



DOUGLAS COUNTY

COMPREHENSIVE PLAN

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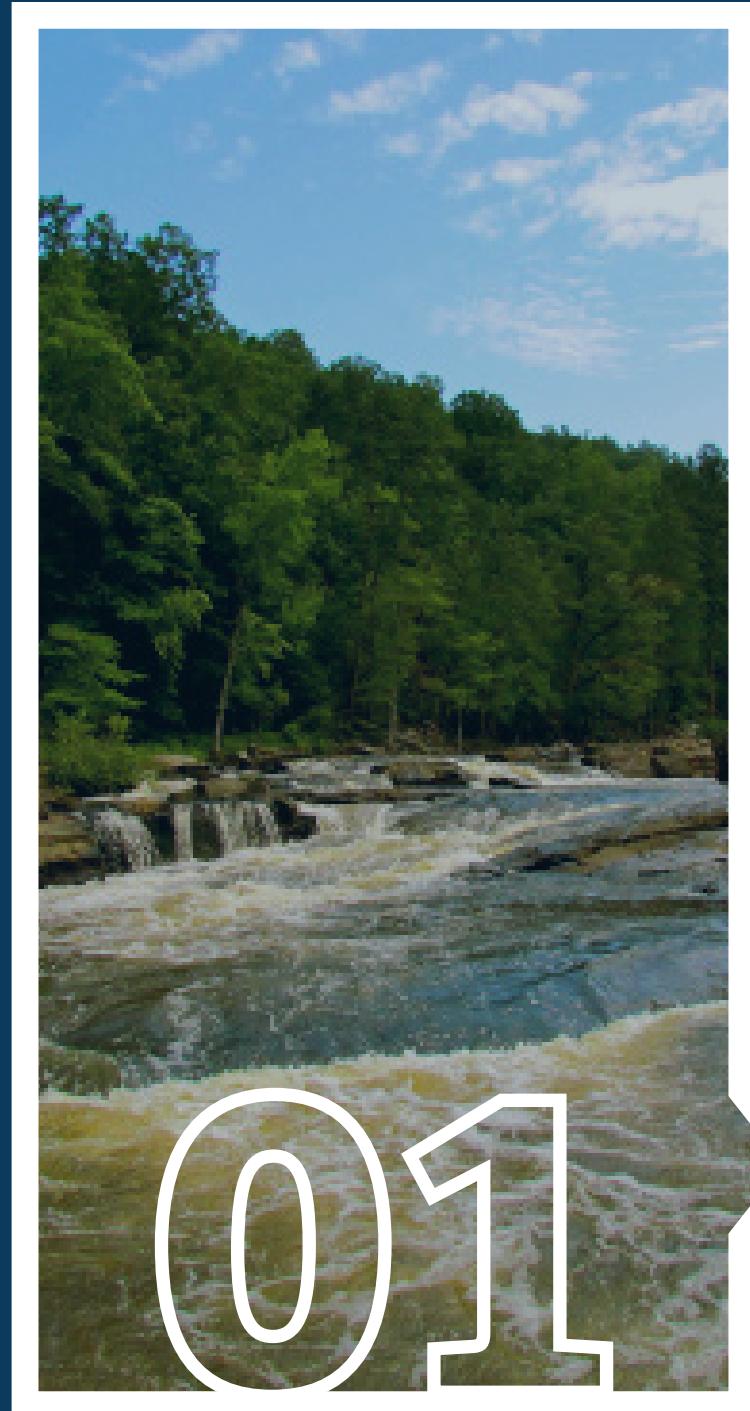
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CONTENTS

Introduction	02	Parks, Greenspace, and Trails	130
Existing Conditions.....	06	Housing	136
Past Plans.....	07		
Data and Demographics	19		
Community Vision & Goals	30	Report of Accomplishments & Community Work Program	140
Public Engagement Summary	31	Report of Accomplishments	141
Community Vision, Goals, Needs + Opportunities.....	36	Community Work Program	148
Land Use Vision	40		
Land Use Analysis	40		
Character Areas	45		
Future Land Use and Narrative	82		
Transportation Element	118		
Connection to the Comprehensive Transportation Plan	119		
Priority CTP Projects	119		
Economic Development Element	122		
Economic Development	123		
Broadband Element	128		

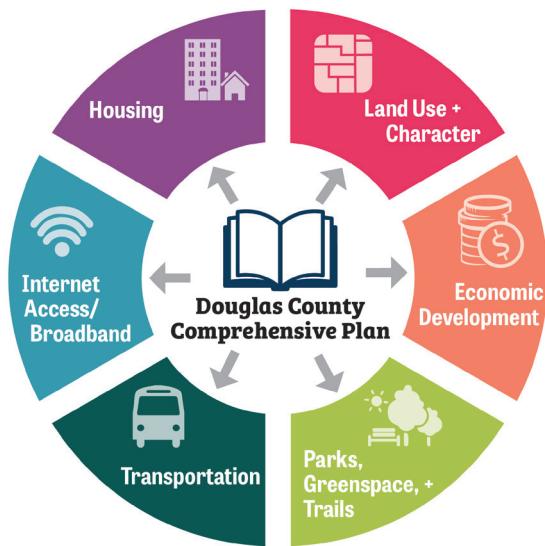
INTRODUCTION



INTRODUCTION

In the fall of 2022, Douglas County launched a complete rewrite of their comprehensive plan using a collaborative planning process to deliver a plan that is inclusive, community-driven, and grounded in reality and implementation. In tandem with the countywide Comprehensive Plan update, the Project Team also embarked on two Small Area Plans for the areas of Winston and Lithia Springs, shown in the study area map on page 4.

This plan focuses on the following key areas to make it more useful for the community while exceeding the Georgia Department of Community Affairs (DCA) Comprehensive Plan requirements: land use and character, economic development, parks, greenspace and trails, transportation, broadband access, and housing.



Land Use and Character

For land use, new character areas act at a high-level and work in tandem with the parcel-level future land use designations to promote future development in line with community desires and anticipated growth.

Economic Development

As Douglas runs out of greenfield development opportunities, economic development becomes more challenging and competes for space, and this plan addresses some of these issues.

Parks, Greenspace and Trails

Parks, Greenspace, and Trails are remarkably important to the Douglas community, and this plan defines a framework from which the County can begin planning in earnest for these critical amenities.

Transportation

A section on transportation aligns with land use changes and recently completed Comprehensive Transportation Plan (CTP) to promote efficiency.

Broadband

The broadband chapter meets DCA requirements and explores this critical resource for job growth and workforce development.

Housing

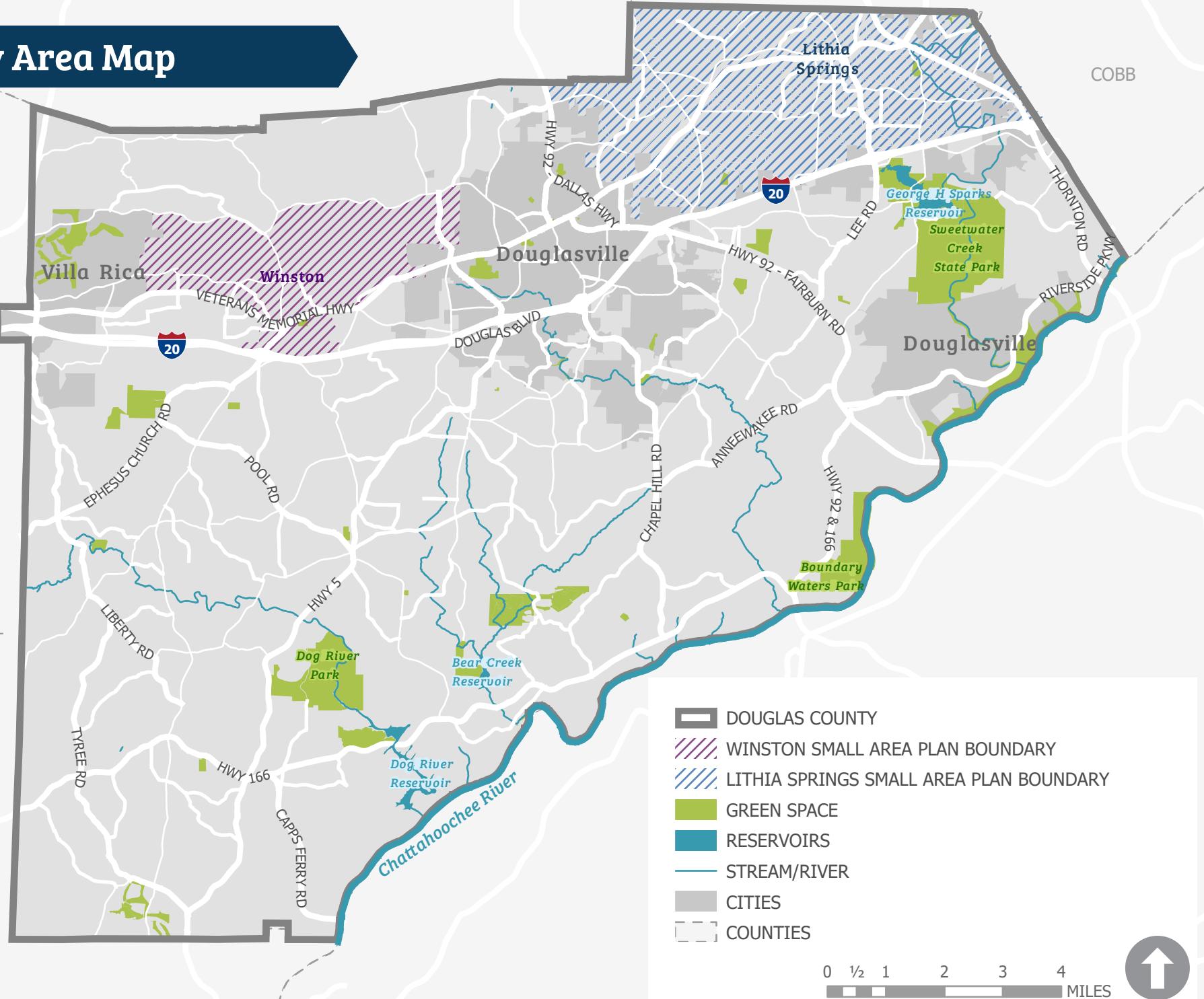
Finally, this plan tackles growing housing issues in the County, incorporating a recently completed inventory of existing conditions.

Rooted in community engagement, this set of elements works together to guide future development and investment in unincorporated Douglas County.

In addition to these distinct but related chapters, community input at all stages of the process informed the framework for this Comprehensive Plan. At the outset, a community vision statement served as the foundation of the plan. From there, community goals, needs, and opportunities were further detailed and refined. These elements then informed the recommended policies and 5-year community work program for a unified, collaborative approach that starts broad and ultimately digs into the details.



Study Area Map

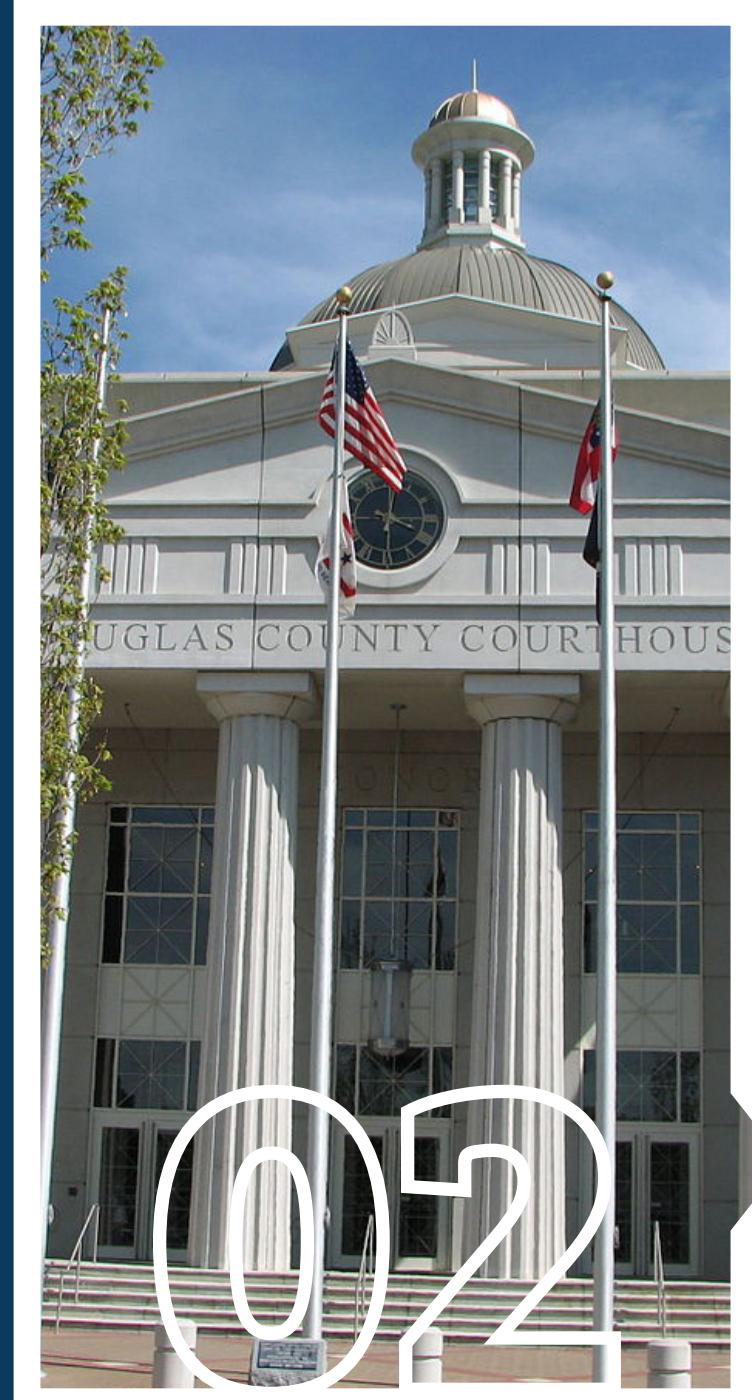
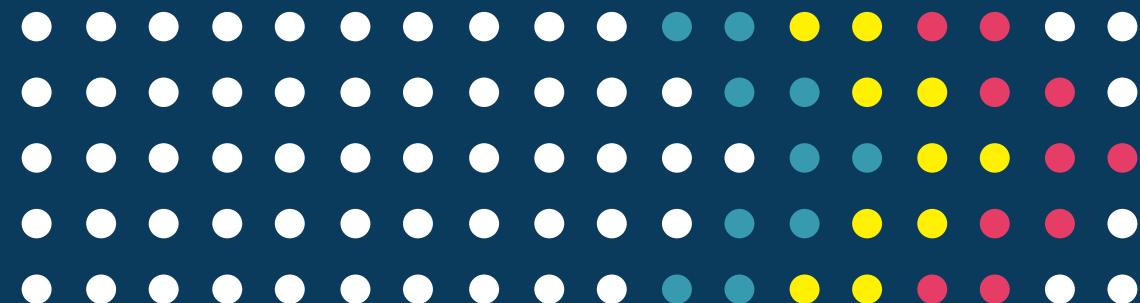


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EXISTING CONDITIONS

Past Plans

Data and Demographics



PAST PLANS

The Comprehensive Plan Update is not starting from scratch—instead, it builds on the County's investment into previous planning efforts over many years.

Namely, the County's Strategic Plan serves as the underlying framework for the Update. Completed in 2021, the Strategic Plan tapped into the community's feedback to identify six priority goals and accompanying objectives for Douglas County.

Douglas Forward 2025

Goal 1 Public Safety:

Douglas County is a place where citizens feel safe at home, work and in the community.

Objectives:

- Provide Timely and Quality Services
- Improve Community Resilience Through Better Prevention, Preparedness and Recovery
- Strengthen Resiliency of Critical Infrastructure

Goal 2 Infrastructure:

Douglas County is a place where citizens can move efficiently, affordably and safely via our well-designed and maintained network of roads, sidewalks, trails, and transit options.

Objectives:

- Improve and Modernize Transportation Infrastructure
- Promote a Clean, Beautiful, and Sustainable Community

Goal 3 Economic Development:

Douglas County is a place where citizens, business and places are thriving economically.

Objectives:

- Improve Access to Employment Supports
- Attract and Support Businesses
- Leverage Partnerships, Collaboration and Competition
- Build a Strong Workforce and Support Skills Attainment for Residents

Goal 4 Public Health:

Douglas County is a place where citizens can attain their highest level of health and well-being within a healthy sustainable environment.

Objectives:

- Support healthy communities
- Expand Access to Health Services and Information

DOUGLAS FORWARD



Planning Our Commun

PAST PLANS

Goal 5 Recreational Facilities + Programs:

Douglas County is a place where citizens can participate in quality arts, sports, recreation, and cultural enriching activities.

Objectives

- Improve Availability and Access to Cultural and Recreational Services
- Heighten Awareness, Appreciation and Promotion of Diverse Cultures

Goal 6 Transform Douglas County:

Douglas County is a place where citizens trust that their government responsibly manages resources, provides exceptional services, and equitably represents them.

Objectives:

- Ensure Inclusive Community Engagement, Representation and Governance
- Attract, Develop and Retain a Great Workforce
- Develop a Strong Workplace Culture

- Continuously Improve Process Effectiveness
- Be Responsible Stewards of County Resources
- Leverage Technology to Modernize and Ensure Full Utilization of County Facilities

With these six priority goals in mind, the planning team reviewed the major planning efforts from the past decade affecting unincorporated Douglas County. The following is a brief overview of each plan, and the goals, policies, needs and opportunities in each that speak to the Strategic Plan's six priority goals. In the interest of brevity, content from each plan is consolidated into a more condensed form.



PAST PLANS

2018 Comprehensive Plan Update

Douglas County's last Comprehensive Plan was updated in 2018 with assistance from the Atlanta Regional Commission (ARC). It met State standards for comprehensive planning and had a notable focus on urban design guidance.

Table 1: 2018 Douglas County Comp Plan Review

	Needs + Opportunities	Goals + Policies
Public Safety	<ul style="list-style-type: none">• None	<ul style="list-style-type: none">• None• Align land use with infrastructure investments• Enhance safety and mobility• Provide safe, accessible, and efficient transportation facilities• Prioritize and balance transportation projects with political and public support• Preserve the environment• Support alternative modes• Locate transportation facilities near economic development activities• Intentionally plan and invest in infrastructure that supports target cluster needs
Infrastructure	<ul style="list-style-type: none">• Preserve rural areas while allowing for growth	<ul style="list-style-type: none">• Encourage clean, high tech industrial development• Cultivate workforce talent with aligned educational programs and engaged employers• Build business success with robust recruitment, business retention and expansion and entrepreneurial programs• Intentionally plan and invest in infrastructure that supports target cluster needs• Engage local businesses in workforce development and education initiatives.• Continue to develop world-class PK-12 and higher education programs• Raise awareness of local job opportunities.• Recruit target clusters to locate in Douglas County• Encourage retail, restaurant and entertainment development throughout Douglas County
Economic Development	<ul style="list-style-type: none">• The County's location in the region is a major asset• There is a balance of metropolitan amenities with small town character• Need to encourage job growth and developed a skilled workforce• Need to target specific industry sectors employers, and targeting industry sectors• Need more varied housing choices• Need to improve the quality of commercial corridors and village centers	<ul style="list-style-type: none">• Promote development that is pedestrian-oriented, community centered and minimizes vehicular trips.• Sustain water quality
Public Health	<ul style="list-style-type: none">• The County has put in place appropriate growth mechanisms to ensure water quantity and quality	<ul style="list-style-type: none">• Incorporate connectivity to greenways• Identify priority environmental resources
Recreational Facilities + Programs	<ul style="list-style-type: none">• Expand cultural/recreation assets	

PAST PLANS

Table 1: 2018 Douglas County Comp Plan Review

	Needs + Opportunities	Goals + Policies
Transform Douglas County	<ul style="list-style-type: none">Provide Senior Services	<ul style="list-style-type: none">Align land use and development decisions with long range planning goalsEncourage public involvement and offer multiple opportunities for participationProvide the community with updated informationCelebrate the County's unique assetsInvest with intentionProtect, preserve, or create neighborhood communities and architectural characterPromote community awareness of the physical environmentEncourage flexible and individual creativity rather than anonymous uniformityPreserve and protect neighborhood integrityImplement density appropriate facilitiesFocus new developments in economically depressed areas

PAST PLANS

2022 Comprehensive Transportation Plan

Douglas County completed its Comprehensive Transportation Plan earlier in 2022. This plan was a deep dive into an array of transportation needs within Douglas County, including its cities. It provides a series of short-, medium-, and long-term projects that were scored according to a series of criteria that balanced goals for mobility and quality of life.

Table 2: Comprehensive Transportation Plan Review

	Needs + Opportunities	Goals + Policies
Public Safety	<ul style="list-style-type: none">• None	<ul style="list-style-type: none">• None
Infrastructure	<ul style="list-style-type: none">• Need to address poor conditions and congestion on key roadway corridors• Need to address congested intersections across the County, including improved signalization• Need to prioritize bridges with deferred maintenance issues• Opportunities to improve key corridors like SR 5 (Bill Arp Road), the Lee Road Extension, Chapel Hill Road, and Capps Ferry Road• Prioritize pedestrian improvements on arterials and collector roads• Opportunity to ensure freight mobility continues• Improve and increase transit service• Ensure all Douglas residents have access to transit	<p>Enhance mobility for all travelers:</p> <ul style="list-style-type: none">• Improve the condition of existing infrastructure• Expand trip choices• Incorporate multimodal facilities into transportation planning• Invest in bicycle and pedestrian facilities• Support connectivity to the regional transit system• Ensure access and mobility for freight <p>Improve safety of transportation facilities:</p> <ul style="list-style-type: none">• Address known roadway safety issues• Prioritize the safety of pedestrians and bicyclists• Limit potential conflicts between freight and other modes <p>Coordinate transportation investments with land use</p> <ul style="list-style-type: none">• Invest in improved mobility in areas of growth and higher density• Protect community identity with appropriately scaled infrastructure• Maintain consistency with land use plans <p>Leverage transportation to enhance community quality</p> <ul style="list-style-type: none">• Respect natural and historic resources
Economic Development		<ul style="list-style-type: none">• Use transportation investments to encourage development in economically depressed areas
Public Health	<ul style="list-style-type: none">• None	<ul style="list-style-type: none">• None
Recreational Facilities + Programs	<ul style="list-style-type: none">• None	<ul style="list-style-type: none">• Incorporate connectivity to greenways
Transform Douglas County	<ul style="list-style-type: none">• None	<ul style="list-style-type: none">• Actively engage the community in transportation decisions

PAST PLANS

2017 Douglas County Housing Market Study and Multi-Family Fiscal Impact Analysis

Conducted primarily in 2016, this market study analyzed housing demand and supply; created a 10-year housing demand projection; assessed the ratio of single-family to multi-family units; and examined fiscal impacts of multi-family housing in the County. Though the market has changed significantly in the past 7 years and the numbers in this report are unlikely to represent the state of the current market, the high-level findings, goals, and policies remain relevant.

Table 3: Douglas County Housing Market Study and Multi-Family Fiscal Impact Analysis Review

	Needs + Opportunities	Goals + Policies
Public Safety	• None	• None
Infrastructure	• None	• Reduce conflicts between trucks and cars
Economic Development	<ul style="list-style-type: none">Douglas County is one of the few places in the region set to add more jobs than householdsVery few people live and work in Douglas – primarily a commuter county right nowNeed more multi-family housingNeed to transition single-family homes/townhouses back to owner occupancy	<p>The County should support multi-family communities which:</p> <ul style="list-style-type: none">Are in walkable locationsServe a broad spectrum of renter typesAre close to jobsAim for a minimum density of at least 10 units/acre with better quality construction and a mix of housing unit types
Public Health	• None	• None
Recreational Facilities + Programs	• None	• None
Transform Douglas County	• None	• None

PAST PLANS

2017 Douglas County Community and Economic Development Strategic Plan

In 2017, the County invested in planning effort to establish a more focused vision for economic development. The effort included three different plans: a Competitive Assessment Report, a Brand Research Report, and the Community and Economic Development Strategic Plan. This phased approach helped to identify three target clusters: advanced manufacturing, professional technology services, and media and entertainment. Implementation of the plan featured communications prominently, particularly around telling the story of Douglas County.

Table 4: Douglas County Community and Economic Development Strategic Plan Review

	Needs + Opportunities	Goals + Policies
Public Safety	• None	• None
Infrastructure	• None	<ul style="list-style-type: none">• Intentionally plan and invest in infrastructure that supports target cluster needs• Expand the Douglas Connect intra-county transit program• Develop the infrastructure and incentives needed to support target clusters
Economic Development	• None	<ul style="list-style-type: none">• Attract and cultivate talent• Actively support our businesses• Share Douglas County's story with the rest of the world• Develop and grow the workforce• Continue to develop world-class PK-12 and higher education programs• Recruit target clusters to locate in Douglas County• Coordinate and collaborate with partners in industry, education, government, and non-profits• Pool resources to invest in transformational real estate projects• Increase the diversity of housing options in Douglas County: promote high-end multi-family housing; executive housing
Public Health	• None	• None
Recreational Facilities + Programs	• None	<ul style="list-style-type: none">• Support quality of life amenities• Connect businesses with the natural environment• Invest in outdoor recreation assets: support new development along the Chattahoochee Riverfront
Transform Douglas County	• None	<ul style="list-style-type: none">• Invest with intention• Prioritize improvements to corridors that form gateways into Downtown Douglasville• Build community pride

PAST PLANS

Highway 92 Corridor LCI

Developed near the start of the Great Recession, the Highway 92 study focused on how to attract more retail uses to Highway 92. The study recommended a series of walkable, mixed-use commercial nodes located at the roadway's intersections with Lee Road, Bomar Road/Mack Road, and Hillcrest Drive/Midway Road. To improve mobility, the plan focused on expanding the local roadway network, rather than widening existing roadways. The market analysis suggested that the Lee Road node had the most potential for development at the time and was prioritized for early implementation.

Table 5: Highway 92 Corridor LCI Plan Review

	Needs + Opportunities	Goals + Policies
Public Safety	• None	• None
Infrastructure	• None	• Provide access to a range of travel modes including transit, roadways, walking, and biking to enable access to all uses
Economic Development	• None	• Encourage a diversity of choices for housing, employment, shopping and recreation at the activity center and town center level; housing should be given strong focus to create mixed income neighborhoods and support the concept of “aging in place”
Public Health	• None	• None
Recreational Facilities + Programs	• None	• None
Transform Douglas County	• None	• Develop an outreach process that promotes the involvement of all stakeholders (including those not often involved in such planning efforts).

PAST PLANS

Lee Road Small Area and Corridor Plan

Partly borne out of the Highway 92 LCI supplemental study, the Lee Road Small Area and Corridor Plan created a vision for future land use, development, and infrastructure around the future Lee Road extension. Ultimately, it considered not just plans for the extension, but the potential land development implications of this new east-west connection in the county.

Table 6: Lee Road Small Area and Corridor Plan Review

	Needs + Opportunities	Goals + Policies
Public Safety	<ul style="list-style-type: none">• None	<ul style="list-style-type: none">• None
Infrastructure	<ul style="list-style-type: none">• Need to implement transportation improvements• Improve access to Interstate 20• Address lack of connectivity• Reduce the many curb cuts	<ul style="list-style-type: none">• Preserve natural resources and promote sustainability• Prioritize improved access and non-motorized transportation
Economic Development	<ul style="list-style-type: none">• Area has an abundance of undeveloped land• Quality schools• Good comparative proximity to downtown Atlanta and other regional amenities• Long travel distance to day-to-day quality goods and services• Strong retail competition nearby –Arbor Place Mall• Low quantity of local, quality retail amenities• Underutilized parcels• Want restaurants and retail• Lack of variety in housing type and housing prices• Lack of availability of rental housing	<ul style="list-style-type: none">• Provide a range of housing options
Public Health	<ul style="list-style-type: none">• Proximity to medical services.• Lack of walkability	<ul style="list-style-type: none">• None
Recreational Facilities + Programs	<ul style="list-style-type: none">• Deer Lick Park and opportunities to connect to other state and regional greenspaces• Want a place for more family-friendly activities/events	<ul style="list-style-type: none">• None
Transform Douglas County	<ul style="list-style-type: none">• Responsive and capable County staff• Perceived (challenging) political environment• Sense of community	<ul style="list-style-type: none">• Reflect on prior planning efforts• Engage the public• Anticipate and guide investments along corridor

PAST PLANS

2017 Sweetwater Master Plan

The County developed the Sweetwater Master Plan to guide development of this budding activity center, which was experiencing a substantial uptick in industrial development activity. A major goal was to balance this industrial and employment center growth with the existing residential uses, while building desired quality of life amenities. Ultimately the plan produced three concepts, each of which organized residential development into specific areas, two of which moved forward to a more detailed development framework. The four priority action steps for implementation were to establish a technology district toolkit; amend zoning in the area; adopt guiding land use policies; and promote economic impacts.

2021 Chattahoochee Riverlands

Though not a County project, Douglas County is a key partner of the Chattahoochee Riverlands initiative. Led by the Trust for Public Land, the Atlanta Regional Commission, and the City of Atlanta, the Chattahoochee Riverlands initiative identified a preferred alignment for a continuous, 100-mile greenway along the River. For the segment of the river that runs adjacent to Douglas County, the preferred alignment toggles between Douglas County and Fulton County.

Table 7: Sweetwater Master Plan Review

	Needs + Opportunities	Goals + Policies
Public Safety	• None	• None
Infrastructure	• None	• None
Economic Development	<ul style="list-style-type: none">• Undeveloped land• Address land use incompatibilities between industrial and residential• Need more and higher quality retail and restaurants	<ul style="list-style-type: none">• Attract more tech-type businesses• Properties should be encouraged to rezone to business-oriented uses.• Balance pressure for industrial growth with existing residential uses
Public Health	• None	• None
Recreational Facilities + Programs	<ul style="list-style-type: none">• Sweetwater Creek State Park is the most visited park in the system	<ul style="list-style-type: none">• Emphasize green space
Transform Douglas County	• None	• None

Table 8: Chattahoochee Riverlands Plan Review

	Needs + Opportunities	Goals + Policies
Public Safety	• None	• None
Infrastructure	• None	• None
Economic Development	• None	• None
Public Health	• None	• None
Recreational Facilities + Programs	<ul style="list-style-type: none">• Create an Ecological Refuge for the Region	<ul style="list-style-type: none">• A Safe, Connected Corridor
Transform Douglas County	• None	<ul style="list-style-type: none">• A Common Ground for All• A Living Legacy for Future Generations

PAST PLANS

2022 South Douglas Scenic Byway Corridor Management Plan

The County developed the South Douglas Scenic Byway Corridor Management Plan to not only achieve State designation of a Scenic Byway but also to guide future growth and development along Hwy 92 and 166 in southern Douglas County. The vision is to preserve the continuity of the traveler's experience along this corridor, now and in the future. To achieve this, the plan outlines land use policies and creative placemaking initiatives that protect and promote the intrinsic qualities of the area while respecting private property and development rights.

Table 9: South Douglas Scenic Byway Corridor Management Plan Review

	Needs + Opportunities	Goals + Policies
Public Safety	<ul style="list-style-type: none">• None	<ul style="list-style-type: none">• None
Infrastructure	<ul style="list-style-type: none">• Manage anticipated infrastructure improvements• Maintain the transportation function of the corridor• Ensure environmental protection	<ul style="list-style-type: none">• Density neutral development is encouraged along the corridor. Where appropriate, cluster development tools may support the preservation of sensitive environmental areas and important buffers and setbacks for the viewshed.
Economic Development	<ul style="list-style-type: none">• Balance preservation and growth• Protect property and development rights	<ul style="list-style-type: none">• Future residential development will be sensitive to the context of its character area and it will primarily follow traditional suburban neighborhood and rural residential development.• Future development with appropriate buffers and setbacks will preserve the viewshed along the corridor.• New agricultural uses are encouraged along the corridor.• Resort-style and recreational developments that support tourism and hospitality opportunities are encouraged in designated areas.
Public Health	<ul style="list-style-type: none">• None	<ul style="list-style-type: none">• Protection of water quality and quantity is a primary consideration in reviewing proposals for all new development
Recreational Facilities + Programs	<ul style="list-style-type: none">• Continue to research and highlight important historic, cultural and archaeological elements in each character area of the South Douglas Scenic Byway.	<ul style="list-style-type: none">• Research will continue on historic, archaeological and other resources that support the intrinsic qualities of corridor.
Transform Douglas County	<ul style="list-style-type: none">• Tell the story of the South Douglas Scenic Byway• Direct resources to the implementation of outcomes• Communicate with stakeholders and constituents	<ul style="list-style-type: none">• None

PAST PLANS

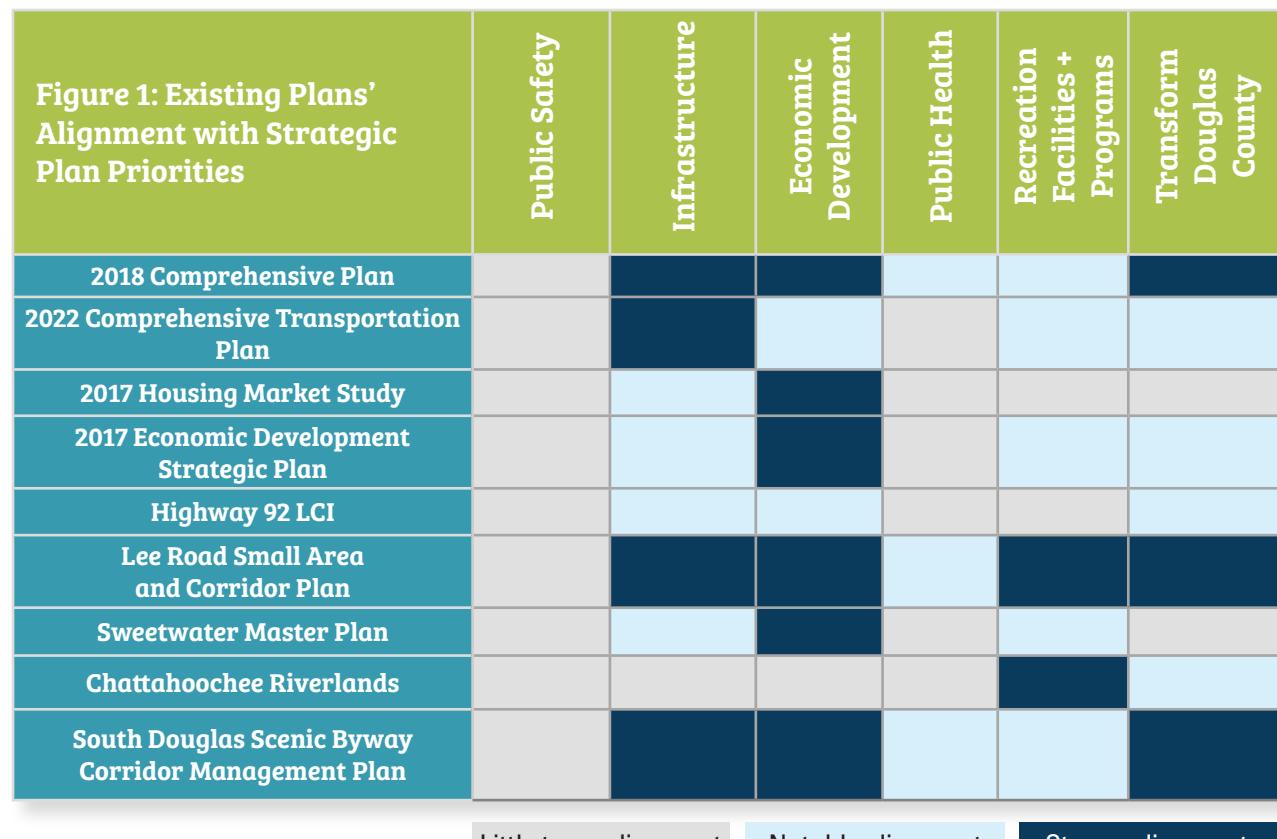
Planning Alignment

Figure 1 to the right graphically represents how strongly each of these existing and previous planning efforts support the Strategic Plan's six priority areas. The plans do an excellent job at identifying the needs, opportunities, and goals for infrastructure and economic development in Douglas County. This current planning process is an opportunity to re-enforce and support those efforts.

This Comprehensive Plan Update is also an opportunity to look more closely at the other goals of public health, public safety, recreation, and transforming Douglas County. These are areas that have not been studied in as much detail, at least in terms of how they influence physical development, such as:

- How do we translate this desire for improved public health and public safety into policies and actions?
- What are the key recreational opportunities? And how do they vary by location in the County?
- How can Douglas County best align its land use decisions in support of the six priority goals? What does this look like specifically in regard to housing?

These questions, answered with a combination of community input and technical analysis, form the foundation of this plan update.



DATA + DEMOGRAPHICS

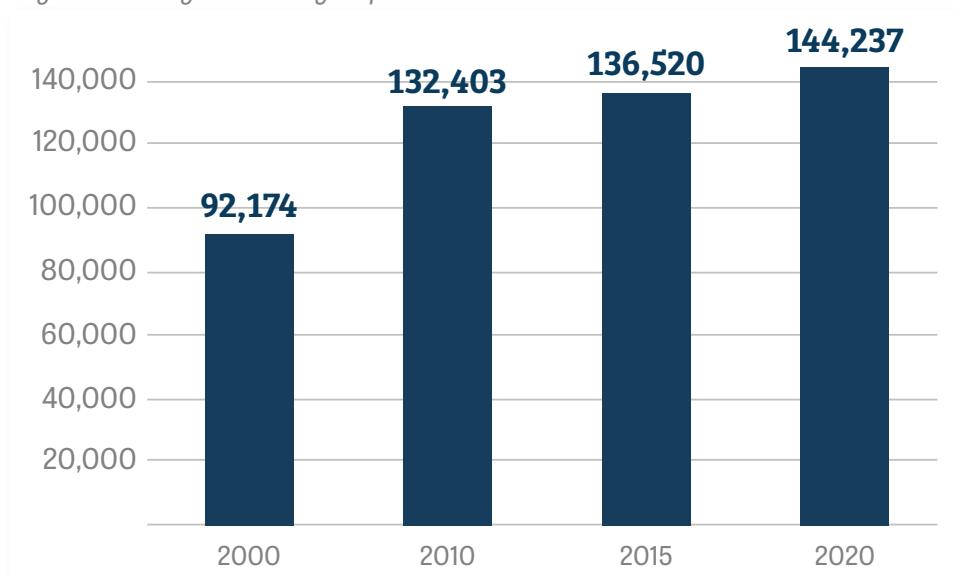
Demographics tell us the characteristics of a community. As they change over time, the community's needs shift. For example, as the population grows, so does the need for services. This section reviews the characteristics of Douglas County residents, employers, and housing for indications of where the County is going and how its needs are changing.

The right sidebar shows Douglas County's current demographics "at a glance," including an overview of population, race, households, employment, and education. These topics are explored in more detail below.

Population

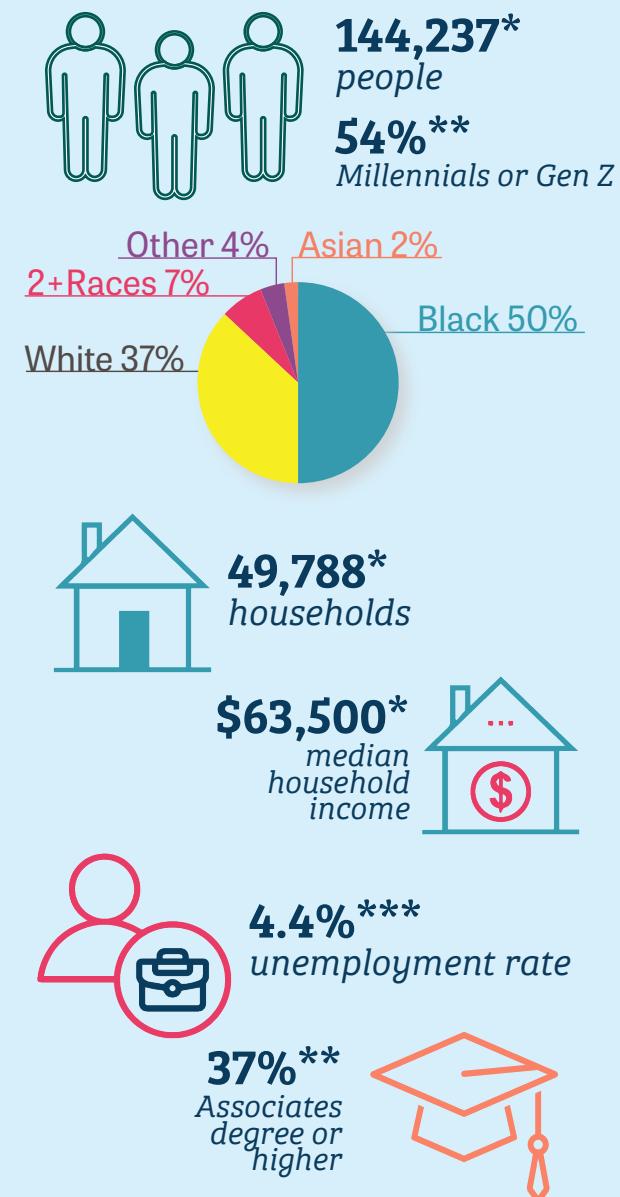
Figure 2 shows the change in the Douglas County population over the last twenty years (2000 to 2020). Douglas County has been experiencing modest population growth since 2000. The largest growth in population for occurred between 2000 and 2010. Since 2010, the average annual population growth has slowed to 0.86 percent in Douglas County.

Figure 2: Douglas County Population 2000 - 2020



Source: U.S. Census Bureau, 2020 Redistricting Data (Public Law 94-171)

Douglas County At A Glance



*US Census (2020)

**Elevate Douglas, Douglas County Economic Development Authority (2022)

***Georgia Department of Labor (2022)

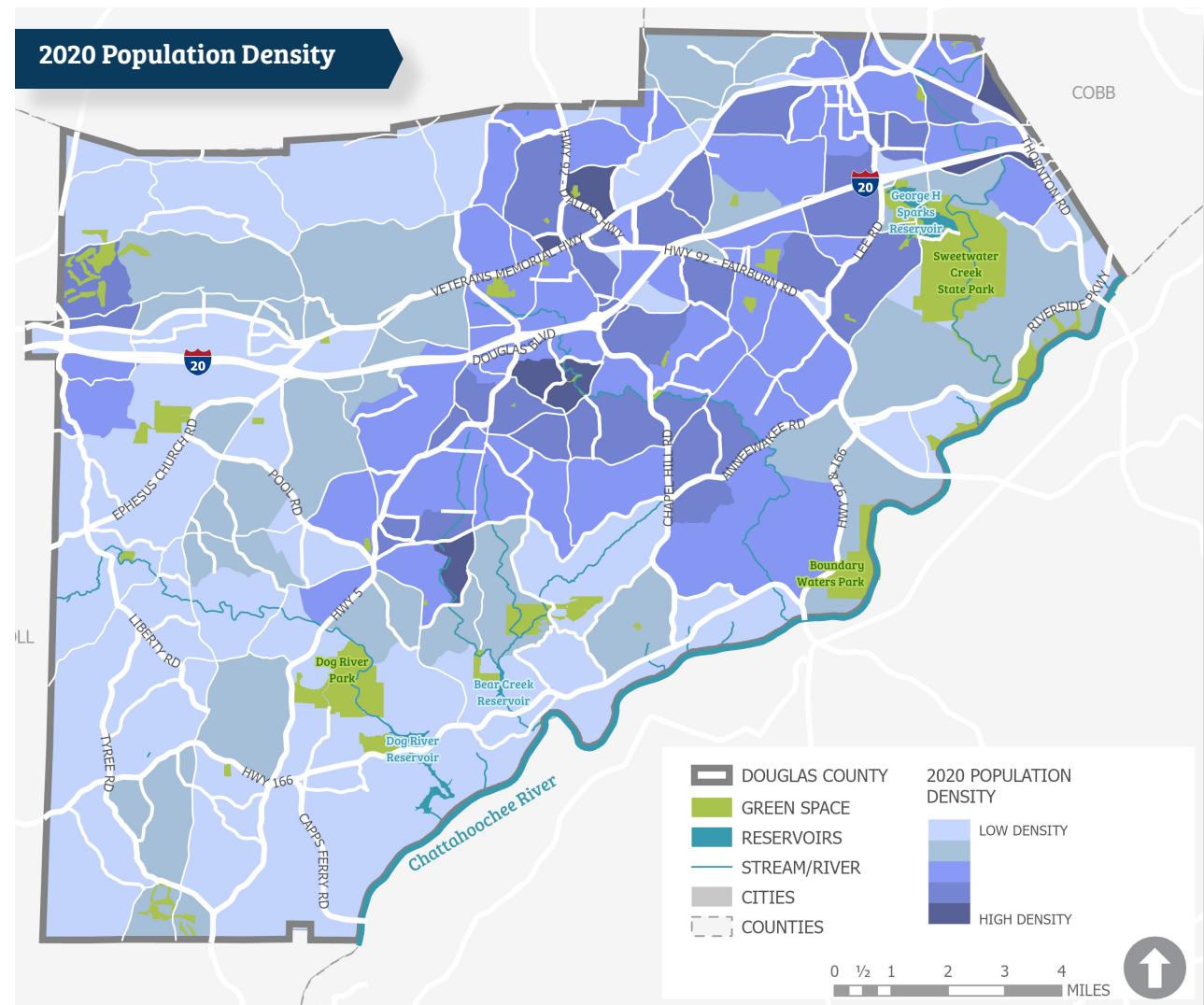
DATA + DEMOGRAPHICS

Population Density

The maps on pages 20-21 show the 2020 and 2050 population densities for Douglas County (respectively).

