

RESOLUTION

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


WHEREAS, the Comprehensive Plan for Madison County, Georgia, was prepared in accordance with the Minimum Planning Standards and Procedures and adopted on the 29th day of January, 2018; and

WHEREAS, the minor amendments to Chapter 2. Needs & Opportunities, Chapter 6. Community Work Program and the new Chapter 7. Broadband of the Comprehensive Plan are prepared in accordance with the Minimum Planning Standards and Procedures; and

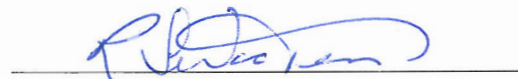
NOW THEREFORE, BE IT RESOLVED by the Madison County Board of Commissioners that the minor amendments to include Broadband language in the Comprehensive Plan for Madison County, Georgia, is hereby adopted.

Adopted this 30th day of August, 2021

Madison County Board of Commissioners



Todd Higdon, Chairman



Rhonda S. Wooten, County Clerk



Madison County Comprehensive Plan

2017 Update, Amended August 30, 2021

Developed by the Planning & Government Services Division of the Northeast Georgia Regional Commission



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Chapter 1

Introduction & Overview

Purpose

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

Process

The comprehensive plan process follows the rules of the Georgia Department of Community Affairs (DCA), Minimum Standards and Procedures for Local Comprehensive Planning, effective 3/1/2014.

Public Involvement

Public Input & Steering Committee

The planning process began with a public hearing held on November 1, 2016, and was followed by a community input session during which the public and a local steering committee were invited to discuss local trends and aspirations.

Following the initial public meetings, several work sessions were held with a steering committee, with citizen, staff, and elected official membership. These meetings were held on 12/6/2016, January 30, 2017, and June 20, 2017 respectively. An online questionnaire provided additional feedback opportunities, as did the availability of steering committee members to take questions and comments throughout the process (as presented at the first public hearing). A final public hearing was held on December 27, 2017 in advance of the submittal of the plan to DCA for review.

Steering Committee membership was composed of the following:

John Scarborough	Madison County Board of Commission, Chair
Linda Fortson	Madison County Board of Commission, Clerk
Tripp Strickland	Madison County Board of Commission
Terry Chandler	Madison County Farm Bureau
Wayne Douglas	Madison County Planning & Zoning
Marvin White	Madison County Industrial Development Authority
Cynthia Hobbs	Citizen
Paul Simmons	Citizen

NEGRC's Role

The Northeast Georgia Regional Commission's Planning & Government Services Division oversaw the development of this plan, including facilitating public and steering committee meetings.

Chapter 2

Needs & Opportunities

The following list of needs and opportunities results from a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis conducted at the first input meeting, with both steering committee and public present, as well as professional analysis of relevant data and results of the online questionnaire.

**Italicized entries indicate high priorities*

Population

Needs

- Madison County's poverty rate fell between 2010 and 2015 (17.2% to 15.1%) but consistently has remained above the state average (15.7% to 18.5%); local government, employers, and social service providers should work together to address poverty
- Madison County's senior (65+) population is projected to grow by 27% over the next five years. As this segment of the population grows their need for services will increase as well

Opportunities

- The overall population in Madison County is projected to grow by a little over 3% in the next 5 years. This growth in population will bring with it an increased demand for housing and supporting services such as retail and commercial uses

Economic Development

Needs

- *Only 27% (3,134 out of 11,598) of Madison County's employed population stays in the county for work; this points to a need for increased employment options within the community*
- *The county has only a limited vision for future economic development. There is a plan to recruit compatible business/industries but there is no plan that takes into account the county's strengths, assets, and weaknesses*

Opportunities

- The many state and US highway miles within Madison County provide an opportunity for corridor-style business development
- A unified vision based upon the stated goals in this plan and its predecessor of encouraging growth that references and respects the community's natural and cultural resources could be a catalyst for quality economic development and a high standard of living

Housing

Needs

- Madison County's rate of owner-occupied housing is approximately 8.5% higher than the Regional average; while this can serve as a positive, it may also indicate a need for increased rental options

Opportunities

- After significant nationwide decline, stakeholders cite a strong housing market in Madison County and point to ample land and expanding infrastructure capacity for planned development

Natural & Cultural Resources

Needs

- *“Rural charm” was listed by stakeholders as a strength of Madison County’s; preserving the community’s character and resources should be a priority*

Opportunities

- *Open space and greenspace preservation can improve water quality, protect sensitive habitat, create recreational opportunities, and attract visitors; the community could work with land trusts to acquire and conserve land and water resources*

Community Facilities & Services

Needs

- *Stakeholders cite a need to address lack of sewerage and aging infrastructure; the Strategic Plan and work program should be used to improve service and update and repair existing facilities*
- *As Madison County and its municipalities grow, so will the need for emergency services*

Opportunities

- *The possibility of partnerships with neighboring counties and between the County and its municipalities present an opportunity to leverage investment in infrastructure that would be mutually beneficial.*

Transportation

Needs

- *Several state and US highways traverse Madison County; stakeholder input identified a need for increased local impact on decisions regarding these roads*

Opportunities

- *A well-maintained system of local and county roads was listed as a stakeholder-identified strength; keeping the roads in good condition by performing preventive maintenance represents an opportunity to avoid heavy repair and reconstruction costs in the future*
- *A better understanding of the transportation needs of the aging sector of the population could be gained by developing a Rural Transit Development Plan with the assistance of Georgia DOT*

Broadband

Needs

- *A large portion of Madison County is currently unserved by broadband, with an even greater area lacking reliable access to wired or wireless service.*
- *Leaders from Madison County's largest industry (agriculture, poultry) have identified limitations in the implementation of new technologies and other necessary upgrades to their operations due to unreliable Internet service in the county.*

Opportunities

- *Partnerships with private providers and/or EMCs would expedite installation and activation of the broadband infrastructure necessary to serve areas of the community that are currently un- or under-served.*
- *The Georgia Department of Community Affairs' Broadband Ready certification would help identify Madison County's readiness for broadband expansion and enhance competitiveness when applying for state or federal funding to support those efforts.*

Chapter 3

Vision Statement

Madison County is a dynamic community that enjoys strong ties to the Athens area while preserving its own charm, style, and pace.

