



CITY OF
GAINESVILLE

USING YOUR PLAN EFFECTIVELY

Community Planning Institute
November 10, 2021

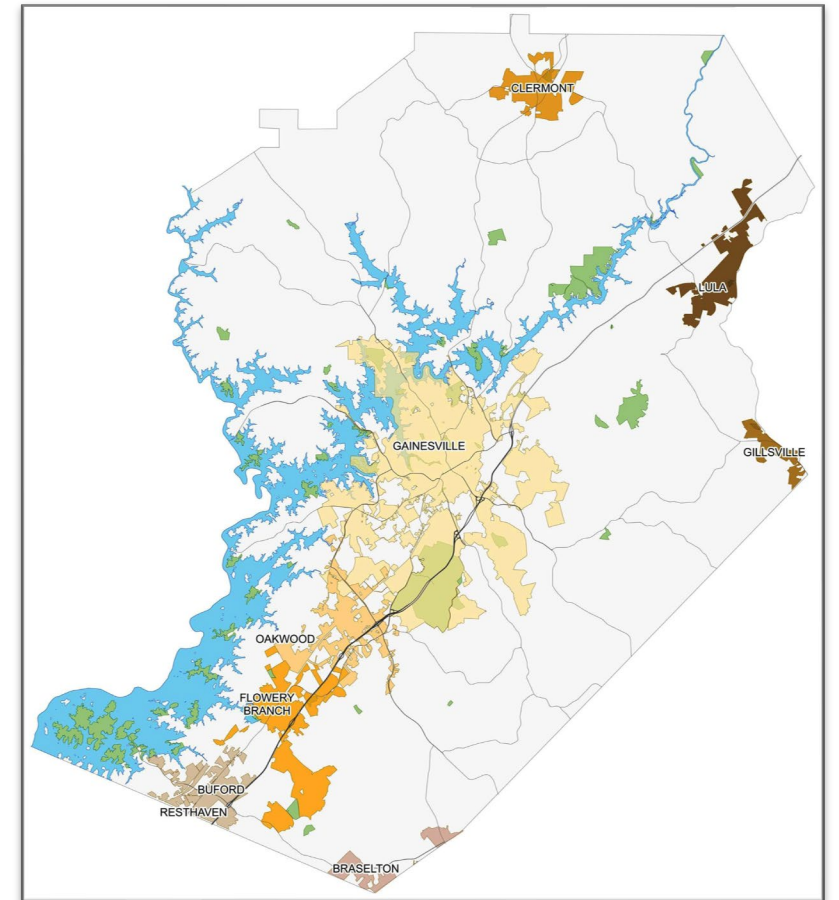


GAINESVILLE FACTS

- Population ~ 45,000 people
- Employment, medical & retail hub for Northeast Georgia
 - ❑ Daytime Population grows to ~ 150,000
- Diversified employment base, including several international firms
 - ❑ 60.3% = Services (Healthcare, Retail, Hospitality, Financial, Trade)
 - ❑ 27.8% = Goods Producing/Manufacturing
 - ❑ 11.8% = Government
 - ❑ 0.2% = Unclassified
- Three higher education institutions located within the City
 - ❑ Brenau University
 - ❑ North Georgia University
 - ❑ Lanier Technical College
- Lake Lanier, which hosts nearly 12 million visitors annually

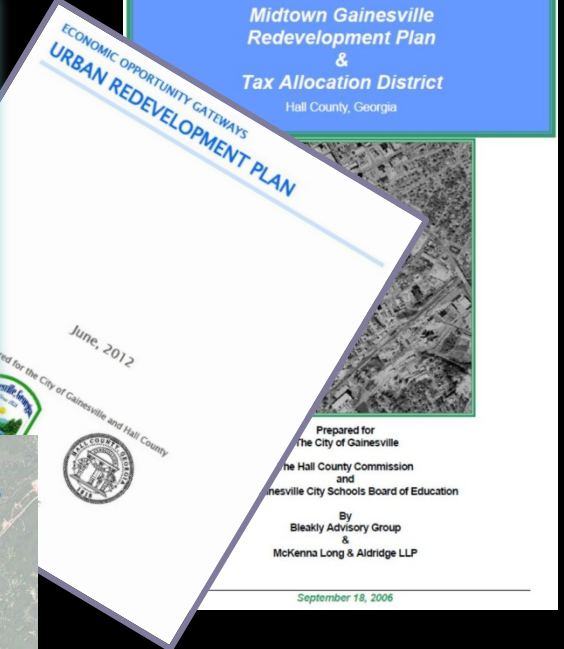
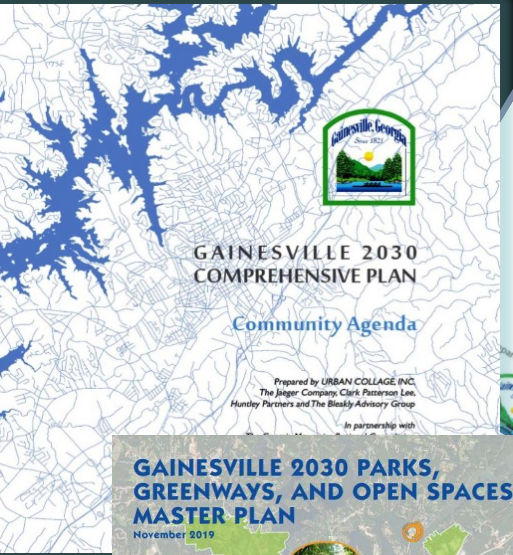
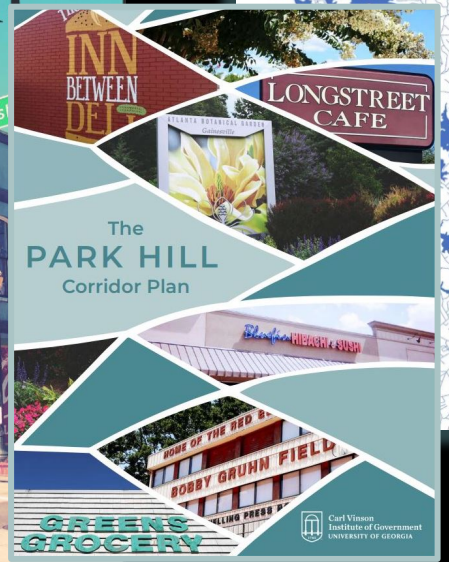
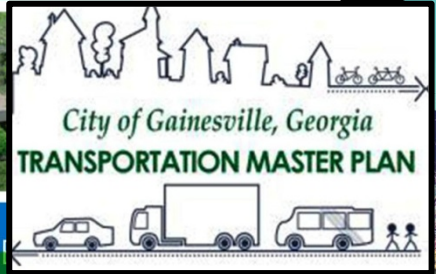
WHAT WE WILL BE WHEN GAINESVILLE GROWS UP...

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



GAINESVILLE HALL COUNTY

Comprehensive Plan



social Pinpoint | Gainesville Con | X +

ts.w.my-socialpinpoint.com/gainesville-comprehensive-plan

Apps | Gmail | YouTube | Maps | Gainesville, GA | DIT... | HUD Exchange | DCA GA&AM Portal | Census Demograph... | 2020 VAD Academy | Traffic Courts - Gal... | Emergency Rental...

Gainesville Comprehensive Plan
This website is a one-stop shop of all things related to the Gainesville Comprehensive Plan. Check back periodically for updates!

What is a Comprehensive Plan?
The Georgia Department of Community Affairs (DCA) requires each city and county in the state to create and update a comprehensive plan every 5 to 10 years. Gainesville completed its last comprehensive plan in 2017. The Gainesville comprehensive plan update will address the community's vision, policies, and goals based on existing conditions and community input. A new community work program for Gainesville will be established with short- and long-term implementation items.

List of Upcoming Events
Join us at one of our two Visioning Workshops!
(Please note, the agendas for each workshop will be the same. We encourage you to attend the one workshop that better fits your schedule.)

