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INTRODUCTION

This document is the “Community Assessment” portion of the Comprehensive Plan for the City of Holly Springs, Georgia. It consists mostly of data inventory and analysis. The rules for local comprehensive planning established by the Georgia Department of Community Affairs (Effective May 1, 2005) suggest that summaries of data focused on “issues and opportunities” be presented to policy makers. Policy issues and opportunities are described in some detail in this Community Assessment, summarized in a more user-friendly format for local elected officials, citizens, and stakeholders. A technical appendix is provided for the reporting of extensive data that support this community assessment.

Previous Comprehensive Planning Efforts

On February 17, 1997, Holly Springs adopted a comprehensive plan prepared by Mayes, Sudderth & Etheredge, Inc. The planning horizon for that plan is the year 2016.

The existing (1997) comprehensive plan is relevant in terms of historical perspective, but, more importantly, it serves as a starting point for future policy discussions. The data in the adopted plan are about a decade old, and Holly Springs in 2006 has well exceeded the population projections for 2016 (i.e., 3,200 persons) of the adopted plan.

Study Area

The study area for most statistical purposes is the City limits of Holly Springs. Data provided from the 2000 Decennial Census are for the City as it existed on April 1, 2000. Some discussions pertain to a larger, urban area of the City of Holly Springs, which includes some unincorporated areas. Most of the discussion in the community assessment focuses on the City limits only, however. In places where data are not compiled at the geographic level of cities (such as economic data), county data are utilized.

It is also important to note that a separate market analysis was conducted in support of the comprehensive plan. The study areas involved in the market study are based on radii of certain specified distances from downtown Holly Springs. Relevant findings of the market analysis are alluded to in this community assessment, but the market analysis is published as a separate document (see Marketek 2006).

Purposes and Uses of the Plan

The Comprehensive Plan is sometimes called by other names such as a general plan, development plan, master plan, policy plan, and growth management plan. Regardless of what it is called, there are many major characteristics of a Comprehensive Plan. First, it is a physical plan intended to guide the physical development (and redevelopment) of the City by describing how, why, when, and where to build, rebuild, or preserve aspects of the community. Second, the Comprehensive Plan covers a long-range planning horizon of 20 years (i.e., to the year 2025). Third, the Comprehensive Plan is “comprehensive” in that it covers the entire City limits, plus it encompasses all the functions that make a community work and considers the interrelatedness of functions. The Comprehensive Plan is based on the foundation that if the City knows where it wants to go, it possesses better prospects of getting there.

The Comprehensive Plan is intended to serve numerous purposes. It provides a primary basis for evaluating all significant future development proposals, whether they are requests for rezoning, applications for subdivision plat approval, petitions for design review or demolition of a historic structure, and others. The Comprehensive Plan is also intended to provide guidance for preparing capital improvement programs and budgets. Business persons, investors, and developers can learn from the plan what the future vision of the community is, as well as the overall direction and intensity of new growth and redevelopment. Market analysts and researchers can draw on the wealth of data provided in this Community Assessment (as well as the separate market study) for their own specific needs.

The ultimate clients, however, for the Comprehensive Plan are the Mayor and City Council of Holly Springs and the Holly Springs Planning Commission. By adopting the plan (see Community Agenda), the Mayor and City Council make an extremely important expression of their consent and support for the vision, quality community objectives, goals, policies, and strategies contained in the Community Agenda.

Amendment and Update of the Plan

As an adopted expression of the City’s policy, the Comprehensive Plan must be maintained in a manner that it still reflects the desires of the current Mayor and City Council. Developers, the general public, and other agencies have a right to rely on the adopted Comprehensive Plan as an expression of current policy. In cases where it is determined that a particular policy, goal, program, or statement is no longer a valid expression of the City’s policy, then the plan needs to be amended. Otherwise, the validity of the plan is weakened, and those that have relied on the Comprehensive Plan when it is not a reflection of current policy have then been, in effect, misled. Local governments should update the Comprehensive Plan every five years, and at that time, they are encouraged to complete major re-evaluations and rewrites of the Comprehensive Plan. Regardless, the Comprehensive Plan must be comprehensively revised every 10 years.

Amendments may be considered by the Holly Springs Mayor and City Council whenever it finds it necessary to do so. Amendments should take place any time that the City annexes a significant amount of additional unincorporated land, so as to include the area on the future land use map, and to update population estimates and projections as appropriate. When there is a significant change in policy by the Mayor and City Council, for instance a decision to drop a major capital improvement project that is described in the adopted plan, the plan should be amended.

POPULATION

Summary of Assessment

Holly Springs has increased in population by a remarkable pace. The city’s population more than doubled in just six years, from 3,195 persons in 2000 to 7,625 persons as of the end of 2006. Much of that growth is attributed to municipal annexation. In the year 2000, Holly Springs was home to 1,136 households and had a total household population of 3,195. All of the population resided within households in 2000 (i.e., there were no “group quarters” population).

In 1999, households with earnings in Holly Springs had a mean annual income of \$61,848, more than \$5,000 above the Georgia mean. A separate market analysis (see Marketek 2006) shows that the city’s median household income is \$70,420, which is 37 percent higher than the U.S. median and about \$6,000 greater than that of the Atlanta Metropolitan Statistical Area (MSA).

Provisional Population and Household Projections

On the one hand, the community assessment is not intended to provide for adoption of desired population projections. However, it is difficult to assess future needs without reference to some set of projections. Although the Community Agenda is the place for adoption of population projections, this Community Assessment provides “provisional” population projections for purposes of evaluation and assessment. That assessment will be revisited in terms of future needs, once the Community Agenda is prepared.

Table 1: Provisional Population and Household Projections, 2006–2030, City of Holly Springs

Year	Population, City of Holly Springs	Households, City of Holly Springs
2006	7,625	2,713
2010	9,441	3,360
2015	11,711	4,168
2020	13,981	4,975
2025	16,251	5,783

2030	18,518	6,590
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Source: Current estimate from City of Holly Springs. Projections from *Plan Cherokee, Technical Report: Population* (January 2006). Households based on year 2000 City average household size of 2.81 persons per unit.

Issues and Opportunities

1. Rapid Population Growth. Perhaps the most important issue regarding the population is the rate of increase in relationship to city service delivery issues. When rapid growth occurs, sometimes cities are unable to plan and build capital improvements that will keep pace with the rising demands created by such population increases. The community facilities and services provided by Holly Springs and Cherokee County must be planned at levels commensurate with rapid population growth. To do so successfully will require constant attention and a detailed annual capital budget and five-year capital improvement program.

2. New Group Quarters Population. Although Holly Springs had no “group quarters” population in 2000 (i.e., nursing homes, dormitories, correctional institutes, etc.), it is likely (especially given an aging population) that nursing homes or personal care homes will be constructed in the City in the future. That possibility should be further considered in drafting the future land use plan.

3. Changing Lifestyles and Preferences. Lifestyles and living preferences are changing in favor of less outdoor maintenance and more diverse housing types and residential living environments. The Holly Springs Downtown Plan (2004) indicates that “baby boomers, the largest age cohort in America today, are shifting lifestyles and becoming empty nesters and retirees.” Such changes in lifestyles and preferences have implications for future housing developments in Holly Springs. This issue should be further evaluated in drafting the housing element.

4. Potential Increase in Hispanic Population. Many localities in metropolitan Atlanta have experienced significant increases in their Latino populations. From 1990 to 2000, some increase in the Hispanic population did occur, but that increase was relatively insignificant. Holly Springs remains a mostly homogeneous (i.e., white) population. More significant increases in the Hispanic population may occur, depending on housing availability, in future years, particularly if the construction industry remains a strong component of the City and County’s economic base, as expected. An increase in the Hispanic population could generate the need for bi-

lingual services in the police department and for city government more generally. For instance, Cities with larger percentages of Hispanics may have at least one police officer that speaks Spanish, and such cities may also publish various documents (like the comprehensive plan) in Spanish.

5. *Educational attainment.* Census statistics for the year 2000 reveal that the population of Holly Springs at that time attained a significantly lower overall level of education when compared with Cherokee County as a whole. The transformation of Holly Springs, with a rapid influx of new households during the 2000s, is likely to change the educational statistics remarkably once they are released after the year 2010 Census. Hence, although lower educational attainment as of 2000 may be cause for some concern, the increase in population is expected to remedy that possible issue through an influx of more educated households.

6. *“Target Population.”* Some communities may desire to establish an overall target population – i.e., a maximum desired number of residents on which to base municipal plans. Typically, such a target population would be set prior to detailed land use planning, and then the land use plan provides for the proper residential land use areas in proportion to needs, based on various assumptions about housing unit densities. In other words, the “buildout” population of the land use plan would match the desired “target” population. On the other hand, there may be little rational justification for establishing a target population level, and frequently local governments do not set a target population and will instead calculate a “buildout” population based on the land use plan. Whether a target population should be prepared, or whether projections based on the land use plan are more appropriate, depends on input from staff, commission, council and the general public (which will take place during the visioning process).

7. *Affirmation or Modification of Quality Community Objectives.* The following state-articulated quality community objectives (QCOs) are established in administrative rules for local planning and relate to population generally: Growth Preparedness Objective; and Educational Opportunities Objective (see separate section on QCOs). Those QCOs should be reviewed and affirmed (or if necessary, modified) during the visioning and public participation process.

HOUSING

Summary of Assessment

In both 1990 and 2000, the housing stock in Holly Springs consisted predominantly of single-family, detached housing. Despite an increase in the overall number of housing units during the 1990s, statistics show that the number of multiple-family units actually declined during the decade. The vacancy rate for owner-occupied housing in 2000 in Holly Springs was 3.5% (higher than the county's).

In Holly Springs in 1990, owner-occupied housing units had an average occupancy of 3.02 persons per unit, while renter-occupied units had an average household size of 2.55 persons per unit. Household size of owner-occupied housing units decreased from 3.02 persons per unit in 1990 to 2.83 persons per unit in 2000 in the City. Renter-occupied units increased in household size from 2.55 persons per unit in 1990 to 2.59 persons per unit in 2000 in the City.

With regard to age, Holly Springs has few homes that were built before 1970. A substantial percentage (12.7%) of the housing stock as of the year 2000 was built between 1999 and March 2000. With regard to condition, in 2000 there were no housing units in Holly Springs lacking complete kitchen facilities, but 18 units lacked complete plumbing facilities (1.6 percent of the housing stock). That percentage



Crestmont Residential Neighborhood, Holly Springs

was four times the rate for Cherokee County, but still a relatively small proportion. Overcrowding does not present a serious issue, since as of 2000 only 3.2% of all dwelling units in the City were considered overcrowded (i.e., with more than 1.01 persons per room).

With regard to value, the majority (57.2%) of homes in the City in 2000 had a value of \$100,000 to \$149,999. One-quarter (25%) of all homes in Holly Springs had a value of between \$50,000 and \$99,999 in the year 2000. The median value of all housing units in Holly Springs in 2000 was \$115,500. That median is expected to increase substantially in the next decennial Census due to the construction of higher-priced homes in the City, as well as increases attributed to rapid inflation of housing prices.

Those households paying more than 30 percent of their income in monthly owner costs are considered to be “cost burdened.” Those households paying 50 percent or more of their income for housing are considered to be “severely cost burdened.” Almost 17 percent of households were considered cost burdened or severely cost burdened in 2000. However, the median monthly owner cost as a percentage of household income was 18.4 percent, significantly below the 30 percent threshold. This suggests generally that, as of 2000, the housing provided in Holly Springs was affordable for the residents of the City.

Provisional Housing Unit Projections

On the one hand, the community assessment is not intended to provide for adoption of desired housing unit projections. However, it is difficult to assess future needs without reference to some set of projections. Although the Community Agenda is the place for adoption of housing unit projections, this Community Assessment provides “provisional” housing unit projections for purposes of evaluation and assessment. That assessment will be revisited in terms of future needs, once the Community Agenda is prepared. Housing is also constrained by the market, and the separate market study (see Marketek 2006) will inform the task of preparing more refined housing unit projections.

Table 2: Provisional Housing Unit Projections, 2006–2030, City of Holly Springs

Year	Housing Units, City of Holly Springs
2006	2,713
2010	3,360
2015	4,168
2020	4,975
2025	5,783

Source: See Table 1. Housing unit projections are based on the projected number of households and housing units at 100% occupancy. At this point, the figures assume no group quarters population, but that issue will be further refined in the Community Agenda.

