



Lumpkin County Comprehensive Plan February 2022



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CHAPTER 1

INTRODUCTION

PURPOSE & SCOPE

The purpose of the *Lumpkin County Comprehensive Plan* is to lay out a road map for the community's future, developed through a very public process involving local leaders and stakeholders. The *Comprehensive Plan* includes a vision for the community's future, identification of key needs and opportunities to address during the planning period, and an implementation program for achieving the vision and addressing the issues. The *Comprehensive Plan* is intended to generate local pride and enthusiasm about the future of the community, thereby making citizens wish to ensure that the plan is implemented.

This document addresses the local planning requirements and community development of Lumpkin County, Georgia. Some consideration has been given to the City of Dahlonega and to those areas and political entities adjacent to the County that influence local conditions, but all the cited issues, objectives and opportunities discussed herein are solely focused on Lumpkin County.

REQUIRED COMPONENTS

This comprehensive plan serves to meet the requirements and intent of the Georgia Department of Community Affairs' "Minimum Standards and Procedures for Local Comprehensive Planning," as amended in 2013, and the Georgia Planning Act of 1989. It is essential that the plan be prepared in compliance with these rules and guidelines for Lumpkin County to maintain their Qualified Local Government (QLG) status. Further, State law requires that the local government update its comprehensive plan every 5 years.

"The purpose of Minimum Standards is to provide a framework for the development, management and implementation of local comprehensive plans at the local, regional and state government level. They reflect an important state interest: healthy and economically vibrant cities and counties are vital to the state's economic prosperity."

(1) Community Goals: *The purpose of the Community Goals element is to lay out a road map for the community's future, developed through a very public process of involving community leaders and stakeholders in making key decisions about the future of the community. The Community Goals are the most important part of the plan, for they identify the community's direction for the future, and are intended to generate local pride and enthusiasm about the future of the community, thereby leading citizens and leadership to act to ensure that the plan is implemented.*

(2) Needs and Opportunities: *This is the locally agreed upon list of Needs and Opportunities the community intends to address. Each of the needs or opportunities that the community identifies as high priority must be followed-up with corresponding implementation measures in the Community Work Program. The list must be developed by involving community stakeholders in carrying out a SWOT (strengths, weaknesses, opportunities, threats) or similar analysis of the community.*

(3) Community Work Program: *This element of the comprehensive plan lays out the specific activities the community plans to undertake during the next five years to address the priority*

Needs and Opportunities, identified Target Areas (if applicable), or to achieve portions of the Community Goals. This includes any activities, initiatives, programs, ordinances, administrative systems (such as site plan review, design review, etc.) to be put in place to implement the plan.

In addition to the required core elements local comprehensive plans in Georgia must also include the following:

An assessment of Community Broadband Technology Capacity. *The purpose of the broadband assessment is to facilitate the “promotion of the deployment of broadband internet services” throughout each community in recognition of how vital this technology is for economic development. In an effort to provide advance compliance with this standard the County and municipalities will provide a brief analysis of their needs and objectives regarding broadband technology.*

Consideration of the Regional Water Plan and the Environmental Planning Criteria. *During the process of preparing its comprehensive plan, each community must review the Regional Water Plan(s) covering its area and the Rules for Environmental Planning Criteria... to determine if there is need to adapt local implementation practices or development regulations to address protection of these important natural resources. The community must certify that it has considered both the Regional Water Plan and the Rules for Environmental Planning Criteria when it transmits the plan to the Regional Commission for review.*

As a community that has adopted a form of development regulations the local governments must also include the necessary land use element within their plan to aid in the coordination of their development policies and capital improvement projects.

Land Use Element. *The Land Use Element, where required, must include at least one of the two components listed below:*

(a) Character Areas Map and Defining Narrative. Identify and map the boundaries of existing or potential character areas (see definition in Chapter 110-12-1-.05) covering the entire community, including existing community sub-areas, districts, or neighborhoods.

(b) Future Land Use Map and Narrative. Prepare a Future Land Use Map that uses conventional categories or classifications to depict the location (typically parcel by parcel) of specific future land uses. If this option is chosen, prepare the Future Land Use Map using either of the land use classification schemes described below and include a narrative that explains how to interpret the map and each land use category.

The comprehensive plan was prepared in accordance with minimum procedural requirements for local plans, which include a public hearing prior to substantive work on the plan, and a public hearing prior to transmittal of the comprehensive plan for review by Georgia Mountains Regional Commission (GMRC) and Georgia Department of Community Affairs (DCA).

~

Material for the Purpose, Required Components and Required Procedures has been taken from the appropriate sections of Georgia Department of Community Affairs’ “Standards and Procedures for Local Comprehensive Planning.”

CITIZEN PARTICIPATION

As a part of the planning process, local governments must provide opportunities for public participation, ensuring that citizens and other stakeholders are aware of the effort and how to provide comment. At a minimum, the public participation program must provide for: adequate notice to keep the general public informed of the emerging plan; opportunities for the public to provide written comments on the plan; hold the required public hearings; and provide notice to property owners through advertisements in the newspaper (legal organ) of the planning effort soliciting participation and comments. In addition, the local government must provide opportunities for public participation through other means and methods to help articulate a community vision and develop associated goals and implementation program.

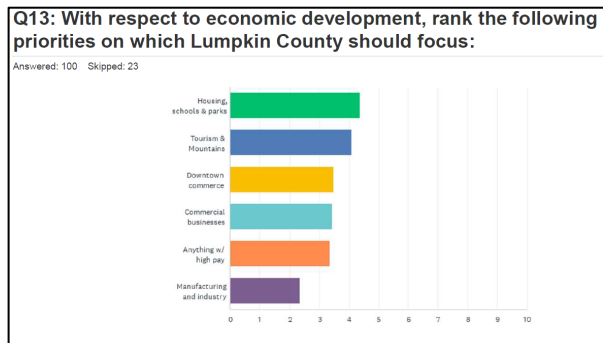
It is noted here that during 2021 much of the world was still feeling the impacts from the Covid-19 Pandemic. While Lumpkin County was not too greatly affected, it did mean that public participation processes would need to adapt. Any public events required appropriate safety protocols, and where possible alternative means for input were encouraged. As a result, this update process employed a variety of involvement efforts such as direct contact with key stakeholders via email and phone conversations, drawing from other source materials to gain insight into local needs, and utilizing online surveys to invite public comment.

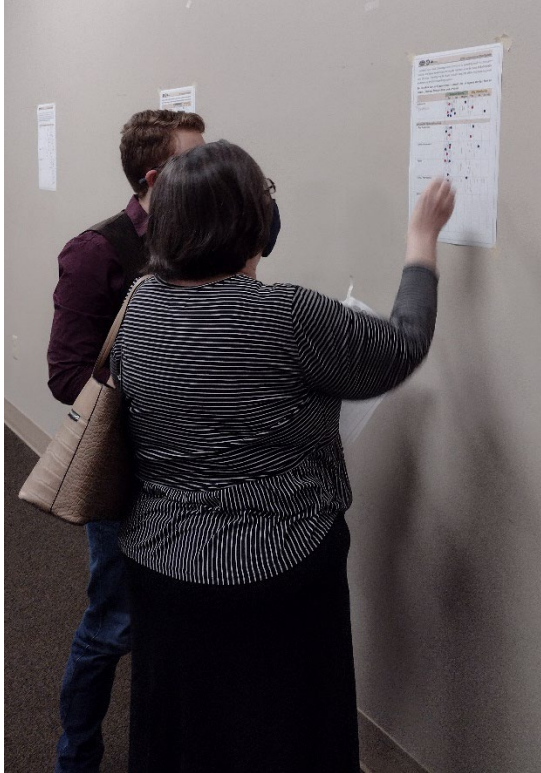
The Lumpkin County planning process included multiple outlets for soliciting input, beginning with an Advisory Committee to help guide the direction of the effort. This committee began meeting in the spring of 2021 and met most months through January of 2022. Comprised of key private and public sector stakeholders, the committee provided insight and comment about the state of the community, critical issues to explore during the process, and advised on draft material along the way. This body also served to mitigate the nature of general comment received during public forums and online surveys.

Lumpkin Plan Advisory Committee

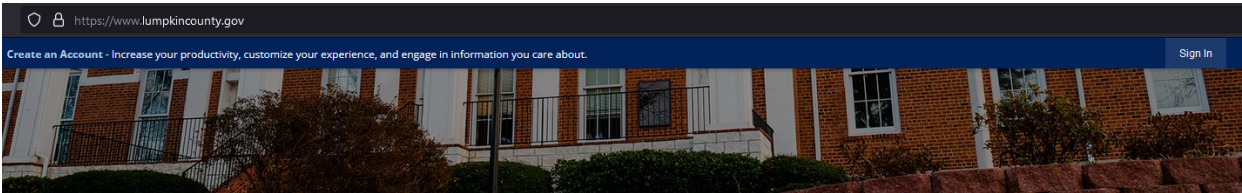
- Bruce Georgia
- Chris Dockery
- Mary C. Beutel
- Ashley Peck
- Alan Ours
- Larry Reiter
- Rebecca Shirley
- Sean Phipps
- Tony Nunley
- Rhett Stringer
- C. Towers

For connecting with the general public, the two main avenues were online surveys and open public forums. The online surveys were available for a few months during the fall of 2021, collecting a total of 156 responses. The survey was comprised of 21 questions asking respondents about their thoughts on aspects of present-day Lumpkin County, as well as their ambitions for the future. This information was used to help develop the priorities and opportunities for this edition of the comprehensive plan.





The County also held multiple open public forums inviting residents and stakeholders to provide comments, ask questions, and offer their thoughts on select discussion topics such as land use policies and housing preferences. These forums were held at the Lumpkin County Recreation Center in Dahlonega, which provided a centrally located and easily accessible venue with ample space for attendees. Information from these events was used to aid in aligning priorities and affirming the general accuracy of the vision statement for the community.



NEWS & ANNOUNCEMENTS

Stay up to date



FEMA Public Notice

The Federal Emergency Management Agency (FEMA) has received the sub grant application for the Lumpkin County repairs due to damages from Severe Storms. Final notice is hereby given of FEMA's intent to provide funding for this project.

[Read on...](#)



Lumpkin County 101 Citizens Academy Registration Form

Registration for the Lumpkin 101 Citizens Academy is now open!

[Read on...](#)



Lumpkin Matters - Two Georgia Initiative

A community that works together to continuously improve the health and quality of life for all individuals and families in Lumpkin County is the vision of Lumpkin Matters.

[Read on...](#)



2021 Comprehensive Plan Public Survey Link

The public is invited and encouraged to take a brief online survey that will help inform local leaders about the main priorities for residents and business owners.

[Additional Info...](#)



CHAPTER 2

COMMUNITY VISION

The Minimum Standards and Requirements for Local Comprehensive Planning defines a community vision as something “... *intended to paint a picture of what the community desires to become, providing a complete description of the development patterns to be encouraged within the jurisdiction.*” It is required as an element of the comprehensive plan so that communities can truly establish a pure and simple ideal for themselves in a format that is easily expressed and understood.

Visioning provides communities with an opportunity to pause and consider the “big picture” as well as to attempt to clearly define their ideal future. Developing a vision means that the community has at least tried to identify current values, describe how they’re to be realized in the future and use that image as a foundation for short and long-term planning. As a process this also requires the community to develop a consensus on what conditions to change or to preserve.

COMMUNITY PROFILE



In 1828, after gold was “discovered” in the northeast Georgia Mountains, men and materials poured into the area as word of gold spread. This boom eventually displaced the last native Cherokee (to begin a journey that became the Trail of Tears) as Lumpkin County was officially established in 1832, carved out of what were then Cherokee, Hall, and Habersham counties.

In 1836, Lumpkin County’s Old Courthouse was built in the center of Dahlonega and is today the oldest public building in North Georgia. In 1838, the U.S. government opened one of the first Federal Branch Mints in Dahlonega. More than \$6 million in gold coins were minted at the site that was later to become the University of North Georgia’s Price Memorial Hall. The university was one of the first Federal Land Grant colleges and is to this day one of the premier military institutions in the nation.

Lumpkin County sits in the foothills of the Blue Ridge Mountains, with much of its territory within the Chattahoochee National Forest. The scenic beauty of this area, along with the history of the region, has fostered a strong tourism industry in the community. Festivals and fairs such as Gold Rush Days, The Mountain Flower Art Festival, and The Bear on the Square Festival bring thousands of people to our town yearly to enjoy the good hospitality and beautiful surroundings. Lumpkin County’s proximity to metro Atlanta, and its position along the way for travelers heading to or from the mountains, has boosted the community’s appeal as a charming destination.

These conditions have also shaped the local economy in other ways. The rugged terrain is regarded as scenic but has limited the potential for major manufacturing and select commercial agriculture operations. As a result, Lumpkin County has been historically a fairly insular

community, reliant on tourism and the university for the modern economy, while evolving as a rural community known for small-town charm and casual, country lifestyles.

COMMUNITY	2010	2015	2019	Δ 2010 - 2019	
				#	%
Lumpkin County	<u>30,282</u>	<u>31,285</u>	<u>33,610</u>	3,328	11.0%
Dahlonega	5,546	6,298	7,294	1,748	31.5%
Unincorporated	24,736	24,987	26,316	1,580	6.4%
Georgia					
Georgia	9,711,881	10,178,447	10,617,423	905,542	9.3%
Dawson Co.	22,328	23,369	26,108	3,780	16.9%
Union Co.	21,370	22,007	24,511	3,141	14.7%
Hall Co.	180,033	192,245	204,441	24,408	13.6%
White Co.	27,203	28,387	30,798	3,595	13.2%
Lumpkin Co.	30,282	31,285	33,610	3,328	11.0%
Gilmer Co.	28,339	29,514	31,369	3,030	10.7%
Fannin Co.	23,685	24,442	26,188	2,503	10.6%

STAKEHOLDER INPUT

The effectiveness of any planning process requires identifying the needs that must be addressed to achieve a community’s goals, clarifying the targets for the local government. While having the raw data about a community’s demographics helps understand current conditions, engaging with area residents, business leaders, and other key stakeholders ensures that the plan will be built upon the interests and ambitions of the public, which helps ensure local leaders will be making future decisions in line with the residents’ vision for the community.

Highlights of Public Comments and Survey Results

Do you think the County should seek to expand the tax base to support local facilities and services?

	Yes	No	Maybe
In General	30	9	4
For Specific Facilities/ Services			
Fire Protection	36	4	1
Law Enforcement	39	5	1
Roads	36	5	5
Parks/ Recreation	35	7	4

Previous public comments implied a need for more workforce housing options. Which of the following options do you consider favorable for your community?

	Yes	No	Maybe
Allowing smaller lot size/higher density	1	41	6
Multi-family housing (apartments)	5	29	11
Allowing attached single-family units (duplex/townhomes)	16	23	6
Manufactured homes		43	2

How strongly should the County limit potential impacts of commercial development in rural areas?

	Not at all	A little	Some	A lot	Very
Traffic		2	8	28	16
Noise		6	9	13	25
Lighting		6	7	20	17
Runoff/ Pollution			1	22	27
Other: stop high density					27

Would you favor policies that seek to concentrate commercial growth and development in the southeastern part of the County in exchange for limiting commercial growth north and west of Dahlonega?

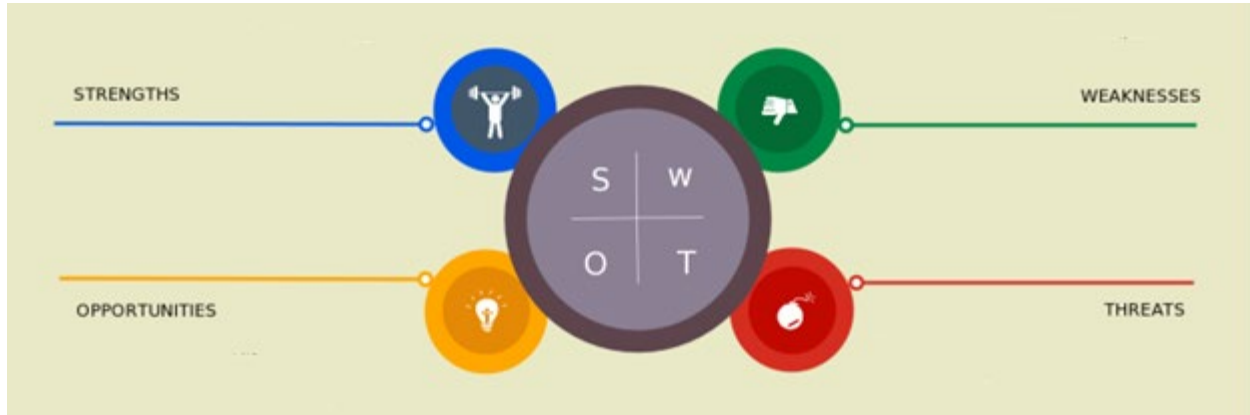
Yes:	46
No:	9

Please give us three words you would use to describe...

... how you view Lumpkin County today.		... how you wish to see Lumpkin County in the future.	
#	Value	#	Value
26	Beautiful	21	Rural
18	Rural	20	Beautiful
12	Friendly	10	Historic
11	Nature/ Natural Beauty	10	Nature/ Natural Beauty
11	Peaceful	10	Safe
10	Historic/ History	9	Peaceful
10	Quaint	6	Quiet
9	Safe	5	Clean
6	Home	5	Community
5	Charming	5	Family/ Family-friendly
5	Family	5	Friendly
5	Growing	5	Quaint
5	Quiet		
5	Unique		

SWOT Analysis

One facet of the public input process asks communities to assess the information outlined to identify their respective Strengths, Weaknesses, Opportunities, and Threats. In doing this SWOT analysis the communities can more effectively define their objectives and actions to as to better achieve the desired vision.



