A Resolution

Whereas, the Heard County Board of Commissioners has developed an updated twenty year Comprehensive Plan in compliance with the Minimum Planning Standards and Procedures of the Georgia Planning Act of 1989; and

Whereas, the updated Comprehensive Plan has been reviewed and approved by the Three Rivers Regional Commission and the Georgia Department of Community Affairs; and

Whereas, the public had the opportunity for input into the Comprehensive Plan in a public hearing held on the 7th day of September , 2017.

NOW THEREFORE BE IT RESOLVED, that the Board of Commissioners shall officially adopt the updated Comprehensive Plan for the twenty year period of 2017-2037.

So resolved this <u>24 th</u> day of <u>OCTOBER</u>, 2017.

Heard County Board of Commissioners

Chairman

ATTEST:

County Clerk

LEE BOONE Chairman

FELICIA ADAMS Finance Director

PATTY JILES COUNTY CLERK

Phone (706) 675-3821

JERRY ANN CONNER COUNTY ATTORNEY HEARD COUNTY COMMISSION P.O. Box 40 215 East Court Square, Room 15 Franklin, Georgia 30217 BOARD OF COMMISSIONERS

LARRY F. HOOKS DISTRICT 1 KERI DENNEY DISTRICT 2 GWEN CALDWELL DISTRICT 3 LARRY HAMMOND DISTRICT 4 JOE ADAMS DISTRICT 5

September 7, 2017

Three Rivers Regional Commission P.O. Box 1600 Franklin, GA 30217

RE: Comprehensive Plan Update Submittal

Heard County has completed an update of its comprehensive plan and is submitting it with this letter for review by the Three Rivers Regional Commission and the Department of Community Affairs.

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

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

If you have any questions concerning our submittal, please contact Lee Boone at 770-675-3821.

Sincerely,

Lee Boone

Lee Boone, Chairman Heard County Board of Commissioners

Enclosures

Fax (706) 675-2493



Prepared by:

Three Rivers Regional Commission P.O. Box 1600, Franklin, GA 30217

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INTRODUCTION

This plan update was completed in accordance with the Georgia Planning Act of 1989 and the Georgia Department of Community Affairs Minimum Standards and Procedures for Local Comprehensive Planning.

Heard County was created in 1830 from 301 square miles of Carroll, Coweta, and Troup counties. It was named for Stephen Heard, an influential patriot of the American Revolution (1775-1783), a planter, and a governor of Georgia from 1780 to 1781. The county seat is the City of Franklin. There are two other incorporated cities in Heard County: Centralhatchee and Ephesus. Centralhatchee is located in the northeastern portion of the County, while Ephesus is located in the northwestern portion of the County.

Purpose of the plan

The Heard County & the Town of Centralhatchee, the City of Franklin, & the City of Ephesus Joint Comprehensive Plan shall provide guidance and policy standards for future growth and development. The plan also identifies needs and opportunities that currently exist within the community. Goals, polices, and specific implementation measures are listed to set policy for particular segments and specific areas of the city.

At the time of the plan update, the members of the Heard County Board of Commissioners were:

Lee Boone, Chairman Joe Adams Gwen Caldwell Keri Denney Larry Hammond Larry Hooks

The members of the Centralhatchee Town Council were: Barbie Crockett, Mayor Julia Hand Emmett Jackson Eley Loftin Barbara Norwood Walt Wiggins

The members of the Ephesus City Council were:

Denney Rogers, Mayor Aubin Cumbie, Jr. Paul Gosdin, Jr. Donna Henderson Tony Rogers

The members of the Franklin City Council were:

Joel Rogers, Mayor Willie Almond, Jr. Kevin Hayes Clifford H. Jiles, Jr. Alane Bradfield Cynthia Putzek

Comprehensive Plan Steering Committee and Public Participation

The Heard County & the Town of Centralhatchee, City of Franklin, & City of Ephesus Councils appointed a Comprehensive Plan Steering Committee to assist and guide the update of the comprehensive plan. A series of consecutive meetings took place to address the components of the plan update. The Steering Committee included members of the city council, city government, and other community stakeholders. The members of the committee were:

Lee Boone, Chairman-Heard County Board of Commissioners Kathy Knowles, Executive Director-Heard County Development Authority Keri Denney-State Farm Insurance/Heard County Board of Commissioners Stacie Morris- Heard County Community Development Barbie Crockett, Mayor-Town of Centralhatchee Linda Rogers, City Clerk-Town of Centralhatchee Denney Rogers, Mayor-City of Ephesus Linda Yearwood, City Clerk-City of Ephesus Joel Rogers, Mayor-City of Franklin Karen Boyd, City Clerk-City of Franklin

COMMUNITY GOALS AND POLICIES

The purpose of the Community Goals and Policies section is to guide and direct Heard County & the Town of Centralhatchee, City of Franklin, & City of Ephesus's decision-making process for the future of their communities.

VISION STATEMENT

By 2037, Heard County and the Town of Centralhatchee, City of Ephesus, and City of Franklin will improve the quality of life for its citizens by actively offering enhanced recreation, supporting educational and job training opportunities, promoting diverse housing, encouraging small business development, creatively capitalizing upon the communities' rural character, and preserving their natural and cultural heritage.

LIST OF COMMUNITY GOALS AND POLICIES:

ECONOMIC DEVELOPMENT

Goal: We will encourage development or expansion of businesses and industries that are suitable for the communities. We will also continue to place a high priority focus on tourism.

Policies:

- We will take into account impacts on infrastructure and natural resources in our decision making on economic development projects.
- We will take into account access to housing and impacts on transportation when considering economic development projects.
- We will carefully consider costs as well as benefits in making decisions on proposed economic development projects.
- We will consider the employment needs and skill levels of our existing population in making decisions on proposed economic development projects.
- We will encourage the development of downtown Franklin as a vibrant center for culture, government, dining, residential and retail diversity.
- We will focus on heritage, eco and agri-tourism initiatives; especially focusing on the river.
- We will collaborate with West Georgia Technical College to provide adult satellite classes and courses for local citizens and to develop a full-service adult education center in the Franklin Industrial Park.
- We will support programs for retention, expansion and creation of businesses that enhance our economic well-being, targeting commercial, agriculture, and tourism-based businesses.