Issues and Opportunities

1. *Mixing Housing with Other Land Uses.* The Holly Springs Downtown Plan, prepared in 2004, calls for (as a key goal of the study) the implementation of methods that will encourage a diversity of residential neighborhoods and shopping and recreation choices at the town center level by promoting a mixture of land uses. In a survey of Holly Springs' residents in 2004, conducted as a part of the Downtown Plan, approximately one in five survey participants (21 percent) said they were "somewhat interested" or "very interested" in living downtown, while another 38 percent were "not sure." To implement the Downtown Plan, Holly Springs will need to follow its recommendations which include several public and private actions. Such actions include zoning and future land use plan changes, public infrastructure investments, public policy modifications, and appropriate redevelopment projects and incentives.

2. *Historic Fabric.* According to the Downtown Plan, Holly Springs has accumulated a great deal of historic fabric, primarily in the form of housing. As development pressures continue in rapidly growing Cherokee County, Holly Springs desires to accommodate the new growth while maintaining the historical character that makes the City unique. Historic resources are addressed in greater detail in a subsequent section of this Community Assessment.

3. *Housing to Meet Changing Lifestyles and Preferences.* Also as noted in the Downtown Plan, there has been strong growth nationally in the number of households without children, representing another major demographic shift in the United States. Included in these households are singles, couples without children, and non-related households (roommates). These household types may also have a higher level of interest in alternative housing products. There is a particular need to provide housing for seniors, as people get progressively older as a whole.

4. *Diverse Housing Stock and Mixed-income Housing.* Diversity of housing types, sizes, occupancies, and price ranges is increasingly desirable, especially within mixed-use activity centers. Holly Springs should strive for homes on smaller lots, townhouses, condominiums, apartments, and rental or for-sale units in mixed-use environments, to complement and diversify the current trend which is to construct



predominantly detached, single-family homes. Mixed-income housing is a policy that intentionally provides housing for people with a broad range of incomes within the same development or immediate neighborhood. There are clearly challenges, however, to promoting mixed-income housing developments in homogenous suburbs like Holly Springs.

5. Protection of Existing Single-Family Neighborhoods. Holly Springs desires to preserve the integrity of existing and developing neighborhoods by maintaining similar densities, from one to four units per acre. There should be little or no multi-family residential use or non-residential use (except perhaps for compatible institutional uses) in single-family neighborhoods.

6. Affirmation or Modification of Existing Objectives. The following objectives are established in the 1997 (adopted) comprehensive plan. These should be reviewed and reaffirmed (or if necessary, modified) during the visioning and public participation process.

Objective IV-1: Through an active program of land use planning and zoning administration, preserve the city's stable residential areas.

Objective IV-2: Strictly enforce codes and ordinances through all appropriate channels.

Objective IV-3: Support the continued use of federal and state financial assistance programs to improve areas of substandard housing.

Objective V-3: Encourage the development of a wide range of housing types to serve all levels of income.

7. Affirmation or Modification of Quality Community Objectives. The following state-articulated quality community objective (QCOs) is established in administrative rules for local planning and relates to housing: housing opportunities objective (see separate section on QCOs). That QCO should be reviewed and affirmed (or if necessary, modified) during the visioning and public participation process.

ECONOMIC DEVELOPMENT

Summary of Assessment

Economic data, with a few exceptions (as reported by the U.S. Census Bureau) are generally not available for Cities the size of Holly Springs. For example, published data on employment within small cities is not available. Where City data are not available, the community assessment appendix refers to County data, as appropriate.

As of 2000, the labor force participation for Holly Springs's population (76.1%) was substantially higher than that of the State (66.1%) and the Nation (63.9%). Also in 2000, for working residents of the City of Holly Springs, the unemployment rate was 0.9 percent. That unemployment rate was virtually insignificant and substantially lower than the State's (5.5%) and Nation's rate (5.8%).

In terms of employment by industry, the construction industry was highly represented in Holly Springs in 2000. Retail trade accounted for slightly more than nineteen percent of employment (Holly Springs residents in 2000), well above State and National levels. A separate market analysis (see Marketek 2006) reveals that most employees working near or within Holly Springs are employed in the service, construction, manufacturing, or retail industries.

The economic base of Cherokee County and (where data are available) Holly Springs is described in the technical appendix. Two grocery chains, Kroger and Publix, were among the top five largest employers in the County in 2004. Within the primary Holly Springs Census Tract, the Atlanta Regional Commission (ARC) finds that the retail sector is expected to experience the most growth.

Holly Springs is home to over 200 businesses. Employment in Holly Springs is forecasted to grow by just over 300 percent and in Cherokee County by nearly 130 percent. The fastest growing employment sector in Holly Springs is service industry jobs, which are projected to grow by 2,246, more than four times the current number of persons employed in that sector. Overall, there is projected to be an increase of 4,352 private sector jobs and 386 government jobs, for a total employment increase of 4,738 between 2005 and 2030 (see Table A-3.32 of the technical appendix).

Cherokee County in 2003 had a lower average wage per job than the State of Georgia by nearly \$6,500. This suggests a lack of well paying jobs in Cherokee County, and probably by extension, the City of Holly Springs. Attention should be given to attraction of higher than average jobs in Holly Springs, although expansion of manufacturing land uses appears doubtful and/or perhaps inappropriate given the predominantly residential character of the City.

Economic development resource institutions include the Holly Springs Business and Professional Association, a City Downtown Development Authority, the Cherokee County Chamber of Commerce, and the Development Authority of Cherokee County. The City has a number of positive attributes with regard to economic development, including excellent service by transportation systems, especially Interstate 575. Holly Springs is proximate to two Interstate 575 interchanges – Marietta Highway (approximately 1.2 miles) and Sixes Road (approximately 3.0 miles) – and is within thirteen miles of Interstate 75. Two universities close to Holly Springs are Kennesaw State University in Kennesaw and Reinhardt College in Waleska.

Issues and Opportunities

1. *The Influence of National Trends.* The United States is undergoing significant economic changes, with the rise of knowledge-based services and technology. These changes have been particularly evident in major metropolitan areas like Atlanta. According to the Downtown Plan, Americans desire to return to a more intimate and unique scale of shopping that conventional shopping centers now fail to provide. People are increasingly looking for uniqueness and entertainment value of shopping places.

2. *Competition With Neighboring Cities.* Holly Springs is located between two highly populated cities (Canton and Woodstock) in one of the region's fastest growing counties. While this means that Holly Springs is poised to receive its share of regional growth, particularly from south Cherokee and north Cobb counties, the actions of nearby cities suggests that Holly Springs will have to be aggressive in competing with Canton and Woodstock for quality development.

3. *Implementation of the Downtown Plan.* The Downtown Plan (2004) identifies development and redevelopment and rehabilitation opportunities as well as how to market them. The majority of the downtown study area (1/4 mile from the center of

town) is residential, but a significant portion of the land is dedicated to commercial and industrial uses. There are significant opportunities for revitalization and redevelopment in the downtown Holly Springs area. According to the Downtown Plan, the downtown is proposed to be redeveloped with a mix of uses, but in a way that accommodates, reinforces, and preserves the City's historic identity. The Community Agenda should integrate in all major respects the 2004 Downtown Plan (including recommendations for street and streetscape improvements), and the resources and activities needed to implement that plan. There are also several constraints to overcome, including: vacant and underutilized parcels currently used as surface parking lots; a lack of connectivity throughout the downtown study area (due to both the railroad and downtown travel); limited incentives in place to attract development to the downtown area instead of outside of it; and the lack of a focal area or sense of place that is the very basis of a vibrant downtown. In addition, land assembly will be required in order to accomplish redevelopment in Holly Springs. Furthermore, despite consumer research indicating potentially strong demand for town center development, the existing rural character of the Holly Springs area makes dense, town center development a "leap of faith" for some.

4. *Growing and diversifying the City's Economic Base.* The City's population growth will support additional businesses, particularly those that are more service-oriented, such as doctors, accountants, and other small practitioners. According to the Downtown Plan, there is an opportunity for "alternative residential products" and "lifestyle retail" in the Holly Springs area, particularly in light of current limited offerings of products in town centers near Holly Springs. Holly Springs is also a strong potential location for live/work products, according to the 2004 Downtown Plan, but "demonstrated demand for live-work units is negligible." Survey respondents in 2004 indicated that they want to see the following in the downtown area of Holly Springs: full-service restaurant; coffee shop(s); and book store. Local-serving, more entertainment-oriented retail represents a strong opportunity in the near term, according to the Downtown Plan. And in the longer term, as the number of households in the area and household incomes grow and a stronger regional destination is created, opportunities for a pedestrian-oriented retail core with a more diverse array of tenants are likely to increase, according to the Downtown Plan.

Survey respondents were least interested in offices, "big box" retail, boutiques, and museums in the downtown. Downtown Holly Springs is not likely to become a major office destination in the next 10 years, although the City should fuel modest demand

for local-serving office uses by promoting office condominiums, according to the Downtown Plan. There are significant limitations to large-scale retail in the downtown area anyway, considering lack of visibility and less-than-supportive traffic counts (less than 12,000 vehicles per day traveling on Holly Springs Parkway).

5. Affirmation or Modification of Existing Objectives. The following objectives are established in the 1997 (adopted) comprehensive plan. These should be reviewed and reaffirmed (or if necessary, modified) during the visioning and public participation process.

Objective I-1: Provide for the expansion and development of a diversified economic base in Holly Springs which provides for convenience goods and services and light industrial activities.

Objective I-2: Coordinate local economic development efforts with those of other local governments in Cherokee County and with efforts of the Chamber of Commerce, Industrial Development Authority, and others involved in economic development.

Objective I-3: Plan for and provide the infrastructure necessary to attract and maintain business and industry.

Objective V-9: Prepare for and provide sewerage service to existing industrial parks to attract prospective industries.

6. Affirmation or Modification of Quality Community Objectives. The following state-articulated quality community objectives (QCOs) are established in administrative rules for local planning relative to economic development: Appropriate Business Objective; Growth Preparedness Objective; and Employment Options Objective (see separate section on QCOs). Those QCOs should be reviewed and affirmed (or if necessary, modified) during the visioning and public participation process.

NATURAL RESOURCES

Summary of Assessment

Flood plains in Holly Springs are located primarily along Toonigh Creek and Blankets Creek, according to the 1997 comprehensive plan. Because Holly Springs is generally not fully served by sanitary sewer service, reliance upon septic tanks may introduce groundwater quality concerns, and soil types become an important consideration.

Issues and Opportunities

1. Affirmation or Modification of Existing Objectives. The following objectives are established in the 1997 (adopted) comprehensive plan. These should be reviewed and reaffirmed (or if necessary, modified) during the visioning and public participation process.

Objective II-4: Continue regulating development within identified areas of environmental sensitivity such as flood plains, groundwater recharge areas, wetlands and soils with development limitations.

Objective II-5: Prepare maps that delineate environmentally sensitive areas and use them as overlays to the City's Zoning Map.

Objective II-6: Amend the City's development regulations, if required, to incorporate protection measures for wetlands and groundwater recharge areas, that will, at a minimum, meet DNR's Part V Minimum Environmental Criteria.

Objective II-7: Acquire and develop land for park, recreation and open space uses.

Objective II-8: Encourage innovative land development practices that focus on preserving environmentally sensitive land areas and open space.



Holly Springs Park

2. Affirmation or Modification of Quality Community Objectives. The following state-articulated quality community objectives (QCOs) are established in administrative rules for local planning and relate to natural resources: Open Space Preservation Objective; and Environmental Protection Objective (see separate section on QCOs). Those QCOs should be reviewed and affirmed (or if necessary, modified) during the visioning and public participation process.

HISTORIC RESOURCES

Summary of Assessment

Holly Springs' history revolves around the construction of the L and N Railroad in 1879. The City was incorporated in 1906 and is celebrating its 100-year anniversary. The transportation of cotton and locally-produced marble were the mainstay of Holly Springs' commercial activity until the 1930s when poultry and later lumber became important industries in Cherokee County. Old Highway 5 was paved in 1930 and became the principal transportation route through Holly Springs (in addition to the railroad). In 1935, the new Georgia Highway 5 was constructed through Holly Springs to the west of the railroad tracks. As a result of the new road, many of the existing buildings in town were re-oriented to face the state road, thus contributing substantially to the existing urban form of downtown Holly Springs. By the 1930s Holly Springs functioned as a trade center for agricultural activities. Farming was a significant activity in Cherokee County as late as the 1980s.