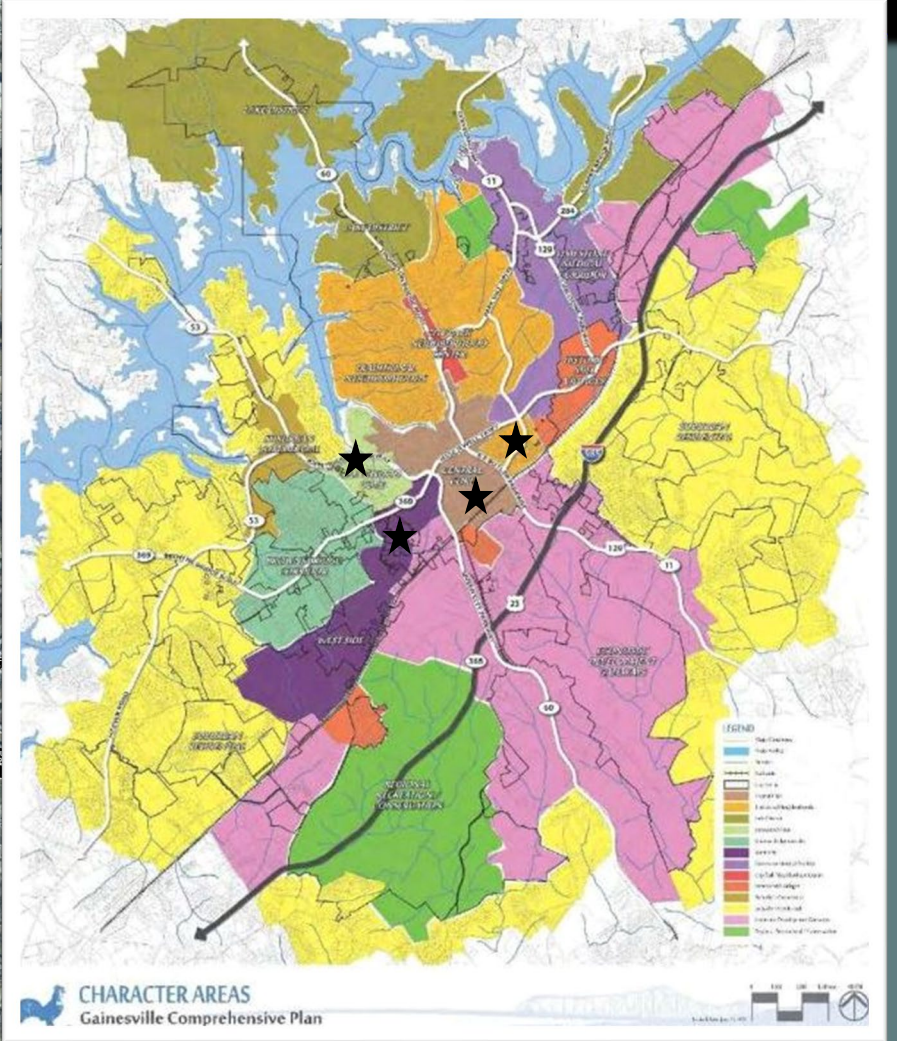
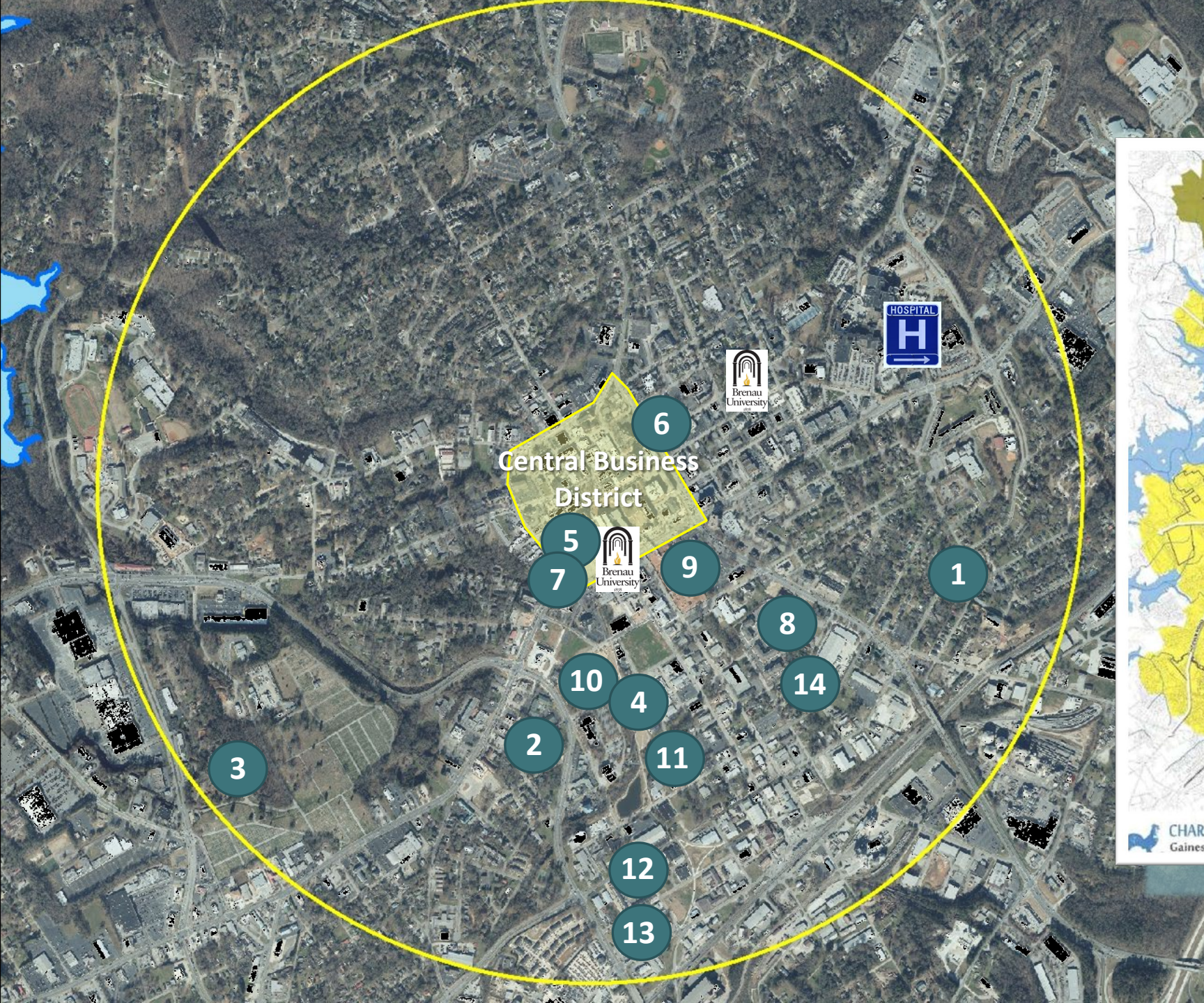
16 NOVEMBER 2021	Visioning Workshop #1 Time: 5:30pm Location: Civic Center (80 Green Street NE) Join us for discussions on land use, redevelopment, transportation improvements, housing, and economic development.
18 NOVEMBER 2021	Visioning Workshop #2 Time: 5:30pm Location: Fair Street Neighborhood Center (215 Fair Street) Join us for discussions on land use, redevelopment, transportation improvements, housing, and economic development.

**Flat Creek
Watershed Improvement Plan**

Prepared for
Gainesville and Hall County, Georgia
September 2008

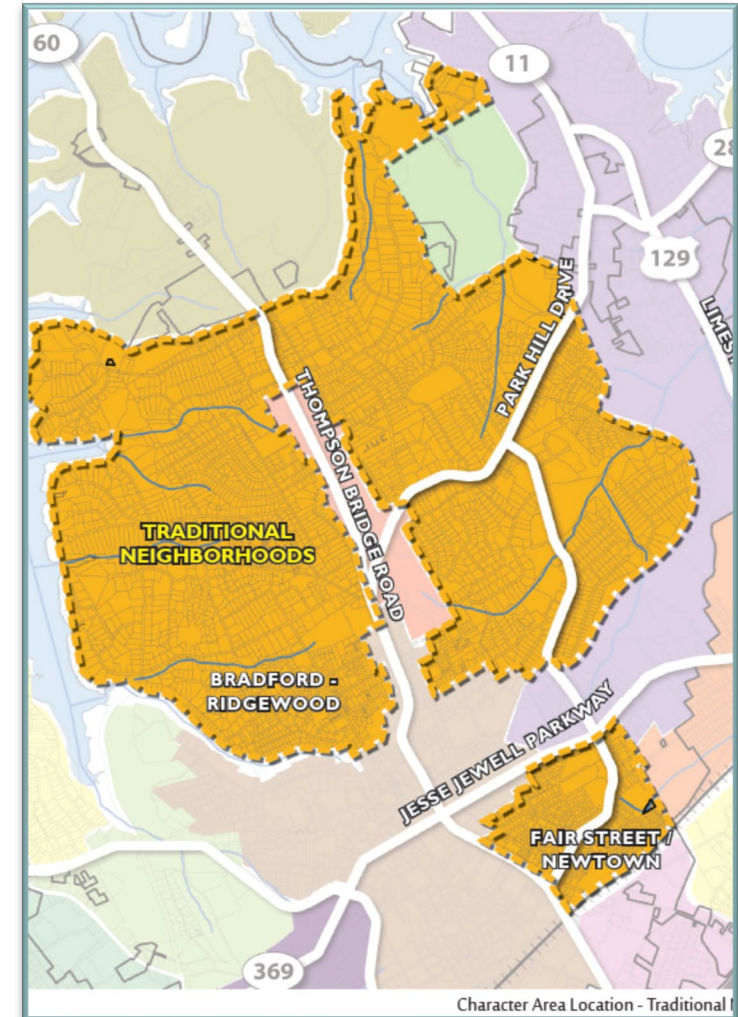
Prepared By
CH2MHILL
1000 Abernathy Road
Suite 1600
Atlanta, GA 30328