- We will maintain an atmosphere in which entrepreneurial enterprise is nurtured in our community.
- We will expand infrastructure as needed to attract desirable industrial and commercial development.
- We will develop a 100+-acre site for industrial development where infrastructure is readily available and will support future development of a speculative building for attracting industry.
- We will conduct careful cost/benefit analysis when making decisions on proposed development projects.

<u>HOUSING</u>

Goal: We will promote an adequate range of safe, affordable, and resource efficient housing in the communities.

Policies:

- We will accommodate our diverse population by encouraging a harmonious mixture of housing types and uses.
- We will support multifamily housing on vacant and available land where infrastructure is readily available.
- We will coordinate with state and federal agencies in creating incentives programs for affordable housing, and homebuyer education programs.
- We will promote affordable housing opportunities to insure that all those who work in the community have a viable choice or option to live in the community.

NATURAL AND CULTURAL RESOURCES

Goal: We will promote the efficient use of natural resources, identify, and protect environmentally sensitive areas of our communities. We will promote and protect each community's unique qualities and history.

Policies:

- We will encourage individual property owners to protect identified historic resources, promote compatibility measures for new development, and add additional districts to the county's Historic Overlay Districts.
- We will seek funding to preserve and rehabilitate the Heard County History Center and Museum.
- We will pursue options for additional space for historical artifacts and genealogical data.
- We will support the implantation of a Tourism Plan to enhance visitor access to the History Center, Chattahoochee Old Town at Brush Creek Park, historical sites and heritage programs throughout the county.
- Enforce the Chattahoochee River Protection ordinance with a 300-foot buffer requirement.

- We will actively enforce protection and conservation of environmentally sensitive areas and important natural resource areas when making decisions about future developments.
- We will support the preservation of green and open space.
- We will coordinate development within proximity to available infrastructure.
- We will enhance buffer and open space requirements between incompatible land uses where there is potential detriment to environmentally sensitive areas.
- We will actively implement the county Solid Waste Ordinance to enhance waste reduction and recycling initiatives.

COMMUNITY FACILITIES AND SERVICES

Goal: We will provide adequate community facilities and services to meet the citizens and business/industrial needs.

Policies:

- We will expand our wastewater treatment facilities and capacity to allow for additional growth in and around the City of Franklin.
- We will continue to expand water service lines based on highest growth area need and to facilitate improved pressure and fire protection.
- We will explore feasible options for future development of a surface water reservoir.
- We will continue expanding passive and active recreation, such as playgrounds, bike trails, BMX/skate parks, ball fields/courts and gathering areas.
- We will encourage small parks and community facilities to be located as focal points in communities.
- We will continue to enhance passive recreation opportunities in Chattahoochee Old Town at Brush Creek Park and on the greenway utilizing the County Tourism Plan and the Chattahoochee Greenway Trail Plan as guides.
- We will expand public safety facilities and services as needed based on growth trends.
- We will develop strategies to recruit rural healthcare providers to serve local residents.
- We will expand existing schools, including classrooms, gymnasiums, and administrative facilities as needed based on growth trends.
- We will conduct an annual review and update, if necessary, of our Service Delivery Strategy
- We will implement broadband infrastructure and maintain with any necessary upgrades.

TRANSPORTATION

Goal: We will address the transportation needs, challenges, and opportunities of all community residents.

Policies:

- We will promote walkable, safe neighborhoods.
- We will continue development of the greenway system, pedestrian accesses and scenic by-ways for resident accessibility and economic development.
- We will continue to support new regional initiatives including public transit and pedestrian/bike paths.
- We will continue to upgrade the local road system.
- We will enhance parking and accessibility in downtown Franklin and encourage offstreet parking.
- We will continue to work with the Georgia DOT on traffic calming, and traffic and pedestrian safety measures.
- We will develop attractive gateway entrances, including signage and landscaping at our community entrances.

LAND USE

Goal: We will maximize the use of existing infrastructure and minimize the costly conversion of undeveloped land.

Policies:

- We will preserve the rural character of our community and provide the opportunity for agricultural and forestry activities to remain a vital part of the community.
- We will encourage reinvestment and redevelopment opportunities within existing municipalities, particularly where in-fill development is feasible.
- We will develop landscaping guidelines to create a unified and pleasing visual environment in our downtowns and new commercial development.
- We will support new development that is sensitive to the historic and rural setting of our communities.
- Our neighborhoods will be interactive communities where people have easy access to schools, parks, residences and businesses through walkways, bike paths, roads, and public transportation.
- We will update zoning ordinances and cooperate where appropriate in developing uniform standards between jurisdictions.
- We will update signage regulations that promote visual aesthetics and add value to the communities.
- We will encourage greenspace and open space in new development designs.

NEEDS AND OPPORTUNITIES

The Needs and Opportunities section addresses what the Heard County & the Town of Centralhatchee, City of Franklin, & City of Ephesus currently lacks or sectors of the communities where improvements are needed. This section also lists existing opportunities available that should be utilized.

To help gain a more accurate and balanced list of needs and opportunities, a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis was conducted.

<u>SWOT Analysis Chart</u> (Strengths, Weaknesses, Opportunities, Threats)

STRENGTHS

- Accessibility to cable in Cities
- Good schools
- Strong faith community
- Water infrastructure
- Community facilities
- Chattahoochee River
- Greenspace
- Location
- Low crime rate
- Quality of life
- Historic resources

WEAKNESSES

- Lack of citizen involvement
- Housing supply is limited for entry level
- Lack of natural gas
- Lack of quality jobs
- Lack of quality rental property
- Lack of space for retail
- Lack of a trained/skilled workforce
- Limited access to healthcare
- Limited excess sewer capacity
- Need for a water reservoir
- Tax base is dependent on power plants
- Need to expand water and sewer

OPPORTUNITIES

- Agri-tourism
- Need for commercial on Highway 27
- Greenspace and park development
- Heard County Arena
- Heritage tourism
- Expand opportunities on the Chattahoochee
- Bush Shoals Park
- Recruit Kia Suppliers
- Senior Living
- Paddle Georgia
- Travel Ball Tournaments

THREATS

- Apathetic society
- Drugs
- Competition with surrounding counties
- Federal government regulations on power plants
- Lack of economic diversity
- Loss of revenue from coal tax
- Water pollution in Chattahoochee River
- Lack of quality development
- County has become dependent on power plants

LIST OF NEEDS AND OPPORTUNITIES

The Plan Steering Committee identified needs and opportunities that exist within Heard County & the Town of Centralhatchee, City of Franklin, & City of Ephesus. This list should help guide future planning efforts and prioritize projects undertaken by the communities.

