
<p>PRIMARY PRESERVE</p> <p>Critical environmental features such as wetlands, water supply watersheds, etc. Georgia law has defined several types of State Vital Areas that require minimal degrees of protection.</p>
<p>SECONDARY PRESERVE</p> <p>Sensitive environmental features; existing natural environments; special cultural or animal habitats; existing, vegetative, vacant land within developing areas.</p>
<p>AGRICULTURAL PRESERVE</p> <p>Active and inactive farmland</p>
<p>PASSIVE PRESERVE</p> <p>Public parks, ball fields and other lawns that feature vegetative covering but are offered up for active use.</p>

Criteria for Prioritization

- Protection of State Vital Areas – (DNR’s environmental protection criteria outlines several categories of conditions and minimum standards for protection)
- Preservation of existing greenspace, preferably as connected network and in larger preserves
- Preservation of any critical habitats for local ecology
- Development of a coordinated and connecting trail system via greenways

GENERAL POLICY GOALS
<p>PRIMARY PRESERVE</p> <p>Land to be preserved as natural as possible, with only passive use and access. This refers to actual large-scale preserves, wildlife management areas and such that are accessible but only for low-impact passive uses such as hiking, biking, etc. This includes USFS land, larger utility corridors and anything with limited accessibility. Includes State and National Parks except concentrated areas of active use, like beaches or lodges.</p>
<p>SECONDARY PRESERVE</p> <p>Preservation where possible, with passive use and access; Some non-intrusive development (context sensitive) This refers to smaller portions of land that are placed into private conservation, such as common greenspace areas for subdivisions. They are featured as part of the greenspace network but access is limited or prohibited and there are usually no coordinated uses encouraged. This is where you’ll find all the private properties being placed into conservation easements simply for ecological or tax considerations.</p>
<p>AGRICULTURAL PRESERVE</p> <p>Land placed into agricultural conservation, with special notes regarding soil management and watershed protection. Depending on the level of activity, frequently forested areas would fall here instead of in Primary Preserve lands, saved more so for rural nature and the agricultural economy than for environmental purposes.</p>
<p>PASSIVE PRESERVE</p> <p>This refers to greenspace which includes active use parks, plazas and urban settings that features more manicured lawns, fewer trees and is surrounded by volumes of impervious surfaces. These may not feature heavily with regard to environmental benefit but can factor in outdoor uses and encouraging people to be active.</p>

RECREATION

OVERVIEW

As cities and communities continue to evolve the ways that public greenspaces and passive recreational areas can benefit an area, they have become more clarified and measurable. Especially for modern communities capable of tapping into their surrounding natural setting, parks and trails can serve a vital role in helping many aspects of public health and economic prosperity. Local parks, recreational trails, and public open spaces improve our physical and psychological health, contribute to the health of the local ecology, spur economic growth, and make our communities more attractive places to live, work, and play. Parks and trails provide spaces for recreation and social gathering, attract tourists, and provide the sense of place that often connects visitors and citizens to the history and character of the community.

PARKS & TRAILS

Parks, trails, and greenspaces provide social and civic destinations for residents and visitors, serving as a community’s “front yard” and possibly as an iconic space for celebrating local history, art, and culture. Whether designed predominantly as a greenspace or with a variety of manicured spaces and structures, parks give a community the opportunity to create a shared space that can be unique and special, that allows people to come together in a place that is typically fun, inviting, and often picturesque.

Recreation facilities and services for Gainesville residents are provided through the Gainesville Parks and Recreation Authority, an independent agency whose Board of Directors is appointed by the Gainesville City Council. GPRA manages eight major facilities, 21 parks, and over 547 or more acres of park land. Additionally, the GPRA is responsible for 1,000 social and athletic programs over the course of a year, many of which are accessible to residents outside of the city, as well.



Frances Meadows Aquatic Center pavilion and playground.

The GPRA is nationally accredited and has an operating budget of approximately \$5 million. The GPRA recently completed a Trails and Open Spaces Master Plan and is currently updating their general Master Plan, which will include programming through at least 2030.

The GPRA routinely shares equipment and personnel with the Hall County Parks and Leisure Services Department to provide optimum response to recreation needs from one community to the other. Hall County shares costs, operation and ownership on a 50/50 basis with the City of Gainesville on two parks: Clarks Bridge Park, which is leased from the US Army Corps of Engineers, and the 88-acre Allen Creek Soccer Complex.

GRPA PARKS	PLAYGROUNDS	PAVILIONS	RESTROOMS	BEACH	TRAILS	FEATURES
1. Allen Creek Soccer Complex						Soccer
2. City Park	X	X	X			Civic Center, Martha Hope Cabin, Softball Fields, Football Stadium, Tennis Courts,
3. Clarks Bridge Road Park			X	X		Boat Ramp; Fishing
4. Desota Park	X	X	X			Tennis, Basketball
5. Engine 209 Park						Historical Park With Railroad Cars
6. Fair Street Center						Community Center
7. Holly Park		X			X	Boat Ramp; Fishing
8. Rock Creek Greenway						
9. Ivy Terrace Park		X			X	
10. Rock Creek Veterans Park					X	Amphitheater
11. Wilshire Trails	X		X		X	
12. Longwood Park	X	X	X	X	X	Tennis, Fishing; Horseshoe Pits
13. Kenwood Park	X				X	
14. Lanier Point Park	X	X	X		X	Softball, Boat Ramp; Fishing
15. Linwood Nature Preserve					X	
16. Myrtle Street Park	X					Basketball
17. Poultry Park						Benches/ Gardens Around Monument
18. Riverside Park	X	X			X	
19. Roper Park	X	X	X		X	Tennis, Athletic Field
20. Wessell Park	X				X	Tennis, Basketball
21. Frances Meadows Aquatic Center		X	X			Fitness Center, Pools, Water Park

Additionally, the City manages Chattahoochee Golf Course, located across Lake Lanier from downtown Gainesville. This Robert Trent Jones, Sr. design measures over 7,000 yards and the oldest golf course in northeast Georgia. In 2006 and 2021, the course was renovated with new greens, bunkers, cart paths, improved drainage and a modernized teaching center.

OTHER RESOURCES

Gainesville residents also have access to facilities and programs provided by other agencies. The Hall County Parks and Leisure Services Department operates 14 parks, including two lakefront properties, and the Agricultural Center at Chicopee Woods. The City and County are working together (along with other partners) in developing the Highlands to Islands Trail System, a series of linked and paved trails for biking

and pedestrians that will connect downtown Gainesville with Lake Lanier Islands and other attractions in south Hall County, via the existing Midland Greenway.

Abutting the city limits is the 1,400+ acre Chicopee Woods Nature Preserve, featuring over 8 miles of hiking trails, 21 miles of mountain biking trails, and the Elachee Nature Center, an educational and event center that serves as a regional attraction teaching people about local wildlife and ecology. There's also an adjoining public golf course that winds its way into the woods.

One of the more recent additions to the area is the Atlanta Botanical Gardens' Gainesville campus, an 8.5-acre botanical garden with 3 short woodland hiking trails and a designated children's garden. The gardens feature several plant collections as well as seasonal plantings, while also providing event space and educational programs.

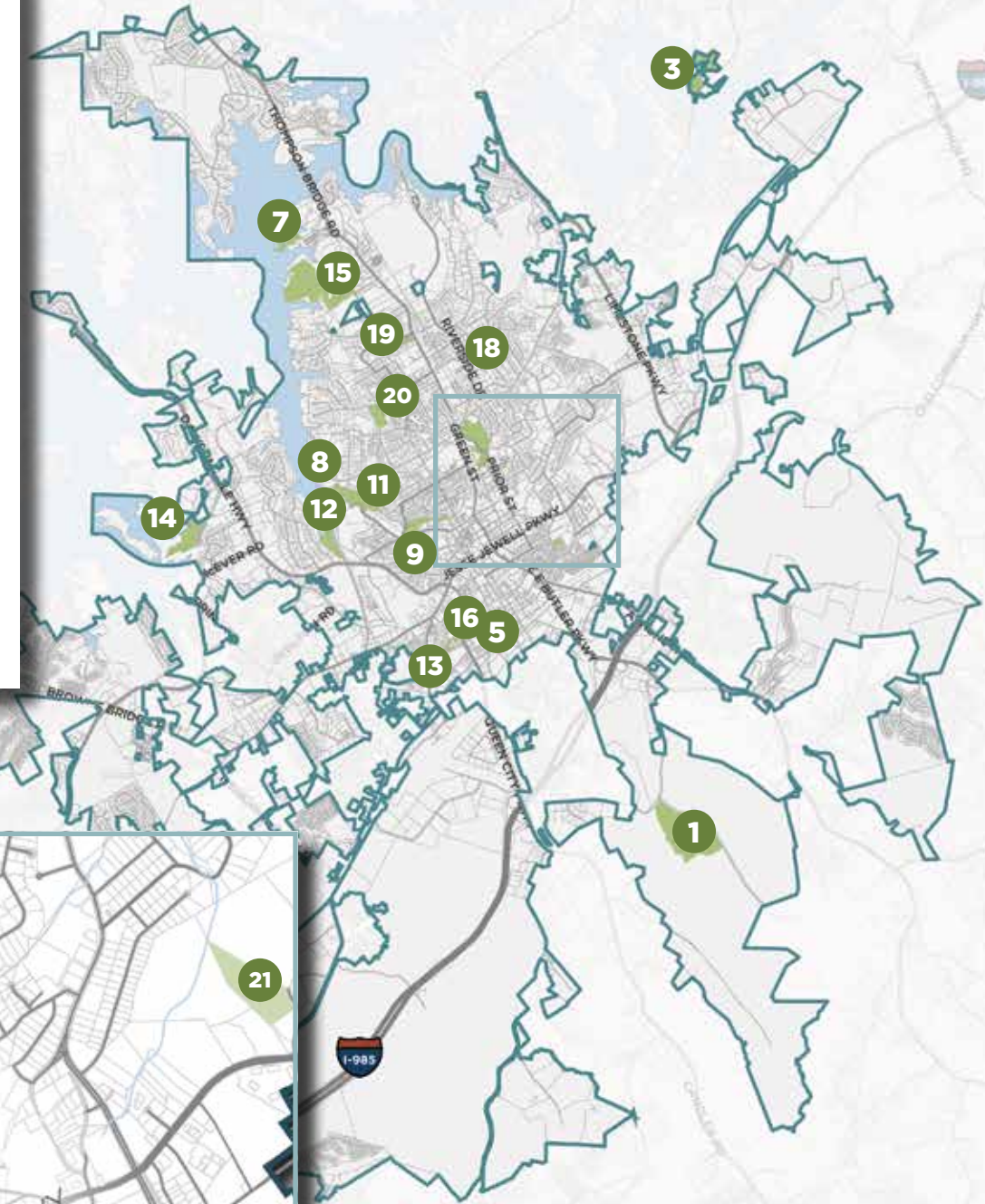
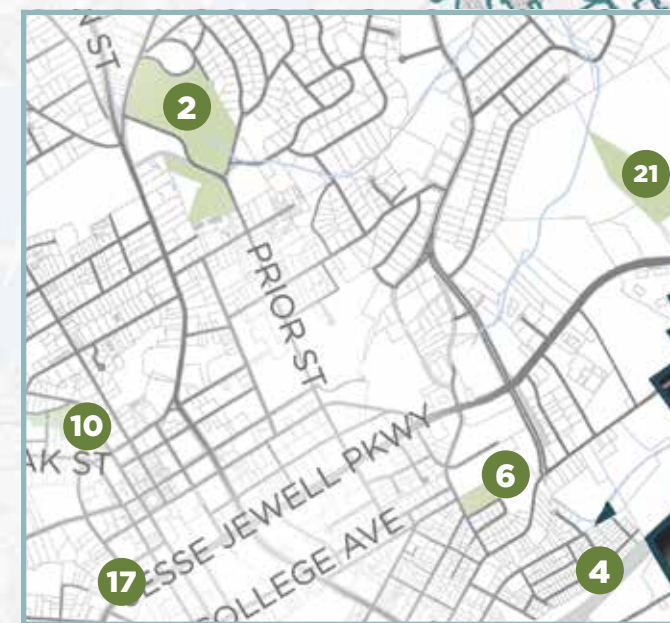


Playground at Wilshire Trails

PARKS & RECREATION

LEGEND

- 1 Allen Creek Soccer Complex
- 2 City Park
- 3 Clarks Bridge Road Park
- 4 Desota Park
- 5 Engine 209 Park
- 6 Fair Street Center
- 7 Holly Park
- 8 Rock Creek Greenway
- 9 Ivy Terrace Park
- 10 Rock Creek Veterans Park
- 11 Wilshire Trails
- 12 Longwood Park
- 13 Kenwood Park
- 14 Lanier Point Park
- 15 Linwood Nature Preserve
- 16 Myrtle Street Park
- 17 Poultry Park
- 18 Riverside Park
- 19 Roper Park
- 20 Wessell Park
- 21 Frances Meadows Aquatic Center



INTERGOVERNMENTAL COORDINATION

Often, a community’s residents and businesses receive some services via the coordination of multiple government entities, namely in the form of agreements and contractual arrangements. This is seen as a means of ensuring a more efficient way of providing those services, as well as a way to avoid unnecessary duplication of services.

SERVICE DELIVERY

The issues of local service delivery, local revenue collection and distribution, and intergovernmental coordination are very important. To this end, Georgia enacted the Service Delivery Strategy Act to foster a process that gives local governments and authorities the opportunity to reach agreement on the delivery of services in an effective and cost-efficient manner to Georgia’s citizens. The intent of the Act is:

- To provide a flexible framework for local governments and authorities to agree on service delivery arrangements.
- To minimize any duplication or competition among local governments and authorities providing local services.
- To provide a method of resolving disputes among service providers regarding service delivery, funding equity and land use.

Regarding Hall County and Gainesville, the most recent Service Delivery Strategy (SDS) was updated in 2017 and is slated for update once more in June of 2022. The more critical elements of this document involve the primary utilities, such as water and sewer, as well as things such as roads and parks where there is an abundance of crossover use by residents of multiple jurisdictions.

Participating Governments:

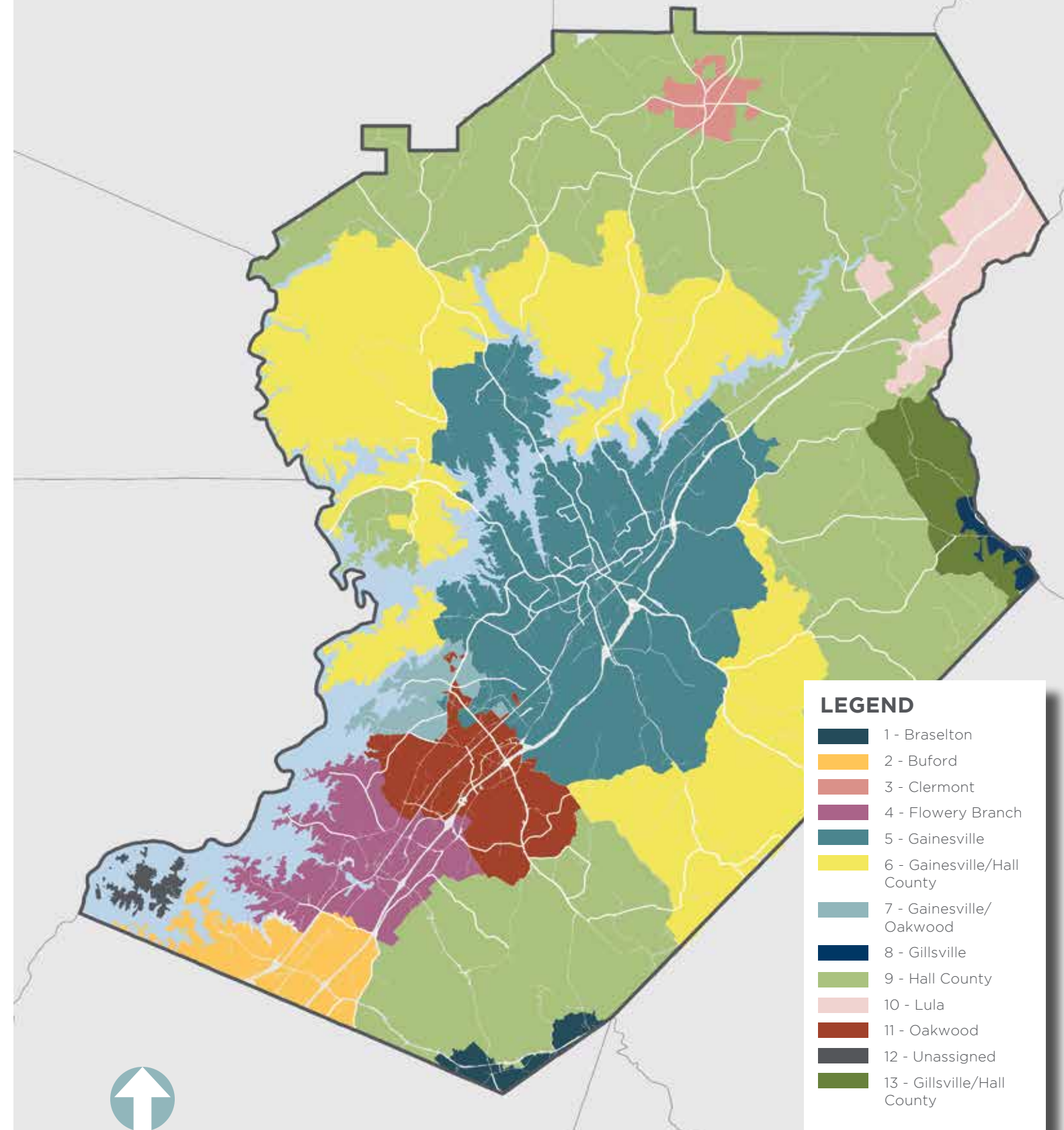
- Braselton
- Buford
- Clermont
- Flowery Branch
- Gainesville
- Gillsville
- Hall County
- Lula
- Oakwood
- Rest Haven

COOPERATIVE AGREEMENTS

As referenced in the SDS, the City of Gainesville maintains agreements with the County to provide support in the areas of law enforcement and fire protection. Sometimes known as automatic aid or mutual aid agreements, these types of contracts outline how the jurisdictions will work together in response to emergency situations that can spill across boundaries and/or where the other jurisdiction is better positioned for initial response. These agreements provide coordination in how such aid is made available, ensuring a better overall level of service to both jurisdictions.

These agreements will be reviewed as part of the SDS update process, as well as during the update of the Hall County Hazard Mitigation Plan. At those times, any concerns or identified needs for improvements will be presented by the staff from the respective departments.

HALL COUNTY SERVICE DELIVERY DISTRICTS



LEGEND	
	1 - Braselton
	2 - Buford
	3 - Clermont
	4 - Flowery Branch
	5 - Gainesville
	6 - Gainesville/Hall County
	7 - Gainesville/Oakwood
	8 - Gillsville
	9 - Hall County
	10 - Lula
	11 - Oakwood
	12 - Unassigned
	13 - Gillsville/Hall County

SDA ELEMENT	COUNTY-WIDE	UNINCORPORATED ONLY, SINGLE PROVIDER	1 OR MORE CITIES TO PROVIDE ONLY IN LIMITS		OTHER
			NOT IN UNINCORPORATED AREAS	COUNTY WILL PROVIDE IN UNINCORPORATED AREAS	
Airport	X				
Animal Control	X				
Attorney Services - court appointed	X				
Building Permits & Inspection				X	
Business & Alcohol License				X	
Cemetery			X		
Clerk of Courts	X				
Code Enforcement				X	
Community Service Center				X	
Convention/Public Assembly	X				
Coroner	X				
Courts (Superior, State, Juvenile)	X				
Dept. of Children and Family Services	X			X	
E-911/Central Communications	X				
Elections				X	
Emergency Management	X				
Emergency Medical Services	X				
Engineering				X	
Equalization Board	X				X
Extension Services	X				
Fire Protection					X
Golf Course				X	
Human Resources				X	
Indigent Defense	X				
Inmate Labor				X	

SDA ELEMENT	COUNTY-WIDE	UNINCORPORATED ONLY, SINGLE PROVIDER	1 OR MORE CITIES TO PROVIDE ONLY IN LIMITS		OTHER
			NOT IN UNINCORPORATED AREAS	COUNTY WILL PROVIDE IN UNINCORPORATED AREAS	
Jail/Detention Center	X				
Jury	X				
Law Enforcement				X	
Library				X	
Magistrate Court	X				
Mental Health	X				
Municipal Court		X			
Parks/Recreation/Leisure Services				X	
Planning and Zoning/GIS				X	
Probate Court	X				
Probation				X	
Public Health	X				
Public Land & Building Maintenance				X	
Public Transportation				X	
Road Maintenance				X	
Sewage Collection and Treatment					X
Solid Waste Management & Recycling				X	
Stormwater Damage				X	
Street Lighting				X	
Tax Assessment	X				
Tax Collection				X	
Traffic Control/Traffic Engineering				X	
Voter Registration	X				
Water Transmission and Treatment				X	



3



COMMUNITY ENGAGEMENT

Outreach Methods	120
Steering Committee	129
Meetings & Events	130
Results of Input	136

OUTREACH METHODS

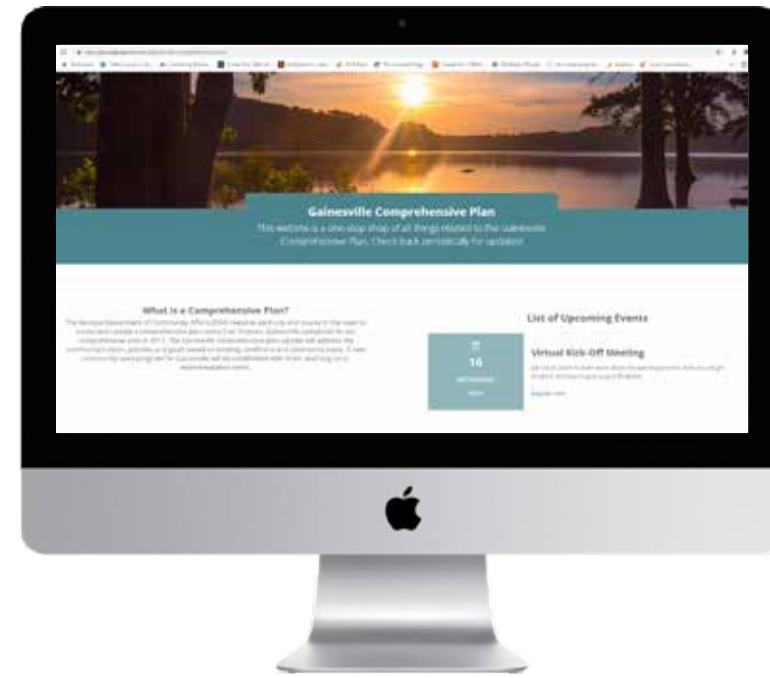
OVERVIEW

Meaningful community involvement is a crucial part of any planning process. The following techniques were utilized to gather input from stakeholders within the City of Gainesville:

- A website for the public to access important information, upcoming meeting dates, and planning documents;
- An online survey to assess public opinion on life in Gainesville and gather input on types of improvements that need to be made;
- Online activities;
- Stakeholder surveys;
- Regular Steering Committee meetings;
- A pop-up event; and
- Public meetings.

MARKETING

All members of the Planning Team worked together to conduct marketing and communications, and create materials for events. A website was created through an online platform called Social Pinpoint to share information about upcoming meetings, host the community input survey, and post materials presented at meetings. Before each public meeting, email blasts were sent to the City's various lists, and the City's social media pages. Printed flyers and business cards with the website URL were distributed to community members at the pop-up at Mule Camp to advertise the upcoming Visioning Workshops and encourage participation in the process. The local newspapers printed press releases about the planning process and meeting notices. A billboard was used to promote the Draft Plan Open House.



PUBLIC ENGAGEMENT BY THE NUMBERS

727

Total survey results

1,206

Estimated total participants and stakeholders

366

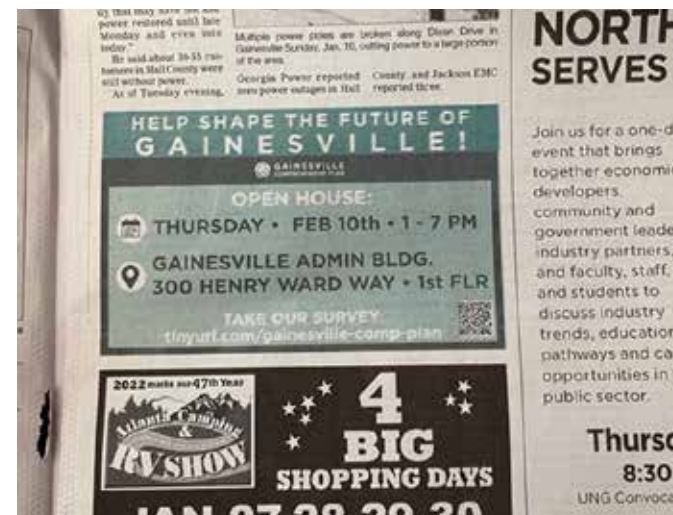
Total Social Pinpoint viewers/users

113

Participants at all workshops

522

Total number of comments and feedback



COMMUNITY INPUT SURVEY

A long-form community input survey was hosted through Social Pinpoint. The survey went live on September 16, 2021, and closed on January 31, 2022. A version of the survey was created for Gainesville High School students and a short-form survey was distributed to community groups. The survey received a total of 379 responses (see the Appendix for a full list of questions). An optional section asked respondents demographic questions about themselves. Approximately 97% of respondents answered those questions. Based on the data received and the low response rate, the city's population composition is not well represented by those who responded to the survey. The results on the following pages reflect the opinions and preferences of a small and singular segment of the population.



Average age of participants

47



Average Household Size

2.9



Homeowners

78%

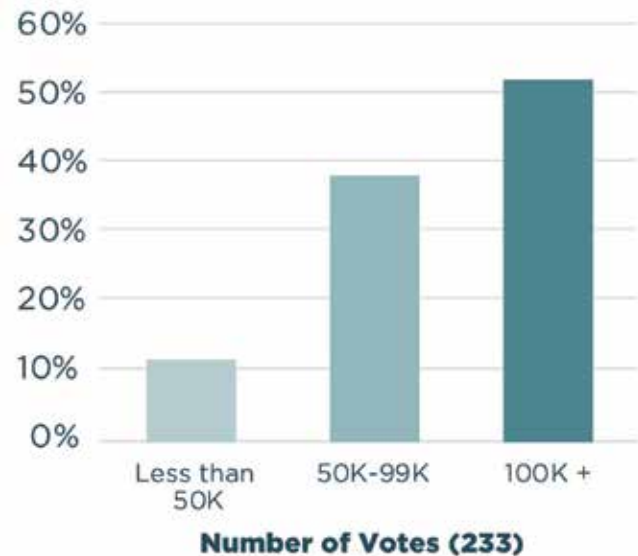


Renters

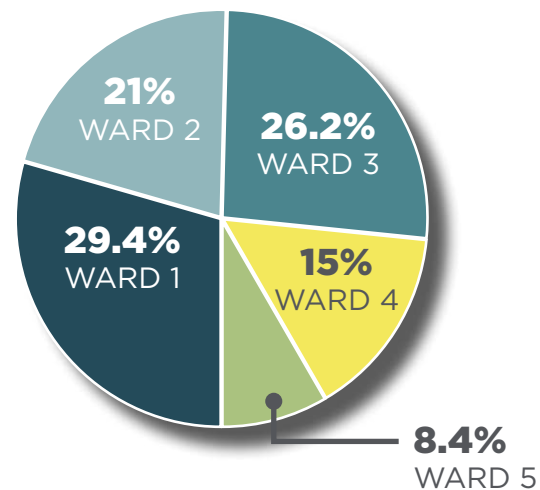
15%



Household Income



City Council Ward Representation



“WHAT ONE WORD WOULD YOU USE TO DESCRIBE GAINESVILLE TODAY?”



WHAT ONE WORD BEST DESCRIBES WHAT YOU WOULD LIKE TO SEE GAINESVILLE BE TOMORROW?



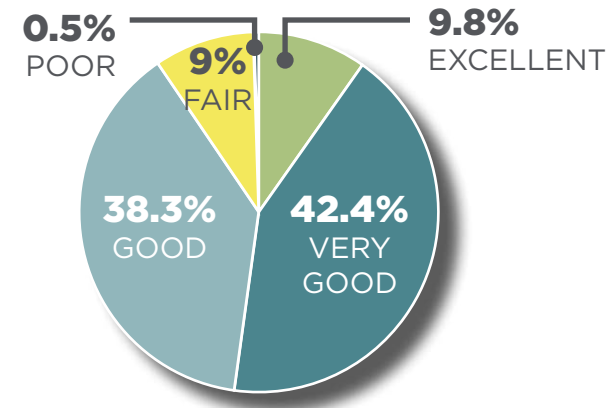
The size of the words represents how frequently that word was written relative to the others. The initial words have a mix of positive and negative connotations, reflecting the changes Gainesville has undergone over the past two decades, as well as its assets and weaknesses. The words describing Gainesville's future are far more positive, indicating that residents are positive about the future.

WHAT DID PEOPLE HAVE TO SAY ABOUT QUALITY OF LIFE?



90%

of survey respondents rated quality of life as **“good or excellent”**



WHAT DID PEOPLE HAVE TO SAY ABOUT FUTURE DEVELOPMENT?

Top 5 Future Goals

1. Maintain quality of city services
2. Affordable housing options
3. Maintenance of parks, recreation, and open space
4. Walkability and bikeability
5. Transportation and accessibility

Areas Needing Improvement

Affordable housing options



Transportation & accessibility

Walkability

WHAT DID PEOPLE HAVE TO SAY ABOUT TRANSPORTATION AND INFRASTRUCTURE?

Top 3 Transportation Improvements

1. Improved traffic flow
2. Sidewalks
3. Streetscape upgrade (lighting, street trees, enhanced crosswalks)



Most ranked transportation in the City as **“average or low”**



71%

of respondents do not feel that sidewalks are comfortable



Most respondents felt **neutral** about the **transportation network**

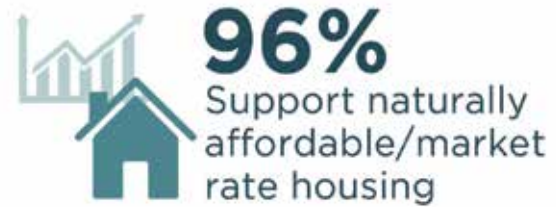
63%

Felt that traffic and lacking sidewalk and bicycle facilities made walking and riding uncomfortable



WHAT DID PEOPLE HAVE TO SAY ABOUT HOUSING?

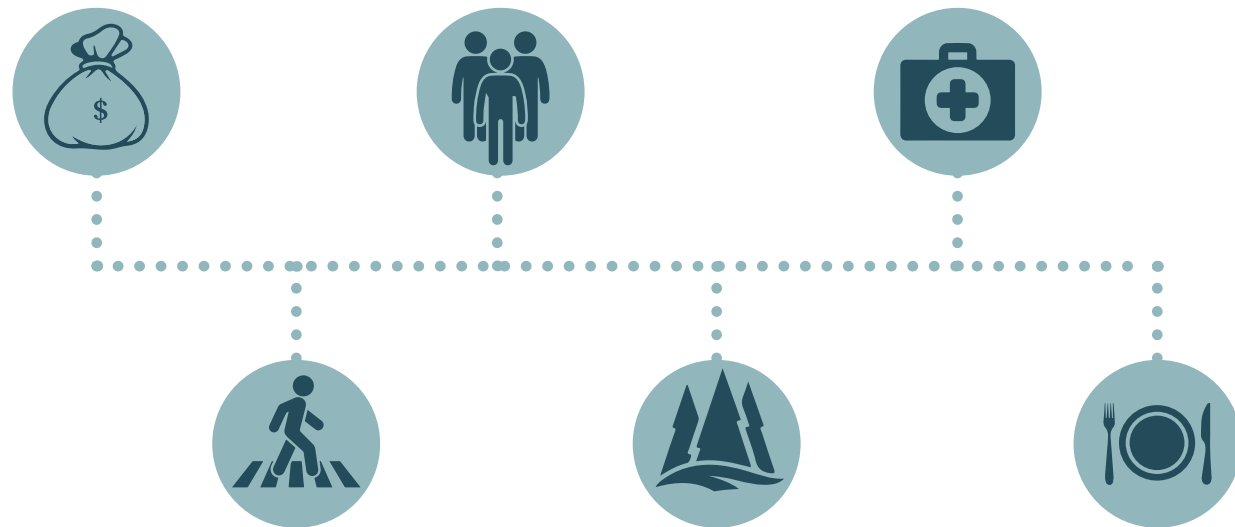
Top 3 Supported Housing Types



WHAT ELSE DID PEOPLE SHARE?

High Concern for:

- Cost of living
- Creating a sense of place & community atmosphere
- Accessibility & condition of sidewalks, roadways, bike facilities
- Protection & conservation of natural resources
- Access to basic needs such as fresh food & medical care



VISUAL PREFERENCE SURVEY

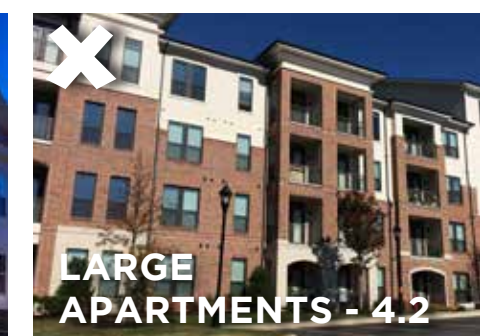
A visual preference survey was developed for each of the proposed redevelopment areas for Lakeshore Mall, Budgetel, and Gainesville Mill. The surveys were open from November 16, 2021 to January 31, 2022. Respondents were asked to take a visual preference survey to select the type of streetscape, building, and residential examples best suited for each location. Each survey showed ten images and respondents were asked to rank them 1 through 10, with 1 being not appropriate for the area and 10 being most appropriate. Respondents also had the option to express why they chose their scores. Total, there were 348 responses for the visual preference survey.

The top preferences for Lakeshore Mall were outdoor seating with retail, plaza with

seating, and three-story mixed-use buildings. For the Budgetel area, landscaped sidewalks, restaurant buildings, and outdoor seating were the top choices. The Gainesville Mill's top choices were adaptive re-use for housing and breweries, and three-story mixed-use buildings.

The top concerns that were raised by respondents included the desire to re-use as many existing buildings and developments as possible, sustainable design, and housing affordability. Other concerns included how cost of living would be affected; the availability of housing for people of all ages, incomes, and needs; and the ability to create a sense of place and strong community atmosphere.

LAKESHORE MALL & LONGWOOD PARK (193)



BUDGETEL (77)



GAINESVILLE MILL (78)



STEERING COMMITTEE

The City chose 15 people, including three City Council members, economic development experts, representatives of local and regional organizations, business owners, and residents to serve on the Steering Committee.

The responsibilities of the Steering Committee were to:

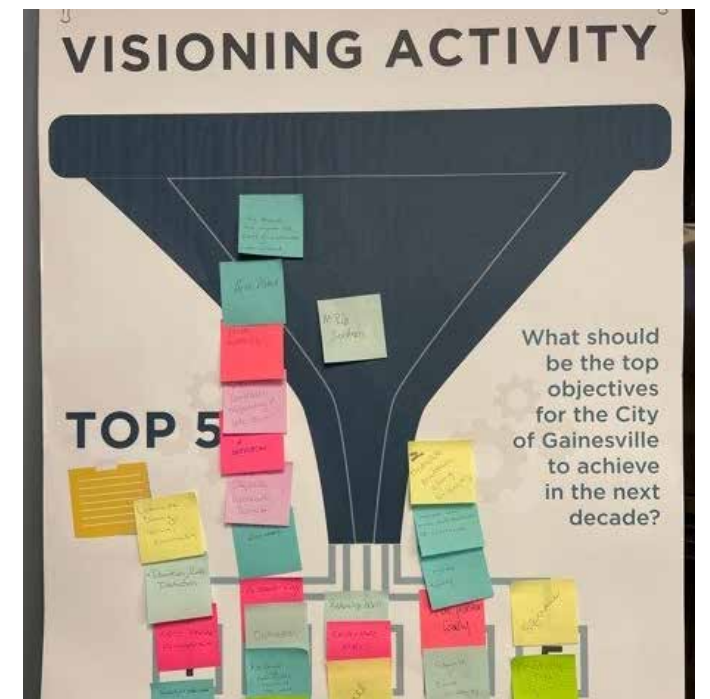
- Represent their community and its interests;
- Provide guidance regarding local preferences;
- Serve as a sounding board for recommendations;
- Review and give comment on draft plan materials; and
- Help spread the word about the study and upcoming workshops to their communities.

The Steering Committee met three times throughout the process. At meetings, the Steering Committee reviewed and gave nuanced input on ideas before they were presented to the public, and they were given opportunities to speak about new information as it arose.

The Steering Committee contributed to helping develop initial ideas, creating preliminary community initiatives, updating the Character Areas map, and gave significant initial input on the Redevelopment Plans, mostly by suggesting important changes that would be supported by the general public.



Steering Committee meeting in September 2021



Visioning activity conducted during first Steering Committee meeting.

MEETINGS & EVENTS

PUBLIC WORKSHOP #1

The first planning workshop was held virtually due to the COVID-19 pandemic on September 16, 2021 via Zoom. The topics covered identified what a comprehensive plan was, the schedule for completing the plan, a general analysis of demographics since 2010, and accomplishments since the 2017 Comprehensive Plan. A live poll asked questions about the City's strengths, weaknesses, opportunities, and threats. Afterwards, a moderated question and answer period was held for attendees.

During the first workshop, attendees were encouraged to go to the project website on Social Pinpoint and complete a mapping exercise, a S.W.O.T. (Strengths, Weaknesses, Opportunities, and Threats) activity that was used to inform the Needs Opportunities identified in Chapter 4, and the community input survey to identify the goals and policies to include in the comprehensive plan update.

This meeting satisfied the Georgia Department of Community Affairs' requirements for the first of two public hearings.



STRENGTHS

- City parks and recreation
- Downtown and Midland progress
- Lake Lanier
- Hospital system
- Economic opportunities
- Proximity to North Georgia mountains
- Family-friendly events and activities

WEAKNESSES

- Traffic congestion
- High levels of homelessness
- Too much unaffordable housing
- Trash and graffiti
- Not enough sidewalks
- Few intown bike paths
- Defined cultural divide
- A lot of people leave the city for entertainment

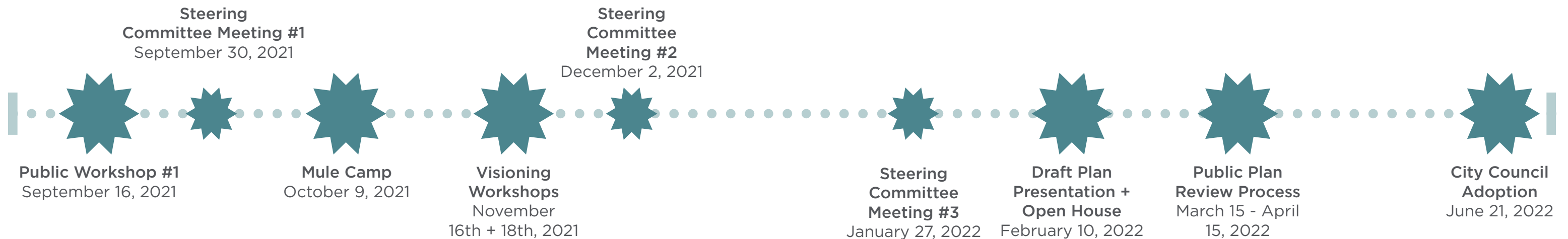
OPPORTUNITIES

- City parks and recreation
- Downtown and Midland progress
- Lake Lanier
- Hospital system
- Economic opportunities
- Proximity to North Georgia mountains
- Family-friendly events and activities

THREATS

- Traffic congestion
- High levels of homelessness
- Too much unaffordable housing
- Trash and graffiti
- Not enough sidewalks
- Few intown bike paths
- Defined cultural divide
- A lot of people leave the city for entertainment

PUBLIC PARTICIPATION TIMELINE





Members of the consultant team set up a tent at Mule Camp to raise awareness of the plan and the process.

MULE CAMP

The City and consultants put together an in-person pop-up on October 9, 2021 at the Midland Greenway during the Mule Camp multi-day annual fall festival hosted by the Gainesville Jaycees. The consultants spoke with nearly 100 individuals. As people passed by, they were asked to participate in an activity to vote on which ideas identified from the previous workshop and Steering Committee meeting they supported most and add other ideas not listed.

Hard copy and digital surveys were available to fill out with the incentive for participants to enter a raffle to win a \$50 Visa gift card. Information flyers and business cards with QR codes and links to the project website were handed out.

The top ideas with the highest votes were supporting the redevelopment of Lakeshore Mall, adding more retail options along the Midland Greenway, and expanding affordable housing and workforce options.



Mule Camp attendees providing input on Big Ideas for their community

VISIONING WORKSHOPS

The visioning workshops were split up into two in-person events. The first was held on November 16, 2021 at the Civic Center with four participants and the second workshop was on November 18, 2021 at the Fair Street Neighborhood Center with 13 attendees.

Topics covered during the workshop included defining the comprehensive plan and planning process. A presentation outlined demographic information about the City with a feedback summary from the virtual Kick-Off Meeting and community input survey responses, and interactive map participation up to October 31st. Results from the S.W.O.T. activity and summarized feedback from Mule Camp were also presented.

Participants were then instructed to complete Character Area worksheets identifying the community objectives and making recommendations for the areas they felt most strongly about.



Participants at the second Visioning Workshop



Participants at the second Visioning Workshop

DRAFT PLAN OPEN HOUSE

To present the draft plan to the public, an in-person meeting was held on February 10, 2022 at the Gainesville Administration Building. There was high community participation with 43 people signing in, though it is estimated that at least 50 people attended.

The plan's goals, objectives, updated character areas, future land use map, potential development areas and trails map, and redevelopment concepts for Lakeshore Mall, the Budgetel area, and the historic mill areas were displayed via boards. The maps were set up around the meeting space for feedback. Some of the maps had QR codes that could be scanned to access more detailed recommendations. Attendees were given green dots to place on recommendations that they agreed with or supported, and red dots to place on recommendations they did not agree with or did not support. Comment cards were provided in order to give attendees an opportunity to write down suggestions or additional feedback.

Overall, feedback from the open house was positive. The goals, objectives and character areas were well received. Participants indicated some hesitance about multi-family housing but appeared to be hopeful about future commercial development in the city.

PUBLIC HEARING

After the consultants developed the draft plan document, a presentation was given at the City Council meeting held on March 14, 2022. The consultants briefed City Council and the community on the process and updates to the schedule, the results of public engagement, the recommendations included in the plan, and the next steps and adoption process. Then, the consultants demonstrated how the community could give input on the draft plan document using the project website. After the presentation, the community had an opportunity to ask questions and provide comments.

This meeting satisfied the Georgia Department of Community Affairs' requirements for the second of two public hearings.

DRAFT PLAN REVIEW

Beginning on March 15, 2022, the draft plan document was available for community review via the project website. It is estimated that individual chapters of the draft plan were downloaded at least 80 times. One person sent comments to the consultants. Overall, the comments received were positive. The comment period closed on April 15, 2021.



Participants viewing draft recommendations and engaging in discussions



A billboard was used to advertise the Draft Plan Open House



Participants viewing and giving comment on draft recommendations

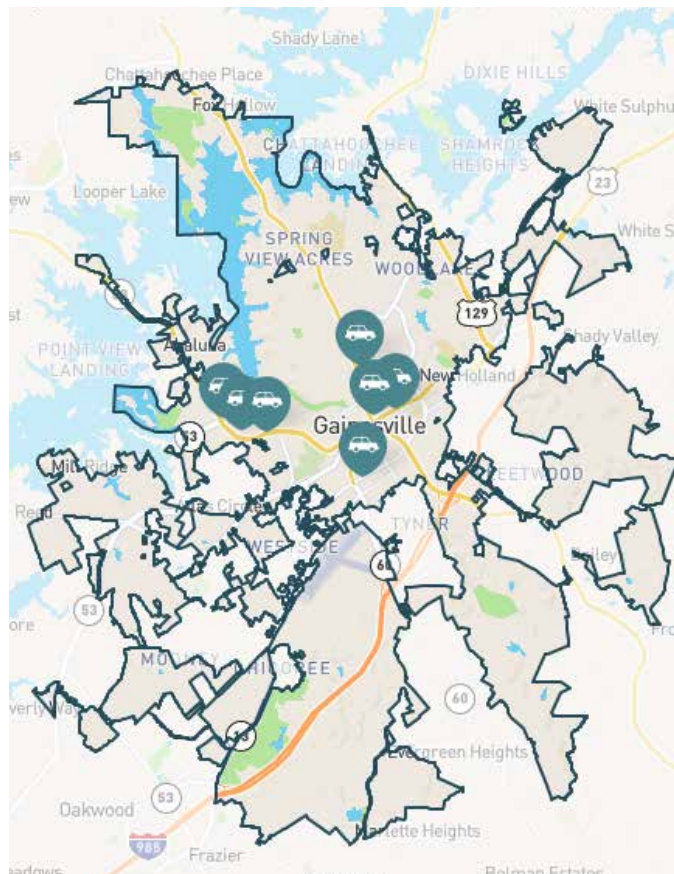
RESULTS OF INPUT

Feedback throughout the public engagement process was consistent with what was observed by the consultants. Much of what was heard reflected similar opinions expressed in 2012 and 2017.

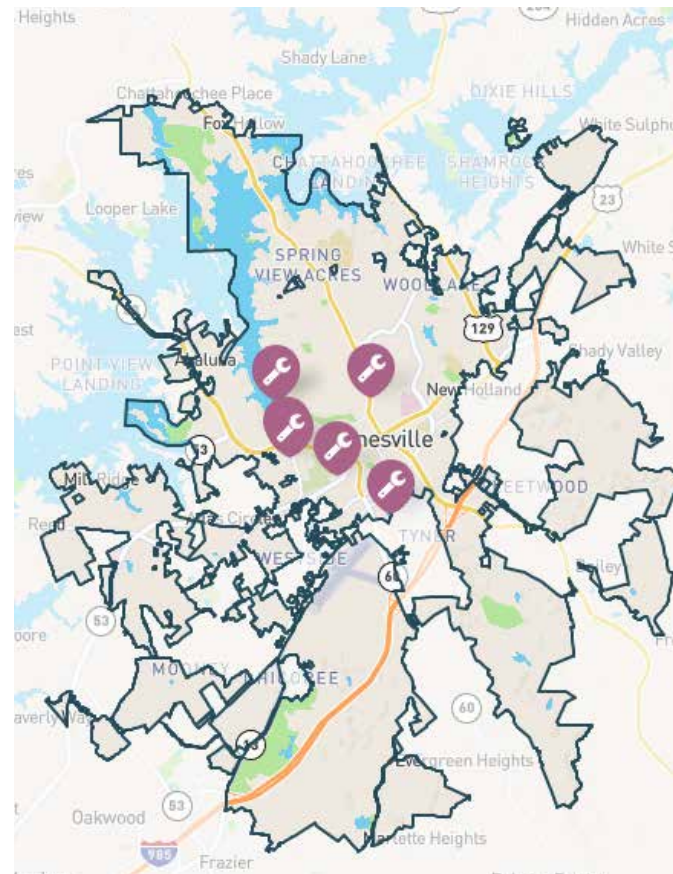
Overall, feedback indicated that Gainesville residents highly rate their quality of life in the City. When planning for the future, the community wants to see goals focused on maintaining the quality of services provided by the City, providing more options for affordable housing, and continuing to improve parks and recreational spaces. The local transportation network should expand and improve to accommodate various modes of mobility to increase walkability, bikeability, and access for all. Three of the highest supported transportation improvements included addressing the improvement of traffic flow, adding more sidewalks along existing roadways, and upgrading streetscape to include new lights and street trees to improve pedestrian safety and comfort.

Other concerns identified by residents when envisioning the future growth of Gainesville is the ability to maintain an affordable cost of living, having access to basic needs such as fresh food and medical care, and continuing to protect and conserve the natural resources within and around the City for future generations.