This part of the planning process also reviewed various forms of data and information about each community. Information such as Census data and Department of Labor data was reviewed for insight into local conditions, plus each local government was asked to provide summaries of their immediate operational and capital improvement needs to give an indication of their priorities ahead of discussions about public objectives. When evaluating this data and information the planning process focused on whether it verified needs or opportunities identified previously, whether it uncovered new needs or opportunities not previously identified, and whether it indicates significant local trends that need to be considered in the planning process.

STRENGTHS/ KEY ASSETS	WEAKNESSES/ LIABILITIES
Mountains/ St. Parks/ National Forest UNG Hospital GA 400 Rural character Low cost of living Safe hometown Access to metro Atlanta Strong tourism industry Yahoola Creek Park/ Parks and Rec amenities	Limited thoroughfare access Need improved broadband connectivity Land use policies need updating Gaps in workforce/starter housing supply Limited options for commercial tax base Limited options for groceries Need for road improvements
OPPORTUNITIES/ UNIQUE POSSIBILITIES	THREATS/ OUTSIDE RISKS
Expansion of GA 400 Potential medical hub with hospital relocation Chance for new/ smart growth Opportunity for more agritourism	Managing potential conflicts from growth Possible rapid growth from metro Atlanta

The Big Ideas

<p>1.</p>	<p>Preserve Lumpkin County’s rural character</p> <p><i>Residents, visitors, and local business leaders cherish the scenic beauty and pastoral nature of the community. They appreciate economic development and expect some change, but are desperate to maintain the rural, Appalachian character that currently defines the hometown they love.</i></p> <p><i>Lumpkin County can take several measures to improve how their land use codes better achieve the objectives laid out in the Recommended Character Areas. Improvements to their codes, along with a clearer and streamlined development review policy, will make it easier for the County to manage development in a fashion that preserves rural character without impeding economic growth.</i></p>	<ul style="list-style-type: none"> • Develop a greenspace strategy • Support local agricultural interests • Update land use policies to mitigate impacts of new development • Target utility and infrastructure improvements in ways compatible with rural character • Create a development strategy for an expanded GA 400 corridor
<p>2.</p>	<p>Focus economic development on industries compatible with our rural character</p> <p><i>There is a demand for more and better job opportunities, and overwhelming support for increased retail options that cater to residential needs (such as groceries). The desire among residents is that efforts supporting business expansion do so with an emphasis on sustaining the community’s rural character, minimizing the potential nuisances of the need for major impacts on the landscape.</i></p> <p><i>Given the right support and resources, the Development Authority can more actively seek out businesses suitable for rural communities and providing residents with the additional retail options desired. A formalized strategy and additional staff assistance will also allow the Authority to better assist existing companies in the area.</i></p>	<ul style="list-style-type: none"> • Support local agricultural interests • Update land use policies to mitigate impacts of new development • Target utility and infrastructure improvements in ways compatible with rural character • Create an Economic Blueprint Strategy • Support the Development Authority • Maintain Broadband Ready status

The Big Ideas

3.	Pursue & celebrate government efficiency and effectiveness
<p><i>Expectations and demands regarding how governments communicate with their residents and business leaders has evolved. New technologies and a heightened awareness of Lumpkin's potential means citizens may have different performance measures than past generations. Today's citizens want efficiency, but they also expect a quality return on their investments.</i></p> <p><i>The County already employs a version of vehicle tracking software and has versions of financial information available to the public. Modest updates to how this information is collected and shared, along with incorporating the same long-term budgeting for facilities, personnel, and major equipment purchases, can not only invite more effective financial planning but can assist in demonstrating to the public how the County is acting wisely in accordance with their goals.</i></p>	<ul style="list-style-type: none"> • Adopt a formal Communications Policy that emphasizes public relations • Establish departmental reports for long-term capital improvement planning • Consider performance measures (or similar) for annual budgeting and project planning
4.	The County must address evolution of housing types and affordability
<p><i>Housing affordability is critical today, particularly among workforce/ starter units and senior-friendly units. Competition from UNG can affect supply and pricing, as will restrictions from topography and limited utility access. As the County updates their land use codes, they should consider how new trends (short-term rentals, tiny housing...) may impact local markets, and seek policies that preserve local character.</i></p> <p><i>An exercise in formally reviewing how different housing types do or do not work within Lumpkin County can assist in guiding how to make the best out of local ordinances and show to the public how various types will preserve the area's low cost of living.</i></p>	<ul style="list-style-type: none"> • Update land use policies to mitigate impacts of new development • Target utility and infrastructure improvements in ways compatible with rural character • Develop a comprehensive housing study (with Dahlonge and UNG)

VISION STATEMENT

A vision for the community's future must be included in the comprehensive plan. The community vision is intended to provide a complete picture of what the community desires to become. The community vision must be based on public input, the assessment of current and future needs and be supported by the goals, policies and objectives in the comprehensive plan. In addition, there must be consistency between the community vision and the Georgia Department of Community Affairs Quality Community Objectives as well as consistency with the community visions of other communities within the region.

The current vision statements originated from the previous planning cycles, where they were derived from the various comments and suggestions raised during public meetings and through the available survey process. They encapsulate the basic principles and values desired by existing residents and stakeholders, particularly in illustrating the manner in which each community wishes to retain their existing character while simultaneously embracing some change, which seems inevitable based on regional growth patterns.

“Lumpkin County: A historic mountain community that values small town tradition and balances responsible, focused growth, while also promoting quality of life and the experience of recreational living with southern charm.”



The most common words used to describe each community reflected the values typically associated with small communities: Rural, Safe, Quiet, and Small-Town Charm. These traits were used to define Lumpkin County as it is today and largely how people would like to see it in the future. The sense is to retain the rustic character of the community while finding specific places and manners in which new development can blend in. The predominant line of thinking to that end, then, is to concentrate development near the southern boundary or near Dahlonega, particularly restricting heavier development such as commercial and industrial activity, to select spots along GA 400.

CHAPTER 3

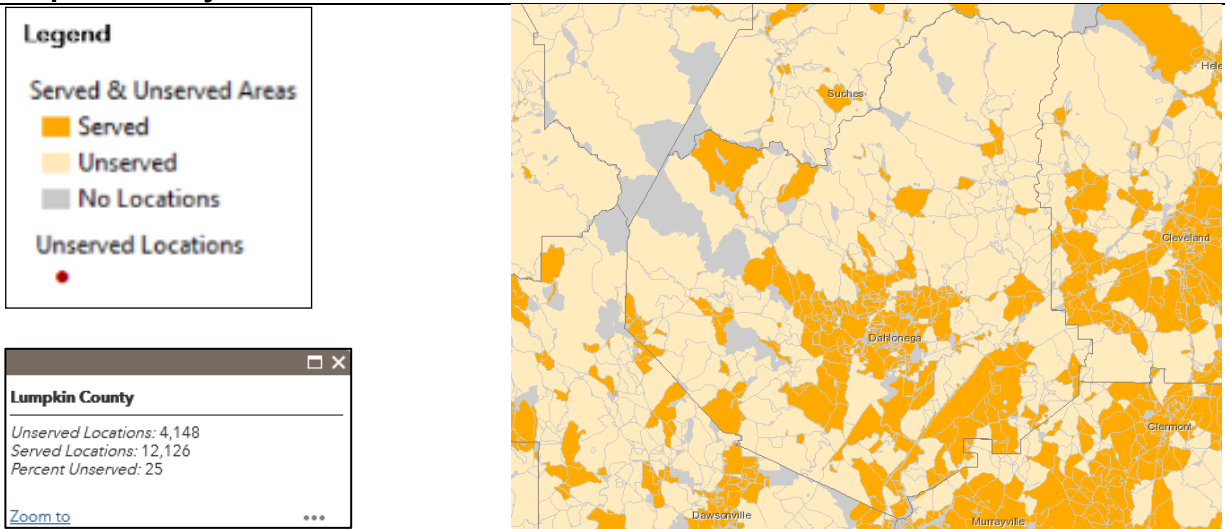
COMMUNITY ASSESSMENT

BROADBAND ASSESSMENT

The growing importance of access to reliable and high-speed, high-capacity internet connections cannot be overestimated. Unserved and underserved areas of Georgia will not remain economically competitive without sufficient internet infrastructure, as this technology becomes the default utility for all manners of communication. To address this issue the Georgia General Assembly amended the provisions of local planning in Georgia by passing the "*Achieving Connectivity Everywhere (ACE) Act*" to facilitate the enhancement and extension of internet access in communities. The ACE Act requires all local governments to incorporate the "*promotion of the deployment of broadband internet services*" into their local plan. Once these are in place the Georgia Department of Community Affairs and the Department of Economic Development will identify and promote facilities and developments that offer broadband services at a rate of not less than 1 gigabit per second in the downstream to end users that can be accessed for business, education, health care, government.

One of the first products to come out of the Georgia Broadband Initiative was an inventory of general conditions across the State regarding access to high speed/ high-capacity broadband technology. Utilizing demographic data from the US Census Bureau and cross-referencing that information with knowledge of broadband infrastructure, the Department of Community Affairs produced a series of maps depicting the state of broadband accessibility in rural areas.

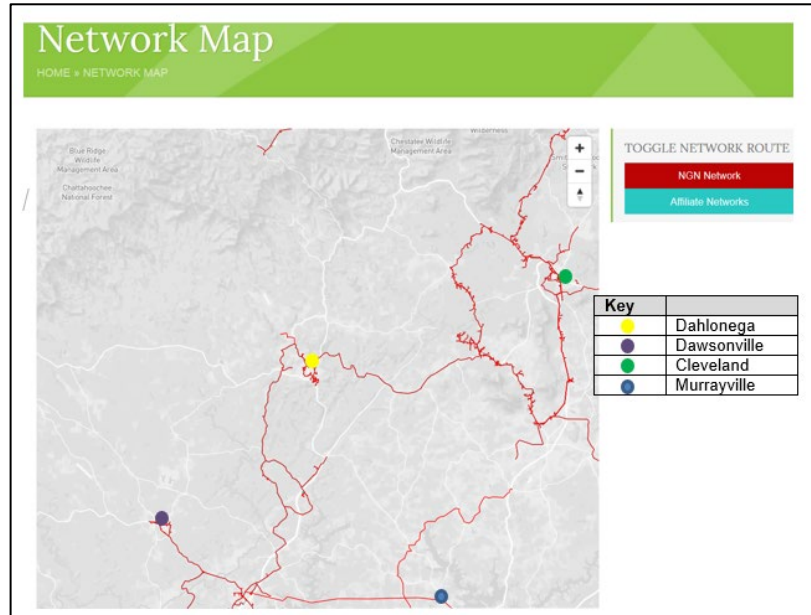
Lumpkin County Broadband Access - 2021



The map portrays broadband statistics for the State of Georgia. Statistics are available by census block, county and legislative boundary. 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 status.

In assessing Lumpkin County's 2019 access to higher grade broadband technology, stakeholders were asked to rate the general satisfaction of existing internet service providers and the County provided information about the general distribution of high-capacity lines throughout the area. The majority provider within the area (based on geographic area) is Windstream, for which service ratings were considered below average. Both Windstream and Comcast provide major commercial service in the GA 400 corridor, along arterial roads leading westward from GA 400, to Dahlonega, and along various roads throughout the unincorporated County. There are, however, several gaps in "last-mile" connectivity along more remote rural roads, particularly regarding higher speed and higher capacity lines.

The County does have access to the North Georgia Network (NGN), an incorporated cooperative providing a regional fiber optic system with over 1,600 linear miles of infrastructure. The NGN was conceived with hopes for a more prosperous rural Georgia, knowing that a fast, reliable, and affordable fiber optic network is vital to modern economic development. The NGN provides infrastructure with 100 gigabit core line and connects to almost all the schools and colleges in the region as well as reaching many government structures and prominent business parks



NGN map of service lines in the Lumpkin County area.


As an additional reference, Lumpkin County and Dahlonega were included in the 2014 Georgia Mountains Digital Economy Plan (DEP), one of several such plans developed for each region across Georgia in accordance with standards defined by the Georgia Technology Authority (GTA). The DEP was designed to identify and coordinate the resources and efforts related to improving the region's infrastructure in support of hi-tech industries and economies. As each regional plan is completed, the State and its partners can begin directing their energy and resources with clearer focus and understanding of needs from every part of Georgia. While specific investment actions have not been identified as part of this initial process, the DEP provides a work scope that addresses key focus areas and recommendations that will help the GMRC, its member governments and regional stakeholders move forward with an understanding of the regional and state context for building network connectivity, improving educational resources and fostering technology hubs. With continued coordination and monitoring of progress, it is hoped these efforts will make the region a more effective and efficient place enabling all manners of business to realize their potential in accessing and utilizing electronic data.

In 2019 Lumpkin County surveyed key stakeholders in the community regarding broadband service in the area. Based on comments and indications, the biggest hurdle for broadband access within Lumpkin County is addressing available speeds and sustaining service without interruptions. Respondents to the input process indicated that services outside of Dahlonega and

the GA 400 corridor were typically slower and weaker. The same comments were applied to all service providers in the area, with special concern levied over the prospect for the local networks to handle increasing loads of streaming media. Everyone considered it of vital importance for economic development in the community that providers strive to upgrade capacity and speed so as to minimize issues related to slower, interrupted service.

While ultimately everyone wished to see improved service capacity brought to all parts of the county, the majority of respondents echoed the theme that the city and the GA 400 corridor are the priorities, both to promote further economic growth and to sustain existing industry while keeping the rest of the county rural. Some additional investment in expanding the networks south of Dahlonega was also seen as favorable, under the assumption most new development would be coming from that direction. So, the generalized plan is to strengthen the service in the key areas and then address long term goals for last-mile connectivity throughout Lumpkin.

	Broadband Service	
	@ Residence	@ Workplace
Locations of Respondents	West of Dahlonega (35%) In Dahlonega (29%)	In Dahlonega (71%) South of Dahlonega (12%)
Avg. Satisfaction Rating (1 = Poor, 5 = Great)	2.7	3.1
Top Issues (1 = Low, 6 = High)	5.15 Speed 4.15 Service Interruptions 4.00 Capacity	5.08 Speed 4.42 Service Interruptions 4.25 Capacity

Priorities for Future Network Enhancements	
<ul style="list-style-type: none"> • <i>Improve performance within/around Dahlonega and GA 400 corridors</i> • <i>Extension of higher-capacity trunk lines from NGN</i> • <i>Long-term plan for “last-mile” connections</i> 	

After providing documentation to the Georgia Department of Economic Development (GDEcD), Lumpkin County will be recognized for its completion of the application and compliance by adopting a local comprehensive plan inclusive of broadband services deployment and a Broadband Model Ordinance. The Gateway Corridor Overlay District in Lumpkin County is the first to receive a Broadband Ready Community Site designation.

ENVIRONMENTAL ASSESSMENT

A region’s natural resources are the native conditions and elements that contribute to the local character and livelihood, such as the rivers and lakes supplying public water, mineral deposits that support local industry, or a scenic park serving locals and tourists. These resources can, when properly managed, greatly serve a community’s health, culture, and economy. However, because these sites and conditions are highly susceptible to disturbance from human activity, they are also regarded environmentally sensitive and need to be preserved for public benefit.

Clean Water Act Compliance

Y	Any “not supporting” 303(d) listed waterbodies? <i>(See Below)</i> <i>If yes, these waterbodies have been found contaminated to the extent that they are not considered supporting their designated use. As such the local community should seek to manage land uses within the watershed so as to yield healthier water quality.</i>
Y	Any 305(b) listed waterbodies? <i>(See Below)</i>
N	<i>If yes, do the Implementation Plans/Watershed Management Plans require any outstanding actions from the local government? If so, please include these actions within the Implementation Program.</i>

Georgia employs two tiers of water quality standards for environmental planning purposes: A general criteria applicable to all waters and more detailed, specific criteria for each of six designated uses. The general criteria (shown below) are qualitative and reflect the goals for Georgia’s streams, rivers, ponds and lakes. These are established to ensure consistency across resource initiatives and to keep a comprehensive perspective in everything EPD does for maintain water quality. Once designations are made, the State of Georgia assesses its water bodies for compliance with water quality standards criteria established for their designated uses as required by the Federal Clean Water Act (CWA). Assessed water bodies are placed into one of three categories depending on water quality assessment results: *Supporting* designated use, *Not Supporting* designated use, or *Assessment Pending*. These water bodies are found on Georgia’s 305(b) list as required by that section of the CWA that addresses the assessment process and are published in Water Quality in Georgia (GA EPD, 2019).

Lumpkin County currently features 13 stream segments that are listed as Not Supporting their designated use, and another 4 with their assessment pending. These waters are the ones in need of ongoing monitoring and possible future mitigation to ensure the water quality does not become so impaired as to harm wildlife or people. Most of the pollution issues in Lumpkin County concerns Fecal Coliform bacteria (typically in the form of animal waste) or Biota – Fish impairment (commonly associated with chemicals like phosphates), with both attributed to non-point source contamination, meaning the polluting agents aren’t coming from a pipe or obvious source but are instead washing into the streams from broad areas. Currently, the County and Georgia EPD have plans in place to address these issues, with most streams having already been reviewed as part of a watershed management plan or comparable assessment. So long as the County continues to enforce proper standards and that all stakeholders encourage best practices regarding livestock management and chemical applications it is hoped the conditions will improve.

