

***JOINT COUNTY-CITIES
COMPREHENSIVE PLAN
2006-2026***



COMMUNITY AGENDA

for

**HEARD COUNTY
and the cities of
Centralhatchee, Ephesus
and Franklin**

prepared by
Community Development Concepts, Inc.

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I. INTRODUCTION

VISION STATEMENT

Heard County has an unparalleled opportunity to combine sustainable local development with vibrant natural resources, while creating a viable economy. Heard County has the benefit of three distinct features that dominate and dictate its potential for economic development – the Chattahoochee River and its tributaries, a preserved rural heritage, and a strong sense of small town community. This Plan is intended to preserve the unique rural character of Heard County, protect and even enhance the Chattahoochee River and promote the community quality of life that best serves the local citizens.

During the planning process, citizens and stakeholders repeatedly expressed two major values – 1) a love of the rural life style and 2) a desire for improved recreation, housing, training and jobs.

Vision Statement

By the year 2026, Heard County and the Cities of Centralhatchee, Ephesus and Franklin will successfully generate increased wealth and improved quality of life for its citizens by actively offering enhanced recreational opportunities, improving educational and job training opportunities, promoting diverse housing options, promoting small business development and developing creative ways to capitalize upon the distinct rural character, while preserving the natural and cultural heritage.

Scope

Heard County and the cities of Centralhatchee, Ephesus and Franklin are required by state law to complete their Comprehensive Plan Update by October 31, 2006. This plan has been prepared in accordance with the “Basic Planning Level” Local Planning Requirements from the Georgia Department of Community Affairs (DCA), effective May 1, 2005.

Measure of Success

Experience in public involvement has shown that lasting solutions are best identified when all segments of a community – individuals, elected officials, educators, the business community, and civic organizations – are brought together in a spirit of cooperation. A collaborative approach to community engagement is not an opportunity, but a necessity. Community engagement and involvement is done for three reasons:

- ❖ To educate and increase public awareness
- ❖ To capture the knowledge and preferences of the people who live in and support the communities
- ❖ To mobilize support and acceptance of the plan

The measure of effectiveness of a community participation program is not that the public has been informed, but that public input has contributed to making a decision that is feasible and is supported by a large segment of the community. It is essential to know the community's perspectives and values to facilitate positive impacts, as well as to narrow the field of alternative solutions.

Community Involvement

In an effort to strengthen Heard County and the Cities of Centralhatchee, Ephesus and Franklin, the Community Participation Program provides opportunities for citizens to work collaboratively on addressing the challenges that shape their community. This requires strong political leadership, citizen education, and active involvement by all stakeholders. A successful comprehensive plan begins with a process of thinking about and visualizing the future and discussing how the community prepares itself for evolving and growing. All this effort culminates into better decision-making with a full consensus of the public.

An initial kick-off meeting was held on August 17, 2005 with elected officials and staff of the county and each city government. The purpose of this meeting was to educate these stakeholders on the planning process and to discuss scheduling. The attendees were encouraged to promote the process to the public and to encourage their employees and citizens to participate.

A series of one-on-one interviews were conducted with identified stakeholders and other interested parties in an effort to gain the most up-to-date information and to get personal perspectives of citizens relative to the comprehensive plan and the future of the county and its cities.

A meeting of the Heard County Chamber of Commerce's Unity of Community Forum was held on October 20, 2005. This group represents approximately 60 local government, business and civic leaders, and regional service providers. They meet on a regular basis to discuss issues affecting Heard County and have participated in a SWOT process over the past two years which was provided for use in this planning process. This group was asked to serve as a Community Advisory Committee throughout the planning process to participate in the visioning process, stimulate public participation and to monitor the planning process.

Stakeholders

Coordination and oversight are very important parts of the overall work effort for this project. In addition, a network of community and regional organizations, and local interests have been identified for stakeholder involvement, process participation and for the distribution of meeting notification as part of a broad public outreach effort.

Heard County Board of Commissioners

Chairperson June Jackson
Lee Boone
Gwen Caldwell
Larry Hooks
Joe Adams
Frank Crook

City of Ephesus Mayor & Council

Mayor Denney Rogers
Wayne Prince
Ronnie Holloway
Tony Rogers
Hershel Parmer
Ralph Cates

Town of Centralhatchee Mayor & Council

Mayor Barbie Crockett
Jimmy Adams
Tonnie Adams
Eley Loftin
Barbara Norwood
Walt Wiggins

City of Franklin Mayor & Council

Mayor Brad Yates
Willie Almond, Jr.
Joel Rogers
Donald Holcomb
Jimmy Hamil
Ray Hand

Heard County Chamber of Commerce
Heard County Planning Commission
Heard County Zoning/Codes Dept.
Heard County Engineer
Heard County Sheriff's Office
Heard County DFCS
Heard County Emergency Services
Heard County Magistrate Judge
Heard County Recreation Board
Heard County Board of Education
Heard County Tax Commissioner
Heard County Tax Assessors
Heard County Water Authority
Heard County Community Partnership
Heard County Youth Advisory Council
Heard County Historic Preservation Commission
Heard County Historical Society
Heard County Lions Club
Heard County Optimist Club
Franklin/Heard County Pilot Club
Franklin Police Department
Franklin Planning Commission
Franklin Housing Authority
Heard County Probate Judge
Heard County Transit
Centralhatchee Planning Commission
Heard County Extension Office
Development Authority of Heard County
Heard County NAACP
Heard County Cattleman's Association
Poultry Producers
Horse Ranchers
Heard County Faith Community
Georgia Power Co.

Carroll EMC
Available Realty
Harper Realty
Regions Bank
First Georgia Banking Co.
Jaxon Filtration
Franklin Aluminum
State Farm Insurance
Tenaska Georgia Partners
West Georgia Technical College
Chattahoochee-Flint RDC
West Point Lake Coalition
US Army Corps of Engineers
Georgia DNR-EPD
Rolling Hills RC&D
Georgia Forestry Commission
Upper Chattahoochee Riverkeeper
Greater West Georgia Development Authority
Carroll County, Georgia
Coweta County, Georgia
Troup County, Georgia
Randolph County, Alabama

Public Participation

An initial public hearing was held on January 19, 2006 at the Heard County Courthouse. The purpose of this hearing was to present the draft Community Participation Program and draft Community Assessment to the public. Attendees were asked to offer comment verbally or in writing as to additional issues and needs to be addressed and to give thoughts on their vision for the county. Attendees were encouraged to sign up for participation in the community visioning sessions. Following this public hearing and incorporation of public input during the hearing, a draft Community Assessment and Participation Program was forwarded by transmittal resolution of each local government to the Chattahoochee-Flint Regional Development Center and subsequently, the Georgia Department of Community Affairs for review and comment.

Community Visioning Sessions were held to discuss the identified issues and opportunities facing the County in the areas of economic development, housing, land use & transportation, natural & cultural resources and community facilities, and to define goals and objectives for each.

Available media, including the local newspapers, radio and a community website, were used to notify the public of meetings, share periodic overview of progress and encourage citizen and stakeholder input in the planning process.

A final public hearing was held on August 1, 2006 to present the Community Agenda. Following this public hearing the draft Community Agenda was forwarded to Chattahoochee Flint RDC and the Georgia Department of Community Affairs for review and comment. Upon final approval by DCA, each local government formally adopted the Joint Comprehensive Plan during October and November, 2006.

II. FUTURE LAND USE

Land Use Categories

The future land use of the county and cities incorporates identified character areas while utilizing the approved Standard Land Use Categories as defined in the Department of Community Affairs “Local Planning Requirements”. For planning purposes, the Character Area Map and the Future Land Use Map should be consulted. It is also recommended that other resources such as the sensitive area mapping be used as overlay reference during planning discussions.

Changes in percentage of land use in each category are primarily attributed to a continue focus on securing greenspace under conservation areas particularly along tributaries and streams in an effort to protect ground and surface water sources. Anticipated additions in industrial and commercial land use around Franklin where infrastructure is available will impact existing forest land. It is also anticipated that as residential growth areas continue to receive new homes, these percentages will continue to rise over the planning period.

Table 1: Existing and Future Land Use Comparison

Definition	Land Use	% of Existing	% of Future
Land is primarily used for raising livestock and poultry farming including farm residential	Agricultural	25.0%	21.5%
Land includes both commercial timber and privately-held wooded Areas	Forestry	54.5%	34.0%
Land made up of smaller lot-size, higher density housing	High Density Residential	4.0%	7.0%
Land made up of larger parcel development including estate housing	Low Density Residential	6.0%	9.0%
Land includes retail, service & downtown commercial uses	Commercial	.5%	1.5%
Land includes manufacturing, distribution, processing & public/private commodity generation	Industrial	2.0%	4.0%
Land includes governmental, educational & public service facilities	Public/Institutional	.1%	.5%
Land includes roadways & public utility transmission facilities	Transportation /Utilities	2.0%	2.5%

<p>Land includes public parks & recreational areas; also includes designated conservation areas protecting significant environmentally sensitive areas, greenspace and greenways</p>	<p>Parks/Rec /Conservation</p>	<p>5.0%</p>	<p>20.0%</p>
<p>Land includes National Register properties & local designated historic districts</p>	<p>Historic Areas Overlay</p>	<p>--</p>	<p>--</p>

Character Areas Description

Agricultural/Rural Residential Areas - Consists primarily of pastures, woodlands, and farmlands, as well as large-lot and estate residential areas.

Conservation Areas - Protected open space including greenspace and greenways, the river corridor and primary tributaries, wetlands, floodplain, groundwater recharge areas, watersheds, and steep slopes.

Historic - National register listed properties and local designated overlay districts throughout the county.

Neighborhood Residential Stable – In-town traditional residential areas which provide the opportunity for increased residential development within each of the municipalities.

Residential Developing - Areas that contain conventional subdivisions and are within proximity to the public water distribution system.

Residential Aspiring – Areas that, due to their proximity to developing areas and with the addition of public water access, would experience immediate subdivision and higher density development.

Rural Village - Unincorporated historic crossroad communities which may serve local residents and travelers through the agricultural areas.

Neighborhood Center – Small municipal in-town service areas of Ephesus’ GA 100 and of Centralhatchee along Centralhatchee Parkway. These pose many opportunities for added commercial and service providers for the local residents without losing the character of the area.

Downtown - Traditional central business district of the Franklin Downtown Square illustrating a mixed use service area within walking distance of the city residents.