ECONOMIC DEVELOPMENT

Needs

- There is a need for diverse and available employment opportunities in Heard County for the expanding labor force.
- There is a need for higher paying job opportunities in the Heard County area perpetuating the outflow of daily commuters and the exodus of graduates.
- There is a need for a greater amount of economic activity in the County to reduce the tax burden on homeowners.
- There is a need to revitalize downtown Franklin because of the By-pass of downtown.

Opportunities

- There is an opportunity to take advantage of eco, heritage and agri-tourism, utilizing the abundant natural areas, as an economic development strategy.
- There is an opportunity to revitalize the town centers to take advantage of their historic resources and promote small business activity inside the cities.
- There is an opportunity to focus economic recruitment initiatives on business and industry matching the skill-sets of the local labor force and requiring minimal infrastructure needs.
- There is an opportunity for increased agri-business recruitment capitalizing on Heard County's existing agricultural economy.
- There is an opportunity to encourage and collaborate on continued expansion of local job training programs.
- There are opportunities to explore ways to obtain broadband in our communities.
- There are opportunities to upgrade, develop, and promote available local sites, infrastructure and technologies that are attractive to targeted business and industry.

HOUSING

Needs

- There is a need for residential development in the unincorporated peripheries of the county increases the investment required for infrastructure expenditure.
- There is a need for entry-level housing.
- There is a need for diversity in the housing supply limiting options for low-to-moderate income and elderly households.
- There is a need to promote greenspace and parks for community gathering spaces.
- There is a need to enhance existing community parks.

Opportunities

- There are opportunities to continue to invest in the necessary infrastructure to allow for a greater diversity of housing types, sizes, and values to be developed within, and surrounding the municipalities where services are readily available.
- There is an opportunity to enforce ordinance and codes in place to protect against insufficient and poor quality in residential development.

NATURAL & CULTURAL RESOURCES

Needs

- We need to protect and promote our preservation of agricultural resources and open space/greenspace.
- We need to protect the groundwater recharge areas in Franklin at the US 27/GA 34 interchange and above the Centralhatchee city limits, as these are prime development areas.
- We need uniform enforcement of Environmental Ordinances by all jurisdictions.
- We need natural resources need to be promoted more to increase tourism.
- We need to protect the county's cultural resources that are thoroughly documented through formal surveys and other local initiatives. The county's most significant properties are protected locally as historic overlay districts: Davis-Ridley Historic Rural District, Bell Home place/Salem Church, Bethel/Bethel-Heard, Flat Rock Campground, Old Tennessee Rd and Bethel Primitive Church.
- We need to promote the high level of historical and genealogical data available in the History Center and significant archeological interpretive resources at Old Town Chattahoochee at Brush Creek Park.
- We need for historic properties in a significant number to be improved so that they do not deteriorate.

- We need management plans and feasibility studies for historic properties to determine potential uses and rehabilitation costs.
- We need to focus on the rich cultural heritage related to the agrarian, Native American and African-American settler.
- We need to find funding sources to support cultural resources.

Opportunities

- There is an opportunity to expand infrastructure along the US 27 north and GA 34 east corridors to facilitate development that will protect the area's groundwater recharge area and the county's watershed.
- There is an opportunity to promote and develop Bush Head Shoals.
- There is an opportunity to recognize all historic districts, sites and significant buildings through listing in the National Register of Historic Places; thus promoting preservation and affording economic development benefit.
- There are opportunities to create and/or participate in existing programs using best practices to promote cultural resources and increase cultural tourism.
- There is an opportunity to promote the use of state, federal, and local financial incentives for rehabilitating historic properties by private owners.
- There are opportunities to continue participation and enhancements to the Certified Local Government Program in Heard County and improve planning tools used in preservation planning.
- There is opportunity to continue development of heritage education programs, trails and interpretive resources to highlight the varied cultures, which make up the communities.
- There is an opportunity for heritage tourism promotion.
- There are opportunities to participate in quilt trails, covered bridge trails and other tourism trails.

COMMUNITY FACILITIES & SERVICES

Needs

- There is a need for surface water capacity to be addressed in the near future.
- There is a need for sewage lines in the system need to be expanded.
- There is a need for additional personnel, equipment, and maintained facilities in Emergency Facilities and Public Safety to meet current levels of requirement.

- There is a need for recreation facility expansion as participation increases.
- There is a need for greater healthcare access within the county, as residents are required to seek medical assistance in surrounding suburban cities.
- There is a need for a satellite Sheriff's office in Centralhatchee.
- There is a need for more sidewalks in Centralhatchee.
- There is a need for agriculture education at the Heard County Arena.

Opportunities

- There is an opportunity to explore inter-jurisdictional and inter-agency infrastructure expansion maximizing the efficiency of financial investment in particular: fire protection, water and broadband services.
- There are opportunities to explore areas where impact fee requirements would facilitate expedited infrastructure improvements, both linear and non-linear.
- There is an opportunity for a water reservoir as cited in the long-range water plan.
- There is an opportunity for a multi-purpose facility (i.e. Civic Center).

CHARACTER AREAS AND LAND USE

Character areas are geographic sub-areas of a community, which contain unique characteristics and physical form. According to the Department of Community Affairs, character areas have unique or special characteristics, have potential to evolve into a unique area when provided specific and intentional guidance, or require special attention due to unique development issues. Character areas may be identified by the types of development found there which vary from historic downtowns, commercial/industrial areas, or residential neighborhoods. Other character areas may lack development and include more natural features such as greenspace or parkland.

Character areas have been identified individually for Heard County, and the Town of Centralhatchee, City of Ephesus, and City of Franklin. Each local government's character area list contains a description and desired development patterns, recommended land uses, and a list of implementation measures. Current photos are also included, which give an actual snap shot into each distinct character area.