Lumpkin County also has another 16 streams that have been monitored as part of past contaminant concerns but that have since been restored to supporting standards. These streams are still tested and monitored by EPD, however.

STATE LISTED WATER BODIES IN LUMPKIN COUNTY

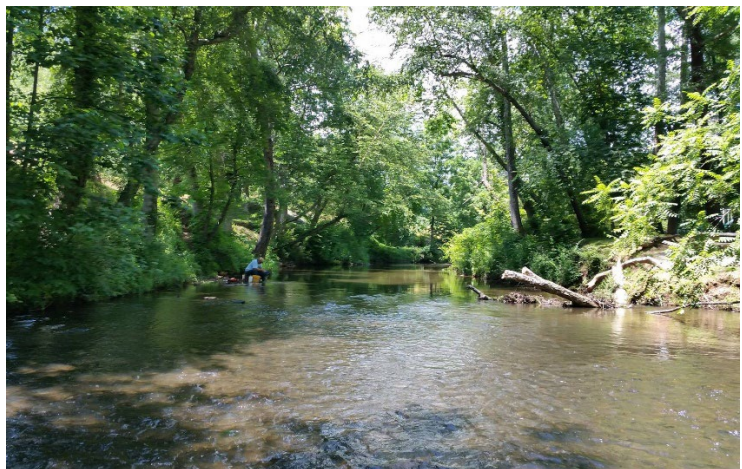
NAME	LOCATION	SIZE (miles)	STATUS	CAUSE	SOURCE
Glade Branch	*Headwaters to Town Creek	2.0	AP		
Jones Creek	Headwaters at Fannin Co. Line to Etowah River	8.0	AP		
Tributary to the Chestatee River	Headwaters to the Chestatee River	2.0	AP		
Yahoola Creek	Bryant Creek to U.S. Hwy 19/SR60 Business	6.0	AP		
Cane Creek	Tributary 1 mile upstream Camp Wahsega Road to Cane Creek Falls	3.0	NS	Bio F	NP
Chestatee River	Yahoola Creek to Lake Lanier	9.0	NS	FC	NP
Chestatee River	Tate Creek to Tesnatee Creek	7.0	NS	FC	NP
Chestatee River	Tesnatee Creek to Yahoola Creek	10.0	NS	FC	NP
Clay Creek	Peggy Branch to Dowdy Branch	3.0	NS	Bio F	NP
Etowah River	Headwaters to Edmunston Creek	6.0	NS	Bio F	NP
Hurricane Creek	Mill Creek to Etowah River	3.0	NS	Bio F	NP
Tate Creek	Headwaters to Chestatee River	4.0	NS	Bio F	NP
Tesnatee Creek	*Town Creek to Chestatee River	5.0	NS	FC	NP
Tributary to Etowah River	Headwaters to Etowah River	3.0	NS	Bio F	NP
Wahoo Creek	*SR 52 to Lake Lanier	5.0	NS	Bio F, FC	NP
Yahoola Creek	U.S. 19/Business SR 60 to Chestatee River	9.0	NS	FC	NP
Yahoola Creek	Walden Creek to Bryant Creek	4.0	NS	Bio F	NP

Source: Georgia EPD, 2020

* = Affected stream lies in two counties

Legend

AP	Assessment Pending
NS	Not Supporting
Bio F	Biota – Fish Impairment
FC	Fecal Coliform
NP	Nonpoint source pollution



Yahoola Creek

Environmental Planning Criteria

Characteristic	Lumpkin County	Dahlonega
Floodplains	Y	Y
Forest Lands	Y	
Ground Water Recharge Areas	Y	
Plant & Animal Habitat		
Prime Agricultural Lands		
Protected Mountains	Y	
Steep Slopes	Y	
Water Supply Watersheds	Y	Y
Wetlands	Y	Y
Protected Rivers	Y	Y

Within Lumpkin County are several resources covered by the *Environmental Planning Criteria*. The Criteria was established through the Georgia Planning Act as a method of identifying minimum standards that should be implemented to protect Georgia's most sensitive natural resources including wetlands, water supply watersheds, protected rivers, groundwater recharge areas, and mountain protection areas. Local governments are encouraged to adopt regulations for the protection of relevant natural resources to maintain their eligibility for certain state grants, loans, and permits. DNR has developed model ordinances to be used as guides for local governments as they develop the necessary regulations to meet EPD standards. Lumpkin County has regulations in place to address these environmental conditions, however from time to time it may review these standards and policies to see if they need revisions or updates.

Throughout this process, Lumpkin County understands their need to be compliant with all applicable State laws and regulations regarding environmental planning and protection. This is to certify that as part of this planning process appropriate staff and decision-makers have reviewed the *Coosa-North Georgia Water Plan*, the *Georgie Mountains Regional Plan*, and the *Georgia State Rules for Environmental Planning Criteria* (O.C.G.A. 12-2-8) and taken them into consideration in formulating this local plan. No conflicts were identified between this document and the other documents

COMMUNITY FACILITIES & SERVICES

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

The staff for Lumpkin County were surveyed independently for their thoughts on the existing levels of performance for their departments and needs for their department in order to sustain levels of service as the county grows and changes. The following represents a summary of their identified needs and priorities.

Department	Does your Dept. have a long-range plan and budget?		Do you have needs to maintain existing LOS?		Do you have needs if the County grows?	
	Yes	No				
Communications / 911		X			X	
Animal Shelter		X			X	
Development Authority		X			X	
Finance		X		X	X	
Public Buildings	X				X	
Public Works		X		X	X	
Roads and Bridges					X	
Special Projects	X			X	X	
Tax Office				X	X	
Human Resources		X			X	

Targeted Needs/Objectives by Department

Animal Shelter

- Additional staffing will be needed as demand for services grows with population
- There are repairs needed for the current facility, but long-term demand may require a new shelter on property which allows for future expansion and an area to house livestock
- Need additional animal control vehicles and a livestock trailer

Development Authority

- Need land and infrastructure to support development.
- Need to clarify/ streamline communications about the commercial development process
- A guaranteed source of funding – such as up to 1 mill, a special tax district along the Gateway Corridor, SPLOST, or general fund for organization administration
- An “*Economic Blueprint*” that includes a target industry analysis
- Need additional staff/ administrative help to achieve work program

Finance/ Special Projects

- Need inventory tracking system (2022)
- Project management and facility tracking software

Public Works/ Roads and Bridges

- Resources enabling more preventive maintenance work
- Heavy equipment operators and CDL drivers
- Ton-Dump truck

Parks and Rec

- More gyms and more ball fields
- Update options for extracurricular activities and entertainment for children and seniors

911

- Additional staffing will be needed as demand for services grows with population
- Replacement of existing radio dispatch console equipment and software
- Secondary PSAP location.

LAND USE ASSESSMENT

Land use management policies and programs represent guidelines for shaping development patterns that provide for efficient growth while also protecting sensitive social and environmental areas. As such communities should take into account their current and immediately projected conditions and assess the identified needs and issues regarding the built landscape and community services for the area. This section presents an inventory of existing land use patterns and development trends for the community, allowing the local government to produce the most effective policies needed to manage the demands from projected development.

Development Trends

Like much of northern metropolitan Atlanta, Lumpkin County and the neighboring jurisdictions are receiving more and more development each year. New residential developments creep toward the mountains as households seek cheaper land and/or more attractive, rural places to reside while still retaining commuting distance to employment options. As this happens, more and new forms of commercial activity follows, trying to capitalize on the growing customer base.

For now, most of the growth within Lumpkin County is centered on the southern end, along the GA 400 corridor or immediately west thereof. The node of GA 400 and SR 60 contains the most prominent commercial center outside of Dahlonega, served by the divided four lane arterial road and the available utilities. West of this, in the part of Lumpkin County between Dahlonega and Dawsonville, is the area that's seen the most request for development permits in the past 5 years. Even without significant investment by the County it appears at least some growth will come to this area as Dawson County to the south welcomes the encroaching suburbia.

To the west of Dahlonega, the Iron Mountain development began construction of what is a outdoor recreation destination encompassing hundreds of acres. Phase 1 of the project is slated to include rental cabins, RV campsites, a commercial hub with restaurant, offices, and a welcome center, an event venue, and trails for motorcycles and ATVs. There are plans for further expansions depending on the success of the destination.

UNG continues to grow their campus and facilities, with the Dahlonega campus now hosting upwards of 7,000 students. The success of the University provides opportunities for economic growth in the area, but also presents conflicts as UNG and private citizens compete for land and, most notably, affordable housing. The University will invariably increase their footprint outside of the City over time, driving the investment of infrastructure and utilities to expand the urbanized portions of the county.

Northeast Georgia Medical Center is relocating the hospital currently in Dahlonega to a new campus along GA 400, south of the intersection with SR 60. Once completed by 2025, this facility will anchor additional office activity and has already attracted interest from developers for supporting commercial activity.

Areas Requiring Special Attention

Analysis of the prevailing trends will assist in the identification of preferred patterns of growth for the future. More specifically such analyses can identify those areas requiring special attention regarding management policies, such as natural or cultural resources likely to be intruded upon or otherwise impacted by development. As part of this process, stakeholders and local

governments are encouraged to evaluate the presence of subsets of their communities subject to special circumstances such as:

- ✓ *Areas where rapid development or change of land uses is likely to occur*
- ✓ *Areas where the pace of development has and/or may outpace the availability of community facilities and services, including transportation*
- ✓ *Areas in need of redevelopment and/or significant improvements to aesthetics or attractiveness (including strip commercial corridors)*
- ✓ *Large, abandoned structures or sites, including possible environmental contamination.*
- ✓ *Areas with significant infill development opportunities (scattered vacant sites).*
- ✓ *Areas of significant disinvestment, levels of poverty, and/or unemployment substantially higher than average levels for the community as a whole*

Upon consideration of development trends and land use issues in Lumpkin County, the following priorities stand out for the planning period:

Suburban Development Area – This is the portion of Lumpkin County experiencing the most activity regarding development permits in the past 5 years, due in large part to the proximity to metropolitan Atlanta and the presence of both GA 400 and, in select areas, water and sewer. This area is susceptible to the same development pressures as neighboring Dawson County to the south, where households and businesses are seeking cheaper land options than more developed areas while still maintaining access to the metropolitan growth. This is the area where Lumpkin County must plan for the most change, and likely the most dynamic forms of change.

Gateway Corridor –

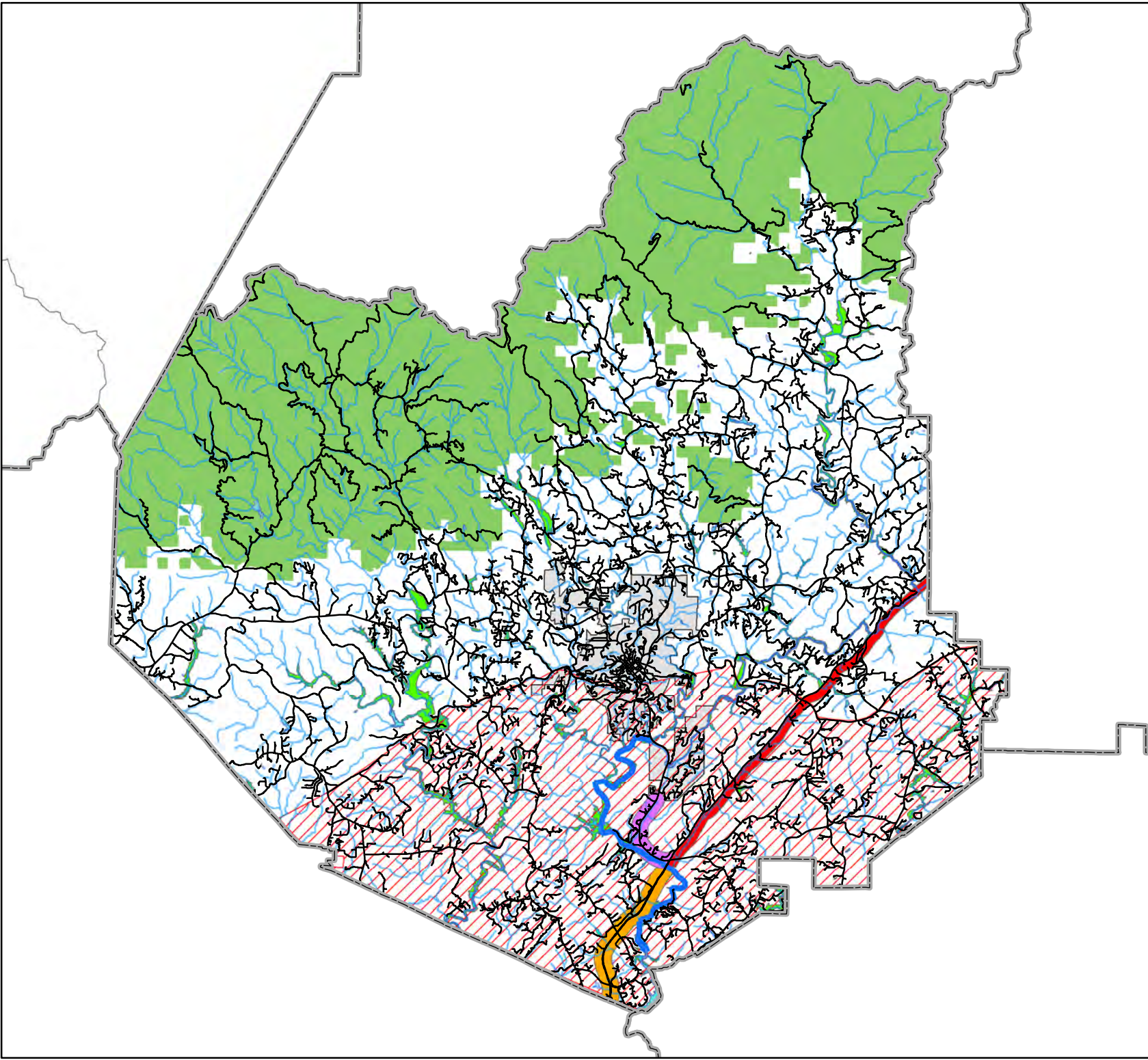
Economic Activity Center – This is the portion of GA 400 stretching from SR60 southward to the Dawson County line. This area includes existing commercial development as well as the area for the proposed Northeast Georgia Medical Center and other anticipated retail and offices. It will be a growing economic engine for the community as businesses tap into the residential growth of the area and the increasing traffic flow along the corridor.

Future GA 400 Corridor – This is the corridor running northward from the current northern terminus of GA 400 at the intersection of SR60, along the approximate route of where GA 400 will someday be extended all the way to Cleveland. It is expected to mostly follow the route of SR115, and will mostly take on the divided four-lane arterial capacity of the existing GA 400. This area already includes plans for expanded water and sewer capacity and will likely receive strong development interest in once the roadway comes online.

Lumpkin County Areas Requiring Special Attention

Legend

- Lumpkin County Roads 2020
- Lakes and Ponds
- Protected Rivers
- Rivers and Streams
- Future GA 400 Corridor
- Gateway Corridor
- Economic Activity Center
- Suburban Development
- National Wetlands Inventory
- City of Dahlonega
- FEMA Flood Plains
- Conservation Lands/National Forest



RECOMMENDED CHARACTER AREAS

Character area planning incorporates the concept of community function and feel to identify neighborhoods or communities of similar interaction, process, and character. Defining character areas is useful for identifying unique characteristics that provide a sense of community and to discern localized functions within the larger city or county context. Once character areas are established, community leaders can develop and implement strategies to promote the unique qualities of each character area.

The prevailing character and context of a community influence development forms and scale. Such elements are often identified as sub-areas within the community, such as neighborhoods, defined by architectural scale and style, functions and roles, traffic flow, and other factors that differentiate one area from the next. As such, a character area is a specific geographic area that meets the following criteria:

1. Has unique or special characteristics;
2. Has potential to evolve into a unique area when provided specific and intentional guidance; or
3. Requires special attention due to unique development issues.

Character areas are often times identified based on environmental and/or physical characteristics of an area and it is not uncommon for communities to define their physical spaces based on a combination of both.

The Recommended Character Areas represent a starting point in the discussion of the overall development strategy. Boundaries, descriptions, and vision statements for future development were created during the community participation process.

The recommended character areas for Lumpkin County are as follows:

- Rural Places
- Residential Growth
- Recreation/Open Space/Conservation
- Neighborhood Village Center
- Community Village Center
- Transportation/Communication/Utilities
- Commerce Corridor
- Gateway Corridor
- Agricultural Preservation
- Industrial
- Public/Institutional

Rural Places

The Rural Places district is intended for development as rural residential communities connected to the agricultural, economic, environmental, and aesthetic features of the rural and natural landscape through practices such as clustering development at farmsteads and large lot homesteads, crossroad hamlets, or within large lot conservation and master planned developments.

Many areas of Lumpkin County are shifting from an agricultural base to one of mixed residential, commercial and industrial land development. The intent of the Rural Places category is to provide a residential-agricultural community, which benefits from its scenic rural landscape with much of its identity based on its agrarian past while accommodating residential growth. This residential category is located primarily between the middle portion of the County to the southern portion of the County.



Development Encouraged

- Low density residential
- Cluster Developments
- Large lot homesteads
- Crossroad Hamlets
- Large Lot Conservation
- Residential Master Planned Communities
- Silviculture/ Forestry
- Wildlife Management Areas

Implementation Measures

- Conduct forum reviewing/amending development regulations as needed
- Develop design guideline reference material
- Develop *Iconic Images* database



Residential Growth

Residential growth areas are intended for conventional subdivisions and commercial nodes. Development in this area will be characterized by smaller lot sizes and a greater variety of housing types.