2020

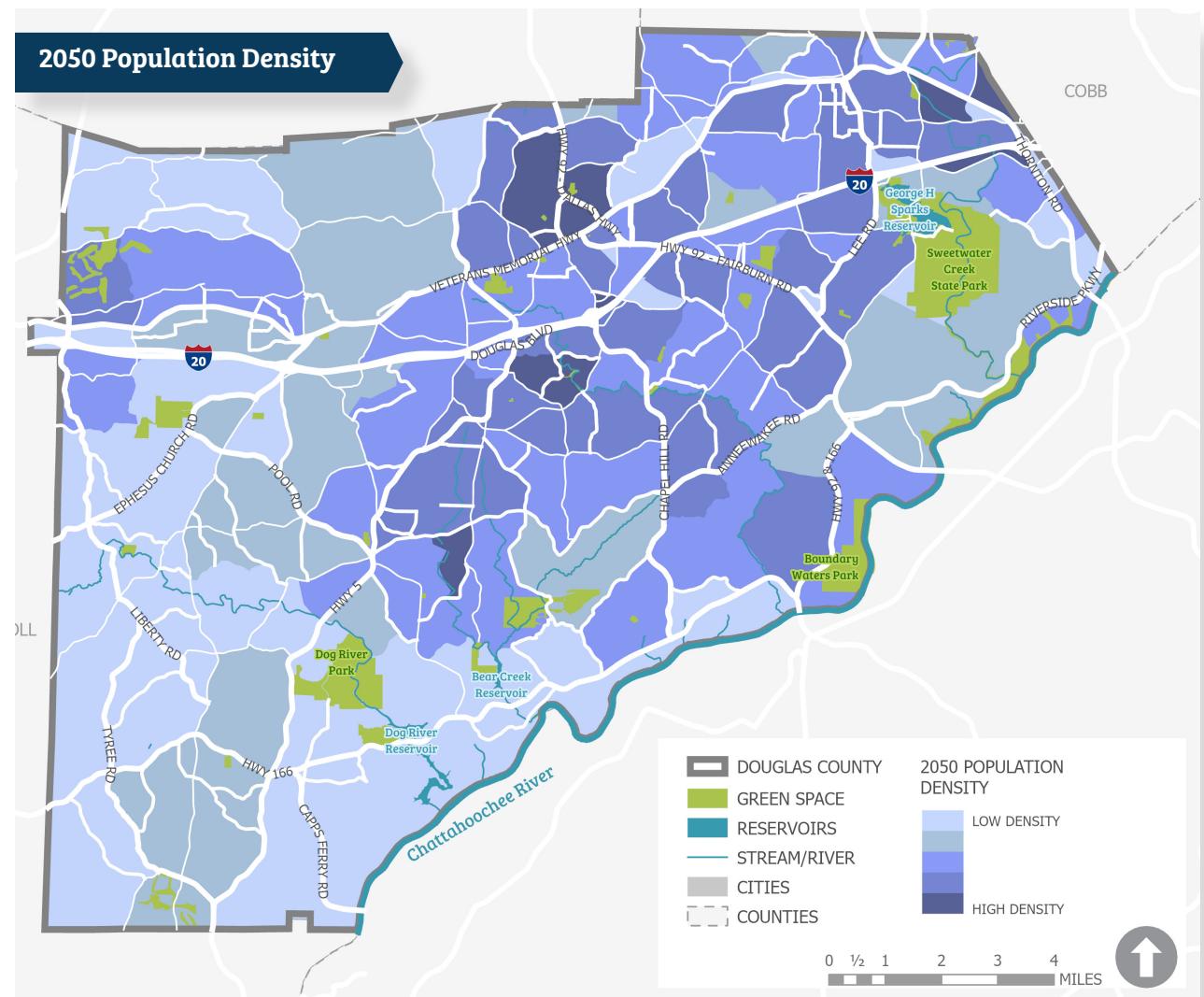
In 2020, The population is clustered in the eastern portion of the County, which is closest to Atlanta, and then clusters around I-20 in the north of the County approaching the west. Population is thinner south of I-20 in the western portions of the County.



DATA + DEMOGRAPHICS

2050

While the 2050 population density generally follows the same distribution pattern as 2020, there are several areas that are expected to see significant growth. These include in the cities of Douglasville, and Villa Rica, and in the central area of the County. Minimal population growth is seen in the southwestern part of the County.

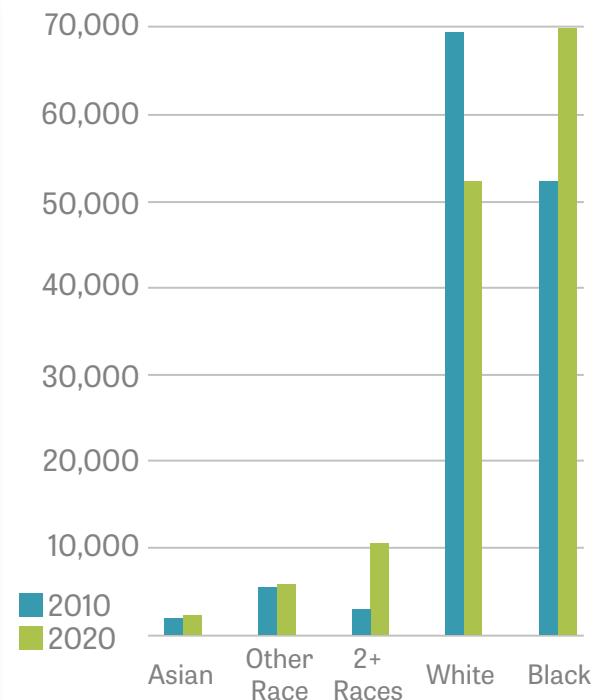


DATA + DEMOGRAPHICS

Race

Population growth in racial demographics in Douglas County (Figure 3) can be seen in the Black, Asian, Other Race and Two or More (2+) Race categories. The county's white population is the only category that has decreased since 2010. Given its increasing diversity, Douglas County will continue to foster inclusive planning. The County Strategic Plan lists inclusivity as a core value and sets an objective to "Heighten Awareness, Appreciations and Promotion of Diverse Cultures" in their recreational facilities and programming.

Figure 3: Douglas County Racial Demographics

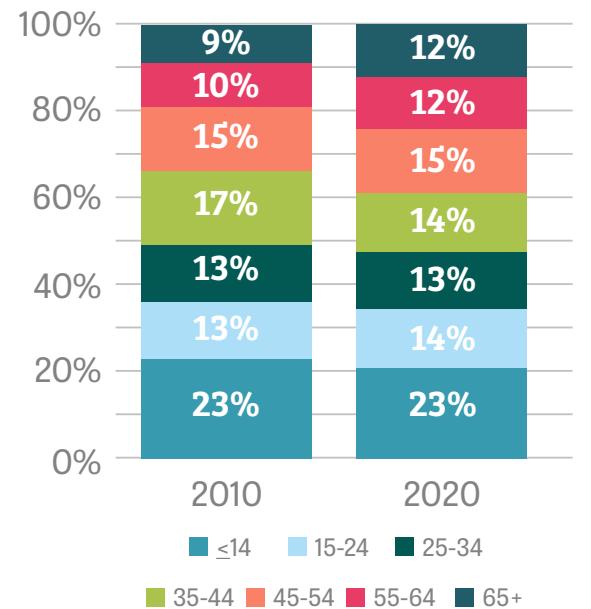


Source: U.S. Census Bureau, 2020 Redistricting Data (Public Law 94-171)

AGE

The population age change in Douglas County from 2010 to 2020 can be seen below in Figure 4. The overall county population is trending older in 2020. Specifically, 34 percent of the population was over the age of 45 in 2010 compared to 39 percent in 2020. The increasing proportion of senior population may be an indication of the need for increasing senior-related services provided by the County.

Figure 4: Douglas County Age Make-Up



Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

DATA + DEMOGRAPHICS

EMPLOYMENT

Employment characteristics influence the local quality of life, transportation needs, educational needs, and a spectrum of other concerns. This includes number and type of employers, where Douglas County employees live and commute to, and more.

Top Employers

Top employers in Douglas County are shown in Table 10. Top employment industries include governmental services and healthcare. These employers are clustered in the Douglasville and the Riverside Parkway Business Park areas.

Table 10: Top 10 Companies in Douglas County by Number of Employees

Rank	Company
1	Douglas County School System
2	Silver Line Windows and Doors (PlyGem)
3	WellStar Hospital – Douglas
4	McMaster Carr
5	Google
6	Medline Industries
7	Gordon Food Service
8	Douglas County Government (Including Sheriff's Office)
9	American Red Cross
10	ResMed

Source: Elevate Douglas

Figure 5 below shows the comparison of resident area characteristics (RAC) to workplace area characteristics (WAC) for Douglas County for 2019. RAC describes the industry that residents of the jurisdiction are currently employed in. WAC describes the jobs available, or the employment needs, in the county. RAC and WAC do not perfectly overlap because many residents commute outside the County for work in Atlanta area employment centers, and many jobs in the County are filled by non-residents.

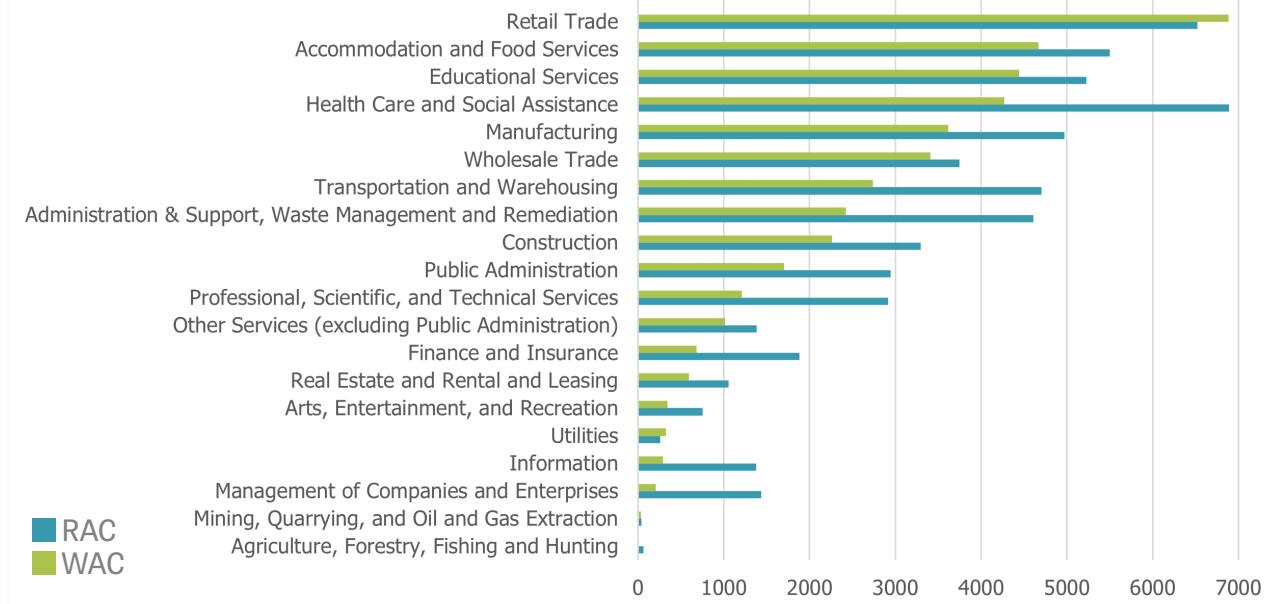
The industries with the highest RAC, that residents are currently employed in are:

1. Health Care and Social Assistance
2. Retail Trade
3. Accommodation and Food Service

The industries with the highest WAC, where the most jobs are currently available are:

1. Retail Trade
2. Accommodation and Food Services
3. Educational Services

Figure 5: Douglas County RAC and WAC



DATA + DEMOGRAPHICS

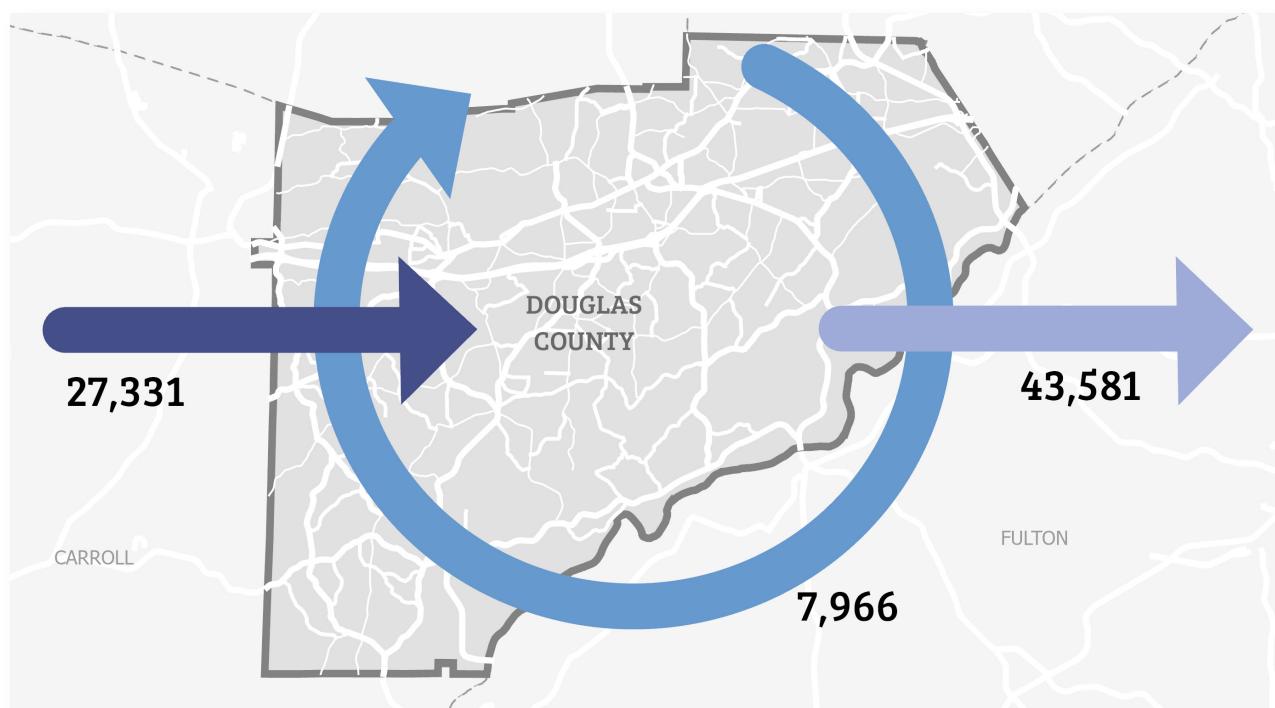
Retail Trade is the only industry in the County where the RAC exceeds the WAC, meaning there are more jobs open in the field than people currently employed in the field.

Comparatively, the employment statistics for the City of Douglasville show the same top three industries for RAC and WAC with the exception of the third highest WAC industry being Health Care and Social Assistance instead of Educational Services in the county. However, in contrast to Douglas County as whole which only had one industry with a higher WAC than RAC, the seven industries in Douglasville have more jobs available than people currently working in them.

Douglas County's targeted growth industries are advanced manufacturing, professional technology services, and media and entertainment. Manufacturing remains one of Douglas' key industries, but the data suggest there is more work to do in bringing in the other key industries that the County wants to see.

Figure 6 further illustrates the County's employment commuter pattern. More people (43,581) commute out of the County to work than commute into the County for work (27,331), and fewer still (7,966) both live and work in the County. The need for additional transportation infrastructure to support these commuting patterns may be offset by the attraction of additional industries to the County that suit residents' educational levels.

Figure 6: Douglas County Employment Commuter Patterns



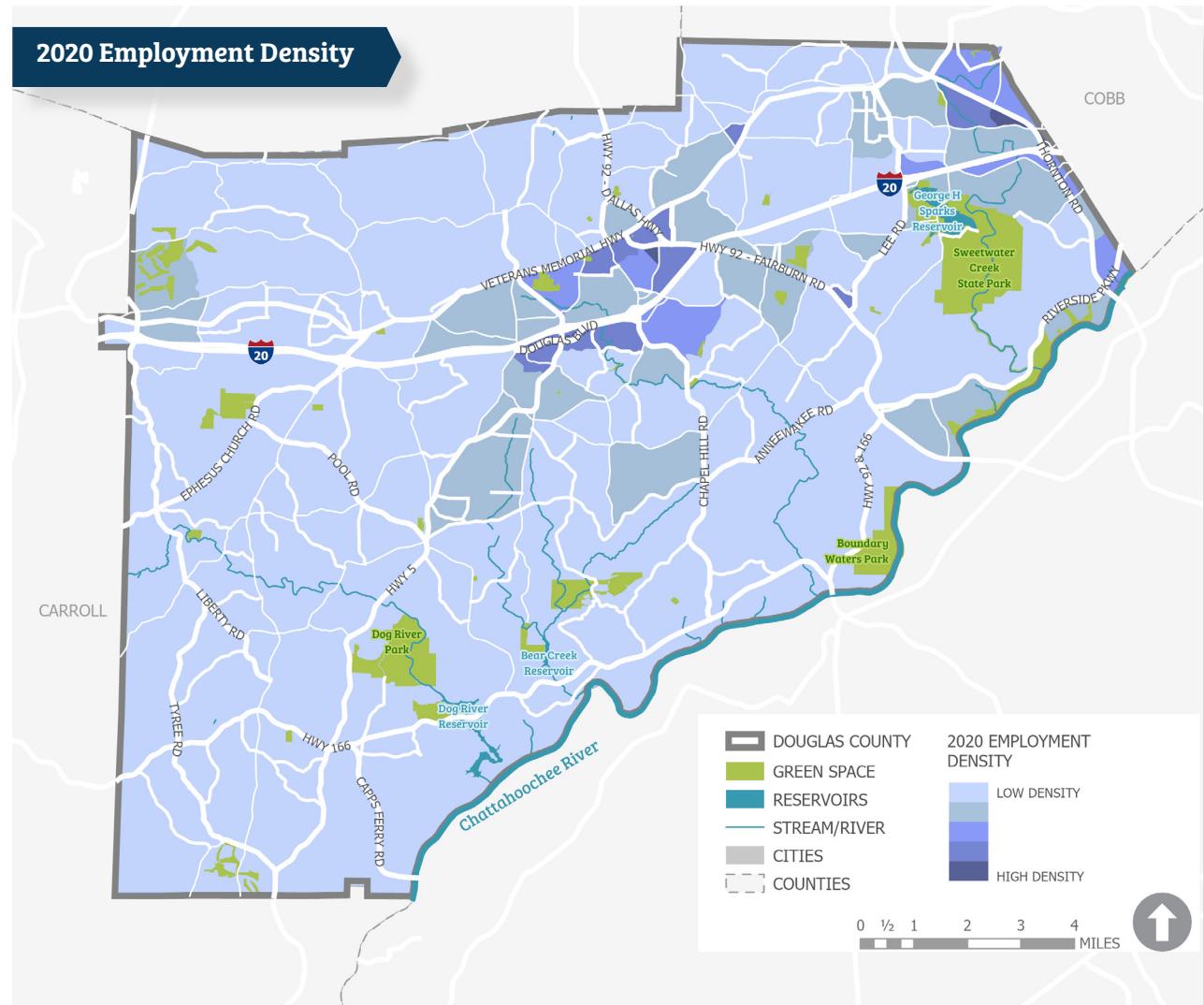
DATA + DEMOGRAPHICS

Employment Density

The maps on pages 25-26 show the current and projected employment density in Douglas County, illustrating where the most jobs in the County are located in the years 2020 and 2050.

2020

The highest areas of employment density currently occur in Douglasville and the northeastern portion of the County. Small pockets of jobs are also seen in Villa Rica, central Douglas County and in the eastern portion of the County along the Chattahoochee River.

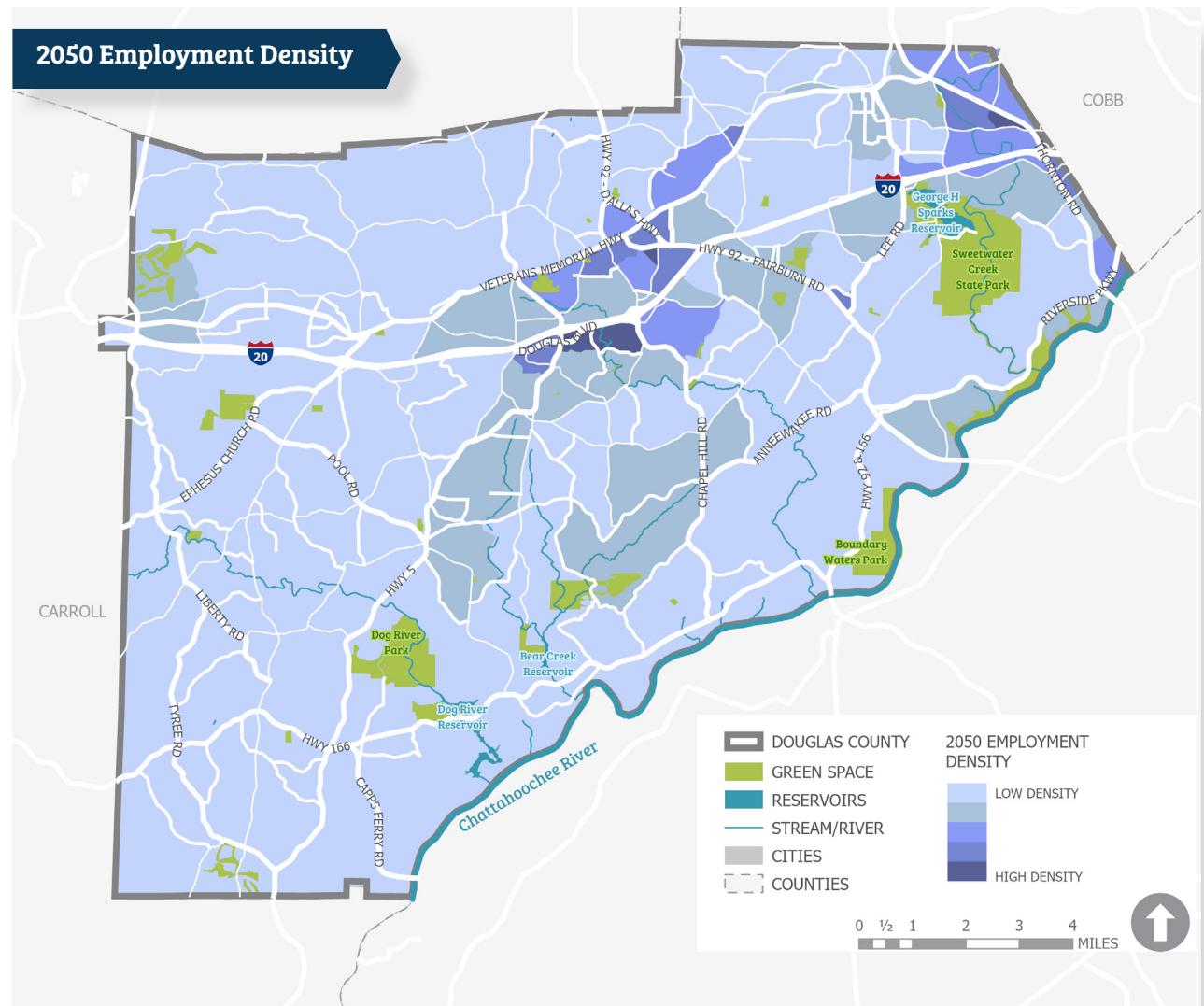


DATA + DEMOGRAPHICS

2050

By 2050, employment density is expected to increase the most south of Douglasville and in the northwest corner of the County. Some new low density employment regions are projected to emerge in the center of the County, where little to no employment was seen in 2020.

Employment growth in these areas may require additional infrastructure, such as sewer access, to meet demand.



DATA + DEMOGRAPHICS

Housing + Income

Income

From 2010 to 2015, incomes remained relatively constant at \$54,000 for the County. From 2015 to 2020, a large increase in median income was observed. For 2020, the median income in Douglas County was approximately \$67,500, reflecting a \$13,500 (25 percent) increase from 2015.

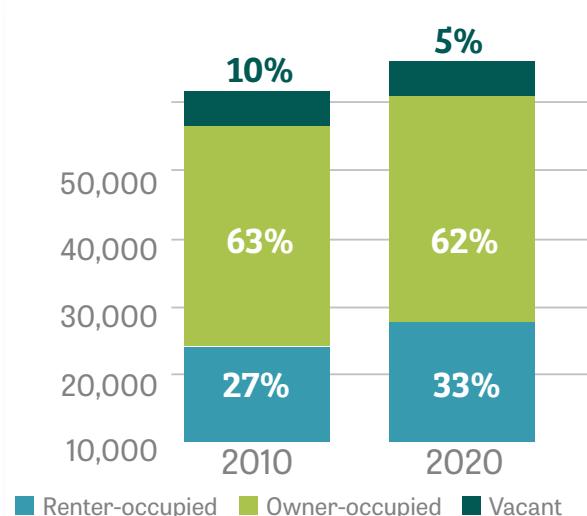
The County median income falls short of the median income in the Atlanta Metropolitan Statistical Area (MSA) which sits just above \$71,000 in 2020. This discrepancy may indicate that households working in the Atlanta area are finding reasonably priced dwellings in Douglas or could also indicate that there is an opportunity to support quality of life by attracting higher-wage jobs to the County.

HOUSING TRENDS

Figure 7 depicts the housing trends in Douglas County in 2010 and 2020. Overall, the amount of housing has grown in that time frame. Vacancy has halved since 2010, but the share of renters has increased. Stakeholder interviews conducted for the Comprehensive Plan indicate that there are concerns that the increase of renting amongst occupants of single-family homes may be affecting the ability of families to purchase homes. This also suggests there may be some demand for more rental/multi-family product, particularly in the fastest developing

portions of the County. The percentage of owner and renter occupied units has changed little in the last five years.

Figure 7: Douglas County Housing Trends



Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

HOUSING VALUES

Table 11 presents the median housing values in Douglas County for 2016 and 2020. The median monthly owner housing costs in both the County have seen small increases over the last five years. Monthly rent and median home value have experienced much larger increases, on par with regional and national trends. The Douglas County median monthly owner housing costs were higher than the average of \$1,242.00 for the Atlanta MSA in 2020. Given that housing costs are higher than average for the MSA, but that median income is lower than MSA average, there may be a need for more “missing middle” housing in Douglas.

Table 11: Douglas County Housing Values

	2016	2020	% Change
Median Monthly Owner Housing Costs	\$ 1,302	\$ 1,348	4%
Median Monthly Rent	\$ 949	\$ 1,143	20%
Median Home Value	\$ 121,300	\$ 177,000	46%

Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

DATA + DEMOGRAPHICS

Alignment with the Strategic Plan

In 2020, Douglas County put out Douglas Forward 2025, a five-year strategic plan that identified the County's priorities to support decision making in local government. The priorities set by the Strategic Plan guide and inform this Comprehensive Plan. Viewed through this lens, the existing conditions presented here indicate potential needs and opportunities for Douglas County, which are presented in Table 12.

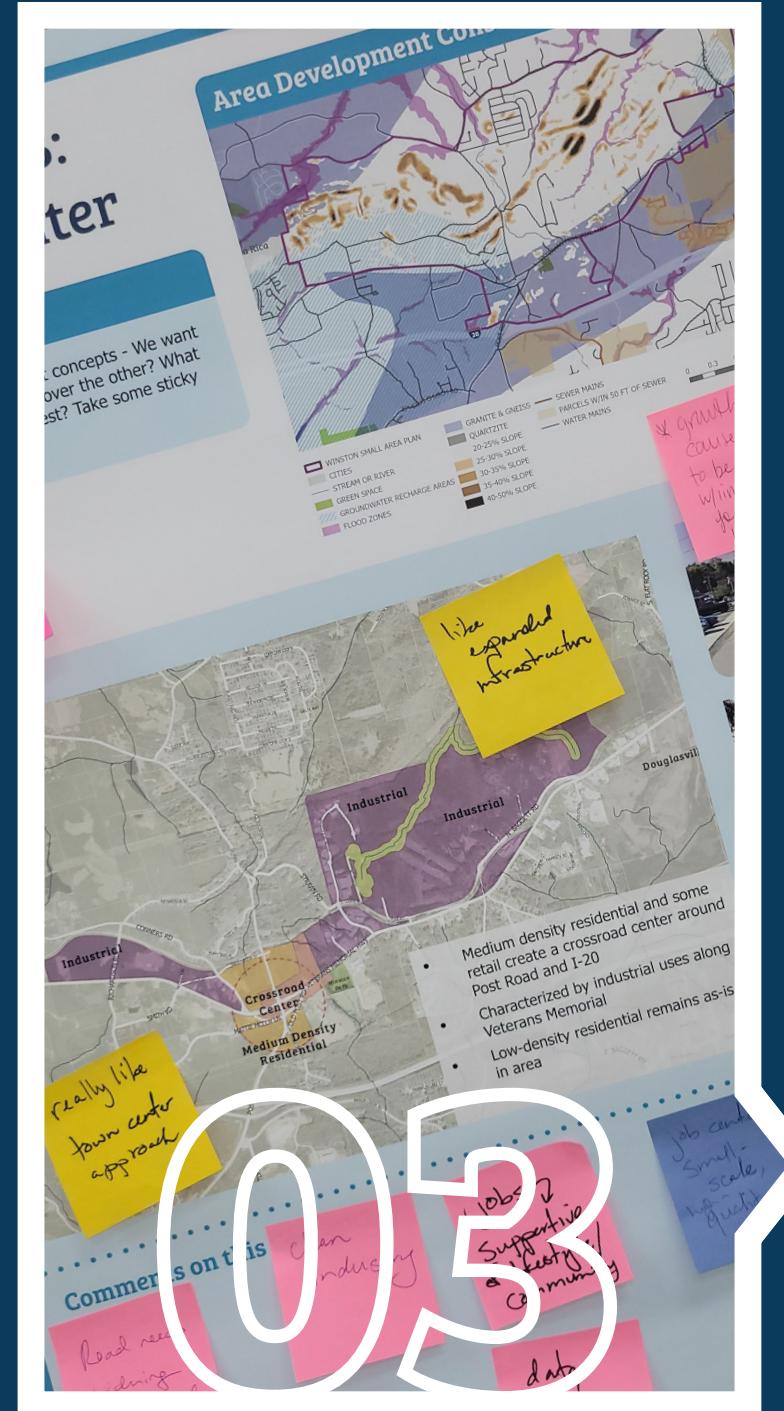
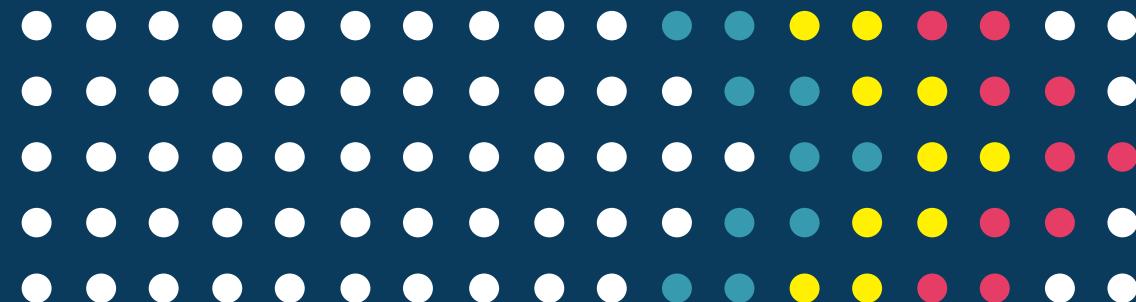
Table 12: Strategic Plan Priorities and Objectives in Relation to Demographic Existing Conditions

Priority	Demographic Findings
1. Public Safety	<ul style="list-style-type: none">• Growing population indicates a need for appropriate staff growth for fire and police services
2. Infrastructure	<ul style="list-style-type: none">• Continued growth unevenly spread across County may create need for transportation and sewer infrastructure to accommodate additional desired growth
3. Economic Development	<ul style="list-style-type: none">• The County's lower median income than the region indicates the need to attract higher-paying jobs in target industries• There may be a need to support multifamily and other housing options in an increasingly expensive housing market
4. Public Health	<ul style="list-style-type: none">• Aging population indicates long-range need for expanding senior services and programs. The large share of population under 14 signifies a need for child-related services and child-friendly public spaces.
5. Recreational Facilities and Programs	<ul style="list-style-type: none">• Opportunity for conservation of rural feel and open space remain in some pockets of the County
6. Transform Douglas County Government	<ul style="list-style-type: none">• Changes in racial demographics foster a need for continued equity in communications and services

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COMMUNITY VISION + GOALS

Public Engagement Summary
Community Vision + Goals
Needs + Opportunities



PUBLIC ENGAGEMENT SUMMARY

Public + Stakeholder Engagement Overview

From September 2022 to April 2023, extensive stakeholder and public involvement was conducted to support the development of the Comprehensive Plan Update. The outreach program consisted of a variety of techniques designed to educate the community on the planning process and the technical work completed, and solicit informed opinions on issues, needs, opportunities and desires for the County and its future growth, as well as draft recommendations.

This summary provides an overview of the techniques employed, the depth and breadth of the stakeholder and the public involvement, and the themes that emerged from the feedback received.

Figure 8: Comprehensive Plan Update Website



The screenshot shows the Douglas County Georgia website with a focus on the Comprehensive Plan Update. The header features the Douglas County Georgia logo. The main navigation menu includes 'Programs and Projects', 'Planning & Zoning Board', 'Unified Development Code', 'Plans and Studies', and 'GIS and Mapping'. The 'Comprehensive Plan Update' page is displayed, showing a search bar and a banner image of autumn leaves. The page text states: 'The Douglas County Comprehensive Plan is required by State law to be updated every five years. This plan update will be completed by October 2023. This page is a resource for all of the information you need to stay informed on the Comprehensive Plan Update. Your participation is encouraged!' A note at the bottom indicates a 'Final Stop on the Roadshow' on May 4, 2023, at the Dog River Library.

A complete, detailed summary of all community feedback activities and results can be found in the Appendix of this document.

Techniques

Project Webpage

A webpage on the County's existing website, dedicated to the Comprehensive Plan Update, was launched at the project's initiation to serve as a hub for information, including links to surveys and activities, meeting and milestone announcements, presentations, summaries and displays from committee and public meetings, and project related documents and well as a project blog. A snapshot of the Comprehensive Plan Update landing page is shown in Figure 8. All public engagement activities detailed below were advertised through the project website as well as the County's social media pages and the weekly e-newsletter.

Interactive Mapping Exercise

An interactive mapping exercise through Social Pinpoint was hosted from September to October 2022. The map allowed users to drop a pin at a specific location in the county and indicate their thoughts on issues, necessary improvements, or features related to safety, land use, housing, economic development, infrastructure, and recreation. Citizens could also view others' comments and choose to "up" or "down" vote the comment. Sixty (60) comments were received across the categories. This initial feedback was helpful for the project team to gain an understanding of the types of issues important to the citizens of Douglas.

September Saturdays Event

On September 17 and 24, 2022, the largest annual festival and community event in Douglas County was held, known as September Saturdays. The Comprehensive Plan Update team staffed a tent with boards to raise awareness for the plan, educate participants on the process and collect input on issues of care and concern for citizens. Multiple citizens were engaged, with over 70 comments received.

Citizens posted comments on a county map and on display boards organized by the six priority areas from the recently completed Strategic Plan: public safety, infrastructure, economic development, public health, recreation and governance. Flyers with the project webpage and the interactive mapping exercise were

PUBLIC ENGAGEMENT SUMMARY

also distributed. Similar to the online mapping exercise, this input provided insight into issues that are top of mind for Douglas' citizens.

Steering Committee

A Steering Committee was convened with membership approved by the County Commission including elected official representatives, County staff from various departments, City staff, citizens, economic development organizations, the school system, colleges and universities and others. Five meetings were hosted with the committee over the course of the Comprehensive Plan update process. Input and feedback from the committee was critical in developing and confirming goals and objectives, character area features, priorities, and draft recommendations. Table 13 lists the membership of the Steering Committee.

Table 13: Steering Committee Membership

Name	Affiliation
Commissioner Kelly Robinson	Board of Commissioners/ Elected Official Representative
Ivy Wright	Board of Commissioners
Ricky Dobbs Jr.	District 1 Appointee
Rob Thomas	District 2 Appointee & Planning & Zoning Board Member
Ron Anglin	District 3 Appointee
Yvonne Cuffie	District 3 Appointee
Cyrus Colley	District 4 Appointee
Sabine Kelley	District 4 Appointee
Sharon Bachtel	Chairman Appointee
Frank Payne	Planning & Zoning Board Member
Mickey Thompson	Citizen - Hwy 92 LCI
Vanessa Livingston	Citizen - Placemaking Subcommittee
Pam Daniell	Citizen - Scenic Byway Steering Committee
Ed Daniell	Citizen - Scenic Byway Steering Committee
Eddie Curtis	Citizen - Bike/ Ped Task Force
Chris Pumphrey	Elevate Douglas/ Economic Development
Emily Lightner	Cultural Arts Council of Douglasville/ Douglas County
Kevin Livingston	UGA Cooperative Extension
Chelsea Tubbs	City of Douglasville Planning Department
Ron Johnson	City of Villa Rica Planning Department
Orrick Curry	HOA Representative/ P&Z Board Member
Babs Russell	West Georgia Technical College
Kwame Carr	Douglas County School System
Chad Griffin	Parks and Recreation
Karla Poschedly	Engineering and Transportation
Ron Roberts	Connect Douglas
Brian Keel	Douglasville-Douglas County Water and Sewer Authority

PUBLIC ENGAGEMENT SUMMARY

Stakeholder Interviews

Stakeholder interviews were conducted in the fall of 2022 to connect with Douglas County leadership and other organizations that have an interest in Douglas. The objectives of the interviews were:

- To better understand the relationship with the County
- Hear first-hand about any projects, policies, or strategies of the organization that could affect growth and development
- Determine needs of the organization that the Comprehensive Plan could support
- Gather any other relevant information

In all, thirty (30) organizations were interviewed, and a variety of perspectives were captured. Their input was instrumental in gaining a deeper understanding of the historical, current and desired future growth patterns in addition to opportunities and challenges within the county. Table 14 lists the interviews' dates and audiences.

Table 14: Stakeholder Interviews

Date	Individual/Organization
9/28/22	District 1 Commissioner Henry Mitchell III
9/30/22	District 4 Commissioner Ann Guider (former)
10/3/22	City of Austell
10/4/22	City of Douglasville
10/4/22	Sweetwater State Park
10/6/22	Elevate Douglas and Douglas County Chamber
10/7/22	Douglasville/Douglas County Water and Sewer Authority; Douglas County Engineering and Transportation; Connect Douglas
10/7/22	Cobb & Douglas Public Health and Douglas County Senior Services
10/7/22	Commission Chairman Dr. Romona Jackson Jones
10/11/22	Douglas County Parks and Recreation
10/11/22	City of Villa Rica
10/12/22	West Georgia Regional Library System
10/13/22	District 3 Commissioner Tarenia Carthan
10/13/22	Douglas County Travel & Tourism
10/13/22	Douglas County Sheriff's Department
10/19/22	Douglas County School System & Lithia Springs HS
10/24/22	Wellstar Health System
10/24/22	Douglas County Fire and EMS
10/26/22	Douglas County Historic Commission
10/27/22	Winston Elementary School
10/28/22	Sweetwater Creek Cleanup & Restoration Project
10/28/22	Premier Association Management – Cedar Place HOA
11/2/22	Lithia Springs - 6962 Lakeside Dr. Property
11/4/22	Douglas County Public Works

PUBLIC ENGAGEMENT SUMMARY

Online Public Survey

An online public survey (Figures 9 and 10) was developed to collect input from citizens and stakeholders in Douglas County regarding attitudes towards current land use conditions and future growth trends in the county. The survey launched on November 14, 2022 and remained open until December 22, 2022. Over 330 responses to the survey were received. Feedback from the survey was very useful in drawing a more complete picture of citizens' specific feelings towards growth and development in the county, specifically regarding trails and parks, and was directly used to help craft the recommendations of the Comprehensive Plan Update and the Lithia Springs and Winston Small Area Plans.

Figure 9: Online Public Survey Snapshot

Future Land Use

What's Future Land Use?

- Defines the intended land use characteristics for specific areas
- Ensures compatible and unified future development
- Guides zoning decisions

DOUGLAS COUNTY COMPREHENSIVE PLAN

3. In your opinion, do you generally agree with the types of development designated for the specific areas on this Future Land Use Map?

Yes
 No
 Neutral/no opinion

Public Roadshow

The Roadshow was conducted in March and April 2023 as an opportunity for citizens to review elements of the land use vision of the Comprehensive Plan before the final document is presented for public review.

A combination of online and in-person opportunities, the Roadshow included:

- An online presentation and survey for feedback
- Open House Sessions at the Planning and Zoning Office in the Douglas County Courthouse
- Roadshow Presentation Boards at libraries, parks and senior centers around Douglas County
- Planning and Zoning Board Meeting in March or April (Display boards were set up, a handout for the project website and online survey was available, and staff were available after the regular meeting for discussion)
- District Town Halls

In total, nineteen (19) in-person events were offered to the community to speak with staff during the Roadshow, with nine (9) locations available with unstaffed displays and the online presentation and survey. Twenty-three (23) citizens submitted feedback via the online survey.

Outreach Results

Overall Outreach Input Themes

The following is a summary of the most prominent feedback trends and highlights centered around several major themes. Each outreach technique has its own summary included in the Appendix with a comprehensive detail of the input received.

PUBLIC ENGAGEMENT SUMMARY

General Thoughts

- Citizens in general enjoy the small town feel of the Douglas County, however, there is tension between some residents who want to keep the County rural and unchanged and those who want more services and amenities.
- Location of Douglas is ideal, so close to the airport and City of Atlanta.
- Desire for more arts and culture activities.
- Desire for more diversity in activities for residents and visitors of all ages and abilities.
- Improve overall look/impression of County –improve gateway signage and discourage littering.

Housing

- Protection of single-family neighborhoods is desired.

Figure 10: Public Survey Results Snapshot

Top 3 Investments that the County should encourage:



Prefer attracting more shops and restaurants, things to do



Prefer limiting additional warehouses/distribution centers

and restaurant options.

- Industrial and warehouse development should be restricted, or at least kept to specific designated areas.
- Limit the development of certain business types –fast food, dollar stores, liquor stores, car washes, etc.
- Right-size development so that is appropriate for the context of the area and pace it so it's not overwhelming infrastructure.

Transportation:

- Look for ways to expand transit where possible.
- Enhance connectivity within the county with sidewalks between neighborhoods and destinations.
- Partner with GDOT, ARC, GA Tech to create solutions to truck traffic congestion and conflicts.



Support investing in parks, trails, and open space

COMMUNITY VISION + GOALS

Community Vision

The Community Vision provides the long-term goal for Douglas County's future growth. It is a broad statement that serves as the foundation for community goals, needs, and opportunities in the next section. The preliminary statement was based on the vision and mission statements as well as core values from the Strategic Plan. This vision evolved through community engagement and staff input.

Douglas County is a diverse, vibrant, innovative, and sustainable community that sets the standards nationally for public service. The County's mission is to efficiently deliver superior public service that enriches the quality of life within a thriving, safe, healthy community. This mission is rooted in its core values of integrity, transparency, efficiency, inclusivity, and quality.

Community Goals, Needs, and Opportunities

Douglas County's Strategic Plan was completed recently in 2020 and identified six key goals rooted in extensive community engagement for the future of the County. The Comprehensive Plan adopted this same framework as community goals to ensure alignment with County objectives and to support the community vision. These six community goals are discussed below.

Below each community goal is a set of needs and opportunities. Past plans initially provided the framework for these. Over the course of the planning process, community engagement refined this preliminary list and identified additional community needs and opportunities.

Community Goal #1: Public Safety

Douglas County is a place where citizens feel safe at home, work and in the community.

Needs and Opportunities:

- Evaluate current public safety services, including the amount and access of resources
- Identify areas of infrastructure vulnerability
- Pursue code enforcement
- Ensure services, like police and fire, keep up with population growth

Community Goal #2: Infrastructure

Douglas County is a place where citizens can move efficiently, affordably and safely via our well-designed and maintained network of roads, sidewalks, trails, and transit options.

Needs and Opportunities:

- Address roadway maintenance and safety issues
- Improve roadway and bike/pedestrian connectivity/network
- Improve key corridors with new streetscapes and more mode choices
- Enable freight mobility but also reduce conflicts
- Build out multi-use path network
- Preservation of rural/small town character and environmentally sensitive routes
- Maintain easy access to I-20
- Improve mass transit options and availability

Community Goal #3: Economic Development

Douglas County is a place where citizens, businesses and places are thriving economically. Housing and education are important elements to supporting a thriving local economy.

Needs and Opportunities:

- Take advantage of great location in region/ access to Hartsfield-Jackson Atlanta International Airport

COMMUNITY VISION + GOALS

- Attract key industry clusters: technology, entertainment, etc.
- Tell the Douglas County story
- Need more and better-quality retail/ restaurants and entertainment
- Need more workforce development programs
- Attract/connect new workers to Douglas County
- Identify sites for commercial development
- Limit additional industrial development to specific areas
- Support local small businesses/ entrepreneurs
- Diversify mix of jobs
- Reduce impacts of industrial/commercial areas on residential areas
- Leverage undeveloped/underdeveloped land, but many have environmental constraints
- Build more diverse housing options, particularly at affordable price points and for different stages of life
- Reduce institutional ownership of single-family homes
- Balance land use (e.g. between industrial and residential)
- Support and improve K-12 education

Community Goal #4: Public Health

Douglas County is a place where citizens can attain their highest level of health and well-being within a healthy sustainable environment.

Needs and Opportunities:

- Expand opportunities for walking and bicycling, like trails
- Create safe connections to schools
- Sustain quality and quantity of water supply
- Increase opportunities for public health education
- Improve access to fresh, healthy food
- Need more programs for special needs citizens

Community Goal #5: Recreation

Douglas County is a place where citizens can participate in quality arts, sports, recreation, and cultural enriching activities.

Needs and Opportunities:

- Increase community parks, open spaces, and facilities

- Increase multi-modal connections to existing parks, particularly trails
- Need more and diverse cultural programming/things to do for visitors of all ages
- Promote existing resources to residents and potential visitors

Community Goal #6: Transform Douglas

Douglas County is a place where citizens trust that their government responsibly manages resources, provides exceptional services, and equitably represents them.