HEARD COUNTY

Character areas identified within unincorporated Heard County include Chattahoochee River corridor, scenic corridor, developing residential, rural village, rural residential/agriculture and conservation.

Chattahoochee River Corridor





Description

Heard County is located within the middle Chattahoochee River region. This important natural resource bi-sects and flows the full length of the county. It is not only a natural resource but a cultural one as well. The Chattahoochee River in the southern part of the county forms the northernmost section of West Point Lake.

Desired Development Patterns

Over half of the land area along the Chattahoochee River corridor is under the jurisdiction of the US Army Corps of Engineers. The buffer requirements associated with the Army Corps land allows much of the river protection of development encroachment and disturbance. The protection and promotion of the corridor as a vital natural resource asset will be a priority.

Land Uses

Land uses permitted along the corridor would be public, rural residential, and agriculture. **Implementation Measures**

• Continue intergovernmental cooperation between Heard County and the US Army Corps of Engineers.

- Collaborate with the State of Georgia on the development and promotion of Bush Head Shoals Park.
- Promote existing and develop new access points to the river.
- Collaborate with the Chattahoochee Riverkeeper for promotional and educational activities.
- Continue to enforce the local buffer requirement along the corridor.
- Designate the river as an official blueway or canoe trail.

Scenic Corridor





Description

Rural roadways within Heard County have been identified as local scenic routes. These routes are located in western and southern Heard County and highlight miles of scenic landscapes and crossroad communities.

Desired Development Patterns

Maintaining the rural and scenic character of these designated routes should be promoted. The designation of additional rural historic districts such as the Ridley-Davis Historic District could be pursued. The utilization of conservation subdivisions would allow

for the maximum amount of rural land to be saved and buffer development from roadway view sheds.

Land Use

Land uses permitted within this character area include residential, Agriculture, and Conservation.

Implementation Measures

- Promote the use of conservation subdivisions.
- Seek to designate new rural historic districts or overlays.
- Update promotional maps and brochures of the designated routes for tourism.

Developing Residential





Description

The greatest potential for developing residential in Heard County will be around the incorporated municipalities and close to highway corridors, which stem from more populous surrounding counties such as Carroll, Coweta, and Troup. New residential

development should match the design and quality of existing housing and reflect traditional neighborhood design (TND) principles. Conservation subdivisions would also be considered to conserve open space and rural character.

Land Uses

Land uses permitted in this character area include single-family residential, neighborhood commercial.

Implementation Measures

- Promote traditional neighborhood design (TND) standards.
- Promote connectivity between developments.

Rural Village





Description

Small crossroad communities exist throughout Heard County. Each community acts as a rural village, which maintain distinct character. Many of these communities still contain local landmarks such as churches, old stores, schools, and historic homes. Rural

villages in Heard County include Roosterville, Frolona, Texas, Cooksville, Glenn, and the once incorporated town of Corinth.

Desired Development Patterns

The maintenance of the unique sense of place within each rural village will be desired. Preservation of remaining historic structures should be pursued. Creating a historic district or overlay district for priority villages should be considered.

Land Uses

Land uses allowed within each rural village includes residential, neighborhood commercial, public/institutional.

Implementation Measures

- Promote the designation of historic districts such as local overlay districts or listing on the National Register of Historic Places.
- Support neighborhood commercial, which respects and compliments the historic architecture located within each village.
- Promote the community with the scenic corridor brochure.
- Support the preservation of existing historic structures.

Rural Residential/Agriculture





Description

The majority of the land area within Heard County is designated as rural residential and agriculture. Residential development is sparse and the area contains active agriculture and timberland.

Desired Development Patterns

This area of Heard County will likely be the least affected by future residential growth. The maintenance of the rural character and the protection of the view shed along the roadways will be important. Conservation subdivisions should be promoted if residential development occurs in the future. Natural resources should be utilized for passive recreational opportunities.

Land Uses

Land uses permitted within the character area include single-family residential, agriculture.

Implementation Measures

- Promotion of the use of conservation subdivisions to preserve rural character and greenspace
- Support passive recreational activity
- Support local farmers and maintain productive agricultural land uses
- Protect the environment and water supply watersheds by utilizing best practices for land disturbance and farming activity

Conservation



Description

Heard County contains an abundance of natural resources. The Chattahoochee River is included within this area and serves as the main water source for West Point Lake. West Point Lake begins in the southern portion of the county and offers amble recreational opportunities. Two parks located within Heard County, Brush Creek Park and Snake Creek Park, offer boat access to the lake and camping facilities. A unique nature preserve owned by The Nature Conservancy is located in Heard County. The site contains acres of granite outcrops is known locally as Flat Rock. According to the Nature Conservancy, granite outcrops occur from Virginia to Alabama. Ninety percent of the exposed granite is found in Georgia. Heard County contains many of these unique natural features.

Desired Development Patterns

Due to the protection, sensitive nature and land ownership of much of these properties, and development will be highly restricted and in some cases prohibited. Any development occurring close to these resources should be buffered and avoided if possible. Natural resources within the conservation area should be protected and when suitable, used for increased passive recreational use.

Land Uses

Land Uses permitted in this character area will be restricted to conservation.

Implementation Measures

- Protect natural resources from development.
- Buffer any development that occurs adjacent to the conservation area.
- Promote the natural resources within the area for eco-tourism and environmental education.
- When feasible, utilize natural resources for passive recreation.

<u>Parks</u>



Description

Heard County is a rural and forested part of the state. Two main parks are Brush Creek Park and Bush Head Shoals State Park. Brush Creek Park is located along the Chattahoochee River. It allows for recreation and camping. Bush Head Shoals is an area of rapids also along the Chattahoochee River.

Desired Development Patterns

Due to the protection, sensitive nature and land ownership of much of these properties, and development will be highly restricted and in some cases prohibited. Any development occurring close to these resources should be buffered and avoided if possible. Natural resources within the conservation area should be protected and when suitable, used for increased passive recreational use.

Land Uses

Land Uses permitted in this character area will be restricted to conservation.

Implementation Measures

- Protect natural resources from development.
- Buffer any development that occurs adjacent to the conservation area.
- Promote the natural resources within the area for eco-tourism and environmental education.
- When feasible, utilize natural resources for passive recreation.