This vision addresses the desire to balance the county's rural qualities with intentional residential development while expanding the local quality of life and economy.

Goals & Policies

1. Preserve natural and cultural resources by concentrating development in and around established areas; prioritize development within nodes at major intersections
2. Meet resident needs and attract newcomers and tourists by providing quality housing, recreation, education, shopping, employment, and transportation choices
3. Increase sense of community and encourage healthy living by developing parks, playgrounds, passive and organized recreation opportunities, safe spaces for walking and bicycling, greenspace, and accessibility for all abilities and ages
4. Promote the county to families, professionals, retirees, and others
5. Spur appropriate private development by focusing public investment to maximize consistency with stated planning priorities; utilize existing infrastructure
6. Anticipate and control impacts and opportunities associated with nearby growth, including traffic, development patterns and aesthetics, natural resources, and increased interest and attention
7. Maximize the impact of the existing connections and proximity to regional population centers Madison County has in marketing and economic development efforts
8. Generate work opportunities by encouraging small-business growth inside key existing and planned development areas and locating major employment projects
9. Engage the citizenry in local government knowledge sharing and decision making
10. Work with other local governments inside and outside of Madison County to achieve the vision of this plan

Chapter 4

Land Use

Pursuant to the rules of the Georgia Department of Community Affairs, the following Character Areas Map and Defining Narrative provide the physical planning component of the comprehensive plan.

The DCA defines a character area as a specific district or section of the community that:

- Has unique or special characteristics to be preserved or enhanced (such as a downtown, a historic district, [an] arts district, a neighborhood, or a transportation corridor);
- Has potential to evolve into a unique area with more intentional guidance of future development through adequate planning and implementation (such as a strip commercial corridor that could be revitalized into a more attractive village development pattern); or
- Requires special attention due to unique development issues (rapid change of development patterns, economic decline, etc.)

Character areas typically provide greater flexibility than traditional future land use maps, in which each parcel is assigned a single category such as Residential or Commercial.

The following table provides an overview of each of the character areas, including a brief description, zoning compatibility, and appropriate land uses for each:

Character Areas Compatibility Index

CHARACTER AREA	DESCRIPTION OF CHARACTER AREA	ZONING COMPATIBILITY*	APPROPRIATE LAND USES*
Conservation	Areas of significant natural or cultural importance or vulnerability.	RIV, WP, FP	Public, Passive Recreation
Agricultural Preservation	Active farmland and related agricultural businesses, Very low density agricultural-residential subdivisions along major transportation routes.	A-1, A-2, RR	Agriculture, Residential
Rural Residential	Undeveloped land likely to face development pressures for lower-density residential land	A-1, A-2, RR	Residential, Agriculture, Public, Recreation
Suburban	Planned to accommodate the majority of new residential growth	A-1, A-2, R-1, B	Residential, Agriculture, Public, Recreation, Mixed Use
Neighborhood Residential	Traditional residential development with neighborhood-scale businesses located throughout	R-1, R-2, R-3, B	Residential, Commercial, Agriculture, Public, Recreation, Mixed Use
Village Crossroads	Focal point/activity center with retail, service, office, high-density housing, and public/open space	R-1, R-2, R-3, B	Mixed Use, Residential, Public, Recreation, Office, Commercial
Highway Corridor	Accommodates commercial and industrial development; appropriate for major thoroughfares	B, I	Commercial, Office, Industry, Public, Agriculture

**Note: not all zoning and land use classifications will necessarily be appropriate in all locations within a character area.*

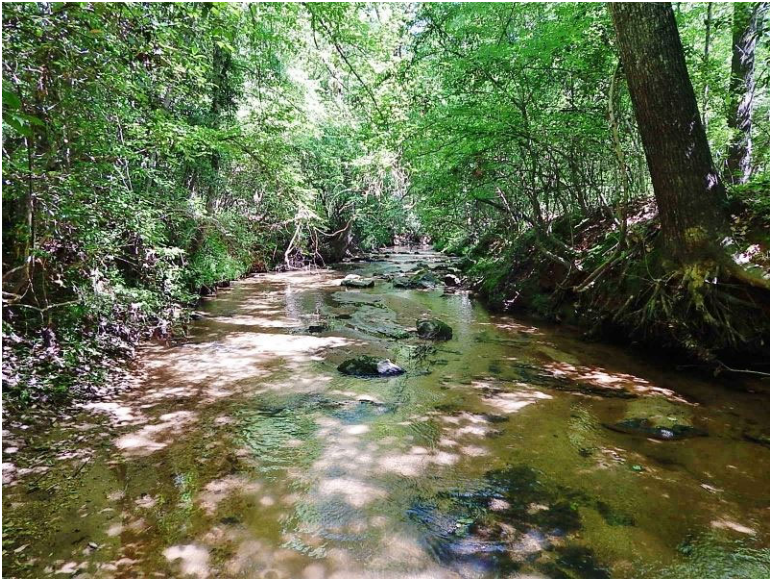
Character Areas Defining Narrative

Conservation

The intent of this character area is to identify land where due to the existing natural or environmentally sensitive state is not suitable for development. Mostly located along river corridors, the scenic and ecological functions this area provides are an asset to the County and their preservation is a priority.

