



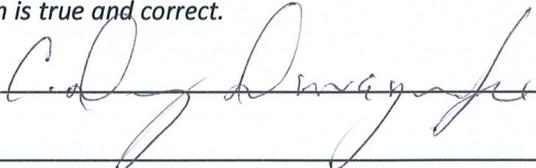
# PlanFirst

**Introduction:** *The Department of Community Affairs' PlanFirst Program rewards local governments that clearly demonstrate success with implementing their local comprehensive plan. To apply for PlanFirst designation, a local government must have Qualified Local Government certification and be current on required reporting to DCA (to check status for both, please visit <http://www.georgiaplanning.com/planners/planreview/default.asp>). To be selected for PlanFirst designation, a multi-agency review panel will evaluate a number of indicators of community success with plan implementation. All of these indicators are equally important, but size of the community is taken into consideration in the evaluation so that communities of various sizes are equally competitive for PlanFirst designation.*

**Instructions:** *Please answer all the following questions, attaching additional pages where necessary. Attach letters of support or other evidence of local commitment to successfully participate in this program if selected. Total application length, including support letters, must not exceed 20 pages.*

1. Applicant Government City of Gainesville
2. Address P. O. Box 2496; Gainesville, GA 30503-2496
3. Contact Person Jessica Tullar, Special Projects Manager; Community Development Department
4. Telephone 770.531.6570
5. E-mail jtullar@gainesville.org
6. Application prepared by Jessica Tullar

*I, the undersigned authorized representative of the applicant, certify that to the best of my knowledge the information in this application is true and correct.*

7. Official Signature 
8. Date May 14, 2014
9. Name (please print) C. Danny Dunagan, Jr.
10. Title Mayor



APPLICATION

11. For each of the following indicators, briefly explain how your community addresses this indicator and identify specific examples and resulting local successes. (Each indicator will be scored 1, 3, or 5 points, except indicators 11 j. and 11 t. which may score up to 10 points)

<b>Indicator</b>	<b>Explanation</b>
a. We have a good track record with maintaining our Qualified Local Government status and submitting required reports to DCA.	SEE ATTACHED
<b>Goals</b>	
b. The Goals (or Vision) section of our comprehensive plan is supported by the community and its leadership	SEE ATTACHED
c. The Goals are both ambitious and achievable for the community	SEE ATTACHED
d. The Goals steer local decision-making on a continuous basis	SEE ATTACHED
e. Consistent progress is being made at achieving the Goals	SEE ATTACHED
<b>Leadership</b>	
f. We have effective planning staff or another suitable arrangement for handling community planning matters	SEE ATTACHED
g. We have an active planning commission or similar body to steer local planning decisions	SEE ATTACHED
h. We have a regular local plan effectiveness evaluation process (such as annual planning retreats of elected leadership)	SEE ATTACHED
i. All local officials (both elected and appointed) involved in local planning processes have recently	SEE ATTACHED



APPLICATION

<b>Indicator</b>	<b>Explanation</b>
attended training in how to use the plan effectively. Please indicate what trainings and the date(s) attended.	SEE ATTACHED (CONTINUED)
j. Provide up to ten of your best recent examples where the plan steered a key local decision	SEE ATTACHED
<b>Participation</b>	
k. Our comprehensive plan was prepared with multiple community input opportunities	SEE ATTACHED
l. The community input received during plan preparation influenced the content of the plan	SEE ATTACHED
m. Our steering committee that guided development of the plan included local leaders and elected officials	SEE ATTACHED
n. We have an active, ongoing, outreach process for soliciting input on planning matters from a broad spectrum of the community, including non-traditional populations, and the resulting input is listened to by community leaders	SEE ATTACHED
o. We have active advocates for plan implementation (such as activist citizens, organizations or neighborhood groups) that are listened to by community leaders	SEE ATTACHED
<b>Implementation</b>	
p. The Work Program section of our comprehensive plan consists primarily of	SEE ATTACHED



APPLICATION

<b>Indicator</b>	<b>Explanation</b>
specific action items that make it clear exactly what we intend to do to implement the plan	SEE ATTACHED (CONTINUED)
q. Our Work Program action items clearly address local needs or Goals identified in the plan	SEE ATTACHED
r. We have a good track record of accomplishing most of the action items included in past plan Work Programs	SEE ATTACHED
s. Our local capital budget is consistent with, and is designed to implement, the comprehensive plan	SEE ATTACHED
t. Provide up to ten best of your best recent examples of important projects carried out as a result of the plan	SEE ATTACHED

Print Form

Once application is completed, print, scan with *Official Signature* and <mailto:Adriane.wood@dca.ga.gov>

*Please answer all of the above questions in the application. You may attach additional documents including letters of support, images, or other evidence of local commitment in this program when sending the application. Total application length, including support letters, must not exceed 20 pages.*



**RESOLUTION PR-2014- 18**

**MAYOR & CITY COUNCIL SUPPORT FOR "PLANFIRST" DESIGNATION**

**WHEREAS**, the City of Gainesville strives to enrich the community by practicing good stewardship of resources and providing inventive, exemplary services for all people and does so with integrity and through innovation, responsiveness and teamwork; and

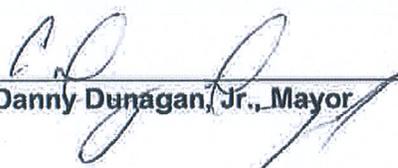
**WHEREAS**, the City of Gainesville recognizes the value of planning for its future and its important role in assuring good stewardship of resources and achieving the City's vision; and

**WHEREAS**, the Georgia Department of Community Affairs (DCA) *PlanFirst Program* is intended to recognize and reward communities that clearly demonstrate an established pattern of successfully implementing their Local Comprehensive Plan; and

**WHEREAS**, time and again the City of Gainesville strategically allocates resources and initiates policy decisions to realize its community vision, and is committed to continuing its efforts to implement the *2030 Gainesville Comprehensive Plan*.