Gainesville Parks & Recreation
STRATEGIC PLAN
2018-2022



TRADITIONAL NEIGHBORHOODS

1. Gainesville's historic neighborhoods and other traditional residential areas primarily developed prior to WWII, including:
 - *Fair Street Area NPU*
 - *Bradford-Ridgewood NPU*
 - *Northern Neighborhoods*
2. Minimal change is desired. Preservation of architectural character and development patterns should be protected. Purity of landscape and quality of housing should be preserved.
3. Initiatives include:
 - *Northwestern Cottages*
 - *Park Hill Drive Corridor Master Plan*
 - *EE Butler Pkwy / Athens St / Hwy 129-S Corridor Master Plan*



NORTHWESTERN COTTAGES



- Vacant tract owned by City's nonprofit housing development organization
- 4 single-family homes for ownership
 - 3-BR / 2-BA
 - ~ 1,400 sf
 - \$134,900
- Walkable to Fair Street Neighborhood Center & Boys/Girls Club & Teen Center
- Target market = First-Time Homebuyers
- Homebuyer Subsidy = \$14,999



FOR SALE
KVM
952-958

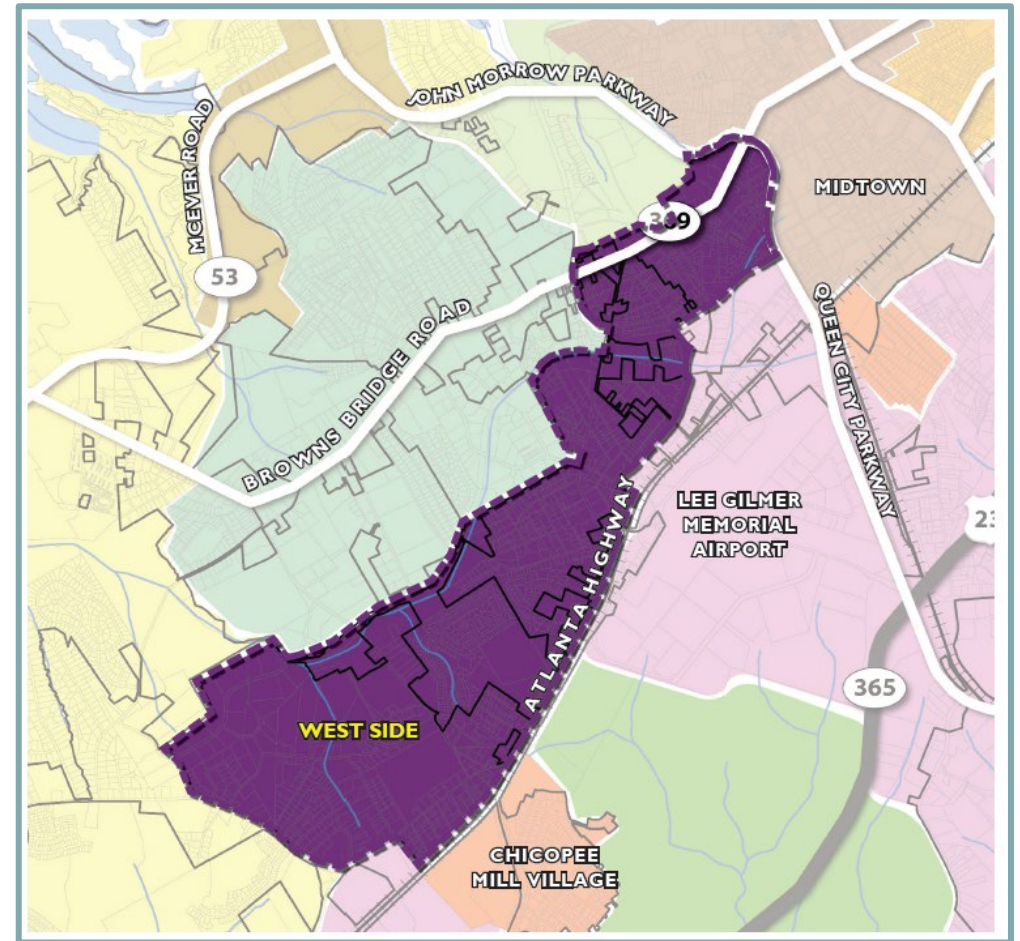
FOR SALE
KVM
952-958





WEST SIDE CHARACTER AREA

1. Character area largely follows the Atlanta Highway corridor, which is marked by “island” annexation, severe blight, and deteriorated housing.
2. Vision embraces cultural richness and fosters the branding of the area as an “International District”.
3. Initiatives include:
 - *Westside TAD*
 - *Westside Opportunity Zone*
 - *Code Enforcement Housing Improvement Initiative*



HOUSING IMPROVEMENT INITIATIVE



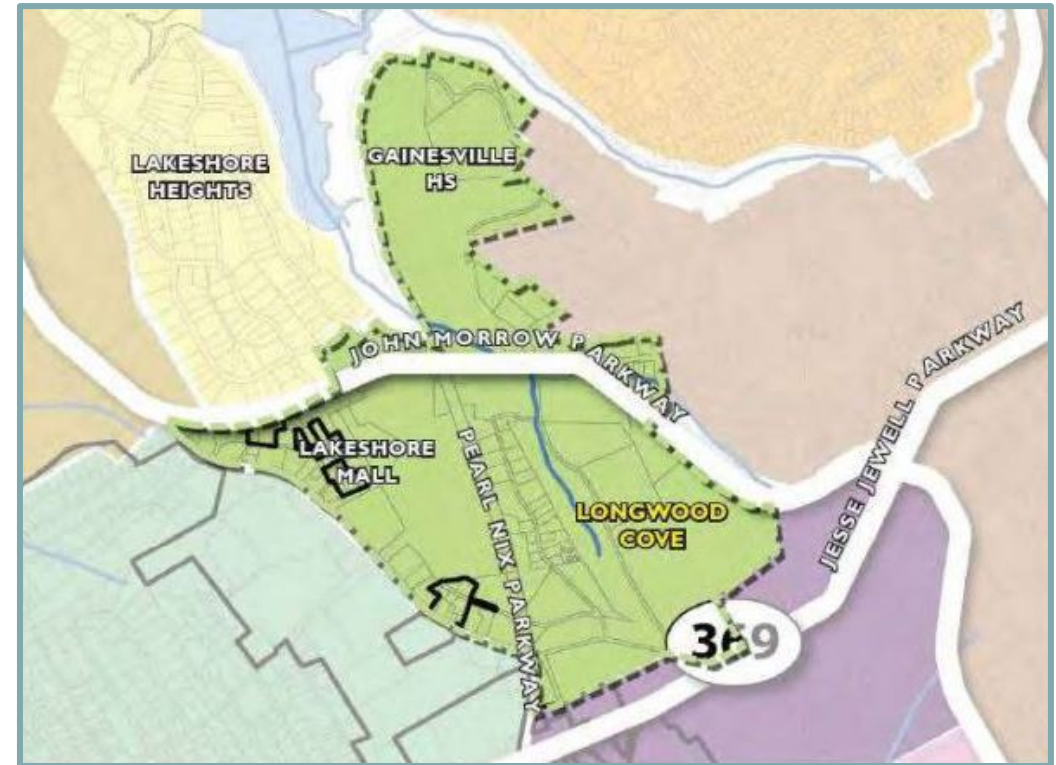
- Targeted sweeps in 5 areas based on priorities listed in 2040 Comp Plan
 - *Coordinated approach*
 - *Code Enforcement & Inspections*
 - *City Codes, ULDC & IPMC*
- Inspected ~ 1,000 properties
 - *2,719 violations, tenant- & owner-based*
 - *1 Citation*
 - *92% compliance rate*
 - *120 remodels & 42 demolitions by owner by choice*





