

ECONOMIC DIVERSIFICATION OF BARROW COUNTY, GEORGIA:

Gateway Identification Study

Prepared for

The Barrow Industrial Development Authority
Barrow County Summit

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October, 2005
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Overview¹

Barrow County has experienced a 53.3 percent growth in population from 1990 to 2000 and the estimated 2004 population is slightly over 46,000. Indications are the county will continue to grow at a quicker pace than the rest of Georgia. Many of the Barrow residence commute outside the county to work and many spend their retail dollars outside the county.

The predicted high growth will present several challenges and opportunities over the next several years. Management of the forecasted growth is perhaps the biggest challenge facing the community today. Strategies and goals must be developed and implemented which allow Barrow County to manage this growth in a manner that yields economic development and quality of life benefits to its residents.

The Barrow County Economic Development Authority and Barrow Summit group are taking a proactive approach to the forecasted growth. They requested that Georgia Tech EDI conduct several studies focused on providing information to be considered as the community develops strategies and goals to meet the growth challenges.

The purpose of this study was to identify potential “Gateways” into Barrow County. Georgia Tech assembled a project team of professionals from the University of Georgia, the Georgia Department of Community Affairs, the Georgia Electric Membership Corporation and the Georgia Tech Economic Development Institute to conduct this study. The team has extensive experience assisting communities with various areas of economic development. The project teams experience includes retail, commercial and industrial development, economic development research, and quality growth management practices. The team identified five (5) potential gateways and entrance roadways that are considered to be through ways into the county.

Gateway Discussion

A gateway can either be a nodal gateway, a single point, located in a strategic area designed for economic development that encourages people to commute to a specific destination for work or to spend money. Or it can be a corridor gateway, designed to provide connectivity to and from a beginning and ending point. The corridor gateway may include nodal development design but also provides the connectivity which encourages visitors to venture deeper into the community. Additionally, the corridor provides residents access to the development at each end and along the corridor. In both cases quality growth best practices should be integrated into gateway development.

Methodology

The project team met with a community advisory team to determine the type of gateway the community desires and to define the target search area. The team was advised to identify potential “Corridor Gateways” and the search area was to be all major highways leading into the county. The following initial search criteria were developed and used to identify the initial gateway pool:

1. Major highways (State, US and Interstate) offering connectivity from outside the county to downtowns and commercial corridors
2. Significant commercial corridors and developments
3. Industrial Parks and developments
4. Local airports
5. Transportation connectivity among the cities

Using this criterion the team identified an initial pool of fifteen possible gateways. Table 1 list the initial gateway pool.

¹ For additional information see the companion reports “Economic Development Report Card for Barrow County” and “Summary of Local Stakeholders and Economic Development Partners Interviews.”

Exit 126 at I-85 and Hwy 211 has been an economic development boom for Barrow County for the past decade. The maturing of the Chateau Elan Winery and Resort has been the main economic engine fueling high-end residential and upscale retail, commercial and business development. Significant growth is occurring to the north-western side of the interchange with very little development occurring along Hwy 211 east toward Winder. While this development is good for the County it is isolated from the downtown districts and commercial corridors of Barrow County. This isolation has prevented the community from leveraging the development occurring in this area.

The team was advised the county has recently committed \$10 million to install water and sewer to the interchange at I-85 via Hwy 211. Additionally the community is considering a proposal to install a West Winder Bypass from Hwy 316 along Patrick Mill Road crossing Hwy 8 and connecting to Hwy 211. The resulting corridor from I-85 to Hwy 316 via Hwy 211 has the potential to become the major north-south connector for Barrow County.

Table 1: Initial Gateway Pool

	Description
1	Georgia Hwy 211 from I-85 to Georgia Hwy 8
2	Georgia Hwy 53 from Jackson County to Georgia Hwy 8
3	Georgia Hwy 11 from Jackson County to Georgia Hwy 8
4	Georgia Hwy 8 traversing the county east to west
5	Georgia Hwy 316 traversing the county east to west
6	The intersection of Patrick Mill Road & Hwy 316 to Georgia Hwy 8
7	The intersection of Georgia Hwy 81 & Hwy 316 to Georgia Hwy 8
8	The intersection of Georgia Hwy 11 & Hwy 316 to Georgia Hwy 8
9	The intersection of Georgia Hwy 53 & Hwy 316 to Georgia Hwy 8
10	The intersection of Georgia Hwy 211 & Hwy 316 to Georgia Hwy 8
11	Georgia Hwy 316 @ the Georgia Club *
	* Added at the request of the community advisory team

Additionally Georgia Highway 8 between Auburn and Statham was identified as the major commercial corridor providing connectivity between all but one of the cities (Bethlehem) in Barrow County. This roadway served as the primary east/west route until Georgia Highway 316 was constructed. Significant commercial, retail and industrial developments are present the entire length of the corridor. Commercial centers along this corridor serve the residents within

Barrow County with little to attract shoppers from outside the county. Stakeholders indicated their beliefs that residents are traveling outside Barrow County seeking higher end restaurants and shopping establishments. This belief was confirmed by the retail analysis completed by the University of Georgia Small Business Development Center.

Georgia Highway 316 is now the major east/west transportation corridor with a combined eastbound and westbound average annual daily traffic count in excess of 25,000 vehicles. Many of these commuters are simply passing through Barrow County. The commercial developments along Georgia Highway 8 are not sufficient to entice the commuters into the commercial district of the county. However, commercial developers are recognizing the potential for economic development along Georgia 316 and it is reported that several sizable commercial development projects are being planned at the interchange of Hwy 81 and Hwy 316 as well as others.

It was apparent to the team that planned growth and improved connectivity was needed between Georgia Highway 8 and Georgia Highway 316. The connectivity improvements will be necessary to provide residents access to the future developments along Georgia Highway 316. The gateway corridors should be planned very carefully to attract and encourage commuters and shoppers to visit the commercial and downtown districts of the cities. As commercial centers develop along Hwy 316 there will be an outward migration of commercial and retail establishments from Hwy 8 to Hwy 316. The county and downtown districts should actively identify in-fill and redevelopment strategies in the event this occurs.

Based on this analysis the gateway pool was reduced to the roadways with connectivity to the section of Georgia Highway 8 between Auburn and Statham. The gateway pool was reduced from eleven to nine (Table 2).

Table 2: Preliminary Gateway Pool 1

	Description
1	Georgia Hwy 211 from I-85 to Georgia Hwy 8
2	Georgia Hwy 53 from Jackson County to Georgia Hwy 8
3	Georgia Hwy 11 from Jackson County to Georgia Hwy 8
4	Patrick Mill Road between Georgia Hwy 316 and Georgia Hwy 8
5	Georgia Hwy 81 between Georgia Hwy 316 and Georgia Hwy 8
6	Georgia Hwy 11 between Georgia Hwy 316 and Georgia Hwy 8
7	Georgia Hwy 53 between Georgia Hwy 316 and Georgia Hwy 8
8	Georgia Hwy 211 between Georgia Hwy 316 and Georgia Hwy 8
9	Georgia Hwy 316 @ the Georgia Club

The team recognized the importance of Georgia Highways 53 and 11 north of Winder to Barrow County but concluded they were not potential gateways. However they should be designated as “Throughways” to protect their natural beauty and provide a positive view of Barrow County by travelers arriving from the North. These “Throughways” have limited opportunities at this time for

industrial or significant commercial growth. However they do provide access and mobility to the northern portion of the county.

Gateways

After further study the team reduced the gateways to five. For each gateway three GIS Maps were developed, additional information collected, and a “Gateway Analysis/Inventory Form” prepared. The information was analyzed and opportunities, challenges and recommendations were developed for each site. This information is available in the last section of this report titled “Gateway Analysis.” A brief summary of each gateway including a recommended development theme follows. For detailed information the reader should review the referenced figures and analysis sheet.

I-85 & Georgia Highway 211 (Figures 4, 5, 6)

The Hwy 211 Interchange of Interstate 85 stands to provide development opportunity for North Barrow County. The community development director indicates that the county government is considering a corridor overlay ordinance for Hwy 211 that will closely match that of nearby Braselton. The current existing uses of land along the highway (predominately low-density residential and agricultural south and east of I85, suburban uses north of the interchange) indicate that significant care will be necessary to develop the area in a manner that will not overwhelm those uses, but provide a mix of uses to enhance the existing community and increase the profitability of the area.

Patrick Mill Road (Figures 7, 8, 9)

The section of Patrick Mill Road located between Georgia Highway 316 and Georgia Highway 8. The proposed West Winder bypass will parallel most of this section of Patrick Mill, see mapping detail. The gateway is anchored at Georgia Highway 316 with the Barrow County Industrial Park, and at Georgia Highway 8 with mature industrial development. There is additional potential for industrial development along the corridor with good connectivity via feeder roadways to residential and commercial areas. It is recommended the community consider developing this gateway with an industrial theme.

Georgia Highways 81 & 11 (Figures 10, 11, 12)

Georgia Highway 81 is the main entrance into Downtown Winder from Atlanta and Georgia Highway 11 the main entrance into Downtown Winder from Athens. Fort Yargo is located between these highways and the current entrance into the park is from Hwy 81. The main entrance into the gateway will be the intersections at Georgia Highway 316. This area has the greatest potential for commercial development. The team was advised that several commercial developments projects are in the planning stages at the entrance this gateway. Significant land is available for future development. Downtown Winder is on the north end of these highways and is predominantly mature retail and commercial developments. This gateway has the potential to become the future commercial hub for Barrow County. It is recommended it be developed around a commercial theme.

Georgia Highway 53 between Georgia Highway 316 and 8 (Figures 13, 14, 15)

Highway 53 has very little development from the entrance at Georgia 316 to the exit at Georgia 8. This gateway offers access to the Winder-Barrow Airport, a golf course and has good feeder roads along the corridor with connectivity to industrial and residential properties. The corridor lends itself very well to a mixed use and it is recommended it be developed in a mixed use theme.

Georgia Highway 316 and the Georgia Club (Figures 16, 17, 18)

This gateway was selected due to its unique potential to tap into the entrepreneurial, historic and cultural synergies the city of Statham offers visitors and residents. The installation of planned walking and bike paths will offer connectivity between the residents of the Georgia Club and Downtown Statham. It is recommended this gateway be developed around a historic and entrepreneurial theme.

Common Challenges to all gateways

1. Traffic congestion along Georgia Highway 8
2. Maintenance and appearance of the Right-Of-Way between Georgia Highway 8 and the CSX Railroad
3. Provision for managed “Smart Growth” at the gateways
4. Improving the appearance of the corridor drives - upgrade widen roads, landscaping, wider Right-Of-Ways, set-backs, etc.