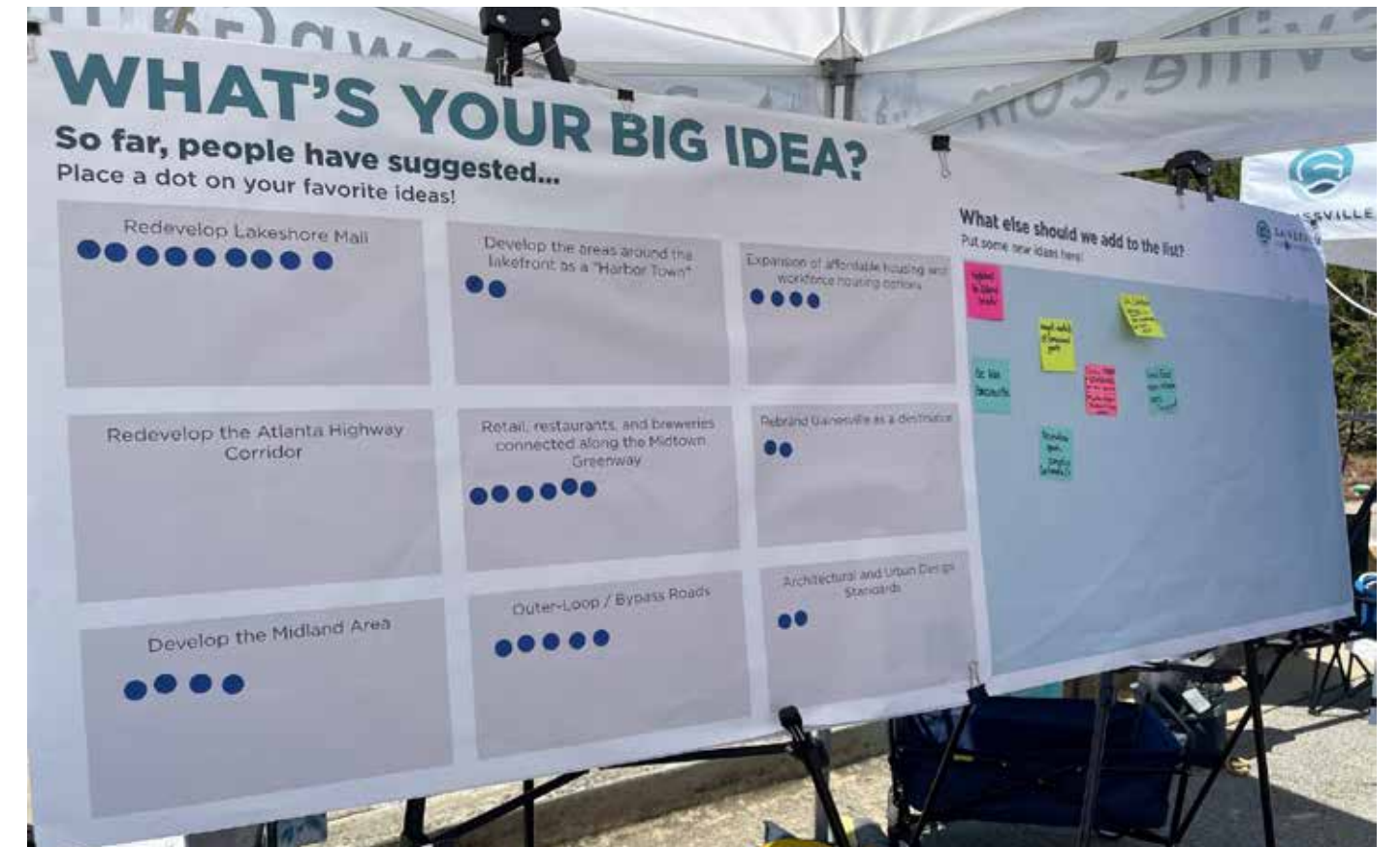
When planning for future development, the location that was mentioned the most for redevelopment was the Lakeshore Mall area. The Budgetel area and Gainesville Mill, amongst others, were also identified as areas to focus other redevelopment efforts. These potential development efforts should focus on eliminating blight, re-using existing structures as much as possible, and provide affordable housing for new and existing residents.



Results from an interactive map the community used to identify roads and intersections they felt needed transportation improvements



Results from an interactive map the community used to identify redevelopment areas



Mule Camp Big Idea activity

4.

GAINESVILLE TOMORROW

Plan Framework	140	Economic Development	232
Vision Statement	140	Broadband	234
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Land Use (Character Areas & Future Land Use)	142	Natural Resources	240
Community Facilities & Services	222	Recreation	242
Historic & Cultural Resources	224	Intergovernmental Coordination	243
Housing	226	Redevelopment Concepts	244

PLAN FRAMEWORK

Per the standards set by the State of Georgia, this plan addresses ten elements:

- Land use;
- Community facilities and services;
- Historic and cultural resources;
- Housing;
- Economic development;
- Broadband;
- Transportation;
- Natural resources;
- Recreation; and
- Intergovernmental coordination.

Each element has its own set of goals and objectives that line up with the vision of this plan.

VISION STATEMENT

GAINESVILLE IS COMMITTED TO BEING AN INNOVATIVE CITY, PROVIDING A CLOSE-KNIT COMMUNITY FEEL IN WHICH TO LIVE, WORK, LEARN, AND PLAY.

COMMUNITY OBJECTIVES

CREATING A SENSE OF PLACE	REDEVELOPMENT OF BLIGHTED AREAS	ACCESS TO PARKS & GREENSPACE	ENVIRONMENTAL SUSTAINABILITY	HOUSING CHOICE
				
EMPLOYMENT OPPORTUNITIES	COMMERCIAL DEVELOPMENT	CONNECTIVITY	HISTORIC PRESERVATION	SAFETY & SECURITY
				

WHAT ARE COMMUNITY OBJECTIVES? WHAT IS THEIR PURPOSE IN THIS PLAN?

As Gainesville moves into its third century, ensuring both quality development and maintaining the city's high quality of life will become even more critical. As the consultants and City staff engaged with the public throughout this process, ten key themes emerged that will serve as the City's focus areas as new development occurs.

Each of the City's goals and recommendations that relate to the plan's elements (land use, transportation, economic development, etc) seek to fulfill at least one of these objectives. In addition to driving city-wide goals and objectives, each of Gainesville's "character areas" prioritizes a number of these community objectives to address their critical needs, advance opportunities, reinforce existing assets, and address any potential threats to quality of life.

NEEDS & OPPORTUNITIES

The following list of needs and opportunities are a culmination of those identified through the GMRC's existing conditions report, those identified in previous planning efforts, surveys, public workshops, and observations by the consultants. Some of these needs and opportunities were carried over from the previous comprehensive plan update.

- There is a need to continue preserving historic and intown neighborhoods and ensuring compatible infill development.
- The campus of Northeast Georgia Medical Center is going to continue to expand and create additional needs for off-street parking, which is impacting nearby residential property owners. Expansion of the campus may

be constrained by a lack of parking. There is a need to consider long-term strategies to serve expansion of the medical campus while balancing the needs of nearby properties.

- Components of traditional neighborhood design can and should be added to new residential subdivisions. New residential subdivision development needs to follow guidelines for these development patterns.
- Design guidelines for the downtown area have been established but need to be implemented to guide future urban residential and mixed-use developments.
- There is opportunity to redevelop areas of the city to remove blight and underutilized developments, while introducing more up-to-date development styles

GOAL & STRATEGIES

GOAL: PROMOTE AND ENSURE EFFICIENT, FUNCTIONAL, AND COMPATIBLE LAND USE PATTERNS.

STRATEGIES:

- Provide for the development of land by assuring the provision of infrastructure, services and greenspace and the compatibility with the surrounding area.
- Maintain and preserve quiet, stable, established neighborhoods of detached, single-family residences.
- Encourage new, high-quality infill residential development that maintains community character and ensures stable, long-term property values and neighborhoods.
- Review the physical character and design of proposed new buildings and land development to assure compatibility with surrounding structures, setting and architectural and site development patterns.
- Continue to provide a compact, pedestrian-friendly downtown as the center of activity in the city.
- Where an extension of the grid street system is possible and recommended, development adjacent to the central business district should incorporate compatible grid-patterns of streets and blocks as well as architecture and development patterns.
- Limit industrial land uses to appropriate areas that do not encroach on residential neighborhoods or conservation lands.
- Provide for maximum flexibility in the mixture and arrangement of land uses and unique and innovative land planning via planned unit developments, at appropriate locations, and with appropriate sizes and scales.
- Promote the establishment of conservation neighborhoods which preserve natural resources, lower development costs and encourage affordable housing.
- Continuously re-evaluate and improve the land development regulatory process in Gainesville through the availability of clear, web-accessible instructions, guidelines, and resources.

CHARACTER AREAS

The Georgia Department of Community Affairs (DCA) defines character areas as special geographic areas that:

- Have unique or special characteristics to be preserved or enhanced;
- Have potential to evolve into a unique area with more intentional guidance of future development through adequate planning and implementation; or
- Require special attention due to unique development issues.

The character area map from 2012 and 2017 were used as a guide to create the updated map as each of the areas still met at least one, if not more, of the criteria listed above. This vision for future growth, development and preservation in the city, condensed into 10 final Character Areas where:

- Strong direction is needed to achieve desired community objectives;
- Past investments are beginning to show economic benefits and there is a desire to maintain them; and
- Existing land use practices may pose long-term development issues.

For each character area, there is a map, a list of community objectives (refer to page 139) that should be prioritized, a list of appropriate land use and development types (refer to pages 144-147), a list of appropriate zoning districts should there be re-zonings, and implementation measures that relate to the nine planning elements. The maps also include unincorporated parcels in Hall County within a half-mile of the city limits. While annexation is neither a top nor immediate priority for the City of Gainesville, in the event one of those parcels is incorporated into the City and is to be developed or redeveloped, there is a future development strategy that has already been considered and approved by the community.

IMPLEMENTATION MEASURES (CON'T)	
PLANNING ELEMENT	IMPLEMENTATION MEASURES
Transportation (con't)	<ul style="list-style-type: none"> • Examine access management along Thompson Bridge Road and Park Hill Drive to determine if driveways could be consolidated in conjunction with streetscape improvements. • Assess prior Green Street / Park Hill Drive intersection improvement concepts for future applicability. • Continue to implement the Green Street median project. • Determine the feasibility of creating a tree canopy preservation / replacement program, possibly in partnership with local volunteer groups.
Natural Resources	<ul style="list-style-type: none"> • Continue to preserve and strengthen the urban forest in and around City Park. • Explore landscaping or green development standards to increase the presence of open space / green space and reduce the environmental impacts of large paved areas that are typical of suburban or strip shopping centers. • Continue the program of shoreline restoration in partnership with the U.S. Army Corps of Engineers. • Restore the Longwood Cove tributary creeks and wetland environments and improve them as linear parks / greenways connecting the lakefront and Wilshire Trails to Alta Vista Cemetery.
Recreation	<ul style="list-style-type: none"> • Continue to preserve City Park as the open space "heart" of the surrounding neighborhoods. • Promote the creation of pocket parks as opportunities arise. • Explore the opportunity to use undevelopable land for future park space. • Implement recommendations of the Strategic Parks and Recreation Plan, and look for opportunities to create new open space such as the park discussed for the Fair Street / Newtown NPI. • Construct a greenway extension through Newtown to connect to the Midland Greenway, possibly in conjunction with a new stormwater basin and park on the Blake Recycling site.
Intergovernmental Coordination	<ul style="list-style-type: none"> • Work with city school system to reposition Pearl Nix Parkway for a pocket park with public art and stormwater detention that provides a gateway to Gainesville High School.

INSPIRATION IMAGES

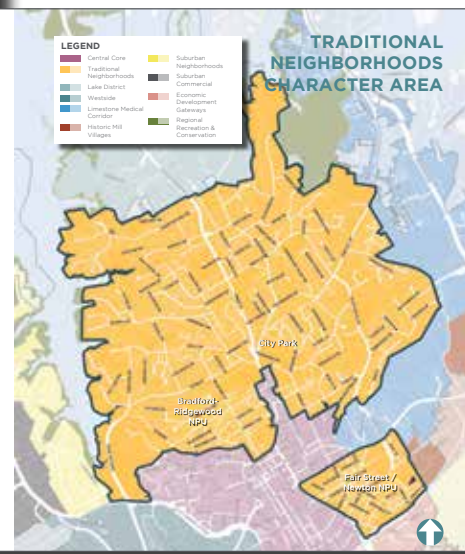


TRADITIONAL NEIGHBORHOODS

Most of Gainesville's historic neighborhoods and older "traditional" residential areas were developed before the second World War. While there are differences in housing size, mix, and architectural styles, general identifying characteristics include smaller lot sizes, pedestrian-oriented streetscapes (sidewalks, street trees, and street furniture), and limited open space. Older areas also exhibit buildings that are placed close to the front property line and less space between buildings.

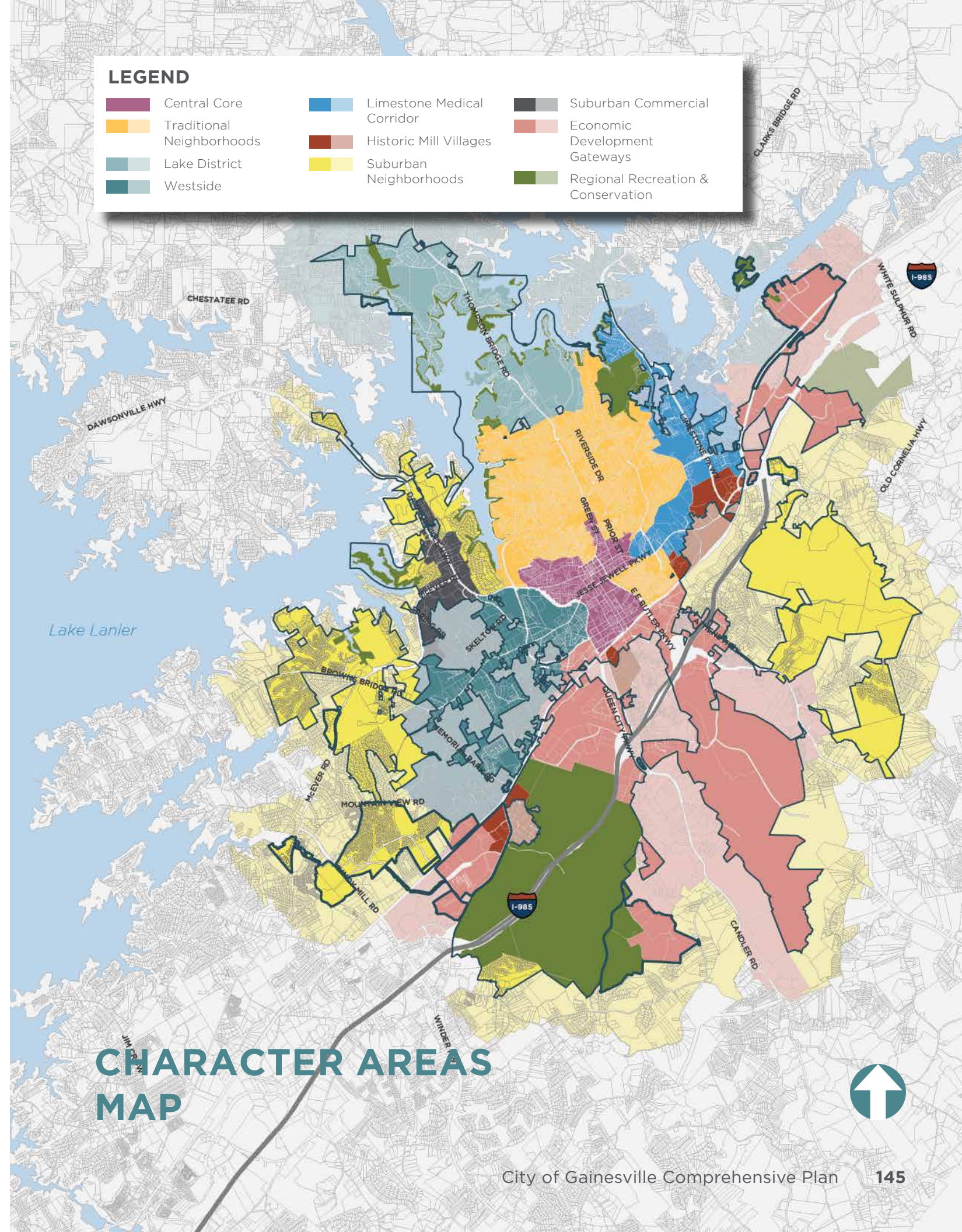
Gainesville's older neighborhoods also fulfill the larger objective of providing housing that is walkable, human-scaled, and close to goods and services. These neighborhoods also help fulfill some of the need for naturally occurring affordable housing that is older, smaller, and therefore more affordable compared to newer, larger homes. Regardless, this neighborhood should seek to fulfill the need to have a range of housing that meets the needs of different household types, sizes, lifestyles, and incomes. Although there are some opportunities for compatible infill development, the city's traditional neighborhoods are largely built out and will mostly provide opportunities for renovation and rehabilitation. Much of Gainesville's unique sense of place is driven by the character of its traditional neighborhoods. While most of these neighborhoods are walkable, there is a need to expand the sidewalk network to provide even more connectivity. There is little opportunity for open space preservation, though some of the less developable land might be suitable for future park space in the form of pocket parks. Two of the neighborhoods in this character area have formed formalized Neighborhood Planning Units (NPIs): Bradford-Ridgewood and Fair Street / Newtown. These NPIs were created by the neighborhoods to have ongoing planning discussions and establish their own visions to help advance their unique goals and objectives. The vision of Bradford-Ridgewood, a neighborhood comprised mostly of well-preserved Craftsman bungalows and English-style homes, is to affirm their single-family character through historic preservation (where appropriate) and infill development, enhanced walkability, and beautification. The vision of Fair Street / Newtown, a neighborhood with Craftsman bungalows and small cottages and ranch homes, is also to affirm their traditional single-family character through historic preservation, upholding architectural standards, code enforcement, and increased safety and beautification. It is recommended that the City assist these NPIs with upholding their vision.

Also included in this character area is the City Park neighborhood center. This area is made up of the neighborhood retail center along Thompson Bridge Road that originated in the 1940s and 1950s as the automobile became more dominant in cities across America. It is small, comprised of the commercial properties flanking Thompson Bridge Road and Riverside Drive from City Park to Virginia Avenue. The neighborhood center is defined by the broad section and vehicular nature of Thompson Bridge Road: traditional single-family character buildings scattered parking lots, and local businesses break up the character of the road corridor. The area also includes the Enola Drive portion of Thompson Bridge Road, which has a mix of older neighborhood retail and newer chain stores and restaurants. While this character area is not a primary destination for business, however, the area should grow as the walkable, locally-oriented commercial core of Gainesville's older neighborhoods and opportunities to provide infill commercial development should be explored. Additionally, the mature forest in City Park should be protected as an important natural resource in addition to community resources like the Civic Center and Bobby Gruhn Field.



LEGEND

Central Core	Limestone Medical Corridor	Suburban Commercial
Traditional Neighborhoods	Historic Mill Villages	Economic Development Gateways
Lake District	Suburban Neighborhoods	Regional Recreation & Conservation
Westside		



CHARACTER AREAS MAP



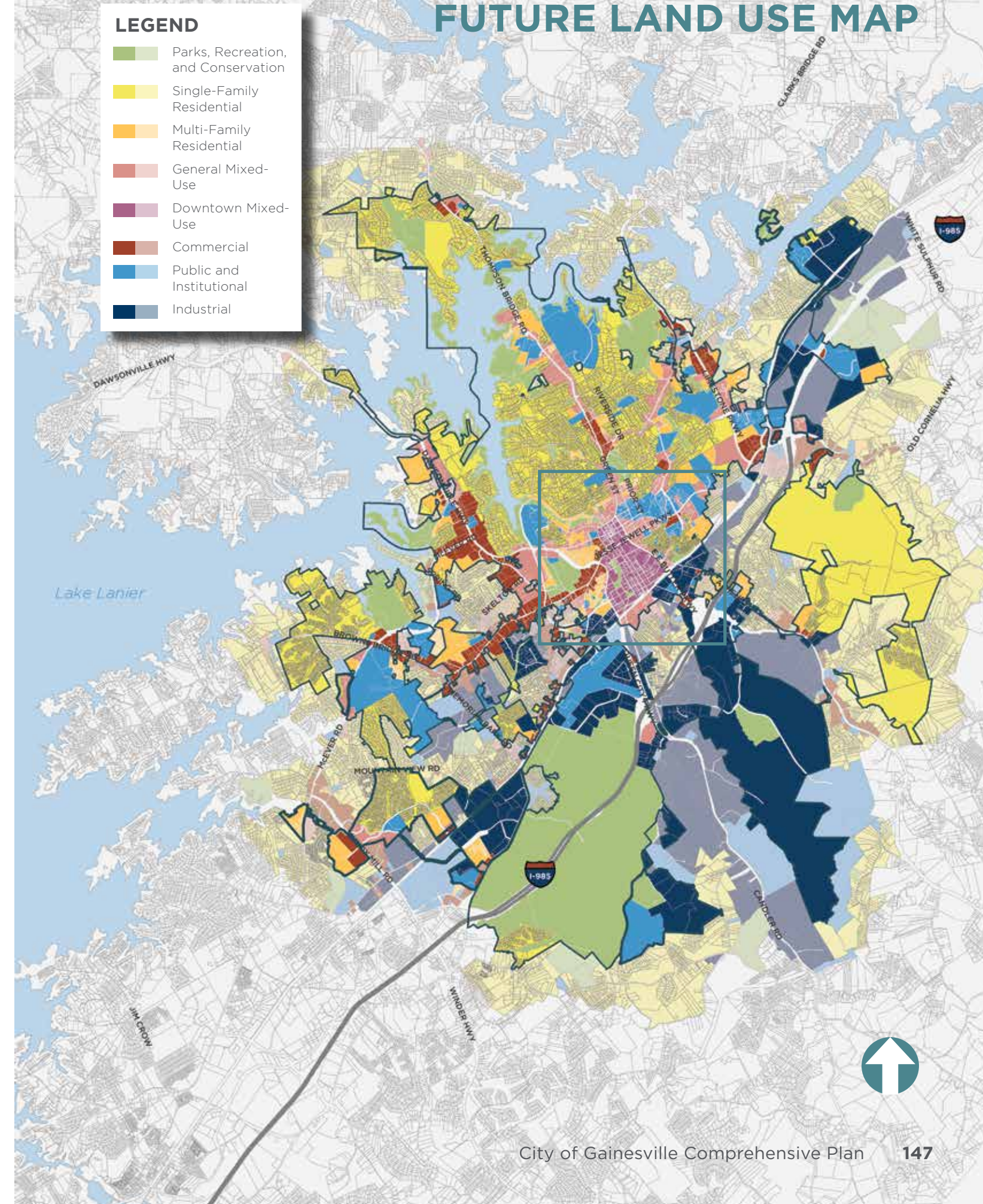
FUTURE LAND USE

The map on the facing page shows a parcel-by-parcel interpretation of this plan’s physical vision and desired development for each of the 10 character areas. The map also includes unincorporated parcels in Hall County within a half-mile of the city limits. While annexation is neither a top nor immediate priority for the City of Gainesville, in the event one of those parcels is incorporated into the City and is to be developed or redeveloped, there is a future land use that has already been considered and approved by the community. It should be noted that when a land use is labeled “limited” for a character area, it indicates that while that land use may be allowed under the appropriate zoning districts listed, it should not be prioritized over other land uses listed. It should also be noted that while the Character Areas describe the narrative of how new development and redevelopment is regulated in each area of the city, the future land use maps are to be treated as a suggestion of how those visions can manifest. The graphics on the following pages list and describe the various future land uses that are identified in this plan.

CENTRAL GAINESVILLE



FUTURE LAND USE MAP





PARKS, RECREATION, & CONSERVATION

These lands include areas containing or planned for parks and recreation facilities, permanently designated open space, or conservation areas, including buffers along waterways and other environmental features.



SINGLE-FAMILY RESIDENTIAL

Single-Family Residential includes areas containing or planned for single-family detached or semi-detached housing at densities ranging from four to six dwelling units per acre. There would be limited light office use (home occupation, etc.) allowed.



MULTI-FAMILY RESIDENTIAL

Multi-Family Residential includes areas containing or planned for single-family attached or multi-family housing at densities at a minimum of four dwelling units per acre.



GENERAL MIXED-USE

This includes areas containing or planned for a mixture of land uses including office, neighborhood retail, and detached and attached residential. The types of non-residential uses that are desirable in this area would include restaurants, specialty retail, and low-intensity office.



DOWNTOWN MIXED-USE

Downtown Mixed-Use is similar to General Mixed-Use, but at a higher intensity, and includes areas containing predominately retail use and other higher density residential uses. It would feature a mix of traditional and contemporary architectural styles. Residential above ground-floor retail or office uses are encouraged.



COMMERCIAL

Commercial includes areas with focused retail, office, or other commercial service activities such as grocery stores, banks, restaurants, theaters, hotels, and automotive-related businesses. Commercial uses may be located as a single use in one building or grouped together in a shopping center.



PUBLIC & INSTITUTIONAL

Public & Institutional include areas containing or planned for public and/or institutional uses including governmental, educational and medical facilities, houses of worship, and similar institutional facilities; or for major transportation, utilities or communication facilities.



INDUSTRIAL

Industrial includes a wide range of office, business, light industrial, manufacturing, research, and development uses; and commercial uses that directly support or are otherwise linked to the dominant business use.

CENTRAL CORE

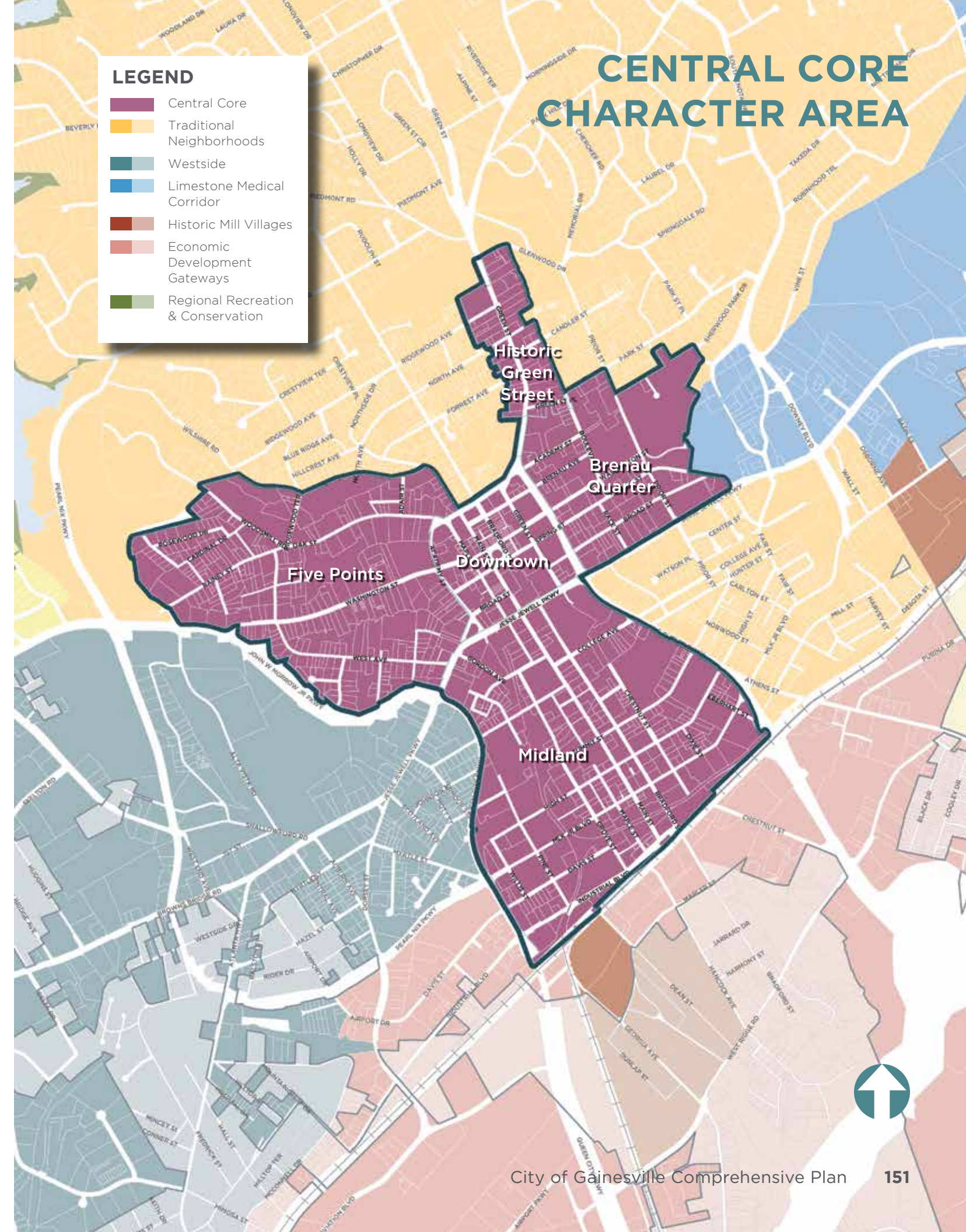
The Central Core character area is the historic heart of Gainesville, centered on the Square and extending to the east, west and south. The area is diverse in its characteristics, therefore to analyze it and make recommendations, it makes sense to break it down into five unofficial “subareas” to explain their similar identities but different mixes of existing and future uses: Downtown, Midland, the Brenau Quarter; the Historic Green Street Corridor, and the Oak Street, Rainey Street, and Washington Street corridors (“Five Points”).

Downtown Gainesville should continue to serve as the symbolic heart of the City and the seat of local government, but should strive for additional office and housing to provide a more sustainable mix of uses. Historic preservation and sensitive infill are key to maintaining the strong sense of place. Development in Midland will be a continuation of all the energy that has happened and will continue to happen in the Downtown core. Public improvements to Midland, including the greenway, have already kick-started a long-term transition to more diverse land uses including a mixed-use core along Main Street and Bradford Street. The vision for Midland includes mixed-income housing, a multi-modal transportation node at the Amtrak station, and adaptive reuse of older, industrial buildings.

The “Brenau Quarter” houses Brenau University and some single-family and student housing. This area is not a primary destination for business, however it will continue to include medical and professional offices that support the Northeast Georgia Medical Center. This area is also unlikely to accommodate new population growth, however it is recommended that the City work with the University in implementing any campus improvements as time passes.

The character of Historic Green Street is comprised of large houses boasting historical architectural, with many now converted into businesses. Smaller and newer homes, also used as businesses, are scattered along the street. The street itself is lined with trees and spacious front lawns. However, the sidewalks are narrow and are located up against the travel lanes, making walking along the corridor an uncomfortable experience for pedestrians. It is recommended that the historical buildings along the street be maintained and preserved but the streetscape be improved to allow for a more beautiful and walkable environment.

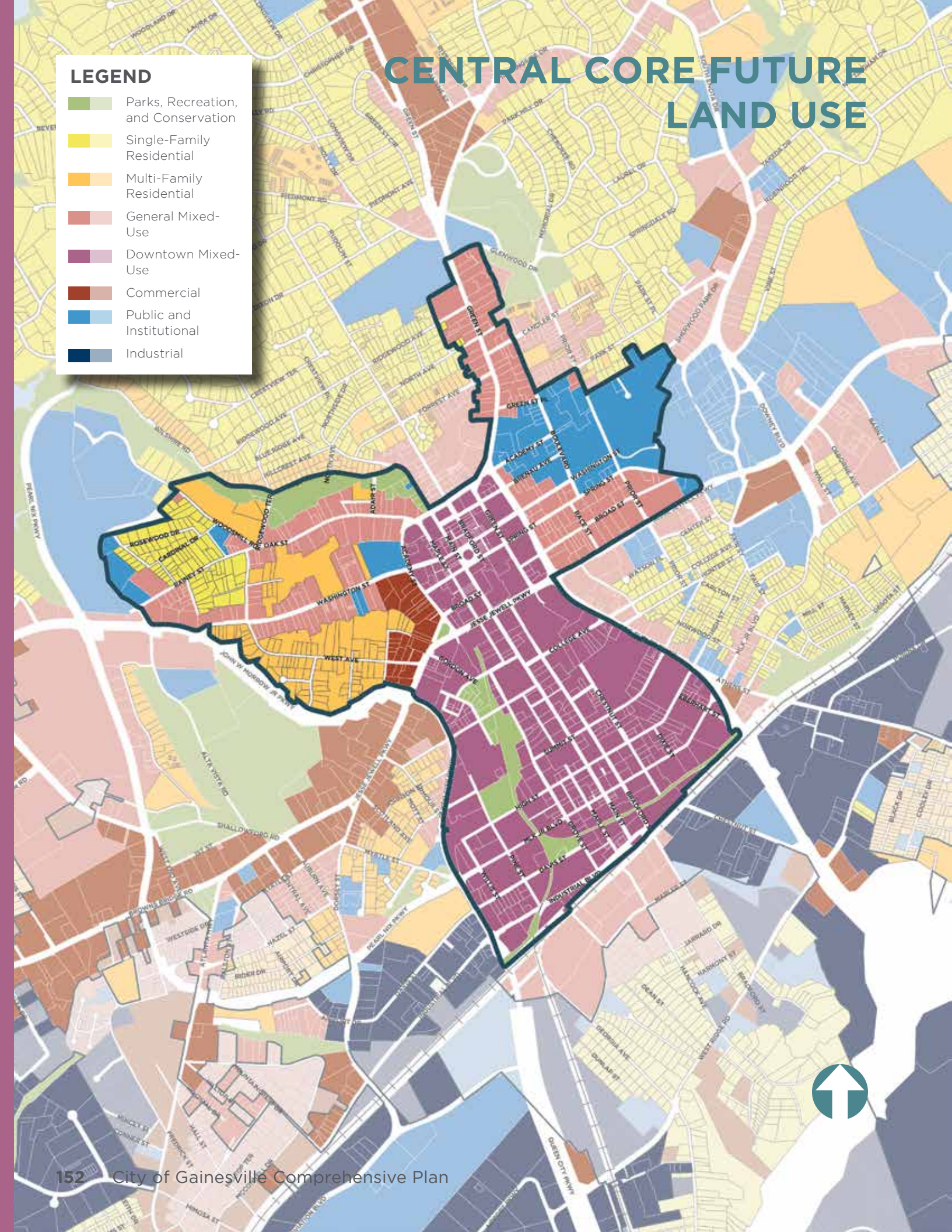
The west side of the Central Core is known as the “Five Points” area of Gainesville. It is focused along the Oak Street, Rainey Street, and Washington Street corridors. Each corridor has a distinctive development pattern — Oak Street with small businesses and repair shops, some dating to the 1940s; West Avenue with a variety of modest historic houses mixed in with newer homes; Rainey Street with simple vernacular and ranch-type houses, some in disrepair; and scattered parcels of strip office and commercial along Washington Street. The Rainey Street and West Avenue neighborhoods are traditional intown residential areas but are in need of some revitalization. Vacant land is limited, but long-term redevelopment of aging and underutilized buildings could provide infill sites. The Rock Creek Greenway connection will continue to enhance this area’s regional identity through increased access and connectivity.



CENTRAL CORE FUTURE LAND USE

LEGEND

- Parks, Recreation, and Conservation
- Single-Family Residential
- Multi-Family Residential
- General Mixed-Use
- Downtown Mixed-Use
- Commercial
- Public and Institutional
- Industrial



COMMUNITY OBJECTIVES CHECKLIST

OBJECTIVES	PRIORITY?
Creating a sense of place	
Redevelopment of blighted areas	
Access to parks and greenspace	
Environmental sustainability	
Housing choice	
Employment opportunities	
Commercial development	
Connectivity	
Historic preservation	
Safety and security	

APPROPRIATE LAND USES & DEVELOPMENT TYPES

- Parks and recreation;
- Higher density single-family residential;
- Multi-family residential;
- General mixed-use;
- Downtown mixed-use;
- Commercial (retail and office); and
- Public and institutional

APPROPRIATE ZONING DISTRICTS

- R-II Residential
- R-O Residential Office
- O-I Office Institutional
- N-B Neighborhood Business
- C-B Central Business
- G-B General Business
- L-I Light Industrial
- PUD Planned Unit Development
- Midland Overlay Zone
- Historic Preservation Overlay Zone

CENTRAL CORE IMPLEMENTATION MEASURES

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Land Use	<ul style="list-style-type: none"> Consider adopting urban design guidelines for Downtown and Midland. Continue to promote infill development in Midland and in the Oak/Rainey/Washington area. Integrate Brenau University’s master plan and expansion program into a larger redevelopment planning effort for Downtown and the northern portion of Midland. Work with Brenau University and residents to formally designate/adopt the already completed set of design guidelines for the campus and surrounding areas to prevent incompatible residential development. Consider rezoning the parcels along Oak Street, including the mill building at the “Five Points” intersection, to allow for residential mixed-use to support the creation of a loft/warehouse district. Work with the owner of the “Five Points” mill building to research the building’s history, as the cornerstone of a new “Five Points” historic district. Prepare a revitalization plan for the Rainey Street neighborhood that includes renovation, selective demolition/infill, and redevelopment of the duplex apartments on Smith Drive.
Community Facilities & Services	<ul style="list-style-type: none"> Work with the U.S. Postal Service to find a suitable relocation for the Green Street facility; redevelop the post office site to a use compatible with the Green Street historic district and adjacent Brenau University facilities. Support educational efforts of Featherbone Community and the Brenau University Graduate Center.
Historic & Cultural Facilities	<ul style="list-style-type: none"> Maintain Downtown’s uniqueness, architectural diversity, and links to the past through historic preservation. Support the Quinlan Visual Arts Center. Implement the recommendations of the Historic Resources Phase I and II survey for new or expanded districts for Brenau University and the Park/Prior/Perry neighborhood area.

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Historic & Cultural Facilities (con’t)	<ul style="list-style-type: none"> Encourage continued adaptive reuse of historic residential structures and historically-appropriate upgrades to existing structures on the Brenau University campus. Work with Brenau University to redesign and improve the landscape around the old university gate to function as a better ceremonial entry to the campus. Retain the historical character of Green Street.
Housing	<ul style="list-style-type: none"> Promote the development of diverse new housing opportunities within the Downtown and Midland core. Update ULDC to permit detached and accessory dwelling units behind existing primary residences to help address housing availability and affordability needs and match the scale and character of the surrounding area. Offer urban-style products in a variety of types, and expand options for different household income levels in Midland. Target mixed-income, high-quality multi-family housing development to take advantage of the open space investment in the Midland Greenway and related parks. Where reuse of residential structures is proposed, encourage compatible scale and character of potential non-residential uses to existing residential uses.
Economic Development	<ul style="list-style-type: none"> Encourage small businesses to locate in Downtown and Midland, and existing businesses should be retained. Increase and diversify total city employment in Downtown and Midland. Continue efforts to redevelop/revitalize Midland as a location for residents, jobs, and entertainment. Leverage Midland Greenway as an economic development asset by promoting mixed-use development adjacent to the greenway. Continue to offer business investment incentives and redevelopment incentives through tax allocation districts and other subsidy programs. Continue to support Brenau University as an employment center.

CENTRAL CORE IMPLEMENTATION MEASURES (CON'T)

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Economic Development (con't)	<ul style="list-style-type: none"> • Support Brenau University's "Discovery Incubator" as a vehicle to expanding cutting-edge research and business in the city. • Support Brenau University as an advanced education center in the city and the region. • Continue to partner with Brenau University to open university facilities and the campus to greater public use. • Continue to use subsidy programs such as TADs to support small-scale development projects like façade improvements and rehabilitation of aging structures.
Transportation	<ul style="list-style-type: none"> • Upgrade MLK Jr. Boulevard to a "complete street" focused on pedestrian improvements, from Queen City Parkway to E.E. Butler Parkway. • Expand the Midland Greenway along the disused CSX interchange track right-of-way to connect to Newtown and New Holland. • Improve pedestrian safety at crossings along E.E. Butler Parkway. • Improve Downtown connections and streetscapes throughout the "Five Points" area. • Address the pedestrian sidewalk gap between Midland Greenway and Jesse Jewell Parkway. • Implement Green Street corridor improvements to include a new median, stormwater improvements and utility relocation.

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Natural Resources	<ul style="list-style-type: none"> • Re-assess the feasibility of Flat Creek restoration east of the Midland Greenway. • Environmentally sensitive areas in Downtown or Midland and brownfield assessments and creek restoration should continue to be explored. • Explore the opportunity for open space preservation along the tributaries of Longwood Creek, especially those adjacent to John W. Morrow, Jr. Parkway. • Protect and restore the Longwood Creek watershed.
Recreation	<ul style="list-style-type: none"> • Reclaim the former rail spur/brownfield area along the CSX right-of-way at the foot of Chestnut Street as a new urban park/greenway. • Explore creating a linear park and habitat restoration along the length of Longwood Creek, as an open space amenity for the West Avenue neighborhood. • Explore creating a greenway paralleling Longwood Creek and John W. Morrow, Jr. Parkway, connecting at key points to West Avenue.
Intergovernmental Coordination	<ul style="list-style-type: none"> • No implementation measures applicable.

INSPIRATION IMAGES

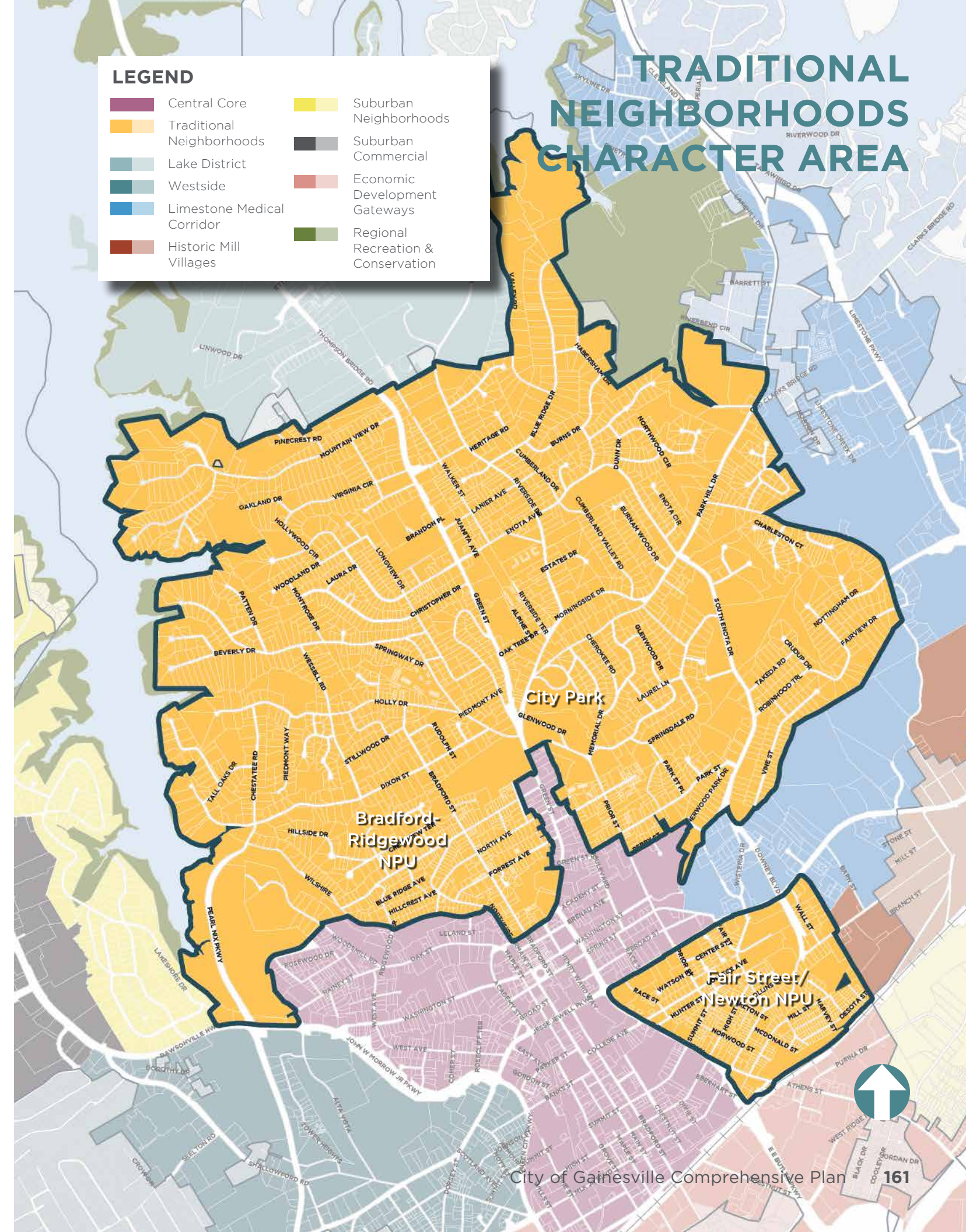


TRADITIONAL NEIGHBORHOODS

Most of Gainesville’s historic neighborhoods and older “traditional” residential areas were developed before the second World War. While there are differences in housing size, mix, and architectural styles, general identifying characteristics include smaller lot sizes, pedestrian-oriented streetscapes (sidewalks, street trees, and street furniture), and limited open space. Older areas also exhibit buildings that are placed close to the front property line and less space between buildings.

Gainesville’s older neighborhoods also fulfill the larger objective of providing housing that is walkable, human-scaled, and close to goods and services. These neighborhoods also help fulfill some of the need for naturally occurring affordable housing that is older, smaller, and therefore more affordable compared to newer, larger homes. Regardless, this neighborhood should seek to fulfill the need to have a range of housing that meets the needs of different household types, sizes, lifestyles, and incomes. Although there are some opportunities for compatible infill development, the city’s traditional neighborhoods are largely built out and will mostly provide opportunities for renovation and rehabilitation. Much of Gainesville’s unique sense of place is driven by the character of its traditional neighborhoods. While most of these neighborhoods are walkable, there is a need to expand the sidewalk network to provide even more connectivity. There is little opportunity for open space preservation, though some of the less developable land might be suitable for future park space in the form of pocket parks. Two of the neighborhoods in this character area have formed formalized Neighborhood Planning Units (NPU): Bradford-Ridgewood and Fair Street/Newtown. These NPUs were created by the neighborhoods to have ongoing planning discussions and establish their own visions to help advance their unique goals and objectives. The vision of Bradford-Ridgewood, a neighborhood comprised mostly of well-preserved Craftsman bungalows and English-style homes, is to affirm their single-family character through historic preservation (where appropriate) and infill development, enhanced walkability, and beautification. The vision of Fair Street/Newtown, a neighborhood with Craftsman bungalows and small cottages and ranch homes, is also to affirm their traditional single-family character through historic preservation, upholding architectural standards, code enforcement, and increased safety and beautification. It is recommended that the City assist these NPUs with upholding their visions.

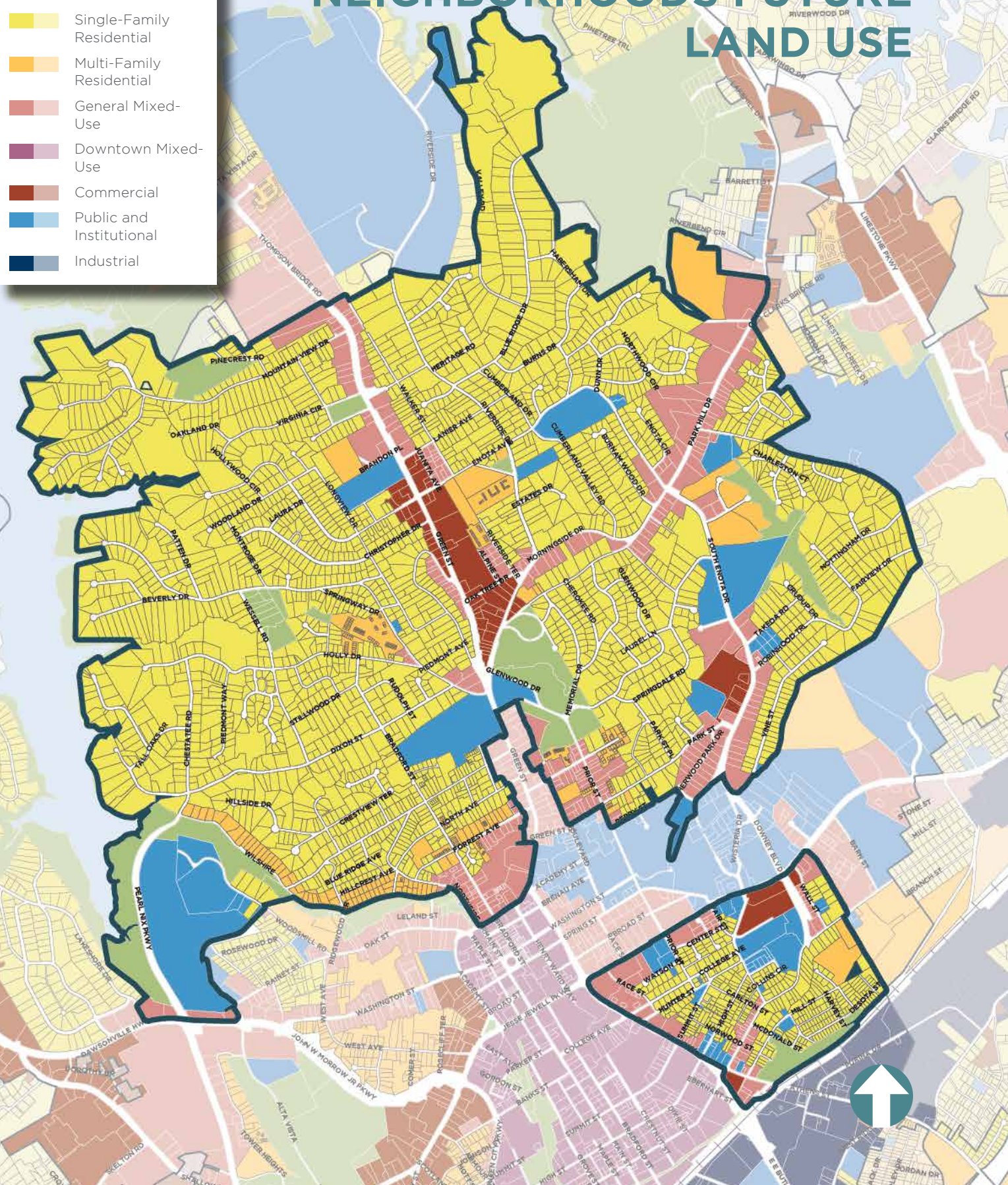
Also included in this character area is the City Park neighborhood center. This area is made up of the neighborhood retail center along Thompson Bridge Road that originated in the 1940s and 1950s as the automobile became more dominant in cities across America. It is small, comprised of the commercial properties flanking Thompson Bridge Road and Riverside Drive from City Park to Virginia Avenue. The neighborhood center is defined by the broad section and vehicular nature of Thompson Bridge Road. However, the small-scale buildings scattered parking lots, and local businesses break up the character of the road corridor. The area also includes the Enota Drive portion of Thompson Bridge Road, which has a mix of older neighborhood retail and newer chain stores and restaurants. While this character area is not a primary destination for business, however, the area should grow as the walkable, locally-oriented commercial core of Gainesville’s older neighborhoods, such as Longstreet Hills, and opportunities to provide infill commercial development should be explored. Additionally, the mature forest in City Park should be protected as an important natural resource in addition to community resources like the Civic Center and Bobby Gruhn Field.