Highway Corridor - Area along Highway 27 and GA 34 outside of municipal limits that are within proximity to public water and adjacent to the county’s major thoroughfares and intended to accommodate commercial and industrial development.

Gateway Corridor - The Highway 27 and GA 34 corridor through the cities of Franklin and Centralhatchee and illustrates the desire to maintain a commercial presence along the corridor to a smaller scale more compatible with the existing development within the cities.

Scenic Corridor - GA 34 West along with a loop through the Frolona community which has the potential to provide inter-modal transportation experiences and tourism opportunities.

Quality Community Objectives

This section reviews the State of Georgia’s “Quality Community Objectives” and are intended to apply to every community as they develop their comprehensive plan. These objectives serve as the basis for the Character Area narrative development which is presented in the next section.

Development Patterns	
<p>Traditional Neighborhood development patterns should be encouraged including use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.</p>	
Objective	Status
If we have a zoning code, it does not separate commercial, residential and retail uses in every district.	Development codes in Ephesus do not separate uses in every district. Zoning Ordinances in county and cities of Centralhatchee and Franklin do separate uses.
Our community has ordinances in place that allow neo-traditional "By right" so that developers do not have to go through a long variance process.	No
We have a street tree ordinance that requires new development to plant shade-bearing trees appropriate to our climate.	No
Our community has an organized tree-planting campaign in public areas that will make walking more comfortable in summer.	Tree planting has been included along the riverwalk and city parks
We have a program to keep our public areas clean and safe.	Yes
Our community maintains its sidewalks and vegetation well so that walking is an option some would choose.	Yes
In some areas, several errands can be made on foot, if so desired.	Yes
Some of our children can and do walk to school safely.	Yes
Some of our children can and do bike to school safely.	Yes
Schools are located in or near neighborhoods in our community.	Yes

Infill Development: Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.	
Objective	Status
Our community has an inventory of vacant sites and buildings that are available for redevelopment and/or infill development.	Yes
Our community is actively working to promote Brownfield development.	Yes
Our community is actively working to promote Greyfield development.	Yes
We have areas of our community that are planned for nodal development.	Yes
Our community allows small lot development for some uses.	Franklin

Sense of Place: Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing and entertainment.	
Objective	Status
If someone dropped from the sky into our community, he or she would know immediately where she was, based on our distinct characteristics.	Yes
We have delineated the areas of our community that are important to our history and heritage and have taken steps to protect them.	Yes
We have ordinances to regulate the aesthetics of development in our highly visible areas.	Yes, Heard & Franklin
We have ordinances to regulate the size and type of signage in our community.	Yes, Heard, Franklin & Centralhatchee
If applicable, our community has a plan to protect designated farmland.	No

Transportation Alternatives by automobile, including mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.	
Objective	Status
We have public transportation in our community.	Yes
We require that new development connects with existing development through a street network, not a single entry/exit.	No

We have a good network of sidewalks to allow people to walk to a variety of destinations.	Yes, Franklin
We have a sidewalk ordinance in our community that requires all new development to provide user-friendly sidewalks.	No
We require that newly built sidewalks connect to existing sidewalks wherever possible.	Yes
We have a plan for bicycle routes through our community.	Yes, part of the regional plan
We allow commercial and retail development to share parking areas wherever possible.	Yes

Regional Identity or regional sense of place should be promoted and preserved, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.	
Objective	Status
Our community is characteristic of the region in terms of architectural styles and heritage.	Yes
Our community is connected to the surrounding region for economic livelihood through businesses that process local agricultural products.	Yes
Our community encourages businesses that create products that draw on our regional heritage.	Yes
Our community participates in the Georgia Department of Economic Development's regional tourism partnership.	Yes
Our community promotes tourism opportunities based on the unique characteristics of our region.	Yes
Our community contributes to the region, and draws from the region, as a source of local culture, commerce, entertainment, education.	Yes

Resource Conservation	
Heritage Preservation of the traditional character of the community should be maintained through the preserving and revitalizing of historic areas, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.	
Objective	Status
We have designated historic districts in our community.	Yes
We have an active historic preservation commission.	Yes
We want new development to complement our historic development, and we have ordinances in place to ensure that happening.	No

Open Space Preservation: New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors. Compact development ordinances are one way of encouraging this type of open space preservation.	
Objective	Status
Our community has a greenspace plan.	Yes
Our community is actively preserving greenspace-either through direct purchase, or by encouraging set-asides in new development	Yes, state/regional cooperatives
We have a local land conservation program, or, we work with state or national land conservation programs to preserve environmentally important areas in our community.	Yes
We have a conservation subdivision ordinance for residential development that is widely used and protects open space in perpetuity.	No

Environmental Protection of environmentally sensitive areas is necessary to protect from negative impacts of development, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.	
Objective	Status
Our community has a comprehensive natural resources inventory.	Yes
We use this resource inventory to steer development away from environmentally sensitive areas.	No
We have identified our defining natural resources and have taken steps to protect them.	Yes
Our community has passed the necessary Part V Environmental Ordinances, and we enforce them.	Yes
Our community has and actively enforces a tree preservation ordinance.	No
Our community has a tree-planting ordinance for new development	No
We are using stormwater best management practices for all new development.	Yes
We have land use measures that will protect the natural resources in our community.	Yes

Social and Economic Development	
Growth Preparedness: Each community should identify and put in place the pre-requisites for the type of growth it seeks to achieve. These might include infrastructure to support new growth appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.	
Objective	Status

We have population projections for the next 20 years that we refer to when making infrastructure decisions.	Yes
Our local governments, the local school board, and other decision-making entities use the same population projections.	Yes
We have a Capital Improvements Program that supports current and future growth.	No
We have designated areas of our community where we would like to see growth. These areas are based on the natural resources inventory of our community.	Yes

Appropriate Businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, long-term sustainability, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.	
Objective	Status
Our economic development organization has considered our community's strengths, assets and weaknesses and has created a business development strategy based on them.	Yes
Our ED organization has considered the types of businesses already in our community, and has a plan to recruit business/industry that will be compatible.	Yes
We recruit businesses that provide/create sustainable products.	No
We have a diverse jobs base, so that one employer leaving would not cripple us.	No

Employment Options: A range of job types should be provided in each community to meet the diverse needs of the local workforce.	
Objective	Status
Our economic development program has an entrepreneur support program.	In progress
Our community has jobs for skilled labor.	No
Our community has jobs for unskilled labor.	No
Our community has jobs for professional/managerial labor.	No

Housing Choices in size, cost, and density should be provided in each community to make it possible for all who work in the community to also live in the community (thereby reducing commuting distances), to promote a mixture of income and age groups, and to provide a range of housing choice to meet market needs.	
Objective	Status
Our community allows accessory units like garage apartments mother-in-law units.	Yes
People who work in our community can afford to live here too.	Yes
Our community has enough housing for each income level.	No

We encourage new residential development to follow the pattern of our original town, continuing the existing street design and recommending smaller setbacks.	No
We have options available for loft living, downtown living, or "neo-traditional development.	No
We have vacant/developable land available for multifamily housing	Yes
We allow multifamily housing to be developed in our community.	Yes
We support community development corporations building housing for lower income households.	Yes
We have housing programs that focus on households with special needs.	Yes
We allow small houses built on small lots in appropriate areas.	Yes, Franklin

Educational Opportunities and training should be readily Available in each community - to permit community residents to improve their job skills, adapt to technological advances, or to entrepreneurial ambitions.	
Objective	Status
Our community provides work-force training options for citizens.	Yes
Our workforce training programs provide citizens with skills for jobs that are available in our community.	Yes, but not at competitive wages
Our community has higher education opportunities or is close to a community that does.	Yes, within a 20 mile radius
Our community has job opportunities for college graduates, so that our children may live and work here if they choose.	No, very limited in number and wages.

Governmental Relations	
Regional Solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.	
Objective	Status
We participate in regional economic development organizations.	Yes, Greater W. GA Joint Dev. Auth.
We participate in regional environmental organizations & initiatives especially regarding water quality and quantity issues.	Yes, West Point Lake Coalition, West GA Watershed Basin Advisory Council
We work with other local governments to provide or share appropriate services, such as public transit, libraries, special education, tourism, parks and recreation, emergency response, E-911, homeland security, etc.	Yes, CFRDC, WG Reg. Lib. System, WGRESA, Pres. Pathways, WG Drug Task Force, WARRS
Our community thinks regionally especially in terms of issues such as land use, transportation and housing, understanding that these go beyond jurisdictional borders.	Yes

<p>Regional Cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources or transportation network.</p>	
<p>Objective</p>	<p>Status</p>
<p>We plan jointly with our cities and county for Comprehensive Planning purposes.</p>	<p>Yes</p>
<p>We are satisfied with our Service Delivery Strategies.</p>	<p>Yes</p>
<p>We cooperate with at least one local government to provide or share services.</p>	<p>Yes</p>

III. CHARACTER AREA NARRATIVE

The following section presents the county and cities character areas, including the vision for the area, the type of land uses that will support the vision and character of the area. The applicable Quality Community Objectives are presented, and Goals and Implementation measures are identified for each area. These implementation measures offer specific actions to help each jurisdiction establish and reinforce the character defined for each area.

3.1 AGRICULTURAL/RURAL RESIDENTIAL AREAS

Vision: The Agricultural and Rural Residential Area will emphasize the rural lifestyle, protect family farms, and promote agricultural economies.

The preservation of the overall rural character and the preservation of the family-farming heritage are high priorities for the citizens of Heard County. These areas also include vast environmentally sensitive areas and natural and scenic resources. This character area encourages land conservation, farming, commercial agricultural and forestry uses, and very low density large lot residential development. Very limited public services and facilities are available in these areas, thus limiting available opportunity for other types of development.

Prime agricultural and forestlands are located throughout Heard County with larger tracts in the northern half of the county and southwestern section near the Chattahoochee River and the Wildlife Management Area. There has been a growth trend of larger tract residential development along major and minor arterials within these areas recently as timber companies and families have begun to divest their holdings. At the same time, many of these forested areas have been purchased by organizations such as the Georgia Nature Conservancy and the Trust for Public Land, as well as private interests, who are seeking to protect these sensitive areas from development.

Heard County has an opportunity to utilize State Quality Growth Planning concepts and create sustainable environment that is also economically viable. Unincorporated Heard County includes the majority of these agricultural and forested areas where there is limited infrastructure and an abundance of sensitive environmental areas in consideration. As more and more of these areas are being purchased for residential use, the county continues to enforce and enhance existing zoning and subdivision regulations in order to confine development to single-family homes at lower densities on 5 or more acres.