Next Steps

1. Identify and commission a Gateway Selection Team. The team should have representation from all stakeholders (city and county governments, private, professional and industrial sectors, etc)
2. Rank and prioritize gateways based on county goals and objectives
3. Seek and secure buy-in from city governments and county government, local businesses and industry
4. Document a development strategy for each gateway selected complete with short term goals, accountability and metrics
5. Harmonize the development strategy with all facets of economic development - Comprehensive plans, County & City zoning, land use plans, transportation plans, infrastructure development, industrial and downtown development authorities, local and county ordinances, water & sewer development, etc.)
6. Initiate plan implementation

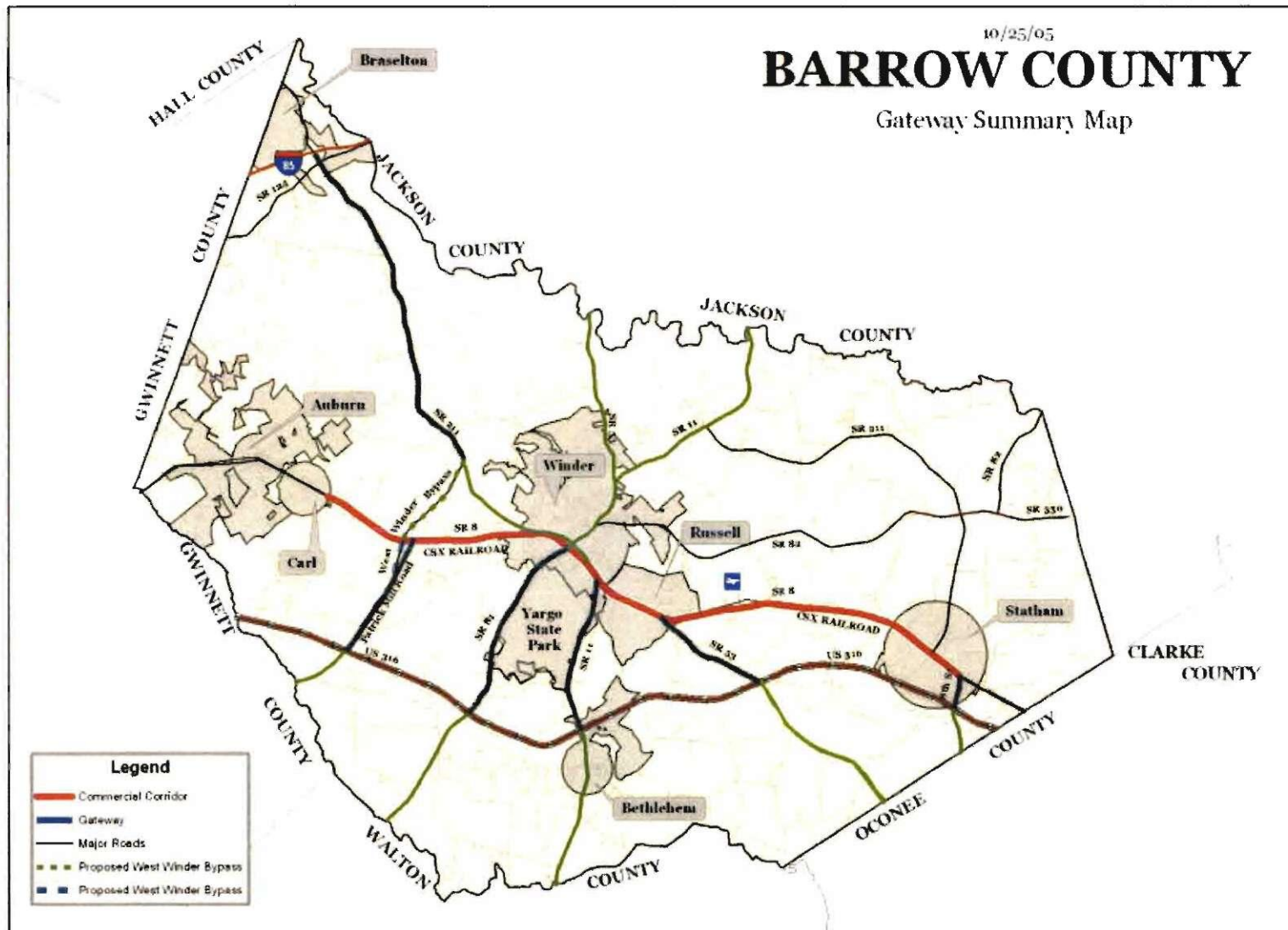


Figure 1

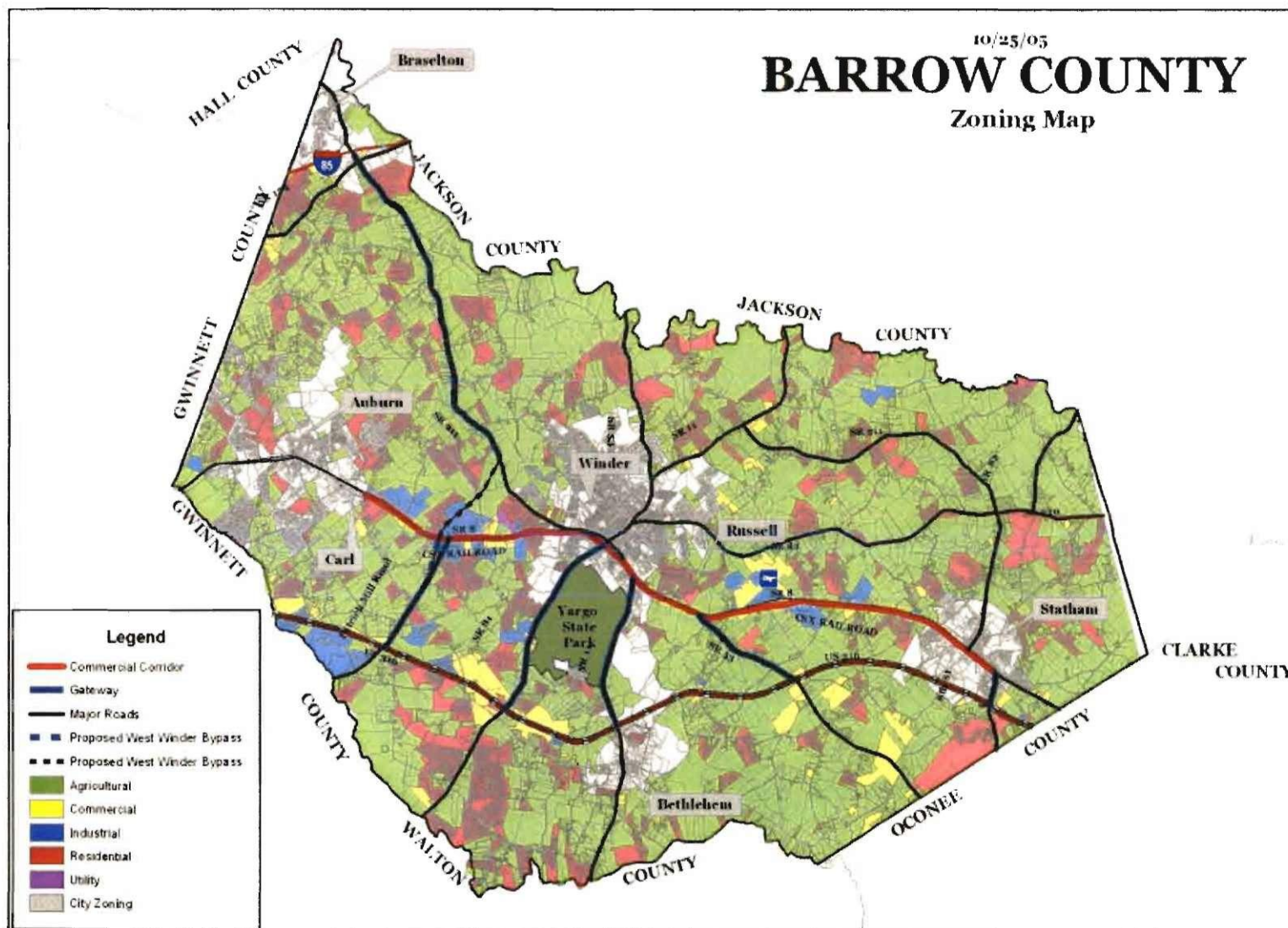


Figure 2

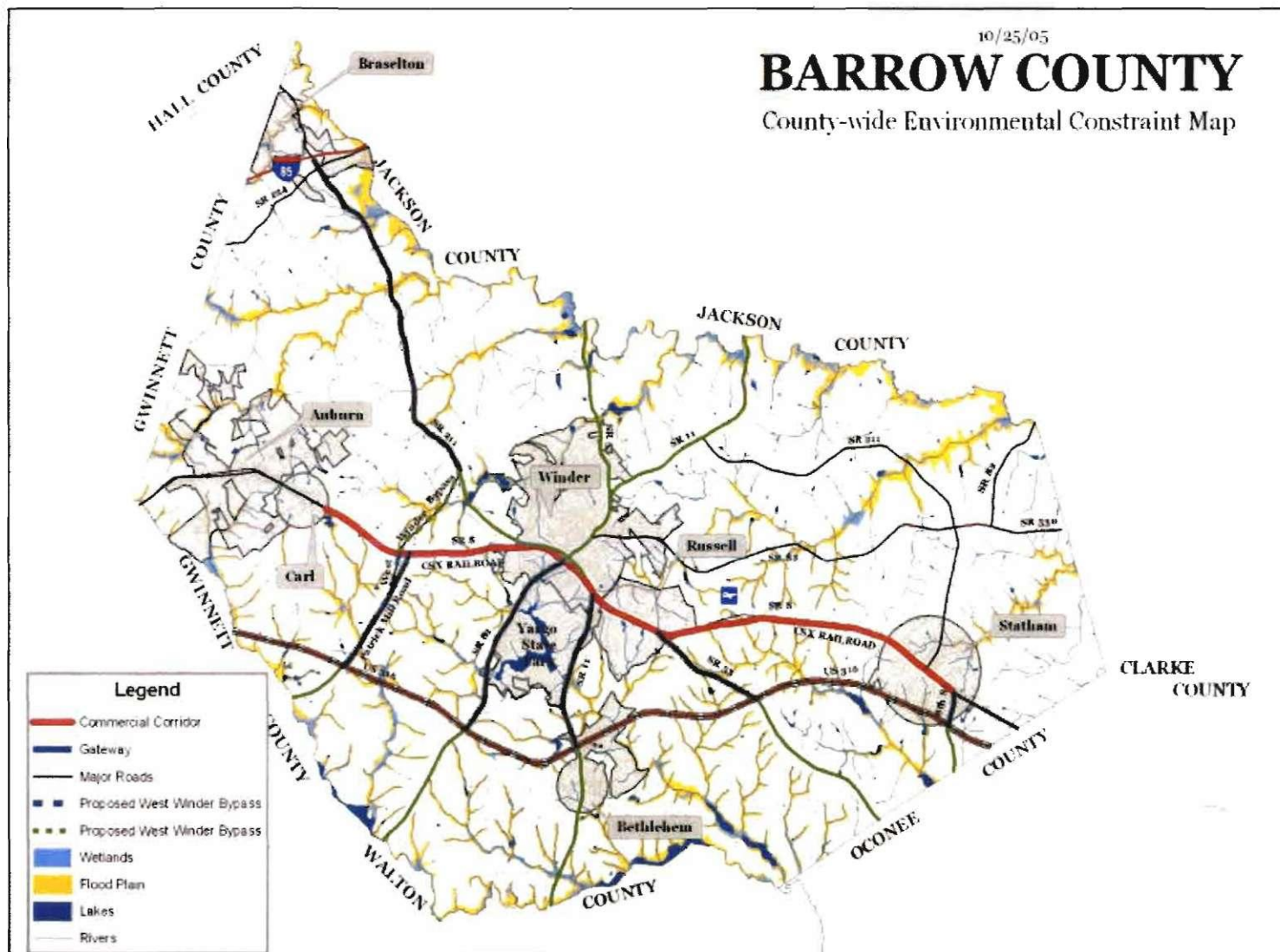


Figure 3

I-85 & Hwy 211

Barrow County
Gateway Analysis/Inventory form

Gateway ID	
	State HWY 211 between I-85 & State 8
Description	
	Hwy 211 is a paved two lane Georgia State Highway and is the county's only direct access to I-85 (Exit 126). The high-end Chateau Elan Winery & Resort located at this exit has been the economic engine driving development at the interchange. Development at the interchange is well diversified with most of the growth occurring on the north-western side of I-85. Hwy 211 east into Winder has an average annual daily traffic count of 12,285 (both directions). The county is considering a West Winder Bypass from Hwy 211 to Hwy 316 and has committed \$10 million to install water and sewer along Hwy 211 to the interchange.
Current Development²	
Entrance	All four quadrants at I-85 and Hwy 211 have been annexed into the City of Braselton and are significantly developed. The majority of the development is occurring in the two quadrants north of I-85 where the Chateau Elan Winery & Resort is located. Some development has occurred on the south-eastern side of I-85 between the interchange and Hwy 124.
Corridor	The corridor is relatively long, approximately 7 miles, and populated with primarily low density single family dwellings. According to county zoning maps there are no commercial or industrial properties along the corridor. Planned residential projects are beginning to be developed at the northern end of the corridor. The corridor intersects several county maintained roads offering connectivity to the interior of the county. These intersections could spur additional residential development and "nodal" retail/commercial development as the corridors develops.
Exit	The exit of this corridor is the intersection of the proposed Winder Bypass at Hwy 211. At the present time the zoning at the exit is predominantly agricultural. It is anticipated nodal development will begin to occur once the Bypass has been completed.
Current Zoning³	
Entrance	All four quadrants at I-85 have been annexed into the city of Braselton and exact zoning was not determined.
Corridor	Predominantly agricultural (A) and agricultural residential (AR)
Exit	Agricultural (A) with some residential (R)
Traffic Count⁴	
	I-85 Northbound - 68,880 I-85 Southbound - 55,430 Hwy 211 north of I-85 - 12,256 Hwy 211 south of I-85 - 12,285