TRADITIONAL NEIGHBORHOODS FUTURE LAND USE

LEGEND

- Parks, Recreation, and Conservation
- Single-Family Residential
- Multi-Family Residential
- General Mixed-Use
- Downtown Mixed-Use
- Commercial
- Public and Institutional
- Industrial



COMMUNITY OBJECTIVES CHECKLIST

OBJECTIVES	PRIORITY?
Creating a sense of place	
Redevelopment of blighted areas	
Access to parks and greenspace	
Environmental sustainability	
Housing choice	
Employment opportunities	
Commercial development	
Connectivity	
Historic preservation	
Safety and security	

APPROPRIATE LAND USES & DEVELOPMENT TYPES

- Parks and recreation;
- Single-family residential;
- Multi-family residential;
- Limited general mixed-use
- Commercial (retail and office); and
- Public and institutional

APPROPRIATE ZONING DISTRICTS

- R-I Residential
- N-C Neighborhood Conservation
- R-II Residential
- R-O Residential Office
- N-B Neighborhood Business
- G-B General Business
- PUD Planned Unit Development

TRADITIONAL NEIGHBORHOODS IMPLEMENTATION MEASURES

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Land Use	<ul style="list-style-type: none"> • Preserve the area’s unique character. • Although the area is largely built-out, promote opportunities for infill development as they arise. • Amend current N-C zoning standards to better reflect existing lot conditions, to accommodate modifications to existing homes for growing families. • Consider adopting architectural standards that are compatible with each neighborhood’s historic character for new construction and rehabilitation, or consider modifying the current infill standards to achieve the same purpose. • Continue to grow the Green Street corridor as a walkable, locally-oriented commercial core that serves the city’s older residential neighborhoods. • Promote infill opportunities along Green Street where large parking lots and vacant/underutilized structures exist.
Community Facilities & Services	<ul style="list-style-type: none"> • Continue to address the existing neighborhoods’ needs as they relate to facilities and services. • Promote Gainesville High School and elementary schools in the area as important community resources. • Promote Longwood Park
Historic & Cultural Facilities	<ul style="list-style-type: none"> • Expand existing historic districts and create new districts as per the historic resources structural survey recommendations. • Continue to preserve resources such as the Civic Center and Bobby Gruhn Field. • Work with owners of early commercial buildings to recognize, maintain and preserve them as unique cultural resources. • Evaluate the potential for expanding events capacity at Martha Hope Cabin to an outdoor venue at Candler Field.
Housing	<ul style="list-style-type: none"> • Continue to fulfill the neighborhood objective of providing housing that is walkable, diverse, human-scaled, and close to goods and services.

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Housing (con’t)	<ul style="list-style-type: none"> • Create a neighborhood revitalization loan/grant program to assist qualifying property owners with home improvements, possibly in conjunction with home maintenance workshops and/or CDBG funding. • Work with the Gainesville Housing Authority and other affordable housing providers to create a strategy to increase affordable/workforce ownership opportunities in the area. • Support the renovation or redevelopment of blighted or substandard multi-family housing along the Park Hill Drive corridor. • Review zoning and building requirements to assess policies that restrict access to affordable and missing-middle housing.
Economic Development	<ul style="list-style-type: none"> • Market and promote the city’s intown neighborhoods as a unique, close-in opportunity for knowledge workers and entrepreneurs to increase the economic spending power intown. • Encourage the development of neighborhood-serving businesses as needed. • Promote and market the presence of locally-owned businesses. • Explore ways to leverage the presence of Longwood Cove through improvements to Longwood Park that physically engage Lake Lanier.
Transportation	<ul style="list-style-type: none"> • Implement the recommendations from the Park Hill Corridor Study. • Implement the recommendations from the US 129 Corridor Study. • Improve pedestrian connectivity to parks throughout the area. • Connect the existing trail from Longwood Park along Pearl Nix Parkway to Lakeshore Drive and connect to Lakeshore Mall. • Connect existing Wilshire Trails along Pearl Nix Parkway to John W. Morrow, Jr. Parkway. • Assess prior Green Street and Park Hill Drive intersection improvement concepts for future applicability. • Close the gaps in sidewalk continuity along Park Hill Drive, possibly as part of a streetscape program that “brands” the district.

TRADITIONAL NEIGHBORHOODS IMPLEMENTATION MEASURES

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Transportation (con't)	<ul style="list-style-type: none"> • Examine access management along Thompson Bridge Road and Park Hill Drive to determine if driveways could be consolidated in conjunction with streetscape improvements. • Expand the sidewalk network on all feeder streets to Thompson Bridge Road and Park Hill Drive. • Study traffic operations and signalization at the Enota Avenue and Virginia Avenue intersections along Thompson Bridge Road to improve pedestrian safety. • Implement Green Street corridor improvements to include a new median, stormwater improvements and utility relocation.
Natural Resources	<ul style="list-style-type: none"> • Determine the feasibility of creating a tree canopy preservation/replacement program, possibly in partnership with local volunteer groups. • Continue to preserve and strengthen the urban forest in and around City Park. • Explore landscaping or green development standards to increase the presence of open space/green space and reduce the environmental impacts of large paved areas that are typical of suburban or strip shopping centers. • Continue the program of shoreline restoration in partnership with the U.S. Army Corps of Engineers. • Restore the Longwood Cove tributary creeks and wetland environments and improve them as linear parks/greenways connecting the lakefront and Wilshire Trails to Alta Vista Cemetery.
Recreation	<ul style="list-style-type: none"> • Continue to preserve City Park as the open space “heart” of the surrounding neighborhoods. • Promote the creation of pocket parks as opportunities arise. • Explore the opportunity to use undevelopable land for future park space. • Implement recommendations of the Strategic Parks and Recreation Plan, and look for opportunities to create new open space such as the park discussed for the Fair Street/Newtown NPU.
Intergovernmental Coordination	<ul style="list-style-type: none"> • Work with city school system to reposition Pearl Nix Parkway for a pocket park with public art and stormwater detention that provides a gateway to Gainesville High School.

INSPIRATION IMAGES



LAKE DISTRICT

The Lake District character area is comprised of the Chattahoochee Country Club and other properties that surround Lake Lanier, including the peninsula bracketed by Riverside Drive and the Linwood Water Reclamation facility and the Thompson Bridge Road corridor north of Mountain View Drive. The north and south portions of the Lake District have distinctly different land use patterns. The north is characterized by the Chattahoochee Golf Club and estate houses fronting Lake Lanier. Aside from a small commercial center at Nancy Creek Road, Thompson Bridge Road has the character of a rural parkway, flanked by trees and split by a landscaped median. Alternatively, the south end is dominated by expanding commercial development focused on Thompson Bridge Road and there is no comparable lakeside single-family neighborhood.

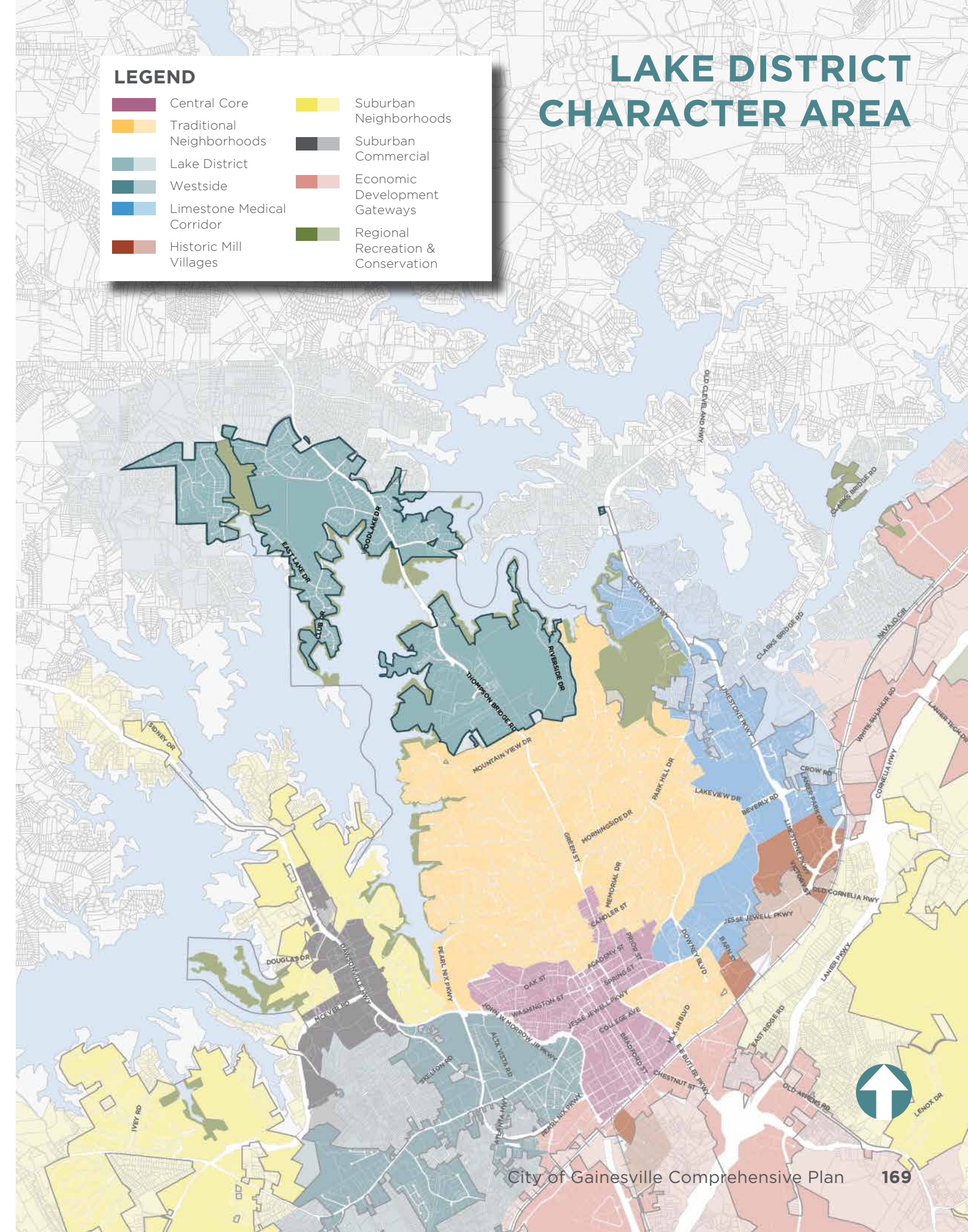
The main driver for the Lake District is the presence of Lake Lanier and its landscape. The vision and strategies for this character area are twofold:

- The vision for the north side of the lake is preserving its single-family residential character, limiting intensification of the existing commercial node, protecting the existing tree canopy and shoreline ecosystem, and continuing enhancement of the golf club.
- The vision for the south side is to take advantage of the lake and forest to create a character that is similar to that north of the lake, which includes supporting the development of new conservation-based single-family housing and open space preservation on undeveloped land. New commercial development should be concentrated at or near the existing Linwood Drive node and any future commercial development should follow a mixed-use “village” format.

Since Lake Lanier is the physical driver of the Lake District, leveraging while protecting it should be considered in every planning decision. Lake Lanier and the Upper Chattahoochee are all regional icons that deserve ongoing attention and care. Expanding public access to Lake Lanier is critical, although privately-owned open space is plentiful. Shoreline conservation or restoration and the protection of forested areas on undeveloped land are important goals.

New housing will be a major source of growth for the area and should feature a wide range of product, from townhouses to high-end single-family detached homes. The area should maintain and advance a residential focus on both sides of the Lake Lanier bridge, combining traditional neighborhood development (TND) walkability with the natural character of the Country Club. The character area can accommodate limited mixed-use and commercial growth, but it must be carefully planned to avoid suburban sprawl.

LAKE DISTRICT CHARACTER AREA

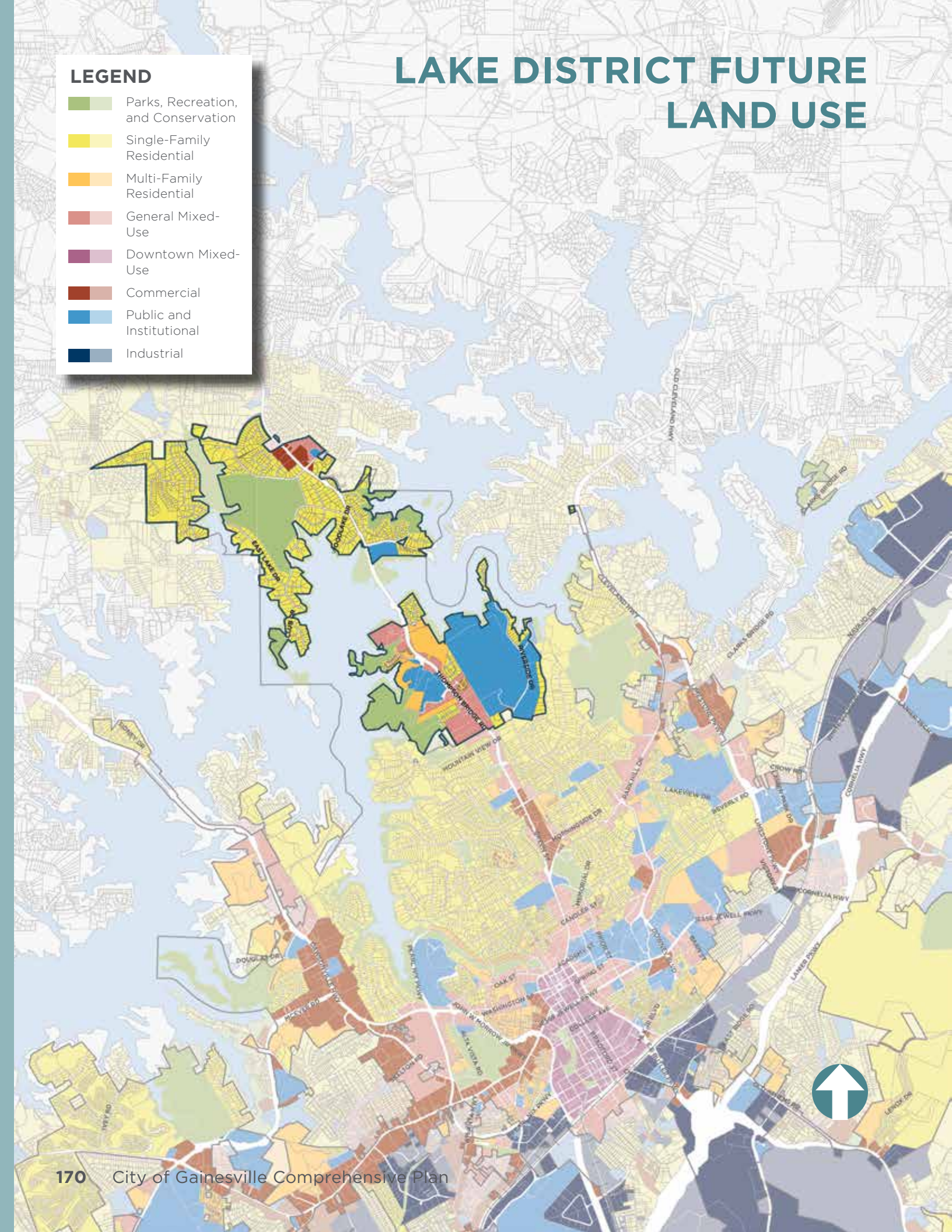


LEGEND	
■	Central Core
■	Traditional Neighborhoods
■	Lake District
■	Westside
■	Limestone Medical Corridor
■	Historic Mill Villages
■	Suburban Neighborhoods
■	Suburban Commercial
■	Economic Development Gateways
■	Regional Recreation & Conservation

LAKE DISTRICT FUTURE LAND USE

LEGEND

- Parks, Recreation, and Conservation
- Single-Family Residential
- Multi-Family Residential
- General Mixed-Use
- Downtown Mixed-Use
- Commercial
- Public and Institutional
- Industrial



COMMUNITY OBJECTIVES CHECKLIST

OBJECTIVES	PRIORITY?
Creating a sense of place	
Redevelopment of blighted areas	
Access to parks and greenspace	
Environmental sustainability	
Housing choice	
Employment opportunities	
Commercial development	
Connectivity	
Historic preservation	
Safety and security	

APPROPRIATE LAND USES & DEVELOPMENT TYPES

- Parks and recreation;
- Single-family residential;
- Limited multi-family residential;
- Limited general mixed-use;
- Limited commercial (retail and office); and
- Public and institutional

APPROPRIATE ZONING DISTRICTS

- R-I-A Residential
- R-I Residential
- R-II Residential
- R-O Residential Office
- N-B Neighborhood Business
- G-B General Business
- PUD Planned Unit Development

LAKE DISTRICT IMPLEMENTATION MEASURES

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Land Use	<ul style="list-style-type: none"> The area should maintain and advance a residential focus on both sides of the Lake Lanier bridge, combining traditional neighborhood design with the character of the Country Club. Promote the redevelopment of older apartments, retail, and office space. Carefully plan any new residential or commercial growth to avoid suburban sprawl. Except for the Holly Park Drive/Rubicon/Firelight Pointe area, ensure that future zoning changes or re-zonings preserve the character at or near the Thompson Bridge Road/Linwood Drive intersection. Revise the existing corridor design overlay standards to encourage inter-parcel connectivity, walkability, and Traditional Neighborhood Development (TND) formats. Explore landscaping or green development standards to increase the presence of open space/green space and reduce the environmental impacts of large paved areas.
Community Facilities & Services	<ul style="list-style-type: none"> Support the Riverside Military Academy as one of the City's signature institutions.
Historic & Cultural Facilities	<ul style="list-style-type: none"> Work to preserve the American Legion picnic grounds and pavilion structure as an important cultural landscape.
Housing	<ul style="list-style-type: none"> Promote a diverse range of housing product types. Consider creating a set of residential design guidelines that formalize a Lake District aesthetic, taking cues from the mature neighborhoods that surround Lake Lanier. Explore the opportunity of large institutions (such as Lakewood Baptist Church) for partnering on affordable housing development.
Economic Development	<ul style="list-style-type: none"> Expand public and visual access to the lake as an economic development asset. Support office and neighborhood-scale retail development in designated areas along Thompson Bridge Road.

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Transportation	<ul style="list-style-type: none"> Consider impacts on regional traffic as traffic on Thompson Bridge Road is managed. Add a street connection to Linwood Nature Preserve. Explore other boulevard treatments to Thompson Bridge Road such as median landscaping and access management. Expand the sidewalk network on all feeder streets to Thompson Bridge Road. Study traffic operations and signalization at intersections to improve pedestrian safety on Thompson Bridge Road.
Natural Resources	<ul style="list-style-type: none"> Factor in the protection of Lake Lanier in every planning-related decision. Advocate for the preservation and stewardship of the urban forest on privately-owned land. Continue the program of shoreline restoration in partnership with the U.S. Army Corps of Engineers. Explore the possibility of a wetland preservation park between Crystal Drive and Lake Lanier, potentially utilizing the Springview Drive extension/access road as a pedestrian trail.
Recreation	<ul style="list-style-type: none"> Further develop additional water-based recreational opportunities.
Intergovernmental Coordination	<ul style="list-style-type: none"> Continue to work with the U.S. Army Corps of Engineers, Hall County and other stakeholders on Lake Lanier sustainability.

INSPIRATION IMAGES



WESTSIDE

The Westside character area consolidates three character areas from the previous plan: Westside, Longwood Cove, and Browns Bridge Corridor. The decision to consolidate these character areas was based on the realization that the issues and opportunities and the resulting recommendations for all three areas were similar. The area is bound by John W. Morrow, Jr. Parkway/Dawsonville Highway to the north and Jesse Jewell Parkway to the east, and includes the Browns Bridge Road corridor and the Atlanta Highway corridor down to the railroad overpass at Queen City Parkway. Most notably, the Westside character area is marked by “island” annexation, and most of its acreage lies in Hall County. Many neighborhoods are represented by this large area.

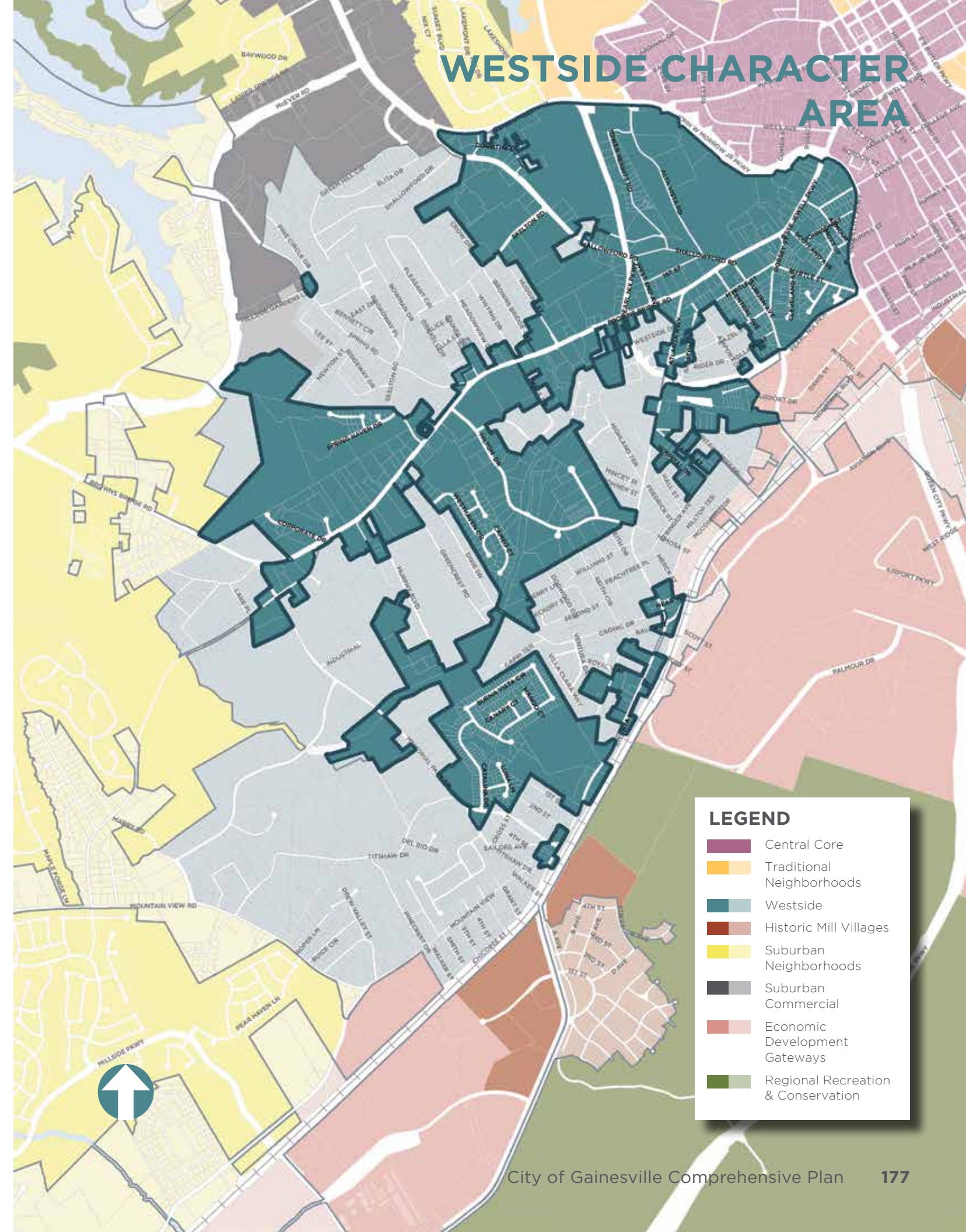
The Westside is abound with traditional neighborhoods that are similar to the Traditional Neighborhoods character area, however, housing in this area is more diverse: ranch homes built between 1930 and 1960, some new construction, mobile homes, and a few apartment complexes. Unlike the Traditional Neighborhoods character area, many of these neighborhoods are in need of revitalization. Most of the neighborhoods that make up this character area were developed under older suburban subdivision standards that don’t do anything to advance the sense of place that is desired. Other land uses include big box and strip commercial centers, churches, and both light and heavy industrial centers. Most of the non-residential land uses are clustered around John W. Morrow, Jr. Parkway, Shallowford Road, Browns Bridge Road, and Atlanta Highway. Commercial developments are almost all automobile-oriented and are vestiges of highway commercial and suburban-style growth in the post-war era. The existing industrial parks provide venues for businesses in line with Gainesville’s traditional light manufacturing base.

Overall, the character area is mostly built out, but there are areas that are not being used at their greatest or highest use, making redevelopment desirable. The overall vision for the area is to leverage the existing cultural resources that serve as assets for the area, such as Alta Vista Cemetery, while making targeted improvements to areas that need it, such as the areas around Budgetel on Browns Bridge Road, Lakeshore Mall, and the Atlanta Highway corridor.

Since the area is so large, there are a number of improvements that can be made to advance redevelopment:

- While much of the area is stable and in fair condition, there are pockets of underutilized land and buildings, blight, and distressed and deteriorated housing. These can be renovated or rehabilitated to house new businesses and provide more quality naturally-occurring affordable housing to residents.
- It is recommended that the redevelopment of Lakeshore Mall is reconfigured to become a regional, mixed-use “town center.” Other aging strip commercial centers in the immediate area could be redeveloped as mixed-use with mixed-income residential to expand the city’s quality affordable housing inventory. However, increasing walkability is essential for any successful development. Public improvements should seek to increase pedestrian access from Alta Vista Cemetery to Longwood Park and Lake Lanier, ideally by creating greenways along the Longwood Cove’s tributary creeks and John W. Morrow, Jr. Parkway that connects into the Highlands to Islands Trail and Central Hall Trail. See pages 242-245 for a concept plan for Lakeshore Mall.

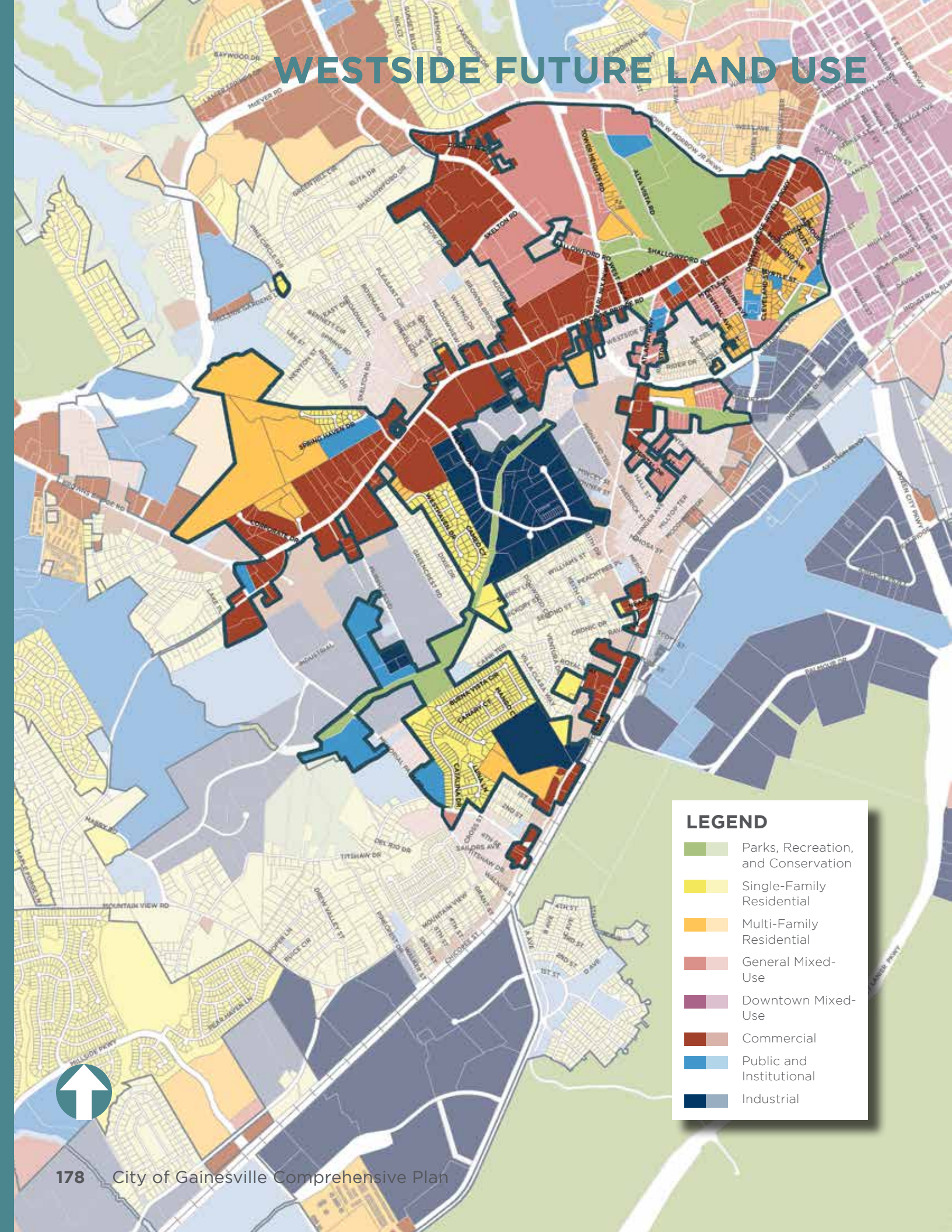
WESTSIDE CHARACTER AREA



LEGEND

- Central Core
- Traditional Neighborhoods
- Westside
- Historic Mill Villages
- Suburban Neighborhoods
- Suburban Commercial
- Economic Development Gateways
- Regional Recreation & Conservation

WESTSIDE FUTURE LAND USE



LEGEND

- Parks, Recreation, and Conservation
- Single-Family Residential
- Multi-Family Residential
- General Mixed-Use
- Downtown Mixed-Use
- Commercial
- Public and Institutional
- Industrial

- The Budgetel and the land uses surrounding it are not considered desirable by the community. However, if those areas were to redevelop, it would be important to include affordable housing, businesses, and amenities that can serve the surrounding neighborhoods. See pages 246-249 for a concept plan for Budgetel.
- Expanding pedestrian and bicycle facilities are critical to providing more mobility options in the corridor.
- Parks and recreational resources are limited in the area. The forested stream corridors north of the Memorial Park intersection could become prime parkland for a future activity center node. Restoration of Flat Creek is an extension of upstream improvement projects and could be combined with future greenway construction. The corridor is urbanized, with future growth potential contingent on redevelopment and land use intensification.
- Capitalize the Atlanta Highway corridor’s emergence as an “international district” that offers another layer to Gainesville. To achieve that, comprehensive pedestrian improvements and multimodal restructuring of Atlanta Highway would be high priorities. The growing social diversity of the city, county, and surrounding metro area is an emerging identity characteristic that is evident on the Westside.
- The City and County must work cooperatively to address housing and commercial blight.

COMMUNITY OBJECTIVES CHECKLIST

OBJECTIVES	PRIORITY?
Creating a sense of place	
Redevelopment of blighted areas	
Access to parks and greenspace	
Environmental sustainability	
Housing choice	
Employment opportunities	
Commercial development	
Connectivity	
Historic preservation	
Safety and security	

APPROPRIATE LAND USES & DEVELOPMENT TYPES

- Parks and recreation;
- Higher density single-family residential;
- Multi-family residential;
- General mixed-use;
- Commercial (retail and office);
- Light industrial; and
- Public and institutional

APPROPRIATE ZONING DISTRICTS

- N-C Neighborhood Conservation
- R-II Residential
- O-I Office Institutional
- N-B Neighborhood Business
- G-B General Business
- R-B Regional Business
- L-I Light Industrial
- PUD Planned Unit Development

WESTSIDE IMPLEMENTATION MEASURES

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Land Use	<ul style="list-style-type: none"> • Promote Lakeshore Mall and adjacent sites as both an opportunity for long-term redevelopment and infill development. • Create a set of design guidelines that encourage walkable, green development with standards to increase the presence of open space and reduce the environmental impacts of large paved areas. • Create a plan for the Atlanta Highway corridor targeted at reducing visual clutter, improving building aesthetics, and spotlighting the area's unique international character. • Encourage new infill development in areas with distressed housing, vacant and underutilized commercial buildings, and vacant lots. • Encourage redevelopment of properties with low-intensity uses or are vacant/underutilized. • Prepare for growth as redevelopment occurs.
Community Facilities & Services	<ul style="list-style-type: none"> • Conduct a needs assessment/feasibility study for a new community center, possibly doubling as a revenue-generating events facility. • Promote the role of educational facilities in the neighborhoods. • Consider the long-term relocation of the public works transfer station and redevelopment of the site to a use compatible with Alta Vista Cemetery. • Continue to promote the Interactive College of Technology as community resource.

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Historic & Cultural Facilities	<ul style="list-style-type: none"> • Continue to support the Chamber's Vision 2030 Intercultural Arts Conference Center. • Work with the Hispanic community to integrate them into existing events on the Square or create new programming celebrating the diverse culture of the Westside. • Designate Alta Vista Cemetery as a local historic district.
Housing	<ul style="list-style-type: none"> • Stabilize older housing inventory that has become naturally occurring affordable housing. • Survey and identify vulnerable properties. • Investigate the physical and market feasibility of mixed-income and multi-family housing as a redevelopment option for the areas adjacent to commercial hubs and for underutilized/underperforming commercial centers. • Determine the extent of homelessness issues facing the area, and work on a strategy with Hall County to address the problem. • Prioritize increasing the quality of existing and new housing, as well as housing affordability.
Economic Development	<ul style="list-style-type: none"> • Continue to use economic incentives such as existing tax allocation districts and opportunity zone to support repositioning/redeveloping Lakeshore Mall and nearby underperforming or blighted shopping centers. • Integrate Alta Vista Cemetery into a city-wide heritage tourism trail. • Consider an events program for Alta Vista Cemetery that includes activities like twilight or themed tours. • Incentivize and encourage business investment and job creation. • Diversify uses along the Browns Bridge Road corridor to ensure a variety of businesses that will attract a multitude of users to help buffer the area from changing economic trends. • Balance existing industrial uses with newer uses to maintain a variety of jobs for a skilled workforce. • Consider community improvement district and/or incentive program, especially for the purpose of beautification along Browns Bridge Road.

WESTSIDE IMPLEMENTATION MEASURES (CON'T)

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Economic Development (con't)	<ul style="list-style-type: none"> Assess the feasibility of a community improvement district for Atlanta Highway to fund improvements such as signage and public art, and events programming/marketing. Develop a partnership with Chamber of Commerce to market the Atlanta Highway corridor. Create an events facility, accessible from Atlanta Highway, possibly doubling as community meeting space, that could create a niche market aligned with the area's diversity. Continue to promote businesses that offer unique goods and services that will attract customers from a wide area. Promote small businesses and entrepreneurship in the area. Utilize future walkability as an economic development tool for the area.
Transportation	<ul style="list-style-type: none"> Redesign and reconfigure the Atlanta Highway right-of-way to include sidewalks, planting strips, and bike lanes. Redesign key intersections along Atlanta Highway to improve pedestrian safety and create gateway opportunities. Provide better pedestrian accessibility and safety along Browns Bridge Road through improved sidewalks, streetscapes, bike lanes, limited curb cuts, better lighting, and street trees. Expand the sidewalk network on primary feeder streets to Atlanta Highway. Connect Alta Vista Cemetery, Longwood Park, and Lakeshore Mall area by connecting them to the Wilshire Trails and the Midland Greenway through new multi-use trails. Install sidewalks and other pedestrian and bicycle improvements along Pearl Nix Parkway. Provide for better and safer pedestrian connections across John W. Morrow, Jr. Parkway, especially at the Pearl Nix Parkway intersection.

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Transportation (con't)	<ul style="list-style-type: none"> Explore continuing the parkway and median cross-section of John W. Morrow, Jr. Parkway west to Shallowford Road as part of a larger urban redevelopment plan for the Lakeshore Mall area. Connect the Midland Greenway to Lakeshore Mall through the proposed Jesse Jewell Parkway West Redevelopment Area. Add pedestrian crossing at the intersection of Queen City Parkway and Summit Street for trail connection from Midland Greenway to the Jesse Jewell Parkway West Redevelopment Area (trail through Armour Street).
Natural Resources	<ul style="list-style-type: none"> Conserve land along creek buffers to become future park/green space. Restore Flat Creek as an extension of upstream improvement projects. Utilize the forested stream corridors north of the Memorial Park intersection as prime parkland for a future activity center node along Browns Bridge Road.
Recreation	<ul style="list-style-type: none"> Although undeveloped land is limited in the area, create opportunities for new community parks and pocket parks as redevelopment occurs. Create a greenway along the northern forested stream corridors which connects into the larger Gainesville park system.
Intergovernmental Coordination	<ul style="list-style-type: none"> Work with Hall County to determine the need for a community facility for the Skelton Road neighborhood. Work with Hall County to revitalize blighted neighborhood areas. Work with Hall County to institute a sidewalk program in targeted areas. Work with Hall County to advance the Highlands to Islands Trail. Work with Hall County to assess the costs and benefits of potential annexation. Work with Hall County on code enforcement issues that affect properties in city limits.

INSPIRATION IMAGES



LIMESTONE MEDICAL CORRIDOR

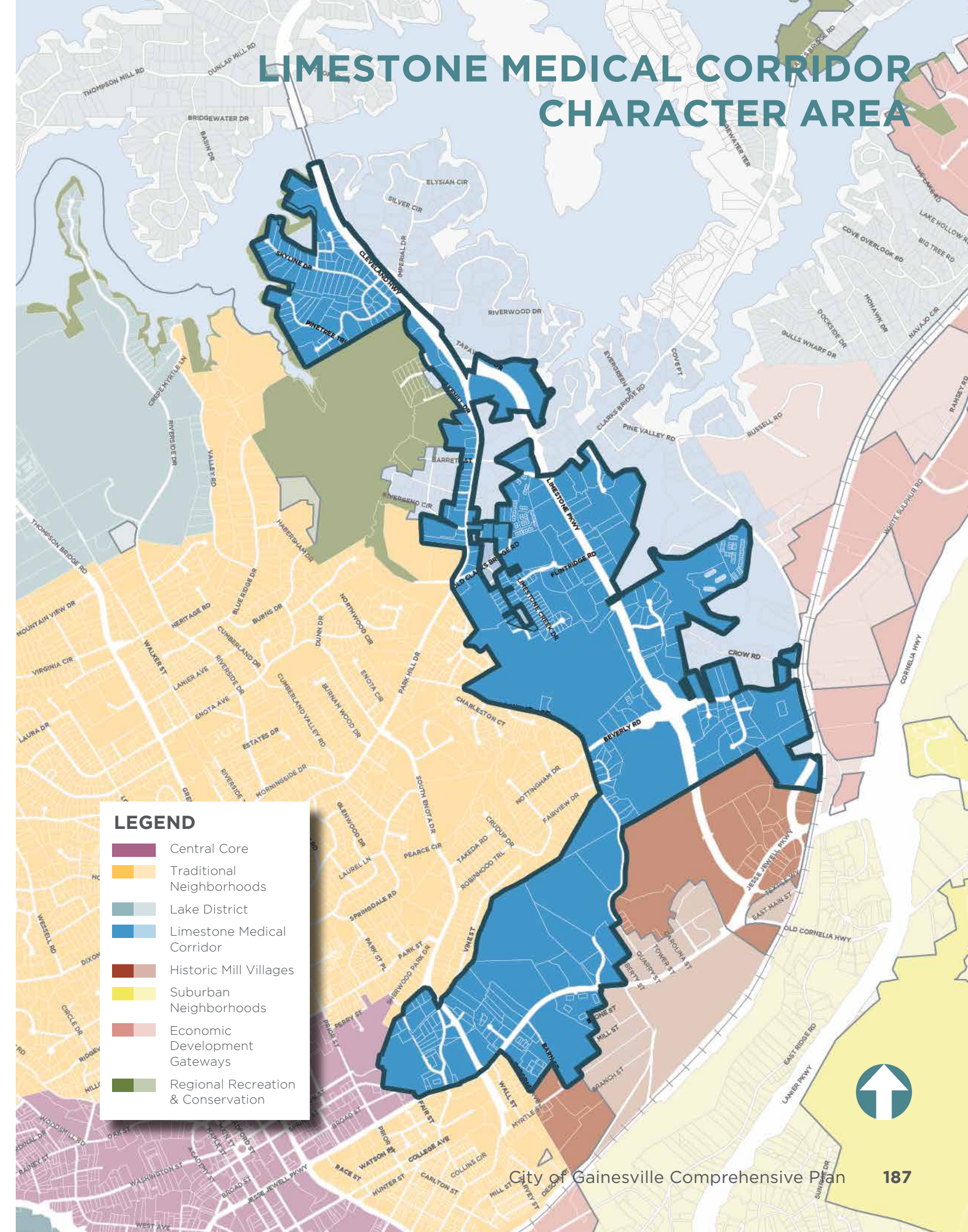
The Limestone Medical Corridor character area is made up of medical facilities, clinics, and professional offices along Limestone Parkway. The area encompasses the land east and west of Limestone Parkway and Cleveland Highway from Lakeview Drive to Pine Valley Road, and from the city limits to Lake Lanier. A western extension to the Northeast Georgia Medical Center takes in the cluster of medical and institutional uses along Jesse Jewell Parkway.

The medical corridor concept grew out of Vision 2030 and has been continuously validated by the community in recent comprehensive planning processes. Furthermore, the Limestone Corridor zoning overlay formalizes much of the district to ensure design consistency and protection of the natural environment. This is especially important for the stream corridor paralleling the southern portion of Limestone Parkway.

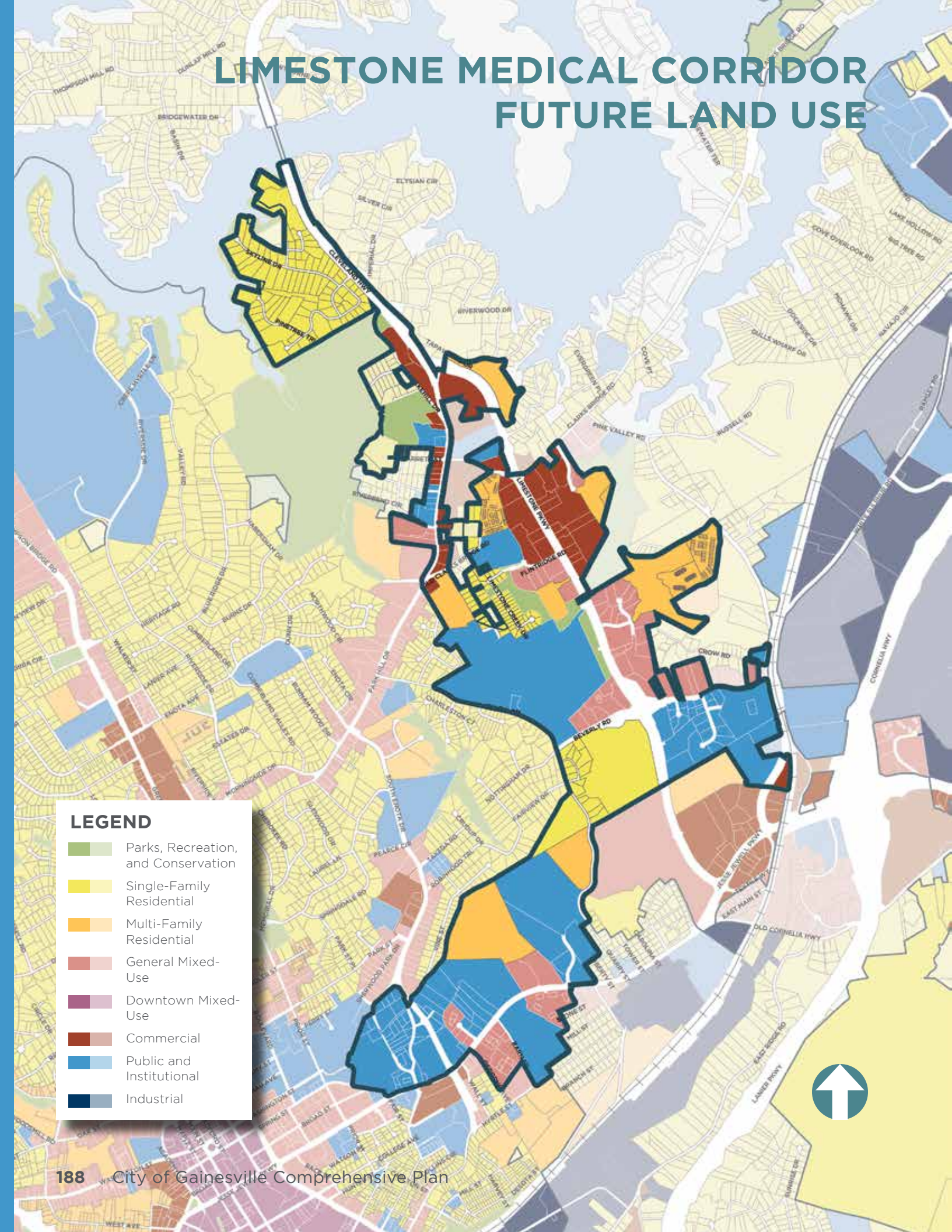
The Limestone Parkway corridor is one of Gainesville's priority growth areas, with an employment focus but space for housing development, where appropriate. The area is anchored by the Northeast Georgia Medical Center, Lanier Park, and other medical offices forming a healthcare cluster. Healthcare can provide a wide range of good job options in a broad range of education, experience, and skill levels. Most types of housing can be accommodated in the area, although the land use priority is health-related employment and supportive businesses. The growing concentration of medical services can be capitalized on to expand high-tech/biotech training. The southern end of the character area is heavily biased toward institutional uses including the Northeast Georgia Medical Center, the Frances Meadows Aquatic Center, and schools. Medical office buildings, clinics, support labs, and limited multi-family and retail round out the mix south of Cleveland Highway. The majority of land uses north of Limestone Parkway are lake-oriented estate homes similar to the Chattahoochee Country Club in the Lake District, while Cleveland Highway south of Limestone has a mix of roadside restaurants, small strip retail, aging apartment complexes, and pockets of suburban single-family neighborhoods.

The character area is envisioned to remain an employment corridor and not expand Gainesville's traditional neighborhood fabric. Undeveloped land with good access to Limestone Parkway presents an excellent opportunity for infill development. Pedestrian and bicycle facilities are in demand, as is better transit coverage. The area's vision will advance Gainesville as the medical hub of northeast Georgia. The Limestone Creek floodplain presents an excellent opportunity to expand open space beyond the provisions in the overlay regulations. Limestone Creek is a sensitive environment and should be buffered and protected from new development.