LONGWOOD COVE CHARACTER AREA

1. Longwood Cove area extends from Longwood Park and Gainesville High School campus to Tower Heights Road neighborhood, Alta Vista Cemetery and Lakeshore Mall.
2. It is described as one of the most pressing redevelopment areas in the city, with mixed-use, mixed-income residential
3. Initiatives include:
 - *Lakeshore Mall & Westside TADs*
 - *Tower Heights Redevelopment*
 - *Public Infrastructure Improvements*



TOWER HEIGHTS / WALTON HARBOR

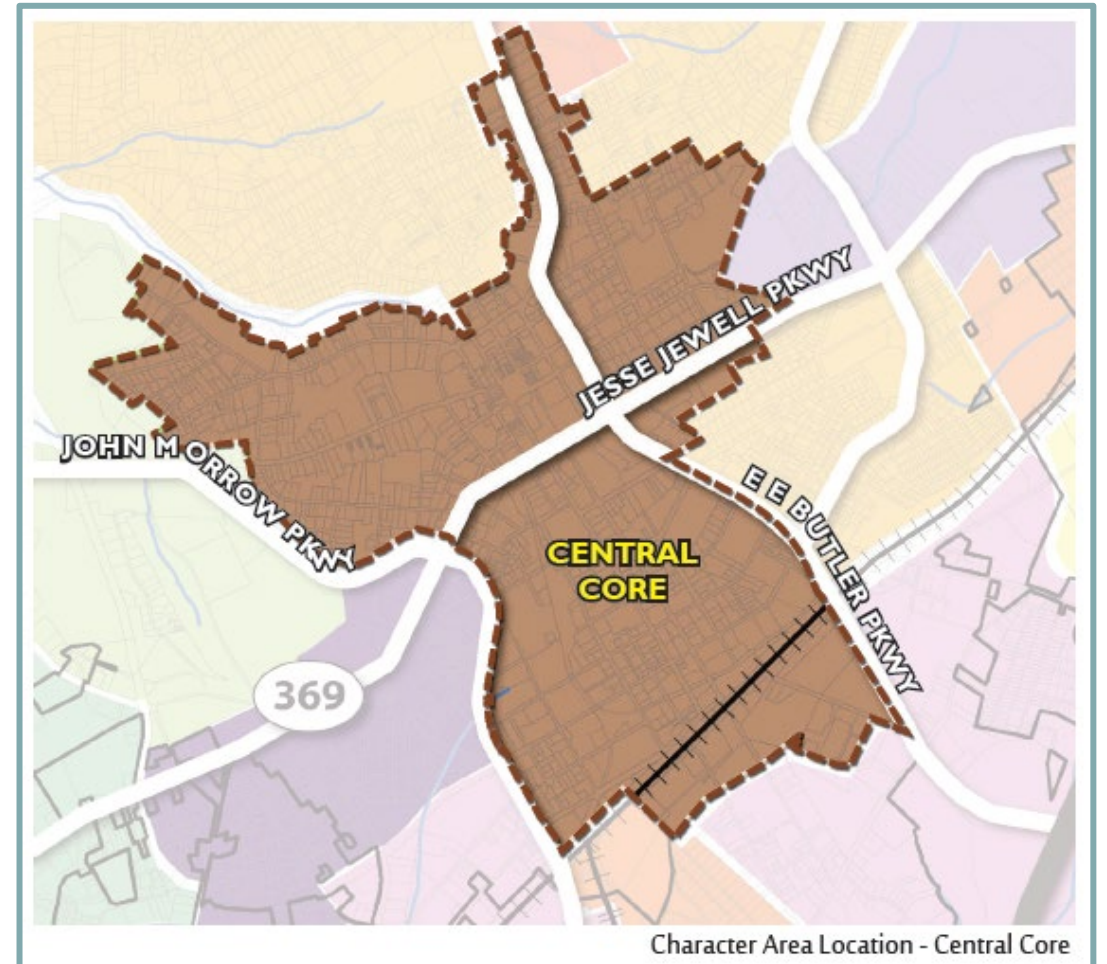


- 32 public housing duplex units being replaced with 180-unit affordable housing development
- 9% LIHTC Project in partnership with Walton Communities
- Walkable to National Register listed Alta Vista Cemetery, Lake Lanier, Longwood Park & Rock Creek Parkway
- Adjacent to a variety of retail shops, professional services, restaurants & Lakeshore Mall



CENTRAL CORE CHARACTER AREA

1. Historic heart of Gainesville, centered on the Square and extending east, west and south.
2. Includes three subareas:
 - *Downtown / Midtown Area*
 - *Brenau Quarter*
 - *Oak / Rainy / Washington Corridors*
3. Expected to continue to evolve as the symbolic heart of the City, with historic preservation and sensitive infill development.
4. Initiatives include:
 - *Pedestrian Facilities & Streetscapes*
 - *Highlands To Islands Trail*
 - *Public Art*
 - *Midtown TAD & State Opportunity Zone*