² Analysis based on community visits, aerial photography, and parcel information provided by Barrow County

³ Analysis based on county zoning information provided by Barrow County

⁴ 2004 Annual Average Daily Traffic (AADT) provided by the Georgia Electric Membership Corporation and the Georgia Department of Transportation

Nodal Population ⁵					
	Location	1- Mile	3- Miles	5- Miles	10-Miles
	Intersection of Hwy 211 & I-85	647	6,632	26,148	131,428
Environmental Constraints ⁶					
	NWI Wetlands - Nominal presence 100 Year Flood Plains - Nominal presence				
Opportunities					
	1. Commercial development between Hwy 124 and I-85 2. Industrial development (warehouse/distribution) at I-85 3. Some residential development along Hwy 211 east into Winder 4. Household income within a 3-mile radius is very strong. 5. Traffic counts are high compared with Hwy 316.				
Challenges					
	1. Building upon the Chateau Elan reputation AND enticing visitors to the Barrow side of I-85. 2. This exit on I-85 is between two interchanges that have developments established and growing (Exit 20 - Hamilton Mill and Exit 129 - Hwy 53) 3. There is no destination or recreational facilities on Hwy 211 leading into Winder.				
Recommendations					
	1. Develop this Gateway with high-end commercial and high-end residential. 2. Establish Land Use Plans and overlays that support his vision. 3. Assess the intersection where the proposed by-pass meets Hwy 211				

⁵ 2004 estimate provided by the Georgia Electric Member Corporation and the Jackson Electric Membership Corporation

⁶ NWI Wetlands and 100 Year Flood Plain data from the GIS Clearing House

Figure 4

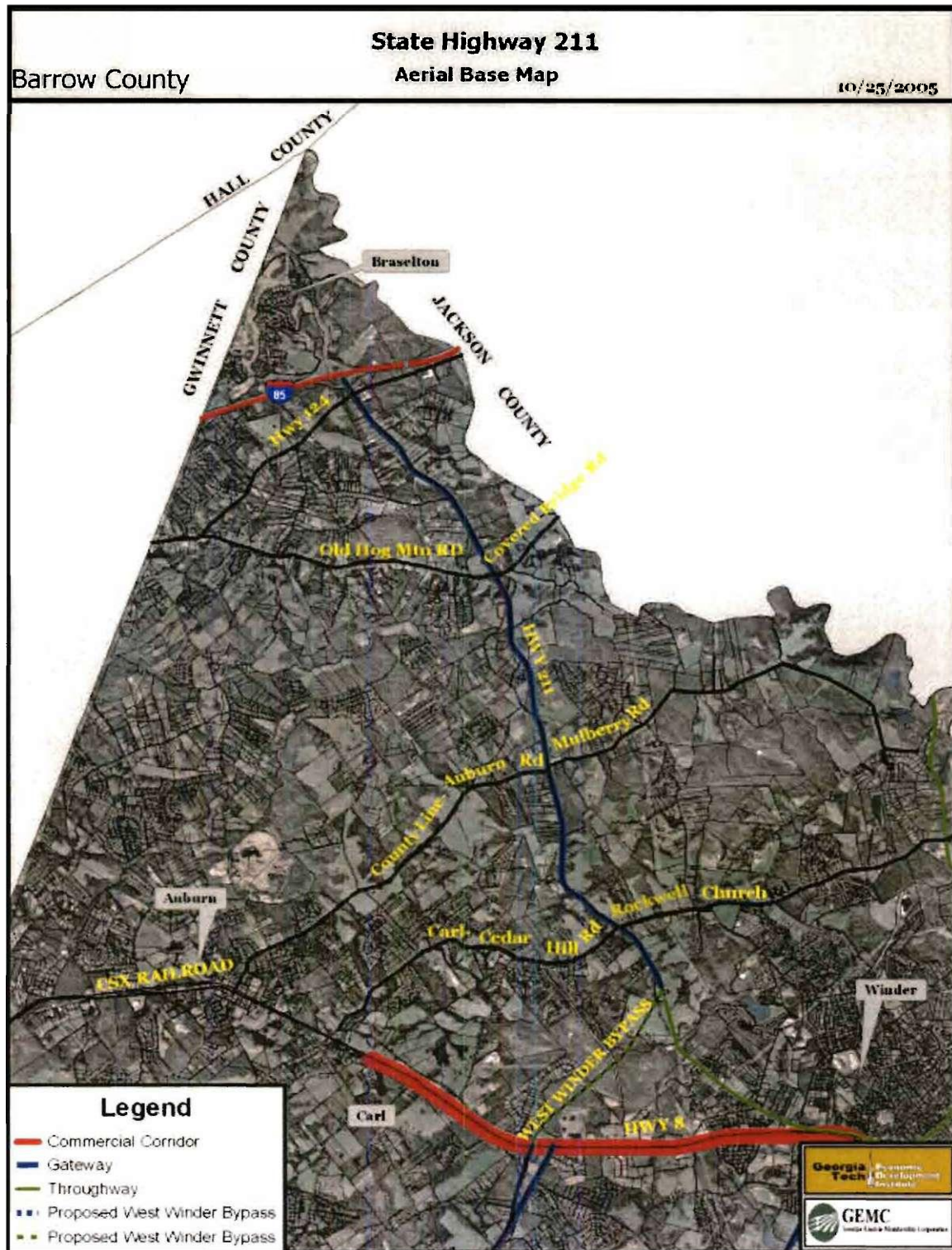


Figure 5

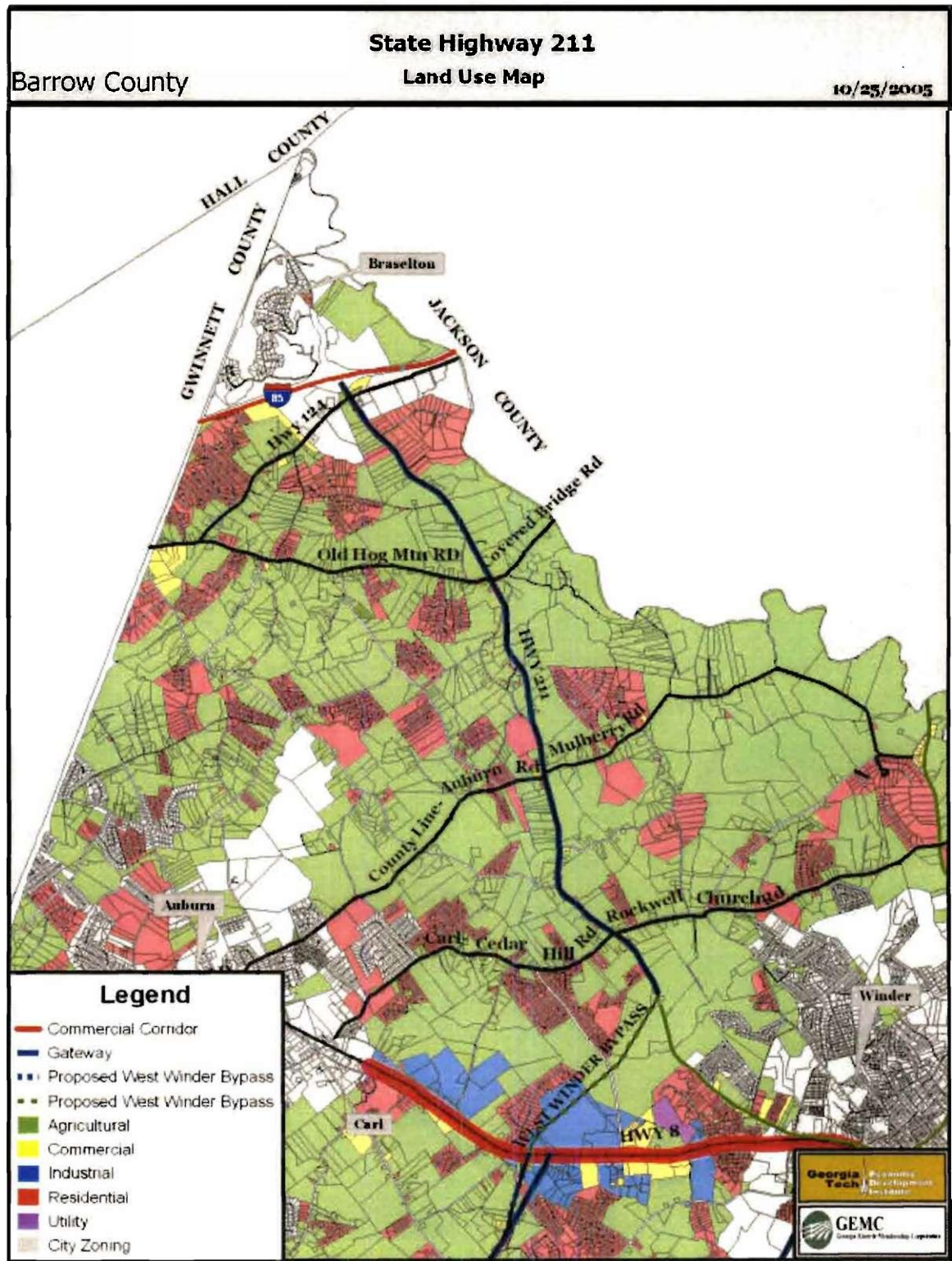
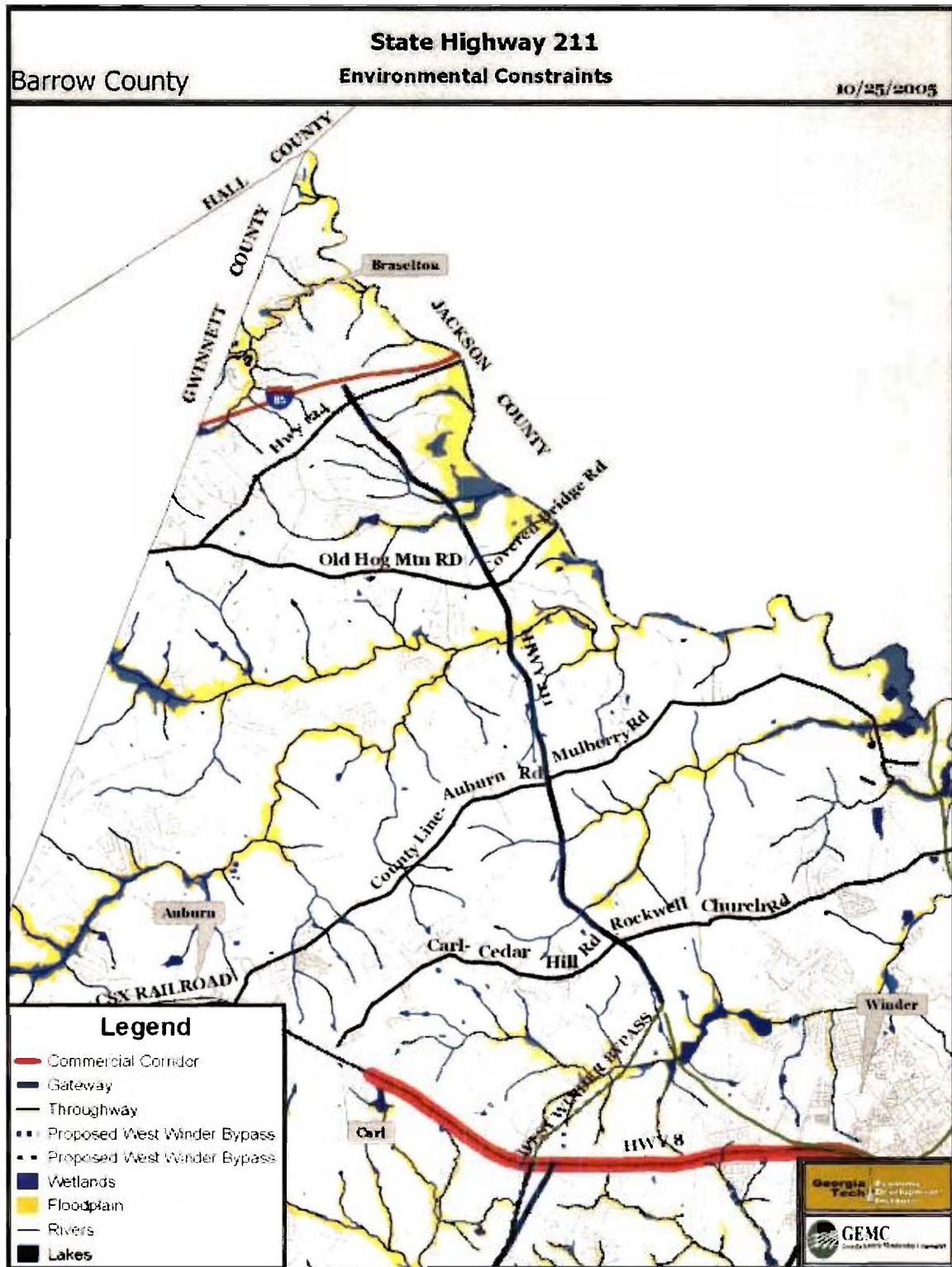