LIMESTONE MEDICAL CORRIDOR CHARACTER AREA











LIMESTONE MEDICAL CORRIDOR FUTURE LAND USE



LEGEND

- Parks, Recreation, and Conservation
- Single-Family Residential
- Multi-Family Residential
- General Mixed-Use
- Downtown Mixed-Use
- Commercial
- Public and Institutional
- Industrial

COMMUNITY OBJECTIVES CHECKLIST

OBJECTIVES	PRIORITY?
Creating a sense of place	
Redevelopment of blighted areas	
Access to parks and greenspace	
Environmental sustainability	
Housing choice	
Employment opportunities	
Commercial development	
Connectivity	
Historic preservation	
Safety and security	

APPROPRIATE LAND USES & DEVELOPMENT TYPES

- Parks and recreation;
- Limited single-family residential;
- Multi-family residential;
- General mixed-use;
- Commercial (retail and office); and
- Public and institutional

APPROPRIATE ZONING DISTRICTS

- R-I Residential
- R-II Residential
- O-I Office Institutional
- R-B Regional Business
- G-B General Business
- PUD Planned Unit Development

LIMESTONE IMPLEMENTATION MEASURES

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Land Use	<ul style="list-style-type: none"> Encourage infill development on undeveloped land with good access to Limestone Parkway. Prioritize development of hospital-supportive land uses over residential uses. Explore possible modifications to the Limestone Overlay District.
Community Facilities & Services	<ul style="list-style-type: none"> Promote vision of the Atlanta Botanical Gardens expansion. Promote Gainesville Middle School and charter academies as important community resources. Explore a police precinct along Cleveland Highway.
Historic & Cultural Facilities	<ul style="list-style-type: none"> No implementation measures for this planning element.
Housing	<ul style="list-style-type: none"> Consider redevelopment of the aging apartment complexes along Cleveland Highway in partnership with the Gainesville Housing Authority and the owners of the apartment complexes.
Economic Development	<ul style="list-style-type: none"> Continue to promote Northeast Georgia Medical Center as a regional employment center. Take advantage of the growing concentration of medical services to expand educational opportunities in high-tech and biotechnology. Partner with the Northeast Georgia Medical Center on a parking deck or remote parking strategy to facilitate further development of the hospital campus. Support nearby medical-adjacent land uses (short-term housing, elderly/memory care, etc) as potential economic development tools. Undertake area-wide beautification efforts.
Transportation	<ul style="list-style-type: none"> Create opportunities for improved pedestrian and bicycle facilities. Implement Park Hill Drive Corridor Study. Add sidewalks along Limestone Parkway. Evaluate improvements to Old Clarks Bridge Road between Park Hill Drive and Limestone Parkway to provide better access to regional destinations.
Natural Resources	<ul style="list-style-type: none"> Protect the Limestone Creek watershed through regulation, conservation easements, land purchases, or other mechanisms.

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Recreation	<ul style="list-style-type: none"> Expand park and recreation opportunities in the otherwise undevelopable Limestone Creek floodplain. Continue the program of park improvements for to the Frances Meadows Aquatic Center.
Intergovernmental Coordination	<ul style="list-style-type: none"> No implementation measures for this planning element.

INSPIRATION IMAGES



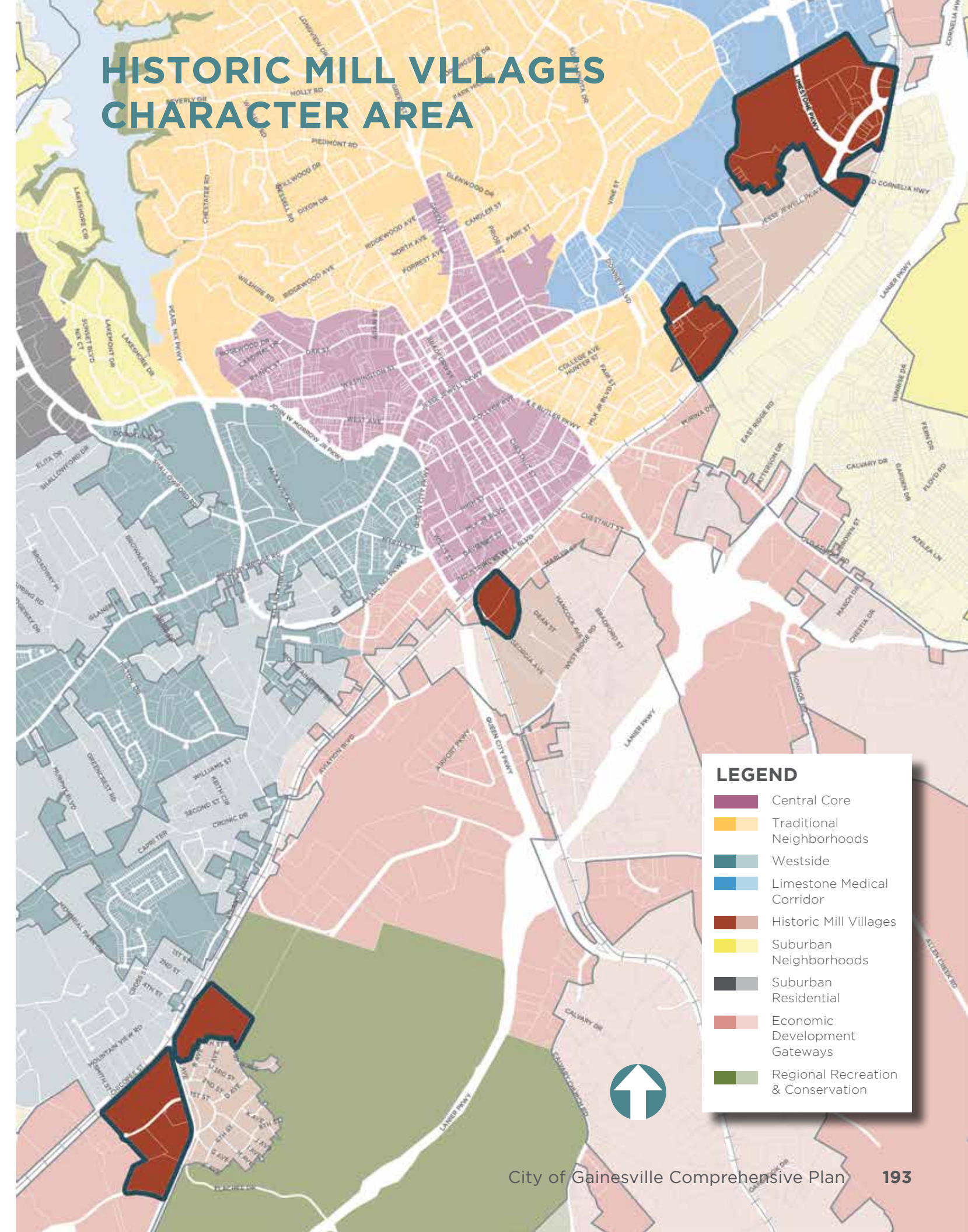
HISTORIC MILL VILLAGES

This character area is made up of the city's three remaining textile mills, Gainesville Cotton, Milliken New Holland, and Chicopee, and their relatively intact mill villages, both inside the city and on adjacent county land. They are spaced out evenly along the Norfolk-Southern rail line. All three have some community or institutional buildings remaining from the company town days.

Only the Milliken mill operates as originally designed. The Gainesville cotton mill buildings are owned and used by a local storage company. The Chicopee complex, an extension of the city's Industrial Park West, is privately owned and is for lease. All buildings are intact and, although they have bricked-in window openings, each complex is in a good state of preservation. The mill housing is also mostly intact, but conditions vary from stable and well-maintained at Chicopee, to isolated instances of deterioration at New Holland, to a more general sense of decline at Gainesville Mill. Some of the previously unimproved land at New Holland has become a master planned retail/mixed-use center with diverse residential products including affordable multi-family apartments, cottage court housing, and senior living at the city limits on Myrtle Street, Quarry Street, and Lakeview Drive.

All three mill villages tell a story about the development of industry in the south. These unique places could evolve into three very distinctive mixed-use neighborhoods in the future. Historic preservation and incremental restoration should be a priority for each, and new development should be designed to incorporate architecture consistent with the forms and materials of the mills and housing. Moreover, they will be connected in the future by the Highlands to Islands Trail network and an eastern extension of the Midland Greenway. The existing mill villages can be revitalized and expanded to offer quality housing in a traditional neighborhood environment similar to what's in other character areas. Vacant land and underutilized industrial parcels near the Gainesville and New Holland mills villages are excellent infill development opportunities. The mill villages are relatively self-contained, though they have an interconnected street grid with good pedestrian access. Preserving and strengthening the mill villages and adaptively reusing the mill buildings should be a priority for the City and County. Open space preservation is not a major goal, although some existing open space around the mill buildings could be formalized as parks. Brownfield reclamation and mill pond restoration should be evaluated as part of any adaptive reuse or redevelopment strategies. Existing mill operations at the Milliken mill are important to the mix of manufacturing and service businesses in the city; opportunities may exist for future adaptive reuse for mixed-use development and neighborhood-serving commercial. Existing mill employment as well as potential new businesses located in reused mill buildings provide job opportunities for residents. Reuse of mill buildings could provide another avenue for affordable rental or loft ownership housing. One key recommendation is for the City to annex some of the unincorporated land around the villages. The reason behind this is for the City to have some regulatory control over any new development or redevelopment that will come to those areas since much of it is currently under the purview of Hall County. The City should also pay special to attention the areas around Gainesville Mill. See pages 250-253 for a concept plan.

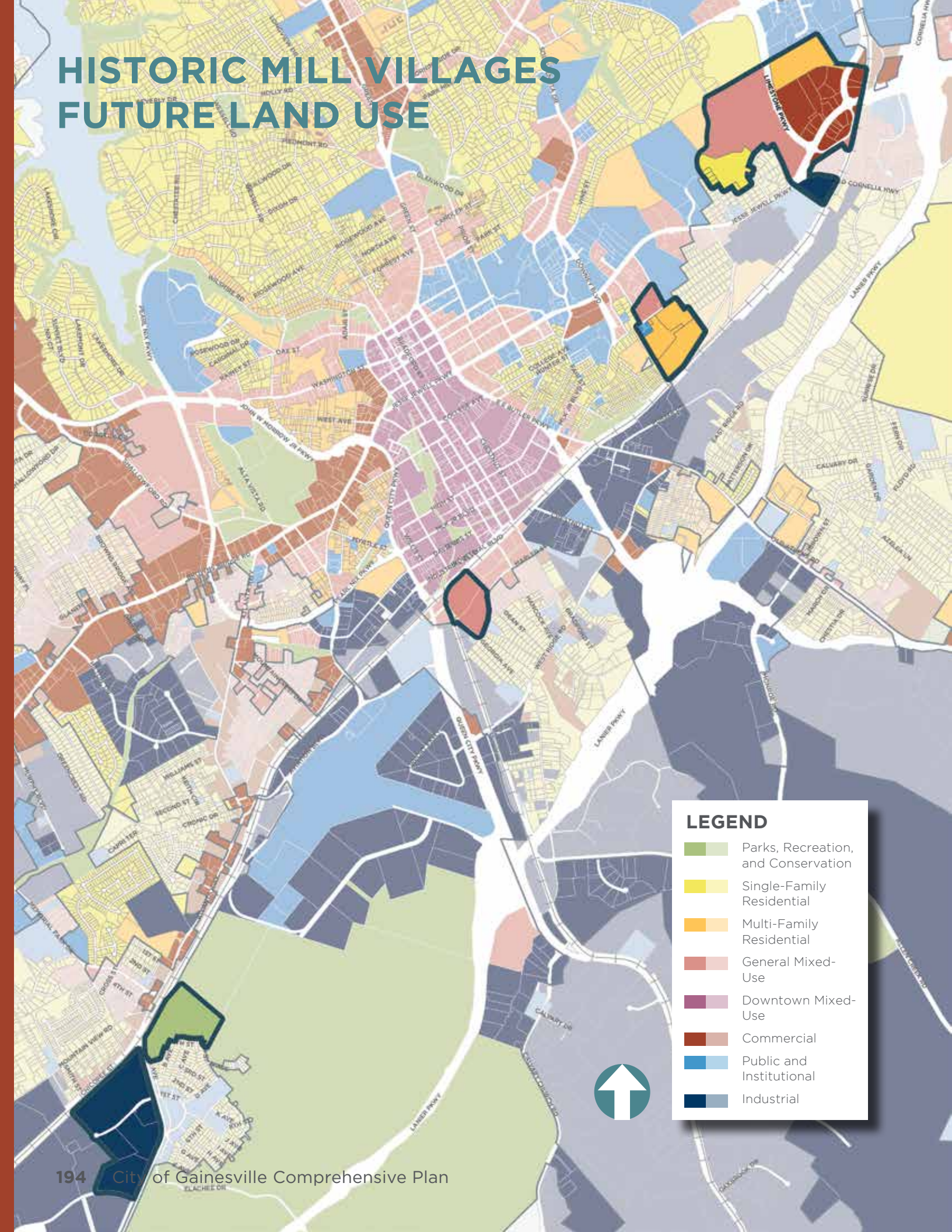
HISTORIC MILL VILLAGES CHARACTER AREA



LEGEND

- Central Core
- Traditional Neighborhoods
- Westside
- Limestone Medical Corridor
- Historic Mill Villages
- Suburban Neighborhoods
- Suburban Residential
- Economic Development Gateways
- Regional Recreation & Conservation

HISTORIC MILL VILLAGES FUTURE LAND USE



LEGEND

- Parks, Recreation, and Conservation
- Single-Family Residential
- Multi-Family Residential
- General Mixed-Use
- Downtown Mixed-Use
- Commercial
- Public and Institutional
- Industrial

COMMUNITY OBJECTIVES CHECKLIST

OBJECTIVES	PRIORITY?
Creating a sense of place	
Redevelopment of blighted areas	
Access to parks and greenspace	
Environmental sustainability	
Housing choice	
Employment opportunities	
Commercial development	
Connectivity	
Historic preservation	
Safety and security	

APPROPRIATE LAND USES & DEVELOPMENT TYPES

- Parks and recreation;
- Higher density single-family residential;
- Multi-family residential;
- General mixed-use;
- Commercial (retail and office);
- Light industrial; and
- Public and institutional

APPROPRIATE ZONING DISTRICTS

- N-C Neighborhood Conservation
- R-II Residential
- O-I Office-Institutional
- N-B Neighborhood Business
- L-I Light Industrial
- PUD Planned Unit Development

HISTORIC MILL VILLAGES IMPLEMENTATION MEASURES

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Land Use	<ul style="list-style-type: none"> Revitalize existing mill villages and encourage the development of quality housing in traditional neighborhood environments. Promote infill opportunities in vacant land and underutilized industrial parcels near the Gainesville Mill and New Holland Mill. Zoning should be modified to allow residential reuse of existing mill buildings. Greenfield sites in the mill villages should be carefully planned and controlled to protect the area's traditional development patterns. Consider creating design guidelines for the mill villages districts to encourage quality urban design and sense of place.
Community Facilities & Services	<ul style="list-style-type: none"> Work with the local community and Milliken to restore community uses to the original recreation building. Support community partnership between Milliken and Brenau University.
Historic & Cultural Facilities	<ul style="list-style-type: none"> Work toward designating each of the three mill villages as local historic districts with appropriate protections. Consider adaptive re-use opportunities for the existing mill buildings that warrant historic preservation.
Housing	<ul style="list-style-type: none"> Invest in housing stabilization and new scattered-site construction in select areas, especially in the Gainesville Mill village. Support new mixed-income housing development either as adaptive reuse or new construction on adequately-sized sites. Consider adaptive reuse of mill loft buildings as an avenue for affordable rental or home ownership.
Economic Development	<ul style="list-style-type: none"> Work with private owners and the Greater Hall Chamber to find new business development opportunities to encourage mill rehabilitation and reuse.
Transportation	<ul style="list-style-type: none"> Improve the street environment to enhance walkability at Jesse Jewell Parkway in the New Holland mill village. Link the New Holland mill village to Midland through new greenway trail construction. Link Gainesville Mill to Midland Greenway via Phase III.

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Transportation (con't)	<ul style="list-style-type: none"> Determine the feasibility of connecting the New Holland Mill to the Fair Street neighborhood with sidewalks along Myrtle Street.
Natural Resources	<ul style="list-style-type: none"> Protect and restore the Limestone Springs/Limestone Creek watershed in New Holland. Brownfield mediation and pond restoration should be evaluated as part of adaptive reuse and redevelopment strategies.
Recreation	<ul style="list-style-type: none"> Consider existing open space around the mill buildings as potential opportunities for formalized park space.
Intergovernmental Coordination	<ul style="list-style-type: none"> Work with the County to assess street and sidewalk conditions in the residential areas of all three mill villages and undertake phased improvements. Work with local residents and Hall County to determine the costs, benefits and feasibility of annexing the areas of the mill villages that are in unincorporated areas.

INSPIRATION IMAGES

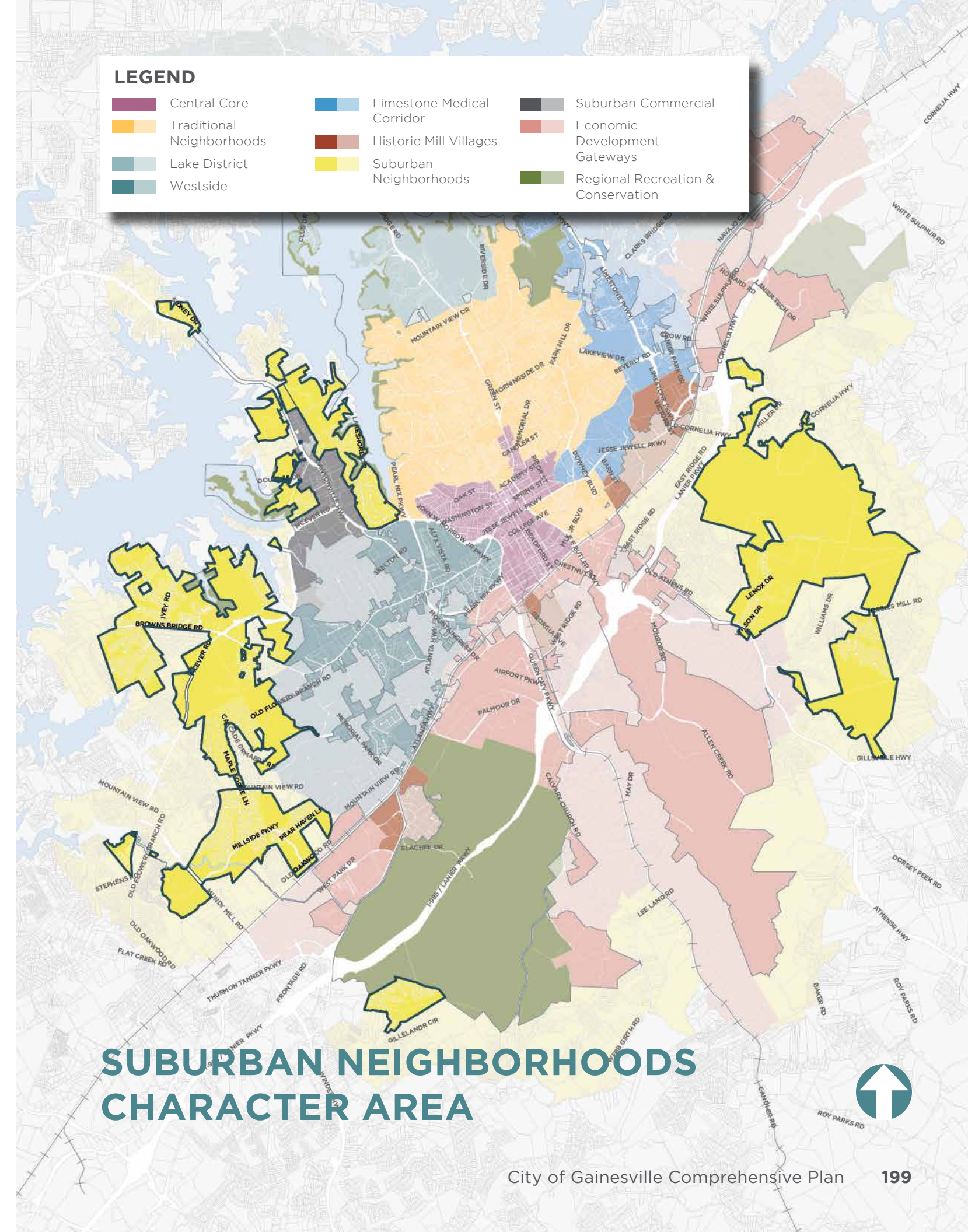


SUBURBAN NEIGHBORHOODS

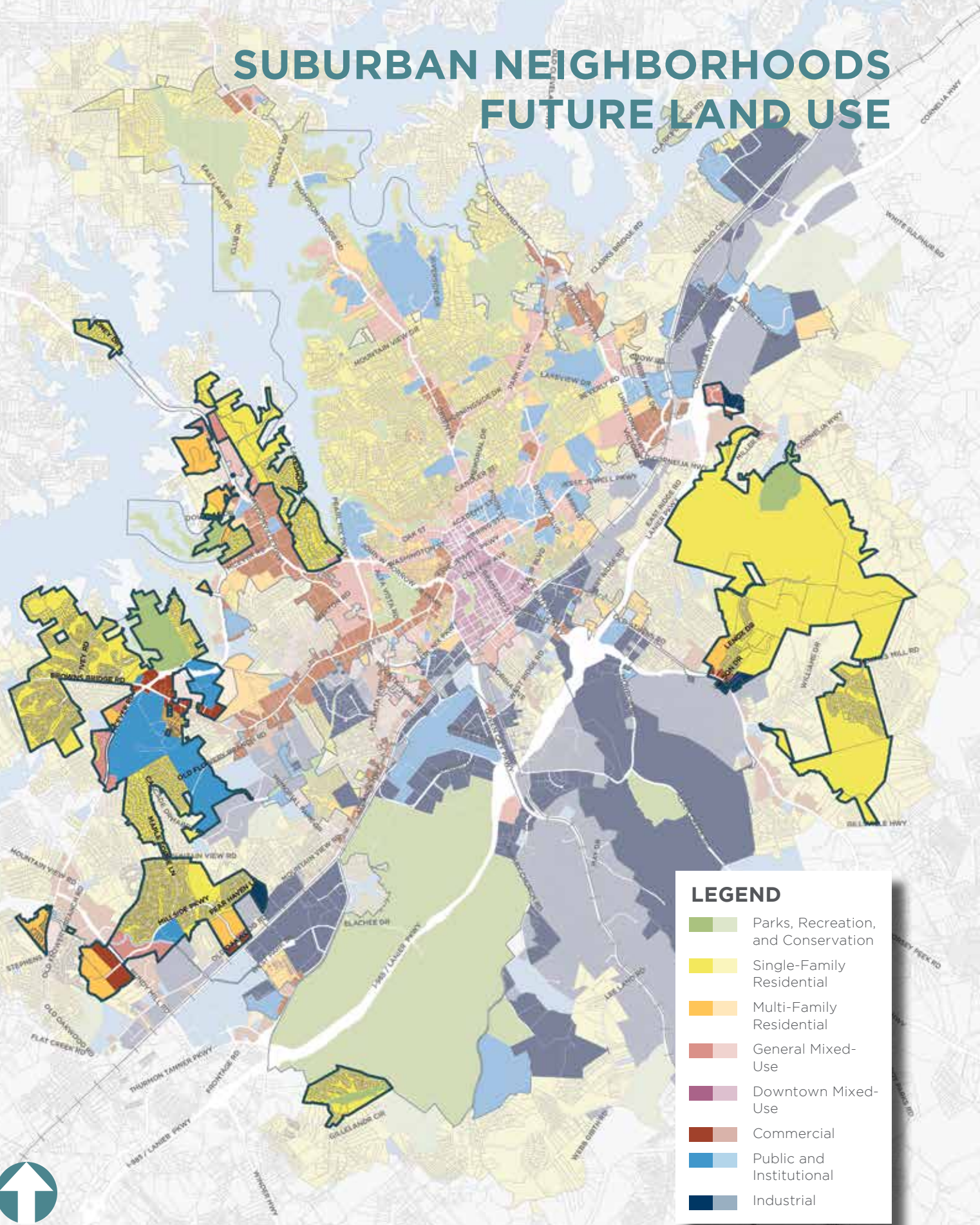
The existing and planned suburban subdivision developments at the fringes of the city limits comprise this character area. These subdivisions are mostly located to the west along McEver Road, Browns Bridge Road, and Dawsonville Highway. A second concentration is located to the east along the Athens Highway corridor, generally in Hall County. A smaller third zone is located south of the Elachee Nature Science Center.

The suburban neighborhoods are characterized by low pedestrian connectivity, limited transit access, moderate to high degree of building separation, and predominantly residential land uses with scattered commercial, civic, or institutional buildings. Street patterns are varied and often curvilinear with dead-end streets. Subdivisions typically have larger lot sizes and uniform housing types ranging from older ranch houses to premium estates and active adult communities. Some developments include community amenities such as pool and tennis complexes. Two representative developments on the west side are Cresswind (a community for active adults) and Mundy Mill. The suburban residential areas on the west side of the city are in somewhat better physical condition than the east, which includes areas of deteriorating housing stock near Athens Street intermixed with industrial uses, however, significant new residential development continues to the eastern edge of the city limits along Old Cornelia Highway, Gaines Mill Road, and Gillsville Highway.

The vision for these areas is to preserve older, stable residential subdivisions and encourage newer projects with smaller lot sizes, pedestrian infrastructure to promote connectivity, and buildings patterned after the more traditional homes near the center of the city, and contain a small neighborhood-serving “village center”. In areas where natural features or sensitive environments are important, cluster housing or conservation subdivision design may be most appropriate. Traditional mixed-use neighborhood design is desired in these locations, though not required, for new suburban development. Suburban neighborhoods tend to be located on the city’s fringe and are not therefore typical infill development sites. Expanding pedestrian and bicycle options should be a priority for all suburban neighborhoods in Gainesville. The preservation of open space and sensitive habitats, wildlife areas, and groundwater recharge areas should be required in all new suburban development, using conservation subdivision design strategies. Future population growth should be balanced between new development and infill areas. Housing choices should be diverse to support a range of household incomes, lifestyles, sizes, and types, but consist mostly of single-family detached lots.








SUBURBAN NEIGHBORHOODS FUTURE LAND USE



LEGEND

- Parks, Recreation, and Conservation
- Single-Family Residential
- Multi-Family Residential
- General Mixed-Use
- Downtown Mixed-Use
- Commercial
- Public and Institutional
- Industrial

COMMUNITY OBJECTIVES CHECKLIST

OBJECTIVES	PRIORITY?
Creating a sense of place	
Redevelopment of blighted areas	
Access to parks and greenspace	
Environmental sustainability	
Housing choice	
Employment opportunities	
Commercial development	
Connectivity	
Historic preservation	
Safety and security	

APPROPRIATE LAND USES & DEVELOPMENT TYPES

- Parks and recreation;
- Single-family residential;
- Limited multi-family residential;
- Limited general mixed-use;
- Limited commercial (retail and office); and
- Public and institutional

APPROPRIATE ZONING DISTRICTS

- R-I-A Residential
- R-I Residential
- R-II Residential
- N-B Neighborhood Business
- G-B General Business
- PUD Planned Unit Development

SUBURBAN NEIGHBORHOODS IMPLEMENTATION MEASURES

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Land Use	<ul style="list-style-type: none"> Advocate for more applications of the conservation subdivision standards for new development. Promote traditional neighborhood design, when possible. Accommodate future population growth in a balanced way using Smart Growth principles.
Community Facilities & Services	<ul style="list-style-type: none"> Promote the role that schools serve in family-oriented neighborhoods such as Mundy Mill Academy.
Historic & Cultural Facilities	<ul style="list-style-type: none"> No implementation measures applicable.
Housing	<ul style="list-style-type: none"> Help advance the environmentally responsible development of the “Gainesville Township” property by working with the owners to create/maintain a conservation subdivision strategy while responding to evolving market conditions. Prioritize the development of affordable single-family detached and attached housing that supports a range of household incomes, sizes, and types.
Economic Development	<ul style="list-style-type: none"> Encourage mixed-use components in new residential subdivisions that could provide for small economic development opportunities. Prioritize neighborhood-scale businesses that can serve local residents.
Transportation	<ul style="list-style-type: none"> Prioritize the expansion of pedestrian and bicycle facilities. Construct a trail connection along Mundy Mill Road. Implement Browns Bridge Road access improvements from McEver Road to the city limits. Evaluate the realignment of Old Cornelia Highway to connect with Limestone Parkway at the intersection.
Recreation	<ul style="list-style-type: none"> Ensure that each neighborhood has adequate access to both public and private park and recreation activities.

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Natural Resources	<ul style="list-style-type: none"> Require all new subdivision development to preserve open space using conservation subdivision design strategies. Encourage community access points and shoreline restoration as part of future development on greenfield parcels between Dawsonville Highway and Lake Lanier. Ensure adequate future protection of water resources within the North Oconee water supply watershed protection overlay zone. Ensure the protection of sensitive habitat and wildlife areas.
Intergovernmental Coordination	<ul style="list-style-type: none"> Work with Hall County to determine the costs, benefits and feasibility of annexation or resolution of other fringe growth issues. Work with Hall County to study the housing conditions, pricing, and needs for the unincorporated residential “islands” that exist within the city boundary. Work with Hall County to identify target areas for new housing development and utility extensions.

INSPIRATION IMAGES



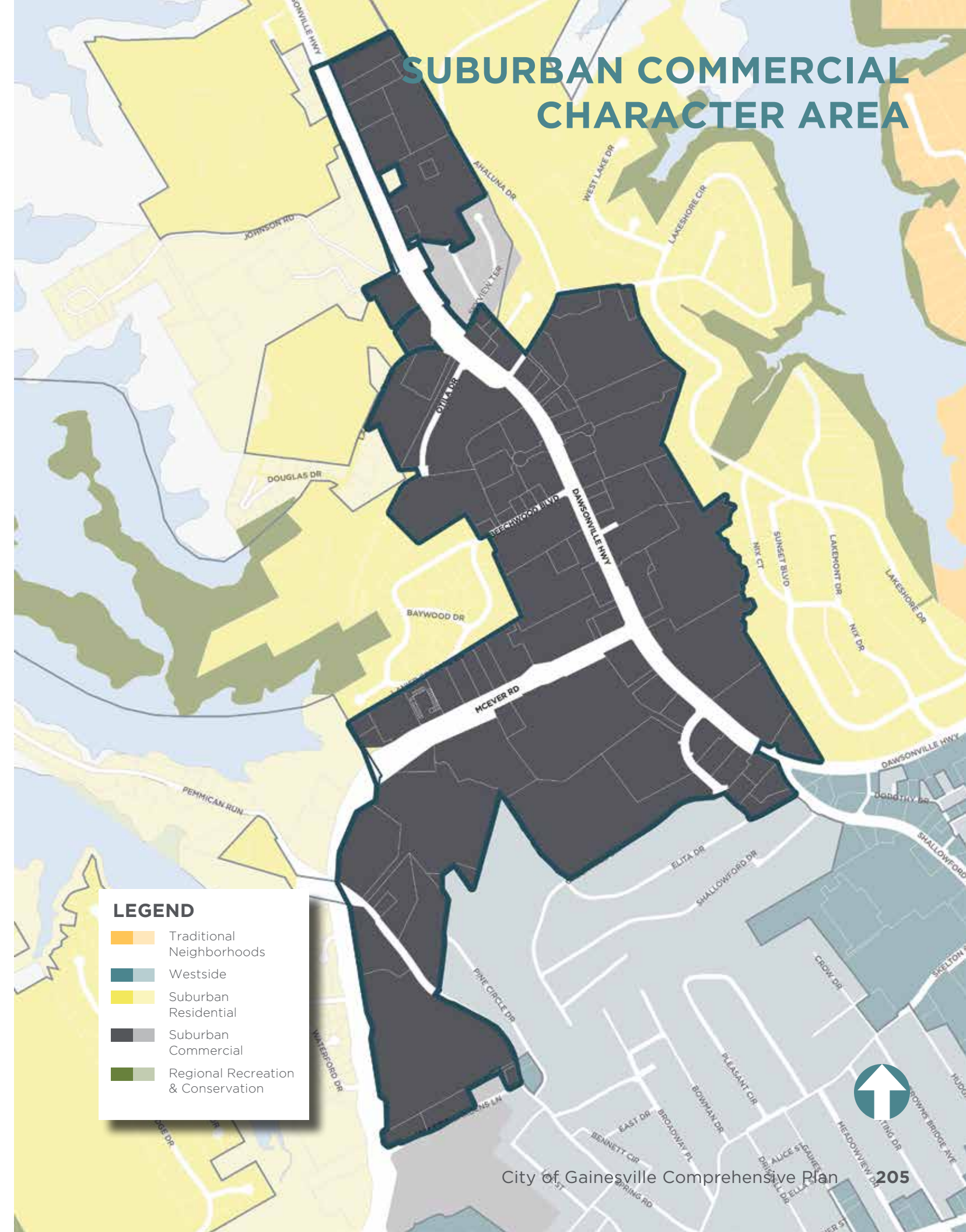
SUBURBAN COMMERCIAL

The character area is focused around the suburban-style strip retail development at the intersection of McEyer Road and Dawsonville Highway and the commercial areas around it. The larger chain stores in the various shopping centers (Kohl's, Home Depot, Best Buy, Michael's, and Publix) attract people from around Gainesville and out into Hall County, making it a retail destination for the metro area. However, this style of auto-oriented development with expansive surface parking is neither attractive nor desired by the community.

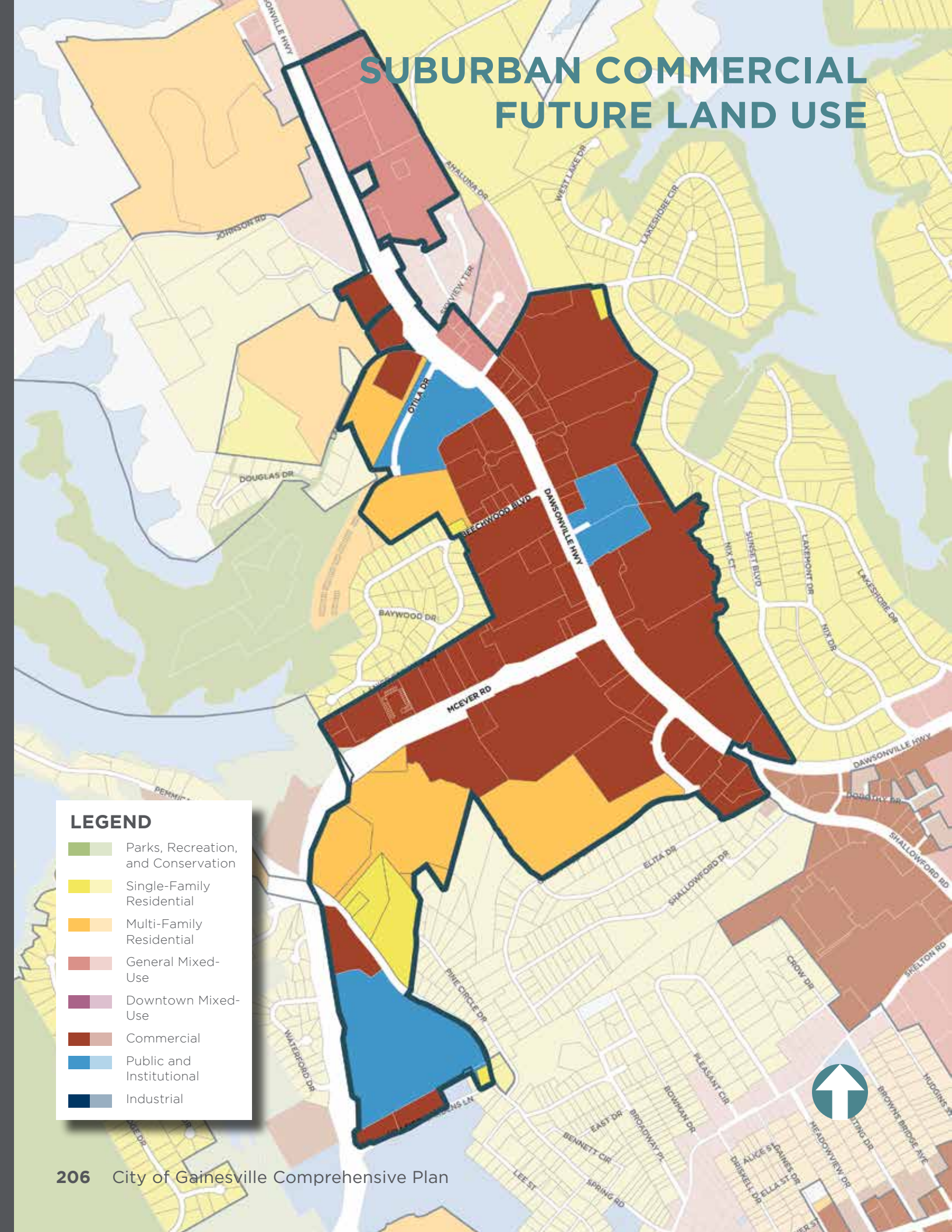
This character area will continue to grow as a regional retail center for the City and Hall County, but it should diversify over time to include higher-density mix of retail, office, services, and employment, with limited multi-family residential. In addition, expanding premium retail could offer a variety of shopping options that are currently not available elsewhere in the city. As it grows, the area may become one of the most prominent commercial corridors in the city and a thriving economic anchor for the northwest side.

Expanding pedestrian and bike connectivity and linking to transit should be a priority for all suburban commercial areas. Commercial development footprints should be minimized using low-impact techniques, although open space preservation is not as essential for this area. Sensitive environmental areas should be avoided by new development and suitable protection should be included. Diversifying the retail mix can encourage consumers to stay in Gainesville, curbing retail "leakage."

SUBURBAN COMMERCIAL CHARACTER AREA



SUBURBAN COMMERCIAL FUTURE LAND USE



LEGEND

- Parks, Recreation, and Conservation
- Single-Family Residential
- Multi-Family Residential
- General Mixed-Use
- Downtown Mixed-Use
- Commercial
- Public and Institutional
- Industrial

COMMUNITY OBJECTIVES CHECKLIST

OBJECTIVES	PRIORITY?
Creating a sense of place	
Redevelopment of blighted areas	
Access to parks and greenspace	
Environmental sustainability	
Housing choice	
Employment opportunities	
Commercial development	
Connectivity	
Historic preservation	
Safety and security	

APPROPRIATE LAND USES & DEVELOPMENT TYPES

- Multi-family residential;
- General mixed-use;
- Commercial (retail and office); and
- Public and institutional

APPROPRIATE ZONING DISTRICTS

- R-II Residential
- O-I Office-Institutional
- G-B General Business
- R-B Regional Business
- PUD Planned Unit Development

SUBURBAN COMMERCIAL IMPLEMENTATION MEASURES

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Land Use	<ul style="list-style-type: none"> Consider long-term mixed-use zoning for commercial areas to encourage high-quality multi-family housing development where appropriate. Consider the placement of street-facing liner buildings on existing parking lots.
Community Facilities & Services	<ul style="list-style-type: none"> No implementation measures applicable.
Historic & Cultural Facilities	<ul style="list-style-type: none"> No implementation measures applicable.
Housing	<ul style="list-style-type: none"> Integrate mixed-use/multi-family housing development in the area, where appropriate.
Economic Development	<ul style="list-style-type: none"> Take advantage of the proximity of Lanier Point Park and the potential to diversify and market the area as a destination. Diversify retail mix to encourage residents to shop in Gainesville and minimize “leakage” to surrounding communities. Create higher intensity commercial areas to increase future job opportunities.
Transportation	<ul style="list-style-type: none"> Pursue and create opportunities to make the area more accessible to pedestrians and cyclists. Pursue interparcel connectivity where possible. Create alternative connector route between McEver Road and Dawsonville Highway and Green Hill Circle corridor. Expand Dawsonville Highway to three lanes in each direction between Shallowford Road and Ahaluna Drive.
Natural Resources	<ul style="list-style-type: none"> Maintain adequate buffers around development to protect watersheds and sensitive environment. Minimize impact of commercial development using green infrastructure as necessary.
Recreation	<ul style="list-style-type: none"> No implementation measures applicable.
Intergovernmental Coordination	<ul style="list-style-type: none"> No implementation measures applicable.

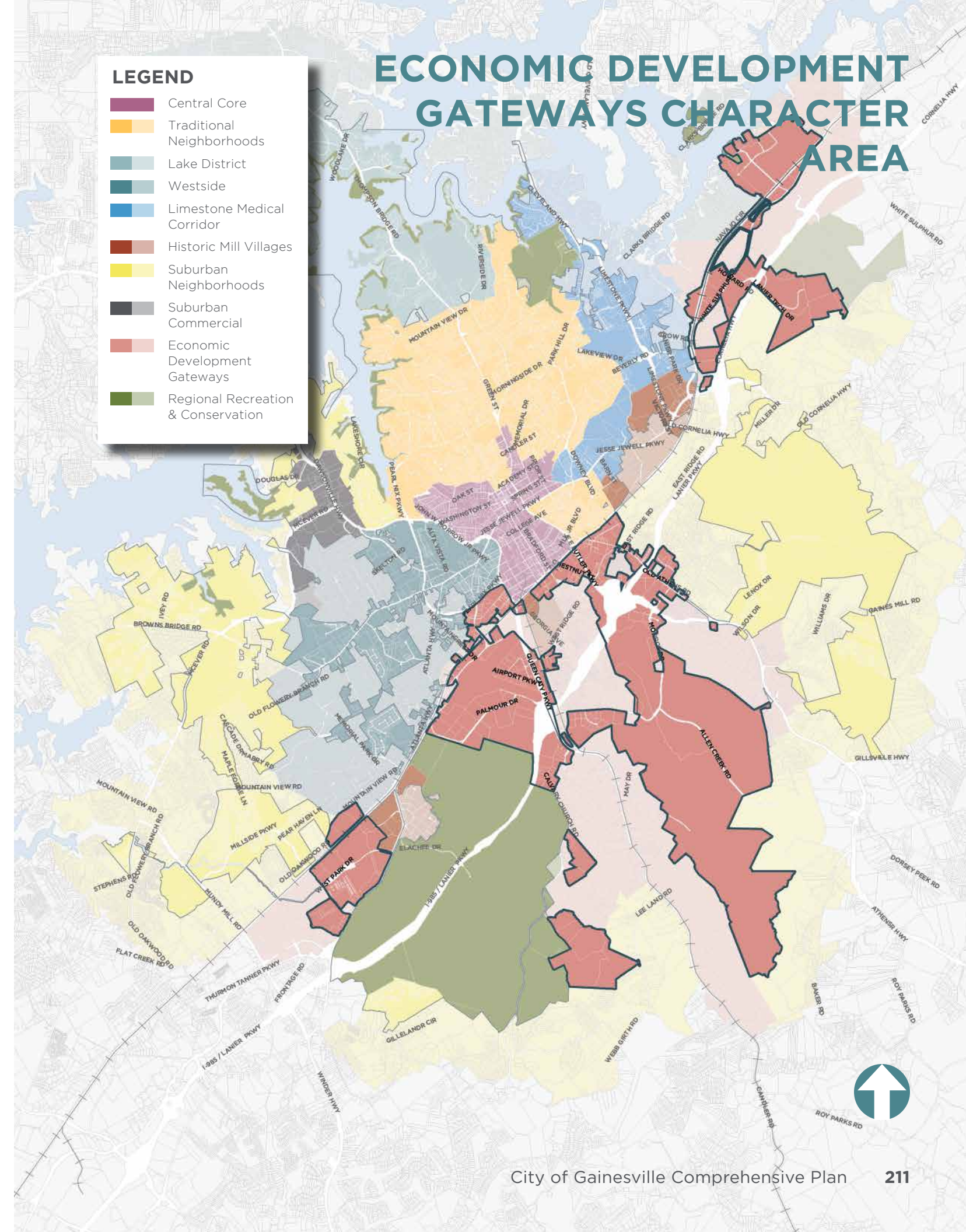
INSPIRATION IMAGES



ECONOMIC DEVELOPMENT GATEWAYS

This character area represents the industrial, warehousing, and other commercial areas that parallel the I-985 and Norfolk-Southern railroad corridor. It includes existing business parks and areas identified for future industrial or office park development, such as Industrial Park North, Industrial Park South, Airport Industrial Park, Industrial Park West, Gainesville Business Park, and the new 1,300-acre 85 Business Park. Because many of these industrial and business parks and facilities were built over the last 40 to 50 years, they exhibit modern building conventions such as single-story large footprint buildings, extensive parking and loading areas, and reliance on truck transportation. Common site design patterns include campus-style master plans or subdivision developments with low-rise office or office-warehouse buildings. They also are highly visible to motorists entering the city from the south and east and act as gateways to Gainesville. This area also has large, forested tracts of natural land and coexists with recreation and conservation landmarks like the Allen Creek Soccer Complex, the Elachee Nature Science Center, and the Chicopee Woods Agricultural Center. It reaches to the Athens Street corridor, which was once a primary entry to the city from the south but has since struggled with disinvestment and creeping blight. It has been the subject of recent revitalization planning efforts.

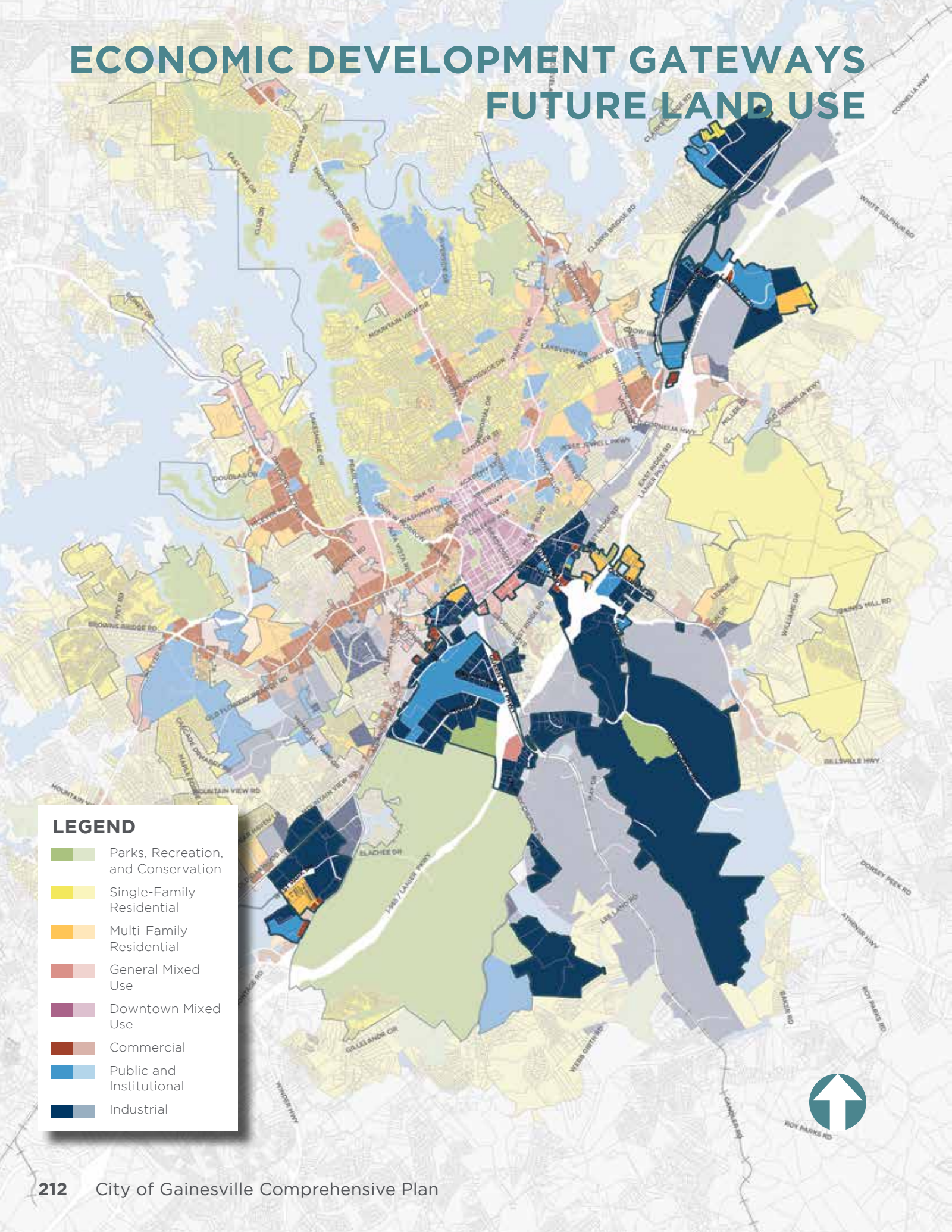
The primary vision for the area is to continue to support economic development, while preserving and strengthening important natural and cultural resources. Other goals include creating gateways for visitors entering the city from I-985, supporting the revitalization of the Athens Street corridor, and creating better connections to the Downtown and Midland areas. Green design and sustainability standards should be considered in future modifications to site development regulations. Most of Gainesville's future economic growth could be accommodated in the gateway areas. Business attraction should be tailored to the skills of Gainesville's diverse population as well as long-term economic sustainability. Maximizing employment options for local residents should be considered in evaluating incentives for new businesses. These gateways are not going to be considered as infill development sites compared to other areas of the city. Expanding pedestrian, bike, and transit mobility options should be a priority for all gateway areas. The character area could play a role in an emerging high-tech and green business identity for the region. It should be a requirement to preserve open space preservation in all new industrial or business development, using low-impact design strategies. Aesthetically improving gateways can also give this area a competitive advantage and "brand" in attracting new industry and jobs. Cooperation with Hall County and the Greater Hall Chamber of Commerce will be essential to realizing the character area's potential.