Character Area Location - Central Core

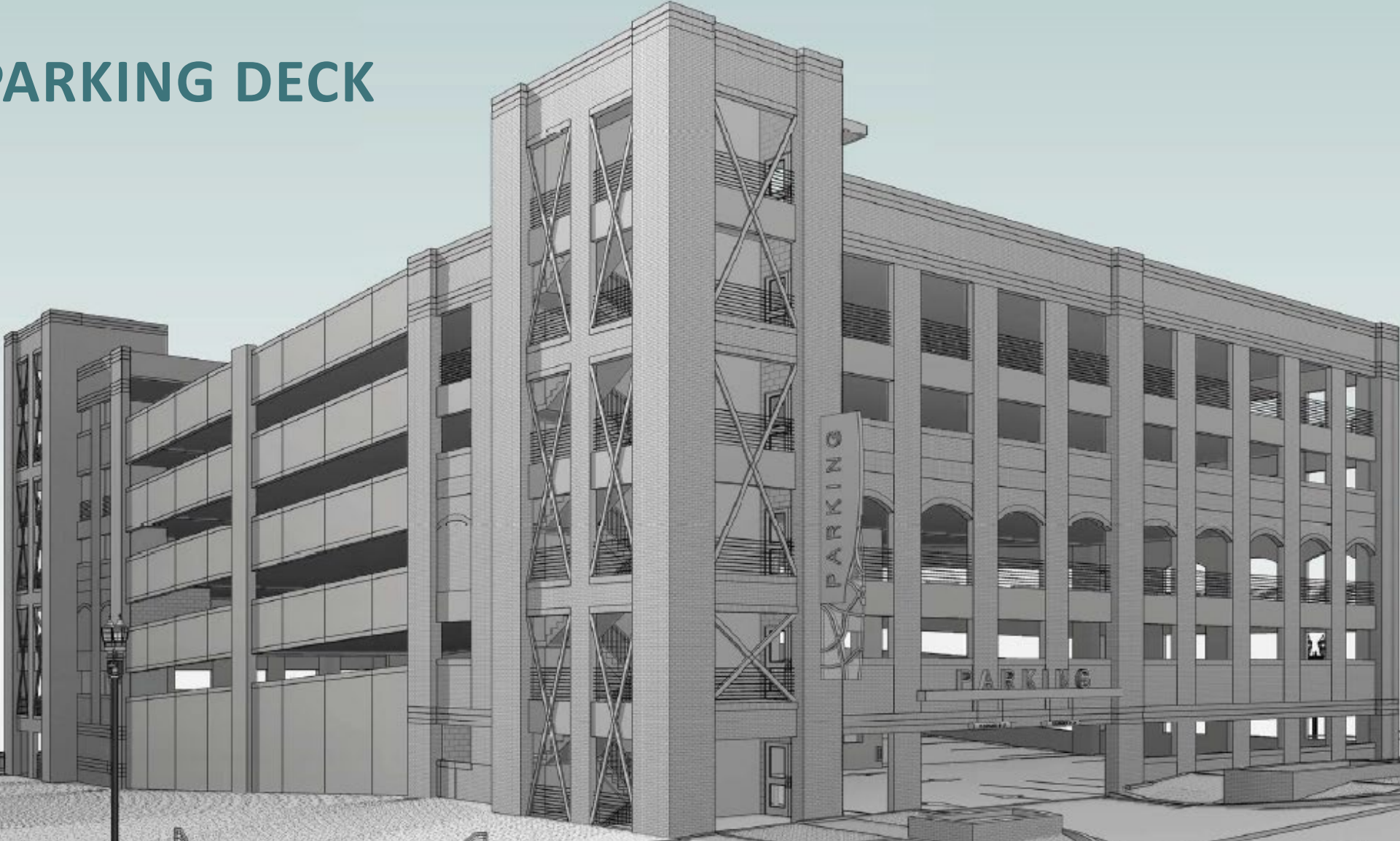


PEDESTRIAN FACILITIES, PARKING & STREETS CAPES

General Funds
CDBG Grant Funds
GDOT TE Funds
NFWF-Wells Fargo Grant



NORTH PARKING DECK





Bradford Street



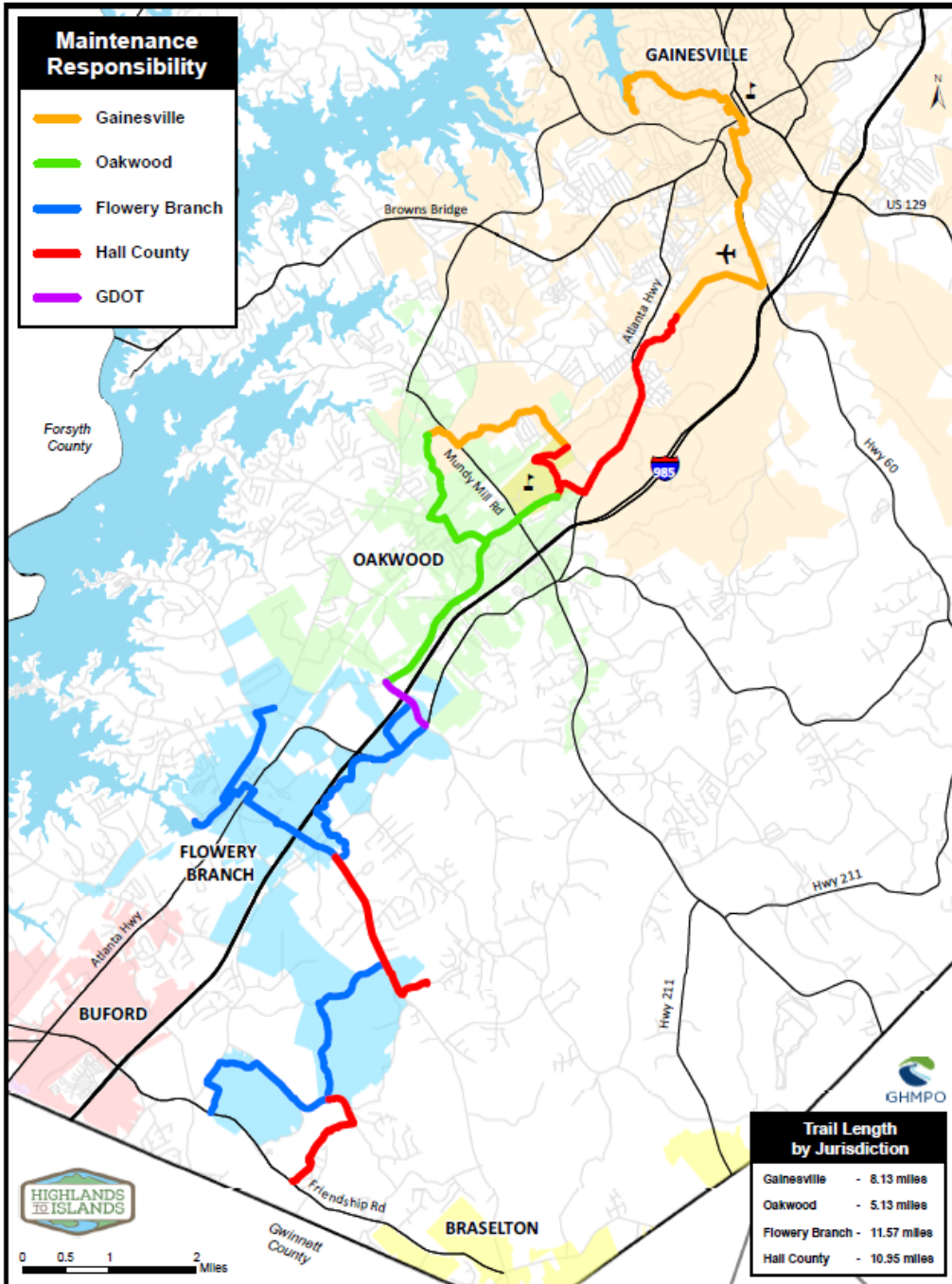




HIGHLANDS TO ISLANDS TRAIL – MIDLAND SECTION

GA Recreational Trails Grant
CDBG Grant Funds
EPD 319 Funds
GDOT TE Funds
General Funds
Park & Recreation Funds

Highlands to Islands Trail Network











LEGEND

- | | | | | | |
|---|---|----|--|----|-------------------|
| 1 | UPDATED PARKING | 9 | ADDITIONAL TREE PLANTINGS (TYP.) | 17 | FOUNTAIN |
| 2 | PARKING / DROP-OFF | 10 | LARGE LOGO SIGNAGE | 18 | WETLAND PLANTINGS |
| 3 | GREEN ROOM BUILDING | 11 | STAGE & SEATING | 19 | TRAIN PLAZA |
| 4 | RESTROOM BUILDING & PUMP HOUSE | 12 | BOARDWALK & OBSERVATION / FISHING PLATFORM | 20 | DOG PARK W/ FENCE |
| 5 | SPLASHPAD W/ LOGO & SEATWALLS (±6,000 SF) | 13 | LARGE PAVILION | 21 | COMFORT STATION |
| 6 | SHADE STRUCTURES (TYP.) | 14 | ON-STREET PARKING | | |
| 7 | OPEN GREEN SPACE | 15 | OBSERVATION PLATFORMS | | |
| 8 | DESTINATION PLAYGROUND (±16,000 SF) | 16 | FUTURE SKATE PARK | | |



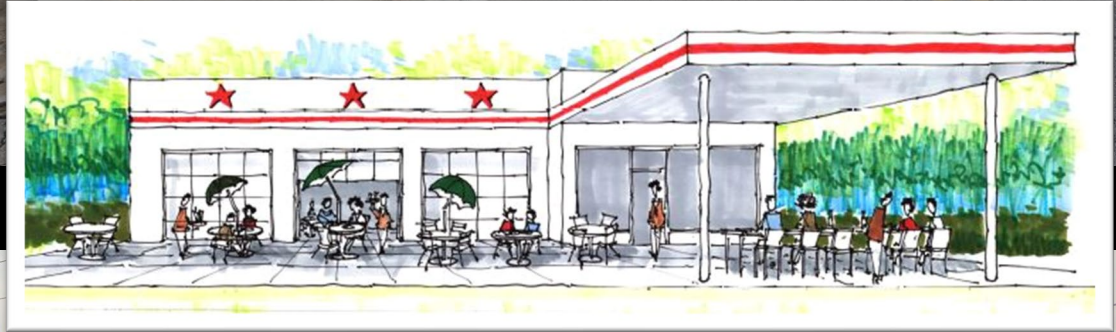
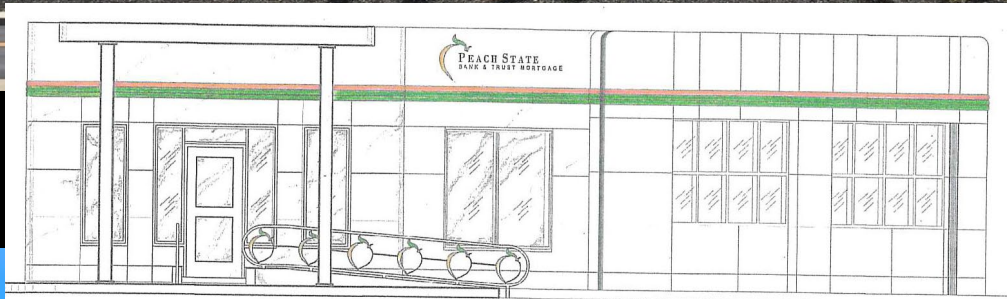
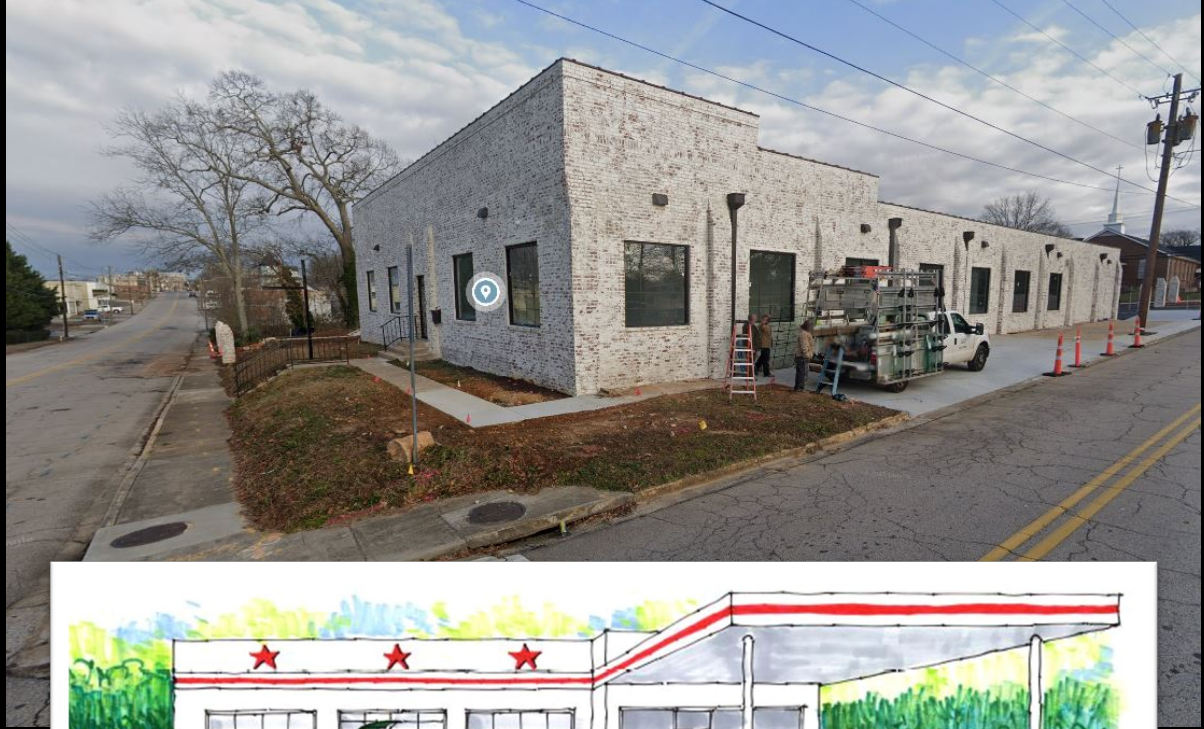