Quality Community Objectives:

Environmental Protection Objective: Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character or quality of life of the community or region.

Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.

- Heard County has an adopted Chattahoochee River Corridor Protection Plan

Open Space Preservation Objective: New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors.

- Heard County works with state and national land conservation programs to preserve environmentally important areas in the community.

Heritage Preservation Objective: The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community’s character.

- Heard County is connected to the surrounding region for economic livelihood through businesses that process local agricultural products.

GOAL	IMPLEMENTATION MEASURES
Housing	Enhance buffer requirements between agricultural and non-agricultural uses
	Develop a Conservation Plan requiring a 20% set aside for greenspace in new subdivisions
Natural Resources	Adopt sensitive areas overlay to control development impacting recharge areas
	Encourage conservation easements to maintain productive agricultural uses
Cultural Resources	Encourage expansion of Historic Overlay District to protect known sites and cemeteries based on 2001 Survey and 2005 Cemetery Inventory upon agreement of property owners
Community Facilities	Cluster commercial uses in crossroads where infrastructure is available and best serve the surrounding farm and estate community
Economic Development	Support agricultural business development including expansions, new enterprise and agri-tourism
Transportation	Create bike trails and greenways along scenic corridors and waterways
Intergovernmental Coordination	Establish a public involvement process to engage impacting govt. departments & stakeholders in development process

3.2 CONSERVATION AREAS

The Chattahoochee River Area

Vision: The Chattahoochee River, its tributaries and open areas offer Heard County an opportunity to encourage economic growth through the preservation of natural resources, developing eco-tourism and recreation.

Heard County completely lies in the Chattahoochee Watershed (95%) and the Tallapoosa Watershed (5%), four significant groundwater recharge areas and approximately 20 miles of river corridor. In addition, two major tributaries, the Centralhatchee and the Hillabahatchee Creeks, serve as the surface water sources for the county-wide water system. Heard County has an adopted River Corridor Protection Plan that restricts any development within 100 feet from the riverbank and the county has adopted the Georgia Department of Natural Resources guidelines for the Chattahoochee River Greenway Corridor protection which specifies an additional 200 feet of buffer.

The river corridor in Franklin and south to the countyline, including the headwaters of West Point Lake is under the jurisdiction of the US Army Corp of Engineers and has been or is being cooperatively developed by the City of Franklin and Heard County as a Greenway trail and park system. Brush Creek Park is a well utilized county maintained park offering passive recreation activities on the Lake and boasts a significant Native American heritage celebrated by regional tribes on an annual basis.

Georgia DNR owns a 5,000 acre Wild Life Management Area in the southcentral part of the county. Environmental organizations such as the Georgia Conservancy and the Trust for Public Land have also purchased many tracts along the river.

Environmental studies, increased incidences of natural disasters plus greater demands for water, have illustrated that these valuable resources are vital to human existence and must be conserved, restored and increased in future planning.

Fortunately, most of these conservation areas are owned and/or protected at the local, state or federal level. Heard County is in a prime position to continue this protection while maximizing tourism development through passive and adventure recreation. Sustainable eco-tourism, canoeing, hiking, nature trails, bird watching, hunting, fishing, swimming, environmental education are all viable economic opportunities.

Quality Community Objectives:

Environmental Protection Objective: Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.

- Heard County and the City of Franklin has identified defining natural resources and has Part V Ordinances in place protecting the River, but need to further limit development along feeder tributaries to help protect the water quality.

Open Space Preservation Objective: New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors.

- Approximately 6,000 acres in Heard County are protected conservation, recreation or greenspace areas.

Heritage Preservation Objective: The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.

- Heard County has traditionally been rural with forest cover and scenic river and stream corridors. Preserving rural forested areas and waterways will help the county maintain its traditional character, rural lifestyle and preserve natural and cultural resources.
- Local citizens of Heard County actively volunteer time to keep the Chattahoochee River and West Point Lake clean.

Growth Preparedness Objective: Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may include housing and infrastructure (roads, water, sewer, and telecommunications) to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.

- Heard County has developed a County Tourism Plan which inventories potential tourism attractions and identifies potential target visitors. This Plan specifies the passive recreational and adventurism tourism opportunities that are unique to the community.

Regional Cooperation Objective: Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to the success of a venture such as protection of shared natural resources.

GOAL	IMPLEMENTATION MEASURES
Economic Development	Implement Tourism Plan to promote heritage, eco-tourism & passive recreation that will bring visitors to the community
Natural Resources	Enforce River Corridor Protection Plan and Part V Environmental Ordinances that are in place and expand to include feeder streams
	Incorporate sensitive areas overlay including scenic areas and corridors in zoning regulations to control impacts by development
Cultural Resources	Encourage individual property owners to protect historic sites in existing and future conservation areas
Community Facilities	Steer development away from natural, cultural and environmentally sensitive areas by limiting infrastructure availability
Transportation	Continue to add bike trails and greenways along scenic corridors and waterways
Intergovernmental Coordination	Establish a public involvement process to engage impacting govt. departments & stakeholders in development process

3.3 HISTORIC AREAS

Vision: Heard County and each of its cities is fortunate to have a significant stock of historic sites, houses, districts and cemeteries that deserve to be preserved and offer viable economic opportunity.

Heard County was the first in Georgia to adopt a Historic Area Overlay District as a part of its Zoning Ordinance that protects identified and approved areas of the county deemed historically significant. Currently, there are six districts in the county all located within the Agricultural/Rural Residential Area. Of the six districts, all are considered National Register eligible. The City of Franklin has one National Register site, the Heard County Historical Center and Museum.

Heard County has identified over 400 historic sites in a 2001 Historic Resource Survey and over 100 cemeteries that have been painstakingly inventoried. Many of these resources are deemed National Register eligible. The county has an active Historical Society and an established County Historic Preservation Commission, however a lack of funding assistance has stymied the county's efforts to develop protection mechanisms relative to these cultural resources.

Quality Community Objectives:

Heritage Preservation Objective: The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.

Regional Identity Objective: Regions should promote and preserve an “identity”, defined in terms of traditional regional architecture, common economic linkages that bind the region together, or other shared characteristics.

- Heard County is recognized for having one of few county historic area overlay districts and ensures that this unique character area is protected as new development or improvements to existing properties are encourage to be compatible with the existing and/or historic character.

GOAL	IMPLEMENTATION MEASURES
Economic Development	Implement Tourism Plan to promote heritage tourism that will bring visitors to the community
Natural Resources	Incorporate sensitive areas overlay including archaeological sites in zoning regulations
Cultural Resources	Encourage individual property owners to protect identified historic sites, buildings and potential districts & promote compatible uses development
	Prioritize NR nominations of significant districts/sites
Land Use	Investigate feasibility of additional Design Guidelines relative to historic districts that promote aesthetic compatibility with historic structures.
Community Facilities	Limit development adjacent to culturally sensitive areas by limiting infrastructure availability
Transportation	Create bike trails and greenways along scenic corridors and historic districts
Intergovernmental Coordination	Establish a public involvement process to engage impacting govt. departments & stakeholders in development process

3.4 RESIDENTIAL GROWTH AREAS

Developing Residential Areas

Vision: Due to the continued growth of Heard County and its cities, the developing residential area has an opportunity to contribute to the economy of the county.

Over the past ten years this area has continued to experience a steady construction rate particularly in the northern and eastern sections of the county. These households are typically small families of professionals working out of the county and investing an average of \$75,000 to \$250,000 for a single-family home on 2 to 5 acres. It is anticipated that with the availability of affordable land, public water and proximity to larger service areas, this trend will continue. Local business owners and entrepreneurs have the opportunity to serve this growing area by locating in the rural village setting or by locating within the incorporated cities where the draw area

is concentrated. This will allow homeowners and residents to spend money within Heard County instead of service centers in neighboring counties.

This area is the fastest growing having direct impact on local service delivery including schools, roads, water and sewer, and public safety and emergency services. Heard County was proactive in the late 1990's by putting into effect stringent regulations for manufactured housing and minimum lot requirements. Recent updates of subdivision regulations have also slowed the potential for overburdened service delivery systems. However, the negative impact has created a lack of a diverse housing stock including affordable starter homes or cluster housing for retirees.

The City of Franklin has the majority of multi-family residences as a result of wastewater treatment being available in the city and surrounding area. Franklin has a very successful public and subsidized housing market with few vacancies. The City is initiating a community development program with state and federal assistance to develop more affordable housing options as part of an infill development program.

Aspiring Residential Areas

Vision: Adjacent to developing residential areas, these aspiring residential areas are prime residential areas due to their proximity to major thoroughfares and proximity to public water and/or sewer.

As Heard County and the areas surrounding each municipality experience residential growth, these aspiring residential areas are ideal for future development. In order to maximize efficiency of public services, the local governments should work together to promote development in these areas. A uniform pattern of growth in these areas will minimize negative impacts of environmentally sensitive areas and on identified agricultural and rural residential areas farther from services.

Public infrastructure, both linear and non-linear, will benefit from this uniform growth pattern. As an example, the water system along US 27 south is currently limited due to the lack of customers. As these aspiring residential areas are encouraged to develop, the water system can justify expansion with upgrades that improve water pressure. A similar focused scenario can be applied to sewer system expansions outward from the existing system in downtown Franklin.

These same controlled growth patterns will allow the school system and public safety to better define concentrations of need and afford proactive planning toward these geographic areas.

Quality Community Objectives:

Housing Opportunities Objective: Quality housing and a range of housing sizes, cost, and density should be provided in each community to make it possible for all who work in the community to also live in the community.

- Heard County has affordable land for higher density housing closer to existing public infrastructure.
- Franklin has an opportunity for future annexation and development of residential areas focusing on a variety of affordable single family housing options in close proximity to public infrastructure.
- Franklin has the opportunity to develop and annex vacant and developable land for multifamily, cluster housing, and mixed-use developments where public infrastructure is readily available.

Environmental Protection Objective: Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.

Open Space Preservation Objective: New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors.