Compatibility

ZONING COMPATIBILITY	APPROPRIATE LAND USES
RIV, WP, FP	Public, Passive Recreation



Implementation Measures

- New development is discouraged
- Other measures to protect sensitive land are encouraged
- Promote these area as passive, recreation themed tourism destinations, where appropriate
- Limited and careful consideration of infrastructure expansion

Agricultural Preservation

This Character Area is composed chiefly of open land and active agricultural production of food crops, fiber crops, animal feed, poultry, livestock and commercial timber production.

Individual farms tend to be large and homes sparsely distributed on large, existing tracts. Uses in the area may result in odors, dust, noise or other effects that may not be compatible with residential development.

Much of Madison County’s identity is tied to its rural and small town heritage. This Character Area includes lands in row crops, hay fields or in pasture, woodlands and areas under forestry management, commercial wholesale nurseries and sparsely settled homes on individual tracts, in addition to areas of sensitive natural resources.

Compatibility

ZONING COMPATIBILITY	APPROPRIATE LAND USES
A-1, A-2, RR	Residential, Agriculture, Public, Recreation

- Preserve the Character Area for active agricultural activities.
- Allow subdivision development only along State highways where the level of service is good, and limited to a density of 5 acres or more per dwelling unit; encourage such development to be conservation subdivisions.
- Foster traditional rural lifestyles, rural-based economies and opportunities to both live and work in a rural setting.
- Allow home-based or farm-based “cottage” industries as home business accessory uses in support of or related to agricultural activities in the area.
- Allow small “country crossroads” commercial uses at major intersections



Rural Residential

Preserving rural character while accommodating residential growth is the predominant theme of this area. The aim is to encourage preservation of rural land and/or environmentally critical areas and discourage incompatible uses. This area will feature two acres per dwelling unit with limited infrastructure access (sewerage is typically not available and not anticipated).

Open space and master-planned developments are encouraged to preserve greenspace and retain the rural characteristics of the county. These areas are also designed to accommodate recreation and public or institutional uses.

The intent is to provide a lower level of service to the area, in terms of transportation and infrastructure expansion, in order to reduce development pressures and retain the rural qualities of the area.

Compatibility

ZONING COMPATIBILITY	APPROPRIATE LAND USES
A-1, A-2, RR	Residential, Agriculture, Public, Recreation



Implementation Measures

- Improve affordable housing options and provide homeowners supplemental income by allowing accessory housing units to be constructed on single-family lots, where appropriate
- Protect critical lands through voluntary resource preservation
- Facilitate habitat preservation and active living by greenway and/or trails networks
- Protect riparian areas by enforcing buffers
- Protect rural and environmentally sensitive areas from the encroachment of incompatible uses by directing all new development to appropriate areas as defined on the Future Development Map
- Seek National Register of Historic Places status for historic structures where appropriate
- Provide information to interested property owners regarding available state and federal incentives for the rehabilitation of historic structures and other resources
- Protect tree canopy
- Site schools at locations convenient to residential areas and to encourage safe and active transportation
- Design streets to maximize efficiency (minimize pavement width) and safety, and to accommodate all users
- Cluster development to encourage land use efficiency, natural resources protection, and transportation choices
- Design developments to be context-sensitive
- Consider form-based concerns when reviewing new development to ensure compatibility
- Concentrate growth in suitable locations while preserving sensitive or otherwise critical areas through transfer of development rights

Suburban

The overall character of the area can be classified as primarily residential and intended to accommodate the majority of the expected residential growth in the county. The area is located in parts of the county experiencing a high volume of transition to residential development.

Higher development densities are allowed based on the availability of supportive infrastructure, typically at 1.5 acres per dwelling unit without access to public sewerage, which is typically not currently available and not anticipated in the short-term. The area may be suitable for neighborhood-level commercial activity provided it is developed within the character of the neighborhood and supported by the necessary infrastructure.

Open space and master-planned developments are encouraged to preserve greenspace and retain the rural characteristics of the county. These areas are also designed to accommodate recreation, as well as education, public uses, health care, or other institutional uses associated with increased population densities.



Compatibility

ZONING COMPATIBILITY	APPROPRIATE LAND USES
A-1, A-2, R-1, B	Residential, Agriculture, Public, Recreation, Mixed Use

Implementation Measures

- Permit neighborhood-scale commercial space that will serve and employ local residents, such as restaurants and small shops
- Require multiple access points to increase interconnectivity and minimize traffic impacts on the road network
- Develop incentives to set aside useable open space within new residential developments
- Improve affordable housing options and provide homeowners supplemental income by allowing accessory housing units to be constructed on single-family lots, where appropriate
- Create balanced developments by adopting inclusive land use practices that require a predetermined percentage of affordable housing
- Facilitate habitat preservation and active living by greenway and/or trails networks
- Encourage voluntary resource preservation
- Protect riparian areas by enforcing buffers
- Protect tree canopy
- Increase public education and awareness regarding the need to pump septic tanks on a regular interval
- Incorporate recreation areas into new residential developments as a means of distributing park space within the vicinity of new residents
- Site schools at locations convenient to residential areas and encourage safe and active transportation
- Develop a road improvement priority program in coordination with the location of new development
- Design streets to maximize efficiency (minimize pavement width) and safety, and to accommodate all users
- Coordinate the development review process to assess the impacts of new development on county services
- Require appropriate buffers and landscaping between incompatible uses
- Cluster development to encourage land use efficiency, natural resources protection, and transportation choices
- Design developments to be context-sensitive
- Consider form-based concerns when reviewing new development to ensure compatibility
- Concentrate growth in suitable locations while preserving sensitive or otherwise critical areas through transfer of development rights
- Minimize unusable commercial space and impervious surfaces by allowing flexibility in parking regulations and shared parking where appropriate
- Facilitate efficiency of service provision by encouraging infill development

Neighborhood Residential

The prevailing feature of this character area will be traditional neighborhood developments with high residential density, pedestrian orientation, and street connectivity. Located mainly around established or planned development centers (such as the Village Crossroads discussed in this plan and Madison County's existing cities), the Neighborhood Residential areas maximize infrastructure efficiency and concentrate development to allow preservation of more rural, undeveloped spaces.