Figure 6



Patrick Mill Road

Barrow County Gateway Analysis/Inventory form					
Gateway ID					
	Patrick Mill Road between State Highways 316 & 8				
Description	Patrick Mill Road is a paved two lane county maintained road connecting State Hwy 316 (University Parkway) to State Hwy 8. Traveling east on Hwy 316 from Gwinnett County, Patrick Mill Road is the first major interchange on Hwy 316 in Barrow County.				
Current Development⁷					
Entrance	<p>The entrance to Patrick Mill Road from Hwy 316 is relatively undeveloped.</p> <ol style="list-style-type: none"> 1. NW Quadrant - 30 acre residence with significant frontage on Hwy 316 2. NE Quadrant - vacant 30 acre parcel with significant frontage to Hwy 316. A communications tower is located on the property. 3. SW Quadrant - small parcels (approximately 7 acres) advertised "For Sale." Property in this quadrant is adjacent to the Industrial Park. 4. SE Quadrant - undeveloped acreage with significant frontage on Hwy 316 and Patrick Mill Road. 				
Corridor	The corridor is populated with mostly low density residential developments. Pockets of light commercial development are present at road interchanges.				
Exit	The interchange at Patrick Mill Road and US 8 is fully developed. The developments are predominantly industrial with some commercial.				
Current Zoning⁸					
Entrance	Mixture of agricultural (AG) and commercial (C)				
Corridor	Predominately agricultural (AG) and agricultural-residential (AR)				
Exit	Predominantly industrial (I) with sprinkling of commercial (C)				
Traffic Count⁹					
	Hwy 316 eastbound - 16,174 Hwy 316 westbound - 16,035				
Nodal Population¹⁰					
	Location	1- Mile	3- Miles	5- Miles	10-Miles
	Highway 316 at Highway 324	986	10,705	31,259	105,858
Environmental Constraints¹¹					
	<p>NWI Wetlands - Nominal presence</p> <p>100 Year Flood Plains - Nominal presence</p>				
Opportunities					
	<ol style="list-style-type: none"> 1. Expansion of industrial development 2. Potential commercial development at Hwy 316 & the intersection of 324 (Carl Bethlehem Road) 				

⁷ Analysis based on community visits, aerial photography, and parcel information provided by Barrow County⁸ Analysis based on county zoning information provided by Barrow County⁹ 2004 Annual Average Daily Traffic (AADT) provided by the Georgia Electric Membership Corporation and the Georgia Department of Transportation¹⁰ 2004 estimate provided by the Georgia Electric Member Corporation and the Jackson Electric Membership Corporation¹¹ NWI Wetlands and 100 Year Flood Plain data from the GIS Clearing House

Challenges	
	<ol style="list-style-type: none">1. Traffic congestion on Georgia Highway 82. Land use management at Hwy 316 and the corridor3. Protection of agricultural enterprises along Patrick Mill Road, Insensitive development may hasten the decline of formerly viable agricultural land
Recommendations	
	<ol style="list-style-type: none">1. Develop this gateway with an industrial theme to include acquisition or optioning of land and aggressive marketing strategy2. Develop land use plan that supports the community goals and objectives and harmonize with all facets of economic development3. Identify working, economically productive agricultural interests along Patrick Mill Road and create strategies to integrate new development in a way that will not diminish existing farming activities