The intent of this character area is to channel growth pressures to areas that are suitable in terms of land use patterns and infrastructure investment, and to areas that have a more “urban” feel. Areas designated as Residential Growth Areas are located primarily within areas that are currently experiencing urbanization and growth pressures, such as outside of City of Dahlonega and within areas that public water & sewer and transportation investment are planned. Minimum lot size varies by type of unit and whether public water and sewer serves the lot. This character area is located between the middle portion of the County and the southern portion of the County.



Development Encouraged

- Medium-density residential
- Single-family housing
- Conventional Subdivisions
- Townhomes/Multi-Family
- Cottage Industries
- Residential Businesses

Implementation Measures

- Conduct forum reviewing/amending development regulations as needed
- Develop design guideline reference material
- Develop *Iconic Images* database



Neighborhood Village Center

Neighborhood village centers are intended for small-scale commercial uses designed to serve daily local needs of the surrounding area. These uses will generally be retail or service oriented and be located in buildings between 3,000 and 6,000 square feet, but not more than 30,000 square feet.

Neighborhood centers are located throughout the county at major crossroad areas, and have developed over the years to serve local needs. These areas are typically rural in character and tend to attract residents who desire single-family homes on large lots. Thus, a neighborhood center is envisioned as a compact assortment of convenience-oriented retail stores and services to address the demands of adjacent residents in less urbanized parts of the county, focusing on historic or natural resources of the area. Adaptive re-use of historic structures and buildings is encouraged as a focal point. This character area is generally located at major crossroads or intersections.



Development Encouraged

- Banks
- Convenience Stores
- General Merchandise Stores
- Drug Stores
- Gas Stations
- Hardware Stores
- Small Offices (doctor, attorney, etc.)
- B&B's, inns and lodges
- Lofts within mixed use developments

Implementation Measures

- Amend/adopt development regulations as needed
- Refer to/develop design guideline reference material
- Develop *Iconic Images* database
- Develop/ Implement streetscape plan



Community Village Center

Community village centers are intended for commercial, office, and mixed-use developments that serve a region or a larger area than the immediate neighborhood.

Typically located at the convergence of major transportation corridors, Commercial Village Centers are envisioned as places where a compatible mixture of higher intensity of uses, such as larger scaled shopping centers, professional office and services are located. Mixed-use developments that combine residential, commercial, service and recreational uses integrated and linked together by a comprehensive circulation system are encouraged in these nodes. Community village centers include shopping and service facilities that offer a wide variety of goods and services, including both convenience goods for neighborhood residents and shopping goods for a market area consisting of several neighborhoods.



Development Encouraged

- Restaurants
- General Merchandise Stores
- Midsize Office Buildings
- Business Support Services
- Private Enrichments Schools
- Hotels & Motels
- Small Automotive Repair
- Mixed Use Dwellings
- Regional Public/Institutional Facilities
- Planned Shopping & Business Centers

Implementation Measures

- Amend/adopt development regulations as needed
- Refer to/develop design guideline reference material
- Develop *Iconic Images* database
- Develop/ Implement streetscape plan



Commerce Corridor

Commerce corridors are intended for commercial, industrial, and other employment uses that do not have significant impacts on the environment or on nearby properties. Examples of these uses include office and business parks, large scale commercial sites, office-warehouse centers, distribution/service facilities, industrial sites, high-technology and research uses, wholesaling companies, and similar businesses. Because of the intensity of use and its potential relationship to residential uses, intensive industrial uses are discouraged in this character area.

Commerce Corridors are envisioned as destinations for expanded interstate trade opportunities that accommodate higher densities in order to create a synergy between retail, office, industry and other commercial uses. Less pedestrian oriented than Neighborhood or Community Villages, Commerce Corridors are dependent upon access not only to transportation networks, but also to technology and communication infrastructures.



Development Encouraged

- Heavy Commercial/Manufacturing Uses
- Car, Boat, and Manufactured Home Sales
- Truck Stops, Repair and Service
- Heavy Automotive Repair
- Building Contractors w/ Outdoor Storage
- Lumber Yards
- Business Parks
- Light Industrial
- Distribution, Warehousing & Wholesale

Implementation Measures

- Amend/adopt development regulations as needed
- Refer to/develop design guideline reference material
- Develop *Iconic Images* database
- Develop/ Implement streetscape plan



Gateway Corridor

Gateway corridors are intended large-scale commercial, office, technology, and distribution uses along major roadways and transportation corridors.

Several major road corridors are considered to be scenic rural vistas: State Route 400, State Route 60, State route 52 and Long Branch Road. Georgia 400 and State Route 60 provide the “Gateway” into the County and the City of Dahlonega. In order to maintain the rural and scenic vistas that are important to the county’s citizens this area requires special treatment to assure proper development along the entrance into the county. From an urban design standpoint, the most critical element in creating a visually appealing gateway corridor is the enforcement of appropriate development standards to ensure adequate site plans and landscaping. Buffers are critical between incompatible uses and guidelines that address signage and lighting will help to mitigate the negative impacts of a high concentration of commercial uses. Vast amounts of parking and loading/unloading areas should be screened from view. Where possible the parking areas should be distributed to two or more sides of the business to “visually scale down” the size of the parking lot. Inter-parcel access between sites should be used whenever possible. Grouping or “clustering” of shops with co-mingled parking, landscaping and pedestrian areas in encouraged. In addition, certain commercial uses such as car dealerships, truck terminals and car washes require careful site planning to minimize curb cuts and reduce the perception of parking as the primary use.



Development Encouraged

- Large Commercial Uses (Regional Retailers)
- Corporate Offices
- High Technology Uses
- Campus Style Light Industrial
- Office Parks & Buildings
- High Density & Mixed Use Housing
- Distribution, Warehousing & Wholesale
- Inter-parcel access
- Grouping/Clustering of shops

Implementation Measures

- Amend/adopt development regulations as needed
- Refer to/develop design guideline reference material
- Develop *Iconic Images* database
- Buffering between incompatible uses
- Guidelines addressing signage and lighting
- Minimize curb cuts
- Parking distributed to 2 or more sides of building



Agricultural Preservation

Agricultural preservation areas are intended for uses such as conservation, farming, commercial agricultural uses, and very low-density large lot residential development. "Conventional" subdivision development is discouraged in this character area, and maintaining distance between active agricultural uses and new residential uses or other incompatible uses is emphasized.

Farming is a viable and desirable way of life within Lumpkin County. It provides jobs, contributes to the local economy and creates demand for support business. Lumpkin County also depends on the scenic beauty created by open pastureland, cultivated cropland, and managed woodland to attract tourists to hike on its trails, stay in its bed and breakfasts and to buy local crafts and food products. Family farms, agricultural operations, conservation areas, vast natural and scenic resources and a rural landscape are a large part of the community's identity and culture.

The preservation of the overall rural character and the preservation of the family-farming heritage are high priorities for the citizens of the county. The intent of the Agricultural Preservation Character Area is to preserve and reduce development pressure on existing conservation and agricultural uses, provide areas for future expansion of these uses and to provide for compatibility standards to lessen the impact between non-compatible uses, especially residential and active agricultural uses. This character area encourages active conservation, farming, commercial agricultural uses and very low-density large lot residential development. This character area discourages "conventional" subdivision development, and acts as a buffer as suburban development creeps into the County's agricultural areas. Because of this rural orientation, it is expected that a lower level of public services and facilities be provided to lessen development pressure in the area.

Development Encouraged

- Low-density residential (cluster developments and large lot homesteads)
- Agricultural operations
- Silviculture/ Forestry
- Wildlife Management Areas

Implementation Measures

- Conduct forum reviewing/amending development regulations as needed
- Develop design guideline reference material
- Develop *Iconic Images* database



Industrial

Industrial areas are intended for uses that are likely to have negative impacts on neighboring properties or the surrounding area, and particularly those uses that could be potentially dangerous to health, safety, or general welfare if located near residential development.

This area is established to provide for intensive industrial uses such as landfills, quarries, and other industrial uses that are potential public nuisances, are identified as environmentally hazardous or are potentially dangerous to health, safety or general welfare of the county.



Development Encouraged

- Landfills
- Quarries
- Intensive Industrial Uses

Implementation Measures

- Amend/adopt development regulations as needed
- Refer to/develop design guideline reference material
- Develop *Iconic Images* database
- Develop/ Implement streetscape plan
- Buffering between incompatible uses
- Guidelines addressing signage and lighting
- Minimize curb cuts



Recreation/ Open Space/ Conservation

The Recreation/ Open Space/ Conservation land use classification is for those areas within the county that have been developed for park or recreation use or are designated open space. The recreation and park areas illustrated on the Proposed Character Area Map include existing or proposed neighborhood, community and regional parks, recreation facilities and golf courses. Not all developed or needed open space areas are indicated on the map. Open space is required in all Open Space and Subdivisions and Master Planned Developments submitted to the County and may be required in other developments when necessary to address recreational and aesthetic concerns, or to create a buffer between different land uses, or as required by the Land Use Code. This category also includes rivers and stream buffers established by law and open space protected by conservation easements. This character area may also include nature preserves, interpretative areas, wildlife management areas, national forests and areas held in their natural state.

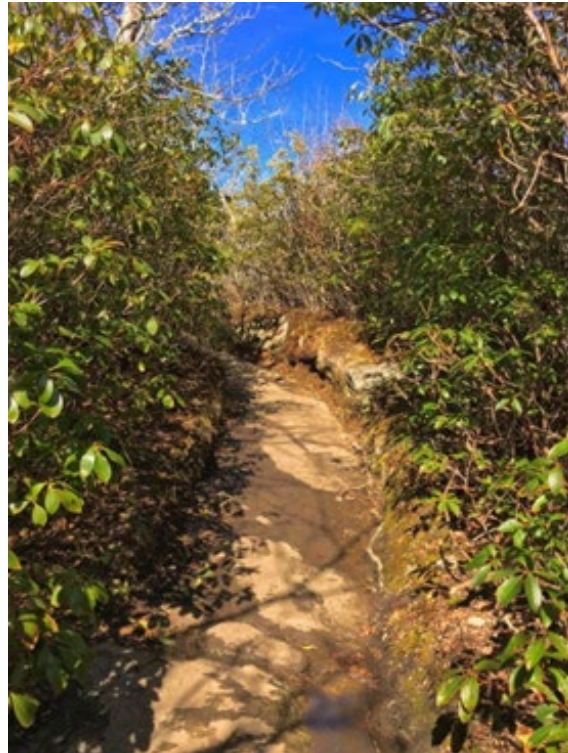


Development Encouraged

- Park spaces
- Golf Courses
- Recreational Facilities
- Sport Fields
- Playgrounds
- Silviculture/ Forestry
- Wildlife Management Areas

Implementation Measures

- Amend/adopt development regulations as needed
- Refer to/develop design guideline reference material
- Develop *Iconic Images* database
- Develop/ Implement streetscape plan
- Buffering between incompatible uses
- Guidelines addressing signage and lighting



Public/Institutional

This designation includes existing sites and facilities in public ownership for such uses as medical, educational, cultural, governmental, administrative and protective services, and cemeteries. Existing churches are also included in this category. Uses within this character area are typically concentrated in specific locales. The majority of public and institutional uses are located within the County Seat of Dahlonega. There are, however, several educational facilities located outside of Dahlonega.



Development Encouraged

- Medical Facilities
- Educational Facilities
- Cultural Facilities
- Government Facilities
- Cemeteries
- Churches

Implementation Measures

- Amend/adopt development regulations as needed
- Refer to/develop design guideline reference material
- Develop *Iconic Images* database
- Develop/ Implement streetscape plan



Transportation/Communications/Utilities

This category designates existing electric substations, telephone facilities, cable TV, transmission towers, satellite downlink operations in the county as well as roads and highways. There are no known plans for future locations for such facilities, which will be considered on a case-by-case basis. The category also includes all streets and highways in the county.



Development Encouraged

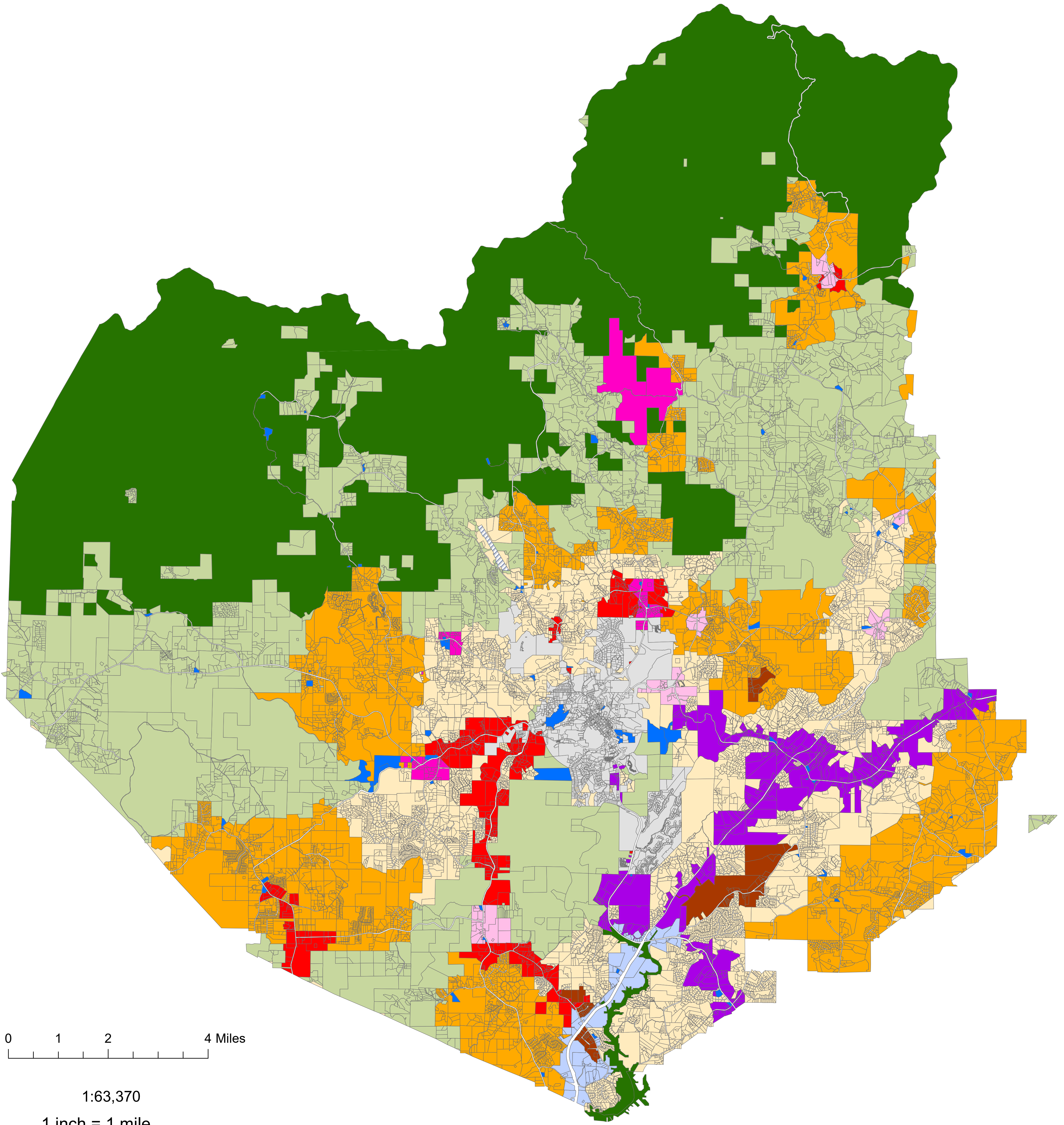
- Electric Substations
- Telephone Facilities
- Cable TV
- Transmission Towers
- Roads and Highways

Implementation Measures

- Amend/adopt development regulations as needed
- Refer to/develop design guideline reference material
- Develop *Iconic Images* database
- Develop/ Implement streetscape plan
- Buffering between incompatible uses
- Guidelines addressing signage and lighting
- Minimize curb cuts



2021 Lumpkin County Character Area Map



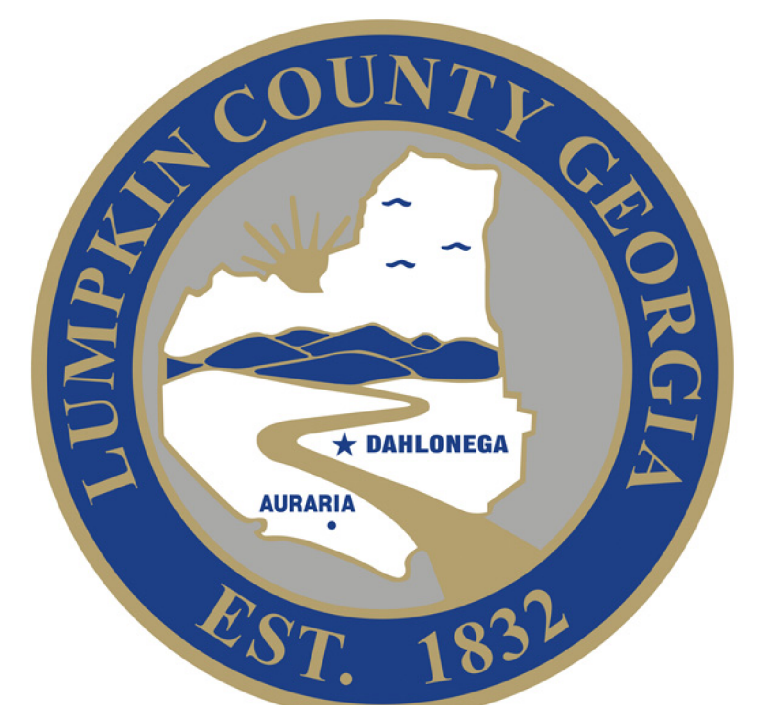
0 1 2 4 Miles

1:63,370

1 inch = 1 mile

Legend

- | | | |
|--|---|--|
|  Commerce Corridor |  Neighborhood Village Center |  Industrial |
|  Gateway Corridor |  Agricultural Preservation |  Public/Institutional |
|  Gateway Corridor Overlay District |  Residential Growth |  Recreation/Open Space/Conservation |
|  Community Village Center |  Rural Places |  Transportation/Communication/Utilities |
| | |  City of Dahlonega |



Lumpkin County's GIS cannot accept any responsibility for errors, omissions, or positional accuracy.