Needs and Opportunities:

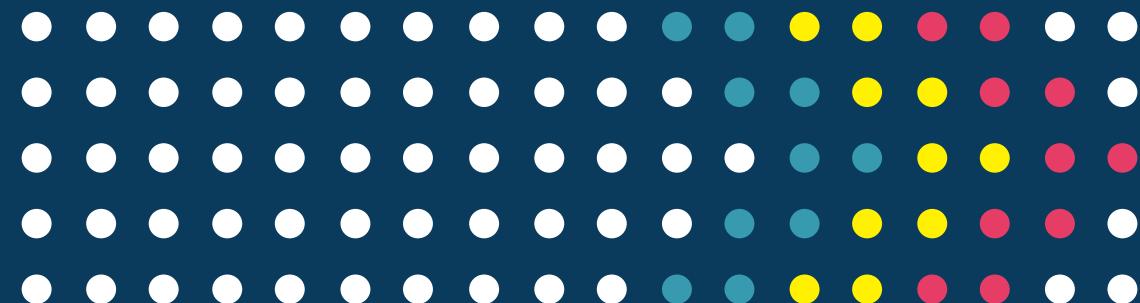
- Provide equitable services across the County
- Alignment of land development decisions with infrastructure investments
- Enhance coordination between County and School District around growth and planning
- Maintain and expand information-sharing, transparency, and engagement with the community
- Recognize history with cities and continue collaboration
- Implement design standards to promote better quality development

LAND USE VISION

Land Use Analysis

Character Areas

Future Land Use & Narrative



04

INTRODUCTION

One of the most critical pieces of a Comprehensive Plan is the land use vision. In broad strokes, this vision helps the County decide anything from where the community needs shopping centers to where it needs additional housing. The County must balance environmental, infrastructure, and planning principals as well as community desires when making long-term land use decisions.

This land use element employs two planning tools to promote appropriate development: Character Areas and a Future Land Use map. Character Areas are high-level geographic areas that have a distinct look and feel. They are a more holistic way to look at future land use and guide development decisions. Future Land Use is similar but defines desired land use characteristics at the parcel-specific level. Character Areas and Future Land Use work together. Each Character Area defines a set of Future Land Use designations that are compatible with the area's identity and vision. As Character Areas were better defined, the Future Land Use map was updated in tandem. Both of these tools ensure compatible and unified development within distinct areas of the County as well as guide zoning decisions.

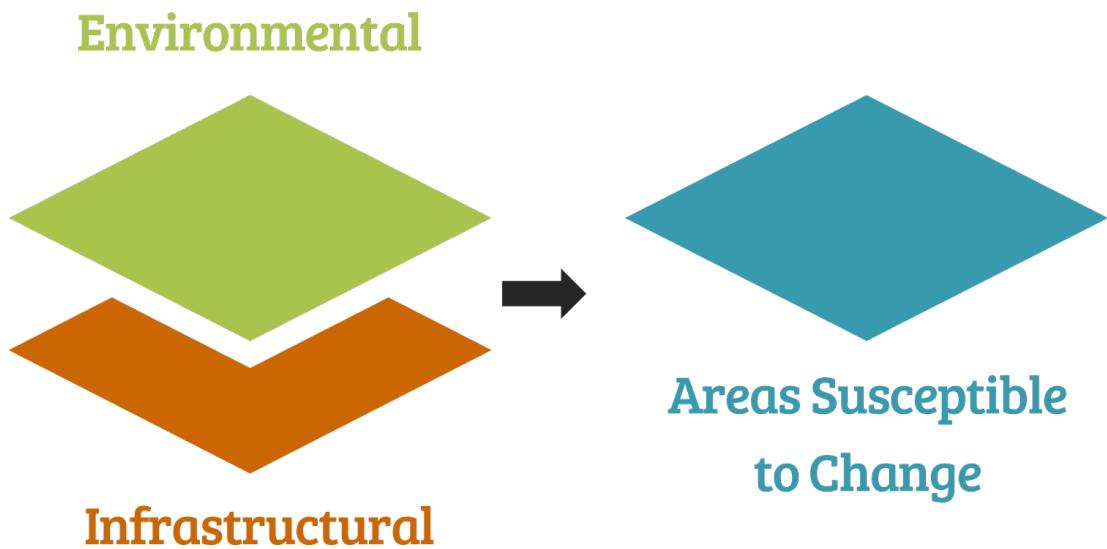
Before diving into Character Areas and Future Land Uses, this chapter first showcases initial land use analysis of the County's current and future growth patterns. This analysis informs the Character Areas and Future Land Use designations discussed later in the chapter.

Land Use Analysis

This plan charts a course on future land use and planning decisions to shape how Douglas County grows. Along with community desires, a land use analysis informs this critical policy direction. This analysis takes a deep dive into many of the underlying conditions that influence where and how Douglas County develops, documenting existing qualities of the natural and man-made landscapes to understand challenges and opportunities to development in the future.

Methodology + Maps

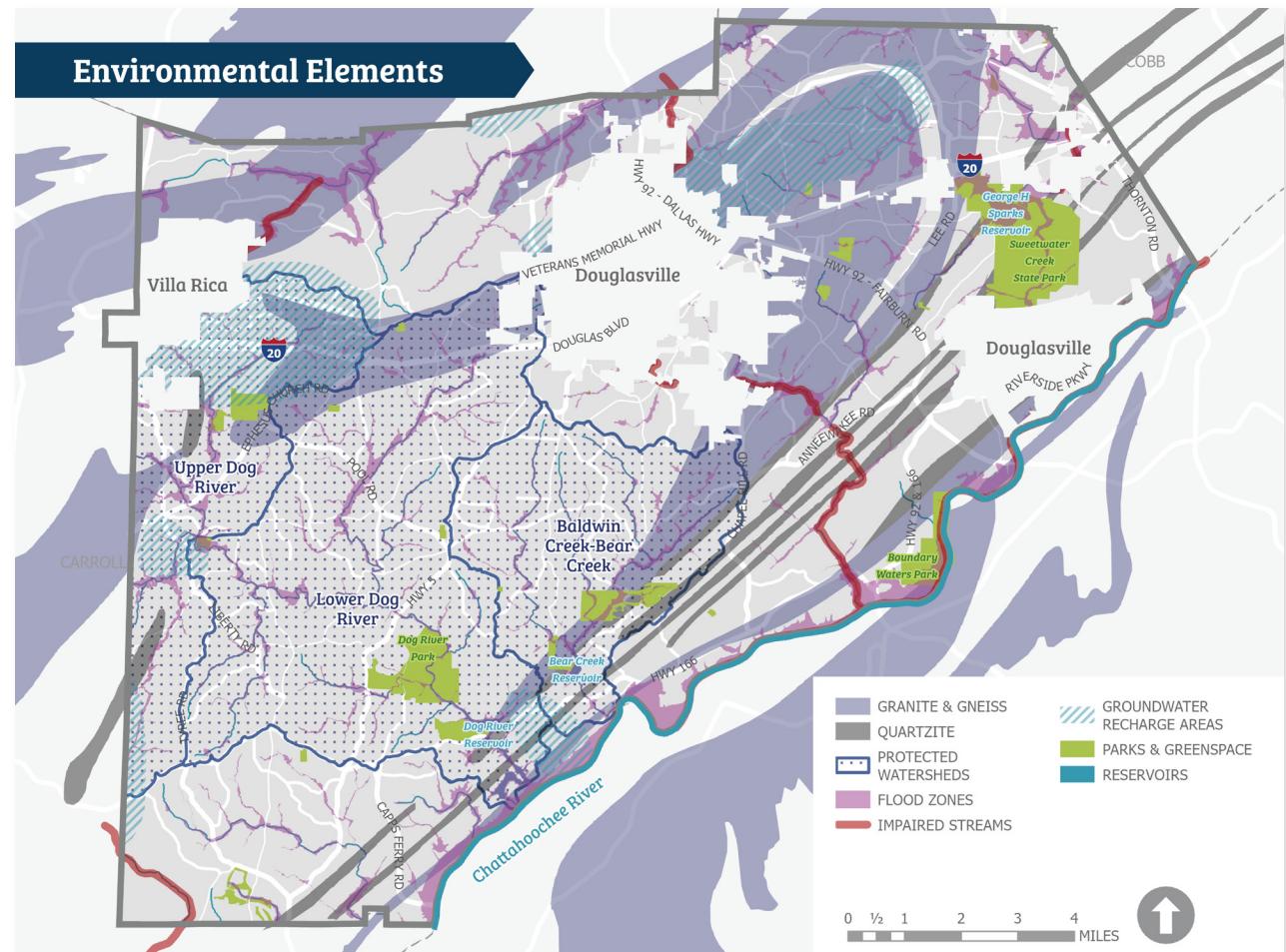
The land use analysis is divided into three parts: an analysis of environmental elements, an analysis of infrastructure elements, and the interaction between the two. Environmental elements include natural features such as water bodies, drainage basins, hard bedrock deposits, and land cover. Infrastructure elements include water and sewer lines and facilities, transportation services, and other aspects of the built environment. These element groups are then paired together, and factors that typically mitigate development are contrasted against factors that typically accelerate development. The results from this last step indicate which areas may be most susceptible to land use change in the future.



LAND USE ANALYSIS

Environmental Elements

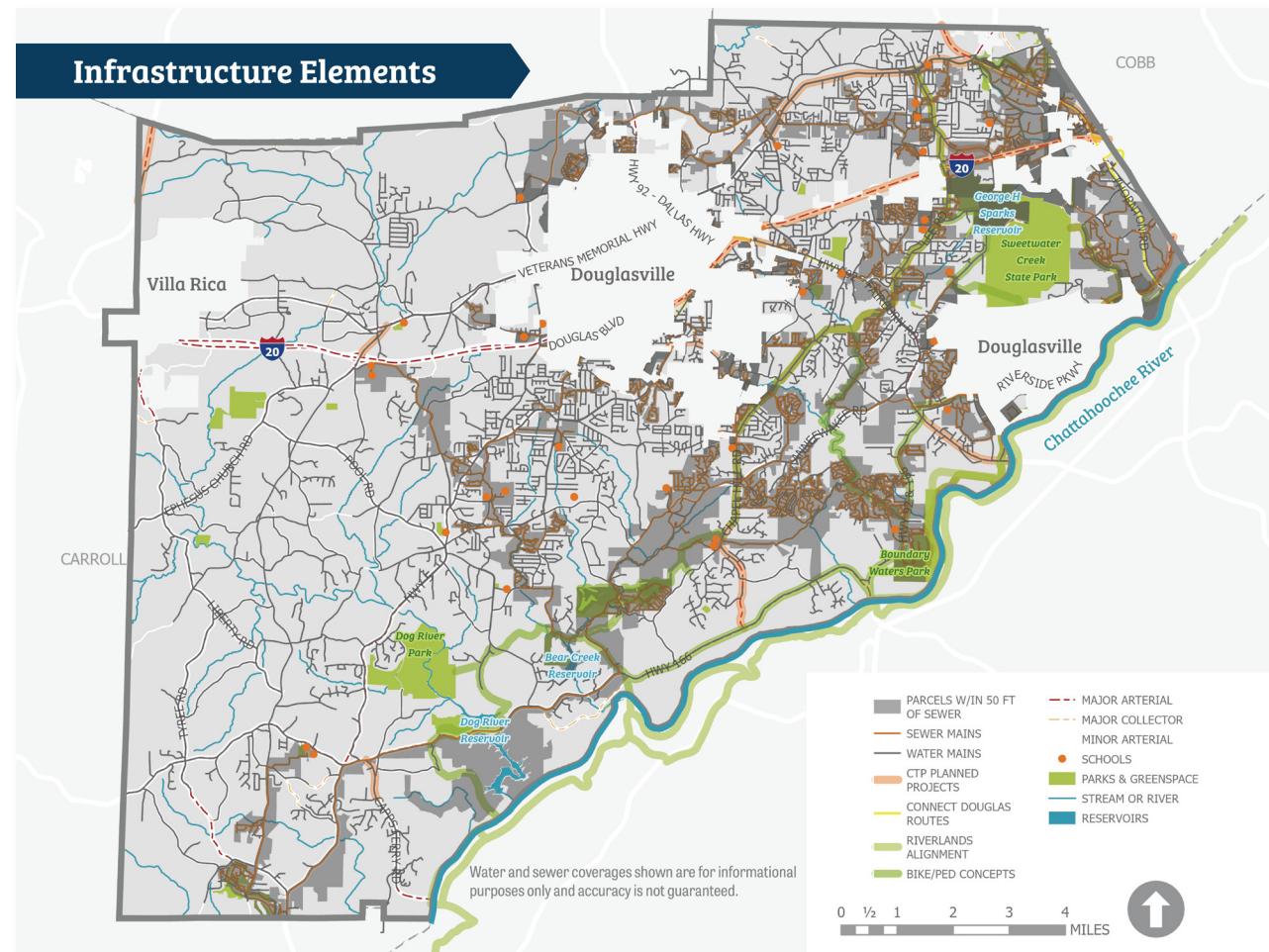
Certain hydrologic and geologic features can impact the location and form of future development. Hard bedrock increases the cost of construction—often limiting its scale and height—thus, affecting development patterns. To protect water quality, it is important to minimize negative impacts from development on streams, groundwater recharge, and overall watershed health, particularly through land use decisions. For instance, the County prohibits development near water bodies and in floodplains and imposes development restrictions in the protected Dog River and Bear Creek watersheds.



LAND USE ANALYSIS

Infrastructure Elements

The location of infrastructure, like sewer lines, is a common predictor of future development. Infrastructure networks exert a strong influence on the form in which land can be developed. Understanding where current infrastructure is and where planned infrastructure will go is critical to anticipating future growth. For example, every development needs access to the larger transportation network, like roadways and transit. Similarly, every development relies on water and waste systems; thus, public water and sewer availability significantly influences development potential. This map depicts the existing water, sewer, and transportation networks in the county, planned transportation projects, major public trail and bike/ped concepts, and school locations.

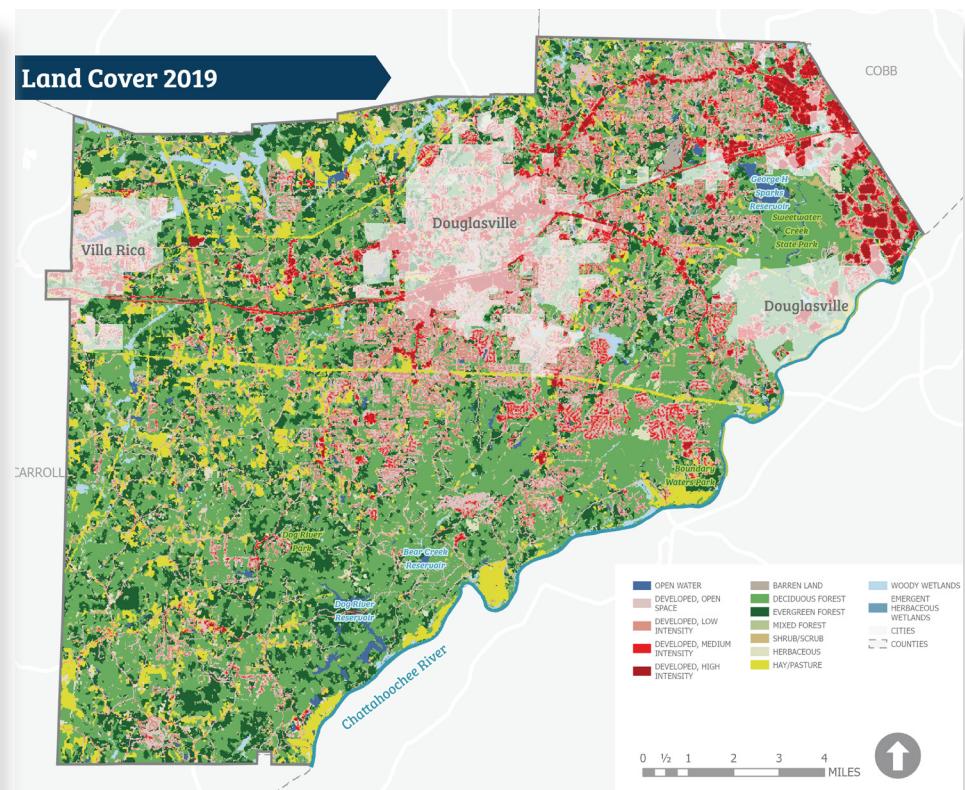
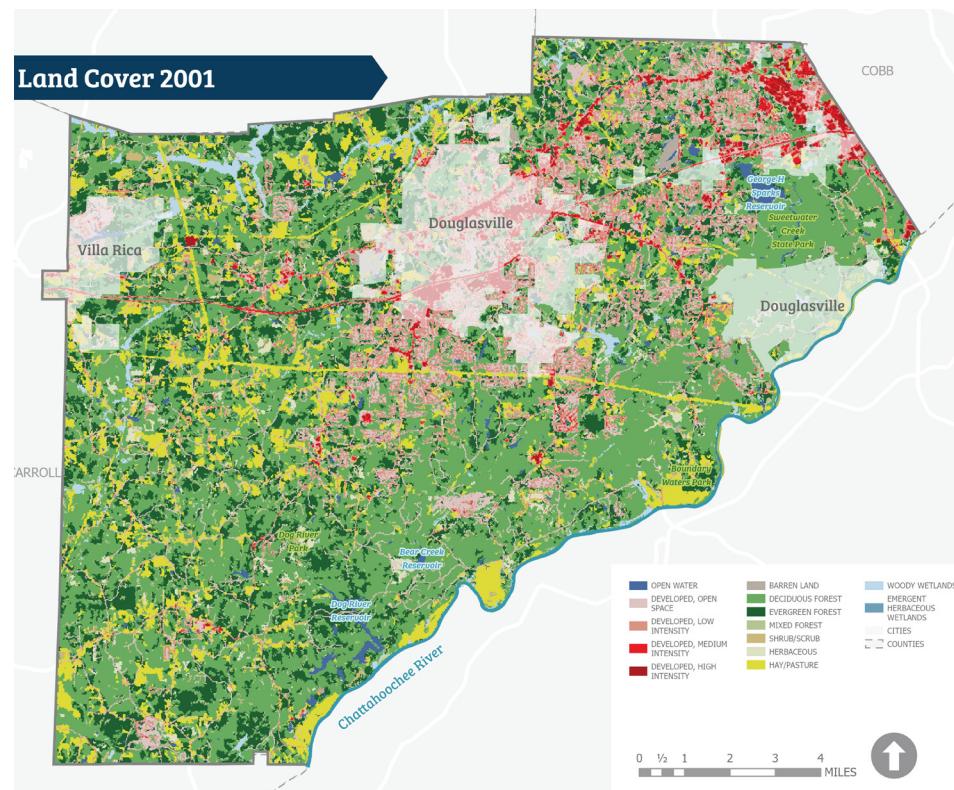


LAND USE ANALYSIS

Land Cover

Past development patterns are critical to anticipating future growth. The maps below depict the County's landcover makeup in 2001 and 2019. Land cover describes the physical characteristics of land rather than what uses and activities occur on top of it

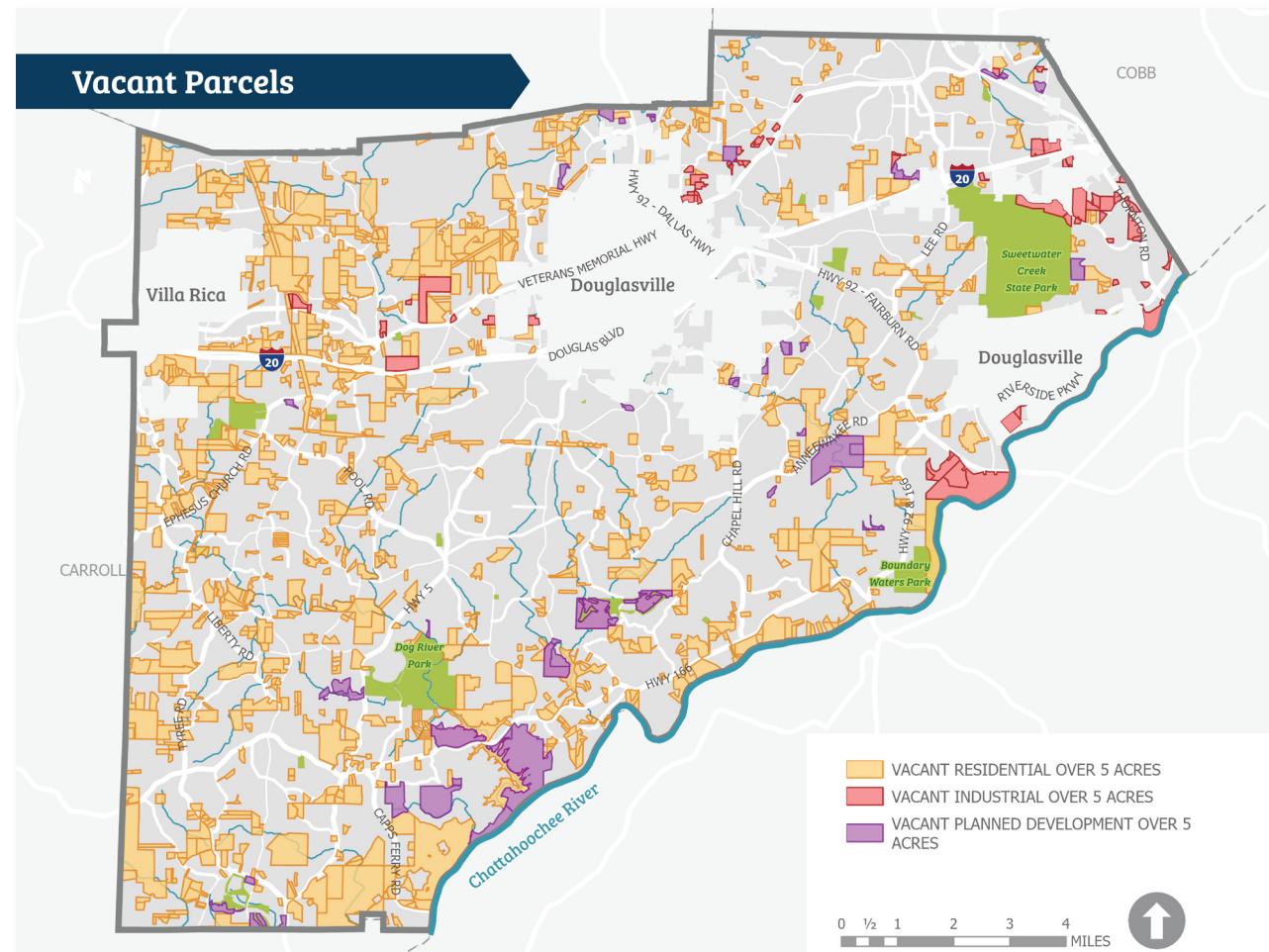
(land use). Sourced from the National Land Cover Database (NLCD), this data uses satellite images to produce land cover analyses at 30m resolution. Between 2001 and 2019, 12,000 acres of natural resources, like forest and pasture, changed over to developed land in Douglas County.



LAND USE ANALYSIS

Vacant Parcels

Vacancy is used as a high-level indicator of land available for development. This map shows vacant parcels over five acres separated into three zoning categories: residential, industrial, and planned development. These zoning categories represent the main types of development interests that operate at such a large scale (5+ acres). Particularly in the case of larger undeveloped parcels, these properties indicate where large-scale change may occur. Though smaller parcels also represent development opportunities, larger developable areas are often more desirable to the development community. However, it should also be noted, that a number of the larger, vacant parcels in Douglas County are held in permanent conservation and protected against development.

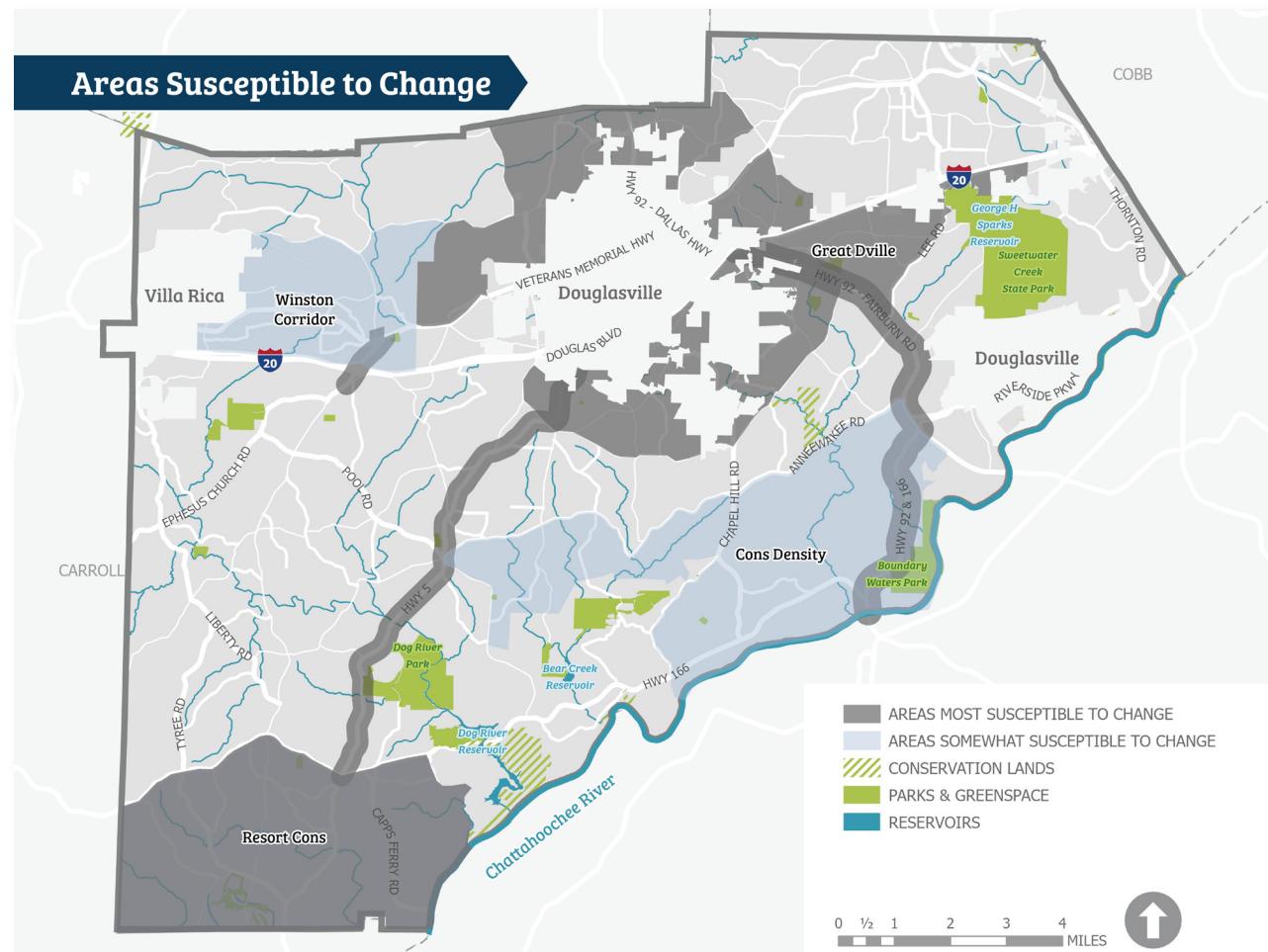


LAND USE ANALYSIS

Susceptibility to Change

Though these elements are visualized in groups, it is important to keep in mind that all interact simultaneously. Ultimately, the influence of these various factors signal which parts of the county are more or less likely to change in terms of development. These findings are summarized in the map below, categorizing areas of the county according to their susceptibility to change. While areas “most” and “somewhat” susceptible to change highlight land where development may occur, this determination does not necessarily equate to the extent of future land development within these areas.

The land use analysis and other existing conditions identify some key areas susceptible to change and additional development. Other factors—like existing plans, stated goals, and regulatory controls—also contribute to the likelihood of these areas experiencing development change. From here, the County can devise policies to better guide this anticipated growth.



CHARACTER AREAS

Introduction

The Comprehensive Plan's Character Areas set a holistic framework for guiding future land use and development decisions. They are general geographical areas with a similar look and feel. Each Character Area offers a set of guidelines to maintain or enhance its desired character. These guidelines include general policy language; a Character Area vision; ideal park/trail types and priorities; suitable housing types; appropriate future land use designations; and recommended zoning districts compatible for possible rezonings. The Character Areas primarily address four key themes: balancing industrial development; promoting housing diversity; protecting rural and residential character; and setting a direction for future parks and trails.

Balancing Industrial Development

The first need is balancing industrial land use. Industrial, warehouses, and data centers provide local employment opportunities. They also provide more tax revenue to the County for services compared to traditional residential uses. However, many industrial uses introduce freight traffic and other nuisances on major roads and in residential neighborhoods. They also take up a considerable amount of land—an increasingly limited resource. Many of the Character Areas presented in the next section call out areas where industrial is still appropriate, but more importantly, they define where it should not expand.

Promoting Housing Diversity

Secondly, housing diversity is a community need. While Douglas County remains a predominantly single family community, it will continue to grow to accommodate more residents with different housing needs. Furthermore, increasing housing appropriate for young families and for seniors—like senior living, cottage courts, and accessory dwelling units (ADUs)—is another key concern to Douglas County residents. Each Character Area identifies appropriate housing types with the intent to diversify housing types in certain areas. The table below defines the housing types used in this chapter.

Protecting Rural Character

The third concern is to protect the remaining rural character and natural quality remaining in Douglas. The County is now suburban, but there are still areas—particularly in Western Douglas—with rolling farmland and untouched woodlands. Furthermore, there are environmental elements identified in the preceding section that require continued protection and enhancement. Many of the Character Areas outlined in the next section expressly aim to protect rural communities as well as water systems from development.



CHARACTER AREAS

Table 15: Housing Types				
Type + Visual Example	Description	Lot Size	Appropriate Zoning	
Rural Residential 	Single-family homes arranged on large lots with wide setbacks to allow for a rural character.	1-acre or larger	R-A	
Single Family Residential - Low Density 	Single-family homes arranged in a subdivision pattern with either narrow (from side to side) or shallow (from front to back) lots. New homes built in this arrangement are typically of average size.	½-acre lots to 1-acre lots	R-LD	
Single Family Residential - Medium Density 	Single-family homes arranged in a subdivision pattern with either very narrow (from side to side) or very shallow (from front to back) lots, sometimes both. New homes built in this arrangement are typically smaller. Older subdivisions tend to follow this subdivision pattern.	¼-acre to ½-acre lots	R-MD	
Cottage Courts 	A cluster of single-family homes (usually between 6-10) on separate lots arranged around shared common space, usually a courtyard or shared lawn. New homes built in this arrangement can range in size from fairly large to very small.	Less than 1/2-acre, including shared common space	Not currently in zoning code	

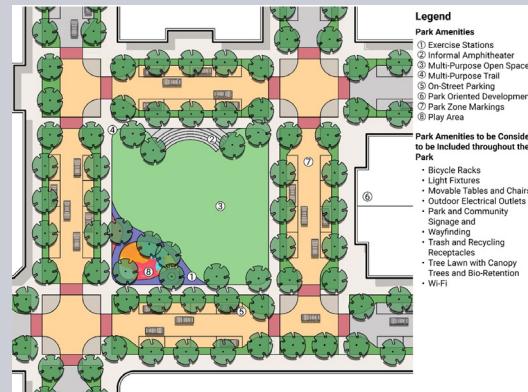
CHARACTER AREAS

Table 15: Housing Types			
Type + Visual Example	Description	Lot Size	Appropriate Zoning
Accessory Dwelling Unit (ADU) 	A small residential unit that is accessory to the main single-family home. ADUs can be attached or detached from the primary structure. Entrances are typically behind and/or to the side of the primary dwelling.	Varies	AG, RA, R-LD, R-MD, R-HD, PUD, and PRD
Townhomes 	Multi-family housing units attached by one or two shared walls. These housing units usually are built in a line pattern, with very narrow or nonexistent front setbacks. Configurations range from 3-10 units per cluster. Units are typically owner-occupied, but could be rented out by individual landlords.	Varies; typically 1/4-acre or less, with zero lot line frontage	R-HD
Du/Tri/Quadplex 	Multi-family housing units ranging from between 2-4 units per individual structure. As opposed to garden-style apartments, these are typically stand-alone structures attached by one or two shared walls. Units can be owner-occupied or rented by individual landlords.	Varies, but typically 1/2-acre or less	R-MD (Duplex), R-HD (Tri/Quadplex)
Residential in Mixed Use 	Multi-family housing units found in mixed-use areas where ground floor space is reserved for retail or office, with residential uses on higher stories. These units can be immediately above retail (2nd and 3rd floor) or higher up in mid-rise buildings (4-8 floors) and high-rise buildings (9+).	Varies	PUD
Garden-Style Apartments 	Multi-family housing units arranged in structures 1-3 stories tall around a shared courtyard or public space. These structures typically have 8-24 units per structure, and are usually managed as rental units by a management company.	Varies	R-HD, PUD, and PRD

CHARACTER AREAS

Setting Direction for Parks and Trails

The fourth and final need is to set high-level guidelines for parks and trails. Increasing community parks and trails is a key community priority identified throughout the community engagement process. Related to parks, the County is generally well-served by existing community park system. The Character Areas lay the groundwork for a potential forthcoming Parks and Recreation Masterplan which would dig further into park demands and define appropriate park types and trail needs in specific areas. These types are summarized in the table below, and the Parks, Greenspaces, and Trails chapter on page 130 offers more details on this park framework. The typology differentiates by Access Level of Service (LOS), or the distance people are generally willing to travel to enjoy a park. This LOS changes between urban, suburban, and rural contexts.

Park Type	Description	Size	Level of Service(LOS)
Local Park	 <ul style="list-style-type: none"> Serve the basic needs of nearby, neighborhood residents for passive and active, at-will and programmed social, cultural, and recreational opportunities. The design, mix of facilities, and programmed events should be informed by the surrounding context and needs of the community. The County encourages private development to provide more of these spaces. 	1-10 acres	<ul style="list-style-type: none"> Urban: 1/2-mile Suburban: 1-mile Rural: 2-miles
Community Park	 <ul style="list-style-type: none"> Where residents go to socialize and recreate with the larger community, whether it's to play ball, have a picnic, take a class, swim in the pool, or enjoy a concert or art show. The design, mix of facilities, and programmed events should be informed by the surrounding context and needs of the community. 	10-40 acres or larger	<ul style="list-style-type: none"> Urban: 1-mile Suburban: 2-miles Rural: 3-miles

CHARACTER AREAS

Table 16: Park Types

Park Type	Description	Size	Level of Service(LOS)
Natural Open Space/Conservation Areas	 <ul style="list-style-type: none"> Protect sensitive natural resources, biodiversity, and habitats from future development. Unlike neighborhood and community parks, these greenspaces are largely unprogrammed; however, they can include natural resources-based activities such as hiking, birdwatching, paddle sports, etc. 	Varies	<ul style="list-style-type: none"> LOS is not applicable since these spaces primarily function to protect natural areas and not cater to surrounding communities.
Trails	 <ul style="list-style-type: none"> Linear corridors with paved or unpaved multi-purpose trails where residents can walk, hike, jog, run, and use human or e-powered micro mobility devices such as bicycles, scooters, skateboards, or skates. Planned to connect locations to one another or as a loop. May include nodes of activities and amenities informed by the needs of the community. 	Varies	<ul style="list-style-type: none"> Urban/Suburban: 1/2-1 mile Rural: 2+ miles

CHARACTER AREAS

Character Area Map

There are 16 Character Areas, 3 of which are specific to areas surrounding key corridors. These are shown in the Map on page 50.

-  Data District
-  Campbellton West
-  Westfork
-  Workplace Campus
-  Quarry
-  State Park
-  Traditional Neighborhood
-  Byway Reserve
-  Rural Reserve
-  Dog River Basin
-  Resort Conservation
-  Historic Lithia Springs
-  Winston
-  Highway 5 Transitional Corridor
-  Fairburn-Lee Corridor
-  VMH Professional Corridor



Winston Character Area

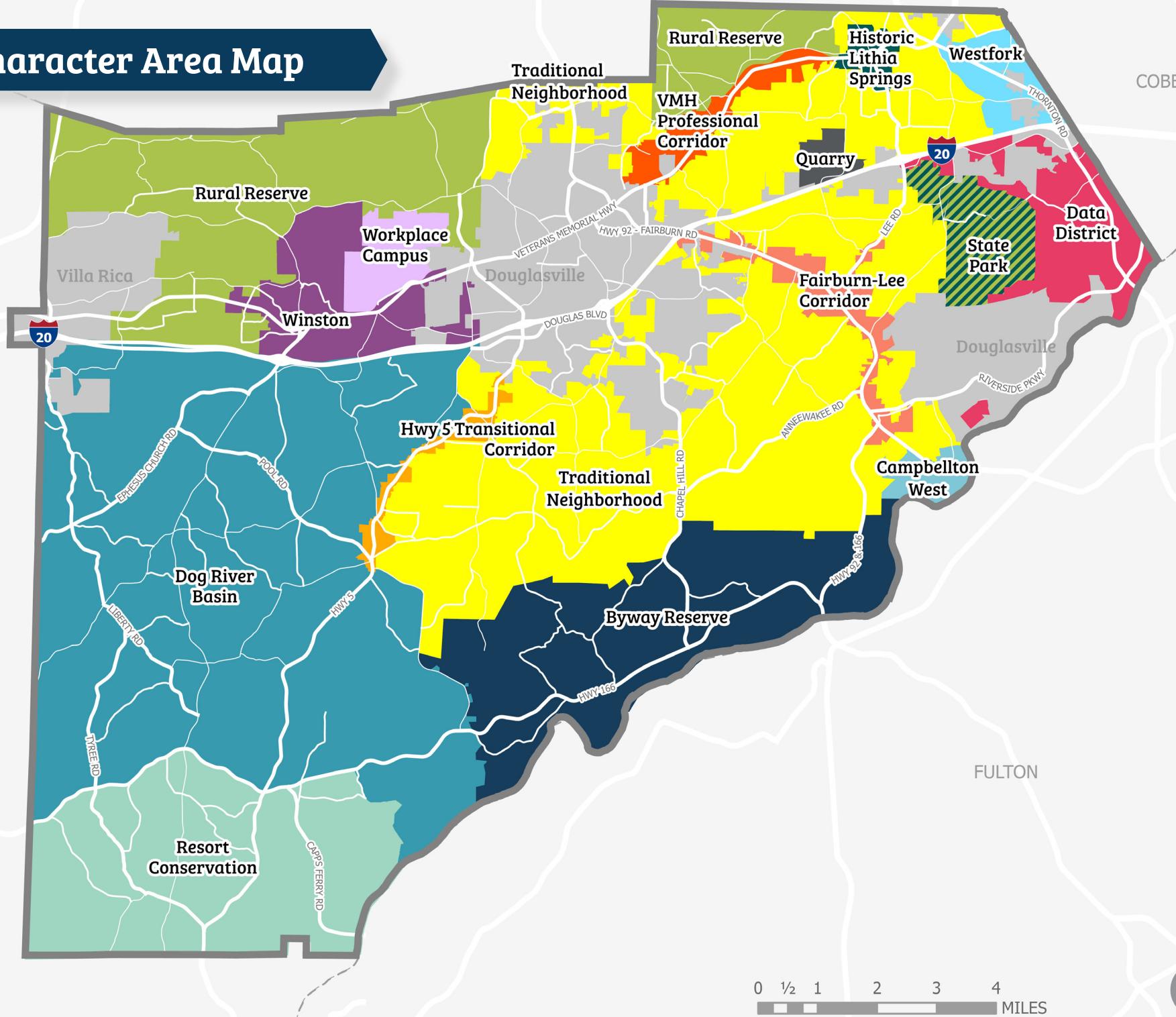


Workplace Campus Character Area Example



State Park Character Area

Character Area Map



CHARACTER AREAS

Data District

Description

The Data District is an area of the county that is set aside for large scale light industrial technology and data centers. It is approaching full build-out and should be contained to its existing footprint. Residential uses are not encouraged in this area.

Current Character

- Newer, large-scale light industrial
- Scattered suburban residential
- Natural features include Sweetwater Creek and Chattahoochee River

Barriers to Future Development

- Some bands of granite/gneiss deposits
- Sweetwater Creek system
- Approaching full build-out; lack of large, undeveloped parcels

Characteristics that Support Future Development

- Sewer
- Proximity to I-20, Cobb and Fulton Counties, Atlanta

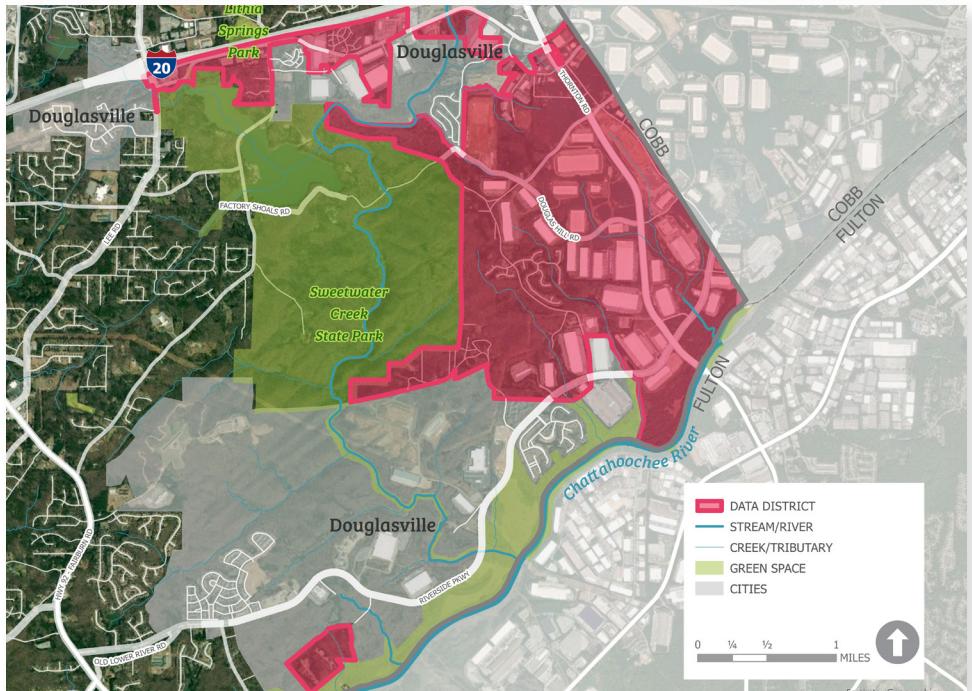
Potential for New Growth/Development:

NONE **LOW** **SOME** **HIGH**

Other Considerations:

- Additional residential uses are not encouraged in this area
- Additional screening may be needed near Sweetwater Creek State Park

Data District



CHARACTER AREAS

Vision: Center for light industrial and technology-oriented employment

Future Land Use Changes Can Be:

- Commerce Center*
- Workplace Center
- Urban Residential (limited)
- Transportation/ Communication/ Utilities
- Parks/ Recreation/ Conservation

* Predominant Land Use(s)

Parks, Open Space + Trails Guidance

Because of limited residential development, the Data District does not need neighborhood and community parks, but private, campus-like greenspaces and linear parks/trails are appropriate. Trails between Chattahoochee Riverlands to Sweetwater Creek State Park are critical connections in the County's high-level trails framework. The table below describes the level of service for future trails in the area:

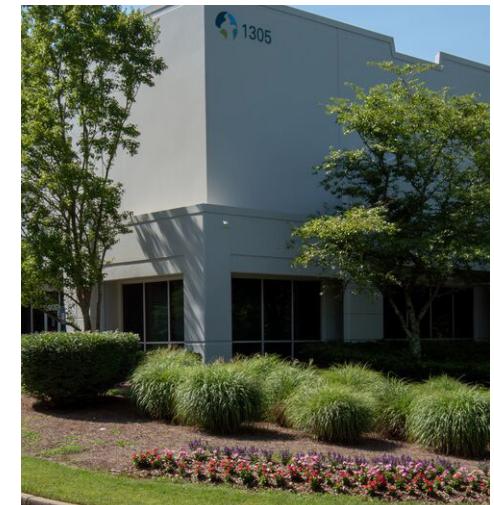
Parks, Open Space, + Trails Guidance	
Type	Access (Level of Service)
Trails	1/2 Mile with Parking

Housing Guidance

Existing housing should be preserved, but residential uses should not be expanded.

Compatible Zoning Districts for Future Rezonings

- OI
- C-G
- C-H
- LI
- LI-R
- HI
- PSP



CHARACTER AREAS

Campbellton West

Description

The Campbellton West area is a legacy development center of older industrial uses. Light industrial uses should be contained to the footprint of this area and not expanded. Some areas will be limited to development due to environmentally sensitive conditions including topography, floodplains and Chattahoochee River Corridor Protection regulations. Expansion of recreational uses in otherwise undevelopable areas is appropriate.

