AGENDA

Gainesville Mayor/Council Meeting
Tuesday, April 18, 2017, 5:30 PM
Public Safety Complex (Gainesville Justice Center)
Municipal Court Room, 701 Queen City Parkway
Mayor or Mayor Pro Tem Presides

INVOCATION:

PLEDGE OF ALLEGIANCE:

PRESENTATION(S):

A. Bugle Donation to the Gainesville Police Department

COUNCIL ANNOUNCEMENTS:

PUBLIC COMMENTS: (20 minutes maximum)

CONSENT AGENDA:

Appointments

A. Development Authority
   - Position held by RK Whitehead

Minutes

A. March 3-4, 2017 Water Resources Workshop

B. March 16, 2017 Work Session

C. March 21, 2017 Mayor/Council Meeting

D. March 30, 2017 Work Session

E. April 4, 2017 Mayor/Council Meeting

Resolutions

A. BR-2017-21 2017 Planning and Appeals Board Meeting Calendar (July - December)

B. BR-2017-22 Rename Capital Project 91030 from "Land Bank Authority" to "Demolition Program"

C. PR-2017-11 FY2017 Local Maintenance and Improvement Grant Off-System Safety Program

ANNEXATION/ZONING:

A. **Second Reading: Ordinance No. 2017-05**
Annex 0.19± acre at 593 and 597 Shallowford Road
AN ORDINANCE ANNEXING A 0.19± ACRE TRACT LOCATED ON THE NORTHWEST SIDE OF THE INTERSECTION OF SHALLOWFORD ROAD AND ALBERT STREET (A/K/A 593 AND 597 SHALLOWFORD ROAD); ADJACENT TO BUT NOT NOW WITHIN THE CORPORATE LIMITS OF THE CITY OF GAINESVILLE, GEORGIA; REPEALING CONFLICTING ORDINANCES; TO PROVIDE FOR SEVERABILITY; TO PROVIDE FOR AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.

B. **Second Reading: Ordinance No. 2017-06**
Zone 0.19± acre at 593 and 597 Shallowford Road
AN ORDINANCE AMENDING THE ZONING MAP OF THE CITY OF GAINESVILLE, GEORGIA BY ESTABLISHING THE ZONING ON A 0.19± ACRE TRACT LOCATED ON THE NORTHWEST SIDE OF THE INTERSECTION OF SHALLOWFORD ROAD AND ALBERT STREET (A/K/A 593 AND 597 SHALLOWFORD ROAD) AT THE TIME OF

ANNEXATION AS GENERAL BUSINESS, WITH CONDITIONS (G-B-c); REPEALING CONFLICTING ORDINANCES; TO PROVIDE FOR SEVERABILITY; TO PROVIDE FOR AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.

PUBLIC HEARING(S):

Community Development Items

A. BR-2017-23 Transmittal of the Five-Year Update to the Comprehensive Plan

CITY MANAGER ISSUES:

CITY ATTORNEY ISSUES:

CITY CLERK ISSUES:

EXECUTIVE SESSION:

ADJOURNMENT:

Final: Friday, April 14, 2017, 4:40 PM

CITY OF GAINESVILLE

COUNCIL AGENDA REQUEST

Date Submitted: 3/27/2017

Presenter: Carol Martin

Item of Business: Bugle Donation to the Gainesville Police Department

Meeting Date: 4/18/2017

Purpose of Request:

To recognize Memorial Park Funeral Home and Mrs. A. B. Sailors for the donation of a bugle to the Gainesville Police Department.

Attendees to Present the Bugle Donation are as follows:

- Jerry Ward, Memorial Park Funeral Home
- Mrs. A. B. Sailors

History/Background:

The bugle was purchased by Memorial Park Funeral Home for use during the funeral of former Fire Chief A. B. Sailors. Mrs. A. B. Sailors would like to donate this bugle to the Gainesville Police Department's Honor Guard.

Facts & Issues for Consideration:

Department Recommendation:

Acceptance of bugle from Memorial Park Funeral Home and Mrs. A. B. Sailors.

Department Director:

Carol Martin

If funding is involved, are funds approved within the current budget?

N/A

Amount Requested:

Source of Funds:

Finance Comments:

Administrative Comments:

CITY OF GAINESVILLE

COUNCIL AGENDA REQUEST

Date Submitted: 4/5/2017

Presenter:

Item of Business: Consent Agenda Items

Meeting Date: 4/18/2017

Purpose of Request:

The following appointments, minutes and/or resolutions are being considered under the Consent Agenda Section. These items were previously distributed for review and/or discussed. Unless otherwise directed by Mayor and Council, they will not be discussed during this meeting.

If you have questions regarding these documents, please feel free to contact the City Clerk's Office during normal business hours (Monday through Friday from 8:00 AM to 5:00 PM) at 770-535-6865 or via email to cityclerk@gainesville.org.

History/Background:

Facts & Issues for Consideration:

Department Recommendation:

Department Director:

If funding is involved, are funds approved within the current budget?

Amount Requested: **Source of Funds**:

Finance Comments:

Administrative Comments:

CITY OF GAINESVILLE

COUNCIL AGENDA REQUEST

Date Submitted: 4/13/2017

Presenter: Danny Dunagan

Item of Business: Development Authority
- Position held by RK Whitehead

Meeting Date: 4/18/2017

Purpose of Request:

The purpose of this request is to address a position that has an expired term.

History/Background:

The Development Authority was created via House Bill 924 approved in 1964. The Authority consist of nine members who must be residents of Hall County. Four members are appointed by the City of Gainesville and four members are appointed by Hall County. The eight appointed members selected the ninth member. Greater Hall Chamber of Commerce (GHCC) submits nominations for the governmental entities to consider.

Facts & Issues for Consideration:

Greater Hall Chamber of Commerce submitted nominations for the Mayor's consideration.

Department Recommendation:

During the April 13, 2017 Work Session, Mayor Dunagan nominated Elisabeth Baldwin to replace R.K. Whitehead.

Department Director:

Danny Dunagan

If funding is involved, are funds approved within the current budget?

N/A

Amount Requested:

Source of Funds:

Finance Comments:

Administrative Comments:

ATTACHMENTS:

Description	Type
GHDA Members	Backup Material
GHCC Nomination Letter	Backup Material

GAINESVILLE-HALL DEVELOPMENT AUTHORITY

CITY APPOINTMENTS

POST	LAST NAME	FIRST NAME	TERM BEGINS	TERM ENDS
City	Nivens	Allen	4/15/2014	3/31/2018
City	Barnett	Perry	4/20/2016	3/31/2020
City	Whitehead	R. K.	4/2/2013	3/31/2017
City	Embry	Cooper	4/21/2015	3/31/2019
Ex-Officio - City	Dunagan	Danny	1/10/2017	1/9/2018

TERM: Four year terms

Nominations provided by Greater Hall Chamber of Commerce.
Members serve until position filled.
A member who has served a full four-year term is not eligible for reappointment until the lapse of one year after that term expires.

CONTACT: Kit Dunlap
kit@ghcc.com

UPDATED: 3/15/17 ag

GREATER HALL
CHAMBER OF COMMERCE

A CENTURY OF BUSINESS VISION

230 E.E. Butler Parkway
Post Office Box 374
Gainesville, Georgia 30503

RECEIVED
MAR 24 2017
CITY CLERK'S OFFICE

March 21, 2017

Mayor Danny Dunagan
City of Gainesville
P. O. Box 2496
Gainesville, GA 30503

Dear Mayor Dunagan:

The Greater Hall Chamber of Commerce nominates the following two (2) persons to be considered for the one (1) appointment to the Gainesville & Hall County Development Authority. The person selected will fill the term of RK Whitehead, whose term expires 3/31/17. This request is in accordance with the By-Laws of the Authority that we submit these persons for selection.

Elisabeth Baldwin, Regions Bank
Brian Daniel, Carroll Daniel Construction Company

Both of these nominees are familiar with the economic development efforts of Gainesville and Hall County and would be quality members of the Authority. Please make the selection at your earliest convenience and notify us.

Sincerely,

Kathryn L. Dunlap
President & CEO
Greater Hall Chamber of Commerce

Attachment: Current roster of members
Gainesville & Hall County Development Authority

cc: Philip Wilheit, Chairman
Gainesville & Hall County Development Authority

Tread Syfan, Attorney
Gainesville & Hall County Development Authority

Bryan Lackey, City Manager
City of Gainesville

Denise Jordan
Gainesville City Clerk

770.532.6206
Fax 770.535.8419

www.greaterhallchamber.com
www.siliconlakelanier.com

CITY OF GAINESVILLE

COUNCIL AGENDA REQUEST

Date Submitted: 4/13/2017

Presenter: Denise Jordan

Item of Business: March 3-4, 2017 Water Resources Workshop

Meeting Date: 4/18/2017

Purpose of Request:

The purpose of this request is to allow the governing body to approve the minutes from the referenced meeting.

History/Background:

Facts & Issues for Consideration:

Draft minutes were distributed to the governing body, City Manager, City Attorney and Department Directors for comments/corrections.

Department Recommendation:

Approve the minutes accepting edits as presented.

Department Director:

Bryan Lackey

If funding is involved, are funds approved within the current budget?

N/A

Amount Requested:

Source of Funds:

Finance Comments:

Administrative Comments:

ATTACHMENTS:

Description	Type

CITY OF GAINESVILLE

COUNCIL AGENDA REQUEST

Date Submitted: 4/14/2017

Presenter: Denise Jordan

Item of Business: March 16, 2017 Work Session

Meeting Date: 4/18/2017

Purpose of Request:

The purpose of this request is to allow the governing body to approve the minutes from the referenced meeting.

History/Background:

Facts & Issues for Consideration:

Draft minutes were distributed to the governing body, City Manager, City Attorney and Department Directors for comments/corrections.

Department Recommendation:

Approve the minutes accepting edits as presented.

Department Director:

Bryan Lackey

If funding is involved, are funds approved within the current budget?

N/A

Amount Requested:

Source of Funds:

Finance Comments:

Administrative Comments:

ATTACHMENTS:

Description	Type

CITY OF GAINESVILLE

COUNCIL AGENDA REQUEST

Date Submitted: 4/14/2017

Presenter: Denise Jordan

Item of Business: March 21, 2017 Mayor/Council Meeting

Meeting Date: 4/18/2017

Purpose of Request:

The purpose of this request is to allow the governing body to approve the minutes from the referenced meeting.

History/Background:

Facts & Issues for Consideration:

Draft minutes were distributed to the governing body, City Manager, City Attorney and Department Directors for comments/corrections.

Department Recommendation:

Approve the minutes accepting edits as presented.

Department Director:

Bryan Lackey

If funding is involved, are funds approved within the current budget?

N/A

Amount Requested:

Source of Funds:

Finance Comments:

Administrative Comments:

ATTACHMENTS:

Description	Type

CITY OF GAINESVILLE

COUNCIL AGENDA REQUEST

Date Submitted: 4/14/2017

Presenter: Denise Jordan

Item of Business: March 30, 2017 Work Session

Meeting Date: 4/18/2017

Purpose of Request:

The purpose of this request is to allow the governing body to approve the minutes from the referenced meeting.

History/Background:

Facts & Issues for Consideration:

Draft minutes were distributed to the governing body, City Manager, City Attorney and Department Directors for comments/corrections.

Department Recommendation:

Approve the minutes accepting edits as presented.

Department Director:

Bryan Lackey

If funding is involved, are funds approved within the current budget?

N/A

Amount Requested:

Source of Funds:

Finance Comments:

Administrative Comments:

ATTACHMENTS:

Description	Type

CITY OF GAINESVILLE

COUNCIL AGENDA REQUEST

Date Submitted: 4/14/2017

Presenter: Denise Jordan

Item of Business: April 4, 2017 Mayor/Council Meeting

Meeting Date: 4/18/2017

Purpose of Request:

The purpose of this request is to allow the governing body to approve the minutes from the referenced meeting.

History/Background:

Facts & Issues for Consideration:

Draft minutes were distributed to the governing body, City Manager, City Attorney and Department Directors for comments/corrections.

Department Recommendation:

Approve the minutes accepting edits as presented.

Department Director:

Bryan Lackey

If funding is involved, are funds approved within the current budget?

N/A

Amount Requested:

Source of Funds:

Finance Comments:

Administrative Comments:

ATTACHMENTS:

Description	Type

CITY OF GAINESVILLE

COUNCIL AGENDA REQUEST

Date Submitted: 4/3/2017

Presenter: Bryan Lackey

Item of Business: BR-2017-21 2017 Planning and Appeals Board Meeting Calendar (July - December)

Meeting Date: 4/18/2017

Purpose of Request:

To have the governing body approve the proposed meeting calendar for the Planning and Appeals Board for July through December 2017, since the adoption of the CM/WS meeting calendar for the remainder of the year.

History/Background:

City Council approved the Planning and Appeals Board meeting calendar for January through June on December 6, 2016.

Facts & Issues for Consideration:

Department Recommendation:

Approve the PAB meeting calendar for the remainder of year 2017 as presented.

Department Director:

Rusty Ligon

If funding is involved, are funds approved within the current budget?

Amount Requested:

Source of Funds:

Finance Comments:

Administrative Comments:

ATTACHMENTS:

Description	Type
BR-2017-21 2017 PAB Meeting Calendar (Jul - Dec)	Resolution
2017 PAB Calendar (Jul - Dec)	Attachments/Exhibits

RESOLUTION BR-2017-21
2017 PLANNING AND APPEALS BOARD MEETINGS
(JULY THRU DECEMBER)

WHEREAS, the City of Gainesville Unified Land Development Code (ULDC) requires the governing body to approve the meeting dates and times of the Planning and Appeals Board; and

WHEREAS, the Community Development Department prepared the Planning and Appeals Board meeting calendar for review and approval.

NOW, THEREFORE, BE IT RESOLVED, that the governing body of the City of Gainesville adopts the attached 2017 Planning and Appeals Board meeting calendar for July through December.

BE IT FURTHER RESOLVED that amendments to the calendar may occur in accordance with Chapter 14 of Title 50 of the O.C.G.A. and in accordance with Section 9-21-1-7 of the City of Gainesville ULDC.

Adopted this ___ day of ____ 2017.

_____
C. Danny Dunagan, Jr., Mayor

This is to certify that I am City Clerk of the City of Gainesville. As such, I keep its official records, including its minutes. In that capacity, my signature below certifies this resolution was adopted as stated and will be recorded in the official minutes.

ATTEST:

_____
Denise O. Jordan, City Clerk

CITY OF GAINESVILLE
COMMUNITY DEVELOPMENT DEPARTMENT
PLANNING DIVISION

2017 Planning and Appeals Board Meeting Schedule
July – December

All Planning and Appeals Board meetings and Gainesville City Council meetings (excluding Work Sessions) will be held in the Municipal Courtroom of the Gainesville Justice Center within the **Public Safety Complex**, located at 701 Queen City Parkway, unless otherwise noted. In accordance with Georgia law, notice will be given for all meetings rescheduled or cancelled, including changes made due to holiday scheduling. All applications must be received in the Community Development Department by the appropriate application closing date.

Planning Division
770-531-6570

Community Development Director	Rusty Ligon
Planning Manager	Matt Tate
Senior Planner & Civil Plan Review Coordinator	Jason Justice
Office and Records Coordinator	Judy Foster

PLANNING AND APPEALS BOARD		CITY COUNCIL	
Application Closing Dates	**Public Hearing Dates**	**Meeting/Public Hearing Dates**	
Last Friday of Each Month	5:30 p.m. Second Tuesday of Each Month	5:30 p.m. First and Third Tuesdays of Each Month	
Friday	**Tuesday**	**First Reading**	**Second Reading**
May 26	Jul 11	Aug 1	Aug 15
Jun 30	Aug 8	Sep 19	Oct 3
Jul 28	Sep 12	Oct 3	Oct 17
Aug 25	Oct 10	Nov 7	Nov 21
Sep 29	Nov 14	Dec 5	Dec 19
Oct 27	Dec 12	Jan 9, 2018	Jan 23, 2018

Gainesville Planning and Appeals Board Members

Appointment	Appointee
Chairman	Doug Carter
Vice Chairman	Jane Fleming
Member	Rich White
Member	Connie Rucker
Member	Ryan Thompson
Member	Carmen Delgado
Member	Eddie Martin, Sr.
Ex-Officio Member	Council Member George Wangemann

NOTE: ***The 2017 Planning and Appeals Board meeting calendar (January thru June) was adopted by City Council last year and was posted on December 22, 2016.***

Approved by City Council:

Posted:

CITY OF GAINESVILLE

COUNCIL AGENDA REQUEST

Date Submitted: 4/3/2017

Presenter: Bryan Lackey

Item of Business: BR-2017-22 Rename Capital Project 91030 from "Land Bank Authority" to "Demolition Program"

Meeting Date: 4/18/2017

Purpose of Request:

Modify and rename Capital Project 91030, currently titled "Land Bank Authority", to "Demolition Program" to allow the City to proceed and utilize these funds for the purpose of demolishing dilapidated property within the City.

History/Background:

The FY17 Budget established Capital Project 91030 entitled “Land Bank Authority” for the establishment and implementation of a Land Bank Authority.

Facts & Issues for Consideration:

The purpose of a Land Bank Authority is to revitalize dilapidated property through a variety of methods, including demolition. In order to form a Land Bank Authority certain regulations and agreements must be established including an agreement with Hall County.

The City has identified projects that meet the intent of the capital project funding and could proceed prior to the official establishment of the Land Bank Authority.

Department Recommendation:

Approve the proposed modification and renaming of Capital Project 91030.

Department Director:

Bryan Lackey

If funding is involved, are funds approved within the current budget?

Amount Requested: **Source of Funds**:

Finance Comments:

Administrative Comments:

ATTACHMENTS:

Description Type

🗋	BR-2017-22 Rename Capital Project Land Bank Authority to Demolition Program	Resolution

RESOLUTION BR-2017-22

Rename Capital Project 91030 "Land Bank Authority" to "Demolition Program"

WHEREAS, the FY2017 Budget established Capital Project 91030 entitled "Land Bank Authority" for the establishment and implementation of a Land Bank Authority; and

WHEREAS, the purpose of a Land Bank Authority is to revitalize dilapidated property through a variety of methods, including demolition; and

WHEREAS, in order to form a Land Bank Authority certain regulations and agreements must be established; and

WHEREAS, the City has identified projects that meet the intent of the capital project funding and could proceed prior to the official establishment of the Land Bank Authority; and

WHEREAS, to expedite the use of these funds, Capital Project 91030 currently named "Land Bank Authority" would be renamed "Demolition Program" and would allow the expenditure of funds for demolition without the establishment and implementation of a Land Bank Authority.

NOW, THEREFORE, BE IT RESOLVED THAT the governing body hereby authorizes Capital Project 91030 currently named "Land Bank Authority" to be renamed "Demolition Program" and authorizes the use of these funds for demolition of dilapidated property.

Adopted this _____ day of _____, 2017.

C. Danny Dunagan, Jr., Mayor

This is to certify that I am City Clerk of the City of Gainesville. As such, I keep its official records, including its minutes. In that capacity, my signature below certifies this resolution was adopted as stated and will be recorded in the official minutes.

ATTEST:

Denise O. Jordan, City Clerk

CITY OF GAINESVILLE

COUNCIL AGENDA REQUEST

Date Submitted: 3/30/2017

Presenter: Bryan Lackey

Item of Business: PR-2017-11 FY2017 Local Maintenance and Improvement Grant Off-System Safety Program

Meeting Date: 4/18/2017

Purpose of Request:

Resolution authorizing staff to apply for the referenced grant.

History/Background:

The Georgia Department of Transportation has announced the FY2017 Local Maintenance and Improvement Grant Off-System Safety Program opportunity.

Facts & Issues for Consideration:

Staff have identified several items of work that meet the program criteria.

Department Recommendation:

Authorize staff to apply for and accept the grant opportunity.

Department Director:

Chris Rotalsky

If funding is involved, are funds approved within the current budget?

Amount Requested: N/A

Source of Funds: FY17 Capital Improvement Fund

Finance Comments:

Administrative Comments:

ATTACHMENTS:

Description	Type
PR-2017-11 FY2017 LMIG Off-System Safety Program	Resolution
Application	Backup Material

RESOLUTION PR-2017-11

FY2017 Local Maintenance and Improvement Grant
Off-System Safety Program

WHEREAS, the Georgia Department of Transportation (GDOT) has announced the FY2017 Local Maintenance and Improvement Grant (LMIG) Off-System Safety Program; and

WHEREAS, the Program focuses on safety improvements along off-system routes to reduce the frequency and severity of crashes; and

WHEREAS, staff has identified guardrail along portions of Palmour Drive, Monroe Drive, Dorsey Street and South Enota Drive in need of repair; and

WHEREAS, staff have identified pavement markings in need of replacement along Hilton Drive and traffic calming measures along Memorial Drive in need of installation; and

WHEREAS, staff have identified radar speed, speed limit and various operational signs to be purchased; and

WHEREAS, the proposed work meets the state criteria and has an estimated cost of $100,000.00; and

WHEREAS, staff is requesting authorization to prepare and submit the LMIG application for the referenced work in the amount of $70,000.00, with the remaining $30,000.00 to account for the City's required 30% match which is available from the budgeted Traffic Calming and Road Safety Devices Capital Improvement Project; and

WHEREAS, the GDOT has not identified a specific grant amount.

NOW, THEREFORE, BE IT RESOLVED THAT the governing body for the City of Gainesville hereby authorizes the Public Works Department to apply for and accept said grant.

BE IT FURTHER RESOLVED THAT the governing body for the City of Gainesville hereby authorizes the Mayor, City Manager and/or City Attorney to sign all necessary documents for executing the application and acceptance of said grant.

Adopted this _____ day of _____, 2017.

_____
C. Danny Dunagan, Jr., Mayor

This is to certify that I am City Clerk of the City of Gainesville. As such, I keep its official records, including its minutes. In that capacity, my signature below certifies this resolution was adopted as stated and will be recorded in the official minutes.

ATTEST:

_____
Denise O. Jordan, City Clerk

CITY OF GAINESVILLE
MAYOR AND CITY COUNCIL

Post Office Box 2496
Gainesville, Georgia 30503-2496
Telephone: 770 . 535 . 6865
Fax: 770 . 535 . 6896
Web Site: www.gainesville.org

MAYOR

C. Danny Dunagan, Jr.

GAINESVILLE CITY COUNCIL

Sam Couvillon
Ward One

Zack Thompson
Ward Two

Barbara B. Brooks
Ward Three

George Wangemann
Ward Four

Ruth Bruner
Ward Five

April 18, 2017

Ms. Teressa Walcott
District State Aid Coordinator
PO Box 1057
Gainesville, GA 30507

RE: City of Gainesville – FY2017 Local Maintenance and Improvement Grant Off-System Safety Program

Dear Ms. Walcott:

The City of Gainesville appreciates the opportunity presented by the Department's FY2017 Local Maintenance and Improvement Grant Off-System Safety Program.

City staff have identified several projects along major off-system roads that act as connectors to state routes. The projects include guardrail repairs on Palmour Drive, Monroe Drive, Dorsey Street and South Enota Drive; speed table installation on Memorial Drive; replacing pavement markings on Hilton Drive and purchasing radar speed, speed limit and various operational signs for future installation. These improvements would not only improve the safety of Gainesville and Hall County residents, but the travelling public as a whole within the City limits.

Enclosed are two original copies of the City's application. Should there be any questions, please contact Matt Tarver with our Public Works Department at 770-538-4977.

Sincerely,

C. Danny Dunagan, Jr.
Mayor

cc Bryan Lackey
Angela Sheppard
Chris Rotalsky
Matt Tarver

2017 LMIG-OSS

Revised 5/21/2014

GEORGIA DEPARTMENT OF TRANSPORTATION LOCAL MAINTENANCE & IMPROVEMENT GRANT (LMIG) APPLICATION FOR FISCAL YEAR 2017

TYPE OR PRINT LEGIBLY. ALL SECTIONS MUST BE COMPLETED.

LOCAL GOVERNMENT INFORMATION

Date of Application: _____

Name of local government: _____
Address: _____
Contact Person and Title: _____
Contact Person's Phone Number: _____
Contact Person's Fax Number: _____
Contact Person's Email: _____

Is the Priority List attached?

LOCAL GOVERNMENT AFFIDAVIT AND CERTIFICATION

I, _____ (Name), the _____ (Title), on behalf of _____ (local government), who being duly sworn do swear that the information given herein is true to the best of his/her knowledge and belief. Local Government swears and certifies that it has read and understands the LMIG General Guidelines and Rules and that it has complied with and will comply with the same.

Local government further swears and certifies that it has read and understands the regulations for the Georgia Planning Act of 1989 (O.C.G.A. § 45-12-200, et seq.), Service Delivery Strategy Act (O.C.G.A. § 36-70-20, et seq.), and the Local Government Budgets and Audits Act (O.C.G.A. 36-81-7 et seq.) and will comply in full with said provisions. Local government further swears and certifies that the roads or sections of roads described and shown on the local government's Project List are dedicated public roads and are part of the Public Road System in said county/city. Local government further swears and certifies that it complied with federal and/or state environmental protection laws and at the completion of the project(s), it met the match requirements as stated in the Transportation Investment ACT (TIA).

Further, the local government shall be responsible for any claim, damage, loss or expense that is attributable to negligent acts, errors, or omissions related to the designs, drawings, specifications, work and other services furnished by or on behalf of the local government pursuant to this Application ("Loss"). To the extent provided by law, the local government further agrees to hold harmless and indemnify the DEPARTMENT and the State of Georgia from all suits or claims that may arise from said Loss.

2017 LMIG-OSS

GEORGIA DEPARTMENT OF TRANSPORTATION LOCAL MAINTENANCE & IMPROVEMENT GRANT (LMIG) APPLICATION FOR FISCAL YEAR 2017

LOCAL GOVERNMENT AFFIDAVIT AND CERTIFICATION

If the local government fails to comply with these General Guidelines and Rules, or fails to comply with its Application and Certification, or fails to cooperate with the auditor(s) or fails to maintain and retain sufficient records, the DEPARTMENT may, at its discretion, prohibit the local government from participating in the LMIG program in the future and may pursue any available legal remedy to obtain reimbursement of the LMIG funds. Furthermore, if in the estimation of the DEPARTMENT, a roadway or bridge shows evidence of failure(s) due to poor workmanship, the use of substandard materials, or the failure to follow the required design and construction guidelines as set forth herein, the Department may pursue any available legal remedy to obtain reimbursement of the allocated LMIG funds or prohibit local government from participating in the LMIG program until such time as corrections are made to address the deficiencies or reimbursement is made. All projects identified on the Project list shall be constructed in accordance with the Department's Standard Specifications of Transportation Systems (current edition), Supplemental Specifications (current edition), and Special Provisions.

Local Government:

_____
E-Verify Number

_____(Signature)

Sworn to and subscribed before me,

_____ (Print)
Mayor / Commission Chairperson

This _____ day of__ _____, 20___.
In the presence of:

_____ (Date)

NOTARY PUBLIC

SEAL:

_____
My Commission Expires:

FOR GDOT USE ONLY

The local government's Application is hereby granted and the amount allocated to the local government is _____. Such allocation must be spent on any or all of those projects listed in the Project List.

This _____ day of _____, 20___.

_____
Terry L Gable
Local Grants Administrator

2017 LMIG-OSS PROJECT REPORT

COUNTY / CITY _____

ROAD NAME	BEGINNING	ENDING	LENGTH (Miles)	DESCRIPTION OF WORK	PROJECT COST	PROJECT LET DATE

CITY OF GAINESVILLE

COUNCIL AGENDA REQUEST

Date Submitted: 3/20/2017

Presenter: Danny Dunagan

Item of Business: **Second Reading: Ordinance No. 2017-05**
Annex 0.19± acre at 593 and 597 Shallowford Road
AN ORDINANCE ANNEXING A 0.19± ACRE TRACT LOCATED ON THE NORTHWEST SIDE OF THE INTERSECTION OF SHALLOWFORD ROAD AND ALBERT STREET (A/K/A 593 AND 597 SHALLOWFORD ROAD); ADJACENT TO BUT NOT NOW WITHIN THE CORPORATE LIMITS OF THE CITY OF GAINESVILLE, GEORGIA; REPEALING CONFLICTING ORDINANCES; TO PROVIDE FOR SEVERABILITY; TO PROVIDE FOR AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.

Meeting Date: 4/18/2017

Purpose of Request:

The purpose of this request is to hold second reading on Ordinance 2017-05.

The applicant is proposing to annex two undeveloped parcels into the city limits of Gainesville. The parcels are currently part of a larger unincorporated island and are zoned Highway Business (H-B) which is a comparable zoning to General Business (G-B) in the City. The applicant intends to utilize City water and sewer services in order to develop a 1,200 square foot donut shop. Access is proposed from Shallowford Road and an exit only drive from Albert Street. Surrounding uses include Regions Bank branch, dry cleaners, single-family home and the U.S. Army Reserve facility.

History/Background:

Facts & Issues for Consideration:

Department Recommendation:

To hold second reading on Ordinance 2017-05 as presented.

Department Director:

Rusty Ligon

If funding is involved, are funds approved within the current budget?

Amount Requested: **Source of Funds**:

Finance Comments:

Administrative Comments:

ATTACHMENTS:

Description	Type
2nd Reading: Ordinance 2017-05 Masy Seng Annex	Ordinance

First Reading: 04/04/2017
Passed: _____

AN ORDINANCE

No. 2017-05

AN ORDINANCE ANNEXING A 0.19± ACRE TRACT LOCATED ON THE NORTHWEST SIDE OF THE INTERSECTION OF SHALLOWFORD ROAD AND ALBERT STREET (A/K/A 593 AND 597 SHALLOWFORD ROAD); ADJACENT TO BUT NOT NOW WITHIN THE CORPORATE LIMITS OF THE CITY OF GAINESVILLE, GEORGIA; REPEALING CONFLICTING ORDINANCES; TO PROVIDE FOR SEVERABILITY; TO PROVIDE FOR AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.

(Amendment to City Limit Boundary)

WHEREAS, a 0.19± acre tract located on the northwest side of the intersection of Shallowford Road and Albert Street (a/k/a **593 and 597 Shallowford Road**), lies within the unincorporated lands of Hall County and adjoins the existing corporate limits of the City of Gainesville; and

WHEREAS, the hereinafter described lands be incorporated and annexed into the City of Gainesville.

NOW, THEREFORE, BE IT HEREBY ORDAINED BY THE GOVERNING BODY OF THE CITY OF GAINESVILLE, GEORGIA, AS FOLLOWS:

SECTION I.

That from and after the passage of this Ordinance the following described lands are and shall be annexed into the existing corporate limits of the City of Gainesville, Georgia, so that said lands shall constitute a part of the land within the corporate limits of the City of Gainesville, Georgia, as fully and completely as if the limits had been so defined by the General Assembly of Georgia.

Legal Description

All that tract or parcel of land lying and being in Land Lot 165 of the 9th Land District of Hall County, Georgia, consisting of 0.19 acres, more or less, and being a portion of Lots 9 and 10 of the Jones, Atkins, Green Subdivision according to a certain plat of survey for Masy Seng dated January 20, 2017, and being more particularly described as follows:

To find the true of point of beginning, begin at a nail found at intersection of the centerlines of the Albert Street and Jones Street; thence South 24 degrees 59 minutes 20 seconds West a distance of 157.38 feet to an iron pin set which is the true point of beginning; thence from said true point of beginning South 17 degrees 41 minutes 21 seconds West a distance of 76.28 feet to an iron pin set; thence South 78 degrees 49 minutes 06 seconds West a distance of 30.47 feet to a nail found; thence North 60 degrees 11 minutes 02 seconds West a distance of 72.39 feet to an iron pin set; thence North 21 degrees 21 minutes 17 seconds East a distance of 79.61 feet to an iron pin set; thence South 70 degrees 02 minutes 31 seconds East a distance of 92.45 feet to the TRUE POINT OF BEGINNING.

The annexation is to include all that portion of right-of-way known as Albert Street located between the subject parcel and the existing city limits of Gainesville.

SECTION II.

The Secretary to the City Council of the City of Gainesville is directed to make and file with the Department of Community Affairs of the State of Georgia a certified copy of this Ordinance together with a plat describing lands annexed to the City of Gainesville by this Ordinance.

SECTION III.

All Ordinances and parts of Ordinances in conflict herewith are hereby repealed.

SECTION IV.

If any portion of this Ordinance shall be held to be invalid or unconstitutional, such invalidity or unconstitutionality shall not affect or impair the remaining portions unless it clearly appears that such other parts are wholly and necessarily dependent upon the part held to be invalid or unconstitutional.

SECTION V.

The effective date of this Ordinance shall be upon approval by the governing authority of the City of Gainesville, Georgia.

C. Danny Dunagan, Jr., Mayor

This is to certify that I am City Clerk of the City of Gainesville. As such, I keep its official records, including its minutes. In that capacity, my signature below certifies this resolution was adopted as stated and will be recorded in the official minutes.

ATTEST:

Denise O. Jordan, City Clerk

CITY OF GAINESVILLE

COUNCIL AGENDA REQUEST

Date Submitted: 3/20/2017

Presenter: Danny Dunagan

Item of Business: **Second Reading: Ordinance No. 2017-06**
Zone 0.19± acre at 593 and 597 Shallowford Road
AN ORDINANCE AMENDING THE ZONING MAP OF THE CITY OF GAINESVILLE, GEORGIA BY ESTABLISHING THE ZONING ON A 0.19± ACRE TRACT LOCATED ON THE NORTHWEST SIDE OF THE INTERSECTION OF SHALLOWFORD ROAD AND ALBERT STREET (A/K/A 593 AND 597 SHALLOWFORD ROAD) AT THE TIME OF ANNEXATION AS GENERAL BUSINESS, WITH CONDITIONS (G-B-c); REPEALING CONFLICTING ORDINANCES; TO PROVIDE FOR SEVERABILITY; TO PROVIDE FOR AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.

Meeting Date: 4/18/2017

Purpose of Request:

The purpose of this request is to hold second reading on Ordinance 2017-06.

The applicant is proposing to annex two undeveloped parcels into the city limits of Gainesville. The parcels are currently part of a larger unincorporated island and are zoned Highway Business (H-B) which is a comparable zoning to General Business (G-B) in the City. The applicant intends to utilize City water and sewer services in order to develop a 1,200 square foot donut shop. Access is proposed from Shallowford Road and an exit only drive from Albert Street. Surrounding uses include Regions Bank branch, dry cleaners, single-family home and the U.S. Army Reserve facility.

History/Background:

Facts & Issues for Consideration:

Department Recommendation:

To hold second reading on Ordinance 2017-06 with conditions as presented.

Department Director:

Rusty Ligon

If funding is involved, are funds approved within the current budget?

Amount Requested: **Source of Funds**:

Finance Comments:

Administrative Comments:

ATTACHMENTS:

Description	Type
Ordinance 2017-06 Masy Seng Zone	Ordinance

First Reading: 04/04/2017
Passed:

AN ORDINANCE

No. 2017-06

AN ORDINANCE AMENDING THE ZONING MAP OF THE CITY OF GAINESVILLE, GEORGIA BY ESTABLISHING THE ZONING ON A 0.19± ACRE TRACT LOCATED ON THE NORTHWEST SIDE OF THE INTERSECTION OF SHALLOWFORD ROAD AND ALBERT STREET (A/K/A 593 AND 597 SHALLOWFORD ROAD) AT THE TIME OF ANNEXATION AS GENERAL BUSINESS, WITH CONDITIONS (G-B-c); REPEALING CONFLICTING ORDINANCES; TO PROVIDE FOR SEVERABILITY; TO PROVIDE FOR AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.

(Amendment to Zoning Map)

BE IT HEREBY ORDAINED BY THE GOVERNING BODY OF THE CITY OF GAINESVILLE, GEORGIA, AS FOLLOWS:

SECTION I.

That from and after the passage of this Ordinance the following described lands shall be zoned and so designated on the Zoning Map of the City of Gainesville as **General Business, with conditions (G-B-c)**:

Conditions

1. **The developer shall provide a minimum 8-foot tall two sided, opaque fence against the adjacent residential property to the north.**
2. **There shall be no signs allowed along Albert Street.**
3. **Access along Albert Street shall be limited to an exit only upon review and approval by the Public Works Director.**

Legal Description

All that tract or parcel of land lying and being in Land Lot 165 of the 9th Land District of Hall County, Georgia, consisting of 0.19 acres, more or less, and being a portion of Lots 9 and 10 of the Jones, Atkins, Green Subdivision according to a certain plat of survey for Masy Seng dated January 20, 2017, and being more particularly described as follows:

To find the true of point of beginning, begin at a nail found at intersection of the centerlines of the Albert Street and Jones Street; thence South 24 degrees 59 minutes 20 seconds West a distance of 157.38 feet to an iron pin set which is the true point of beginning; thence from said true point of beginning South 17 degrees 41 minutes 21 seconds West a distance of 76.28 feet to an iron pin set; thence South 78 degrees 49 minutes 06 seconds West a distance of 30.47 feet to a nail found; thence North 60 degrees 11 minutes 02 seconds West a distance of 72.39 feet to an iron pin set; thence North 21 degrees 21 minutes 17 seconds East a distance of 79.61 feet to an iron pin set; thence South 70 degrees 02 minutes 31 seconds East a distance of 92.45 feet to the TRUE POINT OF BEGINNING.

The annexation is to include all that portion of right-of-way known as Albert Street located between the subject parcel and the existing city limits of Gainesville.

SECTION II.

All Ordinances and parts of Ordinances in conflict herewith are hereby repealed.

SECTION III.

If any portion of this Ordinance shall be held to be invalid or unconstitutional, such invalidity or unconstitutionality shall not affect or impair the remaining portions unless it clearly appears that such other parts are wholly and necessarily dependent upon the part held to be invalid or unconstitutional.

SECTION IV.

This Ordinance is enacted as an amendment to the Code of the City of Gainesville, Georgia, and is to be codified as a part of Section 9-1-1-5.

SECTION V.

The effective date of this Ordinance shall be upon approval by the governing authority of the City of Gainesville, Georgia.

_____

C. Danny Dunagan, Jr., Mayor

This is to certify that I am City Clerk of the City of Gainesville. As such, I keep its official records, including its minutes. In that capacity, my signature below certifies this resolution was adopted as stated and will be recorded in the official minutes.

ATTEST:

_____

Denise O. Jordan, City Clerk

CITY OF GAINESVILLE

COUNCIL AGENDA REQUEST

Date Submitted: 3/31/2017

Presenter: Presiding Officer or City Attorney

Item of Business: BR-2017-23 Transmittal of the Five-Year Update to the Comprehensive Plan

Meeting Date: 4/18/2017

Purpose of Request:

To hold a public hearing and present a proposed resolution authorizing the transmittal of the Gainesville 2030 Comprehensive Plan five-year update to the Georgia Mountains Regional Commission for review.

History/Background:

Per Georgia Department of Community Affairs (DCA) and State planning rules, the City is required to update its Comprehensive Plan every five (5) years. A minimum of two (2) public hearings are required: one (1) at the beginning of the planning process, which was held on 12/20/16, and one (1) prior to the transmittal of the draft plan document to the GMRC and DCA.

Facts & Issues for Consideration:

Updating the Comprehensive Plan is required in order for the City to maintain its Qualified Local Government (QLG) status and to remain in good standing with its *PlanFirst* Community designation.

Department Recommendation:

Hold a public hearing to receive input on the draft five-year update plan and approve the resolution.

Department Director:

Rusty Ligon

If funding is involved, are funds approved within the current budget?

Amount Requested: **Source of Funds**:

Finance Comments:

Administrative Comments:

ATTACHMENTS:

Description	Type
Legal Ad	Legal Ad

🗋	BR-2017-23 Transmittal of the Five-Year Update to the Comprehensive Plan	Resolution
🗋	Exhibit A Comprehensive Plan Document	Attachments/Exhibits
🗋	2040 Comprehensive Plan Update	Powerpoint Presentation

PUBLISH DATE
Sunday, April 2, 2017; and
Wednesday, April 5, 2017
THE TIMES

NOTICE OF CITY COUNCIL PUBLIC HEARING

NOTICE is hereby given that the **Gainesville City Council** will hold a public hearing on **Tuesday, April 18, 2017** @ 5:30 p.m. The purpose is to receive public input on the draft plan document developed as part of the five-year update to the City's Comprehensive Plan, and to transmit the draft plan document to the Georgia Mountains Regional Commission and Georgia Department of Community Affairs for review. This hearing will be held at the **Public Safety Complex (Gainesville Justice Center)** in the **Municipal Court Room** which is located at 701 Queen City Parkway.

Additional information is available from the City of Gainesville, Community Development Department by calling 770-531-6570.

RESOLUTION BR-2017-23

TRANSMITTAL OF THE FIVE-YEAR UPDATE TO THE COMPREHENSIVE PLAN

WHEREAS, the City of Gainesville, Georgia has prepared a five-year update to its 2030 Comprehensive Plan adopted June 2012; and

WHEREAS, this five-year update document was prepared in accordance with the Rules of the Georgia Department of Community Affairs Chapter 110-12-1 Minimum Standards and Procedures for Local Comprehensive Planning "Local Planning Requirements" effective March 1, 2014, and established by the Georgia Planning Act of 1989; and

WHEREAS, an initial public hearing was held on Tuesday, December 20, 2016 at the Public Safety Complex in the Municipal Court Room in Gainesville, Hall County, Georgia to receive input on the City's current Comprehensive Plan, to learn what issues should be considered in the development of the five-year update, and to hear input on the planning process; and

WHEREAS, a Steering Committee comprised of community stakeholders as well as several focus groups and City staff provided additional feedback on issues and opportunities; and

WHEREAS, a second public hearing on the transmittal of the draft five-year update plan document was held on Tuesday, April 18, 2017, at the Public Safety Complex in the Municipal Court Room in Gainesville, Hall County, Georgia; and

WHEREAS, the said five-year update plan document shall be included as part of this resolution as Exhibit A.

NOW, THEREFORE, BE IT RESOLVED THAT the governing body for the City of Gainesville hereby authorizes the transmittal of the five-year update of the "Gainesville 2030 Comprehensive Plan" to the Georgia Mountains Regional Commission for regional review, as per the requirements of the Georgia Planning Act of 1989.

Adopted this _____ day of _____, 2017.

_____

C. Danny Dunagan, Jr., Mayor

This is to certify that I am City Clerk of the City of Gainesville. As such, I keep its official records, including its minutes. In that capacity, my signature below certifies this resolution was adopted as stated and will be recorded in the official minutes.

ATTEST:

_____

Denise O. Jordan, City Clerk

2040 Comprehensive Plan

City of Gainesville, Georgia

Draft Submitted for Public Hearing

April 18, 2017

Gainesville Mayor and City Council (2017)

Danny Dunagan, Mayor
Ruth H. Bruner, Mayor Pro Tem
Sam Couvillon, Ward 1
Zack Thompason, Ward 2
Barbara B. Brooks, Ward 3
George Wangemann, Ward 4

Gainesville Comprehensive Plan Steering Committee (2017)

Brad Abernathy
William Bagwell
Doug Carter
Dana Chapman
Brett Fowler
Bob Fuller
Regina Fuller
Cynthia Gibbs
Brett Mercer

Gainesville Key Staff

Bryan Lackey, City Manager
Angela Sheppard, Assistant City Manager
Denise O. Jordan, City Clerk
Janeann Allison, Director of Administrative Services and Human Resources
Jeremy Perry, Chief Financial Officer
Rusty Ligon, Community Development Director
Jerome Yarbrough, Fire Chief
Carol Martin, Police Chief
Chris Rotalsky, Public Works Director
Linda MacGregor, Water Resources Director
Rodger Hogan, Director of Golf

Project Staff

Matt Tate, Planning Manager
Jessica Tullar, AICP, Special Projects Coordinator

Comprehensive Planning Consultants (2011-2012)

Urban Collage Inc.
The Jaeger Company
Clark Patterson Lee
Huntley Partners
The Bleakly Advisory Group
Georgia Mountains Regional Commission

Comprehensive Planning Consultant (2016-2017)

Jerry Weitz & Associates, Inc.