High development densities are encouraged, as this character area will occur in areas with supportive infrastructure. Typical dwelling densities will be one unit per 1/2 acre to one unit per acre. Neighborhood-level commercial activity is also encouraged, as it facilitates walking, bicycling, and community interaction, provided it is developed within the character of the neighborhood and supported by the necessary infrastructure.

Small, neighborhood-scale parks and networks of greenways, pedestrian and bicycle paths, and extensive sidewalks are key to this classification. These areas are also designed to accommodate recreation, as well as education, public uses, health care, or other institutional uses associated with increased population densities.



Compatibility

ZONING COMPATIBILITY	APPROPRIATE LAND USES
R-1, R-2, R-3, B	Residential, Commercial, Agriculture, Public, Recreation, Mixed Use

Implementation Measures

- Permit neighborhood-scale commercial space that will serve and employ local residents, such as restaurants and small shops
- Require multiple access points to increase interconnectivity and minimize traffic impacts on the road network
- Develop incentives to set aside useable open space within new residential developments
- Improve affordable housing options and provide homeowners supplemental income by allowing accessory housing units to be constructed on single-family lots, where appropriate
- Create balanced developments by adopting inclusive land use practices that require a predetermined percentage of affordable housing
- Facilitate habitat preservation and active living by greenway and/or trails networks
- Encourage voluntary resource preservation
- Protect riparian areas by enforcing buffers
- Protect tree canopy
- Incorporate recreation areas into new residential developments as a means of distributing park space within the vicinity of new residents
- Site schools at locations convenient to residential areas and to encourage safe and active transportation
- Develop a road improvement priority program in coordination with the location of new development
- Design streets to maximize efficiency (minimize pavement width) and safety, and to accommodate all users
- Coordinate the development review process to assess the impacts of all new development on county services
- Require appropriate buffers and landscaping between incompatible uses
- Cluster development to encourage land use efficiency, natural resources protection, and transportation choices
- Design developments to be context-sensitive
- Consider form-based concerns when reviewing new development to ensure compatibility
- Concentrate growth in suitable locations while preserving sensitive or otherwise critical areas through transfer of development rights
- Minimize unusable commercial space and impervious surfaces by allowing flexibility in parking regulations and shared parking where appropriate
- Facilitate efficiency of service provision by encouraging infill development

Village Crossroads

The overall character of the area is intended to provide a mixed-use environment that combines residential and commercial uses within community nodes. The area is designed to provide limited convenience shopping and services only for surrounding residential areas. The nodes will be suitable for higher-density residential development depending on the availability of the necessary supportive infrastructure and compatibility with the surrounding land uses.

The identified areas are a reflection of existing unincorporated communities and areas that may be suitable for mixed-use development that is within proximity to higher concentrations of population.

Newly developed areas not identified as existing communities shall be located at intersections of collector roads or higher functional class within close proximity to existing or planned populated residential areas. The commercial uses within the nodes are less reliant on automobile traffic and should be internally linked with bicycle and pedestrian networks.



Compatibility

ZONING COMPATIBILITY	APPROPRIATE LAND USES
R-1, R-2, R-3, B	Mixed Use, Residential, Public, Recreation, Office, Commercial

Implementation Measures

- Upgrade and revitalize downtown buildings, landscape, and parking (strategy for existing cities)
- Require multiple access points to increase interconnectivity and minimize traffic impacts on the road network
- Develop incentives to set aside useable open space within new residential developments
- Improve affordable housing options and provide homeowners supplemental income by allowing accessory housing units to be constructed on single-family lots, where appropriate
- Create balanced developments by adopting inclusive land use practices that require a predetermined percentage of affordable housing
- Seek National Register of Historic Places status for historic structures where appropriate
- Provide information to interested property owners regarding available state and federal incentives for the rehabilitation of historic structures
- Facilitate habitat preservation and active living by greenway and/or trails networks
- Protect riparian areas by enforcing buffers
- Protect tree canopy
- Expand, improve and repair municipal water systems
- Incorporate recreation areas into new residential developments as a means of distributing park space within the vicinity of new residents
- Site schools at locations convenient to residential areas and encourage safe and active transportation
- Develop a road improvement priority program in coordination with the location of new development
- Design streets to maximize efficiency (minimize pavement width) and safety, and to accommodate all users
- Coordinate the development review process to assess the impacts of all new development on county services
- Require appropriate buffers and landscaping between incompatible uses
- Design developments to be context-sensitive
- Consider form-based concerns when reviewing new development to ensure compatibility
- Concentrate growth in suitable locations while preserving sensitive or otherwise critical areas through transfer of development rights
- Minimize unusable commercial space and impervious surfaces by allowing flexibility in parking regulations and shared parking where appropriate
- Facilitate efficiency of service provision by encouraging infill development

Highway Corridor

The area is intended to accommodate larger-scale commercial development that is more oriented to the automobile traveler and requires major road access and higher visibility. The area is designed as a primary commercial destination and appropriate for major shopping centers or "big box" commercial centers, and for office and industrial use. Uses should be clustered in these locations with internal, interconnected transportation networks to mitigate adverse access management impacts along major arteries.