TOWN OF CENTRALHATCHEE

The Town of Centralhatchee has identified four character areas. They include the historic corridor, development residential, agriculture and rural residential and rural gateway corridor.

Historic Corridor



Description

Within the Town of Centralhatchee, this area delineates the historic spine of the community. Most civic, commercial, and public functions are located here along the old Highway 27 route and now known as Centralhatchee Parkway. Mom and pop businesses remain along the corridor with churches, historic residential and the Centralhatchee Elementary School.

Desired Development Patterns

The corridor will remain the heart of the community. With the expansion of the City Park and the newly built City Hall, and as commercial growth commences along the rural highway corridor (GA Highway 27), the historic core of the city will remain the center of most activity within Centralhatchee for many years to come.

Land Uses

Land use categories allowed in this character area include public/Institutional, residential, commercial.

Implementation Measures

- Continue the expansion of sidewalks.
- Encourage small scale neighborhood style commercial activity.
- Implement beautification activities.
- Implement wayfinding signage.
- Rehabilitate the historic well house and make it a focal point of the community.

Developing Residential



Description

The Developing Residential character area in Centralhatchee is adjacent to the historic corridor. Beginning at the edge of the historic corridor, this area contains, on a small scale, suburban style residential development. The area has the potential for increased subdivision style residential.

Desired Development Patterns

New residential development should match the design and quality of existing housing and reflect traditional neighborhood design (TND) principles. Conservation subdivisions would also be considered to conserve open space and rural character.

Land Uses

Land uses allowed within this character area include single family residential.

Implementation Measures

- Promote the use of traditional neighborhood design (TND) principles.
- Promote the use of conservation subdivisions.
- Support connectivity between developments.

Agricultural/Rural Residential



Description

Rural land encompasses a large portion of the land area within the town limits of Centralhatchee. The area contains active farmland and large tract residential.

Desired Development Patterns

This area will remain rural and agricultural into the near future. Buffering of any new subdivision development will be encouraged.

Land Uses

Land uses within this character area include agricultural and residential.

Implementation Measures

• Promote the use of conservation subdivisions to protect rural character and preserve

greenspace

Rural Gateway Corridor



Description

U.S. Highway 27, a major north-south route bisects the Town of Centralhatchee. This rural divided four-lane highway is a gateway to Centralhatchee for both domestic and commercial activities. It is along this corridor where increased commercial activity will likely occur in the future.

Desired Development Patterns

Land along the Rural Gateway Corridor offers the most potential for increased commercial activity within the Town of Centralhatchee. New commercial activity should be developed in nodes so that commercial uses are contained and allow limited curb cut into the highway. Proper landscaping will be encouraged to keep the gateway entrances into the city attractive.

Land Uses

Land uses within this character area include highway commercial.

Implementation Measures

• Community Improvement District (CID) - Self-taxing entity formed by property owners,

businesses, institutions and/or citizens, within a specific geographic area. A CID can be formed to provide additional services, to make the area safer and more attractive, or for various other purposes;

• *Enterprise Zones*- Offers incentives such as tax exemptions or fee abatements to private businesses to reinvest and rehabilitate underdeveloped or declining areas.

Town of Centralhatchee Character Area Map



City of Ephesus

Historic Town Center



Definition

Ephesus's location along a rural highway has made for a charming, historic town center. The town's location along a rural scenic highway has left behind historic filling stations, barns, and homes. Many of the historic buildings remain in reasonable condition.

Desired development patterns

Ephesus encourages plans, building design and landscaping that are sensitive to natural features of the site, including topography and views.

Specific land usage

Land dedicated to homes, sites, buildings and structures greater than 50 years of age.

Implementation measures

Georgia Historic Resource Survey- Collection and recording of information about extant historic buildings, including architectural descriptions, age, history, setting and location in the community.

Georgia Register of Historic Places Nomination- State's official listing of historic buildings, structures, sites, objects, and districts worthy of preservation. Designation offers eligibility for incentives for preservation and rehabilitation

Agriculture



Definition

This area represents most of the City's land and is actively farmed for vegetables and livestock. Most of the agriculture character area is along major highways running through the Town.

Desired development patterns

Ephesus recommends large minimum lot size requirements to limit development density and protect farmland and rural character and preservation of environmentally sensitive areas by

setting them aside as public parks or trails.

Specific land usage: This character area is for land dedicated to farming (fields, lots, pastures, farmsteads, specialty farms, livestock production, etc.), agriculture, or commercial timber or pulpwood harvesting.

Implementation measures: *Purchase of Development Rights*-Purchase of private development rights, by a qualified conservation organization or government agency, to protect properties from development and preserve open space

Scenic Byway Nomination Georgia's Scenic Byways- Nominating and designating certain roads for recognition and preservation of their unique or significant intrinsic scenic, natural, archeological, historic or cultural qualities. State and national programs are linked.

Rural Residential



Definition

Ephesus's rural residential area is one of the largest components of the city. Most homes were built prior to 2010.

Desired development patterns

Ephesus recommends a distribution of affordably priced homes throughout the town; new residential development that matches the mix of housing types and styles or older, closer-in neighborhoods or the community.

Specific land usage

Land designated for single-family large lots in a rural setting.

Implementation measures:

Housing for Low to Moderate-Income Households and Special Needs Populations -Affordable housing to meet the needs of persons with disabilities; affordable housing to serve the elderly population; or new single-family units for moderate-income, first-time homebuyers.

Commercial


Definition

Ephesus has a commercial area that is mainly along one major highway that runs through the City. Currently the most thriving business is a convenience store and gas station along with other small businesses.

Desired development patterns

Ephesus recommends improvement of street appearance and amenities of commercial businesses.

Specific land usage

Land dedicated to non-industrial business uses, including retail sales, office, service and entertainment facilities, organized into general categories of intensities. Commercial uses may be located as a single use in one building or grouped together in a storefront or office building.

Implementation measures

• Community Improvement District (CID) - Self-taxing entity formed by property owners,

businesses, institutions and/or citizens, within a specific geographic area. A CID can be formed to provide additional services, to make the area safer and more attractive, or for various other purposes;

• *Enterprise Zones*- Offers incentives such as tax exemptions or fee abatements to private businesses to reinvest and rehabilitate underdeveloped or declining areas.