CHAPTER 3

IMPLEMENTATION PROGRAM

While the Future Development Map illustrates the physical conditions expressed within the Vision, the Implementation Program is the overall strategy for achieving the Community Vision and for addressing each of the Community Needs and Opportunities. It identifies specific measures, both short and long-term, that must be undertaken by the community in order realize the community's goals.

The Implementation Program features four main components.

Community Needs and Opportunities

These reflect an assessment of the conditions and factors influencing the area and people, stakeholder knowledge of the community and comments received throughout the planning process. In order to effectively realize their vision for the future a community must develop a well-defined implementation plan. By identifying the core issues and priorities of the community, the government and its partners can develop specific strategies that must be accomplished to fulfill the desired goals and objectives of the vision. It is critical that these issues and opportunities be clearly defined and understood by the stakeholders because they form the basis for the development of the community's long and short-term action plans.

Reports of Accomplishments

This is the review of the Work Program (CWP) from the previous five years. As a new CWP is produced every five years, the items within the previous CWP must be identified for their status as complete, in progress, either postponed or cancelled. Those items that have been postponed or are in progress must be shown in the next CWP where appropriate, while those items that have been postponed or cancelled must also include a reason for their status.

Community Work Program

The third forward-thinking element of the Implementation Program is the CWP. This identifies specific implementation actions the local government or other entities intend to take during the first five-year time frame of the planning period. This can include any ordinances, administrative systems, community improvements or investments, financing arrangements, or other programs or initiatives to be put in place to realize the plan goals.

Note: Some items listed will explore assistance through the Georgia Mountains Regional Commission (GMRC) via their discretionary contract elements with the Department of Community Affairs (DCA). These items will include "DCA" under the list of potential funding sources.

Policies and Long-Term Objectives

One type of action a community can establish to achieve its vision is the establishment of policy. These are those ongoing principles and practices that the community will observe in order to realize specific objectives. Some policies may compliment single action-items while others may provide ongoing guidance and direction to local government officials for making decisions consistent with achieving the Community Vision or addressing Community Issues and Opportunities.

NEEDS & OPPORTUNITIES

Needs and Opportunities	Proposed Mitigation Measures
Need to revise land use code to mitigate unintended consequences of commercial use in rural areas	<ul style="list-style-type: none"> • Update Land Use Policies to clarify and define uses allowed to reduce the number of SLU applications • Use new PUD as a model • Create tool for calculating public costs of new development • Create master plan for infrastructure improvements
Consider regulations for nuisance activities	<ul style="list-style-type: none"> • Update Land Use Policies, with an emphasis on management of nuisances
Need to assess housing market and ensure codes enable appropriate options	<ul style="list-style-type: none"> • Develop a comprehensive housing study on diversity of housing types and trends, analyzing how they are addressed by County codes
Need more job opportunities within the County/young adults leaving County to find jobs	<ul style="list-style-type: none"> • Maintain Broadband Ready Status • Develop Economic Blueprint Strategy
Demand for increased retail options catering to existing residents	<ul style="list-style-type: none"> • Develop Economic Blueprint Strategy • Set up job skills forum with local high school, UNG and GDOL
Need for improved broadband infrastructure	<ul style="list-style-type: none"> • Create master plan for infrastructure improvements • Maintain Broadband Ready status
Opportunity to improve communication with the public	<ul style="list-style-type: none"> • Adopt a Communications Policy, with assistance from ACCG • Update long-term facility & vehicle reporting • Update financial reporting performance measures

LIST OF ACCOMPLISHMENTS

Action	Status	Comment
Revise Land Use Code to further clarify and define uses allowed	Complete	
Revise sign ordinance to accommodate potential future businesses	Complete	
Work with Development Authority to develop marketing strategy for new businesses	In Progress	
Set up job skills forum with local high school, UNG and Dept. of Labor	In Progress	
Work with Development Authority to develop marketing and business strategy for new businesses	In Progress	
Review/revise/develop regulations which encourage & attract developers, but also provide quality development through appropriate design guidelines	Complete	
Create local foods map for marketing local attractions in the area	In Progress	
Evaluate Senior tax exemption options	In Progress	
Develop Blackburn Park area and Yahoola Reservoir to Yahoola Creek	In Progress	
Create study to explore future park development options on property surrounding Yahoola Reservoir	Complete	
Build/Expand outdoor recreational fields, courts & gym facilities	In Progress	
Expand water/sewer lines around the Southern portion of the County	In Progress	Merged with "Implement improvement plan for water/sewer"
Create a better vehicular connection to Dahlonega from S.R. 400	In Progress	
Expand/add active adult facilities (Phase 2 Expansion to Senior Center)	Complete	
Construct new library (improve library facilities)	Complete	
Replacement of Ladder Truck	Complete	
Construct New Animal Shelter	In Progress	
Renovate Administrative Facility Space	Complete	
Develop an infrastructure improvements plan for water/sewer	In Progress	Merged with "Create Master Plan for infrastructure improvements"
Implement infrastructure improvements plan for water/sewer	In Progress	
Develop an equipment & vehicle replacement schedule	Complete	
Develop workforce skills assessment report	In progress	
Evaluate current infrastructure and its ability to service commercial & industrial clients	In progress	
Create Master Plan for infrastructure improvements	In Progress	
Complete Clerk of Court Historical Records Imaging	Complete	
Develop a long-range transportation plan	In Progress	
Construct Fueling Station	Complete	
Upgrade Senior Center equipment and vehicles	Complete	

Replace Transit Vehicles	In Progress	
Implement Digital Public Safety Communication System	Complete	
Comprehensive Plan Update	Complete	

COMMUNITY WORK PROGRAM

Year	Action	Estimated Cost	Funding Source	Responsibility
2022	Work with Development Authority to develop marketing strategy for new businesses	TBD	SPLOST/ Dev. Authority	Dev. Authority; GMRC
2022	Develop workforce skills assessment report	\$2,500	SPLOST/ Dev. Authority	Dev. Authority; GMRC
2022	Evaluate current infrastructure and its ability to service commercial & industrial clients	\$2,500	SPLOST/ Dev. Authority	Dev. Authority; GMRC
2022	Sheriff's Dept. Equipment & Vehicles	\$225,000	SPLOST	Sheriff
2022	Library Improvements	\$1,000,000	SPLOST	Library
2022	Set up job skills forum with local high school, UNG and GDOL	\$5,000	Dev. Authority; High School; Donations	Dev. Authority; High School
2022	Create local foods map for marketing local attractions	TBD	Ga DED; Ga DOA	Dev. Authority; Ga. Dept. of Ag.
2022	Evaluate senior tax exemption options	\$0	NA	Administration
2022	Update long-term facility & vehicle reporting	\$0	NA	Administration
2022	Update financial reporting performance measures	\$0	NA	Administration
2022-2023	Update land use policies	\$10,000	Gen. Funds	Planning; GMRC
2022-'23	Create Master Plan for infrastructure improvements	\$25,000	General Fund	Water & Sewerage
2022-'23	Replace Transit Vehicles	\$1,000,000	GDOT	Transit
2022-'23	Build/Expand outdoor recreational fields, courts & gym facilities	\$1,000,000	Gen Funds	Parks & Rec
2022-'23	Construct New Animal Shelter	TBD	TBD	Animal Control
2022-'24	Develop a long-range transportation plan	\$25,000	GDOT	Roads & Bridges; GDOT
2022-'25	Improve vehicular connection to Dahlonega from GA 400	TBD	GDOT; Gen. Funds	Rods & Bridges; GDOT
2022-'26	Implement improvement plan for water/sewer	\$1,000,000	SPLOST	Water & Sewerage
2023	Economic Blueprint Strategy	\$40,000	EDA	Dev. Authority; GMRC
2023	Adopt communications policy	\$5,000	Gen. Funds	Administration
2023-2025	Develop Blackburn Park and Yahoola Reservoir to Yahoola Creek Park	TBD	Gen. Funds; SPLOST	Parks & Rec
2024	Develop a greenspace strategy	\$10,000	DNR; DCA	Planning
2024	Comprehensive housing study	\$20,000	DCA	Planning; GMRC
2026	GA 400 development strategy	\$10,000	Gen. Funds; DCA	Planning; GMRC
2026	Update Comprehensive Plan	\$40,000	DCA	Planning; GMRC

POLICIES & LONG-TERM OBJECTIVES

- Work with Urban Forestry Program to preserve/protect aesthetic green space along 400 corridor
 - Preserve environmentally sensitive/ important lands
 - Market potential brewery/ brewpub/ additional wineries in County
 - Promote Eco-Tourism, Local Foods & Agri-Tourism within the County
 - Work with the City of Dahlonega to preserve local history & the built environment (farm & history of mining)
 - Continue to connect trail systems throughout the County
 - Promote/support more tourism attractions
 - Repair/Maintain/Improve Public Roads throughout the County
 - Public Facility Renovations as needed
 - Continue upgrading Public Safety Communication System as needed for FCC Compliance
 - Work with the City of Dahlonega and citizens to preserve historic files and records
 - Replace Patrol vehicles (4 per year)
 - Resurface or pave 15 miles of road each year
 - Upgrade and/or enhance ADA facilities throughout the County
 - Upgrade/replace emergency services vehicles, gear, and facilities as needed
 - Upgrade recreation facilities, equipment, & vehicles as needed
 - Develop more job opportunities within the County
 - Attract more grocery store/retail businesses to the County
 - Promote/acquire more high-tech industries in Lumpkin County
 - Support the Development Authority
 - Maintain Broadband Ready status
 - Support local agricultural interests
 - Target utility and infrastructure improvements in ways compatible with rural character
-

APPENDIX

**Population and Demographic Profile
Area Labor Profile for Stephens County
Summary of Comprehensive Plan Survey Results
Sample Records of Public Involvement
Quality Community Objectives Assessment
SWOC Assessment – GMRC Digital Economy Plan**

Population and Demographic Profile



Community Profile

Lumpkin County, GA 2
Lumpkin County, GA (13187)
Geography: County

Prepared by Esri

	Lumpkin Count...
Population Summary	
2000 Total Population	20,986
2010 Total Population	29,966
2021 Total Population	34,660
2021 Group Quarters	3,052
2026 Total Population	36,727
2021-2026 Annual Rate	1.17%
2021 Total Daytime Population	31,325
Workers	11,752
Residents	19,573
Household Summary	
2000 Households	7,529
2000 Average Household Size	2.61
2010 Households	10,989
2010 Average Household Size	2.56
2021 Households	12,419
2021 Average Household Size	2.55
2026 Households	13,260
2026 Average Household Size	2.54
2021-2026 Annual Rate	1.32%
2010 Families	7,645
2010 Average Family Size	3.00
2021 Families	8,475
2021 Average Family Size	3.00
2026 Families	8,996
2026 Average Family Size	3.01
2021-2026 Annual Rate	1.20%
Housing Unit Summary	
2000 Housing Units	8,254
Owner Occupied Housing Units	66.0%
Renter Occupied Housing Units	25.2%
Vacant Housing Units	8.8%
2010 Housing Units	12,925
Owner Occupied Housing Units	59.8%
Renter Occupied Housing Units	25.2%
Vacant Housing Units	15.0%
2021 Housing Units	14,679
Owner Occupied Housing Units	59.4%
Renter Occupied Housing Units	25.2%
Vacant Housing Units	15.4%
2026 Housing Units	15,727
Owner Occupied Housing Units	59.9%
Renter Occupied Housing Units	24.4%
Vacant Housing Units	15.7%
Median Household Income	
2021	\$55,800
2026	\$58,375
Median Home Value	
2021	\$219,701
2026	\$245,325
Per Capita Income	
2021	\$27,001
2026	\$29,314
Median Age	
2010	36.1
2021	37.1
2026	39.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 02, 2021



Community Profile

Lumpkin County, GA 2
 Lumpkin County, GA (13187)
 Geography: County

Prepared by Esri

	Lumpkin Count...
2021 Households by Income	
Household Income Base	12,419
<\$15,000	11.6%
\$15,000 - \$24,999	10.3%
\$25,000 - \$34,999	9.7%
\$35,000 - \$49,999	12.4%
\$50,000 - \$74,999	19.1%
\$75,000 - \$99,999	15.4%
\$100,000 - \$149,999	13.7%
\$150,000 - \$199,999	2.6%
\$200,000+	5.3%
Average Household Income	\$74,904
2026 Households by Income	
Household Income Base	13,260
<\$15,000	10.5%
\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	9.1%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	16.1%
\$100,000 - \$149,999	14.3%
\$150,000 - \$199,999	2.9%
\$200,000+	5.6%
Average Household Income	\$80,769
2021 Owner Occupied Housing Units by Value	
Total	8,715
<\$50,000	6.5%
\$50,000 - \$99,999	9.0%
\$100,000 - \$149,999	10.5%
\$150,000 - \$199,999	17.7%
\$200,000 - \$249,999	15.9%
\$250,000 - \$299,999	10.3%
\$300,000 - \$399,999	9.6%
\$400,000 - \$499,999	7.1%
\$500,000 - \$749,999	10.8%
\$750,000 - \$999,999	2.6%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$272,808
2026 Owner Occupied Housing Units by Value	
Total	9,419
<\$50,000	4.3%
\$50,000 - \$99,999	6.6%
\$100,000 - \$149,999	8.6%
\$150,000 - \$199,999	16.1%
\$200,000 - \$249,999	15.8%
\$250,000 - \$299,999	11.0%
\$300,000 - \$399,999	11.0%
\$400,000 - \$499,999	8.8%
\$500,000 - \$749,999	14.3%
\$750,000 - \$999,999	3.4%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$308,671

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Community Profile

Lumpkin County, GA 2
Lumpkin County, GA (13187)
Geography: County

Prepared by Esri

	Lumpkin Count...
2010 Population by Age	
Total	29,966
0 - 4	5.9%
5 - 9	5.6%
10 - 14	5.8%
15 - 24	19.5%
25 - 34	11.9%
35 - 44	11.8%
45 - 54	14.1%
55 - 64	12.6%
65 - 74	8.1%
75 - 84	3.6%
85 +	1.0%
18 +	79.2%
2021 Population by Age	
Total	34,660
0 - 4	5.0%
5 - 9	5.4%
10 - 14	5.5%
15 - 24	18.0%
25 - 34	13.5%
35 - 44	11.8%
45 - 54	10.9%
55 - 64	12.5%
65 - 74	10.9%
75 - 84	5.1%
85 +	1.3%
18 +	81.2%
2026 Population by Age	
Total	36,727
0 - 4	4.9%
5 - 9	5.3%
10 - 14	5.7%
15 - 24	17.9%
25 - 34	9.6%
35 - 44	14.0%
45 - 54	11.4%
55 - 64	11.3%
65 - 74	11.5%
75 - 84	6.7%
85 +	1.6%
18 +	80.8%
2010 Population by Sex	
Males	14,894
Females	15,072
2021 Population by Sex	
Males	17,282
Females	17,378
2026 Population by Sex	
Males	18,361
Females	18,366

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 02, 2021



Community Profile

Lumpkin County, GA 2
 Lumpkin County, GA (13187)
 Geography: County

Prepared by Esri

	Lumpkin Count...
2010 Population by Race/Ethnicity	
Total	29,966
White Alone	94.4%
Black Alone	1.1%
American Indian Alone	0.6%
Asian Alone	0.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.5%
Two or More Races	1.8%
Hispanic Origin	4.5%
Diversity Index	18.6
2021 Population by Race/Ethnicity	
Total	34,660
White Alone	92.7%
Black Alone	1.7%
American Indian Alone	0.7%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.8%
Two or More Races	2.1%
Hispanic Origin	5.3%
Diversity Index	22.7
2026 Population by Race/Ethnicity	
Total	36,727
White Alone	92.0%
Black Alone	1.9%
American Indian Alone	0.7%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.0%
Two or More Races	2.3%
Hispanic Origin	5.9%
Diversity Index	24.7
2010 Population by Relationship and Household Type	
Total	29,966
In Households	94.1%
In Family Households	78.6%
Householder	25.5%
Spouse	20.3%
Child	27.1%
Other relative	3.6%
Nonrelative	2.1%
In Nonfamily Households	15.4%
In Group Quarters	5.9%
Institutionalized Population	0.7%
Noninstitutionalized Population	5.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 02, 2021