**NOW, THEREFORE, BE IT RESOLVED THAT** the governing body for the City of Gainesville hereby supports the submittal of an application for designation as a *PlanFirst* community, and is committed to continual planning initiatives intended to achieve the vision set forth in the *2030 Gainesville Comprehensive Plan*.

**Adopted this 6<sup>th</sup> day of May, 2014.**

  
\_\_\_\_\_  
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



May 8, 2014

Georgia Department of Community Affairs  
PlanFirst Program  
60 Executive Park South, N.E.  
Atlanta, GA 30329-2231

To Whom It May Concern:

I am writing on behalf of the City of Gainesville GA. I am a citizen of Gainesville and have resided here all of my life. I have served as a Planning Commission member and have been on several Comprehensive Plan Citizen's advisory committees. Much to my delight, the city included Neighborhood Planning Units (NPU's) in the 2004 Comp Plan.

Under the leadership of the planning department, the community met to establish a NPU in the Fair Street neighborhood. In May 2007, the Mayor and City Council initiated the formation of the Fair Street Area Neighborhood Planning Unit, which was the City's first NPU. Each property owner in the designated area was contacted by the Planning Department staff to attend a meeting to discuss implementing a NPU. A steering committee was formed from the Fair Street Area property owners. After many meetings facilitated by the Planning Department, we set our neighborhood vision and eight goals which are attached to this letter. Our number one goal was to "Preserve the single family character of the neighborhood".

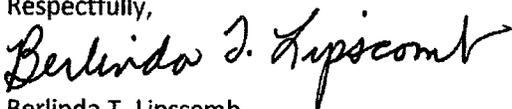
With much assistance from the Planning Department, the members of the steering committee and volunteers contacted the NPU property owners (300+) to obtain written permission to change the zoning from R-II (multi-family) to Neighborhood Conservation (N/C). This was a daunting task and would not have been completed without the assistance of the planning staff or the NPU framework being set up in the 2004 Comp Plan.

The City has been very instrumental in conducting a local Historical Designation study for the Fair Street Neighborhood Area as well as assisting steering committee members and volunteers in general neighborhood cleanup and repair of homes, which are also part of our neighborhood vision in the City Comp Plan.

To further protect my interest in the 2004 Comp Plan, I participated as a member of the Community Advisory committee for the 2030 Comp Plan which was adopted in June 2012. The Planning Department and the City have always included the citizens in the planning process and incorporate our ideas in the planning of the City. I am very interested in the growth of the city but most importantly, I am interested in how we as a neighborhood grow. The Planning Department and the Governing Authority are always open for comments and ideas.

Thank you for your consideration of the City of Gainesville for the designation of "PlanFirst Community" If you have questions, please contact me.

Respectfully,



Berlinda T. Lipscomb  
518 Fair Street  
Gainesville, GA 30501  
bt\_lipscomb@yahoo.com

# Vision 2030

THE FUTURE IS OURS TO SEE!

May 5, 2014

Ms. Adriane Woods, PlanFirst Program  
Georgia Department of Community Affairs  
60 Executive Park South, N.E.  
Atlanta, Georgia 30329-2231

Dear Ms. Woods,

As Executive Director of Vision 2030, I am pleased to write this letter of support for the City of Gainesville's application for "PlanFirst Community" designation.

The Greater Hall Chamber of Commerce Vision 2030 program was initiated in 2005 when Gainesville-Hall County citizens described the community they'd like to live, work and raise families in with a "common vision." Vision 2030 focuses on the creation of a culture of community wellness, the support and maintenance of lifelong learning, the building of an economy around emerging life sciences, the encouragement of innovative growth/infrastructure development and the promotion of cultural integration. The result is a set of long-term goals now in place, "The Big Ideas" or action steps of where we'd like to be in the year 2030.

Vision 2030 has a strong history of partnership with the City of Gainesville on projects that focus on supporting "The Big Ideas" in our community while focusing on the local comprehensive plan. The Midtown Greenway is an example of the City of Gainesville redeveloping a unique section of the city and establishing an entertainment district with parks, converting the CSX rail line in to a greenway and installing streetscape along key streets. This project worked closely with the Vision 2030 Greenspace Committee and protected some of the area's valuable historic resources.

In 2013, the City of Gainesville collaborated with Vision 2030 and other area stakeholders to create a plan for the revitalization of the Lake Lanier Olympic Venue by re-establishing the non-profit entity Gainesville-Hall '96. The Lake Lanier Olympic Venue and park is a central destination for serious and recreational sports enthusiasts and is an economic engine for the community. The park and venue are integrated into the community's wellness and commitment to quality of life initiative and are host to national and international flat water sporting events. The city's commitment to financially support Gainesville-Hall '96 meets goals to celebrate the history, honor the legacy and build a future for the Lake Lanier Olympic Venue.

Thank you for your consideration and review of the application submitted on behalf of the City of Gainesville for a "PlanFirst Community" designation. If you have any questions about this letter or our organization's commitment to the effort, please call me.