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CHAPTER 1
INTRODUCTION

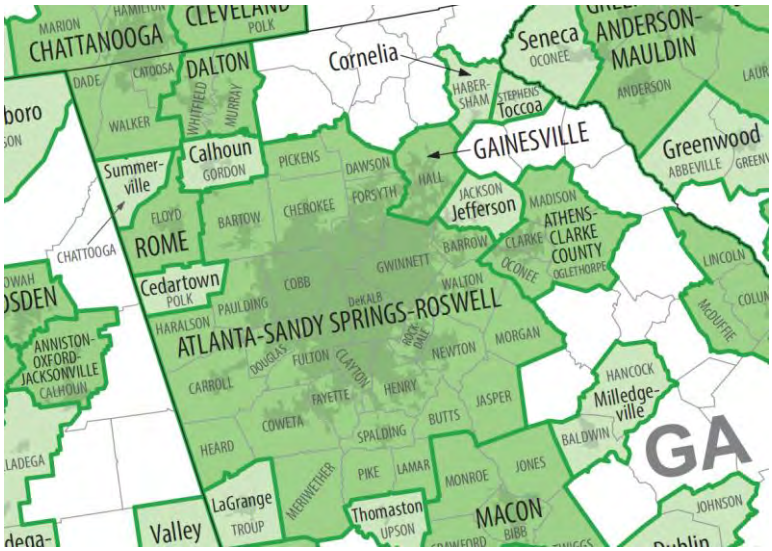
This 2040 comprehensive plan of the City of Gainesville, Georgia, is an update of the 2030 comprehensive plan adopted in June 2012. Since the 2030 plan was adopted, the local planning requirements of the State of Georgia have been amended. Shown below are the elements included in Gainesville's comprehensive plan:

- Needs and opportunities* (Chapter 2)
- Vision, goals and policies* (Chapter 3)
- Housing* (Chapter 4)
- Economic development and redevelopment (Chapter 5)
- Land use, including character areas and/or future land use* (Chapter 6)
- Water resources (Chapter 7)
- Transportation* (Chapter 8)
- Community work program* (Chapter 9)

* Required element for the City of Gainesville

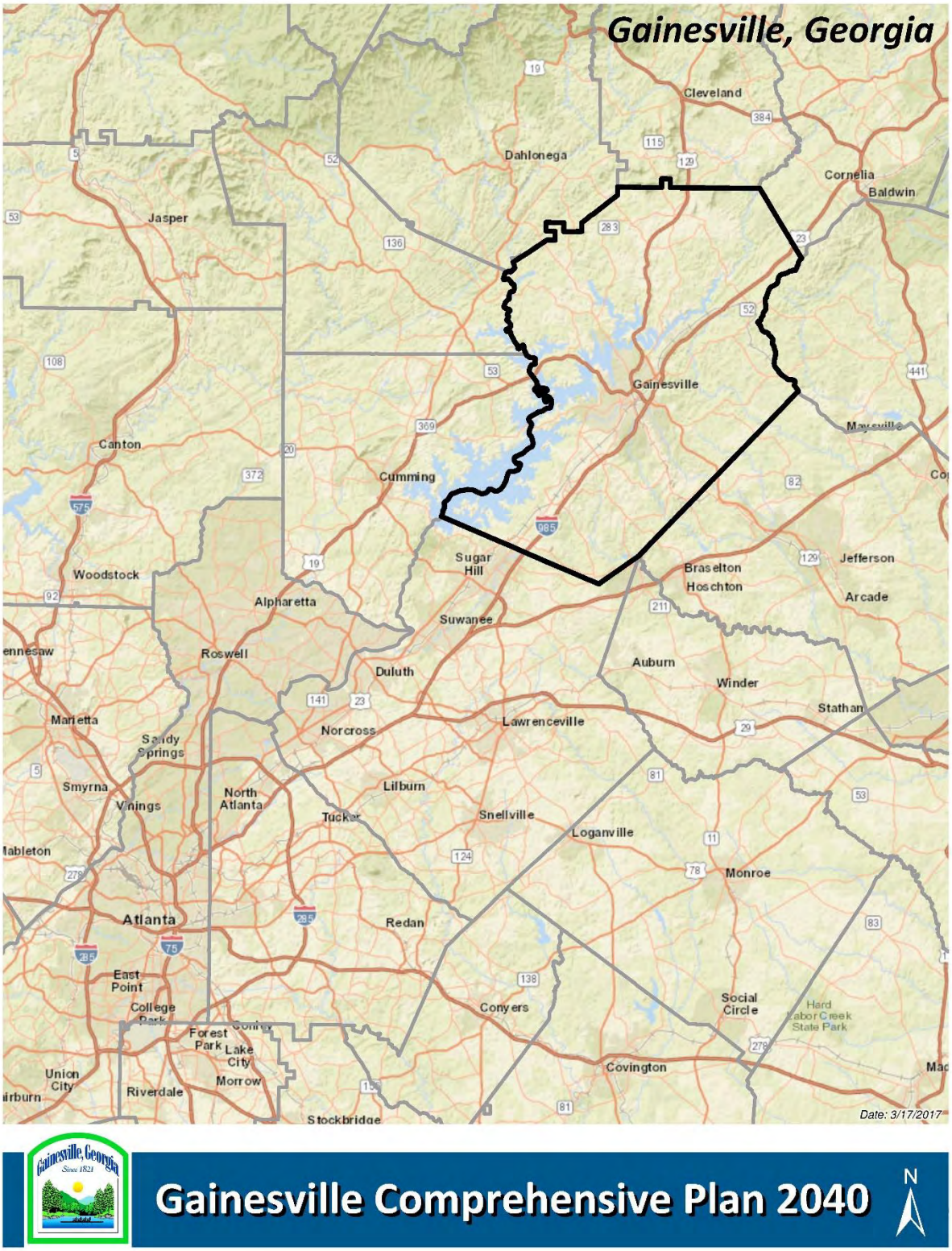
LOCATION AND CONTEXT

Gainesville, in Hall County, Georgia, is the anchor of the Gainesville Metropolitan Statistical Area established by the U. S. Census Bureau (see map below) and is east and north of the Atlanta-Sandy Springs-Roswell Metropolitan Statistical Area. As a primary gateway to the Blue Ridge Mountains, Gainesville is at the center of a strong tourism economy of the Georgia Mountains region. Lake Lanier, located on the southwestern corner of the region along the Hall-Forsyth County line, is the largest body of water in Georgia, at 38,500 acres. Lake Lanier attracts more than 20 million visitors each year, making it among the most visited lakes in the United States.



Source: Metropolitan and Micropolitan Statistical Areas of the United States and Puerto Rico, February 2013. U.S. Department of Commerce, Economics and Statistics Administration, Bureau of the Census.

Regional Location Map With Metropolitan and Micropolitan Area Boundaries



Regional Location

The food processing industry in the Georgia Mountains region is concentrated around Gainesville, particularly for poultry. Because Gainesville is a global leader in the production of broiler chickens and serves as the epicenter of Georgia's poultry industry, it has earned the city the title of the "poultry capital of the world."

Institutions like the Northeast Georgia Medical Center, Brenau University, the Smithgall Arts Center, and Riverside Military Academy all contribute to the economic vitality of Gainesville.

The city is growing rapidly and has a current estimated population of approximately 38,000. Hall County is home to more than 200,000 residents.

Poultry Park, Gainesville
Source: City of Gainesville

PURPOSES OF THE COMPREHENSIVE PLAN

A comprehensive plan covers a 20-year planning horizon and is intended to pull together and coordinate efforts in the various substantive areas of housing, economic development, natural and historic resources, land use, community facilities and services, transportation, and intergovernmental coordination. As noted in the state's rules for local comprehensive planning, comprehensive planning by local governments enhances coordination at many levels, especially relations between the city and host county but also other local, regional, state, and federal agencies.

According to the state's local planning requirements (administrative rules), the "highest and best use" of comprehensive planning for local governments is to show important relationships between community issues. Unless a concerted effort is made to understand interrelationships between various subject matters like land use and transportation, the community may remain unaware of how actions in one arena of policy affect another.

A comprehensive plan has value in terms of transparency. In adopting a comprehensive plan, the local government is offering information on intentions and likely future conditions. The plan provides an "environment of predictability" for businesses, institutions, industries, investors, property owners, and residents. Communities that engage in planning are more likely to be better prepared to attract new growth in a highly competitive global market. Local planning can help the community reinforce its strengths, overcome its weaknesses, capitalize on opportunities, and minimize or mitigate threats.

PRIOR ASSESSMENT AND PLANNING EFFORTS

This 2040 comprehensive plan evolves from two prior comprehensive planning efforts. The 2004 Gainesville and Hall County comprehensive plan was prepared in conjunction with Hall County and pertained to both jurisdictions. It consisted of a single document with various plan elements. After a partial plan update in 2009, the city embarked on a major comprehensive planning effort in 2011 which resulted in adoption of the 2030 comprehensive plan in 2012.

The 2030 plan was divided into three components which were required at that time by the state's local planning rules: a community participation program, a community assessment, and a community agenda. The community assessment portion of the 2030 comprehensive plan was divided into two volumes: Volume 1 (Summary) and Volume 2 (Supporting Data and Analysis).

Source: Gainesville 2030 Comprehensive Plan

The local planning requirements of the state have since been amended so that they no longer require the compilation, documentation, and submission of data analysis. A community assessment is no longer required, although local plans are expected to be based on analysis of data where appropriate. The community assessment of the 2030 comprehensive plan is retained and hereby adopted by reference for purposes of this 2040 comprehensive plan. Further, this 2040 comprehensive plan draws extensively from, and retains many contents of, the city's comprehensive plan (community agenda) adopted in June 2012. An *Economic Development Gateways Urban Redevelopment Plan* was also prepared as part of the 2030 comprehensive planning effort by The Bleakly Advisory Group (adopted June 2012). That redevelopment plan is adopted and incorporated by reference into this 2040 comprehensive plan.

Since the 2030 comprehensive plan was prepared and adopted, other functional plans have been prepared. A *Transportation Master Plan* specific to the City of Gainesville (October 2013) was funded by the Gainesville-Hall Metropolitan Planning Organization (GHMPO) and incorporated into the GHMPO plans with respect to certain projects. The Gainesville-Hall Metropolitan Planning Organization prepared and adopted the *Bicycle and Pedestrian Plan 2014 Update* and the *Regional Transportation Plan 2015 Update*. Also in 2014, the city adopted the *2014-2018 Consolidated Plan for HUD Programs* including The *2014 Annual Action Plan*. In 2015, the *Downtown Gainesville Renaissance Strategic Vision and Plan* was completed. In December 2016, the MPO completed a *Hall Area Transit Development Plan Update*. Each of these plans, which had their own public participation programs, are hereby adopted and incorporated by reference into this 2040 comprehensive plan.

Although not physically incorporated into the 2030 comprehensive plan community agenda, the city in 2006 prepared a capital improvements element in support of a development impact fee program for parks and recreation and public safety, including police and fire. As required by planning rules, the capital

improvements element has been annually updated by the city since it was adopted. The 2006 capital improvements element, as amended, is incorporated by reference into this 2040 comprehensive plan. As required by state rules, the city has also annually updated the city's short-term work program (now community work program). This 2040 comprehensive plan does not include the city's required annual update to its capital improvements element which has been submitted for regional and state review under separate cover. This 2040 comprehensive plan includes a community work program (FY 2017-FY 2021), which serves as the 2017 required annual update of the work program. The city will complete a full revision of its capital improvements element during 2017 and 2018, which is expected to be submitted as a part of the city's required 2018 annual update of the capital improvements element and community work program.

ORGANIZATION OF THE PLAN

The comprehensive plan is organized as follows: This chapter introduces the comprehensive plan. Chapter 2 identifies needs and opportunities. A vision and goals and policies are provided in Chapter 3. The next five chapters of the comprehensive plan are elements addressing housing (Chapter 4), economic development and redevelopment (Chapter 5), character areas and land use (Chapter 6), water resources (Chapter 7) and transportation (Chapter 8). All measures to implement the comprehensive plan are brought together in Chapter 9, the city's community work program.

COMMUNITY PARTICIPATION

As noted above under prior planning efforts, extensive public participation efforts were undertaken in support of the 2030 comprehensive plan. Although those prior efforts do not substitute for participation required by state rules in this comprehensive plan update, they certainly provide a strong foundation of preferences and intended directions that are still valid today. It is therefore appropriate to summarize them here.

Public Open House , May 21, 2011

The 2030 comprehensive plan community participation framework provided many opportunities for resident and stakeholder involvement at various stages of the planning process, utilizing a wide variety of input techniques including more than a dozen stakeholder interviews, a web-based character survey, two open house events, and four public workshops. In particular, the workshop series conducted during the summer of 2011 included input from stakeholder interviews to create a platform for visioning that helped define future land use and mobility improvements for key areas of the city. Open house events were also conducted. In addition, a bilingual workshop was conducted which focused on Atlanta Highway and resulted in valuable input from Gainesville's Hispanic community.

The 2030 planning process utilized two steering groups – a 21-member task force to provide strategic guidance, and an 8-member project management team to comment on technical and operational issues. The task force included representatives from Gainesville neighborhoods and businesses, the Greater Hall Chamber of Commerce, the Northeast Georgia Medical Center, Brenau University, Hall County, and other local stakeholder groups. The project management team included city staff from various departments. The planning consultants for the 2030 plan met with both the groups singly or jointly on a

regular basis to review findings, discuss recommendations, and preview public workshops. In all, five meetings with the two groups were conducted during the 2030 planning process.

The 2030 planning process also utilized internet technology and was covered well by the media. To publicize the workshop series, the planning team and city staff designed flyers unique to each event and circulated them through the city's e-mail distribution list as well as posted them at several locations in downtown. Other digital outreach included a project page dedicated to the 2030 Comprehensive Plan on the city's website which was updated on a regular basis with project news, documents, maps, presentations, and workshop events. The local newspaper covered each workshop and reported on the events with thoroughness and objectivity. And, the city's online television spot, TV-18's **"Eye on Gainesville,"** featured an interview with Rusty Ligon, Gainesville's Community Development Director, and John Skach, project planner with Urban Collage (the lead firm for the planning consulting team).

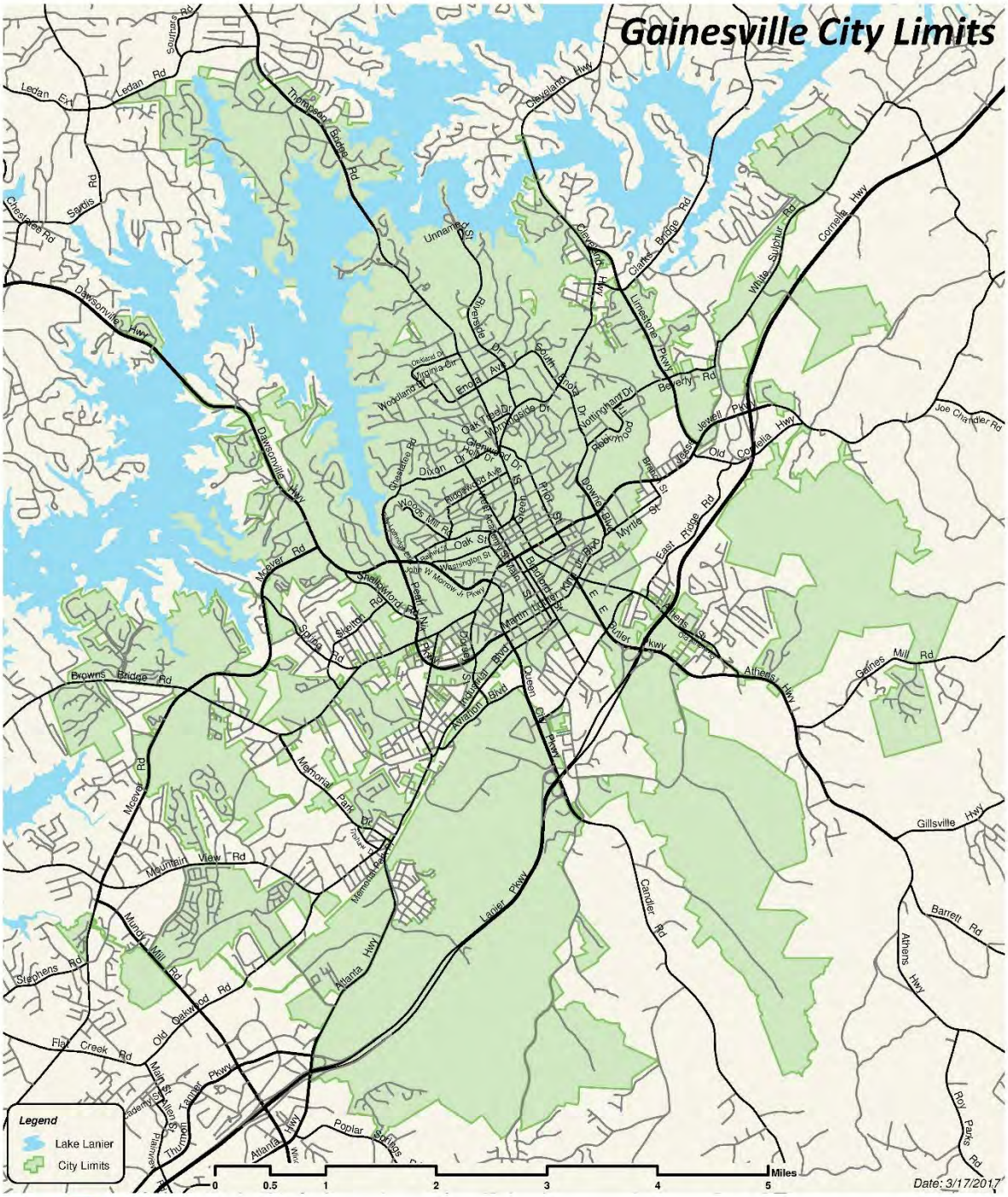
To ensure input from a larger audience, the 2030 plan consulting team prepared a web-based compass survey which was on the city's website for almost four months from July 2011 through October 2011. The survey received 468 responses. A visual preference survey was also conducted as part of the 2030 planning process.

In addition to the extensive participation efforts of the 2030 comprehensive plan, participation by stakeholders, community leaders, elected officials, and the general public has been infused in various other planning processes over time in Gainesville. This comprehensive plan adopts by reference other plans that have been prepared since the 2030 plan was adopted, including a consolidated plan (for housing and community development), a transportation master plan, and a strategic vision and plan for downtown Gainesville. These planning efforts involved extensive public involvement efforts, which do not substitute for participation in this comprehensive plan but provide a strong foundation of community input regarding the issues and preferences of the city as expressed in this comprehensive plan.

For the 2040 comprehensive plan, as required by local planning rules of the state, the city appointed a steering committee which met three times to provide strategic direction to the planning effort. The committee completed a visual preference assessment guided by the Community Development Department and engaged in discussions about the future vision for Gainesville. The Mayor and City Council were involved in the planning effort via focused discussion facilitated by the Community Development Director during the annual retreat of Mayor and City Council. Visual preference surveys were conducted with the North Hall Junior Achievement class to gain insight of housing, commercial, industrial, parks and transportation preferences for the post-millennials. The two public hearings required by the rules were held, one at the outset of the planning process and the second one held after the draft plan was ready for public review.

GEOGRAPHIC DIVISIONS

To aid the reader in understanding the various elements and components of this comprehensive plan, it is helpful to identify the various geographic subareas that are established herein. For each planning component, different geographic divisions may be required and where appropriate are utilized. Such geographic divisions of the city include the following:


Gainesville City Limits
Legend
Lake Lanier
City Limits
0
0.5
1
2
3
4
5
Miles
Date: 3/17/2017
Gainesville, Georgia
Since 1821
Gainesville Comprehensive Plan 2040
N

City limits. Unless otherwise specified, goals and policies apply to the entire city limits of the City of Gainesville. The city limits can change over time through annexation of additional land.

Units of analysis. Planning may utilize different geographic units for purposes of baseline analysis. The geography of the U.S. Census Bureau is important in terms of studying neighborhood and community conditions such as housing and race. The consolidated plan for the City of Gainesville, which is required because the city is an entitlement community for Community Development Block Grant (CDBG) funds, utilizes the "census tract," of which the city has many, and may utilize an even smaller unit of geography, census block groups (or even census blocks themselves). The consolidated plan may also establish other boundaries constituting subareas of the city. For instance, the consolidated plan and this comprehensive plan identify neighborhoods, neighborhood planning units, and target areas which are subareas of the city limits. Hence, the reader will see some references to census tracts, neighborhoods, and neighborhood planning units in the housing element (Chapter 4).

In the case of transportation planning (modeling), the city (and the entire jurisdiction of the metropolitan planning organization) is divided into traffic analysis zones (TAZ), for which population, housing, and employment data are estimated and projected. There may be reference to TAZs in the transportation element (Chapter 7). Although current use of data by traffic analysis zone is limited to long-range modeling of traffic conditions, such data can be utilized for other purposes such as forecasting future conditions for purposes of the capital improvements element.

Regional jurisdictions. Gainesville is included in various regional planning efforts. For instance, Gainesville is a part of the 13-county Georgia Mountains region, and the Georgia Mountains Regional Commission prepares and adopts various plans which are applicable to the city. Gainesville lies within the multi-county jurisdiction of the Metropolitan North Georgia Water Planning District, which has prepared and adopted regional plans for water supply, wastewater, and watersheds. And the city is also a part of the jurisdiction of the Gainesville-Hall Metropolitan Planning Organization, which extends to all of Hall County (including municipalities) and also includes a portion of Jackson County (and certain municipalities) (see map).

Service areas. The delivery area of community facilities and services by the city, Hall County, and other service providers may differ depending on the specific facility or service. The service areas for facilities and services in Hall County are identified in the Hall County Service Delivery Strategy. Gainesville provides water service to a large portion of Hall County, and sanitary sewer service is also provided to certain unincorporated areas. Such countywide service areas are revisited and/or renegotiated from time to time as part of the required update of the Hall County Service Delivery Strategy. Within the city itself, service areas are required to be established for any facilities for which the city imposes a development impact fee. The capital improvements element of this plan (under separate cover) establishes service areas for police/public safety, fire protection, and parks and recreation. Although the service areas for these facilities are citywide (i.e., the same as the Gainesville city limits, which change over time), the city limits can be divided into smaller service areas if appropriate.

Land use. Other geographies are used for purposes of land use policy. Existing land use (not presented in this plan) has been categorized using 9 categories, and the future development (future land use) map utilizes 10 categories (Chapter 6). Existing land use is for descriptive purposes only, but the future land use categories are used to guide decision makers as to the appropriateness of making changes to zoning districts.

Character. The 2030 comprehensive plan established 13 different character areas (i.e., geographic subareas of the city) which differ based on existing conditions or desired outcomes. This comprehensive plan establishes visions, goals, policies, and other preferences and expectations for the each of the 13 character areas (see Chapter 6). Additionally, some character areas are further subdivided into distinct areas for purposes of more detailed policy guidance. Character areas provide guidance to the city in terms of future land use, urban design, economic and community development, and investment in facilities in services. They are also regulatory in nature, since they have been adopted by reference in the city's unified land development code.

Redevelopment. Redevelopment planning for the city and county has identified three subareas (two of which extend into unincorporated Hall County) which are identified as economic opportunity gateways (i.e., they are designated urban redevelopment areas) (see Chapter 5). Such areas are the basis for incentives and economic development tools to encourage investment and job creation in the City and Hall County. Other geographic subareas of the city are important in terms of redevelopment policy, including a tax allocation district and opportunity zone. The redevelopment areas have important interrelationships with character areas, although the exact boundaries may differ slightly from character area delineations.

Watersheds and other environmental conditions. The city lies in various stream watersheds. These watershed boundaries do not correspond with city or county political boundaries. Environmental planning criteria established by the state are based on the size of water supply watershed and also apply to areas with significant groundwater recharge. The city's land use regulations may have different requirements for different watersheds, if designated as an overlay zone. The boundaries of watersheds are also important in terms of the delivery of watershed management services (e.g., stormwater management).

Zoning districts. Though not shown in this comprehensive plan, all properties within the city are placed in a zoning district as established on the official zoning map contained within the city's unified land development code. Different regulations apply to different zoning districts. The zoning map is the chief instrument for applying land use regulations in the city.

Overlay zones. Historic properties, landmarks, and districts are another set of important geographical subareas in the city. Overlay zones are regulatory in nature, since they are established in the city's adopted unified land development code. For individual historic properties and historic districts, changes in external appearance of buildings and properties require review and approval by the Gainesville Historic Preservation Commission. An overlay zone is also established in the unified land development code surrounding the Lee Gilmer airport, in order to protect the departure and approach zones of the airport from height obstructions which might endanger aircraft takeoff and landing operations. Additional overlay zones that regulate design standards within the city include Gateway, Limestone, and Midtown.

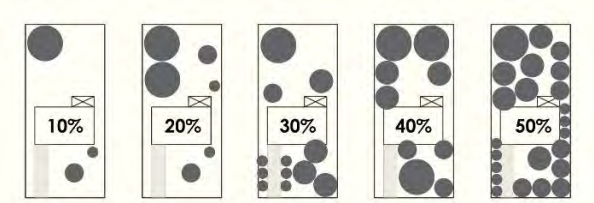
CHAPTER 2
NEEDS AND OPPORTUNITIES

The 2030 Comprehensive Plan identified "issues and opportunities" in a way that helped provide the foundation for establishing character areas for the City (see Chapter 6). Drawing from this foundation, an updated description of needs and opportunities is outlined in the following sections. Stakeholder input was received during the 2017 planning process, via a "keepers" and "fixers" homework assignment completed by comprehensive plan steering committee members.

NATURAL RESOURCES

Watershed protection and restoration. There is a need for continuous water quality monitoring. Watershed restoration projects are needed for Flat Creek, Limestone Creek and Longwood Creek.

Tree protection and tree canopy. The continued loss of trees and natural vegetation to land development is a concern. There is a need to assess how much of the city's tree canopy exists and to set policy on what percentage of existing tree canopy should be maintained. Amendments to the city's tree protection requirements may be needed. There is also a need to develop a community forestry program in Gainesville.



Illustrative Tree Canopy Coverage

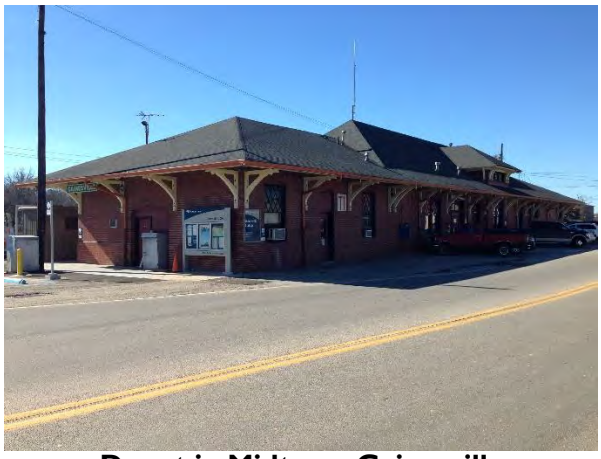
Lake Lanier. Building setbacks do not apply to Lake Lanier other than staying out of the Corps of Engineers' jurisdictional boundary. Lake Lanier shoreline restoration should be considered/evaluated. Additional public Lake Lanier access opportunities are needed.

Conservation land. Density bonuses are needed to promote the conservation and incorporation of permanent open space / greenspace in new developments. The city's conservation subdivision ordinance is underutilized and may need revision to make it more practical in its implementation.

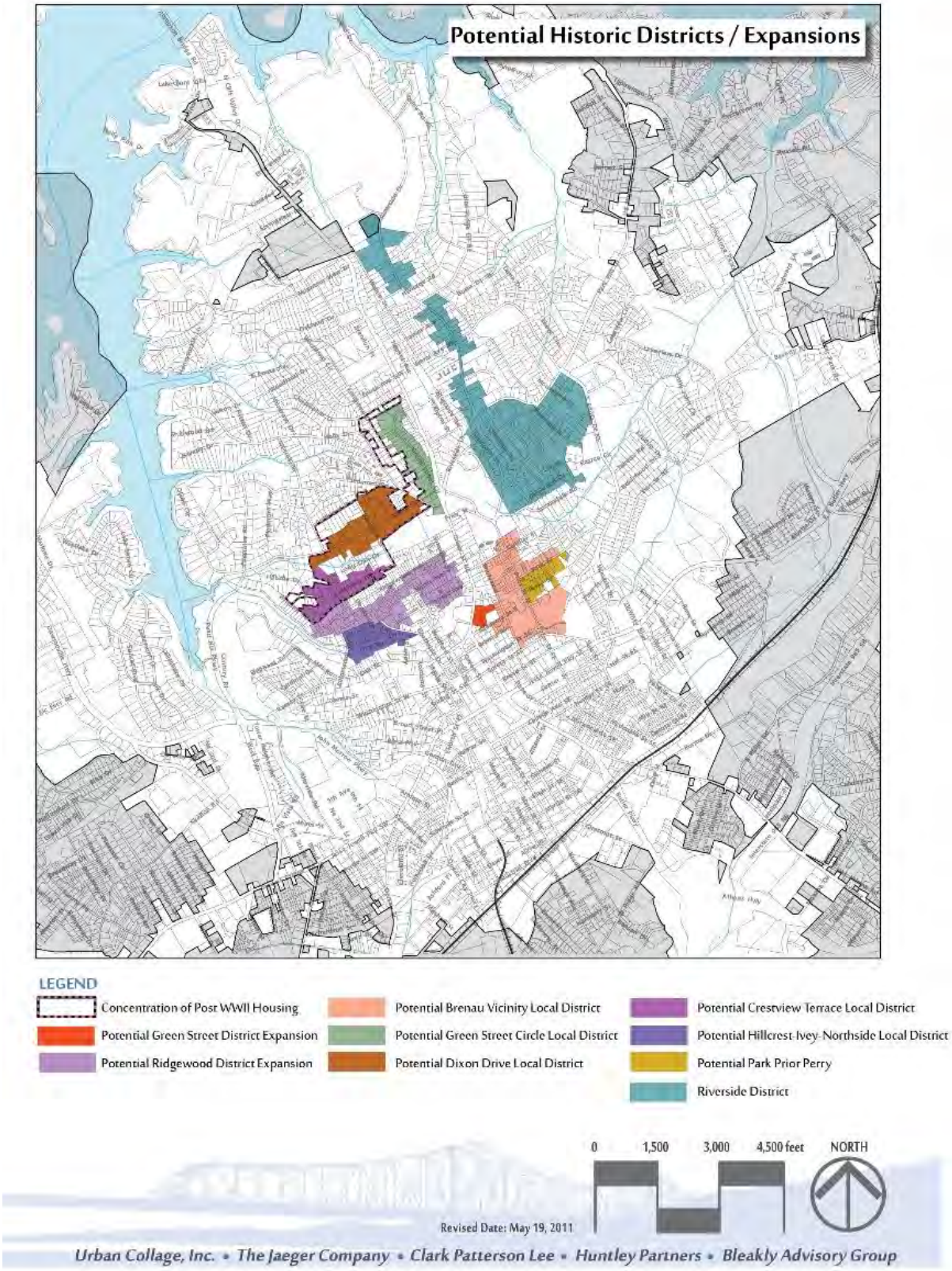
Green design and sustainability. More can be done to pursue and encourage green designs and sustainable building practices in commercial and industrial developments.

HISTORIC RESOURCES

New historic districts and local landmark designations are needed for unprotected historic resources in the city. Historically, there has some apprehension about adopting additional local historic districts in the city.



Depot in Midtown Gainesville


Potential Historic Districts / Expansions
LEGEND
Concentration of Post WWII Housing
Potential Green Street District Expansion
Potential Ridgewood District Expansion
Potential Brenau Vicinity Local District
Potential Green Street Circle Local District
Potential Dixon Drive Local District
Potential Crestview Terrace Local District
Potential Hillcrest-Ivey-Northside Local District
Potential Park Prior Perry
Riverside District
0
1,500
3,000
4,500 feet
NORTH
Revised Date: May 19, 2011
Urban Collage, Inc. • The Jaeger Company • Clark Patterson Lee • Huntley Partners • Bleakly Advisory Group

POPULATION

Hispanic population. Undocumented workers have impacts on the community; better integration of the Hispanic community into city life is needed.

Seniors. The senior population continues to increase, based on the city's relation to metro Atlanta and Lake Lanier and the quality of medical care.

HOUSING

Homeless. The homeless population in Gainesville is increasing, due to an increasing population, in-migration, and availability of human services.

Senior housing. While new senior housing has been developed, There is a growing need for senior housing due to Gainesville's proximity to Atlanta, medical care, and quality of life.

Source: Larry Lefever Photography. In *Insights and Innovations: The State of Senior Housing*. American Institute of Architects.

Representative Senior Housing with Front Porches and Shared Garden

Vacant residential land inventory. There is no current inventory of vacant land available for housing or infill development (vacant residential land is primarily located within existing planned unit developments).

New alternatives for urban housing. There is a need for additional models/alternatives of urban housing as the city grows. Incentives are needed to construct developments comprised of a mixture of dwelling types with different price points. Residential uses can be allowed by right in certain nonresidential districts to encourage mixed uses and neotraditional developments with ranges of housing types. There is also an opportunity to pursue density bonuses in exchange for a mixture of housing types and price ranges within individual developments. Additional residential zoning districts should be created to provide for more housing density options while maintaining quality development.

Public-private partnership. There is an opportunity to pursue strategies for public-private partnerships for catalyst mixed-use residential projects in downtown and Midtown.

Work force and mixed income housing. There is a need to increase affordable / workforce ownership opportunities and mixed-income rental housing in the city.

ECONOMIC DEVELOPMENT AND REDEVELOPMENT

Labor and jobs. There are job opportunities in the city, particularly for skilled labor. There is a need for knowledge workers to serve expanding hospital and other medical facilities. Greater emphasis could be placed on attracting businesses that could employ local graduates.

Marketing. There is an opportunity to market the city's intown neighborhoods as a way of attracting knowledge workers and entrepreneurs. There is a need to nationally market the Lake Lanier Olympic Center as a world-class destination for rowing. There is a need to further promote and market the presence of locally-owned / family-owned businesses and to encourage small business investment / entrepreneurship.

Balancing of approaches. There is a need to balance economic development strategies to include professional / service-oriented economic development while supporting manufacturing.

Mall competition and repositioning. New commercial developments in Hall County and other parts of Gainesville may threaten the future vitality of retail opportunities at Lakeshore Mall and the surrounding retail area. There is a need to reposition or redevelop Lakeshore Mall and adjacent strip retail centers to improve competitiveness.

Vacant land. Vacant land in Gainesville presents numerous opportunities for both residential and nonresidential development. Industrial development opportunities are available within the city's industrial parks and in the Midtown area.

Midtown. The city's Main Street program could be expanded to include Midtown, as urban redevelopment occurs. There is an opportunity to redevelop after the detention center is demolished. Redevelopment in Midtown is constrained, however, by high prices and difficulties in assembling land.

Conference facilities. A new conference facility is needed to replace the Georgia Mountains Center. There is an opportunity to attract a high-end convention hotel to Gainesville. There are no "boardwalk" developments located along Lake Lanier. There is an opportunity to continue pursuit of the Vision 2030 Harbor Town feasibility study recommendations, plus the city can better capitalize on Chattahoochee Country Club as a premier destination.

Source: Twitter.com

Summer Building, Downtown Gainesville
Source: Gainesville Downtown Plan, 2015

Heritage tourism. There is an opportunity to capitalize on heritage tourism to enhance the city's tourism industry, including undertaking events programming and further marketing of the city's historic resources. There are also opportunities for new business development via rehabilitation and reuse of historic mill villages (see discussion of historic mill villages in Chapter 6 of this comprehensive plan).

Medical office blight. Small, partially-vacant Class C medical office may be creating medical office business blight.

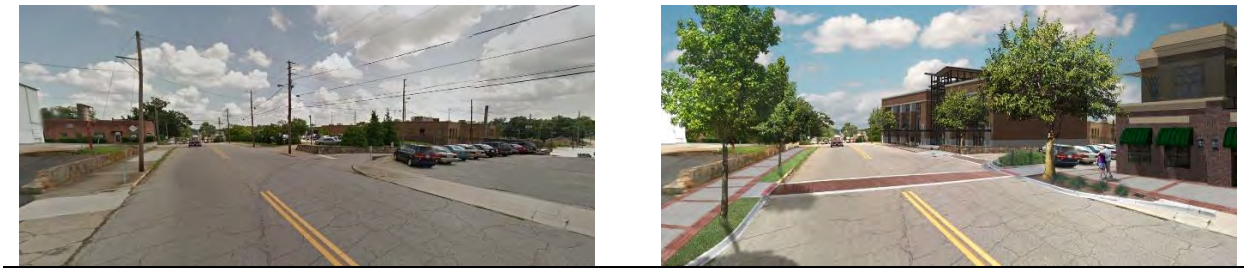
Queen Anne Historic Resource, Gainesville

Incentives. Continue to utilize business investment incentives such as the established opportunity zone and tax allocation district. There is a need to expand existing incentives for economic development, particularly those related to the redevelopment of greyfields. There is an opportunity to pursue "rapid turnkey construction" in designated areas as an incentive for additional light industrial and business development.

Better utilization of existing facilities. The Featherbone Communiversity community learning center needs continued support. There is an opportunity to capitalize on Brenau's "Discovery Incubator" as a vehicle for expanding cutting-edge research and business in the city.

LAND USE AND ZONING

Infill compatibility. There is a need to continue preserving historic and intown neighborhoods and ensuring compatible infill development. There is a threat that modern infill development within the historic intown neighborhoods will undermine the character of such neighborhoods. Infill development needs more careful guidance, especially in historic neighborhoods, in order to preserve the historic integrity and character of the city.



Before and After Infill Development Concept, Midtown

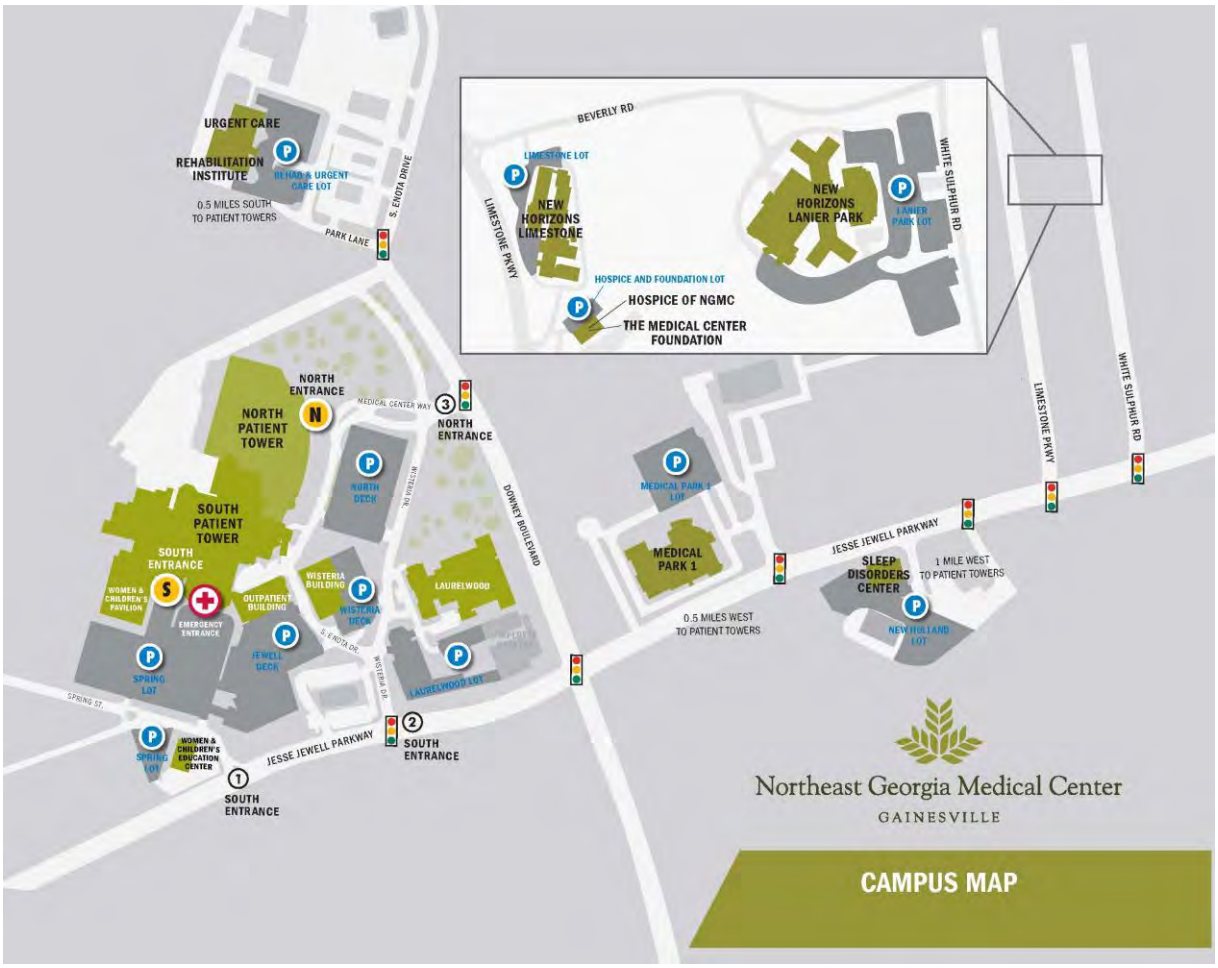
Source: Gainesville Downtown Plan, 2015

Prospective View of Infill Development Concept, Midtown

Source: Gainesville Downtown Plan, 2015

Industrial incompatibility. Industrial uses along Railroad / Ridge Road are negatively impacting adjacent neighborhoods, especially Newtown. Industrial development may be incompatible with emerging residential development occurring along U.S. Highway 129 / Athens Street. Amendments to the city's noise and air pollution ordinances may be needed to improve quality of life for residents who live near industry.

Northeast Georgia Medical Center. The campus of Northeast Georgia Medical Center is expanding and stimulating additional needs for off-street parking, which is impacting residential property owners in the vicinity. Expansion of the campus may be constrained by a lack of parking. There is a need to consider long-term strategies to serve expansion of the medical campus, such as a parking deck or shuttles to remote parking.

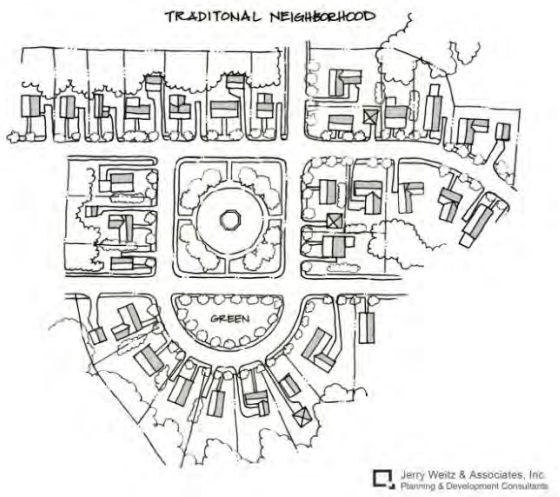


Source: Northeast Georgia Health System, Campus Maps. http://www.nghs.com/campus-maps

Commercial incompatibility. Auto-oriented commercial developments are impacting surrounding neighborhoods.

Neotraditional development. Nonresidential components can be added to new residential subdivisions. New residential subdivision development needs to follow guidelines for neotraditional development patterns.

Downtown. Design guidelines have been established but need to be implemented for the central core area to guide future urban residential and mixed-use developments.

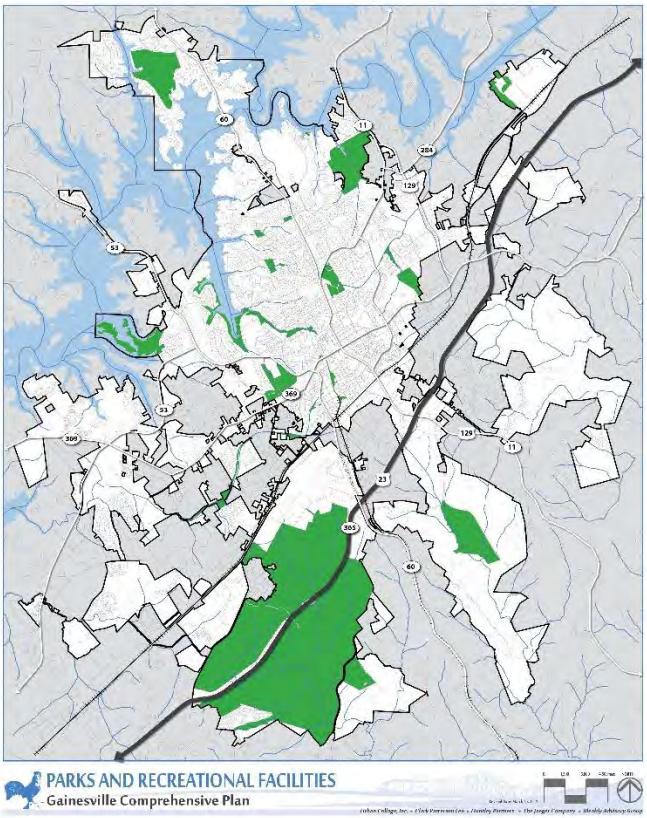


COMMUNITY FACILITIES AND SERVICES

Reprogramming for seniors. There is a need to adjust the programming of future community facilities and transit services to address the increasing aging population.

Water and sewer. Utility improvements and infrastructure are needed within some of the fringe areas to facilitate infill development. A new treatment plant on Cedar Creek reservoir is needed.

Parks and recreation. New open spaces such as neighborhood parks are needed in selected locations. Additional property needs to be acquired for greenway connections and extensions, including Rock Creek greenway. A skate park is desirable, preferably along the Midtown greenway. Additional improvements are needed at Allen Creek soccer complex. There is potential for a new regional park in the SR 365 corridor. Land acquisition and facility upgrades are needed to the Olympic Rowing Facility and Clarks Bridge Park to expand program prominence and patronage. There is an opportunity to partner with Brenau University to make its facilities more accessible to the general public.



Schools. New sites are needed for the city's school system to expand.

Library. The downtown library is inadequate to meet long-term needs; expansion and improvement is needed.

