

# 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



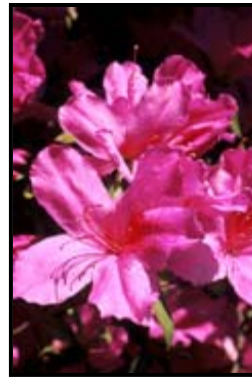
**After (conceptual proposal): Olympic Rowing Venue**

# 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

	1994	2004
Residential	50.26%	59.48%
Agricultural	4.73%	6.43%
Commercial	20.35%	16.14%
Industrial	10.07%	4.48%
Other	14.59%	13.47%

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.



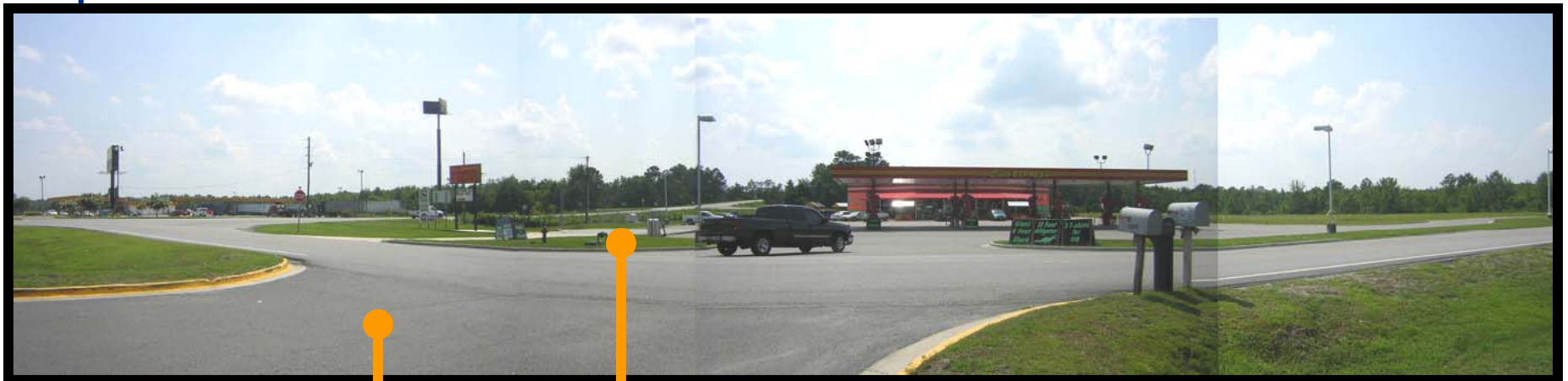








## Lack of human scale



No landscaping

Stretches of pavement



## Opportunities for infill and redevelopment



Switch  
places

Underutilized land









## Signage for wayfinding and marketing



Trees

Lighting

Widen for  
multi-use  
path





# 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.”

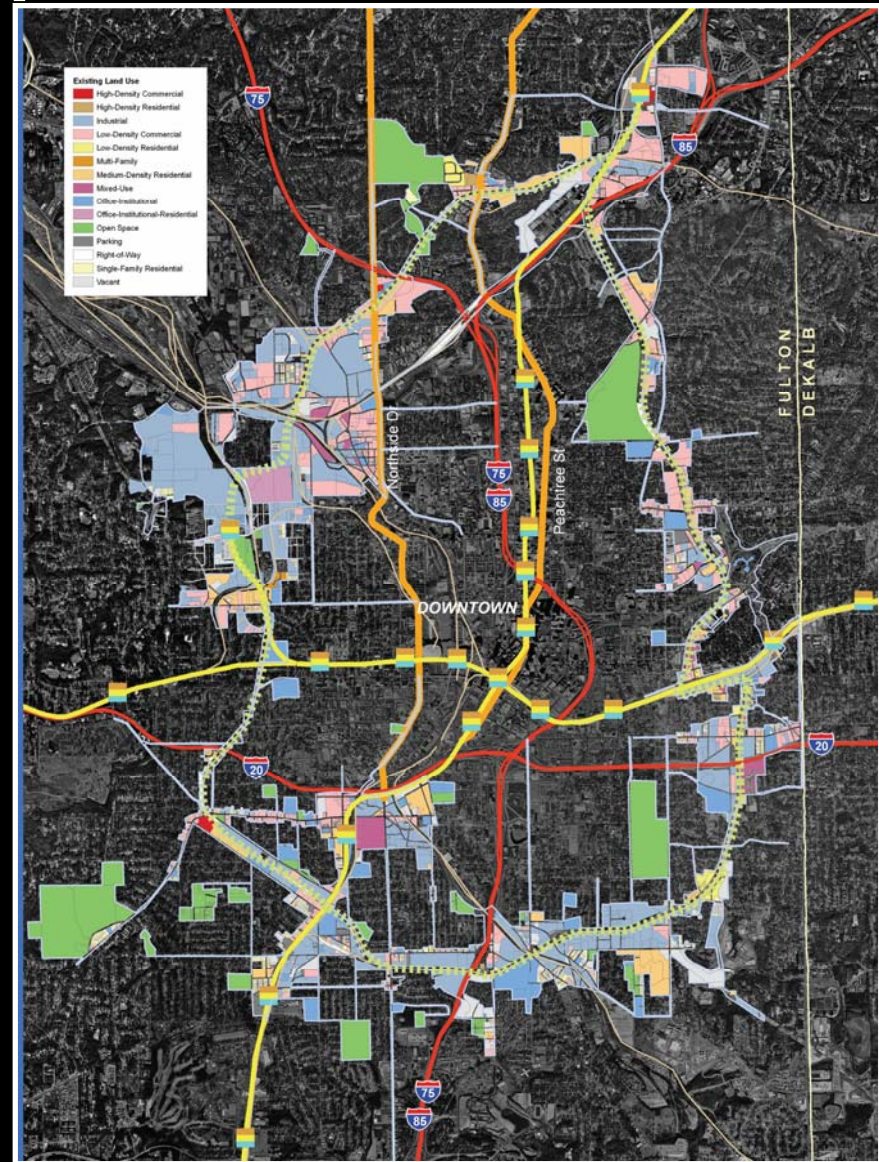
- Constitution of the World Health Organization (1948)