Respectively,



Meg Nivens  
Executive Director, Vision 2030

Vision 2030  
Gainesville-Hall County GA

**11. Briefly explain how your community addresses this indicator and give examples:**

- a. The City of Gainesville consistently completes required reports and plan updates in accordance with the DCA published schedules and applicable program guidelines. Said reports and plans (or plan updates) continue to comply with the minimum planning standards, and frequently are approved with few or no comments by DCA.

**Goals:**

- b. The City of Gainesville continually embraces its vision outlined in the Comprehensive Plan, as evident by its many accomplishments and direct connection between its Comprehensive Plan and annual budget. For example, the City's *2014 Annual Budget* – specifically the Capital Budget component – allocates funds to developing a Downtown-focused master plan, an implementation measure related to land use goals for the “Central Core” character area. Similarly, the City has used a portion of its Community Development Block Grant (CDBG) entitlement allocation to acquire and demolish three dilapidated homes in the Fair Street/Newtown traditional neighborhoods, with the intent of developing a buffer between the neighborhood and an incompatible industrial use that has negatively impacted the neighborhood for decades. This project, which further illustrates how the City leadership supports the vision of the Comprehensive Plan, addresses both blighted conditions and land use conflicts. Lastly, in an effort to further the vision of the “Suburban Residential” character area of the *2030 Gainesville Comprehensive Plan* and to implement the City's GICH housing-focused work plan, the City initiated a “Housing Survey & Conditions Assessment” in partnership with the Georgia Mountains Regional Commission in February. This survey and assessment is currently underway with about 60% completion, and will serve as the foundation for future decision-making regarding how and where to allocate funds for housing activities.
- c. Gainesville is committed to being an innovative city, providing a close-knit community feel in which to live, work and play; and is doing so by practicing good stewardship of resources and providing innovative, exemplary services. This goal of fostering a sustainable, quality community is further delineated in the current *2030 Gainesville Comprehensive Plan* through the vision, community objectives and implementation measures of each of the City's 13 character areas. A number of objectives and action steps have been outlined for each character area, making the City's overall vision attainable through incremental implementation.
- d. Gainesville's *2014 Annual Budget* stresses that the Comprehensive Plan is the City's roadmap for the future for how to achieve a growing/balanced economy, protection of important resources, adequate and affordable housing, efficiency infrastructure investments, and multi-jurisdictional coordination. The budget process in turn provides the primary mechanism by which key decisions are made regarding projects, programs and services designed to fulfill the vision. Furthermore, this “performance budget” focuses on department-specified goals intended to implement measures outlined in the Work Program and thereby bring to fruition the City's vision expressed in the Plan.
- e. Gainesville continually strives to implement the vision expressed in its Comprehensive Plan, as is evident by the number of accomplishments achieved under the

*2030 Comprehensive Plan* as well as the many measures taken to implement the previous 2004 Plan. Although still in the infancy of the current Plan adopted in June 2012, the City has made great progress within all functional areas outlined in the Work Program. This progress is illustrated, in part, in the “List of Accomplishments” from the City’s FY13 CIE Annual Update included as Exhibit 1.

For example, Gainesville completed a transportation master plan, adopted a new fee structure for permitting and inspection services, and completed several sidewalk improvements in the Fair Street area neighborhood using Community Development Block Grant (CDBG) funds and City Public Works street crews. Furthermore, the City has successfully implemented several objectives related to housing as part of its involvement in the GICH program, including (1) surveying and assessing nearly sixty percent of the City’s entire housing stock; (2) hosting the City’s first Housing Summit which was intended to connect housing-focused providers and included over 20 agencies; and (3) hosting the City’s first Housing Festival which had over 100 residents participate and was designed to connect the housing-focused agencies with those in the community who are in need.

**Leadership:**

- f. Gainesville’s Community Development Department includes a director and three planners who combined have over 50 years of professional planning experience and education. Community Development provides technical assistance to the Gainesville Planning and Appeals Board (a/k/a Planning Commission) and the Gainesville Historic Preservation Commission regarding zoning and preservation matters respectively. More specifically, the Planning Division administers the Unified Land Development Code and implements land use policies outlined in the Comprehensive Plan. While the Special Projects Division provides support and assistance in planning, coordinating and supervising initiatives, the division also manages special projects and grant-funded endeavors designed to implement goals outlined in the Comprehensive Plan.
- g. Gainesville’s Planning and Appeals Board (PAB), which is appointed by the Governing Body, meets regularly on the second Tuesday of each month as the City’s seven-member planning commission. Board composition is specified in the City’s Unified Land Development Code. The PAB participates in the Comprehensive Plan and zoning code update processes as well as serves as the final local decision-making body on variances and a recommending body on zoning, special or permissive uses, annexations and code amendments.

Gainesville also has an active Historic Preservation Commission (HPC) which is a five-member board appointed by the Governing Body to guide the decision-making process related to historic resources and their continued role in maintaining Gainesville’s sense of place and contributing to its role as an economic engine for the region. Like the PAB, the HPC is actively engaged in fulfilling goals of the Comprehensive Plan and rendering determinations intended to protect the City’s historic resources and sense of place.

- h. Gainesville’s Mayor and Council hold an annual retreat with the City Manager and other city staff. During the retreat, Mayor and Council review previously set long-term goals,

observe presentations from various City departments, and set new goals premised on the vision set forth in the Comprehensive Plan. It is from this information the City's Budget is developed to help implement the City's goals. Furthermore, the Budget or annual plan for the City's long-term goals is monitored monthly to ensure that each department is within its parameters. Another measure through which the City evaluates progress towards implementing its Plan is the annual update to its Capital Improvement Element of the Comprehensive Plan (CIE), including a list of accomplishments and updated Work Program.