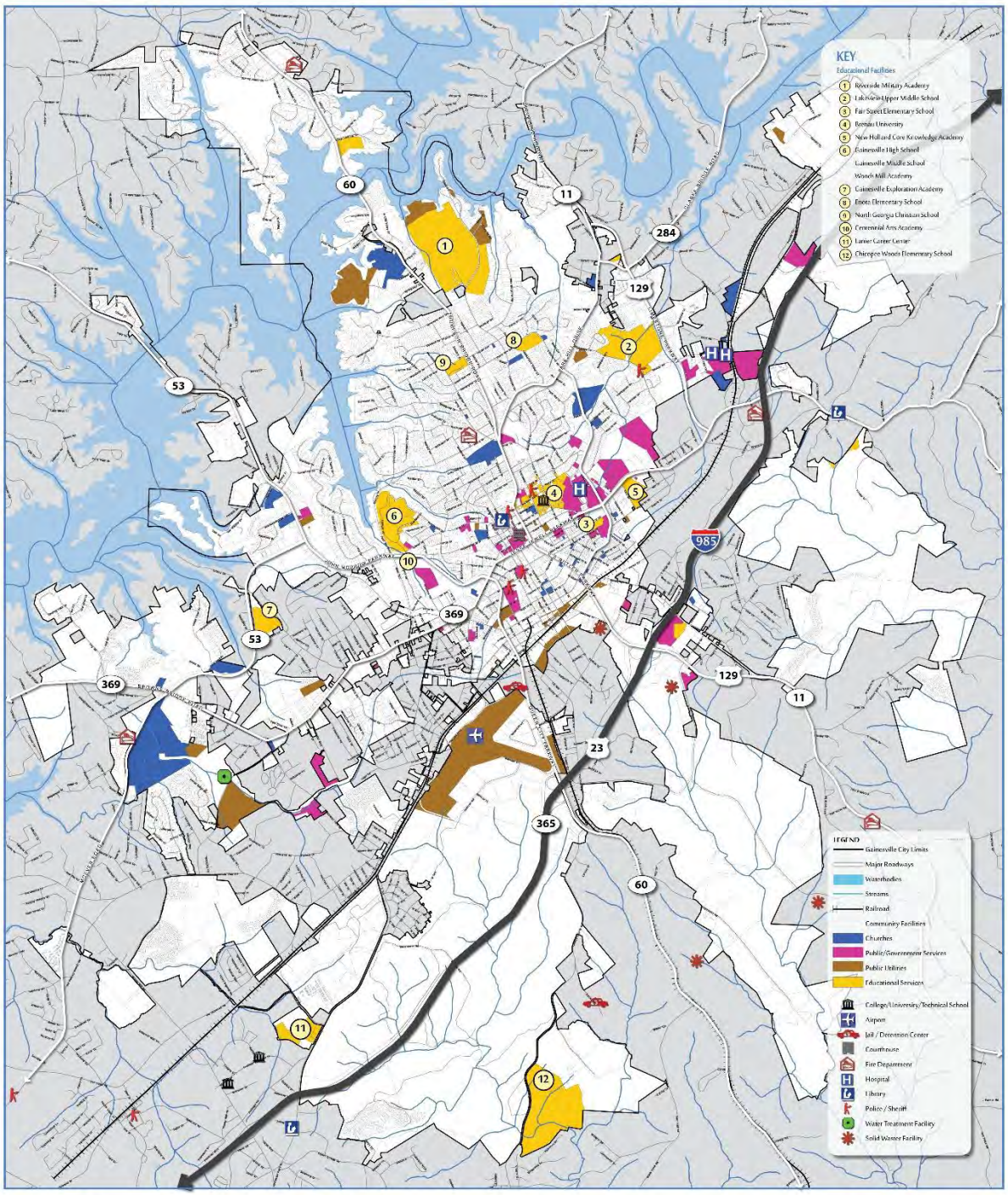
Public safety – police. There is a perception of increasing gang / crime activity south of College Avenue. There is a need to institute neighborhood watch programs to aid in patrolling the community while simultaneously creating a sense of responsibility for neighborhoods among citizens. Neighborhood street lighting in some areas needs to be studied and improvements made (upgraded LED street lights were installed in 2016).

Public safety – fire protection. One or two additional fire stations will be needed in the future.

Solid waste. The solid waste transfer station needs to be relocated to a more compatible location.

Beautification. There is an opportunity to improve gateways into the city, in particular Atlanta Highway and Interstate 985.

Community improvement districts. Establishing Community Improvement Districts (CIDs) may be a feasible strategy, particularly for properties along Browns Bridge Road and Atlanta Highway.



COMMUNITY FACILITIES
Gainesville Comprehensive Plan

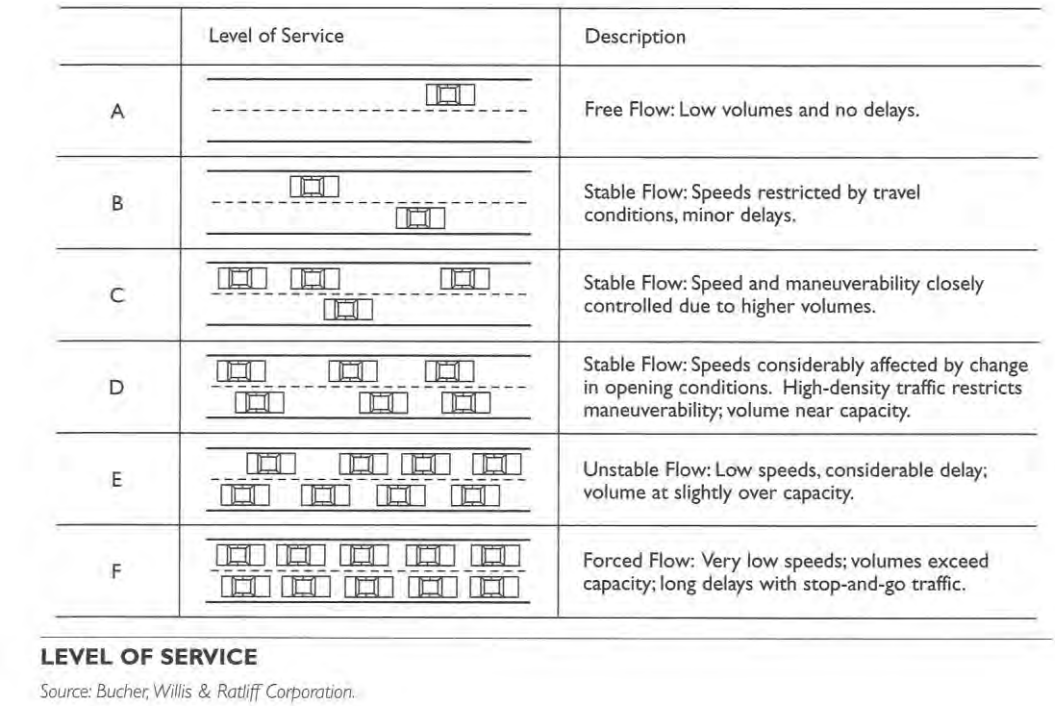
0 1,500 3,000 4,500 feet NORTH

Revised Date: March 15, 2011

Urban Collage, Inc. • Clark Patterson Lee • Huntley Partners • The Jaeger Company • Bleakly Advisory Group

TRANSPORTATION

Congestion. There is increasing congestion on major corridors, especially Jesse Jewell Parkway, E. E. Butler Parkway, Green Street, Dawsonville Highway and McEver Road. Peak-hour level-of-service is failing along certain arterial streets, due in part to conflicts between through traffic and local traffic. Special emphasis on congestion mitigation is needed.



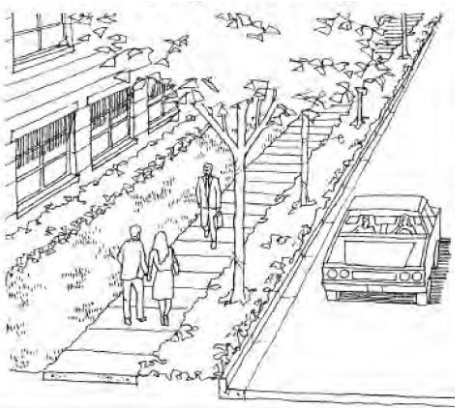
LEVEL OF SERVICE

Source: Bucher, Willis & Ratliff Corporation.

Source: Planning and Urban Design Standards. John Wiley & Sons and American Planning Association, 2008, p. 523.

Walkability. There are needs throughout the city to better serve pedestrians and promote walking as a form of transportation. Pedestrian safety improvements are needed for the central core and neighboring areas. There are opportunities to utilize funding from the "Safe Routes to Schools" program (Gainesville received funding and installed sidewalks in FY 2014).

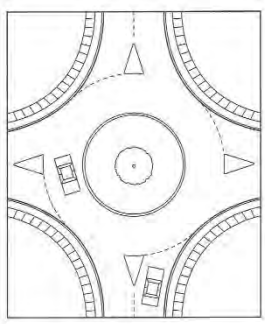
Complete streets. There is potential to provide "complete street" corridors on key arterial streets in the city.



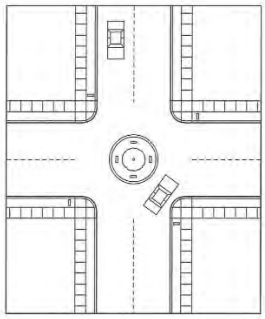
Source: Georgia Department of Transportation. September 2003. Pedestrian and Streetscape Guide.

Connectivity. There are needs throughout the city to improve connectivity. One especially important need is a connection between Thompson Bridge Road (SR 60) and Dawsonville Highway (SR 53).

Traffic calming. Traffic calming is needed for certain neighborhoods.



Roundabouts



Traffic Circles

Source: Planning and Urban Design Standards. 2006. John Wiley & Sons. p. 239-240

Commuting. Alternative means of transportation are needed for residents who commute to the Atlanta region. A better connection (i.e. dedicated park-and-ride lot) with Gwinnett Transit is also needed. A route from downtown Gainesville (or other more centralized location) to transport Atlanta commuters to one of the pick-up locations for the Gwinnett Transit express lines is desirable.

Transit. Local transit services is more limited than desired and is also underutilized. There is an opportunity to consider future commuter / high-speed rail.

Downtown parking. Truck loading and deliveries may be negatively impacting downtown parking.

State Route 60 (Candler Highway). Capacity improvements are needed to SR 60 to support business / industrial park development.

State Route 13 (Atlanta Highway). If the road is widened, appropriate design is needed to protect adjacent conservation lands.

Airport. Lee Gilmer Airport continues to be a strong amenity for business recruitment and development, and has potential for commercial passenger service.

INTERGOVERNMENTAL COORDINATION

City-county partnerships. There are opportunities for better working partnerships between Gainesville and Hall County administrations.

Lake Lanier. There is an opportunity for more proactive coordination among the city, county, and U.S. Army Corps of Engineers to promote sustainable water and land use strategies.

Water supply. Potential conflicts have emerged between the city and county over future water supply reservoir planning.

Annexation. There is an opportunity to work proactively with Hall County regarding potential annexation of mill villages and fringe unincorporated areas.

CHAPTER 3
VISION, GOALS AND POLICIES

The comprehensive plan is intended to provide a guide to everyday decision-making for use by local government officials and other community leaders. Local planning requirements specify that the local government must include a goals element, with policies to provide ongoing guidance and direction to local government officials for making decisions consistent with addressing the identified needs and opportunities.

VISION STATEMENT

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

GENERAL GOALS AND POLICIES

1. Promote the health, safety, welfare, morals, convenience, order, and prosperity of the citizens and the city.

2. Promote responsible growth, lessen congestion in the public streets, secure safety from fire and health dangers, and promote desirable living conditions.

ENVIRONMENT AND NATURAL RESOURCES

1. **Goal.** Protect and preserve natural resources, the environment, and vital areas of the city and region, through:

    a. Evaluating development's compatibility with the existing environment to ensure it does not exceed its capabilities.

    b. Assuring the quality of public drinking water supplies and protecting groundwater recharge areas and wetlands, and protecting critical environmental features via local regulations that implement the Georgia Department of Natural Resources' Rules for Environmental Planning Criteria.

    c. Restoring and enhancing environmental functions damaged by prior site activities.

    d. Restricting development within floodways and floodplains.

    e. Preserving the natural amenities of the land through maintenance of conservation areas and open spaces within developments.

2. **Wetlands.** Wetland preservation is preferred over any form of wetland destruction with mitigation. Any proposal for development involving the alteration of, or an impact on, a wetland should be evaluated according to Georgia Department of Natural Resources Rule 391-3-16-.03.

HISTORIC PRESERVATION

Goal. Protect and promote historic, archaeological and cultural resources in the city.

HOUSING, NEIGHBORHOODS AND COMMUNITY DEVELOPMENT

Goals, policies, strategies, and objectives are provided in the adopted Consolidated Plan and annual action plans. Listed below is a synopsis of goals as they relate to the Community Development Block Grant (CDBG) Program for Gainesville as an entitlement community.

1. **Goal.** Provide quality affordable housing, a suitable living environment; and expanded economic opportunities to principally benefit low to moderate income persons in the City of Gainesville.

2. **Goal.** Provide safe neighborhoods, public facilities, recreational and cultural opportunities which meet safety and health regulations for citizens of all ages and socioeconomic backgrounds.

3. **Goal.** Improve public infrastructure, increase public safety, residential desirability and quality of life in low and moderate income neighborhoods; Strive to improve the quality of life for City of Gainesville's extremely low-to-moderate income residents.

4. **Goal.** Provide affordable rental and ownership housing options for residents, especially those who earn less than or equal to 80 percent of area median income (AMI).

5. **Homeless.** Provide housing options for individuals and families who are homeless, on the verge of becoming homeless, or with special needs including but not limited to the elderly, mentally, developmentally or physically disabled, persons with HIV/Aids and victims of domestic violence.

6. **Reduce the threat of pending homelessness.** This includes helping homeless persons (especially chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth) make the transition to permanent housing and independent living, including shortening the period of time that individuals and families experience homelessness, facilitating access for homeless individuals and families to affordable housing units, and preventing individuals and families who were recently homeless from becoming homeless again.

7. **Neighborhood revitalization.** Engage in neighborhood revitalization activities, including rehabilitation of owner-occupied units, acquisition and demolition of dilapidated housing, acquisition of vacant parcels to assemble land for suitable building sites, conversion of rental dwellings to owner occupied dwellings with down payment assistance, improving but preserving neighborhood character, developing programs and services with the private sector that will aid in the success of revitalization efforts.

8. **Lead-based paint.** Eliminate lead-based paint in houses and public buildings built prior to 1978.

9. **Collaboration.** Encourage agency collaboration and cooperation to improve program outcomes.

10. **Priorities.** Geographic priorities (2014-2018) for assistance are as follows:

- Housing rehabilitation, demolition of dilapidated buildings, and infrastructure improvements within the Hillcrest Avenue local target area (within the Bradford-Ridgewood Neighborhood Planning Unit);
- Midtown Greenway local target area.
- Rehabilitation of the existing housing stock, neighborhood beautification, parks, greenspace, public infrastructure and economic development opportunities in the Newtown local target area (within the Fair Street Neighborhood Planning Unit).
- The Fair Street neighborhood local target area (Consolidated Plan, pp. 80-81).
- Neighborhoods on the City's fringes and within adjoining unincorporated areas which are priorities of the proposed land bank.
- Housing sweep to have property owners improve or demolish housing within target areas of blight.

HOUSING POLICIES

This section of the goals element provides policy statements regarding housing, drawn from prior comprehensive plans, supplemented where appropriate. They are in addition to, and more generalized than, the housing policies in the Consolidated Plan.

1. **Diversity.** Undertake necessary studies and implementing actions to ensure a full range of housing is available to workers, including both affordable units and homes for higher-end wage earners. Provide a range of housing size, cost, and density to make it possible for a significant number of people who work in the community to also live in the community.

2. **Special housing needs.** Collect and monitor any additional available data on special housing needs in the city. Review and revise the development code as appropriate to address special housing needs and opportunities such as elderly housing and accessory dwelling units. Avoid regulations and practices that would discourage the provision of housing for persons with disabilities.

3. **Affordability.** Remove any unnecessary impediments to affordable housing. Affordable housing is appropriate where its design has been fully reviewed and evaluated according to standards designed to ensure long-term sustainability of high quality and stable value.

4. **Quality.** Improve the quality of residential development to maintain community character and ensure stable long-term property values and neighborhoods.

5. **Compatible infill residential development.** Support continued efforts to preserve historic and intown neighborhoods, and ensure compatible infill development.

6. **Residential infill development inventory.** Produce and maintain an inventory of vacant and redevelopable land available for infill housing development.

7. **Substandard housing.** Identify mechanisms and programs to eliminate substandard or dilapidated housing, and aggressively pursue building and housing code enforcement to prevent neighborhood deterioration.

8. **Partnerships.** Work with and support the neighborhood housing preservation programs of the Gainesville Nonprofit Development Foundation, Inc. and Gainesville-Hall Neighborhood Revitalization, Inc.

9. **Incentives.** Study the feasibility of density bonuses in exchange for a mixture of housing types (and price ranges) within single developments. Consider and if appropriate implement incentives to construct developments comprised of a mixture of dwelling types within different price points.

10. **Life cycle housing opportunities.** Encourage "life cycle" or "mixed generation" communities that provide for persons of different age groups (including seniors) to live in the same community as they age.

11. **Mix of dwelling types.** Where allowed by zoning regulations, encourage developments that mix different types of housing units (detached single family, attached single family, duplex, quadraplex, etc.) on the same site or within the same development.

12. **Public housing.** Evaluate the Gainesville Housing Authority and its program in terms of existing assets, housing conditions, and future options in light of changing federal housing policies.

13. **Residential zoning districts.** Provide for additional residential zoning districts to better address density and compatibility within residential districts.

ECONOMIC DEVELOPMENT AND REDEVELOPMENT

1. **Goal.** Grow the economy, increase local employment, increase personal incomes, and reduce poverty.

2. **Regional economy.** Promote and enhance the City of Gainesville as the commercial and service center for Hall County and the Georgia Mountains region.

3. **Appropriate business.** The businesses and industries encouraged to develop or expand in the city should be suitable for the city in terms of job skills required, linkages to other economic activities in the city or region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job.

4. **Employment options.** A range of job types should be provided in the city to meet the diverse needs of the local workforce.

5. **Economic diversification.** Maintain a diverse economy in the city, to ensure it does not rely too heavily on any one employment sector or industry (e.g., government or manufacturing).

6. **Infrastructure.** Plan for expanded infrastructure (water, sanitary sewer, roads, drainage facilities, broadband, etc.) as may be needed to accommodate future office, commercial, and light industrial development.

7. **Commercial corridor revitalization**. Emphasize the need for and encourage the revitalization and redevelopment of existing developments in the E.E. Butler/ Athens Highway, Atlanta Highway and Jesse Jewell/Browns Bridge Road corridors.

Browns Bridge Road

GROWTH MANAGEMENT AND LAND USE

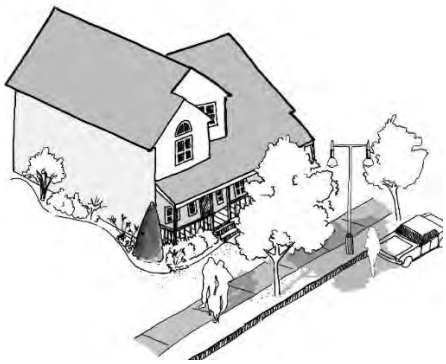
1. **Goal.** Promote and ensure efficient, functional and compatible land use patterns.

2. **Order.** Promote the orderly and desirable subdivision of land and development of streets, blocks, and lots.

3. **Stability.** Provide for economically sound and stable land development by assuring capacity and provision of streets, utilities, services, traffic access and circulation, and open spaces.

4. **Neighborhoods.** Maintain and preserve quiet, stable, established neighborhoods of detached, single-family residences in a conventional suburban design and layout at low densities.

5. **Compatible infill.** Encourage new, high-quality infill residential development that maintains community character and ensures stable, long-term property values and neighborhoods.



6. **Design review.** Review the physical character and design of proposed new buildings and land development to assure compatibility with surrounding structures, setting and architectural and site development patterns.

7. **Central business district.** Provide a compact, pedestrian-friendly downtown central business district as the most intense area of economic activity in the city. Development in the central business district may consist of greater lot coverages, building heights, and building intensities and little or no front and side building setbacks, when compared to conventional commercial zoning districts.

8. **Central business district expansion.** Where an extension of the grid street system is possible and recommended, development adjacent to the central business district should incorporate compatible grid-patterns of streets and blocks as well as architecture and development patterns.

9. **Objectionable uses.** Uses which may be objectionable due to the emission of noise, vibration, smoke, dust, gas, fumes, odors, or radiation and that may create fire or explosion hazards or other objectionable conditions should be confined to compatible locations away from residential land uses and should be reviewed for external impacts during a special use process.

10. **Industrial land uses.** Industrial land uses should be limited to areas with relatively level topography, adequate water and sewerage facilities, and access to arterial streets.

11. **Planned unit developments.** Provide for maximum flexibility in the mixture and arrangement of land uses and unique and innovative land planning via planned unit developments, at appropriate locations, and with appropriate sizes and scales.

12. **Clustering for efficiency.** Provide for the efficient use of land by encouraging smaller networks of utilities and streets which may lower development and housing costs.

13. **Live-work units.** In appropriate locations, encourage live-work units (i.e., buildings or spaces within buildings that are used jointly for commercial and residential purposes, where the two uses are physically connected in one unit and residential use of the space is accessory to the primary use as a place of work).

14. **Airport airspace protection.** Protect departure and approach zones for Lee Gilmer Memorial Airport by imposing height and use restrictions necessary to ensure that structures and natural objects will not impair flight safety or decrease operational capability.

15. **Land development process.** Critically re-evaluate and continuously improve the land development regulatory process in Gainesville, particularly through the availability of clear, web-accessible instructions, guidelines, and resources.

COMMUNITY FACILITIES AND SERVICES

1. **Goal.** Accommodate existing and anticipated population and employment with public facilities, including public schools, parks, roads, water, sewer, drainage, and public safety, that meet or

exceed local level of service standards. Ensure that city government facilities keep pace with growth and are provided concurrently with the city's population increases.

2. **Subdivisions.** Assure the provision of required streets, utilities, and other facilities and services to new land developments in conformance with public improvement plans of the city.

3. **Water.** Deliver safe, potable water of approved quality at reasonable cost. Monitor and comply with water quality standards and be responsive to citizen complaints with regard to water quality.

4. **Sanitary sewer.** Operate, maintain, expand, and replace components of the wastewater system to assure uninterrupted wastewater collection and transportation, and adequate waste processing treatment and proper disposal or reuse of reclaimed waters and of waste treatment by-products. Assure that the collection system has the hydraulic capacity and physical integrity to convey all sanitary wastewater flows to the wastewater treatment plant without bypassing these flows into receiving waters and without causing waste backups that store sanitary sewage on private property.

5. **Sanitary sewer extension.** Consider the extension of sanitary sewer to housing in the city that is not yet connected to the city's sanitary sewer system, if costs are reasonable and can be equitably distributed.

6. **Stormwater management.** Maintain satisfactory municipal capability for stormwater management services, consistent with the city's needs and those identified by the Metropolitan North Georgia Water Planning District.

7. **Parks, recreation and leisure.** Enhance the quality of life for residents through the provision of open space, park and recreation facilities, special events, cultural and entertainment opportunities, accessible to all city residents.

8. **Police.** Ensure that the law enforcement agency has adequate personnel, equipment, and training. Strive to uphold an average 3 to 5 minute incident response time. Promote community policing and crime prevention strategies.

9. **Fire services.** Maintain the city's current Insurance Services Office rating (ISO 1).

TRANSPORTATION

1. **Goal: Congestion management.** Manage congestion, focusing on operation of key intersections and critical road sections.

2. **Goal: Safety.** Enhance safety for users of all travel modes, including automobile, private and commercial vehicle operators, pedestrians, bicyclists, and transit riders.

3. **Goal: Connectivity.** Increase connectivity of the roadway network for local and regional trips.

4. **Goal: Economic development.** Support economic development and redevelopment by providing transportation systems that serve existing residents and businesses as well as future potential redevelopment in support of the comprehensive plan.

5. **Goal: Alternative means of mobility.** Increase pedestrian and bicycle mobility for travel along corridors and for access to transit.

Source: Gainesville 2015 Downtown Plan

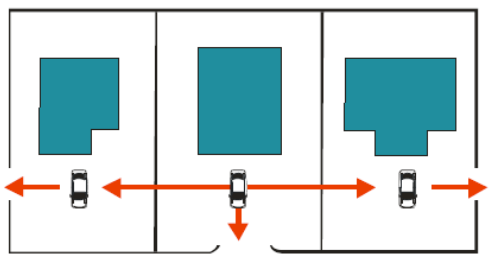
6. **Road maintenance.** Reduce the number and percentage of streets with pavement driving hazards. Hazards are large potholes, sharp bumps, drops, or tilts in the driving right-of-way.

7. **Pavement management.** Maintain a pavement management system for repairing, resurfacing, and rehabilitating existing local roads in the city. Cracks in the road should be sealed, depressions or bumps corrected, water ponding of greater than one inch corrected, and broken pavement edges, potholes and breaks promptly repaired.

8. **Access management.** Apply state and local standards for access management along arterial and collector streets, including but not limited to specifications for curb cut location and separation, traffic signal spacing, and deceleration lanes.

9. **Connectivity and direct travel.** The city supports the design of its local street network so that there will be multiple connections and relatively direct routes. During site plan and development permit review, efforts should be made to connect streets to provide a local street network that serves as an alternative to the arterial and collector street system. This includes consideration of a grid-street pattern in all places where such design is feasible and practical. It also means discouraging, limiting, or prohibiting cul-de-sacs in some cases, and providing for stub connections at property lines to tie into future compatible development on adjoining properties.

10. **Inter-parcel access.** Encourage or require inter-parcel vehicle access points between contiguous and compatible commercial, office and mixed-use developments.


Source: Florida Department of Transportation. 2008. Driveway Information Guide.

11. **Traffic calming.** Utilize traffic calming measures for residential neighborhoods experiencing significant cut-through traffic.

BICYCLE AND PEDESTRIAN PLAN GOALS

1. **Goal: Network.** Implement an interconnected bicycle and pedestrian network that meets community needs in a cost-effective and coordinated manner.

2. **Goal: Safety, accessibility, and convenience.** Create and maintain a safe, accessible, and convenient environment for bicycling and walking.

3. **Goal: Improvements.** Improve the quality of life through the provision of a bicycling and pedestrian network with supporting amenities.

4. **Pedestrian connections.** Individual developments, except for detached, single-family lots, should provide direct pedestrian access ways to all public sidewalks or multi-use trails when located on a public street abutting the property to be developed.

INTERGOVERNMENTAL COORDINATION AND COOPERATION

1. **Goal.** Cooperate with all other levels of government in the pursuit of shared goals, policies and objectives.

2. **Annexation.** Consider municipal boundary expansion opportunities as appropriate, and when unincorporated property owners petition for annexation.

3. **Regional and state plan consistency.** Ensure that goals and implementation programs of the city's comprehensive plan are consistent with adopted coordination mechanisms and consistent with applicable regional and state programs.

4. **Regional cooperation.** Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources. Share resources and information with all government entities.

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

6. **Regional mandates.** Adopt, and amend as necessary, plans and regulations to be consistent with the mandates and requirements of the Metropolitan North Georgia Water Planning District.

7. **Intergovernmental agreements.** Periodically assess and update existing intergovernmental agreements and develop new agreements as appropriate.

8. **Conflict resolution.** Resolve conflicts with other local governments through informal means, including mediation when appropriate, but instituting litigation when necessary to protect the city's interests.

CHAPTER 4
HOUSING ELEMENT

INTRODUCTION

The state's rules for local planning requirements indicate that a housing element of a comprehensive plan is required for Community Development Block Grant (CDBG) Entitlement Communities. Because Gainesville is an entitlement community (since 1994) for purposes of CDBG, the city's comprehensive plan must contain a housing element. The city receives an annual allocation of funding from the U.S. Department of Housing and Urban Development. The state's rules also indicate that the city's "Consolidated Plan" for the community may be substituted for this element.

HOUSING ANALYSIS

A housing analysis for a local comprehensive plan will typically provide an inventory of the existing housing stock and an assessment of its adequacy and suitability for serving current and future populations. Such an assessment considers whether existing housing is appropriate to the needs of existing and future residents in terms of quantity, affordability, type and location, and, if not, what might be done to improve the situation (Jepson and Weitz 2016). Previous assessments of housing include the information provided in the Consolidated Plan (discussed below), the previous community assessment of the comprehensive plan (see Gainesville and Hall County Comprehensive Plan, Housing Element, 2005), and a study on fair housing by Keating and Mailloux (2011).

CONSOLIDATED PLAN

Local governments must prepare and submit to the U.S. Department of Housing and Urban Development (HUD) a consolidated plan if they want to be eligible to receive funding from the following programs: Community Development Block Grant (CDBG); Emergency Shelter Grant (ESG), HOME Investments Partnerships Program (HOME); and/or Housing Opportunities for Persons with AIDS (HOPWA). The U.S. Code of Federal Regulations (24 CFR Part 91) contains regulations that set forth content requirements for consolidated plans (Jepson and Weitz 2016).

The city has adopted the 2014-2018 Consolidated Plan for HUD Programs Including 2014 Annual Action Plan, City of Gainesville, Georgia. The Five-Year Consolidated Plan guides development of the annual action plan and selection of activities to be undertaken. The plan also includes the resources available to perform the activities, a detailed description of the activities, and maps depicting the areas in which the activities will take place. The strategic plan within the Consolidated Plan guides the allocation of Community Development Block Grant (CDBG) funding during the 2014-2018 planning period. Specific projects and activities are identified in annual action plans for each fiscal year. The most current annual action plan is for 2016-2017 fiscal year. The lead agency for the consolidated plan is the City of Gainesville Community Development Department, Housing Division.

The City of Gainesville complies with (HUD) citizen participation requirements listed in the Code of Federal Regulations 24 CFR 91.105. Public participation is routine in the process of preparing annual action plans, and the City of Gainesville Community Development Department's Housing Division remains in contact with stakeholders, agencies, and organizations in the community development field, including but not limited to the City of Gainesville Housing Authority and the Gainesville Nonprofit Development Foundation, Inc.

The Consolidated Plan 2014-2018 (and any successor plan adopted), serves as the city's housing element of the comprehensive plan. The remainder of this Chapter summarizes the consolidated plan. Needs and opportunities from the consolidated plan as described in this chapter are incorporated by reference into the "needs and opportunities" chapter of this comprehensive plan. Implementation actions called for in the consolidated plan and annual action plans are incorporated by reference into the community work program of this comprehensive plan. Goals and policies described in this chapter are incorporated by reference into the goals element of this comprehensive plan.

ASSESSMENT OF NEEDS

The needs assessment conducted as part of the Consolidated Plan process was based on a survey which was sent out to all service provider agencies. Such agencies and partners include but are not limited to: The Salvation Army, Gateway House, Inc., Gainesville City Baptist Mission, Avita Community Partners, Gainesville Action Ministries, and The Guest House. The needs assessment generally identifies affordable housing, public services, public facilities and infrastructure improvements, and economic development activities as the priority needs for Gainesville.

Housing Needs

For the past forty years, the U.S. Department of Housing and Urban Development has used four measures of housing needs: (1) cost burdened households (defined as those paying over 30% of income for housing); (2) overcrowded households (defined as those having 1.01 or more persons per habitable room); and (3) housing units lacking complete plumbing and/or kitchen facilities. Physically substandard housing is the fourth measure of housing needs that the national government recognizes as fundamental.

There is a significant demand for quality subsidized housing in Gainesville for the homeless, victims of domestic violence, seniors, disabled persons, and low-income families. The current housing stock in Gainesville does not meet the needs of the homeless, non-homeless special needs, victims of domestic violence, the elderly or disabled (Consolidated Plan, p. 47). The greatest problem is severe cost burden, especially among renters. There is a need for more affordable housing units for households with incomes at or below 80 percent of area median income (AMI). Housing problems include substandard conditions (i.e., lacking complete kitchen and/or plumbing facilities), overcrowding (more than one person per room), severe overcrowding (more than 1.5 persons per room), housing cost burden (paying more than 30% of income on housing and related costs), and severe housing cost burden (greater than 50% of income). The consolidated plan estimates that approximately 3,440 households in Gainesville experience one or more of these housing problems. The greatest need is for reduction in cost burden, especially for person earning less than 50% of AMI (Consolidated Plan, p. 18). Gainesville needs affordable rental housing to eliminate cost burden, subsidized housing for seniors, disabled persons, and families; and transitional housing for the homeless and victims of domestic violence (Consolidated Plan, p. 48).

Another problem is overcrowding. As of 2000, 22% of the renter households in Gainesville were overcrowded, which was more than double the state percentage of 9% (Comprehensive Plan 2005, Housing Element). The problem is more significant among the Hispanic or Latino Community, which has increased substantially in Gainesville from one-twelfth of the city's population in 1990 to about one-third in 2000 and over two-fifths (41.6%) in 2010. Hispanic households are larger than other households on average, with more than five persons per household, according to a 2013 study for the city. Hispanic households are nearly two times larger than the average household size (Comprehensive Plan, Housing Element, 2005). When considering all income categories studied in the consolidated plan (based on

percentage ranges of area median income), the Hispanic population has nearly twice the number of households suffering from severe housing problems (Consolidated Plan, p. 27).

Another prominent need is housing rehabilitation; the city plans to continue its Emergency Repair Program and Rehabilitation Program. The plan indicates there is a need for persons and households with special needs such as the disabled, elderly, victims of domestic violence, those suffering with HIV/AIDS or from substance abuse. However, inventories of these special needs populations are elusive because there is not an efficient centralized clearinghouse for data on special housing needs (Comprehensive Plan, Housing Element, 2005). Based on best available data, there are approximately 500 families in the city that are disabled or victims of domestic violence, dating violence, sexual assault and stalking. Emergency shelters as well as transitional and permanent housing are needed for homeless persons.

Spatial Analysis

The City of Gainesville offers assistance to low and moderate income citizens on a city-wide basis with an emphasis on activities located within census tracts 8 and 11. Census tract 8 has an African American population ranging from 45% to 65%, a Hispanic population ranging from 20% to 40% and poverty levels of 25% to 35%. Census tract 11 has an African American population ranging from 5% to 25%, a Hispanic population ranging from 60% to 80%, and poverty levels of 23% to 44%.

"Concentration is defined in the Consolidated Plan as areas that report greater than 30% of households with housing problems reported as indicated by the Comprehensive Housing Affordability Strategy (CHAS) data provided by the U.S. Department of Housing and Urban Development. All of the low-income census tracts in Gainesville have a high concentration of households reporting housing problems (Consolidated Plan, p. 73).

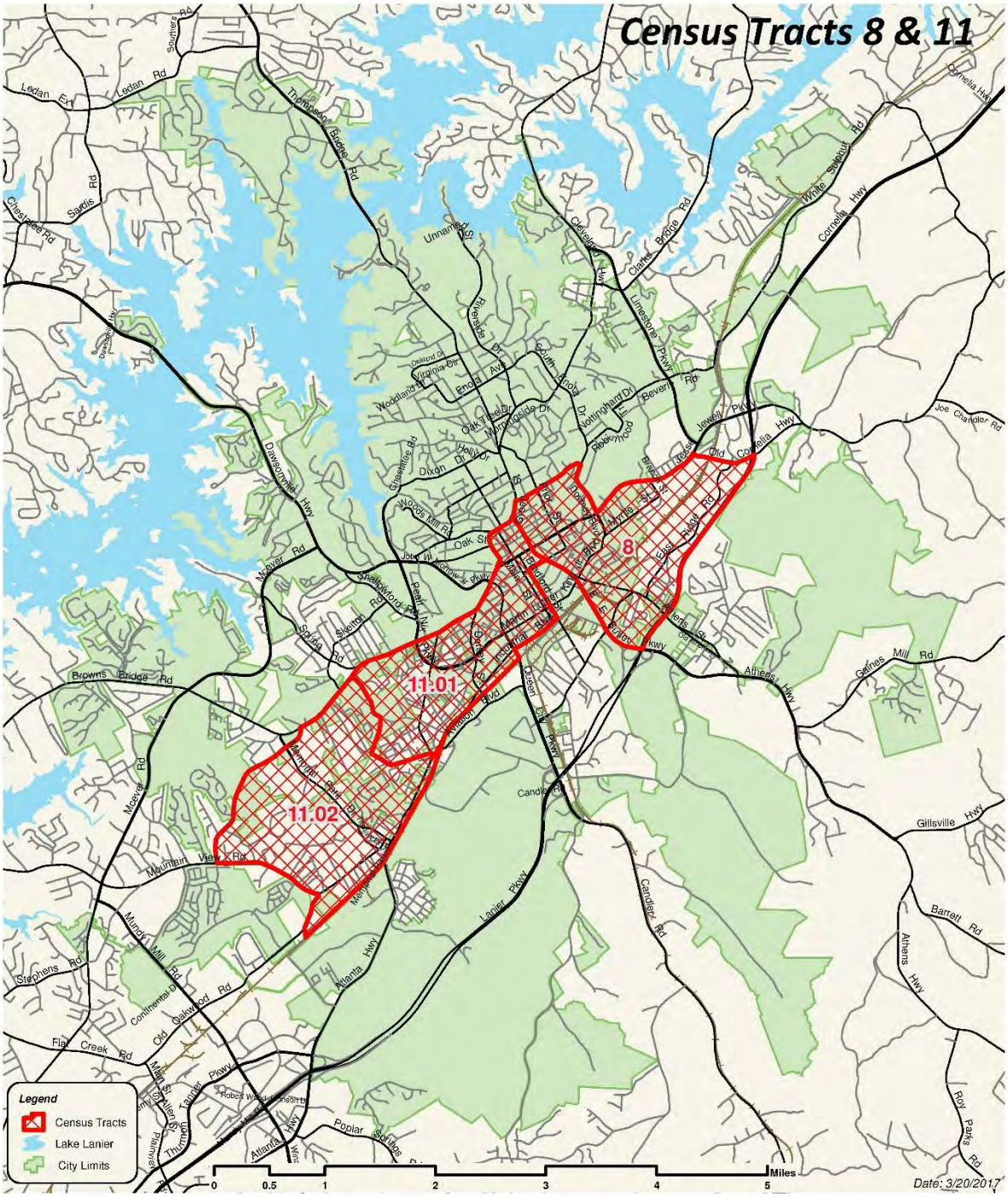
Special Needs

The consolidated plan identifies the following as special needs populations: individuals with Aids; victims of family violence; over age 62; adults with disabilities, and migrant workers (Consolidated Plan, p. 63).

Public Service Needs

Based on population projections of the 2030 comprehensive plan, the consolidated plan identifies the following as public service needs (Consolidated Plan, p. 43):

- Additional services and transitional housing for victims of Domestic Violence;
- Job training opportunities;
- Increase the Meals On Wheels Senior Program to expand service to include breakfast service;
- Services for the elderly and the mentally, physically and developmentally disabled;
- Short-term rent, mortgage, and utility assistance to prevent homelessness of the individual or family;
- Services and housing for persons with HIV/AIDS; and
- The Gainesville Housing Authority has a need for 1-bedroom apartments for single member households, the elderly and disabled.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OBSTACLES AND IMPEDIMENTS TO AFFORDABLE AND FAIR HOUSING

The market for housing is influenced by many factors, including but not limited to: demographic characteristics of the population, such as age structure and patterns of family relationships; economic determinants, such as incomes and the prices of land, dwellings, transportation, and other factors; and institutional constraints, such as zoning regulations (Jepson and Weitz 2016).

Barriers to low-income housing development include the following: lack of developable land with the appropriate zoning; cost of developable land and construction; credit worthiness of potential buyers for homeownership; social opinions discouraging affordable housing development; failure of some landlords for to maintain safe and clean living conditions; and the credit worthiness of potential renters (Consolidated Plan, p. 67). The Consolidated Plan indicates that several developers have sought affordable land upon which to build senior Low Income Housing Tax Credits (LIHTC) housing, yet none of these developers could find such housing. More recent reporting by the Housing Division indicates some success in moving ahead certain LIHTC projects.

As a part of the exercise of its responsibilities to foster compliance with fair housing law, the U.S. Department of Housing and Urban Development requires grant recipients to assess housing markets and practices and their own legal and administrative structures regarding their support for fair housing. These analyses are intended to provide the platform for actions to achieve fair housing and to serve as premises for expanded affirmative actions to foster fair housing.

The assessment of fair housing in Gainesville, initially conducted by Keating and Mailloux (2011, p. 84) among other things investigated the city's unified land development code as it relates to fair housing objectives. For background, Housing cost and value are generally associated with housing unit size – homes sell and rent, and are valued, at higher rates as size (square footage) of the housing unit increases. Similarly, costs and values of housing units will also vary by housing type, with detached homes usually larger and therefore of greater value and cost than attached dwelling units (Jepson and Weitz 2016).

The study by Keating and Mailloux (2011) found that with one exception (the Infill Residential Development category), the city's land use regulations do not specify minimum square footages for residential uses, which the study authors found was "exemplary because unit sizes do not prohibit modest income housing. Consequently, there is not a racially or ethnically discriminatory effect." However, the study also found that "prohibiting accessory apartments in the three primary single family zones defeats the original purpose behind the allowing such units and inhibits fair housing (p. 85). Further, not much undeveloped land is zoned for multi-family residential development in Gainesville, the study found, although the study authors were unable to quantify sufficiency. The study authors recommended that "care should be taken in the future to be certain that there is sufficient land zoned multifamily to permit as-of-right development" (p. 86). It should be noted, however, that according to adjusted 2000 U.S. Census reports, 48% of the housing stock in Gainesville was multi-family (Comprehensive Plan Housing Element, 2005). Further, in the past two decades Gainesville has seen a large influx of multi-family units to coincide with the booming employment opportunities (Georgia Mountains Regional Commission 2011).

FAIR HOUSING LAND USE RECOMMENDATIONS

Keating and Mailloux (2011) made some 18 recommendations specific to Gainesville with regard to improving fair housing practices. Those that pertain to land use policy are reiterated here:

1. Monitor and adjust the amount of vacant and developable land zoned for multifamily housing to insure that sufficient land is developable as of right.

2. Research the impact of the consolidated R-II Single Family/Low Density/Medium Density/High Density zoning category on multifamily rezonings.

3. Raise the upper limit of permissible multifamily housing development to 24 units per acre.

4. Analyze the number and location of accessory dwellings permitted during the last three to five years.

5. Expand the number of residential zoning districts that permit accessory dwellings to include the primary one family residential areas (R-I, R-I-A and N-C).

6. Consider adopting building regulations to make all new homes "visitable."

HOUSING AND COMMUNITY DEVELOPMENT PROGRAMS

Public Housing

There are 495 housing units within six developments operated by the Gainesville Housing Authority (Consolidated Plan, p. 30, p. 55), which is governed by its board of commissioners which are appointed by the City. The six projects are Melrose Homes, Green Hunter Homes, Melrose Homes Scattered Site, Green Hunter Homes, Rainey/Tower Heights Scattered Site, and Harrison Square (Consolidated Plan, p. 46). Gainesville Housing Authority manages the Tenant Based Rental Assistance TBRA funding for public housing residents (Consolidated Plan, p. 89). As of 2005, all of the public housing units except 12 units were located in the southern quadrants of the city (Comprehensive Plan, Housing Element, 2005). The city's public housing population is just under two-thirds (63.1%) Hispanic and just over one-quarter (27.5%) black. There are 300 households on a waiting list with the GHA for one-bedroom apartments (Consolidated Plan, p. 47). The physical condition of each public housing complex is inventoried in the consolidated plan, and the Gainesville Housing Authority periodically inspects the units to identify defects and correct problems. A physical needs assessment of the Authority's housing stock identified $27 million in capital improvement needs over the next 20 years (Consolidated Plan, p. 57).

The Gainesville Housing Authority provides various programs to public housing residents. Some programs are delivered by partnering organizations, including: reading and math programs; job search, resume writing, job skills building; after-school homework; parenting classes; preventative programs for teens and parents; summer learning; and tax help (Consolidated Plan, p. 57).

Nonprofit Housing Development

The Gainesville Nonprofit Development Foundation. Inc. provides funding to assist with program administration. The agency also donates property for use in collaboration with CDBG funds to develop affordable housing. Low Income Housing Tax Credits (LIHTC) have provided most of the new subsidized housing units in Gainesville in recent years. As of June 2011, there were a total of 1,030 low income units in the city utilizing LIHTC.

Homeless Shelters and Programs

There are approximately 98 total beds offered for the homeless by seven agencies in the City of Gainesville. Of these, 32 are emergency beds and 66 are transitional beds for families (Consolidated Plan, p. 37). The City's goal is "to provide decent housing to all and reduce the threat of pending homelessness in Gainesville" (Consolidated Plan, p. 58). Starting in 2010, through city and county collaboration, the first Homeless Coalition Group was established to (among other functions): create a directory of homeless assistance providers; inventory homeless services; identify funding sources for homeless activities, track homeless persons, and educate the community about homelessness (Consolidated Plan, p. 112).

The Georgia Department of Community Affairs provides homeless McKinney Act funds to agencies in the City of Gainesville for their Balance of State Continuum of Care. These funds assist with emergency shelters and transitional housing, preventing homelessness, outreach, and supportive services. Gainesville's City Council pledges support to local groups that apply for funding through the DCA to coordinate care and services for the homeless population.

Rehabilitation Loan Program

The Housing Rehabilitation Program in the City of Gainesville offers low interest loans to qualified applicants for the repair and maintenance of housing in the city. The city's rehabilitation loan program is available to anyone with income limits at or below 80 percent of area median income (AMI). The program has been funded by Georgia Department of Community Affairs' (DCA's) Community HOME Investment Program (Consolidated Plan, p. 53). "Substandard condition" is defined as housing that does not meet local building, fire, health and safety codes. "Substandard condition but suitable for rehabilitation" is defined as housing that does not meet local building, fire, health and safety codes but is both financially and structurally feasible for rehabilitation (Consolidated Plan, p. 52).