Holly Springs Train Depot

There has not been a comprehensive historic resource survey completed for the City of Holly Springs in recent history. Holly Springs was included in the Cherokee County Historic Resource Survey conducted in 1989 by Dan Lathem; this 1989 survey identified five (5) properties within Holly Springs. A 1976 historic resource survey included eleven (11) properties in Holly Springs (see technical appendix).

Historic resources in Holly Springs include a variety of historic building types as well as historic landscapes. For example, the Holly Springs Historic District includes the Holly Springs, historic homes, a park, outbuildings, churches, commercial buildings, and a former schoolhouse. Architectural styles represented in Holly Springs include elements of Folk Victorian, Craftsman, and Colonial Revival.

Within the last five years, Holly Springs has implemented a local historic district, the boundaries of which follow the same boundaries as the Holly Springs Tax Allocation

District. The local historic preservation ordinance language is a part of the City's zoning ordinance. The center of the historic district is the intersection of Canton Highway, Holly Street, South Main Street, Jackson Street and Hickory Streets. The historic district incorporates parcels along Canton Highway, Hickory Road and South Main/Barrett Road, as well as portions of the corridor right-of-way of Holly Street, South Main Street, Pine Crest Road, and Hickory Road. Design guidelines have been prepared for the local historic district.

Issues and Opportunities

1. National Register Listings. Holly Springs has no listings in the National Register of Historic Places, but several properties in Holly Springs may hold enough significance to merit individual listings in the National Register of Historic Places. The following list of historic resources is recommended for further study and consideration as to whether or not these resources may be potentially eligible for the National Register (the list includes structures identified as having historic value to the community in the 2000 Holly Springs' Preservation Study). These recommendations have been made without detailed property research or investigating the interiors of buildings, so further additions to or edits to this list are likely.

Hardin House, 1908 – Corner of Palm and Hickory Streets
Putnam Building, 1908– Highway Five and Hickory Street
Jackson House, early 20th century – Jackson Street
Dunn House, early 20th century – Maple Lane
Thompson House, early 20th century – Main Street
Camp House, early 20th century – Main Street
Chapman House, early 20th century – Holly Street
Ragsdale House, early 20th century – Holly Street
Holly Springs Schoolhouse, 1880s – Behind the Jackson House
McIntyre Building, 1920s – At primary railroad crossing
Reece House, 1920s – At primary railroad crossing
First Baptist Church, 1920s – Holly Street
Kelley House, 1920s – Hickory Street

2. Heritage Tourism. The character of Holly Springs depends upon the retention and reuse of its historic buildings and resources. The retention of Holly Springs' historic buildings should be a vital component within the redevelopment of downtown Holly Springs and within any heritage tourism initiative in the county. The continued use of historic resources in the immediate downtown area can provide a unique economic development strategy for the



Hardin House, c. 1908

progress of the City and can augment existing plans and efforts to energize Holly Springs' town center.

3. Additional Protection for the Local Historic District. The City of Holly Springs is currently considering regulatory design measures intended to require new development to be more compatible with the historic character of the City. One such effort is the Commercial Corridor Design Overlay District Guidelines. The Community Agenda needs to reflect current efforts to guide the design of new development in and adjacent to the City's local historic district, as well as citywide.

4. Affirmation or Modification of Existing Objectives. The following objectives are established in the 1997 (adopted) comprehensive plan. These should be reviewed and reaffirmed (or if necessary, modified) during the visioning and public participation process.

Objective II-1: Promote the identification and preservation of the City's significant historic, archaeological, and cultural resources.

Objective II-2: Encourage and assist with the nomination of eligible properties to the National Register of Historic Places.

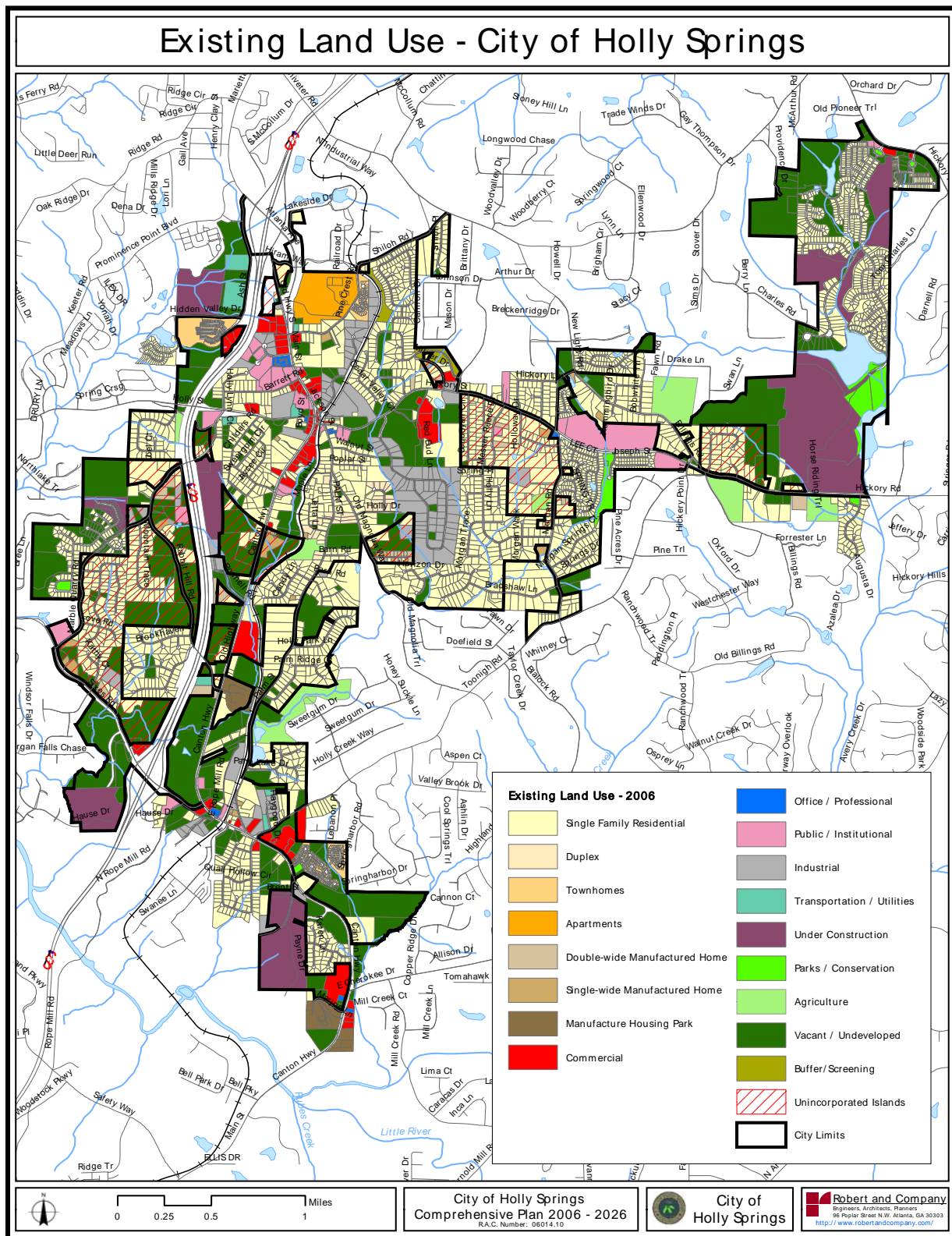
5. Affirmation or Modification of Quality Community Objectives. The following state-articulated quality community objectives (QCOs) are established in administrative rules for local planning and relate to cultural resources: Heritage Preservation Objective; and Sense of Place Objective (see separate section on QCOs). Those QCOs should be reviewed and affirmed (or if necessary, modified) during the visioning and public participation process.

EXISTING LAND USE

In many ways, land use provides the central organizing element of the entire Comprehensive Plan. Natural resource protection goals and policies are necessarily implied within the City's land use policies (a part of the Community Agenda, yet to be prepared), where they have not been reiterated or referred to explicitly. Community facilities and services plans are based on desired land use patterns and future development concepts portrayed on the Future Development (Character Area) Map and Future Land Use Plan provided in the Community Agenda (yet to be prepared). The recommended land use patterns on those maps will reflect the City's vision (as established in prior plans and visioning conducted as part of the comprehensive planning effort) and history. Housing policies will be integrated into the land use recommendations of the Future Land Use Plan. Economic development objectives are fulfilled, if not directly recognizable, in terms of the overall design of the Future Development Map and Future Land Use Plan. Transportation plans influence land use patterns and vice versa, and those occurrences are taken into account.

In April and May 2006, a parcel-specific land use inventory of the City of Holly Springs was completed, utilizing land use classifications specified by the Georgia Department of Community Affairs. Figure 1 shows the existing land use in Holly Springs as determined by the recent inventory and classification. The paragraphs following the map summarize the results of the land use inventory and assessment

Figure 1 – Holly Springs’ Existing Land Use



Single-family Detached Residential

The predominant pattern of residential land use found in Holly Springs is detached, single-family dwellings. This land use includes historic residences located in the City's downtown, outlying older neighborhoods inside the original circular limits, and in other neighborhoods in almost all parts of the City. Residential neighborhoods developed approximately 10 to 20 years ago tend to have larger lot areas than recent and ongoing single-family development. Smaller lot sizes are driven largely by cost escalation in land prices and the construction and development of amenities to meet market needs.

The City's single-family residential neighborhoods remain viable as attested by new infill development occurring on vacant lots in these neighborhoods. There are only a few (minor) scattered problems with property or dwelling unit maintenance, and only a few areas of the City appear to have been developed with less than standard streets. A few lots were developed with "flagpole" lot design or with their only access by easement. Recent and ongoing single-family residential development, for the most part, follows typical suburban development patterns, including the provision of quality residential amenities. Rapid new single-family residential growth is taking place off Marble Quarry Road west of Interstate 575.

Manufactured Housing

Only a few manufactured homes exist in the City Limits of Holly Springs. The vast majority of these are concentrated in the Holly Park Mobile Home Park in the south-central portion of the City, abutting Holly Springs Parkway. That property is showing some signs of disinvestment. Other manufactured housing units are located mostly in Cherokee County (unincorporated islands), or in older and poorly maintained parks adjacent to the City's southernmost limit, fronting Holly Springs Parkway south of the East Cherokee Drive intersection. A second concentration of manufactured housing is found adjacent to Interstate 575 along Lakeside Drive, and a third concentration of manufactured housing is found on Dogwood Knoll Drive. Major housing improvement strategies need to be considered for all of these areas, whether inside or outside the City.

Duplexes and Townhouses

The land use inventory separately accounted for duplex housing units as well as townhouses (attached single-family units). Duplex units are concentrated along Palm Street and Old Magnolia Way in the south central portion of the original City Limits, as well as along the southern portion of Holly and McWhiter Drives. A limited number of duplexes are found in the City's original (circular) corporate limits. Townhouse development within the City is a relatively new occurrence, with a major concentration known as Hidden Springs being developed west of Interstate 575 off Ash Street, and a smaller development just south of the City limits off Pine Crest Road. A third major concentration is Fox Creek Townhouses, located east of and abutting the Holly Springs Parkway south of Toonigh Road. A major townhouse community is planned and infrastructure is being completed in the southern portion of the Harmony on the Lakes development (see description of Traditional Neighborhood Development below).

Traditional Neighborhood Development

A major traditional neighborhood development known as “Harmony on the Lakes” is under construction near the City's eastern boundary between Hickory Flat Highway and Hickory Road. Harmony on the Lakes is designed with villages that fit the description of a neotraditional community, with walking and biking trails, a neighborhood-oriented service and commercial uses (now under construction or planned), "cottage residences" on smaller lots near the neighborhood commons areas, and townhouses.

Apartment Complexes

The land use inventory revealed no multi-family developments other than the Harbor Creek Apartment Homes, which abut the Holly Springs Parkway at the City's northern city limits. The units are brand new and contain a full range of resident amenities. More than half of the development was under construction at the time of the existing land use inventory.