- i. Gainesville has a history of providing training for its elected and appointed officials. Mayor and Council frequently attend trainings offered through the Georgia Municipal Association. Appointed officials of the planning and preservation commissions are required to attend an approved training within one year of initial appointment per the City's Unified Land Development Code (ULDC). And, until the recent economic downturn, planning commission officials regularly attended the *Community Planning Institute* training or participated in training conducted by a planning consultant contracted with the City. Because of the stability and longstanding nature of the City's Planning and Appeals Board, the last training attended was by the most recent appointee and was the *Community Planning Institute* in March/April 2011. Funds have been earmarked in the to-be-adopted FY 2015 budget for training of the entire PAB.

Due to the lower costs involved and because Gainesville is a Certified Local Government (CLG) under the National Park Service, members of the preservation commission attend training at least once per each three-year term while staff generally attends such preservation training annually. Current members of the preservation commission and staff are in compliance with training requirements per the CLG designation, with most recent attendance by staff and the Commission Chair at the Georgia Historic Preservation Division/Georgia Alliance of Preservation Commissions statewide training held in Athens, GA on April 10-11, 2014.

- j. Examples where Plan steered key local decisions:
  1. Through the development of the current *2030 Gainesville Comprehensive Plan*, Gainesville learned it has an imbalance in its housing with a higher rate of renter-occupied (65%) versus owner-occupied (35%), which is higher than the State average and that of many other comparable Georgia cities. The current Comprehensive Plan further revealed that over one-third of Gainesville's housing stock is considered historic in age, and that the City has a fair amount of vacant, foreclosed and dilapidated properties which negatively impact the value of adjacent homes and neighborhoods. Such statistics combined with a bus tour designed to show the City Council firsthand some of Gainesville's most dilapidated housing led the Mayor and Council to set the provision of quality housing as a priority.
  2. Important to Gainesville's leadership is the sustainability of its "Central Core" character area, which encompasses Downtown and Midtown. The *2030 Gainesville Comprehensive Plan* recognizes and envisions the "Central Core" as the symbolic heart of Gainesville. Sensitive infill development and a mixture of compatible residential and nonresidential uses are key to fulfilling the vision of the "Central Core". The City of Gainesville, as a means to boost owner confidence and spur

private reinvestment, made two substantial strategic public investments in Midtown, including (1) the redevelopment of an abandoned rail corridor and maintenance yard into a multiuse trail and park; and (2) the replacement of blighted, dilapidated residential properties with a \$30 million state-of-the-art Public Safety Complex. In continuing its efforts to support the renaissance of Midtown, the Mayor and City Council purchased from Hall County an old jail situated along the Midtown Greenway despite the costly, unbudgeted expense. This acquisition is consistent with the long-term planning and vision for Gainesville's Midtown area, and is believed to afford new opportunities for private redevelopment.

3. In accordance with the Plan and community objectives, the City annexed 115 unincorporated island properties located along the gateway corridors in order to improve service and delivery of city services, to increase consistency and continuity of land development and code enforcement, and to facilitate the improvement aesthetically of the corridors over time.

**Participation:**

- k. Gainesville's Comprehensive Plan was developed through a multifaceted community participation program:
  - Project Management Team: 8-member group of department directors guided the process.
  - Planning Process Task Force: 21-member group made up of local elected and appointed officials, Gainesville City Schools and Brenau University representatives, numerous real estate/land development professionals and business owners, neighborhood representatives, Hall County planning officials, and Hispanic community leaders.
  - Open House Meetings: Two open house events were held during the planning process to foster direct interaction with residents.
  - One-on-One Interviews: Over a dozen one-on-one interviews were conducted with key community stakeholders.
  - Public Workshops: Four workshops designed to build consensus on future land use and public investments were held in three different areas of the City. Each workshop was tailored to its respective geography and issues, and featured an interactive, hands-on approach to obtaining citizen input. Exhibit 2 includes photos from the four public workshops.
  - Compass Survey: An online, bilingual survey designed as a graphically-rich application with a wide array of visual preference surveying and short-answer questions was offered. Exhibit 2 illustrates the online survey and results.
  - Other: City reached out to the public and key stakeholders through media interaction, public displays and website outlets, and direct handouts of Plan materials and surveys at numerous organizational meetings
- l. Input received through the multifaceted public participation program influenced the content of the Community Agenda portion of the plan, and more specifically, served as the basis for developing the vision of the City and individual character areas. The community participation process identified 17 unique areas in Gainesville which met at least one of the criteria required by DCA. This vision for future growth, development,

and preservation in the city was condensed into 13 character areas – each with its own vision, quality community objectives and implementation measures outlined.

- m. As noted above, Gainesville’s Planning Process Task Force (or steering committee) was comprised of a mix of community leaders including: Council members; Planning and Preservation Commission officials; representatives from the Gainesville City School System and Brenau University; Chamber of Commerce and neighborhood leaders; and representatives of the business and development community, Hall County Planning, and Mexico Lindo organization.
- n. Gainesville provides several opportunities through which the general public can offer input into planning matters. These include (1) the annual update to the City’s Capital Improvement Element and Short Term Work Program of its Comprehensive Plan; (2) a time during the City Council’s public meetings to hear and address citizens issues; (3) the zoning and preservation public hearing processes; (4) a regular meeting of the “One Community” group facilitated by a City Council member and County Commissioner; and (5) the City’s annual Citizens Government Academy.
- o. A number of residential and nonresidential stakeholders are actively engaged in the continual implementation of Gainesville’s Comprehensive Plan. For example, the Fair Street Area Neighborhood Planning Unit (NPU) has been diligently working to implement the vision and goals expressed in the Comprehensive Plan, including such efforts as successfully rezoning over 300 parcels from multi-family residential to neighborhood conservation to preserve its single-family character.