Emergency Repair Program

There is also an Emergency Repair grant program, for elderly or disabled homeowners that provides funds up to $10,000 for emergency repairs and/or accessibility improvements. CDBG is the funding source for the emergency repair program (Consolidated Plan, p. 46 and 53).

Public Facilities and Infrastructure Improvements

CDBG funds are proposed to be used in part for various public facilities and infrastructure improvements that serve program goals. Such activities include: acquisition, construction, or rehabilitation of parking lots and parking garages; installation or repair of streets, street drains, storm drains, curbs and gutters, tunnels, bridges, and traffic lights/signs, improvements to sidewalks that include the installation of trash receptacles, lighting, benches, and trees, installation or replacement of water lines, sanitary sewers, storm sewers, and fire hydrants, drainage Improvements and other infrastructure associated with developing affordable housing.

Funding for Partners

The City of Gainesville has made funds available to assist nonprofit organizations with approved public services activities. Various nonprofit housing and service providers assist the under-served populations of the City (described in Consolidated Plan).

Housing-Related Local and Regional Assistance Programs

The City of Gainesville works closely with public and private sector service providers to ensure delivery of services to residents and to promote interagency communication and planning. The City has representatives on many of the non-profit agency boards and/or advisory committees. The Community Development Department works with various housing, health, mental health and service agencies to gather data and identify gaps in services.

The Gainesville-Hall Community Service Center (CSC) is a department of the City of Gainesville. Since 1976, the CSC has served as the human service coordinating agency for residents of greater Hall County. Services include senior center, transportation to transit dependent individuals, Meals-on-Wheels service for the frail elderly, nutrition services for senior citizens, counseling and psychotherapy services, family preservation programs, community outreach, and others that target low-income and otherwise underserved populations (Consolidated Plan, p. 64).

Ninth District Opportunity's Community Services Department also delivers important services to low-income families in an effort to reduce the impact of poverty in the local communities of north Georgia (p. 61). The consolidated plan indicates that Gainesville Action Ministries assists persons struggling with potential homelessness (Consolidated Plan, p. 59).

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CHAPTER 5
ECONOMIC DEVELOPMENT AND REDEVELOPMENT

An economic development element of a comprehensive plan is only required if the local government is included in Georgia Job Tax Credit Tier 1. The 2017 map of Job Tax Credit tiers available from the Georgia Department of Community Affairs indicates that Hall County is a Tier 4 county with a ranking of 142 of 159 counties. Therefore, an economic development element is not required for the City of Gainesville. However, economic development elements of comprehensive plans are optional for all other counties and municipalities within such counties. Per the state's rules, economic development elements should emphasize the identification of needs and opportunities related to economic development and vitality of the community, and community work program activities for addressing those needs and opportunities, considering such factors as diversity of the economic base, quality of the local labor force, and the effectiveness of local economic development agencies, programs and tools. Local planning requirements also specify that the Comprehensive Economic Development Strategy (CEDS) for the region may be substituted for this element. The Georgia Mountains Regional Commission has prepared, and annual updates, a comprehensive economic development strategy for the 13-county region which includes Hall County and Gainesville.

THE CITY IN REGIONAL ECONOMIC CONTEXT

The Georgia Mountains Regional Economic Development Strategy and Plan (2015) provides goals and policies for several topics including natural resources, land use, community facilities and services, economic development, housing, and pre-disaster mitigation. The plan also includes a regional work program. The regional economic strategy and plan highlights the economic impact of the rowing and kayaking site of the 1996 Olympics located at 3105 Clarks Bridge Road on Lake Lanier in Gainesville, which is host to year-round competitions and special events. Agri-business is also substantial in Gainesville and Hall County.

The Georgia Mountains Regional Commission has also prepared and adopted a Georgia Mountains Digital Economy Plan (2014), a first-generation plan, in accordance with standards defined by the Georgia Technology Authority (GTA). That plan outlines the major strengths, weaknesses, opportunities and challenges faced by the region as communities seek to engage and enhance their high-technology economies.

Total employment in Hall County in 2013 was estimated at 85,333 (Georgia Mountains Regional Commission 2014). Manufacturing remains the most prominent form of employment in the region. A very significant number of those employees come from the food processing industry concentrated around Gainesville, particularly for poultry.

After manufacturing-related employment, the region's next most prominent sectors are retail trade, health care and accommodation/food services. Recent economic trends in the region have been marked by a decline of goods production sectors and an increase in the commercial and medical services sectors.

CITY PLANS

Economic Opportunity Gateways Urban Redevelopment Plan

The Gainesville/Hall Economic Opportunity Gateways Urban Redevelopment Plan was prepared in conjunction with the Gainesville 2030 Comprehensive Plan. Its objective is to

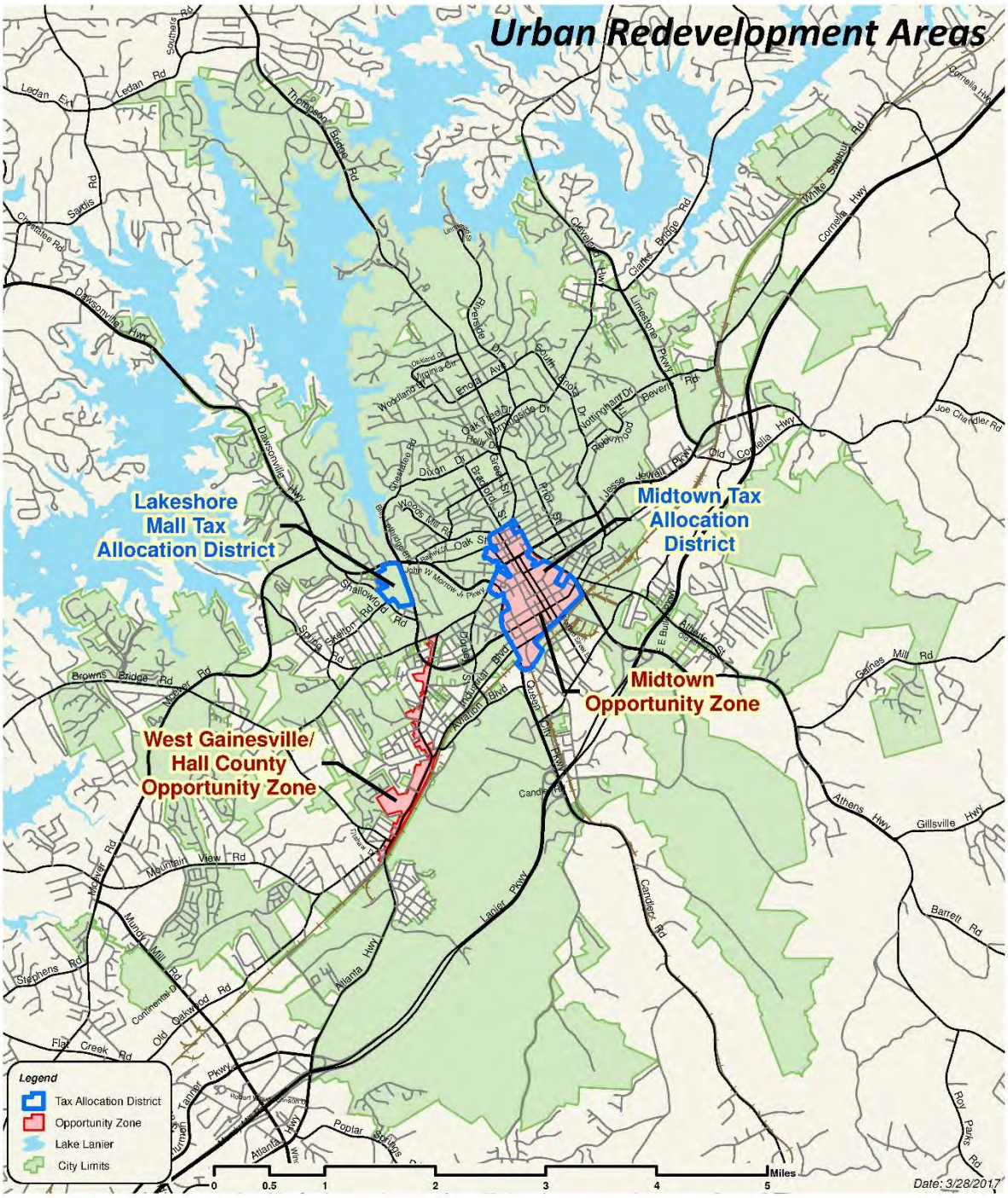
increase the number of incentives and economic development tools available to encourage investment and job creation in the City and Hall County. The plan identifies three subareas as economic opportunity gateways (designated urban redevelopment areas): Browns Bridge Road and Atlanta Highway; the State Route 365 development corridor; and Candler Road (State Route 60). These areas have future economic potential but are reportedly suffering from disinvestment and distress. The plan does not specifically identify any properties to be acquired for urban redevelopment, nor does it recommend specific buildings and structures to be demolished. The thrust of the urban redevelopment plan is primarily to invest in the infrastructure needed to advance economic conditions in the identified urban redevelopment areas.

Downtown Gainesville Renaissance Strategic Vision and Plan

The quaint charm and small-town feel of downtown has been widely recognized as one of the best things about the city. Gainesville's downtown is the economic hub of Hall County and the surrounding region. The downtown area is important enough that it justifies its own specific area plan. Main Street Gainesville operates 51 successful programs annually, luring visitors and locals alike to energize downtown year-round. The plan identifies several redevelopment opportunities in downtown and Midtown.

The city's plan for downtown was developed with extensive public participation including focus groups. A steering committee of Gainesville citizens reviewed information compiled in public input sessions and previous plans and honed down the priorities to create a successful strategy for downtown. During the strategic planning process, one of the most voiced needs was increased downtown housing. Multiple focus groups expressed the desire for more variety downtown, including more retail, more diversity in restaurants, grocery options (including a permanent indoor farmers market as a reliable source of fresh, healthy food), a community meeting space/ conference center, and entertainment/ evening options, according to the plan.

The downtown area has seen a number of public improvements in recent years, including extended streetscapes and public art around the downtown square, Rock Creek Veterans Park, and the Midtown Greenway. These investments are helping to attract private enterprise and development in and around Downtown. Projects recommended for the downtown include extending the streetscape, adding more outdoor lighting, and increasing arts programming. Until recent construction of the pedestrian bridge across Jesse Jewell Parkway in downtown, there was poor connectivity between the downtown and Midtown areas of the city. Long-range projects include connectivity enhancements to bridge the "moat" surrounding downtown Gainesville (i.e., Jesse Jewell Parkway, E.E. Butler Parkway, Academy Street, and West Academy Street. The moat separates downtown from surrounding neighborhoods (including Midtown) and makes it more challenging to get pedestrians safely across the downtown perimeter roads. Short-term strategies include extending pedestrian signal timing at critical intersections, color-coding of pedestrian crossings, and installing flashing crosswalk systems. A long-term strategy to improve connectivity is to extend the streetscape improvements of the downtown square throughout downtown and along Main Street which will create a visual tie between downtown and Midtown, thereby enhancing connectivity.


Urban Redevelopment Areas
Lakeshore Mall Tax Allocation District
Midtown Tax Allocation District
Midtown Opportunity Zone
West Gainesville/ Hall County Opportunity Zone
Legend
Tax Allocation District
Opportunity Zone
Lake Lanier
City Limits
0
0.5
1
2
3
4
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Miles
Date: 3/28/2017
Gainesville, Georgia
Since 1821
Gainesville Comprehensive Plan 2040
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TAX ALLOCATION DISTRICT

Gainesville has adopted Tax Allocation District (TAD) redevelopment plans for Midtown and Downtown. Redevelopment plans for the Midtown area recommend redevelopment of the Gainesville Housing Authority's Green Hunter (also known as "Atlanta Street") Homes complex to create more mixed-income, mixed-use development. Existing plans as well as interviews with the public reflect the desire for urban-scale development in Midtown, particularly at Jesse Jewell Parkway and E.E. Butler Parkway, the Atlanta Street Homes site, the Gainesville Amtrak terminal, and the now idle Hall County Law Enforcement Center.

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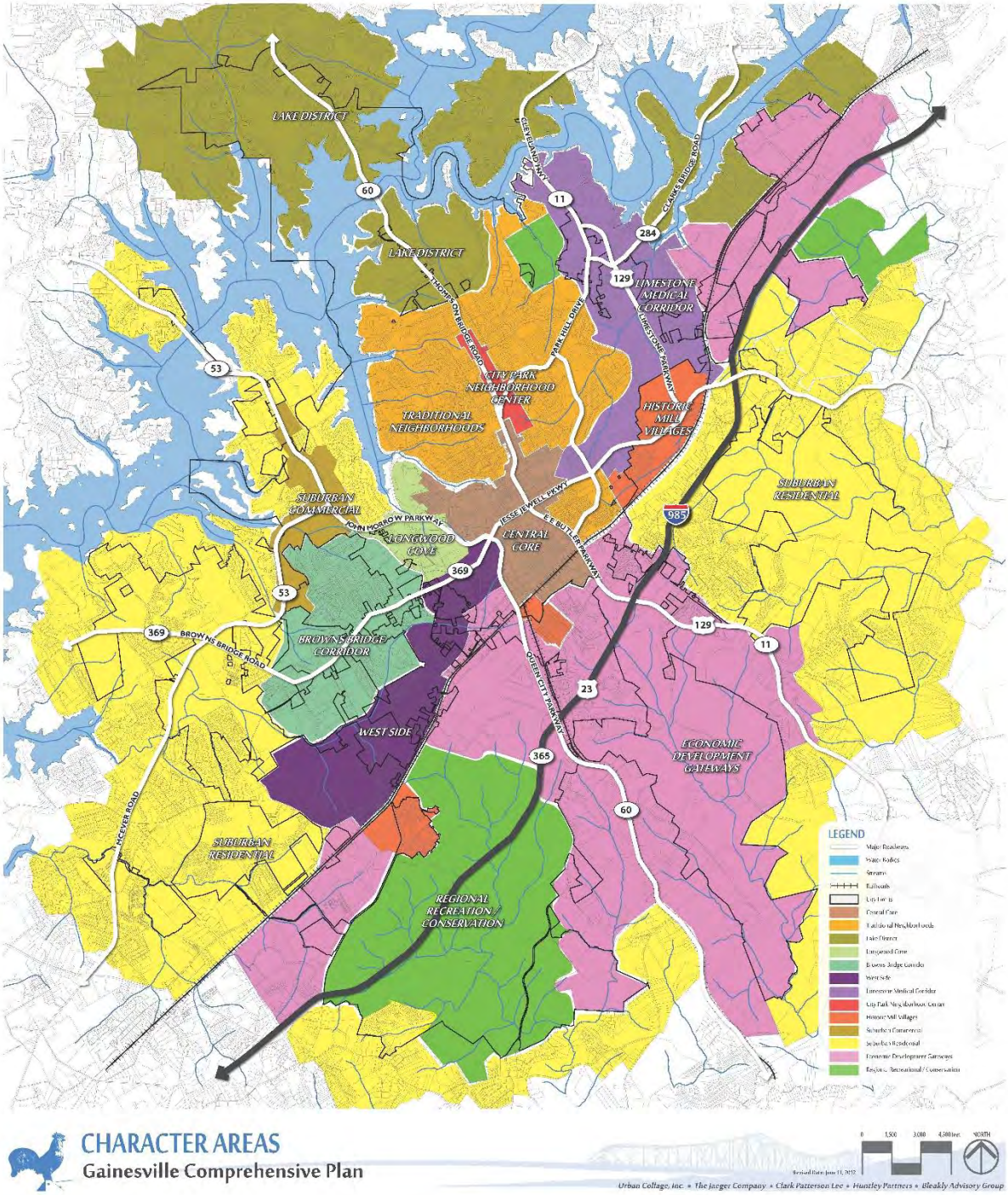
CHAPTER 6
CHARACTER AND LAND USE

CHARACTER AREAS OVERVIEW

The Georgia Department of Community Affairs (DCA) defines character areas as special geographic areas that… "have unique or special characteristics to be preserved or enhanced… have potential to evolve into a unique area with more intentional guidance of future development through adequate planning and implementation…; or require special attention due to unique development issues."

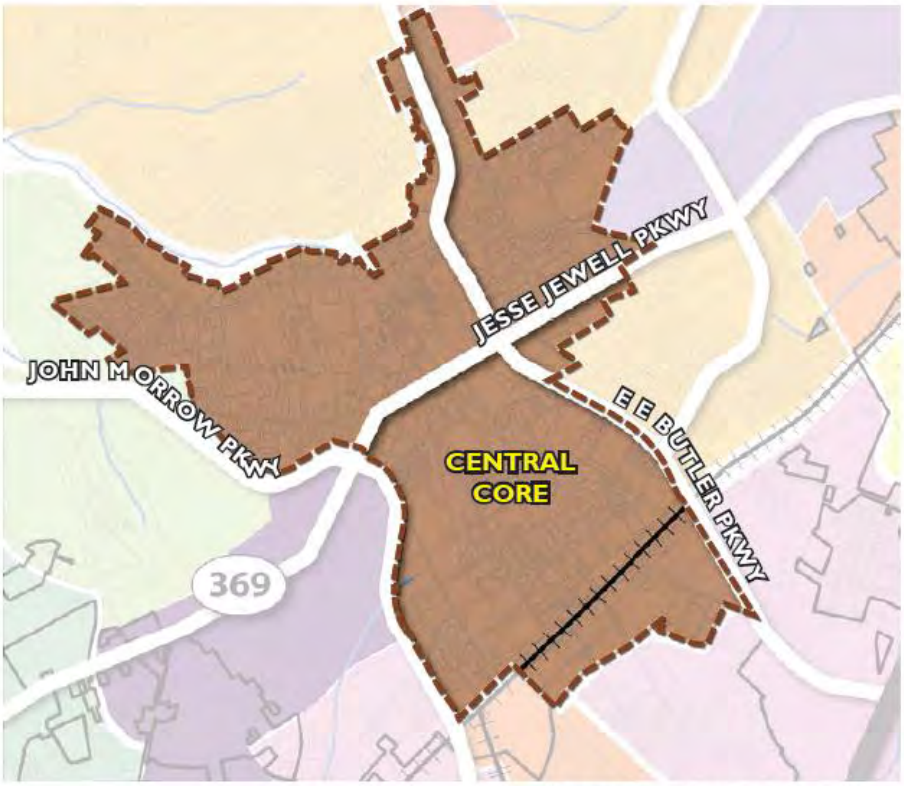
The community participation process identified seventeen unique areas in Gainesville which met at least one, if not more, of the criteria listed above. This vision for future growth, development and preservation in the city - condensed into thirteen final character areas - is not random, but based on a widespread understanding of where strong direction is needed to reorient the physical environment to achieve desired quality community objectives; where past quality of life investments are beginning to show economic benefits; and where limited development or existing land use practice does not pose immediate issues.

Central Core
Traditional Neighborhoods
City Park Neighborhood Center
Lake District
Longwood Cove
Brown's Bridge Corridor
West Side
Limestone Medical Corridor
Historic Mill Villages
Suburban Residential
Suburban Commercial
Economic Development Gateways
Regional Recreation/Conservation


LAKE DISTRICT
LAKE DISTRICT
TRADITIONAL NEIGHBORHOODS
CITY PARK NEIGHBORHOOD CENTER
LIMESTONE MEDICAL CORRIDOR
HISTORIC MILL VILLAGES
SUBURBAN RESIDENTIAL
SUBURBAN COMMERCIAL
LONGWOOD COVE
CENTRAL CORE
BROWNS BRIDGE CORRIDOR
WEST SIDE
ECONOMIC DEVELOPMENT GATEWAYS
SUBURBAN RESIDENTIAL
REGIONAL RECREATION / CONSERVATION
CLEVELAND HWY
CLARKS BRIDGE ROAD
THOMPSON BRIDGE ROAD
PARK HILL DRIVE
LIMESTONE PARKWAY
JESSE JEWELL PKWY
E E BUTLER PARKWAY
JOHN MORROW PARKWAY
BROWNS BRIDGE ROAD
MCEVER ROAD
QUEEN CITY PARKWAY
60
11
284
129
53
369
985
23
365
LEGEND
CHARACTER AREAS
Gainesville Comprehensive Plan
Urban Collage, Inc. • The Jaeger Company • Clark Patterson Lee • Huntley Partners • Bleakly Advisory Group

CENTRAL CORE

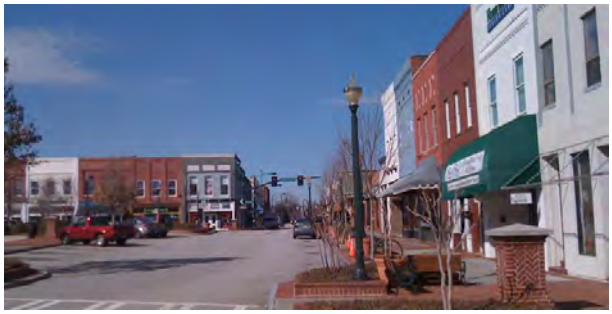
The Central Core character area is the historic heart of Gainesville, centered on the Square and extending to the east, west and south. The area includes three subareas with similar historic provenance and urban identity but different mixes of existing and future uses: Downtown / Midtown, the Brenau Quarter; and the Oak / Rainey / Washington Corridors. Each subarea is described below.



Character Area Location - Central Core

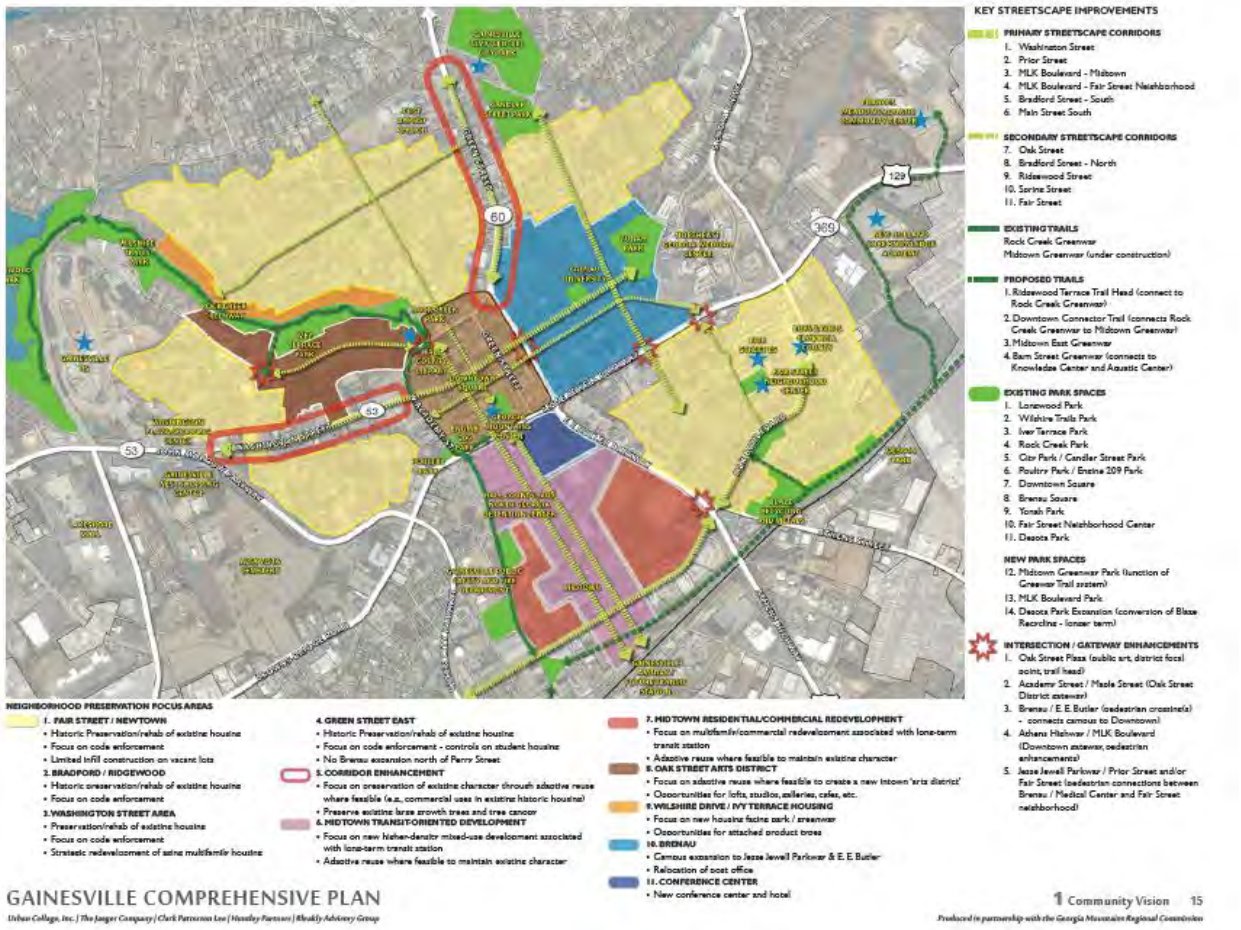
Downtown / Midtown (Central Core Subarea)

Gainesville's Downtown and Midtown are the traditional economic centers of the city. Downtown is the regional staging point and the seat of Hall County. Midtown is the industrial district and rail corridor for the Norfolk Southern Railroad. Downtown and Midtown continue to play an important historic role as a regional rail and urban center of the Georgia mountains.



Downtown Square

Downtown has maintained its governmental role but has shifted to destination retail, services and special events. Midtown also has preserved some of its early manufacturing near the rail lines, but small commercial uses and warehouse retail have replaced most of the scattered housing between MLK Jr. Boulevard and College Avenue. The Downtown square, the Midtown greenway, and the rail station area contribute greatly to Gainesville's sense of place. Downtown and Midtown are the multimodal centers of Gainesville, and mobility will expand with future intercity and commuter rail. The Midtown Greenway serves as a necessary link to the Central Hall Trail.



Downtown should continue to evolve as the symbolic heart of the city and the seat of local government, but should strive for additional office and housing to provide a more sustainable mix of uses. Historic preservation and sensitive infill are key to maintaining the strong sense of place, and compatible development should be a priority to complete the south side of the Square. Public improvements to Midtown, including the greenway and the Jesse Jewell pedestrian bridge, have begun a long-term transition to more diverse land uses including a mixed-use core along Main Street and Bradford Street. The vision for Midtown includes flanking multi-family residential (ideally mixed-income) housing, a multimodal transportation node at the Amtrak station, and an office / conference / hospitality extension of Downtown across Jesse Jewell Parkway.

Downtown / Midtown Framework Diagram

Aerial view of Midtown South near Amtrak Station

Before - Bradford Street NW

After - Bradford Street NW

Before - Martin Luther King Jr. Boulevard and E E Butler Parkway Intersection looking northeast

After - Martin Luther King Jr. Boulevard and E E Butler Parkway Intersection

Subarea Policies and Strategies:

1. Land uses allowed in Downtown include mixed-use, commercial, and public / institutional. Land uses allowed in Midtown include mixed-use, multi-family residential, commercial, public / institutional, and transportation / communications / utilities.
2. Residential development is appropriate in Downtown and Midtown but in a mixed-use format, not traditional residential-only neighborhoods. Future housing in Midtown should offer urban products in a variety of types, and expand options for different household income levels. Target mixed-income high quality multifamily housing development to take advantage of the open space investment in the Midtown Greenway and related parks.
3. Historic preservation is key to maintaining Downtown's uniqueness, architectural diversity, and links to the past.
4. Future development in Midtown should be capable of absorbing substantial new residential units and long-term office and retail space.
5. Small businesses should be encouraged to locate in Downtown and Midtown, and existing businesses should be retained.
6. Downtown and Midtown should increase and diversify their shares of total city employment over time.
7. Adult / continuing education classes should be encouraged, especially at the Featherbone Communiversity and the Brenau Graduate Center (at the former Georgia Mountains Center).

8. Undertake a detailed redevelopment planning effort for Downtown and the northern portion of Midtown to develop strategies for city-owned underutilized parcels.
9. Continue to offer business investment incentives through the Opportunity Zone and redevelopment support through the tax allocation district.
10. Support the creation of a new conference facility to replace the former Georgia Mountains Center.
11. Redevelop Green-Hunter homes either as mixed-income housing or as commercial / mixed-use with possible mixed-income replacement housing elsewhere in Midtown.
12. (Re)assess the feasibility of Flat Creek restoration east of the Midtown Greenway.
13. Determine the feasibility and funding strategy of creating a skate park in the former railroad interchange "triangle" or on the former Gainesville Feed Mill property.
14. Reclaim the former rail spur / brownfield area along the CSX right-of-way at the foot of Chestnut Street as a new urban park / greenway.
15. Upgrade MLK Jr. Boulevard to a "complete street" focused on pedestrian improvements, from Queen City Parkway to E. E. Butler Parkway.
16. Undertake phased streetscape improvements on Main and Bradford streets to link Downtown with a long-term future intermodal transit center at or near the Amtrak station.
17. Expand the Midtown Greenway along the disused CSX interchange track right-of-way to connect to Newtown and New Holland.
18. Work with Hall County to relocate / redevelop the North Georgia Detention Center to a use more compatible with the desired mixed-use character of Midtown.

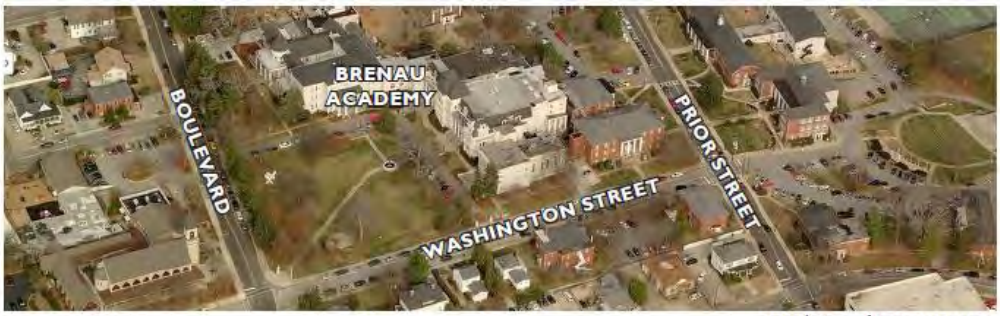
Aerial view of Midtown

Brenau Quarter (Central Core Subarea)

The "Brenau Quarter" is defined on the south by Jesse Jewell Parkway; on the west by E. E. Butler and Green Street; on the north by North Avenue and Candler Street; and on the east by the boundary between Brenau and the Northeast Georgia Medical Center.

Brenau Quarter Framework Diagram

The campus of Brenau University makes up the largest part of the subarea. The historic Brenau campus is a city landmark and includes a rare example of Second Empire architecture (Bailey Hall). The mixed single-family and student housing Park / Prior / Perry neighborhood to the north is roughly the same size as the Brenau campus. The Park / Prior / Perry area is a classic intown historic neighborhood but is threatened by insensitive development. Both the larger Brenau campus and the Park / Prior / Perry neighborhood are historic resources worth protecting.



Aerial view of Brenau Quarter

Brenau Quarter

The subarea is not a primary destination for business, however it includes supportive small medical and professional offices to the nearby NE Georgia Medical Center. The remainder of the area includes small medical office buildings and light commercial uses in the blocks facing Jesse Jewell and E. E. Butler parkways; the Regions Bank tower at the parkway intersection; and institutional / cultural uses like the Northeast Georgia History Center, the Burd Center for the Performing Arts, the Quinlan Visual Arts Center and the Green Street post office. The Brenau Quarter is walkable, with an existing street grid that provides a safe pedestrian and cycling environment.

The subarea is unlikely to accommodate population growth, but Brenau will continue to expand in size and student population. Brenau should grow to the south and west, replacing the medical office and commercial uses over time and providing campus exposure to Jesse Jewell and E. E. Butler parkways. Vacant infill sites in this subarea are rare, but long-term redevelopment of struggling medical office buildings can provide space for Brenau growth. Connections between Brenau and Downtown could become more direct; and E. E. Butler Parkway less of a vehicular thoroughfare and more of a "college town" boulevard like Princeton's Nassau Street or East Broad Street in Athens. On the north, the Park / Prior / Perry neighborhood should be strengthened and preserved as a traditional or historic residential district, and the line between the campus and the neighborhood held just south of Park Street.

Subarea Policies and Strategies:

1. Land uses allowed in the Brenau Quarter include public / institutional, medium-density residential, and mixed-use.
2. A mixture of housing types should be encouraged, while existing historic houses should be preserved to maintain single family residential scale.
3. Integrate Brenau's master plan and expansion program into a larger redevelopment planning effort for Downtown and the northern portion of Midtown.
4. Consider changing the GB zoning to OI on parcels fronting Jesse Jewell and E. E. Butler over time, to facilitate Brenau expansion.
5. Work with the U.S. Postal Service to find a suitable relocation for the Green Street facility; redevelop the post office site to a use compatible with the Green Street historic district and adjacent Brenau facilities.

6. Work with Brenau and local residents to formally designate / adopt the already completed set of design guidelines for the campus and surrounding areas to prevent incompatible residential development.
7. Where reuse of residential structures is proposed, encourage compatible scale and character of potential nonresidential uses to existing residential uses.
8. Support Brenau's "Discovery Incubator" as a vehicle to expanding cutting-edge research and business in the city.
9. Market the Northeast Georgia History Center as a regional destination, and increase its visibility from E. E. Butler Parkway.
10. Support the Quinlan Visual Arts Center.
11. Implement the recommendations of the Historic Resources Phase I and II survey for new or expanded districts for Brenau and the Park / Prior / Perry neighborhood area.
12. Encourage continued adaptive reuse of historic residential structures and historically-appropriate upgrades to existing structures on the Brenau campus.
13. Work with Brenau to redesign and improve the landscape around the old university gate to function as a better ceremonial entry to the campus.
14. Continue to partner with Brenau to open university facilities and the campus to greater public use.
15. Undertake phased streetscape improvements on Washington and Spring streets to link Downtown with the heart of the campus.
16. Improve pedestrian safety at crossings along E. E. Butler, possibly through the construction of a pedestrian bridge.

Oak / Rainey / Washington Corridors (Central Core Subarea)

This subarea encompasses the near west side of Downtown and is focused on the corridors of Oak Street, Rainey Street and the "five points" intersection at Woodsmill Drive; Washington Street; and West Avenue from Rainey to Jesse Jewell. It is bounded by John Morrow Parkway, Jesse Jewell Parkway, Academy Street, and the Rock Creek / Wilshire Trail linear parks; and extends to west of the Gainesville High School campus.

Oak / Rainey / Washington Corridor Framework Diagram

The area is defined in part by its topography, which consists of two ridges – one crowned by Oak Street, the other by West Avenue – sloping gently to Washington Street, which itself is on a slight ridge that slopes from Downtown to a low spot at John Morrow Parkway. The Oak Street ridge broadens to several smaller ridges that make up the Rainey Street neighborhood. Each corridor has a distinctive development pattern – Oak Street with small businesses and repair shops, some dating to the 1940s; West Avenue with a variety of modest historic houses mixed in with newer homes; Rainey Street with

simple vernacular and ranch-type houses, some in disrepair; and Washington Street with traces of once-grand housing but now fragmented with scattered parcels of strip office and commercial.

The unique topography is the foundation for three distinct corridor experiences. With the strong sense of place created by the five points intersection and surrounding historic structures including a one-story mill, Oak Street could become a mixed-use loft / warehouse district that functions as an extension of Downtown as well as a local main street for the Bradford-Ridgewood neighborhood. The Rainey Street neighborhood could be stabilized and expanded with new infill cottage housing on small lots with traditional architecture. As a leg of the intersection, West Avenue also could benefit from appropriate cottage infill, continued renovation, and redevelopment of some of the aging apartment buildings. Washington Street might over time be returned to a character more like Green Street, with commercial buildings styled as large houses on vacant or underutilized infill parcels or on redevelopment sites. The area's isolation also could be mitigated by a linear park along John Morrow Parkway that reclaims the cul-de-sac on several of the lateral streets along West Avenue.

The Rainey Street and West Avenue neighborhoods are traditional intown residential areas but are in need of some revitalization. Vacant land is limited, but long-term redevelopment of aging apartment complexes and strip commercial could provide infill sites. The corridors are currently walkable, though north-south connections and bike facilities could be improved. The Rock Creek Greenway connection will enhance this area's regional identity through increased access and connectivity. The mill building and vernacular housing at Rainey Street and Woodsmill Road are valuable local resources, as are the few remaining along Washington Street. The tributaries of Longwood Creek are an excellent opportunity for open space preservation, especially adjacent to John Morrow Parkway.

Aerial view of Oak / Rainey Corridor

Subarea Policies and Strategies:

1. Land uses allowed in the Oak / Rainey / Washington corridors include mixed-use, multi=family residential, medium-density residential, commercial, and parks / recreation / conservation.
2. The Oak-Rainey "Five Points" area should anchor a future loft district; consider rezoning the parcels along Oak Street, including the mill building at the "Five Points" intersection, to allow for residential mixed-use to support the creation of a loft / warehouse district. Work with the owner of the "Five Points" mill building to research the building's history, as the cornerstone of a new "Five Points" historic district.
3. Washington Street should resemble Green Street in character; Create a set of design guidelines for Washington Street to bring it closer to Green Street in character over time.
4. New mixed-use development along Oak Street could provide a loft-type product to attract innovative small businesses and restaurants.

5. Revitalizing the Rainey Street neighborhood and redeveloping aging multifamily could expand Gainesville's inventory of affordable housing. Prepare a revitalization plan for the Rainey Street neighborhood that includes renovation, selective demolition / infill, and redevelopment of the duplex apartments on Smith Drive.
6. Expand the tax allocation district to include the Oak Street Corridor.
7. Explore creating a linear park and habitat restoration along the length of Longwood Creek, as an open space amenity for the West Avenue neighborhood.
8. Link to the Rock Creek Greenway with a trail spur along Ridgewood Terrace.
9. Explore creating a greenway paralleling Longwood Creek and John Morrow Parkway, connecting at key points to West Avenue.
10. Undertake phased streetscape improvements on Washington and Oak streets to enhance the pedestrian environment and provide a design context for future development.

Oak Street, Rainey Street and the "five points" intersection near Woodsmill Road - Before

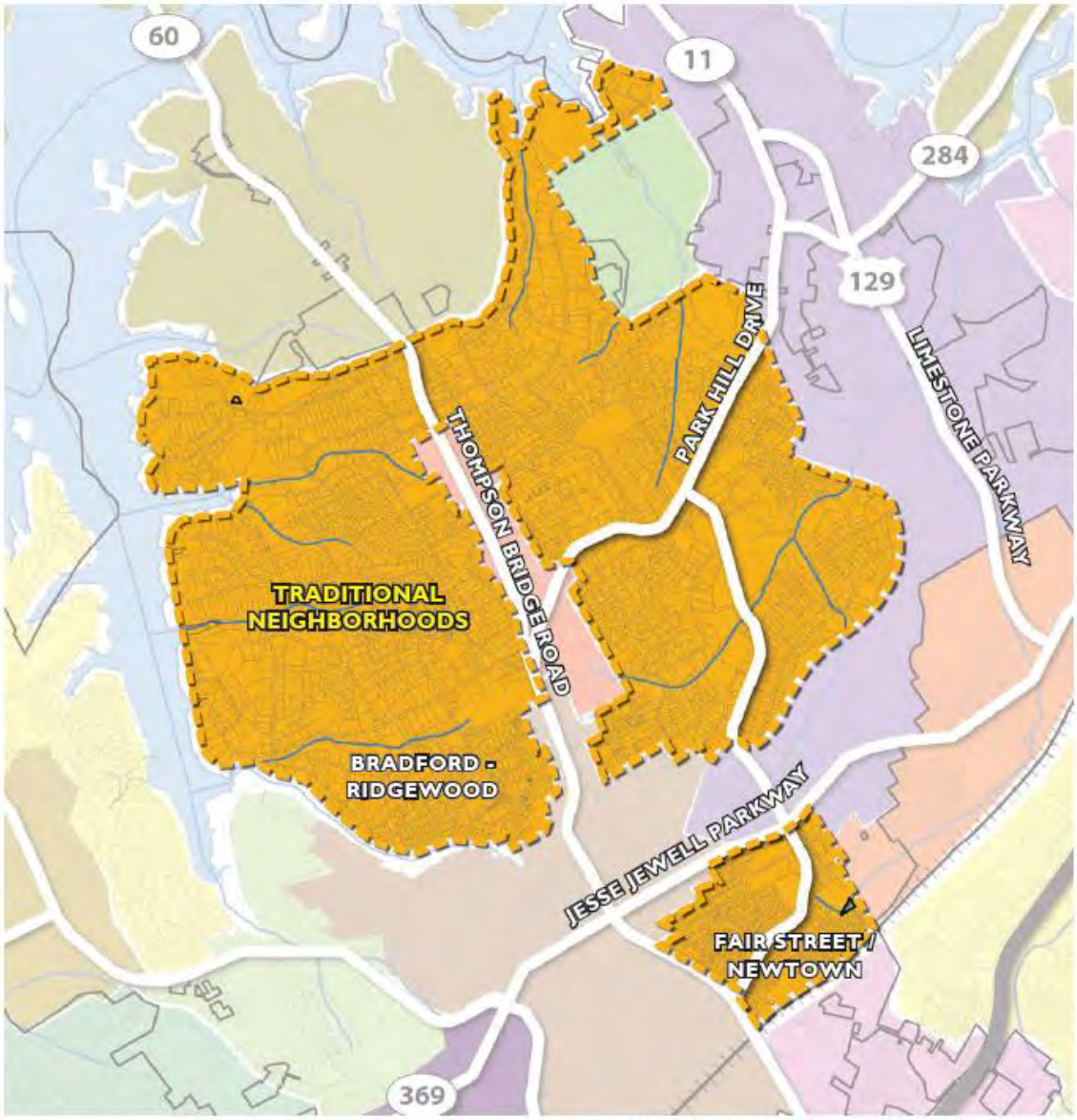
The "five points" intersection - After

Potential Future Development Character on Washington Street

Potential Future Development Character around "five points

TRADITIONAL NEIGHBORHOODS

Gainesville's historic neighborhoods and other traditional residential areas were developed primarily prior to WWII. While there are differences in housing size, mix and architectural style, general identifying characteristics include relatively small lots, pedestrian orientation (sidewalks, street trees, and street furniture), formal or informal on-street parking, and limited open space. Older areas also exhibit buildings close to the front property line and a low degree of building separation. This character area is divided into three subareas to reflect the presence of two formalized Neighborhood Planning Units (NPUs) that have ongoing planning dialogues and established sets of goals and objectives.



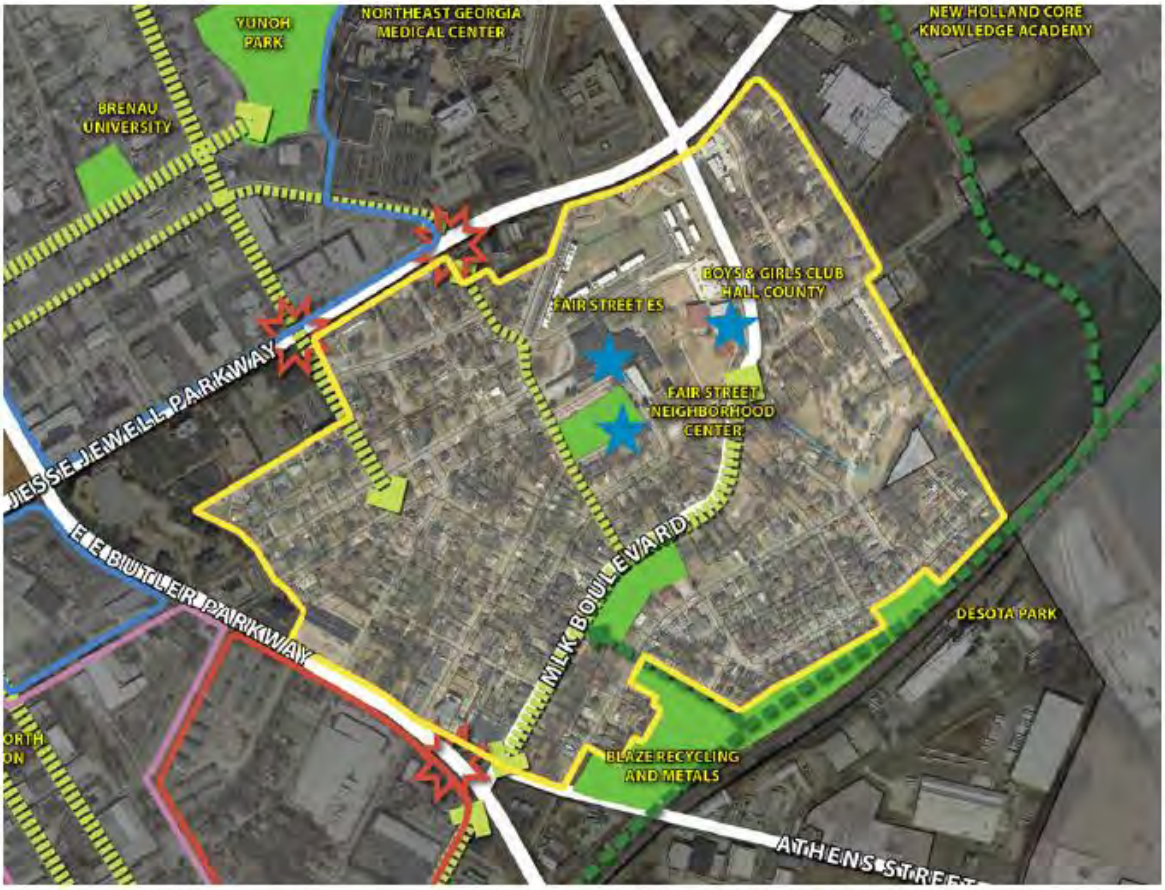
Character Area Location - Traditional Neighborhoods

Gainesville's older neighborhoods fulfill the larger objective of providing housing that is walkable, human scaled and close to goods and services. Although there are some opportunities for compatible infill development, the city's traditional neighborhoods are largely built out. Much of Gainesville's unique

sense of place is driven by the character of its traditional neighborhoods. While most neighborhoods are served by transit and are walkable, there is a need to expand the sidewalk network to provide more connectivity. Historic preservation and the creation and expansion of local historic districts is a priority for this character area. There is little opportunity for open space preservation, though some of the undevelopable land might be suitable for future park space. The character area is not a primary destination for business; however, neighborhood serving business development should be encouraged. Gainesville's traditional neighborhoods should have a range of housing that meets the needs of different household types, sizes and incomes.