Public-Institutional

Public-Institutional land uses include hospitals and health offices, schools and colleges, cemeteries, government buildings and uses, and churches and religious institutions. As a small city in Cherokee County, Holly Springs has no hospital facilities and only a limited number of private health care offices primarily clustered in an office

complex located at the southwest corner of the intersection of Holly Springs Parkway and Mountain Brook Drive.

Three school facilities are located in Holly Springs. The largest is the Holly Springs Elementary Complex and adjacent Board of Education bus storage and maintenance facility on East Hickory Drive. The second public-institutional land use is the Head Start facility located at the northwest corner of Holly Springs Parkway and Barnett Road, and school offices and storage facilities are found on Mountain Brook Drive and Mountain Brook Court. There is no college or technical school facility within the City. A cemetery is located at the Holly Street/Marble Quarry Road intersection. Other notable public-institutional land uses include the Municipal Complex fronting Hickory Street, the Holly Springs Court Services facility on Holly Springs Parkway, and numerous churches and religious facilities. The largest church facilities front Holly Springs Parkway north of Holly Drive, Hickory Street on the east side of the City, and Sixes Road at Marble Quarry Road.

Office

The only office complex in the City is located at the southwest corner of the intersection of Holly Springs Parkway and Mountain Brook Drive. While other individual office facilities exist, they are found in commercial buildings and are classified as commercial.

Commercial

Commercial development is located along the Holly Springs Parkway corridor north from the downtown, and a commercial node is developing from Pine Crest Road north to Interstate 575. Additional commercial land uses front Holly Springs Parkway from the Hickory Road intersection south to Sixes Road. Major shopping is located at the southeast corner of Holly Springs Parkway and Toonigh Road, as well as west of the Holly Springs Parkway/East Cherokee Drive intersection.

There are other commercial land uses found in different locations in the community, some of which are in need of rehabilitation and screening from nearby residential neighborhoods. Neighborhood commercial services provided within and adjacent to the City's newer apartment, townhouse and neo-traditional neighborhoods will have positive impacts on the City's commuting patterns and will lessen community dependence on individual travel needs.

Industrial

Industrial land uses are found in two major concentrations in Holly Springs. Industrial areas present potential traffic problems for the City, as both areas have the potential for generating heavy employee and large vehicle traffic, and there is only limited potential for road improvements due to existing development and narrow road rights-of-ways. Another, smaller concentration of industrial uses is found off Mountain Brook Drive and Mountain Brook Court in a mixed use setting. There are several other industrial uses scattered throughout the City that may pose conflict with nearby residential and commercial land uses. Screening may provide some relief to loud noise and poor aesthetics. Some industrial intrusions, such as back yard junk yards and open storage, may be mitigated with additional codes or enforcement of existing codes.

Transportation/Communication/Utilities

These uses are generally small in scale and are found in scattered locations in Holly Springs. An exception to this is the major power substations that are found west of the City Limits fronting Ash Street west of Interstate 575. Other uses in this category are cell towers and a telephone switching facility at Holly Springs Parkway and Pine Crest Road. A significant amount of the City's land area is dedicated to transportation corridors, including an interstate corridor, a railroad right-of-way, and state and local road rights-of-ways.

Parks, Recreation and Conservation

No major public parks, recreation and conservation areas and facilities were noted in the land use inventory, with the exception of a public park fronting East Hickory Road east of the Barrett Farms residential development. The City's restored train depot in the downtown also serves as a community center. Other recreation facilities exist in the form of athletic fields and playgrounds associated school facilities and religious institutions. Some of the newer private developments feature common areas and walking trails (for residents of the development only).

Agriculture/Forestry

There is extremely limited agricultural use and no identified forestry use located within the corporate limits of Holly Springs. While there are a limited number of old farmsteads near the corporate limits, the City's only identified agricultural use is a horse stable and associated uses fronting Palm Street just south of the City's original circular incorporated area. With the rapid growth being experienced in this area, agricultural areas might be considered for public acquisition and maintenance and development as parks, open space, or for necessary public facilities.

Vacant/Undeveloped

As denoted on the existing land use map, significant areas of the City are vacant and/or undeveloped lands undergoing conversion. The vast majority of these vacant and/or developing areas will quickly convert to residential land use. Major commercial and office developments will occur at the Sixes Road and Interstate 575 (Exit 11) interchange, as well as on some of the vacant and undeveloped lands along Holly Springs Parkway north to the Holly Springs Downtown (Town Center). Both large and small parcels immediately adjacent to the City limits proper may be ripe for annexation and residential development, depending on plans drawn up by Holly Springs.

Existing land use is shown on Figure 1. Table 3 provides acreage estimates based on GIS of existing land use by the categories described in the preceding paragraphs.

Table 3: Existing Land Use, City of Holly Springs, 2006

Land Use	Acres	Percent of Total Land Area
Single-family residential, detached	1,166.8	33.9%
Manufactured homes on individual lots	10.1	0.3%
Duplexes and townhouses	81.9	2.4%
Mobile home parks	13.6	0.4%
Apartments	49.7	1.4%
Public/institutional	102.0	3.0%
Office	6.2	0.2%
Commercial	107.7	3.1%
Industrial	172.9	5.0%
Transportation/Communication/Utilities	7.5	0.2%
Park/Recreation/Conservation	81.1	2.4%
Agriculture/Forestry	11.0	0.3%
Buffer/Screening	13.6	0.4%
Vacant/Undeveloped	729.5	21.2%
Road Right-of-Way	359.2	10.4%
Under Construction	528.2	15.3%
Total, City Limits	3,441.0	100.0%

Source: Robert and Company via GIS, based on land use inventory by Jerry Weitz & Associates, Inc., May 2006.

ASSESSMENT OF DEVELOPMENT PATTERNS

This section provides an assessment of likely issues with future development patterns in Holly Springs, following the specific items of the DCA rules required to be included in the Community Assessment.

Areas of Significant Natural and Cultural Resources

Natural conditions such as wetlands, flood plains, significant groundwater recharge areas, and steep slopes pose relatively few limitations on development in Holly Springs. The City has recognized a local historic district within the downtown area of the original settlement pattern of the City.

Areas Where Rapid Development or Change of Use is Likely to Occur

Rapid development is likely in most undeveloped areas of Holly Springs.

Areas Outpacing Availability of Facilities and Services

Generally, Holly Springs is planning for expansions of its municipal facilities to keep pace with anticipated development (see community facilities and services). As extensive development occurs inside and outside Holly Springs' borders, one can anticipate that roads in the area (especially interchanges with I-575) will become more congested.

In some areas of the City, anticipated growth and development may strain the local street system. This is particularly true for possible intense urban development in and surrounding the town center, where the current City street system may not meet all desired standards. Efforts are underway to address traffic, parking, and transportation issues in the City. Pedestrian access in most areas of the City is considered deficient and unsatisfactory.

Areas in Need of Redevelopment or Aesthetic Improvement

Holly Springs has also addressed this issue with its recent adoption of a redevelopment plan providing for a tax allocation district. Aesthetic quality in new development is encouraged and guided by the City's design guidelines for the local historic district

and Holly Springs Parkway. As noted above in the description of existing land use, some manufactured housing in the City is in need of aesthetic improvement, and there are areas where additional buffering between incompatible land uses is needed.

Abandoned Structures or Sites

There are some areas that contain unused (perhaps abandoned) structures, but this is not considered to be a significant land use issue for Holly Springs.

Areas With Significant Infill Development Opportunities

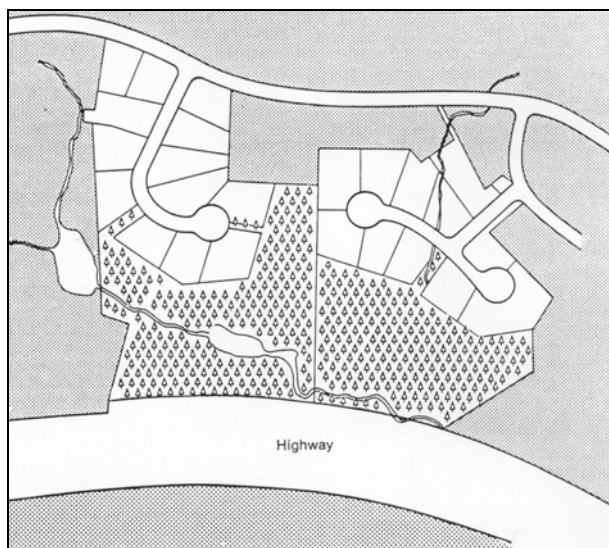
The vacant and undeveloped lands in Holly Springs are already developing or expected to develop for urban or suburban land uses. As noted previously, the few remaining vacant lots within residential areas appear to be developing under market conditions without any specific policy or incentives by Holly Springs.

Areas of Significant Disinvestment

Except for the mobile home park noted above in the existing land use inventory, there do not appear to be any significant areas of disinvestment.

Noise Impacts from Major Highway Corridors

Holly Springs is bisected by Interstate 575. The potential impacts of noise on adjacent and nearby land uses is a concern, particularly for residential properties. Residential developments, if located near the interstate corridor, will need to carefully consider the potential impacts of noise on residential living conditions.



Illustrative Noise Mitigation,
Residential Development

ANALYSIS OF CONSISTENCY WITH QUALITY COMMUNITY OBJECTIVES

Current and proposed policies and development patterns must be analyzed for consistency with the “Quality Community Objectives” adopted by the Department of Community Affairs and articulated in the minimum planning standards effective May 1, 2005. This section addresses mostly the current policies and regulations of Holly Springs and the characteristics of its existing development patterns that support or do not support the various quality community objectives. Each quality community objective is shown below in quotes, bold, italicized, followed by a response or assessment. In conducting this analysis for selected objectives, where appropriate the City’s planning consultant reviewed the City’s zoning ordinance and subdivision and land development regulations in addition to the review of existing development patterns.

Regional Identity Objective

“Regions should promote and preserve an “identity,” defined in terms of traditional regional architecture, common economic linkages that bind the region together, or other shared characteristics.”



Downtown Holly Springs

Holly Springs is part of Cherokee County (a large urban county that maintains rural characteristics in many parts of it). The City is also part of the Atlanta metropolitan region, and hence it is ripe for additional development. The City and County are sought after as development locations primarily because of location and still-rural character. There is no known regional architecture, but Holly Springs shares small-town character with other cities in Cherokee County, such as Canton and

Woodstock.

Growth Preparedness Objective

“Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may include housing and infrastructure (roads, water, sewer and telecommunications) to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.”

Preparing for growth is a shared responsibility between Holly Springs and Cherokee County. Holly Springs is addressing its infrastructure needs through planning for the transportation system and downtown. As noted above, the rapid development ongoing and anticipated within the City Limits means that keeping up with growth needs will be a nearly constant activity during the next several years. More information about community facilities and preparedness for growth is provided in a later section of this Community Assessment (see community facilities and services).

Appropriate Business Objective

“The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.”

The Downtown Plan provides substantial guidance on the types of retail, office and commercial land uses that are desired as part of the Downtown. The market study (see Marketek 2006) also provides insights into future market conditions for office, industrial, and retail development.

Educational Opportunities Objective

“Educational and training opportunities should be readily available in each community – to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.”

As noted earlier (see “population”), the citizenry of Holly Springs in 2000 had a significantly lower overall level of education when compared with Cherokee County as a whole. With a rapid influx of new households, the educational attainment of Holly Springs’s residents is anticipated to improve remarkably. As noted above under economic development, educational institutions are available nearby and include Kennesaw State University and Reinhardt College.

Employment Options Objective

“A range of job types should be provided in each community to meet the diverse needs of the local workforce.”

Employment options are limited primarily to industrial (manufacturing) jobs, retail and service jobs, and some professional office jobs. This is a reasonable range of employment options, and the land use patterns of the City may limit future job opportunities to mostly these same job types. Generally, Cherokee County is jobs-deficient when compared to the number of housing units in the County. There is limited opportunity for Holly Springs to further implement this quality community objective. The economic development resources of the County will be needed to fully address this objective.

Heritage Preservation Objective

“The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community’s character.”

Holly Springs has fully addressed this objective through multiple means, including preparation of a Downtown Plan and redevelopment plan, designation of a local historic district, and adoption of design guidelines for the historic district and the Holly Springs Parkway corridor.