Another example of a stakeholder group vested in the implementation of the Gainesville Comprehensive Plan is the Greater Hall Chamber of Commerce’s *Vision 2030* program. The Chamber’s *Vision 2030* Board of Directors and staff focus on the creation of a culture of community wellness, the support and maintenance of lifelong learning, the building of an economy around emerging life sciences, the encouragement of innovative growth/infrastructure development and the promotion of cultural integration. Through its various committees like the greenspace and public arts committees, and their respective initiatives and action steps; the Chamber’s *Vision 2030* advocates for plan implementation and continuously strives to foster partnerships between the public, private and nonprofit sectors to achieve the community vision.

Other groups focused on and actively engaged in the implementation of Gainesville’s Comprehensive Plan include the Main Street Board, the planning and preservation commissions, and citizens who participate as either the “One Community” group or “Concerned Citizens” group.

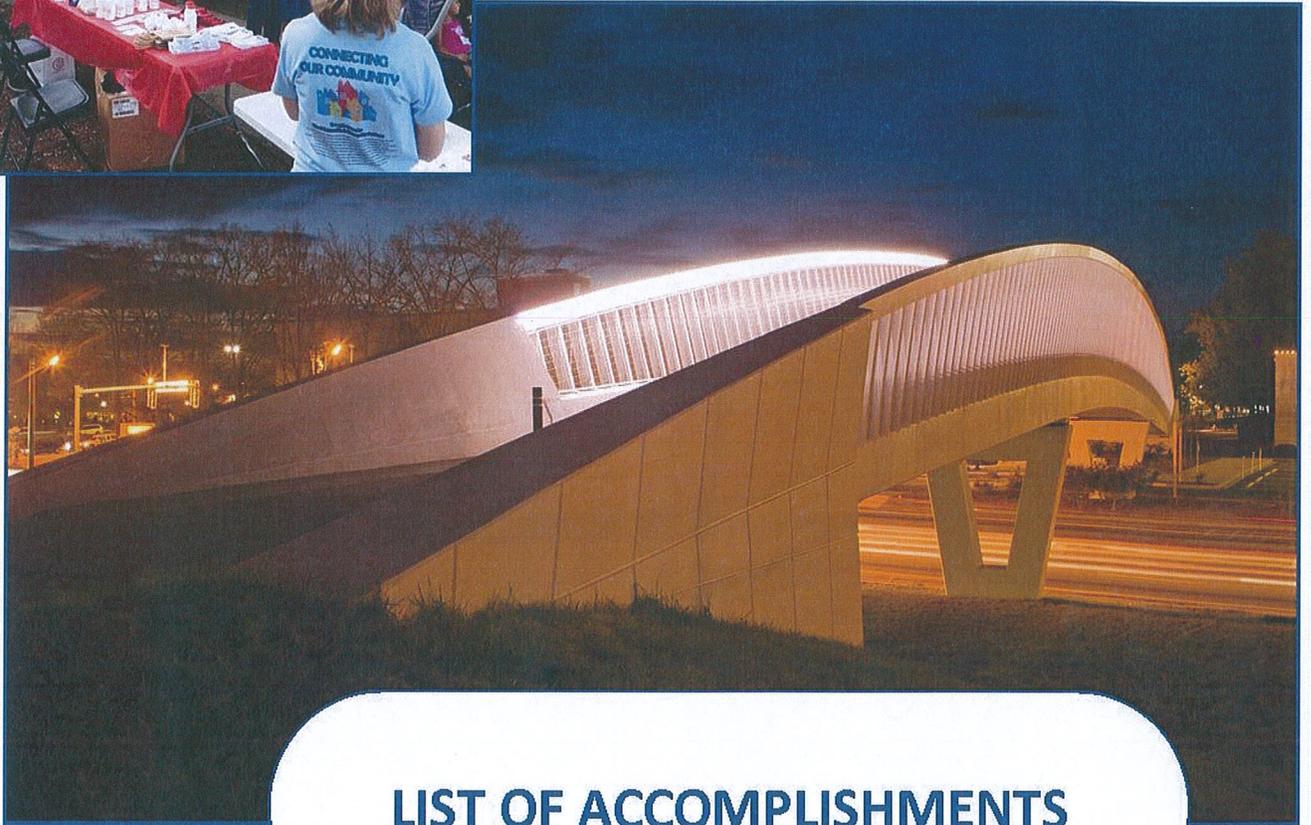
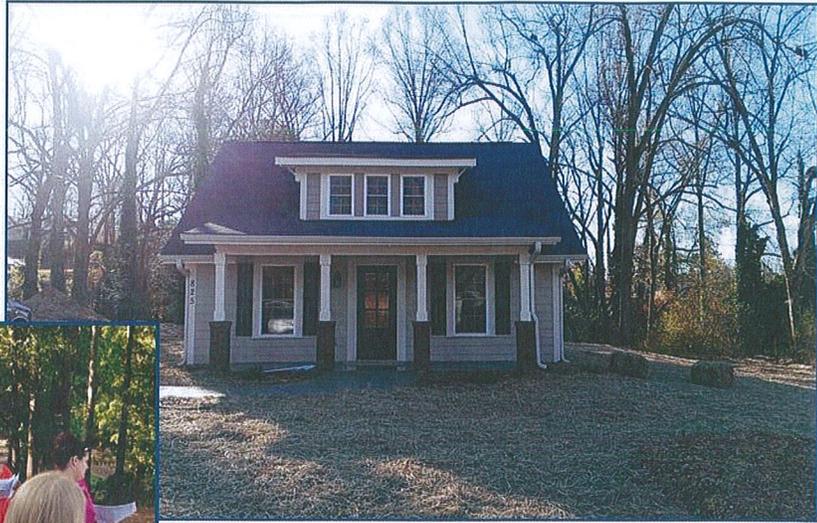
**Implementation:**