Fair Street Area NPU (Traditional Neighborhood Subarea)

The Fair Street Area is the first of the two NPUs and includes the smaller neighborhoods of Fair Street and Newtown. The neighborhoods are divided by M.L. King Jr. Boulevard - Fair Street to the north and Newtown to the south - while the NPU boundaries are E. E. Butler Parkway, Jesse Jewell Parkway, the Norfolk-Southern railroad, and the city limit.



Fair Street / Newtown Neighborhood Framework Diagram

Fair Street and Newtown are traditional neighborhoods of Craftsman bungalows, small vernacular cottages and ranch houses from the 1920s through the 1960s. Both have a rich African-American heritage and strong sense of community. However, the proximity to Downtown and the peripheral highways have contributed to commercial encroachment, and the railroad has influenced ongoing industrial uses like Blaze Recycling. Other major land uses include subsidized multi-family apartments and institutional uses like the Fair Street International Baccalaureate School, the Hall County Boys and Girls

Club, and several churches. Residential properties are generally well-maintained, but some housing in Newtown is in need of repair; and the subsidized apartments at Jesse Jewell Parkway are declining.

The NPU vision statement affirms the traditional single-family character of the neighborhood through goals of historic preservation, architectural standards, code enforcement, and increased safety and beautification. Moreover, early in the planning process (2011-2012) a large portion of the neighborhood was rezoned from multi-family to Neighborhood Conservation, realizing the goal of preserving the single-family orientation. The NPU was discussed heavily during the second public workshop (2011) with consensus on neighborhood improvements like a new park at the heart of the community; greenway linkages to Midtown; redevelopment of the Blaze property; and "Complete Street" enhancements to M.L. King Jr. Boulevard. The resulting vision is one of a small-scale historic neighborhood rich with community amenities.

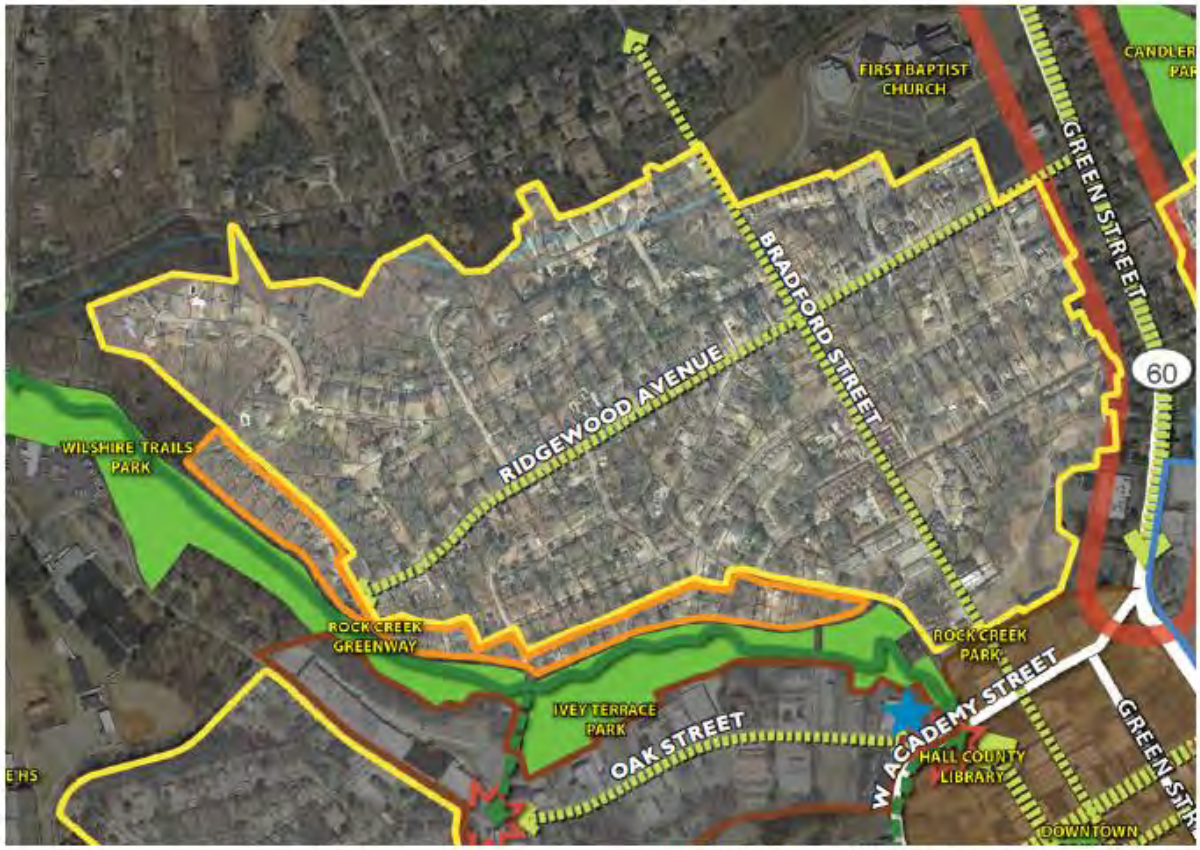
Martin Luther King Jr. Boulevard near Fair Street - Before

Martin Luther King Jr. Boulevard near Fair Street - After

Land uses allowed in the Fair Street Area NPU include medium-density residential, mixed-use / commercial (limited to the fringe arterial corridors), public / institutional, and parks / recreation / conservation.

Bradford-Ridgewood NPU (Traditional Neighborhood Subarea)

The Bradford-Ridgewood neighborhood is the second of two NPUs put in place as an implementation action item from the 2004-2025 Comprehensive Plan. Its boundaries are set by Green Street on the east, Academy Street and the Rock Creek linear parks on the south and west, and the rear property lines of parcels fronting Dixon Drive.



Bradford-Ridgewood Neighborhood Framework Diagram

Bradford-Ridgewood is a historic residential district and contains modest Craftsman bungalows and Tudor / English Vernacular Revival houses from the 1920s through the 1950s, along with scattered townhouse clusters and small apartment buildings, and limited commercial along Academy Street. More recent residential development is concentrated along the south end of Bradford Street and in the block bounded by Forrest Avenue, North Avenue and Northside Drive. The housing stock is in generally good condition and, with the canopy of mature trees, gives the impression of a well-preserved older suburban neighborhood.

The NPU vision statement affirms the traditional single-family character of the neighborhood through goals of historic preservation and compatible infill development, enhanced walkability, increased safety and beautification, and protection of the tree canopy. A key objective is to keep any new development (other than single-family infill) to the southern and western fringe of the neighborhood; and to ensure that all development is compatible with the design quality of the existing structures. Housing deterioration also is a concern. Neighborhood stakeholders (2011) were quite interested in encouraging some innovative housing development in the fringe areas; and in particular they saw the properties fronting Ivey Terrace and Wilshire Drive transitioning over time to rowhouses or townhouses to

provide an urban edge to the Rock Creek park system. This objective should be balanced with the preservation recommendations of the historic resources survey.

Land uses allowed in the Bradford-Ridgewood NPU include medium-density residential, mixed-use / commercial (limited to southern fringe), and parks / recreation / conservation.

Northern Neighborhoods (Traditional Neighborhood Subarea)

The balance of the character area comprises the remaining residential districts north of City Park, east to Lakeview Drive and west to Lake Lanier. There are many historic neighborhoods - Longstreet Hills, Green Street Circle, Riverside Drive, Mountain View Drive - and the housing stock ranges from the early 1900s to mid-twentieth century modern, to homes built in the last fifteen years.

Brenau North Residential Neighborhood Framework Diagram

There is great variety in the topography and architectural styles throughout, but with the exception of Green Street Circle, the area encapsulates the evolution of suburban housing patterns from the 1930s Federal Housing Administration (FHA) era onward. As such, lots tend to be wide with generous setbacks and ample landscaping; houses are oriented parallel to the street in ranch fashion with exposed garages in some cases; and streets are meandering and generally without sidewalks. Denser housing is confined to major road corridors and a few isolated locations along Holly Drive and Piedmont Road; and scattered commercial uses are present along South Enota Drive. Housing density decreases near Lake Lanier, where the folded topography and watersheds confine development to ridges.

Minimal change is anticipated or desired in the northern neighborhoods. One of the primary issues is incompatible infill development and the threat of encroaching urban sprawl, though some recent commercial projects have used compatible architecture and street details. Future commercial development should respect and mirror the small scale of the surrounding neighborhoods, especially along Thompson Bridge Road, Park Hill Drive, Martin Luther King Jr. Boulevard, Downey Boulevard, and South Enota Drive. Historic districts for several of the neighborhoods have been proposed and would also secure the character area's sense of place. While park improvements and new sidewalks would enhance the area's environment, the purity of the landscape and quality of housing should be preserved and commercial encroachment minimized.

Potential Future Development Character in Northern and Bradford-Ridgewood Neighborhoods

Land uses allowed in the Northern Neighborhoods include low-density and medium-density residential, mixed-use / commercial (expand to Enota Drive, Park Hill Drive, Thompson Bridge Road, MLK Boulevard, and Downey Boulevard), public / institutional, and parks / recreation / conservation.

Areawide Policies and Strategies:

1. Amend current N-C zoning standards to better reflect existing lot conditions, to accommodate modifications to existing homes for growing families.
2. Determine the feasibility of rezoning select areas in the Bradford - Ridgewood NPU from R-II to N-C to maintain the low-density orientation.
3. Consider adopting design / architectural standards that are compatible with each neighborhood's historic character for new construction and rehabilitation, or consider modifying the current infill standards to achieve the same purpose.
4. Market and promote the city's intown neighborhoods as a unique, close-in opportunity for knowledge workers and entrepreneurs as a way to increase the economic spending power intown.
5. Create a neighborhood revitalization loan / grant program to assist qualifying property owners with home improvements, possibly in conjunction with home maintenance workshops and/or CDBG funding.
6. Work with the Gainesville Housing Authority and other affordable housing providers to create a strategy to increase affordable / workforce ownership opportunities in the area.
7. Improve or redevelop blighted multifamily housing along Park Hill Drive corridor.
8. Expand existing historic districts and create new districts as per the historic resources structural survey recommendations.

9. Determine the feasibility of creating a tree canopy preservation / replacement program, possibly in partnership with local volunteer groups.
10. Implement recommendations of the Strategic Parks and Recreation Plan, and look for opportunities to create new open space such as the park discussed for the Fair Street / Newtown NPU.
11. Construct a greenway extension through Newtown to connect to the Midtown Greenway, possibly in conjunction with a new stormwater basin and park on the Blaze Recycling site.
12. Study existing neighborhood street lighting to determine necessary improvements.
13. Work with neighborhood residents (at a minimum of both NPUs) to institute neighborhood watch programs.
14. Conduct a traffic calming / congestion mitigation study for the two NPUs at a minimum.
15. Continue the program of sidewalk / streetscape improvements as specified in the city's Sidewalk System Improvement Program and the GHMPO's Pedestrian / Bike plan.

CITY PARK NEIGHBORHOOD CENTER

This character area describes the near north side neighborhood retail center that originated in the 1940s and 1950s as the automobile became more dominant in family life as well as American culture. It is small, comprised of the commercial properties flanking Thompson Bridge Road and Riverside Drive from City Park to Virginia Avenue.

Character Area Location - City Park Neighborhood Center

The neighborhood center is defined by the broad section and vehicular nature of Thompson Bridge Road. However, the imprint of the road is tempered by the small scale of buildings, scattered parking, and local businesses particularly in the Thompson Bridge Road, Oak Tree Drive / Riverside Drive triangle. The area also includes the Enota Drive portion of Thompson Bridge Road, which has a mix of older neighborhood retail and newer chain stores and restaurants including a larger strip commercial center anchored by a Publix grocery. A second strip commercial center, Lanier Plaza, is partially vacant.

Thompson Bridge Road near Enota Avenue / Publix - Before

Thompson Bridge Road - After

The proximity to historic, walkable neighborhoods, City Park, and Green Street underscore the need for pedestrian improvements, traffic calming and neighborhood commercial preservation. Thompson Bridge Road should be transformed into a "complete street" with sidewalks, landscaping, bike lanes and transit stops. Preservation of local small businesses should be a priority, and key early commercial buildings targeted for preservation. New commercial development should be compatible with the small scale of the older structures, and parking should be located to the rear with inter-parcel connectivity where possible.

The area should grow as the walkable, locally-oriented commercial core of Gainesville's older residential neighborhoods. Several large parking lots and vacant structures provide an opportunity for infill commercial development and redevelopment. The small mom-and-pop / neighborhood-serving businesses and the Civic Center / stadium complex are essential contributors to the city's sense of

place. Pedestrian connections to adjacent neighborhoods should be strengthened, and primary roads diversified in function. The Martha Hope Cabin and the rolling topography of City Park are important links to Gainesville's Appalachian context. The mature forest in City Park is an important natural resource and should be protected. In addition to recognized resources like the Civic Center, Bobby Gruhn Field, and the Redwine House,, older highway retail is an emerging area of preservation interest. While City Park is the open space heart of Gainesville's northern neighborhoods, pocket parks could add another dimension to the area. The character area is not anticipated to see major economic growth, but it is likely to remain oriented toward addressing existing neighborhood needs. Businesses providing basic goods and services that neighborhood residents depend on in daily life (for example food, household supplies, medicine etc.) should be encouraged. New housing is not a major component of the area's future development profile, though mixed-use development would be welcome.

Land uses allowed in the City Park Neighborhood Center are mixed-use, commercial, and public / institutional.

Potential Character of Thompson Bridge Road

Areawide Policies and Strategies:

1. Revise the existing corridor design overlay standards to enhance connectivity and reflect the small scale vernacular architecture and site layout of early commercial development.
2. Explore landscaping or green development standards to increase the presence of open space / green space and reduce the environmental impacts of large paved areas that are typical of suburban or strip shopping centers.
3. Promote and market the presence of locally-owned / family-owned businesses, and encourage small business investment / entrepreneurship.
4. Support mixed-use (residential over retail) if contemplated for renovations or new development / redevelopment.
5. Continue to preserve and strengthen the urban forest in and around City Park.
6. Renovate the City Park stadium, field, associated structures while keeping the historic character intact; consider building a new field house. Implement the recommendations (and/or update as needed) in the Vision 2014 parks plan for City Park including softball field renovations and parking improvements.
7. Work with owners of early roadway commercial buildings to recognize, maintain and preserve them as unique cultural resources.

8. Evaluate the potential for expanding events capacity at Martha Hope Cabin to an outdoor venue at Candler Field
9. Explore alternative uses for the Green Street Pool in lieu of demolishing existing building
10. Expand mode options on Thompson Bridge Road to include sidewalks with landscaping, bike facilities, and transit shelters at a minimum.
11. Close the gaps in sidewalk continuity along Park Hill Drive, possibly as part of a streetscape program that "brands" the district.
12. Examine access management along Thompson Bridge Road and Park Hill Drive to determine if driveways could be consolidated in conjunction with streetscape improvements.
13. Expand the sidewalk network on all feeder streets to Thompson Bridge Road and Park Hill Drive.
14. Study traffic operations / signalization at the Enota Avenue and Virginia Avenue intersections to improve pedestrian safety.
15. Assess prior Green Street / Park Hill Drive intersection improvement concepts for future applicability.
16. Work with the Gainesville - Hall MPO to transition Thompson Bridge Road into a "complete street."

LAKE DISTRICT

The Lake District character area is an expansion of the existing Country Club district south across Lake Lanier, to include the peninsula bracketed by Riverside Drive and the Linwood Water Reclamation facility, including the Thompson Bridge Road corridor north of Mountain View Drive. The Lake District includes a portion of Clarks Bridge Road as well, taking in the Olympic Rowing Venue and neighborhoods north along Cleveland Highway.

The north and south portions of the Lake District have distinctly different land use patterns. The north is characterized by the Chattahoochee Golf Club and estate houses tucked in the undulating forest fringing Lake Lanier. Aside from a small commercial center at Nancy Creek Road, Thompson Bridge Road has the character of a rural parkway, flanked by trees and split by a landscaped median. The landscape of the north is highly picturesque and evocative of a lakeside resort in the Appalachian foothills. The south, conversely, is dominated by expanding commercial development focused on Thompson Bridge Road. While the rolling topography and forest is similar to the north, there is no comparable lakeside single-family neighborhood with the exception of the small subdivisions of High Vista Pointe and The Island. Moreover, despite significant undeveloped land on either side of Thompson Bridge, the commercial nature of the road overpowers the natural landscape. The city and county also share in the maintenance of the Olympic Rowing Center, which is used occasionally for rowing events but on the whole is underutilized relative to its potential. This area includes developed or undeveloped land paralleling the route of a major arterial street or highway in town that is already or likely to experience intense – and potentially uncontrolled - strip development if growth is not properly managed.

Chattahoochee Golf Course

Riverside Military Academy

The main character area driver is the presence of Lake Lanier and its distinctive rolling landscape. While the vision for the north is single-family preservation, limited commercial intensification of the existing node, protection of the tree canopy and shoreline ecosystem, and continued enhancement of the golf club, opportunities for land use changes are more prevalent south of Thompson Bridge. Here, the focus should be taking advantage of the lake and forest to build a character more similar to the north. This includes repositioning Thompson Bridge Road as a multimodal "great street" and supporting new conservation-based single-family housing and open space preservation on undeveloped land. New commercial development should be concentrated at or near the existing Linwood Drive node; and any future commercial development should follow a mixed-use "village" format. The area is also ideal for a mixed-use "harbor town" that could occur as part of future redevelopment of the Old Thompson Bridge Road / Minor Drive / Lakeshore Villa corridors. Together with Holly Park and open space at the Linwood facility, this lakefront destination could provide exciting amenities and unparalleled public access to the lake.

Lake Lanier is the physical driver of the Lake District, and leveraging while protecting it should be considered in every planning decision. Lake Lanier, the Upper Chattahoochee, and the Olympic Rowing Facility are all regional icons that deserve ongoing attention and care. Expanding public access to Lake Lanier - possibly through an expansion of Holly Park - is critical, although privately-owned open space is plentiful. Shoreline conservation or restoration and the protection of forested areas on undeveloped land are important goals. Aside from individual resources such as the American Legion pavilion and scattered mid-century modern houses, preservation is not a priority issue in this character area. The Riverside Military Academy is one of Gainesville's signature institutions and will grow in enrollment and importance in the future

Land uses allowed in the Lake District are low-density residential, medium-density residential, multi-family residential, mixed-use, commercial, public / institutional, transportation / communications / utilities, and parks / recreation / conservation.

Housing is a major avenue of growth and can be in a wide range of product, from quality townhouses to high-end single-family detached. The area should maintain and advance a residential focus on both sides of the Lake Lanier bridge, combining traditional neighborhood development (TND) walkability with the natural character of the Country Club. Thompson Bridge Road is the district's Main Street and should maximize mobility alternatives without compromising environmental quality. The character area can accommodate residential and mixed-use / commercial growth, but it must be carefully planned to avoid suburban sprawl. Neighborhood-serving retail and office is appropriate for the Thompson Bridge Road / Linwood Drive intersection, for frontage of a limited depth along Thompson Bridge Road, and for a

potential harbor town project. The area is not envisioned as a major employment center, but new office and retail development could provide some employment.

Potential "Harbor Town" Development near Lake Lanier

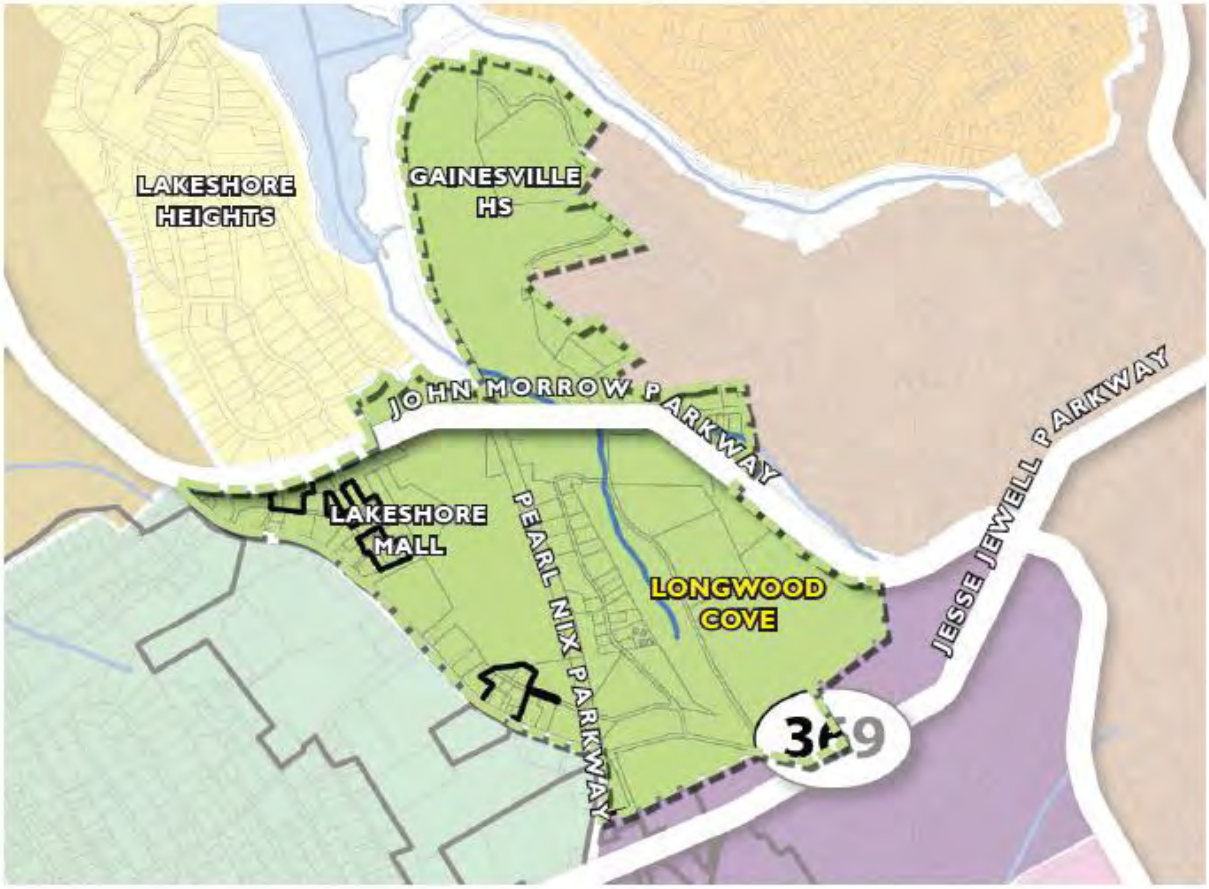
Areawide Policies and Strategies:

1. With the exception of the Holly Park Drive / Rubicon / Firelight Pointe area, ensure that future zoning changes or rezonings preserve the residential / institutional orientation, with limited walkable commercial or mixed-use development at or near the Thompson Bridge Road / Linwood Drive intersection.
2. Revise the existing corridor design overlay standards to encourage inter-parcel connectivity, walkability, and Traditional Neighborhood Development (TND) formats.
3. Explore landscaping or green development standards to increase the presence of open space / green space and reduce the environmental impacts of large paved areas.
4. Undertake a national marketing campaign for the Olympic Rowing Center as a world-class destination.
5. Consider developing a mixed-use lakefront harbor town on or near Holly Park Drive (including more active programming and possibly expansion of Holly Park) as a regional attraction.
6. Support office and neighborhood scale retail development in designated areas along Thompson Bridge Road.
7. Continue to market the Chattahoochee Country Club as one of the region's premier destinations.
8. Stress quality housing production in any major new development projects or annexations.
9. Consider creating a set of residential design guidelines that formalize a Lake District aesthetic, taking cues from the mature neighborhoods that surround Lake Lanier.
10. Explore housing as a program component of a possible harbor town
11. Explore the opportunity of large institutions (such as Lakewood Baptist Church) for partnering on affordable housing development.
12. Preserve and improve the Lake Lanier Olympic Center as the only remaining fully-intact venue from the 1996 Olympics.
13. Advocate for the preservation and stewardship of the urban forest on privately-owned land.
14. Continue the program of shoreline restoration in partnership with the U.S. Army Corps of Engineers.
15. Explore the possibility of a wetland preservation park between Crystal Drive and Lake Lanier, potentially utilizing the Springview Drive extension / access road as a pedestrian trail.

16. Work to improve the American Legion picnic grounds and pavilion structure as an important cultural landscape.
17. Rethink the role of Holly Park as part of a larger redevelopment of the lakeshore, potentially with more active programming and possible expansion.
18. Expand mode options on Thompson Bridge Road to include sidewalks with landscaping, bike facilities, and transit shelters at a minimum. Explore other boulevard treatments to Thompson Bridge Road such as median landscaping and access management. Expand the sidewalk network on all feeder streets to Thompson Bridge Road. Study traffic operations / signalization at intersections to improve pedestrian safety on Thompson Bridge Road.
19. Work with the Greater Hall MPO to transition Thompson Bridge Road into a "complete street".
20. Continue to work with the U.S. Army Corps of Engineers, Hall County and other stakeholders on Lake Lanier sustainability.
21. Work with Hall County to renovate Clarks Bridge Olympic Venue site.

LONGWOOD COVE

Longwood Cove describes the commercial district and surroundings at the west end of the Washington Street corridor, anchored by Lakeshore Mall. The character area extents include Longwood Park, the Gainesville High School campus, the Tower Heights Road neighborhood, and Alta Vista Cemetery.



Longwood Cove is dominated by Lakeshore Mall, the major intersection of John Morrow and Pearl Nix parkways, and related strip retail development. While high-quality open spaces and public facilities bookend the character area to the north and south, the overwhelming presence of John Morrow Parkway and the shopping centers creates the impression of heavy suburban strip commercial sprawl even though Lake Lanier is less than a quarter mile away, and Downtown is within walking distance to the east. Longwood Cove is one of the most pressing redevelopment areas in the city next to Midtown and Westside Atlanta Highway area.

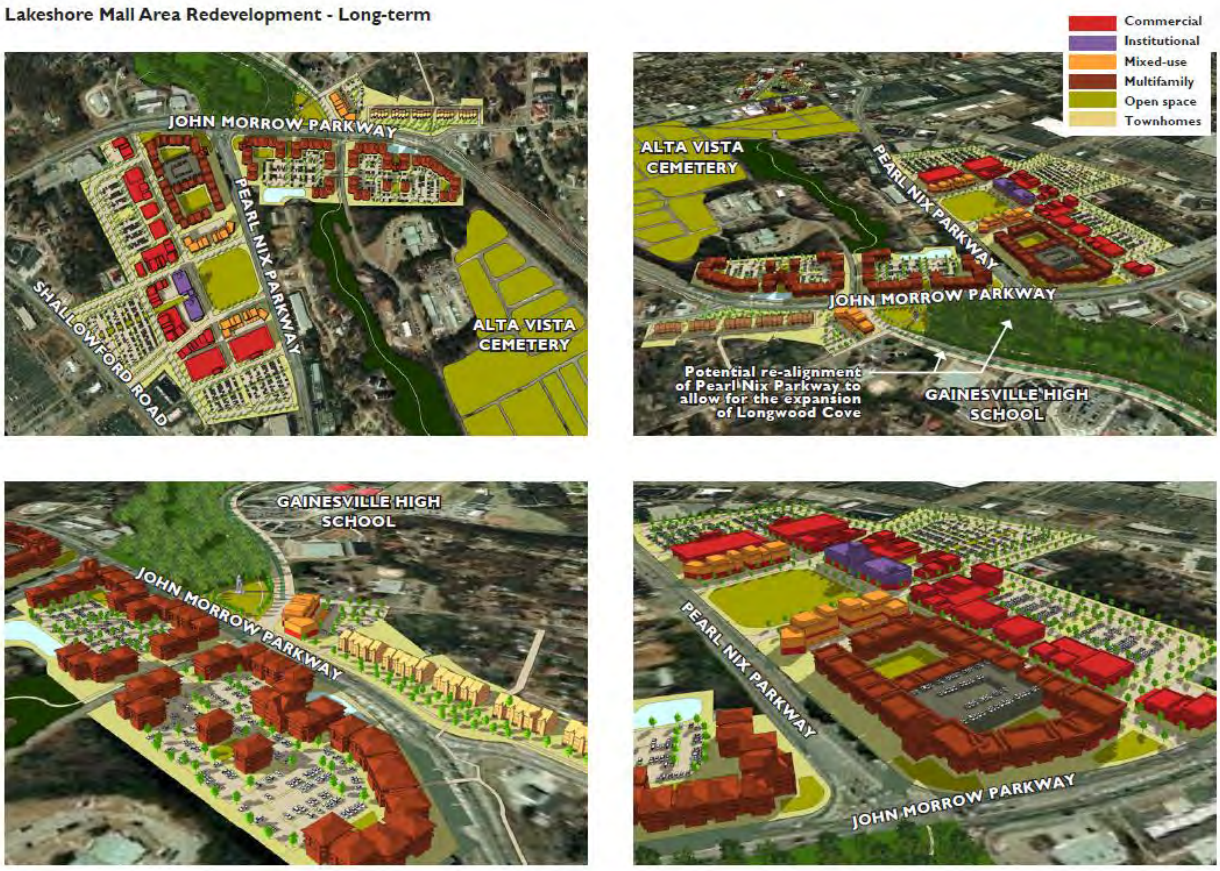
Future development or redevelopment of Longwood Cove must consider the presence of the lake and extend its character further inland. Intensification and repositioning of Lakeshore Mall as a premium retail center is a primary short-term development goal, while long-term conversion of the mall into a mixed-use "town center" is highly desirable. Other aging strip commercial centers like Washington Square and Gainesville West could be redeveloped as mixed-use with mixed-income residential to expand the city's quality affordable housing inventory. However, taming John Morrow Parkway traffic and increasing walkability are essential for any successful residential development. Public improvements should stress increasing pedestrian access from Alta Vista Cemetery to Longwood Park and Lake Lanier,

ideally by creating greenways along the Longwood Cove's tributary creeks and John Morrow Parkway. A very long-term possibility might be the realignment of Pearl Nix Parkway north of the mall, swinging east to intersect with Century Place. This would allow restoration of Longwood Creek and conversion of its valley to new open space, essentially bringing Longwood Cove to the foot of John Morrow Parkway. The Century Place / John Morrow intersection area could be redesigned as a gateway to the Rainey Street / Oak Street / Washington Street district; while pedestrian and bike improvements to Alta Vista Road would link the historic cemetery to the new mixed-use cove district and the Bradford-Ridgewood neighborhood.

Commercial and institutional uses and open spaces constitute the majority of the character area. The Lakeshore Mall site is a major infill opportunity, with long-term redevelopment possible at the mall and several adjacent sites. Repositioning Lakeshore Mall as a regional destination could benefit the city's economic development program as well as raise its profile. Repositioning Lakeshore Mall could also stem some of the retail leakage that has been affecting the city's economic contours. Intensifying and diversifying retail may provide some job opportunities, but high-growth industries (healthcare, services) are clustered elsewhere.

Longwood Cove and its tributaries should be protected from the effects of intensifying development, with thought given to stream restoration of the creek at the headwater of Longwood Cove. Longwood Park and Alta Vista Cemetery are important links to the city's history and development, but could benefit from additional exposure. Alta Vista Cemetery is a valuable historic asset and can play a part in expanding tourism as well as offering a unique open space experience.

High quality multi-family housing could be a redevelopment strategy on some of the strip commercial sites, but housing is not a community priority here. Opportunities for preserving existing undeveloped land are very limited, since the area has been largely urbanized. Expanding pedestrian and bicycle mobility and linking to broader networks is a priority, as is improving safety at main intersections.



Land uses allowed in Longwood Cove are medium-density residential, multi-family residential, mixed-use, commercial, public / institutional, and parks / recreation / conservation.

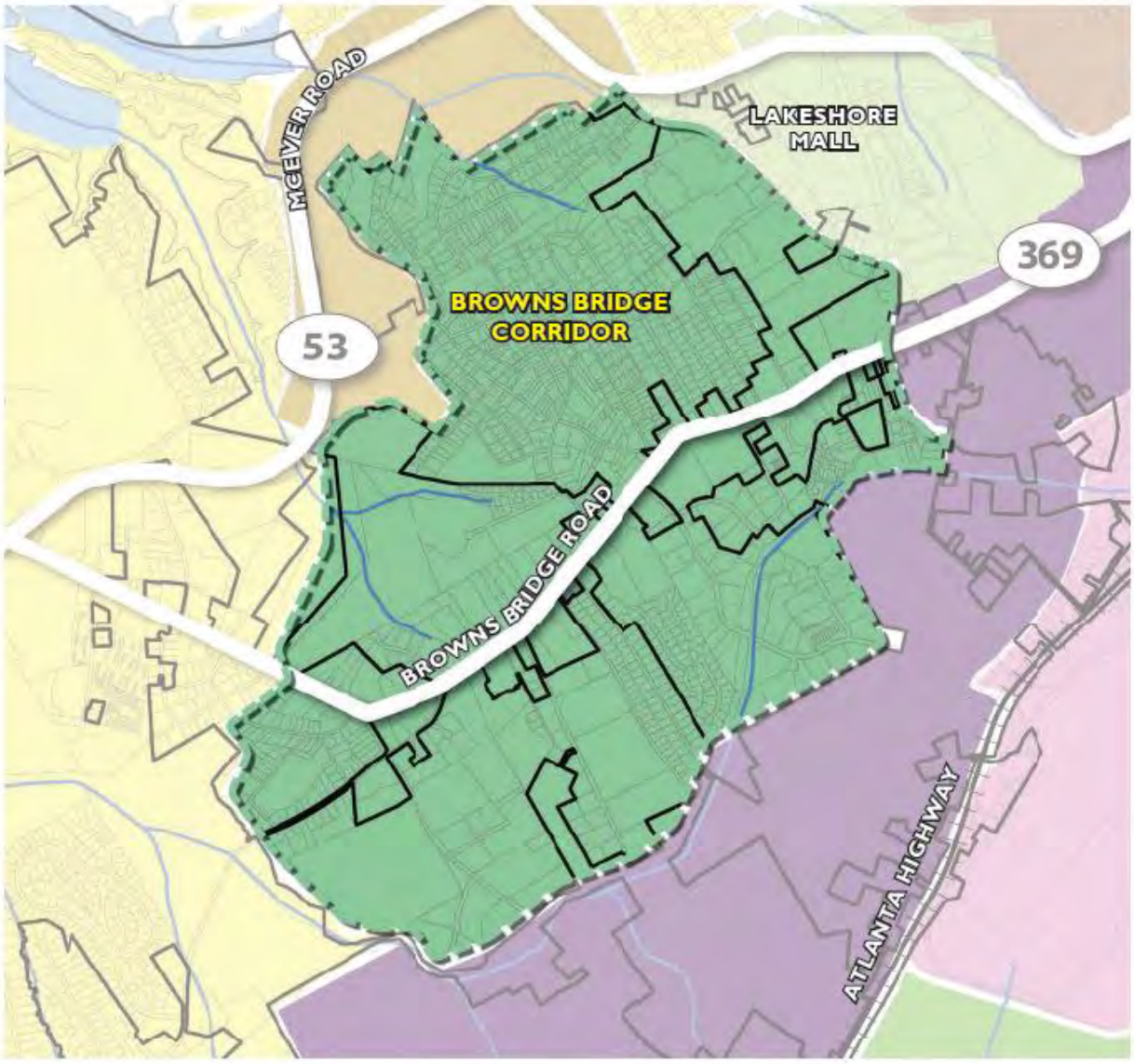
Areawide Policies and Strategies:

1. Evaluate the impacts and benefits of allowing residential uses in the areas currently zoned Regional Business (RB).
2. Create a set of design guidelines that encourage walkable, green development with standards to increase the presence of open space and reduce the environmental impacts of large paved areas.
3. Ensure that the Tower Heights Road neighborhood is adequately buffered from higher-intensity redevelopment. Establish an Opportunity Zone to encourage business investment and job creation.
4. Support future investment in repositioning / redeveloping Lakeshore Mall and adjacent strip retail, possibly through the creation of a tax allocation district.
5. Explore ways to leverage the presence of Longwood Cove through improvements to Longwood Park that physically engage Lake Lanier.
6. Integrate Alta Vista Cemetery into a citywide heritage tourism trail.
7. Consider an events program for Alta Vista Cemetery that includes activities like twilight or themed tours, readings, seasonal events, concerts, etc.

8. Investigate the physical and market feasibility of high quality multi-family (ideally mixed-income) housing as a redevelopment option for underutilized / underperforming strip commercial centers.
9. Continue the program of shoreline restoration in partnership with the U.S. Army Corps of Engineers.
10. Restore the Longwood Cove tributary creeks and wetland environments and improve them as linear parks / greenways connecting the lakefront and Wilshire Trails to Alta Vista Cemetery.
11. Designate Alta Vista Cemetery as a local historic district.
12. Consider the long-term relocation of the public works transfer station and redevelopment of the site to a use compatible with Alta Vista Cemetery.
13. Construct a multiuse trail along John Morrow Parkway to connect the West Avenue neighborhood to Longwood Park and Alta Vista Cemetery.
14. Install sidewalks and other pedestrian and bicycle improvements along Pearl Nix Parkway.
15. Provide for better and safer pedestrian connections across John Morrow Parkway, especially at the Pearl Nix Parkway intersection.
16. Explore continuing the parkway / median cross-section of John Morrow Parkway west to Shallowford Road as part of a larger urban redevelopment plan for the Lakeshore Mall area.
17. Work with city school system to reposition Pearl Nix Parkway / public art / pocket park.

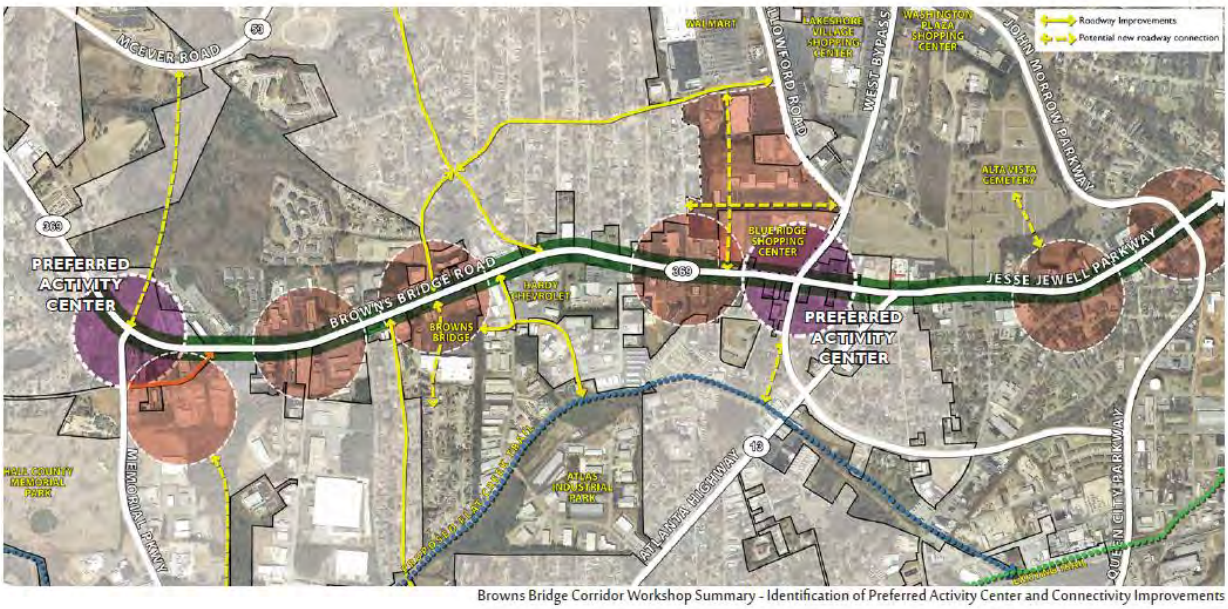
BROWNS BRIDGE CORRIDOR

The Browns Bridge character area roughly corresponds to the land north of Flat Creek and west of Shallowford Road, extending north to include properties fronting on (or accessed from) Browns Bridge and Shallowford. Phase I of Atlas Industrial Park is also included in its entirety.



The immediate road corridor is dominated by strip commercial development heavily biased toward auto retailing and services, particularly at the western end. The Shallowford Road frontage also is strip / big-box commercial with Wal-Mart, Target, and Lowes as major retail anchors. The balance of the character area is roughly split between residential neighborhoods and industrial parks including Atlas and Centennial. The neighborhood housing stock is divided comparably between 1950-1960s ranches and mobile homes, with a few apartment complexes present to the west. Other significant land uses include the Memorial Park cemetery and undeveloped parcels of forested stream valleys stretching back to McEver Road at the western fringe. Like the West Side, the area is a blend of city and county land, with commercial mostly in the city, residential mostly in the county, and industrial split between the two.

Long-term activity center nodes should be encouraged at the Memorial Park Drive and Pearl Nix Parkway intersections. Future public space improvements could include better pedestrian facilities and connections; possible road and signal enhancements to Browns Bridge; and aesthetic guidelines. Targeted redevelopment of outdated strip commercial is encouraged. Browns Bridge Road could be a future community improvement district for the corridor businesses.



Browns Bridge Corridor Workshop Summary - Identification of Preferred Activity Center and Connectivity Improvements

Area neighborhoods were developed under older suburban subdivision standards. The corridor is mostly built out, but low land use intensity and underutilized property make redevelopment likely and desirable. The generic commercial strip character does not advance Gainesville's sense of place. Pedestrian and bicycle facilities are critical to providing more mobility options in the corridor. There are few recognized heritage resources in the area. The forested stream corridors north of the Memorial Park intersection could become prime parkland for a future activity center node. Restoration of Flat Creek is an extension of upstream improvement projects and could be combined with future greenway construction. The corridor is urbanized, with future growth potential contingent on redevelopment and land use intensification. The existing industrial parks provide venues for businesses in line with Gainesville's traditional light manufacturing base. The existing auto retail / service and light industrial uses are a good source of potential jobs for a skilled workforce. Plentiful affordable housing is an asset of the area, but housing quality could be improved. The city and county must work cooperatively to address housing and commercial blight.

Land uses allowed in the Browns Bridge Corridor are medium-density residential, multi-family residential, mixed-use, commercial, light industrial, and parks / recreation / conservation.

Areawide Policies and Strategies:

1. Create a set of design guidelines that encourages walkable, green development at strategic nodes along the corridor.
2. Conserve land along creek buffers to become future park/green space.
3. Diversify uses along the corridor to ensure a variety of businesses that will attract a multitude of users to help buffer the area from changing economic trends.
4. Consider community improvement district and/or opportunity zone designation.

5. Investigate the physical and market feasibility of multi-family (ideally mixed-income) housing as a redevelopment option for the areas adjacent to the proposed commercial hubs.
6. Work with Hall County to revitalize blighted neighborhood areas.
7. Utilize the forested stream corridors north of the Memorial Park intersection as prime parkland for a future activity center node along Browns Bridge Road.
8. Create a greenway along the northern forested stream corridors which connects into the larger Gainesville park system.
9. Work with Hall County to determine the need for a community facility for the Skelton Road neighborhood.
10. Provide better accessibility and safety along Browns Bridge Road through improved sidewalks / streetscapes, bike lanes, limited curb cuts, better lighting, street trees, and medians.
11. Work with Hall County to institute a sidewalk program in neighborhood areas.