Open Space Preservation Objective

“New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors.”

A good example of how this objective is being actively implemented is the “Harmony on the Lakes” traditional neighborhood development, which incorporates parks and trails into the overall design of the master plan. Additional open space is needed, however, especially given the City’s rapid residential development.



**Barn in Residential Neighborhood,
Holly Springs**

Environmental Protection Objective

“Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.”

The City’s revised land use regulations adequately address all areas that deserve special protection.

Regional Cooperation Objective

“Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources.”

The principal opportunity for Holly Springs to meet this objective is to work in tandem with Cherokee County and neighboring Cities of Canton and Woodstock in an effort to provide facilities for rapid development and search for efficient ways to collaborate.

Transportation Alternatives Objective

Alternatives to transportation by automobile, including mass transit, bicycle routes and pedestrian facilities, should be made available. Greater use of alternative transportation should be encouraged.”

Given that Holly Springs is bisected by Interstate 575, it is dominated by automobile travel. The Downtown Plan thoroughly addresses opportunities for more pedestrian friendly development. For more information on attainment of this quality community objective, see “transportation” in this community assessment.

Regional Solutions Objective

“Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.”

The 1999 Service Delivery Strategy for Cherokee County and its municipalities indicates that (as of 1999):

“...varying degrees of success have been achieved toward either the full consolidation or partial consolidation of services provided to the public within Cherokee County.”

The principal opportunities for Holly Springs to meet this objective is to work in tandem with Cherokee County and neighboring Cities of Canton and Woodstock in an effort to provide facilities for rapid development and search for efficient ways to collaborate.

Housing Opportunities Objective

“Quality housing and a range of housing size, cost, and density should be provided in each community, to make it possible for all who work in the community to also live in the community.”

The assessment of housing reveals that Holly Springs has a wide range of housing options, from manufactured homes on individual lots and within manufactured home parks, to upscale detached housing within master planned communities. The City also has significant parts of its housing stock comprised of duplexes and townhouses. Apartments are also available, though they do not currently constitute a significant part of Holly Springs’s housing stock. As noted in the assessments of population and housing, more senior-friendly housing and institutional residential living arrangements are anticipated to be needed in the future.

Traditional Neighborhood Objective

“Traditional neighborhood development patterns should be encouraged, including use of more human scale development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.”

Holly Springs is attaining this objective by planning for mixed land uses in the Downtown, and also through master plan approvals such as Harmony on the Lakes. Additional opportunities will be considered during the character area delineation process.

Infill Development Objective

“Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.”

As noted in the foregoing analysis, those few opportunities for individual lot infill development are taking place in Holly Springs. The City is also encouraging a specific mix of uses within its Downtown as specified in the Downtown Plan. Due to rapid growth in Cherokee County, all of the Holly Springs area is witnessing the conversion of undeveloped land. Redevelopment within the Downtown as well as rapid development at the urban periphery will continue to take place in Holly Springs.

Sense of Place Objective

“Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.”

Holly Springs has a precise plan for the Downtown that will implement this quality community objective.

LAND USE ISSUES AND OPPORTUNITIES

1. Affirmation or Modification of Existing Objectives. The following objectives are established in the 1997 (adopted) comprehensive plan. These should be reviewed and reaffirmed (or if necessary, modified) during the visioning and public participation process.

Objective II-8: Encourage innovative land development practices that focus on preserving environmentally sensitive land areas and open space.

Objective IV-1: Through an active program of land use planning and zoning administration, preserve the city's stable residential areas.

Objective V-1: Encourage development to use environmentally-sensitive areas as buffers between different land uses where appropriate.

Objective V-2: Ensure, through the administration of the city's zoning ordinance and development review process, that development proposals are compatible with the physical limitations of the land.

Objective V-3: Encourage the development of a wide range of housing types to serve all levels of income.

Objective V-4: Protect the City's established residential areas from encroachment by incompatible land uses.

Objective V-5: Plan for and provide sewerage service to accommodate higher density residential uses, such as condominiums and townhouses.

Objective V-6: Promote the development of a central downtown core which is compact and distinct from other commercial development and is viewed as a desirable place to provide a wide range of mixed retail, entertainment, and office uses which benefit from proximity to each other.

Objective V-7: Encourage “neighborhood commercial” development which contains compatible and complimentary uses, and which does not detract from the City’s established residential areas.

Objective V-8: Prepare and adopt commercial development standards to minimize impacts on adjacent land uses and to ensure safe and adequate access, parking and interior vehicular circulation.

Objective V-9: Prepare for and provide sewerage service to existing industrial parks to attract prospective industries.

Objective V-10: Ensure that the City’s zoning ordinance and other development regulations contain performance standards and other development criteria for industrial development.

Objective V-11: Participate in and support cooperative efforts between Cherokee County and its Cities which contribute to the overall future development and quality of life throughout the county.

Objective V-12: Obtain the services of a professional planner to provide on-going planning assistance to the Planning and Zoning Board and the City Council.

Objective V-13: Use the Future Land Use Plan when making decisions on rezoning requests and other development proposals.

2. Affirmation or Modification of Quality Community Objectives. The following state-articulated quality community objectives (QCOs) are established in administrative rules for local planning relative to land use: Traditional Neighborhood Objective; Infill Development Objective; and Sense of Place Objective (see separate section on QCOs). Those QCOs should be reviewed and affirmed (or if necessary, modified) during the visioning and public participation process.

PRELIMINARY CHARACTER AREAS

The Character Area Delineation Process

DCA's rules require that a map of recommended character areas be developed based on an objective and professional assessment of data and information about the community, as an integral part of this Community Assessment. This means that the Holly Springs's planners take the first "shot" at drawing and describing Character Areas.

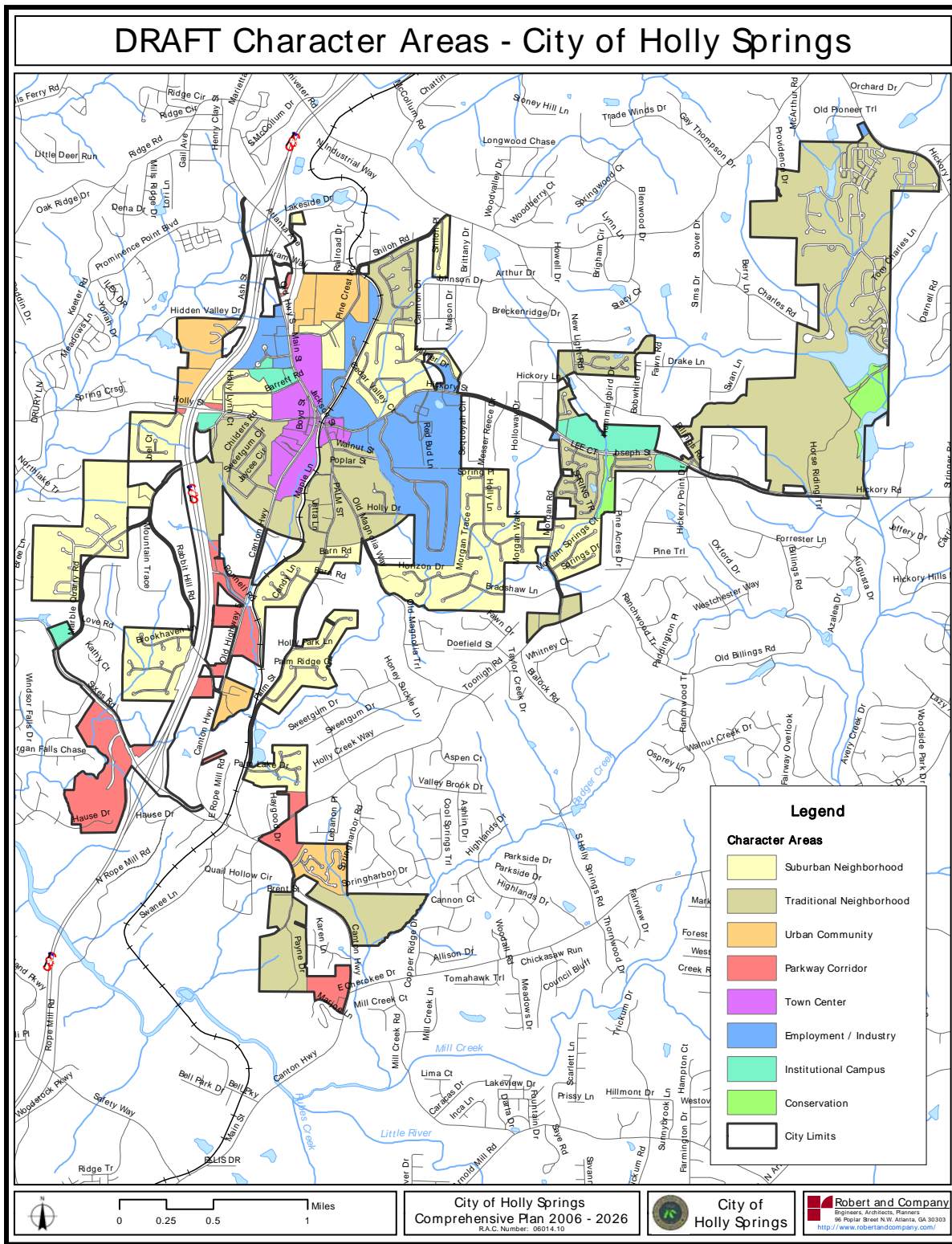
DCA's local planning standards emphasize that the initial delineation of character areas must be considered in the context of the supporting analysis of data and information, which is also a part of this Community Assessment. Planners delineating character areas must look beyond just the design aspects of various neighborhoods, centers, and corridors. All the data and analysis within the Community Assessment, including maps of environmentally sensitive areas, are to be looked at holistically in order to avoid conflicts among various objectives of the comprehensive plan.

As a part of the public participation process (i.e., in public forums called for in the Community Participation Program), the preliminary Character Areas and a vision for each (provided later in this document) will be presented, and the issues and opportunities associated with each Character Area will be discussed. During the community visioning process which takes place before the Community Agenda is prepared, the recommended Character Areas will be considered by the public and confirmed, refined, and modified as appropriate. One of the key objectives of the Public Participation Program is to "adjust boundaries, modify, add, or subtract character areas based on stakeholder perspectives about future development patterns."

The public during the public participation/visioning process will determine the appropriate land uses, development (or preservation) objectives and strategies, and implementation techniques for each Character Area. Discussion will be focused during the participation process on which land uses are appropriate and should be permitted in each Character Area. It may be possible to move toward consensus on Character Areas and also arrive at acceptable implementation strategies, particularly if the character area recommendations are developed with some degree of detail and with an

eye toward specific implementation issues. The following map (Figure 2) shows the delineation of the recommended Character Areas in Holly Springs.

Figure 2 – DRAFT Character Areas – Holly Springs



Consistent with the specified process, this section of the Community Assessment articulates preliminary recommendations for the establishment of Character Areas. Each of these initial proposals is listed and described in the following paragraphs. It is important to note here that the character areas must correspond with all areas of the City (that is, they must be drawn to include all areas of the City Limits). In addition, in order to accommodate possible annexation, a surrounding fringe area is included in the character area delineation process, along with a proposed overall “sphere of influence” or annexation boundary. Initial recommendations include eight character areas listed below (descriptions follow):

- Town Center
- Traditional Neighborhoods
- Suburban Neighborhoods
- Urban Communities
- Parkway Corridor
- Employment (Industry)
- Institutional Campus
- Conservation

Town Center

This character area consists of a small, compact area corresponding with the City’s downtown. Acceptable uses include residences, businesses, offices, civic buildings and uses, institutional, and mixed-use developments. In addition, this character area is proposed to incorporate redevelopment and revitalization objectives of a compact, pedestrian-friendly downtown.