- p. Gainesville’s Work Program identifies various operational and capital projects intended to implement the Plan. The Work Program and all action items are designated by the City department leading the initiative or serving as the primary management and/or financially responsible party.

- q. Gainesville’s Work Program is specifically designed to address the issues, goals and objectives expressed in the *2030 Gainesville Comprehensive Plan*.
- r. The current plan was adopted in June 2012 and still is in its infancy. But, as noted in the current *2030 Gainesville Comprehensive Plan*, the City accomplished a number of activities intended to fulfill the vision outlined in the 2004 Plan. Exhibit 3 illustrates, in part, the City’s 2004 Plan accomplishments which vary from economic development and housing to natural/cultural resources, community facilities, land use, and joint City/County intergovernmental actions. More specifically, some of the City’s achievements include:
- Designating two local historic districts and one individual landmark;
  - Adopting a revised Unified Land Development Code which created gateway corridor overlay zones, residential infill standards and provisions for conservation subdivisions;
  - Documenting over 2,000 resources through a five-phase historic resources structural survey;
  - Creating a Tax Allocation District and Opportunity Zone for the Downtown/Midtown areas;
  - Constructing Phase I of the multi-phase Midtown Greenway along an abandoned rail line that is a reclaimed brownfield;
  - Establishing the Fair Street Area and Bradford-Ridgewood Neighborhood Planning Units for which a vision and goals were adopted for each;
  - Conducting housing studies and developing a coordinated housing plan; and
  - Developing a master plan for the Gainesville Parks and Recreation Agency.
- s. The City’s budget process provides the primary mechanism through which the City’s Plan is realized. It is the annual, incremental strategy for achieving the City’s long-term vision. As illustrated in Exhibit 4, the Capital Improvement Program of the *2014 Annual Budget* includes as a Community Development Department project a “Downtown Master Plan” to achieve one of the recommendations of the adopted Comprehensive Plan. Similarly, the “Midtown Stormwater Plan” project explains that this capital project will involve the development and update of a stormwater management plan which is part of the “stormwater planning” objective identified in the Work Program under the Public Works Department.
- t. Recent examples of projects carried out as a result of the plan:
- In an effort to further the vision of the “Suburban Residential” character area:
    1. Facilitated the demolition or repair of over 20 homes by way of owner compliance through Code Enforcement efforts and via providing assistance for homeowner rehab/repair work under the City’s CDBG and CHIP grant-funded programs.
    2. Hosted Housing Summit to connect housing-focused agencies and hosted Housing Festival to connect housing-focused agencies with those in the community in need.
  - In an effort to achieve community objectives noted in the Comprehensive Plan for the Downtown/Midtown areas within the “Central Core” character area:

1. Connected Downtown and Midtown via a pedestrian bridge and sidewalk network through a public/private partnership.
  2. Entered a long-term lease Brenau University to convert the City's underachieving convention center into Brenau's Downtown Center for its graduate programs in physical and occupational therapy.
- In an effort to further the visions of the "Longwood Cove" and "West Side" Character Areas:
    1. Created a Tax Allocation District (TAD) to support redevelopment initiatives at Gainesville's Lakeshore Mall in "Longwood Cove" area.
    2. Adopted an Urban Redevelopment Plan related to three subareas within Gainesville and applied for an Opportunity Zone along the Browns Bridge Road/Atlanta Highway subarea of the "West Side" area.
  - In effort to address blighted conditions and land use conflicts in part of the City's "Traditional Neighborhood" character area:
    1. Used CDBG funds to acquire and demolish three dilapidated homes in the Fair Street/Newtown neighborhood in order to develop a buffer between the neighborhood and an incompatible industrial use that has negatively impacted the neighborhood for decades.
    2. Improved sidewalks.
  - Other projects carried out as a result of the plan include:
    1. Adopted an updated, Gainesville-focused set of design guidelines for historic properties;
    2. Developed a citywide transportation master plan; and
    3. Implemented a new fee structure for permitting and inspection services.

# Exhibit 1



## LIST OF ACCOMPLISHMENTS

As part of the City of Gainesville's Annual Update to its Capital Improvements Element (CIE) and Short Term Work Program (SWP), a "List of Accomplishments" is submitted by the City of Gainesville. The "List of Accomplishments" lists those projects or activities identified within the STWP of the City's *2030 Comprehensive Plan* which have been completed in whole or in part.