GOAL	IMPLEMENTATION MEASURES
Land Use	Coordinate county and city zoning and development code updates to create a uniform regulation for mixed use developments and new subdivisions
Housing	Require developers to include affordable homes when building a particular number of market rate housing
	Encourage infill development on vacant or under-utilized sites.
Natural Resources	Promote cluster residential development to preserve open space within the development site.
Community Facilities	Use infrastructure availability to steer residential development
	Coordinate new school construction with anticipated housing and/or mixed use development
	Encourage inter-jurisdiction collaboration on development of impact fee systems applied to new developments
Transportation	Create pedestrian, bike and greenway access from residential developments to adjacent commercial areas
Intergovernmental Coordination	Establish a public involvement process to engage impacting govt. departments & stakeholders in development process

3.5 NEIGHBORHOOD RESIDENTIAL STABLE AREAS

Vision: Each of the cities, Centralhatchee, Ephesus and Franklin, shall preserve these traditional neighborhood residential areas that have remained stable throughout the community's history and promote continued compatible development.

The municipalities of Centralhatchee, Ephesus and Franklin have very distinct residential images with a stable neighborhood feel where generations of families are living in close proximity, while newcomers are made to feel welcome in these village settings. Centralhatchee is a combination of historic homes intown along Centralhatchee Parkway and newer single family homes varying in size, with larger lots along Nutt, South Bridge, Pearce and Notnomis Roads.

Ephesus has an adopted Land Development Regulation Ordinance, rather than a traditional zoning ordinance. The LDRO incorporates five areas, Flood Damage Prevention Ordinance, Subdivisions and Land Development, Improvements Required for Subdivisions and Land Development, Manufactured Homes Compatibility Standards and Manufactured Home Parks. Ephesus' existing stable residential area maintains an even more rural agrarian style with intown homes surrounded by small and larger farms.

Franklin includes a number of stable and historic residential areas combined with newer compatible single family homes and multi-family dwellings. Franklin and the surrounding area outside the city limits have the benefit of public sewer allowing a higher density of housing. There are available lots and larger tracts in each of these areas that could be parceled with minor updates of current zoning requirements allowing compatible infill development in the future.

In addition, these neighborhoods with the close proximity to their neighborhood center or downtown have opportunities for creating or expanding a "walkable community" atmosphere with added sidewalks and adequate medians for safety and stormwater drainage along higher traffic arterials.

Quality Community Objectives:

Growth Preparedness Objective: Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may include housing and infrastructure (roads, water, sewer, and telecommunications) to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.

Housing Opportunities Objective: Quality housing and a range of housing sizes, cost, and density should be provided in each community to make it possible for all who work in the community to also live in the community.

Infill Development Objective: Communities should maximize the use of existing

infrastructure by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.

Transportation Alternatives Objective: Alternatives to transportation by automobile, including mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.

Heritage Preservation Objective: The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.

Environmental Protection Objective: Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.

GOAL	IMPLEMENTATION MEASURES
Land Use	Allow for clustered affordable housing development and mixed uses to maximize available infill sites
	Require green or openspace as a percentage of all new development
Economic Development	Target commercial/service businesses benefiting neighborhood residents
Natural Resources	Preserve open space/buffers between incompatible commercial and residential areas
Cultural Resources	Promote preservation in historic neighborhoods
Transportation	Require medians, buffers and landscape between new commercial development and sidewalks/streets
	Develop "walkable community" strategies and pursue state/federal assistance in implementation
Intergovernmental Coordination	Establish a public involvement process to engage impacting govt. departments & stakeholders in development process

3.6 RURAL VILLAGE AREAS

Vision: Heard County has a number of unincorporated, historic crossroad communities that have the ability to provide commercial services to the surrounding residential areas providing economic opportunity.

Throughout the county there are crossroad communities that may or may not currently have commercial amenities. In the areas that have these services, they provide daily local needs including convenience stores, gas stations, and small restaurants. These centers have access to infrastructure and typically will serve up to a five-mile area. The county has an opportunity as more of these types of developments occur to encourage a village type setting that might include nodal development with clustered buildings, landscaping, parks and pedestrian access. These areas are also prime candidates for re-use of historic buildings, i.e. Roosterville.

Quality Community Objectives:

Sense of Place Objective: The development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for convenience shopping, dining and socializing.

Transportation Alternatives Objective: Alternatives to transportation by automobile, including mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.

Growth Preparedness Objective: Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may include housing and infrastructure (roads, water, sewer, and telecommunications) to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.

GOAL	IMPLEMENTATION MEASURES
Economic Development	Encourage small business development that provides neighborhood services
Natural Resources	Incorporate landscaping/greenspace guidelines in zoning regulations that create a unified aesthetically pleasing environment
Intergovernmental Coordination	Establish a public involvement process to engage impacting govt. departments & stakeholders in development process
Land Use	Review sign regulations for consistency and compatibility
	Investigate potential for mixed-use zoning supporting nodal and clustered development

Community Facilities	Limit development adjacent to culturally sensitive areas by limiting infrastructure availability
Transportation	Create bike trails and greenways along scenic corridors and historic districts and neighborhoods

3.7 NEIGHBORHOOD CENTER AREAS

Vision: Centralhatchee and Ephesus have neighborhood center areas with great potential for added commercial and service providers that would enhance the economy while having limited impact on the rural lifestyle.

Sense of Place Objective: The development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for convenience shopping, dining and socializing.

Infill Development Objective: Communities should maximize the use of existing infrastructure by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.

Transportation Alternatives Objective: Alternatives to transportation by automobile, including mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.

Growth Preparedness Objective: Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may include housing and infrastructure (roads, water, sewer, and telecommunications) to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.

GOAL	IMPLEMENTATION MEASURES
Land Use	<p>Allow for clustered commercial development and mixed uses to maximize available infill sites</p> <p>Require green or openspace as a percentage of all new development</p>
Community Facilities	Expand active and passive recreational facilities including municipal parks and small rec. fields targeting diverse ages
Economic Development	<p>Support scenic by-way designation of GA 100 as a tourism generator</p> <p>Support a driving tour marketing program for scenic corridors and neighborhood center sites</p>

	Recruit eco-tourism commercial outfitters and support services such as bicycle/fishing/tack shops
	Target commercial/service businesses benefiting In-town residents
Cultural Resources	Promote preservation of historic commercial buildings
Natural Resources	Preserve open space/buffers between incompatible commercial and residential areas
Transportation	Develop "walkable community" strategies and pursue state/federal assistance in implementation
	Require medians, buffers and landscape between new commercial development and sidewalks/streets
Intergovernmental Coordination	Establish a public involvement process to engage impacting govt. departments & stakeholders in development process

3.8 DOWNTOWN AREAS

Vision: The City of Franklin has a variety of commercial, governmental and service businesses in its downtown area. The Franklin Downtown Development Authority has designated a five block area as the downtown business district. Several vacant buildings such as a former variety store, a gas station and a historic office building dot the downtown area. These buildings have potential as local specialty shops, restaurants and office space for local businesses.

The City of Franklin has fortunately not had the dilemma of many downtowns of suffering from complete abandonment. Many of the downtown buildings serve as service businesses, professional offices and governmental offices for the county seat and school system. Several vacant structures downtown that could be revamped and used for not only local businesses but would also serve as an incentive to outside businesspeople and entrepreneurs to locate within the city helping raise the tax base, which in turn, would increase the level and amount of services that could be offered to the citizens of Franklin and Heard County.

Due to the current low density of rooftops, Franklin is most suited to small businesses serving the local residents. Tourism related to the river, greenway and the History Center and Museum would bring opportunities for small restaurants, shops, motels and bed and breakfasts. The Lipford-Partridge-Williams Building, a renovated two-story hardware store, offers possibilities of combined office and retail space. Additionally, the old Amoco gas station is a large structure ideal on the downtown square for specialty shops.

The downtown will see a flux in activity as traffic generation decreases with the opening of the US Hwy. 27 Bypass. However, many of the governmental and service businesses in downtown will continue to attract residents and visitors into downtown daily. Downtown Franklin has seen a renewal over the past five years as the Chattahoochee Greenway has developed, storefronts have made façade

improvements and new construction has occurred. In 2004, a new bank was constructed on the square at the intersection of GA 34 and Main Street. The developers of this project were interested in adapting the new building to the historic style of downtown and modeled the new building after the former Heard County courthouse that was torn down in the early 1960's. In addition the bank has remodeled a 1930's gas station that is located in the front parking lot.

The Franklin Downtown Development Authority (DDA) has provided several incentive grants to local business owners which have been used for façade improvements on the square. The DDA is currently rehabilitating the downtown court square. State funding is affording a major facelift with a new downtown center park including a gazebo and an impressive Veterans Memorial. This area combined with future pedestrian improvements linking the square with the river greenway may be the catalyst for major economic gain in the community in the future. There is a great potential to make historic Franklin a destination off the Bypass with the addition of unique commerce combined with heritage and eco-tourism attractions.

Quality Community Objectives:

Sense of Place Objective: Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.

Infill Development Objective: Communities should maximize the use of existing infrastructure by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.

Transportation Alternatives Objective: Alternatives to transportation by automobile, including mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.

Environmental Protection Objective: Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.

- Franklin is continuing to make major improvements of river greenway and adding recreational amenities such as a new playground that greatly enhance the unique riverfront downtown

Growth Preparedness Objective: Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may include

housing and infrastructure (roads, water, sewer, and telecommunications) to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.

Regional Identity Objective: Regions should promote and preserve an “identity”, defined in terms of traditional regional architecture, common economic linkages that bind the region together, or other shared characteristics.

- Franklin and the surrounding area has maintained a unique rural small town flavor that is often referred to as “Mayberry” and the citizens are committed to maintaining this atmosphere for residents, while starting to envision an opportunity to create tourism-based economic gain.

GOAL	IMPLEMENTATION MEASURES
Economic Development	Coordinate county and city development efforts to target commercial and industrial prospects
	Develop marketing strategies to recruit commercial development
	Implement Tourism Plan to facilitate economic opportunities
	Support entrepreneurs/small business development focusing on tourism support and specialty retail
Natural Resources	Promote cluster mixed-use development to protect open space within the development site
Cultural Resources	Support rehabilitation and expansion of History Center and Museum
Community Facilities	Use infrastructure availability to steer commercial development
	Pursue various financing mechanisms for continued infrastructure development and downtown revitalization
	Support improved parking and accessibility on the downtown square encouraging off-street parking
	Encourage inter-jurisdiction collaboration on development of impact fee systems/incentive programs
Transportation	Expand “walkable community” concept with added bike, pedestrian and greenway access around downtown Franklin to residential and commercial development areas
Intergovernmental Coordination	Establish a public involvement process to engage impacting govt. departments & stakeholders in development process

3.9 HIGHWAY CORRIDOR

Highway Corridor Area

Vision: US Highway 27 & GA Highway 34 intersect in the city limits of Franklin. Controlled development of this intersection and the corridors leading east to the countyline and north to Centralhatchee focusing on commercial and industrial development will infuse the local economy through added job creation, service provision and shopping options for residents and visitors.

