Providing Access to Destination and Improving the Community

Governments & Growth Workshop
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Development Potential of the SR 365 Corridor (Hall County, GA): Recommendations for an Economic Development Strategic Plan
Project Scope

- Evaluate Hall County’s assets for economic development.
- Identify the highest and best uses for the corridor.
  - Strategically target industries based on a cluster analysis
  - Options for tourism-related development that may have the strongest potential based on the corridor’s assets
- Foster an actionable strategic plan for moving forward with development of SR 365 and Hall County as a whole.
- Generate consensus among key local interests to determine Hall County’s marketing objectives.
10 Most Serious Issues Identified by Stakeholders

- Infrastructure (mainly water and sewer)
- Planning and zoning
- County leadership
- Traffic management / road improvement
- Lack of prepared workforce
- Preservation of environmental / historic assets
- Topographical issues / development costs
- Distance from major markets
- Marketing the corridor
- Need for public land development
Corridor Specific Issues and Strategic Goals
Lack of Development Standards

Before: Lula
Corridor Specific Issues and Strategic Goals

After (conceptual proposal): Lula
What To Avoid
Corridor Specific Issues and Strategic Goals

Tourism Potential

Before: Olympic Rowing Venue
Corridor Specific Issues and Strategic Goals

Tourism Potential

After (conceptual proposal): Olympic Rowing Venue
Corridor Specific Issues and Strategic Goals

Transportation

- Explore options to increase commute alternatives.
  - Increase transit options.
  - Expand Park and Ride facilities.
  - Promote flex time or telecommuting among area employers.
  - Start a Transportation Management Association (TMA) to incorporate private sector businesses into transportation solutions.

- Develop an access management and corridor management plan to address congestion, safety, and access issues.
Economic Diversification of Camden County, GA: Recommendations for A Strategic Plan
Project Mission

To recommend priority actions for Camden County that are:

- **Compatible** with Camden County’s vision and quality of life.
- **Feasible** given Camden County’s strengths and weaknesses.
- **Implementable** given Camden County’s resources and leadership.
- **Strategic** for enabling Camden County to move forward on the most promising opportunities.
Key Issues Summary

1. Great strides toward collaboration have been made…however, activities among local EDOs and LGOs could be better coordinated.
2. Camden is heavily reliant on its military base.
3. New development within the county has not reflected the vision, goals, and objectives of community.
4. Recent development has not balanced residential expansion with economic development.
5. Water and wastewater infrastructure following rather than directing development.
6. Natural, cultural, and historic resources are disconnected.
Key Issues Summary

7. Existing transportation system lacks connectivity and transportation options.

8. Key corridors and interchanges are underperforming.

9. Camden’s potential for economic diversification depends upon growing a knowledge-based workforce.

10. Camden could be more proactive in addressing the needs of entrepreneurs and existing business and industry.

11. Camden is not reaching its full potential for optimizing tourism development opportunities.

12. Camden has the potential to be THE gateway to Georgia’s coast from Florida.
Issue

Residential construction has outpaced other types of development.

STRATEGIC GOAL RECOMMENDATION:
Evaluate the implications of development patterns on the tax base, environment, and ability to maintain a desirable quality of life, and diversify strategies accordingly.
Why?

Residential property dominates tax digest

<table>
<thead>
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<th>1994</th>
<th>2004</th>
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<tbody>
<tr>
<td>Residential</td>
<td>50.26%</td>
<td>59.48%</td>
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<tr>
<td>Agricultural</td>
<td>4.73%</td>
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<td>Commercial</td>
<td>20.35%</td>
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<tr>
<td>Industrial</td>
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<tr>
<td>Other</td>
<td>14.59%</td>
<td>13.47%</td>
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Source: Georgia Department of Revenue
Strategic Goal
Evaluate the implications of development patterns on the tax base, environment, and ability to maintain a desirable quality of life, and diversify strategies accordingly.

- Consider population projections by age in future land use
- Study short- and long-term fiscal impacts of land uses
- Conduct land use planning that balances housing and employment
- Proactively plan for future commercial and industrial development
Issue

Key corridors and interchanges are underperforming.

STRATEGIC GOAL RECOMMENDATION:
Create corridor and interchange management plans.
Landscaping creates continuity, land use and transportation match...
Planted median, pedestrian lighting, and seating

Why?
Lack of human scale

No landscaping

Stretches of pavement
Opportunities for infill and redevelopment

Underutilized land

Switch places
Widen for multi-use path

Trees

Lighting

Signage for wayfinding and marketing
Strategic Goal
Create corridor and interchange management plans.

- identify high-priority corridors and interchanges
- inventory existing conditions
- work with the community to develop a vision and goals
- compile an integrated corridor management plan
- craft agreements between jurisdictions
- adopt development regulations and design guidelines
- establish a process for evaluating proposed projects
- provide incentives for appropriate redevelopment
BeltLine
Health Impact Assessment
What is health?

Health is “a state of complete physical, social, and mental wellbeing, and not merely the absence of disease or infirmity.”

- Constitution of the World Health Organization (1948)
What is a HIA?

A Health Impact Assessment is “a combination of procedures or methods by which a policy, program, or project may be judged as to the effects it may have on the health of a population.”

- Gothenburg Consensus Paper (WHO Regional Office for Europe)
BeltLine Redevelopment Plan

SOURCE: ADA Redevelopment Plan, 2005
BeltLine Components

- Trail/Greenspace Network
- Transit Network

SOURCE: ADA Redevelopment Plan, 2005
BeltLine Components

- Redevelopment, Land Use Changes

SOURCE: ADA Redevelopment Plan, 2005
BeltLine HIA Goals

- Predict health consequences of BeltLine
- Involve stakeholders in the process
- Disseminate information to decision makers
Visualizing recommendations

SOURCE: ADA Redevelopment Plan, 2005
Visualizing recommendations

SOURCE: ADA Redevelopment Plan, 2005