**City of Gainesville**  
**List of Accomplishments (2012 - 2013)**

Project	Time Frame	Responsible Party	Estimated Cost	Status / Comments
<b>ADMINISTRATIVE SERVICES (Finance, Human Resources, Information Technology, Municipal Court)</b>				
<b>New Software Applications and Enhanced Systems</b> - Investigate options and implement new software applications or improvements to existing software or systems for the following: Financial Software, Property Tax Billing and Collections, City Intranet, Applicant Tracking, Municipal Court Solution, Workers Compensation and Liability Insurance Claims Management, and Employee Timekeeping System	2012-2013	All Administrative Services Areas	695,000	Selected vendor for purchase and implementation of new software applications for property tax and business licensing. Other applications will be evaluated in out-years.
<b>OPEB Review</b> - Establish long-term plan for funding an OPEB trust and include cost in annual budget	2012-2013	CFO	TBD	Completed actuarial study to provide base for funding options for consideration
<b>Network Upgrade Project</b> - Complete fiber installation or alternative solution to service Fire Station 3, Golf Course, and Traffic locations. Evaluate, and if needed, install fiber for Fire Station 5 in northwest area of the City	2012-2014	IT	0	This project is substantially complete: funding ended FY13 with work expected to wrap up in FY14. Evaluation of further expansion will occur FY15.
<b>CITY MANAGER'S OFFICE</b>				
<b>Electronic Agenda</b> - Implement electronic agenda distribution for Council Meetings	2012-2013	CMO	21,936	RFP was issued and a contract is being negotiated. A Pilot Program will commence upon execution of the contract.
<b>LOST Negotiations</b> - Successfully negotiate new funding distribution for the Local Option Sales Tax	2012-2013	CMO	25,000	A new <i>LOST Distribution Certificate</i> was filed in October 2013.
<b>Transportation Plan</b> - Develop city-wide transportation plan to alleviate congestion in the City of Gainesville	2012-2013	CMO, PW, GHMPO	50,000	Transportation Plan was completed in October 2013. Projects/recommendations to be incorporated into the GHMPO Master Plan.
<b>Opportunity Zones</b> - Adopt additional Opportunity Zones within the City and identify investment parcels	2012-2013	CMO, Community Development	Staff Time	An Urban Redevelopment Plan was adopted. Application for a new Opportunity Zone was submitted to DCA.
<b>Pedestrian Bridge</b> - pedestrian bridge spanning Jesse Jewell Parkway to connect Downtown and Midtown	2011-2013	CMO, Community Development, PUD Construction Services, Private Developer	3,000,000	Completed bridge construction. Pedestrian bridge opened to general public Labor Day Weekend of 2012.
<b>Old Jail in Midtown</b> - Successfully negotiate purchase of old jail (i.e. Hall County Detention Center) in Midtown currently occupied by CCA for the I.C.E. program.	2012-2013	CMO	7,000,000	Purchased an existing jail situated along the Midtown Greenway. Acquisition is consistent with the long-term planning of Midtown.
<b>COMMUNICATIONS &amp; TOURISM</b>				
<b>Marketing Materials</b> - Create facilities guide, brochures, postcards, electronic media and tradeshow booth to market Gainesville as a destination center for conventions and tourism, including marketing through social media	2012-2013	Communications & Tourism	40,300	We are involved in a co-op with the NE GA Mtns. Tourism Assoc that includes tradeshows, electronic media, brochures and leads.
<b>New Downtown Promotions</b> - Promote and establish new festivals that may also become possible revenue generators	2012-2013	Communications & Tourism	55,000	Officially partnered with Keep Hall Beautiful on Spring Chicken Festival and profited \$9,000 for the Main Street Program. Started Rehatched Market.
<b>Downtown Promotions</b> - Promote Downtown through special promotions, festivals and advertisements.	2012-2013	Communications & Tourism	65,000	Approximately 158 events on the Gainesville Square in FY13. 76,000 people attended. Facebook Reach 10,000 weekly.
<b>Main Street Program</b> - Maintain Main Street designation	2012-2013	Communications & Tourism	16,500	5 new businesses and 23 jobs added in FY12. Initiated Façade grant/membership drive.
<b>COMMUNITY DEVELOPMENT (Code Enforcement, Housing, Inspections, Planning, Special Projects)</b>				
<b>Fair Street Neighborhood</b> - Eliminate incompatible land uses; Use the existing Newtown neighborhood land trust to acquire property for pocket parks	2012-2013	Special Projects	Staff Time / TBD	Purchased one of three needed parcels & developed concept plan.

# Exhibit 2

## Community Workshops

Workshop #1 – Corridor visioning on “chess” format



Workshop #2 – Future development in Central Core



Workshop #3 - “Suburban Reinvention” of Westside

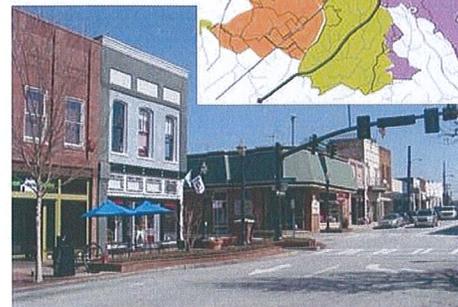


Workshop #4 - Public improvements on Atlanta Hwy



## Survey Results: Citywide

- **Most important issue facing the city:**
  - Economic development / job creation (40%)
  - Transportation (19%)
  - Education quality (12%)
  - Vacant properties (10%)
- **Highest priority for implementation:**
  - General aesthetics / gateways (28%)
  - Better local retail (19%)
  - Better transit (10%)
  - Tourism / visitor center (10%)
- **Biggest obstacle to implementing improvements:**
  - Lack of funds (58%)
  - Lack of consensus / collaboration
- **Biggest challenge city will face in next 10 years:**
  - Economy / economic growth
  - Increasing the tax base
  - Balancing growth and preservation