Current Character

- New industrial office park with campus-like feel
- Bordered by Chattahoochee River

Barriers to Future Development

- Significant floodplains
- Bands of granite/gneiss and quartzite
- Poor Interstate access

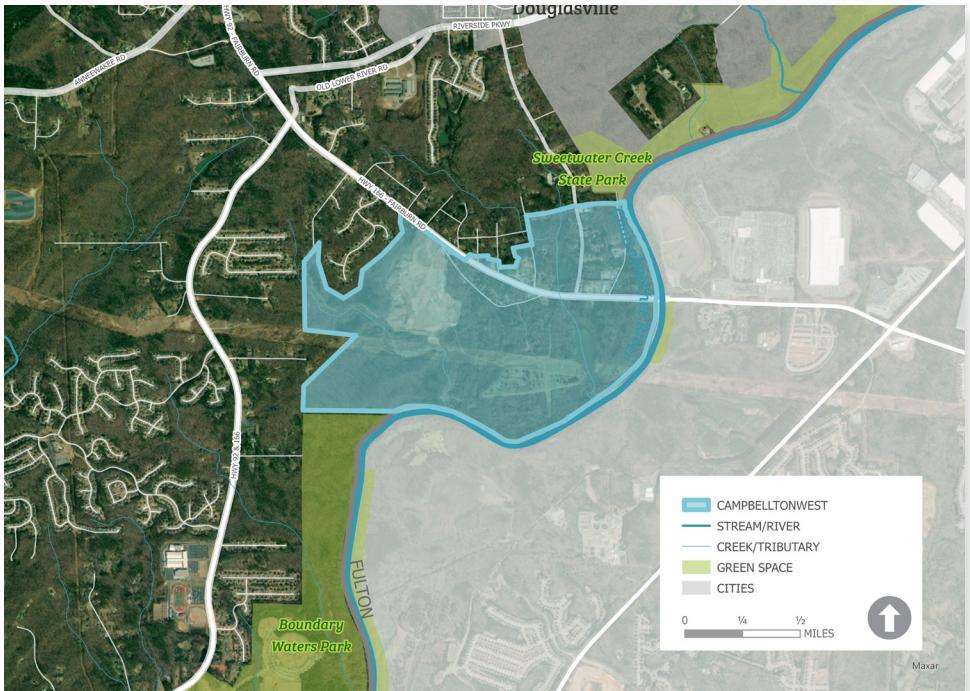
Characteristics that Support Future Development

- Proximate sewer access
- Large, undeveloped parcels

Potential for New Growth/Development:

NONE LOW **SOME** HIGH

Campbellton West



Other Considerations:

- Desire to see land around Boundary Waters Park developed into an arts and culture destination

Vision: An area primed for redevelopment into the next generation of industrial and commercial uses that incorporates spaces to celebrate the arts and the County's unique culture

CHARACTER AREAS

Future Land Use Changes Can Be:

- Commerce Center*
- Workplace Center
- Urban Residential (limited)
- Transportation/ Communication/ Utilities
- Parks/ Recreation/ Conservation

*Predominant Land Use(s)



Parks, Open Space + Trails Guidance

Campbellton West lacks any parks or trail facilities, but Boundary Waters Park lies just south of the character area. Because of the lack of residential, additional community parks are not needed. The focus of this character area is developing linear parks/trails to connect to the Chattahoochee Riverlands. Because of its proximity to the Chattahoochee River, parts of Campbellton West are subject to development restrictions; therefore, natural open space and conservation areas characterize much of this character area. The table to the right designates the level of service for these appropriate park types:

Parks, Open Space, + Trails Guidance	
Type	Access (Level of Service)
Community Park	3 Miles
Natural Open Space/ Conservation Areas	N/A
Trails	1/2 Mile with Parking



Housing Guidance

Existing housing should be preserved, but residential uses should not be expanded.

Compatible Zoning Districts for Future Rezonings

- OI
- C-G
- C-H
- LI
- LI-R
- PSP



CHARACTER AREAS

Westfork

Description

Westfork encapsulates predominantly light industrial, distribution, and large-scale commercial uses, centering around a master-planned development along Thornton Road. Industrial and distribution uses should not be expanded from this area. Business incubation in its commercial core is encouraged. This area is largely built out and faces little significant redevelopment pressure at this time. There is some existing residential in this area, and this would be an appropriate place for higher density residential. The Lithia Springs Small Area Plan examines Westfork in greater detail and further defines the vision for this district.

Current Character

- Heavy commercial
- Light industrial
- Sweetwater Creek provides a natural buffer

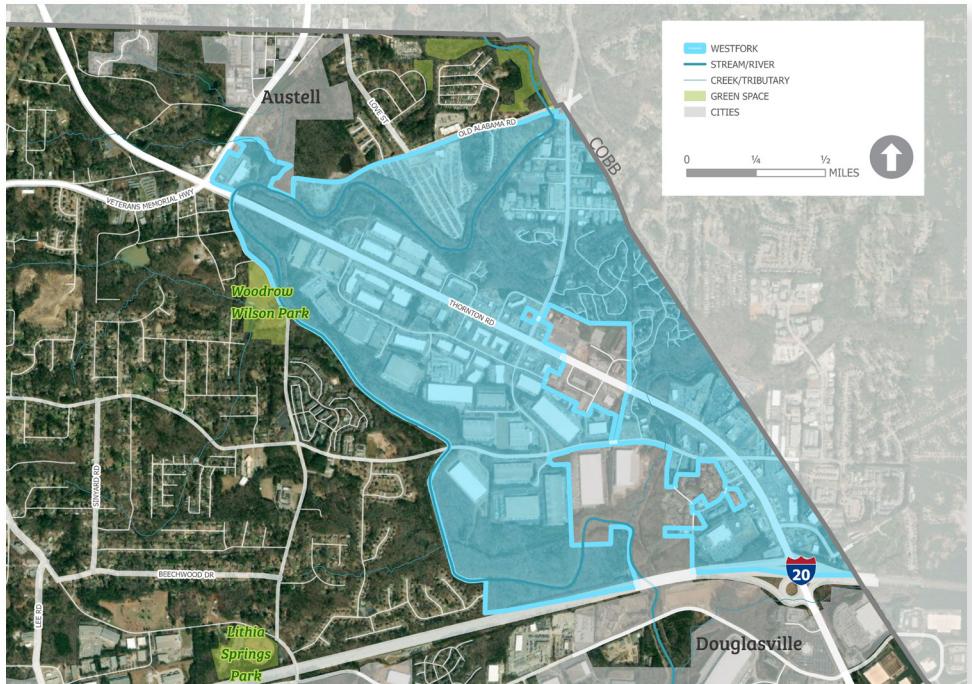
Barriers to Future Development

- Significant floodplains
- Lack of large, undeveloped parcels

Characteristics that Support Future Development

- Well-served by sewer
- Proximity to Atlanta, I-20
- No hard bedrock

Westfork



Potential for New Growth/Development:

NONE LOW **SOME** HIGH

Other Considerations:

- Heavy freight traffic poses a challenge to safety—particularly for pedestrians

Vision: A vibrant commercial-industrial district serving a range of businesses, from those in an incubation stage to more established, large operations

CHARACTER AREAS

Future Land Use Changes Can Be:

- Commerce Center*
- Parks/Recreation Conservation
- Transportation/ Communication/ Utilities

* Predominant Land Use(s)

Parks, Open Space + Trails Guidance

Trails and linear parks are appropriate for this character area, and implementation of the Sweetwater Greenway is encouraged. Natural Open Space/Conservation is also appropriate given the area's significant floodplains.

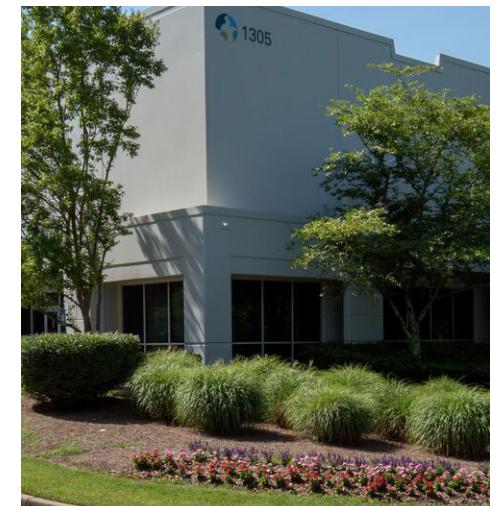
Parks, Open Space, + Trails Guidance	
Type	Access (Level of Service)
Community Park	3 Miles
Natural Open Space/ Conservation Areas	N/A
Trails	2 Miles with Parking

Housing Guidance

- Multi-Family Garden Style
- Townhomes
- Residential Mixed Use

Compatible Zoning Districts for Future Rezonings

- PUD
- C-G
- C-H
- OI
- LI
- LI-R



CHARACTER AREAS

Workplace Campus

Description

The Workplace Campus reserves 800+ acres for a high-tech jobs center in a campus-like environment. Development of the Workplace Campus should occur in accordance with a master plan for access to roads, railroads, water, sewer, broadband and other utilities. There should be no parcel-by-parcel development or redevelopment that precedes a master planned PUD for this site. Uses that will generate heavy truck traffic, excessive noise or nuisances are discouraged. This Character Area resulted from the Winston Small Area Plan's effort to balance economic development goals and the preservation of Winston's rural character.

Current Character

- Rural and largely undeveloped

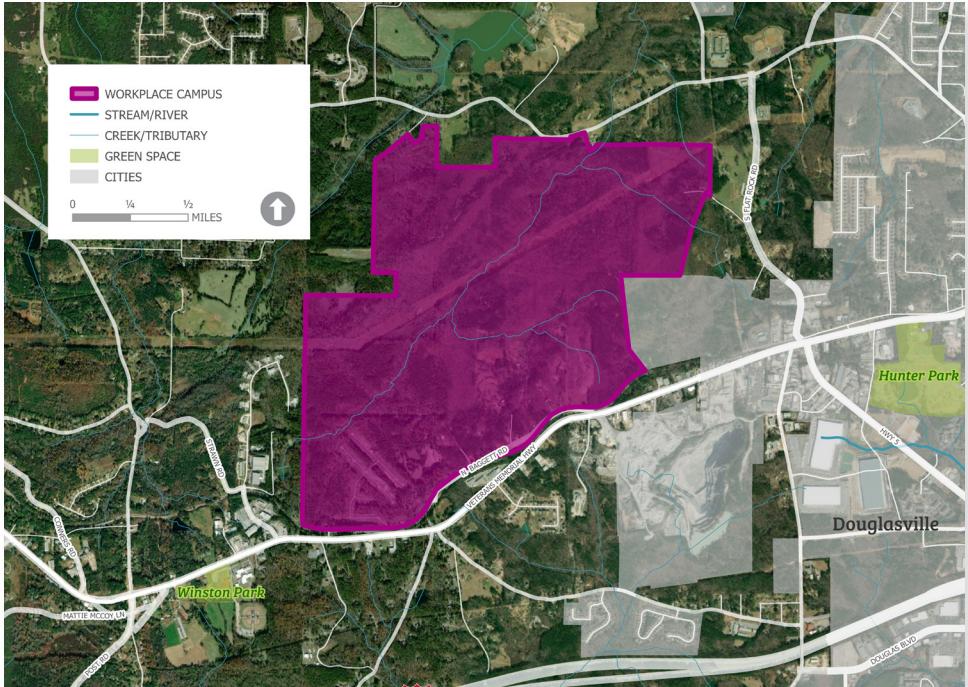
Barriers to Future Development

- Floodplains from Mud Creek
- Lack of sewer
- Lack of roadway connectivity
- Challenging topography

Characteristics that Support Future Development

- Shallow Granite
- Large, undeveloped parcels
- Close to Interstate

Workplace Campus



Potential for New Growth/Development:

NONE LOW SOME **HIGH**

Other Considerations:

- Community does not want additional freight traffic but is open to neighborhood services and job-generating uses
- Should complement the surrounding rural area

Vision: A high-tech jobs center in a campus-like development, such as data centers

CHARACTER AREAS

Future Land Use Changes Can Be:

- Workplace Campus*
- Workplace Center
- Transportation/ Communication/ Utilities
- Parks/ Recreation/ Conservation

*Predominant Land Use(s)

Parks, Open Space + Trails Guidance

Campus-like greenspace supporting industrial-technology employment centers are appropriate. Trails helping to form a connection between Douglasville and Villa Rica should also be encouraged. The following greenspace typologies are appropriate for Workplace Campus:

Parks, Open Space, + Trails Guidance	
Type	Access (Level of Service)
Natural Open Space/ Conservation Areas	N/A
Trails	2 Miles with Parking

Housing Guidance

Housing expansion should be discouraged in Workplace Campus.

Compatible Zoning Districts for Future Rezonings

- PUD
- PSP



CHARACTER AREAS

Quarry

Description

The Lithia Springs Quarry operated by Vulcan Materials was opened around 1960 in conjunction with the construction of I-20 through Douglas County. The quarry has remained in continuous operation since that time. It is anticipated it has approximately about 20 years left in its life cycle before it is no longer feasible to continue to operate. Quarry operations are anticipated to continue until such a time as its stock is reasonably depleted. At that point, all proper remediation efforts will be undertaken and the property will transition into an appropriate use for the context of the area.

Current Character

- Mining/Industrial

Barriers to Future Development

- High-impact land use

Characteristics that Support Future Development

- Access to I-20

Potential for New Growth/Development:

NONE **LOW** **SOME** **HIGH**

Vision: A high-impact use transitioning in 10-20 years to a more compatible use with surrounding neighborhoods

Quarry



Future Land Use Changes Can Be:

- Quarry*
- Transportation/ Communication/ Utilities
- Parks/ Recreation/ Conservation

* Predominant Land Use(s)

Parks, Open Space + Trails Guidance

- N/A

Housing Guidance

- Housing is not permitted in this area

Compatible Zoning Districts for Future Rezonings

- HI (limited)
- PSP



CHARACTER AREAS

State Park

Description

This character area encompasses all of Sweetwater Creek State Park, Georgia's most visited state park. The State of Georgia protects and maintains the land within this character area. Because of this area is protected, future development is prohibited; however, park amenities and facilities--like visitors centers, cabins, or camping grounds--may expand. Walking and biking trails connecting to Austell and the Chattahoochee Riverlands are part of a long-term vision

Current Character

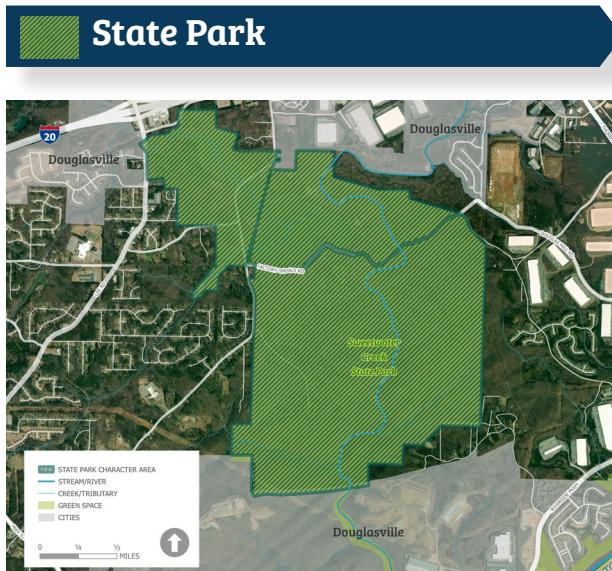
- Protected State Park
- Woodlands
- Active and passive recreation uses, like hiking and fishing, respectively
- Structures supporting park functions, like Visitor's Center

Barriers to Future Development

- Owned by State for recreation purposes

Characteristics that Support Future Development

- Popular destination in the state



Potential for New Growth/Development:

NONE **LOW** **SOME** **HIGH**

Vision: A pristine green space that attracts visitors and connects to other county destinations through trails

Future Land Use Changes Can Be:

- Parks/ Recreation/ Conservation*
- Transportation/Communication/Utilities

* Predominant Land Use(s)

Parks, Open Space + Trails Guidance

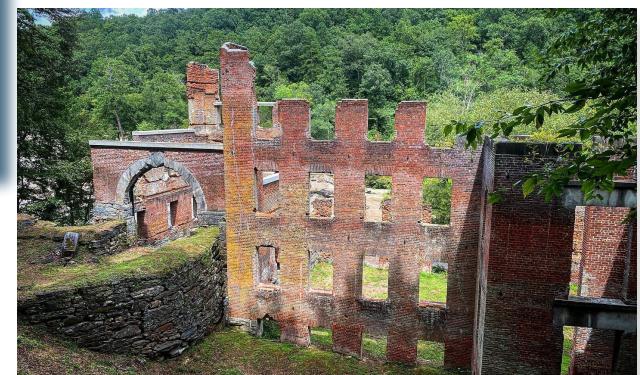
This character area encompasses Sweetwater Creek State Park, so additional parks are not possible in this area, but the expansion of trails are appropriate and encouraged.

Housing Guidance

Housing is not permitted in this area

Compatible Zoning Districts for Future Rezonings

- PSP



CHARACTER AREAS

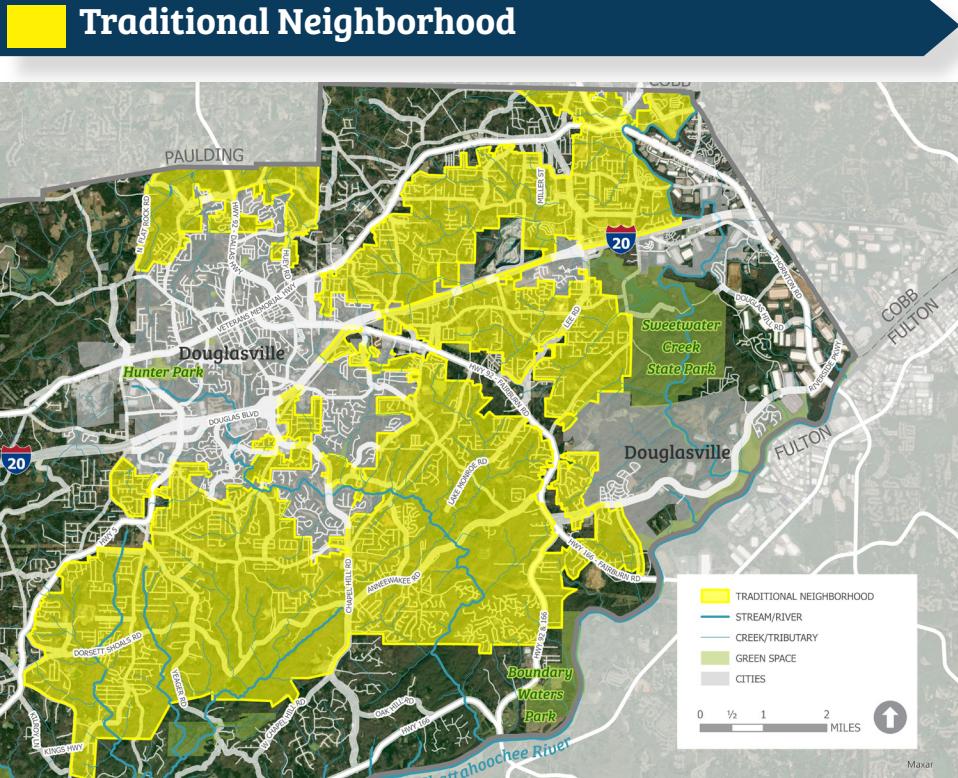
Traditional Neighborhood

Description

The Traditional Neighborhoods are communities that support high quality suburban lifestyles. These areas predominantly have single family neighborhoods and neighborhood-serving shopping centers. There is widespread access to water and sewer infrastructure and relatively good access to automobile transportation opportunities. Some areas are limited for development due to environmentally sensitive conditions, including granite deposits, topography, and watershed protection restrictions.

Neighborhood development patterns reflect a diversity of ages, styles, and materials. The predominant development pattern is single-family residential, with limited nodes of non-residential development that serve neighborhood needs. Non-residential development most appropriate to these areas include schools, religious institutions, small-to medium-sized commercial centers, parks, and cultural opportunities. Large commercial centers, office or industrial development are not appropriate for this character area. Higher density residential uses are appropriate in transitional areas along major corridors.

New development should incorporate high quality materials and reflect design and landscape considerations appropriate to the context of the neighborhood it serves. An emphasis on context appropriate development that considers the historic time period and appropriate materials of adjacent development is preferred. Landscape and vegetation to preserve the county's green canopy and rural character is required for all new development. Appropriate connections to the county's bicycle/pedestrian, automotive and transit networks will be evaluated for all new developments or changes to existing developments.



Current Character

- A mix of historic and newer suburban-style residential neighborhoods
- Some smaller shopping centers and strip commercial along corridors
- Multiple creek systems present, such as the Anneewakee, Gothards, Little Bear, and Sweetwater Creeks
- Barriers to Future Development
- Granite/Gneiss and some bands of quartzite
- Flood zones from various creek systems
- Some protected watershed regulations around Baldwin Bear Creek Watershed

CHARACTER AREAS

Characteristics that Support Future Development

- Undeveloped large lots
- Widespread sewer access
- Relatively good transportation access

Potential for New Growth/Development:

NONE LOW SOME **HIGH**

Other Considerations:

While single-family residential is the predominant housing type, increasing housing diversity is encouraged because of the level of infrastructure available. Higher density housing will be limited to corridors.

Vision: Well-connected and high-quality suburban residential communities

Future Land Use Changes Can Be:

- Suburban Living*
- Urban Residential*
- Rural Places
- Neighborhood Village Center
- Community Village Center
- Transitional Corridor

- Mixed Use Corridor
- Public/Institutional
- Transportation/ Communication/ Utilities
- Parks/Recreation Conservation

** Predominant Land Use(s)*

Parks, Open Space + Trails Guidance

The Traditional Neighborhood character area is well-served by community parks (see Map on page 133 in the Parks, Open Space, and Trails chapter); however, the creation of additional parks and recreation spaces is encouraged. Based off the typology discussed in the Parks, Open Space, and Trails chapter, the following greenspaces would be appropriate for Traditional Neighborhood:

Parks, Open Space, + Trails Guidance	
Type	Access (Level of Service)
Neighborhood Park	1 Mile
Community Park	3 Miles
Natural Open Space/ Conservation Areas	N/A
Trails	1/2 Mile with Parking

Housing Guidance

- Single Family Low Density
- Single Family Medium Density
- Single Family High Density (limited)
- Cottage Court (limited)
- Du/Tri/Quadplex (limited)
- Townhomes (limited)
- Multi-Family Garden Style (limited)
- Residential Mixed Use (limited)
- Accessory Dwelling Unit (ADU)

Compatible Zoning Districts for Future Rezonings

- R-LD
- R-MD (limited)
- R-HD (limited)
- OI
- C-G
- PRD
- PUD



CHARACTER AREAS

Byway Reserve

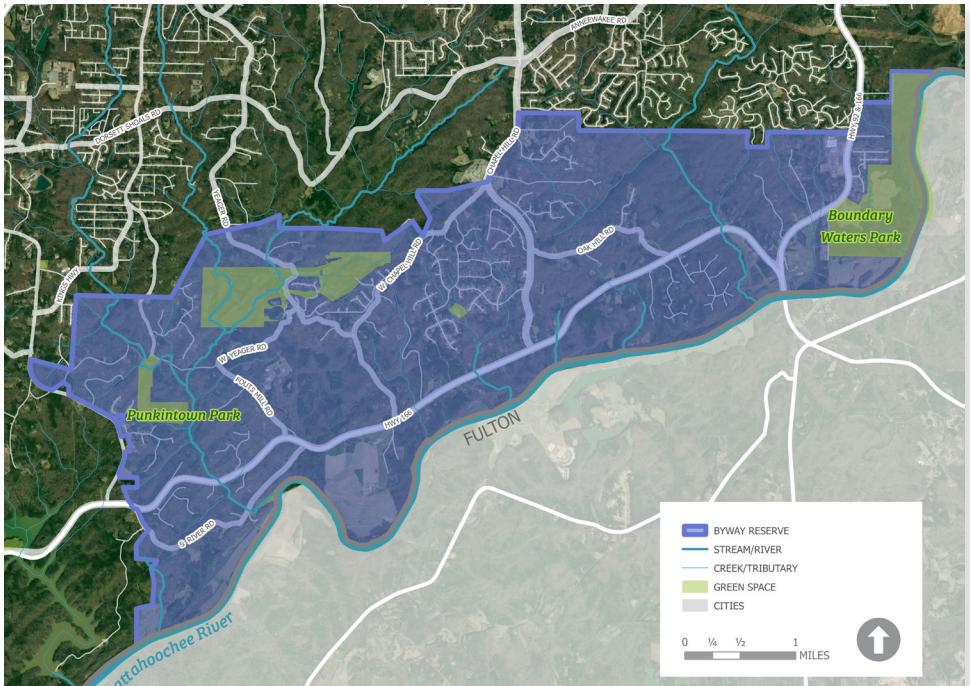
Description

The Byway Reserve is centered around the South Douglas Scenic Byway and reflects the emphasis on protecting the intrinsic values of this area, including its historic, cultural, natural, and scenic qualities. Estate residential or other low-density residential uses area appropriate. Preserving rural views from the South Douglas Scenic Byway and other key corridors is paramount. Conservation uses are common in this area due to challenges to development from environmentally sensitive conditions, including topography, granite, watershed protection regulations, and floodplains.

The Byway Reserve is composed primarily of rural residential development. This includes large-lot single-family development and some established single-family planned subdivisions. Density in this area is largely achieved through the development of an accessory dwelling unit to a principal dwelling. Some areas of limited sewer access may be appropriate for cluster-style single-family development if completely screened from the road and adjacent uses to preserve the rural aesthetic of the area.

New development should incorporate high quality materials and reflect design and landscape considerations appropriate to resort mixed-used development patterns of the predominant development anchors in the area. Landscape and vegetation to preserve the county's green canopy and rural character is required for all new development. Appropriate connections to the county's bicycle/pedestrian, automotive and transit networks will be evaluated for all new developments or changes to existing developments.

Byway Reserve



Current Character

- Mix of undeveloped woodlands and large-lot suburban-style residential
- Abundance of natural resources like the Anneewakee Creek and Bear Creek systems, Chattahoochee River
- Boundary Waters Park

Barriers to Future Development

- Some deposits of granite, gneiss, and quartzite
- Protected watershed
- Significant floodzones near Chattahoochee River

CHARACTER AREAS

Characteristics that Support Future Development

- Large, undeveloped lots
- Some sewer access

Potential for New Growth/Development:

NONE **LOW** **SOME** **HIGH**

Other Considerations:

- The South Douglas Scenic Byway (Highway 166) passes through the heart of character area and roughly follows Segment 2 policy area included in the South Douglas Scenic Byway Corridor Management Plan and its policies align with this Character Area.
- Denser housing types, like conservation subdivisions, are appropriate but must be accompanied by adequate conservation provisions. If developed, these dense housing types should be located outside the viewshed of the Scenic Byway.

Vision: An amenity-rich, rural, natural area transitioning to accommodate low-impact residential communities

Future Land Use Changes Can Be:

- Rural Places*
- Suburban Living* (limited)
- Public/Institutional
- Parks/Recreation Conservation
- Transportation/ Communication/ Utilities

*Predominant Land Use(s)

Parks, Open Space + Trails Guidance

Boundary Waters Park is the flagship community park for the Byway Reserve and southern Douglas County. This character area also features Punkintown Park, a future community park. Despite these high-quality spaces, the high-level parks analysis identified a community park void near Chapel Hill Road between Oak Hill Road and Highway 166 (see map on page 133 in the Parks, Open Space, and Trails chapter). Conservation lands north of West Yeager Road present the opportunity for a community-serving natural area. Related to trails, implementing Chattahoochee Riverlands trails in this area and connecting existing greenspaces are priorities. The table below summarizes the appropriate typologies for Byway Reserve.

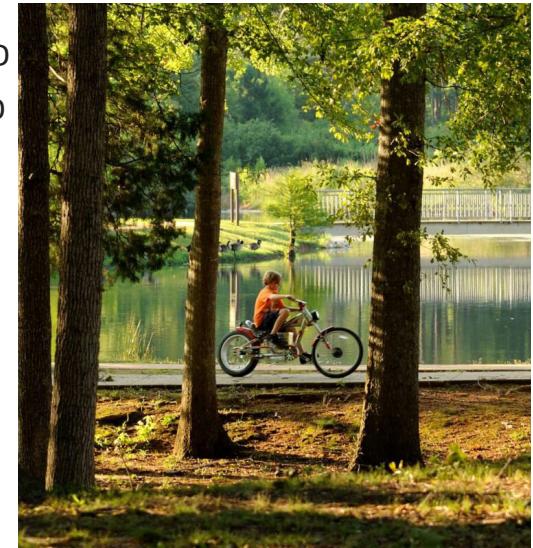
Parks, Open Space, + Trails Guidance	
Type	Access (Level of Service)
Community Park	3 Miles
Natural Open Space/ Conservation Areas	N/A
Trails	2 Miles with Parking

Housing Guidance

- Rural Residential
- Suburban Low Density
- Accessory Dwelling Unit
- Cottage Court (limited)

Compatible Zoning Districts for Future Rezonings

- AG
- R-A
- R-LD
- PUD
- PSP



CHARACTER AREAS

Rural Reserve

Description

The Rural Reserve are areas where rural character will be the primary development pattern for the foreseeable future. Explored further in the Winston Small Area Plan, these areas reflect where rural character generally should be preserved.

They are in proximity to areas of higher intensity development, but they are limited by expansion of infrastructure and environmental challenges. They are characterized by concentrations of estate residential and hobby agriculture development interspersed with more traditional residential development.

Landscape and vegetation to preserve the county's green canopy and rural character is required for all new development. Appropriate connections to the county's bicycle/pedestrian, automotive and transit networks will be evaluated for all new developments or changes to existing developments.

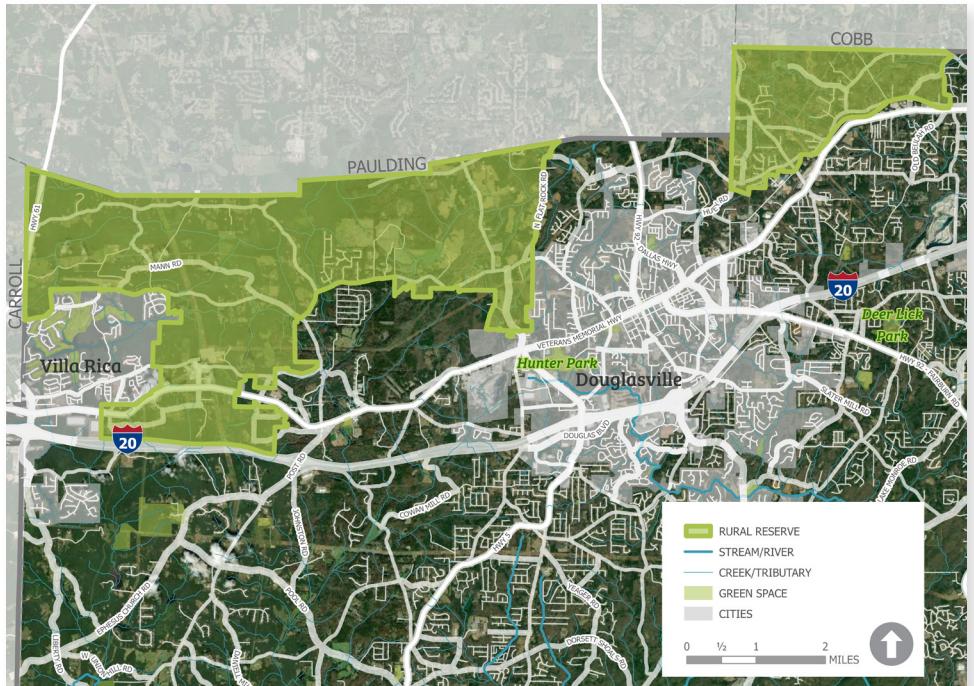
Current Character

- Rural and largely undeveloped, primarily woodlands and agricultural areas
- Scattered single-family, large lots
- Mud Creek and Gothards Creek systems are dominant natural features

Barriers to Future Development

- Significant floodplains around Mud Creek and Gothards Creek
- Partially in protected watershed
- Limited sewer access

Rural Reserve



- Large bands of granite/gneiss

Characteristics that Support Future Development

- Partial access to I-20
- Many undeveloped, large parcels
- Proximity to Douglasville

Potential for New Growth/Development:

NONE **LOW** SOME HIGH

CHARACTER AREAS

Other Considerations:

- Main purpose of this character area is to protect against suburban residential sprawl.

Vision: A rural, residential community characterized by natural areas, rolling farmland, and county crossroads

Future Land Use Changes Can Be:

- Rural Places*
- Suburban Living
- County Crossroads
- Public/Institutional
- Parks/Recreation Conservation
- Transportation/ Communication/ Utilities

* Predominant Land Use(s)

Parks, Open Space + Trails Guidance

Given its rural context, appropriate park typologies for the Rural Reserve include larger, community parks and conservation areas. Trail connectivity is a priority in this character area, particularly to Aeromodellers' Park.

Parks, Open Space, + Trails Guidance

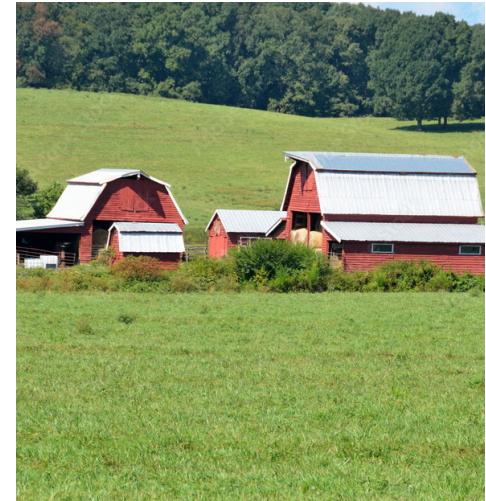
Type	Access (Level of Service)
Community Park	3 Miles
Natural Open Space/ Conservation Areas	N/A
Trails	2 Miles with Parking

Housing Guidance

- Rural Residential
- Suburban Low-Density
- Accessory Dwelling Unit
- Cottage Court (limited)

Compatible Zoning Districts for Future Rezonings

- AG
- RA
- R-LD



CHARACTER AREAS

Dog River Basin

Description

The Dog River Basin limits development to protect the Dog River Watershed. Douglas County relies on the Dog River Reservoir as its drinking water supply, so preservation of water quality and quantity is a paramount consideration for policies and regulations of the county. Low-density residential uses will predominate in this area and non-residential uses are discouraged.

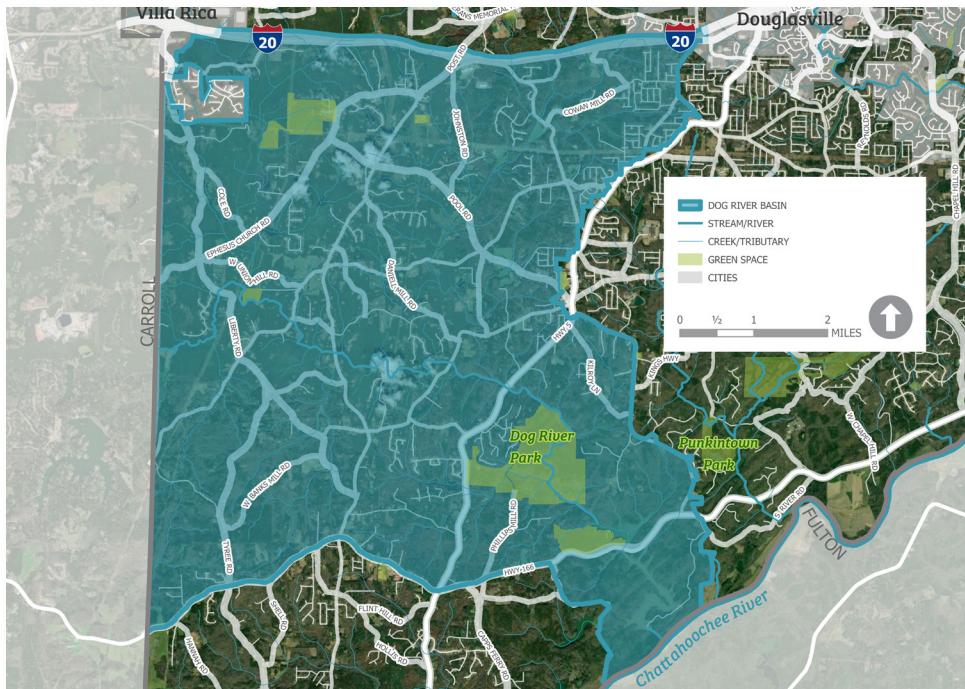
Small- and medium-sized farms in the area continue to operate with traditional activities. Some farms have incorporated agri-tourism opportunities into their operations. Rural-residential development, large lot single-family development, and some established single-family planned subdivisions comprise the predominant development patterns in this area. Density is largely achieved through the development of an accessory housing unit to a principal dwelling.

Landscape and vegetation to preserve the county's green canopy and rural character is required for all new development. Appropriate connections to the county's bicycle/pedestrian, automotive and transit networks will be evaluated for all new developments or changes to existing developments.

Current Character

- Rural and rural residential on large lots
- Dog River natural system
- Very little commercial or industrial
- Scenic Byway (Highway 166) passes through character area

Dog River Basin



Barriers to Future Development

- Protected watershed with larger 3-acre minimum lot sizes
- Lack of sewer access
- Limited transportation network

Characteristics that Support Future Development

- Access to I-20 in northern part of character area
- Many undeveloped, large parcels

CHARACTER AREAS

Potential for New Growth/ Development:

NONE **LOW** SOME HIGH

Other Considerations:

- Density Transfer Program should be explored here
- Community desire/need for improved access to commercial services such as a grocery store
- Community desire to preserve natural areas and rural character

Future Land Use Changes Can Be:

- Rural Places*
- County Crossroads
- Public/Institutional
- Parks/Recreation Conservation
- Transportation/ Communication/ Utilities

* Predominant Land Use(s)

Vision: A rural, low-intensity residential community characterized by natural areas and rolling farmland punctuated by county crossroads

Parks, Open Space + Trails Guidance

The Dog River Basin is rural in character with most residents having access to greenspace on their own property, so there is little demand for smaller, local parks; however, larger, community parks and conservation areas are appropriate in this character area. Trail connectivity is a community priority, particularly those connecting to existing parks and the Chattahoochee Riverlands.

Parks, Open Space, + Trails Guidance	
Type	Access (Level of Service)
Community Park	3 Miles
Natural Open Space/ Conservation Areas	N/A
Trails	2 Miles with Parking



Housing Guidance

- Rural Residential
- Suburban Low Density
- Accessory Dwelling Unit

Compatible Zoning Districts for Future Rezonings

- AG
- RA
- PUD (limited)



CHARACTER AREAS

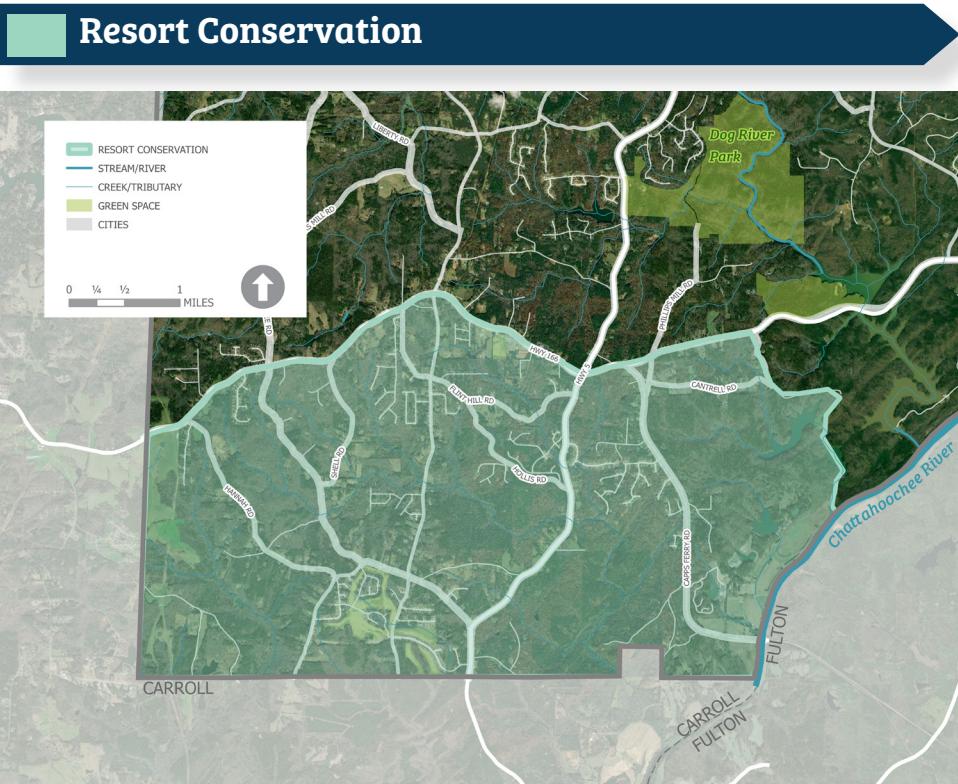
Resort Conservation

Description

The Resort Conservation area recognizes the compatibility of economic development opportunities through health, wellness, sporting and agri-tourism initiatives with preservation of traditional residential neighborhood and estate development. Commercial recreation uses in this area include equestrian facilities and uses, boating, biking, trails, sport shooting and golf. Commercial lodging, dining, wellness, and spa facilities are under development. Small- and medium-sized farms in the area continue to operate with traditional agricultural activities.

New and established residential neighborhoods are appropriate to the extent that they are developed in a manner that supports the resort-style economic development goals of the area. This area is remote from established centers and has limited infrastructure for transportation, communications, schools, and other public services. New development should recognize these limitations and the desire of the county to grow this area to serve the resort mixed-use development patterns of the predominant development anchors—currently Foxhall and St. Andrews.

New development should incorporate high quality materials and reflect design and landscape considerations appropriate to resort mixed-used development patterns of the predominant development anchors in the area. Landscape and vegetation to preserve the county's green canopy and rural character is required for all new development. Appropriate connections to the county's bicycle/pedestrian, automotive, and transit networks will be evaluated for all new developments or changes to existing developments.



Current Character

- Rural, woodlands
- Rural recreation and resort style development
- Pockets of rural/suburban residential
- Hurricane Creek system and Chattahoochee River are dominant nature features

Barriers to Future Development

- Remote from Interstate
- Lack of transportation network
- Some bands of quartzite

CHARACTER AREAS

Characteristics that Support Future Development

- Sewer expansion
- Large, unbuilt parcels
- Lack of protected watershed

Potential for New Growth/Development:

NONE LOW **SOME** HIGH

Other Considerations:

- Existing residents want to retain the rural character
- Desire to better promote/brand this area as an desirable getaway
- Transition between rural/suburban residential and tourism uses
- Sewer expansion will have tremendous impact in this area and will potentially attract development types that are not desired
- Clustered housing types are appropriate as long as the overall density remains low
- Resorts also accommodate a variety of housing like duplexes

Vision: A destination for rural lifestyles and resort tourism

Future Land Use Changes Can Be:

- Rural Places*
- Resort Mixed Use *
- County Crossroads
- Neighborhood Village Center
- Public/Institutional
- Transportation/ Communication/ Utilities
- Parks/Recreation Conservation

*Predominant Land Use(s)

Parks, Open Space + Trails Guidance

Rural in context, Resort Conservation does not require local parks, as many residents have large yards and live in communities with private greenspaces, but community parks and conservation areas are encouraged here. Enhancing access to trails, particularly those connecting to the Chattahoochee Riverlands system, is a priority. The steering committee voiced that recreational facilities—like soccer fields and basketball courts—are also needed in this part of the County, but existing parks have significant space to accommodate these in the future. The following table describes the level of service of these park types in this rural context:

Parks, Open Space, + Trails Guidance	
Type	Access (Level of Service)
Community Park	3 Miles
Natural Open Space/ Conservation Areas	N/A
Trails	2 Miles with Parking

Housing Guidance

- Rural Residential
- Single-Family Low Density
- Single-Family Medium Density (limited)
- Cottage Court (limited)
- Accessory Dwelling Units

Compatible Zoning Districts for Future Rezonings

- AG
- RA
- R-LD
- PUD
- PSP



CHARACTER AREAS

Historic Lithia Springs

Description

Historic Lithia Springs centers around the established commercial district of the Lithia Springs community. Denser, people-scaled commercial uses cluster near the intersection of S Sweetwater Road and Veterans Memorial Highway (VMH,) Lithia Springs' main street. Envisioned as a mixed-use town center, new development in the commercial core should reflect this historic scale and promote walkable, mixed uses. Immediately surrounding the town center, future development should also incorporate limited higher density residential uses that complement the established, single-family residential uses along the edges of this character area. The Lithia Springs Small Area Plan offers a more detailed redevelopment vision for this Character Area.

Current Character

- Older, small-scaled commercial uses along VMH
- Stable older, single-family neighborhoods

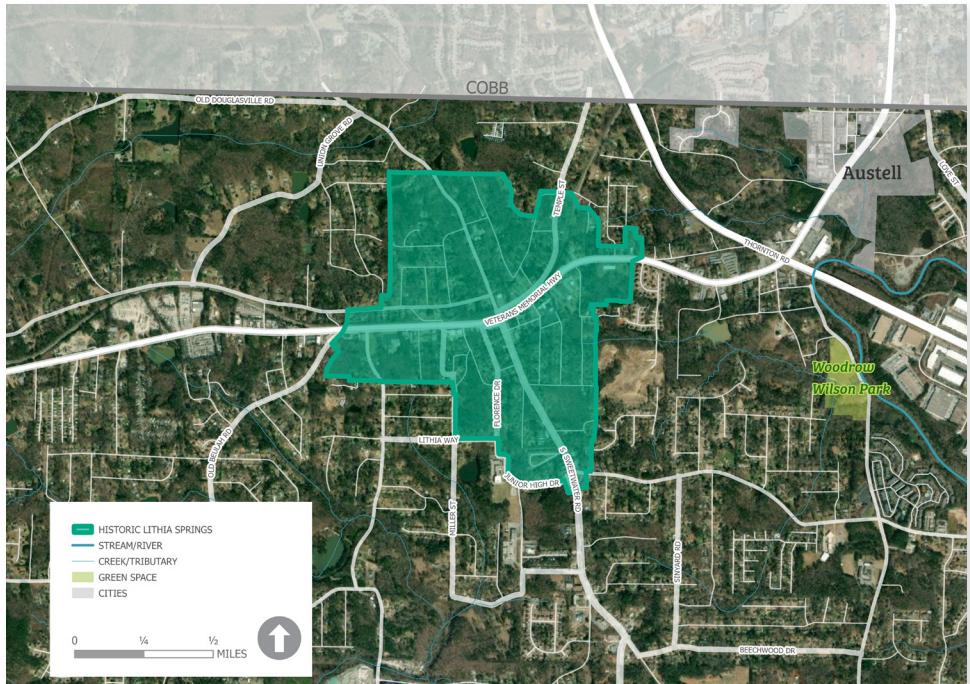
Barriers to Future Development

- Granite/gneiss deposits
- Groundwater recharge area
- Flood zones present
- No sewer infrastructure north of VMH

Characteristics that Support Future Development

- Historic core of Lithia Springs
- Proximity to Cobb County and Atlanta
- South of VMH, access to sewer and strong transportation network

Historic Lithia Springs



Potential for New Growth/Development:

NONE LOW **SOME** HIGH

Other Considerations:

- GDOT projects along VMH result in uncertain future
- Heavy rail line bisects community

Vision: People-scaled, walkable historic town center where small businesses and residents thrive

CHARACTER AREAS

Future Land Use Changes Can Be:

- Neighborhood Village Center*
- Urban Residential
- Mixed Use Corridor
- Public/Institutional
- Transportation/ Communication/ Utilities
- Parks/ Recreation/ Conservation

*Predominant Land Use(s)

Parks, Open Space + Trails Guidance

Nearby community parks serve the Historic Lithia Springs character area; however, the creation of additional parks and recreation spaces is encouraged, particularly small neighborhood or pocket parks to enhance the walkable town center. The Sweetwater Creek Greenway concept passes through the core of Historic Lithia Springs. Based off the typology discussed in the Parks, Open Space, and Trails chapter, the following greenspaces would be appropriate for Historic Lithia Springs:

Parks, Open Space, + Trails Guidance	
Type	Access (Level of Service)
Community Park	1 Mile
Natural Open Space/ Conservation Areas	N/A
Trails	1/2 mile with Parking

Housing Guidance

- Residential Mixed Use
- Townhomes
- Single Family High Density
- Cottage Court
- Du/Tri/Quadplex
- Accessory Dwelling Unit



Compatible Zoning Districts for Future Rezonings

- OI
- C-G
- R-MD
- R-HD (limited)



CHARACTER AREAS

Winston

Description

Winston is a historic, rural community where community services and some employment uses cluster around the crossroads of Post Road and Veterans Memorial Highway. Additional commercial and mixed use is appropriate near this crossroads, particularly near the I-20 onramp. West of this activity center, small-scale, light industrial uses are suitable between VMH and the Norfolk Southern rail line, but operations generating heavy truck traffic are discouraged. Some medium density residential uses are appropriate near the crossroads center, but rural, low density residential characterizes the rest of Winston and is the predominant land use.