PRIVATE INVESTMENT

Tax Allocation District
State Opportunity Zone
Tax Abatement
Strategic Public Acquisition



GAINESVILLE RENAISSANCE



1. *A/K/A Fourth Side of the Square*
2. *Mixed-Use Development*
 - *15,000-sf Retail*
 - *15,000-sf Office Space*
 - *Brenau School of Psychology*
 - *8 Condos*
3. *Groundbreaking September 2020*
 - *Construction Timeline 18-20 months*
 - *First Quarter 2022 Opening*
4. *Public Restrooms & Pocket Park*



Spring

PARKING

Ma

ONE WAY

GAINESVILLE

CARROLL DANIEL

CARROLL DANIEL

CARROLL DANIEL

CARROLL DANIEL



THE NATIONAL

- \$72 million investment
- 132-room Courtyard by Marriott Hotel
- 143 multi-family units
- Construction began Spring 2021

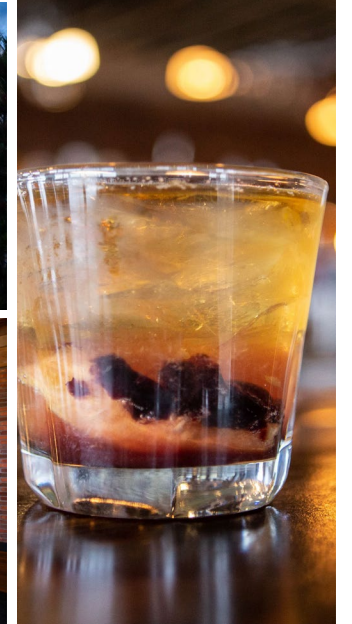




BOURBON BROTHERS



1. New restaurant and concert/venue space to be located in CBD
 - *Restaurant = 9,000-sf*
 - *Rooftop bar & patio*
 - *Concert/venue space = 15,000-sf*
2. Gainesville will be the 2nd location
 - *Expertly crafted American classics & Southern staples*
 - *World class selection of over 130 rare bourbons, ryes & whiskies*
 - *Restaurant will seat up to 300 & Concert/venue space will seat up to 500*
 - *Approximately 100-120 ticketed events per year; ability to host weddings, church & corporate events*
3. Construction began Fall 2021, with completion set for the Summer 2022