US 27 runs the north-south length of the county, while GA 34 runs the east-west width. These two major thoroughfares converge at the center of the county to the east of the county seat of Franklin. Along the corridor existing development includes the Franklin Industrial Park which is home to one manufacturer, the adult learning center and is the future home of the city fire station; a regional government facility, a church and vacant forested land.

US 27 four-lane will be completed by 2008 and it is anticipated that this highway will experience a tremendous increase in both truck traffic and traveler seeking a drive off the interstate system. In order to reap the benefits of this traffic opportunity, the city and county should work diligently to promote the development of full-service commercial including grocery, pharmacy, and convenience service centers for both residents and visitors. In addition, several large vacant parcels within close proximity to the US 27 and GA 34 are ideal for industrial use and are currently for sale. Currently, these parcels are the only parcels fully serviced by all infrastructure and utilities.

In order to meet many of the strategies identified in this Plan, the county and cities, and partnering local stakeholders, such as the Water Authority and Development Authority, should purchase developable sites along this corridor and actively pursue agreed upon target commercial and industrial prospects based on the needs of the community as well as the available labor force.

Quality Community Objectives:

Sense of Place Objective: Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.

- The City of Franklin is working on a community development strategy for residential, commercial and industrial development.
- The county Development Authority is coordinating an industrial site analysis with the assistance of state developers.
- Development Authority has ability to negotiate healthy incentive packages for development
- The US 27 By-pass and GA 34 intersection east of Franklin holds the most potential for development and has the optimum services available.

Transportation Alternatives Objective: Alternatives to transportation by automobile, including mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.

- The Chattahoochee Greenway trail system is in direct proximity to the US 27/GA 34 interchange allowing for ideal pedestrian access.

Environmental Protection Objective: Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.

- The Chattahoochee River Corridor Protection Ordinance provides protection of environmentally sensitive areas as well as offering a buffer for incompatible uses

Growth Preparedness Objective: Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may include housing and infrastructure (roads, water, sewer, and telecommunications) to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.

- The county Development Authority has set aside 30 acres in the Franklin Industrial Park adjacent to the US 27 Bypass, for the proposed development of an adult training center operated by West Georgia Technical College.

Appropriate Business Objective: The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.

Educational Opportunities Objective: Educational and training opportunities should be readily available in each community – to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.

- West Georgia Technical College is providing adult literacy, computer, fire safety and welding certification training at the 11,000 square foot training center that is owned by the county Development Authority.
- Allied healthcare and auto technician training is provided at Heard County Comprehensive High School in cooperation with WGTC, as well as joint enrollment programs.

GOAL	IMPLEMENTATION MEASURES
Economic Development	Coordinate county and city development efforts to target commercial and industrial prospects
	Support public purchase of available sites for industrial and commercial development
	Support expanded local job training opportunities in collaboration with West Georgia Technical College
Natural Resources	Promote cluster mixed-use development to protect open space within the development site.

Community Facilities	Support expansion of water, sewer & other infrastructure to steer commercial/industrial development
	Explore various financing mechanisms for infrastructure and site development
	Support development of local adult training center by WGTC
	Encourage inter-jurisdiction collaboration on development of impact fee systems/incentive programs
Transportation	Expand bike, pedestrian and greenway access from downtown Franklin to potential development areas

3.10 GATEWAY CORRIDOR AREAS

Vision: The old US Highway 27 and GA Hwy. 100 & 34 converge through the city of Franklin as a prime commercial and service corridor for the local economy. These existing enterprises are smaller in scale and are consistent with the current growth needs of the community and should include inviting aesthetic entrances.

As the four-laning of US Highway 27 is completed to the east of downtown Franklin, the existing Hwy. 27 and GA 100 and 34 corridor will experience a tremendous decrease in traffic from the current 13,000 ADT to an anticipate rate of 7,000 ADT. The existing commercial and service enterprises on this thoroughfare are primarily serving the local residential customer base in a 7-mile radius. While the local commerce is not expected to decrease, it will be incumbent on the City of Franklin and its partners to make a concerted effort to expand local commerce and to create an inviting entrance along the gateway corridor.

Sense of Place Objective: Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.

Growth Preparedness Objective: Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may include housing and infrastructure (roads, water, sewer, and telecommunications) to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.

- Working with the local economic development programs (i.e. Chamber of Commerce, Dev. Authority), the City of Franklin is analyzing potential opportunities for commercial and service development along the corridor.

Transportation Alternatives Objective: Alternatives to transportation by automobile, including mass transit, bicycle routes, and pedestrian facilities, should

be made available in each community. Greater use of alternate transportation should be encouraged.

- The Chattahoochee Greenway trail system is in direct proximity to old US 27/GA 34 corridor allowing for ideal pedestrian access across the Chattahoochee River to local commercial, service and governmental agencies, and to three public housing developments.
- Parking is at a premium along the corridor particularly during court days, events and festivals.

GOAL	IMPLEMENTATION MEASURES
Economic Development	Coordinate county and city development efforts to target commercial/service development
	Support cluster small business development and entrepreneurship providing services to residents
	Promote eco-tourism commercial outfitters and support services along the riverfront
Natural Resources	Promote cluster mixed-use development to protect open space within the development site.
Community Facilities	Encourage inter-jurisdictional collaboration on development of impact fee systems/incentive programs
	Update codes to require stormwater systems & environmental friendly landscaping with each new development
Transportation	Expand bike, pedestrian and greeway access through Franklin gateway to potential development areas
	Explore parking options and encourage off-street parking
Land Use	Create aesthetically pleasing entrances into the city along the gateway including landscaping, curbs and appropriate signage

3.11 SCENIC CORRIDOR AREAS

Vision: Heard County and its cities benefit from an abundance of scenic vistas and corridors. Many of these are ideal for encouraging driving tours to view historic landmarks, rural heritage sites, natural beauty along streams, geological wonders and indigenous flora and fauna.

During this planning process, citizens and stakeholders identified a specific scenic route in the western part of the county that would be optimal for a designation as a scenic corridor. As GA Hwy. 100 leaves Franklin to the northwest, the Frolona community is a historic and preserved representation of rural farmland. Along Frolona, Jim T. Mickle, Ridgeway and Old Tennessee Roads, travelers can experience a blend of historic structures, pastureland, forests, and waterways.

In addition, discussions are underway by the Greater West Georgia Joint Development Authority to pursue a Scenic By-Way designation of GA Highway 100 from Tallapoosa to Corinth. If developed, the GA 100 corridor would bring visitors directly to the Frolona corridor.

Additional scenic corridors have been identified in a driving/biking tour guide developed by the Heard County Historic Preservation Commission and Historical Society, including Charlie B. Johnson Road, and in the Glenn, Corinth and Enon Grove communities. In order to reap economic benefit, promotion of these corridors should be encouraged.

Transportation Alternatives Objective: Alternatives to transportation by automobile, including mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.

Environmental Protection Objective: Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.

Regional Cooperation Objective: Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions; particularly where it is critical to the success of a venture such as protection of shared natural resources

GOAL	IMPLEMENTATION MEASURES
Land Use	Create a Scenic Corridor designation for the Frolona corridor and pursue additional corridor designations
	Implement the County Tourism Plan
Economic Development	Support scenic by-way designation of GA 100 as a tourism generator
	Support a marketing program of driving/biking tour guide for scenic corridors and sites
	Recruit eco-tourism commercial outfitters and support services such as bicycle/fishing/tack shops
Cultural Resources	Promote heritage preservation along these corridors
Natural Resources	Preserve open space/sensitive areas in corridors
Transportation	Create "share the road" bike access along the corridors

VI. COMMUNITY ISSUES, OPPORTUNITIES & POLICIES

4.1 Economic Development Issues

1. There is a lack of available employment opportunities in Heard County for the expanding labor force.
2. There is a limited skilled labor force for higher paying job opportunities in the Heard County area perpetuating the outflow of daily commuters and the exodus of graduates.
3. The county has a limited amount of economic activity outside of a few individual industrial sectors and the governmental sector which will eventually increase the tax burden on homeowners.
4. The available capacity of the existing wastewater treatment plant (located in the City of Franklin) is insufficient to accommodate prospective business and industry.
5. Existing surface water supply is adequate through 2010, and treatment and distribution capacity are not sufficient to handle growth beyond 2010.
6. By-pass of downtown Franklin resulting from US 27 four-lane may impact the downtown viability.

Opportunities

1. Promote eco, heritage and agri-tourism, utilizing the abundant natural areas, as an economic development strategy.
2. Revitalize the municipal downtowns to take advantage of their historic resources and promote small business activity inside the cities.
3. Focus economic recruitment initiatives on business and industry matching the skill-sets of the local labor force and requiring minimal infrastructure needs.
4. Focus on agribusiness recruitment capitalizing on Heard County's existing agricultural economy.
5. Upgrade, develop and promote available local sites, infrastructure and technologies that are attractive to targeted business and industry.
6. Encourage and collaborate on continued expansion of local job training programs.

Policies

1. We will encourage the development of downtown Franklin as a vibrant center for culture, government, dining, residential and retail diversity.
2. We will pursue Franklin's Better Hometown designation and continue downtown revitalization efforts.
3. We will implement the Heard County Tourism Plan focusing on heritage, eco and agri-tourism initiatives.
4. We will partner with West Georgia Technical College to provide added satellite classes and courses for local citizens and to develop a full-service adult education center in the Franklin Industrial Park.
5. We will support programs for retention, expansion and creation of businesses that enhance our economic well-being, targeting auto manufacturing suppliers, agriculture and tourism-based businesses.

6. We will establish an atmosphere in which entrepreneurial enterprise is nurtured in our community.
7. We will expand infrastructure as needed to attract desirable industrial and commercial development.
8. We will develop a 100+ acre site for industrial development where infrastructure is readily available and will support future development of a speculative building for attracting industry.
9. We will conduct careful cost/benefit analysis when making decisions on proposed development projects.

4.2 Housing Issues

1. Residential development in the unincorporated peripheries of the county increases the investment required for infrastructure expenditure (roads, water, schools, public safety).
2. The majority of housing is moderately priced. Lower values for owner-occupied housing reduces the taxable revenue accrued from residential development and places financial burdens on local governments to provide the necessary services.
3. In-fill residential development opportunities that maximize infrastructure usage are limited inside the cities' limits due to lot size requirements.
4. There is a lack of diversity in the housing supply limiting options for low-to-moderate income and elderly households.
5. Historic neighborhoods are feeling the pressure of development.
6. Development community is pushing for reduced lot sizes and higher densities in the unincorporated areas causing potential environmental risks related to septic systems and groundwater recharge areas.