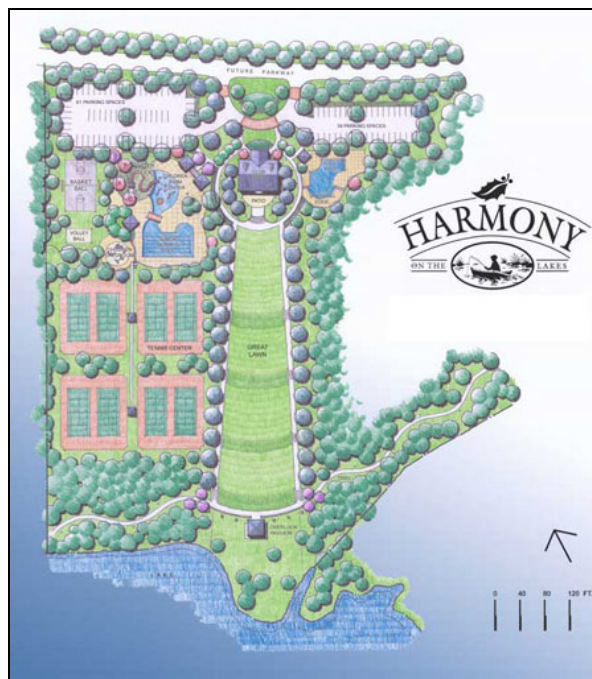


Downtown Holly Springs

Within this character area, participation of other agencies such as an urban redevelopment agency, downtown development authority, and/or the Historic Preservation Commission will be required in terms of development planning.

Traditional Neighborhoods

This character area corresponds with residential blocks within the originally settled area of Holly Springs, surrounding the town center, or within newly created communities designed under a neotraditional or mixed use framework. A key characteristic of the traditional neighborhood is the rectangular or square block, lot, and street pattern. Acceptable uses are primarily single-family residences, stick-built (excluding manufactured homes). Some other forms of housing such as duplexes and accessory apartments and townhomes may be permitted. This character area promotes dwellings that have little if any setback from city streets, and densities are in the range of 3-5 dwelling units per acre.



**Harmony on the Lakes, Holly Springs
Plans for new Traditional Neighborhood**

Suburban Neighborhoods

This character area corresponds with conventional suburban subdivisions with larger lots (1/2 acre or more) that have cul-de-sacs and curvilinear streets. Houses are setback from the road, and lots are spacious. Streets are built to a relatively wide standard when compared with traditional neighborhoods. Connectivity is not necessarily provided, although an objective of this character area is to provide for pedestrian activity and connections among subdivisions to provide more of a true “neighborhood”



Residential Neighborhood, Holly Springs

feel, as opposed to each tract being developed without consideration of connecting to abutting properties.

Another key objective for this character area is the provision of connected open spaces that are permanently protected. With such protected open space, it is possible for this character area to preserve a more rural, open-space feel if conservation lands are set aside and scenic view analyses are incorporated into development plans. Acceptable uses include single-family residences, stick-built (excluding manufactured homes), along with supportive civic, institutional, and recreational uses. These areas are served by public water supply but not necessarily sanitary sewer service. Through master planning or planned unit development processes, other housing types such as townhouses and condominiums may be included in the housing mix.

Urban Communities

This character area corresponds with the highest density residential developments in the City (apartment complexes and manufactured home parks). Densities range from 6 to 10 units per acre and more. Acceptable uses include multi-family development (apartments), manufactured home parks, and supportive civic, institutional, and recreational uses. In some cases, these character areas (i.e., older established manufactured home parks) may have issues of housing maintenance and some areas designated as such may be eligible for community development block grants, targeted housing programs, neighborhood self-help programs, and other revitalization activities.

Institutional Campus

This character area corresponds with large institutional campuses including large churches. These are mostly single-function land use districts where public access is controlled or limited. In the case of schools, pedestrian accessibility is promoted, although other institutions are largely reliant on the automobile for access.

Employment

This character area corresponds with the industrial park and industrial properties. Light and heavy industries are the primary uses contemplated within this Character

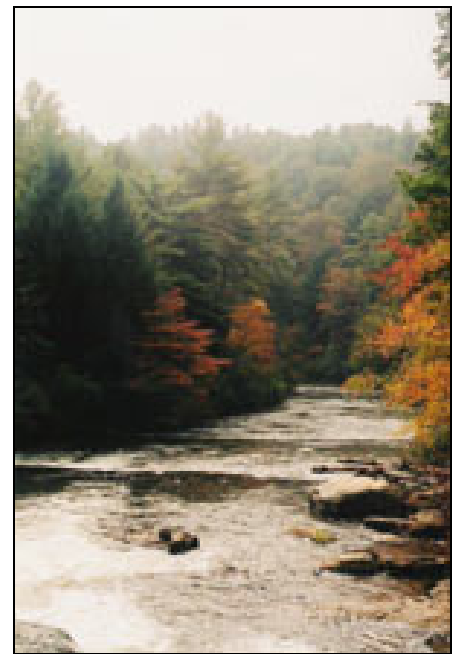
Area. Within these areas, truck traffic is frequent, and individual manufacturing establishments are not necessarily connected with one another.

Parkway Corridor

This Character Area follows Holly Springs Parkway and is intended to provide primarily a commercial service function while maintaining quality development standards and sensitivity to the Holly Springs Historic District.

Conservation

This character area has limited application in Holly Springs but corresponds to lands that are or should be set aside for greenspace, or which will have very limited low-density residential use.



Etowah River

Summary of Preliminary Character Areas

Table 4: Function, Access and Open Space of Character Areas

Character Area	Predominant Function	Mobility and Access	Open Space Provided	Measure(s) of Development Intensity
Town Center	Mixed-use	Pedestrian-friendly	Plazas and small urban pocket parks	Floor-area ratio
Traditional Neighborhoods	Residences and civic uses/buildings	Pedestrian-friendly	Greens, plazas, and pocket parks	Maximum building coverage; residential density limitations
Suburban Neighborhoods	Predominantly residences	Accommodates pedestrians but mostly automobile dependent	Swim and tennis centers, community buildings, greenways, greenspace	Minimum lot size, minimum lot width, maximum building coverage
Urban Communities	Multi-family planned communities and existing manufactured home parks	Accommodates pedestrians but mostly automobile dependent	On-site active recreational facilities, some passive recreation; connections to other open spaces	Maximum units per acre; open space ratio
Institutional Campus	Single-function institution	Automobile dependent except for schools	May be provided on campus	Maximum building coverage; open space ratio
Employment	Single-function industry	Automobile dependent	No formal open space except for use by employees	Maximum building coverage

Character Area	Predominant Function	Mobility and Access	Open Space Provided	Measure(s) of Development Intensity
Parkway Corridor	Predominantly commercial	Accommodates pedestrians but mostly automobile dependent	Landscaping and streetscape enhancement within corridor	Maximum building coverage; open space ratio
Conservation	Natural resources protection; parkland	Access is limited to conservation-compatible activities	Passive recreation opportunities may be provided	Impervious surface ratio

Table 5: Physical Improvements Within Character Areas

Character Area	Blocks and Lots	Street Characteristics	Pedestrian Walkway Type	Infrastructure Responsibilities
Town Center	Grid block pattern	Skinny streets with sidewalks and street trees	Distinctive materials (e.g., stamped concrete) with variable widths	Public and private partnership; urban redevelopment agency sponsorship
Traditional Neighborhoods	Grid block pattern	Skinny streets with sidewalks and street trees	Concrete sidewalks with planter islands	Public and private partnership; urban redevelopment agency sponsorship
Suburban Neighborhoods	Curvilinear	Wider streets with or without sidewalks	Accommodated within road or concrete, 5’ wide or trails, 8–10’ wide in natural areas	Private subdivider installs all improvements

Character Area	Blocks and Lots	Street Characteristics	Pedestrian Walkway Type	Infrastructure Responsibilities
Urban Communities	Undefined	Private internal streets with connections to public sidewalk system	Sidewalks, 5' wide	Private subdivider or park developer installs all improvements
Institutional Campus	Undefined	Accommodates assembly traffic	Sidewalks, 5' wide for schools only	Private subdivider installs all improvements
Employment	Designed for trucks	Disconnected; serving only one use	Generally not provided	Private subdivider installs all improvements
Parkway Corridor	Linear	Access controls to permit through traffic	Sidewalks, 6–8' wide	Public and private partnership;
Conservation	Restricted	Minimal impervious surface necessary	Trails, 8–10' wide in natural areas	Improvements are limited to essential infrastructure

COMMUNITY FACILITIES AND SERVICES

Holly Springs municipal government provides a number of important services which include police protection, public water supply (including customers outside the City Limits), and general government (e.g., administration, finance, planning, building inspections, court). Regarding solid waste collection and disposal, Holly Springs has adopted a Comprehensive Solid Waste Management Plan in accordance with the 1990 Georgia Solid Waste Management Act. Cherokee County provides public schools, fire protection (Holly Springs Fire District, which is comprised of full-time professionals and volunteers), emergency medical services, and libraries, among many other services.

Increasing demands placed on the City of Holly Springs by a rapid increase in residential population will cause City officials to reevaluate and reconsider various service delivery options. In short, Holly Springs through annexation and rapid development has left the status of a small town like Waleska and Ball Ground and joined the ranks of Canton and Woodstock. In doing so, community facilities arrangements are likely to need changing.

Police and Jail

The City of Holly Springs operates its own police force and detention (jail) facility. Police (public safety) facilities are eligible for funding with development impact fees. There is also a law enforcement mutual aid agreement between Cherokee County and the Holly Springs Police Department, adopted April 1, 1996. Holly Springs also entered into agreement with Cherokee County and the Cherokee County Sheriff on September 20, 1998, for services related to detention of persons arrested for violations of municipal ordinances. Transportation of inmates to and from the City Municipal Court Judge is provided by the Holly Springs Police Department. Cherokee County bills the City of Holly Springs for each inmate date provided on a monthly basis, per the agreement.

Fire Protection

Holly Springs (as well as the cities of Waleska and Ball Ground) entered into agreement with Cherokee County to join the 2nd fire district whereby the fire district offers

services to the municipalities. Holly Springs approved the agreement April 20th, 1998. This is referred to as a “consolidation” agreement in the Service Delivery Strategy. The City of Holly Springs has fire fighting equipment which is leased to the county fire district. However, as new equipment is needed and added to the county fire district, such vehicles and equipment become the property of the county fire district. The agreement also provides that the county will provide fire marshal services, fire hydrant maintenance, and plan review for the City of Holly Springs.

The City is considering establishing its own fire department, and if so that would bring Holly Springs on par with Canton and Woodstock which have their own fire departments. Reduction of the Insurance Services Organization (ISO) rating may be a factor in making that decision. Also at issue will be whether other, fire-related services will be undertaken by the city (fire marshal services, fire hydrant maintenance, and plan review). Fire (public safety) facilities are eligible for funding with development impact fees. For additional information, see “intergovernmental coordination” in this Community Assessment.

Building Inspection

Holly Springs provides its own building inspection services. The Cities of Waleska and Ball Ground have contracted with Cherokee County since 1992 for building inspections.



Water Tower, Holly Springs

Planning and Zoning

Holly Springs provides its own planning and zoning services and has established its own Planning Commission.

Water Supply

The Cherokee County Water and Sewer Authority was created by the General Assembly, and Holly Springs has entered into agreement with the Authority for the provision of water services (Service Delivery Strategy 1999). The Service Delivery Strategy contains a contract between the Cities of Holly Springs and the City of Canton relative to water service which expires in 2032 (an agreement dating back to 1982).

Sanitary Sewer/Wastewater Treatment

The Service Delivery Strategy contains a letter and an agreement between the Cities of Holly Springs and the City of Canton. The City of Canton, through agreement with the Cherokee County Water and Sewer Authority, has secured 350,000 gallons per day of capacity and allocated that amount to Holly Springs per contract. The contract between Holly Springs and Canton provides for Holly Springs's use of the sewage treatment facilities operated by the City of Canton for the treatment of the City of Holly Springs sewage. The sanitary sewers (collector pipes) belong to the Cherokee County Water and Sewage Authority, however.

Parks and Recreation

Holly Springs is served by the Cherokee County Parks and Recreation Authority (Created by the General Assembly during the 1995 session). That Authority serves the entire county with the exception of the City of Woodstock. The City of Holly Springs does not provide its own parks and recreation facilities or services, but it also does not contribute general fund revenues to the Cherokee County Parks and Recreation Authority (according to the Service Delivery Strategy). The 1997 comprehensive plan recommended consideration of an impact fee program for parks and recreation facilities. At issue is whether the current arrangement is still satisfactory or if not whether municipal park and recreation services will be provided (if a separate park and recreation department for the City would be consistent with the act creating the countywide recreation authority).