Figure 7

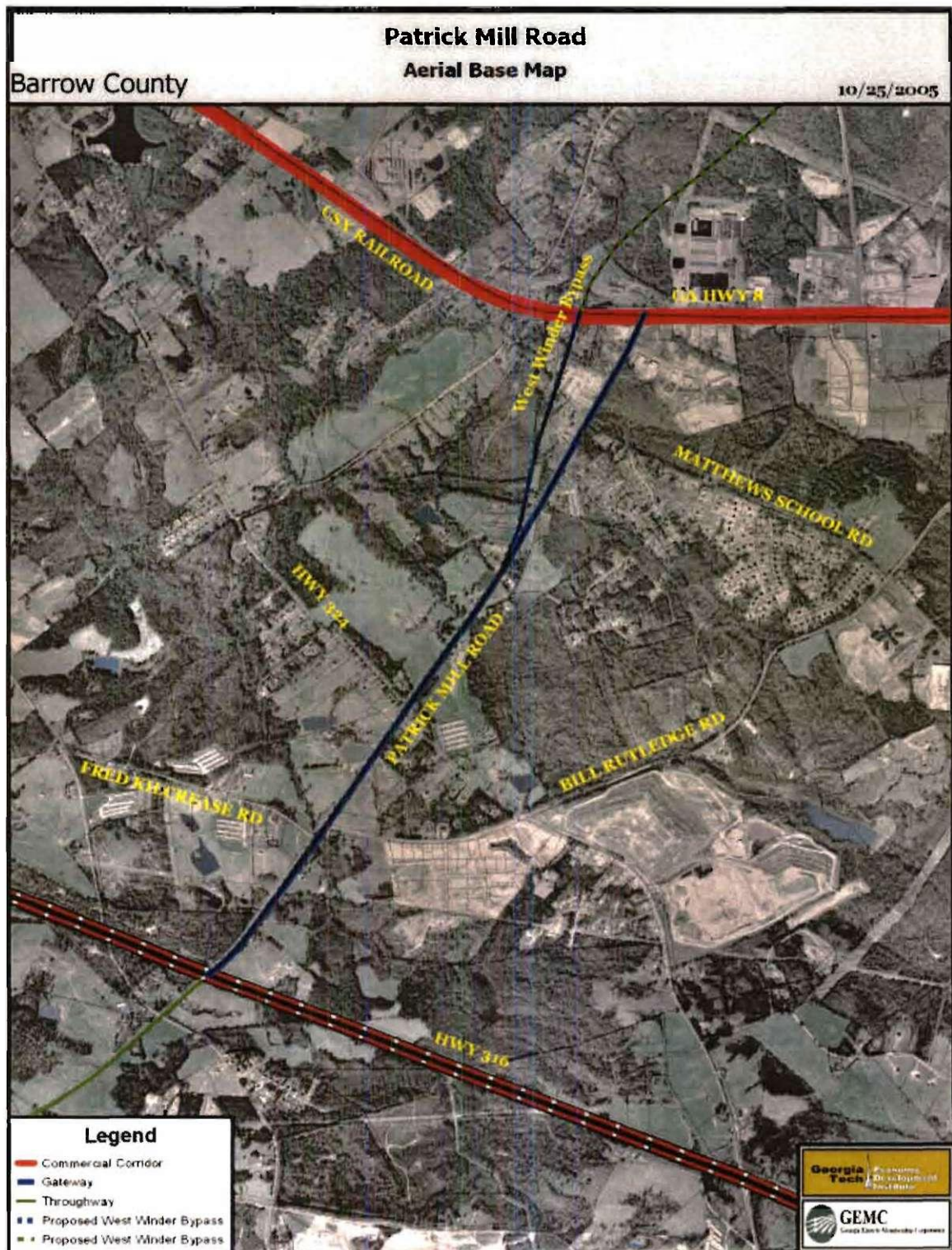


Figure 8

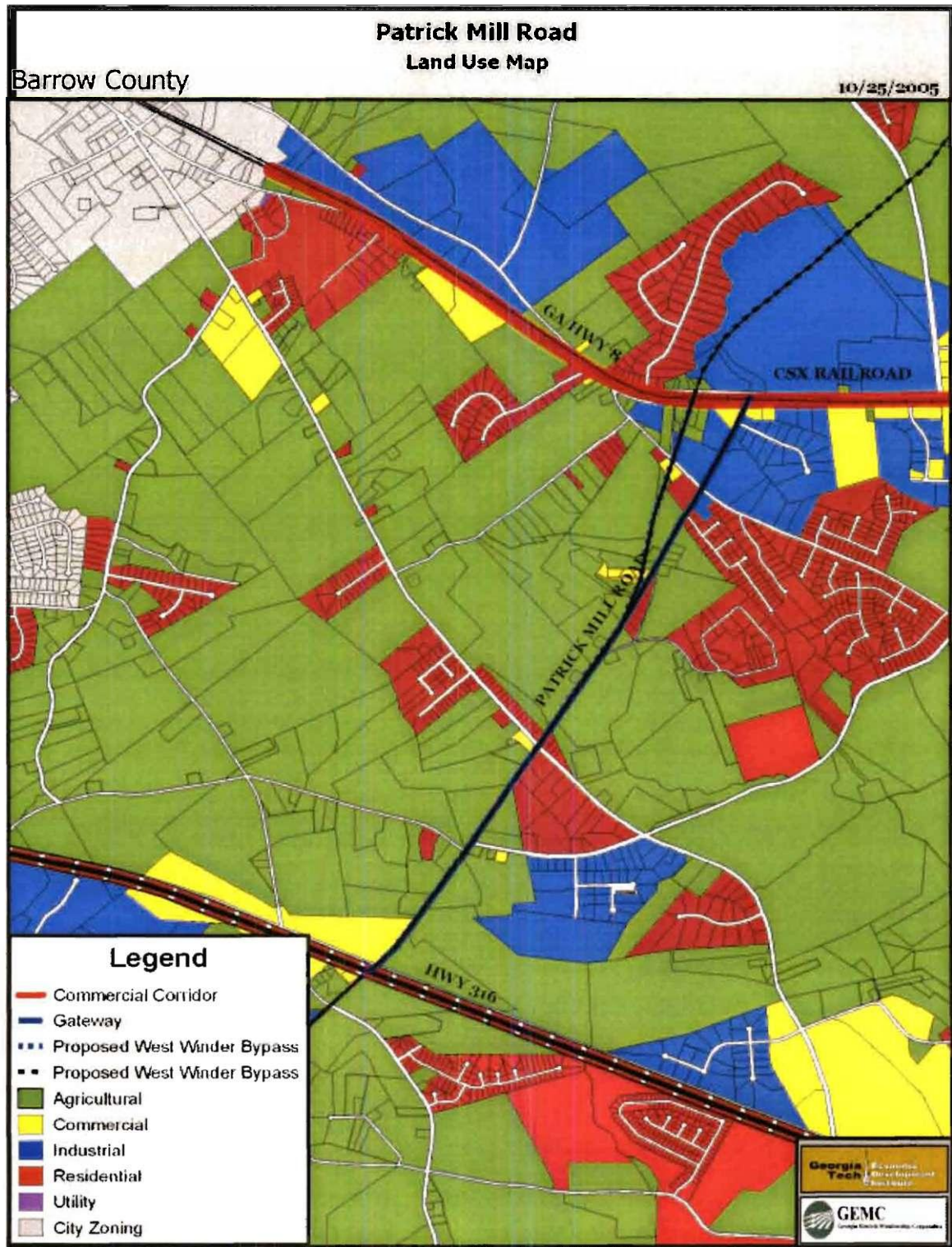
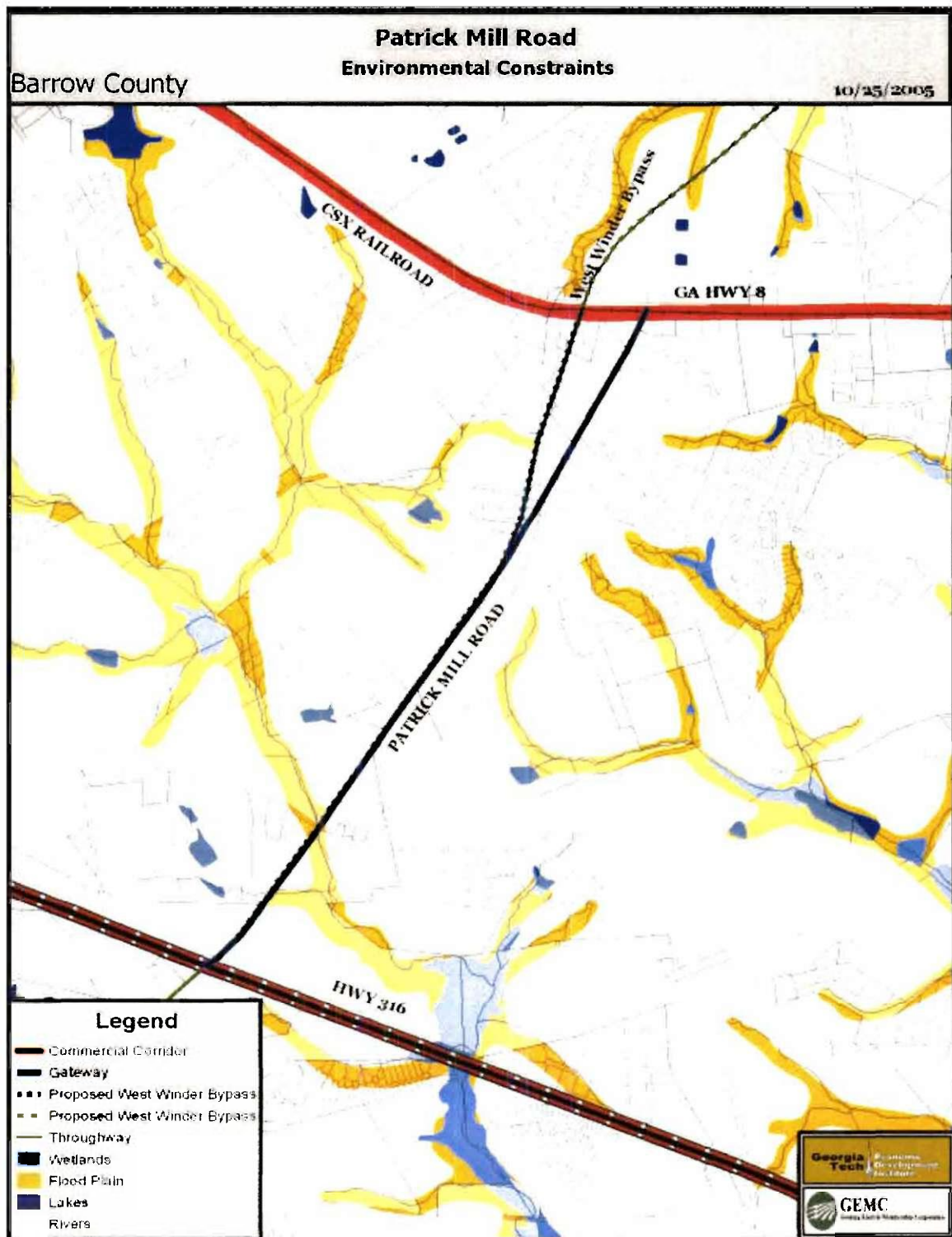


Figure 9



State Hwys 81 & 11

Barrow County Gateway Analysis/Inventory form

Gateway ID	
	State Highways 81 & 11 between State Highways 316 and 8
Description	
	The project team views Highways 81 and 11 to be a single gateway. These highways are paved two lane State highways connecting Hwy 316 (University Parkway) to downtown Winder and State Hwy 8. The highways serve as the eastern and western boundary for the 800 acre + Yargo State Park.
Current Development ¹²	
Entrance	<p>State Highway 81 -primarily undeveloped</p> <ol style="list-style-type: none"> 1. NW Quadrant - Primarily undeveloped land with significant frontage to Hwy 316 and Hwy 81. High visibility from Hwy 316 with direct access to Hwy 316 and 81. 2. NE Quadrant - Undeveloped frontage along Hwy 316 & 81 and advertised as for sale. Good visibility from Hwy 316 with direct access to Hwy 316 and 81. 3. SW Quadrant - Undeveloped and zoned commercial with the exception of one parcel zoned residential. Good visibility and frontage to Hwy 316 with direct access to Hwy 316, 81 and arterial road. 4. SE Quadrant - Primarily undeveloped parcels with significant frontage to Hwy 316 and 81. Good visibility from Hwy 316 with direct access to Hwy 316, 81 and an arterial road. <p>State Highway 11 - primarily undeveloped</p> <ol style="list-style-type: none"> 1. NW Quadrant - Undeveloped land with frontage to Hwy 316 and 11. Good visibility from Hwy 316 & 11 and offers direct access to both. There are a large defining wetlands and flood plains to the west. Parcels are within the city limits of Bethlehem. 2. NE Quadrant - Undeveloped land with frontage to Hwy 316 and 11. Good visibility from Hwy 316 & 11 and offers direct access to both highways. A significant flood plain finger is present almost immediately to the north. Parcels are within the city limits of Bethlehem. 3. SW Quadrant - Parcels with immediate frontage to Hwy 316 & 11 are low density residential development and within the city limits of Bethlehem. Back parcel has good visibility to Hwy 316 but does not offer direct access. 4. SE Quadrant - Primarily residential development with mixture of light commercial.
Corridor	<p>State Highway 81 The corridor consists of a mixture of agricultural, residential, commercial and light industrial developments on the east side of the highway. Yargo State Park bounds almost two-thirds of the eastern side of the road and the main entrance to the park is from Hwy 81. A new mixed-use development called "Resource Park" is in the final stages of completion approximately mid way of the corridor.</p> <p>State Highway 11 Much of this corridor is bounded by Yargo State Park to the west and the city limits of Winder to the east. The land use is a mixture of agricultural, residential, and light commercial along the corridor.</p>

¹²Analysis based on community visits, aerial photography, and parcel information provided by Barrow County

Exit	<p>State Highway 81 The area at the interchange of Hwy 81 and 8 is fully developed with mature establishments. The community should consider redevelopment options/opportunities for the older structures in this area. Traffic tends to be congested especially during the peak travel times.</p> <p>State Highway 11 Again the area at the interchange of Hwy 11 and 8 is fully developed with mature establishments. The community should consider redevelopment options/opportunities and strategies for this area. Traffic tends to be congested especially during the peak travel times.</p>					
Current Zoning¹³						
Entrance	<p>State Highway 81 Predominantly commercial (C) and agricultural (AG. AR).</p> <p>State Highway 11 Predominantly agricultural</p>					
Corridor	<p>State Highway 81 Generally evenly divided between residential (R), agricultural (AR) and some Industrial (I).</p> <p>State Highway 11 Predominantly agricultural (AG)</p>					
Exit	<p>State Highway 81 Within the city limits of Winder and mainly retail (R) and commercial (C)</p> <p>State Highway 11 Within the city limits of Winder and mainly retail (R) and commercial (C)</p>					
Traffic Count¹⁴						
	Highway 316 eastbound - 12,871 westbound - 9,317					
Estimated Nodal Population¹⁵						
	Location	1- Mile	3- Miles	5- Miles	10-Miles	
	Highway 316 at Highway 11	1,129	10,230	26,018	89,166	
	Highway 316 at Highway 81	1,020	10,365	29,258	102,435	
Environmental Constraints¹⁶						
	<p>NWI Wetlands - small presence of wetlands</p> <p>100 Year Flood Plain - small presence of flood plains.</p>					
Opportunities						
	<ol style="list-style-type: none"> 1. leverage the benefits of Yargo State Park 2. Gateway has the potential to become the commercial hub of Barrow County 					
Challenges						
	<ol style="list-style-type: none"> 1. Traffic congestion at Georgia Highway 8 2. Railroad crossing at Downtown Winder 					

¹³ Analysis based on county zoning information provided by Barrow County

¹⁴ 2004 Annual Average Daily Traffic (AADT) provided by the Georgia Electric Membership Corporation and the Georgia Department of Transportation

¹⁵ 2004 estimate provided by the Georgia Electric Member Corporation

¹⁶ NWI Wetlands and 100 Year Flood Plain data from the GIS Clearing House

	<ol style="list-style-type: none">3. Roadway corridor Improvements to Hwy 81 & 114. Land available for development is limited to the area between Yargo State Park and Hwy 3165. Redevelopment of Downtown Winder
Recommendations	
	<ol style="list-style-type: none">1. Develop the gateway with a commercial theme2. Determine the best business mix to enhance the existence of Fort Yargo State Park within the community. Develop strategies to recruit needed businesses and services3. Consider creating a pedestrian-bike plan for the entire Gateway area (Hwys 11 and 81 from 316 to State 81). Fort Yargo has a growing reputation as a good facility for triathlon and adventure racing events. Creating additional opportunities for mobility and recreation will provide new opportunities for Fort Yargo, downtown Winder, and new development near 316