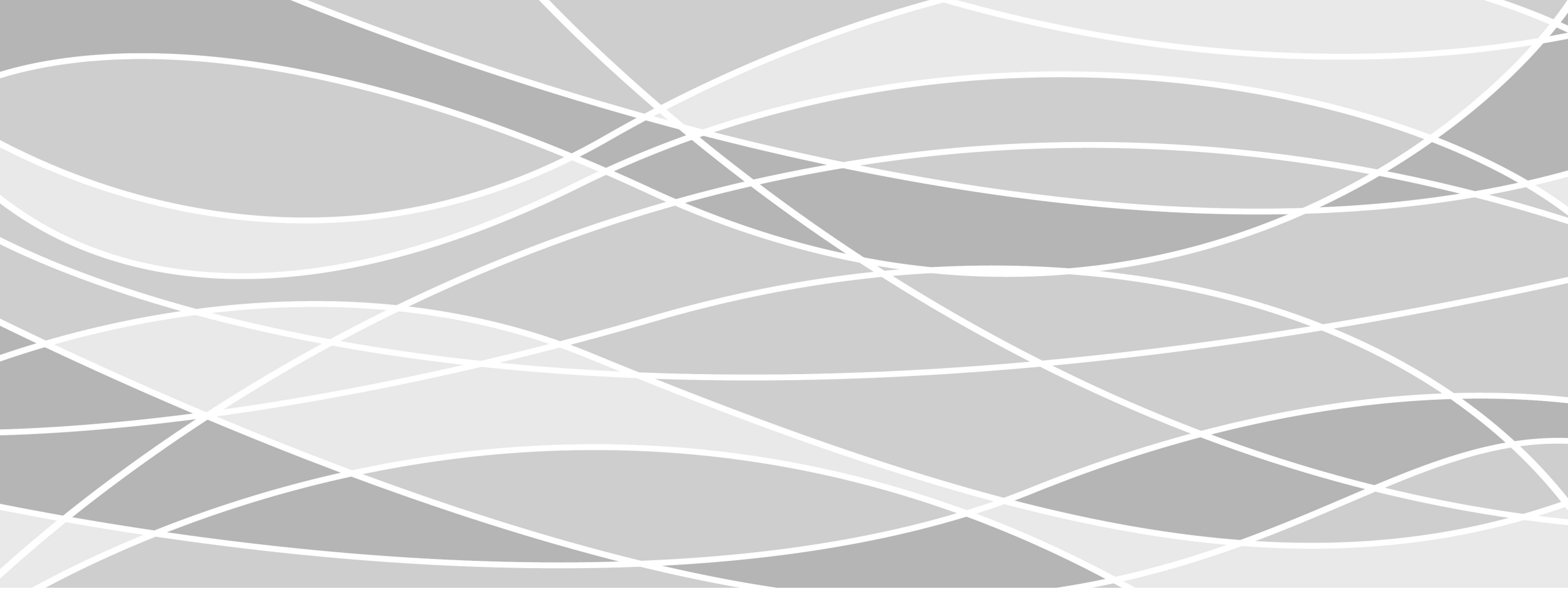


BOURBON BROTHERS

SMOKEHOUSE & TAVERN

B. Entertainment





CENTRAL CORE RESIDENTIAL
DEVELOPMENT



ATLANTA STREET / WALTON SUMMIT

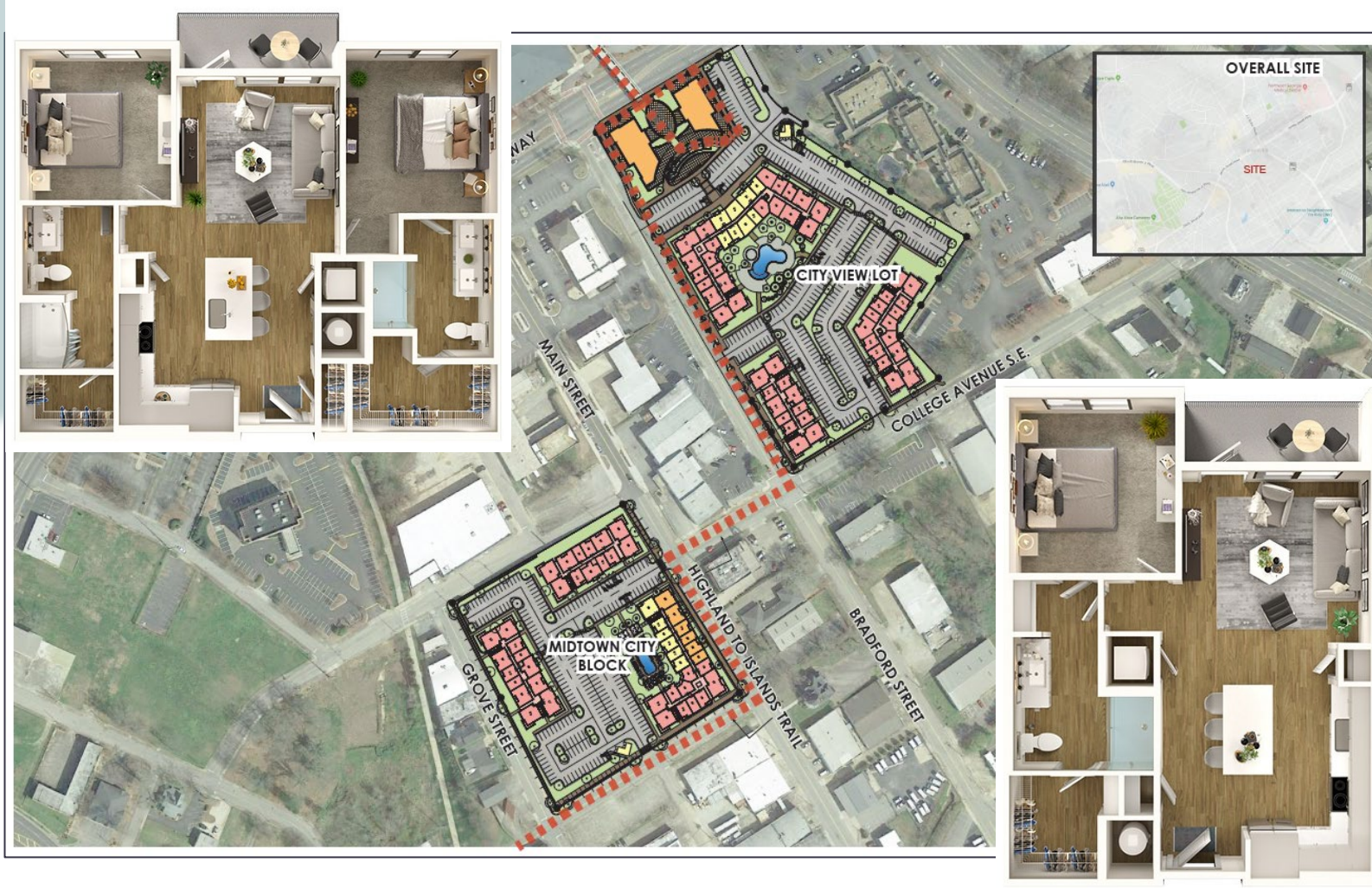


- 131 of Gainesville's oldest public housing development
- 9% LIHTC Project in partnership with Walton Communities
 - 252-unit mixed-income project
 - ~ 39 Market rate units
 - ~ 39 Public housing units
 - ~ 174 Income-based units
 - 3 Phases – Family & Legacy
- Walkable to Downtown Square & Highlands To Islands Trail



WALTON SUMMIT
APARTMENT HOMES

SOLIS GAINESVILLE



Phase One

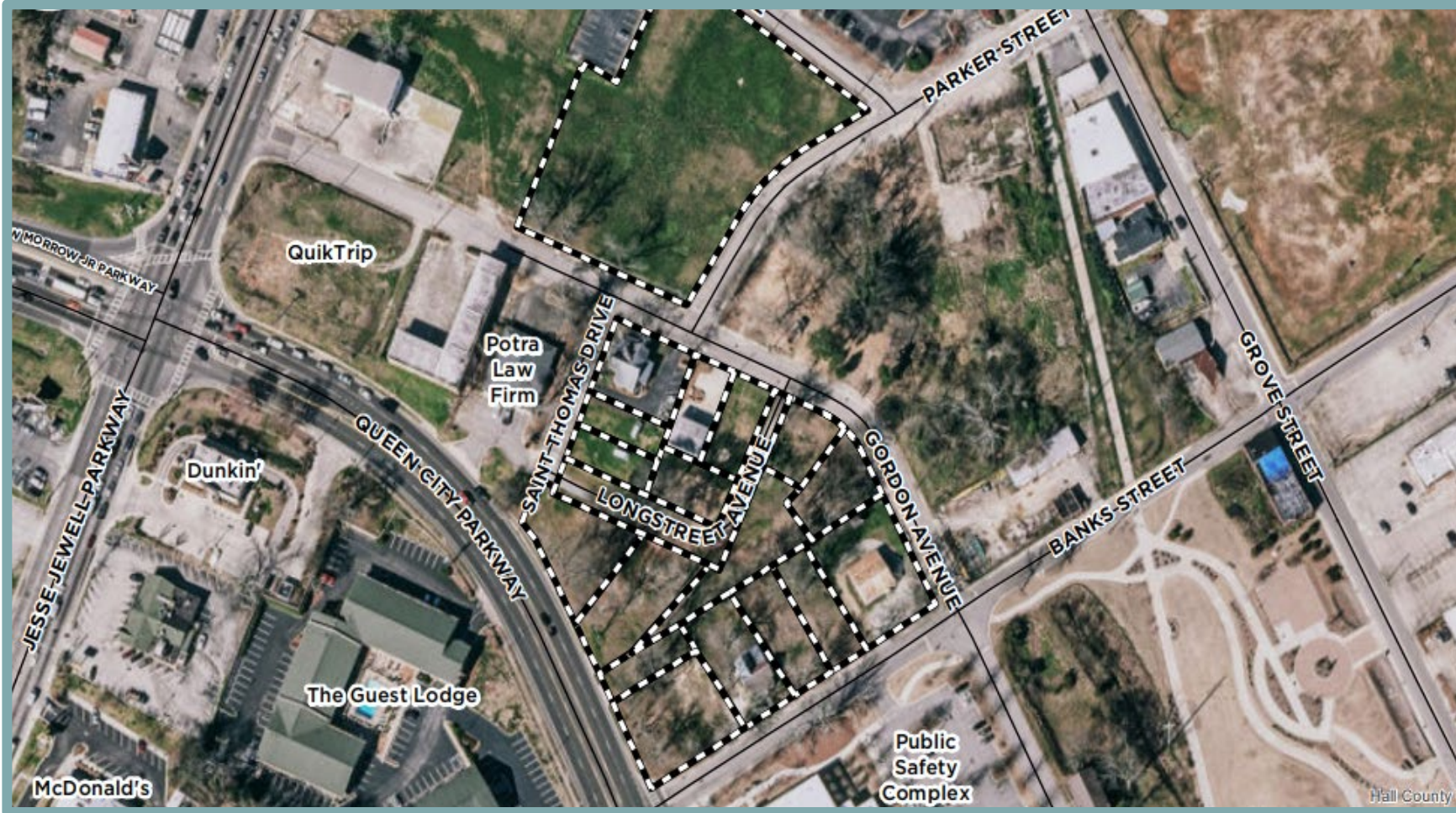
- 220 Residential Units
 - Studio, 1-BR / 1-BA
 - 1-BR / 1-BA
 - 2-BR / 2-BA
 - 3-BR / 2-BA
 - ~ 615 to 1,644 sf
- Target market = NGMC residents, Brenau University students, young professionals, etc.
- 10,000 sf Retail

Phase Two

- 180 Residential Units
- 5,000 sf Retail



GAINESVILLE MIDLAND



- 214 Residential Units
 - Studio, 1-BR & 2-BR
 - ~ 638 to 1,165 sf
- Assemblage of 18 parcels across from Public Safety Complex
- Target market = NGMC residents & young professionals
- Direct access to the Highlands To Islands Trail & Midland Park



GAINESVILLE MIDLAND

GAINESVILLE, GA
RENDERING • 06-10-2021

MCN2021-01



© COPYRIGHT 2021 DYNAMIK DESIGN

LIBERTY MIDLAND



- 14 “Urban Farmhouse” rentals
 - 2-BR / 2.5-BA
 - ~ 1,200 sf
 - ~ \$1,400/month
- Tax Allocation District project described as “affordable workforce housing without voucher support”
- Walkable to Downtown Square & access to Highlands To Islands Trail
- Marketed as live/work/play in Downtown Gainesville
- Target market = Roommates, graduate students, young married & active retirees