City of Ephesus Character Area Map



City of Franklin

Developing Residential



Description

The Developing Residential character area in Franklin is adjacent to the historic corridor. Beginning at the edge of the historic corridor, this area contains, on a small scale, suburban style residential development. The area has the potential for increased subdivision style residential.

Desired Development Patterns

New residential development should match the design and quality of existing housing and reflect traditional neighborhood design (TND) principles. Conservation subdivisions would also be considered to conserve open space and rural character.

Specific Land Uses

Land uses allowed within this character area include single family residential.

Implementation Measures

- Promote the use of traditional neighborhood design (TND) principles.
- Promote the use of conservation subdivisions.
- Support connectivity between developments.

Commercial Corridor



Description

Franklin has a commercial area that is mainly along one major highway that runs through the City. There is a variety of businesses. Some of the largest are Jac Products, PPI, and West Georgia Technical College.

Desired development patterns

Franklin recommends improvement street appearance and amenities of commercial businesses.

Specific land usage

Land dedicated to non-industrial business uses, including retail sales, office, service and entertainment facilities, organized into general categories of intensities. Commercial uses may be located as a single use in one building or grouped together in a storefront or office building.

Implementation measures

• Community Improvement District (CID) - Self-taxing entity formed by property owners,

businesses, institutions and/or citizens, within a specific geographic area. A CID can be formed to provide additional services, to make the area safer and more attractive, or for various other purposes;

• *Enterprise Zones*- Offers incentives such as tax exemptions or fee abatements to private businesses to reinvest and rehabilitate underdeveloped or declining areas.

Traditional Residential



Description

Franklin's residential area is one of the largest components of the city. Most homes were built prior to 2010.

Desired development patterns

Franklin recommends a distribution of affordably priced homes throughout the town; new residential development that matches the mix of housing types and styles or older, closer-in neighborhoods or the community.

Specific land usage

Land designated for single-family and multi-family dwelling units organized into general categories of net densities according to the Franklin zoning ordinance.

Implementation measures

• Housing for Low to Moderate-Income Households and Special Needs Populations -Affordable housing to meet the needs of persons with disabilities; quality, affordable rental units for large families (rental units with 3 or 4 bedrooms); affordable rental housing to serve the elderly population; or new single family units for moderate-income, first-time homebuyers.

Conservation Army Corps



Description

Franklin contains an abundance of natural resources. The Chattahoochee River is included within this area and serves as the main water source for West Point Lake.

Desired Development Patterns

Due to the protection, sensitive nature and land ownership of much of these properties, and

development will be highly restricted and in some cases prohibited. Any development occurring close to these resources should be buffered and avoided if possible. Natural resources within the conservation area should be protected and when suitable, used for increased passive recreational use.

Land Uses

Land Uses permitted in this character area will be restricted to conservation.

Implementation Measures

- Protect natural resources from development.
- Buffer any development that occurs adjacent to the conservation area.
- Promote the natural resources within the area for eco-tourism and environmental education.
- When feasible, utilize natural resources for passive recreation.

Industrial



Description

Franklin's industrial areas are located in two parts of town; one along SR 34 and the other along Bevis Road. The City of Franklin has an industrial area dedicated to serve light industrial uses and has successfully attracted businesses with the potential for expansion.

Desired development patterns

Franklin recommends increased industrial recruitment, which could include additional manufacturing, wholesale trade, and distribution activities.

Specific land usage

Land designated for light industrial and industrial according to the Franklin zoning ordinance.

Implementation measures

- Maintain sewer access
- Expand sewer where possible
- Adequate roadways and access
- Buffer and landscape requirements
- Collaboration Heard County Development Authority
- Protect environmentally sensitive areas from industrial uses
- Brownfield site remediation

Park Recreation



Description

Within the City of Franklin, there exists small pockets of land containing parks and recreation. These

areas contain amenities such as playground, picnic areas, and greenspace.

Desired development patterns

Franklin recommends continued conservation of these areas to protect the environment, watershed, and wildlife.

Specific land usage

Land designated for parks and recreational usage.

Implementation measures

- Land preservation
- Limit new development
- Conservation easements
- View shed preservation
- Open space preservation
- Greenspace acquisition
- Promote passive recreation opportunities
- Buffer requirements
- Utilize Land and Water Conservation Fund for park development
- Partner with the Trust for Public Land for land acquisition and protection

Downtown



Description

The City of Franklin is a historic downtown square in the heart of the cities. Within the center of the square sits a gazebo and greenspace for community gatherings.

Desired development patterns

Franklin recommends maintaining and developing these properties to remain aesthetically attractive in the community.

Specific land usage

Historical commercial uses as well as public uses

Implementation measures

- Greenspace
- Open space protection
- Downtown development

Public Institution



Description

Land inside the City of Franklin containing government owned buildings and property is classified as public institution.

Desired development patterns

Franklin recommends maintaining and developing these properties to remain aesthetically attractive in the community.

Specific land usage

Land designated for government use of properties.

Implementation measures

- Greenspace acquisition
- Open space protection

City of Franklin Character Area Map



COMMUNITY WORK PROGRAM

The Heard County & the Cities of Centralhatchee, Franklin, & Ephesus Community Work Programs are a list of priority projects to be undertaken by the County and cities within in the next five years. The Community Work Program includes the specific activity or project, an estimated timeframe in which to complete the activity, the responsible entity overseeing the activity, the estimated cost, and the likely source of funding.

Report of Plan Accomplishments:

A Report of Plan Accomplishments serves as a status report for the previous Short Term Work Program covering the years 2012-2016.