Figure 10

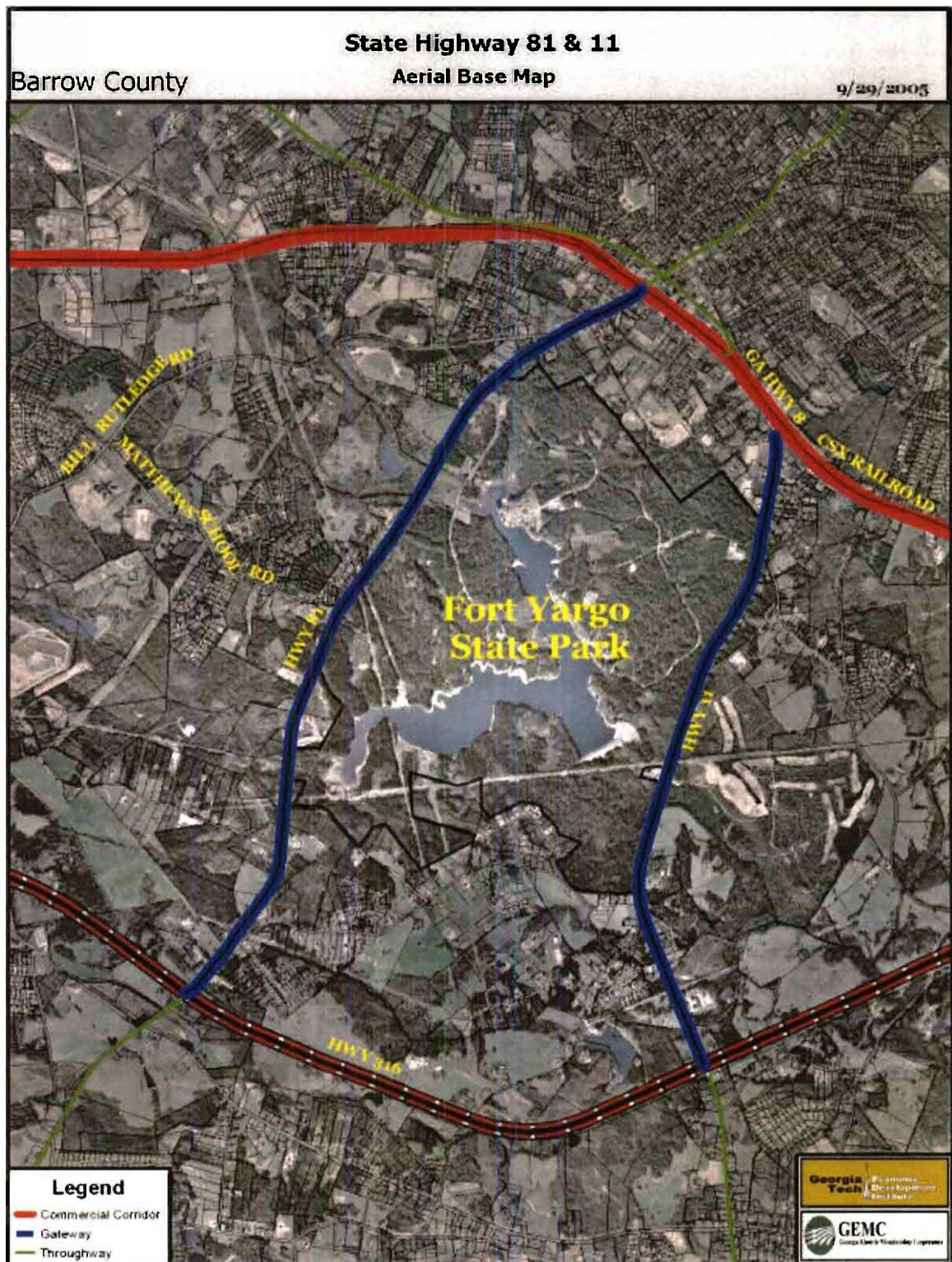


Figure 11

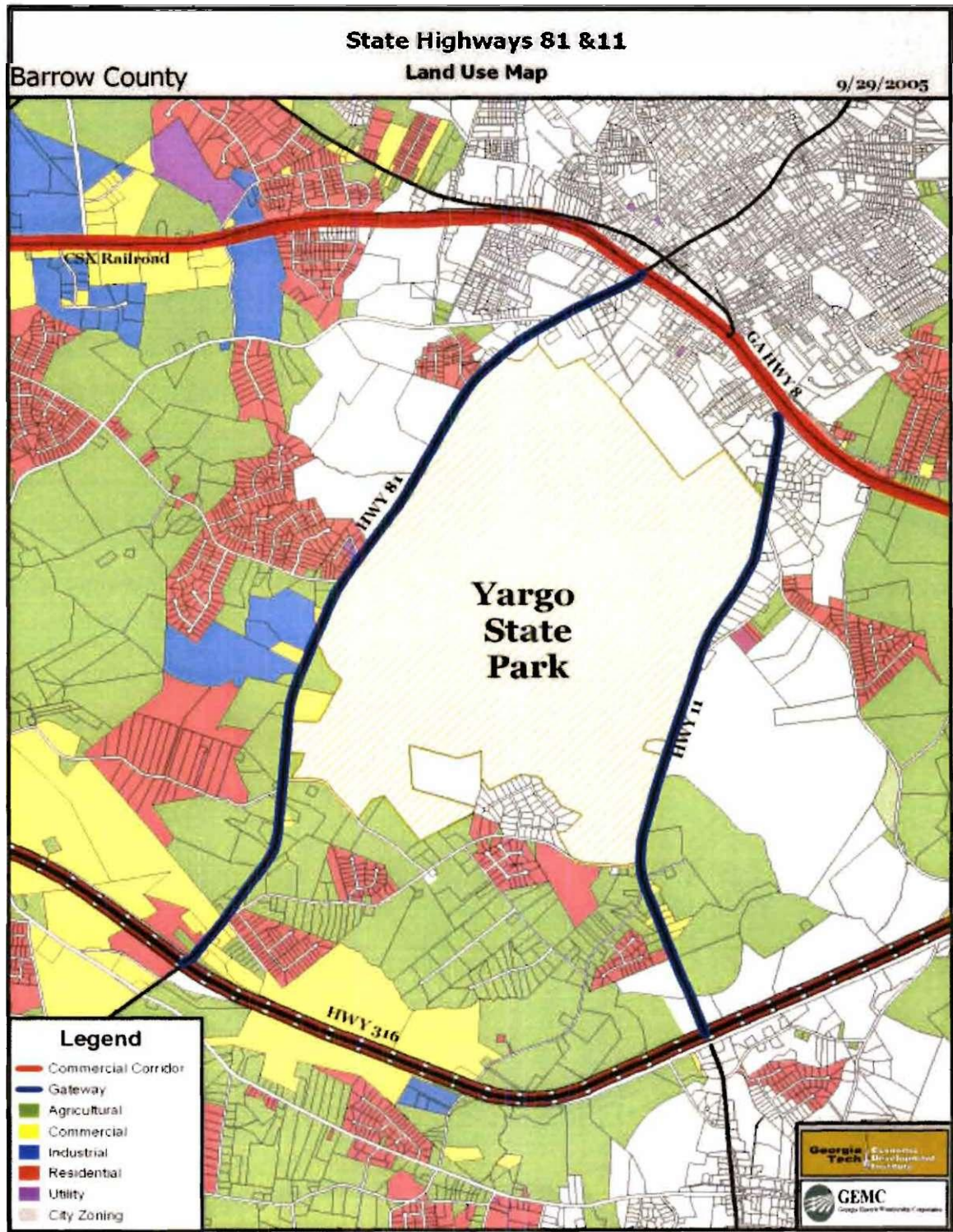
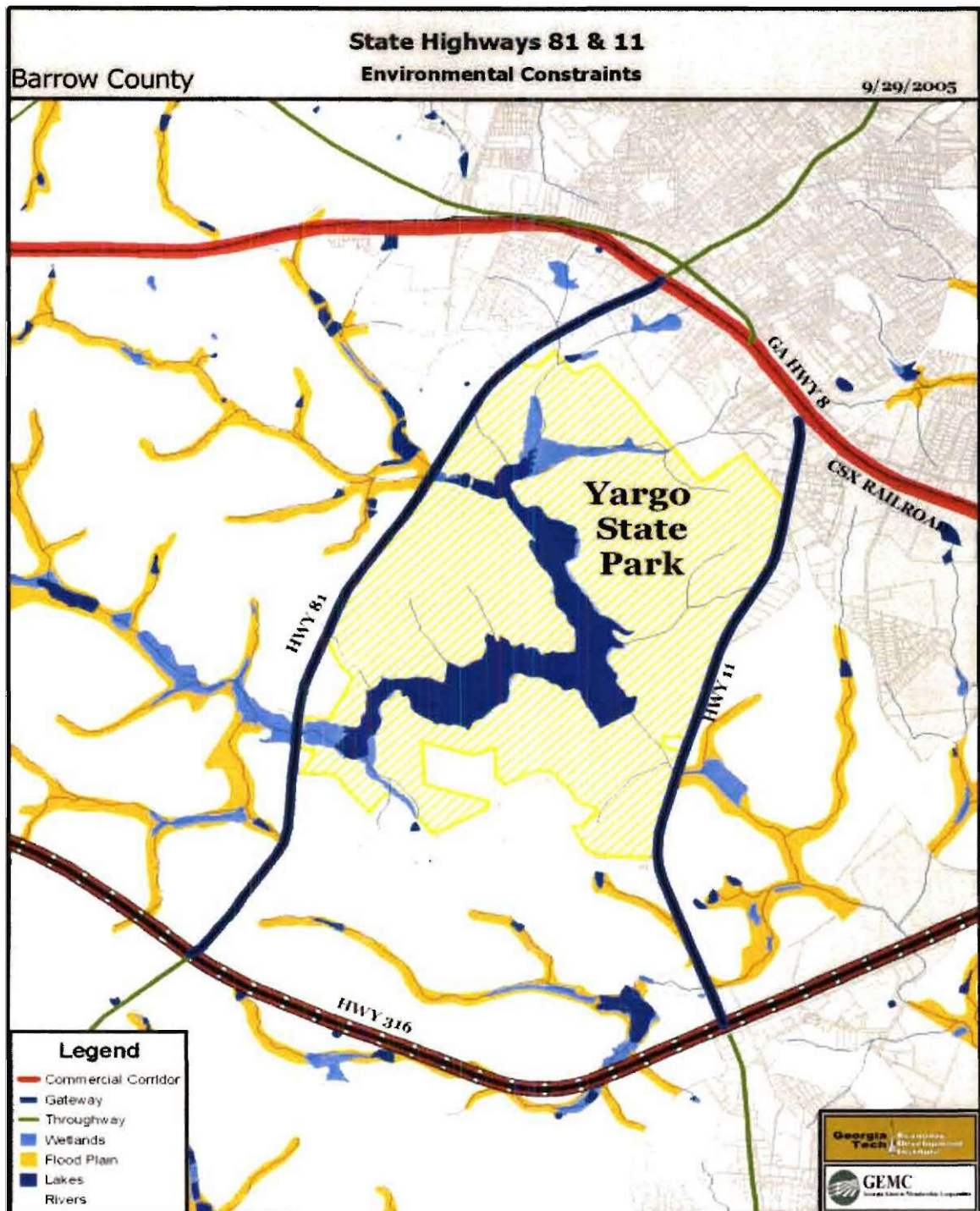


Figure 12



Georgia Highway 53

Barrow County Gateway Analysis/Inventory form											
Gateway ID											
	State Highway 53 between State Hwys 316 & 8										
Description											
	Highway 53 (Hog Mountain Road) is a paved two lane state highway connecting State Highways 319 (University Parkway) and 8.										
Current Development¹⁷											
Entrance	<p>The entrance to State Hwy 53 from Hwy 316 is relatively undeveloped.</p> <ol style="list-style-type: none"> 1. NW Quadrant - significant parcels of undeveloped land with high visibility, frontage, and direct access to Hwy 316 & 53. Good connectivity and frontage to arterial road aligned parallel to Hwy 316. 2. NE Quadrant - significant parcels of undeveloped land with high visibility, frontage direct access to Hwy 316 & 53. Good connectivity and frontage to arterial road aligned parallel to Hwy 316. 3. SW Quadrant - Large commercial development fronts Hwy 53. Significant back parcel with high visibility and frontage to Hwy 316. This parcel offers direct access to Hwy 316 via a small frontage at Hwy 316 & 53. 4. SE Quadrant - relatively small parcels fronting Hwy 53 have commercial developments. Several back parcels front Hwy 316 (no access) and offer potential for light commercial development 										
Corridor	The corridor is comprised of mostly large parcels of agricultural land. The corridor offers good connectivity to east/west and north/south feeder roads. A redevelopment opportunity exists for a relatively large residential development that appears to have been started and abandoned.										
Exit	The interchange at State Hwy 8 has commercial development to the east and a golf course to the west. The interchange has recently been improved offering better access to State hwy 8.										
Current Zoning¹⁸											
Entrance	The relatively small frontage parcels in all four quadrants along Hwy 316 & 53 are zoned commercial (C). The back parcels are zoned agricultural (AG)										
Corridor	Predominately agricultural (AG)										
Exit	Primarily agricultural with frontage parcels commercial (C)										
Traffic Count¹⁹											
	Hwy 316 eastbound - 10,743 Hwy 316 westbound - 10,907										
Nodal Population²⁰											
	<table border="1"> <thead> <tr> <th>Location</th> <th>1- Mile</th> <th>3- Miles</th> <th>5- Miles</th> <th>10-Miles</th> </tr> </thead> <tbody> <tr> <td>Highway 316 at Highway 53</td> <td>1,021</td> <td>9,035</td> <td>26,006</td> <td>74,707</td> </tr> </tbody> </table>	Location	1- Mile	3- Miles	5- Miles	10-Miles	Highway 316 at Highway 53	1,021	9,035	26,006	74,707
Location	1- Mile	3- Miles	5- Miles	10-Miles							
Highway 316 at Highway 53	1,021	9,035	26,006	74,707							