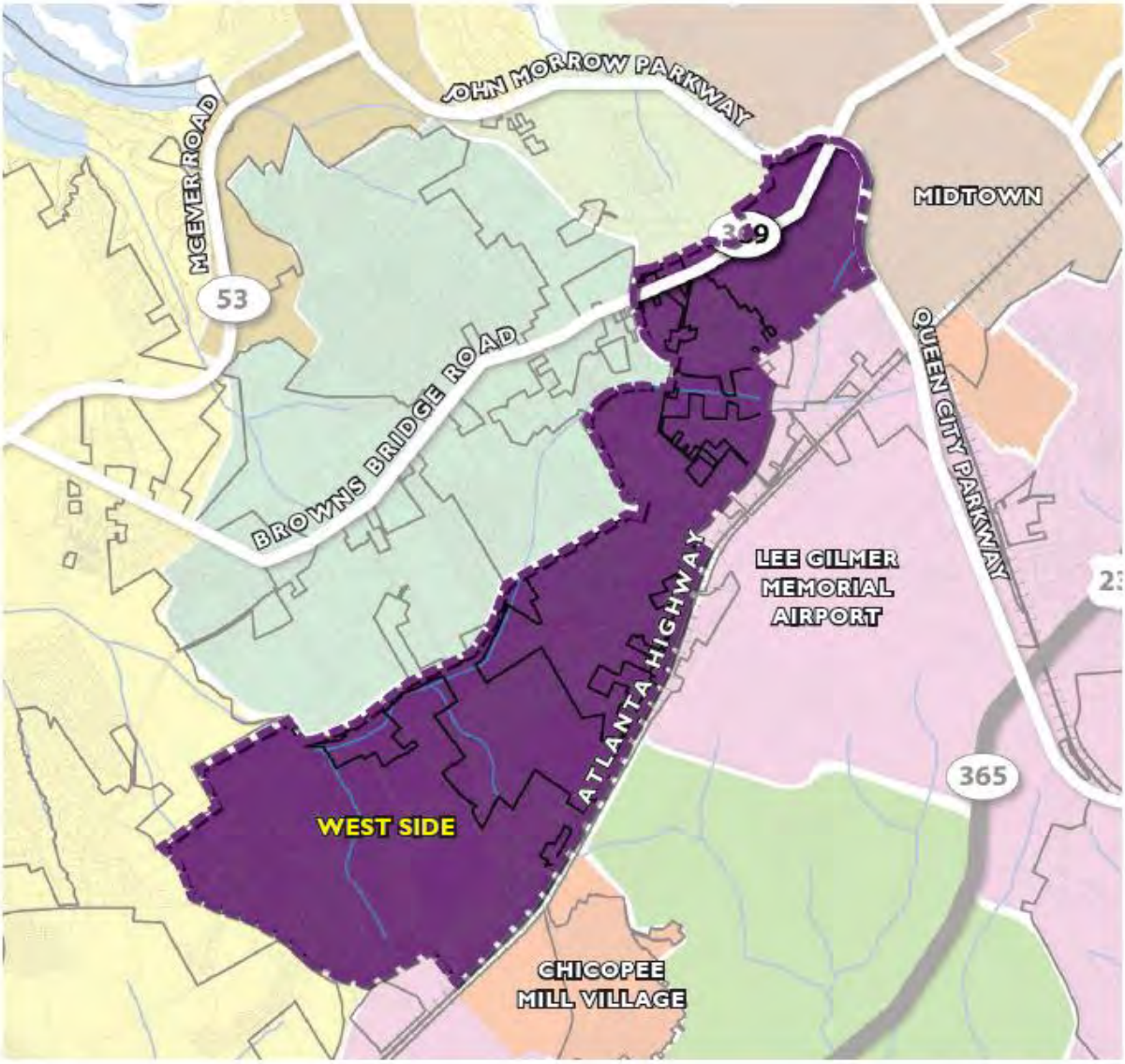
Potential Open Space within the Future Development/Redevelopment around Browns Bridge

Potential Development Character of Activity Center on Browns Bridge Corridor

Potential Development Character on Browns Bridge Corridor

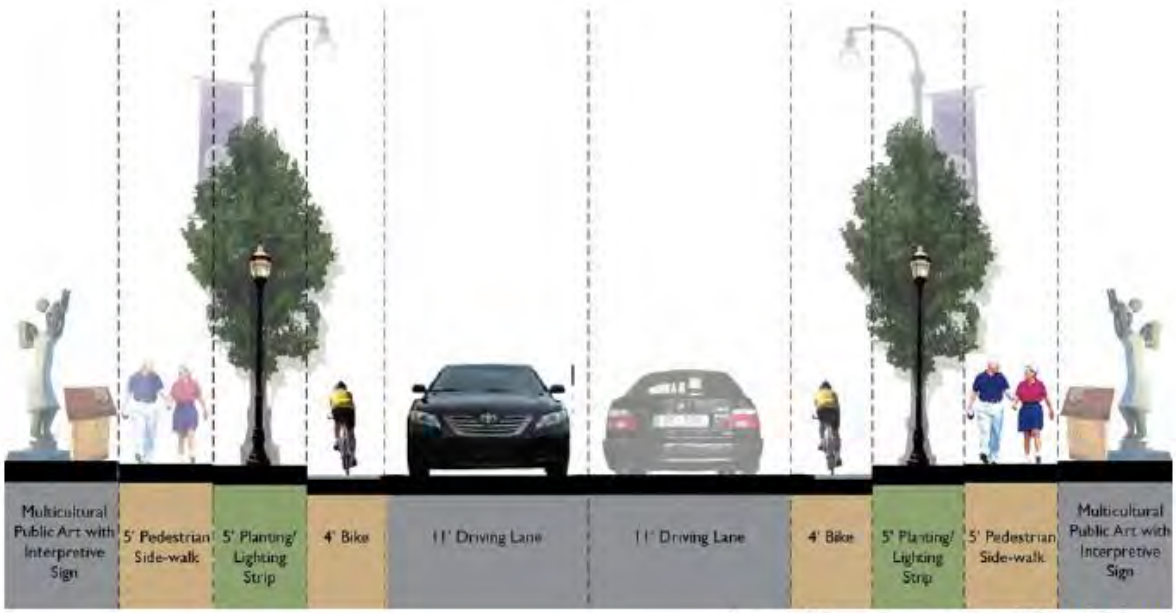
WEST SIDE

The West Side character area is essentially the expanded Atlanta Highway corridor from the Norfolk Southern railroad line on the south to Flat Creek and Jesse Jewell Parkway on the north. It includes the entire extent of Atlanta Highway to the railroad overpass at Queen City Parkway, most of the Dorsey Street corridor, and the residential areas served by the two. Phase II of Atlas Industrial Park is included in this area as well. The West Side is marked by "island" annexation, and most of its acreage lies in Hall County.



The development patterns of the West Side are vestiges of highway commercial and suburban growth from the 1940s and 1950s. Almost all commercial uses along Atlanta Highway are small, locally-owned establishments blending older businesses from the early years of the corridor, with newer shops catering to the large multi-ethnic population. The neighborhoods vary from simple frame houses from the 1930s to 1950s ranch houses and newer construction, to manufactured homes. Small apartment complexes, light industrial uses, and churches are scattered throughout. While much of the West Side is

stable and in fair condition, there are pockets of severe blight and deteriorated housing; and most of the area lacks sidewalks and curb-and-gutter. The overall impression is that of an area that has been in slow decline for decades but has seen some recent stabilization and revitalization by new residents, small investors, and entrepreneurs determined to remake the area.



Potential Future Streetscape on Atlanta Highway

The stakeholder vision for the West Side embraces the cultural richness of Atlanta Highway and adjoining neighborhoods by upgrading and branding the road corridor to an "international district" with coordinated pedestrian and road improvements, new landscaping, and a community-based public art program. Other considerations include better pedestrian connections to residential areas, a new central open space / community facility near the planned Flat Creek Greenway, improved access to the Central Hall Trail, a future community improvement district for corridor businesses, and potential annexation to address blighted areas. In addition, a gateway park marking the beginning of the international district could be created at the Jesse Jewell / Atlanta Highway intersection by redevelopment of the triangular block adjacent to West End Avenue. This gateway could take the form of an open market hall and plaza with a small lawn area at the north. Incremental mixed-use redevelopment would surround the market / park over time. The proximity to Alta Vista Road should be exploited to create a pedestrian and bike connection to Longwood Cove. At the opposite end of the corridor, long-term realignment of SR13 from Atlanta Highway to Memorial Park Drive would reduce congestion and the threat of widening, allowing Atlanta Highway to remain a walkable neighborhood main street.

Land uses allowed in the West Side are medium-density residential, multifamily residential, mixed-use, commercial, public / institutional, and parks / recreation / conservation.

The West Side abounds with traditional neighborhoods that are closely related to Downtown and Midtown but need revitalization. Distressed housing, marginal or obsolete commercial, and vacant parcels provide substantial opportunities for new infill development. The Atlanta Highway corridor is an emerging "international district" that offers another dimension to the Gainesville experience. Comprehensive pedestrian improvements and multimodal restructuring of Atlanta Highway are high priorities, as is transit expansion. The growing social diversity of the city, county and metro area is an emerging identity characteristic that is evident on the West Side. There are few recognized heritage

resources in the area. Opportunities for preserving existing undeveloped land are very limited, since the area has been largely urbanized. Restoration of Flat Creek is an extension of upstream improvement projects and could be combined with future greenway construction like the Central Hall Trail. The West Side has limited capacity for new growth, though recent population decreases create an opportunity for new residents. Atlanta Highway retail offers goods and services not found elsewhere in the city, and it attracts customers from a wide market area. Small businesses and entrepreneurs are important to the West Side and should be encouraged and supported. Plentiful affordable housing is an asset of the area, but housing quality could be improved. Expanding opportunities for early childhood education and childcare is a priority for the West Side, either in new or existing facilities such as Central Hall Elementary School. Bringing underrepresented populations into the mainstream will require the combined effort of Gainesville and Hall County. The city and county must work collaboratively to address housing and commercial blight.

Atlanta Highway Gateway - Potential Future Infill Development

Areawide Policies and Strategies:

1. Create a set of design guidelines for the Atlanta Highway corridor targeted at reducing visual clutter, improving building aesthetics, and spotlighting the area's unique international flavor.
2. Establish an Opportunity Zone to encourage business investment and job creation.
3. Work with local businesses to assess the feasibility of a community improvement district for Atlanta Highway to fund improvements such as signage and public art, and events programming / marketing.
4. Create an Atlanta Highway Merchant's Association to discuss common issues, and advocate for public investments.
5. Develop a partnership with Chamber of Commerce to market the Atlanta Highway corridor.
6. Create an events facility, accessible from Atlanta Highway, possibly doubling as community meeting space, that could create a niche market aligned with the area's diversity.

7. Undertake a joint housing revitalization program with Hall County to address distressed conditions and unoccupied or foreclosed homes.
8. Determine the extent of homelessness issues facing the area, and work on a strategy with Hall County to address the problem.
9. Restore Flat Creek's natural stream environment as part of the future Central Hall Multiuse Trail development.
10. Continue to support the Chamber's Vision 2030 Intercultural Arts Conference Center.
11. Work with the Hispanic community to integrate them into existing events on the Square, or create a new festival celebrating the diverse culture of the West Side.
12. Plan and construct a new community park adjacent to Flat Creek in the vicinity of Dixie Drive.
13. Develop a new park and farmers market facility at or near Browns Bridge Road and Atlanta Highway split.
14. Conduct a needs assessment / feasibility study for a new community center, possibly doubling as a revenue-generating events facility.
15. Redesign / reconfigure the Atlanta Highway right-of-way to include sidewalks, planting strips and bike lanes.
16. Redesign key intersections along Atlanta Highway to improve pedestrian safety and create gateway opportunities.
17. Study the feasibility, impacts and cost implications of realigning SR13 to Memorial Park Drive, and assuming responsibility for Atlanta Highway from GDOT.
18. Create an urban complement like to the Central Hall Trail as a part of the redesigned Atlanta Highway right-of-way.
19. Work with Hall County to advance the Flat Creek phase of the Central Hall Multiuse Trail.
20. Undertake a comprehensive sidewalk construction program for the Hazel Street neighborhood.
21. Expand the sidewalk network on primary feeder streets to Atlanta Highway.
22. Work with Hall County to adopt the urban redevelopment plan and to establish opportunity zone in the Character Area.

Atlanta Highway - Potential Future Character

Potential Future Streetscape on Atlanta Highway

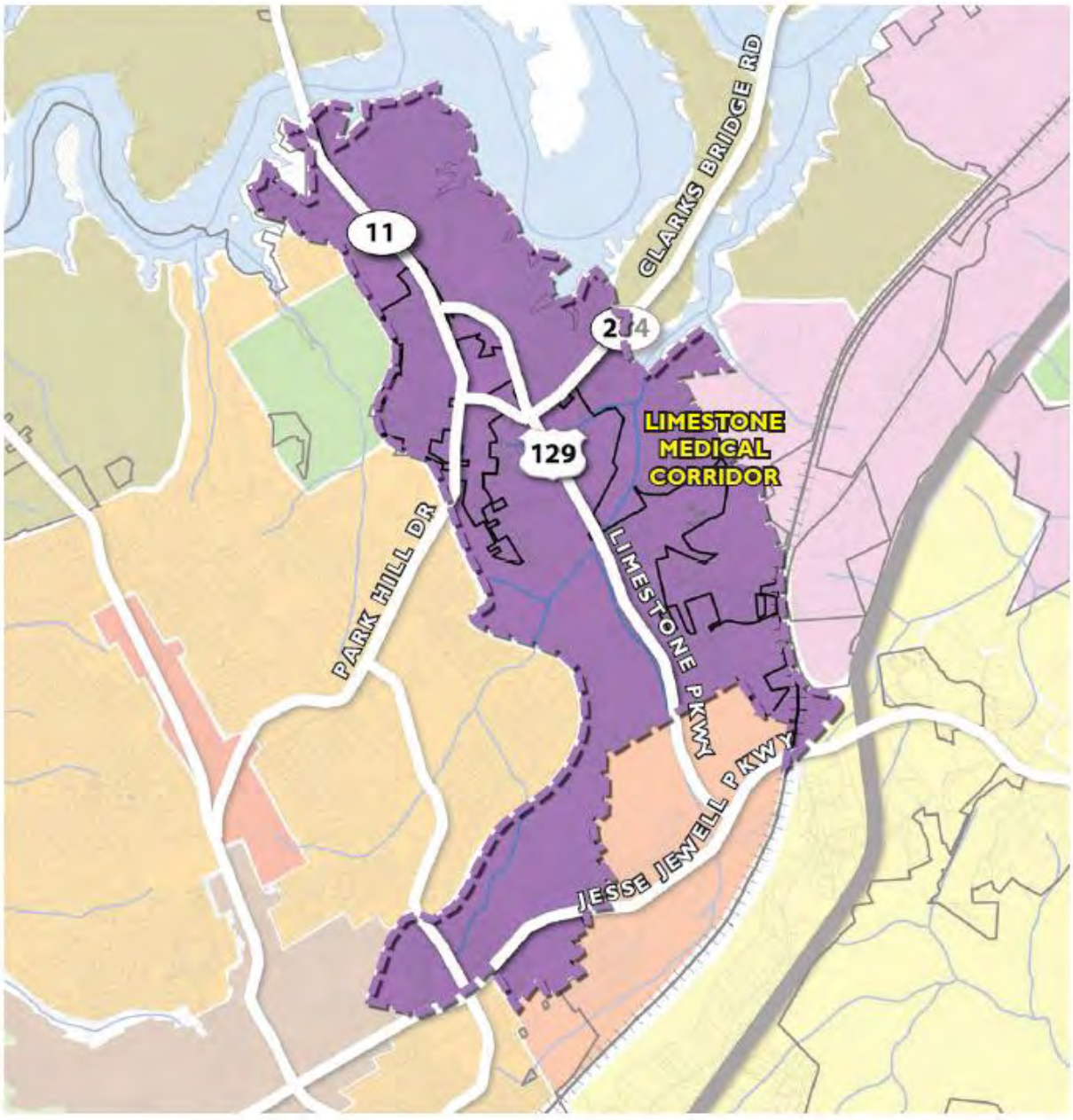
Atlanta Highway Corridor near Ray Street looking north - Before

Atlanta Highway Corridor - After

Atlanta Highway Gateway - Potential Future Farmers Market

LIMESTONE MEDICAL CORRIDOR

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



The corridor is lightly developed and heavily biased toward institutional uses including the hospital, the Frances Meadows Aquatic Center, four major schools including Lakeview Academy, and the Bariatric Center at Lanier Park. Medical office buildings, clinics, support labs, and limited multi-family and retail

round out the mix south of Cleveland Highway. The majority of land uses north of Limestone Parkway are lake-oriented estate homes similar to the Country Club within the Lake District; while Cleveland Highway south of Limestone is a colorful mix of roadside restaurants, small strip retail, aging apartment complexes, and pockets of suburban single-family homes. The diversity of land uses is balanced by the remarkable natural landscape with forest, streams and wetlands, and rock outcrops, all providing a unique rural environment close to the city center.

The medical corridor concept grew out of Vision 2030 and was validated by stakeholders during the comprehensive planning process in 2011-2012. Furthermore, the Limestone Corridor zoning overlay formalizes much of the district and ensures design consistency and a degree of protection of the natural environment. This is especially important for the stream corridor paralleling the southern portion of Limestone Parkway, a key natural feature linking to the Pacolet / Milliken mill grounds. Interconnected nodal development on greenfield sites is also essential to the corridor's future sustainability; and long-term redevelopment of Northlake Plaza and adjacent apartment complexes on Cleveland Highway could become the northern equivalent of New Holland – a self-contained, visually distinctive "village" surrounded by a largely rural landscape. In addition, the role of Limestone Parkway as a major downtown bypass should be explored further, as should the potential intersection realignment at Cleveland Highway to encourage vehicular use and mark the entry to the medical corridor, the Park Hill neighborhoods, and the gateway to the Smithgall Woodland Garden.

Potential Future Development Character around Limestone Parkway

Potential Future Development Character around Limestone Parkway

The character area is envisioned as an employment corridor and not anticipated to expand Gainesville's traditional neighborhood fabric. Undeveloped land with good access to Limestone Parkway presents an excellent opportunity for infill development. The rolling contours and stream corridors reinforce the sense of Gainesville's Piedmont context. Pedestrian and bicycle facilities are in demand, as is better transit coverage. The area vision advances Gainesville as the medical hub of Northeast Georgia. There are few recognized heritage resources in the character area. The Limestone Creek floodplain presents an excellent opportunity to expand open space beyond the provisions in the overlay regulations. Limestone Creek is a sensitive environment and should be buffered and protected from new development. The Limestone Parkway corridor is one of Gainesville's priority growth areas, with an employment focus but space for housing development. The area is anchored by the Northeast Georgia Medical Center, Lanier Park and other medical offices forming a healthcare cluster. Health care can provide a wide range of good job options in a broad range of education, experience and skill levels. Most types of housing can be accommodated in the area, although the land use priority is health-related employment. The growing concentration of medical services can be capitalized on to expand high-tech / biotech training. Lakeview Academy, Riverbend Elementary School, New Holland Elementary School, and Gainesville Middle School are located within the Limestone Medical Corridor.

Northeast Georgia Medical Center

Land uses allowed in the Limestone Medical Corridor are public / institutional, low-density residential, medium-density residential, multifamily residential, mixed-use, commercial, and parks / recreation / conservation.

Areawide Policies and Strategies:

1. Explore possible modification to the Limestone Overlay District.
2. Prepare and adopt a redevelopment plan for Cleveland Highway.
3. Partner with the Northeast Georgia Medical Center on a parking deck or remote parking strategy to facilitate further development of the hospital campus.
4. Consider gateway landscaping and public art - possibly in conjunction with traffic improvements near the entrance to the Smithgall Botanical Garden – at or near the Limestone Parkway / Cleveland Highway intersection.
5. Consider redevelopment of the aging apartment complexes along Cleveland Highway in partnership with the Gainesville Housing Authority and the owners of the aging apartment complexes along Cleveland Highway.
6. Protect the Limestone Creek watershed through regulation, conservation easements, land purchases, or other mechanisms.

7. Continue the program of park improvements to the forest adjacent to the Frances Meadows Aquatic Center.
8. Future plans for the Frances Meadows Center - trail network, should include a community fitness center.
9. Study the feasibility of intersection realignment at the Limestone Parkway / Cleveland Highway intersection to encourage an I-985 alternate access route, and to act as a northern gateway.
10. Work with Hall Area Transit to implement the transit extensions on Limestone Parkway (make sure it connects to Lanier Park and the Northeast Georgia Medical Center).
11. Improve pedestrian and vehicular connections between the Northeast Georgia Medical Center and the Milliken campus.
12. Work with Milliken and Hall County to determine the costs, benefits and feasibility of annexation of the New Holland mill area.

HISTORIC MILL VILLAGES

The three remaining textile mills - Gainesville Cotton, Pacolet Milliken New Holland, and Chicopee - and their relatively intact mill villages, both inside the city and on adjacent county land, constitute this character area. They are strung out evenly along the Norfolk-Southern rail line, with the Gainesville Cotton Mill anchoring the south end of Midtown. All three have some community or institutional buildings remaining from the company town days.

Only the Pacolet Milliken mill operates as originally designed. The Gainesville cotton mill buildings are owned and used by a local storage company. The Chicopee complex, an extension of the city's Industrial Park West, is privately owned and is for lease. All buildings are intact and, although they have bricked-in window openings, each complex is in a good state of preservation. The mill housing is also mostly intact, but conditions vary from stable and well-maintained at Chicopee, to isolated instances of deterioration at New Holland, to a more general sense of decline at Gainesville. All complexes have some defining landscape features (ponds, streams, curvilinear streets, formal open space). New Holland and Chicopee are almost entirely surrounded by Piedmont forest. Some of the unimproved land at New Holland is being considered by Pacolet Milliken Enterprises as New Holland Village, a master planned retail / mixed-use center with diverse residential products including affordable multi-family apartments, and senior living at the city limits on Myrtle Street.

All three mills / villages tell a story about the development of industry in the south in general and Gainesville in particular; and one – Chicopee – has national significance as a model in company town planning. These unique places could evolve into three very distinctive mixed-use neighborhoods in the future, with the potential to be demonstration projects for sustainable urbanism. Historic preservation and incremental restoration should be a priority for each, and new development should be designed to incorporate green technologies and practices as well as architecture consistent with the forms and materials of the mills and housing. Moreover, they will be connected in the future by the Central Hall

Trail and an eastern extension of the Midtown Greenway, both of which could be positioned as a textile heritage trail.

Existing Chicopee Mill

The existing mill villages can be revitalized and expanded to offer quality housing in a traditional neighborhood environment. Vacant land and underutilized industrial parcels near the Gainesville and New Holland mills / villages are excellent infill development opportunities. The mills and villages are urban design ensembles with a strong sense of place, and are a tangible link to Gainesville's history. The mill villages are relatively self-contained, though they have an interconnected street grid with good pedestrian access. The mills and villages are emblems of an era of industrial migration from New England to the Piedmont South. Preserving and strengthening the mill villages and adaptively reusing the mill buildings should be a priority for the city and county. Open space preservation is not a major goal, although some existing open space around the mill buildings could be formalized as parks. Brownfield reclamation and mill pond restoration should be evaluated as part of adaptive reuse / redevelopment strategies. Existing mill operations at New Holland are important to the mix of manufacturing and service businesses in the city; opportunities may exist for future adaptive reuse for mixed-use development and neighborhood-serving commercial. Existing mill employment as well as potential new businesses located in reused mill buildings provide job opportunities for residents. Reuse of mill buildings could provide another avenue for affordable rental or loft ownership housing.

Existing Historic Building near Milliken Mill Village on Jesse Jewell Parkway

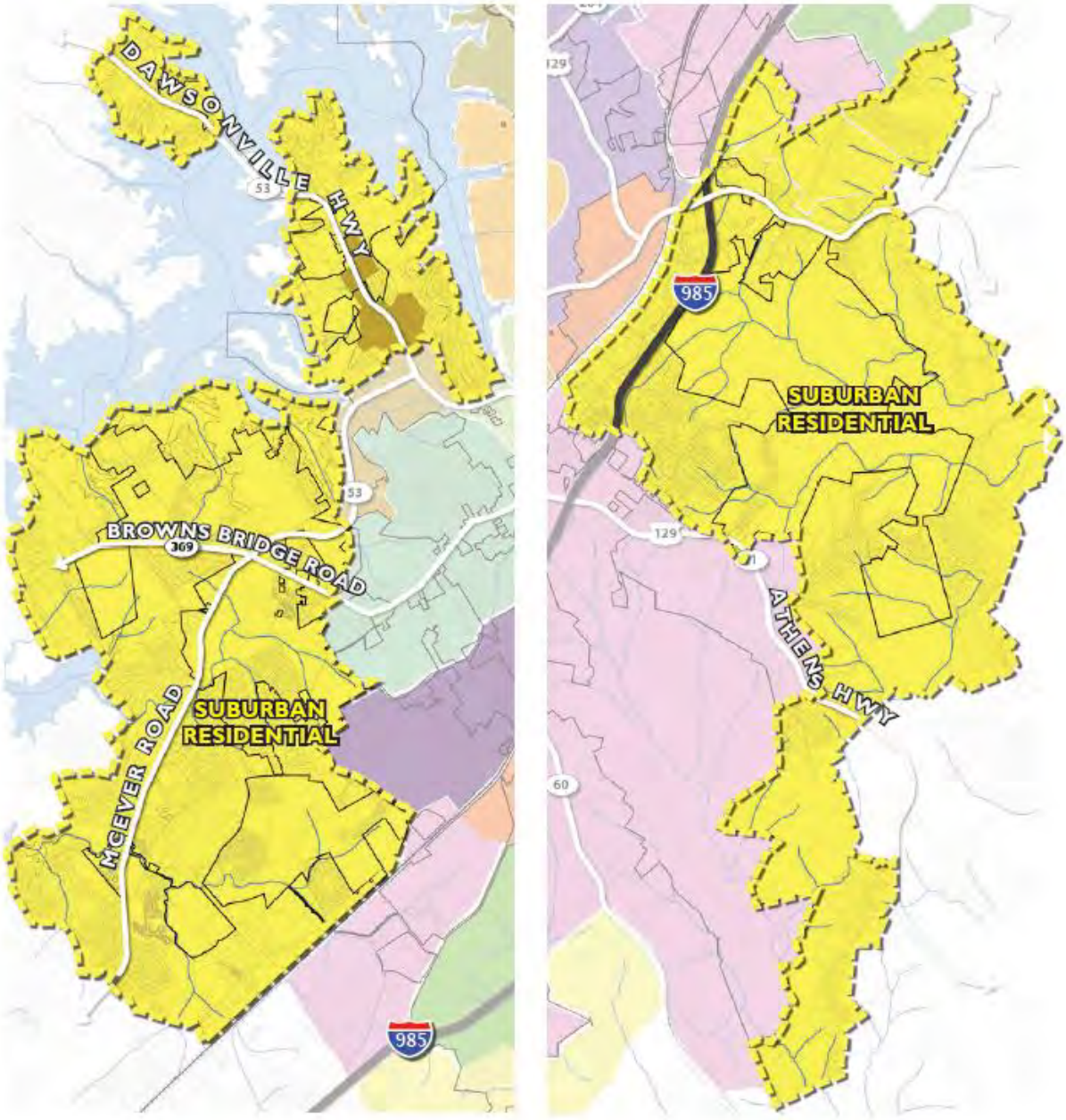
Land uses allowed in the Historic Mill Villages include medium-density residential, mixed-use, commercial, public / institutional, and parks / recreation / conservation.

Areawide Policies and Strategies:

1. Zoning should be modified to allow residential reuse of existing mill buildings.
2. Greenfield sites in the mill villages should be carefully planned and controlled to protect the area's traditional development patterns.
3. Consider creating design guidelines for the mill villages districts.
4. Work with private owners and the Greater Hall Chamber to find new business development opportunities to encourage mill rehabilitation and reuse.
5. Work with Pacolet Milliken to ensure that the design and retail tenant mix for the New Holland Marketplace is in harmony with the scale and historic orientation of the adjacent mill village.
6. Invest in housing stabilization and new scattered-site construction in select areas, especially in the Gainesville Mill village.
7. Support new mixed-income housing development either as adaptive reuse or new construction on adequately-sized sites.
8. Work toward designating each of the three mill villages as local historic districts with appropriate protection.
9. Protect and restore the Limestone Springs / Limestone Creek watershed in New Holland.
10. Work with the local community and Pacolet Milliken to restore community uses to the original recreation building.
11. Improve the street environment to enhance walkability at Jesse Jewell Parkway in New Holland.
12. Link New Holland to Midtown through new greenway trail construction.
13. Link the Chicopee mill village directly to the Central Hall Trail.
14. Link Gainesville Cotton Mill to Midtown Greenway via Phase III.
15. Work with the county to assess street and sidewalk conditions in the residential areas of all three mill villages, and undertake phased improvements.
16. Determine the feasibility of connecting the New Holland mill to the Fair Street neighborhood with sidewalks along Myrtle Street.
17. Work with local residents and Hall County to determine the costs, benefits, feasibility and desire of mill village annexation.

SUBURBAN RESIDENTIAL

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



The suburban residential areas are characterized by low pedestrian connectivity, limited transit, moderate to high degree of building separation, and predominantly residential land uses with scattered commercial, civic or institutional buildings. Street patterns are varied and often curvilinear. Subdivisions typically have larger lot sizes and uniform housing types ranging from older ranch houses to newer

starter homes, to premium estates and active adult communities. Some developments include community amenities such as pool and tennis complexes. Two representative developments on the west side are Cresswind (a community for active adults) and Mundy Mill. The suburban residential areas on the west side of the city are in somewhat better physical condition than the east, which includes areas of deteriorating housing stock near Athens Street intermixed with industrial uses.

Cresswind Subdivision near McEver Road and Browns Bridge Road

The goal for this area is to preserve older, stable residential subdivisions and encourage newer projects with smaller lot sizes, pedestrian infrastructure, and buildings patterned after traditional local housing, possibly containing a small neighborhood-serving "village center". In areas where natural features or sensitive environments are important, cluster housing or conservation subdivision design may be appropriate. Residential neighborhoods in the unincorporated county areas near Browns Bridge Road, Athens Street and Atlanta Highway may need design guidance and incentives to improve housing quality and sustainability. Those closer to central Gainesville may have opportunities for increased pedestrian connectivity or limited infill.

Traditional mixed-use neighborhood design is desired, though not required, for new suburban development. Suburban residential areas tend to be located on the city's fringe and are not therefore typical infill development sites. Expanding pedestrian, bike and transit mobility options should be a priority for all suburban residential areas. There are few recognized heritage resources in suburban residential areas. Open space preservation should be required in all new suburban development, using conservation subdivision design strategies. Protection of sensitive habitat, wildlife corridors, and groundwater recharge areas should be a priority for any new development, and much of this area is located within the North Oconee water supply watershed. Future population growth should be accommodated in a balanced way between new suburban development and core area infill. Housing choices should continue to be diversified to support a range of household incomes, sizes and types, but consist mostly of traditional single family detached lots. Potential annexation and municipal service delivery requires cooperation between the city and Hall County.

Land uses allowed in the Suburban Residential are low-density residential, medium-density residential, multifamily residential, public / institutional, commercial, and parks / recreation / conservation, mixed-use.

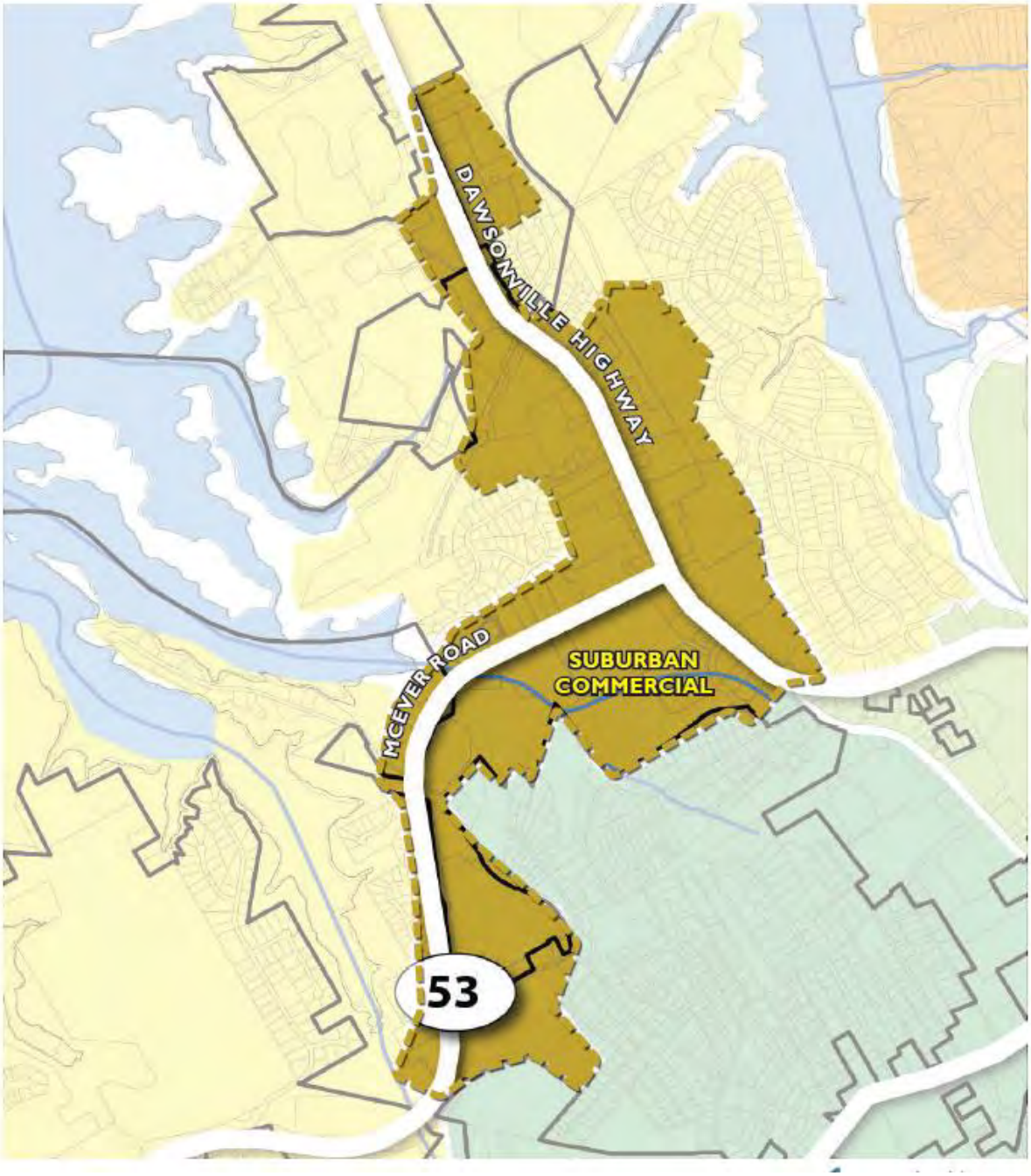
Existing Suburban Residential

Areawide Policies and Strategies:

1. Advocate for more applications of the conservation subdivision standards for new development.
2. Encourage mixed-use components in new residential subdivisions that could provide for small economic development opportunities.
3. Work with Hall County to study the housing conditions, pricing, and needs for the unincorporated residential "islands" that exist within the city boundary.
4. Work with Hall County to identify target areas for new housing development and utility extensions.
5. Help advance the environmentally responsible development of the "Sussex" property by working with the owners to create / maintain a conservation subdivision strategy while responding to evolving market conditions.
6. Encourage community access points and shoreline restoration as part of future development on greenfield parcels between Dawsonville Highway and Lake Lanier.
7. Ensure adequate future protection of water resources within the North Oconee water supply watershed protection overlay zone.
8. Prioritize land acquisition and development of a new recreation park and community center for the Morningside Heights Community in partnership with Hall County.
9. Expand transit service to more residential areas over time.
   Work with Hall County to determine the costs, benefits and feasibility of annexation or resolution of other fringe growth issues.

SUBURBAN COMMERCIAL

Primarily relating to the regional retail areas along Dawsonville Highway and McEver Road, this area includes developed or undeveloped land paralleling the route of a major arterial street or highway in town that is already or likely to experience intense – and potentially uncontrolled - strip development if growth is not properly managed.



The character area is focused around the suburban-style strip retail development at the intersection of McEver Road and Dawsonville Highway. The larger chain stores in the various shopping centers (Kohl's, Home Depot, Best Buy, Michael's, and Publix) attract people from around Gainesville and out into Hall

County, making it a retail destination for the metro area. However, the auto-oriented development with expansive surface parking is not pedestrian-friendly, though the area is connected to Downtown by bus transit.

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

Potential Future Development Character on McEver Road / Dawsonville Highway

Potential Future Open Space within Mixed-Use Development

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

Land uses allowed in Suburban Commercial areas are commercial, public/institutional, multi-family residential, and mixed-use.

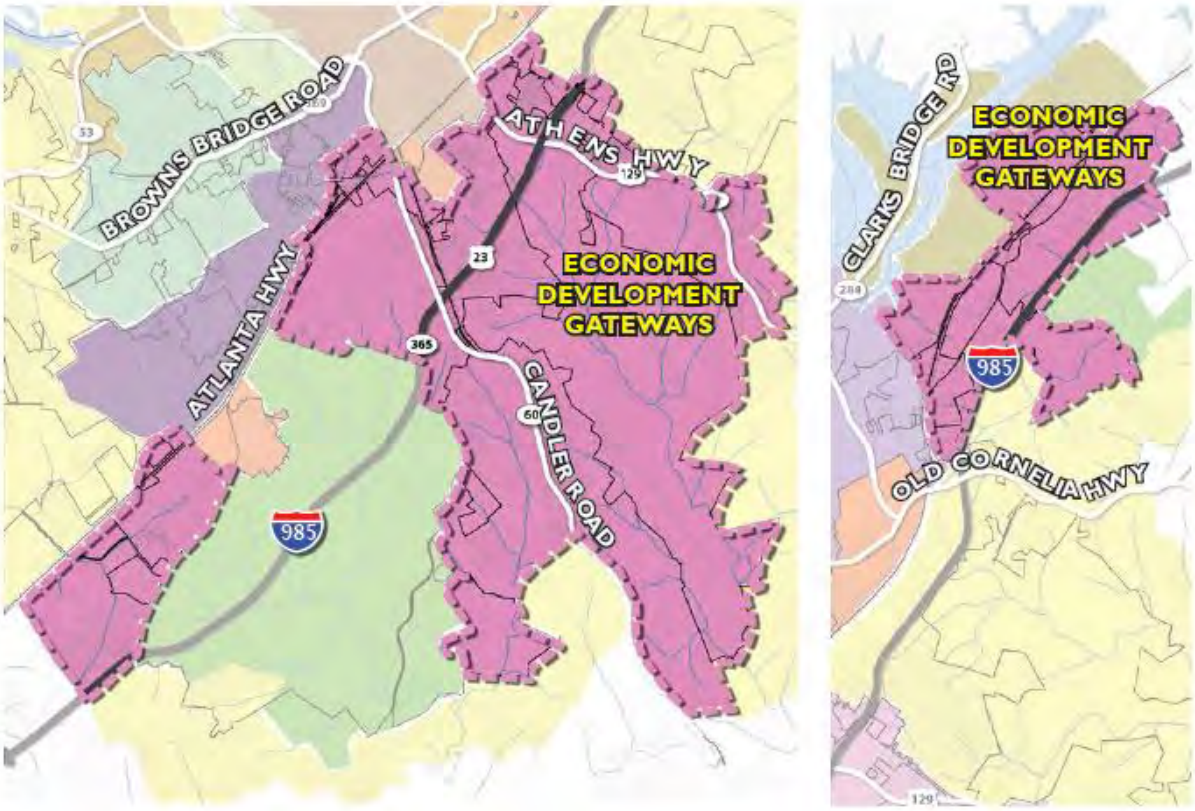
Areawide Policies and Strategies:

1. Consider long-term mixed-use zoning for commercial areas to encourage high-quality multi-family housing development.
2. Take advantage of the proximity of Lanier Point Park and the potential for corporate team-building amenities to diversify and market the area as a destination.
3. Continue to advance mixed-use / high quality multi-family housing development in the area.
4. Maintain adequate buffers around development to protect watersheds and sensitive environments.
5. Implement the recommendation of the Vision 2014 Strategic Parks and Recreation Plan for Lanier Point Park, including creating a corporate team building / training facility.
6. Work toward making the area more accessible to pedestrians and cyclists.

Potential Future High-Quality Multifamily Development

ECONOMIC DEVELOPMENT GATEWAYS

This character area represents the industrial, warehousing and other commercial enterprises that parallel the I-985 and Norfolk-Southern railroad corridor. It includes existing business parks and areas identified for future light industrial or office park development.



Because many of these industrial / business parks and facilities were built over the last 35 to 45 years, they exhibit modern industrial development norms such as single-story large footprint buildings, extensive parking / loading areas, and reliance on truck transportation. Common site design patterns include campus-style master plans or light industrial subdivisions with low-rise office or office-warehouse buildings. They also are highly visible to motorists entering the city from the south and east, and therefore, act as gateways to Gainesville. The character area also features large, forested tracts of natural land and coexists with recreation and conservation landmarks like the Allen Creek Soccer Complex, the Elachee Nature Science Center, and the Chicopee Woods Agricultural Center. It reaches to the Athens Street corridor, which was once a primary entry to the city from the south but has struggled with economic disinvestment and creeping blight. It has been the subject of recent revitalization planning efforts.

The primary vision for the area is to continue to support economic development, while preserving and strengthening important natural and cultural resources. Other goals include creating a positive impression for visitors entering the city from I-985; supporting the revitalization of the Athens Street corridor; and creating better connections to the Downtown / Midtown area. Green design / sustainability standards should be considered in future modifications to site development regulations or as an overlay for the area.

Existing Industrial Development

Economic development gateways are located on the city's fringe and are not therefore typical infill development sites. Cutting-edge "green" design and sustainable development practices can open new opportunities to improve the visual and architectural quality of industrially-zoned development. Expanding pedestrian, bike and transit mobility options should be a priority for all gateway areas. The character area could play a role in an emerging high-tech / green business identity for the region. The Beulah Rucker Museum is located within this character area. Open space preservation should be required in all new industrial or business development, using low-impact design strategies. Protection of sensitive habitat, wildlife corridors, and groundwater recharge areas should be a priority for any new development. Much of the gateway is located within the North Oconee water supply watershed. Most of Gainesville's future economic growth could be accommodated in the gateway areas. Business attraction should be tailored to the skills of Gainesville's diverse population as well as long-term economic sustainability. Maximizing employment options for local residents should be considered in evaluating incentives for new businesses. Aesthetically improving gateways can give this area a competitive advantage and "brand" in attracting new industry and jobs. Cooperation with Hall County and the Greater Hall Chamber of Commerce is essential to realizing the character area's potential.

Potential Future Green Design of Industrial Development

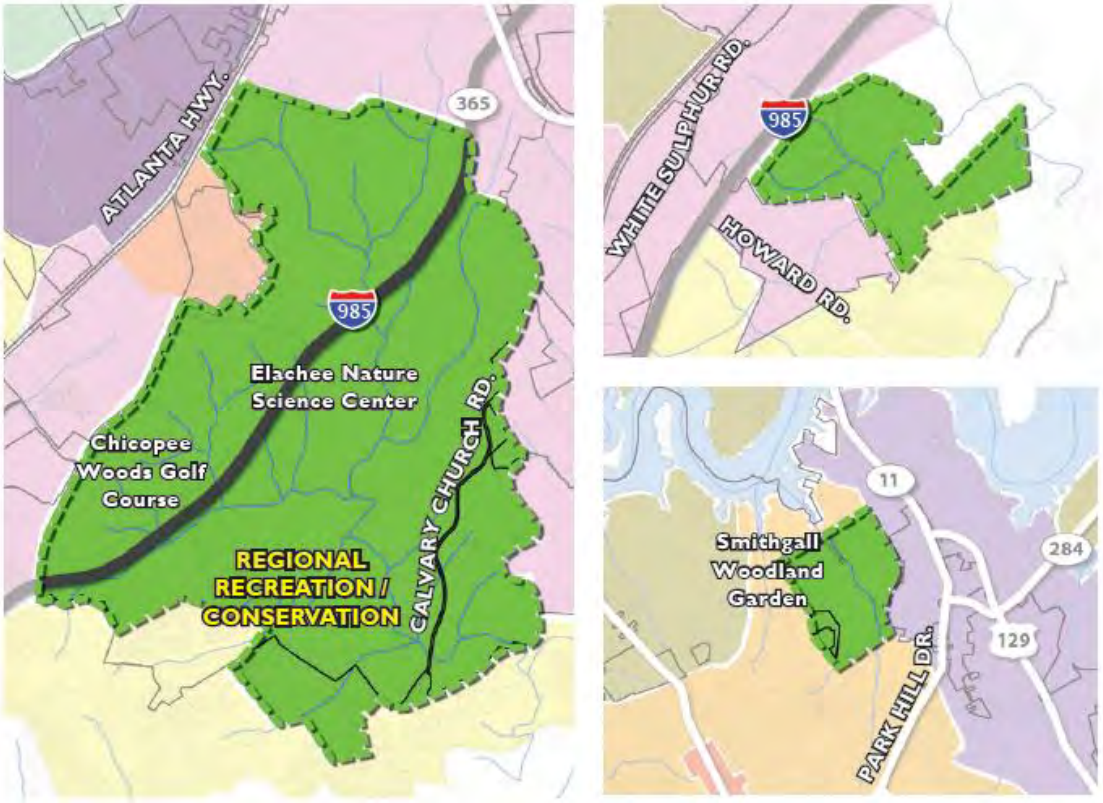
Land uses allowed in Economic Development Gateways are commercial, industrial, mixed-use, residential (existing uses only), public / institutional, transportation / communications / utilities, and parks / recreation / conservation.