## REPORT OF ACCOMPLISHMENTS

As part of the implementation program, a Report of Accomplishments is submitted by the City that identifies the current status of each activity in the Short Term Work Program. The City has indicated the status of each activity - completed, currently underway, ongoing, postponed or canceled - with an explanation of the reason. The following pages describe various activities under six major categories:

- Economic Development
- Housing
- Natural and Cultural Resources
- Community Facilities
- Land Use
- Joint City/County Major Intergovernmental Actions

Major Actions	Time Frame	Estimated Cost	Responsible Party	Comments
<b>ECONOMIC DEVELOPMENT</b>				
1. Draft city preservation plan with implementation tools and seek CLG certification	2005-2012	N/A	City staff + consultant	Completed: CLG certification received May 2006.
	2006-2011	\$160,000		Completed: Surveying of historic resources. Initiated project with windshield survey completed June 2006, followed by a multi-phased community structural survey completed over five phases (2007, 2008, 2009, 2010 & 2011). Final project costs approximately \$125,000.
	2012-2013	\$50,000		Postponed: Preservation Plan to be drafted upon completing 2030 Comprehensive Plan update.
2. Undertake targeted revisions to city zoning ordinance to implement comprehensive plan; revise standards to encourage infill and reduce unnecessary processing delays	2004-2005	\$35,000	City staff + consultant	Completed: Revised Unified Land Development Code, adopted July 2005; which included infill development standards.  Completed: amendments to ULDC, 2007-2011. Most recent amendments (1) established a "Tree Replacement Fund" to which private developers could contribute funds in lieu of planting trees in cases where development too small to accommodate required number of tree plantings; and (2) further clarified the minor disturbance development procedures.
	2004-2016	\$1.2 million	City staff + consultant	Downtown – Completed: Demolition of "Greater South Building" & construction of new parking deck for Georgia Mountains Center. Issued RFP & received proposals for redevelopment concepts for several tracts in Downtown; result of the RFP was the City realized a Downtown-focused master plan is needed.  Midtown – In Progress: Continue to work with owners to revitalize properties and have increased code enforcement in Midtown. Adopted "Midtown Overlay Zone" with architectural & site development standards for Midtown properties.
3. Implement Midtown and Downtown Plans. Step up code enforcement in Midtown.				

## Downtown Master Plan

<b>Strategic Initiative:</b>	Downtown master Plan	<b>Location:</b>	180
<b>Project Type:</b>	Single Year Project	<b>Department:</b>	Comm. Dev. (Planning Div.)
<b>Critical Need Ranking:</b>	B - Desirable	<b>Project Manager:</b>	Rusty Ligon

**Description/Justification:**  
 One of the recommendations from the newly adopted Comprehensive Plan was the creation of a Downtown Master Plan. There are several projects that are ongoing in the Downtown area as well as a number of potential projects in the pipeline. Additionally, there have been discussions regarding future infrastructure improvements and the potential creation of a Downtown Historic District. As a result of all of the focus and activity in the Downtown area, the time appears to be right for the creation of a detailed Master Plan. Staff has already met with representatives from the Carl Vinson Institute of Government at UGA to discuss how they could help in the preparation of a Downtown Master Plan.

FUNDING SOURCES:	FY14	FY15	FY16	FY17	FY18	TOTAL		
General Fund	30,000					\$ 30,000	Project Estimated	
						\$ -		
						\$ -		
						\$ -		
<b>TOTAL</b>	<b>\$ 30,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 30,000</b>	Start Date	Completion Date
							07/01/13	03/01/14

PROJECT COSTS	Budget						Five Year Total	Prior Year Costs	Total Project Cost from Inception
PROJECT COMPONENTS:	FY14	FY15	FY16	FY17	FY18				
PLANNING	30,000					\$ 30,000		\$ 30,000	
CONSTRUCTION						\$ -		\$ -	
EQUIPMENT/VEHICLE						\$ -		\$ -	
OTHER						\$ -		\$ -	
<b>TOTAL</b>	<b>\$ 30,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 30,000</b>	<b>\$ -</b>	<b>\$ 30,000</b>	

ANNUAL OPERATING IMPACT							
DESCRIPTION	FY14	FY15	FY16	FY17	FY18	FIVE YEAR TOTAL	Other:
Personnel						\$ -	Expense Type:
Operating						\$ -	Single year Expense
Capital Outlay						\$ -	Account Number:
<b>Total</b>	<b>\$ -</b>						

**CAPITAL PROJECT EVALUATION CRITERIA DISCUSSION:**  
 There is no legal mandate for this project. The City would need to fund the cost of the Master Plan. There would be no direct health or safety impacts. Potential economic development impacts would be positive as the project would help guide the development and redevelopment of the City's Central Business District. With so much current and future activity in this key area of the City, a detailed Master Plan is needed to help guide the growth and ensure it is what citizens want in their Downtown. Delaying this project would allow for development to occur in the Downtown area with no guide or direction.

**NOTES:**

<b>DEPARTMENT DIRECTOR RANKING:</b>	B - Desirable	▼	<b>PROJECT NUMBER</b>
<b>DEPARTMENT PRIORITING RANKING</b>	1	▼	<b>415.785.96002</b>
<b>CIP EVALUATION TEAM RANKING:</b>	A - Essential	▼	Comm. Dev. (Planning Div.)