THE ENCLAVE



- 45 townhouse-style apartments, with individual COs
 - 3-BR, 2-BA
 - 1,600 sf
- Redevelopment of a full city block
 - Tax Allocation District project
 - Replaced 13 dilapidated rental houses
- Walkable to Downtown Square & access to Highlands To Islands Trail
- Target market = Current residents who were living in slum housing & extended-stay hotels



DAVIS STREET COTTAGES

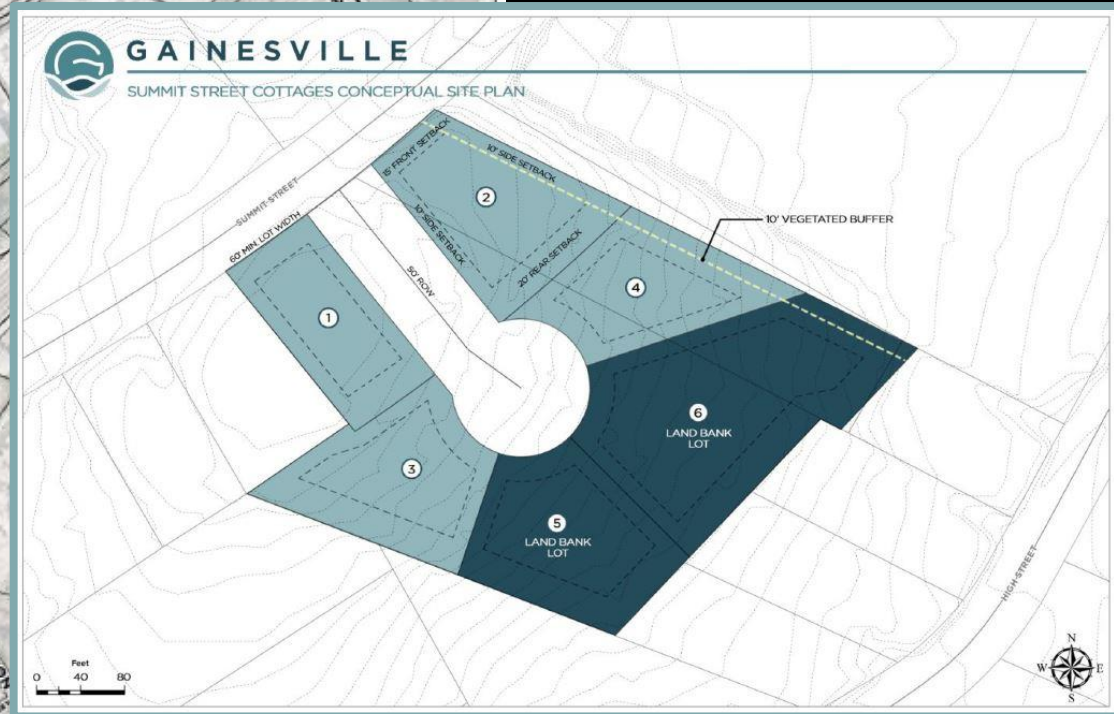
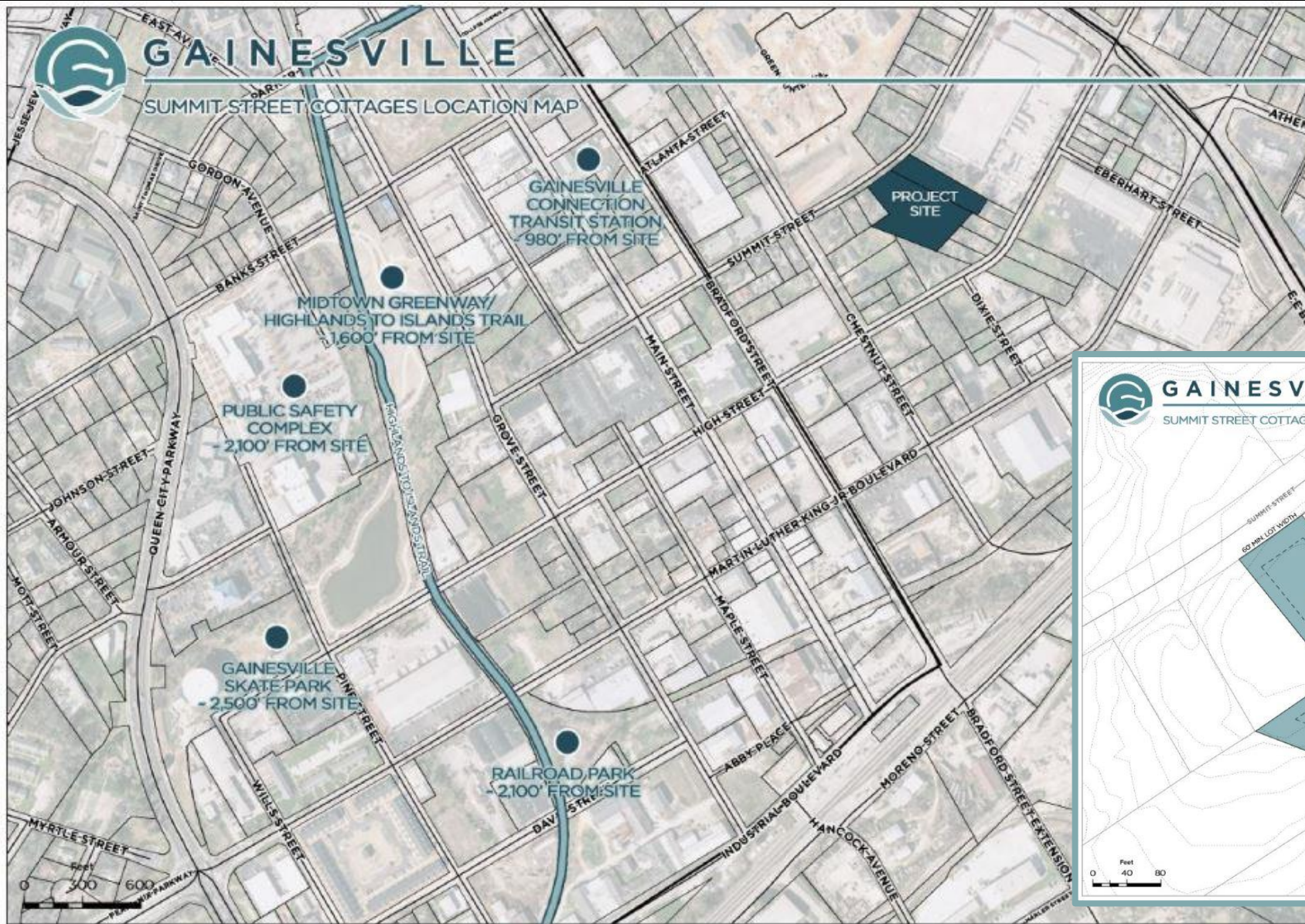


- Vacant tract owned by City's nonprofit housing development organization
- 4 single-family homes for ownership
 - 3-BR / 2-BA
 - ~ 1,200 to 1,400 sf
 - \$150,000
- Walkable to Downtown Square, Midland Park, Skate Park & Highlands To Islands Trail
- Target market = First-Time Homebuyers
- Homebuyer subsidy for down-payment & closing costs





SUMMIT STREET COTTAGES





Gainesville Comprehensive Plan
This website is a one-stop shop of all things related to the Gainesville Comprehensive Plan. Check back periodically for updates!

WHAT'S NEXT???

What is a Comprehensive Plan?

The Georgia Department of Community Affairs (DCA) requires each city and county to create and update a comprehensive plan every 5 to 10 years. Gainesville completed its last comprehensive plan in 2017. The Gainesville comprehensive plan update will address the community's vision, policies, and goals based on existing conditions and community input. A new community work program for Gainesville will be established with short- and long-term implementation items.

List of Upcoming Events

Join us at one of our two Visioning Workshops!

*(Please note, the agendas for each workshop will be the same. We encourage you to attend the **one** workshop that better fits your schedule.)*

- 16 NOVEMBER 2021**
Visioning Workshop #1
Time: 5:30pm
Location: Civic Center (830 Green Street NE)
Join us for discussions on land use, redevelopment, transportation improvements, housing, and economic development.
- 18 NOVEMBER 2021**
Visioning Workshop #2
Time: 5:30pm
Location: Fair Street Neighborhood Center (715 Fair Street)
Join us for discussions on land use, redevelopment, transportation improvements, housing, and economic development.



THANK YOU!

Jessica Tullar
Housing & Special Projects Manager
(770) 531-6570
JTullar@gainesvillega.gov

Rusty Ligon
Community & Economic Development Director
(770) 531-6570
RLigon@gainesvillega.gov