Opportunities

1. Invest in the necessary infrastructure to allow for a greater diversity of housing types, sizes, and values to be developed within, and surrounding the municipalities where services are readily available.
2. Continue to update ordinances and codes to protect against insufficient and poor quality in residential development.
3. Explore establishment of impact fee system and public/private shared costs proposals in preparation for future speculative housing development.
4. Coordinate efforts of Historic Preservation Commission and Planning Commissions in ordinance compliance and develop of compatible uses and design criteria in historic districts and neighborhoods.
5. Develop innovative planned community allowances facilitating mixed uses and moderate densities which do not impact sensitive land areas.

Policies

1. We will accommodate our diverse population by encouraging a harmonious mixture of housing types and uses.

2. We will require developers to include affordable homes when building a particular number of market rate homes.
3. We will support multifamily housing on vacant and available land where infrastructure is readily available.
4. We will encourage housing policies, choices and patterns that move people upward on the housing ladder from dependence to independence.
5. We will coordinate with state and federal agencies in creating incentives programs for affordable infill housing, and homebuyer education programs.
6. We will create affordable housing opportunities to insure that all those who work in the community have a viable choice or option to live in the community.
7. We will promote increased investment in the existing neighborhoods.
8. We will support mixed-use neighborhoods in our neighborhood centers and rural villages by locating small stores, such as local markets, within easy walking distances of residences.

4.3 Natural Resources Issues

1. Preservation of agricultural resources and open space/greenspace.
2. Water quality degradation in the watersheds as development increases.
3. Protecting the groundwater recharge areas in Franklin at the US 27/GA 34 interchange and above the Centralhatchee city limits as these is are prime development areas.
4. Uniform enforcement of Environmental Ordinances by all jurisdictions.

Opportunities

1. Enforce the Chattahoochee River Protection ordinance with 300 foot buffer requirements.
2. Prioritize areas for additional greenspace acquisition/designation.
3. Focus continued infrastructure expansion along the US 27 north and GA 34 east corridors to facilitate development that will protect the area's groundwater recharge area and the county's watershed.

Policies

1. We will actively enforce protection and conservation of environmentally sensitive areas and important natural resource areas when making decisions about future development.
2. We will support infill and compact development in order to preserve green and open space.
3. We will coordinate development within proximity to available infrastructure in order to limit impact on sensitive areas of the county.
4. We will adopt tree preservation planning in zoning and development codes.
5. We will enhance buffer and open space requirements between incompatible land uses where there is potential detriment to environmentally sensitive areas.
6. We will actively implement the county Solid Waste Management Plan to enhance waste reduction and recycling initiatives.

7. We will incorporate a sensitive areas overlay in our zoning regulations in order to protect natural resources and ground and surface water sources.

4.4 Cultural Resources

Issues

1. The county's cultural resources are thoroughly documented through formal surveys and other local initiatives. The county's most significant properties are protected locally as historic overlay districts: Davis-Ridley Historic Rural District, Bell Homeplace/Salem Church, Bethel/Bethel Heard, Flat Rock Campground, Old Tennessee Rd., Bethel Primitive Church.
2. The high level of historical and genealogical data available in the History Center and significant archeological interpretive resources at Brush Creek Park are not being promoted for economic development opportunities.
3. A significant number of historic properties are not being improved and are unused and deteriorating.
4. Management plans and feasibility studies for historic properties are needed to determine potential uses and rehabilitation costs
5. There is a rich cultural heritage related to the agrarian, Native American and African-American settler.

Opportunities

1. Recognize all historic districts, sites and significant buildings through listing in the National Register of Historic Places to promote preservation and afford economic development benefit.
2. Create and/or participate in formal programs using existing models to promote cultural resources and increase cultural tourism.
3. Promote the use of state, federal, and local financial incentives for rehabilitating historic properties by private owners.
4. Continue participation and enhancements to the Certified Local Government Program (CLG) in Heard County and improve planning tools used in preservation planning (e.g., design guidelines, surveys, preservation studies, and training).
5. Continue development of heritage education programs, trails and interpretive resources to highlight the varied cultures which make up the county.

Policies

1. We will encourage individual property owners to protect identified historic resources, promote compatibility measures for new development, and add additional districts to the county's Historic Overlay Districts.
2. We will seek funding to preserve and rehabilitate the Heard County History Center and Museum.
3. We will pursue options for additional space for historical artifacts and genealogical data.
4. We will support the implementation of the Tourism Plan to enhance visitor access to the History Center, Brush Creek Park, historical sites and heritage programs throughout the county.

5. We will pursue the development of an African-American History Museum and Trail in the county.

4.5 Community Facilities and Services Issues

1. Public wastewater collection service is at capacity with limited opportunities to accommodate new customers.
2. All new development is anticipated to utilize septic tanks for on-site wastewater treatment, which increases the potential for tank failure and environmental degradation.
3. Surface water needs will become an issue within 10-15 years.
4. Many sewage lines in the system are over 40-years old and in need of replacement.
5. Projected age distribution of the population illustrates a continued increase in school-aged children that will exceed existing capacities of the school system.
6. Emergency Services and Public Safety continues to require additional personnel, equipment and improved facilities to meet current levels of need.
7. Recreation facilities are maximized for the current level of participation.
8. Immediate healthcare is limited within the county and residents are required to seek medical assistance in surrounding suburban cities.
9. The school system will continue to need additional classrooms in each school, and Heard High is an older facility that is reaching capacity.

Opportunities

1. Explore inter-jurisdictional and inter-agency opportunities for infrastructure expansion maximizing the efficiency of financial investment.
2. Facilitate the looping of water distribution system where feasible to maximize flow, pressure and fire protection in higher growth areas.
3. Upgrade sewage treatment capacity by building treatment facility and continue to extend sewer service where feasible.
3. Continue local enforcement of state guidelines related to septic tank usage and drain field requirements.
4. Include school site planning in growth management decisions addressing the location of new facilities in relation to residential growth and infrastructure expansions.
5. Explore areas where impact fee requirements would facilitate expedited infrastructure improvements, both linear and non-linear.
6. The long-range plan for water has sited a suitable location for a water reservoir to serve the county.
7. Secure property and facilitate recreational facilities planning for centralized complex, as well as continue development and expansion of city operated parks and smaller neighborhood facilities strategically located in high growth areas targeting diverse age groups.
8. Develop a strategic implementation plan for Fire and Emergency Services, Public Safety and Codes Enforcement which is based on anticipated growth trends and targeted to high growth areas.

9. Explore opportunities for incentives and cost-sharing programs encouraging rural healthcare providers to locate locally.
10. The school system has adequate land at each school site for expansions, reconstruction and improvements.

Policies

1. We will expand our wastewater treatment facilities and capacity to allow for additional growth in and around the City of Franklin.
3. We will continue to expand water service lines based on highest growth area need and to facilitate improved pressure and fire protection.
4. We will explore feasible options for future development of a surface water reservoir.
5. We will develop a comprehensive recreation complex centrally located for easy access by all residents.
6. We will expand municipal parks providing added passive and active recreation, such as playgrounds, bike trails, BMX/skate parks, ball fields/courts and gathering areas.
7. We will encourage small parks and community facilities to be located as focal points in neighborhoods.
8. We will continue to enhance passive recreation opportunities in Brush Creek Park and on the greenway utilizing the County Tourism Plan and the Chattahoochee Greenway Trail Plan as guides.
9. We will add new fire and emergency services and facilities as needed based on growth trends.
10. We will expand public safety and codes enforcement facilities and services as needed based on growth trends.
11. We will work with the local school board to ensure new school construction are assured available infrastructure and locations are supported by the county's overall growth and development plans.
12. We will develop strategies to recruit rural healthcare providers to serve local residents.
13. We will expand existing schools, including classrooms, gymnasiums and administrative facilities as needed based on growth trends.
14. We will construct a new high school facility on the existing site.
15. We will conduct an annual review and update, if necessary, of our Service Delivery Strategy

4.6 Intergovernmental Coordination Issues

1. Heard County will soon become a part of the Atlanta Metropolitan Statistical Area with additional compliance requirements and limited benefits to the county.
2. Intergovernmental coordination will be required to provide adequate infrastructure capacities to accommodate the projected growth in the northern part of the county.
3. Heard County is part of the West Point Lake Authority, created to monitor use and protection of the lake, but this Authority has been dormant for many years.

4. A portion of the Chattahoochee Bend State Park is in Heard County.
5. Carroll, Coweta and Troup Counties have designated the bordering land area of Heard County as Agricultural and/or Conservation areas which could create potential inter-jurisdictional conflicts with growing residential development particularly in the north and east sectors of Heard County.

Opportunities

1. Encourage inter-jurisdictional discussions of the Chattahoochee River corridor promoting collaborative efforts for protection and economic development.
2. Continue to address inter-jurisdictional coordination through the update and enforcement of the Service Delivery Strategy.
3. Communicate and coordinate with neighboring jurisdictions related to growth trends and developments of regional significance.
4. Participate in regional programs such as drug enforcement, recycling plans, bike plans, emergency management plans, etc.

Policies

1. We will work closely with contiguous counties and the region to insure coordination of growth and development plans, and to develop regional solutions to area issues.
2. We will continue to work jointly on effective Service Delivery Strategy updates that are mutually beneficial for each local government.
3. We will pursue inter-jurisdictional and inter-agency collaboration on effective planning and decision making.
4. We will engage in cooperative planning between all local governments and every board and authority in the county with regard to capital improvement projects.
5. We will continue to support and participate in regional and inter-jurisdictional development programs that benefit Heard County and its cities.

4.7 Transportation Issues

1. Potential decrease in vehicular traffic within downtown Franklin along U.S. Highway 27 will promote safety, but may result in loss of local retail economy.
2. Low-density, rural development reduces opportunities for accommodating alternative modes of transportation, specifically bicycle and pedestrian facilities.
3. U.S. Highway 27 four-lane will afford opportunities for development and related traffic issues such as congestion and public safety issues.
4. Over 25% of local roads are unpaved.
5. Parking is a concern in downtown Franklin particularly on Court days.

Opportunities

1. The U.S. Highway 27 bypass and GA 34 interchange will attract additional commercial development, while alleviating traffic congestion in the downtown Franklin square.

2. U.S. Highway 27 four-lane will afford careful development options particularly nodal growth at high growth areas in and around Franklin and Centralhatchee.
3. Continue to improve development guidelines and ordinances to facilitate alternative transportation within high growth residential areas with the development of shared greenways and bicycling/pedestrian facilities that connect to major and minor arterials.
4. Continue to maintain an improvement plan to seek GADOT assistance with local high traffic corridors.
5. Develop collaborative discussions with Carroll and Coweta Counties on future anticipated transportation issues.

Policies

1. We will promote walkable, safe neighborhoods.
2. We will continue development of the greenway system, pedestrian accesses and scenic by-ways for resident accessibility and economic development.
3. We will continue to support new regional initiatives including public transit and pedestrian/bike trail plans.
4. We will continue to upgrade the local road system based on average daily traffic counts and high usage projections.
5. Enhance parking and accessibility in downtown Franklin and encourage off-street parking.
6. We will continue to work with the Georgia DOT on traffic calming, and traffic and pedestrian safety measures.
7. We will develop attractive gateway entrances, including signage and landscaping at our community entrances.

4.8 Land Use Issues

1. New development is occurring within the unincorporated areas disconnected from existing municipalities, and available infrastructure and services.
2. Residential development is encroaching into active agricultural areas increasing potential conflicts between farms and subdivisions.
3. Commercial and industrial interests are locating within classified low density residential and agricultural areas away from public infrastructure and main access points.

Opportunities

1. Encourage reinvestment and redevelopment opportunities within existing municipalities, particularly where in-fill development is feasible.
2. Reserve land for commercial/industrial growth on the Future Land Use map in areas with sufficient infrastructure and access to accommodate economic development initiatives.
3. Create public/private partnerships that identify financially feasible opportunities for preserving agricultural land and greenspace.

4. Designate certain areas of agricultural and forested areas which lack proximity to services and develop land preservation zones utilizing conservation tools for economic benefit.

Policies

1. Our neighborhoods will be interactive communities where people have easy access to schools, parks, residences and businesses through walkways, bike paths, roads and public transportation.
2. We will incorporate landscaping guidelines to create a unified and pleasing visual environment in our downtowns and in our neighborhood centers and villages.
3. We will support new development that is sensitive to the historic and rural setting of the community.
4. We will update zoning ordinances and cooperate where appropriate in developing uniform standards between jurisdictions.
5. We will update signage regulations that promote visual aesthetics and add value to the community.
6. We will support new commercial nodes, such as villages and compact mixed use development that meet the service needs of the residential areas while avoiding unattractive strip developments along major or minor arterials.
7. We will develop greenspace and openspace requirements to be incorporated in all new development designs.

V. IMPLEMENTATION PROGRAM

5.1 Report of Accomplishments

The Report of Accomplishments reviews the previous Short Term Work Program and its implementation since adoption by Heard County and each municipality.

5.2 Short Term Work Program

The Short Term Work Program covers a five-year period from date of adoption of the Comprehensive Plan and identifies specific actions, the anticipated timeframe to achieve the action, the entities responsible for the action, the estimated cost, and potential funding source(s).

Heard County – Report of Accomplishments

Economic Development

Activity	Status	Explanation
Develop new industrial park	Underway	
Develop tourism program	Underway	
Develop target industry marketing strategy	Underway	
Adopt limited Freeport in new industrial park	Postponed	Must complete new industrial park first

Natural and Historic Resources

Activity	Status	Explanation
Watershed Protection Plan for Chattahoochee and Tallapoosa basin	Completed	
Adopt/enforce a tree ordinance	Postponed	Under study
Develop an overlay zone for groundwater recharge area	Underway	
Create overlay zone for Class I dams	Completed	
Incorporate environmental info into permit procedures	Underway	
Complete multi-property NR nominations	Postponed	Historic Preservation Commission is taking responsibility
Establish repository for public access to 2001 Architectural Survey	Completed	

Community Facilities

Activity	Status	Explanation
Construct added courthouse parking	Postponed	County is in the process of identifying an appropriate location
Acquire new building to house county administration offices and storage	Postponed	County is assessing new sites
Construct a 1200 square foot Sheriff's office space	Completed	County constructed new sheriff's office facility

Remodel jail infrastructure	Completed	County constructed a new jail facility
Update solid waste management plan	Completed	
Provide solid waste reduction education on an annual basis	Underway	Utilizing findings from new SWMP
Enforce anti-litter ordinance on an annual basis	Underway	
Construct new middle school facility	Completed	
Support adult education/workforce training center	Postponed	Seeking DTAE funding
Continue recycling/solid waste reduction program	Underway	
Construct Animal Control Facility	Completed	
Construct a new elementary school	Completed	
Participate in Regional Hazmat Team	Completed	
Cooperate with DOT in widening of US 27	Underway	
Expand recreational facilities	Underway	

Housing

Activity	Status	Explanation
Survey existing housing stock	Completed	
Promote diverse housing development on an annual basis	Underway	

Land Use

Activity	Status	Explanation
Update zoning ordinance to reflect new Comp. Plan	Underway	
Develop GIS program	Postponed	Seeking funding
Update comprehensive plan	Completed	

Heard County – Short Term Work Program

Economic Development

Activity	Years	Responsible Party	Cost Estimate	Funding Source
Adopt limited Freeport in new industrial park	2007, 2008, 2009	County/Development Authority	\$1,500	County
Assist Heard County Development Authority in developing the new industrial park	2006, 2007, 2008, 2009	County Development Authority	\$150,000	County/DCA/ARC
Expand WG Tech local services & construct workforce training center	2006, 2007, 2008, 2009, 2010	WGTC/Dev. Authority/DTAE	\$250,000	DTAE/DCA
Implement Tourism Plan and develop marketing strategy	2006, 2007	Dev. Authority/Local Govts.	\$10,000	DA Funds/DCA/ARC/DNR

Natural and Historic Resources

Activity	Years	Responsible Party	Cost Estimate	Funding Source
Adopt/enforce Tree Ordinance	2006, 2007	County/Cities	\$5,000	Local Govt. Funds
Adopt overlay zone for Centralhatchee Creek water supply watershed and groundwater recharge areas	2006, 2007	County/Cities	NA	County/Cities
Support rehabilitation of Heard History Center and Museum	2006, 2007, 2008	County/Cities	NA	County/Cities
Participate in continued regional greenspace planning and development	2006, 2007, 2008, 2009, 2010	County/Cities/RDC	\$500,000	DOT/DCA /DNR/USDA
Develop public archeological awareness/heritage education program	2006, 2007, 2008, 2009	County Historic Preservation Commission	\$5,000	County/SHPO
Prioritize NR multi-property nomination	2006, 2007, 2008, 2009, 2010	HPC/CFRDC	\$7,500	County/SHPO/CLG
Encourage added historic overlay district designations	2006, 2007	County/HPC/CFRDC	NA	County/SHPO/DCA
Market driving/bicycling tour of historic & cultural resources in Heard County	2006, 2007, 2008, 2009	Historical Society/HPC/COC	NA	County/State
Implement and conduct annual review of adopted Solid Waste Management Plan	2006, 2007, 2008, 2009, 2010	County/Cities	NA	County/Cities

Community Facilities

Activity	Years	Responsible Party	Cost Estimate	Funding Source
Construct additional courthouse/municipal parking	2006, 2007, 2008	County, City of Franklin	\$30,000	SPLOST
Renovate courthouse & develop new county administration annex building	2007, 2008, 2009, 2010	County	\$5,035,000	SPLOST
Develop Recreational Complex and Arena design and construct new centralized recreational complex	2007, 2008, 2009	County	\$12,000,000	SPLOST
Upgrade Brush Creek Recreation facilities and heritage programs and market for tourism.	2006, 2007, 2008, 2009, 2010	County	\$25,000	County/DNR/GA Forestry
Participate in regional solid waste facility and recycling planning	2006, 2007	County/CFRDC	\$500 per annum	SPLOST
Enforce anti-litter ordinance on an annual basis	2006, 2007, 2008, 2009, 2010	County	\$10,000 per annum	County
Construct new high school facility on existing site	2007, 2008, 2009, 2010	County Board of Education	\$7,000,000	SPLOST
Cooperate with West Georgia Technical School to construct 20,000 sf satellite campus for adult education	2006, 2007, 2008, 2009	Dev. Authority/WG Tech/DTAE	\$2 mil	Dev. Auth./DTAE/DCA/ARC
Participate in W.A.R.R.S. first response radio system	2006, 2007, 2008, 2009, 2010	Heard County	\$1,000,000	SPLOST
Construct passing lane along SR 34	2006, 2007	County	\$100,000	GDOT
Cooperate with DOT in the widening of US 27	2006, 2007, 2008	County	NA	GDOT
Upgrade/improve roads and bridges on an annual basis	2006, 2007, 2008, 2009, 2010	County	\$1.5 mil per annum	SPLOST/County
Add classrooms, construct new facilities at Centralhatchee & Ephesus Elementary and Heard Middle Schools	2007, 2008, 2009, 2010	County Board of Education	\$2.5 mill	SPLOST
Expand water treatment facilities and distribution system	2006, 2007, 2008, 2009, 2010	Heard County Water Authority	\$4,000,000	HCWA/DCA/USDA/ARC

Construct new wastewater treatment facility and upgrade collection system	2006, 2007, 2008, 2009, 2010	Heard County Water Authority	\$3,000,000	HCWA/USDA/DCA
Construct new EMA Headquarters	2006, 2007, 2008	County	\$1,750,000	SPLOST
Construct Roosterville Fire Station & upgrade equipment	2006, 2007, 2008	County	\$1,500,000	SPLOST
Upgrade Sheriff's Dept. programs and equipment	2006, 2007, 2008, 2009	County	\$800,000	SPLOST/GACJCC
Construct 911 Center at County Jail	2006, 2007, 2008, 2009	County	\$750,000	SPLOST
Upgrade Codes Enforcement & Animal Control Program	2006, 2007, 2008, 2009, 2010	County	\$125,000	SPLOST

Housing

Activity	Years	Responsible Party	Cost Estimate	Funding Source
Promote diverse housing development on an annual basis	2006, 2007, 2008, 2009, 2010	County	NA	County
Promote incentive programs for affordable housing and homebuyer education	2006, 2007, 2008, 2009, 2010	County/COC	NA	County/DCA/USDA/HUD