Compatibility

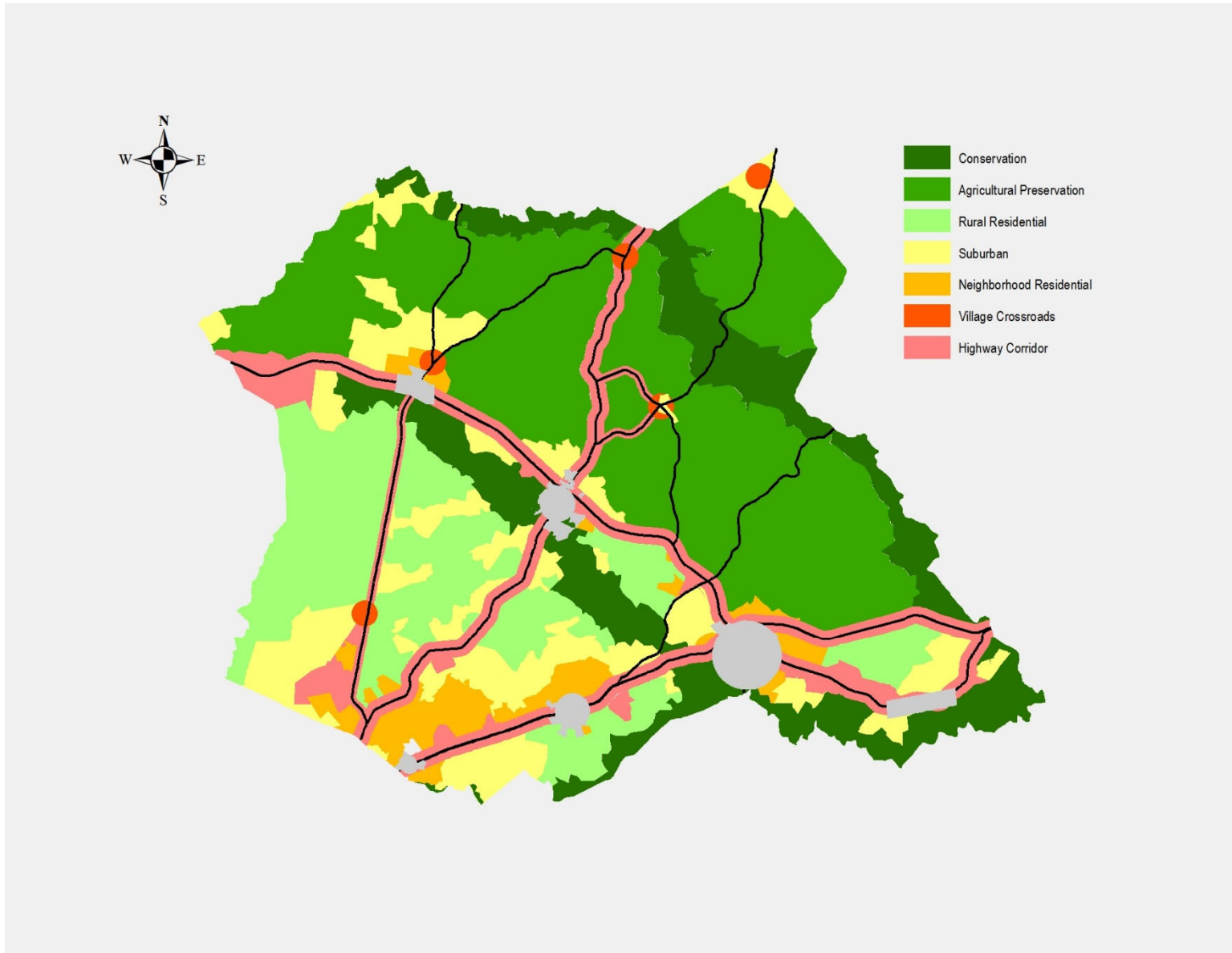
ZONING COMPATIBILITY	APPROPRIATE LAND USES
B, I	Commercial, Office, Industry, Public, Agriculture



Implementation Measures

- Continue cooperative relationship with local chamber of commerce for all economic development-related activities
- Actively promote and market Madison County's economic resources through state agencies and interstate clearinghouses
- Monitor change in local economic conditions and assess the needs of local business and industry
- Facilitate habitat preservation and active living by greenway and/or trails networks (where applicable)
- Encourage voluntary resource preservation
- Protect riparian areas by enforcing buffers
- Protect tree canopy
- Incorporate complete streets requirements within higher-density development
- Require inter-parcel connectivity within and between developments along major transportation corridors
- Coordinate the development review process to assess the impacts of all new development on county services
- Require appropriate buffers and landscaping between incompatible uses
- Design developments to be context-sensitive
- Consider form-based concerns when reviewing new development to ensure compatibility

Madison County Character Areas



Chapter 5

Transportation

Since a portion of Madison County is located within the Metropolitan Planning Organization (MPO) boundary of the Madison Athens-Clarke Oconee Regional Transportation Study (MACORTS), the State of Georgia requires its comprehensive plan to include this transportation element. MPOs are federally-mandated organizations that provide regional context to transportation planning in urbanized areas. This section and the MACORTS Long Range Transportation Plan (LRTP), and Transportation Improvement Plan (TIP) should be used together when considering local transportation decisions.