Areawide Policies and Strategies:

1. Work with property owners to rezone parcels along Fulenwider Road to allow commercial / industrial uses.
2. Work with Hall County on a commercial / industrial rezoning strategy for future long-term expansion of mature industrial areas.
3. Explore creating a green design / sustainability standards overlay for new business or industrial park development.
4. Establish an opportunity zone for all or portions of the character area as an incentive for new business investment.
5. Continue to work with Hall County and the Greater Hall Chamber of Commerce to promote economic development, including rapid turnkey construction as an incentive.
6. Work with the local community on housing revitalization strategies for distressed neighborhoods in the area, including the Athens Street and West Ridge Road corridors.
7. Revitalization strategies should focus on existing housing and not necessarily new development.
8. Determine the feasibility of added conservation areas in the undeveloped forest land around the Allen Creek Soccer Complex; Work with Hall County to add amenities to the Allen Creek Soccer Complex.
9. Work with the Gainesville-Hall MPO to prioritize capacity improvements to SR 60 to support business / industrial park development.
10. Improve Fulenwider Road to provide suitable vehicular access to future commercial / industrial sites.
11. Work with Hall Area Transit to expand transit to underserved employment areas.
12. Work with Hall County to adopt an urban redevelopment plan / opportunity zone for areas outside the city limits.
13. Continue to work with Hall County on economic development and industrial attraction.

REGIONAL RECREATION/CONSERVATION

This character area encompasses the properties of the Chicopee Woods Nature Preserve, the Chicopee Woods Golf Course, the Chicopee Woods Agricultural Center, and the Elachee Nature Science Center as well as the Smithgall Woodland Garden and some county land around the Howard Road Industrial Park. With the exception of the golf course and agricultural center, the Chicopee-Elachee reservation is a unified patch of greenspace on the southern fringe of the city, providing environmental benefits as well as cultural and educational amenities for residents throughout the region. The Smithgall Woodland Garden is a similar, smaller natural amenity northeast of Park Hill Drive.



These sites are primarily undeveloped natural lands and environmentally sensitive areas dedicated to preservation of the unique Piedmont landscape, or to special natural landscapes such as the Smithgall Woodland Garden. Chicopee Woods encompasses a sizable valley that straddles I-985 and abuts the Atlanta Highway Corridor. It acts as a partial buffer or boundary for Gainesville's urban form and the eastern edge of Oakwood at SR 332. The nature center, agricultural center and the golf course are destinations that drive tourism, and the city and county support the facilities as premier benefits to the community.

The overarching vision is the preservation and expansion of these areas as green relief to Gainesville's growing urbanity. Given that conservation sites generally are not suitable for development due to steep slopes, floodplains, wetlands, watersheds, wildlife management areas and other environmental sensitivity, most of these lands are or should be placed into formal protective, conservation covenants and preserved into the future. Limited development of facilities necessary for public use (interpretive centers, maintenance facilities, trails etc.) is appropriate if done in a way so as not to impact the sites' ecology.

The Elachee Nature Science Center and the Smithgall Woodland Garden are important contributors to Gainesville's unique character. The regional landscape and culture is captured in places like Elachee and the Chicopee Woods Agricultural Center. Multiple ways of accessing recreational and conservation areas should be provided, though circulation systems are minimized internally. With the exception of the Chicopee Woods Agricultural Center, heritage resource preservation is not a priority. Open space preservation is a fundamental objective. Environmental preservation, especially for sensitive habitats and endangered species, is also a fundamental objective. Growth should be directed away from conservation and regional recreation areas. Educational programs and hands-on learning should be encouraged. Conservation and recreation areas can advance public wellness, increase tourism, and offer other solutions to regional issues. Regional cooperation and partnership are critical to expanding conservation and recreation amenities.

Chicopee Woods Nature Preserve

Land uses allowed in Regional Recreation / Conservation areas are parks / recreation / conservation and public / institutional.

Areawide Policies and Strategies:

1. Explore the feasibility for additional conservation land by targeted expansion into adjacent areas such as the forested land around the Allen Creek Soccer Complex, or by dedications as part of future developments like the Sussex property.
2. Continue to market and support the Elachee Nature Science Center, the Chicopee Woods Agricultural Center, and Smithgall Woodland Garden as regional destinations.
3. Partner with Hall County to determine a long-term sustainability plan for the Chicopee Agricultural Center.
4. Consider the long-term future of the Elachee Nature Center as a notable example of local architecture and design excellence.
5. Evaluate the potential for a new regional park in the SR 365 corridor, possibly as part of conservation land around the Howard Road Industrial Park, to take advantage of the Walters Family YMCA.

6. Ensure that the Central Hall Trail connects to the Elachee Nature Science Center by a suitable multiuse trail or road.
7. Work with the Gainesville-Hall MPO to ensure that any future widening of SR 13 is done with appropriate design and controls to protect the adjacent conservation area.
8. Study the feasibility of creating a gateway / entry to the Smithgall Woodland Garden at or near the Limestone Parkway / Cleveland Highway intersection.

Smithgall Woodland Garden

Elachee Nature Science Center

FUTURE DEVELOPMENT MAP

The Future Land Use Map represents a parcel-by-parcel translation of the physical vision and desired development for each character area into the nine land use categories described below. The map also includes areas in Hall County similarly coded for reference, with the notion that the character areas do not necessarily stop at jurisdiction lines but encompass broader areas with physical boundaries like roads, streams and property limits.

Parks / Recreation / Conservation

Parks / Recreation / Conservation includes areas containing or planned for parks and recreation facilities, permanently designated open space, and conservation areas, including buffers along waterways and other environmental features.

Low-Medium Density Residential

Low-Medium Density Residential includes areas containing or planned for single-family detached or semi-detached housing at densities ranging from two to four dwelling units per acre. There is limited light office (home occupation, etc.) use allowed.

Medium-High Density Residential

Medium-High Density Residential includes areas containing or planned for single-family attached or multifamily housing at densities ranging from four to twelve dwelling units per acre. There is limited light office (home occupation, etc.) use allowed.

Mixed-Use General

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

Mixed-Use Downtown

Mixed-Use Downtown is similar to Mixed-Use General and includes areas containing predominately retail uses in conjunction with the Main Street Gainesville program. Residential above ground-floor retail or office uses are encouraged.

Mixed-Use Midtown

Mixed-Use Midtown is similar to Mixed-Use General and includes areas to be developed in accordance with the Midtown Redevelopment Plan. Residential uses are strongly encouraged and should be the dominant land use wherever possible.

Retail Commercial

Retail Commercial generally includes areas containing or planned for focused retail or commercial service activities such as grocery stores, banks, restaurants, theaters, hotels, and automotive-related

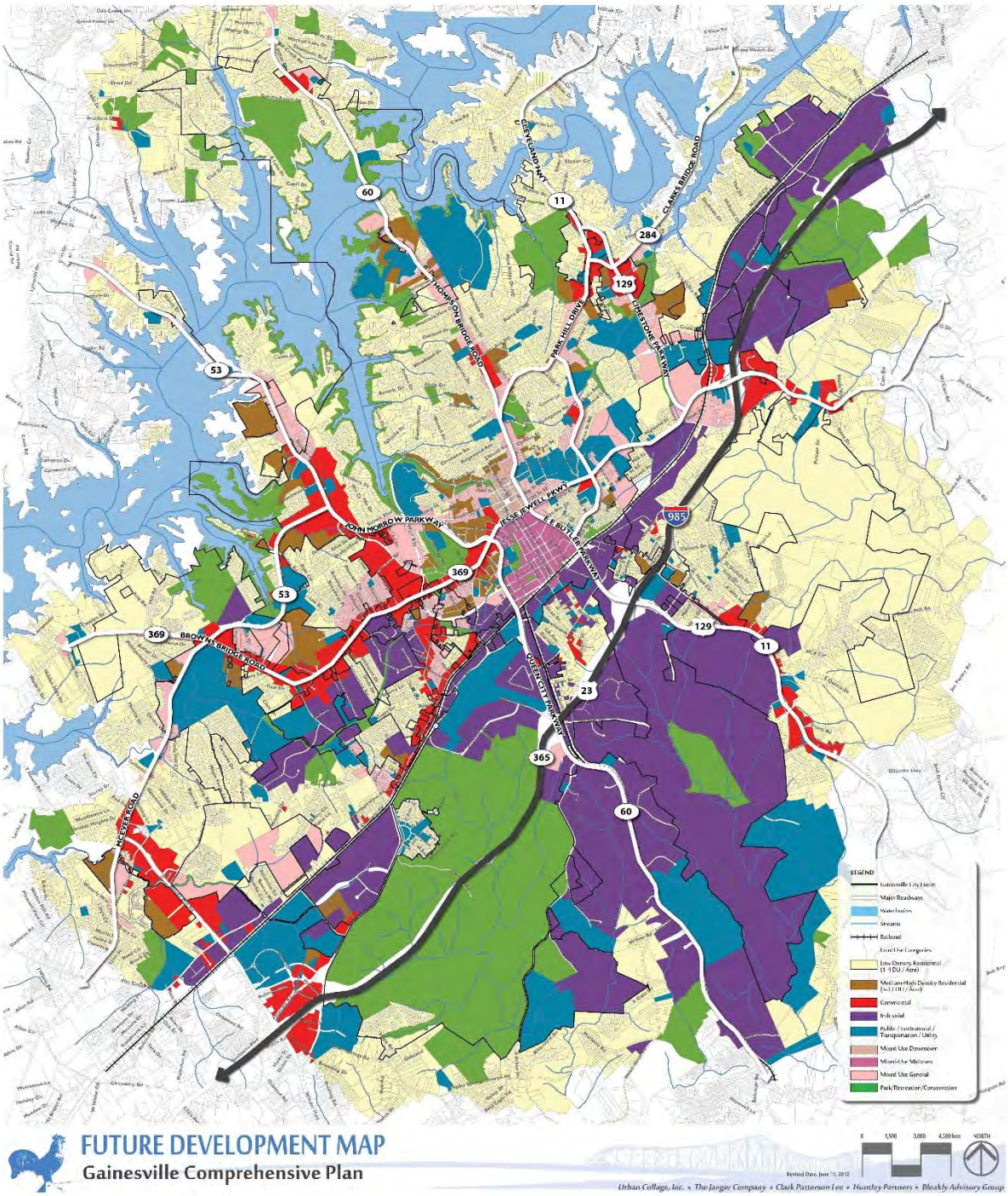
businesses. Commercial uses may be located as a single use in one building or grouped together in a shopping center.

Public / Institutional / TCU

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

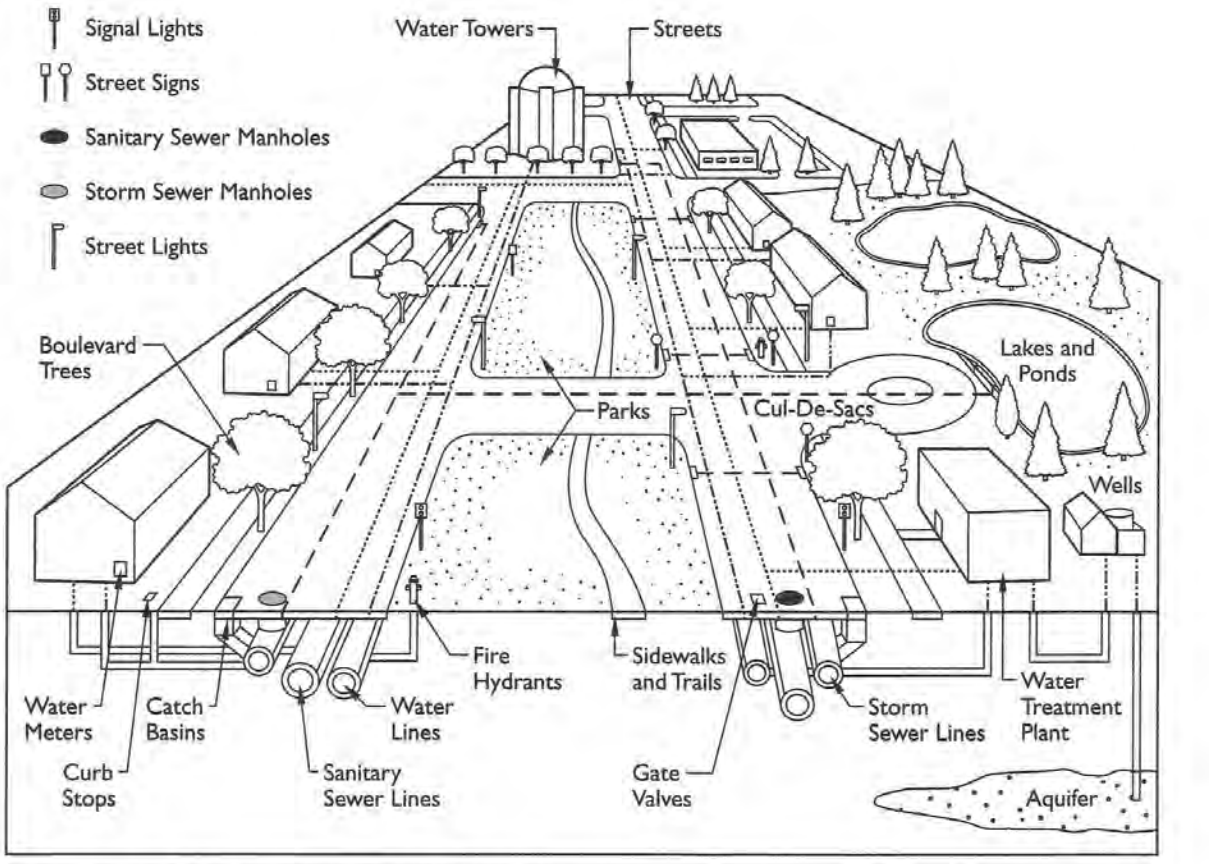
Industrial

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


FUTURE DEVELOPMENT MAP
Gainesville Comprehensive Plan
Urban Collage, Inc. • The Jaeger Company • Clack Patterson Lee • Huntley Partners • Bleakly Advisory Group
LEGEND
Low Density Residential (1-1 DU / Acre)
Commercial
Industrial
Mixed Use Downtown
Mixed Use General
Park/Recreation/Conservation
CLEVELAND HWY
CLARKS BRIDGE ROAD
THOMPSON BRIDGE ROAD
PARK HILL DRIVE
LIMESTONE PARKWAY
JESSE JEWELL PKWY
JOHN MORROW PARKWAY
E E BUTLER PARKWAY
BROWNS BRIDGE ROAD
QUEEN CITY TRAFFICWAY
MCEVER ROAD

CHAPTER 7
WATER RESOURCES

Community facilities plans are not required by the state's local planning requirements. However, 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 (established and administered by the Department of Natural Resources pursuant to O.C.G.A. 12-2-8) 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. This chapter summarizes the infrastructure activities of the Gainesville Department of Water Resources, which consist of a water system, wastewater system, and stormwater system. It also references the three regional plans (water supply and water conservation, wastewater, and watershed) of the Metropolitan North Georgia Water Planning District.



EXAMPLES OF PUBLIC INFRASTRUCTURE

Source: Burnsville, Minnesota, 2003.

Source: Planning and Urban Design Standards, American Planning Association, 2003

METROPOLITAN NORTH GEORGIA WATER PLANNING DISTRICT

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

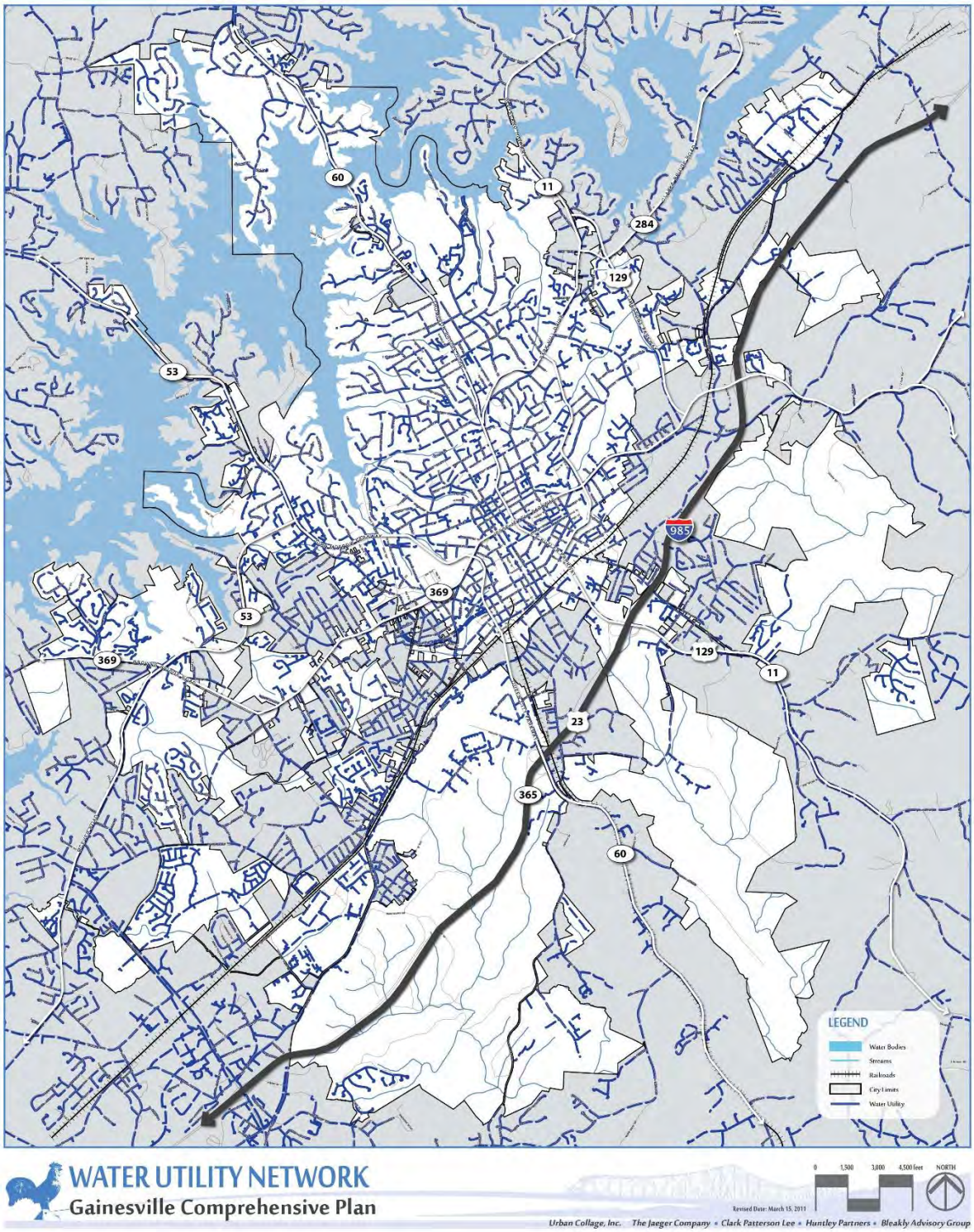
Local governments have a high level of accountability for implementing the metro water district's regional plans via audits of the Georgia Environmental Protection Division. Georgia EPD auditors conduct thorough reviews of local programs and procedures to determine consistency with the regional plans.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

WATER SYSTEM

The City of Gainesville owns and operates a water system that spans Hall County. Water is withdrawn from Lake Lanier and treated to strict safe drinking water standards. The system includes two water treatment plants (Lakeside and Riverside), more than 1,300 miles of water lines, 7 storage tanks, over 8,000 fire hydrants, and almost 20,000 water valves. The city has more than 50,000 active water accounts and associated meters. The regional water plan indicates that by the year 2035 Gainesville is expected to increase its withdraw from Lake Lanier to 35 million gallons per day (monthly average).

The water system is subject to permits issued by the Georgia Environmental Protection Division for water withdrawal and operating a public water system. Gainesville is permitted to produce up to 35 million gallons per day of drinking water. In 2016, the city's average annual daily production was 17.6 million gallons per day. Gainesville's staff includes certified water treatment plant operators, certified maintenance technicians and certified distribution system operators. The city has a robust water loss control program and conducts an annual water loss audit. Automated metering is utilized, with the majority of meters having remote read technology providing hourly meter activity. This allows the city to notify customers of potential leaks, saving them money and protecting the water system from unnecessary water loss.

The city also promotes a water conservation program, providing guidance and information for the wise use of Gainesville's water supply. Some of the activities include providing information about drought response requirements, administering a plumbing retrofit program, and school education programs. The city also administers a backflow prevention program requiring testing of backflow devices to protect the water system.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LEGEND
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Streams
Railroads
City Limits
Water Utility
WATER UTILITY NETWORK
Gainesville Comprehensive Plan
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4,500 feet
NORTH
Revised Date: March 15, 2011
Urban Collage, Inc. The Jaeger Company • Clark Patterson Lee • Huntley Partners • Bleakly Advisory Group

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

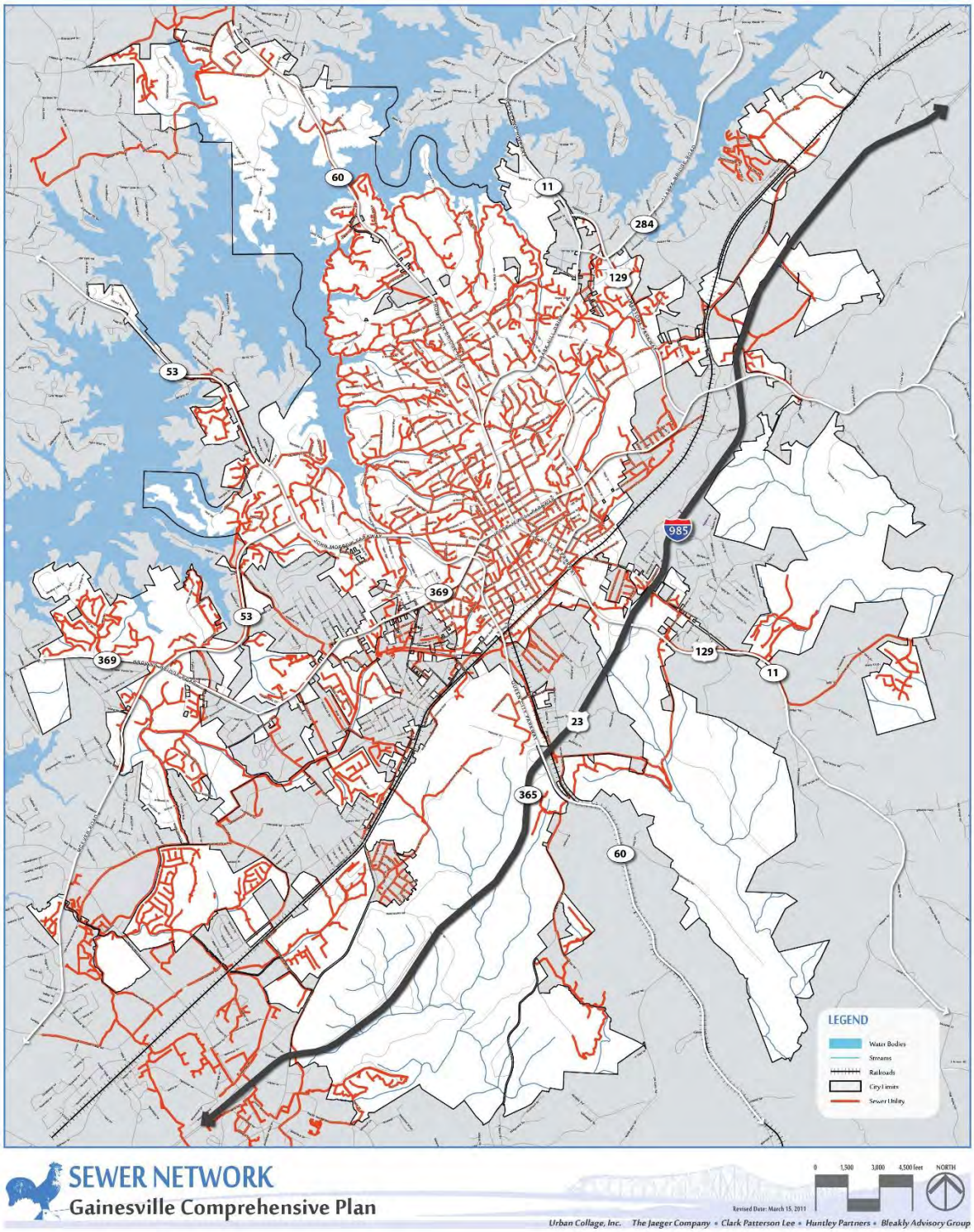
According to the regional water plan, a future water supply reservoir with a yield of 9 million gallons per day for Gainesville and Hall County is planned for Cedar Creek in the North Oconee River basin.

WASTEWATER SYSTEM

The City of Gainesville owns and operates a wastewater system within and slightly beyond the city limits. The system includes two wastewater treatment plants (Flat Creek WRF and Linwood WRF), almost 300 miles of sanitary sewer pipelines, 60 pump stations, numerous manholes and other infrastructure. There are more than 13,000 city wastewater customers. Highly treated wastewater effluent is discharged back into Lake Lanier; the city performs advanced treatment and disinfection using ultraviolet radiation to protect Lake Lanier water quality. Gainesville is currently permitted to treat and discharge 17 million gallons per day. In 2016, Gainesville treated and discharged an average of 9 million gallons per day.

Gainesville's staff includes certified treatment plant operators, certified maintenance technicians, and certified wastewater collection system operators. The city implements a robust infiltration/inflow program to minimize any groundwater and rainwater entering the wastewater collection system. The city also administers an industrial pretreatment program to monitor contributions to the wastewater system. Also, the city administers a fats, oils and grease (FOG) program, tracking over 300 restaurants and permitting commercial waste transportation vehicles. Gainesville's staff also conduct stream water quality inspections and water quality sampling.

To comply with the regional wastewater plan, the city is required to prepare a local wastewater plan. Infrastructure improvements to the city's wastewater system are programmed as a part of the city's capital improvement program. Upcoming projects include maintenance and renovation of wastewater treatment facilities, pipelines, and other infrastructure. Gainesville also has plans to utilize state of the art technology to reduce operating costs.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Gainesville Comprehensive Plan
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NORTH
Revised Date: March 15, 2011
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STORMWATER SYSTEM

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

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

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

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AECOM. May 2009. Wastewater Management Plan. Atlanta: Metropolitan North Georgia Water Planning District.

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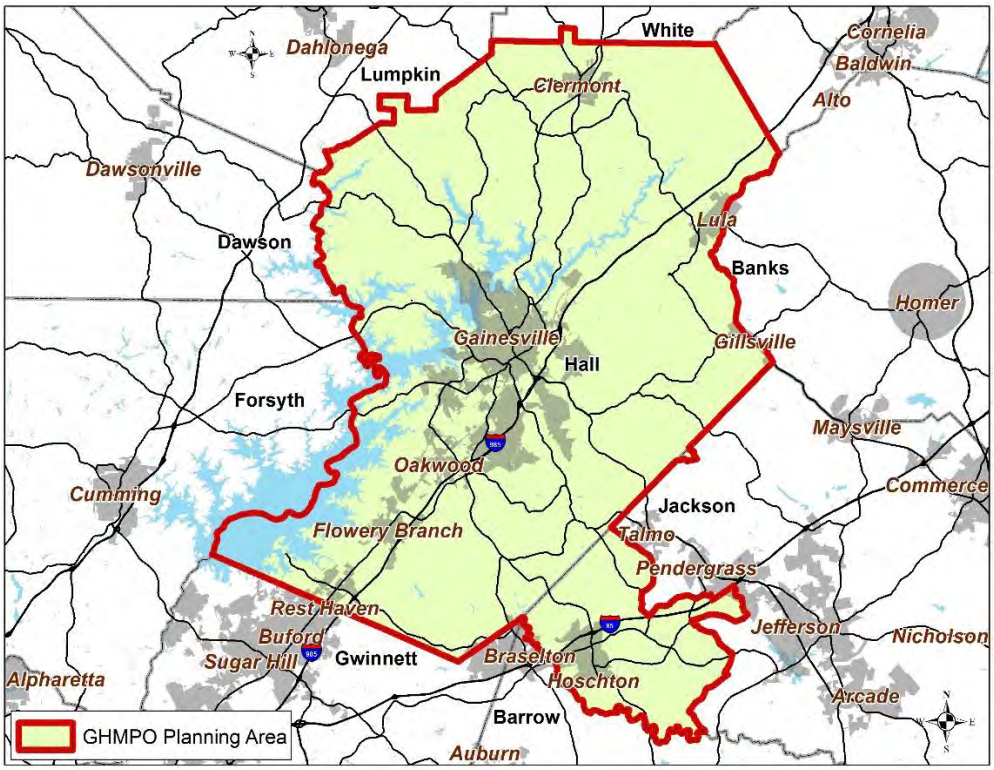
CHAPTER 8
TRANSPORTATION

TRANSPORTATION PLANNING FRAMEWORK

The City of Gainesville lies within the jurisdiction of the Gainesville-Hall Metropolitan Planning Organization (GHMPO). Per the state's local planning rules, a transportation element of a comprehensive plan is required for jurisdictions that are within the jurisdiction of a metropolitan planning organization. Since all of Gainesville lies within an MPO, a transportation element is required to be a part of the city's comprehensive plan. Local planning rules of the state provide that the MPO's transportation strategy for the region (i.e., the Gainesville-Hall County 2040 Metropolitan Transportation Plan) may be substituted for a local transportation element. The rules also provide that, if a separate transportation element is prepared, it must include strategies for addressing transportation needs as specified in the community work program. Further, state rules indicate that a separate transportation element if prepared must be based on analysis of: the road network; alternative modes of transportation; parking; railroads, trucking, port facilities and airports; and transportation and land use connections.



Source: Gainesville-Hall Metropolitan Planning Organization.

Gainesville-Hall Metropolitan Planning Organization Boundary

Within the framework of the Gainesville-Hall County 2040 Metropolitan Transportation Plan, a multimodal transportation master plan specifically for the City of Gainesville was prepared in 2012 and 2013. Extensive public involvement was undertaken in preparation of the city's transportation master plan, including but not limited to seven technical committee meetings, six focus group meetings, three community meetings, two surveys (available online and at meetings), web materials, and mailout in the city's water bill. An assessment of needs was completed for the transportation master plan using

information from previous plans, an existing conditions inventory, a travel demand model, and other traffic and transportation analyses. The central element of the city's master transportation plan is a list of recommended transportation projects, which serves as a key input to GHMPO, which is responsible for allocating federal funding for projects in the region based on its adopted (and routinely updated long range transportation plan. The project list is divided into three time periods: short range (2013-2020), mid-term or medium range (2021-2030), and long range (2031-2040). The plan also provides policies. Specific projects recommended in the metropolitan transportation plan and the city's master transportation plan are incorporated, as appropriate, into the MPO's transportation improvement program (a short-term work program of projects).

In addition to the Gainesville-Hall County 2040 Metropolitan Transportation Plan and the city's transportation master plan the MPO has adopted a separate Bicycle and Pedestrian Plan (first prepared in 2006) as well as the Hall Area Transit Development Plan (first completed in 2008, update underway in 2016), a four-year plan.

SUMMARY ASSESSMENT

The Metropolitan Transportation Plan analyzes roadways, transit, bicycle, and pedestrian travel within the GHMPO study area. The city's comprehensive plan, community assessment, also provides analysis and assessments of the transportation system in Gainesville. This section summarizes available information on transportation needs.

Growth Projections

The metropolitan transportation plan suggests the city's population will grow by almost 140,000 by 2040, a total population of 173,831 people by the year 2040. The MTP also indicates Gainesville's employment base will increase from about 50,000 (2008 estimate) to 94,012 in the year 2040. These growth projections need updating, with particular attention to a more reasonable population constraint for the city. To the extent the population projections overstate what will happen in the city in terms of future residential development, the transportation model will vastly overstate transportation needs. Not surprisingly, the metropolitan transportation plan forecasts significant traffic congestion through the year 2040. The city's transportation plan finds that even if projects planned as a part of the 2040 metropolitan transportation plan are constructed, the road system will not adequately address traffic congestion caused by the projected future growth in Hall County and the City of Gainesville. Additional investment in transportation will be needed prior to the year 2040; however, again when modeled for substantially more population than is likely during the planning horizon, such needs are likely to be overstated.

Roads and Bridges

The transportation system in the City of Gainesville is defined largely by the locations of Lake Lanier and Interstate 985. Interstate 985 serves as the city's connection to the Atlanta region and to the rest of north Georgia. Lake Lanier is a barrier to traffic on the western and northern edges of the city, funneling traffic to one of the bridges across the lake.

Interstate 985

All major roadways are assigned a functional classification by the Georgia Department of Transportation. Interstate 985 (U.S. Highway 23, U.S. Highway 129, and State Route 365 along portions), which connects Gwinnett and Habersham Counties through Hall County, is a rural interstate principal arterial. Rural principal arterials serving the city include:

- U.S. Highway 129 (State Route 11 including Limestone Parkway and Cleveland Highway) and U.S. Highway 129 Business (including State Route 11 Business and Green Street), connecting Jackson County through Hall County to White County;

- State Route 60 (including Queen City Parkway, E.E. Butler Boulevard, Green Street, Thompson Bridge Road and State Route 11 Business) connecting Jackson County through Hall County to Lumpkin County);

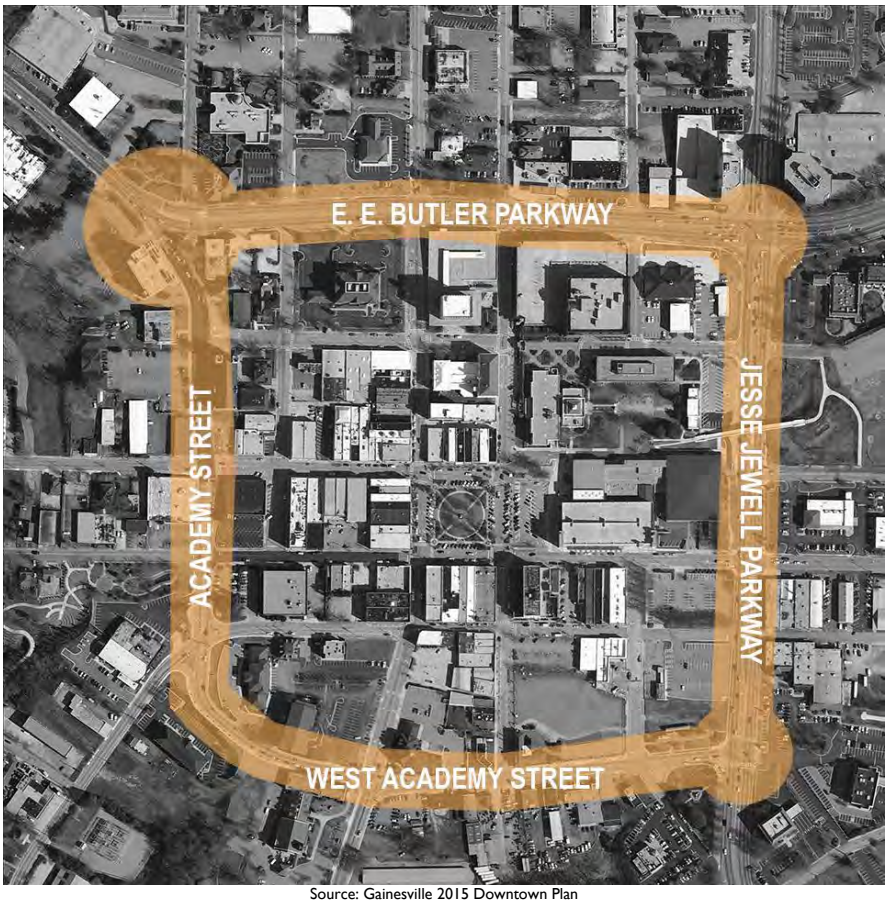
- State Route 53 Connector (Queen City Parkway, John W. Morrow Parkway and Dawsonville Highway) and State Route 53 (McEver Road) linking Jackson County and Dawson County through Hall County across Lake Lanier; and

- State Route 369 (Browns Bridge Road and Jesse Jewell Parkway) connecting Hall County across Lake Lanier to Forsyth County.

State Route 13 (Atlanta Highway) is a rural minor arterial.

Management of Traffic Congestion

Traffic congestion is significant during the typical a.m. and p.m. peak hours as well as around noontime. This is understandable, considering the convergence of major arterials in Gainesville, which leads to a significant amount of through traffic in the city. The Green Street corridor from Academy Street to Riverside Drive was identified through public input and data analysis as having significant traffic congestions problems. Jesse Jewell Parkway currently has heavy traffic congestion. The intersections of Jesse Jewell Parkway at E.E. Butler Parkway and Jesse Jewell Parkway at John Morrow Parkway/ Queen City Parkway are particularly congested.



Source: Gainesville 2015 Downtown Plan

The transportation "Moat" around the Downtown Square is one of the more congested areas of the city.

With regard to capacity analysis of major roadways by 2040, most roadways are projected to either not be over capacity, or only be moderately over capacity. Severe roadway capacity deficiencies by 2040 will include Jesse Jewell Parkway downtown, portions of Interstate 985, State Route 60 (Green Street and Thompson Bridge Road), and State Route 53 (Dawsonville Highway, especially near McEver Road) (Source: Figure 5-7, 2040 Travel Demand Model Roadway Capacity Deficiencies). In addition, freight traffic (especially chicken trucks) were identified as problematic. Trucks commonly travel along state routes, which are designated truck routes, from the surrounding area to industrial facilities in the City of Gainesville and to Interstate 985 to continue to other destinations.

A major suggestion in the Transportation Master Plan to improve connectivity and also reduce congestion is a new bridge across Lake Lanier to accommodate travel between Thompson Bridge Road (SR 60) and Dawsonville Highway (SR 53), i.e., the Thompson Bridge Road/ Dawsonville Highway connector). Much of the traffic that currently travels between SR 53 and SR 60 utilizes Green Street through downtown Gainesville. No specific route has been chosen for this connection.

Gainesville's transportation master plan recognizes that it is not financially feasible to provide enough roadway capacity to solve all traffic congestion in the City. However, projects are recommended to add capacity in key locations, and other identifying ways to manage the transportation system are identified. One example of an improved designed to mitigate congestion on Green Street and downtown Gainesville is the Enota Drive realignment project which would help reduce traffic demand on Green Street by shifting traffic to Enota Drive. Another example is the proposed extension of Industrial

Boulevard, which would provide an alternative route through the city to help alleviate some of the congestion on Jesse Jewell Parkway. Congestion mitigation measures are generally targeted for Jesse Jewell and E.E. Butler Parkways. Capacity improvements to State Route 60 are needed to support business and industrial park development.

Traffic Signalization

Traffic signalization is also a key component to congestion management. The city maintains most traffic signals within the city (some 78 of them), while Georgia Department of Transportation maintains some traffic signals near I-985. Many of the city's traffic signals are coordinated and synchronized. Various traffic retiming projects are planned or underway, including traffic signal retiming projects (GH-077) at SR 60 and SR 11/SR 11 Bus. and multiple locations along Browns Bridge Road (SR 369). The city's transportation plan also calls for signal interconnections, video monitoring, signal timing projects, and construction of a traffic signal equipment and control center.

Proposed Road and Bridge Improvement Projects

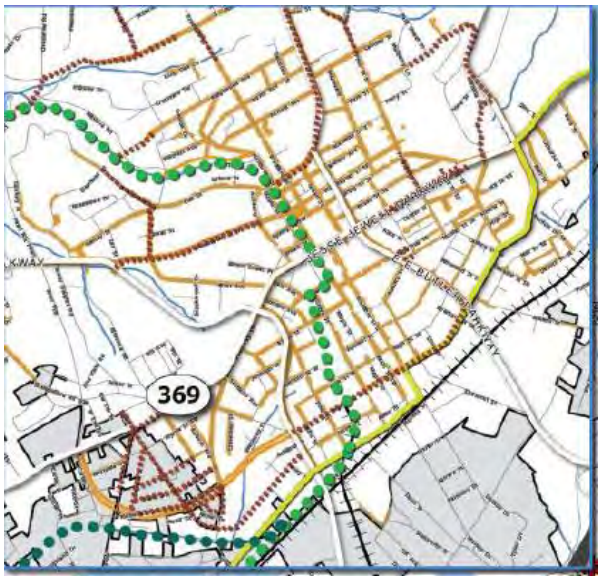
Key road and bridge improvement projects identified for Tier 2 funding (2021-2030) include widening Browns Bridge Road from the Forsyth County line to SR 53/ McEver Road (GH-018), bridge improvements for U.S. Highway 129 (Cleveland Highway) (GH-029) and State Route 53 (Dawsonville Highway) (GH-085) crossing the Chattahoochee River (Lake Lanier), and an intersection improvement (additional turn lanes and traffic signalization upgrade) at Jesse Jewel Parkway and John Morrow Parkway (GH-069). Tier 3 projects (2031-2040) include widening State Route 13 (Atlanta Highway) and Memorial Park Drive from the frontage road to Browns Bridge Road (SR 369) (GH-017) and widening South Enota Drive from two to four lanes from Park Hill Drive to Downey Boulevard (GH-039).

Some of the roadways that are projected to have a failing level of service in the year 2040 are located in unincorporated Hall County rather than the City of Gainesville. Residents of the city are commonly impacted by congestion on these roadways. Therefore, the City of Gainesville, Hall County, and the Gainesville Hall Metropolitan Planning Organization should and will continue to work together to identify transportation solutions for the entire region.

Sidewalks

Thorough sidewalk networks exist in downtown Gainesville and around Brenau University. Streetscape elements such as landscaping and pedestrian scale lighting are also present on some blocks in these areas. There is also a pedestrian and bike bridge that connects the downtown and midtown area; it crosses Jesse Jewell Parkway between Bradford Street and Henry Ward Way/Green Street.

In other parts of the city, the sidewalk system is more sporadic. Pedestrian demand is greatest in and around downtown Gainesville but is also high along several major roadways, including Thompson Bridge Road, E.E. Butler Parkway, Jesse Jewell Parkway, and John Morrow Parkway.



Sidewalk Network, Downtown Gainesville

Numerous sidewalk projects are described in the city's transportation master plan. Priority locations for expansion of the sidewalk network, per the community assessment prepared as part of the 2030 comprehensive plan, include Shallowford Road commercial centers, Thompson Bridge Road, and neighborhoods in north Gainesville. Future improvements will be guided by the program of sidewalk and streetscape improvements specified in the city's Sidewalk System Improvement Program and GHMPO's Bicycle and Pedestrian plan.

Bicycle Facilities and Multi-use Trails

A major effort to improve bicycle facilities in Gainesville is the Washington Street complete street and sharrows (Tier 1, 2013-2020) project, which will add complete street elements to Washington Street from Academy Street to Smithgall Lane and sharrows to Washington Street from John Morrow Parkway to Academy Street. Another major Tier 1 project to benefit the city's bicycle system is the proposal to add complete street elements to Main Street from Martin Luther King, Jr. Boulevard to Jesse Jewell Parkway. Sharrows are also proposed for several other roads in the city between 2013 and 2020. Several other complete street projects are proposed during the middle term (2021 to 2030, or Tier 2).

Rock Creek Greenway is a series of paved trails roughly one mile in length that connect downtown with Longwood Park and Lake Lanier. The greenway serves north Gainesville neighborhoods and provides multi-modal connectivity to three schools. The Midtown Greenway features the conversion of a CSX rail line into a greenway and park. The Midtown Greenway will eventually connect to the downtown square, the Elachee trail system, and the Rock Creek Greenway, and it is also desirable to extend the Midtown Greenway to Newtown and New Holland.

Another multi-use trail project, the Central Hall Multi-Use Trail (GH-051), is a cooperative venture between Gainesville, Hall County and the City of Oakwood. It consists of several proposed trails along Flat Creek and Balus Creek that when completed will form a loop between Gainesville, the Elachee Nature Center, Gainesville State College and southwestern Gainesville and intersect with other existing and proposed trails, including the Midtown Greenway. Multi-use trails are also proposed along Pearl Nix Parkway.

Long-range plans also include Gainesville-Midland Rails-to-Trails, a multi-jurisdictional recreational multi-use trail from Gainesville to just south of Helen, Georgia. Previous assessments also suggest exploring the creation of a greenway paralleling Longwood Creek and John Morrow Parkway, connecting at key points to West Avenue.

Public Transportation

Daily passenger rail service is provided by AMTRAK; the Crescent Line connects New York, Atlanta, New Orleans, and other cities located along this route. The rail station is located at 116 Industrial Drive in Midtown Gainesville. A Greyhound station providing intercity bus travel is located a few blocks away at 1780 Martin Luther King, Jr. Boulevard. The long-range outlook is to construct an intermodal transit center at or near the Amtrak station in Midtown, to include Hall Area Transit, Greyhound inner city bus service, and AMTRAK rail, as well as bicycle and pedestrian accommodations.

Hall Area Transit provides public transportation in the City of Gainesville via a fixed route bus system (formerly known as Red Rabbit). A key strategy is to maintain system connections with pick-up locations for Gwinnett Transit express lines. Extensions of the fixed route system are desirable, including a connection between Lanier Park and Northeast Georgia Medical Center. Over the long term, it is

desirable to expand transit service to more residential areas in the city. The Transit Development Plan recommended implementation of new transit routes, relocating the Hall Area Transit system transfer center to the new headquarters on Main Street, expansion of paratransit service, and changes to marketing and promotion of the transit system.