Current Character

- Mix of rural residential, community services, and small-scaled light industrial uses
- Historic crossroads

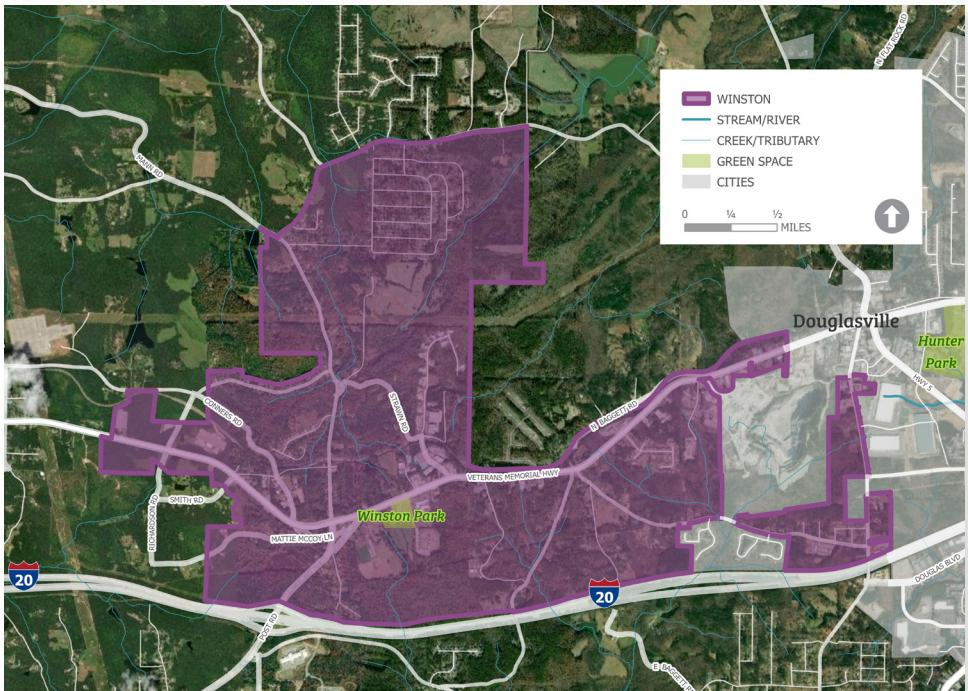
Barriers to Future Development

- Granite/Gneiss deposits
- Groundwater recharge area
- Protected watershed
- Lack of sewer

Characteristics that Support Future Development

- Direct access to I-20
- Many undeveloped, large parcels

Winston



Potential for New Growth/Development:

NONE **LOW** **SOME** **HIGH**

Other Considerations:

- Community does not want additional freight traffic
- A grocery store, restaurants, and other services are highly desired
- Future crossroads development requires sewer expansion

CHARACTER AREAS

Vision: Rural, residential community around a historic crossroads center with restaurants, retail, grocery store, and other services

Future Land Use Changes Can Be:

- Neighborhood Village Center
- Community Village Center
- County Crossroads
- Mixed Use Corridor
- Workplace Center (limited)
- Suburban Living
- Rural Places
- Transitional Corridor
- Public/Institutional
- Transportation/Communication/ Utilities
- Parks/ Recreation/ Conservation

* Predominant Land Use(s)



Parks, Open Space + Trails Guidance

Winston is home to two parks. Near the crossroads, Winston Park provides baseball fields and open space next to Winston Elementary. Further north, Aeromodeler's Park provides space for visitors to fly model airplanes. Given that these parks serve specific uses, additional community parks, nature preserves, and trails are appropriate here.

Parks, Open Space, + Trails Guidance

Type	Access (Level of Service)
Community Park	3 Miles
Natural Open Space/ Conservation Areas	N/A
Trails	2 Miles with Parking



Housing Guidance

- Rural Residential
- Single Family Low Density
- Single-Family Medium Density
- Accessory Dwelling Unit

Compatible Zoning Districts for Future Rezonings

- OI
- C-G
- C-H
- LI (limited)
- LI-R (limited)
- AG
- RA
- R-LD
- R-MD
- PSP



CHARACTER AREAS

Highway 5 Transitional Corridor

Description

The Highway 5 Corridor roughly borders the Dog River Watershed and Bear Creek Watershed Protection Districts. It is a gateway between some of the most urban and rural areas of the county. As such, it provides opportunities to facilitate higher density development in order to maintain lower density and rural areas of the county.

Current Character

- Southern part of the corridor is rural and punctuated by small-scale commercial at key crossroads
- Closer to Douglasville, the northern part has more suburban strip commercial

Barriers to Future Development

- The Bear Creek and Dog River Watershed are protected and currently limit development
- Limited sewer access

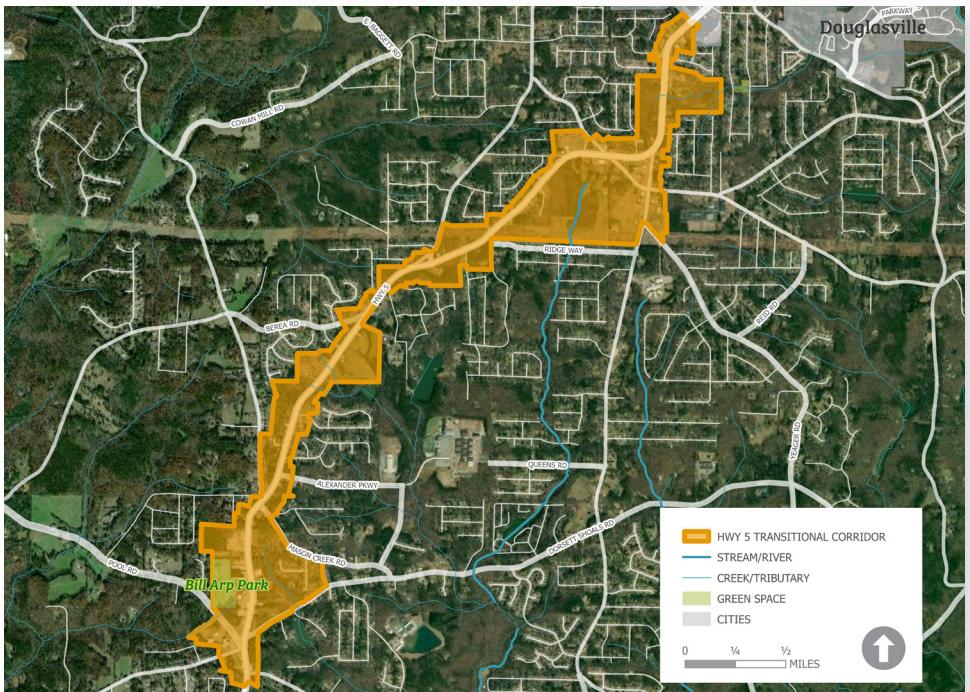
Characteristics that Support Future Development

- Large, undeveloped parcels
- Highway 5 is a key north-south corridor

Potential for New Growth/Development:

NONE LOW **SOME** HIGH

Highway 5 Transitional Corridor



Vision: A key north-south corridor that balances rural character with access to services. This area can accommodate more development at key crossroads to conserve land in the Dog River Basin.

CHARACTER AREAS

Future Land Use Changes Can Be:

- Transitional Corridor*
- Community Village Center*
- Public/Institutional
- Parks/Rec/Conservation
- Transportation/ Communication/ Utilities

*Predominant Land Use(s)

Parks, Open Space + Trails Guidance

At the southern end of the corridor, Bill Arp Park serves as the corridor's community park, as it is equipped with a playground and sports facilities, including baseball fields and a football field. Developing linear parks/trails is a priority. Future trail concepts should focus on connecting existing parks to other greenspaces in the County. The trail framework suggests connecting Bill Arp Park to the Clinton Nature Preserve via a trail roughly following Pool Road.

Parks, Open Space, + Trails Guidance	
Type	Access (Level of Service)
Trails	2 Miles with Parking

Housing Guidance

- Rural Residential
- Single Family – Low Density
- Single Family – Medium Density
- Single Family – High Density (limited)
- Accessory Dwelling Unit
- Cottage Court
- Duplex, Triplex, or Quadplex
- Townhomes
- Residential Mixed Use

Compatible Zoning Districts for Future Rezonings

- OI
- C-G
- R-LD
- R-MD
- R-HD (limited)
- PSP
- PRD



CHARACTER AREAS

Fairburn-Lee Corridor

Description

This section of Highway 92 is the focus of the 2007 Livable Centers Initiative (LCI). This corridor is comprised of three primary development nodes, with the largest one being at the intersection of Fairburn Road and Lee Road. Development along the corridor promotes a mix of commercial, residential, and recreational opportunities.

Current Character

- Strip commercial concentrates close to Douglasville and intersection of Hwy 92/Lee Road
- Other parts are large-lot residential or undeveloped

Barriers to Future Development

- Inconsistent sewer access

Characteristics that Support Future Development

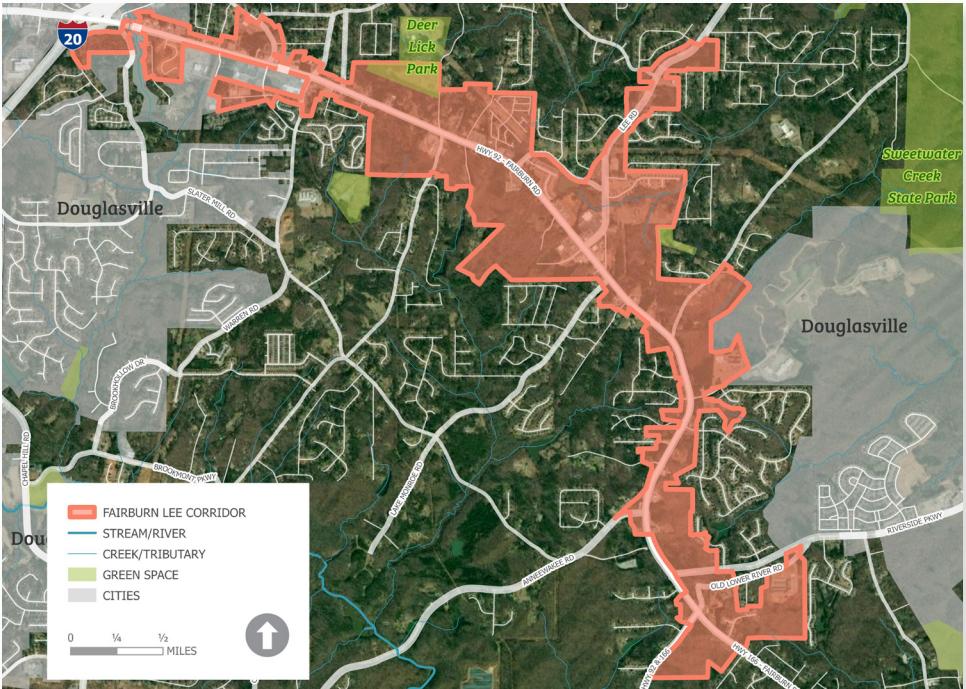
- Major thoroughfare with good Interstate access

Potential for New Growth/Development:

NONE LOW SOME **HIGH**

Vision: *An important north-south corridor that balances a range of residential communities with high-quality neighborhood/community services at key nodes*

Fairburn-Lee Corridor



Future Land Use Changes Can Be:

- Mixed Use Corridor*
- Transitional Corridor*
- Community Village Center*
- Suburban Living
- Urban Residential
- Public/Institutional
- Transportation/ Communication/ Utilities
- Parks/ Recreation/ Conservation

* Predominant Land Use(s)

CHARACTER AREAS

Parks, Open Space + Trails Guidance

The Fairburn-Lee corridor is well-served by community parks, and developing linear parks and trails is a priority for this character area. Mt. Carmel Park offers recreation and open space opportunities within the character area. Deer Lick Park and the Chestnut Log Soccer Complex fall just outside the Fairburn-Lee Corridor. The trails framework shows trails connecting Douglasville to existing facilities on Riverside Parkway as well as Hwy 92 to anticipated facilities on Lee Road.

Parks, Open Space, + Trails Guidance	
Type	Access (Level of Service)
Trails	1 Mile with Parking

Housing Guidance

- Single Family – Low Density
- Single Family – Medium Density
- Single Family – High Density
- Accessory Dwelling Unit
- Cottage Court
- Duplex, Triplex, or Quadplex
- Townhomes
- Multi-Family Garden Style
- Residential Mixed Use

Compatible Zoning Districts for Future Rezonings

- OI
- C-G
- C-H
- PRD
- PUD
- R-LD
- R-MD
- R-HD



CHARACTER AREAS

VMH Professional Corridor

Description

This section of Veterans Memorial Highway (VMH) is a portion of the old Bankhead Highway, which was one of the first federal auto trails, a precursor to the federal highway system. As a result, it has a legacy of auto-oriented and industrial uses in proximity to a number of first-generation suburban neighborhoods. The Lithia Springs Small Area Plan identified this part of VMH as a place to concentrate job-generating uses like industrial, office, and commercial.

Current Character

- Mix of professional uses including light industrial, warehousing, and auto-oriented businesses
- Traditional suburban residential interspersed

Barriers to Future Development

- Lack of large, undeveloped parcels

Characteristics that Support Future Development

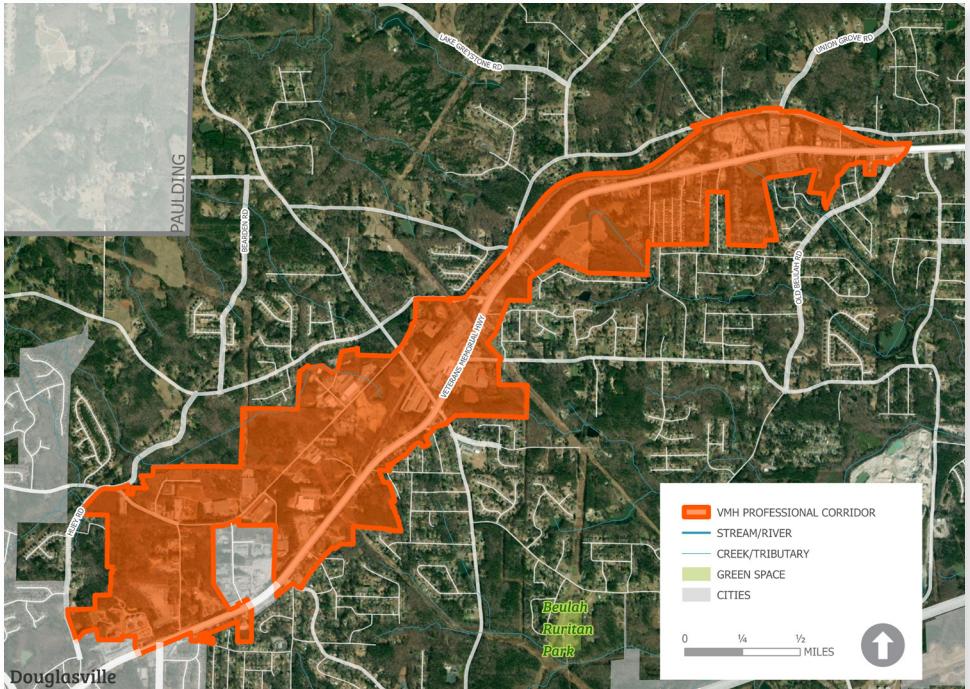
- Proximity to Douglasville and I-20

Potential for New Growth/Development:

NONE **LOW** **SOME** **HIGH**

Vision: A main East-West connection between Douglasville and Historic Lithia Springs that hosts job-generating, professional uses like office, industrial, and commercial.

VMH Professional Corridor



Future Land Use Changes Can Be:

- Workplace Center*
- Mixed Use Corridor*
- Urban Residential
- Public/Institutional
- Parks/Rec/Conservation
- Transportation/Communication/Utilities

* Predominant Land Use(s)

CHARACTER AREAS

Parks, Open Space + Trails Guidance

While it lacks community parks, the focus for the VMH Professional Corridor is to create linear parks/trail connections as well as to encourage the private development of campus-like greenspaces for future professional developments. The trail framework recommends a trail connection between Historic Lithia Springs to Douglasville.

Parks, Open Space, + Trails Guidance	
Type	Access (Level of Service)
Trails	1/2 Mile with Parking



Housing Guidance

- Townhomes
- Multi-Family Garden Style
- Residential Mixed Use

Compatible Zoning Districts for Future Rezonings

- OI
- C-G
- C-H
- LI (limited)
- LI-R (limited)
- R-MD
- R-HD
- PUD



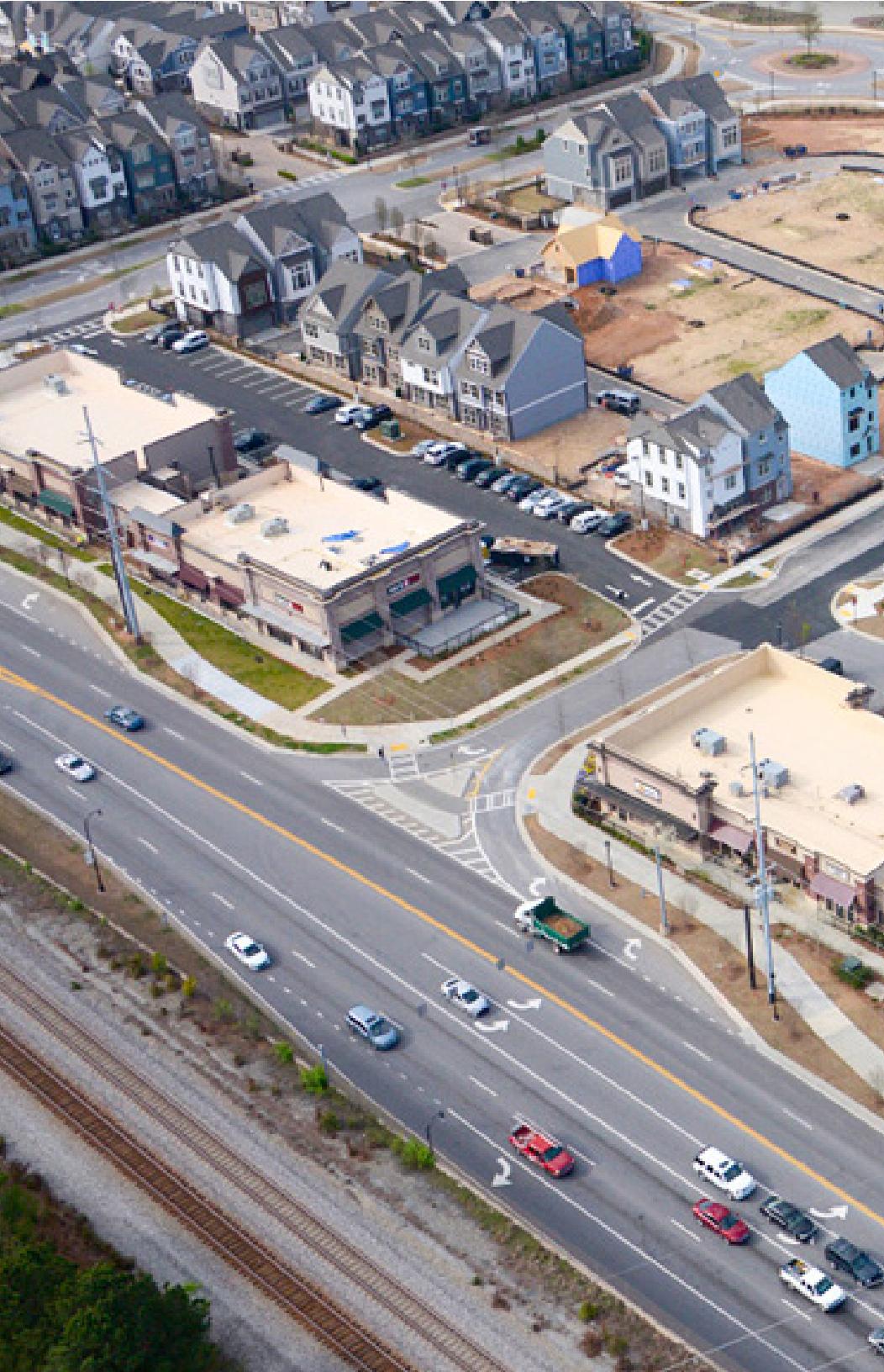
FUTURE LAND USE

Introduction

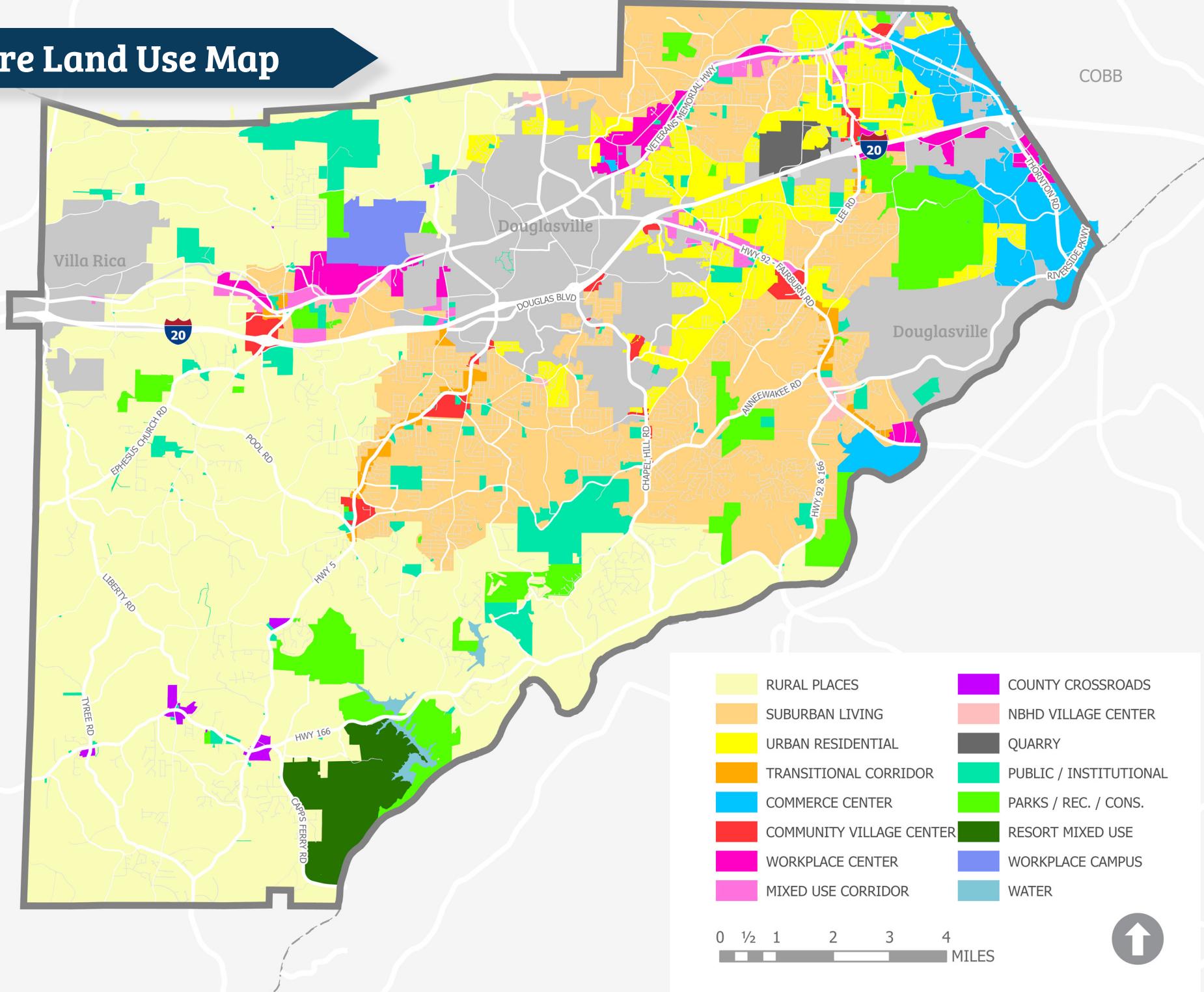
Future Land Use is similar to Character Areas but defines desired land use characteristics at the parcel-specific level. Despite the difference in scale, Character Areas and Future Land Use work together. Each Character Area defines a set of Future Land Use designations that are compatible with the area's identity and vision.

As Character Areas were better defined, the Future Land Use map was updated in tandem. Both of these planning tools ensure compatible and unified development within distinct areas of the County as well as guide zoning decisions.

The Future Land Use designations for Douglas County are shown in the map on page 83 and summarized in Table 17 which starts on page 84.



Future Land Use Map



FUTURE LAND USE

Table 17: Future Land Use Summary Table		Community Facilities	Master Planned Developments	Zoning Districts	Character Areas <small>*Featured as predominant land use</small>
FLU Designation	Description				
Rural Places	<ul style="list-style-type: none"> Areas of the county predominantly characterized by rural residential development, including large lot, single-family residential development and single-family planned subdivisions Typically areas of little or no access to public sewer, with no sewer expansion planned Limited commercial activities may take place in identified nodes, including Neighborhood Village Centers or County Crossroads Active farming operations and agriculturally-oriented land uses are encouraged Conservation activities to mitigate environmentally sensitive conditions are encouraged 	<ul style="list-style-type: none"> Typically lacks public water & sewer is not planned. Modest level of services planned due to low-density nature of the area. 	<ul style="list-style-type: none"> Single-family, agriculturally oriented and open space and master planned developments Small integrated commercial as designated. 	<ul style="list-style-type: none"> AG RA C-G OI-L Max 3,000 SF PUD 	<ul style="list-style-type: none"> Resort Conservation* Byway Reserve* Dog River Basin* Winston Rural Reserve Traditional Neighborhood
Suburban Living	<ul style="list-style-type: none"> Areas of the county predominantly characterized by established single-family residential neighborhoods Typically these areas have access to both public water and sewer and good access to transportation networks Commercial activities may take place in identified nodes and along identified corridors Industrial activities are discouraged and should be buffered from adjacent residential uses Improving connections among parks, greenspaces and community amenities through bike/ ped networks and transit opportunities is a priority 	<ul style="list-style-type: none"> Public water available. Public sewer available or planned. Local public facilities. 	<ul style="list-style-type: none"> Single-family and duplex PUD with limited institutional uses Neighborhood commercial. Limited Community Commercial 	<ul style="list-style-type: none"> R-A R-LD R-MD PUD 	<ul style="list-style-type: none"> Traditional Neighborhood* Byway Reserve* Rural Reserve Winston Fairburn-Lee Corridor

FUTURE LAND USE

Table 17: Future Land Use Summary Table		Community Facilities	Master Planned Developments	Zoning Districts	Character Areas <small>*Featured as predominant land use</small>
FLU Designation	Description				
Urban Residential	<ul style="list-style-type: none"> Areas of the county predominantly characterized by older, established single family development that may include a mix of single family, duplex and townhome development Areas of the county that may be appropriate for additional diversity of housing types, including duplex, triplex, quadplex, townhome and other attached housing types Typically these areas have access to both public water and sewer and good access to major transportation networks including Interstate 20 and one or more state routes Commercial activities may take place in identified nodes and along identified corridors Industrial activities are discouraged and should be buffered from adjacent residential uses Improving connections among parks, greenspaces and community amenities through bike/ped networks and transit opportunities is a priority 	<ul style="list-style-type: none"> Public water & sewer Regional public facilities 	<ul style="list-style-type: none"> PUD featuring mixed housing uses Neighborhood Commercial Office, professional, or institutional uses 	<ul style="list-style-type: none"> R-LD R-MD R-HD R-MH PUD 	<ul style="list-style-type: none"> Traditional Neighborhood Data District Campbellton West Historic Lithia Springs Fairburn-Lee Corridor VMH Professional Corridor
Transitional Corridor	<ul style="list-style-type: none"> Areas of the county along major transportation corridors where there will be demand to increase the density of residential uses These are areas where historic patterns of single-family development may be less desirable in favor of duplex, townhome, and cluster style single-family development Though the Transitional Corridor has allowed for some non-residential development in the past, non-residential development should only be allowed as a part of a mixed use development incorporating multiple residential options and limited commercial, professional or office options Typically, these areas have access to both public water and sewer and good access to major transportation networks including Interstate 20 and one or more state routes Architectural and landscape standards should ensure high quality development that complements existing development Improving bike/ ped and transit connections among these uses is a priority 	<ul style="list-style-type: none"> Linear transitional areas along major transportation corridors 	<ul style="list-style-type: none"> Due to the linear nature of this corridor, and the potential abutment to single-family residential neighborhoods, master planned developments are not typically appropriate. 	<ul style="list-style-type: none"> OI C-G R-LD R-MD R-HD (limited) PRD PUD 	<ul style="list-style-type: none"> Highway 5 Transitional Corridor Traditional Neighborhood Winston Fairburn-Lee Corridor

FUTURE LAND USE

Table 17: Future Land Use Summary Table		Community Facilities	Master Planned Developments	Zoning Districts	Character Areas <small>*Featured as predominant land use</small>
FLU Designation	Description				
County Crossroads	<ul style="list-style-type: none"> Small restricted commercial node located at existing crossroads within areas of the county designated for limited development and preservation of rural character Typically areas of little or no access to public sewer, with no sewer expansion planned Designed to allow for limited convenience and service commercial uses, but are not intended to scale to the type of development more appropriate for a Neighborhood or Community Village Center 	<ul style="list-style-type: none"> Located with the Rural Places Character Area Use of existing commercial areas 	<ul style="list-style-type: none"> n/a 	<ul style="list-style-type: none"> C-G OI 	<ul style="list-style-type: none"> Resort Conservation Winston Dog River Basin Rural Reserve
Neighborhood Village Center	<ul style="list-style-type: none"> Areas located at key crossroad intersections primarily adjacent to areas of higher density suburban residential development Small-scaled neighborhood commercial and service uses are appropriate to provide amenities to established and developing neighborhoods Architectural and landscape standards should ensure high quality development that complements existing development Improving bike/ ped and transit connections among these uses is a priority 	<ul style="list-style-type: none"> Public water & sewer may be available Good transportation access 	<ul style="list-style-type: none"> Mixed-use MPD encouraged “Main Street” style mixed-use encouraged 	<ul style="list-style-type: none"> C-G OI PUD R-MD R-HD (limited) PRD 	<ul style="list-style-type: none"> Historic Lithia Springs* Traditional Neighborhood Winston

FUTURE LAND USE

Table 17: Future Land Use Summary Table

FLU Designation	Description	Community Facilities	Master Planned Developments	Zoning Districts	Character Areas <small>*Featured as predominant land use</small>
Community Village Center	<ul style="list-style-type: none"> Areas that are designed to serve more than one neighborhood and include a higher intensity of commercial activity A diversity of uses may be included in a planned development, including retail, office and service-oriented businesses Anchor tenants, such as grocery stores, pharmacies or department stores are typical of this type of development Higher density residential uses may be found in proximity to, or as a part of, and overall master planned development Amenities, including parks, recreation and cultural activities are encouraged to be developed as a part of community activity centers Typically these areas have access to both public water and sewer and good access to major transportation networks including Interstate 20 and one or more state routes Architectural and landscape standards should ensure high quality development that complement existing development Improving bike/ped and transit connections among these uses is a priority 	<ul style="list-style-type: none"> Public water & sewer may be available Arterial access Regional public facilities 	<ul style="list-style-type: none"> Mixed-use MPD encouraged “Main Street” style mixed-use encouraged 	<ul style="list-style-type: none"> OI C-G PUD R-LD R-MD R-HD CH 	<ul style="list-style-type: none"> Highway 5 Transitional Corridor* Fairburn-Lee Corridor* Traditional Neighborhood Winston
Mixed Use Corridor	<ul style="list-style-type: none"> Mixed Use Corridors anticipate a mix of non-residential uses in proximity to major thoroughfares Development within Mixed Use Corridors should respond to their designated Character Area and other Master Plans or Small Area Studies that are applicable Higher density residential uses may be found in proximity to, or as a part of, and overall master planned development, but development of new residential uses should recognize the primary function of the corridor for non-residential development Mixed Use Corridors are anticipated to support a greater urban density of form, scale and use than other thoroughfares in the county Cohesive architectural standards and extensive landscaping and streetscaping requirements are a priority to define the visual appeal and preserve the aesthetics of these Corridors Planning for appropriate transportation access and expansion and improving bike/ped and transit connections along these Corridors is a priority 	<ul style="list-style-type: none"> Public water & sewer may be available Arterial access Potential rail corridor access Regional public facilities 	<ul style="list-style-type: none"> Mixed-use and master planned developments are highly encouraged within this district. Additional design and site restrictions apply 	<ul style="list-style-type: none"> OI C-G C-H LI LI-R R-MD R-HD PUD PRD 	<ul style="list-style-type: none"> Traditional Neighborhood Historic Lithia Springs Winston Fairburn-Lee Corridor* VMH Professional Corridor*

FUTURE LAND USE

Table 17: Future Land Use Summary Table		Community Facilities	Master Planned Developments	Zoning Districts	Character Areas <small>*Featured as predominant land use</small>
FLU Designation	Description				
Workplace Center	<ul style="list-style-type: none"> Workplace Centers identify suitable locations for current and future intensive commercial, office and technology development along major highway corridors The expectation for businesses located in Workplace Centers is that they are considered to be major employment generators; integrated office parks and similar developments are encouraged Development within Workplace Centers should respond to their designated Character Area and other Master Plans or Small Area Studies that are applicable Landscaping and aesthetics of these areas should be a priority Typically these areas have access to both public water and sewer and good access to major transportation networks including Interstate 20 and one or more state routes Planning for appropriate transportation access and expansion and improving bike/ped and transit connections along these Corridors is a priority 	<ul style="list-style-type: none"> Public water & sewer available or planned in the near future Arterial access Rail access Regional public facilities 	<ul style="list-style-type: none"> Urban design characteristics and unity are major characteristics within planned developments. 	<ul style="list-style-type: none"> OI C-G LI-R R-MD R-HD PUD CH 	<ul style="list-style-type: none"> Data District Campbellton West Winston Workplace Campus VMH Professional Corridor*
Commerce Center	<ul style="list-style-type: none"> Commerce Centers are reserved for industrial office park type development with a focus on interstate-oriented development Development within Commerce Centers should respond to their designated Character Area and other Master Plans or Small Area Studies that are applicable Commerce Centers should be situated a distance from dense residential areas and appropriately buffered from established and future residential development 	<ul style="list-style-type: none"> Public water & sewer Major transportation access 	<ul style="list-style-type: none"> Mixed commercial and industrial uses are the preferred method of development. 	<ul style="list-style-type: none"> OI C-G C-H LI LI-R PUD 	<ul style="list-style-type: none"> Data District Campbellton West Westfork*

FUTURE LAND USE

Table 17: Future Land Use Summary Table

FLU Designation	Description	Community Facilities	Master Planned Developments	Zoning Districts	Character Areas <small>*Featured as predominant land use</small>
Workplace Campus	<ul style="list-style-type: none"> Workplace Campus is reserved as a suitable location for intensive office and technology development that is a part of a master planned development Workplace campus is a major employment generator and targeted toward business-oriented uses Development of the Workplace Campus shall occur in accordance with a master plan for access to roads, railroads, water, sewer, broadband and other utilities Uses that will generate increased traffic from heavy trucks, noise, odors or other nuisances are discouraged Preservation of environmentally sensitive areas as a part of an integrated overall master plan is encouraged Cohesive architectural standards, extensive landscaping requirements, and substantial buffers against adjacent residential uses are required for development of the Workplace Campus 	<ul style="list-style-type: none"> Public water & sewer are not currently planned but can be expanded into this area as a part of a master plan. Arterial access Rail access Proximity to Interstate 20 Regional public facilities 	<ul style="list-style-type: none"> A master plan is required in this FLU designation. Intensive office and technology development that creates a campus-like feel is preferred. 	PUD	<ul style="list-style-type: none"> Workplace Campus*
Resort Mixed Use	<ul style="list-style-type: none"> Resort Mixed Use areas are designed to promote a mix of low-density and low-intensity amenities as a part of a compact, master planned community that complements the rural environment of Douglas County Non-residential uses focus on recreation, agri-tourism, health and wellness, and hospitality in a manner that supports the County's rural heritage and environmentally sensitive resources Economic activities should support the character of surrounding areas so as to continue to allow agricultural, forestry and rural residential land uses to predominate Consideration of the protection of existing natural and cultural resources in the area supersede the demand for new development, and expansion of new infrastructure should be thoughtfully planned and constrained to support the character area and avoid sprawling patterns of development Substantial buffers between new and existing development should provide year round screening and preservation of existing viewsheds New transportation improvements should be context sensitive and greater connectivity through multi-use paths would support the recreational focus of land uses in this area 	<ul style="list-style-type: none"> Public water and sewer available or planned in the near future. 	<ul style="list-style-type: none"> Low density master planned developments with limited mix of uses 	AG R-LD RA PUD	<ul style="list-style-type: none"> Resort Conservation* Rural Reserve

FUTURE LAND USE

Table 17: Future Land Use Summary Table

FLU Designation	Description	Community Facilities	Master Planned Developments	Zoning Districts	Character Areas <small>*Featured as predominant land use</small>
Public/ Institutional	<ul style="list-style-type: none"> Sites and facilities in public ownership for uses such as medical, educational, cultural, governmental, administrative and protective services and cemeteries 	<ul style="list-style-type: none"> Public water and sewer generally required for most uses. 	<ul style="list-style-type: none"> n/a 	<ul style="list-style-type: none"> PSP 	<ul style="list-style-type: none"> Historic Lithia Springs Rural Reserve Traditional Neighborhood Winston Dog River Basin Byway Reserve Resort Conservation VMH Professional Corridor Fairburn-Lee Corridor Highway 5 Transitional Corridor
Parks/ Recreation/ Conservation	<ul style="list-style-type: none"> Areas developed for park or recreation use, or designated as permanent open space 	<ul style="list-style-type: none"> Public water and sewer may be available, but not a requirement. 	<ul style="list-style-type: none"> n/a 	<ul style="list-style-type: none"> PSP 	<ul style="list-style-type: none"> All
Transportation/ Communication/ Utilities	<ul style="list-style-type: none"> Areas of public or semi-public uses including right-of-way, public utility easements, telecommunications facilities and similar 	<ul style="list-style-type: none"> Public water and sewer may be available, but not a requirement. 	<ul style="list-style-type: none"> n/a 	<ul style="list-style-type: none"> PSP 	<ul style="list-style-type: none"> All

FUTURE LAND USE

Table 17: Future Land Use Summary Table

FLU Designation	Description	Community Facilities	Master Planned Developments	Zoning Districts	Character Areas <small>*Featured as predominant land use</small>
Water	<ul style="list-style-type: none"> Rivers, lakes, and other hydrological resources 	<ul style="list-style-type: none"> n/a 	<ul style="list-style-type: none"> n/a 	<ul style="list-style-type: none"> n/a 	<ul style="list-style-type: none"> All
Quarry	<ul style="list-style-type: none"> The Quarry will be maintained according to best practice throughout its useful life. Maintenance of environmentally sensitive resources and consideration to adjacent residential uses shall be priority considerations for any expansion of quarry uses. At such a time as the Quarry's resources are depleted, all proper remediation activities will be undertaken and the property will transition back to a use suitable in light of adjacent land use. 	<ul style="list-style-type: none"> Major transportation access 	<ul style="list-style-type: none"> Stand-alone use 	<ul style="list-style-type: none"> HI (limited) 	<ul style="list-style-type: none"> Quarry*

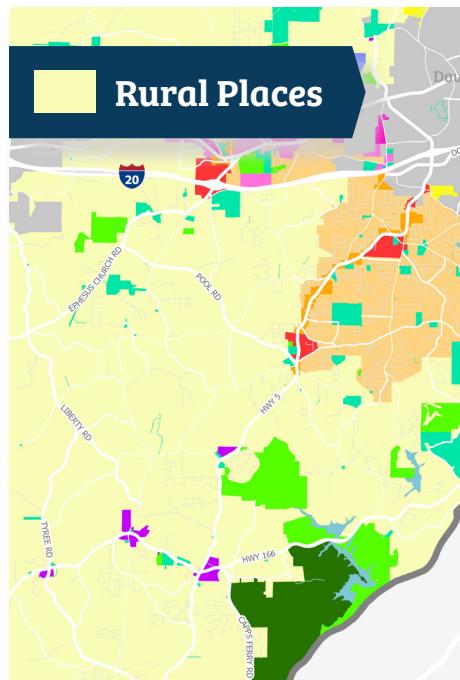
FUTURE LAND USE

Rural Places

While considered largely suburban, much of Douglas County's identity is tied to its rural, small-town heritage and its pristine natural resources. Although large-scale farms are not a major use within the County, many smaller homestead, hobby agriculture, and estate farms still exist. Active farming operations and agriculturally-oriented land uses are encouraged within the Rural Places FLU designation. Rural residential developments, including large lot single-family homes, are also appropriate and can accommodate modest residential growth. This FLU designation encompasses sensitive natural resources that require additional protection; thus, conservation activities to mitigate environmentally sensitive conditions are also encouraged within Rural Places. Areas within this category can accommodate limited "County Crossroads" type commercial in identified nodes; however, the intent of the Rural Places FLU designation is to preserve the County's its scenic rural landscape and rural-residential community rooted in its agrarian history.

Policies and Implementation Strategies:

- Retain and conserve the rural character in the area
- Protect sensitive natural resources areas and encourage conservation
- Encourage and accommodate the further development of estates and mini-farms that are consistent with growth policies of Douglas and that blend into the overall fabric of the County
- In order to maintain and protect rural character, provide limited service levels to these areas, in terms of transportation and sewer improvements, and do not plan for sewer expansion



Primary Land Uses:

- Large homesteads on individual lots
- Large lot single-family home subdivisions
- Equestrian and golf club communities
- Master planned, single-family developments with an overall density of 1 unit per 3 acres (except within the Dog River Watershed Overlay area), including conservation subdivisions

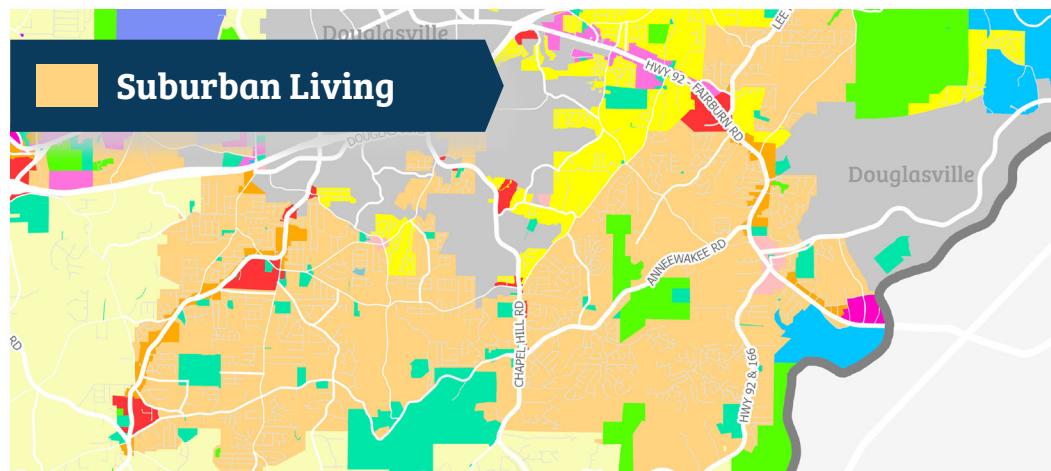
FUTURE LAND USE

Suburban Living

As Douglas County continues to experience growth in both residential and commercial development, areas meant for traditional subdivision and commercial growth to serve nearby residents are necessary. The Suburban Living FLU designation covers areas of the County predominantly characterized by established, traditional single-family residential neighborhoods. The intent of this FLU designation is to channel growth pressures to areas that are suitable in terms of land use patterns and infrastructure investment, and to areas that have a more "suburban" feel. In addition to traditional single family, Suburban Living could promote housing diversity through compatible and accessible—both physically and financially—housing types, like cottage courts and ADUs, to accommodate senior housing needs and residential growth.

Commercial activities may take place in identified nodes and along identified corridors and should be compatible with existing land uses through size, appearance and buffering. Special care should be taken to eliminate any negative impacts, such as lighting, parking, and traffic. Large-scale commercial development and industrial activities are discouraged and should be buffered from adjacent residential uses.

Public services and facilities are offered at a higher level of service to accommodate a denser population. Typically, these areas have access to both public water and sewer and have good access to transportation networks. Improving connections among parks, greenspaces and community amenities through bike/pedestrian networks and transit opportunities is a priority.