Local and Regional Transportation Considerations

Transportation discussions are found throughout this comprehensive plan. Additionally, the community has identified the following *Objectives and Policies* from the MACORTS Transportation Improvement Program strategic goals as desirable in Madison County:

- 1.2 The overall social, economic, energy, and environmental effects of transportation decisions on the community will be some of the criteria used to develop plans and programs.
- 2.2 The preservation of existing transportation facilities and, where practical, ways to meet transportation needs by using existing transportation facilities more efficiently will be examined in the planning and design of transportation facilities
- 2.4 Develop and maintain a balance between thoroughfare capacity and land use development
- 3.8 Design transportation corridors that improve flow to major businesses with the primary emphasis on public safety
- 5.1 Establish a transportation system that accommodates a variety of methods of travel and minimizes reliance on any single travel mode
- 6.2 Identify roadway segments and intersections operating or projected to operate at less than the regional level of service standard and use this information as input into the planning process to prioritize projects in order to eliminate transportation network deficiencies

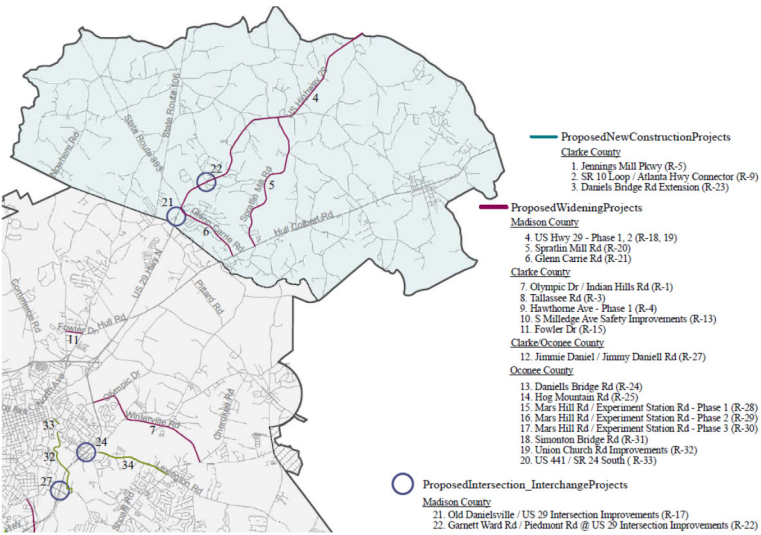
Growth and Development

Madison County’s Future Development vision, which is detailed in Chapter 4 and around which additional discussion takes place throughout this plan, presents a complex, countywide mix of varying desired growth and development patterns. While the MACORTS LRTP’s Road Projects Map (shown here), which describes improvements for Madison County that would support development of a mix of Developing Suburbs, Rural Areas, and Town Centers, does not present wholesale conflict with the community’s desired growth patterns, it should be viewed as a generalization. The local government and MACORTS should refer to the growth vision and development scenarios found in this comprehensive plan when making decisions about future transportation investments.

Madison County and the MACORTS MPO

The Madison County government is represented at the MACORTS MPO on the Policy Committee and Technical Coordinating Committee. The MACORTS LRTP 3 widening projects on US 29, Spratlin Mill Rd, and Glenn Carrie Rd. as well as 2 intersection improvements to Old Danielsville Rd and US 29 and Garnett Ward Rd. /Piedmont Rd. at US 29.

(<http://www.macorts.org/files/Final2040LRTP-10-8-14.pdf>) pg. 49



Chapter 6

Community Work Program

The Short-Term Work Program (2017-2021), updated every five years, provides a list of specific activities that the community plans to address as immediate priorities. A Report of Plan Accomplishments, which provides status commentary on the previous work plan (2012-2016), follows.

Short-Term Work Program, 2017-2021

(*entries with an asterisk represent carryover items from the previous STWP)

	Activity	Timeframe	Responsible Party	Cost Estimate	Funding Source
ECONOMIC DEVELOPMENT					
	Identify suitable locations for commercial development that is consistent with the county's vision and seek out developers and business owners, especially to retain residents for local employment	2017-2021	County leadership, planning & dev.	None	NA
	Work with chamber of commerce to create a "Buy Local" program	2017-2018	County staff; Chamber	\$1,000-\$2,500	County, Chamber
	Study and implement tools to encourage development of tourism-related economic opportunities such as public-private partnerships, with the goal of adding quality destinations and lodging	2017-2018	County planning & dev; Chamber	Minimal	County
	Develop branding and marketing plan to promote Madison County to prospective residents and businesses with a focus on targeted growth areas	2018-2019	County leadership, economic dev.	\$15,000-\$30,000	County
	Develop a coordinated and comprehensive economic development strategy for the Madison County	2019-2020	County, Chamber, Cities	\$15,000-\$20,000	County, Chamber, Cities
	Actively support for the Georgia Renewable Power (GNP) project	2018-2019	County, Chamber, Cities	\$8,500,000	County, Chamber, Cities
LAND USE, HOUSING, AND DEVELOPMENT					
	Conduct thorough review of zoning and development code to ensure that new development is compatible with the community's vision, especially regarding residential and commercial development, as well as natural and cultural resource preservation	2017-2019	County planning & dev.	\$5,000-\$15,000	County, DCA
	Evaluate and, if appropriate, adopt amendment to the current zoning ordinance and subdivision regulations	2017-2018	County planning & dev.	\$1,000-\$3,000	County, DCA
	Develop design standards for new residential and commercial development	2018-2021	County planning & dev.	\$10,000-\$25,000	County, DCA