Community Profile

Lumpkin County, GA 2
 Lumpkin County, GA (13187)
 Geography: County

Prepared by Esri

	Lumpkin Count...
2021 Population 25+ by Educational Attainment	
Total	22,887
Less than 9th Grade	3.2%
9th - 12th Grade, No Diploma	10.6%
High School Graduate	22.0%
GED/Alternative Credential	7.7%
Some College, No Degree	20.9%
Associate Degree	7.1%
Bachelor's Degree	16.7%
Graduate/Professional Degree	11.8%
2021 Population 15+ by Marital Status	
Total	29,131
Never Married	34.3%
Married	47.2%
Widowed	7.1%
Divorced	11.4%
2021 Civilian Population 16+ in Labor Force	
Civilian Population 16+	15,497
Population 16+ Employed	96.7%
Population 16+ Unemployment rate	3.3%
Population 16-24 Employed	21.4%
Population 16-24 Unemployment rate	2.8%
Population 25-54 Employed	57.9%
Population 25-54 Unemployment rate	4.4%
Population 55-64 Employed	16.5%
Population 55-64 Unemployment rate	0.0%
Population 65+ Employed	4.2%
Population 65+ Unemployment rate	2.9%
2021 Employed Population 16+ by Industry	
Total	14,990
Agriculture/Mining	1.0%
Construction	6.9%
Manufacturing	12.4%
Wholesale Trade	1.9%
Retail Trade	11.6%
Transportation/Utilities	4.7%
Information	0.6%
Finance/Insurance/Real Estate	2.4%
Services	53.3%
Public Administration	5.3%
2021 Employed Population 16+ by Occupation	
Total	14,990
White Collar	54.9%
Management/Business/Financial	11.7%
Professional	21.3%
Sales	7.3%
Administrative Support	14.6%
Services	17.4%
Blue Collar	27.6%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.5%
Installation/Maintenance/Repair	4.6%
Production	6.2%
Transportation/Material Moving	11.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 02, 2021



Community Profile

Lumpkin County, GA 2
Lumpkin County, GA (13187)
Geography: County

Prepared by Esri

	Lumpkin Count...
2010 Households by Type	
Total	10,989
Households with 1 Person	22.2%
Households with 2+ People	77.8%
Family Households	69.6%
Husband-wife Families	55.3%
With Related Children	22.1%
Other Family (No Spouse Present)	14.2%
Other Family with Male Householder	4.6%
With Related Children	2.5%
Other Family with Female Householder	9.6%
With Related Children	5.8%
Nonfamily Households	8.2%
All Households with Children	31.1%
Multigenerational Households	4.2%
Unmarried Partner Households	5.8%
Male-female	5.0%
Same-sex	0.7%
2010 Households by Size	
Total	10,989
1 Person Household	22.2%
2 Person Household	37.1%
3 Person Household	17.8%
4 Person Household	13.4%
5 Person Household	6.0%
6 Person Household	2.2%
7 + Person Household	1.3%
2010 Households by Tenure and Mortgage Status	
Total	10,989
Owner Occupied	70.3%
Owned with a Mortgage/Loan	47.7%
Owned Free and Clear	22.6%
Renter Occupied	29.7%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	143
Percent of Income for Mortgage	16.6%
Wealth Index	80
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	12,925
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	12.2%
Rural Housing Units	87.8%
2010 Population By Urban/ Rural Status	
Total Population	29,966
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	16.1%
Rural Population	83.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 02, 2021



Community Profile

Lumpkin County, GA 2
Lumpkin County, GA (13187)
Geography: County

Prepared by Esri

Lumpkin Count...

Top 3 Tapestry Segments

1.	Southern Satellites (10A)
2.	The Great Outdoors (6C)
3.	In Style (5B)

2021 Consumer Spending

Apparel & Services: Total \$	\$21,169,624
Average Spent	\$1,704.62
Spending Potential Index	80
Education: Total \$	\$15,532,153
Average Spent	\$1,250.68
Spending Potential Index	72
Entertainment/Recreation: Total \$	\$33,734,875
Average Spent	\$2,716.39
Spending Potential Index	84
Food at Home: Total \$	\$56,625,899
Average Spent	\$4,559.62
Spending Potential Index	84
Food Away from Home: Total \$	\$38,574,839
Average Spent	\$3,106.11
Spending Potential Index	82
Health Care: Total \$	\$68,566,421
Average Spent	\$5,521.09
Spending Potential Index	89
HH Furnishings & Equipment: Total \$	\$23,316,982
Average Spent	\$1,877.52
Spending Potential Index	83
Personal Care Products & Services: Total \$	\$9,008,233
Average Spent	\$725.36
Spending Potential Index	81
Shelter: Total \$	\$190,740,911
Average Spent	\$15,358.80
Spending Potential Index	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$26,078,738
Average Spent	\$2,099.91
Spending Potential Index	88
Travel: Total \$	\$24,758,224
Average Spent	\$1,993.58
Spending Potential Index	79
Vehicle Maintenance & Repairs: Total \$	\$11,922,740
Average Spent	\$960.04
Spending Potential Index	87

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 02, 2021

Area Labor Profile for Stephens County



Georgia

Area Labor Profile

Lumpkin

County



Updated: Dec 2021

Labor Force Activity - 2020

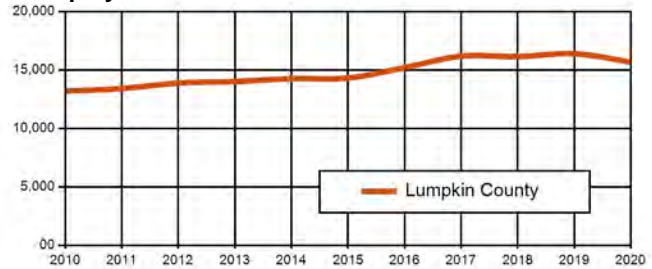
2020 ANNUAL AVERAGES

	Labor Force	Employed	Unemployed	Rate
Lumpkin	16,463	15,671	792	4.8%
Dawson	12,319	11,735	584	4.7%
Fannin	11,066	10,542	524	4.7%
Hall	101,949	97,133	4,816	4.7%
Union	10,464	10,006	458	4.4%
White	16,197	15,491	706	4.4%
Lumpkin Area	168,458	160,578	7,880	4.7%
Georgia	5,072,155	4,741,191	330,964	6.5%
United States	160,742,000	147,795,000	12,947,000	8.1%

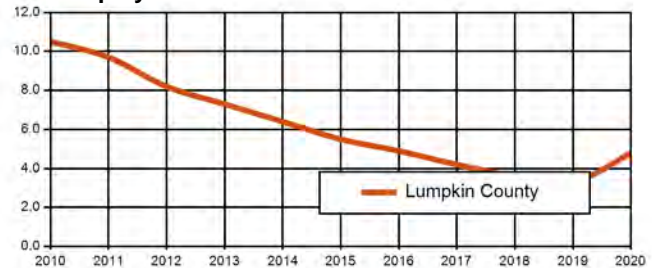
Note: This series reflects the latest information available. Labor Force includes residents of the county who are employed or actively seeking employment.

Source: Georgia Department of Labor; U.S. Bureau of Labor Statistics.

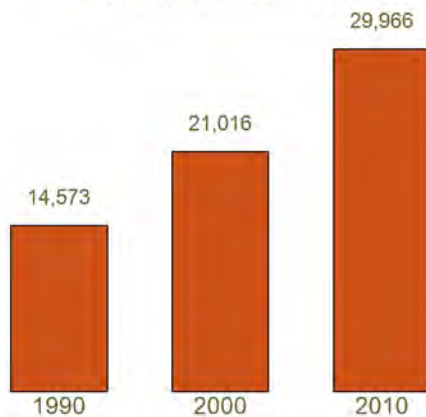
Employment Trends



Unemployment Rate Trends



Population Estimates



Population

	2010 Census	2020 Rank	2020 Estimate	% Change 2010-2020	2025 Projected*	% Change 2010-2025
Lumpkin	29,966	55	34,186	14.1	36,027	20.2
City of Dahlonega	5,242					
Lumpkin Area	304,162		350,863	15.4	374,899	23.3
Georgia	9,687,653		10,710,017	10.6	11,335,283	17.0
United States	308,745,538		329,484,123	6.7	349,439,199	13.2

Source: Population Division, U.S. Census Bureau, *Governor's Office of Planning and Budget.

MARK BUTLER - COMMISSIONER, GEORGIA DEPARTMENT OF LABOR
Equal Opportunity Employer/Program
Auxiliary Aids and Services Available upon Request to Individuals with Disabilities

Workforce Statistics & Economic Research; E-mail: Workforce_Info@gdol.ga.gov Phone: (404) 232-3875

Industry Mix - 2nd Quarter of 2021

INDUSTRY	Lumpkin				Lumpkin Area			
	NUMBER OF FIRMS	EMPLOYMENT		WEEKLY WAGE	NUMBER OF FIRMS	EMPLOYMENT		WEEKLY WAGE
		NUMBER	PERCENT			NUMBER	PERCENT	
Goods-Producing	101	1,007	13.1	928	1,479	30,195	23.3	1,001
Agriculture, Forestry, Fishing and Hunting	3	19	0.2	485	65	955	0.7	872
Mining, Quarrying, and Oil and Gas Extraction	1	*	*	*	8	110	0.1	1,419
Construction	64	370	4.8	945	963	6,724	5.2	1,039
Manufacturing	33	599	7.8	925	443	22,407	17.3	993
Food	4	70	0.9	524	58	10,129	7.8	871
Beverage and Tobacco Product	6	94	1.2	450	26	546	0.4	940
Textile Product Mills	2	*	*	*	8	25	0.0	440
Apparel	1	*	*	*	6	*	*	*
Wood Product	1	*	*	*	24	456	0.4	750
Petroleum and Coal Products	1	*	*	*	3	6	0.0	1,188
Chemical	1	*	*	*	24	797	0.6	1,281
Primary Metal	1	*	*	*	7	548	0.4	1,396
Fabricated Metal Product	5	*	*	*	65	1,806	1.4	1,136
Computer and Electronic Product	1	*	*	*	13	209	0.2	1,255
Electrical Equipment, Appliance, and Component	2	*	*	*	12	336	0.3	1,147
Transportation Equipment	2	*	*	*	21	2,418	1.9	1,025
Furniture and Related Product	3	13	0.2	700	23	201	0.2	822
Miscellaneous	3	17	0.2	428	40	511	0.4	883
Leather and Allied Product	0	0	0.0	0	1	*	*	*
Paper	0	0	0.0	0	1	*	*	*
Textile Mills	0	0	0.0	0	5	293	0.2	1,031
Plastics and Rubber Products	0	0	0.0	0	20	651	0.5	956
Nonmetallic Mineral Product	0	0	0.0	0	25	265	0.2	1,060
Printing and Related Support Activities	0	0	0.0	0	27	453	0.3	964
Machinery	0	0	0.0	0	34	2,568	2.0	1,189
Service-Providing	460	4,345	56.3	635	7,116	81,418	62.8	923
Utilities	4	42	0.5	1,121	16	271	0.2	1,381
Wholesale Trade	16	118	1.5	1,250	441	5,776	4.5	1,216
Retail Trade	83	899	11.7	585	1,260	16,602	12.8	662
Transportation and Warehousing	18	112	1.5	797	247	4,005	3.1	1,163
Information	9	45	0.6	1,168	94	677	0.5	1,254
Finance and Insurance	24	103	1.3	1,566	472	3,012	2.3	1,681
Real Estate and Rental and Leasing	34	88	1.1	568	405	1,034	0.8	839
Professional, Scientific, and Technical Services	60	270	3.5	654	753	3,412	2.6	1,303
Management of Companies and Enterprises	0	*	*	*	24	1,379	1.1	1,974
Administrative and Support and Waste Management and Remediation Services	31	152	2.0	675	494	7,860	6.1	607
Educational Services	6	*	*	*	68	2,441	1.9	566
Health Care and Social Assistance	70	1,034	13.4	786	904	17,299	13.3	1,222
Arts, Entertainment, and Recreation	9	117	1.5	651	138	1,578	1.2	2,043
Accommodation and Food Services	65	1,179	15.3	360	754	13,024	10.0	423
Other Services (except Public Administration)	31	165	2.1	534	518	2,682	2.1	652
Unclassified - industry not assigned	46	25	0.3	1,572	528	367	0.3	1,081
Total - Private Sector	607	5,377	69.7	694	8,595	111,613	86.1	944
Total - Government	21	2,338	30.3	985	258	18,008	13.9	917
Federal Government	4	82	1.1	1,250	46	735	0.6	1,433
State Government	11	*	*	*	96	4,582	3.5	868
Local Government	6	963	12.5	921	116	12,691	9.8	905
ALL INDUSTRIES	628	7,715	100.0	782	8,853	129,623	100.0	941
ALL INDUSTRIES - Georgia					336,630	4,430,045		1,139

Note: *Denotes confidential data relating to individual employers and cannot be released. These data use the North American Industrial Classification System (NAICS) categories. Average weekly wage is derived by dividing gross payroll dollars paid to all employees - both hourly and salaried - by the average number of employees who had earnings; average earnings are then divided by the number of weeks in a reporting period to obtain weekly figures. Figures in other columns may not sum accurately due to rounding. All figures are 2nd Quarter of 2021.

Source: Georgia Department of Labor. These data represent jobs that are covered by unemployment insurance laws.

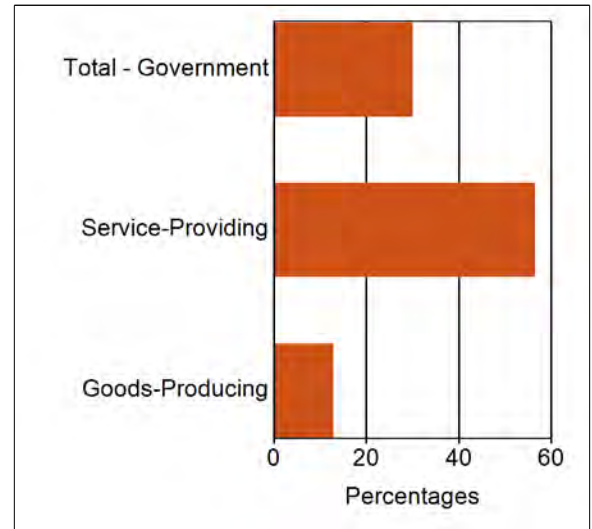
Lumpkin Per Capita Income

Source: U.S. Bureau of Economic Analysis



Lumpkin Industry Mix 2021

Source: See Industry Mix data on Page 2.



Top Ten Largest Employers - 2021*

Lumpkin

Dress Up Boutique
 Koyo Bearings USA, LLC
 Montaluce Management, LLC
 Mt Sinai Wellness Center, LLC
 North Georgia College
 Northeast Georgia Medical Center
 RefrigiWear, Inc.
 The Home Depot
 University of North Georgia
 Walmart

Lumpkin Area

Cottrell, Inc.
 Fieldale Farms Corporation
 Foundation Food Group
 Kubota Manufacturing of America Corporation
 Northeast Georgia Medical Center, Inc.
 Northeast Georgia Physicians Group
 Pilgrim's Pride Corporation
 University of North Georgia
 Walmart
 Wrigley Manufacturing Co, LLC

COUNTY

Hall
 Hall
 Hall
 Hall
 Hall
 Hall
 Hall
 Lumpkin
 Hall
 Hall

*Note: Represents employment covered by unemployment insurance excluding all government agencies except correctional institutions, state and local hospitals, state colleges and universities. Data shown for the Second Quarter of 2021. Employers are listed alphabetically by area, not by the number of employees.

Source: Georgia Department of Labor

Education of the Labor Force

Lumpkin Area

PERCENT DISTRIBUTION BY AGE

	PERCENT OF TOTAL	PERCENT DISTRIBUTION BY AGE				
		18-24	25-34	35-44	45-64	65+
Elementary	8.9%	5.4%	10.0%	9.3%	6.9%	13.9%
Some High School	13.0%	21.7%	13.3%	11.5%	10.1%	13.8%
High School Grad/GED	33.0%	33.9%	32.8%	32.6%	33.6%	31.5%
Some College	21.2%	31.9%	21.5%	18.7%	20.7%	17.2%
College Grad 2 Yr	5.7%	3.2%	5.7%	7.3%	6.9%	3.5%
College Grad 4 Yr	11.6%	3.8%	11.7%	13.9%	13.1%	11.4%
Post Graduate Studies	6.6%	0.1%	4.9%	6.7%	8.7%	8.6%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Totals are based on the portion of the labor force between ages 18 - 65+. Some College category represents workers with some college with no degree less than two years.

Source: U.S. Census Bureau - 2010 Decennial Census.

High School Graduates - 2020



	PUBLIC SCHOOLS	PRIVATE SCHOOLS*	TOTAL
Dawson	263	--	263
Fannin	217	--	217
Hall	2,431	--	2,431
Lumpkin	243	--	243
Union	197	--	197
White	244	--	244
Lumpkin Area	3,595	--	3,595

Note: Public schools include city as well as county schools systems.

* Private schools data is not available for 2020 from Georgia Independent School Association.

Source: The Governor's Office of Student Achievement of Georgia.

Colleges and Universities

Lumpkin Area

Lumpkin

University of North Georgia (Main Campus) ung.edu/

Hall

University of North Georgia (Gainesville Campus) ung.edu/campuses/gainesville/index.php

Brenau University www.brenau.edu

Interactive College of Technology (Gainesville Campus) www.ict.edu/

Lanier Technical College www.laniertech.edu

Dawson

Dawson Campus (Satellite campus of Lanier Technical College) www.laniertech.edu

Union

Blairsville Campus (Satellite campus of North Georgia Technical College) www.northgatech.edu

White

Truett McConnell University www.truett.edu

Note: The colleges and universities listed include public and private institutions. This list is updated periodically as information becomes available.