Policies and Implementation Strategies:

- Retain and conserve the existing sound housing stock.
- Increase housing diversity and senior housing options through compatible and accessible housing types like cottage courts and ADUs.
- Create bike and pedestrian connections to parks, greenspaces, and community amenities via continuous sidewalks and trails.
- Encourage private developers to provide private neighborhood parks to improve access to greenspaces for Douglas County residents.
- Promote residential development that fosters a sense of community and provides essential mobility, recreation, and open space.
- Accommodate upscale executive housing to meet the market demand.
- Provide for areas of innovative development, such as recreational developments, master planned and traditional communities in appropriate locations.
- Stabilize and protect the essential characteristics of residential environments, including natural features.

FUTURE LAND USE

Suburban Living Continued

Primary Land Uses:

- Large homesteads on individual lots
- Large lot single-family home subdivisions
- Equestrian and golf club communities
- Master planned, single-family developments with an overall density of 1 unit per 3 acres (except within the Dog River Watershed Overlay area), including conservation subdivisions



FUTURE LAND USE

Urban Residential

Areas designated as Urban Residential are located primarily within areas that are currently experiencing growth pressures, such as outside of Douglasville. These areas are predominantly characterized by older, established single-family residential development but currently include a mix of single-family homes, duplexes, and townhomes. Given this existing mix, future residential development in Urban Residential can include these as well as additional housing type diversity. Appropriate attached types include triplexes, quadplexes, and townhomes. Detached cottage courts and ADUs are also appropriate.

Commercial activity designed to serve the adjacent population—like neighborhood and community villages—is appropriate in identified nodes and corridors. Industrial activities are discouraged and should be buffered from adjacent residential uses. Master Planned developments of mixed housing and integrated development are highly encouraged within this area to further the transition from the City of Douglasville. Public Services and Facilities are provided to serve a denser population.

Compatibility with the surrounding area, and specifically established neighborhoods should be a primary policy determination of the type of new development that is approved. Minimum lot size varies by type of unit and whether public water and sewer serves the lot.

Typically, Urban Residential exists in areas with access to both public water and sewer and good access to major transportation networks including Interstate 20 and one or more state routes. Despite this existing access to transportation networks, improving connections among parks, greenspaces and community amenities through bike/ pedestrian networks and transit opportunities remains a priority.



Policies and Implementation Strategies:

- Accommodate a variety of housing types that suit the variety of Douglas County lifestyles and income levels.
- Allow for the conversion of sites to more intensive residential use when appropriate.
- Ensure compatibility between established single family and newer medium density development.
- Provide and maintain a supply of developable land throughout the urban area for residential and other supportive urban uses, as demand warrants and service capabilities permit.
- Encourage locating residential development where full urban services, public facilities, and routes of public transportation are available.
- Permit, in certain sections of the County, multi-family housing developments which are consistent with growth policies of the County and which blend into the overall fabric of the County.
- Develop residential areas that utilize innovative urban design principles that encourage community, pedestrian linkages and mixed-use environments.
- Create bike and pedestrian connections to parks, greenspaces, and community amenities via continuous sidewalks and trails

FUTURE LAND USE

Urban Residential Continued

Primary Land Uses:

- All housing types
- Commercial
- Neighborhood Village Centers
- Community Village Centers
- Transitional Corridors
- Commercial Districts



FUTURE LAND USE

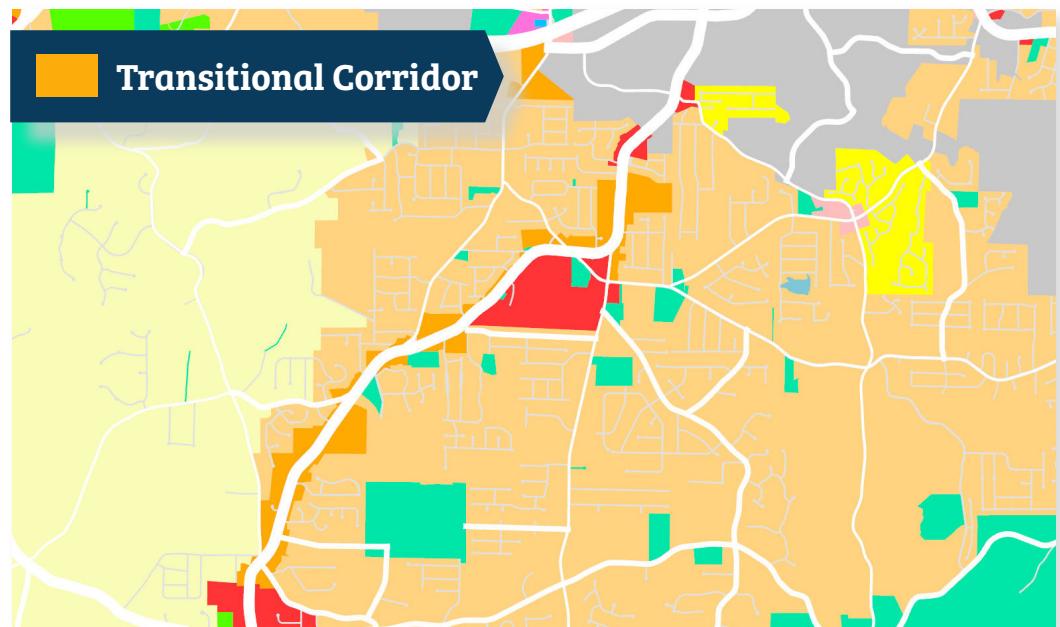
Transitional Corridor

The Transitional Corridor FLU designation includes areas of the county following major transportation corridors, like Highway 5, where there is anticipated demand for increased density of residential uses. These are areas where historic patterns of single-family development may be less desirable in favor of duplex, townhome, and cluster-style single-family development.

Though the Transitional Corridor has allowed for some non-residential development in the past, non-residential development should only be allowed as a part of a mixed use development incorporating multiple residential options and limited commercial, professional or office options.

Generally, areas within Transitional Corridor have access to both public water and sewer. Transportation networks are incredibly accessible, including major thoroughfares, state routes, and Interstate 20.

Transitional Corridor has two additional priorities. First, developments should adhere to architectural and landscape standards to ensure high quality development that complement existing development. Second, developments and the County should improve bike/ pedestrian and transit connections to nearby destinations, parks, and other amenities.



Policies and Implementation Strategies:

- Encourage denser residential development and a variety of housing types along key corridors
- Ensure compatibility between established single family and newer medium density development.
- Develop residential areas that utilize innovative urban design principles that encourage community, pedestrian linkages, and mixed-use environments.
- Create bike and pedestrian connections to parks, greenspaces, and community amenities via continuous sidewalks and trails
- Prevent additional non-residential development, unless a small portion of a mixed use development that includes multiple residential options

FUTURE LAND USE

Transitional Corridor Continued

Primary Land Uses:

- Existing non-residential uses
- More intensive housing types: single family on small lots, duplex, triplex, quadplex, townhome, clustered cottage court, apartments, residential mixed use
- Mixed use districts
- Senior living facilities
- Small churches and community facilities



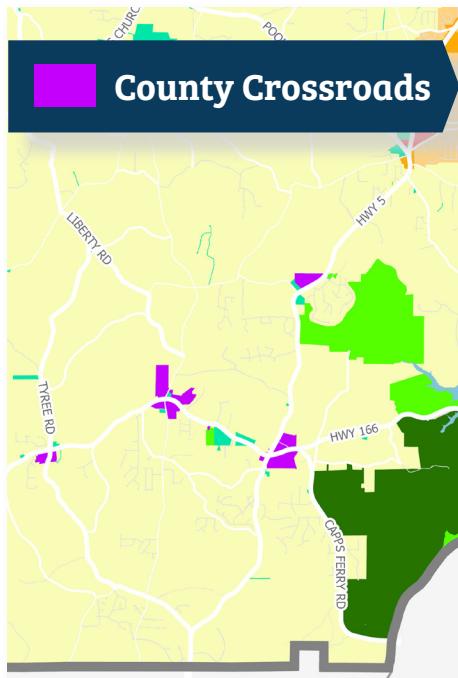
FUTURE LAND USE

County Crossroads

County Crossroads are very small, restricted commercial nodes that currently exist along historic crossroads in the County. These nodes appear within areas of the County designated for limited development and preservation of rural character. Due to the rural nature and single-family orientation of the surrounding area, County Crossroads allow for limited convenience and commercial uses to serve the local community but are not intended to scale to the type of development more appropriate for a Neighborhood or Community Village Center. This character area encompasses outlying areas of the county with little or no access to public water and sewer, and sewer expansion is not planned.

Policies and Implementation Strategies:

- Preserve existing retail/service providers within the rural places character area
- Allow limited expansion within existing crossroads areas at existing intersections within the character area on a case-by-case basis
- Limit size of convenience retailers and service providers to no more than 3,000 square feet
- Primary guideline is that any commercial development should be compatible with surrounding residential properties and developed to serve a very limited immediate service area



Primary Land Uses:

- Existing service commercial uses in rural areas

FUTURE LAND USE

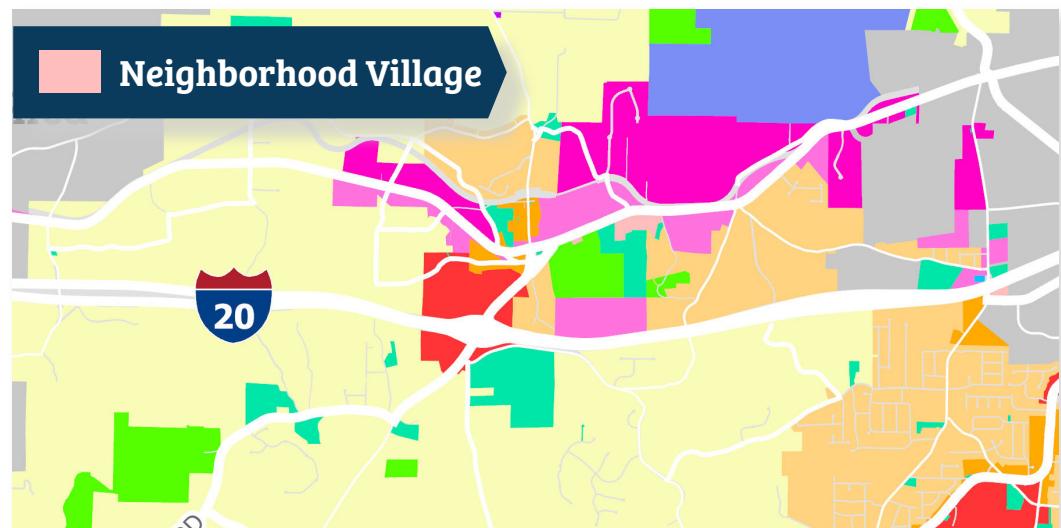
Neighborhood Village Center

Neighborhood Village Centers are areas located at key crossroad intersections primarily adjacent to areas of higher density suburban residential development that offer small-scaled neighborhood commercial and services uses. Examples of these uses include banks, grocery stores, drug stores, and dry cleaners. Architectural and landscape standards should ensure high quality development that complements existing development and arrange commercial uses in a village-like setting that might include a neighborhood park, pedestrian circulation, and public spaces. Thus, a Neighborhood Village Center is envisioned as a compact assortment of convenience-oriented retail stores and services to address the demands of nearby residents in established and developing neighborhoods.

From an urban design perspective, sidewalks are important circulation features in Neighborhood Village Centers, and improving bike/pedestrian and transit connections among these commercial uses is a priority. Another critical element is the scale of the roads that serve these areas. Given its small scale and emphasis on small stores, a Neighborhood Village Center would be overwhelmed by wide thoroughfares carrying high-speed traffic and instead should rely on more modestly scaled roadways and tree-lined streets. Adaptive re-use of existing structures and buildings is encouraged as a focal point.

Policies and Implementation Strategies:

- A Neighborhood Village Center should utilize the “Main Street” feel featuring specialty retail and personal services within a walkable and intimate environment.
- Accommodate a mix of uses—The use of low intensity office, services, retail, and integrated residential are all part of the integrated village center.



- Buildings should be clustered one to three stories and should respect the predominate scale of development in the surrounding area by designing with elements of similar scale and providing a gradual transition to any larger scaled masses proposed.
- Commercial centers should not exceed 10,000 square feet and should feature small retail and services.
- Professional offices should not exceed 6,000 square feet.
- Incorporate urban design elements such as pedestrian lights, consistent signage, and landscaping to contribute to the quaint character of Neighborhood Village Centers and create a sense of place.
- Encourage the use of coordinated and identified elements such as awnings, varying shingle styles or other natural materials, archways, and façade landscaping.

FUTURE LAND USE

Neighborhood Village Center Continued

Primary Land Uses:

- Small-scaled grocery stores, bakeries, cafes and small retail shops
- Personal services, such as laundromats, dry cleaners, and barber/beauty shops
- Professional services such as lawyers, accountants, physicians, and dentists
- Small churches, community services



FUTURE LAND USE

Community Village Center

Typically located at the convergence of major transportation corridors, Commercial Village Centers are envisioned as places with a higher intensity of commercial activity designed to serve more than one neighborhood. Mixed-use developments that combine residential, commercial, service, and recreational uses integrated and linked together by a comprehensive circulation system are encouraged in these nodes. A diversity of compatible uses may be included in a planned development, including retail, office and service-oriented businesses. Anchor tenants, such as grocery stores, pharmacies or department stores are typical. Higher density residential uses may be found in proximity to, or as a part of, and overall master planned development. Amenities, including parks, recreation and cultural activities are encouraged to be developed as a part of these centers. Overall, the Commercial Village Center concept includes a variety of housing options, employment opportunities, businesses, office, retail shops, services, well-placed parks, plazas, and open spaces that create a community where it is possible to live, work and play.

Land use components coexist as part of a collective approach to creating communities that are safe, attractive, and convenient for pedestrians, bicyclists, transit users, and motorists alike. Improving bike/pedestrian and transit connections to the centers is a priority.

Architectural and landscape standards should ensure high quality development that complements existing development. Natural and historic resources within community village centers should be enhanced and preserved as a means of defining a distinct identity or sense of place. Improved connections to natural assets, both bike/pedestrian and vehicular, particularly from existing and developing higher density residential communities will tie the village together.



Primary Land Uses:

- Shopping Centers containing an anchor such as a grocery or large drugstore.
- Small office complexes such as “office condominiums”, financial institutions with drive-thru facilities, full-service restaurants, and medical/dental clinics.
- Small residential component, such as lofts, or residences above ground level office or retail.
- Community gathering spaces and institutional uses, such as libraries, places of worship, and community centers.
- Entertainment and cultural arts should be a major focus of investment in the village.

Typically, these areas have access to both public water and sewer and good access to major transportation networks including Interstate 20 and one or more state routes.

Policies and Implementation Strategies:

- Buildings should be designed to conform to architectural standards and oriented in close proximity to each other to facilitate walking/biking instead of driving.
- The design of a building that occupies a pad or portion of a building within a

FUTURE LAND USE

Community Village Center Continued

planned project or shopping center should share similar design characteristics and design vocabulary. Precise replication is not desirable, instead utilizing similar colors, materials and textures as well as repeating patterns; rhythms and proportions found within the architecture of other buildings in the center can be utilized to achieve unity.

- Encourage a mix of uses, including integrated residential. Mixed use projects that feature vertical integration (such as ground floor retail with living units above) are also encouraged, with an emphasis on greater street presence.
- The development of urban public parks, plazas, and other open space should be integrated into the overall design.
- Community facilities such as schools, branch libraries, and government services, pocket parks, and plazas serve as anchors for a Community Village Center and help to create identity.
- Outdoor dining areas are encouraged and when part of the development program, should be used to activate plazas, the edges of open space, building frontages, and street frontages. Outdoor dining areas should be oriented away from offsite uses that are sensitive to noise or nighttime activity.
- Permit, in certain sections of the County, multi-family housing developments which are consistent with growth policies of the County and which blend into the overall fabric of the County.
- Develop residential areas that utilize innovative urban design principles that encourage community, bike/pedestrian and transit linkages and mixed-use environments.



- Access is provided through a comprehensive system of streets, sidewalks, and greenways that intersect at key locations and connect residential areas to commercial uses. Parking should be conveniently located with the same pull-right-up, walk-in, and walk-out convenience of traditional shopping centers, while at the same, allowing for the buildings and design features to be in the forefront.
- Ground floor pedestrian traffic patterns, compatibility with adjacent street front uses and compatibility with any proposed residential uses or residential uses within the vicinity.
- Parking should be located to the rear or sides of the development whenever possible.
- Coordinate and circulate a variety of alternative transportation modes like vehicles, bus transit, pedestrians, and bicyclists.

FUTURE LAND USE

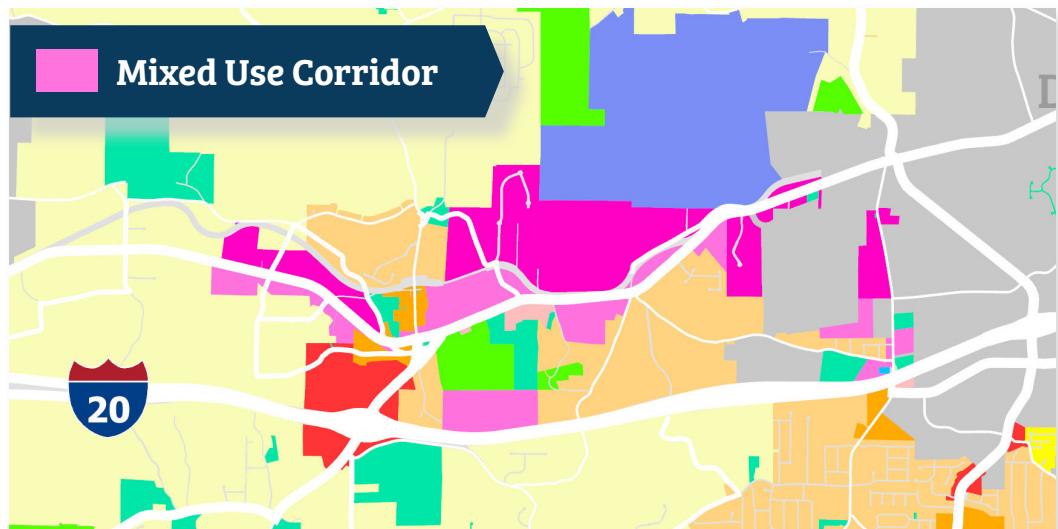
Mixed Use Corridor

Mixed Use Corridors anticipate a mix of non-residential uses in proximity to major thoroughfares and support a greater urban density of form, scale and use than other thoroughfares in the County. These non-residential uses may include heavy commercial uses, light industrial and employment uses that are limited to office and business parks, distribution/service, light industrial, high technology and research, wholesaling companies, and similar businesses that have no significant impacts on the environment. Development within Mixed Use Corridors should respond to their designated Character Area and other Master Plans or Small Area Studies that are applicable. Higher density residential uses may be found in proximity to, or as a part of, and overall master planned development, but development of new residential uses should recognize the primary function of the corridor for non-residential development.

Cohesive architectural standards and extensive landscaping and streetscaping requirements are a priority to define the visual appeal and enhance the aesthetics of these Corridors. Planning for appropriate transportation access and expansion and improving bike/ ped and transit connections along these Corridors is a priority.

Policies and Implementation Strategies:

- Promote a mix of uses: Corridors are suitable for office buildings, research and development, research and development activities, restrictive industrial, warehousing, and light manufacturing which will not have an adverse impact upon environmental quality.



- The number of restaurants with a drive through, car washes, automobile repair/service, or gasoline sales (combined or not combined with another business) is limited in number
- Drive through windows, menu boards, equipment and associated stacking lanes should be located to minimize impacts on adjacent residential areas and should be adequately screened from public view and view of adjacent sites.
- Parking decks should be “wrapped” by retail or residential uses. The providing of parking in an adjoining development manner among owners and developers of adjoining properties should be encouraged.
- Include the use of street trees, landscaped medians, and improved lighting for safety and aesthetics in streetscapes
- The parking or storage of trucks, trailers, or containers is prohibited within the minimum front setback and should be screened along side and rear setbacks.

FUTURE LAND USE

Mixed Use Corridor Continued

Primary Land Uses:

- Light industrial (only within the VMH Corridor)
- Hotels
- Medical and dental offices.
- Auto-oriented services and repair shops
- Highway type commercial, except for large land consumers such as car dealerships and mini warehouses
- Higher density residential like apartments, townhomes, du/tri/quadplexes



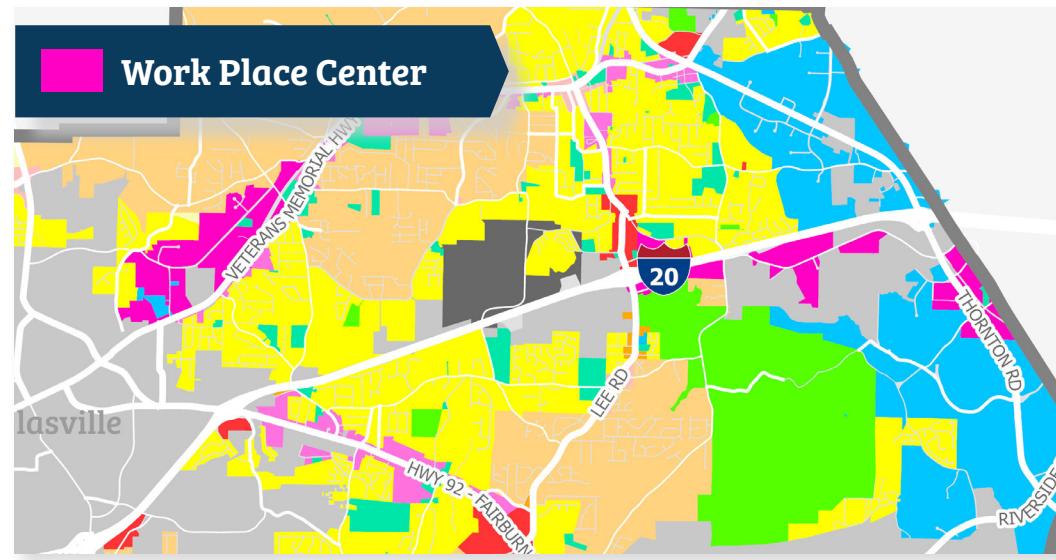
FUTURE LAND USE

Workplace Center

Workplace Centers identify suitable locations for current and future intensive commercial, office, and technology development along major highway corridors. The expectation for businesses located in Workplace Centers is that they are considered to be major employment generators; integrated office parks and similar developments are encouraged. Development within Workplace Centers should respond to their designated Character Area and other Master Plans or Small Area Studies that area applicable.

From an urban design standpoint, the most critical element in creating a visually appealing workplace center is the enforcement of appropriate development standards to ensure adequate site plans and landscaping. Buffers are critical between incompatible uses and guidelines that address signage and lighting will help to mitigate the negative impacts of a high concentration of commercial uses. Vast amounts of parking and loading/ unloading areas should be screened from view. Where possible the parking areas should be distributed to two or more sides of the business to “visually scale down” the size of the parking lot. Inter-parcel access between sites should be used whenever possible. Grouping or “clustering” of shops with commingled parking, landscaping and pedestrian areas is encouraged.

Typically, these areas have access to both public water and sewer and good access to major transportation networks including Interstate 20 and one or more state routes. Planning for appropriate transportation access and in some cases, expansion is a priority. In addition to vehicular access, improving bike/pedestrian and transit connections along these corridors is important.



Policies and Implementation Strategies:

- Workplace centers should be designed as a coordinated whole and integrated into surrounding character of the center. Office and industrial parks are encouraged.
- Buildings should be designed to conform to architectural standards and oriented in close proximity to each other to facilitate walking instead of driving.
- The design of a building that occupies a pad or portion of a building within a planned project or shopping center should share similar design characteristics and design vocabulary. Precise replication is not desirable, instead utilizing similar colors, materials, and textures as well as repeating patterns, rhythms, and proportions found within the architecture of other buildings in the center can be utilized to achieve unity.
- A transition from low buildings at the site perimeter to larger and taller structures on the interior of the site is encouraged.
- Use lighting to draw attention to window displays, signs, and store information and buildings architectural details.

FUTURE LAND USE

Workplace Center Continued

- Signage should be consistent in scale with other signs within the corridor/center, and that complement a building's architecture.
- Where parking structures have a strong relationship to the street or other pedestrian areas, the lower level of the structure should be activated with pedestrian-related improvements, storefronts, or alternative uses and enhanced landscape treatment to soften the structure. Other sides of parking structures should also be landscaped with increasing intensity the more visible the parking structure is from surrounding uses.
- Workplace centers should include pedestrian spaces scaled with respect to the size and demands of the particular use. The space should incorporate landscaping, shaded areas, and seating opportunities for customers and employees.
- Shared parking, or providing parking with adjoining development between owners or developers of adjoining properties, is encouraged.



Primary Land Uses:

- "Showplace" operations such as offices and research facilities, sales and show rooms, and medical complexes
- Comprehensive and cohesive unified projects that integrate commercial, office, and on occasion, residential uses
- High rise office buildings
- Retail, dining, personal business and professional services that support the employment base and local residents
- Major commercial shopping, including department stores and "big box" uses, that is integrated into the overall design of the complex
- Warehouse, distribution, and wholesaling businesses when transportation facilities are sufficient
- Light industrial uses within planned centers
- Convention hotels and motels

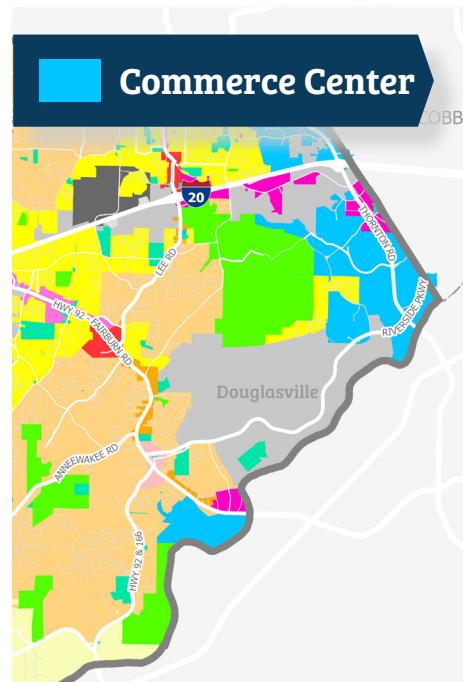
FUTURE LAND USE

Commerce Center

Commerce Centers are reserved for industrial office park type development with a focus on interstate-oriented development. These uses may include office and business parks, warehouse centers, distribution/service, large-scale commercial, light industrial, high technology and research, wholesaling companies, and similar businesses that have no significant impacts on the environment. Developments using planned development concepts are encouraged, such as business parks, campus settings and commercial/industrial mixed-use projects and should respond to their designated Character Area, other Master Plans, or Small Area Studies that are applicable. When located at the perimeter of a Character Area Map Commerce Center area, uses that are lower in intensity and scale to ensure minimal impact to adjacent properties is required. Commerce Centers should be situated a distance from dense residential areas and appropriately buffered from established and future residential development.

Policies and Implementation Strategies:

- The building design and landscaping of any new development should be of a high quality and of an appearance that will enhance and be compatible with the character of the surrounding area.
- All developments should be designed with internal pedestrian circulation patterns. Sidewalks are required and should be identified in the design phase and provided for the design process. These include linkages to individual buildings, neighboring properties, and parking. Inter-parcel site access and shared driveways are desirable between similar uses.



Primary Land Uses

- "Highway Commercial" type uses that are integrated into an overall design, such as sales and show rooms, storage garages, car, and mobile home dealers.
- Large-scale light and general industrial uses, office buildings, and parks

FUTURE LAND USE

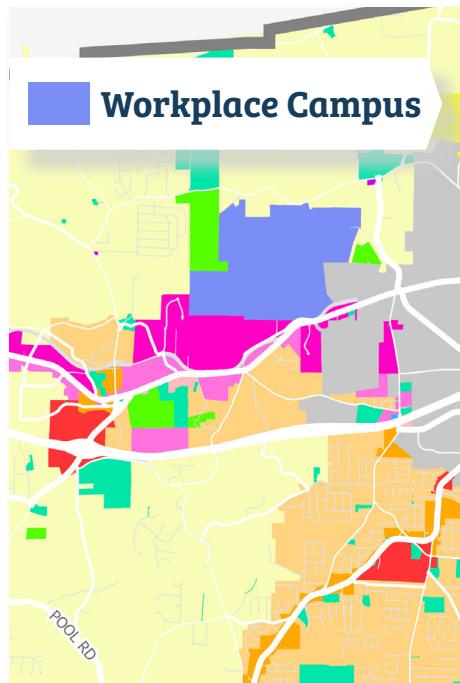
Workplace Campus

Workplace Campus is reserved as a suitable location for intensive office and technology uses that are a part of a master planned development. Workplace Campus uses are business-oriented and major employment generators. Development of the Workplace Campus shall occur in accordance with a master plan for access to roads, railroads, water, sewer, broadband and other utilities. Uses that will generate increased traffic from heavy trucks, noise, odors or other nuisances are discouraged. Preservation of environmentally sensitive areas as a part of an integrated overall master plan is encouraged. Cohesive architectural standards, extensive landscaping requirements, and substantial buffers against adjacent residential uses are required for development of the Workplace Campus.



Policies and Implementation Strategies:

- Sewer will not be expanded until master planned development is approved
- The building design and landscaping of any new development should be of a high quality and of an appearance that will create a transition to the character of the surrounding area.
- All developments should be designed with internal pedestrian circulation patterns. Sidewalks are required and should be identified in the design phase and provided for the design process. These include linkages to individual buildings, neighboring properties, and parking. Inter-parcel site access and shared driveways are desirable between similar uses.
- Private greenspace should be a critical design element to create a campus-like feel.



Primary Land Uses

- Intensive office and technology uses and campuses



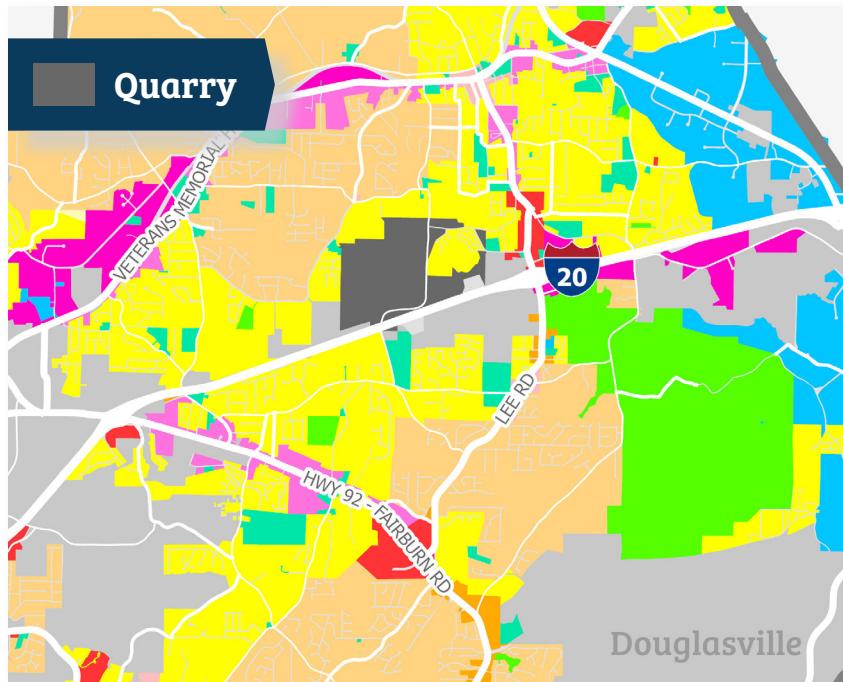
FUTURE LAND USE

Quarry

This area is established to provide for the intensive industrial use associated with Quarry operations. This use is considered a public nuisance, and can be potentially dangerous to health, safety, or general welfare of the County. This use will not be expanded outside of the existing Quarry area and the intent is to maintain it throughout its useful life according to best practices.

Policies and Implementation Strategies:

- At such a time as the Quarry's resources are depleted, all proper remediation activities will be undertaken and the property will transition back to a use suitable in light of adjacent land use



Primary Land Uses

- Professional office to support quarry operations
- Heavy industrial related to quarry operations



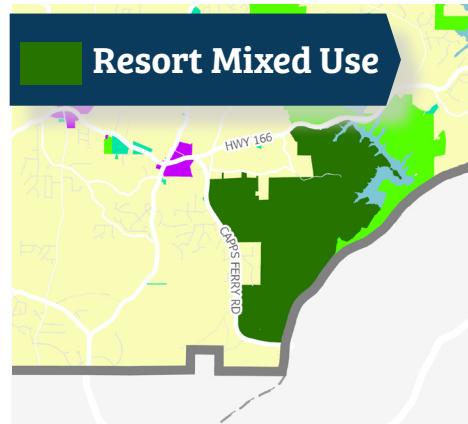
FUTURE LAND USE

Resort Mixed Use

Resort Mixed Use areas are designed to promote a mix of low-density and low-intensity amenities as a part of a compact, master planned community that complements the rural environment of Douglas County. Non-residential uses focus on recreation, agri-tourism, health and wellness, and hospitality in a manner that supports the County's rural heritage and environmentally sensitive resources. Economic activities should support the character of surrounding areas so as to continue to allow agricultural, forestry, and rural residential land uses to predominate. Consideration of the protection of existing natural and cultural resources in the area supersede the demand for new development, and expansion of new infrastructure should be thoughtfully planned and constrained to support the rural character of the area and avoid sprawling patterns of development. Substantial buffers between new and existing development should provide year round screening and preservation of existing viewsheds. New transportation improvements should be context sensitive and greater connectivity through multi-use paths would support the recreational focus of Resort Mixed Use.

Policies and Implementation Strategies:

- Development of the Resort Mixed Use future land use designation should be contained to a defined site and should proceed in accordance with an approved master plan.
- Flexibility of site design that respects the context of the area and is compatible with agricultural, forestry, and low-density rural residential uses is encouraged.
- Appropriate uses should support the economic development of recreational, agritourism, and hospitality industry in the area without crossing into uses that are more appropriately located



Primary Land Uses

- Hospitality uses, including lodging, dining and conference facilities constrained to a defined site and for the support of the master planned development
- Recreation uses, including boating, biking, trails and sport shooting
- Equestrian facilities and uses
- Residential uses compatible with surrounding rural residential character



in the Neighborhood Village Center, Community Village Center, Workplace Center, or Commerce Center.

- Expansion of infrastructure should be sensitive to the context of the area and design to constrain new development to a defined site.
- Preservation of existing natural and cultural resources can enhance developments in the Resort Mixed Use Area and contribute to the preservation of the surrounding Rural Places.

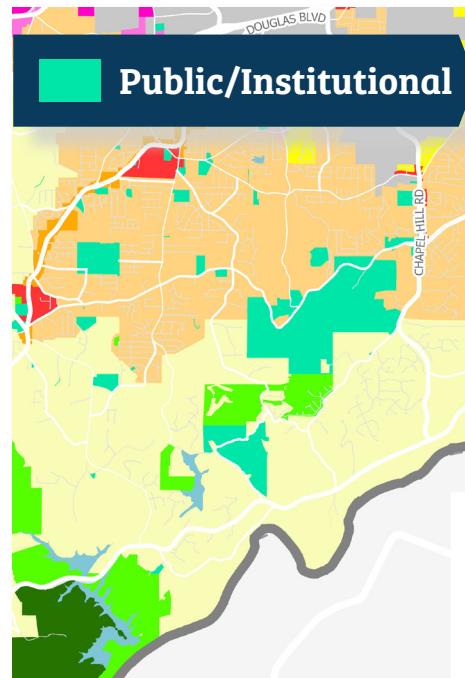
FUTURE LAND USE

Public/Institutional

Sites and facilities in public ownership for uses such as medical, educational, cultural, governmental, administrative, and protective services and cemeteries.

Policies and Implementation Strategies:

- Ensure that the siting of new institutional facilities is compatible with adjacent land uses. Give consideration to potential noise, nuisance, and other issues that may impact otherwise single traditional neighborhoods.
- Provide for adequate transportation infrastructure to meet the needs of facilities, including during peak demand and on weekends, if the facility is heavily used beyond traditional commuting hours.
- Encourage shared parking arrangements, where appropriate.
- Adequately plan for the development of sites that will build out as campuses or other multi-phased projects.



Primary Land Uses

- Public Infrastructure
- Government Facilities
- Schools and other Educational Institutions
- Religious Institutions
- Medical Facilities, including Hospitals

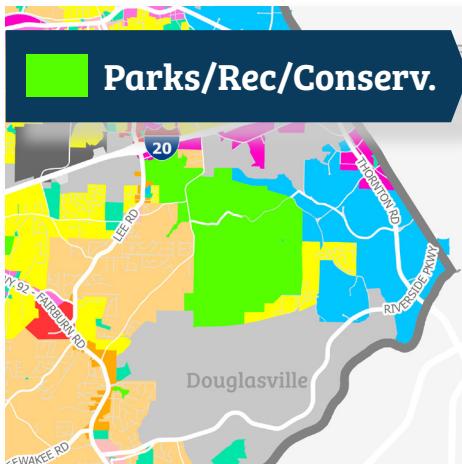
FUTURE LAND USE

Parks/Recreation/Conservation

Parks/Recreation/Conservation areas are those developed for parks, recreation uses, or designated as permanent open space. The recreation and park areas illustrated on the map include neighborhood, community, and regional parks, as well as recreation facilities and golf courses. Not all developed or needed open space areas are indicated on the Character Area map. Open space is required in all zoning Master Plans submitted to the County and is required in other developments when necessary to address recreational and aesthetic concerns, to create a buffer between different land uses, or as required by the Unified Development Code. Residential developments are especially encouraged to incorporate neighborhood park facilities.

Policies and Implementation Strategies:

- Ensure the preservation of the quality and ecological health of environmental resources
- Encourage the development of parks and open space in the planning and permitting of new developments
- Recreational areas will balance the need to conserve sensitive areas and wildlife resources.
- Encourage the installation of public art in parks and recreation areas that is appropriate to the context of the area.
- Coordinate with property owners, where appropriate, to create voluntary conservation mechanisms for natural resources on private property.



Primary Land Uses

Preservation of environmentally sensitive areas

- Greenway trails
- Active and passive recreation areas
- Land conservation
- Wildlife habitat
- Public art



FUTURE LAND USE

Transportation/Communication/Utilities

Areas of public or semi-public uses including right-of-way, public utility easements, telecommunications facilities and similar.

Policies and Implementation Strategies:

- Co-locate utility easements with trails/greenways to build out trail vision.

Primary Land Uses

- Electrical and telecommunications utility easements and accessory structures/facilities
- Sewer utility easements and accessory structures/facilities
- Water towers and accessory structures/facilities
- Transportation right-of-way



FUTURE LAND USE

Water

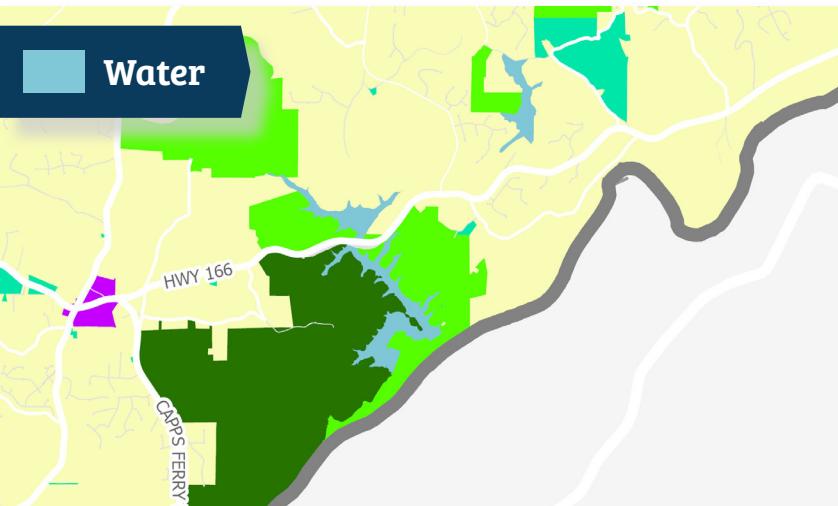
The Water Future Land Use category includes rivers, lakes, and other hydrological resources.

Policies and Implementation Strategies:

- Ensure the preservation of the quality and ecological health of hydrological resources.
- Recreational areas will balance the need to conserve sensitive areas and wildlife resources.

Primary Land Uses

- Preservation of environmentally sensitive, hydrological areas
- Greenway/blueway trails
- Wildlife habitat



FUTURE LAND USE

Figure 11: Character Area and Future Land Use Matrix	Data District	State Park	Campbellton West	Historic Lithia Springs	Westfork	Quarry	Rural Reserve	Traditional Neighborhood	Winston	Workplace Campus	Dog River Basin	Byway Reserve	Resort Conservation	VMH Professional Corridor	Fairburn-Lee Corridor	Highway 5 Transitional Corridor
Rural Places							X	X	X		X	X	X			
Suburban Living							X	X	X			X			X	
Urban Residential	X	X	X					X							X	
Transitional Corridor								X	X						X	X
County Crossroads				X			X		X		X		X			
Neighborhood Village Center								X	X							
Community Village Center								X	X						X	X
Mixed Use Corridor				X				X	X					X	X	
Workplace Center	X	X								X	X			X		
Commerce Center	X	X		X												
Public/ Institutional				X			X	X	X		X	X	X	X	X	X
Transportation/ Communication/Utilities	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Parks Conservation	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Resort Mixed Use							X						X			
Workplace Campus										X						
Quarry						X										

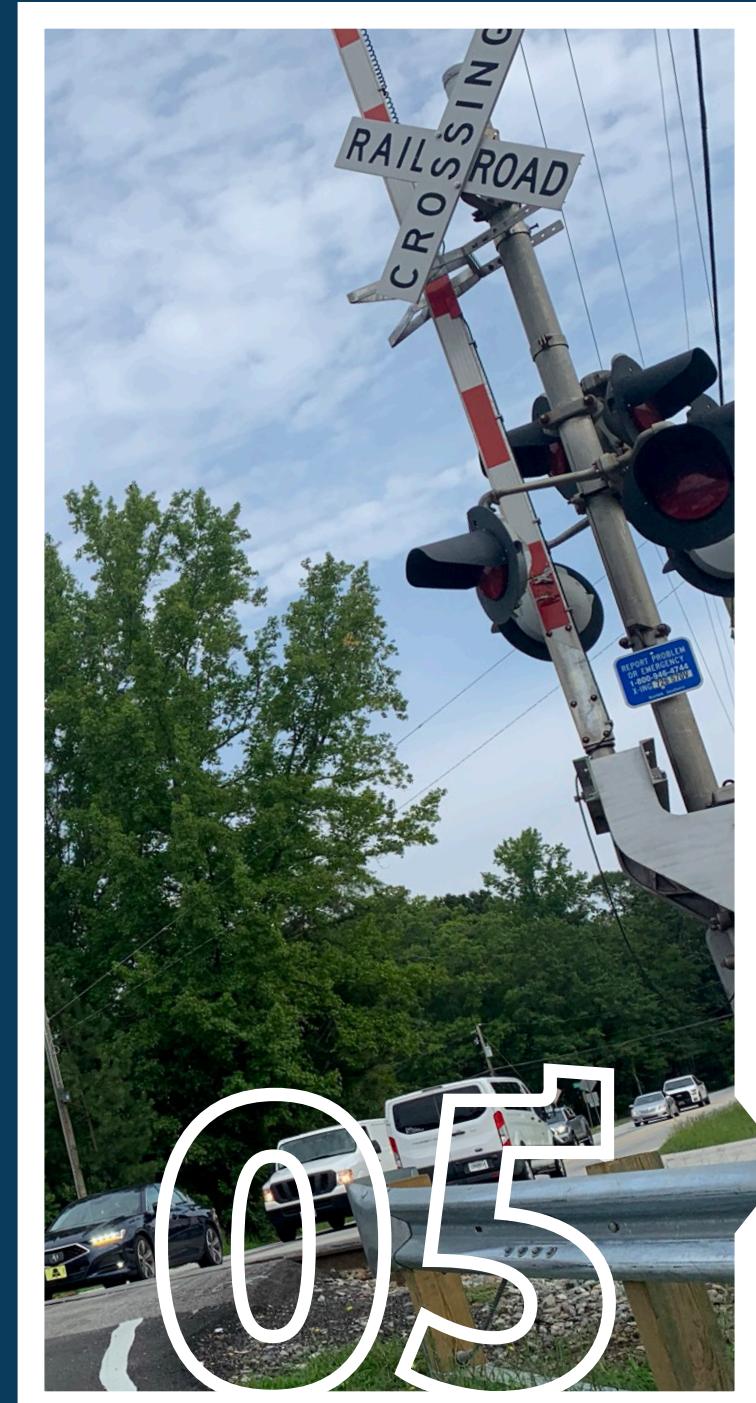
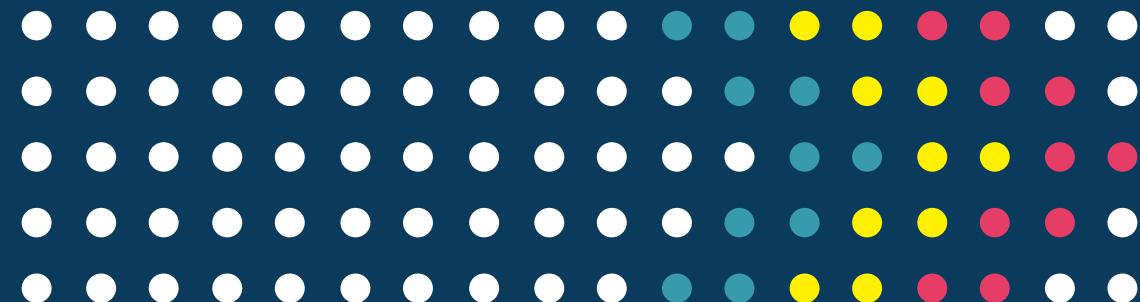
FUTURE LAND USE

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TRANSPORTATION ELEMENT

Connection to the CTP

Priority CTP Projects



TRANSPORTATION

Connecting to the Comprehensive Transportation Plan

The transportation network in Douglas County is intended to provide safe and efficient mobility for all users. The local transportation infrastructure includes roadways, bridges, sidewalks, bike lanes, multiuse paths, trails, and transit. Interstate 20 runs east-west throughout the county and is served by several major arterials including SR 6/Thornton Road and SR 92. Many other roadways in the county are local facilities with three lanes or less.