ECONOMIC DEVELOPMENT GATEWAYS FUTURE LAND USE

LEGEND

- Parks, Recreation, and Conservation
- Single-Family Residential
- Multi-Family Residential
- General Mixed-Use
- Downtown Mixed-Use
- Commercial
- Public and Institutional
- Industrial



COMMUNITY OBJECTIVES CHECKLIST

OBJECTIVES	PRIORITY?
Creating a sense of place	
Redevelopment of blighted areas	
Access to parks and greenspace	
Environmental sustainability	
Housing choice	
Employment opportunities	
Commercial development	
Connectivity	
Historic preservation	
Safety and security	

APPROPRIATE LAND USES & DEVELOPMENT TYPES

- Parks and recreation;
- Limited multi-family residential
- General mixed-use;
- Commercial (retail and office);
- Industrial; and
- Public and institutional

APPROPRIATE ZONING DISTRICTS

- O-I Office-Institutional
- G-B General Business
- R-B Regional Business
- L-I Light Industrial
- H-I Heavy Industrial
- PUD Planned Unit Development

ECONOMIC DEVELOPMENT GATEWAYS IMPLEMENTATION MEASURES

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Land Use	<ul style="list-style-type: none"> • Work with property owners to rezone parcels along Fullenwider Road to allow commercial and industrial uses • Explore creating an overlay for new business or industrial park development that encourages green design and sustainability.
Community Facilities & Services	<ul style="list-style-type: none"> • Improve Lanier Tech accessibility and evaluate alternate connections.
Historic & Cultural Facilities	<ul style="list-style-type: none"> • No implementation measures applicable.
Housing	<ul style="list-style-type: none"> • Work with the local community on housing revitalization strategies for distressed residential neighborhoods in the area, including the Athens Street and West Ridge Road corridors.
Economic Development	<ul style="list-style-type: none"> • Establish an opportunity zone for all or portions of the character area as an incentive for new business investment. • Continue to work with Hall County and the Greater Hall Chamber of Commerce to promote economic development, including rapid turnkey construction as an incentive. • Attract businesses that are tailored to the skills of Gainesville’s diverse population as well as long-term economic sustainability. • Continue to utilize Lanier Tech as a resource for employers and potential employees.
Transportation	<ul style="list-style-type: none"> • Work with the Gainesville-Hall MPO to prioritize capacity improvements to Candler Road to support business and industrial park development. • Improve Fullenwider Road to provide suitable vehicular access to future commercial / industrial sites. • Expand pedestrian and bicycle facilities where needed within industrial parks. • Construct a multi-use trail connection from the Gainesville Mill redevelopment to connect the Midland Greenway to the existing trail along Marler Street.

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Natural Resources	<ul style="list-style-type: none"> • Minimize impact of commercial and industrial development using green infrastructure as necessary.
Recreation	<ul style="list-style-type: none"> • Determine the feasibility of added conservation areas in the undeveloped forest land around the Allen Creek Soccer Complex.
Intergovernmental Coordination	<ul style="list-style-type: none"> • Continue to work with Hall County and the Greater Hall Chamber of Commerce on economic development and industrial attraction.

INSPIRATION IMAGES

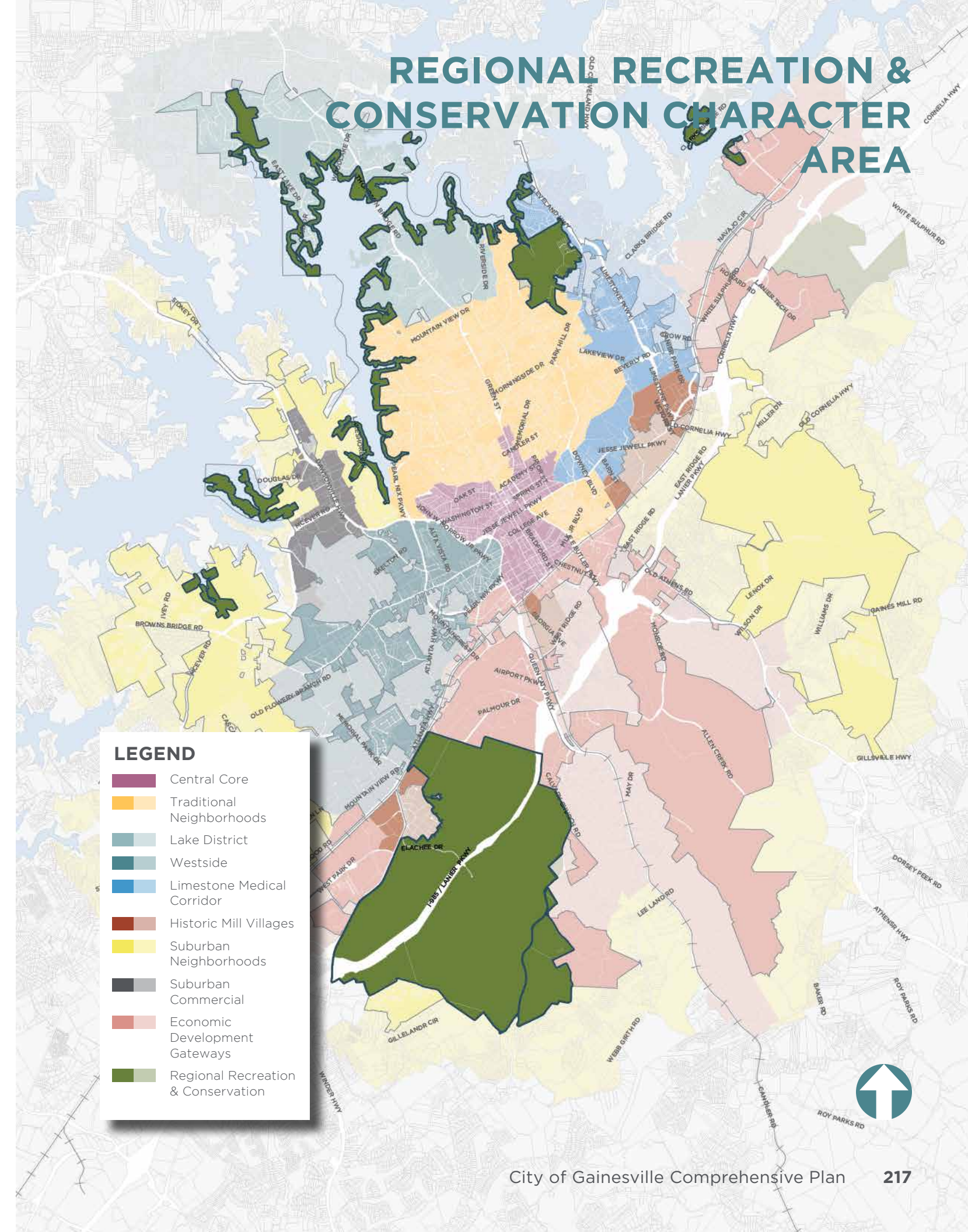


REGIONAL RECREATION & CONSERVATION

This character area encompasses the properties of the Olympic Rowing Venue, Chicopee Woods Nature Preserve, the Chicopee Woods Golf Course, the Chicopee Woods Agricultural Center, and the Elachee Nature Science Center as well as the Atlanta Botanical Gardens and some county lands around the city limits. With the exception of the golf course and agricultural center, the Chicopee-Elachee reservation is a unified patch of greenspace on the southern fringe of the city, providing environmental benefits as well as cultural and educational amenities for residents and visitors throughout the region. The Atlanta Botanical Gardens is a similar, smaller natural amenity northeast of Park Hill Drive. Chicopee Woods encompasses a sizable valley that straddles I-985 and abuts the Atlanta Highway Corridor. It acts as a partial buffer or boundary for Gainesville's urban form and the eastern edge of Oakwood at Poplar Springs Road. The nature center, agricultural center, and the golf course are destinations that drive tourism, and the City and County support these facilities as premier benefits to the community.

The overarching vision of this area is the preservation and expansion of these areas as green relief to Gainesville's growth. Given that conservation sites generally are not suitable for development due to steep slopes, floodplains, wetlands, watersheds, wildlife management areas, and other environmental sensitivity, most of these lands are or should be placed into formal protective, conservation covenants and preserved into the future. Limited development of facilities necessary for public use (interpretive centers, maintenance facilities, trails etc.) is appropriate if done in a way so as not to impact the sites' ecology. Multiple ways of accessing recreational and conservation areas should be provided, though circulation systems should continue to be minimized internally. Environmental sustainability, especially for sensitive habitats and endangered species, is also a fundamental objective. Future population growth should be directed away from conservation and regional recreation areas. Regional cooperation and partnership are critical to expanding conservation and recreation amenities.

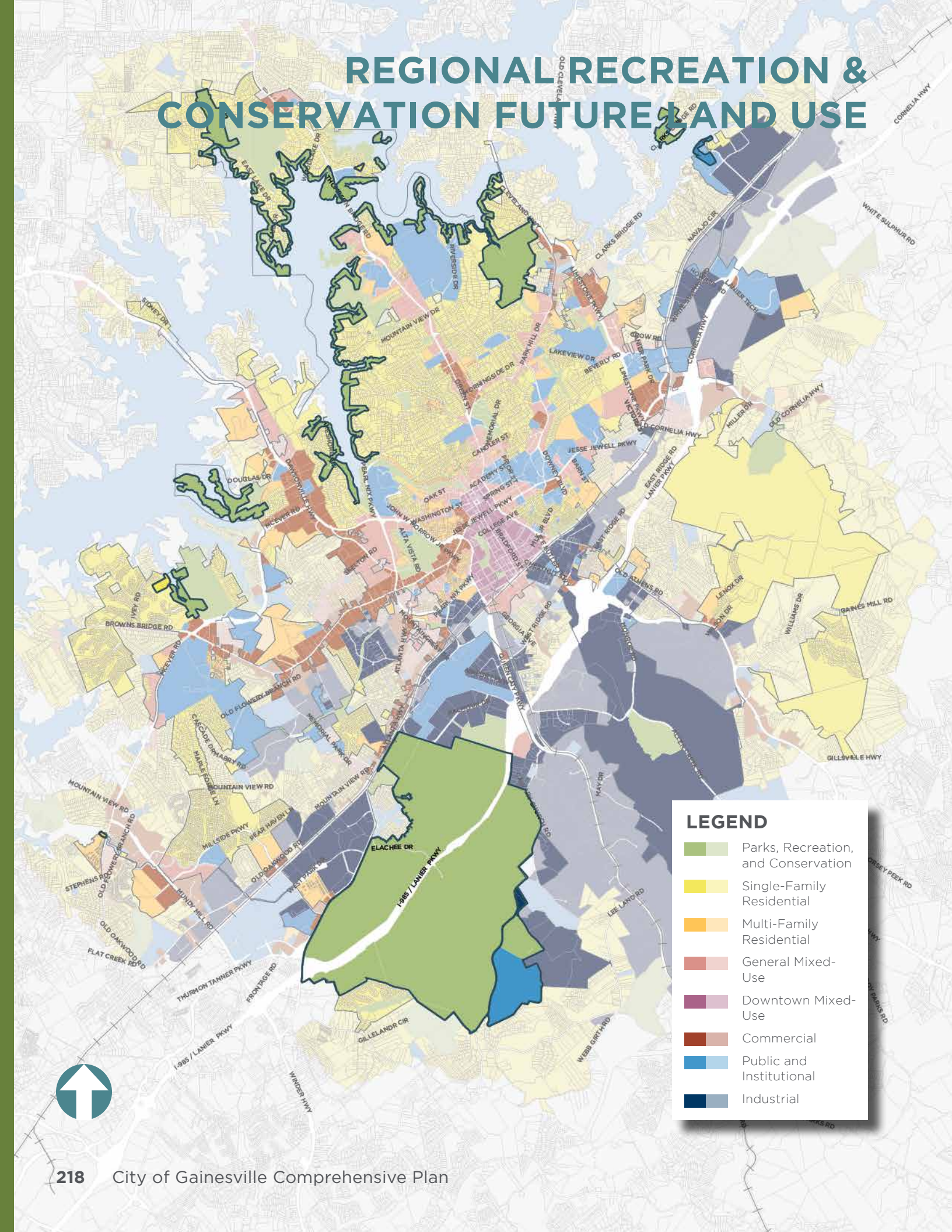
REGIONAL RECREATION & CONSERVATION CHARACTER AREA



LEGEND

- Central Core
- Traditional Neighborhoods
- Lake District
- Westside
- Limestone Medical Corridor
- Historic Mill Villages
- Suburban Neighborhoods
- Suburban Commercial
- Economic Development Gateways
- Regional Recreation & Conservation

REGIONAL RECREATION & CONSERVATION FUTURE LAND USE



LEGEND

- Parks, Recreation, and Conservation
- Single-Family Residential
- Multi-Family Residential
- General Mixed-Use
- Downtown Mixed-Use
- Commercial
- Public and Institutional
- Industrial

COMMUNITY OBJECTIVES CHECKLIST

OBJECTIVES	PRIORITY?
Creating a sense of place	
Redevelopment of blighted areas	
Access to parks and greenspace	
Environmental sustainability	
Housing choice	
Employment opportunities	
Commercial development	
Connectivity	
Historic preservation	
Safety and security	

APPROPRIATE LAND USES & DEVELOPMENT TYPES

- Parks and recreation; and
- Public and institutional

APPROPRIATE ZONING DISTRICTS

- All zoning districts that allow the uses listed to the left are appropriate.

REGIONAL RECREATION & CONSERVATION IMPLEMENTATION MEASURES

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Land Use	<ul style="list-style-type: none"> • Direct new development away from these areas. • Explore the feasibility for additional conservation land by targeted expansion into adjacent areas such as the forested land around the Allen Creek Soccer Complex, or by dedications as part of future developments like the Sussex property.
Community Facilities & Services	<ul style="list-style-type: none"> • Continue to support the Elachee Nature Science Center, the Chicopee Woods Agricultural Center, and the Atlanta Botanical Gardens as community educational resources.

REGIONAL RECREATION & CONSERVATION IMPLEMENTATION MEASURES (CON'T)

PLANNING ELEMENT	IMPLEMENTATION MEASURES
Historic & Cultural Facilities	<ul style="list-style-type: none"> Continue to recognize the Elachee Nature Science Center as a notable example of local architecture and design excellence. Preserve and improve the Olympic Rowing venue as the only remaining fully-intact venue from the 1996 Olympics.
Housing	<ul style="list-style-type: none"> No implementation measures applicable.
Economic Development	<ul style="list-style-type: none"> Continue to market and support the Olympic Rowing Venue, Elachee Nature Science Center, the Chicopee Woods Agricultural Center, and the Atlanta Botanical Gardens as regional destinations to bolster local tourism. Where possible, increase public access to natural areas. Study the feasibility of creating a gateway to the Atlanta Botanical Gardens at or near the Limestone Parkway/ Cleveland Highway intersection. Undertake a regional marketing campaign for the Olympic Rowing Center as a world-class destination.
Transportation	<ul style="list-style-type: none"> Encourage the creation of accessible pedestrian and bicycle connections to recreational and conservation areas. Work with the Gainesville-Hall MPO to ensure that any road improvements within these areas is done with appropriate design and controls to protect the adjacent conservation areas.
Natural Resources	<ul style="list-style-type: none"> Preserve sensitive habitats and endangered species.
Recreation	<ul style="list-style-type: none"> Evaluate the potential for a new regional park in the Lanier Parkway corridor, possibly as part of conservation land around the Howard Road Industrial Park, to take advantage of the Walters Family YMCA.
Intergovernmental Coordination	<ul style="list-style-type: none"> Continue to partner with Hall County on creating new conservation land and maintenance of shared facilities. Partner with Hall County to determine a long-term sustainability plan for the Chicopee Agricultural Center.

INSPIRATION IMAGES



COMMUNITY FACILITIES & SERVICES

NEEDS & OPPORTUNITIES

The following list of needs and opportunities are a culmination of those identified through the GMRC's existing conditions report, those identified in previous planning efforts, surveys, public workshops, and observations by the consultants. Some of these needs and opportunities were carried over from the previous comprehensive plan update.

- There is a need to adjust the programming of future community facilities and services to address the increasing aging population.
- Utility improvements and infrastructure are needed within some of the fringe areas to facilitate infill development. A new treatment plant on Cedar Creek reservoir is needed.
- New open spaces, like neighborhood parks, are needed in selected

locations. Additional property needs to be acquired for greenway connections and extensions.

- Additional improvements are needed at Allen Creek soccer complex. There is potential for a new regional park in the Lanier Parkway corridor.
- As inevitable population growth continues, new sites are needed for the City's school system to expand.
- Neighborhood street lighting in some areas needs to be studied and improvements made (upgraded LED street lights were installed in 2016).
- The solid waste transfer station needs to be relocated to a more compatible location.
- There is an opportunity to improve gateways into the city, in particular Atlanta Highway and I-985.

GOAL & STRATEGIES

GOAL: PLAN CITY FACILITIES AND SERVICES TO KEEP PACE WITH POPULATION AND EMPLOYMENT GROWTH, AS WELL AS SAFETY AND SECURITY NEEDS.

STRATEGIES

- Assure that required streets, utilities, and other facilities and services to serve new land developments are in conformance with public improvement plans of the City.
- Monitor and comply with water quality standards and be responsive to citizen complaints regarding water quality.
- Operate, maintain, expand, and replace components of the wastewater system to assure uninterrupted wastewater collection and transportation, and adequate waste processing treatment and proper disposal or reuse of reclaimed waters and of waste treatment by-products.
- Consider the extension of sanitary sewer to housing in the city that is not yet connected to the city's sanitary sewer system, if costs are reasonable and can be equitably distributed.
- Maintain satisfactory municipal capability for stormwater management services, consistent with the City's needs and those identified by the Metropolitan North Georgia Water Planning District.
- Ensure that the law enforcement agency has adequate personnel, equipment, and training to uphold short response times and promote crime prevention strategies.
- Continue to support operations of resources such as the senior center, Meals on Wheels, and the Community Service Center.
- Support expansion efforts of police and fire stations.
- Maintain the City's current Insurance Services Office rating (ISO 1).

HISTORIC & CULTURAL RESOURCES

NEEDS & OPPORTUNITIES

The following list of needs and opportunities are a culmination of those identified through the GMRC's existing conditions report, those identified in previous planning efforts, surveys, public workshops, and observations by the consultants. Some of these needs and opportunities were carried over from the previous comprehensive plan update.

- New historic districts and local landmark designations may be needed for unprotected historic resources in the city.
- Historic Preservation Design Guidelines should be evaluated to ensure that they still offer flexibility for property owners and protection

for the City. Doing so will ensure that the guidelines do not create an unnecessary burden or economic hardship for any applicant with a Certificate of Appropriateness (COA) and allow the HPC to determine if any COA requests can be better handled at an administrative level. This may include identifying common low-impact, reversible renovation or restoration requests that City planning staff can manage on their own for expediency.

- The benefits of historic preservation, local designation, and incentives tied to National Register listing should be promoted as assets so that the public understands that their local history, heritage, and culture can be protected through such measures along with the HPC and design guidelines.



The historic Piedmont Hotel, originally constructed in 1873.

GOAL & STRATEGIES

GOAL: PROTECT AND PROMOTE HISTORIC, ARCHAEOLOGICAL, AND CULTURAL RESOURCES IN THE CITY.

STRATEGIES

- Promote benefits for historic preservation.
- Review and update the Historic Preservation Manual and Design Guidelines (last updated in 2013) to ensure the guidelines are flexible and do not cause economic hardship.
- Update the 2007-2011 Historic Resources Survey to document historic and potentially-historic resources constructed since 1972.
- Continue to maintain City-owned cultural resources.
- Collaborate with Hall County and other organizations to maintain cultural resources located in the City.



The Miller-Banks House, built in 1912, an example of Greek Revival / Neoclassical architecture along Historic Green Street

HOUSING

NEEDS & OPPORTUNITIES

The following list of needs and opportunities are a culmination of those identified through the GMRC's existing conditions report, those identified in previous planning efforts, surveys, public workshops, and observations by the consultants. Some of these needs and opportunities were carried over from the previous comprehensive plan update.

- While new senior housing has been developed, more is needed as the senior population continues to increase due to Gainesville's proximity to Atlanta, medical care, and quality of life.
- There is little to no current inventory of vacant land available for housing or infill development (vacant residential land is primarily located within existing planned unit developments).
- There is a need for additional models and alternatives of urban housing as the city grows. Incentives are needed to encourage (or facilitate) developments comprised of a mixture of dwelling types with different price points. Residential uses can be allowed by right in certain nonresidential districts to encourage mixed uses and neo-traditional developments with ranges of housing types. There also is an opportunity to pursue density bonuses in exchange for a mixture of housing types and price ranges within individual developments. Additional residential zoning districts should be created to provide for more housing density options while maintaining quality development.

- There is an opportunity to pursue strategies for public-private partnerships for catalyst mixed-use residential projects in Downtown and Midland.
- There is a need to increase affordability, particularly for lower-earning families, and entry-level ownership opportunities as well as mixed-income rental housing in the City.
- Given evolutions in housing models and issues, the City should consider annual reports that highlight recent trends and cited issues. The development of this document should involve input from local housing industry stakeholders, should be designed for public consumption, and should track how housing costs compare with local wages across multiple industries to monitor affordability. This could then be used to inform any needed changes in policy, as well as a guide for how to work with developers in promoting the development of needed housing types.
- Update neighborhood surveys and assessments to identify future GICH, housing tax credit projects, and other housing revitalization efforts.
- There may be an opportunity to incentivize historic homes as a great starter home for those seeking to expand housing availability and achieve affordability for the City's community workforce.
- The Gainesville Nonprofit Development Foundation has needs for extending sewer lines in the Ventura subdivision/ Royal Way constructing a street network, and connecting to the water main at Wood Avenue to enable development of its 3.5 acre tract in that vicinity.

GOAL & STRATEGIES

GOAL: ENCOURAGE AND SUPPORT THE DEVELOPMENT OF HOUSING THAT CAN ACCOMMODATE A WIDE RANGE OF HOUSING NEEDS, INCOMES, AGES, HOUSEHOLD TYPES, AND LIFESTYLES.

STRATEGIES

- Undertake necessary studies and implementing actions to expand availability of a full range of housing at all levels of affordability, including units for lower-income earners and entry-level homeowners as well as homes for higher-wage earners.
- Conducting a Housing Needs Assessment would create a comprehensive report of current conditions and needs in Gainesville, and give community leaders the foundation of a strategic plan for addressing those needs.
- Provide a range of housing size, cost, and density to make it possible for a significant number of people who work in the community to live in the community, as well as addressing the shortage of "missing middle" housing.
- Collect and monitor any additional available data on special housing needs in the City in order to review and revise the development code as appropriate to address special housing needs and opportunities, like elderly housing and accessory dwelling units.
- Remove any unnecessary impediments to housing affordability. Affordable housing is appropriate where its design has been fully reviewed and evaluated according to



Ribbon-cutting ceremony for the Davis Street Cottages, part of the affordable housing options that the City is supporting in Midland (Source: Scott Rogers / Gainesville Times)

standards designed to ensure long-term sustainability of high quality and stable value.

- Improve the quality of residential development to maintain community character and ensure stable long-term property values and neighborhoods.
- Support continued efforts to preserve historic and intown neighborhoods and ensure compatible infill development.
- Produce and maintain an inventory of vacant and developable land available for infill housing development.
- Identify mechanisms and programs to eliminate substandard or dilapidated housing, and aggressively pursue building and housing code enforcement to prevent neighborhood deterioration.
- Work with and support the neighborhood housing preservation programs of the Gainesville Nonprofit Development Foundation, Inc. and Gainesville-Hall Neighborhood Revitalization, Inc.
- Study the feasibility of density bonuses in exchange for a mixture of housing types (and price ranges) within single developments. Consider and if appropriate implement incentives to construct developments comprised of a mixture of dwelling types within different price points.
- Encourage “life-cycle” or “mixed generation” communities that provide for persons of different age groups (including seniors) to live in the same community as they age.
- Where allowed by zoning regulations, encourage developments that mix different types of housing units (detached single-family, townhomes, duplex, quadraplex, etc.) on the same site or within the same development.
- Consider and, if appropriate, establish additional residential zoning districts to better address density and compatibility within residential districts.

WHAT IS NATURALLY-OCCURRING AFFORDABLE HOUSING?

Naturally Occurring Affordable Housing (known informally as “NOAHs”) are residential rental properties that maintain low rents without federal subsidy. It is the most common form of affordable units in the United States.

NOAHs are typically Class B and Class C rental buildings, complexes, or detached housing that have been built between 1940 and 1990. Rents are lower-ranging, generally between \$550 and \$1,200, depending on the location and the quality of the unit. These housing units are affordable to most low- and moderate-income households (those that earn between 30-80% of the median household income). NOAH units are the housing at greatest risk of being lost due to market speculation and upgrades that result in higher rents and lost affordability.

While upgrading poorer quality units often is desired and can boost community development, it is important to maintain a healthy inventory of naturally affordable units.

WHAT IS MISSING MIDDLE HOUSING? HOW DOES IT RELATE TO HOUSING AFFORDABILITY?

A strategy to increase affordable housing stock is the provision of what is called “missing middle housing.” In many cities across the nation, most of the housing stock is comprised of mostly single-family houses and large multi-family buildings, which do not fit some people’s needs as they relate to size, accessibility, and cost. This strategy promotes varied housing options that exist along a spectrum of sizes that can fit seamlessly in existing residential neighborhoods.

There are many types of housing that fall under this:

- Cottage courts
- Townhomes
- Duplexes (two units) and triplexes (three units), with units either stacked or placed side-by-side
- Multiplexes (More than four units), with units either stacked or placed side-by-side
- Courtyard apartments
- Live/work units
- Accessory dwelling units (ADUs)

These units either can be rented or owner-occupied, which make them flexible to changing markets.



A diagram that demonstrates missing middle housing (Source: Opticos Design / missingmiddlehousing.com)

WHAT ARE SOME STRATEGIES FOR AFFORDABLE HOUSING?

The City of Gainesville has multiple tools already in place that help create more affordable housing, and there are others that can be employed as well. These are summarized below.

EXISTING

- For FY 2022, the City was allocated almost \$500,000 in Community Development Block Grant (CDBG) funding.
- Almost \$620,000 in revenues are anticipated in the FY 2022 budget from the two Tax Allocation Districts in Gainesville.
- The Gainesville-Hall County Land Bank, to which the City contributed General Fund dollars as seed money at its inception, was established in 2018 to acquire, renovate, and sell vacant, dilapidated, tax-delinquent properties to address such priorities as the elimination of slum and blight and the creation of quality, affordable housing for the community workforce.

POTENTIAL

- A “by right” property tax abatement for certain types of multi-family and mixed-income developments that meet specific criteria set forth by the City would be a near-term incentive to increase housing development at various affordability levels.
- A Community Land Trust, such as what has been established in the City of Atlanta, can acquire, build, and own homes that are sold to residents, who then are able to resell and collect equity pursuant to certain rules. The Community Land Trust model maintains affordability into perpetuity.
- A full Housing Needs Assessment would create a comprehensive report of current conditions and needs in Gainesville and would provide community leaders the foundation upon which to develop a non-CDBG/HUD strategic plan for addressing those needs.

GOAL: CARRY OUT THE 2019-2023 CONSOLIDATED PLAN.

STRATEGIES

- **Expand Housing Affordability:**
 - Support the development of affordable rental and owned housing at affordability levels for lower-income earners and entry-level homeowners, including projects located near employment and transportation.
 - Expand the useful life of existing affordable housing through rehabilitation, repair, or weatherization programs.
 - Provide homeownership opportunities for households through down-payment or closing cost assistance.
- **Infrastructure and Public Facility Improvements:**
 - Provide safe neighborhoods, public facilities, recreational and cultural opportunities which meet both safety and health regulations for citizens of all ages and socioeconomic backgrounds.
 - Improve public infrastructure, increase public safety, residential desirability and quality of life in low- and moderate-income neighborhoods.
 - Assist community service organizations in improving their physical structures to ensure they are sufficient in size, accessible, safe and meet the organization’s service goals.
 - Infrastructure improvements including but not limited to sidewalks, roadway, park, and water and sewer replacement or expansion.
- **Neighborhood Revitalization:**
 - Non-housing community development activities that eliminate blight, including code enforcement, demolition, acquisition, and redevelopment.
 - Through property acquisition, increase greenspace, improve housing affordability, or encourage economic development.
- **Economic Development, Public Services and Fair Housing:**
 - Support business development to create new employment opportunities for low- and moderate-income workers.
 - Seek opportunities to expand residents’ access to groceries and fresh food.
 - Provide job training assistance to help residents access employment opportunities.
 - Fund community services such as youth-focused activities, programming for seniors, services for people experiencing homelessness, employment training, housing counseling, transportation assistance, fair housing education and enforcement, legal services, and others.
 - Provide fair housing education activities to residents, housing providers, and local agencies in English and Spanish, either in-house or through an award to a local organization.
 - Reduce the threat of pending homelessness. This includes helping homeless persons (especially chronically homeless individuals and families).
 - Funding for performance of administrative, implementation, and planning requirements of the CDBG program.

NEEDS & OPPORTUNITIES

The following list of needs and opportunities are a culmination of those identified through the GMRC’s existing conditions report, those identified in previous planning efforts, surveys, public workshops, and observations by the consultants. Some of these needs and opportunities were carried over from the previous comprehensive plan update.

- There are job opportunities in the city, particularly for skilled labor. There is a need for knowledge workers to serve expanding hospital and other medical facilities. Greater emphasis could be placed on attracting businesses that could employ local graduates.
- There is an opportunity to market the city’s intown neighborhoods as a way of attracting knowledge workers and entrepreneurs.
- There is a need to nationally market the Lake Lanier Olympic Center as a world-class destination for rowing.
- There is a need to further promote and market the presence of locally-owned/family-owned businesses and to encourage small business investment/entrepreneurship.
- There is a need to balance economic development strategies to include professional/service-oriented economic development while supporting manufacturing.
- New commercial developments in Hall County and other parts of Gainesville may threaten the future vitality of retail opportunities at Lakeshore Mall and the surrounding retail

area. There is a need to reposition or redevelop Lakeshore Mall and adjacent strip retail centers to improve competitiveness.

- Vacant land in Gainesville presents numerous opportunities for both residential and nonresidential development. Industrial development opportunities are available within the city’s industrial parks and in the Midland area.
- Redevelopment in Midland is constrained by high prices and difficulties in assembling land.
- There is an opportunity to capitalize on heritage tourism to enhance the city’s tourism industry, including undertaking events programming and further marketing of the city’s historic resources.
- There are also opportunities for new business development via rehabilitation and reuse of historic mill villages.
- The City should continue to utilize business investment incentives such as the tax allocation district.
- There is a need to expand existing incentives for economic development, particularly those related to the redevelopment of greyfields.
- There is an opportunity to pursue “rapid turnkey construction” in designated areas as an incentive for additional light industrial and business development.
- The Featherbone Community learning center needs continued support.

GOAL & STRATEGIES

GOAL: CREATE AN ENVIRONMENT IN WHICH THERE ARE OPPORTUNITIES FOR ECONOMIC ADVANCEMENT FOR CITIZENS ACROSS ALL INCOME LEVELS.

STRATEGIES

- Create quality housing as a foundation for economic advancement.
- Promote and enhance the City of Gainesville as the commercial and service center for Hall County and the Georgia Mountains region.
- Encourage the development and expansion of businesses and industries within Gainesville that are suitable in terms of job skills required, linkages to other economic activities in the city or region, has minimal impact on the area’s resources, and promises prospects for creation of higher-skill jobs.
- Maintain a diverse economy in the city to ensure it does not rely too heavily on any one employment sector or industry.
- Plan for expanded infrastructure (water, sanitary sewer, roads, drainage facilities, broadband, etc.) as needed to accommodate future office, commercial, and light industrial development.
- Encourage the revitalization and redevelopment of blighted areas and gateway areas.
- Emphasize education opportunities for all age and income/skill levels.
- Recognize the importance of healthcare industry in region, and work to retain and expands those jobs.
- Focus on the Lakeshore Mall area as a quality, mixed-use economic anchor.
- Promote diverse and locally-owned retailers and entrepreneurship.
- Encourage clean industry, and work with private partners to encourage cleaning up existing industry.
- Foster a high quality of life that is attractive to knowledge-economy employers.

NEEDS & OPPORTUNITIES

No needs or opportunities related to broadband were identified.

GOAL & STRATEGIES

GOAL: ENSURE THAT GAINESVILLE RESIDENTS AND EMPLOYERS HAVE ACCESS TO ROBUST BROADBAND SERVICE AND THE MEANS AND SKILLS TO SUBSCRIBE TO SERVICES.

STRATEGIES

- Expand broadband infrastructure and services to underserved areas.
- Increase economic, educational, and social opportunities for residents and employers through broadband service expansion.
- Promote and deploy services with strong download and upload speeds.



NEEDS & OPPORTUNITIES

The following list of needs and opportunities are a culmination of those identified through the GMRC's existing conditions report, those identified in previous planning efforts, surveys, public workshops, and observations by the consultants. Some of these needs and opportunities were carried over from the previous comprehensive plan update.

- There is increasing congestion on major corridors, especially Jesse Jewell Parkway, E. E. Butler Parkway, Green Street, Dawsonville Highway and McEver Road. Peak-hour level-of-service is failing along certain arterial streets, due in part to conflicts between through traffic and local traffic. Special emphasis on congestion mitigation is needed.
- There is a need to better serve pedestrians and promote walking as a form of transportation. Pedestrian safety improvements are needed for the central core and neighboring areas.
- There is potential to provide "complete street" corridors on key arterial streets in the city.
- There is a need throughout the city to improve connectivity. One especially important need is a connection between Thompson Bridge Road and Dawsonville Highway.
- Traffic calming is needed for certain neighborhoods.
- Local transit services is more limited than desired and is also underutilized. There is an opportunity to consider future commuter/high-speed rail.
- Truck loading and deliveries may be negatively impacting downtown parking.
- Capacity improvements are needed to Candler Road to support business/industrial park development.
- If Atlanta Highway is ever widened, appropriate design is needed to protect adjacent conservation lands.
- Lee Gilmer Airport continues to be a strong amenity for business recruitment and development, and has potential for commercial passenger service.

GOALS & STRATEGIES

GOAL: EFFICIENTLY AND SAFELY MOVE TRAFFIC AND PEOPLE THROUGH AND AROUND THE CITY.

STRATEGIES

- Focus on improving the operation of key intersections and critical road sections.
- Enhance safety for users of all travel modes, including automobile, pedestrians, bicyclists, and transit riders.
- Increase connectivity of the roadways, as well as the trail and sidewalk network to encourage pedestrian and bicycle mobility.
- Maintain a pavement management system for repairing, resurfacing, and rehabilitating existing local roads in the city.
- Support the design of the local street network so that there will be multiple connections, relatively direct routes, and alternative routes to the arterial and collector system, in lieu of dead-end streets and cul-de-sacs.
- Encourage or require inter-parcel vehicle access points between contiguous and compatible commercial, office and mixed-use developments.
- Utilize traffic calming measures for residential neighborhoods experiencing significant cut-through traffic.
- Reduce curb cuts to allow for safer and more efficient pedestrian and traffic flow.
- Partner with GDOT on beautification of their routes into the City.
- Improve the quality of life through the provision of a bicycling and pedestrian network with supporting amenities.
- Promote and implement the expansion of the Highlands to Islands Trail in accordance with the 2019 Gainesville Trail Study completed by the GHMPO.

CARRIED OVER TRANSPORTATION PROJECTS

These transportation projects have been carried over from the 2017 Community Work Plan:

- 1 Prior Street and Jesse Jewell Parkway Intersection Improvement
- 2 Park Hill Drive and South Enota Drive Intersection Improvement
- 3 Bradford Street Streetscape Improvements
- 4 Washington Street Streetscape Improvements
- 5 E.E. Butler Parkway at Martin Luther King, Jr. Boulevard Intersection Improvement
- 6 Athens Street at Martin Luther King, Jr. Boulevard Intersection Improvement
- 7 Jesse Jewell Parkway at Auburn Avenue Intersection Improvement
- 8 Browns Bridge Road at West End Avenue Intersection Improvement
- 9 Jesse Jewell Parkway at E.E. Butler Parkway Intersection Improvement
- 10 Green Hill Circle Connector
- 11 City Park Roundabout
- 12 Davis Street Extension
- 13 Oak Tree Drive / SR 60 Connector Improvements
- 14 Midland Greenway, Phase II, Park Street and Main Street Improvements

NEW TRANSPORTATION PROJECTS

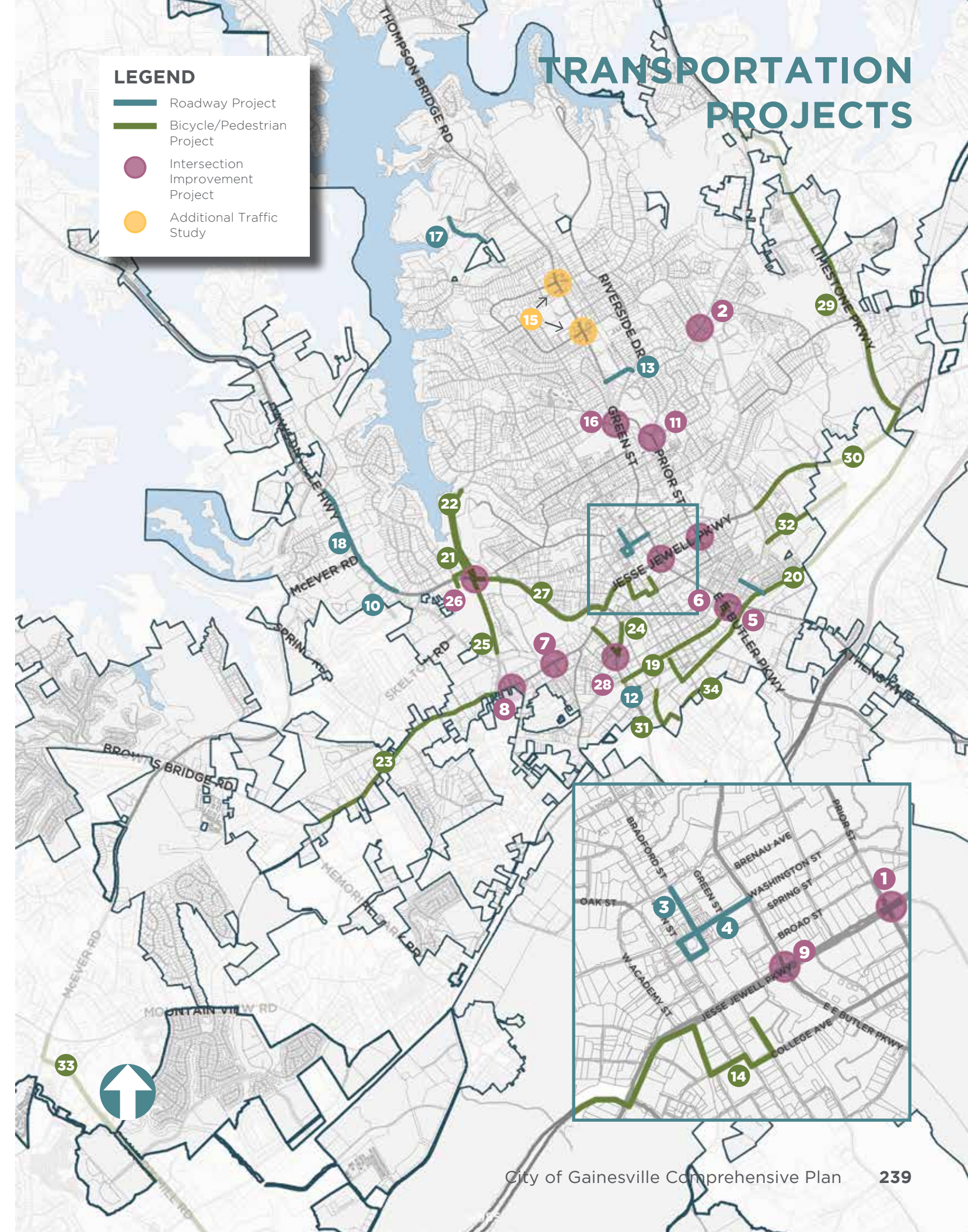
In addition to the projects carried over from previous Community Work Plans, the following projects are recommended:

- 15 Study traffic operations and signalization of Thompson Bridge Road at the Enota Avenue and Virginia Avenue intersections to improve pedestrian safety.
- 16 Assess prior Green Street and Park Hill Drive intersection improvement concepts for future applicability.
- 17 Add connection to Linwood Nature Preserve off Crystal Drive/Springview Drive.
- 18 Expand Dawsonville Highway to 3 lanes in each direction between Shallowford Road and Ahaluna Drive.

NEW TRANSPORTATION PROJECTS (CON'T)

- 19 Upgrade Martin Luther King, Jr. Boulevard to a “complete street” focused on pedestrian improvements, from Queen City Parkway to E. E. Butler Parkway.
- 20 Expand the Midland Greenway along the unused CSX interchange track right-of-way to connect to the Fair Street neighborhood and New Holland.
- 21 Connect the existing trail from Longwood Park along Pearl Nix Parkway to Lakeshore Drive and connect to Lakeshore Mall.
- 22 Connect the existing Wilshire Trails along Pearl Nix Parkway to John W. Morrow, Jr. Parkway.
- 23 Provide better pedestrian accessibility and safety along Browns Bridge Road through improved sidewalks, streetscapes, bike lanes, limited curb cuts, better lighting, and street trees.
- 24 Connect Alta Vista Cemetery, Longwood Park, and Lakeshore Mall area by connecting them to the Wilshire Trails and the Midland Greenway through new multi-use trails.
- 25 Install sidewalks and other pedestrian and bicycle improvements along Pearl Nix Parkway.
- 26 Provide for better and safer pedestrian connections across John W. Morrow, Jr. Parkway, especially at the Pearl Nix Parkway intersection.
- 27 Connect Midland Greenway to Lakeshore Mall through the Jesse Jewell Parkway West Redevelopment Area.
- 28 Add pedestrian crossing at the intersection of Queen City Parkway and Summit Street for trail connection from Midland Greenway to the Jesse Jewell Parkway West Redevelopment Area area (trail through Armour Street).
- 29 Add sidewalks along Limestone Parkway.
- 30 Improve the street environment to enhance walkability at Jesse Jewell Parkway in New Holland.
- 31 Link Gainesville Mill to Midland Greenway via Phase III.
- 32 Determine the feasibility of connecting the New Holland Mill to the Fair Street neighborhood with sidewalks along Myrtle Street.
- 33 Trail connection at Mundy Mill.
- 34 Multi-Use Trail in the Gainesville Mill village connecting the Midland Greenway to existing trail on Marler Street to end of Marler Street.

TRANSPORTATION PROJECTS



NATURAL RESOURCES

NEEDS & OPPORTUNITIES

The following list of needs and opportunities are a culmination of those identified through the GMRC's existing conditions report, those identified in previous planning efforts, surveys, public workshops, and observations by the consultants. Some of these needs and opportunities were carried over from the previous comprehensive plan update.

- Water samples should be continuously monitored.
- Watershed restoration projects are needed for Flat Creek, Limestone Creek, and Longwood Creek.
- The continued loss of trees and natural vegetation to land development is a concern.
- Lake Lanier shoreline restoration should be considered/evaluated.
- Additional public Lake Lanier access opportunities are needed.
- More can be done to pursue and encourage green infrastructure and sustainable building practices in new developments.

GOAL & STRATEGIES

GOAL: PROTECT AND PRESERVE NATURAL RESOURCES, THE ENVIRONMENT, AND VITAL AREAS OF THE CITY AND REGION.

STRATEGIES

- Evaluate each new development's compatibility with the existing environment to ensure it does not exceed its capabilities.
- Restore and enhance environmental functions damaged by prior site activities through brownfield remediation and wetland and stream buffer restoration.
- Restrict new development within known floodways and floodplains.
- Preserve the natural amenities of the land through maintenance of conservation areas and open spaces within developments.
- Promote the use of permeable surface materials, when necessary.

CONSISTENCY WITH REGIONAL WATER PLAN & ENVIRONMENTAL CRITERIA

WATER PROTECTION REGULATIONS & POLICIES

The City of Gainesville Unified Land Development Code and this Comprehensive Plan include policies that are consistent with the regional water plan and environmental planning criteria. These criteria include the Metropolitan North Georgia Water Planning district plans, Part 5 Environmental Planning Criteria of the Georgia Planning Act, and local City ordinances.

WATER SUPPLY WATERSHEDS

Gainesville is located within the Chattahoochee and Oconee river basins and the Upper Chattahoochee and Upper Oconee watersheds. The City receives its water from Lake Lanier, Cedar Creek reservoir, and the North Oconee River. The Environmental Protection Agency (EPA) has not reported any water quality issues in Gainesville.

GROUNDWATER RECHARGE AREAS

According to the Georgia Department of Natural Resources, Gainesville has one groundwater recharge area in the southern end of city limits near Chicopee Woods Golf Course.

WETLANDS

According to data compiled through the National Wetlands inventory, there are wetlands along streams and near Lake Lanier. Within the city, there exists National Wetlands, and FEMA 100-year flood zones. The City of Gainesville has adopted policies related to wetlands within Sections 9-4, 9-8, 9-9, 9-13, and 9-15 of its Unified Land Development Code. Section 9-8-6 (the Wetland Protection Overlay Zone) references the National Wetlands inventory maps prepared by the United States Fish and Wildlife Services as their adopted wetlands map. Various sections of the Code state that permits are not granted for development or land disturbance within a wetland, unless a Section 404 permit or letter of permission is issued by the United States Army Corps of Engineers.

PROTECTED MOUNTAINS

Gainesville does not have any protected mountains.

PROTECTED RIVER CORRIDORS

There are no protected river corridors in Gainesville.

GREENSPACES & FLOODPLAINS

Gainesville includes a variety of green spaces including county, city, and neighborhood public parks and nearly 4,300 acres of protected land subject to conservation easements. Floodplains are ubiquitous throughout the city and are illustrated on page 103.

RECREATION

NEEDS & OPPORTUNITIES

The following list of needs and opportunities are a culmination of those identified through the GMRC's existing conditions report, those identified in previous planning efforts, surveys, public workshops, and observations by the consultants. Some of these needs and opportunities were carried over from the previous comprehensive plan update.

- The City should formalize their greenspace strategies, targeting properties meeting certain conditions and developing a dedicated funding source or planning mechanism to acquire and maintain greenspace.
- The City should further look to utilize passive use parks and trails as a more integral means of connecting neighborhoods and key attractions, making this a celebratory element of living in and visiting Gainesville.

GOAL & STRATEGIES

GOAL: ENHANCE THE QUALITY OF LIFE FOR RESIDENTS THROUGH PROVIDING SAFE AND ACCESSIBLE FACILITIES AND A DIVERSIFIED PROGRAM OF ACTIVITIES IN AN EFFECTIVE, EFFICIENT, EQUITABLE, AND RESPONSIVE MANNER.

STRATEGIES

- Expand the city's greenways to enhance connectivity and create opportunities for recreation.
- Maintain and renovate existing facilities.
- Enhance and build additions to existing facilities.
- Build new parks and recreational facilities as demand arises.

INTERGOVERNMENTAL COORDINATION

NEEDS & OPPORTUNITIES

The following list of needs and opportunities are a culmination of those identified through the GMRC's existing conditions report, those identified in previous planning efforts, surveys, public workshops, and observations by the consultants. Some of these needs and opportunities were carried over from the previous comprehensive plan update.