# 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

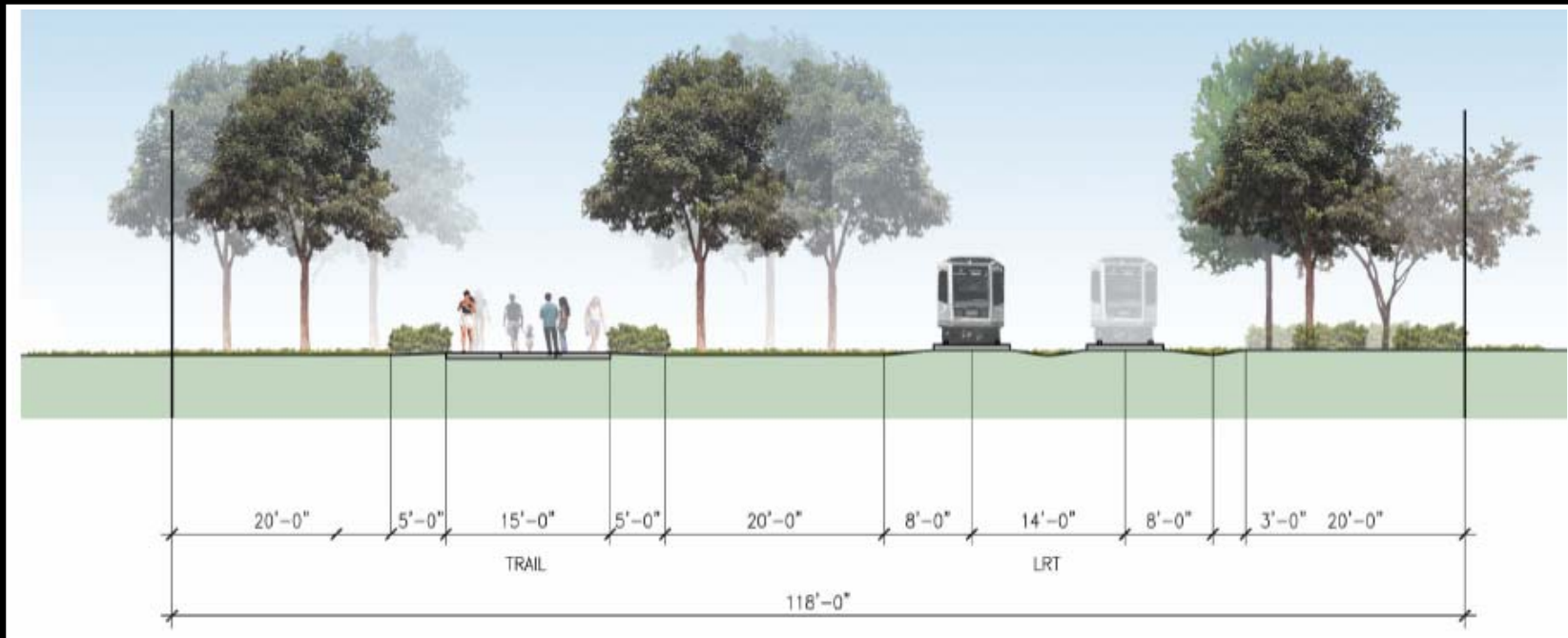


SOURCE: ADA Redevelopment Plan, 2005

# 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