In 2021, Douglas County published an update to its Comprehensive Transportation Plan (CTP). The document was a joint effort with the County and municipalities of Austell, Douglasville, and Villa Rica to assess existing transportation infrastructure and identify future needs. The document provides a 30-year vision for multi-modal transportation investments that includes a prioritized list of transportation improvements, a 5-year action plan, and recommendations that improve mobility, safety, connectivity, and quality-of-life for Douglas County residents. It should also be noted that the City of Douglasville conducted its own CTP process separate from the County, but was still involved in the County's CTP effort.

The CTP identified approximately 130 projects for Douglas County, comprising over \$2.1

billion in total investment. These projects were sorted into three tiers representing short-term (2022-2026), mid-term (2027-2031) and long-term (2032-2050) investment periods. **Table 2** presents the status of the short-term Tier 1 projects and **Figure 3** maps the Tier 1 Roadway and Active Transportation projects. Most of the CTP's short-term intersection improvement project recommendations were already included in the 2016 County SPLOST, which runs through 2023. Other project recommendations are funded by the Georgia Department of Transportation (GDOT) or are programmed in the Atlanta Regional Commission's Regional Transportation Plan (ARC RTP).

Priority Transportation Projects

As the County moves forward with implementation of the CTP, it should be noted that construction has begun on two key roadway projects to widen Lee Road from Fairburn Road to I-20 (RTP DO-220A/CTP-14/15). Other eagerly anticipated projects include:

- SR 166 intersection improvements at Post Road and Chapel Hill Road
- Intersection improvements along SR 5 at Concourse Parkway and Banks Mills/Pool Road (roundabout)

- Veterans Memorial Highway intersection improvements at John West Road/S. Baggett Road

In the short term, the CTP also recommended the County keep its current trend of roughly \$3 million per year (or approximately 16-18 miles a year) of routine roadway rehabilitation/maintenance to be funded by the SPLOST.

In addition to these recommended roadway projects, the CTP identified an overall need for additional transit service across Douglas County. This included expanding service offerings specifically to transit-reliant populations (i.e. seniors, disabled, and low-income individuals) and exploring countywide demand-response service. In the short-term, the following transit improvements were recommended:

- Maintain the current Connect Douglas system with a slight reallocation of resources from Route 30 to other higher performing routes for efficiency
- Direct ATL/GRTA Xpress bus service to Hartsfield-Jackson International Airport (to be funded by the ATL and assumed start in 2025)
- Conduct a countywide transit master plan, which is currently underway

Finally, the CTP recommended a large-scale active transportation improvement for short-

TRANSPORTATION

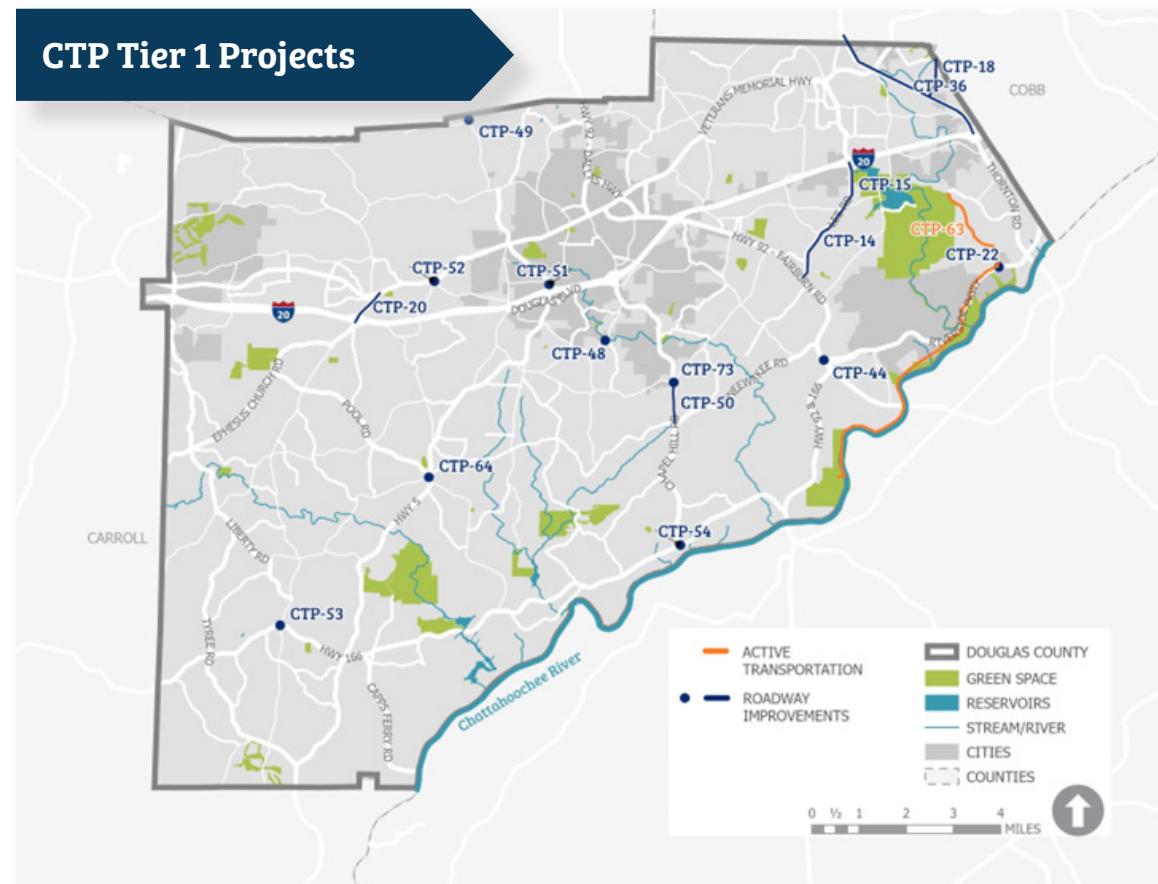
term implementation, this project has been known historically as the Chattahoochee Greenway Trail, but is also a part of the Trust for Public Land's Chattahoochee Riverlands effort and is included in the ARC RTP. This 11-mile trail connection from Boundary Waters Park to Sweetwater Creek State Park and the Chattahoochee River is just one portion of the larger Chattahoochee Riverlands project. A current portion of this trail already exists in Boundary Waters Park in Douglas County. This next phase will link the existing portion through Sweetwater Creek State Park to the edge of the Chattahoochee River.

Beyond the Tier 1 short-term projects are mid- and long-term projects recommended as part of the CTP's 30-year horizon (2020-2050). Tier 2 had a time frame of 2027-2031 and was made up of less than 10 projects overall, but primarily included largescale roadway infrastructure projects such as the widening of Fairburn Road, Lee Road, Sweetwater Road, and the I-20 managed lanes project. All of the projects in Tier 2 are already identified in the ARC RTP.

Tier 3 projects had a time frame of 2032-2050 and contained the largest amount of projects from all the tiers. The Tier 3 project list is made up of a mix of operational/intersection improvements, widening projects, and new roads planned for the long term. New roadways and roadway widenings in this tier that area already included in the RTP include the completion of widening Lee Road, VMH, Chapel

Hill Road, SR 61, Fairburn Road, and the I-20 managed lanes. The Lee Road extension was also included in Tier 3, is included in the RTP, and is already under construction.

A detailed outlook at transportation improvements in Douglas County over the next 30 years can be viewed in the full Comprehensive Transportation Plan document.



TRANSPORTATION

Table 18: Douglas County CTP Tier One Project List

Project #	Road Name	Improvement Limits	Project Description	Status
CTP-14	Lee Road	from SR 92/Fairburn Road to E. County Line Road	Widening	RTP DO-220A - Currently Under Construction
CTP-15	Lee Road	from E. County Line Road to I-20	Widening	RTP DO-220A - Currently Under Construction
CTP-18	Maxham Road	at Thornton Road	Access management/pedestrian improvements/redesign Maxham/Thornton Road intersection	RTP DO-220A - Currently Under Construction
CTP-20	Post Road	from I-20 to SR 8/VMH	Safety Improvements	Included in current SPLOST
CTP-22	Riverside Pkwy	at Rock House Road	Traffic signal	Completed with SPLOST funding
CTP-36-1	SR 6/Thornton Road	from I-20 to SR 6 Spur	Truck Friendly Lanes	RTP DO-299 - No Local Funding
CTP-44	SR 92/Fairburn Road	at Riverside Parkway	Intersection Improvements	Completed with SPLOST funding
CTP-48	Stewart Mill Road	at Reynolds Road	Intersection Improvements	Included in current SPLOST
CTP-49	Sweetwater Church Road	at Dorris Road	Intersection Improvements	Completed with SPLOST funding
CTP-50	Chapel Hill Road	from Central Church Road to Dorset Shoals Road	Widening	Included in current SPLOST
CTP-51	SR 5/Bill Arp Road	at Concourse Pkwy	Intersection Improvements	Included in current SPLOST
CTP-52	SR 8/VMH	at John West Road/S. Baggett Road	Intersection Improvements	Included in current SPLOST
CTP-53	SR 166/Duncan Memorial Hwy	at Post Road	Intersection Improvements	Included in current SPLOST
CTP-54	SR 166/Duncan Memorial Hwy	at Chapel Hill Road	Intersection Improvements	Included in current SPLOST
CTP-64	SR 5/Bill Arp Road	at Banks Mills Road/Pool Road	Roundabout	State Funded - Safety Improvement (PI#: 0009836, ROW authorization is expected to be complete by Nov. 2023)
CTP-73	Chapel Hill Road	at Anneewakee Road	Add WBR Turn Lane and Second SBL Turn Lane	
CTP-63	CHC Regional Greenway Trail	from Boundary of Waters Park to Sweetwater Creek State Park	Trail	RTP DO-298 - (2023-2024)

ECONOMIC DEVELOPMENT ELEMENT

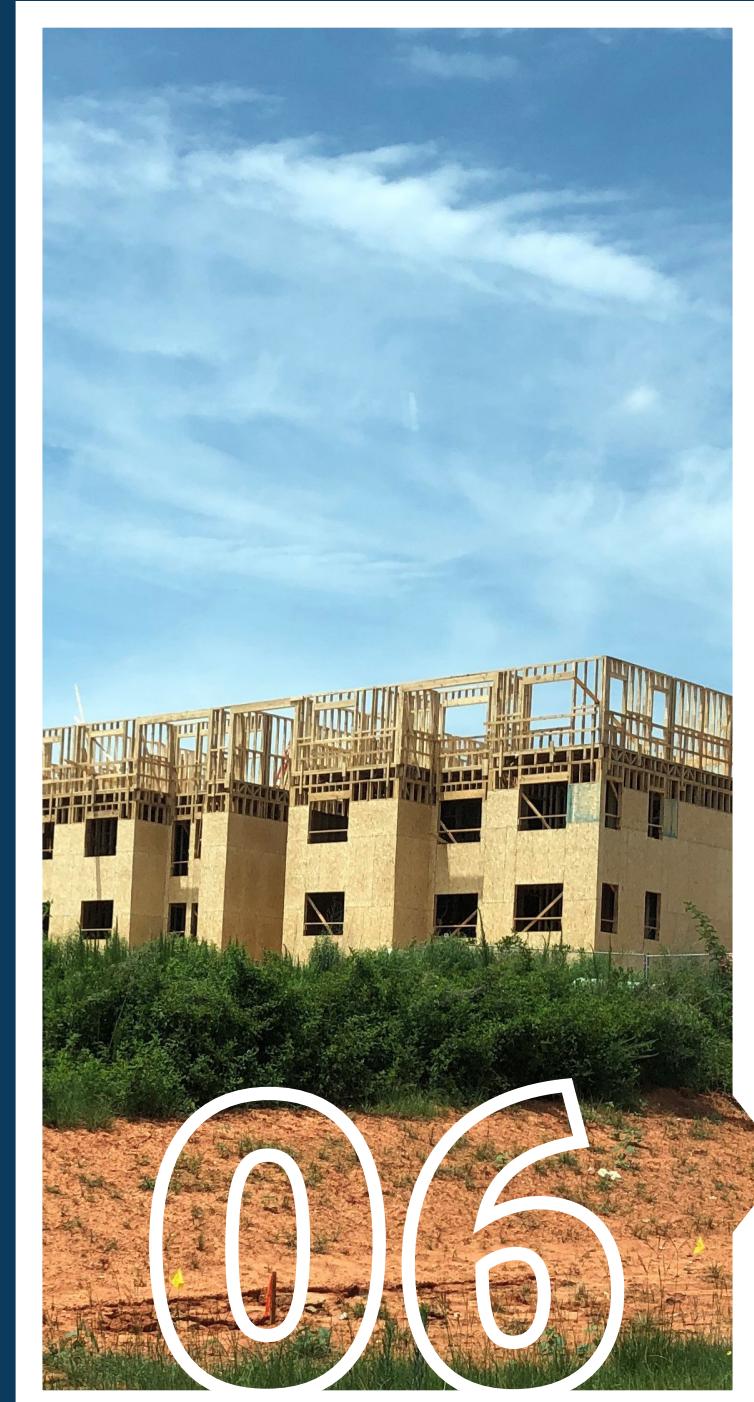
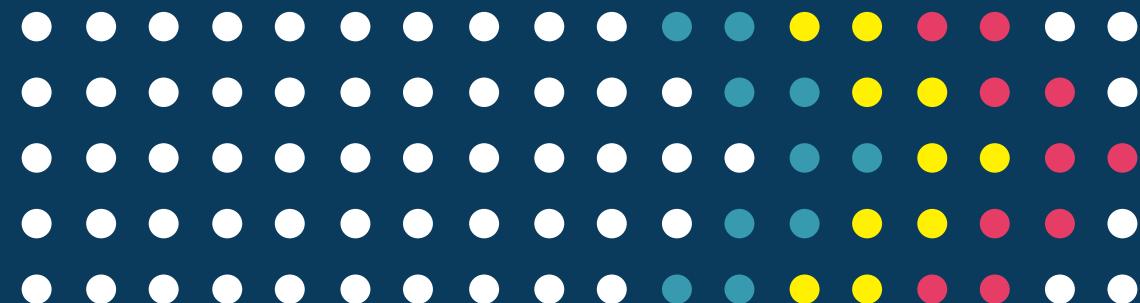
Previous Economic Development Efforts

Douglas Today

Looking Ahead

Access to Broadband

Access to Computers



ECONOMIC DEVELOPMENT

Overview

Economic development is an important piece of the comprehensive plan puzzle and is made up of policies, programs, and efforts planned and in place, to invest in and improve the overall quality of life in Douglas County. This directly relates to the work of the comprehensive plan as economic development cannot happen without coordinated land use and transportation infrastructure being in place. This section explores what's been done and evaluated to date in terms of economic development, and provides a set of recommendations for making key investments in the future of Douglas County.

Previous Economic Development Efforts

In recent years there has been a strategic, focused investment in the County's economic development fueled by strategic economic development planning efforts such as the Douglas County Community & Economic Development Strategy and organizations such as Elevate Douglas. These efforts helped guide the County in identifying and attracting target sectors and industries that are a good fit for Douglas County.

Douglas County Community & Economic Development Strategy

In 2017, Douglas County published the Community and Economic Development

Strategy. The document consists of four pillars built around the vision statement

Douglas County is well known as a thriving business location, a destination for culture and nature lovers, and home to compassionate, collaborative people.

The four pillars are:

- 1. Celebrate the Community:** Douglas County celebrates its unique assets and shares its story with the world.
- 2. Invest with Intention:** Douglas County makes purposeful investments that align with the community's vision, values, and targets.
- 3. Cultivate Talent:** Douglas County nurtures its strong talent base with aligned educational programs and engaged employers.
- 4. Build Business Success:** Douglas County has robust recruitment, business retention & expansion (BRE), and entrepreneurial programs that foster business success.

This effort included a competitive assessment which analyzed the economic position of the County relative to peer jurisdictions in the country. The analysis included stakeholder interviews, focus groups, surveys and a Strengths Weakness Opportunities and Threats (SWOT) analysis.

The assessment found that the primary job growth in the county was in manufacturing, trade and transportation, financial services, education, and health services industries. Further, the key opportunities identified for the county were to focus on affordability for residents, leveraging undeveloped land, a young talent pool ready-to-go, and the development potential of downtown Douglasville. The assessment also found that the greatest threat to the county's economy was its dependence on outside workers and inaccessibility to public transit. Based on these findings, the number one priority identified was to improve transportation through investment in infrastructure.

The target cluster analysis identified advanced manufacturing, professional technology services, and media/entertainment as the three industries for advancement in the County. At the time of the study, these clusters were identified as the highest growth opportunity to contribute to the economic resiliency of Douglas County. In recent studies, these industries have been upheld as target industries.

ECONOMIC DEVELOPMENT

Douglas Forward 2025

In 2020, Douglas County published a 5-year strategic plan entitled “Douglas Forward 2025” of which Economic Development was one of the six priorities. For economic development, this plan envisioned Douglas County as a place where citizens, businesses, and places are thriving economically. The four objectives identified to meet this vision for economic development were:

- Improve Access to Employment Supports
- Attract and Support Businesses
- Leverage Partnerships, Collaborations, and Competition
- Build a Strong Workforce and Support Skills Attainment for Residents

These objectives were primarily focused on building on existing strengths the County has by strengthening connections between existing businesses with essential resources and the workforce pool they need. Elevate Douglas and others have already taken great strides towards these objectives through its business retention and expansion program, among other efforts. However, strategic investment in other areas identified in the Douglas Forward Plan, such as infrastructure, will help meet economic development goals as well. Key investment in infrastructure like roadways, transit, and broadband will lay the groundwork to attract new employers to Douglas County.

Elevate Douglas Annual Report

Elevate Douglas is a public-private economic development partnership focused on cultivating a robust business environment in the county and building a future through economic sustainability. Elevate Douglas published their first Annual Report in 2021 based on the purpose statement of “Creating a globally competitive and resilient economy with a superior quality of life in Douglas County.” The report provides a snapshot of the economy in Douglas County, growth trends, and tracks Elevate Douglas activities. Specifically, the report documents job growth in targeted sectors in the county from 2020 to 2021. Most notably, the county saw a 25.6 percent increase in the film and media sector and an 18.2 percent increase in the data center sector from 2020 to 2022. These are two sectors the county is continuing to focus growth in moving forward.

The report identifies five-year strategic priorities through the following strategic goals:

- Develop, Retain and Attract Talent: Improve workforce quality and availability, a key component of successful business recruitment and retention
- Build Businesses, Jobs, and Investment: Implement core economic development strategies in Douglas County focused on supporting, retaining, and expanding existing businesses, and attracting new business in targeted sectors. Also serve as the

proactive “voice of business” and encourage a community supportive of and attractive to business.

- Drive Investment in Douglas: Improve the business climate for the private sector and quality of life for Douglas County residents and families.

Douglas Today

Top Employers

The top employment industries in Douglas County today are illustrated in Table 10 and Figure 5 on page 23. Currently, the largest employer in the county is the County School System, which is joined by another public employer, the Douglas County Government. Top private employers include several medical system and supply employers and tech industry companies such as a Google data center. The current makeup of the top employers in the county is consistent with the key industries the County has identified for future growth (detailed further in the following sections). However, there are some industries missing from that list in the County’s top employers such as film and television/entertainment, outdoor recreation, and aerospace.

ECONOMIC DEVELOPMENT

Top Industries

The existing employment industry breakdown is illustrated on page x of this document.

The resident area characteristics (RAC) and workplace area characteristics (WAC) are documented in Figure X which shows that the industries with the highest RAC, in which residents are currently employed, are:

- Health Care and Social Assistance
- Retail Trade
- Accommodation and Food Service

The industries with the highest WAC, where the most jobs are currently available are:

- Retail Trade
- Accommodation and Food Services
- Educational Services

Retail Trade is the only industry in the County where the RAC exceeds the WAC, meaning there are more jobs open in the field than people currently employed in the field. This is an area that the Douglas County Economic Development office can coordinate with local partners on (i.e. high schools, technical colleges, and others) to ensure the workforce meets this demand.

Targeted Growth Industries

Douglas County's targeted growth industries are advanced manufacturing, professional technology services, and media and entertainment. Manufacturing remains one of Douglas's key industries, but the data suggest there is more work to do in bringing in the other key industries that the County wants to see. The County has some incentives and programs already in place to help grow the target industries. These are discussed below.

Current Incentives & Programs

Douglas County has a number of incentives and programs already in place to support economic development. There are programs tailored to both attracting businesses to the area and cultivating talent within the county.

The County offers several tools to assist prospective and existing business looking to expanding within the county. The County offers tax incentives to attract new businesses and grow existing businesses on a case-by-case basis. To determine eligibility, the County weighs the benefits—anticipated number of jobs, capital investment, and average hourly wage of the business—against the cost of forgoing additional tax revenues. Douglas County also supports businesses through grant assistance for costs related to workforce and talent development. These grants are available to both prospective and existing companies who do not qualify for state funded workforce grants.

In addition to supporting business expansion through incentives, Elevate Douglas launched a new workforce awareness campaign in November 2022. The campaign is open to all employers in Douglas County and is intended to raise awareness and promote local job opportunities. Business that enroll in the campaign are included in online job boards and county social media posts, as well as provided promotional materials to display at their stores and offices.

Douglas County also provides support of residents looking to gain skills and guidance when entering the local workforce. Through their Career Ready Training program, the County offers free training to both recent high school graduates and adults looking to advance in manufacturing, technology, logistics and warehousing related career. This program also provides a pipeline of qualified candidates to local employers.

Looking Ahead

Based on the economic development efforts completed to-date and the programs already underway, there are a few areas where the County can grow its economic development programs. The following recommendations encourage the County to leverage existing strengths and utilize the building blocks of the comprehensive plan (i.e. land use, infrastructure, etc.) to attract and retain sustainable development in Douglas County.

ECONOMIC DEVELOPMENT

Build on Existing Strengths

The economic development efforts being completed in the County already have goals related to workforce development, attracting talent, and has identified key industries. The Community and Economic Strategy recommended nurturing the talent base already in the county by providing additional educational programs and skills coaching to help remove barriers to participating in the workforce. The Douglas Forward Strategic Plan goes one step further and recommends promoting economic self-sufficiency to county residents by providing resources in the areas of wealth building and personal finance to promote the overall economic wellbeing. Both plans also recommended engaging employers and businesses in strategic marketing of the county to attract new talent. The Elevate Douglas report built on this with a focus on developing the talent pipeline in the county and addressing barriers from creating a stable, secure flow of talent into the county. This includes recruiting and expanding established businesses in the County and supporting new business owners and entrepreneurs. All of the reviewed economic development plans called for the development of a robust Business Retention and Expansion (BRE) program (which the County has already made headway on), and exploration of innovative approaches to attracting businesses (particularly in the target markets already identified by the County).

Approaches for providing this support includes:

- Continue growing the Business Retention and Expansion program (BRE) by providing a user-friendly database of business resources in Douglas County available through the Elevate Douglas website. This would include links to funding opportunities for new businesses, local non-profits and other organizations looking to partner with and support small businesses, and more. This will support the ongoing effort of building a coordinated network of resources and expertise for new business owners in the County to utilize.
- Research and consider offering an educational program teaching personal finance targeted toward small business owners to set small business owners up for success ensuring quality and sustainable business ventures.
- Explore and consider sponsoring a Small Business Incubator or Resource Center to help spur new business development and nurture existing talent base. The County could partner with local technical high schools and colleges (such as the Douglas CCI) to offer a Small Business Incubator/ Resource program to provide infrastructure and resources for new businesses just starting out in the County.

Getting Creative: Strategic Investment

Strategic investment in Douglas County was touched on by the Community and Economic Strategy and the Elevate Douglas report. Both plans recommend making purposeful investment in the county that aligns with community visions and values. The Elevate Douglas report expands on this, by promoting the dedication of resources to quality-of-life amenities in Douglas County and the investment in infrastructure that supports the needs of businesses in the target cluster industries. This means thinking beyond your typical workforce development and marketing to specific key industries that are a good fit for new land use designations as recommended in the Comprehensive Plan. Two of these new land use designations are Rural Reserve and Resort Conservation and Workplace Campus.

Figure 12: Rural Reserve/Resort Conservation Land Use Example



ECONOMIC DEVELOPMENT

Rural Reserve and Resort Conservation

In some areas of Douglas County this means investing in new land uses such as Rural Reserve and Resort Conservation. Designating this new future land use is a creative way for the County to leverage existing natural beauty of Douglas County (i.e. in areas of western Douglas and surrounding Sweetwater Creek) to attract local tourists looking to escape from the city for the weekend. While a large part of the available eastern portion of the County has already been tapped by developers, this new land use designation creates an opportunity of untapped resources at relatively low development impact in the more rural parts of western Douglas County. Further, investing in and capitalizing on the County's existing natural resources such as its rural beauty is a great way to invest in the quality of life for existing and prospective residents. Amenities such as parks, trails, active transportation opportunities, and mountain-like retreats are a true benefit to attracting both residents and potential employers. However, it should be noted, that this may require flexibility in allowing more intense development in these areas in the future once market conditions are more supportive.

Workplace Campus

In areas of the County such as Winston, a more tailored approach to attracting new development and employers is needed. The new Workplace Campus designation is uniquely



Figure 13: Workplace Campus Land Use Example

positioned to attract large-scale technology uses, such as data centers, that will utilize the space in a campus-like development and ample private greenspace. The key ideal behind Workplace Campus is to be a large employment driver, but still maintain preserve environmentally sensitive areas as part of an integrated masterplan for the development. Workplace Campus is well situated for areas of the County with a more rural and open feel that want the increased employment, but do not want the associated truck and other vehicular traffic that comes with the typical Workplace Center developments (i.e. the Winston community). The County should work with the Winston community and Elevate Douglas to specifically target developers and employers who meet the requirements for this land use of a master planned, campus-like development. Specific action items on how to achieve this are detailed in the Winston Small Area Plan and the Community Work Program.

Incentivizing Redevelopment

Per the Elevate Douglas Economic Partnership, to date, the attraction of new employers to Douglas County has focused on the development of greenfield sites for new commercial uses. However, as documented in engagement meetings throughout the comprehensive planning process, Douglas County has very few large, easily developable land parcels remaining, especially in the eastern portion of the County. Building new construction on remaining undeveloped land will require investment in new or expanded infrastructure (roads, sewer, and other utilities).

Simultaneously, earlier development in the county, particularly industrial uses, is aging out of marketability. In many cases, older developed sites offer desirable access, location, and zoning, but may no longer offer a large enough parcel size or a tall enough building configuration for newer industrial uses. In these cases, assistance to developers in acquiring and consolidating parcels for redevelopment could achieve several goals, including the attraction of new business to the county, new jobs for the residential workforce, and continued buffering of residential and greenspace areas from new industrial development. These elements create a unique situation which will require the County to be strategic and creative in its economic development investments moving into the next thirty years.

BROADBAND

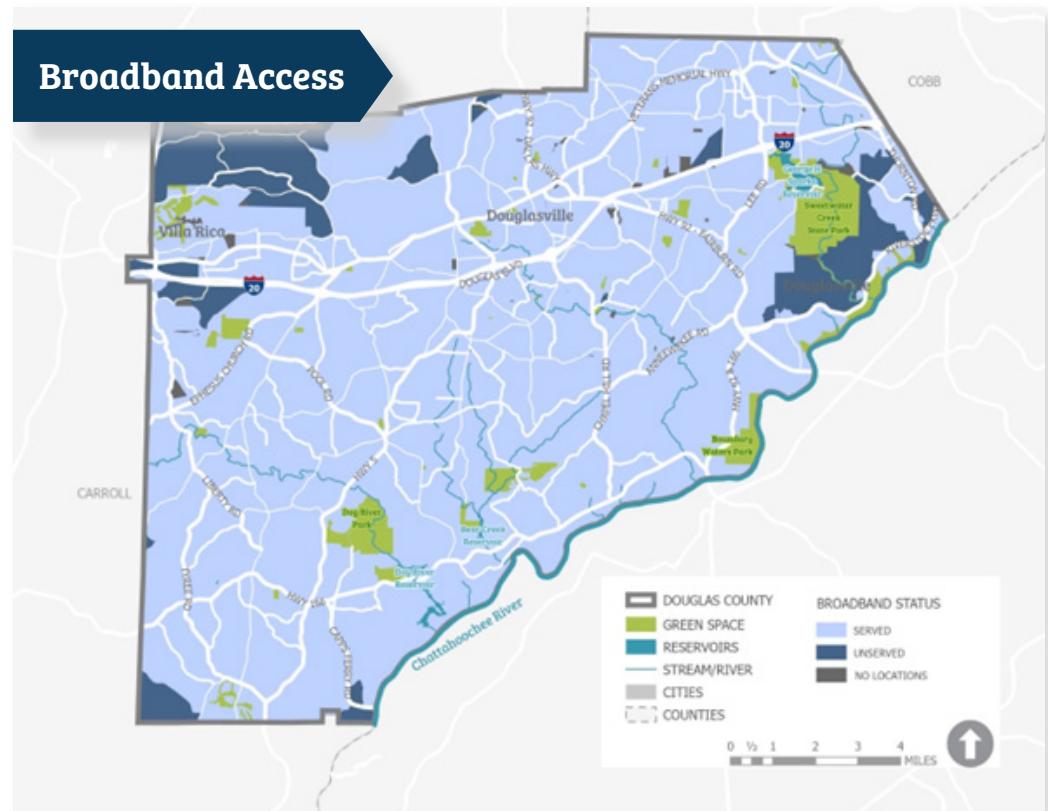
Access to Broadband

Access to Broadband internet service has become essential for families and businesses across Georgia. The COVID-19 pandemic further amplified the need for increased access to broadband when many residents made a swift transition to at-home working and education. With many companies and schools now implementing virtual or hybrid schedules, access to broadband directly affects quality of life and access to opportunity for Douglas County residents.

The map to the right shows access to broadband by Census block in Douglas county. The Georgia Broadband Program considers an area “unserved” if over 80 percent of its homes and businesses do not have access to broadband. The majority of census blocks in Douglas County are served by broadband, and just 1.2 percent of businesses and households in Douglas County are unserved. There are a few small pockets of the county which are not currently served by broadband, including the areas around Sweetwater Creek State Park, the Winston area, and the northeast corner of Villa Rica. If and when sewer and other infrastructure is expanded into these areas, broadband access should be expanded as well.

Fiber Expansion

GreyStone Power Corporation, a utility provider partner of Gas South, is launching a high-speed broadband pilot program, which we expect to provide access to over 5,000 locations through fiber. The proposed area of service includes portions of Douglas County and initial concepts show that including western portions of the County. However, exact locations have yet to be determined. GreyStone will own the fiber infrastructure in full and will form a subsidiary to operate the business. Construction on this effort is set to begin in 2023 and first customers are expected to be connected in 2024. The County should work closely with GreyStone to ensure the unserved areas highlighted in Figure 1 are prioritized for fiber expansion as part of this effort.



BROADBAND

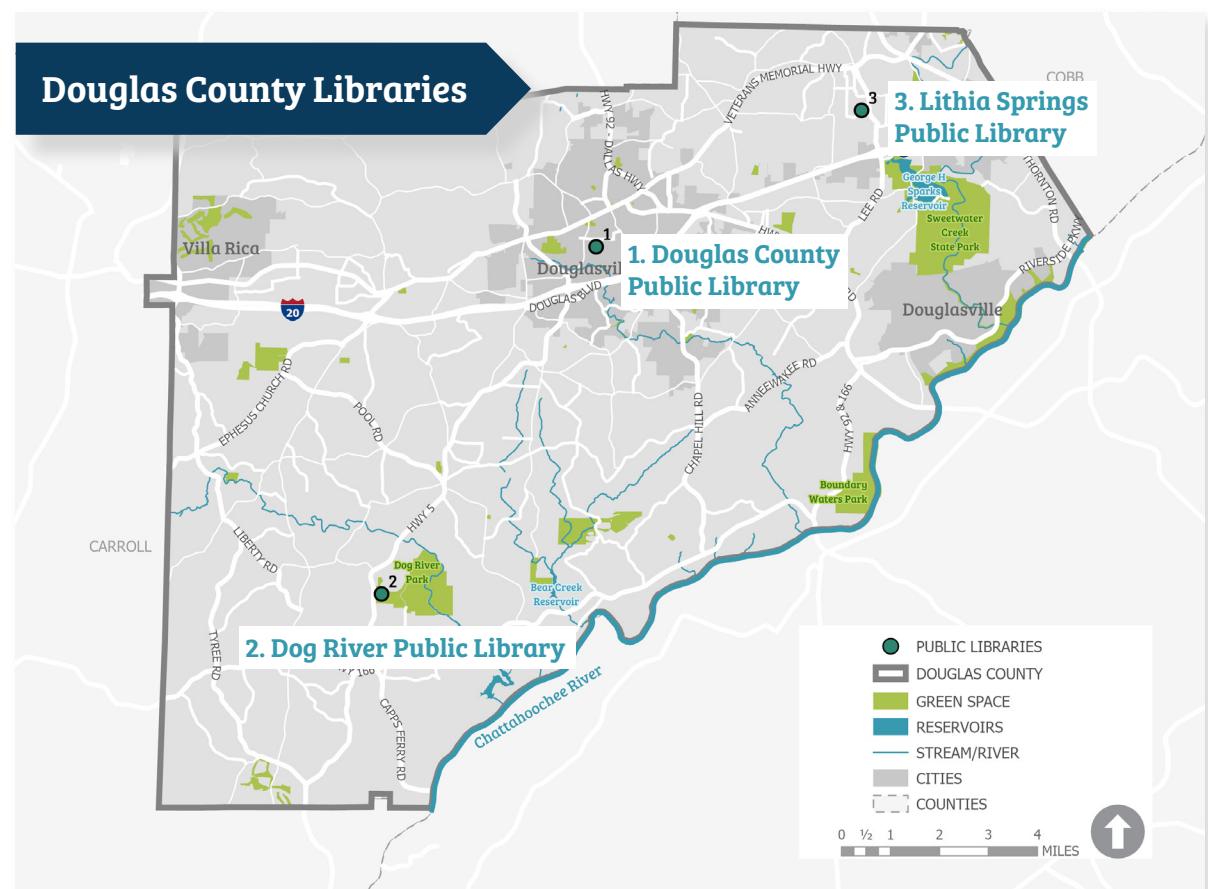
Access to Computers

Just because broadband is available in an area does not guarantee that everyone there will have equal access to the internet. For those who do not have a computer at home and do not have access to a computer via through work or school, the lack of access to the internet can translate into a lack of access to services and job opportunities. This issue is particularly prevalent in the more rural parts of Douglas County. For these residents, the Douglas County Public Library system provides a vital connection to both internet and computer equipment. The importance of this resource was reinforced in a stakeholder interview with the West Georgia Regional Library System where it was shared that the primary use of the library system was for computers and other technology resources for applying to jobs and other tasks.

The map to the right shows the Douglas County library locations. All three public libraries in Douglas County are operated under the West Georgia Regional Library System and maintain the following hours:

- Monday-Thursday, 9:00am-7:00pm
- Friday-Saturday, 10:00am-4:00pm
- Sunday, Closed

While access to a library and its resources is not a substitute for broadband infrastructure, it can be a helpful resource for residents without access to broadband or a computer. All three Douglas County libraries offer internet and computer access, but with only three locations in the entire County and limited hours of operation, particularly on nights and weekends, there is an issue of access. Further, only one of the three libraries is serviced by fixed route County transit service. Douglas County Public Library, in downtown Douglasville, is served by two Connect Douglas fixed bus routes 10 and 20, but the other two public libraries are not served by fixed route service, only demand-response.



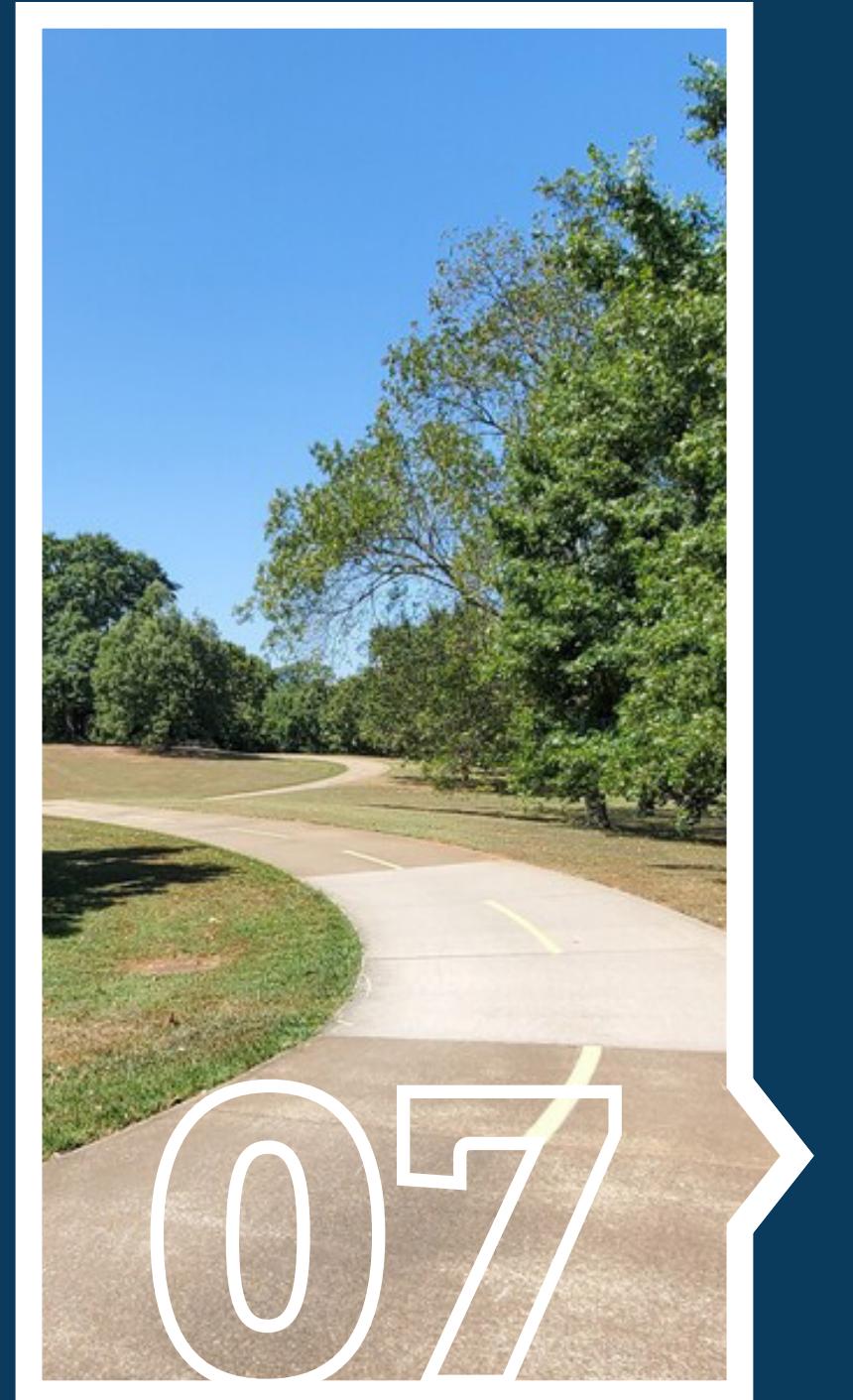
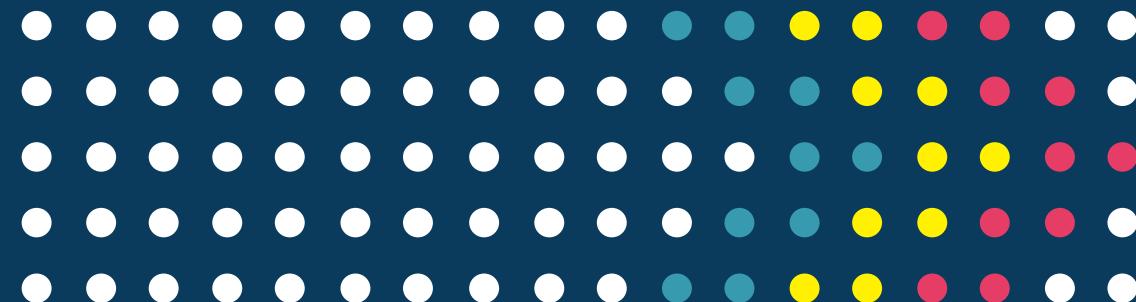
PARKS, GREENSPACE, AND TRAILS

Neighborhood Parks

Community Parks

Natural Open Space/Conservation Areas

Trails



PARKS, GREENSPACE, AND TRAILS

Introduction

Many people are attracted to Douglas County by its parks and open spaces—hiking in Sweetwater State Park, kayaking the Chattahoochee River, driving through rolling agricultural land, and spending time with family and friends in the growing system of parks.

As the County continues to grow and enhance its resources, it will strive to provide its residents with four main types of parks and open space facilities:

- Neighborhood Parks
- Community Parks
- Natural Open Space/ Conservation Areas
- Trails

Neighborhood Parks

Neighborhood parks are close-to-home spaces that fill everyday-type recreation needs, ideally within a 1-mile trip from residents' homes. They are typically small (less than 10 acres) and support basic recreational activities through multi-purpose open spaces, walking trails, playgrounds, and other low-intensity facilities.

Neighborhood Parks can also provide opportunities to address environmental challenges such as local stormwater management issues, biological diversity, and habitat restoration.

In most cases, new neighborhood parks will be provided through private development and managed through Home Owners Associations (HOAs) or similar organizations. Land development regulations should require developers to provide usable neighborhood park facilities in proportion to the size of the

Figure 14:
Prototypical
Neighborhood
Park 1
(Minimum 0.5
Acres)

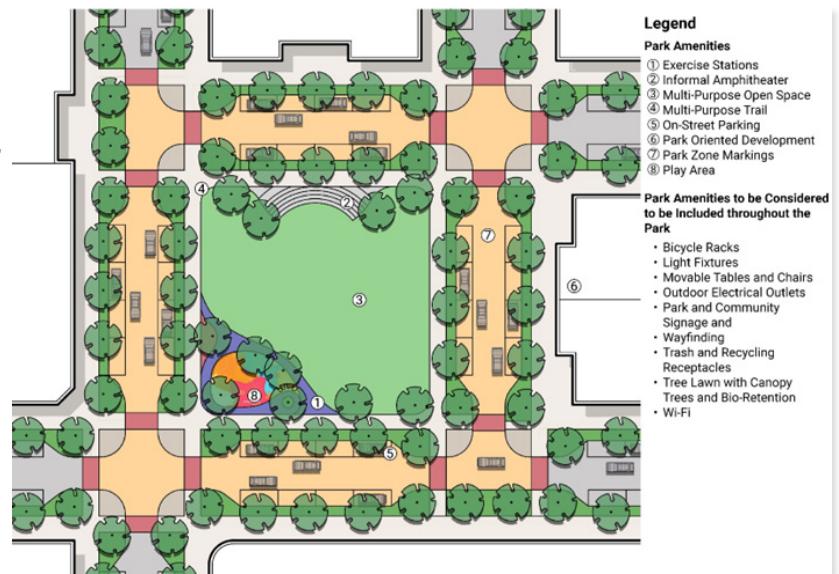
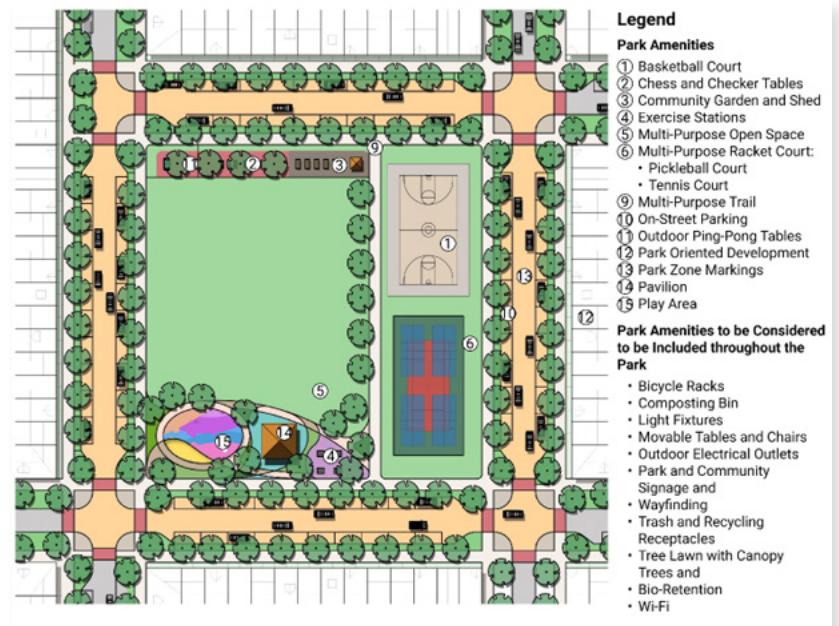


Figure 15:
Prototypical
Neighborhood
Park 2
(Minimum 2-4
Acres)



PARKS, GREENSPACE, AND TRAILS

development, based on the target Level of Service (LOS) of 4 acres of parkland per 1,000 residents. Developments that are 25 units or fewer in size, and development in the Dog River Basin character area may be exempted from providing neighborhood parks.

Figures 16-18 on page x show three examples of prototypical neighborhood parks. These prototypical parks are intended to be used as a starting point for park planning and design conversations with developers. They are not intended to serve as the actual design of the park but are examples of how an ideal neighborhood park should be designed—from small developments with a lower minimum acreage, to larger developments where more park space is required.

Size

- Minimum 0.5 Acres. Note that 0.5 acres is a minimum park size may be larger depending on experiences desired by residents and available land.

Design Considerations:

- The design of neighborhood parks should reflect the existing or anticipated park experiences desired by surrounding users.
- For parks at least 2 acres in size, at least 50 percent should be dedicated to natural/pervious surfaces
- Parking should be limited to on-street perimeter parking. No off-street parking should be provided within the park.
- Well-marked and signed crosswalks should be installed to ensure safe access to the park.
- Park zones that encourage motorists to reduce their speed should be incorporated on roads that surround the park.
- Fencing should be limited to activities that require it such as a community garden or dog park. Otherwise, consider ornamental

Figure 16:
Prototypical
Neighborhood
Park 3 (Minimum
6-8 Acres)



and low perimeter fencing if necessary.