- There are opportunities for better working partnerships between Gainesville and Hall County administrations, as well as the administrations of neighboring cities.
- There is an opportunity for more proactive coordination among the City, County, and U.S. Army Corps of Engineers to promote sustainable water and land use strategies.
- There is an opportunity to work proactively with Hall County regarding potential annexation of mill villages and fringe unincorporated areas.
- There are concerns about code enforcement on unincorporated properties that are adjacent to the city limits and the effects the lack of enforcement may have. There is a need to work with Hall County to identify the properties most in need of code enforcement and assist in any way to ensure that spillover does not occur.

GOAL & STRATEGIES

GOAL: WORK WITH OTHER GOVERNMENT ENTITIES TO PURSUE SHARED GOALS, OBJECTIVES, AND POLICIES.

STRATEGIES

- Promote infill development and consider expansion of municipal boundaries only where appropriate and consistent with the City's future land use.
- Continue working with Hall County and other municipalities on the cohesive development of the Highlands to Islands Trail.
- Find partnership opportunities to expand the provision of community services.
- Work with Hall County on areas that require additional code enforcement that impact City of Gainesville properties.
- Partner with GHMPO on transportation improvements and funding sources.
- Adopt, and amend as necessary, plans and regulations to be consistent with the mandates and requirements of the Metropolitan North Georgia Water Planning District.
- Periodically assess and update existing intergovernmental agreements and develop new agreements as appropriate.
- Continue to enhance customer service through coordination with Hall County on GIS, business licensing and development software.

REDEVELOPMENT CONCEPTS

Three areas determined to be sites in need of direction were selected to undergo a redevelopment plan process. Alone, these redevelopment concepts act as stand-alone plans that satisfy the vision and goals of this comprehensive plan and reflect the ideas of the community. The map on the next page shows where these redevelopment areas are located.

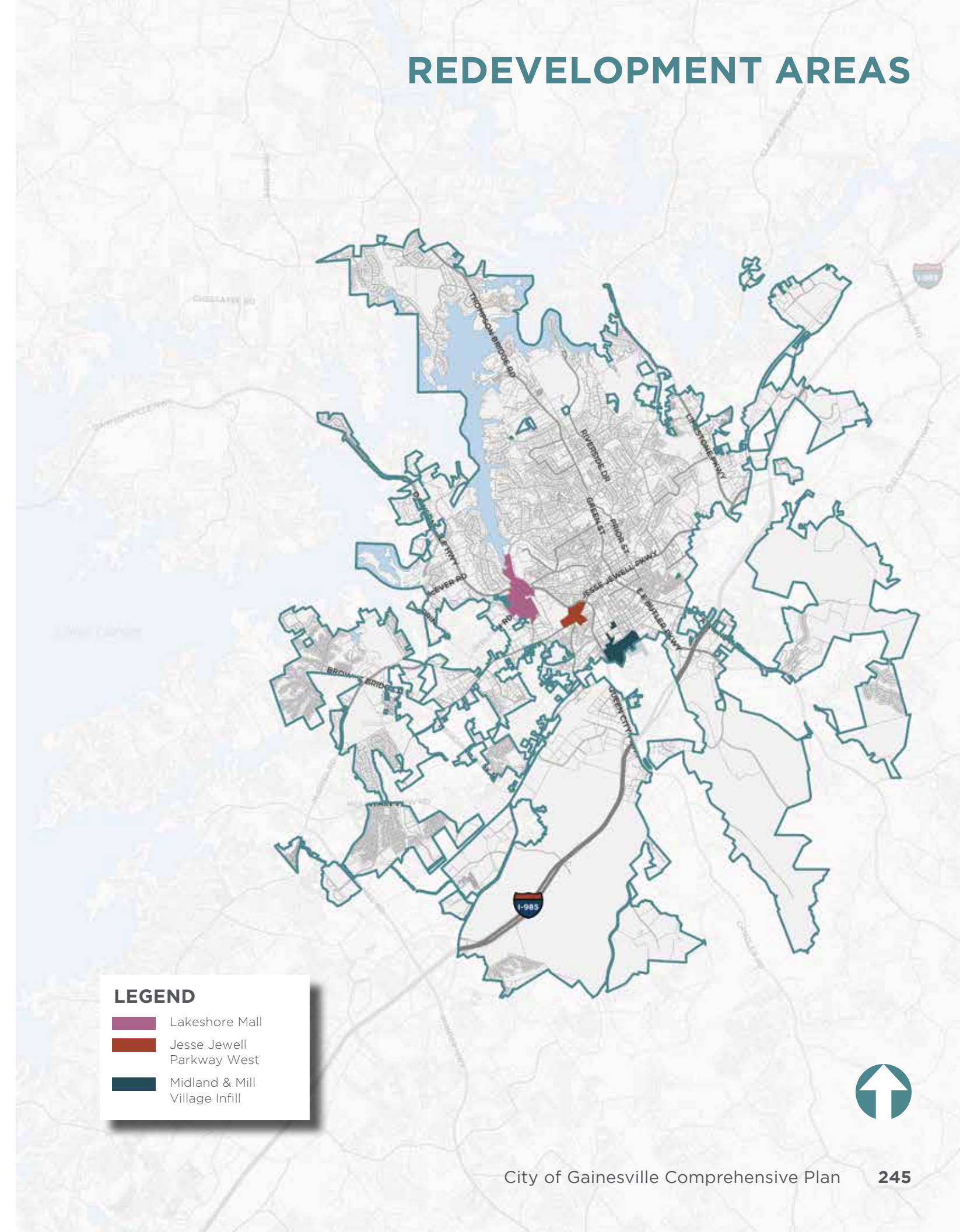
The following steps were taken to create the concept plans:

- The consultants began by sketching some simplified ideas to develop preliminary land use and transportation recommendations for each of the three identified areas. Existing conditions analyses and previous planning studies were referenced in developing these initial recommendations.
- These initial recommendations were shared with the Steering Committee at their December 2021 meeting.
- After consulting with the Steering Committee, the consultants began to sketch out concept plans based on their recommendations, this time showing building configurations, parking, and transportation improvements.
- As part of an internal work session with City staff, the next round of concepts were presented for feedback. The feedback from the City was incorporated into revised plans, and a first round of 3-D renderings were also created to imagine how these areas could look when fully constructed.
- These rendered sketch plans and 3-D renderings were presented at the final Steering Committee meeting in January 2022 for one more round of comments and feedback.
- After considering both the City staff's and Steering Committee's feedback, the redevelopment concepts went through one final round of edits, and were then presented at the Draft Plan Open House (see page 133).
- The final plans, along with their narratives, are shown in this section.



A 3-D rendering of what Lakeshore Mall could become in the future.

REDEVELOPMENT AREAS



LEGEND

- Lakeshore Mall
- Jesse Jewell Parkway West
- Midland & Mill Village Infill



LAKESHORE MALL

Future redevelopment of the mall has been a point of focus for Gainesville residents dating back to the 2012 comprehensive plan update when a similar design exercise was conducted. The vision of the Lakeshore Mall redevelopment plan is to transform a dying mall into a mixed-use town center that attracts Gainesville residents and visitors and connects into other cultural and community resources in the city, such as Longwood Park, Alta Vista Cemetery, and the future Jesse Jewell Parkway West Redevelopment Area (see pages 246-249).

The concept design began with the realization that two of the flagship tenants of the mall, Belk and Dick's Sporting Goods, have long-term leases and are unlikely to vacate for at least a decade. Taking into consideration, the footprints of those pieces of the mall building were retained and the entire center of the building was removed, keeping as much surface parking as possible to serve those businesses and those in the new buildings. If this design is realized, there would be potential to modify the plan to consider the departure of Belk and Dick's Sporting Goods. This modification includes new buildings or adaptive re-use of the existing structure. The next critical piece of the design is street connections, both those connecting to Dawsonville Highway, Pearl Nix Parkway, and Shallowford Road, as well as internal connections. These connections created a "grid" to inform the placement of new buildings and amenities. The primary design strategy was placing the front of buildings along street frontages to maximize pedestrian access while placing much of the parking in between the buildings and along the new street connections. Apartment buildings and alley-loaded townhomes are

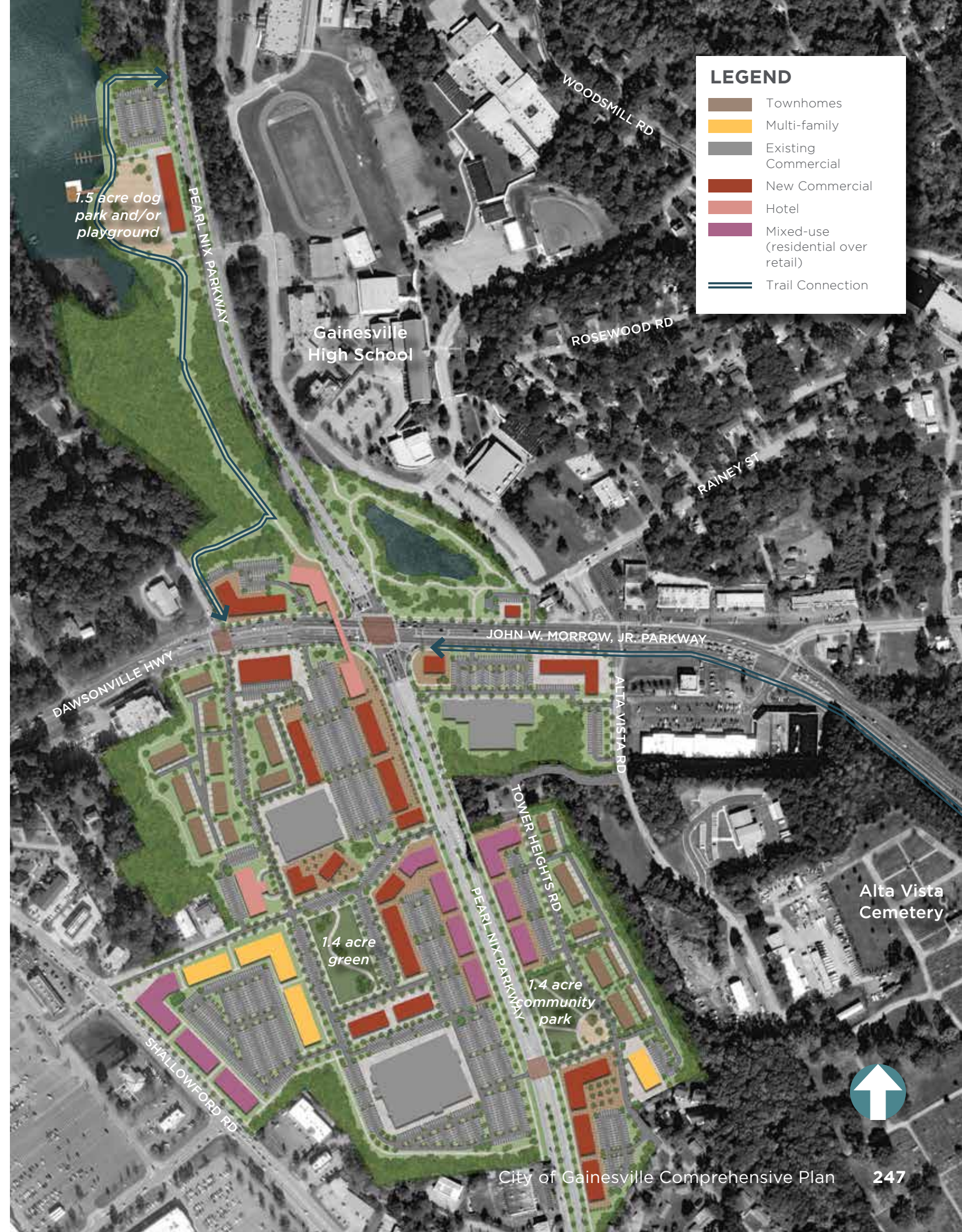
placed away from the major roads near the center of development. Open spaces in the form of a central green and outdoor seating areas provide amenities for both residents and visitors. The central green can also be a place where community events could be held.

This development plan incorporates the other side of Pearl Nix Parkway, as well as all four corners of the Pearl Nix Parkway/Dawsonville Highway/John W. Morrow, Jr. Parkway intersection. The concept along the east side of Pearl Nix Parkway looks to mirror the placement of higher-density mixed use buildings and commercial buildings, as well as redeveloping blighted residential properties along Tower Heights Road. A community park that serves residents is placed in the center. While the placement of the park along a busy street would usually be considered not ideal, that location was chosen because of it being a high point that offers a view into Lake Lanier. The southwest and northwest corners of the Pearl Nix Parkway/Dawsonville Highway/John W. Morrow, Jr. Parkway intersection are connected via a pedestrian bridge that could be part of a boutique hotel creating a placemaking element for the area.

LAND USE SUMMARY

- Townhomes: 85 units
- Multi-family: 319 units
- Existing Commercial: 178,500 SF
- New Commercial: 330,680 SF
- Mixed-use: 126,300 SF, 301 units
- Hotel: 214 rooms

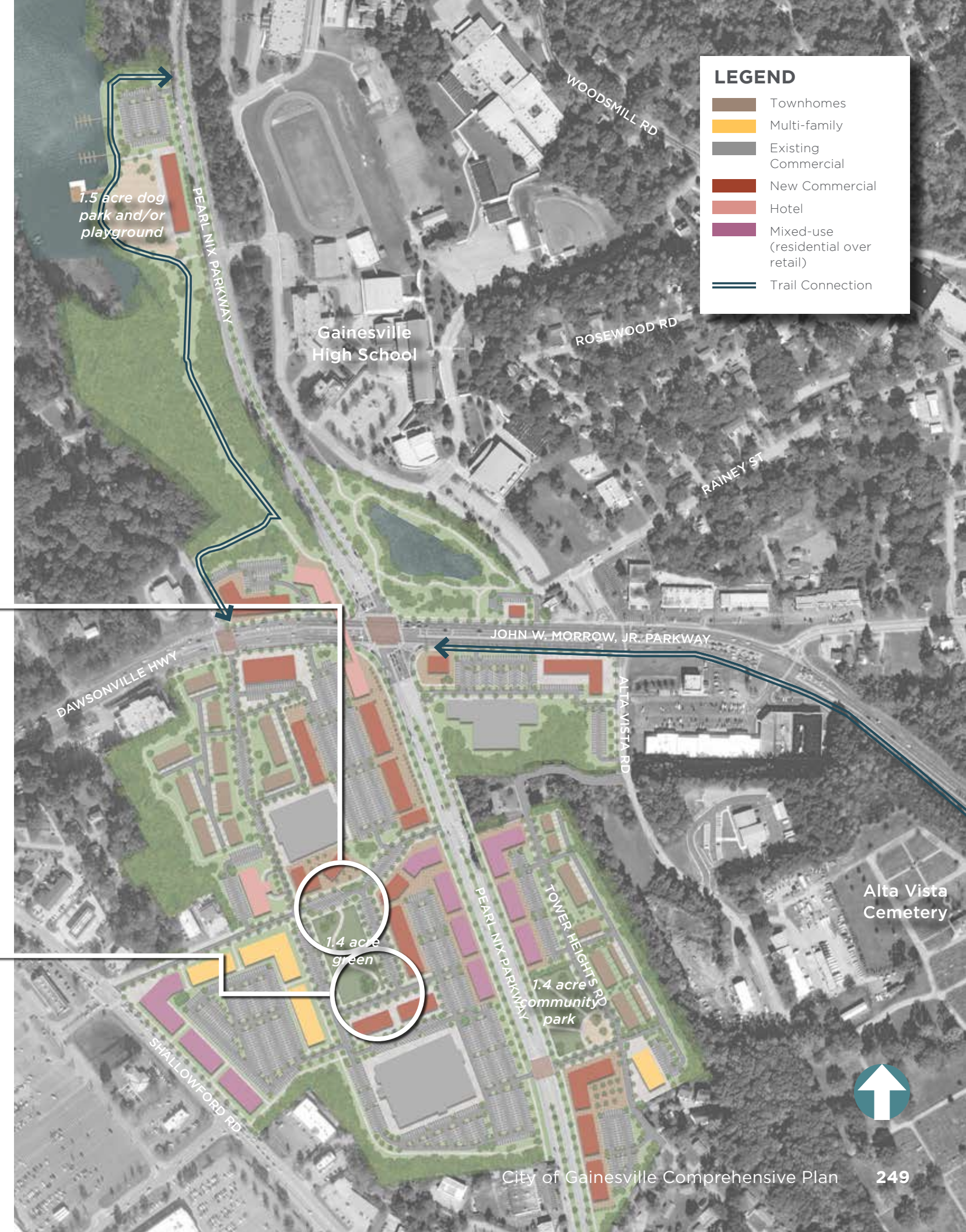
The rendered concept plan to the right and the 3-D perspectives that follow illustrate ideas for the long-term future. This concept plan is intended to depict potential redevelopment in the area, however, development will occur based on market conditions and willingness of the current owners to sell or redevelop.



The southeast corner utilizes part of an existing strip shopping center and its existing parking while placing opportunities for more street-facing commercial buildings and passive greenspace. The northeast corner removes all the existing buildings and creates a regional stormwater retention area with trails that not only creates a gateway into Gainesville High School but also serves as an opportunity for other placemaking opportunities like public art. A small, street-facing retail building with minimal parking could house a small business that complements the space.

Lastly, this redevelopment concept considers Longwood Park and a potential connection

to the Lakeshore Mall area. The concept would involve the City removing the existing tennis courts and relocating them elsewhere to a different park. In its place would be a commercial “liner building” fronting Pearl Nix Parkway that could provide space for at least two new businesses. A small marina would provide a place for boats on Lake Lanier to dock and visit nearby businesses. In between the marina and the commercial building is a 1.5 acre open space that could be used as a playground, a dog park, or any combination of active uses. A trail would loop around the open space and then connect into an existing network of paths leading towards the Lakeshore Mall area.



JESSE JEWELL PARKWAY WEST

The Budgetel and the areas around it were chosen as a potential redevelopment site due to the amount of disinvestment in the area and the blight that followed. Its location at the intersection of Jesse Jewell Parkway, Queen City Parkway, and John W. Morrow, Jr. Parkway makes it a “gateway” into the central core of Gainesville and it should be a node of activity that leaves a lasting impression of those visiting or passing through. It poses an opportunity to create a more seamless transition between the commercial areas along those main roads and the residential neighborhoods that flank them. The resulting concept is a mixed-use center where people can live, work, and enjoy leisure time.

The stretch of Jesse Jewell Parkway between Shallowford Road and John W. Morrow, Jr. Parkway and Queen City Parkway has a lot of low-intensity commercial buildings and three motels. The properties on the west side of Jesse Jewell Parkway are low in value and an analysis of the area showed that much of those lands would be ripe for redevelopment in the short term. Its proximity to Alta Vista Cemetery and the potential tie-in to this great cultural resource of the city furthers its desirability and potential. Along the east side of the street, there are fewer properties that show a potential for redevelopment in the short term, but the parcels between Scotland Avenue and Banks Street showed potential to serve as a mixed-use center that could serve the residential neighborhood behind it, while creating opportunities for new infill development.

As this concept plan was designed, a few “wish list” items emerged from both City staff and the general public: a new hotel that replaces the three motels that would

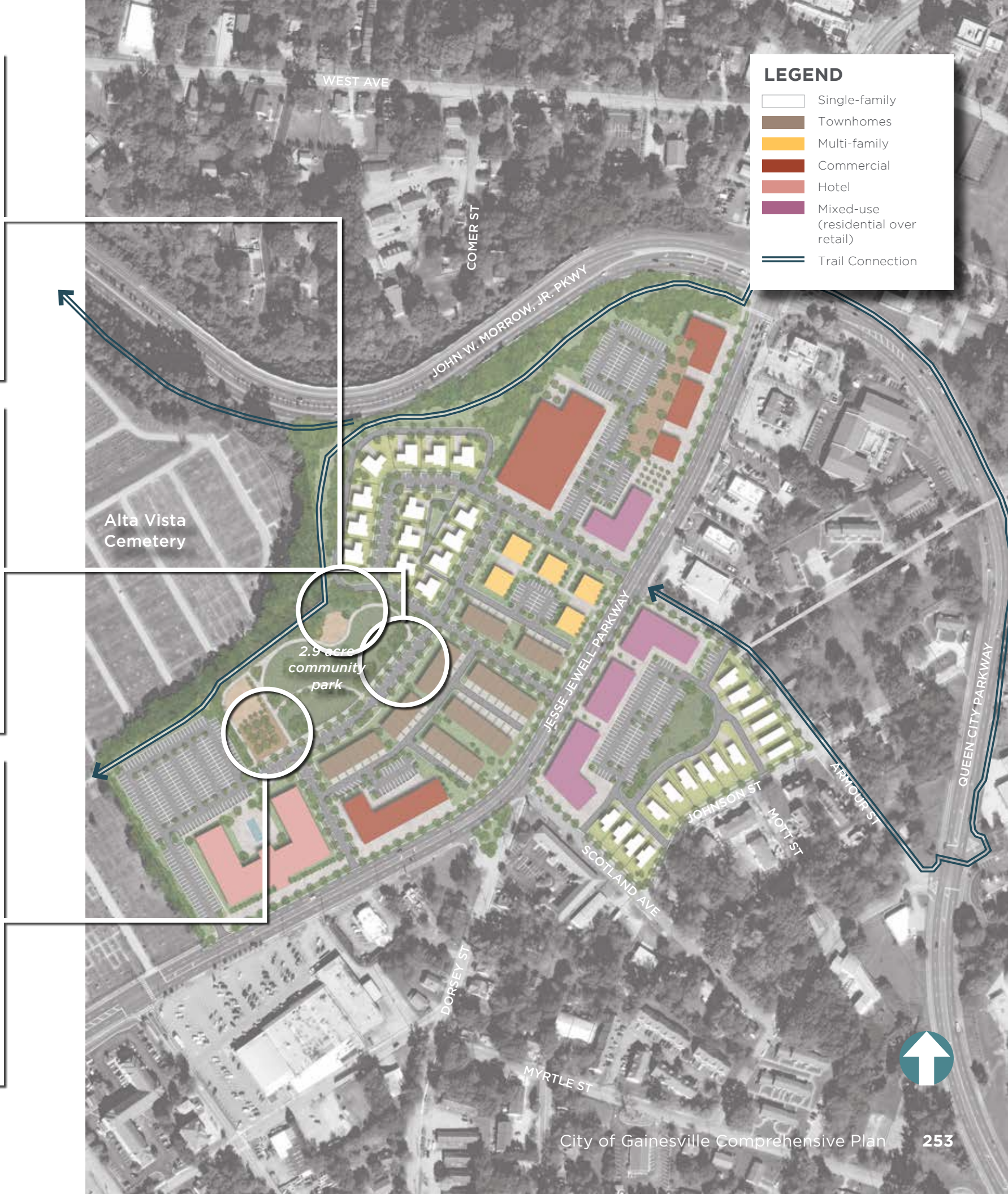
be lost to new development, a variety of housing types ranging from single-family to multi-family, affordable housing options for those who live in the motels and would likely face displacement, a grocery store, and a community park. The design of this concept plan puts commercial and mixed-use buildings along the street where possible to create a sense of walkability. Three curb cuts are created along Jesse Jewell Parkway to connect Banks Street and make access points. The new internal streets have wide sidewalks, street trees, and on-street parking. There are alley-loaded single-family detached units that range in size (larger cottages to the west, smaller units along Johnson Street), townhomes, six-plex apartments, and apartments above retail that can range in size and cost. Space is given for a 44,000 SF commercial building that can be used as a small grocery store for the 205 residences on-site and surrounding neighborhoods. The park toward the back of the site can provide space for community events, farmers markets, and amenities like playgrounds and community gardens. As for affordable housing, measures should be taken to ensure that a significant number of units be set aside for rent below market-rate.

LAND USE SUMMARY

- Single-family: 30 units
- Townhomes: 51 units
- Multi-family: 124 units
- Commercial: 139,300 SF
- Mixed-use: 55,900 SF, 94 units
- Hotel: 180 rooms

The rendered concept plan to the right and the 3-D perspectives that follow illustrate ideas for the long-term future. This concept plan is intended to depict potential redevelopment in the area, however, development will occur based on market conditions and willingness of the current owners to sell or redevelop.





MILL VILLAGE & MIDLAND INFILL

The old Gainesville Mill buildings and the surrounding mill village provides an opportunity to reactivate and revitalize the area south of Midland. Originally, this concept plan was to focus solely on the mill and the entire village, but as this concept plan was developed, it was noted that there are infill development opportunities in Midland that should also be considered as they would be connected to the revitalized mill and village.

It is envisioned that the former Gainesville Mill will be developed into a mixed-use building not unlike Ponce City Market in Atlanta with ground floor retail and office and apartments for rent on the upper stories. How and what those upper stories end up becoming would be dependent on the market. The other two buildings that are part of the old mill complex would also be good opportunities for adaptive reuse that can house a mix of uses, primarily retail, office, and some light industrial. These projects would be major catalysts for redevelopment south of Industrial Boulevard.

As Midland approaches build-out, a lot of development interest will move south of the railroad toward the existing mill village. Most of the mill village itself is in unincorporated Hall County, however, the City has shown interest in annexing the neighborhood to regulate any new development that comes to the area. The mill village today has retained much of its original character, however, disinvestment has caused blight. While some of the houses in the village appear to have been well-maintained over the years, many of the other existing houses are in disrepair and in need of either renovation or removal. In addition to the houses,

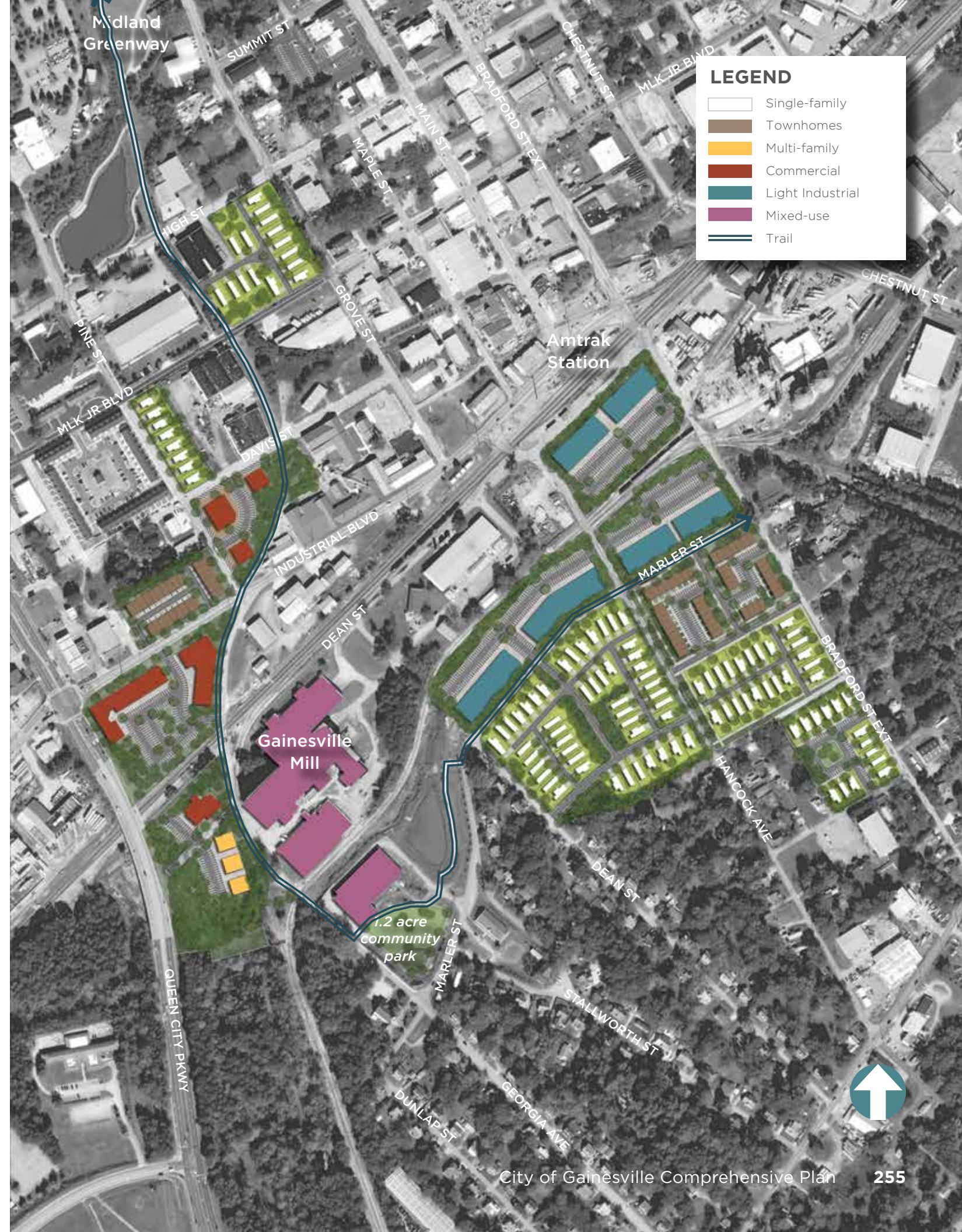
there are several light industrial properties that are either vacant, underutilized, or do not match the envisioned character of the village, particularly along the south side of Marler Street and west of the Bradford Street extension. In its place, it is recommended that those properties be demolished and replaced with new townhomes and alley-loaded, small-lot single-family detached homes. It is envisioned that these homes will help provide critical mass for any new retail that comes to the mill buildings. The concept plan also recommends new light industrial buildings on underutilized properties along Marler Street and Moreno Street. These buildings will create a small employment center for those living in the village.

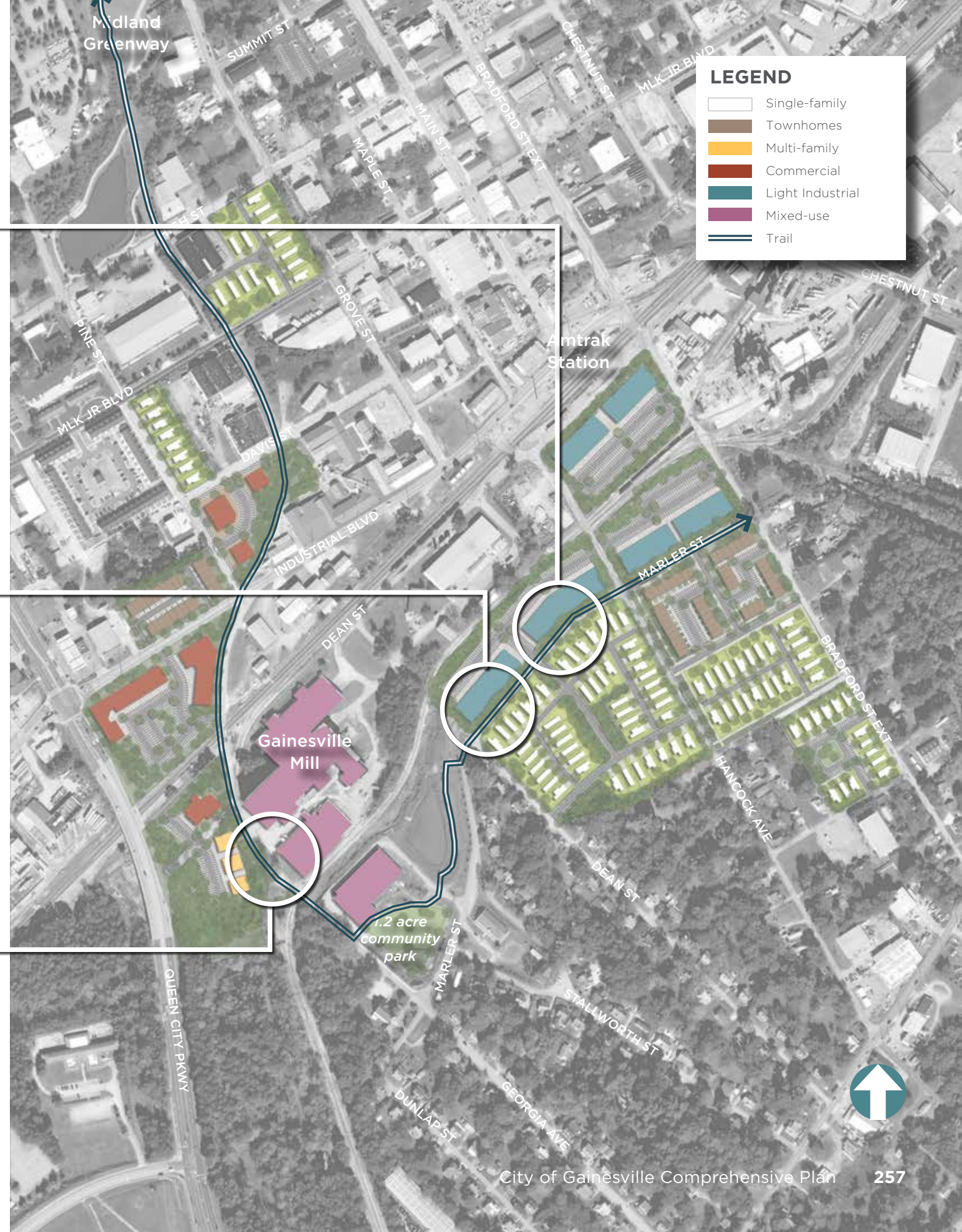
As aforementioned, there are opportunities for both residential and commercial infill west of the mill and in Midland. The concept shows new single-family detached units and townhomes on both vacant properties and older, low-intensity commercial properties that are ripe for redevelopment. Three six-plex buildings west of the mill provides some needed “missing middle housing” for the area.

LAND USE SUMMARY

- Single-family: 108 units
- Townhomes: 70 units
- Multi-family: 18 units
- Commercial: 82,000 SF
- Light Industrial: 137,000 SF
- Mixed-use: 443,000 SF

The rendered concept plan to the right and the 3-D perspectives that follow illustrate ideas for the long-term future. This concept plan is intended to depict potential redevelopment in the area, however, development will occur based on market conditions and willingness of the current owners to sell or redevelop.







5

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IMPLEMENTATION

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IMPLEMENTATION PROGRAM



OVERVIEW

In order for the City of Gainesville to successfully implement this plan, they will need to bring together many people, organizations, and tools as available.

WHO IS INVOLVED?

CITIZENS

The citizens of Gainesville will be the top group involved in implementing this comprehensive plan. They are the end-user of every City action and project. Citizens come to public meetings and should have opportunities participate in planning processes. They, along with other groups, have the power to influence a City's direction with their votes and voices.

CITY STAFF & AGENCIES

Most public projects will be managed by the City of Gainesville's staff in various departments and agencies:

- City Manager's office;
- Community & Economic Development;
- Fire Department;
- Public Works;
- Parks & Recreation;
- Police Department; and
- Water & Resources.

Some projects may require the heavy use of staff time, instead of the use of funds.

ELECTED & APPOINTED OFFICIALS

Not only do elected officials vote to adopt local plans, they are important in the timeline and implementation of individual projects. Appointed officials (the Planning and Appeals Board, for example) can steer the direction of individual projects and provide the necessary tools for implementation.

The City of Gainesville has a number of boards and committees that the elected officials (Mayor and City Council) appoint local residents and stakeholders to serve:

- Airport Advisory Committee;
- Building Board of Appeals;
- Cemetery Committee;
- Chattahoochee Golf Course Advisory Committee;
- Chicopee Woods Area Park Commission;
- Ethics Committee;
- Friends of the Parks;
- Gainesville Convention & Visitors Bureau Advisory Board;
- Gainesville-Hall Development Authority;
- Gainesville Nonprofit Development Foundation;
- Gainesville Redevelopment Authority;
- Historic Preservation Commission;
- Housing Authority;
- Main Street Advisory Board;
- Metropolitan Planning Organization - Community Advisory Committee;
- Parks & Recreation Board;
- Planning & Appeals Board;
- Retirement Plan A Board;
- SPLOST VIII Citizens Review Committee; and
- Tax Allocation District (TAD) Advisory Committee.

REGIONAL & COMMUNITY PARTNERS

Regional and community partners may include non-profits, City committees, and commissions, agencies outside of Gainesville, schools, special interest groups, and advocacy groups. While not every project may warrant their participation, care should be taken to involve the appropriate groups when necessary to ensure a project's success.

These regional and community partners may include the following organizations:

- Hall County;
- Hall Area Transit;
- Gainesville-Hall Metropolitan Planning Organization;
- Georgia Mountain Regional Commission (GMRC);
- Appalachian Regional Commission;
- GDOT;
- Gainesville City Schools;
- Hall County Schools;
- Greater Hall Chamber of Commerce;
- Existing and future Neighborhood Planning Units (NPU); and
- Neighborhood associations.

INTEREST GROUPS

Interest groups rally around common ideas. They work to advance goals, influence public policy, and provide advocacy for unheard voices. They may show up to community meetings to show support for ideas or to protest them. The City of Gainesville should make sure to include these groups as stakeholders as much as possible.

While not every City-led initiative may warrant their participation, care should be taken to involve the appropriate groups when necessary to address their goals and gain their support as this comprehensive plan is implemented. Examples of interest groups include, but are not limited to:

- Environmental groups;
- Economic interest groups;
- Religious organizations, including places of worship;
- Historic preservation groups;
- Advocacy groups;
- Business associations; and
- Arts and cultural organizations.

PRIVATE SECTOR

Many ideas set forth in this plan will require the participation from the private sector, mostly real estate developers.

FUNDING SOURCES

Total, the Community Work Program proposes over \$393 million of projects to be implemented over the next five years. 76% of this total is made up of public works and water projects alone. The majority of projects will receive some level of funding through Gainesville's **general fund**. These revenues comes from taxes (property taxes, occupational taxes, alcohol and beverage taxes, and local option sales taxes, amongst others), permit and zoning fees, intergovernmental contracts, fines and forfeitures, cemetery lot sales, sales of assets, service charges, and investment earnings.

The City also collects revenues through the following **special revenue funds**:

- Community Service Center;
- Cemetery Trust;
- Confiscated assets;
- Operating grants;
- Hotel/motel tax fund;
- HUD grants;
- HUD revolving loan;
- Fire services fund;
- Land Bank Authority;
- Tax Allocation Districts;
- Impact fees; and
- Information technology fund.

Enterprise funds also contribute to the City's annual budgets. Enterprise funds are self-supporting government funds that sell services to the public for a fee. The City utilizes funds from the following sources:

- Department of Water Resources;
- Solid Waste;
- Lee Gilmer Airport; and
- The Chattahoochee Golf Club.

The following outside sources have been identified to supplement the City's government and enterprise funds (some are currently used, while others are recommended):

- **Community Development Block Grant program (CDBG)**. This is a federal program generally available to metropolitan areas and urban counties and used for a variety of planning purposes (individual cities are not eligible on their own). In the past, communities across Georgia's metropolitan areas have applied these to transportation and planning programs in the past. CDBG can be used for pre-development, site acquisition, site improvements, property acquisition, property rehabilitation, and first-time homebuyer assistance. CDBG funds can also be used for other purposes, such as the construction of public facilities, public services, and economic development activities. At least 70% of CDBG funds must be used for the benefit of low- and moderate-income households.
- **Community HOME Investment Program (CHIP)**. The purpose of CHIP is to provide safe, decent, and affordable housing in Georgia by granting funds to city and county governments, public housing authorities, and nonprofits to rehabilitate owner-occupied homes, and build and renovate affordable single-family homes for sale to eligible homebuyers. The CHIP program does not provide direct assistance to individual homeowners and homebuyers.
- **Community Improvement Districts (CIDs)**. CIDs are self-taxing districts on commercial and industrial properties that use funds to catalyze and lead infrastructure enhancements, capital projects and special programs to

encourage investment and economic development. Many of the state's CIDs have focused their capital programs on transportation projects, leveraging their funds as a source of local match funding and attracting state and federal funds that constitute the bulk of a project's resources.

- **Community Land Trust.** A community land trust is a governmental entity that acquires vacant, abandoned, or tax-delinquent properties and ultimately converts liabilities into productive assets. A community land trust is a non-profit organization that acquires, retains, and manages scattered parcels of land on behalf of the community with the intention of never reselling properties. A land trust can renovate and rent or sell a house to new lower-income households while retaining ownership of the land and granting the right to occupy the site through a ground lease. While the goal of a land trust is to have people build equity and have an ownership stake, there are restrictions placed on the resale value of the home. Coordination between the land banks and land trusts can lower land acquisition costs to rehabilitate homes and lessen the bureaucratic, legal, and market timing challenges.
- **Georgia Department of Community Affairs (DCA).** The DCA has a variety of resources to help communities fund projects and prepare for economic development:
 - **Redevelopment Fund (RDF).** Recognizing that redevelopment projects can be the most challenging economic and community development projects a local government may undertake, the RDF was created as a set-aside of Georgia's non-entitlement CDBG Program. The RDF provides local

governments access to flexible financial assistance to help them implement projects that cannot be undertaken with the usual public sector grant and loan programs.

- **Downtown Development Revolving Loan Fund (DDRLF).** DDRLF assists cities, counties, and development authorities in their efforts to revitalize and enhance downtown areas by providing below-market rate financing to fund capital projects in core historic downtown areas and adjacent historic neighborhoods. The maximum loan is \$250,000 per project.
- **Georgia Department of Natural Resources (DNR).** The state DNR has various grants and tax credit programs aimed at acquiring and conserving sensitive lands, protecting natural resources, creating and supporting parks and trails, and historic preservation.
- **Georgia Environmental Finance Authority (GEFA).** GEFA provides loans for water, wastewater, and solid waste infrastructure; manages energy efficiency and renewable energy programs; and manages and monitors state-owned fuel storage tanks.
- **Georgia Transportation Infrastructure Bank (GTIB).** This is a grant and low-interest loan program administered by the State Road and Tollway Authority (SRTA). Since inception, GTIB has provided over \$124 million in grants and loans to highly competitive transportation projects that have enhanced mobility in local communities throughout Georgia.
- **HOME Program.** Participating jurisdictions may use HOME funds for a variety of housing activities, according to local housing needs.

Eligible uses of funds include tenant-based rental assistance; housing rehabilitation; assistance to homebuyers; and new construction of housing. HOME funding may also be used for site acquisition, site improvements, demolition, relocation, and other necessary and reasonable activities related to the development of non-luxury housing. Funds may not be used for public housing development, public housing operating costs, or for Section 8 tenant-based assistance, nor may they be used to provide non-federal matching contributions for other federal programs, for operating subsidies for rental housing, or for activities under the Low-Income Housing Preservation Act.

- **Intergovernmental Agreements (IGA).** Some recommendations and subsequent projects identified in this plan will require joint funding from the county in which the project is taking place.
- **Land and Water Conservation Fund (LWCF).** The LWCF is the United States' most important program to conserve irreplaceable lands and improve outdoor recreation opportunities throughout the nation. The program works in partnership with federal, state, and local organizations to protect land in our national parks, national wildlife refuges, national forests, national trails, and other public lands; to support state and local parks and playgrounds; to preserve battlefields and other historic and cultural sites; and to provide the tools that communities need to meet their conservation and recreation needs.
- **Local Maintenance Improvement Grants program (LMIG).** This GDOT-funded program provides assistance to local governments for maintenance and repair of streets off of the state system.

- **Regional Transportation Plan (RTP).** Gainesville is part of the Gainesville-Hall MPO, which as an active regional transportation plan that will fund transportation projects throughout the city.
- **Special Purpose Local Option Sales Taxes (SPLOSTs).** Used for capital projects, SPLOSTs come from the City's portion of the revenues received from dedicated sales taxes from Hall County.
- **Tax Allocation Districts (TADs).** A TAD is a specially defined area where local governments sell bonds in order to fund infrastructure and other redevelopment costs within the defined area. Currently, Gainesville has two TADs: one for Midland and another for the Westside.
- **Transportation Alternatives Program (TAP).** The current-day successor to previous funding programs promoting walking and bicycling infrastructure, including the Safe Routes to School program, the TAP program is focused on providing safe routes for non-motorized travel, including on- and off-street bicycle facilities and trails, access to public transportation and schools, and other planning and design efforts associated with these projects.