Libraries

According to the Service Delivery Strategy, Cherokee County is a member of the Sequoyah Regional Library System. The Sequoyah Regional Library System operates libraries in various locations through the unincorporated and incorporated areas of Cherokee County. The Service Delivery Strategy also indicates, however, that only Cherokee County, the City of Canton, and the City of Woodstock contribute general funds to the Regional Library System. Since Holly Springs is not contributing funds and no formal agreement with the Regional Library System appears in the 1999 Service Delivery Strategy, the City of Holly Springs may consider whether future library needs would best be met by the regional system (with or without municipal general fund contributions) or whether establishing its own library system may be more appropriate.

Issues and Opportunities

1. Affirmation or Modification of Existing Objectives. The following objectives are established in the 1997 (adopted) comprehensive plan. These should be reviewed and reaffirmed (or if necessary, modified) during the visioning and public participation process.

Objective III-1: Continue planning for the eventual development of a city-wide sewerage system.

Objective III-2: Prepare a sewerage system facilities plan to provide preliminary design and cost estimates.

Objective III-3: Acquire land within the city for the development of a city park facility.

Objective III-4: Seek financial assistance for park and recreation improvements from existing state and federal programs, such as the Land and Water Conservation Fund, Recreation Assistance Fund and Local Development Fund.

Objective III-5: Maintain up-to-date plans on future facility requirements for governmental, administrative and public safety functions.

Objective III-6: Acquire property and construct a municipal complex to house City Hall and the police and fire departments.

Objective V-5: Plan for and provide sewerage service to accommodate higher density residential uses, such as condominiums and townhouses.

Objective V-9: Prepare for and provide sewerage service to existing industrial parks to attract prospective industries.

2. Undersupply of Open Space and Recreation. The 1997 plan did not designate any future land for parks, recreation, open space, and conservation beyond that which existed at that time, nor did the 1997 land use plan designate any “green” corridors or conservation areas.

3. Level of Service Standards and Detailed Facility Planning. At the time of this Community Assessment, one could evaluate facility needs in terms of the provisional population projections (see “population”). However, the selection of “standards” for such an evaluation would be done arbitrarily and without public input. For instance, one could say that the City needs to provide 2 police officers per 1,000 residents, and then project future staffing needs for patrol officers based on that provisional population projection. As another example, the City could assume it needed 5 acres of park land per 1,000 residents (or some other standard), and then evaluate what future park lands needed to be acquired and developed based on that standard. However, since no level of service standard has been set for municipal park facilities, it is best to defer those considerations to the Community Agenda, when the assessment can be based on refined population projections that are consistent with the buildout capacity of the Future Land Use Plan and/or meet “target” population projections desired by the citizens and leaders of Holly Springs.

TRANSPORTATION

Summary of Assessment

The City of Holly Springs has convenient access to the local and regional transportation system due to the roadways and thoroughfares within the City, as well as its proximity to State routes and an Interstate highway nearby. The major thoroughfares running through Holly Springs include Hickory Road, Sixes Road, Old SR 5, and Holly Street. State Routes 5 and 92, and Interstate 575 provide Holly Springs with convenient transportation access to other parts of the region and state. Other modes of transportation available to Holly Springs include the Georgia Northeastern Railroad and the Cherokee County Airport, located northeast of Canton near Interstate 575.

According to the Georgia Department of Transportation, the presence of congested roadways, as identified by the volume-to-capacity ratios and the levels of service of the City's major roadways, is limited to Interstate 575 through the City. In 2005, I-575 through Holly Springs was identified as having low congestion in the northbound lanes and no congestion in the southbound lanes. Major thoroughfares through the City, such as Sixes Road/Old Highway 5, Hickory Road, and Holly Springs Street were all identified as having no congestion in 2005. The level of roadway congestion in the City is expected to increase through 2030, and areas that will necessitate capacity improvements will continue to be identified. Long range plans in the ARC's Mobility 2030 Regional Transportation Plan, for example, include the addition of High Occupancy Vehicle (HOV) lanes to I-575, which will ease congestion on this roadway.



Holly Springs Depot and Rail Crossing

There are limited pedestrian facilities and no bicycle lanes within the City. The lack of a sidewalk network hinders a pedestrian friendly atmosphere and exacerbates connectivity issues in Holly Springs. The Georgia Northeastern Rail line runs in a north-south direction through the City and directly through the center of the historic downtown core, which further limits vehicle and pedestrian connectivity. A limited

number of trains still pass through the town. The presence of the railroad tracks divides the historic town core.

There is no public transit in Holly Springs, but there are a number of van carpooling opportunities and services for residents of Cherokee County commuting to work or needing transportation to particular locations (Cherokee Area Transportation System and Mountain Area Transportation System).

The Supportive Data Analysis/Technical Appendix of this Community Assessment expands on the transportation information in this section and provides a more detailed inventory and assessment of Holly Springs' transportation network.

Issues and Opportunities

1. Affirmation or Modification of Existing Objectives. The following objectives are established in the 1997 (adopted) comprehensive plan. These should be reviewed and reaffirmed (or if necessary, modified) during the visioning and public participation process.

Objective III-7: Consider and take advantage of programmed roadway improvements when planning new facilities.

Objective V-8: Prepare and adopt commercial development standards to minimize impacts on adjacent land uses and to ensure safe and adequate access, parking and interior vehicular circulation.

2. Affirmation or Modification of Quality Community Objectives. The following state-articulated quality community objective (QCO) is established in administrative rules for local planning, relative to transportation: Transportation Alternatives Objective (see separate section on QCOs). That QCO should be reviewed and affirmed (or if necessary, modified) during the visioning and public participation process, although it is already considered entirely valid in the context of Holly Springs's downtown, via the former LCI study which involved extensive public participation.

3. Transportation and Land Use. There is a high reliance on vehicle use for mobility because of the separation of land uses and the lack of other viable modes of

transportation. Single-family subdivisions are often located in areas distant from employment centers, leading to a reliance on vehicles for commute trips and increases in vehicle miles traveled. Similarly, housing is not often located within mixed-use developments or even in convenient walking distance to employment centers, thus requiring vehicle use when public transit is not available. Working at home (i.e., home occupations) reduces vehicle travel. The opportunity to walk to destinations also reduces vehicle use. The density and pattern of land use has a major bearing on the modes and distances of travel. In addition to integrating recommendations of the LCI study for the downtown, Holly Springs should look for ways to further link transportation and land use.

4. *Parking for the Downtown.* The Community Agenda will call for a compact, pedestrian-friendly, mixed-use downtown area as a part of the visioning effort. Additional development will require more parking facilities, and detailed planning efforts are now being undertaken (a separate parking study for the downtown) for off-site parking areas in appropriate locations to serve the City's Town Center.

5. *Context-Sensitive Street Design.* Context-Sensitive Street Design (CCSD) is an approach to roadway planning, design, and operation that fits in appropriately with the context of adjacent uses of land. The concept respects traditional street design objectives for safety, efficiency, and capacity, but it also pays more attention to concepts of compatibility, livability, sense of place, urban design, and environmental impacts. CCSD considers access for alternative modes of transportation, such as bicycling, walking and transit, but it also takes stock of the environmental, scenic, aesthetic, historic, and community impacts of street projects. CCSD is especially helpful in protecting environmentally sensitive areas, preserving historic resources, and respecting rural character. Because the street includes all users, including bicyclists and pedestrians, it increases transportation choices. Respecting the existing neighborhood street design in new road construction enhances the stability of neighborhoods. Streets that encourage walking provide better prospects for mixed-use



Holly Springs Parkway

development and redevelopment (Atlanta Regional Commission 2004). Development regulations need to accommodate variations in street design standards (width, construction materials, engineering geometry, etc.) and provide street standards appropriate for the various contexts found in the community (e.g., historic districts, environmentally sensitive areas, rural areas, skinny streets in the downtown, etc.).

6. Street Lighting. The City needs knowledge about where the greatest street-lighting needs are before it can propose or improve the street lighting system. Total annual cost of operation is an important consideration in determining whether to provide night time visibility via street lighting. The necessary visibility will vary according to the classification of roadway. Street lights should be required to conform to construction standards and specifications for light levels, glare reduction, uniformity, and color.

7. Traffic Calming. Consideration may be given in the Community Agenda to the possible future needs for traffic calming. Traffic calming is concerned with reducing vehicle speeds, vehicle noise, visual impacts, and sometimes traffic volumes. Techniques consist of a series of raised speed humps, raised tables, or other devices along with appropriate traffic control signage to slow speeding and/or discourage cut-through traffic. Traffic calming techniques use various means to influence the behavior of motorists: physical, psychological, visual, social, and legal (regulatory and enforcement). Although traffic management and calming techniques are often used in areas other than residential neighborhoods, most programs are focused in residential areas, where traffic problems are more prevalent and have the most influence on the day-to-day livability of the community (see GDOT, *Statewide Bicycle and Pedestrian Initiative – Pedestrian Facilities Design Guide*, Updated July 25th 2003). Traffic calming techniques must meet acceptable engineering principles.

INTERGOVERNMENTAL COORDINATION

The intergovernmental coordination component identifies existing intergovernmental coordination mechanisms and further opportunities for such coordination. More and more, effective planning efforts for community facilities, environmental protection, transportation, and land use are increasingly beyond the abilities of single jurisdictions. This section identifies areas where intergovernmental coordination is ongoing, as well as, issues that may require intergovernmental cooperation in the future. The examples of possibilities for intergovernmental coordination are intended to be illustrative, not exhaustive. Holly Springs should continue to look for ways to increase the levels of cooperation in all functional areas.

The 1999 Service Delivery Strategy for Cherokee County and its municipalities, as required by House Bill 489, was reviewed for purposes of this Community Assessment. Holly Springs is a signatory to the agreement with Cherokee County, the City of Ball Ground, the City of Canton, the City of Waleska, and the City of Woodstock. The Service Delivery Strategy is currently being reconsidered and changes contemplated are not described here. In considering the 1999 Service Delivery Strategy, the participating local governments studied the following for possible consolidation: building inspections, fire operations, library services, planning and zoning, recreation, and uniform patrol/jail operations.

Intergovernmental Arrangements for Facilities and Services

1. **Fire.** Fire protection agreement (1998) with Cherokee County. This agreement runs for a ten-year period but is automatically renewable for five additional years unless the agreement is terminated by either party. It can also be canceled by either party with six months notice. This agreement specifies minimum level of service standards for fire personnel.
2. **Police.** There is a law enforcement mutual aid agreement between Cherokee County and the Holly Springs Police Department, adopted April 1, 1996.

3. **Jail.** Holly Springs entered into agreement with Cherokee County and the Cherokee County Sheriff on September 20, 1998, for services related to detention of persons arrested for violations of municipal ordinances.
4. **Library.** Service (no formal agreement) by the Sequoyah Regional Library System.
5. **Park and recreation.** Recreation services by the Cherokee County Parks and Recreation Authority.
6. **Water.** Contract with City of Canton for water services. Under that agreement, Canton furnishes water at an agreed-upon cost, subject to mutually agreeable changes in rates (and arbitration if agreement cannot be reached). Canton also maintains water meters per the approved contract.
7. **Sewer.** Contract with City of Canton for sewer services.
8. **Animal control.** Joint ordinance and resolution regarding the Cherokee County–Municipal Animal Control Ordinance of 1990.

Annexation Dispute Resolution Procedure

The Service Delivery Strategy contains an annexation dispute resolution (98–R–69) process between Cherokee County and Holly Springs adopted in 1998.

Metropolitan North Georgia Water Planning District

The Metropolitan North Georgia Water Planning District was established by the Georgia General Assembly in 2001 via Senate Bill 130 to address the need for comprehensive water resources management. The water planning district’s major purpose is to promote intergovernmental coordination for all water issues, to facilitate inter-jurisdictional water-related projects, and to enhance access to funding for water-related projects among local governments.

The district’s jurisdiction encompasses 16 counties, including Cherokee. It is required by state law to prepare three long-term plans: a long-term wastewater management plan; a water supply and water conservation management plan, and a district-wide watershed management plan. The following plans were adopted in September of

2003: District-wide Watershed Management Plan, Long-term Wastewater Management Plan, and Water Supply and Water Conservation Management Plan.