- Development surrounding the park should face onto the park.
- Complete streets with wide sidewalks, shade trees, lighting, and high-quality bicycle facilities should extend from the park into the surrounding neighborhood for at least ½ mile.
- While a neighborhood park may include wetlands, natural areas, stormwater management facilities and other similar components, the minimum required acreage per LOS standard shall be dry, flat and free of encumbrances that would inhibit establishment of active recreation facilities.

Other Considerations:

Stormwater treatment facilities such as retention ponds may be designed within neighborhood parks subject to the applicable standards for neighborhood parks but should not count towards meeting the target LOS.

PARKS, GREENSPACE, AND TRAILS

While it is currently envisioned that Neighborhood Parks would be provided through private developments and managed through HOAs, it will be important for a future County Parks and Recreation System Master Plan to explore this topic further and determine the best strategy to provide neighborhood parks and recreation services equitably throughout the County.

Community Parks

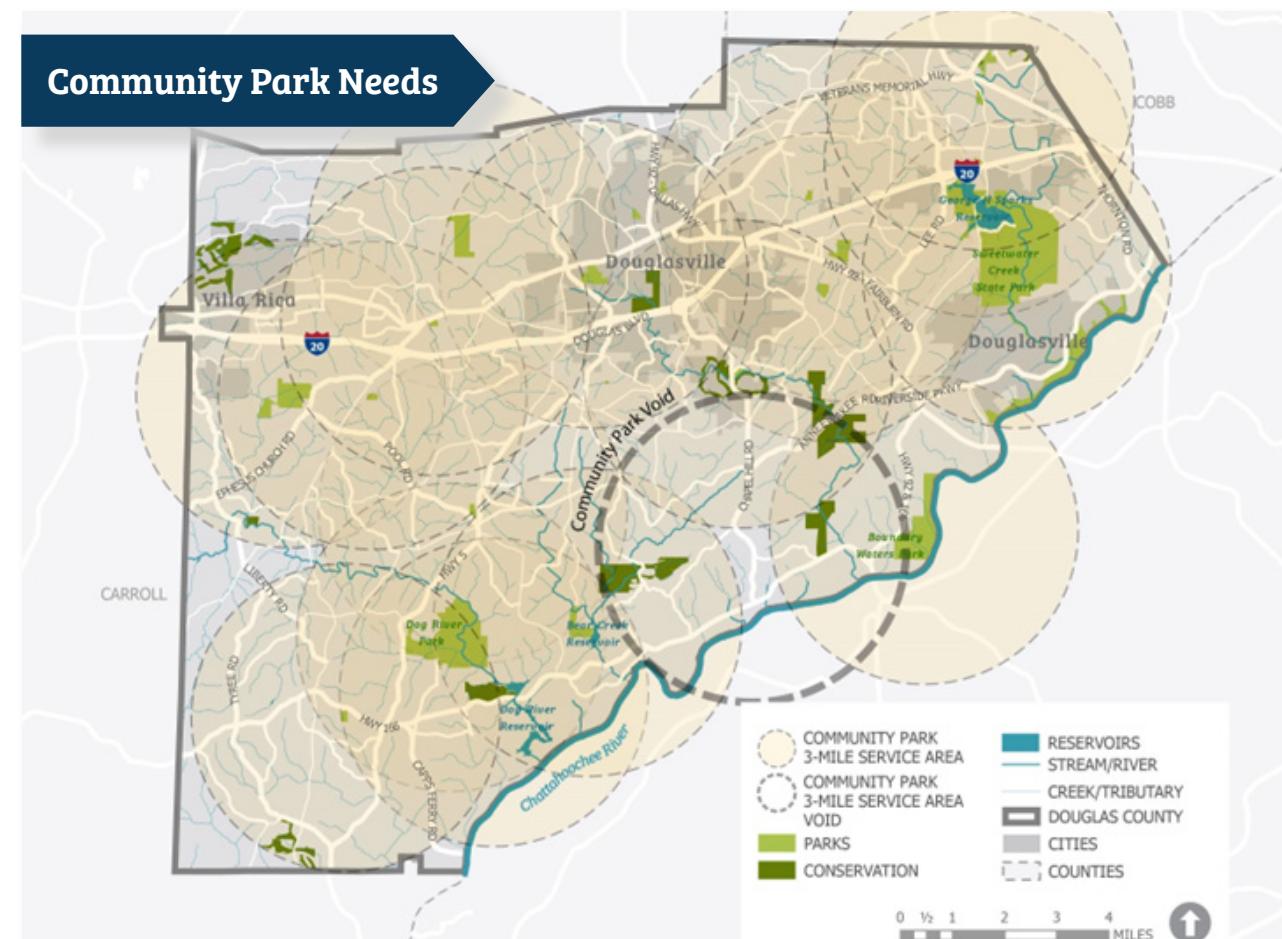
Community Parks are the building blocks of many County-scaled systems. They provide many of the “everyday” types of park facilities, but in larger, more diverse Parks that typically have a variety of programs and facilities. Community parks are where residents go to socialize and recreate with the larger community, whether it’s to play ball, have a picnic, take a class, swim in the pool, or enjoy a concert or art show. Ideally, every Douglas County resident should have access to a community park within a 3-mile trip of their home.

To maximize access and visibility, community parks are best located on a major street and in between neighborhoods to minimize disruption from lights, noise, and traffic. Community parks are also an opportunity for addressing environmental challenges such as local stormwater management issues, biological diversity, and ecological and habitat restoration.

The map to the right identifies areas in the County that appear to be in need of a Community Park according to an access LOS analysis. Douglas County generally has good coverage county-wide for community parks. However, citizens expressed a desire for the County to provide better amenities within the

parks, and overall do a better job at maintaining and programming the parks that we have.

The location and mix of facilities, programs, and services should be identified through the completion of a County-wide Parks and Recreation System Master Plan.



PARKS, GREENSPACE, AND TRAILS



Figure 17: Prototypical Community Park (Minimum 40 Acres)

Figures 17 shows an example of a prototypical community park. This prototypical park is intended to be used as a starting point for park planning and design conversations with the community and stakeholders.. The actual design of parks would be completed in collaboration with the community, stakeholders, and staff.

Size

- Minimum 40 Acres. The size should be considered a minimum. The size may be larger depending on experiences desired by residents and available land.

Design Considerations:

- The design of the space should reflect the existing or anticipated park experiences desired by surrounding users.
- 50% of the park should be dedicated to natural/pervious areas, if possible.
- Parking should include on-street perimeter parking and off-street informed by the County's parking requirements.
- Well-marked and signed crosswalks should be installed ensure safe access to the park should be installed.
- Park zones that encourage motorists to reduce their speed should be incorporated on roads that surround the park.
- Fencing should be limited to activities that require it such as a community garden or dog park. Otherwise, consider ornamental and low perimeter fencing if necessary.
- Development surrounding the park should face onto the park.
- Complete streets with wide sidewalks, shade trees, lighting, and high-quality bicycle facilities should extend from the park into the surrounding neighborhood for at least $\frac{1}{2}$ mile.
- While a community park may include wetlands, natural areas, stormwater management facilities and other similar components, the minimum required acreage

PARKS, GREENSPACE, AND TRAILS

per LOS standard shall be dry, flat and free of encumbrances that would inhibit establishment of active recreation facilities.

- Stormwater treatment facilities such as retention ponds may be designed within community parks subject to the applicable standards for community parks. However, consistent with the note above, the stormwater treatment facilities shall not be credited towards meeting the minimum LOS Standard.

Natural Open Space/ Conservation Areas

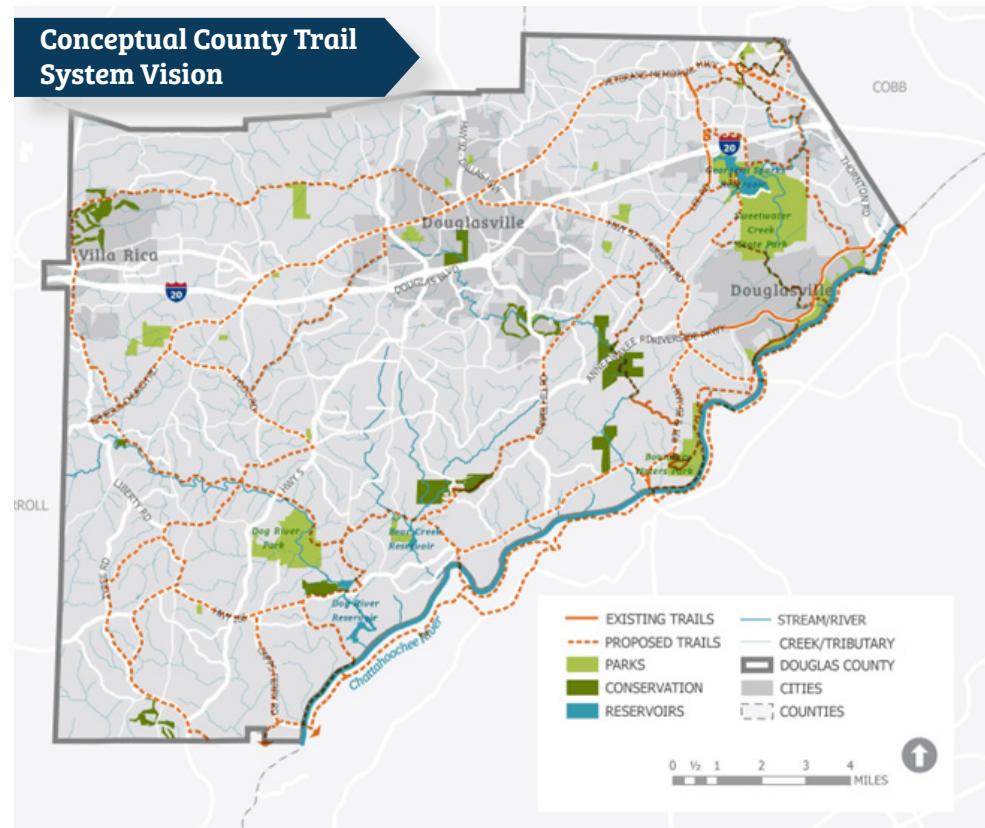
Natural open space and conservation areas protect sensitive natural resources, biodiversity, and habitats from future development. Unlike neighborhood and community parks, these greenspaces are largely unprogrammed; however, they can include natural resources-based activities such as hiking, birdwatching, paddle sports, etc. Their size varies, and level of service is not applicable since these spaces primarily function to protect natural areas and not cater to surrounding communities.

Preserving and restoring Douglas's natural environment is a County priority, and maintaining and expanding conservation areas play an important role in this effort.

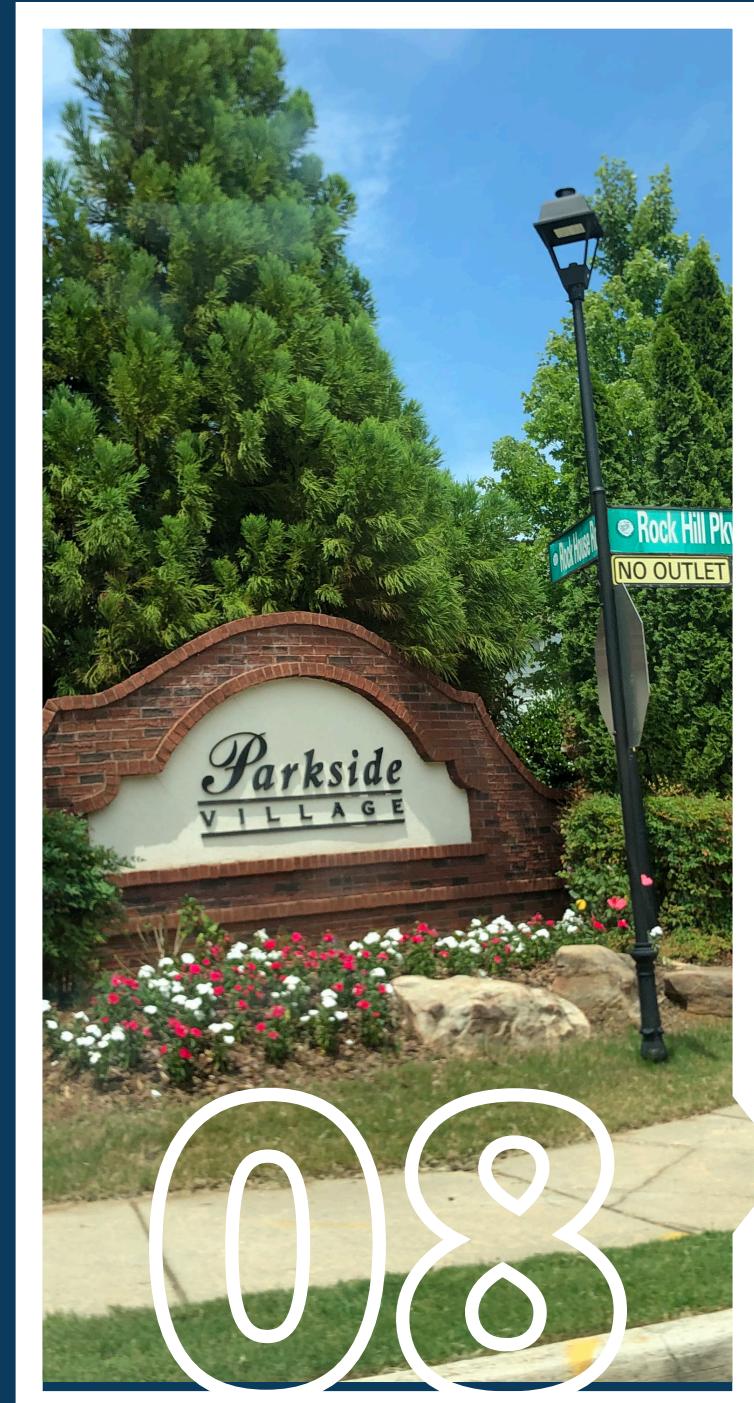
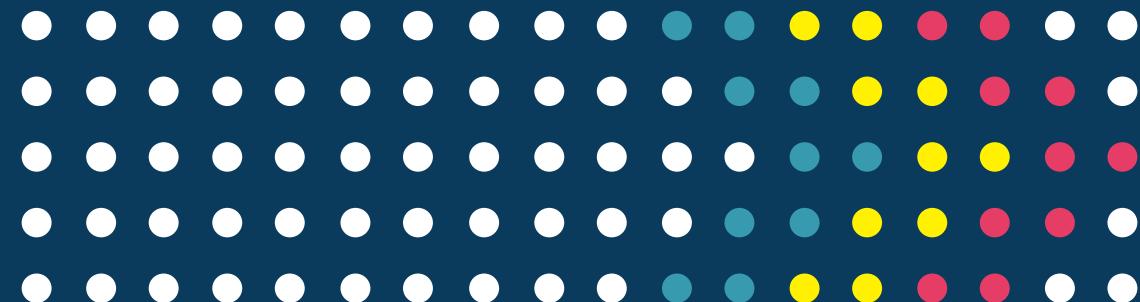
Trails

One of the most common needs Douglas County residents expressed is a desire for more trails and connectivity. Building off the planned Chattahoochee Riverlands trail, Douglas County envisions a system of multi-purpose trails linking key destinations and population centers. Natural corridors such as Sweetwater Creek also provide a potential opportunity to create greenways and enhance access to nature.

The map below illustrates a preliminary vision of this proposed system of trails. It is anticipated that these trails will be implemented through public and private strategies. A future County-wide Bikeways and Trails Plan will provide additional detail and direction on this trail system.



HOUSING



HOUSING

Douglas County's housing stock has been well-maintained over the years. The county's housing is comprised primarily of single family detached residential dwellings, but recent housing stats include a higher number of townhome, condominium and apartment style dwellings.

Housing Permits in Georgia

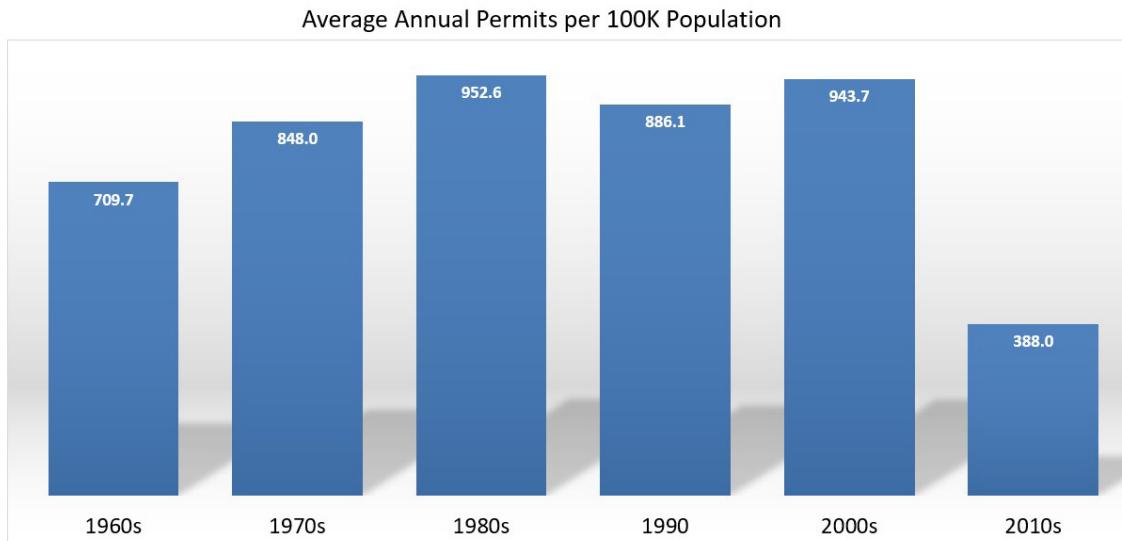


Figure 18: Housing Permits issued in Georgia (ARC)

Douglas County Housing Characteristics*



53,653 housing units
93.5% occupied, 6.5% vacant



\$150,000 - \$300,000
value of approximately half of
the County's housing units



76.9%
single family detached
of total housing units



32.6% of housing units
constructed from
2000 - 2009
majority built between
1970 - 2009



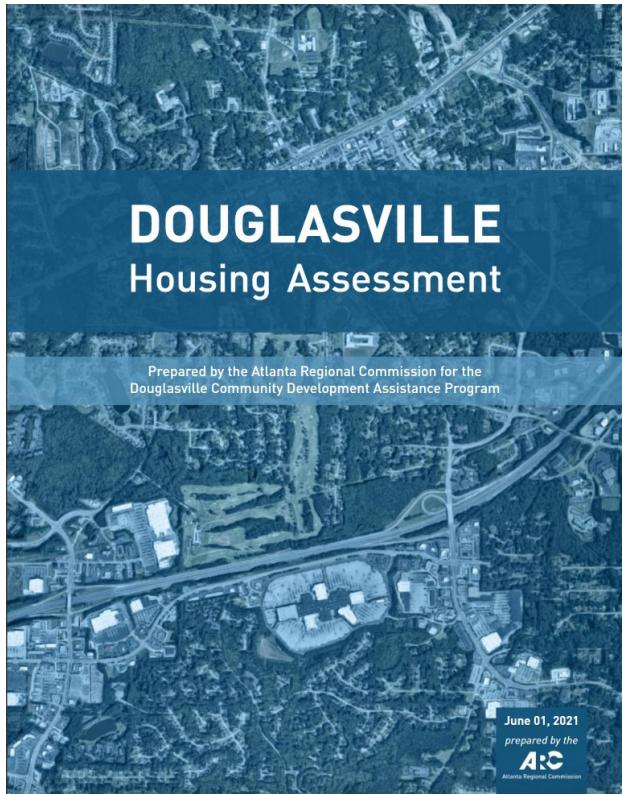
65.8% of housing units
are owner-occupied



34.2% of housing units
are renter-occupied

* Douglas County Fact Sheet, Neighborhood Nexus: <https://atlantaregional.org/atlanta-region/county-profiles/douglas-county/>.

HOUSING



City of Douglasville Housing Assessment

In 2021, Douglas County participated in a Housing Assessment for the City of Douglasville. Douglasville is the largest city in Douglas County, and the recommendations of the Housing Assessment are relevant for the housing issues faced in unincorporated areas. This study identified areas for greater focus.

1. Diversification of housing type, size and price
2. Neighborhood and housing stability
3. Strengthening the focus and communication on housing issues by leadership and key staff



ARC's Metro Atlanta Housing Strategy

As a part of the 10-county Metro Atlanta area, Douglas County is included in the Metro Housing Strategy. This region-wide analysis identified the characteristics of variety of submarkets. Douglas County is primarily characterized by three submarkets.

- Submarket 7 (37%) – Suburban neighborhoods with lower-to-moderate priced housing and the biggest increase in renters
- Submarket 9 (30%) – Lower-priced rural areas
- Submarket 10 (22%) – Higher-priced rural areas

The Metro Housing Strategy is a tool for broadly comparing the housing characteristics of Douglas County with its regional peers. It gives direction on the trends that are impacting the entire metropolitan area.

Douglas County staff takes regular inventory of its housing stock through a survey of established neighborhoods. Through permit reviews and code enforcement, the County

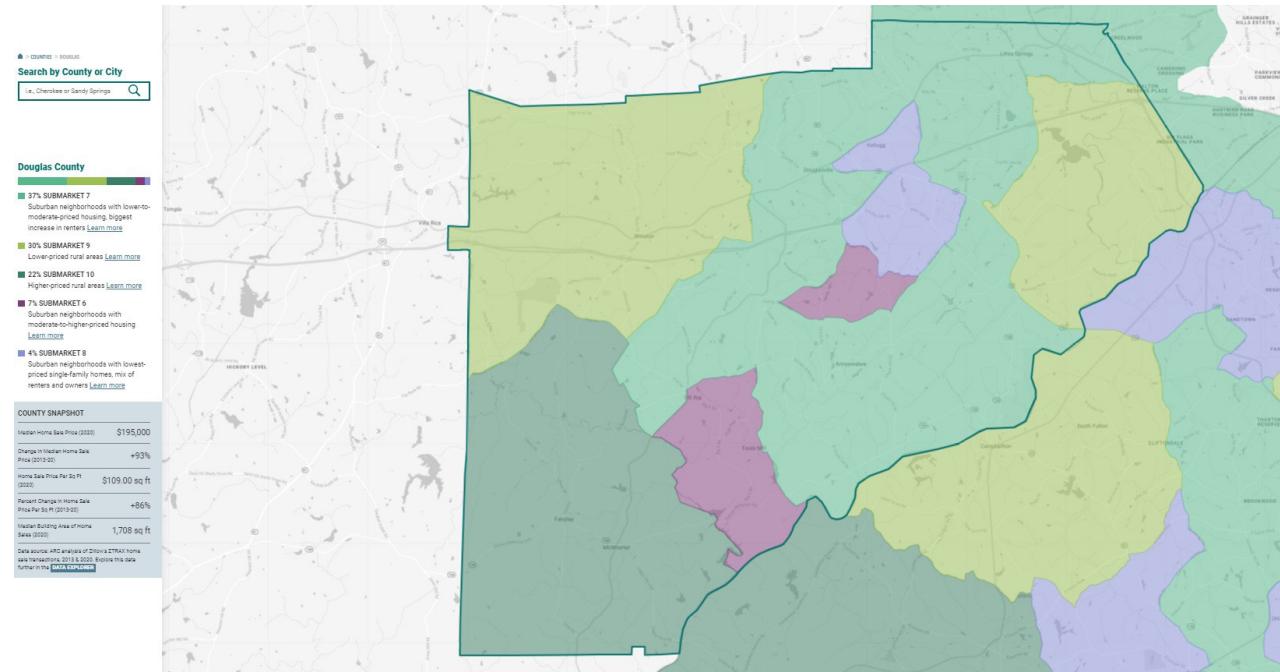
HOUSING

ensures that minimum maintenance standards are upheld. Douglas County regularly engages with Homeowners Associations through its HOA Bootcamp, and encourages community participation in zoning decisions through monthly Community Information Meetings.

Through the Comprehensive Plan Update, Douglas County will continue to build on the recommendations of these existing tools and data resources. Citizens have articulated a preference for single-family detached housing, but also an openness to smaller lots and building footprints, as well as age-specific housing developments. County regulations should set the bar for high quality architectural and landscape requirements, and encourage innovative site design strategies. Preservation of established and stable residential neighborhoods will continue to be a priority.

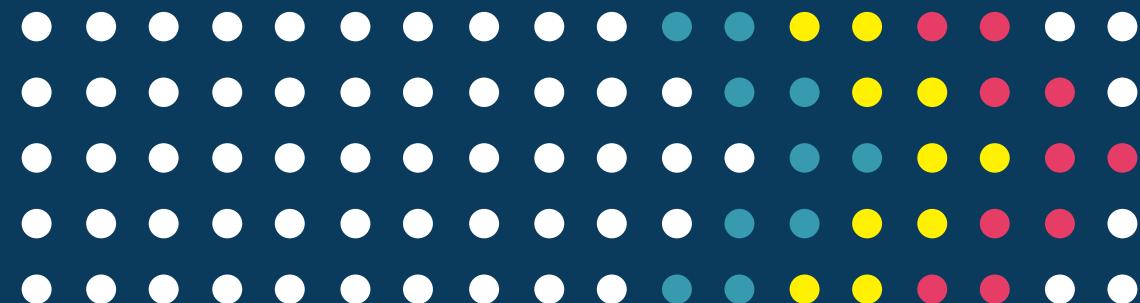
The demand for estate lots that can support a variety of rural residential and traditional agricultural uses will also be a priority. The proximity to the urban core of the region and easy access to the Hartsfield-Jackson International Airport will ensure future demand for new residential development. But balancing the county's environmental quality and economic opportunities with future demand will require us to deliver on the expectation for context sensitive development articulated by the citizens and described in this plan.

Figure 19: Douglas County Housing Inventory Snapshot (ARC Metro Housing Strategy tool)



ACCOMPLISHMENTS & COMMUNITY WORK PROGRAM

**Report of Accomplishments
Community Work Program**



REPORT OF ACCOMPLISHMENTS

Table 19: Report of Accomplishments

Strategic Goal	#	Action	2019	2020	2021	2022	2023	Agency	Complete	Ongoing	Delayed	Dropped	Notes
Natural + Historic Resources													
5 - RECREATION	1	Work with the Chattahoochee Hill Country Alliance to continue the development of a multi-county greenway system	X	X	X	X	X	P&Z, Parks, DCDOT		X			Douglas County has been awarded funds for PE and some preliminary ROW acquisition for all 3 phases of the trail. Douglas County continues to coordinate with ARC, TPL and others on the Chattahoochee Riverlands project, which includes this trail segment as a part of the overall corridor.
4 - PUBLIC HEALTH	2	Douglas County will work with the Water District, the Douglasville-Douglas County Water and Sewer Authority, and other jurisdictions in the County to implement the requirements of the 2017 Water Resource Management Plan	X	X	X	X	X	P&Z	X				
Community Facilities - Libraries													
5 - RECREATION	1	Create a task force to investigate the feasibility of withdrawing from the West Georgia Regional Library System to form a Douglas County Public Library System		X	X			Library			X		This project was determined to be not feasible.

Table 19: Report of Accomplishments

Strategic Goal	#	Action	2019	2020	2021	2022	2023	Agency	Complete	Ongoing	Delayed	Dropped	Notes
5 - RECREATION	2	Construct/ renovate a library to replace/ upgrade the existing facility on Selman Drive, including compliance with ADA accessibility and state of the art resources.			X	X	X	Library			X		Plans have been developed and it is anticipated that the project will be implemented with funds from the recently adopted SPLOST.
5 - RECREATION	3	Create an outreach librarian position to increase promotion of the libraries throughout Douglas County and to serve as liaison between libraries and schools/ daycares/community groups.				x	x	Library	X				This position was funded for 2023.
5 - RECREATION	4	Renovate Selman Branch and Lithia Springs Branch with updated furniture, additional wiring, additional shelving, paint, and reconfigure office spaces to more effectively and efficiently serve the public				x	x	Library			X		Plans have been developed and it is anticipated that the project will be implemented with funds from the recently adopted SPLOST.
5 - RECREATION	5	Investigate the introduction of a materials collection agency, Unique Management Services to collect outstanding fines over \$50 and items that have been long overdue	x	x	x			Library				X	This project was determined to no longer be a priority.
Community Facilities - Solid Waste													
4 - PUBLIC HEALTH	1	Consider expansion of MSW Transfer Station				X	X	SWD	X				
4 - PUBLIC HEALTH	2	Update Comprehensive Solid Waste Plan		X	X	X		SWD				X	This project was determined to no longer be a priority.
4 - PUBLIC HEALTH	3	Expansion of the Field Services Facility re: Heavy Equipment Repair	x	x	x			SWD	X				

Table 19: Report of Accomplishments

Strategic Goal	#	Action	2019	2020	2021	2022	2023	Agency	Complete	Ongoing	Delayed	Dropped	Notes
Parks + Recreation													
5 - RECREATION	1	Identify "neighborhood," "community" and "regional parkland as identified in the Park & Recreation Master Plan	X	X	X			Parks + Rec				X	This project was completed in conjunction with the 2023 Comprehensive Plan Update.
Planning + Zoning													
6 - TRANSFORM	1	Develop Hwy 92 LCI Implementation Plan	x	x				P&Z	X				The master developer was identified for the Lee Road/ 92 intersection and zoning was entitled. Construction is underway. Douglas County is applying for an LCI study for this Corridor to update the recommendations for the remaining nodes.
5 - RECREATION	2	Pursue installation of Hwy 92 Multi-Purpose Trail	x	x	x	x	x	P&Z, DCDOT			X		A countywide trail concept is being developed as a part of the 2023 Comprehensive Plan Update. Douglas County is applying for an LCI study for the Hwy 92 Corridor to update trail recommendations based on the Comprehensive Plan.
2 - INFRASTRUCTURE	3	Develop Corridor Management Plan for the South Douglas Scenic Byway	x	x	x			P&Z	X				The South Douglas Scenic Byway was formally designated by GDOT in March 2022.
6 - TRANSFORM	4	"Update Unified Development Code update"				x		P&Z	X				A major update of the Unified Development Code was undertaken in 2020. County staff has made several smaller code amendments subsequent to the major amendment in 2020.

Table 19: Report of Accomplishments

Strategic Goal	#	Action	2019	2020	2021	2022	2023	Agency	Complete	Ongoing	Delayed	Dropped	Notes
6 - TRANSFORM	5	Work with Douglasville and ARC staff to determine if the Sweetwater Master Plan is eligible for LCI status or additional ARC program support.	x	x				P&Z	x				It was determined that this area was not eligible to be grandfathered as an LCI area.
2 - INFRASTRUCTURE	6	Freight cluster study		x	x			P&Z			x		This item will be carried into the 2023 Comprehensive Plan Update.
6 - TRANSFORM	7	Bankhead West Study			x	x		P&Z	x				This project has been completed in conjunction with the 2023 Comprehensive Plan Update.
6 - TRANSFORM	8	Prioritize and develop a timeline for the completion of the remaining land use and transportation recommendations from the Lee Road Extension Study.	x	x				P&Z	x				The Lee Road widening is currently underway. Land use and transportation recommendations for this area are addressed in the 2022 Comprehensive Transportation Plan and 2023 Comprehensive Plan Update.
6 - TRANSFORM	9	Conduct a review of the UDC to determine if it would be more efficient to reduce the number of overlay district regulations and add those regulations to existing or new zoning districts.	x	x	x			P&Z	x				The overlay districts were evaluated and four overlay districts were collapsed into one Highway Corridor Overlay District in 2020.
6 - TRANSFORM	10	Along the Highway 78 corridor between Douglasville and Villa Rica - Review the buffer requirements for the MUC and WC Character Areas where they abut the residential character areas.		x				P&Z	x				A small area plan for the Winston area was undertaken as a part of the Comprehensive Plan update. Revised land use recommendations are incorporated into the 2023 Comprehensive Plan.

Table 19: Report of Accomplishments

Strategic Goal	#	Action	2019	2020	2021	2022	2023	Agency	Complete	Ongoing	Delayed	Dropped	Notes
Transportation													
2 - INFRASTRUCTURE	1	Begin the Bomar Rd Connector/Lee Rd Extension Project (Inner Southern Arc)	x	x	x	x	x	DOT			x		
2 - INFRASTRUCTURE	2	Traffic Control Center and Advanced Traffic Management System Expansion (SR 92, US 78, Chapel Hill Rd)	x	x	x	x	x	DOT			x		
2 - INFRASTRUCTURE	3	SR 5 Advanced Traffic Management System Expansion	x	x	x	x	x	DOT	x				
4 - PUBLIC HEALTH	4	Chattahoochee Hill Country Trail System Phase 2 (Boundary Waters Park to Sweetwater Creek State Park)	x	x	x	x	x	DOT		x			Douglas County has been awarded funds for PE and some preliminary ROW acquisition for all 3 phases of the trail. Douglas County continues to coordinate with ARC, TPL and others on the Chattahoochee Riverlands project, which includes this trail segment as a part of the overall corridor.
4 - PUBLIC HEALTH	5	Safe Routes to School sidewalks as provided in the CTP.	x	x	x	x	x	DOT	x				Douglas County has completed sidewalks at the Lithia Springs Elementary and Middle School Campus; Chestnut Log Middle School; and new sidewalks are under construction at New Manchester High School.
2 - INFRASTRUCTURE	6	Expand ridesharing opportunities and marketing, including continued participation in Commute Connections	x	x	x	x	x	DOT	x				Connect Douglas transit agency was established in 2019

Table 19: Report of Accomplishments

Strategic Goal	#	Action	2019	2020	2021	2022	2023	Agency	Complete	Ongoing	Delayed	Dropped	Notes
2 - INFRASTRUCTURE	7	SR 92 Relocation, All Phases	x	x	x	x	x	DOT		x			This project is underway.
2 - INFRASTRUCTURE	8	Lee Road Widening Project Construction	x	x	x	x	x	DOT		x			This project is underway.
2 - INFRASTRUCTURE	9	Post Road Bridge at Dog River	x	x	x	x	x	DOT	x				
2 - INFRASTRUCTURE	10	"Maxham Rd from SR 6 to Tree Terrace Access Management and Operational Improvements Project"	x	x	x	x	x	DOT	x				
2 - INFRASTRUCTURE	11	Stewart Mill Rd at Reynolds Rd Intersection Improvement Project	x	x	x	x	x	DOT			x		This project is currently under construction.
2 - INFRASTRUCTURE	12	SR 166 at SR 92/ SR 70 Intersection Improvement Project	x	x	x	x	x	DOT	x				
2 - INFRASTRUCTURE	13	"Dorris Rd/Bakers Bridge Rd at Sweetwater Church Rd Intersection Improvement Project"	x	x	x	x	x	DOT	x				
2 - INFRASTRUCTURE	14	Dorris Rd at Cedar Mtn Rd Intersection Improvement Project	x	x	x	x	x	DOT			x		
2 - INFRASTRUCTURE	15	SR 166 at Post Rd Intersection Improvement Project	x	x	x	x	x	DOT			x		
2 - INFRASTRUCTURE	16	South Chapel Hill Rd Operational and Safety Improvements	x	x	x	x	x	DOT			x		This project is currently in the pre-construction phase, and construction is anticipated to begin in 2025.
2 - INFRASTRUCTURE	17	SR 5 at Alexander Pkwy	x	x	x	x	x	DOT			x		
2 - INFRASTRUCTURE	18	Bright Star Rd at John West Rd	x	x	x	x	x	DOT	x				

Table 19: Report of Accomplishments

Strategic Goal	#	Action	2019	2020	2021	2022	2023	Agency	Complete	Ongoing	Delayed	Dropped	Notes
Economic Development													
2 - INFRASTRUCTURE	1	Develop Community Gateway Signs		x	x	x		P&Z	x				The Thornton Road gateway sign at I-20 has been installed. The signage for other interchanges will be designed and installed as funds are available.
6 - TRANSFORM	2	Prepare Overlay Districts for Lee Road and Chapel Hill Road	x	x	x			P&Z				x	This is no longer a priority.
3 - ECONOMIC DEV	3	Develop a Master Plan for Capps Ferry Road		x	x			Dev Auth.	x				The Capps Ferry Rd area was studied as a part of the South Douglas Scenic Byway Corridor Management Plan and recommendations have been developed for that area.
3 - ECONOMIC DEV	4	Industrial Land Acquisition	x	x	x	x	x	Dev Auth.	x				This is a routine and ongoing responsibility of the Development Authority and will be dropped from the work program.
2 - INFRASTRUCTURE	5	Develop Streetscape Plan for Highway 166		x	x			P&Z/ARC	x				Hwy 166 was studied as part of the South Douglas Scenic Byway Corridor Management Plan and recommendations have been developed for that area.
3 - ECONOMIC DEV	6	Review the Douglas County Community & Economic Development Strategic Plan Target Cluster Strategies & Implementation Plan. Prioritize goals and strategies listed in both sections to be addressed over the next 5 years.	x					P&Z/Dev Auth.	x				

COMMUNITY WORK PROGRAM

The Community Work Program (CWP) acts as to-do list for the County over the next 5 years. The CWP are specific, near-term activities undertaken to address community goals. The following CWP is organized by the six community goals discussed in Chapter 3.

Table 20: Community Work Program									
Project/Initiative	Plan/Dept. Source	2024	2025	2026	2027	2028	Agency	Funding	Estimated Cost
1 - Public Safety									
Plan for a countywide camera surveillance network	Planning Department	X					Planning & Zoning; GIS; DC Sheriff	Local	Staff Time
Streetlight audit	Planning Department					X	Planning & Zoning; Engineering	Local	Staff Time
2 - Infrastructure									
Lee Road Widening Project Construction	Lee Road Study and Lithia Springs Small Area Plan	X	X				DOT	Local, Federal	\$25,000,000
Increase fees for the sidewalk fund and/ or requirements or alternatives for sidewalk construction/construction of the countywide trail network	Planning Department	X	X				Planning & Zoning; Non-Profit Partners	Local	Staff Time
Design/plan realignment/intersection improvements for Sweetwater Road, Beechwood Drive, and Lee Road.	Lithia Springs Small Area Plan	X					DOT	Local	TBD
Direct Xpress bus to Hartsfield ATL	CTP		X				DOT	ATL	\$0

Table 20: Community Work Program

Project/Initiative	Plan/Dept. Source	2024	2025	2026	2027	2028	Agency	Funding	Estimated Cost
Chapel Hill Road Widening from Central Church Road to Dorset Shoals Road	CTP	X	X				DOT	SPLOST	\$3,000,000
SR 78/Veteran's Memorial Highway at John West Road/S Baggett Road Intersection Improvement	CTP	X	X				DOT	SPLOST	\$2,000,000
SR 166/Duncan Memorial Highway Intersection Improvements at Post Road and Chapel Hill Road	CTP	X					DOT	SPLOST	\$1,000,000
Chapel Hill Road Turn Lanes at Anneewakee Road	CTP				X	X	DOT	Local	\$1,925,000
Complete Transit Master Plan in coordination with other County Departments	CTP	X					Planning & Zoning, DOT, Connect Douglas	ATL	\$1,000,000
Freight Cluster Study	RoA	X	X				Planning & Zoning	ARC, Local, State	\$250,000
Traffic Control Center and Advanced Traffic Management System Expansion (SR 92, US 78, Chapel Hill Rd)	RoA	X					DOT	Local, State	\$700,000
Dorris Rd at Cedar Mtn Rd Intersection Improvement Project	RoA			X			DOT, Private	Local, Private	\$500,000
South Chapel Hill Rd Operational and Safety Improvements	RoA	X	X				DOT	Local	\$2,800,000
SR 5 at Alexander Pkwy	RoA			X			DOT	Local, State	\$1,000,000
Begin the Bomar Rd Connector/ Lee Rd Extension Project (Inner Southern Arc)	RoA	X	X	X	X	X	DOT	Local, Federal	\$20,000,000
Chattahoochee Hill Country Trail System Phase 2 (Boundary Waters to Sweetwater Creek State Park)	RoA	X	X	X	X	X	DOT	Local, Federal	\$10,200,000
SR 92 Relocation, All Phases	RoA	X	X	X	X	X	DOT	Local, Federal	TBD
Stewart Mill Rd at Reynold Rd Intersection Improvement Project	RoA	X	X	X	X	X	DOT	Local, Federal	\$1,000,000

Table 20: Community Work Program

Project/Initiative	Plan/Dept. Source	2024	2025	2026	2027	2028	Agency	Funding	Estimated Cost
SR 166 at Post Road Intersection Improvement Project	RoA	X	X	X	X	X	DOT	Local, Federal	\$1,000,000
3 - Economic Development									
Add gateway signage and beautification at key locations throughout the County including Lithia Springs and Campbellton Roundabout	Lithia Springs Small Area Plan, Student Project			X	X		Planning & Zoning, Elevate Douglas, DOT	Local	\$175,000
With the City of Austell, complete a long-range plan for the area between Causey Gateway to Downtown Austell	Lithia Springs Small Area Plan			X	X		Planning & Zoning	ARC, Local	\$100,000
Explore enrolling Lithia Springs as a Downtown Affiliate of the Georgia Main Street program	Lithia Springs Small Area Plan	X					Planning & Zoning, Elevate Douglas	Local	Staff Time
Create Westfork Overlay that defines permitted uses, tiers, redevelopment thresholds, and desired standards.	Lithia Springs Small Area Plan	X	X				Planning & Zoning	Local	Staff Time
Conduct a CID feasibility study for Westfork	Lithia Springs Small Area Plan	X					Planning & Zoning, Elevate Douglas	ARC	\$70,000
Define cottage courts as a use in zoning code and revise accessory dwelling unit provisions	Lithia Springs Small Area Plan, Planning Department	X	X				Planning & Zoning	Local	Staff Time
For Winston, coordinate with Elevate Douglas to create marketing materials to attract potential developers and help them understand the Winston redevelopment vision, particularly for workplace campus and rural reserve areas.	Winston Small Area Plan	X					Planning & Zoning, Elevate Douglas	Local	Staff Time
Work with Code Enforcement to implement the Housing Inventory through neighborhood Code Enforcement Sweeps and similar initiatives	Planning Department	X	X	X	X	X	Planning & Zoning; Code Enforcement	Local	Staff Time
Investigate stronger enforcement mechanisms to remedy challenges posed by vacant, underutilized and blighted housing	Planning Department	X	X				Planning & Zoning	Local	Staff Time

Table 20: Community Work Program

Project/Initiative	Plan/Dept. Source	2024	2025	2026	2027	2028	Agency	Funding	Estimated Cost
Modify the zoning code to discourage stand alone apartment zoning and only allow as a part of a mixed use community with a variety of residential and non-residential uses and amenities	Planning Department		X	X			Planning & Zoning	Local	Staff Time
Revise list of allowable uses in the UDC with a particular focus on encouraging shops, restaurants and entertainment and discouraging, warehouse, distribution and certain industrial uses; develop more stringent standards for gas station, car wash and dollar store uses	Planning Department	X	X				Planning & Zoning	Local	Staff Time
Hwy 92 LCI Update	Planning Department	X					Planning & Zoning	ARC	\$150,000
4 - Public Health									
Increase fees for the tree fund and/ or increase tree retention requirements	Planning Department	X	X				P&Z	Local	Staff Time
Develop Transfer of Development Rights (TDR) Program for protected Dog River Watershed	Planning Department	X	X				Planning & Zoning	Local	\$100,000
5 - Recreation									
Create Arts Master Plan and 1% for Arts	Planning Department		X	X			Planning & Zoning; Cultural Arts Center	Local	\$50,000 + Staff Time
Parks/Recreation Master Plan	Parks Department; Planning Department	X	X				Parks, Planning & Zoning	Local	\$100,000 + Staff Time
Greenways and Trails Master Plan	Parks Department; Planning Department	X	X				Parks, Planning & Zoning, DOT, Non Profit Partners	Local	\$100,000 + Staff Time
Sweetwater Creek Greenway Trail Scoping Study/ Feasibility Study in conjunction with Greenways and Trails Master Plan	Planning Department, Lithia Springs Small Area Plan			X	X		Parks, Planning & Zoning, DOT, Non Profit Partners	Local, ARC	Costs included with Greenways and Trails Master Plan

Table 20: Community Work Program

Project/Initiative	Plan/Dept. Source	2024	2025	2026	2027	2028	Agency	Funding	Estimated Cost
Form a Creatives Collaborative for Lithia Springs	Lithia Springs Small Area Plan	X					Parks, Planning & Zoning, DOT	Local	Staff Time
Engage key Winston land and business owners, especially near the Crossroads Center and owners of historic properties, on forming a civic organization focused on area history and culture and community programming.	Winston Small Area Plan	X					Planning & Zoning	Local	Staff Time
Pursue installation of Hwy 92 Multi-Purpose Trail	RoA			X			Planning & Zoning, DOT	Federal/ State/ Local	\$3,000,000
Complete PE for Chattahoochee Hill Country Trail System and acquire ROW	RoA	X					DOT	Local/ Federal	\$12,000,000
Construct/ renovate a library to replace/ upgrade the existing facility on Selman Drive, including compliance with ADA accessibility and state of the art resources.	RoA	X	X				Library	SPLOST	\$8,000,000
Renovate Selman Branch and Lithia Springs Branch with updated furniture, additional wiring, additional shelving, paint, and reconfigure office spaces to more effectively and efficiently serve the public	RoA	X	X				Library	SPLOST	\$1,000,000
Revise development standards in regard to the types of greenspace and amenities that are required in new developments	Planning Department		X				Planning & Zoning	Local	Staff Time
Work with the Chattahoochee Hill Country Alliance to continue the development of a multi-county greenway system	Planning & Zoning, Parks, DCDOT	X	X	X	X	X	DCDOT	Federal/ Local	\$10,200,000

Table 20: Community Work Program

Project/Initiative	Plan/Dept. Source	2024	2025	2026	2027	2028	Agency	Funding	Estimated Cost
6 - Transform									
Work with Code Enforcement to undertake a sign audit and develop signage standards	Planning Department				X		Planning & Zoning	Local	Staff Time
Improve architectural and design guidelines for corridors, non-residential and major subdivisions with an emphasis on quality	Planning Department			X	X		Planning & Zoning	Local	\$50,000 + Staff Time
Identify key gateways/roadways to target Keep Douglas Beautiful initiatives for litter clean up	Constituent Services	X					Planning & Zoning, Keep Douglas Beautiful	Local	Staff Time
Update home occupation ordinance	Planning Department		X				Planning & Zoning	Local	Staff Time