	Activity	Timeframe	Responsible Party	Cost Estimate	Funding Source
NATURAL AND CULTURAL RESOURCES					
	Partner with land trust(s) to acquire and conserve land and water resources	2020-2021	County planning & dev.; land trust	Varies by project	County, DCA, DNR, grants, loans
COMMUNITY FACILITIES & SERVICES					
	Conduct comprehensive utility and transportation needs analysis and implement priority projects	2017-2021	County utilities, traffic engineering; IDA	Varies by project	County, IDA, DCA, GEFA, GDOT
TRANSPORTATION					
	Develop a complete streets and trails plan	2018-2020	County planning & dev.	\$5,000	County, GDOT
	Develop a plan (formal or informal) to improve local impact on decisions regarding state and national highways	2017-2018	County, Cities, MACORTS, GDOT	Minimal	County, Cities, ARC, GDOT
	Establish a schedule and program for preventive road maintenance and traffic control improvements (signalization and signage)	2019	County public works, traffic engineering	Minimal	County
	Create a Transit Development Plan (feasibility analysis)	2017-2020	County leadership, planning & dev.	\$2,500-\$7,500	County, GDOT
	Prioritize transportation needs for inclusion in future community and regional plans (ex.: SPLOST and T-SPLOST)	2017	County leadership	None	NA
BROADBAND					
	Become a Broadband Ready Community	2021	County leadership	None	NA
	Partner with provider(s) to expand broadband service in the county	2021	County, Cities, private providers, EMCs, DCA	Varies by project	County, Federal (American Rescue Plan), grants, loans

Report of Plan Accomplishments, 2012-2016

ACTIVITY	STATUS	NOTES
Identify appropriate land suitable for commercial development	Postponed	2017-2019
For subdivisions not platted within 1 year will revert to the original zoning	Abandoned	Not appropriate for STWP
Conduct survey of subdivisions to see how much is built out	Completed	
Incorporate the goals of the comprehensive plan into all land use decisions	Completed	
Update the zoning ordinance as needed to reflect the county's comprehensive plan and needs	Completed	Will be updated again under new STWP element
Promote the activities the Clean and Beautiful to increase citizen awareness of recycling benefits	Completed	
Encourage people to shop locally	Completed	
Help determine historical importance of locations within the county	Completed	
Document the county's history	Completed	
Work to make the county more business friendly	Completed	
Work with county and towns to bring in more business	Completed	

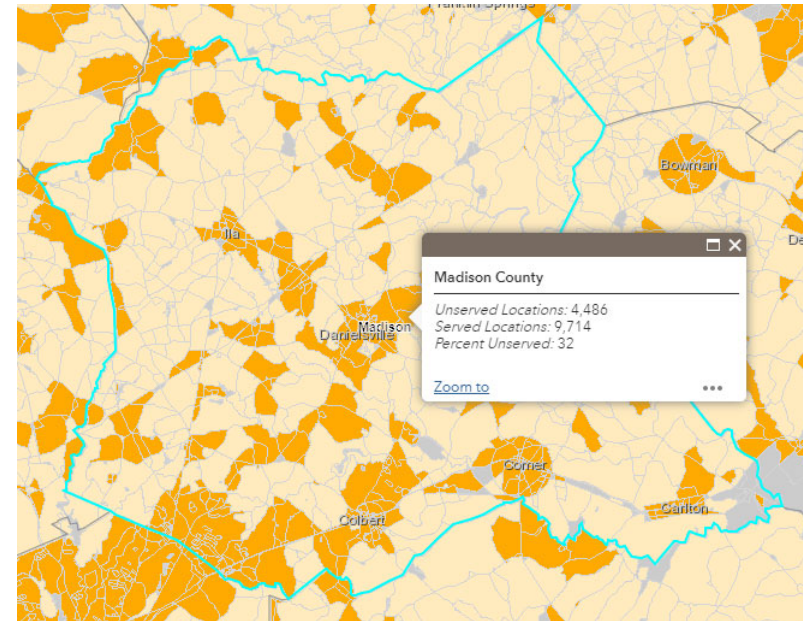
Chapter 7

Broadband

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

Broadband service is an essential building block for Madison County's future. Reliable and comprehensive broadband is required to support the evolution of Madison County's strong agricultural sector. It is also key to ensuring the county's rural character remains economically viable. As highlighted by the effects of the COVID-19 pandemic, broadband access has become pivotal to the success of businesses of all scales and types, and is essential to ensuring students and the local workforce have proper access to educational resources. Broadband connectivity is also linked to quality of life: it expands access to healthcare services, educational pursuits, and entertainment.

According to the service map, prepared as part of the Georgia Broadband Deployment Initiative (GBDI), Madison County is significantly underserved. The GBDI's "served" categorization is based on fixed, terrestrial broadband service with minimum 25 Mbps down and minimum 3 Mbps up, and where the broadband service is available to more than 80% of locations in a census block. The GBDI's Unserved by County map (shown right) identifies that 32% of locations in Madison County are completely unserved.



Legend

■ GBDI Petitions

Served & Unserved Areas

■ Served

■ Unserved

■ No Locations

Description

This map focuses on unserved broadband statistics for Georgia counties. Click in the map or search by county to see county statistics. Census block level availability will appear once zoomed in.

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

Broadband data is provided by the various Internet Service Providers of Georgia.

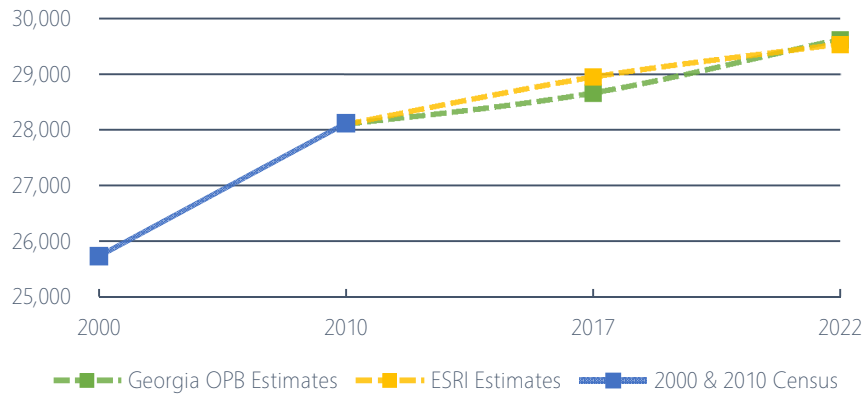
Location data are from commercially available sources.