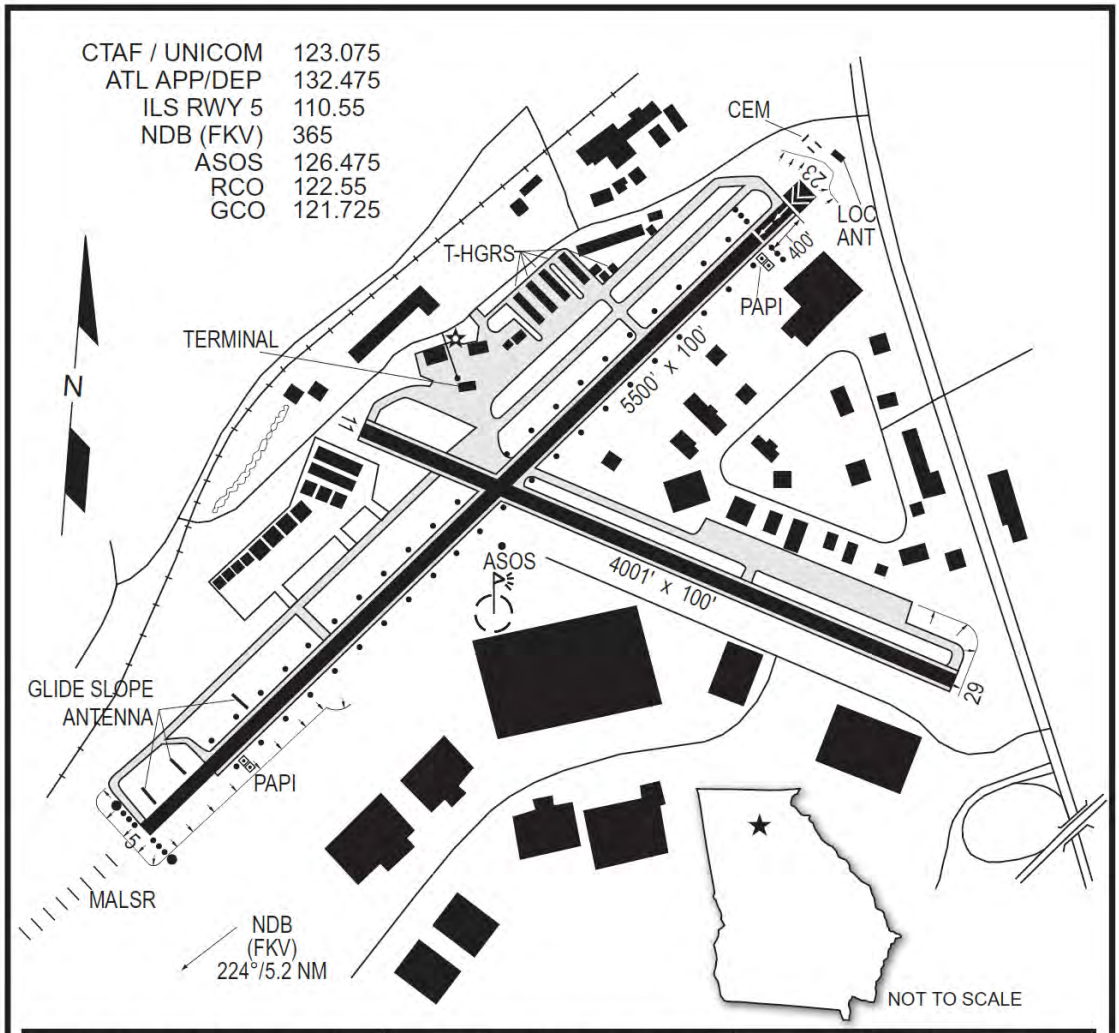
The MPO has been actively investigating park and ride lots to help alleviate some of the impacts of regional commuting. Some commuters from Hall County use the park and ride lots on Interstate 985 in Oakwood (Exit 17 of Interstate 985) and Buford (Exit 4 of Interstate 985). The Buford park and ride lot is served by the Gwinnett County Transit system and GRTA Xpress buses. Commuter bus service is recommended from Gainesville to multiple regional locations including Midtown/Downtown Atlanta, the MARTA Doraville station, Hartsfield/Jackson Atlanta International Airport, and the park and ride facility at Exit 4 of Interstate 985 in Gwinnett County.

Freight and Rail Transportation

The City of Gainesville is served by two freight rail lines, one operated by Norfolk Southern and one operated by CSX.

Air Transportation

The city's public works department operates Lee Gilmer Airport, located in an industrial area near Interstate 985. It has two runways, 4,100 feet and 5,500 feet in length. The airport includes 81 T-Hangars and 12 Corporate Hangars.



Source: Georgia Department of Transportation. 2016-2017 Georgia Airport Directory.

Lee Gilmer Airport

Parking

The Gainesville Transportation Master Plan does not address public parking. Gainesville has a number of on-street parking spaces available and operates public parking facilities in the Downtown.

Streetscapes

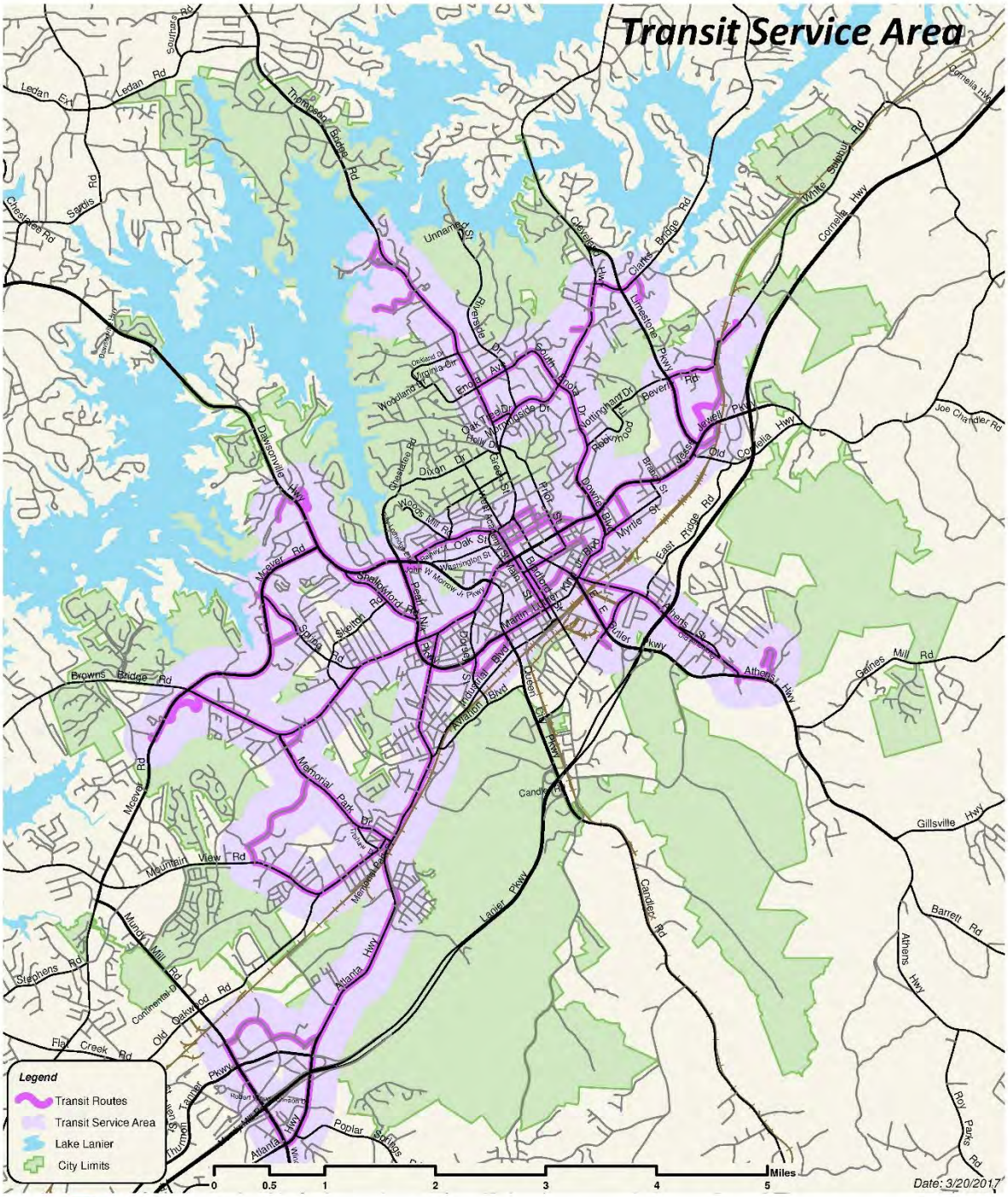
Plans include various streetscape improvement projects as well as traffic calming measures in various city neighborhoods.

TRANSPORTATION – LAND USE CONNECTIONS

Transportation affects land use, and land use affects transportation. Urban form influences transportation systems, but transportation also affects urban form. Accessibility is a key element in land value and use. Land use patterns influence transportation demand, and land use patterns affect travel patterns. For example, new highway projects expand the commuter shed, making sites along that route more attractive for residential, industrial, and other development. The density and intensity of land use has a major bearing on whether transit can be supported. In other words, highways can encourage dispersal and sprawl. However, sprawl cannot be blamed all on highways, as they can be viewed as merely facilitating the choices made by consumers.

The city's transportation plan acknowledges the interconnections between transportation and land use. For instance, the plan includes separate maps showing walking distance to community facilities, commercial areas and transit routes in the city. Of particular importance is Figure 5-15 (p. 68), showing walking distance to transit routes, reproduced here (next page). A sizable share of the city's Downtown, Midtown, and downtown approach corridors lie within ¼ mile of bus transit, with only a few pockets of unserved areas. Gainesville therefore has a great opportunity to concentrate some of its future development in a denser pattern along and within ¼ mile of corridors served by public transit.

The Gainesville Transportation Master Plan also recommends preparation of a regional travel demand management plan which would identify specific strategies to increase ridesharing and use of alternative transportation modes.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Gainesville, Georgia
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Gainesville Comprehensive Plan 2040
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CHAPTER 9
COMMUNITY WORK PROGRAM

Activity	Schedule					Responsible Party	Estimated Cost	Funding Source
	2017	2018	2019	2020	2021			
ADMINISTRATIVE SERVICES								
New Software Applications and Enhanced Systems - Investigate options and implement new software applications or improvements to existing software or systems for the following: Financial Software, Tax Billing/Collection, License Tracking, Payroll, Human Resources, Risk Management, City Intranet, and Municipal Court Solution	X		X		X	Administrative Services, HR	750,000	GF, IT Fund
OPEB Review - Establish long-term plan for funding an OPEB trust and include cost in annual budget	X	X	X	X	X	CFO	TBD	All Funds
Improved Data/Records Management System - Investigate options and implement solution(s) for a records management system to include document imaging, electronic storage of records and automatic integration of applications that share data	X		X		X	IT for Citywide Departments	300,000	All Funds
Improve Network Security - Implement and improve solutions to improve the City's network security to include the following: use of network monitoring software; accessibility controls; business continuity and recovery plans; prevention of unauthorized equipment on the network; outbound email filters and other data loss prevention measures	X	X	X	X	X	IT	250,000	All Funds
Modern-Day Technological Solutions - Ensuring that technological provisions of the City are up-to-date is necessary to provide quality services to our citizens. Improvements and upgrades to hardware and other equipment will be necessary	X	X	X	X	X	IT	710,000	All Funds
CITY MANAGER'S OFFICE								
SDS Update - Update the Service Delivery Strategy in accordance with HB 489, in coordination with Hall County and other municipalities	X	X				CMO, Consultant	40,000	GF
JAB Renovation - Renovate the Joint Administration Building to place related functions in a central location and thereby streamline City operations	X	X	X			CMO	5,000,000	GF
Recodification - A comprehensive editorial analysis of existing codified ordinances that will generate an updated Code Book that eliminates conflicts and inconsistences			X	X		CMO with assistance from all departments	50,000	GF
Economic Development - Develop key property in Downtown and Midtown through coordination with interested third-parties.	X	X	X	X	X	City, Redevelopment Authority	Varies	TAD, Private Funding, EDF
Main Street Jail - Demolish the Main Street Jail and seek redevelopment opportunities.	X	X	X			City, Redevelopment Authority		GF
COMMUNICATIONS & TOURISM								
City Signage - Upgrade existing signage and install Primary, Secondary, Directional signage to better promote City attractions and facilities	X	X	X			Communications & Tourism	850,000	HM
Promote Conventions and Tourism in Gainesville - Continue to promote convention and tourism business in Gainesville through marketing, advertising, and contacts	X	X	X	X	X	Communications & Tourism	125,000	HM
Main Street Program - Maintain Main Street designation	X	X	X	X	X	Communications & Tourism	16,500	HM/Staff Time
Citizen Education - Educate the public with bi-annual Citizen's Academy, website updates, social media		X		X		Communications & Tourism	68,000	HM
TV18 Volunteer Opportunities - Offer job shadowing, training and internship opportunities to students and adults who would like to volunteer with TV18 productions		X	X	X	X	TV18	Staff Time	GF
Expand TV18 Viewer Base - Expand TV18 viewer base by using internet and server engines to carry locally produced video programs	X	X	X	X	X	TV18	Staff Time	GF
Increase TV18 Exposure - Produce mini-versions of TV18 shows and link them via the internet with various city/county department links	X	X	X	X	X	TV18	Staff Time	GF
COMMUNITY DEVELOPMENT								
Fair Street Neighborhood - McDonald Street buffer project	X	X				Special Projects & Private Contractor	15,000	CDBG
Downtown/Midtown Streetscapes - Streetscape planning, design & construction for: (1) "Moat" around CBD per Downtown Master Plan, (2) Washington & Bradford streetscapes in Downtown, and (3) Midtown streetscapes along Main & Bradford Streets	X	X	X	X	X	Planning, Special Projects, PWD & DWR	1,000,000	GF, TE Funds, CDBG & Grants
Midtown Greenway Phase II - Complete Midtown Greenway from MLK to Industrial, including the WYE Trail Head/ Parker & Main Street Improvements	X	X	X	X		Special Projects, DWR, PWD, Parks/Recreation Private Contractor	1,100,000	GF, TE Fund, IF

Activity	Schedule					Responsible Party	Estimated Cost	Funding Source
	2017	2018	2019	2020	2021			
Midtown Greenway Phase III - Continue construction of Midtown Greenway from Industrial Blvd. to Queen City Parkway including the Palmour Drive Connector / Airport Trail	X	X	X	X		Special Projects, PWD, Parks/Recreation	360,000	GF, Grant, IF
Midtown Greenway Phase IV - Study feasibility and construction of Midtown Greenway east extension and the Norfolk Southern Depot Park	X	X	X	X	X	Special Projects, PWD, Parks/Recreation	1,000,000	GF, Grant, IF, TAD
Unified Land Development Code Update - Update the ULDC based on recommendations from the Comprehensive Planning process	X	X				Planning & Consultant	30,000	GF
Local Historic Designation & National Register Updates - Implement recommendations in the Historic Resources Structural Survey Report for local designation and National Register Updates			X	X		Special Projects, Consultant	20,000	GF & Grants
Infill Housing Strategy - Establish Land Bank Authority; economic incentives to assist in removal of slum/blight & dilapidated buildings; in-town/downtown density bonuses	X	X	X			Planning, Housing, Special Projects	Staff Time	GF, Grant
Community Improvement District (CID) - Assist property owners along Browns Bridge Road to establish the City's first CID to help redevelop this key gateway			X	X	X	Planning, Special Projects	Staff Time	GF
Impact Fee/CIE Update - City needs to update Impact Fee Plan that was done originally in 2006, due to the City's growth since that time	X	X				Planning, Special Projects, Consultant	25,000	GF
COMMUNITY SERVICE CENTER								
Senior Center Building - Expand the Senior Center, to include completing the design and planning for expansion	X	X				Senior Center	1,244,400	Grants, IG, Private Funds, SPLOST
Hall Area Transit Service Enhancements - Extend or reroute selected existing routes and create some new routes to connect central core with intown neighborhoods		X				HAT	700,000 Total 175,000 COG	Grants, IG
Hall Area Transit Shelter Art Project - Recruit local artists to participate in design competition for HAT Bus Shelters and Benches	X					HAT	TBD	Grants, IG, Private Funds
CSC Building -Make improvements to CSC Administrative Bldg on Prior Street to address energy efficiency issues, traffic congestion, ADA accessibility and linkage to Senior Life Center	X		X	X		CSC	200,000	GF & Fund Balance
Funding Sources - Diversify the funding stream for the CSC, to include identifying and implement new fundraising efforts	X	X	X	X		CSC	Staff Time	Grants, Private Funds
HAT Dial-A-Ride Buses - Purchase new Dial-A-Ride Buses in accordance with FTA regulations	X		X			HAT	350,250 Total (17,512 City)	Grants, IG
HAT - Red Rabbit Buses - Purchase new Red Rabbit Buses in accordance with FTA regulations	X		X			HAT	1,800,000 Total (90,000 City)	Grants, IG
FIRE								
Traffic Preemption System - Install a traffic preemption system for all traffic light intersections within the City allowing for a safer and more efficient response		X				Fire	Staff Time	GF
Fire Station # 2 Replacement - Replace the existing Fire Station #2, to include demolition of existing station and construction of a four (4) bay station to house a total of 18 personnel. Apparatus would include one (1) engine company, one (1) rescue company, one (1) emergency medical response company, and one (1) HazMat response company	X	X	X			Fire, Traffic Engineering	4,000,000	SPLOST VII
Construct New Fire Station # 5 - Construct a three (3) bay station to house a total of 15 personnel. Apparatus would include one (1) engine company and one (1) ladder company. To be located in the northwest area of the City		X	X	X		Fire	3,800,000	GF, IG, SPLOST, IF, Grants
Construct New Fire Station # 6 - Construct a three (3) bay station to house a total of 12 personnel. Apparatus would include one (1) engine company and one (1) rescue company. To be located in the southeast area of the City			X	X	X	Fire	3,800,000	GF, SPLOST, IF
Fire Station # 7 Land Identification - Identify land for Fire Station # 7 in the southwest area of the City			X	X	X	Fire	5,500,000	GF, SPLOST, IF
Engine 23 Replacement - Replacement of fire engine 23	X					Fire	550,000	GF, LP
Ladder Truck 24 Replacement - Replacement of Aerial Apparatus Ladder 24	X	X				Fire	1,500,000	SPLOST VII
Tower 21 Replacement - Replacement of Aerial Apparatus Tower 21		X				Fire	1,500,000	GF,LP
Fire Boat & Equipment- addition to the fleet(water rescue and equipment)	X	X	X			Fire	300,000	GF, IF & Grants

Activity	Schedule					Responsible Party	Estimated Cost	Funding Source
	2017	2018	2019	2020	2021			
GOLF COURSE								
Golf Training & Introduction Program - Institute a program to provide an Introduction to Golf for schools and interested citizens, including golf lessons	X	X	X	X	X	Golf Course	50,000	GF
Club House - Develop plans for a new or renovated Club House, to include area for cart storage	X	X				Golf Course	TBD	GF, Tournament Proceeds
Range Renovations - Design and construct renovations to the driving range		X	X			Golf Course	500,000	GF, Fee Revenues
Maintenance Building - Develop plans for a new or renovated maintenance building.				X		Golf Course	TBD	GF, Tournament Proceeds
Bent Grass Conversion - Convert course greens from Bent Grass to Champion Grass				X	X	Golf Course	300,000	GF, Private Donations
Golf Course Drainage Improvement. - Construct a ditch to the right of #4 cart path to divert water from the fairway to the drainage pipe and redirect water from the fairway.					X	Golf Course	10,000	GF, Friends of Chattahoochee
HUMAN RESOURCES								
Perform a multi-year HR Audit - Review all processes and policies to ensure compliance with legal requirements, and evaluate the adequacy and effectiveness of each. Identify areas that can be streamlined or carried out more efficiently through the use of technology.	X	X	X	x	x	HR	Staff/Legal Time $5,000	GF
PARKS AND RECREATION								
Park Amenity Replacements - Replace and upgrade program for all system park amenities such as benches, picnic tables, trash receptacles, pavilions, fishing piers, signage, etc.	X	X	X	X	X	Parks & Recreation	100,000	FB, GF, IF, SPLOST, Bonds, Grants
Park Restroom Renovations - Renovate & upgrade all park restroom facilities - Candler Fields & Longwood Park Tennis Courts (new)	X	X	X			Parks & Recreation	225,000	FB, GF, IF, SPLOST, Bonds, Grants
Frances Meadows Splash Zone Renovations - Replace Pebbleflex in Splash Zone, as well as, some of the play fixtures and customer service amenities (chairs/tables/etc.)		X	X			Parks & Recreation	145,000	FB, GF, IF, SPLOST, Bonds, Grants
Rental Facilities Equipment Replacement - Chair and Table Replacements at all rental facilities			X	X		Parks & Recreation	75,000	FB, GF, IF, SPLOST, Bonds, Grants
Playground Replacement - Phase II replacement of 20+ year old playground equipment in parks - Next Phase: Riverside, City Park, Lanier Point, and Longwood (Upper)		X	X	X		Parks & Recreation	145,000 each	FB, GF, IF, SPLOST, Bonds, Grants
Youth Athletic Complex - More field space is needed due to growth in youth athletics	X	X	X	X		Parks & Recreation	6,750,000	FB, GF, IF, SPLOST, Bonds, Grants
Park Trail Maintenance - Repair and or replace uneven and broken concrete walkways, wooden bridges and boardwalks in the parks	X	X	X	X	X	Parks & Recreation	150,000	FB, GF, IF, SPLOST, Bonds, Grants
Civic Center Boiler & Chiller Replacement - Systems maintenance issue	X					Parks & Recreation	225,000	FB
New Strategic Parks and Recreation Operations Plan - A 5-year update is needed.	X	X	X			Parks & Recreation	Staff Time / 25,000	FB, GF, IF, SPLOST, Bonds, Grants
New Parks Master Plan - A 10-year update of the Parks Master Plan is needed.		X	X			Parks & Recreation	150,000	FB, GF, IF, SPLOST, Bonds, Grants
Dog Park - Addition of a off lease play area for dogs in the parks.			X			Parks & Recreation	50,000	FB, GF, IF, SPLOST, Bonds, Grants
Park Community Gardens - Study and construct at least one area for community gardens within park system				X		Parks & Recreation	10,000	FB, GF, IF, SPLOST, Bonds, Grants
Disc Golf Course - Study and construct a Disc Golf Course at Lanier Point Park				X		Parks & Recreation	25,000	FB, GF, IF, SPLOST, Bonds, Grants
Park Parking Lots - Repave or resurface park parking lots: Lanier Point; Clarks Bridge; Wilshire Trails; The Rock; Longwood; Holly; Myrtle; Kenwood; City Park; and Candler			X	X	X	Parks & Recreation	150,000	FB, GF, IF, SPLOST, Bonds, Grants
Frances Meadows Trails - Construct trail system as designed around the Frances Meadows and Gainesville Middle School complexes			X	X	X	Parks & Recreation	1,000,000	FB, GF, IF, SPLOST, Bonds, Grants
Holly Park - Study proposed improvements to Holly Park for implementation					X	Parks & Recreation	160,000	FB, GF, IF, SPLOST, Bonds, Grants
Skate Park - Study and construct a public skate park					X	Parks & Recreation	1,000,000	FB, GF, IF, SPLOST, Bonds, Grants
Greenprint - Study and develop a community-wide greenspace plan that provides for pedestrian connectivity.				X		Parks & Recreation	100,000	FB, GF, IF, SPLOST, Bonds, Grants

Activity	Schedule					Responsible Party	Estimated Cost	Funding Source
	2017	2018	2019	2020	2021			
Civic Center Parking Lot - Repair/Reseal the existing parking lots at the Civic Center	X					Parks & Recreation	25,000	FB, GF, IF, SPLOST, Bonds, Grants
Re-caulking of Competition Pool at Frances Meadows - Maintenance issue	X					Parks & Recreation	12,000	GF
Civic Center Re-roofing - Maintenance issue	X					Parks & Recreation	75,000	GF, FB
Civic Center Exterior Improvements - Painting & Front Porch Flooring		X				Parks & Recreation	75,000	GF, FB
Civic Center AV Upgrades - Customer service issue			X			Parks & Recreation	50,000	GF, FB
VSI Upgrades - Recreation management software upgrades		X				Parks & Recreation	10,000	----------
Redevelopment of Green Street Pool Site - redevelop as passive recreation area					X	Parks & Recreation	TBD	TBD
Renovate "Pump House" (abandoned) at Linwood Nature Preserve - Education Center	X					Parks & Recreation; Redbud; Extension Service	100,000	FB, GF, IF, SPLOST, Bonds, Grants
Desota Park Court Renovations - Replace tennis and basketball courts		X				Parks & Recreation	225,000	GF, FB
Lanier Point Athletic Complex Improvements - Dugout, Landscaping, Building (windows, awnings, etc.), & Pavilion, Playground, Batting Cages, & Safety Netting, etc.		X	X			Parks & Recreation	325,000	GF, FB
City Park Baseball Concession and Restroom Building Replacement			X			Parks & Recreation	150,000	GF, FB
Frances Meadows Outdoor Pool Addition - for General and Lap Swimming			X		X	Parks & Recreation	550,000	IF, FB
Park Signage - Match New City Standard		X	X	X		Parks & Recreation	230,000	GF, IF, FB
Midtown Greenway Extension & Improvements				X	X	Parks & Recreation	500,000	IF, FB
Recreation Center Planning - in new regional park at Allen Creek				X	X	Parks & Recreation	258,000	IF, FB
POLICE								
Police Training Facility, Phase II - Construct Phase II of the police training facility which includes an impound lot to replace the lot currently housed at the City Shop, a shoot house, a training building to conduct classroom instruction and an indoor driving simulator	X	X	X	X	x	Police	3,326,000	GF, IF, SPLOST, Grants
Digital Alley Mobile Video (MVR) Camera System - Replace ten (10) antiquated VHS and DVD MVR systems with the new wireless download system to increase the number of systems currently deployed in the field, thereby increasing efficiency in storage, retrieval and download of data and decrease operational costs relating to MVR's	X	X	X			Police	56,000	GF, Grants
License Plate Recognition System (LPR) - Install LPR's in all police vehicles assigned to the Police Traffic Services Unit and ACE Team to allow the officers the ability to automatically identify and address those drivers with suspended registrations and tags and insurance violations	X	X	x	x	x	Police	175,000	GF, ITF, Grants
Firearms Simulator - Purchase a interactive firearms and less lethal training simulator for use in a classroom to enhance the officer in his/her ability with Officer presence, verbal skills, less lethal force options, and deadly force situations. This will also be used to educate the public regarding situations officers face while on patrol.		x	x	x		Police	100,000	GF, ITF, Grants
Portable radios - Replace officer's portable radios over a 5 year period. The current portable radios end of life is 12/31/19 as outlined by the manufacturer Motorola. At that time, this model and it's replacement parts will no longer be built.			X	X	X	Police	467,610	GF, ITF
PUBLIC WORKS								
Lee Gilmer Airport Improvements - Undertake projects as recommended in the airport capital improvement plan	X	X	X	X		Airport	TBD	GF, Airport, GDOT, FAA
Road Improvement Programs - Conduct programs in accordance with the road maintenance plan to improve the 1402.7 miles of City streets that are rated on an annual basis. Programs include resurfacing, patching, full depth reclamation, rubbilization and in- house paving program	X	X	X	X	X	PW Engineering, Streets, GDOT	13,625,000	GF, FB, IG, CIP, LMIG, GDOT
Sidewalk Improvements - Install sidewalks in accordance with the City's sidewalk improvement plan	X	X	X	X	X	PW Engineering	1,000,000	GF, Grants

Activity	Schedule					Responsible Party	Estimated Cost	Funding Source
	2017	2018	2019	2020	2021			
Thermoplastic Restriping - Perform thermoplastic restriping on certain classified City streets to meet Federal compliance mandates	X	X	X	X	X	Traffic Engineering	50,000	GF/LMIG
Citywide Traffic Calming - Continue traffic calming measures including speed tables, pedestrian crossings, signage, equipment, and related expenses	X	X	X	X	X	Traffic Engineering	220,000	GF
Interchange Beautification - New landscaping at Exit 20 (I-985 & Queen City Parkway).	X	X	X	X		PW Engineering	600,000	GF, Chamber of Commerce, Private Donations
Transportation Improvement Program - Conduct programs in accordance with the transportation master plan to improve the infrastructure, intersections and traffic conditions within the City.	X	X	X	X	X	Traffic Engineering	15,000,000	GF,FB,IG,CIP, GDOT, Grants
Prior Street-Jesse Jewell Intersection Improvement - Add a southbound left turn lane on Prior at Jesse Jewell	X	X				PW Engineering	75,000	GF, GDOT
Park Hill Drive and South Enota Drive Intersection Improvements - Improve the capacity of the intersection by development of a design for potential improvements, upgrading traffic signals, adding necessary turn lanes according to the design, purchasing right of way, and installing pedestrian signals to meet State ADA mandates		X	X			PW Engineering	350,000	GF, GDOT
Bradford and Washington Streetscape - Make improvements to Bradford St from Washington St to Academy St and Washington St from EE Butler Pkwy to Bradford St.	X					PW Engineering	150,000	GF
Thermoplastic Crosswalk Improvements - Install decorative thermoplastic crosswalks at 5 intersections. EE Butler Pkwy/Spring St, EE Butler Pkwy/Washington St, Jesse Jewell Pkwy/Bradford St, Jesse Jewell Pkwy/Main St and Jesse Jewell Pkwy/West Academy St.	X					PW Engineering	350,000	GF
EE Butler Pkwy at MLK Jr Blvd; Athens Street at MLK Jr Blvd Intersection improvement		X				PW Engineering	1,250,000	GF,FB,IG,CIP, GDOT, Grants
Green Street-Forensic Study - Investigate the current conditions and drainage of Green street to determine future needs and possible solutions	X					PW Engineering	140,000	GF, GHMPO
Downey Blvd.-Vine St - Turnlane addition for intersection improvement	X					PW Engineering	100,000	GF,GDOT
Operations Manual - Develop operations manual for all Public Works divisions, including annual updates.	X	X	X	X	X	PW Engineering	Staff Time	GF
Intelligent Transportation System Evaluation & Implementation to provide interconnectivity to GDOT - Connect various Intelligent Transportation Systems (ITS) that are located throughout the City into a central location that will enable a constant link of communication to our major corridor's traffic signals and eventually permit internet users the ability to access traffic cameras through the GDOT website	X	X				Traffic Engineering	175,000	GF
Intelligent Transportation System Intersection Improvements - Install Intelligent Transportation System at all major intersections within the City	X	X	X	X		Traffic Engineering	100,000	GF
Cleveland Hwy at Clarks Bridge Signal Improvements - Upgrade traffic signals and install pedestrian signals at the intersection of Cleveland Highway and Clarks Bridge Road	X					Traffic Engineering	700,000	GF, GDOT
Jesse Jewell Parkway at Auburn Avenue Intersection Improvement - add an eastbound Jesse Jewell right-turn lane.	X					Traffic Engineering	140,000	GF
Browns Bridge Road at West End Avenue Intersection Improvement - add a westbound Browns Bridge right-turn lane.	X					Traffic Engineering	450,000	GF
Bridge Maintenance Program- Perform maintenance on the City's bridge infrastructures.	X	X	X	X		PW Engineering	75,000	GF
Asphalt Preservation Program- Utilize crack seal and other pavement preservation methods	X	X	X	X		PW Engineering	25,000	GF
Roadway Beautification Program- Improve the condition and appearance of the Rights-of-ways and medians throughout the City		X	X	X		Landscape Management	200,000	GF
Cemetery Free Grounds Memorial- Create a memorial for the approximately 1200 unmarked graves located within the Alta Vista Cemetery		X				Cemetery	50,000	GF
Construct new Public Works Complex - Construct new complex for Public Works divisions of Vehicle Services, Traffic, Streets and Solid Waste			X			PW Engineering	8,000,000	GF, SPLOST
Cemetery Expansion - Open additional section of Alta Vista Cemetery					X	Cemetery	TBD	CTF

Activity	Schedule					Responsible Party	Estimated Cost	Funding Source
	2017	2018	2019	2020	2021			
WATER RESOURCES								
Meter Maintenance Program - Continue program to replace aging water meters with new radio read meters and increase FlexNet coverage area.	X	X	X	X	X	Meter Services	600,000	Capital Project Fund
Tank Maintenance Program - Annual maintenance of tanks within the water system, including inspection and painting	X	X	X	X	X	Engineering & Construction Services	1,960,000	Capital Project Fund
Lift Station Improvement Program - Continue annual improvements on lift stations, as needed, to ensure capacity	X	X	X	X	X	Engineering & Construction Services	750,000	Capital Project Fund
Cargill Sanitary Sewer Outfall Improvements - Replace/ Rehabilitate the sanitary sewer outfall from Cargill to eliminate surcharging manholes and Inflow & Infiltration; to be in conjunction with the Upper Flat Creek Watershed Improvements	X	X				Engineering & Construction Services	4,253,000	Capital Project Fund
Flat Creek Ecosystem Improvements - Improvements to the Flat Creek Ecosystem, from Dorsey Street to near the Flat Creek WRF (City's portion needed to obtain a $2M Federal Grant)	X	X				Engineering & Construction Services	671,000	Capital Project Fund
Riverside WTP Improvements - Improvements at Riverside Water Treatment Plant: hypochlorite generation (to replace chlorine), liquid lime system (to replace hydrated lime), and replacement of E&J Solids Press	X	X	X			Engineering & Construction Services	9,000,000	Capital Project Fund
Water Treatment Plant Maintenance Program - Continue major maintenance projects at water treatment plants	X	X	X	X	X	Engineering & Construction Services	6,186,000	Capital Project Fund
Water Main Extension/Maintenance/Improvement Program - Continue extensions, maintenance and improvements of water mains as needed (including Athens Street Transmission)	X	X	X	X	X	Engineering & Construction Services	14,300,000	Capital Project Fund
Water & Sewer Utility Relocations - Relocate water & sewer mains as required by GDOT for transportation improvements	X	X	X	X	X	Engineering & Construction Services	15,900,000	Capital Project Fund & Bonds
Sanitary Sewer Replacement and Rehabilitation Program - Continue replacement and rehabilitation program of the sanitary sewer system	X	X	X	X	X	Engineering & Construction Services	4,420,000	Capital Project Fund
Water Reclamation Facilities Improvements - Improvements at Linwood (replacing membrane system) and at Flat Creek, plus misc. maintenance projects; Linwood discharge pipe, plus replacement of bar screen at Flat Creek.	X	X	X	X	X	Engineering & Construction Services	12,849,000	Capital Project Fund
Sewer System Extension Program - Continue extensions of sanitary sewer as needed	X	X	X	X	X	Engineering & Construction Services	1,250,000	Capital Project Fund
High Street Storage Tank - Make improvements to the High Street ground storage tank valve & electrical system	X	X				Engineering & Construction Services	400,000	Capital Project Fund
Manhole Lining Rehabilitation/Improvements - Install manhole lining & other improvements to reduce inflow & infiltration	X	X	X	X	X	Engineering & Construction Services	375,000	Capital Project Fund
Stormwater Planning - Conduct stormwater planning throughout the City to include identifying future capital projects, needed maintenance, and evaluation of funding sources. Planning should specifically include a stormwater management plan for Midtown.	X	X	X	X	X	Stormwater	900,000	SPLOST
Storm Drainage Improvement Program - Install, repair, and/or reconstruct stormwater drainage facilities at various locations throughout the City as identified by staff and the Stormwater Capital Improvements Plan	X	X	X	X	X	Stormwater	100,000	General Fund
Water System Master Plan - Long range plan for improvements needed in the water distribution system. Water Distribution System Hydraulic and Quality Modeling Study will be conducted in FY18. Master Plan delayed until FY22	~~X~~	X				Engineering & Construction Services	350,000	Capital Project Fund
Wastewater System Master Plan - Long range plan for improvements needed in the wastewater collection system		~~X~~	X			Engineering & Construction Services	250,000	Capital Project Fund

City of Gainesville, GA
2040 Comprehensive Plan Update

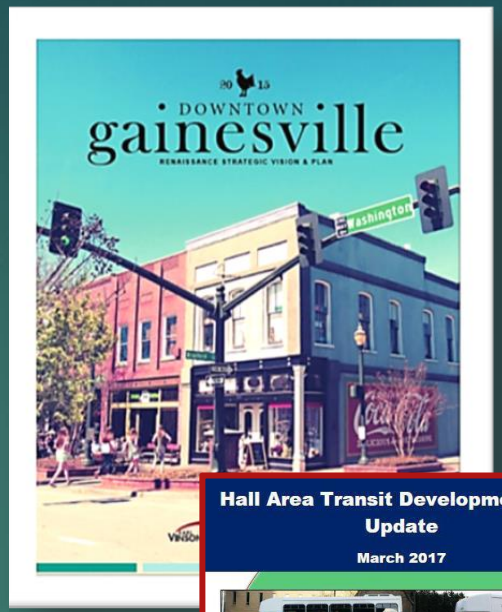
APRIL 18, 2017

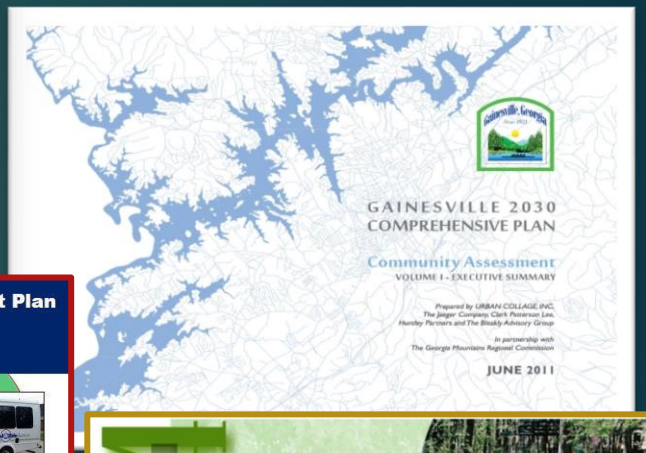
COMMUNITY DEVELOPMENT DEPARTMENT

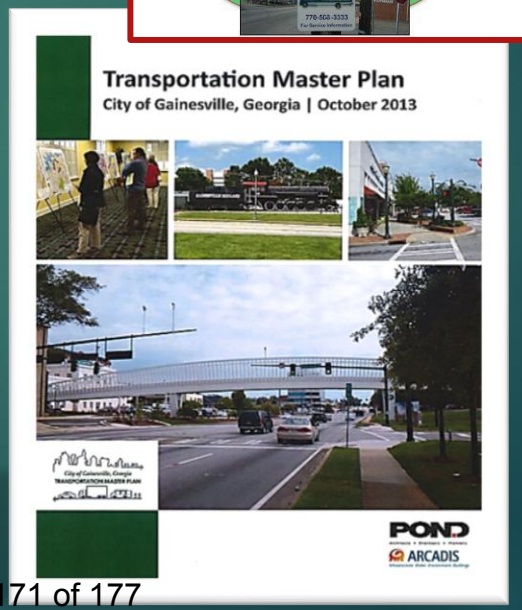
JERRY WEITZ & ASSOCIATES, INC.

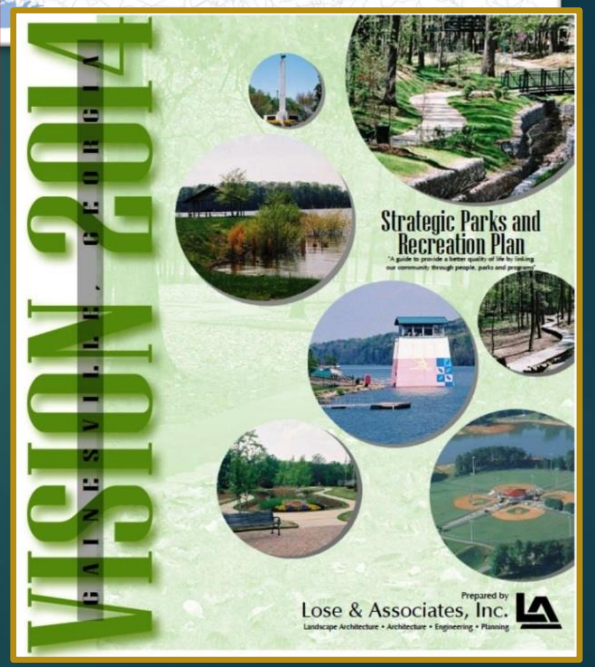
Planning Initiatives

- Gainesville 2030 Comprehensive Plan (2012)
  - *Transportation Master Plan (2013)*
  - *Bike and Pedestrian Plan Update (2014)*
  - *Regional Transportation Plan Update (2014)*
  - *Housing Consolidated Plan (2014 – 2018)*
  - *Downtown Master Plan (2015)*
  - *Hall Area Transit Development Plan Update (2017)*
- Community Work Program (Annual)
- Capital Improvements Element (Annual)









Schedule

- December 20, 2016: Initial public hearing
- Jan-Apr 2017: Public Inv. & Plan Prep.
- April 18, 2017: Second public hearing
- April 20, 2017: Transmit to GMRC/DCA
- June 20, 2017: Adoption by City Council
- June 30, 2017: Recertification deadline

Public Involvement

- City Council Public Hearings
- Steering Committee
  - Three meetings
    - "Keepers" & "Fixers"
    - Visual Preference Survey
    - Vision Statement
- North Hall High School Junior Achievement Visual Preference Survey
- Enota Elementary School Career Day "Magazine Headline" & Visual Preference Survey

ENOTA
MULTIPLE INTELLIGENCES ACADEMY

Junior Achievement®

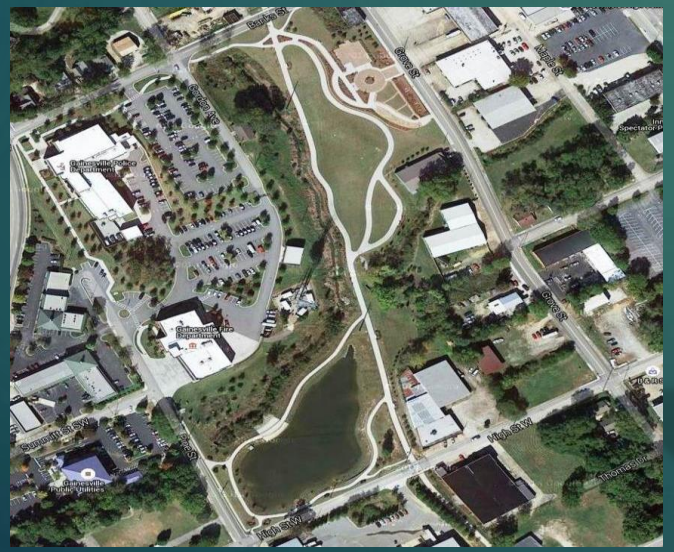
Keepers & Fixers

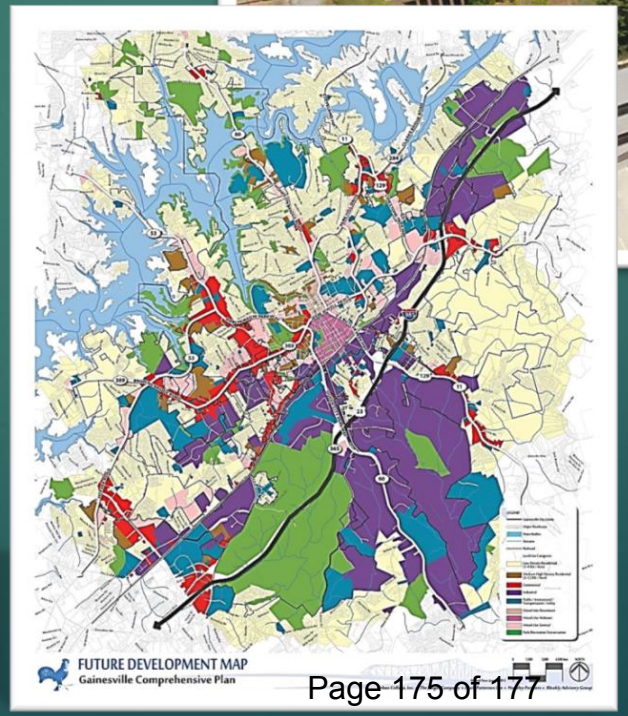
- Housing
  - *Better mix of housing options downtown*
  - *Quality of housing*
- Downtown hotel with event space
- Skateboard park
- Midtown development including residential, restaurant & retail uses
- Redevelopment of greyfield sites
- Encourage master planned developments
- Economic development promoting high-tech industries with higher paying jobs
- Continued improvement of Gateways

Lakeshore Mall Area Redevelopment Concept
Source: Gainesville Comprehensive Plan

Comprehensive Plan Updates

- Executive Summary
- Incentives for redevelopment
- Modify residential zoning categories
- Vision & Goals statement
- Inclusion/adoption of previous plans by reference





Questions?

City of Gainesville, GA

2040 Comprehensive Plan Update

CITY OF GAINESVILLE

COUNCIL AGENDA REQUEST

Date Submitted: 4/5/2017

Presenter:

Item of Business: Final: Friday, April 14, 2017, 4:40 PM

Meeting Date: 4/18/2017

Purpose of Request:

History/Background:

Facts & Issues for Consideration:

Department Recommendation:

Department Director:

If funding is involved, are funds approved within the current budget?

Amount Requested: **Source of Funds**:

Finance Comments:

Administrative Comments: