

ATHENS-CLARKE COUNTY GROWTH CONCEPT MAP

ASSESSING OUR LAND USE BUDGET &
PLANNING FOR THE NEXT 20 YEARS

JANUARY 9, 2024

The seal of Athens-Clarke County, Georgia, is a circular emblem. It features a large, stylized letter 'A' in the center. The words 'ATHENS-CLARKE' are written in a semi-circle above the 'A', and 'COUNTY' is written in a semi-circle below it. At the bottom of the seal, the word 'GEORGIA' is written in a semi-circle. There are small stars on either side of the word 'COUNTY'.

PURPOSE

TO PROVIDE AN UPDATE ON COMMUNITY ENGAGEMENT AND WALK THROUGH DIFFERENT GROWTH SCENARIOS RELATED TO THE GROWTH CONCEPT MAP AND THE SUBSEQUENT FUTURE LAND USE MAP

LAND USE BUDGET APPROACH → COMMUNITY ENGAGEMENT → GROWTH SCENARIOS

BIG IDEAS FOR THE NEXT 20 YEARS

- 1) GROWTH PRESSURE WILL REMAIN CONSTANT
- 2) 30,000+ NEW RESIDENTS BY 2045
- 3) HOUSING VARIETY AND AVAILABILITY MUST INCREASE
- 4) NEED TO REPLACE EXPENSIVE AND AGING INFRASTRUCTURE

WHY GO THROUGH THIS PROCESS?

1. DETERMINE **WHERE** CAN DEVELOPMENT DENSITY REALISTICALLY BE INCREASED?
2. CONSIDER **WHAT** ARE POSSIBLE TRADE-OFFS FOR MORE EFFICIENT LAND USE PATTERNS?
3. DISCUSS **HOW** AFFORDABILITY AND QUALITY DESIGN BOTH CAN BE ACHIEVED?

CREATING THE GROWTH CONCEPT MAP

Land Use Budget

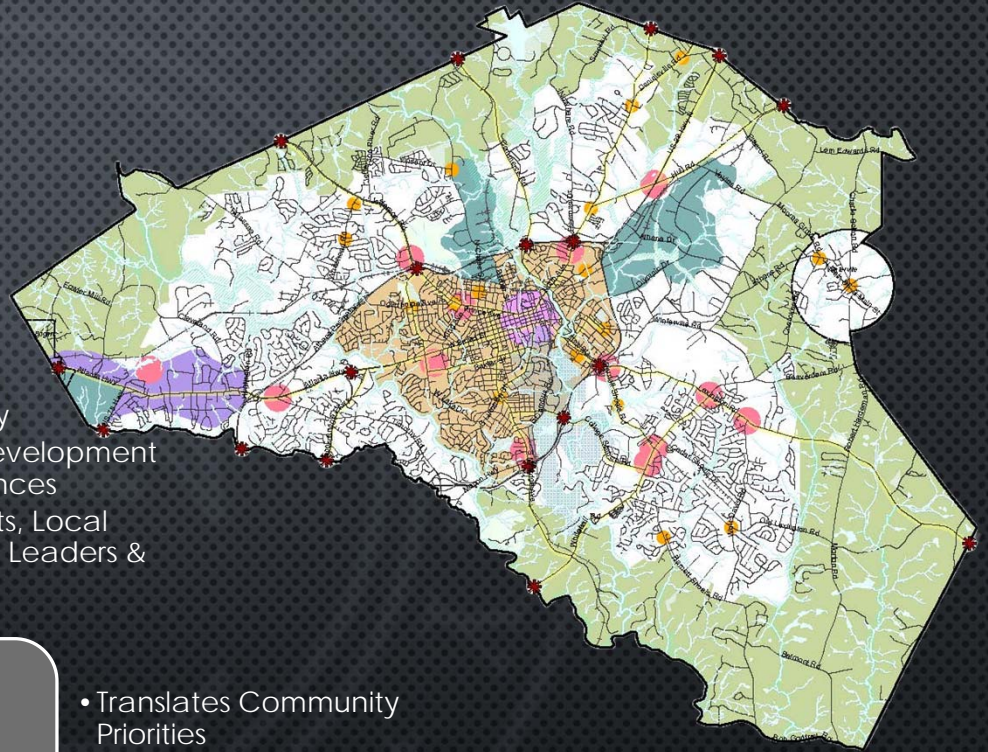
- Protects Environmental Areas
- Accounts for Infrastructure
- Accommodates Population Growth
- Identifies Developable Land

Community Engagement

- Focus on Creativity
- Identifies Broad Development Priorities & Preferences
- Work with Residents, Local Agencies, Business Leaders & Institutions

Growth Concept Scenarios

- Translates Community Priorities
- Identifies Changes in Character
- Plans for Market Choice



GUIDING CONDITIONS

NATURAL ENVIRONMENT

- TOPOGRAPHY
- RIVERS
- RIPARIAN BUFFERS
- PRESERVED OPEN SPACE



BUILT ENVIRONMENT

- GRAVITY BASED SEWER SYSTEM (1 LIFT STATION)
- PUBLIC WATER SYSTEM
- STORM WATER SYSTEM
- ROADWAYS
- GREENWAYS & TRAILS



PLANNING

- COMPREHENSIVE PLAN (2023)
- ATHENS CLARKE COUNTY ZONING REGULATIONS (2001 + REGULAR UPDATES)
- ZONING MAP (REGULARLY AMENDED)
- FUTURE LAND USE MAP (REGULARLY AMENDED)



Rigid

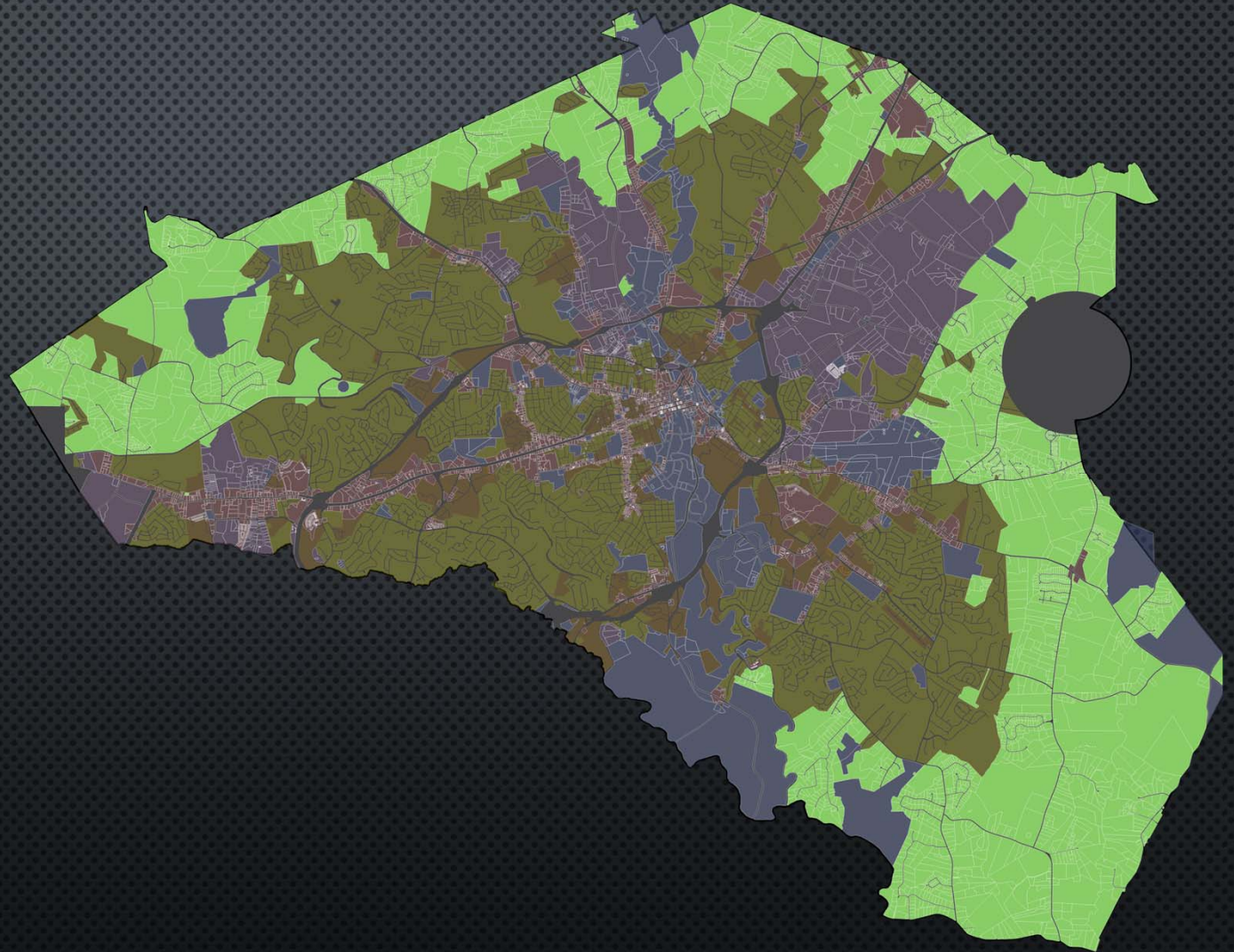
Firm

Malleable

PLANNING

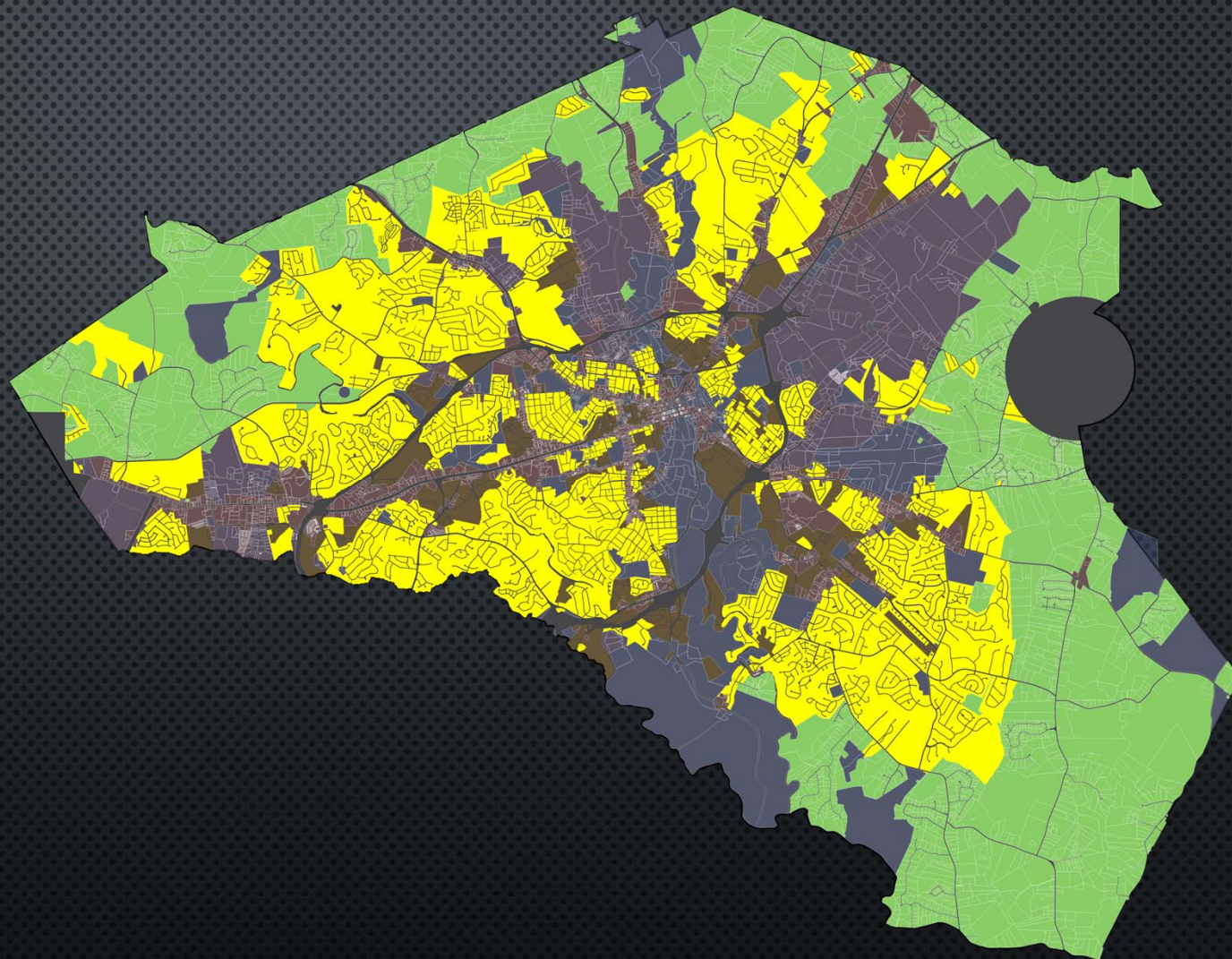
ZONING BY TYPE

AR	37.09%



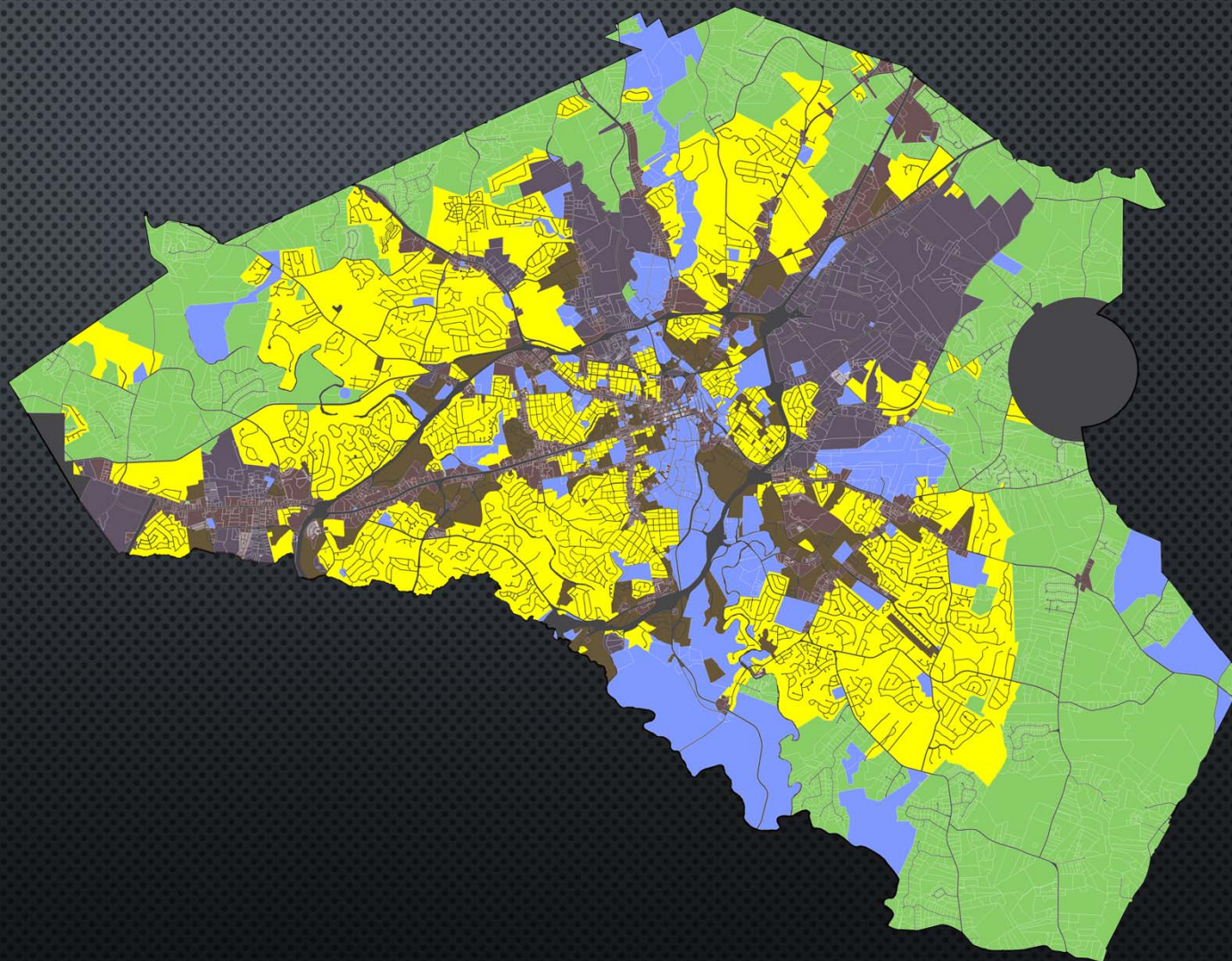
PLANNING ZONING BY TYPE

AR	37.09%	66%
ALL RS	29.11%	



PLANNING ZONING BY TYPE

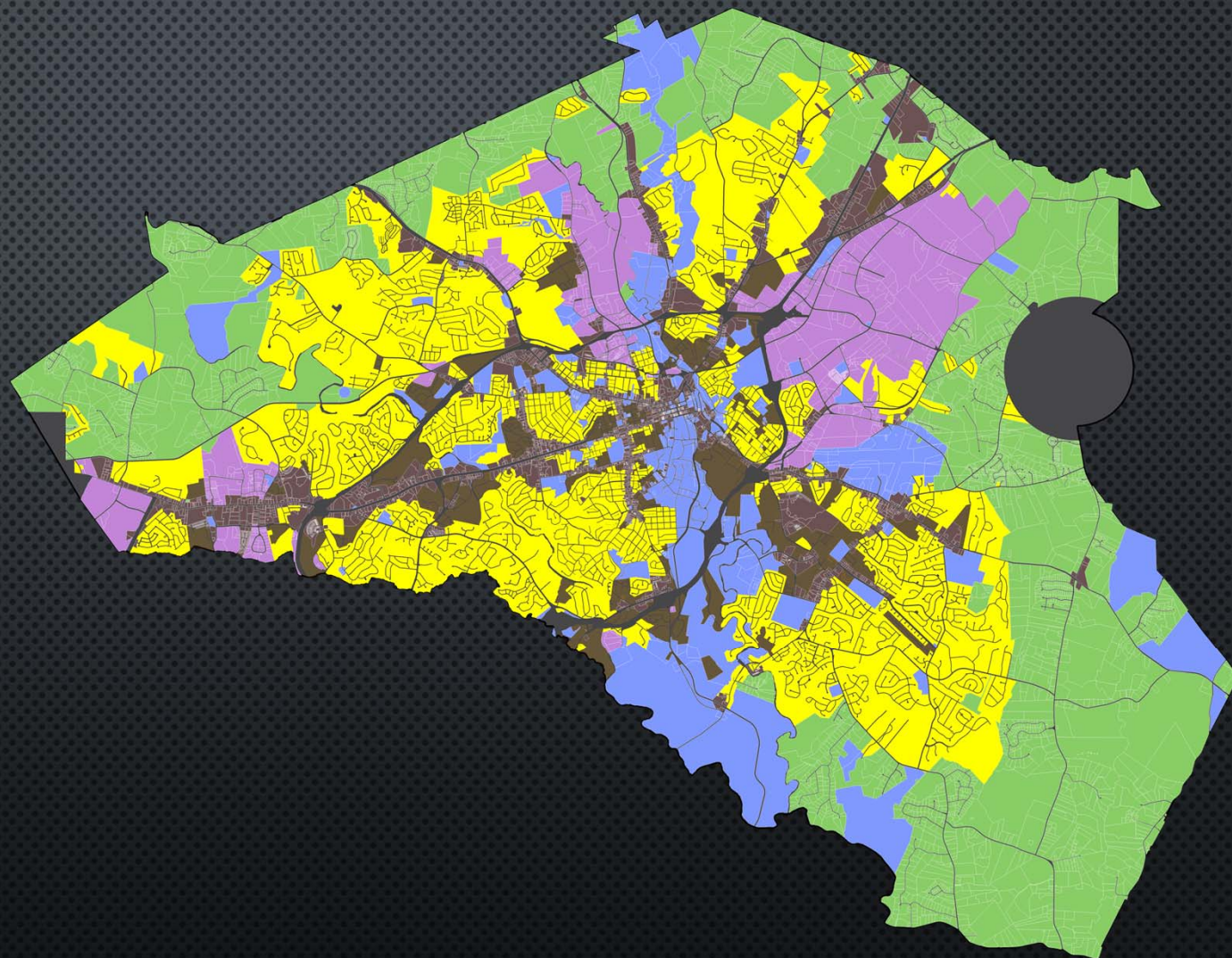
AR	37.09%	79%
ALL RS	29.11%	
G/IN/P	13.01%	



PLANNING ZONING BY TYPE

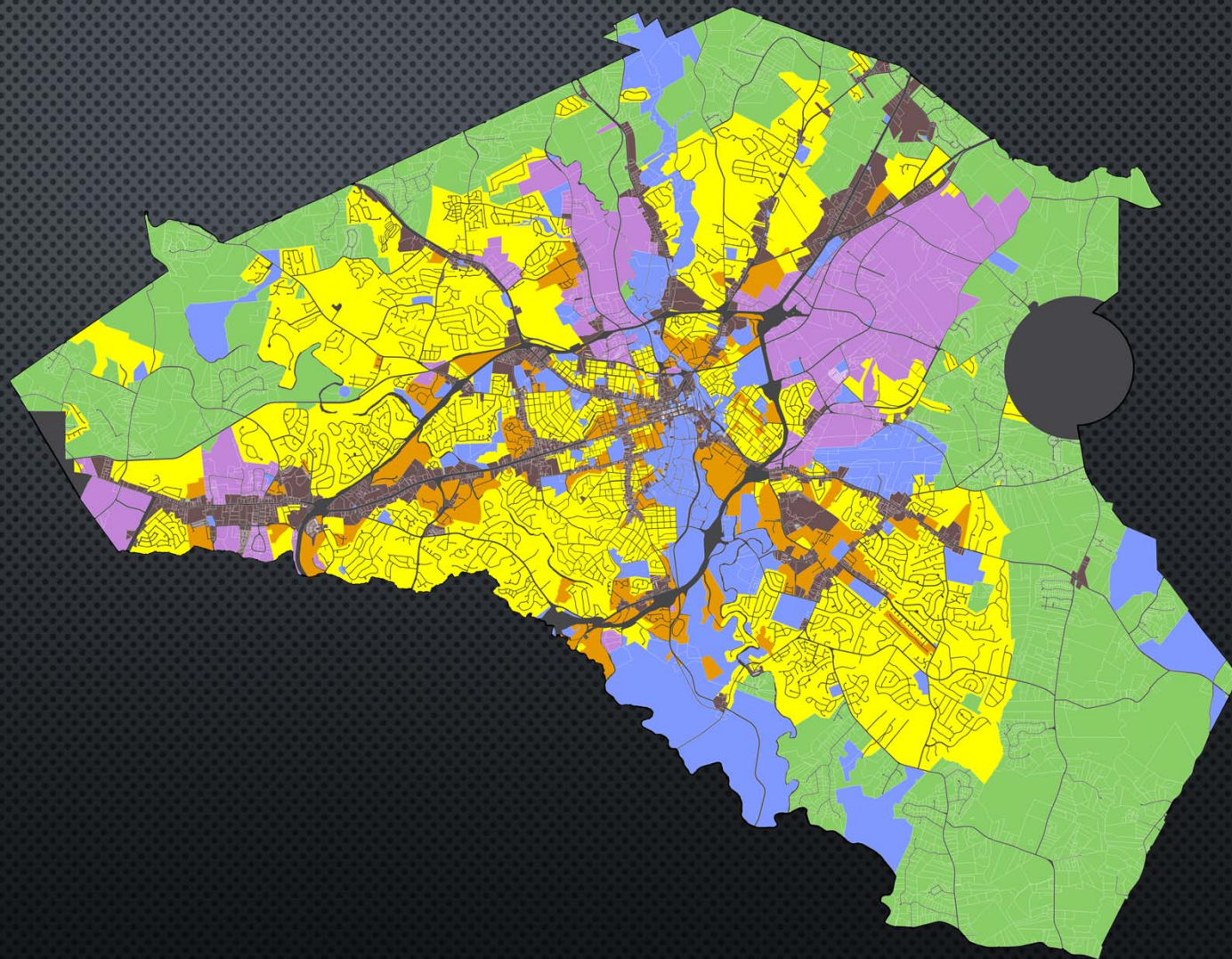
AR	37.09%
ALL RS	29.11%
G/IN/P	13.01%
E-I/I/-E-O	9.34%

89%



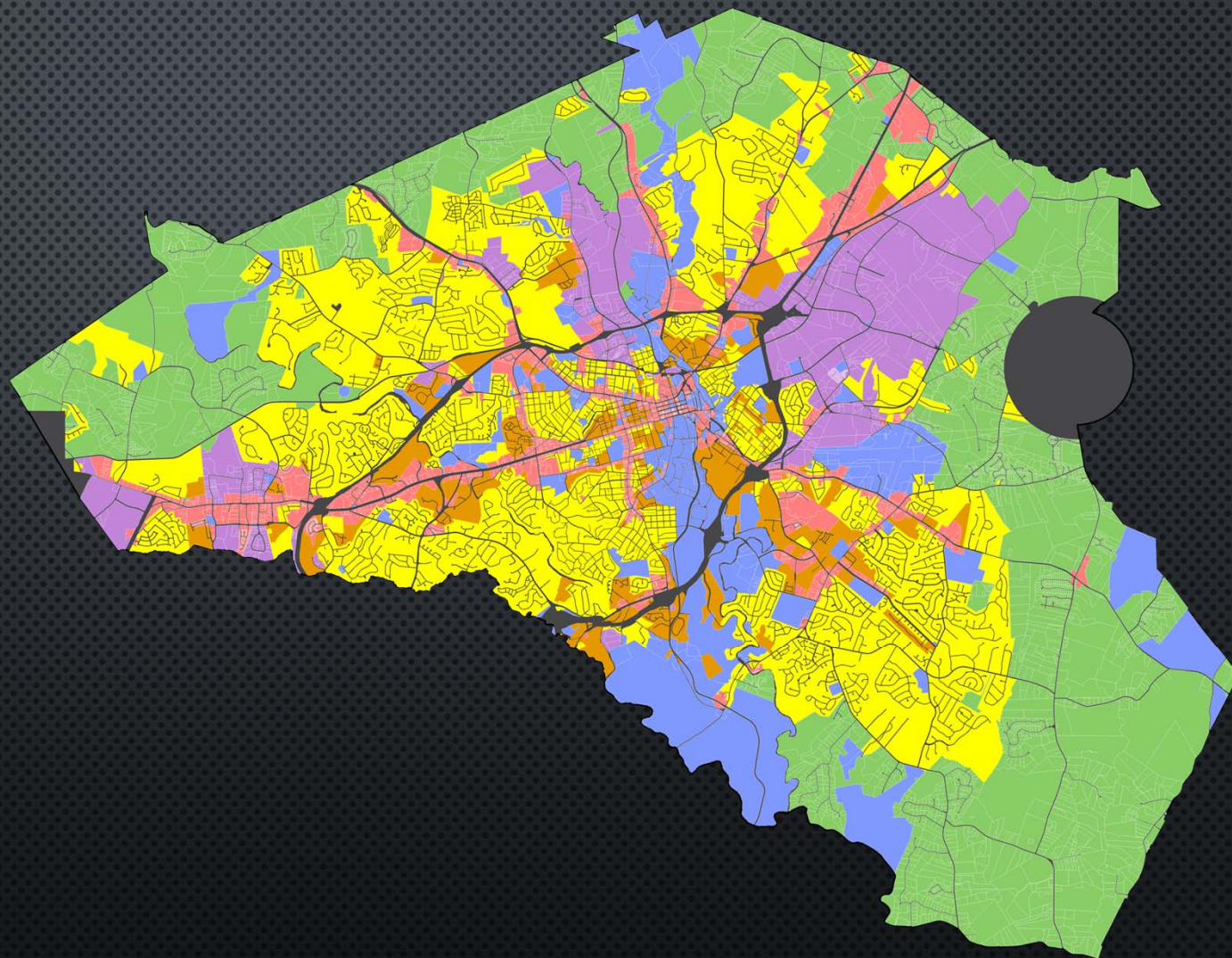
PLANNING ZONING BY TYPE

AR	37.09%
ALL RS	29.11%
G/IN/P	13.01%
E-I/I/-E-O	9.34%
ALL RM	5.02%
	94%



PLANNING ZONING BY TYPE

AR	37.09%
ALL RS	29.11%
G/IN/P	13.01%
E-I/I/-E-O	9.34%
ALL RM	5.02%
ALL C	6.38%
100%	



PUBLIC INPUT: HOW WE LEARNED

SIT DOWN MEETINGS

- CREATIVE ENGAGEMENT
 - FRESH THINKING, LISTENING, VALUES
- DATA PRESENTATION/Q&A
 - INFRASTRUCTURE, EXISTING PROJECTS

NEIGHBORHOOD WALKS

- SEE AND ENGAGE THE BUILT FORM
- EXPERIENCE
- DEMONSTRATION OF EXISTING ARRANGEMENTS THAT MIGHT BE SOLUTIONS TO GROWTH PRESSURE
- BETTER CONSIDERATION OF RIGHTS-OF-WAY IMPACT

BUS TOURS

- VIEWING AREAS MORE COMPREHENSIVELY
- CONNECTIONS

TABLING

- GENERAL COMMENTS
- MEETING PEOPLE WHERE THEY ALREADY ARE
- HIGHLIGHTS AND ISSUES

SCHOOLS

- ENGAGING YOUTH, THINKING CREATIVELY
- BRINGING ALONG OUR NEXT GENERATION



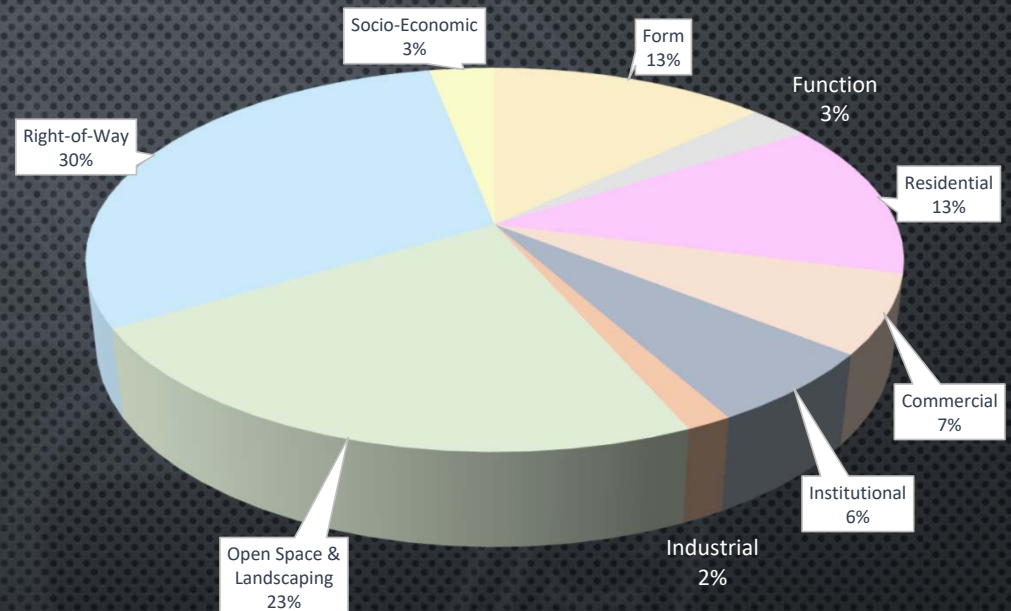
PUBLIC INPUT: DATA SUMMARY

OPPORTUNITIES

- WALKS (6)
- SIT DOWN EVENTS (13)
- BUS TOURS (2)
- TABLING (3)
- SCHOOLS (2)

COMMENTS

- CATEGORIZED – 1561
- OTHER - 506



Categories to Assign	Form	Function	Residential	Commercial	Institutional	Industrial	Open Space & Landscaping	Right-of-Way	Socio-Economic
	Figures								
Tabling	6	0	8	1	5	0	5	36	10
Exercise	57	8	69	43	60	16	223	187	14
Walk	90	26	56	34	8	5	86	152	14
Q&A	32	4	33	8	12	0	12	29	6
Main Ideas	5	0	8	10	9	3	14	18	0
Big 3	14	7	31	7	3	0	20	53	4
	204	45	205	103	97	24	360	475	48

PUBLIC INPUT: WHAT WE LEARNED

FUNCTION

- MIXED USE

FORM

- DESIGN STANDARDS
- HUMAN SCALE
- LIMIT PARKING ON CORRIDORS (ESP. IN FRONT)
- REDUCE SETBACKS
- NEIGHBORHOOD BLEND
- STRUCTURED PARKING
- DOWNTOWN CORE
- CLUSTER/NODAL DEVELOPMENT

RESIDENTIAL

- PROPER SCALE
- RESIDENTIAL VARIETY OR OPPORTUNITY (ADU)
- SENIOR HOUSING
- MORE HOUSES & DENSITY
- AFFORDABILITY



"WHEN WE THINK IDEAL CITY, ROADS ARE NOT THE
FIRST THING THAT COMES TO MIND"
-ATHENIAN

PUBLIC INPUT: WHAT WE LEARNED

COMMERCIAL

- ADDRESS COMMERCIAL VACANCY
- RESTAURANTS
- SMALL AND/OR LOCAL

OPEN SPACE & LANDSCAPING

- TREES TREES TREES
- SHARED OR ACTIVATED GREENSPACE OR PARKS
- CONNECTION TO WATER
- PARKS CONNECTED TO PEOPLE (TRAILS)
- RURAL PRESERVATION
- FISHING & AGRICULTURAL OPPORTUNITIES

INSTITUTIONAL

- INSTITUTIONS AS NEIGHBORHOOD CENTERPIECES
- MEDICAL (ESP. ON EASTSIDE)

RIGHTS-OF-WAY

- SAFETY
- TRAFFIC
- MORE BIKE (MULTI-MODAL) INFRASTRUCTURE
- TOPOGRAPHY IS A CHALLENGE
- WALKABILITY & CONNECTIONS
- TRANSIT
- TRAINS (REGIONAL OR FURTHER)

GUIDING PRINCIPLES FOR THE **GROWTH CONCEPT MAP**

- 1) REDEVELOP CORRIDORS AND NODES THAT ARE RIPE FOR TRANSFORMATION
- 2) MINIMIZE SEWER EXPANSION; GROW CAPACITY WITHIN EXISTING NETWORK
- 3) REDUCE TRAVEL DISTANCES:
 - 1) LOCALIZE TRIPS BY ADDING COMMERCIAL, INSTITUTIONAL AND AMENITY USES
 - 2) LOCATE PEOPLE NEARER DESTINATIONS (RESIDENTS NEAR JOBS & ACTIVITY CENTERS)
 - 3) ADD STREET CONNECTIONS TO DISTRIBUTE TRAFFIC EFFICIENTLY ACROSS THE NETWORK
- 4) PLAN FOR INCREMENTAL GROWTH IN ALL NEIGHBORHOODS THAT ARE SERVED BY SEWER
- 5) SUPPORT ENVIRONMENTALLY AND FISCALLY SUSTAINABLE GROWTH

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INTERPRETING GUIDING PRINCIPLES: CORRIDORS

- GROWTH = EXPANSION OR INTENSITY OF ADJACENT DEVELOPMENT
- REDESIGN = ADJUSTMENT IN STREET SECTION TO ACCOMMODATE BUILT FORM



INTERPRETING GUIDING PRINCIPLES: TARGETED GROWTH AREAS



URBAN CENTER



TOWN CENTER



CORRIDOR



**NEIGHBORHOOD
CENTER**

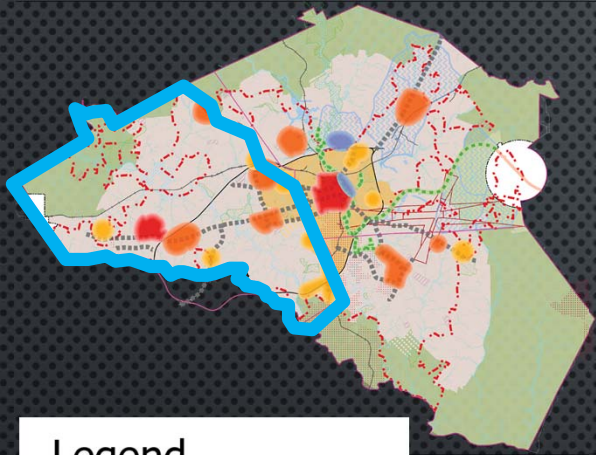
GROWTH CONCEPT MAP

Legend

- Urban Center
- Town Center
- Neighborhood Center
- Special District
- Corridors
- Greenway/Trails
- Basins
- Sewer Service Area
- In-Town
- Greater Athens
- Rural

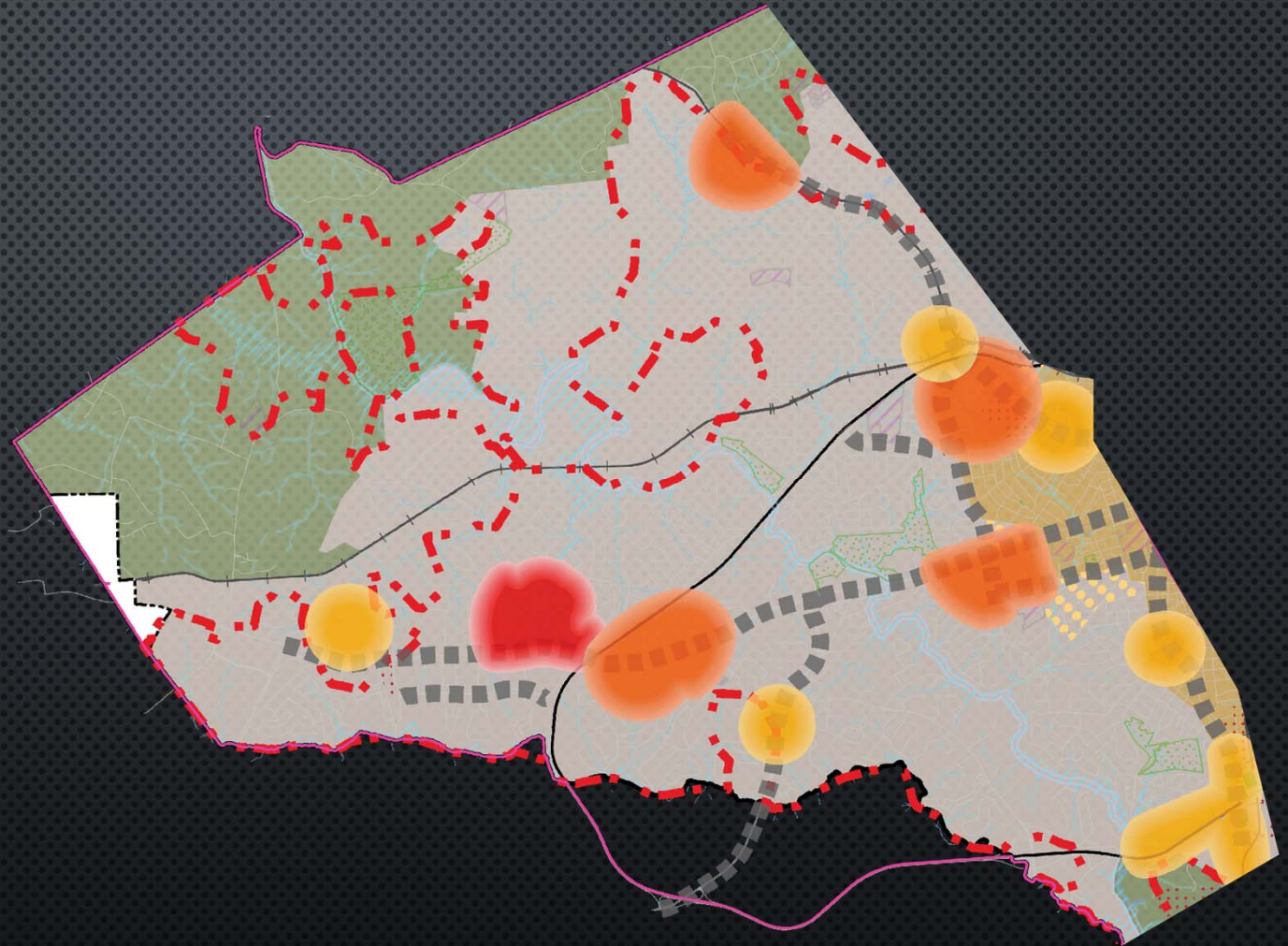


ATHENS WEST

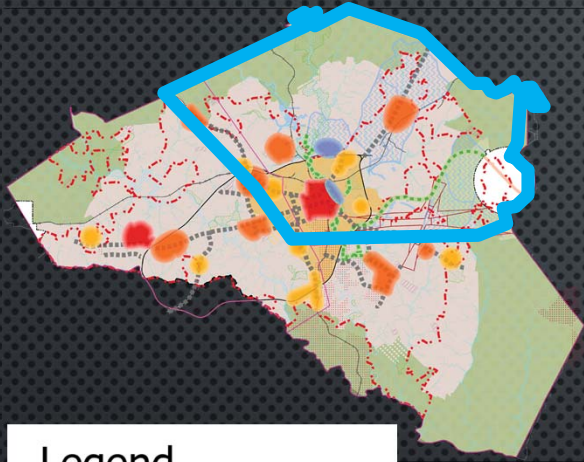


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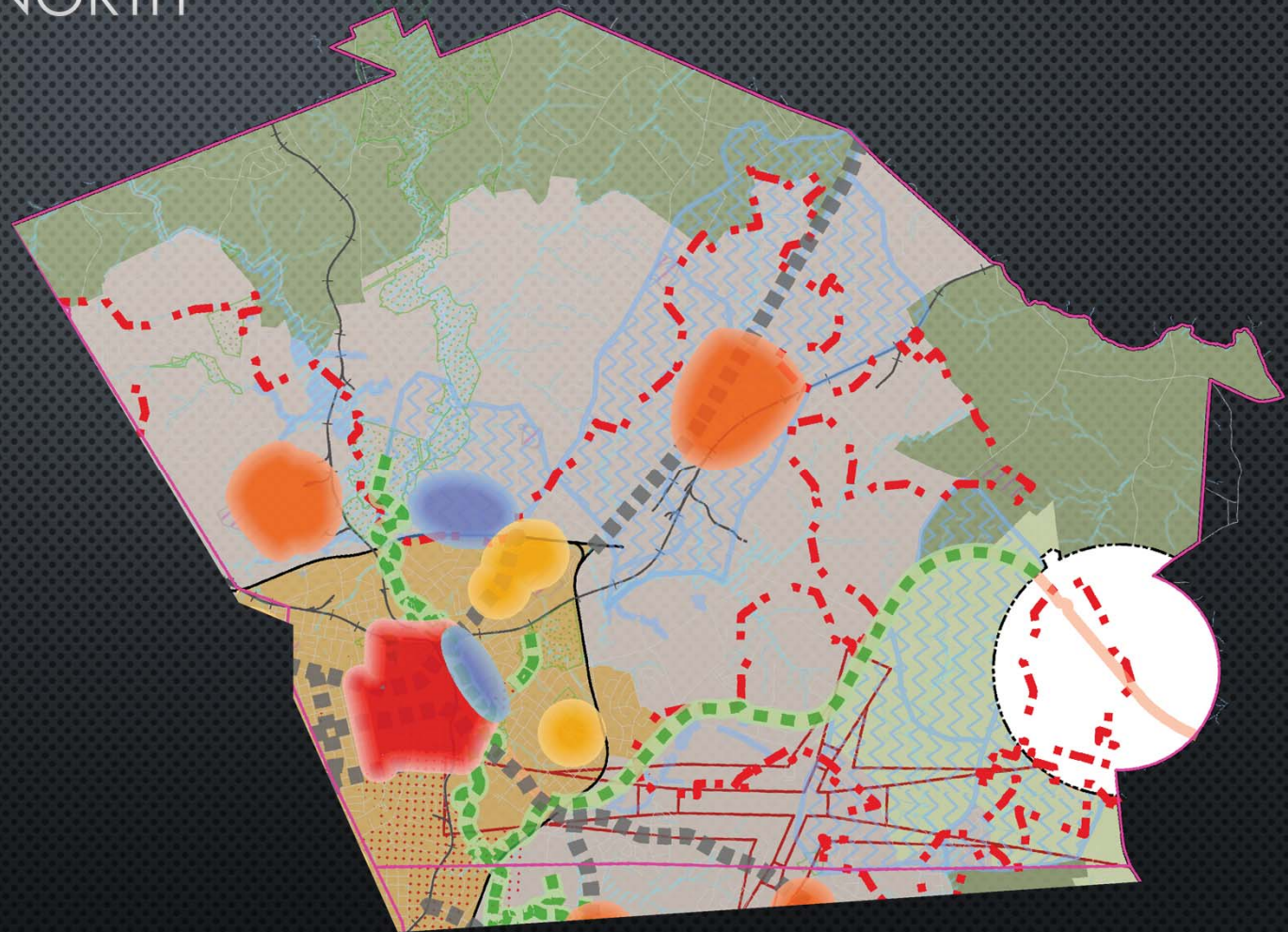


ATHENS CENTRAL & NORTH



Legend

- Urban Center
- Town Center
- Neighborhood Center
- Special District
- Corridors
- Greenway/Trails
- Basins
- Sewer Service Area
- In-Town
- Greater Athens
- Rural

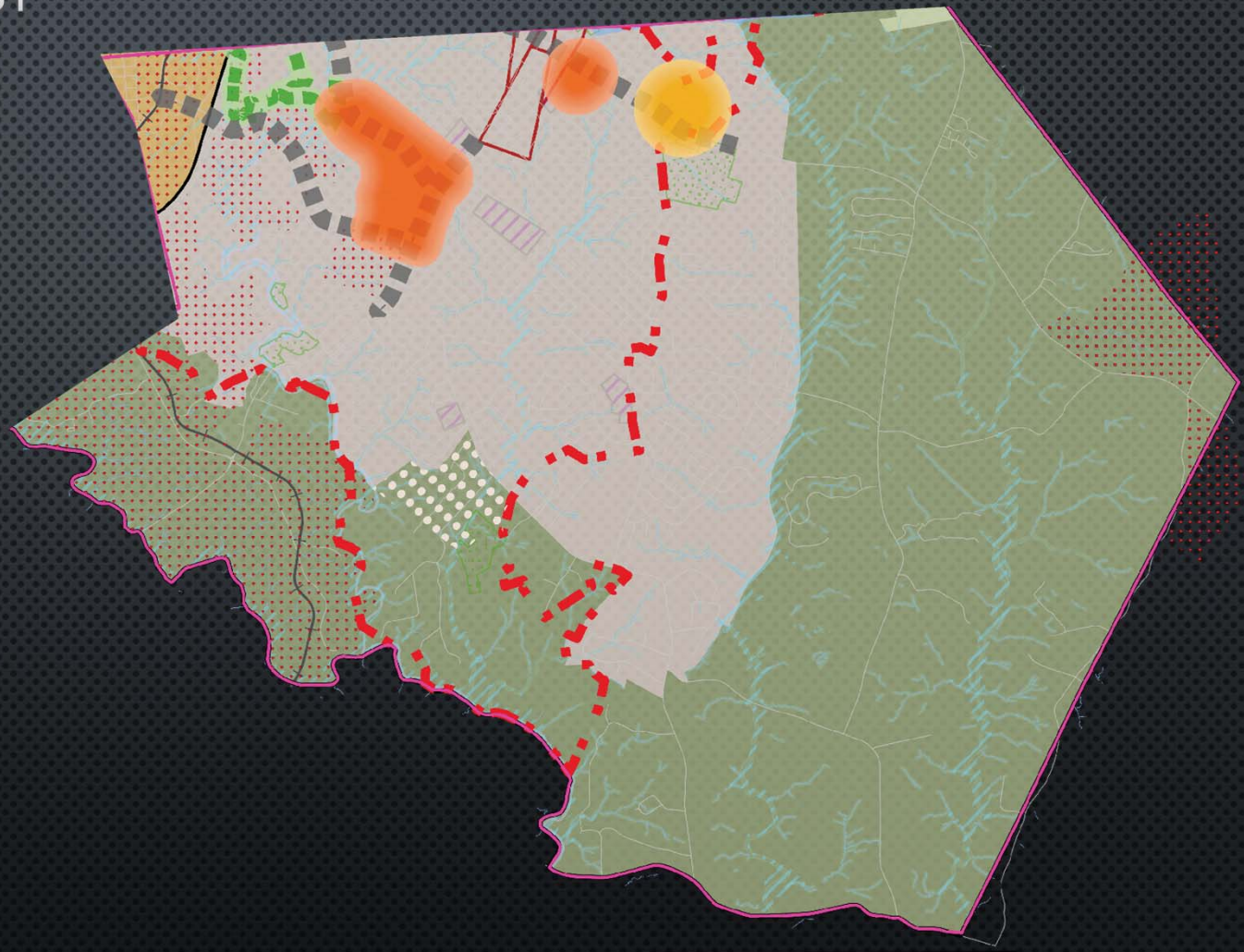


ATHENS SOUTH & EAST



Legend

- Urban Center
- Town Center
- Neighborhood Center
- Special District
- Corridors
- Greenway/Trails
- Basins
- Sewer Service Area
- In-Town
- Greater Athens
- Rural



GROWTH CONCEPT MAP

Legend

- Urban Center
- Town Center
- Neighborhood Center
- Special District
- Corridors
- Greenway/Trails
- Basins
- Sewer Service Area
- In-Town
- Greater Athens
- Rural



GROWTH OPPORTUNITIES

SPECIAL DISTRICTS

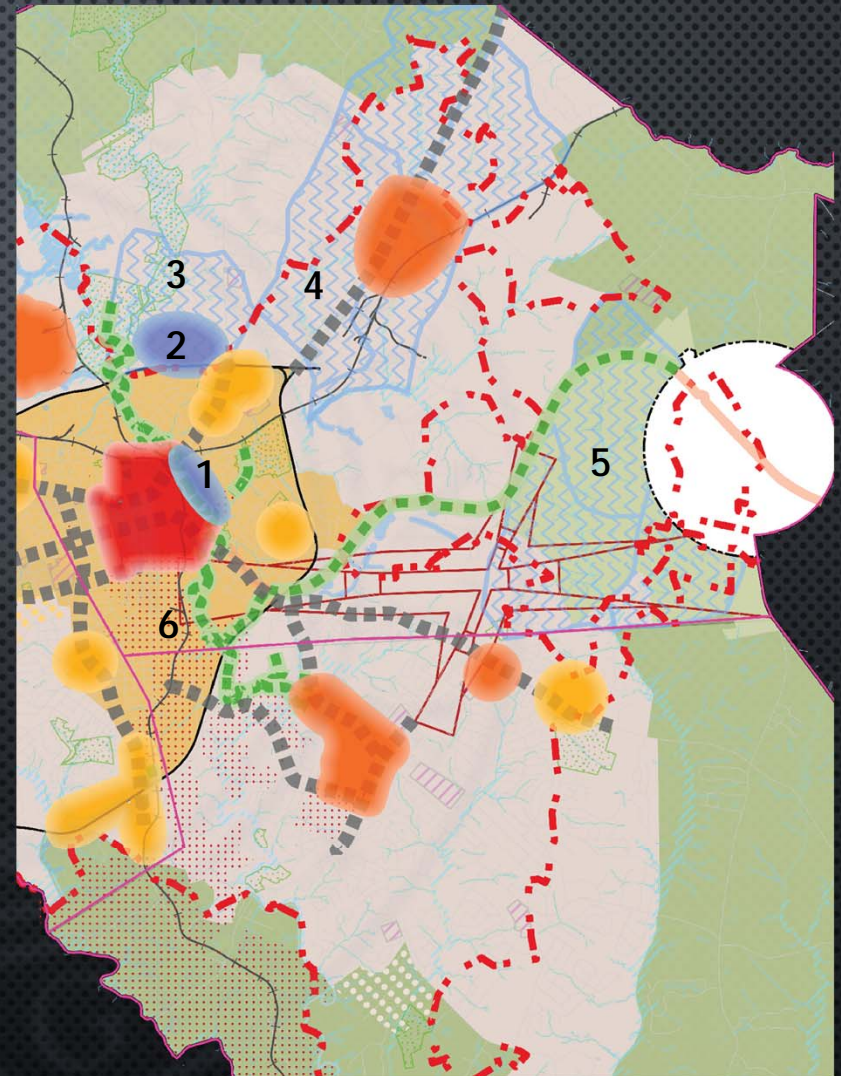
1. DOWNTOWN RIVER DISTRICT
2. FORMER RESERVOIR (HWY 441 & 10 LOOP)

SEWER BASINS

3. LOWER SANDY CREEK
4. WEST FORK TRAIL CREEK
5. UPPER SHOAL CREEK

INSTITUTIONAL

6. UGA



FUTURE LAND USE MAP TIMELINE – NEXT STEPS



DISCUSSION



1. WHERE CAN DEVELOPMENT DENSITY REALISTICALLY BE INCREASED?
2. WHAT ARE THE TRADE-OFFS FOR MORE EFFICIENT LAND USE PATTERNS?
3. HOW CAN AFFORDABILITY AND QUALITY DESIGN BOTH BE ACHIEVED?

CORRIDORS

CORRIDORS (GROWTH)

- ATL HWY (TO HWY 78)
- BAXTER
- EPPS BRIDGE (TO MCNUTTS'S CREEK)
- LEXINGTON (LOOP 10 – LOY'S FARM RD)
- MILLEDGE (PRINCE - WILL HUNTER)
- PRINCE (DT – LOOP 10)
- US HWY 29 (LOOP 10 – COUNTY LINE)

CORRIDORS (ALTERNATIVE)

- FIREFLY
- E CAMPUS RAIL LINE

CORRIDORS (FORM AND GROWTH)

- ALPS (W BROAD – RIVERHILL)
- BARNETT SHOALS (LEXINGTON – GAINES SCHOOL)
- COLLEGE STN (E CAMPUS – BARNETT SHOALS)
- HAWTHORNE
- NORTH AVE (DT – LOOP 10)
- OAK/OCONEE (DT – LOOP 10)
- OGLETHORPE AVENUE
- PRINCE (LOOP 10 – LAVENDER)

CORRIDORS (FORM)

- JENNINGS MILL

NODES

URBAN CENTER

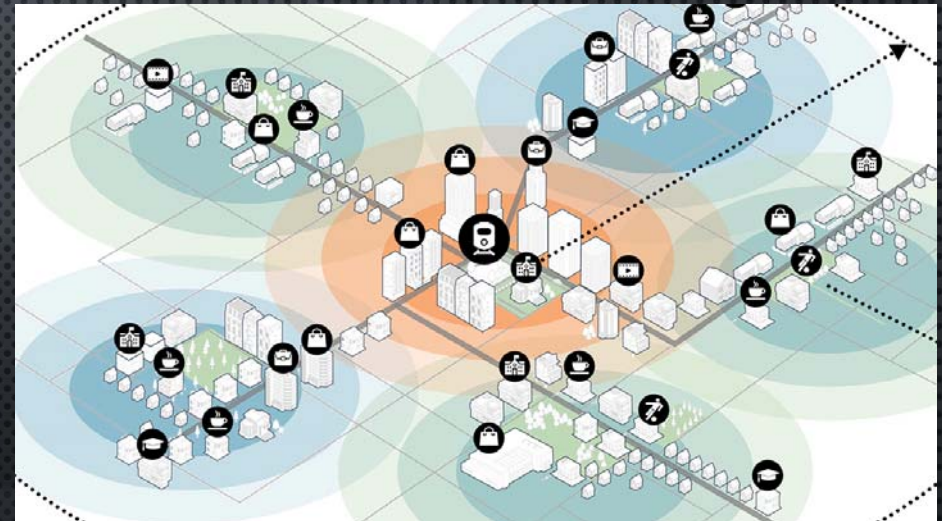
- DOWNTOWN
- THE MALL

TOWN CENTER

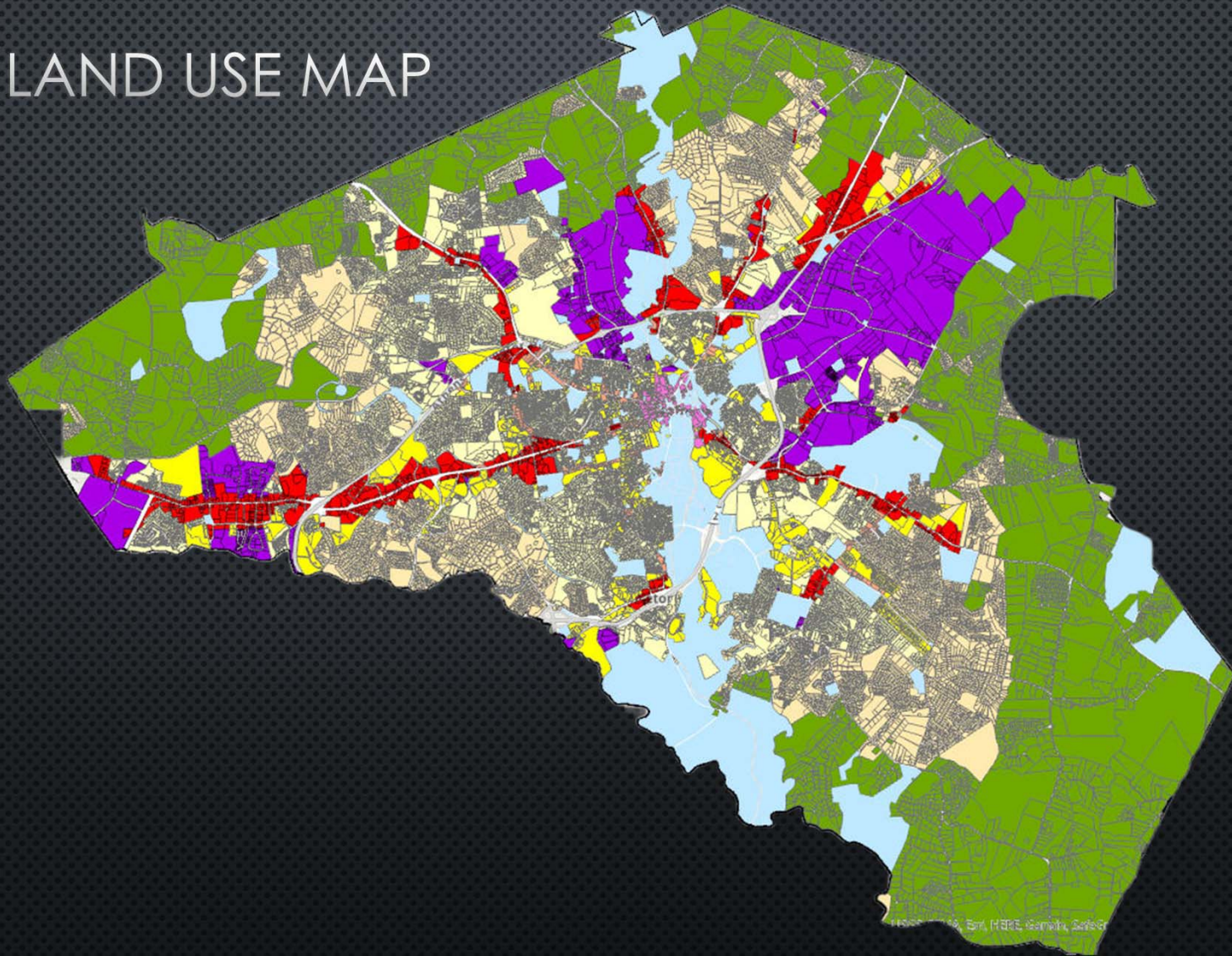
- ALPS/BEECHWOOD
- ATHENS WEST/PROMENADE
- EASTSIDE
- GENERAL TIME
- OAK GROVE
- PRINCE (NEAR THE LOOP)
- SPACE KROGER
- WILLOWOOD

NEIGHBORHOOD CENTER

- CLARKE CROSSING
- E ATHENS MARKETPLACE
- FIVE POINTS
- HOMEWOOD
- MACON HWY
- NORMALTOWN
- PIGGLY WIGGLY
- TIMOTHY/EPPS BRIDGE
- TRIANGLE PLAZA



FUTURE LAND USE MAP



2024 FUTURE LAND USE MAP – TODAY’S ISSUES & POSSIBLE POLICIES

Affordable Housing

- Increased by-right density (ADUs; duplexes, triplexes, & quad-plexes in RS zones)
- Reduction of parking
- Single-Family Inclusionary Zoning
- Multi-Family redevelopment incentives

Infrastructure Management

- Sanitary Sewer Pump Station policies
- Shared septic system policies
- Tree & Sidewalk “banking”
- Stormwater design (Low Impact Standards)
- Park Fee ordinance

Urban Design

- Taller Buildings & Architectural Requirements
- Removal of minimum parking requirements
- Conservation Districts & Corridor Master Plans
- Maximum commercial lot size requirements
- Horizontal Mixed Use