Appendix

Appendix: Data

Population

Madison County Population 2000-2022

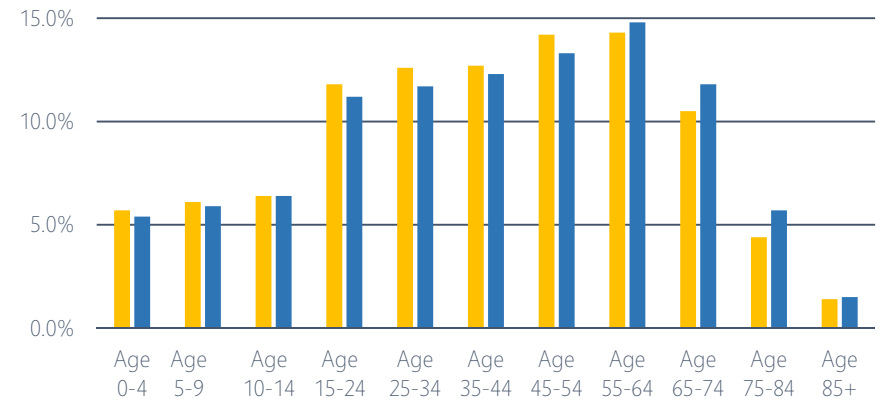


2000 Census	2010 Census	2017 Estimate	2022 Estimate
25,730	28,120	28,672 ¹	29,620 ¹
25,730	28,120	28,952 ²	29,533 ²

Madison County’s population is growing, and is projected to continue the trend. The estimates presented above from two separate sources project that the population will grow between 5.0% and 5.3% by 2022.

Age

Madison County Age Distribution 2017-2022



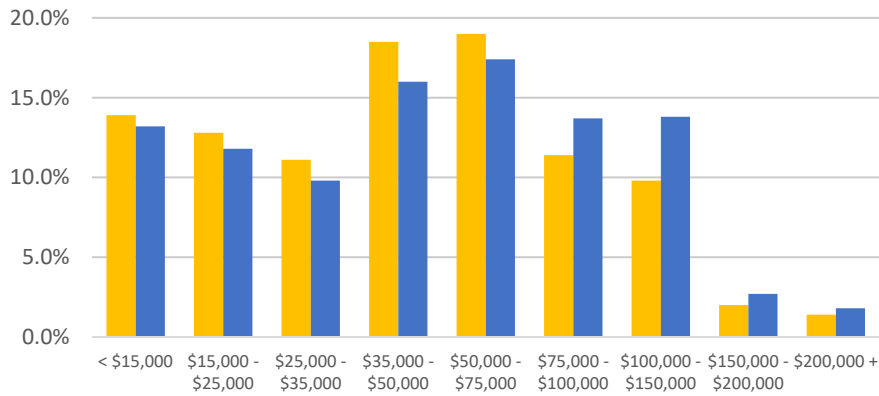
When compared with the region, Madison County’s population is aging. The median age in the County is 40.9² years old, more than 5 years older than the median in the 12 county region at 35.4² years old. This trend is expected to continue, with all cohorts aged 55 and older projected to grow, while those below 55 years old will decline². The projected population distribution by age for Madison County is presented above.

¹ Source: U.S. Census Bureau, Census 2010 Summary File 1, GA Governor’s Office of Planning & Budget forecast for 2017

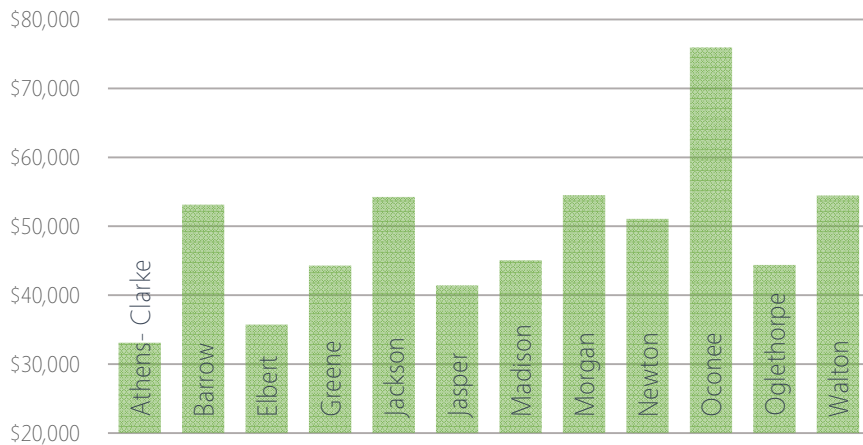
² Source: U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2017 and 2022

Income

**Madison County Household Income Distribution
2017-2022**



**Selected Median Household Incomes
2017**



Household incomes in Madison County are slightly less than those within the region. The median income for Madison County households are 6.1%, 11.7% and 18.5% below the Regional, State, and National medians, respectively. The distribution of median household incomes is presented at left. The chart below and to the left displays a comparison of median income in Madison County to other jurisdictions.

Commuting Patterns

A large percentage of Madison County's population commutes to a job in another county. According to 2015 estimates from the U.S. Census Bureau 87% of workers living in Madison County are not employed in the county. Of those employed in the county 54.9% report living outside the County. A breakdown of where Madison County workers are commuting is presented below.

Where Madison County Workers are Employed

Clarke	10.4%
Oglethorpe	5.9%
Jackson	3.9%
Oconee	3.0%
Franklin	3.0%
Elbert	2.7%
Hart	2.6%
Gwinnett	1.7%
Barrow	1.6%
All Other	20.1%

Source: U.S. Census Bureau, On The Map Application, <http://onthemap.ces.census.gov>