COMMUNITY WORK PLAN

PROJECT	2022	2023	2024	2025	2026
ADMINISTRATIVE SERVICES					
Improve Network Security - Implement and improve solutions to improve the City's network security to include the following: use of network monitoring software; accessibility controls; business continuity and recovery plans; prevention of unauthorized equipment on the network; outbound email filters and other data loss prevention measures	X	X	X	X	X
Modern-Day Technological Solutions - Ensuring that technological provisions of the City are up-to-date is necessary to provide quality services to our citizens. Improvements and upgrades to hardware and other equipment will be necessary	X	X	X	X	X
CITY MANAGER'S OFFICE					
SDS Update - Update the Service Delivery Strategy in accordance with HB 489, in coordination with Hall County and other municipalities				X	
JAB Renovation - Renovate the Joint Administration Building to place related functions in a central location and thereby streamline City operations	X				
Recodification - A comprehensive editorial analysis of existing codified ordinances that will generate an updated Code Book that eliminates conflicts and inconsistencies	X	X			
MCR Upgrade - Upgrade the Municipal Court Room to replace outdated audio/visual equipment and add technology to improve efficiency of meetings	X	X			
Digital Messaging - Enhance public messaging with the installation of digital message boards at the entrances of the Administration Building	X	X			
Municipal Election - Biennial election of public officials (Mayor/Council Members for City of Gainesville and Board of Education Members for the Gainesville City School System) and address referendum questions as needed		X		X	

RESPONSIBLE PARTIES	ESTIMATED COST	FUNDING SOURCE(S)	NOTES
IT	\$250,000	All Funds	
IT	\$710,000	All Funds	
CMO, Consultant	\$40,000	GF	
CMO	\$5,000,000	GF	
CMO with assistance from all departments	\$50,000	GF	
CMO, Municipal Court, IT, Community Development	\$157,500	GF	
CMO	\$15,000	GF	
CMO	"Varies from \$10,000 to \$20,000 per election"	GF	

PROJECT	2022	2023	2024	2025	2026
CITY MANAGER'S OFFICE (CON'T)					
Redistricting - Update voting/ward boundaries after census data is available		X	X		
Economic Development - Develop key property in Downtown and Midtown through coordination with interested third-parties.	X	X	X	X	X
Main Street Jail/City Midtown Block - Demolish the Main Street Jail and seek redevelopment opportunities.	X				
COMMUNICATIONS & TOURISM					
Promote Conventions and Tourism in Gainesville - Continue to promote convention and tourism business in Gainesville through marketing, advertising, and contacts	X	X	X	X	X
Main Street Program - Maintain Main Street designation	X	X	X	X	X
Citizen Education - Educate the public with bi-annual Citizen's Academy, website updates, social media	X		X		X
Increase Exposure - Produce council meeting videos, plus other videos/content highlighting various city services, departments, happenings, etc.	X	X	X	X	X
Greater Gainesville Sports Alliance - Establish the Greater Gainesville Sports Alliance. Create a marketing and execution plant o promote Gainesville as a premier destination for sports planners and enthusiast	X	X	X		
Redevelopment of Green Street Pool Site - redevelop as passive recreation area	X	X	X		
Launch New Website - Upgrade City's website to be more user friendly on front and back ends, implement City's new branding; feature refreshed, more engaging content.	X	X	X	X	X

RESPONSIBLE PARTIES	ESTIMATED COST	FUNDING SOURCE(S)	NOTES
CMO	\$35,000	GF	
CMO with assistance from all departments	Varies	TAD, Private Funding, EDF	
CMO with assistance from all departments	\$500,000	GF	
Communications & Tourism	\$125,000	HM	
Communications & Tourism	\$16,500	HM/Staff Time	
Public Relations	\$68,000	HM	
Public Relations	Staff Time	GF	
Public Relations	Staff Time	HM	
Convention and Visitors Bureau	2,200,000	GF, Grants, SPLOST	Transferrred to CVB to implement as of 2022.
Public Relations	Staff Time	-	

PROJECT	2022	2023	2024	2025	2026
COMMUNITY DEVELOPMENT					
Fair Street Neighborhood - McDonald Street buffer project	X				
Downtown/Midland Streetscapes - Streetscape planning, design & construction for: (1) "Moat" around CBD per Downtown Master Plan, (2) Midtown streetscapes along Main & Bradford Streets	X	X			
Midland Greenway Phase II - Complete Midtown Greenway from MLK to Industrial, including the WYE Trail Head/ Parker & Main Street Improvements	X				
Midland Greenway Phase III - Continue construction of Midtown Greenway from Industrial Blvd. to Queen City Parkway including the Palmour Drive Connector / Airport Trail	X	X	X		
Midland Greenway Phase IV - Study feasibility and construction of Midtown Greenway east extension and the Norfolk Southern Depot Park	X	X	X	X	
Comprehensive Plan Update - Complete the 5-year update to the Comprehensive Plan	X				
Unified Land Development Code Update - Update the ULDC based on recommendations from the Comprehensive Planning process	X	X	X		
Local Historic Designation & National Register Updates - Implement recommendations in the Historic Resources Structural Survey Report for local designation and National Register Updates	X	X			
Infill Housing Strategy - Establish Land Bank Authority; economic incentives to assist in removal of slum/blight & dilapidated buildings; in-town/downtown density bonuses	X	X	X		
Impact Fee/CIE Update - City needs to update Impact Fee Plan that was done originally in 2006, due to the City's growth since that time					X
Atlanta Highway Corridor Plan - Complete master plan for Atlanta Highway corridor	X	X			

RESPONSIBLE PARTIES	ESTIMATED COST	FUNDING SOURCE(S)	NOTES
Special Projects & Private Contractor	\$60,000	CDBG	
Planning, Special Projects, PWD & DWR	\$1,000,000	GF, TE Funds, CDBG, Grants, Private Funds	
Special Projects, DWR, PWD, Parks/ Recreation, Private Contractor	\$1,100,000	GF, TE Funds, IF	
Special Projects, PWD, Parks/ Recreation	\$500,000	GF, Grant, IF	
Special Projects, PWD, Parks/ Recreation, GHMPO	\$1,000,000	GF, Grant, IF, TAD	
Planning, Consultant	\$150,000	GF	
Planning & Consultant	TBD	GF	
Special Projects, Consultant	\$20,000	GF, Grants	
Planning, Special Projects/ Neighborhood Development	Staff Time	GF, Grants	
Planning, Special Projects, Consultant	\$40,000	GF, IF	
Planning, Special Projects & CVIOG	\$30,000	GF	

PROJECT	2022	2023	2024	2025	2026
COMMUNITY DEVELOPMENT (CON'T)					
Create Quality Affordable Workforce Housing - Acquire property and/or construct single-family homes for homeownership by income-eligible persons	X				
Release an RFP for a Master Developer for Lakeshore Mall, Budgetel, and the Gainesville Mill area to begin the process of redeveloping these areas	X	X			
COMMUNITY SERVICE CENTER					
Funding Sources - Diversify the funding stream for the CSC, to include identifying and implement new fundraising efforts	X	X	X	X	
Launch new WeGo Microtransit Vanpool Service within the City of Gainesville in 2020 and in Hall County in 2021. Sunset Dial-A-Ride Service in 2021.	X	X			
FIRE					
Traffic Preemption System - Install a traffic preemption system for all traffic light intersections within the City allowing for a safer and more efficient response.	X	X			
Replacement rescue unit and equipment to replace current R-25		X	X	X	
Construct New Fire Station #5 - Construct a three (3) bay station to house a total of 15 personnel. Apparatus would include one (1) engine company and one (1) ladder company. To be located in the northwest area of the City.		X			
Construct New Fire Station #6 - Construct a three (3) bay station to house a total of 12 personnel. Apparatus would include one (1) engine company and one (1) rescue company. To be located in the southeast area of the City.				X	
Engine 24 Replacement - Replacement of Engine 24	X				
Engine 23 Replacement - Replacement of fire engine 23		X			
Fire Boat & Equipment - Additional vehicle/equipment to the fleet for Lake Lanier water rescue & fire-fighting along the 47-miles of shoreline (some property on Lake Lanier has better, safer access from the Lake due to terrain)					X

RESPONSIBLE PARTIES	ESTIMATED COST	FUNDING SOURCE(S)	NOTES
Planning, Special Projects, Consultant	\$1,255,000	HOME, CHIP & CDBG Grants	
Planning	Staff Time	GF	
CSC	Staff Time	Grants, Private Funds	
HAT	\$975,000	Grants, IG CARES Act	
Fire	\$35,000	Fire Fund	
Fire	\$2,000,000	Fire Fund, IF	
Fire	\$4,800,000	SPLOST VIII & IF	
Fire	\$4,800,000	Fire Fund, SPLOST & IF	
Fire	\$740,000	Fire Fund & LP	
Fire	\$740,000	Fire Fund & LP	
Fire	\$430,000	Fire Fund, Grants, IF	

PROJECT	2022	2023	2024	2025	2026
FIRE (CON'T)					
Fire Station #5 in SE area (including land acquisition, architectural design/engineering & construction)		X	X		
Equip Fire Station #5 with one pumper truck			X	X	
Fire Station #6 in NW area (including land, architectural design & engineering & construction)					X
GOLF COURSE					
Golf Training & Introduction Program - Institute a program to provide an Introduction to Golf for schools and interested citizens, including golf lessons.	X	X	X	X	X
Club House - Develop plans for a new or renovated Club House, to include area for cart storage.	X				
Range Renovations - Design and construct renovations to the driving range.		X	X		
Maintenance Building - Develop plans for a new or renovated maintenance building.	X	X			
Bent Grass Conversion - Convert course greens from Bent Grass to Champion Grass.			X	X	
Golf Course Drainage Improvement - Construct a ditch to the right of #4 cart path to divert water from the fairway to the drainage pipe and redirect water from the fairway.	X				
HUMAN RESOURCES					
Perform a multi-year HR Audit - Review all processes and policies to ensure compliance with legal requirements, and evaluate the adequacy and effectiveness of each. Identify areas that can be streamlined or carried out more efficiently through the use of technology.	X	X	X	X	X

RESPONSIBLE PARTIES	ESTIMATED COST	FUNDING SOURCE(S)	NOTES
Fire	\$5,450,000	Fire Fund, IF, SPLOST	
Fire	\$900,000	Fire Fund, IF	
Fire	\$5,450,000	Fire Fund, SPLOST	
Golf Course	\$50,000	GF	
Golf Course	\$315,000	GF, Tournament Proceeds	
Golf Course	\$500,000	GF, Fee Revenues	
Golf Course	\$175,000	GF, Tournament Proceeds	
Golf Course	\$500,000	GF, Private Donations	
Golf Course	\$12,000	GF, Friends of Chattahoochee	
HR	Staff/Legal Time \$5,000	GF	

PROJECT	2022	2023	2024	2025	2026
PARKS & RECREATION					
East Side Greenway (Midland to New Holland)	X				
Park Amenity Replacements - Replace and upgrade program for all system park amenities such as benches, picnic tables, trash receptacles, pavilions, fishing piers, signage, etc.	X	X	X		
Flat Creek Multiuse Trail	X				
Park Restroom Renovations - Renovate & upgrade all park restroom facilities - Candler Fields & Longwood Park Tennis Courts (new)	X	X			
Rental Facilities Equipment Replacement - Chair and Table Replacements at all rental facilities	X	X			
Playground Replacement - Phase II replacement of 20+ year old playground equipment in parks - Next Phase: Riverside, City Park , Lanier Point, and Longwood (Upper)	X	X			
Youth Athletic Complex - More field space is needed due to growth in youth athletics	X	X			
Park Trail Maintenance - Repair and or replace uneven and broken concrete walkways, wooden bridges and boardwalks in the parks	X	X	X	X	X
New Parks Master Plan - A 10-year update of the Parks Master Plan is needed.	X				
Dog Park - Addition of a off lease play area for dogs in the parks.				X	
Park Community Gardens - Study and construct at least one area for community gardens within park system	X		X		
Disc Golf Course - Study and construct a Disc Golf Course at Youth Athletic Complex			X		

RESPONSIBLE PARTIES	ESTIMATED COST	FUNDING SOURCE(S)	NOTES
Parks & Recreation	\$1,000,000	GF, IF, SPLOST, Grants	In Progress - CSX Transportation property appraised & offer made to CSX. City is considering options given CSX did not accept initial offer.
Parks & Recreation	\$100,000	FB, GF, SPLOST, Bonds, Grants	
Parks & Recreation	\$850,000	GF, IF, SPLOST, Grants	In Progress - Part of Central Hall Trail that links to Midtown Greenway. Georgia Recreational Trails Grant not awarded in 2016. GHMPO hired ALTA to conduct a study to determine options for trail connection & design.
Parks & Recreation	\$275,000	FB, GF, SPLOST, Bonds, Grants	
Parks & Recreation	\$75,000	FB, GF, SPLOST	
Parks & Recreation	\$350,000	FB, GF, SPLOST, Bonds	
Parks & Recreation	\$11,500,000	GF, IF, SPLOST, Grants	Construction to begin July 2022.
Parks & Recreation	\$150,000	GF, Private Donations	
Parks & Recreation	\$150,000	FB, GF	
Parks & Recreation	\$50,000	FB, GF, SPLOST, Bonds, Grants	
Parks & Recreation	\$10,000	FB, GF, Grants	
Parks & Recreation	\$22,000	FB, GF, SPLOST, Bonds, Grants	

PROJECT	2022	2023	2024	2025	2026
PARKS & RECREATION (CON'T)					
Park Parking Lots - Repave or resurface park parking lots: Lanier Point; Clarks Bridge; Wilshire Trails; The Rock; Longwood; Holly; Myrtle; Kenwood; City Park; and Candler	X	X			
Frances Meadows Center Park Improvements - Construct trail system as designed around the Frances Meadows and Gainesville Middle School complexes; construct outdoor pool addition for general and lap swimming	X	X	X	X	X
Skate Park - Construct a public skate park	X				
Civic Center Renovations Concept and Implementation - Customer service issue	X	X			
VSI Upgrades - Recreation management software upgrades	X				
Lanier Point Athletic Complex Improvements - Dugout, Landscaping, Building (windows, swings, etc.) & Pavilion, Playground, Batting Cages & Safety Netting, etc.	X	X	X		
City Park Baseball Concession & Restroom Building Replacement	X				
Park Signage - Match new City standard	X	X			
Midland Greenway Extension & Improvements	X	X	X	X	
Midland Greenway Lighting		X	X		

RESPONSIBLE PARTIES	ESTIMATED COST	FUNDING SOURCE(S)	NOTES
Parks & Recreation	\$150,000	FB, GF	
Parks & Recreation	\$2,990,750	GF, IF, SPLOST, Grants	
Parks & Recreation	\$2,050,000	GF, IF	In Progress - New Skate Park added near Midtown Greenway. Opened March 2020. Added approximately 2 acres. Still waiting on security cameras, etc.
Parks & Recreation	\$936,000	FB, SPLOST	
Parks & Recreation	\$55,000	GF, FB	
Park & Recreation	\$725,000	GF, IF, SPLOST, Grants	New playground, & pavilion postponed to FY2023.
Park & Recreation	\$850,000	GF, FB	
Parks & Recreation	\$750,000	GF, FB	
Parks & Recreation	\$3,419,000	IF, FB, SPLOST, GF	In Progress - GDOT TE project to develop Phase II (trail construction from MLK, Jr. Blvd to Industrial Blvd & streetscaping to connect Phase I with pedestrian bridge). Approval of ROW plans & Detailed Cost Estimate completed for all nine (9) parcels. GDOT gave "Notice to Proceed" with ROW acquisition which is in progress. Also studying feasibility of new train section, destination playground, new amphitheater/stage, splashpad, etc. for FY21-22
Parks & Recreation	\$200,000	GF, IF	Construction to begin in Fall 2022.

PROJECT	2022	2023	2024	2025	2026
PARKS & RECREATION (CON'T)					
Recreation Center Planning - in new regional park at Allen Creek					X
Athletic Field Fencing - Refencing at City Park, Candler, and Lanier Point			X	X	
Competitive Swimming Timing System	X	X			
Lake Lanier Olympic Park - Park Improvements	X				
Frances Meadows Fitness Center Improvements		X			
Frances Meadows Pools Resurfaced			X		
Tennis Courts Resurfaced at Longwood and City Park	X				
Civic Center Security Cameras Replaced			X		
Civic Center Portico Added	X				
Sport Field Lighting Upgrades to LED		X	X		
New Maintenance Building			X		
Kenwood Playground Added	X				
Longwood Park					X
Myrtle Street Sports Field with lights		X			
Martha Hope Cabin Improvements		X	X		

RESPONSIBLE PARTIES	ESTIMATED COST	FUNDING SOURCE(S)	NOTES
Parks & Recreation	\$15,000,000	GF, IF, SPLOST, Grants	Development identified as part of new regional park to accommodate growth.
Parks & Recreation	\$140,000	GF, FB	
Parks & Recreation	\$35,000	GF, FB	
Parks & Recreation	\$250,000	SPLOST	
Parks & Recreation	\$75,000	GF, FB	
Parks & Recreation	\$300,000	GF, FB	
Parks & Recreation	\$35,000	GF, FB	
Parks & Recreation	\$55,000	GF, FB	
Parks & Recreation	\$150,000	GF, FB	
Parks & Recreation	\$695,000	GF, FB	
Parks & Recreation	\$100,000	GF, FB	
Parks & Recreation	\$45,000	GF, FB	
Parks & Recreation	\$2,253,350	GF, IF, SPLOST, Grants	New concept plan adding restrooms, festival field, pavilions, extra parking, etc.
Parks & Recreation	\$100,000	GF, FB	
Parks & Recreation	\$400,000	GF, IF	In conceptual phase. To accommodate the increase in rentals at the cabin as well as the continued growth of Youth Athletics and the need for additional parking in City Park.

PROJECT	2022	2023	2024	2025	2026
POLICE					
Police Training Facility, Phase II - Construct Phase II of the police training facility which includes a shoot house, a training building with instructional classroom space, and indoor weapons training simulator	X	X			
Digital Alley Mobile Video (MVR) Camera System - Replace ten (10) antiquated VHS and DVD MVR systems with the new wireless download system to increase the number of systems currently deployed in the field, thereby increasing efficiency in storage, retrieval and download of data and decrease operational costs relating to MVRs	X	X			
License Plate Recognition System (LPR) - Install LPR's in all police vehicles assigned to the Police Traffic Services Unit and ACE Team to allow the officers the ability to automatically identify and address those drivers with suspended registrations and tags and insurance violations	X	X	X	X	X
Firearms Simulator - Purchase a interactive firearms and less lethal training simulator for use in a classroom to enhance the officer in his/her ability with Officer presence, verbal skills, less lethal force options, and deadly force situations. This will also be used to educate the public regarding situations officers face while on patrol.	X	X			
Portable Radios - Replace officers' portable radios over a 5-year period. The current portable radios end of life is 12/31/19 as outlined by the manufacturer Motorola. At that time, this model and its replacement parts will no longer be built.	X	X	X	X	X
PUBLIC WORKS					
Lee Gilmer Airport Improvements - Undertake projects as recommended in the airport capital improvement plan.	X				
Road Improvement Programs - Conduct programs in accordance with the road maintenance plan to improve the 1,402.7 miles of City streets that are rated on an annual basis. Programs include resurfacing, patching, full depth reclamation, rubberizations and in-house paving program.	X	X	X	X	X

RESPONSIBLE PARTIES	ESTIMATED COST	FUNDING SOURCE(S)	NOTES
Police	\$3,326,000	GF, LP, IG, SPLOST	
Police	\$56,000	GF, Grants	
Police	\$175,000	GF, IT Fund, Grants	
Police	\$90,000	GF, IT Fund, Grants	
Police	\$467,610	GF, IT Fund	
Airport	\$13,625,000	GF, Airport, GDOT, FAA, Grants	
Public Works Engineering, Streets, GDOT	\$13,625,000	GF, FB, IG, CIP, LMIG, GDOT	

PROJECT	2022	2023	2024	2025	2026
PUBLIC WORKS (CON'T)					
Sidewalk Improvements - Install sidewalks in accordance with the City's sidewalk improvement plan.	X	X	X	X	X
Thermoplastic Restriping - Perform thermoplastic restriping on certain classified City streets to meet Federal compliance mandates.	X	X	X	X	X
Citywide Traffic Calming - Continue traffic calming measures including speed tables, pedestrian crossings, signage, equipment, and related expenses.	X	X	X	X	X
Interchange Beautification - New landscaping at Exit 20 (I-985 and Queen City Parkway).	X	X			
Transportation Improvement Program - Conduct programs in accordance with the transportation master plan to improve the infrastructure, intersections and traffic conditions within the City.	X	X	X	X	X
Prior Street/Jesse Jewell Intersection Improvement - Add a southbound left turn lane on Prior at Jesse Jewell Parkway	X				
Park Hill Drive and South Enota Drive Intersection Improvements - Improve the capacity of the intersection by development of a design for potential improvements, upgrading traffic signals, adding necessary turn lanes according to the design, purchasing right of way, and installing pedestrian signals to meet State ADA mandates			X	X	
Bradford and Washington Streetscapes - Make improvements to Bradford St from Washington St to Academy Street and Washington Street from E.E. Butler Parkway to Bradford Street	X				
E.E. Butler Parkway at MLK, Jr. Boulevard; Athens Street at MLK, Jr. Boulevard Intersection improvement		X			
Operations Manual - Develop operations manual for all Public Works divisions, including annual updates.	X	X	X	X	

RESPONSIBLE PARTIES	ESTIMATED COST	FUNDING SOURCE(S)	NOTES
Public Works Engineering	\$1,000,000	GF, Grants	
Traffic Engineering	\$50,000	GF, LMIG	
Traffic Engineering	\$220,000	GF	
Public Works Engineering	\$600,000	GF, Chamber of Commerce, Private Donations	
Traffic Engineering	\$15,000,000	GF, FB, IG, CIP, GDOT, Grants	
Public Works Engineering	\$75,000	GF, GDOT	
Public Works Engineering	\$350,000	GF, GDOT	
Public Works Engineering	\$150,000	GF	
Public Works Engineering	\$1,250,000	GF, FB, IG, CIP, GDOT, Grants	
Public Works Engineering	Staff Time	GF	

PROJECT	2022	2023	2024	2025	2026
PUBLIC WORKS (CON'T)					
Intelligent Transportation System Evaluation & Implementation to provide interconnectivity to GDOT - Connect various Intelligent Transportation Systems (ITS) that are located throughout the City into a central location that will enable a constant link of communication to our major corridor's traffic signals and eventually permit internet users the ability to access traffic cameras through the GDOT website	X				
Intelligent Transportation System Intersection Improvements - Install Intelligent Transportation System at all major intersections within the City	X				
Jesse Jewell Parkway at Auburn Avenue Intersection Improvement - add an eastbound Jesse Jewell Parkway right-turn lane.	X				
Browns Bridge Road at West End Avenue Intersection Improvement - add a westbound Browns Bridge Road right-turn lane.	X				
Jesse Jewell Pkwy at E.E. Butler Pkwy Intersection Improvement - extend the eastbound Jesse Jewell right-turn lane from the pedestrian bridge to E.E. Butler Parkway.	X				
Bridge Maintenance Program - Perform maintenance on the City's bridge infrastructures	X				
Asphalt Preservation Program - Utilize crack seal and other pavement preservation methods	X				
Roadway Beautification Program - Improve the condition and appearance of the Rights-of-ways and medians throughout the City	X	X			
Construct new Public Works Complex - Construct new complex for Public Works divisions of Vehicle Services, Traffic, Streets and Solid Waste	X				
Cemetery Expansion - Open additional section of Alta Vista Cemetery			X		
Green Hill Circle Connector - Extend Green Hill Circle to connect to Shallowford Road to improve traffic operations near along the Dawsonville Highway corridor.	X	X			
Green Street Study Implementation - Construct the improvements to Green Street identified in the Green Street Improvement Feasibility Study.	X	X	X	X	

RESPONSIBLE PARTIES	ESTIMATED COST	FUNDING SOURCE(S)	NOTES
Traffic Engineering	\$175,000	GF	
Traffic Engineering	\$100,000	GF	
Traffic Engineering	\$140,000	GF	
Traffic Engineering	\$450,000	GF	
Traffic Engineering	\$280,000	GF	
Public Works Engineering	\$75,000	GF	
Public Works Engineering	\$25,000	GF	
Landscape Management	\$200,000	GF	
Public Works Engineering	\$8,000,000	GF, SPLOST	
Cemetery	TBD	CTF	
Public Works Engineering	TBD	SPLOST	
Public Works Engineering	TBD	GF	

PROJECT	2022	2023	2024	2025	2026
PUBLIC WORKS (CON'T)					
City Park Roundabout - Design a roundabout at the intersection of Memorial Drive/Glenwood Drive/Prior Street	X	X	X	X	
Davis Street Extension - Extend Davis Street from its current terminus at Wills Street to Queen City Parkway.	X				
Oak Tree Drive/SR 60 Connector Improvements - Construct improvements along Oak Tree Drive and Riverside Drive.	X	X	X	X	
Upgrade MLK, Jr. Boulevard to a “complete street” focused on pedestrian improvements, from Queen City Parkway to E. E. Butler Parkway.			X		
Expand the Midland Greenway along the unused CSX interchange track right-of-way to connect to Fair Street Neighborhood and New Holland.			X		
Multi-Use Trail - Connect existing trail from Longwood Park along Pearl Nix Pkwy to Lakeshore Drive and connect to Lakeshore Mall.			X		
Multi-Use Trail - Connect existing Wilshire Trails along Pearl Nix Parkway to John W. Morrow, Jr. Parkway.		X			
Study traffic operation/signalization at the Enota Avenue and Virginia Avenue intersections to improve pedestrian safety.		X			
Assess prior Green Street/Park Hill Drive intersection improvement concepts for future applicability.			X		
Add connection to Linwood Nature Preserve off Crystal Drive/Springview Drive.					X
Provide better pedestrian accessibility and safety along Browns Bridge Road through improved sidewalks/streetscapes, bike lanes, limited curb cuts, better lighting, and street trees.			X		
Connect Alta Vista Cemetery, Longwood Park, and Lakeshore Mall area by connecting them to the Wilshire Trails and the Midland Greenway through new multi-use trails.					X
Install sidewalks and other pedestrian and bicycle improvements along Pearl Nix Parkway.		X			

RESPONSIBLE PARTIES	ESTIMATED COST	FUNDING SOURCE(S)	NOTES
Public Works Engineering	TBD	GF	
Public Works Engineering	TBD	CDGB	
Public Works Engineering	TBD	GF, GTIB, GDOT	
Public Works Engineering	TBD	GF, TAP, IF	
Special Projects, PWD, Parks/ Recreation	TBD	GF, TAP, IF	
Special Projects, PWD, Parks/ Recreation	TBD	GF, TAP, IF	
Special Projects, PWD, Parks/ Recreation	TBD	GF, TAP, IF	
Traffic Engineering	TBD	GF	
Traffic Engineering	TBD	GF	
Public Works Engineering	TBD	TBD	
Public Works Engineering	TBD	TBD	
Planning, Special Projects, PWD, Parks/Recreation	TBD	TBD	
Public Works Engineering	TBD	GF, Grants	

PROJECT	2022	2023	2024	2025	2026
PUBLIC WORKS (CON'T)					
Provide for better and safer pedestrian connections across John W. Morrow, Jr. Parkway, especially at the Pearl Nix Parkway intersection.		X			
Multi-Use Trail - Connect Midland Greenway to Lakeshore Mall through the proposed Jesse Jewell Parkway West Redevelopment Area.			X		
Add Pedestrian Crossing at the intersection of Queen City Parkway and Summit Street for trail connection from Midland Greenway to Jesse Jewell Parkway West Redevelopment Area (trail through Armour Street).				X	
Add sidewalks along Limestone Parkway.		X			
Improve the street environment to enhance walkability at Jesse Jewell Parkway in New Holland.					X
Link Gainesville Mill to Midland Greenway via Phase III.				X	
Determine the feasibility of connecting the New Holland Mill to the Fair Street neighborhood with sidewalks along Myrtle Street.		X			
Trail connection at Mundy Mill.					X
Expand Dawsonville Highway to 3 lanes in each direction between Shallowford Road and Ahaluna Drive					X
Multi-Use Trail in Gainesville Mill village connecting Midland Greenway to existing trail on Marler Street to end of Marler Street.				X	
WATER RESOURCES					
Meter Maintenance Program - Continue program to replace aging water meters with new radio read meters and increase FlexNet coverage area.	X	X	X	X	X
Tank Maintenance Program - Annual maintenance of tanks within the water system, including inspection and painting.	X	X	X	X	X
Lift Station Improvement Program - Continue annual improvements on lift stations, as needed, to ensure capacity.	X	X	X	X	X

RESPONSIBLE PARTIES	ESTIMATED COST	FUNDING SOURCE(S)	NOTES
Traffic Engineering	TBD	TBD	
Special Projects, PWD, Parks/ Recreation	TBD	TBD	
Public Works Engineering	TBD	TBD	
Public Works Engineering	TBD	GF, Grants	
Public Works Engineering	TBD	TBD	
Special Projects, PWD, Parks/ Recreation	TBD	GF, TAP, IF	
Planning, Public Works Engineering	TBD	GF, Grants	
Special Projects, PWD, Parks/ Recreation	TBD	GF, TAP, IF	
PW Engineering	TBD	GF, GDOT	
Special Projects, PWD, Parks/ Recreation	TBD	GF, TAP, IF	
METER SERVICES			
Meter Services	\$4,750,000	Capital Project Fund	
Engineering & Construction Services	\$2,150,000	Capital Project Fund	
Engineering & Construction Services	\$7,500,000	Capital Project Fund	

PROJECT	2022	2023	2024	2025	2026
WATER RESOURCES (CON'T)					
Water Treatment Plant Maintenance - Continue major maintenance projects at water treatment plants including electrical control upgrades.	X	X	X	X	X
Water Main Extension/Maintenance/Improvement - Continue extensions, maintenance and improvements of water mains as needed.	X	X	X	X	X
Water and Sewer Utility Relocations - Relocate water and sewer mains as required by GDOT for transportation improvements.	X	X	X	X	X
Sanitary Sewer Extension/Maintenance/Improvement - Continue replacement and rehabilitation program of the sanitary sewer system.	X	X	X	X	X
Water Reclamation Facilities Improvements - Improvements at Linwood (replacing membrane system) and at Flat Creek, plus miscellaneous maintenance projects; Linwood discharge pipe, plus replacement of bar screen at Flat Creek.	X	X	X	X	X
Sewer System Extension Program - Continue extensions of sanitary sewer as needed.	X	X	X	X	X
Manhole Lining Rehabilitation/Improvements - Install manhole lining and other improvements to reduce inflow & infiltration.	X	X	X	X	X
Stormwater Planning - Conduct stormwater planning throughout the City to include identifying future capital projects, needed maintenance, and evaluation of funding sources.	X	X	X	X	X
Storm Drainage Improvement Program - Install, repair, and/or reconstruct stormwater drainage facilities at various locations throughout the City as identified by staff and the Stormwater Capital Improvements Plan.	X	X	X	X	X
Water System Master Plan - Long range plan for improvements needed in the water distribution system and Water Treatment Plants.	X				
Wastewater System Master Plan - Long range plan for improvements needed in the wastewater collection system and Water Reclamation Facilities.	X				

RESPONSIBLE PARTIES	ESTIMATED COST	FUNDING SOURCE(S)	NOTES
Engineering & Construction Services	\$30,950,000	Capital Project Fund, GEFA	
Engineering & Construction Services	\$7,500,000	Capital Project Fund	
Engineering & Construction Services	\$24,350,000	Capital Project Fund & Bonds	
Engineering & Construction Services	\$7,500,000	Capital Project Fund	
Engineering & Construction Services	\$12,849,000	Capital Project Fund	
Engineering & Construction Services	\$1,250,000	Capital Project Fund	
Engineering & Construction Services	\$250,000	Capital Project Fund	
Stormwater	\$100,000	SPLOST	
Stormwater	\$4,900,000	SPLOST	
Engineering & Construction Services	\$800,000	Capital Project Fund	
Engineering & Construction Services	\$800,000	Capital Project Fund	

PROJECT	2022	2023	2024	2025	2026
WATER RESOURCES (CON'T)					
Water Reclamation Facilities Improvements - Continue major maintenance projects at water reclamation facilities including electrical control upgrades.	X	X	X	X	X
Asset Management Implementation - Program to identify and track condition of DWR assets for comprehensive replacement/rehab schedule.	X	X	X	X	X
Athens Highway Sanitary Sewer Extension - Extension of the City's sanitary sewer collection system along the Athens Highway corridor.	X	X	X		
Squirrel Creek Sanitary Sewer Improvements - Replacement of the City's sanitary sewer lift station that serves the Thompson Bridge Road corridor.	X	X	X		
IT Upgrades - Replacement and upgrade of Information Technology (IT) assets to ensure reliability and security of the Department's water and wastewater operations.	X	X	X	X	X
Flat Creek Watershed Improvements - Improvements to the Flat Creek Ecosystem from Banks Street to Parker Street.	X	X			

GF = General Fund
 HM = Hotel/Motel Fund
 SPLOST = Special Local Option Sales Tax
 CDBG = Community Development Block Grant
 IF = Impact Fee
 TAD = Tax Allocation District
 CHIP = Community HOME Investment Program
 LP = Lease Proceeds

FB = Future Bond
 IG = Intergovernmental Funding
 TAP = Transportation Alternatives Program
 GDOT = Georgia Department of Transportation
 FAA = Federal Aviation Administration
 LMIG = Local Maintenance Improvement Grants
 GTIB = Georgia Infrastructure Transportation Bond
 GEFA = Georgia Environmental Finance Authority

RESPONSIBLE PARTIES	ESTIMATED COST	FUNDING SOURCE(S)	NOTES
Engineering & Construction Services	\$34,800,000	Capital Project Fund, GEFA	
Engineering & Construction Services	\$1,500,000	Capital Project Fund	
Engineering & Construction Services	\$32,600,000	Capital Project Fund	
Engineering & Construction Services	\$26,400,000	Capital Project Fund	
Engineering & Construction Services	\$1,250,000	Capital Project Fund	
Engineering & Construction Services	\$3,100,000	Capital Project Fund	

CAPITAL IMPROVEMENT ELEMENT

The purpose of a Capital Improvements Element (CIE) is to establish where and when certain new capital facilities will be provided within a municipality and how they may be financed through an impact fee program. The City of Gainesville’s CIE focuses on projects related to parks and recreation, the police department, and the fire department. System improvements expected to commence or be completed over the coming five years are also shown in the Community Work Program (see pages 266-295). The CWP affects new and previously planned capital projects for the upcoming five-year period, beginning with the current year.

Relevant parts of the City of Gainesville’s CIE are provided on the following pages. The entire CIE was submitted as a separate document and should be the main point of reference.

POLICE CAPITAL IMPROVEMENTS PROJECTS UPDATE

PROJECT DESCRIPTION	START	END	ESTIMATED COST	PERCENTAGE OF FUNDING FROM IMPACT FEES
Police Training Facility, Phase II: Architectural Design & Engineering for shoot house, training building with instructional classroom space & indoor weapons training simulator (at 15% building construction costs)	2017	2023	\$390,000	20%
Construct Phase II of Training Facility: Shoot House, Training Building with classroom space & Indoor Weapons Training Simulator	2020	2025	\$2,936,000	20%
Total of Costs, Expenditures & Impact Fees Encumbered	-	-	\$3,326,000	-

GF = General Fund
 IG = Intergovernmental Funding
 SPLOST = Special Local Option Sales Tax
 LP = Lease Proceeds

OTHER FUNDING SOURCES	IMPACT FEES EXPENDITURES	IMPACT FEES ENCUMBERED	STATUS/REMARKS
GF, LP, IG, SPLOST	\$0	\$0	<p>Delayed/Postponed (Shoot House & Training Building) - Training facility for current and additional officers to be hired to accommodate expected growth and to meet Police certification requirements</p> <p>Completed - Design of building for indoor weapons training simulator</p>
GF, LP, IG, SPLOST	\$0	\$90,000	<p>Delayed/Postponed (Shoot House & Training Building) - Training facility for current and additional officers to be hired to accommodate expected growth and to meet Police certification requirements</p> <p>Indoor weapons training simulator completed</p>
-	\$0	\$90,000	

FIRE CAPITAL IMPROVEMENTS PROJECTS UPDATE

PROJECT DESCRIPTION	START	END	ESTIMATED COST	PERCENTAGE OF FUNDING FROM IMPACT FEES
Replacement rescue unit and equipment to replace current R-25	2022	2024	\$2,000,000	0%
Fire Boat & Equipment: additional vehicle/equipment to the fleet for Lake Lanier water rescue & fire-fighting along the 47 miles of shoreline (some property on Lake Lanier has better, safer access from the Lake due to terrain)	2025	2026	\$430,000	100%
Fire Station #5 in SE area (including land acquisition, architectural design/engineering & construction)	2022	2023	\$5,450,000	0%
Equip Fire Station #5 with one pumper truck	2023	2024	\$900,000	100%
Fire Station #6 in NW area (including land, architectural design & engineering & construction)	2025	2026	\$5,450,000	90.8%
Equip Fire Station #6 with one pumper truck	2026	2027	\$900,000	100%
Fire Station #7	2028	2029	\$5,450,000	100%
Total of Costs, Expenditures & Impact Fees Encumbered	-	-	\$20,580,000	-

GF = General Fund
 IG = Intergovernmental Funding
 SPLOST = Special Local Option Sales Tax
 LP = Lease Proceeds

OTHER FUNDING SOURCES	IMPACT FEES EXPENDITURES	IMPACT FEES ENCUMBERED	STATUS/REMARKS
Fire Fund	\$0	\$0	Current build time is 24 months due to supply chain issues
Fire Fund, Grants	\$0	\$0	Delayed - Estimate for Fire Boat ranges from \$4000,00 to \$430,000. Fire boat will be used to fight fires along the City's 47 miles of Lake Lanier shoreline & for lake rescue operations.
Fire Fund, SPLOST	\$0	\$0	Delayed - To be included in the FY22 CIP of the City's Budget
Fire Fund	\$0	\$0	Delayed - To be included in the FY23 CIP of the City's Budget
Fire Fund, SPLOST	\$0	\$0	Delayed - To be included in the FY25 CIP of the City Budget
-	\$0	\$0	Delayed - To be included in the FY26 CIP of the City's Budget
SPLOST	\$0	\$0	To be included in the FY28 CIP of the City's Budget
-	\$0	\$0	

PARKS & RECREATION CAPITAL IMPROVEMENTS PROJECTS UPDATE

PROJECT DESCRIPTION	START	END	ESTIMATED COST	PERCENTAGE OF FUNDING FROM IMPACT FEES
City Park	2019	2020	\$1,006,000	100%
East Side Greenway (Midtown to New Holland)	2016	2020	\$1,000,000	100%
Flat Creek Multiuse Trail	2016	2022	\$850,000	100%
Frances Meadows Center Park	2011	2026	\$2,990,750	100%
Holly Park	2014	Future	\$1,670,300	51%
Lanier Point Park	2015	2023	\$725,000	100%
Longwood Park	2019	Future	\$2,253,350	100%
Midtown Greenway/Parks	2006	2024	\$3,419,000	69%

OTHER FUNDING SOURCES	IMPACT FEES EXPENDITURES	IMPACT FEES ENCUMBERED	STATUS/REMARKS
GF, SPLOST, Grants	\$1,002,775	\$0	Complete - New restrooms & playground improvements completed in March 2020.
GF, SPLOST, Grants	\$0	\$0	In Progress - CSX Transportation property appraised and offer made to CSX. City is considering options given CSX did not accept initial offer.
GF, SPLOST, Grants	\$0	\$0	In Progress - Part of Highlands to Islands Trail that links to Midtown Greenway. Georgia Recreational Trails Grant not awarded in 2016. GHMPO hired ALTA to conduct a study to determine options for trail connection & design. Design concepts being developed. Private business donation given in 2021.
GF, SPLOST, Grants	\$0	\$0	Postponed - New outdoor pool and trail system to park plans (Future)
GF, SPLOST, Grants	\$0	\$0	Postponed - Studying renovations for greater use. Discussions with US Army Corps of Engineers about potential new use.
GF, SPLOST, Grants	\$0	\$0	New playground, & pavilion postponed to FY2023.
GF, SPLOST, Grants	\$0	\$0	New concept plan adding restrooms, festival field, pavilions, extra parking, etc. (FY2025)
GF, SPLOST, Grants	\$0	\$0	In Progress - GDOT TE project construction of streetscaping and Phase II-trail was completed in 2021. Studying feasibility of new train section, destination playground, new amphitheater/ stage, splashpad, etc. for FY21-22 Skate park has been added to the greenway expansion to the south.

**PARKS & RECREATION CAPITAL IMPROVEMENTS PROJECTS
UPDATE (CON'T)**

PROJECT DESCRIPTION	START	END	ESTIMATED COST	PERCENTAGE OF FUNDING FROM IMPACT FEES
Recreation Center	2025	Future	\$15,000,000	100%
Skate Park	2019	2020	\$2,050,000	100%
Youth Athletic Complex/Park	2015	2022	\$11,500,000	100%
Greenway Lighting	2022	2023	\$200,000	75%
Martha Hope Cabin Improvements	2022	2023	\$400,000	100%
Park Signage	2019	2022	\$750,000	0%
Total of Costs, Expenditures & Impact Fees Encumbered	-	-	\$43,814,400	-

GF = General Fund
 IG = Intergovernmental Funding
 SPLOST = Special Local Option Sales Tax
 LP = Lease Proceeds

OTHER FUNDING SOURCES	IMPACT FEES EXPENDITURES	IMPACT FEES ENCUMBERED	STATUS/REMARKS
GF, SPLOST, Grants	\$0	\$0	Development identified as part of new regional park to accommodate growth.
GF	\$1,830,169	\$141,820	In Progress - New Skate Park added near Midtown Greenway. Opened March 2020. Added approximately 2 acres. Still waiting on Security Cameras, etc.
GF, SPLOST, Grants	\$191,840	\$408,160	In Progress - Allocated \$450,000 in IF in FY17 Budget for architectural / engineering / design. Initial studies and environmental assessments completed on proposed location. Additional \$323,744 from IF added for FY2020 for planning regarding new location. New location provides for new 89 acres. Construction to begin July 2022.
GF	\$0	\$0	Will begin in FY2023, adding lighting to increase safety of residents as popularity of greenway continues to grow. Construction to begin in Fall 2022.
-	\$0	\$0	In conceptual phase. To accommodate the increase in rentals at the cabin as well as the continued growth of Youth Athletics and the need for additional parking in City Park.
GF	\$0	\$0	Removed from Impact eligibility beginning FY2020.
-	\$3,024,784	\$549,980	



A.

APPENDIX

Report of Accomplishments (2017-2021)	306
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Community Input Survey	342
Meeting Sign-in Sheets	350

REPORT OF ACCOMPLISHMENTS (2017-2021)

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	NOTES
ADMINISTRATIVE SERVICES					
New Software Applications and Enhanced Systems - Investigate options and implement new software applications or improvements to existing software or systems for the following: Financial Software, Tax Billing/Collection, License Tracking, Payroll, Human Resources, Risk Management, City Intranet, and Municipal Court Solution	X				Implemented new software system for Payroll, HR, and Risk Management in 2021. Dropped: Financial Software, Tax Billing/Collection, License Tracking, City Intranet and Municipal Court Solution.
OPEB Review - Establish long-term plan for funding an OPEB trust and include cost in annual budget	X				
Improved Data/Records Management System - Investigate options and implement solution(s) for a records management system to include document imaging, electronic storage of records and automatic integration of applications that share data.	X				
Improve Network Security - Implement and improve solutions to improve the City's network security to include the following: use of network monitoring software; accessibility controls; business continuity and recovery plans; prevention of unauthorized equipment on the network; outbound email filters and other data loss prevention measures		X			Continuously ongoing

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	NOTES
ADMINISTRATIVE SERVICES (CON'T)					
Modern-Day Technological Solutions - Ensuring that technological provisions of the City are up-to-date is necessary to provide quality services to our citizens. Improvements and upgrades to hardware and other equipment will be necessary		X			Continuously ongoing
CITY MANAGER'S OFFICE					
SDS Update - Update the Service Delivery Strategy in accordance with HB 489, in coordination with Hall County and other municipalities		X			Continuously ongoing
JAB Renovation - Renovate the Joint Administration Building to place related functions in a central location and thereby streamline City operations			X		Budget constraints
Recodification - A comprehensive editorial analysis of existing codified ordinances that will generate an updated Code Book that eliminates conflicts and inconsistencies.			X		Budget constraints
Economic Development - Develop key property in Downtown and Midland through coordination with interested third-parties.		X			
Main Street Jail - Demolish the Main Street Jail and seek redevelopment opportunities.			X		Budget constraints
COMMUNICATIONS & TOURISM					
City Signage - Upgrade existing signage and install Primary, Secondary, Directional signage to better promote City attractions and facilities	X				
Promote Conventions and Tourism in Gainesville - Continue to promote convention and tourism business in Gainesville through marketing, advertising, and contacts		X			Continuously ongoing
Main Street Program - Maintain Main Street designation		X			Continuously ongoing

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	NOTES
COMMUNICATIONS & TOURISM (CON'T)					
Citizen Education - Educate the public with bi-annual Citizen's Academy, website updates, social media		X			
TV18 Volunteer Opportunities - Offer job shadowing, training and internship opportunities to students and adults who would like to volunteer with TV18 productions				X	No longer applicable
Expand TV18 Viewer Base - Expand TV18 viewer base by using internet and server engines to carry locally produced video programs				X	No longer applicable
Increase TV18 Exposure - Produce mini-versions of TV18 shows and link them via the internet with various city/county department links				X	No longer applicable
COMMUNITY DEVELOPMENT					
Fair Street Neighborhood - McDonald Street buffer project			X		Budget constraints
Downtown/Midland Streetscapes - Streetscape planning, design & construction for: (1) "Moat" around CBD per Downtown Master Plan, (2) Washington & Bradford streetscapes in Downtown, and (3) Midland streetscapes along Main & Bradford Streets		X			
Midland Greenway Phase II - Complete Midland Greenway from MLK to Industrial, including the WYE Trail Head/ Parker & Main Street Improvements		X			
Midland Greenway Phase III - Continue construction of Midland Greenway from Industrial Boulevard to Queen City Parkway including the Palmour Drive Connector/ Airport Trail		X			
Midland Greenway Phase IV - Study feasibility and construction of Midland Greenway east extension and the Norfolk Southern Depot Park		X			

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	NOTES
COMMUNITY DEVELOPMENT (CON'T)					
Unified Land Development Code Update - Update the ULDC based on recommendations from the Comprehensive Planning process			X		Budget constraints
Local Historic Designation & National Register Updates - Implement recommendations in the Historic Resources Structural Survey Report for local designation and National Register Updates			X		Budget constraints
Infill Housing Strategy - Evaluate the effectiveness of existing infill housing inventory and assessment standards		X			
Community Improvement District (CID) - Assist property owners along Browns Bridge Road establish the City's first CID to help redevelop this key gateway.				X	No longer applicable at the moment, may revisit at a later time
Impact Fee/CIE Update - City needs to update Impact Fee Plan that was done originally in 2006, due to the City's growth since that time.			X		Budget constraints; COVID-19
COMMUNITY SERVICE CENTER					
Senior Center Building - Expand the Senior Center, to include completing the design and planning for expansion	X				
Hall Area Transit Service Enhancements - Extend or reroute selected existing routes and create some new routes to connect central core with intown neighborhoods				X	No longer applicable
Hall Area Transit Shelter Art Project - Recruit local artists to participate in design competition for HAT Bus Shelters and Benches				X	No longer applicable
CSC Building - Make improvements to CSC Administrative Building on Prior Street to address energy efficiency issues, traffic congestion, ADA accessibility and linkage to Senior Life Center	X				

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	NOTES
COMMUNITY SERVICE CENTER (CON'T)					
Funding Sources - Diversify the funding stream for the CSC, to include identifying and implement new fundraising efforts		X			Continuously ongoing
HAT Dial-A-Ride Buses - Purchase new Dial-A-Ride Buses in accordance with FTA regulations	X				Dial-A-Ride service was discontinued in 2021
HAT - Red Rabbit Buses - Purchase new Red Rabbit Buses in accordance with FTA regulations				X	Dial-A-Ride service was discontinued in 2021
FIRE					
Traffic Preemption System - Install a traffic preemption system for all traffic light intersections within the City allowing for a safer and more efficient response			X		Delayed to wait for better implementation timeframe
Fire Station # 2 Replacement - Replace the existing Fire Station #2, to include demolition of existing station and construction of a four (4) bay station to house a total of 18 personnel. Apparatus would include one (1) engine company, one (1) rescue company, one (1) emergency medical response company, and one (1) HazMat response company	X				
Construct New Fire Station # 5 - Construct a three (3) bay station to house a total of 15 personnel. Apparatus would include one (1) engine company and one (1) ladder company. To be located in the northwest area of the City			X		Budget constraints
Construct New Fire Station # 6 - Construct a three (3) bay station to house a total of 12 personnel. Apparatus would include one (1) engine company and one (1) rescue company. To be located in the southeast area of the City			X		Budget constraints
Fire Station # 7 Land Identification - Identify land for Fire Station # 7 in the southwest area of the City	X				

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	NOTES
Engine 23 Replacement			X		Budget constraints
Ladder Truck 24 Replacement - Replacement of Aerial Apparatus Ladder 24	X				
Tower 21 Replacement - Replacement of Aerial Apparatus Tower 21	X				
Fire Boat & Equipment - addition to the fleet (water rescue and equipment)			X		Postponed in favor of higher priority items
GOLF COURSE					
Golf Training & Introduction Program - Institute a program to provide an Introduction to Golf for schools and interested citizens, including golf lessons		X			
Club House - Develop plans for a new or renovated Club House, to include area for cart storage		X			
Range Renovations - Design and construct renovations to the driving range			X		Budget constraints
Maintenance Building - Develop plans for a new or renovated maintenance building			X		Budget constraints; COVID-19
Bent Grass Conversion - Convert course greens from Bent Grass to Champion Grass			X		Budget constraints; COVID-19
Golf Course Drainage Improvement - Construct a ditch to the right of #4 cart path to divert water from the fairway to the drainage pipe and redirect water from the fairway.		X			
HUMAN RESOURCES					
Perform a multi-year HR Audit - Review all processes and policies to ensure compliance with legal requirements, and evaluate the adequacy and effectiveness of each. Identify areas that can be streamlined or carried out more efficiently through the use of technology.		X			Continuously ongoing

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	NOTES
PARKS AND RECREATION					
Park Amenity Replacements - Replace and upgrade program for all system park amenities such as benches, picnic tables, trash receptacles, pavilions, fishing piers, signage, etc.		X			Continuously ongoing
Park Restroom Renovations - Renovate & upgrade all park restroom facilities - City Park Tennis Courts, Candler Fields, DeSota Park, Longwood Park & tennis Courts, Wilshire Trails Park, and Roper Park		X			Continuously ongoing
Frances Meadows Splash Zone Renovations - Replace Pebbleflex in Splash Zone, as well as, some of the play fixtures and customer service amenities (chairs/tables/etc.)	X				
Rental Facilities Equipment Replacement - Chair and Table Replacements at all rental facilities			X		Budget constraints
Playground Replacement - Phase II replacement of 20+ year old playground equipment in parks - Next Phase: Riverside, City Park, Lanier Point, and Longwood (Upper)		X			
Youth Athletic Complex - More field space is needed due to growth in youth athletics		X			
Park Trail Maintenance - Repair and or replace uneven and broken concrete walkways, wooden bridges and boardwalks in the parks	X	X			Continuously ongoing
Civic Center Boiler & Chiller Replacement - Systems maintenance issue	X				
New Strategic Parks and Recreation Operations Plan - A 5-year update is needed.	X				
New Parks Master Plan - A 10-year update of the Parks Master Plan is needed.			X		Budget constraints; COVID-19
Dog Park - Addition of a off-leash play area for dogs in the parks.			X		Budget constraints

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	NOTES
PARKS AND RECREATION (CON'T)					
Park Community Gardens - Study and construct at least one area for community gardens within park system			X		Budget constraints
Disc Golf Course - Study and construct a Disc Golf Course at Lanier Point Park			X		Budget constraints
Park Parking Lots - Repave or resurface park parking lots: Lanier Point; Clarks Bridge; Wilshire Trails; The Rock; Longwood; Holly; Myrtle; Kenwood; City Park; and Candler		X			
Frances Meadows Trails - Construct trail system as designed around the Frances Meadows and Gainesville Middle School complexes			X		Budget constraints
Holly Park - Study proposed improvements to Holly Park for implementation	X				
Skate Park - Study and construct a public skate park		X			Continuously ongoing
Greenprint - Study and develop a community-wide greenspace plan that provides for pedestrian connectivity.	X				
Civic Center Parking Lot - Repave the existing parking lots at the Civic Center	X				
Re-caulking of Competition Pool at Frances Meadows - Maintenance issue	X				
Civic Center Re-roofing - Maintenance issue	X				
Civic Center Exterior Improvements - Painting & Front Porch Flooring	X				
Civic Center AV Upgrades - Customer service issue			X		Budget constraints
VSI Upgrades - Recreation management software upgrades		X			
Redevelopment of Green Street Pool Site - redevelop as passive recreation area			X		Budget constraints
Renovate "Pump House" (abandoned) at Linwood Nature Preserve - Education Center	X				