Land Use

Activity (click to Edit)	Years	Responsible Party	Cost Estimate	Funding Source
Update zoning ordinance	2006, 2007	County	\$10,000	County
Develop GIS program integrating zoning & planning, tax offices and 911	2007, 2008	County	\$15,000	SPLOST/State/Federal
Update sign ordinance	2006, 2007	County	\$1,500	County

Centralhatchee – Report of Accomplishments

General Planning

Activity	Status	Explanation
Upgrade roadways on an annual basis	Underway	
Improve US 27/Pearce St Intersection	Completed	

Economic Development

Activity	Status	Explanation
Support Chamber of Commerce	Underway	
Support local small business development	Underway	

Natural and Historic Resources

Activity	Status	Explanation
Cooperate in development of County Historic Preservation Plan	Not Accomplished	Priorities changed

Community Facilities

Activity	Status	Explanation
Expand library	Underway	
Update recreational master plan	Completed	
Continue solid waste reduction education on an annual basis	Underway	
Support adult literacy program on an annual basis	Underway	
Update solid waste management plan	Completed	
Continue recycling/solid waste reduction on an annual basis	Underway	
Construct Fire Station	Completed	
Continue to develop recreational area	Underway	
Cooperate with DOT in widening of US 27	Underway	

Housing

Activity	Status	Explanation
Upgrade building code/permit system	Completed	
Maintain building inspections program	Underway	

Land Use

Activity	Status	Explanation
Adopt formal annexation procedures	Completed	
Update zoning ordinance	Underway	

Centralhatchee – Short Term Work Program

Economic Development

Activity (click to Edit)	Years	Responsible Party	Cost Estimate	Funding Source
Support Chamber of Commerce	2006, 2007, 2008, 2009, 2010	City	\$100	City
Support local small business development	2006, 2007, 2008, 2009, 2010	City	NA	City

Natural and Historic Resources

Activity (click to Edit)	Years	Responsible Party	Cost Estimate	Funding Source
Adopt groundwater recharge area overlay zoning district	2006, 2007	City/Planning Commission	NA	City

Community Facilities

Activity (click to Edit)	Years	Responsible Party	Cost Estimate	Funding Source
Renovate City Hall and Library facility	2006, 2007, 2008	City	\$164,000	SPLOST
Continue to develop and expand recreational areas	2006, 2007, 2008	Local	\$1,025,000	SPLOST
Upgrade roads on an annual basis and improve US 27/Pearce St. intersection	2006, 2007, 2008, 2009, 2010	City/County	\$270,000	Local, GDOT
Participate in county animal control program	2006, 2007, 2008, 2009, 2010	City/County	\$41,000	SPLOST
Cooperate with county for public safety and fire/EMS services	2006, 2007, 2008, 2009, 2010	City/County	\$512,500	SPLOST
Continue solid waste management program	2006, 2007, 2008, 2009, 2010	City	NA	City

Land Use

Activity (click to Edit)	Years	Responsible Party	Cost Estimate	Funding Source
Amend and update zoning ordinance to reflect Comp. Plan	2006, 2007, 2008, 2009, 2010	City	NA	City

Ephesus – Report of Accomplishments

General Planning

Activity	Status	Explanation
Improve intersection at GA 100 and Veal Road	Completed	

Natural and Historic Resources

Activity	Status	Explanation
Incorporate environmental info into permit review checklist	Completed	Land Development Regulation Ordinance includes environmental review
Develop an overlay protection district for Centralhatchee Creek watershed	Underway	
Adopt a tree ordinance	Postponed	Waiting on county-wide tree ordinance for consideration

Community Facilities

Activity	Status	Explanation
Update recreational master plan	Underway	
Remodel city hall/fire station	Completed	
Add outdoor classroom to walking trail	Underway	
Improve grounds at recreation field	Underway	
Install two wells	Completed	
Pave Rollins and Frost Street	Completed	

Housing

Activity	Status	Explanation
Adopt a housing code	Not Accomplished	City priorities changed

Land Use

Activity (click to edit)	Status	Explanation
Adopt zoning ordinance	Completed	City adopted a Land Development Regulation Ordinance
Maintain building inspections program	Underway	

Ephesus – Short Term Work Program

Economic Development

Activity	Years	Responsible Party	Cost Estimate	Funding Source
Support Heard County Chamber of Commerce and Development Authority	2006, 2007, 2008, 2009, 2010	City	\$100	City
Support local small business development	2006, 2007, 2008, 2009, 2010	City	NA	City

Natural and Historic Resources

Activity	Years	Responsible Party	Cost Estimate	Funding Source
Adopt overlay protection district for Centralhatchee Creek Water Supply Watershed	2006, 2007	City	NA	City/County

Community Facilities

Activity	Years	Responsible Party	Cost Estimate	Funding Source
Build new fire station	2006, 2007	City	\$250,000	SPLOST/City
Improve Hoyt Rogers Recreational Park and ball field	2006, 2007, 2008, 2009, 2010	City	\$300,000	City/DNR/SPLOST
Upgrade and expand water system	2006, 2007, 2008, 2009, 2010	City	\$800,000	SPLOST/City
Contract for trash pick-up	2006, 2007, 2008, 2009, 2010	City	NA	City
Upgrade roadways on an annual basis	2006, 2007, 2008, 2009, 2010	City/DOT	\$100,000 per annum	SPLOST/City
Build new Library	2006, 2007, 2008	City	\$750,000	City/SPLOST/GLPA
Upgrade public safety program	2006, 2007, 2008, 2009, 2010	City	\$307,500	City/SPLOST

Land Use

Activity	Years	Responsible Party	Cost Estimate	Funding Source
Continue to enforce and update Land Development Regulation Ordinance	2006, 2007, 2008, 2009, 2010	City	NA	City

Franklin – Report of Accomplishments

General Planning

Activity	Status	Explanation
Assist in US 27 four-laning	Underway	
Upgrade roadways on an annual basis	Completed	
Improve intersection at SR 34/ US 27	Underway	
Obtain Better Hometown designation	Postponed	Will be addressed in STWP

Economic Development

Activity	Status	Explanation
Promote expansion of existing business	Underway	
Encourage new business	Underway	
Promote community festivals	Underway	

Natural and Historic Resources

Activity	Status	Explanation
Adopt a historic preservation ordinance	Not Accomplished	Priorities changed
Designate a local historic district/zoning overlay	Postponed	Seeking funding/assistance
Cooperate with the development of Heard County Historic Preservation Plan	Not Accomplished	Priorities changed
Continue to improve/expand Chattahoochee Greenway Trail	Underway	

Community Facilities

Activity	Status	Explanation
Support adult literacy/GED program	Underway	
Continue solid waste reduction program	Underway	
Construct Chattahoochee Greenway Trail	Completed	
Train Fire Department Staff	Completed	
Upgrade sewer collection system	Underway	
Develop cemetery maintenance program	Completed	
Upgrade roads on an annual basis	Underway	
Add sidewalks downtown	Completed	
Implement downtown revitalization	Underway	
Construct playground on Greenway Trail	Underway	
Construct new fire station	Underway	

Housing

Activity	Status	Explanation
Adopt a housing code	Underway	
Encourage diverse affordable housing	Underway	
Survey existing housing stock	Not Accomplished	Change in priorities

Land Use

Activity (click to edit)	Status	Explanation
Zoning ordinance amendments	Underway	
Adopt formal annexation procedures	Completed	

Franklin – Short Term Work Program

General Planning

Activity	Years	Responsible Party	Cost Estimate	Funding Source
Obtain Better Hometown designation	2006, 2007, 2008	City	\$20,000	City

Economic Development

Activity	Years	Responsible Party	Cost Estimate	Funding Source
Continue downtown revitalization	2006, 2007, 2008, 2009, 2010	City/DDA/HCDA	\$1,000,000	GDOT/City/HCDA
Promote new and expanding business development and entrepreneurship	2006, 2007, 2008, 2009, 2010	City/DDA/COC/HCDA	NA	City/County/State

Natural and Historic Resources

Activity	Years	Responsible Party	Cost Estimate	Funding Source
Designate a local historic district or zoning overlay	2006, 2007, 2008	City/CFRDC	\$500	City
Implement county Solid Waste Management Plan	2006, 2007, 2008, 2009, 2010	County/City	NA	County

Community Facilities

Activity	Years	Responsible Party	Cost Estimate	Funding Source
Support adult literacy/GED program and development of a workforce training center	2006, 2007, 2008, 2009, 2010	City/WGTC/HCDA	NA	DTAE/HCDA
Continue recycling/solid waste reduction program	2006	City/County	NA	SPLOST
Continue expansion and improvements of Chattahoochee Greenway, including passive and active recreational venues where appropriate	2006, 2007, 2008, 2009, 2010	City	\$500,000	City/DNR
Upgrade sewer collection system	2006, 2007, 2008,	City/County Water Authority	\$1,000,000	CDBG

	2009, 2010			
Re-evaluate intersection at SR 34/US 27	2006, 2007, 2008	City	NA	GDOT
Upgrade roads on an annual basis	2006, 2007, 2008, 2009, 2010	Local	\$100,000 per annum	SPLOST/GDOT
Add new sidewalks and replace old sidewalks	2006, 2007, 2008, 2009, 2010	City	\$250,000	SPLOST
Assist in US 27 widening	2006, 2007, 2008	City	NA	GDOT
Upgrade street maintenance program	2006, 2007, 2008, 2009, 2010	City	\$176,200	SPLOST
Upgrade police department services	2006, 2007, 2008, 2009, 2010	City	\$292,000	SPLOST
Construct new city hall/public safety facility	2008, 2009, 2010	City	\$500,000	SPLOST
Develop Multi-purpose Community Center	2007, 2008, 2009, 2010	City/County	\$500,000	City/County/HCDA/State & Federal
Construct city fire station	2006, 2007	City	\$750,000	SPLOST
Upgrade downtown parking and encourage off-street parking	2006, 2007, 2008, 2009, 2010	City/County	NA	SPLOST
Implement Solid Waste Management Plan	2006, 2007, 2008, 2009, 2010	City/County	NA	SPLOST

Housing

Activity	Years	Responsible Party	Cost Estimate	Funding Source
Adopt a housing code	2006, 2007	City	\$400	City
Encourage diverse affordable housing	2006, 2007, 2008, 2009, 2010	City/Franklin Housing Auth.	\$200,000	City/DCA/USDA

Land Use

Activity	Years	Responsible Party	Cost Estimate	Funding Source
Update zoning ordinance and subdivision regulations	2006, 2007	City	\$10,000	City