¹⁷ Analysis based on community visits, aerial photography, and parcel information provided by Barrow County¹⁸ Provided by Barrow County¹⁹ 2004 Annual Average Daily Traffic (AADT) provided by the Georgia Electric Membership Corporation and the Georgia Department of Transportation²⁰ 2004 estimate provided by the Georgia Electric Member Corporation

Environmental Constraints²¹	
	Limited presence of NWI Wetlands and several fingers of 100 Year Flood Plains primarily along streams.
Opportunities	
	<ol style="list-style-type: none"> 1. Ample undeveloped land 2. Provide access to Winder-Barrow Airport 3. Good corridor feeder roads
Challenges	
	<ol style="list-style-type: none"> 1. Corridor roadway improvements 2. Land management - protection for future development 3. Abandoned residential development midway through the corridor 4. Existing, established low-density residential uses must be considered when contemplating new development options
Recommendations	
	<ol style="list-style-type: none"> 1. Develop around a mixed use theme mixture of professional, commercial and light industrial 2. Consider mixed-use design options that will enhance existing uses and provide new opportunities for residents along the Highway 3. Promote interconnectivity among new development to decrease the potential for future traffic congestion along the state highway

²¹ NWI Wetlands and 100 Year Flood Plain data from the GIS Clearing House

Figure 13

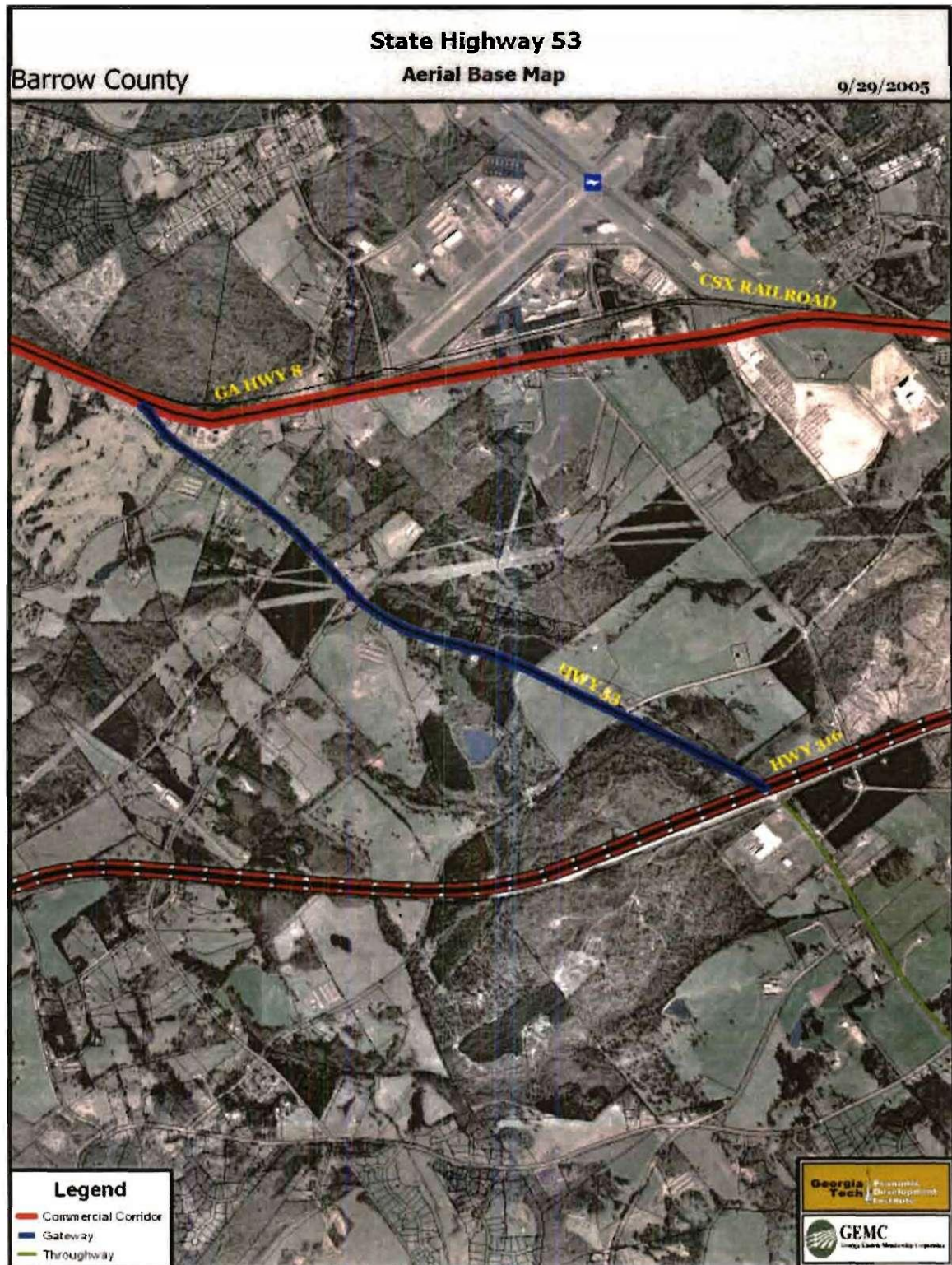


Figure 14

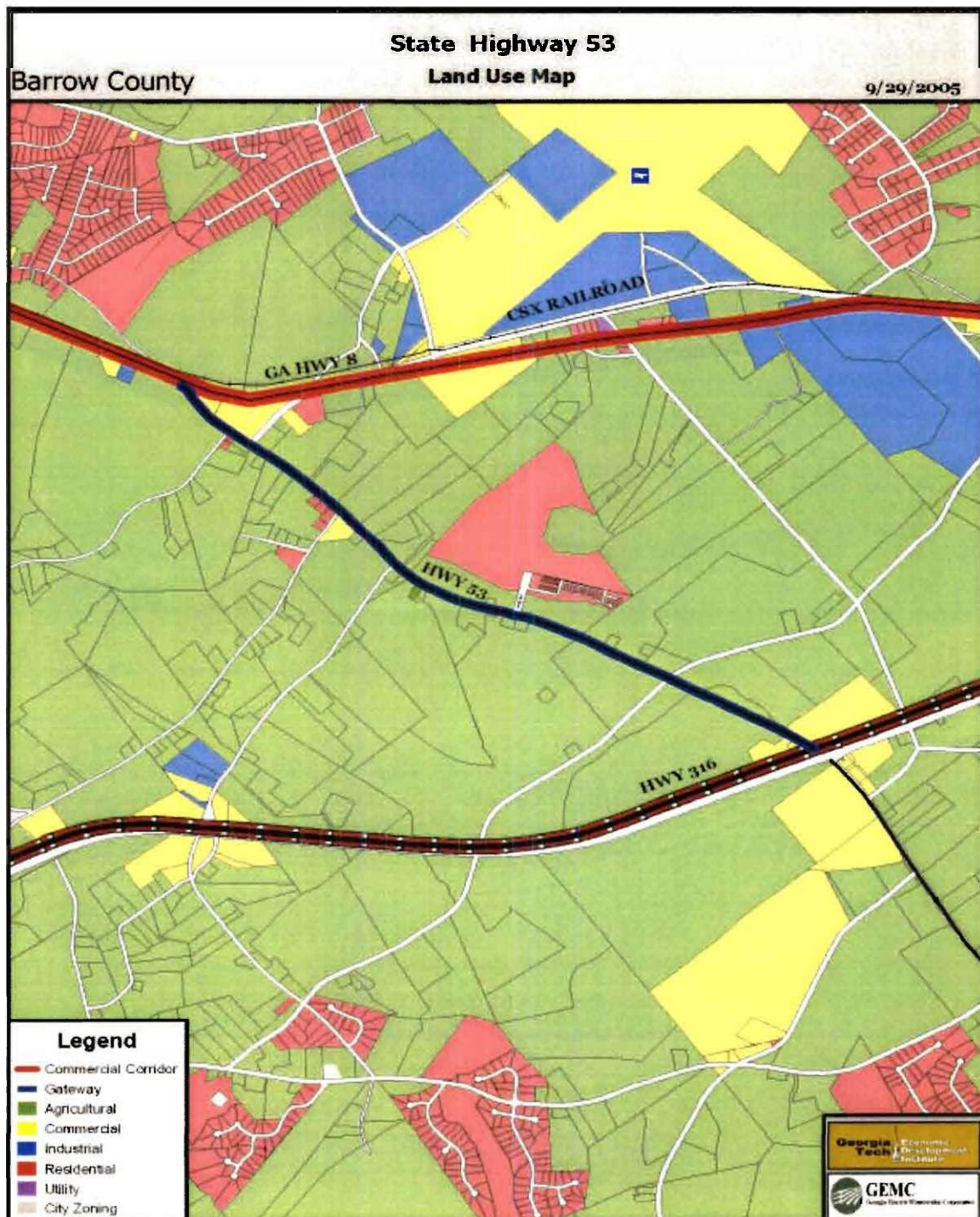
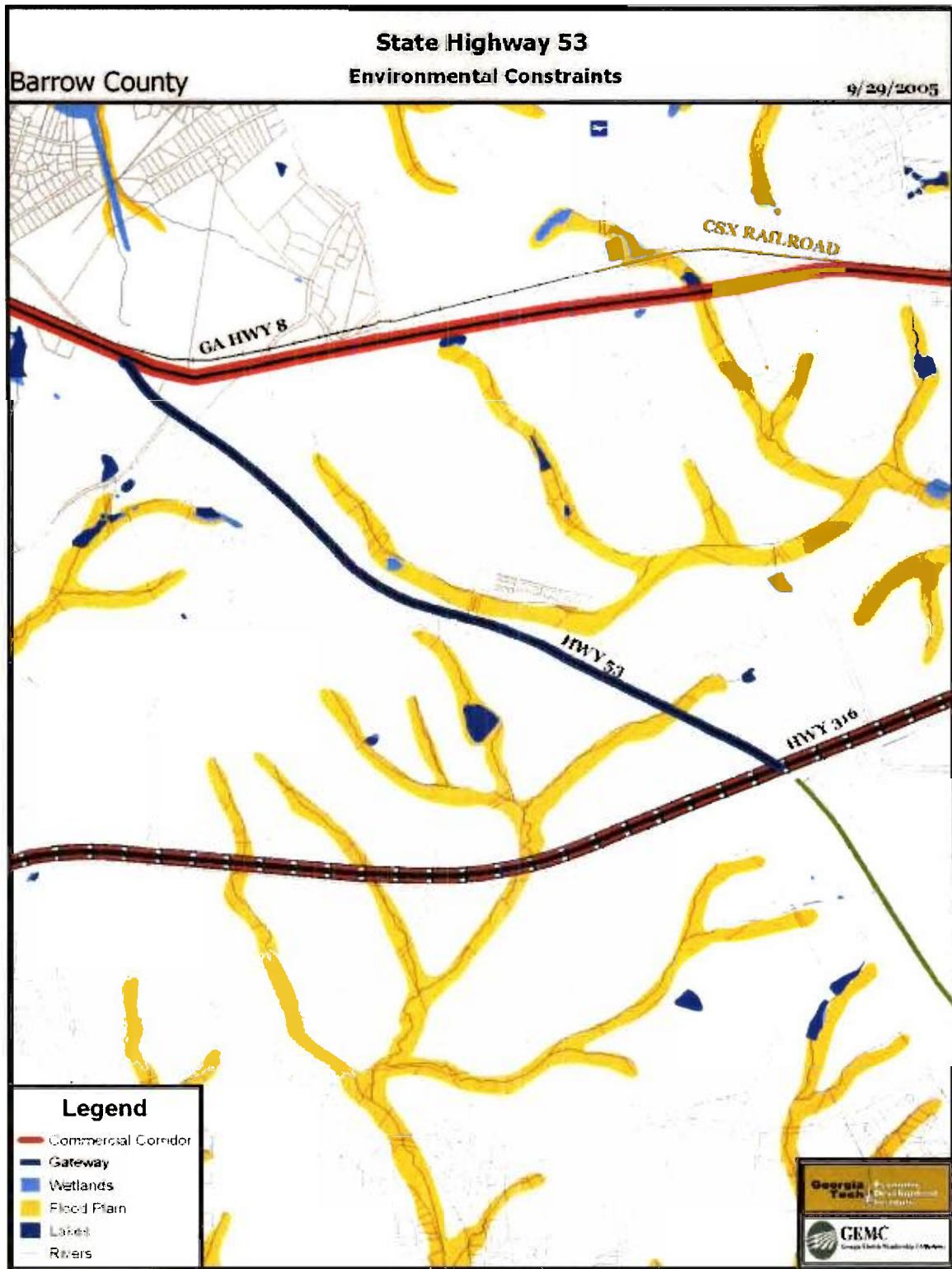