Heard County Short Term Work Program 2012-2016 Report of Plan Accomplishments				
Project or Activity	Status	Explanation		
Implement Tourism plan and develop marketing strategy	Underway			
Coordinate with the Chattahoochee River Keeper to market the river, develop a blueway trail & conduct river cleanup	Ongoing	Moved to policy section		
Promote the Chattahoochee River for ecotourism in cooperation with Heard County, the Development Authority of Heard County, Army Corps, and the Chattahoochee Riverkeeper	Ongoing	Moved to policy section		
Adopt limited Freeport in the new industrial park	Dropped	Not feasible		
Assist Heard County Development Authority in developing the new industrial park	Complete			
Adopt Tree Ordinance	Dropped	No longer a priority		
Support rehabilitation of Heard History Center and Museum	Ongoing	Moved to policy section		
Adopt overlay zone for Centralhatchee Creek water supply watershed and groundwater recharge areas	Complete			
Prioritize National Register multi- property nomination	Postponed	Moved to new CWP		
Encourage added historic overlay district designations	Ongoing	Moved to policy section		

Develop recreational trails at Brush	Complete	
Creek Park		
Water authority operations	Complete	
Implement & conduct annual review of adopted Solid Waste Management Plan	Ongoing	Moved to policy section
Solid waste facility improvements	Complete	
Participate in continued regional greenspace planning & development	Ongoing	Moved to policy section
Develop public archeological awareness/heritage education program	Postponed	Due to lack of funds; Moved to new CWP
Renovate courthouse & develop new county administration annex building	Underway	Moved to new CWP
Administrative equipment, facilities, & vehicles	Underway	Moved to new CWP
Upgrade and maintain Snake Creek Park & market the park for tourism	Underway	Moved to new CWP
Upgrade and maintain Brush Creek Recreation facilities & continue heritage programs & market for tourism	Underway	Moved to new CWP
Participate in regional solid waste facility and recycling planning	Ongoing	Moved to policy section
Enforce anti-litter ordinance on an annual basis	Ongoing	Moved to policy section
Expand water treatment facilities and distribution system	Underway	Moved to new CWP
Animal control equipment, facilities, & vehicles	Underway	Moved to new CWP
Upgrade Codes Enforcement & Animal Control Program	Underway	Moved to new CWP
Sheriff's department equipment, facilities, & vehicles	Underway	Moved to new CWP
Fire-EMS equipment, facilities, & vehicles	Underway	Moved to new CWP
Parks & Recreation equipment, facilities, & vehicles	Underway	Moved to new CWP
Cooperative extension facility renovations & additions	Complete	
Construct passing lane along SR 34	Complete	
Upgrade/improve roads on an annual basis	Ongoing	Moved to policy section
Roads and bridges equipment, vehicles, resurfacing, improvements, facility renovations & additions	Underway	Moved to new CWP

Promote diverse housing development on an an annual basis	Ongoing	Moved to policy section and rephrased	
Promote incentive programs for affordable housing and homebuyer education	Ongoing	Moved to policy section and rephrased	
Update zoning ordinance	Underway	Moved to new CWP	
Develop GIS program integrating zoning & planning, tax offices, and 911	Underway	Moved to new CWP	
Update sign ordinance	Underway	Moved to new	CWP

Centralhatchee Short Term Work Program 2012-2016 Report of Plan Accomplishments							
Project or Activity							
Support the Chamber of Commerce	Ongoing	Moved to policy section					
Support local small business development	Ongoing	Moved to policy section					
Renovate City Hall and the Library	Complete for City Hall; Underway for the Library	N/A; Moved to new CWP					
Continue to develop and expand recreational areas	Ongoing	Moved to policy section					
Participate in county animal control program	Ongoing	Moved to policy section					
Cooperate with county for Fire/EMS service	Ongoing	Moved to policy section					
Continue solid waste management program	Ongoing	Moved to policy section					
Upgrade roads on an annual basis and improve US 27/Pearce St intersection	Ongoing for roads; Dropped for US 27 Pearce St	Moved to policy section; Dropped due to not feasible					

Ephesus Short Term Work Program 2012-2016 Report						
of Plan Accomp	of Plan Accomplishments					
Project or Activity Status Explanation						
Support the Chamber of Commerce and Development Authority	Ongoing	Moved to policy section				
Support local small business development	Ongoing	Moved to policy section				
Make improvements to the water system as needed	Underway	Moved to new CWP				
Contract for trash pick up	Underway	Moved to new CWP				
Make improvements and expansion to the recreation department as needed	Underway	Moved to new CWP				
Upgrade roadways on an annual basis	Ongoing	Moved to policy section				
Continue to enforce and update Land Development Regulation Ordinance	Ongoing	Moved to policy section				

Franklin Short Term Work Program 2012-2016 Report of Plan Accomplishments				
Project or Activity	Status	Explanation		
Obtain Better Hometown Designation	Postponed	Lack of funds		
Continue downtown revitalization	Ongoing	Moved to policy section		
Promote new & expanding business development and entrepreneurship	Ongoing	Moved to policy section		
Promote the Chattahoochee River for ecotourism in cooperation with Heard County, the Development Authority of Heard County, Army Corps, and Chattahoochee Riverkeeper	Ongoing	Moved to policy section		
Designate a local historic district or zoning overlay	Postponed	Lack of funds		
Implement county Solid Waste Management Plan	Underway	Moved to new CWP		
Administrative buildings & equipment	Underway	Moved to new CWP		
Recreation buildings & equipment	Underway	Moved to new CWP		
Public safety equipment & vehicles	Underway	Moved to new CWP		
Support adult literacy/GED program & development of a workforce training center	Ongoing for GED; Underway for workforce training center	Moved to policy section; Moved to new CWP		
Continue recycling/solid waste reduction program	Postponed	Lack of funds		
Continue expansion and improvements of Chattahoochee Greenway, including passive and active recreational venues where appropriate	Underway	Moved to new CWP		

Upgrade roads on an annual basis	Ongoing	Moved to policy section
Add new sidewalks and replace old sidewalks	Underway	Moved to new CWP
Construct new city hall/public safety facility	Complete	
Waste water treatment plant	Complete	
Upgrade downtown parking and encourage off street parking	Underway	Moved to new CWP
Purchase of non-dwelling structures & equipment	Complete	
Remodel kitchens at dwelling on South River Road	Complete	
Install low flow plumbing in 10 units on South River Road	Complete	
Replace interior dwelling equipment on South River Road and Bevis Road	Complete	
Site improvements on Maple Street	Complete	
Install new roofs for 36 units on South River Road	Complete	
Install surveillance equipment to enhance security on South River Road and Bevis Road	Complete	
Encourage diverse affordable housing	Ongoing	Moved to policy section
Land swap with Development Authority of Heard County & local industry in the City of Franklin	Complete	

COMMUNITY WORK PROGRAM 2017-2022

Below are the new Heard County & the Town of Centralhatchee, City of Franklin, & City of Ephesus Community Work Programs that lists projects the County and cities will address in the next five years.