The *Water Supply and Water Conservation Management Plan*, prepared by the Metropolitan North Georgia Water Planning District, includes policies and programs to foster coordinated water supply and conservation decisions among the local governments in the 16-County district. Water reclamation, conservation (11 specific measures), and system connections (in the event of failure or drought) are integral elements of the plan.

Local governments are expected to integrate the regional water supply plan and implement local water plans consistent with the district's management plan. The plan took into consideration the Tri-State water limitation negotiations (Georgia, Florida, and Alabama), and it is designed to meet the Georgia Environmental Protection Division's (EPD's) in-stream water quality and flow standards, according to water use classification. Even with the strategies outlined in the regional water plan, district water supplies will exceed demands by only approximately 10 percent in 2030.

The *Long-term Wastewater Management Plan*, prepared by the Metropolitan North Georgia Water Planning District, represents a departure from existing plans by recommending consolidated facilities (i.e., fewer, more regionalized plants). It provides for local ownership and operation of wastewater facilities, but it proposes to increase inter-jurisdictional collaboration to gain efficiencies and avoid duplication. Goals of the wastewater management plan include enhancing water quality, sustaining economic development, distributing costs equitably, measuring implementation, and advancing the education and awareness of the public.

The regional wastewater plan recommends reclaiming water to the natural environment to sustain water supply sources (indirect potable reuse). It also recommends septic system inspection and maintenance programs. Septic systems treat approximately one-fifth of the district's wastewater.

The Metropolitan North Georgia Water Planning District has approximately 1,100 miles of waterways that do not meet State water quality standards. Stormwater runoff from urban areas and nonpoint sources is the major source of water quality problems, either causing or contributing to 99 percent of violations. Many of the streams in the District

do not meet their designated uses. The health of the region’s lakes, including Lanier, is threatened.

The *District-wide Watershed Management Plan* includes recommendations for source water protection that focus on addressing potential pollutant sources. Streams that do not support their designated uses are placed on a list of “impaired waters,” also known as the “303(d)” list. The plan includes strategies to maintain water quality as new development occurs, encourage stormwater pollution prevention, meet Total Maximum Daily Load (TMDL) strategies, protect drinking water supply watersheds, restore substantially impacted watersheds, and govern uses in a way that meets watershed protection goals. The overall goal is to move towards meeting and maintaining water quality standards and designated uses of streams and other water bodies in the District.

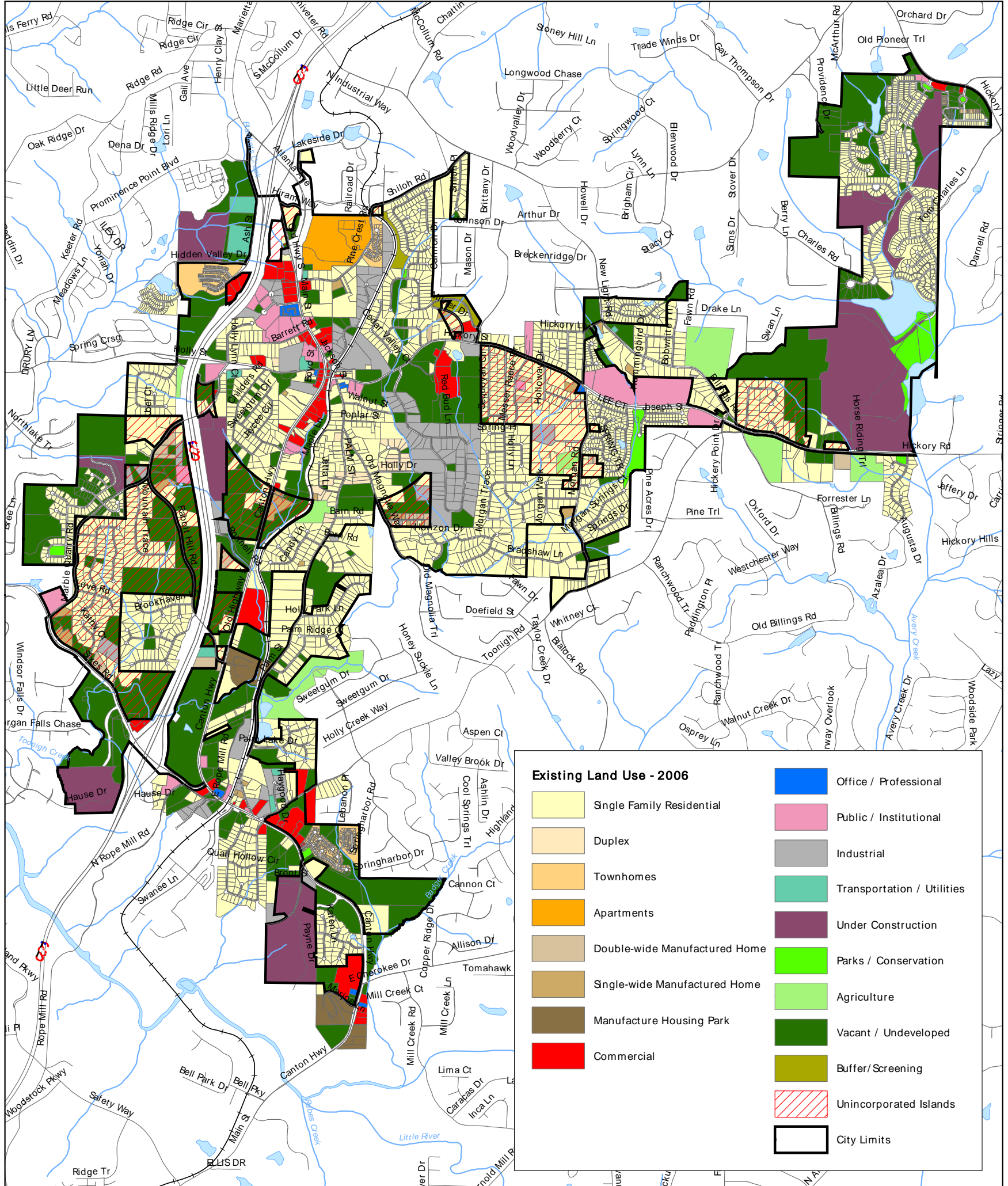
Issues and Opportunities

1. Affirmation or Modification of Quality Community Objectives. The following state-articulated quality community objective (QCO) is established in administrative rules for local planning relative to intergovernmental coordination: Regional Cooperation Objective (see separate section on QCOs). That QCO should be reviewed and affirmed (or if necessary, modified) during the visioning and public participation process

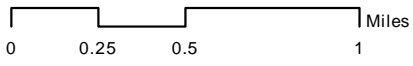
2. Compliance With Metropolitan North Georgia Water Planning District Mandates. As this section indicates, there are a number of mandates imposed by the Water Planning District relative to water supply, wastewater treatment, and stormwater management. Those mandates will need to be integrated into Holly Springs’s Community Agenda document.

3. Adequacy of Existing Intergovernmental Arrangements for Services. As Holly Springs continues to transform from a small town to an urban City, it will need to reevaluate its current service delivery arrangements. Such considerations will include whether to establish a separate park and recreation agency, whether to continue participation in the regional library system (or establish its own library), and others.

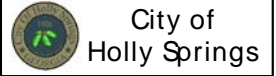
Existing Land Use - City of Holly Springs



Existing Land Use - 2006	
	Single Family Residential
	Duplex
	Townhomes
	Apartments
	Double-wide Manufactured Home
	Single-wide Manufactured Home
	Manufacture Housing Park
	Commercial
	Office / Professional
	Public / Institutional
	Industrial
	Transportation / Utilities
	Under Construction
	Parks / Conservation
	Agriculture
	Vacant / Undeveloped
	Buffer / Screening
	Unincorporated Islands
	City Limits

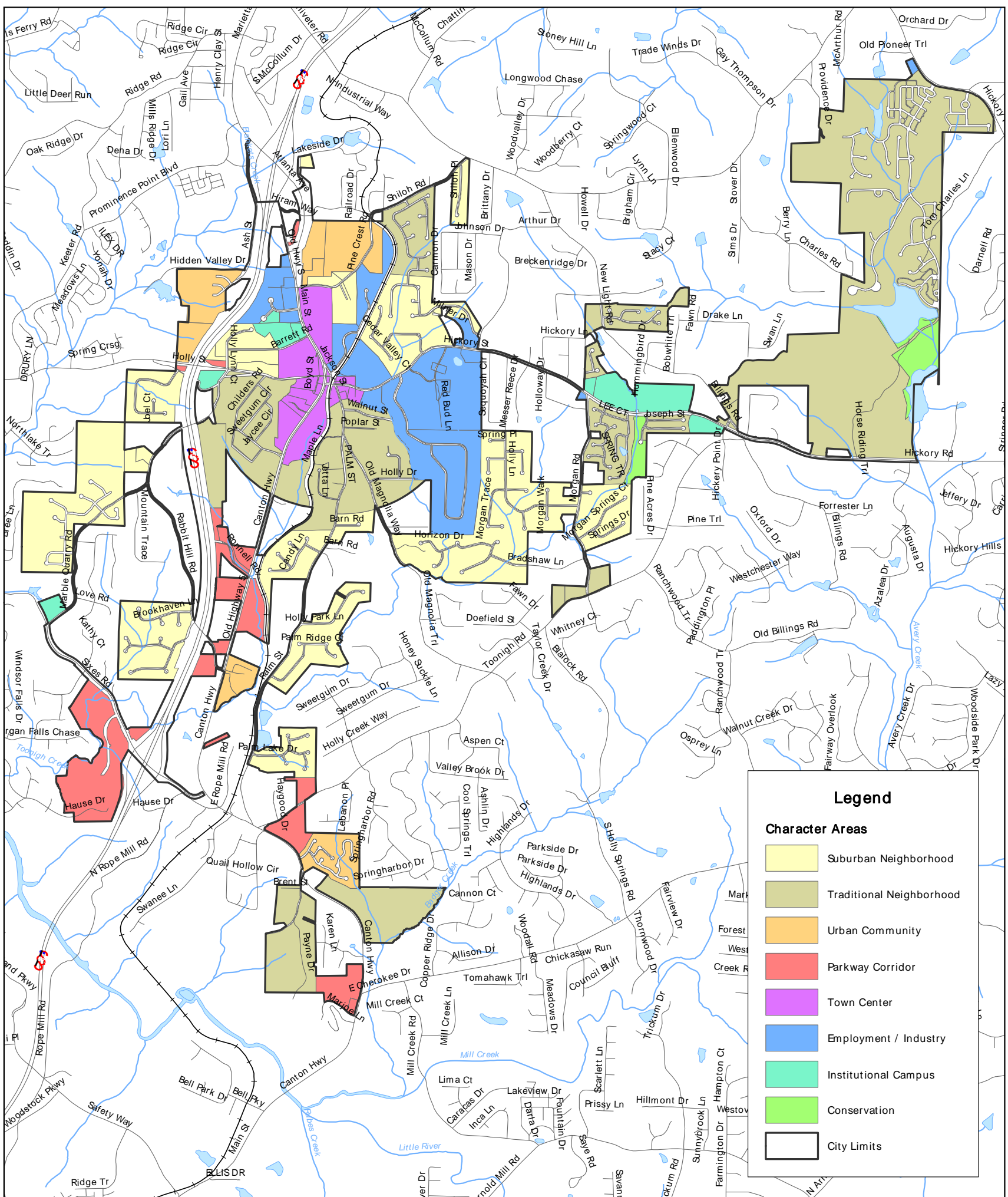


City of Holly Springs
Comprehensive Plan 2006 - 2026
R.A.C. Number: 06014.10

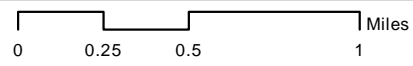


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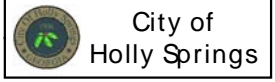
DRAFT Character Areas - City of Holly Springs



Legend	
Character Areas	
	Suburban Neighborhood
	Traditional Neighborhood
	Urban Community
	Parkway Corridor
	Town Center
	Employment / Industry
	Institutional Campus
	Conservation
	City Limits



City of Holly Springs
 Comprehensive Plan 2006 - 2026
 R.A.C. Number: 06014.10



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