Figure 15



Georgia Hwy 316 @ The Georgia Club

Barrow County
Gateway Analysis/Inventory form

Gateway ID					
	State Hwy 316 @ The Georgia Club				
Description					
	This gateway is located at the intersection of 8 th Avenue in Statham and State Highway 316. 8 th Avenue is a paved two way city street offering connectivity from the City of Statham to The Georgia Club, a gated residential development to the south of Hwy 316. For commuters traveling west from Clarke County this would be the first gateway encountered inside Barrow County.				
Current Development²²					
Entrance	<ol style="list-style-type: none"> 1. NW Quadrant - Residential 2. NE Quadrant - small Business Park consisting of professional, light industrial (I) and commercial (C) developments 3. SW Quadrant - small parcels of equally developed and undeveloped agricultural (AG) 4. SE Quadrant - small parcels of developed and undeveloped agricultural. Large back parcel of residential (R) between The Georgia Club and Hwy 316. Good visibility from Hwy 316 with direct access. 				
Corridor	This corridor is very short and meanders to downtown Statham via residential development on 8 th Avenue.				
Exit	Fully developed				
Current Zoning²³					
Entrance	Primarily (AG) and commercial (C)				
Corridor	Residential				
Exit	Residential and commercial				
Traffic Count²⁴					
	Hwy 316 eastbound - 10,104 Hwy 316 westbound - 10,263				
Neighb. Population²⁵					
	Location	1- Mile	3- Miles	5- Miles	10-Miles
	Highway 316 at 8th Street	642	5,862	14,680	79,476
Environmental Constraints²⁶					
	No significant presence of NWI Wetlands of 100 Year Flood Plains				
Opportunities					
	<ol style="list-style-type: none"> 1. Leverage the entrepreneur, historic and small town atmosphere of Statham 2. Showcase Georgia Club 3. Possible future developments such as Georgia Club 4. Attraction of travelers off Hwy 316 to Downtown Statham 				

²² Analysis based on community visits, aerial photography, and parcel information provided by Barrow County²³ Provided by Barrow County²⁴ 2004 Annual Average Daily Traffic (AADT) provided by the Georgia Electric Membership Corporation and the Georgia Department of Transportation²⁵ 2004 estimate provided by the Georgia Electric Member Corporation²⁶ NWI Wetlands and 100 Year Flood Plain data from the GIS Clearing House

Challenges	
Recommendations	
	<ol style="list-style-type: none">1. Develop the gateway around the entrepreneur, historic, small town atmosphere of Statham2. Promote downtown Statham as a destination - historic feel of town lends itself to restaurant, art gallery and small retail enterprises3. Create new development that will enhance the existing historic downtown rather than overwhelm it

Figure 16

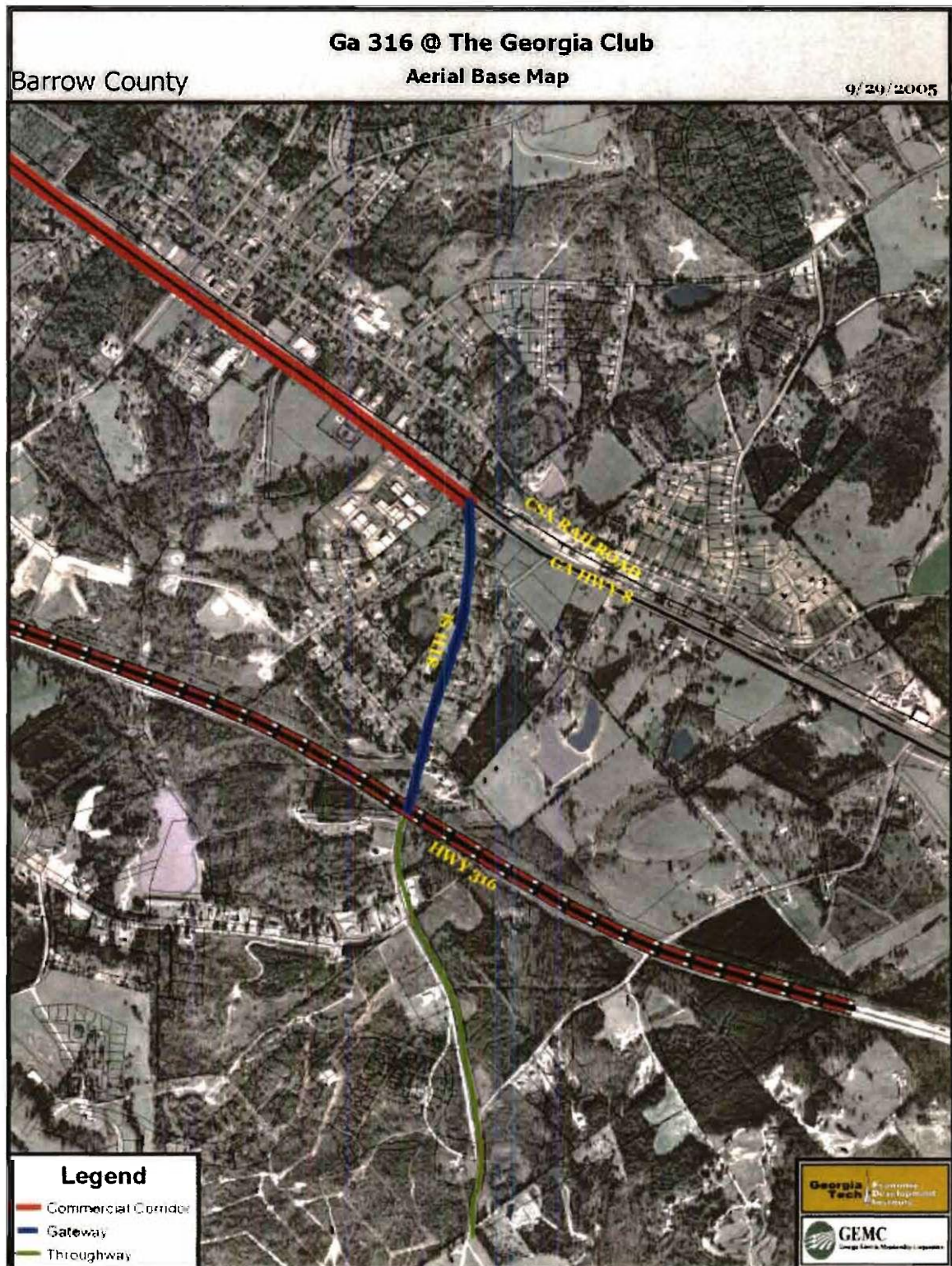


Figure 17

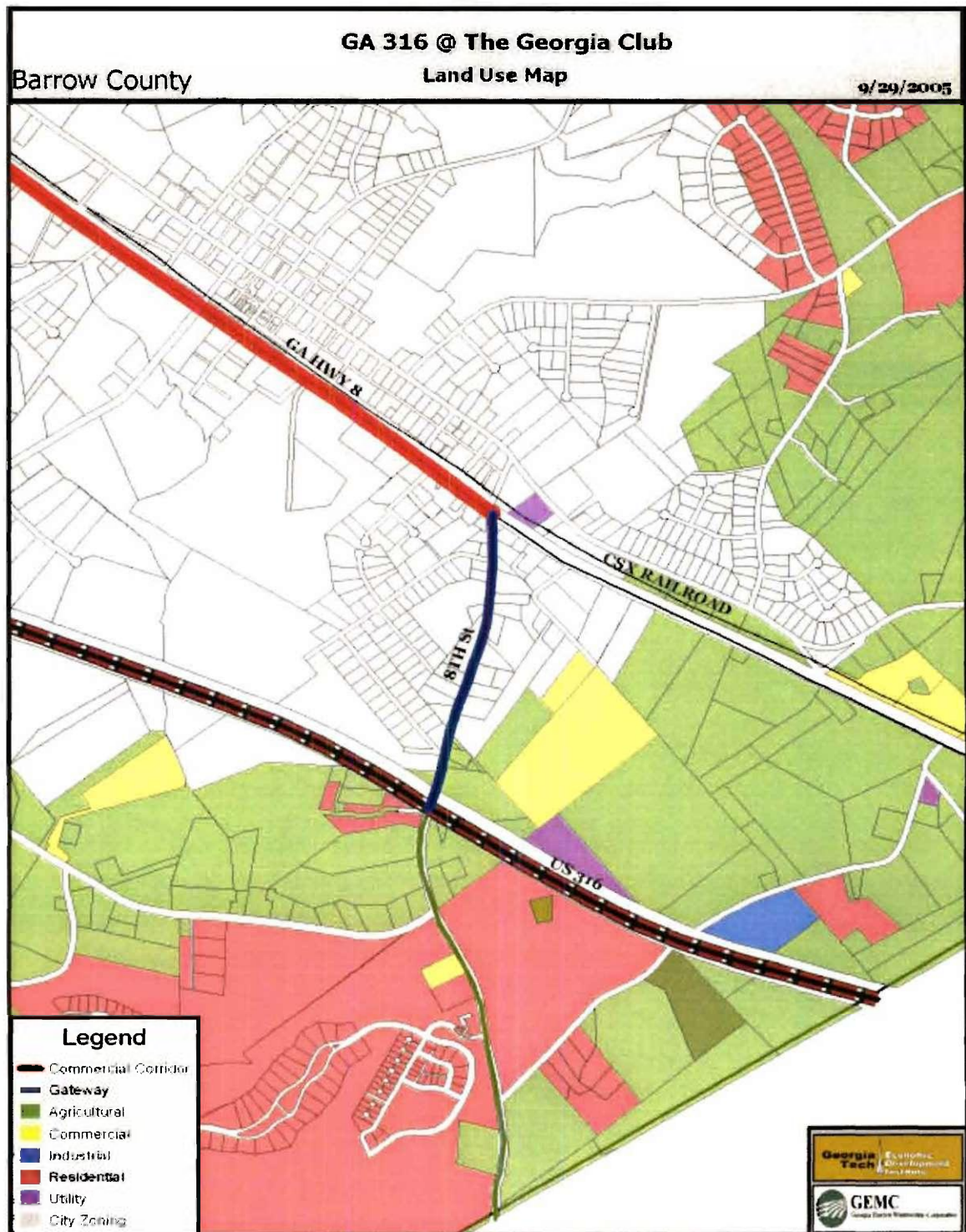


Figure 18