Heard County – Community Work Program 2017-2022				
Activity	Years	Responsible Party	Cost	Funding Sources
Na	tural and Cul	tural Resources	5	
Develop Bush Head Shoals Park	2018-2020	County	\$200,000	Grants/County
Develop recreation trails & blue trails at Bush Head Shoals Park	2017-2019	County	\$150,000	Grants/County
Expand Heard County Arena and equine lodging	2017-2022	County	TBD	Grants/County
Implementation & Expansion of Broadband	2017-2022	County	TBD	Grants/County
Purchase of 140 acres along Hwy 27 Bypass	2017-2018	County/HCDA	TBD	HCDA
Prioritize National Register multi-property nomination	2019-2022	County	\$0	N/A
Develop public archeological awareness/heritage education	2019-2022	County	TBD	Grants/County
Expand water treatment facilities and distribution	2017-2022	County	TBD	Grants/County
Upgrade & maintain Snake Creek Park & market the park for tourism	2017-2022	County	TBD	Grants/County
Upgrade and maintain Brush Creek Recreation facilities & continue heritage programs & market for tourism	2017-2022	County	TBD	Grants/County
Develop public archeological awareness/heritage education program	2020-2022	County	TBD	Grants/County
Renovate courthouse & develop new county administration annex building	2017	County	\$6,000,000	County/SPLOST

Construct additional courthouse/municipal parking	2017	County	\$40,000	County/SPLOST
Purchase & maintain animal control equipment, facilities, & vehicles	2017-2022	County	TBD	Grants/County
Purchase & maintain administrative equipment, facilities, & vehicles as needed	2017-2022	County	TBD	Grants/County
Upgrade Codes Enforcement & Animal Control Program	2017-2022	County	TBD	Grants/County
Purchase & maintain Sheriff's department equipment, facilities, & vehicles	2017-2022	County	TBD	Grants/County
Purchase & maintain Fire-EMS equipment, facilities, & vehicles	2017-2022	County	TBD	Grants/County
Purchase & maintain Parks & Recreation equipment, facilities, & vehicles	2017-2022	County	TBD	Grants/County
Purchase & maintain roads and bridges equipment, vehicles, resurfacing, improvements, facility renovations & additions	2017-2022	County	TBD	Grants/County
Expand water treatment facilities & distribution system	2017-2022	County	\$1,000,000	County/SPLOST
Update zoning ordinance	2017-2018	County	\$10,000	County
Develop GIS program integrating zoning & planning, tax offices, and 911	2017-2018	County	\$15,000	County
Update sign ordinance	2017-2018	County	\$1,500	County

Town of Centralhatchee – Community Work Program 2017-2022				
Activity	Years	Responsible Party	Cost	Funding Sources
Na	tural and Cu	Itural Resource	s	
Add playground at City Hall	2017-2018	Town	\$50,000	SPLOST, GF, grants
Add sidewalks from CES to City Hall	2020-2022	Town	\$150,000	LMIG, grants, SPLOST, GF
Add sidewalks from CES to City Park	2020-2022	Town	TBD	LMIG, grants, SPLOST, GF
Widening of Nutt Road	2020-2022	Town	TBD	LMIG, grants, SPLOST, GF
Establish satellite Sheriff office	2017-2018	Town/County	TBD	GF, County
Add Gateway & directional signage	2017	Town	TBD	GF, grants
Renovate the Library	2018	Town	\$100,000	GF, SPLOST
Beautification of the historic well	2018	Town	\$20,000	GF, grants

City of Ephesus – Community Work Program 2017-2022				
Activity	Years	Responsible Party	Cost	Funding Sources
Na	tural and Cul	tural Resources	5	
Upgrade water lines from 3 inch to 6 inch on Parmer Street	2017	City	\$50,000	SPLOST, GF, LMIG
New well for the water system	2018	City	\$100,000	SPLOST, GF
Inquire about centralize drop box for mail	2020-2022	City	TBD	GF, USPS
Complete maintenance on quilt trail signage	2017-2018	City	TBD	private
Tornado shelter for community located at city hall	2020-2022	City	TBD	GF, grants
Contract for trash pickup	2021-2022	City	TBD	GF
Make improvements to the water system as needed	2017-2022	City	TBD	GF
Make improvements and expansions to recreation	2019-2022	City	\$200,000	GF, grants

City of Franklin – Community Work Program 2017-2022				
Activity	Years	Responsible Party	Cost	Funding Sources
Na	tural and Cu	Itural Resources	s	
Develop a trail between Bush Head Shoals & downtown	2017-2019	City	TBD	GF
Complete maintenance on trail near Franklin Parkway	2017-2018	City	TBD	GF
Map & replot City Cemetery	2017-2022	City	\$10,000	GF/SPLOST
Implement & expand broadband	2017-2022	City	TBD	GF/grants
Build amphitheater	2017-2022	City	TBD	GF/donations
Obtain Main Street designation	2020-2022	City	TBD	GF
Implement county Solid Waste Management Plan	2017-2022	City	N/A	N/A
Purchase and maintain public works vehicles, equipment, roads, and sidewalks	2017-2022	City	TBD	SPLOST/grants
Purchase and maintain administrative buildings & equipment	2017-2022	City	TBD	SPLOST/grants
Purchase and maintain recreation buildings & equipment	2017-2022	City	TBD	SPLOST/grants
Purchase and maintain public safety equipment and vehicles	2017-2022	City	TBD	SPLOST/grants
Upgrade downtown parking and encourage off street parking	2019-2022	City	\$500,000	GF/SPLOST
Development of a workforce training center	2017-2018	City	TBD	GF

Continue expansion and improvements of Chattahoochee Greenway, including passive and active recreational venues where appropriate	2017-2022	City	TBD	GF/grants
Add new sidewalks and replace old sidewalks	201-2022	City	TBD	SPLOST/grants

APPENDIX