Source: Integrated Postsecondary Education Data System (IPEDS).

Technical College Graduates - 2020*

PROGRAMS	TOTAL GRADUATES			PERCENT CHANGE	
	2018	2019	2020	2018-2019	2019-2020
Accounting Technology/Technician and Bookkeeping°	88	107	107	21.6	0.0
Administrative Assistant and Secretarial Science, General	28	19	14	-32.1	-26.3
Aesthetician/Esthetician and Skin Care Specialist°	32	30	33	-6.3	10.0
Allied Health and Medical Assisting Services, Other°	14	30	13	114.3	-56.7
Architectural Drafting and Architectural CAD/CADD°	1	2	4	100.0	100.0
Autobody/Collision and Repair Technology/Technician°	84	68	60	-19.0	-11.8
Automobile/Automotive Mechanics Technology/Technician°	220	181	179	-17.7	-1.1
Business Administration and Management, General°	82	70	117	-14.6	67.1
CAD/CADD Drafting and/or Design Technology/Technician°	11	19	21	72.7	10.5
Child Care Provider/Assistant°	111	108	103	-2.7	-4.6

Technical College Graduates - 2020*

PROGRAMS	TOTAL GRADUATES			PERCENT CHANGE	
	2018	2019	2020	2018-2019	2019-2020
Computer Installation and Repair Technology/Technician°	56	31	5	-44.6	-83.9
Cosmetology/Cosmetologist, General°	138	115	186	-16.7	61.7
Criminal Justice/Safety Studies°	17	60	59	252.9	-1.7
Data Entry/Microcomputer Applications, General°	57	131	73	129.8	-44.3
Data Processing and Data Processing Technology/Technician°	27	13	15	-51.9	15.4
Dental Assisting/Assistant	13	7	10	-46.2	42.9
Design and Visual Communications, General°	33	30	20	-9.1	-33.3
Drafting and Design Technology/Technician, General°	10	19	25	90.0	31.6
Early Childhood Education and Teaching	27	29	32	7.4	10.3
Electrical and Power Transmission Installation/Installer, General°	12	12	13	0.0	8.3
Electrician°	19	15	16	-21.1	6.7
Emergency Medical Technology/Technician (EMT Paramedic)°	95	106	125	11.6	17.9
Fire Prevention and Safety Technology/Technician°	3	8	1	166.7	-87.5
Fire Science/Fire-fighting°	14	36	28	157.1	-22.2
Fire Services Administration	2	6	3	200.0	-50.0
Graphic Design°	14	12	3	-14.3	-75.0
Health Information/Medical Records Technology/Technician°	10	22	21	120.0	-4.5
Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/°	38	48	47	26.3	-2.1
Industrial Mechanics and Maintenance Technology°	128	199	204	55.5	2.5
Interior Design°	27	23	44	-14.8	91.3
Licensed Practical/Vocational Nurse Training	28	35	34	25.0	-2.9
Machine Shop Technology/Assistant°	58	54	50	-6.9	-7.4
Mechanic and Repair Technologies/Technicians, Other	5	4	5	-20.0	25.0
Medical Office Assistant/Specialist°	56	66	75	17.9	13.6
Medical/Clinical Assistant	41	45	57	9.8	26.7
Network and System Administration/Administrator°	15	14	14	-6.7	0.0
Nursing Assistant/Aide and Patient Care Assistant/Aide°	94	82	82	-12.8	0.0
Phlebotomy Technician/Phlebotomist°	18	14	15	-22.2	7.1
Professional, Technical, Business, and Scientific Writing°	19	14	31	-26.3	121.4
Radiologic Technology/Science - Radiographer	18	19	17	5.6	-10.5
Surgical Technology/Technologist	31	17	9	-45.2	-47.1
Web Page, Digital/Multimedia and Information Resources Design°	14	10	3	-28.6	-70.0
Welding Technology/Welder°	311	292	232	-6.1	-20.5

Definition: All graduates except those listed as technical certificates(°) are diploma and degree graduates. Diploma and degree programs are one to two years in length. Technical certificates are less than a year in length. Duplication may occur due to graduates with multiple awards.

Source: Technical College System of Georgia

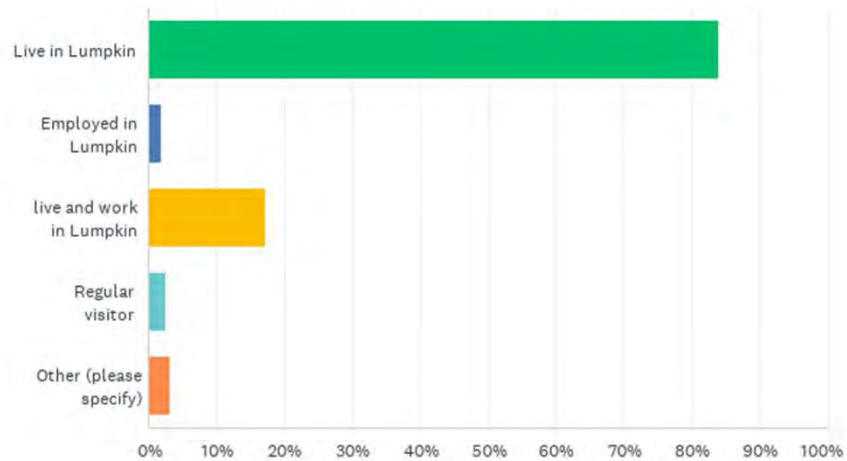
*Data shown represents Annual 2018, 2019, and 2020.

Note: Please visit TCSG website for any college configuration changes.

Summary of Comprehensive Plan Survey Results

Q1: I am submitting comments for Lumpkin County as a:

Answered: 156 Skipped: 1

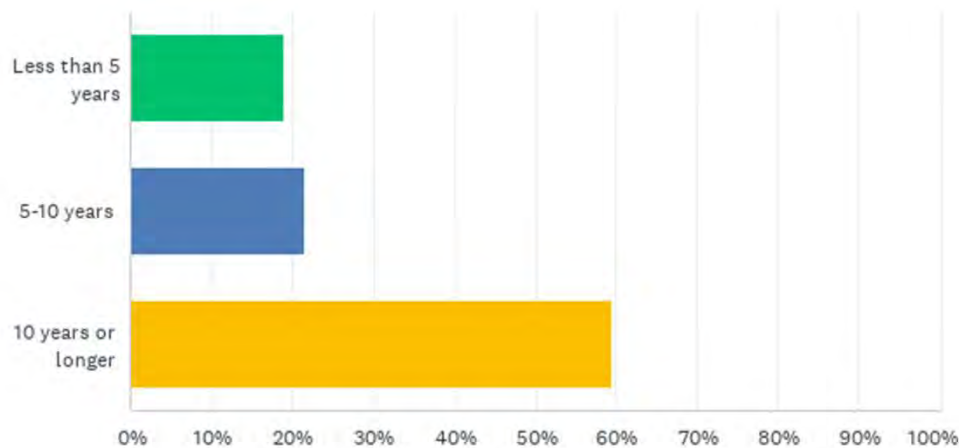


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1

Q2: If you live and/or work in Lumpkin County, how long have you been in the area?

Answered: 153 Skipped: 4

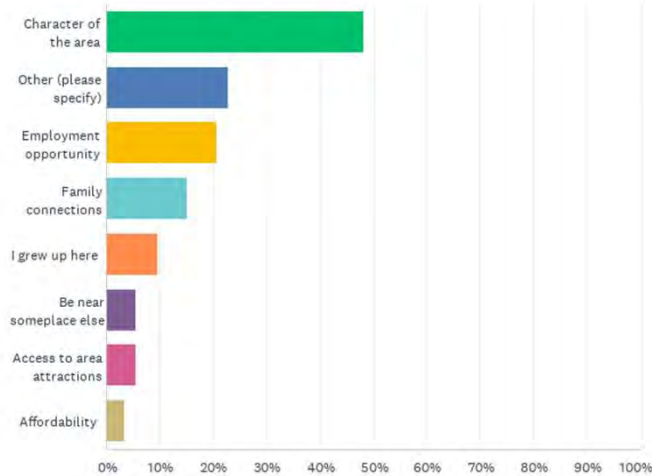


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2

Q3: If you moved to Lumpkin County from somewhere else please indicate which of the reasons explain your move.

Answered: 145 Skipped: 12

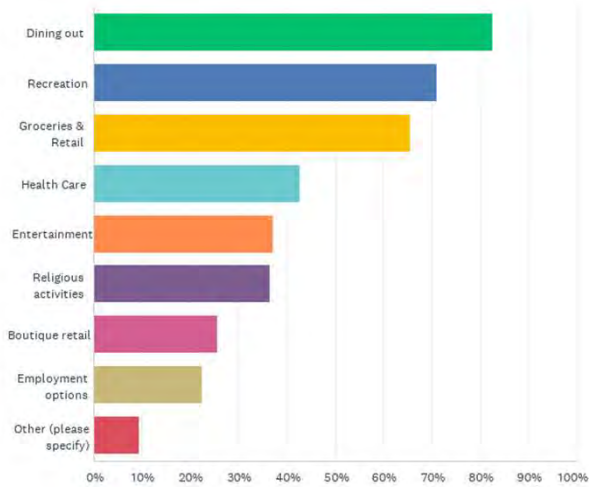


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3

Q4: If you live within Lumpkin County, please indicate all of the following activities that you do mostly within Lumpkin County.

Answered: 148 Skipped: 9

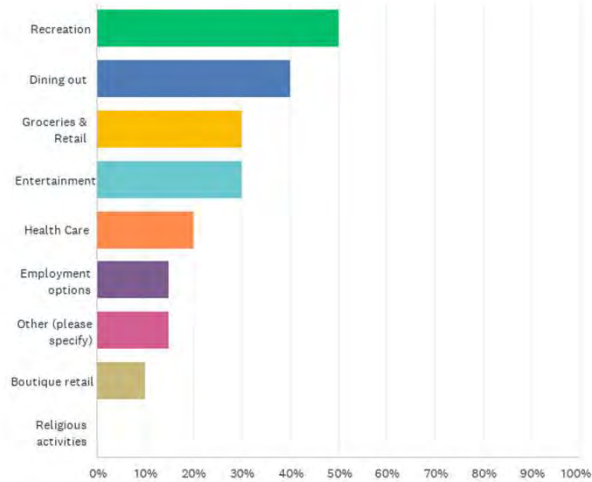


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4

Q5: If you live outside Lumpkin County, please indicate all of the following activities which you do mostly within Lumpkin County.

Answered: 20 Skipped: 137

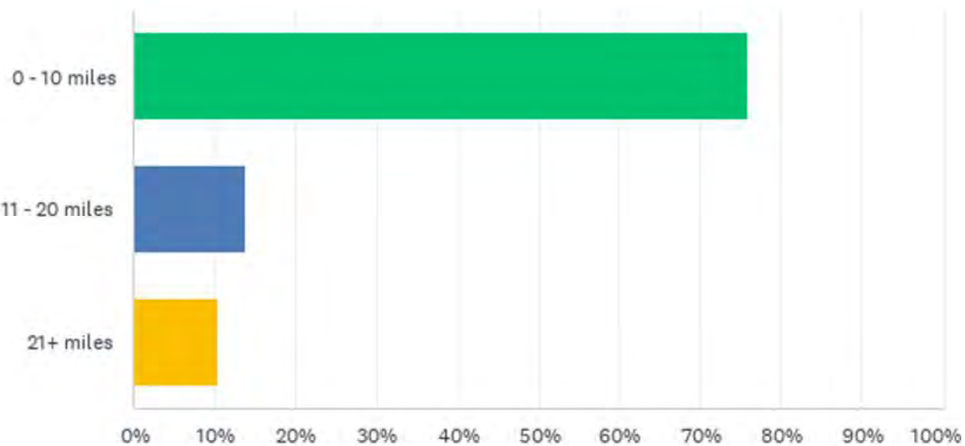


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5

Q6: If you commute into Lumpkin County for work, approximately how far is your commute?

Answered: 29 Skipped: 128

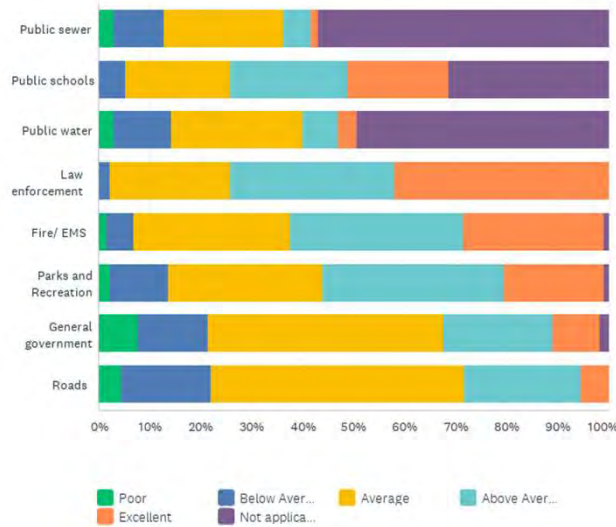


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6

Q7: Please rate your current level of satisfaction with the following public services.

Answered: 132 Skipped: 25

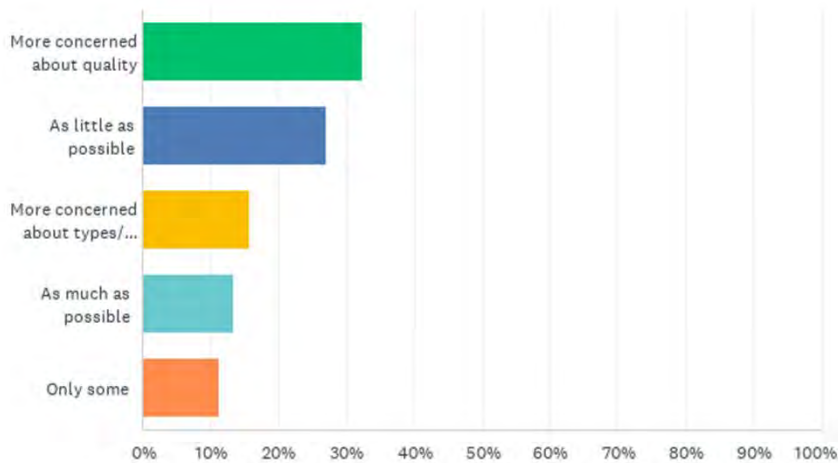


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7

Q8: How much new growth and development should be directed into or immediately around the city limits of Dahlongega?

Answered: 133 Skipped: 24

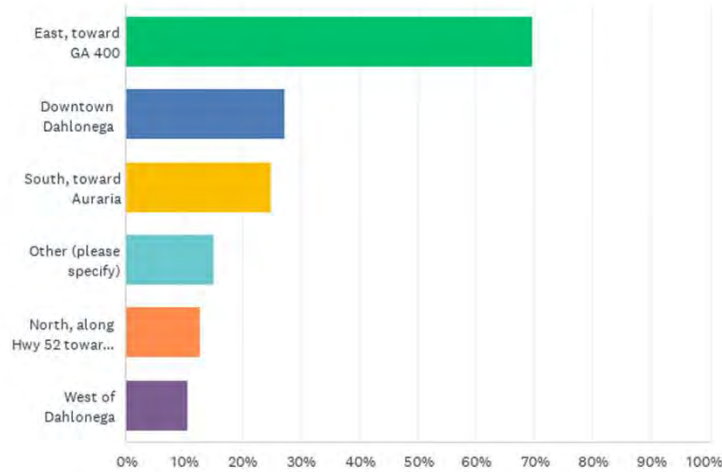


Powered by SurveyMonkey

8

Q9: Any public policies or investments to try and lure growth and development should be directed toward _____.