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	NOTES
PARKS AND RECREATION (CON'T)					
Desota Park Court Renovations - Replace tennis and basketball courts	X				
Lanier Point Athletic Complex Improvements - Dugout, Landscaping, Building (windows, awnings, etc.), & Pavilion, Playground, Batting Cages, & Safety Netting, etc.			X		Postponed to 2023
City Park Baseball Concession and Restroom Building Replacement			X		Budget constraints
Frances Meadows Outdoor Pool Addition - for General and Lap Swimming			X		Budget constraints
Park Signage - Match New City Standard		X			Continuously ongoing
Midland Greenway Extension & Improvements		X			
Recreation Center Planning - In new regional park at Allen Creek			X		Development identified as part of new regional park to accommodate growth.
POLICE					
Police Training Facility, Phase II - Construct Phase II of the police training facility which includes an impound lot to replace the lot currently housed at the City Shop, a shoot house, a training building to conduct classroom instruction and an indoor driving simulator			X		Training facility for current and additional officers to be hired to accommodate expected growth & to meet police certification requirements has been delayed
Digital Alley Mobile Video (MVR) Camera System - Replace ten (10) antiquated VHS and DVD MVR systems with the new wireless download system to increase the number of systems currently deployed in the field, thereby increasing efficiency in storage, retrieval and download of data and decrease operational costs relating to MVR's		X			

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	NOTES
POLICE (CON'T)					
License Plate Recognition System (LPR) - Install LPR's in all police vehicles assigned to the Police Traffic Services Unit and ACE Team to allow the officers the ability to automatically identify and address those drivers with suspended registrations and tags and insurance violations		X			Continuously ongoing
Firearms Simulator - Purchase a interactive firearms and less lethal training simulator for use in a classroom to enhance the officer in his/her ability with Officer presence, verbal skills, less lethal force options, and deadly force situations. This will also be used to educate the public regarding situations officers face while on patrol.		X			
Portable radios - Replace officer's portable radios over a 5 year period. The current portable radios end of life is 12/31/19 as outlined by the manufacturer Motorola. At that time, this model and it's replacement parts will no longer be built		X			Continuously ongoing
PUBLIC WORKS					
Lee Gilmer Airport Improvements - Undertake projects as recommended in the airport capital improvement plan		X			Continuously ongoing
Road Improvement Programs - Conduct programs in accordance with the road maintenance plan to improve the 140.8 miles of City streets that are rated on an annual basis. Programs include resurfacing, patching, full depth reclamation, rubbilization and in-house paving program		X			Continuously ongoing
Sidewalk Improvements - Install sidewalks in accordance with the City's sidewalk improvement plan		X			Continuously ongoing
Thermoplastic Restriping - Perform thermoplastic restriping on certain classified City streets to meet Federal compliance mandates		X			Continuously ongoing

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	NOTES
PUBLIC WORKS (CON'T)					
Citywide Traffic Calming - Continue traffic calming measures including speed tables, pedestrian crossings, signage, equipment, and related expenses		X			Continuously ongoing
Interchange Beautification - New landscaping at Exit 20 (I-985 and Queen City Parkway).			X		Budget constraints
Transportation Improvement Program - Conduct programs in accordance with the transportation master plan to improve the infrastructure, intersections and traffic conditions within the City.		X			
Prior Street-Jesse Jewell Intersection Improvement - Add a southbound left turn lane on Prior at Jesse Jewell		X			
Park Hill Drive and South Enota Drive Intersection Improvements - Improve the capacity of the intersection by development of a design for potential improvements, upgrading traffic signals, adding necessary turn lanes according to the design, purchasing right of way, and installing pedestrian signals to meet State ADA mandates			X		Budget constraints
Bradford and Washington Streetscape - Make improvements to Bradford Street from Washington Street to Academy Street and Washington Street from E.E. Butler Parkway to Bradford Street.		X			

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	NOTES
PUBLIC WORKS (CON'T)					
Thermoplastic Crosswalk Improvements - Install decorative thermoplastic crosswalks at 5 intersections. E.E. Butler Parkway/ Spring Street, E.E. Butler Parkway/ Washington Street, Jesse Jewell Parkway/ Bradford Street, Jesse Jewell Parkway/ Main Street and Jesse Jewell Parkway/West Academy Street.	X				
E.E. Butler Parkway at MLK Jr Boulevard; Athens Street at MLK Jr Boulevard Intersection improvement			X		Budget constraints
Green Street-Forensic Study - Investigate the current conditions and drainage of Green Street to determine future needs and possible solutions	X				
Downey Boulevard/Vine Street - Turn lane addition for intersection improvement	X				
Operations Manual - Develop operations manual for all Public Works divisions, including annual updates.		X			Continuously ongoing
Intelligent Transportation System Evaluation & Implementation to provide interconnectivity to GDOT - Connect various Intelligent Transportation Systems (ITS) that are located throughout the City into a central location that will enable a constant link of communication to our major corridor's traffic signals and eventually permit internet users the ability to access traffic cameras through the GDOT website			X		Budget constraints
Intelligent Transportation System Intersection Improvements - Install Intelligent Transportation System at all major intersections within the City			X		Budget constraints
Cleveland Highway at Clarks Bridge Signal Improvements - Upgrade traffic signals and install pedestrian signals at the intersection of Cleveland Highway and Clarks Bridge Road	X				

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	NOTES
PUBLIC WORKS (CON'T)					
Jesse Jewell Parkway at Auburn Avenue Intersection Improvement - Add an eastbound Jesse Jewell right-turn lane			X		Budget constraints
Browns Bridge Road at West End Avenue Intersection Improvement - Add a westbound Browns Bridge right-turn lane.			X		Budget constraints
Bridge Maintenance Program - Perform maintenance on the City's bridge infrastructures.			X		Budget constraints
Asphalt Preservation Program - Utilize crack seal and other pavement preservation methods		X			
Roadway Beautification Program - Improve the condition and appearance of the Rights-of-ways and medians throughout the City		X			
Cemetery Free Grounds Memorial - Create a memorial for the approximately 1,200 unmarked graves located within the Alta Vista Cemetery	X				
Construct new Public Works Complex - Construct new complex for Public Works divisions of Vehicle Services, Traffic, Streets and Solid Waste			X		Budget constraints
Cemetery Expansion - Open additional section of Alta Vista Cemetery			X		Budget constraints
WATER RESOURCES					
Meter Maintenance Program - Continue program to replace aging water meters with new radio read meters and increase FlexNet coverage area.		X			Continuously ongoing
Tank Maintenance Program - Annual maintenance of tanks within the water system, including inspection and painting		X			Continuously ongoing
Lift Station Improvement Program - Continue annual improvements on lift stations, as needed, to ensure capacity		X			Continuously ongoing

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	NOTES
WATER RESOURCES (CON'T)					
Cargill Sanitary Sewer Outfall Improvements - Replace/rehabilitate the sanitary sewer outfall from Cargill to eliminate surcharging manholes and Inflow & Infiltration; to be in conjunction with the Upper Flat Creek Watershed Improvements	X				
Flat Creek Ecosystem Improvements - Improvements to the Flat Creek Ecosystem, from Dorsey Street to near the Flat Creek WRF	X				
Riverside WTP Improvements - Improvements at Riverside Water Treatment Plant: hypochlorite generation (to replace chlorine), liquid lime system (to replace hydrated lime), and replacement of E&J Solids Press	X				
Water Treatment Plant Maintenance Program - Continue major maintenance projects at water treatment plants		X			Continuously ongoing
Water Main Extension/Maintenance/Improvement Program - Continue extensions, maintenance and improvements of water mains as needed (including Athens Street Transmission)		X			Continuously ongoing
Water & Sewer Utility Relocations - Relocate water & sewer mains as required by GDOT for transportation improvements		X			Continuously ongoing
Sanitary Sewer Replacement and Rehabilitation Program - Continue replacement and rehabilitation program of the sanitary sewer system		X			Continuously ongoing
Water Reclamation Facilities Improvements - Improvements at Linwood (replacing membrane system) and at Flat Creek, plus misc maintenance projects; Linwood discharge pipe, plus replacement of bar screen at Flat Creek.	X				

PROJECT	COMPLETE	UNDERWAY	POSTPONED	DROPPED	NOTES
WATER RESOURCES (CON'T)					
Sewer System Extension Program - Continue extensions of sanitary sewer as needed		X			Continuously ongoing
High Street Storage Tank - Make improvements to the High Street ground storage tank valve & electrical system	X				
Manhole Lining Rehabilitation/Improvements - Install manhole lining & other improvements to reduce inflow & infiltration		X			Continuously ongoing
Stormwater Planning - Conduct stormwater planning throughout the City to include identifying future capital projects, needed maintenance, and evaluation of funding sources. Planning should specifically include a stormwater management plan for Midland.		X			Continuously ongoing
Storm Drainage Improvement Program - Install, repair, and/or reconstruct stormwater drainage facilities at various locations throughout the City as identified by staff and the Stormwater Capital Improvements Plan		X			Continuously ongoing
Water System Master Plan - Long range plan for improvements needed in the water distribution system			X		Budget constraints
Wastewater System Master Plan - Long range plan for improvements needed in the wastewater collection system			X		Budget constraints

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EXISTING CONDITIONS DATA

Total Population

COMMUNITY	2010	2015	2019	AS % OF HALL (2019)	2010-2019	
					#	%
Gainesville	34,057	36,849	43,232	21.1%	9,175	26.9%
Braselton (portion)	1,704	2,116	2,827	1.4%	1,123	65.9%
Buford (portion)	981	1,079	1,176	0.6%	195	19.9%
Clermont	928	972	1,039	0.5%	111	12.0%
Flowery Branch	5,774	6,733	8,325	4.1%	2,551	44.2%
Gillsville (portion)	198	210	212	0.1%	14	7.1%
Lula (portion)	2,627	2,729	2,803	1.4%	176	6.7%
Oakwood	3,947	4,104	4,156	2.0%	209	5.3%
Rest Haven (portion)	30	31	33	0.0%	3	10.0%
Unincorporated Hall	129,787	137,422	140,638	68.8%	10,851	8.4%
Hall County	180,033	192,245	204,441	-	24,408	13.6%
White	27,203	28,387	30,798	-	3,595	13.2%
Habersham	43,061	43,792	45,328	-	2,267	5.3%
Banks	18,410	18,381	19,234	-	824	4.5%
Jackson	60,696	63,418	72,977	-	12,281	20.2%
Gwinnett	808,007	888,494	936,250	-	128,243	15.9%
Forsyth	176,723	211,250	244,252	-	67,529	38.2%
Dawson	22,328	23,369	26,108	-	3,780	16.9%
Lumpkin	30,282	31,285	33,610	-	3,328	11.0%

Source: US Bureau of the Census

Total Households

COMMUNITY	2000	2010	2019	2010-2019	
				#	%
Gainesville	34,057	36,849	43,232	3,066	29.9%
Hall County	47,389	60,691	64,352	16,963	35.8%
Oakwood	1,387	1,703	1,445	58	4.2%
Buford	3,687	4,508	5,003	1,316	35.7%
Flowery Branch	1,131	2,308	2,976	1,845	163.1%
Lula	680	960	1,012	332	48.8%
Clermont	256	331	340	84	32.8%
Gillsville	76	82	90	14	18.4%

Source: US Census Bureau, 2015-2019 data from the American Community

Average Household Size

COMMUNITY	2000	2010	2021	2010-2021	
				#	%
Gainesville	2.79	2.85	2.87	0.08	2.9%
Hall County	2.89	2.91	2.90	0.01	0.3%
Oakwood	2.58	2.37	2.40	-0.18	-7.0%
Buford	2.72	2.74	2.78	0.06	2.2%
Flowery Branch	2.56	2.51	2.61	0.05	2.0%
Lula	2.71	2.84	2.82	0.11	4.1%
Clermont	2.60	2.78	2.75	0.15	5.8%
Gillsville	2.47	2.87	2.83	0.36	14.6%

Source: US Census Bureau; 2021 data from ESRI forecasts

Age Distribution, Gainesville

AGE GROUP	2000	2010	2021	2000-2021
0 - 4	2,116	3,497	3,505	65.6%
5 - 13	3,254	4,953	5,954	83.0%
14 - 17	1,029	2,042	2,435	136.6%
18 - 24	3,854	4,481	4,528	17.5%
25 - 34	4,676	5,775	6,719	43.7%
35 - 44	3,140	4,320	5,483	74.6%
45 - 54	2,623	3,190	4,273	62.9%
55 - 64	1,678	2,656	3,828	128.1%
65 +	3,208	3,652	5,707	77.9%

Source: US Census Bureau; 2021 data from ESRI forecasts

Comparison of Age Distribution, 2021

AGE	GAINESVILLE	OAKWOOD	FLOWERY BRANCH	LULA	CLERMONT	GILLSVILLE	BUFORD	HALL COUNTY
0 - 17	28.0%	25.5%	25.6%	25.7%	19.4%	22.5%	27.1%	25.4%
18 - 64	58.5%	62.8%	61.9%	59.8%	60.7%	59.7%	59.5%	59.7%
65+	13.4%	11.7%	12.6%	14.5%	19.8%	17.8%	13.4%	14.9%

Source: ESRI forecasts

Educational Attainment of Population 25+, Gainesville

EDUCATIONAL ATTAINMENT	2021 ESTIMATE	PERCENT
No Schooling	50	0.2%
Less than High School	6,373	24.5%
High School Diploma or GED	7,076	27.2%
Some College	4,292	16.5%
Associates Degree	1,665	6.4%
Bachelors Degree	3,928	15.1%
Masters/Professional Degree	2,628	10.1%

Source: ESRI forecasts

Racial Composition

RACE/ETHNICITY	CLERMONT	BUFORD	FLOWERY BRANCH	GILLSVILLE	LULA	OAKWOOD	GAINESVILLE	HALL
2010 CENSUS								
White	96.5%	66.2%	82.4%	98.3%	85.9%	71.9%	54.5%	74.1%
Black	0.9%	13.6%	8.4%	0.4%	7.5%	11.9%	14.9%	7.4%
American Indian	0.2%	0.3%	0.3%	0.0%	0.7%	0.6%	0.6%	0.5%
Asian	0.0%	2.8%	2.6%	0.0%	1.1%	2.1%	3.1%	1.8%
Pacific Islander	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%
Other	1.1%	14.5%	4.3%	0.0%	2.6%	10.7%	23.5%	13.9%
Mixed Race	0.9%	2.5%	2.0%	1.3%	2.1%	2.8%	3.1%	2.2%
Hispanic	2.0%	25.5%	13.3%	1.7%	5.3%	24.5%	41.6%	26.1%
2015-2019 AMERICAN COMMUNITIES SURVEY								
White	98.4%	68.5%	83.5%	98.5%	78.6%	70.2%	74.8%	85.6%
Black	0.0%	15.0%	8.1%	0.7%	12.0%	14.1%	15.5%	7.2%
American Indian	0.6%	0.2%	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%
Asian	0.0%	3.3%	2.2%	0.7%	2.8%	2.7%	2.2%	1.8%
Pacific Islander	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Other	0.7%	10.3%	1.7%	0.0%	2.9%	6.3%	4.2%	3.0%
Mixed Race	0.3%	2.6%	4.5%	0.0%	3.8%	6.5%	3.0%	2.1%
Hispanic	3.1%	27.0%	8.7%	0.0%	6.9%	25.1%	40.7%	28.4%

Source: US Census Bureau, 2015-2019 data from the American Community

Household Income Levels, 2015-2019 ACS

INCOME LEVEL	HALL	GAINESVILLE	BUFORD	FLOWERY BRANCH	OAKWOOD	LULA	CLERMONT	GILLSVILLE
Total Households	64,352	13,314	5,003	2,976	1,445	1,012	340	90
< \$10,000	4.0%	5.4%	5.6%	4.0%	5.8%	4.3%	2.9%	6.7%
\$10,000 - \$14,999	3.5%	4.1%	3.4%	0.9%	4.5%	3.3%	2.9%	5.6%
\$15,000 - \$19,999	4.5%	5.8%	4.3%	3.7%	2.1%	5.8%	2.9%	2.2%
\$20,000 - \$29,999	9.0%	12.5%	12.9%	6.5%	11.1%	9.9%	10.0%	5.5%
\$30,000 - \$39,999	10.0%	13.6%	11.9%	7.2%	16.4%	14.3%	7.3%	15.5%
\$40,000 - \$49,999	8.1%	6.9%	4.9%	10.8%	11.9%	12.9%	7.3%	7.7%
\$50,000 - \$59,999	8.5%	9.4%	7.1%	5.9%	12.5%	3.7%	10.0%	10.0%
\$60,000 - \$74,999	10.4%	11.1%	7.8%	9.8%	10.0%	15.4%	11.5%	14.4%
\$75,000 - \$99,999	14.1%	9.7%	14.2%	14.8%	13.0%	16.5%	11.5%	17.8%
\$100,000 - \$124,999	9.5%	7.7%	9.2%	12.3%	4.4%	5.2%	11.8%	8.9%
\$125,000 - \$149,999	5.8%	4.1%	6.7%	10.6%	2.4%	4.8%	12.9%	3.3%
\$150,000 - \$199,999	6.2%	3.6%	7.9%	12.2%	1.8%	3.4%	3.5%	2.2%
\$200,000 +	6.3%	5.9%	4.2%	1.3%	4.2%	0.4%	5.3%	0.0%
Median Household Income	\$62,984	\$51,520	\$59,855	\$75,599	\$47,250	\$49,667	\$66,842	\$55,000
Average Household Income	\$86,265	\$74,033	\$78,904	\$83,257	\$65,783	\$61,081	\$81,849	\$59,000

Source: US Census Bureau, 2015-2019 data from the American Community

Personal Income, 2018-2019

COUNTY	2018	2019
Forsyth	\$62,230	\$63,864
Dawson	\$45,676	\$46,278
Hall	\$44,442	\$45,576
Jackson	\$42,762	\$43,508
Gwinnett	\$41,582	\$42,902
Lumpkin	\$37,666	\$38,450
Barrow	\$36,410	\$37,436
White	\$34,896	\$35,238
Banks	\$35,636	\$35,151
Habersham	\$34,122	\$34,831

Source: www.georgiadata.org

Derivation of Personal Income, 2017 (Dollars in Thousands)

	HALL COUNTY	
	#	%
Net Earnings by Place of Residence (POR)	\$5,414,860	64.9%
Plus Dividends, Interest, and Rent	\$1,460,409	17.5%
Plus Personal Current Transfer Receipts	\$1,472,365	17.6%
Total Personal Income by POR	\$8,347,634	100.0%
Wage and Salary Disbursements	\$4,374,962	72.1%
Supplements to Wages and Salaries	\$976,962	16.1%
Proprietor's Income	\$717,557	11.8%
Earnings by Place of Work, Total	\$6,069,481	100.0%
Less Contributions for Government Social Insurance	\$640,800	-
Plus Adjustment for Residence	-\$13,821	-
Average Compensation Per Job, Dollars	\$58,517	-

Source: U.S. Bureau of Economic Analysis, 2019

Transfer Receipts in Personal Income, 2017

	HALL COUNTY
DISTRIBUTION OF TRANSFER TYPES (PERCENTAGE)	
Payment to Individuals	
Retirement/Disability Insurance Benefit	39.8
Medicare	26.4
Public Assistance Medical Care Benefit	12.4
Supplemental Security Income (SSI)	1.4
Earned Income Tax Credit (EITC)	3.5
Supplemental Nutrition Assistance Program (SNAP)	2.4
Other Income Maintenance	2.2
Unemployment Insurance	0.4
Veterans' Benefit	3.2
Transfer Receipts to Non-Profit Institutions	1.7
Retirement/Other Payments per Capita, Dollars	\$6,653
Income Maintenance per Capita, Dollars	\$701
Unemployment Insurance per Capita, Dollars	\$29
Transfer Receipts per Capita, Dollars	\$7,383
Transfer Receipts as a Percentage of Total Personal Income	17.6

Source: U.S. Bureau of Economic Analysis, 2019

Population Projections, 2025-2050

	2025	2030	2035	2040	2045	2050
Population	236,538	260,517	286,928	316,016	348,053	383,337

Housing Unit Types, 2015-2019 ACS

	HALL	GAINESVILLE	BUFORD	FLOWERY BRANCH	OAKWOOD	CLERMONT	LULA	GILLSVILLE
Total Units	73,135	15,514	5,431	3,363	1,804	391	1,209	105
Single-family, detached	71.9%	45.7%	66.5%	55.4%	28.0%	87.5%	77.4%	92.4%
Single-family, attached	3.1%	3.7%	6.8%	13.2%	17.7%	0.0%	1.3%	0.0%
Duplex	1.2%	2.5%	2.7%	3.1%	5.9%	0.0%	1.6%	0.0%
3-4 units	2.0%	5.3%	2.5%	3.6%	12.8%	0.0%	0.0%	0.0%
5-9 units	2.8%	10.6%	2.0%	4.2%	12.7%	0.0%	0.0%	0.0%
10 - 19 Units	4.0%	15.3%	1.1%	8.4%	9.9%	0.0%	0.0%	0.0%
20-49	1.7%	6.2%	1.2%	3.2%	6.6%	0.0%	0.0%	0.0%
50+	2.6%	8.3%	7.3%	3.5%	3.7%	0.0%	0.0%	0.0%
Mobile Home	10.7%	2.3%	10.0%	5.4%	2.7%	12.5%	19.7%	7.6%
Boat, RV, Van, other	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Housing Year Built, 2015-2019 ACS

	HALL	GAINESVILLE	BUFORD	FLOWERY BRANCH	OAKWOOD	CLERMONT	LULA	GILLSVILLE
Total Units	73,135	15,514	5,431	3,363	1,804	391	1,209	105
2014+	4.3%	7.9%	5.7%	12.7%	1.1%	0.5%	0.8%	0.0%
2010-2013	2.4%	2.6%	5.9%	4.2%	6.8%	1.8%	1.7%	1.9%
2000-2009	25.4%	18.6%	24.3%	57.4%	29.9%	40.4%	38.7%	7.6%
1990-1999	23.4%	20.1%	17.5%	11.8%	21.2%	17.4%	19.3%	9.5%
1980-1989	16.1%	14.8%	16.0%	5.4%	20.6%	6.4%	7.4%	16.2%
1970-1979	11.9%	10.6%	11.5%	2.5%	12.4%	8.2%	7.6%	15.2%
1960-1969	6.3%	8.5%	4.9%	1.7%	3.6%	2.8%	6.4%	9.5%
1950-1959	5.3%	8.9%	7.6%	1.5%	0.6%	5.9%	5.1%	15.2%
1940-1949	2.4%	4.1%	1.9%	1.3%	2.4%	0.0%	1.6%	9.5%
1939 or earlier	2.6%	4.0%	4.7%	1.5%	1.4%	16.6%	11.5%	15.2%

Heating Sources, 2015-2019 ACS

	HALL	GAINESVILLE	BUFORD	FLOWERY BRANCH	OAKWOOD	CLERMONT	LULA	GILLSVILLE
Total Units*	64,352	13,314	5,003	2,976	1,445	340	1,012	90
Gas (Utility)	29.3%	29.8%	54.1%	66.9%	9.1%	21.2%	18.5%	27.8%
Gas (Tank)	3.9%	1.8%	1.9%	1.8%	0.3%	5.9%	0.8%	3.3%
Electricity	65.2%	68.3%	43.0%	31.4%	90.0%	68.2%	79.4%	52.2%
Oil, Kerosene	0.1%	0.0%	1.0%	0.0%	0.0%	1.5%	0.0%	0.0%
Coal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wood	1.0%	0.1%	0.0%	0.0%	0.0%	2.1%	1.3%	16.7%
Solar	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
None	0.4%	0.1%	0.0%	0.0%	0.6%	0.6%	0.0%	0.0%

*Occupied Units

Housing Occupancy

	GAINESVILLE		HALL COUNTY	
	2010	2019	2010	2019
Total Housing Units	14,298	15,514	68,825	73,135
Occupied	86.7%	85.8%	88.2%	88.0%
Vacant	13.3%	14.2%	11.8%	12.0%
Vacancy Type				
For Rent	7.6%	37.0%	3.7%	14.7%
Rented, Not Occupied	0.1%	2.0%	0.1%	0.6%
For Sale	2.3%	2.0%	2.4%	8.8%
Sold, Not Occupied	0.1%	2.4%	0.3%	2.8%
Seasonal Use	0.6%	3.3%	2.0%	11.2%
For Migrant Workers	0.0%	0.0%	0.0%	0.3%
Other	2.6%	53.2%	3.3%	61.6%
Total Occupied	11,534	13,314	60,691	64,352
Owner Occupied	38.3%	41.8%	69.3%	69.5%
Owned, With Mortgage	27.1%	66.4%	51.4%	64.6%
Owned, Paid Off	11.3%	33.6%	17.9%	35.4%
Renter Occupied	61.7%	58.2%	30.7%	30.5%

Source: U.S. Bureau of the Census

Housing Ownership as Percent of Income, 2015-2019 ACS

	GAINESVILLE		HALL COUNTY	
	MORTGAGE	NO MORTGAGE	MORTGAGE	NO MORTGAGE
< 10%	7.0%	17.9%	5.9%	19.3%
10-14.9%	12.2%	7.9%	12.2%	6.5%
15-19.9%	14.8%	4.1%	13.5%	2.7%
20-24.9%	9.0%	1.4%	9.2%	2.0%
25-29.9%	6.3%	0.4%	6.4%	1.0%
30-34.9%	3.4%	0.0%	4.4%	0.6%
35-39.9%	3.0%	0.1%	2.5%	0.7%
40-49.9%	2.9%	0.6%	3.5%	0.7%
50% +	7.8%	0.8%	6.7%	1.4%
Not computed	0.0%	0.3%	0.3%	0.6%

Source: U.S. Bureau of the Census

Owner-Occupied Housing Units by Value, 2021, Gainesville

	2021 ESTIMATE	PERCENT
Total Owner-Occupied Housing Units	8,325	100.0%
<\$50,000	189	2.3%
\$50,000-\$99,999	316	3.8%
\$100,000-\$149,999	735	8.8%
\$150,000-\$199,999	1,584	19.0%
\$200,000-\$249,999	1,250	15.0%
\$250,000-\$299,999	876	10.5%
\$300,000-\$399,999	1,287	15.5%
\$400,000-\$499,999	920	11.1%
\$500,000-\$749,999	737	8.9%
\$750,000-\$999,999	207	2.5%
\$1,000,000-\$1,499,999	143	1.7%
\$1,500,000-\$1,999,999	58	0.7%
\$2,000,000+	23	0.3%
Median Value	\$255,051	
Average Value	\$331,273	

Source: ESRI forecasts

Vehicles Per Occupied Household (2015-2019)

	GAINESVILLE		HALL COUNTY	
Total Households	13,314	100.00%	64,352	100.00%
Owners				
0	88	0.7%	789	1.2%
1	1,373	10.3%	8,276	12.9%
2	2,428	18.2%	19,277	30.0%
3+	1,673	12.5%	16,355	25.5%
Renters				
0	1,236	9.3%	2,661	4.1%
1	4,071	30.6%	8,507	13.2%
2	2,048	15.4%	5,972	9.3%
3+	397	3.0%	2,515	3.9%

Source: American Community Survey

Rental Costs, 2015-2019 ACS

	GAINESVILLE	HALL COUNTY
With Cash Rent	98.9%	94.7%
< \$100	0.0%	0.0%
\$100-\$199	0.4%	0.2%
\$200-\$299	3.4%	1.6%
\$300-\$399	1.2%	0.7%
\$400-\$499	4.1%	2.7%
\$500-\$599	3.3%	5.0%
\$600-\$699	7.2%	6.0%
\$700-\$799	8.3%	10.3%
\$800-\$899	15.9%	13.1%
\$900-\$999	14.2%	12.2%
\$1,000-\$1,249	23.6%	22.9%
\$1,250-\$1,499	9.8%	10.7%
\$1,500-\$1,999	4.2%	5.6%
\$2,000-\$2,499	1.3%	1.4%
\$2,500-\$2,999	0.3%	0.3%
\$3,000-\$3,499	1.6%	1.2%
\$3,500 +	0.4%	0.7%
No Cash Rent	1.1%	5.3%

Source: U.S. Bureau of the Census

Cost-Burdened Households by Tenure, Gainesville

	2009	2019
Cost-Burdened	33.5%	25.1%
Renter Cost-Burdened	49.3%	38.8%
Owner Cost-Burdened	27.0%	20.2%
Severely Cost-Burdened	12.2%	12.4%
Renter Severely Cost-Burdened	19.8%	21.9%
Owner Severely Cost-Burdened	9.1%	9.0%

Employment by Industry, 2021

INDUSTRY	U.S.	GAINESVILLE		HALL COUNTY	
	%	%	LQ	%	LQ
Total	100.0%	19,377	-	97,029	-
Manufacturing	9.9%	25.2%	2.38	20.4%	1.92
Construction	7.1%	10.0%	1.35	8.7%	1.18
Wholesale Trade	2.5%	3.2%	1.28	3.9%	1.56
Utilities	0.9%	1.0%	1.11	1.1%	1.22
Real Estate/Rental/Leasing	1.9%	2.1%	1.00	1.9%	0.90
Management of Companies	0.1%	0.1%	1.00	0.0%	0.00
Admin/Support/Waste Management	3.7%	3.9%	1.00	3.8%	0.97
Transportation/Warehousing	5.1%	4.6%	0.98	5.1%	1.09
Accommodations/Food Services	5.9%	5.5%	0.98	4.9%	0.88
Retail Trade	10.7%	9.3%	0.96	11.6%	1.20
Other Services (Excluding Public)	4.5%	4.3%	0.93	4.5%	0.98
Agriculture/Forestry/Fishing	1.3%	1.2%	0.92	1.0%	0.77
Arts/Entertainment/Recreation	1.5%	1.2%	0.75	1.0%	0.62
Healthcare/Social Assistance	14.8%	11.0%	0.73	11.1%	0.74
Educational Services	9.3%	6.4%	0.66	7.9%	0.81
Finance/Insurance	5.2%	2.9%	0.59	3.3%	0.67
Public Administration	5.2%	2.8%	0.58	3.1%	0.65
Information	1.8%	1.0%	0.56	1.3%	0.72
Professional/Scientific/Tech	8.3%	4.4%	0.54	5.4%	0.66
Mining, Quarrying, Oil & Gas	0.4%	0.0%	0.00	0.0%	0.00

Source: ESRI forecasts

Occupations by Sector, 2021

INDUSTRY	U.S.	GAINESVILLE		HALL COUNTY	
	%	%	LQ	%	LQ
Total	100.0%	19,377	-	97,029	-
White Collar	63.1%	46.3%	0.75	54.4%	0.88
Arts/Design/Entertainment	1.9%	2.3%	1.28	1.6%	0.89
Business/Financial	6.1%	4.8%	0.94	4.4%	0.86
Sales and Sales Related	9.3%	8.7%	0.90	10.7%	1.10
Community/Social Service	1.9%	1.5%	0.83	1.2%	0.67
Healthcare Practitioner	6.8%	5.2%	0.83	5.7%	0.90
Office/Administrative Support	11.2%	9.9%	0.74	10.6%	0.80
Management	11.8%	7.0%	0.69	9.9%	0.97
Education/Training/Library	6.1%	3.8%	0.59	5.9%	0.92
Legal	1.2%	0.7%	0.58	0.5%	0.42
Architecture/Engineering	1.9%	0.9%	0.45	1.2%	0.60
Life/Physical/Social Sciences	1.1%	0.4%	0.44	0.6%	0.67
Computer/Mathematical	3.9%	1.0%	0.33	2.1%	0.70
Blue Collar	21.8%	40.7%	1.90	33.6%	1.57
Production	5.2%	17.4%	2.95	12.8%	2.17
Transportation/Material Moving	7.9%	11.6%	1.90	10.5%	1.72
Construction/Extraction	5.2%	7.4%	1.37	6.4%	1.19
Installation/Maintenance/Repair	2.9%	3.5%	1.13	3.3%	1.06
Farming/Fishing/Forestry	0.6%	0.8%	1.00	0.5%	0.62
Services	15.1%	13.0%	0.77	12.0%	0.71
Building Maintenance	3.3%	4.2%	1.08	3.7%	0.95
Healthcare Support	3.5%	2.6%	0.96	2.3%	0.85
Food Preparation/Serving	4.3%	3.9%	0.89	3.4%	0.77
Personal Care/Service	1.8%	1.7%	0.47	1.3%	0.36
Protective Service	2.1%	0.6%	0.27	1.2%	0.55

Source: ESRI forecasts

Labor Force Adult Participation Rate, 2021

COMMUNITY	16+	16-24	25-54	55-64	65+
Gainesville	62.7%	60.2%	78.3%	67.5%	17.0%
Hall County	62.5%	58.4%	79.9%	68.1%	15.7%
Buford	69.3%	70.7%	84.3%	69.6%	22.6%
Clermont	60.4%	57.1%	83.1%	69.8%	11.7%
Flowery Branch	68.0%	64.6%	85.1%	68.1%	15.1%
Lula	61.6%	59.9%	75.8%	59.3%	26.9%
Oakwood	65.9%	56.4%	82.2%	71.9%	10.2%
Gillsville	59.0%	80.0%	76.3%	60.5%	8.9%

Source: US Census Bureau; 2021 data from ESRI forecasts

Commuting Patterns

RESIDENCE OF HALL COUNTY EMPLOYEES	#	%	WORKPLACE OF HALL COUNTY LABOR FORCE	#	%
Hall County	55,865	66.3%	Hall County	55,865	67.5%
Gwinnett County	7,792	9.3%	Gwinnett County	10,139	12.3%
Jackson County	3,613	4.3%	Fulton County	3,301	4.0%
Habersham County	2,287	2.7%	Forsyth County	2,838	3.4%
Forsyth County	2,236	2.7%	Jackson County	2,423	2.9%
Lumpkin County	2,140	2.5%	DeKalb County	980	1.2%
Banks County	1,669	2.0%	Lumpkin County	935	1.1%
White County	1,662	2.0%	Dawson County	917	1.1%
Barrow County	1,396	1.7%	Habersham County	801	1.0%
DeKalb County	1,185	1.4%	White County	726	0.9%

Source: U.S. Bureau of the Census

Employees, Age 16+ by Industry, Gainesville

INDUSTRY	2021 ESTIMATE	PERCENT
Total	19,378	100.0%
Agriculture/Forestry/Fishing	235	1.2%
Mining/Quarrying/Oil & Gas	6	0.0%
Construction	1,942	10.0%
Manufacturing	4,892	25.2%
Wholesale Trade	615	3.2%
Retail Trade	1,795	9.3%
Transportation/Warehousing	889	4.6%
Utilities	188	1.0%
Information	186	1.0%
Finance/Insurance	563	2.9%
Real Estate/Rental/Leasing	409	2.1%
Professional/Scientific/Tech	850	4.4%
Management of Companies	10	0.1%
Admin/Support/Waste Management	750	3.9%
Educational Services	1,246	6.4%
Health Care/Social Assistance	2,139	11.0%
Arts/Entertainment/Recreation	234	1.2%
Accommodation/Food Services	1,068	5.5%
Other Services (Excluding Public)	826	4.3%
Public Administration	534	2.8%

Source: ESRI forecasts

Employees, Age 16+ by Occupation, Gainesville

OCCUPATION	2021 ESTIMATE	PERCENT
Total	19,378	100.0%
White Collar	8,976	46.3%
Management	1,360	7.0%
Business/Financial	937	4.8%
Computer/Mathematical	195	1.0%
Architecture/Engineering	173	0.9%
Life/Physical/Social Sciences	81	0.4%
Community/Social Service	285	1.5%
Legal	141	0.7%
Education/Training/Library	745	3.8%
Arts/Design/Entertainment	447	2.3%
Healthcare Practitioner	1,007	5.2%
Sales and Sales Related	1,690	8.7%
Office/Administrative Support	1,915	9.9%
Blue Collar	7,833	40.7%
Farming/Fishing/Forestry	153	0.8%
Construction/Extraction	1,425	7.4%
Installation/Maintenance/Repair	682	3.5%
Production	3,381	17.4%
Transportation/Material Moving	2,242	11.6%
Services	2,519	13.0%
Healthcare Support	502	2.6%
Protective Service	115	0.6%
Food Preparation/Serving	761	3.9%
Building Maintenance	820	4.2%
Personal Care/Service	321	1.7%

Source: ESRI forecasts

Consumer Spending, 2021

SECTOR	\$	INDEX
APPAREL & SERVICES		
Total Spent	\$27,542,339	-
Average Spent	\$1,924	-
Spending Potential Index	-	91
EDUCATION		
Total Spent	\$20,029,745	-
Average Spent	\$1,399	-
Spending Potential Index	-	81
ENTERTAINMENT/RECREATION		
Total Spent	\$39,948,639	-
Average Spent	\$2,791	-
Spending Potential Index	-	86
FOOD AT HOME		
Total Spent	\$71,012,049	-
Average Spent	\$4,961	-
Spending Potential Index	-	91
FOOD AWAY FROM HOME		
Total Spent	\$49,588,699	-
Average Spent	\$3,464.35	-
Spending Potential Index	-	91
HEALTHCARE		
Total Spent	\$78,834,191	-
Average Spent	\$5,507	-
Spending Potential Index	-	88
HOUSEHOLD FURNISHINGS & EQUIPMENT		
Total Spent	\$28,279,650	-
Average Spent	\$1,976	-
Spending Potential Index	-	88

Source: ESRI forecasts

SECTOR	\$	INDEX
PERSONAL CARE PRODUCTS & SERVICES		
Total Spent	\$11,466,594	-
Average Spent	\$801	-
Spending Potential Index	-	89
SHELTER		
Total Spent	\$253,504,601	-
Average Spent	\$17,710	-
Spending Potential Index	-	88
SUPPORT PAYMENTS/CASH CONTRIBUTIONS/GIFTS IN KIND		
Total Spent	\$29,407,790	-
Average Spent	\$2,054	-
Spending Potential Index	-	86
TRAVEL		
Total Spent	\$29,921,951	-
Average Spent	\$2,090	-
Spending Potential Index	-	83
VEHICLE MAINTENANCE & REPAIRS		
Total Spent	\$14,533,571	-
Average Spent	\$1,015	-
Spending Potential Index	-	92

Commercial Real Estate by Type (millions of SF)

	GAINESVILLE	GAINESVILLE'S % OF HALL COUNTY	HALL COUNTY
MULTI-FAMILY			
Units	6,644	63%	10,520
Buildings	74	49%	152
RETAIL			
Square Feet	5,732,984	50%	11,400,000
Buildings	482	44%	1,096
OFFICE			
Square Feet	3,488,554	68%	5,100,000
Buildings	403	66%	615
INDUSTRIAL			
Square Feet	10,318,413	35%	29,900,000
Buildings	282	34%	832
FLEX			
Square Feet	437,940	22%	2,000,000
Buildings	45	28%	159
HOSPITALITY			
Square Feet	550,201	64%	858,962
Buildings	14	64%	22
HEALTHCARE			
Square Feet	1,947,375	54%	3,592,756
Buildings	13	45%	29
SPECIALTY			
Square Feet	801,814	27%	2,952,835
Buildings	37	27%	139
Total Square Feet	23,283,925	42%	55,815,073
Total Commercial Buildings	1,350	44%	3,044

Source: CoStar

Development Pipeline (2021)

PROJECT NAME	PROPERTY TYPE	STATUS	ADDRESS	AREA (SF)	# OF UNITS	YEAR BUILT
-	Flex	Under Construction	990 Chestnut Street	38,000		2021
-	Industrial	Under Construction	2380 Monroe Drive	30,000		2021
-	Multi-family	Under Construction	1520 Bluff Valley Circle	13,230	9	2021
Solis Gainesville	Multi-family	Under Construction	110 Jesse Jewell Parkway	270,000	223	2022
Walton Harbor	Multi-family	Under Construction	320 Tower Heights Road	160,000	160	2022
Tidal Wave Auto Spa	Retail	Under Construction	1445 McEver Road	2,500		2022
Courtyard Gainesville	Hospitality	Under Construction	111 Green Street	25,600		2023
-	Retail	Proposed	1700 Dawsonville Highway	25,000		2022
Home2Suites by Hilton	Hospitality	Proposed	839 Jesse Jewell Parkway	35,343		2023
-	Retail	Proposed	1979 Jesse Jewell Parkway	19,000		2023
Tru by Hilton Gainesville	Hospitality	Proposed	839 Jesse Jewell Parkway	34,531		205

Source: CoStar

COMMUNITY INPUT SURVEY

The Georgia Department of Community Affairs (DCA) requires each of its cities and counties to create and update a comprehensive plan every 5 to 10 years. Gainesville completed its last comprehensive plan in 2017. The Gainesville comprehensive plan update will address the community's vision, policies, and goals based on existing conditions and community input. A new community work program for Gainesville will be established with short- and long-term implementation items.

It's an exciting time for Gainesville, and we want your input! Thank you for taking the time to share what is important to you about the future of YOUR city. This survey will help the Planning Team understand local issues and opportunities, and make sure the plan best reflects your interests. Your input is important to ensure a successful plan.

1. Which of the statements below best describes you? (Check all that apply.)

- I live in the City of Gainesville.
- I live elsewhere in Hall County
- I work in the City of Gainesville.
- I work elsewhere in Hall County
- I live and work outside of Hall County, but I visit Gainesville occasionally.
- None of these apply to me (please explain) _____

2. What one word would you use to describe Gainesville today?

3. What one word best describes what you would like to see Gainesville be tomorrow?

4. How would you rate the quality of life in Gainesville?

- Excellent
- Very Good
- Good
- Fair
- Poor

5. What do you think are the top five (5) most important goals for the City of Gainesville in the near and long-term future? Please select only up to five (5).

- Land use and zoning
- Redevelopment
- Maintaining the quality of city services (fire, police, public works)
- Quality housing options
- Affordable housing options
- Increasing safety and security
- Maintenance of parks, recreation, and open space
- Transportation and accessibility
- Walkability and bikeability
- Expanding retail options
- Expanding job opportunities
- Increasing cultural activities
- Broadband availability
- Historic preservation

6. Of the items listed above, which of the following do you feel need the most improvement? Check all that apply.

- Land use and zoning
- Redevelopment
- City services (fire, police, public works)
- Quality housing options
- Affordable housing options
- Safety and security
- Parks, recreation, and open space
- Transportation and accessibility
- Walkability
- Bikeability
- Retail options
- Job opportunities
- Cultural activities
- Broadband availability
- Historic preservation
- None of these need improvement

7. People often have concerns relating to how their city is growing or changing and the impacts of those changes. How concerned are you about the items listed below as it relates to Gainesville?

	VERY CONCERNED	CONCERNED	SOMEWHAT CONCERNED	NOT AT ALL CONCERNED	NEUTRAL OR N/A
Accessibility and condition of transportation options (roadways, sidewalks, bike facilities, trails etc)					
Protection and conservation of natural resources (wetlands, plant and animal habitats, etc)					
Recreation activities and opportunities for all ages					
Creating a sense of place and a strong community atmosphere					
Cost of living (housing, food, taxes, other expenses)					
Ease of access to basic needs (fresh food, medical care, etc)					
Job opportunities for all					
Availability of housing for people of all ages, incomes, and needs					

8. How important are the following items in terms of future development in Gainesville?

	VERY IMPORTANT	IMPORTANT	NOT IMPORTANT
Development and design regulations			
Re-use of existing buildings and developments			
Redevelopment of blighted areas			
Job creation			
Transportation network improvements			
Walkability and/or bikeability			
Access to parks and greenspace			
Diversity of businesses			
Diversity of housing			
Housing affordability			
Sustainability			
Historical preservation			

9. Do you have any BIG IDEAS for Gainesville? If so, what are they?

10. How satisfied are you with the overall transportation network in Gainesville?

- Very dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very satisfied

11. What do you believe to be the number-one greatest transportation issue in Gainesville? Give specific examples, if needed.

12. If you enjoy walking and biking to destinations within the city, which of the following would prevent you from walking or biking as much as you would like? Check all that apply.

- Where I want to go is too far.
- There is no sidewalk or bicycle facility near me, or what is available is not suitable.
- Walking/riding along the street is uncomfortable due to the amount of traffic.
- There is no direct route and I would have to walk or bike far out of my way.
- It is difficult to cross the street safely.
- I am a person with mobility issues, or cannot walk or bike due to other reasons.
- None of these apply to me.

13. What types of transportation improvements would you most like to see along the city's major roadways?

- Bike lanes
- Improved traffic flow
- Sidewalks
- Streetscape upgrades (lighting, street trees, enhanced crosswalks, etc)
- Landscaped medians
- Signage
- Other (please specify)
- None of these

14. Please indicate the condition you believe Gainesville's existing infrastructure to be?

- Excellent = Nearly perfect, no changes needed.
- Satisfactory = Good, needs some minor fixes.
- Fair = Fine, but there is much room for improvement.
- Poor = Terrible condition, needs to be fixed ASAP.

	EXCELLENT	SATISFACTORY	FAIR	POOR
Roadway corridors				
Roadway intersections				
Bridges				
Sidewalks				
Bicycle network/facilities				
Water/sewer				
Stormwater				
Broadband				

15. If you answered "poor" or "fair" to any of the above, please give us more detail.

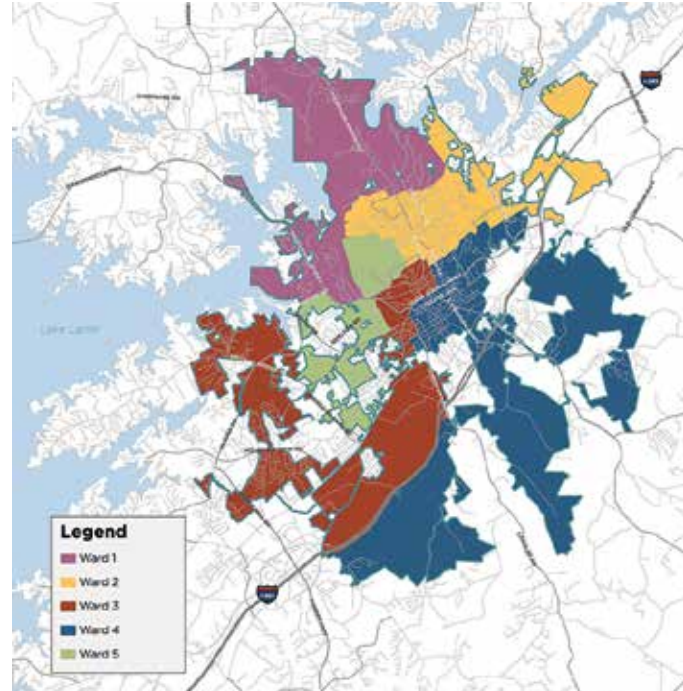
16. How important is it that Gainesville offers the following types of housing?

TYPE OF HOUSING	VERY IMPORTANT	IMPORTANT	NOT IMPORTANT
Subsidized			
Naturally affordable/market-rate			
Luxury			
Geared toward first-time homebuyers			
Geared toward renters			
Geared toward singles or young professionals			
Geared toward seniors or empty-nesters			

17. Is there anything else you would like the Planning Team to know as they move forward in the planning process?

Tell us about yourself!

These questions are optional, and your answers will be used to help us improve our outreach efforts to reach every person in Gainesville. Don't worry, your answers will be kept confidential.



18. In which city council ward do you reside (see map, if you work or visit Gainesville, please select where you work or usually visit)?

- City Council Ward 1
- City Council Ward 2
- City Council Ward 3
- City Council Ward 4
- City Council Ward 5

19. How old are you?

20. What race/ethnicity do you identify with?

- White/Caucasian alone
- Black/African-American alone
- Asian alone
- American Indian/Alaska Native alone
- Some other race alone
- Two or more races
- Other

21. Do you identify as Hispanic or Latino?

- Yes
- No

22. What is your highest level of education?

- Less than high school
- High school diploma, GED, or equivalent
- Some college
- Associate's degree
- Bachelor's degree
- Graduate or post-graduate degree

23. What is your household's income range?

- Less than \$25,000 per year
- \$25,000 to \$39,999 per year
- \$40,000 to \$49,999 per year
- \$50,000 to \$74,999 per year
- \$75,000 to \$99,999 per year
- \$100,000 to \$149,999 per year
- Over \$150,000 per year

24. What is your household size?

- 1 person
- 2 people
- 3 people
- 4 people
- 5+ people

25. What best describes your housing situation?

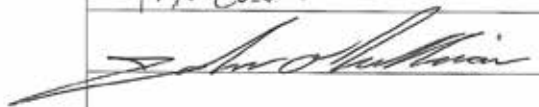
- I own my home
- I rent my home
- Neither of these

Thank you for taking our survey! The Planning Team will use your answers to better understand and plan for the future of your community.

MEETING SIGN-IN SHEETS

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11/16/2021

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2040 Gainesville Comprehensive Plan Vision Workshop #2

11/18/2021

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Please sign in!

Draft Plan Open House
February 10, 2022

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 Draft Plan Open House
 February 10, 2022

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