Answered: 132 Skipped: 25

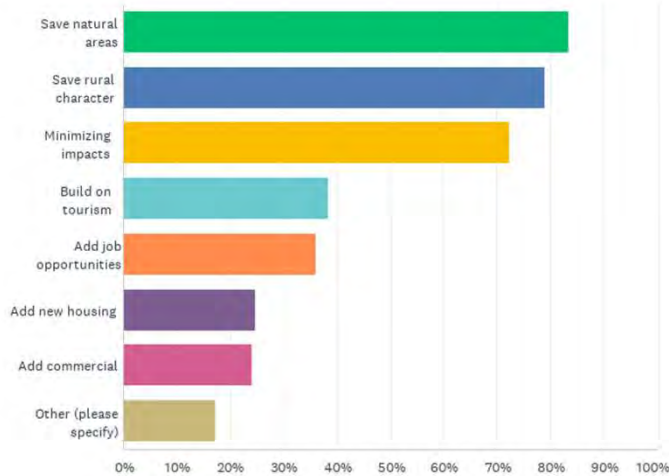


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9

Q10: My priorities regarding any growth and development would be _____. (Choose all that apply)

Answered: 133 Skipped: 24

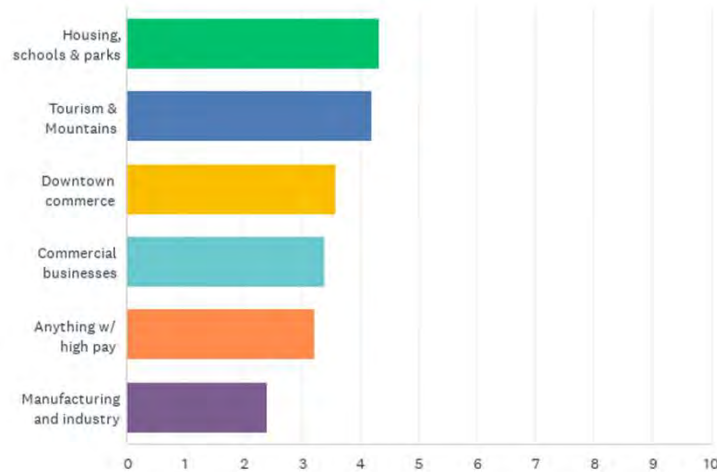


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10

Q13: With respect to economic development, rank the following priorities on which Lumpkin County should focus:

Answered: 129 Skipped: 28

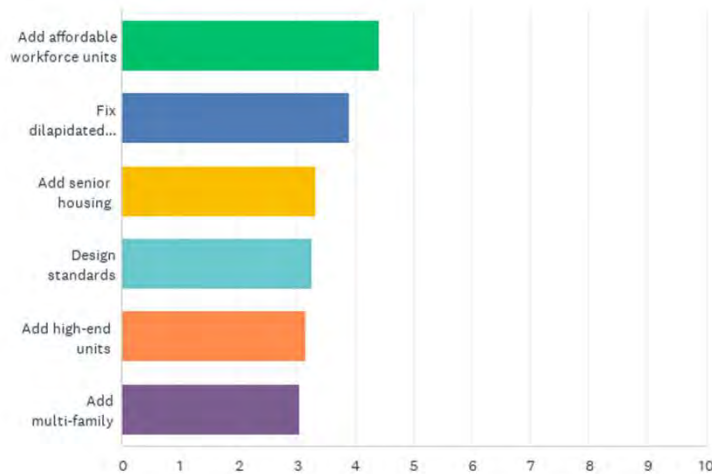


Powered by SurveyMonkey

11

Q15: With respect to housing, rank the following priorities on which Lumpkin County should focus:

Answered: 130 Skipped: 27

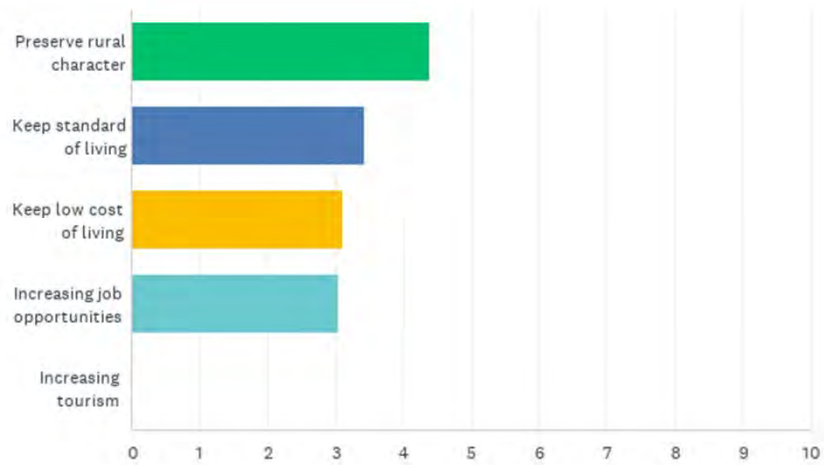


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12

Q18: With respect to overall quality of life issues, rank the following priorities on which Lumpkin County should focus:

Answered: 131 Skipped: 26



Powered by  SurveyMonkey

Sample Records of Public Involvement

LUMPKIN COUNTY COMPREHENSIVE PLAN
STAKEHOLDER MEETING/ PUBLIC FORUM

Dahlonega ~ 8:00 PM-Tuesday April 27, 2021

6 PM

May 4, 21

Please Sign In

Name

Name

4/27
Clarence Stow

Bruce Georgia

5/4
Tony Nunkley

Rebecca Mincey

~~Jimmy Reiter~~

Allison Martin

Clarence Stow

Sean Phipps

MC Beutel

Vic Dover

Rhett Stringer

Chris Dockery

LUMPKIN COUNTY COMPREHENSIVE PLAN
COMMITTEE MEETING

Dahlonega ~ 3:00 PM - Tuesday July 6, 2021

Please Sign In

Name

Name

BA GEORGIN

MC Beutel

Tony Nunley

LARRY REITER

Ashley Peck

Clarence Stowers

Chris Dockery

Sean Phipps

Rhett Stinger

Vic Dover

LUMPKIN COUNTY COMPREHENSIVE PLAN
COMMITTEE MEETING

Dahlonega ~ 3:00 PM - Tuesday August 3, 2021

Please Sign In

Name

Name

LARRY REITER

Mary Catherine Beutel

Rebecca Mincey

Clayton Stur

R. Sean Pliggs

Vicki Dancy

Phil Stinger



LUMPKIN COUNTY COMPREHENSIVE PLAN
COMMITTEE MEETING

COUNTY COURTHOUSE ~ 3:00 PM - Tuesday Sep. 7, 2021

Please Sign In

Name

Name

BA GEORGINA

MC Buechel

Clareen Stou

Vic Downer

William Mincey

Rhett Strager

Alan Ours

R. Sean Pligg

Mary Catherine Doot

LARRY REITER

LUMPKIN COUNTY & CITY OF DAHLONEGA
COMPREHENSIVE PLAN - PUBLIC FORUM

County Recreation Center ~ 4:00 PM - 10/21/21

Please Sign In

Name

ROBIN HALL

Alan Ours

Jeff Moran

Tracy Sanford

Bob Mayfield

Wade Chandler

Rhett Stringer

Skylar Alexander

Ryan Pligg

Larry Reiter

Mary Catherine Beutel

Delores Jones

Kar Jones

Evelyn Shirley

ROSS SHIRLEY

Yonda Caldwell

Steve Sylvester

Rhonda Hardy

Name

Beal Hardy

LUMPKIN COUNTY & CITY OF DAHLONEGA
COMPREHENSIVE PLAN - PUBLIC FORUM

County Recreation Center ~ 4:00 PM - 11/9/21

Please Sign In

Name

Ruff James

Katherine JAMES

MINI CRANFILL

TUCKER GREENE

Ariel Alexander

FRED WILSON LONG

ROSANN LONG

JAMES CRANFILL

Skylar Alexander

GEORGE ALBERT.

Greg Killeen

Mike Feagin

MARK H. COX

Linda LaChapelle

BOB PULLEN

Jill Kleve

ART Kleve

Melvin Marnold

Name

Michael Letendre

Rebecca Jackson

Jeb Jackson

Charles Lyman

Betty Lyman

Judy Lear

~~Judy Lear~~

Alan Ows

Mary Cuskas

Kathy Beatty

Ed Beatty

Bill Burgess

John Leonard

Angela Gaddis

Ross Rye

Ashley Tripps

Jim Seimio

Juli Illwood

LUMPKIN COUNTY & CITY OF DAHLONEGA
COMPREHENSIVE PLAN - PUBLIC FORUM

County Recreation Center ~ 4:00 PM – 11/9/21

Please Sign In

Name

Linda & Ed Mannino

Linda Rowland

Tom Vincent

Branda Newman

Sean Newman

Judy Wheeler

Cassie Madd

Lisa Cason

Tim Martin

Kim Gray

Alexis Avery

Diane Miller

Karen Ponder

Ernest Ponder

Gally Drapnell

Derrick Gaddis

Michael Miller

Name

Beal Hardy

Bill Math

John Kirschner

Wayne Gaddis

John Kelly

Mary Anderson

Billy Ellis

Janice Ellis

Eugene Ellis

Butch Wheeler

Lynn Sylvester

Steve Sylvester

TINA MARA

JAY MARA

LUMPKIN COUNTY
COMPREHENSIVE PLAN - PUBLIC FORUM

County Recreation Center ~ 6:00 PM - 12/30/21

Please Sign In

Name

Judy Wheeler

Bill James

Katherine James

BOB PULLEN

Larry Reiter

Bob Myford

Al Ours

Robin Hall

Barbara Poole

Name

Quality Community Objectives Assessment

Since 1999 the Board of the Department of Community Affairs has identified various Quality Community Objectives (QCOs) as value statements of the development patterns and options that will help Georgia preserve her unique cultural, natural and historic resources while looking to the future and developing to her fullest potential.

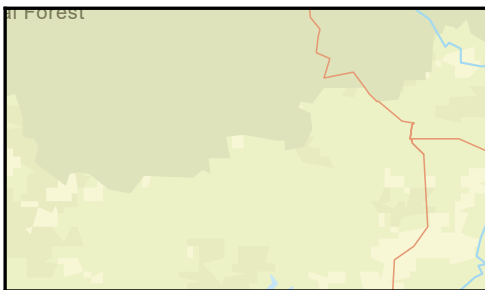
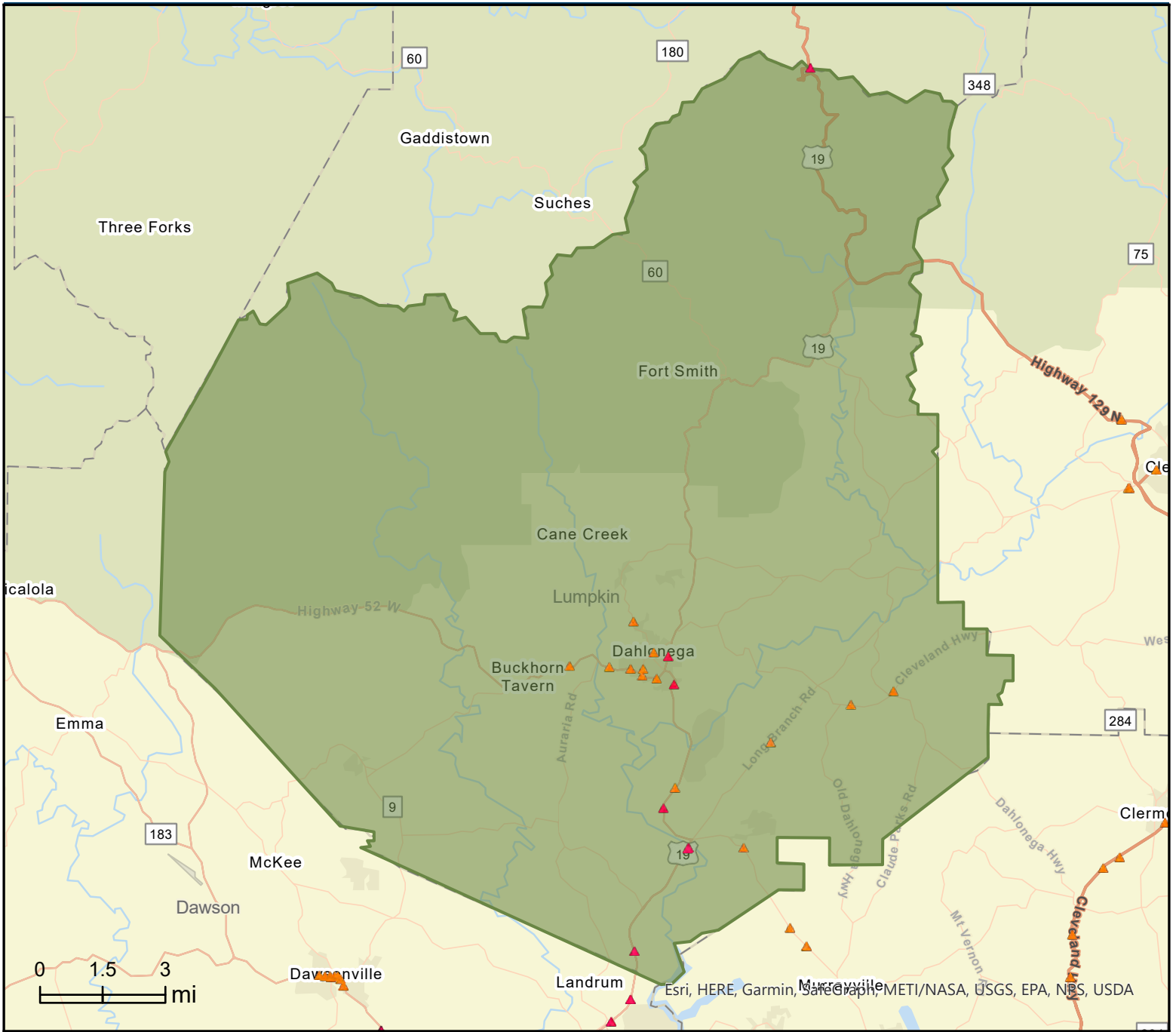
These ten objectives are adapted from generally accepted community development principles to fit the unique qualities of Georgia's cities and counties. Although these objectives are only recommendations, we are convinced that implementing these principles will result in greater efficiency and cost savings for local governments and a higher quality of life for their citizens.

- **Economic Prosperity:** Encourage development or expansion of businesses and industries that are suitable for the community. Factors to consider when determining suitability include job skills required; long-term sustainability; linkages to other economic activities in the region; impact on the resources of the area; or prospects for creating job opportunities that meet the needs of a diverse local workforce.
- **Resource Management:** Promote the efficient use of natural resources and identify and protect environmentally sensitive areas of the community. This may be achieved by promoting energy efficiency and renewable energy generation; encouraging green building construction and renovation; utilizing appropriate waste management techniques; fostering water conservation and reuse; or setting environmentally sensitive areas aside as green space or conservation reserves.
- **Efficient Land Use:** Maximize the use of existing infrastructure and minimize the costly conversion of undeveloped land at the periphery of the community. This may be achieved by encouraging development or redevelopment of sites closer to the traditional core of the community; designing new development to minimize the amount of land consumed; carefully planning expansion of public infrastructure; or maintaining open space in agricultural, forestry, or conservation uses.
- **Local Preparedness:** Identify and put in place the prerequisites for the type of future the community seeks to achieve. These prerequisites might include infrastructure (roads, water, sewer) to support or direct new growth; ordinances and regulations to manage growth as desired; leadership and staff capable of responding to opportunities and managing new challenges; or undertaking an all-hazards approach to disaster preparedness and response.
- **Sense of Place:** Protect and enhance the community's unique qualities. This may be achieved by maintaining the downtown as focal point of the community; fostering compact, walkable, mixed-use development; protecting and revitalizing historic areas of the community; encouraging new development that is compatible with the traditional features of the community; or protecting scenic and natural features that are important to defining the community's character.
- **Regional Cooperation:** Cooperate with neighboring jurisdictions to address shared needs. This may be achieved by actively participating in regional organizations; identifying joint projects that will result in greater efficiency and less cost to the taxpayer; or developing collaborative solutions for regional issues such as protection of shared natural resources, development of the transportation network, or creation of a tourism plan.

- **Housing Options:** Promote an adequate range of safe, affordable, inclusive, and resource efficient housing in the community. This may be achieved by encouraging development of a variety of housing types, sizes, costs, and densities in each neighborhood; instituting programs to provide housing for residents of all socio-economic backgrounds; or coordinating with local economic development programs to ensure availability of adequate workforce housing in the community.
- **Transportation Options:** Address the transportation needs, challenges and opportunities of all community residents. This may be achieved by fostering alternatives to transportation by automobile, including walking, cycling, and transit; employing traffic calming measures throughout the community; requiring adequate connectivity between adjoining developments; or coordinating transportation and land use decision-making within the community.
- **Educational Opportunities:** Make educational and training opportunities readily available to enable all community residents to improve their job skills, adapt to technological advances, or pursue life ambitions. This can be achieved by expanding and improving local educational institutions or programs; providing access to other institutions in the region; or coordinating with local economic development programs to ensure an adequately trained and skilled workforce.
- **Community Health:** Ensure that all community residents, regardless of age, ability, or income, have access to critical goods and services, safe and clean neighborhoods, and good work opportunities. This may be achieved by providing services to support the basic needs of disadvantaged residents; instituting programs to foster better health and fitness; or providing all residents the opportunity to improve their circumstances in life and to fully participate in the community.

SWOC Assessment – GMRC Digital Economy Plan

	Strengths	Weaknesses	Opportunities	Challenges
Workforce/ Education	Higher Educational Institutions – University of North Georgia, Brenau, North Georgia Technical School, Lanier Technical School,	Limited existing hi-tech labor force	Economic and demographic growth of metro Atlanta	Attraction/ Retention of top technology talent
	Faster Business Start-up Time	Low family income	Job fairs held within the region by GMRC Workforce Development	Competition from other metro areas
	Dawson GigCenter – Business start-ups			
	GMRC Workforce Development			
Strong Dev. Authorities and Chamber offices to assist start-up businesses and industries				
Infrastructure	Cooperative EMC's that deliver good products	System Redundancy. Residents and Businesses need more choices for internet service.	Tourism/outdoor recreation related industry	Topographically the GMRC Region is difficult to traverse for aerial line installation
	North Georgia Network	Cost prohibitive		
	Access to metro Atlanta	Geographic isolation		
	Ga 400 – Technology Corridor			
	Residents ability to telecommute			
Local Government	GMRC fostering cooperation	Limited funding resources	Educating local government on importance of broadband access	Finding Grant funds for broadband projects
	Quality Development Authorities and Joint Development Authorities	State needs to put more emphasis on education		Need to better communicate to State Legislators the Region's needs regarding broadband initiatives & projects
<p>Goal: <i>Ensure new telecommunication networks for needed accessibility and reliability to support the growth of the regional economy.</i></p> <p>Strategy: <i>Prepare to meet industry and business telecommunication needs by assisting with fiber optic network development.</i> The purpose of this strategy is to support, develop, and provide educational opportunities regarding telecommunication systems in the region.</p> <p>Strategy: <i>Promote and support the use of health information technology (IT).</i> The purpose of this strategy is to encourage local partnerships between health providers and local leaders in using telecommunications and other information technology to improve care to patients and lower health costs.</p>				



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day

